

Please ask for: Michael Jessop  
Our Ref: EDC/22/0109  
Date: 30<sup>th</sup> June 2022



Sent by email only to:  
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Ebbsfleet Development Corporation  
The Observatory  
Castle Hill Drive  
Castle Hill  
Ebbsfleet  
Kent DA10 1EE

Dear Mr Price

**GBC APPLICATION NUMBER: 20220621**

**LOCATION:** Communication Station J/W Rosherville Way, Crete Hall Road, Northfleet, Gravesend, Kent.

**PROPOSAL:** Application for determination pursuant to Part 16 Class A of the Town and Country Planning (General Permitted Development) Order 2015, as amended, as to whether prior approval is required for proposed telecommunications installation for a proposed 18.0m Phase 8 Monopole C/W wrapround Cabinet at base and associated ancillary works

I write in response to your letter dated 10<sup>th</sup> June 2022 inviting the views of the Ebbsfleet Development Corporation (EDC) on the above application currently under consideration by the Borough Council. The application requests confirmation as to whether the Borough Council's prior approval is required in respect of the siting and appearance of a proposed new telecommunications mast.

The location of the proposed mast falls within the Northfleet Embankment and Swanscombe Peninsula East Opportunity Area as identified in Policy CS03 of the Gravesham Local Plan Core Strategy. This policy identifies this area as a substantial opportunity for major riverside regeneration in Gravesham where development will bring significant benefits to existing adjoining residential communities and the Borough as a whole through the delivery of new housing and jobs whilst achieving environmental improvement, especially in air quality, and a high standard of design. The proposed location also falls within the wider Northfleet Riverside Strategic Development Area as identified in the Ebbsfleet Implementation Framework which identifies a key objective being to improve connections between existing communities and the waterfront through Fastrack access, improved public realm, wayfinding and routes including measures to overcome topographic barriers.

Crete Hall Road will form part of the principal east-west movement corridor for public transport (Fastrack), pedestrians and cyclists within this area so, whilst the stretch of road adjacent to the proposed telecommunications mast is currently dominated by HGV movements, over time as the approved residential and employment led developments at Northfleet Embankment East and West continue to come forward this will become a more active movement corridor for people as well as vehicles. It is notable also that this is expected to comprise a key walking route for children at Harbour Village walking to the new primary school being delivered at Cable Wharf due to open in September 2024. It also comprises part of the English Coastal Path.

The need for this additional mast to provide enhanced telecommunications coverage and connectivity to the surrounding area is acknowledged, as is the importance of this improved connectivity to support existing and planned sustainable developments in the area. It is also

noted that the proposed location has moved from an earlier withdrawn application whereby a slightly higher mast was proposed along Rosherville Way. However, due to the visual prominence of the proposed mast within an open grass verge directly adjacent to Crete Hall Road it is considered necessary to ensure the form, appearance and colour of the mast is of an acceptable quality and that it is visually integrated with the ancillary equipment/cabinets by use of a consistent colour. It is not considered that the proposed form or galvanised finish monopole and wrap around cabinet with grey equipment housing would achieve this so it is recommended that further consideration be given to improving the visual appearance of the proposed equipment. A positive example of where this is achieved effectively is on the existing mast and equipment that is located directly adjacent to the proposal.

Additionally, it is noted that the supporting statement does not refer to whether the option of mast sharing has been considered. The ability to share equipment with an existing mast would reduce the visual impact of the proposed installation and so, in line with the sequential approach referred to in the application, if this option is being discounted then it should be justified.

EDC request that these comments are taken into account by the Borough Council when determining this application.

Thank you for the opportunity to comment.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'M. Pulli', is written over a large, light grey diagonal watermark that reads 'Gravesham Borough Council'.

EDC Chief Planning Officer