

Planning Committee

10am, Thursday 5 December 2013

Edinburgh Planning Guidance: Advertisements Sponsorship and City Dressing

Item number	5.5
Report number	
Wards	City wide

Links

Coalition pledges	P40
Council outcomes	CO19
Single Outcome Agreement	SO4

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Executive summary

Edinburgh Planning Guidance: Advertisements, Sponsorship and City Dressing

Summary

At its meeting of 8 August 2013 the Planning Committee agreed to minor amendments to guidance on Advertisements, Sponsorship and City Dressing to provide clarity on issues of interpretation and compliance and that these should be the subject of public consultation before being finalised. The amendments related specifically to adverts on scaffolding. The Committee also agreed that, through the consultation exercise, views on the appropriateness and acceptability of digital forms of advertising in the City should be sought. This report advises the Committee of the results of the consultation exercise and recommends the approval of the guidance in a revised form.

Recommendations

It is recommended that Committee approves the revised Edinburgh Planning Guidance: Advertisements, Sponsorship and City Dressing.

Measures of success

The protection of areas of special architectural or historic interest.

Financial impact

There are no financial impacts arising from this report.

Equalities impact

The aim of the guideline is to increase the vitality and viability of the city centre. The changes to the existing guidance will not result in any infringement of rights.

Sustainability impact

The impacts of this report in relation to the three elements of the Climate Change (Scotland) Act 2009 Public Bodies Duties have been considered, and the outcomes are summarised below. Relevant Council sustainable development policies have been taken into account and are noted at Background Reading later in this report.

- Conservation of the built environment has the potential to minimise the use of natural resources and reduce carbon emissions.
- The need to build resilience to climate change impacts is not relevant to the proposals in this report because the proposals are neither positively nor negatively affected by climate change.
- The proposals in this report will help achieve a sustainable Edinburgh because the conservation and management of the historic environment contributes directly to sustainability in a number of ways. These include the energy and materials invested in a building, the scope for adaptation and reuse, and the unique quality of historic environments which provide a sense of identity and continuity.

Consultation and engagement

The proposed amendments to the guidance were the subject of a targeted consultation exercise during September and October 2013. Key stakeholders, community councils, amenity groups and outdoor media companies were invited to respond to a number of set questions via an online survey. Six responses were received. These are discussed in the main body of this report.

Background reading / external references

Report to Planning Committee dated 5 August 2010 - Edinburgh Planning Guidance: Advertisements, Sponsorship and City Dressing – Final Version.

Report to Planning Committee dated 8 August 2013 - Edinburgh Planning Guidance: Advertisements, Sponsorship and City Dressing – Amended draft guidance for consultation purposes.

Edinburgh Planning Guidance: Advertisements, Sponsorship and City Dressing

1. Background

- 1.1 At its meeting of August 2013 the Planning Committee agreed to minor amendments to guidance on Advertisements, Sponsorship and City Dressing to provide clarity on issues of interpretation and compliance and that these should be the subject of public consultation before being finalised. The amendments related specifically to adverts on scaffolding. The Committee also agreed that through the consultation exercise views on the appropriateness and acceptability of digital forms of advertising in the City should be sought.

2. Main report

- 2.1 Temporary advertising on scaffolding presents an opportunity to screen the appearance of buildings while they are under construction or refurbishment. It also presents an opportunity to accrue revenue that can make a useful contribution to the costs of development or repairs. As it stands, the guidance requires an advert to form part of a cover or netting on a building, including a 1:1 image of the completed building under construction or under refurbishment. Hitherto, the guidance has established a presumption against such adverts on building facades facing onto Princes Street, and throughout the Waverley Valley and Old Town. It also limits advertising space to no more than 15% or 120 sq.m. whichever is the greater, of an elevation of a building within the World Heritage Site and to 30% elsewhere. There is also a general requirement for adverts to respect the architectural form of a building.
- 2.2 In response to uncertainty and confusion as to where such adverts are acceptable and the form that they should take, it is proposed to simplify the guidance to provide clarity on such matters and to allow for more effective enforcement action to be taken where adverts are displayed that do not conform to the guidance.

Summary of Proposed Amendments

- 2.3 The adopted Edinburgh City Local Plan (2010) contains policies that seek to protect the unique qualities of the city, its built heritage and the character of its urban area. The existing guidance also exercises control over the size of advertising space on scaffolding within the World Heritage Site. As such the amenity of Princes Street and the wider city centre are adequately protected through the application and adherence of existing local plan policies and guidance.
- 2.4 Furthermore, within the context described above and in accordance with the guideline, it is considered that the benefits of advertising on scaffolding should be made available to buildings on Princes Street, the Waverley Valley and the Old Town and accordingly the sentence restricting such adverts in these locations has been removed. Also recommended for removal is the requirement for an advert to respect the architectural form of the building.
- 2.5 The proposed amended guideline continues to exercise control over the erection of adverts in streets that are of primary historic importance e.g. the Royal Mile / George Street, or where they would disturb important views or the setting of listed buildings.

Emerging Issues

- 2.6 Outdoor media companies are exploring the use of digital advertising in a variety of forms in a number of cities in the UK, principally London and Edinburgh. In time, the industry expects the use of static and moving digital images to promote goods, services and events to become the norm. The use of digital advertising allows adverts to be displayed that are relevant to their location, time specific and can be frequently changed and managed remotely. In Edinburgh, a trial of digital advertising is taking place in two locations on bus shelters in Princes Street and at a third location in Morningside. The trial is assessing the impact of frequently changing adverts, the use of moving images at a varying speeds and the promotion of public service information on visual amenity and road safety. The trial is due to run until autumn 2014.
- 2.7 The potential exists to use digital advertising in a variety of forms, large and small, including its incorporation within street furniture and on scaffolding.

The Consultation Exercise

2.8 The consultation exercise focussed on seeking the views of key stakeholders, including community councils, amenity groups and outdoor media companies, on the changes proposed and the extent to which digital advertising should be supported in the City. An email and questionnaire were sent to the following consultees:

- Community Councils;
- Essential Edinburgh;
- Edinburgh World Heritage (EWH);
- Chamber of Commerce;
- Cockburn Association;
- Marketing Edinburgh;
- Historic Scotland;
- Representatives of the city centre business community; and
- Outdoor media industry interests.

2.9 The consultation exercise took the form of a questionnaire to which six responses were received. The responses and the Council's comments are set out in Appendix 1 attached to this report. Three responses were received from outdoor media companies who supported the proposed amendments to the guidance and the introduction of digital forms of advertising; one of these responses did however note that digital adverts would not be financially viable on temporary structures such as scaffolding. The Cockburn Association and Historic Scotland also support the proposed amendments. However, the Cockburn Association expresses a general concern regarding exercising control over the content of adverts, in particular the use of coloured images in digital advertising and their location in relation to historic landmarks. EWH objects to the removal of restrictions on advertising on scaffolding on facades facing on to Princes Street, the Waverley Valley and the Old Town. It also notes that the juxtaposition of Edinburgh's Old and New Towns is central to the outstanding universal value of the World Heritage Site.

Conclusions

- 2.10 Notwithstanding the relatively few responses to the consultation exercise responses were received from the principal outdoor media companies and their representative industry body. Responses were also received from EWH and the Cockburn Association. As such those with an expertise in advertising and others with a keen interest in safeguarding the unique qualities of the city have had an opportunity to comment on the proposed amendments to the guidance. In summary, there is general support for the proposed amendments and the introduction of digital advertising throughout the City. Accordingly, guidance on the acceptability of digital advertising has been added to the guidance.
- 2.11 With regard to the concerns of EWH, planning regulations do not exercise control over the content of adverts. Outdoor media companies operate under a code of conduct and guidance issued by the Advertising Standards Agency (ASA). The code is frequently updated to address emerging issues e.g. the promotion of pay day loans. The authority of the ASA and the application of the code are considered to be the most appropriate means of controlling the content of adverts and it is not proposed to introduce additional controls through this guidance.
- 2.13 The final version of the amended guideline is attached as Appendix 2. It is recommended that the Committee approves the changes to the guidance as set out in the consultative draft version with the addition of a section on digital advertising (highlighted in bold italics).

3. Recommendations

- 3.1 It is recommended that Committee approves the revised Edinburgh Planning Guidance: Advertisements, Sponsorship and City Dressing.

Mark Turley

Director of Services for Communities

Links

Coalition pledges	P40 Work with Edinburgh World Heritage and other stakeholder to conserve the city's built heritage.
Council outcomes	CO19 Attractive places and well maintained – Edinburgh remains an attractive city through the development of high quality buildings and places and the delivery of high standards in the maintenance of infrastructure and public realm.
Single Outcome Agreement	SO4: Edinburgh's communities are safer and have improved physical and social fabric.
Appendices	Appendix 1: Questionnaire Responses Appendix 2: Edinburgh Planning Guidance Advertisements, Sponsorship and City Dressing.

APPENDIX 1

EDINBURGH PLANNING GUIDANCE: ADVERTISEMENTS, SPONSORSHIP AND CITY DRESSING

CONSULTATION RESPONSES

<i>Do you support the removal of specific restrictions for Princes Street and the Waverley Valley?</i>		
<i>Respondent</i>	<i>Response</i>	<i>Comment</i>
Anthony Dunseath, National Planning Manager, Clear Channel UK Ltd	Yes. We support the removal of specific restrictions for Princes Street and Waverley valley as they are already protected by existing guidance which restricts the size of advertising space in the World Heritage Site.	Noted.
Robin Lippett, BiG Advert Ltd	Yes. Areas such as the Market Street "canyon" will benefit from this as there is going to be further building works there, plus the art galleries need to promote their activities as an essential part of Edinburgh's cultural scene. Certainly the galleries need to be more visible from all aspects of the City.	Noted.
Historic Scotland	Have considered the proposed change, in the context of our historic environment interests, and are content with the proposal.	Noted.
Cockburn Association	Yes. There appear to be sufficient controls to prevent excesses, provided they are adhered to.	Noted.

Edinburgh World Heritage	Object to the removal of the restriction on advertising on scaffolding of facades facing on to Princes Street, the Old Town and the Waverley Valley. Note that the juxtaposition of the Old and New Towns over the Waverley Valley is central to the outstanding universal value of the World Heritage Site.	It is considered that the amenity of Princes Street, the Waverley Valley and the Old Town are adequately protected by the standard requirements of the existing guidance which restricts the size of advertising space in the World Heritage Site. The adverts are also temporary and the number of buildings which are scaffolded at any one time will be limited.
JCDECAUX UK Limited	Yes. High traffic areas are by definition suited to advertising as they add vitality and vibrancy to the centre. Princes St and The Waverley Valley are the areas with most traffic and within such retail areas there is an expectation of seeing commercial messages without harm to visual amenity. It is unfortunate that retailer's communication should be limited to their window in some instances, and street communication also contributes to the overall retail experience. It is also a great opportunity for the Council to be able to capitalise on such locations.	Noted.

Do you consider that the restriction of advertising space to no more than 15% or 120 square metres, whichever is greater, of the elevation within the World Heritage Site and 30% elsewhere is appropriate or should this be a percentage of the elevation?

<i>Respondent</i>	<i>Response</i>	<i>Comment</i>
Anthony Dunseath, National Planning Manager, Clear Channel UK Ltd	Yes. We believe that there should be a maximum size permitted within the World Heritage Site, and 30% of the elevation elsewhere would seem appropriate.	Noted.
Robin Lippett, BiG Advert Ltd	Yes. The current 15% or 120 sqm whichever is greater is appropriate, 120 sqm is probably the smallest viable commercial size for banner advertising specifically. However there is an ambiguity regarding corner sites where the full available elevation needs to be taken into	Noted.

	account.	
Historic Scotland	Have considered the proposed change, in the context of our historic environment interests, and are content with the proposal.	Noted.
Cockburn Association	Yes.	Noted.
JCDECAUX UK Limited	No. This should be addressed on a case by case basis. Bigger advertising panels may suit some areas when smaller ones may be more suitable to other locations in the city. It also depends on the type of support and their visual impact.	Noted

<i>Do you consider digital advertising to be appropriate on Bus Shelters?</i>		
<i>Respondent</i>	<i>Response</i>	<i>Comment</i>
Anthony Dunseath, National Planning Manager, Clear Channel UK Ltd	Yes. Digital advertising is particularly suited to bus shelters, as well as other purpose designed street furniture. The introduction of digital affords the opportunity to reduce street clutter by the removal of other structures used to promote events. The flexibility it provides allows local business to access space at affordable prices in short term time related slots, rather than the standard industry two week	Noted.

	<p>packages. Currently this year Clear Channel has donated 15% of the space on its digital holding to charities and public announcements including missing persons. We believe as digital displays become more available the benefits will spread to a much wider group of users and the public in general.</p> <p>The introduction of digital benefits both the operational efficiency and the environment by the reduction in vehicle movements and on street visits required to change the traditional poster displays.</p>	
Robin Lippett, BiG Advert Ltd	Yes.	Noted.
Historic Scotland	On the basis that any such advertising would be subject to the revised guidance on Advertisements, Sponsorship and City Dressing, no specific comments to offer in relation to this issue.	Noted.
Cockburn Association	<p>Concerned that there will not be anyone to vet the images, there could be a lot of content to review. There would have to be a basis for vetting images. What would be OK and what wouldn't? Main concern is not the content but how the images will jump around to attract the eye. By day they will be fairly inane, because of sunlight. At night it is a different matter. A TV screen displaying a white page would be quite a powerful floodlight, for example. If magenta, all the buildings around about will be so coloured. If there are houses, that includes inside the rooms through the night.</p> <p>The issue for us is with regard to location, considering vistas and surroundings with each application using photo-montages. Nearly every route into the city features the Castle Rock to some extent</p>	<p>Planning regulations do not control the content of adverts. Outdoor media companies operate under a code of conduct and guidance issued by the Advertising Standards Agency. These are considered appropriate controls over content.</p> <p>The intensity of light will be controlled as a road safety issue.</p> <p>The guideline restricts adverts 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).</p>

	and that must be protected. With bus shelters it is the backdrop that matters. Seen against Princes St window displays, no problem; but in a vista down the street encompassing the Royal Scottish Academy, St John's Church or the Scott Monument, a big problem. It is all about context. Digital displays are inevitably more powerful than a backlit poster and they are animated.	
JCDECAUX UK Limited	Yes.	

<i>Do you consider digital advertising to be appropriate on Billboards?</i>		
<i>Respondent</i>	<i>Response</i>	<i>Comment</i>
Anthony Dunseath, National Planning Manager, Clear Channel UK Ltd	Yes. In high quality and appropriate locations. Again this has benefits of affordable and flexible access to the advertising space for local business as well as the operational and environmental benefits of fewer on street visits to change copy and vehicle movements. As with our comments regarding digital on bus shelters space can be available for use by charities, and messages concerning missing persons	Noted.
Robin Lippett, BiG Advert Ltd	Yes.	Noted.
Historic Scotland	On the basis that any such advertising would be subject to the revised guidance on Advertisements, Sponsorship and City Dressing, no specific comments to offer in relation to this issue.	Noted.
Cockburn Association	See comments above on bus shelters.	See comments above on bus shelters.
JCDECAUX UK Limited	Yes. Digital advertising displays are a more sustainable form of roadside	Noted.

	<p>advertising through the ability to change images remotely; through the elimination of the printing and recycling processes and the need for operatives to visit the site each fortnight, which is the typical changeover period for printed displays. Digital also provides the functionality to tailor messages to particular times of the day, to interact with users and also to quickly issue public service or security warnings.</p>	
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<i>Do you consider digital advertising to be appropriate on Scaffolding?</i>		
<i>Respondent</i>	<i>Response</i>	<i>Comment</i>
Anthony Dunseath, National Planning Manager, Clear Channel UK Ltd	Yes. We see no reason why digital displays should not be mounted on scaffolding during the refurbishment of the building.	Noted.
Robin Lippett, BiG Advert Ltd	Yes. Albeit that it may not always be commercially or logistically viable, the option should be there.....we are in a digital age after all.	Noted.
Historic Scotland	On the basis that any such advertising would be subject to the revised guidance on Advertisements, Sponsorship and City Dressing, no specific comments to offer in relation to this issue.	Noted.
Cockburn Association	See comments above on bus shelters.	See comments above on bus shelters.
JCDECAUX UK Limited	No. It is not financially viable on a temporary structure. There would also be concerns in terms of health and safety with the weight of the digital screen and the power supply.	Noted.

Any other comments.		
Respondent	Response	Comment
Anthony Dunseath, National Planning Manager, Clear Channel UK Ltd	Free standing units purposely designed to incorporate advertising, particularly digital displays, can provide local businesses flexible access to space and the local community with a “notice board” opportunity for information and news which can be linked to mobile devices.	Noted.
Robin Lippett, BiG Advert Ltd	<p>Edinburgh CEC needs to appreciate the necessity for promotion and advertising and support appropriate proposals both 1st and 3rd party. If done correctly these can enhance the vibrancy and informational aspects of the City which is in danger of becoming very drab due to badly covered scaffolding and over protection of views and buildings.</p> <p>Following a dialogue with CEC planning in connection with the recent advertising banner site in Princes Street/West Register St. where no attempt was made to put the 1:1 image on the Princes Street elevation as per the planning permissions, I understand that the current policy of including a building cover and the %ages thereof aren't enforceable anyway!</p>	<p>Noted.</p> <p>The guideline continues to require a 1:1 image of the building elevation.</p>
Historic Scotland	None.	Noted.

Cockburn Association	None.	Noted.
JCDECAUX UK Limited	Embracing digital advertising will strengthen Edinburgh's image as a centre for innovation and quality excellence and as one of leading Cities in Europe, Culturally, technologically but also as a retail destination. The key to a successful implementation is quality, design and creativity.	Noted.

APPENDIX 2

EDINBURGH PLANNING GUIDANCE: ADVERTISEMENTS, SPONSORSHIP AND CITY DRESSING

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 road safety. However, within the World Heritage Site, digital advertising will normally only be acceptable as an integral part of bus shelters.

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.