



Chapter 14

Louth Area

Louth

Louth Town Centre, Louth Riverhead

Louth Country Park, Louth Hubbards Hills

Binbrook

Grimoldby, Manby

Legbourne

North Somercotes, North Somercotes Lido

Alvingham

Covenham St. Bartholomew, Covenham St. Mary

Donington On Bain

Fotherby

Goulceby

Grainthorpe

Ludford

Saltfleet

Saltfleetby St. Peter

Scamblesby

South Reston

South Somercotes

Utterby

Chapter 14

Louth Area

14.1 The Louth Area is the largest of the District divisions. It covers areas of Marsh and Wold. Louth at the centre sits alongside the A16(T) road and has strong links northwards along this busy corridor to Grimsby, the Humber Bridge and the M180 motorway. The major inland town in East Lindsey, Louth and its markets, shops and employment are the focus for a great deal of local economic and tourist activity. Manby/Grimoldby, close to Louth has an important dormitory, office and industrial function whilst North Somercotes and Binbrook on the periphery of the area remain are significant for their local service roles.

14.2 The northern Marsh area has seen greater pressure for growth in recent years. In part this is attributed to the influence of Grimsby. Further south it is linked with the proximity of the area to the coast and the demand for retirement homes. The plan will seek to restrain growth in these areas and direct development to those settlements providing a wider range of facilities which best suits them to further expansion.

14.3 In the area of The Wolds, much of it in the Area of Outstanding Natural Beauty, development is sparse and the role of settlements such as Binbrook and Donington on Bain is particularly significant in their locality - providing for the more immediate needs of local residents. A major objective of the Plan is to strike a balance between the need to support local communities and the economy and the need to protect the very countryside which gives the area its character in the first place.

Louth (Inset Maps 1. 1.1, 1.2, 1.3, 1.4)

14.4 Louth fulfils an important role as a market town supporting a wide ranging community in terms of employment, shopping, education, recreation, health and community services. Its immediate catchment area in these respects as defined in Policy A2 embraces a population of some 26,000; this includes the town's own population of some 14,500. As there are no other settlements of similar size or status nearby, Louth's sphere of influence in some respects spreads beyond this immediate catchment area to include much of the East Lindsey District. This larger catchment overlaps with the wider influence of the district's other largest service centre - Skegness. Both towns, therefore, function as district centres.

14.5 Consequently, the Council aims to consolidate and strengthen Louth's status by a strategy of promoting new jobs, housing, shopping, commerce, leisure and other community facilities. In so doing, it will be able to take advantage of the economies of scale afforded by available infrastructure and services.

Land for Housing

14.6 Releasing land for housing is one way of allowing a town to grow. At the same time, new housing allocations in the town must recognise the limitations caused by the existing high level of housing commitments and the current imbalance of housing commitment throughout the district.

There is an overwhelming need to distribute the remaining available allocation among settlements on an equitable basis and this is discussed more fully in the text accompanying Policy H1.

14.7 At the beginning of the Plan period - January, 1991 - planning permissions

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For proposals relating to this part of the map see
INSET MAP 1-3

For proposals relating to this part of the map see
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INSET MAP 1-1

LOUTH

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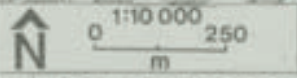
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East Lindsey Local Plan

INSET MAP
Louth

existed for some 433 dwellings in Louth. To maintain the average building rate of the previous ten years which included the 'boom' period of the late 1980s, the Plan would need to identify land for a further 260 dwellings. To provide for a choice and flexibility of housing stock, further land has been allocated for about 410 dwellings on sites A,B,C,D,E,F,G,H and V. This makes for a total housing allocation, excluding windfall sites, of some 840 dwellings.

14.8 In line with the Government Planning Policy Guidance Note No. 3 - 'Land for Housing' - the Council intends to use the Local Plan to bring forward housing development through conversions, improvement and redevelopment and by bringing unused or neglected land into use. As well as preventing or delaying the spread of the town into surrounding countryside, such a policy makes the best and most efficient use of land, resources, infrastructure and services. To this end, the Plan identifies several such sites under Policy ENV13 in and around the town centre which would be expected to incorporate an element of housing in any submitted layout, (sites L,M,P,Q and S).

14.9 These combined factors have required delaying the release of some green field sites, originally allocated in the Louth Local Plan which was approved by the District Council in 1990. Their reallocation would be considered in the first review of the plan when the monitoring of housing development will have revealed any renewed need for additional housing land. Sites are not specifically allocated for low cost housing as it will be provided as an element of larger housing development schemes or as an "exception" under Policy H6.

14.10 Over the last 40 years or so, new housing has generally failed to enhance the character of Louth, which calls for compact arrangements of buildings of

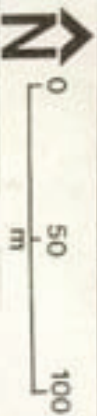
varying size, shape and design, demonstrating a discreet use of traditional materials. New housing development can be improved by carefully integrating new housing with the old, by integrating buildings into their landscape, by the use of amenity open space and circulation space, by a less formal road and footpath design and by mixing house types together. Development briefs will be prepared for the more sensitive sites and will identify the main site design and layout issues which developers can address in preparing their schemes.

Land for Industry

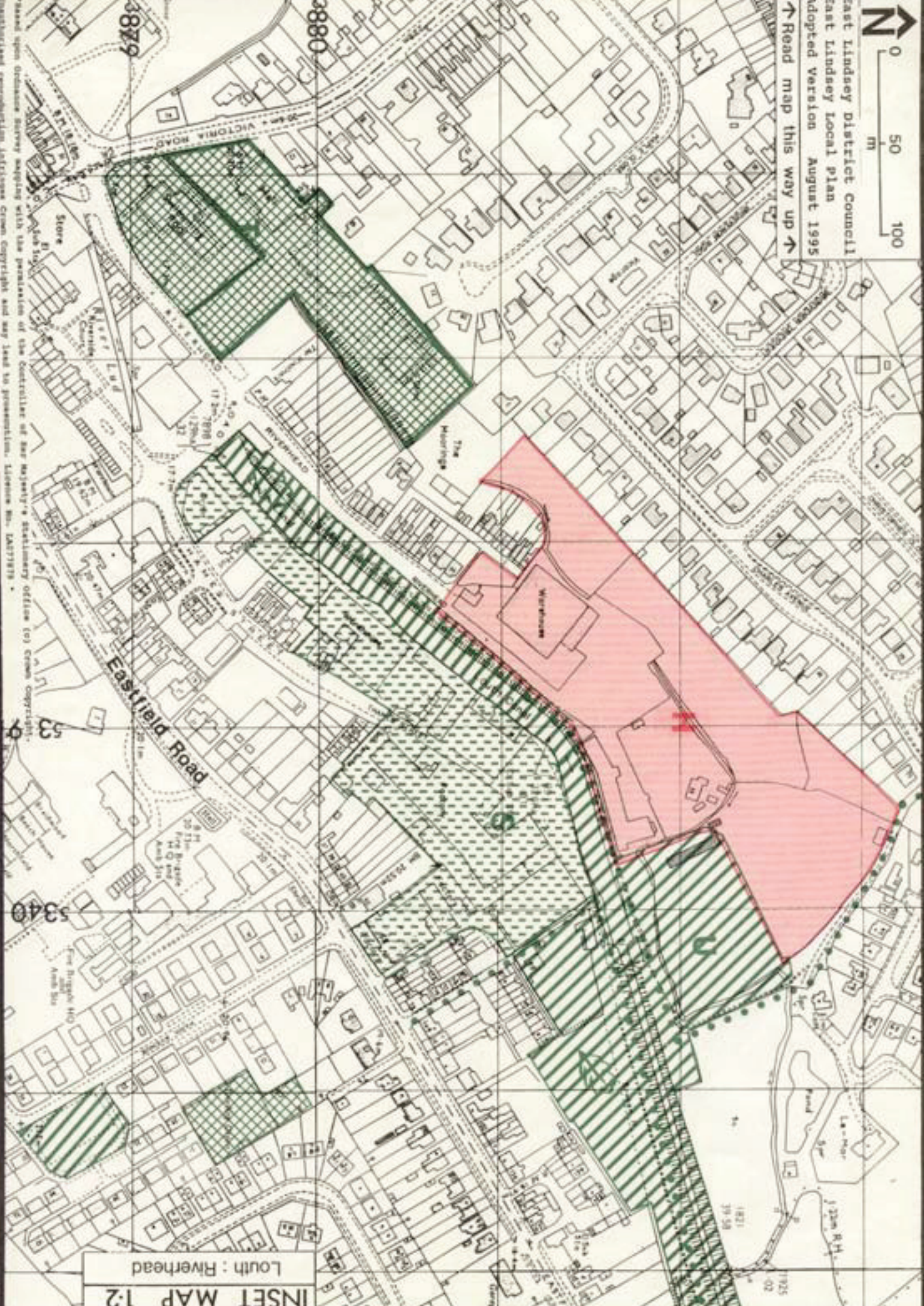
14.11 Louth, as one of the two biggest towns in East Lindsey, is an important employment centre for a large part of the district and is promoted as such in this Plan. Recent years have seen a steady increase in jobs and the emergence of a number of small specialist firms. The outcome of these changes has led to a more diverse and stable economy with plastics and packaging becoming established as the major industries.

14.12 There are a number of industrial uses scattered throughout the predominantly residential areas of Louth. The dispersed nature of these uses has often led to industrial traffic using unsuitable roads and other problems for adjacent residents. Further industrial uses in these areas will not be considered appropriate as they would only add to the existing traffic and amenity problems. Existing non-conforming uses could relocate with advantage into the industrial estate.

14.13 The Council considers that in order to make the best use of land and existing services, to limit the movement of commercial vehicles and to protect the urban character of Louth, major industrial uses should be concentrated outside the town centre. The established Fairfield Industrial Estate north of the town



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INSET MAP 1:2
 Louth : Riverhead

represents the most practical opportunity for further industrial growth.

14.14 Sufficient land has been allocated at Sites J and K to cater for new industries in Policy EMP1 including possibly high tech business (Policy EMP4), relocating businesses and in particular for prospective incoming firms requiring large production sites. The land to the east of the former railway line (Site K) would be developed only via a new road crossing over the old railway line from Belvoir Way. No additional industrial traffic would be allowed access onto Brackenborough Road. Also, as this part of the site extends into open countryside and is potentially visible from wide areas to the east, it is important that substantial buffer planting, at least 25m wide on the Brackenborough Road frontage and 15m wide abutting the open countryside, be implemented in advance of any built development on that part of the site.

Town Centre and Shopping

14.15 It is the town centre which most strongly influences the extent of the town's 'catchment' or sphere of influence. A well-defined, attractive and well stocked centre will increase the commercial activity and potential number of visitors. In turn it makes it a more robust centre to withstand any short term economic troughs. It also spreads long term benefits to the rest of the community.

14.16 Louth's current regular shopping catchment population is about 26,000. Taking into account the resident population of the areas which border the Louth area then there is a potential extended or occasional catchment of almost 50,000. Whether or not this increased number is tapped will depend largely upon the relative attractiveness of the town centre - its shops, services and shopping environment - compared with that of 'competing' centres particularly Grimsby. Shopping policies are designed

to allow and encourage the town centre to strengthen its 'pulling power' but not at the expense of its special historic character or, indeed, of the balance of the whole district's commercial economy.

14.17 The Plan defines a town centre where the principal shopping, office and business services should be concentrated. The defined town centre covers a sufficiently wide area to accommodate the widening range of town centre uses and services demanded by a growing population and expanding economy. At the same time, however, shopping remains the principal attraction and 'life-force' of the town centre. It is important to protect this role and to preserve a readily identifiable shopping street character which attracts and stimulates shoppers and maintains their interest. Therefore, policy S4 sets out to preserve a continuous shopping frontage running throughout the town centre to keep shopping as the primary function.

14.18 Policy H8 stresses the opportunity and need to revitalise both town centre buildings in particular and the town centre in general by the re use of upper floors for residential use.

14.19 Because of the tight-knit pattern of development in the central shopping area of the town, it is unlikely that significant new major retail development can be comfortably accommodated. Even redevelopment would be a problem due to the important historic character and conservation requirements which exist in the town centre. Large scale development or redevelopment, therefore, incorporating new retail uses would be considered on sites alongside the town centre, especially those sites N, Q and R on Inset Map 1.1. Clearly, the effect on the local area would need to be looked at most closely. In this way, the range of town centre services may expand to strengthen the service centre role

INSET MAP 1:1

Louth: Town Centre

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LOUTH

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whilst protecting the character of surrounding areas.

14.20 Much of the character and attractiveness of Louth town centre comes from the wide range of small and speciality shops. The Plan does not set out to protect the interests of individual businesses from normal market pressures but it is concerned that the overall viability and vitality of the town centre as a shopping centre, which has evolved from and hinges on a weekly market for produce and livestock is not harmed by major development elsewhere. Policies S2 and S3 cover these issues.

14.21 The opportunities for improving the attractiveness of the town centre, both as a shopping centre and as a visitor attraction are particularly recognised in Policies C11 and TR5. The full range of conservation policies of Chapter 5 will be applied to the Conservation Area and listed buildings of Louth. The potential for traffic calming including pedestrian priority in the town centre is identified as part of Policy TR5 and is currently being investigated. Such a project whereby pedestrians have priority over vehicles could well improve pedestrian shopper safety, increase the scope and attractiveness of the shopping centre and generally improve the town centre commercial economy.

Development Opportunities

14.22 Inset maps 1.1 and 1.2 highlight those areas (Sites L,M,N,P,Q,R,S and X) in the town where comprehensive redevelopment is considered both feasible and desirable to improve the range and quality of town and community facilities, services and even residential accommodation. The schedule of development sites includes a brief description of the uses which would be preferred or required on these sites, but in

all cases, development would need to be guided by a Development Brief which would be drawn up by the Council. In particular, where these sites already include an area of car parking, it will be expected that any redevelopment scheme would replace and add to the number of spaces.

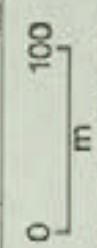
Community Uses

14.23 Policies REC2, REC4 and REC6 identify opportunities for improvements to recreation and leisure facilities in the town to serve both local residents and visitors. The area between Riverhead and Ticklepenny Lock (Area U) is earmarked as being suitable for a local country park to complement that at Hubbards Hills at the other end of town. The concept of a local country park is explained in the text to Policy REC6. The potential for recreational footpaths linking the town centre to the country parks and open countryside beyond is also highlighted.-

14.24 Whilst greenfield sites can be found for open space recreational uses, it is important that any intensive community sport and recreation facilities are centrally and conveniently located to serve as many people as possible, especially children or those with no form of transport. To this end, the site of the existing swimming pool (Site T), lorry park, redundant health centre and library stores on Victoria Road/Riverhead Road is identified as offering the greatest potential for such use as a community leisure centre.

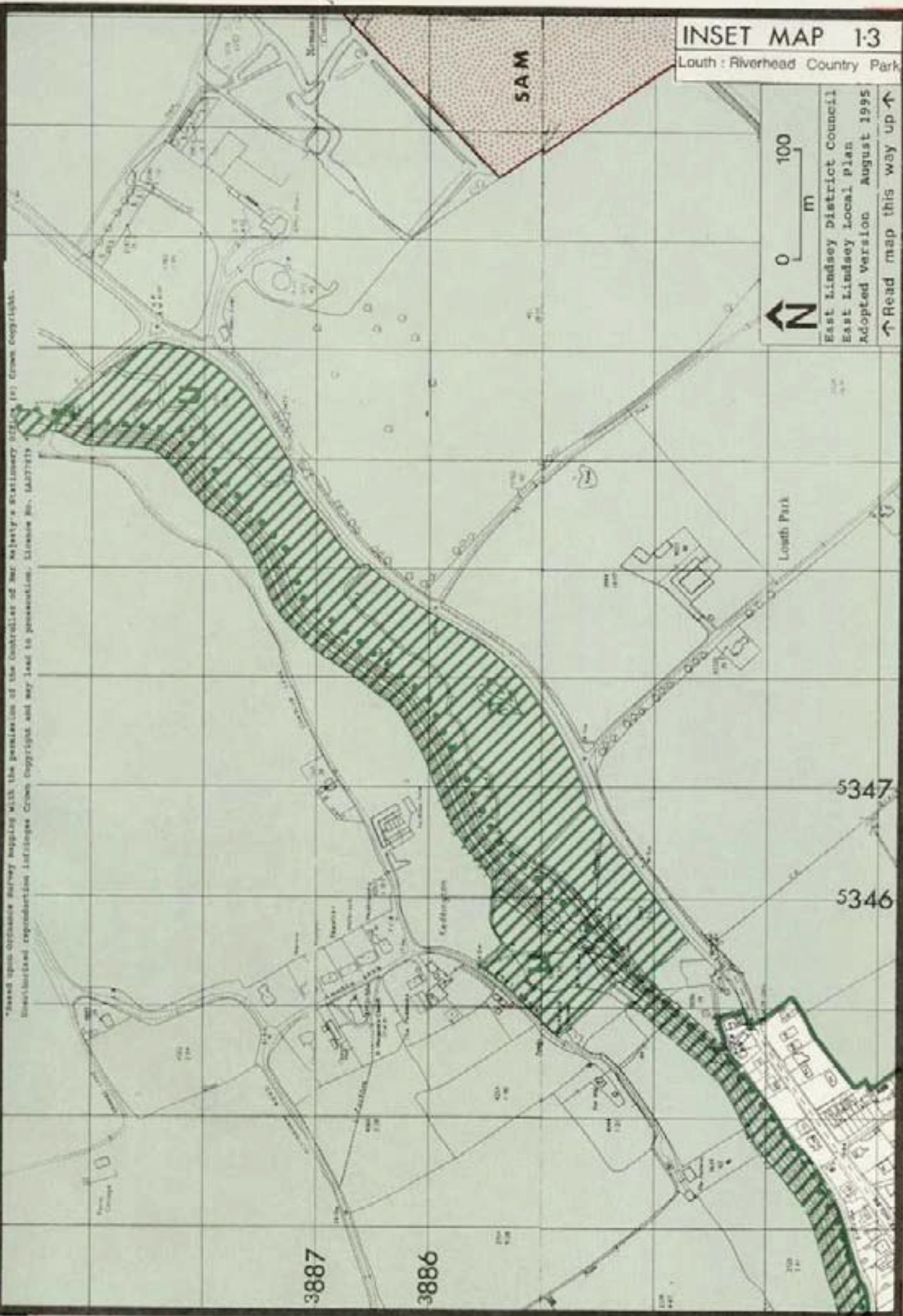
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Louth: Riverhead Country Park



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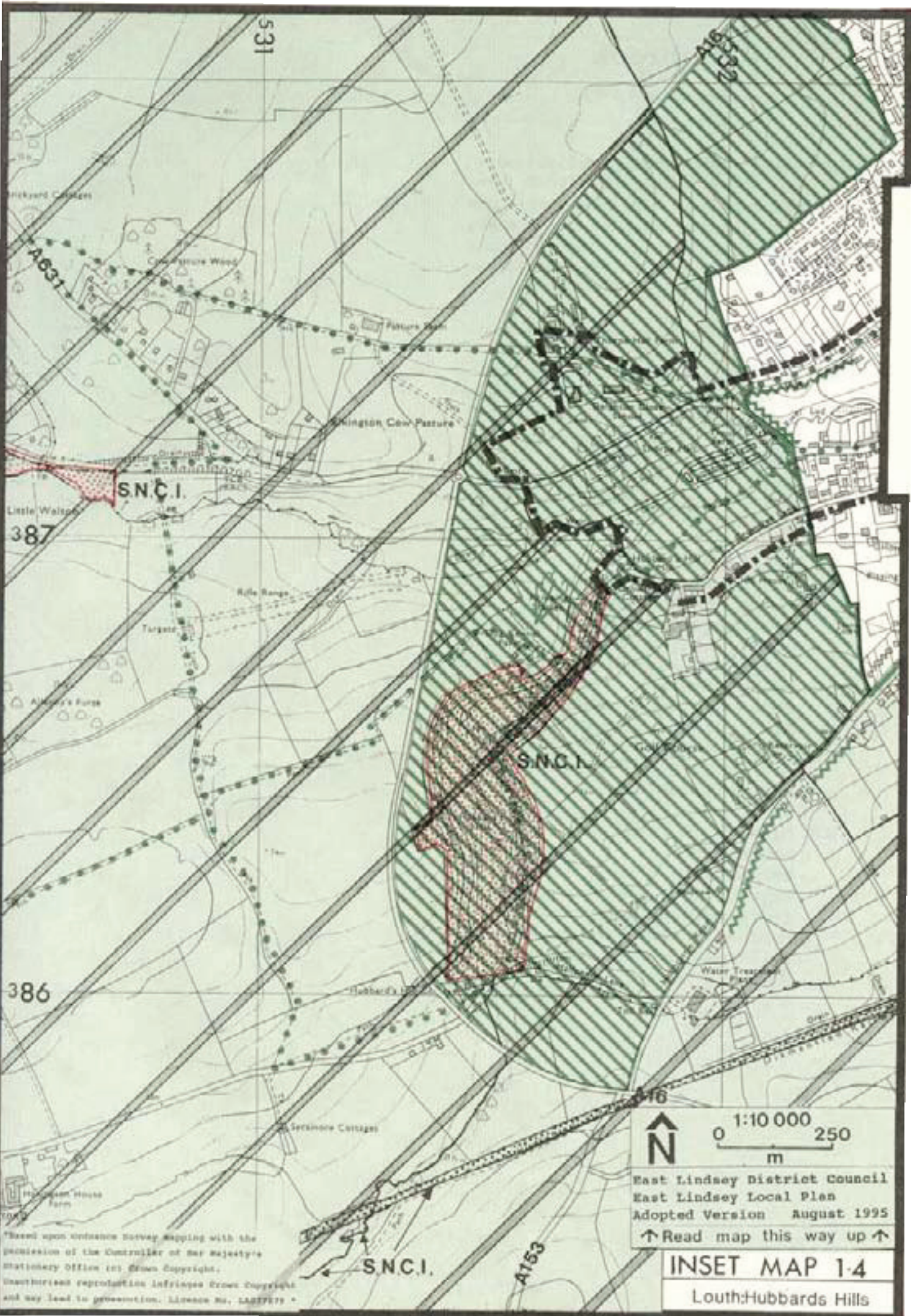
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Louth Park

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INSET MAP 1-4
 Louth/Hubbards Hills

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Binbrook (Inset Map 2)

14.25 Binbrook village is built along a small valley and part way up hillsides set within the Wolds AONB. Further development up the valley sides, approaching the ridges and frontage development along the country approach roads, is considered inappropriate as it would constitute a great visual intrusion of a suburban form into the open countryside.

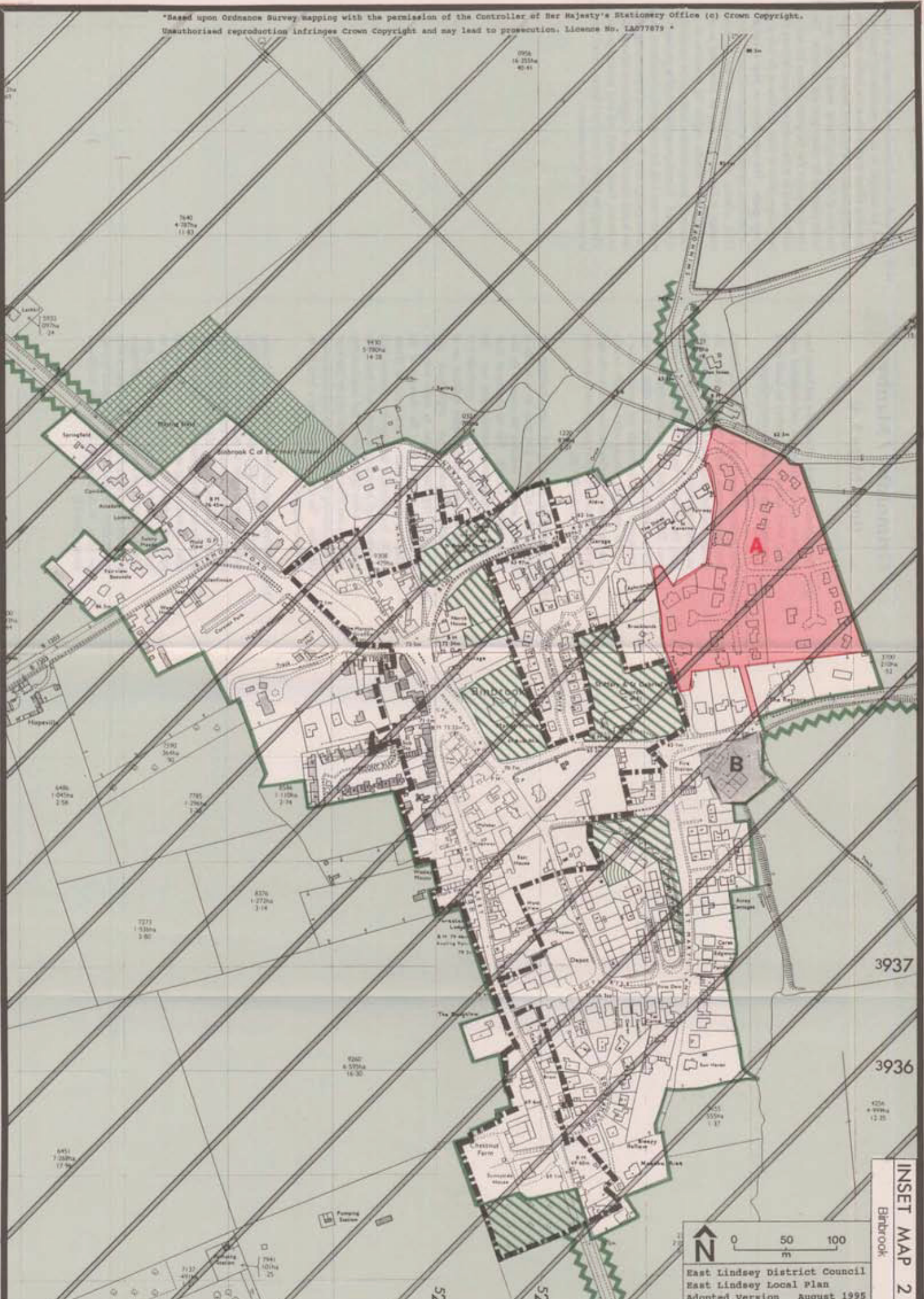
14.26 A large site already has planning permission for housing and development is taking place to provide for estimated local need within the plan period (Site A). Therefore, the Plan's policies concentrate more on encouraging a better quality environment. With the loss in 1988 of the RAF station as a source of local employment, it is important to re-establish employment opportunities in the village. Site B is allocated to cater for further workshops with the potential for a further extension of the site to the south.

14.27 The built environment is characterised by a variety of styles including older, traditional, edge of road properties along High Street, intimate cul-de-sacs and individual houses on larger plots. Footpath links within the built-up area provide short-cuts to the market place - the focus of the village. The variety of built form is reinforced by the pockets of open space which are an integral and important part of the village character. Therefore, development will be expected to reflect such variety and character and retain or add to the amenity open space within an otherwise compact settlement. (Policy ENV20).

14.28 The church with its spire is an important local landmark and there are several natural, historic or traditional features of interest, mature trees and hedgerows, railings, walls, barns, pumps, which greatly contribute to the village identity. These should be protected and

enhanced, therefore, a Conservation Area is suggested for Binbrook, centred on the Market Place and High Street.

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INSET MAP 2
Birbrook

Grimoldby/Manby (Inset Maps 3, 4)

14.29 The neighbouring villages of Grimoldby and Manby have long been regarded jointly as a well-established main village which acts both as a dormitory for Louth and a strong local centre serving smaller nearby villages.-

14.30 Both are large villages in their own right and, although they share common central community facilities, the Council considers it important that the two settlements are not allowed to physically coalesce by the development along the frontage of Manby Middlegate and Carlton Road. This would mask their individual identities, would form a continuous 2 kilometre long ribbon of built development in the countryside and would remove a valuable open space amenity which currently benefits both communities. The Plan, therefore, reaffirms the need for the area between the two villages to remain as an open space buffer (Policy ENV20).

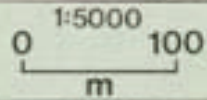
14.31 In Manby, the former R.A.F. Camp buildings and grounds (Site 4.D) have seen re use for a variety of commercial activities including the offices of the East Lindsey District Council. This has developed in an incremental and generally uncoordinated way. The Council sees the need to more fully co ordinate new development here in order to make optimum use of the facilities, create better employment and recreational opportunities and to make sure that development does not harm the character of the villages or the amenities of local residents (Policy EMP4). In particular, it has scope for a Business Park to include high technology or high profile businesses as well as further light industrial and manufacturing industries and office uses. It could play an important part in furthering the Council's economic development objectives. The Council will prepare a brief for its future development and management.

14.32 In Grimoldby few suitable infill plots for new housing remain. However, the closure of the petrol filling station/garage provides an opportunity to identify a sizeable but compact housing site (Site 3.C) to draw Spinney Close into the body of the village and give the option for future development beyond should the need arise. A small housing site (Site 3.A) is also allocated behind St. Edith's Church (Policy H1). In Manby, on Inset Map 4, two significant frontage housing sites (Sites 4.A and 4.B) are supplemented by the allocation of a small site off Church Lane for development off a private drive. These have been supplemented by a site for up to 16 dwellings on the Manby Middlegate frontage (Site 4.E).

14.33 The Sports Council considers the informal use of farm land, for example, to be an unsatisfactory means of providing village sports fields as the facility could be lost unexpectedly for a variety of reasons. A settlement the size of Grimoldby/Manby would justify more formal provision for village sport and recreation. The Council considers that the prime location for such a facility would be in the central open space between the two villages where it could also take on the role of a village green. This area shown on Map 4, east of Carlton Road, represents an opportunity under Policy REC3, criterion a) Development of the northern frontage of Grange Lane may be considered as an exception if it directly enables the provision of a community sports/recreation facility on the remainder of the land. A development brief would be prepared to explain more fully the exceptional circumstances and planning obligations. The means of implementing this idea would depend more on negotiations between the landowner, Parish Council and local resident groups, although the District Council and Sports Council may be approached for grant assistance.

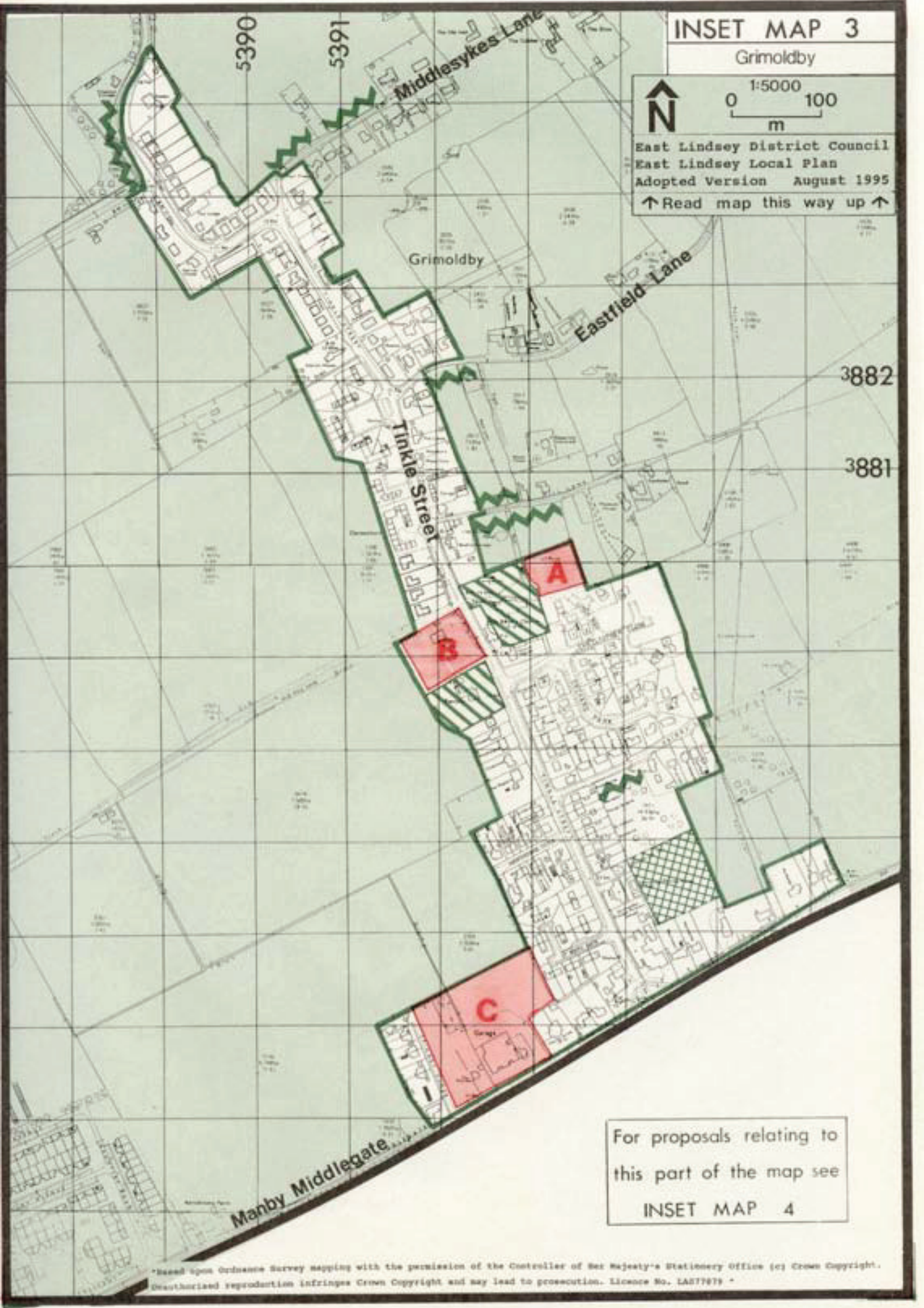
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Grimoldby



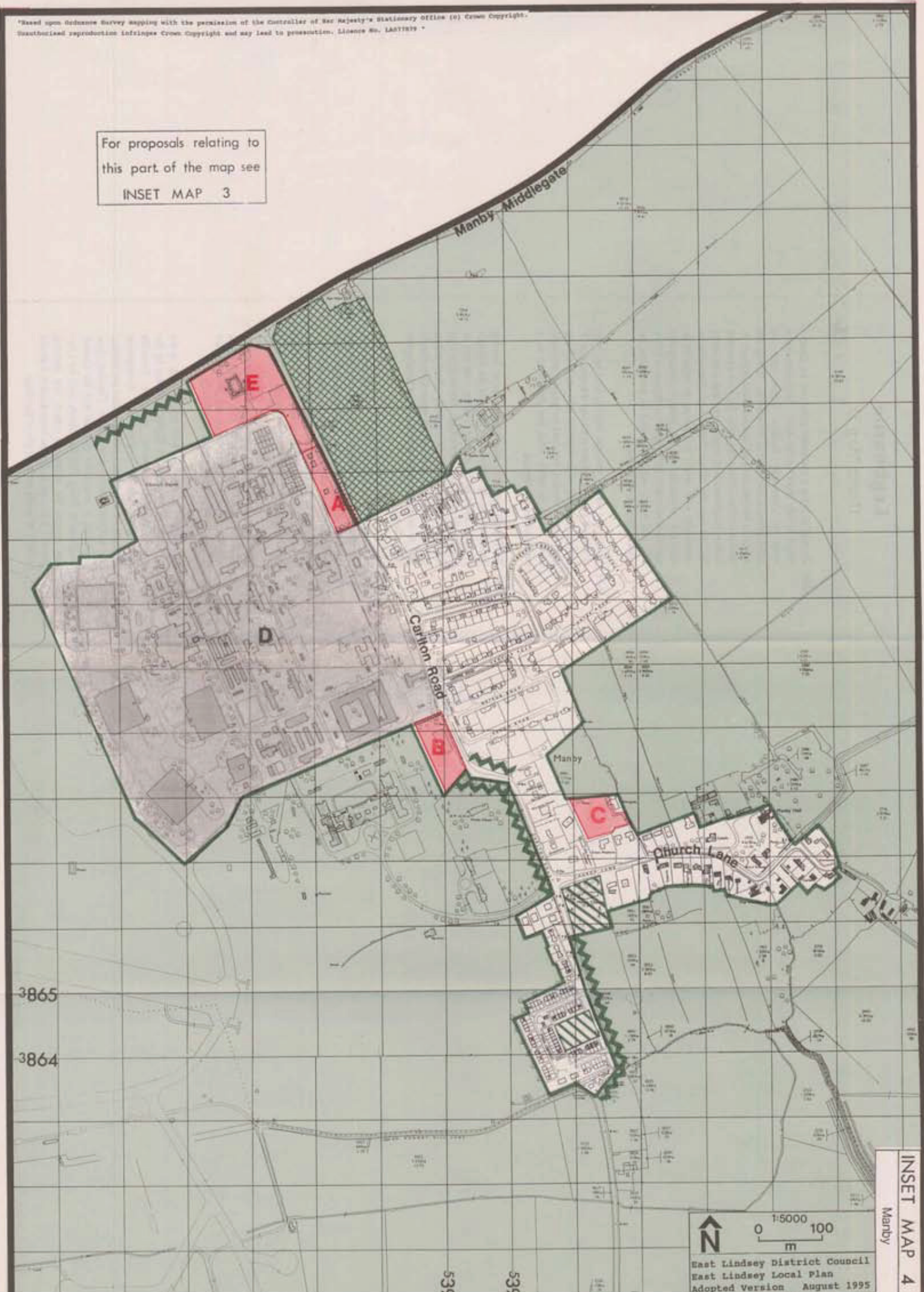
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INSET MAP 4

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INSET MAP 3



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INSET MAP 4
Manby

Legbourne (Inset Map 5)

14.34 As well as being a commuter settlement for Louth - which is only about 3 miles away - Legbourne has a range of community facilities which cater for surrounding scattered small settlements. To help the village to become more self-sustained and improve its service role for surrounding areas, the Plan advocates further concentration of employment and community facilities into the village (Policy A2). Proposals for community uses, would if necessary, be regarded as justifiable exceptions to the general presumption against development in the open countryside in Policy DC1 and would not be regarded as precedents for other types of development.

14.35 Most of the readily available housing land has been developed over the last ten years and it is clear that, if further cramming of development onto small infilling plots is to be avoided, then land for housing will need to be found to satisfy what has proved to be a consistent level of demand.

14.36 The Deposit Local Plan allocated two sites for housing (including site A) sufficient to cater for the village's projected needs based on past building rates and to reinforce its status as a main village. One of these sites has since been developed for a primary school and so there may be a need, at the review stage of the Plan in 1997, to consider options for an additional housing site in the village.

14.37 In accordance with Policy EMP1, a small site with potential for rural workshops is identified on the edge of the village (Site C). Specific on or off-site works may be necessary to achieve suitable access. This and other matters such as permitted uses and protection of the Site of Nature Conservation Importance (SNCI) will be included in a Development Brief for the site.

14.38 Pressure for development needs to be balanced with safeguarding village character and amenities and therefore, important open spaces and frontages are identified for protection under Policy ENV20.

14.39 Legbourne is on the main A157 holiday route to the coast but traffic speeds are slightly regulated by the several bends. However, with the Council's promotional tourism policies and development proposals for the village, conflict between pedestrians, local and holiday traffic may increase. Therefore, close monitoring is considered essential and the Council recognises, in Policy TR3, the priority need for a by-pass around the village to relieve this growing problem. Although no line has been decided, it would probably be on the northern side of the village.

INSET MAP 5

Legbourne

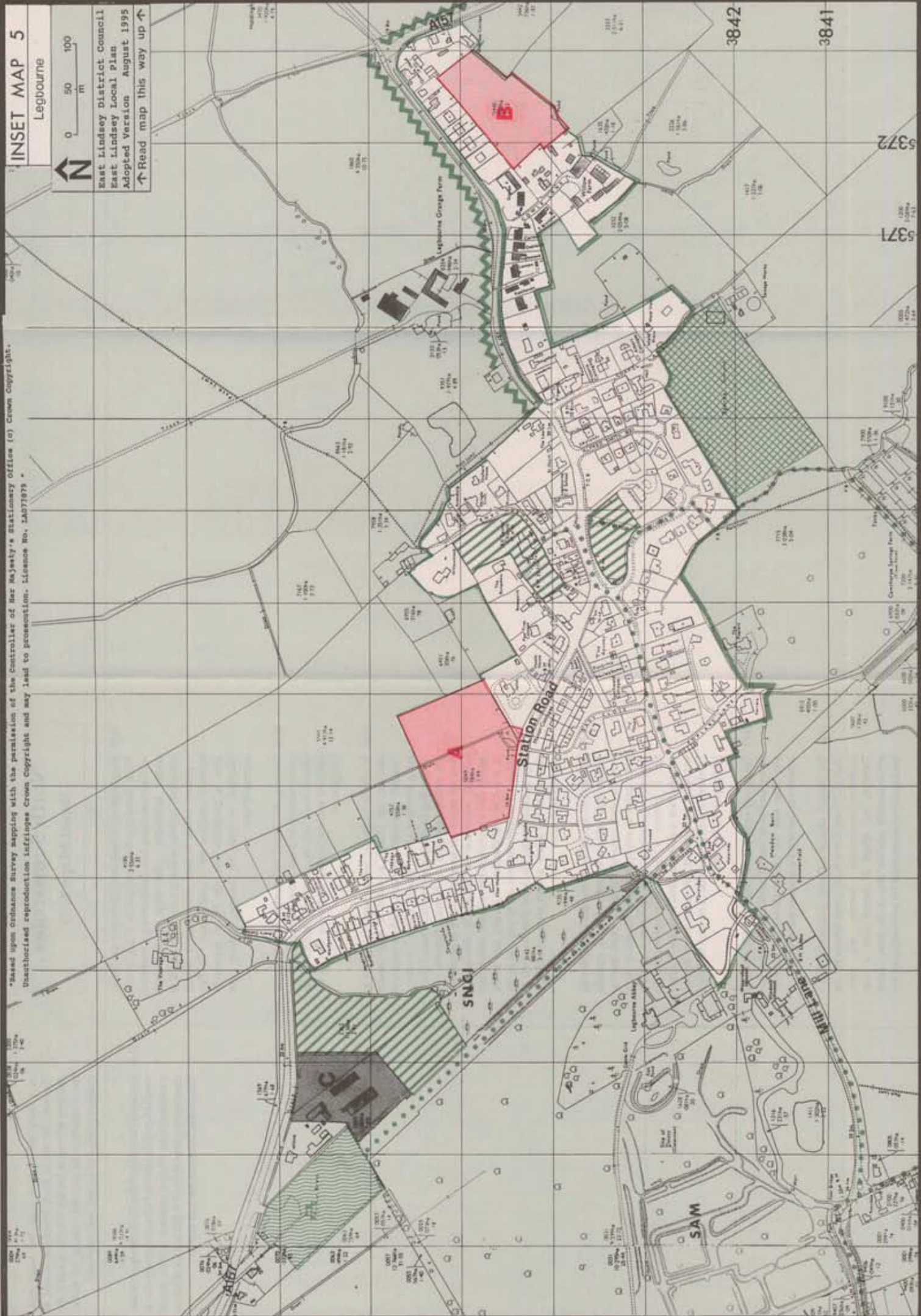


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North Somercotes (Inset Map 6, 7)

14.40 Being relatively isolated from Cleethorpes and Louth, North Somercotes has developed as a largely self-sufficient and strong local centre serving a number of smaller settlements. The range of shops and community facilities, including a secondary as well as a primary school, is more comprehensive than is normally associated with a main village. The Plan aims to consolidate this role by an appropriate allocation of land for housing, industry and community uses.-

14.41 However, the Council will strongly resist proposals which intensify or create ribbon development along arterial roads into the countryside particularly as sufficient available housing land exists near to the village centre.

14.42 In addition to the two housing sites (Sites A and B) allocated, the Council is aware of some smaller "windfall" sites within the village which are capable of being developed without causing village "cramming" or extending the village into open countryside if access and amenity conditions can be met. However, this does not include the large open space bordering the cemetery which may be suitable for development beyond 2001 but which, if released now, would result in a serious over-allocation of housing land in the village. A development brief will be prepared for the large allocated housing site A and developers will be expected to take it into account when submitting a planning application.

14.43 Policies EMP1 and EMP3 stress the need to strengthen the local job opportunities in the main settlements, especially those like North Somercotes which are remote from the major centres of employment. Site D, already partly developed, is allocated to allow for further workshops. Site C presents a longer term opportunity for redevelopment to create new small businesses of a scale and nature appropriate to their central village

location. Development of either site would be expected to follow a brief prepared by the Council.

14.44 The Council recognises the particular traffic problems around the Keeling Street/Churchill Road junction and will liaise with the County Council as Highway Authority to deal with the issue as a local priority.

14.45 The village is adjacent to Coastal Conservation Area 1 (Policy C17) near Donna Nook Nature Reserve and the Saltfleetby/Theddlethorpe Reserve and SSSI. Therefore, the village is located near a very environmentally sensitive area of the coast. Some holiday caravan development has been established but on a much less intensive scale than resort areas. Therefore, the role of North Somercotes is seen as providing informal or low-key activities related to the nature interest in the area and catering for visitors seeking a touring base for both coast and inland.

14.46 Provision is made under Policy T13 for the expansion and consolidation of the Lakeside Lido visitor attraction but at a restrained scale which is consistent with the general conservation policies of the CCA, SSSI and Site of Nature Conservation Importance, (see Inset Map 7).

INSET MAP 6

North Somercotes

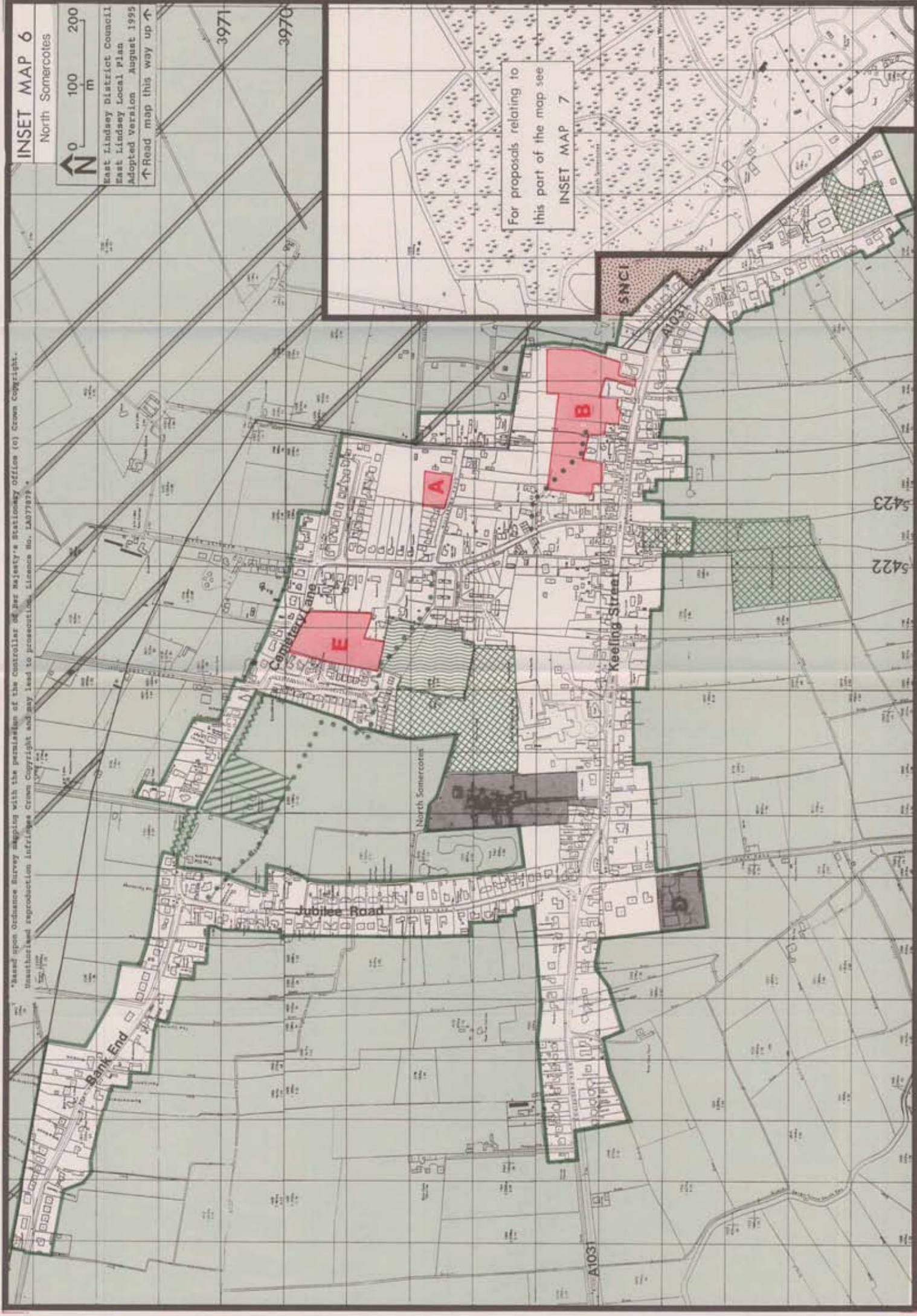


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INSET MAP 7

North Somercotes : Lido



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Warren Road

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Alvingham (Inset Map 8)

14.47 The village has a close relationship with the surrounding countryside which strongly influences its form and character. Ribbon development or extensions of the village into the countryside would be particularly inappropriate (Policy H2). The Council will strongly resist proposals for such development.

14.48 No obvious site for housing presents itself in Alvingham at present but the Council will consider those sites in the village which comply with policy H2. Extension of the village into the open countryside is not warranted within the Plan period and the Council would be looking to consolidate the existing village form and add to its character by small scale incremental housing development.

14.49 Local initiatives to develop and improve community facilities (Policy CF1) and visitor facilities (under the terms of Policies T8), particularly in association with the water mill, would be greatly encouraged provided the integrity of the countryside was respected.

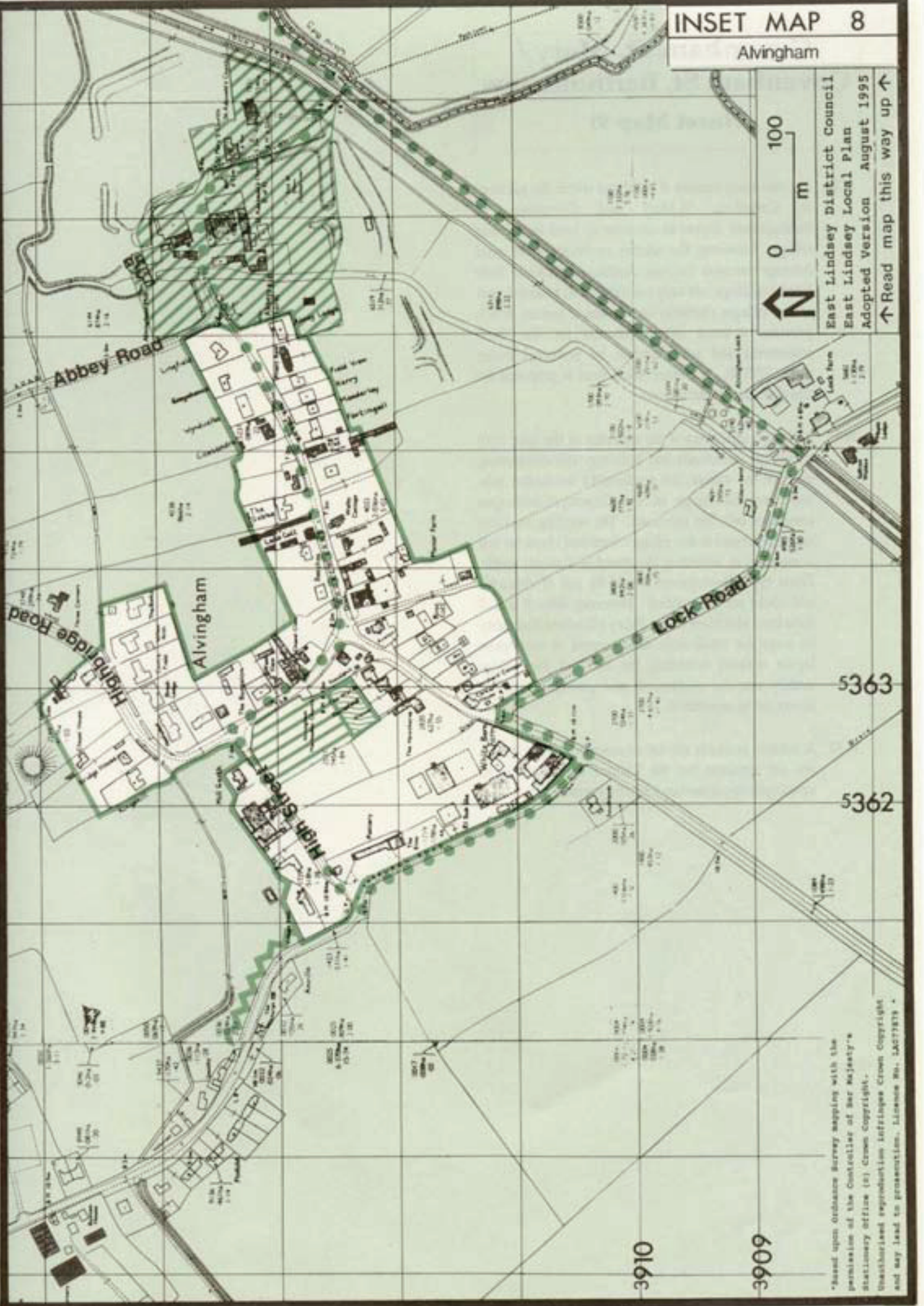
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Alvingham

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Covenham St. Mary/Covenham St. Bartholomew (Inset Map 9)

14.50 The two main clusters of buildings within the parishes of Covenham St. Mary and Covenham St. Bartholomew appear to combine to form one, linear village. However, the relative openness of the road frontage between the two churches, which are both listed buildings, not only contributes an essential part of the villages character but is also a feature which provides a sense of separateness for the "two" settlements and will therefore be protected under Policy ENV20. A Conservation Area is proposed for this older part of the villages.

14.51 Though agriculture is the mainstay of the area, with traditional farmsteads and buildings still dominating parts of the village, the settlement's residential role, being on the fringe of the Grimsby/Cleethorpes commuter belt, has increased. The winding road not only contributes to the village's form and character but is essential in inhibiting the speed of through traffic. Estate type development would be out of character and could not be justified. However, Sites A and B have been identified under Policy H2 where there may be scope for small scale development of innovative layout without extending the body of the village unduly into the countryside and providing suitable access can be negotiated.

14.52 A suitable available site for an amenity or play area is not yet apparent but the Council will continue to investigate opportunities when they arise.

INSET MAP 9

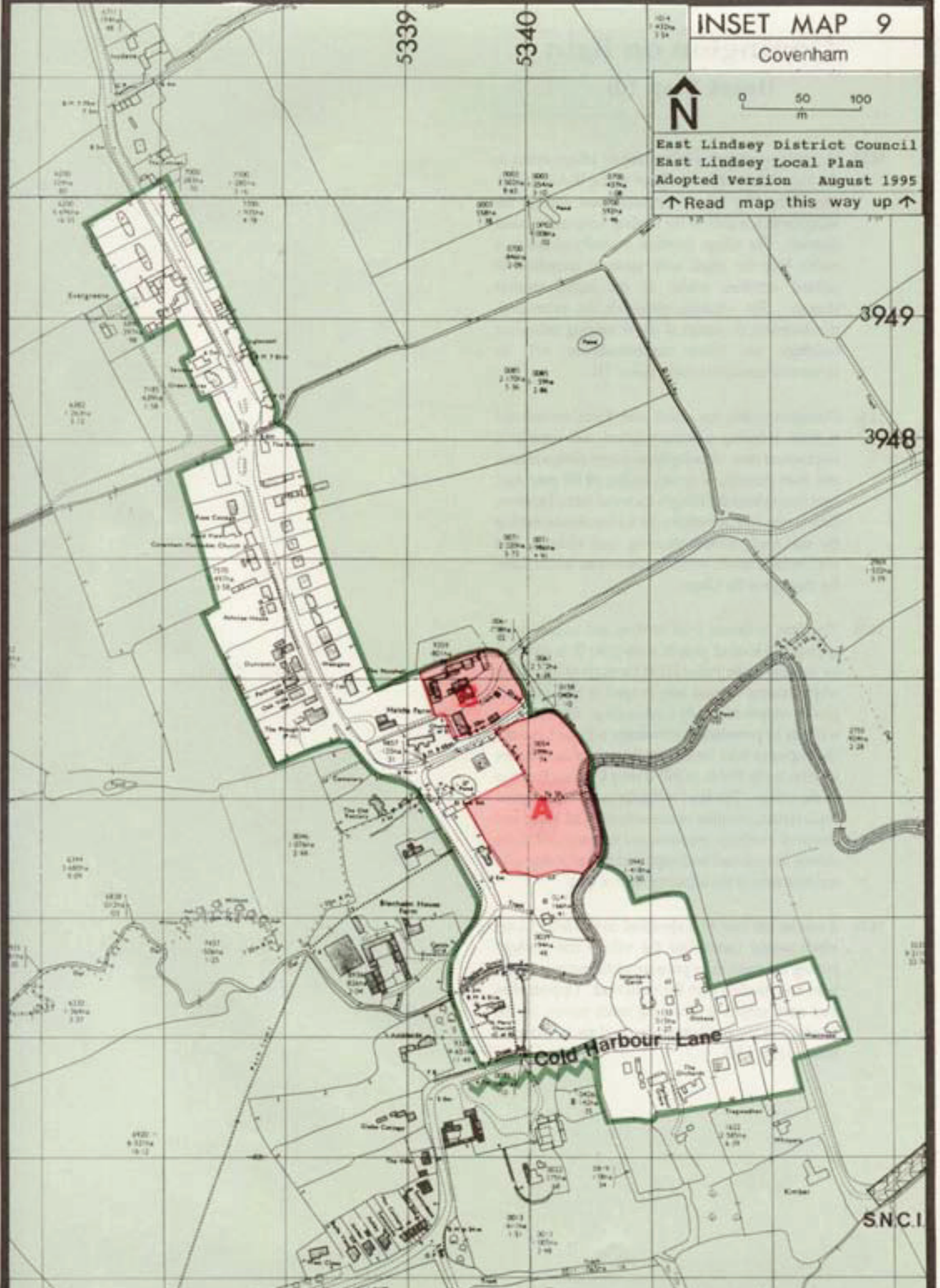
Covenham



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East Lindsey District Council
East Lindsey Local Plan
Adopted Version August 1995

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Donington on Bain (Inset Map 10)

14.53 Donington on Bain is a fairly compact village sitting in the Bain Valley within the heart of the Wolds AONB. The Viking Way follows the main road through the village which is also on the Lindsey Loop recreational footpath. The village therefore is ideally placed as a visitor base for small scale informal recreation or cultural activities related to the inland tourism strategy. For example, proposals for renovation, refurbishment or change of use of existing redundant buildings for visitor accommodation will be favourably considered under Policy T11.

14.54 Donington on Bain has a basic level of local services and facilities, including a Primary School and some local employment uses. Housing development along side lanes and, more recently, cul de sacs leading off the main road, has consolidated the village's nucleated form. However, there is now little opportunity for further development of the side roads without incurring road widening and improvement works which in themselves would harm the character of the village.

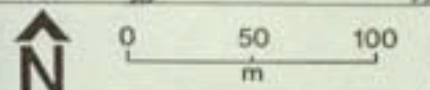
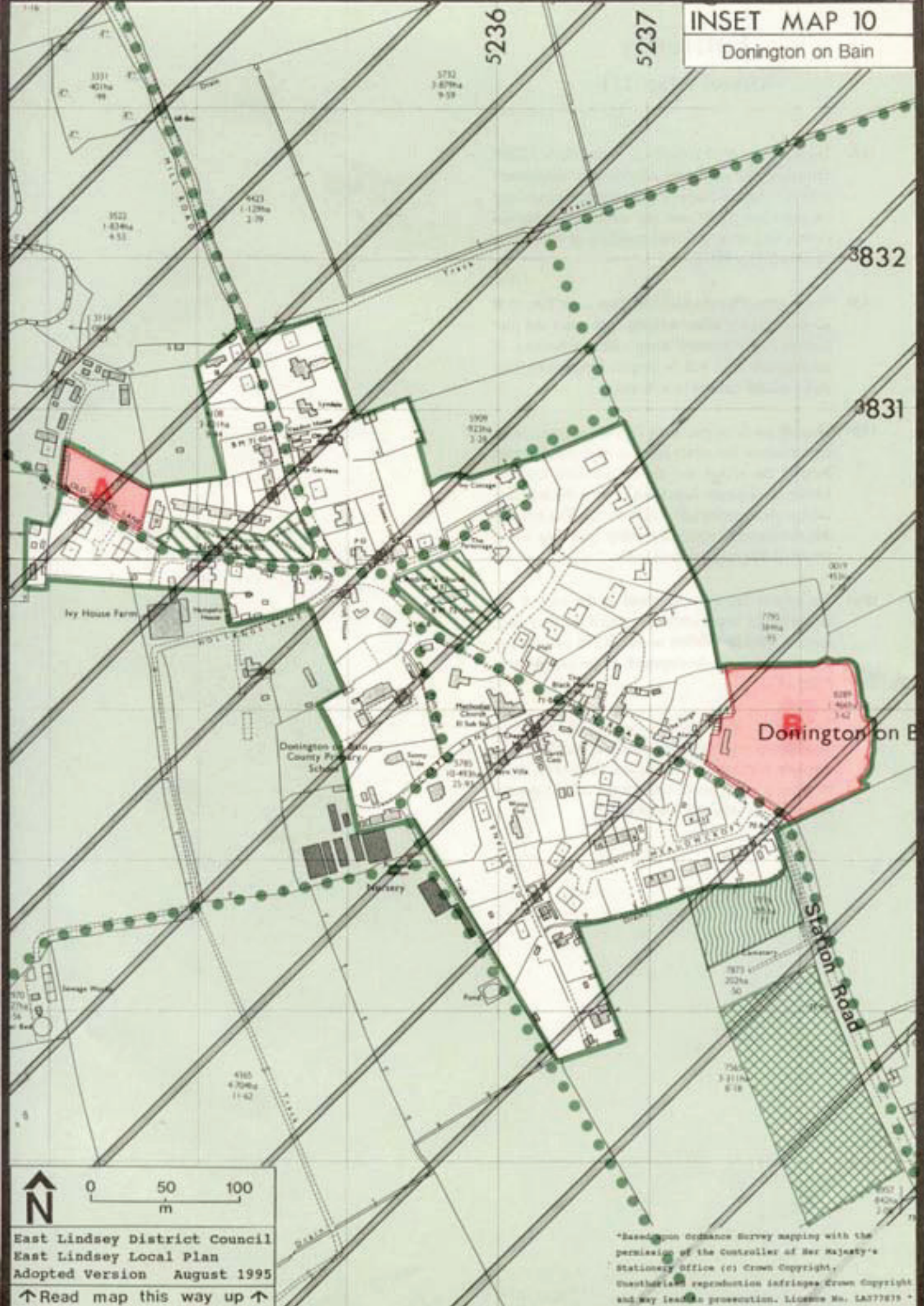
14.55 Therefore, to bolster local services and to sustain an appropriate level of growth, a site (Site B) is allocated for housing under Policy H2 to the south of the village where existing features may be used to help integrate new development into its surroundings. Development will only be permitted in accordance with the Council's Development Brief for the site because of its sensitive location in the Wolds AONB (Policy C13), on the edge of the village. The Brief will refer to access, informal roads layout, retention of access northward, siting and design of dwellings, retention and enhancement of the natural features and landscaping and relationship with and treatment of the adjoining right of way.

14.56 A smaller site (Site A) is identified on Old School Lane which would

consolidate the village core without putting too much extra pressure on the narrow village lanes and junction with the main road. Opportunities may exist, subject to a housing needs survey, for the provision of low cost housing for local needs under the terms of Policy H5.

INSET MAP 10

Dorington on Bain



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