

**DCCE2006/0128/A, DCCW2006/0130/A,
DCCE2006/0131/A, DCCE2006/0133/A,
DCCE2006/0135/A, DCCE2006/0136/A,
DCCE2006/0148/A, DCCE2006/0150/A,
DCCE2006/0151/A, DCCE2006/0154/A,
DCCE2006/0155/A, DCCE2006/0161/A,
DCCE2006/0164/A, DCCW2006/0175/A,
DCCW2006/0181/A, DCCW2006/0185/A,
DCCW2006/0188/A, DCCW2006/0192/A,
DCCW2006/0194/A, DCCE2006/0300/A.**

- FREE STANDING INFORMATION PILLARS

**For: Public Information Pillars Ltd., Park House,
15 Nottingham Road, Kimberley, Nottinghamshire,
NG16 2NB**

Date Received:
9th January 2006

Wards:
Central, St. Martins &
Hinton, Aylestone,
Three Elms, Belmont

Grid Ref:
Various

Expiry Date:
6th March 2006 (DCCE2006/0128/A)
21st March 2006
(DCCE2006/0300/A)
13th March 2006 (remainder)

Local Members: Councillors D.J. Fleet; Mrs. W.U. Attfield, A.C.R. Chappell, R. Preece, D.B. Wilcox, A.L. Williams, Mrs. P.A. Andrews, Mrs. S.P.A. Daniels, Ms. A.M. Toon, P.J. Edwards, J.W. Newman and Ms. G.A. Powell

MASTER REPORT

1. Proposal

- 1.1 These twenty applications seek Advertisement Consent for the introduction of free standing information pillars in various locations around Hereford. The applications are submitted by a private company (Public Information Pillars Ltd) who would manage the information pillars. The applicant has undertaken pre-application discussions with the Hereford City Manager in relation to the introduction and management of these pillars, together with the Development Control and Transportation Sections in relation to siting issues.
- 1.2 The pillars themselves have a total height of 2.75 metres with a diameter of 1.14 metres and a circumference of 3.6 metres. The pillars are of a single design and are constructed of GRP (Glass Reinforced Polymer). The pillars are free standing with a ballast of 500 kilos.

- 1.3 The presentation of all these applications to Members is done on a site by site basis and a determination having regard to the site specific considerations of each is required. In the interests of ensuring a comprehensive approach this report is offered as an introduction to these applications.

2. Policies

2.1 National

- PPG15 - Planning and the Historic Environment
- PPG19 - Outdoor Advertisement Control

2.2 Hereford Local Plan

- ENV14 - Design
- CON2 - Listed Buildings – Development Proposals
- CON3 - Listed Buildings – Criteria for Proposals
- CON12 - Conservation Areas
- CON13 - Conservation Areas – Development Proposals
- CON29 - Advertising
- CON32 - Advertising - Materials
- T11 - Pedestrian Provision

2.3 Herefordshire Unitary Development Plan (Revised Deposit Draft)

- S1 - Sustainable Development
- S2 - Development Requirements
- S5 - Town Centres and Retail
- S6 - Transport
- S7 - Natural and Historic Heritage
- DR1 - Design
- DR3 - Movement
- T6 - Walking
- HBA4 - Setting of Listed Buildings
- HBA6 - New Development Within Conservation Areas
- HBA11 - Advertising

3. Planning History

- 3.1 None relevant to these applications

4. Representations

- 4.1 Conservation Manager – The Conservation Manager has provided individual comment on each application, however, the following general comments have been made with respect of these applications:

As a general observation with regards information pillars I would comment as follows:

We believe that these features would add to the clutter of street furniture within the Conservation Areas of the city. They are not in keeping with the character of Hereford and would appear to be a standard model. In our opinion this could not be said to enhance the character of the conservation areas affected.

We would also highlight that these proposals are in principle contrary to English Heritage guidance 'Streets for all', which advises that "these rarely offer a satisfactory response to local needs and character. They usually conflict with local policies to minimise street clutter and are best avoided." Furthermore the general principle of the guidance is to "Relate all new equipment carefully to the wider context". This would appear to be lacking with the submitted proposals.'

4.2 The Hereford Civic Society have raised an objection to all 20 of these applications on the following grounds:

1. No need for these advertisements has been demonstrated;
2. The advertisements will add to the general street clutter of the City which is already in need of improvement;
3. The locations are in many cases obtrusive and obstruct footways;
4. Many of the locations are in the Conservation Area and are detrimental to that area;
5. The design of the pillars is poor and uninspired;
6. The pillars, no matter how well maintained, will become targets for fly posing and vandalism;

4.3 The Conservation Advisory Panel – Object to the pillars sited within the Conservation Area on the grounds that they contribute to street clutter and represent a harmful visual impact upon the character and appearance of the Conservation Area.

The full text of these letters can be inspected at Central Planning Services, Blueschool House, Blueschool Street, Hereford and prior to the Sub-Committee meeting.

5. Appraisal

5.1 The reports subsequent to this Master Report consider each site individually, however, the principle of development is considered below:

Principle

5.2 Hereford Local Plan policy ENV14 and Herefordshire Unitary Development Plan (Revised Deposit Draft) policies S1, S2 and DR1 require a high standard of design in new development.

5.3 Herefordshire Unitary Development Plan policy HBA11 specifically considers advertisements. This policy advises that consent for advertisements will only be given where acceptable having regard to visual amenity and to both the individual and cumulative effects associated with the advertisement.

5.4 A number of these applications are sited within the Hereford Conservation Area. Hereford Local Plan policies CON12 and CON13 consider proposals affecting Conservation Areas. Policies CON29 and CON30 specifically consider advertisements with Conservation Areas. Herefordshire Unitary Development Plan (Revised Deposit Draft) policy HBA6 considers proposals within Conservation Areas. The above policies confirm that development within Conservation Areas will not be permitted unless it preserves or enhances its character or appearance.

- 5.5 Listed Buildings are in close proximity to a number of these sites. Hereford Local Plan Policies CON2 and CON3, together with Herefordshire Unitary Development Plan HBA4, advise that development proposals which would adversely impact upon the setting of a Listed building will not be permitted.
- 5.6 The above policies reflect the advice set out in national guidance contained within PPG15 (Planning and the Historic Environment) and PPG19 (Outdoor Advertisement Control). Highway safety is a requirement for all proposals.