



## Report of the Chief Planning Officer

### CITY PLANS PANEL

Date: 30 October 2014

Subject: PREAPP/14/00731, PRE-APPLICATION PRESENTATION OF PROPOSALS FOR 26 CLEAR CHANNEL 6 SHEET ADVERTISEMENT UNIT LOCATIONS ACROSS LEEDS CITY CENTRE

#### Electoral Wards Affected:

City and Hunslet

Yes

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 the development of a Leeds City Council Advertisement Portfolio in partnership with Clear Channel 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-empts a contract between Leeds City Council and Clear Channel UK LTD. The pre-application proposals should therefore be given due consideration by members prior to formal applications for the siting of the new advertisement units.
- 1.3 City Development's Asset Management Team have advised the Local Planning Authority that "the opportunity for a series of 6 sheet advertising units in the city centre was put to the market to contribute towards new income generation to support the Best Council Plan 2013/17 objective of 'becoming a more efficient and enterprising council', including the priority of 'maximising income and trading'.

Realising new income from Council assets is ever more important as pressure on medium term revenue budgets continue to increase. This proposed advertising initiative will help to contribute towards bridging funding gaps and provide much needed support to the general fund so that the Council can continue to deliver essential services”.

## **2.0 SITE AND SURROUNDINGS**

The proposal relates to 26 individual sites located within the City Centre Boundary. The individual sites and their respective contexts are outlined in paragraph 3.0 of this report.

## **3.0 PROPOSALS**

3.1 The proposals are for 26 free standing 6 sheet advertisement units across various sites within Leeds City Centre. The appearance of the units has been conceived to reflect the design ethos and detailing of the wayfinding system already in situ in the City Centre. The units would house digital, advertisements with their dimensions being approximately 3.055 metres in height, 1.37 metres in length and 0.3 metres in depth. Following pre-application discussions between officers and representatives of Clear Channel 6 sheet advertisement units to the following sites are proposed.

### **3.2 Clay Pit Lane, outside First Direct Arena**

The proposal is for a digital unit set on a broad area of footway which is relatively close, to, but outside of, the boundary of the Queen Square Conservation Area. The site is within the setting of the nearby Grade II listed 17 &18 Queen Square

### **3.3 Clay Pit Lane, opposite First Direct Arena**

The proposal is for a digital unit set onto an area of footway which is relatively close, to, but outside of, the boundary of the Queen Square Conservation Area. The site is within the setting of the nearby Grade II listed 17 &18 Queen Square

### **3.4 Clay Pit Lane, on central reservation opposite the First Direct Arena**

The proposal is for a digital unit set onto the central reservation which is relatively close, to, but outside of, the boundary of the Queen Square Conservation Area. The site is within the setting of the nearby Grade II listed 17 &18 Queen Square

### **3.5 Clay Pit Lane, on central reservation opposite the Yorkshire Bank building**

The proposal is for a digital unit set onto the central reservation which is relatively close, to, but outside of, the boundary of the Queen Square Conservation Area. The site is within the setting of the nearby Grade II listed 17 &18 Queen Square

### **3.6 Woodhouse Lane, at the corner of Queen Square Court**

The proposal is for a digital unit set onto an area of broad footway to the north of the entrance onto Queen Square Court.

### **3.7 The Headrow**

The proposal is for a digital unit set onto an area of footway close to No. 52 The Headrow, and close to, but outside of, the boundary of the City Centre Conservation

Area. The site is within the setting of the nearby Grade II Permanent House and 44-72 The Headrow as well as 115 The Headrow.

### 3.8 The Headrow

The proposal is for a digital unit set onto an area of footway close to No. 66 The Headrow, and close to, but outside of, the boundary of the City Centre Conservation Area. The site is within the setting of the nearby Grade II 44-72 The Headrow as well as 115 The Headrow.

### 3.9 The Headrow

The proposal is for a digital unit set onto an area of footway close to No. 105 The Headrow, and within the boundary of the City Centre Conservation Area. The site is within the setting of the nearby Grade II 44-72 The Headrow as well as 115 The Headrow.

### 3.10 Lands Lane

The proposal is for a digital unit set on a broad area of footway which is close, to, but outside of, the boundary of the City Centre Conservation Area. The site is within the setting of the nearby Grade II listed 34 -36 Lands Lane and the Thornton's Building at 44 Lands Lane.

### 3.11 Albion Street near Nos.56 -58

The proposal is for a digital unit set on a broad area of footway which is within the boundary of the City Centre Conservation Area. The site is within the setting of the nearby Grade II listed 35 and 35a Albion Place.

### 3.12 Bond Street

The proposal is for a digital unit set onto an area of broad footway near the junction of Bond Street and Lower Basinghall Street.

### 3.13 Bond Street

The proposal is for a digital unit set onto an area of broad footway outside the Boots unit in the adjacent Trinity Shopping Centre. The site is close to, but outside of, the boundary of the City Centre Conservation Area. The site is within the setting of the nearby Grade II 48 Albion Street.

### 3.14 East Parade and corner of Infirmary Street

The proposal is for a digital unit set on a broad area of footway which is close, to, but outside of, the boundary of the City Centre Conservation Area. The site is within the setting of the nearby Grade II listed Atlas House and 18-22 King Street.

### 3.15 Infirmary Street, at the corner of Bond Court

The proposal is for a digital unit set onto an area of broad footway at the entrance to Bond Court from Infirmary Street. The site is close to, but outside of, the boundary of the City Centre Conservation Area. The site is within the setting of the nearby Grade II Yorkshire Bank and General Post Office buildings on Infirmary Street.

3.16 Infirmary Street, at the corner of Wine Street

The proposal is for a digital unit set onto an area of broad footway at the junction of Wine Street with Infirmary Street. The site is close to, but outside of, the boundary of the City Centre Conservation Area. The site is within the setting of the nearby Grade II General Post Office building on Infirmary Street.

3.17 Park Row, opposite City Square

The proposal is for a digital unit set onto an area of broad footway at the junction of Park Row and City Square. The site is close to, but outside of, the boundary of the City Centre Conservation Area. The site is within the setting of the nearby Grade II listed City Square statues and the nearby Grade II listed City Square statues, Mill Hill Chapel and The General Post. Office building.

3.18 Park Row, at the corner of Boar Lane

The proposal is for a digital unit set in a broad area of footway which is within the boundary of the City Centre Conservation Area. The site is within the setting of the nearby Grade II listed City Square statues, Mill Hill Chapel, 40 Boar Lane and Queen's Hotel.

3.19 Swinegate, at the corner of Sovereign Street

The proposal is for a digital unit set onto an area of footway close to the junction of Swinegate and Sovereign Street. The site is close to, but outside of, the boundary of the City Centre Conservation Area.

3.20 Lower Briggate

The proposal is for a digital unit set onto an area of footway near to Dyson Chambers and close to, but outside of, the boundary of the City Centre Conservation Area. The site is within the setting of the nearby Grade II\* Dyson Time Ball Building at 22-24 Briggate and the Grade II 159 Briggate.

3.21 Briggate near junction with Boar Lane/Duncan Street

The proposal is for a digital unit set in a broad area of footway which is close, to, but outside of, the boundary of the City Centre Conservation Area. The site is within the setting of the nearby Grade II listed 4 Duncan Street and 1-13 Boar Lane.

3.22 Briggate near junction with Kirkgate

The proposal is for a digital unit set in a broad area of footway which is close, to, but outside of, the boundary of the City Centre Conservation Area.

3.23 Briggate near junction with Albion Place

The proposal is for a digital unit set in a broad area of footway which is within the boundary of the City Centre Conservation Area. The site is within the setting of the nearby Grade II listed 17 & 18 Albion Place, 64 Briggate, 53 -63 Vicar Lane and 115 to 120 Briggate.

3.24 Briggate near junction with The Headrow

The proposal is for a digital unit set on a broad area of footway which is within the boundary of the City Centre Conservation Area. The site is within the setting of the nearby Grade II listed 88 to 91 and 92 to 93 Briggate.

3.25 Kirkgate, opposite Fish Street

The proposal is for a for a digital unit set onto an area of broad footway close to, but outside of, the boundary of the City Centre Conservation Area.

3.26 Eastgate, at the corner of St Peter's Street

The proposal is for a digital unit set onto an area of footway near the Eastgate roundabout.

3.27 Whitehall Road

The proposal is for a digital unit set onto an area of footway close to the junction of Whitehall Road with Northern Street.

#### **4.0 RELEVANT PLANNING HISTORY**

No applications are directly relevant to the pre-application proposal to be put before Members.

#### **5.0 HISTORY OF NEGOTIATIONS**

5.1 On the 17th January 2014 Clear Channel submitted an overview proposal for 6 sheet advertisement units in response to the tendered opportunity from Leeds City Council.

5.2 In April 2014 detailed pre-application proposals were submitted by Clear Channel to the Planning Department in relation to the 26 sites for consideration. Subsequent meetings and on site appraisals were undertaken by Planning, Design Conservation, City Centre Management and Highways Officers to consider the siting and appearance of the proposed units. The proposals now presented to Plans Panel have taken into account comments and advice provided by the multidisciplinary team of officers.

5.3 Ward Members were consulted on 29 September 2014. No comments have been received to date.

#### **6.0 POLICY**

##### **6.1 National Planning Policy Framework (NPPF)**

6.2 The National Planning Policy Framework 2012 (NPPF) was adopted in March 2012 and sets out the Government's planning policies and how they expect them to be applied. Paragraph 6 of the NPPF states that the purpose of the planning system is to contribute to the achievement of sustainable development and paragraph 14 goes on to state that there should be a presumption in favour of sustainable development.

6.3 Paragraph 17 of the NPPF sets out the Core Planning Principles for plan making and decision taking. The 4th principle listed states that planning should always seek high

quality design and a good standard of amenity for all existing and future occupants of land and buildings.

- 6.4 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.
- 6.5 Paragraph 126 states that it is desirable to sustain and enhance the significance of heritage assets and that new development should make a positive contribution to local character and distinctiveness
- 6.6 **Leeds Unitary Development Plan Review**
- 6.7 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 sites are all within the designated City Centre. Relevant policies include:
- 6.8 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.
- 6.9 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.
- 6.10 **Draft Core Strategy (DCS)**
- 6.11 The 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 for examination. Examination hearings were held in October 2013 and May 2014.
- 6.12 The Council has received the final Inspectors report into the soundness of the Leeds Core Strategy. The Inspector's report concluded that the Draft Core Strategy was sound. Accordingly, significant weight can now be attached to policies within the Draft Core Strategy.
- 6.13 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.

- 6.14 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 The sites to Clay Pit Lane (outside First Direct Arena, opposite First Direct Arena and on the central reservation opposite the First Direct Arena) are close to the boundary of the Queen Square Conservation Area and within the setting of the nearby Grade II listed 17 & 18 Queen Square. Subject to details we are likely to be supportive of the proposals, in the context of their impact on nearby heritage assets and the impact on the views for vehicle drivers and pedestrians on nearby trafficked roads.
- 7.2 The site to Woodhouse Lane, at the corner of Queen Square Court is close to a heavily trafficked City Centre road. Subject to details we are likely to be supportive of the proposals, in the context of their impact on the views for vehicle drivers and pedestrians on nearby trafficked roads.
- 7.3 Three sites proposed on The Headrow (close to No.22, No. 66 and No. 105) are within the boundary of the City Centre Conservation Area and within the setting of the nearby Grade II listed Permanent House and 44-72 The Headrow as well as 115 The Headrow. The Headrow also has a large volume of existing street furniture including telephone kiosks, bus stops, seating and bins. Therefore considerable care is required in the positioning of the 6 street units in the context of these heritage rich assets and to ensure views are maintained and visual clutter is avoided. Subject to details we are likely to be supportive of the proposals, in the context of their impact on nearby heritage assets and the impact on the views for vehicle drivers and pedestrians on nearby trafficked roads.
- 7.4 The site to Lands Lane is also in a heritage rich location being close to, but outside of, the boundary of the City Centre Conservation Area near to Grade II listed 34 -36 Lands Lane and the Thornton's Building at 44 Lands Lane. Subject to details we are likely to be supportive of the proposals, in the context of their impact on nearby heritage assets and long views up and down Lands Lane.
- 7.5 Near to No 56 -58 Albion Street the unit would be viewed within the context of the City Centre Conservation Area and the nearby Grade II listed 35 and 35a Albion Place. Therefore, consideration of the visual impact on the character of these heritage assets is required. Subject to details we are likely to be supportive of the proposals, in the context of their impact on nearby heritage assets and the enhanced public realm.
- 7.6 Two units are proposed to Bond Street, one at the junction with Lower Basinghall Street and the other on an area of broad footway outside the Boots unit in the adjacent Trinity Shopping Centre. The latter is close to, but outside of, the boundary of the City Centre Conservation Area and the nearby Grade II listed 48 Albion Street. Subject to details we are likely to be supportive of the proposals, in the context of their impact on nearby heritage assets.
- 7.7 There are three units proposed in the Infirmary Street area, at the corners with East Parade and Bond Court and to the junction with Wine Street. These sites are close to, but outside of, the boundary of the City Centre Conservation Area and near the Grade II listed Atlas House, 18-22 King Street, Yorkshire Bank and General Post

Office buildings. Subject to details we are likely to be supportive of the proposals, in the context of their impact on nearby heritage assets.

- 7.8 Two units are proposed to Park Row, opposite City Square and at the corner of Boar Lane. One of the units would be within the City Centre Conservation Area whilst the other would be close to it, with the Grade II listed City Square statues, Mill Hill Chapel and The General Post. Office building, 40 Boar Lane and Queen's Hotel being close by. As a result the settings for the units are heritage rich and considerable care is required in the positioning of the 6 sheet units in such locations. The units are also close to a heavily trafficked City Centre roads. Subject to details we are likely to be supportive of the proposals, in the context of their impact on nearby heritage assets and the impact on the views for vehicle drivers and pedestrians on nearby trafficked roads.
- 7.9 The site as Swinegate, is close to, but outside of, the boundary of the City Centre Conservation Area. Subject to details we are likely to be supportive of the proposals, in the context of their impact on nearby heritage assets.
- 7.10 The unit proposed to Lower Briggate would be close to, but outside of, the boundary of the City Centre Conservation Area and the Grade II\* Dyson Time Ball Building at 22-24 Briggate and the Grade II 159 Briggate. Subject to details we are likely to be supportive of the proposals, in the context of their impact on nearby heritage assets and the impact on the views for vehicle drivers and pedestrians on nearby trafficked roads.
- 7.11 A total of four units are proposed to Briggate. The locations of these are at entry points to this principal street. As a result the sites would be near the junction with Boar Lane/Duncan Street, at the junction with Kirkgate, at the junction with junction with Albion Place and at the junction with The Headrow. Briggate has been subject to significant public realm enhancement works. The sites are either within, or close to the City Centre Conservation Area and also close to the Grade II listed 4 Duncan Street and 1-13 Boar Lane, 17 & 18 Albion Place, 64 Briggate, 53 -63 Vicar Lane, 88 to 91, 92 to 93 and 115 to 120 Briggate. Subject to details we are likely to be supportive of the proposals, in the context of their impact on nearby heritage assets and on long views up and down Briggate and the relationship with the enhanced public realm.
- 7.12 The site at Kirkgate (opposite Fish Street) already has some similar scaled telephone kiosks in situ and the proposal would be sited close to them and near to, but outside of, the boundary of the City Centre Conservation Area. Subject to details we are likely to be supportive of the proposals, in the context of their impact on nearby heritage assets and the relationship with the enhanced public realm.
- 7.13 The site to the eastern end of Eastgate, at the corner of St Peter's Street is close to the heavily trafficked Eastgate roundabout and a pedestrian crossing. Subject to details we are likely to be supportive of the proposals, in the context of the impact on the views for vehicle drivers and pedestrians on nearby trafficked roads.
- 7.14 The unit to be positioned on Whitehall Road would be at with Northern Street. Subject to details we are likely to be supportive of the proposals, in the context of the impact on the views for vehicle drivers and pedestrians on nearby trafficked roads.
- 7.3 Members are asked to comment on the proposed scheme and to consider the following matters:



7.4 Visual Amenity

**Do Members agree that the visual impacts of the proposals are acceptable and appropriate for these locations?**

7.5 Public Safety

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

7.6 Determination of Future

**Do Members consider that the proposals can be deferred and delegated to Officers for determination of any subsequent planning applications for the advertisement units?**

**Background Papers: PREAPP/14/00731**

# Overview of Proposed Locations

