

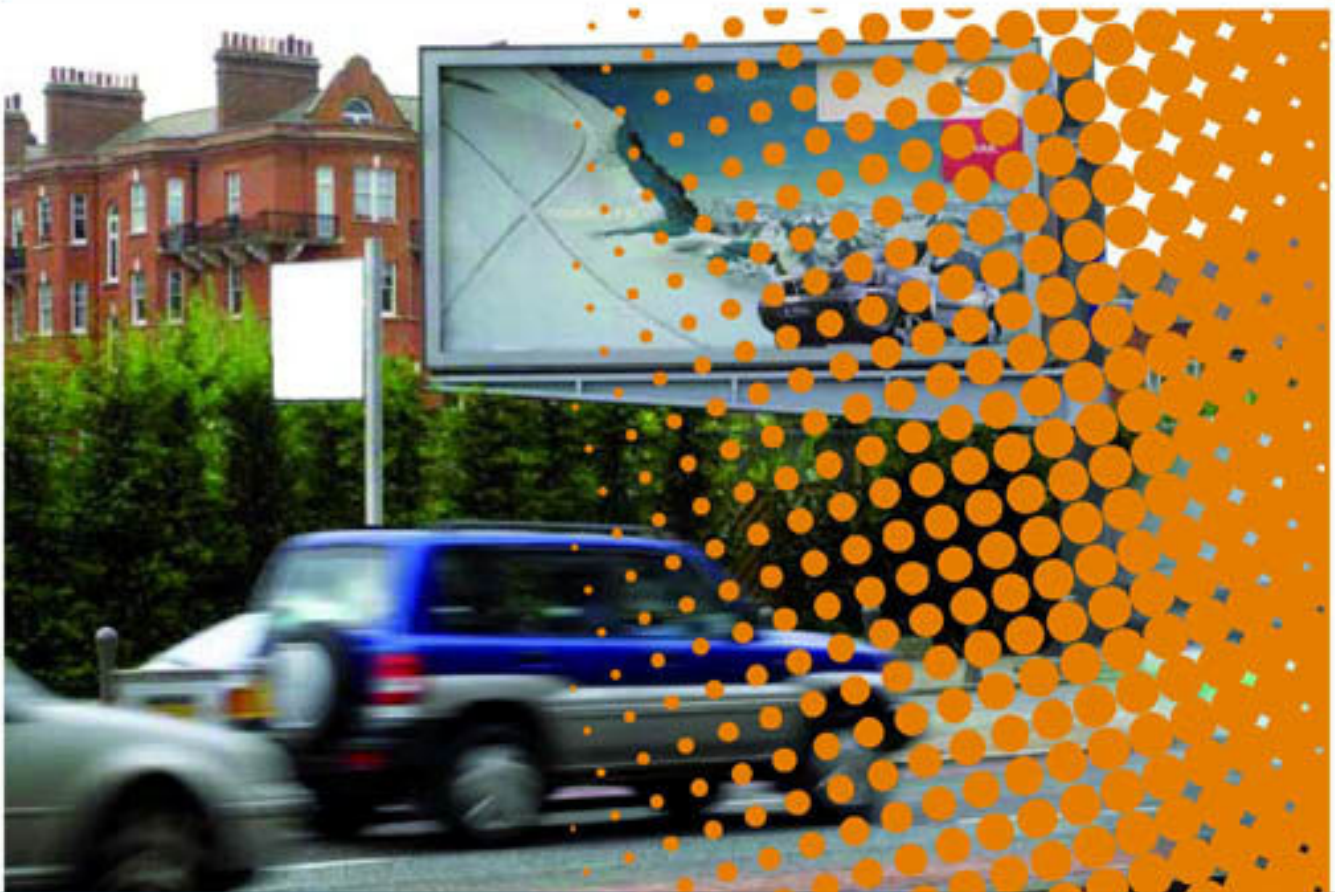


Leeds  
CITY COUNCIL

*Draft*

# Advertising Design Guide

Leeds Local Development Framework



Supplementary Planning Document  
Regulation 17 Consultation  
July 2006

## 1.0 Introduction

1.1 The purpose of this guide is to:

- advise where advertising would and would not generally be acceptable
- encourage design excellence, innovative ways of advertising and high standards of maintenance
- provide the Development Department with the basis for assessing all advertisement consent applications

1.2 The guide recognises the potential benefits of advertising. These include adding interest to the street scene, bringing colour to drab areas, making areas safer at night through better illumination and screening eyesores. However, the guide also recognises that done badly or in the wrong place, advertising can be harmful. It can result in visual clutter, obstacles to pedestrians, and a hazard to motorists or distraction to road users.

1.3 This guide is in line with national guidance on advertising contained within PPG 19, which focuses mainly on amenity and public safety issues. The guide also builds on a number of locally prepared studies including the Leeds Unitary Development Plan Adopted 1 August, 2001, Vision for Leeds 2 prepared by the Leeds Initiative and the City Council (Development Department) City Centre audit report.

1.4 This guide does not cover signs e.g. shop signs which are the subject of separate policy in the Adopted Leeds UDP and the guidance within the Shopfronts Design Guide (LCC Development Department). Nor does the guide cover “to let” boards.

1.5 This document is a supplementary planning document and supplements the following policies from the adopted Leeds Unitary Development Plan

BD10, BD12

## **2.0 Using This Guide**

2.1 The guide is in 2 parts. Part One contains general principles relating to the design and siting of advertising. Part Two contains specific guidance relating to current popular advertising formats e.g. 6 sheets, 96 sheets etc. This is not a definitive list as the Council wishes to encourage the introduction of new and innovative forms of advertising as part of the general improvement in the quality of outdoor advertising displays throughout the city eg the fusion of public art with advertising.

## **3.0 Part One – General Principles**

### **3.1 Site Context**

Advertisements will generally be appropriate in industrial and commercial areas, subject to the considerations set out below. Caution needs to be exercised in introducing advertising into areas where these features are not present, more specifically:

#### **Conservation Areas**

The designation of an area as a conservation area does not automatically preclude outdoor advertising, but special attention should be paid to the necessity of preserving or enhancing the character or appearance of that area.

#### **Listed Buildings & Ancient Monuments**

Special care is essential to ensure that any advertisement displayed on, or close to, a listed building or scheduled monument does not detract from the integrity of the building's design, historical character or structure, and does not detract from or compromise its setting.

#### **Locations With A History Of Safety Problems**

Special care is essential to ensure that any advertising display does not lead to a reduction in road safety.

### **3.2 Generally suitable locations**

Within Leeds the following areas would be generally suitable for advertising:

- Predominantly commercial areas
- Predominantly industrial areas
- Entertainment areas e.g.: the City Centre, District Centres and Neighbourhood Centres (but not the most sensitive areas of these i.e. major squares, Conservation Areas or settings of Listed Buildings)
- Unsightly / derelict sites that could be screened on a temporary basis by advertising that provides a splash of colour pending re-development or improvement of the visual amenity
- Building sites (other than sites in wholly residential development areas) where temporary hoardings are required during the construction period

### 3.3 **Generally unsuitable locations**

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

3.4 If applicants are seeking approval for advertising within generally unsuitable locations, they are required to submit a justification as to why the presumption against advertising in these areas should not prevail.

### 3.5 **Highways Safety Considerations**

Advertising displays within the public highway will generally not be acceptable on roads where the driver would find it difficult to assimilate all of the wide array of information presented.

#### 3.5.1 **Site location**

In selecting a site there must be safe access for maintenance vehicles (i.e. no waiting on carriageway, pavement or grass verges). This should be demonstrated in the advertisement application with an outline method statement.

The site location should not generally be in close proximity to any road junction or formal crossing point. The advertisement application plan should indicate a visibility splay indicating safe distances from junctions to show this does not provide a further hazard to vehicles.

Sites along highways that are “Sites for concern” or “Lengths for concern” should generally be avoided as should locations with an accident injury history. This

information can be found on the internet ([www.leeds.gov.uk](http://www.leeds.gov.uk)) by selecting R on the alphabetic search, scroll down to Road Safety and select, then in the “pages in this section” select Road Injury Data. This provides comprehensive access to accident data for the Leeds area including “sites and lengths for concern”.

### 3.5.2 Installation position

Alongside highways the edge of the installation should be set at least 450mm from the edge of the carriageway. This should be increased to 600mm where there is severe camber or crossfall and at least 1200mm and 600mm behind any highway verge on major roads.

An absolute minimum footway width for pedestrians of 1.2m should be maintained at all times.

Advertising display should not obscure traffic signals, highway signs or safety cameras nor be located on lighting columns with existing highway signs. They should not generally be located near schools, school crossing patrols or on designated “safer routes to school” (developers should contact Leeds City Council Highway Development Control officers for details – tel: 247 8000).

Advertising display or content should not resemble a traffic sign.

### 3.6 Crime Prevention

Advertising should not obstruct natural surveillance to or from the street. Advertisements should not create blind spots or hiding places near residential locations.

### 3.7 Siting

- 3.7.1 In general terms, the siting of any advertisement should be considered in terms of its impact, including any cumulative effect, on its surroundings and the characteristics of the neighbourhood. Such impact may include scenic, historic, architectural or cultural features that contribute to the area’s distinctive character.
- 3.7.2 Advertising is generally better sited on the edge of spaces, especially where the space is enclosed by blank walls. This avoids the potential problem of backs of panels and helps to absorb the advertising within the urban fabric. If advertising is to be located within the middle of spaces, careful thought needs to be given to the form of the structure to avoid having backs. Double sided panels or drums are likely to be more successful.
- 3.7.3 If the advertising display is likely to become a visual focus in its own right the design, size and proportions plus the relationship to the character of the area are particularly important factors.
- 3.7.4 Advertising within pedestrian areas should be carefully sited to avoid creating hazards for pedestrians, particularly the partially sighted and blind (Fig 1.). Ideally advertising would be fixed to existing structures e.g. walls or columns. Where this is not possible it should be sited outside main pedestrian desire lines.



48 sheet billboard sited behind the pedestrian area (Fig 1)

- 3.7.5 Advertising should be sited so as to avoid obscuring views of attractive features such as good buildings, specimen trees, woodland, gardens etc or of blocking important visual corridors e.g. a framed view out of a square.
- 3.7.6 Advertising should also be sited so as to avoid visual clutter. The best way of doing this is to group advertisements together in organised clusters. Advertising that is spaced out along the length of a road should be generally avoided.
- 3.7.7 In all cases, the cumulative impact of advertisements in an area should be considered as they could lead to an adverse impact on visual amenity and create visual clutter, even when individual sites appear acceptable.

### 3.8 **Scale**

The size of the advert structure should be in scale with the space within which it is located. Small structures often look fussy and out of scale in large spaces whereas large structures can overwhelm a small intimate space, (Fig 2).



(Fig 2)

### 3.9 **Colour**

Choosing an appropriate colour for the advertising display is important. Dark neutral colours such as dark greys generally work best. In many instances it will be appropriate to use the same colour as the surrounding street furniture. Light / bright colours such as white or primary colour should generally be avoided.

Within Leeds City Centre advertising display should maintain the Anthracite Grey RAL7016 colour theme found on existing street furniture.

### 3.10 **Materials**

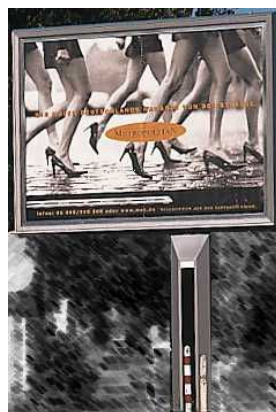
The structure of the advertisement carrier should be light and elegant. Metal (steel or aluminium) will generally be most appropriate. Materials such as timber, concrete or plastic are unlikely to be suitable, (Fig 3).

When considering display construction, the materials utilised should be tested for their response to vehicular impacts where appropriate.

### 3.11 **Finishes**

Finishes that are both attractive and durable should be selected where required e.g. to treat steel. Generally factory applied finishes such as powder coating or galvanising are preferable to site applied finishes e.g. brush applied paint.

It is important that finishes help to discourage graffiti and that it can be readily easily removed if it does occur.



Scrolling Steel Outdoor Display,  
(Fig 3)

### 3.12 **Style**

Simple and elegant contemporary design is generally to be preferred (Fig 5). However, there may be occasions in a strong historic context where a traditional design could be more appropriate (Fig 4)



(Fig 4)



(Fig 5)

### 3.13 Lighting and Illumination

Where advertising is to be illuminated, levels of illumination should generally be less than surrounding levels e.g. shopfronts or road signs. The direction and level of illumination must be carefully positioned to avoid dazzling motorists and avoid upward light pollution.

The new backlit displays would generally only be appropriate in industrial and commercial areas. Within conservation areas and historic locations external illumination is preferred and should be considered for 6 sheet units in these areas.

Low energy lighting systems or solar powered lighting should be used

### 3.14 Landscaping

In some instances the advertising installation will be expected to include the provision and maintenance of landscaping to the surrounding area. Well designed landscaping not only helps to improve the quality of the streetscape but can also frame and draw attention to the advert itself. Landscape treatments should be simple, easy to maintain and appropriate to the wider area.

### 3.15 Encouragement of well designed innovative forms of advertising display

The advertising industry is increasingly coming forward with new ideas for advertising e.g. large banner adverts or dynamic signs (Fig 6 & 7). The Council encourages would be advertisers to propose well-designed and innovative forms of advertising display



(Fig 6)



(Fig 7)

### 3.16 Other Contributions to Local Amenity

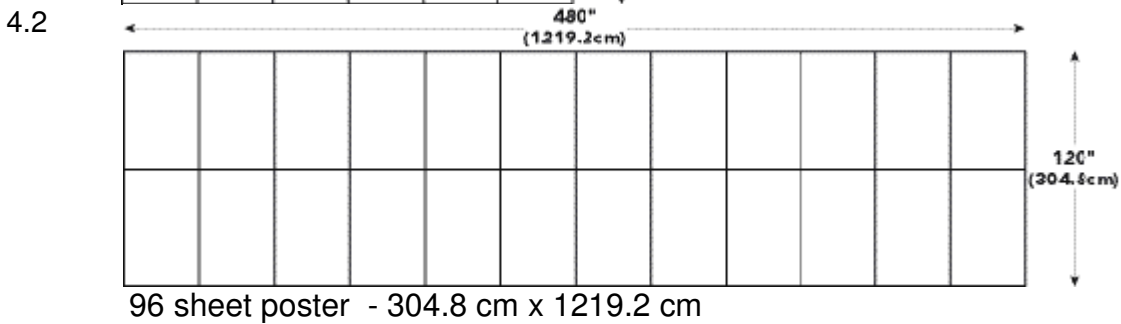
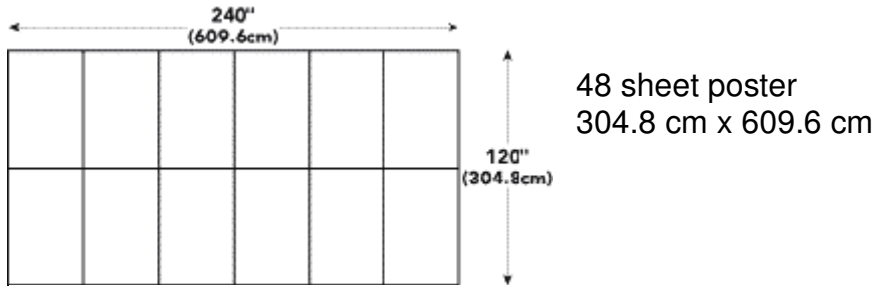
The Council will in appropriate instances seek the provision of other features or facilities as part of the design of an outdoor advertising scheme. These could include specific landscape features such as paved areas and seating within the vicinity of the site.

## 4.0 Part Two Specific guidance relating to current popular advertising display formats.



- 4.1 This guidance is designed to assist developers by providing a check-list of considerations relating to a potential outdoor advertising site, but specific reference must be made to the guidance provided in part one.
- 4.1.1 The advertising application should demonstrate that specific issues have been addressed and provide plans and illustrations supporting the proposal.
- 4.1.2 This is not a definitive list and the Council encourages an innovative approach to new forms of outdoor advertising.

**48 SHEET, 96 SHEET BILLBOARDS & similar large format outdoor display.**



- 4.2.1 Generally suited to commercial and industrial areas. The impact of the outdoor display must be considered in the local context regarding the interests of amenity and public safety.

**4.2.2 Site Context**

- Is this a commercial or industrial area?
- How many 48/96 sheet posters already in the area – consider visual clutter and suitability of location?
- What are the local area characteristics (consider the effect on scenic, historic, architectural or cultural amenities)?

**4.2.3 Scale**

- Average height of surrounding buildings.
- Immediate height of building structures in location of display.
- Amount of street furniture in immediate locality.
- Impact on pedestrian safety.

**4.2.4 Display Construction and Site**

Detailed proposals are required covering poster site design, materials, finishes and

colours plus a plan showing how the proposed landscaping will be appropriate to the whole area, be simple and easy to maintain.

#### 4.2.5 **Illumination**

- Is the sign to be illuminated? Consider the impact on the locality, motorists and pedestrians.

#### 4.2.6 **Public Safety**

- Distance to road junctions and formal crossing points.
- Distance from any traffic lights, traffic signs, schools etc. in the locality.
- Distance from which motorists can view the advertising display.
- Average peak time motoring speed/volume in the locality.

Note: Outdoor display does not necessarily distract the attention of passers-by but consideration must be made about the impact on motorists, pedestrians and cyclists. Refer to part one for specifics and points of reference for guidance.



#### 4.3 **6 SHEET ADVERTISING DISPLAYS**

These are generally more likely to be suitable in pedestrian areas in the city centre and mixed use commercial/employment areas. They should not be considered in conservation areas and historic locations. However it should be noted that within the City Centre in particular, there are a number of competing pressures (e.g.: street furniture, CCTV, street traders etc ) within the pedestrian area which may affect the suitability of such displays in certain locations. (Fig 8)

In the City Centre, where such advertising displays are acceptable, it is preferable for drum style ( see Fig 9 ) displays to be used rather than double sided units.

#### 4.3.1 Site Context

- Is this a commercial or mixed-use area?
- How many 6 sheet poster sites are there in the locality – consider visual clutter and local area characteristics
- What are the characteristics of the locality?

#### 4.3.2 Scale

- Is the proposed structure in proportion with the locality?
- What other sites and pieces of street furniture are there in the locality?
- Consider the impact on pedestrians (positive or negative aspects).

#### 4.3.3 Display Construction and Site

Detailed proposals are required covering structure design, materials, finishes and colours plus a plan showing whether any landscaping will be required – this should be appropriate to the whole area, simple and easy to maintain.

#### 4.3.4 Illumination

- Is the sign to be illuminated? Consider the impact on the locality, motorists and pedestrians.



(Fig 8)



(Fig 9)

#### 4.3.5 Public Safety

##### Consider:

- Proximity to road junctions and highways safety issues.
- Distance from any traffic lights in the locality and distance from any school crossings.

- Display design in relation to health and safety guidelines.
- Pedestrian flows at peak periods.

Note: Outdoor display does not necessarily distract the attention of passers-by but consideration must be made regarding the impact on motorists, pedestrians and cyclists. Refer to section one for specifics and points of reference for guidance

#### 4.4 **6 SHEET ADVERTISING DISPLAYS SITED ON CUSTOM MADE LAMP POSTS**

- 4.4.1 A relatively new development for the popular 6 sheet advertising format, the high level siting of these displays make them potentially acceptable for areas not normally suitable for standard ground mounted 6 sheets or the larger format billboards.
- 4.4.2 Displays are generally sited alongside main roads, in industrial and commercial areas and out of town shopping centres (Fig 10 & Fig 11) and such displays should not contain moving images.
- 4.4.3 New structures are being developed with a historic styling that might enable some displays to be sited in historic and prime city centre settings (Fig 12).
- 4.4.5 However the siting of each display will be subject to the same considerations outlined in Part One.

#### Streetbroadcast new styles



Fig 11

modern

(Fig 10)



**Heritage** style  
These contain space for local area promotion banners above the illuminated display

Both styles can also be used to carry hanging baskets for Leeds in Bloom

Fig 12

## 4.5 STREET SITE POSTER DISPLAYS

- 4.5.1 These units are provided to help local entertainment promoters display information about forthcoming events (Fig 13).
- 4.5.2 In a similar way to 6 sheet display units the Street Site drums are generally sited alongside major highways, but particularly in the City Centre and areas of student residences; i.e.: areas of the city in close proximity to entertainment venues.
- 4.5.3 The agreement with Street Sites is that the Council develop these drums to discourage fly posting and in return the company assists the Council to keep the streets of Leeds clear of fly-posting. Therefore new sites will be considered where there is a developing fly posting problem.



(Fig 13)

## 4.6 BUILDING WRAPS, ADVERTISING BANNERS AND STREET FURNITURE BANNERS

- 4.6.1 Large format display options can enhance the built environment on a temporary basis to screen unsightly development sites. Consent is granted in line with the development plans, strictly limited to the period of active development and will be removed thereafter (Fig 14).
- 4.6.2 In Civic or historic areas or on listed buildings a full building wrap (one-to-one) would be more appropriate, incorporating a full colour image of the proposed new development.

An advertising banner that equates to less than 50% of the building wrap might be incorporated. This should be carefully sited to avoid masking key features of the building.

4.6.3 Hanging banners e.g. on lamp posts will be acceptable where they introduce a festival character to an area and advertise events rather than products.

#### 4.6.4 **Site Context, Siting and Scale**

Large format displays can be used to tidy-up the overall visual appearance of development sites by communicating a series of messages, within one controlled space e.g:

- Site name and development plans.
- Contractor and sub-contractor details.
- Space for paid-for advertising.

The same suitability tests should be applied considering the display impact on the locality. However, the issue of scale will only apply in that the display area is limited to the size of the development scaffolding.



(Fig 14)



#### 4.6.5 **Public Safety**

- Distance to road junctions.

- Distance from any traffic lights in the locality.
- Distance from which motorists can view the display.
- Average peak time motoring speed/volume in the locality.

#### 4.7 **LANDMARK ADVERTISING SITES**

- 4.7.1 Found in many major UK cities these displays are usually sited in a prominent location to mark the city boundary and create a positive image of the city. (Fig 15). However, suitability will depend very much upon the particular context.
- 4.7.2 Advertising displays and structures are designed to stand-out and attract the public's attention. However this must be matched by considerations of driver safety.
- 4.7.3 A distinctive advertising display proposal must take into account context, size and scale and the display's relationship to the character of the area - essential to the siting of future landmark displays.



(Fig 15)

#### 4.8 **THE WAVE / TRIVISION**

- 4.8.1 A three sided 48 sheet unit containing 3 advertising panels in one unit. The advertising changes every minute or so and goes through a cycle of 3 different advertisements. (Fig 16)
- 4.8.2 These units are large and need to be sited carefully in generous spaces where they are not obscuring attractive features of the area.
- 4.8.3 Because of their dynamic nature, particular care needs to be paid to motorists' safety where appropriate.



(Fig 16)

#### 4.9 SCROLLER

- 4.9.1 This is an advertising display unit that contains a number of advertisements on a roll which scrolls round at regular intervals to display one advert at a time. (Fig 17)
- 4.9.2 As with the Wave / Trivision type of unit, consideration needs to be given to locating it within an adequately large space without obscuring features of interest. Again, consideration needs to be given to motorists' safety where appropriate.



(Fig 17)

#### 4.10 Digital Media

- 4.10.1 Digital Media is a new advertising medium currently in development which provides large scale TV style images in various forms. They are found in many shopping centres and are also being developed for outdoor use. (Fig 18)



- 4.10.2 Although the medium is capable of displaying moving images, these will not be acceptable adjacent to highways for safety reasons.



(Fig 18)

## 5.0 PRESENTATION OF ADVERTISEMENT APPLICATIONS

- 5.1 Applications need to include precise details of proposed siting, preferably on an OS base, which also indicates other features around it e.g. lighting columns, post boxes, visible statutory undertaker's equipment etc. Included should also be details of how often the sites will be serviced and where the service vehicles will park.
- 5.2 Applications should be supported by a written statement indicating how the proposed display meets the criteria identified in this guide. Also photographs of the sites (or photo montage) to indicate context would greatly help in the consideration of applications.
- 5.3 Any advertising which is acceptable within the public highway will need the consent of the Highway Authority and may be required to be removed at short notice if they prevent the Highway Authority from carrying out its duties.
- 5.4 All advertising displays sited within the public highway must be covered by public liability insurance.
- 5.5 All erection and servicing of signs must be carried out by personnel qualified to work on the public highway.

## 6.0 APPENDIX

The following documents set out in more detail the established planning policies and guidance concerning advertising control.

Leeds Adopted Revised Unitary Development Plan 2006  
Leeds City Centre Streetstyle Design Guide November 2001 produced by Leeds City Centre Management  
The Town and Country Planning (Control of Advertisement Regulations) 1992, amended 1994  
DOE Circulars 05/92 and 15/94 Town and Country Planning (Control of Advertisements) Regulations 1992 and amended regulations of 1994  
PPG 19 (March 1992) Outdoor Advertisement Control

### **Photographic Credits**

The images in the guide are reproduced with the consent of JC Decaux, Adshel, Clear Channel, Stroer, Titan, Ocean Outdoor, Street broadcast, Street Sites.

## Contact Details

Full details of the Advertising Design Guide Draft Supplementary Planning Document (SPD), including the Sustainability Appraisal, Consultation Statement, Statement of SPD Matters and comments form are available to download in pdf format on the City Council's website [www.leeds.gov.uk/ldf](http://www.leeds.gov.uk/ldf)

In line with the Government's aim to extend accessibility to public sector services via the internet and E-government emphasis has been placed on making the necessary documents available electronically. However, it is recognised that this means of access will not be appropriate for everybody. Alternatively you can obtain paper copies of the documents if you request them from:-

Mr David Feeney  
Head of Planning and Economic Policy  
Development Department  
Leeds City Council  
2 Rossington Street  
Leeds LS2 8HD

Telephone: 0113 247 8000 (Development Enquiry Centre)

Email: [ldf@leeds.gov.uk](mailto:ldf@leeds.gov.uk)

Paper copies have also been sent to all libraries within the Leeds District if you wish to view them there.