

Reference: 06/19/0120/F

Parish: Gorleston

Expiry Date: 17-05-2019

Applicant: Great Yarmouth Borough Council

Proposal: Proposed 2 storage units for the storage of deck chairs or other authorised leisure use, in the area surrounding the model yacht pond

Site: Lower Marine Esplanade and beach
Gorleston

REPORT

1. Background / History :-

- 1.1 The application is to erect 2 storage units around the yachting pond positioned on the Lower Espanade before Gorleston Beach. The 2 units measuring 3m by 3m in footprint will be positioned near each of the accesses to the yachting pond from the Esplanade.
- 1.2 The application was originally for the 2 storage units and 3 A5 (hot food takeaway) concessions. The hot food takeaways were removed from the application in March.
- 1.3 This part of the seafront is included in the extended Gorleston Conservation Area No. 17.

2. Consultations :-

- 2.1 Highways – No objection.
- 2.2 Environmental Health – No comment.
- 2.3 Public – The public consultation to the original scheme received 730 objections and 6 other comments. The main reasons for objection were;
 - Lack of detail on the concessions
 - Insufficient consultation
 - Damage to local business
 - Adversely affect Gorleston seafront
 - Access to promenade
 - Access for existing users
 - Insufficient toilets

- Environmental concerns

Most of the matters raised related to the A5 concessions and the potential for units on the Lower Esplanade. The plans were subsequently amended leaving the storage units only.

Given the number of objections received only an example has been included at the end of this report.

3. Policy :-

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

3.2 Paragraph 48. Local planning authorities may give weight to relevant policies in emerging plans according to:

- a) the stage of preparation of the emerging plan (the more advanced its preparation, the greater the weight that may be given);
- b) the extent to which there are unresolved objections to relevant policies (the less significant the unresolved objections, the greater the weight that may be given); and
- c) the degree of consistency of the relevant policies in the emerging plan to this Framework (the closer the policies in the emerging plan to the policies in the Framework, the greater the weight that may be given).

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 TR24

THE COUNCIL WILL PRESERVE THE EXISTING TRANQUIL CHARACTER OF GORLESTON BY ONLY PERMITTING DEVELOPMENT THAT CONTRIBUTES TO THE ESSENTIAL CHARACTER AND APPEARANCE OF THE SETTLEMENT.

(Objective: To retain the existing character of the area and encourage the upgrading of beach facilities.)

3.5 POLICY SHP15:

PROPOSALS FOR THE ESTABLISHMENT OF HOT FOOD TAKE-AWAYS NOT FALLING TO BE CONSIDERED UNDER THE PROVISIONS OF POLICY SHP4 WILL BE PERMITTED SUBJECT TO THE FOLLOWING CRITERIA:

- (A) THE PROPOSAL WOULD NOT CREATE AN OVER-CONCENTRATION OR PREPONDERANCE OF CLASS A3 USES WHICH WOULD SIGNIFICANTLY DETRACT FROM THE VITALITY AND VIABILITY OF A SHOPPING FRONTAGE;
- (B) THE PROPOSAL WOULD NOT SIGNIFICANTLY ADVERSELY AFFECT ADJOINING OR NEIGHBOURING OCCUPIERS AND USERS OF LAND OR PREMISES BY VIRTUE OF NOISE, DISTURBANCE, SMELL OR FUMES;
- (C) THE PROPOSAL WOULD NOT BE LIKELY TO RESULT IN A SIGNIFICANT HAZARD TO ROAD SAFETY OR SIGNIFICANTLY IMPEDE THE FREE FLOW OF TRAFFIC;
- (D) COMPLIANCE WITH THE COUNCIL'S PARKING AND SERVICING STANDARDS AS SET OUT AT APPENDIX (A) TO CHAPTER 3 IN THE CASE OF ALL NEW OPERATIONAL DEVELOPMENT, AND WHERE POSSIBLE OR NECESSARY IN THE CASE OF A CHANGE OF USE; AND,
- (E) THE PROPOSAL WOULD NOT SIGNIFICANTLY ADVERSELY AFFECT THE CHARACTER OF THE AREA OR THE LOCAL ENVIRONMENT.

(Objective: To allow the provision of hot food outlets outside shopping areas whilst safeguarding the amenities and character of the area.)

3.6 POLICY SHP16

ANY PROPOSALS TO ESTABLISH NEW RETAIL FOOD OUTLETS IN THE FORM OF KIOSKS OR STALLS WILL BE TREATED ON THEIR MERITS. HOWEVER, ANY PROPOSAL LIKELY TO OBSTRUCT THE FOOTWAY WILL BE STRONGLY RESISTED. THE BOROUGH COUNCIL WILL NOT PERMIT PROPOSALS TO ESTABLISH NEW REFRESHMENT OR FOOD OUTLET KIOSKS/ CONCESSIONS ON THE SEAFRONT TO THE EAST OF MARINE PARADE, GREAT YARMOUTH, OR ON THE ESPLANADE AT GORLESTON. ALTERATIONS AND EXTENSIONS TO SEAFRONT REFRESHMENT OR FOOD OUTLET CONCESSIONS/KIOSKS EAST OF MARINE PARADE, GREAT YARMOUTH WILL BE PERMITTED PROVIDED THE APPLICANT CAN DEMONSTRATE THAT:-

- (a) THERE IS NO LOSS OF DESIGNATED OPEN SPACE;
- (b) THE PROMENADE/FOOTWAYS WILL NOT BE OBSTRUCTED;
- (c) THE RECONSTRUCTED KIOSK WILL BE DESIGNED TO INCORPORATE MATERIALS APPROPRIATE TO ITS LOCATION AND SETTING AND IS COMPLIANT WITH THE DESIGN GUIDE; AND
- (d) THE RESULTANT BUILDING/STRUCTURE IS NOT IN AN AREA WHICH COULD BE LIABLE TO COASTAL EROSION OR SEA

INUNDATION OVER THE ANTICIPATED LIFETIME OF THE DEVELOPMENT.

CONDITIONS WILL BE IMPOSED ON ANY PLANNING APPROVAL TO ENSURE THAT CRITERIA (a) TO (c) OF THE POLICY ARE COMPLIED WITH. CONDITIONS MAY ALSO BE IMPOSED RESTRICTING THE AMOUNT OF EXTERNAL SEATING AND TABLES ASSOCIATED WITH THE KIOSK.

(Objective: To ensure that the character of the seafront is maintained, to ensure the free flow of pedestrians and to maintain and improve the character and appearance of the seafront east of Marine Parade.)

Note: Applicants will be expected to provide evidence that the requirements of the Chief Building Control Officer and the Environmental Health Officer can be met.

3.6 Adopted Core Strategy

3.7 Policy 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

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

3.8 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

4. Assessment

- 4.1 The application is to erect 2 timber structures for storage purposes related to leisure uses. The proposed structures are situated adjacent the model yachting pond off the Lower Esplanade in Gorleston with the beach to the east. They are positioned on the northwest and southwest of the yachting pond adjacent the access steps down from the Esplanade into the area around the pond. The wider area includes the beach and the Gorleston Cliff face with the wide and open Esplanade running across the top of the cliffs and at the bottom. A number of uses associated with tourism and the use of the

back are close by, particularly northwards where there is a row of commercial units. To the south is the relatively new children's splash pool.

- 4.2 The application is for 2 modest structures which will be aimed at supporting tourism uses such as the storage of deck chairs. The proposed uses are considered broadly in compliance with the aims of policy CS8 in providing supporting facilities that could potentially enhance the tourism offer.
- 4.3 Use of the units as storage will provide safe places in which leisure and tourism items such as deck chairs could be stored. This is considered to limit the opportunity for crime in accordance with policy CS9 of the adopted Core Strategy.
- 4.4 The original scheme included 3 A5 (hot food takeaway concessions). These were removed following a public consultation whereby 700 objections were received. Most of the issues raised through the public consultation related to the A5 concessions, notably issues regarding environmental concerns such as rubbish produced, damage to local business and insufficient toilets. In addition, the two storage sheds are positioned adjacent the yachting pond and are not considered to significantly impact access through the promenade.
- 4.5 The application now for the storage units only, the A5 concessions were removed and the alterations to the beach concession did not require planning permission. The storage units are not considered to significantly and adversely affect the viability of the wider seafront. It is recognised that the elevations of the storage sheds have not been provided so it could be conditioned against the dimensions.

5 RECOMMENDATION :-

- 5.1 **Approve** as the application complies with policies CS8 and CS9 of the adopted Core Strategy subject to a condition providing clarity of the units size and a condition restricting the sheds to appropriate use.



GREAT YARMOUTH
BOROUGH COUNCIL

Property & Asset Management

Town Hall, Hall Plain

Great Yarmouth

NR30 2QF

Email: property@great-yarmouth.gov.uk

DX: 41121 Great Yarmouth 1

Planning Department
Great Yarmouth Borough Council
Town Hall
Great Yarmouth
NR30 2QF

Head of Service: Jane Beck

Please ask for: Stuart Dawson

Direct Line: (01493) 846401

Email: Stuart.Dawson@great-yarmouth.gov.uk

Our ref: MH

21st March 2019

Dear Sirs

Planning Application 06/19/0120/F

I write in connection to the above application and confirm that we are amending the submission as follows:-

- 1, The 3 no a5 units that were proposed on the promenade are withdrawn from this application.
- 2, We understand that the beach site has established use and therefore no longer requires planning permission
- 3, For clarification units K1 & K2 are for the storage of deck chairs or other authorised leisure use in the area surrounding the model yacht pond.

Yours sincerely

A handwritten signature in black ink, appearing to be 'Stuart Dawson', written over a horizontal line.

Stuart Dawson
Property Asset Manager
Property & Asset Management

Enc. Revised Plan

Name:

Address:

Phone:

Email:

Objection to Planning Application Reference 06/19/0120/F

Proposal: Proposed 3 no. A5 concessions with outside seating. Change of use on Beach concession from inflatables to other beach amusement uses including hiring of deck chairs and associated items

Location: Lower Marine Parade Lower Esplanade & Beach Gorleston GREAT YARMOUTH NR31 6BT

I/we would like to object to the above planning application on the following grounds
(Please tick all points you agree with)

- ☒ I object to the 3 concessions and seating
- ☒ I object to the change of use to beach concession

I am concerned that:

- ☒ there is inadequate explanation of what the concessions will be selling
- ☒ there has been insufficient local consultation
- ☒ I believe this will be damaging to local business income which could cause winter closures and job loss
- ☒ it will adversely affect the nature of Gorleston Seafront
- ☒ the access for use of promenade for deliveries will lead to health and safety problems
- ☒ there are insufficient toilets on promenade
- ☒ it will block access for existing users
- ☒ there are environmental concerns, additional rubbish and insufficient council cleaning staff

Other:

(Please tick)

Local resident. ☒

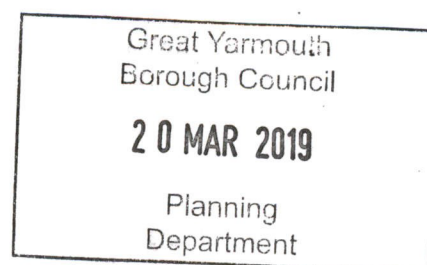
Visitor.

Business.

(Name)

Yours sincerely

Signature



Graham Clarke
Great Yarmouth Borough Council
Town Hall
Hall Plain
Great Yarmouth
Norfolk
NR30 2QF

NCC contact number: 0344 800 8020
Text Relay - 18001 0344 800 8020

Your Ref: 06/19/0120/F
Date: 14 March 2019

My Ref: 9/6/19/0120
Tel No.: 01603 638070
Email: stuart.french@norfolk.gov.uk

Dear Graham

**Great Yarmouth: Proposed 3 no. A5 concessions with outside seating. Change of use on Beach concession from inflatables to other beach amusement uses including hiring of deck chairs and associated items
Lower Marine Parade Lower Esplanade & Beach Gorleston GREAT YARMOUTH
NR31 6BT**

Thank you for your recent consultation with respect to the above and clearly the proposals are located off the public highway.

It would appear from the information supplied that proposals will primarily be seasonal and cater to visitors to the area and local residents; I am of the opinion they are unlikely to be of a nature or scale that they would be specific attractions/traffic generators in their own right.

There is available designated car parking in the area and whilst it is accepted that local roads do suffer the effects of visitor parking, this is a matter of fact and given the above I do not consider that the proposals, if approved, will have any significant highway impact and certainly would not give rise to a severe residual cumulative impacts on the road network.

Accordingly the I raise no objection to this application in highway terms.

Yours sincerely

Stuart French

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

George Bolan

From: Sarah A. Flatman
Sent: 11 March 2019 15:31
To: George Bolan
Subject: planning application

Dear George,
Environmental Services have no comments to make in respect of the following planning applications:

06/19/120/F

Kind regards

Sarah Flatman

Corporate Health and Safety Advisor
Environmental Services
Great Yarmouth Borough Council
(Please note my hours of work are Monday-Thursday)

Email: sarah.flatman@great-yarmouth.gov.uk

Website: www.great-yarmouth.gov.uk

Telephone: 01493 846408



GREAT YARMOUTH
BOROUGH COUNCIL



Highly Commended Finalist in Driving Growth Category of LGC Awards 2019

To read our email disclaimer visit here: www.great-yarmouth.gov.uk/email-disclaimer