SUPPLEMENTARY INFORMATION

1. Site details

Site Name	**Fitzjohn's Avenue**	Site Address	**7m telecommunications column, Fitzjohn's Avenue, Hampstead, London, NW3 6PD**
NGR	**526571,185257**		
Site Ref Number	**GLN7912**	Site Type	**Microcell**

2. Pre Application Check list - Site selection

Was the mast register of the authority[2] responsible for planning used to check for suitable sites by the operator or the authority?		**NO**
if no explain why **There was no mast register available to be checked.**		
Was the industry site database checked for suitable sites by the operator?	**YES**	
if no explain why		

Annual roll out consultation with the authority[2] responsible for planning

Date of last annual rollout information/ submission	**October 2008**
Name of contact	
Summary of outcome/Main issues raised	

Pre-application consultation with the authority[2] responsible for planning

Date of written offer of pre-application consultation	**12th March 2009**	
Was there pre-application contact	**Yes**	
Date of pre-application contact	**30th March 2009**	
Name of contact	**Ms Hannah Parker**	

Summary of outcome/Main issues raised:

A letter was sent to the London Borough of Camden's planning department on 12th March 2009, providing details of the application site, the options that have been discounted and requesting comments about the proposed scheme. A response was received dated 30/3/09 in which Hannah Parker stated that the proposals could be suitable in this location as long as there was a sufficient gap from the kerbline to the cabinets to meet with Highways Approval. In addition the planner asked that the column be of a similar height to existing lighting columns and to be placed equidistantly between existing columns.

Ten Commitments Consultation

Rating of Site under Traffic Light Model	Green	Amber	**Red**
Outline Consultation carried out **Consultation letters with attachments were sent to Cllr Kirsty Roberts, Linda Chung and Chris Knight as they are the Hampstead Town Ward Councillors.** **A voluntary site notice was also erected on the nearest lamppost on 19th March 2009.**			
Summary of outcome/Main issues raised **No responses have been received to date from the letters or the voluntary site notice.**			

School/College

Location of site in relation to school/college (include name of school/college) **Letters were sent to the Head and Chair of Governors of the following schools as they are all located withn 250m of the proposal site.** **Royal School Hampstead** **Fitzjohns Primary School** **Devonshire House Preparatory School** **St Anthonys School**
Outline of consultation carried out with school/college. (include evidence of consultation) **ONE RESPONSE WAS RECEIVED FROM MS JO EBNER, HEADMISTRESS AND THE ROYAL SCHOOL HAMPSTEAD (COPY ENCLOSED WITH THIS APPLICATION).**
Summary of outcome/Main issues raised

Civil Aviation Authority/Secretary of State for Defence/Aerodrome Operator consultation
(only required for an application for prior approval)

Will the structure be within 3km of an aerodrome or airfield?		**No**
Has the Civil Aviation Authority/Secretary of State for Defence/Aerodrome Operator been notified		**No**
Details of response		

Developer's Notice
(only required for an application for prior approval)

Copy of Developer's Notice enclosed		**No**
Date served	**Full Planning Application**	

3.0 Proposed Development

The proposed site
The National Grid Reference for the application site is Northing: **185257** Easting: **526571** We are proposing to install a highways based column on Fitzjohn's Avenue in Hampstead close to the junction with Netherall Gardens. The column will be 7m high with a single cabinet and electric meter pillar located at the base of the column. The column and cabinets will benefit from a high level of screening from the surrounding trees which will ensure the site has a minimal impact on the surrounding area. The column will be located over 20m away from residential property and within the conservation area. The column and cabinets are located within a Conservation area, however as shown by the extensive list of other options considered, we feel there are no better alternatives to siting the column on this wide, tree lined road, especially as the column will be similar in appearance, height and colour to the existing lampposts. This area of Hampstead, including the application's sites' location, is designated as a Conservation Area. The location within the conservation area is unfortunately unavoidable, as the entire search area for this microcellular proposal is within the Conservation Area. However, the application site has been designed such that it will assimilate well with existing streetlights in the area and will not unduly impact on the character of the area. Orange needs a site in this vicinity to provide acceptable levels of second and third generation coverage and capacity for the surrounding roads, businesses and residential properties in the local area.

Enclose map showing the cell centre and adjoining cells
PLEASE SEE ATTACHED MAP.

Type of Structure (e.g. tower, mast, etc): **Telecommunications Column**	
Description The principal components of the proposed development are outlined in the Supplementary Information Template, and the general layout illustrated on the attached site layout plan and elevations **(Drawing Numbers GLN7912/B/R/101_1, GLN7912/B/R/102_1 and GLN7912/B/R/103_2).** The proposed development consists of a new 7 metre high telecommunications column, which will incorporate one antenna. In conjunction with this one equipment cabinet and one electric meter pillar will be located close to the pole with dimensions no greater than two point five (2.5) cubic metres	
Overall Height	**7.025** metres
Height of existing building (where applicable)	N/a

Equipment Housing **ONE CABINET AND ONE ELECTRIC METER PILLAR WITH AN OVERALL CAPACITY OF LESS THAN 2.5 CUBIC METRES**	
Length	1.450 metres
Width	.650 metres
Height	1.500 metres
Materials (as applicable)	
Tower/mast etc – type of material and external colour	**Black anti graffiti to match existing street furniture**
Equipment housing – type of material and external colour	**Black anti graffiti to match existing street furniture**

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.

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 sites operate the GSM1800 system and as such transmit in the frequency range of 1846.5MHz to 1876.5MHz.**
Modulation characteristics[3]	**The modulation method employed in GSM1800 is GMSK (Gaussian Minimum Shift Keying) which is a 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 Microcell the typical EiRP would be between approximately +16.5dBW per carrier and +26dBW per carrier for GSM1800. For UMTS a typical EiRP would be +20dBW per carrier.** **For this particular site, which is a Microcell, the transmitter power will be approximately 6W.**
Height of antenna (m above ground level)	**6.02**

5.0 Technical Justification

Reason(s) why site is required
GSM Coverage A mobile phone transmitter is designed to cover a specific area and links its coverage to the next site in the network, creating a patchwork of overlapping coverage 'cells' across the county. So, if a person is on the move, the network will transfer their calls from one site to the next. However, in certain areas there will be gaps between these cells, resulting in a loss of coverage. This can be for a variety of reasons, the most common being topography or buildings which block the path of the signal. Our network rollout programme is designed to identify and address these gaps within our coverage and ensure that people can use their phones whenever and wherever they are. The distances between transmitter sites will depend on many factors, including the geography of the area, the number of buildings, the number of people living in the area and the growing demand for mobile services. As a result, the distance between sites can range from less than 1 kilometre in large urban areas to 8 kilometres in rural areas. There is currently inadequate provision of Orange service in this area. In order to rectify this situation and deliver coverage to existing customers this new site has been selected to provide the adequate level of service.
GSM Capacity A significant increase in mobile penetration and usage amongst the UK population has resulted in the traffic growing exponentially. In addition to traditional voice traffic, data traffic is increasing and is forecast to continue to grow, as the technology is developed to facilitate. Base stations can only carry a limited number of calls at any one time, which is why one base station alone cannot serve a whole town. In order to avoid potential network congestion, we need to increase the capacity of the network and hence the number of base stations. The existing network in this area is unable to cope effectively with such continual traffic growth and in practical terms this means that our existing customers are sometimes unable to make calls. Therefore, to maintain and improve the services that our customers require, this additional site is required in this area.

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.

6.0 Site selection process – alternative sites considered and not chosen

Option Location	Reason for not Progressing
Existing buildings within search area	There are no existing tall buildings within the cell search area that could be used to site the equipment. The entire search area in residential.
Existing other operator equipment at Hampstead High Street	There are no to other telecoms masts in the area that could be shared. A number of other operators have microcell equipment deployed on shop fronts on Hampstead High Street. The coverage gained from these small installations is minimal and any equipment placed at this location would not provide the required level of coverage to the target area.
Other highways options along Fitzjohns Avenue	Other highways based installations were considered along Fitzjohns Avenue but none were afforded as much screening as the chosen site, which has trees all around to limit the visibility of the column from residential properties.
Conservation Area	Having exhausted all possible sites located outside the Conservation Area, because of the topography of the this part of Hampstead, Orange are proposing to site the column and cabinet within a Conservation Area as any site located outside the Conservation Area would not meet the coverage requirement and may necessitate an additional site. The site has been sensitively designed so as to blend in with the surroundings and will be afforded excellent screening from the trees in the location.

Contact Details

Name	**Adam Groom**	**Telephone**	**01582 833256**
Operator	**Orange PCS Ltd**		
Address	**2 Place Farm, Wheathampstead**		**AL4 8SB**
	Hertfordshire		
Signed		**Date**	**02 June 2009**
Position	**Senior Acquisition Controller**	**Company (on behalf of the above operator)**	**PHA Communications Limited**