

ADVERTISING DESIGN GUIDE – PUBLIC CONSULTATION RESPONSE SUMMARY

RESPONDENT	SUMMARY OF COMMENT	LEEDS CITY COUNCIL RESPONSE
Councillor Valerie Kendall	Guide strikes right balance and is clear and concise.	
Councillor Mark Phillips	'would make no changes to it at this time'.	
Councillor Matthew Lobley	Not concerned about static street lamp advertising, but road safety concern if dynamic	Accepted, re-worded.
	Delete photos that include alcohol	Accepted, although not something we can control unless on Leeds City Council property.
Councillor Richard Harker	Good strikes right balance and is clear and concise.	
Councillor Jo Foster	Guide out of conformity with UDP.	Issue is that UDP is out of conformity with PPG 19. the guide reflects both UDP Policies and PPG 19.
	Guide focussed on approval of advertising rather than assessing against a robust policy framework.	Text amended to be less pro advertising.
	Illustrations not appropriate.	Illustrations changed.

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Councillor David Morton	Guide will allow too much 'crap and clutter' – policies wrong.	Text amended to be less pro advertising.
	Guide should be more prescriptive.	Not accepted, it is guidance.
	Guide should include more information on poster drums.	Not accepted, but they are given equal coverage with other types of advert carrier.
Councillor James Monaghan	Ensure lighting is low energy and from renewable sources.	Text amended to support this.
Councillor Elizabeth Minkin	Illustrations in appropriate.	Illustrations changed.
	6 sheet adverts should not be considered in conservation areas or historic locations.	Accepted as a general principle but note proviso regarding parts of City Centre.
	Object to impression that lamppost adverts are acceptable throughout the city centre.	Accepted, re-worded
	A number of minor changes requested.	All accepted.
Yorkshire and Humber Assembly	No comment	
Highways Agency	Set out their general position, but no specific comments.	No changes required.
Environment Agency	No comment.	
Yorkshire Forward	Welcomes the approach, especially the focus on high quality design.	

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English Heritage	Broad support, especially for avoidance within conservations areas etc.	
	Should avoid locations that would affect the setting of historic parks and gardens	Accepted.
	Applications within generally unsuitable locations should be supported by a justification.	Accepted.
	Delete reference to Angel of the North.	Accepted.
Leeds Civic Trust	Generally too supportive of advertising.	Text amended to be less pro advertising.
	Should be more prescriptive.	Not supported – it is a guide.
	Should seek to gain sustainable community benefits from advertising.	Statement of planning obligations added.
	No structure to the document.	Paragraph numbers added.
	Extensive repetition in part two.	Accepted, but expected that advertisers will only read parts of this that are relevant to them.
	A number of detailed comments.	Generally supported.
Street Broadcast	Digital is the feature of advertising and a strategy is needed.	This new medium is included in the guide.

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The Directional Sign Company	Guide strikes the right balance and is clear and concise.	