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Shropshire Hills AONB Partnership

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Your Ref:
Our Ref: Gb_01672__Sallins Farm

20 May 2013

Dear Steve

Planning application 13/01672/FUL, Erection of agricultural storage building, Sallin's Farm, Picklescott, Church Stretton, SY6 6NU

The Shropshire Hills AONB Partnership objects to this application. The AONB Partnership, though in general supportive of farm diversification, maintains that this must be in balance with the very high quality of the Shropshire Hills AONB landscape. Paragraph 115 of the 2012 National Planning Policy Framework states that *"Great weight should be given to conserving landscape and scenic beauty in.....Areas of Outstanding Natural Beauty, which have the highest status of protection in relation to landscape and scenic beauty."*

Sallin's Farm is located in a prominent and visible position at c.340 feet AOD in a remote and tranquil part of the AONB landscape. It lies in quite close proximity to the Shropshire Way promoted long distance path, some 900m to the SW and other public pathways some 260m to the south. In recent years the farm buildings of Sallin's Farm have been added to, significantly increasing the footprint of the farm. The proposed additional building would add approximately a further 18% to the current footprint of the farm. The current application concludes that "there will be no detrimental visual impact from the proposed development". This conclusion is not based upon any objective study of potential impacts to the visual envelope or to the local landscape character.

In view of the sensitivity of the protected landscape a full planning application should include a comprehensive landscape and visual impact assessment to inform the decision process. Such an assessment should be based on good practice guidelines such as those produced jointly by the Landscape Institute/Institute of Environmental Assessment 2002. Landscape and visual assessment provides a sound basis for guiding, informing and understanding the potential impact of any proposed development at a landscape scale. It is therefore recommended that such a full and comprehensive study should be undertaken to inform the planning decision.

Yours sincerely

G Barratt
Landscape and Planning Officer
Shropshire Hills AONB Partnership