

# HARTLEPOOL

## Town Centre Masterplan

Summary Masterplan  
Report



May 2021





# Foreword

*There is no doubt that Hartlepool has a great future ahead of it. We have already started developing an exciting new chapter for the town and investing in our ambition. There is much to be optimistic about with the creation of a Freeport and the development of the new Highlight leisure attraction at the Marina. This is in addition to the fantastic opportunities provided by the new Film and TV Studios at the Northern School of Art, and the expansion of the National Museum of the Royal Navy Museum.*

*To complement these investments we need to create an attractive and welcoming town centre that acts as a focal point and hub for the local community. We want to create exciting new uses, attractive friendly safe spaces, and new reasons to visit the town centre.*

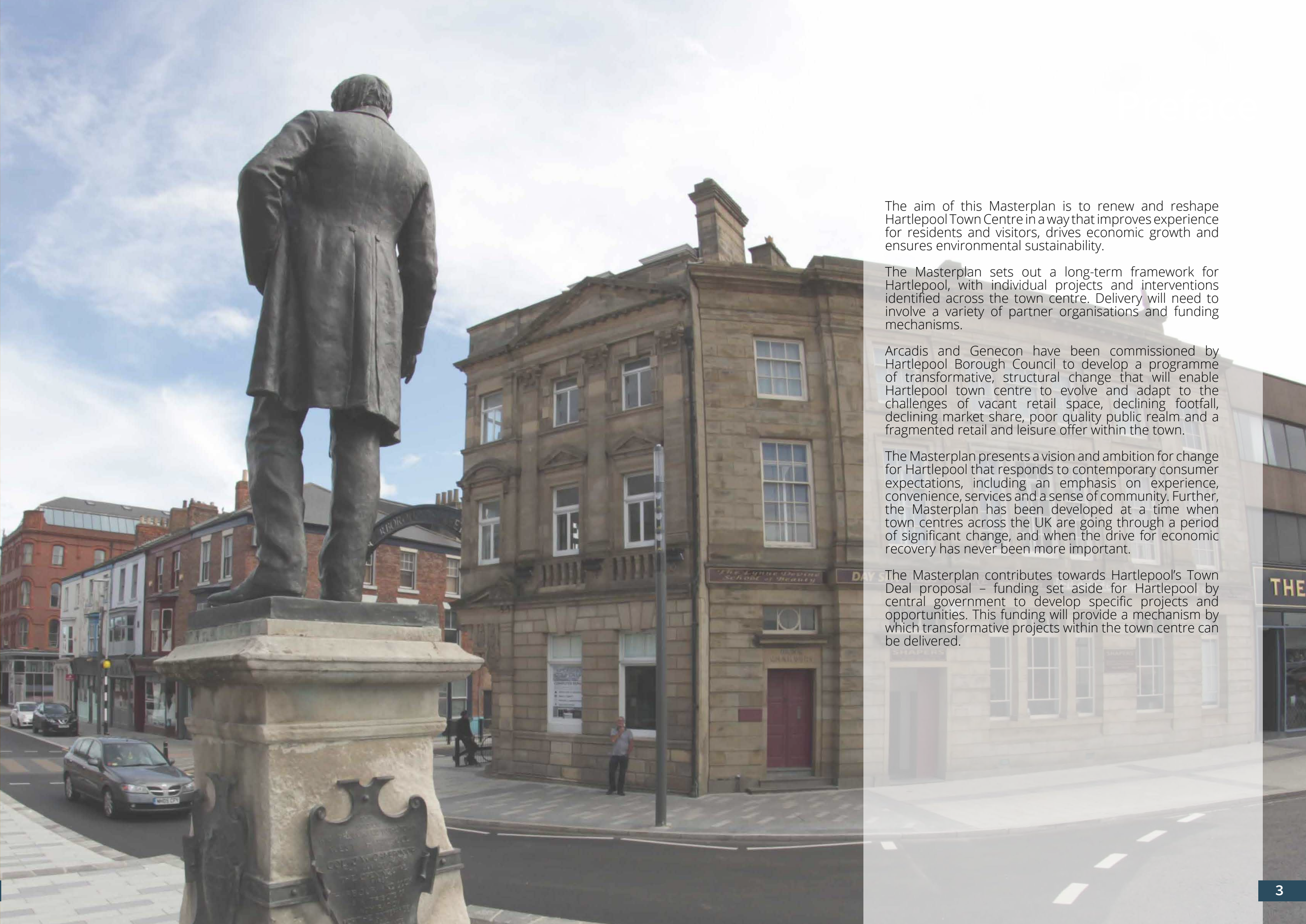
*High quality development is key to getting this right. This is where the masterplan is critical; presenting a realistic framework that recognises the importance of the town centre in serving the local community. The strategic framework presented in this Masterplan is both visionary and honest. It clearly articulates the level of ambition within Hartlepool to grow the local economy and create a town centre where people want to live, work and invest.*

*The development of this masterplan demonstrates a local commitment to achieving positive goals, not only for the town centre, but for Hartlepool as a whole. The continued involvement of local people in the implementation of the priorities identified within this framework will be a vital determining factor of success. I would like local people and businesses to join with me and work together in delivering this masterplan, and create a thriving town centre that we can all be proud of.*

Denise McGuckin  
Managing Director  
Hartlepool Borough Council



Councillor Shane Moore  
Leader of  
Hartlepool Borough Council



The aim of this Masterplan is to renew and reshape Hartlepool Town Centre in a way that improves experience for residents and visitors, drives economic growth and ensures environmental sustainability.

The Masterplan sets out a long-term framework for Hartlepool, with individual projects and interventions identified across the town centre. Delivery will need to involve a variety of partner organisations and funding mechanisms.

Arcadis and Genecon have been commissioned by Hartlepool Borough Council to develop a programme of transformative, structural change that will enable Hartlepool town centre to evolve and adapt to the challenges of vacant retail space, declining footfall, declining market share, poor quality public realm and a fragmented retail and leisure offer within the town.

The Masterplan presents a vision and ambition for change for Hartlepool that responds to contemporary consumer expectations, including an emphasis on experience, convenience, services and a sense of community. Further, the Masterplan has been developed at a time when town centres across the UK are going through a period of significant change, and when the drive for economic recovery has never been more important.

The Masterplan contributes towards Hartlepool's Town Deal proposal – funding set aside for Hartlepool by central government to develop specific projects and opportunities. This funding will provide a mechanism by which transformative projects within the town centre can be delivered.



Document Control

Author	Project Team
Checker	Alison Powell
Report No	10040485
Date	May 2021

This report has been prepared for Hartlepool Borough Council, in accordance with the terms and conditions of appointment. Arcadis Consulting (UK) cannot accept any responsibility for any use of or reliance on the contents of this report by any third party.

Doc Version	Comment	Date	Author	Checker
01	Draft	May 2021	Project Team	Alison Powell

The precedent images in this report may be subject to copyright so not for external circulation

01

# Hartlepool Now



# 01 Hartlepool

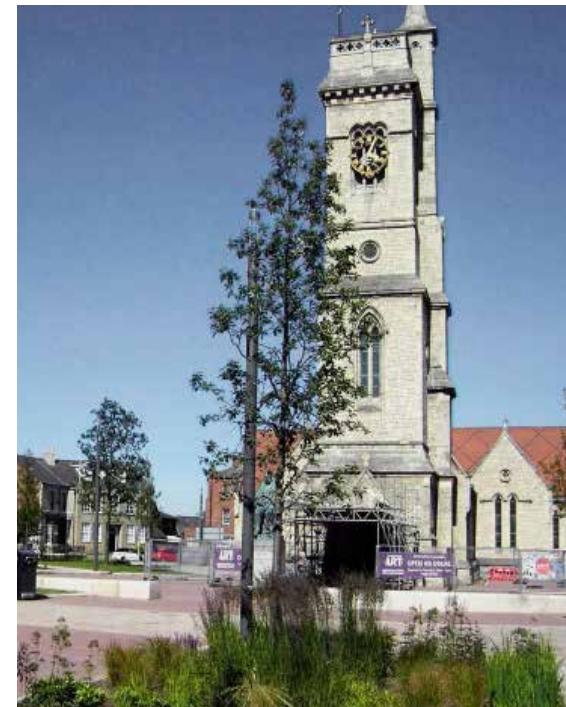
## 1.1 Introduction

Hartlepool is a coastal port town in north-east England. It has a rich maritime history and has been a safe haven, landing and trading point for hundreds of years. The town has gradually evolved over time to support new industries and land uses, which have changed how the town looks and feels. There is much to celebrate within Hartlepool, not least the fierce community spirit and passion for their town amongst Hartlepudlians.

Like many other towns across the UK, Hartlepool has experienced challenges in recent years, which have had profound effects on the town's economy, on society and on the local environment. The Masterplan presents an opportunity to rediscover what is great about Hartlepool for current and future generations to enjoy.

The impact of the Covid pandemic has had a profound effect on the people and businesses of Hartlepool over the previous 12 months. The Masterplan presents a timely opportunity to begin the re-building process and provide an optimistic new future for the town.

Hartlepool has evolved from a market town/fishing port through to an industrialised naval town with a range of activities and land uses.



PHOTOGRAPHS OF HARTLEPOOL NOW

## 1.2 Hartlepool Now

Hartlepool has a population of over 93,000. The town continues to sustain a producing economy – around 12% of employment in Hartlepool is in manufacturing, compared to 8% nationally.

Hartlepool remains an important sub-regional service centre, with almost a third of jobs in the town being in the retail, education and healthcare sectors. In the town centre, economic activity is strongly concentrated in retail and public service provision, with almost half of jobs in the central part of the town focused in retail, food, local government or education.

Hartlepool is a town which has grown on change, evolution and reinvention. Hartlepool today is a mixture of old and new, a town which continues to adapt to changing circumstances.



FIGURE 1.1: TIMELINE OF HARTLEPOOL



### 1.3 Hartlepool Town Centre

Hartlepool town centre comprises the following distinct quarters:

- Waterfront
- Leisure and Civic Quarter
- Middleton Grange Shopping Centre
- Church Street Area (Innovation and Skills Quarter)

One of the key challenges is to join these various quarters together to create an integrated town centre with a distinct identity.

The lack of a defined heart has been raised by stakeholders as a key issue to be addressed. At present visitors to the town may visit the shopping centre, college, the football club or the waterfront area for a specific reason but without necessarily feeling they have arrived in the town centre.

There is also the need to improve vehicle access to the new leisure centre and National Museum of the Royal Navy from Marina Way. This should look at a new right turn when travelling North.

The question of where is the town centre and the heart of the town is a key challenge for the masterplan.

“Need to decide what we are doing with the town centre as lots of the shopping experiences cafes etc are now dispersed throughout the town.”

“For me it’s a small town so we need a hub to focus most of the shops cafe’s restaurants and then they would each benefit from each other.”

“We need to create a more cosmopolitan town centre where independent businesses thrive”

“We need to revamp old buildings around the town centre area”

Quotations from Hartlepool Local Residents Survey

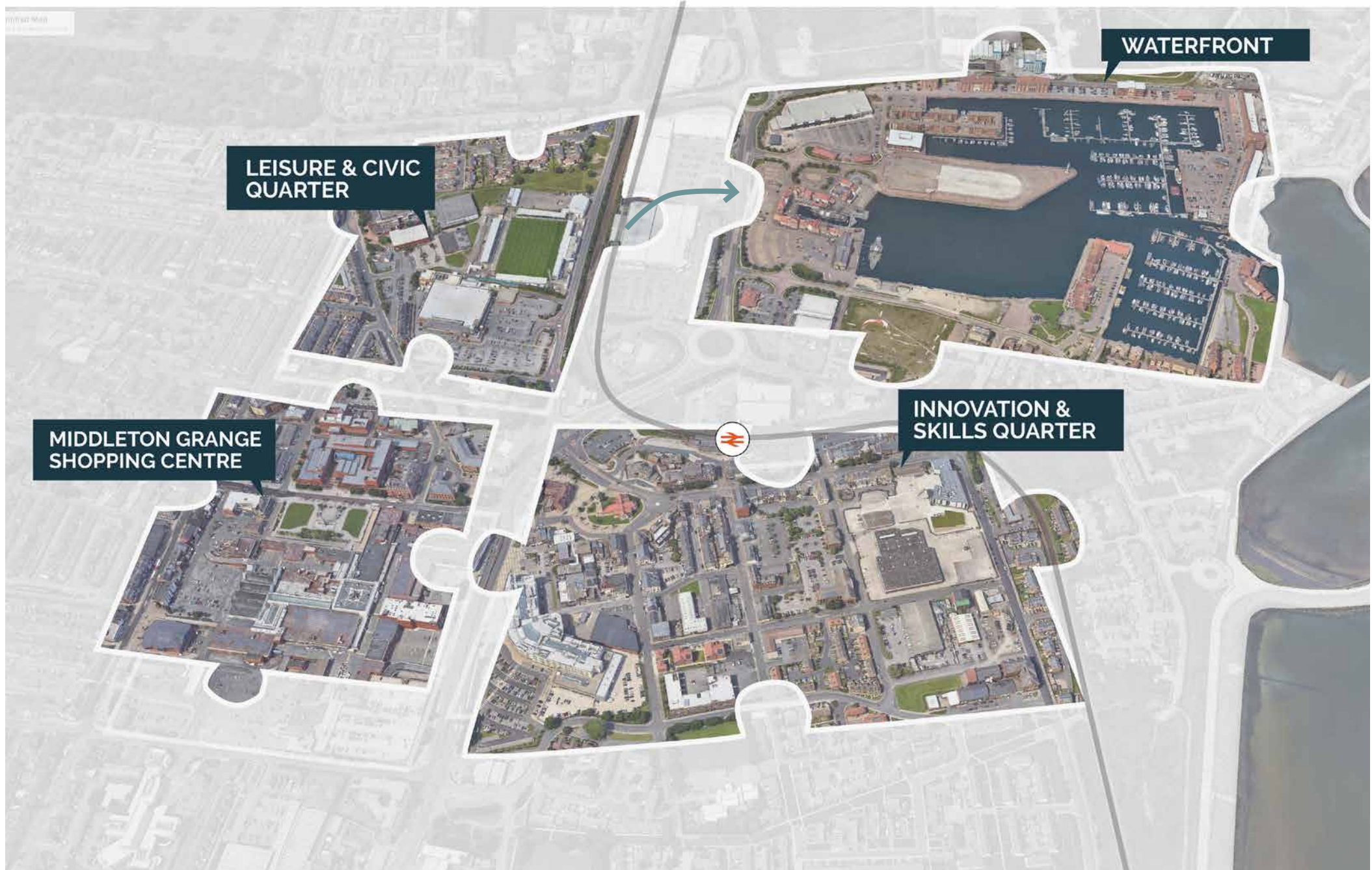


FIGURE 1.2: AERIAL DIAGRAM OF THE TOWN QUARTERS

### 1.4 The Heart of Hartlepool

Historically, the centre of Hartlepool was focused on the former Christ Church (now art gallery), the Binns building, and the town hall. Immediate surroundings comprised a network of predominantly terraced residential streets, with the area north of the station dominated by dock-related activities.

Over time, the dockland area has been transformed into the waterfront and marina seen today. The network of residential streets has been diluted with the introduction of industrial, retail and commercial uses, and with the location of the Middleton Grange shopping centre pulling the retail core of the town further to the south. For many people, it is no longer evident where the town centre, or ‘heart’ of Hartlepool, a fundamental feature of local identity, is located.

Creating a new heart for Hartlepool has been a subject of considerable discussion during the masterplan process. It has an important role in restoring a town centre identity, consolidating a range of spaces and land uses, focusing on the town’s heritage and ensuring connectivity to other parts of the town such as the waterfront, the football club and education facilities.

In defining a new heart, consideration is needed as to the type of town that Hartlepool sees itself becoming. The vision for Hartlepool is as a ‘vibrant and liveable waterfront market town’ embracing leisure, living and learning.

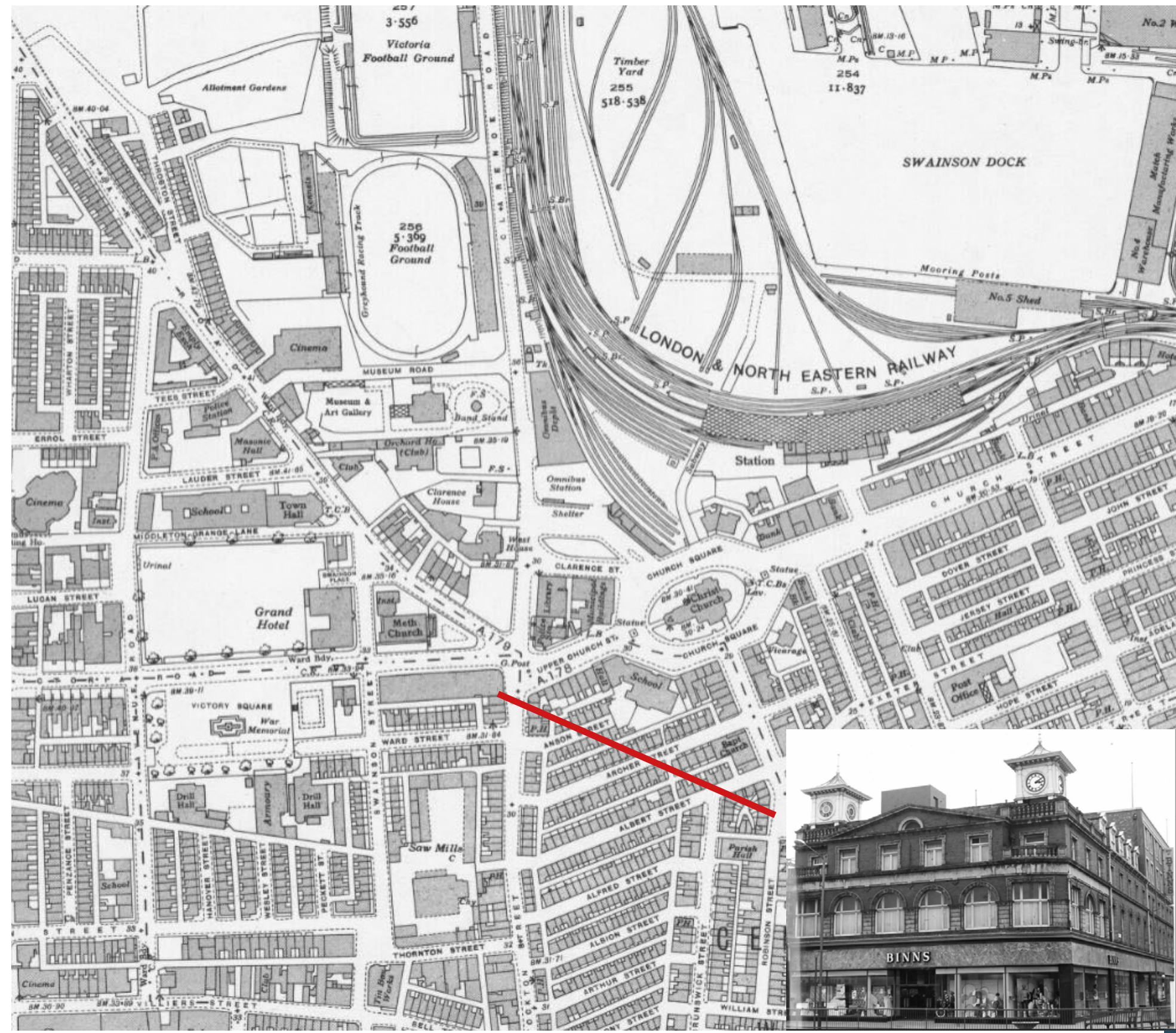


FIGURE 1.3: HISTORIC HEART OF HARTLEPOOL



## 1.5 Consultation to date

The Masterplan has been informed by an extensive consultation process – with members of the public, with businesses and with a range of other stakeholders (for example Hartlepool Borough Council, the Tees Valley Combined Authority, representatives of key organisations operating in Hartlepool, third sector organisations such as Hartlepower and key landowners). Consultation and engagement has primarily been virtual, due to the Covid-19 pandemic and restrictions around face to face meetings; however, one to one meetings, workshops and attendance at various forums have provided a breadth of information about the current situation within Hartlepool and where areas of challenge may exist.

Two online surveys have been live during the summer of 2020, asking local people and local businesses what they think about Hartlepool as a place to live, work and visit, identifying how people currently use the town centre and identifying both priorities and opportunities for Hartlepool in the future.

The online local residents survey, which was completed by 463 people, highlighted that although there was much to be positive about in relation to Hartlepool as a place to live, work and visit, there was equally a recognition that the town centre needed to change in order to meet the needs of local people. Many opportunities were identified – particularly in relation to the retail offer of the town centre, the need for more jobs and training opportunities, and bringing empty buildings back into viable use.

A total of 71 businesses responded to a separate online survey. Factors considered to be holding Hartlepool back as a place to do business include the quality of Hartlepool town centre as well as perceptions of Hartlepool as a place. Priorities for the future included improving the image of the town.

463

Resident's responses

71

Business responses

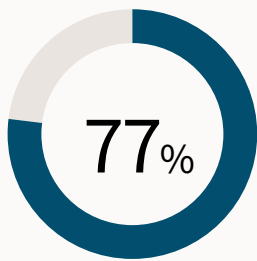
## Our Businesses told us

### Local Businesses Survey

Priorities of Hartlepool as a location for business:

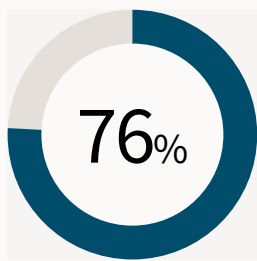
- More and better **support** for businesses
- Enhanced **town centre and retail core**
- Improved **image & identity** town centre
- Sort out town centre **parking**

Portion of Businesses that felt



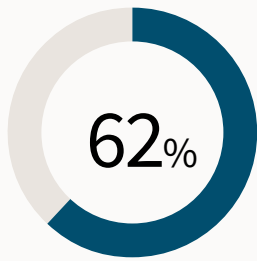
#### Perceptions

of the town held back Hartlepool as a place for business



#### Quality

of the town centre was a problem



#### Retaining staff

was an issue (and attracting staff)

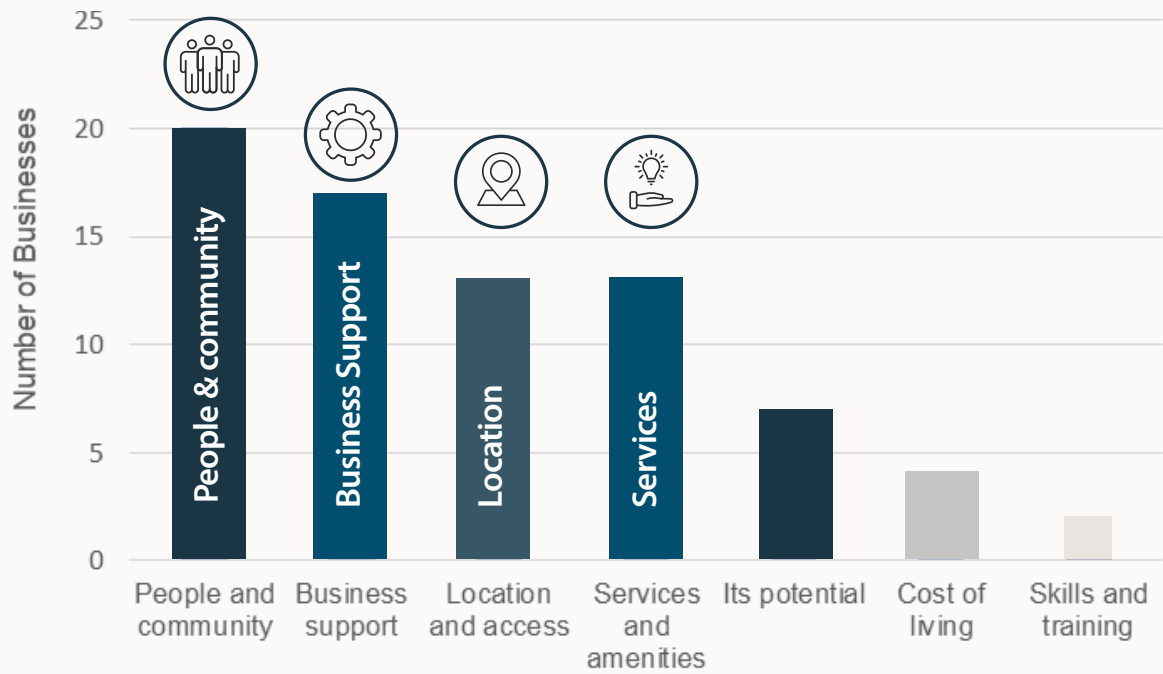
FIGURE 1.4: LOCAL BUSINESS SURVEY

*“Negative perceptions from people outside of the town, whose views are tainted by very negative media representations”*

*“Lots of networks, but they seem to be in competition rather than joined up. This is a small town, and it should be easier to be more connected”*

*“People are passionate about their town and where they live”*

What makes Hartlepool a Good Place to be in Business:



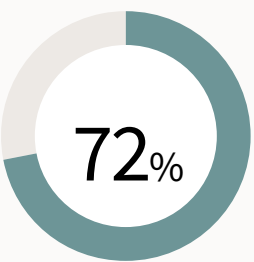
## Our Residents told us

### Local Residents Survey

Priorities of Hartlepool:

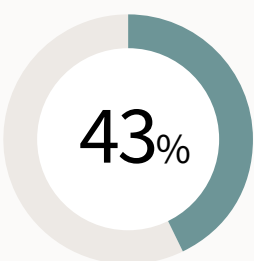
- Making Hartlepool an **attractive place** to live, work and visit
- Availability of **jobs**
- **Regenerating** town centre
- **Visitor** attractions (hotels, places to visit)

Portion of residents that would visit town centre more frequently if:

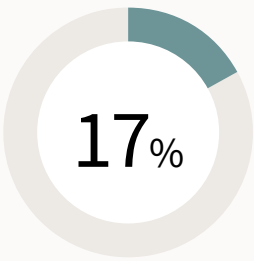


**Retail offer** was improved

(better quality, more variety, greater number, more specialist and independent shops)



**Parking** was improved



**Environment** felt clean & safe

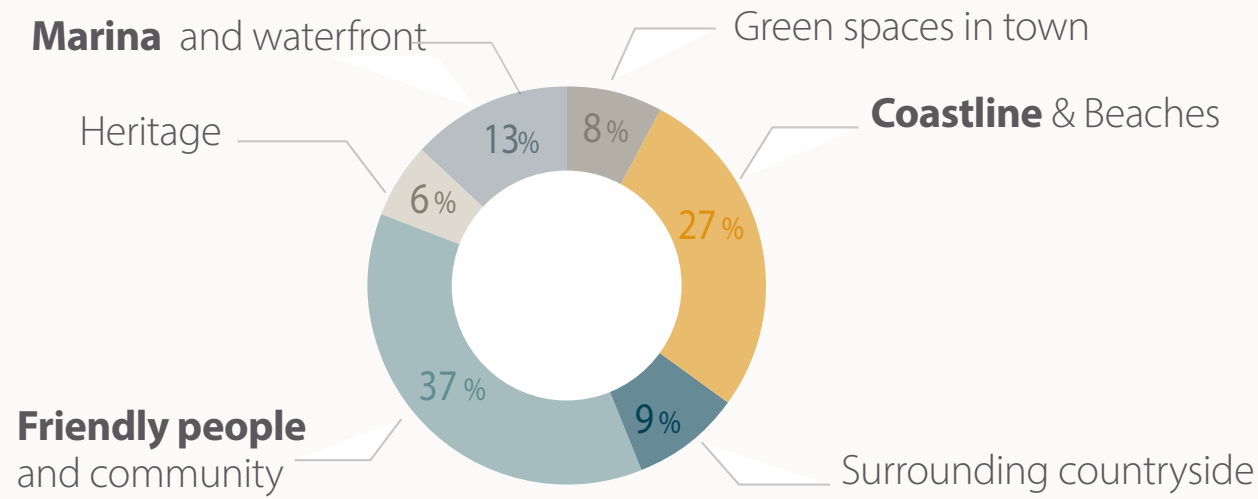
FIGURE 1.5: LOCAL RESIDENTS SURVEY



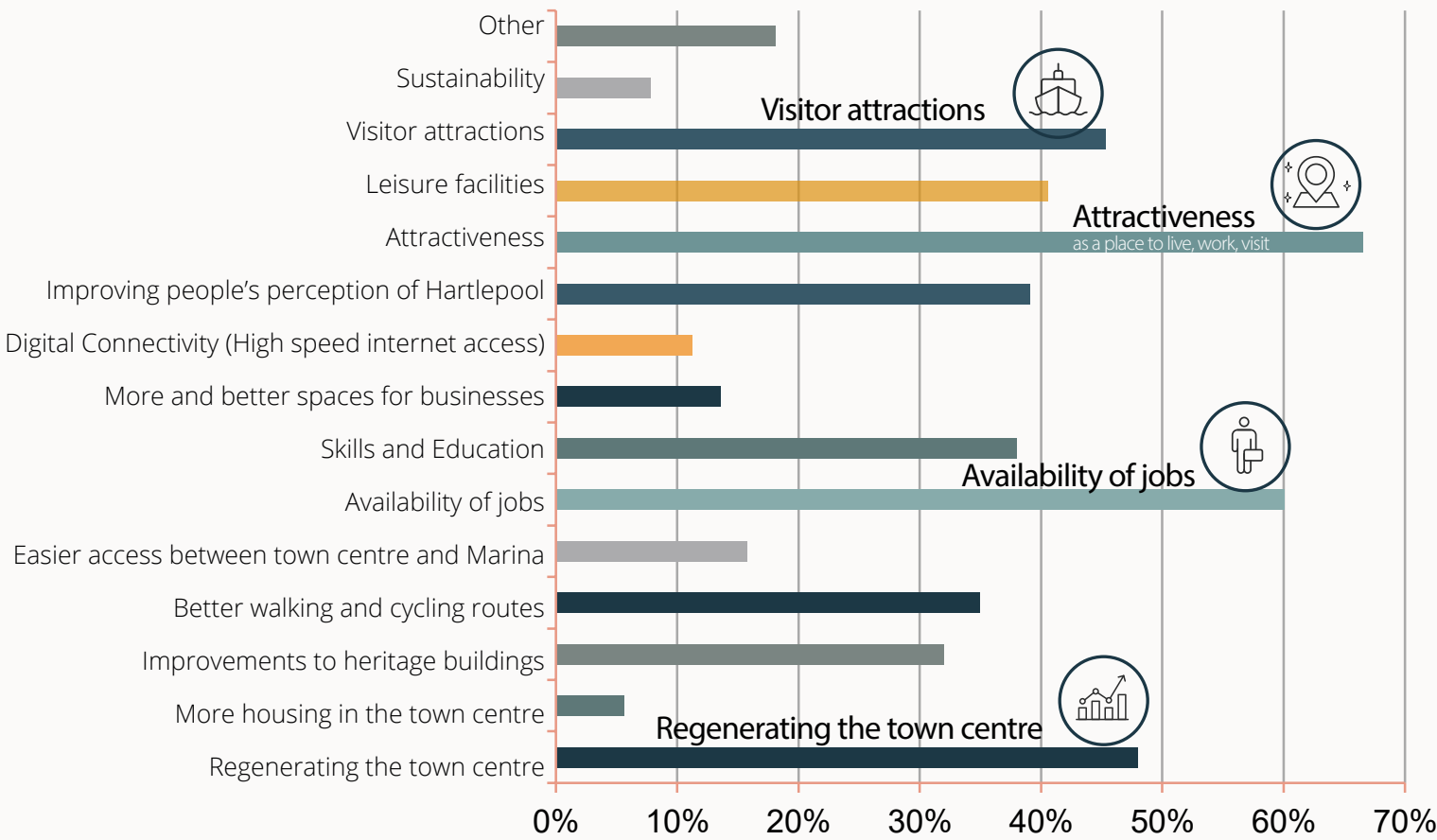
A fifth

refer to Hartlepool's **community spirit** and **friendly people**

These are the things local people say they love about Hartlepool:



#### Top Five Priorities for Improving Hartlepool







# 02

## Vision



# 02 Vision

## 2.1 Vision for Hartlepool in 20 years

### Rediscovering a market town for the 21st century

The masterplan vision has been developed to provide a clear path for future growth of Hartlepool Town Centre over the next 20 years. We have analysed where Hartlepool Town Centre currently is economically and spatially.

We have engaged the community through online surveys and consultation and have been encouraged by the potential Hartlepool has through its existing community assets and geographical location. The vision will provide a tool for 'Reinventing Hartlepool' – A market town for the 21st Century. Instilling enhancements throughout the town centre and solidifying opportunities to provide 'A well connected vibrant and liveable waterfront market town moving Hartlepool towards a future of leisure, living and learning.'

Through the process of delivering this vision and transforming Hartlepool, the town centre will be transformed to showcase itself as a well-connected waterfront market town. It will also build on the town's strong local heritage and cultural associations. Hartlepool will enhance opportunities for the community and its coastal reach due to its regional position and the areas national environmental assets.

The town centre, through the progression of change, will have a clearly defined heart which will provide an epicentre of activity and enable all residents and age groups to enjoy a space for creativity, innovation, consolidated retail and flexible commercial spaces mixed with town council services. With the combination of these activities, Hartlepool will provide the transformational change with a new beating heart moving towards a zero carbon future and reinventing itself as a leading and vibrant market town destination within the Tees Valley.

*'A well connected vibrant and liveable waterfront market town moving Hartlepool towards a future of leisure, living and learning'*



COLLAGE OF THE VISION FOR HARTLEPOOL



## 2.2 Strategic Themes

In order to meet the challenges and opportunities facing Hartlepool the masterplan promotes the adjacent strategic themes that will be used to focus and target investment; Growing, Connecting, Developing and Placemaking.

### CONNECTING

- Road
- Rail
- Bus
- Active Travel

### PLACE-MAKING

- A New Heart
- Public Realm
- High quality design
- Urban greening
- Local distinctiveness

### GROWING

- Housing
- Employment
- Town Centre
- Leisure

### COMMUNITY

- Community development
- Skills and Jobs



FIGURE 2.1: STRATEGIC THEMES

## 2.3 Wave of Regeneration

A key concept of the masterplan is the 'wave of regeneration'. The 'wave' is focused on the central axis of the town which encompasses the Civic Quarter, Middleton Grange Shopping Centre, the Art Gallery and Church Street to the waterfront. By targeting investment in this area it is intended that transformational change will ripple out and encourage investment in other parts of the town, linking into other projects and initiatives

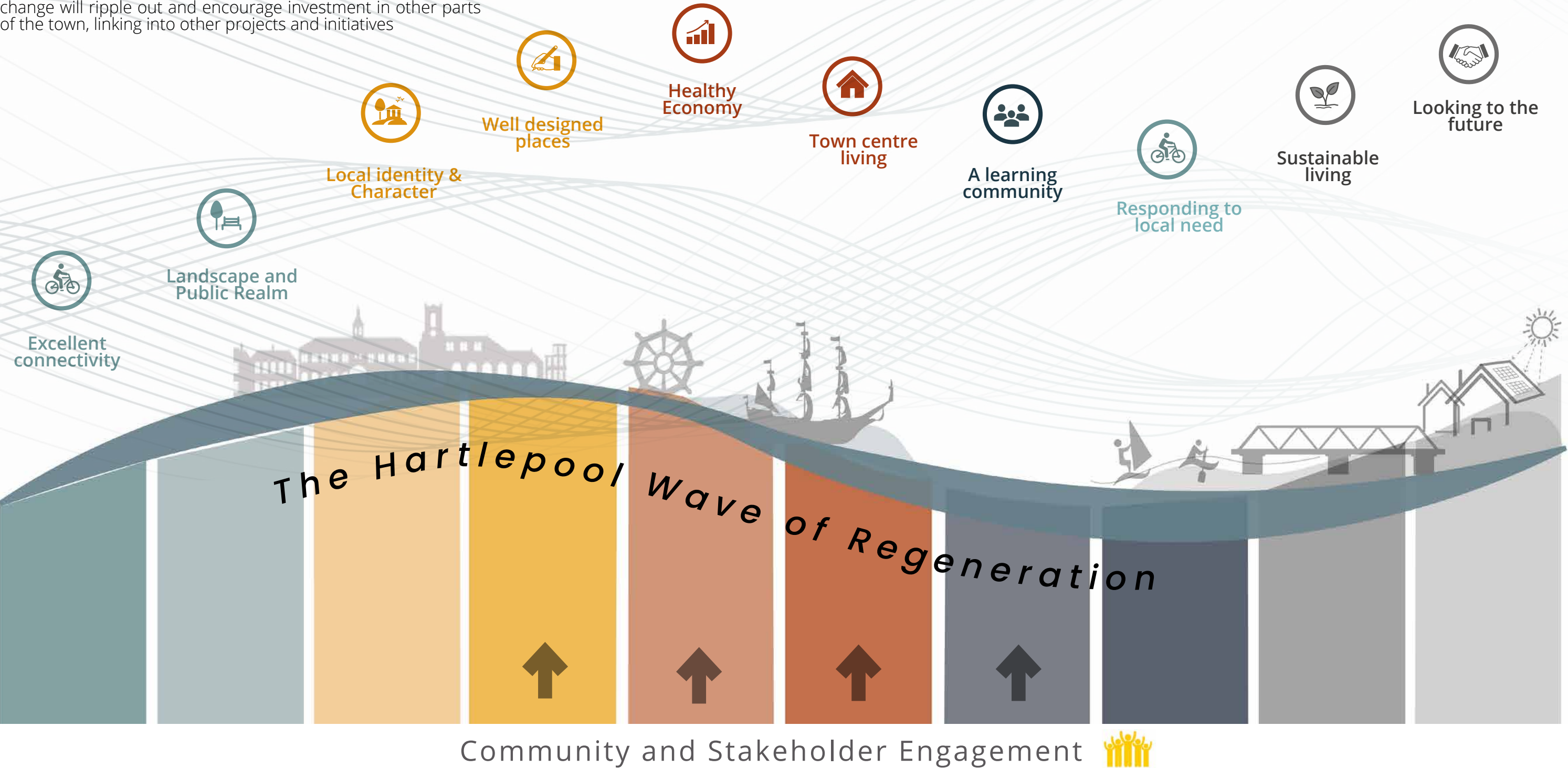


FIGURE 2.2: THE HARTLEPOOL WAVE OF REGENERATION



2.4 Principles

Whilst this is the overarching vision, a number of key design principles and objectives have also been formulated.

 Responding to local need	 Excellent connectivity	 Local identity & Character	 Well designed places	 Landscape and Public Realm	 Town centre living	 A learning community	 Sustainable living	 Healthy Economy	 Looking to the future
<ul style="list-style-type: none"><li>Local Plan context and housing growth requirements</li><li>Meaningful community and stakeholder engagement</li><li>Encourage town centre living</li><li>Provision of an appropriate range of housing types, sizes and tenures to meet local need</li><li>Leisure provision for a range of activities and ages</li><li>Creating the opportunity for new jobs, retaining existing businesses</li></ul>	<ul style="list-style-type: none"><li>A town that is well connected, readily understood and easily navigated</li><li>Create a well-connected town centre which erodes the existing north-south movement barriers and promotes east-west movement opportunities</li><li>Promote sustainable transport modes and active travel while retaining the A689/A179 as a key vehicular movement corridor</li><li>Integrate the town's quarters through stronger links</li><li>Connected and integrated movement between the town centre and the wider area and coastal landscapes</li><li>Connectivity throughout the masterplan area through a strong network of footpaths and cycle links</li><li>Good digital connectivity</li></ul>	<ul style="list-style-type: none"><li>Respect the wealth of local heritage and historic buildings</li><li>Establish a distinct identity for each town quarter and a strong 'sense of place' to the development reflecting the area's maritime history</li><li>Create a positive image by developing experience lines from key points or arrival, such as the railway station and marina</li><li>Creation of a place and destination that people choose to live, work and play with its own unique character and identity</li><li>To improve the image and identity of the area by creating a distinctive style and brand for the town centre streetscape</li></ul>	<ul style="list-style-type: none"><li>Create a high quality and cohesive town centre environment to create a high quality leisure, shopping and cultural experience.</li><li>To define the 'heart of the town' through new development and public spaces linked into the wider town centre areas.</li><li>Commitment to quality</li><li>Creation of a high quality public realm</li><li>A safe environment</li><li>Exemplary - based on the very best practice in urban design</li><li>High quality, innovative and sensitive architecture</li><li>A townscape that is rich, varied and sympathetic to the local area</li><li>Create a dynamic hierarchy of streets and street scenes</li><li>Provision of public art to provide key local landmarks and areas of interest</li></ul>	<ul style="list-style-type: none"><li>Create a high quality, safe, green and attractive public realm linking key arrival and destination points, and a series of high quality linked public open spaces.</li><li>Transformative introduction of green infrastructure features</li><li>Multi-functional open space and public realm network</li><li>Urban tree planting</li><li>Links to existing wildlife and landscape sites</li><li>A strong landscape and green space structure focused on the provision of green links and the creation of a green ring around the town</li></ul>	<ul style="list-style-type: none"><li>A variety of high quality residential provision and new residential uses which creates a strong long term residential community</li><li>Create commercially viable residential developments which will sustain and drive value in the long term</li><li>A mix of housing typologies and character to provide greater choice, quality and diversity of housing across all tenures to meet the needs of residents</li></ul>	<ul style="list-style-type: none"><li>Encourage a creative learning community</li><li>Promote innovation and technology</li><li>Encourage the provision of supportive uses and facilities</li><li>Develop a unique campus brand for the Innovation and Skills Quarter</li><li>Supporting the expansion plans of existing educational establishments</li></ul>	<ul style="list-style-type: none"><li>Use sustainable solutions to promote clean growth and carbon neutral aspirations</li><li>Promote the objectives of sustainable development which shifts Hartlepool towards a more sustainable future</li><li>Put environmental integration and sustainability at the heart of the town</li><li>Promote sustainable transport measures - walking, cycling public transport &amp; user safety</li><li>Increase energy efficiency and require the use of renewable energy sources</li><li>Maximise low carbon opportunities to reduce carbon emissions</li><li>Promote the sustainable use of natural resources and an efficient use of land</li></ul>	<ul style="list-style-type: none"><li>Promote a healthy town centre retail offer</li><li>Support innovative business and investment partners</li><li>Encourage business inspiration</li><li>Protect local jobs and businesses</li><li>Promote the green economy</li><li>Identify interventions which are a catalyst for regeneration and which promote high quality contemporary development and land uses in response to local need</li></ul>	<ul style="list-style-type: none"><li>Flexible framework which is adaptable to changes to the market and demand and resilient to future requirements</li><li>Smart and sustainable</li><li>Long term stewardship</li><li>Meaningful engagement</li><li>Effective management and stewardship</li><li>Partnerships for growth opportunities</li><li>Forward thinking and outward looking, but practical, achievable and aspirational</li><li>A carbon net zero town</li></ul>







03

# Masterplan Development



### 3.1 Zones for Change

The masterplanning process has identified the key areas of the town likely to undergo major change over the next few years reflecting planning policy, planning applications and emerging development proposals. Our property market review sets out current and emerging market trends in relation to retail, leisure and housing. The review also suggests that Covid 19 will accelerate the changing patterns already in motion.

These zones of change are driven by a number of key influencers and drivers which are summarised on the adjacent diagram. Land uses and activities within these zones of change will need to respond to each of these influencers and drivers in order to achieve transformative change.

In recent years, Hartlepool town centre has been described in terms of quarters, providing a general overview of prevailing land use in each area. Our analysis has shown that these quarters have the potential now to change quite dynamically, taking on a more mixed use character throughout each area. The introduction of residential uses throughout the town centre will assist in providing more activity and vitality.

The ultimate aim for Hartlepool is for the whole to be more than the sum of the parts. The zones of change can enable complementary uses, stronger connections and greater integration, ultimately ensuring a more unified town centre experience for residents and visitors alike.

**The key influencers and drivers for the town centre are summarised as follows:**

- 1 Middleton Grange - Retail Core
- 2 Civic Quarter: Redevelopment
- 3 Railway Station Expansion: Gateway & Connectivity
- 4 Waterfront destination: Proposed Leisure Centre and Events Space
- 5 National Museum of the Royal Navy Expansion Plans and Potential Housing Development
- 6 Education Expansion – College of FE and Film Studios
- 7 Hartlepool United Football Club expansion
- Urban Living

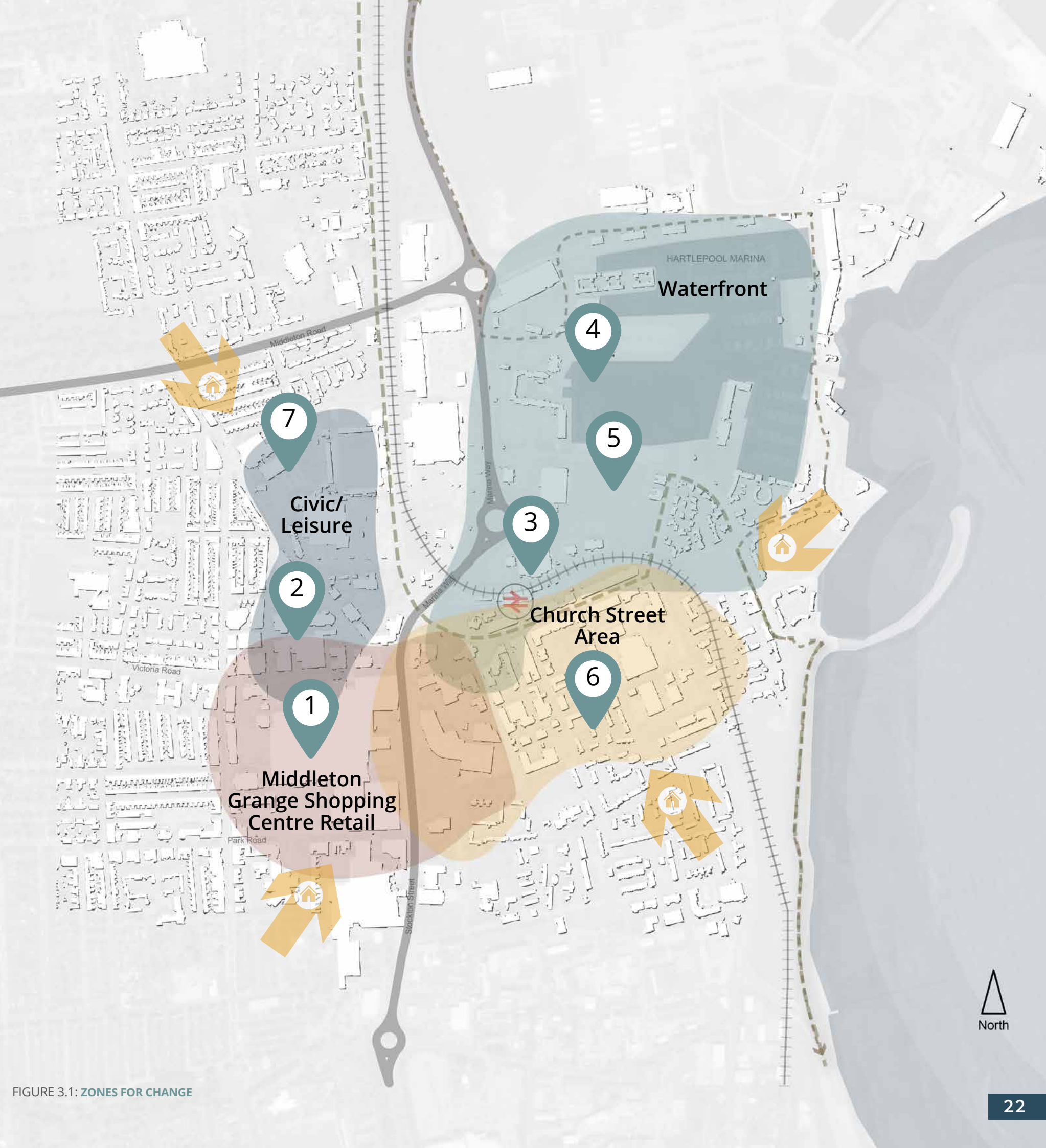


FIGURE 3.1: ZONES FOR CHANGE

### 3.2 Big Moves

**The Priority Areas and Big Moves**

The objective for proposing the big moves is to identify projects which will be catalytic in nature and provide transformational change. The following 3 key moves are proposed to provide this catalyst for change as follows:

**1. Middleton Grange Shopping Centre (MGSC)**

As previously discussed this intervention is focused on defining the heart of Hartlepool at a key location in the town. The shopping centre itself has experienced declining footfall. Nearly three quarters of residents who responded to the online survey stated that they would visit the town centre more often if the retail offer was improved. Middleton Grange was referred to by many respondents as being 'tired' and 'outdated' in its design. In urban design terms there is a need for future development to break down the 'inward looking' mass of built form which has a negative impact on the street and creating a more positive 'outward looking' relationship with the wider area.

The heart will be a focus for new innovation and investment at a location which integrates the town's quarters. The aim is to create a compact, consolidated and connected town centre with a rich mixture of uses, where people can live, work and learn together within easy walking and cycling distance. The central location makes this a high profile site which will be pivotal in changing the public perception of the town centre.

**2. Waterfront Regeneration**

The vision for the area is to realise the potential of the waterfront and marina through redevelopment, connectivity and public realm enhancements. Developing the town's marine economic assets aims to encourage further private sector investment.

Community engagement has shown that people value Hartlepool's coastal location, the town's naval heritage and the potential associated with developing an attractive waterfront and marina area. Developing recreational and leisure activities and facilities that attract people to Hartlepool and encourage people to stay in the town, building on Hartlepool's heritage, remains an important consideration for local people and businesses alike.

The waterfront is going to be an area which sees significant change in the coming years. Ensuring that this change happens in a way which is integrated and conforms to a wider vision will ensure that a destination can be developed rather than a series of piecemeal projects. The waterfront area has potential for a number of new uses and activities including the following:

- new leisure centre
- expanded National Museum of the Royal Navy
- water-based activities
- waterfront connectivity and public realm.

**3. Transport Hub**

Improved connectivity across the town centre is one of the primary objectives of the masterplan. The vision is to provide continual connectivity from the Waterfront to the 'Heart of Hartlepool' retail core through a new pedestrian and cycle bridge across the railway.

The waterfront area has been cut off from the rest of the town centre because of the railway line and lack of appropriate crossing points for pedestrians and cyclists. Creating a new pedestrian and cycle bridge across the railway therefore creates a valuable link.

The creation of walking and cycling links and associated infrastructure, particularly between the town centre and waterfront areas, was a key theme to emerge from community engagement.

The provision of a new pedestrian bridge will therefore, play a key role in linking the new heart and the Church Street Area to the Waterfront promenade and marina. This intervention sits alongside Network Rail's aspirations for station enhancements including a new platform and platform links. This big move also seeks to complete the Waterfront route by connecting the existing public realm and promenade and providing new key public activity nodes. The proposed bridge is a key component in integrating the town centre quarters.

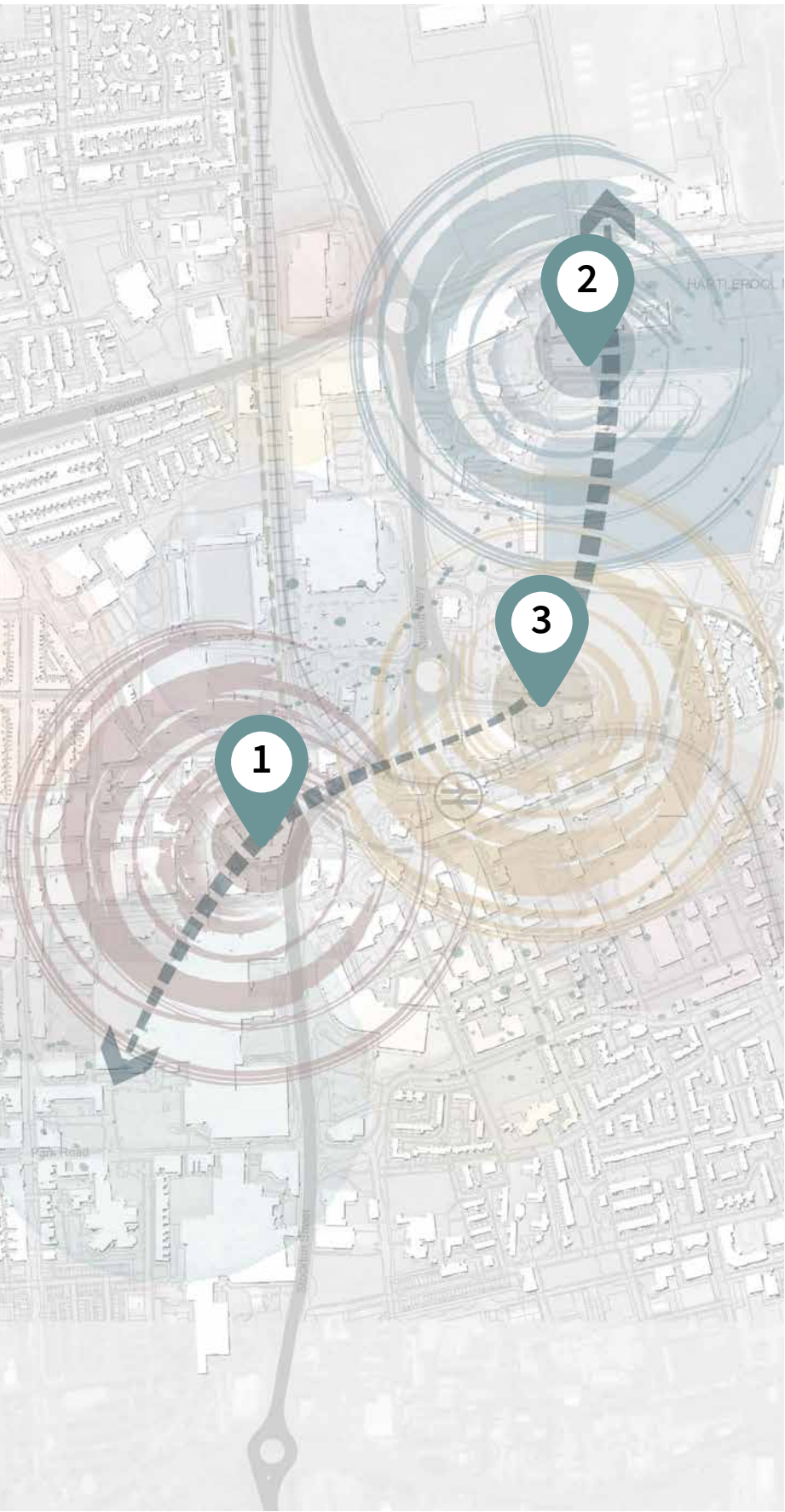


FIGURE 3.2: BIG MOVES



### 3.3 The Ripple Effect

#### Expanding the Reach of the Big Moves

Due to the catalytic nature of the big moves it is intended that transformational change will have a ripple effect. The ripple effect aims to expand the reach of the big moves to other parts of the town, linking into other projects and initiatives.

The masterplan proposes a number of further interventions to follow the delivery of the big moves as follows:

- a. **Film and TV Studios** - A film and tv studio development for commercial use alongside a new teaching building to support specialist technical and skills training for undergraduates studying on the School's stage and screen degrees.
- b. **Church Street** - enhancement of existing buildings to improve offer for food and beverage, retail and leisure.
- c. **Civic Quarter** - public realm enhancements and potential for redevelopment of council buildings
- d. **Wider Middleton Grange Shopping Centre** - phased approach to the enhancement of the shopping centre
- e. **Navigation Point** and **Wider Marina Area**
- f. **Wider town centre living**
- g. **Leisure Expansion**- opportunity for new mixed use development.
- h. **Church Street Area** environmental enhancement to create a 'campus' feel
- i. **York Road** - streetscape enhancement comprising new paving, street furniture and lighting to create a more pedestrian friendly environment
- j. **Victoria Road** enhancement to create a more traffic calmed environment to integrate the Civic Centre with Victory Square
- k. **Raby Road** enhancement to shopping environment.

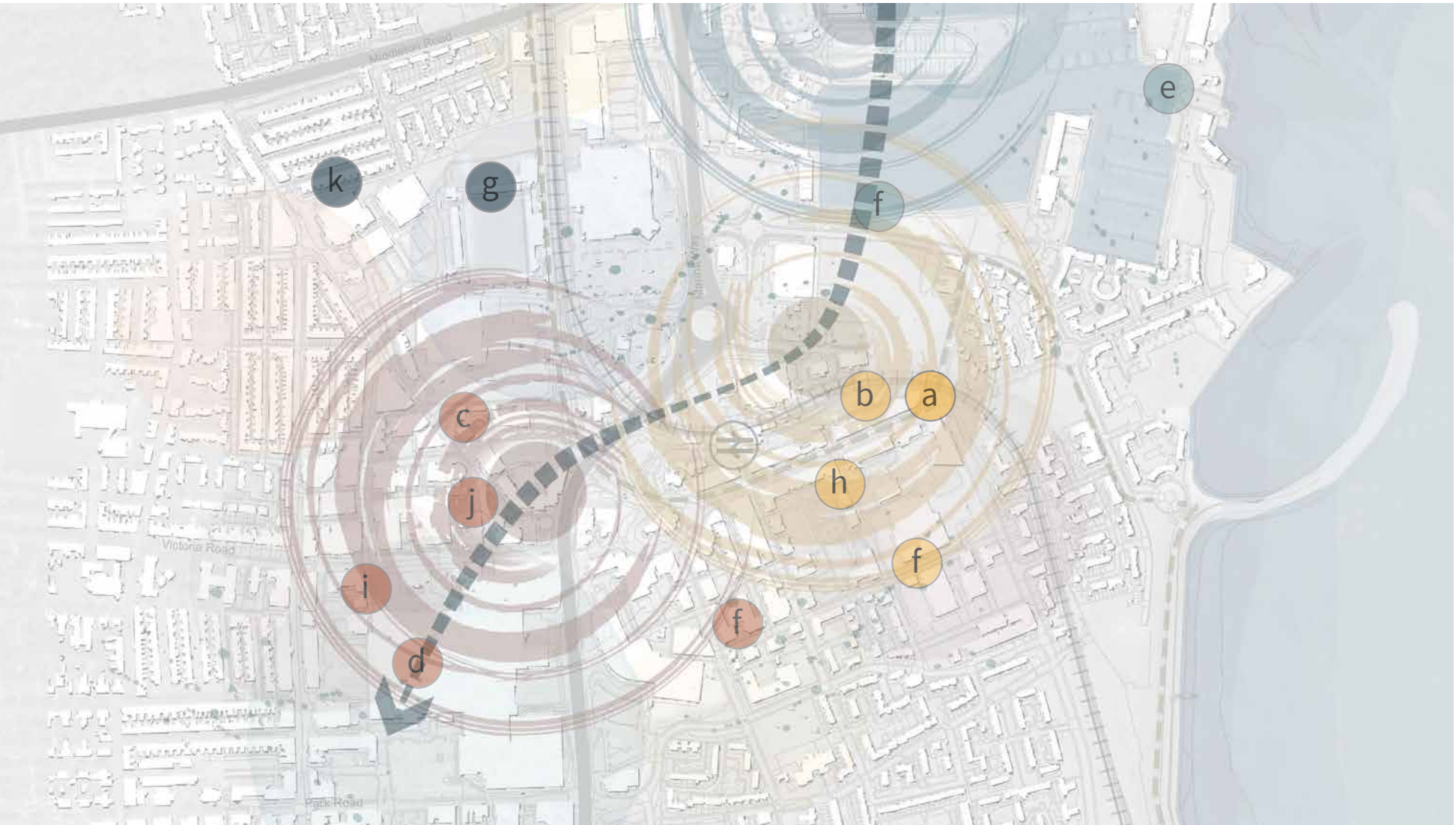


FIGURE 3.3: MAP OF PROJECTS

Middleton Grange Shopping Centre  
Waterfront Regeneration  
Transport Hub

### 3.4 A New Heart for Hartlepool

In considering the location for a new heart of the town we have thought about not only the historic context and current activity, but also the future zones of change discussed earlier. The heart of the town is not only about land use but also about activity for different user groups and the future function of the town.

Our analysis of the town centre points to the heart of the town being focused on the intersection of the A689 at Victoria Road hinged against the Middleton Grange shopping centre. This is on a key axis with Church Street and Victoria Road and can be considered the 'centre of gravity' between the York Road shopping area, Church Street and the waterfront.

The heart, therefore, represents a key intersection of all these key streets and the four quarters of the town, with the wider heart area encompassing the civic centre/council offices, art gallery, the railway station, Church Street and the college. In this wider sense the A689 plays an important role in terms of a vehicular arrival point, Church Street with the potential focus on food and beverage, and Victoria Road with the emphasis on retail and civic uses.

The location of the heart at this point is also important in terms of local distinctiveness, identity and legibility. The Binns building is a prominent listed building on this axis and a key landmark on the A689. This area is on a key desire line and connection between the town's retail area and the Church Street Area which has been strengthened by the recent public realm and crossing enhancements at this point.

It is envisaged that the heart will be a mixed-use area combining the facilities and activities from the currently spatially separated quarters into a central focus. The proposals for the Binns building (described in more detail in the interventions section of this masterplan) are intended to bring activity into the town centre, including flexible work/incubator space linked to the college, the introduction of residential uses and the opportunity for food and beverage uses.

The promotion of these assets are instrumental in enabling the town centre to thrive. Our vision will support increased activity and transformational change, thereby enabling growth and interest in investment opportunities, as well as contributing to local distinctiveness, identity and legibility.

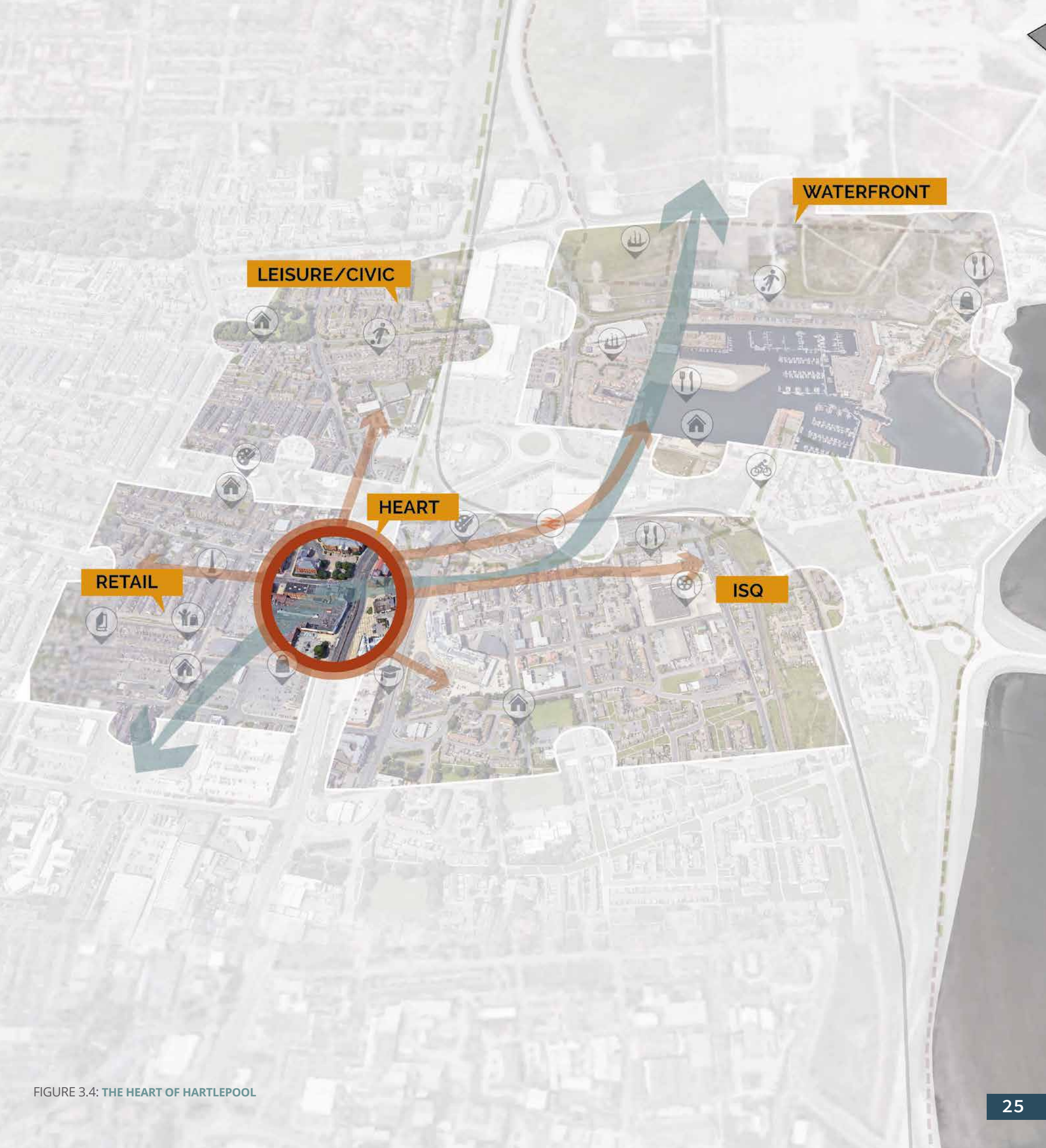


FIGURE 3.4: THE HEART OF HARTLEPOOL



### 3.5 Urban Greening and Green Links

In terms of public realm and movement the aim is to create a high quality, diverse network of multi-functional public space, providing a green grid/loop encompassing the key assets within the town. The adjacent figure shows how public realm and connectivity proposals link together, and extend the existing National Cycle Route and Coastal Path, linking the town centre with the coast.

The key existing and proposed public spaces, and key connectivity proposals are listed below:

- 1. War Memorial/Victory Square
- 2. Middleton Grange/Binns building shopping centre public realm
- 3. Wesley Chapel Public Realm
- 4. Civic quarter public realm
- 5. Art Gallery
- 6. Church Street
- 7. Church Street Area Campus
- 8. New railway bridge crossing and public realm
- 9. Station link
- 10. Waterfront public realm and connectivity proposals
- 11. Coastal path/cycleway link
- 12. Green link
- 13. Urban greening, connectivity and wayfinding

Key

Public realm

Ecological site

Green loop

Green connections

Coastal path

National cycle route



FIGURE 3.5: URBAN GREENING AND GREEN LINKS

#### Green Links

The proposed network of green links serves as an important connectivity component as it not only encourages travel by foot and bike, but also links together the series of multi functional greenspaces.

The network links together places and green pockets in the town centre and also extends towards the coastal edge. It offers a range of green and open spaces of various qualities, character and recreational opportunities.

The network makes use of the green typologies on the right, which serve as a suggested toolkit. These principles may also be combined for larger effects.

- 1. Tree planting and boulevards** are suitable for main links and busier pedestrian streets in the wider context and the places with potential future investment and development opportunities.
- 2. Softscape and Edges** are good for places and streets of intensive hardscape and lack of variation. It may also be used in conjunction with SuDs strategies.
- 3. Attractive vegetation** may be used in places and street edges as green enhancement.
- 4. Water sensitive planting (SuDs)** are recommended to use along detention areas such as the waterfront or larger greenspaces. They can come in the form of swales to manage run off as well.
- 5. Rewilding vegetation** with high biodiversity are suitable for less intensive areas such as parking spots and locations close to other ecological areas.
- 6. Greening of facades and lighting** are a form of enhancement recommended for main streets which may need an upgrade, or the back of streets. The lighting can also create safety and facilitate activity or movement at various hours.

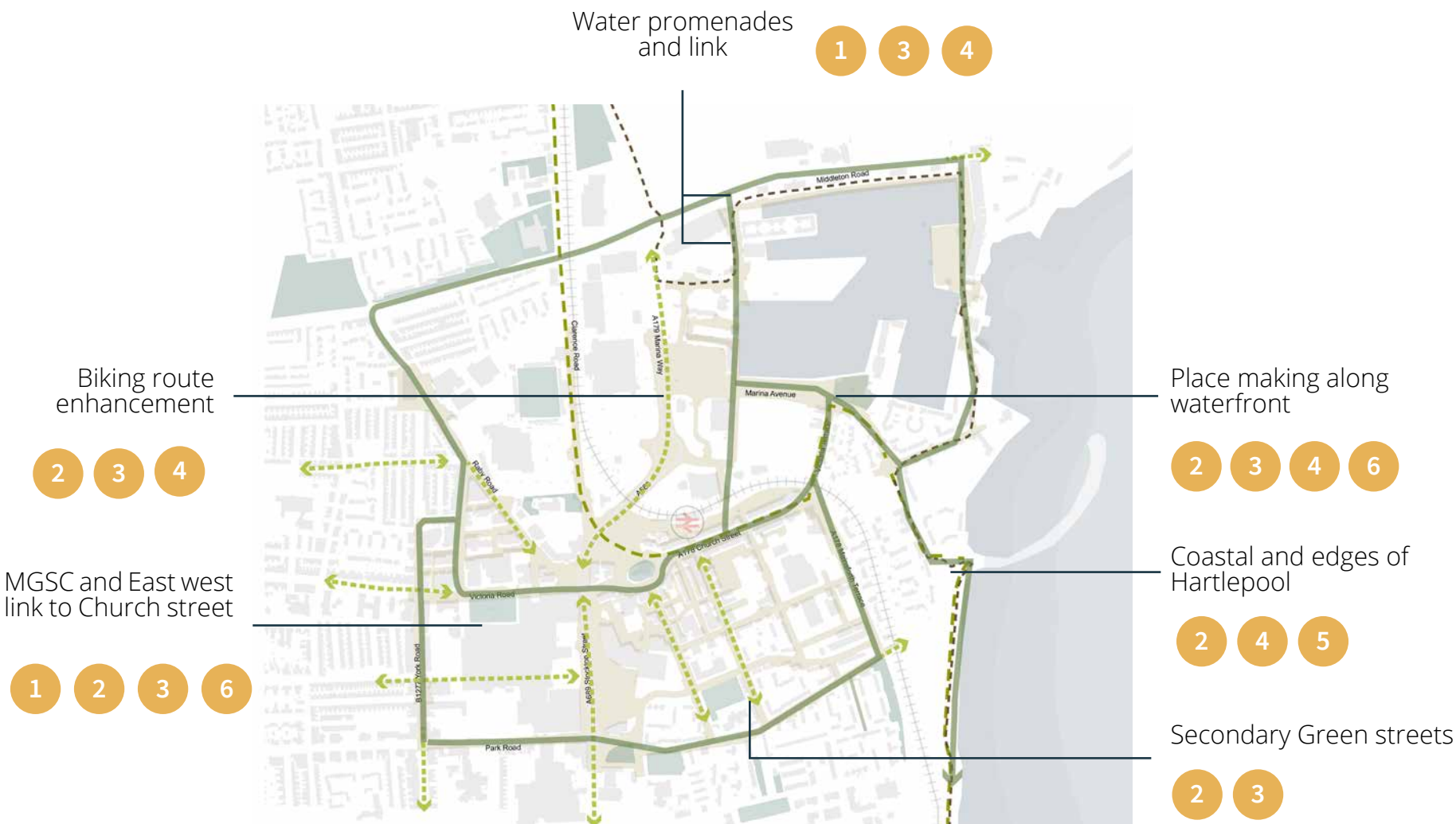


FIGURE 3.6: URBAN GREENING AND POSSIBLE INTERVENTIONS

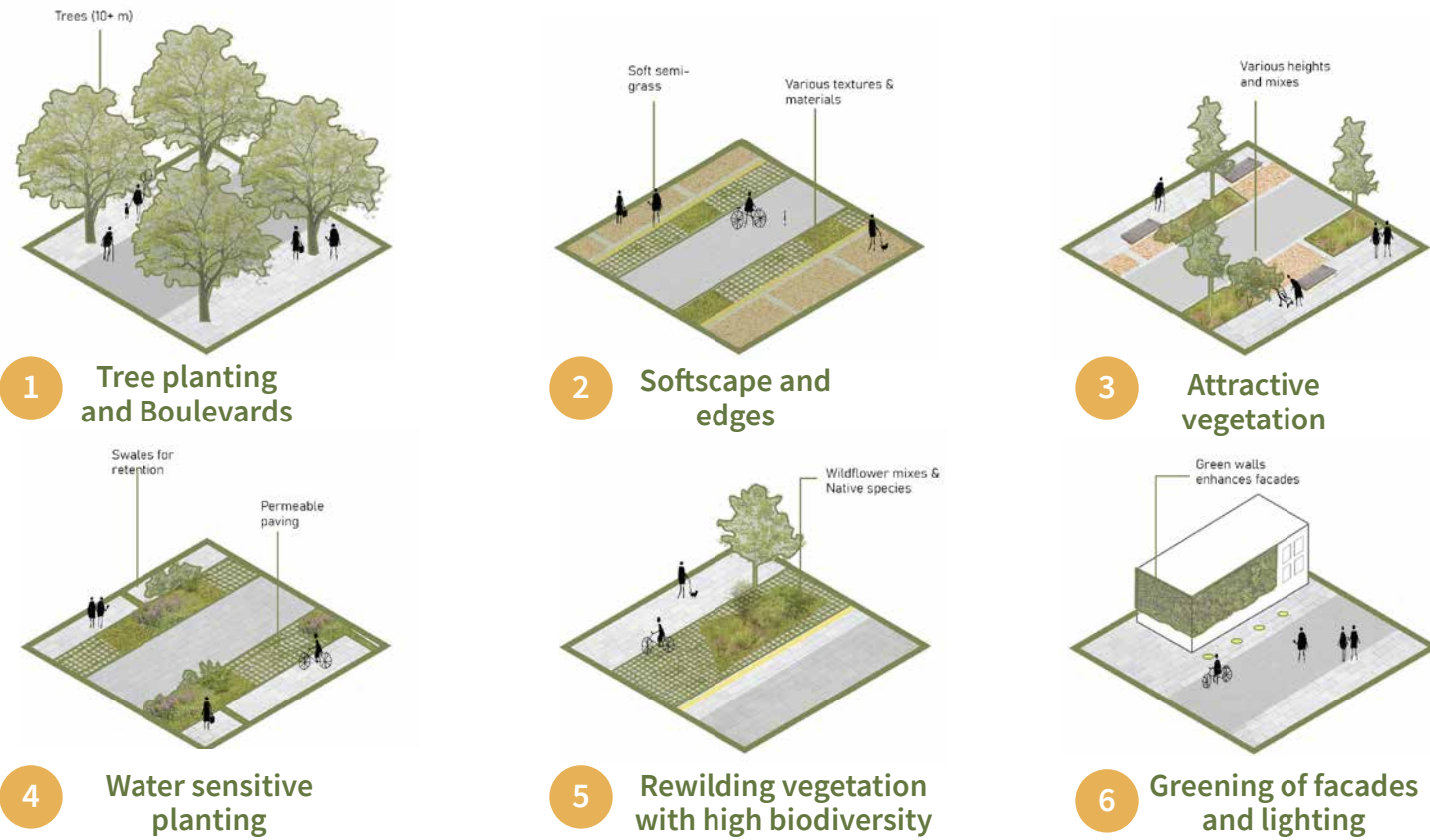


FIGURE 3.7: GREEN STREET TYPOLOGIES



### 3.6 Public Realm and Movement Framework

The adjacent public realm and movement framework presents a summary of the key public realm and connectivity interventions. The strategy addresses the key issues and opportunities previously described

The aim is to create a holistic, seamless public realm which integrates the various spaces in the town. By providing a consistent treatment throughout the town centre it is possible to promote local distinctiveness and further define the unique qualities of the town.

The public realm and movement framework is directly related to the public realm strategy, identifying key experience lines of movement.

The introduction of public art at suitable locations will also be a key part of the public realm strategy. Public art can play an important role in the public realm by contributing to local distinctiveness and identity as well as providing a focus to public spaces. Public art can provide a link to the history of an area or can reflect a particular theme, such as the environment or local history.

- 3 **RABY ROAD**  
Streetscape/  
Branding enhancement
- 4 **VICTORIA ROAD**  
Public realm/  
Bus stop enhancement
- 5 **YORK ROAD**  
Public realm/  
Bus stop enhancement

Key

Public realm

Green space

Proposed gateways

Key buildings

Proposed green links/enhanced connectivity

National Cycle Route

Pedestrian/cycle bridge

Coast path

Railway



FIGURE 3.8: 3D VIEW OF PUBLIC REALM INTERVENTIONS



3.7 Experience Lines

This section presents a number of experience lines which illustrate how visitors to Hartlepool will perceive their environment. The experience lines are based upon key arrival points and links to key destinations. They link closely to the transport hub, public spaces, movement nodes and green links. The experience lines show how the new interventions in the masterplan contribute to changing the 'look and feel' of Hartlepool and raising the level of experience either through the quality of the environment or by providing new activities and uses.

**The Retail Route**  
The retail route links York Road to the railway station. This is a key experience line as the station is a key point of arrival. This experience of arriving in the town and moving towards the new heart of the town and the shopping and civic quarters is a key pedestrian route.



FIGURE 3.9: THE RETAIL ROUTE

**The Marina Route**  
The marina route links the proposed station link with the waterfront area. The proposed station pedestrian and cycle bridge is a key element in this experience line to connect the town heart with the waterfront leisure activities.



FIGURE 3.10: TOWN CENTRE AXIS



# 04

## Interventions



# 04

## 4.1 Big Move 1

### 4.1.1 MGSC Overview

#### Vision

Regenerate and re-imagine the Middleton Grange shopping centre to create a clearly defined mixed use heart for the town centre



FIGURE 4.1: BIG MOVE 1 - MIDDLETON GRANGE SHOPPING CENTRE

### 4.1.2 MGSC Strategy

The aim is to establish a high-quality mixed-use development in this zone integrating potential retail, civic, leisure, educational and residential uses.

The heart will be a focus for new innovation and investment and which integrates the town's quarters. The aim is to create a compact, consolidated and connected town centre with a rich mixture of uses, where people can live, work and learn together within easy walking and cycling distance. The overall ambition is to create flexible space within the town centre in order to respond to future market requirements. It is anticipated that there will be a need to consolidate existing retail in the town centre.

In terms of the physical environment there is an opportunity to create a 'finer grain' and more diverse shopping experience through a connected series of squares, spaces and streets. Future redevelopment needs to breakdown the 'inward looking' mass of built form which has a negative impact on the street and create a more positive 'outward looking' relationship with the wider area.

Physical improvements include the following:

- **Enhance** east west connectivity from York Road to Stockton Street (A689) to increase permeability through carefully considered demolition of buildings within the footprint.
- **Highlight** key buildings and frontages to allow for easier wayfinding.
- **Connection** to a key axis' and connect / integrate the quarter into the Civic Quarter and Church Street.
- **Create** active frontages to Stockton Street (A689) and Victory Square Civic space
- **Develop** new civic space for events/pop-up retail with a different offer to the waterfront spaces.
- **Rationalise parking** and seek opportunities to re-configure spaces through new built form.

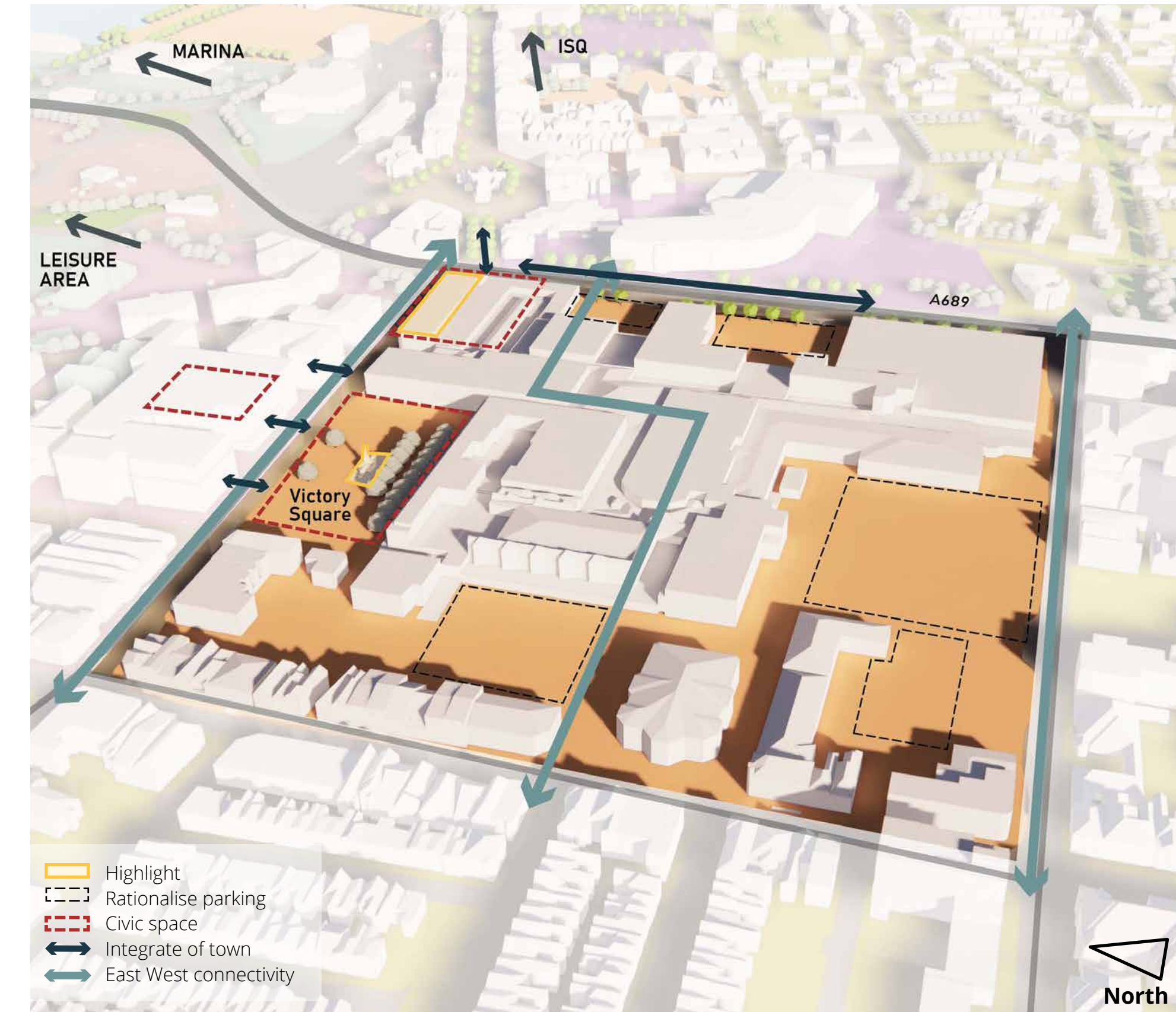


FIGURE 4.2: MGSC STRATEGY



4.1.3 MGSC Ripple Effect

The proposed phases of potential change are presented on the adjacent diagrams:

- Phase 1: Binns building
- Phase 2: Rethinking MGSC
- Phase 3: Mixed use Focused MGSC
- Phase 4: Town Centre Living
- Phase 5: Comprehensive Transformation

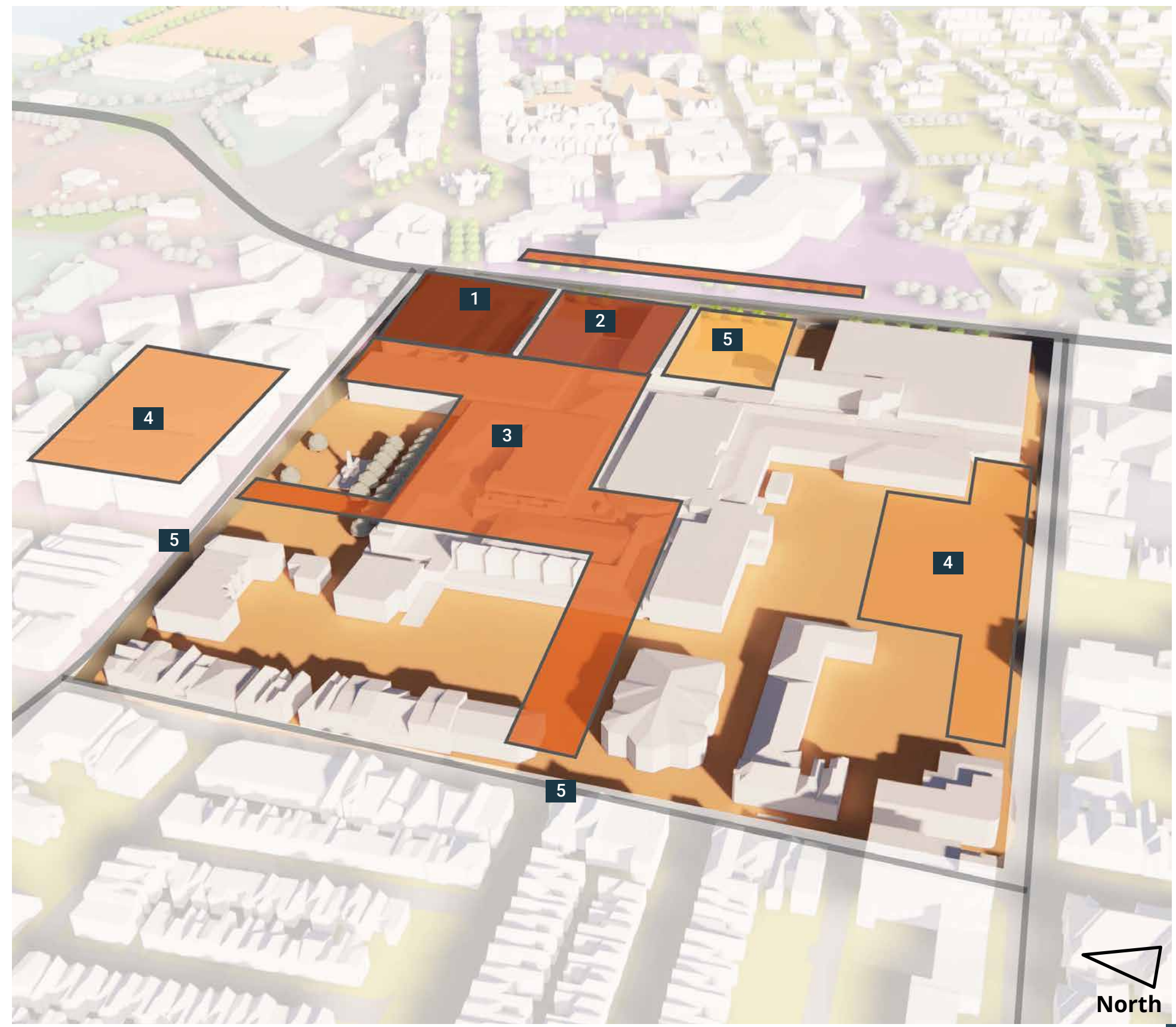


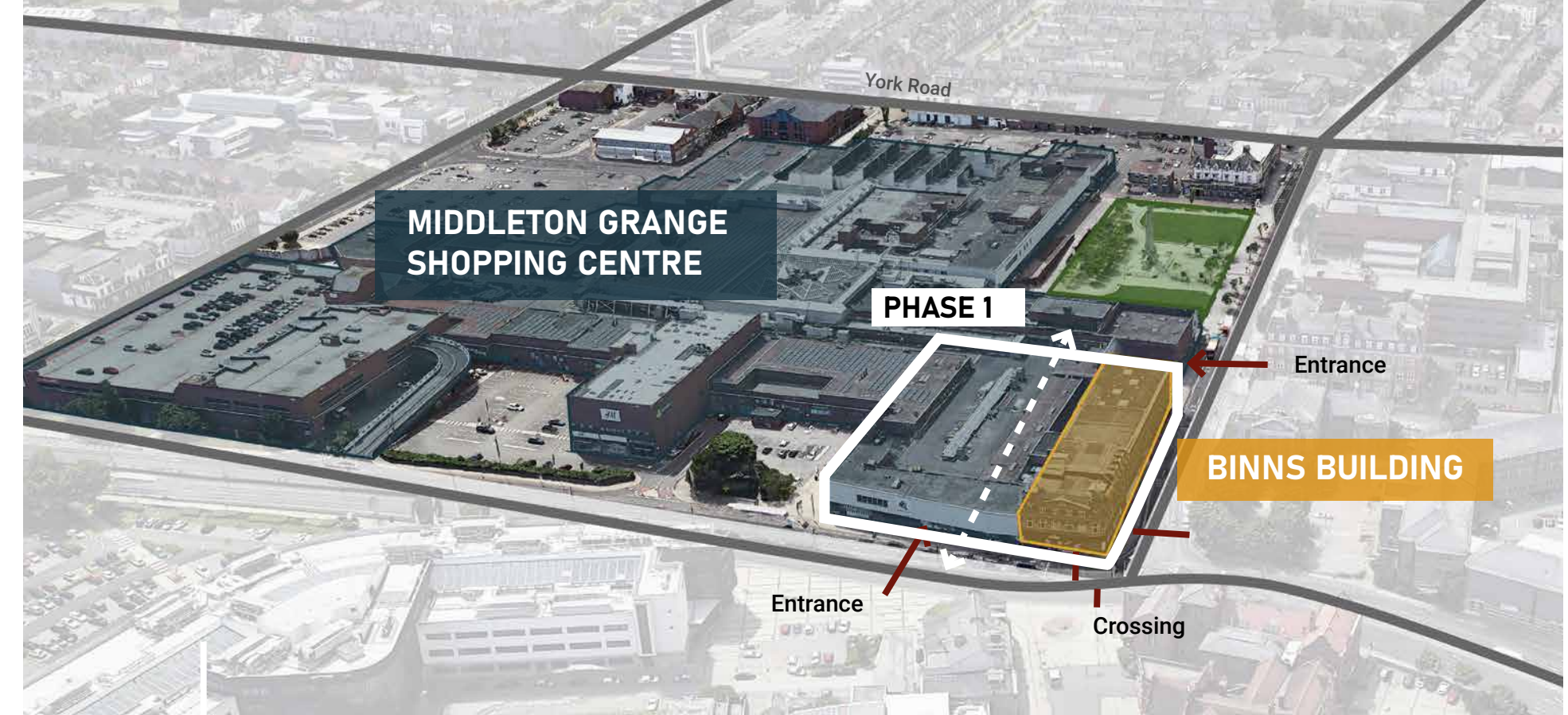
FIGURE 4.3: MGSC PHASES

4.1.4 Binns Building

Binns Building - New Public Space

The creation of a new public space creates great potential to create a new heart to the town. The provision of container uses within the space as well as catenary lighting will encourage both daytime and nighttime use.

The introduction of new seating, signage, street furniture and tree planting alongside new paving materials will create a high quality public realm which will provide continuity to the new public realm surrounding the Art Gallery.









# 04

## 4.2 Big Move 2

### 4.2.1 Leisure Focused- Overview

#### Vision

To realise the potential of the waterfront and marina through leisure centre proposals, redevelopment, connectivity and public realm enhancements



#### 4.2.2 Waterfront Land Use

The vision for the waterfront as a valued leisure destination is to be achieved through a number of specific interventions linking new leisure and residential/mixed developments with enhanced connectivity and a high quality public realm.

A key intervention is the development of a new leisure centre as an integral part of the waterfront area. The leisure centre proposals being progressed by Hartlepool Borough Council include potential leisure and water-based activities, a cafe, and spillout space and events space, as well as parking and access interventions.

The National Museum of the Royal Navy are also in the process of developing redevelopment proposals for land in their control on the waterfront.

These proposals need to be strongly integrated into the wider public realm proposals for the waterfront area to create a 'seamless' public realm treatment.



FIGURE 4.4: WATERFRONT LAND USE



### 4.2.3 Connectivity and Public Realm

Our vision for the waterfront public realm is for a high quality, 'seamless' public realm linking a number of key vibrant public spaces which activate the waterfront.

The key objectives of this intervention are as follows:

- creation of a connected and continuous waterfront public realm providing pedestrian and cycle access to the waterfront;
- connect the various marina areas through a comprehensive public realm treatment;
- integrate existing and proposed leisure and mixed use developments including Navigation Point, the museum, the proposed leisure centre and existing housing areas;
- providing a co-ordinated approach to railings/fencing, lighting, signage and street furniture to give a unified and consistent treatment.

#### Proposals

1. Upgrade **bingo hall link** to waterfront to provide new public realm link from station to marina (tegula sett paving, lighting and wayfinding)
2. Options for this area include a **new public space** combined with waterfront leisure uses/food and beverage and residential uses. An alternative option is to create a major new green space next to the waterfront.
3. NMRN - enhance **public realm link** as part of wider marina connectivity (access improvements/lighting/railings)
4. NMRN - **public realm area** as part of Trincomalee visitor attraction: upgrade paving and enhance connection (stone sett paving, wayfinding, seating/street furniture)
5. Proposed **boardwalk** as part of wider marina connectivity: timber composite boardwalk
6. New **public space** provided with leisure centre to be consistent with wider public realm
7. Enhance **public realm** link as part of wider marina connectivity: retain existing paving, replace lighting, refurbish railings, new wayfinding/signage/street furniture
8. Upgrade **paving**
9. Water-based **activity space** opportunity to engage and access the water

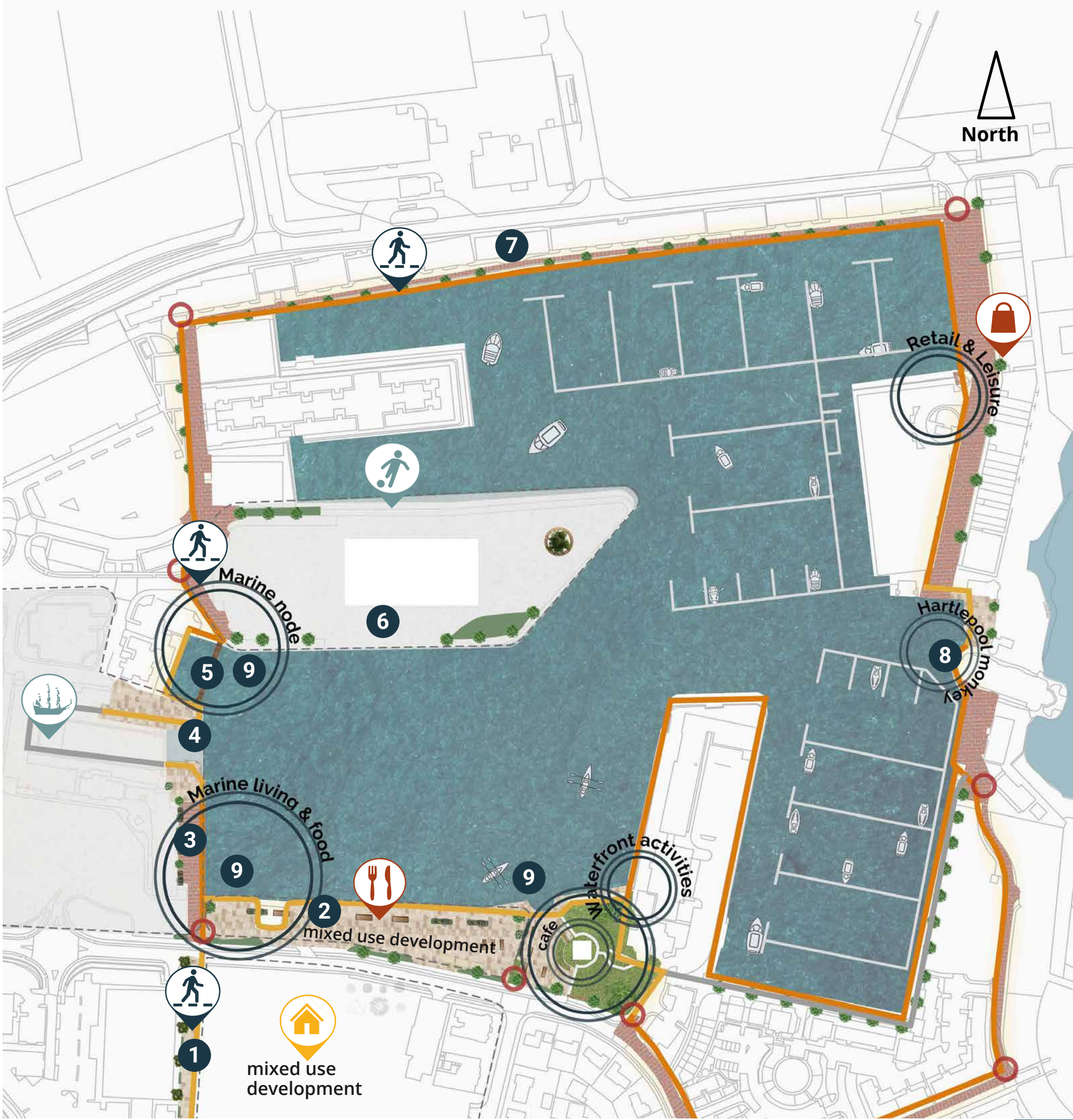
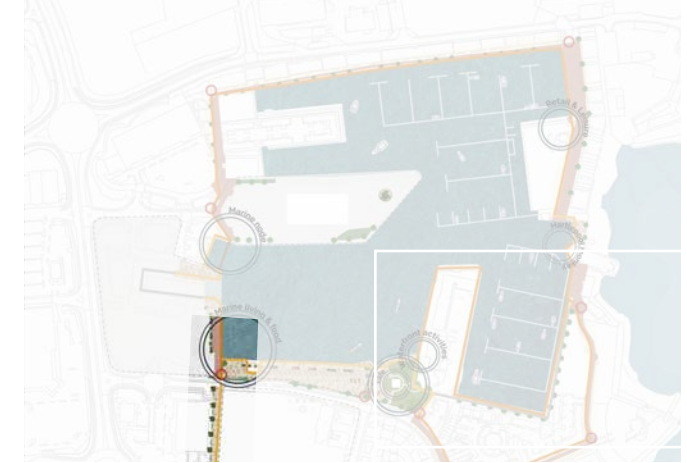


FIGURE 4.5: WATERFRONT PROPOSALS

### 4.2.4 Maritime avenue



Public realm enhancement proposals aim to improve this key connecting route between the town centre and the waterfront. The introduction of seating, signage, street furniture, tree planting and lighting will create a higher quality, more legible and attractive route.





4.2.5 Maritime Museum and Bridge



There is an opportunity to enhance accessibility around the Marina through emerging museum proposals. Public access in this area will seek to provide a circular leisure route around the Marina. To achieve this a new boardwalk is proposed adjacent to the Jacksons Wharf pub.



WATERFRONT - SKETCH VIEW OF PROPOSED BOARDWALK



4.2.6 Leisure Centre



The leisure centre proposals include potential leisure and water-based activities, a cafe, and spillout space and events space, as well as parking and access interventions.





4.2.7 Wider Connectivity



In order to complete the circular Marina route it is necessary to upgrade the public realm surrounding the existing hotel, restaurant and housing in the south-east corner of the Marina to provide safe and attractive access for pedestrians and cyclists. The adjacent precedent images show potential ideas for the waterfront area.



4.2.8 Park and Leisure



The area north of the Maritime Avenue and Victoria Terrace junction presents a significant opportunity to create a key open space as part of a comprehensive redevelopment of the area. In particular, there is potential to create an enhanced public realm and a hub for water-based activities.





# 04

## 4.3 Big Move 3

### 4.3.1 Transport Hub & Railway Bridge

#### Vision

*To provide continual connectivity from Waterfront to the “Heart of Hartlepool” retail core through a new pedestrian and cycle bridge across the railway*



## 4.3 Big Move 3

### 4.3.2 Transport Hub Today

Improved connectivity across the town centre is one of the primary objectives of the masterplan, which aims to provide strong connectivity from the new ‘heart’ through to the waterfront area by means of a pedestrian and cycle route and a high quality public realm.

The waterfront area has been cut off from the rest of the town centre because of the railway line, major roads and lack of appropriate crossing points for pedestrians and cyclists. The creation of walking and cycling links and associated infrastructure, particularly between the town centre and waterfront areas, was a key theme to emerge from community engagement.

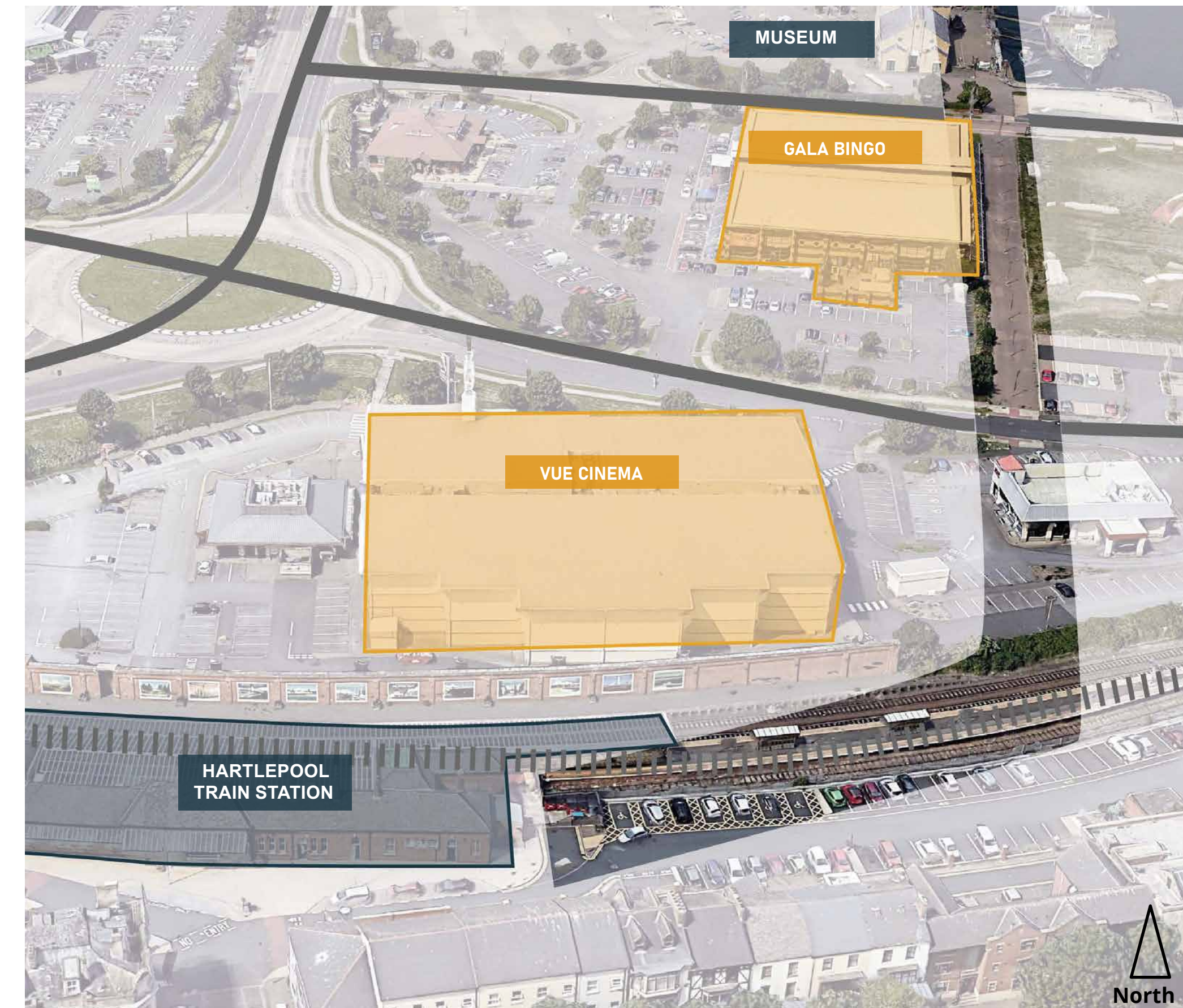
This key intervention is to provide a new pedestrian bridge from across the railway line to link MGSC and the Church Street Area to the existing waterfront features including the National Museum of the Royal Navy, Jackson’s Wharf public house, the new leisure centre and Navigation Point.

Network Rail are developing proposals to enhance the station and to provide an additional platform as part of the Durham Coast rail improvement scheme. These plans include exploring the potential for a new pedestrian bridge to link the new and existing platforms.

The bridge is currently the subject of a feasibility study to determine appropriate location and design. The Network Rail option currently proposes the bridge location on the western side of the station in order to provide access across the existing and proposed platforms.

An alternative location for the bridge would be to the east of the station. In urban design terms the location of the bridge on the eastern side of the station would provide a more direct route to connect MGSC and the new heart, the Church Street Area and the Waterfront.

Whilst the proposed bridge is a key component in integrating the town centre quarters, there is also an opportunity to improve the wider public realm to create a strong sense of arrival to the town from the railway station. The route through the waterfront area would be defined through an enhanced public realm and promenade providing new key public activity nodes.





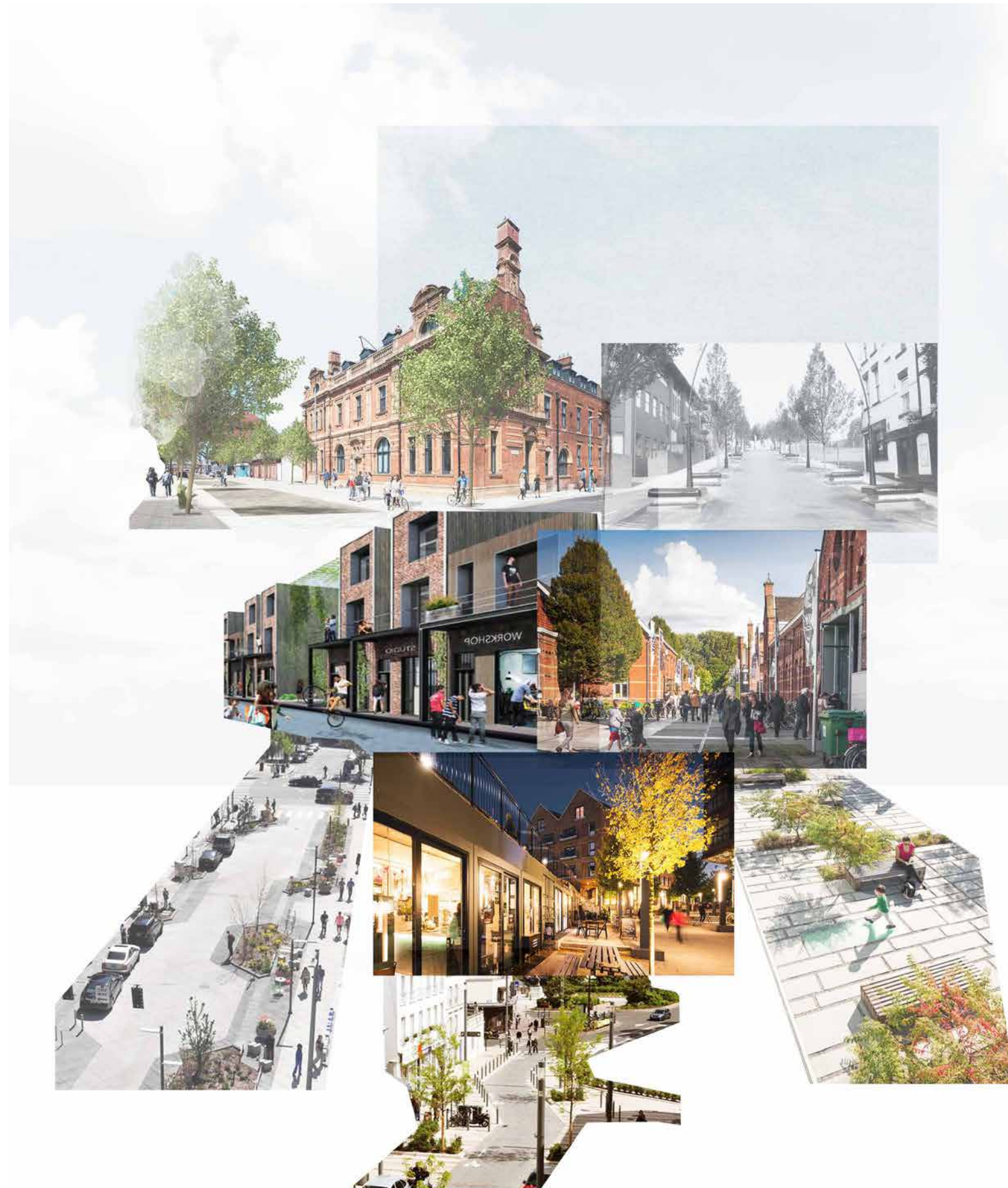
# 04

## 4.4 The Ripple Effect 1

### 4.4.1 Church Street Area

#### Vision

To create a unique identity for the area by promoting creative land use and activities, and a campus environment which is attractive to those who want to live and work here.



The precedent images in this report may be subject to copyright so not for external circulation

#### 4.4.2 Church Street Area Land Use

In terms of land uses and activities there are a number of interventions already happening in the Church Street Area including the provision of a new film studio and educational facilities for the Northern School of Art. This facility will support higher level learning and seeks to establish Hartlepool as a key centre for this sector.

The vision for the Church Street Area is to open up the area to more users and encourage a greater range of uses.

The introduction of residential uses will add vibrancy and activity in this part of town. There is also the potential to change the character of the area by developing new built form for these new uses.

In parallel with new uses adding vibrancy to the existing Church Street Area there is also potential to extend educational and creative uses within the quarter and to the west of the A689 and into Middleton Grange shopping centre. The long term aim is to create a high-quality built form for student focused leisure and public sector uses which straddle the A689 in response to changing demand.

In the longer term there is an opportunity to rebrand the area as the Church Street Creative Campus or Community.



FIGURE 4.6: CHURCH STREET AREA LAND USE



Refurbishment of existing buildings and redevelopment in the Church Street Area will seek to provide the impetus for further investment in the Church Street Area.

Alongside improvements to buildings there is a need for public realm interventions. The key objective of the public realm approach is to improve the quality of the public realm and create an urban campus feel for the area with a distinct identity.

The streetscape redesign seeks to provide a comprehensive approach in order to create a unified character for the area which promotes pedestrian and cycle movement and urban greening.

The Church Street Area campus character is to be further defined by enhancing key gateways and nodes. The aim is to create a strong sense of arrival into the quarter and create a campus dynamic to create a sense of place and to slow traffic.

A key area of focus is the existing A689 dual carriageway and the barrier this represents between the Church Street Area and MGSC. There is potential to provide a further connection between the proposed film studio and the college of FE.

A consistent brand can be achieved in the Church Street Area through signage, street furniture and lighting. There are a range of public art interventions opportunities throughout the Church Street Area at key axis, nodes and gateways in order to improve legibility. New public space provides a stage for a range of events including potential craft market; food stalls and other events such as street entertainers.

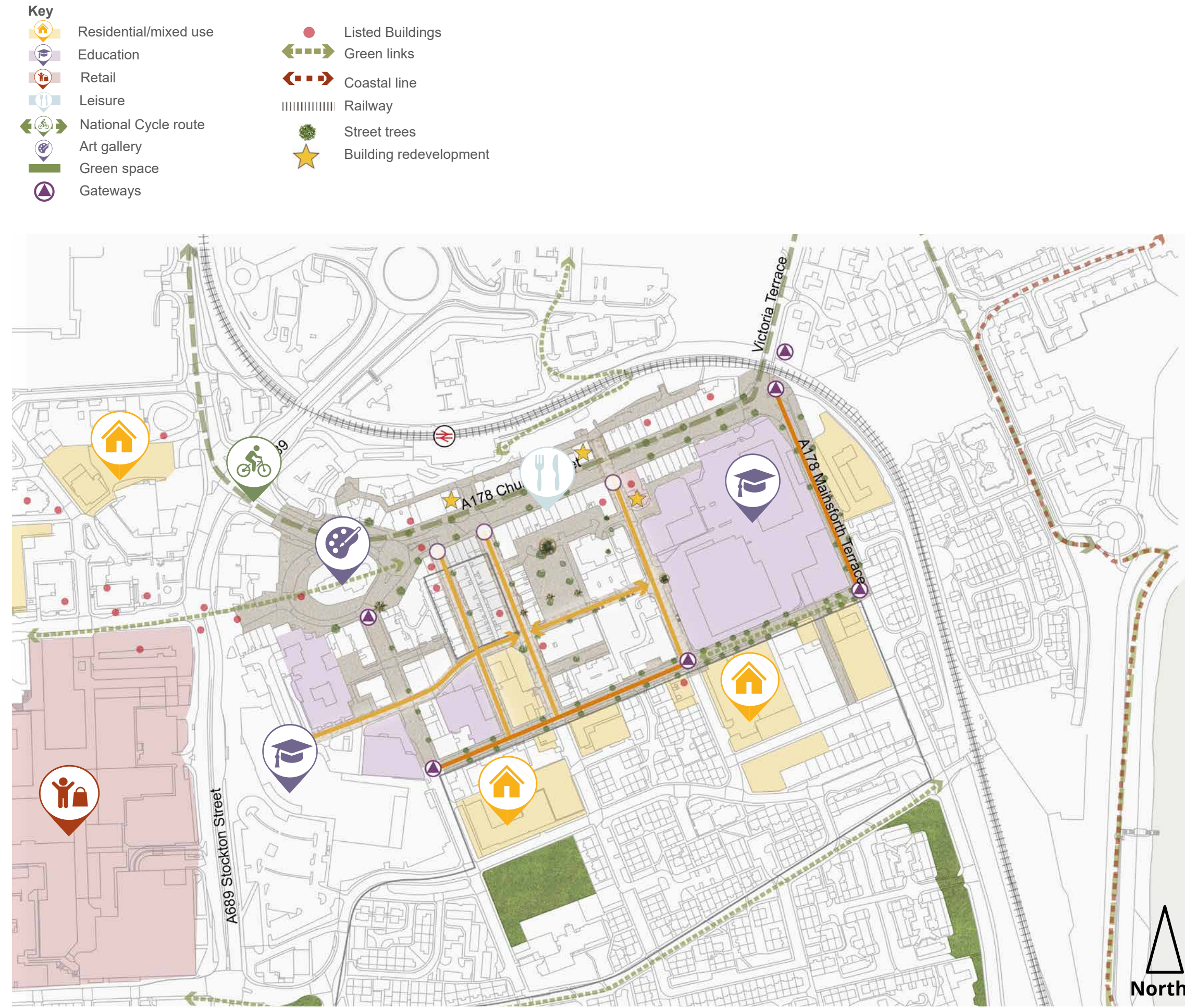


FIGURE 3.16: CHURCH STREET AREA - PUBLIC REALM AND REDEVELOPMENT PROPOSALS





# 04

## 4.5 The Ripple Effect 2

### 4.5.1 Leisure and Civic Quarter

Redevelopment and public realm proposals

**Vision:** *To integrate the Leisure and Civic Quarter into the town centre heart through a mix of redevelopment and the creation of a high quality public realm which is pedestrian friendly and well connected to the wider area.*



### 4.5.2 Leisure and Civic Quarter

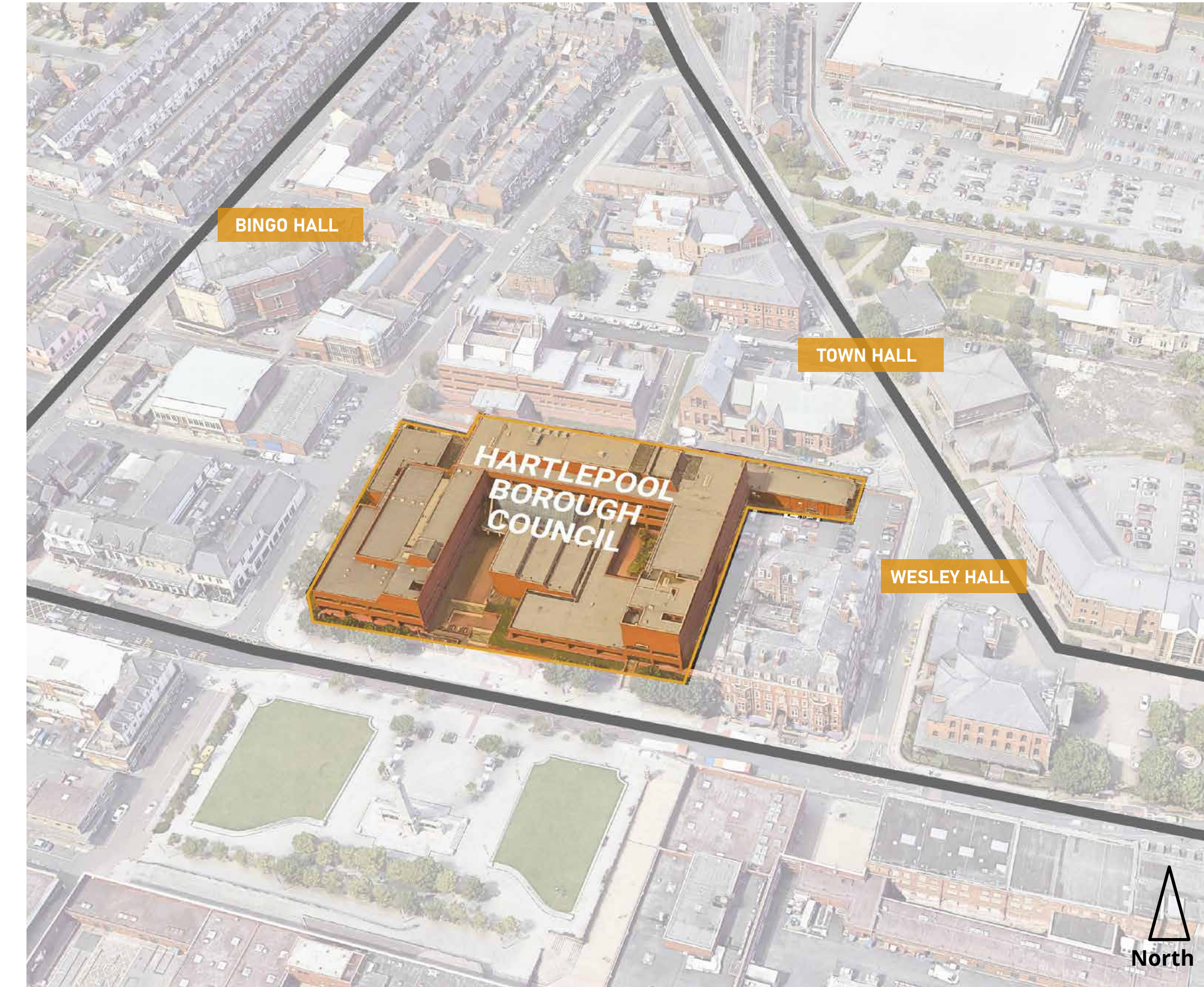
#### Civic Centre

Covid has made the previous 12 months challenging and changed the way that we work. The Council needs to respond to these changes and review its space requirements as it looks to the future. This offers the opportunity to re-imagine the Civic Centre site as we deliver services in a more flexible way. This will require new configurations of space within the town centre as part of new mixed use developments.

There is an ambition to create more sustainable, flexible space within MGSC which would provide the opportunity for the Council to review its future floorspace requirements to meet modern service and space requirements. This could create the opportunity for savings through economies of scale and provide a space which could also be used by other public and private sector organisations.

There is also an aspiration to increase urban living in the town and there is potential to explore the introduction of residential uses in the quarter, and in particular on the Civic Centre site through the creation of an "urban village". The aim of redevelopment on this site would be to:

- promote urban living
- enhance connectivity through this area
- positive frontage on to Victory Square
- bring activity and vibrancy to the town centre





The Council will work closely with HUFC to explore development opportunities within the Mill House area once the Highlight leisure centre has been built at the Marina.

HUFC have aspirations to develop the football club and work in partnership with HBC regarding the wider site including the redevelopment of the Mill House site.

In addition the Council have carried out feasibility work to explore the opportunity to re-develop the Mill House site for new residential use. This represents an alternative opportunity if the football club plans do not proceed.



### Public Realm Enhancement

In terms of the Civic Quarter public realm there is an opportunity to create a new high quality public realm in the vicinity of the theatre and extending to include other adjacent cultural and civic buildings to create a distinct character and sense of place for the Civic Quarter.

The design of the public realm should also seek to improve connectivity between the leisure and cultural buildings in the civic quarter and the Middleton Grange shopping centre to the south.

The aim is to produce a seamless public realm for the Civic Quarter with a co-ordinated approach to street furniture, signage and lighting to create a unique brand for this area.



CIVIC QUARTER - SKETCH VIEW OF THEATRE

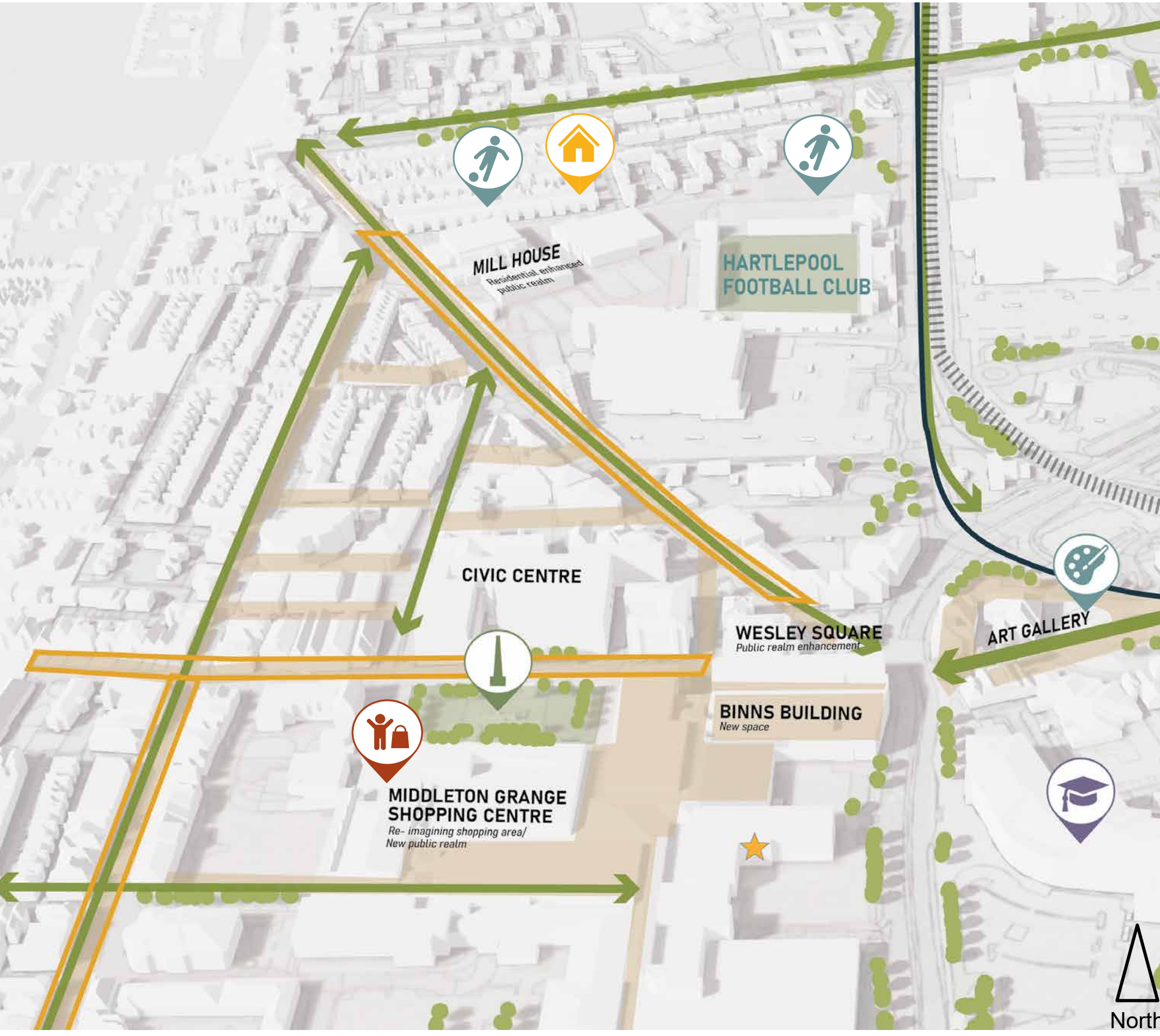


FIGURE 4.7: CIVIC QUARTER AND LEISURE PROPOSALS - 3D VIEW



## 4.6 The Ripple Effect 3

### 4.6.1 Town Centre Living

**Vision:** *New housing provides the opportunity to attract people to live in the town centre area creating vibrancy and activity at all times of day. More people living in and using the town centre will result in higher spend in local businesses and a more attractive environment.*

**Development Proposals:** Opportunity to re-purpose and redevelop existing poor quality and redundant sites for residential use. The adjacent plan shows potential housing sites in the town centre.

**Public Realm Enhancement:** Opportunity to improve the quality of the public realm through redevelopment.

**Populate the area:** Introduction of residential uses to replace existing uses.

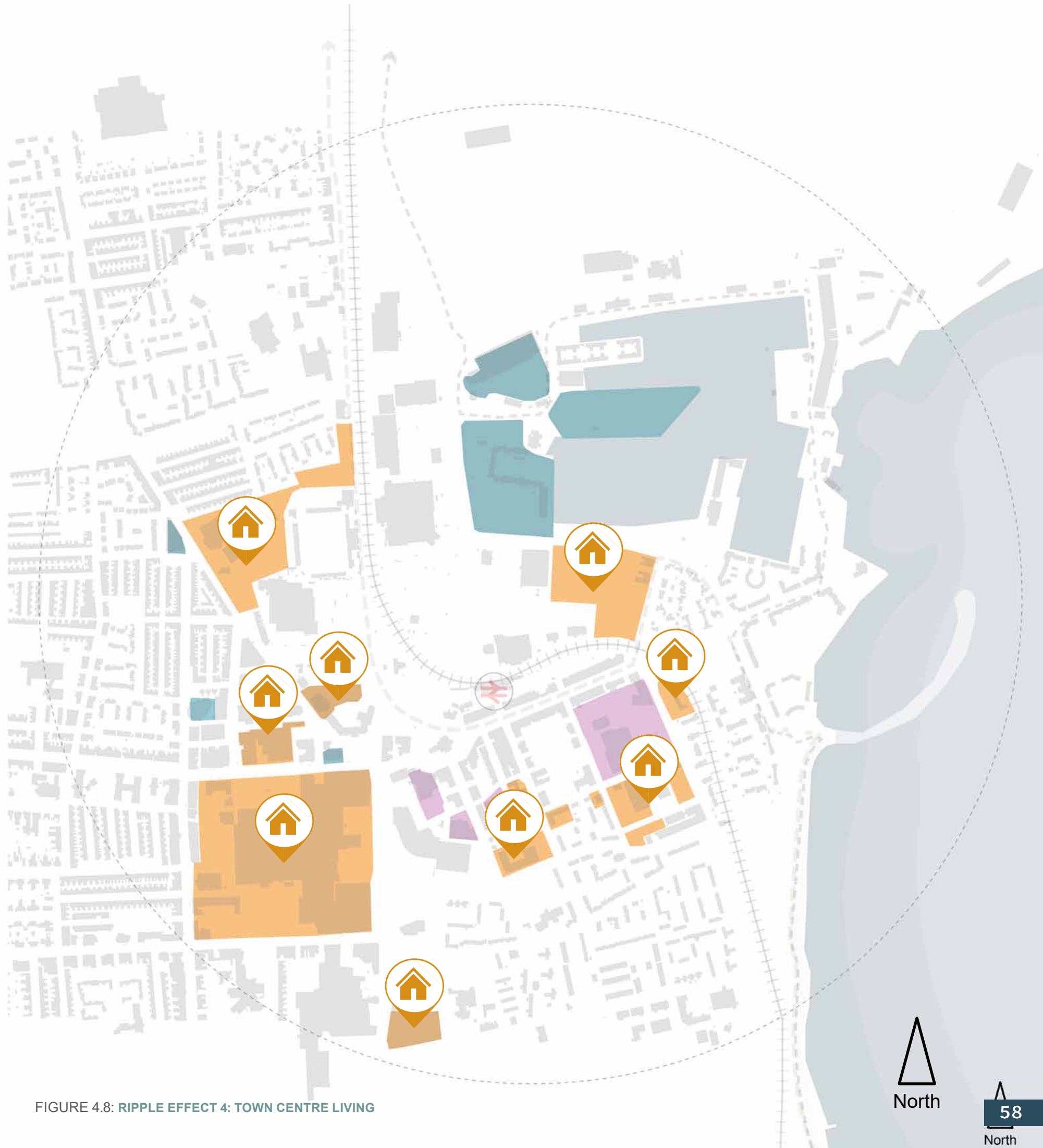
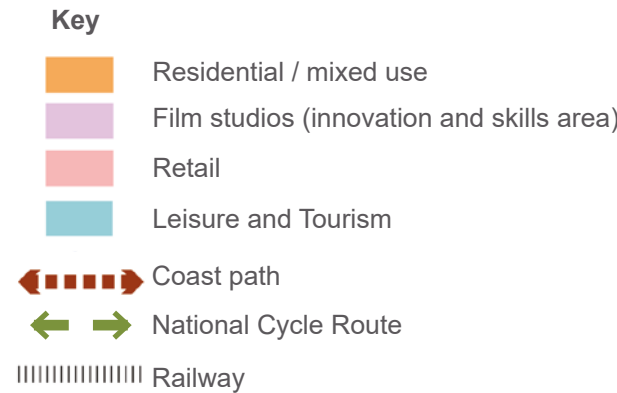


FIGURE 4.8: RIPPLE EFFECT 4: TOWN CENTRE LIVING

#### Benefits of Town Centre Living

Residential properties within the town centre add significant value with occupiers creating movement and vitality. Town centre living can:

- Increase vitality through the increased footfall to the area;
- Support an evening economy, as professionals and families choose to live work and play within the town centre
- Support local business;
- Increase revenue from additional council tax contributions;
- Reduce housing need across the district.

#### Town Centre Living Delivery

The masterplan is essentially covering two different housing zones in terms of value, demand and thereby delivery.

- 1.The Marina and waterfront area is an established housing opportunity and represents the best location within the masterplan to attract new residents into the area on a traditional private ownership basis. The marina and waterfront may require very little intervention to facilitate delivery. There is sufficient development land, complementary leisure and waterside uses to create critical mass and develop a community at this location.
- 2.The town centre as a housing market will not suit the traditional private sale model. Volume housebuilders will not generally seek infill sites in low value areas. Innovation will be required in terms of housing tenure to develop an estate of private rental and affordable housing at a sufficient volume to attract an owner and operator around the Middleton Grange sites. There is potential for private rented or affordable rent housing. Larger apartment units should be encouraged – to diversify the demographic and distinguish from traditional social housing stock. To deliver a successful private rented sector approach, a series of sites would need to be identified to create a critical mass of between 200-250 units to operate successfully.
- 3.Other locations would suit the encouragement of smaller independent builders to convert specific smaller buildings to residential through grant incentives and wider place making interventions (eg. Whitby Street / Lynn Street and Raby Road).



The precedent images in this report may be subject to copyright so not for external circulation



# 05

## Delivery





## 5.1 Conclusion

Early delivery of the big moves, together with a number of 'quick wins', will have a transformative effect on Hartlepool town centre, benefiting the local population and the local business community.

The Hartlepool Town Centre Masterplan has been created through a process of consultation with both stakeholders and the public.

The goal is to unite and galvanise all stakeholders to collaborate and work towards delivering the masterplan vision and to attract investment from public and private sectors with an aim of improving the quality of life for the people who choose to live, work or visit Hartlepool.

The masterplan provides the vision and framework along with recommended interventions to deliver the vision and the Council and partners must now test and develop the interventions to explore the most appropriate solutions for their delivery.

This strategic framework sets out a programme of transformative change through the identification of priority "big moves" that will transform the prospects of the town. The masterplan sets out a realistic level of ambition that is both deliverable and will build upon existing opportunities such as the development of the Highlight visitor attraction.

