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Application no: DET/2024/0031

Determined on: 24th September 2024

**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**

DESCRIPTION OF DEVELOPMENT:

Proposed installation of 20m high monopole supporting 6 no. antennas, 1 no. transmission dish, 1 no. equipment cabinet, 1 no. meter cabinet and ancillary thereto development including RRUs units, at Grass Verge at The Village, Endon (as shown and described in plans ref. and numbered Site Location Plan 100 A, Proposed Site Plan 201 B, and Proposed Elevation Plan 301 B; and all other details submitted with the application)

Staffordshire Moorlands District Council hereby **REFUSES** to grant prior approval for the siting and appearance of the development described above, for the following reason(s):

The proposed mast, by virtue of its siting and appearance, in an exposed open plateau rural location, that is without screening or comparable structure, would be a prominent, dominant, and utilitarian alien structure. The mast would be a prominent intrusion into the countryside and rural landscape and would harm the character and appearance of the immediate surrounding area and the wider rural landscape. On approach from the north and east, the development would interrupt and harm the setting and character of the Endon village settlement and specifically that of the Endon Conservation Area at a 'principle gateway' location. In turn, views out of the settlement and the Conservation Area toward the countryside beyond would be interrupted and harmed by the development. There would be less than substantial harm to the designated heritage asset and public benefit would not outweigh the significant weight attributed to that harm. The proposal would therefore be contrary to policies SS10, DC1, DC2 and DC3 of the SMDC Local Plan (adopted September 2020) and the terms of 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.
1. 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.
2. 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.
3. 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.
4. 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>
5. 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.
6. 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.