



10.7 TOURIST ATTRACTIONS

10.7.1 PPG21 draws attention to the significant economic benefits of tourism activity and the growing number of people employed within the industry. However, a balance must be struck between marketing the economic and employment benefits of tourism and promoting its geographical and seasonal spread, whilst safeguarding the environment and protecting the communities which cater for the needs of tourism. The PPG also advises that, whilst there may be opportunities for larger-scale projects in suitable locations, new building in the countryside should be carefully controlled everywhere. Tourism development in the countryside must respond sensitively to the beauty of the landscape and to the environment. The scale and location of the development should be such that environmental impact and associated visitor management problems are minimal and design issues will be of great importance.

10.7.2 The County Structure Plan requires that new recreational development only take place in the Howardian Hills AONB where it is compatible with the need to preserve the landscape. Within the AONB, such developments will only be permitted where they are of a scale related to the ability of the site and its surroundings to absorb visitors without suffering environmental damage. Elsewhere, proposals must meet specific criteria in order to be acceptable.

10.7.3 The aim of the District Council's Tourism Strategy is to encourage the sustainable growth of tourism through the promotion of Ryedale as a high-quality visitor destination. It seeks to ensure that such growth safeguards and enhances the environment and conserves the character of the landscape for visitors, local residents, communities and for future generations.

10.7.4 The District Council, therefore, will strongly resist proposals for new tourist attractions which would involve significant new building in the open countryside and/or be detrimental to the character and appearance of the District, particularly within the AONB and the Areas of High Landscape Value. Proposals which involve the re-use of existing rural buildings will be considered more sympathetically, however, they must comply with the criteria in Policy AG5, as well as with the other criteria in Policy TM6 below. Within the Green Belt, new tourist attractions will only be permitted where they comply with Policies GB2 and GB3.

10.7.5 With the exception of Castle Howard, Flamingoland, the North York Moors Railway and Eden Camp, the majority of the visitor attractions in Ryedale are small-scale (eg Museums, Craft Industries). These

attractions generally relate to the countryside, heritage or culture and the District Council considers this pattern should continue. Generally, this small-scale approach is compatible with the need to preserve the landscape.

10.7.6 In addition to the effect on the landscape, it is vital that proposals do not have an adverse impact upon traffic flow, nature conservation, archaeology, Listed Buildings, Conservation Areas and Historic Parks and Gardens. Listed buildings and historic parks and gardens are among the District's main tourist attractions and applications may come forward for additional developments associated with their principal use. Proposals for tourism which affect the setting of a listed building or which would have an adverse effect on a historic park and garden will also be considered against Policies C10 and C15 respectively, as well as being assessed against criteria in Policy TM6 below. Tourism can under certain circumstances represent an acceptable alternative use for a listed building. However, any proposals for the change the use of a listed building to a tourism use should satisfy both Policy C8 (Changes of Use of Listed Buildings) and Policy TM6 below. Furthermore, proposals must not have an adverse effect on the amenities of local residents. Because of the problems of water supply to parts of the Plan area over recent summers, as part of their application, new large-scale tourist attractions will be expected to provide details of the anticipated quantities and means by which the water requirements of that development will be met.

10.7.7 Inset Map No 49 defines Development Limits around the nationally-important fun park and zoo known as 'Flamingoland'. Within these Limits, the District Council will generally approve the development of fun park/zoo/holiday village facilities providing they would not have an adverse impact on the character or setting of the locality or the amenity of local residents. In this respect, the District Council is especially keen to ensure that the height of any structures within the fun park will not have any adverse effect upon long-distance views across the Vale of Pickering.

10.7.8 Residents of Kirby Misperton and, to a lesser degree, the residents of surrounding villages along the minor roads leading to Flamingoland have suffered disturbance from the increasing number of visitors each year. If proposals for new attractions are received which, in the opinion of the District Council or Local Highway Authority, would be likely to result in an unacceptable increase in traffic levels, then permission may be granted only on condition that the necessary off-site highway works are undertaken and that these are financed at the developer's expense.



Policy TM6 - Tourist attractions

Proposals for new tourist attractions or the upgrading of existing tourist attractions will be permitted provided that the proposals:-

- (i) Would not involve the erection of significant new buildings outside the Development Limits;
- (ii) Would not have a material adverse effect upon the character and appearance of the countryside. Within the Howardian Hills AONB or Areas of High Landscape Value, any development must be in accordance with Policies ENV2 or ENV3 respectively;
- (iii) Would not result in a detrimental impact on road safety, the free flow of traffic on the highway network, or would require changes to the road network which would have a material adverse effect upon the character of the area and where sufficient off-road vehicle parking can be provided;
- (iv) Would not have a material adverse impact on the amenities of existing residents;
- (v) Would not have a material adverse impact on the character and appearance of any Conservation Area, site of nature conservation value, archaeological or historic importance, or on any Historic Park and Garden;
- (vi) Would, where the proposal is for the re-use or adaptation of a rural building, comply in all respects with Policy AG5;
- (vii) Would, in the case of Flamingoland, be located within the Development Limits shown on Inset Map No 49 of the Proposals Map and would not have a material adverse effect on long-distance views across the Vale of Pickering. Such proposals must also comply with Criteria (iii), (iv) and (v) above;

Within the Green Belt, proposals for new tourist attractions or the upgrading of existing tourist attractions will only be permitted where they comply with Policies GB2 and GB3 and would satisfy Criteria (iii) to (vi) above.

FOOTNOTE TO CHAPTER 10

1 Ryedale Tourism Strategy, 1997