

Leeds Advertising Design Guide Supplementary Planning Document

Sustainability Appraisal

July 2006



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1 Summary and Outcomes

Non-technical summary

- 1.1 This Non-Technical summary highlights the process and key findings of the Sustainability Appraisal (SA) of the Advertising Design Guide Supplementary Document (SPD). The SA has been undertaken to assess the environmental, social and economic effects which are likely to arise from implementing the SPD. The SA also maximises the SPD potential to support the delivery of social, economic and environmental objectives, with SA providing a systematic way for checking and improving on the SPD as it develops.
- 1.2 The approach adopted in undertaking the SA is based on guidance set out in 'Sustainability Appraisal of Regional, Spatial Strategies, and Local Development Frameworks', ODPM 2005.
- 1.3 This SA was undertaken by Leeds City Council in June 2006.

Background to the Leeds Advertising Design Guide SPD

- 1.4. Leeds City Council has prepared a Supplementary Planning Document to amplify the existing adopted UDP that gives further guidance on this particular type of development. This SPD when approved will form part of the Local Development Framework (LDF) for Leeds.
- 1.5. The Advertising Design Guide has the following objectives:
 - 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

SA process

- 1.6 The following process has been followed when undertaking the SA of the SPD. This process is explained in detail in the main SA Report:
 - Stage A Setting the context, objectives, baseline and scope,
 - Stage B Developing and refining options and assessing effects,
 - Stage C SPD key issues and policies assessment and mitigation,
 - Stage D Reporting and Consultation, and
 - Stage E Monitoring.

Setting the context, objectives, baseline and scope

- 1.7 When setting the context, a review of relevant plans and programmes affecting or influencing the SPD was undertaken. The SA objectives were taken from the already established SA framework for Leeds City Council and it was against these objectives that the performance of the SPD was tested.

Developing and refining options and assessing effects

- 1.8 Government guidance requires consideration of options to achieve the objectives

set in the SPD. The following options were considered:

- The No SPD Option, and
- The SPD option.

- 1.9 The No SPD Option represented not having a new SPD and depending on existing Adopted UDP policy . When this option was assessed against the SA objectives, it was found that this gave insufficient guidance and that as a result advertising could be approved in undesirable locations and of a type that is poorly designed. This would have a negative effect on the visual appearance of the city and could result in an increase in road accidents. The assessment revealed the negative impact this could have on the social, economic and environmental wellbeing of the city.
- 1.10 The SPD option represented taking the new SPD forward and setting out the basis for approving proposals for advertising in Leeds.
- 1.11 The SPD option performed well against SA objectives as it would help to ensure that future advertising was of an attractive design appropriate to its context and in appropriate locations. In some instances it could also assist community safety. This option is the Council's preferred option.

SPD key issues and policies assessment and Mitigation

- 1.12 The following key issues in the SPD were assessed against the SA framework:
- which types of location advertising is not generally acceptable in
 - which types of location are unacceptable from a highway safety perspective
 - what makes for attractive looking advertising that is appropriate to its context
- 1.13 Overall, the approaches adopted do not conflict with the SA objectives
- 1.14 The relevant adopted UDP policies were appraised as they had not been subject to SA previously. Policies BD10 and BD12. Policy BD10 states that promotional banners and other temporary forms of advertising needing express consent will not normally be permitted. This policy is considered to be unsustainable in the sense that it is felt to be over-restrictive in relation to national guidance. The SA therefore gives guidance on the acceptability of temporary advertising.
- 1.15 Policy BD12 states that advertising hoardings may be acceptable around building sites or where they screen unsightly areas. Elsewhere they will generally be discouraged. Again, this policy is no longer considered to be sustainable in that it is more restrictive than current national policy would support and the SPD responds accordingly.

Reporting and consultation

- 1.16 This Sustainability Report has been produced and is available for consultation together with the submission SPD.

Statement on the difference the process has made

- 1.17 The purpose of the SA was to ensure that social environmental and economic considerations have been taken into account in developing the SPD.

How to comment on the SA

- 1.18 Comments are invited on the Draft SPD and on the Sustainability Appraisal. These should be made in writing to:

Peter Vaughan
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Sustainable Development Unit
The Leonardo Building
2 Rossington Street
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or
Fax: 0113 224 3961
or
e-mail: peter.vaughan@leeds.gov.uk

2 Background

Purpose of the SA and the SA report

- 2.1 The overall project objective is to ensure that Leeds City Council's Advertising Design Guide provides effective guidance on where advertising is appropriate and encourages high design standards. The SA provides a systematic way of checking and improving on the SPD as it develops.

SPD objectives and an outline of its contents

- 2.2 The purpose of the SPD is to advise on the acceptability or of advertising in different situations and to encourage innovation and high design standards. Its key objectives are 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

Compliance with the SEA Directive/Regulations

- 2.3 The Strategic Environmental Assessment (SEA) Directive for the assessment of the effects of certain plans and programmes was transposed into English law on the 20th July 2004 in the form of the Environmental Assessment of Plans and Programmes Regulations 2004. The objective of the SEA Directive is

“to provide for a high level of protection of the environment and to contribute to the integration of environmental considerations into the preparation and adoption of plans with a view to promoting sustainable development”.

- 2.4 The vehicle for achieving this aim is by means of the assessment of plans and programmes which are likely to have significant effects on the environment, the result of which are presented in an Environmental Report.
- 2.5 It has been determined that the Advertising Design Guide SPD is required to meet the provisions of the SEA Directive. This Sustainability Appraisal encompasses the SEA of the Draft SPD. Table 2.1 below signposts where the SEA requirements are covered in this SA Report.
- 2.6 The SA applies to all Development Plan Documents prepared as part of the Local Development Framework including Supplementary Planning Documents. The SA requires that the social and economic effects of the SPD are considered as well as the environmental. The proposed SPD adds detail to policies in the 'saved' UDP for which no SA has been undertaken. An SA of the SPD incorporating an SA of the 'saved' policies has therefore been undertaken.

Table 2.1 How SEA Requirements have been taken on board

The SEA Directive's Requirements	Where covered in the SA Report
An outline of the contents, main objectives of the SPD and relationship with other relevant plans and programmes;	Section 2.2
The relevant aspects of the current state of the environment and the likely evolution thereof without the implementation of the SPD;	Section 4.2
The environmental characteristics of areas likely to be significantly affected;	Environmental baseline in Section (4.2)
Existing environmental problems relevant to the SPD;	Section 4.5
The environmental protection objectives, established at international, community or national level, which are relevant to the SPD and how they have been taken into account during its preparation;	Table 4.1
The likely significant effect on the environment including on such issues as biodiversity, population, human health, fauna, flora , soil, water, air, climatic factors, material assets, cultural heritage and the interrelationship between the above factors. These effects should include secondary, cumulative, synergistic, short, medium and long-term permanent and temporary, positive and negative effects;	Table 4.8, Chapter 5 and 6
The measures envisaged to prevent, reduce and as fully as possible offset any significant adverse effects on the environment of implementing the plan or programmes;	Section 6.3
An outline of the reasons for selecting alternatives dealt with, and a description of how the assessment was undertaken including any difficulties encountered in compiling the required information;	Section 5.2, Section 4.3
A description of measures envisaged concerning monitoring;	Table 7.1
A non-technical summary;	Chapter 1
The report shall include information that may reasonably be required taking into account current knowledge and methods of assessment, the contents and level of detail in the plan or programme, its stages in the decision-making process and the extent to which certain matters are more appropriately assessed at different levels in that process to avoid duplication of assessment;	Tiering of Plans, Section 7.1
Consultation: statutory consultees/public	Section 3.4

3 Appraisal Methodology

Approach adopted

3.1 In keeping with Government guidance 'Sustainability Appraisal of Regional Spatial Strategies and Local Development Documents' (ODPM 2005) the following stages have been followed:

- Stage A Setting the context, objectives, baseline and scope,
- Stage B Developing and refining options and assessing effects,
- Stage C SPD key issues and policies assessment and Mitigation,
- Stage D Reporting and Consultation, and
- Stage E Monitoring.

Stage A Setting the Objectives, establishing the Baseline and deciding the Scope

3.2 This stage involved reviewing relevant plans and programmes that affect or influence the SPD, collecting baseline environmental and socio-economic data to form the basis for predicting impacts and monitoring effects of the SPD. This process also allowed any gaps in the baseline data to be identified and opportunities and challenges facing Leeds City Centre in relation to advertising to be determined. Baseline data and opportunities and challenges are set out in section 4.

3.3 Leeds City Council has a set of sustainability objectives contained in the Guide to Sustainability Appraisal of the Leeds Local Development Framework. These are based on the four objectives identified in the Government publication, 'A Better Quality of Life: A Strategy for Sustainable Development in the UK':

- Social progress which recognises the needs of everyone;
- Effective protection of the environment;
- Prudent use of natural resources; and
- Maintenance of high and stable levels of economic growth and employment.

3.4 A set of sustainability objectives formulated by Leeds City Council also formed part of stage A.

3.5 To ensure that the SA covered the relevant scope and detail, a Scoping Report was prepared in May 2006 and issued to the statutory environmental consultees (English Heritage, English Nature, Environment Agency and Countryside Agency) and other relevant stakeholders (Government Office for Yorkshire and the Humber, The Yorkshire and Humber Assembly, Yorkshire Forward and Leeds Initiative) for consultation. The comments received from the consultees on the Scoping Report have, where appropriate, been taken account of in the preparation of this report

3.6 The Scoping Report presented the context of the SA including an overview of other international, European, national, regional and local plans and programmes of relevance to the SPD. Relevant aspects within these documents were documented and presented in the Scoping Report.

3.7 The Scoping Report also outlined the SA objectives and the key sustainability issues for the SA to address.

Stage B and C Developing and Refining Options and Assessing Effects

- 3.8 The SEA Directive and the new Planning and Compulsory Purchase Act 2004 place considerable emphasis on the consideration of reasonable alternatives. In the case of SPDs, the alternative options can be kept to a consideration of the outcomes if there is no SPD and the outcomes that could result with the SPD. These two options have been considered and their potential sustainability effects identified. The options considered and reasons for alternative selection or rejection is discussed in detail in chapter 5 of this report.
- 3.9 Effects of SPD objectives, Options, Key Issues and relevant UDP policies have also been appraised. Proposals for mitigation to prevent or reduce potential adverse effects have been proposed where relevant. The type of mitigation has included the refinement of certain aspects of the SPD or the inclusion of certain technical measures at the implementation stage. Further details on impact assessment are provided in Chapter 5.
- 3.10 Predicted impacts were evaluated and the results recorded using matrix tables. The matrix tables use a series of notations to describe the likely effect of the SPD Objectives, Options, Key Issues and relevant UDP policies against the SA objectives. The notations used in the matrix tables are:
- ++** Score awarded where objective is compatible and in line with the SA objective and is highly likely to have direct positive effects,
 - +** Score awarded where there is potential for positive effects either directly or Indirectly,
 - O** Score attributed to insignificant or neutral effect on the SA objective,
 - Score awarded where objective is likely to have some negative impacts on SA objective either directly or indirectly,
 - Score awarded where objective is incompatible with the SA objective and is highly likely to have adverse effects,
 - D** Impact dependent on how objective is implemented, and
 - ?** Uncertain effect on SA objective.
- 3.11 In carrying out the assessment consideration was made to the significant impacts relating to:
- Cumulative and synergistic effects,
 - Secondary effects,
 - Permanent and temporary effects, and
 - Short, medium and long term effects. In this assessment short, medium and long term were defined as described below.
 - short = 0-5 (2006-2010)
 - medium = 5-10 years (2011-2015) and
 - long = (2016 onwards)
- 3.12 The purpose of this phase of the SA was to demonstrate that the likely sustainability effects of the SPD have been considered, taking both the objectives of the SA and the geographical scope of the draft SPD into account, and to propose measures to prevent, reduce or offset any significant effects.

- 3.13 Proposals for monitoring to measure the performance over time of the SPD against the SA objectives are necessary and this is presented in Chapter 7.

Stage D Reporting and Consultation

- 3.14 This Sustainability Report is the key deliverable of the SA, the purpose of which is to illustrate the process undertaken to complete the SA, to allow consultation and to demonstrate compliance with the SEA Directive.
- 3.15 This Report will be made available to the public for comment, alongside the draft SPD. The consultation period will be for six weeks.
- 3.16 Following the consultation phase, comments received will be used to determine whether any changes need to be made to the SPD.

Stage E Monitoring

- 3.17 Proposals for monitoring the effects of the SPD following implementation are suggested in this section. The social, environmental and economic effects of the SPD will require regular monitoring to ensure that any significant effects arising from the SPD's implementation are identified and, where necessary, remedied at the earliest opportunity.

When the SA was carried out?

- 3.18 The SA of the Draft SPD was undertaken in June 2006.

Who carried out the SA?

- 3.19 Leeds City Council produced a Scoping Report for the SPD and a full SA was undertaken by Leeds City Council in May 2006. The SA was undertaken with Council Officers and a Draft Sustainability Report was published for consultation in June 2006 alongside the SPD.

Who was consulted, when and how?

- 3.20 The early consultation included the activities described in paragraphs 3.22 -3.25 below:
- 3.21 The **Advertising Design Guide Sustainability Appraisal Scoping Paper** was sent to all the statutory consultees.
- 3.22 **Statement of Community Involvement (SCI)** Two 'events' took place at Leeds Town Hall on 7th July and 21st July 2005. These were informal events and were attended by a variety of community groups and stakeholders, including officers from other departments as well as Councillors.

Links to other strategies, plans and policies and sustainability objectives

- 4.1 Relevant plans and programmes that have a bearing on the development of the SPD were reviewed. This review was aimed at identifying issues affecting or influencing the SPD and how the SPD can take them on board. It also helped to identify issues that the SA should focus on. The table below shows the reviewed plans and programmes and their implications for the SPD and the SA.

A review of the other plans, policies and programmes was included in the scoping report and is included in the appendix.

Description of environmental baseline characteristics and the predicted future baseline

- 4.2 This section describes the current environmental baseline for advertising in Leeds.
- 4.3 Compared with many towns and cities in this country, Leeds has relatively little advertising. This is because until recently the Council has not been advertising on its own land e.g. highway verges and has adapted a very restrictive stance in its UDP.
- 4.3 Of the advertising that the city does have, much of it is the old fashioned 96 sheet timber hoardings. Of these, many were erected without planning permission, but have now been there so long that they have acquired rights. It is anticipated that over time these will get replaced with more modern and attractive looking metal structures. It is also expected that enforcement action will be taken against the unauthorised adverts that have not acquired rights leading to the removal of most of them, which will also see the introduction of lighting.
- 4.5 A recent growth area for types of advertising in Leeds is the large banner sign on the scaffolding around building construction sites. It is noted that some vacant buildings erect scaffolding and display banner adverts without planning permission.
- 4.6 There is currently no advertising on lamp posts within Leeds, with the minor exception of flags advertising festivals etc. Floral roundabouts throughout the city often carry a small sponsorship advert mounted at low level.

Cultural Heritage

- 4.7 Leeds has a rich and diverse cultural heritage with over 3,000 listed buildings, 63 conservation areas, 12 registered historic parks and gardens, 57 scheduled ancient monuments and approximately 1.3/4 million hectares of greenspace, much of which is protected e.g. Green Belt.

Absence of data

- 4.8 There is currently no record of the number of adverts there are across Leeds, regardless of whether they have consent or are unauthorised. Whilst such data and the locations of these adverts would be useful, it is considered that the cost of preparing this information and then keeping it up-to-date would not be justified by the benefits.

Main social, environmental and economic issues and problems identified

- 4.9 The key sustainability issue faced in preparing the SPD is the need to ensure that the guide gives adequate guidance about what sort of advertising might be appropriate where and, more particularly where advertising would be inappropriate. This guidance needs to be clear enough to stand up to an appeal if necessary.
- 4.10 The baseline review reveals the following key trends / opportunities / issues:
- There is the opportunity to remove a significant number of unauthorised adverts
 - There is scope in Leeds to increase the amount of advertising in defined areas without causing environmental harm
 - The quality of the advert structures is improving considerably and also more imaginative forms of advertising are being introduced by the advertising industry
- 4.11 The Guide to Sustainability appraisal of the Leeds Local development Framework identifies a number of key sustainability issues for Leeds. Some of these are relevant to the SPD and are listed below:
- Tackling crime and the fear of crime
 - Ensure that all neighbourhoods across the city are decent places where people want to live
 - Preserve and enhance the historic environment

SPD Objectives

- 5.1 The objectives described in section 2.2 set out what the SPD is aiming to achieve and they also form the context for the development of SPD options. It is important that the SPD objectives are in accordance with sustainability principles. To test whether the SPD objectives were consistent with sustainability, they were assessed against the SA objectives.
- 5.2 The predicted impacts were evaluated and the results are described below. Detailed findings are recorded using a matrix table – table 5.1 below.

5.3 **Objective 1: Advise where advertising would and would not generally be acceptable**

Advertising is part of our culture in this country and it is generally accepted that it can have a number of benefits to society. However, it is equally accepted that advertising can harm the visual environment if in inappropriate places or simply too much of it. Loss of attractiveness of areas could lead to their decline, which is not sustainable socially, economically or environmentally.

5.4 **Objective 2: Encourage design excellence, innovative ways of advertising and high standards of maintenance**

The intention is to ensure that the structures that carry the adverts are as attractive as possible and that the structures and areas where they are located are well maintained. This all supports the sustainable aim of making places where people live and work as attractive as possible.

5.5 **Objective 3: Provide the City Council's Development Department with the basis for assessing all advertisement consent applications**

Clear guidance to both the advertising industry and to the development control arm of the Development Department is the basis of good decision making. Also, if the guidance is clear there is much less chance of good decisions being challenged or overturned on appeal. The result is that the impact of advertising on the appearance of our environments should be positive.

Table 5.1 Assessment of SPD objectives

SA Objectives	1	2	3
Economic objectives			
1. Maintain or improve good quality employment opportunities and reduce the disparities in the Leeds' labour market.	+	+	+
2. Maintain or improve the conditions which have enabled business success, economic growth and investment.	+	+	+
Social objectives			

3. Increase participation in education and life long learning and reduce the disparity in participation and qualifications achieved	0	0	0
4. Improve conditions and services that engender good health and reduce disparities in health across Leeds	0	0	0
5. Reduce overall rates of crime, and reduce the disparities in crime rates across Leeds.	+	+	+
6. Maintain and improve culture, leisure and recreational activities that are available to all	+	+	+
7. Improve the overall quality of housing and reduce the disparity in housing markets across Leeds?	+	+	+
8. Increase social inclusion and active community participation	+	+	+
9. Increase community cohesion	+	+	+
Environmental objectives			
10. Increase the availability of parks and greenspace and improve the quality of greenspace.	0	0	0
11. Minimise the pressure on greenfield land by efficient land use patterns that make good use of derelict and previously used sites & promote balanced development	+	+	+
12. Maintain and enhance, restore or add to biodiversity or geological conservation interests	0	0	0
13. Reduce greenhouse gas emissions	0	0	0
14. Improve Leeds' ability to manage extreme weather conditions including flood risk and climate change	0	0	0
15. Provide a transport network which maximises access whilst minimising detrimental impacts	0	0	0
16. Increase the proportion of local needs that are met locally	0	0	0
17. Reduce the growth in waste generated and landfilled.	0	0	0
18. Reduce pollution levels	0	0	0
19. Maintain and enhance landscape quality	-	-	-
20. Maintain and enhance the quality and distinctiveness of the built environment	0	0	0
21. Preserve and enhance the historic environment	0	0	0
22. Increase the efficient use of energy and natural resources and promote sustainable design.	0	0	0

This demonstrates that the SPD objectives broadly support both economic and social objectives of sustainability and are generally neutral on the matter of environmental objectives.

Main options considered and how they were identified

- 5.6 The SA considered two strategic options for the SPD. Due to the nature of the SPD (specific to advertising) it was considered adequate to undertake a comparison of the sustainability impacts of not having a SPD, the 'No SPD Option', and having an SPD, the 'SPD option'.

No SPD option

- 5.7 Under this option, Leeds City Council would not produce the Advertising Design Guide. Instead it would continue to depend on the adopted UDP policies that set out the general principles that apply to determining applications for advertisement consent. In particular, the following policies would continue to form the basis for guiding prospective advertisers:

Policy BD10 states that promotional banners and other forms of temporary advertising will not normally be permitted

Policy BD12 states that advert hoardings will generally be discouraged, except where they serve a useful screening function

SPD Option

- 5.8 The SPD Option provides guidance where advertising would generally be acceptable and where generally not. It covers a range of different sizes and types of advertising not covered by the UDP. The guide advises on appropriate size and design in situations where advertising is generally acceptable and it encourages high quality innovative designs

Companion of their social, environmental and economic effects

- 5.9 The two options were assessed against the SA objectives and their social, environmental and economic effects compared. The predicted impacts were evaluated and the results recorded issuing a matrix shown in table 5.2

Assessment of No SPD option

- 5.10 When assessed against SA objectives, the no SPD option would result in poorer decision making on advert consent applications and a greater chance of decisions being overturned on appeal. This would lead to visual harm, which in time could result in parts of Leeds becoming less sustainable socially, environmentally and economically. In addition, the UDP policies are arguably overly restrictive on advertising and not in line with current central government thinking. Therefore more up-to-date and detailed guidance, more in line with central government thinking is required.

Assessment of SPD option

- 5.11 This option provides more detailed guidance to prospective advertisers and the Development that is more in line with central government thinking about the general acceptability of advertising. It is argued that this guidance will lead to better decisions about advertising, which in turn will lead to greater social, economic and environmental sustainability

Table 5.2 Options assessment

	No SPD			SPD		
SA Objectives	Short	Med	Long	Short	Med	Long
Economic objectives						
1. Maintain or improve good quality employment opportunities and reduce the disparities in the Leeds' labour market.	0	0	0	+	+	+
2. Maintain or improve the conditions which have enabled business success, economic growth and investment.	0	0	0	+	+	+
Social objectives						
3. Increase participation in education and life long learning and reduce the disparity in	0	0	0			0

participation and qualifications achieved across Leeds				0	0	
4. Improve conditions and services that engender good health and reduce disparities in health across Leeds	0	0	0	+	+	+
5. Reduce overall rates of crime, and reduce the disparities in crime rates across Leeds.	0	0	0	+	+	+
6. Maintain and improve culture, leisure and recreational activities that are available to all	0	0	0	0	0	0
7. Improve the overall quality of housing and reduce the disparity in housing markets across Leeds?	0	0	0	0	0	0
8. Increase social inclusion and active community participation	0	0	0	0	0	0
9. Increase community cohesion	0	0	0	0	0	0
Environmental objectives						
10. Increase the availability of parks and greenspace and improve the quality of greenspace.	0	0	0	0	0	0
11. Minimise the pressure on greenfield land by efficient land use patterns that make good use of derelict and previously used sites & promote balanced development	0	0	0	0	0	0
12. Maintain and enhance, restore or add to biodiversity or geological conservation interests	0	0	0	0	0	0
13. Reduce greenhouse gas emissions	0	0	0	0	0	0
14. Improve Leeds' ability to manage extreme weather conditions including flood risk and climate change	0	0	0	0	0	0
15. Provide a transport network which maximises access whilst minimising detrimental impacts	0	0	0	0	0	0
16. Increase the proportion of local needs that are met locally	0	0	0	0	0	0
17. Reduce the growth in waste generated and landfilled.	0	0	0	0	0	0
18. Reduce pollution levels	0	0	0	0	0	0
19. Maintain and enhance landscape quality	0	0	0	+	+	+
20. Maintain and enhance the quality and distinctiveness of the built environment	0	0	0	+	+	+
21. Preserve and enhance the historic environment	0	0	0	+	+	+
22. Increase the efficient use of energy and natural resources and promote sustainable design.	0	0	0	0	0	0

How social, environmental and economic issues were considered in choosing the preferred option

- 5.12 The options assessment revealed that under the no SPD Option, it would be harder to meet two economic objectives than under the SPD option. It would be harder to maintain or improve good quality employment opportunities and also the conditions which have enabled business success, economic growth and investment.

Significant social, environmental and economic effects of Key issues and UDP policies

- 6.1 The key factor to emerge from this sustainability appraisal is that advertising has a limited impact on the sustainability of Leeds. There are, however, some minor economic, social and environmental benefits to adopting the proposed SPD policies.

UDP Policies

- 6.2 The adopted UDP has in place policies that control advertising. These policies are expanded in the SPD and are saved for three years following which they will be replaced by policies in the Core Strategy. These policies have been assessed against the SA objectives to assess how they perform in sustainability terms.

Policy BD10: Promotional banners and other forms of temporary advertising needing express consent will not normally be permitted, especially within Conservation Areas or the setting of listed buildings

Policy BD12: Advertisement hoardings may be acceptable around building sites or where they screen unsightly areas. Elsewhere they will generally be discouraged with any application assessed on the basis of its visual impact on the surrounding area

Table 6.1 Assessment of UDP policies

Economic objectives		
1. Maintain or improve good quality employment opportunities and reduce the disparities in the Leeds' labour market.	0	0
2. Maintain or improve the conditions which have enabled business success, economic growth and investment.	0	0
Social objectives		
3. Increase participation in education and the life long learning and reduce the disparity in participation and qualifications achieved across Leeds	0	0
4. Improve conditions and services that engender good health and reduce disparities in health across Leeds	0	0
5. Reduce overall rates of crime, and reduce the disparities in crime rates across Leeds.	0	0
6. Maintain and improve culture, leisure and recreational activities that are available to all	0	0
7. Improve the overall quality of housing and reduce the disparity in housing markets across Leeds?	0	0
8. Increase social inclusion and active community participation	0	0
9. Increase community cohesion	0	0
Environmental objectives		
10. Increase the availability of parks and greenspace and improve the quality of greenspace.	0	0

11. Minimise the pressure on greenfield land by efficient land use patterns that make good use of derelict and previously used sites & promote balanced development	0	0
12. Maintain and enhance, restore or add to biodiversity or geological conservation interests	0	0
13. Reduce greenhouse gas emissions	0	0
14. Improve Leeds' ability to manage extreme weather conditions including flood risk and climate change	0	0
15. Provide a transport network which maximises access whilst minimising detrimental impacts	0	0
16. Increase the proportion of local needs that are met locally	0	0
17. Reduce the growth in waste generated and landfilled.	0	0
18. Reduce pollution levels	0	0
19. Maintain and enhance landscape quality	+	+
20. Maintain and enhance the quality and distinctiveness of the built environment	+	+
21. Preserve and enhance the historic environment	+	+
22. Increase the efficient use of energy and natural resources and promote sustainable design.	0	0

- 6.3. Table 1 (assessment of UDP policies) indicates that the existing UDP policies do not score as highly in sustainability terms as the policies that will replace it in the Advertising Design Guide.

7. Implementation

Links to other tiers of plans and guidance and the project level (e.g. design guidance)

- 7.1 The SPD is part of the Council's Local Development Framework and will form the basis for guiding prospective advertisers and determining applications
- 7.2 PD is currently supported by the Adopted UDP policies on advertising. It is anticipated that these policies will eventually be replaced by policies in the Core Strategy which will form part of the Leeds LDF
- 7.3 This sustainability appraisal will be re-run after the Advertising Design Guide has been in operation for 2 years to assess whether the anticipated effects of the guide are bore out in practice. If necessary, the guide will be amended to align with the expected outcomes from a sustainability point of view.

8. Appendix 1, 2

APPENDIX 1

Overview of Links to Other Policies, Plans and Programmes

Key objectives relevant to Plan and SPD	Key targets and indicators	Implications for SPD and SA
(a) NATIONAL POLICIES		
(i) Securing the Future – the UK Sustainable Development Strategy (2005)		
<p>Guiding principles:</p> <ul style="list-style-type: none"> • Living within environmental limits • Achieving a sustainable economy <p>Shared priorities:</p> <ul style="list-style-type: none"> • Sustainable consumption and production • Climate change and energy • Natural resource protection and environmental enhancement • Sustainable communities 	<p>Includes 68 strategy indicators and 20 framework indicators.</p> <p>The relevant framework indicators are: 19. Environmental equality: (<i>environmental measures to be developed</i>)</p>	<p>Key national objectives and indicators (also targets) SA frameworks must encompass the guiding principles, shared priorities and key targets.</p>
(ii) PPS1: Delivering Sustainable Development (ODPM 2004)		
<p>Sustainable development is identified as the key principle underlying planning. Planning is charged with addressing sustainable development through:</p> <ul style="list-style-type: none"> • Making suitable land available for development in line with economic, social and environmental objectives to improve people's quality of life; • Contributing to sustainable economic development; • Protecting and enhancing the natural and historic environment, the quality and character of the countryside, and existing communities; • Ensuring high quality development through good and inclusive design, and the efficient use of resources; and, • Ensuring that development supports existing communities and contributes to the creation of safe, sustainable, liveable and mixed communities with good access to jobs and key services for all members of the community. 	<p>No specific targets and indicators.</p>	<p>Key policy context. Key interpretation of how planning should address sustainable development.</p>
(iii) PPS6: Planning for Town Centres (ODPM, 2005)		
<p>Key objective for town centres is to promote their vitality and viability by:</p> <ul style="list-style-type: none"> • planning for the growth and development of existing centres; and • promoting and enhancing existing centres, by focusing development in such centres and encouraging a wide range of services in a good environment, accessible to all. <p>Other objectives are:</p> <ul style="list-style-type: none"> • enhancing consumer choice by making provision for a range of shopping, leisure and local services, which allow choice to meet the needs of the entire community, and particularly socially-excluded groups; • supporting efficient, competitive and innovative retail, leisure, tourism and other sectors, with improving productivity; and 	<p>(iv) No specific targets and indicators</p>	<p>(v) Town centres are a key location for advertising.</p>

Key objectives relevant to Plan and SPD	Key targets and indicators	Implications for SPD and SA
<ul style="list-style-type: none"> improving accessibility, ensuring that existing or new development is, or will be, accessible and well-served by a choice of means of transport. 		
(vi) PPG15: Planning and the Historic Environment (DoE, 1994)		
<ul style="list-style-type: none"> Provide effective protection for all aspects of the historic environment; Reconcile the need for economic growth with need protect the historic and natural environment Define the capacity of the historic environment to accommodate change Identify opportunities which the historic fabric of an area can offer as a focus for regeneration 	(vii) No specific targets and indicators	(viii) Inappropriately located and poorly designed advertising could impact adversely on historic buildings and areas.
(ix) PPG16: Archaeology and Planning (DoE 1990)		
<ul style="list-style-type: none"> Provide effective protection, enhancement and preservation of sites of archaeological interest and of their setting. 	(x) No specific targets and indicators	(xi) Inappropriately located and poorly designed advertising could impact adversely on archaeological sites.
(xii) PPG19: Outdoor Advertisement Control		
<ul style="list-style-type: none"> Provide effective protection of visual amenity and public safety 	(xiii) No specific targets and indicators	(xiv) Poorly designed or inappropriately sited advertising could adversely affect the social, environmental and economic wellbeing of communities and conversely .
(xv) Communities Plan: Northern Way Growth Strategy		
(xvi) No specific objectives – vision is to “establish the North of England as an area of exceptional opportunity, combining a world-class economy with a superb quality of life”.	(xvii) No specific targets and indicators	Promotion of the Leeds City region and the Leeds / Manchester axis as a driver of the North's economic growth. Leeds City Region development programme being prepared (xviii) Strong economic focus but weak on the environment and climate change
(xviii).1 REGIONAL POLICIES		
(xix) RPG12: Regional Spatial Strategy (GOYH, 2003)		
<ul style="list-style-type: none"> Regeneration of areas damaged by past industrial decline as well as capitalising on economic growth points; Making full use of urban land and minimising loss of greenfield 	Indicators and targets given for each group of policies	Proposals will provide policy context for the LDF until the revised RSS is approved Core strategy is to deliver a more sustainable region.

Key objectives relevant to Plan and SPD	Key targets and indicators	Implications for SPD and SA
land; <ul style="list-style-type: none"> Making urban areas more attractive, high quality, safe places where people chose to live; Limiting pollution to what is compatible with health and biosphere capacity. 		
(xx) Revised Regional Spatial Strategy (Consultation Draft)		
Refers to the Advancing Together vision and objectives (see below)		
(xxi) Advancing Together : Creating a Better Yorkshire and Humber (Regional Assembly, 2003)		
Yorkshire and Humber will: <ul style="list-style-type: none"> Have a world class, prosperous and sustainable economy Have physical infrastructure and communications which meet the needs of people, businesses, places and the environment. Have a high quality and man-made environments Be a socially inclusive and cohesive region. Our people will have the capacity, resources, and equitable access to quality services needed to live well. 	(xxii) 32 indicators – see also the report ‘Progress in the region’	(xxiii) Vision for regional development (xxiv) Provides the overarching vision for the Regional Spatial Development Framework
(xxv) Regional Economic Strategy 2003-2006 (Yorkshire Forward, 2003)		
<ul style="list-style-type: none"> Grow the region’s businesses; Achieve higher business birth and survival rates; Attract and retain more private and public investment; Connect all of the regions communities to economic opportunity through targeted regeneration activity; Enhance and utilise the regions infrastructure of physical and environmental assets. 	Tier 1 targets for objectives listed: <ul style="list-style-type: none"> Create 150,000 new jobs Double the rate of business start-ups per 10,000 population Treble investment 	Provides the economic policy context for the LDF Promotes renewable energy, energy conservation and reduction in green house gas emissions. Also promotes development of brownfield sites to meets business needs.
(xxvi) Regional Sustainable Development Framework Update 2003-05 (Regional Assembly, 2003)		
15 regional aims for Sustainable Development: <ul style="list-style-type: none"> Good quality employment opportunities available to all Conditions enabling business success, economic growth and investment Education and training opportunities building the skills and capacities of the population Safety and security for people and property Conditions and services engendering good health Culture, leisure and recreation opportunities available to all Vibrant communities participating in decision making Local needs met locally A transport network maximising access whilst minimising detrimental impacts A quality built environment and efficient land use patterns making good use of derelict sites, minimising Travel and promoting balanced development Quality housing available to everyone A bio-diverse and attractive natural environment 	Includes 36 indicators of Sustainable Development but no specific targets.	Aims and objectives for a sustainable region Framework for SA in the region

Key objectives relevant to Plan and SPD	Key targets and indicators	Implications for SPD and SA
<ul style="list-style-type: none"> Minimal pollution levels Minimal greenhouse gas emissions and a managed response to the effects of climate change Prudent and efficient use of energy and natural resources with minimal production of waste 		
3.1.2 LOCAL POLICIES		
(i) Leeds UDP (Adopted 2001)		
<p>Incorporates four specific strategic goals and a number of thematic strategic aims.</p> <ul style="list-style-type: none"> SG1: to use the mechanism of land use planning to help to coordinate all the aims and aspirations of the Council's strategic initiatives, with the intent of improving the quality of life for all the residents of Leeds and those who use the city; SG2: to maintain and enhance the character of the District of Leeds; SG3: to ensure that the legitimate needs of the community are met; SG4: to ensure that development is consistent with the aims of sustainable development 		<p>Existing policy context for the LDF Existing policy context for sustainable development in spatial planning</p>
(ii) Leeds UDP Review (First Deposit draft June-August 2003; Revised deposit draft February – March 2004)		
Some changes to strategic aims	38 indicators identified in SA	Local context for LDF Strengthening of section on sustainable development
(iii) Leeds Economic Strategy (2000)		
<ul style="list-style-type: none"> That Leeds should, over the next ten years, become a major European City; That Leeds should develop a successful City Centre which is renown for its attractive environment; That Leeds should strengthen and broaden its existing economic base; That all citizens of Leeds must benefit from improvements to the City; That Leeds should become one of Europe's leading business centres; That Leeds should become a major social and cultural centre. 		Local economic policy context
Vision for Leeds 2004-2020 – Leeds Community Strategy (Leeds Initiative, 2004)		
<p>General Objectives:</p> <ul style="list-style-type: none"> Regenerate and restore confidence in every part of the city Celebrate the distinctiveness of all places in Leeds Provide cultural opportunities for everyone Achieve recognition as a leading artistic, cultural and sporting city 	<p>A number of indicators and targets are identified for each of the eight policy themes: Relevant targets include:</p> <ul style="list-style-type: none"> Increasing the wealth created in Leeds and the region every year; Creating at least 50,000 new jobs; Reducing the amount of CO2 produced by 20% of 1990 levels and supporting regional targets for electricity from renewable sources; 80% of development to be on brownfield land; 	As the Community Strategy it must be taken into account in preparing the LDF.

Key objectives relevant to Plan and SPD	Key targets and indicators	Implications for SPD and SA
<ul style="list-style-type: none"> • Create first class cultural facilities • Tackle social, economic and environmental discrimination and inequity • Get local people and businesses involved in their own environment • Reduce the need to travel • Create a sustainable travel culture • Provide a better quality environment for our children • Extend the success of the city centre to inner city areas • Tackle basic environmental problems • Manage our environmental resources more efficiently • A varied economy • A recognised and distinctive European city centre • An international image • Develop Leeds Role as the regional capital 	<ul style="list-style-type: none"> • Reducing the levels of pollution; • All residents being satisfied with their homes, local environment and neighbourhood; • Winning local, national or international awards for the quality of urban design outside the city centre; • Reducing city-wide crime levels and making sure that no individual community has crime levels more than twice as high as the city average; 	
(iv) Tourism Strategy 2002-2007 (Leeds Initiative, 2003)		
<ul style="list-style-type: none"> • To address the overall image of the city and its brand position in relation to audiences targeted 	<ul style="list-style-type: none"> • Alter visitor perceptions of overcrowding; • Further enhance community and visitor safety; 	The design and location of tall buildings could have a significant impact on the city's skyline and image for visitors.
(v) Leeds Community Safety Strategy 2002-2005 (Leeds Community Safety Partnership)		
<ul style="list-style-type: none"> • To increase the safety and perception of safety of the public. 	Targets relate to period 2001-2004	Illuminated advertising can make areas safer
(vi) Environmental Policy (Leeds City Council)		
<p>Identifies ten aims under the headings, relevant aims include:</p> <ul style="list-style-type: none"> • Sustainable economic development; • Energy; • Enhancing the local environment 	Identifies short-term targets (i.e.for the next financial year)	Key environmental issues, but only looking forward in the short term
(vii) City Centre Urban Design Strategy		
<ul style="list-style-type: none"> • Enhance overall quality of development • Enhance distinctive qualities of Leeds City Centre's streets and spaces • Identify areas of poor quality urban design and produce proposals for improvement • Recognise and encourage protection of views and identify opportunities for opening up new views, identify opportunities for landmarks/gateways in the City Centre, balanced with more subservient built forms • Improve movement patterns, particularly permeability for the pedestrian (examine the relationship (diurnally) between use and movement pattern) • Provide a stimulus for appropriate development - good urban 	No specific targets and indicators	<ul style="list-style-type: none"> • Sets out the key urban design principles for Leeds City Centre which is likely to be the main focus for tall building developments. • Maps building heights and existing tall buildings in the City Centre • Identifies 9 distinctive study areas

Key objectives relevant to Plan and SPD	Key targets and indicators	Implications for SPD and SA
<p>design is important to maintaining a prosperous City Centre</p> <ul style="list-style-type: none"> • Encourage greater public interest, involvement and enjoyment of Leeds City Centre • Improve efficiency and effectiveness in the control of development • Provide a proactive approach to meeting the demands and aspirations of the Unitary Development Plan (modified RUDP) - including Prestige Development Areas • Develop the Quarters approach set out in the modified RUDP particularly in relation to character areas of Leeds City Centre • Provide Conservation Area Appraisals and Enhancement • Strategies of all the City Centre conservation areas (8 in total) and assess local distinctiveness of the sub-areas of the City Centre Conservation Area 		

Appendix 2

SA OBJECTIVES	DECISION MAKING CRITERIA	INDICATORS	TARGETS FROM OTHER PPPs (Key to abbreviations at end of table.)
ECONOMIC OBJECTIVES			
1. Maintain or improve good quality employment opportunities and reduce the disparities in the Leeds' labour market.	a. Will it maintain or improve current employment rates in Leeds? b. Will it help to raise average earnings? c. Will it support employment opportunities for people who live in or close to the area? d. Will it help develop the skills of people who live in or close to the area? e. Will it support equal employment opportunities? f. Will it reduce the disparities in employment rates between deprived and affluent parts of Leeds? g. Will it help to reduce the high rates of unemployment among black and ethnic minority groups? h. Will it improve access to affordable and quality childcare?	<i>No relevant data available to measure the effects of the SPD against this objective.</i>	<ul style="list-style-type: none"> • Increase the number of Leeds' residents moving into work.(VFL2)
2. Maintain or improve the conditions which have enabled business success, economic growth and investment.	a. Will it support existing businesses? b. Will it encourage investment? c. Will it improve productivity and competitiveness? d. Will it encourage rural diversification?	<i>No relevant data available to measure the effects of the SPD against this objective.</i>	<ul style="list-style-type: none"> • Increase the wealth created in Leeds and the region every year (VFL2)
SOCIAL OBJECTIVES			
3. Increase participation in education and life-long learning and reduce the disparity in participation and qualifications achieved across Leeds.	a. Will it provide accessible training and learning opportunities for adults and young people? b. Will it increase participation in education and qualifications in disadvantaged communities? c. Will it increase participation in education and qualifications among BME groups?	<i>No relevant data available to measure the effects of the SPD against this objective.</i>	<i>No targets relevant to the scope of this SPD</i>
4. Improve conditions and services that engender good health and reduce disparities in health across Leeds	a. Will it promote healthy life-styles, and help prevent ill-health? b. Will it improve access to high quality, health facilities? c. Will it address health inequalities across Leeds?	<i>No relevant data available to measure the effects of the SPD against this objective.</i>	<i>No targets relevant to the scope of this SPD</i>
5. Reduce overall rates of crime, and reduce the disparities in crime rates	a. Will it encourage crime reduction through design?	1. Recorded crime levels in locations where advertising is promoted (if	<ul style="list-style-type: none"> • Make sure that no individual community has crime levels more than twice as high as the city

SA OBJECTIVES	DECISION MAKING CRITERIA	INDICATORS	TARGETS FROM OTHER PPPs (Key to abbreviations at end of table.)
across Leeds.	<ul style="list-style-type: none"> b. Will it help address the causes of crime? c. Will it help reduce the fear of crime? d. Will it help to reduce disparities in crime rates across Leeds? 	data is relevant)	average (VFL2)
6. Maintain and improve culture, leisure and recreational activities that are available to all	<ul style="list-style-type: none"> a. Will it increase provision of culture, leisure and recreational (CLR) activities/venues? b. Will it increase non-car based CLR activities? c. Will it increase participation in CLR activities by (i) local people and (ii) tourists? d. Will it preserve, promote and enhance local culture and heritage? 	<i>No relevant data available to measure the effects of the SPD against this objective.</i>	<i>No targets relevant to the scope of this SPD</i>
7. Improve the overall quality of housing and reduce the disparity in housing markets across Leeds	<ul style="list-style-type: none"> a. Will it make housing available to people in need (taking into account requirements of location, size, type and affordability)? b. Will it reduce (the risk of) low housing demand in some parts of the city, and reduce the number of empty properties? c. Will it help improve the quality of the housing stock and reduce the number of unfit homes? d. Will it improve energy efficiency in housing to reduce fuel-poverty and ill-health? e. Will it encourage the use of sustainable design and sustainable building materials in construction? 	<i>No relevant data available to measure the effects of the SPD against this objective.</i>	<i>No targets relevant to the scope of this SPD</i>
8. Increase social inclusion and active community participation	<p><i>Social inclusion</i></p> <ul style="list-style-type: none"> a. Will it help to reduce poverty? b. Will it provide more services and facilities that are appropriate to the needs of ethnic minorities, older people, young people and disabled people? c. Does it enable less-well resourced groups to take part? d. Does it take steps to involve not yet reach groups? <p><i>Community participation</i></p> <ul style="list-style-type: none"> e. Will it give the community opportunities to participate in or towards making decisions? f. Will local community organisations be supported to identify and address their own priorities? 	<i>No relevant data available to measure the effects of the SPD against this objective.</i>	<i>No targets relevant to the scope of this SPD</i>
9. Increase community cohesion	<ul style="list-style-type: none"> a. Will it build better relationships across diverse communities and interests? 	<i>No relevant data available to measure the effects of the SPD against this</i>	<i>No targets relevant to the scope of this SPD</i>

SA OBJECTIVES	DECISION MAKING CRITERIA	INDICATORS	TARGETS FROM OTHER PPPs (Key to abbreviations at end of table.)
	<ul style="list-style-type: none"> b. Will it increase people's feelings of belonging? c. Will it encourage communities to value diversity? d. Could it create or increase tensions and conflict locally or with other communities? 	<i>objective.</i>	
ENVIRONMENTAL OBJECTIVES			
10. Increase the quantity, quality and accessibility of greenspace	<ul style="list-style-type: none"> a. Will it increase the quantity of publicly accessible greenspace? b. Will it address deficiencies of greenspace in areas that are under-provided? c. Will it improve the quality and management of greenspace across Leeds? d. Will it improve the security of greenspace? 	<i>No relevant data available to measure the effects of the SPD against this objective.</i>	<i>No targets relevant to the scope of this SPD</i>
11. Minimise the pressure on greenfield land by efficient land use patterns that make good use of derelict and previously used sites & promote balanced development	<ul style="list-style-type: none"> a. Does it make efficient use of land by promoting development on previously used land, re-use of buildings and higher densities? b. Will it promote the development of communities with accessible services, employment, shops and leisure facilities? 	<i>No relevant data available to measure the effects of the SPD against this objective.</i>	<i>No targets relevant to the scope of this SPD</i>
12. Maintain and enhance, restore or add to biodiversity or geological conservation interests	<ul style="list-style-type: none"> a. Will it protect and enhance existing habitats, especially priority habitats identified in the UK and the Leeds Biodiversity Action Plan? b. Will it protect and enhance protected and important species? (Important species are those identified in the UK and the Leeds BAP.) c. Will it protect and enhance existing designated nature conservation sites? d. Will it provide for appropriate long term management of habitats? e. Will it make use of opportunities to create and enhance habitats as part of development proposals? f. Will it protect / mitigate ecological interests on previously-developed sites? g. Will it protect sites of geological interest? 	<i>No relevant data available to measure the effects of the SPD against this objective.</i>	<i>No targets relevant to the scope of this SPD</i>
13. Reduce greenhouse gas emissions	<p>Will it reduce greenhouse gas emissions from:</p> <ul style="list-style-type: none"> a. Households? b. Commercial and industrial activities? c. Transport d. Agriculture, landfill & mining? 	<i>No relevant data available to measure the effects of the SPD against this objective.</i>	<i>No targets relevant to the scope of this SPD</i>

SA OBJECTIVES	DECISION MAKING CRITERIA	INDICATORS	TARGETS FROM OTHER PPPs (Key to abbreviations at end of table.)
14. Improve Leeds' ability to manage extreme weather conditions including flood risk and climate change	<p><i>Flood Risk</i></p> <p>a. Will it prevent inappropriate development on flood plains and prepare for the likelihood of increased flooding in future?</p> <p><i>Other climate change effects</i></p> <p>b. Will it improve the capacity to cope with the increases in strong winds and storms?</p> <p>c. Will it improve the capacity to cope with higher temperatures?</p>	<p><i>No relevant data available to measure the effects of the SPD against this objective.</i></p>	<p><i>No targets relevant to the scope of this SPD</i></p>
15. Provide a transport network which maximises access, whilst minimising detrimental impacts	<p>a. Will it reduce the need to travel by increasing access to key services and facilities by means other than the car?</p> <p>b. Will it ease congestion on the road network?</p> <p>c. Will it provide/improve/promote information about alternatives to car-based transport?</p> <p>d. Will it reduce the number of journeys by personal motor transport?</p> <p>e. Will it make the transport/environment attractive to non-car users?</p> <p>f. Will it encourage freight transfer from road to rail and water?</p> <p>g. Will it encourage employers to develop green travel plans for staff travel to/from work and whilst at work?</p> <p>h. Will it reduce the causes of transport-related accidents?</p>	<p><i>No relevant data available to measure the effects of the SPD against this objective.</i></p>	<p><i>No targets relevant to the scope of this SPD</i></p>
16. Increase the proportion of local needs that are met locally	<p>a. Will it support the use of more local suppliers for agriculture, manufacture, construction, retailing and other services?</p> <p>b. Will it ensure that essential services (e.g. employment, health services and shops) and resources to serve communities are within reasonable non-car based travelling distance?</p> <p>c. Will it provide appropriate housing for local needs?</p> <p>d. Will it support the vibrancy of city, town and village centres?</p> <p>e. Will it help facilitate improved ICT services and resources in isolated and disadvantaged communities?</p>	<p><i>No relevant data available to measure the effects of the SPD against this objective.</i></p>	<p><i>No targets relevant to the scope of this SPD</i></p>
17. Reduce the growth in waste	<p>a. Will it minimise waste?</p>	<p><i>No relevant data available to measure</i></p>	<p><i>No targets relevant to the scope of this SPD</i></p>

SA OBJECTIVES	DECISION MAKING CRITERIA	INDICATORS	TARGETS FROM OTHER PPPs (Key to abbreviations at end of table.)
generated and landfilled.	b. Will it promote re-use, recovery and recycling of waste? c. Will it help to provide facilities for recycling and recovering waste?	<i>the effects of the SPD against this objective.</i>	
18. Reduce pollution levels	a. Will it promote the clean-up of contaminated land? b. Will it reduce air, water, land, noise and light pollution? c. Will it reduce the risk of pollution incidents and environmental accidents? d. Will it help to promote neighbourhood cleanliness?	<i>No relevant data available to measure the effects of the SPD against this objective.</i>	<i>No targets relevant to the scope of this SPD</i>
19. Maintain and enhance landscape quality	a. Will it maintain and enhance areas of high landscape value? b. Will it protect and enhance individual features such as hedgerows, dry stone walls, ponds and trees? c. Will it increase the quality and quantity of woodland features in appropriate locations and using native species? d. Will it protect and enhance the landscape quality of the City's rivers and other waterways? e. Will it take account of the geomorphology of the land?	1. Amount of advertising development taking place in areas of high landscape value	<ul style="list-style-type: none"> • <i>Future PPPs to be monitored for targets</i>
20. Maintain and enhance the quality and distinctiveness of the built environment	a. Will it ensure new development is well designed and appropriate to its setting? b. Will it ensure development is consistent with Leeds City Council design guidance for the built, natural and historic environment? c. Will it support local distinctiveness? d. Will it encourage local sourcing of materials?	1. Consistency of development with Leeds City Council advertising design guidance	<i>No targets relevant to the scope of this SPD</i>
21. Preserve and enhance the historic environment	a. Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in urban and rural areas? b. Will it protect and enhance listed buildings, conservation areas and other designated historic features and their settings?	1. No. of listed building of each grade, conservation areas, scheduled ancient monuments and historic parks and gardens in areas specifically promoted as suitable for advertising by the SPD	<i>No targets relevant to the scope of this SPD</i>
22. Make efficient use of energy and	a. Will it increase energy and water efficiency in	<i>No relevant data available to measure</i>	<i>No targets relevant to the scope of this SPD</i>

SA OBJECTIVES	DECISION MAKING CRITERIA	INDICATORS	TARGETS FROM OTHER PPPs (Key to abbreviations at end of table.)
<p>natural resources and promote sustainable design.</p>	<p>all sectors? b. Will it increase energy from renewable sources? c. Will it promote the energy, water and resource efficiency of buildings? d. Will it increase sustainable urban drainage? e. Will it increase efficiency in use of raw materials? f. Will it minimise the loss of high quality agricultural land and soils? g. Will it support reduced resource use by business?</p>	<p><i>the effects of the SPD against this objective.</i></p>	