



Department for
Communities and
Local Government

DEPARTMENT	
File	

Ms Jenna Riley
City Development
Leeds City Council
Leonardo Building
2 Rossington Street
Leeds LS2 8HD

Our Ref: APP/ADCPO/N4720/006
Your Ref: DIRECTION2015

4 November 2015

Dear Ms Riley,

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
(ENGLAND) REGULATIONS 2007: ("the Regulations")
REGULATION 7: DIRECTION RESTRICTING DEEMED CONSENT**

1. I am directed by the Secretary of State to refer to the request made by Leeds City Council ("the Council") on 22 December 2014 for a Direction that deemed consent for the display of letting boards relating to the letting of premises which are advertisements within Schedule 3, Part 1, Class 3A of the Regulations should not apply to certain roads within part of Inner North West Leeds.
2. The Council consulted directly with stakeholders including local ward members, community and resident groups, local landlord associations, and individual landlords and letting agents operating in the area, and more widely via a notice on the Council's website. Notices of the application to renew the Direction were also publicly advertised in the London Gazette and the local press on 8 January 2015. There were no objections to the proposed Direction and several letters of support were received.

The Proposed Areas

3. The Direction would apply in the areas comprised of the properties in the area of inner north west Leeds:
 - o All land within the following boundaries: to the north, the rear boundaries of properties on the southern side of St Anne's Road; to the north-east, Headingley Lane; to the east, Hyde Park Road, but turning west along Brudenell Road and then south along Queen's Road, west along Alexandra Road, north along Cardigan Road and then west along Ashville View to the railway line. The south-west boundary follows the railway line to Kirkstall Lane and then north along Langdale Terrace and beyond to the rear of St Anne's Road, except for the area incorporating

roads. As such, most were discreet and did not create clutter or dominate the street scene.

10. The Inspector noted many of the properties within the Direction area are Houses in Multiple Occupation. It was observed that some terraced properties had several flat boards and many terraced properties had boards on consecutive properties. The Inspector pointed out that if these boards had been freestanding along front boundaries and at right angles to the road, this would have resulted in significant clutter and advertisement excess. (The Government's Framework notes advertisements can have negative impacts on amenity where they are placed without proper consideration to the built environment.). This would have been exacerbated on many streets in the proposed Direction area where there are straight views, because of their grid pattern arrangement.
11. The Inspector concluded that if the Regulation 7 Direction is not renewed it is likely that a return to free standing boards would occur and this would be harmful to the appearance of the area. This would go against the Government's Framework policy that advertisements are subject to controls where there are appreciable impacts on the surrounding environment. There is, therefore, a continuing need, in the interests of visual amenity for deemed consent rights not to apply to letting boards within the Direction area and for a new Direction to be made for a further five years.

Formal Decision

12. The Secretary of State notes the Inspector's consideration of the issues and accepts the Inspector's recommendations. The Secretary of State is satisfied that the area has special visual quality which would only be preserved by removing deemed consent rights for the display of letting boards. Therefore, a Direction should be made to control the display of advertisements relating to the letting of premises within the areas comprised of the properties in the following areas identified below and on the maps submitted by the Council for a five year period.
 - All land within the following boundaries: to the north, the rear boundaries of properties on the southern side of St Anne's Road; to the north-east, Headingley Lane; to the east, Hyde Park Road, but turning west along Brudenell Road and then south along Queen's Road, west along Alexandra Road, north along Cardigan Road and then west along Ashville View to the railway line. The south-west boundary follows the railway line to Kirkstall Lane and then north along Langdale Terrace and beyond to the rear of St Anne's Road, except for the area incorporating the Headingley Cricket and Rugby grounds and the dwellings to the south of Kirkstall Lane between the Headingley grounds and the railway line.
 - The area comprising the roads to the south of Brudenell Road between Queen's Road to the west and Hyde Park Road to the east. The southern boundary of this area is the northern side of Royal Park Road.