

CLEY-NEXT-THE-SEA – PF/19/1893 – Installation of 3no. Pay and Display Machines (2no. in the visitor centre car park and 1no. at the Cley Beach Road car park); Cley Marshes Visitor Centre & Cley Beach Road Car Park, Coast Road, Cley-next-the-Sea, Holt, NR25 7SA for Mr Morritt

Target Date: 2 April 2020

Case Officer: Bruno Fraga da Costa

Full Planning Permission

RELEVANT CONSTRAINTS

LDF - Countryside

LDF - Tourism Asset Zone

Conservation Area

Area of Outstanding Natural Beauty

Landscape Character Area

(RAMSAR) Wetlands of International Importance

Specific Area of Conservation

EA Risk of Flooding from Surface Water 1 in 100

EA Risk of Flooding from Surface Water 1 in 1000

Flood Zone 2

Flood Zone 3

Unclassified Road

A Road

Development within 60m of Class A road

Undeveloped Coast

RELEVANT PLANNING HISTORY

IS2/19/0762: Pre-application advice for the proposed installation of 3no pay and display machines and associated signage at both Norfolk Wildlife Trust Visitor Centre and Beach Road car parks. Advice Given (for pre-apps) 30/07/2019

PF/13/0624: Erection of single-storey extension and construction of viewing deck. Approved 29/07/2013

PLA/20042192: Erection of visitor centre including tractor store and wind turbine and extension to car park. Approved 18/05/2005

THE APPLICATION

Is for the installation of three Pay and Display Machines. Two would be located within the visitor centre car park, with the other in Cley Beach Road car park.

REASONS FOR REFERRAL TO COMMITTEE

At the request of Cllr. Karen Ward on the grounds that the proposal is contrary to Policies EN1, EN2, EN3 and not in line with the provisions in Policies CT5 and CT6 of North Norfolk Core Strategy.

PARISH/TOWN COUNCIL

Cley Parish Clerk

Object on the grounds of displacement of parking resulting in detrimental impacts on the Norfolk Coast Area of Outstanding Natural Beauty

REPRESENTATIONS

Two objections raising the following concerns:

- Displacement of parking having detrimental impacts on the Area of Outstanding Natural Beauty with potential damage to verges and field edges

One supporting for the following reason:

- The principle of charging for car parking is established along the North Norfolk Coast. Any concerns about increased parking on local roads could be addressed through the implementation of parking restrictions

CONSULTATIONS

Norfolk Coast Partnership

Concerns regarding displacement of cars and the impact on the landscape and Norfolk Coast Area of Outstanding Natural Beauty.

Landscape Officer

Objects on the grounds of detrimental effects that the potential displacement parking would have in the sensitive landscape.

County Council (Highway)

Given the difficulty to establish the extent of any displacement parking prior the implementation of the parking charges, request a limited period approval to enable monitoring of the situation in the interests of highways safety.

HUMAN RIGHTS IMPLICATIONS

It is considered that the proposed development may raise issues relevant to

Article 8: The Right to respect for private and family life.

Article 1 of the First Protocol: The right to peaceful enjoyment of possessions.

Having considered the likely impact on an individual's Human Rights, and the general interest of the public, approval of this application as recommended is considered to be justified, proportionate and in accordance with planning law.

CRIME AND DISORDER ACT 1998 - SECTION 17

The application raises no significant crime and disorder issues.

POLICIES

National Planning Policy Framework (NPPF):

Section 9 – Promoting sustainable transport: paragraph 109

Section 12 – Achieving well-designed places: paragraph 127

Section 14 – Meeting the challenge of climate change, flooding and coastal change: paragraph 164

Section 15 – Conserving and enhancing the natural environment: paragraph 170 and 172

Section 16 – Conserving and enhancing the historic environment: paragraph 185

North Norfolk Core Strategy Policies:

SS1 – Spatial Strategy for North Norfolk

SS2 – Development in the Countryside

EN1 – Norfolk Coast Area of Outstanding Natural Beauty and The Broads

EN2 – Protection and Enhancement of Landscape and Settlement Character

EN3 – Undeveloped Coast

EN4 – Design

EN8 – Protecting and Enhancing the Historic Environment

EN10 – Development and Flood Risk

CT5 – The Transport Impact of New Development

MAIN ISSUES FOR CONSIDERATION

- Principle
- Design and effect on the conservation area
- Effect on highway safety
- Effect on landscape and the AONB
- Flood Risk

APPRAISAL**Principle:** SS 1, SS 2

The site lies within the area designated as Countryside under Core Strategy Policy. Policy SS 2 limits development within the Countryside to that requiring a rural location and where it is one of the types of development listed in the policy. This includes development for recreation and tourism purposes. The purpose of pay and display machines would be associated with Visitor Centre. Therefore, they would be related to an existing recreation and tourism facility within the Countryside and it is accepted the proposed development would need a rural location. The proposal is therefore acceptable in principle and complies with Policies SS 1 and SS 2.

Design and effect on the conservation area: EN 4 and EN 8

The site is located within Glaven Valley and Cley Conservation Areas. The pay and display machines would be located in close proximity to the Visitor Centre and nearby Beach Road car park.

The pay and display machines would have a slim line design. They measure approximately 1.82 metres in height, 0.4 m in width, and have a maximum depth of 0.33 m. The machines would operate using solar power by having a slanted solar panel top. They would be fixed to a concrete base measuring approximately 0.5 sq metres.

Given the character of the surrounding landscape, the proposed location within the car parks, scale, design of the machines, and their limited visibility from the A149 Coast Road and Beach Roads, it is not considered they would result in any material harm to the character and appearance of the conservation areas. Therefore, it is considered the proposal complies with Policies EN 4 and EN8 of the Core Strategy and paragraph 197 of the NPPF.

Highways: CT5, and CT6

There are concerns that the proposal could lead to some drivers seeking an alternative parking position to avoid paying the parking fee, which would potentially result in some parking being displaced onto adjacent public roads including the Coast Road. The impact is however, very difficult to predict and as a consequence, justifying suitable mitigation is also difficult at this stage.

In view of this, it is considered a limited period permission for 18 months would be an appropriate way forward to enable monitoring the area, to establish the extent, if any, of displaced parking on the highway and as such, if mitigation measures are required. On that basis it is considered the proposal complies with Policy CT 5 of the Core Strategy and paragraph 109 of the NPPF.

Landscape: EN1, EN2, EN3

Potential displacement parking on to highway verges for example, would result in detrimental effects on the landscape and AONB. Currently however, such impacts are difficult to quantify as noted above, although it is expected there would be a number of categories of exemptions from parking charges which may limit the amount of displacement parking. The limited period approval suggested for highway safety reasons would also enable monitoring of the effect on the AONB and surrounding landscape, and on that basis the proposal is considered to comply with policies EN 1 and EN 2 and paragraphs 170 and 172 of the NPPF.

The site is located in an area of Undeveloped Coast. The proposed development requires a coastal location by virtue of its use being in association with an existing facility. Given its location and scale of the proposed development, it is considered it would not harm the open coastal character of the location.

Flood Risk: EN10

The site is located within Flood Zones 2 and 3. The proposals are considered minor development and would not result in any material increase in flood risk in the area. The proposal therefore complies with Policy EN10 of the Core Strategy.

Other considerations

Some weight needs to be attached to the fact that the introduction of parking charges per se, does not require planning permission. Instead of installing external machines, there could be another method of collecting fees, for example by payment in the visitor centre, which could equally result in some people choosing to park on the adjacent public roads, to avoid paying it.

Conclusion

The proposed pay and display machines are acceptable in principle, and the introduction of parking charges in themselves does not require planning permission. There are however concerns that it could result in parking on surrounding public roads by people who chose to avoid paying for parking, which could have unacceptable highway safety and landscape impacts. A limited period permission would enable the situation to be monitored over a full year and would highlight whether or not any impacts could be mitigated.

RECOMMENDATION

APPROVAL subject to conditions relating to:

- Limited period approval for one year
- Approved plans

Final wording of the conditions and any others considered necessary to be delegated to the Head of Planning