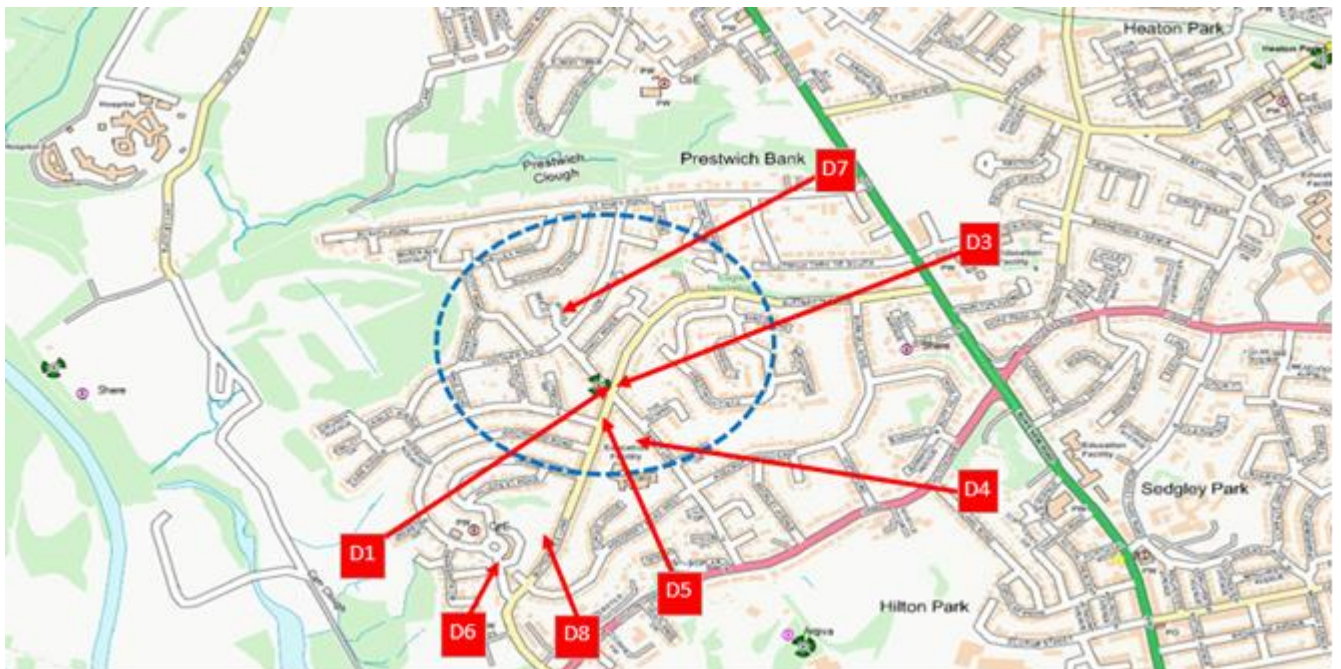


1 The applicant has failed to demonstrate that there are suitable, satisfactory alternative sites available within or close to the area required for 5G coverage or provided an alternative design of equipment. As such, the proposed monopole and associated equipment, by reason of its size, scale and design and consequently its siting, would introduce a discordant and incongruous feature to the area which would be harmful to the visual amenity of the surrounding area and nearby residential properties and therefore contrary to UDP policies EN1/2 - Visual amenity, EN1/4 - Street Furniture and EN1/10 - Telecommunications. and the principles of the NPPF. - *As explained in the submitted documentation, the proposed site is required as the existing streetworks installation outside the shops on Sandy Lane is not able to be upgraded to allow 5G coverage for both VM02 and Vodafone in the area. As such, the existing installation will be retained for Vodafone service provision only, and VM02 require a new site to provide equivalent coverage and new 5G coverage to the area. The new VM02 installation needs to be located as close as possible to the existing installation on Sandy Lane to allow the existing coverage to be replicated.*

*The map below provides a view of the alternatives discounted whilst their reasoning has been included within the submitted supporting information statement.*



2 The proposed equipment, by virtue of the size, appearance and siting proximity to the principal aspects of residential properties opposite on Venwood Avenue, would introduce a visually intrusive, imposing and discordant feature which would seriously harm the residential amenity of these occupiers. The proposed development would therefore be contrary to UDP policies EN1/2 - Visual amenity, EN1/4 - Street Furniture and EN1/10 - Telecommunications. and the principles of the NPPF.

*As for reasons of the previous refusal stating “the proposed monopole and associated equipment, by reason of its size, scale and design and consequently its siting, would introduce a discordant and incongruous feature to the area which would be harmful to the visual amenity of the surrounding area and nearby residential properties” & “The proposed equipment, by virtue of the size, appearance and siting proximity to the principal aspects of residential properties opposite on Venwood Avenue, would introduce a visually intrusive, imposing and discordant feature which would seriously*

harm the residential amenity of these occupiers” *As stated within the supporting information statement the operator has sought an amended design to a significantly more slimmer monopole and opted for a slim headframe in comparison to the previous bulkier wider headframe. The use of the amended monopole design would result in the installation not being incongruous feature within the area and given its slimline nature combined with the linear structures in the area such as the lighting columns it will allow the installation to better assimilate into the area as well as the backdrop of semi-mature trees to reduce the monopoles prominence in the area.*

*A side by side comparison is provided below to show the significance in design change and how much more slimmer and sleek the design of the amended monopole is in comparison to the thicker, wider and more bulk heavy headframe of the previous refused monopole.*

