

Mr Philip Mullineux  
Shropshire Council  
Shirehall, Abbey Foregate  
Shrewsbury, Shropshire  
SY2 6ND

3<sup>rd</sup> November 2018

By email only to:  
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[planningdmne@shropshire.gov.uk](mailto:planningdmne@shropshire.gov.uk)

Dear Mr Mullineux

**18/04555/FUL: Erection of a free range egg laying unit and associated feed bins, hardstandings and new highway access; proposed Poultry Unit to the north of Betton Market Drayton, Shropshire**

CPRE Shropshire wishes to object to the above application on the following grounds:

**Character and Appearance:**

Core Strategy Policy CS5 is concerned with the countryside and the Green Belt. The appeal site is located within the countryside but not within the Green Belt. This policy explains that new development in these areas will be strictly controlled. However, subject to further controls which apply in the Green Belt, proposals on appropriate sites which maintain and enhance countryside vitality and character will be permitted where they improve the sustainability of rural communities by bringing local economic and community benefits. In respect of large-scale, new agricultural development, the policy requires it to be demonstrated that the proposal would have no unacceptable adverse environmental impacts.

Core Strategy Policy CS6 requires development proposals to respect and enhance local distinctiveness and protect, restore, conserve and enhance the natural, built and historic environment. The scale, density, pattern and design of development should take account of local context and character, and regard should be had to national and local design guidance, landscape character assessments and ecological strategies where appropriate. SAMDev Plan Policy MD2 supports this policy and requires new development to contribute to and respect locally distinctive or valued character and existing amenity value.

In respect of agricultural development, amongst other matters, SAMDev Plan Policy MD7b requires new development to have an acceptable impact on environmental quality and existing residential amenity. It also states that development should be in connection with a viable agricultural

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enterprise, is well designed and located and where possible sited so that it is functionally and physically closely related to existing farm buildings. Core Strategy Policy CS8 identifies the protection and enhancement of facilities, services and amenities that contribute to the quality of life of residents and visitors as being an important element in the development of sustainable places in the county. Core Strategy Policy CS17 has similar objectives to protect and enhance the diversity, high quality and local character of Shropshire's natural, built and historic environment.

The National Planning Policy Framework (the Framework) establishes a presumption in favour of sustainable development. Its core planning principles include the account that should be taken of the different roles and character of different areas, recognising the intrinsic character and beauty of the countryside and the securing of high quality design. Paragraph 180 of the new Framework states that planning policies and decisions should ensure that new development is appropriate for its location taking into account the likely effects (including cumulative effects) of pollution on health, living conditions and the natural environment, as well as the potential sensitivity of the site or the wider area to impacts that could arise from the development. In doing so they should (a) mitigate and reduce to a minimum potential adverse impacts resulting from noise from new development – and avoid noise giving rise to significant adverse impacts on health and the quality of life; and (b) identify and protect tranquil areas which have remained relatively undisturbed by noise and are prized for their recreational and amenity value for this reason.

In respect of the landscape and visual impact assessment the proposed development is situated on a greenfield site and in our opinion it would significantly change the landscape character. More needs to be done to mitigate the development, for example to reduce its height by excavating the land.

We do not agree with the landscape and visual impact assessment that it would have a minor i.e. not significant effect. Oakley Hall can be seen from the site and therefore will have a view over the proposed development.

The development is reliant on screening to mitigate the effect of the impact of the development.

We are of the opinion that this will not be the case.

**Other matters:**

We are concerned that the proposed development is adjacent to the watercourse of Betton Brook and that however well the site is run, there will be run off into the stream. Also we are concerned about unpleasant smell and dust affecting the village of Norton-in-Hales.

**Conclusion:**

In conclusion the proposed development will have an unacceptable adverse environmental impact and will not contribute to and respect locally distinctive or valued character and existing amenity value.

Yours sincerely

*Bill Ware*

*Intensive Poultry Unit spokesman  
On behalf of CPRE Shropshire*

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