

Application:	13/00059/FUL	Town / Parish: Clacton Non Parished
Applicant:	Public Experience, Streets & Seafronts	
Address:	Lower Kings Promenade Next to Kiosk 1, Marine Parade West, CO15 5AF	
Development:	Change of use of existing redundant site to erect 8 No. beach huts.	

1. Executive Summary

- 1.1 This application is before members as Tendring District Council is the applicant.
- 1.2 The scheme involves the change of use of a redundant sea front site and erection of 8 no. beach huts. Beach huts are an important and significant component of the Tendring coastline and provide enhanced leisure opportunities within the district. The proposals will enhance the appearance of the site and its surroundings and there will be no resultant impact on the geological SSSI within which the site is located or where there will be any material harm to this designated public open space.

Recommendation: Approve

- (a) That subject to no new significant issues being raised during the remainder of the notification/ consultation period (expires on 5th March 2013), the Head of Planning be authorised to grant planning permission for the development subject to planning conditions in accordance with those set out in (b) below (but with such amendments and additions, if any, to the detailed wording thereof as the Head of Planning in her discretion considered appropriate).
- (b) That the grant of planning permission be subject to the following planning conditions:
1. Time limit for commencement – within three years
 2. Development to be carried out fully in accordance with approved plans

Reason for Approval:

In approving this application the Local Planning Authority has taken account of the development plan policies and/or proposals listed above and it considers that the proposed development is in accord with those policies and does not harm public amenity.

2. Planning Policy

National Policy:

National Planning Policy Framework

Local Plan Policy:

Tendring District Local Plan (2007)

QL6	Urban Regeneration Areas
QL9	Design of New Development
QL10	Designing New Development to Meet Functional Needs
QL11	Environmental Impacts and Compatibility of Uses
COM7	Protection of Existing Recreational Open Space Including Children's Play Areas and Pitch and Non-Pitch Sports Facilities
EN11B	Protection of National Sites SSSI's, National Nature Reserves, Nature Conservation Review Sites, Geological Conservation Review Sites

Tendring District Local Plan Proposed Submission Draft (Nov 2012)

SD9	Design of New Development
PRO4	Priority Areas for Regeneration
PEO19	Green Infrastructure
PLA4	Nature Conservation and Geo-Diversity
COS1	Regeneration at Clacton Town Centre and Sea Front

3. Relevant Planning History

2012 – Planning permission granted for Re-Branding of 3 no. kiosks and additional storage space to 2 no. kiosks (Kiosk No 1, 2 & 3 Kings Promenade 11/01383/FUL refers)

4. Consultations

4.1 No comments received.

5. Representations

5.1 Ramblers – No objection providing the promenade is kept clear for walkers and cyclists, whilst work is carried out.

6. Assessment

6.1 The application supporting documentation details that Beach Huts are an important and significant feature of Tendring life and that they are prominent in the advertising and marketing of the Tendring area as a visitor/tourist destination making a significant financial contribution to revenue streams (approx £800,000 per annum). The documentation goes on to state that beach huts offer a popular recreational amenity which improve the overall appearance of the local environment and encourage the use of the seaside by local people, families and visitors alike.

6.2 It is reported that demand for beach huts remains high and that the introduction of further beach huts forms part of the Council's current strategic planning for seafronts (a draft beach hut strategy and associated business plan for the district is currently under active consideration).

- 6.2.1 Adopted Local Plan Policy CL3 provides, amongst other things, that tourist related facilities along Clacton Seafront used for tourism-related purposes and which are capable of making a positive contribution to the historic context of the seafront will be progressively enhanced. This policy aims to improve the quality and stability of the town's beaches and promenades as it recognises these are important elements in a wider strategy to promote the development of seaside tourism in the area. The erection of 8 no. attractively designed beach huts is entirely consistent with this policy and its aims.
- 6.3 Policy COM7 states that development proposals will not be permitted that would prejudice the use or involve the loss of recreational open space. The proposals will enhance and regenerate this redundant open space and promote enhanced tourist facilities. Therefore the scheme is compliant with this policy.
- 6.4 As the site lies within a geological Site of Special Scientific Interest (SSSI), Policy EN11B is relevant. In this instance there will be no impact on the geology of the site from this proposal.
- 6.5 Policies QL9, QL10 and QL11 require, inter alia, all new development to be of good design, functional and to relate satisfactorily to their site and surroundings. In this instance the proposed beach huts have been designed with inspiration from existing beach huts as found at Mersea and Southwold (Suffolk). It is proposed to paint the beach huts in pastel shades as an idea to promote good practice among other beach hut owners in the future. The beach huts are to be named to reflect old lifeboats that have served in Clacton.
- 6.6 The beach huts are to be of timber construction with an entrance door and window to the front elevation (window to have a timber shutter facility) and will measure 3.1m (D) x 2.2m (W) x 2.85m (H) with a 0.7m veranda to the front.
- 6.7 Having had regard to all material considerations, it is considered that the proposed beach huts will result in an enhancement to visual amenity and assist in providing additional tourist facilities at Clacton Seafront. The design and scale is acceptable and the development will relate to surrounding land uses and developments. Accordingly the proposals are considered to accord with Local Plan policies.

Background Papers

None.