

Representation No. **1141**  
Received **13 September 2013**  
From **Mumbles Community Council**

## ***Representation***

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We are concerned about the significant adverse seascape, landscape and visual effects on the natural beauty, wildlife and cultural heritage of the Gower AONB which would be contrary to the primary purpose of the designation and the national duty to conserve and enhance the area's natural beauty, contrary to Planning Policy Wales and to Policies EV22, EV26 and EV31 of the adopted UDP of City & County of Swansea (C&CS).

- The areas most affected by the proposals cover the majority of the coast of the south western end of the Gower peninsula which include many of the most scenic, attractive and well known parts of the AONB. The undeveloped coastline in this area is recognised as a valuable but fragile asset and is identified in the UDP of C&CS as a key element in the image, identity and quality of life of the area.
- The acknowledged significant adverse impacts will therefore in turn result in significant adverse impacts on the AONB and its key, iconic assets.
- The scale, form, design, appearance and cumulative impacts of the proposals would significantly adversely affect visual amenity, local environment and the recreational/tourist use of the Gower AONB.
- The social, economic and environmental benefits of the scheme in meeting local, and national energy targets do not outweigh the

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acknowledged significant adverse impacts, contrary to UDP of C&CS PolicyR11.