

# *Cherwell* *Local Plan*



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C28 CONTROL WILL BE EXERCISED OVER ALL NEW DEVELOPMENT, INCLUDING CONVERSIONS AND EXTENSIONS, TO ENSURE THAT THE STANDARDS OF LAYOUT, DESIGN AND EXTERNAL APPEARANCE, INCLUDING THE CHOICE OF EXTERNAL-FINISH MATERIALS, ARE SYMPATHETIC TO THE CHARACTER OF THE URBAN OR RURAL CONTEXT OF THAT DEVELOPMENT. IN SENSITIVE AREAS SUCH AS CONSERVATION AREAS, THE AREA OF OUTSTANDING NATURAL BEAUTY AND AREAS OF HIGH LANDSCAPE VALUE, DEVELOPMENT WILL BE REQUIRED TO BE OF A HIGH STANDARD AND THE USE OF TRADITIONAL LOCAL BUILDING MATERIALS WILL NORMALLY BE REQUIRED.

C39 THE COUNCIL WILL NORMALLY GRANT PLANNING PERMISSION FOR MASTS AND OTHER TELECOMMUNICATIONS STRUCTURES WHERE IT HAS BEEN DEMONSTRATED THAT:

- (i) IT IS NOT POSSIBLE TO SHARE EXISTING FACILITIES;
- (ii) IN THE CASE OF RADIO MASTS IT IS NOT POSSIBLE TO ERECT THE ANTENNA ON AN EXISTING BUILDING OR OTHER STRUCTURE; AND
- (iii) IN THE AREA OF OUTSTANDING NATURAL BEAUTY AND THE AREA OF HIGH LANDSCAPE VALUE THERE IS NO SUITABLE ALTERNATIVE SITE AVAILABLE IN A LESS SENSITIVE LOCATION.

9.86 The Government's overall aim as set out in PPG8 is to balance the need and demands for maintaining and developing telecommunications systems whilst at the same time protecting the character and appearance of buildings, towns and the countryside as far as possible from unsightly telecommunications equipment.

9.87 In assessing proposals for large communications equipment the local planning authority will require details of any other related mast proposals and how the proposal is linked to the network. In addition applicants should show that they have explored the possibility of site sharing with other operators or erecting antennas on an existing building or other structure.

9.88 In all cases the Council will expect the materials, colour and design of the apparatus to be sympathetic to the character of its urban or rural context. It is particularly concerned to minimise the impact of such developments on the landscape. In addition, the Council may require new structures to have additional strength to accommodate possible future facilities.