



Report of the Chief Planning Officer

CITY PLANS PANEL

Date: 5th March 2015

Subject: 14/06618/ADV – ONE DOUBLE SIDED, FREE STANDING ILLUMINATED ADVERTISEMENT SIGN: LAND AT CLAY PIT LANE; 14/06621/ADV – ONE DOUBLE SIDED FREESTANDING ILLUMINATED ADVERTISEMENT SIGN: LAND AT CROWN POINT ROAD; 14/06626/ADV – ONE ILLUMINATED FREESTANDING ADVERTISEMENT SIGN: LAND AT KIRKSTALL ROAD

Electoral Wards Affected:

City and Hunslet

No

Ward Members consulted
(referred to in report)

Specific Implications For:

Equality and Diversity

Community Cohesion

Narrowing the Gap

RECOMMENDATION: GRANT Advertisement Consent subject to the conditions specified at Appendix 1.

1.0 INTRODUCTION

- 1.1 This presentation is intended to update members and allow for determination of the remaining proposals for Advertisement Consent with regard to the development and rationalization of the current Leeds City Council Advertisement Portfolio in partnership with J.C.Decaux UK LTD.
- 1.2 The applications are brought to City Plans Panel following member comments related to 4 of the 11 proposed sites following the presentation of a position statement at City Plans Panel on 22nd January 2015.

2.0 SITE AND SURROUNDINGS

The proposal relates to 3 individual sites located within or close to the City Centre Boundary, mainly located along main arterial routes in and out of the city. The individual sites and their respective contexts are outlined in paragraph 3.0 of this report.

3.0 PROPOSALS

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

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

3.2 Following the view of members that a number of the proposed sites be dealt with by delegated decision (City Plans Panel 22nd January 2015), the following remaining sites are to be determined by members. Members will also note that a fourth site identified as requiring a decision by members (14/06617/ADV (One illuminated freestanding advertisement sign: land at Inner Ring Road) is not brought to members for determination as originally planned due to the application being withdrawn.

3.3 14/06621/ADV - Land at Crown Point Road

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

3.4 14/06618/ADV - Land at Clay Pit Lane

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

3.6 14/06626/ADV - Land at Kirkstall Road

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

4.0 RELEVANT PLANNING HISTORY

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

5.0 HISTORY OF NEGOTIATIONS

- 5.1 In January 2014, J.C. Decaux UK LTD submitted an overview proposal for 13 hoardings and 2 digital screen advertisements in response to the tendered opportunity from Leeds City Council.
- 5.2 In May 2014 a series of detailed proposals were submitted to the Chief Planning Officer in relation to the 15 sites for consideration prior to pre-application discussions between planning officers and highways officers.
- 5.3 On 5th June 2014, representatives of J.C. Decaux UK LTD met with the Chief Planning Officer, planning officers and highways officers and feedback on the merits of each scheme were provided. Negotiations took place and a rationalized proposal prepared for consideration by officers which was received on 8th June 2014. Based on those discussions, the proposed sites were reduced in number to the ten proposed sites outlined in 3.0 of this report.
- 5.4 A pre-application presentation of each of the sites was presented to City Plans Panel by the applicant on 17th July 2014.
- 5.5 The proposals were then brought back to City Plans Panel as a position statement on 22nd January 2015. Members were resolved to allow delegated decisions at the following sites:
- 14/06627/ADV – Victoria Road, 14/06625/ADV – Claypit Lane bridge, 14/06624/ADV – Meadow Lane, 14/06623/ADV – Inner Ring Road/Woodhouse Lane, 14/06622/ADV – Hunslet Road, 14/06620/ADV – near Domestic Road 14/06619/ADV – Wellington Road.
- 5.6 However that in light of concerns raised by Highways Officers that further detail on road safety measures and servicing assessments were required to support the applications, members required the four remaining proposals outlined at the head of this report to be returned to City Plans Panel for determination.
- 5.7 Members are advised that identified highways concerns connected to application 14/06617/ADV (One illuminated freestanding advertisement sign: land at Inner Ring Road) were considered insurmountable and consequently, the application was withdrawn by the applicant on 30.01.2015.

6.0 POLICY

6.1 National Planning Policy Framework (NPPF)

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

6.4 Leeds Unitary Development Plan Review

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

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

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

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

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

6.8 Draft Core Strategy (DCS)

6.9 The draft Core Strategy sets out strategic level policies and vision to guide the delivery of development investment decisions and the overall future of the district. On 26th April 2013 the Council submitted the Publication Draft Core Strategy to the Secretary of State. The Inspector examined the Strategy during October 2013. The weight to be attached is limited where representations have been made.

6.10 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.

6.11 Policy P11: The historic environment, consisting of archaeological remains, historic buildings, townscapes and landscapes, including locally significant undesignated assets and their settings, will be conserved and enhanced, particularly those elements which help to give Leeds its distinct identity:

7.0 ISSUES

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

7.2 Land at Crown Point Road

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

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

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

Whilst it is acknowledged that from southbound and from some westbound views along the highway network the hoarding and the Leeds Minster would be read within the same view, it should be noted that the hoarding would be identifiable as part of the more modern and commercial setting within a wide landscaped area which will help mitigate it's overall impact.

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

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

Following a site visit between representatives of J.C.Dcaux on 30.01.2015, the proposed siting has been slightly amended with the structure relocated slightly towards the east. Following comments made by members at 22nd January City Plans Panel, the applicant has presented two options with cantilever wires both shown and omitted from the proposed structure for members to consider their preference.

Highways officers have assessed the revised position and consider it would be unlikely to cause issues in regard to highway safety however a road safety audit and full details of servicing arrangements will be controlled by condition so that this issue can be fully assessed prior to installation.

7.3 Land at Clay Pit Lane

The double sided signage is proposed in a location which maximises exposure of the sign from a number of key views whilst avoiding the need for a proliferation of different hoardings to take advantage of these available viewpoints. The sign will be viewable from Meanwood Road, Sheepscar Street, Clay Pit Lane and Roundhay Road and would be read as part of a commercial/industrial environment. In highway safety terms, consideration must be given as part of any application to the location of existing gantry signs and lighting columns and this would be addressed by a Road Safety Audit controlled by conditions as expressed in Appendix 1 of this report.

Following a site visit between representatives of J.C.Decaux and planning/highways officers on 30.01.2015, the proposed siting has been slightly amended following member concerns regarding potential conflict with an existing gantry sign which was not in place at the time of the original submission / pre-application negotiations.

At the time of this report, discussions are still taking place between highways officers and traffic management with regard to the revised location, the requirements for a layby to be installed within the central reservation and the potential for a requirement to relocate an adjacent lighting column. These discussions are not yet concluded and members will be updated verbally at plans panel on this matter.

7.4 Land at Kirkstall Road

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

Following comments made by members at 22nd January City Plans Panel, the applicant has presented two options with cantilever wires both shown and omitted from the proposed structure for members to consider their preference.

Highways officers have assessed the revised position and consider it would be unlikely to cause issues in regard to highway safety however a road safety audit and full details of servicing arrangements will be controlled by condition so that this issue can be fully assessed prior to installation.

Background Papers: Application files – 14/06621/ADV, 14/06618/ADV, 14/06626/ADV

Appendix 1:

Proposed Conditions

1. Plans to be approved

The development hereby permitted shall be carried out in accordance with the approved plans listed in the Plans Schedule.

For the avoidance of doubt and in the interests of proper planning.

2. Road safety audits

Prior to the commencement of development a risk assessment shall be carried out regarding the advertising structure and submitted to and approved in writing by the Local Planning Authority. Prior to the submission of the risk assessment the details shall be agreed with the LPA. The approved measures shall be implemented and retained in accordance with the approved timescales.

In the interest of highway safety, saved UDPR policy GP5 and advice contained within the NPPF

3. Servicing Management Plan

Development shall not commence until a Servicing Management Plan (inc. timescales) has been submitted to and approved in writing by the Local Planning Authority. The plan shall be fully implemented and operated in accordance with the approved timescales.

To ensure the free and safe use of the highway in accordance with saved Leeds UDP Review (2006) policy GP5.

4. Specified Servicing Hours

Changing the advertising display shall not be carried out between the hours of 6am and 10am or 3:30pm and 7:30pm.

To ensure the free and safe use of the highway in accordance with saved Leeds UDP Review (2006) policy GP5.

5. Maximum Luminance

The Luminance level of the signs must not exceed the thresholds contained within the ILP document Guidance Notes for the Reduction of Obtrusive Light GN01:2011 for the lifetime of the development.

In the interests of highway safety in accordance with adopted Leeds UDP Review (2006) policy GP5

6. Minimum Clearance

All structures must stand a minimum 1.5m from the carriageway edge and provide minimum vertical clearance of 2.6m.

In the interests of highway safety in accordance with adopted Leeds UDP Review (2006) policy GP5

Proposed directions

Direction to obtain licenses under highways act 1980

The applicant is advised to contact the Department of Highways and Transportation (0113 247 5388) concerning the need to obtain a S115 license to install a structure in the highway and a S171 license to make any excavation necessary for the structure.

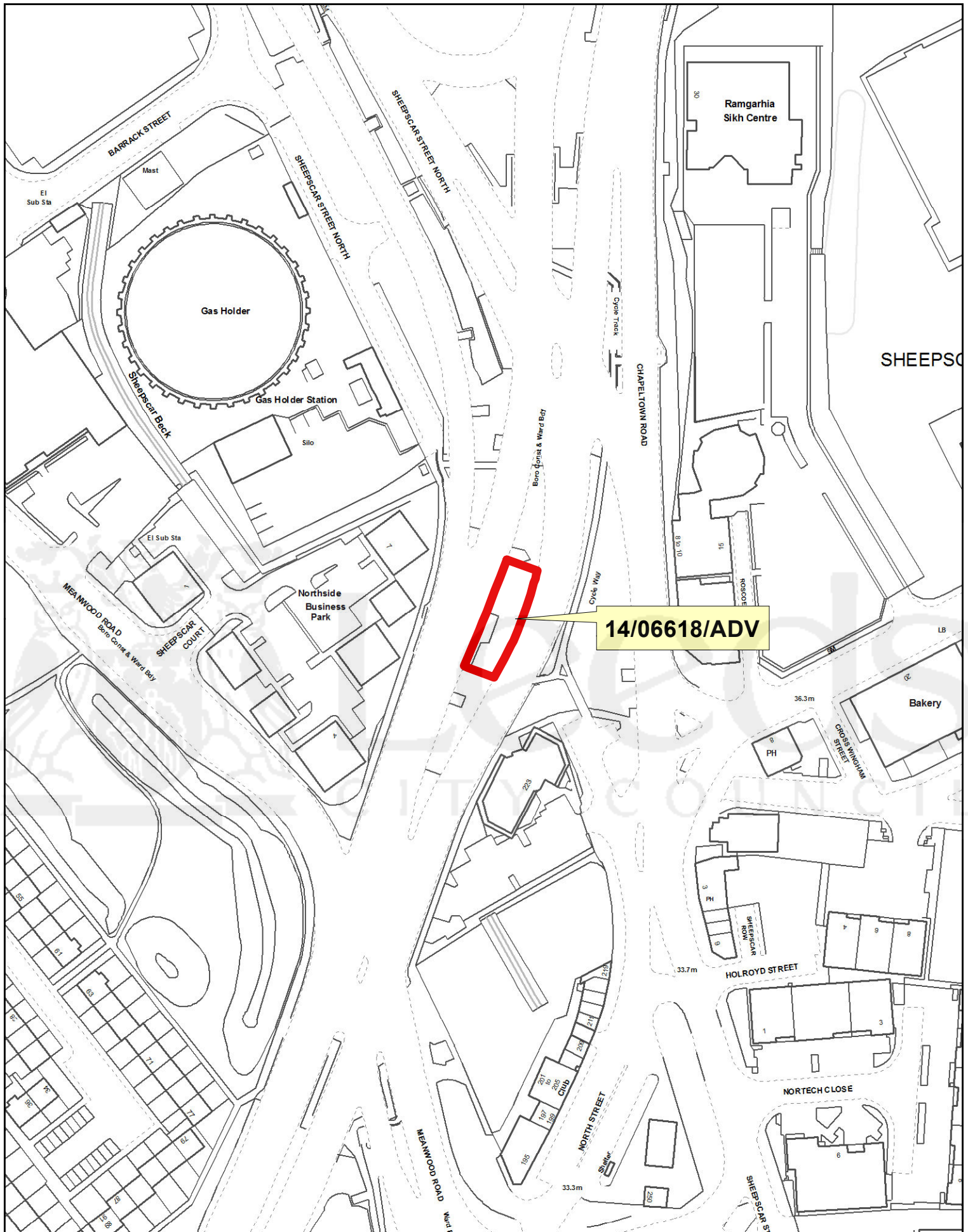
Direction advising requirement for approval in principle

The applicant is advised to contact the Department of Highways and Transportation (0113 247 5388) concerning the need to obtain Approval In Principle in accordance with BD02/12

Standard Advertisement direction

In accordance with the provisions of Schedule 2 to the Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (or any Regulation revoking and re-enacting those Regulations with or without modification) the following standard conditions are applied to all advertisement consents:

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.



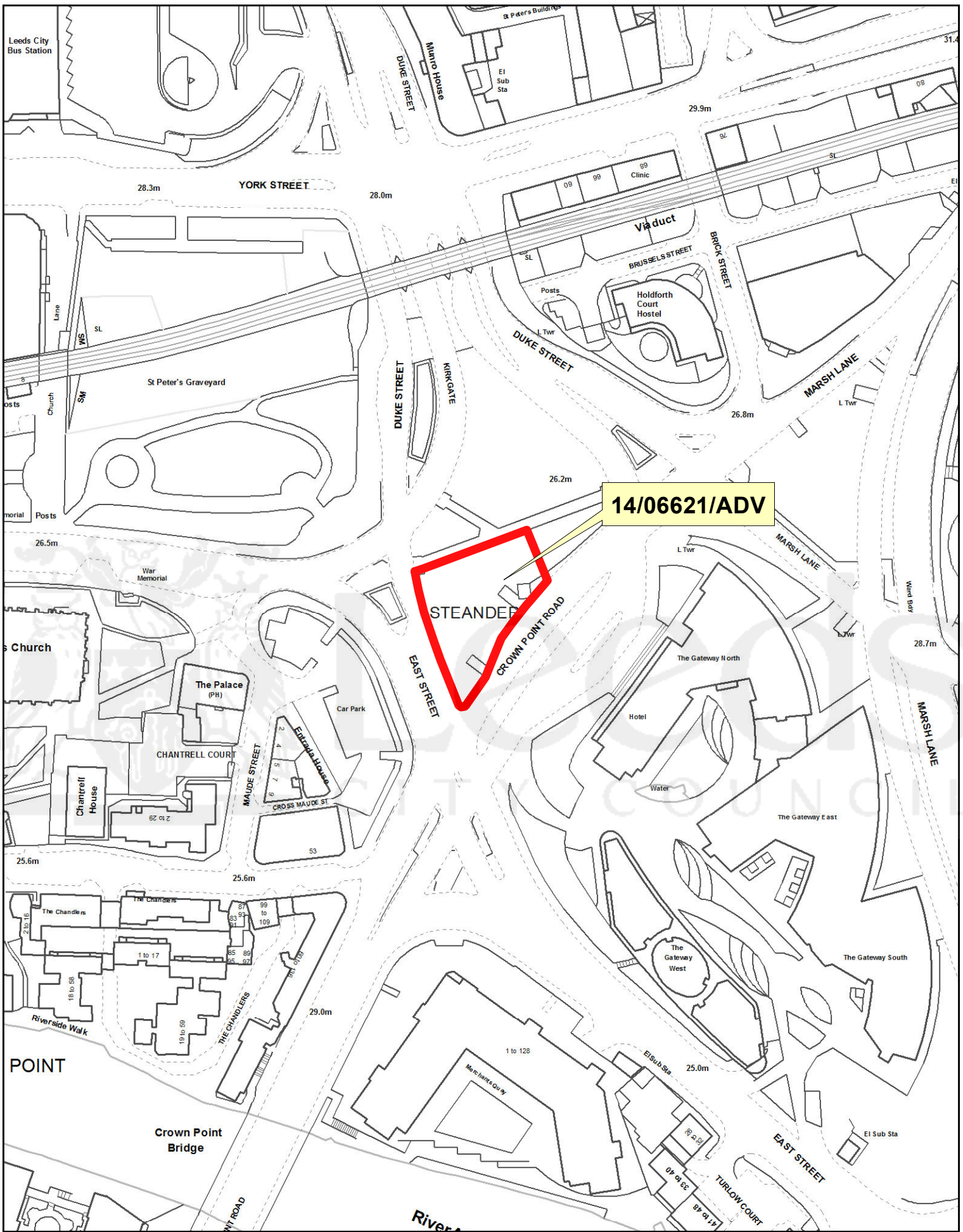
CITY PLANS PANEL

© Crown copyright and database rights 2014 Ordnance Survey 100019567

PRODUCED BY CITY DEVELOPMENT, GIS MAPPING & DATA TEAM, LEEDS CITY COUNCIL

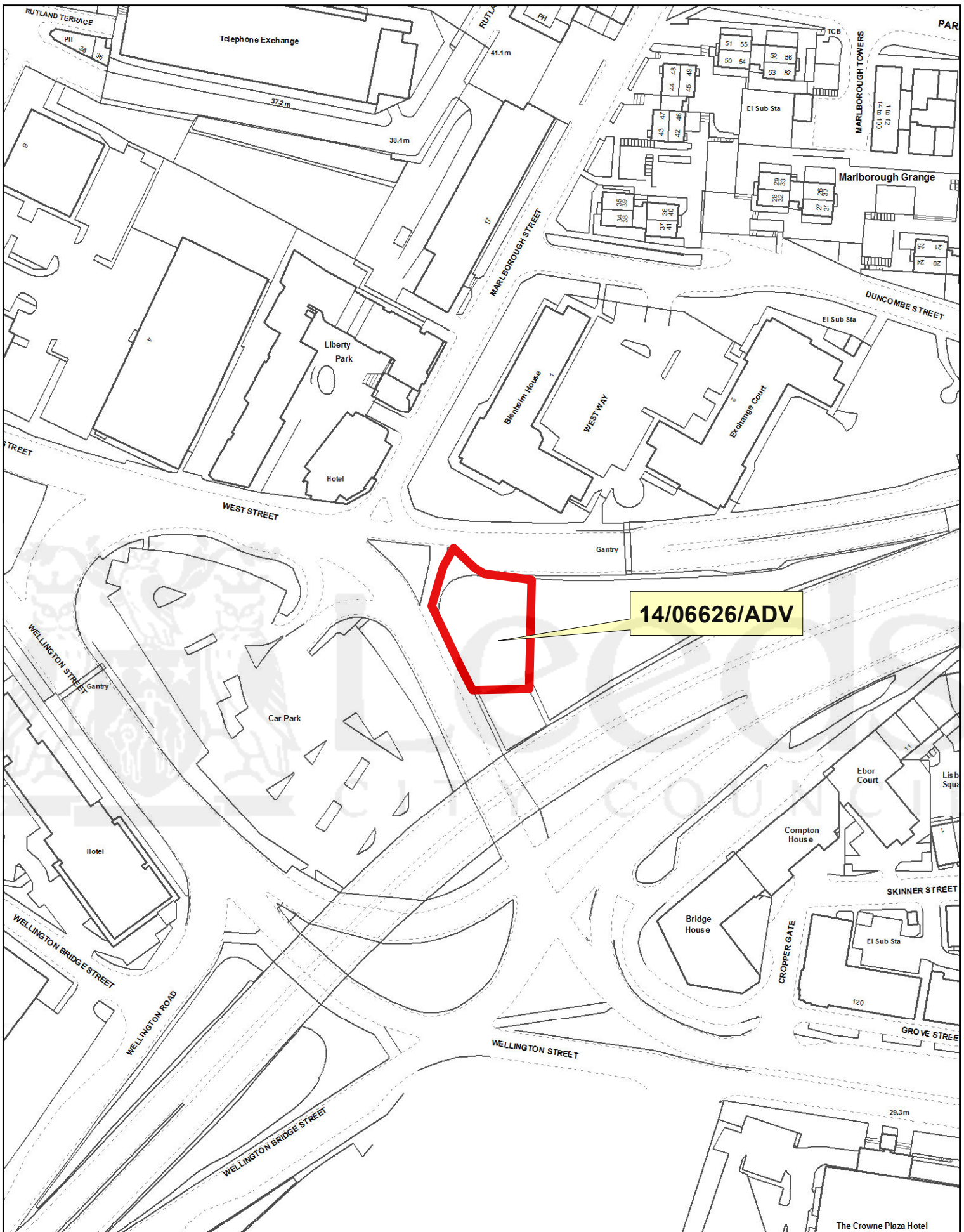
SCALE : 1/1500





CITY PLANS PANEL





CITY PLANS PANEL

© Crown copyright and database rights 2014 Ordnance Survey 100019567

PRODUCED BY CITY DEVELOPMENT, GIS MAPPING & DATA TEAM, LEEDS CITY COUNCIL

SCALE : 1/1500

