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**To:** SWDP - WCC <swdp@worchester.gov.uk>  
**Subject:** SWDPR 30 Response

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#### SWDPR 30 Landscape Character

I consider the housing plans on the Eastern side of Malvern, namely sites CFS0407sc, CFS0905sc and CFS1191 are unsound, due to the detrimental effect they will have on the beautiful landscape. They are contrary too, to the Key View and Key Routes study that was done as part of the Neighbourhood plan which was adopted in June 2019. Furthermore, they are in the setting of the AONB which is a material consideration with respect to development. The outstanding views are something very close to my heart as an artist who has already painted many of its fantastic vistas. The tree lined Guarlford Road to mention the most famous entrance, rivals the entry into many towns in the UK and in Europe with its mature trees, that change throughout the year from chestnut candles in the Spring to russet leaves in the Autumn.

Mrs G M Mercer

