

Reference: 06/16/0139/CU

Parish: Great Yarmouth

Officer: Mr J Beck

Expiry Date: 14-04-2016

Applicant: Mr C Thurston

Proposal: Change of use of first and second floors from indoor recreation areas (D2) into amusement use (Sui generis)

Site: 31 Marine Parade
Great Yarmouth

REPORT

1. Background / History :-

1.1 The application site is positioned on Marine Parade which forms a main tourist attraction for Great Yarmouth and part of the 'Golden Mile'. The site is amongst a number of holiday commercial uses. The surrounding uses are predominantly amusements, food and entertainment based with hotel to the west. The site is within an area designated Prime Commercial Holiday and is within a conservation area (number 16 Seafront).

1.2 The application site is currently a mixed use of amusements on the ground floor with a Quasar laser tag under D2 use (Assembly and Leisure) on the first and second floor. The application is to change the use of the first and second floor to amusements under use class Sui Generis. The resultant development will mean that amusements will be present on all three floors.

1.4 Planning History:

4676/9734 – Alterations and extensions. 16-02-1957

1920 – Illuminated sign. 15-12-1960

A/2397 – Advert Board. 18-05-1961

A/2397 – Advert. 22-06-1961

A/5292 – Illuminated box sign. 27-08-1964

A/8900 – Lanterns and illuminated signs. 24-05-1968

9641 – Internal and external alterations. 20-03-1969

06/84/0060/F – Change of use to two first floor flats and ground floor amusement arcade erect extension to provide frontage and side entrance to flats. Approved with conditions. 28-02-1984

06/84/0400/A – Shop sign. Advert consent. 14-05-1984

06/84/1249/F – Internal alterations and rear extension to form coffee bar soda fountain staff toilet and office. Approved with conditions. 08-01-1985

06/87/0519/A – Internally illuminated festoon and feature fountain sign. Advert consent. 10-06-1987

06/89/1079/O – Reconstruction of first floor for use for leisure activities (children's pursuits) with associated alterations to ground floor level. Approved with conditions. 27-11-1989

06/91/0273/F – New store to the side. Refused. 19-02-1991

06/91/0273/F – Ground floor store, new entrance corridor and conversion of first floor to 'Quasar live action game'. Approved with conditions. 09-11-1992.

06/92/0270/A – illuminated signs. Advert consent. 11-05-1992.

06/92/0696/A – illuminated signs. Advert consent. 26-10-1992.

06/92/0709/F – Realignment of doors. Refused. 28-09-1992. Appeal allowed subject to conditions 17-08-1993.

06/93/1083/F – Realignment of doors and fascia. Approved with conditions. 17-01-1994.

06/96/0414/A – Themed amusement arcade entrance signage. Advert consent. 12-07-1996.

06/00/0373/A – Illuminated fascia text. Advert Consent. 02-06-2000.

06/04/0833/F – Remove Quasar, convert upper floors to include family entertainment centre, bar/snack bar, pool, bowling, snooker and bookmakers. Approved with conditions. 17-11-2004.

2. Consultations :-

2.1 Public consultation – No comments received.

2.2 Highways – No objection.

2.3 Property Services – No comment.

2.4 Strategic Planning – No comment.

2.5 Environmental Health – No objection.

2.6 Great Yarmouth Tourism Authority – No comment.

2.7 Conservation – No comment

2.8 Licencing – No comment

3. Policy and Assessment:-

3.1 Saved policies from the Borough Wide Local Plan:

POLICY TR7

Proposals for new visitor facilities and attractions may be permitted in the prime commercial holiday areas of Caister-on-sea, California, Gorleston-on-sea, Great Yarmouth, Hemsby, Hopton-on-sea, Newport and Scratby and will be assessed having particular regard to their scale, design and relationship to other uses and to landscape, environmental, residential amenity and traffic considerations.

(Objective: To meet increasing visitor expectations and changing tourist trends whilst safeguarding the natural environment.)

POLICY TR9

Planning permission for new amusement arcades, whether involving a change of use, extension to existing premises or redevelopment, will only be permitted in the following areas:

- (A) Prime holiday attraction sites which are self-contained units and where access to the arcade would be from within the complex;
- (B) In prime commercial holiday complexes/areas where only changes of use within existing premises will be permitted provided there is no net increase in the total amount of floorspace or frontage used for amusement arcade purposes.
- (C) Holiday parks and complexes : subject to there being a proven need and the use being solely for residents of the site.

(Objective: To prevent an over-provision of amusement arcades.)

Note: PRIME ATTRACTION (PA) includes sites such as the Marina Centre, Britannia and Wellington Piers, the Sea Life Centre and the Pleasure Beach which have a predominant single use and are destinations in their own right.

PRIME COMMERCIAL HOLIDAY COMPLEXES (PC) includes blocks of mixed uses, predominantly in the sea front area. These include individual arcade premises food and drink outlets novelty shops etc.

HOLIDAY PARKS (PH) includes major holiday accommodation sites of all types ie. chalets, caravans etc. and where amusement provision on site is aimed principally at residents.

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;
 - ii 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,
 - iii 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;
- (H) Subject to a design which retains the pier deck and pavilion, favourably consider redevelopment of the wellington pier complex.

3.2 Core Strategy:

CS8 – Promoting Tourism, Leisure and Culture

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

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

Policy 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.

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.

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.

4. Assessment and Recommendation:

4.1. The application site is situated on Marine Parade amidst the main visitor attractions and the 'Golden Mile'. The area is classified as Prime Commercial Holiday Use which aims to encourage the visitor economy. The area is predominantly formed of amusements, food and drink as well as entertainment uses; there is also a hotel directly adjacent to the west. The unit itself is currently a mixed

use of amusements under use class Sui Generis on the ground floor and a Quasar laser tag game on the first and second floors under use class D2.

4.2 The application is to change the use of the first and second floor currently under Use class D2 to amusements in Sui Generis use class. Consequently the whole unit will fall under Use class Sui Generis. The proposal does not involve any changes to the frontage.

4.3 The proposed use is suitable within a prime commercial holiday area and is in character with the wider holiday area in addition policy CS8 of the Core Strategy aims to improve the holiday offer and upgrade existing facilities. The proposed development is not likely to significantly and adversely affect the neighbouring properties as there are existing amusement uses close to the application site including the ground floor of 31 Marine Parade and the adjacent Atlantis Hotel. The unit is on the corner of Marine Parade and Standard Road with a club and residential units on the opposite side of Standard Road and a hotel directly adjacent. The proposal is not considered to significantly affect the amenities of the neighbouring properties.

4.4 No objections to the proposal have been received through the public consultation.

4.5 The development is not considered to significantly and adversely affect the viability of the seafront. Policy TR9 of the Borough Wide Local Plan governs extensions to amusement arcades; the policy within prime commercial holiday areas is to resist a net increase in amusements floorspace. It is recognised that the development would represent an increase in amusement floorspace contrary to policy TR9. However there will not be an increase in the arcade frontage. The use is given as amusements and does not explicitly state the type of arcade machines involved. If the committee is minded to approve the application a condition should be considered which limits gambling machines and ensures 'family friendly' machines only. This will ensure that the additional amusement space is inclusive and does not represent a loss of visitor floor space available to all ages.

4.6 The additional floor space used for amusement purposes stands at approximately 500 square metres. It is recognised that there have been two amusement arcade applications in close proximity in 2016 (34 Marine Parade and 38 Marine Parade) however this application is not considered to significantly affect the viability of the sea front, across the entire seafront there have been variations in the level of amusements. The Atlantis resort was recently granted permission and

started the conversion of a large area of its arcade space to form a bar-restaurant. In addition the loss of Quasar is not considered to significantly affect the viability of the seafront. A Quasar laser tag could be considered similar in nature to some of the simulation shooting games.

5.1 RECOMMENDATION :- Recommended for approval, subject to conditions;

The additional amusements shall be non-gambling machines

Jill K. Smith

From: Jason Beck
Sent: 07 April 2016 13:18
To: Jill K. Smith
Subject: FW: 06/16/0139/CU

FYI

JASON BECK

Planning Assistant (Development Control)

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Correspondence Address: Town Hall, Hall Plain, Great Yarmouth, Norfolk NR30 2QF

From: Keith J. Eglinton
Sent: 07 April 2016 11:41
To: Jason Beck
Subject: RE: 06/16/0139/CU

Jason.

I've managed to have a tour round in the premises and once the referb has taken place I think it will be better than now.

No objections at this stage to the application.

Keith

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

Your Ref: 06/16/0139/CU
Date: 4 April 2016

My Ref: 9/6/16/0139
Tel No.: 01603 638070
Email: stuart.french@norfolk.gov.uk

Dear Jason

Great Yarmouth: Change of use of first and second floors from indoor recreation areas (D2) into amusement use (Sui generis)
31 Marine Parade The Mint GREAT YARMOUTH NR30 2EN

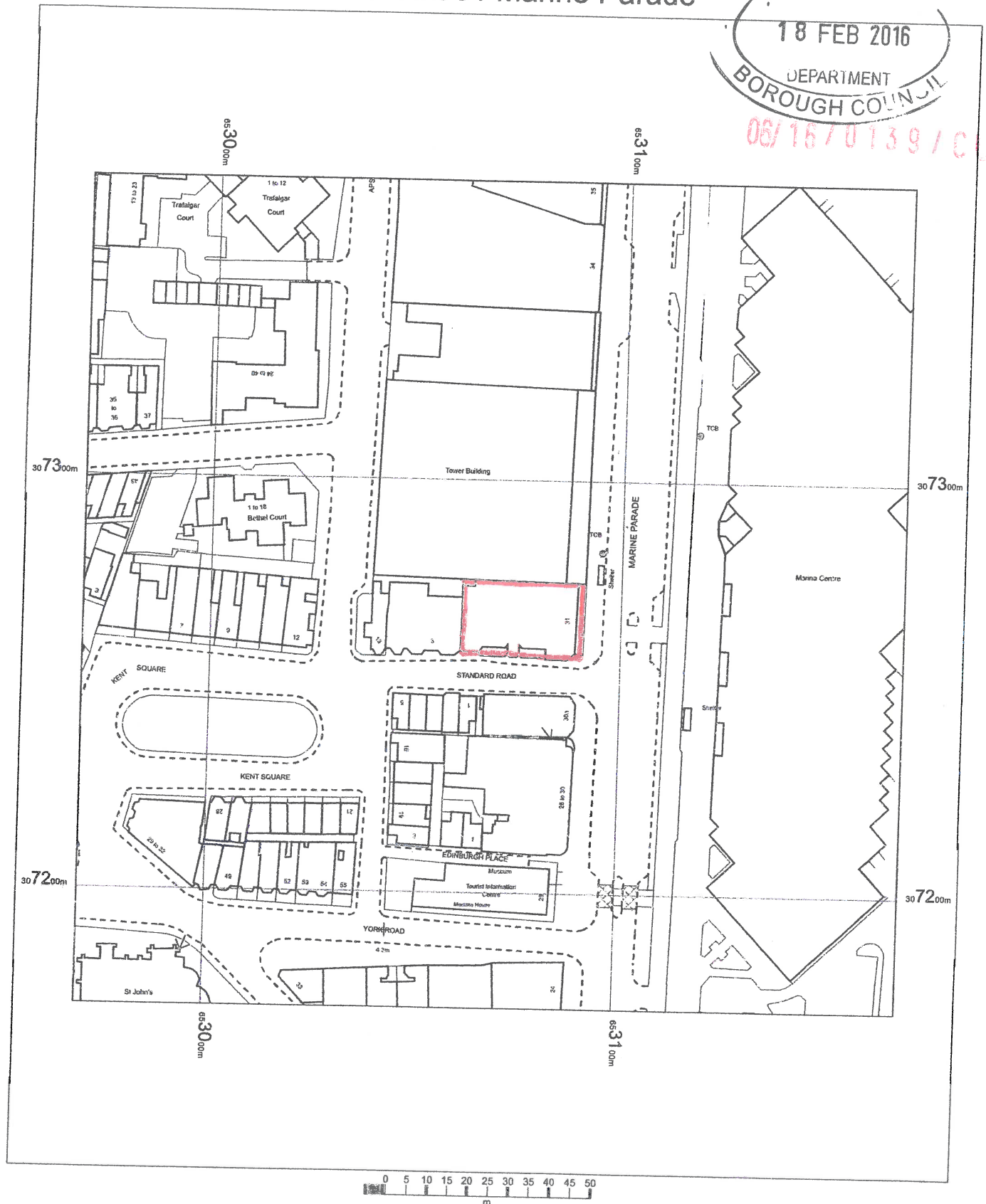
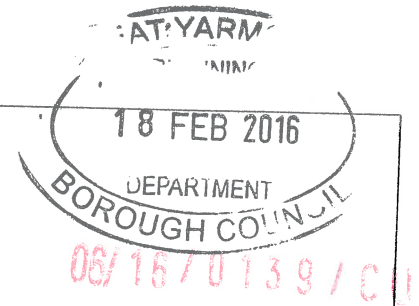
Thank you for your recent consultation with respect to the above to which the Highway Authority have no objection

Yours sincerely

Stuart French

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

The Mint 31 Marine Parade



OS MasterMap 1250/2500/10000 scale
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www.centremapslive.co.uk

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