

Reference: 06/21/0524/F

Parish: Hemsby

Officer: Mr G Bolan

Expiry Date: 17/09/2021

Applicant: Mr M Stephenson – Great Yarmouth Borough Council

Proposal: Installation of 6 no. 6m-tall steel columns supporting 6 no. mesh-lighting internally-illuminated letters, each of 2.3m height x 1.8m width, and associated ground works and infrastructure including supporting platform

Site: Oasis Amusements (adjacent)
Beach Road
Hemsby

Procedural note: This application is brought before committee as Great Yarmouth Borough Council is the applicant.

This application was reported to the Monitoring Officer as an application submitted by the Borough Council, as applicant, for determination by the Borough Council as Local Planning Authority. The Monitoring Officer has checked and made a record on the file that she is satisfied that it has been processed normally and that no other members of staff or Councillors have taken part in the Council's processing of the application other than staff employed within the LPA as part of the determination of this application.

REPORT

1. Background / History:-

- 1.1 The application is for the Installation of 6 no. 6m-tall steel columns supporting 6 no. mesh-lighting internally-illuminated letters, each of 2.3m height x 1.8m width, and associated ground works and infrastructure including supporting platform, the application has been put forward to members due to Great Yarmouth Borough Council itself being the applicant.
- 1.2 The location of the illuminated letters spelling "HEMSBY" are on the south side of Beach Road, Hemsby, located to the rear of Oasis Amusements and can be seen from the east side of the recently constructed Richardsons car park. The

proposed letters are proposed to stand on a pole and reach 6m tall and will be seen from Beach Road, Hemsby.

- 1.3 The site location is located within the Prime Commercial Holiday Area well established area for tourists and locals to visit throughout the year.
- 1.4 The proposed letters are to attract visitors to the area and allow a visual advertisement of the location Hemsby, the letters also allow visitors and locals to take photos/selfies to advertise their visits to the local area on social media platforms.

2. Consultations :-

- 2.1 Hemsby Parish Council - No Objection
- 2.2 Norfolk County Council Highways – No Objection
- 2.3 Conservation – No Objections
- 2.4 Nearby Neighbours – No Objections

3. Policies:

The following policies are relevant to the consideration of this application:

Core Strategy 2013 – 2030 policies:

- CS8 – Promoting tourism, leisure and culture

Remaining - 2001 Borough Wide Local Plan

- BNV22 – Advertisements

The following emerging Local Plan Part 2 (final draft) policies should also be noted:

- L1 – Holiday Accommodation Area.

Policy CS8 – Promoting tourism, leisure and culture

As one of the top coastal tourist destinations in the UK, the successfulness of tourism in the Borough of Great Yarmouth benefits not only the local economy but also the wider subregional economy as well. To ensure the tourism sector remains strong, the Council and its partners will:

- a) Encourage and support the upgrading, expansion and enhancement of existing visitor accommodation and attractions to meet changes in consumer demands and encourage year-round tourism
- b) Safeguard the existing stock of visitor holiday accommodation, especially those within designated holiday accommodation areas, unless it can be demonstrated that

the current use is not viable or that the loss of some bed spaces will improve the standard of the existing accommodation

c) Safeguard key tourist, leisure and cultural attractions and facilities, such as the Britannia and Wellington Piers, Pleasure Beach, Hippodrome, the Sea Life Centre, the Marina Centre, Great Yarmouth Racecourse, St Georges Theatre and Gorleston Pavilion Theatre

d) Maximise the potential of existing coastal holiday centres by ensuring that there are adequate facilities for residents and visitors, and enhancing the public realm, where appropriate

e) Support the development of new, high quality tourist, leisure and cultural facilities, attractions and accommodation that are designed to a high standard, easily accessed and have good connectivity with existing attractions

f) Encourage a variety of early evening and night time economy uses in appropriate locations that contribute to the vitality of the borough and that support the creation of a safe, balanced and socially inclusive evening/night time economy

g) Support proposals for the temporary use of vacant commercial buildings for creative industries, the arts and the cultural sector, where appropriate

h) Seek to support the role of the arts, creative industries and sustainable tourism sectors in creating a modern and exciting environment that will attract more visitors to the borough

i) Support proposals for new tourist attractions and educational visitor centres that are related to the borough's heritage, countryside and coastal assets, and emerging renewable energy sector

j) Ensure that all proposals are sensitive to the character of the surrounding area and are designed to maximise the benefits for the communities affected in terms of job opportunities and support for local services

k) Encourage proposals for habitat-based tourism, especially where these involve habitat creation and the enhancement of the existing environment, in particular the areas linked to the Broads Core Strategy – Adopted December 2015 / Page 67

Understanding the value of tourism 4.8.1 Tourism is an integral part of the sub-regional and local economy. In 2011, the Borough of Great Yarmouth attracted over 1 million⁷ staying visitors and almost 4 million day visitors per year, with an estimated total visitor spend of £398 million and a total supplier and income based spend of almost £134 million, meaning that the total worth of the visitor economy in 2011 was over £531 million. In addition, approximately 30% of all employment in 2011 was tourism related. 4.8.2 To ensure that the sub-regional and local visitor economy remains buoyant, it is important that the quality and range of the facilities and accommodation within the borough continue to meet the requirements and expectations of existing visitors and attract new visitors. Safeguarding current visitor facilities and attractions 4.8.3 The borough offers a wide range of visitor facilities and attractions, with each of the borough's holiday centres providing a different offer in terms of their own identity and character. This variety widens the borough's appeal to a larger variety of holiday markets, ranging from day visitors, short breaks, business tourism and traditional summer holiday makers. 7 Tourism South East Economic Impact of Tourism Great Yarmouth - 2011 Results

l) Protect rural locations from visitor pressure by ensuring that proposals for new tourist, leisure and cultural facilities are of a suitable scale when considering relevant infrastructure requirements and the settlement's position in the settlement hierarchy, in accordance with Policy CS2

- m) Protect environmentally sensitive locations, such as Winterton-Horsey Dunes Special Area of Conservation (SAC), from additional recreational pressure by seeking to provide facilities to mitigate the impact of tourism. In addition, the Council and its partners will seek to develop a series of 'early warning' monitoring measures which will be set out in the Natura 2000 Sites Monitoring and Mitigation Strategy along with the identified mitigation measures
- n) Support proposals involving the conversion of redundant rural buildings to self-catering holiday accommodation and/or location appropriate leisure activities, particularly where these would also benefit local communities and the rural economy
- o) Support the development of navigational links to the Broads and beyond where possible
- p) Work with partners to improve accessibility and public transport links to make it as easy as possible for visitors to travel to and around the borough

Policy BNV22: Advertisements

Proposals for the display of advertisements will be permitted if they meet the following criteria:

- (a) they are well designed and sited;
- (b) where appropriate, they respect the character and architectural features of the building on which they would be displayed;
- (c) they would not result in a proliferation of advertisements in any one location;
- (d) they would not be unreasonably visually obtrusive;
- (e) those in conservation areas would be compatible with the character or appearance of the area; and
- (f) they would not give rise to a hazard to public safety.

Policy L1: Holiday Accommodation Areas

Within the 'Holiday Accommodation Areas' as defined on the Policies Map, the Council principally aims to:

- a. encourage year-round, sustainable tourism;
- b. support proposals which upgrade or enhance existing or replacement visitor accommodation and ancillary tourist facilities;
- c. resist the loss of tourism uses to non-tourism uses; and
- d. maintain and improve the public realm and the area's open spaces.

4. Assessment: -

- 4.1 The Proposed letters are to be located south of the Oasis amusements within and running on the East side of the Richardsons car park. Each letter is located 3.5m from ground level to bottom of the letter, with each letter being 2.3m in height, each letter will space 0.25m apart.
- 4.2 Beach Road, Hemsby is located within the Prime Commercial Holiday Area, it sees a vast amount of tourism and visits from residents of the borough each year, and Beach Road is Predominantly made up of amusements, children's rides, hot and cold food stalls and many more attractions. The stretch of Beach Road leads itself to east end where the entrance to the Beach is located.

- 4.3 The proposal is to be 6m in high in total and will extend north to south for an area up to 11.67m long, the LED's serving the letters is 110 lm/watt. The manufacturer of the letters has stated that the combined wattage of the Hemsby letters is 180w therefore these letters will emit 19,800 lumens over a 26.8m² surface area. These are very low level lights and can be conditioned as such.
- 4.4 Regarding the level of illuminance at night, the proposal has suggested the letters will be illuminated from dusk until midnight. This has been considered by Officers and it is proposed that any approval could be conditioned so that no illuminance will occur outside of the hours 09:00 – 00:00 hours, which is consistent with other attractions within the area and there are no residential dwellings which would be affected by the development.
- 4.5 It is also proposed that the letters are to be operational through the summer season but for the protection of the letters they will be removed during the winter period for safe storage and protection from weather. It is therefore proposed that any permission granted should be conditioned such that the letters shall only be erected during the period 29th April until the 1st October in any given year.

Tourism and economic benefits

- 4.4 The location of the site is within the Prime commercial holiday area, the proposal is considered to be an attraction, which will invite visitors and local residents of the Borough to come and view and although it will only contribute on a small scale, it is still considered to benefit the local economy by boosting the use of tourist facilities across the Borough and attracting visitors, which is consistent with the aims set out in Core Strategy policy CS8.

Conclusion

- 4.4 The proposal is considered acceptable in the proposed location and area; the area located within the Prime Commercial Holiday Area and will bring much needed benefits to the tourism and leisure industry. The proposed letters are considered in keeping with the design and character of the Beach Road, Hemsby area, and with this area hosting numerous signs and illuminance activities the application site will have an acceptable relationship in amenity and character terms, subject to imposition of appropriate conditions.

5. RECOMMENDATION:-

Approve –

Subject to restricting the use to holiday only and restrictions on occupancy over the year, the proposal will comply with the aims set out in policy CS8 of the Great Yarmouth Local Plan: Core Strategy, remaining policy BNV22 of the Borough Wide Local Plan and is consistent with the aims set out in emerging policy L1 of the final draft Local Plan Part 2.

Approval is recommended to be subject to the conditions suggested below:

Conditions:

1. The development must be begun not later than three years from the date of this permission.
2. The development shall be carried out in accordance with the application form, specification list and approved plans drawing reference:
 - Elevation of illuminated letters
 - Typical Illuminated Letter
 - Site Location Plan
 - Letter impression

Received by the Local Planning Authority on the 23rd July 2021.

3. The letters hereby approved shall not be illuminated outside of the hours below:

09:00 – 00:00 Hours Monday – Sunday

4. The level of illuminance shall be restricted to a maximum level as proposed in the application - the LED's serving the letters shall be no more than 110 lm/watt and the combined wattage shall be no more than 180w and emit no more than 19,800 lumens over the approved 26.8m² surface area.
5. The Letters here by approved shall be removed from the site by no later than 1st October in any year and shall not be erected again until the 29th April at the earliest in the following year.

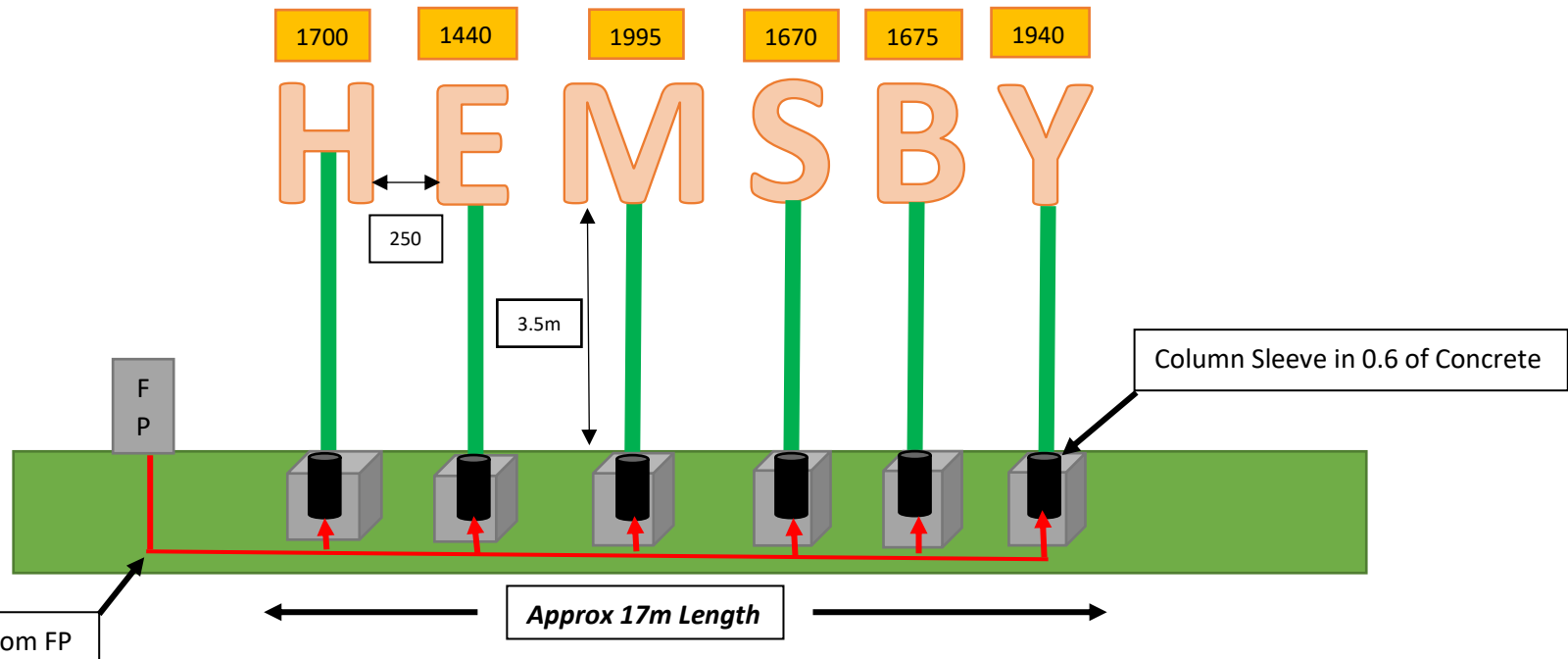
And any other conditions considered appropriate by the Planning Development Management Manager.

Appendices.

1. Location Plan
2. Elevation of Illuminated Letters
3. Typical Illuminated Letter
4. Letter Impression



Illuminated Letters 'HEMSBY'
Beach Road
Hemsby

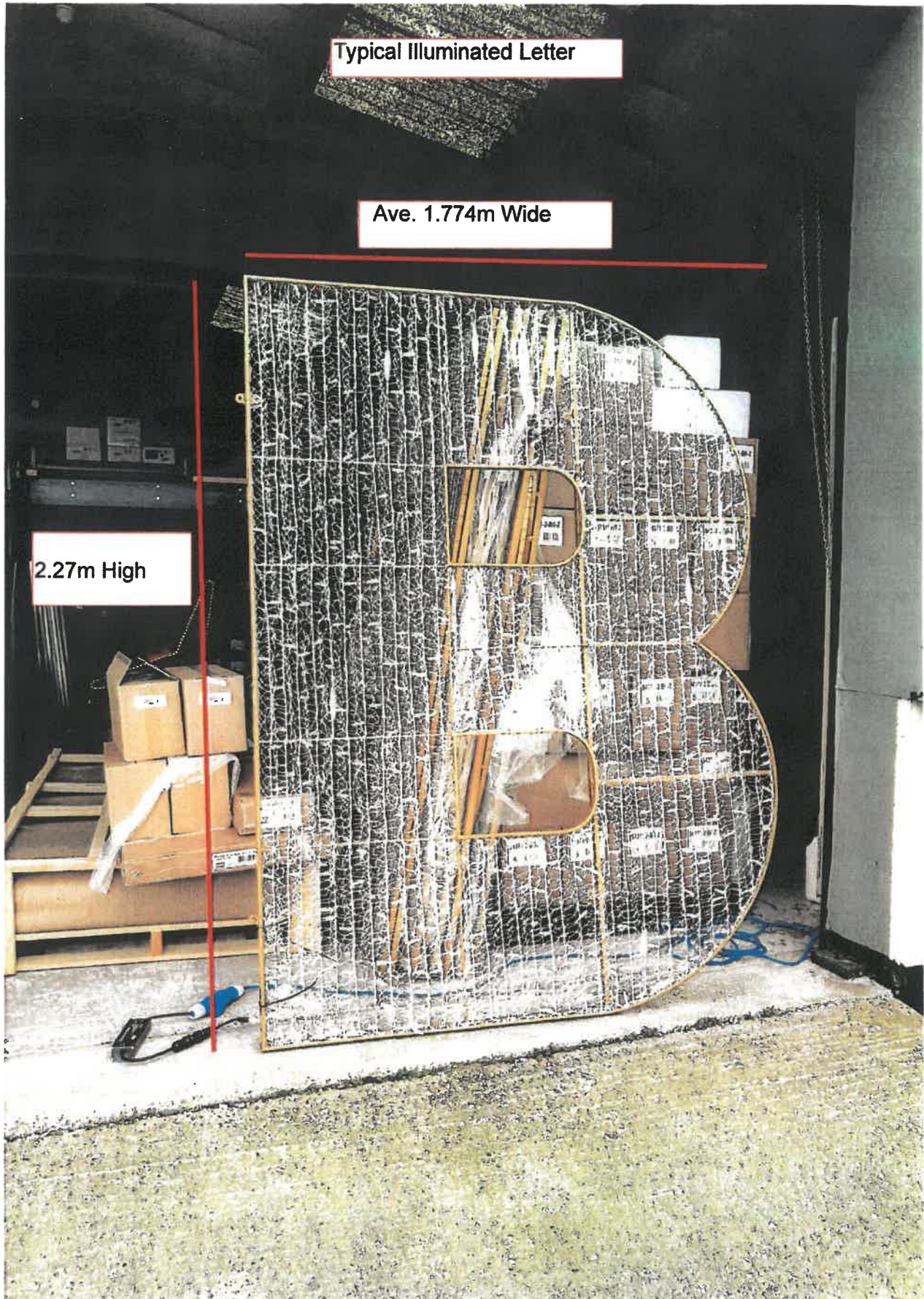


- 6m Column (from ground level to top of column).
- Each Letter is 2300mm High.
- 250mm spacing between each letter.
- Columns positioned central to each letter.
- Top of each letter will be almost level with top of each column. This will give an approximate clearance of 3.5m between the bottom of each letter and the ground level.

Typical Illuminated Letter

Ave. 1.774m Wide

2.27m High





HEMSBY

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