

From: Esrich, Paul [mailto:PEsrich@worcestershire.gov.uk]
Sent: 03 December 2018 11:56
To: Close, Roland <Roland.Close@herefordshire.gov.uk>
Cc: Dziudzi-Moseley, Marta <MDziudzimoseley@worcestershire.gov.uk>
Subject: P184032 - Dymock Road

Hi Roland,

Please find attached.

Paul

Paul Esrich CMLI
Manager, Malvern Hills AONB Partnership

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The Malvern Hills AONB Partnership exists to support the conservation and enhancement of this nationally protected area.

The Malvern Hills AONB is one of a family of 46 Areas of Outstanding Natural Beauty in England, Wales and Northern Ireland.



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Mr Roland Close
Planning Services
Herefordshire Council
PO Box 230
Blueschool House
Hereford
HR1 2ZB

Monday, 3 December 2018

Dear Mr Close

Planning Application Ref: P184032/O

Outline planning application for the erection of up to 420 dwellings with public open space, land for community facilities, landscaping and sustainable drainage system (SuDS) with all matters reserved save for access

This application lies within the setting of the Malvern Hills Area of Outstanding Natural Beauty (AONB). The AONB is an area designated for its national landscape importance. The Malvern Hills AONB Unit seeks to encourage high quality developments and to protect and enhance the local landscape.

The AONB Unit refers you to comments previously submitted by the AONB Unit on 8 February and 23 October 2018 re. application no.174495(O) and asks that you take these comments into account again. The Unit remains concerned about the effects of the development on the setting of the AONB, especially when these are considered in combination with the effects arising from development to the north of the site.

The Unit is struggling to reconcile the conclusions of the LVA – that the 'residential scheme can be accommodated without any unacceptable landscape or visual effects' (as stated in the Design and Access Statement – page 20) with the findings of the advice previously received from Carly Tinkler CMLI. This advice referred to potential adverse effects which could be Major to Moderate Adverse in the wider landscapes where they lie within the proposed development's area of influence, which includes the western slopes of the AONB. Potential effects on the character of the site itself and immediate surrounds were deemed to be Major Adverse.

The Unit notes the mitigation proposed for the east of the site in an attempt to screen and filter views from the AONB. However, it is unclear whether this planting is particularly appropriate to landscape character and indeed how effective it will be given rising land to the east.

The Unit requests that Herefordshire Council give the above matters further consideration.

Yours sincerely



Paul Esrich
Manager, Malvern Hills AONB Unit