

Application Reference No. : DET/2021/0021

Site Address: Uttoxeter Road Alton Staffordshire

Comments by: Sue Green

From:

Wildwood
Farley Lane,
Alton
Stoke-on-Trent
Staffordshire
ST10 4BZ

Submission: Objection

Comments: I would like you to take into account the following comments with regard to this application:

1. I object strongly to the siting of this mast and cabinets due to both visual intrusion and proximity to housing. The village prides itself in its appearance and works hard to protect its rural nature.

Whilst the location is (just) outside the Alton & Farley Conservation Area it is in a prominent location, visible not only to local residents but also to millions of visitors passing through. I would disagree that "The proposed works are not to the visual detriment of the surrounding area" or that "The proposal would not result in demonstrable harm to the

character of the immediate or wider area" and "The proposal

would respect and continue to maintain the character of the area, would be suitably distant from

potentially sensitive users, and so would accord with the principles of the Development Plan

policies".

The applicant states that "Central Government attaches great importance to the design of the built environment and

outlines this within Section 12 (para. 124) of the National Planning Policy Framework. It states:

¿Good design is a key aspect of sustainable development, creates better places in which to live and

work and helps make development acceptable to communities.¿ " This proposal does not comply with these guidelines.

2. I would like to suggest alternative locations which would be less visually intrusive. I am unable to check the exact locations of the discounted sites as Search area map with options plotted will not enlarge, nor is it clear exactly where the T area is. I feel that locations within the Conservation Area should not be dismissed simply for this reason, as some sites within the conservation Area are less visually intrusive or close to houses.

Suggested options -

(a) on the verge of the village hall carpark (parallel to LimeKiln Lane) where the recycling bins used to be - this will be hidden largely by trees, is not immediately adjacent to houses or the children's play area

(b) on the wide road edge at the junction of Back Lane, Castle Hill Road and Wheel lane

I urge to to encourage the applicant to reconsider the siting of this mast and for you to reject the option proposed.