

5.9.2016

RE: Land at Brooms Farm Yatton Keynell SN14 7JU. 16/07431/FUL.

The Board has considered the amended scheme and does note that improvements have been made as compared to the scheme as originally submitted.

However, the development will still result in the negative impact as originally stated in the Board's comments (see below).

The priority given within the NPPF (and the CRoW Act 2000) is to conserving landscape and scenic beauty within nationally protected landscapes. New holiday accommodation can be provided within our nationally protected landscapes through sensitive schemes in suitable locations without having to change the character of parts of the open countryside. This development will result in harm to the landscape and so will not be of benefit to the wider tourist economy as it will result in a decline in the condition of the recognised special qualities of the AONB. The special qualities of the AONB include "the absence of inappropriate noise, development, visual clutter and pollution, "a feeling of being away from it all."

The Board's original comments which remain valid were as follows:

The proposed development is in an area of open countryside within the nationally protected AONB where there are good views into the site from surrounding public rights of way and highways. The addition of the lodges and ancillary works will result in an obvious urbanising change of character as well as the associated parking, access, and lighting. There will therefore be a negative impact on the character and special qualities of the AONB, contrary to the CRoW Act 2000 that seeks the conservation and enhancement of the AONB. The development is therefore contrary to Core Policy 51 of the Wiltshire Core Strategy 2015 that specifically refers to the protections afforded to the AONB and cross references the "great weight" given to conserving landscape and scenic beauty in AONBs, that have the highest status of protection in relation to landscape and scenic beauty.