

Appendix 11: Sequential Assessment of Sites

Introduction

PPS6 paragraph 3.13 requires applicants to demonstrate the sequential approach to site selection for all sites that are not in an existing centre or allocated in an up-to-date development plan document.

The Alternative Locations

Having regard to the Local Plan, site visits and knowledge of the area, six sites have been identified within Great Yarmouth town centre and edge of centre locations as potential alternative locations for the proposed development. These sites are:

- 1 Palace Casino
- 2 Howard Street Car Park
- 3 Atlantis Building
- 4 Golden Mile Development Opportunity (Marina Centre)
- 5 St Nicholas Car Park
- 6 Pleasure Beach Gardens

Sequential Approach – Individual Site Analysis

Site Number	1
Site Name	Palace Casino and adjoining land
Site Location	Town Centre
Site Area	0.40ha (main building), 0.25ha (blue area)
Local Plan Allocation	Conservation Area 5, Town Centre

Site Location:



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Analysis: The site is located within Conservation Area 5, and therefore policies BNV 9-12 of the Local Plan apply. Proposals must be sympathetic to the Conservation Area. It is not located within the seafront and therefore contrary to Policy TR21 (relating to the seafront being the primary location for tourist attractions).

The Casino site itself is too small to accommodate a 'large' casino, 184 bedroom hotel, restaurants and car parking facilities. The density and scale of development required would be out of character with the Conservation Area.

It is not clear whether land adjoining the site (next to the Conge), just outside the Town Centre boundary, could be used, and there may be land ownership issues associated with bringing this land forward.

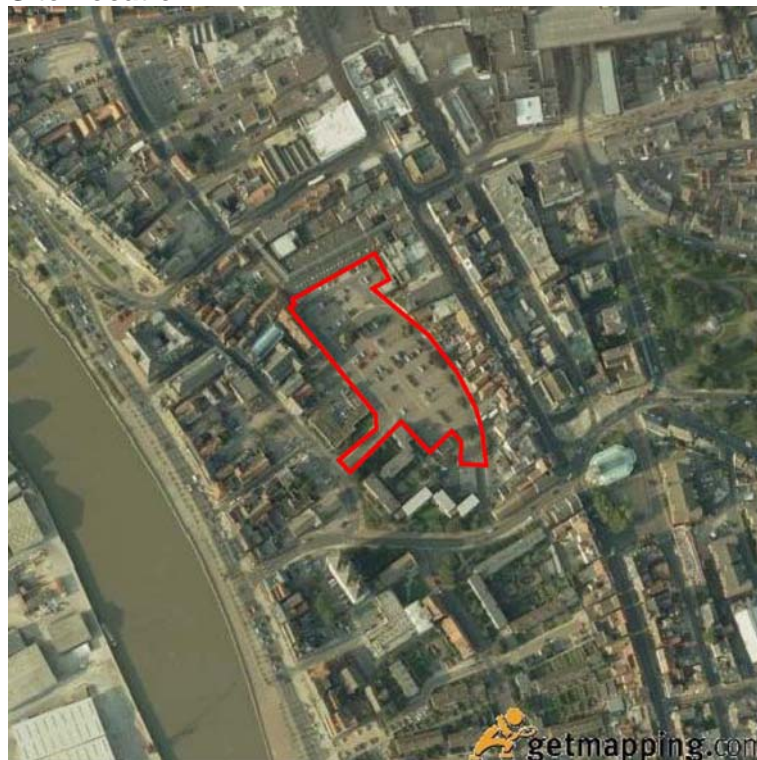
Conclusion: This site is slightly higher up the search sequence than the application site, but it is not located within the seafront, which is the primary location for leisure/tourism based development (TR21). There are issues relating to the Conservation Area, the size of the site to accommodate the hotel and parking and land ownership/deliverability.

It is therefore considered unsuitable.

Sequential Approach – Individual Site Analysis

Site Number	2
Site Name	Howard Street Car Park
Site Location	Town Centre
Site Area	0.81ha
Local Plan Allocation	Conservation Area No.4, Additional Car Parking, Town Centre

Site Location:



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Analysis: The site is located within Conservation Area 4, and therefore policies BNV9-12 of the Local Plan apply. Proposals must be sympathetic to the Conservation Area.

It is not located within the seafront and therefore contrary to Policy TR21 (relating to the seafront being the primary location for tourist attractions). The density and scale of development required would be out of character with the Conservation Area.

Policy TCM20 states that the Council will seek to increase car parking provision within the central area, so the loss of this important car park may not be acceptable.

The site is likely to be too small to accommodate a 'large' casino, 184 bedroom hotel, restaurants and car parking facilities without resulting in a loss of car parking on-site.

Conclusion: This site is slightly higher up in the search sequence than the application site, but is not located within the seafront, which is the primary location for leisure/tourism based development (Policy TR21). There are issues relating to the Conservation Area, the size of the site and car parking provision/loss of existing parking.

It is therefore considered unsuitable.

Sequential Approach – Individual Site Analysis

Site Number	3
Site Name	Atlantis building
Site Location	Seafront
Site Area	0.24ha
Local Plan Allocation	Conservation Area No. 16, Prime Commercial Holiday

Site Location:



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Analysis: The site is located within Conservation Area 16, and therefore policies BNV 9-12 of the Local Plan apply. Proposals must be sympathetic to the Conservation Area. The scale of development would not be out of character in this area, taking into account what is already on site. Policy TR7 (relating to proposals for new visitor facilities and attractions) and Policy TR21 (relating to the seafront being the primary location for tourist attractions) apply and support new tourist facilities in this location.

The site is too small to accommodate a 'large' casino, 184 bedroom hotel, restaurants and car parking facilities – the overall scale of development would need to be reduced, which would reduce its contribution to the regeneration of Great Yarmouth (albeit this site is located outside the regeneration area). If the development were accommodated without car parking (and we do not believe that this is possible on the basis of our analysis as we consider the site would still be too small to accommodate the other elements) it would have a substantial impact on car parking both in residential areas to the rear and along the seafront.

Conclusion: The site is entirely within the Golden Mile and therefore, in theory, sequentially preferable to the application site. In addition, it is potentially the reuse of an existing building, which is preferable in terms of general planning objectives. However, it is unlikely to be able to accommodate a large casino with a large enough hotel and any additional restaurants. It will also be unable to provide sufficient parking on site or nearby to meet requirements of the development, further exacerbating

parking problems elsewhere along the seafront.

It is therefore considered unsuitable.

Sequential Approach – Individual Site Analysis

Site Number	4
Site Name	Golden Mile Development Opportunity Site/Marina Centre
Site Location	Seafront
Site Area	11.4ha (red line) Marina Centre building (blue line) – 0.98ha
Local Plan Allocation	Prime Holiday Attraction, Commercial Open Space

Site Location:



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Analysis: The site includes the area covered by the Council's Golden Mile Development Opportunities Planning Brief, which includes the Marina Centre building and the open land adjacent to it, which is currently used for open space, car parking and open tourist facilities.

We deal first with the Marina Centre buildings, and then go on to look at the wider site. The Marina Centre building could potentially be used to house a casino; the building is currently in use as a swimming pool. This would result in the loss of an important sports facility unless it were replaced. The building may be able to accommodate a large casino and supporting restaurants, but it would not accommodate the hotel which is an integral part of The Edge development.

The Marina Centre building could be replaced by a new building to accommodate casino, hotel and restaurants. However, again this would result in the loss of a local sports facility if it were not replaced. It is also our view that the development would not be viable if it necessitated not only the demolition of the existing building, but potentially the provision of a replacement swimming pool on- or off-site.

Lack of available land for car parking would also prevent this site from coming forward.

The use of the remaining part of the Golden Mile site, i.e. the land not currently occupied by the Marina centre building, has a number of policy designations which would preclude its development.

Local Plan Policy TR21(B)(ii) states that GYBC will retain the ***“open character of areas to the east of Marine Parade between Britannia Pier and the Pleasure Beach including the area of public open space.”*** This would prevent the remainder of the site being used for built development.

It would also result in the loss of key public open space, should any of the open areas be lost, for example, to buildings or additional car parking. It would be contrary to policies NNV8 and REC11, which restrict the loss of important open space.

Any development in this location would also conflict with guidance set out in PPS25: Development and Flood Risk as the site would be in Environment Agency Zone 3 – Coastal. This would prevent the site’s development if an alternative site is available which falls outside Flood Zone 3. The application site falls outside this Flood Zone, therefore planning permission would not be granted for this development on the Golden Mile site.

Conclusion: This site is currently in use as a sports/leisure centre. Reuse or redevelopment of the building would result in the loss of this facility. Demolition would be prohibitively expensive, and the requirement to relocate the swimming pool would almost certainly render any development unviable. The remainder of the site is covered by open space and flooding designations which would preclude its development.

It is therefore considered unsuitable.

Sequential Approach – Individual Site Analysis

Site Number	5
Site Name	St Nicholas Car Park
Site Location	Seafront
Site Area	1.38ha
Local Plan Allocation	Car Park and/or Commercial Open Space

Site Location:



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Analysis: This site is currently in use as a public car park, which is an important facility for the seafront. In addition, the car park and the playing fields behind play an important role in the setting of the Grade II* listed Royal Naval Hospital building behind. The Hospital was built between 1800 and 1811 for casualties of the Napoleonic wars and is a magnificent complex of four huge terraces linked at the corners by single storey quadrants, surrounding a large open courtyard. A major casino and hotel building on the car park would be detrimental to the setting of this listed building.

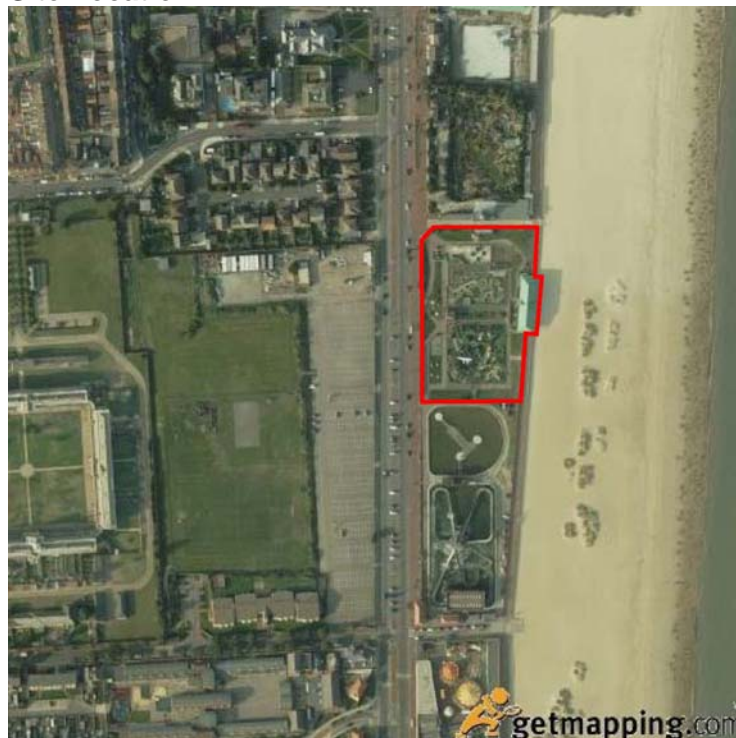
Conclusions: The site is currently in use as a car park, which is an important facility on the seafront. In our view, its redevelopment would result in the loss of car parking that would potentially not be replaced, and would be severely detrimental to the setting of the Grade II* listed building behind.

It is therefore considered unsuitable.

Sequential Approach – Individual Site Analysis

Site Number	6
Site Name	Pleasure Beach Gardens
Site Location	Seafront
Site Area	0.87ha
Local Plan Allocation	NNV8 and REC11 Commercial Open Space

Site Location:



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Analysis: This is an area of open land that is leased by the Pleasure Beach from Great Yarmouth Borough Council. This land is designated as Commercial Open Space and is protected by Policies NNV8 and REC11. It is therefore not suitable for the development.

Conclusions: It is therefore considered unsuitable.