



Grimsby & Cleethorpes Town Centres Investment Plan

February 2016



WORK • STAY • PLAY

Invest North East Lincolnshire



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Introduction

North East Lincolnshire is in the enviable position of having two principal town centres that have distinctly different yet complementary residential, leisure, retail and commercial profiles. Visitors to and residents of either location can enjoy an expansive shopping and entertainment town centre experience at Grimsby and a refreshing seaside leisure experience with high quality independent shops and restaurants in Cleethorpes.

These two town centres play a pivotal role in supporting the aspirations for economic growth in the area as set out in the North East Lincolnshire Economic Strategy and the emerging draft Local Plan. The intention is to exploit the massive growth potential in key industrial sectors to create a step change in the economic fortunes of the region over the next 15 years, leading to the creation of 8,800 additional jobs and more than 12,000 new homes by 2032.

This strategy for growth creates significant investment opportunities for our town centres, and the scope to deliver greater commercial diversity and exciting new leisure and recreation offers to extend and improve their attractiveness. Equally, improving the town centre experiences and

their capacity is vital in supporting a growing population and to attract new businesses and people to North East Lincolnshire to invest in our local economy. Analysis supporting the draft Local Plan identifies a requirement for a further 250,000 sqft of additional non-food retail floorspace by 2030. Doing so will give both centres a more powerful destination brand offer and identity.

The area is well served by national and international transport networks for both passenger and freight services, ports, direct connections to the motorway network, rail links and Humberside Airport are all within easy reach.

There is already tangible evidence of this economic growth in the retail and service sector, which is responding with new retail, office and leisure projects across both town centres.

The Purpose and Structure of the Investment Plan

The purpose of the Town Centre Investment Plan is to identify where future investment opportunities exist in the context of the ambition for economic growth. It demonstrates the importance and benefits of an integrated

approach to delivering town centre development in Grimsby and Cleethorpes. It seeks to optimise the investment potential of each identified site in a co-ordinated way that enables a much improved and complementary offer across the two centres.

This Town Centre Investment Plan builds upon the development frameworks and strategies set out in the Grimsby Town Centre Masterplan 2009 and the Cleethorpes Renaissance Charter 2009.

Section 2 of the document sets out the Vision for the Borough and the role of Grimsby and Cleethorpes Town Centres.

Section 3 sets out the Spatial Development Frameworks for the town centres.

Section 4 and **Section 5** identify the site investment opportunities for Grimsby and Cleethorpes respectively.

Section 6 identifies how the investment opportunities will be assisted by the public sector.



Fig 1.1 Wider Context. International passenger and freight maritime services



Fig 1.2 Strategic Location. Direct connection to the motorway network, rail links, Humberside Airport and the Port of Grimsby



The Vision

A New Era of Economic Growth - InvestNEL

North East Lincolnshire is located on the east coast of England at the mouth of the Humber Estuary, a key global gateway, and the UK's Energy Estuary. Its geography (see fig. 1.1 & 1.2) created its former industrial heritage in fishing and continues to provide the platform for its traditional flourishing industrial sectors and new ones. The draft Local Plan seeks to enable strong economic growth over the next 15 years, creating 8,800 additional jobs.

Grimsby remains a key location in the UK for seafood, processing approximately 70% of all the UK's needs and a major centre for chilled food production. A cluster of over 500 companies employ 4,700 people and include world class businesses such as Icelandic Seachill, Youngs, Two Sisters, Country Style Foods and Morrisons.

The Port of Immingham and Grimsby is the UK's largest port by some distance in terms of tonnage throughput and meets the needs of a diverse range of industries. It provides a key international gateway to the Northern Powerhouse and UK.

Chemical processing and engineering continues to be a strong sector with key international companies such as Novartis, Cristal, BOC and BASF. Also along the South Humber Estuary there are a number of energy plants, one of the UK's four petrochemical clusters and, potential for significant investments in new biofuel and biomass developments.

The off shore wind industry in particular is creating momentum in the economy and changing its reputation and identity. The Port of Grimsby has established itself as perhaps the most important port on the East Coast for the

future maintenance and operation of the wind farms. Only 300 turbines have been installed out a total of 3000 that will be constructed and operated in the coming years. This has already led to wind farm developers and operators (DONG Energy, EoN, Centrica, MHI Vestas) investing over £30m in the Port of Grimsby and the creation of 400 jobs. These wind farms will be maintained for a minimum of 25 years and consequently the economic benefits will have a lasting impact.

North East Lincolnshire Council (NELC) is a member of two Local Enterprise Partnerships (LEP) - Greater Lincolnshire (GLLEP) and the Humber (HLEP). The partnership with the GLLEP allows the alignment of natural labour and housing markets tackling key economic opportunities and challenges, whilst also focussing on the GLLEP's key sectors in; agri-food, renewables, visitor economy, manufacturing and healthcare.

The Humber LEP vision focuses upon establishing the Humber as the 'Energy Estuary' being the national and international centre for energy with off shore wind being a key element in future economic growth. It is also aligned closely to the chemicals, ports logistics, food and health care sectors with an ambition to grow the creative and digital services sector.

A Great Place - DiscoverNEL

North East Lincolnshire is a great place to 'Work, Stay and Play'. There is a strong destination brand and investment offer that includes a diverse set of natural assets including; the Estuary and its Ports, a seaside offer, a sub-regional shopping centre, beautiful villages close to the urban area, and the Wolds Area of Outstanding Natural Beauty. It has something for everyone. Set within these landscapes, there is a range of quality housing supported by excellent schools, higher and further education colleges. Grimsby Institute of Higher Education recently established a University Centre and an Engineering and Renewables Centre. Quality shopping, leisure and cultural facilities are all available and there is increasing provision and interest responding to the improved economic conditions. NELC is investing in its leisure centres including a new swimming pool located in Grimsby which is strengthening its destination offer.

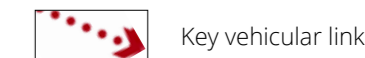
The seaside town of Cleethorpes continues to attract over 9 million visitors per year. Growth in industry, however, is leading to a significant increase in business related visits leading to an uplift in demand for leisure facilities including restaurants and hotels.

The business led Visitor Economy Services and Retail (VESR) Board established the DiscoverNEL brand in 2015 which has already been effectively utilised to create and reinforce positive perceptions and to attract employees to the area. VESR are creating a sustainable business plan to develop and sell the brand over the long term. This will help to raise awareness of the investment opportunities available and attract more employees, businesses and visitors.



Fig 2.1 Grimsby and Cleethorpes - two connected centres with their own distinct offer and identity

LEGEND



Key vehicular link



Rail link



Town Centre Boundary



The Vision

Momentum is gathering

Successful places have a strong and compelling vision for their future development which drives their brand offer as attractive destinations. The area has witnessed significant public and private sector investment in recent years, and planned development projects will further enable economic growth. The town centres have seen new exciting investments creating renewed confidence for existing and future investors. In 2014 a Premier Inn opened in Cleethorpes and is currently undergoing expansion. In 2015 a Holiday Inn Express opened in Grimsby Town Centre, and there is keen interest in at least one further hotel development in a prime location. A nine screen cinema and associated branded restaurants is proposed as an extension to the Freshney Place Shopping Centre in Grimsby. An office scheme is also due for completion in 2016 in Grimsby town centre. All these developments will strengthen the identity of the centres as destination brands.

The Council with support from GLLEP and HLEP plans to invest circa £30m by 2020 in the delivery of enabling infrastructure including the creation of new strategic employment sites and industrial floorspace.

New industry led training facilities are being created in the area including; MODAL, AIS and CATCH.

Devolution

The Cities and Local Government Bill progressing through Parliament will allow for the transfer of wide-ranging powers to local areas. When enacted, this will create the framework for locally negotiated deals between central and local government to accelerate economic growth and public service reform. In response to this opportunity, NELC may agree to form part of a new, Combined Authority for Greater Lincolnshire with North Lincolnshire Council, Lincolnshire County Council and the seven District Councils across Lincolnshire. Securing greater local influence and control over national skills, business support and infrastructure investment programmes as part of a Combined Authority represents a significant opportunity to accelerate economic and housing growth in NEL.

Funding

CoastNEL is a coastal community team recently established in North East Lincolnshire following a successful application for funding to central government. The award benefited from £10,000 to establish the team and create a coastal community plan. The team is made up of public, private and community based members. Key matters were tackled in accordance with this Investment Plan, including, promoting Cleethorpes as a year round visitor destination and improving the evening economy in Grimsby town centre. COASTNEL has been successful in an application to the Coastal Revival Fund, with £50,000 awarded to undertake a restoration project within Cleethorpes Railway Station. The former ticket office that sits within the listed building will be transformed in to a Cycle Hub allowing visitors to store, hire and repair cycles. The Coastal Community Team status potentially allows greater access to the Coastal Community Fund which has been extended to 2020/21 with at least £90m of new funding available from 2017/18.

£1.9-million grant from the Heritage Lottery Fund (HLF) for the Townscape Heritage project has been awarded to Cleethorpes aiming to bring vacant floor space back into use, restoring shop fronts and other architectural features, and to help with improvements to the public areas. The project focuses on conserving and enhancing historic buildings and public realm along two important streets which connect the town centre and seafront, namely Seaview Street and Alexandra Road.



The Vision – Grimsby

The 2009 Town Centre Masterplan envisions Grimsby as a prosperous and distinctive town centre utilising its assets such as the estuary location, heritage, culture and regional connectivity. The projects and enabling infrastructure investments set out in this Investment Plan deliver against the 2009 framework and vision.

Grimsby will continue to provide the primary focus for shopping, leisure, entertainment and public services for local residents. An enhanced town centre experience will be delivered to offer a strengthened high quality retail offer and culture and leisure led evening economy. Sympathetically restored heritage features and an improved public realm will reinforce the character of a clean, safe and attractive setting. As a result, the town centre residential offer will become increasingly popular including opportunities for waterside living.

Figure 2.2 illustrates a conceptual structure and spatial vision for the town centre that gives clarity of purpose to the individual projects and ensures that Grimsby will have a town centre with a legible structure that delivers on its

aspirations in a sequence of complementary spaces and destinations.

Significant progress has already been made in delivering key projects within this framework. The hotel and offices hub shown in Figure 2.2 is located around Cartergate, St James Square reaching towards the railway station and Freshney Place Shopping Centre. On Cartergate a new office development circa 30,000 sqft is under construction which will allow the consolidation and expansion of Wilkin Chapman LLP Solicitors as well as providing some speculative office and retail floorspace on the ground floor of the four storey building. Also on Cartergate a high quality hotel proposal has been received by the Council and public realm works are to be undertaken within the Cartergate area.

The entertainment hub shown in Figure 2.2, centres on Riverhead Square. The owners of the adjacent Freshney Place Shopping Centre are currently in pre-planning application discussions for the construction of a nine screen cinema and associated nationally branded family restaurants on the site.

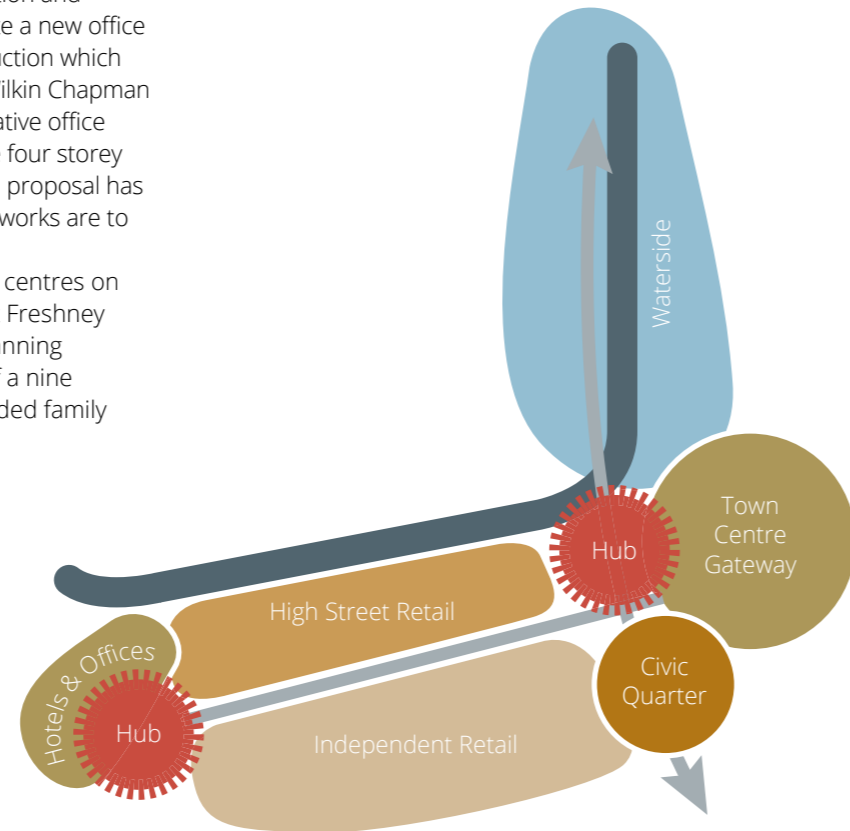


Fig 2.2 Grimsby Spatial Vision:
The sub-regional centre offering an extended, attractive mix of retail, daytime and evening entertainment and town centre waterside living in a coherent and easy to navigate urban form

The Vision – Cleethorpes

The 2009 Cleethorpes Renaissance Charter sets out the following mission statement:

‘Cleethorpes will be a year round visitor destination with a revitalised town centre and seafront. Residents as well as tourists will benefit from the town having a better image, more variety, increased prosperity and an improved quality of life.’

The projects set out in this Investment Plan are designed to deliver this mission and begin to realise the vision for Cleethorpes as a place for ‘Living and working in a seaside town, where visitors are valued and the quality of life is high.’ This is a powerful destination brand message.

The Investment Plan focuses on Central Cleethorpes with particular emphasis on areas that offer a viable investment opportunity and that would result in development capable of creating wider improvement.

Cleethorpes will have a broad appeal as a desirable destination both in terms of the range of visitors and the length of the tourist season. A range of new attractions and activities will be offered along a revitalised seafront. Restoration of the Central Seafront Conservation Area, public realm works along the main shopping streets and an improved food and evening economy together

with an expansion of the quality independent retail offer will combine to enhance the town centre and seaside experience. Opportunities for new quality residential schemes will create a more vibrant year round town centre and seafront. This will be supported by improved arrival points around the railway station and the main highway routes. In sum, these improvements will improve the destination brand offer of the place.

Figure 2.3 illustrates a conceptual structure and spatial vision for Central Cleethorpes that places the individual development projects in a clear context and assigns clear roles to the different areas. The development projects focus on the regeneration opportunity offered between the Market Place, Central Promenade and North Promenade. This is supported by public realm and heritage investment projects for Alexandra Road, Market Square and Sea View Street. Cleethorpes has seen in recent years new restaurant and pub investments and most notably the renovation and improvements to Cleethorpes Pier offering a high quality venue, restaurant and bars. The town centre remains strong and attractive to new businesses with Sea View Street being particularly attractive to quality retail, independent shopping and dining.

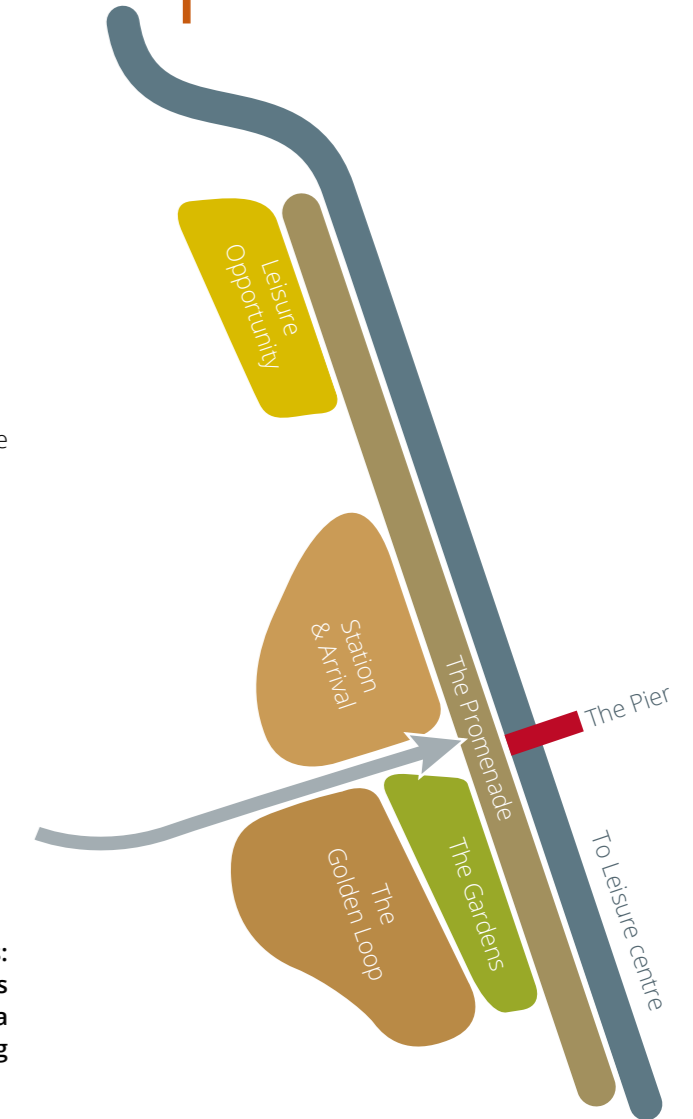


Fig 2.3 Cleethorpes:
A year-round resort combining a range of leisure facilities along the Blue Flag beach and seafront supported by a vibrant market town and high quality housing



Spatial Framework

Introduction

To deliver the vision for Grimsby and Cleethorpes Town centres, new development will need to fit with the existing structure of the towns, repair gaps or barriers in the urban form and produce permeable public realm that reinforces local character and improves orientation and wayfinding. This will improve access, help stimulate footfall and support increased economic activity.

This section explains the thinking behind the strategic

development frameworks which bring together the access and movement network and character areas derived from the visions for both town centres.

Each development project in this Investment Plan is accompanied by a more detailed development principles diagram and project specific vision statement. Together, they describe the kind of development that is envisaged and will support the overall town centre vision and

its development as a sought after destination. The development principles are based on urban design best practice guidance to ensure that each development site contributes to the wider improvement of the town centre. The development principles for projects highlight elevations or building corners that are important for the legibility and quality of urban form in the town.



Spatial Framework – Grimsby

The 2009 masterplan establishes a spatial plan for a number of development projects and prioritises their phasing and delivery. This Investment Plan builds upon and is consistent with these proposals.

Together the projects will create a well-connected urban fabric that retains and strengthens Grimsby's unique characteristics, optimises the development potential of the town centre sites, ensures ease of access and creates an attractive and safe pedestrian environment.

A number of enabling and investment projects are either completed, committed or planned, including:

- Development of former bus station site for new cinema and restaurants – in planning Spring 2016
- Cartergate office development and public realm improvements– under construction
- Holiday Inn Express, at Wellowgate – complete
- Transport and public realm improvements along Bethlehem Street – start 2016
- Major expansion of Primark at Freshney Place Shopping Centre– construction expected to start spring 2016

Access, Movement and Public Realm

The proposed movement framework for Grimsby builds on the existing street hierarchy of the town and establishes a clear structure and rationale for future development and street design. The framework will strengthen and repair connections, improve physical access along key routes and link arrival points, destinations and spaces with each other and areas beyond the town centre. Through layout and design, the function and connectivity of each route will be clarified and intuitive wayfinding around the town centre improved.

The main town centre network is structured by two routes with a primary vehicular function, Frederick Ward Way (A1136) and Peaks Parkway (A16).

The pedestrian priority streets between Frederick Ward Way and the railway line create a sequence of retail circuits centred on Victoria Street as the main 'high street' spine. These will be anchored by two improved destinations at Riverhead Square and around the Minster. A further public space is proposed within the Station Quarter development, all combining to offer a variety of attractive interconnected daytime and evening places.

The main arrival route into the town centre from the east will be enhanced to create an improved pedestrian environment and announce your arrival at the town centre.

The proposed waterside development along the River Freshney to the north of Frederick Ward Way will become a major new attraction with an improved pedestrian promenade linking from Riverside Square to the north.

A clear car parking strategy has been outlined in the Grimsby Parking Strategy Modelling report (Ref. 2.7). Subsequent action will ensure that the town centre will be well served by strategically located car parks with attractive and direct pedestrian routes into the centre.

Development Character

As illustrated in Fig 4.2, Grimsby town centre will be structured around a new central focal point, a daytime and evening entertainment hub at Riverhead Square which will act as a meeting and activity space.

The entertainment hub will connect:

- A new residential & retail led urban waterside development, with an improved waterside promenade

and public space, to the north

- The high street retail area.
- An improved pedestrian-priority independent retail area in the Station Quarter
- The Civic Quarter to the south
- The town centre gateway off Frederick Ward Way to the east.

Grimsby's shopping quarter will be extended to create a larger independent retail circuit south of Victoria Street and in the Station Quarter to complement the High Street offer at Freshney Place Shopping Centre. There is further potential to extend larger format employment and/or retail/leisure development on the Parkway site towards the south-east.

To the west, the town centre will be book-ended by a more tranquil improved public space at the heart of the Minster Quarter, surrounded by new office and hotel space focused on a green space around the Minster.

Town Centre residential development will be encouraged where appropriate, with 2-3 storey C3 affordable residential development opportunity at Duchess Street Car Park.

The Development Framework and Development Opportunities

The town centre development framework (Fig 4.1) brings together the access and movement network and character areas for Grimsby and identifies a number of projects and development opportunities.

These will contribute to the aspirations of Grimsby as a place and offer a series of complementary investment opportunities, each of which benefit from targeted and wider town centre investment.

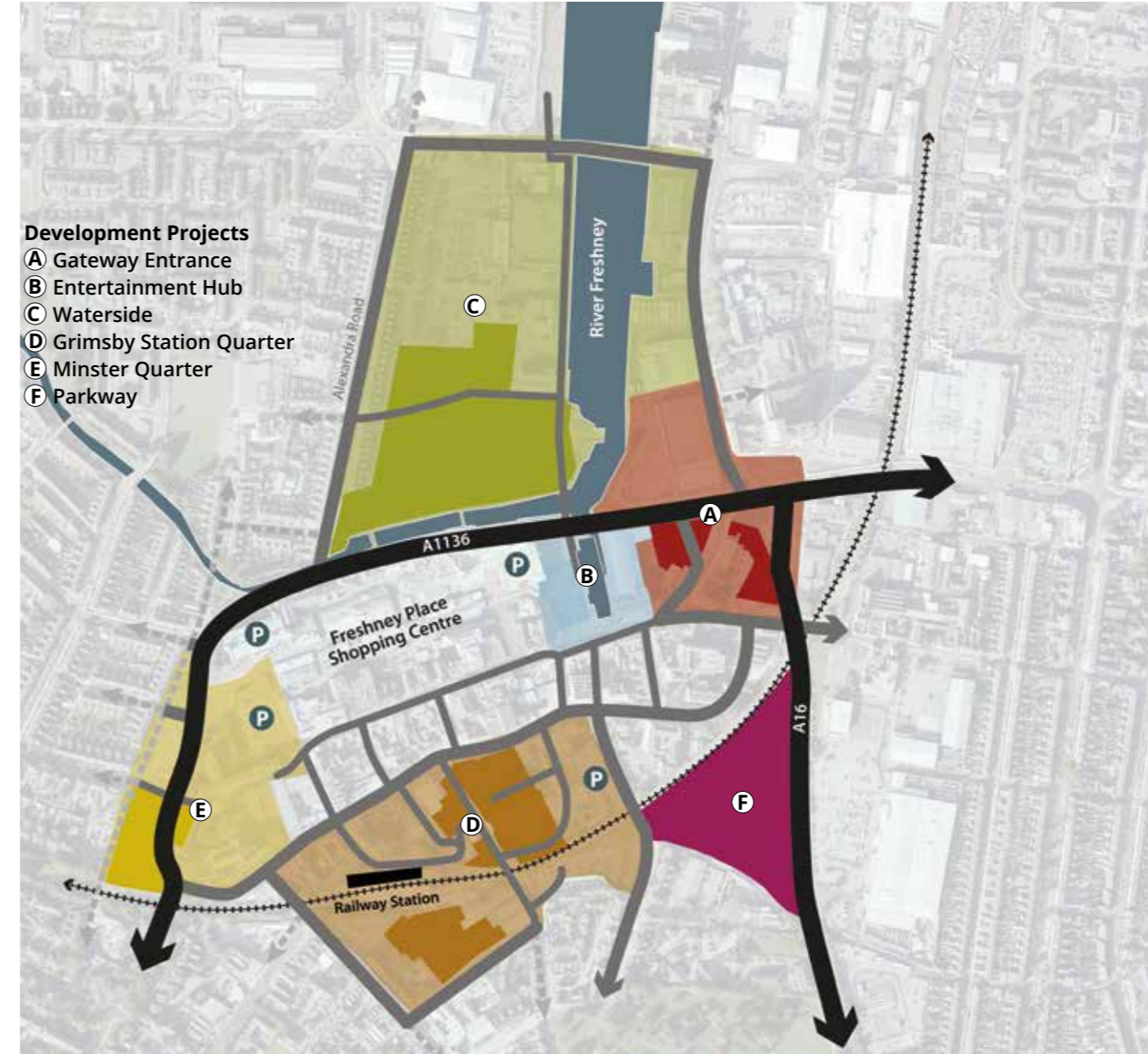


Fig 4.1 Grimsby Development Framework

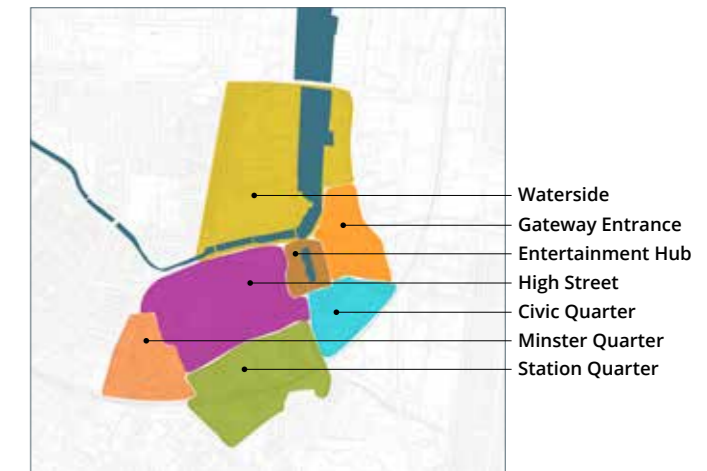


Fig 4.2 Grimsby Character Areas



Spatial Framework – Cleethorpes

Cleethorpes

The adopted 2010 Cleethorpes Renaissance Strategic Development Framework (Ref 2.3) sets out a number of regeneration schemes for the town in response to the objectives established in the Cleethorpes Renaissance Charter (Ref 2.2). The projects described in this Investment Plan build on the recommendations in this document and reflect the current situation and opportunities.

The projects are designed to strengthen and improve the urban form of Cleethorpes and create a well-connected, attractive place that makes the most of the beachside location.

Access, Movement and Public Realm

The public realm of Cleethorpes will be improved to support the vision and character of the town, with the main focus on:

- The resort arrival along High Street and the area around the station
- The link between the town centre and the promenade along Market Street
- The seafront promenades
- The town centre circuit, the 'Golden Loop'.

Together, these routes will create a continuous, attractive year round experience for visitors and local residents alike, with plenty of opportunity to shelter from the elements.

Improved car parking off Grant Street will provide a central base for people from which to explore the town and the beach.

Development Character

In line with the 2010 vision, development at Cleethorpes will celebrate and connect Cleethorpes' resort and 4 mile beach with the residential town and retail centre by improving connections between all parts of the town. Development will be focused around the resort's main attraction – the beach and promenade, supported by an improved and better connected town centre place of arrival, an improved retail, food and drink offer centred on Alexandra Road, Market Street and the 'Golden Loop'.

The role of Market Street as the main pedestrian friendly north-south axis linking the seafront to the town centre area will be strengthened. The High Street will be improved as the main arrival route into the resort. The Station Quarter offers a prime opportunity for a mixed use development at the interface of the town and seafront.

The Development Framework and Development Opportunities

The town centre development framework (see Fig 5.1) brings together the access and movement network and character areas and identifies a number of projects and development opportunities.

Together, these projects will deliver against a number of objectives of the vision for Cleethorpes and offer a range of attractive investment propositions to the market, which will be of mutual benefit and will be supported by strategic and targeted infrastructure and public realm investment.

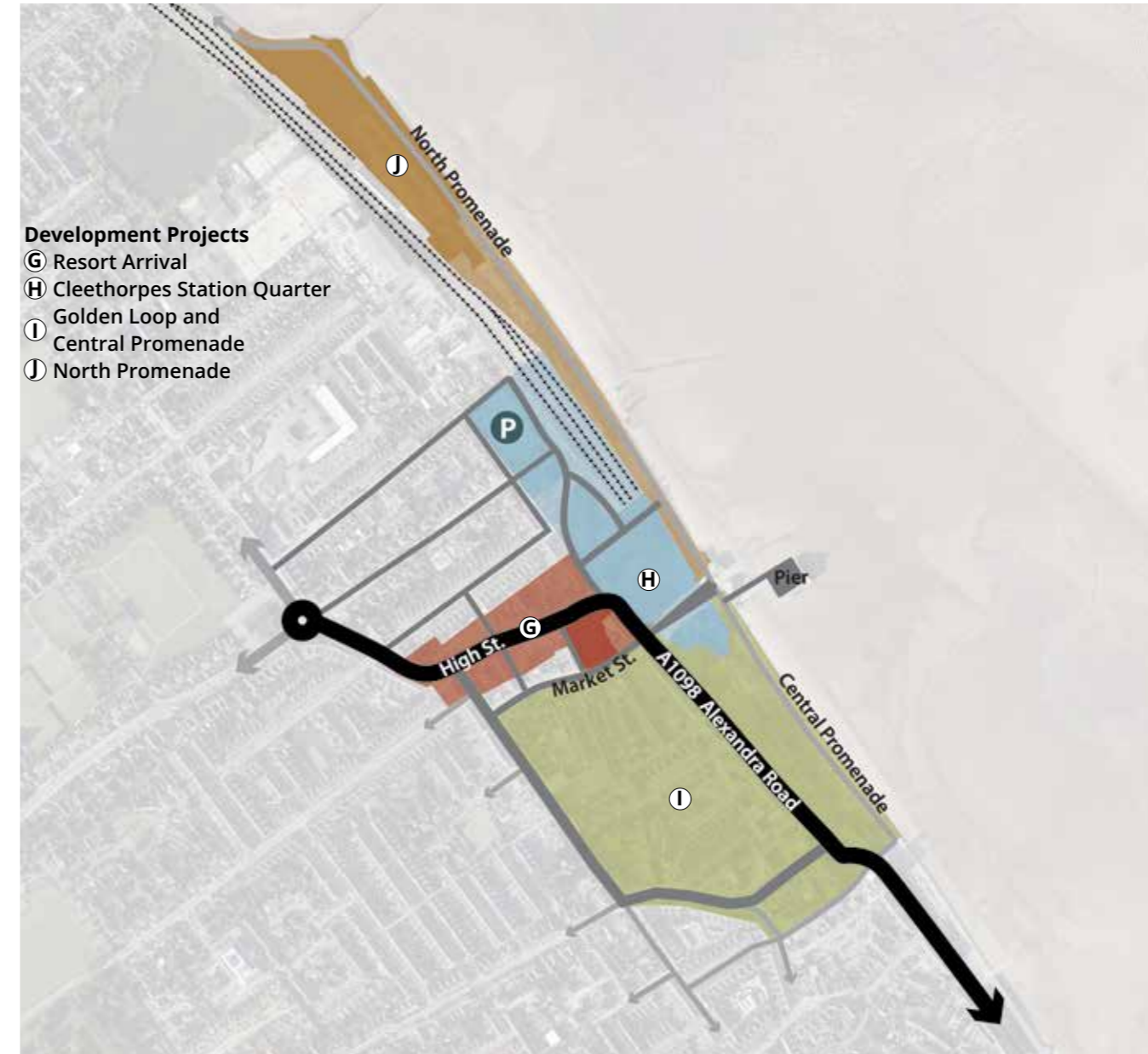


Fig 5.1 Cleethorpes Development Framework



Fig 5.2 Cleethorpes Character Areas



Development Projects & Sites

Grimsby and Cleethorpes town centres offer a number of investment opportunities in the context of two much improved town centre environments. The plan opposite identifies the main development projects available in the two town centre areas.

The proposed development, infrastructure and public realm enhancement projects will significantly improve the town centre experience and will create two complementary and well-connected town centres offering a mix of retail, office, leisure, residential and employment in line with the 2009 Town Centre Visions (Refs 2.1 and 2.2).

The projects that are identified have arisen out of an appraisal of options for investment opportunities across the centres. Those that have been identified are considered

to be deliverable within the next 15 years. There are other sites where redevelopment would be desirable but these have not been included because they are not considered to be deliverable or viable within 15 years. It is possible that the viability and deliverability position of such sites could change due to unforeseen circumstances including a change of ownership or existing uses cease. In this scenario additional development and reprioritisation of proposals will be considered upon their merits.

Those investment opportunities that are identified in this document have been considered in detail in terms of their capacity and suitability for new uses. Their deliverability and viability is considered to be feasible within the life time of this document. Anticipated phasing of development

is identified for each project and an overall indicative programme is provided within the 'Delivery' section of this document.

In total the projects have the potential deliver against to requirements identified to support the economic growth ambition, notably the need for a further 250,00 sqft of non-food shopping and the provision of sites to encourage town centre living and an improved leisure/entertainment offer. The car parking study for Grimsby Town Centre has taken on board the additional floorspace that would be generated by these proposed developments, concluding that no additional car parks are required and indeed some car parking could be developed for other uses.





Grimsby Project A

Gateway Entrance

Vision

This site will become an attractive urban gateway welcoming visitors to Grimsby town centre. New short and long term development opportunities will tighten and intensify the urban form. The predominantly 3-5/6 storey scale of buildings, their active urban street frontage, range of uses and high quality public realm will contribute to the town centre character of the broader area.

The site will be easy to navigate with the public realm

treatment south of Frederick Ward/Ellis Way becoming a green, inviting and pedestrian-friendly environment that draws the visitor into Victoria Street and into the town centre.

Buildings will be energy efficient and of a place-appropriate contemporary design. The public realm treatment will be designed to form part of a coherent town-centre palette. Signage will help position the visitor and will be designed as part of a wider town-centre strategy.



Artist impression of arrival space



Aerial

Redevelopment of a number of gateway sites and associated public realm works will over time enhance the arrival experience. Currently, the area is characterised by the major highway intersection with underutilised sites and a disjointed townscape. Buildings vary from two storey to in excess of eight storeys and include historic buildings as well as large scale warehousing and a tall telecommunications building.

Two development opportunity sites have been identified within this area that could be developed within the next 15 years. Site A 1 located south of Frederick Ward Way and west of Victoria Street contains 0.29 ha of development

land currently occupied by a temporary private car park. The Grimsby Parking Strategy Modelling Report (Ref 2.7) concludes that this site is not required to meet the current or future car parking requirements of the town centre. This site could be developed within the next 5 - 10 years. Appropriate land uses could include a mix of either; offices, retail, food and drink and leisure uses.

Site A 2 currently comprises a private car park and amounts to 0.15 ha but could be extended with the co-operation of adjoining landowners. Appropriate uses could include; offices, retail, food and drink, residential and leisure uses. This site could be developed within the next 15 years.

Typical land use and amount

Site A1 (Gateway site) 0.29ha

3-6 storey development opportunity (mixed use, retail, food & drink, business/commercial, leisure)
Typical gross development floorspace 2,925m²/31,500ft²

Site A2 0.27ha

3-4 storey development opportunity (mixed use, retail, food & drink, business/commercial, leisure, residential)
Typical gross development floorspace 2,340m²/25,200ft²



Context

Development Principles



- Strategic pedestrian link
- Public realm improvements around junction
- Development site
- High quality pedestrian public realm
- Active frontage
- Key corner/elevation
- Town centre gateway
- Vehicular through routes and town centre by pass



Grimsby Project B

Entertainment Hub

Vision

The area will become the main town centre entertainment destination, a place to meet friends and relax in town. It will comprise a new mixed use leisure and retail development linked into Freshney Place Shopping Centre, which will help extend town centre activity and create a continuous daytime and evening economy. The area will become a hub for the town centre, linking the High Street retail area with the new waterside development, the gateway area and the finer-grain station quarter with a higher proportion of independent retail. The new mixed use building will overlook a public space, potentially

decked over part of the River Freshney basin. The space will incorporate a direct and attractive strategic pedestrian route between Victoria Street to the south and the waterside to the north.

It will offer an attractive and safe space for use in the daytime and evening. The mixed use building, including leisure outlets, such as a cinema, and food and drink outlets on the ground floor will utilise the public space on the river basin as spill out space. This will increase the food and drink offer in the town centre and will complement the primarily retail-led uses of the High Street area.



Artist impression of the new Entertainment Hub



Aerial

The Entertainment hub is expected to comprise 9 screen cinema and nationally branded family restaurants. Currently in pre-planning application discussions with application anticipated Spring 2016.

The area will become the main entertainment destination and hub for Grimsby town centre, linking the High Street retail area with new development on the waterside, the gateway entrance area and the station quarter.

The site is overlooked by a recent mixed use leisure development beyond the river basin to the east.

Typical land use and amount

Site B1
 Planned mixed use leisure development as an extension to Freshney Place Shopping Centre including A1-A5 Retail, Food & Drink, D2 Leisure
 Typical gross development floorspace 4,600m²/49,500ft²



Context

Development Principles



- Strategic pedestrian links
- Riverside Square proposed public space with potential decked area
- Development site
- Public realm improvements
- Active ground floor
- Key corner / elevation area



Grimsby Project C

Waterside

Vision

The area will become a retail or residential-led mixed use development with a proportion of local convenience, retail and leisure provision, such as a local healthy living centre, focused on its waterside location. A new public square, an improved pedestrian promenade and additional moorings along the river will all contribute to the creation of an attractive waterside development.

The historic buildings along the river's south bank are central to the area's regeneration, sited at the interface between the waterside development area and the town

centre entertainment hub and retail space. The buildings are suitable for conversion in to high quality residential and/or office space. The converted buildings are capable of integrating larger scale retail sited on the brownfield development site with the surrounding context or as a premium element of a new residential development helping to give the wider development a unique local character. The development will integrate with the existing residential area along Alexandra Road and will maintain rear access to the properties.



Artist impression of proposed development and promenade



Aerial

The waterside project covers an area of land on either side of the River Freshney between Corporation Bridge to the north, A16/Peak's Parkway to the East, Frederick Ward Way to the South and Alexandra Road to the west.

To the west of the river, a row of 2-5 storey historic dockland buildings lie in various states of repair (5 of which are listed), behind which is an approximately 1.8ha brownfield development site suitable for retail or residential development. To the north of this site is a Fishing Heritage Centre and two office blocks with associated parking. Between these uses and Corporation Bridge is a Sainsbury's

supermarket development.

A pedestrian promenade extends along the length of the western riverbank.

Development along the eastern riverbank comprises a range of large scale edge of town retail outlets, Grimsby's bus depot and a job centre. The southernmost block on the riverbank is included in the Gateway Entrance character area.

Typical land use and amount

Site C1 3.50ha

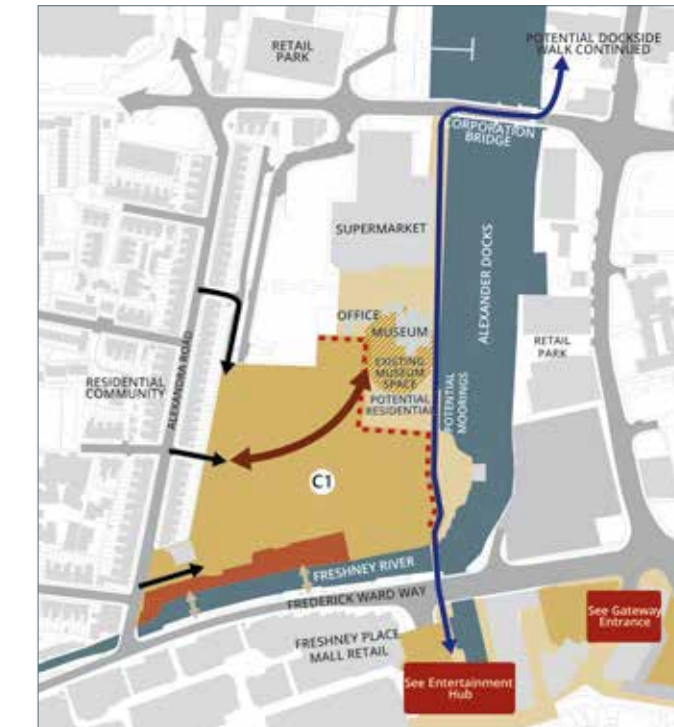
A1 Retail development opportunity
 Typical gross development floorspace
 4,645m²/50,000ft²
 or

2-4 storey residential-led mixed use development including C3 Residential, A1 Retail, and D2 Leisure
 Typical gross ground floor area
 8,400m² /90,400ft²
 Typical residential unit number
 120-130



Context

Development Principles



- Strategic pedestrian link
- Active frontage
- Existing historic waterfront buildings
- Improved waterfront promenade
- Development site
- Potential vehicular access reconnected
- Public realm improvements
- Pedestrian bridge link



Grimsby Project D

Station Quarter

Vision

Station Quarter will become a mixed use independent shopping area with downgraded vehicle access and a new central public space on the corner of Garden Street and Osborne Street. It will act as a key gateway to the town centre destination offer.

A reconfigured shopping quarter with new infill development creating a series of pedestrian priority lanes will extend the character of Abbeygate. It will create an accessible, easy to navigate social destination at the heart of Grimsby and a critical mass of an independent retail

offer, complementing the high street area at Freshney Place Shopping Centre and Victoria Street to the north.

On upper floors, development will include a mix of uses, including residential, leisure, food & drink and retail to create a truly mixed use quarter for Grimsby that generates daytime and evening activity in the town centre. Improved pedestrian connectivity will link the three development sites to the south with the heart of the Station Quarter. Intermittent green spaces will be introduced to soften the public realm and create areas of rest and tranquillity along the retail circuit.



Artist impression of proposed public space at Osborne/Garden Street



Aerial

The station quarter project comprises an area centred on Grimsby central railway station. To the north of the railway line is a mixed use area with a variety of primarily independent shopping outlets and professional services.

The majority of buildings are two to three storeys in height, with a number of historic buildings interspersed with more recent buildings. A 80 bed Holiday Inn Express has been built off Wellowgate Road south of the station.

To the south of the railway line lies Duchess Street car park. The Grimsby Parking Strategy Modelling Report (ref. 2.7) highlighted that the capacity this site offers is surplus to the town's parking requirements, allowing potential for redevelopment.

Typical land use and amount

Sites D1-3 (land north of railway line)

2-3 storey mixed use retail scheme including A1-A4 retail and food & drink and D2 leisure on ground floors. Mix of retail, leisure and/or C3 residential on upper floors. Up to 130,000 sqft typical floorspace area

Site D4 (Duchess Street Car Park)

0.63ha
2-3 storey C3 residential development
Typical gross development floorspace 6,250m²/67,300ft²



Context

Development Principles



- Potential public space and links between the new square, Freshney Place Shopping Centre, the Minster, the station, Abbeygate retail and local residential communities
- Development sites
- Downgraded highway through route
- Active frontages
- Vehicular access
- Key corner/elevation
- Vehicular through route



Grimsby Project E

Minster Quarter

Vision

The area will become a new office and hotel quarter west of the town centre retail area, centred on the Minster as one of Grimsby's main historic attractions.

The planned office and hotel development, with complementary ground floor retail space, will give the area a new identity and function, adding to the centre's appeal as a desirable destination. Minster Quarter will be a more tranquil business anchor in contrast to the leisure and entertainment hub at the other end of the main shopping

area.

Clearly signposted and improved east-west pedestrian links will connect the Minster, retail areas and new development areas with the residential areas to the west. The public space around the Minster will be improved as an attractive, safe and accessible public green space, providing a place to rest after a day's shopping or taking a lunch break from the office.



Artist impression of Cartergate vision 2013



Aerial

Grimsby's Minster Quarter is one of the town centre's key character areas centred on Grimsby's historic Minster. To the west of the Minster is St James House, a 3-4 storey brick building with potential for re-development. Further west, between Frederick Ward Way and Cartergate are two development sites, both accessed off Cartergate. Re-development of both sites is in advanced progress, with a new office and retail development proposed for the northern site and a potential 100 bed hotel proposed for the southern site. Both sites are linked to the Minster open space via a pedestrian underpass under Frederick Ward

Way. This key pedestrian link to the town centre will be remodelled to improve pedestrian sightlines, a new lighting scheme and high quality landscape treatment to create a safe and welcoming environment and improved connectivity to the town centre from the west. North of Chantry Lane is a surface car park, which will be retained. At the junction of Cartergate and Frederick Ward Way and the western entrance into Freshney Place Shopping Centre is a sizeable vehicular intersection.

Part of the Minster Quarter falls within Central Grimsby Conservation Area.

Typical land use and amount

Site E1

Plans for B1 Business/Commercial development with complementary ground floor retail space and plans for 100 bed hotel development in progress
 Typical gross development floorspace 4,950m²/53,250ft²

Site E2

3 storey B1 Business/Commercial and or A1/A3 restaurant or retail development opportunity
 Typical gross development floorspace 700m²/7,500ft²



Context

Development Principles



- Strategic pedestrian links
- Main town centre vehicular circulation
- Development sites
- Active frontage
- Public realm improvements
- Key corner/elevation



Grimsby Project F Parkway

Vision

The site, positioned close to the civic and retail core of the town and with potential access from Peaks Parkway, will be redeveloped to accommodate a range retail and leisure outlets in a more coherent layout, improving the efficiency

of the site and its relationship with the surrounding streets. The quality of the development and the way it addresses the surrounding public realm will send a positive message about the town centre.



Artist impression of Peaks Parkway retail development proposals



Aerial

The area comprises a 2.45ha site west of Peaks Parkway, east of the railway line and north of Doughty Road. The site is accessed off Doughty Road, the future development could be accessed from Peaks Parkway. The site is currently used as a council depot. This use is expected to cease as part of a depot rationalisation programme creating the opportunity for redevelopment.

The site lends itself to being developed for large scale retail and/or leisure. The notion of a town centre garden centre is not common but a trend that is becoming increasingly familiar through large scale chains such as

Dobbies and Van Hague for example. Specialist outdoor retailers with associated brands for outdoor hobbies and activities such as camping, fishing, related clothing, cycle sports and outdoor pursuits, with ancillary retail such as healthy lifestyle and food stores, would make an exceptional offer in this location, and provide a unique attraction for local and visiting shoppers alike. An alternative mixed use scheme could be considered that includes residential development, provided that an appropriate design and environment can be created.

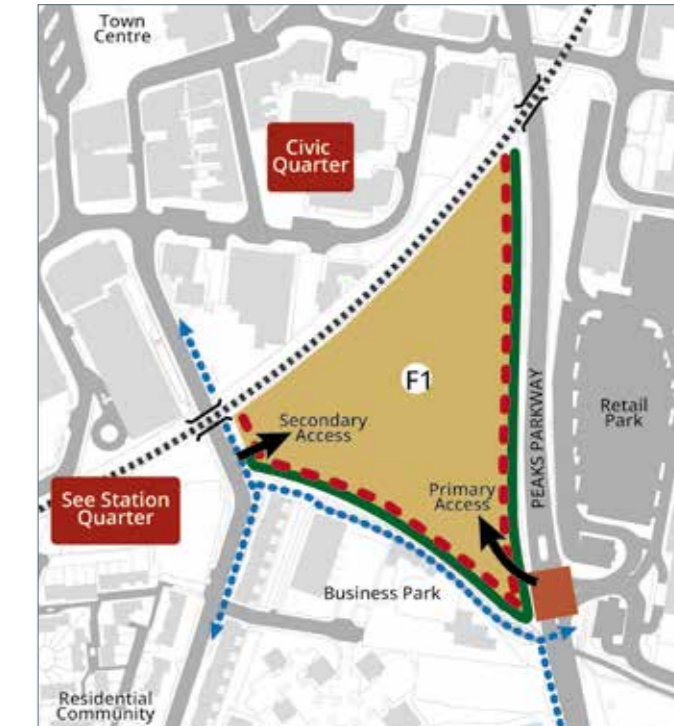
Typical land use and amount

Site F1 2.45ha
 A1 retail and D2 Leisure development opportunity incorporating A3 cafe
 Typical gross development floorspace 4,750m²/ 51,150ft²
 or
 C3 Residential development opportunity



Context

Development Principles



- Vehicular access point
- Strategic cycle link
- Active frontage behind landscape setback
- ■ ■ ■ Railway



Cleethorpes Project G

Resort Arrival

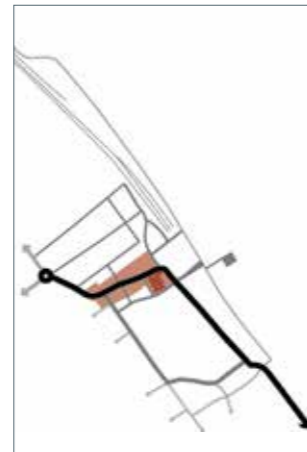
Vision

High Street will be recognised as the main approach into Cleethorpes, an attractive, bustling street with a range of retail, food and drink outlets. The re-development to the rear of the Dolphin Hotel and the main station site

redevelopment (Project H) will contribute to the sense of arrival and quality of visitor experience. The public realm will be pedestrian friendly, uncluttered and of high quality.



Artist impression of High Street looking towards the station area and seafront



Context



Aerial

High Street is the main vehicular route into Cleethorpes. It is lined with predominantly two storey building of varying quality. At the Alexandra Road end of the street, close to the train station, the building height increases to three storeys on the western side, with a row of attractive Victorian buildings containing a range of independent retail and food and drink outlet on the ground floor. The quality of the approach is currently reduced by a row of single storey shops and surface car parking on Site G1.

Visitors anticipation of arrival and seeing the sea from High Street is lost as views of the pier and sea are blocked by buildings and the parkland landscape. Most car users turn right onto Alexandra Road and miss the opportunity to park at Grant Street. This adds traffic unnecessarily to the town centre resort. Parking provision in Cleethorpes Town Centre and Sea front area is quite limited in terms of overall capacity and the size of parking facilities. Encouraged use of Grant Street Car Park would provide some relief to town centre traffic and the environmental impact this has. It would also create footfall for the Station Quarter which help encourage business investment. However, it is acknowledged that currently the car

park offers an unwelcoming environment and measures are required to address this.

High Street has seen in recent times investment in some buildings including the Coliseum (Wetherspoons) and other quality bars and restaurants. This process of renewal and refurbishment will be encouraged together with improvements to the public realm. This will enhance the arrival experience.

Site G1 (0.25ha) to the rear of the Dolphin Hotel, an attractive historic landmark building in a prime location currently housing a night club/bar, comprises a row of single storey local retail outlets fronting the High Street, as well as some surface car parking, and has the potential to deliver 3-4 storey retail and food&drink outlets with a residential or hotel development on upper floors in a prime location.

The redevelopment of the Dolphin site can help open up views of the Pier and sea from the High Street. The regeneration of the Station Quarter will also assist in creating this view.

The area to the east of Cross Street is within Cleethorpes Conservation Area.

Typical land use and amount

Site G1 (to rear of Dolphin Hotel) 0.25ha

3-4 storey A1 retail and A3 food&drink, C3 residential on upper floors or C1 hotel and A3 food &

drink outlets
Typical gross ground floor area
1400-1700m²/15,070-18,300ft²
Maximum gross development area
6,800m²/73,200-ft²

Development Principles



- Potential development sites
- Active frontage
- Public realm improvements
- Vehicular through route
- Vehicular through route to Grant Street car park and railway station



Cleethorpes Project H

Station Quarter

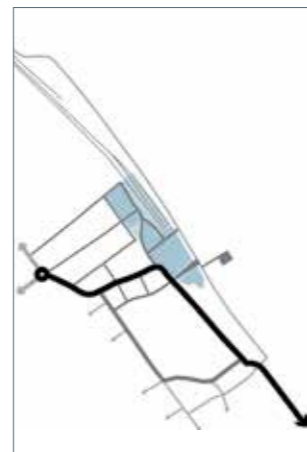
Vision

Cleethorpes Station Quarter will become the main arrival area into Cleethorpes, one with a distinct sense of arrival at the destination. A new public space fronted by modern mixed use retail, leisure, entertainment and residential development will create a high quality destination.

A potential new pavilion building will become a focal point in the space and frame views towards the pier and seaside. The Grant Street surface car park will be improved and extended to provide more visitor spaces and improve the arrival experience.



Artist impression of the proposed arrival space



Context



Aerial

Cleethorpes Station Quarter is at the heart of the resort and will become the main arrival area for the town. Station Quarter presents an opportunity to truly transform the resort experience and regenerate North and Central Promenades.

The main site (H2 and H3) is a 1.4ha site centred on Cleethorpes station. It includes the memorial gardens and a brownfield development site south-west of the station. The site has the potential to deliver an exciting 3-5/6 storey mixed use retail and leisure development of the highest quality with residential upper floors and a new public space.

Site H1 comprises Grant Street car park, a 2ha site with potential to provide additional town centre parking in close proximity to the station. H1 now has the benefit of a Local Development Order which provides planning guidance

Typical land use & amount

Site H1 (Grant Street Car Park) 2.0ha
Improved surface car park

Site H2 & H3 (Main Station Arrival Site) 1.4ha
3-5/6 storey mixed use A1-A5 Retail and D2 Leisure development with C3 residential on upper floors
Typical gross ground floor area 3,400m²/36,600ft²

Site H4 (Central Promenade site)* 0.29ha on 0.8ha site
Re-development opportunity (retail, leisure, residential) 1-3 storeys

for its redevelopment for mixed use development. This document is expected to be approved by the Council in March 2016. Considering sites H2 and H3 together provides an improved development opportunity offering viability and scale.

Station Quarter will offer a quality location for town centre living with the added attractions of the resort, its restaurants, bars and entertainment and of course its sea views. A mixture of high quality private rented accommodation is envisaged with opportunities home ownership. Local Growth Fund and other funding opportunities will be sought to support enabling activity and improve the viability position for investors.

Sea Road would benefit from a refreshed public realm, with improved public transport facilities and increased priority for pedestrians and improved connections to Market Street.

Proposals for the redevelopment of the 'Waves' public house and adjoining land along Sea Road present an opportunity to capture value from a key location and setting. Retail and leisure uses would be appropriate.

Cleethorpes Pier has been successfully refurbished to a very high standard creating an events venue along with fine dining restaurant, tea room and bar. This high quality facility should be supported with improvements around the entrance from the Promenade. The Pier should prove a catalyst for wider regeneration opportunities in the Station Quarter and Central Promenade.

The projects will benefit from significant investment in public realm and other developments in the resort. The area falls within Cleethorpes Conservation Area.

Development Principles



- Principle arrival point with views of the pier, sea and town centre.
- Potential public space connecting the station, promenade and town centre
- Development sites
- Active frontage
- Potential pedestrian and cycle route
- Ex Memorial Gardens
- Station building landmark
- Vehicular through route
- Strategic pedestrian links



Cleethorpes Project I

Golden Loop & Central Prom

Vision

The project will reconnect Cleethorpes' town centre streets with its seafront, significantly increasing the appeal of the resort as a destination that offers facilities and attractions beyond the beach and promenade, providing a more coherent feel.

The town centre offer is already popular with local people and visitors and the range and quality of shops, restaurants and other facilities and events is continuing to improve. Further support to build upon the current strengths and address the weaknesses of the area will be provided to the local businesses and communities.

A Townscape Heritage initiative will be implemented from 2017 along Alexandra Road and Sea View Street creating

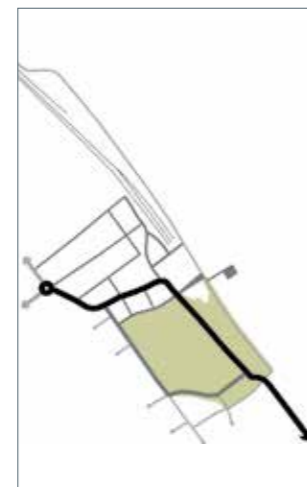
an improved sense of place where investment is viable and attractive. The historic townscape will be refreshed and repaired presenting a resort that is valued and cared for.

This major investment will be supported with enhancements in facilities for car users, pedestrians and cyclists supporting a high quality experience within the Golden Loop and Central Promenade. Improved connections between Market Street, Alexandra Road, Station Quarter and Central Promenade will be pursued and enabled.

These improvements and investments will support the annual events programme which attract people from across the region, UK and abroad.



Artist impression of the proposed market space



Context



Aerial

The Golden Loop and Central Promenade project covers the main town centre area and historic promenade of Cleethorpes.

The Golden Loop was identified in the 2010 vision for Cleethorpes and comprises the town centre circuit south of the Central Promenade created by Alexandra Road in the North, Market Street in the West, St Peter's Avenue (the town's main shopping street) and Cambridge Street in the South and Seaview Street in the East. It incorporates a number of significant historic buildings and spaces and has the potential to become an attractive visitor experience away from the linear promenade.

The Council have been successful in obtaining Townscape Heritage funding subject to approval of detailed proposals. Overall this will represent a £5m project commencing in 2017. It will support the improvement of buildings and the public realm along Alexandra Road and Sea View Street, thereby enhancing the historic townscape which will present an improved visitor experience and encourage local businesses to grow and invest.

Market Street is also in need of renewal and investment. The area has the potential to host more events with

improvements to the highway environment and public realm. The redevelopment of land to the rear of the Dolphin will also create opportunities for improving the Market Street townscape and visitor environment. The Council will continue to seek funding to support improvement schemes in this area and the important connection with Sea Road and Central Promenade.

St Peter's Avenue provides a popular shopping experience supporting local needs. Continued support will be provided where possible to support businesses to extend and improve the town centre offer.

Sea View Street is a successful place with thriving independent shops and restaurants. The Townscape Heritage Initiative together with public realm improvements will ensure that the area continues to thrive and encourage further investments along Cambridge Street.

Opportunities to improve parking facilities and the movement of vehicles, cyclists and pedestrians will be pursued as an integrated approach that improves way finding, safety and user experience. The majority of the area falls within Cleethorpes Conservation Area.

Development Principles





Cleethorpes Project J

North Promenade

Vision

The promenade will become an inclusive and attractive seaside destination, drawing visitors northwards along the promenade and providing a complementary offer to the pier, leisure and holiday parks to the south. The mixed-use scheme has the potential to provide a range of leisure, specialist retail and residential development, with a possible focus on watersports and active leisure, which would extend the tourist season beyond the summer months.

The public realm along the promenade will be improved to create an attractive, year-round destination and a

sequence of spaces space that are overlooked by well-designed, place-specific buildings. The promenade will provide frequent resting places to stop and enjoy the view, making the most of its stunning beach-side location.

Improved access and sea defence infrastructure will improve the accessibility and development potential of the site. The defences could be designed to accommodate public art and adjacent short-stop facilities, such as cafes and space for street-food vendors.



Artist impression of the potential for development and promenade improvements



Aerial

North Promenade still provides an important role during high season with access to a quality beach, and remains popular. The facilities and environment is however tired in places lacking any significant investment for many years. It is anticipated that the delivery of the Station Quarter proposals will make investment in North Promenade much more attractive and create footfall throughout the year. Opportunities for improving the quality of the promenade will be pursued and investment sought in the public realm and flood defences which will improve the viability of investment in business and new development.

Given the constraints and peripheral nature of the area

we expect that substantial regeneration in this area will take longer to achieve. Opportunities for modest interventions will be explored in the interim period to help support existing businesses and encourage visitors.

A key development opportunity site sits at the very end of North Promenade, known locally as the Wonderland site (2.6 ha). With the benefit of improved sea defences this site has the potential for a mixed use development incorporating leisure and some residential use on upper floors. A quality scheme at the end of the promenade would act as an anchor for the area and draw people along the promenade.

Typical land use and amount

Site J1 2.6ha
 C3 residential and/or
 Mixed use leisure development
 including D2 leisure, Specialist A1
 retail, Food & Drink A3 and A5

Typical gross ground floor area
 6,500m²/70,000ft²
 Typical residential unit number 100



Context

Development Principles



- Active frontage overlooking promenade
- ↔ Strategic pedestrian route with restricted vehicular access
- Development site
- ↔ Potential pedestrian and cycle routes linking promenade with town centre, residential community, railway station and car park
- ▨ Focal space for mixed use activity and destination



Delivery

Introduction

In order to commit to investment, developers and investors need to have some certainty about what is required of them, whether it is achievable and what the Local Planning Authority is doing to facilitate development and maximise the potential of their development. The Grimsby and Cleethorpes Investment Plan sets out a number of development opportunities which have been identified to respond to the strong potential of the North East Lincolnshire economy as set out in The Development and Growth Plan (2011, Ref 3.2).

NELC have identified a clear strategy and programme to enable and facilitate the individual projects in Grimsby and Cleethorpes and support investors.

Each investment project has been identified in relation to the environmental infrastructure improvements required to enable development, maximise the sites' investment potential and ensure that the different projects come together to deliver two complementary town centres of the highest quality, which in turn will improve quality of life and economic growth in the area.

Changes in planning and greater flexibility in how funding can be provided to support economic growth give NELC and its Partners the means to enable and support investment.

This section sets how the Council will improve the investment environment and facilitate development of each of the opportunity sites by working with its partners, in particular by:

- Developing planning certainty for each of the sites and working to create a simplified planning regime, reducing the planning burden and risk to investors;
- Working with landowners and developers to assembly sites and unlock landownership barriers to investment;
- Investing in infrastructure to ensure opportunity sites are 'oven ready' for development;
- Improving the environmental context to each of the sites; and
- Exploring new models of funding and financial support to help investors with initial gap funding or infrastructure delivery issues.



Delivery

Planning

The 2010 Local Growth White Paper resulted in the introduction of Local Enterprise Partnerships (LEPs), together with changes to planning legislation. LEPs will provide the vision, knowledge and strategic leadership to drive sustainable private sector growth and job creation, supported by a new Local Plan. North East Lincolnshire is a member of two Local Enterprise Partnerships (LEPs), Greater Lincolnshire (GLLEP) and the Humber (HLEP).

The 2011 Development and Growth Plan sets out a coherent strategy for sustainable economic growth for the Borough. It is fully informed by changing national policy including the drive towards private sector led growth.

The Borough's governance structure will ensure the collective resources are marshalled in a delivery focused approach while ensuring clear linkages to the LEPs.

In response to changes introduced by the Localism Act 2011, NELC are currently preparing a new Local Plan for the Borough, which is currently at pre-submission stage with a view to formal adoption in 2017. The new Local Plan will provide the spatial strategy and policies that will guide development in the Borough. The Local Plan will cover a period to 2032 (2011, Ref 3.3).

NELC will maximise the opportunities of the government's

localism agenda including the provision of enabling policies in order to facilitate the growth of the key sectors.

NELC will ensure that Planning Policy establishes certainty about the intended use and development of each of the sites through their allocation in the new Local Plan. Associated policy will provide the basis for efficient decision making and the minimisation of planning risks. To support the planning policy position NELC will also create a simplified planning regime with appropriate officer and member support to enable planning decisions to be made. The simplified planning regime may involve the removal of the need for planning permission for some uses classes and sites through the creation of a Local Development Order or similar mechanism.

Governance

NELC have established a clear governance structure to support the 2011 Development and Growth Plan (Fig 6.1). This includes a Development and Growth Board to provide a strategic overview of the Plan and bring together the views of key stakeholders, including the LEPs.

Land Ownership and Land Assembly

NELC has an Economic Development and Regeneration Team which sits alongside the Planning Team. In addition to developing policy and strategy, they work closely with landowners and developers to assist in bringing sites forwards and unlocking them for development. Where site assembly is required, NELC will work with the owners and leaseholders of land and property to promote the opportunities as outlined in this prospectus and facilitate comprehensive development. In some circumstances NELC may make use of its powers to acquire land where such powers are needed to unlock development opportunity. The development of a simplified and proactive planning regime will play a major part in encouraging landowners to come together to promote the opportunities set out in this document.

Investment and Funding Infrastructure and Environmental Investment

Private sector investment alone is unlikely to be able to support the quality aspirations set out in the vision. A combination of public and private sector investment and public sector support will be required to optimise the investment value of the individual sites, deliver the step change in quality and perception, and ultimately effect on

demand and values aspired to in the vision.

NELC recognises that for the sites to be attractive to investors, the infrastructure needs to be in place to support their development without major impacts on scheme viability or cash flow. NELC will work with land owners and investors to bring forward infrastructure investment to create readily available sites which will be attractive to those seeking to investment. In some instances this infrastructure will include works necessary to address strategic planning risks, for example flooding. However in other cases the works may be more minor, for site clearance and access to facilitate development.

NELC has already demonstrated its commitment to delivery by investing substantially in the quality of public realm in Grimsby and Cleethorpes. It is recognised that a quality public realm is essential to attract the sort of investors needed to transform the economy and quality of life. NELC will continue to invest in uplifting the quality of the environment surrounding each of the sites to ensure that they are attractive and sustainable as investment propositions. This investment may, where necessary, include improving the linkage of each of the sites to each other and to other town centre assets to build, over time, a cohesive and sustainable urban environment.

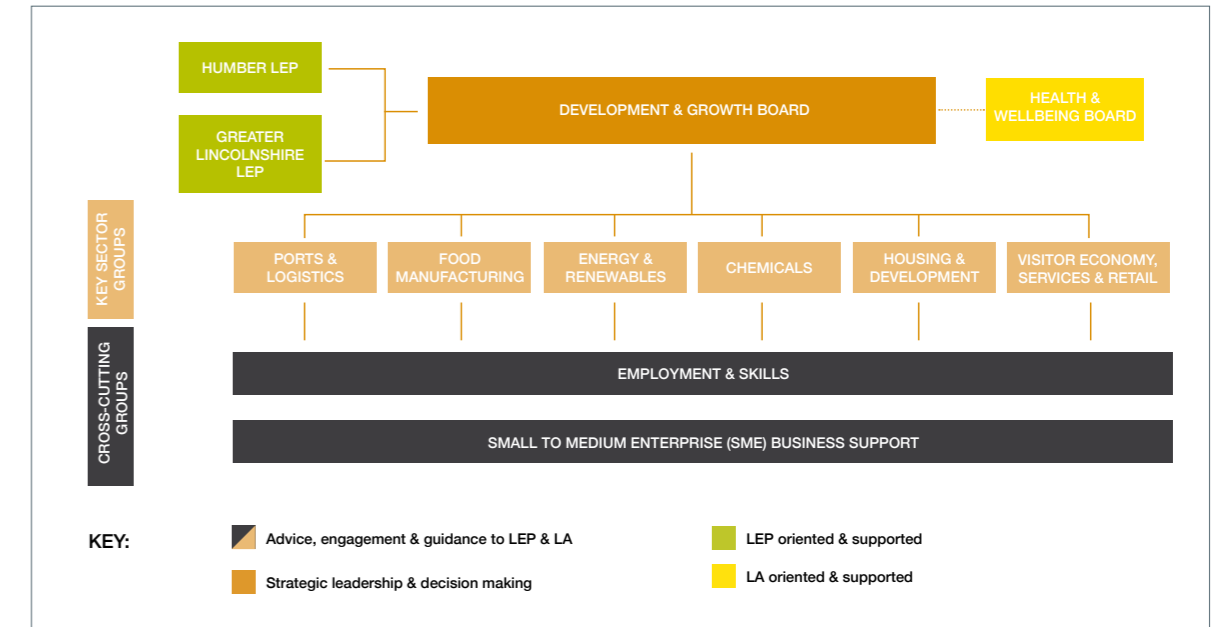


Fig 6.1 Development and growth board structure (Ref 3.2)



Delivery

Funding and Support

Where necessary NELC will consider funding support to support the viability and cash flow of projects where a case for funding support can be made. There are a number of different ways that funding support could be given to projects, for example through direct investment in linked public realm works or infrastructure or through gap funding of projects to improve cash flow and reduce finance costs for otherwise sustainable projects. Changes to the way that local authorities are allowed to borrow and bring together different 'pots' of money give NELC greater flexibility to invest in sustainable and viable development projects. Other funding options include Joint Venture arrangements and sourcing Funding Partners.

NELC is a member of two Local Enterprise Partnerships; Humber and Greater Lincolnshire. The regeneration of the town centres of Grimsby and Cleethorpes is a priority for the LEP and under the 2014 Local Growth Deal substantial funds have been secured to bring forward improvements to infrastructure and environmental quality. As NELC demonstrates its ability to deliver further funds to support major development and regeneration projects will become available through future rounds of the Local Growth Deal.

Increasingly funding for strategic projects will be funded through partnership, and NELC will work with its partners to find multi-functional solutions that enable development whilst at the same time addressing major strategic infrastructure issues.

Timetable and Phasing Strategy

NELC will work with land owners and developers to ensure sites come forward to incrementally build momentum and quality. In some areas, for example with the expansions of Freshney Place Shopping Centre, a 'big bang' is required to transform the town centre offer. In other areas a more low-key and incremental approach may be appropriate to build quality. NELC will work with land owners and developers to prepare an overarching phasing strategy which is aligned with anticipated town centre and infrastructure delivery priorities and funding streams with the overall aim of catalysing development according to a coherent sequence of events, each of which build on the preceding.

NELC recognise that the quality of the environment is in some instances a barrier to investment and will seek to bring forward schemes which transform the investor environment as early as possible.

The development projects identified in the investment plan have been prioritised against a 15 year development timeline (See Fig 6.2). The delivery of a number of individual projects will be dependent on market response, however a number of projects have been prioritised as a catalysts for town centre regeneration.

Town Centre Marketing, Management and Maintenance

NELC is putting in place infrastructure to provide active town centre management, including security and maintenance, traffic management, maintenance activities and co-ordination of town centre activities.

An on-going programme of events will support activity outside of the core retailing hours and increase visitor numbers and dwell times.

There is a desire to establish Grimsby and Cleethorpes as being progressive environments that benefit from enviro-economics, integrated and unintrusive management systems, utilising the most current technology and information systems to benefit residents and visitors to the area, and to enhance the identity of the region through place branding and placemaking strategies.

Grimsby

Project/Site	Complete	Underway	0 to 5 years	5 to 10 years	10 to 15 years
A Grimsby Gateway entrance					
A1 Victoria Street car park		Red			
A2 Ellis Way North Public realm improvements				Green (tbc)	Grey (tbc)
B Grimsby Entertainment Hub					
B1 Mixed use development Bus station relocation Public realm improvements (Ph1) Public realm improvements (Ph2)	Green		Red		
C Grimsby Waterside					
C1 Retail or Residential-led development Public realm improvements			Blue, Purple, Green (tbc)		
D Grimsby Station Quarter					
D1 Sites north of railway					Red
D2 Sites north of railway					Red
D3 Sites north of railway					Red
D4 Duchess Street car park Public realm improvements					Purple, Green (tbc)
E Grimsby Minster Quarter					
E1 Cartergate north		Yellow			
E1 Cartergate south			Brown		
E2 St James Public realm improvements		Green	Yellow		
F Parkway					
F1 Development site				Blue, Red	

Cleethorpes

Project/Site	Complete	Underway	0 to 5 years	5 to 10 years	10 to 15 years
G Cleethorpes Resort Arrival					
G2 Rear of Dolphin Hotel Public realm improvements			Red, Green (tbc)		
H Cleethorpes Station Quarter					
H1 Grant Street Car Park			Green		
H2+3 Main Station Arrival Site			Red		
H4 Central Prom Public realm improvements			Blue (tbc), Green (tbc)		
I Golden Loop and Central Prom					
I1 Market Street public realm				Green (tbc)	
J North Promenade					
J1 Mixed use development Public realm improvements				Green (tbc)	Red

LEGEND

- Infrastructure and public realm
- Hotel
- Retail-led
- Employment-led
- Residential-led
- Mixed Use

Fig 6.2 Indicative Project Timetable: Cleethorpes

Reference Documents

1.

- Socio-economic Context**
- Ref 1.1 Experian 'Town Centres 2020', 2012
 - Ref 1.2 GVA Grimley or NELC, Retail, Leisure and Three Centres Study June 2013
 - Ref 1.3 High Street Index Grimsby and Cleethorpes May 2014
 - Ref 1.4 NELC Hotel Study for North East Lincolnshire Addendum Report February 2014
 - Ref 1.5 NELC Local Centres Study June 2012
 - Ref 1.6 NOMIS reports North East Lincolnshire 2014
 - Ref 1.7 Place Matters Grimsby & Cleethorpes Summary Report August 2014
 - Ref 1.8 Place Matters, Grimsby Town Centre & North Cleethorpes Destination Assessment July 2014
 - Ref 1.9 STEAM Report Cleethorpes: Grimsby 2012
 - Ref 1.10 Weekly footfall report Grimsby and Cleethorpes June 2014
 - Ref 1.11 www.investnel.co.uk

2.

- Environmental and Spatial Context**
- Ref 2.1 EC Harris for NELC, Grimsby Town Centre Masterplan 2009
 - Ref 2.2 John Thompson & Partners for NELC, Cleethorpes Renaissance Charter 2009
 - Ref 2.3 John Thompson & Partners for NELC, Cleethorpes Renaissance Strategic Development Framework 2010
 - Ref 2.4 Kevin Fazackerley, Capacity testing / typical architectural proving layouts, 2014
 - Ref 2.5 NELC Central Area, Grimsby Conservation Area, February 2014
 - Ref 2.6 NELC Cleethorpes Central Seafront Conservation Area Appraisal September 2013
 - Ref 2.7 WSP for NELC, Grimsby Parking Strategy Modelling Report, 2015

3.

- Planning Context**
- Ref 3.1 National Planning Policy Framework, 2012
 - Ref 3.2 NELC Development & Growth Plan (2011)
 - Ref 3.3 NELC Draft Core Strategy (2011)
 - Ref 3.4 NELC New Local Plan Local Development Scheme, Effective from 14 July 2014
 - Ref 3.5 North East Lincolnshire New Local Plan Issues Paper: Design Heritage (August 2014)
 - Ref 3.6 North East Lincolnshire New Local Plan Issues Paper: Housing (October 2014)
 - Ref 3.7 North East Lincolnshire New Local Plan Issues Paper: Strategic Context and Spatial Approach (August 2014)
 - Ref 3.8 North East Lincolnshire New Local Plan Issues Paper: Town and Local Centres (August 2014)
 - Ref 3.9 NELC Cartergate Development Brief, 2006
 - Ref 3.10 NELC Central Promenade Development Brief, 2007





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