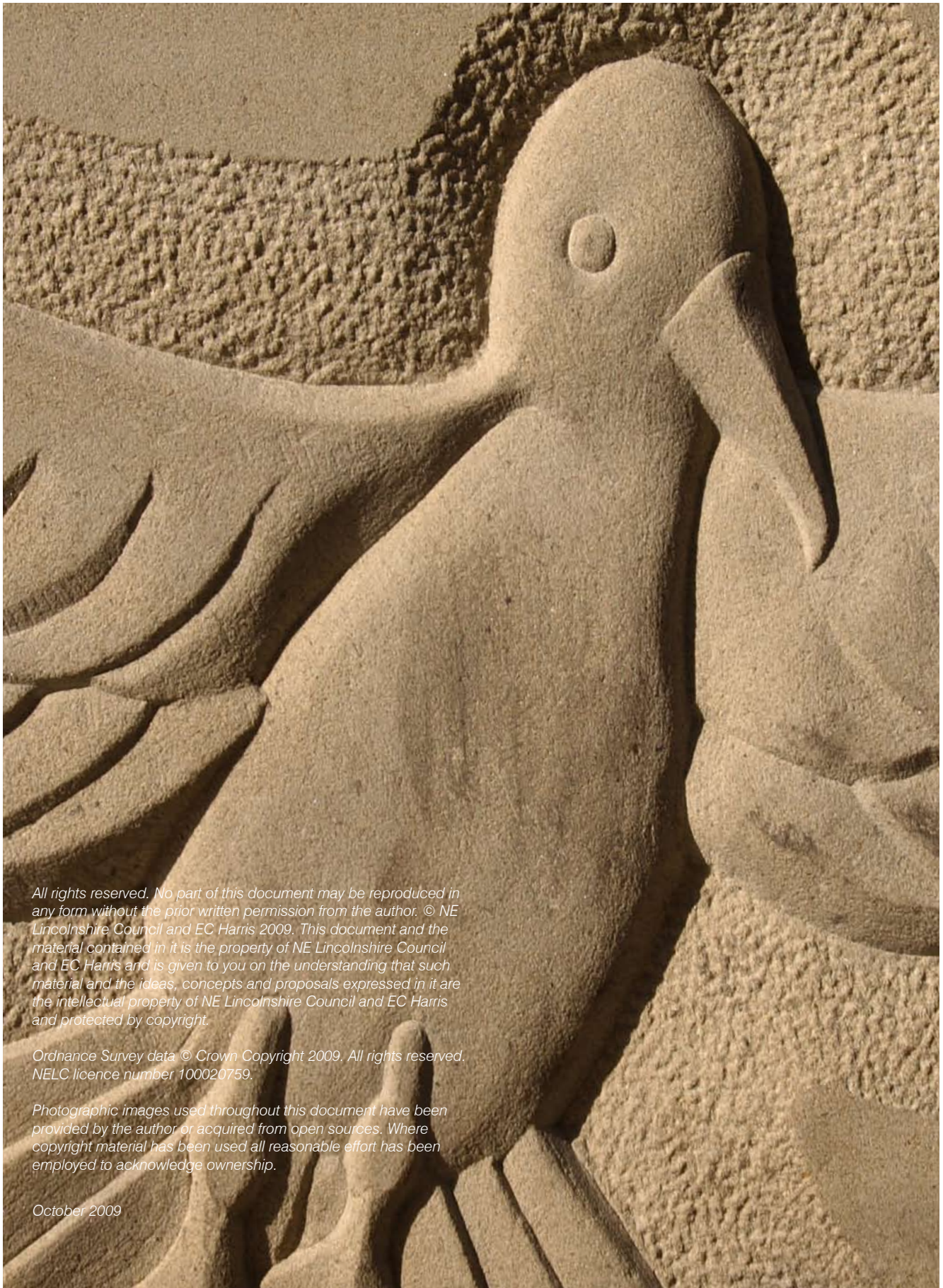




GRIMSBY TOWN CENTRE MASTERPLAN

ST JAMES' QUARTER
DEVELOPMENT FRAMEWORK

FINAL - 20TH OCTOBER 2009



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October 2009

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Former Pestle and Mortar PH, Old Market Place

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Yarborough Hotel

1

Introduction

1.1 Framework Purpose

The St James' Quarter Development Framework is a detailed component of the Grimsby Town Centre Masterplan. It is focused on translating the 'vision', objectives and development principles as defined within the Masterplan into clear site specific land use, development and phasing proposals that will help to guide future investment and development activity within this important central location.

St James' Quarter is described briefly within the Framework however the focus is on defining the opportunities for the area, the area specific development principles and the development proposals.

1.2 Framework Status

North East Lincolnshire Council is currently in the process of preparing its Local Development Framework (LDF). The Core Strategy will be the principal document of the LDF and will set out the vision and strategic spatial objectives for development in Grimsby.

The Masterplan, supported by the Development Framework, will be a supporting document to the Core Strategy and material in delivering its policy objectives. When adopted, its role will be to inform and guide development proposals and planning applications for sites within and adjacent to the framework area.

The Masterplan, supported by the Development Framework, has been approved by Cabinet and will therefore form a key material planning consideration against which development proposals and planning applications are assessed in the interim period up to adoption of the Core Strategy.

1.3 Present St James' Quarter

St James' Quarter is centred on St James' Church and Square. It is bounded to the west by Frederick Ward Way and to the south by the railway line. The St James' Quarter includes all the blocks which enclose St James' Square, the Market Hall and the Freshney Place (west) car park.

Also included are the blocks surrounding the railway station. This area currently provides an unsatisfactory arrival point to the town centre with poor quality public realm and poorly maintained property backs together with a collection of surface car parks.



Development Sites

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Legend

- Waterside Quarter Development Framework Area - Core Area
- ⋯ Waterside Quarter Development Framework Area - Wider Area
- St James' Quarter Development Framework Area - Core Area
- ⋯ St James' Quarter Development Framework Area - Wider Area
- Doughty Road Development Brief Site
- Cartergate Development Site

1.4 Future St James' Quarter – Delivering the Masterplan Vision

The vision for Grimsby town centre outlined in the Masterplan is *“a prosperous and distinctive town centre which makes the most of its North Sea location”*. The vision is made up of three interlinked themes:

1. Maximising the economic potential of Grimsby's North Sea location to create a prosperous town centre
2. Celebrating Grimsby's North Sea heritage and culture to build a distinctive town centre
3. Improving Grimsby's connectivity to the North Sea and Lincolnshire hinterland

The development proposals for St James' Quarter have a significant role in delivering this vision in Grimsby town centre.

St James' Square will be improved to create a useable and attractive space wrapped by quality buildings which add value to the square and complement St James' Church. This includes a redeveloped St James' House which will include a mix of office, retail and cultural space and an expanded Freshney Place Shopping Centre including a new department store. The new square will also serve as a high quality link between the town centre and the proposed new mixed-use development on the adjacent Cartergate site.

The layout of the space around the railway station will be redesigned and improvements will be made to the public realm and building facades to create a higher quality approach to the railway station.

1.5 Supporting the Masterplan Vision Objectives

There are 11 key Masterplan objectives which have been proposed to deliver this vision in the town centre. Transforming St James' Quarter can support 8 of these objectives:

- Improve the retail offer by creating a wider range of shops – expansion of Freshney Place Shopping Centre as well as potential new retail outlets in St James' House and niche shops on Bethlehem Street will improve the retail offer;
- Improve the quality and supply of business accommodation – office space in St James' House will improve the quality and supply of business accommodation;
- Create a strong cultural and leisure offer through new and improved attractions – redevelopment of St James' House will complement St James' Church and include an element of cultural uses appropriate to the church setting;
- Improve evidence of Grimsby's rich heritage within the town centre – improving St James' Square will ensure that the setting of the Grade 1 listed St James' Church reflects its historical and cultural significance;

- Improve the food market and offer of quality eating establishments to build upon Grimsby's 'Europe's Food Town' status – quality cafes in St James' House overlooking the square and an improved food market will help build upon this status;
- Improve the physical environment through improving public realm and creating memorable public spaces – a high quality St James' Square which serves as a vibrant public space and an improved approach to the railway station will create a much more appealing physical environment;
- Create an inspiring entrance to the town centre – transforming the approach to the railway station will create an inspiring entrance in this key gateway to the town centre which will help to create a positive first impression for people arriving in the town; and
- Provide a modern and accessible public transport system – improving access to the railway station and improving the area to eventually include an integrated public transport interchange will improve the public transport system in the town centre.

1.6 Supporting current strategies and policies

The proposals for development in St James' Quarter support current strategies such as the Council Plan (2009 – 2012) and key policies including the Regional Economic Strategy (RES) and the Regional Spatial Strategy (RSS).

1.6.1 The Council Plan (2009 – 2012)

The development proposals for St James' Quarter will help North East Lincolnshire Council to achieve the four strategic aims outlined in the three year Council Plan (2009 – 2012).

Firstly, an improved St James' Square surrounded by quality new buildings which complement St James' Church and an improved approach to the railway station will significantly improve the quality of the built and natural environment. Redevelopment and improvements to public areas in St James' Quarter are specifically indicated in the Council Plan (2009 – 2012) as a key measure in achieving this aim.

Secondly, the proposals will strengthen the local economy through creating business accommodation in St James' House to attract inward investment from higher value businesses and by attracting visitors through an improved setting for St James' Church and new cultural facilities. The local economy will also be strengthened by transforming perceptions of Grimsby which will help to attract residents, investors and visitors.

Thirdly, development proposals for St James' Quarter will help create a safer and more secure public space linking the town centre with the proposed Cartergate development through creating a more vibrant area of the town centre.

Finally, it will help improve health and well being through improving the physical environment and creating an enjoyable place to relax and spend time.

1.6.2 Regional Economic Strategy (RES)

The New Horizons Regeneration Strategy for North East Lincolnshire outlines how the objectives included in the RES will be met in North East Lincolnshire to ultimately make the economy more competitive and the development proposals for St James' Quarter will help to achieve this. Transformation of St James' Quarter will help to make Grimsby more competitive through helping to diversify the economy by providing a more attractive physical environment, providing an element of business accommodation in St James' House and improving access to the railway station which will all assist in attracting inward investment. The improved cultural offer will assist in retaining and attracting young people including professionals which is necessary to support growth in identified business clusters and also in attracting visitors to the town.

1.6.3 Regional Spatial Strategy (RSS)

The development proposals for St James' Quarter support policies in the RSS which promote Grimsby to strengthen its role as a Sub-Regional Town through town centre renaissance. Improving the physical environment through a transformed St James' Square and a redesigned approach to the railway station will assist in transforming perceptions of the town to attract inward

investment from higher value businesses. This will help Grimsby diversify and develop its local economy which is emphasised as a priority in the RSS. The proposals for St James' Quarter to introduce an element of cultural space in St James' House also support the specific promotion of supporting growth of the cultural sector in the RSS.



Old Market Place

2

The Site

2.1 History

St James' Parish Church is located within what was once its churchyard at the heart of St James' Quarter. The church and churchyard (now called the square) have defined the western edge of the town centre for nearly 900 years. The church was, until the late 1960's and early 1970's surrounded by attractive medieval streets which had evolved organically over the centuries. Proposals for significant town centre remodelling were prepared prior to the outbreak of World War II, however the onset of hostilities prevented the plan being implemented.

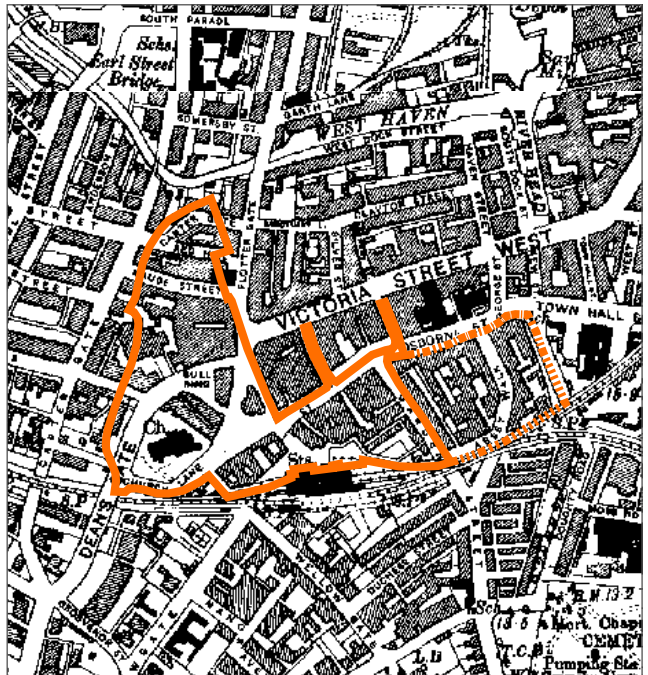
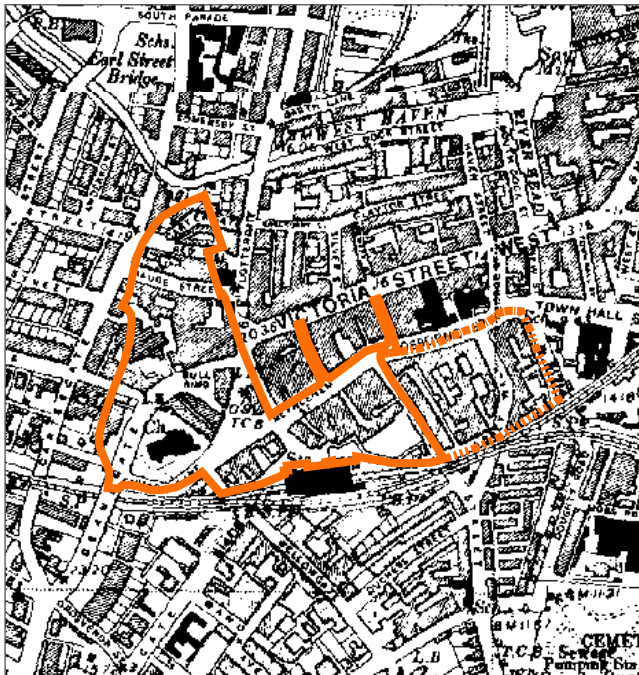
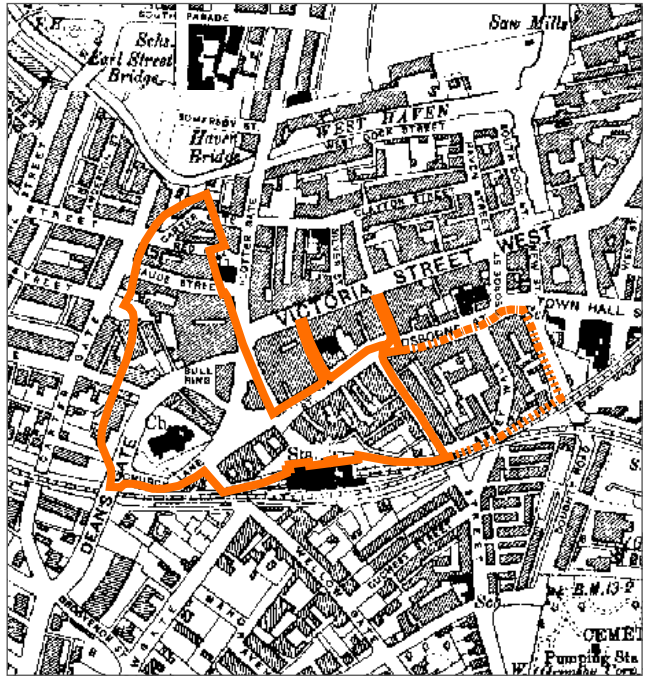
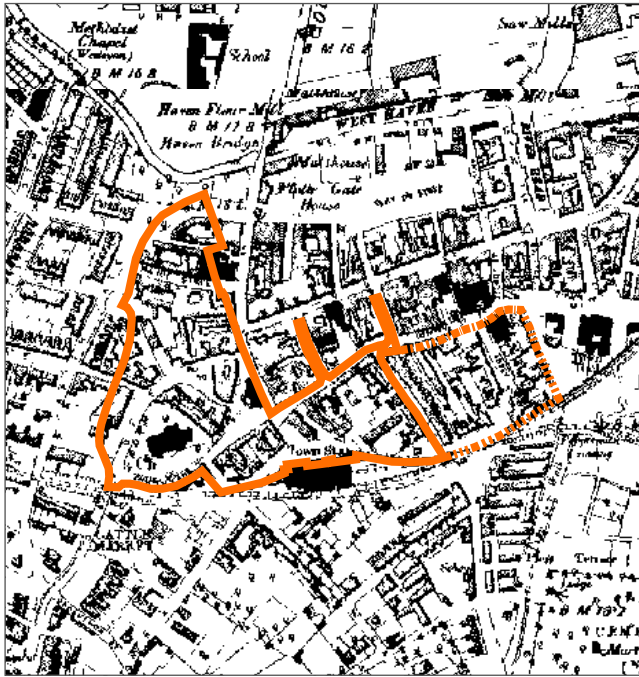
Towards the end of the war the Local Authority held an exhibition explaining the post war plans for reconstruction of the town centre. A pragmatic driver for change was the critical need to relieve town centre congestion. Narrow town centre streets were having to struggle with significant volumes of commercial traffic. Whilst many of the detailed aspects of the plan were never realised the wholesale destruction of the historic west end of Grimsby town centre was set in motion at this point. The historic streets and spaces surrounding St James' Square managed to survive until the late 1960's.

The development of the Riverhead Centre (later transformed into Freshney Place), Frederick Ward Way, new car parking and retail blocks during the late 1960's and early 1970's led to the loss of the historic Market Place, the Bull Ring (a unusual triangular external space), the Corn Exchange as well

as many other historic buildings. The old churchyard was redefined by an elevated section of road to its west and new buildings to the north and east resulted in the loss of the original plan form and the intimate relationship with adjacent buildings. The Riverhead Centre was originally an open air shopping precinct which was transformed and expanded by later investment into a typical enclosed 1980s' shopping mall.

Some of the lost medieval streets are recalled by the internal mall names within Freshney Place such as Baxtergate, Flottergate, Friargate, New Biggin, Clayton Walk, Haven Walk and Brewery Street.

The area to the south of Bethlehem Street has managed to retain its historic street pattern and the relationship between the railway station and the town centre is little changed since the arrival of the railway.



Clockwise from top left:
St James' Quarter in 1890; 1908; 1931; 1951

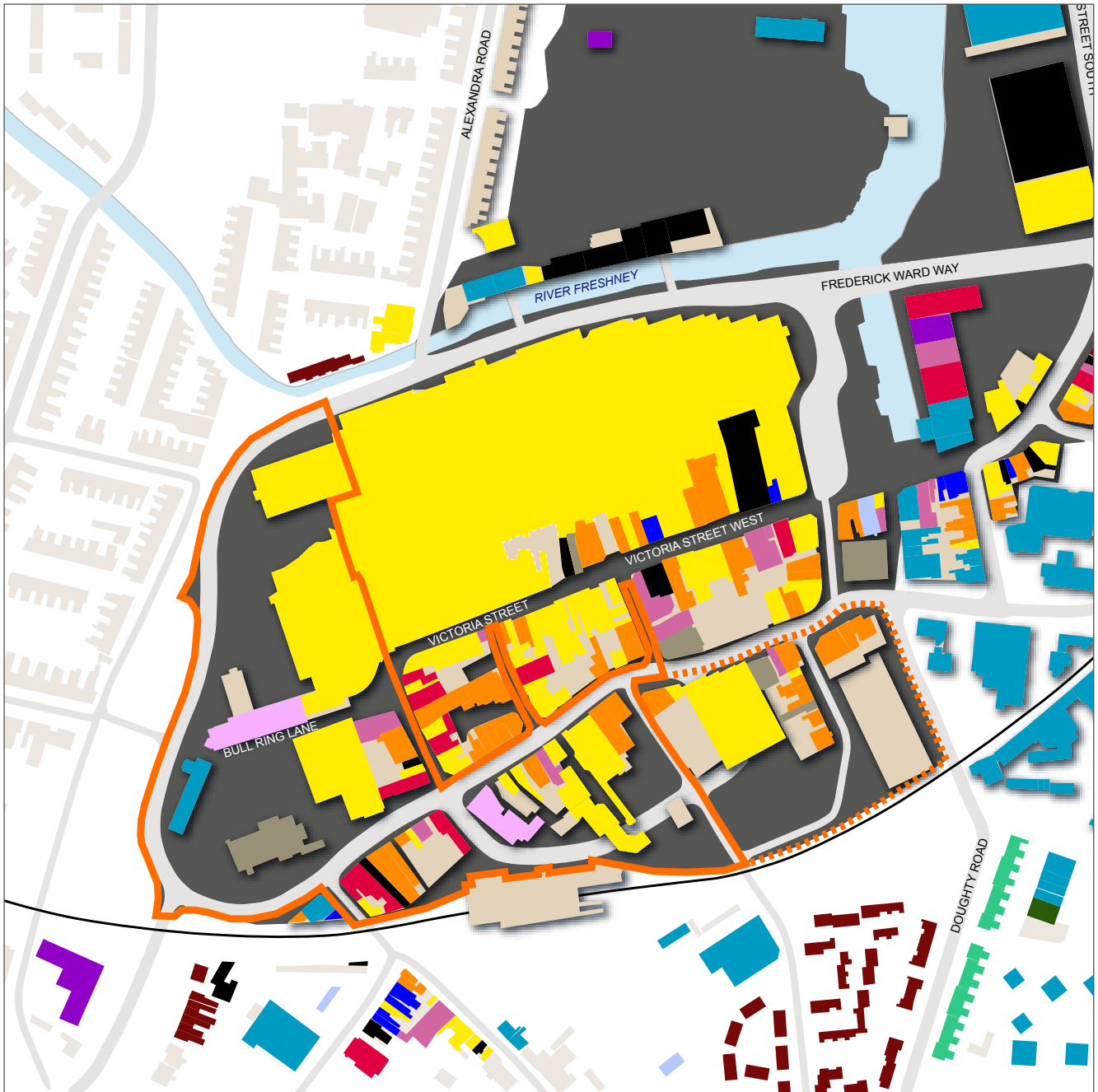
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2.2 Policy Overview and Planning

The development proposals for St James' Quarter will be required to be in general conformity with planning policy at a national, regional and local level. At a national level, policy advises that the core principle underpinning planning is sustainability and when dealing with development proposals for town centre sites, national policy seeks to promote mixed use developments to promote the vitality and viability of town centres.

At a regional level, the Regional Spatial Strategy (RSS) - Yorkshire and Humber Plan 2008 - seeks to strengthen the role of Grimsby as a Sub-Regional Town particularly through town centre renaissance and through taking advantage of investment opportunities. The RSS encourages Grimsby to diversify and develop its local economy and to promote a service sector and the knowledge intensive industries including the cultural sector. It promotes Grimsby as a focus for housing, employment, leisure, shopping, health, education and cultural activities.

At a local level, the various documents of the LDF when adopted will be in general conformity with policy at the national and regional level. The Development Framework supporting the Masterplan promotes development for St James' Square that meets the objectives of national and regional policy. The LDF, the Masterplan and the Development Framework will advise and guide developers, the council and stakeholders when considering development proposals.



Land Use

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Legend

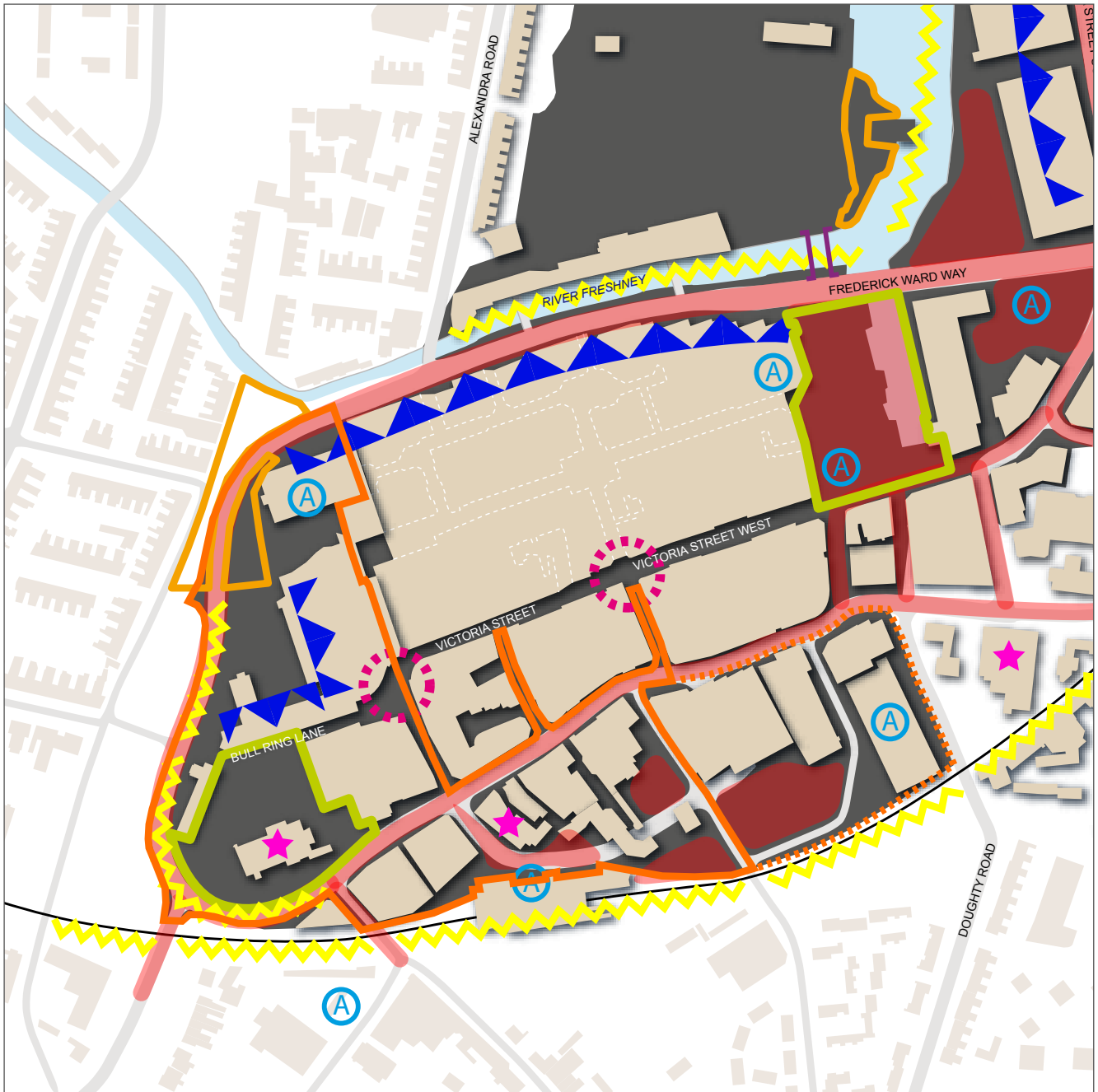
- | | |
|--|---|
| ● A1 - Shops | ● C1 - Hotels |
| ● A2 - Financial and Professional Services | ● C2 - Residential Institutions |
| ● A3 - Restaurants and Cafes | ● C3 - Dwelling Houses |
| ● A4 - Drinking Establishments | ● D1 - Non-Residential Institutions |
| ● A5 - Hot Food Takeaway | ● D2 - Assembly and Leisure |
| ● B1 - Business | ● Vacant |
| ● B2 - General Industrial | ● Sui Generis |
| ● B8 - Storage and Distribution | |

2.3 Land Use

Retail is the dominant land use within the St James' Quarter with the markets and various discount retailers helping to create a 'value cluster' focused on Bull Ring Lane. The St James' Hotel provides the northern enclosure to the churchyard. This provides one of a limited number of centrally located hotels within the town centre, however the Cartergate scheme includes a new 70 bed hotel.

Abbeygate and Bethlehem Street combine to provide a fragile speciality and independent retail area which has much potential for consolidation and expansion. There are a number of food and drink uses in this area but these provide a limited variety of offer.











There is a disparate office presence within the area provided by Devonshire House (Bull Ring Lane), St James' House (St James' Square) Hampton House (Church Lane) and a number of smaller locations. These buildings all appear well below the standard that would be expected for prime office accommodation. The Cartergate scheme should help strengthen the quality of office provision within the vicinity of St James' Quarter. However this will represent an isolated fragment of quality floorspace outside the principal office locations within the Waterside Quarter.



Physical Analysis

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Legend

- | | | | |
|---|---|---|---------------------------|
|  | Principal town centre pedestrian nodes |  | Arrival point |
|  | Principal vehicular access point |  | Landmarks |
|  | Under used public open space |  | Barriers |
|  | Principal town centre public open space |  | Barrier blocks |
|  | Principal gateways into town centre |  | Vehicular dominated areas |

2.4 Physical Analysis

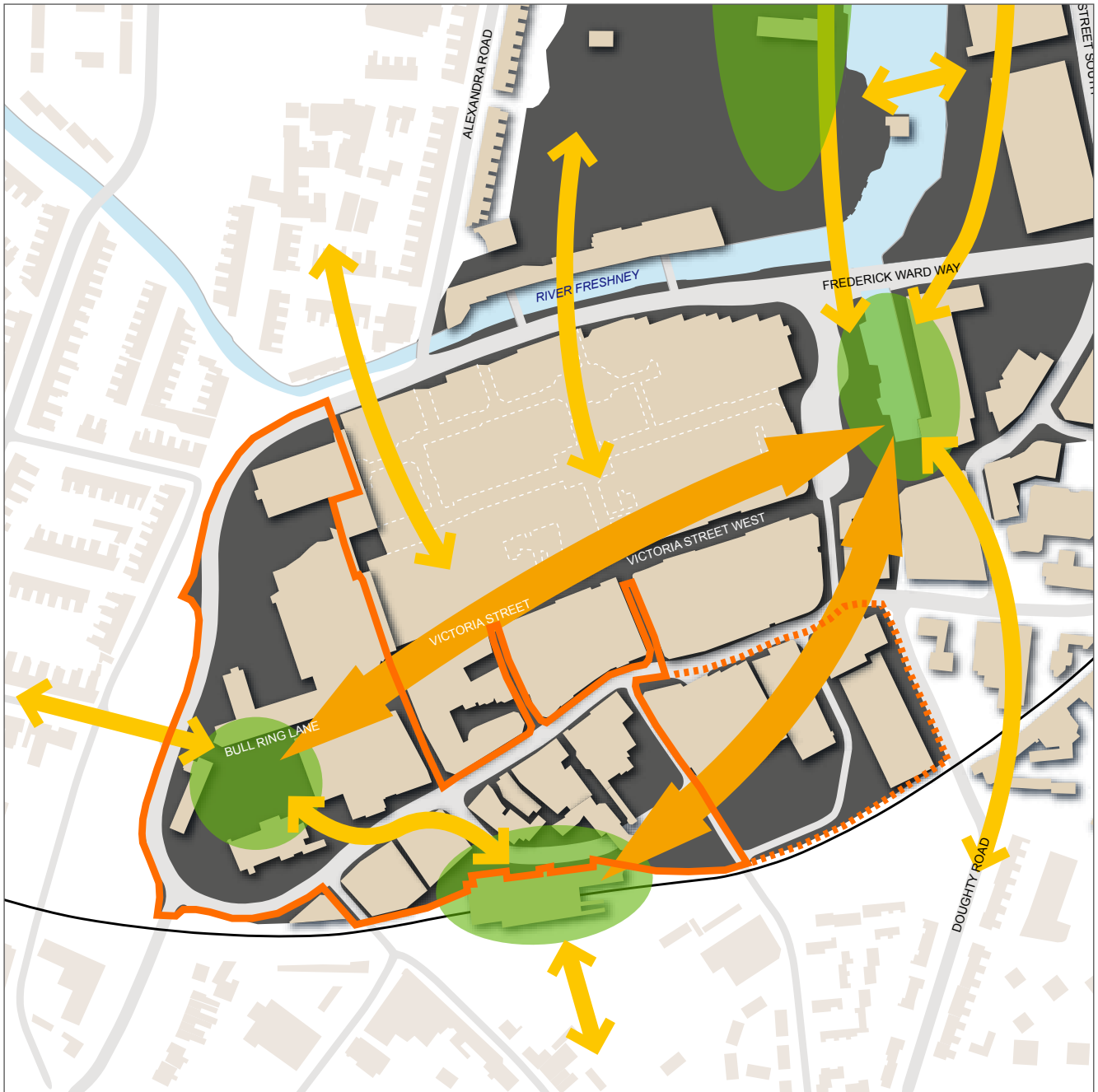
Central Grimsby is isolated from its residential hinterland by the railway to the south and Frederick Ward Way to the west and north. Peaks Parkway and associated highways infrastructure forms a barrier between the town centre and areas to the east. The isolation of the town centre is compounded by large blocks that either have no permeability or very little permeability. These include Freshney Place Shopping Centre to the north of the town centre, the Doughty Road Depot to the south of the town centre and the large areas of under developed and undeveloped land surrounding Alexandra Dock.

Pedestrian movement into the town centre is generally weak with highways and vehicle movements taking priority.

The western section of St James' Quarter is shaped largely by the impact of inserting highways infrastructure and late C20th large floorplate blocks into a historic street pattern. With the exception of St James' Church there is little townscape quality within this area. St James' Church provides central Grimsby with arguably its most significant landmark.

South of Bethlehem Street the townscape quality improves, however separation from the retail circuit and the limited and constrained unit formats has hindered the development of the area.

Surface car parks dominate the outer perimeter of the area to the west and south presenting a poor quality environment to those entering the town on routes through these areas.



Movement and Access

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Legend

- New and enhanced public open space
- Improved pedestrian and cycle connectivity
- Principal routes between central public open space

2.5 Movement and Access

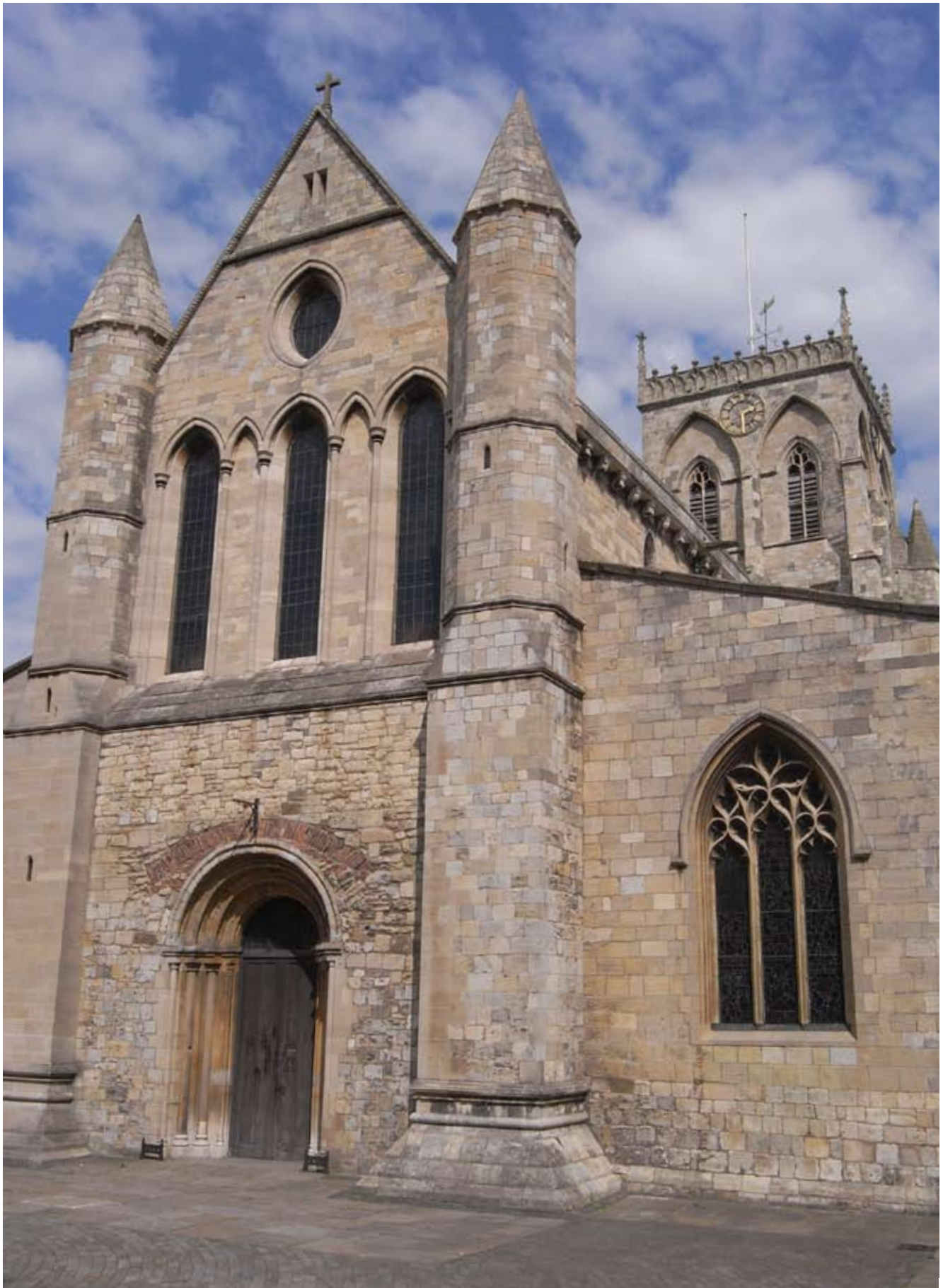
St James' Quarter is accessed via Frederick Ward Way to the west and Church Lane - Bethlehem Street to the south. There is currently a single exit point, from what is in effect the inner ring road, on the western side of St James' Quarter. This junction accesses the Freshney Place service yard and the Freshney Place (west) car park and also serves to provide access to the residential area to the west of the town centre. This is an inefficient and unattractive junction which contributes to the severance effect dividing the town centre from communities to the west.

There are currently two pedestrian subways which link Cartergate to St James' Square by passing under the elevated section of Frederick Ward Way. This arrangement is unsatisfactory for pedestrians providing a poor quality arrival into the town centre. The development proposals for the mixed use Cartergate scheme retain and improve the main subway adjacent to the hotel and close the other near St James' House. Ideally the pedestrian routes from the neighbourhoods to the west into the town centre should be at grade and avoid underpasses, enclosed / poorly observed spaces and level changes. The elevation of Frederick Ward Way and Church Lane around the southwest part of the square is necessitated by the need to bridge over the railway line but creates a visually unsatisfactory back drop to St James' Church and a backwater within the churchyard.

To the south of Bethlehem Street there are a number of alleys and courts which reflect the historic morphology of this part of the town centre. Of these Regent Arcade is currently blocked off at its southern end whilst Abbeygate although more successful is poorly connected to adjacent areas and has the feel of a retail fragment. Other yards are currently closed to public access but present the opportunity to expand the network into an area with something of the character of the Lanes and North Laine in Brighton (linking the station to the commercial heart and the water).

Station Approach is poorly enclosed with a poor public realm dominated by taxis. The area is currently attempting to unsuccessfully resolve a number of conflicted uses: drop off, parking, pedestrians, taxis and public transport. The space available outside the station and the access to it is not capable of housing all the uses without compromise. Rail and bus travel are currently poorly integrated.

Parking within the St James' Quarter is provided by the Freshney Place (West) multi storey car park to the north and by a series of formal and informal surface car parks. The Cartergate scheme will displace some surface car parking but will provide a new undercroft car park. Long and short stay car parking to serve the railway station appears to be inadequate.



St James' Church

3

Challenges and Opportunities

3.1 Challenges



Poor arrival from railway station

The upgrading of Station Approach is acknowledged as a priority project within the St James' Quarter. Rail passengers arriving in Grimsby leave the station to enter an incoherent and ill defined space dominated by conflicting uses. This results in a poor arrival experience which creates a negative first impression for people visiting the town centre.



Poor quality of buildings enclosing St James' Square

St James' Church and its associated square are located at the heart of the Quarter. The facilities within the church and the public realm within the square have been improved in the recent past. However the context of this important location within the town centre remains weak and must be strengthened to enable the area to reach its full potential.

The buildings which enclose the square are all late 20th century red brick structures. Of these the retail block to the east is too low to adequately enclose the space, it has no doorways leading on to the space and no windows overlooking the space. This block also ignores the historic footprint of the square which should be considered by any future replacement project. St James' House is raised on columns to provide an open but functionless undercroft which succeeds in weakening enclosure and ensures that no activity can take place at ground level.



Severance effect of Frederick Ward Way

Frederick Ward Way provides a well engineered conduit for vehicular access to central Grimsby. It also helps to create a barrier between the residential neighbourhoods to the west and the town centre. The critical access role of Frederick Ward Way must be protected, however its relationship with other users of the town centre will need to change in order to secure better spatial and movement integration.



Access to Freshney Place Car Park

The western Freshney Place car park is currently accessed via a junction off Frederick Ward Way (west). The entry and exit traffic shares an extensive junction with service traffic for Freshney Place and the market. The same junction also provides access to St James' Hotel and the neighbourhoods to the west of the town centre. This junction combined with the associated service and access roads provides a hostile and unattractive environment for pedestrians.



Market in need of upgrading

The current market is in a poor state of repair and is in need of upgrading. Upgrading the market should ensure that the new market is of sufficient quality to attract people to visit and should also be suitable for a range of users to attract a greater mix of stalls.

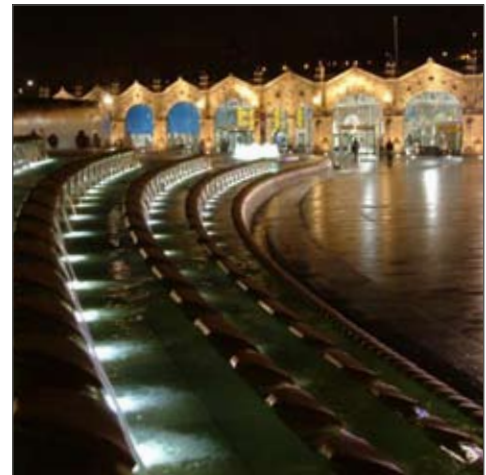
3.2 Opportunities



Create a vibrant link with Cartergate

Improving links between St James' Square and the proposed Cartergate scheme will ensure Cartergate and the residential areas to the west are integrated with the town centre. This will ensure that there is footfall through the square and will encourage people to use the square as a place to relax and spend time, ensuring the space is a vibrant area of the town centre.

Image: Walthamstow Town Square Gardens and High Street



Inspiring approach to the railway station

An inspiring approach to the railway station can be created which will help form a positive first impression of the town centre on arrival. Improving the public realm and redefining the station forecourt through block remodelling will make the area more pedestrian friendly whilst also assisting vehicular circulation. The changes will also present an opportunity to provide an integrated transport interchange which includes bus and train access. This would encourage the use of public transport in the town centre which will reduce the traffic congestion currently experienced on Frederick Ward Way at peak times.

Image: Sheffield Station



Improve the market

There is an opportunity to create an improved market which has a varied offer of stalls. This will improve the retail offer in the town and encourage people to visit.

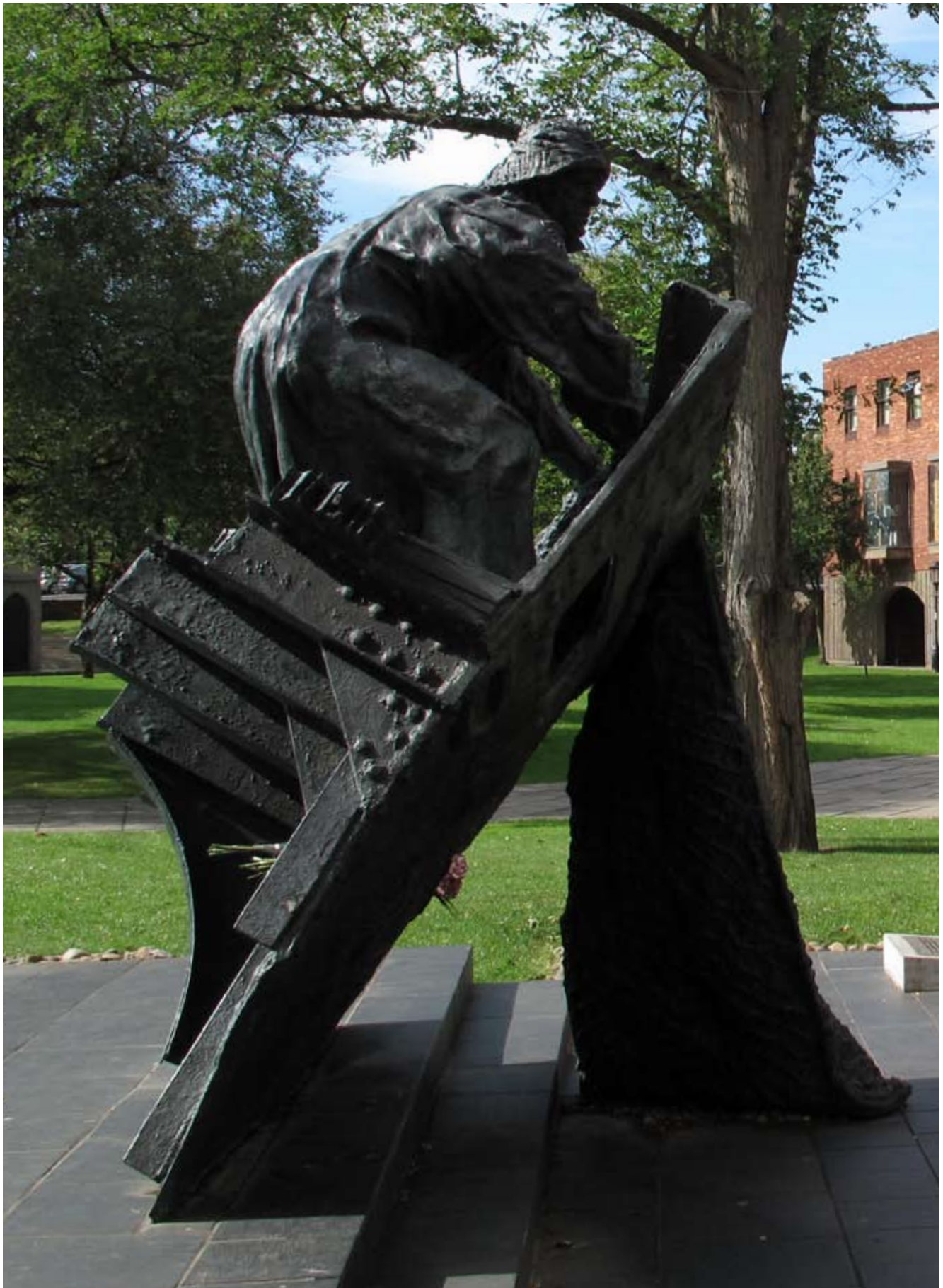
Image: Derby Indoor Market



Create a quality open space

St James' Square is currently one of the few open green spaces in the town centre and improvements to the public realm and the buildings which currently enclose the square will ensure that the potential of the space is maximised. Improvements which complement St James' Church including redevelopment of the surrounding buildings will create a high quality open space which will attract people to visit and enjoy this historic area of the town centre. This will improve the physical environment of St James' Quarter and will have a significant role in transforming perceptions of the town into a place for investment.

Image: Cathedral Gardens, Manchester



Fisherman's Memorial, St James' Square

4

Development Principles

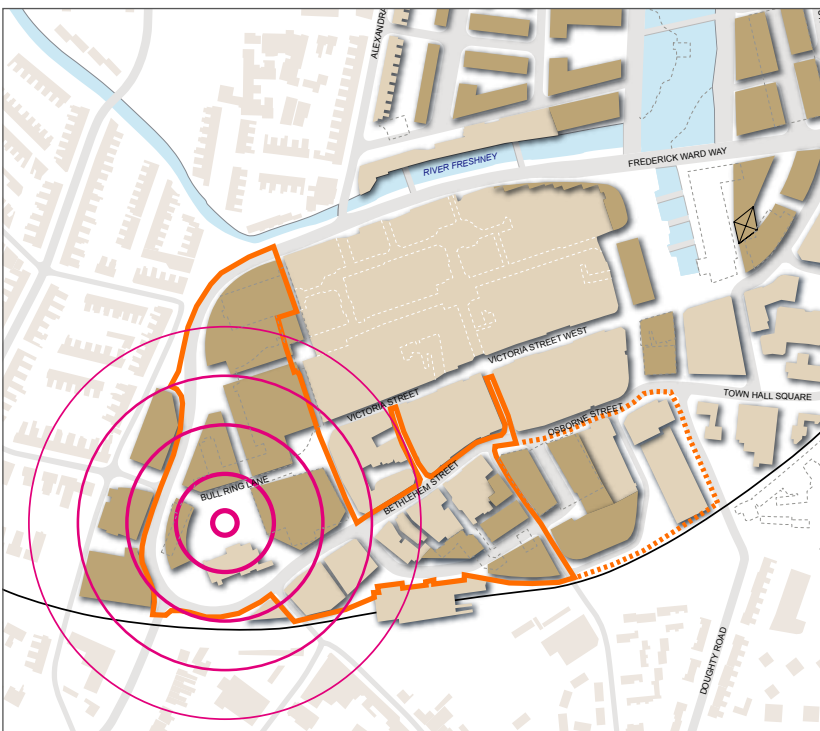
4.1 Introduction

The development principles illustrated on the following pages are intended to provide future design and development teams with clear design guidance which highlights the issues which are considered essential to NELC. Where a development team can show adoption of these development principles and alignment with the Masterplan vision and objectives these will be considered by the Local Authority. Development approaches which lead to a less contextual and less integrated approach are however unlikely to be welcomed.

4.2 Regeneration

Sequential Development and Catalytic Trigger

The Grimsby Town Centre Masterplan has organised all identified physical projects within an overarching phasing hierarchy. This has been determined by reconciling ease of delivery with regenerative need. The 'Tier 1' projects within the St James' Quarter are those which can be delivered as a priority which will, once delivered, demonstrate change and help build investor confidence. A sequential approach to development is required ensuring that investment activity is concentrated where it will have the maximum regenerative benefit.

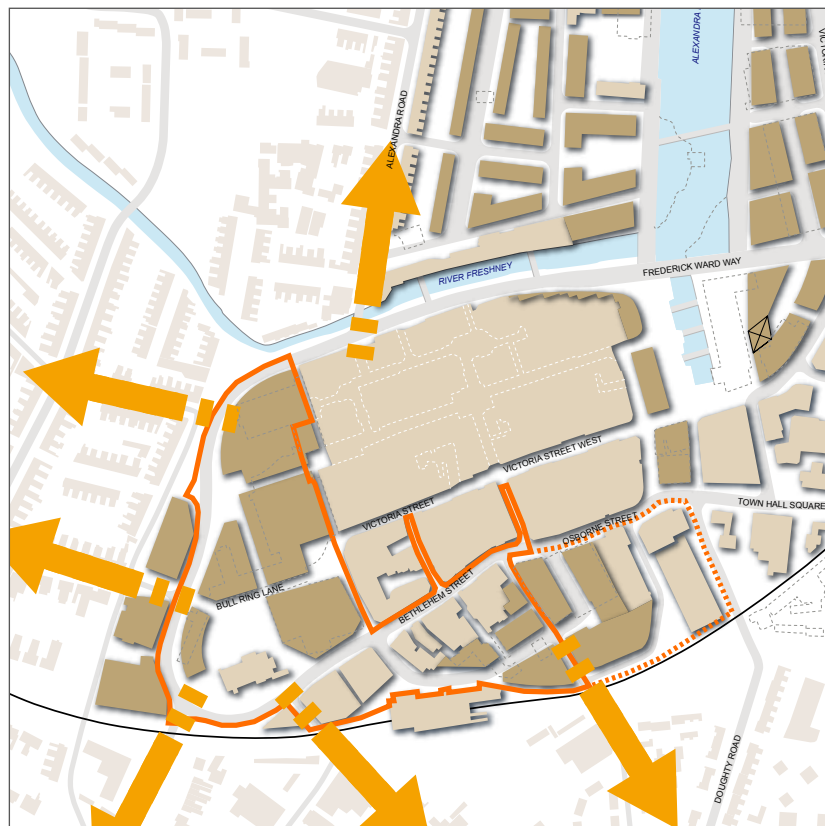


Catalytic Forms

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Future Proofing and Expansion

The Masterplan and Development Framework will be subject to regular review to ensure that external economic, political, policy and environmental changes are reflected within the vision and objectives. These changes will affect the rate of delivery, may lead to consideration being given to temporary uses and may lead to project sequencing being re-evaluated. It is essential that the opportunity for delivery of the longer term Masterplan vision is not undermined by premature misaligned schemes being taken forward outside the Development Framework areas.



Future Proofing and Expansion

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Area Integration and Connectivity

The regenerative benefit of significant levels of investment within the St James' Quarter must be captured and used to help stimulate development activity in areas beyond the immediate boundary of the area such as West Marsh and other inner residential areas which currently feel isolated and disconnected from the town centre. Removing or reducing the impact of physical barriers which reinforce the impression of fragmentation within the central area is critical. Land use policy should

seek to facilitate the long term migration of investment activity from priority town centre development sites to inner area sites which might in turn support and strengthen the town centre.



Area Integration and Connectivity

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Retention and Remodelling

A number of existing buildings and features will need to be retained and incorporated within any development proposal for the St James' Quarter. These will include the following:

- All Listed Buildings (refurbishment and re-use);
- St James' Square (enhancement); and
- Non Listed Buildings of PPG15 established value (refurbishment and re-use).

Where retained the Freshney Place frontage to Frederick Ward Way should be remodelled to allow improved permeability and pedestrian movement.

The immediate priority is St James' House, which is owned by the Diocese of Lincoln, and through consultation we understand would be keen to see an immediate beneficial high visibility improvement to the context of both St James' Church and square. Over the longer term all the late C20th development within the St James' North area should be considered for replacement.

Legend

- Tier 1 Clearance
- Tier 2 Clearance
- Tier 3 Clearance
- Optional Clearance
- Water's Edge Remodelling
- Listed and Other High Quality Buildings



Retention and Remodelling

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Sustainable Regeneration

Sustainability must underpin the economy, society and environment of Grimsby re-establishing itself as a strong, self supporting, proud and independent town. The St James' Quarter will seek the following from new developments:

Land Use

New uses should work with existing uses to create safe neighbourhoods where walking from home to work and from home to school is not only possible but preferable to car usage.

Energy

The development of wind generation and bio-fuel technologies together with energy production from these and other sources should help to form a component of a forward looking and diverse economy for Grimsby. New buildings should seek to achieve maximum standards for energy efficiency.

Food

Grimsby's established reputation as a food town and its proximity to food production, both North Sea fisheries and Lincolnshire agriculture should be capitalised upon. Town centre markets should promote locally sourced food. Publicly funded institutions should commit to using locally sourced food products where possible.

Movement

Improved public transport access and facilities for both buses and trains will be developed. Car usage will be discouraged within the St James' Quarter and walking and cycling will be encouraged. Safe, attractive and legible walking and cycling routes will link the St James' Quarter to adjacent areas of Grimsby.

4.3 Land Use

Land Use

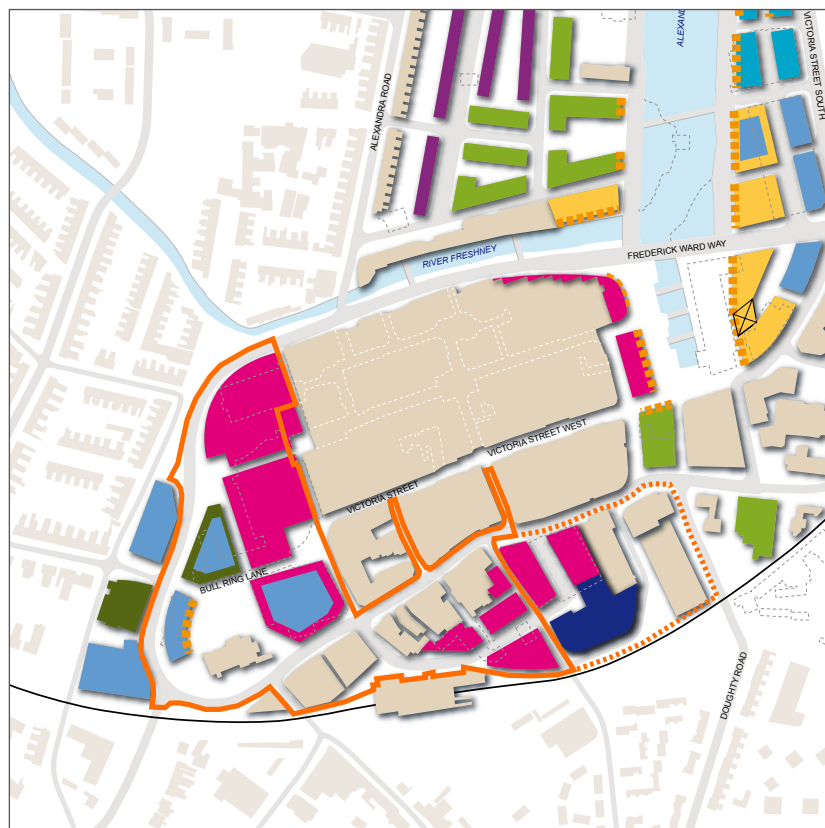
Much of the proposed new development within the St James' Quarter is envisaged as being retail. However with the exception of the proposed new anchor stores located to the west of Freshney Place, new retail is almost certain to only efficiently occupy ground floor space. The use of upper floor space within the St James' Quarter both within proposed new buildings and existing buildings has the capacity to considerably intensify activity within the area.

Upper floors are likely to be either office or possibly residential.

In land use terms there is little differentiation within retail activity however the Masterplan seeks to protect and develop the segmentation within the Grimsby town centre retail offer. Although modern large clear floorplate units will be required to attract national multiple retailers currently missing from the town centre, quality space must also be provided for smaller independent, local and speciality traders. This space will be provided within a reconfigured and expanded Abbeygate area.

Legend

- Transport
- Education (Higher)
- Civic
- Arts and Leisure
- Residential
- Office
- Retail
- Food/Drink
- Social/Education
- Hotel



Land Use

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The Cartergate proposals, the new St James' House together with any space above new retail space will combine to provide a cluster of new office accommodation in the vicinity of St James' Square.

The Cartergate proposals include a new hotel. It is anticipated that the existing St James' Hotel will, over the medium term, need to reposition itself against the new hotel and that this will entail either significant remodelling or comprehensive redevelopment as part of a wider development process.

The long term aspiration is to develop a transport interchange in proximity to the railway station to improve connectivity between bus and train travel as well as a new access into the station from Garden Street.

Critically inappropriate edge of centre large floor plate uses such as bulky goods retail, depots and industrial/distribution must not be allowed within the St James' Quarter. Conversely land uses that will strengthen the town centre and help to deliver the aspirations of the St James' Quarter Framework such as comparison retail, speciality retail, offices and hotels must be directed towards priority town centre sites before other locations are considered via a sequential testing approach.

Future Proofing and Flexibility

Where possible all new buildings should be designed to allow future adaption and change of use to be accommodated. This will be reflected in floorplate in terms of access and means of escape distribution and in elevational design in terms of fenestration patterns. Flexibility will allow proposals to adapt to change in market conditions and the wider socio-economic environment.

Materials should be capable of repair, maintenance and replacement. Rigid single use inflexible buildings should be minimised.

In the case of the St James' Quarter the design of retail blocks should consider the flexibility of space provided above the ground floor.

4.4 Design

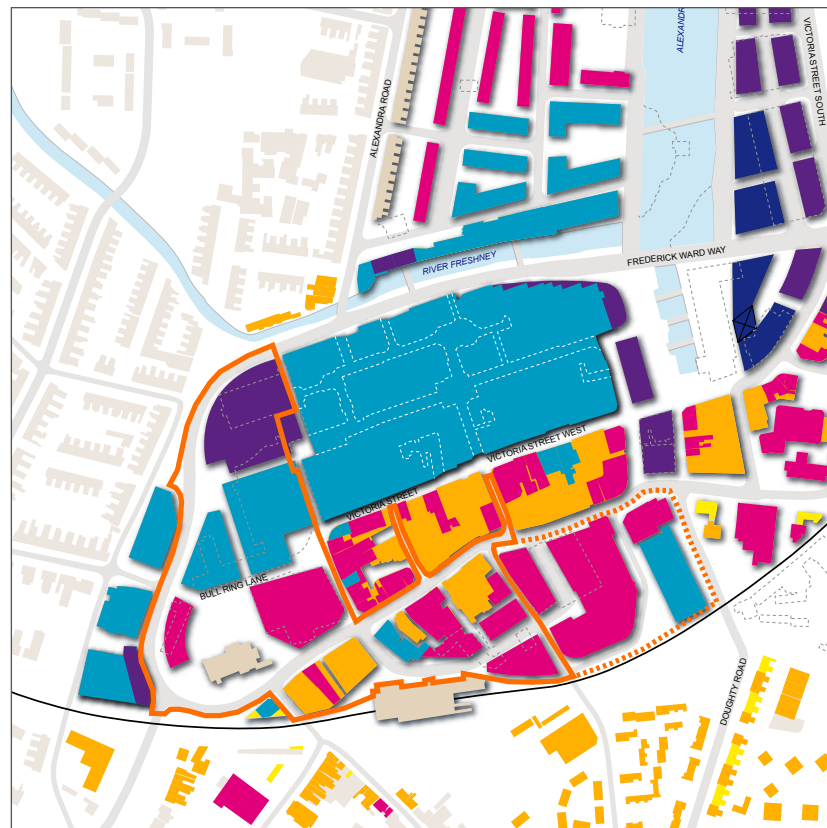
Building Heights & Massing

St James' Quarter is not seen as a location for tall buildings which could dominate the church or overshadow the square.

The redefined square should however be surrounded by buildings of a scale capable of enclosing the space. This will require a height limit of four floors to all buildings surrounding St James' Church. The height of new buildings to the south of Bethlehem Street should be dictated by context. The prominence of the Yarborough Hotel within the street scene should not be challenged.

Legend

- 1 Storey
- 2 Storey
- 3 Storey
- 4 Storey
- 5 Storey
- 6 Storey



Building Heights and Massing

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Landmarks

St James' Church provides the most important landmark within this part of central Grimsby. Its status should be acknowledged by new development and not challenged. There is a clear need within the square for strong distinctive new buildings which are sustainable using natural materials that will enhance the character and setting of the conservation area. New buildings should be conceived where possible as elements which will contribute to making attractive streets and spaces.



Legend

- Existing Landmark Building

Landmarks

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Frontage Enhancement

The remodelled St James' Square must be enclosed by at least some elements of frontage activity, principally on Bull Ring Lane. Any new development to the east and west of the square must have at least doorways onto the square and windows overlooking it.

Redevelopment and remodelling of Freshney Place West car park, St James' Hotel and the market block must provide elements of active front to all pedestrian routes and to Frederick Ward Way.

Active frontages should be introduced to the new routes within the Station Approach area and to any new east west routes through the area to the south of Bethlehem Street. Regent Arcade should be opened up and refurbished.



Spitalfields Market, London

Sustainable Design

All new publicly funded development within the St James' Quarter will be encouraged to aim for the highest sustainable design standards. BREEAM 'Excellent' will be the aspiration which all publicly funded commercial, arts, leisure and education buildings must aim to achieve.

New residential development within the St James' Quarter should aim to achieve the Code for Sustainable Homes Level 6 (Zero Carbon). This ambitious benchmark for all new development will be essential if national targets for reducing carbon emissions are to be met. Energy efficiency and micro generation should be built into development projects from the outset and used to inform the design process. Add on cosmetic 'greening' will be discouraged.

Sustainable building design is more widespread and advanced within some of Grimsby's European neighbours. Where European best practice can inform new development in Grimsby lessons from Europe should be applied.



Sustainable Living - BedZed, London

4.5 Movement and Access

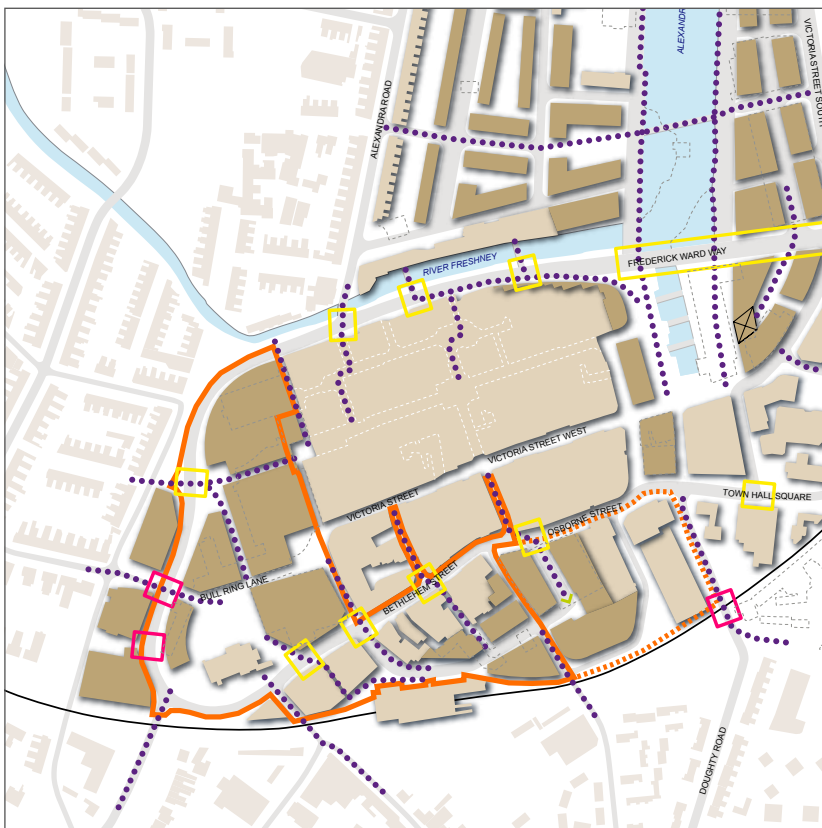
Pedestrian Movement and Permeability

The station is an important pedestrian node and a major gateway to the town centre. Pedestrian flows to and from the station are high and this should be recognised by creating a legible prioritised route into Station Approach. This is the main desire line from the station but is currently broken by overbearing ranks of taxis and the vehicular dominated Bethlehem Street. It is important that a clear pedestrian route is created

across this road and onto Victoria Street and St James' Church.

Greater permeability between the station and St James' Church should also be created by reopening the link through Regent Arcade.

St James' Square is an important transition space between Cartergate, the station and the rest of the town centre but also a major location within the town. Although St James' Square should be designed to promote pedestrian movement, the integrity of the space should not be compromised.



Legend

- ⋯ Improved Pedestrian Access
- Improved at Grade Crossing

Pedestrian Movement and Permeability

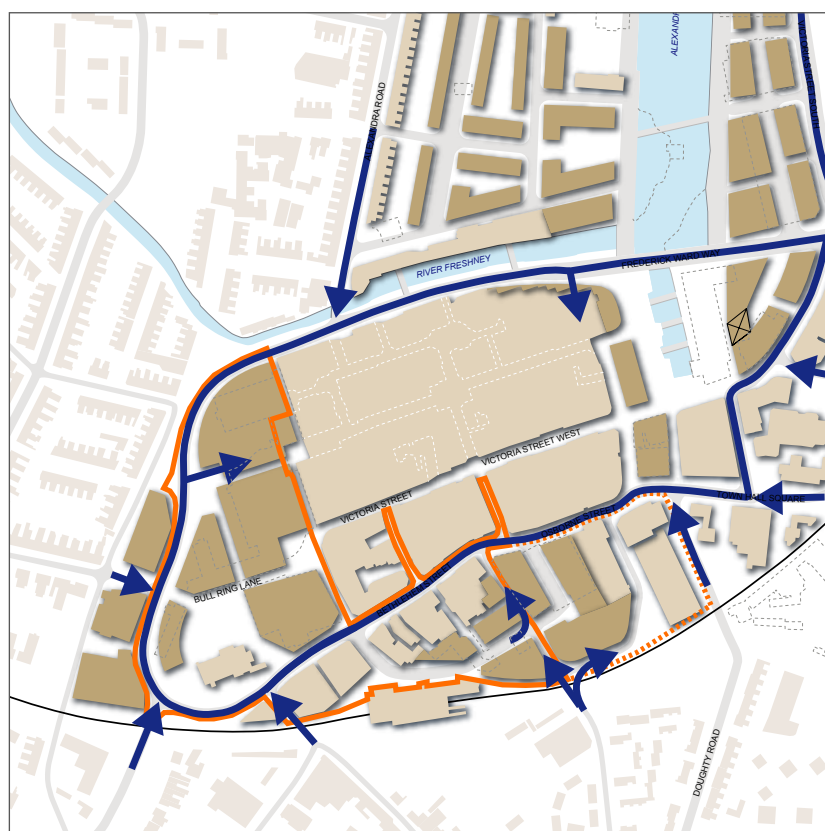
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Vehicular Access

Access routes into the St James' Quarter from elsewhere within Grimsby will remain largely unaltered by the Masterplan. Frederick Ward Way which along with Church Lane and Bethlehem Street run through the St James' Quarter and currently provide strategic access to the western part of Grimsby town centre will retain their critical role however they will be transformed into a more pedestrian friendly environment with shared surface treatments. The remodelling of the western section of Frederick Ward Way will seek to encourage the integration of

the residential neighbourhoods to the west of Cartergate and the proposed Cartergate development itself with the town centre core.

The current inefficient and unsightly servicing and car park access ramp system and associated heavily engineered junction to Frederick Ward Way will be remodelled to provide a more compact arrangement with a significantly smaller footprint. Over the longer term the remodelling of the western end of Freshney Place will allow for a new car park to be provided within the area. This may not be on the precise footprint of the existing car park.



Vehicular Access

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Vehicular access to Station Approach will be improved in the short term by a combination of management and public realm works. Over the longer term the need for a second safe vehicular access point to the station to allow the efficient through flow of taxis, buses and private cars is proposed. The new route would connect Station Approach to Garden Street. This would be a limited access one-way shared surface environment.





Parking

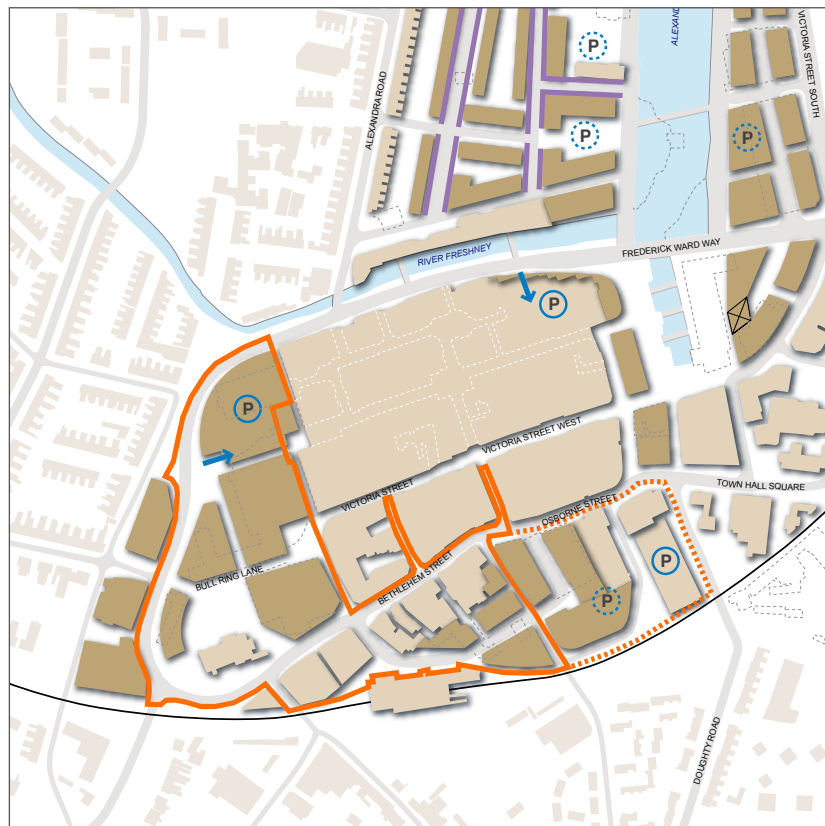
Tier 1 (first phase) development will be competing with other developments with short term locational advantages. It is likely therefore that minimum parking standards will not be commercially attractive within these early developments. As the market becomes established parking standards based upon minimum provision should be applied. Strong public transport and additional residential provision within the central area will allow this to be applied. The displacement of existing 'at grade' parking combined with increased activity and demand resulting from

development will require new parking to be provided. This could take the following form:

- Temporary parking on Tier 2 and 3 sites and the Cartergate North site;
- Replacement or enhanced Freshney Place (West) MSCP; and
- Minimum parking provision provided within commercial development (no undercroft parking at ground floor).

Legend

-  Existing Parking
-  Entrance
-  Potential Future Parking
-  On Street Parking



Parking

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4.6 Public Open Space

Public Open Space

There are two key public spaces within St James' Quarter. These major pedestrian nodes should be linked with the wider pedestrian network by a series of secondary spaces. The network of spaces will create a strong hierarchy and aid wayfinding.



Legend

- Public Greenspace
- Public Hardspace
- Indicative Tree Planting

Public Open Space

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St James' Square

The identity of St James' Square should be strengthened by the re-design of the square. The green will be a refined space, contrasting with the more vibrant Riverhead Square at the other end of Victoria Street. However, it is important that greater activity is encouraged in the space, through new development and more active edges. St James' Square should be well used throughout the year, therefore there must be a balance between hard and soft surfaces. However, the green should retain its lush, intimate character, while providing a sensitive setting for St James' Church.



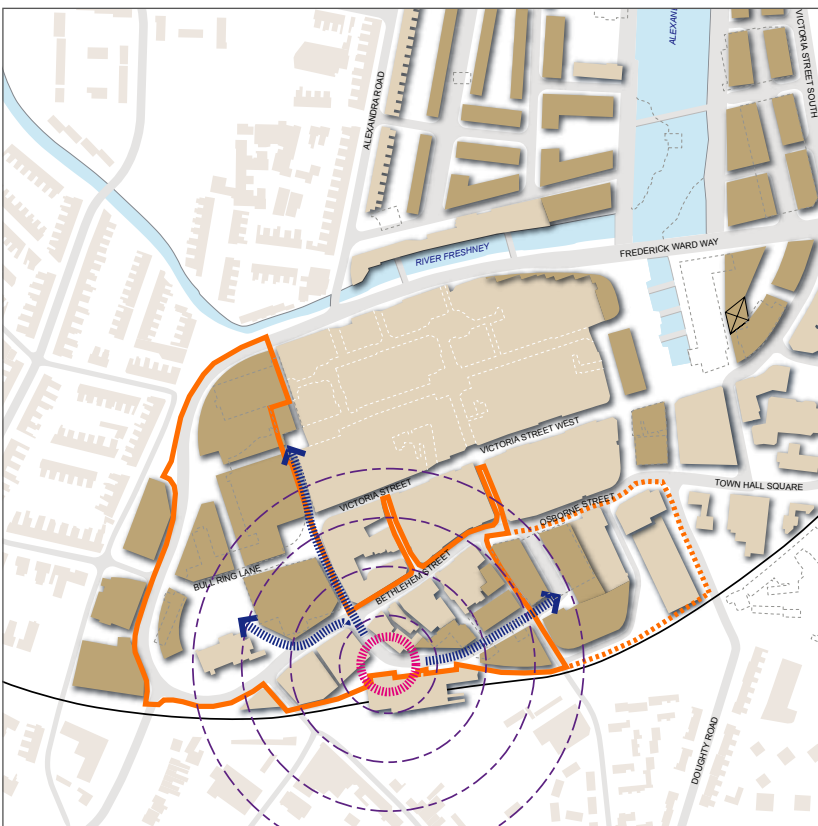
St James' Square

Station Approach

Station Approach should promote a more legible, comfortable entrance into Grimsby. The taxi rank and vehicular drop off area needs to be managed in a way that reduces their dominance of the space but is still convenient for rail users. A clear route linking the station with Victoria Street should be created and new routes away from the station must be obvious and well signed.

Materials should be robust enough to allow heavy vehicular use but of a sufficient quality to reflect the space's importance in the town.

There should be opportunities for building uses to extend into Station Approach at the edges of the space.



Station Approach

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Old Market Place

5

Best Practice and Exemplars

5.1 Introduction

The St James' Square will be a diverse and attractive area which acknowledges and supports its principal functions and provides an attractive setting for its historic landmarks. Its future development should learn from other successful places and from current acknowledged best practice and design guidance.

Development exemplars from elsewhere based upon a completely different economic context and land values may not always be directly transferable to Grimsby but the design principles which shaped them may be. When looking for good practice design guidance it is important to set the benchmark as high as possible. NELC will be seeking designs of the highest quality for its new buildings and spaces which will be comparable to those of its North Sea neighbours.

5.2 Tranquil Green Spaces



Cathedral Gardens, Manchester

Cathedral Gardens is a contemporary green open space in the heart of Manchester city centre with opportunities for rest, relaxation and play. The space provides an attractive setting to Manchester Cathedral and acts as a transition between this historic part of the city and adjacent modern buildings. The gardens are also an important thoroughfare linking Victoria Station with the retail core of the city. The volume of pedestrian movement created by this link ensures the space seems vibrant and is well used. In addition, the important buildings enclosing Cathedral Gardens, including the Cathedral and Urbis - a museum of city life, encourage more people to populate the space.



St Paul's Green, London

St Paul's Green, a new urban green space, integrates the forecourt of a listed church, an area of former car parking and the space beneath Hammersmith flyover. A tree lined 'broadwalk' forms a welcoming pedestrian route, linking the transport facilities, shops and offices of the town centre with residential areas south of the river. Clearly defined lawns are easily accessible and enclosed with a range of planting types. This is balanced with smaller paved areas with high quality stone benches creating a place for gathering and socialising. Large quantities of planting ensure there is a certain level of intimacy within the space, but also provide valuable areas of shelter.



Quayside Square, Worcester

This green space incorporates water into the scheme with the use of multi-jet, computer programmed fountains. Newly created seating sits opposite the river with the central paved area acting as a circular venue for outdoor events and entertainment. Lighting extends the use of the site into the evenings for the benefit of the public.

5.3 New Build in Historic Environments



Lochrin Square, Edinburgh

This office building for Gladedale Capital Ltd and Scotmid incorporates a 'B' listed former Scotmid headquarters. The new building, located in Edinburgh's historic business district, wraps around the existing stone building on to Fountainbridge, subtly locking into the city fabric.

A small square is between the new and old buildings opposite Edinburgh Quay allowing pedestrians between the two new blocks acting as a focus point. Lochrin Square has a strategic role in continuing the development of Fountainbridge, making it a high quality destination and strengthening connections with the city.



Duke of York Barracks, London

The Saatchi Gallery building is located at the former military barracks of the Duke of York's Headquarters, London. Along with the internal transformation of the existing listed building, the rear extension provides three additional floors of gallery space linked to the main building via a glazed walkway.



New Bath Spa, Bath

The New Bath Spa building is positioned directly in the centre of historic Bath within a World Heritage site surrounded by historic buildings on all sides. The building consists of two bathing pools fed with water from the natural hot springs underneath the building. The design harnesses a mix of modern and old materials with glass and limestone used in its design making it sympathetic to its surroundings.

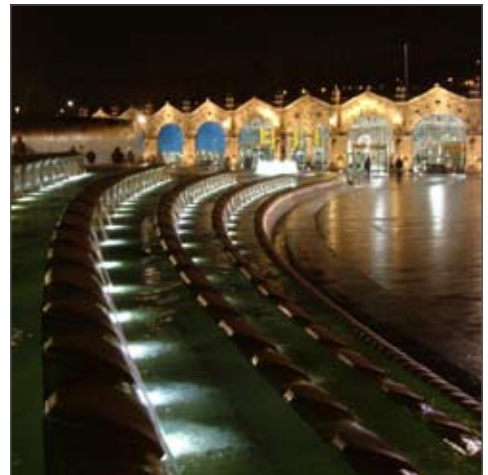
The main centre piece to the building is the roof top pool which caused a considerable technical challenge due to the plant requirements. The pool offers views over the city to the hills beyond.

5.4 Station Arrival



Paragon Interchange, Hull

Recent redevelopment of Paragon station has taken place as part of the Ferensway/St Stephen's regeneration in Hull city centre. The station enhancements involved the demolition of a 1960's office block at the front of the station to reveal the magnificent Grade II listed Victorian building which was carefully restored and integrated into the new public transport interchange. Public realm improvements to the station forecourt provide a new pedestrian plaza space enhancing the experience on entering the city and providing a strong connection between the transport interchange and the city's retail centre.



Sheaf Square, Sheffield Station

The £50 million face-lift of Sheffield station was officially opened in 2007. This joint venture between Sheffield City Council, Midland Mainline, Network Rail and South Yorkshire Passenger Transport Executive has transformed the station into a world class gateway.

Sheaf Square includes water features, trees, public seating and a cutting edge sculpture. The project won the Project of the Year Award at the 2006 National Rail Awards.



Barnsley Interchange

The Barnsley Interchange forms part of the regeneration of Barnsley's town centre. Designed by Jefferson Sheard Architects at a cost of £24m, the interchange improves access to and from the town centre for both residents and visitors. The building provides a fully enclosed passenger environment, combining a bus concourse, retail facilities and offices. In addition there is a bridge link to the existing rail station which has also been refurbished. The facilities promote the use of public transport by providing a comfortable and user friendly transport hub with clear pedestrian links to the existing urban fabric.

5.5 New Retail Development



Cabot Circus, Bristol

The Cabot Circus scheme forms one part of the urban regeneration of Bristol's town centre. Work began in September 2005 on the project which comprises three multi-level pedestrianised streets with apartment block areas. The main focal point is the Circus, which consists of a large open area covered with a glass canopy.



Highcross Centre, Leicester

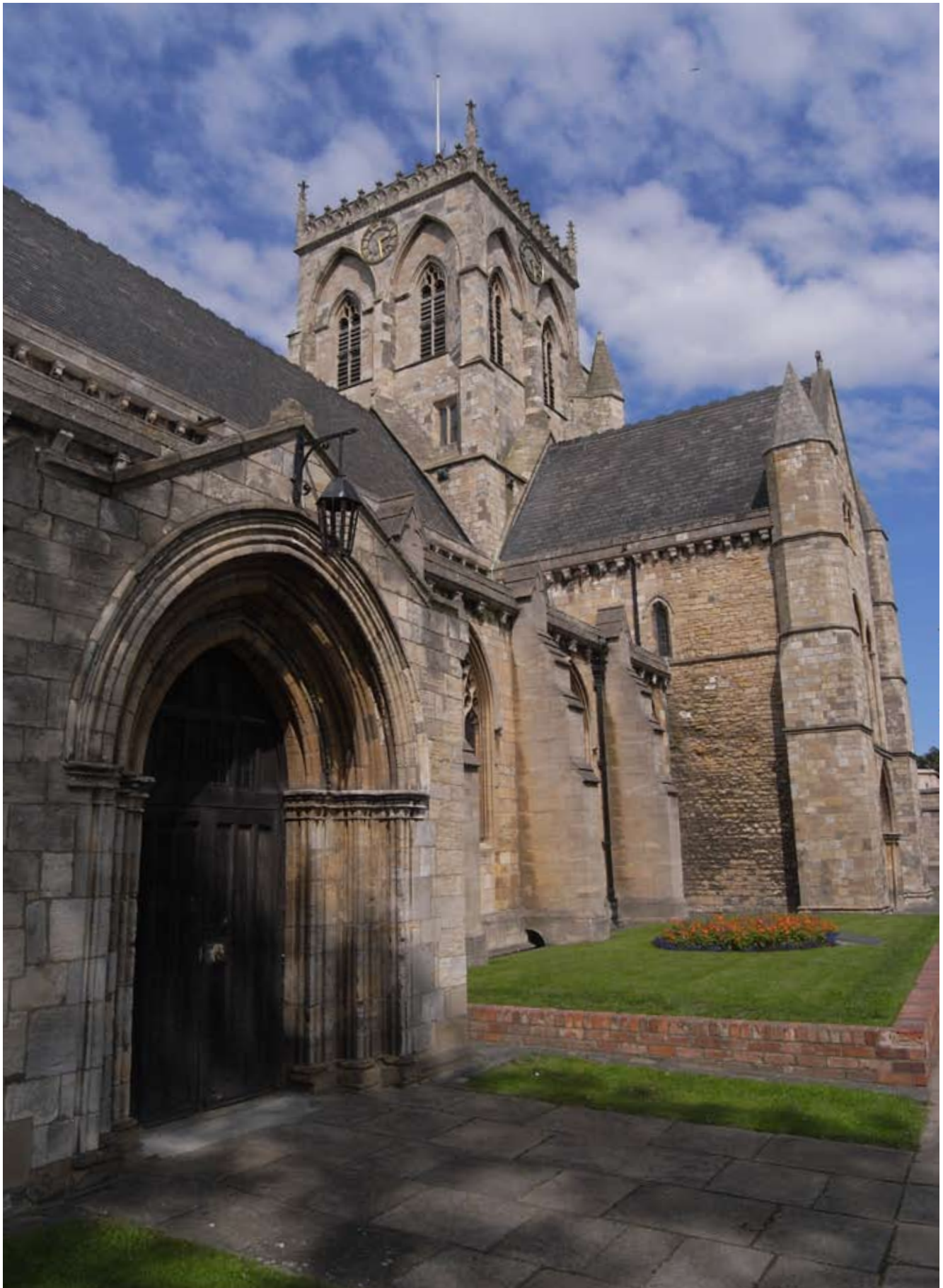
Leicester's new John Lewis building, designed by Foreign Office Architects, spans four floors and provides the centre piece for this new retail development. The entire building is encased in a double layered glass skin with a white pattern applied to both layers reflecting Leicester's rich history of hosiery and fabric manufacture.

Located opposite the John Lewis building is a new two level retail mall designed by Chapman Taylor Architects. This incorporates contemporary materials, stone flooring and high levels of natural light and ventilation.



Princesshay Shopping Centre, Exeter

Care and attention has been placed on a design that respects the city's architectural history and cathedral, supporting Exeter as a heritage destination. The development includes 60 shops and restaurants along with open spaces, new car parks and increased pedestrian routes between the shopping centre with the main High Street and the rest of Exeter. The building has been designed to open up to Exeter Cathedral with the building featuring a distinctive architectural style. The public spaces use attractive landscaping and public art to attract local residents and the public from further afield.



St James' Church

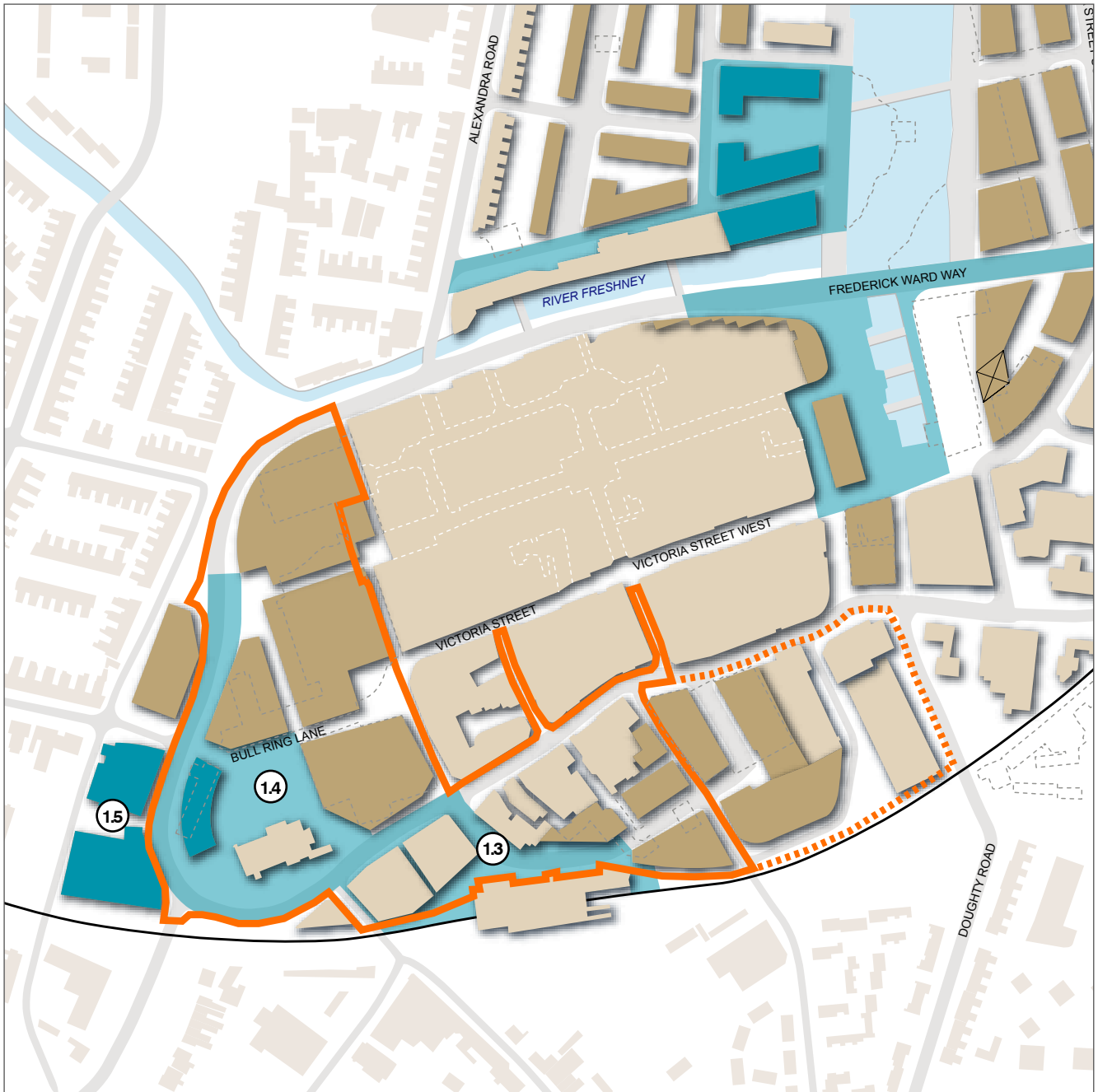
6

Development Proposals

Three tiers of projects have been developed to guide prioritisation of investment and phasing of development.



St James' Square Illustration, Station Approach Illustration



Tier 1 Projects

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Legend

- Tier 1 Buildings
- Tier 1 Zone of Intervention
- 1.3 Station Approach Phase 1
- 1.4 St. James' Square Phase 1
- 1.5 Cartergate

6.1 Tier 1 – ‘Catalytic Projects’

These projects are targeted at areas of the town centre that are able to create the greatest impact and facilitate further phases of delivery. These projects will be focused on ‘market making’, setting the benchmark for future investment in terms of location and quality.

The proposed Tier 1 projects for St James’ Quarter are listed and described below:

Cartergate

Project Ambition and Objectives

The Cartergate mixed use development project will provide a highly visible catalyst for change which will stimulate further much needed development within the St James’ Square area of the town centre. The development will help to reconnect the town centre to the residential areas to the west via an attractive, vibrant and safe walking route surrounded by a mix of uses that will generate movement and activity throughout the day.

Project Ambition and Objectives

- In Brief:

- Provide high quality accommodation for uses that are needed to stimulate the town centre economy;
- Provide a safe and attractive walking route connecting the town centre to residential areas to the west;
- Provide a vibrant component of a renewed St James’ Quarter; and,
- Provide an improved enclosure to Frederick Ward Way.

Vision Compatibility

The vision at the heart of the Masterplan recognises that new development must build upon the local distinctiveness whilst seeking to deliver a prosperous town centre. The Cartergate development offers the opportunity to deliver both distinctiveness and prosperity by transforming an unattractive and underperforming part of the town centre into a vibrant mixed use destination.

Design Criteria

The Cartergate development will seek to provide architectural quality based upon an understanding and respect of the character of its context. Enhancing the setting of St James’ Church and respecting the scale of adjacent residential properties is a critical design requirement. Cartergate is not the location for a landmark or an iconic building, as this is the role of St James’ Church, but will contain considered contemporary contextual design of the highest quality.

Buildings:

- Must be of an architectural quality suited to high quality contextual commercial development;
- Must be distinctive and reflect the character and identity of Grimsby;
- Must display confidence and avoid transitory architectural clichés;
- Must be of a scale that will not challenge the visual dominance of St James’ Church;
- Must avoid dominating the residential properties to the west;

- Must successfully relate to Frederick Ward Way;
- Must be constructed from materials that are sustainable;
- Must be constructed from materials that will weather attractively;
- Must be designed to minimise maintenance;
- Must be designed to allow flexibility of use and future change;
- Must have active frontages addressing the walking routes; and,
- Must consider the integration of art and lighting.

Project Description

The project will include:

- New Grade A office space development – Grade A office space will provide much needed quality business space in the town centre;
- New 70 bed hotel – a new 70 bed hotel will provide much needed quality hotel accommodation; and,
- New public square – high quality public realm treatment including a new public square to improve the built environment and support wider regeneration of the neighbouring West Marsh ward.

Station Approach (Phase 1)

Project Ambition and Objectives

The Station Approach will be transformed to provide an attractive and efficient arrival and departure point to and from Grimsby town centre. The new Station Approach will successfully reconcile the needs of public transport, taxis, private cars and pedestrians within a safe, welcoming and well designed environment. Improved access to the station via an enhanced environment aims to encourage increased train usage.

Project Ambition and Objectives

- In Brief:

- Provide a high quality and distinctive gateway to Grimsby;
- Provide improved, integrated, safe and efficient access to the station;
- Provide legible and well connected links to the town centre and beyond for all users;
- Provide a design solution that will allow for improved public transport integration; and,
- Provide a design solution that will accommodate future development to the east of the station.

Vision Compatibility

Improving connectivity is a key theme within the vision for Grimsby town centre. By improving access to the station and by resolving the needs of different users movement and connectivity within this part of central Grimsby will be transformed. Increased train usage will improve connectivity between Grimsby and its neighbours.

Design Criteria

The new Station Approach will be a place of the highest quality. Successful delivery will be ensured by requiring that detailed design briefs, project budgets and the procurement process are structured to facilitate the creation of a distinctive place of the highest design and construction quality. Design solutions must focus on efficiency and integration of different modes of movement as well as on design aesthetics.

Public Open Space & Public Realm:

- Must provide clear and safe routes for different users to efficiently access the station;
- Must provide a cohesive and integrated space;
- Must provide a high quality environment appropriate to a major town centre gateway;
- Must ensure that boundary treatment and property backs are included within any design solution;
- Must ensure that future changes to both car parking and bus movement within the town centre can be accommodated; and,
- Must ensure that future development, including a possible new access route from the east, can be accommodated;
- Must be constructed from durable natural materials;
- Must avoid all unnecessary signage and street furniture; and,
- Must contain tree planting within the space to provide natural shade without compromising the legibility and efficiency of the space.

Project Description

Phase 1 of the project will include:

- Improving vehicular access to the train station – movement should be improved by creating a one way circulation system through the station forecourt and by limiting the taxi waiting areas and better defining vehicular and pedestrian areas;
- Improving public realm – public realm solutions are required which create an attractive and well defined approach to the town centre. Consideration should be given to the image that people arriving at the train station are met with and the space must create a unique sense of arrival. There should also be clear visual clues which guide people exiting the train station towards the town centre. This may be achieved through lighting, public art and / or façade treatments; and,
- Improving building façades – the approach to the train station needs to become a well defined space rather than a thoroughfare meaning the buildings that enclose the space must influence activity within the public realm. This can be achieved through improving building façades and creating active frontages where possible.

St James' Square (Phase 1)

Project Ambition and Objectives

Phase 1 of the St James' Square project will start a process of sequential development that will eventually provide St James' Church with the 'close-like' setting that this major historic church deserves. The redefined space surrounding the square will provide

improved enclosure and overlooking helping to create a more intimate and safer place for residents and visitors to enjoy.

Project Ambition and Objectives - In Brief:

- Provide an appropriate setting for St James' Church;
- Provide improved overlooking and safety for the open space;
- Provide additional critical mass to support and complement the Cartergate development;
- Provide accommodation that can house uses complementary to the activities of the church;
- Provide a tranquil dwelling place within the heart of the town;
- Provide the focal point for St James' Quarter; and,
- Provide a flexible external venue for cultural events associated with the church and the new St James' House.

Vision Compatibility

The vision at the heart of the Masterplan recognises that new development must build upon the local distinctiveness whilst seeking to deliver a prosperous town centre. The St James' Square development offers the opportunity to deliver both distinctiveness and prosperity by providing St James' Church, the most culturally and historically important building within Grimsby town centre, with a context of appropriate quality.

Design Criteria

The new St James' Square will be a place of the highest quality both in terms of public realm treatment, and the design of surrounding development. Successful delivery will be ensured by requiring that detailed design briefs, project budgets and the procurement process are structured to facilitate the creation of a distinctive place of the highest design and construction quality. New development must be informed by context and should seek to complement the church rather than compete with it.

Public Open Space & Public Realm:

- Must provide the tranquil focal point for Grimsby;
- Must be a permeable space with strong pedestrian connections to other parts of the town centre;
- Must be a safe pedestrian dominated area;
- Must co-ordinate public realm and landscaping with Cartergate development;
- Must provide a flexible space capable of hosting a variety of cultural events throughout the year;
- Must be constructed from durable natural materials;
- Must avoid all unnecessary signage and street furniture; and,
- Must contain tree planting around the perimeter of the space to provide natural shade without compromising the flexibility of the space, interfering with ground floor activity or safety.

Buildings:

- Must provide improved 'close-like' enclosure and definition to the square;
- Must provide an appropriate setting for the church and its activities;
- Must be of the highest architectural quality;
- Must be distinctive and reflect the character and identity of Grimsby;
- Must display confidence and avoid transitory architectural clichés;
- Must be of a scale suitable to provide enclosure to the square but must not compromise the dominance of the church;
- Must be constructed from materials that are sustainable;
- Must be constructed from materials that will weather attractively;
- Must be constructed from material that contrasts with the church;
- Must be designed to minimise maintenance;
- Must be designed to allow flexibility of use and future change;
- Must have active frontages addressing the square, overlooking and entrances onto the square;
- Must encourage uses that will support and complement the activities of the church;
- Must support and complement the Cartergate development in use and design; and,
- Must consider the integration of art and lighting.

Project Description

Phase 1 of the project will include:

- Redevelopment of St James' House - the replacement of St James' House with a building which is sensitive to the church setting and also contributes to the Cartergate scheme is a priority. A new building which includes a small amount of commercial space and a café / restaurant will provide an active frontage and will help enclose the square. Early redevelopment of St James' House will set the benchmark for further development around St James' Square;
- Supporting public realm improvements in St James' Square – high quality improvements to the public realm in St James' Square will help create an open space that complements the character of St James' Church. A detailed public realm scheme will also help to guide location aspects of building design (door and window location, active use distribution, façade orientation and surface modelling etc); and,
- Improving access to Cartergate scheme – improved pedestrian access to the Cartergate scheme through upgrading the underpass and improved crossings across Frederick Ward Way will increase footfall and allow movement from this area to the town centre.



Tier 2 Projects

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Legend

- Tier 2 Buildings
- Tier 2 Zone of Intervention
- 2.4 St. James' Square Phase 2
- 2.5 Expansion of Freshney Place
- 2.7 Station Approach Phase 2

6.2 Tier 2 Projects

St James' Square – Phase 2

This project will involve continuing the improvements which will have been made from the first phase of development through redevelopment or remodelling of the retail block at the east of St James' Square (currently occupied in part by Wilkinsons) to create an active frontage onto St James' Square. It will also include refurbishing / redeveloping St James' Hotel.

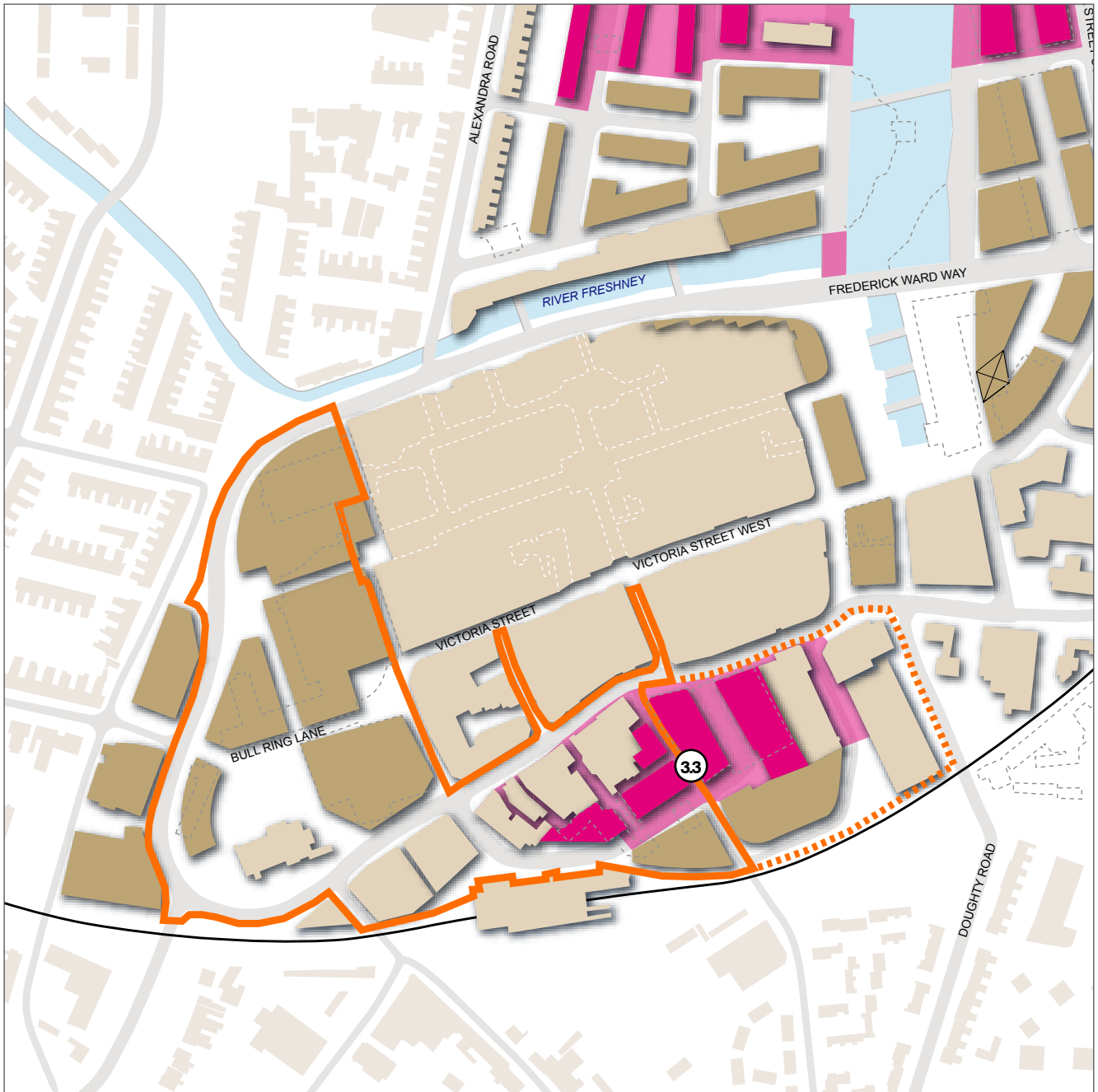
Options for upgrading the food market should also be considered. Options include improving the existing market through refurbishing the existing premises and also considering alternative options for the market within St James' Square.

Station Approach – Phase 2

The wider aspiration for Station Approach is to develop a modern transport interchange in proximity to the railway station to improve connectivity between bus and train travel as well as new access to the train station from Garden Street. The decision on the exact location of a new transport interchange will be taken following a feasibility study into bus access which NELC has committed to undertake.

Freshney Place Extension

Extension of Freshney Place will involve retail led development at the western end of the shopping centre. This extension should include a department store with associated prime retail outlets. Over the longer term the remodelling of the western end of Freshney Place will allow the current car parking and servicing arrangements to be reconsidered. Redefinition of blocks, routes and spaces and the establishment of legible, safe pedestrian routes connecting Cartergate to the town centre should be considered. New routes should also have active frontages where possible.



Tier 3 Projects

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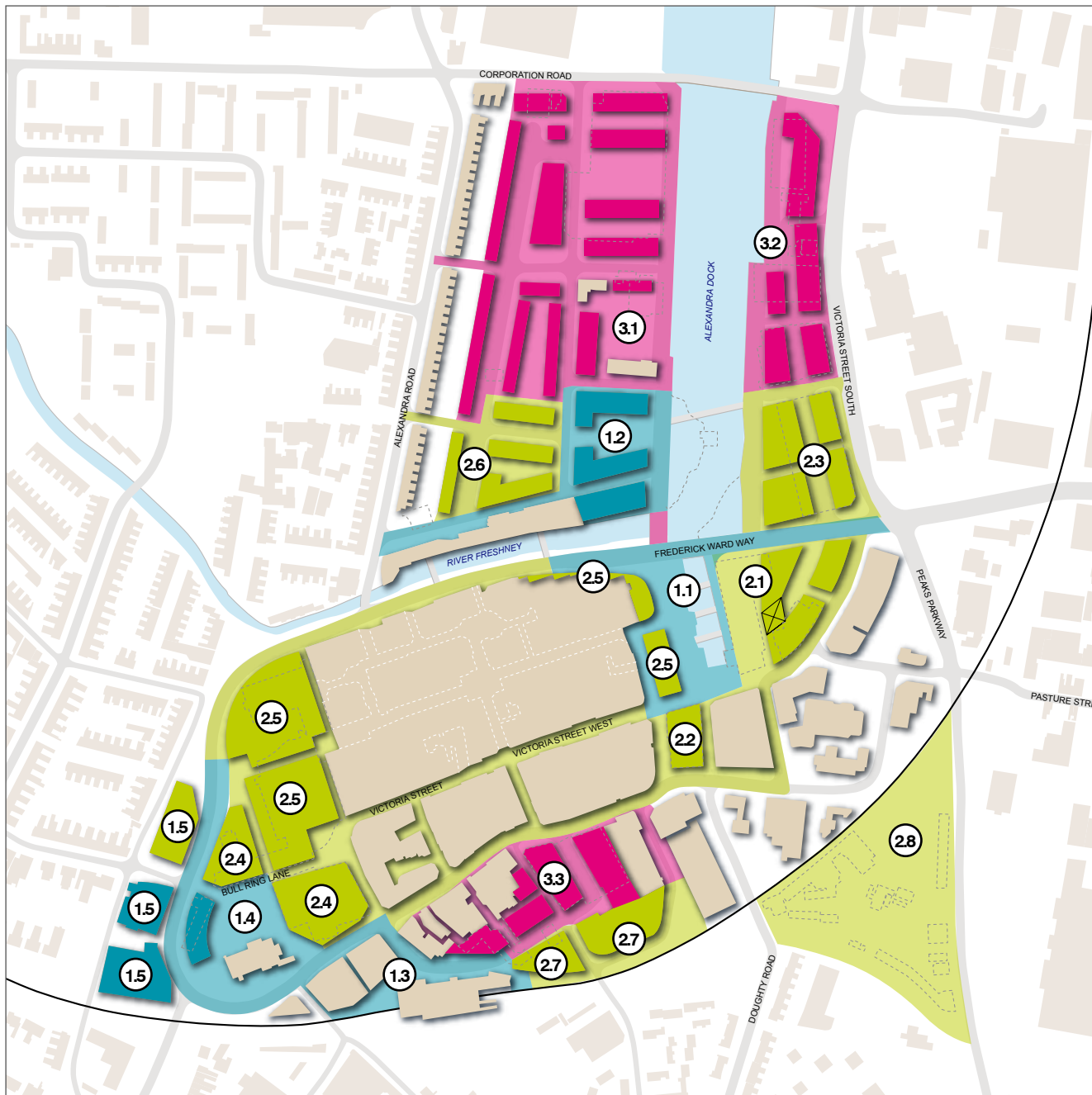
Legend

- Tier 3 Buildings
- Tier 3 Zone of Intervention
- 3.3 Station Approach Phase 3

6.3 Tier 3 Projects

Station Approach – Phase 3

Redevelopment of the wider area to create a high quality, retail led mixed use area that focuses upon independent and speciality retailers.

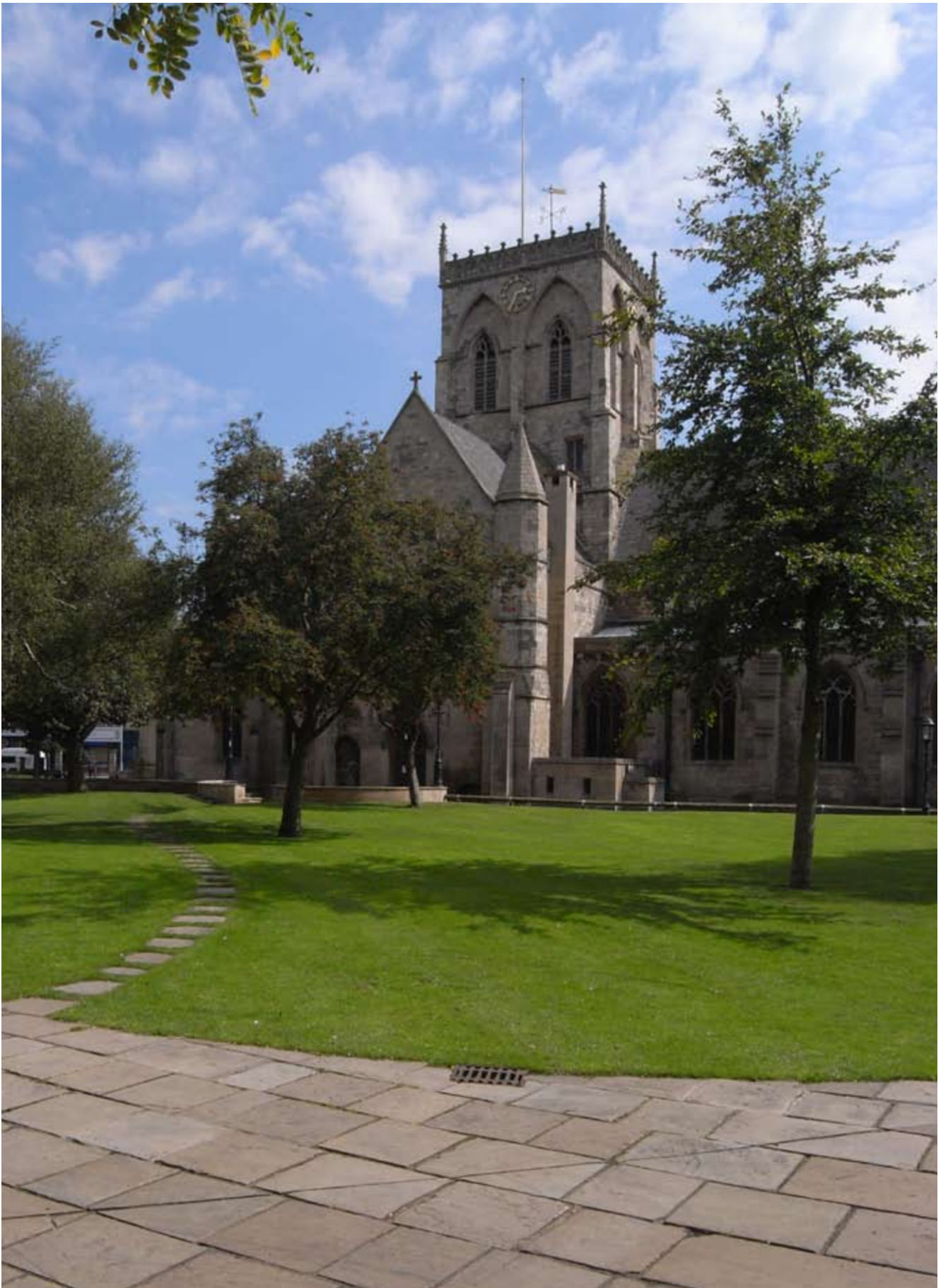


Tiers of Intervention

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Legend

- | | | |
|--|---------------------------------|---------------------------------|
| ● Tier 1 Buildings | 1.1 Riverhead Square Phase 1 | 2.4 St. James' Square Phase 2 |
| ● Tier 1 Zone of Intervention | 1.2 Alexandra Dock West Phase 1 | 2.5 Expansion of Freshney Place |
| ● Tier 2 Buildings | 1.3 Station Approach Phase 1 | 2.6 Alexandra Dock West Phase 2 |
| ● Tier 2 Zone of Intervention | 1.4 St. James' Square Phase 1 | 2.7 Station Approach Phase 2 |
| ● Tier 3 Buildings | 1.5 Cartergate | 2.8 Doughty Road |
| ● Tier 3 Zone of Intervention | 2.1 Riverhead Square Phase 2 | 3.1 Alexandra Dock West Phase 3 |
| | 2.2 Existing Library Site | 3.2 Alexandra Dock East Phase 2 |
| | 2.3 Alexandra Dock East Phase 1 | 3.3 Station Approach Phase 3 |



St James' Church and Square

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