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6 November 2020

Dear Sir / Madam

**APPEAL REFERENCE:** APP/G1630/W/20/3257703

**PLANNING APPLICATION REFERENCE:** 20/00297/FUL

**DESCRIPTION:** Erection of 2no. dwellings, access improvements and associated works

**LOCATION:** Land Adj. Thrift House, Ashleigh Lane, Cleeve Hill, Cheltenham, Gloucestershire

The Cotswolds Conservation Board ('the Board') has been informed by Tewkesbury Borough Council ('the Council') that an appeal has been made against Council's refusal to grant planning permission for the above planning application.

Reason 2 for the Council's refusal to grant planning permission is that:

- *The proposed development would result in an unwarranted intrusion into the Cotswold Area of Outstanding Natural Beauty and would therefore cause significant and demonstrable harm to the qualities and intrinsic beauty of the Cotswold Area of Outstanding Natural Beauty.*

The Board supports this reason for refusal.

The case officer's Delegated Report provides supporting information to justify this reason for refusal. The Board would like to make the following additional and complementary observations in support of the reason for refusal.

The proposed development is located at the point on the B4632 where a 'Cotswolds Area of Outstanding Natural Beauty' (AONB) marker stone demarcates the 'entrance' to the AONB. The marker stone is located here because this is the point at which the AONB boundary extends westwards, beyond the B4632, along Haymes Road, after having followed the route of the B4632 up the hill from the edge of Prestbury.

For road users heading north on this section of the B4632, who will see the AONB marker stone, there is a perception of very little built development on either side of the road at this point (see the 'street view' image in Annex 1 for reference). This perception of very little built development is highly appropriate for an entrance point to a nationally important, protected landscape.

This perception is particularly noticeable between Haymes Road and Ashleigh Lane (i.e. the section where the proposed development would be located), where there is currently no built development. It is then maintained as you head north on the B4632 for approximately 200m. This is because the

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The Cotswolds National Landscape is a designated Area of Outstanding Natural Beauty (AONB), managed and looked after by the Cotswolds Conservation Board.

[cotswoldsaonb.org.uk](http://cotswoldsaonb.org.uk)

*Chairman:*  
**Brendan McCarthy**  
*Vice Chair:*  
**Rebecca Charley**

dwellings that are located along this section of the B4632 are set well back from the road, in sizeable gardens, with undeveloped plots of land in between.

Locating two new dwellings on a single plot of land, relatively close to the road, at this entrance point to the AONB would have a significant adverse effect on the perception of there being very little built development in this sensitive location on the Cotswold escarpment.

In addition to the observations outlined above, the Board recommends that explicit consideration should also be given to the following Board publications:

- Cotswolds Area of Outstanding Natural Beauty (AONB) Management Plan 2018-2023 ([link](#)), including the special qualities and policies outlined therein;
- Cotswolds AONB Landscape Character Assessment ([link](#)), particularly, in this instance, with regards to Landscape Character Type (LCT) 2 – Escarpment;
- Cotswolds AONB Landscape Strategy and Guidelines ([link](#)), particularly, in this instance, with regards to LCT 2 – Escarpment ([link](#)), including Sections 2.1 and 2.2;
- Cotswolds AONB Local Distinctiveness and Landscape Change ([link](#));
- Cotswolds Conservation Board Position Statements ([link](#)).

Yours faithfully,

A handwritten signature in black ink that reads "John Mills". The signature is written in a cursive style with a long, sweeping underline.

John Mills

**Planning & Landscape Lead**

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ANNEX 1. VIEW LOOKING NORTH ALONG THE B4632 AT GRID REFERENCE SO97502614, WITH THE PROPOSED DEVELOPMENT SITE ON THE RIGHT AND THE 'COTSWOLDS AREA OF OUTSTANDING NATURAL BEAUTY' MARKER STONE ON THE LEFT



Image taken from Google Earth on 16 October 2020