



## Mini-Masterplan Report

January 2025

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# Executive summary

Greenwich Avenue is a key neighbourhood centre for people living in East Hull. Hull City Council has identified the need to regenerate the area to develop a thriving place for local people to access retail, public services, green space and high quality housing. Mace was commissioned to develop a mini masterplan for the area and this document sets out our key findings.

Our deep stakeholder engagement with local people, public sector partners, elected representatives, businesses and the voluntary and community services sector found several opportunities to improve the area:

- Making the area a safe and secure area for people to visit and dwell during both the day and evenings, where all members of the community feel secure, connected and safe.
- Improving the look and feel of the area and encouraging a more diverse retail and shopping provision, in particular encouraging more fresh food retailers and/or a market to reduce food deserting within the area.
- Focus on creating and improving community spaces and ‘pop up’ event spaces in the area to develop a deeper community feel, as well as better usage of the green space.

We hope that this masterplan gives Hull City Council and wider stakeholders the vision and roadmap to develop the Greenwich Avenue area into a thriving neighbourhood centre, meeting the needs of local residents and contributing towards the City Plan vision of providing a place and opportunity for all.

Kevin Radford	Jo Ellis
Director	Director
Urban Design	Business Advisory





View over existing shop frontages with Greenwich Avenue and car wash facility in the background

# Project Overview

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- 0.0 Introduction
- 0.1 City Context
- 0.2 Stakeholder & Public Engagement



# 0.0 Introduction

The project has been commissioned by Hull City Council using One Public Estate funding with the aim to illustrate the process to create a shared vision for the three mini-masterplan areas in East Hull that aligns to the diverse needs and aspirations of your community.

## Purpose of the Document

The aim of this document has been prepared to illustrate the site analysis and evidence gathering of issues and aspirations from stakeholder and public engagements, optioneering and masterplanning undertaken to inform the proposed local centre masterplan for Greenwich Avenue, East Hull. It is intended to provide short term opportunities and support future business cases, provide guidance on the future delivery strategy for regeneration of the local centre and building on the character and existing positive amenities already in place.

## Stakeholder Engagement & Community Engagement

- The work as presented has been undertaken in collaboration with key stakeholders from Hull City Council and public sector partners. The process has included:
- Site visits
  - Engagement with local councillors
  - Key Stakeholder and Public Sector Partner Opportunities & Vision Workshop in February
  - 2 weeks community engagement with local residents

## Process

Using our four stage Analyse, Interpret, Evaluate, Advise model we have built a plan to deliver the concept for masterplans. The diagram below presents the project time line of the process undertaken and steps to be provided moving further.



Wall mural



Underutilised area for car wash



Back of the retail units



View towards car park and retail units



Roof cover and view towards existing shop frontages



View towards Greenwich Avenue with existing shop frontages with flats above



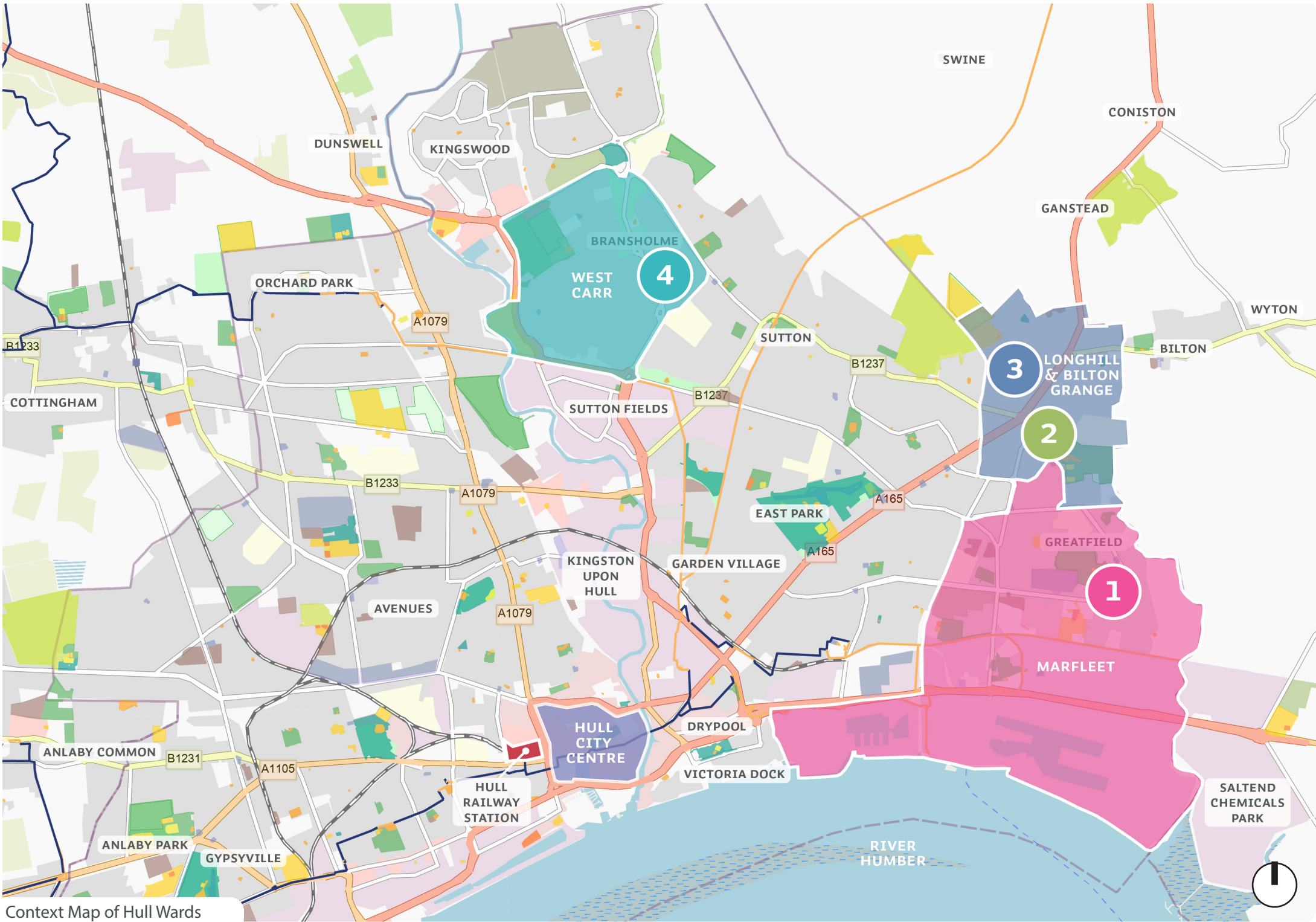
# 0.1 City Context

Hull City, located in the East Riding of Yorkshire, England, is a city with a rich maritime history and industrial heritage. Positioned on the northern bank of the Humber Estuary, Hull has been a vital port for centuries, facilitating trade and commerce. The city’s prominence grew during the industrial revolution, and its architecture reflects a blend of historic structures and modern developments

Hull has undergone significant regeneration efforts, transforming its waterfront and cultural offerings. The local economy is diverse, encompassing industries such as manufacturing, healthcare, and education. Hull’s regional context is influenced by its connection to Yorkshire, yet it maintains a distinctive identity shaped by its maritime roots and resilient community.



Greenwich Avenue Location in the UK



Context Map of Hull Wards

## Key (Designations)

- Registered Parks and Gardens
- Primary Road
- Secondary Road
- Tertiary Road
- Railways
- Allotments
- Cemetery
- Golf Course
- Other Sports Facility
- Play Space
- Playing Field
- Public Park
- Religious Grounds
- Country Parks (England)
- Stream
- Playground
- Fitness Centre
- Other

## Key (Sites)

- Site 1 - Annandale Road/Elmbridge Parade
- Site 2 - Greenwich Avenue
- Site 3 - Shannon Road
- Site 4 - North Point, Bransholme
- Marfleet Ward
- Longhill & Bilton Grange Ward
- North Carr Ward
- Hull City Centre
- Hull Railway Station



# 0.1 City Context

## Socio-Economic Analysis

The following pages contain information that summarises the socio-economic data of Hull. The data includes demographics and social indicators of the area, which can help in identifying the needs and opportunities for improvement.

### Population

Hull is currently at its largest population since 1971. The overall growth is lower than England (6.6%), but higher than the increase for Yorkshire and the Humber (3.7%). In the last decade. There has been an increase of 10.4% in children aged under 15 years, an increase of 0.4% in people aged 15 to 64 years, and an increase of 14.2% in people aged 65 years and over. Despite the average living age being lower than the national average. Other population growth in Hull over the last decade appears to focus on young families; specifically, those aged 30 to 39 years with children aged 5 to 14 years.

### Deprivation

Hull is ranked as the 4th most deprived local authority in England (out of 317 local authorities). Of the seven domains that make up the Indices of Deprivation, Hull is amongst the 10% most deprived local authorities for all domains except the 'Barriers to Housing and Services' domain. Over the last decade numerous local areas have both improved and deteriorated however overall the local areas have become more deprived.

## Employment and Education

In relation to education there has been a significant increase in the adult population in Hull with Level 4 or above qualifications from 15.2% in 2011 to 21.7% in 2021 however the current rate remains significantly below the national average of 33.9%.

Within the three elected ward areas for the mini-masterplans people travelling to work in Longhill and Bilton Grange and Marfleet wards travel on average between 0km-20km, with those located in West Carr travelling between 0km-10km. This highlights that work within the locality is sought out by the working population with the retail, manufacturing, health and education being the largest employers within the areas.

The current claimant population is significantly higher within all three masterplan ward areas than the national average. Within the current claimant population in Hull, the largest reason for claimant count shows 75.2% as 'do not want a job'. However, in 2023 it was recorded that economic inactivity in the region had made a small decrease, with further projected decreased anticipated in upcoming years. Currently the most economically inactive group is those aged between 16-24.

## Health

- Child health - 33% of dependent children in Hull were living in child poverty in 2020/21, compared with the England average of 18%.
- Obesity - around 66,400 people aged 16+ living in Hull are obese, while a further 81,100 are overweight. At 70%, the percentage of overweight or obese individuals in Hull was higher than England (64%).
- Preventable mortality - the rate of

preventable deaths (under the age of 75) has been two thirds higher in Hull than in the rest of England. 7% were from lung cancer, 19% were from other cancers, 24% were from cardiovascular diseases and 21% were from respiratory diseases; this compares with 5%, 21%, 23% and 21% respectively for England.

- Mental health - The suicide rate in Hull is ranked the third highest in England.

### Health Indicators Compared to Similar Local Authorities





## 0.2 Stakeholder & Community Engagement

Extensive stakeholder engagement has been undertaken as part of the Hull OPE Mini-Masterplan projects. This is paramount to collaboration and inclusivity and ensures that the final outcomes reflect the diverse needs and aspirations of the community. By actively involving stakeholders such as residents, local businesses, education, public sector partners and, voluntary and community sector organisations, a holistic understanding of the area's challenges and opportunities can be achieved.

This engagement not only promotes transparency but also cultivates a sense of ownership and empowerment among stakeholders, ultimately leading to more sustainable and impactful solutions. Stakeholder engagement has been undertaken in a variety of ways including engagement with Ward Councillor's and

Neighbourhood Coordinators, a Visioning Workshop and wider community engagement.

### Ward Councillor and Neighbourhood Coordinator Engagement

A discussion was held with the Ward Councillors for Greenwich Avenue which sits within the Longhill and Bilton Grange Ward. This highlighted that there is positivity and support to develop a new look and feel within the area, and eagerness to keep key elements such as the wall murals and future plans to align the area with the Eastmount Centre to ensure offerings are complimentary. It further highlighted challenges such as the need for working CCTV to allow the Police to respond appropriately to anti-social behaviour and increase safety, as well as the need for better housing conditions for Hull City Council tenants and especially those with shared areas such as entrance halls and frontage near the parade.



Stakeholder Engagement vision workshop at Hull Central Library

The Ward Plan priorities for Longhill and Bilton Grange outline the aspiration to identify and investigate the potential for environmentally friendly, off-roading parking schemes, to improve community safety by working with Humberside Police and other partners to reduce crime and antisocial behaviour within the community. Another priority focuses on the improvement of cleanliness of the local environment including open and green spaces with the aspiration to develop planting schemes in and near water retention areas to improve attractiveness of the areas too.

### Visioning Workshop

A visioning workshop was hosted on 5th February 2024 in Hull Central Library with over fifty stakeholder attendees from the public, private and voluntary sector. The workshop centred around understanding the current challenges and opportunities from a public realm and service delivery perspective, identifying key themes and priorities for the mini-masterplan areas.







Throughout the workshop stakeholders engaged in active discussion and interactive mapping activities to highlight and signpost on local maps the key challenges and opportunities within the area. It concluded by creating a shared vision for the mini-masterplan areas that aligns to the diverse needs and aspirations of the community. The collective emerging themes and challenges identified throughout the workshop are shown on the next page.



Visioning session during Stakeholder Engagement



## 0.2 Stakeholder & Public Engagement

Emerging Themes		Challenges	Opportunities
 <p><b>Community spaces and facilities:</b> The lack of shared community space in each of the areas for regular day and evening usage. The need for increased access to services that meets the needs of the community such as the library, health care provision, lunch clubs, youth clubs offering early intervention for low-income families. Digital inclusion was also identified as a challenge with a number of the population not having internet access readily available.</p>		Shared community space	Provide a community event space that can be used day and night
		Libraries e.g., opening hours, location, structure review	Provide support to community groups in managing buildings
		Access to services e.g., NHS, lunch clubs, DOE, youth clubs, early intervention for low-income young families etc.,	Utilising the library for future community activities
		Digital inclusion	Improved public facilities such as toilets
 <p><b>Green space:</b> The need to better green space to create an attractive area while tackling flooding issues in certain localities and ensuring alignment to Hull's drive to become a Net Zero City.</p>		Tackling flooding issues in certain localities	Creation and usage of green spaces within the areas to develop community owned gardens or allotments, with seasonal displays and planters
		To be a Net Zero City	More energy efficient homes that have improved building envelopes and solar panels
 <p><b>Links and connectivity:</b> Mobility and transportation included the key barriers identified with the need for a review of bus routes and increased transport links between mini-masterplan areas and into the city centre.</p>		Better transport links	Review the car parking space needed within the area with a look to increase resident and shopper parking
		Review of bus routes	
		Charging ports	
		Transport into City	
 <p><b>Respect and pride of place:</b> The need for community ownership of each mini-masterplan area where voluntary sector and private businesses had the opportunity to grow. The challenge of redeveloping the area to ensure that it meets the diverse demographic need.</p>		Ownership of the space	Providing a well-rounded, integrated offer for wellbeing and social care
		Negative perception associated with the areas i.e., high crime rate, anti-social behaviour	Improved shop frontages
		Private businesses	Local artwork used within the area
		Redevelop area	Utilising local green spaces for health prevention
 <p><b>Safety and security:</b> Current challenges that are faced in the areas include drugs and alcohol misuse significantly higher than the national average as well as increase in anti-social behaviour resulting in members of the community noting a lack of safety, particularly at night.</p>		Drug use	Improve the sight line from shopping facilities to family hubs
		Lighting	Safe spaces for teenagers and young adults to improve anti-social behaviour within the area
		Breakdown of anti-social behaviour	
		Safety to move around	Higher police activity and visibility within the area
 <p><b>High Quality Housing:</b> Stakeholder engagement highlighted the need for improved housing provisions within the Greenwich Avenue area, with some stakeholders stating they were waiting over a year for a house when they were technically classed as homeless. This highlights the consideration and opportunities for delivering additional housing within local centre.</p>		Need for a new and improved housing provisions	Maximise the development to provide additional housing; opportunities to increase density within the available plots



## 0.2 Stakeholder & Public Engagement

### Community Engagement

Community Engagement was undertaken on Greenwich Avenue from 19th February to 3rd March with a variety of engagement undertaken. This included:

- On street engagement by Mace and Hull City Council to meet face to face with the community to discuss their views on challenges and opportunities within the area.
- Dissemination of leaflets and posters to the public as well as local businesses that signposted to a short online survey asking key questions around what the community like about the area and what they would like to improve in the future.
- Engagement with interactive vision boards that were placed in community spaces including the Acorns Family Hub and St Phillips Church that the community could you to write their views and use sticky dots to highlight the top three things they would like to see at Greenwich Avenue.

This engagement received approximately 170 responses from the community who were asked three key questions highlighting the following themes:

#### Question 1. What do you like about Greenwich Avenue?

Sense of belonging: One third of the respondents highlight that the community

and residents of Greenwich Avenue are welcoming, friendly and help them have a sense of belonging in the area. It is also noted that this sense of belonging helps to provide social connections and support within the community, especially with facilities such as Acorns Family Centre and St Phillips Church.

Shopping and amenities: 41% of respondents highlight they feel the convenience of shopping facilities such as Heron, Cooplands and the Post Office are key elements that draw the community into the area. This convenience provides residents with easy access to essential goods and services without the need to travel long distances and aligns to the feedback that 64% of respondents visit Greenwich Avenue on foot. The benefit of local shopping facilities provides accessibility to vulnerable populations such as the elderly, disabled or low-income individuals and families who may have difficulty traveling further afield, ensuring equitable access for all residents.

Community services: Despite there not currently being a wide variety of services noted for the community, many community members noted the importance of Acorns Family Hub and St Phillips as being pillars in the community, providing services for families and vulnerable groups within the area. Many community members using these services have helped to provide what the vision for the future of Greenwich Avenue could be.

#### Question 2. What would you like to improve about Greenwich Avenue?

Safety and security: More than 50% of respondents highlight that it is critical that safety and security on Greenwich Road is improved. Examples of this include a lack of safety, particularly in the evenings with groups of young people congregating, lack of working CCTV and street lighting and drug, and alcohol abuse in the area, and use of illegal quad bikes on the roads at night which is also negatively affecting green spaces. There is a critical need for better safety and security and to create a space where all groups of the community feel secure, connected, and safe.

Community spaces and facilities: Whilst there are some spaces and facilities for the community, respondents are eager to see more as well as making improvements to the area such as increase in bins, planters and green spaces that are better utilised to increase the appeal and attractiveness of the area. From a community spaces perspective, one respondent references the excellent work and events that were planned when Hull was City of Culture and the need for a community space with events and classes for all ages, catering to the needs of the wider community.

Improved shopping offer: There is a need for a higher quality and value for money shopping offer within the community. There is currently higher than average food bank users with increased food deserting within the area meaning residents have limited access to affordable and nutritious food due to the absence of grocery stores and

larger supermarkets within a reasonable distance. Improving this offer has the opportunity to utilise empty retail units at Greenwich Avenue while driving footfall and delivering diet-related health benefits.

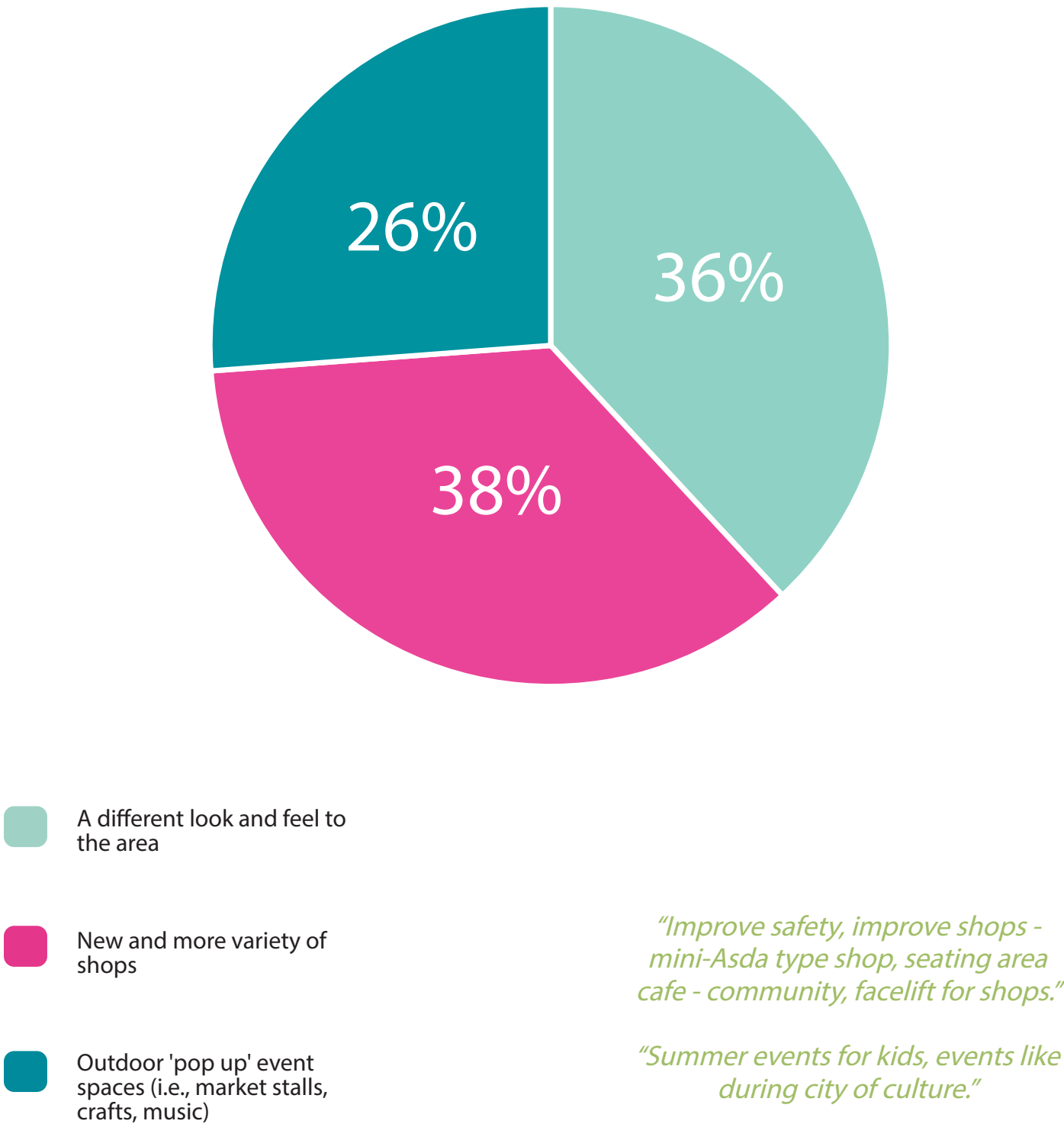
It is key to highlight that throughout the community engagement it was often hard to illicit ideas for improvements within the Greenwich Avenue area, with many respondents stating they did not see a significant need for change within the area. When considering the socioeconomic data of the area this may indicate a number of reasons including disengagement; that the community feel disengaged from decision-making processes and may perceive their voices as previously being unheard or unimportant, as there has been lack of recent investment in the area. This can exacerbate feelings of disempowerment within the community.

As well as this, it may show indicators for a lack of trust between the community and decision makers leaving the community feeling sceptical about the likelihood of their input making a difference as respondents did highlight that improvements had previously been discussed however had not come to fruition. It can also be associated with unmet needs that are not being adequately addressed leaving community members with little hope for change or improvement. This can relate to systemic issues and lack of access to appropriate resources and opportunities within the community.



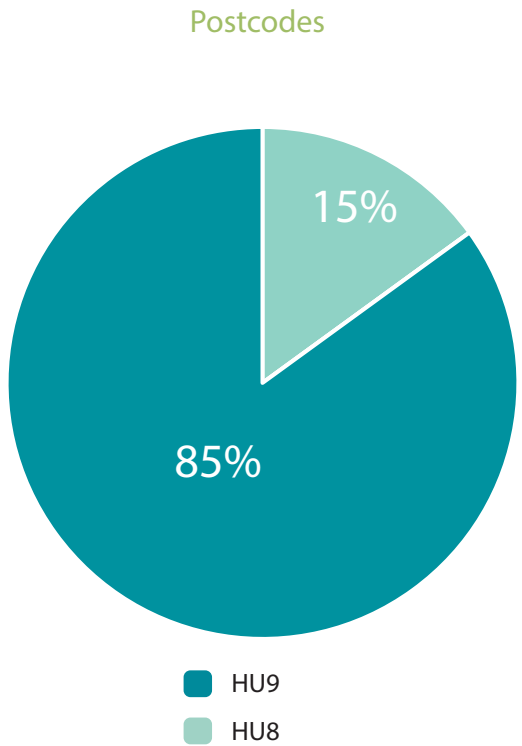
# 0.2 Stakeholder & Public Engagement

Question 3: What are the top three things you would like to see at Greenwich Avenue?



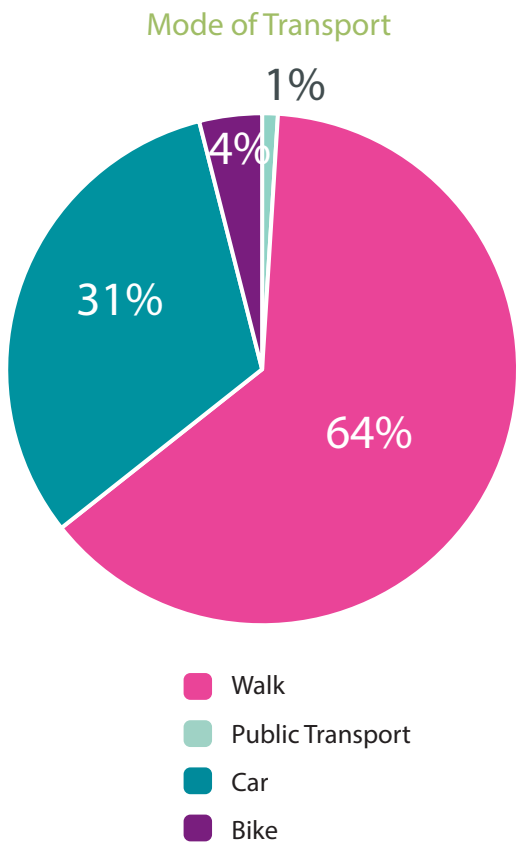
Question 4: What is your postcode?

To understand the community engaged at Greenwich Avenue, a question on home location was asked. This ensures the relevancy of emerging themes identified in the socioeconomic analysis and gave an overview of the high influence locality has on footfall at Greenwich Avenue. The results presented that 85% of respondents live within the HU9 area where Greenwich Avenue located, with an additional 15% living within the neighbouring areas (HU8). Therefore, when delivering the masterplanning work it is imperative to consider the community needs and aspirations, as findings demonstrate that footfall is predominantly locality based.



Question 5: How do you usually get to Greenwich Avenue?

Initial observations of Greenwich Avenue show parking spaces within the locality however the community were also asked how they usually get to the area. It is clear that the primary mode of transport for those visiting the area is typically on foot with 64% of the community stating this. A further 31% respondents highlighted they travel by car, highlighting the significance of appropriate free car parking space being beneficial and influencing footfall. While a collective 5% of respondents use bikes, mobility scooters and public transport.







Aerial View of Greenwich Avenue

# 1. Site Setting & Context

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- 1.0 Site Location
- 1.1 Site Setting & Context
- 1.2 10 Minute Settlement Analysis
- 1.3 Urban Design Analysis



## 1.0 Site Location

The local centre on Greenwich Avenue is situated on the outskirts of the East Hull settlement. It can be accessed by turning off Greenwich Avenue and heading towards Barham Road in the southeast. The nearest bus stops can be found in this direction.

Greenwich Avenue, which splits the site boundary in half, is a wide and busy road that often gets congested with vehicles attempting to reach Holderness Road to the north. Directly north of the Greenwich Avenue there car wash facility, food store, a church, a day nursery and Hull City Council building which has redevelopment potential.

To the south of Greenwich Avenue there is a care home, a number of food and convenience stores, takeaways, a barbers shop, post office and a bakery with residential flats on upper floors.

The central area is dominated by hard surface car park devoid of any greenery or landscaping. Acorns Family Hub provides room for community events but there is otherwise a lack of indoor community space within the local centre.

Mick Ronson's wall mural on the side elevation of the building opposite the car wash is notable local cultural landmark.

The surrounding area is predominantly residential use. The Alderman Kneeshaw Park and recreation centre is located to the southeast within 10min walk and offer wide range of recreation activities for local community.



Aerial view of Greenwich Avenue



Regional Context of Greenwich Avenue

### Longhill & Bilton Grange Ward Plan - Top 3 Priorities:



#### Priority 1

Identify and investigate potential for off-road parking schemes



#### Priority 2

To improve community safety (including nuisance motor bikes)



#### Priority 3

To improve cleanliness of local environment including open and green spaces



# 1.1 Site Setting & Context

## Customer Segmentation Data

The following information gives a summary of the social backgrounds and traits that influence housing requirements. By pinpointing various social groups, it provides indicators that communities may need and prioritises. It also provides information on the necessary housing mix and social infrastructure that can be provided for mini-masterplan areas in the early stages.

### Characteristics of Group C: Young families with dependent children in public rented houses

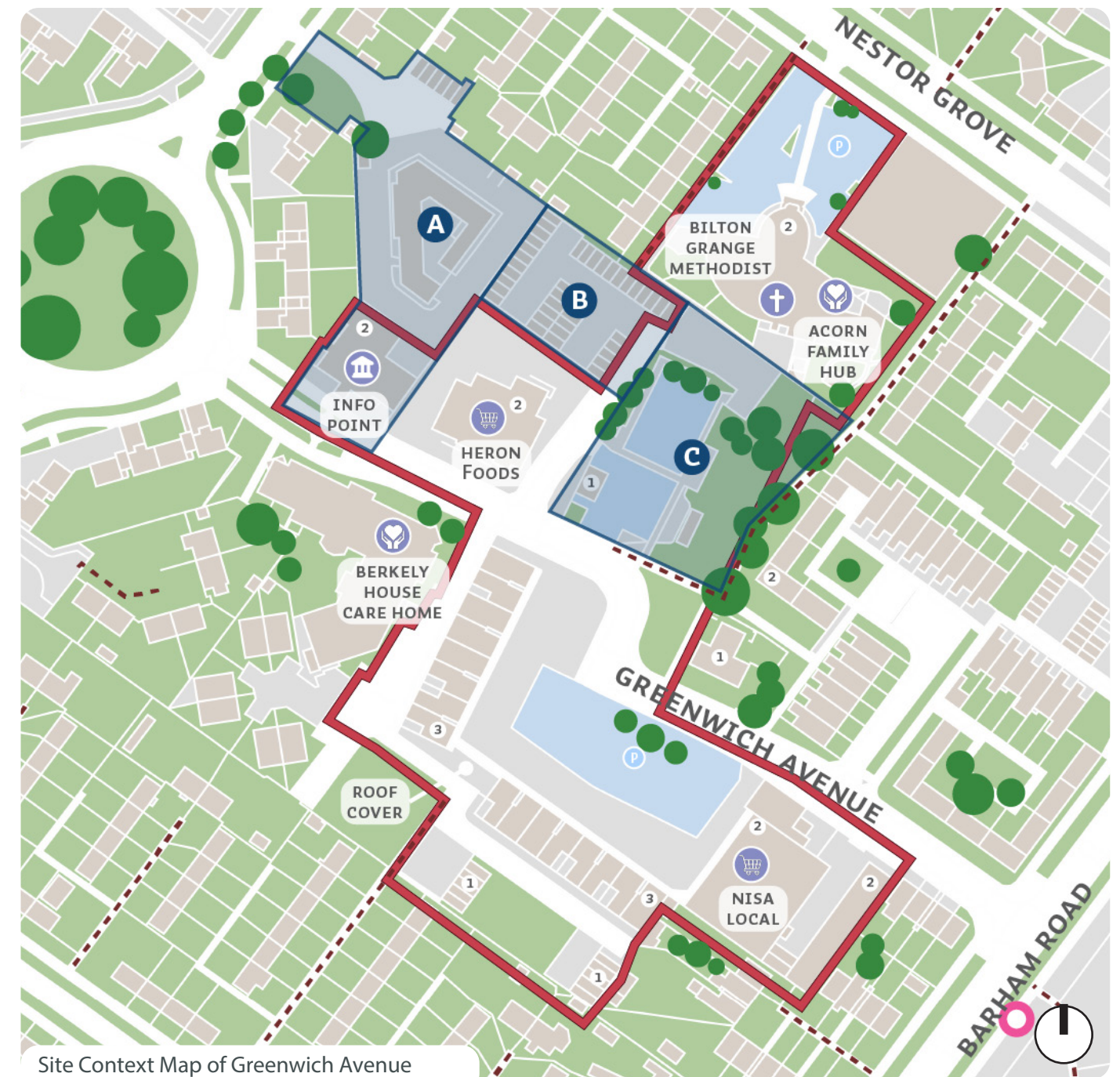
Living in the most deprived areas of the city, this group contains an above average proportion of young families (with dependent children) living in public rented housing – including a high proportion of lone parents. Unemployment and economic inactivity is high. With a high proportion of benefit claimants, household income is low. Despite the young age profile, poor health and lifestyle is an issue. Neighbourhood satisfaction is low, and the group rate the quality of open spaces and street appearance below average. They also identify issues relating to ASB / crime and tend to feel unsafe both during the day and at night.

### Characteristics of Group D: Low-income families in public rented and owner-occupied houses

This group is made up of typically older families living on well-built council estates, where a proportion of residents have exercised their right to buy. Although unemployment / economic activity is relatively high – this group work hard to create a more comfortable life for themselves and there is a lesser reliance on benefits than similar groups. Health and lifestyle issues and concerns about safety after dark are likely to be age related. As a segment characterised by informal community networks, residents of this group tend to have a mutual respect and there is a tendency towards an active community (residents associations, contact with local councillors, neighbourhood watch).

### Characteristics of Group F: Older couples living in owner occupied semis

This group contains a high proportion of older, more conservative, couples living in owner occupied, typically semi-detached houses. A higher-than-average proportion has no dependent children living at home. Moderately educated, and mixing retired and economically active residents, those in employment are more likely to work in higher occupational groups. Residents of this group are likely to have significant equity in their homes and have incomes from investments as well as employment. Crime rates are all below average in these areas, neighbourhood trust and satisfaction are high and health / life expectancies are above average.



Site Context Map of Greenwich Avenue

#### Key (Designations)

- Site Boundary
- Developed Land
- Green Spaces
- Pedestrian Routes
- |||| Road Crossing
- Garages
- Buildings
- Residential Scheme Sites
- ① Building Storey Height

#### Key (Icons)

- Bus Stops
- ⚕ Community Service
- 🛒 Grocery Store
- 🍷 Pub
- ✝ Church
- 🏛 Civic Service
- ★ Local Landmark
- 💡 Due to be Redeveloped
- P Parking
- Trees



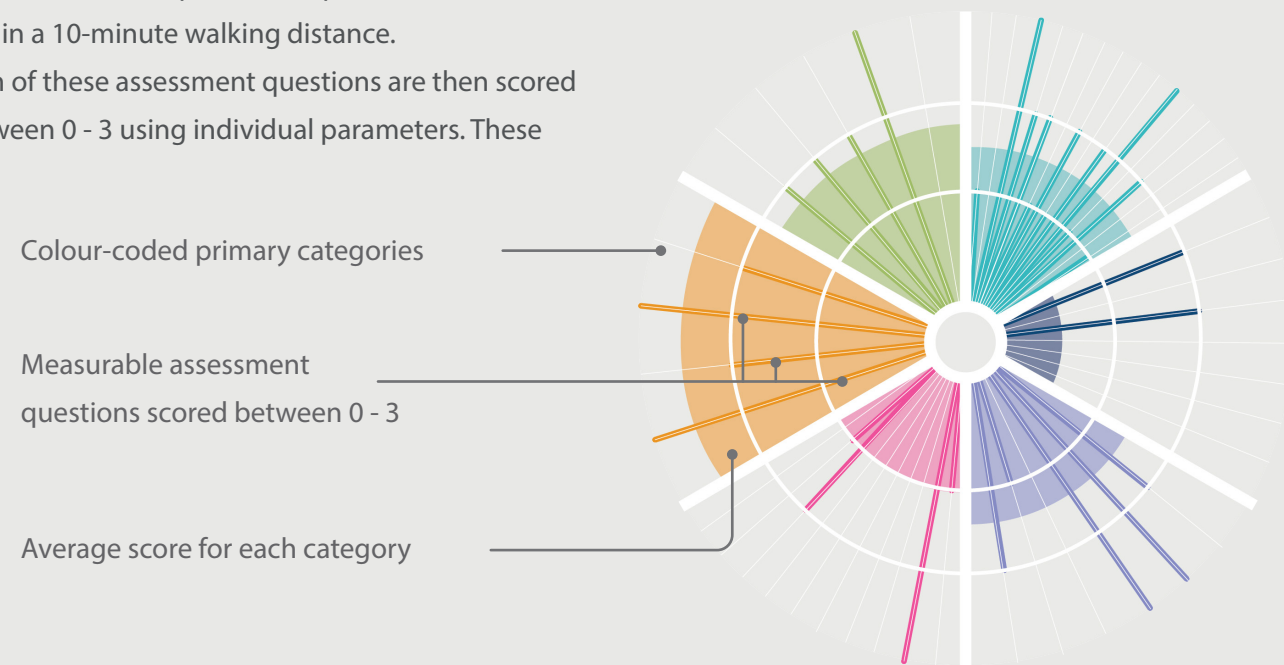
## 1.2 10 Minute Settlement Analysis: The Amenity Score Explained

For each of the study areas in the following chapters, we have used a scoring tool, called an 'Amenity Score'. This is a tool we have developed over the course of a number of years and allows us to assess sites at a high-level in terms of public services/amenities within a 10-minute walking distance, in order to inform the type of development that we propose. This 10-minute walking distance is important to ensure that residents' everyday needs can be met locally, addressing modal shift and a wider approach to net zero carbon, as well as allowing residents to spend more time and money in their local neighbourhoods.

The Amenity Score consists of 6 primary categories: Education and Culture; Health; Employment; Transport; Daylight; and Outside Space. Within each of these categories, there are between 4 - 14 measurable assessment questions. For example, in the Outside Space category, a measurement is the m<sup>2</sup> of public open space per capita; whilst in the Transport category, a measurement is the number of different modes of public transport that are available within a 10-minute walking distance. Each of these assessment questions are then scored between 0 - 3 using individual parameters. These

scores are then mapped on to a visual diagram, with an average taken from each category. An overall Amenity Score can then be calculated for the site.

By examining the performance of each of the categories, we are able to quickly establish what services/amenities may be lacking/need improving in the area, and which are performing well. Once a Concept Proposal is designed, the Amenity Scoring tool can be used again to assess how the proposed development is improving the area. We have found this an incredibly useful tool at this high-level stage of work. We have undertaken this exercise on each of the sites across the Hull region as they currently exist. However, once the Concept Proposal is developed in a little more detail, a next step could be to re-assess the sites using this tool to measure the success of the design.



### Key (Designations)

- Site Boundary
- Developed Land
- Green Spaces
- Pedestrian Routes
- 10 Minute Walk
- Bus Stops

### Key (10 Minute Settlement)

- Education and Culture
- Health
- Employment
- Transport
- Daylight
- Outside Space



## 1.2 10 Minute Settlement Analysis

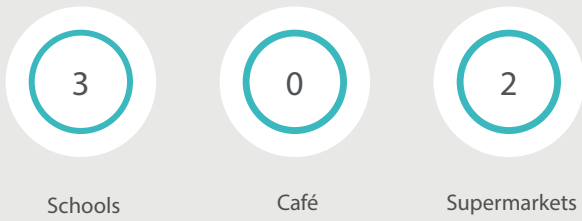
Based on our analysis of the amenities within a 10-minute walking distance from Greenwich Avenue, we have found that the site performs well in offering access to public green space compared to typical settlement spaces. Namely, due to being the site's close proximity to Alderman Kneeshaw Park

However, the catchment is providing a below-average offering of transport and healthcare facilities for local residents. Specifically, due to

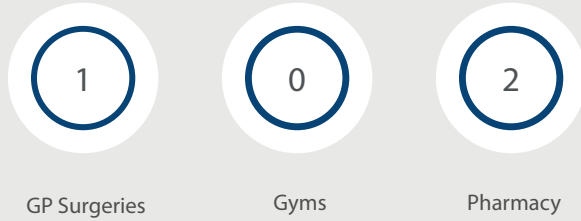
a lack of opticians, dentists and gyms in the area. The site could use improvement on its score of education and culture, such as provision of food and beverage services, as well as employment opportunities.

Therefore, we suggest that the development project focus on increasing the provision of facilities that will offer recruitment. Transport systems and healthcare assets also need improvement to support the local community.

### Education And Culture



### Health



### Employment



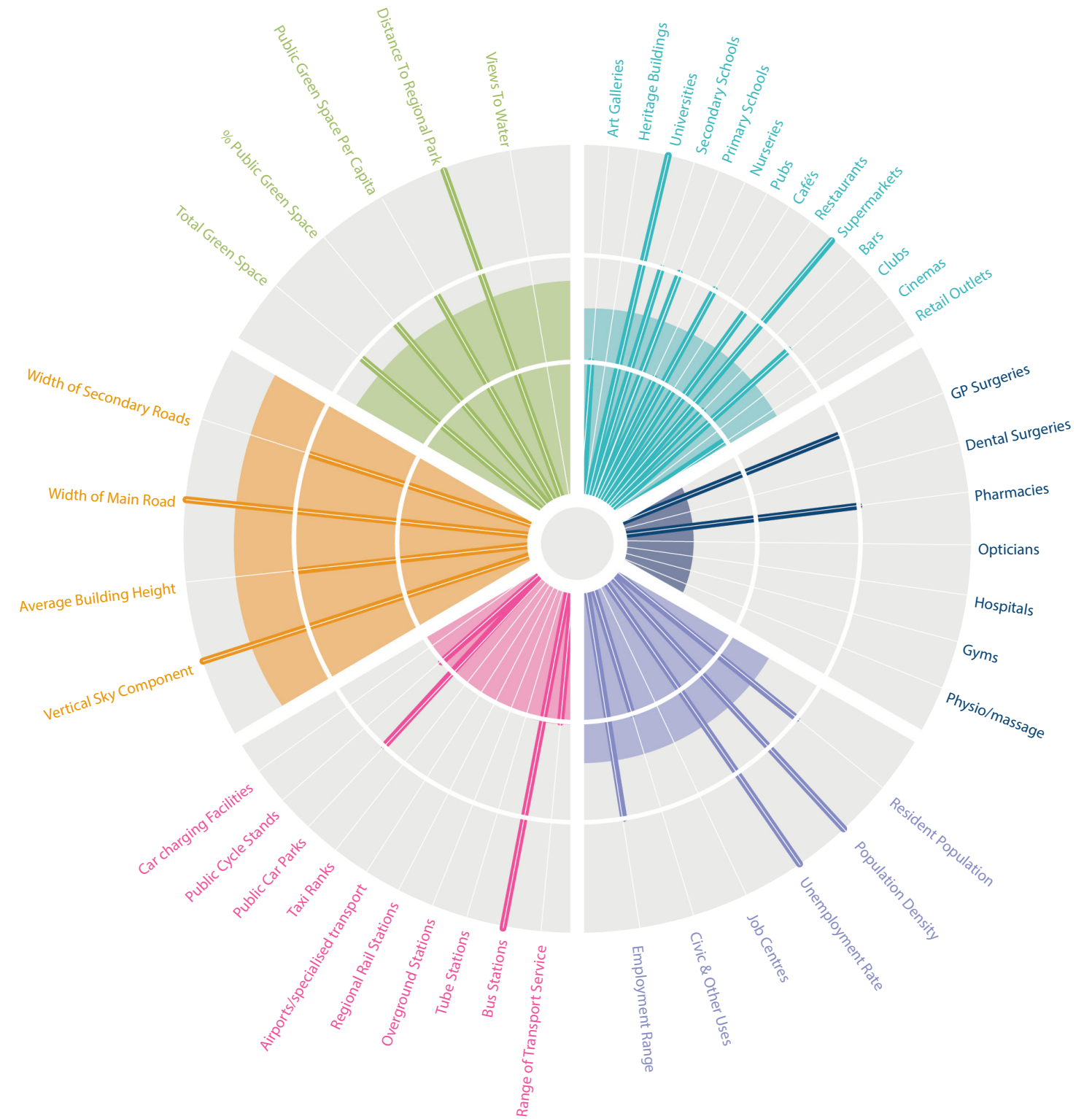
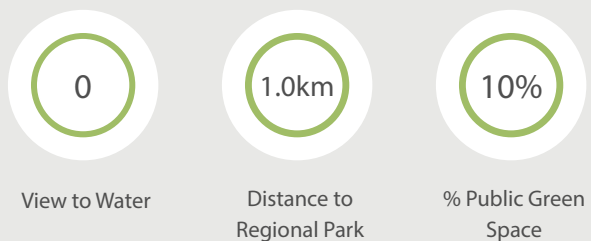
### Transport



### Daylight



### Outside Space



The Site Equity Score: Greenwich Avenue



## 1.3 Urban Design Analysis

Key Considerations for improvements

1

### Lack of Green Spaces

Neglected green spaces at the back of the retail and general lack of green amenity space for children and adults

2

### Unwelcoming Entrances to the Site

The street scene dominated by road and car park; roof cover between buildings on the southwest corner create a visual barrier; Overall quality of building frontages, retail signage and public realm require improvements

3

### Security & Safety Issues

The current pedestrian pathways do not have proper oversight and lack street lighting

4

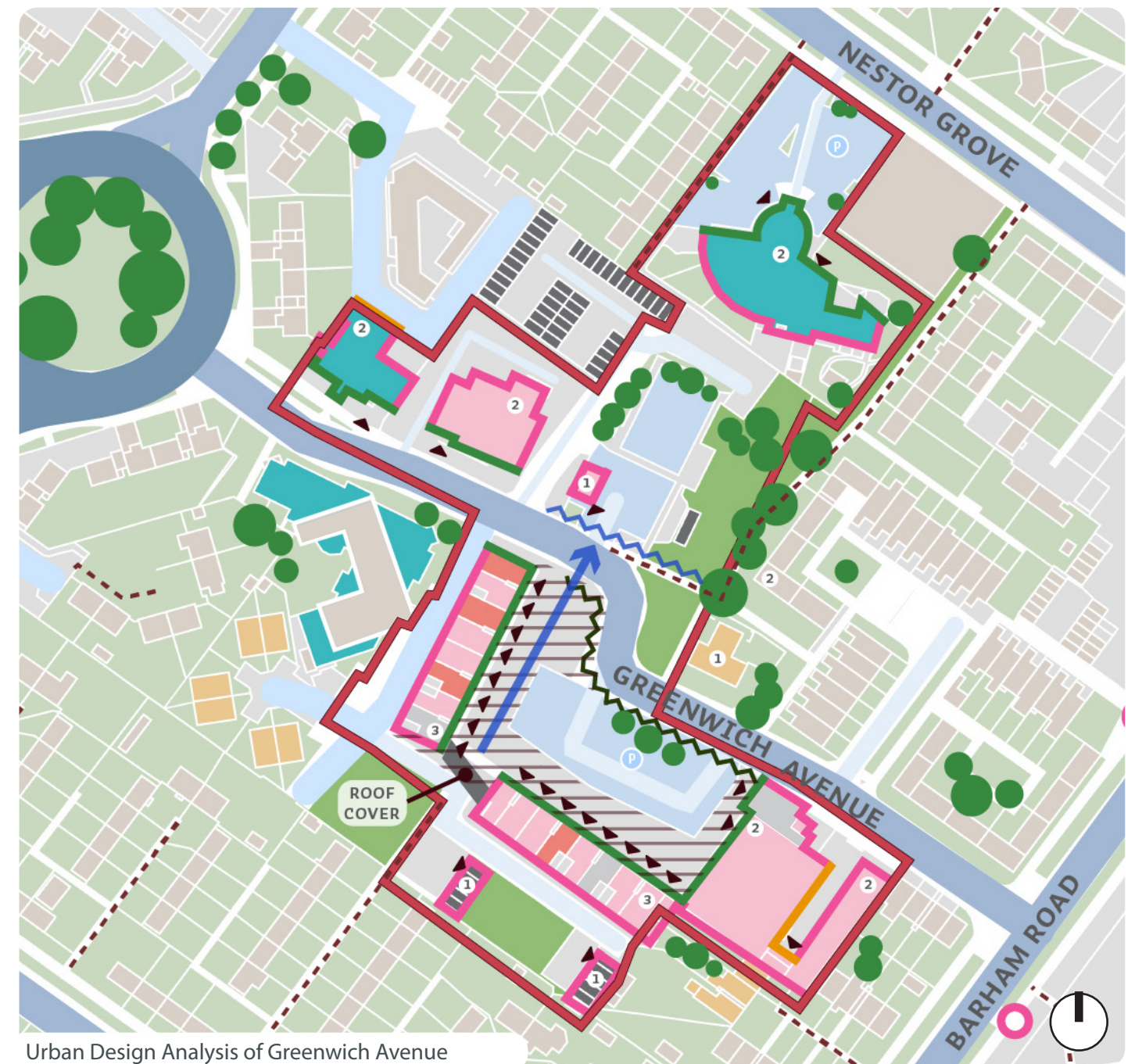
### Lack of Proper Enclosure

There is weak building enclosure along Greenwich Avenue

5

### Barriers to Movement

Lack of safe pedestrian crossing points on Greenwich Avenue



Urban Design Analysis of Greenwich Avenue

#### Key (Designations)

- Site Boundary
- Developed Land
- Green Spaces
- Underutilised Green Spaces
- Hard Surface
- Pedestrian Routes
- Road Crossing
- Building Storey Height

#### Key (Frontages)

- Active
- Neutral
- Negative

#### Key (Building & Land Uses)

- Retail & Services
- Gastronomy
- Community
- Residential
- Parking
- Garages
- Surrounding Buildings
- Vacant Buildings

#### Key (Road Hierarchy)

- Major A Roads
- Major B Roads
- Primary Roads
- Secondary Roads
- Tertiary Roads

#### Key (Icons)

- Bus Stops
- Parking
- Building Entrances
- Trees
- Barriers to Movement
- Negative Edge
- Views





Wall mural, Greenwich Avenue

## 2. Opportunities & Key Principles

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- 2.0 Opportunities & Key Themes
- 2.1 Vision and Key Principles



## 2.0 Opportunities & Key Themes

The team has considered the outcomes of key stakeholder and public engagements and also against the aspirations and priorities set out within Hull Council's Community Plans and Longhill & Bilton Grange Ward Plan. This has allowed us to identify the following opportunities and vision for positive change at Greenwich Avenue neighbourhood, to attract a greater footfall, improve the access to key facilities and encourage safer and more welcoming environment.

In relation to the Greenwich Avenue Mini-Masterplan, the following opportunities for the area are summarised below:

1. Improve the sight line from shopping facilities to family hubs.
2. Provide a community event space that can be used night and day, all year round.

3. Review the car parking space needed in the area.
4. Improve safe spaces for teenagers to improve anti-social behaviour in the area.
5. Support community groups in managing buildings.
6. Utilise the library for future community activities.
7. Provide a well-rounded, integrated service offer for health and social care.

The key themes that emerged from the engagement process are now expanded to link with emerging opportunities described on the right.

*"The shops and the mural on the wall"*

*"It is a family hub!"*

*"Central point for community"*

Key Themes:



### Community Facilities

Providing the indoor spaces for community activity and opportunities for local businesses to flourish and sustain with variety of offer for local residents to choose from.



### Green Spaces

Providing high quality open spaces for children and young adults which are safe and overlooked by development with play equipment to encourage health & well-being.



### Links & Connectivity

Investment in improving existing public transport services and potential introducing shared cycle scheme across the Hull



### Respect & Pride

Improving the look and feel of the existing shop frontages and introducing the areas of landscape, planting, new street lighting and street furniture



### Safety & Security

Creating a strong sense of community and belonging with improved access to advice and support services



### High Quality Housing

Providing improved and new housing for local residents to encourage community cohesion



# 2.1 Vision and Key Principles

*"An easily accessible local centre, providing reasons to visit and dwell for local people of all ages."*



Turn Greenwich Avenue into shared surface square with landscaping and new street lighting, benches and space for retail/cafés to spill into community square.



Shop frontage improvements



Providing for future local business potential with community outreach.



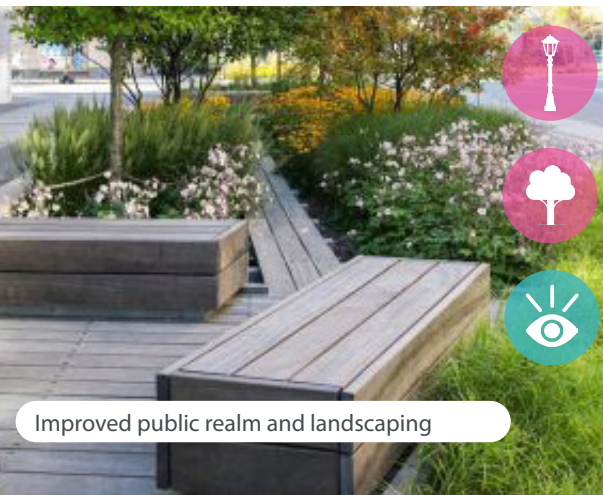
Improving pedestrian crossing of existing pedestrian routes across the Greenwich Avenue and providing safer routes for pedestrians and cyclists towards Acorns and links towards residential neighbourhood to the southwest



High quality amenity space for community gatherings



Safer routes for pedestrians and cyclists



Improved public realm and landscaping



New vibrant community facilities and cafe







View from car park towards existing shop fronts

## 3. Concept Masterplan

Having identified the key themes from the engagement process, opportunities and principles, we have prepared the set of options for various levels of interventions within Greenwich Avenue Local Centre.

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3.0 Concept Masterplan

3.1 Next Steps



### 3.0 Concept Masterplan

The approach is to maximise the use of funding to improve the quality of place. This funding is either already or likely to be available in the short term and does not require access to large scale capital development funding or investment.

From the outcomes of our analysis and engagement this option focusses on investment into improving the quality of the environment with the following initiatives:

- ① Improved retail shop frontages
- ② Retained car park with improved landscape setting with SUDS
- ③ New market square and event space for community gatherings
- ④ Space for retail and cafés to spill into community space
- ⑤ Improved public realm through new street furniture, street lighting and planting
- ⑥ New children's play area with natural play features integrated into the landscape
- ⑦ Rerouted road and/or traffic calming measures to allow for safe pedestrian crossing
- ⑧ Improved pedestrian and cycle connectivity between the centre and surrounding housing





## 3.1 Next Steps

To support the development of Greenwich Avenue a pipeline of projects outlined in the concept masterplan has been produced alongside potential funding sources to support progression of these projects.

Opportunity	Content of Opportunity	Funding Type	Next Round of Funding	Potential Partners	Timescale
Skills and employability hub	Socio-economic analysis demonstrated across Hull there is a skills gap compared to the national average, with the growing Humber Industrial Cluster, and a need for upskilling the local community. A potential skills hub could provide a practical space in which training can be conducted.	Salix Funding: Phase 5 Public Sector Low Carbon Skills Fund	Currently open	Hull University, Training Providers, VCSE, Private Investors	Q3 2025
		Levelling Up	No date currently available		
Improved access and footpaths	Greenwich avenue serves as a central location with key access to the community, with surrounding locations such as the Acorns centre and Alderman Kneeshaw Playing Fields. Currently access to the Acorns centre is noted to be difficult and through increasing footpaths it will improve links between Greenwich avenue and the wider community.	Active Travel Funding	Ongoing	Transports providers	Q3 2025
		Brownfield Land Release	Ongoing - no current date for applications available		
Improved shop frontage	Shop frontage is tired and worn, through updating this it can support the area in becoming more visibly pleasing.	Levelling Up	No date currently available	Private investors, Hull University	Q3-Q4 2025
		OPE	Feb 2025		
		Devolution Deal	No date currently available		
Retained car park with improved landscape	The car park at Greenwich avenue is the centre of location. The lay out into the car park is noted to be not accessible or fit for purpose, due to an significant bend potential causing collisions. Therefore, the remodelling of the landscape with improve safety, whilst also keeping the car park which a utilised central point within the local area.	National lottery community fund	Ongoing		Q4 2025-Q1 2026
New market square and event space	Outcomes of stakeholder engagement showed the community would like to see the opportunity for events. The parade and surrounding underutilised space is an ideal home for a market square and event space. This can support the integration of the community, bring in a vary of different local businesses which will support economic growth.	National lottery parks funding UK	Ongoing		Q1 2026-Q4 2026
		Community Renewal Fund	May-24		
Youth club	Towards Alderman Kneeshaw playing fields there is a youth club which with a raised attendance could support in the increase in footfall at Greenwich Avenue.	Community Renewal Fund	May-24	VCSE, Education providers	Q1 2026
		Youth Investment Fund	No date currently available		
Masterplan	Develop masterplan incorporating stakeholder engagement comments from 9th May 2024.			Mace	Q3 2025-2026



