

**19 DCCW2005/1934/T - PROPOSED
TELECOMMUNICATIONS INSTALLATION. LAND ON
THE WESTERN SIDE OF THE A49 (OPP 245 ROSS
ROAD), HEREFORD HR2 7PR****For: 02 UK Limited, Stappard Howes, 8 Windsor Court,
Clarence Drive, Harrogate, North Yorkshire, HG1 2PE**

Date Received: 2nd June, 2005 **Ward: St. Martins & Hinton** **Grid Ref: 50612, 38092**

Expiry Date: 27th July, 2005

Local Members: Councillors C. Chappell, R. Preece, Mrs U. Attfield

1. Site Description and Proposal

- 1.1 This application is submitted under the Prior Notification procedure for the erection of a 12.5 metre telecommunications installation on the western side of Ross Road, Hereford. The application site comprises an area of highway verge adjacent to the main A49. The development involves the installation of a 12.5 metre mast with a working street light feature, together with three equipment cabinets. The site is located within an area characterised by semi-mature trees and a variety of street lighting, signage, and telegraph poles ranging up to a maximum of 11 metres in height.
- 1.2 This application represents the third application in recent times for a telecommunications installation in this vicinity by O2. Two previous applications involved development on the verge to the east of Ross Road (DCCE2005/0553/T and DCCE2004/3679/T), these applications being refused due to their impact upon the visual amenities of the locality. This application represents the result of extensive negotiations with O2 to locate an acceptable site to meet the required coverage area.

2. Policies

2.1 Planning Policy Guidance:

PPG8 - Telecommunications

2.2 Hereford Local Plan:

ENV13 - Telecommunications

ENV14 - Design

H12 - Established residential areas – character and amenity

H21 - Compatibility of non-residential uses

2.3 Herefordshire Unitary Development Plan:

S1 - Sustainable development

S2 - Development requirements

DR1 - Design

CF3 - Telecommunications

3. Planning History

- 3.1 DCCE2005/0553/T - Land on eastern side of A49, 15 metre telecommunications installation incorporating lamp-post and ancillary cabinets. Refused 7th April, 2005.
- 3.2 DCCE2004/3679/T - Land on eastern side of A49, 15 metre telecommunications installation incorporating artificial telegraph pole and ancillary cabinets. Refused 3rd December, 2004.
- 3.3 DCCE2002/3677/T - Land on eastern side of A49. 11 metre telecommunications installation and ancillary cabinets. Refused 6th February, 2003.

4. Consultation Summary

Statutory Consultations

- 4.1 Highways Agency: No response received to date.

Internal Council Advice

- 4.2 Traffic Manager: No response received to date.
- 4.3 Environmental Health and Trading Standards Manager: No response received to date.

5. Representations

- 5.1 Hereford City Council: No response received to date.
- 5.2 Local Residents: No response received to date.

6. Officers Appraisal

- 6.1 The proposed equipment benefits from being permitted development in terms of its height and specification. The matters available for consideration in this application type are therefore:
 - Confirmation of conformity with ICNIRP public exposure guidelines;
 - Demonstration of technical justification (need);
 - Demonstration of site selection process;
 - Siting and design.
- 6.2 The required ICNIRP Certificate has been submitted thereby confirming the compliance of this installation in relation to emissions and conformity with public exposure guidelines. Evidence has also been submitted demonstrating a clear technical justification for this proposal with a clearly defined gap in coverage identified in the signal coverage mapping provided. On the basis of this it is considered that the proposed installation is compliant with the required health and safety requirements for telecommunications development and the need for the requested coverage is accepted.
- 6.3 Turning to the site itself, a weakness in the previous applications on the nearby site to the east of the A49 (DCCE2005/0553/T and DCCE2004/3679/T) was the incongruous nature of the proposals. Both these schemes involved the introduction of installations

(lamp-post and telegraph pole designs respectively) in a central location on a wide grass verge area. The result was considered to be a development out of scale and alien in appearance due to the lack of any relationship with the urban development pattern and form of the vicinity. It was also of note that the schemes both sought approval for 15 metre installations. A scheme for a different operator was also proposed near the top of the hill heading out of Hereford on the A49 (DCCE2002/3677/T). This application was refused due to the impact upon the visual amenities of the locality with the telecommunications monopole assessed as being visible from a considerable distance away due to its siting in such a prominent location. The scheme now submitted is the result of extensive negotiations and discussions with the local planning authority and the application reflects the advice given. The installation is now proposed in a roadside location in a position between the two existing lamp-posts. The site is at the bottom of the hill and involves a street lamp feature to enhance the integration of the mast into the street scene. The height has been reduced to 12.5 metres to minimise the extent to which this mast exceeds the height of other roadside installations. A wide site search was undertaken in the vicinity in order to locate the lowest impact location while still meeting the required coverage and it is considered that this location represents the most effective siting solution for this development. It is considered that this proposal will integrate effectively into the street scene without detriment to the visual amenities of the locality. It is therefore considered that the siting and design of this development is acceptable.

- 6.4 It is considered that this application has demonstrated the need for this installation and has provided evidence of its compliance with ICNIRP public exposure guidelines. The site selection process has been undertaken correctly and it is considered that the proposed location represents the most appropriate location in relation to the visual impact of the development with the siting and design ensuring that this development does not represent an incongruous feature within the street scene.

RECOMMENDATION

THE COUNTY OF HEREFORDSHIRE DISTRICT COUNCIL hereby gives notice that PRIOR APPROVAL is NOT REQUIRED for the siting and appearance of the development described above subject to the following conditions imposed by the Town and Country Planning (General Permitted Development) Order 1995 (as amended) subject to the following conditions:

- 1. The development shall be begun no later than 5 years from the date the Council received the application.**
- 2. The development shall, except to the extent that the Local Planning Authority otherwise agree in writing, be carried out in accordance with the details submitted with the application.**

Decision:

Notes:

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Background Papers

Internal departmental consultation replies.