



Leeds
CITY COUNCIL

Advertising Design Guide

Leeds Local Development Framework



Supplementary Planning Document
Adopted
November 2006

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The Advertisement Design Guide is available on the City Council's website www.leeds.gov.uk. Go to the speed link for Local Development Framework.

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If you do not speak English:

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We can assist with any language and there is no charge for interpretation.

যদি আপনি ইংরেজীতে কথা বলতে না পারেন এবং এই দলিলটি বুঝতে পারার জন্য সাহায্যের দরকার হয়, তাহলে দয়া করে 0113 247 8092 এই নম্বরে ফোন করে আপনার ভাষাটির নাম বলুন। আমরা তখন আপনাকে লাইনে থাকতে বলে কোন দোভাষীর (ইন্টারপ্রিটার) সাথে যোগাযোগ করব।

凡不懂英語又須協助解釋這份資料者，請致電 0113 247 8092 並說明本身所需語言的名稱。當我們聯絡傳譯員時，請勿掛斷電話。

यदि आप इंग्लिश नहीं बोलते हैं और इस दस्तावेज़ को समझने में आपको मदद की ज़रूरत है, तो कृपया 0113 247 8092 पर फ़ोन करें और अपनी भाषा का नाम बताएँ। तब हम आपको होल्ड पर रखेंगे (आपको फ़ोन पर कुछ देर के लिए इंतज़ार करना होगा) और उस दौरान हम किसी इंटरप्रिटर (दुभाषिए) से संपर्क करेंगे।

ਅਗਰ ਤੁਸੀਂ ਅੰਗਰੇਜ਼ੀ ਨਹੀਂ ਬੋਲਦੇ ਅਤੇ ਇਹ ਲੇਖ ਪੱਤਰ ਸਮਝਣ ਲਈ ਤੁਹਾਨੂੰ ਸਹਾਇਤਾ ਦੀ ਲੋੜ ਹੈ, ਤਾਂ ਕਿਰਪਾ ਕਰ ਕੇ 0113 247 8092 ਟੈਲੀਫ਼ੋਨ ਕਰੋ ਅਤੇ ਅਪਣੀ ਭਾਸ਼ਾ ਦਾ ਨਾਮ ਦੱਸੋ। ਅਸੀਂ ਤੁਹਾਨੂੰ ਟੈਲੀਫ਼ੋਨ 'ਤੇ ਹੀ ਰਹਿਣ ਲਈ ਕਹਾਂਗੇ, ਜਦ ਤਕ ਅਸੀਂ ਦੁਭਾਸ਼ੀਏ (Interpreter) ਨਾਲ ਸੰਪਰਕ ਬਣਾਵਾਂਗੇ।

اگر آپ انگریزی نہیں بولتے ہیں اور آپ کو یہ دستاویز سمجھنے کیلئے مدد کی ضرورت ہے تو براہ مہربانی اس نمبر 0113 247 8092 پر فون کریں اور ہمیں اپنی زبان کا نام بتائیں۔ اس کے بعد ہم آپ کو لائن پر ہی انتظار کرنے کیلئے کہیں گے اور خودترجمان (انٹرپریٹر) سے رابطہ کریں گے۔

This publication can also be made available in braille or audio cassette. Please call:

0113 247 8092

▼ A building wrap on a scaffolded listed building in Millennium Square



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1. 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 City Council's 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 hazard 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 and within the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. The guide also builds on a number of locally prepared studies including the Leeds Adopted Revised Unitary Development Plan, 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

“The guide recognises the potential benefits of advertising ... However, the guide also recognises that done badly or in the wrong place, advertising can be harmful.”



2. Using this guide

▲ Advertising combines with public art

- 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.

“Part One contains general principles relating to the design and siting of advertising. Part Two contains specific guidance relating to current popular advertising formats.”

HALF OF ME
IS A KEEP-FIT FAN. HALF
OF ME IS A KEEP-EATING-TAKEAWAYS FAN.

BREEZER
HALF SUGAR

NEW HALF SUGAR FLAVOURS.

Breezer Brewery
© 2016 Asda
www.asda.com



“Advertisements will generally be appropriate in industrial and commercial areas, subject to the considerations set out.”

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, historic 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)
- Untidy/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 purely residential development sites) where temporary hoardings are required during the construction period.



▲ Limited amount of information for the driver to assimilate



▲ 6 sheet advertising panel in commercial area

- Conservation areas (although much of the City Centre is within a Conservation Area, appropriately sited and well designed 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 accidents causing injury
- 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

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
- Main routes into Leeds that 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

“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.”

crossing point. The advertisement application plan should show a visibility splay indicating safe distances from junctions to demonstrate this does not provide a 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) by selecting R on the alphabetic search, scrolling 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 1200mm on high speed roads.

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

Advertising displays 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 displays 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.

“Advertising should not obstruct natural surveillance to or from the street.”

“The size of an advert using structure should be in scale with the space within which it is located.”

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 so as to avoid creating hazards for pedestrians, particularly the partially sighted and blind. 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.

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.

3.9 Colour

Choosing an appropriate colour for the advert carrier 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 displays should maintain the Anthracite Grey RAL7016 colour theme found on existing street furniture.

Advertising display sited to avoid footpath obstruction ▶



Large poster drum in scale with surroundings ▼



▼ A simple and contemporary style of frame

STORM

OCEANIC

FEATURES DUAL ANADIGI, DAY, DATE, HOURLY CHIME,
ALARM, STOPWATCH AND BACK LIGHT

21 CARNABY STREET W1 6 GEES COURT ST. CHRISTOPHERS PLACE W1 30 NEAL STREET COVENT GARDEN WINDSOR 6 WINDSOR ROYAL STATION
GATWICK AIRPORT THE AVENUE NORTH TERMINAL / DEPARTURE LOUNGE SOUTH TERMINAL STOCKIST INFO TEL: 07500 2 STORM OR 07000 2 7899
07000 numbers are not Standard Rates

“The structure of the advertisement carrier should be light and elegant.”

A backlit display in a commercial area ▶

A factory applied paint finish to the steel frame ▼



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.

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. 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 which can be easily removed if it does occur.

3.12 Style

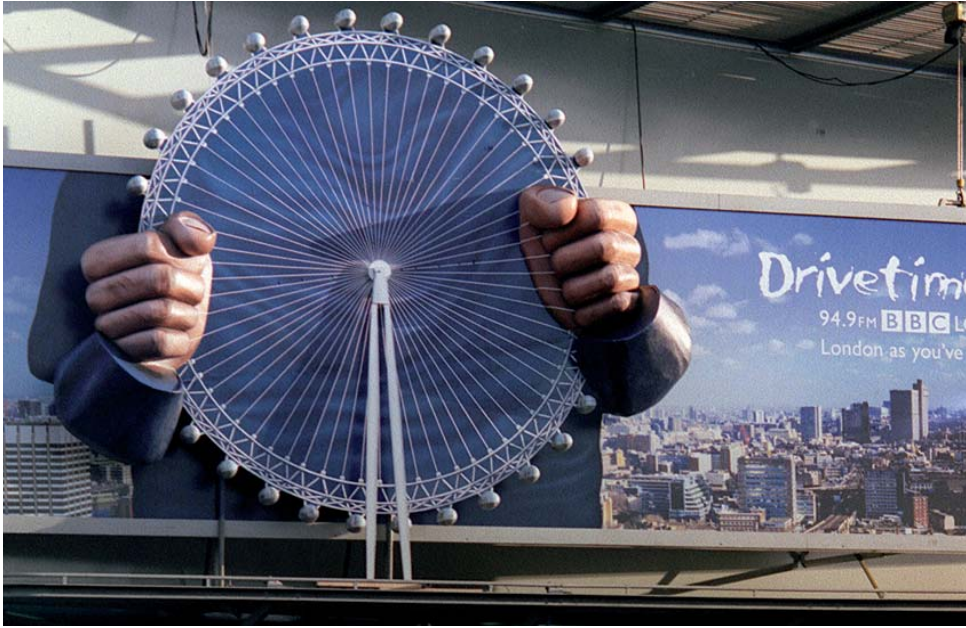
Simple and elegant contemporary design is generally to be preferred. However, there may be occasions in a strong historic context where a traditional design could be more appropriate.

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.



◀ An innovative 3D advertisement

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 streetscene but can also frame and draw attention to the advertisement 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. The Council encourages would be advertisers to propose well-designed and innovative forms of advertising display.

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.

“The Council encourages ... well designed and innovative forms of advertising display.”



▲ Previously derelict site in City Centre commercial area improved by attractive and well maintained landscaping



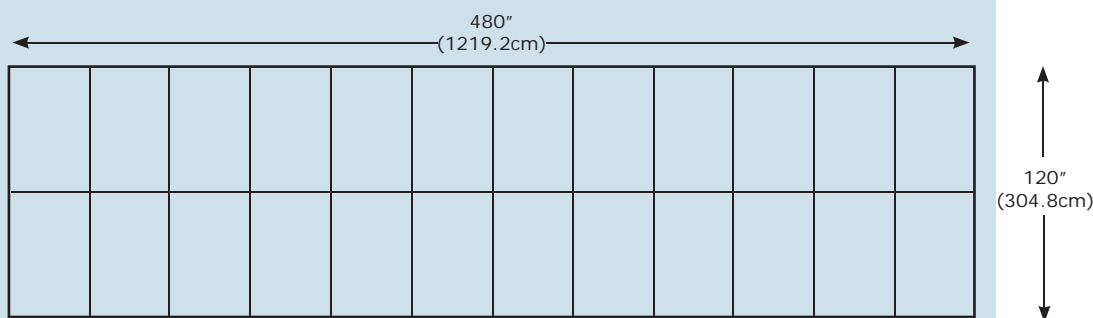
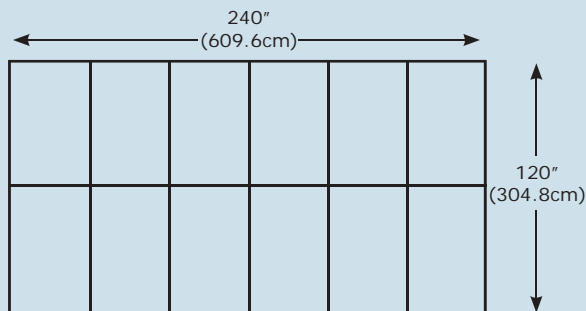
Part Two - 4. specific guidance relating to current popular advertising display formats

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.

4.2 48 Sheet, 96 Sheet Billboards and similar large format outdoor displays



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 vicinity 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

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 generally 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.

In the City Centre, where such advertising displays are acceptable, it is preferable for drum style 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)

A 96 sheet billboard sited on a main road through a non residential area ▼



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

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



◀ A 6 sheet poster drum



▲ A bus shelter financed by its 6 sheet poster

“Outdoor display does not necessarily distract attention 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 trunk roads, in industrial and commercial areas and out of town shopping centres 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.

4.4.5 However the siting of each display will be subject to the same considerations outlined in Part One.

4.5 Street Site Poster Displays

4.5.1 These units are provided to help local entertainment promoters display information about forthcoming events.

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.

A decorative support for a lamp post advertisement ▼



A street site poster drum in Leeds City Centre ▼



◀ Lamp post advertisements in a commercial area

▼ Landmark advertisement adds legibility to this gateway location





▲ A building wrap on a scaffolded listed building

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. Permission is granted in line with the development plans, strictly limited to the period of active development and will be removed thereafter. A schedule of works will be required with the application.

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.

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. 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.

4.8 The Wave/Trivision

- 4.8.1 A 48 sheet unit which can display 3 advertising messages in one unit. The advertising changes every minute or so and goes through a cycle of 3 different advertisements.
- 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.

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 advertisement at a time.
- 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.



◀ A wave/trivision type advertisement

▼ A scroller type advertisement mounted in a suitably large space



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. In some cases the screen can be similar to a TV screen carrying many and varied messages. In other cases the digital screen is merely a digital 6 sheet advertising panel without moving images. This type of screen can also carry emergency messages where required and provides a more flexible medium for carrying advertising.

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

▼ A digital advertisement





5. 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 undertakers' equipment etc. Also included should 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 a 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 it prevents 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.

“Applications should be supported by a written statement indicating how the proposed display meets the criteria identified in this guide.”

6. 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 Advertisements) (England) Regulations 2007
- 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
- Modernising Planning: Outdoor Advert Control Consultation Paper
- DETR Outdoor Advert and Signs: A Guide for Advertisers Revised Draft

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