
Report of the Chief Planning Officer

CITY PLANS PANEL

Date: 12 February 2015

Subject: PREAPP/12/002471, PRE-APPLICATION PRESENTATION OF PROPOSALS FOR A TOTAL OF 33 BT TELEPHONE KIOSKS WITH ADVERTISEMENT PANELS IN LOCATIONS WITHIN 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 proposal by BT in partnership with JC Decaux to add to and upgrade the 4 existing new style ST6 BT kiosks in Leeds City Centre. The existing new style kiosks already in situ would be upgraded and 29 further kiosks are proposed in addition to these.
- 1.2 The Applicant has stated that they have a duty to provide a certain level of telecommunications coverage across the City Centre. To this end they state that the numbers of kiosks proposed are therefore required. Therefore they propose a programme of upgrading of their services by providing 29 new additional kiosks. These kiosks feature a telephone on one face and a digital advertisement screen on the other.
- 1.3 Many of the proposal sites are in heritage rich locations, where the context is shaped by the City Centre Conservation Area and Listed Buildings. As such the proposals would influence the visual amenity of these historic elements of the designated City Centre.

- 1.4 A number of the sites are also in locations close to the public highway where there is the potential to screen views for pedestrians and drivers, as well as narrowing public footways
- 1.5 It is also the case that a number of proposed kiosks would be clustered on key streets in the City Centre. There is a mixture of existing street furniture in these locations and the addition of further structures could result in clutter.

2.0 SITE AND SURROUNDINGS

The proposal relates to 33 individual sites located within the City Centre boundary. The individual sites and their respective contexts are outlined in paragraph 6.0 of this report.

3.0 RELEVANT PLANNING HISTORY

Members should note that applications for a total of 24 six sheet advertisement units have been submitted by Clear Channel in partnership with Leeds City Council, and are yet to be determined. In addition, JC Decaux in partnership with Leeds City Council have submitted 10 large scale illuminated advertisement hoardings and 1 digital advertisement unit at sites around the outer edges of the designated City Centre.

Both these proposals have been presented to Plans Panel at pre-application stage. Clear Channels 6 sheet proposals are probably most relevant since in some cases they are in close proximity to the BT proposals.

The 6 sheet advertisement units, 24 in total, are proposed at the following locations:

One illuminated single sided free standing sign to a site at the corner of Whitehall Road and Northern Street, Leeds, planning reference 15/00096/ADV.

One illuminated single sided free standing sign to a site outside 58 - 60 Albion Street, Leeds, planning reference 15/00101/ADV.

One illuminated single sided free standing sign to a site at the corner of Woodhouse Lane and Queen Square Court, Leeds, planning reference 15/00102/ADV.

One illuminated single sided free standing sign to a site at the corner of Swinegate and Sovereign Street, Leeds, planning reference 15/00103/ADV.

Three illuminated single sided free standing signs to sites at the corner of East Parade and Infirmary Street, the corner of Infirmary Street and Bond Court, the corner of Infirmary Street and Wine Street, Leeds, planning reference 15/00104/ADV.

Four illuminated single sided free standing signs to sites at the Clay Pit Lane outside and opposite First Direct Arena, Clay Pit Lane outside Hepworth House and the Clay Pit Lane side of Providence Place, Leeds, planning reference 15/00117/ADV.

Two illuminated single sided free standing signs to sites at outside 54 and 101 The Headrow, Leeds, planning reference 15/00118/ADV.

Five illuminated single sided free standing signs to sites opposite Fish Street and outside 58-60, 127, 149-150 and 88-89 Briggate, Leeds, planning reference 15/00119/ADV.

One illuminated single sided free standing sign to a site outside 40 Lands Lane, Leeds, planning reference 15/00120/ADV.

Two illuminated single sided free standing signs to sites at Park Row opposite City Square and the corner of Park Row and Boar Lane, Leeds, planning reference 15/00122/ADV.

Two illuminated single sided free standing signs to sites opposite 35 Bond Street and the corner of Bond Street and Lower Basinghall Street, Leeds, planning reference 15/00124/ADV.

One illuminated single sided free standing sign to a site at the corner of Eastgate and St Peters Street, Leeds, planning reference 15/00137/ADV.

4.0 HISTORY OF NEGOTIATIONS

- 4.1 In August 2014 detailed pre-application proposals were submitted by BT to the Planning Department in relation to the 33 sites for consideration. Subsequent meetings and on site appraisals were undertaken by Planning, Conservation, City Centre Management and Highways Officers to consider the siting and appearance of the proposed units. Officers advised the Developers that only 9 of these 33 sites could be supported. However, the Developer felt that they needed to present all the proposed sites to Members to allow them to provide a full picture of their existing and proposed coverage, notwithstanding the limited officer support.
- 4.3 Ward Members were consulted on 10 December 2014. No comments have been received to date.

5.0 POLICY

5.1 National Planning Policy Framework (NPPF)

- 5.2 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.
- 5.3 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.
- 5.4 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.

- 5.5 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

5.6 **Core Strategy**

- 5.7 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.

- 5.8 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.

- 5.9 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:

5.10 **Leeds Unitary Development Plan Review Retained Policies**

- 5.11 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.

- 5.12 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.

6.0 **PROPOSALS**

- 6.1 The proposals are for 33 of BT's new style telephone kiosk which provide the telephone on one side, with an advertisement panel to the rear face of each kiosk. These would be positioned on different sites within Leeds City Centre. The appearance of the units has been upgraded from that of the existing BT kiosks that are already in situ in the City Centre. Four of the proposals would be for the replacement of existing new style kiosks with the upgraded kiosk. These are already located in Dortmund Square, outside MacDonald's on Albion Street and on The Headrow, to this latest design.

- 6.2 The latest design of the units would mean they would be slimmer with a rounded top with their dimensions being approximately 2.712 metres in height, 1.360 metres in width and 0.208 metres in depth (compared with the existing kiosks which are 2.712 metres in height, 1.338 metres in width and 0.26 metres in depth).

6.3 Following pre-application discussions between officers and representatives of BT and JC Decaux it is considered that only 9 of the proposed 33 sites can be supported including replacement of the 4 existing advertisement displays at The Headrow, Dortmund Square and on upper Albion Street. The additional sites proposed are as follows;

6.4 Kirkgate outside Zara

The proposal would be sited on an area of enhanced public realm and would replace a pair of older style BT kiosks, a mixture of other street furniture is present on the street. The site is close to but outside the boundary of the City Centre Conservation Area.

This site is supported by Officers because this stretch of footway is relatively clutter free and the proposal would replace existing street furniture in the same location.

6.5 Albion Street outside the O'Neil unit in The Light

The proposal would be positioned on a stretch of public footway beyond the entrance to The Light. The site is close to but outside the boundary of the City Centre Conservation Area and is within the setting of the Grade II Listed Headrow Buildings at 44-72 The Headrow.

This site is supported by Officers because this stretch of footway is relatively clutter free and the proposal would be set far enough away from the Listed Headrow Buildings to ensure their visual integrity.

6.6 Outside 22-26 The Headrow adjacent to the Sainsbury's unit

The proposal would be positioned on a stretch of public footway close to Dortmund Square. The site is close to but outside the boundary of the City Centre Conservation Area and is within the setting of the Grade II Listed Thornton's Building at 44 Lands Lane, and the Horse and Trumpet Hotel at 51 & 53 The Headrow.

This site is supported by Officers because this stretch of footway is relatively clutter free and the proposal would be set far enough away from the Listed Buildings to ensure their visual integrity.

6.7 Outside 22-26 The Headrow adjacent to the Argos unit

The proposal would be positioned on a stretch of public footway close to the entrance to the Broadgate building. The site is close to but outside the boundary of the City Centre Conservation Area and is within the setting of the Grade II Listed Thornton's Building at 44 Lands Lane, and the Horse and Trumpet Hotel at 51 & 53 The Headrow.

This site is supported by Officers because this stretch of footway is relatively clutter free and the proposal would be set far enough away from the Listed Buildings to ensure their visual integrity.

6.8 Outside Boots 12 -13 Vicar Lane

The proposal would be positioned on a stretch of public footway to the west side of

Leeds Kirkgate Market which is a Grade I Listed Building and within the boundary Of the City Centre Conservation Area. The proposal would be in line with other existing street furniture in this location.

This site is supported by Officers because this stretch of footway is relatively clutter free and the proposal would be set far enough away from the Listed Kirkgate Market to ensure its visual integrity.

6.9 Outside Victoria Arcade, Vicar Lane

The proposal would be positioned on a stretch of public footway which is set within the City Centre Conservation Area and within close proximity to the Grade II * Listed Buildings at 2-42 Queen Victoria Street (known as the Victoria Quarter), and the Grade II Listed 53 to 63 Vicar Lane, 68 to 74 Vicar Lane and 1 to 3 Harewood Street.

The site is not supported by Officers due to the fact that this is an area which will shortly be subject to significant public realm enhancement works and de-cluttering as part of the Victoria Gate development. In addition, the proposals would have a negative impact on the character and setting of the nearby Listed Buildings and this part of the City Centre Conservation Area by interrupting views of these heritage assets. The proposal is considered to detract from the visual amenities of the area and would result in an unacceptable level of visual clutter in the street.

6.10 Outside County Arcade, Vicar Lane

The proposal would be positioned on a stretch of public footway which is set within the City Centre Conservation Area and within close proximity to the Grade II * Listed Buildings at 2-42 Queen Victoria Street (known as the Victoria Quarter), and the Grade II Listed 53 to 63 Vicar Lane, 68 to 74 Vicar Lane and 1 to 3 Harewood Street.

The site is not supported by Officers due to the fact that this is an area which will shortly be subject to significant public realm enhancement works and de-cluttering as part of the Victoria Gate development. In addition, the proposals would have a negative impact on the character and setting of the nearby Listed Buildings and this part of the City Centre Conservation Area by interrupting views of these heritage assets. The proposal is considered to detract from the visual amenities of the area and would result in an unacceptable level of visual clutter in the street.

6.11 Between BHS and Superdry and the entrances to Trinity on Albion Street

The proposal would be positioned on a stretch of public footway which has recently been upgraded and decluttered and has been re-established with new high quality paving and appropriately designed and located street furniture. The site is close to but outside the boundary of the City Centre Conservation Area.

The site is not supported by Officers due to the recent high quality upgrading of the public realm on this street. The level of street furniture already installed as part of the upgrade is the maximum that is appropriate for this enhanced public footway. The proposal is considered to detract from the visual amenities of the area and would result in an unacceptable level of visual clutter in the street.

6.12 Outside Superdrug, Kirkgate

The proposal would be positioned on a stretch of public footway which has recently been upgraded and decluttered and has been re-established with new high quality paving and appropriately designed and located street furniture. The site is within the boundary of the City Centre Conservation Area.

The site is not supported by Officers due to the recent high quality upgrading of the public realm on this street. The level of street furniture already installed as part of the upgrade is the maximum that is appropriate for this enhanced public footway. The proposal is considered to detract from the visual amenities of the area and would result in an unacceptable level of visual clutter in the street.

6.13 City Square Outside Mill Hill Chapel

The proposal would be positioned on a stretch of public footway close to the Grade II* Listed Building Mill Hill Chapel to the eastern side of City Square. The site is within the setting of the City Centre Conservation Area and is on the proposed route for the New Generation Transport (NGT) trolley bus. There is also a current submission (planning reference 15/00122/ADV) for a 6 sheet advertisement board under consideration by the Local Planning Authority in this location

The site is not supported by Officers due to the potential for visual clutter were this and the 6 sheet advert unit to be approved in combination with other existing street furniture, as well as being in the route of the proposed NGT trolley bus. It is considered there is only space to accommodate one new unit here and that two units with advertisement displays would have a negative impact on the character and setting of the nearby Listed Buildings and this part of the City Centre Conservation Area by interrupting views of these heritage assets.

6.14 Outside Ark in The Light, The Headrow

The proposal would be positioned on a relatively narrow stretch of public footway which has an existing high level of street furniture. The site is close to the Grade II Listed Building 44 to 72 The Headrow (The Light) and is partially within the boundary of the City Centre Conservation Area. There is also a current submission (planning reference 15/00118/ADV) for a 6 sheet advertisement board under consideration by the Local Planning Authority in the vicinity.

The site is not supported by Officers due to the potential for visual clutter were this and the 6 sheet advert unit to be approved in combination with other existing street furniture. It is the case there is only space to accommodate one new unit here and that two advertisement displays would have a negative impact on the character and setting of the nearby Listed Buildings and this part of the City Centre Conservation Area by interrupting views of these heritage assets.

6.15 Outside Berry's at 62 Albion Street

The proposal would be positioned on a stretch of public footway which has recently been upgraded and decluttered and has been re-established with new high quality paving and appropriately designed and located street furniture. The site is within the boundary of the City Centre Conservation Area.

The site is not supported by Officers due to the recent high quality upgrading of the public realm on this street. The level of street furniture already installed as part of the upgrade is the maximum that is appropriate for this enhanced public footway.

The proposal is considered to detract from the visual amenities of the area and would result in an unacceptable level of visual clutter in the street.

6.16 Outside Café Nero on Boar Lane

The proposal would be positioned on a relatively constructed stretch of public footway which has a very high level of pedestrian movements. There is other existing street furniture on this area and the site is in front of a bus stop. The site is within the boundary of the City Centre Conservation Area and close to the Grade II Listed Building 58 & 63 Boar Lane.

The site is not supported by Officers as it would be positioned on a narrow street with very heavy pedestrian footfall and would block views of and to a nearby bus stop. As such the proposal would be of detriment to the safe and free flow of the highway network. The proposal would also have a negative impact on the character and setting of the nearby Listed Buildings and this part of the City Centre Conservation Area by interrupting views of these heritage assets. The proposal is considered to detract from the visual amenities of the area and would result in an unacceptable level of visual clutter in the street.

6.17 At junction of Great George Street with Woodhouse Lane

The proposal would be positioned on a stretch of public footway at a busy crossroads within the City Centre. The site is also close to the Grade II Listed Thoresby Building and is within the boundary of the City Centre Conservation Area.

The site is not supported by Officers as the position of the proposal would block views of traffic lights and a pedestrian crossing, where it could be a distraction to drivers as well as hindering views of pedestrians as they approach the crossing. As such the proposal would be of detriment to the safe and free flow of the highway network. The proposal would also have a negative impact on the character and setting of the nearby Listed Buildings and this part of the City Centre Conservation Area by interrupting views of these heritage assets. The proposal is considered to detract from the visual amenities of the area and would result in an unacceptable level of visual clutter in the street.

6.18 Outside Toni & Guy, Boar Lane

The proposal would be positioned on a stretch of busy public footway with a high level of pedestrian movements close to a bus stop. The site is also close to the Grade II Listed Building 1 to 13 Boar Lane and is within the boundary of the City Centre Conservation Area.

The site is not supported by Officers as the position of the proposal would be positioned on a narrow street with very heavy pedestrian footfall and would block views of a bus stop. As such the proposal would be of detriment to the safe and free flow of the highway network. The proposal would also have a negative impact on the character and setting of the nearby Listed Buildings and this part of the City Centre Conservation Area by interrupting views of these heritage assets. The proposal is considered to detract from the visual amenities of the area and would result in an unacceptable level of visual clutter in the street.

6.19 Outside Betfred on Bond Street

The proposal would be positioned on a stretch of public footway which has recently been upgraded and decluttered and has been re-established with new high quality paving and appropriately designed and located street furniture. The site is within the boundary of the City Centre Conservation Area. There is also a current submission (planning reference 15/00124/ADV) for a 6 sheet advertisement board under consideration by the Local Planning Authority in the vicinity.

The site is not supported by Officers due to the recent high quality upgrading of the public realm and the potential for visual clutter were this and the 6 sheet advert unit to be approved in combination with other existing street furniture. It is considered that there is only space to accommodate one new unit here and that two advertisement displays would detract from the visual amenities of the area and would result in an unacceptable level of visual clutter in the street.

6.20 Adjacent to Boots on Bond Street

The proposal would be positioned on a stretch of public footway which has recently been upgraded and decluttered and has been re-established with new high quality paving and appropriately designed and located street furniture. The site is within the boundary of the City Centre Conservation Area. There is also a current submission (planning reference 15/00124/ADV) for a 6 sheet advertisement board under consideration by the Local Planning Authority in the vicinity.

The site is not supported by Officers due to the recent high quality upgrading of the public realm and the potential for visual clutter were this and the 6 sheet advert unit to be approved in combination with other existing street furniture. It is considered that there is only space to accommodate one new unit here and that two advertisement displays would detract from the visual amenities of the area and would result in an unacceptable level of visual clutter in the street.

6.21 Outside Moss on Albion Street (this is site is Option A for this part of Albion Street)

The proposal would be positioned on a stretch of public footway which has recently been upgraded and decluttered and has been re-established with new high quality paving and appropriately designed and located street furniture. The site is close to but outside the boundary of the City Centre Conservation Area. The proposal would be positioned within the setting of the Grade II Listed Buildings 35 and 35a Albion Place and 48 Albion Street.

The site is not supported by Officers due to the recent high quality upgrading of the public realm and the potential for clutter in combination with other existing street furniture. The proposal would also have a negative impact on the character and setting of the Listed Buildings and the nearby City Centre Conservation Area by interrupting views of these heritage assets. The proposal is considered to detract from the visual amenities of the area and would result in an unacceptable level of visual clutter in the street.

6.22 Outside Starbucks on Albion Street (this is site is Option B for this part of Albion Street)

The proposal would be positioned on a stretch of public footway which has recently been upgraded and decluttered and has been re-established with new high quality paving and appropriately designed and located street furniture. The site is close to but outside the boundary of the City Centre Conservation Area. The proposal would

be positioned within the setting of the Grade II Listed Buildings 35 and 35a Albion Place and 48 Albion Street.

The site is not supported by Officers due to the recent high quality upgrading of the public realm and the potential for clutter in combination with other existing street furniture. The proposal would also have a negative impact on the character and setting of the Listed Buildings and the nearby City Centre Conservation Area by interrupting views of these heritage assets. The proposal is considered to detract from the visual amenities of the area and would result in an unacceptable level of visual clutter in the street.

6.23 Outside Monsoon on Commercial Street

The proposal would be positioned on a stretch of public footway which has recently been upgraded and decluttered and has been re-established with new high quality paving and appropriately designed and located street furniture. The site is close to but outside the boundary of the City Centre Conservation Area. The proposal would be positioned within the setting of the Grade II Listed Buildings 48 Albion Street and 21 to 22 Commercial Street.

The site is not supported by Officers due to the recent high quality upgrading of the public realm and the potential for clutter in combination with other existing street furniture. The proposal would also have a negative impact on the character and setting of the Listed Buildings and the nearby City Centre Conservation Area by interrupting views of these heritage assets. The proposal is considered to detract from the visual amenities of the area and would result in an unacceptable level of visual clutter in the street.

6.24 Outside Ernest Jones, Central Square, Lands Lane

The proposal would be positioned on City Centre public square which has recently been upgraded and decluttered and has been re-established with new high quality paving and appropriately designed and located street furniture. The site is within the boundary of the City Centre Conservation Area. The proposal would be positioned within the setting of the Grade II Listed Buildings 1 & 3 Lands Lane, 8 to 9 and 36 to 38 Commercial Street.

The site is not supported by Officers due to the recent high quality upgrading of the public realm and the potential for clutter in combination with other existing street furniture. The proposal would also have a negative impact on the character and setting of the Listed Buildings and the City Centre Conservation Area by interrupting views of these heritage assets. The proposal is considered to detract from the visual amenities of the area and would result in an unacceptable level of visual clutter in the street.

6.25 Outside River Island on Briggate

The proposal would be positioned on a stretch of public footway which has recently been upgraded and decluttered and has been re-established with new high quality paving and appropriately designed and located street furniture. The site is within the boundary of the City Centre Conservation Area. There is also a current submission (planning reference 15/00119/ADV) for a 6 sheet advertisement board under consideration by the Local Planning Authority in the vicinity.

The site is not supported by Officers due to the recent high quality upgrading of the public realm and the potential for visual clutter were this and the 6 sheet advert unit to be approved in combination with other existing street furniture. The proposal is considered to detract from the visual amenities of the area and would result in an unacceptable level of visual clutter in the street were two advertisement displays to be installed.

6.26 Outside 140 to 142 House of Fraser on Briggate

The proposal would be positioned on a stretch of public footway which has recently been upgraded and decluttered and has been re-established with new high quality paving and appropriately designed and located street furniture. The site is close to but outside the boundary of the City Centre Conservation Area. The site is positioned within the setting of the Grade II Listed Building 133 to 137 Briggate. There is also a current submission (planning reference 15/00119/ADV) for a 6 sheet advertisement board under consideration by the Local Planning Authority in the vicinity.

The site is not supported by Officers due to the recent high quality upgrading of the public realm and the potential for clutter were this and the 6 sheet advert unit to be approved in combination with other existing street furniture. The proposal would also have a negative impact on the character and setting of the Listed Buildings and the nearby City Centre Conservation Area by interrupting views of these heritage assets. The proposal is considered to detract from the visual amenities of the area and would result in an unacceptable level of visual clutter in the street were two advertisement displays to be installed.

6.27 Outside Carphone Warehouse on Briggate

The proposal would be positioned on a stretch of public footway which has recently been upgraded and decluttered and has been re-established with new high quality paving and appropriately designed and located street furniture. The site is close to but outside the boundary of the City Centre Conservation Area. The site is positioned within the setting of the Grade II Listed Building 50 & 51 Briggate. There is also a current submission (planning reference 15/00119/ADV) for a 6 sheet advertisement board under consideration by the Local Planning Authority in the vicinity.

The site is not supported by Officers due to the recent high quality upgrading of the public realm and the potential for clutter were this and the 6 sheet advert unit to be approved in combination with other existing street furniture. The proposal would also have a negative impact on the character and setting of the Listed Buildings and the nearby City Centre Conservation Area by interrupting views of these heritage assets. The proposal is considered to detract from the visual amenities of the area and would result in an unacceptable level of visual clutter in the street were two advertisement displays to be installed.

6.28 Outside H Samuels at 54 Briggate

The proposal would be positioned on a stretch of public footway which has recently been upgraded and decluttered and has been re-established with new high quality paving and appropriately designed and located street furniture. The site is close to but outside the boundary of the City Centre Conservation Area. There is also a current submission (planning reference 15/00119/ADV) for a 6 sheet advertisement board under consideration by the Local Planning Authority in the vicinity.

The site is not supported by Officers due to the recent high quality upgrading of the public realm and the potential for clutter were this and the 6 sheet advert unit to be approved in combination with other existing street furniture. The proposal is considered to detract from the visual amenities of the area and would result in an unacceptable level of visual clutter in the street were two advertisement displays to be installed.

6.29 Outside the Flight Centre on Briggate

The proposal would be positioned on a stretch of public footway which has recently been upgraded and decluttered and has been re-established with new high quality paving and appropriately designed and located street furniture. The site is close to but outside the boundary of the City Centre Conservation Area. The site is positioned within the setting of the Grade II Listed Buildings 34 & 36 and 92 & 93 Briggate. There is also a current submission (planning reference 15/00119/ADV) for a 6 sheet advertisement board under consideration by the Local Planning Authority in the vicinity.

The site is not supported by Officers due to the recent high quality upgrading of the public realm and the potential for clutter were this and the 6 sheet advert unit to be approved in combination with other existing street furniture. The proposal would also have a negative impact on the character and setting of the Listed Buildings and the nearby City Centre Conservation Area by interrupting views of these heritage assets. The proposal is considered to detract from the visual amenities of the area and would result in an unacceptable level of visual clutter in the street were two advertisement displays to be installed.

6.30 Outside Louis Vuitton, the Victoria Quarter on Briggate

The proposal would be positioned on a stretch of public footway which has recently been upgraded and decluttered and has been re-established with new high quality paving and appropriately designed and located street furniture. The site is close to but outside the boundary of the City Centre Conservation Area. The site is positioned within the setting of the Grade II Listed Buildings Grade II * Listed Buildings at 2-42 Queen Victoria Street (known as the Victoria Quarter) and Grade II 53 to 63 Vicar Lane. There is also a current submission (planning reference 15/00119/ADV) for a 6 sheet advertisement board under consideration by the Local Planning Authority in the vicinity.

The site is not supported by Officers due to the recent high quality upgrading of the public realm and the potential for clutter were this and the 6 sheet advert unit to be approved in combination with other existing street furniture. The proposal would also have a negative impact on the character and setting of the Listed Buildings and the nearby City Centre Conservation Area by interrupting views of these heritage assets. The proposal is considered to detract from the visual amenities of the area and would result in an unacceptable level of visual clutter in the street were two advertisement displays to be installed.

6.31 Outside Harvey Nichols, the Victoria Quarter on Briggate

The proposal would be positioned on a stretch of public footway which has recently been upgraded and decluttered and has been re-established with new high quality paving and appropriately designed and located street furniture. The site is close to but outside the boundary of the City Centre Conservation Area. The site is

positioned within the setting of the Grade II Listed Buildings Grade II * Listed Buildings at 2-42 Queen Victoria Street (known as the Victoria Quarter) and Grade II 53 to 63 Vicar Lane. There is also a current submission (planning reference 15/00119/ADV) for a 6 sheet advertisement board under consideration by the Local Planning Authority in the vicinity.

The site is not supported by Officers due to the recent high quality upgrading of the public realm and the potential for clutter were this and the 6 sheet advert unit to be approved in combination with other existing street furniture. The proposal would also have a negative impact on the character and setting of the Listed Buildings and the nearby City Centre Conservation Area by interrupting views of these heritage assets. The proposal is considered to detract from the visual amenities of the area and would result in an unacceptable level of visual clutter in the street were two advertisement displays to be installed.

6.32 Outside USC on Briggate

The proposal would be positioned on a stretch of public footway which has recently been upgraded and decluttered and has been re-established with new high quality paving and appropriately designed and located street furniture. The site is close to but outside the boundary of the City Centre Conservation Area. The site is positioned within the setting of the Grade II Listed Buildings Grade II * Listed Buildings at 2-42 Queen Victoria Street (known as the Victoria Quarter), and Grade II 64 Briggate and 53 to 63 Vicar Lane. There is also a current submission (planning reference 15/00119/ADV) for a 6 sheet advertisement board under consideration by the Local Planning Authority in the vicinity.

The site is not supported by Officers due to the recent high quality upgrading of the public realm and the potential for clutter were this and the 6 sheet advert unit to be approved in combination with other existing street furniture. The proposal would also have a negative impact on the character and setting of the Listed Buildings and the nearby City Centre Conservation Area by interrupting views of these heritage assets. The proposal is considered to detract from the visual amenities of the area and would result in an unacceptable level of visual clutter in the street were two advertisement displays to be installed.

6.33 Outside Santander at 73 to 75 Albion Place

The proposal would be positioned on a stretch of public footway which has recently been upgraded and decluttered and has been re-established with new high quality paving and appropriately designed and located street furniture. The site is close to but outside the boundary of the City Centre Conservation Area. The site is positioned within the setting of the Grade II Listed Buildings Grade II Listed Buildings at 17 & 18 and 19 & 23 Albion Place and 64 Briggate. There is also a current submission (planning reference 15/00119/ADV) for a 6 sheet advertisement board under consideration by the Local Planning Authority in the vicinity.

The site is not supported by Officers due to the recent high quality upgrading of the public realm and the potential for clutter were this and the 6 sheet advert unit to be approved in combination with other existing street furniture. The proposal would also have a negative impact on the character and setting of the Listed Buildings and the nearby City Centre Conservation Area by interrupting views of these heritage assets. The proposal is considered to detract from the visual amenities of the area and would result in an unacceptable level of visual clutter in the street were two advertisement displays to be installed.

7.0 MATTERS FOR CONSIDERATION

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

7.2 Visual Amenity

Applications for Advertisement Consent can only be determined with regard to their impact on visual amenity and public safety. Officers are only supportive of 5 of the additional sites (i.e. Kirkgate outside Zara, Albion Street outside the O'Neil unit in The Light, Outside 22-26 The Headrow adjacent to the Sainsbury's unit, Outside 22-26 The Headrow adjacent to the Argos unit and Outside Boots 12 -13 Vicar Lane), as well as being supportive of the 4 existing sites. The others are considered to be unacceptable for reasons of their adverse impact on visual amenity and/or public safety as discussed above.

12 of the sites also cannot be supported in conjunction with the concurrent proposals by Clear Channel in the same locations. It is considered in these locations that in respect of preserving visual amenity only one 6 sheet advertisement unit would be acceptable per location.

Officers have only been able to recommend support for a total of 9 sites (including the 4 existing sites) out of the 33 proposed because it is considered important not to create additional street clutter to main pedestrian thoroughfares, such as Briggate, to avoid the most sensitive locations in the City Centre Conservation Area and to preserve the setting of Listed Buildings in the interest of protecting existing visual amenity. In some cases the proposed sites are also considered detrimental to highway safety.

Do Members agree with the Officer's comments on the proposed sites?

7.3 Determination of Future Applications

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

Background Papers: PREAPP/12/00247

- ST6 / Digital New Proposals
- Existing ST6 (To Retain/Convert to Digital)

