

From: Esrich, Paul [<mailto:PEsrich@worcestershire.gov.uk>]
Sent: 30 November 2018 10:59
To: Close, Roland <Roland.Close@herefordshire.gov.uk>
Cc: Dziudzi-Moseley, Marta <MDziudzimoseley@worcestershire.gov.uk>
Subject: P183826/F Chevenham Colse, Colwall

Dear Roland,

Please see attached.

I'd be grateful if you would confirm receipt.

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

Monday, 26 November 2018

Dear Mr Close,

Planning Application P183826/F

Proposed demolition of 1-34 Chevenham Close. Proposed 18 dwellings and apartments with associated car parking and site infrastructure.

The site of the proposed development lies within the Malvern Hills Area of Outstanding Natural Beauty (AONB), which is an area designated for its national landscape importance. The Malvern Hills AONB Unit seeks to encourage high quality design and to protect and enhance the landscape. Relevant policies in the AONB Management Plan include the following:

Policy BDP1 Development in the AONB and its setting should be in accordance with approved local design and capacity studies, including the AONB Guidance on Building Design.

BDP3 Lighting schemes, particularly in the rural areas of the AONB, should be kept to a minimum and only installed where absolutely necessary. All lighting should accord with good practice in minimising light pollution.

The Unit does not oppose this development and believes it to be a rare opportunity in the AONB to build high quality housing of this type which is appropriate to local character. The Unit's comments, aimed at helping to achieve this, are as follows.

Design – there appears to be no reference in the application to the AONB Management Plan or associated guidance – see BDP1 above. Notwithstanding this, the Unit is pleased to see reference in the D&A Statement to an assessment of the local architectural vernacular and to the fact that this has informed the site proposals. However, it is also important to stress that new buildings in the AONB needs to stand 'on their own two feet' as an expression of modern development. As the AONB Building Design Guide puts it:

'Existing locally characteristic buildings provide design cues for new development. However, it is important not to simply copy or pastiche existing building design styles but instead to be inspired by these styles, developing something that is characteristic to the place and time in which it is created. This requires good, individual and well-considered design.'

The Unit believes that care needs to be taken to ensure that the proposed development does not simply copy existing styles and suggests that some more


thought could be given to bringing greater individuality to the scheme, perhaps through colour, material and/or design. This is not to suggest that the proposed design needs radical change and the Unit does recognise that contributing positively to character in place and time can be tricky to achieve.

Landscaping – there seems to be little information submitted regarding landscaping. This is a critical component of the scheme overall. Colwall boasts a diverse range of planting – including ornamental conifers and broadleaved natives - dating from the Victorian era to the present day. It will be important to understand this tradition in specifying a landscaping plan which is appropriate to the site, helps to key it into the village and reflects site based considerations, including views and the proximity of heritage assets. The Unit would be grateful to see further information on this landscaping when it is available.

Curtilage treatments etc –careful thought needs to be given to 'details' such as the type and colour of fencing on site and the colour and finish of surfaces. As with the design of the houses themselves, this should stem from a consideration of the local vernacular.

Lighting - para 4.16 of the D&A Statement suggests that lighting will be cowed, low lux etc. 'where possible'. The Unit believes that every aspect of lighting on the site should accord with best practice as per Policy BDP3. Draft guidance on lighting in the AONB is available from the AONB Unit on request.

Yours sincerely

A black rectangular box redacting the signature of Paul Esrich.

Paul Esrich
Manager, Malvern Hills AONB Unit