



Report of the Chief Planning Officer

CITY PLANS PANEL

Date: 22nd January 2015

POSITION STATEMENT: 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

14/06617/ADV – LAND AT INNER RING ROAD, WOODHOUSE LANE; 14/06618/ADV – LAND OFF CLAY PIT LANE; 14/06619/ADV – LAND OFF WELLINGTON ROAD; 14/06620/ADV – LAND ON A643,NR DOMESTIC ROAD; 14/06621/ADV – LAND OFF CROWN POINT ROAD; 14/06622/ADV – LAND ON HUNSLET ROAD; 14/06623/ADV – LAND OFF WOODHOUSE LANE; 14/06624/ADV – LAND AT MEADOW LANE; 14/06625/ADV – LAND OFF JUNCTION OF INNER RING ROAD AND CLAY PIT LANE; 14/06626/ADV – LAND OFF KIRKSTALL ROAD; 14/06627/ADV – LAND OFF VICTORIA ROAD AND MEADOW LANE

REMOVAL OF 22 HOARDINGS AT THE FOLLOWING SITES: 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.

Electoral Wards Affected:

City and Hunslet
Armley
Beeston & Holbeck
Hyde Park & Woodhouse

Specific Implications For:

Equality and Diversity
Community Cohesion
Narrowing the Gap

RECOMMENDATION : For Members to note the contents of the report and to provide feedback on the questions raised at section 9.

1.0 INTRODUCTION

- 1.1 This presentation is intended to inform Members of 11 Advertisement Consent applications under consideration for 10 large scale illuminated advertisement hoardings and 1 digital advertisement unit. The proposal relates to 11 individual sites located within or close to the City Centre Boundary, mainly located along main arterial routes in and out of the city. As part of an overall rationalization programme, 22 hoardings at 10 existing sites within the Leeds City Council Advertisement Portfolio are also programmed for removal. The sites programmed for removal 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.

- 1.2 A pre-application presentation of each of the sites was presented to City Plans Panel by the applicant on 17th July 2014. The minutes of that meeting are attached as Appendix 1 to this report. Members were generally supportive of the potential impact of the signs, subject to further addressing the likelihood of distraction from the digital sign at Clay Pit Lane Bridge and the visual impact of the Crown Point Road sign on the setting of nearby heritage assets. In addition, members wanted assurance that the signs would not result in any road safety issues or require road closures for servicing.
- 1.3 This report is brought to City Plans Panel for information as the proposed advertisement hoardings / digital advertisement unit represent an evolution of the Local Authority's own advertisement portfolio and involve a contract between Leeds City Council and J.C.Decaux UK LTD for the ongoing management of this portfolio. Officers will present the current position reached in respect of these applications to allow Members to consider how the submitted applications respond to comments made regarding the pre-application proposals put to Members in July 2014.

2.0 SITES AND SURROUNDINGS

The proposal relates to 11 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 New advertisement hoardings to the following sites are proposed:

- 3.2 14/06617/ADV – One illuminated freestanding advertisement sign: 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 monopole support structure to a height of 14.6 metres located to the central reservation adjacent to the Woodhouse Lane MSCP facing westbound traffic.

- 3.3 14/06618/ADV – One double sided, free standing illuminated advertisement sign: Land at Clay Pit Lane

The proposal is for a double sided, internally illuminated display panel, 7.45 metres x 5 metres with associated steel monopole support structure to a height of approximately 15 metres, located to the central reservation adjacent to the Junction of Clay Pit Lane and Chapeltown Road.

3.4 14/06619/ADV – One illuminated freestanding advertisement sign: Land off Wellington Road, Holbeck

The proposal is for a single sided, internally illuminated display, 6.5 metres x 3.4 metres with associated monopole support structure to a height of 8 metres, located to an area of grass banking to the western edge of the Armley Gyrotory. This proposal for a freestanding sign was not presented as part of the package of proposals in July 2014 due to the location and formatting of the sign not being finalised in advance of the panel meeting.

3.5 14/06620/ADV – One illuminated freestanding sign: 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 steel mono-pole support structure, to a height of 14.69 metres, located to the central reservation adjacent to Sydenham Street, facing the inbound carriageway. The central reservation features a number of semi mature trees.

3.6 14/06621/ADV – One double sided freestanding illuminated advertisement sign: 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 9.72 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 proposed siting location has been revised since pre application stage, with the applicant now proposing the sign be located due south of the suggested location illustrated to members at pre-application stage by approximately 10 metres (in order to reduce the impact of the proposed sign on the setting of the nearby Leeds Minster and Conservation Area). 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.

3.7 14/06622/ADV – One illuminated freestanding advertisement sign: Land at Hunslet Road

The proposal is for a double sided, 48 sheet display 3.4 metres x 6.5 metres with associated steel monopole support structure to a maximum height of 8 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.

3.8 14/06623/ADV – One illuminated advertisement sign: Land at Inner Ring Road/Woodhouse Lane

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 Multi Storey Car Park.

3.9 14/06624/ADV – One illuminated freestanding advertisement sign: 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 with a steel monopole/cantilever support structure to a height of 9.72 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.

3.10 14/06625/ADV – One digital advertisement sign: 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 non-landscaped at the pedestrian level. The applicant proposes a tiered double layer of planting troughs to be introduced immediately to the rear of the advertisement display.

3.11 14/06626/ADV – One illuminated freestanding advertisement sign: Land at Kirkstall Road

The proposal is for a single sided, internally illuminated display, 12.45 metres x 3.28 metres with associated monopole/cantilever support structure to a height of 9.7 metres, 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.

3.12 14/06627/ADV – Two illuminated freestanding hoarding signs: Land at Victoria Road and Meadow Lane, Holbeck

The proposal is for a double sided, internally illuminated 48 sheet display, 3.4 metres x 6.5 metres with associated steel monopole support structure to a maximum height of 8 metres located on a cleared area of land within the central reservation at the junction of Victoria Road and Meadow Lane.

4.0 PLANNING HISTORY AND CONSULTATION

4.1 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.

4.2 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.

4.3 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.

4.4 On 17th July 2014, representatives of J.C. Decaux UK LTD provided a pre-application presentation to the members of City Plans Panel (minutes attached to this report as appendix 1)

4.5 On 12th November 2014, 11 applications for Advertisement Consent were submitted for consideration and determination by the Local Authority.

5.0 PUBLIC/LOCAL RESPONSE

5.1 A letter of objection from Leeds Civic Trust was received by officers on 12th December 2014. The Leeds Civic Trust have considered the applications and is concerned about their adverse visual impact on Leeds City Centre. They state that the proposals are for very large signs that represent an increase in street clutter in their locations.

However, Leeds Civic Trust have stated that they recognize the financial needs of the city and have therefore only maintained an objection to those signs where they consider the visual impact to be extremely unacceptable.

5.2 14/06618/ADV – One double sided, free standing illuminated advertisement sign: Land at Clay Pit Lane

Leeds Civic Trust object to this proposed sign, considering it to be visually intrusive within an already hostile traffic dominated scene and consider that as local residents live close by to the site, attempts should be made to try and reduce the impact of traffic and signage in the area.

5.3 14/06621/ADV – (One double sided freestanding illuminated advertisement sign) Land off Crown Point Road, Leeds

Leeds Civic Trust object to this application as they consider the sign would be erected in close proximity to the Grade I Listed Leeds Minster and in the visual foreground to the city's cultural quarter on Quarry Hill. The site is located to the edge of, but not within the City Centre Conservation Area which Leeds Civic Trust considers should be enhanced visually and the traffic impact considerably reduced in future. Leeds Civic Trust further considers the erection of this sign to be contrary to Core Strategy and NPPF guidelines for protecting the quality of the urban environment.

5.4 14/06626/ADV – One illuminated freestanding advertisement sign: Land at Kirkstall Road

Leeds Civic Trust objects to this proposal as they consider the location to be currently cluttered with signs, scrubby vegetation and is car-dominated. Leeds Civic Trust considers that any sign erected in this location should be supported by a significant investment in improving the existing landscaping. Leeds Civic Trust further considers that the proposed cantilever cable supports are unattractive and the overall design should be reconsidered.

5.5 14/06624/ADV – One illuminated freestanding advertisement sign: Land at Meadow Lane

Leeds Civic Trust objects to this proposal as they consider the advertisement structure would constitute a visual intrusion into the landscape of the 'South Bank'. Leeds Civic Trust further considers that the proposed cantilever cable supports are unattractive and the overall design should be reconsidered.

6.0 CONSULTATIONS RESPONSES

Statutory:

There are no statutory consultations in reference to the applications under consideration.

Non-statutory:

Highways

Highways currently object to a number of the proposed sites, on the basis that there is currently insufficient information to make an accurate and informed assessment with regard to highway safety and servicing of the proposed signs. The applicant has advised they are unable to provide this information for signs which are not digital in format as the supply of this information for signs would be inconsistent with their existing approach to applications for non-digital format signage. Members were advised at the pre application presentation stage (17th July 2014, minutes attached as Appendix 1 to this report) that as part of the formal application process, the applicant would undertake road safety audits and present these alongside the application.

It is considered that the road safety audits are required and must cover the following issues:

- Exact siting in relation to highway users (pedestrians/cyclists/motorists)
- Review of accident stats
- Extent of visibility of sign
- Conflict of sign in front or behind existing traffic signals or road signs
- Control of illumination levels
- Consideration of frequency/means of servicing
- Any other site specific considerations

The audits should identify any potential problems and provide suggested solutions.

Officers further consider that a servicing strategy should be submitted for each site which must show where vehicles would be parked in relation to the advert and describe how the advertising displays would be accessed and serviced in order that the safety of members of the public, motorists and the people servicing the signs is secured.

7.0 PLANNING POLICY

7.4 National Planning Policy Framework

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.

7.5 Local Development Framework - Core Strategy (2014)

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. It is the adopted development plan for the City of Leeds. The Core Strategy 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.

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.

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:

Saved UDPR Policies within the Core Strategy of relevance:

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.

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

With regard to application 14/06621/ADV(Land off Crown Point Road) the application site is located 37 metres due east of the eastern boundary of the City Centre Conservation Area which in the immediate locale includes the setting of the Grade I Listed Leeds Minster and it's grounds. The remaining proposed application sites are not within proximity of the Conservation Area boundary or key listed buildings. With regard to application 14/06621/ADV, saved UDPR policy BD9 within the Core Strategy is also of relevance:

BD9: Projecting and illuminated signs will only be permitted in conservation areas and predominantly residential areas where they do not detract from visual amenity, the building, or the character of the street.

7.6 Supplementary guidance

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. The guide identifies the following locations as generally suitable:

- Predominantly commercial areas
- Predominantly industrial areas
- Entertainment areas e.g. the City Centre, District Centres and Neighbourhood Centres (but not the most sensitive areas of these i.e. major squares, Conservation Areas or settings of Listed Buildings)

- Untidy/derelict sites that could be screened on a temporary basis by advertising that provides a splash of colour pending redevelopment or improvement of the visual amenity.
- Building sites (other than purely residential development sites) where temporary hoardings are required during the construction period.

The guide also details generally unsuitable locations:

- Predominantly residential areas
- Rural areas and villages
- Open countryside, Green Belt areas, Urban Green Corridor areas and where the character or setting of historic parks and gardens would be affected.
- Main routes into Leeds that have been landscaped and benefit from environmental enhancement to create “green routes” into the city and would not generally be acceptable locations for advertising.
- Main roads designated as Urban Motorways
- Public open spaces e.g. parks and town squares
- Listed buildings and their settings
- Conservation areas (although much of the City Centre is within a Conservation Area, appropriately sited and well-designed advertising may be acceptable)
- Sites where express advertising consent has been refused or discontinuance notices served
- Near schools or where schoolchildren cross
- Sites or lengths of roads with history of accidents causing injury
- Playing fields

The guide also states that if applicants are seeking approval for advertising within generally unsuitable locations, they are required to submit a justification as to why the presumption against advertising in these areas should not prevail.

7.7 Other material considerations

7.7.1 Best Council Plan

The Plan identifies 6 objectives in order to achieve the best council outcomes identified between 2014-2017. Two of these have relevance for the development: (2) promoting sustainable and inclusive economic growth; and (6) Becoming a more efficient and enterprising council.

7.7.2 Vision for Leeds 2011-2030

One of the aims is in 2030 Leeds’ economy will be prosperous and sustainable. Leeds will be the best city to live including the provision of high quality buildings, places and green spaces.

7.7.3 City Priority Plan 2011-2015

The Plan states that Leeds will be the best city for business. One of the priorities to achieve this is supporting the sustainable growth of the Leeds’ economy. To help make Leeds the best city, growth will be enabled whilst protecting the city’s distinctive green character.

8.0 MAIN ISSUES

Visual Amenity
Public/Highway Safety

9.0 CONSIDERATION OF MAIN ISSUES

9.1 General update to members

Proposals for Advertisement Consent may only be assessed on two criteria – Visual Amenity (which includes the impact upon Conservation Areas and the setting of Listed Buildings) and Public Safety which includes highway safety.

9.2 Public Safety

The information provided as part of each site application is not significantly advanced beyond the information submitted for the pre-application presentation to City Plans Panel in July 2014 with the same level of detail submitted for each application as was illustrated for the purposes of the pre-application enquiry and presentation. A lack of road safety information for a number of the sites or details of how each sign would be serviced has led to significant objections from highways officers. Objections could potentially be withdrawn subject to a full assessment of site specific highway safety and servicing issues. Officers have requested the provision of appropriate road safety audits and details of the strategy for servicing each of the proposed sites.

9.4 The applicant has responded and advised they do not consider it necessary to provide road safety audits for any signs which are not digital in format and that this is consistent with their existing policy nationwide. The applicant asserts that the provision of a servicing strategy should not be a determining factor in the decision making process for each site and that this information should be provided after the grant of Advertisement Consent. This matter is still being discussed and members will be updated at panel on the outcome of these discussions.

9.5 Visual Amenity

Officers have requested that further information be supplied within the supporting documentation for each application which demonstrates that each structure would not have an adverse impact upon trees, landscaping or any adjacent street furniture.

The applicant has responded to this request by stating that, in their view, the proposals do not have any impact on any existing signage or trees and as such these are not referenced. The applicant states that they do not propose to relocate any trees nor any street furniture and as such, detailed information relating to trees and street furniture have not been shown within the proposals.

9.6 Site Appraisals

(i) 14/06617/ADV - Land at Inner Ring Road, Woodhouse Lane, Woodhouse, Leeds

The proposed siting is considered acceptable to officers in visual amenity terms however, fundamental public/highway safety issues have been identified since pre-

application stage and the proposal cannot currently be supported by officers. The advertisement structure is proposed to be sited on the adopted urban motorway A64(M) between running carriageway lanes on the central reserve area. No pedestrian access is permitted on the motorway and Highways officers have no understanding of how the applicant proposes service vehicles and operatives access the site in a safe manner. Vehicles could not be parked in any proximity without a full closure of the road. This would require a very long lead in time and co-ordination with any other highway operations that may be taking place, the proposed siting of the advert would not be practical and also raises safety considerations given the need to maintain visibility between slip roads. Electrical supply could not be accommodated under the urban motorway. It is therefore considered by officers that the structure should be re-sited to be accessible by vehicle without having to enter the A64(M).

(ii) 14/06618/ADV - Land off Clay Pit Lane, Chapeltown, Leeds

The proposal reflects the pre-application presentation to members on 14th July 2014 and officers have no objection to the proposal with regard to visual amenity however a letter of objection from Leeds Civic Trust outlines an objection to this sign. Leeds Civic Trust consider that the sign would be visually intrusive within an already hostile traffic dominated scene and consider that as local residents live close by to the site, attempts should be made to try and reduce the impact of traffic and signage in the area.

Officers have considered the objection but consider the sign would be understood as part of a commercial context. Whilst the comments regarding the impact upon residential areas has been noted, the two most proximate residential areas to the application site are Oatland Gardens (located over 180 metres from the application site and located behind a landscaped buffer such that the road network is predominantly screened from views out of the residential estate) and Leopold Street, which is over 300 metres from the application site and therefore not understood as part of the same visual context. Officers consider that the sign would be located within a gateway location to the City Centre and would be understood as part of the highway network rather than a residential street scene. Therefore the visual impact of the sign is considered acceptable.

The proposal as a whole is not currently supported in terms of highway safety due to lack of understanding of the required access/servicing proposals. Highways officers have yet to be satisfied that regular servicing would be practical at this particular site and sufficient information has not been provided to fully assess the implications of the proposed siting.

Highways officers further consider that the view of the advert must be completely clear of all signal heads, however this information and relationship is not currently included within the submitted supporting information. Officers consider this relationship must be successfully addressed within a Road Safety Audit to accompany the application before this proposal can be supported.

(iii) 14/06619/ADV - Land off Wellington Road, Holbeck, Leeds

In terms of visual amenity, in principle officers have no objection to the siting of this sign given its location within a wide and deep landscaped banking but further detail by way of a Road Safety Audit and Servicing Strategy is considered to be required.

(iv) 14/06620/ADV - Land on A643, Near Domestic Road, Holbeck, Leeds

In terms of visual amenity, in principle, officers have no objection to the siting and appearance of this sign. However, highways officers have identified potential problems regarding servicing access to the structure. Without an understanding of the applicant's proposed servicing strategy, it is currently considered that the site cannot be safely accessed without excessive traffic management measures that would need to be employed every time the advert was changed and therefore based on the current level of information the proposal cannot be supported in highway safety terms at this time.

(v) 14/06621/ADV - Land off Crown Point Road, Leeds

In regard to visual amenity, the view of officers is that the structure would not offer a detrimental impact in this location however Leeds Civic Trust have objected to this proposal as detailed in para. 5.3 of this report.

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 and physical 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 its overall impact. Furthermore the proposed siting has been amended since pre-application stage with the sign now proposed to be located approximately 10 metres further south than was originally suggested. This revision is intended to reduce the prominence of the sign in its relationship with the adjacent conservation area and setting of the Grade I listed Leeds Minster from southbound and westbound views.

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 and in the moments that the proposed structure and the conservation area/Leeds Minster are read together, the structure would be read against the backdrop of the more modern context to the south. There are no views containing both the Leeds Minster and the proposed hoarding from a northbound direction from Crown Point. Therefore the visual impact of the sign is considered acceptable.

With regard to public safety, highways officers presently object to this proposal as there is currently an identified issue with late lane changes by north bound traffic heading toward York in this location. Highways officers consider that a large scale advertisement structure in this location could further distract drivers and this relationship must be addressed within a Road Safety Audit for the site. Additional lane designation signs may also be required on the north bound approach along Crown Point Road however a full assessment cannot be made on the basis of the submitted information.

(vi) 14/06622/ADV - Land on Hunslet Road, Hunslet, Leeds

In visual amenity terms, there are no officer objections to the proposal as presented in principle, subject to the removal of the adjacent hoarding to avoid visual clutter and the prevention of an over-proliferation of advertisements in this location. The structure would need to be removed to accommodate the New Generation Transport scheme, but it is believed at this point that a minimum of 3 years would be achieved by siting the structure at the proposed location.

(vii) 14/06623/ADV – One illuminated advertisement sign: Land at Inner Ring Road/Woodhouse Lane

The proposed siting is considered acceptable to officers in visual amenity terms however, fundamental public/highway safety issues have been identified since pre-application stage and the proposal cannot currently be supported by officers. The advertisement structure is proposed to be sited to a bridge on the adopted urban motorway between two lanes. No pedestrian access is permitted on the motorway and Highways officers have no understanding of how the applicant proposes service vehicles and operatives access the site in a safe manner. Vehicles could not be parked in any proximity without a full closure of the road. This would require a very long lead in time and co-ordination with any other highway operations that may be taking place.

(viii) 14/06624/ADV - Land at Meadow Lane, Holbeck, Leeds

Leeds Civic Trust object to this proposal as they consider the advertisement structure would constitute a visual intrusion into the landscape of the 'South Bank'. Leeds Civic Trust further considers that the proposed cantilever cable supports are unattractive and the overall design should be reconsidered.

With regard to visual amenity, the proposal is supported by officers in principle as the appearance of the proposed structure would be softened by the existing landscaped backdrop, whilst being seen against the modern visual context of Bridgewater Place when approaching from the south east. Officers further consider that the cantilever design would be understood as part of a family of signage which in this case would also include the proposed design of signage under applications 14/06626/ADV – Kirkstall Road and 14/06621/ADV - Land off Crown Point Road, Leeds.

Officers have however identified potential for conflicts with the location of trees, street furniture, existing lighting columns, traffic signals. Currently officers have insufficient details of how the sign would be serviced. In highway safety terms, the advertisement structure must not be placed directly behind signal heads, however the detail provided within the application indicates the advertisement structure would be directly behind a signal head. Officers consider that clarification of this relationship should be addressed within a Road Safety Audit.

(ix) 14/06625/ADV – One digital advertisement sign: Land at Clay Pit Lane Bridge

With regard to highway safety matters, the submitted supporting highway safety report by White Young Green is acceptable as a supporting document but it does not identify potential dazzle effect for drivers entering the tunnel and what could be done to mitigate the potential effect. Further to the submitted report, highways officers consider that additional information should be provided giving consideration to illumination of the display in relation to lighting and luminance within the tunnel, a structural assessment must be provided and a Servicing Strategy agreed.

In regard to visual amenity, the officer opinion remains that this is a visually acceptable form of development subject to agreement on the visual treatment to the rear of the structure. The species of soft landscaping to the rear of the structure may be controlled by planning condition if members are minded to support the principle of the proposal.

Officers consider that the structure would be seen against the modern backdrop of the highway system, the Leeds Arena and the Halifax/Bank of Scotland Building at Lovell Park and would be understood as part of a modern visual context rather than an area with heritage sensitivities. Therefore the visual impact of the sign is considered acceptable.

(x) 14/06626/ADV – Kirkstall Road

The plan provided with the application does not identify any existing directional signage. Based on the submitted information the officer view is the structure should be placed further back and the supporting structure should not be as tall as is indicated. Suitable supporting information should be provided which demonstrates that the structure would not conflict with existing directional signage.

Leeds Civic Trust object to this proposal as they consider the location to be currently cluttered with signs, scrubby vegetation and is car-dominated. Leeds Civic Trust considers that any sign erected in this location should be supported by a significant investment in improving the existing landscaping. Leeds Civic Trust further considers that the proposed cantilever cable supports are unattractive and the overall design should be reconsidered.

Officers consider 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 alongside the modern 'West One' building within an otherwise generally commercial context.

(xi) 14/06627/ADV- Land off Victoria Road And Meadow Lane, Holbeck, Leeds

Highways officers have substantive concerns that directional signage is not illustrated on plan for assessment and therefore, in highway safety terms the proposal cannot currently be supported. 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 and is therefore supported in visual amenity terms.

- 9.16 Members are asked to comment on the proposals and to consider the following matters:
- 9.17 Visual Amenity
 - 9.17.1 As a result of comments received, do Members agree that the visual impact from the proposals are acceptable and appropriate for these locations?**
- 9.18 Public/Highway Safety
 - 9.18.1 In light of highway officer concerns with a number of the proposed advertisements, do members feel that road safety and servicing assessments are required to support the applications?**

Background papers:

Application files: 14/06617/ADV 14/06618/ADV, 14/06619/ADV, 14/06620/ADV,
14/06621/ADV, 14/06622/ADV, 14/06623/ADV, 14/06624/ADV, 14/06625/ADV,
14/06626/ADV, 14/06627/ADV.

Letter of objection from Leeds Civic Trust received 12th December 2014.

Appendix 1: Minutes of City Plans Panel, 17th July 2014.

25 PREAPP/14/00566 - Land Off West Street, Land Off Domestic Road, Land Off Victoria Road, Land At Hunslet Lane, Land At Inner Ring Road/Woodhouse Lane, Land At Crown Point Road, Meadow Lane, Clay Pitt Lane, Leeds

The Panel considered a report of the Chief Planning Officer on emerging proposals for the development and rationalisation of the Council's advertisement portfolio and received a presentation from representatives of the Council's chosen contractor for the ongoing management of this portfolio.

Plans, photographs and graphics were displayed at the meeting. Members were provided with an overview of the proposals for 10 individual sites located within or close to the City Centre boundary, mainly on arterial routes.

The report before Panel provided details on each of the sites and the type of hoarding proposed, although Members were updated on the Claypit Lane site where a digital advertising hoarding was now proposed. Members were also informed that as part of the rationalisation process, 22 hoardings would be removed from a total of 10 sites.

The following information was provided:

- there were 46 displays around the periphery of the City Centre, with many of these looking dated.
- the aim of the scheme was to bring Leeds into line with other leading cities in terms of its advertising portfolio and make the City into one of the top five media destinations.
- that half of the existing displays would be removed and a more bespoke approach would be taken to the new displays.
- that industry standard sizes would be used, i.e 3m x 12m; 5m x 7.5m; 3m x 6m
- that only Claypit Lane would be a digital sign, with the static signs being changed on a fortnightly basis.
- that the monopoles would be a design which would be unique to Leeds.
- that discussions were continuing with Officers to select the most suitable locations, with regard also being had to highway safety.

Members commented on the following matters:

- the Claypit Lane site, with concerns about a digital display leading to distractions for road users.
- the Crown Point Road site and that regard should be had to the nearby Conservation Area and heritage assets.
- the stability of the structures
- the need for large images to be provided when the scheme was next presented to Panel.

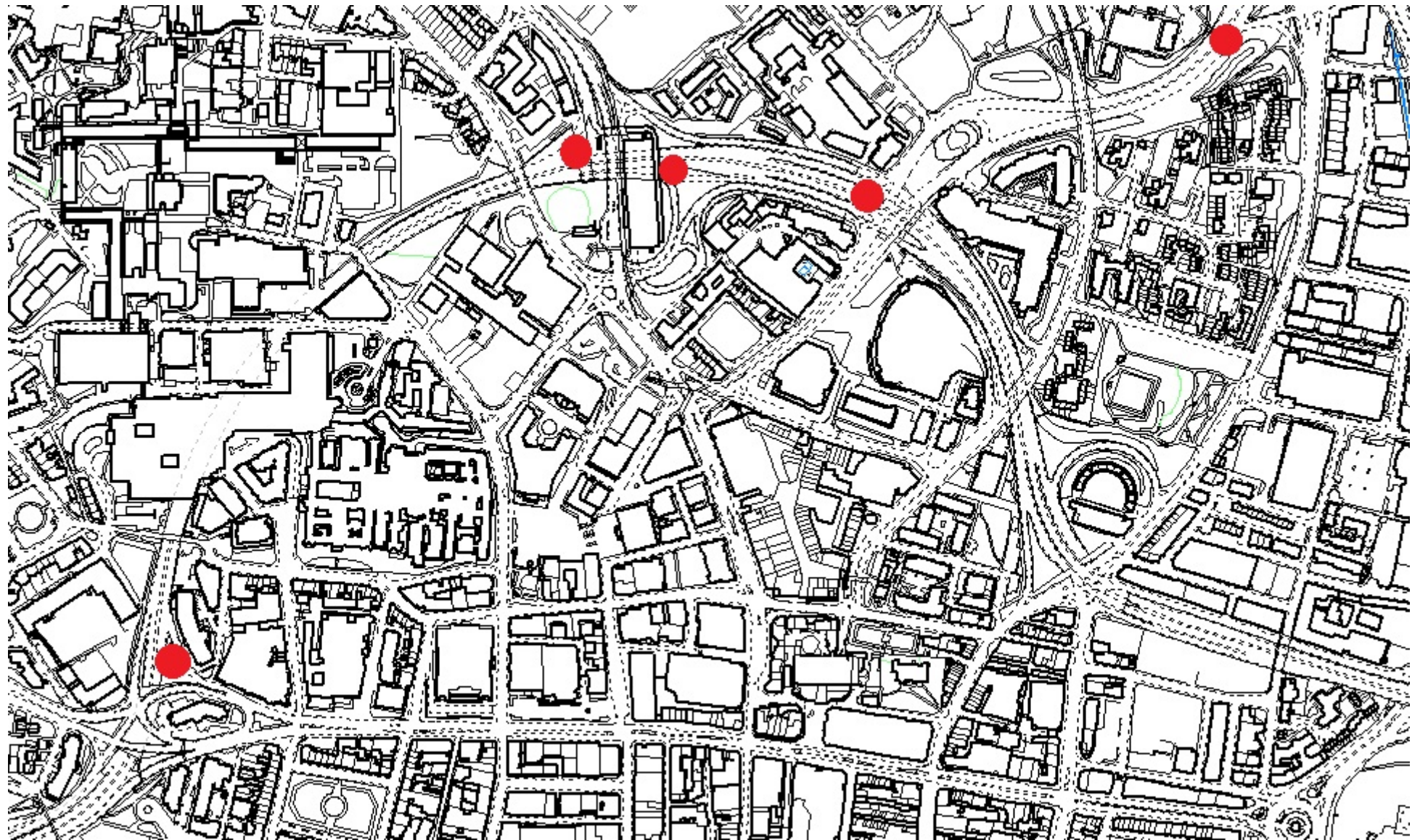
In response to the specific issues raised in the report, Members provided the following responses:

- that in general the visual impact from the proposals was acceptable and appropriate, although concerns remained about the proposed displays at Clay Pit Lane and Crown Point Road.
- that in respect of any adverse highway safety implications arising from the proposed advertisement hoardings, that further consideration should be given to this, particular the maintenance of the static signs in the central reservation and that road closures resulting from such maintenance would not be acceptable. Members were informed that as part of the formal application process, the applicant would undertake road safety audits and present these alongside the application.

RESOLVED - To note the report, the presentation and the comments now made.

During consideration of this matter, Councillor R Grahame left the meeting.

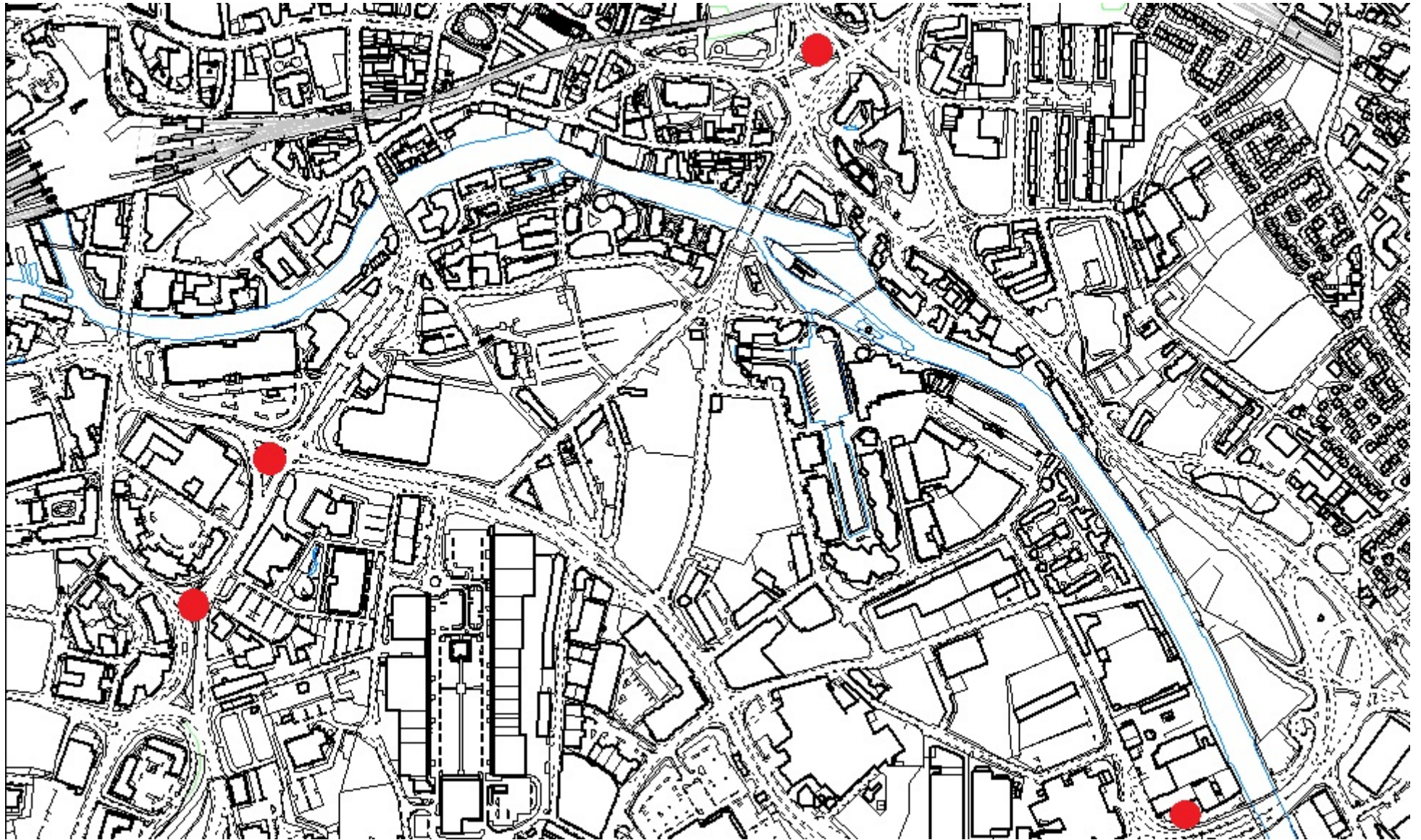
J C Decaux UK Ltd - 5 X HOARDING LOCATIONS – CITY CENTRE NORTH



CITY PLANS PANEL

NOT TO SCALE

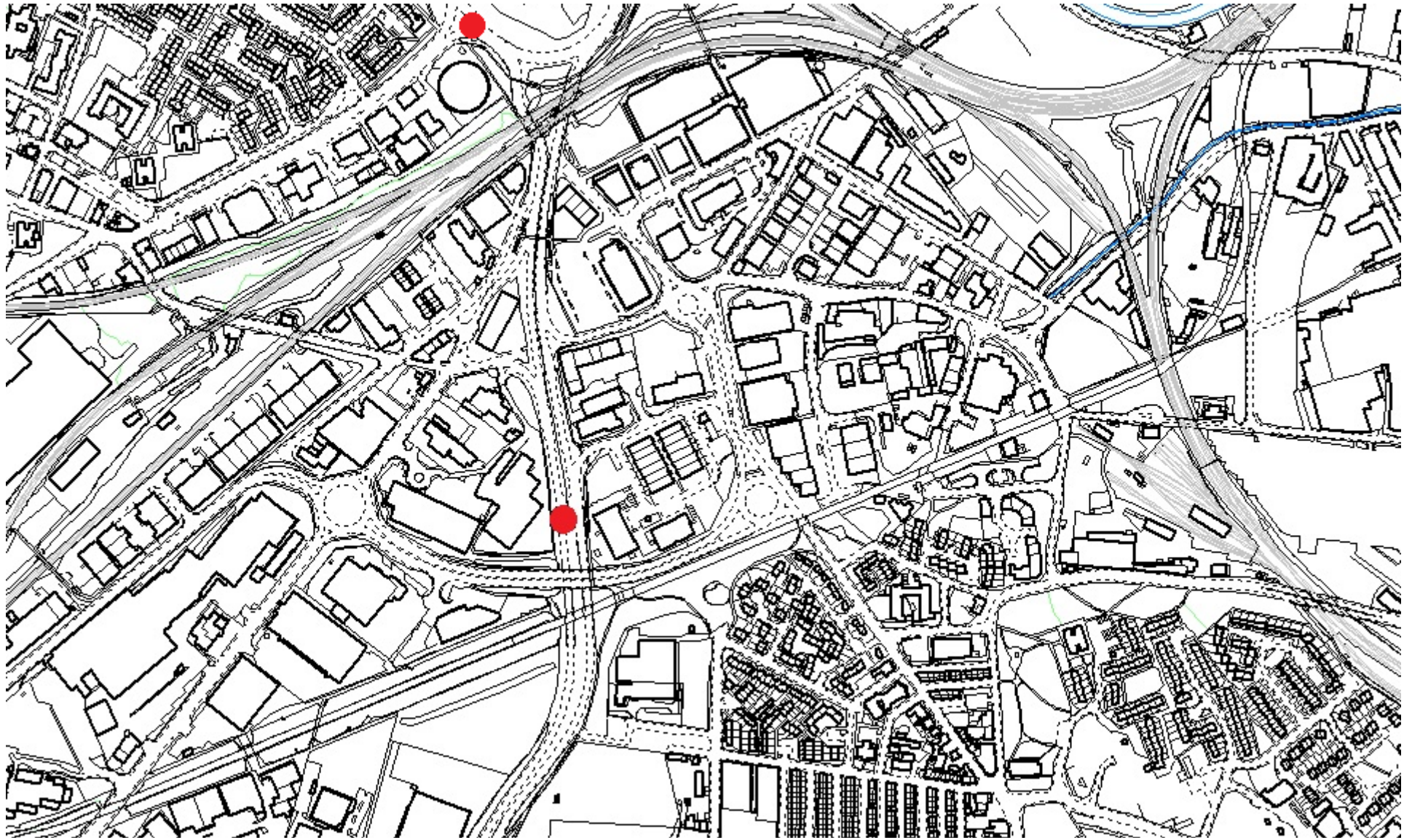
J C Decaux UK Ltd - 4 X HOARDING LOCATIONS – CITY CENTRE SOUTH



CITY PLANS PANEL

NOT TO SCALE

**J C Decaux UK Ltd - 2 X HOARDING LOCATIONS
CITY CENTRE AT WELLINGTON ROAD GYRATORY & SYDENHAM STREET**



CITY PLANS PANEL

NOT TO SCALE