

**Reference:** 06/16/0105/CU and 06/16/0106/A

**Parish:** Great Yarmouth

**Officer:** Mr J Beck

**Expiry Date:** 01-06-2016

**Applicant:** Messrs E, G and D Mavroudis

**Proposal:** Use for family entertainment centre and new signage

**Site:** 34 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 is part of the 'Golden Mile'. The site is amongst a number of holiday commercial uses and opposite the Marina Centre. The surrounding uses are predominantly amusements, food and entertainment based. This report is for two applications one relates to a change of use whilst the other relates to an advert consent at the same site

1.2 The application site is the former Yesterdays World which was formed of a mix of uses. A museum is under use class D1; however Yesterdays World was not a museum in a traditional sense and was largely formed of use classes A1 (retail), A3 (café/restaurant) and D2 (assembly and leisure). The proposal involves a change of use part of Yesterday's World (approximately two thirds) which will become part of the adjacent amusements at 35 Marine Parade.

1.3 The application is for a change of use to a family entertainment centre with a mixed use of amusements (designated as phase 1 on the plans) and a children's play area with restaurant under use class D2 and A3 (designated phase 2). The application also involves an alteration of the advertisements which will be extended to cover part of the former Yesterdays World and a new frontage with doors added to the front in a similar style to the existing doors at 35 Marine Parade.

#### 1.4 Planning History:

A/2261 – Advert. 30-03-1961

A/2346 – Illuminated advert. Approved with conditions. 27-04-1961

2885 – Alterations to canopy. 18-01-1962

3661 – Internal alterations. 01-11-1962

4652 – Alterations. 05-12-1963

6717 - Alterations and extensions. 06-01-1966

06/75/0792/F - Discotheque. Withdrawn. 11-08-1975

06/83/0568/F – Erection of garage. Approved with conditions. 20-06-2083

06/84/1179/F – New sliding-folding doors to existing arcade. refused. 07-01-1985

06/85/0125/F – New sliding-folding doors to existing arcade. Approved with conditions. 22-03-1985

06/85/1087/F – New sliding-folding doors to front of amusement arcade. Approved with conditions. 14-01-1986

06/97/0812/A – Illuminated fascia signage. Advert Consent. 21-11-1997

06/05/0953/F – Change of use to museum/exhibition with themed Victoria arcade, tea rooms and curiosity shop. Approved with conditions. 27-04-2006

06/06/0669/F – Conversion of residential unit to two self-contained flats, inc external staircase and passage at ground floor. Approved with conditions. 02-10-2006

06/06/0846/A – Illuminated shop sign. Advert consent. 22-11-2006

06/12/0144/F – Vary condition 2 of planning permission 06/06/0669/F flat 1 to be used as separate self-contained unit for use other than employed/associated. Approved with conditions. 27-04-2012.

## **2. Consultations :-**

**2.1 Public consultation** – 10 letters of objections have been received, but it should be noted that 1 letter of objection was received representing 11 businesses on the seafront. A summary of the objections from all objectors are found below:

Their objection to the proposal is;

- It is not in character and is visually detrimental and that the proposal is contrary to policy TR9.
- Loss of different attractions.
- Contrary to policy.
- Impact of further gambling on the seafront

They also raised concerns regarding the application itself which are found below;

- The application is incorrectly completed including,
- One of applicants was not included on the applicant,
- The doors have not been mentioned,
- 35 Marine Parade was not included in the application,
- Incorrect description of the use class as D2 and that questions have not been completed.

**2.2 Highways** – No objection subject to conditions. For the advert they request conditions leaving a minimum clearance from the ground and a restriction on illumination. For the change of use they request that other else (aside from the advert) would overhang the highway.

**2.3 Property Services** – No comment.

**2.4 Greater Yarmouth Tourism Authority** – No comment.

**2.5 Licencing** – No comment.

**2.6 Conservation** – 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. The unit itself was formerly Yesterdays World which was a museum which is traditionally categorised as use class D1. However it was not a museum in a traditional sense and was a mixed use themed exhibit including the uses A1, A3 and largely D2 uses.

4.2 The proposal is to change the use of the unit to a family entertainment centre. Phase 1 which is to the front of the site is proposed as amusements whilst phase 2 to the rear is proposed as D2 use both of which will adjoin to the existing amusements at 35 Marine Parade. Further information submitted has provided additional detail on the use. Phase 2 will be a children's play area under D2 use with a restaurant/café under A3 uses. It is noted that both D2 and A3 uses were already utilised by Yesterday's World. The application form does list the whole of the site (within the red line) under D2 use, but in accordance the public objections, amusements would be categorised as Sui Generis.

4.3 The proposed uses are suitable within a prime commercial holiday area and are in character with the wider holiday area. Policy CS8 of the Core Strategy aims to improve the holiday offer and upgrade facilities. The proposed development is not likely to significantly and adversely affect the neighbouring properties as the neighbouring uses are also commercial in nature. The property to the south is 35 Marine Parade which will adjoin the application site and is currently used for amusements purposes. The property to the north is also currently used for amusements.

4.4 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 the additional information states that the amusements will be video gaming and redemption machines only and not additional gambling machines meaning the development will be inclusive to all ages. It is also important to note that the unit has historically been in use as amusements and was given permission to change to Yesterdays world in 2005, in addition the Atlantis resort recently had permission and had started the conversion of a large area of its arcade space to form a bar-restaurant and had

previously lost space for different retail units. The proposal should be weighed against this if members are minded to approve the application.

4.5 A condition should be considered which limits gambling machines and ensures 'family friendly' machines only. Currently 35 Marine Parade has a condition restricting the gambling machines to 19%. This condition applies to 35 Marine Parade so if the committee is minded to approve the application it is recommended that the condition governing 34 Marine Parade removes gambling machines altogether. The additional information states that the machines will be redemption and video gaming use only.

4.6 The additional floor space used for amusement purposes stands at approximately 458 square metres. It is recognised that there have been two amusement arcade applications on Marine Parade in 2016 (31 and 38 Marine Parade) however this application is not considered to significantly affect the viability of the sea front. The resultant development is within a cluster of amusements and is not considered to significantly impact upon the wider seafront.

4.7 The development will involve alterations to the frontage and the installation of an advertisement. The alterations themselves are not considered out of character with its surroundings. The frontage is of a similar appearance to 35 Marine Parade and the character of the seafront is generally defined by bright commercial units. The site is within a conservation area, but again the character of the conservation area is typical to a seaside resort to which the proposal does conform. It is recognised that Yesterdays World's frontage did have unique features such as the Britannia statue and offered a positive feature to the seafront. However the development is still in character with the wider seafront.

4.8 In reference to the public objection the application has been amended to include Mr D Mavroudis and the address 35 Marine Parade. The red line on the plan does now include 35 Marine Parade for the advert consent whilst the form has been deemed to be completed satisfactorily once these amendments were made.

**5.1 RECOMMENDATION :- Recommended for approval**, subject to conditions -  
Advert consent: The conditions put forward by the Highway department.

Change of use: A restriction on gambling machines (fruit machine and one-arm bandits) in accordance with the further information.

Subject to highway conditions, opening hours will need to be agreed as indicated on the application form. Opening to 12:30 could be considered and no amplified



sound/music played outside the building, within the building it should be limited until 11:30

## Addresses

34 Marine Parade, as it was formerly known is no longer. Instead it is now divided by two separate, independent and exclusive addresses:

34a and 34b Marine Parade; Approximately 1/3<sup>rd</sup> and 2/3<sup>rd</sup> respectively;

34a belongs to Mr Wray Austrin and 34b to Messrs D, E and G Mavroudis.



## Floor Area

Barron's Paradium was one of Britain's first seaside amusement arcades. Elements of the premises can still be seen today. We now own that part of Barron's to the right of the white line 34b. The Proprietor of Caesars Palace possesses that part of Barron's as shown to the left of the white line 34a.



Therefore approximately 2/3<sup>rd</sup> of 34 Marine Parade is owned by The Gold Rush of which less than half is proposed as an extension to the existing Gold Rush Amusements. Of this portion a substantial sizeable amount will be designated as a prize shop area.

It must be noted that Atlantis Amusements Arcade on the same stretch of promenade 2 doors along has reduced its Amusement arcade floor area by a considerable amount.

Great Yarmouth Borough Wide Local Plan TR9 came into operation on 23 February 2001. 34 Marine Parade formerly Known as Barron's, did not close until 2006. Therefore Barron's, hence 34 Marine Parade, in its entirety, was included as part of that count of arcades, as an integral part of policy TR9. 34 Marine Parade is a prime holiday attraction site. It is in a prime commercial holiday area.



The total amount of floor space and frontage used was included as part of policy TR9 as of 23 February 2001. The proposed extension to the Goldrush is approximately a mere 27% of that original floor area and the frontage, is 40% smaller than the original Barron's frontage.

There has also been evidence of arcade owners abusing the TR9 Borough Wide Local Plan. This can be very noticeable with the Wellington Pier. It was extended and improved within the 15 year period.

Also SUBS, in the Flamingo was removed to enlarge the arcade with no apparent planning consent. The Silver Slipper, removed a rear main wall, and extended its arcade floor area with no apparent planning consent.

## Heritage

Some of the original features from the Barron's heyday are still visible. These features form part of the buildings natural heritage. One of the Buildings first and foremost use was as an amusement arced and operated as such for many decades, as far back as the 1920's.

Inside the main entrance is a sign from a later period in the properties history, long before it was "yesterday's World" that clearly reads "Amusements" in gold and blue mosaic. Barron's was the first amusements arced on Great Yarmouth seafront, and one of the first in the country. As a percentage proportion of the properties lifespan, it is undeniable that this historic building has a unique and categorical heritage, as a Family Amusements (Entertainments) Centre.



During Its first years of trading Yesterdays World did have a sizable area of floor space at the front right hand side of the property, allotted as a Family Entertainment Centre (Amusements).

## Phase 1

This is the ground floor area from Marine Parade, the front to approximately half way through.

It is this portion of floor area that is proposed to contain an extension to the Gold Rush Amusements containing a medley of redemption, video and prize area only.



Ticket pay-out machines or redemption machines offer a more rewarding gaming experience. Not only does the player, derive satisfaction, enjoyment and time from playing the game, but is also rewarded on a point basis in the form of tickets.

Due to the very nature of this type of machine, manufactures have been reviving some of the old classic videos, such as Pac-man and Galaga. In previous years, the player would simply invest money, for time. The player can now invest time and money for real tangible rewards, a real return on capital employed.

Prizes too have also moved forward. Prizes are bigger, better, higher in quality, useful even: Computers, lap tops, palm tops, phones, kitchen wear, puzzles, tools etc. The list is endless.

We at the Gold Rush pride ourselves on providing the very best. We believe the public deserves nothing less. And as a result of our commitment, our Great Yarmouth town will benefit.

It should be noted that Leisure Land Amusements is similar in that it is two building under one name.

## **Phase 2**

Phase two has been allocated to the area from the middle through to the very far back. It is proposed that this be used as a children's ball park/play arena. The park/arena would be complimented by a restaurant/coffee house with bar area, pool and air hockey.

The restaurant and bar will be large and spacious with lots of seating: luxury sofas, lounges, with live news feeds from overhead LED screens. Good food with good drink.

We envisage a well lit, warm, spacious, safe indoor area for all ages and families to enjoy throughout the year; a comfortable friendly atmosphere, with friendly service direct to your table; a quality service with quality food at respectable prices, welcome to all.

The sheer size and volume of space offered at the rear of 34b Marine Parade simply cries out to become a children's play area. It is an area of great potential and opportunity.

## **Investment**

We the owners of the Gold Rush Amusements are not strangers to this town. Born and raised in Great Yarmouth. We are an integral part of Great Yarmouth seafront. We have seen the changes, we have felt the changes. We know work and do not shy from it. We have an excellent track records of running successful business which are an asset and not a drain on the town.

### **For example:**

The Holkham Hotel was derelict for over 10 years, a disgrace to behold. This was a building draped in heritage along the golden mile left to rack and ruin, due to be demolished. After unwelcome defeat



it was conceded by peers and planning granted. However, this was not to be and the property in its distraught condition was placed on the open market. Many showed interest but hesitated at the sight of this immense mountain. We did not hesitate. We ventured forth where they did not dare to go. It has taken almost 10 years of careful planning, timing, colossal investment and extraordinary hard graft to create this Gold Rush.

So yet again another opportunity has presented itself in the form of a burnt down endeavour. Left untouched this building would surely be another ruin, just as The Holkham Hotel was. Many in our town, just as before showed interest yet did not present themselves at the drop of the hammer, where the property did not sell.

Fear has taken a grip on operators and it is this fear that has rallied their unity against us. We all like to see others work but why is it that they don't want anyone else to succeed. Is it not enough that they succeed? Should all others be made to fail as well?

For eleven months we have employed builders, carpenters, electricians, labourers, steel fabricators, plumbers, engineers, architects, plasterers, ground workers, roofers. We have invested, and through our investment we have provided employment for dozens of men with families and children, all of whom have benefited from our endeavour. Our investment has benefited this town. It has contributed to the growth of our town.

## **Revenue**

Allowing this venture to go forth will create employment. We will make sure that this business not unlike our other businesses will succeed, and as a result of this success all those who participate will benefit.

Great Yarmouth Borough Council will benefit. A tremendous amount of revenue in the form of Business Rates, VAT, PAYE, Machines Gaming Duty, Licensing, Income Tax and Corporation Tax. Also a great needed contribution towards the BID which Great Yarmouth is fortunate and lucky to have.

Yesterday's World was a novel concept at first. Ultimately it failed (see attachment A). We have the ability to see that this does not re-occur. We cannot allow yet another property to sit vacant on our Golden Mile.

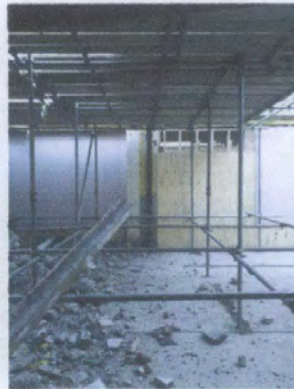
Our New vision for 34b Marine Parade is a gaming area at the front and a play area with food and drink at the rear.

## **Safety**

Yesterday's World was unsafe. How many of you have walked through unaware that approximately 150 square meters of flat roof could have collapsed. We began unearthing the core structure of this building and were horrified to discover that an entire area of flat roof was potentially lethal.

Crumbling corrugated sheeting, holed and rusted steel girders were barely supporting 6-8 inches of concrete, approximately 150 tons in total, which, could have collapsed at any time. Of course being conscientious minded operators, we paid for this to be replaced immediately. The previous owners covered the top with more felt and the underside with more boards





The completed building will have an immediate positive aesthetic effect to the area as well as extending the life span of the building. This will however secure the life of a great building of historic significance on Marine Parade for future custodianship.

## Controversy

We believe that whatever rules are governing the prime site tourist areas of Great Yarmouth, they have not been seen to be adhered to by other operators. It seems a hand full of business owners are objecting solely on the basis, of competition and are worried that a recent local operator will disturb their serenity. Great Yarmouth needs fresh faced new young business persons to step in and carry the torch onwards. Competition has always benefited the seafront consumer. It encourages investment, innovation and expansion. It increases variety, diversity; it creates jobs and growth in the market. Competition is the key to a successful thriving seafront economy.

We do not want a run down shabby and dated seafront, with poor choice, Inferior quality and with high prices. A deflated and stagnated seafront with dwindling service uses and empty and derelict buildings.

Caesars and The Atlantis Tower Amusements are not on the list of complainers. These are the neighbouring arcades. Perhaps they have a more positive outlook. Not a single complaint was lodged by any Guest House, Hotel, B&B, Corner Shop, Pub, Restaurant, Cafe, and Tea Room etc.

(Attachment C, shows comments from the general public in response to an article placed in the Great Yarmouth Mercury paper which can be found on their website.)



3 Everson Close  
New Costessey  
Norwich  
NR5 0BQ

5<sup>th</sup> May 2016

To whom it may concern

My name is Ian Dickinson,

I was General Manager of Yesterdays World, Great Yarmouth from 2008 - 2012. I joined Yesterdays World in December 2006, as The Assistant Manager, before taking over as General Manager in September 2008.

Yesterdays World was a great concept, a walk around indoor attraction, covering social history throughout the years, with a full size Victorian Carousel. Something completely new to Great Yarmouth. The first two years of trading were fantastic with great visitor numbers coming through the doors.

However, we noticed figures were dropping dramatically on a yearly basis. Therefore, we carried out an exit poll, where I personally met our customers as they exited the attraction, asking them to help out with a Customer Care questionnaire. We asked several questions, including, was it value for money, did they enjoy their experience, etc. We were stunned by the answers to one of the questions, which was "would you return ?" The majority of those answers being "NO", as they felt it was an Attraction that could only be visited just the once, as they have seen it once, they wont want to see it again. The results of the questionnaire were pointed out to the owners, who were then reluctant to spend any more money on the Attraction, if they were not going to get any return.

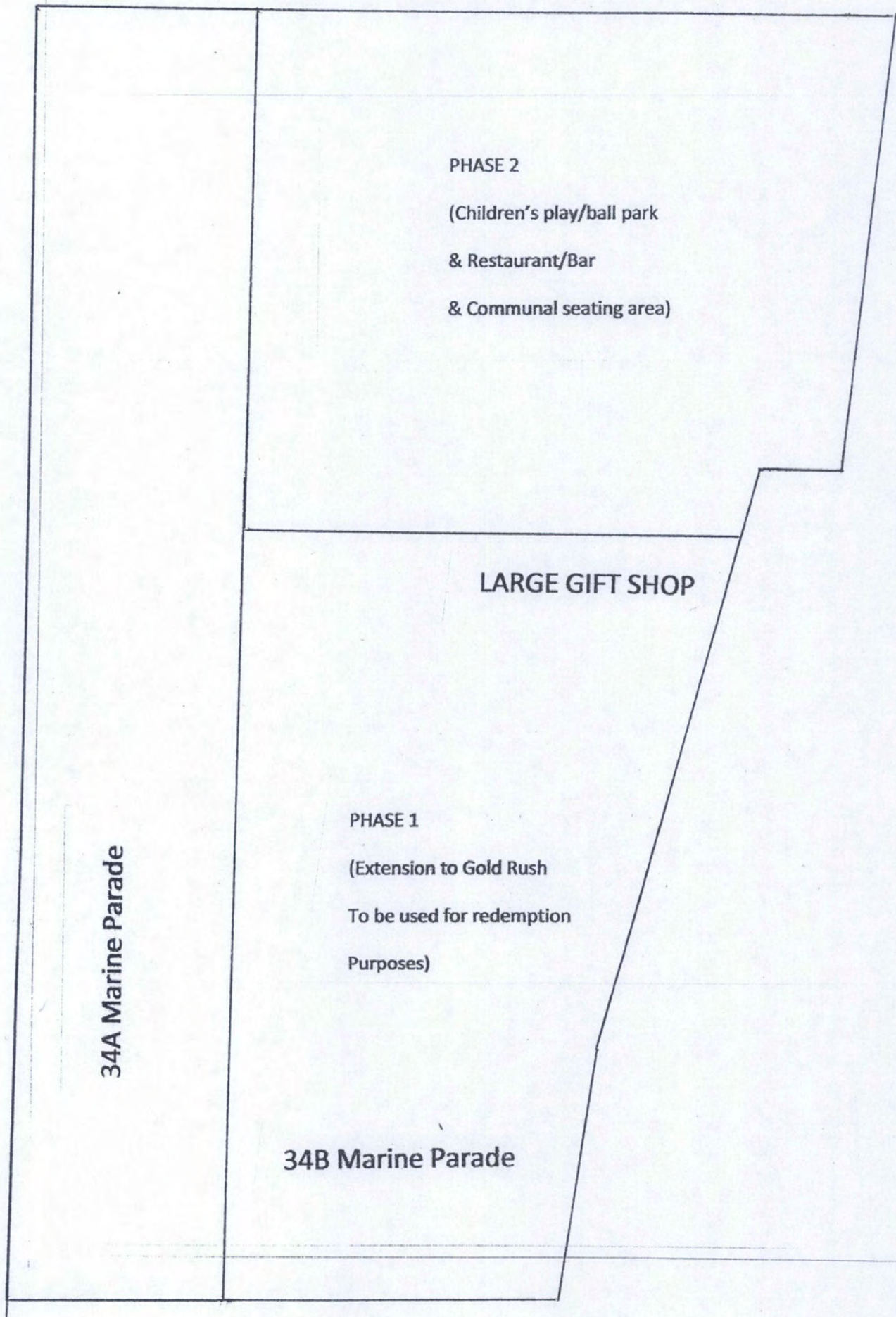
I left Yesterdays World in January 2013, as I felt that my position was not secure as the business was becoming unviable, and operating with huge losses. Yesterdays World closed in November 2015, with reports of "horrific guest figures" in its final two years of operating. Having had the experience of operating this Attraction I do believe that these type of Attractions do not work in Great Yarmouth, as you can see from others closing down, including Amazonia, and The Waxworks, even The Famous Pleasure Beach is operating shorter hours Overall, I, personally believe that visitors coming to Great Yarmouth are continually dropping each year. And those who are visiting are on a very tight budget. This year alone, The Raynscourt Hotel and The Midland Hotel have closed due to poor guest figures, with many more smaller B&B and Guest Houses changing hands.

If you walk along the Seafront, and even the Town Centre, you will see that there are far to many buildings sitting empty. I would rather see these buildings occupied, than sitting empty, boarded up and graffiti ridden. I, personally think the Council should be supporting people who are willing to invest good money into this Town, rather than putting up continuous hurdles for those wanting to make Great Yarmouth a Seaside town that people want to visit once again.

Regards

Ian Dickinson  
07979 484 375





34A Marine Parade

PHASE 2

(Children's play/ball park

& Restaurant/Bar

& Communal seating area)

LARGE GIFT SHOP

PHASE 1

(Extension to Gold Rush

To be used for redemption

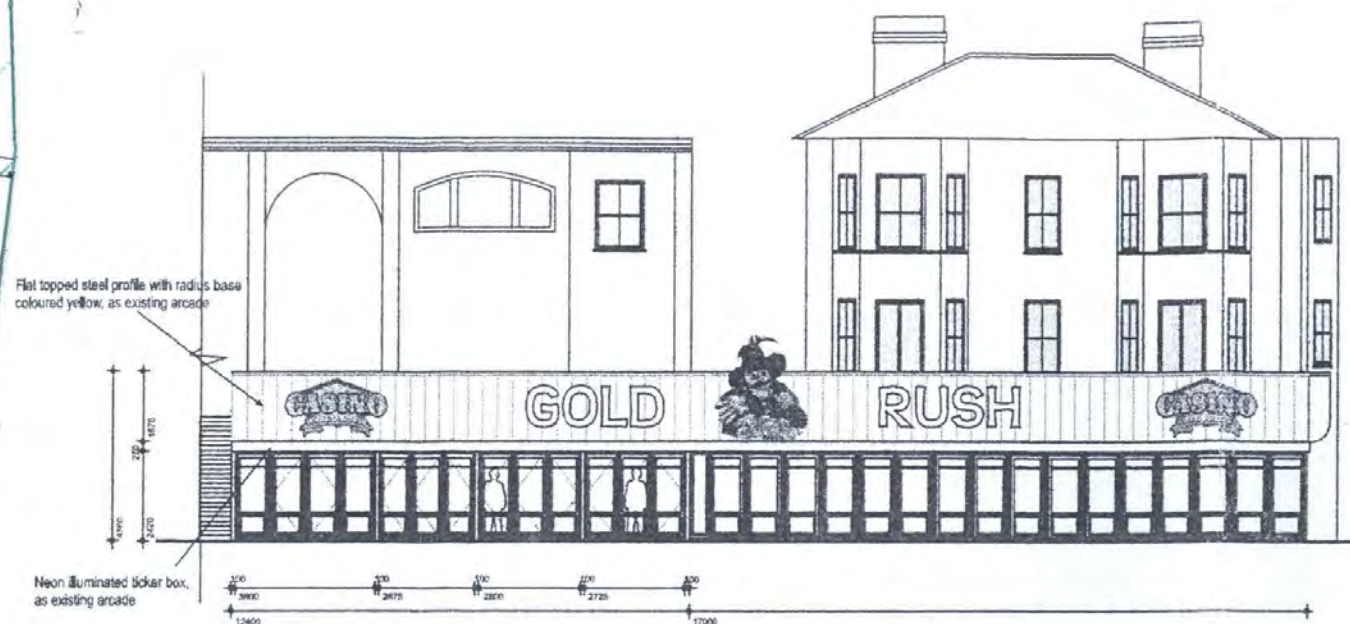
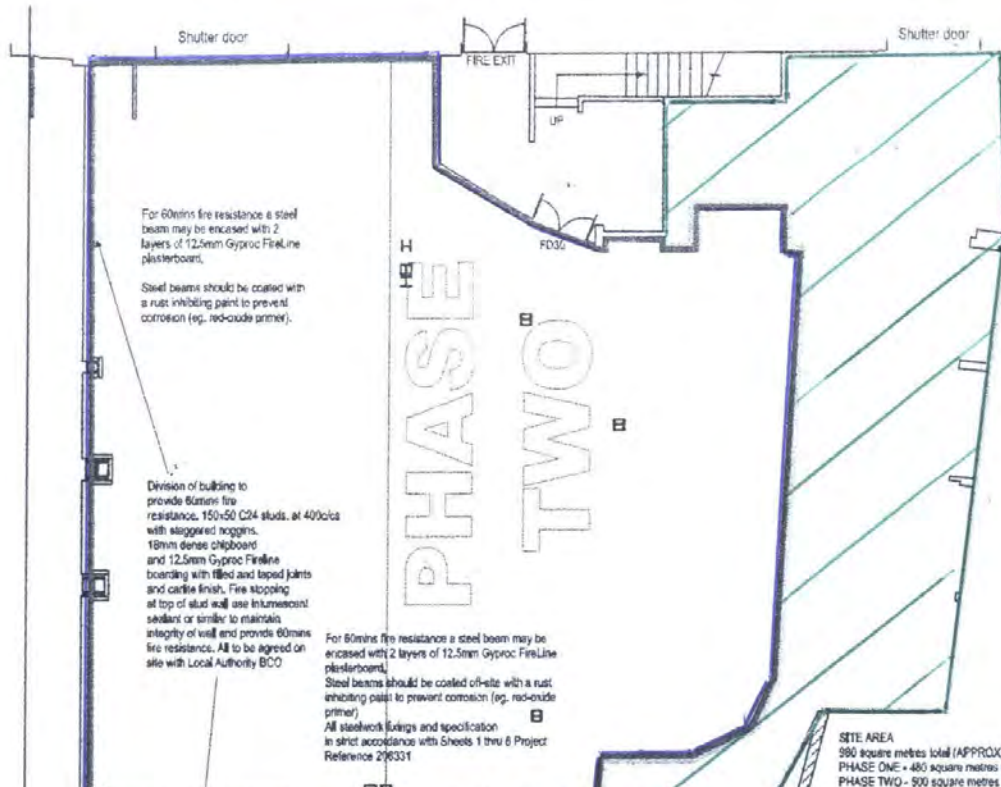
Purposes)

34B Marine Parade



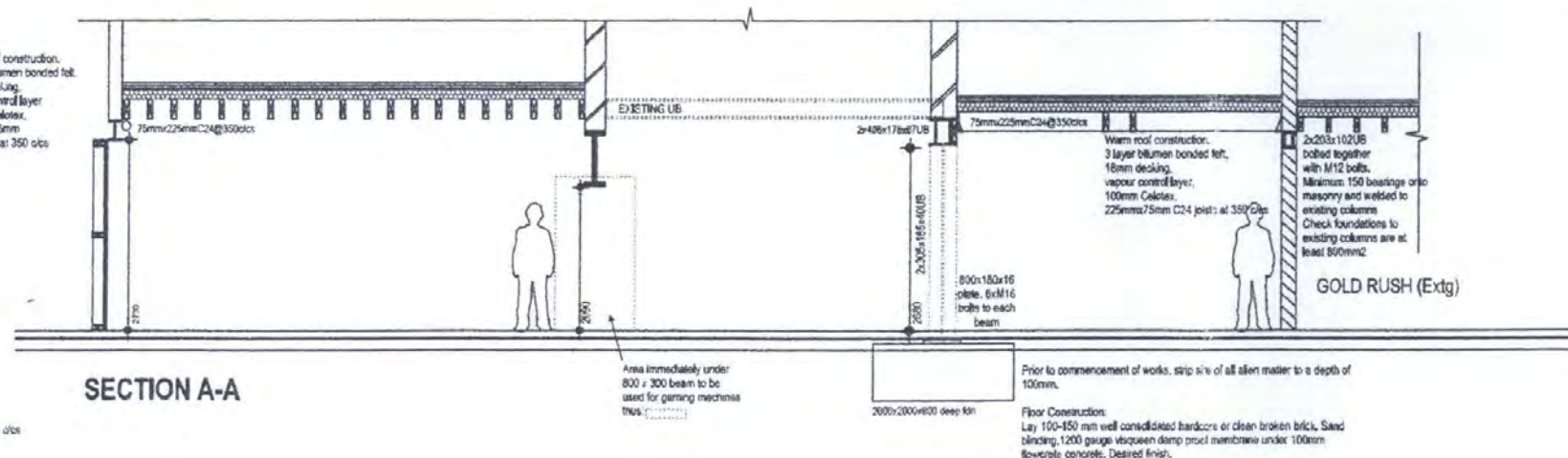
date	revision
------	----------

**COLOUR KEY**  
**RED:** Redemption Tickets & Shop  
**BLUE:** Indoor funhouse  
**GREEN:** Hot food & Drinks



**FRONT ELEVATION PROPOSAL facing Marine Parade**

Complete removal of existing 'Yesterdays World' signage to be replaced with continuation of yellow, steel profiling as 'Gold Rush'. GOLD RUSH lettering and current central image to be repositioned as shown on Front Elevation above.



SECTION A-A

Complete removal of existing 'Yesterdays World' signage to be replaced with continuation of yellow, steel profiling as 'Gold Rush'. GOLD RUSH lettering and current central image to be repositioned as shown on Front Elevation above.



EXISTING FRONT ELEVATION facing Marine Parade



**EXISTING SIDE ELEVATION** facing Trafalgar Road

**GROUND FLOOR - Family Entertainment Use**



4 comments

It seems unusual that there is a protest going ahead regarding a borough policy that has already been flaunted twice recently. Once with the revamp of Wellington Pier, which is now an amusement arcade and secondly with "The Edge" a supeer casino with untold numbers of slot machines etc etc going in just past the pleasure beach. Personally I don't think that an expansion like this will bring one more penny into the town but will only divide a finite cake amongst a greater number of operators but then, isn't that called competition and shouldn't the weakest fall by the wayside? Isn't that the world we live in these days?

[Add your comment](#) | [Report this comment](#)

ThePresence Saturday, April 30, 2016

BETTER COMPETITION it certainly can't get any worse along the front ,or can it?

[Add your comment](#) | [Report this comment](#)

stoneman Friday, April 29, 2016

It was indeed Barrons Amusements and had Yesterdays World been an operating business that was purchased and changed then maybe there would be grounds for objection. However the fact is that Yesterdays World closed down as the owners couldnt make a viable business from it and surely it is better that the building is in use rather than having a major site in the middle of the Sea Front with the shutters down ! The fact that all 11 objections come from excatly the same type of business does indicate sour grapes.

[Add your comment](#) | [Report this comment](#)

Katman Friday, April 29, 2016

Forgive me if I'm wrong but wasn't this BARRONS amusement arcade untill 2006 so was already an arcade premises when the limitations came into effect so there shouldn't be a problem it looks to me as if all the other arcade owned just don't want to have some better competition

# Internet Consultees

Application Reference 03/16/0105/CLJ

Attachments

Invalid Consultee Comment? ☐

Copy to existing Consultee? ☐

Name Debbie Read  
 Address 40 Alpha road  
 Gorleston  
 Post Code NR31OLQ  
 Telephone  
 Email Address  
 For or Against OBJ Object  
 Speak at Committee

LETTER SENT  
 INFORMING OF  
 COMMITTEE

Another popular family venue gone, to be replaced by another tacky arcade. trying to keep kids away from gambling is getting harder.

Date Entered 17-05-2016

Internet Reference OWPC763



## Internet Consultees

Application Reference 06/16/0105/CU

Attachments

Invalid Consultee Comment? ☐Copy to existing Consultee? ☐

Name Amber Coats

Address Flat 6, North Drive

North Drive

Great Yarmouth

Norfolk

Post Code NR304EP

Telephone

Email Address

For or Against OBJ Object

Speak at Committee

LETTER SENT  
INFORMING OF  
COMMITTEE-  
10/5/16

As a business owner along the seafront, operating a small caf and ice cream stall I think it is an outrage that yet another amusement arcade can be allowed to operate. When yesterdays world was closed it was a great shame that it was not replaced with another heritage type business. It seems that slowly Yarmouth seafront is turning in to another Blackpool with a long line of eyesore arcades attracting the wrong crowd of people.

Date Entered 17-05-2016

Internet Reference OWPC762



# Internet Consultees

Application Reference 06/16/0105/CL

Attachments

Invalid Consultee Comment? ☐

Copy to existing Consultee? ☐

Name Mr K Crux

Address 7 Buxton avenue

Gorleston

Post Code NR31 6HG

Telephone

Email Address

For or Against OBJ Object

Speak at Committee

LETTER SENT  
ADVISING OF  
COMMITTEE  
7/5/16

I object to this application on the grounds that I feel Great Yarmouth Sea front should encourage a wider variety of attractions, not just amusement arcades. I think this would encourage more tourism to the town as it would have more to offer.

Date Entered 16-05-2016

Internet Reference OWPC756

## Internet Consultees

Application Reference 06/16/0105/CU

Attachments

Invalid Consultee Comment? ☐Copy to existing Consultee? ☐

Name Charles Thurston

Address 41 The Great Court

Royal Naval Hospital

Great Yarmouth

Post Code NR303JU

Telephone

Email Address

For or Against OBJ Object

Speak at Committee

LETTER SENT  
ADVISING OF  
COMMITTEE  
17/5/16

The problem with this application is that it is in contradiction with the current planning policy which has been in place to prevent the proliferation of amusement arcades in great yarmouth. If the policy is not upheld then it will set a precedent, making it difficult to refuse new applications for changes of use to amusement arcades. This will "open the floodgates" for cafes, shops and any other properties being converted to amusements. Great Yarmouth already has 14 amusement arcades some of which are the largest and highest quality in the country. The west side of Marine Parade is almost wall to wall amusements. The need is already fulfilled. the borough wide plan for the seafront which was reviewed in february 2016 is to encourage heritage attractions and has saved the anti amusement arcade policy. it

Date Entered 16-05-2016

Internet Reference OWPC754



## Internet Consultees

Application Reference 06/16/0105/C9

Attachments

Invalid Consultee Comment? ☐Copy to existing Consultee? ☐

Name Charles Thurston

Address 41 The Great Court

Royal Naval Hospital

Great Yarmouth

Post Code NR303JU

Telephone

Email Address

For or Against OBJ Object

Speak at Committee

floodgates" for cafes, shops and any other properties being converted to amusements. Great Yarmouth already has 14 amusement arcades some of which are the largest and highest quality in the country. The west side of Marine Parade is almost wall to wall amusements. The need is already fulfilled. the borough wide plan for the seafront which was reviewed in february 2016 is to encourage heritage attractions and has saved the anti amusement arcade policy. it seems ridiculous that this application is to replace a heritage attraction amusements, a complete contradiction of the plan. The Property will be much better suited to a number of other uses, and the works carried out on it so far are not limited to the use of amusements. I ask you to refuse the application and uphold the TR9 policy.

Date Entered 16-05-2016

Internet Reference OWPC754

# Internet Consultees

Application Reference 06/16/0105/CU

Attachments

Invalid Consultee Comment? ☐

Copy to existing Consultee? ☐

Name Dave Weston

Address 11 Nelson Rd Central

Great Yarmouth

Norfolk

Post Code NR30 2HZ

Telephone

Email Address

For or Against OBJ Object

Speak at Committee

LETTER SENT  
A DIVISION OF  
COMMITTEE  
17/5/16

I strongly object to another attraction being converted into an amusement arcade. There's too many along the seafront as it is and one more certainly isn't going to help boost tourism.

Date Entered 16-05-2016

Internet Reference OWPC757



# Internet Consultees

Application Reference **06/16/0105/CL**

Attachments

Invalid Consultee Comment? ☐

Copy to existing Consultee? ☐

Name **Sharron wilkes**

Address **96 Nelson road central**

Post Code **NR303BB**

Telephone

Email Address

For or Against **OBJ** Object

Speak at Committee

*LETTER SENT  
ADVISOR OF  
COMMITTEE  
17/5/16*

Just what we don't need, another arcade on Great Yarmouth seafront! don't you think there's enough already?  
Please come up with an original idea. It's such a shame to see another of the towns attractions lost again!

Date Entered **16-05-2016**

Internet Reference **OWPC759**

## Internet Consultees

Application Reference 06/16/0105/CU

Attachments

Invalid Consultee Comment? ☐Copy to existing Consultee? ☐

Name James Kirkpatrick

Address 5 sotterley close

Post Code NR324UX

Telephone

Email Address

For or Against OBJ Object

Speak at Committee

LETTER SENT  
ADVISOR OF  
COMMITTEE  
17/5/16

Does Great Yarmouth seafront really need another amusement arcade?

It was a great loss to the the golden mile and the town when yesterday's world finally closed its doors.

The seafront needs more attractions not more amusement arcades to keep people coming to this fantastic holiday destination.

Eventually the whole of the historic seafront will be clad in cheap signage and neon and will be overtaken by the sound of slot machines.

Please don't let this be the start of the slippery slope..

Date Entered 16-05-2016

Internet Reference OWPC760



## Elaine Helsdon

---

**From:** Linda I. Hayes on behalf of property  
**Sent:** 17 May 2016 09:43  
**To:** Alan A. Carr; Planning Support; plan  
**Subject:** FW: Another arcade!

See below.

Linda Hayes  
Practice Manager  
Property Services  
Great Yarmouth Borough Council

Telephone: 01493 846876  
E-mail: [linda.hayes@great-yarmouth.gov.uk](mailto:linda.hayes@great-yarmouth.gov.uk)

Website: [www.great-yarmouth.gov.uk](http://www.great-yarmouth.gov.uk)  
Correspondence Address: Novus Centre, The Conge, Great Yarmouth, Norfolk, NR30 1NA

Great Yarmouth Borough Council - Customer Focused, Performance Driven

It takes 24 trees to produce 1 ton of office paper! Think... is it really necessary to print this email?

-----Original Message-----

From: Tim J. Noble  
Sent: 16 May 2016 16:37  
To: property  
Subject: RE: Another arcade!

No, try planning/tourism

Thanks,

Timothy Noble  
Property Services  
Great Yarmouth Borough Council  
Telephone: +44 (0) 1493 846479  
E-mail: [tim@great-yarmouth.gov.uk](mailto:tim@great-yarmouth.gov.uk)  
Website: [www.great-yarmouth.gov.uk](http://www.great-yarmouth.gov.uk)  
Correspondence Address: Novus Centre, The Conge, Great Yarmouth, Norfolk NR30 1NA

-----Original Message-----

From: Linda I. Hayes On Behalf Of property  
Sent: 16 May 2016 16:11  
To: Tim J. Noble  
Subject: FW: Another arcade!

Would you like to reply?

Linda Hayes  
Practice Manager  
Property Services  
Great Yarmouth Borough Council

ALREADY RECD  
VIA WFB

Telephone: 01493 846876

E-mail: [linda.hayes@great-yarmouth.gov.uk](mailto:linda.hayes@great-yarmouth.gov.uk)

Website: [www.great-yarmouth.gov.uk](http://www.great-yarmouth.gov.uk)

Correspondence Address: Novus Centre, The Conge, Great Yarmouth, Norfolk, NR30 1NA

Great Yarmouth Borough Council - Customer Focused, Performance Driven

It takes 24 trees to produce 1 ton of office paper! Think... is it really necessary to print this email?

-----Original Message-----

From: Janet L. Bessey On Behalf Of enquiries

Sent: 16 May 2016 16:02

To: property; tourism

Subject: FW: Another arcade!

We have received the following email via the Great Yarmouth Borough Council's [enquiries@great-yarmouth.gov.uk](mailto:enquiries@great-yarmouth.gov.uk) mailbox.

The emailer has been informed that their enquiry/request has been passed to the appropriate area and that they will be contacted in due course.

Please respond directly to the email if a response is required. There is no need to cc in this address.

Regards

Janet Bessey

Customer Service Advisor

Customer Services Department

Great Yarmouth Borough Council

Telephone: 01493 856100

E-mail: [jlb@great-yarmouth.gov.uk](mailto:jlb@great-yarmouth.gov.uk)

Website: [www.great-yarmouth.gov.uk](http://www.great-yarmouth.gov.uk)

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

Great Yarmouth Borough Council - Customer Focused, Performance Driven

The information contained in this email is intended only for the person or organisation to which it is addressed. If you have received it by mistake, please disregard and notify the sender immediately. Unauthorised disclosure or use of such information may be a breach of legislation or confidentiality and may be legally privileged.

Emails sent from and received by Members and employees of Great Yarmouth Borough Council may be monitored.

Unless the email relates to Great Yarmouth Borough Council business it will be regarded by the Council as personal and will not be authorised by or sent on behalf of the Council. The sender will have sole responsibility for any legal actions or disputes that may arise.

It takes 24 trees to produce 1 ton of office paper! Think... is it really necessary to print this email?

-----Original Message-----

From: James

Sent: 16 May 2016 07:28

To: enquiries

Subject: Another arcade!

Does Great Yarmouth seafront really need another amusement arcade?

It was a great loss to the the golden mile and the town when yesterday's world finally closed its doors.

The seafront needs more attractions not more amusement arcades to keep people coming to this fantastic holiday destination.

Eventually the whole of the historic seafront will be clad in cheap signage and neon and will be overtaken by the sound of slot machines.

Please don't let this be the start of the slippery slope..

Sent from my iPhone

# MERRIVALE MODEL VILLAGE

Marine Parade ♦ Great Yarmouth ♦ Norfolk NR30 3JG ♦ 01493-842097

Head of Planning  
Planning Deptment  
Town Hall  
Great Yarmouth  
NR30 2QF



06/10/0105120  
LETTER SENT  
INFORMED OF  
COMMITTEE  
10/5/16

9<sup>th</sup> May 2016

Dear Sir

I am writing to formally object to the planning application for the extension to the Gold Rush Amusement Centre, Marine Parade, Great Yarmouth.

I wish to object on the grounds that there is already an oversupply of this type of amenity provide on Marine Parade, My fear is with the loss already of such attractions as,

Yesterdays World

The House of Wax

Amazonia Reptile Zoo

The Boating Lake

The Winter Gardens

Our very fragile visitor economy will start fall even further than it has already.

Whilst I applaud their belief and investment, a larger amusement centre will not bring new or retain our current visitor level,

I believe we need is more verity of attractions, so not to jeopardise the existing offering.

Please contact me if you require any for clarification on my objection.

Yours sincerely

Peter Williamson  
Director  
Merrivale (Great Yarmouth) Ltd

# Internet Consultees

Application Reference 06/16/0105/00

Attachments

Invalid Consultee Comment? ☐

Copy to existing Consultee? ☐

Name Caroline O'Grady

Address Triangle Amusements Ltd

29 New Street

Cromer

Post Code NR27 9HP

Telephone

Email Address

For or Against OBJ Object

Speak at Committee

*LETTER SENT  
IN WORKING OF  
COMMITTEE  
10/5/16*

We understood the Council had made the decision to not allow anymore FEC's or AGC's in Great Yarmouth.

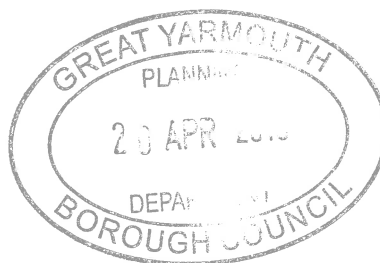
We were prohibited from extending at one time because of this policy and strongly object now.

Date Entered 13-05-2016

Internet Reference OWPC752



ACK'D  
20/4/16



RGEre  
18 April 2016

Planning Services  
Great Yarmouth Borough Council  
Town Hall  
Hall Plain  
Great Yarmouth  
NR30 2QF

Dear Sirs

**34 Marine Parade, Great Yarmouth - Applications 06/16/0105/CU and 06/16/0106/A**

I act on behalf of a number of traders in the vicinity (including those who operate the Leisure Land, Magic City, Silver Slippa, The Mint, Golden Nuggett, Circus Circus, Flamingo, Wellington Pier complex, the Pleasure Beach, Britannia Pier and Marine Bingo) who are concerned about unauthorised development which has taken place and about the 'retrospective' applications for planning permission and advertisement consent submitted to you under the above references.

It appears that one application form covers both applications. We have a number of concerns about the procedural aspects as well as the merits of the applications. Some of the procedural flaws are obviously more significant than others but they are overall sufficient, in our view, for you to reject the application at this stage because it is incomplete/wrong and potentially misleading. Further, on its merits we urge you to refuse it (see below).

The **procedural flaws** are as follows:-

1. The applicants (E&G Mavroudis) certify that they are the sole owners (question 30 on the form). According to the land certificate (copy attached) this is incorrect; Demetris Mavroudis is also joint owner. As you know Section 327A(2) provides that an authority must not entertain a planning application if it fails to comply with a statutory requirement. The certificate is a statutory requirement and it appears to be wrong in this case. Therefore, this application cannot be the subject of a lawful decision. Any 'permission' would not be lawful.
2. The application description (Question 3 on the form) makes no reference to the alterations to the doors which have been carried out and which are unauthorised.
3. The application seeks changes to 35 Marine Parade even though those premises are not included in the application (alterations to fascia signage affect 35). The extent of the application site needs to be changed to include 35 Marine Parade at least in respect of the advertisement application.
4. Question 19 of the application and the Design & Access Statement suggest the proposed use is a class D2 use (like the current/last use). The use is also described in an email from the applicant of 6 April from which it is clear it is not a D2 use but an amusement arcade which is a 'sui generis' use. Accordingly planning permission to change the use is required.
5. The application form is not completed fully in that Questions 5, 18, 23, 24 and 27 are not completed and Questions 10 and 29 are not completed fully. **It seems to me that the applications are therefore incomplete/invalid.**

NO  
COPY  
ATTACHED



In the light of the above the application is flawed and should not be entertained. Having said that, there are also reasons why the applications should be refused on their merits.

**Consideration of policy and the merits of the applications:-**

1. When planning permission was granted for the authorised use of the premises (as a 'Museum/exhibition with themed Victorian arcade, tea rooms and curiosity shop') the applicant and your authority went to considerable effort in agreeing a sympathetic ground floor frontage treatment including the arrangement of the doors, signage etc. That arrangement has recently been changed to the detriment of the character and appearance of the conservation area. This application seemingly seeks to authorise those works carried out without planning permission and should be refused because the effect of the proposal is/would be adverse both to the character and appearance of the building and the conservation area.
2. The profile cladding proposed for the canopy/fascia would be a retrograde step and would harm the character and appearance of the building and the conservation area.
3. The Council has a longstanding policy to limit new amusement proposals. It has recently reviewed the policies to be 'saved' from the Boroughwide Local Plan. One of those saved policies is Policy TR9 which says:-

*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 FLOORSPEACE 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.*

This policy is still applicable and is important in maintaining a mix of uses on Marine Parade. The proposal would be contrary to that policy and, if permitted, would open the floodgates to other similar proposals on Marine Parade, in Great Yarmouth generally and elsewhere in the Borough.

In the light of the above we urge that the application should be rejected as invalid. Alternatively, it should be refused because of conflict with an important development plan policy and on its merits being harmful to the character and appearance of the conservation area.

Yours faithfully

Roger Etchells FRICS  
Email: [roger@rogeretchells.co.uk](mailto:roger@rogeretchells.co.uk)



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

Your Ref: 06/16/0105/CU  
Date: 20 April 2016

My Ref: 9/6/16/0105  
Tel No.: 01603 638070  
Email: [stuart.french@norfolk.gov.uk](mailto:stuart.french@norfolk.gov.uk)

Dear Jason

**Great Yarmouth: Use for family entertainment centre  
34 Marine Parade GREAT YARMOUTH Norfolk NR30 2EN**

Thank you for your recent consultation with respect to the above.

In highway terms only I have no objection to the above but I would recommend the following condition be appended to any grant of permission your Authority is minded to make.

SHC 17      No part of the proposed structure (to include fascia board / rainwater goods and guttering) shall overhang or encroach upon highway land and no gate / door / ground floor window if installed shall open outwards over the highway.

Reason: In the interests of highway safety.

Yours sincerely

*Stuart French*

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



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

Your Ref: 06/16/0106/A  
Date: 20 April 2016

My Ref: 9/6/16/0106  
Tel No.: 01603 638070  
Email: [stuart.french@norfolk.gov.uk](mailto:stuart.french@norfolk.gov.uk)

Dear Jason

**Great Yarmouth: New signage**  
**34 Marine Parade GREAT YARMOUTH Norfolk NR30 2EN**

Thank you for your recent consultation with respect to the above.

In highway terms only I have no objection tot he proposals but I would recommend the following conditions and informative note be appended to any grant of permission your Authority is minded to make.

SHC 18      A minimum vertical clearance of 2.42 metres shall be maintained at all times between the proposed structure (facia/sign) and the level of the adjacent public highway.

Reason: In the interests of highway safety.

SHC 33      The level of illumination of the illuminated sign shall not at any time exceed 800cd/m<sup>2</sup>. No part of the source of the illumination shall at any time be directly visible to users of the adjacent public highway.

Reason: In the interests of highway safety.

Inf. 3      This development involves a sign that may affect the public highway. The Applicant should note that the Norfolk County Council, as Highway Authority, reserves the right under the general provisions of Common Law and Section 152 of the Highways Act 1980 to seek the removal of any sign causing an obstruction or nuisance, or which obscures or hinders the ready

*Continued/...*

interpretation of a road traffic sign. Advice on this matter can be obtained from the County Council's Highways Development Management Group based at County Hall in Norwich. Please contact Developer Services on 0344 800 8020.

Yours sincerely

*Stuart French*

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





LOCATION 1:1250



LOCATION 1:1250