ADC/0465/00

orange

SUPPLEMENTARY INFORMATION

1. Site details

Site Name	Brighton Road 2	Site Address	Highways land off Brighton Road Shoreham by Sea West Sussex BN43 5YB
NGR	E 521065 N 104880		
Site Ref Number	WSS172	Site Type[1]	Mini - Macro

2. Pre Application Check list

Site selection

Was the mast register of the authority responsible for planning used to check for suitable sites by the operator or the authority?	Yes	
If no explain why:		
Was the industry site database checked for suitable sites by the operator?	Yes	
If no explain why:		

Annual roll out consultation with the authority responsible for planning

Date of last annual rollout information/ submission	05.10.06
Name of contact	P Davies

Pre-application consultation with the authority responsible for planning

Summary of outcome/Main issues raised No response relating to the annual rollout has been received from LPA.

Date of written offer of pre-application consultation	16 October 2006	
Was there pre-application contact	No	
Date of pre-application contact	16 October 2006	
Name of contact		
Summary of outcome/Main issues raised: A pre application was sent to the Head of Planning on the 16th October via recorded delivery. The letter explained the proposal and asked for their comments. No response was received.		

Ten Commitments Consultation

Rating of Site under Traffic Light Model	Amber

Outline Consultation carried out:-

This site was rated Amber, consultation letters were sent to:
Cllr Parkins
Cllr Harding
Cllr Williams
Mr Wickens, PC

A voluntary notice was displayed on site; there were letters from 3 of the residents objecting on grounds of health and visual amenity in a residential area, and one letter from the Shoreham Beach Residents Association. They seemed confused about why we are re-applying in the same area; with the use of drawings the CLO responded. The site has been located in a new area with adequate screening unlike the previous application and the antennas will now be shrouded to cause the least visual impact to the area.

Summary of outcome/Main issues raised:-

None was received.

School/College

Location of site in relation to school/college:-

The nearest educational facility is Shoreham First School. The proposed equipment is sited 600 metres to the nearest boundary.

Outline of consultation carried out with school/college:-

No consultation was held due to the distance from the school

Summary of outcome/Main issues raised:-

No consultation was held due to the distance from the school.

Developer's Notice

Copy of Developer's Notice enclosed	Yes	
Date served	29 November 2006	

3.0 Proposed Development

The proposed site
The proposed development is situated on Brighton Road in Shoreham by Sea. The proposal is located approx 500m away from Shoreham Airport and 50m away from Adur Recreation Ground, nearby is Norfolk Bridge which runs over the River Adur. The previous application ADC/0136/06 failed planning as the site was believed to be too open and lacked any screening, combined with the obtrusive design of the antenna. It was also thought to detract from the environment and the strategic gap of the country and was not the least environmentally-harmful option available. The immediate environment surrounding the new proposal is relatively flat, therefore the coverage which is required for the dense residential area of West Shoreham and to the busy arterial links in the locality will be provided by the site. The River Adur sited to the South of the proposed installation will be screened, aided by the pole being coloured chocolate brown and the cabinets ivy green to merge with the backdrop of trees. Unlike the previous application a subtle location and delicate design has been chosen, the proposed 12m mini macro structure has been placed to fit in with the rhythmic existing Brighton Road street furniture. The height of the proposed installation is required from a technical point of view yet has been designed to be line with the trees behind the structure, the antennas have been shrouded to replicate the T-Mobile installation and the cabinets have been set back in the grass to create the least visually intrusive option possible. Orange propose to install minimalist apparatus still allowing the paths to be fully operational for pedestrians, with a large blue cabinet on the opposite side of the road behind T-Mobile's equipment, Orange's presence will have little impact to the area. Even though the recreation ground is to the North, the new setting is the best alternative to serve its purpose from a town planning view. The site is not within any land designation and the Shoreham Airport Manager and Highways Authority have approved the sites location.

Type of Structure (e.g. tower, mast, etc): 12m mini macro hinged column	
A 12m column with 3 antennas and 4 equipment cabinets located at ground level.	
Overall Height: 12 metres to top of antennas	
Height of existing building (where applicable)	
Equipment Cabinet Size	
Length	7400mm
Width	790mm
Height	1370mm
Materials (as applicable)	
Tower/mast etc – type of material and external colour	Galvanised Steel – to be painted chocolate brown (Chart No: RAL8017)
Equipment housing – type of material and external colour	Galvanised Steel – to be painted ivy green to blend in with the surroundings and the T-Mobile cabinets (Chart No: BS480012C39)

Reasons for choice of design
The design has been chosen from Orange's installation portfolio as it best meets both the technical requirement to provide the necessary service in terms of height and type of antenna and minimises the requirement on the environment.

The previous application (ADC/0136/06) failed planning as it was felt that the antennas were too intrusive to the area and therefore it was decided to shroud the antennas on the new proposal. To blend in with the existing surroundings and street furniture, the installation will be painted, making the design less visually obtrusive to the immediate surroundings.

4.0 Technical information

ICNIRP Declaration attached ICNIRP public compliance is determined by mathematical calculation and implemented by careful location of antennas, access restrictions and/or barriers and signage as necessary. Members of the public cannot unknowingly enter areas close to the antennas where exposure may exceed the relevant guidelines. When determining compliance the emissions from all mobile phone network operators on the site are taken into account.	Yes	

Frequency	All Orange 3G sites operate both the GSM1800 system (transmitting in the frequency range of **1846.5MHz** to **1876.5MHz**) and the UMTS system (transmitting in the frequency range of **1904.9MHz** to **1909.9MHz** and **2159.7MHz** to **2169.7MHz**).
Modulation characteristics	The modulation method employed in GSM1800 is **GMSK** (Gaussian Minimum Shift Keying) which is a form of **Phase Modulation**. The modulation method employed in UMTS is **QPSK** (Quad Phase Shift Keying) which is another form of **Phase Modulation**
Power output (expressed in EIRP in dBW per carrier) In order to minimise interference within its own network and with other radio networks, Orange operates its network in such a way that radio frequency power outputs are kept to the lowest levels commensurate with effective service provision. As part of Orange's network, the radio base station that is the subject of this application will be configured to operate in this way.	Oranges' licence limits the allowed radiated power to an effective isotropic radiating power (EiRP) of +32dBW per carrier for both GSM1800 and UMTS For a **Mini Microcell** the typical EiRP would be approximately +30dBW for both GSM1800 and UMTS
Height of antenna (m above ground level)	12m to top of antennas

5.0 Technical Justification

The site required for coverage and 3G Rollout

Coverage Plot Predictions Enclosed

3G Rollout

Data traffic is increasing and is forecast to continue to grow, as technology is developed to facilitate this. In the future, services such as direct access to the Internet from a handset, downloading files from the office to a mobile laptop computer and videophones will be offered to subscribers. These data services are commonly known as third generation or 3G services.

Orange has recently been licensed by the DTI, along with four other operators, to provide and maintain a UMTS telecommunications service to an area where at least 80% of the population of the UK live by 31 December 2007[1]. These 3G services will be provided using a combination of UMTS and new generation GSM equipment. UMTS will provide very fast data rates, however for the network to work effectively we also need to provide an "umbrella" GSM network which is also capable of providing high speed data albeit at slower rates than UMTS.

To implement this 3G network in the target areas requires both changes to our existing sites and new sites to be built to complement the existing network.

This new site has been selected as part of the 3G coverage programme to satisfy our licence requirements.

[1] Third Generation Mobile Licence, Schedule 1, s4(a)

The proposal has been sited to provide coverage predominately to dense residential area of Shoreham and the busy arterial routes in the locale.

6.0 Site selection process – alternative sites considered and not chosen

Enclosed map highlighting all alternatives that have been considered by the operator.

Site type	Site Name and address	NGR	Reason for not choosing
Greenfield	Riverside Business Centre installation	521089, 102290	This site gained planning approval in December 2004 (SU/24/2/04/TP) for a 15m column within a compound. The landowner has been approached to resurrect the installation but is not interested in housing any telecoms equipment.
Greenfield	Adur Recreation Ground	520937, 104903	This option was felt to be more visual than the proposed installation plus is within a floodplain.
Greenfield	T – Mobile installation along the A259	521090, 104928	This installation is a street furniture design which Orange are unable to site share with due to technical restraints.
Greenfield	New Salts Farm	520392, 104672	There was no response to correspondence sent, therefore this option could not be pursued.
Greenfield	South Saxon Kennels	580444, 111721	There was no response to correspondence sent, therefore this option could not be pursued.
Greenfield	Street furniture options along Shoreham Road	520392, 104672	There is not enough room for a proposal along this stretch of road. It was also thought to be more visually intrusive compared to the proposal.
Greenfield	Antiqrath, Unit 5	521152, 105313	There was no response to correspondence sent, therefore this option could not be pursued.
Greenfield	Accurate Die –Cast, Unit 4	521152, 105313	There was no response to correspondence sent, therefore this option could not be pursued.
Greenfield	Gloucester Sales Room, Unit 11	521152, 105313	There was no response to correspondence sent, therefore this option could not be pursued.

Existing site	O2 installation at Shoreham Airport	520406, 105081	There are legal restraints to allow other telecom users to share the O2 mast therefore can not be progressed. The site would also have to be increased in height to provide the required level of coverage for Orange will impact on the airports exclusion zones.
Greenfield	E Worthen and Sons, Unit 7	521152 105313	There was no response to corresponderence sent, therefore this option could not be pursued.
Rooftop	Burrell Ams	521769, 105266	There was no response to corresponderence sent, therefore, the site could not be pursued. The proposed site here was to be a microcell installation such as patch antennas on the chimney stacks of the building.
Rooftop	Aston Court Flats	521154, 105462	A response was received from Mr Pannell, Head of Housing at Adur District Council and they are not interested in a proposal. The flats are council owned.
Greenfield	M and S Car Sales	521447, 105046	Not sufficient room for an installation
Existing site	Vodafone installation on Rail Track land	521840, 105306	Orange are unable to agree terms with Union Rail to co-locate with the installation. Vodafone have restrictions within their agreement which does not allow them to site share.
Rooftop	Survey Count and Mannings Count	521823, 105200	These are council owned therefore cannot be pursued, Mr Pannell has confirmed that the council are not interested in proposals on roof space.
Rooftop	BT building	521826, 105192	There are 2 operators on the rooftop at present, Orange cannot agree terms with CCI who are the agents for BT buildings therefore cannot be pursued.

Greenfield	Land off Brighton Road	520832, 10473	This site failed planning due to lack of screening combined with an obtrusive design of the antenna and believed that it was nit the least environmentally harmful option available (Application ADC/013609)
Rooftop	Ropetackle Housing Development	521223, 105212	After numerous phone calls to Andrew Morrish, no response was received.

Contact Details

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Signed	[redacted]	**Date**	29 November 2006
Position	Acquisition Consultant	**Company**	Harlequin Ltd