

Reference: 06/21/0526/F

Parish: Great Yarmouth

Officer: Mr G Bolan

Expiry Date: 17/09/2021

Applicant: Mr M Stephenson – Great Yarmouth Borough Council

Proposal: Installation of 13 no. 8m-tall steel columns supporting 13 no. mesh-lighting internally illuminated letters, each of 2.3m height x 1.4-2.2m width, and associated ground works and infrastructure including supporting platform

Site: Pleasure Beach Gardens
South Beach Parade
Great Yarmouth

Procedural note: This application is brought before committee as Great Yarmouth Borough Council is the applicant.

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 Monitoring Officer has checked and made a record on the file that she 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 as part of the determination of this application.

REPORT

1. Background / History:-

- 1.1 The application is for the Installation of 13 no. 8m-tall steel columns supporting 13 no. mesh-lighting internally illuminated letters, each of 2.3m height x 1.4-2.2m width, and associated ground works and infrastructure including supporting platform. The application has been put forward to members due to Great Yarmouth Borough Council itself being the applicant.
- 1.2 The location of the illuminated letters spelling "GREAT YARMOUTH" are on the east parade side of the Pleasure Beach Gardens south of the Pleasure Beach

Gardens café, the proposed letters are supported on stations and are proposed to reach up to 8m tall and will be seen from South Beach Parade.

- 1.3 Pleasure Beach Gardens is located within Conservation Area No.16 – Seafront and is with the Great Yarmouth Golden Mile, it is also located just south of the Prime Commercial Holiday Area with the closest part being at Wellington Pier and is a well established area for tourists and locals to visit.
- 1.4 The proposed letters are to attract visitors to the area and allow a visual advertisement of the location Great Yarmouth, the letters also allow visitors and locals to take photos/selfies to advertise their visits to the local area on social media platforms.

2. Consultations:-

- 2.1 Norfolk County Council Highways – No comments received as yet – there was not enough detail available to be assessed at the time of the consultation response, so it is not possible to assess if the plans can be seen from the public highway. Level of illuminance will be important in the determination of the application.
- 2.2 Conservation – No Objections
- 2.4 Nearby residents – x3 objections and x1 Support received.
- 2.5 Environmental Health Officer – no comments received to date.
- 2.6 County Ecologist – no comments received to date.

3. Policies:

The following policies are relevant to the consideration of this application:

Core Strategy 2013 – 2030 policies:

- CS8 – Promoting tourism, leisure and culture

Remaining - 2001 Borough Wide Local Plan

- BNV22 – Advertisements

The following emerging Local Plan Part 2 (final draft) policies should also be noted:

- GY6 - Great Yarmouth Seafront Area.

Policy CS8 – Promoting tourism, leisure and culture

As one of the top coastal tourist destinations in the UK, the successfulness of tourism in the Borough of Great Yarmouth benefits not only the local economy but also the

wider subregional economy as well. To ensure the tourism sector remains strong, the Council and its partners will:

- 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
 - b) Safeguard the existing stock of visitor holiday accommodation, especially those within designated holiday accommodation areas, unless it can be demonstrated that the current use is not viable or that the loss of some bed spaces will improve the standard of the existing accommodation
 - 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
 - f) Encourage a variety of early evening and night time economy uses in appropriate locations that contribute to the vitality of the borough and that support the creation of a safe, balanced and socially inclusive evening/night time economy
 - g) Support proposals for the temporary use of vacant commercial buildings for creative industries, the arts and the cultural sector, where appropriate
 - h) Seek to support the role of the arts, creative industries and sustainable tourism sectors in creating a modern and exciting environment that will attract more visitors to the borough
 - i) Support proposals for new tourist attractions and educational visitor centres that are related to the borough's heritage, countryside and coastal assets, and emerging renewable energy sector
 - j) Ensure that all proposals are sensitive to the character of the surrounding area and are designed to maximise the benefits for the communities affected in terms of job opportunities and support for local services
 - k) Encourage proposals for habitat-based tourism, especially where these involve habitat creation and the enhancement of the existing environment, in particular the areas linked to the Broads Core Strategy – Adopted December 2015 / Page 67
- Understanding the value of tourism 4.8.1 Tourism is an integral part of the sub-regional and local economy. In 2011, the Borough of Great Yarmouth attracted over 1 million⁷ staying visitors and almost 4 million day visitors per year, with an estimated total visitor spend of £398 million and a total supplier and income based spend of almost £134 million, meaning that the total worth of the visitor economy in 2011 was over £531 million. In addition, approximately 30% of all employment in 2011 was tourism related. 4.8.2 To ensure that the sub-regional and local visitor economy remains buoyant, it is important that the quality and range of the facilities and accommodation within the borough continue to meet the requirements and expectations of existing visitors and attract new visitors. Safeguarding current visitor facilities and attractions 4.8.3 The borough offers a wide range of visitor facilities and attractions, with each of the borough's holiday centres providing a different offer in terms of their own identity and character. This variety widens the borough's appeal to a larger variety of holiday markets, ranging from day visitors, short breaks,

business tourism and traditional summer holiday makers. 7 Tourism South East Economic Impact of Tourism Great Yarmouth - 2011 Results

l) Protect rural locations from visitor pressure by ensuring that proposals for new tourist, leisure and cultural facilities are of a suitable scale when considering relevant infrastructure requirements and the settlement's position in the settlement hierarchy, in accordance with Policy CS2

m) Protect environmentally sensitive locations, such as Winterton-Horsey Dunes Special Area of Conservation (SAC), from additional recreational pressure by seeking to provide facilities to mitigate the impact of tourism. In addition, the Council and its partners will seek to develop a series of 'early warning' monitoring measures which will be set out in the Natura 2000 Sites Monitoring and Mitigation Strategy along with the identified mitigation measures

n) Support proposals involving the conversion of redundant rural buildings to self-catering holiday accommodation and/or location appropriate leisure activities, particularly where these would also benefit local communities and the rural economy

o) Support the development of navigational links to the Broads and beyond where possible

p) Work with partners to improve accessibility and public transport links to make it as easy as possible for visitors to travel to and around the borough

Policy BNV22: Advertisements

Proposals for the display of advertisements will be permitted if they meet the following criteria:

- (a) they are well designed and sited;
- (b) where appropriate, they respect the character and architectural features of the building on which they would be displayed;
- (c) they would not result in a proliferation of advertisements in any one location;
- (d) they would not be unreasonably visually obtrusive;
- (e) those in conservation areas would be compatible with the character or appearance of the area; and
- (f) they would not give rise to a hazard to public safety.

Policy GY6: Great Yarmouth Seafront Area

Within the 'Holiday Accommodation Areas' as defined on the Policies Map, the Council principally aims to:

- a. encourage year-round, sustainable tourism;
- b. encourage investment in major new tourism, leisure and entertainment facilities;

4. Public Comments Received : -

5.4 There have been 3 objections/comments received and 1 support letter from nearby residents to the Pleasure Gardens, and the issues raised are summarised below.

- Strength of Illuminance
- Blocked Views
- Late night illuminance
- Application lacking details

5. Assessment: -

5.1 Residential Amenity

The resident's comments were received prior to further information being submitted to the Local Planning Authority, but the level of illuminance has since been confirmed as LEDs serving the letters with 110 lm/watt. The manufacturer of the letters has stated that the combined wattage of the Great Yarmouth letters is 380w therefore these letters will emit 41,800 lumens over a 62.18m² surface area. These are reported to be low-level lighting which are focussed on the immediate signs and should not be seen especially far beyond the immediate location, but further illustration will be provided to the Committee meeting.

- 5.2 The proposed letters are to be located south of the Pleasure Beach Café, with the letters running north to south along the parade for 27m, each letter is located 5.5m from ground level to bottom of the letter, with each letter being 2.3m in height, each letter will be spaced 0.25m apart with 1m separation between GREAT and YARMOUTH. The proposed letters are located approximately 285m away from the nearest residential properties at The Great Court Royal Naval Hospital, it is therefore considered to have some impact on the views and outlook of the nearby residential properties, but not to such an extent that they are likely to have a significantly detrimental effect.
- 5.3 Concerns regarding the level of illuminance at night, the proposal has suggested the letters will be illuminated from dusk until midnight. This has been considered by Officers and it is proposed that any approval could be conditioned so that no illuminance will occur outside of the hours 09:00 – 00:00 hours, which is consistent with other attractions along South Beach Parade and Marine Parade including the Pleasure Beach directly to the south.
- 5.4 It is also proposed that the letters are to be operational through the summer season but for the protection of the letters they will be removed during the winter period for safe storage and protection from weather. It is therefore proposed that any permission granted should be conditioned such that the letters shall only be erected during the period 29th April until the 1st October in any given year.
- 5.5 Whilst the principle of the signs here is acceptable, it is considered inappropriate to confirm the level of illuminance to be acceptable as proposed without first receiving comments from the Environmental Health Officer. These will be sought before the meeting. In the absence of comments from Environmental Health colleagues, it is suggested that any permission granted should be subject to conditions that the maximum level of illuminance to be used shall be restricted to a level to be confirmed by the LPA in discussion with Environmental Health and Ecology officers and Highways Officers.

Tourism and economic benefits

- 5.4 The location of the site is just south of the Prime commercial holiday area and is amongst the Great Yarmouth Golden Mile stretch. It is located within the Pleasure Beach Gardens and just to the south is the Pleasure Beach. The proposal is considered to be an attraction, which will invite visitors and local residents of the Borough to come and view and although it will only contribute on a small scale, it is still considered to benefit the local economy by boosting the use of tourist facilities across the Borough and attracting visitors, which is consistent with the aims set out in Core Strategy policy CS8.

Conservation Area No.16 – Seafront

- 5.5 The proposed letters fall within Conservation Area No.16 – Seafront. The Conservation department were consulted and considered due to the existing character of the area within Great Yarmouth that there was no comments to make regarding the letters proposed.

Birds and bats

- 5.6 It is noted that the illuminated letters are raised a significant height above the ground level of the open space which could present a barrier and a disruption to the feeding or navigation routes of birds and bats. Comments from the County Ecologist are still awaited, but it is considered that the summer-season use and the presence of other lights in the vicinity will make this a relatively minor concern able to be addressed by conditions on hours of use and the seasonal installation.

Highways

- 5.7 The Highways officer reserves judgement but comment should be provided to the Committee at the meeting. It is considered initially that the signs will probably be considered sufficiently far from the vehicle highway that they won't present a hazard to highways safety.

Conclusion

- 5.4 The proposal is considered acceptable in the proposed location and area; the area is just south of the Prime Commercial Holiday Area and within the Great Yarmouth Golden Mile and will bring much needed benefits to the tourism and leisure industry. The proposed letters are considered to be broadly in keeping with the design and character of the Pleasure Beach Gardens area and with this area hosting numerous signs and illuminance activities the application site will have an acceptable relationship in amenity and character terms, subject to imposition of appropriate conditions.

6. RECOMMENDATION:-

Unless there are any objections from the local highway authority or county ecologists or environmental health officers (which should be reported within the meeting), the recommendation is to:

Approve –

Subject to restricting the time the letters can be illuminated and the removal of the letters outside of the summer season, the proposal will comply with the aims set out in policy CS8 of the Great Yarmouth Local Plan: Core Strategy, Remaining - 2001 Borough Wide Local Plan policy BNV22 and is consistent with the aims set out in emerging policy GY6 of the final draft Local Plan Part 2.

Approval is recommended to be subject to the conditions suggested below:

Conditions:

1. The development must be begun not later than three years from the date of this permission.
2. The development shall be carried out in accordance with the application form, specification list and approved plans drawing reference:
 - Elevation of illuminated letters
 - Typical Illuminated Letter
 - Site Location Plan
 - Letter impression

Received by the Local Planning Authority on the 23rd July 2021.

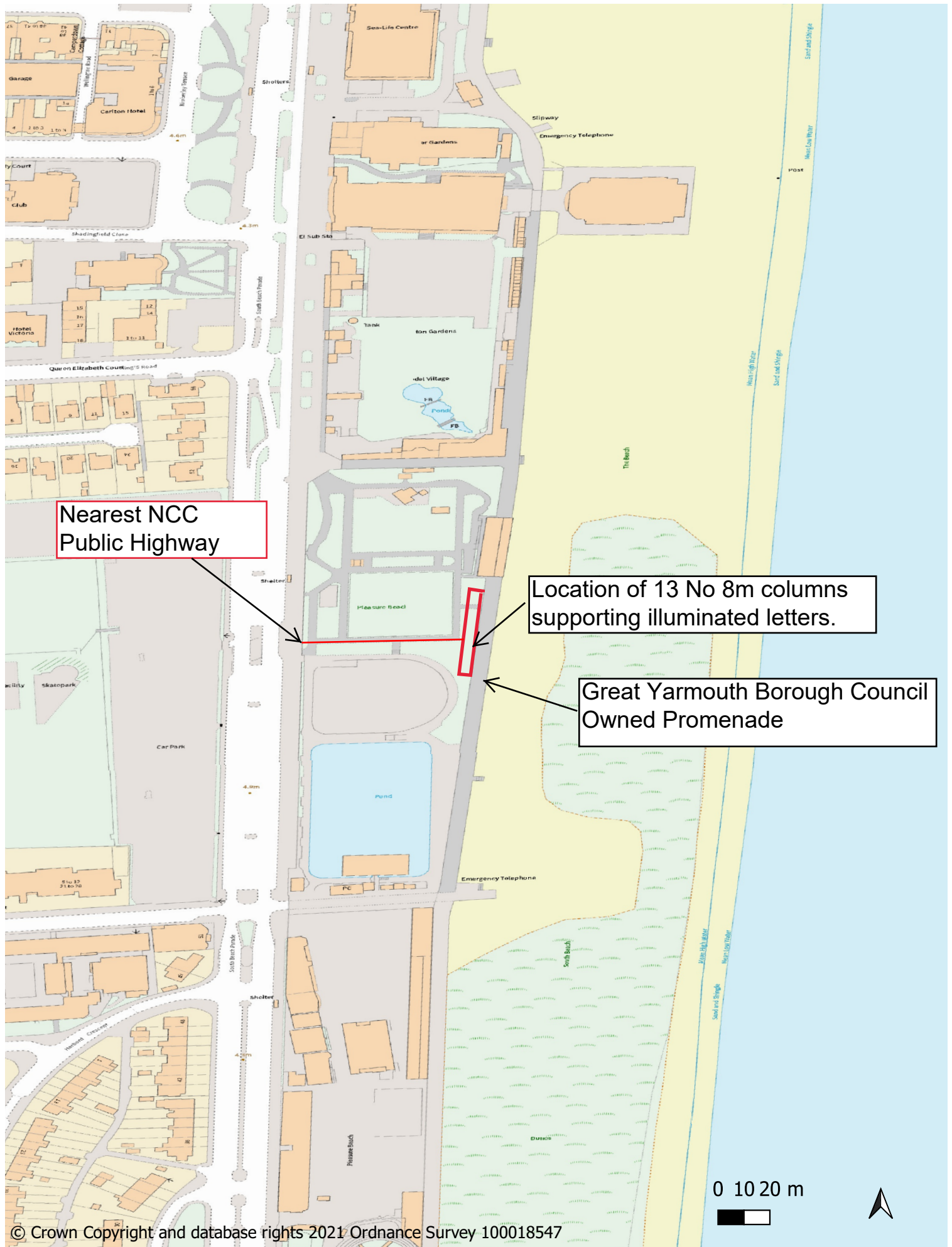
3. The letters hereby approved shall not be illuminated outside of the hours below:

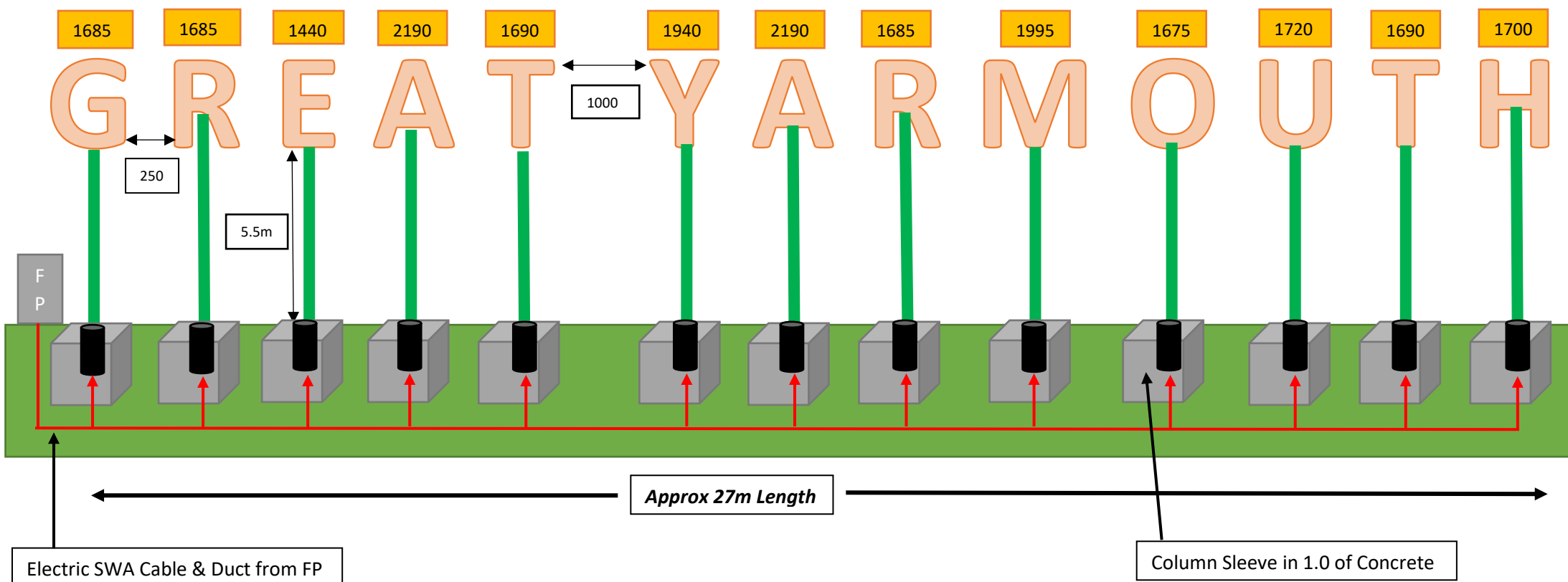
09:00 – 00:00 Hours Monday – Sunday
4. The level of illuminance shall be restricted to a maximum level to be confirmed by the LPA in discussion with Environmental Health Officers, Ecology Officers and Highways Officers.
5. The Letters here by approved shall be removed from the site by no later than 1st October in any year and shall not be erected again until the 29th April at the earliest in the following year.

And any other conditions considered appropriate by the Planning Development Management Manager.

Appendices.

1. Location Plan
2. Elevation of Illuminated Letters
3. Typical Illuminated Letter
4. Letter Impression
5. Nearby Residents objections/comments



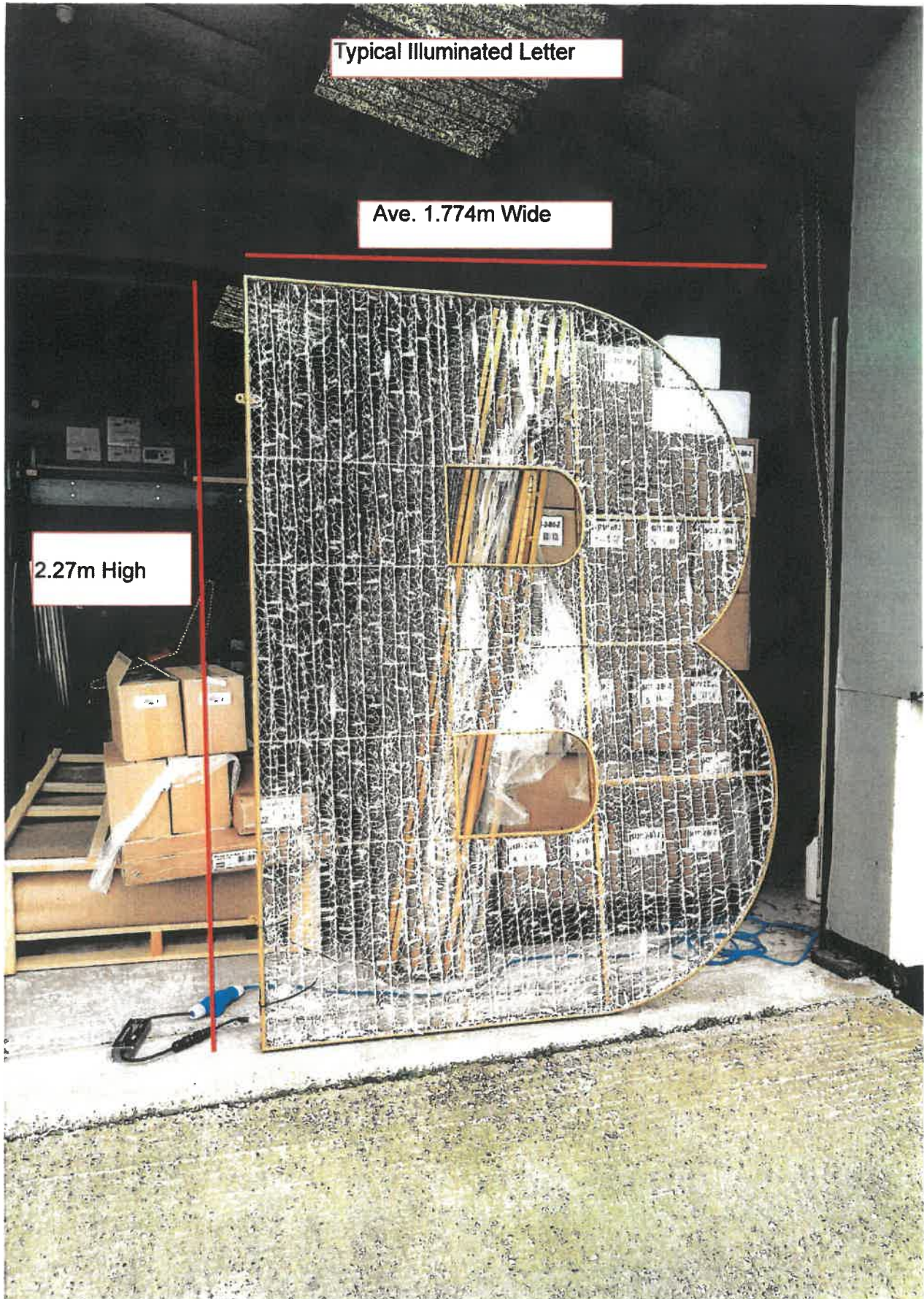


- 8m Column (from ground level to top of column).
- Each Letter is 2300mm High.
- 250mm spacing between each letter.
- 1m spacing between letter T' and letter Y'.
- Columns positioned central to each letter.
- Top of each letter will be almost level with top of each column. This will give an approximate clearance of 5.5m between the bottom of each letter and the ground level.

Typical Illuminated Letter

Ave. 1.774m Wide

2.27m High



GREAT YARMOUTH



From: SHEELAGH REDPATH < >

Sent: 16 July 2021 13:42

To: George Bolan <george.bolan@great-yarmouth.gov.uk>

Cc: plan <plan@great-yarmouth.gov.uk>

Subject: PLANNING APPLICATION GREAT YARMOUTH NUMBER 5059640

Dear Mr Bolan

I am a resident at the Royal Naval Hospital and received the attached letter which in fact was sent via only one copy to residents at numbers 16-24 The Great Court rather than individual letters to each of the resident. We actually received this correspondence 5 days after the original date on the letter as it was returned - address unknown - until our regular postman delivered it through the door of 16-19 the Great Court which I picked up as I live at 18 The Great Court and have subsequently circulated to all the other residents. That meant that we did not receive this letter with at least 21 days to respond to the application which I assume is the minimum time required.

Firstly may I point out that the application details in the attached letter was incorrect to what is on the Council website as it would seem to have been related to the Gorleston application as the Great Yarmouth application is be 9 metre columns instead of 6 metre columns and 13 letters in stead of 9 !!!

Anyway there are questions that should have been addressed in original application and whilst this is unlikely to change my opinion to oppose the construction as I expect this is already a fait accompli I am still going to ask them.

1. Which direction will they face?

2. How strong will the illuminance be?
3. At what times will the lights be on for?
4. Will any of the lights at any time be flashing?
5. When is this construction, if agreed, likely to be erected?
6. Why was there only a very poor sketch of where this construction would be rather than a proper architects drawing as it doesn't really give a proper picture of where it is to be situated and what it might block out?

As I have said I am a resident at 18 The Great Court and live on the first floor which faces out to the sea which means I am currently enjoying a direct view of the playground, car park, the tea rooms and some of the Pleasure beach and flags etc as well as the sea. I feel that the introduction of these selfie letters will mean that the seas etc will mean that view is blocked and and for me the construction would be very obtrusive.

There seems no logic as to why these 'selfie' letters should be erected so high and indeed placed where local residents properties are in full view of it. If these have to be erected surely there must be another area along the promenade that will not have the same impact on residents. Has anyone thought about any flooding or high winds that could be an issue to the construction.

I love the idea of any improvement to parts of the sea front i.e. the recent Heritage lottery confirmation for the Winter Gardens which looks like a very exciting project and will make a piece of Great Yarmouth heritage much more appealing than it is currently, but application 5059640 is not one that I would wish to support.

Finally you will be pleased to know - as the Government Covid-19 regulations are being eased on Monday 19th is there no reason why this application and plans cannot be viewed by visitors to the Town Hall as from Monday to the closing date on Wednesday?

I look forward to receiving your answers to my questions above and to have this email formally logged against the application

Your truly

Sheelagh Redpath
18 The Great Court, Royal Naval Hospital, Great
Yarmouth NR30 3JU