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**Report of the Chief Planning Officer**

**CITY PLANS PANEL**

**Date: 26 March 2015**

**Subject: 22 CLEAR CHANNEL DIGITAL 6 SHEET ADVERTISEMENT UNIT LOCATIONS ACROSS LEEDS CITY CENTRE**

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.

Two 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.

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<b>Electoral Wards Affected:</b>	
<b>City and Hunslet</b>	
<input type="checkbox"/>	Ward Members consulted (referred to in report)

<b>Specific Implications For:</b>	
Equality and Diversity	<input type="checkbox"/>
Community Cohesion	<input type="checkbox"/>
Narrowing the Gap	<input type="checkbox"/>

**RECOMMENDATION: Grant Advertisement Consent subject to the conditions specified below.**

### **Conditions**

1) 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) Notwithstanding the details on the hereby approved plans, 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 the National Planning Policy Framework and Core Strategy Policy T2

3) Notwithstanding the details on the hereby approved plans, no individual advertisements displayed on the LED advertising panel hereby approved shall contain moving images, animation, intermittent or full motion video images or any images that resemble road signs or traffic signals.

In the interests of highway safety in accordance with the National Planning Policy Framework and Core Strategy Policy T2

4) Notwithstanding the details on the hereby approved plans, controls shall be placed on the display which ensure a smooth, uninterrupted transition of images displayed on the panel and the transition shall be of not less than one second between static images. This period represents the 'transition period'.

In the interests of highway safety in accordance with the National Planning Policy Framework and Core Strategy Policy T2

5) Notwithstanding the details on the hereby approved plans, the screen display panel shall at all times be fitted with a light sensor to adjust the brightness to changes in ambient light levels.

In the interests of highway safety in accordance with the National Planning Policy Framework and Core Strategy Policy T2.

- 1.1 This proposals are for the development of a Leeds City Council Advertisement Portfolio in partnership with Clear Channel UK LTD. The Chief Planning Officer considers that this proposal should be presented to the Plans Panel for determination of the Local Authority's own advertisement portfolio and comes before the signing of a contract between Leeds City Council and Clear Channel UK LTD.
- 1.3 City Development's Asset Management Team have advised the Local Planning Authority that "the opportunity for a series of 6 sheet advertising units in the city centre was put to the market to contribute towards new income generation to support the Best Council Plan 2013/17 objective of 'becoming a more efficient and enterprising council', including the priority of 'maximising income and trading'. Realising new income from Council assets is ever more important as pressure on medium term revenue budgets continue to increase. This proposed advertising initiative will help to contribute towards bridging funding gaps and provide much needed support to the general fund so that the Council can continue to deliver essential services".

## **2.0 SITE AND SURROUNDINGS**

The proposal relates to 22 individual sites located within the City Centre Boundary. The individual sites and their respective contexts are outlined in paragraph 3.0 of this report.

## **3.0 PROPOSALS**

- 3.1 The proposals are for 22 free standing digital 6 sheet advertisement units across various sites within Leeds City Centre. The appearance of the units has been conceived to reflect the design ethos and detailing of the wayfinding system already in situ in the City Centre. As such the units would be commercial structures set within the commercial context of Leeds City Centre. The units would house digital advertisements with their dimensions being approximately 3.055 metres in height, 1.37 metres in length and 0.3 metres in depth. The 6 sheet advertisement units to the following sites are proposed.
- 3.2 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.
- 3.3 One illuminated single sided free standing sign to a site outside 58 - 60 Albion Street, Leeds, planning reference 15/00101/ADV. The site is a broad area of footway which is within the boundary of the City Centre Conservation Area. The site is within the setting of the nearby Grade II listed 35 and 35a Albion Place.
- 3.4 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. The site is an area of broad footway to the north of the entrance onto Queen Square Court.
- 3.5 One illuminated single sided free standing sign to a site at the corner of Swinegate and Sovereign Street, Leeds, planning reference 15/00103/ADV. The site is an area of footway close to the junction of Swinegate and Sovereign Street. The site is close to, but outside of, the boundary of the City Centre Conservation Area.
- 3.6 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. The sites are areas of footway which are close, to, but outside of, the boundary of the City Centre Conservation Area. The sites are within the setting of the nearby Grade II listed Atlas House and 18-22 King Street.

- 3.7 Two illuminated single sided free standing signs to sites at Clay Pit Lane outside the Direct Arena, and on the opposite side of the road outside Hepworth House planning reference 15/00117/ADV. The sites are within the setting of the Leeds Arena.
- 3.8 Two illuminated single sided free standing signs to sites outside 54 and 101 The Headrow, Leeds, planning reference 15/00118/ADV. The sites are close to, but outside of, the boundary of the City Centre Conservation Area. The site is within the setting of the nearby Grade II Permanent House and 44-72 The Headrow as well as 115 The Headrow.
- 3.9 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. Some of the sites are within the City Centre Conservation Area and others are close to it. The sites are also close to the Grade II listed 4 Duncan Street and 1-13 Boar Lane. The proposals are for a digital unit sets in a broad area of footway which, some being within the boundary of the City Centre Conservation Area. The sites are within the setting of the nearby Grade II listed 17 & 18 Albion Place, 64, 88 to 91, 92 to 93 and 115 to 120 Briggate and 53 -63 Vicar Lane.
- 3.10 One illuminated single sided free standing sign to a site outside 40 Lands Lane, Leeds, planning reference 15/00120/ADV. The site is a broad area of footway which is close, to, but outside of, the boundary of the City Centre Conservation Area. The site is within the setting of the nearby Grade II listed 34 -36 Lands Lane and the Thornton's Building at 44 Lands Lane.
- 3.11 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. The sites are close to, but outside of, the boundary of the City Centre Conservation Area. The sites are also within the setting of the nearby Grade II listed City Square statues, Mill Hill Chapel and The General Post. Office building, 40 Boar Lane and Queen's Hotel.
- 3.12 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. The sites are close to, but outside of, the boundary of the City Centre Conservation Area. The 35 Bond Street is also within the setting of the nearby Grade II 48 Albion Street.
- 3.13 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. The site is adjacent to the Eastgate Grade II listed roundabout.

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

No past applications are directly relevant to the proposals however a pre-application presentation for 33 new style telephone kiosks was put before Members at the Plans Panel of 12 February 2015, planning reference PREAPP/12/002471.

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

- 5.1 On the 17th January 2014 Clear Channel submitted an overview proposal for 6 sheet advertisement units in response to the tendered opportunity from Leeds City Council.
- 5.2 In April 2014 detailed pre-application proposals were submitted by Clear Channel to the Planning Department in relation to 26 sites for consideration. Subsequent meetings and on site appraisals were undertaken by Planning, Design Conservation, City Centre Management and Highways Officers to consider the siting and appearance of the proposed units. The proposals now presented to Plans Panel have taken into account comments and advice provided by the multidisciplinary team of officers.
- 5.3 The proposals were presented to Members at pre-application stage at the Plans Panel meeting of 30 October 2014. Members made the following comments:
- the size of the units, whether these could be varied and their proximity to existing street furniture which increased the cluttered effect already seen on some City Centre streets
  - the need to understand the benefits of the scheme to the Council
  - the need for photomontages of each site showing the display unit in situ, to enable the Panel to better understand the proposals
  - the length of time the units would remain part of the street scene, with the Clear Channel representative stating that 10 years was the standard length of time for such an investment, although 15 – 20 years was not uncommon
  - the content of the advertisements, particularly in the context of Leeds being a child-friendly city. The Chief Planning Officer stated that in planning terms it was not possible to influence the content of images; that would be a matter to be dealt with in the contract. Members were informed that advertisements would be sold in packages across the country, so the same advertisement would not appear on each site. Furthermore there was the opportunity to use the displays to provide public information/emergency information, with details of a missing child being displayed on such units recently in Edinburgh
  - concerns about specific locations which were proposed, including outside Dyson's Chambers; Sovereign Street and along The Headrow, where several units would be Visible together and the need for each site to be evaluated.
    - that Members required further information on the proposals before they could be satisfied they were acceptable and appropriate for these locations, with concerns being raised that 26 displays around the City Centre were too many
    - that further work was required in respect of the impact of the units on highways safety
    - that any subsequent planning applications for the advertisement units should be brought to Panel for determination together with the additional information requested
- 5.4 In addition to the concerns raised by Members regarding the number of units, subsequent to Panel the Applicant agreed with Officers to the removal of two proposed units to the central reservation of Claypit Lane. As a result the proposals put before Members today are for 22 units.

## **6.0 PUBLIC/LOCAL RESPONSE:**

- 6.1 Ward Members were consulted on 18 February 2015. No comments have been received to date.
- 6.2 One letter of objection received from Leeds Civic Trust dated 19 February 2015 stating that the applications are poorly presented and the detail provided is

insufficient to allow interested parties to make considered comments. However they have detailed their objections as follows:

1. The proposals would add clutter
2. The proposals would impede pedestrian movements
4. The proposals would not enhance the setting of nearby listed buildings and the City Centre Conservation Area

The Civic Trust suggest that the adverts would be better integrated into existing street furniture (e.g. bus shelters and seating, etc.), and that these proposals need to be considered alongside other proposals such as BT's wishes to upgrade their kiosks.

Response: The Local Planning Authority considers the submitted documents to be sufficient to have allowed the application to be validated in accordance with planning legislation.

There are no current proposals to integrate these proposals into existing street furniture such as seating and the bus shelters are already subject to contracts for advertisement between their owners and a signage company.

The BT proposals are currently at the pre-application stage and formal applications are yet to be submitted.

All other matters raised will be addressed in the appraisal below.

## **7.0 CONSULTATIONS RESPONSES:**

### **7.1 Statutory**

None

### **7.2 Non-statutory:**

Highways requested the realignment of proposed units to the corner of Lower Basinghall Street (15/00124/ADV), The Headrow (15/00118/ADV), Claypit Lane (15/00117/ADV) and Woodhouse Lane (15/00102/ADV) and the removal of the two units proposed to the central reservation of Claypit Lane at preapplication stage. Highways have also requested a number of Conditions to control lighting and moving images.

Response: The proposals have been revised in accordance with these requirements.

Conditions are listed above at the start of this report.

## **8.0 POLICY**

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

8.2 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.

8.3 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.

8.4 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.

8.5 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

## 8.6 **Core Strategy**

8.9 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.

8.10 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:

## 8.11 **Leeds Unitary Development Plan Review – Retained Policies**

8.12 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.

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

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

## 8.16 **Supplementary Planning Documents**

8.16 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.

## 9.0 **MAIN ISSUES**

The impact on the character and visual amenity of the host sites, street scene and wider conservation area and the impact on public safety.

## 10.0 **APPRAISAL**

10.1 Each site or grouping of units on streets will be looked at on their own merits in respect of their visual impact on the location and highways and pedestrian safety.

10.2 Corner of Whitehall Road and Northern Street (15/00096/ADV)

- 10.3 The unit would be positioned at the back edge of the footpath such that it would be viewed against the backdrop contemporary building to the rear. This building is relatively simple in respect of its detailing and no important architectural details of this building to the rear would be concealed. The area of the footway is on a broad corner and is free from other street furniture and as such the proposal would not result in visual clutter.
- 10.4 The position of the proposed unit would mean that there would be no hindrance to pedestrian movements along the footway. The unit is set well back from the traffic lights and pedestrian crossing and as such would not block views for drivers or pedestrians.
- 10.5 Outside 58-60 Albion Street (15/00101/ADV)
- 10.6 The proposal would be positioned on an area of street where there is existing street furniture, including a telephone kiosk. The street has been subject to considerable upgrading of its public realm. This has included a rationalisation of the street furniture present. Therefore, to avoid visual clutter the proposed unit is to be set on an area of broad footway, in line with the existing telephone kiosk, and at a point where it would not conceal any important detailing on nearby shop fronts.
- 10.7 The street is pedestrianised but retains a service route for the shops and businesses in this location. Therefore, the position of the proposal, in line with other existing street furniture, would ensure that this service route was not impeded. In addition, the siting of the unit in the chosen position would allow continued ease of pedestrian movements up and down this street
- 10.8 The Corner of Woodhouse Lane and Queens Square Court (15/00102/ADV)
- 10.9 The site is an area of broad footway. Due to its location, on a key route into the designated city centre from both the University of Leeds and Beckett's University, there is very heavy footfall in this location. However, the unit is proposed in a position at the end of a soft landscaped area, to the side of the main route. As such the proposal would be viewed against the backdrop of the shrubs and trees in this landscape feature. There is very little other existing street furniture in this area, although there is a litter bin which would need to be relocated. As such the proposal would not result in any visual clutter or conceal any key views.
- 10.10 In this location the unit would be some 7.5 metres from the kerb edge to Woodhouse Lane and 7.5 metres to the kerb edge to Queens Square Court. As such the positioning would not hinder the main flow of pedestrians along Woodhouse Lane. In addition, the proposal would be set well away from the junction of Woodhouse Lane with Queens Square Court, ensuring that there would be no reduction in visibility for drivers or pedestrians at this junction.
- 10.11 The Corner of Swinegate and Sovereign Street (15/00103/ADV)
- 10.12 The unit proposed in this location would be set against the boundary of the Sovereign Street development site. Therefore, the proposal would be viewed in the context of a building to be positioned to its rear. The Applicant has proposed a location where they consider the least visual harm will be created to this future building to the rear. There is a low level of existing street furniture in the vicinity and the proposal would be positioned adjacent to the street sign. As such the proposal would not result in visual clutter in combination with the other minimal street furniture.



- 10.13 The proposed location of the unit to the back edge of the footpath, some 4.5 metres from the kerb edge, would mean that pedestrian movements would not be hindered. The unit would be positioned away from nearby highways signage such that this would still be easily readable to drivers. In addition, the position of the proposal would not block views of drivers exiting Sovereign Street on to Swinegate, or obscure pedestrian's ability to see to allow them to safely cross the road junction.
- 10.14 The Corner of East Parade and Infirmary Street, the Corner of Infirmary Street and Bond Court, the Corner of Infirmary Street and Wine Street 15/00104/ADV)
- 10.15 A group of three units are proposed in the vicinity of Infirmary Street. The units are spaced such that they would not be viewed together as a grouping in long views along these streets.
- 10.16. 1. The unit to be at the corner of East Parade with Infirmary Street would be positioned on the edge of a generous area of public realm. The position of the proposal would mean that it would not block views of the adjacent building and would be in an open area, relatively free from street furniture. Therefore, the proposal would not result in visual clutter.
- 10.17 The unit would be positioned close to the edge of the public footway, adjacent to an inset loading bay. There is a pedestrian crossing to the south, however the proposal would be sited well away from this crossing point. Therefore, the unit would not prevent the free flow of pedestrians in this area, or hinder views for drivers and pedestrians at the crossing.
- 10.18. 2. The unit proposed to the corner of Bond Court and Infirmary Street would be positioned at the entry point into Bond Court, in the middle of a generous area of public space. This area has very little existing street furniture and the proposal would be free standing with pedestrian footway all around it. As such the proposal would not result in visual clutter.
- 10.19. In this location the unit would be in an open pedestrianised area. As proposed the unit would not hinder the movement of pedestrians into and out of Bond Court, or along Infirmary Street.
- 10.20 3. The third unit in this area would be at the junction of Infirmary Street and Wine Street. The proposal would be positioned relatively close to an existing wayfinding/information board but would not obstruct views of it. The unit would be set on an area of public footpath with open space around it. As such the proposal would not result in visual clutter.
- 10.21 The position of the unit would mean that pedestrians could still move freely along Wine Street and Infirmary Street. The area in front of the proposal at the corner of these two streets is broad and as such the proposal would prevent views of the junction and beyond for drivers and pedestrians.
- 10.22 Claypit Lane opposite and outside the Arena (15/00117/ADV)
- 10.23 Two units are proposed to sites in Claypit Lane. The units are placed one on either side of a broad road and as such would be viewed together in long views along Claypit Lane.
- 10.24 1. One unit is proposed on an area of public footpath outside the Arena's external public realm, on Claypit Lane. The proposed unit would be positioned to the back

edge of a wide footway adjacent to a grassed bank, such that 5 metres of the footway would be left clear. This area is largely free from existing street furniture. As such the proposal would not hinder views of the Arena or any other nearby buildings and would not result in visual clutter.

- 10.25 The position of the unit at the rear of the footway, and on a stretch that is over 5 metres in width would ensure that the proposal would not hinder the flow of people along Claypit Lane, and those coming to and from the Arena.
- 19.26 **2.** The second unit on Claypit Lane is proposed to be positioned on the opposite side of the road from the Arena, outside the Premier Inn. Next to the proposal the footway would have a width of 4 metres. The proposal would be viewed in the context of the contemporary building housing the Premier Inn and the access road onto the Inner Ring Road. There are no significant architectural details on the adjacent building that would be concealed by the proposal. The footway is largely free from existing street furniture and as such the proposal would not result in visual clutter.
- 10.27 Due to the retaining of some 4 metres of public footway there would be no hindrance to the movement of pedestrians. The unit would be sited far enough away from the access point on to the Inner Ring Road to ensure that no loss of driver and pedestrian visibility occurred.
- 10.28 Outside 54 and 101 The Headrow (15/00118/ADV)
- 10.29 Two units are proposed on The Headrow. The units are placed one on either side of a road and as such would be viewed together in long views along The Headrow. .
- 10.30 **1.** One unit would be positioned on an area of footway close to No. 54 The Headrow, and close to, but outside of, the boundary of the City Centre Conservation Area. The site is within the setting of the nearby Grade II Permanent House, 44-72 The Headrow and 115 The Headrow. As such this area is heritage rich and this forms the setting for the proposal. There is a large amount of street furniture along this stretch of The Headrow and this unit would be positioned in line with these existing structures. Because there is an existing band of street furniture lining the edge of the footway it is considered that the proposal would be viewed in the context of this existing arrangement. As a result there would no significant increase in harm to the character and visual amenity of the nearby listed buildings and conservation area, or any significant increase in the level of clutter on the street.
- 10.31 The position of the unit would mean that adequate space would be provided for pedestrian circulation and for servicing needs. This would mean with the unit siting 1 metre away from the kerb, some 6 metres of clear footway would be retained.
- 10.32 **2.** The second unit would be sited on an area of footway close to No. 101 The Headrow, and within the boundary of the City Centre Conservation Area. The site is also within the setting of the nearby Grade II 44-72 The Headrow and 115 The Headrow. There is a significant amount of street furniture along this stretch of The Headrow and this unit would be positioned in line with existing structures. Because there is existing street furniture lining the edge of the footway it is considered that the proposal would be viewed in the context of this existing arrangement. As a result there would no significant increase in harm to the character and visual amenity of the nearby listed buildings and conservation area, or any significant increase in the level of clutter on the street.

- 10.33. The unit would be set 1 metre from the kerb edge which would allow for 3 metres of clear pedestrian footway to be retained on this part of The Headrow. Highways have advised that they consider this an adequate width for the free flow of pedestrians in this location.
- 10.34 Opposite Fish Street and Outside 58-60, 88-89, 127 and 149-150 Briggate (15/00119/ADV)
- 10.35 One unit would be positioned on Kirkgate opposite Fish Street and four units would be sited in Briggate. The units on Briggate would be viewed in the context of each other, and other existing street furniture in long views along Briggate.
- 10.36 1. The unit on Kirkgate would be positioned alongside a blank area of the side elevation of the Zara unit. The street has been re-laid with high quality public realm and the street furniture has been rationalised. In this location there are existing BT and Infocus telephone kiosks. Therefore, to minimise visual impact, and prevent the appearance of clutter, the proposed unit would be positioned in line with these existing structures. Because the unit would be sited against the backdrop of a relatively visually sparse elevation of the Zara unit adjacent, no important detailing or views would be concealed.
- 10.37 The proposed unit would be sited to the southern side of Kirkgate in line with other existing street furniture. As a result the proposal would not prevent the use of the street as a service route, or compromise the space in respect of the free movement of pedestrians.
- 10.38 2. The four Briggate units can be considered as a group due to the same siting ethos being applied in each case. Briggate has a number of wayfinding units positioned at junctions along its length. Therefore, it is proposed to site the proposed advertisement units on the opposite side of the street to the wayfinding units at each junction. Therefore, one unit is to be positioned close to the south eastern corner of Briggate and Duncan Street/Boar Lane. A second unit would be sited at the south eastern corner of Briggate and Kirkgate. A third unit would be placed at the south western corner of the junction of Briggate with Albion Place. The fourth unit would be located close to the north eastern corner of the junction of Briggate with The Headrow. Briggate is heritage rich being partly covered by the City Centre Conservation Area, and with a high number of Grade II listed buildings along its length. In addition, the street has been subject to a high quality upgrade in its public realm including its street furniture. Because there is existing upgraded street furniture lining the edges of Briggate, and the proposals would be aligned with this, it is considered that the proposals would be viewed in the context of this existing arrangement. As a result there would no significant increase in harm to the character and visual amenity of the nearby listed buildings and conservation area, or any significant increase in the level of clutter on the street.
- 10.39 Briggate is used as a servicing route and as such the four units would be aligned with the existing street furniture which runs down both sides of this broad street, to ensure there would be no hindrance to the movement of vehicles. This positioning would also ensure an adequate space around each unit and generous width across the street of structure free public realm, to allow the free flow and circulation of pedestrians.
- 10.40 Outside 40 Lands Lane (15/000120/ADV)

- 10.41 One unit is proposed to the upper end of Lands Lane. Parts of Lands Lane have been subject to public realm enhancements, but this section has yet to be upgraded. This part of the street is close to the boundary of the City Centre Conservation Area. There is a run of street furniture including a telephone kiosk to the eastern side of the street. Therefore it is proposed to position this unit in line with the existing street furniture. The proposal would be set so that it aligns with the boundary between the two shop units in the adjacent listed buildings, to ensure that no important details on the shopfronts are concealed. The positioning of the unit, in the context of the existing street furniture would minimise its visual impact on the nearby conservation area and listed buildings. Grouping the street furniture together would also reduce any perceptions of clutter.
- 10.42 Lands Lane is a servicing route and the location of the proposal in line with other existing street furniture would ensure no obstruction to service vehicles. The position of the proposal would also allow for a wide expanse of unfettered pedestrian realm, ensuring unhindered pedestrians movements in this part of Lands Lane.
- 10.43 Park Row Opposite City Square and the Corner of Park Row and Boar Lane (15/00122/ADV)
- 10.44 Two units are proposed in the vicinity of City Square. The units are placed on one side of a broad road and as such would be viewed together in long views along Park Row.
- 10.45 1. One unit would be positioned below the junction of Park Row with City Square, some 2 metres in from the kerb edge. This proposal would be set on a wide area of public open space, in line with other street furniture including a bus stop. The unit would be set within the wider context of the nearby Grade II listed City Square statues, Mill Hill Chapel and The General Post Office building, 40 Boar Lane and Queen's Hotel and the City Centre Conservation Area. Although within a heritage rich setting, the proposal would be viewed in the context of the other existing street furniture, and would not directly obscure key views of the neighbouring heritage assets. The open nature of the public realm in which it would sit and the linear arrangement of existing and proposed street furniture would mean there would not be any detrimental visual clutter resulting from this addition.
- 10.46 Due to the positioning of the unit in line with other existing structures there would be no issues of restriction of view or movement for pedestrians. The unit would be set 2 metres from the kerb to ensure that views of the bus stop for drivers are maintained.
- 10.47 2. The second unit proposed in this area would be close to, but outside the boundary of the City Centre Conservation Area, being near the junction of Boar Lane with City Square. This unit would also be aligned with the other existing street furniture and would be located within the setting of the Grade II listed City Square statues, Mill Hill Chapel and The General Post Office building, 40 Boar Lane and Queen's Hotel. As with the other unit for this location, the proposal would form part of a grouping of street furniture, thus ensuring that it did not visually 'stand alone', block views or create visual clutter.
- 10.48 Due to the positioning of the unit in line with other existing structures there would be no issues of restriction of view or movement for pedestrians. The unit would be set 2 metres from the kerb to ensure that views of the pedestrian crossing at the junction of Boar Lane and City Square are maintained for pedestrians and drivers.

10.49 Opposite 35 Bond Street and the Corner of Bond Street and Lower Basinghall Street (15/00124/ADV)

10.50 Two units are proposed to the Bond Street area. The units are placed one on either side of a broad pedestrianised street and as such would be viewed together in long views along Bond Street.

10.51 1. One unit would be located close to the corner of Bond Street and Lower Basinghall Street. This would be positioned in an area of upgraded public realm, on a broad pedestrianised street. The unit would be positioned in line with other existing street furniture along the southern side of Bond Street. In this location the proposal would not result in any concealment of key views and would not create any considerable degree of street clutter.

10.52 This area is a service route and as such is trafficked by vehicles at set times of the day. The proposal would be sited along the same line as other street furniture to ensure that it is not causing an obstruction to vehicles. This positioning would also allow the maximum space in the street to remain as open public realm such that pedestrians would be able to navigate the street freely.

10.53 2. The second proposal would be sited outside the Boots unit in the adjacent Trinity Shopping Centre. The site is close to, but outside of, the boundary of the City Centre Conservation Area and within the setting of the nearby Grade II 48 Albion Street. Again the unit would be positioned in line with existing street structures. Thus its impact in the historical setting would be as part of a grouping of street furniture. This would mean it would not have any significant impact on key views or result in any significant increase in street clutter.

10.54 As with the other unit proposed to Bond Street, the area is a service route. The proposal would be positioned adjacent to other street furniture to ensure that it would not obstruct vehicles. This positioning would also allow the maximum space in the street to remain as open public realm such that pedestrians would be able to navigate the street freely.

10.55 The Corner of Eastgate and St Peters Street (15/00137/ADV)

10.56 The unit proposed would be positioned on the back edge of the footpath on a widened bend adjacent to the Eastgate roundabout. The plot next to the proposal's site is currently hoarded off for future redevelopment. As a result, at this time the proposal would be viewed in the context of the hoarding and would have no detrimental impact on views. There is no other street furniture in close proximity, other than traffic lights. As such the proposal would not create visual clutter.

10.57 The positioning of the advertisement unit would mean that there would be some 3 metres of open footway retained next to the proposal site. The unit would be set some way back from the lights and pedestrian crossing on the roundabout. This would mean that the proposal would not create a distraction or obscure views of the lights and crossing for pedestrians and drivers.

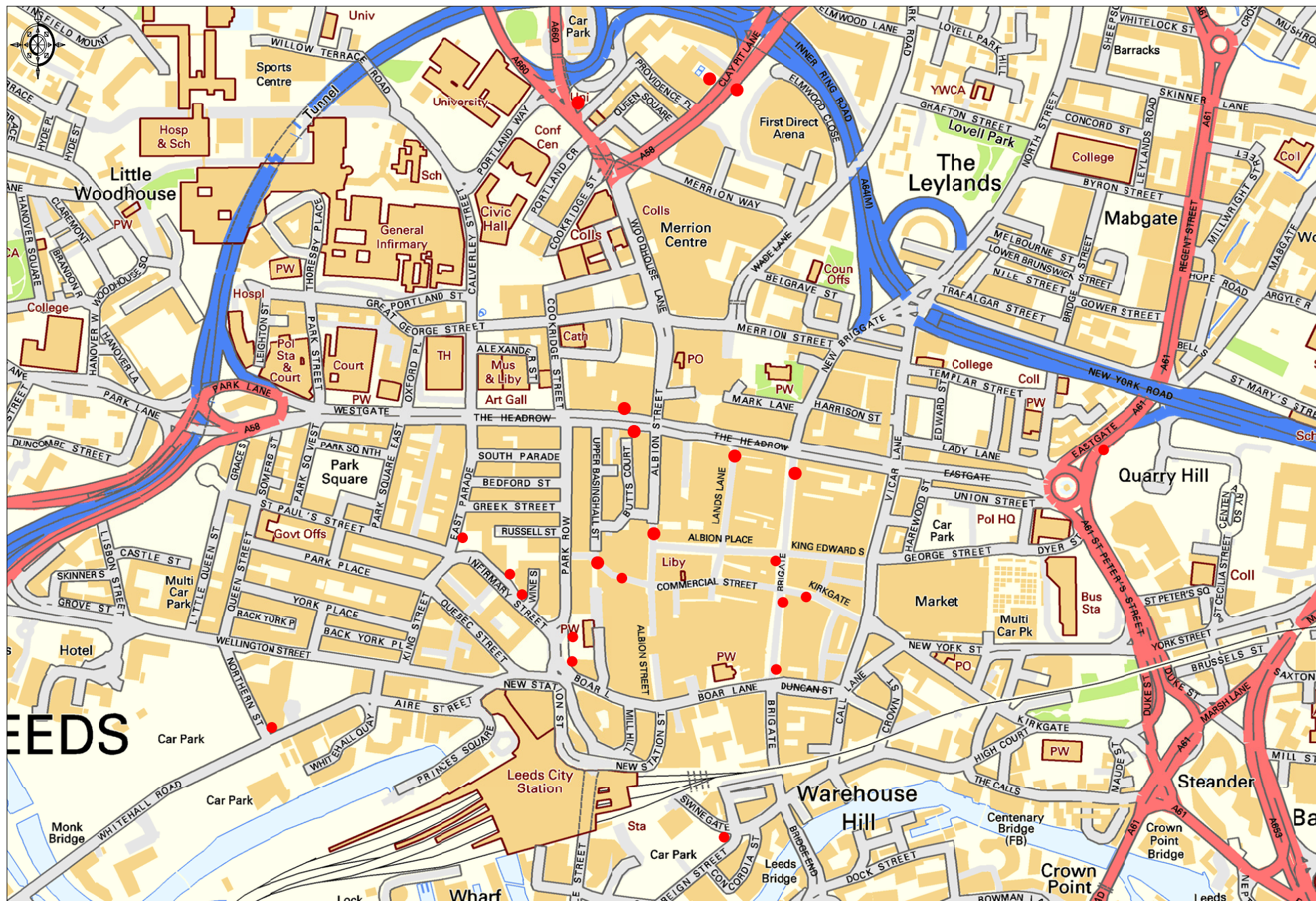
## 11.0 CONCLUSION

11.1. The proposals have been carefully considered in terms of their potential visual impact and highways safety implications. Although large parts of the City Centre are designated as Conservation Area, and include numerous listed buildings, its commercial character is also recognised. The nature of the proposals and their

design would be compatible with this commercial character, and are not considered to result in unacceptable visual clutter. The proposals are recommended for approval.

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





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