

SUPPLEMENTARY INFORMATION

1. Site Details

Site Name:	Dinas Powys Service Station	Site Address:	Dinas Powys Service Station, Cardiff Road, Dinas Powys, South Glamorgan, CF64 4JS
National Grid Reference:	E315630 N171273		
Site Ref Number:	CTIL 208045	Site Type:	Macro

2. Pre Application Check List

Site Selection

Was an LPA mast register used to check for suitable sites by the operator or the LPA?	Yes	<u>No</u>
If no explain why: No mast register exists.		
Was the industry site database checked for suitable sites by the operator:	<u>Yes</u>	No
If no explain why:		

Annual roll out consultation with LPA

Date of last annual rollout information/submission:	October 2016
Name of Contact:	Chief Planning Officer
Summary of outcome/main issues raised:	No comments are noted as having been received.

Pre-application consultation with LPA

Date of written offer of pre-application consultation:	14/02/2017	
Was there pre-application contact:	<u>Yes</u>	No
Date of pre-application contact:	27/02/2017	
Name of contact:	Robert Lankshear	
Summary of outcome/main issues raised: In an email dated 27 February 2017, the LPA advised that there is a charge for providing pre-application advice. Therefore, when balancing the fees of the LPA for informal advice together with those incurred for a formal determination, it was considered the proposal subject to this application would be advanced.		

Ten Commitments Consultation

Rating of Site under Traffic Light Model:	Green	Amber	Red
Outline of consultation carried out:			
<p>Details of the proposal including site drawings were sent to the following parties by email on 14 February 2017;</p> <ul style="list-style-type: none">• Dinas Powys Ward Councillors<ul style="list-style-type: none">- Councillor Franks- Councillor Hartrey- Councillor Hatton- Councillor Williams• Dinas Powys Parish Council Clerk Mrs. F.A. Butler• Rt Hon Alun Cairns MP of Vale of Glamorgan Constituency;• Occupiers of neighbouring properties in Cardiff Road, Perclose, Elm Grove Road, Edith Road and Greenfield Avenue.			
Summary of outcome/main issues raised:			
<p>In an email dated 15 February 2017, Mrs Frances Butler of Dinas Powys Parish Council requested confirmation of the response deadline for the pre application consultation. In an email dated 15 February 2017, Mrs Butler was advised that any comments or requests for further information should be received within 14 days starting from the date of the letter which was 14 February 2017.</p> <p>In an email dated 28 February 2017, the Parish Council advised that the Council's Planning Committee would discuss the matter however they would not be meeting until Monday, 6th March 2017. The email requested confirmation as to when the application would be submitted.</p> <p>In an email dated 28 February 2017, the Parish Council was advised that the planning application would be submitted on 28 February 2017 which was the 14 day expiry date. In the same email, the council was advised to forward any comments from their meeting of 6 March 2017 to the LPA.</p>			

School/College

Location of site in relation to school/college:
<p>Dinas Powys Primary School Junior Site, Fairoaks, Dinas Powys, Vale of Glamorgan CF64 4QU is located approximately 100 metres to the south east of the proposal site. Dinas Powys Primary School Infant Site, Cardiff Road, Dinas Powys, Vale of Glamorgan, CF64 4JU is located approximately 250 metres north east of the site.</p>
Outline of consultation carried out with school/college:
<p>Details of the proposal were sent to the Head Teachers and Chair of School Governors of the above mentioned schools by email on 14 February 2017.</p>

Summary of outcome/main issues raised:

No response was received at the time of the application.

Civil Aviation Authority/Secretary of State for Defence/Aerodrome Operator consultation (only required for an application for prior approval)

Will the structure be within 3km of an aerodrome or airfield?	Yes	<u>No</u>
Has the Civil Aviation Authority/Secretary of State for Defence/Aerodrome Operator been notified?	Yes	<u>No</u>
Details of response:		

Developer's Notice

Copy of Developer's Notice enclosed?	<u>Yes</u>	No
Date served:	28 February 2017	

3. Proposed Development

The proposed site:

The application site is located at Dinas Powys Service Station off Cardiff Road. The site is situated close to the Cardiff Road entrance to the garage adjacent an existing perimeter timber panel fence and south of the air and water pump. For reference please see below photograph of the site:-



Image 1: Application site as seen from Cardiff Road

The surrounding area is predominately made up of residential properties however the area immediately surrounding the site consists of a mix of residential and commercial uses. To the north and west of the service station are residential properties. Opposite the site to the south

is a row of shops and houses to the south west. To the east are residential properties and some shops along Cardiff Road.

Enclose map showing the cell centre and adjoining cells:

Please refer to attached coverage plots.

Type of Structure: Jupiter Pole

Description:

The proposal involves the installation of a 15 metre high monopole supporting 3no. shrouded antennas, 1no. 300mm diameter dish antenna, 2no. equipment cabinets and ancillary works.

Overall Height:	15 Metres
Height of existing building:	N/A
Equipment Housing: BTS 3900AL	
Length:	0.770 Metres
Width:	0.750 Metres
Height:	1.925 Metres
Equipment Housing: TSC Enclosure	
Length:	0.600 Metres
Width:	0.600 Metres
Height:	1.415 Metres
Materials:	
Tower/mast etc – type of material and external colour:	Galvanised steel - painted light grey
Equipment housing – type of material and external colour:	Galvanised steel - painted grey

Reasons for choice of design:

The design in this instance has been influenced by the need to provide 2G, 3G and 4G coverage for Telefónica and Vodafone to this area whilst having regard to the physical characteristics of the surrounding area.

The design of the proposal as a streetworks style mast would allow it to easily assimilate with other vertical elements in the surrounding area. The overall height of the proposed pole at 15 metres is set at the minimum required to clear surrounding clutter and not to be overbearing in the skyline. The height at 15 metres would enable the antennas to function effectively and provide the necessary coverage to the target area. In addition, it should be noted that the new installation must have a line of sight to one of the operators' existing sites in the area to achieve a radio connection with the network. The proposal at 15 metres would enable the site to be connected to the Telefónica and Vodafone network.

It is highlighted that the antennas in this instance have dual user capabilities (shared by Telefónica and Vodafone) and will provide multiple technology coverage (2G, 3G and 4G coverage) to the intended area. The dimensions of the proposed column are the thinnest available to the Applicant so as to be able to structurally support the technically preferred antennas, dish and feeder cables. The proposed antennas would be contained within a shroud forming the upper most section of the column. The antennas are closely spaced together so as to keep the profile of the column as thin as possible. In this regard the proposed column gives the illusion of a single operator installation and each operator's antennas are not

distinguishable as separate elements. The proposed dish would be installed below the antenna shroud at approximately 10 metres AGL and is required to provide the site with a link into the network. Its size at 300mm has been limited to the minimum required for operational efficiency.

The proposed development in its entirety will be painted grey in which it is considered that this treatment will help assimilate the installation into the surrounding area. In light of the above and in choosing this particular design, it is considered that the scheme takes a form which is sympathetic within the context of its immediate environment.

The applicant is also seeking to install two ground cabinets. The proposed equipment cabinets measure less than 2.5m³ each and will be located alongside the new monopole. The cabinets have an appearance like cabinets normally found in a street scene. The cabinets will be painted grey. The number of cabinets has been kept to a minimum when balanced against the technical requirements of the site. It should be highlighted that when seen on their own merits as single developments, the cabinets would not normally require a formal determination of the Council and are permitted development.

In conclusion, the size of all components has been kept to the minimum required for efficient operation of the site and the overall scale of the proposals is considered wholly appropriate in the context of its immediate environment.

4. Technical Information

ICNIRP Declaration attached	<u>Yes</u>	No
<p>ICNIRP public compliance is determined by mathematical calculation and implemented by careful location of antennas, access restrictions and/or barriers and signage as necessary. Members of the public cannot unknowingly enter areas close to the antennas where exposure may exceed the relevant guidelines.</p> <p>When determining compliance the emissions from all mobile phone network operators on the site are taken into account.</p>		

Frequency:	
Modulation characteristics ¹	
Power output (expressed in EIRP in dBW per carrier)	
<p>In order to minimise interference within its own network and with other radio networks, Telefónica UK Ltd operates its network in such a way the radio frequency power outputs are kept to the lowest levels commensurate with effective service provision</p>	

¹ The modulation method employed in 2G (GSM) is GMSK (Gaussian Minimum Shift Keying) which is a form of Phase modulation

The modulation method employed in 3G (UMTS) is QPSK (Quad Phase Shift Keying) which is another form of Phase Modulation

The modulation method employed in 4G (LTE) is 64 QAM (Quadrature Amplitude Modulation) which is another form of Phase Modulation

<p>As part of Telefónica UK Ltd 's network, the radio base station that is the subject of this application will be configured to operate in this way.</p> <p>All operators of radio transmitters are under a legal obligation to operate those transmitters in accordance with the conditions of their licence. Operation of the transmitter in accordance with the conditions of the licence fulfils the legal obligations in respect of interference to other radio systems, other electrical equipment, instrumentation or air traffic systems. The conditions of the licence are mandated by Ofcom, an agency of national government, who are responsible for the regulation of the civilian radio spectrum. The remit of Ofcom also includes investigation and remedy of any reported significant interference.</p> <p>The telecommunications infrastructure the subject of this application accords with all relevant legislation and as such will not cause significant and irremediable interference with other electrical equipment, air traffic services or instrumentation operated in the national interest.</p>	
<p>Height of antenna (m above ground level)</p>	<p>12.7 metres AGL</p>

5. Technical Justification

Enclose predictive coverage plots.

<p>Reason(s) why site required e.g. coverage, upgrade, capacity (map attached if required):</p> <p>The proposed site is required to provide 2G, 3G and 4G coverage for Telefónica and Vodafone to this area of Dinas Powys. The coverage plots enclosed show the existing 2G, 3G and 4G coverage respectively currently provided by neighbouring cells and the predicted coverage from the proposed development demonstrating the need for the installation.</p> <p>As shown on the plots, the proposal would enhance network coverage in this area most notably 3G coverage. In addition, it would provide new 4G coverage to the area thereby delivering social, economic and environmental benefits through enhanced services to the residents, businesses and services in this area of Dinas Powys.</p>

6. Site Selection Process – alternative sites considered and not chosen (Enclose map highlighting all alternatives that have been considered by the operator)

Site ²	Site Name and address	NGR	Reason for not choosing ³
GF	Castle Drive Streetworks, Castle Drive, Dinas Powys, Vale of Glamorgan, CF64 4NN	E316052 N171288	This is a very prominent section of the street scene. It is envisaged that an installation at this location would have a greater impact on the street scene and surrounding area than the current proposal.
GF	Elms Grove Bus Stop Streetworks, Cardiff Road, Dinas Powys, Vale of Glamorgan, CF64 4JS	E315617 N717230	This is a more prominent location of the street scene when compared to the application site and would therefore have a greater visual impact on the area. In addition, unlike the current scheme, the proposal at this location would be directly in front of windows of the nearby properties which may impact on the visual amenities of occupiers of these properties. Furthermore, the installation cannot be built due to the site's proximity to overhead power lines.
GF	Murch Road Streetworks, Murch Road, Dinas Powys, Vale of Glamorgan, CF64 4NG	E315970 N171288	This location has been discounted as the predicted coverage would not meet the technical requirement for the site. Furthermore, the footpath in this location is not of sufficient width to accommodate both the required equipment and to allow safe passage of pedestrians including those using pushchairs and wheelchairs.
GF	Andrew Wilson Motors, Cardiff Road, Dinas Powys, Vale of Glamorgan, CF64 4YE	E315708 N171270	The land owner confirmed he had no interest in accommodating an installation and without permission to develop the land this option could not be progressed any further and was discounted.
GF	Elm Grove Road / Cardiff Road Streetworks, Cardiff Road, Dinas Powys, Vale of Glamorgan, CF64 4JS	E315600 N171233	Due to the limited extent of the adopted highway, the proposed equipment would be pushed towards the centre of the footpath which would compromise the visibility splay of vehicles turning left from Elm Grove Road on to Cardiff Road. In addition, this is a more prominent location of the street scene when

² ETS – Existing Telecomm site, ES – Existing Structure, RT – Roof Top, GF – Greenfield

³ SP – Site Provider, RD – Redevelopment Not Possible, T – Technical Difficulties, P – Planning, O - Other

			compared to the proposal site. The proposal at this location would have a greater impact on the street scene and surrounding area than the current proposal.
GF	Cardiff Road Streetworks, Cardiff Road, Dinas Powys, Vale of Glamorgan, CF64 4DH	E315546 N171131	This option was discounted due to the presence of underground services which would prevent the laying of the foundation required for the proposed equipment. In addition, a height more than 15 metres would be needed to clear the nearby mature trees which would result in a more visually intrusive installation. Furthermore, there is insufficient space on the pavement to adequately accommodate the installation and allow for safe passage of pedestrians, pushchairs and wheel chair users.
GF	Cardiff Road Traffic Lights Streetworks, Cardiff Road, Dinas Powys, Vale of Glamorgan, CF64 4JS	E315638 N171253	This is a more prominent location of the street scene when compared to the application site and would therefore have a greater visual impact on the area than the current proposal. Furthermore, an installation on this site cannot be built due to its proximity to overhead power lines.
RT	St Mary's Catholic Church, Edith Road, Dinas Powys, Vale of Glamorgan, CF64 4AD	E31558 N171310	The church is a single storey building which is too low and as a result would not provide the required level of coverage to the target area.
RT	Bethesda Church, Fair Oaks, Dinas Powys, Vale of Glamorgan, CF64 4QU	E315904 N171188	This building is too low and would not provide the required level of coverage to the target area.
GF	Recreation ground, Murchfield Community Centre, Sunnycroft Lane, Dinas Powys, Vale of Glamorgan, CF64 4QQ	E315742 N171161	A proposal at this location would necessitate a significantly tall structure to clear the surrounding mature trees to provide the required coverage and thus would have a greater visual impact on the surrounding area than the current proposal.
GF	Dinas Powys Library, Fair Oaks, The Murch, Dinas Powys CF64 4QU	E315871 N171240	There is insufficient space at this location to sufficiently accommodate the installation and allow for safe access to the site.

GF	Network Rail site, Off Cardiff Road, Dinas Powys, CF64 4JS	E315669 N171199	Whilst a site on land adjacent to the railway was investigated, there is no safe means of access to the preferred location. Furthermore, there is insufficient space to allow the required separation distance of one and a half times the height of the proposed installation from the railway, to ensure railway safety guidelines are met.
GF	Rosebank Nurseries, Lettons Way, Dinas Powys, Vale of Glamorgan, CF64 4BY	E315221 N171760	This option was discounted as it is too far from the target area to provide the required level of coverage.

If no alternative site options have been investigated, please explain why:

N/A

Land use planning designations:

The proposal site is located on unprotected land. The closest heritage asset to the site is the Grade II listed War Memorial located approximately 300 metres to the north west in the middle of the triangular green on paving enclosed by chain fencing hung from stone piers at the junction of Elm Grove Road, Station Road, Britway Road, Highwalls Road and Mill Road.

It is noted that Dinas Powys Conservation Area is located approximately 130 metres north west of the application site.

In this regard, the impact of the development on the above land use designations together with any other material planning considerations will be considered in more detail in the 'Siting and Appearance' section of this Supplementary Information submission.

Additional relevant information (planning policy and material considerations):

National Planning Policy

'Planning Policy Wales' contains the current land use planning policy for Wales and sets out at paragraphs 12.11 to 12.13 the general policies on telecommunications development throughout Wales. This guidance is supplemented by Technical Advice Note (TAN) 19 'Telecommunications'.

It should be highlighted that any comments made in this section assessing the proposal against either national or local planning policies should be read in conjunction with the information contained within the preceding sections of this statement.

Planning Policy Wales (2016) (PPW)

Chapter 12 Infrastructure And Services

12.11.1 of Planning Policy Wales states that *“The Welsh Government recognises that widespread access to affordable, secure telecommunications infrastructure is important to citizens and businesses across Wales. It is important that the telecommunications infrastructure in Wales is able to meet this challenge, helping to build a thriving and prosperous Welsh economy.....”*.

The guidance in this paragraph also encourages local planning authorities to *“respond positively to telecommunications development proposals. . .”*.

Paragraph 12.13.3 explicitly states that the *“Welsh Government attaches considerable importance to keeping the number of masts, and the number of sites for such installations, to the minimum consistent with the efficient operation of the network”*. The sharing of masts and sites is strongly encouraged where this represents the optimum environmental solution, along with existing buildings and other structures.

As has been detailed elsewhere in this document, the application proposal would provide multiple services for two operators from one installation which would eliminate the need for additional sites in the area. The proposal therefore complies with this aspect of Planning Policy Wales.

Planning Policy Wales stipulates at paragraph 12.13.5 that *“planning permission or approval of details should not be refused on the basis of policies that take insufficient account of the growth and characteristics of modern telecommunications”* and, in relation to need, paragraph 12.13.6 also states that *“Authorities should not question the need for the telecommunications system that the proposed development is to support, nor seek to prevent competition between different operators”*.

In this instance the need for the proposed development stems from the requirement to provide new 4G coverage and enhanced 2G and 3G coverage to this area.

With regard to the health implications of proposed development, paragraph 12.13.9 is clear that *“if the development meets the International Commission on Non-Ionising Radiation Protection (ICNIRP) guidelines as expressed in the EU Council Recommendation of 12 July 1999 on the limitation of exposure of the general public to electromagnetic fields (as recommended by the report of the Independent Expert Group on Mobile Phones (the Stewart Report) on a precautionary basis), it should not be necessary for a local planning authority in processing an application for planning permission or prior approval, to consider further the health aspects and concerns about them”*.

The application is accompanied by an ICNIRP declaration which confirms that the proposal conforms with the International Commission guidelines for public exposure.

Technical Advice Note (TAN) 19: Telecommunications 2002

The above guidance on telecommunications development is supplemented by Technical Advice Note 19 (TAN19).

Paragraph 46 of TAN19 recognises that *“Each telecommunications system has different antennas, siting needs and other characteristics”* and advises planning authorities to have *“regard to any technical constraints on the location and proposed development”*.

Paragraph 56 continues with *“The nature of some telecommunications development may in some cases bring it into apparent conflict with established local and national planning policies. Masts and antennas often require a particular operating height, which allows signals to clear trees and urban clutter. Telecommunications development may therefore need particular locations in order to work effectively”*.

Whilst it is not considered that the application proposal does conflict with local or national planning policies, it is the case that the proposed antennas need to be at a sufficient height for the signal to clear surrounding buildings and other clutter.

Echoing the guidance contained at paragraph 12.13.3 of Planning Policy Wales, paragraph 57 of TAN19 advises that *“Local planning authorities may reasonably expect applications for new masts to show evidence that they have explored the possibility of erecting antennas on an existing building, mast or other structure such as an electricity pylon. Conditions in code operator’s licences require applications to explore the possibility of sharing an existing radio site”*.

Whilst the proposed installation does not utilise an existing mast or building, it is a single structure that would be shared by two operators supporting multiple technologies for both operators which would otherwise have required more than one mast. This would allow for the technical objective to be achieved with the minimal level of visual or environmental impact. Visual impact has been minimised through the appropriate siting at a service station and design as a streetworks style mast that allows the technical objective to be met without the need for a bulkier and taller structure. In addition, it should be highlighted that a sequential approach to site selection has been followed and a number of sites have been discounted for the reasons set out in part 6 of this statement.

Environmental considerations are addressed by paragraphs 65-71. It is mentioned in paragraph 65 that *“many antennas have special siting needs because they have a limited range or require line-of-site. Authorities should take full account of these needs. Arbitrary restrictions in one area, such as limits on mast height, may encourage problems of interference and also create corresponding problems in a neighbouring area, such as the need to install a taller mast, or more than one mast, than would otherwise have been necessary to maintain line of-sight”*.

In this instance, the height of the column at 15 metres is the minimum that would meet the technical objective of the site and enable connection into the existing network. A height reduction would impact on the coverage provided from the site and may compromise connectivity into the rest of the network.

Specifically in relation to design initiatives, TAN19 outlines in paragraph 67 that *“In seeking to arrive at the best solution of an individual site, authorities and operators should consider the use of sympathetic design and camouflage to minimise the impact of development on the*

environment. Particularly in designated areas, the aim should be for apparatus to blend into the landscape”.

Given that the application site is located at a service station, landscaping is not appropriate in this instance. However, the proposal has been designed to be sympathetic to the surrounding area and its design as a streetworks style mast would allow it to assimilate with the street scene and its surrounds as will be discussed in more detail in the subsequent section under ‘Siting and Appearance’.

Local Planning Policy

Section 70 of the Town and Country Planning Act 1990 requires planning applications to be determined having regard to the provisions of the Development Plan and other material considerations.

The Vale of Glamorgan Adopted Unitary Development Plan 1996 - 2011 constitutes the development plan for the authority. It is noted that the Council is preparing a new Local Development Plan (LDP) and will continue to have regard to the existing development plan until replaced by the emerging LDP. In relation to the topic of telecommunications the following policy is stated: -

Policy COMM 6- Telecommunication

The development of telecommunication systems by telecommunications operators will be permitted if:

- (i) There are no suitable existing facilities such as existing radio masts and towers or existing buildings that can be utilised;
- (ii) Sufficient measures are taken to minimise the visual impact of the development such as siting to take advantage of tree screening, incorporation of appropriate landscaping and appropriate colouring of apparatus including masts and antennas; and
- (iii) The development does not have an unacceptable effect on the interests of agriculture, conservation, areas of ecological interest, archaeological sites, wildlife and landscape importance, or on features of geological or geomorphological importance.

It is considered that the proposal is fully in accordance with the above policy as will be considered in more detail in the next section.

Siting and Appearance

In making an assessment of the siting and appearance of the proposal and associated visual impact, regard should be had to information previously provided in Part 3 regarding the site, surrounding area and justification for the design plus Part 6 regarding alternative sites and the relevant planning policy. It is considered that the planning assessment of this case should concentrate on whether the visual impact of the proposed scheme is significant as to outweigh other material planning matters. It should also be ascertained as to whether there is a need for the base station and whether other alternative sites exist on which the apparatus could be installed. The proposal should also be reviewed against the up to date planning policy regarding telecommunications development.

With regards the choice of design, the extent of development has been kept to a minimum. As noted in preceding sections of this statement, the proposal has dual user and multi-technology capabilities. Therefore, progressing this scheme will eliminate the need for additional telecommunications sites in the area. Taking into account the surrounding clutter and operational needs, the proposal height at 15 metres is at its technical minimum to allow for adequate coverage to the target area. The size of the column has been kept to the minimum. The antennas are concealed in a shroud and positioned as close as is technically possible to keep the profile of the column slim to minimise visual impact. As echoed in paragraph 65 of TAN 19, the omission of any one of the components would either render the base station inoperable (in the case of the equipment cabinet) or would significantly reduce the coverage provided from the site or compromise connectivity into the rest of the network (reduced tower height) to the extent that the operators may need to develop a further base station in the area to meet the coverage objectives. This would be inconsistent with government guidance, as set out in Planning Policy Wales (PPW), which seeks to keep the numbers of base station sites to the minimum. In this regard and when balanced against the other material planning matters, it is considered that the overall appearance of the proposal is acceptable.

The proposal site is appropriately sited at a service station set back from the highway, adjacent a timber fence with natural vegetation at the rear and opposite shops. There is a considerable amount of street furniture in the surrounding area consisting of street lights, electricity telegraph poles, a bus shelter, signage, bollards, traffic lights and bins. Together with the service station equipment and buildings, these are all considered features that would help assimilate the proposal into the surrounding area and provide a context in which the proposal would be read. Views of the lower sections of the proposal would be very limited due to the screening afforded by the garage shop, canopy, petrol pumps, Texaco sign and the nearby three storey residential building. When viewed from the north east along Cardiff Road (A4055), the garage canopy and Texaco sign would provide a foreground for the proposal which would be seen against the backdrop of the nearby three storey building. This building would further restrict views of the proposal from the south west when seen from Cardiff Road. Whilst the top section of the proposed column would be more visible in street views due to its height above the nearby building to the west, it is not considered it would have a detrimental impact on the surrounding area. It is the Applicant's view that the column would be viewed in conjunction with the existing lamp posts and electricity telegraph poles in the street scene. From the south west, views of the top section of the structure will be limited to a small stretch of the A4055 due to the curve in the road and tall roadside trees. Similarly, when travelling in the opposite direction along the A4055 towards the north east, the road tends to bend slightly which would further limit long distance views from this direction. In addition, the built up nature of the surrounding area would further limit long views of the proposal. In this regard it is not considered that the proposal would unduly detract from the appearance of the surrounding area or appear visually intrusive in the street scene.

It should be appreciated that visibility or a development's height and design does not automatically result in an overwhelming adverse harm. Similarly, it should be acknowledged that the height and design of a ground based mast may not always be reflective of immediate structures like telegraph poles and lamp posts which are intended to serve a completely different purpose. Nevertheless, structures like the one proposed are increasingly becoming an accepted part of the urban and rural landscape.

As previously discussed, some heritage assets have been noted in the area to the north west of the application site which includes the Grade II listed War Memorial located approximately 300 metres away and Dinas Powys Conservation Area located approximately 130 metres from the site. The proposal would not have any impact on the listed structure given its low height

and distance away from the site. In relation to the conservation area, the proposal site is separated from its boundary by numerous buildings. The installation may be visible on higher ground in Elm Grove Road however, given the intervening buildings and distance from the conservation area, where visible, it is unlikely to have any material impact on the character and appearance of the area. Views would be from the conservation area into areas which the Council considers to have less visual/historic amenity. We consider that the impacts on the wider Conservation Area will obviously be less than if the proposal were to be located in the Conservation Area. In light of the preceding assessment, it is not considered that the proposal would have any material impact on views to and from these heritage assets or lead to harm when weighed against the public benefits of the proposal.

With regards the need for the development, it has been highlighted that the proposed installation is required to provide 2G, 3G and 4G network coverage for Telefónica and Vodafone to this area of Dinas Powys. The coverage plots enclosed with the application show the predicted coverage to the area. It is evident from the plots that the area would benefit from new 4G coverage and enhanced 2G and 3G services. The public benefits of the development in providing new and enhanced coverage to the area should be seen as a material planning consideration. It should be highlighted that the Government fully supports the growth and provision of a modern telecommunications infrastructure, in particular 4G, in which it is recognised that mobile coverage is a key component that will aid social and economic prosperity in rural areas. In this respect the network infrastructure development progressed by the operator is largely determined by consumer demand. It is considered that the wider public benefit of providing enhanced services to residents and businesses in the area is sufficient to outweigh the limited impact on the surrounding area.

In relation to alternative sites, the target area has been explored for existing radio sites, buildings or other tall structures that could be used for the installation. Several alternative sites were considered during the site selection process and have been discounted for the reasons set out in Section 6 of this statement. The search area is predominantly residential with pockets of commercial units. The application site has been identified as the optimum option that would provide the required network coverage to the intended area whilst minimising the environmental impact on the surrounding area. Taking into account the residential nature of large parts of the area, it is considered that the proposal site at Dinas Powys Service Station is an appropriate stretch of land to site the proposal. The A4055 is the largest scale of roads in the area and therefore considered the location where there would be the least contrast with the surrounding area. The location of the site set back from the highway against the backdrop of an existing building in an area with existing commercial uses and street furniture is considered the optimum available location for a proposal of this nature.

The closest residential property is the three storey building located approximately 7 metres to the west of the proposal site. This property faces onto Cardiff Road and does not have any views of the site from its windows.

In conclusion and balanced against all material planning considerations, it is the Applicant's view that any impact on the surrounding area would not outweigh the other material merits of the proposal as well as the benefit of improved network coverage to the public. It is considered that the proposal strikes a good balance between environmental impact and operational considerations and is fully in accordance with National Planning Policy guidance and the Council's Development Plan.

Contact Details

Name: (Agent)	Fiona Kadama	Telephone:	01932 411011
Operator:	CTIL &Telefónica UK Ltd	Fax no:	01932 411012
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Signed:	<i>fiona kadama</i>	Date:	09/03/2017
Position:	Town Planner	Company:	Waldon Telecom Ltd
		(on behalf of CTIL and Telefónica UK Ltd)	