

Reference: 06/21/0019/F

Parish: Ormesby St Margaret
with Scratby

Officer: Mr G Bolan

Expiry Date: 12/03/2021

Applicant: Councillor A Grant

Proposal: Re-instatement of single storey holiday chalet

Site: Site of 341 California Sands Estate
California Road
Ormesby St Margaret with Scratby

REPORT

1. Background / History:-

- 1.1 This application ref. 06/21/0019/F is for the re-instatement of a single storey holiday chalet at California Sands Estate, this has been put forward to members of the Development Control Committee due to the applicant being elected member Councillor A Grant.
- 1.2 California Sands Estate occupies an area of land to the north of California Road. It is surrounded to the north by Summerfields Holiday Village and Green Farm Caravan Park and to the east by Sunbeach Holiday Village.
- 1.3 California Sands Estate is located within the Prime Holiday Accommodation area as identified in the Local Plan Core Strategy; the estate is made up of single storey holiday chalets and is a well-established area for holiday accommodation.
- 1.4 The application is to reinstate a single storey holiday chalet onto a plot that previously contained holiday chalets. It is located to the west side of the California Sands Estate and formally made up a cluster of four holiday chalets. Since the removal of previous holiday chalet 341, the cluster has been divided into one detached unit and two semi detached units, so the reinstatement of number 341 would revert to the provision of four units again.
- 1.5 California Sands Estate currently has an occupancy restriction placed upon the site to allow holiday occupation to occur between the 1st March in any year to the 14th January in the following year. It will also be suggested that any permission granted should be subject to a condition that the holiday chalet shall only be used for holiday purposes, to keep it consistent with the remainder of the site.

2. Consultations :-

2.1 Parish Council – No Comments.

2.2 Coastal Engineer – No Objections.

2.3 Natural Environment Team – No objections.

2.4 Neighbouring Chalets – No Objections received.

3. Policies:

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

Core Strategy 2013 – 2030 policies:

- CS8 – Promoting tourism, leisure and culture

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

- L1 - Holiday accommodation areas

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 L1: Holiday accommodation areas

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

- a) encourage year-round, sustainable tourism;
- b) support proposals which upgrade or enhance existing or replacement visitor accommodation and ancillary tourist facilities;
- c) resist the loss of tourism uses to non-tourism uses; and
- d) maintain and improve the public realm and the area's open spaces. In order to achieve those aims, the following tourist uses will be generally encouraged within the Holiday Accommodation Areas, subject to consideration of compatibility with the existing surrounding uses and the potential impacts on the character of the immediate local area.
- e) Hotels.
- f) Camping and caravan pitches.
- g) Self-catering accommodation.
- h) Bed and Breakfast establishments where the owner is resident on the premises and the clients wholly or predominantly there for short term holiday accommodation.
- i) Food and drink use.
- j) Holiday entertainment.
- k) Visitor attractions.
- l) Amusement arcades.
- m) Small-scale retail units appropriate to serving the needs of the holiday accommodation.

4. Assessment: -

Character and amenities

- 4.1 The proposal is to allow the construction of a new holiday chalet into an existing group of 3 holiday chalets, to make 4 in total. Currently, since the demolition of the previous unit, there is one detached unit (Chalet 342) and two joined units (Chalets 340 and 349), and this proposal intends to attach the new chalet to Chalet 342 to then allow all 4 units to be attached together. This is consistent within the California Sands Estate with clusters of 4 holiday chalets placed throughout the site.
- 4.2 The proposed chalet is to be of similar design to the neighbouring chalets with a flat grey felt roof, white UPVC windows and doors and buff cement fibre weatherboarding. This is similar to other chalets that have been upgraded over time. The size and layout mirror the adjoining chalets and is considered in keeping with its surroundings
- 4.3 The amenities of adjoining holiday chalets have been considered however the site itself and surrounding area is prime holiday accommodation, and it is not expected to detrimentally harm the amenities of the adjoining units, especially as a previous holiday chalet occupied the site. As conditions will be used to

maintain holiday occupancy only, it is expected that amenity will continue to be acceptable to holiday makers through a turn-around of holiday occupation which is consistent with the use of the site.

Tourism and economic benefits

- 4.4 The location of the site is with Prime Holiday Accommodation and although it is for the re-instatement of 1 holiday chalet and 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.
- 4.5 Holiday let accommodation is normally required to make payment towards the international designated site protection (HMM) payment in accordance with the Habitat Regulations but in this instance it is appropriate to be exempt as the proposal reinstates a chalet where previously one existed.

Conclusion

- 4.6 The proposal is considered acceptable in the proposed location and area; the area is Prime Holiday Accommodation and will bring much needed benefits to the tourism and leisure industry. The proposed chalet is considered in keeping with the design and character of the California Sand Estate and with the application site previously occupying a holiday chalet it is considered the re-instatement of the holiday chalet will have an acceptable relationship in amenity terms, subject to imposition of appropriate conditions.

5. RECOMMENDATION:-

Approve –

Subject to restricting the use to holiday only and restrictions on occupancy over the year, the proposal will comply with the aims set out in policy CS8 of the Great Yarmouth Local Plan: Core Strategy, and is consistent with the aims set out in emerging policy L1 of the final draft Local Plan Part 2.

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

Conditions:

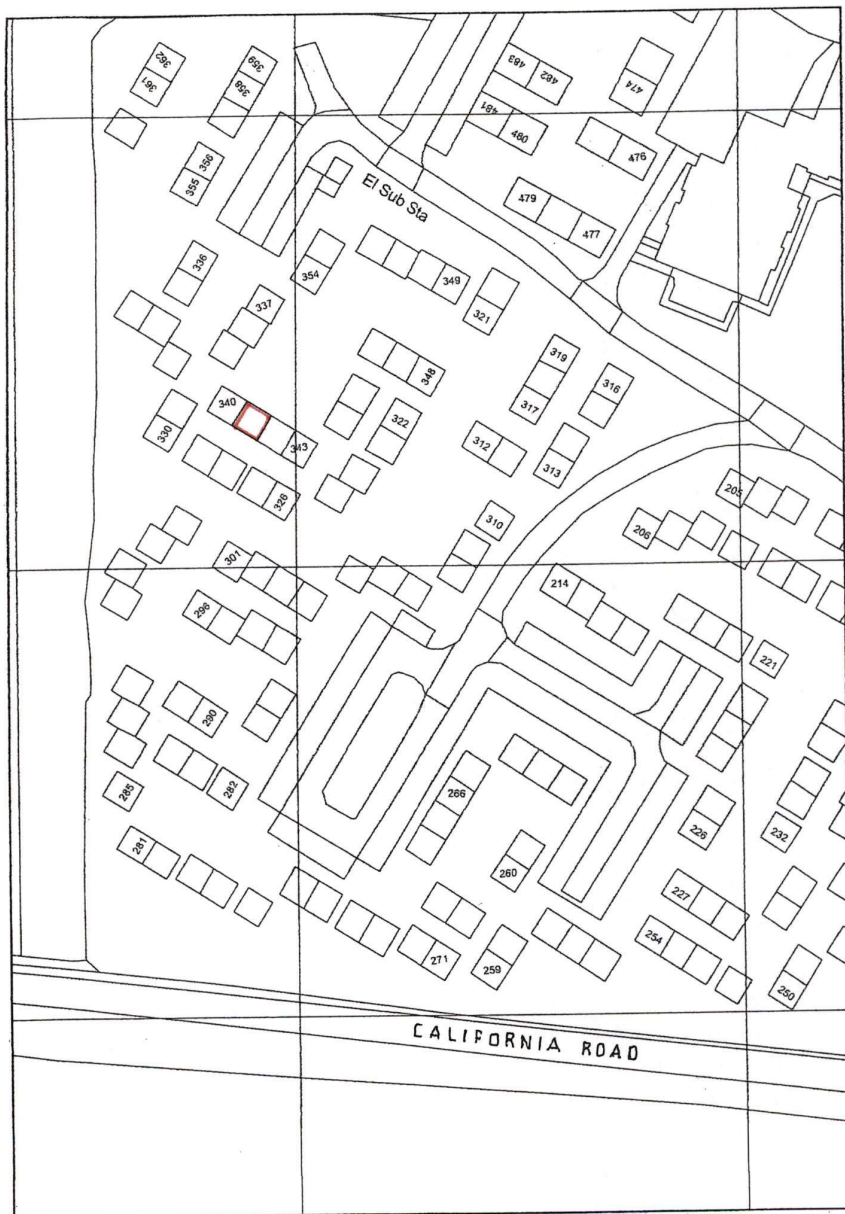
1. The development must be begun not later than three years from the date of this permission.
2. The development shall be carried out in accordance with the application form and approved plans (drawing reference: 2587.02 and location) received by the local planning authority on the 7th January 2021.
3. The Holiday chalet hereby approved shall only be used for holiday purposes.

4. Holiday chalet hereby approved as shown on approved plan (location plan) received by the Local Planning Authority on the 7th January 2021, shall only be occupied during the period of the 1st March in any year to 14th January in the following year.
5. The holiday unit hereby permitted shall not be occupied as a person's sole or main place of residence.
6. The owner of the unit shall maintain an up-to-date register of the names and home addresses of all of the occupiers of the holiday units and shall make this available at all reasonable times for inspection by the Local Planning Authority.
7. The holiday unit hereby permitted shall not be used by an individual or family group for more than a single period of more than four weeks at any one time.

And any other conditions considered appropriate by the Planning Manager.

Appendices.

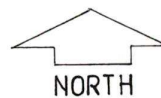
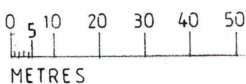
1. Location Plan
2. Aerial Site Plan
3. Proposed Elevations and Floor Plans



LOCATION 1:1250

1-1250

SCALE:



CHÂLET 341

CALIFORNIA SANDS ESTATE

SCRATBY

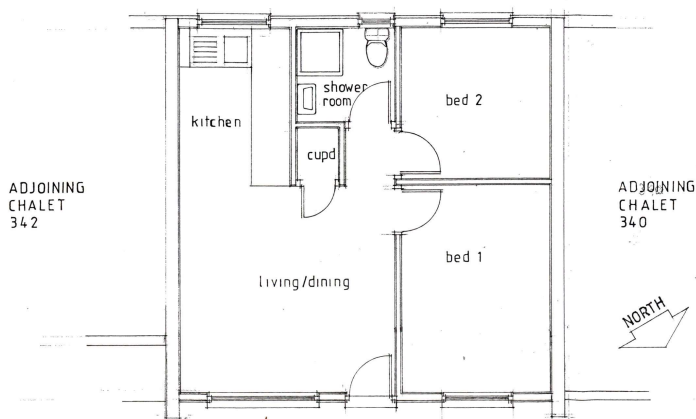
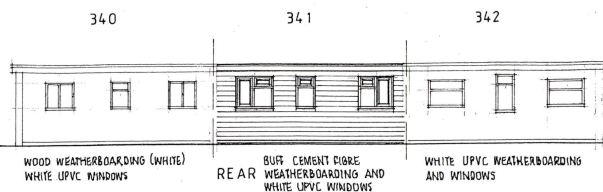
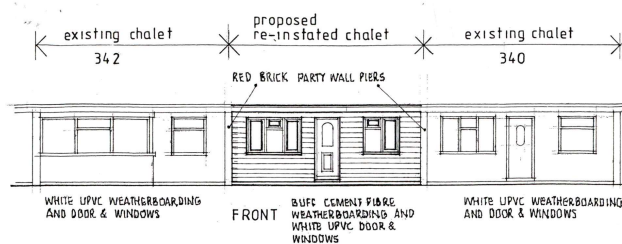
GT. YARMOUTH

NR29 3QL



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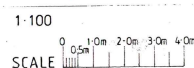
PROPOSED PLAN

SCALES

PLAN 1:50at A3



ELEVATIONS 1:100at A3



PROPOSED RE-INSTATEMENT
OF CHALET 341
CALIFORNIA SANDS ESTATE,
CALIFORNIA ROAD,
SCRATBY,
GT. YARMOUTH, NR29 3QL.

**ARCHITECTURAL
DRAUGHTING**

Bernard Willmott 17 Hall Quay, Great Yarmouth, Norfolk NR30 1HU
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Drawn	Date	Scale	Ref
B WILLMOTT	DEC 2020	AS SHOWN	2587.02