

APPLICATION - PF/21/0405

Location – Sheringham Promenade

Description – Use of land for siting of shipping container to store water sports equipment for a limited period from beginning of April until end of September (2021 and 2022), with removal of container outside those dates

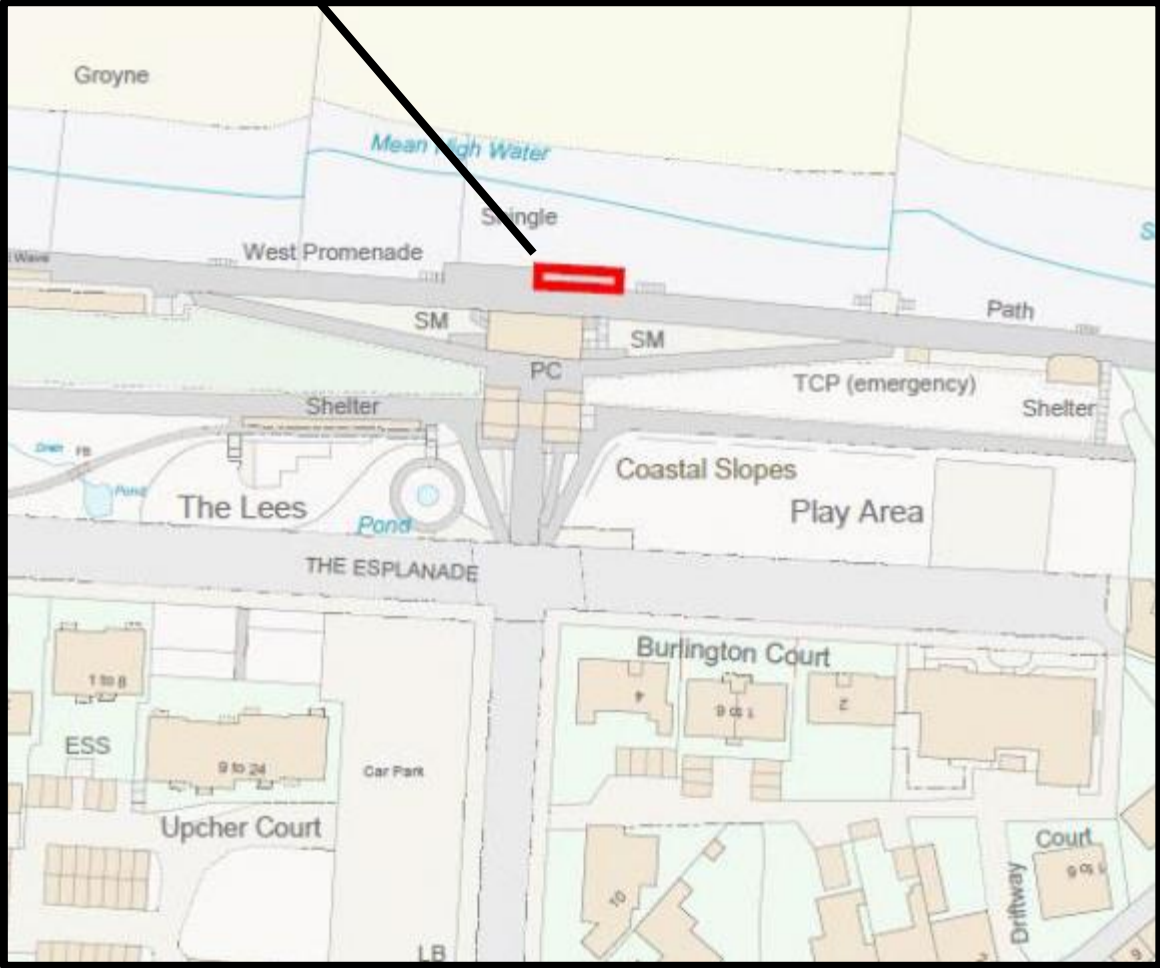
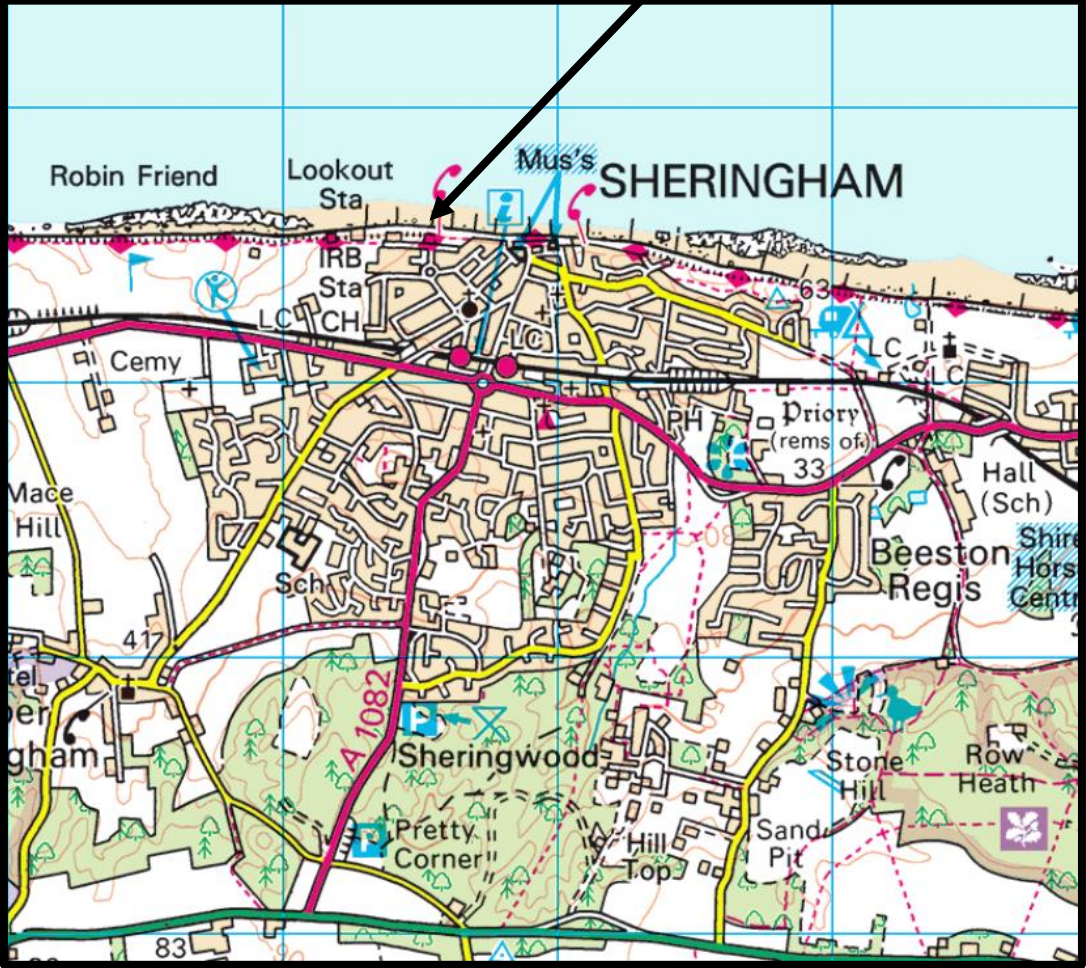


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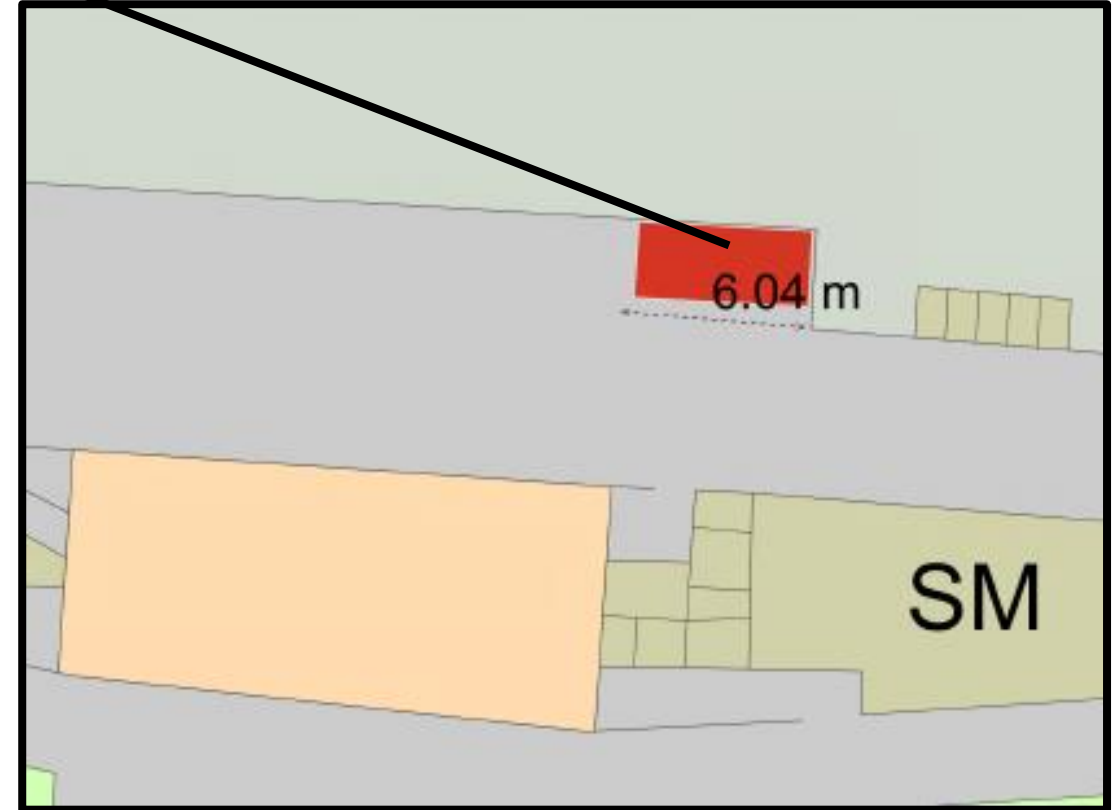
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06 May 2021

Site Context



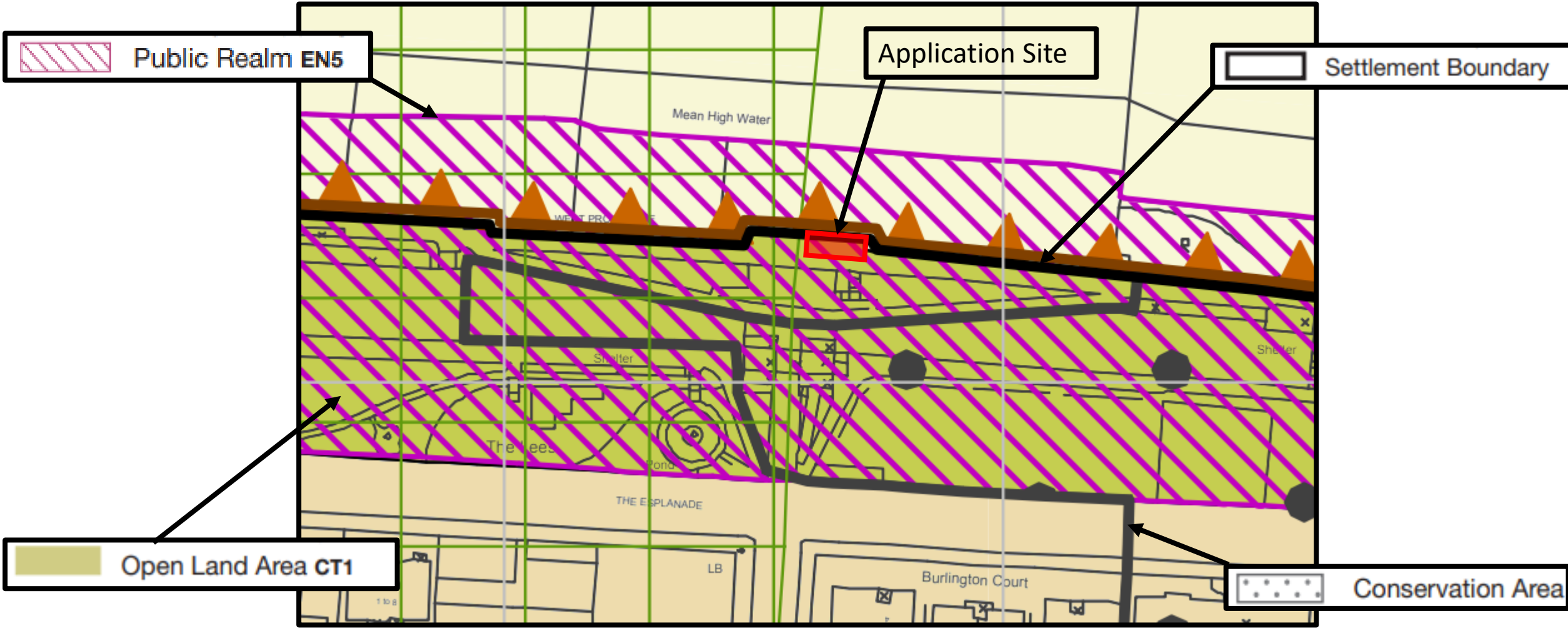
Site Context



Principle of Development

- The application site falls within the Settlement Boundary of Sheringham, a Secondary Settlement as defined by Policy SS 1.
- Policy SS 5 provides the overarching general support for economic development within the District. This includes the tourism industry. This is subject to proposals demonstrating that they would not have a significant detrimental effect on the environment.
- Policy EC 7 specifically addresses the location of new tourism development within the District. As the site lies within the Settlement Boundary of Sheringham, the principle of new tourism development is supported.
- The site falls within a designated 'Public Realm' where Policy EN 5 states that within such areas proposals will be expected to enhance the overall appearance and usability of the area, and a co-ordinated approach to management will be encouraged.
- The site also falls with an 'Open Land Area' whereby Policy CT 1 states that development will not be permitted except where it enhances the open character or recreational use of the land.
- For the reasons set out within the report, the proposed siting of a shipping container in this location is not considered to enhance the overall appearance and usability of the area and would be detrimental to the open character and recreational use of the land contrary to these policies.
- The principle of the development is therefore not supported by the Development Plan.

Proposals Map showing Settlement Boundary, Conservation Area, Public Realm and Open Land Area Designations



Views



Views



Appearance

- The container would measure 6.096m long, 2.438m wide and 2.438m tall.
- The below photos are example containers provided by the applicant. The details of the exact container, including its colour is not known at this stage.



Landscape, heritage and design Impacts

- Objection raised by the Landscape Officer – adverse landscape and visual impacts.
- Objection raised by the Conservation and Design Officer – harm to Sheringham Conservation Area and container would be a functional utilitarian structure without any apparent visual merit.
- Container would interrupt views along the promenade and would be visible from a number of surrounding vantage points.

Benefits of the development

- Proposals would provide facilities for new local business, supporting the diversity of tourist facilities available and the economy in Sheringham. The extent of these benefits, including the economic, are unknown given the lack of information received. The local business needs are not fully known whereby paragraph 80 of NPPF notes that these are to be taken into account in determining an application.
- The proposal would support a business which operates a water sports activity (stand up paddle boarding), supporting physical and mental wellbeing.

Recommendation

- Conflicts with a number of Development Plan policies are identified, including SS 4, SS 5, EN 2, EN 4, EN 5, EN 8 and CT 1.
- The benefits of the development comprise economic and social aspects. Weight given to these benefits is reduced given the lack of information received.
- A search for alternative locations, which may be preferable, has not been demonstrated by the applicant.
- The harms identified would outweigh the benefits of the development.
- The proposals would not be in accordance with the requirements of the Development Plan, and it has been concluded that there are no material considerations which would outweigh departure from the Development Plan. **Therefore, refusal of the application is recommended.**