

Chapter 16

Coastal (North)

Mablethorpe

Mablethorpe Town Centre

Trusthorpe

Sutton On Sea

Sutton On Sea Town Centre

Huttoft

Maltby Le Marsh

Theddlethorpe St. Helen

Withern

Chapter 16

Coastal (North)

16.1 Mablethorpe is the largest settlement in this area. The traditional seaside holiday role of the coastal area has been added to over the last ten years by the rapid growth of retirement homes. As it is a resort, there appear to be fewer direct functional links between the smaller settlements and the coastal centre than elsewhere in East Lindsey.

16.2 The Council sees the need to reinforce the traditional holiday role on the coast and better define the relationships between the settlements. It has taken the opportunity to review the provision of land for housing in Mablethorpe in particular and define a stronger service centre and employment role for the town as well as strengthening its holiday function with the Policies from Chapter 7.

16.3 The expected increase in size in the smaller settlements in the absence of a main village has been tackled by an appropriate allocation of housing land to both support local facilities and to prevent village cramming and expansion out into the open countryside.

Mablethorpe, Trusthorpe and Sutton-on-Sea

Mablethorpe (Inset Maps 28, 28.1)

16.4 Mablethorpe is the largest of the settlements which comprise this important holiday resort and it is in Mablethorpe where most holiday related activity takes place. The Local Plan will seek to reinforce and expand the holiday role focusing new holiday-related developments in and close to Mablethorpe and to a lesser extent in Trusthorpe.

16.5 The main holiday areas are located at North End and around Tower Farm on Sea Holme Road. The development consists principally of holiday chalets and static caravans in locations providing good access to the beach area. This proximity to the sea is considered an important element in maintaining the resort's attractiveness in accordance with the objective "to protect and enhance the seaside holiday role of the coastal resorts" of Chapter 7.

16.6 The conversion of holiday accommodation to permanent residential use is generally not considered to be desirable or necessary (Policy T9) as they could harmfully deplete holiday facilities and add to the over-provision of housing. Adequate housing provision is made elsewhere in the town and major allocations exist in Sutton-on-Sea.

16.7 The role of holiday chalets is particularly prone to misuse for permanent residential accommodation and the Council acknowledges that some have adopted a dual role as an unofficial provider of low-cost housing. However, the quality of accommodation, access and service provision does not satisfy the standard for today's housing and the principal use of such units must, therefore, be identified as holiday accommodation (Policy T16).

16.8 A major allocation of land for the expansion and co-ordination of themed visitor or 'leisure park' facilities (Policy T7) is identified at North End. The Council would seek a high quality of layout and design for a comprehensive and integrated leisure area/themed development.

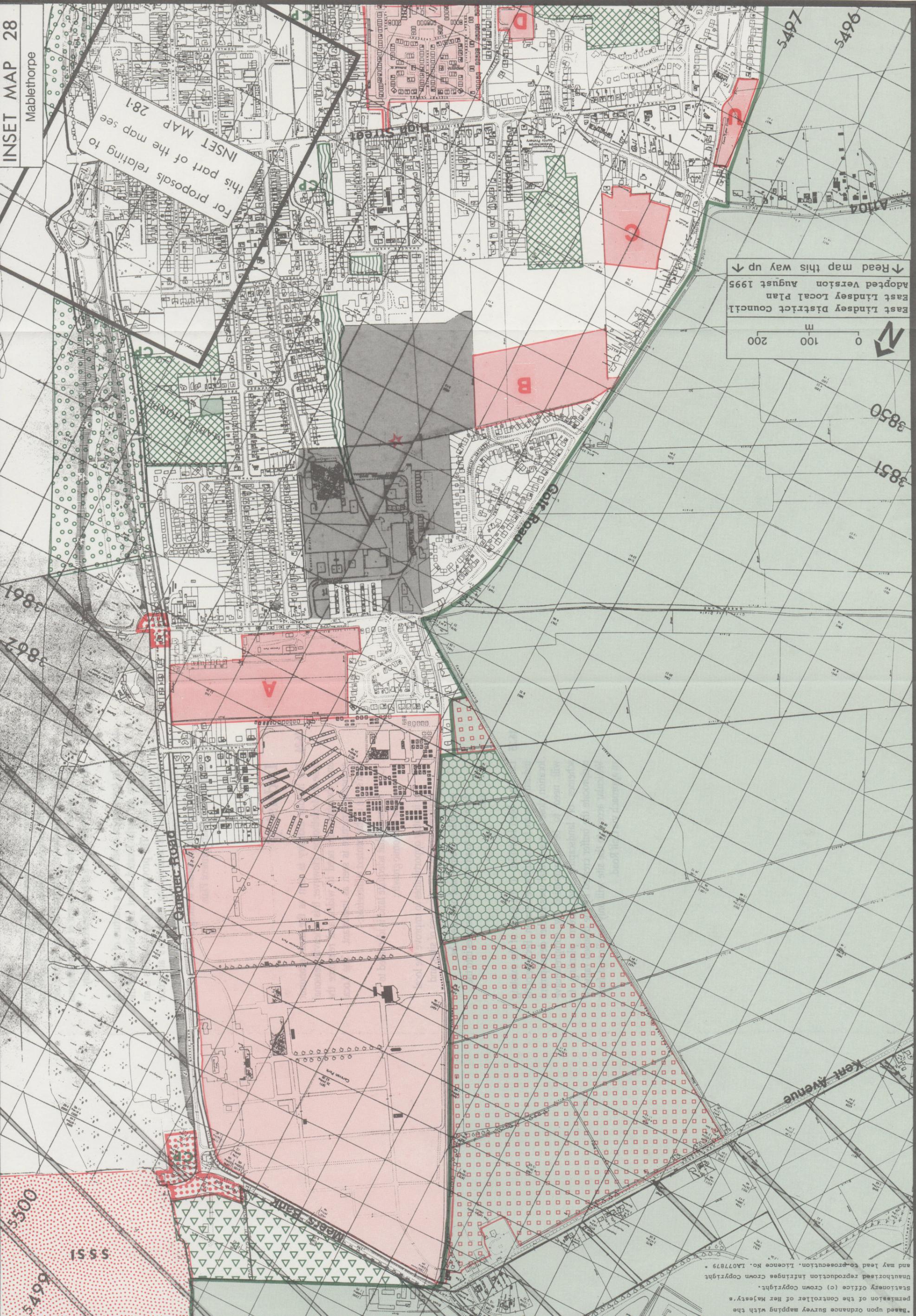
16.9 Valued and characteristic features of Mablethorpe are the areas of open space and recreational fields to the landward side of the sea defences, such as Queens Park, which provide a sheltered

INSET MAP 28

Mablethorpe

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INSET MAP 28-1
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alternative to the beach when prevailing winds come from the sea. A foreshore management plan (Policy T4) which links these areas by a stronger definition of the intervening linear walks, together with local environmental improvement schemes is seen as a means of making this area more attractive to promenaders, residents and holidaymakers, making it a more prominent feature in Mablethorpe.

16.10 The Council therefore intends to prepare a foreshore management scheme including access-point environmental improvement schemes for the area between North End and the Wolds Grift Drain outlet.

16.11 There has been a large amount of development in Mablethorpe and Sutton over the last ten years and growth has been split fairly evenly between the two centres. The average house building rate between 1981 and 1990 was 72 per annum and, indeed, it averaged 124 per annum between 1985 and 1991

16.12 At the beginning of the Plan period (January 1991) there were outstanding planning permissions amounting to 1,332 houses (Mablethorpe - 508, Sutton-on-Sea - 782 and Trusthorpe - 42).

This represents adequate land to meet demand over a 10 year period in excess of the house-building rate of the 'boom period' of the late 1980s.

16.13 To help redress what is clearly now an overallocation of housing land, the previous allocation on Golf Road - made in the Mablethorpe, Trusthorpe and Sutton Local Plan adopted in 1988 - has been reduced in area. Sites B & C identify this area as a preferred option but the scale of the land allocation reflects what is expected to be developed in the Plan period. The long term availability of the sites and adjacent land (without designation) can be more seriously considered for residential development

later, probably at the first review stage of the Plan.

16.14 Site A located off Ivel Grove represents an area of approximately 5 hectares, sufficient for some 90 houses. Development on sites A, B and C will be required to have regard for an integrated design for the area as a whole and its relationship with adjoining development.

16.15 In addition to the principles of development and good design stated elsewhere in Policy H6 and H1 a prospective developer will be required to pay particular attention to boundary treatment between Site B and the land allocated for industry. No vehicular access to the industrial area will be permitted via Jacklin Crescent and a 10 metre planted buffer, to be matched by an equivalent area on the industrial development site, will be required as part of any planning permission.

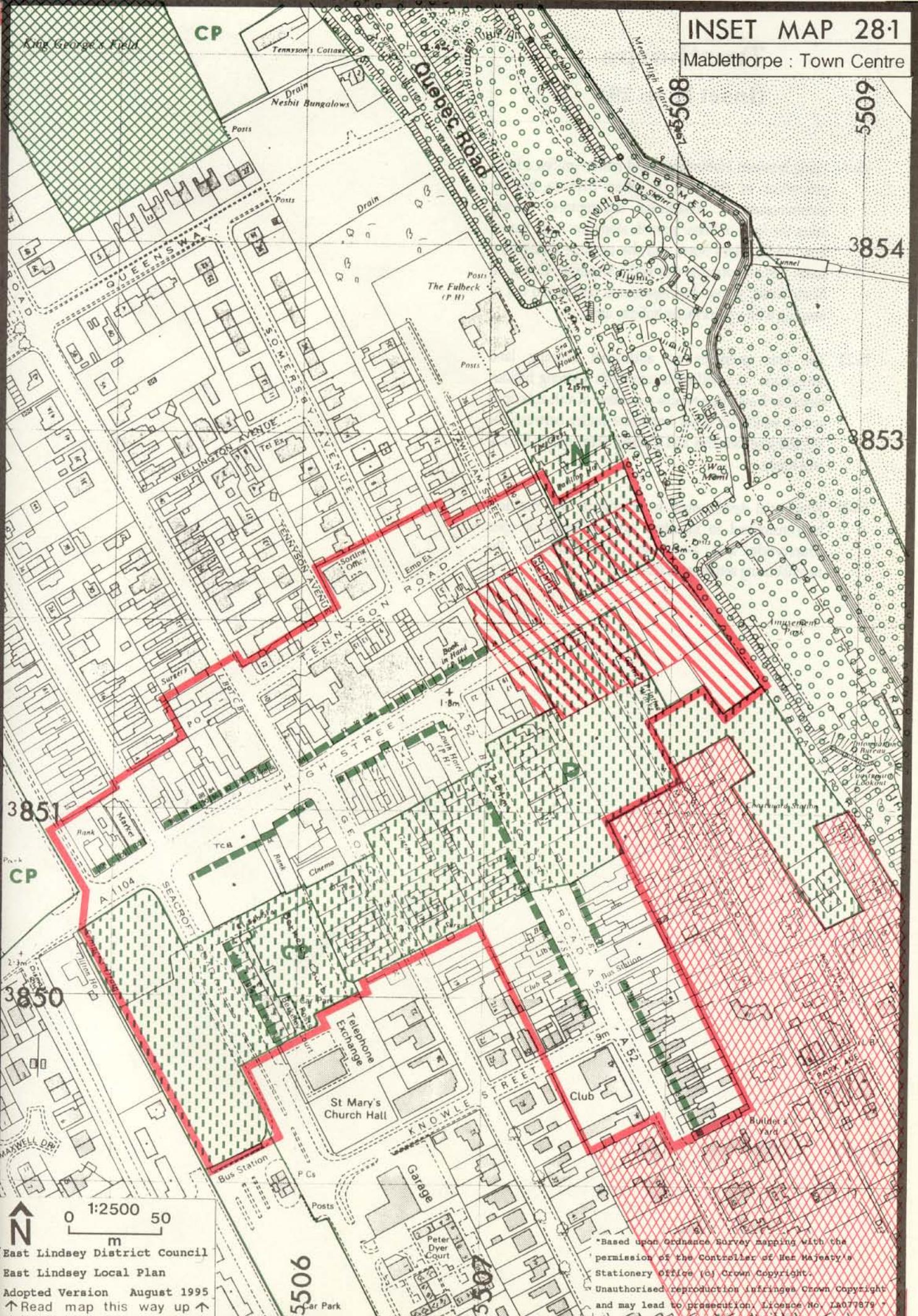
16.16 This buffer will then form part of a series of landscaped pedestrian links connecting the residential area with the town centre and beach. Adequate provision of housing land is made in the adjoining settlements of Mablethorpe and Sutton on Sea which, with their accompanying services/facilities are considered better able to meet locally generated need. The areas defined as protected open frontages are, therefore, of particular significance at Trusthorpe.

Shopping/Town Centre Activities

16.17 Retail and commercial activity in Mablethorpe is focused on High Street and Victoria Road, with an element on the side roads adjoining High Street. The eastern end of High Street, nearing the sea front, is primarily given over to holiday amusements.

16.18 Both High Street and Victoria Road are used as thoroughfares by visitors using the Coach and Car Parks on

INSET MAP 28-1
Mablethorpe : Town Centre





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Seacroft Road, and holiday related shops and services, mixed with typical consumer uses.

16.19 Mablethorpe's dual role as a focus for shopping and holiday related activities is one which the Local Plan tries to reinforce. The area of High Street between The Book in Hand public house and Quebec Road on the north side, and between Victoria Road and Gibraltar Road on the south side is at the core of holiday related activities. A Foreshore Management Plan (Policy T4) would provide a mix of sea front walks linking areas of open space and amusements which will develop around this core area which is identified as a possible redevelopment area (see Inset Map 28.1).

16.20 An area has been defined at the focus of holiday activity on High Street for Amusements development. This is an attempt to concentrate and thereby strengthen the holiday atmosphere of the locality and to prevent inappropriate amusements activities spreading into the shopping part of the High Street or nearby residential or holiday accommodation areas.

16.21 Elsewhere in the defined town centre the primary use will be shopping (Policy S1). The Council will seek to strengthen and improve this sector to create a better environment for shopper and visitor alike. A key element in this will be the redevelopment of the vacant land at the junction of Seacroft Road and High Street. Elsewhere, in and around the town centre (sites P & N). Policy ENV13 identifies sites where comprehensive redevelopment could greatly improve both holiday and shopper facilities - guided by development briefs prepared by the Council's planning policy team in association with the landowners.

16.22 A traffic management scheme for High Street including various traffic calming options, improved pedestrian

access and relocation of inappropriate town centre uses would complement the development of this prestigious site and benefit the resort's attractiveness considerably.

16.23 The town centre is served by a mixture of public and private car parks located about High Street and the Foreshore area. The provision of these facilities is an important part of maintaining the town's attraction which the Council will seek to protect and improve them and where appropriate to integrate them within the Foreshore Management Plan.

16.24 The holiday industry is seen as the main economic base in Mablethorpe. However, this is heavily seasonal and, therefore, the need to widen and reinforce the economic structure is seen as important. The Local Plan's role in this context is threefold: -

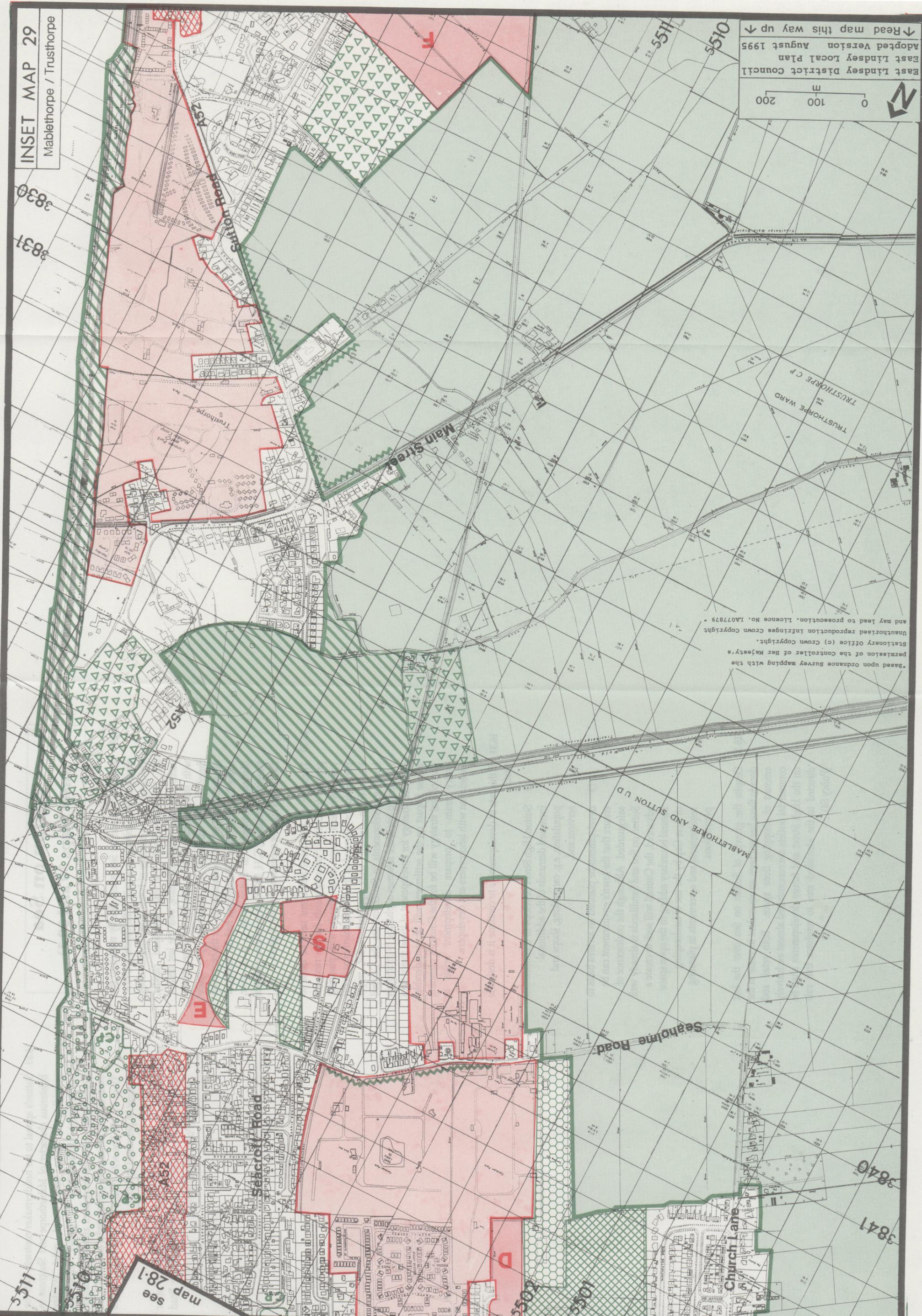
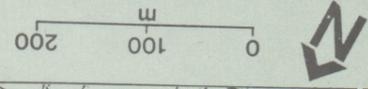
- to ensure that adequate land is identified to allow economic growth;
- to identify opportunities to improve the local environment and attractiveness of sites; and
- to enable a promotional package to be developed to attract new businesses into the area.

16.25 Land has been identified to the south of the existing industrial estate for its further extension. Because of its location close to residential uses further development will need to be accompanied by comprehensive schemes of landscaping and screen planting to reciprocate the buffer created by the disused railway. Vehicular access to the site will only be allowed from an approach via Golf Road.

INSET MAP 29

Mablethorpe / Trusthorpe

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see map 28.1

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Trusthorpe (Inset Map 29)

16.26 Lying between Mablethorpe and Sutton-on-Sea a large proportion of this area is given over to holiday accommodation. Residential development mainly takes the form of linear growth along the main Sutton Road (A52), Main Street and the unmade White Row Lane. An exception to this is the Meadows Estate, off North Road, whose development is considered out of keeping with a principally holiday area.

16.27 The Plan proposes no additional housing land allocations. A small settlement with a strong holiday element, Trusthorpe retains a number of valuable open spaces which act as an important buffer between the adjoining settlements and in these areas policy ENV20 will apply.

16.28 Residential development in Trusthorpe will therefore be constrained to maintain existing levels of open countryside and avoid the coalescence of the neighbouring settlements (ENV 20).

Sutton-on-Sea (Inset Maps 30, 30.1)

16.29 The role of Sutton-on-Sea is less directly related to the tourist trade, despite the proximity of the holiday parks at Trusthorpe and a number of hotels/guest houses along the Trusthorpe Road. It has developed rapidly, particularly as a retirement centre, over the last decade with the construction of a number of large estates threatening to consume the remaining open space between Sutton-on-Sea and Sandilands. At the beginning of the Plan period over 780 dwellings had the benefit of planning permission in Sutton-on-Sea. It is clear, therefore, that sites F,G,H,J,K, R are more than adequate for Sutton's housing needs over the next 10 years.

16.30 Therefore, no additional allocations need be made to provide for Sutton's housing needs for the next ten years over and above those already with planning permission or allocated in the 1988 Mablethorpe Local Plan. When dealing with applications for major housing developments in Sutton-on-Sea the Council will seek to introduce schemes of phasing to promote a balanced strategy for development of those major sites whose impact on the settlement will be considerable. Part of that strategy will be for the Council's planning policy team to prepare development briefs in association with landowners and developers.

16.31 If this rate of development is to continue it is desirable that:

- Sutton High Street develops to accommodate increased demands of the additional population, e.g. car parking, shops and services and,
- developments be planned on an area basis to ensure that the town's environment can be safeguarded. Although the coalescence of Sutton on Sea and Sandilands is already well advanced, the Council will seek to create a natural boundary adding to

the open space of Acre Gap by the use of landscaping requirements and agreement sin planning permissions.

16.32 Despite the growth of Sutton on Sea over the last decade there has not been an equivalent increase in the amount of shopping floor space. Both retail and commercial outlets are concentrated almost exclusively on the High Street and future developments shall be directed to the identified area to reinforce that role (Policy S4).

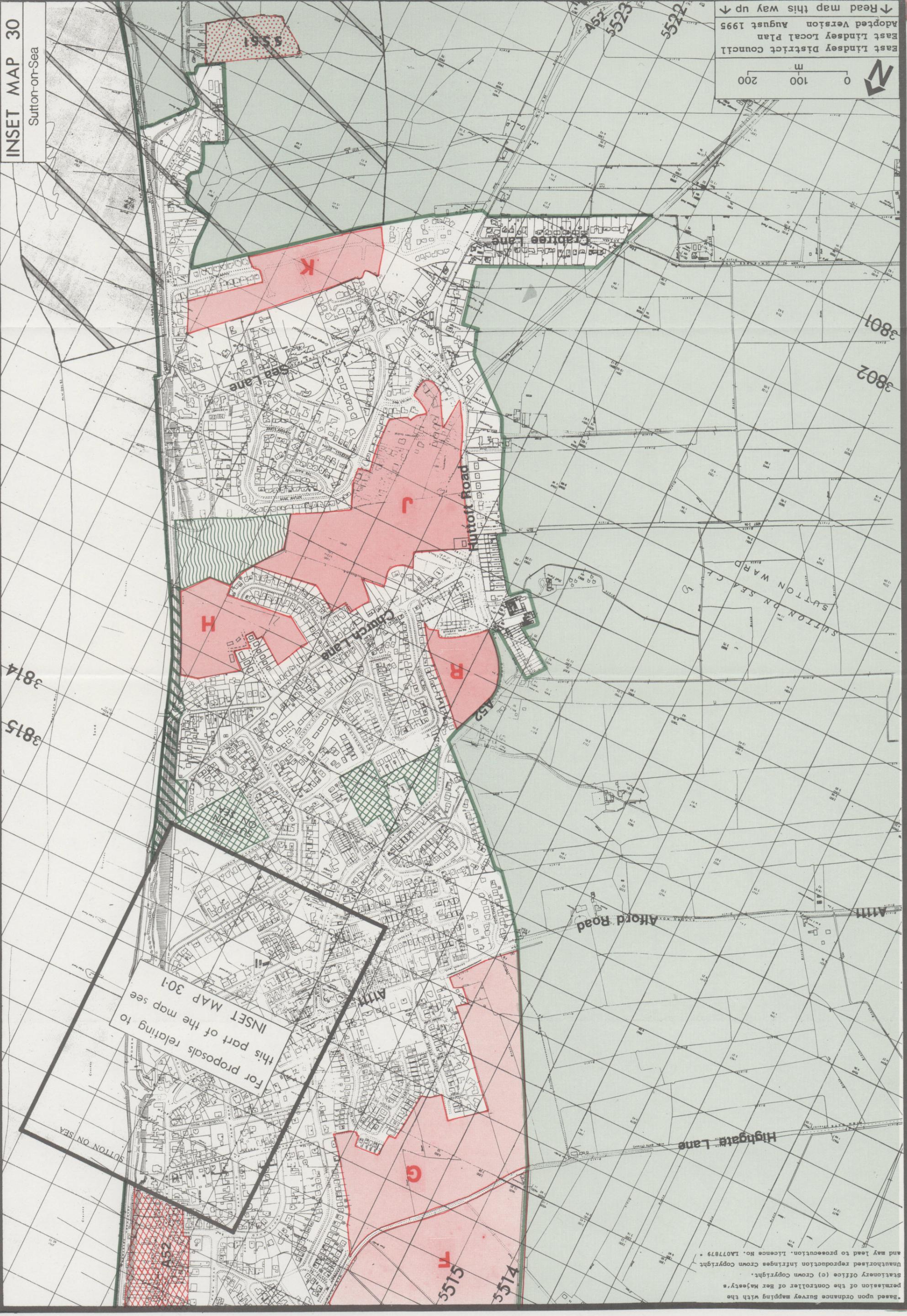
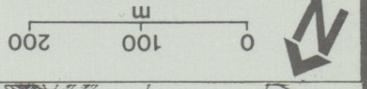
16.33 Sutton's appeal to the holidaymaker contrasts with the boisterous character of Mablethorpe and Skegness in providing a more sedate and quiet holiday environment, well suited to family enjoyment. Consequently, no areas have been allocated for major attractions or amusement centres under policies T2, T3, T5 or T7. In line with Policy, T5, amusement centres will not be permitted in Sutton.

16.34 The Bacchus Hotel provides the anchor for other serviced accommodation along the Trusthorpe Road area where Policy T9 will apply.

INSET MAP 30

Sutton-on-Sea

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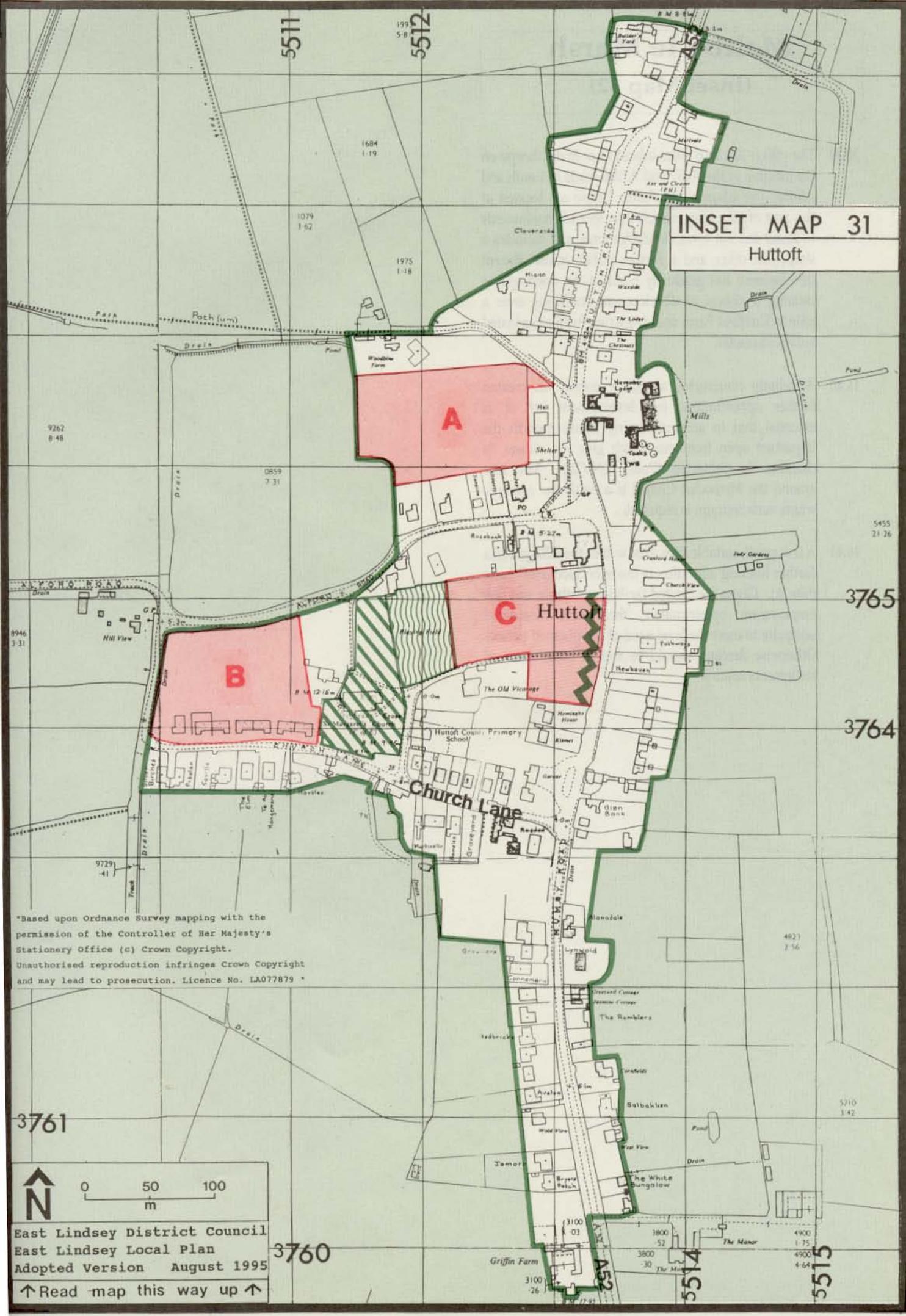
Huttoft (Inset Map 31)

16.35 Set 2 miles inland from the sea Huttoft has developed around the Church along the A52, Sutton to Skegness Road. The church dominates the village from its elevated position and the surrounding trees add to its character. The main road frontage to this area is an important element of this feature where policy ENV 20 will apply.

16.36 The two housing sites, A and B, already have the benefit of planning permission and are clearly capable of meeting Huttoft's general housing needs for the next ten years. Any further possibilities for small scale low cost local needs housing could be investigated under Policies H5 and H10.

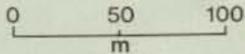
16.37 The northern and southern boundaries to the village are clearly defined on the ground and infill sites have taken up most available plots. The small group of buildings around the Stores to the north is a remote element considered to be dominated by the countryside and development between the two areas should not be permitted to harm this character.

16.38 Local industry is essentially provided by the flour mills and agriculture, but recent growth is seen more as a response to inward migration which will be accommodated on existing sites with planning permissions over the plan period.



INSET MAP 31
Huttoft

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Maltby le Marsh (Inset Map 32)

16.39 The village lies two miles inland from Mablethorpe on the junction of the A157 and A1004 roads to Louth and Alford. The Church and Public House are located at this part of the village which then spreads northwards in linear fashion towards Mablethorpe and includes a shop/post office and a further public house. Recent development has gradually filled in the open spaces creating a ribbon of development stretching over a mile to Eastfield Farm and detracting from a nucleated village character.

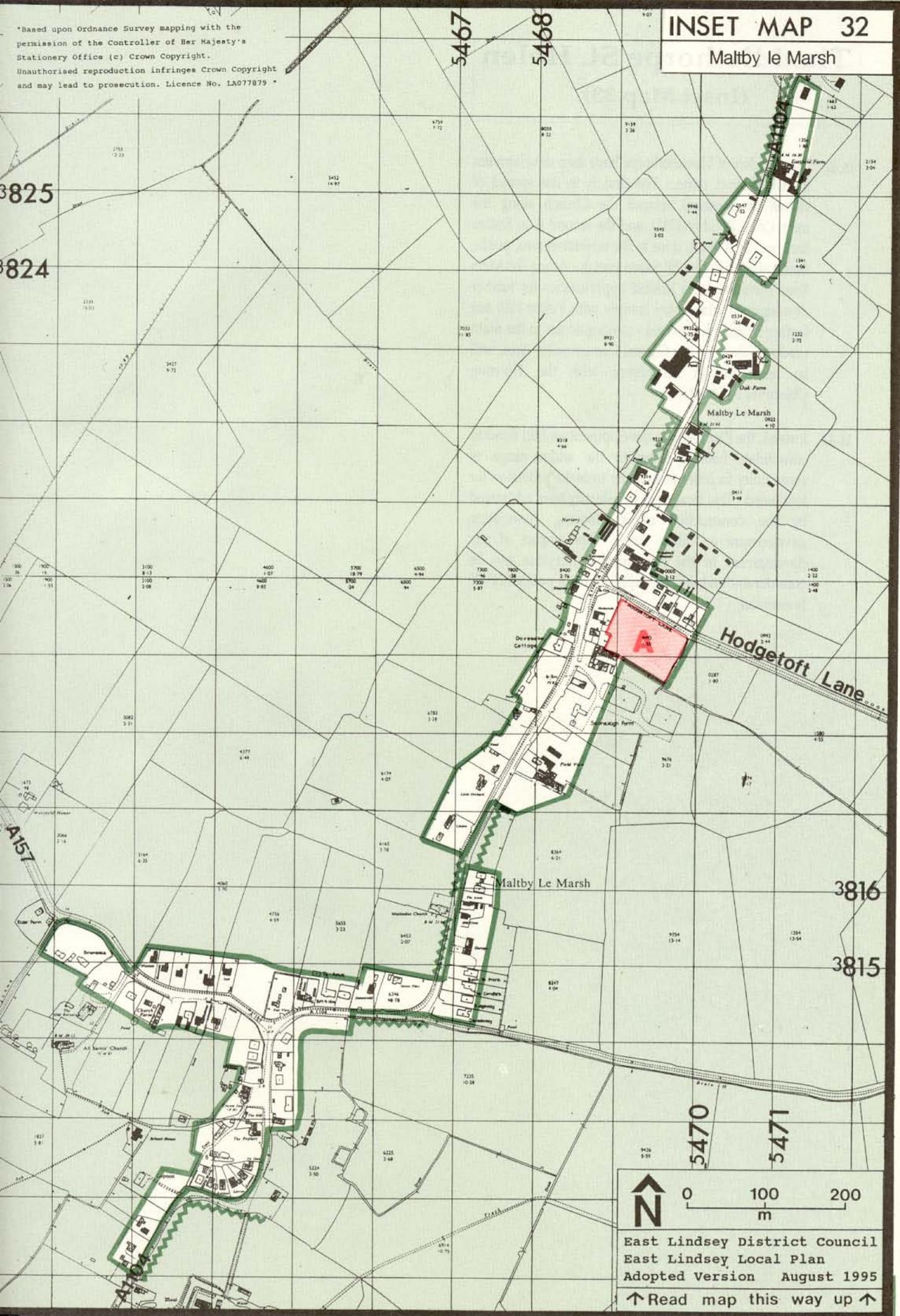
16.40 A recently constructed sewerage system has created further opportunities for development but it is essential that in accommodating future growth the important open frontages which give the village its character be protected (Policy ENV20). The area around the Methodist Chapel is a particular example where such restraint is required.

16.41 A few small, suitable sites exist within the village and a further housing allocation is made on Hodgetoft Lane (Site A). Given the limited facilities available and few employment opportunities, these are considered adequate to meet the local need of the planned period. Otherwise demand should be met in better serviced settlements nearby.

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INSET MAP 32

Maltby le Marsh



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Hodgetoft Lane

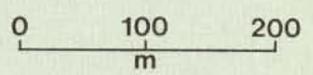
Maltby Le Marsh

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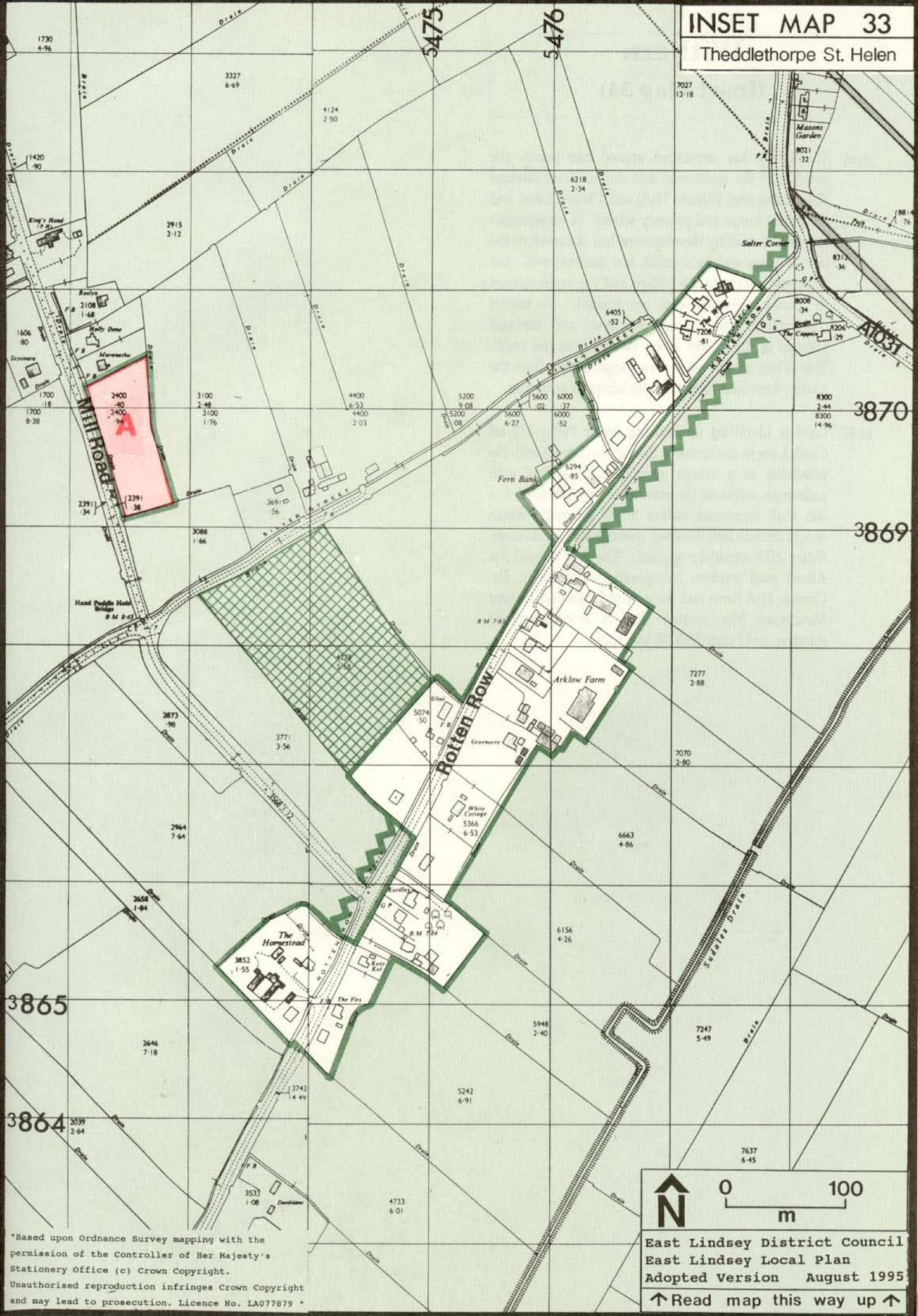
Theddlethorpe St. Helen (Inset Map 33)

16.42 The Parishes of Theddlethorpe have seen development in two distinct parts. The first is in the spread of ribbon development around the Church along the main Coast Road (A1031), and the second is in Rotten Row and Mill Road, close to the recreation area, public house and school in All Saints parish. Along the Main Road there are some limited opportunities for further development which may comply with Policy H10 but further housing in the area - seeking access to the main road and abutting the Coastal Conservation Area, will be restrained in accordance with the Housing Objectives of Chapter 8.

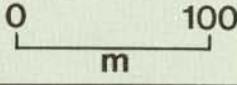
16.43 Instead, the Plan permits development on Mill Road to consolidate housing close to the wider range of community facilities principally to make provision for local need. This local need has already been addressed by the construction of a Housing Association development on Silver Street. The impact of any development in the flat, open countryside can be considerable and the strict application of policy ENV20 is essential.

INSET MAP 33

Theddlethorpe St. Helen



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Withern (Inset Map 34)

16.44 The village has developed around two points, the junction of the main road and Alford Road (around The Manor, and Withern Hall) and Church Lane, and the public house and primary school. A considerable amount of infilling development has occurred in the last 20 years and as a result, few undeveloped road frontages remain in the village and the opportunities for further developments are limited. A further constraint is imposed by the open and elevated position of the village when viewed from the north. This is less of a problem when approaching from the south where landscape provides adequate screening.

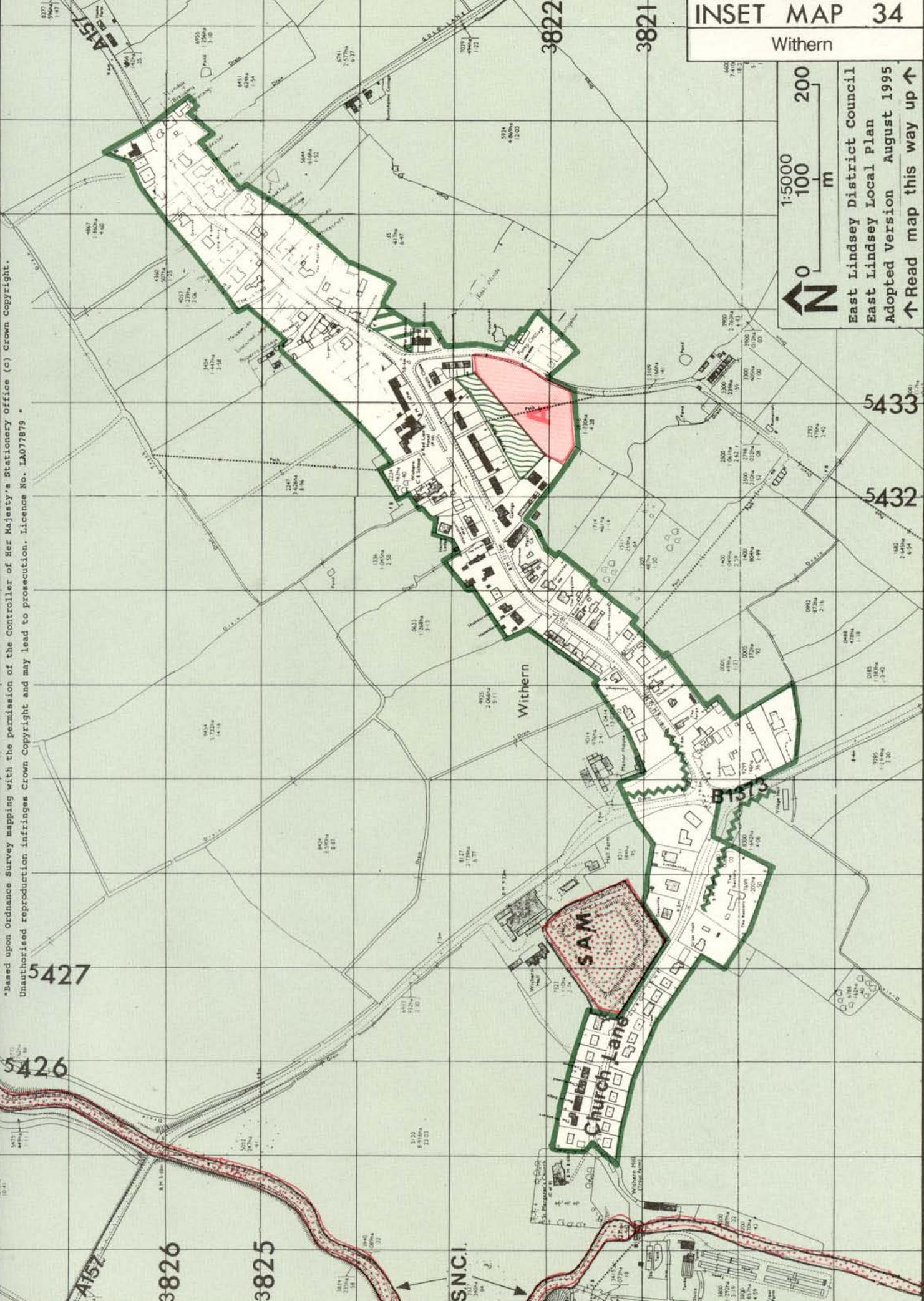
16.45 Land is identified for housing under Policy H2 off Chalk Lane in the centre of the village (Site A) with the possibility of a village amenity or play area with pedestrian access off the main road. It is intended that this shall counteract further linear expansion which would intrude into the open countryside. In all cases, Policy H10 would be applied. The area around the Alford road junction incorporating the Manor, The Church, Hall Farm and the nearby Scheduled Ancient Monument (the moated site) is environmentally sensitive and Policy ENV 20 will apply.

Withern

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