

**Planning application reference 09/00835/FUL  
Proposed Leisure and Employment uses, Long Marston Storage Depot,  
Lower Quinton, Warwickshire CV37 8QR**

**Objection by the Cotswolds Conservation Board**

1. The Cotswolds Conservation Board ('the Board') was established by Parliament in 2004.

The Board has two statutory purposes<sup>1</sup>:

- a) to conserve and enhance the natural beauty of the AONB; and
- b) To increase the understanding and enjoyment of the special qualities of the AONB.

In fulfilling these roles, the Board has a duty to seek to foster the economic and social well-being of people living in the AONB.

2. The Board published the Cotswolds AONB Management Plan 2008-13 in April 2008.<sup>2</sup>
3. The statutory Management Plan contains the following policies of relevance to this application:

**Landscape Policy LP1:** *That the unique character, tranquillity, and special qualities of the Cotswolds landscape are conserved and enhanced.*

**Development and Transport Policy DTP1:** *That all Local Development Framework documents and planning decision-making processes will use the following criteria to determine the acceptability of a proposed development in the Cotswolds AONB. Development will:*

- *be compatible with the distinctive character of the location as described by the relevant landscape character assessment, strategy and guidelines*
- *incorporate designs and landscaping consistent with the above, respecting the local settlement pattern and building style*
- *be designed to respect local building styles and materials*
- *incorporate appropriate sustainability elements and designs*
- *maintain or improve the existing level of tranquillity*
- *not have an adverse impact on the local community amenities and services and access to these*
- *protect, or where possible enhance, biodiversity*
- *be in accordance with a more sustainable pattern of development, reducing dependence on car travel.*

**DTP7:** *That opportunities are taken to promote public transport and reduce the use of private cars.*

**Enjoying and Exploring Policy: EEP1:** *That visitors and the tourism industry understand the need for, and support the conservation and enhancement of, the special qualities of the AONB as the key assets upon which tourism in the Cotswolds is based.*

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<sup>1</sup> Section 87, Countryside and Rights of Way Act 2000.

<sup>2</sup> [http://www.cotswoldsaonb.org.uk/management\\_plan/conserving.html](http://www.cotswoldsaonb.org.uk/management_plan/conserving.html)

4. The Board is mindful of policy EF1 in the Stratford on Avon Local Plan, which refers to the Cotswolds AONB. The policy includes the words:

*“Proposals which would have a detrimental impact on the AONB will not be permitted, whether located within the AONB or outside the designated area.”*

5. The Board notes that within the Assessment of Landscape and Visual effects submitted by the applicant there are a number of references to “slight adverse” impacts on the Cotswolds AONB. This is also the conclusion reached in paragraph 8.116 of the assessment. This detrimental impact is caused both by the physical changes to the site brought about by development, notwithstanding proposed mitigation measures, and the impact of additional lighting of the site particularly related to the “residential areas” and road lighting.
6. The Board notes that in the Travel Plan Framework submitted by the applicant it is acknowledged that it is not possible at this stage to state with any accuracy what will be the number and frequency of car borne trips by users of the site for non-employment uses – i.e. leisure and domestic. The Board is very concerned that trips into the AONB, particularly for leisure purposes, will be almost exclusively by car given the limited public transport availability. The subsequent significant increased use of local rural roads within the AONB will have a detrimental impact on the tranquillity of the AONB, contrary to Policy EF1.
7. The Board therefore considers that since the applicant accepts that there will be “a detrimental impact” on the landscape of the AONB, and there is no evidence that the proposal will not have a detrimental impact on the tranquillity of the AONB, the proposal does not comply with Policy EF1 and should be refused.