

From: Fran and Jeff Williams [REDACTED]
Sent: 26 November 2022 16:09
To: SWDP - WCC
Subject: CFS 0407sc Hall Green • CFS 0905sc Guarlford Road and CFS 1191 Guarlford Road

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Dear Sir / Madam

I would like my views taken into account when deciding if the above sites are to be granted permission to be developed.

These sites are either side of the Guarlford Road. This is one of the main gateways to Malvern and the Hills. The road provides the most spectacular entry into the area and should be considered a major benefit to tourism and the health and wellbeing of the community. When traveling along its length the vista of the AONB, that is the hills, is opened up to the viewer. This beautiful unfolding landscape is a joy to see and gives a lift to the state of mind of the beholder. After 25 years living in Malvern this remains the case each time I travel this route.

The development of the sites will inevitably increase traffic density and may even lead to the need for traffic control measures - roundabouts, traffic signals at junctions etc. Such distractions will degrade the visual experience and spoil the effect of such a vista.

I suggest Worcestershire Highways carry out a study to demonstrate how traffic will affect the area and not be allowed to suggest that any problem that arises will be investigated after the event.

Therefore, unless a way can be devised to ensure the visual benefit of this Gateway to Malvern I object to the development of these sites.

A.J.Williams

