

EDINBURGH PLANNING GUIDANCE

ADVERTISEMENTS, SPONSORSHIP AND CITY DRESSING

Approved by the Planning Committee on 5 December 2013

OBJECTIVE

To provide guidance on proposals for advertisements, sponsorship, city dressing, and the location of flagpoles, flags and banners. Guidance on shop signage is included in the Guidance for Businesses.

POLICY CONTEXT

A core aim of the Edinburgh City Local Plan is the protection and enhancement of the built heritage of the city, having special regard to the impact of development on the World Heritage Site. Policies Des 3 and Des 5 refer to the need to contribute to improved public realm and to ensure that all external spaces are designed as an integral part of the scheme as a whole.

The Edinburgh Public Realm Strategy focuses on providing developers and practitioners with an understanding of the Council's aspirations and vision for a consistent, high quality approach to the City's streetscape and public spaces. It will be used to guide the preparation and determination of future planning applications and proposals for public realm improvements.

SCOPE OF GUIDANCE

This guidance applies city-wide to proposals involving the display of advertisements with the exception of shopfront signage.

City dressing is defined as a temporary process which promotes the enhancement by decoration of defined parts of the City in association with an event or celebration. The guidance on City Dressing therefore applies to temporary displays in key locations. Other guidance applies across the City, with that on advertising on scaffolding varying between the World Heritage Site and the rest of the City.

STATUTORY REQUIREMENTS

The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended by the Planning and Compensation Act 1991) defines an advertisement as "any word, letter, model, sign, placard, board, notice, awning, blind, device, or representation whether illuminated or not, in the nature of, and employed wholly or partly for the purpose of, advertisement, announcement or direction." The Regulations allow for some advertisements to be displayed with "deemed consent" i.e. without obtaining formal advertisement consent from the local Authority.

The display of any advertisements is subject to a number of standard conditions to ensure that they are displayed with the agreement of the owner of the land, are maintained in reasonable and safe condition and are sited so as not to obscure road signs.

Advertisements and signs proposed for display on or within a statutorily listed building may require a separate application for listed building consent.

Flagpoles normally require planning permission, and on listed buildings, listed building consent. Flags used for advertising purposes, as opposed to national flags, are controlled under Advertisement Regulations and will normally require advertisement consent.

Banners on listed buildings will require listed building consent. The Advertisement Regulations also apply to banners. Permanent fixings for banners may also require planning permission and /or listed building consent.

GENERAL GUIDANCE

With regard to all advertisements, the following guidance will apply:

- Only the static illumination of signs will be permitted.
- In the interests of public safety, signs on principal traffic routes which could be confused with, or are in close proximity to traffic signals should not show red or green when illuminated.
- Advertisements should not adversely affect the settings of listed buildings.
- All fixings should be kept to a minimum, be discreetly located and should not damage historic fabric.

PERMANENT ADVERTISING

Hoardings and Roadside Advertisements

- Proposals for the erection of permanent advertisement hoardings will be considered on their individual merits, but will not normally be acceptable within conservation areas or where overlooked by residential properties.
- Roadside advertising by means of a pole mounted panel or display on a verge will only be considered in non-residential areas with a commercial backdrop.
- Advance directional signs outwith the curtilage of the premises to which they relate (including free standing 'A' boards) will be resisted unless particular circumstances justify a relaxation of this policy.
- There will be a general presumption against free standing advertising on pavements but, where permitted, they must be carefully located to avoid causing a hazard or obstruction to pedestrians. They should also comply with all other Council guidance on decluttering streets, design for buses and cycling and should not obstruct the view from any bus or tram stop.

Street Furniture

Advertising will not be supported on items of street furniture other than bus shelters (with the exception of scaffolding - see below). Advertising on bus shelters will not be allowed in the following visually sensitive locations:

- In certain parts of the World Heritage Site where the streets are of primary historic importance (e.g. Royal Mile or George Street) or where advertising would disturb important views or the setting of individual listed buildings (e.g. parts of the Second New Town).
- Adjacent to parkland, countryside and open space.
- Within residential neighbourhoods.

Flags and Banners

- Advertising or event promotional banners will not be permitted on statutorily listed buildings or buildings within a conservation area, or on railings attached to such buildings. Exceptions may be considered for temporary displays on major public buildings such as museums and art galleries.
- In all cases, flagpoles and banners will only be permitted if they relate in an acceptable manner to the building's scale, proportions and architectural detailing. Where this is not possible, permission will not be granted.
- In all cases, new fixings for flagpoles should be kept to a minimum with existing fixings re-used wherever possible. All fixings should be non-ferrous to avoid potential damage to structures.
- No more than one flagpole will normally be permitted on main facades of statutorily listed buildings or buildings within conservation areas. However, an exception may be made for major public buildings or buildings with wide frontages, such as chain stores or hotels. The exact number allowed will always depend on the size, proportions and architectural detailing of the building in question.
- Flags on listed buildings and within conservation areas will be restricted to the following: national flags; institutional logos; heraldic flags; City flags; and festival flags.
- Flagpoles will not be permitted at ground floor level or on single storey shop fronts on either statutorily listed buildings or buildings within conservation areas.
- Flagpoles and banners should also comply with other Council guidance on decluttering streets, design for buses and cycling, and should not obstruct the view from any bus stop.

SPONSORSHIP

Sponsorship of certain publicly owned or maintained pieces of infrastructure, e.g. roundabouts can bring benefits to the Council and may be acceptable where it does not create an adverse impact on the amenity of an area.

Recognition of the sponsor should:

- Be located on or adjacent to what is sponsored
- Be constructed of high quality materials
- Relate well to its surroundings
- Be discreet in size and location. The size should be the minimum necessary to identify the sponsor, bearing in mind the object that is being sponsored and whether it is located within the pedestrian or vehicle environment.

In normal circumstances, no more than one sign will be acceptable for any sponsored item.

Recognition of a sponsor should be achieved, where possible, without the addition of new elements into the environment. Where possible it should be carried out in association with existing signage in order to minimise street signage and clutter.

Local sponsorship of single day events such as school sports days will not be subject to planning control.

TEMPORARY ADVERTISING

City Dressing

A City Dressing Strategy has been developed for Edinburgh. A key principle is that dressing is temporary thereby having a greater impact. It appears in relation to an event and is removed after the event ends.

City dressing has two complementary strands:

- Place enhancement relates to the promotion of Edinburgh and its capital city status.
- Event enhancement relates to the promotion of particular events which take place within the city.

Key components of the Council's strategy are the use of:

- International Arts Initiatives (e.g. cow parade).
- Flags and Heraldry (extension of display on the Royal Mile and establish Edinburgh flag days).
- Lighting projects (image projection, building illumination, Christmas lighting).
- Banners (promoting events, in limited, key locations).

- Performance arts (establish Performance Arts Listing where artists can be hired to support events).
- Street media (using advertisement space and temporary video screens).

The location and form of these components will be carefully controlled to allow maximum effect while ensuring that there are no adverse impacts.

- The positioning of banners, flagpoles and other means of city dressing associated with an event or festival, should complement the prevailing townscape of their location.
- Where flagpole sockets have been provided, these should be used.
- High quality materials, either modern or traditional, should be used.
- The use of temporary large (e.g. concrete bases) will be discouraged.
- City dressing should comply with other Council guidance on decluttering streets, design for buses and cycling and should not obstruct the view from any bus stop.
- Sponsorship of events and festivals will be encouraged. However, city dressing displays should not act as a mechanism for advertising. The use of a sponsor's name or logo should be restricted and should cover no more than 15% of any display.
- All materials should be taken down within 10 working days after the end of the event or festival ending. 8.6

The use of banners will be controlled reflecting the significance of the event being promoted. Locations for banners include:

- Princes Street.
- City Centre Nodes: Haymarket Terrace, Grassmarket, Fraser's Corner, Picardy Place and Chambers Street.
- Approach Roads: Haymarket Terrace, Lothian Road, Leith Walk and Eastfield Road. Gateways: Gogar Roundabout, Ocean Terminal and Newcraighall, Drylaw junction.
- Venues with a range of sites, publicly and privately owned either in the city centre or wider city environs (including the Royal Highland Showground, Lauriston Castle, Murrayfield, Leith Docks, Meadowbank Stadium, and Holyrood Park).
- Town Centres (Corstorphine, Gorgie/Dalry, Leith Central, Leith Walk, Morningside/Bruntsfield, Nicolson Street/Clerk Street, Portobello, Stockbridge and Tollcross).

Use of Banner Locations

BANNER LOCATION	CATEGORY A EVENT*	CATEGORY B EVENT*	CATEGORY C EVENT*
Princes St	✓		
City Centre Nodes	✓	✓	
Approach Roads	✓		
Gateways	✓		
Venues	✓	✓	✓
Town centres			✓

*Category A events are those of international significance

*Category B events are those of national significance

*Category C events are those of local significance

NB The Royal Mile is a ceremonial route and will continue to be used primarily for the display of flags and heraldic banners

Advertising on Scaffolding

Adverts on scaffolding will be acceptable providing they form part of a net on the building including a 1:1 image of the completed building under construction or under refurbishment. This is subject to the following criteria:

- The building should be located in the city centre, a designated town centre or business and industry area.
- The netting should enclose the entire facade and the advertising space should cover no more than 15% or 120 square metres, whichever is greater, of the elevation within the World Heritage Site and 30% elsewhere and should not be fragmented.
- On corner sites, advertising will only be acceptable on one elevation, with both elevations being covered with a 1:1 building image. In these cases the advert can be up to double the size normally permitted on a single elevation.
- The scaffolding must cover an entire elevation of the building, must be erected only for the purposes of active repair and construction work, and be removed as soon as the work is completed. Adverts proposed for scaffolding around empty or vacant buildings are not acceptable.

The advert should last no longer than the agreed building programme or one year (after which it may be renewed), whichever is the shorter.

- The fabric used for the image should be of a consistently high quality to ensure a sharpness of image and the colours should closely reflect the building being covered. All shop, contractor and other signage must be appropriately incorporated onto the overall image, to avoid separate signage.
- The use of 1:1 netting images of the building, with no advertising, will be encouraged on scaffolding in all areas of the city, and in particular buildings of special architectural merit or forming part of a key vista.
- Income from advertising should contribute to restoration and repair of the building. Text which indicates that income from the advertisement is contributing to the restoration and repair of the building should be clearly displayed on the advertisement.

DIGITAL ADVERTISING

Digital advertising will be acceptable in principle in all its forms in defined town centres, other commercial and established advertising locations provided that there will be no adverse impacts on amenity and public safety. However, within the World Heritage Site, digital advertising will normally only be acceptable as an integral part of a bus shelter.

REASONED JUSTIFICATION

Advertisements are, by their nature, designed to create a high impact in visual terms, which may be inappropriate in sensitive environments. Careful control is required in the case of conservation areas and proposals affecting listed buildings to ensure that any advertising is not detrimental to the special character of the area or building.

Sponsorship acts as a form of recognition. It is also accepted that sponsorship is an increasing activity for the Council and on many occasions provides support to enable desirable projects and activities to go ahead.

Recognition of the sponsors' contribution can be achieved through use of flags and banners that also enliven the urban environment. However, care should be taken to ensure that they recognise the special quality of the city and work with the townscape.

Special conditions apply to advertising and sponsorship within the World Heritage Site to protect its character and appearance.

Flags can be a colourful and attractive addition to the city's streetscape, particularly during the Festival. Care should be taken with regard to their number and positioning.

City dressing is about celebrating the city, reinforcing its brand values, enhancing the experience of the city and promoting it as a world class location for national, international and civic events.