Contents

Scope and Purpose .............................................................. 4
Location and Linkages .......................................................... 5
Site Appraisal ................................................................. 7
Local Plan Policy Context ..................................................... 10
National Planning Policy Context ........................................... 10
Urban Renaissance ............................................................. 10
Community Strategy .......................................................... 11
Local Transport Plan .......................................................... 11
North East Lincolnshire Cultural Strategy ............................... 12
Design Considerations ....................................................... 12
Stakeholder Consultation ................................................... 13
Sustainability Appraisal ..................................................... 14
Local Design Principles ...................................................... 14
   - Establishing a Gateway ............................................... 14-16
   - Development Opportunities ....................................... 17-20
   - Developing a Special Place ........................................... 21
Planning Application Requirements ..................................... 25
Overview ............................................................................. 26
Implementation ................................................................... 26
Further Information .......................................................... 26

Appendix One: Final Sustainability Appraisal .......................... 27
**Scope and Purpose**

This development brief has been prepared to guide the future renaissance of the Cartergate area of Grimsby Town Centre. The purpose of this brief is fourfold.

- **Firstly**, to enable the community and stakeholders including those living or working or with property interests in the area to be aware of the Council’s aspirations.
- **Secondly**, to give prospective developers a clear indication of the development opportunities for the sites identified.
- **Thirdly**, to establish how the Cartergate area can contribute to the renaissance of Grimsby Town Centre.
- **Fourthly**, to promote the preparation of a Cartergate Concept Brief, to bring forward a renaissance development in Cartergate.

The proposals outlined in this brief are aspirational. They identify concepts to create a dramatic and transformational change to the brief area over the coming years. It identifies short term opportunities and longer term aspirations. The brief focuses on the western periphery of the town centre. It identifies opportunities for new mixed use development, including improvements to the public realm. It is envisaged that development of key sites within the brief area will provide the stimulus for new investment in other areas in close proximity and contribute to the renaissance of Grimsby Town Centre. Development will be expected to follow the principles of good urban design.

This Brief has been prepared as a Supplementary Planning Document for use as a marketing tool, and as a material planning consideration when determining planning applications relating to the Cartergate area.

**The vision for the Future**

To create a high quality, mixed, and inclusive area. One that provides a welcoming gateway to the town centre and has attractive and vibrant public spaces that bring people together and provide opportunities for social interaction. Future development must add to the overall character and quality of the area, not just for the short term but over the lifetime of the development.

The development brief presents a rationale for development, reflecting Yorkshire Forward’s aspirations for future quality development in the towns of the renaissance programme. It identifies local design principles to be addressed by the Council and by developers when considering developments in the area. Finally the brief identifies a number of development concepts and options that are to be considered during the designing of future development.

The production of a development brief for this area was highlighted in the ‘Grimsby Strategic Framework Plan’. This Plan sets out a framework for the centre of Grimsby. It provides a basis for co-ordinating decision making, and seeks to deliver significant improvements to the quality of Grimsby’s built environment. This document has been adopted by the Council as ‘Interim Supplementary Planning Guidance’ and is available on the Council’s website via the following link:

http://www.nelincs.gov.uk/environment/localdevelopmentplans/dev_plans_adopted_spg.htm
Location and Linkages

The area covered by this brief lies in the south western corner of Grimsby town centre. It serves as a key ‘gateway’ to the town centre, accessible to people travelling by rail, bus, private car and by cycle. It is also immediately accessible by foot from the surrounding residential communities to the west and south of the town centre. The area represents a zone of transition between the predominantly residential properties to the west and the town centre commercial uses to the east. The area covered by the brief is shown on the accompanying plan.
Location Plan

The Grimsby railway station is situated a short distance to the south of Church Lane. The Riverhead Bus Station (Grimsby Central Interchange) is located a short distance to the east. The area is also served by buses running along Church Lane. Surface car parking is provided in Cartergate. Connection to the primary shopping area is achieved by way of pedestrian underpasses linking Cartergate to St James Square. This brief explores options for the improvement of pedestrian links and addressing issues of severance created by the elevated road. In particular the brief seeks to improve the main subway connection, between Cartergate and St James Square. The existing linkages are shown on the accompanying plan.
Site Appraisal

Land use context

The Cartergate development brief area extends over 1.12 hectares. It includes vacant and under-utilised land in a strategic position in the town centre. It is stressed that this does not imply any form of independence from other areas of the town. To the contrary the individual parcels must be considered in the wider context, as linkages are crucial to how areas are perceived and used.

Cartergate Car park, Cartergate

The area is located to the west of Frederick Ward Way, an elevated main access road that serves to town centre. It contains existing commercial units, vacant land and surface car parking. This area is recognised as presenting development opportunities and is currently made up of small parcels of land.

The site located to the north of the railway and west of Cartergate is in private ownership. The land to the east of Cartergate is in council ownership and includes a block of two storey buildings of poor townscape fronting on to Cartergate and Chantry Lane (currently comprising nine units with a variety of occupants), and a small surfaced car park. It is intended that the whole of this block of land be released to facilitate a comprehensive development. This will involve demolition, clearance and redevelopment.
Ownership Plan

Views of the area from Frederick Ward Way are currently of the unattractive rear elevations of the block of buildings, car parking and service areas. This area of the brief also includes the main Cartergate car park. Pedestrian access into St James Square can currently be achieved via one of two underpasses, the Newbridge Terrace underpass and Chantry Lane underpass. Both these underpasses are uninviting and poorly lit. The Chantry Lane underpass provides the main pedestrian access to the town centre. It is well used providing direct access to the Cartergate car park and the residential areas to the east. The area of public realm in Chantry Lane is currently of very poor quality. The Newbridge Terrace underpass provides a secondary pedestrian access to St James Square and also vehicular access to parking associated with St James House.
St James Square is a primary area of public realm with spectacular views across the square to the Church of St James. The Church is recognised as the most impressive landmark in the town centre. The space comprises quality materials but currently lacks active use. St James Hotel and St James House both occupy prominent positions within the square, but currently fail to build upon their relationship with the square and their setting in relation to the church.
Local Plan Policy Context
The current local development plan for Grimsby is the North East Lincolnshire Local Plan, Adopted November 2003 (NELLP). This plan should be considered in association with the Regional Spatial Strategy as collectively both plans form the ‘development plan.’ Designations within the North East Lincolnshire Local Plan which are specific to the development brief area and the immediate environs are as follows:

Land use policy area:
Policy S2: Shopping Area. Mixed-use development in line with the policy is encouraged. St James Square is allocated under Policy LTC1 as an ‘Amenity Open Space’.

Conservation Area:
Partly within Central Grimsby Conservation Area. Proposals should provide opportunities for long vistas into the curtilage of the Church of St James. Development on Cartergate should pay particular attention to rooftscape. A palette of materials should be used in context with the existing buildings within and immediately adjacent to the conservation area.

Listed buildings:
The Church of St James and St James Cross Base, both located on Church Lane are ‘listed’. Redevelopment in the vicinity of the Church should have particular regard to its setting in relation to siting, scale, height, and massing, and materials.

Archaeology
Development proposals within the brief area will require an archaeological assessment to be submitted as part of the planning application. Policies BH11: Retention of Important Archaeological Remains, and BH12: Evaluation of Archaeological Remains, apply.

Note: the changes introduced through the Planning and Compulsory Purchase Act (2004) will see the present system of local plans replaced by Local Development Documents. These documents are collectively known as the Local development Framework (LDF). Work has commenced on the North East Lincolnshire LDF.

National Planning Policy Context
The Government outlines its aims in Planning Policy Guidance Notes (PPG’s) and more recently in Planning Policy Statements (PPS’s). Eventually all PPG’s will be superseded by PPS’s on each subject. We reserve the right to review this section accordingly when the new PPS documents are implemented. The following documents will have direct impact on this brief:

- PPS1: Delivering Sustainable Development
- PPS3: Housing
- PPS6: Planning for Town Centres
- PPS9: Biodiversity and Geological Conservation
- PPG13: Transport
- PPG15: Planning and the Historic Environment
- PPG16: Archaeology and Planning.
- PPG25/PPS25 Development and Flood Risk

The Government also publishes aspects of its policies in Circulars, of which the following are particularly relevant: 5/94 (Planning out Crime), 05/2005 (Planning Obligations) and 6/98 (Planning and Affordable Housing).

Urban Renaissance
Yorkshire Forward, the Regional Development Agency for North East Lincolnshire is pursuing a pioneering initiative called the Urban Renaissance Programme. North East Lincolnshire, as a whole was chosen along with a number of other towns in the region to pursue the initiative. It seeks to achieve attractive, sustainable places that will enhance the economy and quality of life for local residents and visitors. The approach is based on the following themes:

- Improving the urban environment by applying the principles of good design;
- Aiming for quality to bring forward wider social and economic benefits;
- Recognising that attractive places, retain people, attract investment and sustain a range of infrastructure;
• Promotion and development of skills;
• A commitment to creating urban centres of an international standard that will bring forward transformational change.

In pursuing the initiative Yorkshire Forward has appointed a panel of consultants to advise the region. The consultants working in North East Lincolnshire have undertaken analysis, consultation and concept work culminating in the production of a ‘Grimsby Strategic Framework Plan’ for the centre of Grimsby. The Framework Document provides the focus for prioritising investment decisions and channelling resources, and has been adopted by the Council as ‘Interim Supplementary Planning Guidance’.

The Grimsby Strategic Framework Plan includes specific reference to the Cartergate and St James Square area. It identifies the area as a, ‘key opportunity site and primary public realm area’. In highlighting the need for supplementary guidance the strategic framework plan highlights;

“This area presents a strategic development opportunity and gateway site for areas to the west and south of town.”

St James Square is identified as one of only three areas of public realm in central Grimsby that are classed as ‘primary spaces’. This establishes the location as worthy of special recognition that must be reflected in the quality and character of the public realm.

The Council have been assisted in the production of this Brief by the renaissance consultants. Work is also being progressed on the production of a ‘masterplan’ for Grimsby Town Centre.

The Town Centre Masterplan is identified as an integral part of the renaissance work. The production of the masterplan provides the framework for the later production of an Area Action Plan as part of the Local Development Framework. This development brief has been prepared recognising this ongoing work. The masterplan will address options and issues relating to the wider Grimsby Town Centre and is therefore seen as the appropriate vehicle for addressing wide ranging opportunities requiring coordination of activities strategies and initiatives. It is important that proposals for development in the Cartergate area recognise work being progressed on the development of the town centre masterplan.

Community Strategy

The Community Strategy ‘Shaping the Future’ published by the Local Strategic Partnership in April 2003 set out the long term vision for North East Lincolnshire for the next 20 years. It states: By improving the physical environment of the area and the quality of life of its residents make North East Lincolnshire a place where we are proud to live work and welcome visitors.

Work has recently commenced to undertake a review of the Strategy. The long term vision remains unchanged but a revised set of focused outcomes have been set out. These focus upon identified priorities for the Council and its partners. These priorities reflect the issues identified by the local community in the Household survey undertaken in Nov 2005.

The Community Strategy identifies the following as a specific key vision for the future:

“Thriving town and urban centres with a quality appearance and feel to them. Places with a new mix of uses for living, working and being at leisure in; with extended hours of use, making public spaces safe and sustainable.”

Local Transport Plan

The North East Lincolnshire Local Transport Plan (LTP2) reflects national, regional and local transport objectives. These include; improving safety, encouraging regeneration, reducing crime and fear of crime, improving accessibility and improving the environment. LTP2 identifies a range of proposals that will address key issues affecting Grimsby town centre and accessibility to it.
North East Lincolnshire Cultural Strategy

The Local Cultural Strategy for North East Lincolnshire highlights the importance that culture plays in the quality of life. The Strategy establishes four key themes;

- Responding to change and building on North East Lincolnshire’s diverse landscapes, heritage, built and natural environments;
- Building opportunities for cultural development;
- Improving and increasing opportunities for participation in cultural activities;
- Building a Cultural Partnership.

It is recognised that the St James area presents opportunities to promote these themes and presents the opportunity of establishing a ‘cultural quarter’ in the heart of the town centre. Cartergate is an area where cultural enterprises may flourish perhaps in association with participatory activities that would be suited to the open spaces and attractive setting of St James Square. These opportunities will be explored in greater detail during the preparation and development of the masterplan.

DESIGN CONSIDERATIONS


The key urban design principles have been set out below.

**Character** – A place with its own identity.

All the urban design objectives of this brief should improve and refine Grimsby town centre’s image and identity by responding to locally distinctive patterns of development and culture.

**Continuity and Enclosure** – A place where private and public places are clearly distinguished.

A continuing pattern of development reinforces other urban qualities, including legibility and diversity, and contributes to a safe and attractive public realm.

**Quality of Public Realm** – A place with attractive and successful outdoor areas.

The active usage of the public realm by all ages should be encouraged both during the day and evening hours, through buildings fronting the street allowing overlooking and promoting activity, quality of space between buildings through spaces and routes that are safe, uncluttered, active and identifiable.

**Ease of Movement** – A place that is easy to get to and move through.

In order to promote an efficient form of development that minimises reliance on private cars, movement patterns should provide an armature for development that relates land use and density to the accessibility of public transport, and provides a complimentary mix of uses in a walkable town core.

**Legibility** – A place that has a clear image and is easy to understand.

A legible public realm is underpinned by a legible urban structure that minimises the need for signage. Key buildings, landmarks, routes, nodes, features and gateways should be clearly identifiable and these can be enhanced through vistas, imaginative amenity lighting and appropriate public art. Materials and street furniture should assist in this communication.
Adaptability – A place that can change easily.

The public realm needs to encourage public life, through: development that can respond to changing social, technological, economic and market conditions; by allowing a variety of activities to take place; responding to different daily and seasonal needs; and catering for all members of the community.

Diversity – A place with variety and choice.

The idea of creating special, distinctive areas with their own identity is reinforced by introducing an element of variety. This can be manifested through: shop fronts and range of merchandise; mix of uses both within blocks and within buildings; varied rooflines and appropriately located higher, landmark elements; and public art and landscaping.

Further guidance is set out in the following documents:

- Urban Design Compendium (English Partnerships/Housing Corporation, 2000).
- Living Places - Cleaner, Safer, Greener (ODPM, 2002).

The Council is intending to produce further local guidance on urban design as part of the Local Development Framework, and will expect a high standard of design in all future developments.

Stakeholder Consultation

This brief has been prepared following consultation with stakeholders with active interests in the area of Cartergate and St James Square and the wider community. This consultation has helped, through discussion and consideration of options, to develop the themes and approaches set out in the final Development Brief.

The Brief has deliberately avoided being overtly prescriptive in the concepts and options it presents seeking to identify local design principles and from them identify options and aspirations.

The following consultation processes where carried out in relation to the Cartergate Development Brief Initial Draft and associated Sustainability Appraisal:

Initial Stakeholder Meetings

Stakeholders were invited to an informal fact finding meeting on the 7th September 2005 regarding the preparation of the Development Brief. (A list of stakeholders is available from the Forward Planning Team).

A second follow up meeting was held on 5th October 2005 with a smaller group of stakeholders to discuss issues arising from the initial informal meeting. This meeting included a representative from consultants Yorkshire Forward.

Formal Consultation

Formal consultation was carried out on a draft brief in accordance with Regulations set out in the Town and Country Planning (Local Development) (England) Regulations 2004. This comprised:

Paper copies of the documents being made available for viewing at the Councils offices in Grimsby, Cleethorpes and Immingham, all of the 11 libraries in the Borough and at the Urban Renaissance Drop In Centre, Victoria Street, Grimsby. Paper copies were also available to purchase from the Planning Reception, Civic Offices, Cleethorpes.

A public notice was published in the Grimsby Telegraph. Consultation was undertaken for a period slightly longer than the six week period stated in the Town and Country Planning (Local Development) (England) Regulations 2004 to allow for the Christmas and New Year break. The consultation ran from the 21st November 2005 to 16th January 2006.
The documents were also available to view, download and respond to electronically (via an online form or by email to ldf@nelincs.gov.uk) on the Councils Website. The Website also included details of the Local Development Framework (LDF) process and the places and times where the Cartergate Development Brief Initial Draft could be viewed.

**Sustainability Appraisal**

Preparation of the development brief has been subject to a process of sustainability appraisal. The main purpose of the sustainability appraisal is to appraise the social, environmental and economic effects of the proposals from the outset of the preparation process so that decisions can be made that accord with the principles of sustainable development.

The draft brief that was published for consultation included an initial sustainability appraisal. This initial appraisal was attached to the initial consultation draft document.

Preparation of the final brief has addressed issues raised in the initial appraisal together with consideration of comments raised during the consultation process. An appraisal of the final document was undertaken during its preparation to ensure that no outstanding issues remained to be addressed. The final brief has been amended to pick up upon the references in the appraisal. Attached to this brief is the final statement of sustainability appraisal.

**Local Design Principles**

This section of the brief outlines the specific local design principles which developers should take into account when preparing development proposals in this location. The principles have been set out under three broad themes. These principles are accompanied by a series of concept plans that graphically set out how they can be applied to the Cartergate area.

**Key Theme One - Establishing a Gateway**

**Objective 1 - ‘Establish a Welcoming Entrance’**

*Integrate physically and visually with the surroundings*

**Car Parking**

The existing Cartergate public car park is well used providing convenient surface car parking for the town centre. It is important however that first impressions on arrival in the town centre are positive as these create lasting impressions.

Consideration must be given to enhancing the car park environment and the pedestrian approach to the town centre. The car park has recently been resurfaced, however the area would benefit from the introduction of appropriate landscaping. Indigenous planting could act as a visual break to soften the appearance of a large area of parked vehicles. The aspiration is to create a *car park square* incorporating structured landscaping that is liked to the town centre through an attractive area of public realm.

Clear links have also been demonstrated between the installation of CCTV and high-quality lighting, and crime reduction.

Within new development consideration should be given to providing parking within internal courtyards, minimising the impact on the street and allowing for self-policing of vehicles. Opportunities should also be taken to incorporate ground floor parking beneath new development adjacent to the elevated road. Car parking related to new development will be considered with regard to the Council’s Supplementary Planning Guidance ‘Mobility and Parking Standards’ adopted April 2004.

Specific consideration should be given to the manner in which access to rear parking courts is provided. Entrances should be of an appropriate scale and context thus ensuring their presence does not dominate the street.
Currently there is provision for parking and servicing in the rear parking area of St James House. A longer term aspiration is to secure this access, restricting public access. It is acknowledged that this aspect would require detailed negotiation and formal proceedings to be carried out.

Maintaining Connections

The area is crossed by a number of important pedestrian routes and has an important relationship with St James Square. It is the safety, convenience and attractiveness of these routes combined with the relationship of the buildings that impact upon the enjoyment of the space. The aim is to encourage, well linked places that provide routes that are short, direct, well-lit, simple to understand, over-looked by frontages and related to desire lines.

St James Square is an end point on the National Cycle Route. Cycling is currently prohibited within St James Square, Chantry Lane underpass; Bull Ring Lane and the Victoria Street/Old Market Place pedestrianised area. Cycle routes exist throughout the surrounding road network with parking facilities and limited signage present. This brief promotes the retention and improvement of the cycle network and facilities to increase the use of cycling to access the town centre and the existing public transport interchanges. New development will be expected to recognise Cartergate and Chantry Lane as cycle routes to the town centre. The Council will seek the improvement of cycle routes and facilities within the brief area.

Subways

The quality of the linkages between Cartergate and the town centre is currently very poor, raising issues relating to the quality of the environment and the fear of crime. There are two existing subways that connect Cartergate to St James Square. These two links provide the only pedestrian links between the two areas. The Chantry Lane subway is the more heavily used being located on a natural desire line. The subways are unattractive and unwelcoming. Measures to improve the quality of the linkage between these areas will be sought as part of development proposals in Cartergate.

In particular the smaller subway serving St James House presents a particularly unattractive and intimidating link. The presence of this link in its existing form also raises security issues for existing and any future properties in Cartergate. Developers are encouraged to pursue options to restrict public access through this subway alongside measures to improve the attractiveness of the Chantry Lane subway. This would facilitate development that could more easily address the issues of crime and anti social behaviour.

Subways present opportunities for local public art when combined with physical works to improve the environment.
Enclosure

It is important that new development in Cartergate addresses the current lack of enclosure as this detracts from the attractiveness of the area. This applies to addressing the open frontages in Cartergate itself but also the lack of enclosure in relation to Frederick Ward Way.

There is a need to provide definition for St James Square and address the views across Frederick Ward Way from the elevated road. This presents a number of difficulties particularly in relation to the way buildings address the elevated road.

This brief puts forward for further consideration the concept of providing pedestrian access along the elevated section of Frederick Ward Way. This raises particular questions in relation to the structural feasibility and viability of such an option and the need to address connections to the existing pedestrian network. The provision of pedestrian links between the Cartergate development and the Frederick Ward Way frontage would however potentially establish both a sense of enclosure and effectively define St James Square. Developers considering this option should have particular regard to possible bridge widening issues.

The junction of Church Lane, Deansgate and Frederick Ward Way holds an important role in the road network, carrying traffic over the main railway line. The junction is currently constricted by the available width of Deansgate (railway) bridge. Future development will need to allow for possible widening of the bridge structure in order to improve turning movement and capacity at this junction.

The elevated section of Frederick Ward Way also requires access for maintenance. A 3.5m wide easement must be retained adjacent to the elevated section of Frederick Ward Way to facilitate maintenance. It should also be noted that there is an access door under Frederick Ward Way into the void beneath the ramp. Unhindered access to this door must be maintained at all times. Careful consideration must be given to maintaining controlled access whilst discouraging anti social activities.

Establishing a Gateway - Concept Plans
KeyTheme Two - Development Opportunities

Objective 2 - ‘Manage the Investment’

Ensure developments are economically viable, well managed and maintained and add value.

Viability

It is important that the brief is aspirational in its outlook but grounded by realism. There are merits in identifying longer term aspirations but these must be considered with respect to their eventual delivery.

Management and Maintenance

The sites in Cartergate are identified for development. Careful consideration needs to be given to, distinguishing public and private spaces, safety and security, and parking and servicing. Parking and servicing should be accommodated to minimise the impact upon the street and minimise conflict with pedestrians. Consideration should be given to identifying parking courts within the centre of the development. Natural surveillance provides the most cost effective form of security and is most effective where private areas are clearly defined.

Designing Out Crime

Section 17 of the Crime and Disorder Act 1998 outlines the requirement for local authorities to “do all it reasonably can to prevent crime and disorder in its area”.

“Without prejudice to any other obligation imposed on it, it shall be the duty of each authority to which this section applies to exercise its various functions with due regard to the likely effect of the exercise of those functions on, and the need to do all that it reasonably can to prevent crime and disorder in its area”.

Developers will be expected to have particular regard, form the outset to the way their development addresses crime and fear of crime. Development must seek to create an atmosphere where the occupants and users of the space have control over their environment and anti-social behaviour is particularly conspicuous. Any security measures must be designed as an integral part of the design process and should not be detrimental to the character or visual amenity of the area. Developers will be encouraged to seek recognition under the ‘Secured by Design’ initiative.
Objective 3 - ‘Promote Mixed Uses’

Meet a variety of demands from a range of uses

Mix and Variety

Providing a mix of uses can add vitality to an area. Introducing uses that extend the active hours of use can also bring added benefits in terms of natural surveillance and security.

Compatible Uses

Cartergate represents a transitional area between the traditional terraced residential areas to the west, and the town centre retail area to the east. Such a location is ideal for mixed use development where specialist retail, cultural and social outlets mix with residential, particularly at upper floors.

It is also recognised that the Cartergate location could provide a location for community or cultural organisations to establish a base. A grouping of such organisations would allow them to better coordinate their activities, share support services and improve accessibility to local communities.

Objective 4 - ‘Promote Sustainable Development’

Development that both individually and collectively can meet different needs overtime, and that minimises the use of resources

Sustainable Design

New development will be expected to address the overall sustainability of proposals in terms of the initial construction of the development, the mix and use of the buildings and their adaptability to change in terms of designing for internal flexibility. This must include addressing natural hazards such as flooding.

Opportunities for innovative construction should be considered having regard to the recommendations of the Egan Report – this not only secures environmental benefits but helps to reduce build costs. It is recommended that new homes seek to incorporate as many features of ‘Lifetime Homes’ standards as possible in the detailed design of the individual units. Lifetime Homes incorporate design features which help to make them more adaptable to meet the varying needs of different occupiers or changing needs through family’s lifetime occupancy. Also ‘Secured by Design’ schemes are promoted, as they protect homes and neighbourhoods against crime and vandalism.

Good design is not simply about aesthetics. It takes into account fitness for purpose across the whole life-cycle of the build, from design through to demolition, while at the
same time realising social, economic and environmental benefits that together support the principles of sustainable development and promote good citizenship.

The Council would expect to see consideration given to the following design principles in schemes:

- the use of materials from sustainable sources;
- minimal use of toxic substances in building design;
- high energy efficiency, including the use of on-site electricity generation technologies;
- high water efficiency;
- ecological landscape design, and
- site layout making best use of prevailing conditions.

Developers will be expected to demonstrate how they have sought to achieve an excellent rating, in either the Building Research Establishment’s (BRE) Eco Homes standard for sustainable residential developments or Building Research Establishment Environmental Assessment Method (BREEAM) standards. Adopting such standards, would demonstrate the sustainability of the development. Similar BRE tools are available for commercial buildings.

Traffic Management

Improvements should be considered for traffic management in Cartergate. Developers will be encouraged to discuss opportunities to improve the highway environment in Cartergate to create a more attractive pedestrian environment. Measures must include liaison with The Department for Transport in relation to works in close proximity to the rail line. Consideration should include, the removal of street clutter, provision of appropriate signage and direct lighting for pedestrians, addressing the distribution of space between vehicles and pedestrians and introducing landscaping.

Particular care should be taken to clearly define public and private spaces whilst seeking to introduce appropriate landscaping. This brief promotes measures that take account of the safety of road traffic, cyclist and the pedestrian with equal weight.

Planting of street trees may be limited by the current narrow footways and underlying utility services, but opportunity should be taken to provide tree and low level planting at the back edge of the highway, within frontage development.

Access For All

Development should provide for the needs of everyone including people with mobility disabilities and those with prams and pushchairs. This includes dealing with approaches to, and access to buildings as well as adequate and convenient parking.
Development Opportunities - Concept Plans

DEVELOPMENT SITES

INDICATIVE USES
Emphasising The Hierachy

St James Square is identified as a primary area of public realm, and Cartergate is seen as the gateway to it. Good building design and public realm enhances the town’s image, provides a valuable amenity and adds to the setting of surrounding buildings. It is also acknowledged that high standards of design present an impression of a place where crime is not tolerated.

As such the quality of materials, signage, street furniture and landscaping should reflect the area’s status. Simple, hard wearing, robust design, located where best needed, avoiding clutter.

Further consideration of these aspects will be developed through the preparation and development of a Public Realm Strategy. The strategy must address physical aspects of design but also address aspects of management and enforcement.

Building Form

This brief seeks to promote new development designed to follow the boundary of the street block, incorporating perimeter landscaping where appropriate. Mixed ground floor use, clearly defined street entrances and a respect for the local context is sought.

Corners should be designed to address both street frontages and assist in providing local interest. Blank gable ends and large areas of blank walls should be avoided. Badly designed corners are particularly noticeable and detract from street views. An opportunity to align the frontage of new development close to Deansgate Bridge, with the strong western elevation of St James Church should be considered.

Skyline

Development in Cartergate will provide a new skyline for this area of Grimsby. It will be particularly noticeable from the elevated road section. New development must consider the articulation and detail of the elevations and the variation of massing of the building’s overall form and shape.

Enliven The Edges

The buildings that define the space should promote uses in a manner that provides interaction between internal activities and the public realm. Buildings fronting Chantry Lane are encouraged to interact with the public realm with active ground floor uses (such as cafes) attracting and retaining the passer by within the street. The Council has recently adopted a policy to enable the siting of tables and chairs in specified areas of the public highway. This would create vibrancy and draw people through and into the square. Other street and open aspect frontages are required to present live frontages that present interest in the street.
Open Space

The Council recognises the opportunity to create improvements to public open areas, which will be an integral part of the new urban fabric and provide a high quality setting for existing and new buildings. It is important that the open space (both hard and soft landscape) is maintained to a high standard at all times. The Council will adopt a management/maintenance scheme that reflects its status within the boundaries of its resources. It should be stressed that good design has been proven to reduce management and maintenance requirements.

The quality of the hard and soft landscaping is crucial as to how the area is experienced. Developers will be expected to demonstrate how their proposals will enhance the environment. In particular, there are opportunities to include soft landscaping in the form of trees and perimeter planting in the Cartergate car park, and along street frontages and within parking courts. Further advice relating to landscape design is set out in the Council’s Supplementary Planning Guidance – Landscape Design.

Objective 6 - ‘Creating Places for People’

Creating spaces that are safe, comfortable, varied and attractive

Stimulate The Senses

Sight isn’t the only sense that determines the sense of place. Visitors to a place are influenced by the sounds, smells and touch under hand and foot.

Sounds can create character, smells can provide the essence of a place and the texture of surfaces and materials can determine the air of quality and interest. Proposals should seek to reflect these considerations.

Where security shutters are required, these should be of open grill design that provides a high level of security whilst not presenting the negative effects on street scene that roller shutter blinds present.
Public Art

Temporary and permanent art installations can revitalise the public realm giving a place character and identity.

Public art is considered to be particularly appropriate in a gateway area. Opportunities to promote local distinctiveness and promote community involvement are encouraged. The installation of public art can be freestanding or presented as an integral part of the building, such as through decorative gates or railings. In all cases the consideration of the mobility impaired should be borne in mind.
Developing a Special Place - Concept Plans

MINIMUM & MAXIMUM HEIGHTS

ACTIVE & LME FRONTAGES
Planning Application Considerations

Planning applications for development should be made with particular regard to policies set out in the North East Lincolnshire Local Plan, The Yorkshire and Humber Plan (Regional Spatial Strategy), national planning guidance and statements, the Grimsby Strategic Framework Plan and this development brief.

The Council will use conditions and planning obligations to ensure an appropriate balance of benefits to deliver the renaissance vision. In particular developers will be required to demonstrate how their developments will contribute to, and bring forward improvements to the public realm.

The area of the brief covers an area of archaeological significance. Developers will be expected to have regard to the implications, with regard to site assessment and evaluation and any subsequent measures.

The Cartergate area is also known fall within an area of identified flood risk (flood risk zone3) Developers will need to have regard to the emerging Strategic Flood Risk Assessment for the area when considering appropriate development proposals. Developers will specifically be required to submit a flood risk assessment together with any planning application.

Overview

This Brief seeks to deliver improvements to the urban landscape in this area of Grimsby. It promotes mixed-use development for sites in Cartergate that will represent a step change in the perception of the area and create added value. High quality inclusive contemporary design and layout evolved from the local context should be the aim. This should be informed by its wider context, having regard to neighbouring uses but also to the townscape and landscape of the wider environment. This does not mean development should replicate its surroundings. The key consideration will be whether the development positively improves the character and environmental quality of the area and the way it functions.

Consideration must be given to achieving an appropriate mix of uses that respects the transition from a residential environment to town centre. Proposals must recognise the importance of the area as a gateway and seek to produce developments that contribute to the enhancement of the are including the associated public realm. Appropriate contributions will be sought from developers to facilitate such improvements.

Mixed-use development will be encouraged on the development sites identified in the brief. The following uses are considered to be appropriate where they accord with the concept plan:

- **Shops (Class A1)** – Retail uses that clearly connect, compliment and strengthen both the west end of the shopping centre and surrounding locality.
- **Professional services (Class A2)** – Non-retail service uses that serve visiting members of the public and work alongside retail will be acceptable.
- **Eating and drinking (Class A3)** – Cafes, tea and coffee rooms, restaurants, are encouraged.
- **Business (Class B1)** – Offices of different sizes, premises for small and medium sizes, managed workspace for small enterprises, A1/B1 workshops and studios.
- **Non Residential Institutions (Class D1)** - Cultural, social and support services.
- **Housing (Class C3)** – The Council envisages residential accommodation comprising flats and apartments in a variety of unit sizes, and mixed tenures including affordable housing. Three storey town houses are also appropriate along Cartergate.
- **Other acceptable uses** – A range of leisure, cultural and community facilities as part of the overall balance of uses would be acceptable.
Implementation

The Council is both local planning authority and part landowner. As part landowner the Council will include this brief in its marketing particulars. The Council in its joint role wants the advice in this brief to provide prospective developers with clear planning guidance to assist in the disposal of the development sites. The Council envisages that private developers will use this brief to inform decisions regarding site acquisition and the formation of a proposal for redevelopment.

Cartergate Development Opportunity

Yorkshire Forward has supported the Grimsby Renaissance by funding the acquisition of Blesma House. Its acquisition has provided the Council with the opportunity to assemble, and market an important town centre site, when combined with other land in Cartergate in its ownership.

This area of land, situated in Cartergate, is identified on the plans as sites 1 and 2. Cartergate is considered to be an important renaissance area, acting as a gateway to the town centre. This land will be marketed under the banner of a strategically important site within the ‘Grimsby Renaissance’ process. A panel consisting of design professionals will be established to assess the submissions for the site. Designs will be expected to demonstrate a high quality of design that accord with the principals set out in this brief.

Prospective developers of the site will be required to prepare an initial brief of their own that addresses details available at the marketing stage. This initial developer’s brief must include details for the provision and enhancement of associated areas of public realm and enhancement of the Chantry lane subway.

Details of the marketing process and accompanying details are available from:

Damien Jaines-White,
Principal Valuer, Valuation & Estates,
Tel: (01472) 32 4674.
Email: damien.jaines-white@nelincs.gov.uk

Further Information

For further information and advice on this development brief, or if you would like to receive this development brief in another language or in another format such as large print, Braille or on audio tape, please contact:

Ian King
Principal Planning Officer - Forward Planning
Environmental Services
Civic Offices, Knoll Street, Cleethorpes DN35 8LN
Tel 01472 323370
Email: ian.king@nelincs.gov.uk
Appendix 1

Sustainability Appraisal

Cartergate Development Brief

Introduction

At the heart of sustainable development is the simple idea of ensuring a better quality of life for everyone, now and for future generations. The planning system shapes the places we live and work, and the country we live in to make a positive contribution to people’s lives and to help deliver homes, jobs, and better opportunities for all. At the same time, it protects and enhances the natural and historic environment, and conserves the countryside and the open spaces that are vital resources for everyone.

Planning Policy Statement 1 (PPS1) clearly puts sustainable development at the centre of the planning system to make it the core principle that underpins planning:

Extract from PPS1:

Planning should facilitate and promote sustainable and inclusive patterns of urban and rural development by:

- making suitable land available for development in line with economic, social and environmental objectives to improve people’s quality of life;
- contributing to sustainable economic development;
- protecting and enhancing the natural and historic environment, the quality and character of the countryside, and existing communities;
- ensuring high quality development through good and inclusive design, and the efficient use of resources; and,
- ensuring that development supports existing communities and contributes to the creation of safe, sustainable, liveable and mixed communities with good access to jobs and key services for all members of the community.

PPS1 also makes it clear that the planning system at a local level should take its lead from the Community Strategy; “Shaping the future” was published by Local Strategic Partnership (LSP) of North East Lincolnshire in 2003. In it, the Community Strategy sets out its vision: “By improving the physical environment of the area and the quality of life of its residents, make North East Lincolnshire a place where we are proud to live, work and welcome visitors”.

The Community Strategy established a framework against which key plans and programmes can be appraised for their contribution to sustainable development. As a key partner of the LSP, North East Lincolnshire Council undertook a commitment to appraise its key plans and programmes using framework to ensure that the objectives of sustainable development can be met. The framework was development from the Regional Sustainable Development Framework (RSDF), established by the Yorkshire and Humber Regional Assembly (YHRA).

This document reports on the second sustainability appraisal of the Cartergate Development Brief. In doing this, it has revisited the initial appraisal that was performed in October 2005 during the drafting of the Brief.
A formal Strategic Environmental Assessment (SEA), under The Environmental Assessment of Plans and Programmes Regulations 2004 has not been undertaken of the development brief on the basis that it determines the use of a small area at a local level and that it is not likely to have a significant effect on the environment.

The Cartergate Development Brief sets out a series of aspirational objectives for an area extending to 1.12 hectares in the southwest corner heart of Grimsby town centre. It identifies a series of concepts that have the potential to bring dramatic and transformational change to the area over the coming years. It identifies opportunities for new mixed-use development, including improvements to the public realm. It is envisaged that the development of the area will provide the stimulus for new investment in other areas in close proximity.

The initial sustainability Appraisal

The Initial Sustainability Appraisal that was undertaken in October 2005 found the main impacts of the Brief to be on the economic and social aspects of sustainable development:

- the new build of mixed-use accommodation and retail outlets have the potential to rejuvenate the area;
- the new retail outlets offer new opportunities for businesses, and bring with it the prospect of job creation;
- the residential element offers accommodation with good accessibility to transport, goods and services; and,
- the redevelopment of the underpasses makes for an area that is safe for pedestrians to pass through, while also having an effect on reducing community severance by breaking down the barrier of Deansgate road.

While the space may not be significant in terms of wildlife value, there are areas of green space within the boundary that represent a green island in a built up area of dense housing. The initial appraisal found that the development brief could have been more creative in using this space to break up the otherwise ‘inner-city’ environment. The appraisal also made recommendations for the brief to be more positive in taking on the principles of sustainable design and construction by incorporating the elements of life-cycle design, e.g. high water and energy efficiency.

The Sustainability Appraisal

The appraisal performed on the May 2006 version of the Cartergate Development Brief has found that the recommendations made in the initial appraisal have been taken on board. The amendments made in the Brief have turned the negative impacts initially identified in the environmentally orientated issues of the sustainable development agenda into positive impacts. Therefore, and with due regard to the Cartergate area, the brief can be considered as one that integrates the economic, social and environmental consideration of sustainable development, as required by PPS1.

Several enhancements are proposed to reinforce the environmental elements of the brief are proposed. These are:

- To section 5, add a reference to PPS9, where it is acknowledged that “development proposals provide many opportunities for building-in beneficial biodiversity or geological features as part of good design. When considering proposals, local planning authorities should maximise such opportunities in and around developments”
- On paragraph 13.27, include a requirement to consider the use on-site electricity generation technologies
- On paragraph 13.28, consider establishing a standard for proposals to achieve. It is suggested that proposals demonstrably consider measures that achieve an excellent rating.
**Initial Sustainability Appraisal**

**Methodology**

The methodology used is that of the Sustainability Appraisal tool as given in Part 3 of the Community Strategy. It should be noted that the crosscutting themes of ‘partnership and participation’, ‘geographic adaptation’ and ‘technology’ were not applied in this assessment for reasons of applicability. It should also be noted that the impact of the policies are measured in terms ‘positive’, ‘neutral’ and ‘negative’. This assessment does not give information in respect of how positive the impact of the policies could be.

**Appraisal of the Core Strategy**

<table>
<thead>
<tr>
<th>Sustainable Development Aim</th>
<th>Commentary</th>
<th>Impact of activity</th>
<th>How can it be enhanced or mitigated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good quality employment opportunities available to everyone</td>
<td>Objective 3 promote mixed-use development that will potentially incorporate shops, cafes and community organisation. This will create employment opportunities&lt;br&gt;Section 15 identifies a range of applicable planning policies, including shops, professional services, eating and drinking, business.</td>
<td>Positive ✓</td>
<td></td>
</tr>
<tr>
<td>Conditions which enable business success, economic growth and investment</td>
<td>Objective 1 acknowledges the importance of the Cartergate area as a ‘gateway’ to and from St James’ Square. The brief seeks measures to improve the quality of linkages with Grimsby town centre. This will promote and enhance the economic prosperity of the area.&lt;br&gt;Objective 3 promote mixed-use development that will potentially incorporate shops, cafes and community organisation. This will create employment opportunities</td>
<td>Positive ✓</td>
<td></td>
</tr>
<tr>
<td>Sustainable Development Aim</td>
<td>Commentary</td>
<td>Impact of activity</td>
<td>How can it be enhanced or mitigated</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>------------</td>
<td>--------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>Education and training opportunities which build the skills and capacity of the population</td>
<td>No discernible impact</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Conditions and services which engender good health</td>
<td>Objective 6 identifies the need to create areas that create areas having sense of character through smells and textures. In addition to the intentions to promote access to the town centre through walking and cycle, the brief will have a positive impact on health.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Safety and security for people and property</td>
<td>Objective 1 identifies the potential for CCTV and high-quality lighting to aid crime reduction. Objective 2 identifies the need to design out crime, but in a way that is not detrimental to the character or visual amenity of the area.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Vibrant communities which participate in decision making</td>
<td>Objective 3 identifies the need for mixed-use development to add vitality to the area.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Sustainable Development Aim</td>
<td>Commentary</td>
<td>Impact of activity</td>
<td>How can it be enhanced or mitigated</td>
</tr>
<tr>
<td>----------------------------</td>
<td>------------</td>
<td>--------------------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td></td>
<td>Objective 5 identifies the area as having a role to play in encouraging interaction between the public realm and development uses such as cafes to create an area that draws people through the area and to promote interaction with the space.  Objective 6 seeks to encourage development that promotes local distinctiveness and to promote community involvement through the provision of public art. The brief acknowledges the role that art installations can have on giving the public realm character and identity.  Section 14 of the brief identifies the area as being within an area of archaeological significance; developers will need to have regard for the implications of this with regard to site assessment and evaluation.  Section 15 identifies a range of applicable planning policies, including shops, professional services, eating and drinking non-residential institutions, and other acceptable uses.</td>
<td>[✓]</td>
<td></td>
</tr>
<tr>
<td>Local needs met locally</td>
<td>No discernible impact</td>
<td>[✓]</td>
<td></td>
</tr>
</tbody>
</table>

Local needs met locally
<table>
<thead>
<tr>
<th>Sustainable Development Aim</th>
<th>Commentary</th>
<th>Impact of activity</th>
<th>How can it be enhanced or mitigated</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A transport network</strong> which maximises access whilst minimising detrimental impacts</td>
<td>Objective 1 acknowledges the importance of the Cartergate area as a ‘gateway’ to and from St James’ Square. The brief seeks measures to improve the quality of linkages such as the underpasses to improve the quality of the environment in a way that would promote walking for access to the town centre. Other concepts to improve pedestrian access are promoted. The Brief also promotes the improvement of the cycle network and new facilities to increase use of cycling as a means to accessing the town centre.</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td><strong>A quality build environment and efficient land use that make good use of derelict sites, minimise travel and promote balanced development</strong></td>
<td>Objective 4 on sustainable design identifies the need for proposals to consider the principles of good quality design. It also identifies the need to use landscaping in defining public and private spaces, rather than hard features. Objective 5 places a requirement for developers to demonstrate how proposals will enhance the environment; in particular, through the provision of soft landscaping.</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Sustainable Development Aim</td>
<td>Commentary</td>
<td>Impact of activity</td>
<td>How can it be enhanced or mitigated</td>
</tr>
<tr>
<td>---------------------------------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-------------------</td>
<td>-----------------------------------</td>
</tr>
</tbody>
</table>
| Quality housing available to everyone       | Objective 3 promotes mixed-use development that will deliver a component of residential housing.  
Objective 4 on sustainable design identifies the need for proposals to consider the principles of sustainable design.  
Section 15 identifies a range of applicable planning policies, including housing. | Positive           |                                   |
| A biodiverse and attractive natural environment | Objective 1 identifies opportunities to enhance the car park environment and the pedestrian approach to the town centre with the introduction of landscaping features such as planting to act as a visual break.  
Objective 4 identifies the need to consider landscaping in defining public and private spaces and to promote the provision of tree and low level planting.  
Objective 5 places a requirement for developers to demonstrate hose proposals will enhance the environment; in particular, through the provision of soft landscaping | Positive           | To section 5, include a reference to PPS9 on biodiversity |
| Minimal pollution levels                    | Objective 4 on sustainable design identifies the need for proposals to consider the principles of sustainable design that will have a positive impact promoting minimal uses of toxic substances in building design.  
Tree and low-level planting will take out some pollutants in the atmosphere | Positive           |                                   |
<table>
<thead>
<tr>
<th>Sustainable Development Aim</th>
<th>Commentary</th>
<th>Impact of activity</th>
<th>How can it be enhanced or mitigated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimal greenhouse gas emissions and a managed response to the effects of climate change</td>
<td>Objective 4 on sustainable design identifies the need for proposals to consider the principles of sustainable design that will have a positive impact on the prudent use of energy. The objective also highlights the need to proposals to be adaptable and responsive to the threat of hazards such as flooding. Section 14 identifies the area as being within an area of flood risk. Due regard to the Strategic Flood Risk Assessment will need to be taken.</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Prudent and efficient use of <strong>energy and natural resources</strong> with minimal production of waste</td>
<td>Objective 4 on sustainable design identifies the need for proposals to consider the principles of sustainable design that will have a positive impact on the prudent use of energy, materials and water.</td>
<td></td>
<td>✓ On paragraph 13.27, include a requirement to consider the use on-site electricity generation technologies On paragraph 13.28, consider establishing a standard for proposals to achieve. It is suggested that proposals demonstrably consider measures that achieve an excellent rating</td>
</tr>
<tr>
<td>Social inclusion and equity across all sectors</td>
<td>Objective 3 promote mixed-use development, while objective 4 accessibility objectives.</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
Development Brief
Cartergate, Grimsby:

Environmental Service
Civic Offices
Knoll Street
Cleethorpes
North East Lincolnshire
DN35 8LN