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Shropshire Hills AONB Partnership

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Your Ref: 15/01276/FUL
Our Ref: ph_200718_15_01276 Ch Str housing

20th July 2018

Dear Grahame

15/01276/FUL Erection of 47 dwellings, etc, Proposed Development Land to the East of Shrewsbury Road, Church Stretton - Comments on landscaping plan

The Shropshire Hills AONB Partnership maintains its objection to this application.

The landscaping plan recently submitted does not adequately address the issues with design and quality of the proposed development to meet the requirements set out in the Council's SAMDev Plan:

The AONB designation means that the highest and most sensitive design standards will be sought for all forms of new development in Church Stretton to minimise any adverse effects on landscape character and visual amenity in line with Policies CS6, MD2, MD12 and MD13.

We note and endorse the detailed comments on these matters from Church Stretton Town Council and Shropshire Council's Conservation team. In particular we would highlight:

- Design and landscaping principles should be guided by existing character, on which information is available in the Church Stretton Town Design Statement and Conservation Area Design Statement. These principles should be explained and made explicit in a way which shows that existing character has been taken into account.
- Standardised house types and density are not appropriate in this location adjacent to the Conservation Area.
- Properties along Shrewsbury Road should front westwards on to that road rather than in to the estate, in order to maintain the character and appearance of this important approach to the town.

Yours sincerely

Phil Holden
AONB Partnership Manager