



Chapter 17

Alford Area

Alford

Alford Town Centre

Aby

Bilsby

Mumby

Willoughby

Chapter 17

Alford Area

17.1 Alford's catchment area is restricted by the town's relatively small size and its location within easy striking distance of the stronger centres of Mablethorpe, Skegness and Louth. The Council sees the need to reinforce Alford's role as a service centre to which the surrounding settlements can more directly relate. The absence of a larger settlement to absorb Alford overspill has generally led to greater pressure for development in the smaller settlements. As a result, the medium sized villages in particular adopt a more significant role than would normally be expected of them.--17.2 The Plan, therefore, aims to consolidate those settlements so that new housing development can be best located without harming their character but in such a way that it gives support to local services and facilities. By concentrating development opportunities here and in Alford, the Council aims to be able to control the sort of scattered development in the more sensitive rural villages which has occurred recently.

Alford (Inset Map 35)

17.2 The Plan, therefore, aims to consolidate those settlements so that new housing development can be best located without harming their character but in such a way that it gives support to local services and facilities. By concentrating development opportunities here and in Alford, the Council aims to be able to control the sort of scattered development in the more sensitive rural villages which has occurred recently.

17.3 The Planning issues in Alford have been examined recently for the Alford Local Plan and a Public Local Inquiry was held in 1990. The East Lindsey Local Plan's general policies have been applied to Alford's particular circumstances, and aim to:-

- Promote Alford as a centre for employment, shopping and services to serve its urban and rural catchment population;
- Increase the population in line with Structure Plan requirements;
- Establish a wider industrial and commercial base.
- Rejuvenate the town centre in terms of environmental improvement and introduce new uses into old premises.
- Promote tourism in the town based on its craft industry and historical character.
- Encourage housing development close to the town centre.
- Rationalise and improve town centre car parking provision.
- Provide redevelopment initiatives for areas of uncoordinated uses on untidy and vacant land near to the town centre.
- Ensure a pleasant living environment by the separation of residential areas from non-compatible uses;
- Enable recreation and leisure facilities to be developed to keep pace with demands.

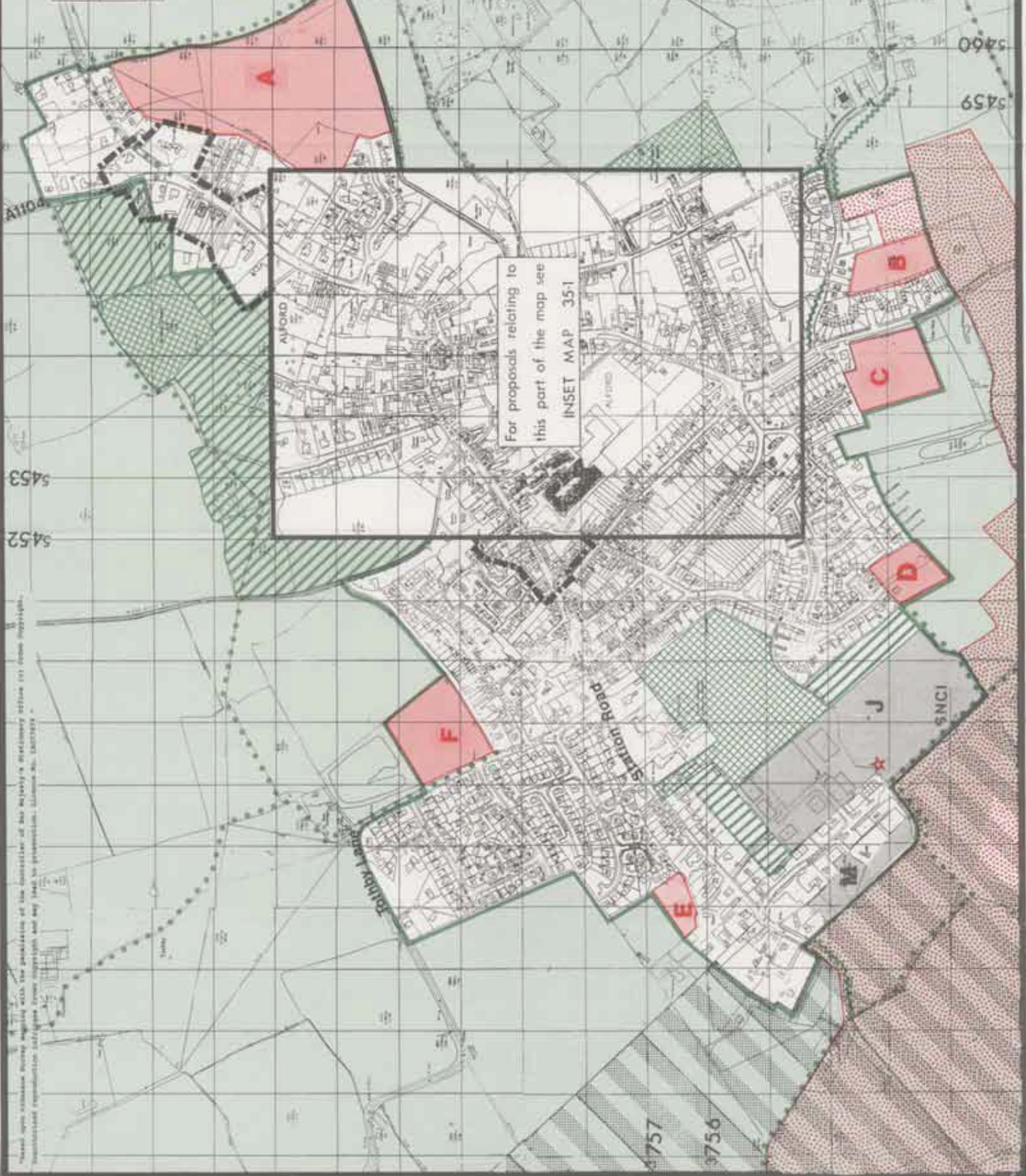
17.4 The Plan sets out to encourage growth in Alford at a realistic rate but one which will hopefully result in a wider range of services, more smaller industries, more recreation facilities, greater tourism potential, a wider range of housing and an improvement in the general appearance of the town.

INSET MAP 35
 Alford

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East Lindsey District Council
 East Lindsey Local Plan
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For proposals relating to
 this part of the map see
 INSET MAP 351

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Housing Land

17.5 Sufficient housing land is allocated under Policy H1 to cater for the projected increase in population and to provide a choice of housing types and location, (Sites A,B,C,D,E,F,G and H). These sites are located mainly in the eastern quarter of the town in a deliberate attempt to redress the physical imbalance of the town caused by the recent concentration of development westwards towards the former railway station. In this way, it is hoped that the town centre will be within walking distance for the majority of people, whilst at the same time, the town will not spread further out into the open countryside than is absolutely necessary. Developers would be expected to follow guidelines of the Development Briefs which will be prepared for the sites by the Council's planning policy team in association with landowners and developers.

17.6 Housing development is to be encouraged close to the town centre where it can add life to the town centre and benefit from the closeness of shops and services. This can be achieved by selective and appropriate infill development under Policy H10, rebuilding on derelict sites (ENV13), conversion of older and larger buildings (Policy H9) and by over the shop development (Policy H8). This will give scope for the more specialist type of housing to cater for first time buyers, single person accommodation, sheltered accommodation, single parent families, etc.

Industrial Land

17.7 Land for industrial expansion has been allocated (Sites J and M) under Policy EMP1 which will double the area of the present estate on Beechings Way. Even then there is scope for further expansion in the future should the need arise. Any growth will require a comprehensive scheme of screen and

buffer provision to ensure the amenity of residential properties in the area is protected. Policies EMP3 and EMP8 will control any new large or potentially disruptive industries elsewhere in the town unless it is an appropriate extension of an existing use. Smaller businesses, however, will be encouraged under Policy EMP6 throughout the town, particularly those supporting and widening the craft industry and raising the town's tourism potential, as long as there are no problems for existing residential amenity.

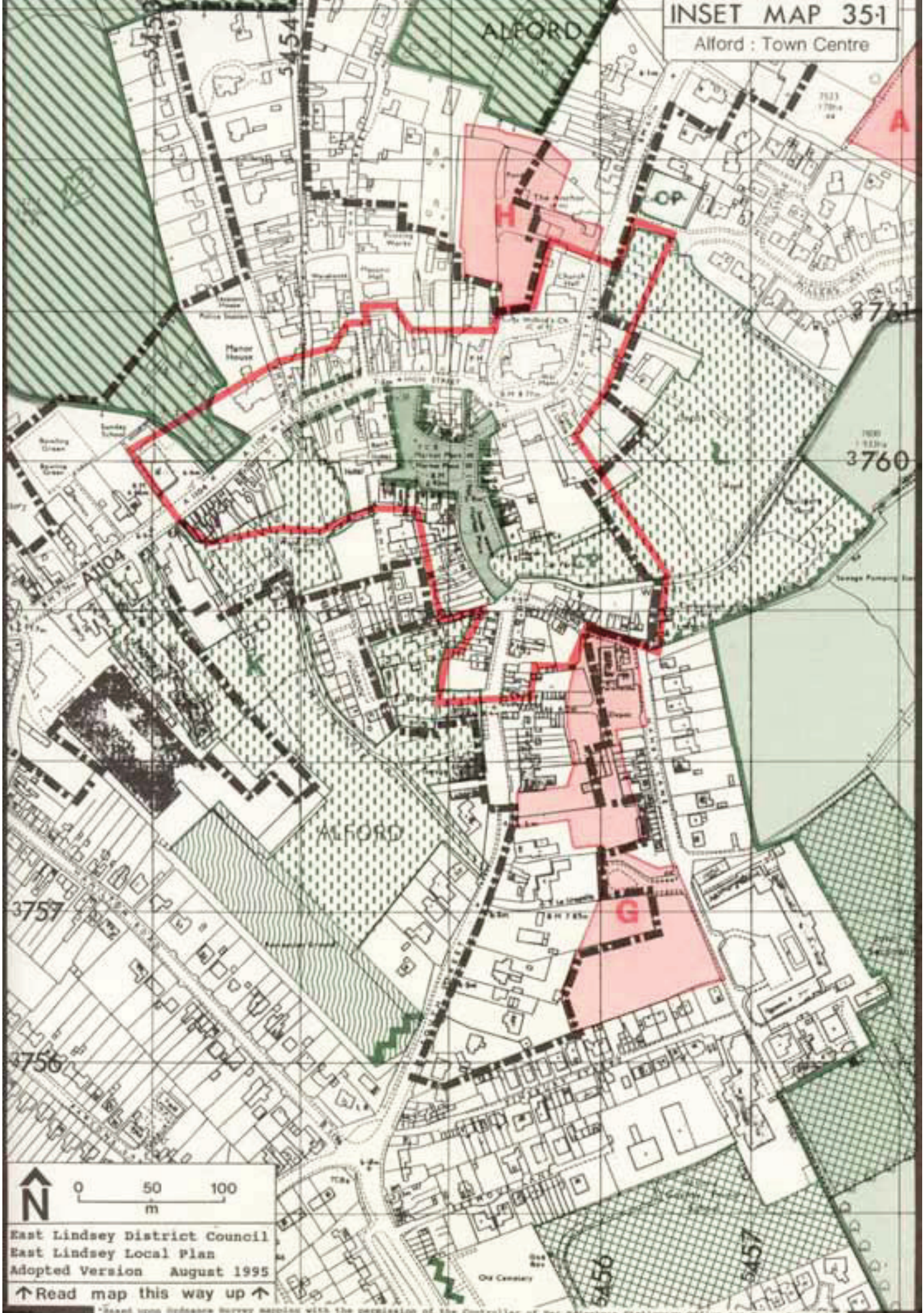
Other Development Potential

17.8 Two significant areas (Sites K and L) appear under Policy ENV13 near to the town centre where the opportunity and need for comprehensive redevelopment has been identified. Multiple ownership has probably acted against their successful redevelopment to date but the Plan hopes to draw attention to their potential. The site schedule of Appendix 4 and any subsequent Development Briefs which will be prepared for them will show the preferred uses and go some way towards suggesting how they can be successfully developed.

17.9 Already, Alford has great tourism potential with its craft markets, windmill and historic town centre, all situated on a principal connecting route to the holiday coast. The Plan aims to develop this further, not only by encouraging the consolidation of the craft industry but also by instigating environmental improvement measures under Policy ENV14, enlarging the Conservation Area (Policy C2), enabling greater shopping facilities (Policies S1, S2 and S4) and through traffic management studies aimed at providing more car parking with less traffic congestion.

INSET MAP 35.1

Alford : Town Centre



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Aby (Inset Map 36)

17.10 The primary school, shop and new village hall would together support and benefit from additional village population but developments in the past 10 years have been restricted to isolated infilling and frontage plots. Few, if any, such plots are left and any extra housing would mean an extension of the village into sensitive areas of the countryside. In order to prevent any more "cramming" of houses into the village in accordance with policy H10, and to allow development of an appropriate scale to support the valuable village services, the Plan identifies a housing site (Site A) to link the Railway Tavern and School Lane. If developed properly, in line with the Brief which will be prepared for it by the Council's planning policy team, housing here will knit in well with the rest of the village and not appear as a ribbon extension into the countryside.

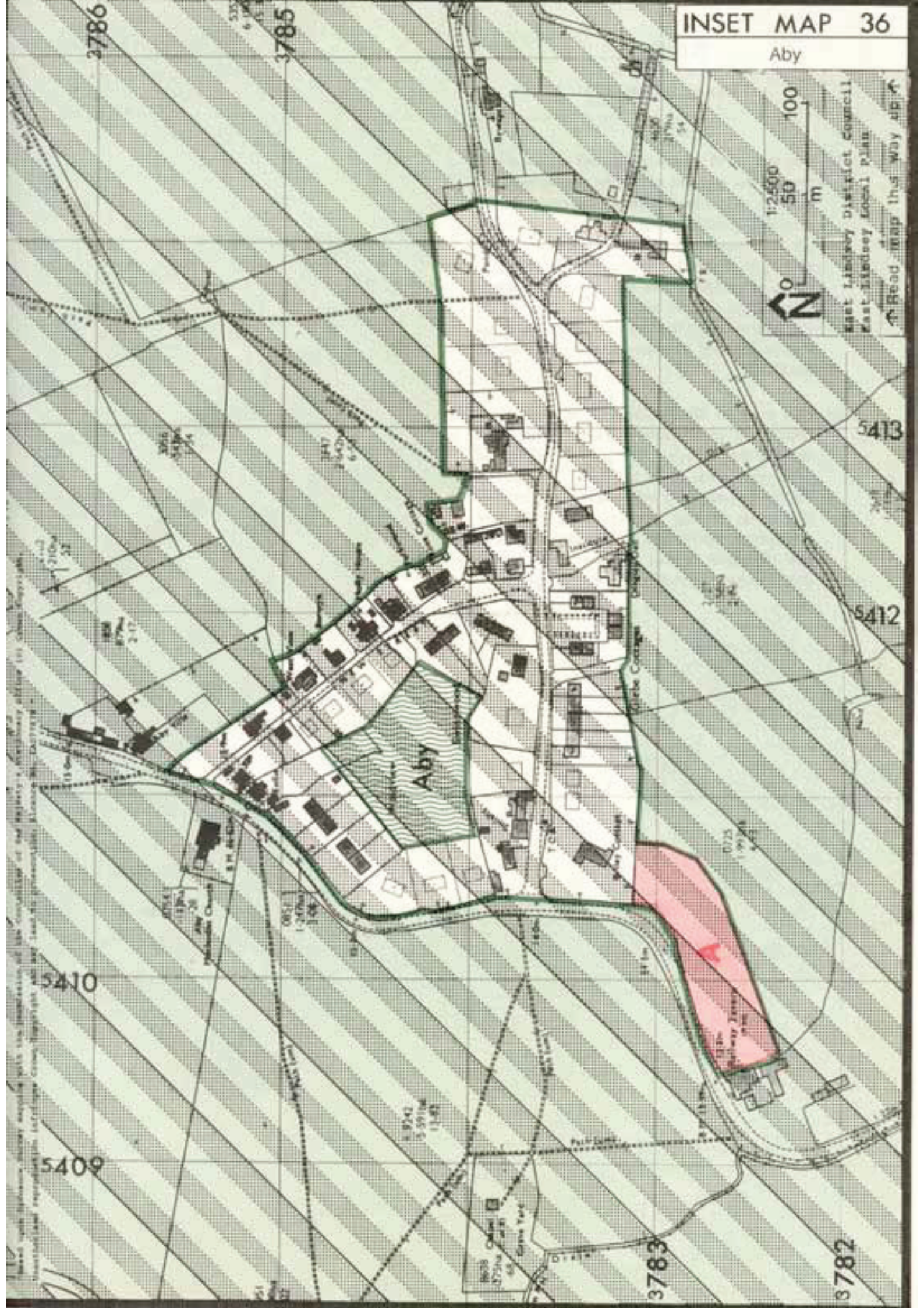
INSET MAP 36

Aby



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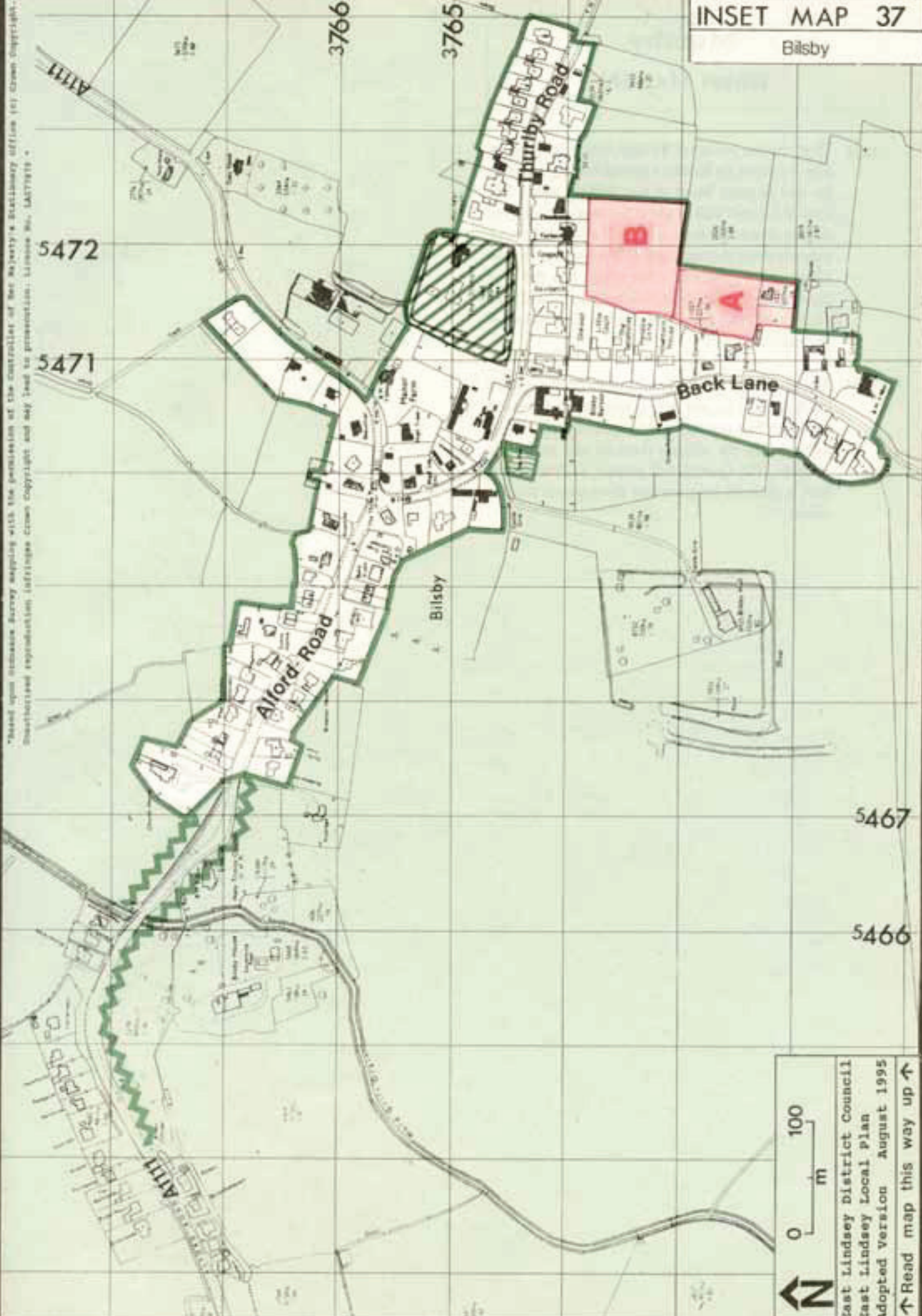
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Bilsby (Inset Map 37)

17.11 Over the past 10 years, a considerable amount of new housing has appeared as infilling development and extension of the village, to the point where any further development would almost certainly mean intruding into open countryside or cause the loss of valuable open space within the village. For this reason, no further ribbon development expansion of the village is proposed out along its approach roads (Policy DC1) and those remaining open frontages within the village shall be protected from development (Policy ENV20 and ENV22).

17.12 With a further allocation of land for housing and employment opportunities in nearby Alford, it is expected that Bilsby's future general housing and employment needs can be met there. Consequently, the Plan's development policies allow only for more local needs housing provision, small scale local employment opportunities and the consolidation of local community facilities in Bilsby. Small housing sites (Sites A and B) are allocated for this purpose.



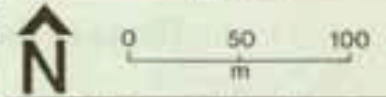
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Mumby (Inset Map 38)

17.13 There remains enough of the large central housing site (Site A) to cater for Mumby's general housing needs for the next 30 years, based on past building rates. The Council does not wish to add to this over-provision but sees the need to allow for a choice of available housing sites to prevent the cramming of development into the village or the extension of the village into the open countryside, thus satisfying Policies DC1, H2 and H10. The Plan allocates a small housing site, (Site B), for this purpose.

17.14 Because of the slow development of the central housing site so far, and its long term implications, it is important that any future development proposals on that site take the village's character and needs into account. The Council will prepare a Development Brief to properly integrate new development into the village.



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Willoughby (Inset Map 39)

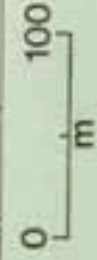
17.15 The older, eastern end of the village, including its parkland type setting, is largely unspoiled. The rural charm and character of this part of the village can best be maintained and improved by application of Policy ENV24 and Historic Building Grants afforded by Conservation Area designation. Therefore, the Council proposes to designate a Conservation Area in the village at the earliest opportunity.

17.16 Willoughby depends on Alford for more specialised services, but there is a range of local community facilities in the village including a primary school and some local employment uses which could benefit from some further housing development of an appropriate scale. However, carefully designed new housing should not harm the character of the village, avoiding expansion into the open countryside and "cramming". Therefore, land has been allocated for housing on Site A. This is contained within the village and a development brief will help ensure footpath links and the provision of open space.

17.17 In line with the Plan's aims to bolster local job opportunities in villages, two sites have been identified in Willoughby where such opportunities could be pursued. Site B, already in commercial use, has scope for rationalisation and improvement to provide more jobs provided no extra traffic or access problems are caused. Site C offers scope for refurbishment and re-use of buildings under Policies EMP5 or DC6 to provide rural workshop or other small business premises.

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Willoughby



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SNC1

Station Road

Willoughby

Hanby Lane

Dark Green Parkland