

Grahame French
Shropshire Council
Shirehall
Abbey Foregate
SHREWSBURY
SY2 0ND

Your Ref:
Our Ref: gc_130913_Lime Green

13 September 2013

Dear Grahame

13/01941/FUL Construction of new processing and storage building and renovation of existing main building to include new office space, toilet facilities and canteen. Interim external renovation of existing office building. Lime Green Products Ltd, Wenlock Edge

This application has been considered by the membership of the Shropshire Hills AONB Partnership and by its Management Board at a meeting on 12 September.

The AONB Partnership considers that the information provided with this application is inadequate properly to assess its impacts on the AONB and therefore objects to the application.

We are sympathetic to the applicant's intentions to tidy up the existing site and to the aim, if achievable, of increasing production while reducing the impact of the industrial plant on this sensitive area.

The proposed tower is a very large structure which would be situated immediately adjacent to the AONB boundary. We understand that there may be benefits of noise attenuation from this new structure, which need to be balanced carefully against the visual impact in determining the application. There is not enough information on either aspect to do this. We support the comments made by the National Trust in relation to both these aspects. Landscape and Visual Impact Assessment should follow the agreed methodology and look at zones of visibility, receptors etc, rather than merely using a couple of photographs choosing a viewpoint where the intermittent view of the site is conveniently screened.

We note also that Natural England are concerned about potential impacts on the SSSI and agree that sufficient information has not been provided on this and on protected species considerations.

We consider the design and materials of any new buildings should take into account the sensitivities of the location and be of a higher standard than typical urban industrial buildings. Adopting recommendations from the AONB Partnership's Design Guidance for Agricultural Buildings would help considerably in this regard, such as the use of timber cladding, and in the colour of roofing materials and specific design of roofs and eaves.

Yours sincerely

George Chancellor
Chair, Shropshire Hills AONB Partnership