

Reference: 06/18/0064/F

Great Yarmouth

Officer: Mr J Beck

Expiry Date: 24-04-2018

Applicant: Mr Mavroudis

Proposal: Clear weather hoardings exterior of restaurant. All hoarding within stainless steel frames and logos to face

Site: 6 Marine Parade
Hinchinbrook Restaurant
Great Yarmouth

REPORT

1. Background / History :-

1.1 The application site is positioned on Marine Parade which forms the main tourism location within the town of Great Yarmouth. The character of the area is defined by tourism/commercial uses. The site is also within an area designated a conservation area. The unit is currently in use as a restaurant under use class A3 and is positioned within a row of other restaurant uses. Opposite is an area of open space.

1.2 The application is for a new weather hoarding formed of steel frames with clear glass panels with logos imprinted. The proposed barrier will be erected outside the Hinchinbrook restaurant, which is partially within the highway and partially in an area owned by the restaurant. The barriers will enclose the area utilised for outdoor seating. The seating area to the front of the restaurant measuring 4.5 metres from the frontage was previously approved under planning permission 06/12/0296/F. This proposal is for a new barrier involving two panels on each of the three sides, the panels measure 1.6 metres in width each meaning the hoarding is 3.2 metres on each side. The materials are listed as stainless steel and clear acrylic.

1.3 Planning History:

06/01/0016/F - Extension to front elevation. Refused. 26-02-2001. Appeal withdrawn. 14-08-2001.

06/01/0220/F - Shop front extension. Refused. 26-04-2001. Appeal dismissed. 19-11-2001

06/03/0533/F - Extension. Refused. 02-07-2003. Appeal dismissed. 14-01-2004

06/05/1040/F - Porch over entrance to residential accommodation. Approved with conditions. 14-09-2005

06/06/0584/F - Change of use from flat to four flats. Approved with conditions. 25-08-2006

06/12/0296/F – New shopfront, signage and ancillary alterations. Approved with conditions. 18-06-2012

06/12/0297/F - New signage. Advert Consent. 18-06-2012

2. Consultations :-

All consultation comments are available to view on the website.

2.1 Highways - No objection subject to conditions. They have requested conditions that the appropriate street licence is obtained, that the table, chairs and barriers are removed after trading ceases in the evenings, and that the tables are retained within a clearly marked area.

2.2 Conservation - Supports the proposal.

2.3 Public Consultation - No public objections were received.

3. Policy and Assessment:-

3.1 Local Policy :- Saved Great Yarmouth Borough-Wide Local Plan Policies (2001):

3.2 Paragraph 215 of the NPPF states that due weight should be given to relevant policies in existing plans according to their degree of consistency with the NPPF. The closer the Local Plan is to the policies in the NPPF the greater the weight that is given to the Local Plan policy. The Great Yarmouth Borough Wide Local Plan was adopted in 2001 and the most relevant policies were 'saved' in 2007. An assessment

of policies was made during the adoption of the Core Strategy December 2015 and these policies remain saved following the assessment and adoption.

3.3 The saved policies listed have all been assessed as being in general conformity with the NPPF, and add further information to the policies in the NPPF, while not contradicting it. These policies hold the greatest weight in the determining of planning applications.

3.4 POLICY TR21

In the Great Yarmouth seafront area, with the assistance of its statutory development control powers, the council will:

- (a) maintain and enhance the status of Great Yarmouth's golden mile (the seafront between Euston road and the Pleasure Beach) as the main focus of the borough's traditional tourist industry, and provide the balance and range of facilities and attractions within this area that meets the needs and expectations of all sections of the potential market;
- (b) Protect the predominant character of the different areas of the seafront by:
 - I. Retention of the uncommercialised open character of the area to the north of the Britannia pier;
 - li. Retention of the open character of areas to the east of marine parade between Britannia pier and the pleasure beach, including the areas of public open space; and,
 - lii. Steering proposals of a highly commercial nature to areas predominantly in such uses;
- (c) Subject to aesthetic, conservation and other land use considerations, extend the seafront illuminations scheme;
- (d) Subject to proven need, permit additional gaming facilities, including a casino;
- (e) subject to the likely effect on adjoining or neighbouring land-uses, favourably consider proposals for entertainment development within areas designated as prime holiday attraction or prime commercial holiday areas on the proposals map;
- (f) Maintain and enhance the existing character of the area to the east of Marine parade;

(g) Subject to scale and design, favourably consider any proposal to extend the marina leisure centre northwards; pavilion, favourably consider redevelopment of the wellington pier complex.

(h) Subject to a design which retains the pier deck and pavilion, favourably consider redevelopment of the Wellington pier complex.

3.5 Adopted Core Strategy:

3.6 CS1 - Focusing on a sustainable future

D) A thriving local economy, flourishing local centres, sustainable tourism and an active port

E) Safe, accessible places that promote healthy lifestyles and provide easy access for everyone to jobs, shops and community facilities by walking, cycling and public transport

F) Distinctive places that embrace innovative, high quality urban design that reflects positive local characteristics and protects the borough's biodiversity, unique landscapes, built character and historic environment

3.7 CS9 – Encouraging well designed distinctive places

A) Respond to, and draw inspiration from the surrounding area's distinctive natural, built and historic characteristics, such as scale, form, massing and materials, to ensure that the full potential of the development site is realised; making efficient use of land and reinforcing the local identity

B) Consider incorporating key features, such as landmark buildings, green infrastructure and public art, which relate to the historical, ecological or geological interest of a site and further enhance local character

C) Promote positive relationships between existing and proposed buildings, streets and well lit spaces, thus creating safe, attractive, functional places with active frontages that limit the opportunities for crime

D) Provide safe access and convenient routes for pedestrians, cyclists, public transport users and disabled people, maintaining high levels of permeability and legibility

F) Seek to protect the amenity of existing and future residents, or people working in, or nearby, a proposed development, from factors such as noise, light and air pollution and ensure that new development does not unduly impact upon public safety

3.8 CS10 - Safeguarding Local heritage Assets

A) Conserving and enhancing the significance of the borough's heritage assets and their settings, such as Conservation Areas, Listed Buildings, Scheduled Ancient Monuments, archaeological sites, historic landscapes including historic parks and gardens, and other assets of local historic value

3.9 National Planning Policy Framework:

Paragraph 17. 'Always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings;' and 'take account of the different roles and character of different areas, promoting the vitality of our main urban areas, protecting the Green Belts around them, recognising the intrinsic character and beauty of the countryside and supporting thriving rural communities within it;'

Paragraph 57. 'It is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes.'

4. Appraisal:

4.1 The application site is situated on Marine Parade towards the southern end. Marine Parade is the main tourism location within the town of Great Yarmouth and is characterised by attractions, restaurants, shops and other commercial businesses. The unit is part of a row of properties used for restaurant and café purposes. Opposite is an area of open space with the sea life centre adjacent. 6 Marine Parade has a pair of bay frontages with a large fascia sign and a commercial frontage with a wide pedestrian footway in front.

4.2 The unit has previously had seating approved to the front in 2012 measuring 4.5 metres from the building. The seating was previously marked by poles with a blue canvas signing. The application is for the erection of new barriers of metal frames with clear panels to the top with the logo of the restaurant.

5.0 Assessment

5.1 The location of the development is considered acceptable in principle as it marks out an existing seating area. Outdoors seating is part of the character of the area with a number of outdoor seating areas having been approved previously along Marine Parade. The designs of the barriers are considered of a good quality and would relate acceptably to the wider area. Using previous images of the building it is considered that the new barriers will represent an improvement upon the existing. Accordingly the proposal is considered to comply with policy CS9. In addition the improvement of the seating area will likely improve the wider tourism offer of the town in terms of providing a visual upgrade.

5.2 The seating area approved in 2012 contained a condition ensuring that the seating is in use between 8:00 AM and 10:00 PM and that all tables, chairs and barriers are removed at the end of the day. This condition should be carried over should the application be approved.

5.3 No neighbour objections were received.

5.4 A key consideration is the aesthetics of the development as it is within a conservation area. In considering whether to grant planning permission for development which affects a conservation area or its setting, the local planning authority must have regard to Sections 16 and 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 which requires the Council to have special regard to the desirability of features of special architectural interest. The proposal is not considered to significantly and adversely affect the wider conservation area. The Conservation Officer has been consulted and supports the application.

5.5 The proposal is positioned within a public highway meaning the Highway Authority was consulted. They consider that the proposal leaves enough space in which pedestrians can still use the highway effectively. They have requested a condition ensuring the seating and barriers remain within a prescribed area and that the chairs and barriers are removed when the business ceases trading at the end of each day. They have further requested that the applicant applied for a street licence. This is through separate legislation to planning and it is therefore not appropriate to secure this through a planning condition.

6. RECOMMENDATION :- Recommended for approval, subject to all conditions ensuring a suitable development including those recommended by the Highway Authority.

IAN

To: Conservation Officer

My Ref: 06/18/0064/F

From: Development Control Manager

Date: 9th March 2018

Case Officer: Mr J Beck

Parish: Great Yarmouth 14

Development at:-

6 Marine Parade
Hinchinbrook Restaurant
GREAT YARMOUTH
NR30 3AH

For:-

Clear weather hoardings
exterior of restaurant. All
hoardings within stainless
steel frames and logo to face

Applicant:-

Mr G Mavroudis
Hinchinbrook
6 Marine Parade
GREAT YARMOUTH

Agent:-

Admiral Signs Ltd
Mr A Duffin
121 Oak Street
NORWICH

The above mentioned application has been received and I would be grateful for your comments on the following matters:-

Please let me have any comments you may wish to make by 23rd March 2018.

COMMENTS:

• THESE DEFINED OUTDOOR SITTING AREAS WERE A FEATURE SUPPORTED BY THE 'INTEGRATE' SCHEME. AS LONG AS THE 'CODE' DEVELOPED FOR THAT INITIATIVE IS FOLLOWED THE PROPOSAL CAN BE SUPPORTED.

• IAN HARDY

14.3.18

Jason Beck
Great Yarmouth Borough Council
Town Hall
Hall Plain
Great Yarmouth
Norfolk
NR30 2QF

Your Ref: 06/18/0064/F
Date: 28 March 2018

My Ref: 9/6/18/0064
Tel No.: 01603 638070
Email: stuart.french@norfolk.gov.uk

Beck

**Great Yarmouth: Clear weather hoardings exterior of restaurant. All hoardings within stainless steel frames and logo to face
6 Marine Parade Hinchinbrook Restaurant GREAT YARMOUTH NR30 3AH**

Thank you for your recent consultation with respect to the above

I am satisfied that the proposed tables and chairs and barriers can be accommodated in the area measured as 13.0m x 6.2m (as indicatively) indicated on the plans, and that the proposals leave an acceptable width of highway for pedestrians.

Accordingly should your authority be minded to grant permission, the highway authority have no objection to the proposals subject to appropriate conditions being appended to any such permission that state:

- the grant of permission is subject to an the appropriate street trading licence being applied for and granted by Great Yarmouth Borough Council;
- the tables, chairs, and barriers shall only be placed on the highway during times of trading and at the cessation of business each day shall be removed from the highway and stored securely off the highway;
- the number of tables, etc are clearly defined and that they are contained within an area measuring 13.0m x 6.2m as shown on the plans submitted with the application;

Yours sincerely

Stuart French

Highways Development Management & Licensing Officer
for Executive Director for Community and Environmental Services

