

Planning dept
Norfolk County Council
County Hall

27th Feb 2024

Dear Planning Officer

New recycling centre at Holt Road Sheringham in the AONB – FUL/23/0005 Objection

I wish to object to what will be a pretty hideous and damaging development in the AONB at Sheringham with the construction of the County Council proposed new recycling centre

Reasons for refusal should be;

Unacceptable impacts on the landscape of the AONB on the basis that the development presents unacceptable amounts of harm to the special qualities of the landscape recognising the relevant paragraphs of the NPPF (2023)

182. Great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty which have the highest status of protection in relation to these issues.

Commentary

The new centre is proposed to be constructed in an open field on a hillside in full long view of one of the main tourist routes in the County (A148) with virtually no landscaping to screen or soften this massive (and much over used but its appropriate) blot on the landscape.

Previously acceptable well designed facilities were done by County

Previous County Council developments of recycling centres (such as Wells next the Sea, Ashill, Hempton, Docking and even Sheringham) were designed and installed very carefully by the County with careful attention to landscaping and location to try to minimise any visibility of the facility and effectively hide it away. The existing site is well hidden within a bit of scrubby woodland, but this new facility will be moved into an open field on a hillside in full view of several roads including a long stretch of the A148. As such it will stand out as an ugly large industrial facility in the middle of the countryside in the AONB. The District Council have raised very deep concerns as have the AONB Partnership, Beeston Regis Parish Council and numerous other bodies and individuals – all of whom have clearly not been listened to as the application ploughs on in the same unamended fashion.

Inadequate landscaping

This facility has what can only be termed the most pathetic and inadequate bit of landscaping I have encountered for such a damaging development in such a sensitive landscape for a good while (very much in the same vein as the equally hideous and badly located / landscaped recycling facility off the A140 at Newton St Faith – clearly the County want our tourists to see us in the worst possible light.. I suppose you could at least say it shows a consistently poor design approach to rubbish management

at County). It consists of 3 crab apple trees and 8 small bushes on the eastern side seen from the A148, which are supposed to screen a large industrial facility with 3.5m high security fencing and large numbers of rubbish skips inside. Who on earth thought this idea up I cannot imagine, but a child would have seen that it was inadequate and would have drawn a better scheme. It is uncertain what external lighting may be installed at the facility, but this should be avoided or heavily shielded and reduced (the facility at Newton St Faith shows how this should NOT be done).

Inappropriate location

The location is hardly ideal, and I am sure a better one could have been found nearby in one of the quarries, but to avoid putting a decent amount of landscaping around it so that all the tourists to our area see that we simply don't care about our environment at all, and think that its just a 'load of rubbish' isn't helpful. It also suggests that the County don't care about the people who live in the area either, and are just [REDACTED] people to whom any old thing is good enough and better than they deserve. I cannot believe that that is what our County Council who represent us think though. Therefore, at this very late hour (the matter is due to be determined imminently and I have only just been made aware of it as I work in the area and hear about it 'by the way') I would strongly suggest that the application is refused.

Overall the scheme will clearly be in breach of NPPF policy 182 and would require either relocation (preferably) or substantial tree belts which are appropriate for the distinctive local character of the landscape. This would need to pay particular attention to the large number of services within Holt Road which make any landscaping on the verge area impossible and requiring significant set back to achieve required utility wayleaves as well as to all other boundaries. Substantial 8 – 10m wide tree belts were considered appropriate for previous schemes dating from the 80s to the early 2000s so this is the minimum that should be provided now.

Yours faithfully

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]