

## South Gosforth Residents' Association

Chair: Jerry Ruddick  
Treasurer: Gordon K Robinson  
Secretary: Joanne Adamczyk

Reg Charity no: 1097323

11 Ridgewood Gardens  
South Gosforth  
Newcastle upon Tyne  
NE3 1SB

Saturday 20 May 2006

The Planning Inspectorate  
Room 3/12a  
Temple Quay House  
2 The Square  
Temple Quay  
Bristol  
BS1 6PN

**Your ref: APP/M4510/A/06/2011722/NWF**

Dear Sirs

On behalf of the residents of Haddricks Mill Road, all residents of South Gosforth and of visitors to The Dean conservation area, we write to register our continued objections to the proposal by T Mobile to erect a 14.7m high mast on Haddricks Mill Road, Gosforth, Newcastle upon Tyne, NE4 9PU.

Our objections as stated in previous correspondence to Newcastle City Council still stand, but we further object on the following grounds:

1. With regard to Policy H2, in their appeal T Mobile states that the "*existing outlook of residential properties towards the site is that of an industrial property with lighting structures of a similar design to that of the proposal. Therefore, we do not consider the character of the residential amenity will be altered*" **Best Practice**<sup>1</sup> requires "*Analysis of the near and far views of the proposal and to what extent these will be experienced by the public and any residents*" Rather than build an unsightly mast in accordance with the minor feature of the "industrial property", we contend that T Mobile should be concentrating upon the residential nature of the area, and follow **Best Practice** by identifying "*poor quality elements*" and seeking out "*opportunities to achieve discernible improvements*" to the benefit of the area. "*Good siting and design should not only be respected in environmentally sensitive areas but also be applied to all telecommunications development.*" **Best Practice** also requires that operators have regard "*not just to any immediate neighbouring buildings but the townscape and landscape of the wider locality.*" We contend that by concentrating upon the Jewson site rather than the residential nature of the area as a whole, T Mobile threatens to adversely change the nature and character of our area.
2. "*Proposals should respect views in relation to existing landmarks and distant vistas ...*" The proposed site lies not far from the environmentally sensitive conservation area of Jesmond Dene, and we express concern that views from

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the Dene will be distracted from and intruded upon by the sight of a 14.7 m high mast dominating the skyline. In addition to further damaging the visual amenity of local residents, both the general public and visitors to Newcastle who use the Dene and surrounding areas will be affected by this unsightly mast.

3. Best Practice also states that *"Proposals should seek to preserve the skyline"* and *"the scale, massing and height of proposed development should be considered in relation to that of adjoining building..."* At 14.7 m, the proposed mast is 6.7 m higher than the highest point of the existing Jewson's building, and will therefore dominate the skyline. There are no existing structures in the immediate vicinity which are of this height, and the proposed mast will therefore be incongruous and out of place in the area.
4. *"Operators should seek the local authority's advice and consult with local people on individual design proposals at the pre-application stage."* T Mobile states that they received no assistance from Newcastle City Council, and whilst they sent a "Pre-application Consultation" document to some members of the local community in November 2005, we contend that this "consultation" was little more than a paper exercise.

- The document is not written in sufficiently plain English to facilitate full comprehension by the casual or non-technical reader.
- Reference is made to **"NPPG19"** and **"The Operators' Ten Commitments"** with no explanation of what these may be, thereby preventing full comprehension.
- No provision is made for the document to be available in any language other than English, nor is there any provision for Braille readers. We therefore contend that the pre-application consultation was discriminatory.
- The first page of the document devotes a full paragraph addressing the benefits and convenience of "Third Generation" technology, but the fact that residents *"will be afforded a view of the proposal"* is mentioned only in passing, swiftly followed by the statement *"we would not expect the proposal to have any significant impact on the visual amenity of the local community"*. We contend that the use of the term "visual amenity" is a technical term, the full implications of which may not be readily comprehensible. We further suggest that equal emphasis should be placed on the advantages and disadvantages of such proposals.

5. The telecommunications company Vodafone has recently been granted permission to erect a 14 m high mast outside the Freeman hospital, which is close to the site proposed by T Mobile, and at a higher altitude. We therefore suggest that T Mobile follows **Best Practice** and explores the option of mast sharing, in accordance with Commitment 3 of the Operators' Ten Commitments.

At this time, in addition to the agreed Vodafone mast, there are applications by Orange and T Mobile to build 15m and 14.7 m masts respectively within a radius of approximately 2 miles. If this small and leafy residential area is not to become overrun by telecommunications masts, then it is essential that telecommunications companies address the issues of mast and site sharing, and of disguising or adequately hiding their masts.

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In conclusion, we request the Planning Inspectorate to seriously consider our objections to the current proposal by T Mobile to erect the planned mast in the proposed location. It is our considered opinion that such a development would have a seriously adverse effect upon the visual amenity of South Gosforth as a whole, and would be highly detrimental to the character of this residential area.

Yours faithfully

J. Ruddick

Chairman

South Gosforth Residents Association.

**Reference** 1. "Best Practice. Siting and Design. General principals for telecommunications development"

Office of the Deputy Prime Minister. Pub. No: 929