

Alford Neighbourhood Plan

Alford Character Appraisal



**A vision for this
Lincolnshire Market Town**



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PREFACE

Foreword

A character assessment has been carried out to assess the important local character features across Alford. The information has been analysed to identify which features need to be sustained or protected when development proposals are prepared. This has been done by specifying requirements for such proposals.

Previous Work

East Lindsey District Council, Lindsey County Council, the county authority prior to 1974, Alford Town and its community groups and individuals have produced reports on Alford's heritage over many decades. The most recent has been the 'QuBE Report'¹, which provides a wealth of characterisation information about Alford. The objective of the report was to review Alford's Conservation Area, although it provides a useful overview of the town and other streets outside the conservation area as well.

Approach

Character assessment information has been extracted from the QuBE Report along with some visual surveying to check whether any parts mentioned in the report required updating. The report also contains some information about parts of the town outside the Conservation Area and some of this has also been used for characterisation of the town. It should be noted there are many outstanding and still relevant issues and recommendations which should be borne in mind in relation to potential housing developments in Alford. However, a few recommendations in the report have been ignored in relation to the development, for example behind The Anchor public house (see paragraph 6.8.3 of the QuBE Report).

In addition to the above, visual surveys have been carried out of all other relevant parts of the town outside the Conservation Area to ensure adequate cover of information for the characterisation. Local personal knowledge of the history of the development of the town has also been included from one surveyor, who was born and has lived in the town for more than 70 years.

Background

Slightly edited extracts from the QuBE Report provide a very useful start to this characterisation work, as follows:

Section 3

"The special interest of Alford derives mainly from its development as a market town serving a large rural hinterland. The town retains its medieval street pattern with roads extending from a central market place and residential development taking place along these principal routes with later infill development between them. The variety of architectural styles and forms reflects Alford's diverse history and development over the centuries. [S.3.1]

¹ 'Alford Conservation Area Appraisal', July 2008 by QuBE Planning Ltd., for The Conservation Officer of East Lindsey District Council **N.B.** The digital version has some paragraphs missing compared to the hard copy print version.

Alford has an attractive mix of two and three storey residences and shops with a juxtaposition of larger civic and public buildings sitting comfortably amongst them. Despite the lack of uniformity of architectural styles, building materials and rooflines it is the buildings combined collective contribution and their relationship with each other that adds greatly to the overall character of the conservation area. [S.3.2]

Alford's special interest can also be found amongst its diversity of distinctive areas within the conservation area. These areas include the Market Place and West Street which contains a good range of buildings displaying a mixture of architectural forms and styles such as Alford Methodist Church and the thatched Manor House, reputed to be the largest thatched property in England. In addition to being centrally located in the town, the Market Place is historically important to Alford and many of the important civic buildings are found there. [S.3.3]

Modern developments have been built amongst Alford's older buildings and still the town has also been able to retain its historic traditional character, whilst remaining a modern market town. [S.3.4]

Section 5

The Alford Conservation Area covers the historic town centre and areas of quality housing mainly from the C19 whilst leaving the more recent C20 developments outside its boundary. [S.5.6]

There is a noticeable difference in the nature and character of areas immediately surrounding the conservation area. Stretching around the southern and western points are areas of modern growth which encroach onto the C19 developments within the conservation area. Whilst small areas of property envelope locations elsewhere in the conservation area, it is largely open countryside that borders the northern and western areas of the conservation area where the traditional medieval street layout of the town is still clearly distinctive. [S.5.3]

There are three main approaches into Alford: from the north along East Street which joins onto Church Street; from the south along South Street and from the west along West Street. Travelling into Alford from the south the start of the conservation area is marked by South Street which, under the proposed boundary inclusions, will take in the Memorial Recreation Ground. This largely residential street contains a number of large properties situated in spacious grounds. Travelling through the conservation area by this route offers opportunities to view glimpses of St. Wilfrid's Church." [S.5.4]

Buildings Valuable to the Town's Heritage

Appendix B1 contains a schedule of listed, townscape value and landmark buildings which indicates the location of the various buildings. The information was extracted from the map at Appendix A, which itself formed part of the QuBE Report, and the schedule at Appendix B2.

Adverse Impacts on and Missed Opportunities for the Town's Heritage

The QuBE Report highlights several development issues, which are described in paragraphs:

6.4.15: the new library is an unfortunate addition to the Market Place. Its design, scale and massing do not complement the surrounding historic buildings.;

6.6.2: A modern development which runs along Windmill Lane from its junction with Carr Lane is an unfortunate neighbour to a terrace of C19 Farlesthorpe brick built cottages which have lost much of their historic character through the replacement of

windows and doors. Views westwards along Carr Lane as the road drops down are terminated by another modern development of bungalows which have been constructed in yellow bricks similar to the distinctive local bricks.

6.7.4: Nos. 13 and 14 are of a later date than the other properties on this side of Church Street. The existing building replaced the drapery business of Bryant and Walkers and a jewellers after a fire in 1911. The property originally had an attractive shopfront which has unfortunately been replaced with one less sympathetic to the building, though otherwise it retains many historic features on the front façade and is an attractive property. The installation of a more sympathetic shop front would greatly improve this building which is in such a prominent location.

6.7.5: between Church Street and the buildings on East Street, ... this area has suffered from unfortunate infill developments during the C20. The East End Car Park was created following the demolition of a row of thatched cottages and a blacksmiths shop. This poorly landscaped open space does not provide a fitting link between the tree lined spacious character of East Street and the tighter grain of the town centre. it is important that any enhancement scheme or development of this site should be carefully considered to ensure that it will enhance the setting of the conservation area.

8.2.2: ‘The Old Bowling Green’ property development off Windmill Lane. This modern red brick development is not in keeping with, and does not compliment, other properties and developments within its immediate setting and the conservation area.

8.2.3: The former Straven factory site off West Street has now been demolished and the area allocated for mixed-use redevelopment. As the site adjoins the conservation area and is adjacent to several listed buildings, any development proposals will still need to carefully consider the impact on the setting and views into and out of the conservation area and on the setting of the adjacent listed buildings.

The above references explain concerns described in Section 9 of the QuBE Reports about the steady erosion of historic character from Alford’s scene which must be avoided in future development of Alford. For ease of reference page 41, containing paragraph 8.2.3 and Section 9 are contained in Appendix C. The map and legend of the QuBE Report at Appendix A also highlights “Negative Buildings”, “Negative Floorscape” and “Negative View/Vista”.

Other Impacts on the Town

Local surveys carried out to assist in the producing the Alford Neighbourhood Plan have identified other specific matters which relate to the current and future character of the town, as follows:

The access to Wallaces Yard, developed by Cyden Homes, is almost ‘shoe-horned’ into its site near the western edge of town. It was eventually granted approval by the Planning Inspector, despite considerable opposition from the local planning authority, East Lindsey District Council, and Alford Town Council.



Fig. 1: Wallaces Yard junction with Station Road A1104, by Cyden Homes

Without suggesting this development is acceptable, it at least has limited impact as one passes it on the main A1104, Station Road, since it is a narrow road frontage, albeit being a straight, uninspiring and featureless road access (Fig. 1). Fortunately, much of the development is out-of-sight from Station Road and on entering town from the Miles Cross Hill direction, bearing in mind its

housing density is inappropriate for this edge-of-town location.

Unlike Wallaces Yard, Gibson Way on approaching town along Farlesthorpe Road, along with its internal layout, (Fig. 2) stands out as a development too dense for its edge of town location, whereas Rawnsley Close, which is almost opposite (Fig. 3), has an appropriate density.



Fig. 2: View to Gibson Way and Within Gibson Way



Fig. 3: Rawnsley Close

However, the main road frontage of the development on Willoughby Road (Fig. 4), being the B1196, a lower category highway than the A1104 passing Wallaces Yard, has a design and layout which is



Fig. 4 Alder Place and Hazel Walk, Willoughby Road

more appropriate for a gateway into town, noting it does contain higher density housing but this is obscured being set further into the site away from its access frontage.

Examples of appropriately sited high density development are found around the Hamilton Road / West Street junction (Fig. 5) and behind The Anchor Inn (Fig. 6), although the latter should not be recommended because it is not appropriate from the perspective of the Alford Conservation Area, to which it is adjacent, plus it is within sight of visually high impact listed buildings, in particular St Wilfrid's church.



Fig. 5: Hamilton Road junction with West Street, from West Street.



Fig. 6: Back of The Anchor

Whereas, The Maltings is an edge of town development which has designs and density entirely appropriate to being adjacent to the countryside and within sight of the Windmill, a listed building (Fig. 7).



Fig. 7: The Maltings

CHARACTERISATION

Topography

Alford is situated at the start of the east marsh at the foot of the Lincolnshire Wolds and its topography has no great variations in height (altitude). The land only very gently undulates by a few metres in forming the catchments for the Wold Grift Drain and the old South Street Drain, as evidenced on the flood map at Appendix E.

Alford Conservation Area

The Preface to this report provides a robust description of the character of Alford, particularly when read alongside inspection of the other content of the QuBE Report. The map at Appendix A shows the extent of the Alford Conservation Area². This town core is the heart of the historic development of the town and demonstrates the many reasons for needing careful control of the future development of the town.

Alford Urban Structure:

As described in the QuBE Report above, the urban structure of Alford developed around the medieval centre and the roads departing from it, with later infill development in between them. The image below (Fig. 8) shows the hierarchy of town streets, presenting primary roads (connecting the town with the surrounding countryside and eventually other settlements),

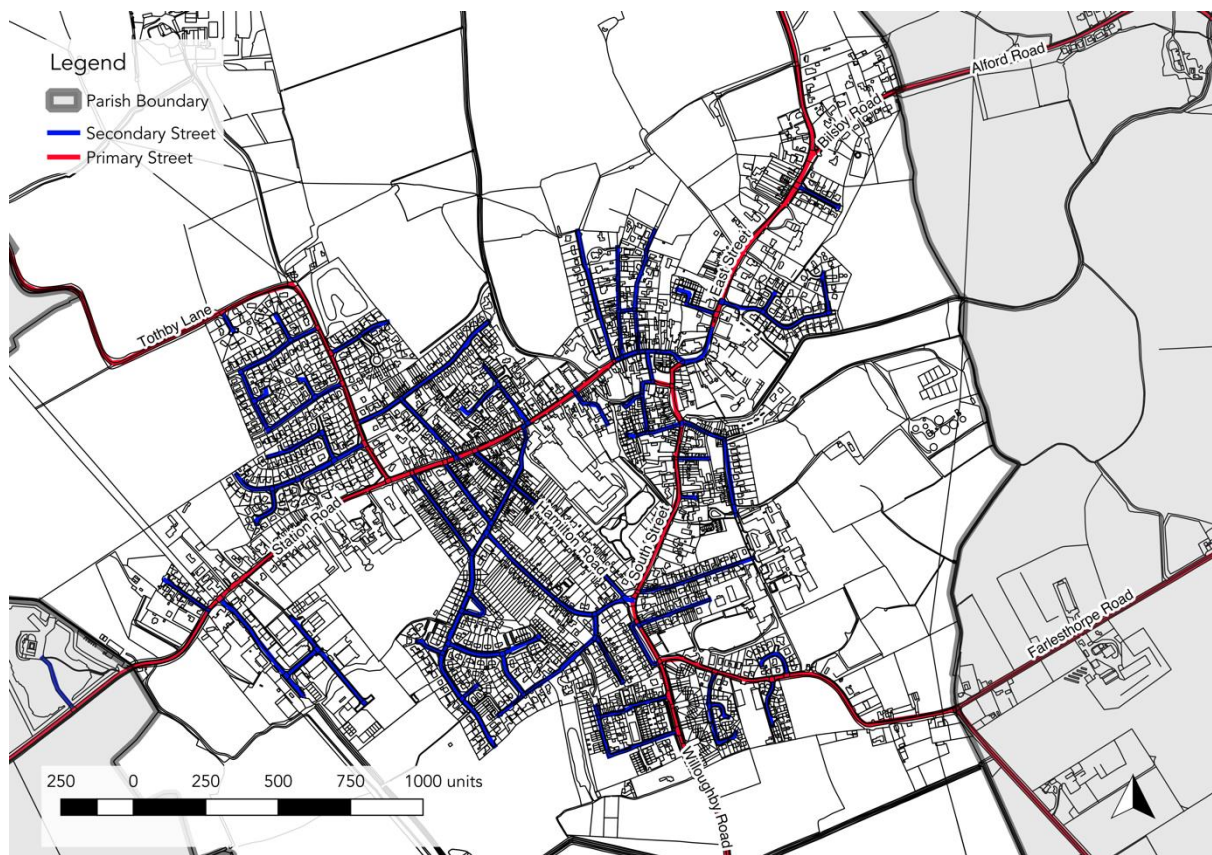


Fig. 8: Road Hierarchy

² Extracted from the 'Alford Conservation Area Appraisal', July 2008 by QuBE Planning Ltd.

and secondary streets, (internal to the town developed footprint, either departing from or connecting two main streets).

From the character assessment survey, carried out to support the Neighbourhood Plan, it became clear that the route structure of the town is intrinsically linked with the character of different parts of the settlement. As the town developed away from its core (i.e. Market Place) and in between its primary roads (e.g. Station Road and West Street, East Street, South Street), new estates have been built with a dedicated network of roads to provide access and connection. These roads tend to disclose a consistent set of features in terms of layout, land use, streetscape, density, building design, etc., and can thus be used as the primary elements to identify character areas within the town. The map below shows how such classification has been done (Fig. 9):

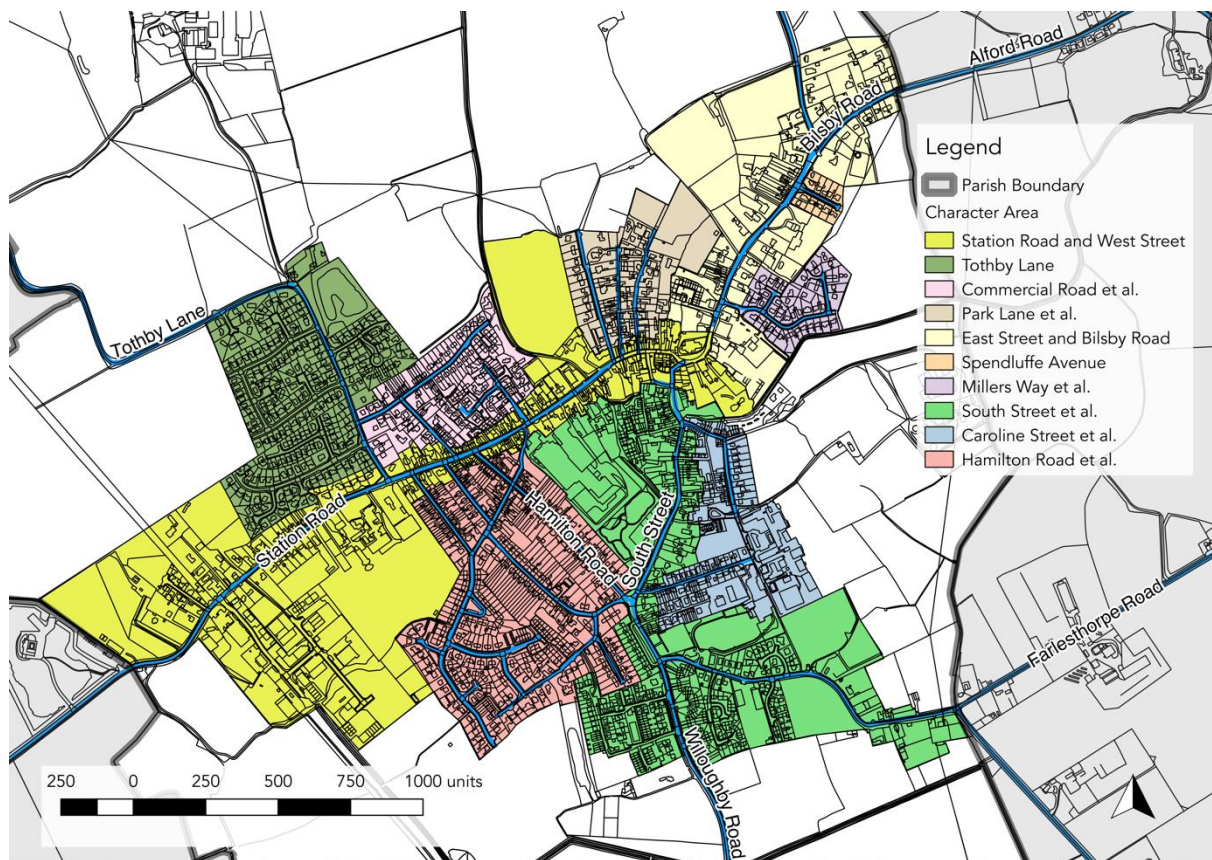


Fig. 9: Character Areas

The historic core of the town (area around Market Place) has been extensively described in the Preface of this document and in the QuBE report, and it is thus not directly described in the following sections.

In general, development directly facing primary streets (Station Road and West Street, South Street and Willoughby Road, East Street) has been grouped as part of a single character area, both because it is generally the most historic part of the town or because of its relationship with the road itself. Tothby Lane character area diverges slightly from this because, although it is a primary road, the majority of development occurs in the network of cul-de-sacs departing from it which serve the dwellings in the area.

The remaining character areas have been identified around secondary roads, according to the character of the setting. In some cases, (e.g. Millers Way, Spendluffe Avenue etc.) the areas may be relatively small, but their character has been considered so different from the nearby location that it was considered inappropriate to merge them together. The following section will describe each of these areas in detail, including important views and green spaces.

Green Spaces

Green spaces having benefit for the environment around Alford are described in each characterisation area below. Each green space proposed for designation as a Local Green Space is fully described in a Designation Form in Appendix A to the Neighbourhood Plan and has references in the relevant Character Area below. The sites are:

1. West Street – ‘Bull Fair Field’;
2. Tothby Lane – ‘Fishing Lake’ and ‘Sunken Garden’;
3. Chapel Street – ‘Orchards’;
4. Willoughby Road – ‘Old Cemetery’
5. Chantry Close – ‘Highway Verge’ amenity area.

Character Area

Station Road – West Street



Fig. 10: Station Road – West Street Character Area

This street runs from Church Street and is the A1104, being the main route from the A16 at Ulceby Cross down to the marsh and coastal communities of Mablethorpe and Sutton on Sea, which carries heavy traffic loads during the summer holiday season, as well as all the commercial, agricultural and passenger traffic associated with the coast, the marsh area and Alford itself. It is the main artery route through Alford passing by many of the most significant buildings, frontages and public

areas. The core of the town is largely settled around this ancient route. On the approach from Miles Cross Hill in the west, Alford is seen as a visual 'treat' below, nestling within green fields and hedgerows at the edge of the marshland, these 'soft edges' of the town blend into the surrounding fields.

The transition down the hill and on entering the edge of Alford, shows a pleasant, soft boundary between open country side and town development, as represented at the Toll Bar cottage, sitting surrounded by farm land on the south side, and the house named 'Sundown' slightly further into town on the north side.

The development on the south side of the former railway site into a builders' merchants / commercial use has not been sufficiently screened and is a rather visible scar in this view. Poor planning approvals are also apparent in the 1960's style bungalows added on the south side which do nothing to enhance this route into Alford, whilst additionally they are outside the natural town envelope formed by the track bed of the railway line. The development currently underway of Wallaces Yard is also outside the natural town envelope which ought to have been the limit of growth for the town in a westerly direction, but its approval was granted despite opposition described in the section titled 'Other Impacts on the Town'.

The access to Beeching's Way Industrial Estate opens off the south side adjacent to the old railway station building and is well positioned to handle road transport to and from the A16 routes and is quite well separated from any residential development. Currently, this estate is fully developed and there appears to be a real demand for further commercial / employment land which should be closely linked with this existing estate.

Station Road gives access to the Mill Rundle Walk, along field paths, a footway route into Beeching's Way Industrial Estate and a further footway route almost opposite the Grammar School main entrance through to Coles Avenue, which was part of the first phase of the Bargate estate.

Station Road's housing development is of mixed properties of mainly Victorian-period large houses with some smaller cottages, followed by later in-fill from the 1950 period onwards. Around the junction with Tothby Lane can be found signs of the later 'Bargate' development mentioned above. Opposite, the Queen Elizabeth's Grammar School complex has attractive landmark buildings in the form of the old school and Norbury House, but these heritage assets are rather spoilt by the 1950s-era flat roofed 'new building'. However, the grounds and sports field make a pleasant green setting. On the north side the old Cottage Hospital (now domestic accommodation) is a significant landmark building. At present the old water board pumping station site is untidy but is 'work in progress' and hopefully will be much better when the proposed development is complete.

The West Street section up to the start of Alford's Conservation Area is a mix of Victorian houses with some infill mainly around the period between the two wars. At the junction with Parsons Lane on the south side there is a landmark building in the form of the old National School and we understand there are plans to develop the grounds, as well as convert the old building (most recently used as an agricultural engineer's workshop) to residential. This should be taken as an opportunity to preserve the best features of this important building.

There is little scope for any further development in either Station Road or West Street, but there are some access points for development of other back land such as the old cricket field and the adjacent coach operator's depot. Additionally, some consideration should be given to the possibility or merits, if any, of development around the old 'Rabbit Farm' field, opposite Toll Bar cottage.

Green Spaces:

The 'Bull Fair Field' (Fig. 12) is an old grass field adjacent to The Manor House and Park Lane, bordered by the Wold Grift Drain and Park Lane. It is the site of the former and famous Alford Bull Fair where the county breed of Lincoln Red Cattle was shown and sold annually each November. The Bull Fair Field was used from 1901 until moving to Alford Cattle Market in the 1950's, where it continued until 1972 when the Show and Sale were moved to the County Showground; further details and photographs are included in the relevant designation form in an appendix to the Neighbourhood Plan.



Fig. 12: Bull Fair Field

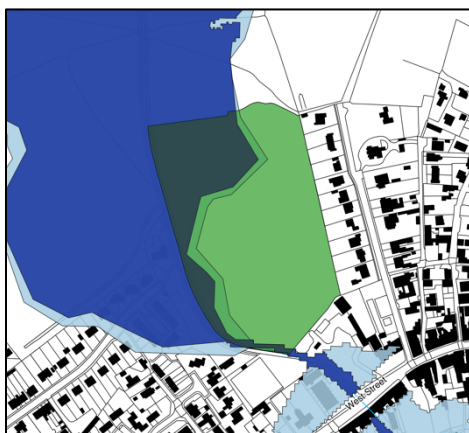


Fig. 13: Bull Fair Field Flood Risk

The field has no obvious access from a highway for development. Part of the field is within the Environment Agency's flood risk zone (Fig.12), since the Wold Grift Drain borders the site on the west and runs north to south. Protection of the Bull Fair Field as a Local Green Space could provide opportunity to reduce the impact of flooding event on the town centre, as the area could be further developed as a flood detention basin, employing Sustainable Urban Drainage solutions. Protection

of the Bull Fair Field as a Local Green Space could also provide opportunities for developing access onto the PROW³ field path system.

³ 'PROW' = definitive 'public-right-of-way'

The field path system around Alford is shown to the left-hand side of Fig. 14 (Appendix D contains a larger map of the Parish PROWs) as extracted from Lincolnshire County Council's Countryside Access Mapping system (CAMS)⁴: the same graphic indicates the Wold Grift Drain. An ideal development would be provision of a new path leading from West Street, adjacent to the road bridge over the Wold Grift Drain, along the top of the drain bank on the east side. This would provide an excellent opportunity for developing use by the community, particularly in association with Lincolnshire Wildlife Trust by involving its 'Watch Groups' for children.

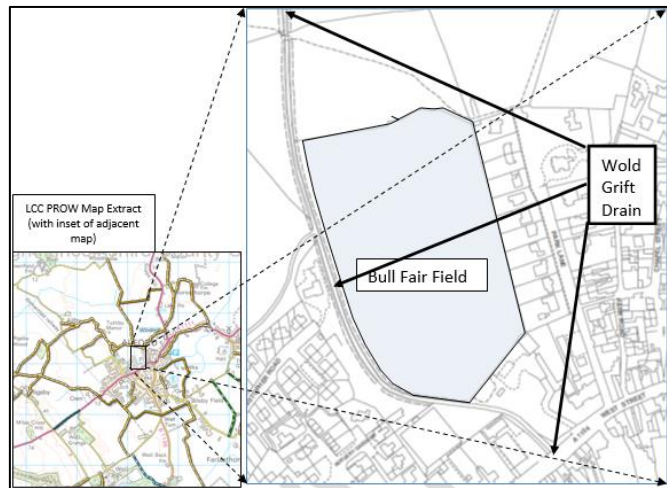


Fig. 14: PROW and Wold Grift Drain

Views:

Across the Bull Fair Field there are significant views from West Street to fields beyond, particularly from the bridge over the Wold Grift Drain, along which there are regular sightings of Kingfishers flying. The Wold Grift Drain runs between The Manor House and The Methodist Chapel buildings (which are both Listed buildings). There are also good views across the Bull Fair Field from the end of Christopher Road.

There are green spaces surrounding Queen Elizabeth's Grammar School which front West Street. The road frontage is from the sixth form's Norbury House at the east end to the tennis court at the west end. This provides a very attractive frontage of old and new buildings in mainly a mature setting, albeit with reservations about the design of the 1959 'New Block' in its centre.

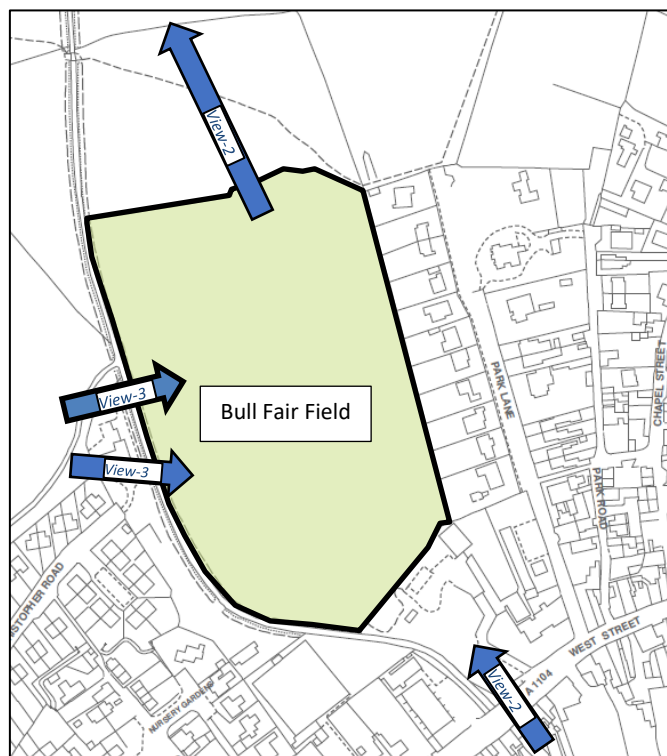


Fig. 15: Views on the Bull Fair Field

⁴ CAMS, as set for identifying walking rights of way, is at <http://row.lincolnshire.gov.uk/map.aspx?act=Walking>



Fig. 11: View of St Wilfrid's on Church Street from Market Place

The view of St Wilfrid's on Church Street from the Market Place is an outstanding example of the historic centre of Alford's Conservation Area.

Toll Bar Cottage as its name suggests is an historic building on approaching the town from Miles Cross Hill

(A1104). It is still surrounded by fields and retention of this field-scape will highlight the isolation the Toll Bar Cottage demands. It will also soften this edge of the town as a natural break to the countryside, along with the eventually maturing soft landscaping in the almost opposite crematorium, all just outside the route of the former railway line; a point regularly commented on at public consultations.

From Miles Cross Hill in the west, Alford is seen as a visual 'treat' below, nestling within green fields and hedgerows at the edge of the marshland, these 'soft edges' of the town blend into the surrounding fields.

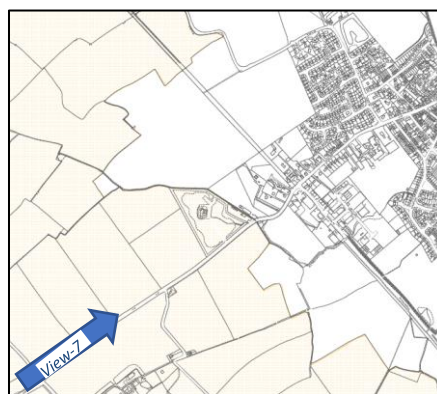


Fig. 16: Views from Miles Cross Hill

Tothby Lane (aka Ailby Lane)

This is a country lane serving the villages and hamlets of Tothby, Ailby, Greenfield, Aby, and other small settlements north of Alford.



Fig. 17: Tothby Lane Character Area

Since the late 50s / early 60s, residential development has taken place on the green field sites of a dairy farm and allotment gardens. This started with the 'Bargate' development led by Alford Urban District Council (AUDC) and in more recent years has spread out into the countryside on both sides of the lane as far as the entrance to Tothby Manor and also a little further round the corner in the

lane on the south side.

Probably the natural development envelope limit would have been opposite the entrance to Tothby Manor House, particularly noting some of this development has dangerous private drives opening off this corner of the lane. Two recent planning determinations on Tothby Manor land, which were to the north side of Tothby Lane, highlight concerns about development extending too far along Tothby Lane because both applications were rejected at appeal by the Planning Inspector in 2016.

The newly developed estate roads were built to the then current layouts and standards. It would have been reasonable to expect Tothby Lane to have been improved, bearing in mind the increased traffic flows generated by the residential developments. However, Tothby Lane has not been widened to those standards nor have passing places or laybys for calling vehicles been provided, it is a sub-standard carriageway with no footway on its east side towards the Tothby Manor corner.

The developments are typical residential small town in style and consist of a mix of speculatively built and individually designed and built properties of single and two storeys. There is no real common feature in brick or roof treatments. Protected front gardens and open plan gardens are both evident, with the open plan style generally indicating the speculatively built properties. Much of the lane and the development roads incorporate grassed verges alongside the footways. Inspection of the index plan show the build density varies significantly between good in Tothby Close, and its adjacent housing on Tothby Lane, and reasonable elsewhere, although those in Waumsley Close are slightly denser, possibly because they are at the back of the development and out of sight, despite forming the boundary to the open countryside.

The section on the east side from its junction with Station Road to the junction with Christopher Road contains older properties pre-1950 with some more recent infill. On the west side of its junction with Station Road is Alford Police Station and the first four properties are all former police houses built at the same time as the station.

There are several pedestrian access links and green space benefits in the locality. At the northern end of the development, on the east side of Tothby Lane, is a large open space occupied by the Alford Angling Club fishing lake. Some of the land to the east and bordering the Wold Grift Drain is in a Flood Risk Zone. Several public footpaths start from the Tothby Manor gateway leading around Alford as well as further out into the countryside (see map at Appendix D). The earliest development area of The Bargate, being Coles Avenue and its adjacent cul-de-sacs, has an attractiveness from its highway verge trees and a pleasant footway link from Coles Avenue through to Station Road. Christopher Road has a footway link to the top end of Commercial Road and another footway link to the Westfield development.

An application for development north of Tothby Lane in 2015 was refused by ELDC and the applicant appealed. An Inspector appointed by the Secretary of State for Communities and Local Government dismissed the appeal on 30th September 2016. The main issues in the appeal being:

- the effect of the proposed development on the character and appearance of the area including its effect on heritage assets;
- the effect of the proposal on protected species; and
- the accessibility of the proposed development to services and facilities by means other than the car.

Green Spaces

The fishing lake and its area, including the adjacent sunken garden, should remain undeveloped to retain the obvious break before open country side and define the edge of the town. Historic details and photographs are included in the relevant form in an appendix to the Neighbourhood Plan.



Fig. 18: Fishing Lake and Sunken Garden



Views

From the road at the north east corner of the Tothby Lane estate development, there are views below to Tothby Manor House (Fig 19.)

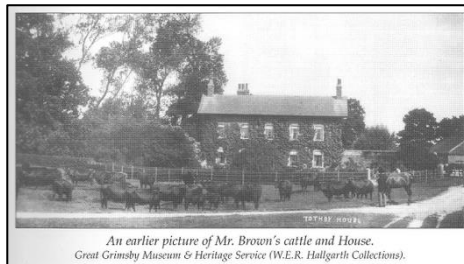


Fig. 19: Historic image of Tothby Manor



Fig. 20: View to Tothby Manor

Commercial Road, Dashwood Road, Christopher Road, Westfields and Nursery Gardens



Fig. 19: Commercial Road et al. Character Area

Commercial Road is no longer the road described in its name, as it now contains only domestic housing, with associated lock-up garages, except for the well-known Alford Pottery. The Pottery has played a big part in Alford's Community at work and play for about 40 years, despite having almost the opposite to architectural merit. The pottery and its proprietors, along with many others, were responsible for Alford being acknowledged as a centre for Craft in the county and the regular Craft Markets and Fairs along with their new shop and education rooms are an indicator of their continued success.

The housing here is mainly Victorian cottages with recent infill where converted from commercial use. Nursery Gardens, opening off Commercial Road, is a pleasant group of individual houses. Commercial Road gives access to the Westfields Estate created by ELDC as social housing in 1980's.

Christopher Road comprises mainly Victorian-era cottages on the older section with some more recent infill. The more modern extension to Christopher Road (circa 1955) is mainly council housing created by Alford Urban District Council (AUDC), including some single storey old people's accommodation grouped at the far end. Dashwood Road which links to

Christopher Road from West Street is a mix of residential types and periods, with the odd scar caused by the former Blacksmith / Agricultural Engineer's Works.

The AUDC housing on the north side of Christopher Road is notable because it was provided as substantial 'key worker' houses to attract and accommodate the necessary 'key workers' for the expanding Knitwear and Auto-motive Engineering Factories established at about that time.

There is pedestrian access from Westfields to both West Street and Christopher Road, although neither are definitive public rights of way (as can be seen from Appendix D).

Park Lane, Park Road and Chapel Road



Fig. 20: Park Lane, Park Road and Chapel Road

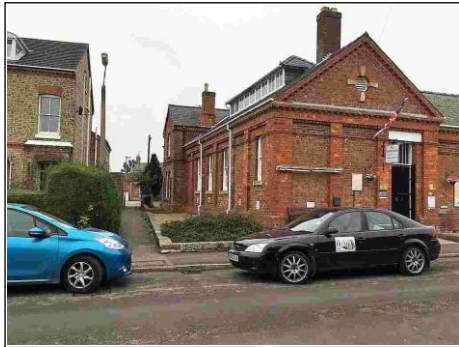
Park Lane

Alford Manor House, with its high, brick garden wall on the west side of Park Lane, along with all the east side of this street is wholly within the Alford Conservation Area, which is explained above at [Alford Conservation Area](#) or [QuBE Report](#).

The remainder of the west side of this street consists of mixed one and two storeys post-second world war properties which were all built prior to the 1970's. Despite these properties being relatively modern, with their mixed but delineated garden boundaries, the street has a comfortable 'feel', particularly towards its end which abuts fields. This feel is considerably enhanced by the east side property boundaries which are within the Alford Conservation Area.



The end of the road finishes with attractive views out across open countryside and farmland framed by mature trees and hedging. The field boundary at the end of the street contains a 'kissing gate' providing access to public-rights-of-way extending in two directions across pastureland and includes a "3 Towns Walk". Connectivity is also provided by a footway between 18 Park Lane, 'Park Villa', and the old Magistrates Court linking across to Park Road (photographs below).



Link footway between Park Lane (left) and Park Road (right)

Park Road

Park Road is part of the ancient core of Alford and shows many interesting historical features, with more modern additions in places. The greater portion of Park Road is included within the Conservation Area which is described in detail in the QuBE Report.

Park Road is a cul-de-sac with a single footway on its east side which terminates at an old stable block/coach house converted to living accommodation. A long section of enclosing brick walls on the western side of Park Road, from the link road to Chapel Street to its end, are rear boundary walls to properties fronting Park Lane and are within the Conservation Area. The first four buildings on the east side of Park Road are also within the Conservation Area and noted as having Townscape Value, as also is the unspoilt Victorian period house 'Park House'. There are some 1950/60's semi-detached properties in-filling between these older properties.

Chapel Street

Chapel Street is another cul-de-sac in the ancient core of Alford, with the greater portion of the street also included in the Conservation Area. On the west side the Conservation Area extends to include 'The Old Slaughter House' and on the east side it includes up to numbers 22A and 22B.

Similar to Park Road, Chapel Street did have properties with commercial uses in the past and a mix of properties consisting of older Victorian period houses and more recent infill, with the more interesting parts in the Conservation Area. North of the link to Park Road, Chapel Street has no footways which must be hazardous for pedestrians as the carriageway is sub-standard and of varying widths.

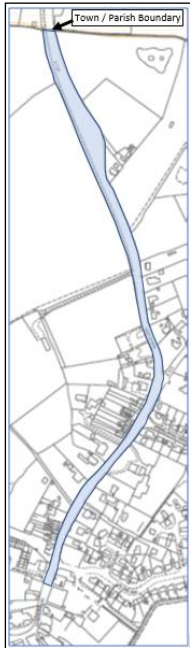
Green Spaces

At the northern limit of this cul-de-sac there is evidence of two old orchards. These orchards are inaccessible for development and, in any case, form an attractive 'stop' to development beyond the cul-de-sac roads in this corner of Alford. Notwithstanding the unlikely possibility of them being developed, these orchards have justifiable potential for designation as Local Green Spaces.



East Street (previously Thoresthorpe Road) and Bilsby Road

East Street (A1104)



This entrance to the town is a delight, containing mainly historical buildings with matured boundaries and gardens which paint a picture of the charm and beauty of the town and its heritage. In particular this enhances the views of the 5-sailed windmill and its associated buildings; these open views of the windmill need to be retained in any further development in this area. There are also striking views across the edge of the town to the Lincolnshire Wolds rising in the west.

There is a large green space adjacent to the windmill which is currently occupied and used by the Alford Town football club. This open space is a great contributor to the overall setting of the windmill.

There is only a road side footway to the western side of the road making pedestrian access to the properties on the eastern side hazardous. There are no domestic properties on the western side.

The housing is generally two storey Georgian style houses with no common thread for boundary treatments, but all standing in large mature gardens. The brick and roof coverings are varied showing red and buff 'Farlesthorne' bricks with slate and concrete interlocking tiles on the roofs. There is also a 1960s-style infill modern house on a large plot with an open frontage.

There is one mid-20th century bungalow with planning permission for three plots in the rear garden that looks a little 'out of place' and this will not be helped if/when the development in the rear garden has matured.

Green Spaces

Many gardens and frontages along East Street holistically contribute to the essential feel of East End, typified by The Elms, The Yews and Welland House. The loss of any part of the gardens and frontages along East Street would threaten this outstanding example of old Alford, particularly with its mix of differing social housing types in such a short length of street.



Views



The views approaching town along East Street from Mablethorpe are iconic, indicated in the map, looking southwards towards the Windmill (View 3.1) and St Wilfrid's tower (View 3.2), with example photographs below. The view of the 5-sailed windmill when nearer the town, across the football field, adjacent to the 5-sailed Windmill; views of the 5-sailed Mill in its true rural setting would be lost if these fields were inappropriately developed.

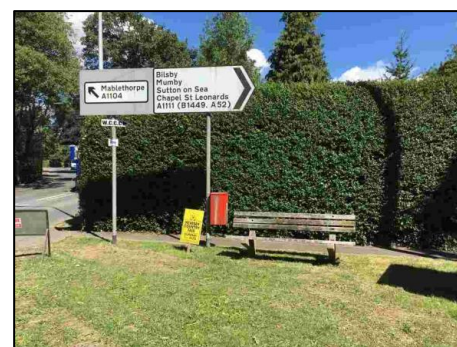
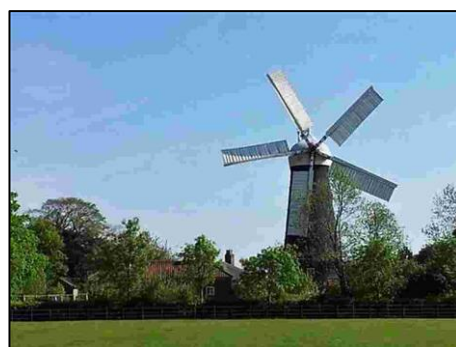
At the junction of Bilsby Road and East Street (formerly Thoresthorpe Road) there is a pleasant grass area with a bench seat.



View 3.1



View 3.2



The vista along the central part of East Street is a delight in the historic legacy Alford provides when passing through the central portion of East street seeing its varied old buildings and mature garden frontages and trees (below), with views peeping through houses into green 'back lands':



Bilsby Road turning to right



No. 29, Welland House & Windmill



Towards Nos. 10 & 11

Green spaces 'back land' views between:



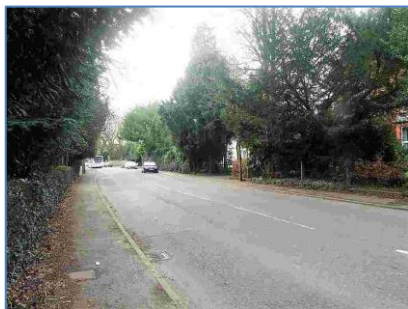
No. 3 Rose Villa and No. 4



No. 21 & 25 viewed SW



No. 21 & 25 viewed NW



Looking south from No. 36 The Elms



Looking north from No. 11



Drive into Whiteley opposite No. 36



From The Elms No. 36 towards Mon Ami No. 12



From No. 11 towards The Elms and No. 36s



Nos. 4, 5, 6 from Millers Way



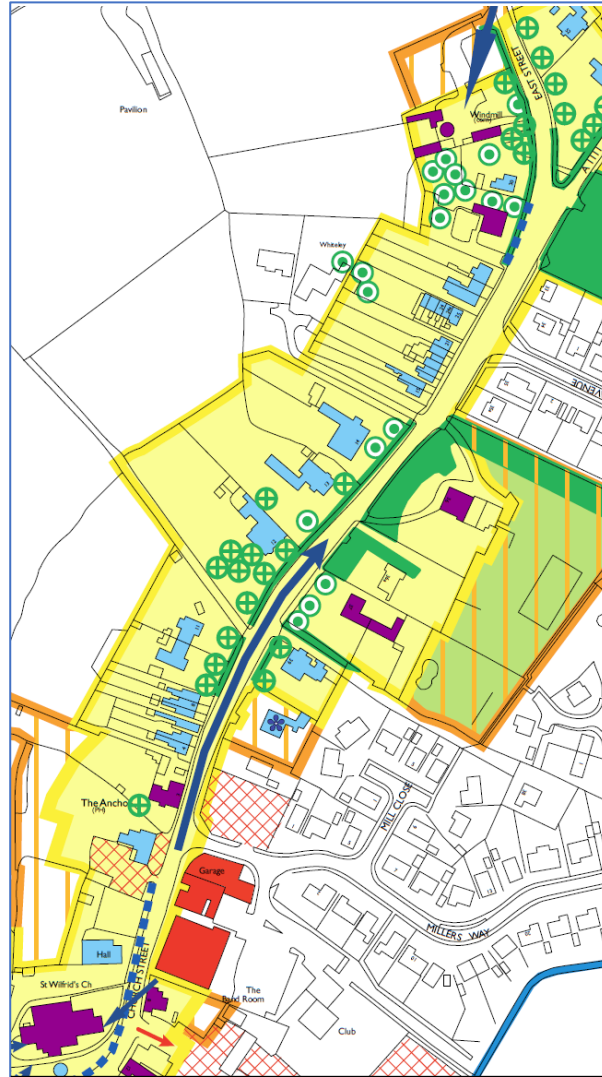
From car park towards Nos. 5-9



35A & 36 The Elms



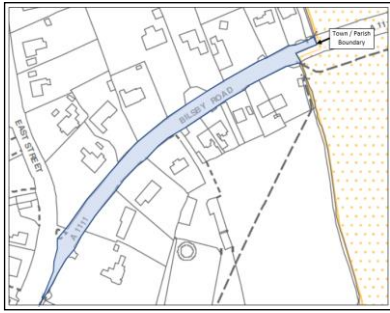
Looking north from No. 37 The Yews



Map extract from QuBE Report

- KEY**
- Conservation Area Boundary
 - Listed Buildings
 - Open Green Space
 - Buildings of Townscape Value
 - Negative Building
 - Positive Floorscape
 - Negative Floorscape
 - Proposed Boundary Inclusion
 - Positive View/Vista
 - Negative View/Vista
 - Positive Boundary
 - Positive Hedgeline
 - Tree Preservation Order
 - Tree Preservation Order Group
 - Important Tree
 - Positive Minor Detail
 - Landmark Building
 - Potential Boundary Exclusion
 - River

Bilsby Road (A1111)

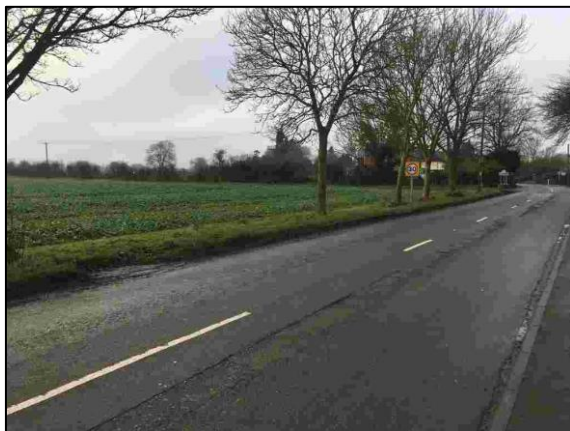


Second only to East Street / Thoresthorpe Road, Bilsby Road also provides an entrance to the town which is a delight, with its many matured historical buildings painting a picture of the charm and beauty of the town and its heritage.

Bilsby Road is the A1111 and leads to Sutton-on-Sea through the nearby village of Bilsby. Only a limited length of Bilsby Road is within the administrative area of the town of Alford with the boundary clearly delineated by a wide, tall hedge on the south side of the road and a distinct row of mature trees on the north side. Its properties have varied architectural styles built from the 19th century to modern times with enclosed gardens having a mix of boundary types, a number having large gardens. The original vicarage is an outstanding property, its grounds contain several trees with preservation orders, whilst there is an adjacent, recently built and substantive, replacement vicarage, which incorporates considerable retention of existing trees.

Green Spaces

In the approach to Alford from Bilsby the parish boundary is readily identified by the substantive hedge / tree lines, with housing development immediately behind the hedge line along the road frontage on the south, whilst housing is developed significantly deeper from the street to the north.



From Bilsby looking SW



From Bilsby looking NW

Closer to the parish boundary, the substantive nature of these boundary features is better appreciated,



Bilsby Road looking SW



Across Bilsby Road looking NW

with large, attractive gardens opening up as the speed limit is entered,



No. 5 Bilsby Road – Swallowdale frontage garden



Bilsby Road – Holly House garden

followed by the windmill appearing over houses as the old (and new) vicarages approach,



Bilsby Road – Green frontage, with windmill



Bilsby Road – old vicarage behind yew

then onwards to the junction with East Street at the end of the road.



Bilsby Road – East Street junction ahead



Bilsby Road – seat on East Street junction

Spendluffe Avenue



Spendluffe Avenue is a short cul-de-sac off East Street, which is the main A1104 through the centre of Alford. The properties are mainly 2-storeys in red brick with concrete tiles, were constructed in 1950/60 and have enclosed front and rear gardens. The properties and the street were designed to the typically rigid style of that period most notably appreciated by the straight layout of the road and its furnishings, although the grass highway verges help improve the ‘feel’ of the street and there are good views to open fields throughout.

Millers Way, Mill Close and The Maltings



This ‘corner’ of the town consists of recent developments, the oldest being the squash clubhouse set behind the Coop and was built in 1979. The housing consists of modern bungalows throughout Millers Way and Millers Close, with more recent 2-story housing in The Maltings. The former was developed in 1987/88, whilst The Maltings was developed in 1993/94.

Millers Way is off East Street between a car park and East Street Garage which, along with Mill Close cul-de-sac, is a winding modern-style development road containing single storey red/orange brick dwellings having concrete tiles with open front gardens and small enclosed rear gardens. There appears to have been little thought or attention paid to the appropriateness of the design, bearing in mind these streets nestle on the edge of some of the best examples of heritage housing developments in Alford.

The public right of way, “Alfo/285/1”, runs from a corner of Mill Close between properties before leading off to Bilsby. It has a macadam surface, is only a few feet wide and contained by high wooden fences for its first few yards, before going into more attractive garden areas and eventually into the countryside. Also, between Millers Way property numbers 6 and 8, which back onto the Squash Clubhouse, there is a footway passage which extends to the rear

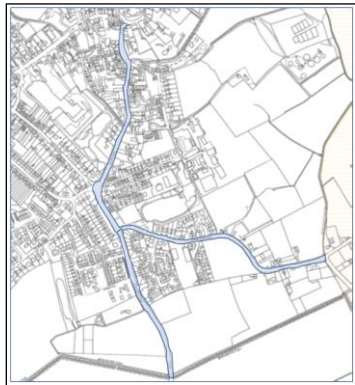
of properties numbered 8 to 14. This footway was installed as potential link to a future circular town walk joining to the Mill Rundle walk.

The Maltings, off the end of Millers Way, is an attractive modern-style development road consisting of 2-storey properties having small, suburban, enclosed front and rear gardens. The layout and property designs are in red brick and quite varied, providing attractive relief from the properties in adjacent streets, by having a mix of semi-detached and detached houses, with two having octagonal elements which are slate roofed, whereas the others have modern clay pantiles.

The developments in these streets are of an appropriate density for their location, at the edge of the town, adjacent to open countryside, as can be seen by inspection of the map. The design standard of the 2-storey houses in The Maltings are very good.



South Street – Farlesthorne Road – Willoughby Road (B1196)



This is the main southerly route into and out from the Town centre and leads to Willoughby and surrounding villages as well as the route southwards out to the A158 at Gunby Corner roundabout. This is a busy route taking commercial, heavy goods, agricultural and private traffic. The Alford Fire Brigade Station is situated on the western side of the road just past the junction with Farlesthorne Road.

South Street runs from Church Street to Farlesthorne Road and continues thereafter as Willoughby Road. Penfold corner, which is at the junction of Hamilton Road and South Street, is so named because it is the site of an old fold where stray farm animals which had been collected were penned.

From the town centre to the junction with Hamilton Road, South Street contains terraced houses near the south market place (the QuBE Report Section 6.9 refers), thereafter there is a blend of large houses with (originally) large gardens, now with recent in-fill houses, providing an attractive mainly green frontage. There is little evidence now of any of the commercial or retail businesses that were once based here. There appears not to be a dominant architectural feature or style perhaps because of the age spread of the developments.

From Penfold junction with Hamilton Road to Farlesthorne Road the style of property changes considerably with housing split between pre- and post- second world war council built houses (by AUDC⁵) with a few small private terraced houses of the late Victorian era. The 'council houses' all have large gardens, and the row nearest the junction have their own service road. This was mainly because there was an open drainage dyke which then flowed along the frontage and continued into Alford on the north side of South Street before turning north to link with the Wold Grift Drain.

⁵ AUDC = Alford Urban District Council

The recently re-furbished Memorial Park (Recreation Ground) forms a pleasant open green space on the north side of South Street and connects through to the town centre by newly negotiated public footways, and this would form an important hub for any proposed new linking pedestrian / cycleway routes through the town. Noting also Willoughby Chase has a footway link towards the rear of the development which goes through to Holywell Road.

Farlesthorne Road is the route to the large farming complex at Farlesthorne where are sited many very large chicken sheds which generate a large volume of commercial, heavy goods and agricultural traffic. It is also the main vehicular route to the large Alford Primary School. There is an open green space adjacent to the junction with Farlesthorne Road which is the site of the old cemetery. Unfortunately, the memorial stones appear to have been removed by the District Council.

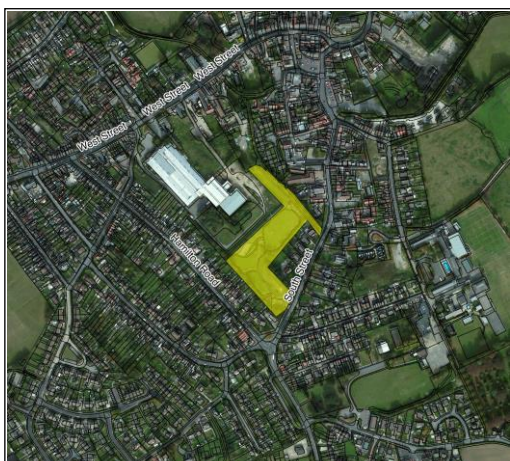
The fairly recent housing development on the south side of Farlesthorne Road, being Conlie Close and Gibson Way are examples of high density housing which are entirely out of keeping with their edge of town situation and should be avoided in the future planning of Alford. There may be a case for this type of density in a town centre situation (see related photographs in section headed 'Other Impacts on the Town').

From Farlesthorne Road southwards, the dominant feature now is the continuing development of Willoughby Chase on the west side, all have been speculatively built and include a portion of social housing. Sales seem quite slow on this development and several properties appear to have been 'bought to let' as demand for houses to buy privately is very limited. This development has taken place on the old 'Willoughby Road Allotment Gardens'.

The Mill Rundle footpath (see Appendix D) crosses Willoughby Road, so can be walked in either direction. There is a footway link between Farlesthorne Road and Hanby Lane, and thus on to the town centre, alongside the cemetery grounds and past the primary and secondary schools.

Green Spaces

Alford Memorial Park⁶ is owned by the so-named charity whose Trustees will ensure it remains as a green space in perpetuity. This protection as a green space is particularly important to Alford due to its function and central position in the town. It is the only public green area in Alford and provides not only the only play facilities for

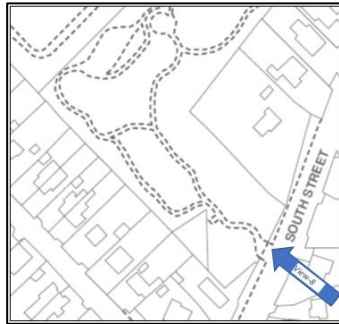


children but also a hub for developing pedestrian linkages as well as forming an existing conduit for the current footway linkages from South Street into 'the Old Bowling Green' (now developed with housing), onto Windmill Lane and thus into the Market Place.

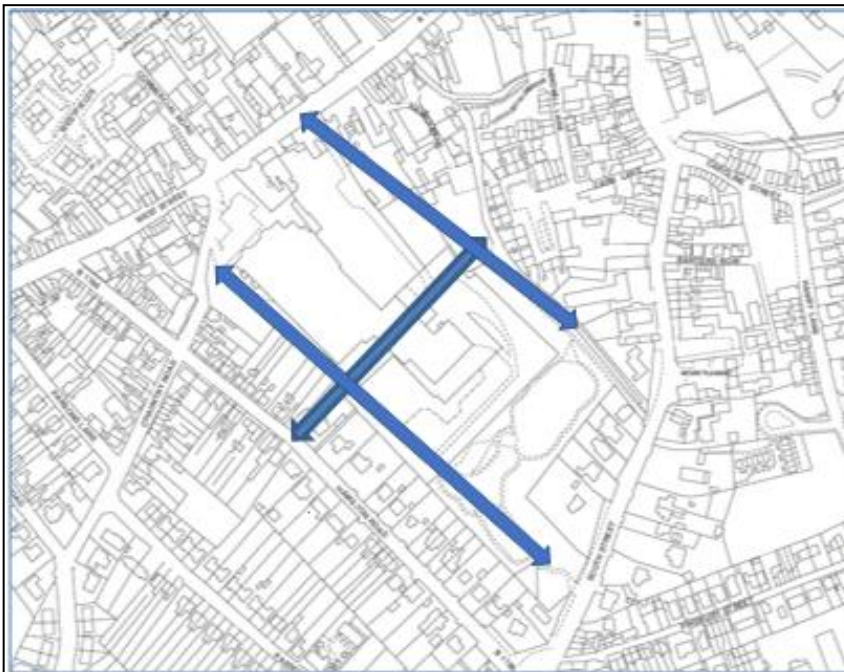
⁶ Charity registration number 1160615

View

The view into the park shown on left and in photo below is attractive, with the play facilities being near this South Street entrance.



Alford Memorial Park will also be a vital core hub for intersecting proposed additional footway / cycleway links between West Street and South Street, once Alford's central brownfield sites are developed, with a link onto Hamilton Road being a long-term aspiration.



Alford Memorial Park's hub location for desired new footway / cycleway links.

A little further down South Street at Penfold corner, which is on the corner of Hamilton Road, there is a triangular grass verge with a bench seat for anyone to use.

At the junction of South Street and Farlesthorne Road, where Willoughby Road also starts, there is a green space which was formerly a cemetery, although all the grave stones have been removed. The site is believed to be owned by Alford Town Council. This quiet grass area adjacent to the Primary school grounds in Farlesthorne Road is now used as a community recreational seating area and would benefit from being preserved as a Local Green Space, with its seating as an area for quiet reflection. Historic details and photographs are included in the relevant form in an appendix to the Neighbourhood Plan.



This Local Green Space on the junction is adjacent to the Primary School's pleasant green areas in Farlesthorne Road which leads onwards down Farlesthorne Road. Further loss of these grounds needs to be avoided to prevent over-development of this busy area.

Caroline Street, Hanby Lane and Finsbury Street



The scars of the former town gas works are still very evident in Caroline Street and Hanby Lane at present, but there are proposals for redevelopment of the redundant land which could improve the appearance of the yawning gaps. Caroline Street and the western side of Hanby Lane mainly consists of Victorian-era terraced cottages, with more recent terraced housing on the north of Caroline Street and the later eastern side of Hanby Lane being of individual plots developed in the late-1950's/early-1960's. Finsbury Street displays a similar pattern of Victorian cottages with a few later in-fill plots.

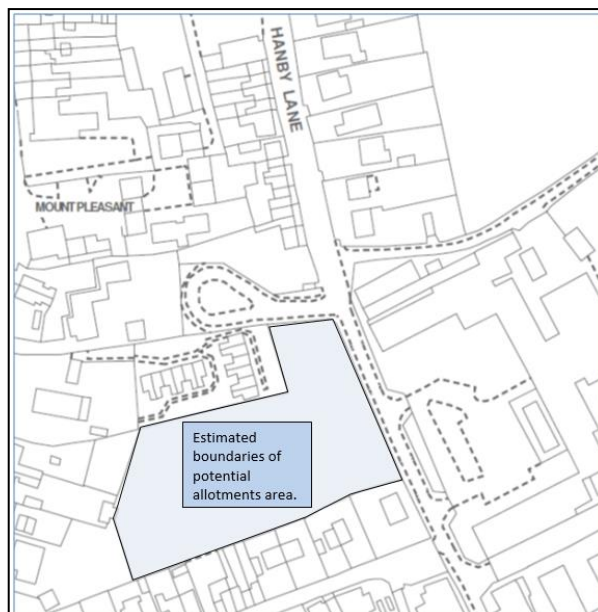
There is a bus turn round at the south end of Hanby Lane which is on county council land as is the access lane heading south, past JSTC and Alford Primary School. Neither of these are public highway, although the latter is a pedestrian only public right of way (PROW), as can be seen at Appendix D.

There are footways on both sides of Hanby Lane, whereas Finsbury Street is almost entirely without a footway and two vehicles cannot pass each other without encroaching on the 'pedestrian' area. There is no vehicular connection between the top of Finsbury Street and the LCC access lane.

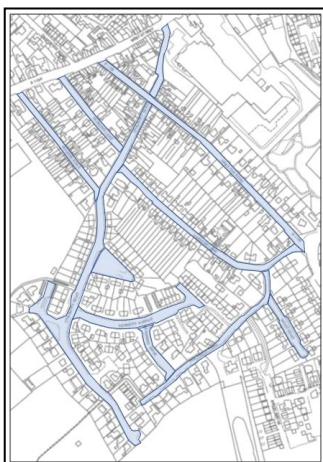
Hanby Lane and Finsbury Street are both packed with vehicular and pedestrian traffic at both ends of the school day as they serve John Spendluffe Technical School and Alford Primary School. The rolls for these two schools are 600 and 354 pupils, respectively. Alford Primary School has a car park and pedestrian access off Farlesthorne Road as well as staff vehicular access off Finsbury Street, although its public pedestrian access and main entrance are off the private LCC road / PROW passing JSTC, beyond the end of Hanby Lane.

Green Spaces

There is an open area of land opposite the John Spendluffe School site which appears to have no access to a public highway. Alford Town Council consider it could provide an opportunity to create a community asset of town allotments, which it is investigating.



Hamilton Road, Bourne Road & Chantry Road



This is a sector or quadrant between South Street/Willoughby Road and Station Road/West Street, but generally excluding the area east of Hamilton Road.

Hamilton Road has a mix of Victorian cottages with some later individual and semi-detached houses. Bourne Road has almost entirely late Victorian semi-detached houses. Parsons Lane has two sections, which indicates how it developed linearly. The south end comprises almost entirely pre-war council housing to the west side, with post war council houses to the east side. The northern section has private housing of Victorian cottages to the east side with 1935's semi-detached properties on the west side. The 'Chantry' complex largely consists of 1950's and 60's council houses with some private development on the furthest cul-de-sac section.

Completing this sector is the area of Holywell Road (aka The Rookery) and Wood Road. The origin of the name Holywell is not clear but may have had a connection with the story that somewhere in The Rookery was a spring issuing water with valuable medicinal properties. This has never been proven, but there is also a possibility it was linked to the 'Church of the Good Shepherd' which was situated at the junction with Parsons Lane.

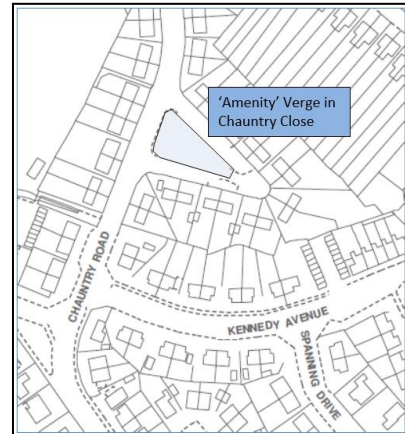
Holywell Road was originally a country lane serving a farm yard and brick yard on the south side, which gave access to farmland. Later, the road was initially developed with housing as a cul-de-sac, then still later it was opened onto The Chantry complex via Kennedy Avenue, which over time had in-fill development to change it into a wholly residential lane. The present-day street has a real mixture of building types and ages due to this history, but it is still just possible to identify the original brickyard house and farm house. Wood Road was developed as a cul-de-sac of council houses by AUDC at the same time as the adjoining South Street development and is typical of its period.

Many properties in this sector were developed without any provision for the motor car, which leads to all the problems associated with on-street parking. This is particularly true of most of Bourne Road and the northern half of Hamilton Road.

Green Spaces



Many houses have been developed in these streets with limited green space apart from the central verge area of Chantry Close. The limited green space in this area is highlighted in the high-level view on the left-hand side. This pointed to the need to designate this central



verge as a Local Green Space to ensure it could never be developed with any building and specifically not transferred as a highway for development with housing, lockup garages, etc. Historic details and photographs are included in the relevant form in appendix to the Neighbourhood Plan.

RECOMMENDATIONS AND CONCLUSIONS

Views

Strengths:

The Character Assessment identifies, for each character area, the most distinct views, and describes in detail how these importance views contribute to maintain and promote the character of the area. This report identifies in particular 7 distinct views: view on St Wilfrid's on Church Street from Market Place; view across the Bull Fair Field from Station Road; view toward the Bull Fair Field from the end of Christopher road; view down Station Road from Miles Cross Hill; view toward the Windmill and St Wilfrid Tower approaching the town from the north of East Street; view toward Tothby Manor from the top of Tothby Road; view inside the Memorial Park from entrance.

All the views within, from and toward the Conservation Area as identified in section 7 of the QuBE Report are considered important and worthy of protection as well.

Weaknesses:

The employment site on the south side of the former railway has not been sufficiently screened and impact the view at the gateway of the town approaching from Miles Cross Hill

All negative views within, from and toward the Conservation Area as identified in section 7 of the QuBE Report are considered in need to be mitigated and possibly improved

Recommendations for development:

- New development and/or extension of existing buildings should not compromise the view from the observation point, either sitting in between the view and the observer or due to a design that would be out of context in the above mention vista.
- Developers should demonstrate how the development is not detrimental for the above mentioned view that could possibly be affected, and should demonstrate the provision of adequate screening and landscaping solutions where necessary
- New development or modification to existing ones should try to improve the negative impact on views certain buildings and site currently have (see above mentioned section)

Green and Open Space

Strengths:

The town presents many areas where the design and careful management of open areas, garden frontages, trees and verges beautify the streetscape.

A good example of small, yet pleasant, public green space is represented by the grass triangle between East Street and Bilsby Road, [East Street vista](#), making the best out of an intersection between two roads. The [grass verge](#) on Chantry Road is another good example of how it is possible to design pleasant and welcoming green space in small intersection between roads.

In term of bigger sites, the Memorial Park is an excellent example of high-quality public green space and recreational facility ([memorial park-1](#) and [memorial park-2](#)). The [old cemetery](#) on South Street and the [old orchards](#) at the top of Chapel Street are other examples of public green spaces that greatly contribute to the character of their respective areas; the latter also provide a clear boundary between developed footprint and countryside. The [Fishing Lake & sunken garden](#) and [Bull Fair Field](#) provides and similar service, acting as a “buffer zone” between the urbanized area and the open agricultural used countryside.

In term of boundary between private and public realm, [Bilsby Road](#) is an excellent example of large frontage gardens bordered by mature and trees. The central section of South Street and Queen Elizabeth Grammar School (QEGS) present large green frontage gardens with mature tree as well, with building sitting at comfortable distance from the street. Good example of well designed trees and verges bordering public road can be seen in Coles Avenue, and similarly in Staveley Avenue and Higgins Road.

The relationship between the countryside and buildings at the edge of the development (farther from the central area of the town) is particularly important for the character of the development. There are good example of a “soft edge” boundary at the end of Station Road, the edge of town, where the large garden surrounding the Toll Bar Cottage turns almost

naturally into the surrounding countryside, or the East Street back gardens forming a gradual transition between the ribbon development and the countryside (see photo [views into depth of green space](#) between buildings and a [QuBE](#) reference). More recent developments at [The Maltings / Millers Way](#) and, to a slightly lesser extent, at [Tothby Close and adjacent](#) present good examples of landscaping solutions to achieve soft edge boundary.

Negative

Notwithstanding the quality of the above mentioned public accessible local green spaces, it is recognised that the town suffers from an undersupply of green space, with the majority being used by private clubs, as highlighted in Paragraph 52, page 15 of ELDC's Green Infrastructure Audit (the report indicates Alford's green space provision as one of the poorest in the District, along with Spilsby). There is only one green 'lung' in Alford (Memorial Park) available for public use, with a limited sprinkling of small green 'pockets and patches'.

Moreover, recent developments have demonstrated little thought in term of provision of green spaces, trees and verges. Particularly negative examples of this are the "Bargate phase 2", where as little as 3 flowering cherries have been planted in verges throughout the whole site, and Willoughby Chase, which shows very few verges or grassed areas and just a couple of saplings planted in total.

Moreover, planting and design of most green areas do not comply with the National Pollinator Strategy.

Recommendations for development:

- Development at the edge of the town (not located in the area around Market Place or otherwise considered central) should present large frontage gardens with appropriate landscaping solutions (trees and hedgerows), separating the main building from the street. Positive examples to be replicated and negative examples to be avoided are detailed in the above strength and weaknesses sections.
- Development at the edge of the town should also provide large back gardens with a soft boundary against the surrounding countryside (possibly in the form of hedgerows), to promote a gradual transition between the developed footprint and the countryside. Positive examples to be replicated and negative examples to be avoided are detailed in the above strength and weaknesses sections.
- Development should demonstrate how the design, selection of plants, and management arrangement for proposed public green spaces or private gardens supports the National Pollination Strategy and its objectives.
- Development should not have a detrimental impact on the quality, access and use of existing green spaces, trees and verges, and instead contribute to the maintenance of these elements either through a Community Infrastructure Levy (CIL) or S.106 Agreements.
- New development should incorporate high quality green spaces, trees and verges in new public realm resulting from the development. In particular:

- Regarding new road and accesses, development should present tree-lined streets, verges (possibly with flowers) and hedgerows. These solutions should support the requirements of the National Pollination Strategy and promote its objectives.
- Regarding green open spaces, development should either deliver a single big open space on-site or a network of small green pockets on-site, depending on the size and location of the site. Positive examples of both typologies are detailed in the above Strengths section. Development will be encouraged to contribute to additional green space “off site” when considered appropriate, especially in case of a big recreational green amenity, either through Community Infrastructure Levy (CIL) or S106 agreements.

Density

Strengths

This study recognizes that the appropriate density varies across the town. In central areas (around the Market Place, the Character Area around Hamilton Road, the eastern part of West Street and northern part of South Street, etc.) a higher density is considered appropriate, with two-story houses adjacent and facing across the street. Design / density at Hamilton Road junction is appropriate for this central part of town ([Hamilton Road density/design](#)).

However, where development is at the edge of the town, bordering the countryside or part of one of the distinctive views mentioned earlier, density should be limited to include gardens and green spaces separating the buildings from both the main street on the front and the countryside on the back. Estates presenting good density at the edge of development are the [The Maltings / Millers Way](#) and to a lesser extent at [Tothby Close and adjacent](#) road.

Negative

Negative examples of density are mostly present at the edge of the development or in close proximity to heritage assets

Regarding the former, Farlesthorpe Road has examples of building density being too high, such as [Gibson Way](#) and nearby Conlie Close. Here, the close proximity of houses to the access road promote a sense of claustrophobia and enclosure inappropriate for an edge-of-settlement location. Houses on the edge of Tothby Lane Character Area also present a negative characteristic, getting denser where the estate adjoins the open countryside, forming a hard boundary between developed footprint and agriculture land. Willoughby Road’s development density is still considered too high, but is somewhat mitigated by the typology of its dwellings (being mostly semi-detached houses), the denser housing being

some distance from Willoughby Road and the green verge and open dyke separating the estate from the main road.

Regarding sites in close proximity to heritage assets, the recent housing development behind The Anchor has a [density](#) which is inappropriate for a site adjacent to a listed church and garden, since it negatively impacts the historic and architectural merit of these nearby assets. However, it is worth noting that a development of this density would be appropriate for a central location if it were a site away from heritage assets.

Recommendations for development:

- Developments in central locations should provide high density, potentially in the form of semi-detached houses or terrace houses, and general be two-storey. Green open spaces separating the front of the dwelling to the street are welcomed but not specifically required.
- Development at the edge of the settlement or in close proximity to heritage assets should provide
 - a lower density (maximum 20 dwellings per hectare)
 - a massing and height (maximum 2 storey) that minimise the impact of the building
 - house typology (detached or semi-detached) and layout of the estate that prioritise open space in between dwellings
 - Soft boundaries (e.g. hedgerow) between the building curtilage and the open countryside
 - Green space and landscaping solutions that screen the development and give the idea of a gradual transition between the developed footprint and the countryside (see Green Space: Recommendation for Development)

Historic Environment

Positive

The [Alford Conservation Area](#) contains several heritage assets, both in the form of listed buildings and non-designated [valuable buildings](#) which have historic and local relevance. The QuBE Report details their characteristic and importance in detail.

Negative

The QuBE Report notes [erosion of historic character](#) in some parts of the conservation area, with resultant negative impact on the nearby historic heritage: a significant example is represented by the development behind the Anchor Inn, which ignored the recommendation of the QuBE Report of not presenting an inappropriate density.

Recommendations for development:

- Development in close proximity to heritage assets (both listed and locally important) will need to present layout, design and architectural solutions that respect and complement the historic site, as detailed in the QuBE Report
- Refurbishment of existing heritage assets (both listed and locally important) in poor condition or underused should be promoted as long as it maintains and enhances the historic and architectural characteristic of the development and possibly remediates inappropriate intervention or extension carried out in recent times.
- All the recommendations included in Section 11 of the QuBE Report.

Design and Material

Positive

The design and material of houses in the town varies according to the character areas and, more importantly period. The best examples can be identified in the detached houses on East Street and Bilsby Road, which are constructed employing local yellow or red bricks and clay or slate tiles for the roof.

In term of modern development, The Maltings is an excellent example of appropriate design for detached and semi-detached houses and a showcase for a good selection of materials.

Negative

Several developments, built both in the post war period and in more recent times, resulted in an unsympathetic and eclectic mix of materials and styles and lack of consideration for finding appropriate modern materials to reflect history, resulting in inappropriate choice of bricks, tiles, windows and door (i.e. UPVC). Particularly negative examples can be identified on Farlesthorne Road, Spendluffe Avenue, Millers Way and Millers Close.

Recommendations for development:

- Development should reflect the predominant style of the surrounding houses and not sit out of context between existing dwellings. The character areas descriptions provide information for each specific street or area.
- Local or matching materials should be employed, in particular for local red bricks, buff Farlesthorne bricks, stone (mostly for detailing and finishing), clay pantiles or Welsh slates tiles. Cement renders and concrete interlocking tiles or imitation slates should be avoided.

Access and Connectivity

Positive

In terms of walking, access to the countryside and connectivity around it is provided by a good network of footways, footpaths and public rights of way that surround the town (mostly to the north and south) with “spokes” connecting them to the major routes of the town, such as Station Road, Tothby Manor and Willoughby Road.

In terms of access to and within residential areas, there are good examples of landscaped pedestrian accesses, for example Coles Avenue - Station Road, Memorial Park - The Old Bowling Green, Holywell Road – Chantry Road, Westfields – West Street, as well as pleasant tree-lined footways / streets described elsewhere above.

Negative

Connectivity within the city is quite poor and should be improved, especially between South Street and West Street. Although the existing network of footpaths outside the town is extensive, it is deficient in not having circular connectivity around the town and having poor outside-inside connectivity (for example the Bull Fair Field).

There are opportunities to improve the quality of existing footways, which in some cases are very narrow and unattractively paved, or ‘squeezed’ between dwellings’ unwelcoming boundaries (walls, high fences etc.).

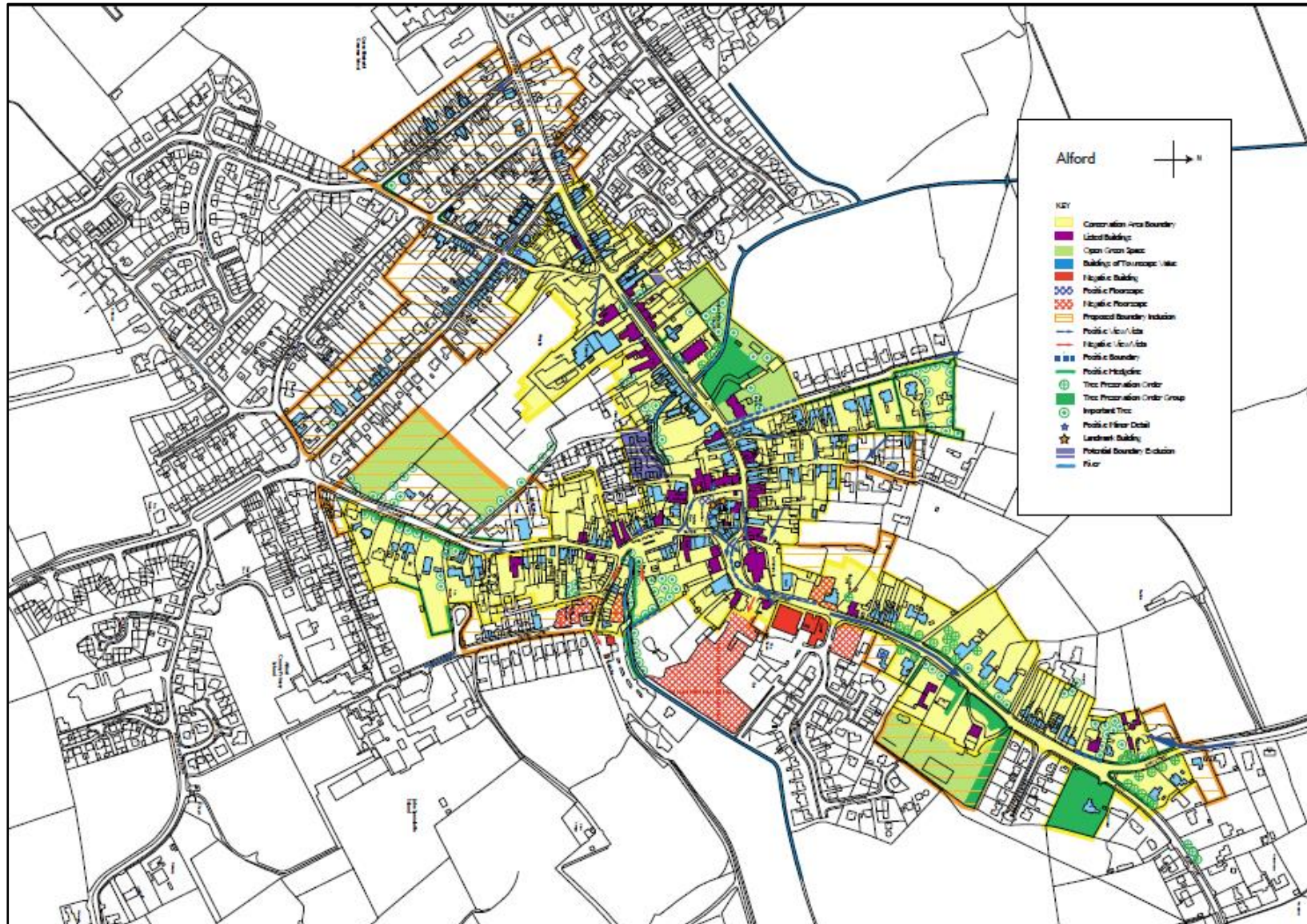
Many streets lack a footway on both sides, such as Chapel Street, Tothby Lane, Park Road, while others are too narrow to permit passage of two cars (Finsbury Street).

Recommendation for Development

- New development should not have a detrimental effect on existing footways / footpaths, and where possible should contribute to their improvement in the form of landscaping, resurfacing, widening, boundaries between development curtilage and footpath, introduction of signs and street furniture etc.
- New developments’ contributions to enhance suitable existing pedestrian routes to allow for cycling particularly will be sought. Contributions will be sought both on-site and off-site.
- New development should contribute to the construction of new pedestrian routes / PROWs according to community aspirations, giving particular consideration to accommodating both cyclists and pedestrians, to the landscaping and attractiveness of the footpath or bridleway, safety and ease of crossing, etc.
- New development should improve the quality of footways on streets where it is lacking. In designing additional footways, the requirement of the Green and Open Space should be taken into consideration, such as presence of verges, tree lined streets etc.

- New developments' contribution to improve the appearance of existing streets through landscaping solutions (introduction of grassed or flower verges, planting of tree lines, etc.) will be sought, both for streets serving the development and for streets in other parts of the town.

QuBE Report Map



APPENDIX B1

Listed, Townscape Value, Landmark & Community Buildings

The schedule below has been extracted from the map at Appendix A, which is itself extracted from the QuBE Report, the schedule of listed buildings in Alford at Appendix B2 and buildings identified from local knowledge and town inspections.

Street	Listed	Townscape Value	Landmark	Other Community Buildings
<i>Station Road</i>	34			
West Street	Nos: 1 formerly <i>Thornalley's</i> , 7& 8 <i>West Street House</i> , Half Moon Public House, 27, 28, 29 White Horse Inn (now incorporates, demolished former brewery and maltings factory, Merton Lodge surgery, 40, 41-43 Almshouses, 44, 45, Queen Elizabeth's Grammar School, & Nos: 112 <i>Acacia Cottage</i> , 114, 116 <i>Alloa Cottage</i> , 117 <i>Potter's Rest Cottage</i> , 118, Methodist Chapel & Sunday School, The Manor House, 128 & 129 formerly <i>The Venetian</i> , 130 Antiques Shop.	Nos: 84, 85, 92, 93, 94, 97, 98, 104, 105, 106, 109, 110, 111, 119, 120, 123 (old Post Office), 124, 126, 127, & Nos: 4, 4a, 5, 6, 9, 11, 12, 13, 14, 15, 17, 18, 19, 20, 21, 22, 23, 24, 36, 37, 38, 39, 46, 47, 48, 49	Old Boys School	Alford Manor House. Methodist Church Hall. Alford Bowling Club Green and Pavilion. Access Church Hall. Access Church. Congregational Chapel and Hall. War Memorial Hall. Merton Lodge GP Surgery.
<i>Tothby Lane</i>	Tothby Manor House			
Commercial Road		No. 28		
Parsons Lane		No: 30, 31 <i>Brewers Cottage</i>		
Park Lane		Nos: 11, 12, 13, 14, 15, 16, 17, 18, 19, 20 Sessions House.		

Street	Listed	Townscape Value	Landmark	Other Community Buildings
Park Road		Nos: 1, 2, 5, 6, 7, 8, 9.		
Chapel Street		Nos: 7, 22, 24, old Masonic Hall, Hildred's factory, West Cottage and East Cottage (which originally both formed a Methodist Chapel built in 1817).		
High Street	Nos: 4, 5, 6, 13 The George Hotel, 14 shop adjoining George Hotel, 16, 19 formerly White's.	Nos: 1, 2, 3, 5, 7, 12, 15, 17, 18,		
The Hole in the Wall, being numbered as High Street	16 High Street	15 High Street		
Church Street	St Wilfrid's Church, War Memorial, 8, 12 Ivy House, 15 Hanby Hall, 16.	St Wilfrid's Church Hall, War Memorial, The Anchor.		
East Street (formerly Thoresthorpe Road)	Nos: 3, 29 <i>Welland House</i> , 36 <i>The Elms</i> , 37 <i>The Yews</i> , The Windmill, Windmill Sail Store & Outbuildings, Windmill Offices, Windmill Pigsty & Engine Shed.	Nos: 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 30, 31, 39 <i>The Old Manse</i> , 40 <i>The Meadows</i> , 51, 52		Squash Courts. Silver Band Practice Hall. St Wilfrid's Church Hall. Alford Town Football Club Field and Pavilion.
Bilsby Road		No. 1.		
Market Place	Nos: 5 Barclays Bank, 9a Angeline's Patisserie, 9b, Corn Exchange, Windmill Hotel, 13 Lloyds Bank, 14 formerly pharmacy, Drinking Fountain, 15 formerly White's, 16 formerly Emmitt's, 26.	Nos: 1, 2/3, 4, 7, 8, 9b, 17, 18, 19, 21, 22, 23, 24, 25.	Windmill Hotel, 17, 22	The Corn Exchange.

Street	Listed	Townscape Value	Landmark	Other Community Buildings
Windmill Lane		Old surgery, old surgery extension (now a separate building).		
South Market Place	Nos; 11 formerly Spridgeon's, 12 formerly PJ Bedford, 26 Suttons.	Nos: 1, 2, 3, 4, 13, 15, 16, 24, 25, 27, 28.		Library Centre/ Hub.
South Street	Nos: 7 White Hart Public House, 12, 14, 31 The Black Horse Public House,	Nos: 2, 4, 6, 8, 17 (old garage), 28. & Nos: 9, 11, 13, 15, 17, 19, 21, 23, 29, 39, 41, 43, La Rochelle, 45, 47, 49, 51, 53.		Farlesthorne Road:- Alford Primary School. Surestart Children's Centre. Memorial Park, Recreation Ground. Alford & District Cricket Club Ground and Pavilion. Alford Hockey Club (if it ownsthe pitch in the cricket field?).
Caroline Street		Nos: 3, 4, 12, 26, 27.		
Hanby Lane		14, 15, 16.		Alford Sports Hall at John Spendluffe School. John Spendluffe School Swimming Pool.
Mount Pleasant		No. 13 & to rear.		
Hamilton Road (B1196)		Nos: 1, 11, 11a, 15, 17, 19, 21, 23, 25, 27, 29, 31, 33, &		

Street	Listed	Townscape Value	Landmark	Other Community Buildings
		Nos: 2, 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 50, 52, 54, 56, 58, 60, 64, 68, 70		
Chauntry Road		Nos: 12, 14, 20, & Nos: 15, 17, 19, 21, 23, 25, 27.		
Bourne Road		Cotswold, 16(?) Nos: 6, 7, 26, 25, 26, 29, 30, 33, 34		

Listed Buildings Schedule (ex-ELDC)

Listed & Other Important Buildings & Landmarks in Alford

Listed Buildings & Landmarks	
Description / address	Grade
St Wilfred's Church	I
The Windmill	I
The Manor House	II*
Hanby Hall, 15 Church Street	II*
Windmill Sail Store & Outbuildings, East Street	II
Windmill Offices, East Street	II
Windmill Pigsty & Engine Shed, East Street	II
Corn Exchange	II
Windmill Hotel	II
118 West Street	II
8 Church Street	II
16 Church Street	II
The Yews, 37 East Street	II
Angelene's Patisserie	II
6 High Street	II
14 Market Place (formerly pharmacy)	II
16 Market Place (formerly Emmitt's)	II
11 South Market Place (formerly Spridgeons)	II
40-43 West Street <i>Ambulance</i>	II
Alloa Cottage, 116 West Street	II
Potters Rest Cottage, 117 West Street	II
128 & 129 West Street (formerly "The Venetian")	II
Methodist Chapel & Sunday School, West Street	II
34 Station Road	II
"Barclays Bank", Market Place	II
12 South Market Place (formerly PJ Bedford)	II
White Hart Public House, South Street	II
12 & 14 South Street	II
War memorial in churchyard	II
Ivy House, 12 Church Street	II
Welland House, 29 East Street	II
"Suttons", 26 South Market Place	II
Queen Elizabeth's Grammar School	II
Half Moon Public House	II
Acacia Cottage, 112 West Street	II
114 West Street	II
Antiques Shop, 130 West Street	II
The Black Horse Public House	II
Tothby Manor House	II
1 West Street (formerly "Thornalley's")	II
Merton Lodge	II
3 East Street	II
The Elms, 36 East Street	II
5 High Street	II
The George Hotel & Adjoining Shop	II
Lloyds Bank, Market Place	II

15 Market Place (formerly "White's")	II
19 High Street (formerly "White's")	II
White Horse Inn	II
West Street House, 7 & 8 West Street	II
Drinking Fountain, North end of Market Place	II

Categories of listed buildings

Grade I buildings are of exceptional interest, only 2.5% of listed buildings are Grade I

Grade II* buildings are particularly important buildings of more than special interest; 5.5% of listed buildings are Grade II*

Grade II buildings are of special interest; 92% of all listed buildings are in this class and it is the most likely grade of listing for a home owner.

Other important & valued buildings
<i>Description / address</i>

QuBE Report – Paragraph 8.2.3 & Section 9

The 4 pages following are direct copies of page 41, for paragraph 8.2.3, and Section 9:



Coswold property, Clauray Road



The Old Bowling Green development, Windmill Lane

8.1.6 The garden area to the south east of No. 36 East Street and the field to the rear of Nos. 36, 36a and 37 East Street make a strong contribution to the character of the conservation area, providing a pleasant green setting and providing views out of the conservation area. The present boundary divides the listed buildings from their gardens and the inclusion of this area will ensure that the conservation area follows a well defined boundary.

8.1.7 The area of land to the north of the Windmill forms an important setting to Alford's famous five sail windmill. No. 51 East Street is a well detailed C19 brick detached property and together with the windmill, it creates a gateway into the conservation area. This building and land are, therefore, proposed for inclusion within the conservation area boundary.

8.2 Removals

8.2.1 It is proposed to remove the land to the rear of 112 West Street and to the east of the factory site on Commercial Road to ensure that the conservation area follows a well defined boundary.

8.2.2 It is proposed to remove 'The Old Bowling Green' property development off Windmill Lane. This modern red brick development is not in keeping with, and does not compliment, other properties and developments within its immediate setting and the conservation area.

8.2.3 The former Straven factory site off West Street has now been demolished and the area allocated for mixed-use redevelopment. Given that the conservation area boundary was drawn to include the original buildings on the site and that these have been demolished, there is no need to retain this area within the boundary. As the site adjoins the conservation area and is adjacent to several listed buildings, any development proposals will still need to carefully consider the impact on the setting and views into and out of the conservation area and on the setting of the adjacent listed buildings.



Replacement of windows and doors with uPVC,
Caroline Street

9.0 SUMMARY OF ISSUES

9.1 Erosion of Historic Detail

9.1.1 Throughout Alford, buildings have suffered from the removal/ alteration/ replacement of traditional features and materials. Works such as the replacement of windows and doors with uPVC or the re-roofing of properties with non traditional materials such as concrete interlocking tiles seriously erodes the historic and aesthetic value of the town. However, such works do not require planning permission on non listed domestic properties.

9.1.2 At present there are no Article 4 Directions in Alford, but their introduction would help to reduce the erosion of historic character by preventing inappropriate or misguided actions taking place. They should be used in conjunction with education about the pros and cons of timber versus other materials, perhaps in the form of an information leaflet. Proactively encouraging owners to reinstate original features, perhaps through the offer of grant aid, would also benefit the town.

9.1.3 A number of buildings in Alford would benefit from the restoration of features, which would have an enormously beneficial impact on the town's streetscape. As well as the large number of plastic replacement windows and doors in the town in some cases original window openings have also been altered. Encouragement to restore original windows, doors and openings would considerably enhance a number of streets. This is a particular problem on West Street, Caroline Street and to some extent Hamilton Road. A number of properties have had corbelled doorways blocked up, and the reinstatement of this feature or its introduction in new developments would help to promote local distinctiveness in Alford.

9.1.4 Nos. 51- 54 are a group of terraced properties which are in a poor state of repair but display a number of historic features. An enhancement scheme on this site to reinstate windows, window canopies and other features would be of great benefit to the appearance of this terrace.



Derelict Listed Buildings, Nos. 12 & 14 South Street



Derelict former Boys School, West Street

9.2 Backland development and inappropriate new extensions

9.2.1 The many pedestrian and vehicular accesses from High Street and West Street allows the rear of many buildings to be open to public view. A number of poor quality extensions and new buildings using non traditional materials and roof forms have been erected and have a detrimental impact on the character and appearance of the conservation area.

9.2.2 Development Control and Conservation policies should be used to ensure that local architects and builders understand the importance of good design within the conservation area and greater encouragement should be given to replace inappropriate alterations with traditional materials and designs. The use of traditional materials and designs could also be enforced through the imposition of planning conditions and offers of grant aid where available.

9.3 Derelict buildings and vacant premises

9.3.1 There are some key groups of commercial buildings within the town that are semi-derelict and some vacant commercial (and residential) premises in the Market areas and along West Street and the High Street which detract from the character of the town. Their appropriate refurbishment and re-use would help to preserve a key characteristic of Alford.

9.3.2 The renovation of the former Boys School at the entrance to the conservation area on West Street would create a striking and pleasing development at an entrance to the conservation area.

9.4 Shopfront improvements

9.4.1 A number of shopfronts of poor quality or with inappropriate modern replacements are interspersed amongst some good traditional shopfronts predominantly along the High Street and West Street. These poor quality shopfronts detract from the overall



Poor quality shop fronts along West Street



View of Straven Knitwear factory from the junction of West Street and Commercial Road

character and appearance of the conservation area especially from the traditional buildings and streetscape that they are seen within. The appropriate repair of traditional shopfronts or replacement of unsympathetic shopfronts should be encouraged.

9.5 Redevelopment of Straven Knitwear factory site

9.5.1 The old Soulby & Son brewery site which later became the Straven Knitwear site is situated behind West Street and is a key development site within the heart of the conservation area which at present has a detrimental impact on the surrounding area. The derelict buildings are visible in views from West Street and to some extent in views from South Street, Chsuntry Road and Hamilton Road. A development brief has been produced for this site and the retention of the historic buildings and the redevelopment of the site with appropriate buildings and residences should be encouraged in order to safeguard the character and appearance of the conservation area and also Alford's economy.

9.6 Traffic

9.6.1 Alford's position on the A1104, which runs along West Street, High Street, Church Street and East Street means that a high volume of traffic runs through the town. The narrow streets and buildings in close proximity to the road are particularly at risk from heavy goods vehicles and wide loads and some form of traffic management for the town centre is vital.

LINCOLNSHIRE COUNTY COUNCIL PUBLIC RIGHTS OF WAY (PROW)

Alford Area PROW Map (as overleaf)

This map can be found at <http://row.lincolnshire.gov.uk/map.aspx?act=Walking> and the location entered in the embedded 'Find location' search dialogue box. A screen print of the resultant map is overleaf.

PROW Map Legend

Lincolnshire

Countryside Access Mapping

Please note: This map is not the Definitive Map (the legal document) of public rights of way and is provided for guidance only.

Map Options - Help

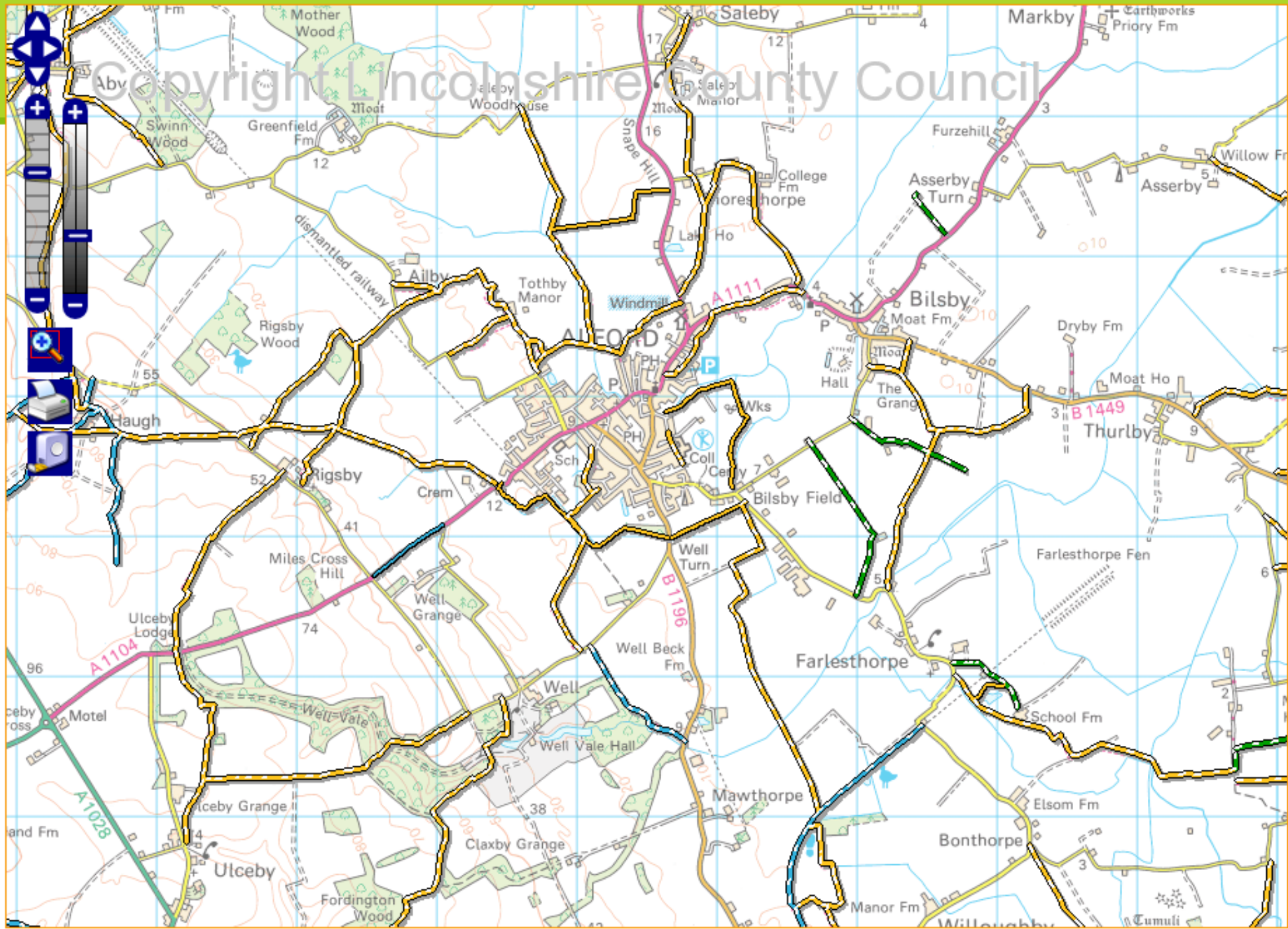
Current Activity: Walking

Change Activity:

Map Key:

- Footpath
- Bridleway
- Restricted Byway
- Byway
- Unmade Road
- Cycle Track
- Permissive Footpath
- Permissive Bridleway
- Permissive Restricted Byway
- Other

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Environment Agency - Flood Risk Map

Basic FRA Map centred on Alford Parish - created January 2017 [Ref: CCN-2017-34462]



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