

Sam Wismayer
WHP Telecoms Limited
Troy Mills, Helena House
Troy Road
Horsforth
Leeds
LS18 5GN

Application no: DET/2021/0021

Determined on: 02/07/2021

**TOWN AND COUNTRY PLANNING ACT 1990
TOWN AND COUNTRY PLANNING (GENERAL PERMITTED DEVELOPMENT)
(ENGLAND) (AS AMENDED) ORDER 2015**

**PRIOR APPROVAL REQUIRED AND DETAILS SUBMITTED
REFUSED**

Staffordshire Moorlands District Council hereby **REFUSE** approval for the siting and appearance of the development proposed for

**Proposed 18m Phase 8 Monopole C/W wrapround Cabinet at base and
associated ancillary works at Uttoxeter Road Alton**

in accordance with the submitted application, details and accompanying plans listed as follows

STM16495_M001 rev A pages 1 to 7 inclusive

STM16495_M003 rev C pages 1 to 7 inclusive

for the following reasons:-

1. Whilst recognising the societal and economic role of telecommunications the proposals in this case contained in the above listed drawings whether for the 18m mast of the application description or for one of 15m in the second set of drawings by reason of their scale and form are found to be jarring, obtrusive and significantly at odds in their appearance with the verdant residential street scene of their proposed siting in this rural village. The development is therefore found contrary to Staffordshire Moorlands Local Plan policies SS1, SS8, DC1, and DC3 and the NPPF.
2. Again whether for the 18m mast of the application description or for one of 15m in the second set of drawings the proposed development by reason of its scale and form is found to be of overtly obtrusive and overbearing appearance in its siting due to its proximity to residential dwellings and therefore unduly harmful to residential

amenity for occupiers and is found contrary to Staffordshire Moorlands Local Plan policies SS1, SS8, DC1, and DC3 and the NPPF.

3. A heritage impact assessment has not been provided with the application, contrary to Staffordshire Moorlands Local Plan Policy DC2 and the NPPF. However, given the adverse impact on the character of the street scene identified in refusal reason (1.) coupled with its siting within 50m of the boundary of the Alton Conservation Area where it will be seen in conjunction with views both into and out of the Conservation Area, it is concluded that the proposal will cause less than substantial harm to the Conservation Area setting. The public societal and economic benefits of telecommunications do not outweigh this harm. The proposal is also found contrary to Staffordshire Moorlands Local Plan policies SS1, SS8, DC1, DC2 and DC3 and the NPPF.

X *B.J. Haywood*

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council

NOTES

1. If you are aggrieved by the decision of your local planning authority to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.
2. If the decision to refuse planning permission is for a householder application, and you want to appeal against your local planning authority's decision then you must do so within 12 weeks of the date of this notice.
3. If this is a decision to refuse planning permission for a minor commercial application, and you want to appeal against your local planning authority's decision then you must do so within 12 weeks of the date of this notice.
4. If this is a decision to refuse express consent for the display of an advertisement, if you want to appeal against your local planning authority's decision then you must do so within 8 weeks of the date of receipt of this notice.
5. If you want to appeal against your local planning authority's decision for any other type of development, including listed building consents then you must do so within 6 months of the date of this notice Appeals must be made using a form which you can get from the Secretary of State at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN (Tel: 0303 444 5000) or online at <https://acp.planninginspectorate.gov.uk>
6. The Secretary of State can allow a longer period for giving notice of an appeal, but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal. The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.
7. If either the local planning authority or the Secretary of State refuses permission to develop land or grants it subject to conditions, the owner may claim that he can neither put the land to a reasonably beneficial use in its existing state nor render the land capable of a reasonably beneficial use by the carrying out of any development which has been or would be permitted. In these circumstances, the owner may serve a purchase notice on the Council (District Council, London Borough Council or Common Council of the City of London) in whose area the land is situated. This notice will require the Council to purchase his interest in the land in accordance with the provisions of Part VI of the Town and Country Planning Act 1990.