



Report of the Chief Planning Officer

CITY PLANS PANEL

Date: 17th July 2014

Subject: PREAPP/14/00566, PRE-APPLICATION PRESENTATION OF PROPOSALS FOR NEW ADVERTISEMENT HOARDING LOCATIONS AS PART OF THE FUTURE MANAGEMENT AND RATIONALISATION OF THE CURRENT LEEDS CITY COUNCIL ADVERTISEMENT PORTFOLIO BY J.C.DECAUX UK LTD.

Electoral Wards Affected:

City and Hunslet

No

Ward Members consulted
(referred to in report)

Specific Implications For:

Equality and Diversity

Community Cohesion

Narrowing the Gap

RECOMMENDATION: This report is brought to Plans Panel for information. The Developer will present the details of the scheme to allow Members to consider and comment on the proposals at this stage.

1.0 INTRODUCTION

- 1.1 This presentation is intended to inform Members of the emerging proposals for development and rationalization of the current Leeds City Council Advertisement Portfolio in partnership with J.C.Decaux UK LTD.
- 1.2 The Chief Planning Officer considers that this proposal should be presented to the Plans Panel for information as it represents an evolution of the Local Authority's own advertisement portfolio and pre-empt a contract between Leeds City Council and J.C.Decaux UK LTD for the ongoing management of this portfolio. The pre-application proposals should therefore be given due consideration by members prior to formal applications for the siting of the new hoardings.

2.0 SITE AND SURROUNDINGS

The proposal relates to 10 individual sites located within or close to the City Centre Boundary, mainly located along main arterial routes in and out of the city. The individual sites and their respective contexts are outlined in paragraph 3.0 of this report.

3.0 PROPOSALS

3.1 As part of the rationalization programme put forward by J.C.Decaux UK LTD, 10 existing hoardings within the Leeds City Council Advertisement Portfolio are programmed for removal. The sites are as follows:

Viaduct Road, Jack Lane, Tong Road/Wortley Moor Road, Commercial Road, Sydenham Street, Geldard Road, 4 Tong Road, Bridge Street/Sweet Street/Holbeck Lane, 18/28 Bradford Road, 139 Town Street Stanningley.

3.2 Following pre-application discussions between officers and representatives of J.C. Decaux UK LTD, new hoardings to the following sites are proposed.

3.3 Land at A643 nr Domestic Road

The proposal is for a single sided, internally illuminated display panel, 7.45 metres x 5 metres with associated support structure located to the central reservation adjacent to Sydenham Street facing the inbound carriageway. The central reservation features a number of semi mature trees.

3.4 Land at Victoria Road

The proposal is for a double sided, internally illuminated 48 sheet display, 3.33 metres x 6.27 metres with associated support structure to a maximum height of 6.5 metres located on a cleared area of land within the central reservation at the junction of Victoria Road and Meadow Lane.

3.5 Land at Hunslet Lane

The proposal is for a double sided, scrolling 48 sheet display 3.33 metres x 6.27 metres with associated support structure to a maximum height of 6.5 metres located adjacent to the junction of Hunslet Lane and Pym Street. The hoarding would be located to a landscaped strip between Hunslet Road and the pedestrian footway.

3.6 Land at Inner Ring Road/Woodhouse Lane

The proposal is for a single sided, internally illuminated display panel, 7.45 metres x 5 metres with associated support structure located to the central reservation adjacent to the Woodhouse Lane MSCP facing westbound traffic.

3.7 Land at Inner Ring Road/Woodhouse Lane (2)

The proposal is for a single sided, 48 sheet, 6.27 metre x 3.325 metre backlit display located to the bridge on the eastbound approach to the Woodhouse Lane MSCP.

3.8 Land at Crown Point Road

The proposal is for a double sided, internally illuminated display 12.45 metres x 3.28 metres with associated structure to a height of 11.25 metres. The hoarding is proposed to be located to the existing landscaped area adjacent to the public pedestrian and cycle route at the junction of Crown Point Road and East Street. The site is approximately 40 metres from the City Centre Conservation Area boundary to the west of the site and also approximately 100m from the Grade I Listed Leeds Minster also located to the west of the proposed siting.

3.9 Land at Clay Pit Lane

The proposal is for a double sided, internally illuminated display panel, 7.45 metres x 5 metres with associated support structure located to the central reservation adjacent to the Junction of Clay Pit Lane and Chapeltown Road.

3.10 Land at Kirkstall Road

The proposal is for a single sided, internally illuminated display, 12.45 metres x 3.28 metres with associated support structure, located to the existing landscaped bank adjacent to the junction of West Street and Kirkstall Road. The banking is a greened area which treats the transition of levels between Kirkstall Road and the West St. flyover, and includes a series of mature trees to its perimeter.

3.11 Land at Clay Pit Lane Bridge

The proposal is for a single sided, internally illuminated display, 3 metres x 12 metres, located to the Clay Pit Lane bridge above the Inner Ring Road, facing eastbound traffic. The proposed sign would be located within existing views of the First Direct Arena and sited adjacent to a non-pedestrian portion of the bridge which is predominantly un-landscaped at the pedestrian level.

3.12 Land at Meadow Lane

The proposal is for a single sided, internally illuminated display 12.45 metres x 3.28 metres with associated structure to a height of 11.25 metres. The hoarding would be located at 2.5 metres from ground level and located to the landscaped central island at the junction of Meadow Lane and Great Wilson Street.

4.0 **RELEVANT PLANNING HISTORY**

No applications are directly relevant to the pre-application proposal before members.

5.0 **HISTORY OF NEGOTIATIONS**

5.1 In January 2014, J.C. Decaux UK LTD submitted an overview proposal for 13 hoardings and 2 digital screen advertisements in response to the tendered opportunity from Leeds City Council.

- 5.2 In May 2014 a series of detailed proposals were submitted to the Chief Planning Officer in relation to the 15 sites for consideration prior to pre-application discussions between planning officers and highways officers.
- 5.3 On 5th June 2014, representatives of J.C. Decaux UK LTD met with the Chief Planning Officer, planning officers and highways officers and feedback on the merits of each scheme were provided. Negotiations took place and a rationalized proposal prepared for consideration by officers which was received on 8th June 2014. Based on those discussions, the proposed sites were reduced in number to the ten proposed sites outlined in 3.0 of this report.

6.0 POLICY

6.1 National Planning Policy Framework (NPPF)

- 6.2 Paragraph 67 of the NPPF states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

6.4 Leeds Unitary Development Plan Review

- 6.5 The UDPR includes policies requiring that matters such as good urban design principles, sustainability, flood risk, highways and transportation issues, public realm, landscaping, and access for all are addressed through the planning application process. The application site lies within the designated City Centre. Relevant policies include:

- 6.6 BD8: All signs must be well designed and sensitively located within the street scene. They should be carefully related to the character, scale and architectural features of the building on which they are placed.

BD9: All signs within or adjoining Conservation Areas should preserve/enhance the character and appearance of the Conservation Area.

GP5: Proposals should resolve detailed planning considerations including design and safety.

- 6.7 The Leeds City Council Advertisement design guide advises where advertising would and would not generally be acceptable, encourage design excellence, innovative ways of advertising and high standards of maintenance.

6.9 **Draft Core Strategy (DCS)**

- 6.10 The draft Core Strategy sets out strategic level policies and vision to guide the delivery of development investment decisions and the overall future of the district. On 26th April 2013 the Council submitted the Publication Draft Core Strategy to the Secretary of State. The Inspector examined the Strategy during October 2013. The weight to be attached is limited where representations have been made.
- 6.11 Policy P10 requires new development to be based on a thorough contextual analysis to provide good design appropriate to its scale and function, delivering high quality innovative design. Development should protect and enhance locally important buildings, skylines and views.
- 6.12 Policy P11: The historic environment, consisting of archaeological remains, historic buildings, townscapes and landscapes, including locally significant undesignated assets and their settings, will be conserved and enhanced, particularly those elements which help to give Leeds its distinct identity:

7.0 **ISSUES**

- 7.1 Outlined below is a brief appraisal of each of the proposed site locations. It should be noted that a number of sites are located adjacent to or within the public vehicular highway network. Notwithstanding the appraisals below, specific, site by site safety audits are required to further assess the suitability of the proposals in terms of both highway safety and servicing the proposed hoardings.

7.2 Land at A643 nr Domestic Road

The proposed site is located within a visually commercial environment and this proposal would also include the removal of an existing hoarding to the junction of Sydenham Street which is considered to be a visual enhancement of the setting. There is suitable provision for the servicing of the signage. The proposed style of hoarding is sculptural in its appearance and would appear as part of a city wide 'family' of signage with consistent designs of signage proposed across the city as part of the portfolio. The sign would be located to an area of highway without the potential for driver distraction as there are only limited driver decisions to make on this section of the highway however a 1 metre clearance distance between the signage and the edge of highway will be required to satisfy highway safety.

7.3 Land at Victoria Road

The proposed site is located within a commercial environment and the signage would be read against the backdrop of modern buildings and tree belts but not located in such proximity to trees as to place pressure on the existing landscaping in the area. There is suitable provision for the servicing of the signage. The hoarding would not conflict with signal heads or directional signage and is considered acceptable in highway safety terms providing that a 2 metre clearance is provided to the underside of the hoarding to allow for suitable line of sight.

7.4 Land at Hunslet Lane

The proposed site is located within a visually commercial / industrial environment and this proposal would also include the removal of an existing hoarding of lower visual quality than the new hoarding. There is suitable provision for the servicing of the signage. The signage has been proposed in such a position that it would not conflict with the adjacent pedestrian footway or highway where only simple lane changes would be required, whilst adding some visual interest adjacent to a generous length of the blank façade of an adjacent warehouse.

7.5 Land at Inner Ring Road/Woodhouse Lane

The proposed siting has been suggested following pre application discussions with the applicant. The sign would be sculptural in its form and would be read against the backdrop of the Woodhouse Lane MSCP, in a location where it would not cause distraction to the driver decision process or conflict with existing directional signage. This proposal would be required to be the subject to a safety audit and the provision of additional protective barriers.

7.6 Land at Inner Ring Road/Woodhouse Lane (2)

The proposed hoarding is considered to be visually acceptable as it would add interest to an otherwise undetailed area of blank walling (which forms part of the structure of a bridge crossing the inner ring road). The sign would be read as part of the built fabric of the bridge. It is considered that the hoarding would not conflict with the driver decision making process as directional signage has been well indicated along the approach to and well in advance of the slip-road the sign is proposed adjacent to. A structural assessment of the bridge will be required for this proposal which would be carried out by Highways Bridges and Structures section to ensure the bridge is capable of hosting the structure.

7.7 Land at Crown Point Road

The site is approximately 40 metres from the City Centre Conservation Area boundary to the west of the site and also approximately 100m from the Grade I listed Leeds Minster and so consideration must be given to the setting of the Conservation Area and the setting of this important building.

The proposed hoarding consistent with other examples within the portfolio would be a cantilever style hoarding with a modern, bespoke, sculptural appearance and would be identifiable as part of a city wide family of signage. From eastbound, northbound and southbound views, the hoarding would be read against the backdrop of commercial buildings including the Ibis hotel, Quarry House and Northern Ballet.

The A61 forms an existing visual division between the commercial context of modern buildings (to the east of the A61 are the Ibis hotel, the Gateway building and Merchants Quay) and to the west of the A61 is the City Centre Conservation Area (and therefore a more heritage sensitive context).

Whilst it is acknowledged that from southbound and from some westbound views along the highway network the hoarding and the Leeds Minster would be read within the same view, it should be noted that the hoarding would be identifiable as part of

the more modern and commercial setting within a wide landscaped area which will help mitigate it's overall impact.

The loop road takes the driver immediately away from the siting of the hoarding towards the Leeds Minster and therefore from southbound views, the juxtaposition of the hoarding and Leeds Minster would be fleeting. There are no views containing both the Leeds Minster and the proposed hoarding from a northbound direction.

In highways terms, there is a requirement for the proposal to be supported with additional directional lane designation signage.

7.8 Land at Clay Pit Lane

The double sided signage is proposed in a location which maximises exposure of the sign from a number of key views whilst avoiding the need for a proliferation of different hoardings to take advantage of these available viewpoints. The sign will be viewable from Meanwood Road, Sheepscar Street, Clay Pit Lane and Roundhay Road and would be read as part of a commercial/industrial environment. In highway safety terms, consideration must be given as part of any application to the location of existing gantry signs and lighting columns.

7.9 Land at Kirkstall Road

The hoarding would be read against the backdrop of high sided landscaping which will soften the visual impact of the sign, which will be read against the backdrop of trees, planting and the modern 'West One' building within an otherwise generally commercial context. The sign is to be set into the banking to ensure no conflict with directional signage and to prevent an over-dominant impact upon the highway and public footpath. To support the siting of the proposal, additional directional signage would be required to be located to the northern edge of the adjacent West Street Car Park to ensure continuing highway safety.

7.10 Land at Clay Pit Lane Bridge

The proposed siting of the hoarding would be to the east bound side of the Clay Pit Lane Bridge. There are very limited driver decisions required on the approach to the bridge and be seen against the backdrop of Opal 1 and the First Direct Arena. The sign would sit above the footway and it is proposed that the rear of the hoarding would be subject to a landscaped treatment to avoid a blank façade facing into the public domain. A structural assessment of the bridge will be required for this proposal which would be carried out by Highways Bridges and Structures section to ensure the bridge is capable of hosting the structure.

7.11 Land at Meadow Lane

The proposed siting of the hoarding has been amended since the initial submission of details to ensure that the proposed hoarding would not place pressure on the existing trees. From a westbound direction the sign would be read against the backdrop of a belt of trees and modern buildings whilst the proposed style and design of signage is considered to be in keeping with the modern backdrop of Bridgewater Place. Further discussion will be required to agree the treatment of the rear of the hoarding, which will be visible through trees at the northbound junction with Great Wilson Street.

7.12 Members are asked to comment on the proposed scheme and to consider the following matters:

7.13 Visual Amenity

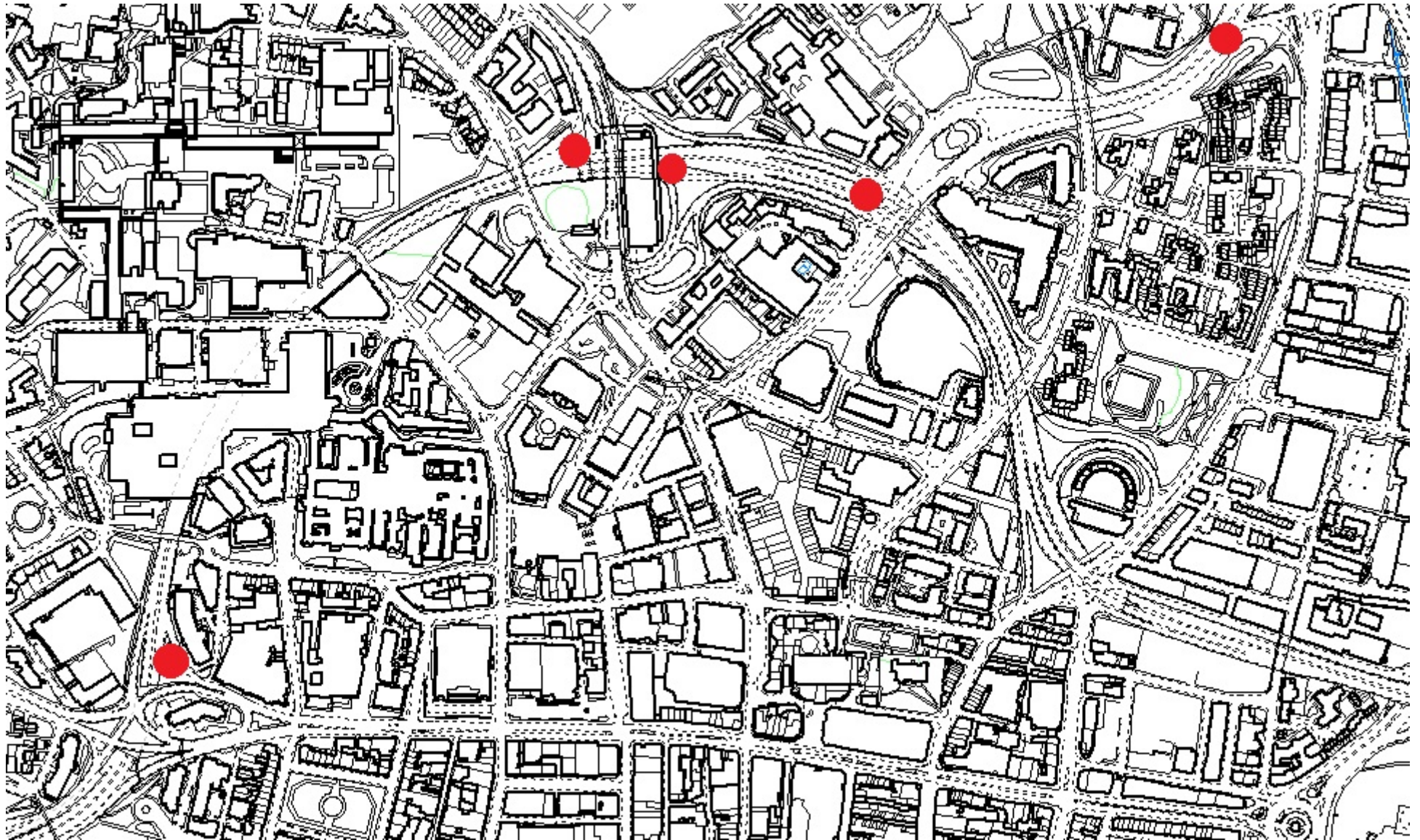
Do Members agree that the visual impact from the proposals are acceptable and appropriate for these locations?

7.14 Public Safety

Do Members agree that there are unlikely to be any adverse highway safety implications arising from the proposed advertisement hoardings?

Background Papers: PREAPP/14/00566

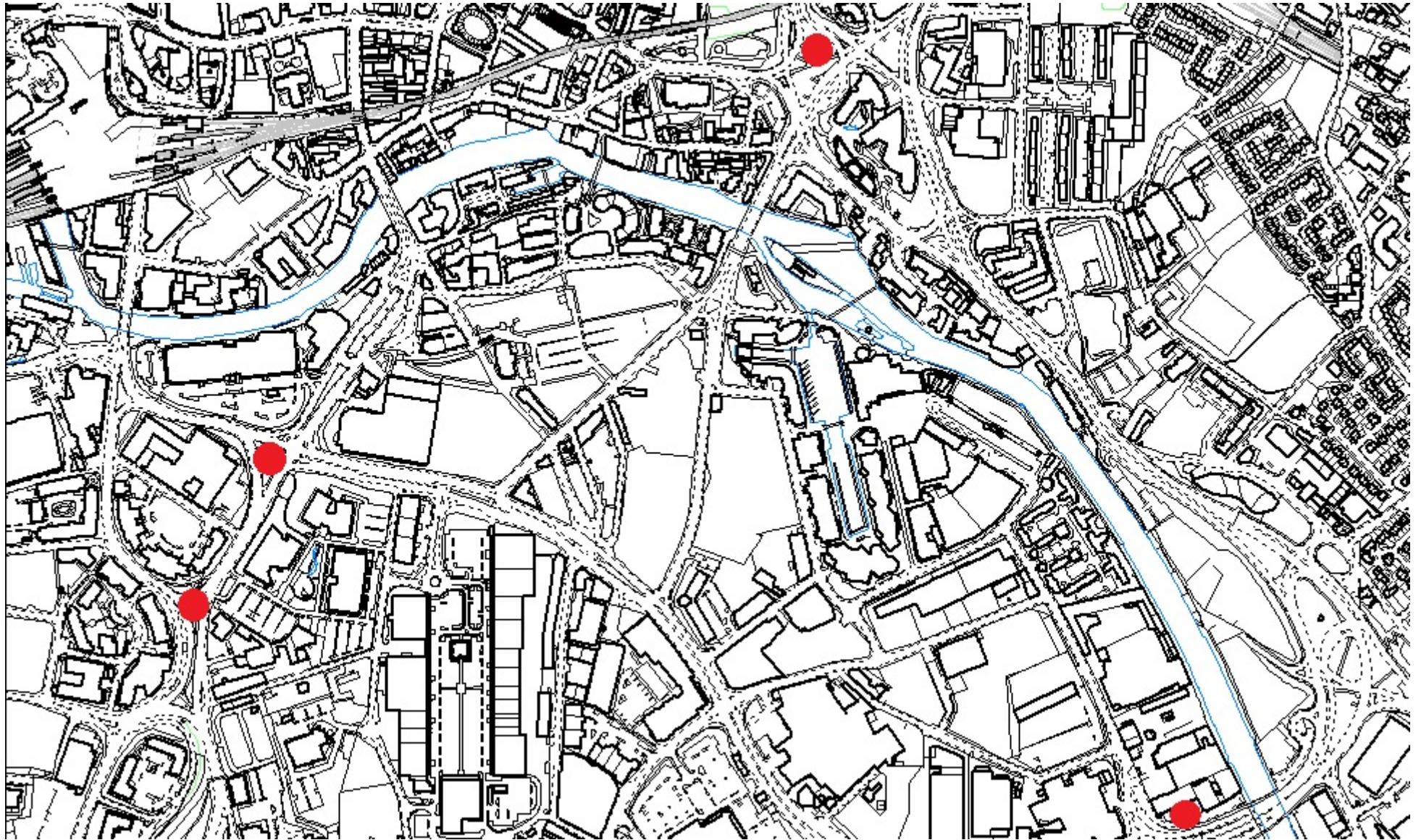
PREAPP/14/00566 - 5 X HOARDING LOCATIONS – CITY CENTRE NORTH



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NOT TO SCALE

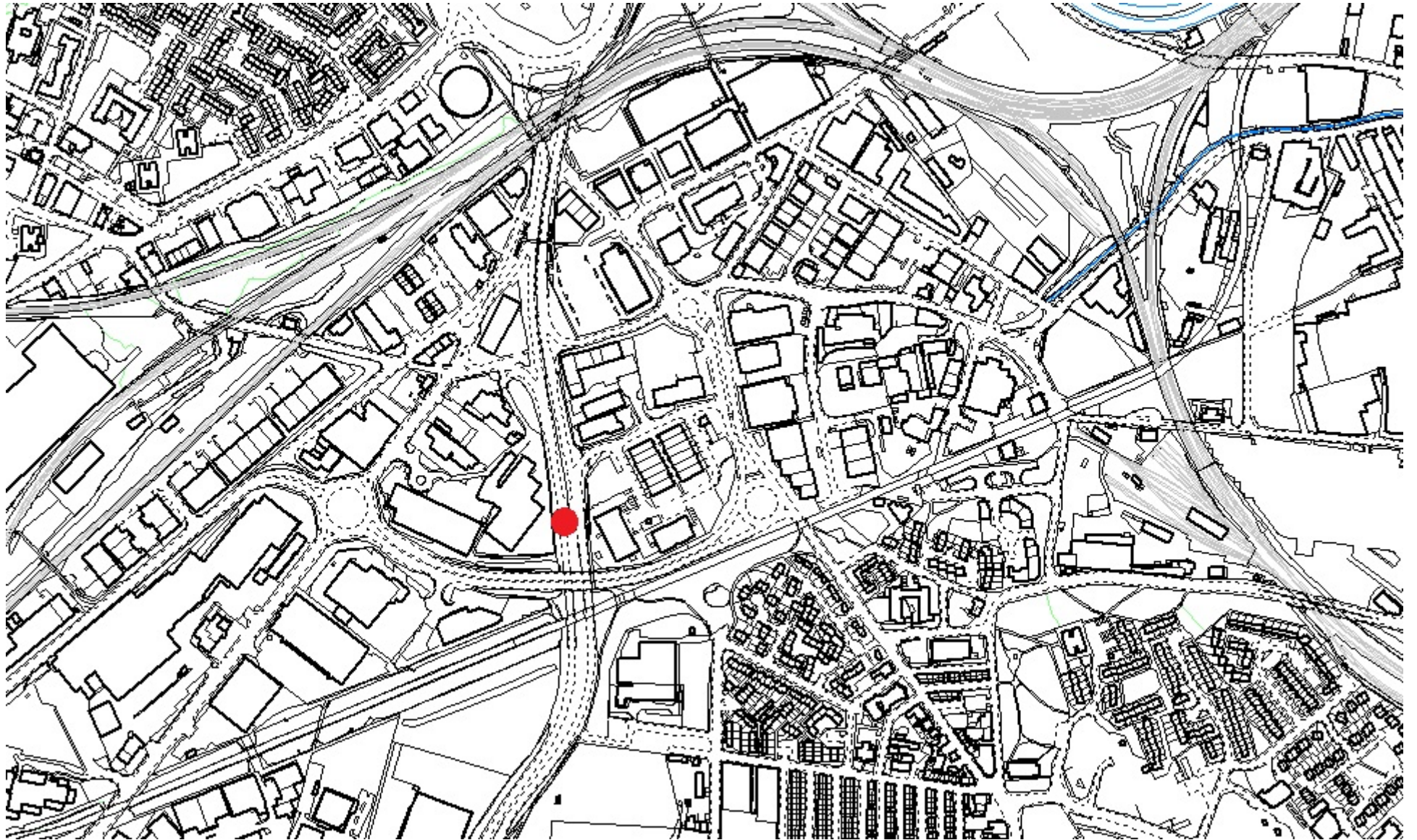
PREAPP/14/00566 - 4 X HOARDING LOCATIONS – CITY CENTRE SOUTH



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NOT TO SCALE

PREAPP/14/00566 - 1 X HOARDING LOCATION – CITY CENTRE, SYDENHAM STREET



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NOT TO SCALE