

Reference: 06/15/0534/F

Parish: Hemsby

Officer: Jason Beck

Expiry Date: 18-11-2015

Applicant: Mr R Hirst Hirst Farms Ltd

Proposal: Fixed Leisure facilities to have permanent planning approval; New permanent café building; extension of visit period February to November at Hirsty's Family Fun Park.

Site: Hirsty's Family Fun Park, Yarmouth Road, Hemsby, Great Yarmouth

REPORT

1. Background / History :-

- 1.1 The application site is currently used for leisure/tourism purposes under Hirsty's Family Fun Park which is situated south of Hemsby Service Station and adjoins the Hemsby Settlement Limit. The site is also adjacent an area of allotment gardens. The site currently utilises a number of leisure activities such as Go-Karts, A temporary café, children's apparatus and a maze. The site is currently accessed off Yarmouth Road and contains its own car park.
- 1.2 The site was originally given permission for a maize maze under planning application 06/06/0877/F. The permission was temporary and was renewed under application 06/08/0879/F and 06/14/0589/F. Currently the site has temporary planning permission until 16th December 2024. Currently the structures must be removed from the site when the Maize Maze is not in operation.
- 1.3 The current proposal is for fixed leisure facilities with the café to be a permanent structure as opposed to the temporary movable structures currently utilised.
- 1.4 Planning History:

06/06/0877/F – Change of use from agricultural to maize maze for holiday use, to include new vehicular access. Approved with conditions. 20-02-2007

06/08/0879/F – Proposed continued use land as Maize Maze as given temporary permission under consent no. 06/06/0877/F. Approved with conditions. 22-05-2009

06/11/0073/F – Change of use from agricultural land for allotments with sheds. Approved with conditions. 20-04-2011

06/14/0589/F – Renewal of Planning Permission 06/08/0879/F for use as a maize maze. Approved with conditions. 22-12-2014

06/15/0291/A – Erect hoarding 'Welcome to Hemsby and Newport'. Advert consent. 10-09-2015.

2 Consultations :-

- 2.1 Parish – Have no objections, but have requested landscaping between the proposed café and car park to reduce the visual impact.
- 2.2 Neighbour/public – No comments.
- 2.3 Highways - No objections
- 2.4 Building Control – Have advised that the original proposed café would require building regulations. A revised drawing was provided.
- 2.5 Environmental Health – No objections.
- 2.6 Strategic Planning – No comments received.

3 Policy :-

3.1 Borough Wide Local Plan 2001:

POLICY TR1

THE BOROUGH COUNCIL'S STRATEGY IS TO SEEK TO MAINTAIN THE PRESENT LEVEL OF TOURISM AND FULFIL ANY POTENTIAL FOR GROWTH GIVING DUE REGARD TO THE NEED TO CONSERVE AND ENHANCE THE NATURAL AND BUILT ENVIRONMENT AND SAFEGUARD COMMUNITY INTERESTS.

(Objective: To ensure the tourist industry's future prosperity whilst protecting environmental and community interests.)

POLICY TR2

THE BOROUGH COUNCIL WILL SEEK TO ENSURE THAT A WIDE RANGE OF HOLIDAY ACCOMMODATION AND TOURIST FACILITIES AND

ATTRACTIONS IS PROVIDED TO SATISFY ALL SECTORS OF THE TOURISM MARKET AND WILL ENCOURAGE CONTINUING IMPROVEMENTS TO THE EXISTING PROVISION IN ORDER TO MEET INCREASING CUSTOMER EXPECTATIONS.

(Objective: To maintain and enhance the Borough's status as a holiday destination.)

POLICY NNV3

IN THE AREAS SHOWN ON THE PROPOSALS MAP AS 'LANDSCAPE IMPORTANT TO THE COASTAL SCENE' THE COUNCIL WILL ONLY PERMIT DEVELOPMENT THAT WOULD NOT SIGNIFICANTLY DETRACT FROM THE ESSENTIAL OPEN CHARACTER OF THE AREAS.

(Objective: To protect the remaining open coast.)

POLICY NNV5

IN THE AREAS AROUND SETTLEMENTS SHOWN ON THE PROPOSALS MAP AS 'LANDSCAPE IMPORTANT TO THE SETTING OF SETTLEMENTS' THE COUNCIL WILL PERMIT DEVELOPMENT PROVIDED A DEVELOPER CAN DEMONSTRATE ESSENTIAL NEED OR THAT THE DEVELOPMENT WOULD NOT IMPINGE ON THE PHYSICAL SEPARATION BETWEEN SETTLEMENTS PARTICULARLY BETWEEN GREAT YARMOUTH AND CAISTER AND GORLESTON AND HOPTON WHICH ARE MAJOR GATEWAYS TO THE TOWN, OR GIVE RISE TO ANY OTHER SIGNIFICANT ADVERSE IMPACT.

(Objectives: To protect the setting of settlements and prevent urban sprawl.)

3.2 Core Strategy:

Policy CS8 – Promoting tourism, leisure and culture

- a) Encourage and support the upgrading and enhancement of existing visitor accommodation and attractions to meet changes in consumer demands and encourage year-round tourism
- e) Support the development of new high quality tourist, leisure and cultural facilities and accommodation that are designed to a high standard, easily accessed and have good connectivity with existing attractions

3.3 National Planning Policy Framework:

Paragraph 28 - 28. Planning policies should support economic growth in rural areas in order to create jobs and prosperity by taking a positive approach to sustainable new development. To promote a strong rural economy, local and neighbourhood plans should:

- Support the sustainable growth and expansion of all types of business and enterprise in rural areas, both through conversion of existing buildings and well-designed new buildings;
- Promote the development and diversification of agricultural and other land-based rural businesses;
- Support sustainable rural tourism and leisure developments that benefit businesses in rural areas, communities and visitors, and which respect the character of the countryside. This should include supporting the provision and expansion of tourist and visitor facilities in appropriate locations where identified needs are not met by existing facilities in rural service centres; and
- Promote the retention and development of local services and community facilities in villages, such as local shops, meeting places, sports venues, cultural buildings, public houses and places of worship.

4 Assessment :-

- 4.1 The application is for permanent approval to the existing facilities shown on plan (reference: 15-6951-03-A) which include children's apparatus, a go kart track and a wood maze. In addition to this a new permanent café will replace the existing temporary structures. The café would remain on site all year as opposed to the existing structures currently need to be removed outside of the season.
- 4.2 The site was given permission for holiday/leisure use since application 06/06/0877/F and it has subsequently been renewed twice with the current permission not expiring until December 2024. The site already contains children's apparatus formed of swings, zip wires, mini golf and slides. The area marked as football on the plans is currently utilised as a tyre course, but this alteration is not considered significant. The main attraction is the Maize Maze which encompasses most of the site. The position of the proposed Go Kart track has moved from its previously approved position meaning it is situated to the north of the site adjacent the existing service station.
- 4.3 The site is within an area of land currently designed as 'landscape important to the setting of settlements'. It has been noted on previous applications that the development does represent an intrusion into this designation. The planning condition ensuring the removal of structures out of season would reduce the visual impact the development will have. The proposed permanence of the structures will result in an increased presence of the fun park within the countryside however as an existing site it is not considered contrary to policy NNV5 of the Borough Wide Local Plan. Policy NNV5 should also be assessed against policy TR1 and TR2 of the Borough Wide Local Plan.
- 4.4 The area of land is marked as G3 under the Great Yarmouth Borough Council Landscape Character Assessment. This document states that these areas are porous/transitional in nature and any structures should be vernacular with appropriate planting considered. The new café is more modern in design

rather than vernacular, but it is functional and modest. The timber board cladding will reduce the visual imposition of the café. Although the current existing structures are removed off-season the new design does represent an improvement in design quality upon the existing.

- 4.5 A modest planting scheme of native species would then allow the development to conform to the landscape character assessment and would also satisfy the comments made by the Parish Council who did not object in principal, but requested a planting scheme to screen the new café.
- 4.6 Policy TR1 states that the council should look to maintain and fulfil tourism potential whilst conserving and enhancing the built and natural environment. The fun park has been present for several years and an improved café could enhance the sites appeal. The fixed placement children apparatus is not considered to significantly detract from the surroundings. Giving permanent permission to the café will mean that the café can operate when the Maize Maze is not present. However its use will still be restricted to the operational times of the fun park and its use incidental to the Fun Park in general. The natural environment should be improved with additional planting.
- 4.7 The fun park is not considered to significantly and adversely affect the neighbouring properties and adjacent service centre however the movement of the Go Karts closer to the neighbouring uses will increase its potential impact. A condition ensuring pedal and electric karts should be maintained.
- 4.8 The proposal will help maintain Hemsby's tourism potential in line with Policy TR1. In addition the proposal meets the criteria of policy CS8 of the Emerging Core Strategy by providing an improved tourism offer (the café). The application is for an increased opening period from February to November every year. The current permission ties the opening the fun park and the presence of the structural facilities to the availability of the Maize Maze. An appropriate and increased time period would be conducive to policy CS8 of the emerging core strategy
- 4.9 The site has its own car parking facilities which accesses off Yarmouth Road which forms one of the main routes into Hemsby. Highways were consulted on the application and have offered no objections.
- 4.10 Policy TR2 seeks to ensure a wide range of tourism attractions and encourage the improvement of the existing facilities. Given that this is an existing site which has been in operation for several years since it was approved in 2007 (albeit with different layouts and facilities) it is difficult to argue that it is contrary to policy NNV5; in addition to this its current permission does not expire until December 2024 meaning the proposal will continue to remain within the landscape for a significant time. The application will involve improvements to the existing facilities which conforms to policy TR1 and TR2 and if a modest landscaping scheme is conditioned then its impact throughout the year could be lessened. Furthermore the proposal will allow a greater level of regularisation of the site for the Local Planning Authority.

5 RECOMMENDATION :-

- 5.1 **Approval Subject to Conditions:** The application represents an improvement to existing tourism facilities which already has permission to remain for several years meaning the proposal conforms to policy TR1 and TR2.

The following conditions should be considered: A condition requesting a modest landscaping scheme and the removal of all equipment once/if the family fun park permanently closes for business to reduce the imposition of the proposal upon the landscape.

Conditions previously attached to the temporary permission should be used once again, these include; Restrictions to the type of Go Karts allowed so to reduce noise nuisance, an opening time restriction of 10:00 - 18:00 on any given day, no amplified music shall be played anywhere on site and that the visibility splay is maintained as per the previous highway condition.

The times of the year in which it can be opened should be restricted so the park cannot open between November to March. These opening time will ensure the park is open during most of the school holiday periods whilst protecting the amenities of the nearby residential properties.

Details of the colour of the timber cladding and roof to be agreed.

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

Your Ref: 06/15/0534/F
Date: 15 October 2015

My Ref: 9/6/15/0534
Tel No.: 01603 638070
Email: stuart.french@norfolk.gov.uk

Dear Jason

Hemsby: Fixed leisure facilities to have permanent planning approval. New permanent cafe building. Extension of visit period February to November Hirsty's Family Fun Park Yarmouth Road Hemsby GREAT YARMOUTH NR29 4NL

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

The Highway Authority have no objection to the proposals outlined in the above application.

Yours sincerely

Stuart French

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

Jill K. Smith

From: Jason Beck
Sent: 12 October 2015 09:08
To: Jill K. Smith
Subject: FW: 06/15/0534/F

Hello Jill

Please find attached a consultation response.

Regards

JASON BECK

Planning Assistant (Development Control)

Great Yarmouth Borough Council

Tel: 01493 846388

E-mail: jb@great-yarmouth.gov.uk

Website: www.great-yarmouth.gov.uk

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

From: Sarah A. Flatman
Sent: 12 October 2015 09:02
To: Jason Beck
Subject: 06/15/0534/F

Jason,
I would advise you I have no comments to make on the proposed application
Regards

Sarah Flatman
Commercial Team Manager
Great Yarmouth Borough Council

Telephone: 01493 846408
E-mail: saf@great-yarmouth.gov.uk

Website: www.great-yarmouth.gov.uk

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

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

From

To Building Control Manager

My Ref: 06/15/0534/F

TO

From: Development Control Manager

Date: 1st October 2015

Case Officer: Mr J Beck

Parish: Hemsby 8

Development at:-

Hirsty's Family Fun Park
Yarmouth Road
Hemsby
GREAT YARMOUTH

For:-

Fixed facilities to have
perm planning appr. New
perm cafe building. Ext of
visit period Feb to Nov.

Applicant:-

Mr R Hirst Hirst Farms Ltd
Carr Farm
Ormesby
GREAT YARMOUTH

Agent:-

Miss R Deane Owen Bond at Brow
The Atrium
St Georges 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 15th October 2015.

COMMENTS: I WOULD ADVISE THE CAFE BE KEPT
BELOW 30m² IN SIZE, THIS WOULD
EXEMPT IT FROM BUILDING REGS.
ALTERNATIVELY THE REGS WOULD BE ONEROUS
ON THIS PROJECT.



5.10.15.

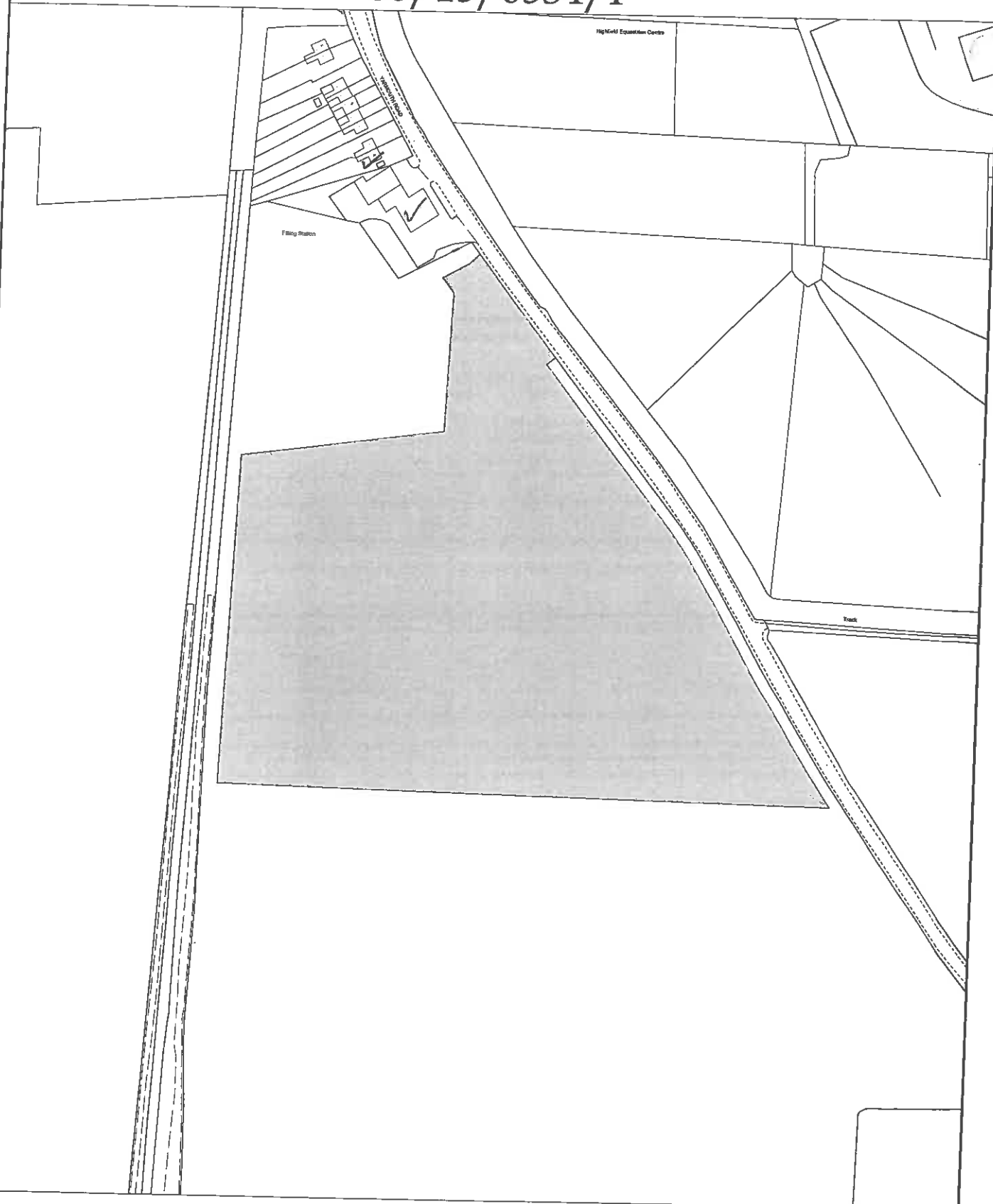
Elaine Helsdon

From: Shirley Weymouth <shirleyweymouth@tiscali.co.uk>
Sent: 14 October 2015 19:18
To: plan
Subject: 06/15/0534/F

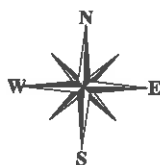
06/15/0534/F – **Decision: NO OBJECTION** – However the members would like to have some kind of screening such as shrubs or trees between the car park and café to be reduce the harsh lines of the containers being used.

SITE PLAN POSTED

06/15/0534/F



GREAT YARMOUTH
BOROUGH COUNCIL



Scale = 1:2500 @ A4

Planning and Development Department,
Trafalgar House, Greyfriars Way,
Great Yarmouth, Norfolk. NR30 2QE

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