



Lucy Pateman  
Development Management  
East Hertfordshire District Council  
Wallfields  
Pegs Lane  
Hertford SG13 8EQ

Our Ref:

Your Ref:

6<sup>th</sup> April 2022 (by email)

Dear Lucy Pateman,

**Application no. 3/22/0217/FUL**  
**Ideal Farm Friars Road Braughing SG11 2NR**  
**Proposed single dwelling, detached garage and store building, external**  
**courtyards and arches, landscape enhancements, wetland/lake,**  
**bund, standalone photovoltaic panels and associated works.**

I write with regard to the above application, to which CPRE Hertfordshire objects for the following reasons.

1. The site lies on land designated as Rural Area Beyond the Green Belt in the adopted East Herts District Plan; a designation which conveys similar protection to the Green Belt to maintain the rural character of the countryside. The Applicant's consultants quote paragraph 80(e) of the National Planning Policy Framework (NPPF) to assert that the proposal is "of exceptional quality" and should thus be permitted.
2. This assertion is supported by three reports by The Design Review Panel which is a privately owned company retained by the Applicant to provide a commentary on the design quality with a view to satisfying the requirements of paragraph 133 of the NPPF. The Design Review panel website ([www.designreviewpanel.co.uk](http://www.designreviewpanel.co.uk)) notes that "Feedback from The Design Review Panel™ is a material consideration in planning application process(sic)".
3. CPRE Hertfordshire views this statement as misleading as NPPF paragraph 133 states that: "Development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents which use visual tools such as design guides and codes".
4. Objective advice regarding design quality may be considered in the determination of a planning application, but it may be seen as misleading to suggest a direct correlation between the comments of The Design Review Panel™, design quality as a material



consideration, and the granting of planning permission in this case. We believe that design advice should also be sought by the Council on such a sensitive matter from the Hertfordshire Design Review Panel or the Design Council or Design South East due to the undeniable impact of this proposal on the countryside.

5. In any event, it is in our view inappropriate to apply the criteria of paragraph 80 to a single five bedroomed house which is detrimental to its immediate setting. We urge the Council to refuse this application as an inappropriate intrusion into the landscape and open character of the area.

Yours sincerely

Chris Berry  
Planning Manager