



Supporting Statement

Site Details

Exchange	HAMPSTEAD	PCP	19
Site Address	PRINCE ARTHUR ROAD SIDE OF 79 FITZJOHNS AVENUE HAMPSTEAD NW3 6NY		
Easting	526451	Northing	185509

General Introduction & Background

This statement forms part of an application for prior approval on behalf of BT Openreach. The application relates to the installation of 1no. equipment cabinet located at **PRINCE ARTHUR ROAD, SIDE OF 79 FITZJOHNS AVENUE HAMPSTEAD NW3 6NY**. As you will be aware our client's, BT Openreach, are currently rolling out a series of new cabinets within each of their telephone exchange areas that will be used to provide high-speed broadband services to residents and businesses in the exchange area. This service is known as 'Super Fast Fibre Access' (SFFA), which will provide up to 40Mb per second download speeds and up to 10Mb upload speeds.

BT believe that SFFA and the services that can be delivered from it are an exciting and important contribution to the development of broadband services in the UK and following the installation of the required cabinets local residents and businesses within the exchange area will benefit significantly from these services.

Further information regarding SFFA is available at:

http://www.openreach.co.uk/orpg/products/nga/downloads/Super_fast_Fibre_Access_brochure.pdf

Should you feel it would be worthwhile meeting with yourselves to outline the background to this rollout in more detail or discuss the location for the proposed cabinet then please contact me and we can arrange a suitable time and date.

Compliance with Other Regulations

'Please accept this letter and its enclosures as a notification in accordance with regulation 5 of The Electronic Communications Code (Conditions and Restrictions) Regulations 2003 as required by the Communications Act 2003. No fee is required for this notification. British Telecom (BT) is obliged, under regulation 6(2) to give one calendar month's notice, in writing, to the planning authority of its intention to install electronic communications apparatus. The apparatus to be installed consists of 1no. equipment cabinet. The apparatus will be installed at **PRINCE ARTHUR ROAD, SIDE OF 79 FITZJOHNS AVENUE HAMPSTEAD NW3 6NY**

Proposed Development

It is proposed to install 1no. equipment cabinet, known as a DSLAM cabinet, at the aforementioned site for BT Openreach. The cabinet will be finished with a dark green colour, as standard. However, it is possible to apply a different colour finish to the cabinet should it be desired.

A basic photomontage of the proposed cabinet in situ is enclosed with this application to help you visualise the appearance of the cabinet and how it will fit in with it's surroundings.

The specific dimensions of the proposed cabinet are: -

- **1200mm (W) x 450mm (D) x 1600mm (H);**

This is shown on the enclosed cabinet profile drawing. The footprint of the proposed cabinet is very similar to that of the existing BT cabinets (PCP's) present in the surrounding area. The photograph below provides an indication of the design and appearance of the proposal -



Siting Restrictions

There are a number of criteria that must be taken into consideration when identifying a suitable location for the proposed DSLAM cabinet. This includes the feasibility of building and maintaining the cabinet, land ownership issues and the ability to connect to low voltage power.

In addition, it is important to remember that the proposed cabinet will be linked to an existing BT cabinet (PCP). For this link to work the proposed and existing cabinets cannot be located more than 50 metres apart.

In addition, the following factors are also taken into consideration when identifying suitable locations for the proposals:-

Impact on visibility splays;
Impact on footpath widths and pedestrian movements;
Impact on visual and residential amenity;
Impact on listed buildings, and
Impact on the character and appearance of Conservation Areas.

Site Selection Justification

It is proposed to locate the DSLAM equipment cabinet at the application site for the following reasons:-

Highways

- The proposed location ensures that sufficient footpath width will remain after the installation of the cabinet so as not to impact on pedestrian movements.
- The proposed location will not hinder visibility splays.
- The cabinet will be sited to the rear of the footpath.

Visual Impact

- It is proposed to site the cabinet against an existing hedge / wall / fence, which will provide a suitable backdrop to the proposal and minimise any visual impact.
- The cabinet has been specifically sited away from direct views from adjacent residential properties. This is considered to help maintain amenity levels in this area.
- The cabinet will be sited to the rear of the footpath, which assists in minimising impact upon the amenity of the surrounding area.
- The proposed cabinet will not protrude above its immediate backdrop.



- The proposals are minor in nature and similar in appearance to the existing BT cabinets already present in the surrounding area.

Summary

We look forward to receiving your comments on the siting and design proposed. It is considered that a suitable location has been identified for the proposed cabinet and which respects the character and appearance of the surrounding Conservation Area. National planning guidance and local planning policy has also been taken into consideration.

We would like to take this opportunity to extend an invitation to have a meeting to discuss the proposal, possibly on site, so that the area surrounding the proposal can be viewed. In some circumstances it may be appropriate or desirable to conduct an on site visual demonstration of the proposed cabinet or a tour of the siting options that have been considered. If this is of interest please contact us to discuss arrangements.

My client is eager to initiate early development in order to allow residents and businesses to start benefiting from 'Super Fast Broadband' as soon as possible. In this regard we would be grateful if you could provide confirmation that the proposed equipment cabinet is acceptable at your earliest convenience.

We trust the above and enclosed information is to your satisfaction, however, should you have any queries or wish to discuss this further please do not hesitate to contact me.