

Hull City Centre Vision

**A framework for regeneration
2025-2045**

FINAL
July 2025



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Deloitte.

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context

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Document Control

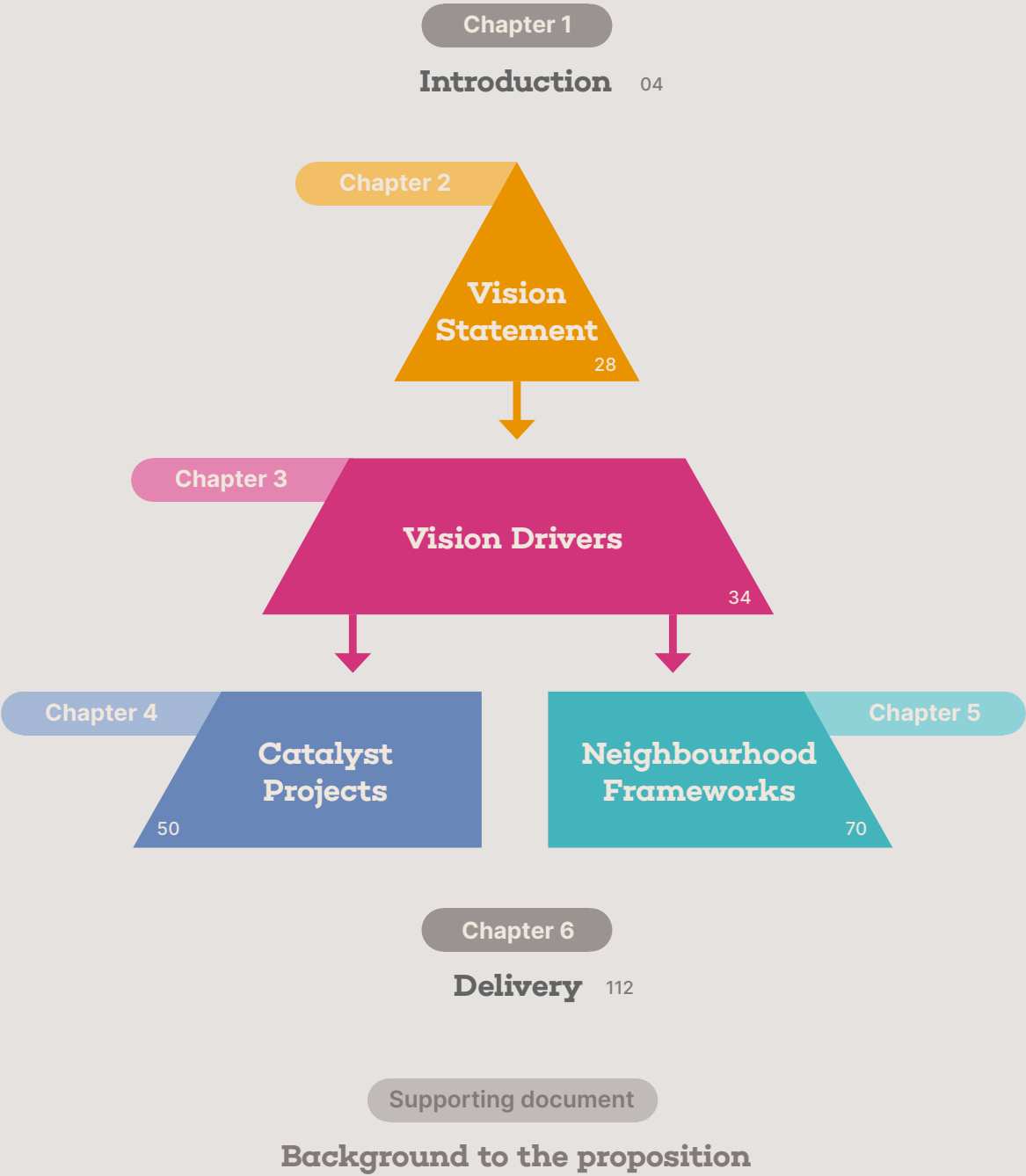
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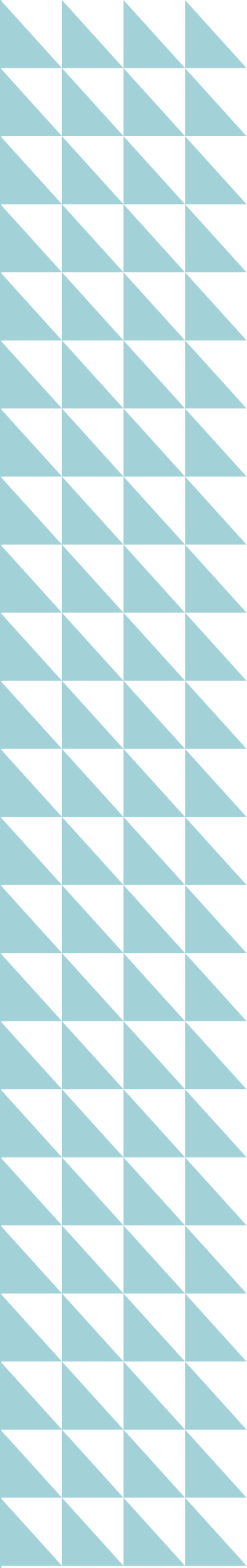
Document structure

Hull City Centre Vision is structured around four key components, captured in Chapters 2-5. The vision is supplemented by an introduction which evaluates Hull's current position, its strengths and opportunities, and a delivery chapter setting out how the vision can be implemented.



For the purposes of keeping this document succinct, a background document has also been produced to capture the supporting analysis, key steps and decisions taken along the way to producing the vision.

01: Introduction





The City Centre Vision (CCV) sets out Hull's ambition for spatial change, economic growth, and urban transformation, aiming to create a sustainable and vibrant City Centre.

This Vision

Building on existing and planned capital projects, the Hull City Centre Vision (CCV) provides a 20-year roadmap for investment and prioritisation, benefiting both the city and wider region, particularly within the context of the newly established Hull and East Yorkshire Combined Authority (HEYCA).

A strong, vibrant, inclusive City Centre will support economic growth, innovation and business growth, visitor numbers, talent retention and sustainable development through targeted investment in placemaking, brownfield housing delivery, development of new high-quality neighbourhoods and creation of new employment opportunities.

Informed by market analysis, public consultation, and stakeholder engagement, the CCV's prioritises inclusivity, talent retention, and local opportunities. Achieving the CCV's ambitious goals will require both public and private sector investment, along with Hull City Council's stewardship to ensure effective collaboration and partnerships.

The City Centre Vision Area

The City Centre Vision (CCV) purposely focuses on the City Centre and its immediate surroundings, (see plan), to capture important and influencing dynamics with key assets and stakeholders. Future opportunities for development and investment will likely hinge on the city centre's connections to surrounding communities and assets, such as MKM stadium, and Hull Royal Infirmary, larger employers and educational institutions, such as the University of Hull, as much as those within the City Core.

There are also major green and blue infrastructure corridors that are of vital importance to the city centre's future sustainability and liveability which are best understood with a wider strategic lens.



The Extent of the CCV

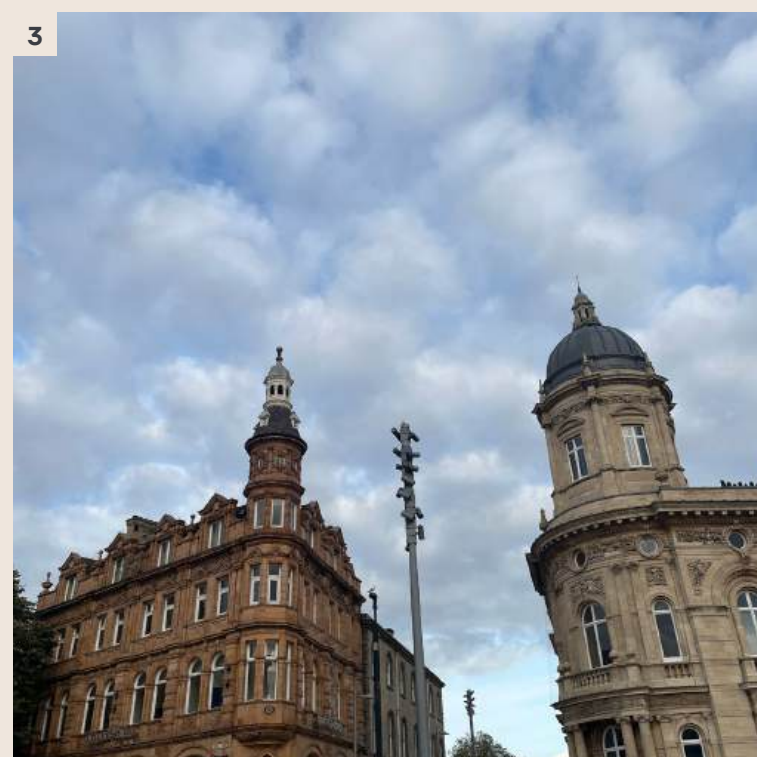
The area predominantly described in this CCV is shown by the extent of this plan.
The numbers on this plan correspond to the images on the following pages.





Hull City Centre is full of assets which make it a rich and enjoyable place to be

1. Monument Bridge facing south, across Princes Dock
2. Guildhall tower, viewed across the River Hull
3. Maritime Museum and neighbouring townscape from Queen Victoria Square
4. Distant view to the Guildhall from Monument Bridge
5. The independent uses of Humber Street



Aligning the CCV

The CCV has been informed by and is aligned to the suite of strategy documents adopted by Hull City Council that guide decision-making across the city. The purpose of the CCV is not to duplicate any of the content but to collate and clarify ambitions into a spatially focussed plan. It supports the Hull Community Plan's six key ambitions, including safe neighbourhoods, economic growth, and cultural heritage.

The CCV advances Hull's role as a regional hub, promoting key growth sectors and creating high-quality jobs, as outlined in the Economic Strategy. It reinforces Hull's cultural leadership by supporting cultural organisations and celebrating its maritime heritage, aligning with the Culture & Heritage Strategy.

Planning Status

The CCV will inform the new Local Plan, providing a framework for investment and addressing key planning issues to support the delivery of the CCV within and beyond the Plan period. The CCV also has regard to several evidence-based studies (as of April 2025) commissioned by Hull City Council to inform the Local Plan preparation.

Whilst not a formally adopted planning document, the CCV should be a material consideration in the determination of planning applications within and around the city centre. It embodies Hull City Council's long-term aspirations for the city centre and is designed to guide more detailed proposals from the private sector, the Council, or development partnerships. Rather than providing granular detail, the CCV aims to empower all stakeholders in shaping the city centre's regeneration.

The CCV draws from economic and spatial insights to develop a strategy that capitalises on existing strengths and unique differentiators to drive organic growth.

Adopted Documents



Non-Statutory Documents



Evidence Base



Hull, Yorkshire's Maritime City



International

Hull is Yorkshire's only port city, handling nearly 10 million tonnes of cargo each year and further growth and Investment will be facilitated by the 50 hectares of Freeport designated land. The Port plays a significant economic role in the city as whole and there are ambitious expansion plans by Associated British Ports (ABP) to continue to support energy related projects and wider economic growth sectors including medi-tech expansion.

Port operations connect the city via trade and passenger routes, and have influenced the spatial land development of the wider city, as well as supporting a wider supply-chain of business and employment.



Yorkshire and the Humber

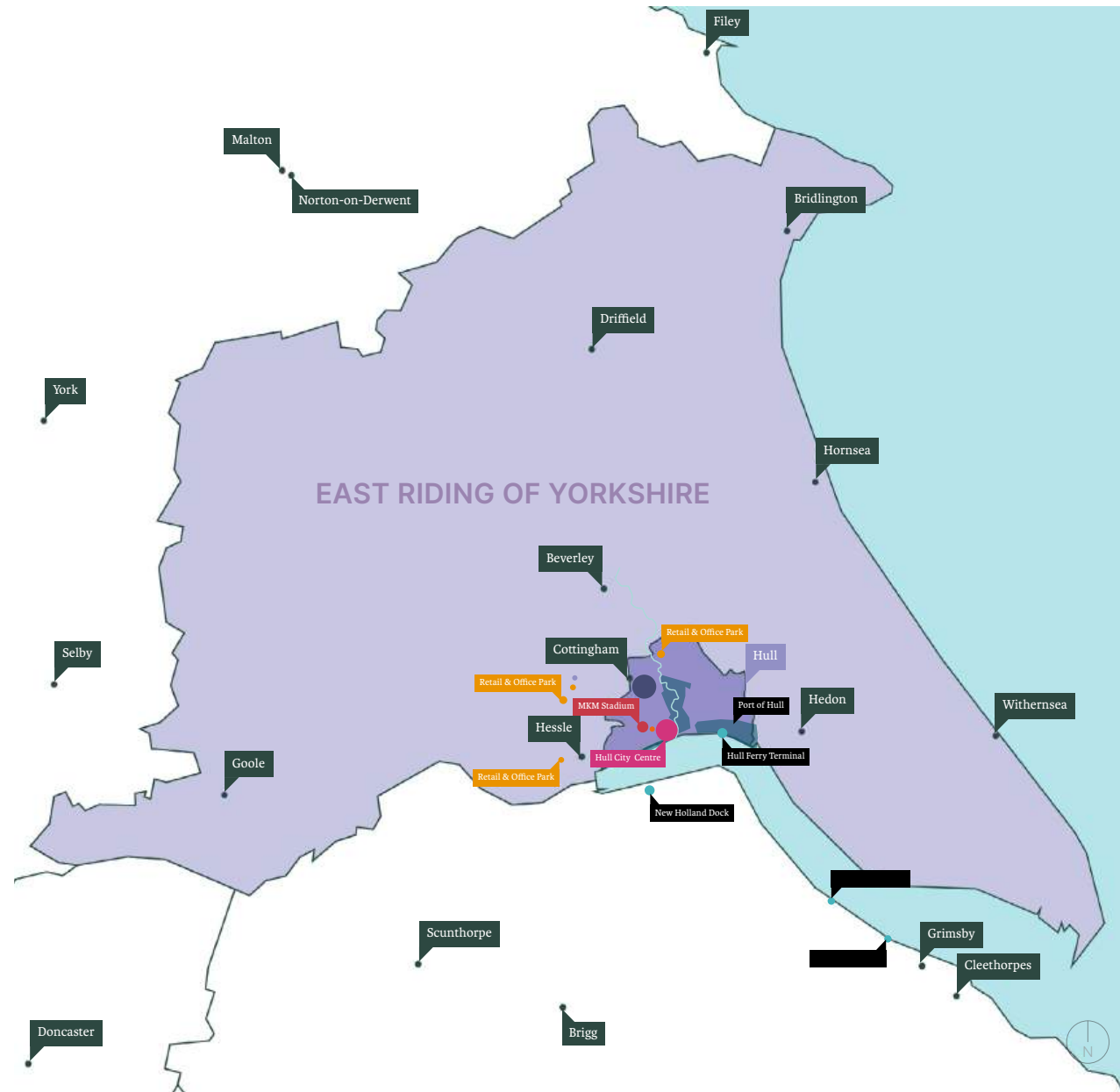
Hull is the centre of the Humber economic powerhouse. Its strategic location, industrial capacity, city scale and innovative business ecosystem position it as an ideal testing ground and model for growth.

Hull has the potential to become a driving force within the Humber economy, actively well connected via East Coast Mainline and TransPennine Express routes, as well as national strategic highway network shaping an estuary vision that fosters partnerships and expands opportunities.

In 2024, Hull Trains service 1.5 million customers, with 40,000 weekly capacity

Source: <https://www.hulltrains.co.uk/news/2024/hull-trains-celebrates-serving-1-5-million-customers-in-2024#:~:text=Hull%20Trains%20is%20celebrating%20a,million%20miles%20since%20its%20introduction>

A competitive region



HEYCA

From 2025, Hull City Council is part of a new devolved Mayoral Combine Authority alongside East Riding of Yorkshire Council with a combined population of 610,000. The new Hull and East Riding Combined Authority (HEYCA) unlocks substantial powers and Investment opportunities in the region of c£400m¹. This strategic investment approach fosters cross-boundary collaboration on long-term initiatives, particularly those with significant economic impact, such as offshore wind power, and economic growth opportunities linked to economic clusters, culture, employment and skills.

1. Hull & East Yorkshire Combined Authority Secures £400m Investment

A city centre of opportunity



Hull City Centre

Like many city centres and high streets, Hull City Centre has had to adapt to change in consumer trends and lifestyles, particularly post-Covid 19. The city centre as a place can cement a balanced economic strategy by promoting high GVA opportunities in green energy and tech alongside creativity and entrepreneurship.

- Key:**
- ➔ Arterial road causing severance between City Centre and immediate surroundings
 - ➔ Key routes that have the opportunity to overcome barrier to movement and better connect City Centre
 - ⊙ Current Gateways to Hull has great potential for improvement
 - ➔ Hull Key long range views
 - Hull key space that hold great potential for enhancement
 - Trans Pennine Trail
 - City Centre area, as defined by the Hull Local Plan, 2017

The city in numbers

HEYCA £400m investment fund and increased decision making powers

University teaching Hospital staff, employing **8,000**



In Central Ward: **33.3%** of people have no qualifications, compared to **25.3%** for Kingston Upon Hull, and **18.1%** for England



Over **90%** of Hull is within the Environment Agency **flood risk zone 3a**

Hull is the UK's most vulnerable city to coastal flooding after London

2h30 train journey to London



Active port supporting **12,000** jobs and generating **£12bn** in trade and **50+** hectares of freeport zone.

The provision of Heat Management / Mitigation in Hull is the lowest across England (LSOA Heat Management Layer)

271,942 population (Hull City Council) and part of wider HEYCA region with a population of **618,252**.



Currently over **120,000** square metres of the City Centre is Surface Car Parking

Around **80%** of households in Hull have gas-fired heating system



'Hull is well placed to become a leader in climate resilience'

£12.50

Will get you a full week's MSCP parking in Hull City Centre compared to just a single day in Leeds City Centre.

8,435 local business units and **6,385** micro businesses.



Access to **green space** for young people and the elderly is in the **lowest category** for England

Less than **10%** of **under 16s** have access to **green space** in the city centre

Successful **City of Culture** status in 2017, with a continuing vibrant culture and events scene and independent retail offer.

Children in Hull are less physically active and more overweight in Hull than the national average

Hull has an above average economically inactive population, and above average proportion of long-term sick and disabled people



20.4% households in Hull are fuel poor

Already a hub for clean power and green energy sector in UK, with **Siemens Gamsea** investing **£500m** and employing **1,300** people at the offshore wind manufacturing facilities at the Port of Hull.



Objectives of the CCV

The CCV sets a compelling long-term ambition for change in the City Centre that provides a road map for investment, funding and prioritisation over the next 20 years.

It is an ambitious plan that is informed by market and spatial analysis to harness the city’s potential through a series of spatial big moves improving people’s experience and perception, and unlocking opportunities for inward investment, productivity and growth.

Unlocking investment potential and building a case for investment

The CCV provides clarity for investors and developers on the scale of ambition in the City Centre. For those already active in the City, it is intended to provide focus and present a clarity of vision reflective of Hull City Council’s intentions moving forward. The CCV links town centre activation with residential growth and aligns this to economic sector priorities and productivity growth to present a compelling rationale for investment balancing employment opportunities and the case for more homes in the City Centre.

A comprehensive view of change of across the City Centre

Bold moves and key interventions are prioritised; however, it is expected that the plan will generate further opportunities as sites become available in the future in line with the evolution envisaged by the CCV, particularly around key neighbourhoods.

Harnessing devolution opportunities

Hull is the major city at the heart of the devolution opportunity presented by the establishment of the Hull and East Yorkshire Combined Authority (HEYCA). The new Mayoral authority unlocks substantial funding and opportunities for regionally significant projects, decision-making and prioritisation based on local economic and social needs.

The CCV can help to inform future investment planning and funding opportunities that may come forward in the future as well as strategic transport investment to improve connectivity between the City Centre and communities, underpinning wider inclusive economic growth.

Yorkshire’s Maritime City

Hull has a unique offer compared to other Yorkshire cities built on a maritime heritage, industry strengths, waterfront position and port connectivity. This identity informs Hull’s past and future, and is embedded in the spatial, placemaking and economic growth strategies that underpin the CCV.

Building on an existing pipeline of activity

- The CCV is informed by the ongoing projects, such as: Several significant capital projects are underway or planned
- The Hull Maritime Project, a cultural initiative completing in early 2026, will attract 300,000 more visitors annually, adding £5.5m to the local economy ². This project has secured £30m in funding from Hull City Council and the National Lottery Heritage Fund ³.
 - The Queens Gardens improvement programme, aligned with the city's water strategy, will enhance a historic public realm area by 2026.
 - A63 upgrades, will improve port access, reduce congestion, and enhance city connectivity.
 - Redevelopment of Albion Square will create a mix of uses to this area of the City Centre. Phase 1 features a new NHS Community Diagnostic Centre supporting approximately 300 patients daily and is due to open in 2025.
 - East Bank Urban Village, a development partnership between Hull City Council and English Cities Fund, will deliver 850 homes alongside public realm improvements and a riverside promenade, significantly impacting city centre housing – increasing the city centre housing offering and setting out a new standard for urban living.

Existing assets create opportunity

The CCV sets a framework for future collaboration and partnership to maximise opportunities to leverage these assets and stakeholder ambitions for future growth and investment to benefit the city, and its population.

- The CCV leverages existing public sector and economic growth assets through increased collaboration and partnerships:
- The University of Hull, with 16,000 ⁴ students and £477m ⁵ annual GVA, offers opportunities for increased city connectivity and collaboration between the campus and the City Centre offering.
 - Hull College, with approximately 10,000 ⁶ students and 1,200 ⁷ staff, plans to establish a green economy department and may require campus investment to remain fit for future teaching and market requirements.
 - Hull University Teaching Hospitals NHS Trust, serving 1m patients and employing 8,000 staff, faces estate management challenges that could prompt reflections on improved link between existing facilities and the City Centre as well as the potential relocation of non-acute care elsewhere, including within the City Centre.
 - Hull BID represents 780 city centre businesses and plays a vital convening role in guiding the City Centre's evolution ⁸.

Whilst not exhaustive, this list of stakeholders presents some of the opportunities that exist to leverage the principles of the CCV and create additional catalyst projects in the future.

2. The Project | Maritime Hull (en-GB)
3. The Project | Maritime Hull (en-GB)
4. Where do HE students study? | HESA

5. Economic-impact-report
6 .Get the current student numbers data - Office for Students
7. Seven more days of strikes at Hull College Group

8. Home - Hull Business Improvement District (BID)

The opportunities

The initial opportunities have been developed through extensive analysis and understanding of constraints which is included in detail within the background document. The opportunities have been captured throughout the vision in the following chapters, engrained within the overarching vision statement, and illustrated directly within the vision drivers, catalyst projects and neighbourhood frameworks, to help realise these opportunities.

The opportunities are summarised as follows:



Re-imagine an urban offer to revitalise and diversify the City Centre

Hull's City Centre, like many across the UK, has been affected by evolving retail trends, accelerated by the pandemic. As retail contracts, the City Centre must diversify to maintain footfall. The CCV will guide this shift towards a balance of job creation, residential growth, and enhanced visitor and leisure offerings. Growing and diversifying city centre employment, alongside larger employment sites outside the core, is crucial for driving footfall and attracting residential investment.



Increase vibrancy, activity and footfall

A multifaceted approach is needed to drive footfall and attract inward investment. This encompasses residential expansion (including student accommodation), retail consolidation into a core area with clear shopping routes, and hotel development to support the visitor economy. Feasibility around further visitor opportunities such as cruise operations will be considered.

Extending the early evening economy aims to increase activity and spending, while a strong programme of arts and culture will enhance the City Centre experience. These initiatives aim to create a dynamic and attractive environment for residents, businesses, and visitors.



Retain and nurture talent

The City Centre plays a vital role in providing job opportunities and upskilling programmes, and Hull's educational institutions are key to this effort. The University of Hull, with its focus on R&D, is developing a talent pipeline aligned with the city's growth sectors.

The city's vibrant town centre, offering diverse employment opportunities alongside attractive entertainment and leisure options, enhances the University's ability to attract and retain students. The Derek Crothall building will consolidate Hull Training and Adult Education, providing training to 6,500 students annually, complementing the city's wider investment in education. This investment in education and training is crucial for achieving Hull's Economic Strategy targets of job creation and increased productivity.



Become a known place to live

Currently, approximately 5,000 people, with c.60% aged 20-50, live within the CCV area ⁹. While Hull's average weekly workplace earnings are higher (£656.60, 2024) than comparable cities (Nottingham, Doncaster, and Sunderland), residents have lower qualifications and disposable income (£15,818 Gross Disposable Household Income per capita per year, 2022), suggesting much of that income disperses from the city into the wider region ¹⁰. Increasing the city centre population and diversifying its offerings are key to capturing more of this spending within the City Centre.

The CCV identifies opportunities for housing delivery, prioritising purpose-built developments to achieve the required scale and quality to contribute to towards housing delivery targets. Catalyst sites across the City Centre will accommodate diverse housing types and densities. While Hull's housing affordability (£119,520 vs. national average of £266,742) is a significant advantage, support will be needed to address viability challenges ¹¹.

The CCV also prioritises high-quality public spaces and amenities to enhance city centre liveability, with early projects like East Bank Urban Village setting the standard.

9. Build a custom area profile - ONS
10. Data tool - Centre for Cities
11. Build a custom area profile - ONS

The opportunities



A place for innovation, investment and job creation

The city's strategic location and industrial capacity position it as a potential clean power and innovation hub, building on its maritime strengths and offering opportunities in technology and creative industries. Significant investments include Siemens Gamesa's wind turbine factory (c.1,000 jobs), planned hydrogen and carbon capture facilities at Saltend (potentially c.2,000 jobs), and the Humber International Enterprise Park (potentially c.7,500 jobs). Acknowledging that some of Hull's largest employment sites are outside the City Centre, there is scope to reconnect these sites to the City Centre core through creation of new neighbourhoods and routes. This will create opportunities to improve access to large employment sites adjacent to the city centre and to provide additional housing delivery close to workplaces. The CCV also promotes the development of adaptable workspaces, building on the success of C4DI and complementing existing offerings. Further expansion of the med-health ecosystem, leveraging existing strengths like Reckitt's and Smith & Nephew, is also envisioned. Addressing the 4.6% office vacancy rate (October 2024) will require partnerships and public sector support to attract investment and support the growth of local businesses.



Facilitating environmental resilience and green urban environments

To create a resilient and liveable city, Hull's vision promotes environmentally sustainable development aligned with its Net Zero Carbon Strategy. The city must be climate-resilient, integrating Green and Blue Infrastructure (GBI) to manage surface water, mitigate extreme temperatures, and enhance biodiversity through accessible open spaces.

Building on initiatives like the 'Living with Water' programme and University of Hull research and development should include innovative GBI solutions. With limited public greenspace in the City Centre, new parks and play areas are vital for community wellbeing, activity, and cohesion, supported by a safe and accessible to all, nature-rich public realm.

The CCV need to promote carbon-efficient development with low-energy, healthy, affordable and well-insulated homes and workplaces, encouraging retrofit and low embodied carbon. Solar energy and district heating should be embedded in daily life, reflecting Hull's renewable energy strategy.

A low-carbon, integrated transport system is essential to cut emissions, improve air quality, and support active lifestyles. Community involvement is critical in shaping inclusive, successful neighbourhoods.

Overall, Hull's ambitious vision addresses climate and biodiversity emergencies, through positive interventions that address many of the needs for the city creating a highly liveable and investable city proposition.



Create a playful and child friendly city

The CCV prioritises the wellbeing of its youngest residents, recognising the growing importance of child-friendly urban environments. With the global urban population expected to reach 60% by 2030 (UNICEF, 2018), creating cities that cater to the needs of children of all abilities is crucial.

Hull is committed to this CCV, having already achieved UNICEF's Baby Friendly Award and striving for UNICEF's Child Friendly recognition. The CCV includes a series of pedestrian-friendly and entertaining routes that are designed to link Hull's heritage and visitor destinations. It also creates family friendly neighbourhoods located in sustainable locations close to City Centre services and employment locations for parents.

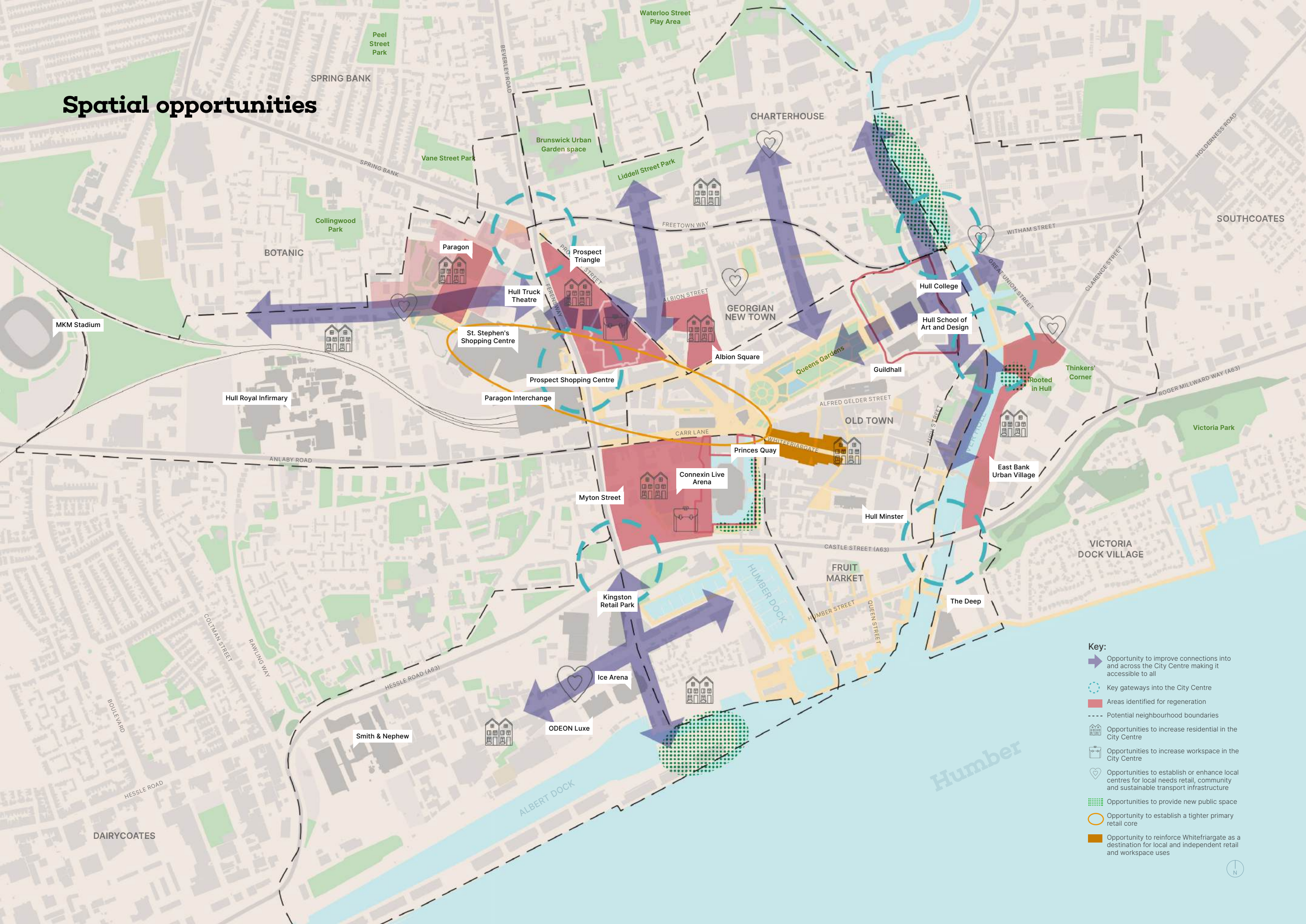


Maintain Hull's unique characteristics

The CCV seeks to ensure the evolution of the City Centre is in keeping with Hull's unique character which is evident from the quality of the existing townscape, particularly within the Old Town.

Improving the arrival experience into the City Centre from the Station and other key gateways is a key aspiration of the CCV, alongside ensuring the City Centre is an enjoyable environment to be in, for all people. In particular, the CCV ensures the evolution of the City Centre celebrates what is special about Hull.

Spatial opportunities



02:

The vision statement



The Vision Statement

**Hull, Yorkshire's
maritime city and
the UK's green
energy capital..**

..a creative place to live, work, play

With..



..an innovative City Centre, which provides space for the exchange of knowledge, skills, trade, culture and energy.



..a productive City Centre, which has re-established a strong workforce, building on the existing talent and strengths, reinforcing Hull's identity as a city of makers.



..a resilient City Centre, which is robust in its response to climate resilience with water management and nature enhancement a key priority in its development.



..a healthy City Centre, where active travel is the primary means of moving to and from the City Centre, through green, playful and safe streets and spaces for all people fostering a city centre that champions culture and learning.



..a creative City Centre, where Hull's creative talent is nurtured and celebrated, through thriving cultural and creative spaces showcasing its independent spirit.



..a liveable City Centre, with more opportunities to live within active and vibrant neighbourhoods in an enhanced City Centre, offering greater choice and a more viable environment for development.



..a distinctive City Centre, which continues to celebrate the city's maritime heritage, unique architectural details and emerging contemporary styles through new development.



03:

Vision drivers

The following vision drivers have been developed in partnership with HCC and its key stakeholders, to shape the future of Hull City Centre.

They help to inform a series of investment initiatives and catalyst projects to meet the vision statement, and deliver positive regeneration within the City Centre.



Innovative



Productive



Resilient



Healthy



Creative



Liveable



Distinctive

Innovative

A City Centre, providing space for the exchange of knowledge, skills, trade, culture and energy.



By 2045, Hull City Centre will support an **innovation corridor** centred along a transformed Ferensway, providing City Centre space to grow Hull's economic offer.

Bringing together the city's major growth hubs, the innovation corridor will drive the future Hull and East Yorkshire regional economy.

Approach

- 1 A supply of high-skilled jobs centred around Ferensway and the identified regeneration areas will provide a strong foundation for the sustained growth of Hull City Centre, supporting residential and leisure development. The major players in Hull's economy (key employers and education providers) and agile start-ups will have space to educate, collaborate and innovate to bring forward a new greener future for the regional economy centred on the innovation corridor.
- 2 The Ferensway corridor will also help to boost the City Centre's connection with its waterfront as strong north-south connection from City to the Humber.
- 3 Key east-west routes linking in with Hull's unique historic and cultural destinations will be strengthened through public realm enhancements and new development along Ferensway.
- 4 An improved transport gateway to the Hull and East Yorkshire Region and the wider UK through an improved arrival square outside Paragon Station will make this an ideal place to do business, and provide an enhanced first impression of City Centre.



Productive

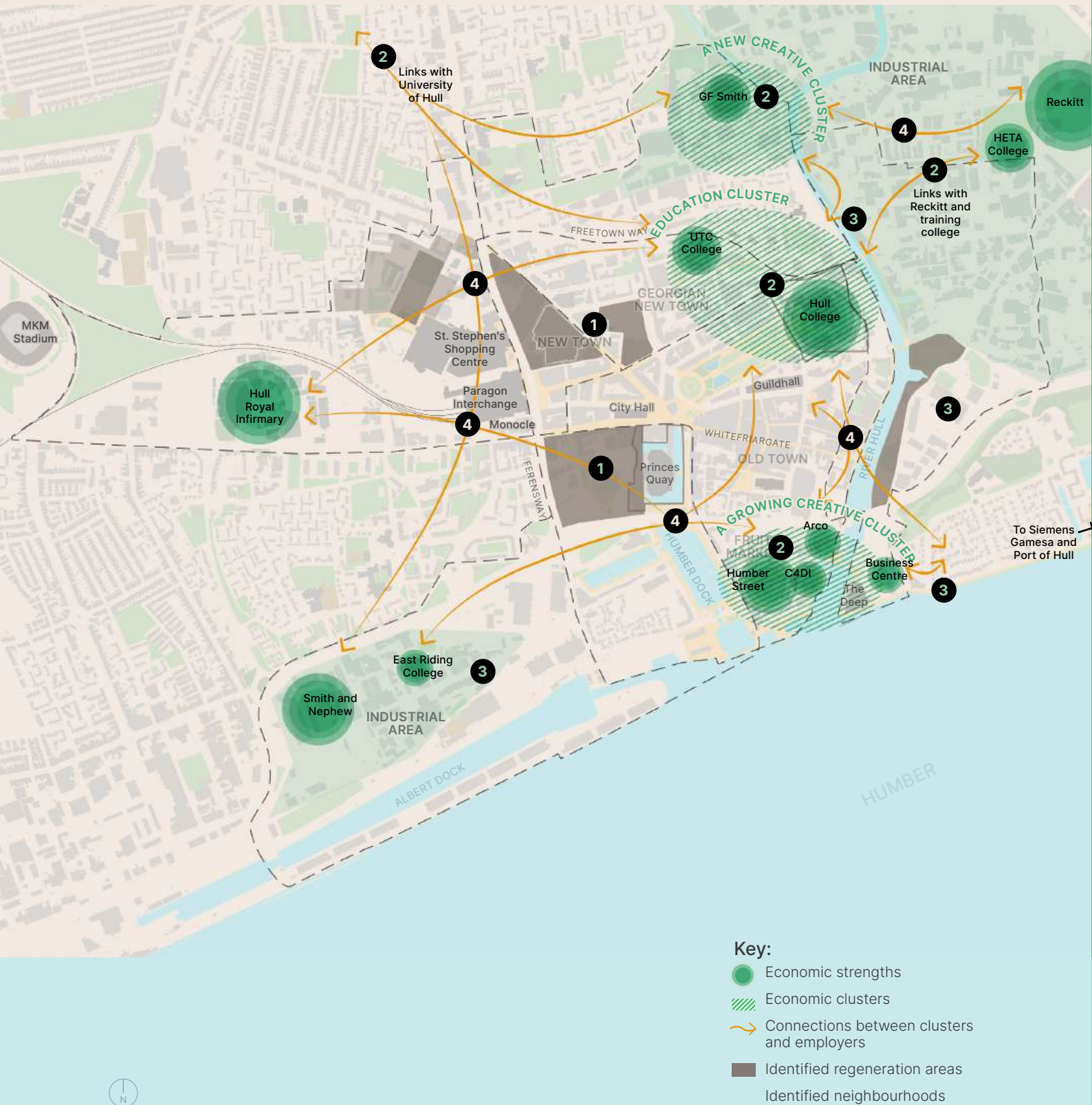
A City Centre which has re-established a strong workforce, building on the existing talent and strengths, reinforcing Hull's identity as a city of makers.



By 2045, Hull City Centre will have maximised its strengths and will be occupied by **green, digital, medi-tech and professional services businesses**, adding a greater mix of uses and activity within the City Centre.

Approach

- 1 Greater mix of uses will be viable and supported across the City Centre, built on more people working in the centre, particularly in jobs in Hull's strengths and growth sectors.
- 2 Support creative, learning and economic clusters in and around the centre to help more people up-skill and contribute to the city whilst creating a more varied City Centre offer. The established business cluster, including creative businesses around Humber Street will grow and be supplemented by a new cluster to the north-east based around emerging creative light-industrial industries. The cluster of education uses will be formalised to grow the opportunities to train and up-skill, with particular specialisms focussed around the city's economic strengths.
- 3 Areas of light industrial uses close to the City Centre will be intensified, allowing for a great mix of land uses on the periphery of the centre.
- 4 The City Centre will facilitate the connections between major employers such as the Hospital, University, Port, key businesses, and the economic clusters, helping to grow the economic offer within the City Centre.



Resilient

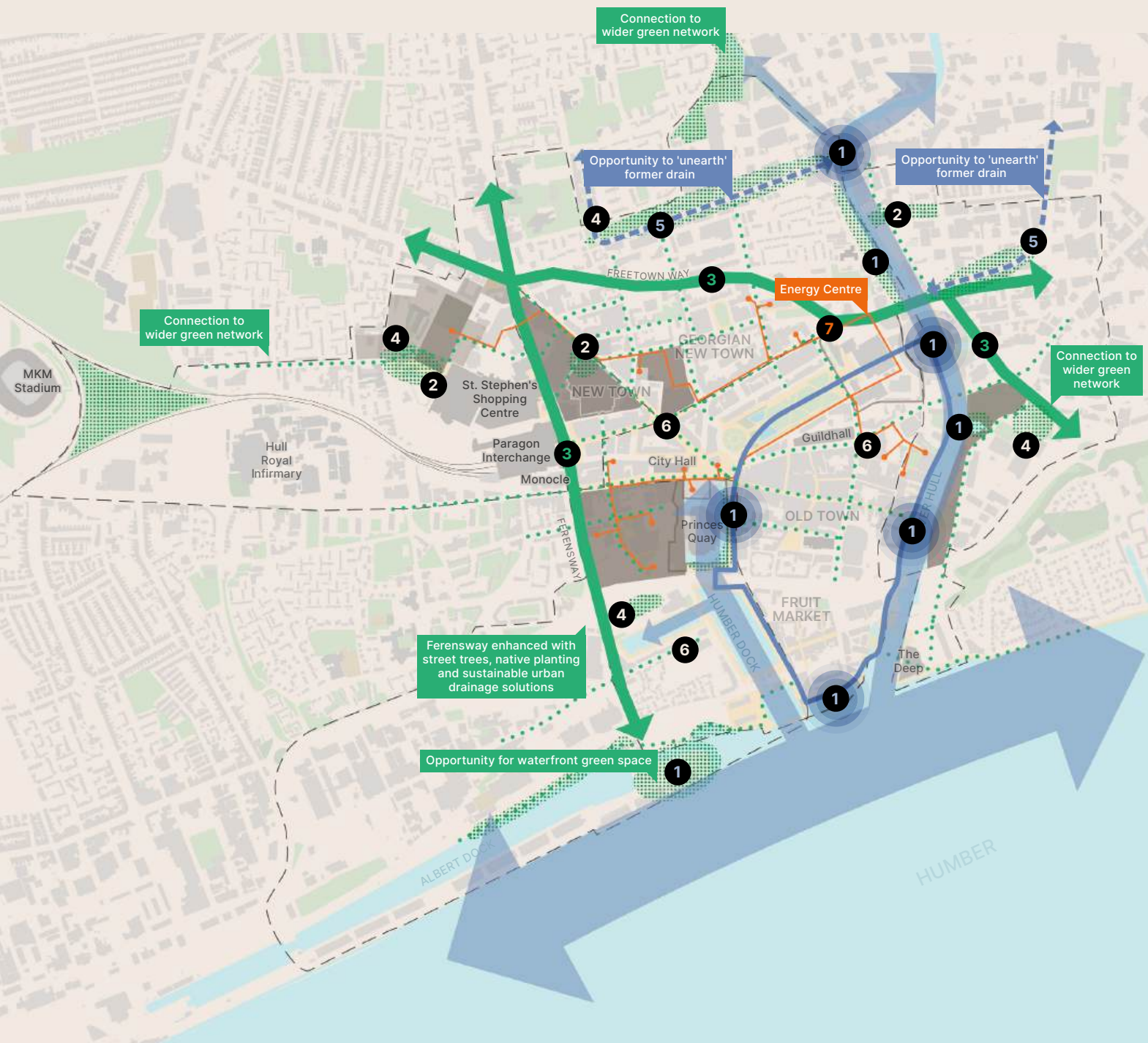
A City Centre which is robust in its response to climate resilience with water management and nature enhancement a key priority in its development.



By 2045, Hull City Centre will be **climate resilient and biodiverse, safe, equitable, investible and highly liveable**. It will be known as a leading example in water management and for its green and blue infrastructure.

Approach

- 1 Water will be celebrated by activating the riverfronts to maximise leisure opportunities and create exemplary waterside residential development opportunities. New waterside parks will be introduced that will enhance biodiversity and create activity spaces that enjoy the river setting.
 - 2 Greenspace will be increased across the City Centre and made accessible to all, turning the city from grey to green. This will improve natural cooling in the City Centre by designing in trees, shading/shelter and water to outdoor spaces, extreme temperature and weather will be managed creating more pleasant places to be.
 - 3 Key streets will bring nature into the city at all scales; city trees, rain gardens, planters, green and blue roofs and walls to manage surface water through nature. These will soften the arrival, create biodiversity corridors through the City Centre and reduce the urban heat island effect.
 - 4 Community gardens and parks within the neighbourhoods will bring people into nature and build on the green network and ecosystem
 - 5 Existing hidden assets such as culverts and drains will be unearthed and rejuvenated to expand the green/ blue network.
 - 6 The new network of green assets will reconnect communities to and through the City Centre. By connecting up the region's wider green infrastructure the nature corridors for people to travel, socialise and be active in will enable both people and planet to thrive.
 - 7 The City Centre's energy supply will be delivered with reduced carbon. Utilising renewable sources of solar and wind alongside the zero carbon district heat network to ensure resilient, low cost, and low carbon energy will run the city. This will be supplemented by passive built environment solutions to reduce energy usage.
- All developments will start with a positive position of good water management and biodiversity enhancement, drawing on international best practice and learning.



Key:

- ➔ Enhanced primary streets, introducing street trees, native planting and sustainable urban drainage solutions
- • • Further opportunities to enhance the street network with planting, street furniture and sustainable urban drainage solutions
- ▨ New and enhanced green spaces, provided spaces for play and recreation for all ages
- The Blue Loop, connecting the network of former Docks around the Old Town
- Moment of enhanced interaction with water
- District heat network
- ➔ Alignment of the former drains
- ▨ Identified regeneration areas
- Identified neighbourhoods



Healthy

A City Centre, where active travel is the primary means of moving to and from the City Centre, through green, playful and safe streets and spaces for all people fostering a City Centre that champions culture and learning.



By 2045, Hull City Centre will be a place that supports healthy and happier lives for all. Rejuvenated, **people focused streets and spaces**, will be **child friendly**, and **encourage walking and cycling** as the natural choice to move through the City.

Highest priority for the City Centre

- 1. Pedestrians
- 2. Cycles
- 3. Public transport users
- 4. Specialist service vehicles
- 5. Taxis and commercial vehicles
- 6. Private cars, including areas for parking

Lowest priority for the City Centre

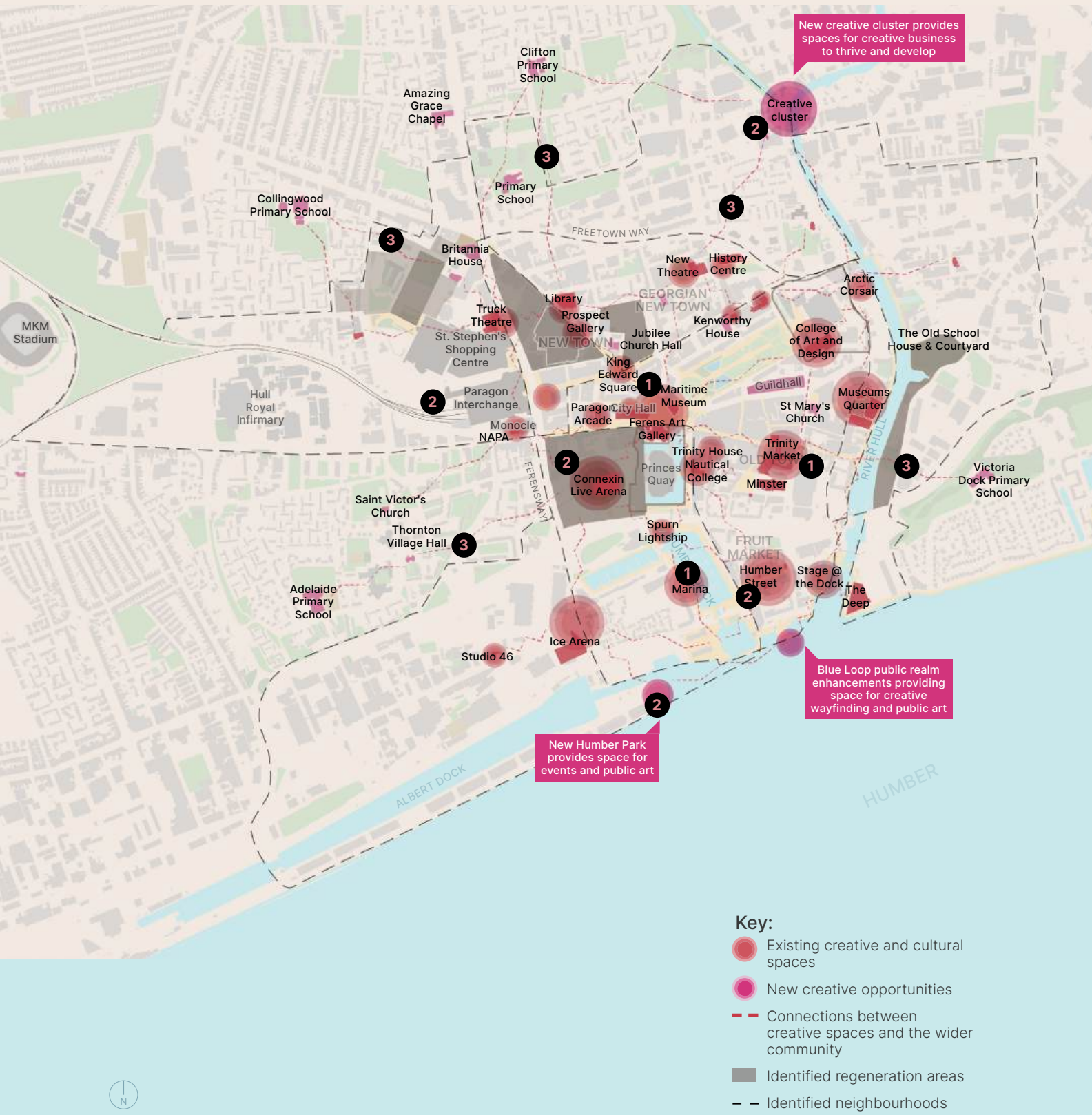
The Sustainable Transport Hierarchy, a widely endorsed planning principle stemming from the Highway Code's Road User Hierarchy

Approach

- 1 In line with the Sustainable Transport Hierarchy, promote active lifestyles through streets which prioritise walking/wheeling and cycling, improving air quality, and increasing access to green and blue spaces to support local people's mental and physical health.
- 2 Ensure the City Centre is barrier-free and welcoming to all, including those with accessibility needs, children, and families.
- 3 Better connect the City Centre to the rest of Hull by supporting public transport access to all, reducing large areas of vehicle parking and creating safe, convenient active travel routes that balance the needs of all users.
- 4 Create a child-friendly City Centre through increased play provision, greenery and seating, which also encourages people of all ages and abilities to dwell, rest, and enjoy the City Centre.
- 5 Improve north-south movement to reconnect the City Centre to the Humber waterfront, while integrating riverside and long-distance routes.
- 6 Foster walkable and wheeling City Centre neighbourhoods with daily necessities and community infrastructure, including mobility hubs in close proximity and a clear hierarchy of streets and spaces with active frontages and eyes on the street that fosters a sense of safety and community.
- 7 The 'Blue Loop' connection of the historical docks from Humber to Hull is a central point of focus for active travel routes to connect to, and provides new enhanced opportunities to interact with water, and for leisure and ecology, supporting and strengthening the Maritime Trail.
- 8 Shift longer stay vehicle parking and charging to the edge of the City Centre, with a greater focus on flexibility of parking between uses.
 - Provide opportunities for older people and intergenerational activity, to bring communities together, diversify the visitor experience, elongate dwell time for families and offering safe experiences for people of all ages to enjoy the City Centre.

Creative

A City Centre, where Hull's creative talent is nurtured and celebrated, through thriving cultural and creative spaces showcasing its independent spirit.



By 2045 Hull City Centre will be known worldwide as a **cultural and leisure destination**, drawing people in from near and far to enjoy and participate in its unique character and independent creative and maker spirit.

Approach

- 1 Hull's unique mix of cultural destinations and creative institutions supported as anchors of a successful and inclusive City Centre and surrounding areas.
 - 2 Creative economy given space to thrive in the City Centre in new development and enhanced public realm.
 - 3 Ensure the creative and cultural talent of the City Centre is nurtured, supported by and supports the wider networks of community uses surrounding the City Centre.
- Multi-functional, creative and inclusive wayfinding to help people easily navigate between cultural and creative destinations and explore new aspects of the City Centre.
 - An expanded cultural festival programme across the City Centre to showcase Hull's creative spirit and impressive heritage. This could include further public art, event spaces and outdoor performance to celebrate the city's identity, linking back to existing communities - to bring people together and build on local energy and grassroots projects.

Liveable

A City Centre, with more opportunities to live within active and vibrant neighbourhoods in an enhanced City Centre, offering greater choice and a more viable environment for development.



Approach

By 2045 Hull City Centre will be home to **thriving, vibrant mixed-use City Centre neighbourhoods**, strengthening its unique existing districts, communities and cultures, and evolution of the edges of the city centre.

- 1 Augment the edges for the expansion of the City Centre across the 'boundaries' of Ferensway, Freetown Way and the A63, introducing a new mix of uses which makes a more efficient use of land for a stronger local economy.
- 2 Deliver a mix of high quality urban housing, in a range of tenures to attract wide range of people to choose to live in the City Centre and promote sustainable lifestyles.
- 3 Intensification and evolution of uses around the City Centre to diversify areas from lower-density industrial uses and create new economic focuses.
- 4 Provide the necessary neighbourhood infrastructure and conveniently located supporting uses and public spaces to create attractive and connected neighbourhoods with active routes to the City Centre offer.
- 5 Where possible, retain and retrofit buildings that help define the neighbourhood qualities and character.
 - Adopt a neighbourhood centric approach, to ensure development does not detract from existing or future uses, and broadens out proposals to consider neighbourhood wide impacts and opportunities.
 - Take a wider and long term view, to ensure a steady pipeline of residential and commercial development.

Distinctive

A City Centre, which continues to celebrate the city's maritime heritage, unique architectural character, diverse cultures and emerging contemporary styles through new development.



- Key:
- Distinctive townscape which defines Hull's unique identity
 - ▶ Primary streets to move through the City Centre
 - -▶ Enhanced and better connected river walks
 - Identified regeneration areas
 - - Identified neighbourhoods



Approach

By 2045 Hull City Centre will be a place with a stronger **unique identity**, cherishing its heritage, culture and identity and enhanced with high quality and contextual new development that creates a varied and interesting place for a wide range of people.

- 1 Carefully considered new development that responds to the varying character of different quarters of the City Centre and reinforces their unique identities.
 - 2 Respect and re-interpret unique and attractive features of Hull's historic townscape such as striking corners, articulated roofscapes and permeable perimeter blocks that create a varied network of streets and spaces.
 - 3 Enhance the relationship with water around the city. New development to respond contextually either through maximising views to water, increase animation of the waterside and/ or provide interesting routes to the waterfront.
 - 4 Key views of major landmarks in the City Centre should be protected and/or enhanced through new development.
 - 5 Taller, landmark buildings could be strategically and sensitively located to provide a positive impact on the City Centre's overall townscape, avoiding the setting of key heritage assets, typically at key gateways to the City Centre, or at prominent locations on the waterfront.
- Innovative new development that maximises sustainability opportunities to create a climate-friendly City Centre building on Hull's green future economy, through locally sourced materials and integration of green infrastructure.

04:

Catalyst projects



The catalyst projects

The following projects have been identified in partnership with HCC and its key stakeholders, all have the potential to have a transformational effect across the whole City Centre.

These projects include a range of development sites, public realm projects and spatial concepts and will be expected to come forward over the lifetime of this CCV, delivered in partnership with the private sector and other key stakeholders. The list of projects is as follows.

Short-term investment priorities

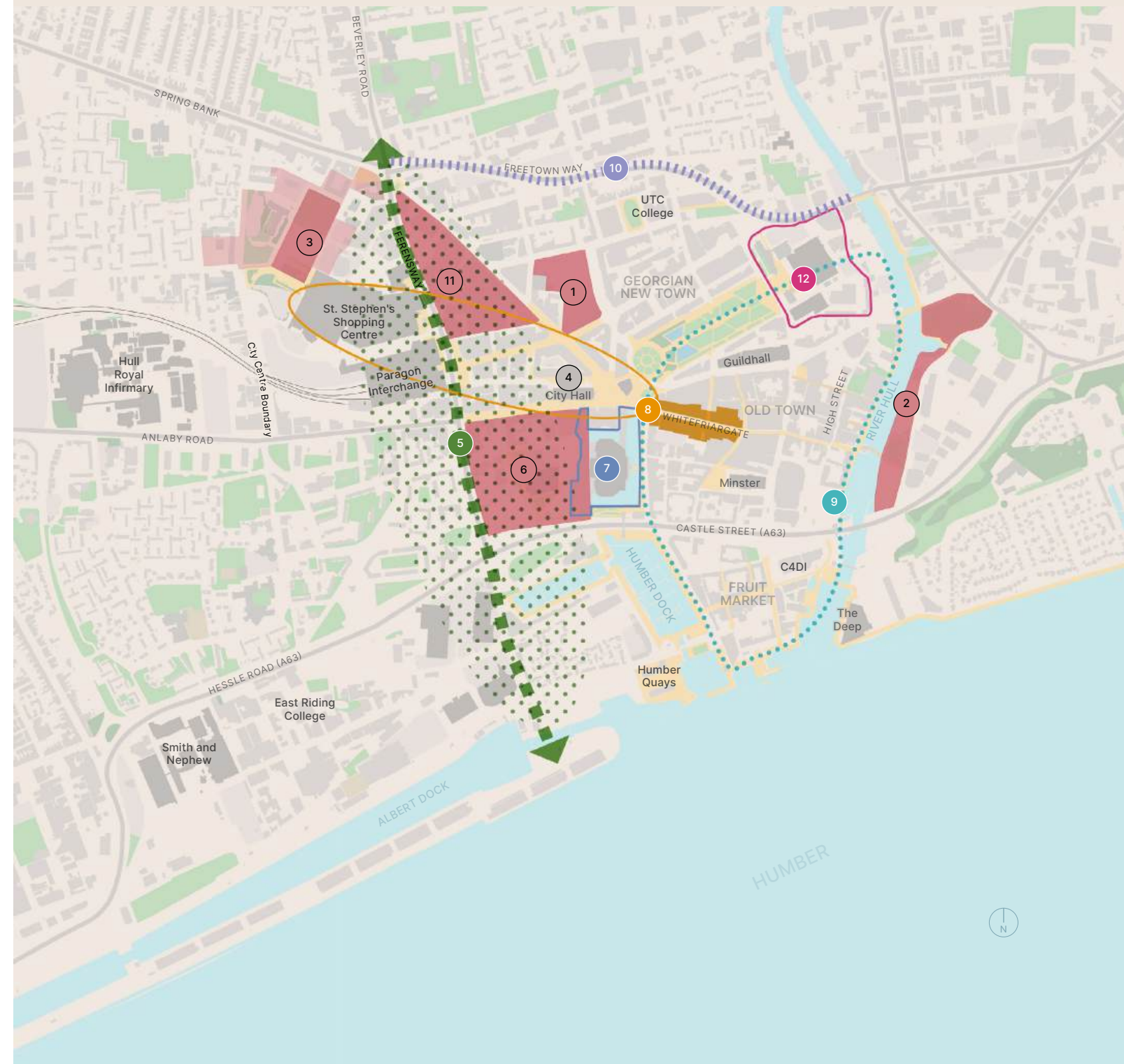
1. **Albion Square** - the site provides an iconic City Centre landmark, and lies at a key corner in the City Centre. Remediation work is underway, with a call out for development partners.
2. **East Bank Urban Village** - this site has the potential to re-invigorate the expansion of the City Centre, to the east of the River Hull. The project provides the opportunity to animate the eastern bank of the River Hull, and celebrate the gateway into the City Centre from the east. A development partner has already been identified, with work ongoing.
3. **Paragon on Colonial Street** - This site opens up the development potential of the City's north-western gateway, capitalising on the connection through St. Stephen's Shopping Centre and animating the routes to the Stadium and Hospital. Early stage design work is ongoing.
4. **City Hall** - Hull City Council's will invest in the upgrade of this civic and heritage asset to the standard of a high-quality entertainment and leisure venue, boosting the City Centre's day- and night-time economy.

Catalyst projects and opportunity areas

5. **Ferensway Innovation Corridor along 're-balanced' Ferensway** - this project seeks to deliver a new focus for workspace in the City, clustered around Ferensway. Ferensway itself has the opportunity to improve the arrival experience for the city and provide an enhanced, green connection down to the River Humber as the central focus of the corridor.
6. **Myton Street** - this site lies along the key connection of Ferensway, and lies adjacent to the Arena and Princes Quay. This site has the potential to lead on the establishment on the Ferensway Innovation Corridor, introduce new hotel and workspace to the City Centre and animate the key streets and spaces immediately surrounding it.
7. **The future of Princes Quay** - this project seeks to re-imagine this unique landmark, engrained in local memory, by bringing new life, new leisure relationship to its water and vibrant activity to this space for people and nature to thrive.
8. **Consolidation of retail core and evolution of the historic Whitefriargate** - the contraction of the retail market has left the City Centre with a sporadic retail character. The opportunity to focus retail provides a chance for Whitefriargate to evolve its character, and for the City to re-imagine some of the peripheral retail locations.
9. **Connecting the Blue Loop** - this project provides the opportunity to reconnect with the historic dock network, telling the story of Hull's Old Town, whilst also providing a continuous active travel loop through the City - linking to arts, culture, events, heritage and more.
10. **'Re-balance' Freetown Way** - this project builds on the opportunity to connect the northern neighbourhoods into the City Centre more effectively, following the sustainable transport hierarchy, and allowing the City Centre to flourish from the creative businesses in this neighbourhood.

11. **Prospect Triangle** - this site provides a major barrier between connecting the Georgian New Town back to Ferensway. The historic grid pattern in this location hints at the opportunity, which has the potential to create an impressive new gateway on arrival into the City Centre from Paragon Station.
12. **The Hull College site** - the existing landmark building is no longer fit for purpose, with the wider estate under consideration to engage with Queens Gardens and open up the relationship east with the River Hull. This project has the potential to reinforce a wider education cluster surrounding it.

The specific development opportunities for each catalyst project not currently within the development pipeline is included on the following pages, in order to provide more clarity on what is expected to be delivered to help meet the vision.



Innovation corridor along a 're-balanced' Ferensway

Ferensway offers a bold opportunity to become the spine of a new innovation corridor along an attractive, people first street, as the focus for new economic growth in the City Centre.

The innovation corridor, and Ferensway itself, has the potential to provide:

- A focus for commercial workspace, and high-skilled jobs, particularly within, but not limited to the catalyst sites
- An enhanced arrival experience into the City Centre, and onwards into the City Centre from Paragon Interchange
- Improved east-west active travel connections to break the barrier of Ferensway as a severing route through the City Centre
- An extension of the Ferensway corridor to establish a direct connection to the Humber for sustainable movement types
- Enhanced public spaces, new planting and sustainable drainage along the length of the route and in key pockets along the way
- New retail, leisure, commercial and community uses to animate Ferensway along its length
- New leisure opportunities, linking to the anchor uses of the Connexin Live Arena and Ice Arena, as well as the connection to the docks and estuary frontage
- A more vibrant, walkable, and connected character



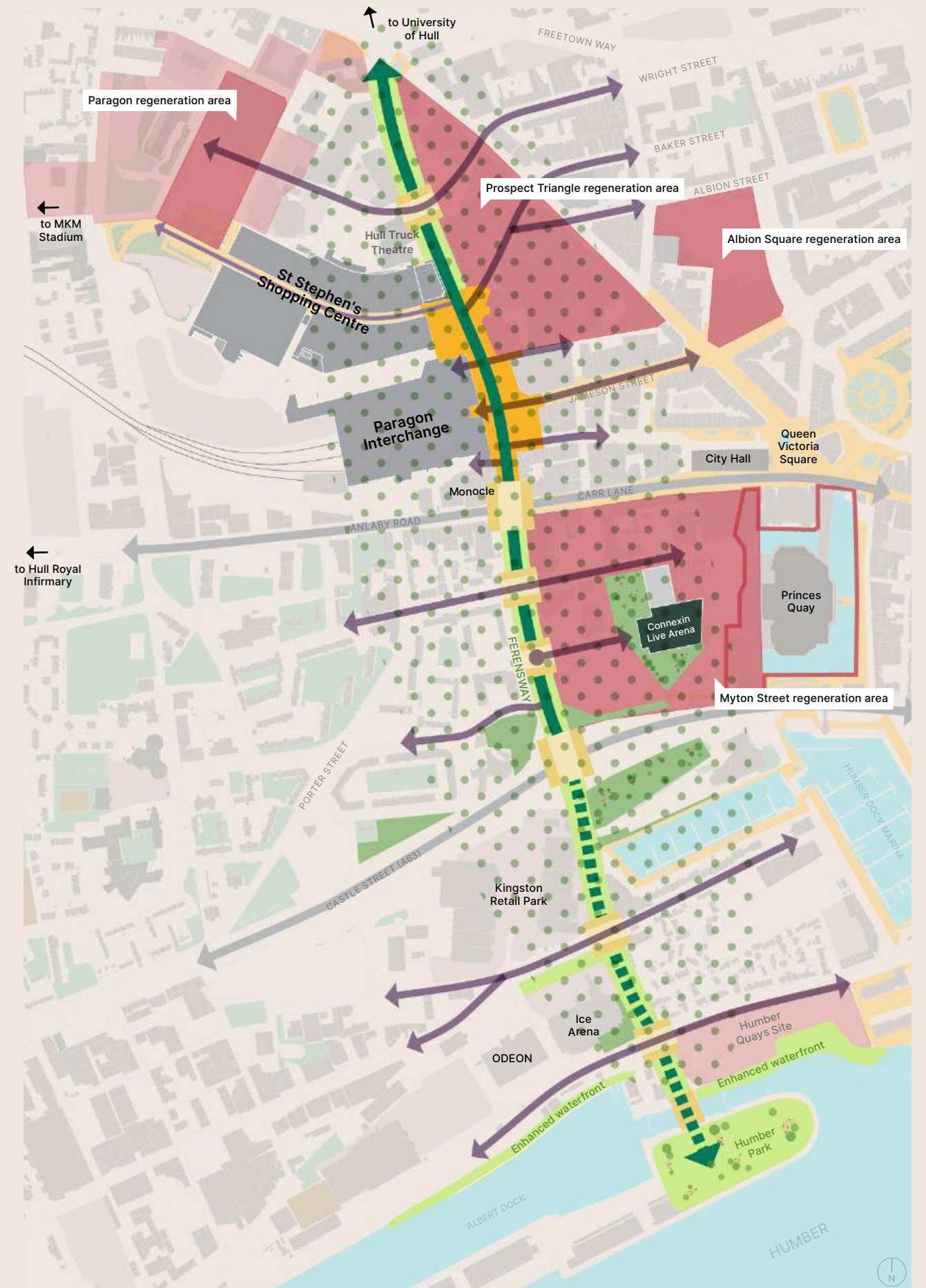
Circle Square, Manchester. Mixed uses development, including new workspace and public realm at the heart of Manchester's innovation corridor

Spatial elements

- Innovation corridor broad extent.
- A transformed Ferensway which is re-balanced to follow the Sustainable Transport Hierarchy. Vehicle flows, particularly bus movement is retained, whilst pedestrian and cycle infrastructure is enhanced. The route is animated with new areas of planting, retail spill out opportunities and sustainable urban drainage.
- Extending of Ferensway corridor down to the Humber Waterfront, with the same character, animation and scale but diminished vehicular traffic.
- Enhanced east-west active travel routes stitching City Centre neighbourhoods, catalyst sites and employments areas together.
- Rebalanced junctions, improving pedestrian experience and active travel connections whilst retaining vehicular flows.
- Existing green spaces improved with new areas of planting, active leisure and sustainable urban drainage.
- Proposed green spaces with new areas of planting, active leisure, play and sustainable urban drainage.
- Improved public realm as a major arrival space which prioritises sustainable connections east/west into the City Centre and to key destinations.
- Catalyst sites with the potential to deliver new mixed use development, some of which include the potential for workspace.
- Existing key vehicular and transport corridor



Grey to Green, West Bar, Sheffield - turning a traffic dominated route into a green public space for all movement types



Myton Street regeneration area

Myton Street provides a new urban mixed use development surrounding the arena, and opening up onto Princes Quay, providing new workspace, hotel and residential uses. The public realm will be activated by the arena and Princes Dock and supporting retail and leisure uses throughout the day and into the evening.



Uses proposed



New workspace,
within the
emerging
innovation
corridor



Higher density
residential
development



A new hotel in
addition to the
consented hotel
within Plot F



Local retail and
leisure uses to
support the Arena
offer and new
workspace and
residential uses

The future of Princes Quay

Princes Quay is a key landmark in the City Centre. Its future is being re-imagined to breathe new life and vibrancy into Princes Dock, enhancing the connection to the water and surrounding environment - creating a space where both people and nature can thrive.

The opportunity at Princes Quay is significant. It has been identified as a Catalyst Project due to its strategic position at the heart of Hull's maritime heritage, the city's retail area and adjacent to Myton Street regeneration area. There are multiple future options that are set out for illustrative purposes which show the range of potential scales of change which could occur.

Across all scale of change Princes Quay has the potential to:

- Be utilised as a backdrop to introduce new leisure and recreational uses for all, diversifying the offer
- Be maintained as a prominent City Centre landmark whilst reusing its architectural form
- Explore the reconfiguration of the building to re-establish the primacy of the dock water space as the dominant feature for activity and animation
- Reinvigorate the waterspace with new uses and enhance the quality of the quayside, including new opportunities to interact with water
- Be playful, fun, active and engaging, for all ages and for people and nature alike
- Princes Quay has the potential to extend the cultural offer to supplement the Connexin Live Arena and improve the interface with the Myton Street regeneration area



Sheffield Winter Gardens - example of reuse opportunity for Princes Quay, including cultural, event, retail, hotel and leisure space



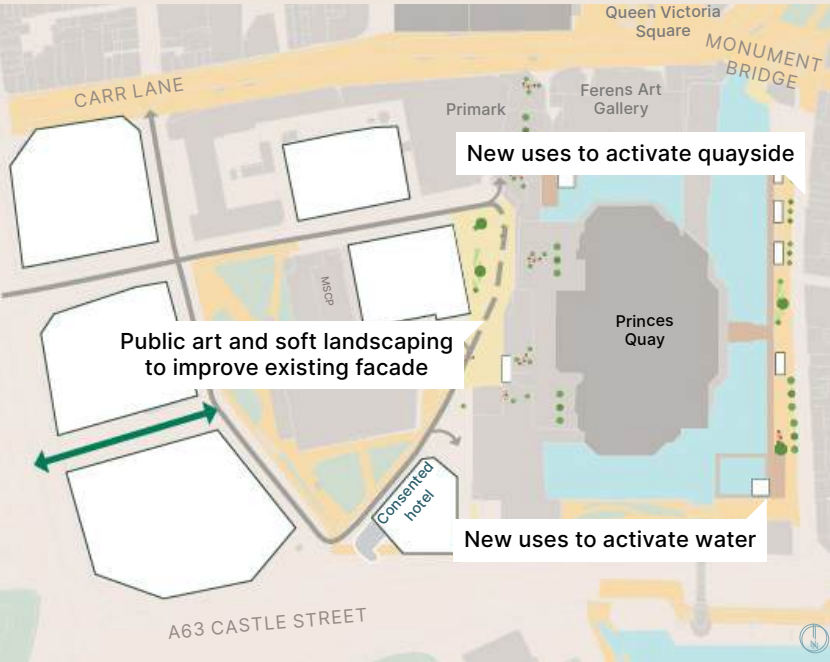
Eden Dock, Canary Wharf - reuse of waterspace for active and passive uses, including habitats and close interaction with water



Wyld Sauna, Liverpool - introducing new uses to animate a dock

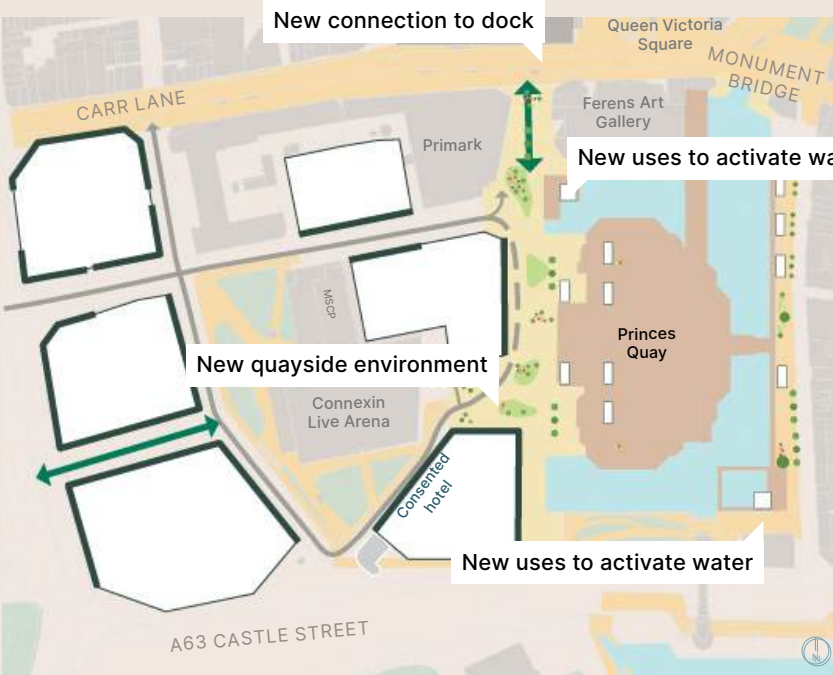
The illustrative options below demonstrate the potential scale of change, serving as a foundation for future development ambitions.

Any proposals for Princes Quay and Myton Street will be subject to feasibility assessments, market input, and technical testing to ensure the most viable and effective outcome for the City Centre.



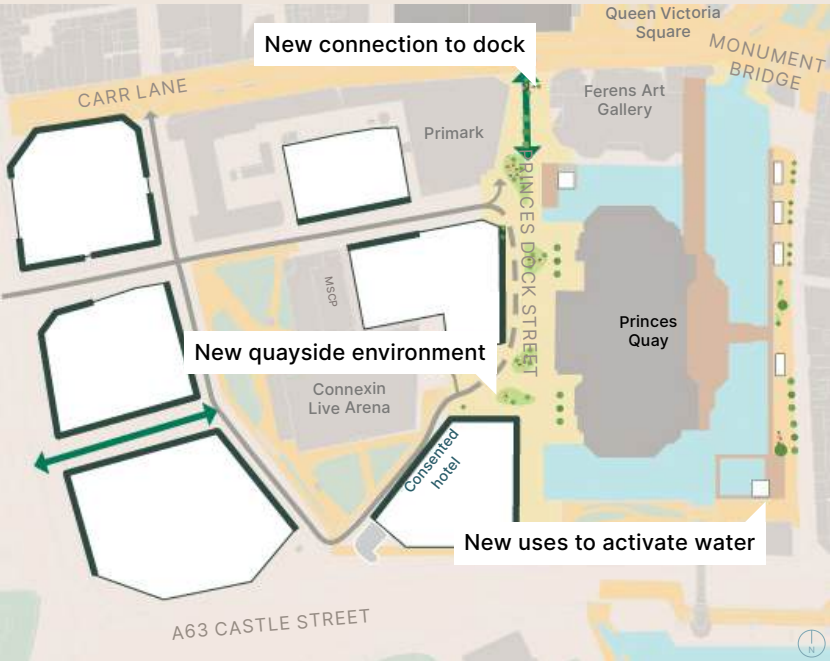
Myton Street, with a retained Princes Quay

- Reconfigure the offer to focus on leisure, cultural, creative and recreational opportunities
- Utilising the Princes Quay structure to explore softening or opening up portions of the building to account for new activity within
- Improved signage and entrances, making better use of the connection to water
- Opportunity to provide new uses and habitat spaces within the waterspace to animate Princes Dock
- Improved western frontage to offer a better relationship to the Myton Street regeneration area
- Re-establish the western quayside where possible



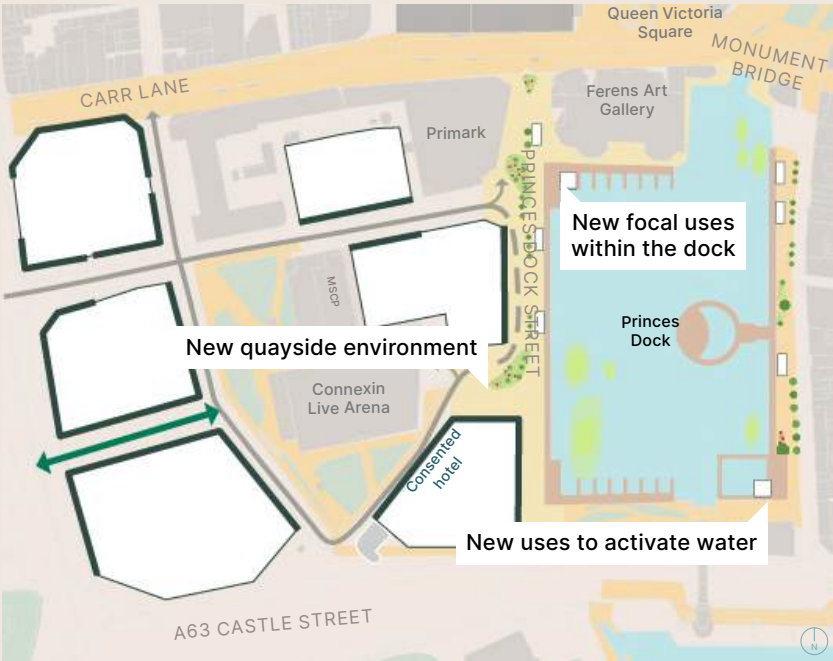
Myton Street, with a retained Princes Quay structure or deck

- Partial removal of Princes Quay whilst maintaining some structural elements to provide accessible public realm
- The platform could provide flexibility for a range of new opportunities and public realm for leisure, hospitality, cultural and creative uses, recreation and ecological enhancements
- Opportunity for the space to welcome varied programme of events all year to complement the offer at Connexin Live Arena



Myton Street, with a reconfigured Princes Quay

- Explore bolder opportunities for refurbishment and partial removal, particularly focussing on the car park and northern access wings, to re-establish the primacy of Princes Dock
- Lower level boardwalk opportunities within Princes Dock for recreation, including events
- Smaller scale internal offer, focussing on leisure, cultural, creative and recreation
- Quaysides to provide new activity within the waterspace
- New development opportunities within Myton Street regeneration area to replace the car park and animate the western quayside



Myton Street, with Princes Dock reinstated

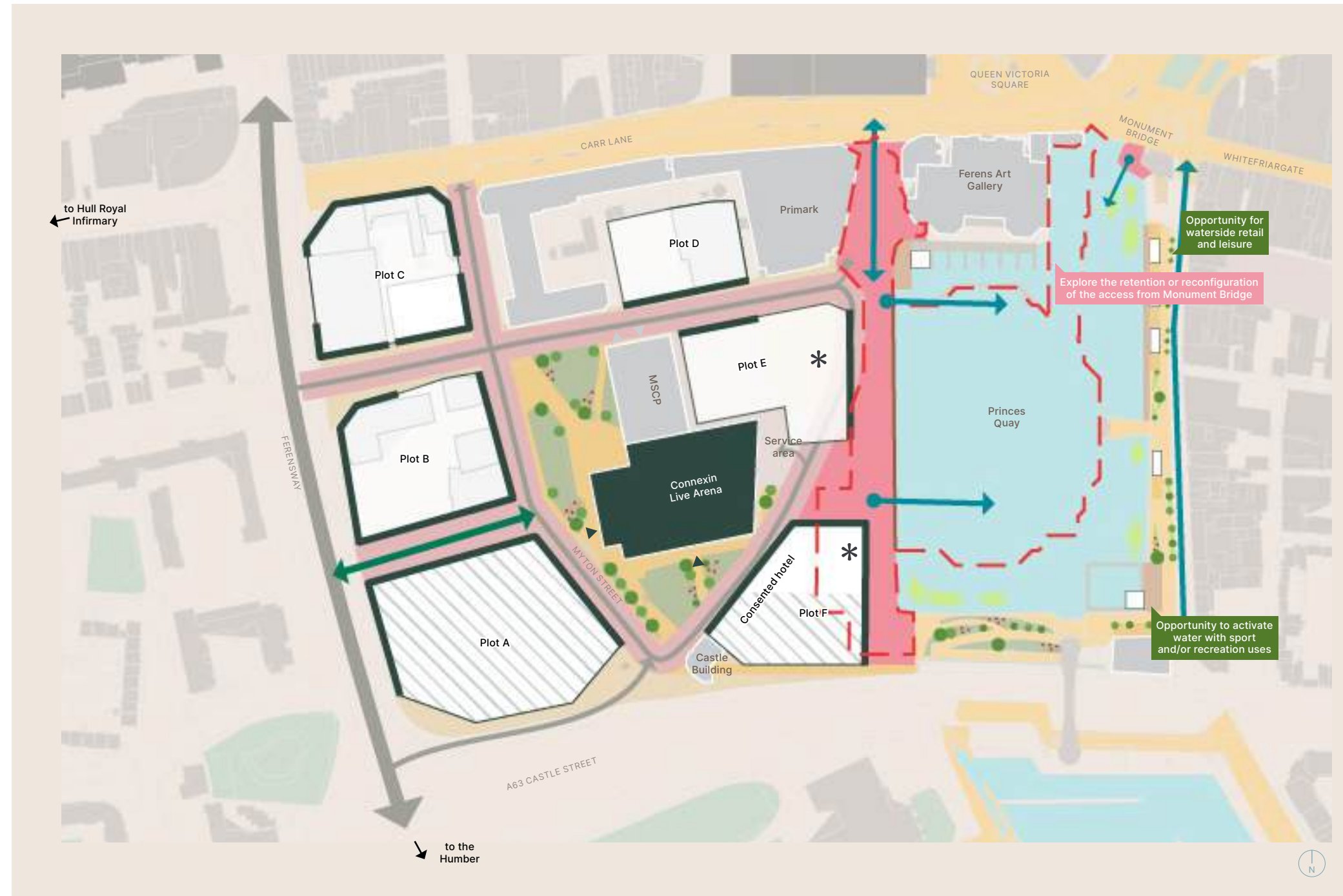
- Complete removal of the existing Princes Quay buildings and associated car parks to restore Princes Dock
- A broader offer of water activity, both for people and nature is possible within this option, such as floating habitat islands, a lido or boathouse for watersports
- Potential to incorporate events, such as a floating stage as a feature use of the waterspace
- Some elements of the Princes Quay structure could remain to facilitate floating development

Spatial moves across all options:

- Create a stronger connection to water, through new opportunities for waterside interaction, both active and passive
- Introduce new uses within the waterspace to animate the environment. These could include active water uses, as well as planting and habitats.
- Introduce new spaces for recreation and play that interacts better with surrounding and watersides
- Introduce new leisure, cultural and community uses to complement the City Centre retail offer
- Re-establish the western quayside to open up and creates better interface between Princes Quay and Myton Street

Spatial elements

- Potential development plots for mixed use development, within the innovation corridor. The exact extent of development plots is subject to land assembly, phasing and Princes Quay redevelopment opportunities.
- Primary active frontages to include retail and leisure daytime and evening uses to animate the surrounding streets.
- ➔ New pedestrian route to the arena from enhanced Ferensway.
- ➔ Enhanced public realm with improved opportunities to connect with the waterspace
- Existing network of streets de-engineered to increase pedestrian priority, whilst retaining servicing and vehicle parking access.
- Potential options for the retention, reconfiguration and/ or removal of Princes Quay, explored further on the following page
- Opportunity for new public realm to reinstate the western quayside of Princes Dock, and Monument Bridge for new leisure and recreational uses.
- Opportunities for new areas of planting and sustainable urban drainage.
- Opportunities for new leisure activities within the dock.
- ▨ • Opportunity to explore additional development height at the gateway to the City Centre, subject to feasibility and technical testing.



* Extent of development plots is subject to the options for Princes Quay, to maximise the opportunity to interact with the Western Quayside of Princes Dock

Consolidation of the retail core

Retail uses will be prioritised along Jameson Street, King Edward Street and Paragon Street, up to and including St Stephen's Shopping Centre, to limit retail sprawl. This area will focus on delivering a core retail offer, including recognised brands, creating a more coherent offer for retailers and shoppers.

- This cluster will overlap with the innovation corridor, providing additional footfall and vibrancy from new workspace, and activity into the evening through new residential uses to diminish after hours antisocial behaviour
- The proximity to Paragon Interchange will encourage sustainable transport modes and ensure an accessible environment on arrival to the City Centre
- Peripheral retail locations should be explored for alternative uses without impacting on the growth of City Centre use



Liverpool's core retail offer remains along its high street which connects back to Liverpool One.

Spatial elements

- Improve public realm in front of Paragon Station to announce arrival into the City Centre and improve east-west crossing
- Wide pedestrianised streets activated by retail at ground floor, with new workspace and residential upstairs, providing natural surveillance. New areas of planting and informal play along streets, alongside retail spill out opportunities and sustainable urban drainage
- Whitefriargate enhanced, well connected to its surroundings and celebrating its local identity with increased opportunity for seating and greenery for people of all ages to dwell
- Existing retail units can accommodate a range of high-street retailers, including national and international brands, and can also be subdivided as the market requires
- Existing medium to small floorplate retail uses to remain and can accommodate and encourage independent and local retailers
- Hepworth Arcade and Trinity Market as landmark retail and leisure destinations
- Additional leisure and cultural venues to supplement the offer
- Opportunity to rethink the role of these major spaces beyond retail within the broader City Centre offer



Evolution of the historic Whitefriargate

Whitefriargate will continue to evolve into a prestigious address for local, independent retail uses, celebrating Hull's maker and creative industries, expanding into evening uses to re-establish the street as a destination for locals and visitors.

- Supplementary uses are encouraged to complement the 'high street first' approach, rather than challenge it. These could include food and beverage, cultural uses and local independent retailers
- Utilise the grain and character of the Old Town to ensure the offer is unique and plays to Hull's strengths, making the most of this historic street
- Create a destination feel, encouraging visitors and locals to make specific trips, with intimate environments, a fresh and ever-changing offer and a local personality
- Tie into local events, cultural, community and artistic and creative opportunities to ensure the offer continues to bring people back throughout the year



Altrincham in Cheshire provides a high percentage of independent uses, supported by a strong cultural scene which keeps the offer interesting and different, encouraging repeat trips

Connecting the Blue Loop

The blue loop provides the opportunity to reconnect with the historic dock network, telling the story of Hull's Old Town, whilst also providing a continuous leisure route looping through the City.

It is not one element, rather a collection of new and existing routes, public art, cultural institutions, heritage interpretation elements, public spaces, events and more, that connects the City Centre more directly to its water.

Spatial elements

- A route that is physically marked, through signage, materials, street furniture, digital elements, art or otherwise, building-up on existing trails and improve relationship to water for local well-being.
- Sections of public realm improvement to create continuous access along the river, and enhance the accessibility and quality of spaces.
- Ensure the route is a complete loop, by reconnecting the closed banks along the River Hull, and the lost elements through the College site and into Queens Gardens. Ensure the route is accessible to all who wish to walk, cycle or wheel along its full length. The route should prioritise the Sustainable Transport Hierarchy, ensuring vehicle dominance is diminished at key junctions to protect the continuous nature of the loop.
- 👁 Introduction of seasonal cultural elements, building on the Maritime Trail, which could be permanent or semi-permanent, such as events, retail pop-ups, artistic elements and storytelling along the way
- Highlight streets and features to tell the story of Hull's connection to water, past, present and future
- 📍 Ensure bold and interesting wayfinding markers are placed at key moments to ensure the Blue Loop is easily navigable and well connected. Ensure these elements are accessible to all, and attract all age groups e.g. by introducing playful elements.
- ☀ Light the route along its length, sensitively responding to and enhancing City Centre character - whilst ensuring the route is safe and welcoming to all, at all times.
- Introduce moments of public space for rest, interaction with water and play wherever possible along the route.



Connection to water at Sugar House Island, London



Temporary market events at NOMA, Manchester



London Bridge Underground entrance area creative temporary signage



'Re-balance' Freetown Way

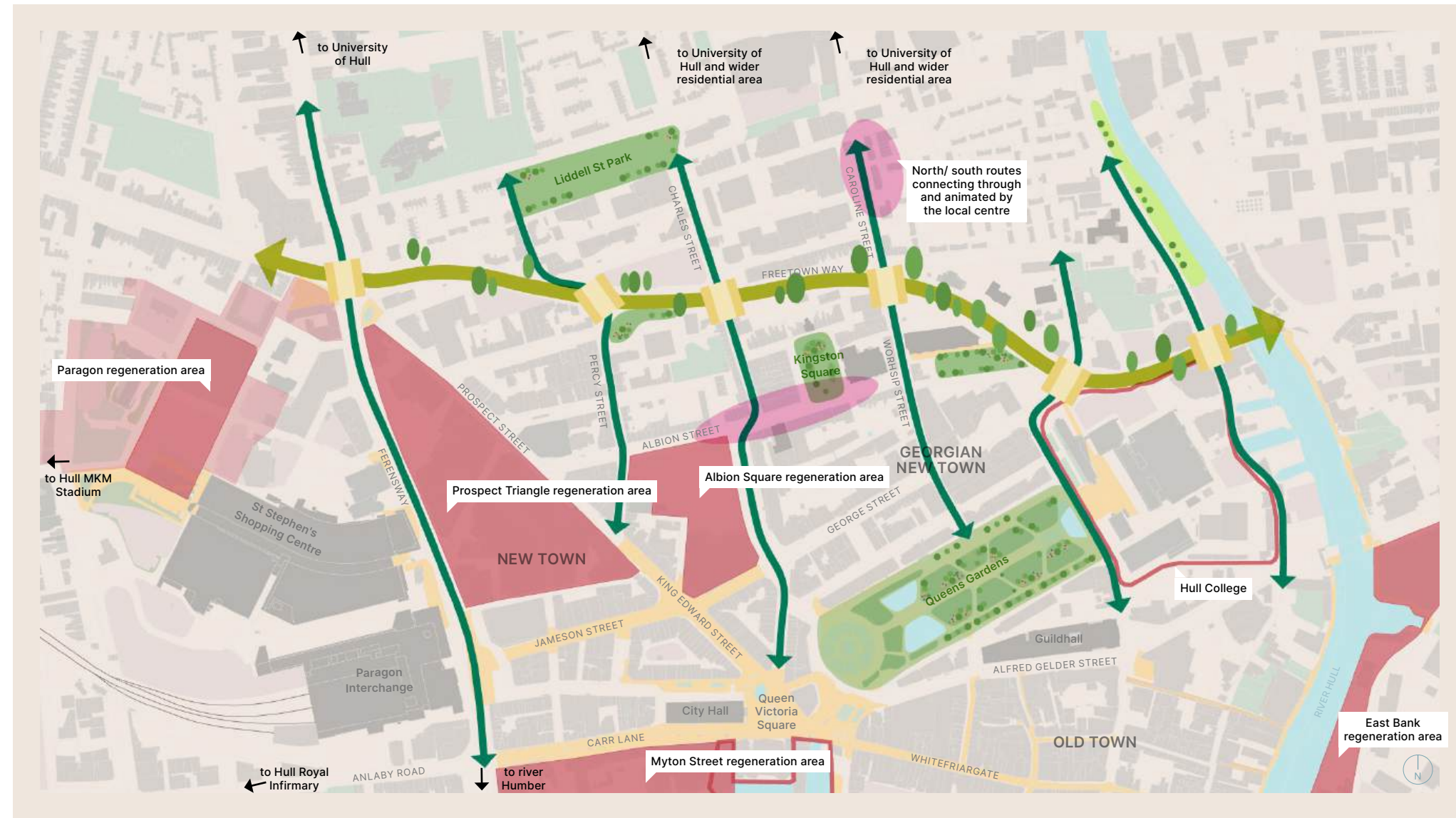
The connections across Freetown Way will be enhanced, prioritising sustainable movement forms and opening up the City Centre to the neighbourhoods to the north.

Freetown Way has the potential to:

- Meet the sustainable movement hierarchy, by pursuing and reinforcing priority of active travel movement along it, and critically, prioritise crossing it north/south
- Sustainable north/ south movement will be prioritised as people first route, to reduce the current severance created by the vehicular dominance of Freetown Way
- Better connect the creative businesses to the north into the City Centre, and the proposed innovation corridor

Spatial elements

- ➔ Enhanced active travel corridors into the City Centre, prioritising walking and cycling along generous, well lit and safe routes.
- ➔ A re-balanced Freetown Way, following the Sustainable Transport Hierarchy. Vehicle flows are retained, particularly for public transport, whilst pedestrian and cycle infrastructure is enhanced along its length. The route is enhanced with new areas of planting and sustainable urban drainage.
- Re-balanced junctions to prioritise movement along the north/ south active travel corridors whilst maintaining vehicular routes along Freetown Way.
- Improvements to the environment along the length of Freetown Way, including street trees, native planting and sustainable drainage, to ensure the route feels safe and welcoming and part of the City Centre, rather than solely a vehicular corridor.
- Existing green spaces improved with new areas of planting, active leisure and sustainable urban drainage.
- Future green spaces with new areas of planting, active leisure and sustainable urban drainage.
- Catalyst development sites.
- Community cluster where local supportive convenience retail, community and Add descriptive note on clusters.



UCLAN Highway and Streetscene Improvements, Preston



UCLAN Highway and Streetscene Improvements, Preston



Enhanced active travel corridor, Medieval Quarter, Manchester

Prospect Triangle regeneration area

Prospect Triangle presents a unique opportunity to establish a new gateway to the City Centre, as part of a vibrant, mixed use development. Prospect Triangle will reconnect Ferensway with the Georgian New Town, enhancing routes from St Stephen's Shopping Centre and Paragon Interchange through to Albion Square.

There are multiple future options that are set out for illustrative purposes which show the range of potential scale of change.

Spatial elements

- New arrival experience space provided across Ferensway
- ➔ Safe, welcoming and animated east west links between Ferensway and Albion Street and Baker Street to enhance legibility and promote footfall into the Georgian New Town
- ➔ Introduce new spaces for leisure and play
- ➔ Maintain and enhance the retail high street along Jameson Street and King Edward Street/ Prospect Street
- Active frontages to be provided, including retail and leisure daytime and evening uses to animate the surrounding streets, whilst respecting the primacy of the retail core
- Workspace introduced to anchor the north of the innovation corridor
- Opportunity to strengthen the City Centre gateway at the northern end of Ferensway, through new taller development of strong, high quality architectural character befitting of a gateway into the City Centre



Kings Cross Station - Pedestrianised public realm creates a gateway into new developments St Pancras Square, Coal Drops Yard and Central Saint Martins UAL campus encouraging pedestrian movement through the landscaped spaces.



Stretford Mall - Regeneration project of an existing 1960s shopping centre. By removing the existing roof, connectivity is improved on site whilst retail units are retained and upgraded.



Carlsberg City District - Creates a new neighbourhood on an old brewery site in the heart of Copenhagen.

Uses proposed



New workspace to the north of innovation corridor



Higher density residential development



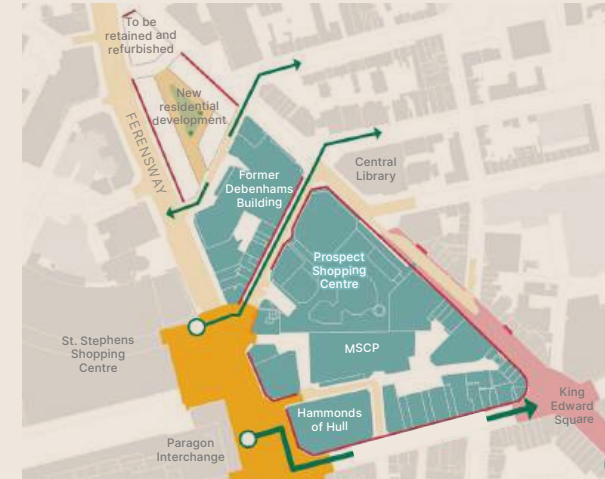
Local retail and leisure uses

The illustrative options below demonstrate the potential scale of change, serving as a foundation for future development ambitions.

Any proposals for Prospect Triangle will be subject to feasibility assessments, market input, and technical testing to ensure the most viable and effective outcome for the City Centre.

Option to maintain Prospect Shopping Centre, with new residential added

- Introduce denser residential development to the north to announce arrival into the City Centre
- Introduce workspace into existing larger footprint buildings to anchor the northern end of the innovation cluster
- Animate the surrounding routes with active ground floor uses
- Create opportunities for rooftop extensions for new residential homes



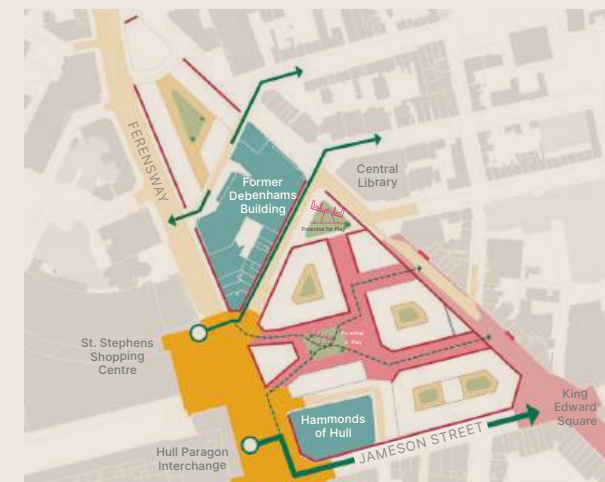
Option for partial removal of Prospect Shopping Centre

- Removal of existing car park to create shop fronts facing into new public realm
- Improve existing retail units along West Street to create pedestrian route through to Albion Square



Option for full removal of Prospect Shopping Centre

- Comprehensive mixed use redevelopment creates a vibrant new living quarter in Hull City Centre
- Routes through the new development connect Paragon Interchange with Albion Square and Hull's Old Town
- New retail units at ground floor create activity, whilst residential and workspace uses above provide passive surveillance
- A new square adjacent to Central Library creates the focal point of the new development, providing public amenity space and spill out space for surrounding retail uses



05: The neighbourhoods



The neighbourhoods

This chapter provides a neighbourhood framework for each of the five focus areas.

Each neighbourhood has its own distinct character which must be protected and enhanced. The frameworks intend to set the direction for each neighbourhood up to 2045. They seek to spatially describe the strategic spatial approach and catalyst projects set out earlier in this document, which collectively help to deliver the overall ambition for each neighbourhood.

Overarching considerations

Each neighbourhood has its own set of specific challenges and opportunities to address, whereas some considerations are applicable to all neighbourhoods. All forms of development will be required to meet the relevant Local Plan policies and Design guides requirements, including but not limited to ensuring a vibrant mix of uses, active ground floors onto key routes and space, supporting community infrastructure and affordable housing. As such, this document does not repeat these requirements. Other specific opportunities which are relevant for all neighbourhoods are described right.



Identity

Each neighbourhood has its own existing community and unique relationship with the City Centre, both of which must be reinforced, but not to the detriment of the other. The City Centre requires the peripheral neighbourhoods to feed and fuel its own evolution, in turn this makes each peripheral neighbourhood more desirable, a circular impact where both areas benefit. It is vital that new development, however small within a neighbourhood, helps to deliver on the neighbourhood opportunity for the City Centre to flourish.



Residential mix

A diversity of housing typologies and associated densities, and sizes with supporting uses is anticipated within each neighbourhood. This housing mix needs to be defined by the demographic needs of the existing community, the character and opportunity of the neighbourhood, and the wider City's economic future. Development within the City is not in lieu of design quality. All new development is expected to be high quality and meet the standards set out nationally and adopted locally by Hull City Council as a minimum.



Vehicle parking and active travel

Wherever possible, vehicle parking provision within the neighbourhoods is expected to be low, reflecting the sustainable location and sustainable movement hierarchy of the City Centre. Active travel routes must be prioritised, in line with the sustainable movement hierarchy. Neighbourhoods are likely to benefit from a centralised approach to vehicle parking and charging, and other infrastructure provision such as cycle/scooter hire and delivery drop off/ collection. This would reduce or remove the requirement for provision site by site (whilst maintaining important cycle provision within each development) and enhance the viability of community schemes such as car clubs which require a critical mass to implement. In turn, these elements reduce car ownership, improve the efficiency of land, making streets and spaces healthier and prioritises public realm. The re-balanced Ferensway and Freetown Way also encourage more walking and cycling.



Green and blue infrastructure

All neighbourhoods have a role to play in improving the quality of the City Centre and its immediate surroundings, including the connection to water and nature. Each neighbourhood should achieve a net gain in biodiversity which exceeds the minimum percentage required by planning, achieved through a mix of enhancements within existing and new streets and spaces, and through exploring biodiversity enhancements within each development site also. Surface water will be managed through green and blue roofs on new and existing buildings to attenuate rainwater, rain gardens and swales and sustainable urban drainage to manage water runoff coordinating this with biodiverse green spaces. All developments will start with a positive position of good water management and biodiversity enhancement; drawing on international best practice and learning. By incorporating trees, shading/shelter, and water into outdoor spaces, extreme temperatures and weather conditions can be managed, creating more pleasant places to be — which in turn increases community activity, footfall, and dwell time in the City Centre.



Child friendly

Each neighbourhood is anticipated to be child friendly. This means streets and spaces should be welcoming to all through reduced vehicle dominance. Streets should provide generous footways, reduced vehicular speeds, pedestrian priority crossings, well lit routes and frequent formal and informal spaces for play and other forms of recreation which are often overlooked.



Development scale and character

There are opportunities within each neighbourhood to introduce additional development height, beyond the general height of the city centre, to mark key gateways or moments. The appropriate scale and mass of buildings will be determined through careful consideration of site constraints, existing local architecture heritage and character, housing type and density, technical testing such as visual impact, the Building Safety Act, and viability.

The City Core

The City Core will become a vibrant and distinctive hub for locals and visitors alike, with enhanced shopping, entertainment, quality housing, and businesses — all celebrating Hull's rich historic maritime character.

The City Core

Challenges to overcome



Environmental

- Flood risk - the Centre is located almost entirely in Flood Zone 3, which will influence the detailed design of buildings ground floors the overall residential typology of the neighbourhood.
- Views to the numerous heritage and cultural assets must be protected and positively responded to.
- Lack of existing green space which limits recreational opportunities, including limited play opportunity for children.
- Noise pollution from A63 is disruptive and also contributes to poorer air quality.



Movement

- Castle Street (A63) causes major severance, limiting the accessibility of the Humber waterfront from the rest of the City Centre.
- Over provision of surface vehicle parks in the City Centre leading to inefficient mono-use of land.
- Vehicular dominated junctions are common, discouraging people from walking and cycling around the City Centre and undermining the arrival experience at gateways into the City Centre.
- Poor connectivity to Hull Ferry Terminal results in the City Centre not benefiting from the tourism and economic benefits it could bring to Hull City Centre.
- Reliance on private motor vehicles to access the City Core, often single occupancy



Uses

- Over provision of retail uses, spread over a large geography leading to draw away from the City Core and empty units in key locations.
- Lack of community assets and supporting neighbourhood uses due to limited residential supply currently.
- Limited variety of offer beyond 5pm
- Lack of animated spaces that discourages people to dwell in the City Centre



Townscape

- High quality townscape, with a number of significant buildings lacking celebration.
- Sections of the Humber and Hull waterfronts that are not accessible or lack activation to make them safe, attractive and vibrant spaces to attract people to the City Core for this unique feature of Hull's offer.
- Due regard is needed to the existing Conservation Areas and substantial quantum of listed buildings.
- Current scale and massing, new development may require a managed and location-sensitive step change as likely to need to deliver high densities to be economically viable.



People

- Areas of higher social deprivation are recorded.
- Lack of diversity in age and profile of inhabitants.
- Anti-social behaviour hot spots have been identified in the retail core of City Centre, due to a lack of activity into the evening.

Opportunities to implement

Re-establish the historic east-west connections

Reconnect Ferensway with the Georgian New Town by enhancing and reinstating east-west connections, and take advantage of the Prospect Triangle site to create an impressive new gateway on arrival into the City Centre

Complete the blue loop

Create a clear 'blue loop' along the historic docks and along the riversides centred around water being Hull's greatest asset. This blue loop could include an interactive trail and continuous route along the water, strengthening the Old Town "island"

Redefine the retail core

Evolution of the retail core, including consolidation of the retail offer between St Stephens Shopping Centre and Queen Victoria Square, and support smaller independent retailers along Whitefriargate and Fruit Market within the Old Town

Albion Square

The site provides an iconic City Centre landmark and lies at a key corner in the City Centre. However, the potential of the site is currently underutilised and will provide new anchor uses to animate the City Centre

Residential living within the City Centre

To ensure the City Centre is busy, active and vibrant outside of work hours, and increase in residential uses is proposed. This will be led by smaller infill sites and refurbishments, animating the streets and spaces, and providing additional footfall into the evening

Championing culture and heritage

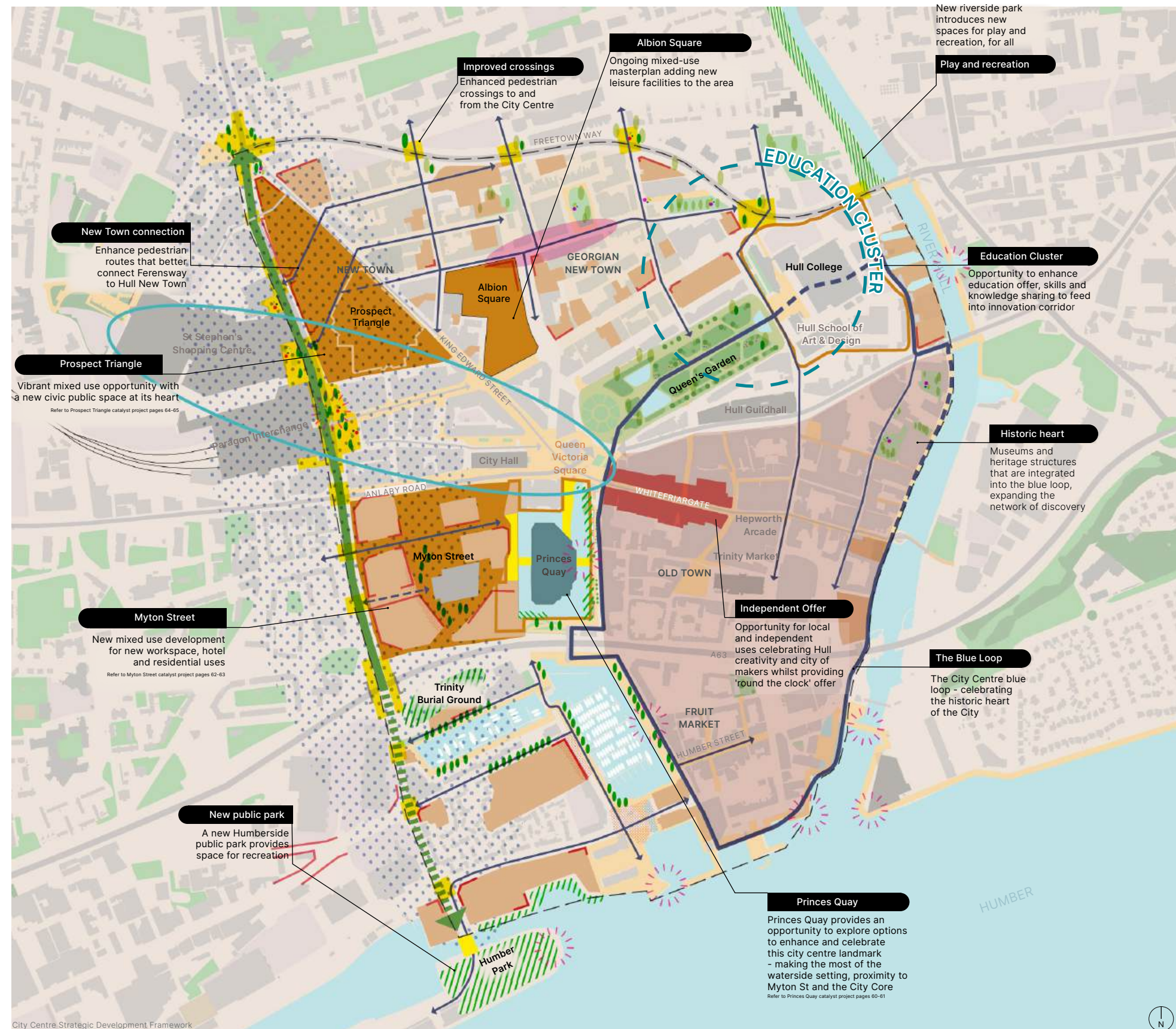
Building on Hull's legacy as UK's City of Culture 2017, and historic townscape further opportunities for cultural uses, art and events should be utilised as a celebration of the City's identity and an enhanced sense of place

Expand the education cluster

Plans are being proposed to reorder the Hull College site, opening up the historic connection between Queen's Gardens and the River Hull. This will help establish an education cluster within the City Centre.

The City Core

The Framework Plan



Key

- ➔ Ferensway will provide active travel connections between the junction with Beverley Road, the A63 and to the Humber. The route will be softened and greened with planting and sustainable drainage solutions. Regular crossings will prioritise east-west connections into the heart of the City Centre from the west and provide a new direct connection down to the River Humber. The re-balance of Ferensway will follow the Sustainable Transport Hierarchy vehicle flows and particularly bus movement is retained.
- ➔ The Blue Loop provides a new defined route around the Old Town. Signage, street furniture and activity will set this route apart, creating a safe and welcoming environment that celebrates Hull.
- ➔ A new route is proposed through the Hull College site, to connect the Blue Loop together and reinstate the historic route. In addition to this, the riverside route along the western bank of the River Hull is proposed to be reinstated.
- ➔ The City Centre seeks to enhance the primary routes between key landmarks and to/ from the new focus areas, to create a more intuitive and safe walking environment for everyone.
- New and enhanced existing public realm opportunities are prioritised, particularly around the waterside to make the most of the impressive setting to the neighbourhood. New public parks are proposed on the nose of Albert Dock; terminating Ferensway and creating a space for events, play and sports - a new offer for the City Centre; and also to the north-east of the City Centre along the River Hull for recreation and play.
- Pedestrian priority crossings are proposed along the length of Ferensway and Freetown Way, in accordance with the sustainable movement hierarchy, to improve movement to and from the City Centre and reduce the vehicular dominance of these streets.
- Primary active frontages are highlighted to show where areas for supporting ground floor activity is proposed, to animate the public realm.
- Areas of opportunity for new development which underpins the neighbourhood development opportunities are shown. Prospect Triangle, Albion Square and Myton Street are catalyst projects, with impacts that transcend the City Core.
- Moments of unique public realm, facing across the Humber Estuary, Princes Dock and on arrival from Paragon Station are highlighted. These areas should provide opportunity to rest and reflect everyday, whilst offering up unique event spaces at key moments throughout the year.
- Retail uses will be prioritised along Jameson Street, King Edward Street and Paragon Street to focus retail uses, limiting retail sprawl and creating a more attractive retail core environment.

The City Core

The neighbourhood is expected to provide:

Land use mix

- 

Predominantly residential development with new workspace is expected to mix with the existing retail and commercial uses on offer
- 

Existing retail core to be consolidated and enhanced
- 

New leisure uses and strengthening the creative and cultural sectors

Housing mix

- 

Apartments ranging from predominantly 1, 2 and 3 beds
- 

Smaller infill and refurbishments could be an ideal solution to residential living in the City Centre

Residential density range

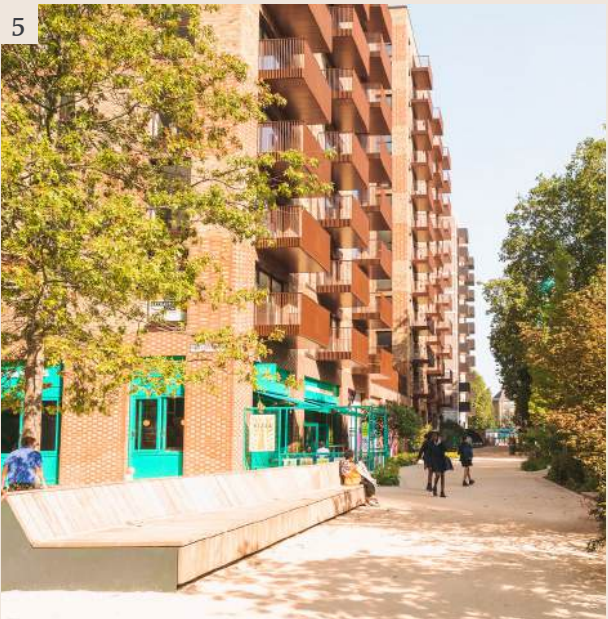
90-350

Dwellings per hectare

With the opportunity to expand beyond this range for infill sites and areas for taller development

Precedent schemes

1. Maisonettes as part of apartment block provide positive interaction with streetscape by having front door at ground floor; Middlewood Locks, Salford
2. Ground floor activation on main frontage can provide a mix of front door and units welcoming retail and/or amenities; Elephant Park, London
3. Working space and/or community amenities at ground floor as part of apartment block, Elephant Park, London
4. Sensitive architecture that integrates positively with existing townscape and streets whilst providing contemporary new development in the city's 'gap' sites, Ancoats, Manchester
5. Addition of height through apartment block participate in cityscape evolution, an ideal solution to City Centre living ; Elephant Park, London



WESTERN DOCKLANDS

Western Docklands will include Hull's maritime industry along side new workspace and residential development.

Sitting waterside, it will provide access to new destinations that maximise the opportunity of the Estuary. Development will address the A63, announcing arrival into the Centre of Hull from the west.

Western Docklands

Challenges to overcome



Environmental

- Flood risk - the Centre is located almost entirely in Flood Zone 3, which will influence the detailed design of buildings ground floors the overall residential typology of the neighbourhood.
- The A63 creates noise and air pollution which requires careful consideration for new development opportunities.
- Views across the existing dock network and to the Minster should be protected and enhanced.
- There is a lack of usable green space within the neighbourhood which limits recreation opportunities and opportunities to mitigate some surface water run-off.



Movement

- The A63 causes major severance to and from Western Docks for all movement types despite endeavour to mitigate it. This also results in a severance from the community and the facilities within the adjacent neighbourhood to the north.
- Limited bus services operate south of the A63, resulting in car dominant uses with the neighbourhood.
- Car parks are provided at surface and for single uses, resulting in large, inefficient areas protected for vehicles.
- Vehicular dominated junctions create an unsafe pedestrian environment and undermine the quality of the gateways to the City Centre. This results in a lack of incentives to encourage walking and cycling within Western Docks.



Uses

- Large provision of retail floorspace within Kingston Retail Park sprawls retail offer outside City Centre to its detriment, despite trading successfully.
- Expansive industrial areas within the neighbourhood with limited area for potential development.
- Lack of community assets and supporting neighbourhood uses, such as convenience retail that does not involve crossing the A63 - save for Humber Street, which provides a wider City Centre offer.



Townscape

- Significant buildings within the neighbourhood overlapping with City Core include the Connexin Live Arena, Princes Quay, Ice Arena and the broader Humber Street and Marina townscape, all of which should be carefully considered.
- The Old Town Conservation Area extends into the eastern edge of the neighbourhood which must be carefully considered.
- The neighbourhood includes a number of listed buildings, all of which are Grade II. These are primarily clustered around the Marina and Nelson Street frontage. Two further Grade II listed buildings along the A63.
- The general height datum across the neighbourhood rarely exceeds 2-3 storeys.



Social

- The neighbourhood experiences high deprivation across the dimensions.
- There is a lack of diversity in age and profile.
- Sections of the Humber waterfronts lack of access and activation to make them safe, attractive and vibrant spaces, which limits the inclusivity of these spaces.

Opportunities to implement

Waterside setting

The dockside and Humber frontage is an incredible asset for the neighbourhood, providing opportunities for walking, cycling, public open space, sport, leisure, new businesses and homes with views and interesting settings and outlook

Retained industrial uses

Some of the existing industrial uses within the neighbourhood are well established and provide good job opportunities. New residential and commercial uses will be introduced to diversify the uses, encouraging more activity and more resilience through a mixed-use neighbourhood

Ferensway: A route to the river

North of the A63 Ferensway will become a new active travel green avenue, as it crosses the A63 it will continue to provide a clear direct route from the City Centre to the River Humber. As it passes through Western Docklands it will include areas of public open space, opportunities for recreation and sport, sustainable urban drainage and planting, to create an attractive place to dwell and spend time in

Myton Street catalyst project

Development at Myton Street will be the catalyst for neighbourhood change. It will create a new frontage for Ferensway and better address Princes Quay. The Arena sits at its heart with new leisure opportunities, as well as spaces for knowledge sharing and innovation, commercial, retail, hotel and residential uses, surrounded by new and improved public realm

East-west connections

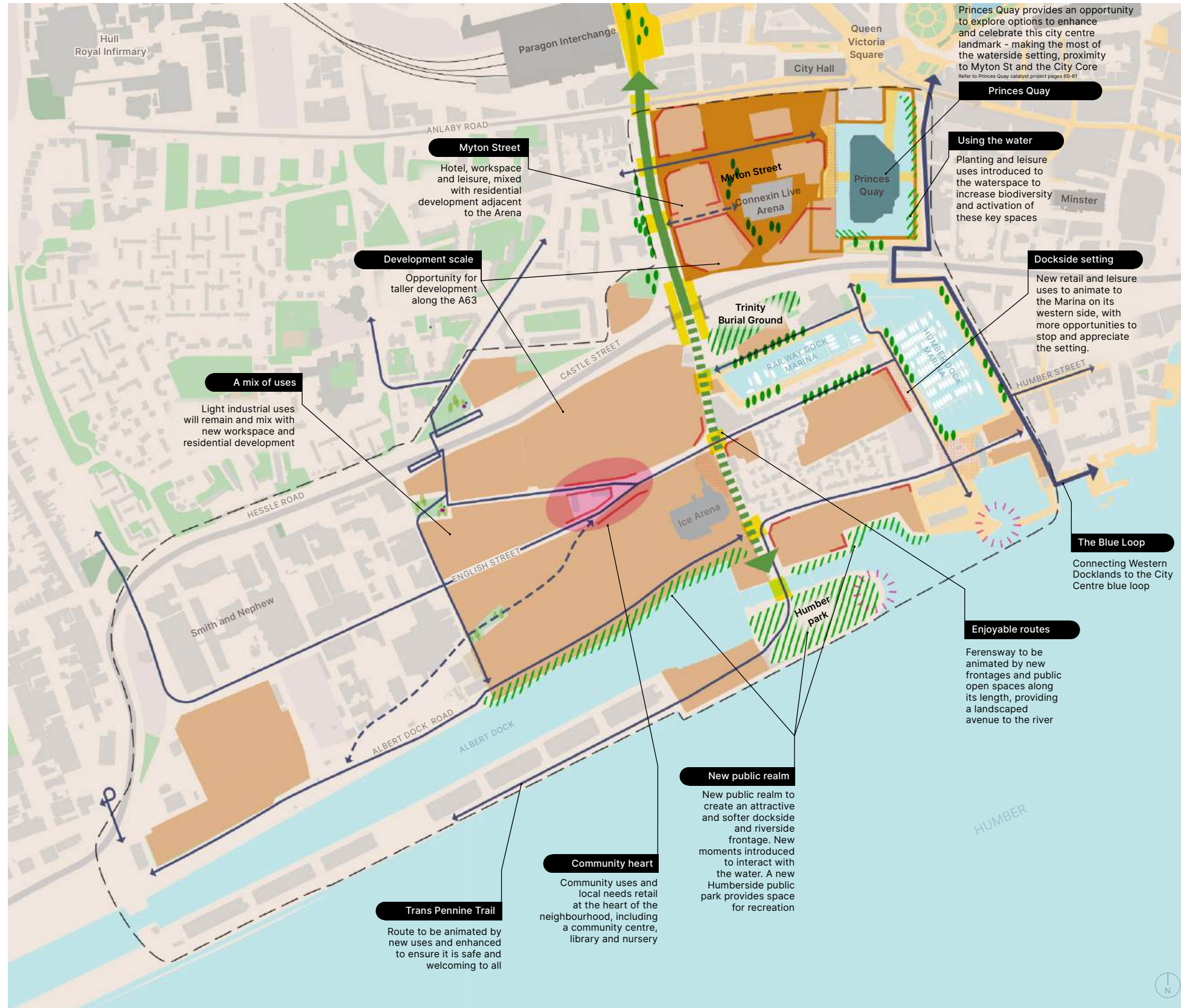
The neighbourhood will enhance the Trans Pennine Trail route and the blue loop, whilst facilitating further east-west connections to create a new heart at the Centre of the neighbourhood where routes meet, for new supporting retail and community uses

Celebrating independents

New development will look to follow the successful neighbouring Fruit Market, to expand Hull's independent, creative businesses within a waterside setting

Western Docklands

The Framework Plan



Key

- ➡ **Ferensway** will extend southwards across the A63, providing active travel connections down to the River Humber. The route will be landscaped, providing street trees and sustainable urban drainage solutions, with generous footways allowing new development opportunities along its length to spill out onto the street and animate it. Regular crossings will prioritise east-west connections into the heart of the neighbourhood and back towards the Marina.
- ➡ The **Blue Loop** provides a new route around the Old Town. Signage, street furniture and activity will set this route apart from others, creating a safe and welcoming environment that celebrates Hull.
- ➡ The neighbourhood seeks to **enhance east/ west connections** to create new animation to the west of the Marina and connect to the Blue Loop and Humber Street.
- ➡ A **new route** is proposed between the heart of the neighbourhood and Albert Dock Road, following the line of a public right of way which has since been lost. New routes through development parcels are encouraged to increase opportunities for the waterside setting to influence development deeper into the neighbourhood.
- ▨ **New and enhanced existing public realm** opportunities are prioritised, particularly around the waterside to make the most of the impressive setting to the neighbourhood. An enhanced linear route along Albert Dock road and around to the Marina lock is proposed to provide a generous and attractive waterside setting. New public spaces and a new public park is proposed on the nose of Albert Dock, terminating Ferensway and creating a space for events, play and sports - a new offer for the City Centre.
- ▨ **Pedestrian priority crossings** are proposed along the length of Ferensway, in accordance with the sustainable movement hierarchy, to improve east-west movement and reduce the vehicular dominance of this street.
- The **neighbourhood centre** is highlighted, where convenience retail and community uses should be prioritised to support all uses within the neighbourhood.
- ▬ **Primary active frontages** are highlighted to show where areas for supporting commercial, retail, leisure and residential activity is proposed, to animate the public realm.
- ⊙ **Moments** of unique public realm, facing across the Humber Estuary are highlighted. These areas should provide opportunity to rest and play everyday, whilst offering up unique event spaces at key moments throughout the year.
- ▨ Areas of **opportunity for new development** which underpin the neighbourhood development opportunities are shown.

Western Docklands

The neighbourhood is expected to provide..

Land use mix

- 

Commercial and residential development is expected to mix with the existing predominant light industrial uses
- 

Light industrial and engineering uses to be intensified where appropriate over time making more efficient use of land and create opportunity for appropriate development
- 

Leisure uses
- 

Supporting retail and community uses

Residential density range

90-250

Dwellings per hectare

With the opportunity to expand beyond this range in the areas identified for taller buildings

Housing mix

- 

Apartments ranging from 1, 2, 3 and 4 beds

Maisonettes at ground and first floor
- 

Opportunities for townhouses, particularly towards the marina

Precedent schemes

1. Bath Riverside, providing contemporary waterside living with a mixture of apartments and townhouses
2. Bath Riverside, enhanced waterside routes
3. Elephant and Castle, active ground floors which spill into the street with retail and workspace
4. UCLan, Preston, balanced streets with generous footways and landscape against a mixture of workspace and university buildings
5. Kelham Island, Sheffield, a mix of townhouses and apartments with workspaces, amongst retained industrial uses
6. Sugar House Island, London, new light industrial and commercial workspace amongst apartments and mews housing



EAST BANK

The East Bank neighbourhood will retain the area's distinct maritime and industrial heritage, whilst capitalising on its waterfront location and direct relationship with Hull's Old Town.

New residential homes will benefit from these assets, along with supporting community uses, a new riverside park and enhanced riverside routes.

East Bank

Challenges to overcome



Environmental

- Flood risk - the Centre is located almost entirely in Flood Zone 3, which will influence the detailed design of buildings ground floors the overall residential typology of the neighbourhood.
- The A63 and Great Union Street provides noise and air quality challenges which require careful consideration for new development opportunities.
- Views across the existing dock network and to the Museum Quarter should be protected and enhanced.
- There is a lack of usable green space within the neighbourhood which limits recreation opportunities and opportunities to mitigate some surface water run-off.



Movement

- The A63 acts as a barrier in accessing the quieter open green space of the Victoria Park, and on a wider scale causes a severance of the area from the Humber estuary.
- Limited bus services operate south of the A63, resulting in car dominant uses with the neighbourhood.
- Car parks are provided at surface and for single uses, resulting in large, inefficient areas protected for vehicles.
- Vehicular dominated junctions create an unsafe pedestrian environment and undermine the quality of the gateways to the City Centre. This results in no step change to encourage walking and cycling within the City Centre.



Uses

- The expansive industrial areas within the neighbourhood limit the existing growth potential and risk causing mono-usage of existing land.
- There is a lack of community assets and supporting neighbourhood amenities to the east of the River Hull.



Townscape

- Lack of integration of Hull's rivers into the surrounding townscape make the riverfront seem like an undesirable and unsafe space in sections.
- The neighbourhood includes a number of listed buildings within its periphery. These are primarily located across the water within the Museum's Quarter, with a small number scattered throughout the neighbourhood. These need to be positively responded to.
- The Hull Castle, South Blockhouse and Citadel remains are classified as a Scheduled Monument within the neighbourhood. This should be interpreted positively through the development of surrounding areas.
- The neighbourhood lacks a distinct character with several large warehouses and their associated parking crowding out the possibility of other building typologies.



Social

- The neighbourhood experiences high deprivation across the dimensions.
- There is a lack of diversity in age and profile.
- Sections of River Hull and the Humber Waterfront lack activation to make them safe, attractive and vibrant spaces, which limits the inclusivity of these spaces.

Opportunities to implement

Open up and celebrate the riverside setting

East Bank can benefit from a direct relationship with the River Hull. This is an incredible asset for the neighbourhood, providing opportunities for walking, cycling, play, access to water, and homes with interesting views and outlook

Retained industrial uses

Some of the existing industrial uses within the neighbourhood are well established and provide good job opportunities. New residential and commercial uses will be introduced to diversify the uses, encouraging more activity and more resilience through a mixed-use neighbourhood

Introduce new areas of public open space

Encourage the development of new public open spaces along the riverfront, with active zones for play and sports, as well as areas for rest and appreciation of the waterside setting to promote active lifestyles and social interaction

Animate the streets and spaces through active ground floors

Introduce residential amenity space, workspace and retail uses at ground floor with generous windows to blend with the external streets and spaces

Make the most of the existing landscape offer

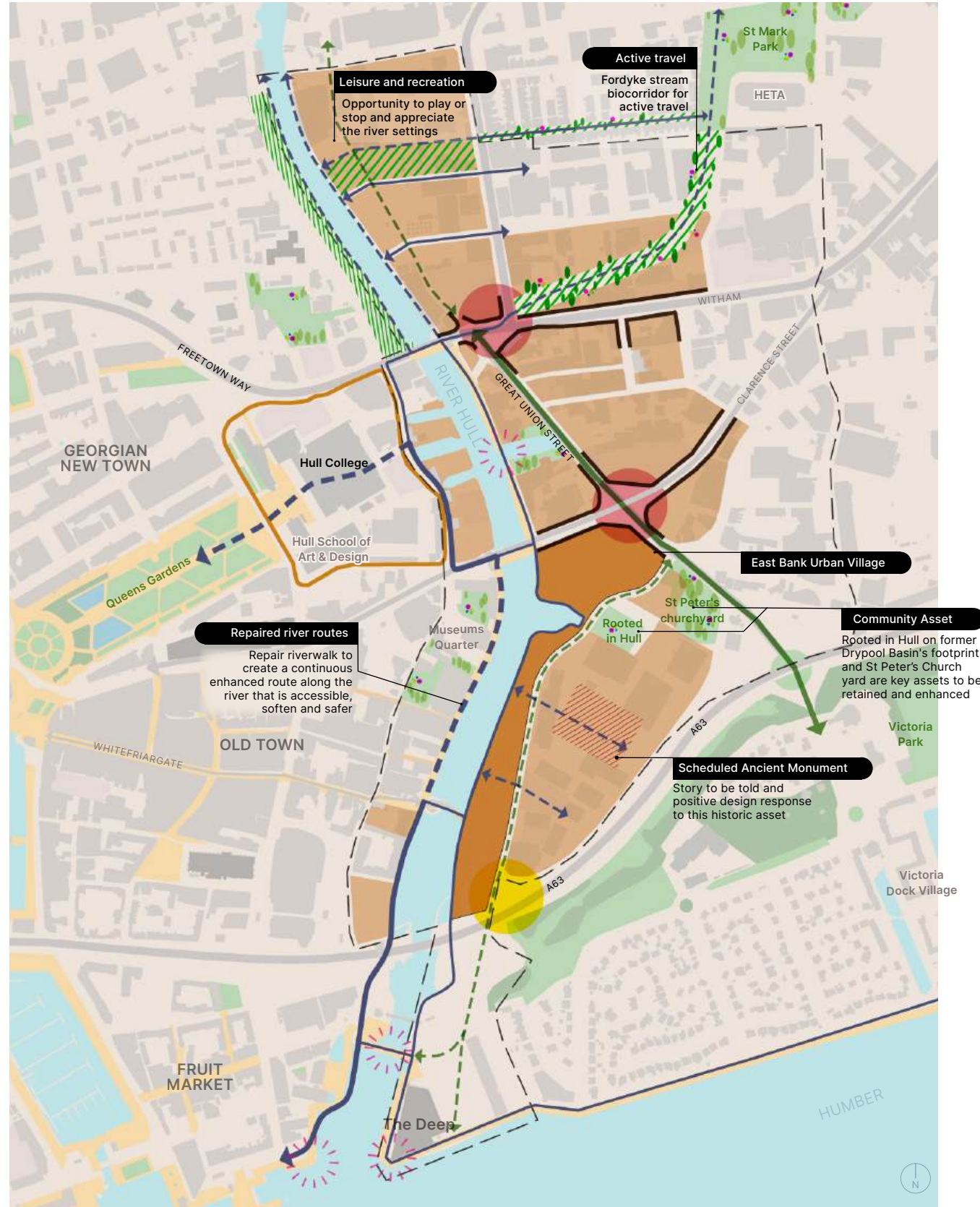
Unearth the Fordyke stream as a new linear landscape feature for active travel with SuDs and biodiversity. Retain and enhance former St Peter's churchyard and Rooted in Hull allotments at the centre of the neighbourhood, for everyone to enjoy

Intensification of retail and community uses at key junctions

Key junctions across the neighbourhood will be encouraged to intensify existing retail and community offers, to foster social inclusion and community development

East Bank

The Framework Plan



Key

- ➔ The **Blue Loop** provides a newly reconnected route along the western bank of the River Hull and connects back to Queen's Gardens along the line of the historic docks. Signage, street furniture and activity will set this route apart from others, creating a safe and welcoming environment that celebrates Hull.
 - ➔ The neighbourhood provides a range of **enhanced routes**, along the eastern bank of the River Hull and connecting back around The Deep onto the Trans Pennine Trail. Routes will be generous in width, providing space for active travel, well-lit and directly animated and overlooked by new development.
 - ➔ **New routes** will complete the connections along the River Hull. Further east-west routes are also proposed (exact positions to be confirmed), to divide development blocks and increase the connections to and influence of water deeper into the neighbourhood. A final new route is proposed along the alignment of the former Fordyke stream which provides a new active travel connection between the City Core and St Mark Park.
 - ➔ **Great Union Street** will be softened, providing a landscaped street. The sustainable movement hierarchy will be followed, with generous footways for new ground floors to animate. The route will be bookended by Victoria Park and Victoria Dock Village to the south and a new River Park to the north.
 - ➔ New landscape streets, following sustainable movement hierarchy and providing planting and sustainable urban drainage.
 - **Opportunity to recreate 'urban' frontages** along key routes into the City Core, namely Clarence Street and Witham. It is expected that new infill development can gradually introduce a broader mix of uses, including residential, retail and commercial, in a more urban building form, creating more vibrant and more defined street frontages—existing light industrial can remain behind
- **Neighbourhood centres** are proposed to build on the existing cluster of uses across the northern and central road bridges into the City Core. These centres will provide convenience retail and community uses to support all uses within the neighbourhood.
 - **New and enhanced public realm** opportunities are prioritised, along the River Hull and by uncovering the lost Fordyke Stream to make the most of the impressive setting to the neighbourhood. The riverside spaces provide opportunities for play, sports and events, as well as biodiversity and sustainable urban drainage enhancements, including within the water. New opportunities to interact with the water are encouraged. Fordyke Stream provides the opportunity for active travel along a generous landscaped corridor.
 - ⊙ **Moments** of unique public realm, facing across the River Hull and the Humber are highlighted. These areas should provide opportunity to rest and play everyday, whilst offering up unique event spaces at key moments throughout the year.
 - **Areas of opportunity for new development** which underpin the neighbourhood development opportunities are shown, led, in the first instance, by the development of East Bank Urban Village as illustrated. Development is expected to blend with the existing uses, with areas of industry remaining.
 - **Introduction of elements to activate the space under the A63 bridge**, as the interface with the Victoria Park neighbourhood to the south. Lighting, art, play and sports should be considered.
- The remaining streetscape will be expected to reduce the dominance of vehicles, provide biodiversity and sustainable drainage enhancements and new opportunities for ground floor uses to spill out and activate the streets.

East Bank

The neighbourhood is expected to provide:

Land use mix



Predominantly residential development is expected to mix with the existing industrial uses, with additional workspace to be provided at ground floors



Light industrial and engineering uses to be intensified where appropriate over time making more efficient use of land and create opportunity for appropriate development



Leisure uses to animate the riverfront



Supporting retail and community uses at the neighbourhood centres

Residential density range

90-250
Dwellings per
hectare

With the opportunity to expand beyond this range in the areas identified for taller buildings

Housing mix



Apartments ranging from 1, 2, 3 and 4 beds

Maisonettes at ground and first floor



Limited opportunities for townhouses, particularly along the City Centre interface

Precedent schemes

1. Blend of apartment block with townhouses that creates intimate scale and space for all residents, Wharf road, London
2. Reinterpretation of dock warehouse, light industrial heritage through contemporary architecture and roofscape, NordHarven, Copenhagen
3. Mix of good ordinary townhouses/terraces as interface with existing neighbourhood and new development increase density and scale, Bath
4. Retrofit of industrial maintaining the existing character and make up of the place, whilst introducing better cohabitation with existing light industrial architecture, Copenhagen
5. Seamless blend of existing industrial structures with new residential development also accommodating a children's play area and other mix of uses in Mayfield, Manchester



NORTH-WEST GATEWAY

North West Gateway will announce an arrival into the City Centre, provide enhanced routes to MKM Stadium and Hospital and connect the neighbourhood better to the New Town, via a re-balanced Ferensway and station gateway.

New residential development will animate these routes, and provide a new urban scale to this part of the City Centre.

North-west gateway

Challenges to overcome



Environmental

- Flood risk - the centre is located almost entirely in Flood Zone 3, which will influence the detailed design of buildings ground floors the overall residential typology of the neighbourhood.
- There is an overall lack of usable green space or poor clear wayfinding to existing nearby public park i.e Collingwood Park and railway cutting by MKM Stadium



Movement

- Ferensway creates major severances to and from City Centre core especially for pedestrian and cycle movement.
- A lack of clarity in movement routes results in difficulty in how to navigate into the City Centre and where major assets and landmarks are located.



Uses

- Community assets are fragmented whilst connectivity between retail and leisure uses is weak.
- Lack of diversity in activities on offer which cater for a wide range of people
- Lack of free activities in the area that are directed to families and the elderly



Townscape

- Distinct buildings and cultural assets within the neighbourhood that lack 'breathing space', surroundings and adjacent public realm cluttered with highway infrastructure
- Poor sense of arrival and clear signage to navigate through the City Centre and toward key leisure assets i.e MKM Stadium ~30min walk
- Overall neighbourhood is fragmented and unwelcoming in part by the large presence of vacant land and/or surface car parking.



People

- Neighbourhood falls within high deprivation across all dimensions
- There is a lack of diversity in age and profile
- There is a feeling of being around the back of the City Centre, resulting in an unwelcoming environment and increased perception of vulnerability

Opportunities to implement

Paragon Project

Integrate the existing development opportunity for new residential and supporting uses into the wider neighbourhood

Improve connections from the west into the City Centre

Reconnect the city across Ferensway, providing clear and direct routes from MKM Stadium across to New Town

Strengthen the neighbourhood heart

Focus new supporting uses and amenities within the existing local centre right at the heart of the neighbourhood

Improve the gateway into the City Centre

Announce the arrival into the City Centre from the north-west, with high quality public realm and well signposted routes
Improve the arrival experience into the city from the Paragon Interchange

Ferensway Innovation Corridor and green avenue

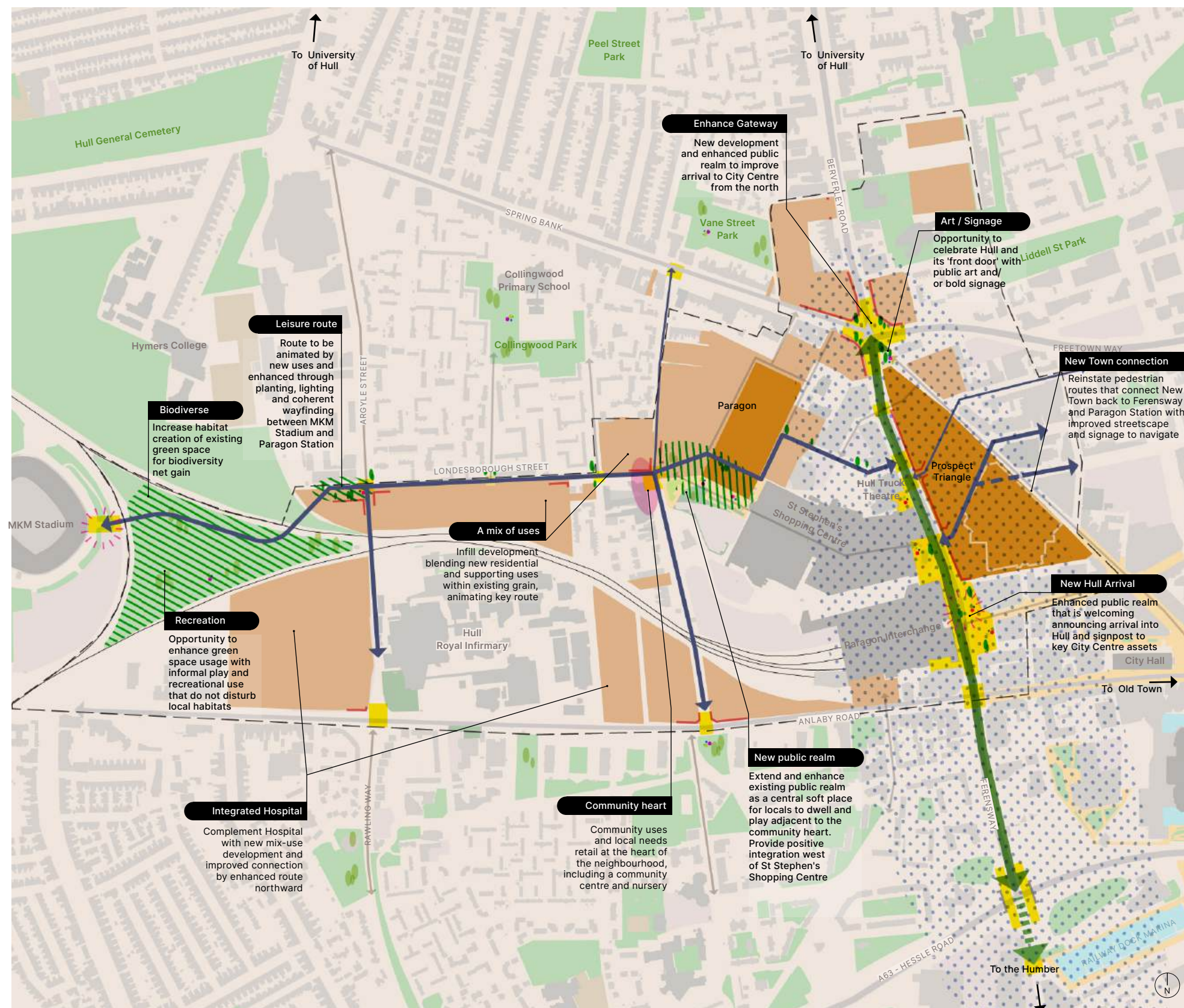
Rebalance and soften Ferensway, allowing more east/ west connectivity and an improved pedestrian experience, with new workspace and residential opportunities within Prospect Triangle

Improve north-south connections

Help integrate the hospital into the wider neighbourhood to the north through improved connectivity and complementary uses

North-west gateway

The Framework Plan



Key

- ➔ Ferensway will provide active travel connections between the junction with Beverley Road and the A63. The route will be softened further with additional planting and sustainable drainage solutions. Regular crossings will prioritise east-west connections into the heart of the City Centre from the west.
- ➔ An enhanced east-west connection is proposed, linking the Stadium directly to Ferensway, via Colonial St and St Stephen's Shopping Centre. The route will prioritise pedestrians, will be landscaped and provide a safe, active and welcoming environment for all, at all times
- ➔ Further enhanced north-south routes are proposed to be enhanced, improving the environment and activity along them to link the Hospital into the neighbourhood.
- ➔ New and enhanced east-west connections are also proposed from Ferensway through Prospect Triangle to Albion Street, Baker Street and Wright Street, reinstating connections which have been impacted by large footprint retail uses.
- ➔ New and enhanced existing public realm opportunities are prioritised, particularly at the heart of the neighbourhood and to the park to the east of MKM stadium, creating spaces for play and sports to be prioritised. The space at the centre of the neighbourhood also provides the opportunity for a neighbourhood offer, including community events.
- Pedestrian priority crossings are proposed along the length of Ferensway, and to Spring Bank and Anlaby Road, in accordance with the sustainable movement hierarchy, to improve the priority of sustainable movement types and reduce vehicular dominance.
- The existing neighbourhood centre could be enhanced, where convenience retail and community uses should be prioritised to support all uses within the neighbourhood.
- Primary active frontages are highlighted to show where areas for supporting retail and leisure activity is proposed, to animate the public realm.
- Areas of opportunity for new development which underpin the neighbourhood development opportunities are shown. Paragon and Prospect Triangle are both shown to be the catalyst to kick-start neighbourhood enhancements.

North-west gateway

The neighbourhood is expected to provide..

Land use mix

-  Predominantly residential and commercial with supporting retail and community amenities.
-  Leisure uses
-  Supporting local retail and community uses

Housing mix

-  Apartments ranging from 1, 2, 3 and 4 beds
-  Maisonettes at ground and first floor
-  Opportunities for townhouses close to existing residential communities

Residential density range

90-250

Dwellings per hectare

With the opportunity to expand beyond this range at the gateway to the City Centre

Precedent schemes

1. Mix of apartment and maisonette to create positive interaction with street scape / domestic feel whilst enhancing urban character King Crescent, London
2. Townhouses, with good ordinary architectural provide family home and enhance local character, Timekeeper's Square, Salford
3. Mix use apartment block provide internal communal green space easing higher density whilst providing semi-private green space, New Garden Quarter, London
4. Street interface with increase density, animation at ground floor and clear signage improve navigation and reinforce urban character, Elephant Park, London
5. Active ground floor to animate streetscape with retail and local community amenities, Elephant Park, London
6. Maisonette with front door at ground floor of apartment block provide positive interface with streetscape Embassy Garden, London



CHARTERHOUSE

Charterhouse will become an established, lively, and diverse neighbourhood where people can choose to live for a short time or a lifetime.

It will provide a range of new homes of different types and tenures, mixed amongst existing and new workspaces, light industrial and creative uses.

The neighbourhood will celebrate its connection to the River Hull, with new public spaces along the river and new enhanced walking and cycling routes into the City Centre. A coherent network of streets and spaces will be established, providing new focuses for retail and community uses.

Charterhouse

Challenges to overcome



Environmental

- Flood risk - the Centre is located almost entirely in Flood Zone 3, which will influence the detailed design of buildings ground floors the overall residential typology of the neighbourhood
- There is a lack of usable green space which limits recreational opportunities within the neighbourhood
- There is limited quality walkable connections to surrounding areas of green infrastructure that remain poorly defined and/or could work harder



Movement

- Freetown Way creates a major severance in scale, traffic and speed, between City Centre core and the neighbourhood for non-vehicular movement. This emphasises isolation of already secluded communities



Uses

- The neighbourhood is predominantly dominated by industrial uses with limited pockets of retail on Caroline Street, and leisure and creative uses, with the latter focussed to the north-east
- There is a lack of residential coherence within the neighbourhood, with poorly connected small residential clusters amongst other uses
- Overall lack of community uses north of Freetown Way, given the predominantly industrial nature
- The area lacks sports facilities and evening venues, especially north of Freetown Way



Townscape

- Charterhouse Conservation Area sits within the eastern side of the neighbourhood which should be positively addressed
- Listed buildings, predominantly to the east, are also required to be positively addressed
- Lack of positive threshold between industries and residential areas
- Mix of industrial and residential buildings vary in height and scale from large footprint, warehouse and Maizecor tower between 4-6 storeys to bungalows and townhouses of 1-2 storeys. On average overall datum does not exceed 3 storeys



Social

- Neighbourhood falls within high deprivation across the dimensions
- There are limited opportunities for communities to gather
- There is a lack of diversity in age and profile throughout the neighbourhood which is exacerbated by its zoning and single usage
- Perception of safety is limited by the lack of appropriate and continuous lighting, positive street furniture and general lack of activity within the streetscene

Opportunities to implement

A mixed use neighbourhood

Retained and rationalised light industrial uses will be complemented by new residential, retail and commercial, creating an active neighbourhood at all times that draw on the rich diversity of built heritage assets in and around the Charterhouse and Sculcoates Conservation Areas

Prioritise the north-south routes

Improve connections from Charterhouse to seamlessly connect into the City Core along routes prioritised for active travel, soften with Sustainable drainage and planting including the redesigned Freetown Way junctions

Green east-west routes

Connect to the River Hull through east-west streets which include sustainable urban drainage and landscape, utilising the former drains running through the neighbourhood as well as responding to the historic grid pattern

A communal heart

Strengthen the existing retail areas with additional non-residential uses, including play and community uses

A new river park

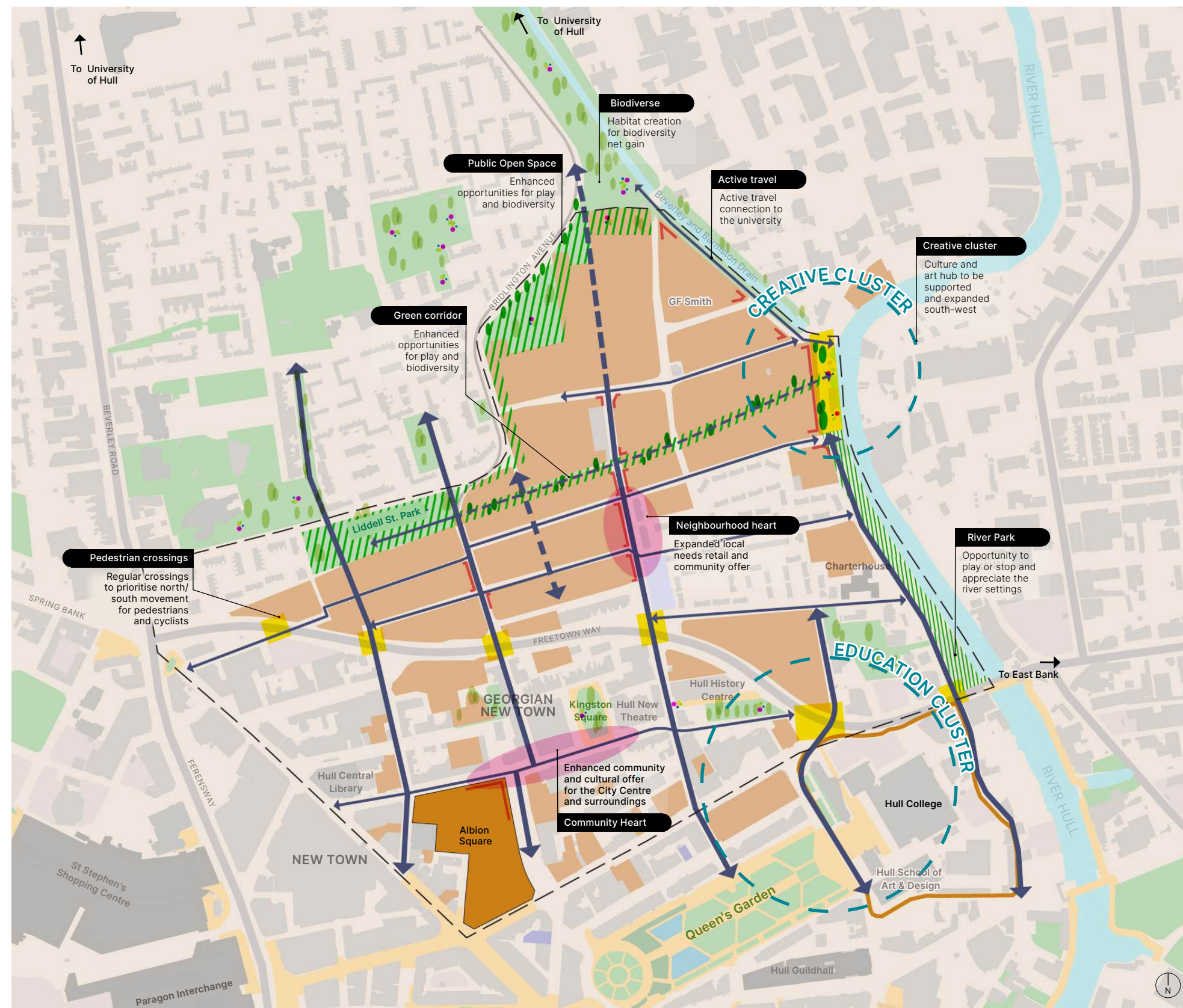
Establish a new river park along Wincolmlee, strengthening the neighbourhood's connection with the River Hull and enhancing the setting of the historic Charterhouse cluster

Creative cluster

Strengthening the already established creative industry with additional space, focussed around a new riverfront destination along the River Hull

Charterhouse

The Framework Plan



Charterhouse Strategic Development Framework

Key

- ➔ The neighbourhood seeks to enhance north/ south connections to and from the City Centre. These routes will prioritise active travel and be animated and overlooked along their length.
- ➔ The neighbourhood also seeks to enhance east/ west connections strengthening historic fabric. These routes will be generally softer, introducing street trees, planting and sustainable drainage.
- ➔ New routes are proposed to improve connections through the neighbourhood, including connecting up to the Beverley Drain, and back along the alignment of the former Cottingham Drain.
- ➔ New and enhanced public realm opportunities are prioritised, particularly around the waterside to make the most of the impressive setting to the neighbourhood. A new linear park is proposed along the alignment of the former Cottingham Drain, connecting Liddell Street Park to the River Hull. A new River Park is proposed along Wincolmlee, providing an impressive setting to the historic Charterhouse cluster, extending northwards to meet the Cottingham Drain and Beverley Drain in a new neighbourhood heart.
- Pedestrian enhancements are proposed at key junctions along Freetown Way, in accordance with the sustainable movement hierarchy, to improve north-south movement into the City Centre and reduce the vehicular dominance of this street. A new space is also proposed along the River Hull, at the junction between Wincolmlee, the Beverly Drain and unearthened Cottingham Drain.
- The existing neighbourhood centre is highlighted, where convenience retail and community uses should be prioritised to support all uses within the neighbourhood. A further community and retail cluster is proposed along Albion Street/ Jarratt Street recognising the existing uses here also which can be intensified. A final cluster of creative workspace and retail is proposed along Wincolmlee, at the confluence of the drains.
- Primary active frontages are highlighted to show where areas for supporting retail and leisure activity is proposed, to animate the public realm.
- Areas of opportunity for new development which underpin the neighbourhood development opportunities are shown. Works to Albion Square have already commenced. New development should enhance and retain where appropriate as much as possible existing character, historic fabric and architectural heritage including industrial.

The remaining streetscape will be expected to reduce the dominance of vehicles, provide biodiversity and sustainable drainage enhancements and new opportunities for ground floor uses to spill out and activate the streets.

Charterhouse

The neighbourhood is expected to provide..

Land use mix

- 

Predominantly residential development is expected to mix with the existing commercial and light industrial uses
- 

Light industrial and engineering uses to be intensified where appropriate over time making more efficient use of land and create opportunity for appropriate development
- 

Leisure and recreational uses introduced along the River Hull
- 

Supporting local convenience retail and community uses

Residential density range

50-250

Dwellings per hectare

With the opportunity to expand beyond this range along Freetown Way, reflecting the gateway to the City Centre

Housing mix

- 

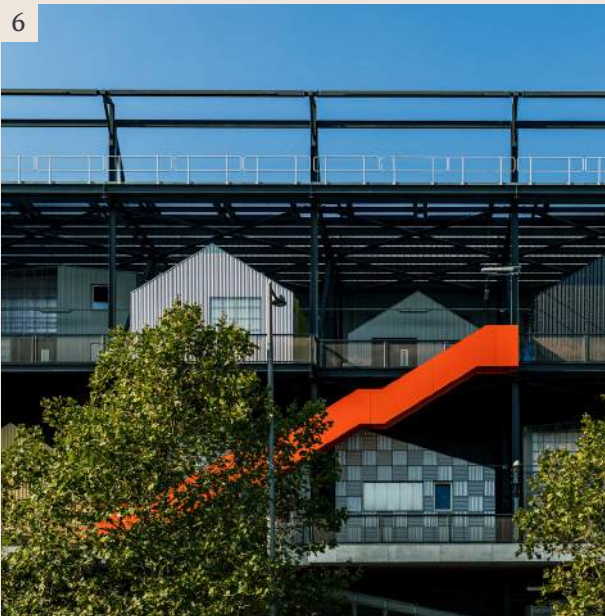
Apartments ranging from 1, 2, 3 and 4 beds

Maisonettes at ground and first floor
- 

Opportunities for townhouses close to existing residential communities

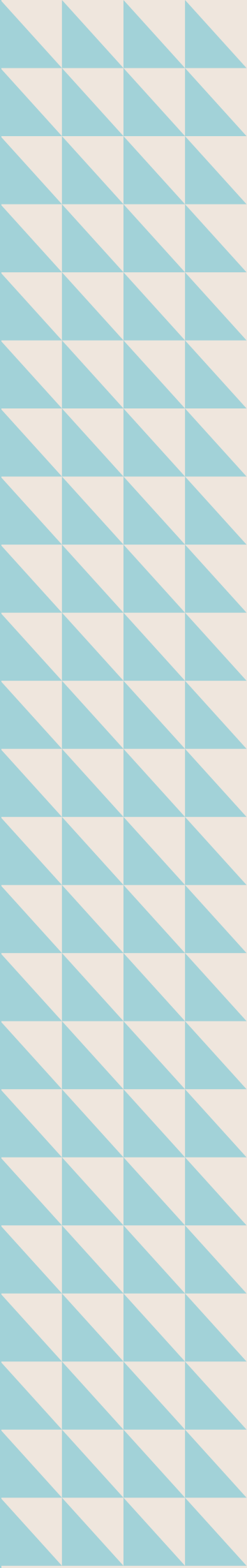
Precedent schemes

1. Generous family apartment with supporting amenities at ground floor and limited residential parking space, Laurieston, Glasgow
2. Maisonettes at ground floor animate positively streetscape ,Middlewood Locks, Salford
3. Mix of scale and tenure with townhouses and small apartment block that speak the same language design, Great Kneighton
4. Positive interface with apartment block and low speed residential street create right environment for liveable quieter street, Great Kneighton
5. Introduce street that are playable through lower density scale townhouses and limited to no through route, Copenhagen
6. Innovative and flexible workspace as contemporary reinterpretation of light industrial character, London



06:

Delivering the vision



Delivery strategy

Delivering an ambitious long-term vision requires implementation of a toolkit of measures that will allow Hull City Council to collaborate with stakeholders to implement spatial and economic change across the City Centre. A step change is required in collaborative working across the public and private sector to deliver the scale of the ambition and realise the benefits for Hull residents and the local economy.

The Delivery Strategy details the approach Hull City Council (HCC) will take in approaching the Vision, how it will work, contribute social value and collaborate with a range of stakeholders and consider funding opportunities.

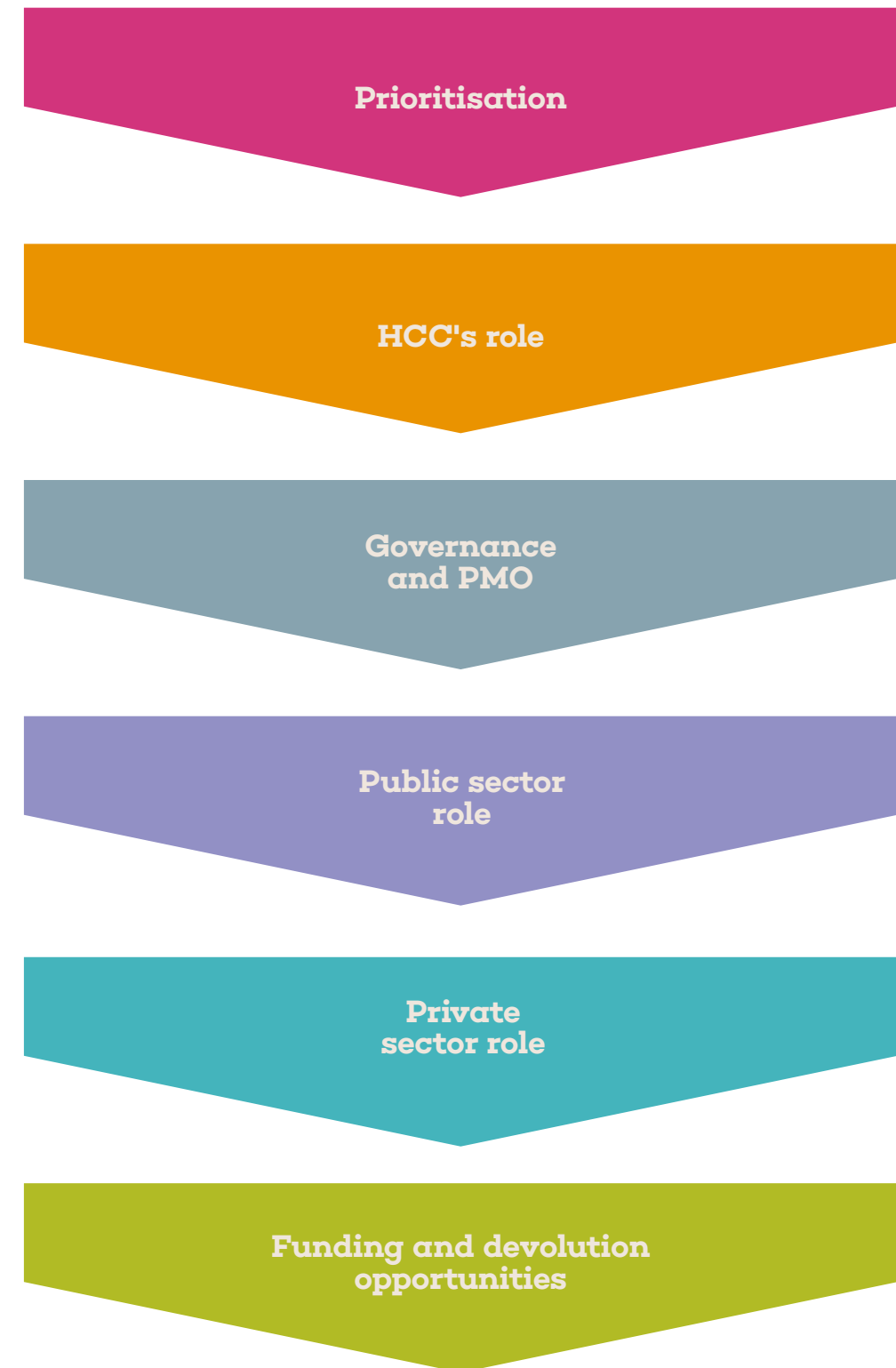
Partnership Working

Effective partnerships are essential for realising the CCV. Collaboration will drive creative solutions and ensure a future fit for people, visitors, businesses, and investment. Hull City Council will steward the Vision, working with institutions, HEYCA, government, community groups, cultural institutions, investors, and developers. These stakeholders, involved in the CCV's development, will also participate in its delivery. A delivery strategy provides tools for governance, funding, partnerships, and government relationships to facilitate the Vision's implementation.

Social value framework

The Hull City Centre Vision includes a social value framework bespoke to the local needs of the City Centre Vision area. This framework has identified core groups to be represented in the engagement and in the design stages. There is a process to undertake that includes a socio-economic baseline, engagement with under-represented groups, and activity in the communities that provide measurable benefits to those groups, and ensure their needs are included in projects that fulfil the Vision.

This section is structured as follows:



Prioritisation of projects

The Vision is intended to provide the market and stakeholders with clarity in terms of the long-term priorities in and for the City Centre, setting out a roadmap to:

- Provide certainty for investors, developers, local businesses and communities.
- Set out a clear path for achieving the wider economic and social growth for a flourishing city centre, building on the principles within the Community Plan (2024-2034) and the Council Plan (2024-2028), Economic Strategy (2021-2026) and other strategy documents.
- Form a spatial baseline and direction for City Centre focussed policy within the emerging Local Plan, including principles to inform Development Management moving forward.
- Inform market engagement for development opportunities, demonstrating current pipeline and future investment opportunities.
- Allow Hull City Council resource and funding to be focussed on immediate priorities.

The broad phases of activity are as follows.

1. Existing in-construction pipeline

This includes a portfolio of construction projects across the City Centre including the Maritime projects (including Queens Gardens), A63 Castle Street Improvement Scheme and Levelling Up Fund supported projects including the Monocle office transformation on Ferensway, and the Community Diagnostics Centre at Albion Square.

These works are currently in the hands of contractors with completion dates within the next 12-18 months. These all involve short-term, impactful project delivery.

2. Short-term investment priorities

These are sites already earmarked as priority investment opportunities, and which have begun feasibility work or developer procurement. These projects are led by Hull City Council or in partnership with the private sector.

a. East Bank Urban Village – Hull City Council and Homes England promoted scheme. Development Agreement with English Cities Fund (ECF) comprising Homes England, Legal & General, and MUSE signed in May 2025 for 850 homes.

b. Albion Square – Development procurement exercise commenced in May 2025 for the mixed-use development in the heart of the City Core.

c. Paragon on Colonial Street – Residential Development opportunity currently subject to masterplanning exercise led by Hull City Council.

d. City Hall – Hull City Council’s will invest in the upgrade of this civic and heritage asset to the standard of a high-quality entertainment and leisure venue, boosting the City Centre’s day- and night-time economy.

This list does not reference all projects which could commence within the 2-3 years of the vision which could include:

- Those led by the private sector, including those with existing planning consents, residential conversion proposals, such as the Fruit Market final phase.
- Hull city Council’ broader existing capital programme of investment projects.

Delivery of these short-term investment priorities is essential to setting the pace and quality of development and establishing a proof of concept for city centre living, and the Council’s commitment to delivering the Vision.

3. Catalyst Sites and Opportunity Areas

These projects are not currently subject to in-depth development feasibility but are fundamental to the delivery of the CCV. These include:

a. Ferensway Innovation Corridor – This is intrinsically linked to projects B and C which both are key development projects of the evolution of Ferensway. Myton Street and Prospect Triangle are both mixed-used scheme introducing scale at each end of the Corridor, providing appropriate heights and densities to attract footfall and activity along the corridor and establish it as an area for working, visiting and living.

Those significant sites in turn, open vital east-west and south-north connections with the Hospital, University, and the Docklands, as well as across the City Core. The innovation Corridor consists of public realm improvements along the highway, a series of long-term development opportunities on underutilised or vacant sites and identified catalyst sites (b and C) The delivery plan for this area will therefore fall into three areas of activity.

b. Myton Street – regeneration site catalyst project involving the Council’s land asset and potentially also the NHS and Police site subject to One Public Estate requirements. Will create a mixed-use area providing residential, hotel and commercial uses and it is anticipated that this will be phased from the south of the site.

c. Prospect Triangle – first phase as part of the wider regeneration area, focussed on the sites at the junction of Ferensway and Freetown Way. Phase 1 likely to include a mixed-use scheme to be delivered by the private sector. Scope for a landmark building on the corner of Ferensway and the A63. This catalyst site forms part of the wider City Centre Neighbourhood area and will need to engage with a range of adjacent uses and retained buildings within the boundary and options have been identified for the scale of change.

d. Retail, including retail core consolidation and the evolution of Whitefriargate and

Princes Quay reimagining. The retail route and Princes Quay have a role to play in movement patterns across the City Centre and to the Innovation Corridor, via Myton Street.

e. Identified placemaking and public realm improvement projects including Blue/Green Loop and Freetown Way, as well as along the Ferensway Innovation Corridor.

f. Other catalyst projects such as Hull College will need to be subject to further feasibility and design work later in the CCV period as future estate requirements are confirmed.

4. Neighbourhood areas

New neighbourhood development beyond the immediate catalyst projects and city centre core named above are a longer-term aspiration which will require a range of delivery support measures as development and infrastructure is realised to address viability challenges.

Frameworks for these neighbourhoods are included in the Vision, however delivery of a critical mass of development in these locations will be dependent on market making activity delivered on key sites. Masterplans will be required which will detail neighbourhood centres (if required), infrastructure and phasing requirements to support investment and potential land assembly.

This does not preclude early available sites coming forward to planning in line with the CCV neighbourhood vision, however it is acknowledged that the full scale of neighbourhood enabling works will not be known at this stage.

Hull City Council's role

It will be necessary for the Council to play key roles in the delivery of the Vision, which include:

- **Steward** – HCC will be the overall steward for the implementation and delivery of the Vision. This will include taking a city centre wide comprehensive approach, ensuring focus and prioritisation and having clarity over the role HCC should take versus the private sector and other public sector organisations. The Council will not be solely responsible for the delivery of the Vision.
- **Landowner** – there is a need to use HCC assets to facilitate development, as has been done (and will be done) at East Bank Urban Village, Myton and Albion Square. Use of assets should be considered in the context of the CCV implementation, contribution to growth objectives and opportunity for alternative incomes, i.e. Council Tax and business rate generation.
- **Promoter** – HCC will need to support attraction of investment and development to deliver the Vision through place promotion and consistent communication around the opportunities and delivery needs of the Vision. Activity in this area will raise the profile of Hull City Centre and increase interest in the City as a location for investment and development. Hull City Council will maximise the benefits of devolution powers, working closely with HEYCA representatives to develop and implement plans that best align long-term growth opportunities and local priorities.
- **Convener** – HCC will convene the wider public sector to engage them in delivery of the Vision to ensure streamlined working for maximum benefits. This will also involve securing funding support and involvement in programmes to enable development (see role of the public sector).
- **Champion** – HCC will champion the level of quality of place-making and design that is needed across the Vision area and embed this within planning policy and guidance, and within schemes that they have a stake in as landowner or partner. It will also champion community engagement with the Vision and embed community interests and public benefits within new neighbourhoods and key development sites. Community projects, pilots and meanwhile uses should be considered that will support these groups.
- **Facilitator** – The Council will actively manage delivery through its powers as Local Planning and Highways Authority. The emerging Local Plan will be instrumental in supporting the Vision, prioritising early-phase projects and catalyst sites delivery during the Plan period, whilst maintaining flexibility for the long-term regeneration of Neighbourhood and Opportunity Areas.
- **Market Maker** - There are also instances where direct intervention will be required by HCC to support private sector delivery and transforming areas in line with the Vision. As well as the use of HCC assets, this could include land assembly, funding and partnership working to support the delivery of development opportunities, particularly to support delivery of new neighbourhoods, unlocking land for comprehensive delivery and the associated public benefits, including via compulsory purchase orders where necessary and appropriate . This could also include limited direct delivery of social and community infrastructure requirements or creation of development ready plots. Options for HCC or public sector financial support should be considered on key catalyst projects where market making or creation of development enabled sites is required to address viability issues, particularly in the first half of the plan.

- **Commissioner** – As well as detailed neighbourhood masterplans, there is a requirement for additional studies to support the implementation of the CCV. This includes a vehicle parking and charging strategy to address maximise the efficiency of current assets and determine a City Centre wide approach to parking and charging in new development.

As the steward of the CCV, which aspires to diversify and densify the City Centre, Hull City Council will drive inclusive growth opportunities and residential development, as well as a range of uses that will attract visitors, business and communities as a set of **market making moves** to support the delivery of the Vision.

This will involve focus on the following areas:

- **Residential** – Average housing price in the City Centre remains significantly below UK averages. Residential development is limited in Hull City Centre and there has been limited build to rent product or for sale residential product delivered at scale in recent years. It is expected that East Bank Urban Village will be the project that establishes a market for city centre residential product in a new neighbourhood. Like East Bank Urban Village, consideration of early interventions and phasing of delivery will be required to increase demand and establish a new residential benchmark for the city centre in terms of quality and value. This will need to sit alongside high quality placemaking.
- **Abnormal costs** - There are viability challenges facing city centre development which are not uncommon across regional UK cities. For Hull, these challenges are further exacerbated by the unique ground conditions and flood risk which require extensive works to mitigate risk adding abnormal costs to development.
- **Office** – Public services account for the largest proportion of jobs in the City with key employers including Hull City Council, the Land Registry and the University of Hull. Meditech, green energy and digital and creative industries are growing sectors. Hull's office market has seen significant activity in the last 6 months characterised by a large take-up in out of centre locations (source - PPH Commercial). There is now limited availability for high-quality office space and a vacancy rate of 5.5% (source – CoStar). Secondary office space remains difficult to let despite City Centre office space estimated to be c.40% cheaper than Leeds (source - Invest in Hull). Office development is typically predicated on occupier pre-lets to allow for funding to be secured for commencement of development. To support delivery of commercial development at Prospect Triangle, Myton Street or the CCV, this could involve focussed attention on inward investment opportunities to secure new occupiers and investors, targeting requirements of Government Property Agency or other one public estate requirements and a clear message that the City Centre should be prioritised for office, lab, and innovation space which could support delivery of HCC's Vision. Opportunities for a green energy related institute or a new higher education city centre footprint should be considered as future 'key signings' that could attract a wider ecosystem of supply chain or sectoral focus into new commercial buildings or areas.

Governance and monitoring

The delivery of the Vision requires a clear governance structure, dedicated programme set-up and project management capabilities that will ensure appropriate level of focus and resource is directed towards the implementation of the Vision. This will include:

- **SRO** - Identification of a Senior Responsible Officer (SRO) for the plan at HCC who will work across the Council to drive collaboration and coordination on plan delivery. This may be an existing post who will work across directorates and teams to ensure impactful results on the spatial, social and economic performance of the City Centre. Cross team and cross-departmental alignment to the plan will be key in ensuring its implementation.
- **Programme development** - develop a Vision Programme to inform HCC stewardship, intervention requirements, prioritisation and phasing taking into account the delivery of catalyst sites led by the Council as well as wider private sector opportunities.
- **Steering Group** – Establishment of a City Centre Steering Group will ensure a clear governance arrangement for overseeing and reporting on activity across the city centre. This could include officers, Members and stakeholders, and membership will be determined. This group will focus on key opportunities, risks and priorities, and allow for outcomes to be monitored and managed. This will facilitate cross team and cross departmental working to ensure a cohesive approach to delivery across Hull City Council functions.
- **Strategy and policy interaction** - the Vision will sit alongside a series of documents adopted by the Council, including the emerging Local Plan including a City Centre policy informed by the Vision. It has designed to be aligned to the wider set of corporate strategies guiding the operation of Hull City Council The CCV will be a material planning consideration in the determination of planning applications within the CCV boundary.
- **Strategic Context** – Ensure that monitoring and reporting is conducted on projects in the context of the CCV strategic context rather than entirely on a project standalone basis to embed comprehensive, cross-team approach to CCV implementation.
- **Social value contributions** - every project will be commissioned with social value commitments promised in the procurement according to the priorities laid out in the Hull CCV Social Value Framework. Ensure the procurement team set regular reporting requirements and evaluate the contributions at the close of the project.

Role of the private sector

Hull City Council understands the challenges of securing public sector investment in the current competitive landscape. The Council will take a strategic approach, leveraging and expanding its network of private stakeholder relationships to deliver the diverse range of uses and housing essential for transformative regeneration. Relevant activities include:

- **Engagement** – HCC engagement with the existing private sector development and investment community should continue. These groups have local and regional track-records and a thorough understanding of the context. Alongside this group there is a requirement for expansion of the potential supply chain to deliver the Vision ambition. This will allow for a range of active developers in the city with different risk profiles, product focus and funding. Alongside this there should be ongoing engagement through existing channels with business across the city to understand requirements in terms of hotel accommodation, events and culture, footfall, connectivity, talent retention and attraction and investment requirements to ensure that the Vision can continue to evolve to meet changing needs. A clear front-door contact should be identified to channel queries and make connections within the Council.
- **Landowner and developer forum** – a refreshed forum could:
 - convene key landowners, developers and investors to identify challenges in delivery across the City.
 - use the developer community to support profile raising on the scale of opportunity and ambition in the City.
- provide an interface for regular engagement with these groups who will be delivering the projects in the Vision.
- Membership of this group may evolve over time and in the short term could be used to undertake early market soundings on catalyst sites
- **Partnerships** – a range of delivery models should be considered to support public – private partnership working on projects identified within the Vision. This could include formal joint ventures, strategic partnerships or other arrangements that could facilitate delivery of projects involving public sector support or assets.
- **Branding and Profile** – Branding to promote opportunities at national level and attract a breadth of investors and developers capable to deliver a range of high-quality residential products and be sensitive to integration of mixed-use schemes within the town centre.

Role of the public sector

Hull City Council will actively promote the Vision's development opportunities and explore strategic partnerships with public stakeholders to align local, regional, and national priorities to create a compelling case for investment. Relevant considerations include:

- **Public Sector support and intervention** – the public sector including Homes England, Central Government, HEYCA One Public Estate and public sector institutions (including but not limited to NHS, Hull College and University of Hull) will have a role to play as an influencer, landowner or facilitator of development and there is an opportunity for collaboration across the public sector to meet needs – e.g. need for key worker housing being met by a key catalyst site.
- **Homes England** – HCC will use the Vision as an opportunity to refresh strategic relationships and working arrangements with Homes England. The scope of the ambition and housing delivery is in line with Government missions and HE priorities and opportunities. A place partnership style arrangement should be explored which could allow for accelerated intervention to support and facilitate development through a range of measures.
- **Brownfield and Abnormal challenges** – Flood risk and ground conditions in Hull City Centre should form the basis for pilot project approaches to HE and Government departments to support exemplar solutions that support environmental resilience and sustainable development, continuing to build on initiatives such as the Living With Water partnership.
- **Development enabling** – Land assembly, remediation, infrastructure delivery and other development enabling measures will be required, particularly around the neighbourhood element of the CCV. Hull City Council will require support and funding from the public sector to progress these activities or partnership arrangements that could lead on the delivery of 'development enabled' plots which could then be taken to market for private sector investment.
- **Delivery Vehicles** – There may be future requirements to use delivery vehicles to pool public sector land (e.g. strategic partnership arrangements, joint ventures, Development Corporations, etc), funding or other interests to facilitate comprehensive development projects. This should continue to be a consideration in stakeholder discussions to share risk and reward across the public sector for best outcomes and value and secure private sector investment.

Role of HEYCA

- **Investment Plan** - The Vision provides a pipeline for city centre investment via Hull and East Yorkshire Mayoral Combined Authority (HEYMCA) as part of its devolved funding arrangements. Hull is the only city within the HEYCA area and an economic growth hub that will benefit the wider sub-region through investment, skills training, job creation and expenditure realised through implementation of the Vision. HEYCA's early focus on housing delivery and offshore wind investment is aligned with the ambition of the Vision.
- **Brownfield Land Funding** - Brownfield Housing Funding will be required to support delivery of sites within the CCV area to address viability challenges, particularly in the first half of the CCV period. HCC will work with HEYCA and the private sector to identify the pipeline in line with funding programme timescales.
- **Combined Authority Funding** – The CCV provides a pipeline of commercial, residential and placemaking infrastructure projects that should be supported by HEYCA funding opportunities in line with the CCV pipeline with the HEYCA investment plan. HCC should position the CCV as part of city-wide pipeline projects and prepare business cases to secure funding from the HEYCA as monies are made available under the current arrangements and potential future integrated settlements.

Opportunities for central funding support

The Council recognises the significant requirement for capital funding over the Vision period to facilitate development and accelerate housing delivery and strategic development identified in the CCV.

- **Flexibility** – The Vision spans 20 years, building on existing demand data and market making ambitions. The Vision needs to be able to respond to market conditions and funding priorities and it is acknowledged that funding requirements will change over time.
- **Business cases** – the Vision provides a pipeline of projects for future Central Government capital funding programmes and will inform business case production. The indicative pipeline focuses on short term delivery activit, including in-construction pipeline, short-term investment opportunities, as well as well as progress of catalyst sites and key moves. This reflects the current level certainty and complexity of those projects, as well as the envisaged timeline of housing delivery within the Local Plan period.

Pipeline

The pipeline presents the potential phasing for the delivery of the Vision. It reflects the status and progress of projects, particularly early investment opportunities whilst introducing indicative programme steps for the delivery of catalyst projects.

Exact timescales for placemaking and infrastructure works are to be determined but have been included here to indicate how they can facilitate development in adjacent neighbourhood areas.

Year (FY)	Project / Activity
<u>FY25/26- FY29/30</u>	Completion of current on-site activity (including Levelling Up Funded projects), A62 Upgrades. • East Bank Urban Village Development Agreement completion (FY26) • Albion Development Procurement completion (FY26). Start on site and delivery at: • East Bank Urban Village (FY29) • Spring Street Ferensway • Commencement of Albion Square • Identification of development partner at Myton Street • Street and commencement of phase 1 of Ferensway Innovation Corridor • Whitefriargate Improvements • On-going feasibility work for paragon, identification of a development partner and part completion Phase 1 on Colonial Street • Feasibility and option review for Prospect Triangle • Commissioning of City wide strategies to support vision delivery • Neighbourhoods masterplanning
<u>FY30/31 FY35/36</u>	• Retail Consolidation / Whitefriargate programme • Freetown way upgrade • City Centre, Western Dockland and East Bank Neighbourhood development (know sites) Completion of: • Blue / Green Loop • Phase 2 East Bank Urban Village • Phase 1 of Ferensway Innovation Corridor • Phase 1 of Prospect Triangle • Phase 1 of Myton St development • Phase 1 of Paragon on Colonial Street
<u>FY36/37 – FY40/41</u>	Completion of: • Phase 2 Prospect Triangle • Phase 2 Myton Street • Phase 3 East Bank Urban Village Continuation of neighbourhoods development : Known Sites
<u>FFY 41/42 – FY45/46</u>	Delivery of later and final phases of: Prospect Triangle, phase 4 East Bank Urban Village Continuation of neighbourhoods development : Known Sites and Future Potential Sites Princes Quay and Hull College reconfiguration / retrofit

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