

Schedule of Planning Applications

Committee Date: 20th July 2022

Application Number: **06/22/0477/A** - [Click here to see application webpage](#)

Site Location: Marina Centre Marine Parade GREAT YARMOUTH NR30 2ER

Proposal: Installation of new external signage to main building, directional totems, and totem signs to entrance of car park.

Applicant: Great Yarmouth Borough Council, Town Hall, Hall Plain, GREAT YARMOUTH, NR30 2QF

Case Officer: Mr R Tate

Parish & Ward: Nelson Ward

Date Valid: 20-05-22

Expiry / EOT date: 15-07-22

Committee referral: This is a 'connected application', where the Borough Council is applicant.

Procedural note: This application was reported to the Monitoring Officer as an application submitted by the Borough Council, as applicant, for determination by the Borough Council as Local Planning Authority. The application was referred to the Monitoring Officer for their observations on 13th July 2022, and the Monitoring Officer has checked the file and is satisfied that it has been processed normally and that no other members of staff or Councillors have taken part in the Council's processing of the application other than staff employed within the LPA (Local Planning Authority) as part of the determination of this application.

RECOMMENDATION:

APPROVE subject to conditions.

REPORT

1. The Site

1. The almost completed Marina Centre, is situated to the eastern side of Marine Parade. It replaces the previous leisure centre which dated from 1981 and closed in 2019. The new Marina Centre is a more contemporary structure that occupies a far smaller footprint than its predecessor. To the south of the leisure building is the new customer car park.
2. The new Marina Centre comprises of the following:

Wet activities

- Six-lane 25m pool with full disabled access, including two self-service lifts
- Confidence water area and learner pool with moveable floor
- Leisure water with fun play features, including two water flumes and a splash pad
- Accessible changing village
- Communal changing area with both individual and family changing

Dry activities

- 100-station health and fitness gym with panoramic sea views
- Four-court multi-purpose sports hall
- Indoor climbing zone
- Accessible multi-use flexible community spaces
- Café with views to the beach
- Fully accessible changing areas

3. The site is within the Seafront Conservation Area No. 16 and whilst there are no Listed Buildings) on the site, nearby on the opposite side of Marine Parade is the Grade II listed former Maritime Museum and close by there are other listed buildings, such as the Hippodrome Theatre. The Seafront Conservation Area Appraisal 2005 (draft) describes the 'Golden Mile' as an "area is not defined by a particular architectural style, the period of the buildings is predominantly Victorian and Edwardian, although many of these buildings have been masked or decorated with the baubles of the late 20th century."

2. The Proposal

- 2.1 The application seeks advertisement consent for 8 signs on and around the new Marina Centre. This includes:
 - 1x 1.5m wide by 4.0m high by 0.1m deep free-standing totem
 - 1x 1.0m wide by 4.0m high by 0.1m deep free-standing totem
 - 2x 1.0m wide by 2.1m high by 0.06m deep free-standing totem
 - 1x 13.3m wide by 3.65m high logo sign (south elevation fascia)
 - 1x 8.8m wide by 2.4m high logo sign (west elevation fascia)
 - 1x 1.8m wide by 7.0m high external branding (west elevation fascia)
 - 1x café signage – vinyl applied to glazed facade
- 2.2 The totem signs are proposed to be located around the car park. These signs will provide basic way finding for visitors and users of the leisure centre. The totems will be fixed to bolt boxes precast in RC concrete footing, and will be formed of aluminium trays and trims, stainless steel skirt and kick plates. The background will be signal blue (RAL 5005) and the text in signal white (RAL 9003)
- 2.3 The logo / letting signs will use the same colour palette as the totem signs, with lettering in signal white. The logo and lettering be in aluminium polyester powder

coated finish. Café signs will be vinyl applied to the windows and door of the café, looking out east to the beach.

2.4 None of the proposed signs are to be illuminated.

3. Site Constraints

3.1 Great Yarmouth Seafront Area (as defined by policy GY6)

3.2 Seafront Conservation Area No. 16

4. Relevant Planning History

| Reference | Decision | Decision Date | Description |
|----------------|-----------------------|---------------|---|
| 06/19/0471/F | APPROVE | 16-12-19 | The redevelopment of the Marina Leisure Centre involving: demolition of the existing Leisure Centre building: erection of a new two storey health & fitness centre comprising; 6 lane competition pool, attendant teaching pool and leisure water with associated water flumes and changing facilities, 4No. court sports hall, and attendant changing, fitness suite, exercise and spinning studios together with attendant changing facilities, clip and climb, soft play, cafe & party room, office and tourist information facility together with ancillary accommodation hard and soft landscaping including cycle and car parking for staff and visitors, service yard waste and recycling facilities |
| 06/20/0371/CD | APPROVE (CONDITIONS) | 19-01-21 | Discharge of conditions 4,5 and 8 of Planning Permission 06/19/0471/F |
| 06/20/0548/NMA | Accept Amended Notice | 02-12-20 | Non-Material amendment for PP 06/19/0471/F - General arrangements - floor plans & elevations |

| | | | |
|---------------|-------------------------|----------|--|
| 06/21/0758/CD | APPROVE (CONDITIONS) | 18-11-21 | Discharge of condition 14 of pp.06/19/0471/F - full details of soft and hard landscaping |
| 06/21/0759/CD | APPROVE (CONDITIONS) | 18-11-21 | Discharge of condition 19 of pp.06/19/0471/F - details of flume |

5. Consultations

| | | |
|---|-------------------------|---|
| Consultee: Local Highways Authority (Norfolk County Council) | | Response: No objection subject to conditions |
| <p>Comments:</p> <p>The Highway Authority raise no objection but would recommend the following conditions and informative.</p> <p>SHC 14V No part of the proposed structures (the totems signs, including any posts and foundations) shall overhang or encroach upon highway land Reason: In the interests of highway safety.</p> <p>SHC 29 The proposed signs shall be finished and thereafter retained in non-reflective materials. Reason: To avoid undue distraction to motorists and to avoid possible resemblance to and confusion with bona-fide road signs.</p> <p>Inf 10. It is the Applicant's responsibility to clarify the boundary with the public highway. Private structures such as fences, or walls, signs, etc., will not be permitted on highway land. The highway boundary may not match the applicant's title plan. For further details please contact the highway research team at highway.boundaries@norfolk.gov.uk</p> | | |
| Officer comment / response: | n/a | |
| Any relevant Condition / Informative note? | Conditions as requested | |

| | | |
|--|--|--------------------------------|
| Consultee: Conservation Officer | | Response: "No comment". |
| Officer comment / response: | Please see the Planning Officer's report for assessment of impacts on heritage assets including the conservation area. | |
| Any relevant Condition / Informative note? | n/a | |

6. Publicity & Representations received

Consultations undertaken: Site notice

Reasons for consultation: Conservation Area

Ward Member – No comments received at the time of writing.

Public Representations - No comments received at the time of writing.

7. Relevant Planning Policies

The Great Yarmouth Core Strategy (adopted 2015)

- Policy CS9: Encouraging well-designed, distinctive places
- Policy CS10: Safeguarding local heritage assets

The Great Yarmouth Local Plan Part 2 (adopted 2021)

- Policy A1: Amenity
- Policy A3: Advertisements
- Policy GY6: Great Yarmouth Sea Front
- Policy E5: Historic environment and heritage

8. Other Material Planning Considerations

National Planning Policy Framework (July 2021)

- Section 4: Decision Making
- Paragraph 136:

“136. The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient, and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”

9. Planning Analysis

1. Legislation dictates how all planning applications must be determined. Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise.
2. Section 70(2) of the Town and Country Planning Act 1990 (as amended) states: *In dealing with an application for planning permission the authority shall have regard to—*

- (a) the provisions of the development plan, so far as material to the application,*
- (aza) a post-examination draft neighbourhood development plan, so far as material to the application,*
- (b) any local finance considerations, so far as material to the application, and*
- (c) any other material considerations.*

This is reiterated at paragraphs 2 and 47 of the National Planning Policy Framework.

Main Issues

The main planning issues for consideration include:

- Principle of development
- Impact on local character and heritage
- Amenity
- Highways

Assessment:

10 Principle of Development

- 10.1 The principal policy for assessing advertisement applications within the Borough is adopted policy A3 from the Local Plan Part 2. This states:

"In assessing advertisement proposals in terms of amenity, regard will be given to the local characteristics of the neighbourhood in terms of potential impact upon the scenic, historic, architectural, landscape or cultural settings, and whether it is in scale and in keeping with these features.

In assessing advertisements in terms of public safety, consideration will be given to the advertisement's potential to become hazardous to users of paths, roads, rail, waterways and aircraft."

The conformity with this will be assessed in the sections below.

11 Impact on Local Character and Heritage

- 11.1 The site is located within the no.16 Sea Front Conservation Area, as such the proposal must be assessed with special regard to Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 - specifically with special regard to preserving or maintaining the character and appearance of the conservation area.
- 11.2 The supporting text to LPP2 policy GY6 states *“Proposals for new illuminated signage and advertisements will also be managed carefully in line with Policies CS9 and A3 to balance their needs against their potential impact on the amenity and character of designated heritage assets”*
- 11.3 The proposal does not intend to make use of illuminated signage. Instead, aluminium with a powder coated finish is proposed for the elevation signs. This finish is of a higher quality than many signs on along Marine Parade which make use of lightboxes and other plastic derived signs.
- 11.4 The signage uses the same colour palette as the external materials used in the Marina Centre, particularly referencing the blue cladding panels on which the elevation signs sit. This harks to the positioning of the leisure centre on the sea front.
- 11.5 Due to the sympathetic colours and materials proposed, the signage complements the external design of the Marina Centre. The size and scale of the sign is in keeping with the proportions of the building and do not appear out of place. The proposal would not cause harm to the surrounding designated heritage assets.
- 11.6 As such, the proposal is considered to comply with CS10 and E5 and the provisions of Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

12 Amenity

- 12.1 Adopted policy A1 expands on CS09 F to ensure that no significantly harmful amenity issues occur, including *overlooking and loss of privacy; loss of light and overshadowing and flickering shadow; building and structures which are overbearing; nuisance, disturbance, and loss of tranquillity from waste and clutter, intrusive lighting, visual movement, noise, poor air quality (including odours and dust); and vibration.*

- 12.2 Given that the proposed signs are not proposed to be illuminated, the distance to neighbouring properties and the type of signage proposed – none of these consequences are expected to occur. As such, the proposal complies with policy A1.

13 Highways

- 13.1 Policy A3 in part states *“In assessing advertisements in terms of public safety, consideration will be given to the advertisement's potential to become hazardous to users of paths, roads, rail, waterways and aircraft.”* Such things that would cause hazard would include bright or flashing signs, signs located in dangerous locations (such as on busy junctions) and signs with moving parts.
- 13.2 The Local Highways Authority (Norfolk County Council) have been consulted on the application and raise no objection, subject to use of conditions which require the development to ensure no obstruction to highways and ensure no use of reflective materials to distract drivers. These are reasonable and not considered likely to hinder the development as the aluminium material can be given a brushed finish if necessary. The applicant has been asked to provide an update to the Committee meeting on this.

14 Local Finance Considerations

- 14.1 Under Section 70(2) of the Town and Country Planning Act 1990 the Council is required when determining planning applications to have regard to any local finance considerations, so far as material to the application. Local finance considerations are defined as a government grant such as new homes bonus, or the Community Infrastructure Levy (which is not applicable to the Borough of Great Yarmouth). Whether or not a local finance consideration is material to a particular decision will depend on whether it could help to make the development acceptable in planning terms. It would not be appropriate to make a decision on the potential for the development to raise money for a local authority, for example. There do not appear to be any planning-related local finance considerations linked to this development.

15 Conclusion and Recommendation

- 15.1 The signs are well positioned and relate to the existing building, utilising the same colour palette and ensuring use of higher quality materials.
- 15.2 Having considered the details provided, the application is considered to accord with policies CS09 and CS10 from the adopted Core Strategy, and policies A1, A3, E5 and GY6 from the adopted Local Plan Part 2.

- 15.3 It is considered that there are no other material considerations to suggest the application should not be recommended for approval.

RECOMMENDATION:

It is recommended that advertisement consent should be APPROVED, subject to the following conditions:

Proposed Conditions

1. The development must be begun not later than three years beginning with the date of this permission.

The reason for the condition is: -

The time limit condition is imposed in order to comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

2. The development shall be carried out in accordance with the following revised plans received by the Local Planning Authority on the 19th of May 2022:

| | |
|------------------------|--|
| Site Plan Sheet 1: | GYH&FC-SBA -ZZ -00 -DR-A -0801 Rev.P01 |
| Site Plan Sheet 2: | GYH&FC-SBA -ZZ -00 -DR-A -0802 Rev.P01 |
| South/West Elevations: | GYH&FC-SBA -ZZ -XX-DR-A -0821 Rev.C02 |
| Sign Type 01: | 002 P04 |
| Sign Type 02: | 003 P04 |
| Sign Type 03a: | 005 P04 |
| Sign Type 03b: | 006 P04 |
| Sign Type 04: | 007 P04 |
| Sign Type 05: | 009 P04 |
| Sign Type 06: | 010 P04 |
| Sign Type 07: | 011 P04 |

The reason for the condition is: -

For the avoidance of doubt.

3. No part of the proposed structures (the totems signs, including any posts and foundations) shall overhang or encroach upon highway land.
Reason: In the interests of highway safety.
4. The proposed signs shall be finished and thereafter retained in non-reflective materials.
Reason: To avoid undue distraction to motorists and to avoid possible resemblance to and confusion with bona-fide road signs.
5. No advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land);
6. No advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport;
7. Any advertisement must be maintained in a condition that does not impair the visual amenity of the site;
8. Any advertisement hoarding, or structure is to be kept in a condition which does not endanger the public; and,
9. If an advertisement is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.

The reason for the above conditions 5 – 9 is: -

To comply with Schedule 2 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Informative Note:

It is the Applicant's responsibility to clarify the boundary with the public highway. Private structures such as fences, or walls, signs, etc., will not be permitted on highway land. The

highway boundary may not match the applicant's title plan. For further details please contact the highway research team at highway.boundaries@norfolk.gov.uk

And any other conditions considered appropriate by the Development Manager.

Appendices:

Appendix 1 - Sign locations around leisure centre

Appendix 2 - Sign locations around car park

Appendix 3 - Proposed elevations

Appendix 4 - Example Totem signs

Marine Parade

TCB

Beach

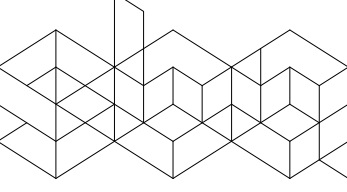
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| 6 | Drainage has not been surveyed and any/all pipe locations and below ground drainage runs are indicative. |
| 7 | It is assumed that all works will be carried out by a competent contractor who will be working, where appropriate, to an approved method statement. |

External Signage Legend

- 1 Sign Type 01 - Totem (Car Park Entrance)
Refer to Ascot drawing 002
- 2 Sign Type 02 - Totem (Private Parking)
Refer to Ascot drawing 003
- 3a Sign Type 03a - Small Directional Totem
Refer to Ascot drawing 005
- 3b Sign Type 03b - Small Directional Totem
Refer to Ascot drawing 006
- 4 Sign Type 04 - External Logo and Lettering
(South Elevation)
Refer to Ascot drawing 007
- 5 Sign Type 05 - External Logo and Lettering
(West Elevation)
Refer to Ascot drawing 009
- 6 Sign Type 06 - External Branding
(West Elevation)
Refer to Ascot drawing 010
- 7 Sign Type 07 - Cafe Entrance Manifestation Lettering
(East Elevation)
Refer to Ascot drawing 011

Refer to Ascot drawings for signage details and colours.

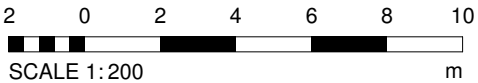
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| P01 | Issued for review and comments | 01.04.22 | MS | AC |
| No. | Revision | Date | Chk | Auth |
| Client GREAT YARMOUTH BOROUGH COUNCIL | | | | |
| Job GREAT YARMOUTH HEALTH & FITNESS CENTRE | | | | |
| Drawing Site Plan - External Signage Locations Sheet 1 | | | | |
| Scale 1 : 200 @A1 | | | Revision P01 | |
| SBA Project Code | Drawn MS | Date 04/01/22 | project | originator zone level type role number |
| 1807 | Checked AC | Suitability Code PD | GYH&FC-SBA-ZZ-00-DR-A-0801 | |



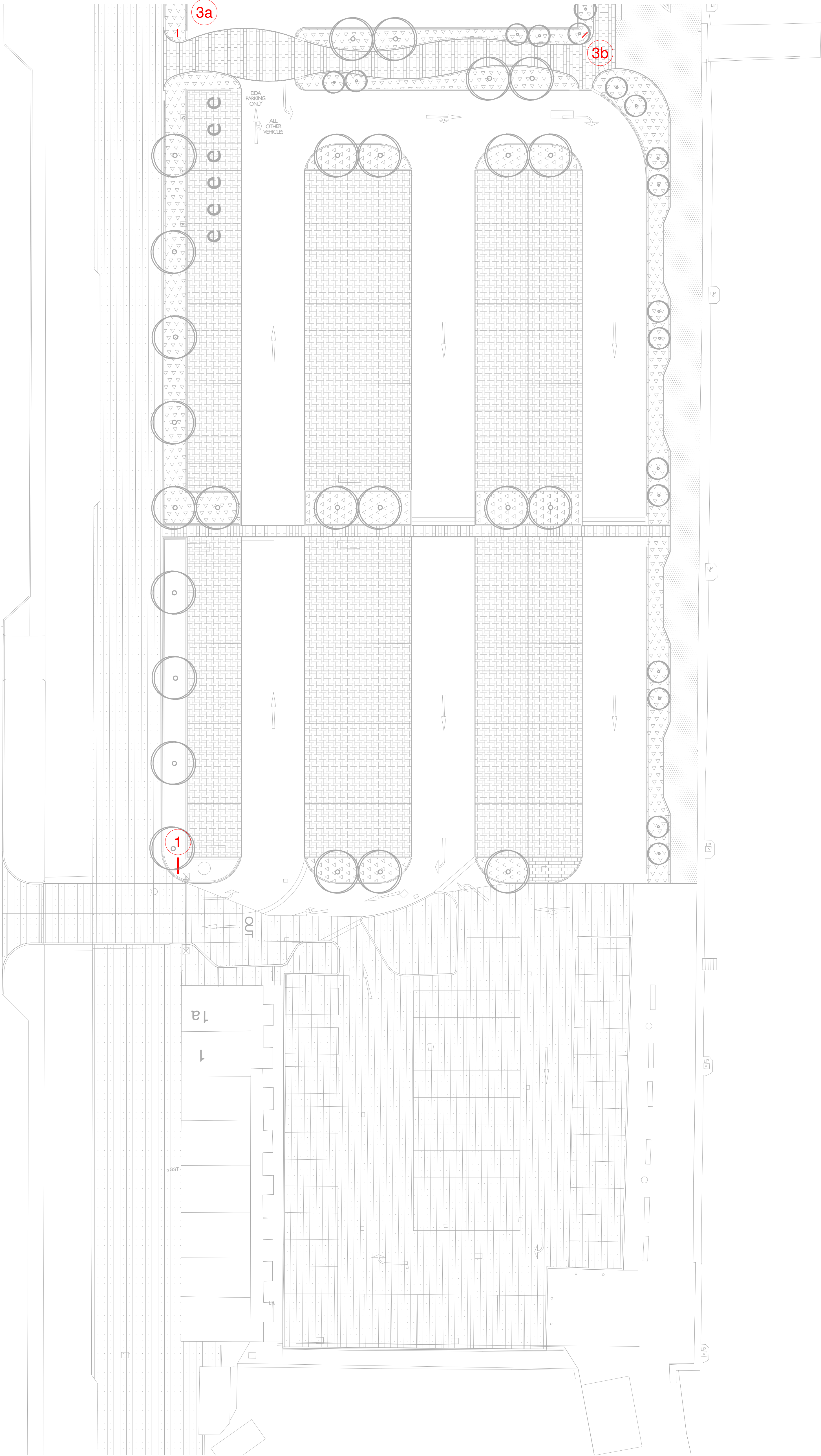
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Marine Parade



| No. | Note |
|-----|--|
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| 6 | Drainage has not been surveyed and any/all pipe locations and below ground drainage runs are indicative. |
| 7 | It is assumed that all works will be carried out by a competent contractor who will be working, where appropriate, to an approved method statement. |

External Signage Legend

- 1 Sign Type 01 - Totem (Car Park Entrance)
Refer to Ascot drawing 002
- 2 Sign Type 02 - Totem (Private Parking)
Refer to Ascot drawing 003
- 3a Sign Type 03a - Small Directional Totem
Refer to Ascot drawing 005
- 3b Sign Type 03b - Small Directional Totem
Refer to Ascot drawing 006
- 4 Sign Type 04 - External Logo and Lettering (South Elevation)
Refer to Ascot drawing 007
- 5 Sign Type 05 - External Logo and Lettering (West Elevation)
Refer to Ascot drawing 009
- 6 Sign Type 06 - External Branding (West Elevation)
Refer to Ascot drawing 010
- 7 Sign Type 07 - Cafe Entrance Manifestation Lettering (East Elevation)
Refer to Ascot drawing 011

Refer to Ascot drawings for signage details and colours.

Beach

| | | | | |
|-----|--------------------------------|----------|-----|------|
| P01 | Issued for review and comments | 01.04.22 | MS | AC |
| No. | Revision | Date | Chk | Auth |

| | |
|---------|---|
| Client | GREAT YARMOUTH BOROUGH COUNCIL |
| Job | GREAT YARMOUTH HEALTH & FITNESS CENTRE |
| Drawing | Site Plan - External Signage Locations Sheet 2 |

| | | | |
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| Scale | 1 : 200 @A1 | Revision | P01 |
|-------|-------------|----------|-----|

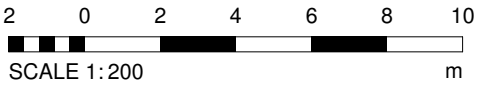


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| | | | | | | | |
|------------------|---------|------------|------------------|----------|------|------|--------|
| SBA Project Code | Drawn | Author | Date | 04/01/22 | | | |
| 1807 | Checked | Checker | Suitability Code | PD | | | |
| project | | originator | zone | level | type | role | number |
| GYH&FC-SBA-ZZ-00 | | -DR | -A | -0802 | | | |



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Legend:

- 1 Curtain Walling / Window glazing system. Anodised aluminium frame.
Colour - black (Anatok 54B).
- 3 Facing brickwork.
Colour - cream (Unweathered Anglian Cream).
- 4 Vitradual Panel.
Colour - gold (Gold Metallic).
- 5 Vitradual Panel.
Colour - blue (Ocean Blue).
- 6 Toughened ceramic panels within curtain walling system.
Colour - black (RAL 9005).
- 7 Louvre spandrel panel with sand trap to curtain walling.
Colour - black (RAL 9005).
- 8 Flat panel to 25m Pool fascias. Polyester powder coated.
Colour - black (RAL 9005).
- 9 Flat panel to 25m Pool fascias. Polyester powder coated.
Colour - blue (Ocean Blue).
- 10 Solid metal doors.
Colour - black (RAL 9005).
- 11 Ventilation Louvres, PPC 9005
- 12 Metal 'sand trap' louvre doors. Polyester powder coated.
Colour - black (RAL 9005).
- 13 Standing seam roof to 25m Pool. Aluminium.
Colour - natural mill finish.
- 16 Glazed doors / windows. Aluminium.
Colour - black (Anatok 54B).
- 17 Curved cappings, PPC 9005
- 20 Parapet cappings. Glass reinforced plastic.
Colour - black.
- 21 Profiled metal cladding (stair 6 roof enclosure and internal face of curved parapet sports hall walls)
Colour - dark grey (RAL 7016)
- 22 Rooftop plant enclosure and facade louvres. Polyester powder coated.
Colour - black (RAL 9005).
- 23 Large format external signage, RAL 9003

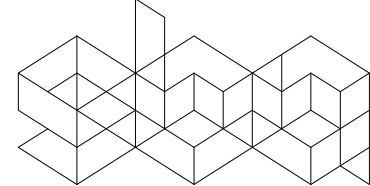
To be read in conjunction with External Signage Location Plans.
For external signage details and colours refer to Ascot drawings.

Refer to 10401 - Great Yarmouth Marina - External Signage (Ascot) document for detailed information on the signage

1 South Elevation
1 : 100

2 West Elevation
1 : 100

1 0 1 2 3 4 5
SCALE 1:100 m



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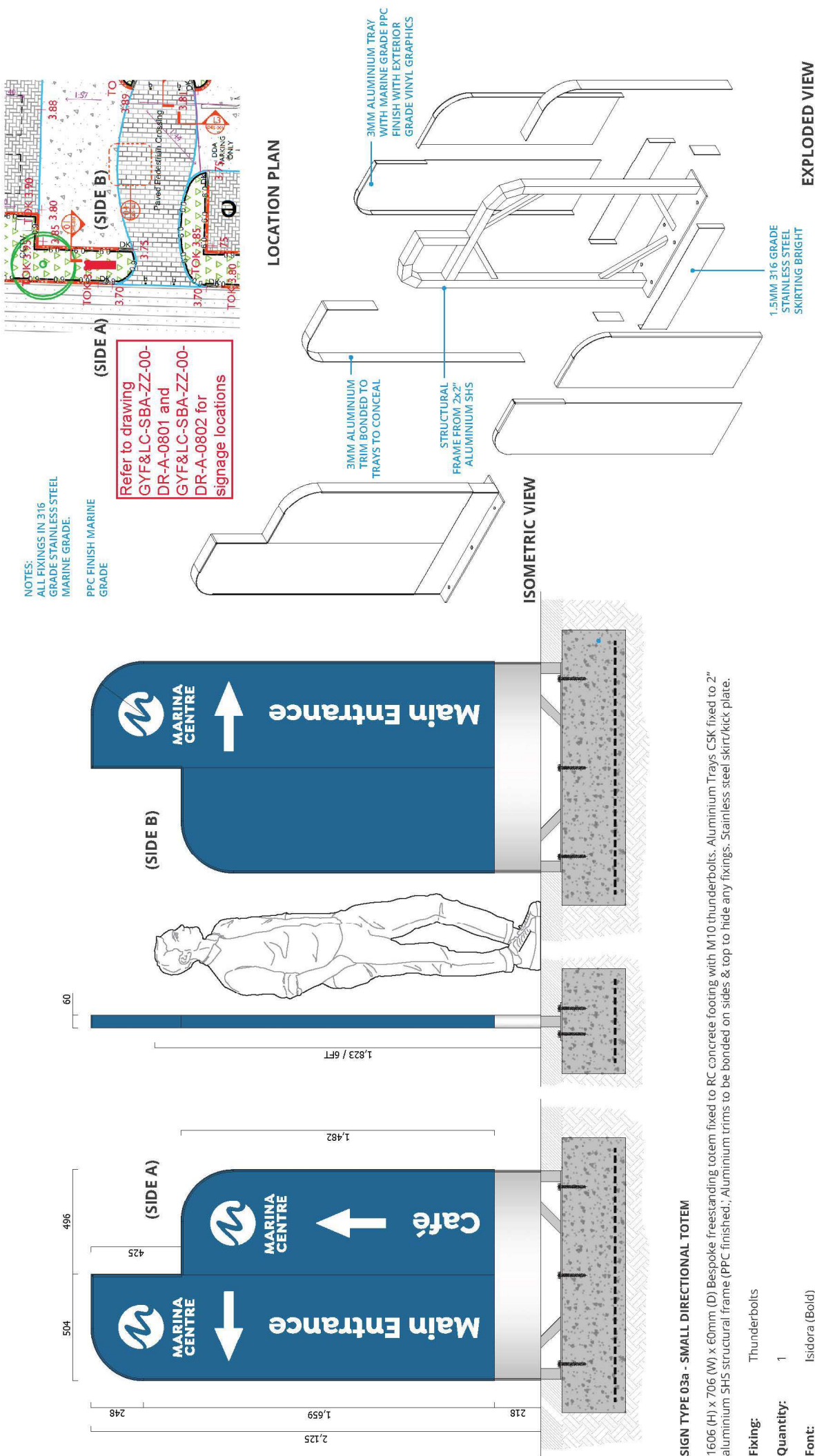
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|-----|---|----------|----|-----|
| C02 | External Signage shown | 22.04.22 | MS | AC |
| C03 | Roofing detail updated, material legend amended | 11.11.21 | PP | AJC |
| P03 | Issued to planners | 11.11.20 | AC | NS |
| P02 | Issued for Planning NMA | 30.10.20 | AC | NS |
| P01 | Issued for Planning NMA | 18.08.20 | AC | NS |
| NS | Revision | 18.08.20 | NS | Aut |

Client
GREAT YARMOUTH BOROUGH COUNCIL
Task
GREAT YARMOUTH HEALTH & FITNESS CENTRE
Drawing
General Arrangement Elevations - South and West

Scale
1 : 100 @A0
Revision
C02

| | | | | | | | | | |
|------------------|------------|-------------------|----------------------------|------------|------|-------|------|-----|--------|
| SBA Project Code | Drawn MS | Date 07/29/20 | Project | originator | zono | level | type | iss | number |
| 1807 | Checked AC | Submittal Code PD | GYH&FC-SBA-ZZ-XX-DR-A-0821 | | | | | | |

SIGN TYPE 03a - SMALL DIRECTIONAL TOTEM



SIGN TYPE 03a - SMALL DIRECTIONAL TOTEM

1606 (H) x 706 (W) x 60mm (D) Bespoke freestanding totem fixed to RC concrete footing with M10 thunderbolts. Aluminium Trays CSK fixed to 2" aluminium SHS structural frame (PPC finished.); Aluminium trims to be bonded on sides & top to hide any fixings. Stainless steel skirt/kick plate.

Fixing: Thunderbolts

Quantity: 1

Font: Isidora (Bold)

Colours: RAL 5005 (Signal Blue) & RAL 9003 (Signal White)

Notes:

Colour References:

RAL 5005

RAL 9003

FOR REVIEW

DO NOT MANUFACTURE FROM THIS DOCUMENT

Drawing No:

005

Revision:

P04

Start Date:

05/11/2021

Rev. Date:

28/04/2022

Drawn By:

AK

Checked By:

JB

Client:

MORGAN SINDALL

Project:

GREAT YARMOUTH