



James Gardner  
Planning & Development  
Dacorum Borough Council  
The Forum, Marlowes  
Hemel Hempstead  
Herts. HP1 1DN

Our Ref:

Your Ref:

29<sup>th</sup> September 2023 (by email)

Dear James Gardner,

**Application no. 23/01894/FUL  
Frithsden Vineyard, Frithsden Lane, Frithsden, Hemel Hempstead  
Formation of a new Winery**

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

1. The land identified for this proposed development is designated as part of the Chilterns Area of Outstanding Natural Beauty (AONB) and Rural Area in Policy CS7 of the adopted Dacorum Core Strategy. Paragraph 8.35 states: "While its (Rural Area) role is different from the Green Belt, the pressures it faces are comparable, and in order to retain its open character, development must be controlled in a similar way."
2. Policy CS7 continues to list the limited types of development (lettered a) to g)) which may be acceptable, specifically noting that only "small-scale development" will be permitted. The present proposal is a large-scale commercial development which, despite being partly an agricultural use, is clearly outside the scope of the exceptions which may be permitted.
3. CPRE Hertfordshire notes that a previous application was refused in March 2022 for reasons relating to the size of the building, the impact of the proposal on the AONB and concerns relating to heritage and access issues. These concerns remain, and we are significantly concerned by the intrusive nature of the main and subsidiary buildings which appear to amount to a greater floorspace than previously proposed.
4. A number of representations made on behalf of local residents and others point to significant inconsistencies in the application and supporting documents with regard to boundaries, building form and future business viability. These complement CPRE Hertfordshire's primary concerns with regard to the major visual impact of the proposed development on a highly valued area of the AONB, including new access roads and impact on the character of Frithsden village.



5. It is possible that a proposal for a more modest winery building may be suitable, given previous history, but CPRE Hertfordshire strongly supports the Council and local objectors in their opposition to this application.

Yours sincerely,

Chris Berry  
Planning Manager

NOTE: We would request that this letter is published on the Council's website as a document relating to this application and should be grateful if you would notify us of the date of the appropriate meeting if it is to be determined by planning committee.