



# Elland Road Informal Planning Statement



September 2007



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Note: All sketch proposals in Appendices are for illustrative purposes only, and are not a specific endorsement for how the site must be developed. They demonstrate the vision potential and opportunities presented for the development of the site.



# 1.0 Background

## 1.1 Introduction

The site is already well known through its association with Leeds United FC and enjoys a prominent position alongside the motorway access serving Leeds city centre.

The site is currently dominated by poor quality surface car parking for use on match days. This situation creates a poor visual and physical environment for local residents, football supporters, visitors and passers-by.

A large proportion of the site is in the ownership of the city council, and as such, it offers a unique opportunity to create a vibrant hub for leisure and tourism activities around an existing nationally recognised stadium.

Using their powers as both local planning authority and major landowner, the city council are determined to redevelop this site in a manner which is of benefit to all who use and visit this area of Leeds.

## 1.2 Scope and Role of Statement

This document has been prepared to promote the regeneration of the area around Elland Road football stadium located between the M621 and Elland Road. It provides guidance to prospective developers, landowners and occupiers in formulating development proposals.

It sets out key principles and options for redevelopment of land and buildings and will be used by the council as a reference document against which submitted redevelopment proposals and planning applications will be considered.

The document is laid out as follows:

It has a general part (section 2), containing background information about the site and area. Section 3 contains the planning policy context. Section 4 highlights the vision - key opportunities for the area and general development principles under the different topics. Section 5 highlights the next steps which would be part of any planning application process.



## 2.0 Site and Setting

### 2.1 Background

The previous and existing land uses of each land parcel using the plan at Appendix 1 are as follows:

Site A – former residential clearance, now event car/coach parking

Site B – former residential clearance, now coach parking

Site C - the former Greyhound Stadium cleared for Euro '96, now used for event car parking

Site D – former general industrial and warehousing to the west and a training pitch to the east adjacent to the stadium, now used for event car parking

Site E - now used for event car parking

Site F – conferencing facilities associated with the football club

Site G – industrial and business units

Site H – Elland Road Football Stadium

Site I – Elland Road Industrial Estate

Site J – bus turn around used for providing additional public transport services for events

Land ownership and site area of the parcels is shown at Appendix 1.

### 2.2 Site Description

The Elland Road site is located within the main built-up area of Leeds, to the west of the City Centre (see Appendix 2). The area extends to approximately 18.5ha and is bounded by the M621 to the north and east, the East Coast Mainline Railway to the west and the residential area of Beeston to the south (see Appendix 3).

The site is dominated by Leeds United Football Club and the WYPTE transport hub to the eastern end of the site. A number of industrial units also provide a frontage at the eastern end of Elland Road.

The area comprises three main planning units (outlined in Appendix 3). The areas include:

- Area 1 “former Greyhound Stadium” (south of Elland Road and East of the mainline railway);
- Area 2 “bus parking area” (south of Elland Road itself and the stadium);
- Area 3 “Stadium and environs” (land between Elland Road and the M621)



### 2.3 Adjacent Land Use

The surrounding land uses are major transport infrastructure such as the M621, Elland Road and the railway line. Further to the north and west are industrial estates. To the south and east are the major residential estates of Beeston and Beeston Hill.

### 2.4 Access

The M621, and, to a lesser extent, Elland Road are major highway routes into the city, which carry a high volume of traffic.

The area is currently well served by public transport, with regular services along Elland Road. These routes often become congested during the morning and evening peak.

### 2.5 Views

As the area lies on the valley floor, there are a number of long distance views to and through the area from neighbouring higher ground - in particular, from public spaces in the residential areas to the south and the M621 as it slopes down into Leeds' main conurbation from the west.

There are also long distance views along the valley floor which offer potential for improvement.



## 3.0 Planning Policy Context

### 3.1 Leeds UDP (Review) 2006

UDP Review policy LT5A states that:

Land in the vicinity of Elland Road Football stadium is reserved for leisure and tourism proposals which would enhance the regional and national role of the city.

Para 10.3.9 of the UDP clarifies what constitutes the 'leisure and tourism' offer and states that the 18.5 hectares '..has potential as a location for some or all of the following: an exhibition centre, conference facilities and provision for indoor sports stadia.'

Any new leisure and/or tourism proposal, if it would enhance the regional and national role of the city, would, in principle, be supported by policy LT5A but a plain preference is given for those listed.

### 3.2 SPG 2: Leisure Developments and other Key Town Centre Uses

The SPG supports the allocation of the Elland Road site for leisure and tourism uses. The site has only been sequentially assessed against these uses, and not the wider range of town centre uses contained in PPG6, and subsequently broadened in the July 2005 revision of PPS6.

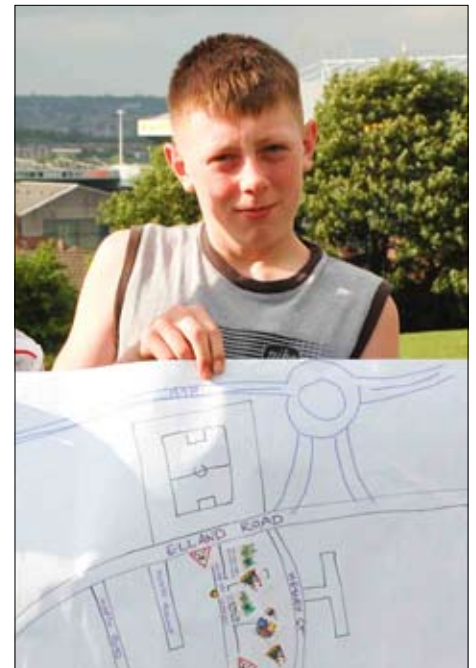
### 3.3 Regeneration

Government policy is now clearly aimed at putting Urban Renaissance at the heart of tackling urban decline. A more holistic approach to regeneration is called for, reflecting the importance of social and economic interventions as much as physical. This is reflected in the Council's Corporate Plan and Regeneration Plan.

To deliver regeneration Renaissance Leeds has been established as a partnership between Leeds City Council, English Partnerships and Yorkshire Forward. Its aim is to build confidence among investors and funding agencies, and increase public and private investment in deprived areas concentrating on the city 'Rim'. This is a developing vision for the regeneration of the City. Beeston Hill and Holbeck Regeneration Area and Holbeck Urban Village are two key components of that vision.

### 3.4 Beeston Hill and Holbeck Neighbourhood Regeneration Area

Beeston Hill and Holbeck is one of the most deprived areas in the country. Consequently, it is one of the council's priorities in terms of Renaissance Leeds. A Land Use Framework (LUF) for Beeston Hill and Holbeck was adopted as SPG in 2005.



This established a series of regeneration principles, aspirations and community priorities. Regeneration plans are currently being prepared to support the LUF. These action plans provide achievable targets for the regeneration of their areas. Elland Road is located at the edge of the defined area, but offers major benefits to the wider community in terms of jobs, social inclusion and connectivity to the City Centre, as well as physical change and environmental improvements.

### 3.5 Holbeck Urban Village

Further north, HUV is an area of significance. Historically, it is the cradle of the industrial revolution in Leeds, and houses a number of listed buildings. Located on the edge of the city centre, next to the rail station, river and canal, it is the stepping stone to the Holbeck and Beeston residential areas.

The project has evolved over the past ten years and the key areas of action have focused on improving connectivity, both in order to attract investment but also to reconnect the area with the city centre and Holbeck and Beeston communities. This is reflected in the vision for HUV which identifies the need to 'improve connectivity between the city centre and the surrounding communities of Beeston Hill and Holbeck and in doing so create new opportunities for employment and leisure.' This is reflected in the revision to the planning framework in February 2006.

### 3.6 Community Aspirations

A recent public exhibition and drop-in session on some example masterplan proposals revealed the community's views regarding redevelopment of the site.

The community expect a high quality, 'future proofed', integrated development that is attractive and distinctive.

There is clear enthusiasm for the redevelopment of the site for social, sports and other leisure activities.

There is strong enthusiasm to have an arena in Leeds and for the benefits of siting it at Elland Road. This has to be balanced against local concerns that the arena could bring traffic misery, the additional nuisance of noise pollution and an imbalance of young adult visitors over other age groups.

A summary of the main points drawn from the consultation is reproduced in Appendix 4



## 4.0 Development Principles

### 4.1 Key Opportunities:

- Transform the area immediately surrounding the Leeds United Football Club Stadium into a vibrant leisure quarter hosting a mix of activities accessible to all.
- To create an urban area with its own distinctive identity, including exciting buildings which are welcoming, comfortable and safe with well-used spaces which create a genuine sense of place, and which people will wish to repeatedly visit.
- To facilitate development which has a physical, economic and social regenerative impact at both a local, city-wide and regional level.
- To improve access to the area, particularly for pedestrians, cyclists and public transport users.
- To plan the area in a co-ordinated and comprehensive manner, avoiding fragmented unrelated development.

### 4.2 Land Use

#### Possible Uses within scope of existing UDP Policy LT5a

Only leisure and tourism facilities which enhance the regional and national role of the city would satisfy the requirements of the existing UDP policy. Possible uses falling within this scope are:

- Arena
- Casino
- Conference or banqueting facility
- Concert Hall
- Exhibition centre
- Hotel
- Indoor sports stadium
- Recreational facilities eg. Pitches and courts

Proposals will need to be delivered as a package, including facilities and a scale of development that match the policy requirements

Appendix 5 demonstrates how an arena could be accommodated within redevelopment proposals for the site.

Other land uses, in addition to those listed above, would have to be assessed on their merits. Other redevelopment proposals, considered as town centre uses within PPS6, would have to satisfy a sequential approach which demonstrated why they could not be located in an existing town centre and why a town centre allocation at Elland Road, alongside other primary uses, would be more appropriate and beneficial to the city and the local area.

#### Ancillary Uses

Where acceptable in policy terms, ancillary uses such as food and drink defined in PPS6, of an appropriate scale, will be acceptable in order to support the primary uses and create a sense of place. Ancillary uses should not create a distinct visitor destination in themselves.





However, there would be benefits from ancillary services which may be available to the local community outside the standard event programming of the primary uses, such as weekday evening and weekend events at an arena or other leisure uses.

**Residential**

In seeking the redevelopment of this site the council are willing to consider a part residential use, provided this does not prejudice the delivery of the primary leisure and tourism uses.

**Affordable Housing**

Should housing form a component of a mixed use proposal, affordable housing must be provided on site in accordance with Supplementary Planning Guidance Note 3 (SPG3), Affordable Housing, Policy Guidance Notes, including the revised Annex (July 2005) and updated guidance provided in PPS3 (2007).

**4.3 Pedestrian & cycling networks/links**

The inclusion of an arena on the site will significantly increase the number of days on which large numbers of pedestrians arrive and depart the site in high concentrations.

Both physical infrastructure and management plans should be consider how to accommodate these additional event day movements.

Elland Road is currently closed on match days to allow safe circulation of pedestrians. This closure would need to be maintained on match days due to the proximity of the football ground entrances to the highway. However, an arena should be carefully sited to facilitate safe circulation of pedestrians while Elland Road remains open to general traffic. New access junctions to the site from Elland Road should accommodate full provision for pedestrian and cycle movements.

For large scale events the likely walking catchment covers a significant area stretching as far as the city railway station. The current interaction between pedestrians and vehicles at Junction 2, M621 is unacceptable. Measures should be introduced to alleviate this conflict either by provision of crossing facilities or ensuring provision of alternative routes ie Lowfields Road subway and the footbridge on Elland Road.

These improvements will also link the site on non-event days with the local communities of Holbeck and Lower Wortley.

Potential for links between the site and the proposed Holbeck Viaduct scheme should be investigated as an opportunity to provide a quality off highway pedestrian and cycle link between the site and the city centre.



#### 4.4 Transport Access & Parking, Green Travel Plan

In developing the Elland Road site the following aims need to be achieved:

- Promotion of sustainable travel modes where possible with travel by private car a secondary option;
- Minimal impact on the strategic highway network adjacent to the site, in particular the M621;
- Minimise the impact of generated traffic for the existing residents and businesses in the vicinity of the redevelopment area, in particular those fronting onto Elland Road;
- Provide appropriate infrastructure to enable the safe discharge of spectators from large organised events;
- Provide facilities and opportunities to 'manage' traffic generated by the large scale events occurring within the site i.e. football matches and potentially concerts and major exhibitions.

Parking provision for uses on the site should be based on current maximum parking standards which calculate at a maximum of 2,750 spaces.

Currently, approximately 4000 spaces are available for match day parking. In order to protect the amenity of local residents any reduction in parking supply should be offset by a comprehensive transport strategy which covers prevention of overspill parking into adjacent residential areas and provides effective alternatives to use of the private car.

Enhancement to the public transport interchange should be considered a key element of the comprehensive redevelopment of the site.

The potential for use of this site to operate a park and ride facility should be explored. Linking the site and the city centre would support the city's wider transport objectives and provide a direct, quick and regular public transport service for the site.

The end users of the site would be obliged to enter an agreement to operate travel plans to promote sustainable modes to both employees and visitors.

#### 4.5 Building Form, and Quality

The council have developed 10 principles of urban design which will need to influence the design and development process. These are reproduced at Appendix 9.

The stakeholders share a strong desire to transform the quality and perception of this important 'gateway' site. Buildings, infrastructure work and landscaping must, therefore, be of an appropriate quality both in terms of design and materials.

Appendices 5, 6 and 7 indicate the potential for a coordinated development of football stadium, casino, conference, entertainment, hotel and arena facilities. Whilst not prescriptive, it illustrates the ambition to produce a visually integrated and coordinated approach to the massing and design of new and expanded buildings.



The opportunity exists to create a landmark building (or collection of buildings) along with substantial environmental improvements which work at both the macro and micro scale.

Developed proposals for the site should:

- Provide uniquely designed, high-quality building (or buildings) which will add to Leeds' identity
- Provide a high quality public realm which will encourage a higher level of public engagement over a wider variety of uses
- Contribute to a sense of identity and quality of place for the wider area
- Provide a safe and comfortable environment for all users at all times.

The illustration in Appendix 8, indicates buildings of a comparable height to (or less than) the current football stadium.

The scale of the site and its location could, subject to detailed location and design quality, accommodate a tall building (or buildings) on the site. Reference should be made to Leeds City Council's emerging SPD on Tall Buildings.

#### 4.6 Site Layout

The layout of the buildings and pedestrian access should encourage major flows of vehicles and pedestrians using the facilities to circulate within the site.

The flows should minimise disturbance to the local community during, and after, major events and to facilities that require access and egress later in the evenings.

A coordinated approach to hard and soft landscape should complement the approach adapted for the design of high quality buildings. It is the council's aspiration to improve the Elland Road corridor, and create a boulevard with the qualities outlined in 4.7 below.

#### 4.7 Elland Road Boulevard Design Principles

Green verges, and where possible, tree planting will be encouraged on both the North and South sides of Elland Road.

All new developments will be encouraged to have access with existing or new service roads, so that the above verges provide a continuous landscaped pedestrian environment and a buffer between the mainly residential elements to the South of Elland Road, and the proposed higher intensity of use to the North of this corridor.

All existing and new road junctions are to be provided with good pedestrian facilities to allow the safe passage of high volumes of people.

Street furniture, paving, lighting and plants should be consistent with the other areas of public realm. Opportunities for public art will be encouraged.



#### 4.8 Landscape/Urban Realm

As a major destination for tourism and leisure activity the public realm will need to be of a very high quality that can cater for significant numbers of pedestrians and vehicles at peak times, but also provide a safe and convenient place on all other occasions. To achieve this, the council would expect a proportion of the redevelopment area (subject to detailed layout and design) to be laid out as public realm. The main aims will be to:

A) Improve the setting of the site as a gateway into Leeds that will attract investment and activity in the area. This will include views into the site from the M621 and the adjacent railway. Improvements to the character and setting of the existing stadium is a key objective.

B) Improve pedestrian access through the site to existing and proposed uses, and improve linkages to the local community and towards the city centre.

C) Create a sense of community by providing open spaces that people will want to use a part of an active and thriving facility.

D) Improve the M621 underpass

E) Create an inclusive and safe environment for all.

Soft landscape should provide an integral part of the development proposals, not only at the perimeter of the site to enhance the setting, but to define a hierarchy of spaces and minimise the impact of service areas and paving around the site.

Whilst there are a limited number of mature trees in the centre of the site these should not be construed as a constraint on development.

Provision of trees, shrubs and other landscape elements is to be encouraged as an integral part of the design for the site as a whole, to define edges of spaces and provide a setting for the buildings. Existing TPOs need to be reflected in the design.

Biodiversity enhancements will be required which should seek to provide linked habitat areas across the site. Consideration should be given to the use of green roofs which should be designed to maximise their wildlife value

#### 4.9 Landscaping - Key Principles

- Clearly defined safe pedestrian routes through the site and on-site car parks.
- Whilst there will be significant areas of hard landscaping, there should be a mix of formal and informal areas of hard and soft landscaping, with the opportunity to provide some quieter spaces between the areas of highest activity.
- Public art, planting, lighting and street furniture should be chosen from a consistent palette of high quality materials.



- The maintenance of the public realm will be of utmost importance to the success of individual developments, as well as the regeneration of the wider area. The public realm and provision of open space will need to be provided in a well considered manner. In this context developers and land owners will need to work together to provide on-site facilities of an appropriate scale, that link to other facilities in the wider community.

#### 4.10 Land Contamination

The M621 southern embankment and part of Area 1, shown in Appendix 3, is known to have been used for landfill and has since been capped. Other former uses at the site may have caused some contamination.

In accordance with the Government's Planning Policy Statement 23 (PPS 23), an appropriate level of site investigation and risk assessment should be carried out prior to submission of planning applications for sites which are potentially contaminated and/or which are being proposed for a sensitive end use (i.e. residential, educational or child care establishments, play and sports grounds). The scope of investigation should reflect the previous uses, size and complexity of the site, as well as the likely contamination risks.

Where unacceptable risks have been identified (as defined in Annex 2 of PPS 23) the council will require that a viable remediation scheme that reduces risks to an acceptable level (as defined in Annex 2 of PPS 23), is implemented. Further, a validation report will be required to provide evidence that the approved remedial works have been carried out on site and that the site is safe and suitable for the intended use.

It is the owner's/developer's responsibility to provide information on whether the site is contaminated and to submit remediation proposals and validation information where necessary. Investigations should be carried out by appropriately qualified professionals.

Further guidance on the content of reports provided in support of planning applications is outlined in the council's blue leaflet entitled "The Development of Contaminated Sites, Reports in Support of Planning Applications" and in the 'green' leaflet' entitled "The Development of Contaminated Sites, Human Health Quantitative Risk Assessment." For residential developments only, the 'yellow' leaflet is available entitled "The Development of Contaminated Sites, Residential Development on Land Affected by Contamination."



#### 4.11 Drainage and Flooding

In accordance with Supplementary Planning Guidance (SPG) 22 Sustainable Drainage in Leeds, an Indicative Drainage Strategy will be required as part of each development proposal.

For significant developments a Drainage Impact Assessment will also be required at the pre-planning application or outline application stage. Guidance contained in PPS25, Development and Flood Risk must be followed, including submission of a Flood Risk Assessment.

#### 4.12 Sustainability

SPG 10, Sustainable Development Design Guide, and SPG 22 outline the range of issues and measures to be considered in preparing development proposals. SPG 10 is currently being replaced by an updated SPD (Supplementary Planning Document) 'Sustainable Design and Construction'. In addition, The Sustainability Assessment SPD has been prepared to provide the framework for information that must be provided, to enable the sustainability of any redevelopment to be assessed.



## 5.0 Planning Procedures

### 5.1 Public Consultation

The council's adopted Statement of Community Involvement (SCI) contains information and guidance for developers considering submission of a planning application. Examples of good practice for effective public consultation are provided. Public consultation will be expected in advance of the submission of any planning application.

Considerable public consultation already undertaken by the council during June 2007 provides a useful resource for understanding the local interests regarding redevelopment of this site.

### 5.2 Planning Application/s

Due to the anticipated scale of development and the wide ranging issues, any application for development of this land will need to demonstrate that all the relevant matters have been addressed. It is anticipated that a substantial amount of supplementary evidence will be required to support applications for re-development.

It is anticipated that the three parcels identified at paragraph 2.2 can all be developed independently. Sites south of Elland Road are anticipated to progress in advance of the larger site to the north. Consideration will need to be given to the apportionment of costs for infrastructure to deliver a comprehensive scheme for the whole site. Given the complexities of land ownership and the council's determination to bring about a comprehensive scheme for this important site in a reasonable timescale, the use of compulsory purchase to assemble land will be considered.

Planning agreements will be required to cover the following matters:

- Financial contributions towards:
  - off-site public realm/greenspace
  - public transport provision
  - educational provision if relevant (in the context of a housing proposal)
  - off-site highway infrastructure work where required
- Provision and Management of on-site landscape/public realm/greenspace including the provision

of walkways (where required)

- Affordable housing provision if relevant
- Involvement with Leeds City Council's Training Department to provide short term (i.e. construction) and long term employment opportunities for local people
- Phasing
- Other matters subject to negotiation

### 5.3 Referral to Government Office – Circular 07/99

It is anticipated that planning applications to develop all, or part of this site will fail to fully satisfy the scope of existing planning policy; specifically UDP policy LT5a. Conditional upon the proposals submitted, and if the council is minded to approve, it may be necessary to refer applications for redevelopment of this site to the Secretary of State. Justification will be needed even for those elements that accord with LT5a. Applicants will need to consider the implications of a referral into their proposals and consequent implementation programme.



## 6.0 Summary

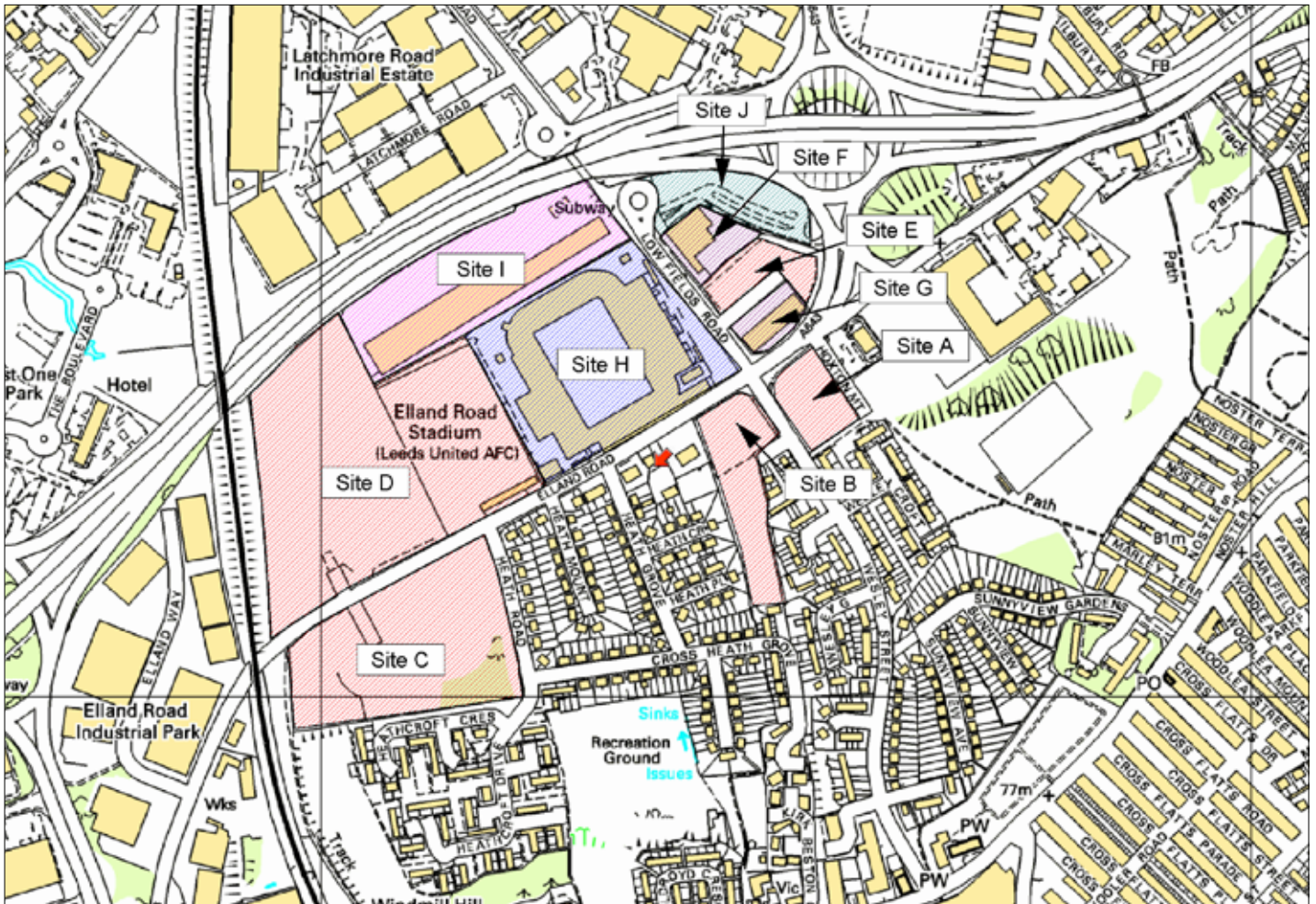
This site represents a major opportunity for development at a major gateway site. For further planning information or details please contact Paul Gough (Tel: 0113 2478071). The city council offers an integrated approach to dialogue with developers and will coordinate all planning and related inputs, including advice on Building Regulations issues. This will extend through the pre-application period to the formal planning application stage.





# Appendices

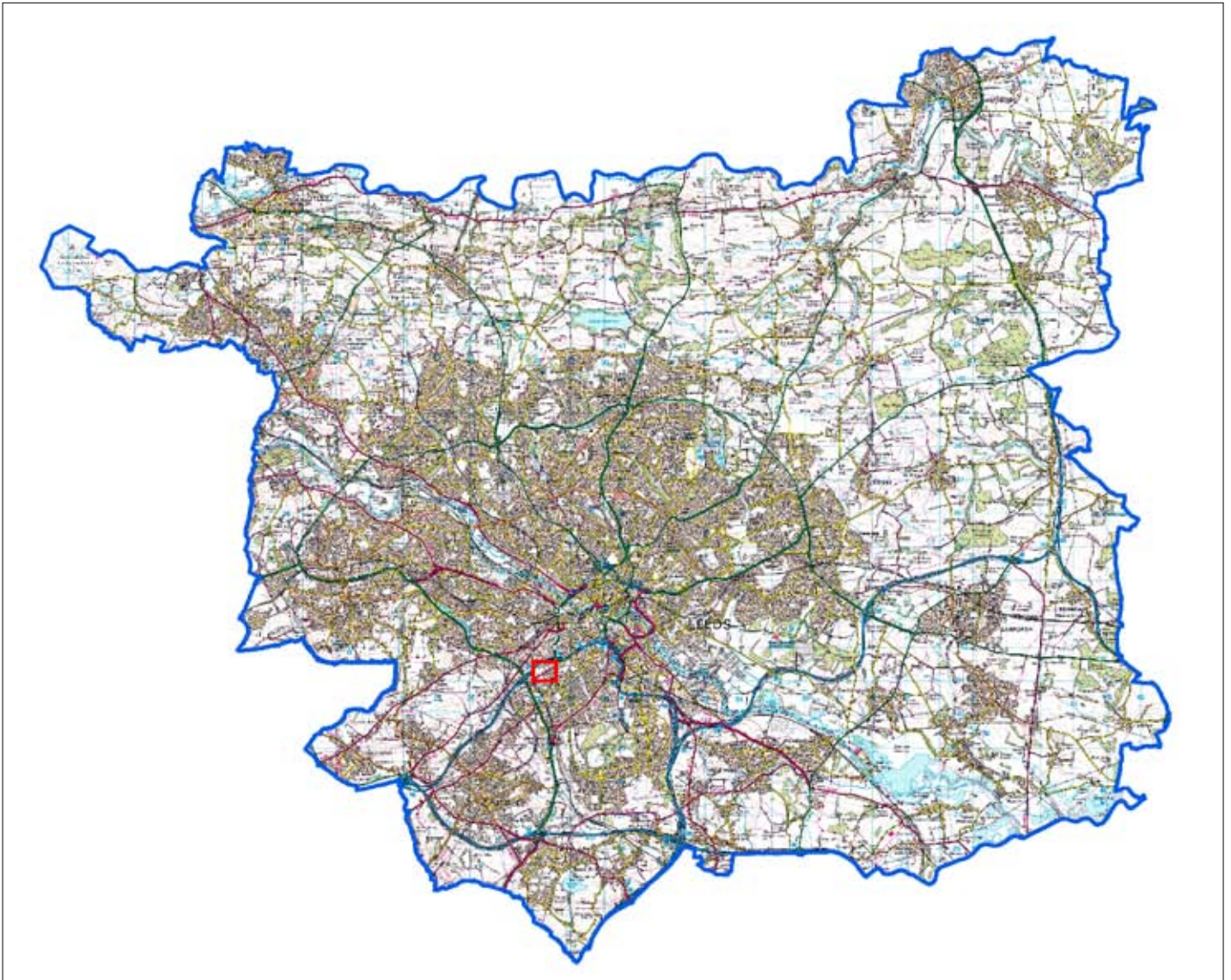
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# Appendix 1

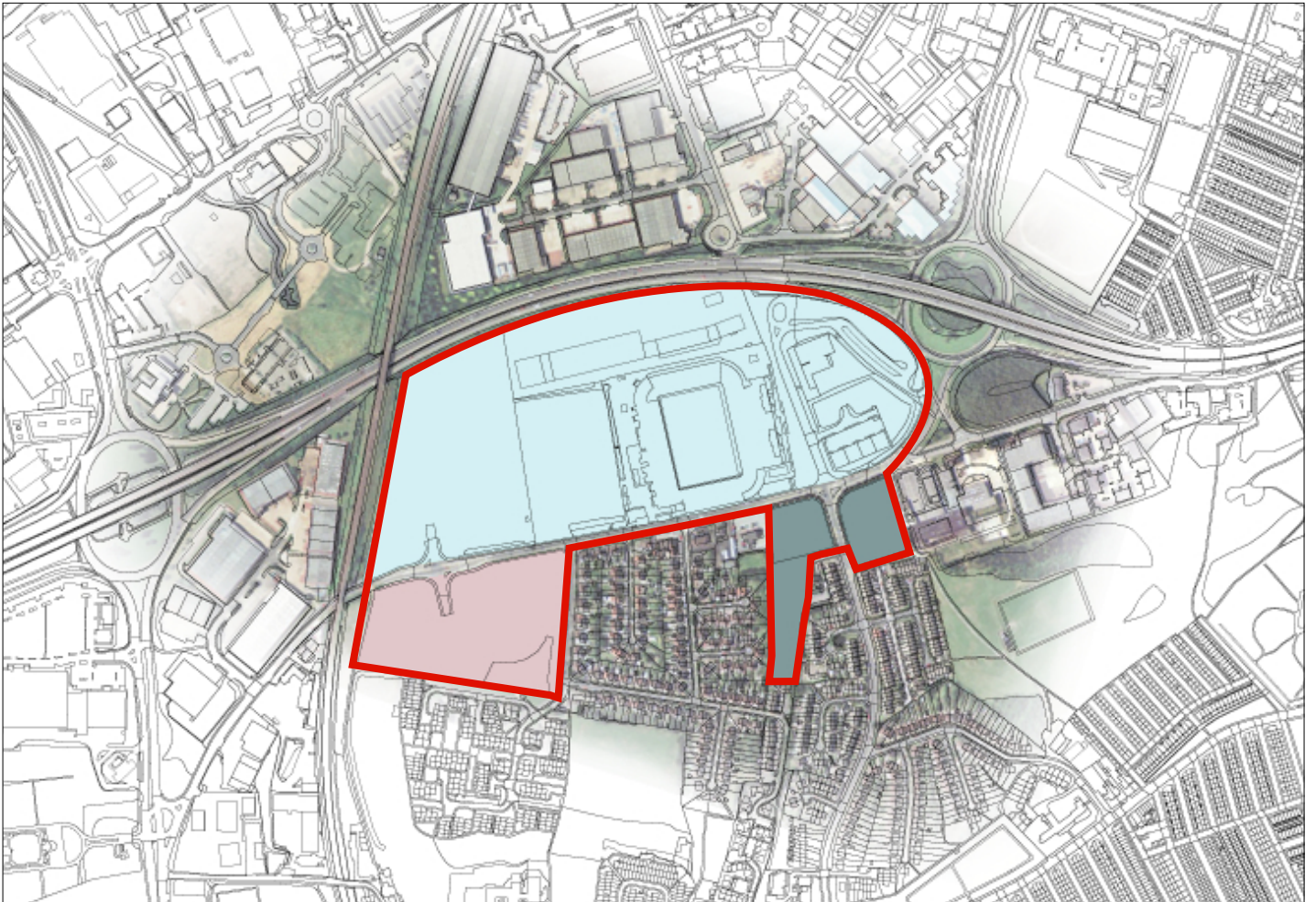
Site A	0.71 Hectares / 1.76 Acres Leeds City Council Freehold Interest	Site E	0.64 Hectares / 1.57 Acres Leeds City Council Freehold Interest	Site H	4.32 Hectares / 10.67 Acres Stadium Private Investor Freehold Interest
Site B	1.17 Hectares / 2.90 Acres Leeds City Council Freehold Interest	Site F	0.50 Hectares / 1.57 Acres Leeds City Council Freehold Interest. Leasehold to LUFC	Site I	2.83 Hectares / 7.00 Acres Castle Family Freehold Interest
Site C	3.24 Hectares / 8.01 Acres Leeds City Council Freehold Interest	Site G	0.35 Hectares / 0.86 Acres Leeds City Council Freehold Interest. Leasehold to Eskimur Properties	Site J	0.92 Hectares / 2.29 Acres West Yorkshire Passenger Transport Executive (WYPTPE)
Site D	6.24 Hectares / 15.42 Acres Leeds City Council Freehold Interest				

Appendix 1:  
Land Ownership Plan



# Appendix 2

-  Leeds MD Boundary
-  Elland Road Area



# Appendix 3

-  Site boundary
-  Area 1
-  Area 2
-  Area 3



## Appendix 4

The consultation exercise was managed by Frances Wells Associates on behalf of the Council. The scope and methodology for the consultation exercise was developed following a stakeholder workshop to identify the key groups that the consultation exercise needed to include. Accordingly, a broad range of consultation events and meetings have been held including stakeholder workshops, one-to-one in depth interviews, public drop in sessions and telephone interviews as part of a qualitative exercise.

Following the conclusion of the consultation exercise the key themes are as follows:

### Theme 1

Sense of place, identity and quality of place. The consultation process identified a strong theme of dissatisfaction with the look and feel of the site.

It also identified a need to improve the perception of safety, attractiveness of the site and to also encourage investment. In addition, it was also noted by many that the site is a gateway to the south and west approaches to Leeds which is in need of improvement.

### Theme 2

Traffic management, parking and connectivity. This theme was very important to local people living in the vicinity of the Elland Road site. Key issues that emerged included the significant amount of on-street car parking in residential areas on match days and some of the anti-social behaviour that is linked to this activity. Also, the perceived high cost of public transport was commented on as was a perceived lack of reliability and information about services.

It is clear that the local community wants to see solutions that protect them from the impact of the Elland Road Football Ground and that the situation should not get any worse as a consequence of development. Achieving a successful modal shift from the car to public transport was high on the agenda of a number of consultation responses.

### Theme 3

Environmental quality and management. Local people, especially young consultees wanted to see improvements to the problem of litter on the site and improvements to greenspace and other open spaces. Also linked to theme 2, a recurring comment was a desire to improve air quality by reducing standing traffic on match days.



#### Theme 4

Economic considerations including employment. The potential for new employment for local people was a major area of feedback.

In addition, capturing the value of the purchasing power of any incoming new businesses for the benefit of the local area was highly important. In summary, many consultees saw the potential benefits of area regeneration, new jobs and new businesses.

#### Theme 5

Safety and comfort of users. The consultation process highlighted the need to maintain segregation between pedestrians and vehicles as well as home and away supporters at football matches. The key suggestion for maintaining safety was to ensure that the site is well used on a regular basis.

There was also some concern amongst local residents about the potential for a casino to attract undesirable behaviour.

#### Theme 6

Provision of new housing and its quality. Proposals to include new housing created a mixed response. On balance, more thought that investment in new housing was a positive for the area in terms of demonstrating new investment and widening the choice of housing types available.

However, some felt that it would result in more people living close to an area already experiencing problems. Those in favour of housing gave a strong message that the housing mix needed careful consideration, as did the design layout, provision of parking and buffering treatments between new residential areas and the Elland Road football ground itself.

#### Theme 7

Site synergy to maximize positive benefits. The consultation process identified the need to carefully consider the design layout of any development proposals and to ensure appropriate levels of segregation and integration where necessary. The final development proposal should improve the sustainability of the site.

#### Theme 8

Sense of community and community cohesion. Overall it was thought that development would raise both the profile and image of the local area, which would have benefits for local communities. Achieving a sense of vibrancy was one of the positives highlighted. However, any development proposals would have to address the negative aspects felt by some residents including on-street parking and litter.



Accordingly, the need to keep local people engaged in the development process throughout is a key issue as is the need to ensure that any development results in an attractive site which is accessible to a wide range of local people.

### Theme 9

Visitor/consumer experience. At present, people appear to be either neutral or negative about the visitor experience in and around Elland Road. The area affords a low quality environment for local people and football supporters note that there is little to attract them to arrive early, or stay behind after matches.

There was clear enthusiasm for the redevelopment of the site for leisure uses. This enthusiasm included the potential for an arena, particularly from people across Leeds and football fans.

However, this is tempered by local concerns that both an arena and a casino could have negative consequences for residents living in close proximity to the site. Some also queried whether an arena at Elland Road would draw potential trade away from the city centre.

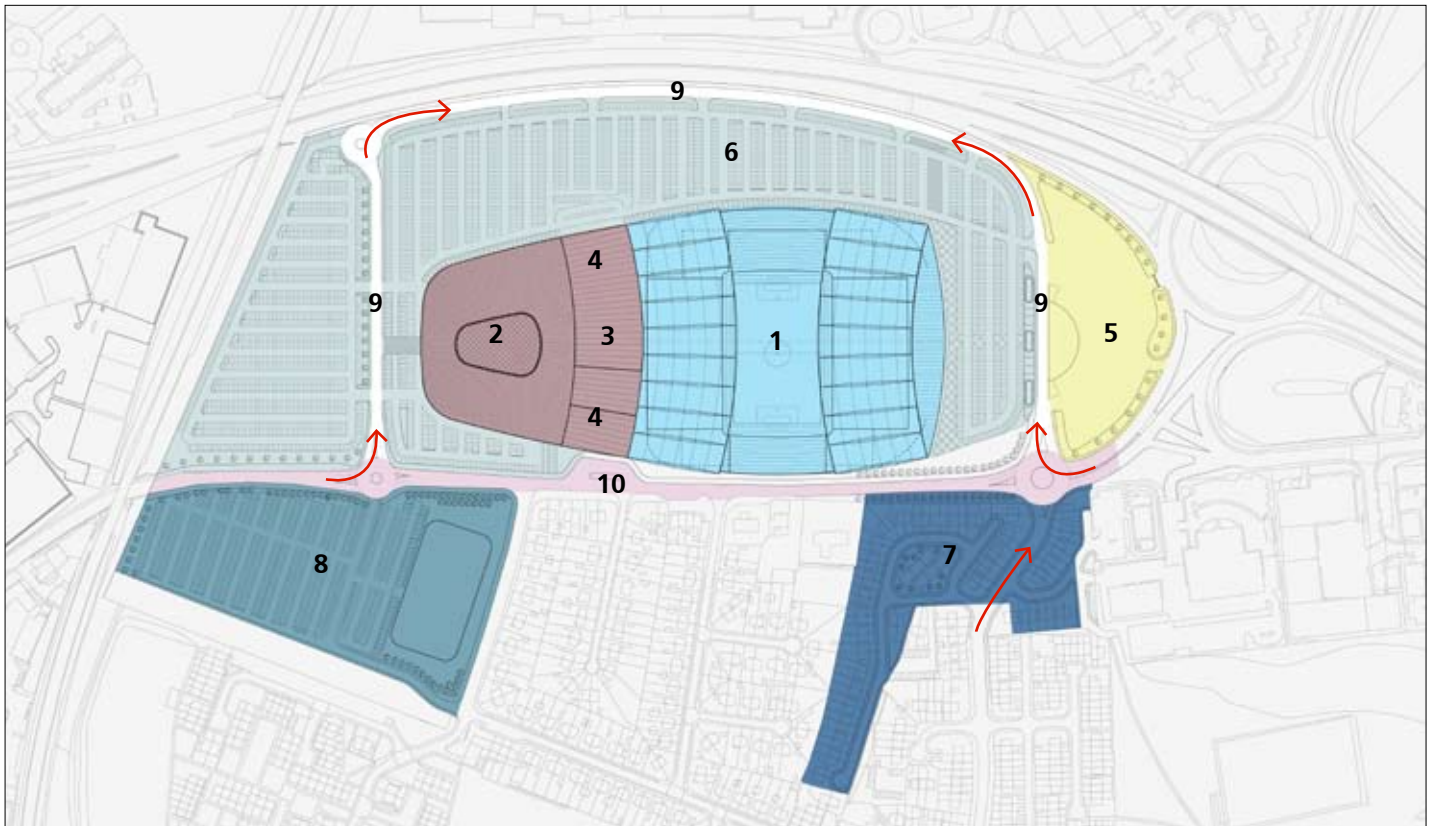
### Summary of consultation

The consultation process has identified that, on balance, there is a desire, both local and city-wide, for a development at Elland Road which improves the quality of the local environment and brings economic and regenerative benefits to the area.

However, any development proposals brought forward must address a number of issues currently faced by local residents in the area.

Critically, the impact of car travel on football match days needs to be reduced, which may require measures to achieve a modal shift which improves the attractiveness of public transport.

In addition, the need for environmental improvements and better environmental management would also have to be key components of any development proposals that resulted in the site being integrated into everyday use by local people as well as visitors.



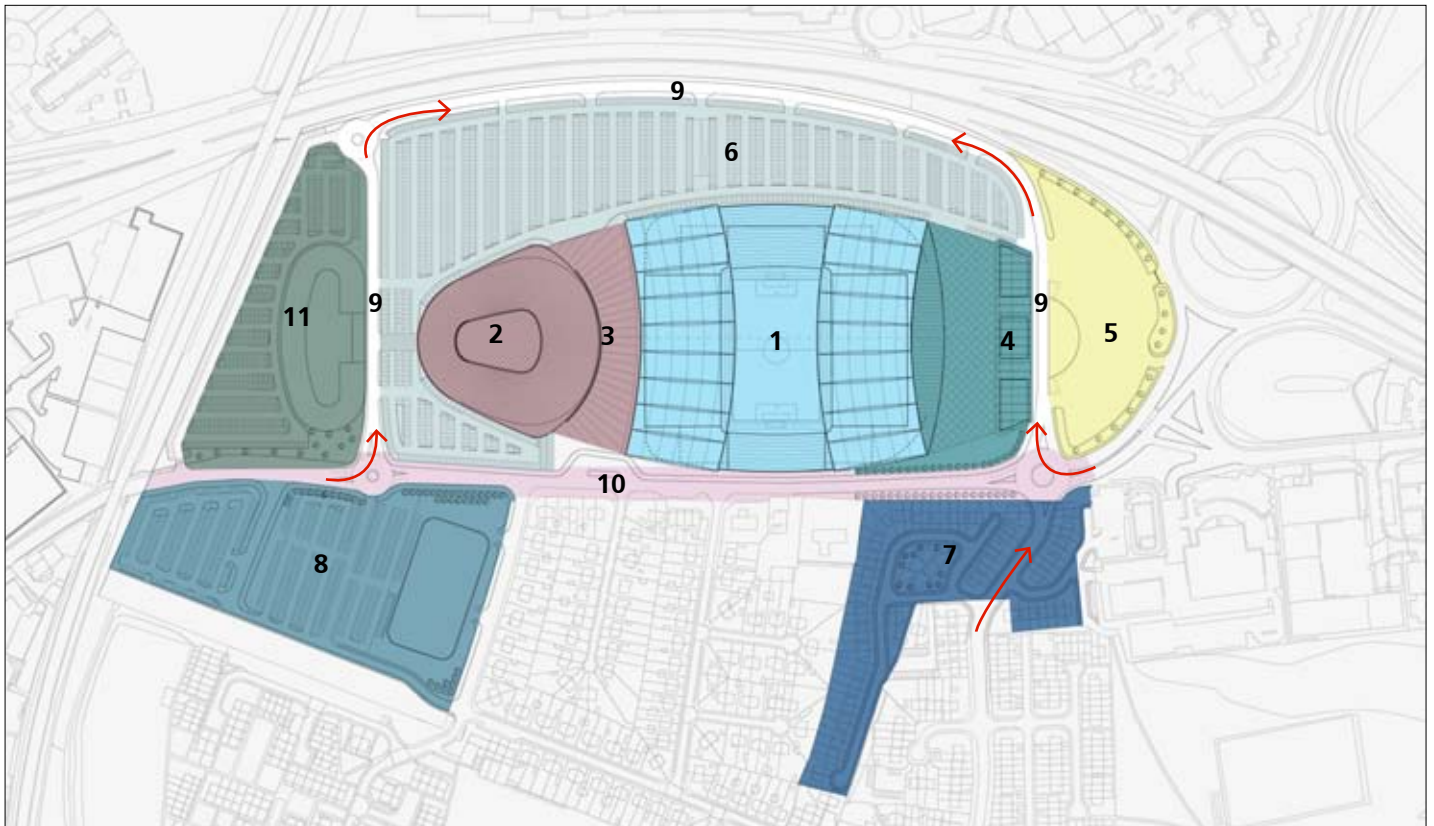
# Appendix 5

## Key Components

- |   |  |  |
|---|--|--|
| <p>1 Expansion/upgrade of existing Leeds United Stadium facility</p> <p>2 Potential location for new mixed use Arena development with conference and exhibition facilities</p> <p>3 Potential location for 5000m<sup>2</sup> Casino development, Hotel and Health Club</p> <p>4 Ancilliary food and drink</p> | <p>5 Provision of an expanded public transport hub to improve the use of public transport to and from the site</p> <p>6 Provision of 2700 landscaped car parking spaces at grade (750 used in conjunction with park and ride facility)</p> <p>7 Provision of new housing on land currently used for parking on match days only</p> <p>8 Relocation of Police HQ from city centre</p> | <p>9 Provision of a service road designed to deliver visiting vehicles to parking facilities quickly while minimising impact on the rest of the site, especially Elland Rd itself</p> <p>10 Improvement to Elland Road Boulevard</p> |
|---|--|--|

Appendix 5:  
Illustrative Masterplan Proposal: Low Impact with an Arena



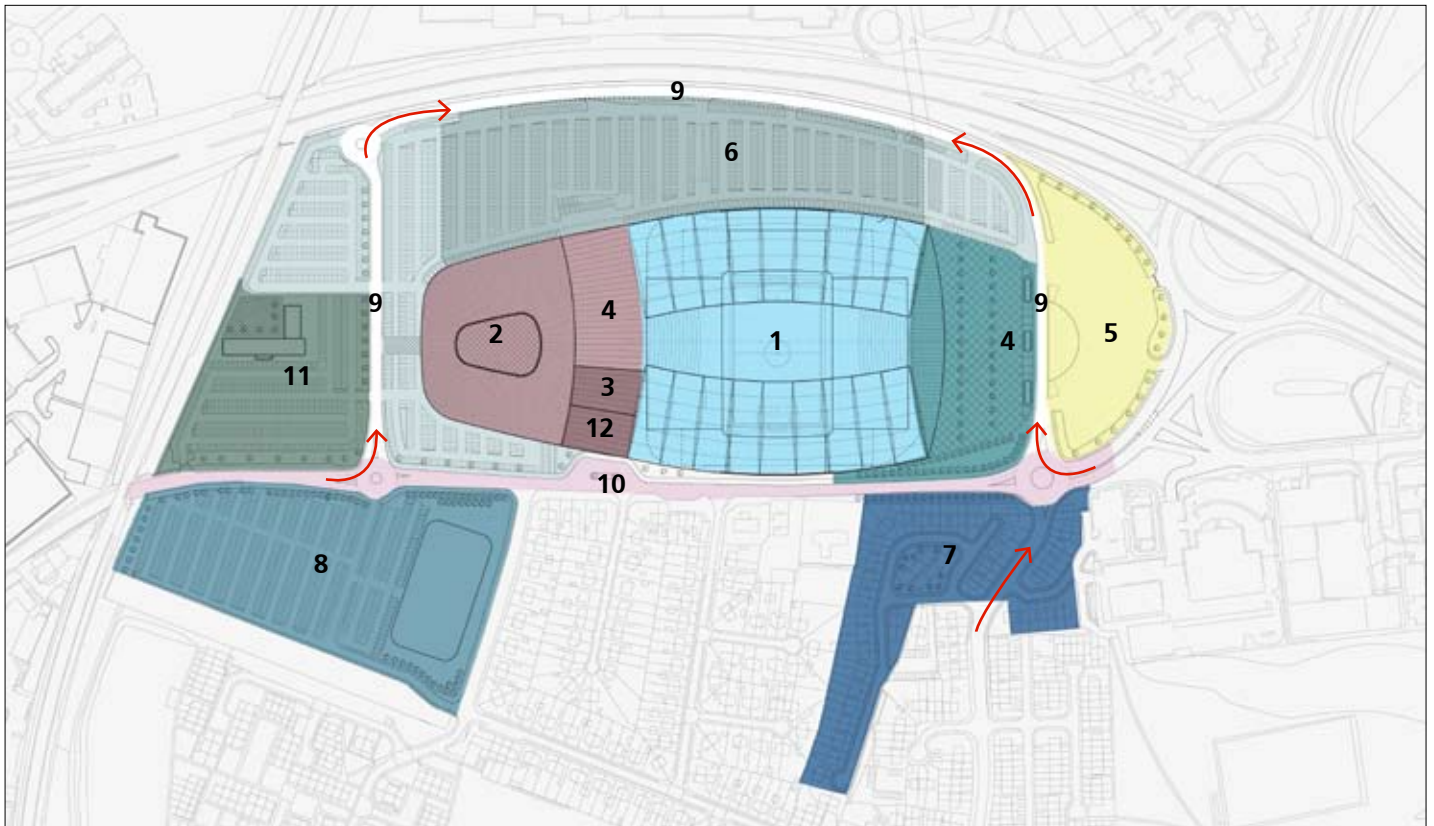


# Appendix 6

## Key Components

<p>1 Expansion/upgrade of existing Leeds United Stadium facility</p> <p>2 Potential location for new mixed use Arena development with conference and exhibition facilities</p> <p>3 Potential location for 5000m<sup>2</sup> Casino development, Hotel and Health Club</p> <p>4 Ancilliary food and drink</p>	<p>5 Provision of an expanded public transport hub to improve the use of public transport to and from the site</p> <p>6 Provision of 2700 landscaped car parking spaces partially decked (750 used in conjunction with park and ride facility)</p> <p>7 Provision of new housing on land currently used for parking on match days only</p> <p>8 Relocation of Police HQ from city centre</p>	<p>9 Provision of a service road designed to deliver visiting vehicles to parking facilities quickly while minimising impact on the rest of the site, especially Elland Rd itself</p> <p>10 Improvement to Elland Road Boulevard</p> <p>11 Potential mixed use development</p>
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Appendix 6:  
Illustrative Masterplan Proposal: Medium Impact with an Arena

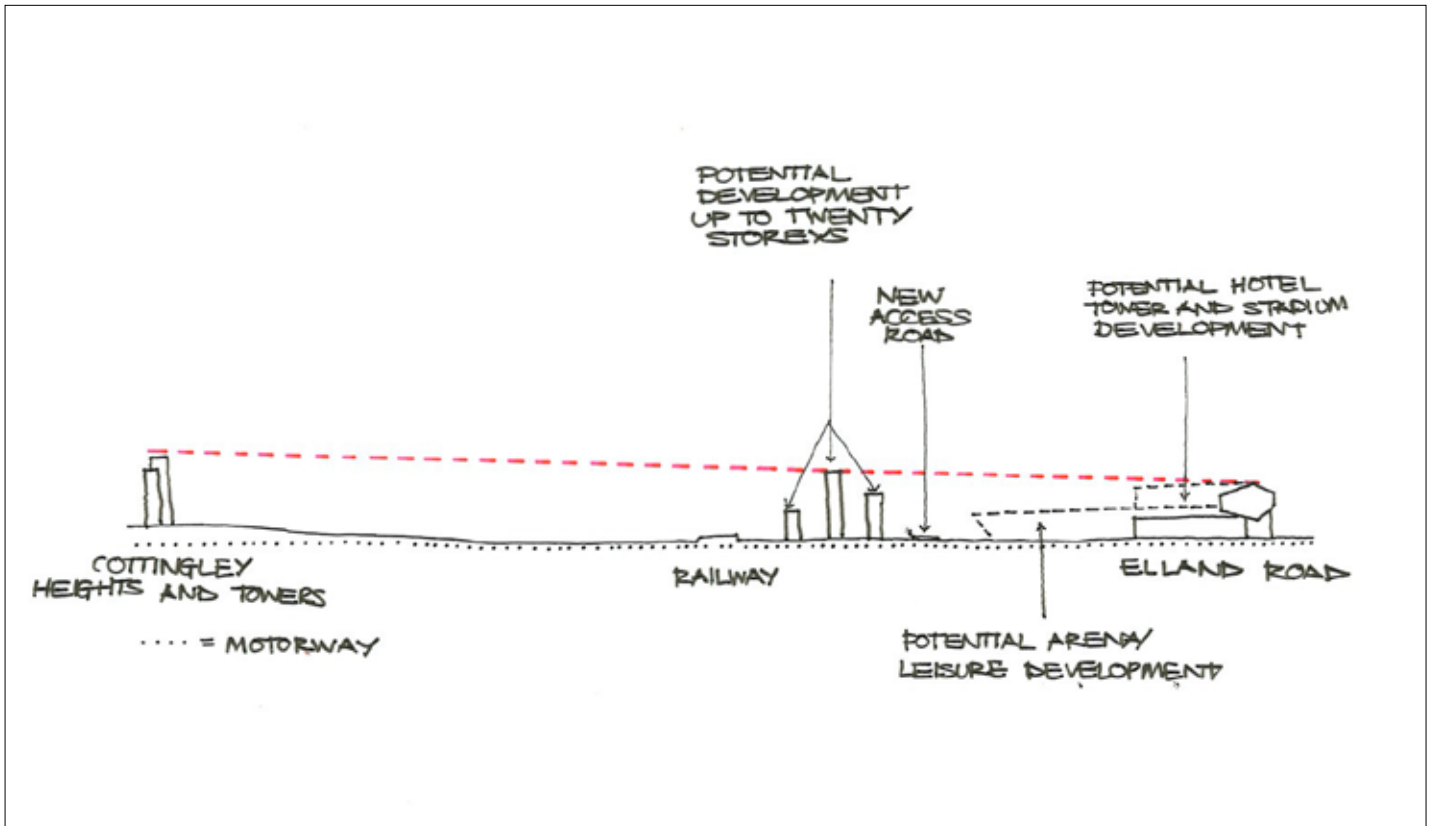


# Appendix 7

## Key Components

<p>1 Expansion/upgrade of existing Leeds United Stadium facility</p> <p>2 Potential location for new mixed use Arena development with conference and exhibition facilities</p> <p>3 Potential location for 5000m<sup>2</sup> Casino development, Hotel and Health Club</p> <p>4 Ancilliary food and drink</p>	<p>5 Provision of an expanded public transport hub to improve the use of public transport to and from the site</p> <p>6 Provision of 2700 landscaped car parking spaces partially decked (750 used in conjunction with park and ride facility)</p> <p>7 Provision of new housing on land currently used for parking on match days only</p> <p>8 Relocation of Police HQ from city centre</p>	<p>9 Provision of a service road designed to deliver visiting vehicles to parking facilities quickly while minimising impact on the rest of the site, especially Elland Rd itself</p> <p>10 Improvement to Elland Road Boulevard</p> <p>11 Potential for 432 bed Hotel with 440 car parking spaces</p> <p>12 Potential location for 1500m<sup>2</sup> Health Club</p>
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Appendix 7:  
 Illustrative Masterplan Proposal: High Impact with an Arena



# Appendix 8

## TEN URBAN DESIGN PRINCIPLES

for use by Leeds City Council in its day to day development activities

*"Good design provides the background to everybody's lives and can help bring communities together. It develops a sense of local pride and creates lasting confidence"* (Vision 2 – high quality design is a cross-cutting issue, and thriving places is one of the eight strategic themes)

These principles respond directly to Vision 2, LCC mission statement, core values and the themes in the Council Plan (creating better neighbourhoods and confident communities, making the most of people, competing in a global economy, integrated transport, and, looking after the environment).

All these principles should be used together to support and steer the work of all LCC Departments and be part of our commissioning, design, procurement, negotiation and other processes. These should also be advocated beyond the work of the Council – for use by our partners and all those influencing urban design quality throughout Leeds (including investors, developers, designers etc.)

For further information contact – Leeds City Council Development Department, Leonardo Building, 2 Rossington Street, Leeds LS2 8HD  
tel: 0113 247 8000 – email: urban.design@leeds.gov.uk – website: www.leeds.gov.uk



Investing – working – involving – regenerating – delivering – creating – improving – connecting – managing – reviewing



### INVESTING effectively –

#### **Recognise that good design is good business (1)**

Good design provides longer lasting, sustainable solutions for us and future generations to use and enjoy. It increases value (economic, social and environmental).

*Checklist: life cycle costing, 'robust design' assessments (long-life/flexible for change), market considerations (short-medium-long term), delivery mechanisms (funding sources and processes), 'sustainable accounting', economic/social/environmental aspects together, CABE (value of good urban design)...*



### WORKING together –

#### **Get the team right (2)**

Good design requires many skills and built environment disciplines, including architects, urban designers, landscape architects, engineers (highways, civil, structural, services), town planners, developers, heritage consultants, access consultants, ecologists, surveyors, public art consultants, manufacturers, project managers and others. Good inter-disciplinary working is fundamental to successful design and procurement.

*Checklist: identify broad range of team members (do not be too narrowly focused), identify team leader, encourage creative working, initiate a series of design workshops at the outset (including designers, planners and client)...*



### INVOLVING the community –

#### **Make places for (and by) people (3)**

Good design processes include participation by the community to provide places and buildings which are better tailored to need, engender a sense of ownership and reduce crime. Design processes must cater for all including people of different age, gender, ethnic background and disabled people. This should create and retain people-friendly places that are well-used and well-loved.

*Checklist: identify stakeholders, consider appropriate participatory approach...*



### REGENERATING throughout Leeds –

#### **Close the gap and move forward (4)**

Good design of existing and new places is a fundamental need for sustainable regeneration of areas and communities – creating places to live, work, shop, play, rest, worship, care etc. Mixing uses, tenures, densities, forms to create lively, attractive places for all people. Quality design should improve and renew our neighbourhoods/villages/towns/city centre.

*Checklist: opportunities for real contribution for renewal of community, mixed use, activity, new valued spaces, design strategies/frameworks/action plans, themes of Renaissance Leeds/Vision 2/Neighbourhoods for Living/City Centre Urban Design Strategy...*

# Appendix 9



**DELIVERING sustainable environmental solutions –  
Provide for future generations (5)**

Good design is sensitive to the impact on the Earth’s resources and the needs of future generations. Solutions should minimise energy use, waste production, and pollution (in construction and throughout the life of the development). Solutions should enhance and protect the natural environment/biodiversity and realise good opportunities for sustainable energy production. Local resources (materials and skills) should be encouraged.

*Checklist: consider sustainability at inception stage, do sustainable appraisals at key stages of the project, climate/micro-climate considerations (inc. orientation, construction and natural energy production), energy/waste/drainage strategies, travel plans (encouraging use of more sustainable transport - walking, cycling, public transport etc)...*



**CREATING excellent new places –  
Take a visionary approach (6)**

Good design looks forward to improve our quality of life, taking all opportunities for excellent new buildings, streets, spaces and landscape. Good design is a catalyst: initiating positive change in attitude, perception and use of a place. New places should be attractive, vibrant (appropriate to time of day) and safe.

*Checklist: take a broad view, 'blue sky' thinking with practical considerations too, ODPM/CABE good practice guidance, research international best practice, 'secured by design' principles, Renaissance Leeds/Neighbourhoods for Living/City Centre Urban Design Strategy/Unitary Development Plan themes, principles and policies...*



**IMPROVING existing identity –  
Analyse and enhance the character (7)**

Good design responds to the distinctive qualities of existing places – the forms, movement patterns, spaces and uses provide a strong basis for design responses.

*Checklist: thorough audit/analysis/aspirations (iterative process – see NFL, CCUDS etc), consider context at different scale (region-town-neighbourhood-street), themes (form-movement-space-use), issues/checklists/principles of NFL, CCUDS, Renaissance Leeds, town centre strategies, heritage designations/appraisals (listed buildings, conservation areas etc.), village/neighbourhood design statements etc...*



**CONNECTING places –  
Create visual and physical links (8)**

Good design responds creatively to movement to and through a place – streets, buildings, landscape, boundaries, walls etc. – drawing people through, providing continuity, linkages, cohesive places, legible places and joining communities.

*Checklist: look beyond the project/site, respond to adjoining places/neighbourhoods, opportunities to connect, sustainable transport links (pedestrian, cyclist, public transport then the private car), serial vision/sequential views studies, landscape character analysis/concept...*



**MANAGING the investment –  
Look after the place (9)**

Good design must be sustained by management and maintenance of the place in a comprehensive way. Flexibility and robustness of design is an essential ingredient at the outset (see principle 1).

*Checklist: be equipped to provide/ensure management - budget, resources, personnel...*



**REVIEWING our work –  
Improve continuously (10)**

Good design and poor design have an impact – this must be audited and monitored to inform us to ensure continuous improvement and more effective work

*Checklist: audit trail, spot checks – across a range of work...*

