

The Summary

In installing a mast, the following factors should be determined, considered and balanced:

- A coverage hole must be established
- The installation must improve the mobile phone coverage to the area
- The developer should identify its perfect location for a mast
- The mast should be located in the developer's perfect location, or "close by"
- Commercial (non-residential) areas should be sought for installation of the mast
- Residential areas should be avoided
- The mast location should minimise the residential impact
- Masts should not be placed at the extremity of a coverage hole

The proposal to place a mast at Cranmer Road/Fog Lane, is **inappropriate** and is **fundamentally flawed** as:

- The Cranmer Road/Fog Lane location is not in the developers ideal/desired location
- Cranmer Road is not "close by" to the ideal location - it is half a mile from the desired location
- Cranmer Road is at the extremity of the coverage hole
- The mast is in a sub-optimally located and it will not provide coverage to the required area
- Cranmer Road is a residential area.
- The mast will not be in a commercial area, despite there being available commercial locations in the zone
- Alternative locations are available (in commercial zones) that will provide better coverage.
- Only two other sites within the ideal location have been considered; this is insufficient
- A mast placement on top of a taller building has not been considered
- The developers' proposals do not document the appearance and confirm the mast is under 15 meters
- MCC will be deleterious in allowing the mast to be placed in Cranmer Road/Fog Lane
- MCC will be negligent in allowing a mast in a residential area when there are better and more suitable commercial locations

I object to the proposal to place the mast on Cranmer Road as:

- The location is **FUNDAMENTALLY FLAWED** for the reasons stated above.
- In this location the mast is **INAPPROPRIATE** as it does not improve the coverage across the entire hole.
- The review process has **FAILED** to consider alternative better locations

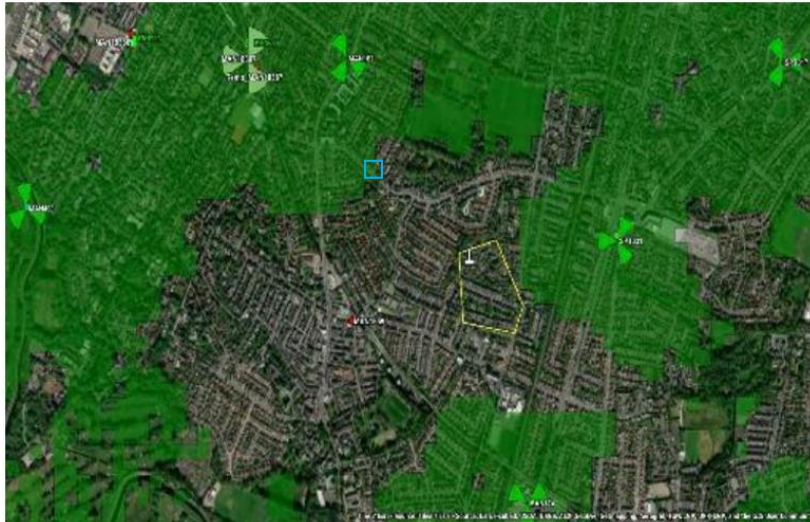
At one of the available commercial locations in the zone, the mast would meet its objectives

Please acknowledge my objection and confirm that it is being brought to the attention Julie Roscoe.

The detail

The installation proposal documents provide a map of the area. Per the said developer's map/diagram (below):

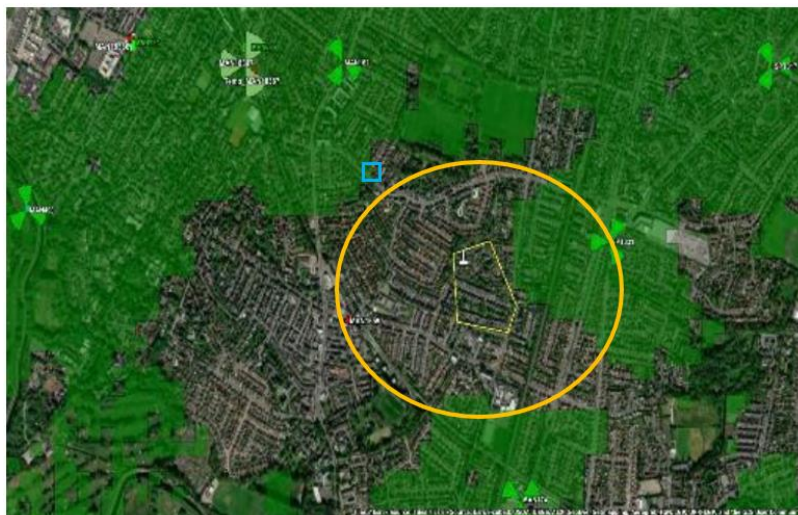
- The coverage hole is the area not shaded green.
- The area bounded by the yellow line has been deemed by the developer as the best location
- The blue square is the proposed Fog Lane location of the mast, half a mile from the best location



Best location

The installation proposal documents detail that the developer has assessed that the yellow area is the best location.

If the mast is located in the developer's preferred location, coverage is improved across a significant part of the coverage hole, as per the below:



The developer has stated that the further away that the mast is placed from the identified preferred mast location then, the greater is the likelihood that the mast will not solve the coverage hole.

The proposed Fog Lane/Cranmer Road location (in blue) is half a mile from the developer's ideal location.

For the Fog Lane/Cranmer Road location (blue square) to be described as a "better fit" is both **incorrect** and **disingenuous**.

The proposed installation at Cranmer Road **FAILS** as the mast is not in the best location and in using this location there will only be a very limited impact in improving reception in the coverage hole.

Close by/Coverage Failure

The installation must be located within or “close-by” the to the developers’ ideal location (the yellow box).

Note: locating the mast “close-by” means, literally, just that: within close proximity.

The total land area that is “close by” to the ideal location encompasses 160 acres. The proposed Fog Lane/Cranmer Road location is outside of these 160 acres.

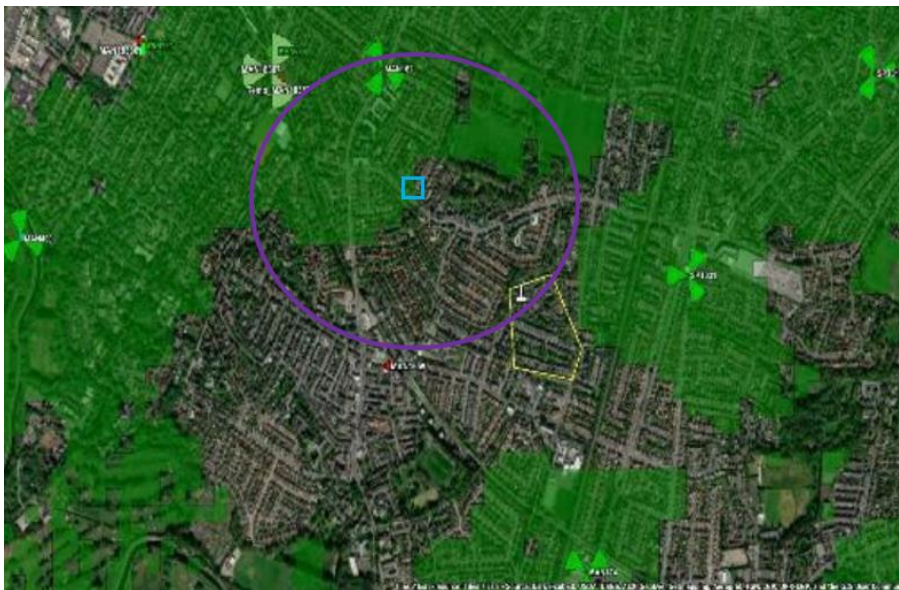
The Fog Lane/Cranmer Road location is not “close-by”, as it is a material distance from the developer's own identified ideal location; it is half a mile away.

Further, the proposed Fog Lane/Cranmer Road is at the absolute northerly extremity of the coverage hole. It is known that masts should not be placed as the edge of zones.

As the intention is to increase coverage in the coverage hole:

- The mast should be located within the developer’s preferred location – not half a mile away
- It should be centred in the coverage hole – not placed at its very northern most extremity

Coverage at the proposed Fog Lane/Cranmer Road site would be:



As is clear from the above diagram, if the mast is installed on Cranmer Road, the extent to which the coverage hole is filled is minimal.

Note: Huge swathes of the coverage are in the green area that already has acceptable reception.

The mast in this location does not solve the problem of improving coverage in the area recognised as requiring signal enhancement.

This failure can be remedied by MCC by approving development in a more appropriate location for the mast (not Fog Lane/Cranmer Road)

As the proposed location is at the edge of the coverage hole, it **FAILS** to be “close-by” and **FAILS** to deliver the intended coverage improvements.

Impact/Commercial area

The proposed installation site of Cranmer Road/Fog Lane impacts a significant number of residential properties.

There is no apparent reason for adopting this residential location when there are numerous alternative locations within the coverage hole where the installation of the mast would only impact commercial properties/streets.

Further, in selecting one of these commercial zones for installation, the impact of the mast on the coverage hole will be greater.

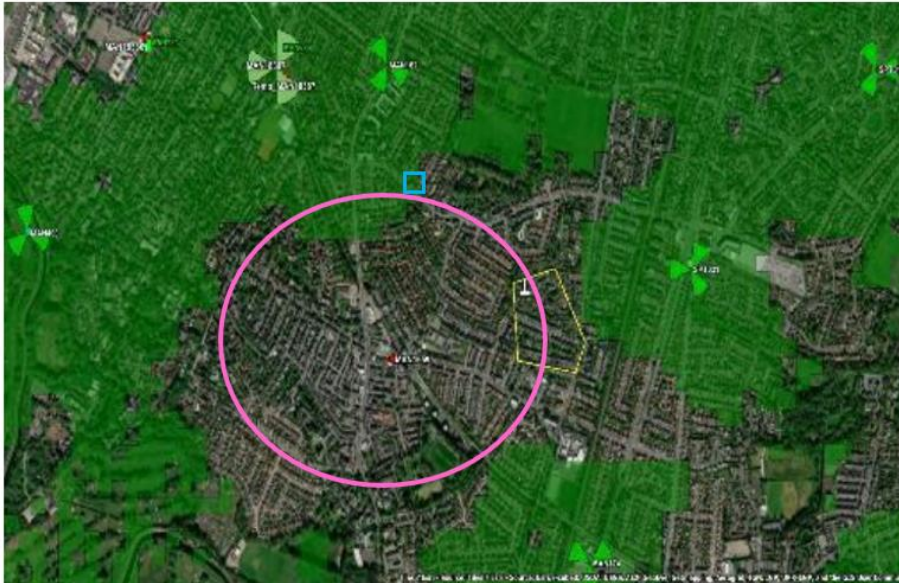
The 160 acres encompass all of the more commercially-focussed spaces in Didsbury Village.

The following locations have a predominantly commercial focus and are a more appropriate location for a mast:

- Corner of Lapwing Lane and Palatine Road.
An entirely commercial space with wide pavements outside of the West Didsbury Tram Station
- Wilmslow Road, (various locations adjacent to any of the commercial properties):
 - Slug & Lettuce
 - Croma
 - Tesco Express
 - Aldi
 - Costa Coffee
 - Caffè Nero
 - Shell petrol station
 - Anchors Fish & Chip Shop
- Car park behind Croma/Head of Steam
An entirely commercial area
- School Lane, adjacent to the Didsbury Village Tram Station
There is already existing street furniture here – a mast – so there is clearly a PRECEDENT for this
- School Lane, adjacent to the Didsbury Baptist Church
There is infrastructure directly opposite this location and the pavements are wide
- On the spare land on Wilmslow Road, directly opposite the junction of Belfield Road and Wilmslow Road
Large expanse, next to Aldi with wide pavement, the ability to recess the mast and associate box
- Corner of Barlow Moor Road and Wilmslow Road (around/behind the library)
An entirely commercial area
- Directly behind Clean Dry Cleaner/Didsbury Pharmacy, next to Aldi car park
An entirely commercial area
- Either Fog Lane Park or Didsbury Park
Not residential areas and well within the coverage hole

Note, the developer's assessment has failed to consider the placement of a mast on top of one of the tall buildings within the coverage hole. Placing the mast on a building would lessen its impact

If the mast location were to be in more commercially focused space in Didsbury Village (e.g. next to Didsbury Village Tram stop), then coverage would be approximately 98%:



The developer's proposal and assessment process is flawed as it **FAILS** to recognise the more commercial locations.

Negligent

The developer (and by extension, MCC) is obliged to assess the least impactful solution.

There is no evidence of the required assessment being performed fully in any of the documents provided.

From the planning documentation: "It is our opinion that the proposed design presents a better 'fit' within the local community and immediate street scape".

This is patently NOT the case. There are more appropriately, centrally located, less-impactful sites than Fog Lane/Cranmer Road.

There are multiple, better, least-impactful, more appropriately located positions for a mast, which have not been included in the assessment. MCC is falling short of its regulatory duties in not investigating other sites.

In reading the documents provided, I am only aware of one commercial location being considered. This was discounted but the rationale is not apparent or detailed. For this location there is already precedent – there is a mast already located in its vicinity along with other street furniture. Dismissing it, therefore, is counterintuitive given its ideal location.

It appears that two central locations (Catterick Road and Attwood Road) – both of which were within the developer's ideal location - were dismissed on the grounds of being residential.

Note: Cranmer Road is equally residential to the discounted central residential sites. There has been no explanation as to why Cranmer Road is "less residential".

Fog Lane/Cranmer Road is a beautiful green, leafy desirable road, which is every bit as residential as Catterick Road and Attwood Road.

There is no clearly drafted justification within the documentation as to why the Fog Lane/Cranmer Road location is the best fit/go-to location – especially as the incremental coverage is minimal.

Overall, **insufficient** effort has been placed on identifying a suitable location either within the developer's desired location or within Didsbury village.

The developer (and by extension, MCC) has **FAILED** in its duties and responsibilities in evaluating the position and is being negligent.

Aesthetics

The planning application seeks to "minimise visual impact upon the street".

A 15m mast will be a blot on the residential landscape and the precedents for locating such a mast in a densely residentially populated area in South Manchester are minimal.

The sighting of the mast on Cranmer Road **FAILS** to preserve the aesthetic of the area and creates an excessive intrusion

Appearance

Often a mast has to be placed on a base or a plinth. The use of such plinths increases the height of the mast (often above the statutory maximum height for a mast above ground)

The developer has not addressed the issue of a plinth within their documentation nor given any assurances that a plinth will not be constructed.

There is insufficient information provided and the developer has **FAILED** to provide sufficient information for the proposal to be properly evaluated

CONCLUSION

In conclusion, this objection focuses on the fact that the siting of the mast is in an **entirely inappropriate location** and that the developer and MCC have not fulfilled their duties to assess other less-impactful locations:

- The Fog Lane/Cranmer Road location is outside of the developer's own assessment of ideal location
- Fog Lane/Cranmer Road is half a mile from the developer's ideal location
- Fog Lane/Cranmer Road is sub-optimal and is not the "better fit"
- There are 160 acres that are "close by" to the developer's ideal location.
- The Fog Lane/Cranmer Road site is outside of this area
- The Fog Lane/Cranmer Road location is at the **absolute extremity** of the coverage hole
- The incremental coverage resulting from a mast at Fog Lane/Cranmer Road is **minimal** – thus defeating the object of improving coverage
- Other locations would provide far greater coverage.
- Placing a mast in literally any other part of the coverage hole generates materially better results than placing it at the Fog Lane/Cranmer Road location
- More commercial locations (less residentially impacted) have not been fully investigated
- Other suitable, less residentially-impacted sites existing within the coverage hole.
- There is at least one site that has a mast
- Consideration has not been given to locating the mast on a tall building
- The developer's own perfect locations of Catterick Road & Attwood Road were rejected on the basis that they were "residential areas".
- Fog Lane/Cranmer Road is every bit as residential as Catterick Road and Attwood Road
- The developer has not addressed the requirement (or not) for a base plinth and, as such, there is insufficient information to determine whether this application may proceed without a full planning hearing.
- The mast will be a blight on the leafy residential Fog Lane location

Consequently, there can be **NO** assertion that the Fog Lane/Cranmer Road site is "the best available compromise".