

Planning Committee

2.00pm, Wednesday, 30 May 2018

Review of Planning Guidance: Advertisements, Sponsorship and City Dressing

Item number	6.1
Report number	
Executive/routine	
Wards	
Council Commitments	C11, C15, C27

Executive Summary

The existing policy on '[Advertisements, Sponsorship and City Dressing](#)' requires revision to address the increasing move towards digital advertising and its potential impact on amenity and public safety. The objective is to provide a coherent and up-to-date policy with a focus on commercial advertising and sponsorship.

Wide-ranging consultation exercises are proposed to explore the opportunities, concerns and issues surrounding all types of outdoor advertising including digital. The consultation will inform a review of the existing policy which will be presented to Planning Committee for approval.

Further work will be required to update the 'Guidance for Businesses' and to develop a separate protocol for city dressing.

Review of Planning Guidance: Advertisements, Sponsorship and City Dressing

1. Recommendations

- 1.1 It is recommended that the Planning Committee;
 - 1.1.1 Agrees the review of the planning guidance and the revised focus on outdoor advertising and sponsorship; and
 - 1.1.2 Agrees the proposed consultation themes and exercises.

2. Background

- 2.1 The planning guidance on Advertisements, Sponsorship and City Dressing was approved by Planning Committee in [2010](#) with subsequent minor amendments in [2013](#). The guidance requires updating in response to a number of factors;
 - 2.1.1 To address the changing format of outdoor advertising towards digital where over half of outdoor advertising is now delivered digitally;
 - 2.1.2 To provide updated guidance given the date of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984;
 - 2.1.3 To link with other Council initiatives connected to the public realm;
 - 2.1.4 To review where it is appropriate to have outdoor advertising within the city;
 - 2.1.5 To explore the opportunities that outdoor advertising can deliver for the city; and
 - 2.1.6 To rationalise the planning guidance by focussing on outdoor advertising and sponsorship controlled through the planning process.

3. Main report

- 3.1 It is proposed that the review and the revised policy focus on outdoor advertising and sponsorship which require advertisement consent. The current policy also includes guidance related to businesses, city dressing and event publicity. Consequently, there will be a requirement to review the 'Guidance for Businesses' policy. In terms of the city dressing and event publicity, these are not normally controlled through the planning process given the temporary nature. However, guidance and direction to control and improve the presentation of events within the

city is still required. The Events Group has agreed to undertake a review of city dressing and develop a separate protocol.

- 3.2 Outdoor advertising varies in its format and the revised planning guidance is expected to cover the following: temporary advertising, advertising on scaffolding, sponsorship, street furniture, small format, large format and public safety.
- 3.3 Outdoor advertising has long been a feature of the city's townscape and is typically located in areas of high footfall and vehicle movement to reach as many people as possible. However, the increasing change to digital outdoor advertising is a new phenomenon, currently constituting around half of all outdoor advertising. There are significant benefits of digital advertising for the industry including the ability to accommodate multiple advertisers and to run flexible and responsive campaigns. As the cost of digital technology continues to decline, there will be an increased demand for digital advertising including converting existing sites to digital.
- 3.4 Adverts can only be assessed on the grounds of public safety or amenity. Planning cannot control the content of adverts. Digital has potentially a greater impact on amenity and public safety through the level of illumination, the capability for movement/animation and the transition of adverts. However, the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 which controls adverts is increasingly out-dated given the change to digital.
- 3.5 It is important to see the review as part of the wider Council initiative to reduce street clutter and enhance the city's streets and public spaces, for example, in line with the trade waste strategy, the 'A' Board strategy and the Central Edinburgh Transformation Project. The impact of outdoor advertising on the public realm has to be carefully considered in terms of the format and locations of adverts.
- 3.6 However, as with many other local authorities, advertising can help to fund projects, maintenance and services for the Council. Temporary advertising such as poster boards and advertising drums can promote and support local organisations and events as well as reduce fly-posting and graffiti. One of the aims of the review is to explore the range of opportunities and benefits.
- 3.7 Overall, it is timely to explore the concerns, challenges and opportunities of advertising through consultation with the public, stakeholders and industry to ensure a robust and current planning guidance. The review and consultation will require a balanced approach in exploring and considering the city's approach to outdoor advertising and sponsorship.

Engagement and Consultation

- 3.8 The engagement and consultation exercises will explore the different formats of adverts and the themes of amenity and public safety.
- 3.9 Two main consultation exercises are proposed:
 - Public Survey on the Consultation Hub; and
 - Stakeholder Workshops.

- 3.10 The proposed public survey questions for the Consultation Hub are outlined in appendix 1. The published version will include photographs to illustrate the questions. The aim is to explore general public perceptions of the benefits, concerns and opportunities of advertising within the city. The survey will be publicly available as well as sent to key target audiences including community councils and business organisations as outlined in appendix 3. The public survey will be on-line for eight weeks and will be promoted via social media.
- 3.11 It is proposed to hold a series of workshops with internal and external stakeholders which will involve more detailed and targeted questions. The proposed consultation boards are outlined in appendix 2. The proposed workshop stakeholders are outlined in appendix 3 and include the advertising industry and amenity groups. Any requests to participate in the workshops or respond to the more detailed questions will be accommodated. It is expected that the workshops will take place in June with scope for additional workshops as required or requested.
- 3.12 The themes and questions of the consultation exercises have been informed by identifying issues with the current planning guidance, reviewing appeal decisions and researching other local authorities' planning guidance for outdoor advertising.

Outcomes

- 3.13 Following the consultation process, a revised guidance on outdoor advertising and sponsorship will be presented to Planning Committee for approval. A review of the existing 'Guidance for Businesses' will be required to capture the business related advertising elements such as flagpoles and banners. A city dressing protocol will also need to be developed.

4. Measures of success

- 4.1 Measures of success will be the level of participation in the consultation exercises, the balanced review of the issues raised and the delivery of revised guidance.

5. Financial impact

- 5.1 There are no direct financial impacts arising from this report.

6. Risk, policy, compliance and governance impact

- 6.1 There are no perceived risks associated with this report.

7. Equalities impact

- 7.1 There is no requirement to undertake an assessment at this time. An Integrated Impact Assessment will be undertaken for the finalised guidance.

8. Sustainability impact

- 8.1 There are no perceived sustainability impacts arising from this report.

9. Consultation and engagement

- 9.1 Consultation will take place prior to drafting the revised guideline as outlined in the main report.

10. Background reading/external references

- 10.1 Planning guidance on [Advertisements, Sponsorship and City Dressing](#).
- 10.2 Report to Transport and Environment Committee on 'A' Boards and other Temporary on-street Advertising Structures (17 May 2018).

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11. Appendices

Appendix 1 - Proposed Draft Public Survey

Appendix 2 - Proposed Draft Workshop Questions

Appendix 3 - Proposed Consultees

APPENDIX 1

Consultation Hub: Draft Public Questionnaire

The Council's Planning Service currently has planning guidance on '[Advertisements, Sponsorship and City Dressing](#)'. This guidance is used to help decide whether certain adverts in the City are acceptable or not.

It includes large and small format adverts, advertising on scaffolding and advertising on street furniture e.g. bus shelters. It does not cover adverts on shops and businesses - but the commercial adverts you see when you are 'on the go' such as the billboards at the side of the road or the adverts on the bus shelters.

The Council has decided to review the guidance for a number of reasons. These include:

- The changes to digital advertising i.e. the growing number of digital screens
- Looking at where adverts should or should not be located in Edinburgh
- Exploring whether there should be more adverts in the city.

The Council is seeking your views to help decide what the new guidance should say. Following the consultation, new guidance will be drafted and presented to the Planning Committee for approval.

Question 1)

Many adverts are now being delivered via a digital screen rather than traditional paper billboards. It is likely that this change will continue. A digital advert allows for frequent advert changes, moving images and illumination.

What concerns, if any, do you have about digital advertising in Edinburgh? (Please tick all that apply).

- Digital advertising distracts drivers more than traditional advertising
- Digital advertising makes the city look less attractive
- Digital advertising creates light pollution
- Digital advertising negatively impacts on people with disabilities
- Other (please specify)

Question 2

What can the Council do to address your concerns about digital advertising?

Question 3

Where do you think it is acceptable to have advertising in Edinburgh? (Please tick all that apply).

- Bus shelters in busy shopping areas
- Bus shelters in residential areas
- Litter bins
- Lamp posts
- Park benches
- Building sites, while construction work is ongoing
- Bicycle storage
- Private businesses
- At sports venues
- On Council buildings
- On other public buildings, such as hospitals, schools, or libraries.

Question 4

Other than the items listed above, are there any areas of the city or Council properties where you think advertising should be allowed?

Question 5

What specific areas of the city, if any, should outdoor advertising not be permitted?

Question 6

Would you support more outdoor advertising in Edinburgh if you knew revenue from advertising was helping to pay for Council services?

Question 7

Do you support temporary adverts, such as poster sites, if they help to 'tidy-up' or improve the appearance of an area?

Question 8

Would you support more outdoor advertising in Edinburgh if community groups and local small businesses were able to access that advertising space free or at discounted rates?

Question 9

Do you have any other comments about digital or outdoor advertising?

APPENDIX - 2**INTRODUCTION**

The Council's current planning guidance on **Advertising, Sponsorship and City Dressing** requires updating for a number of reasons:

- **To address the changing format of outdoor advertising towards digital;**
- **To review where it is appropriate to have outdoor advertising;**
- **To explore the opportunities that outdoor advertising can deliver for the City.**

The outcome is to provide robust and up-to-date planning guidance to help assess outdoor advertisement proposals.

Adverts can only be considered on the grounds of amenity and public safety. Planning cannot control the content of adverts.

Consultation and Review Process

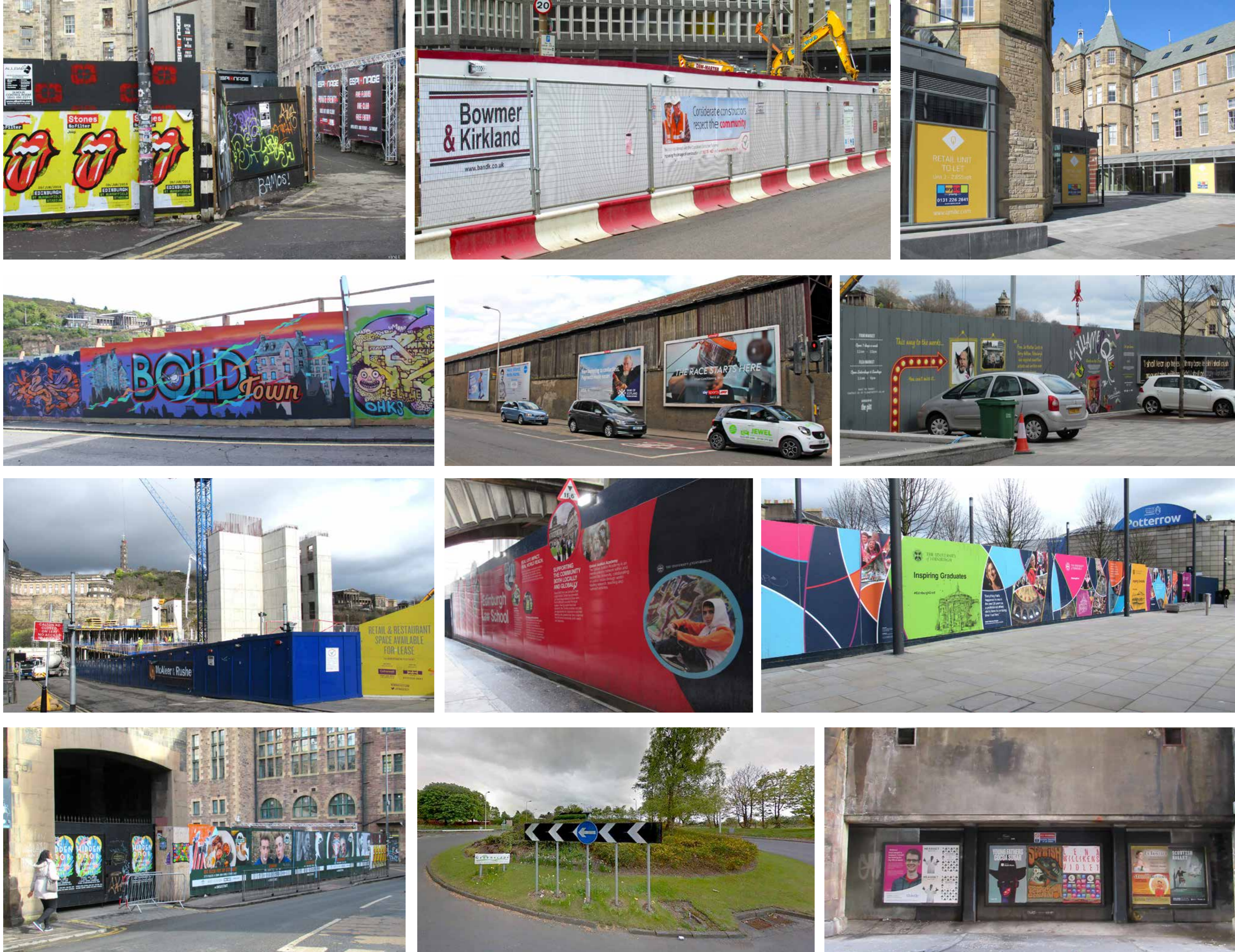
These workshops are part of a wider consultation which also includes a public survey on the Council's Consultation Hub.

The consultation was approved by Planning Committee on 30 May 2018 and following consultation, a revised version of the guidance will be reported to Planning Committee.

USING POLICY REVIEW

ADVERT

TEMPORARY ADVERTISING OPPORTUNITIES



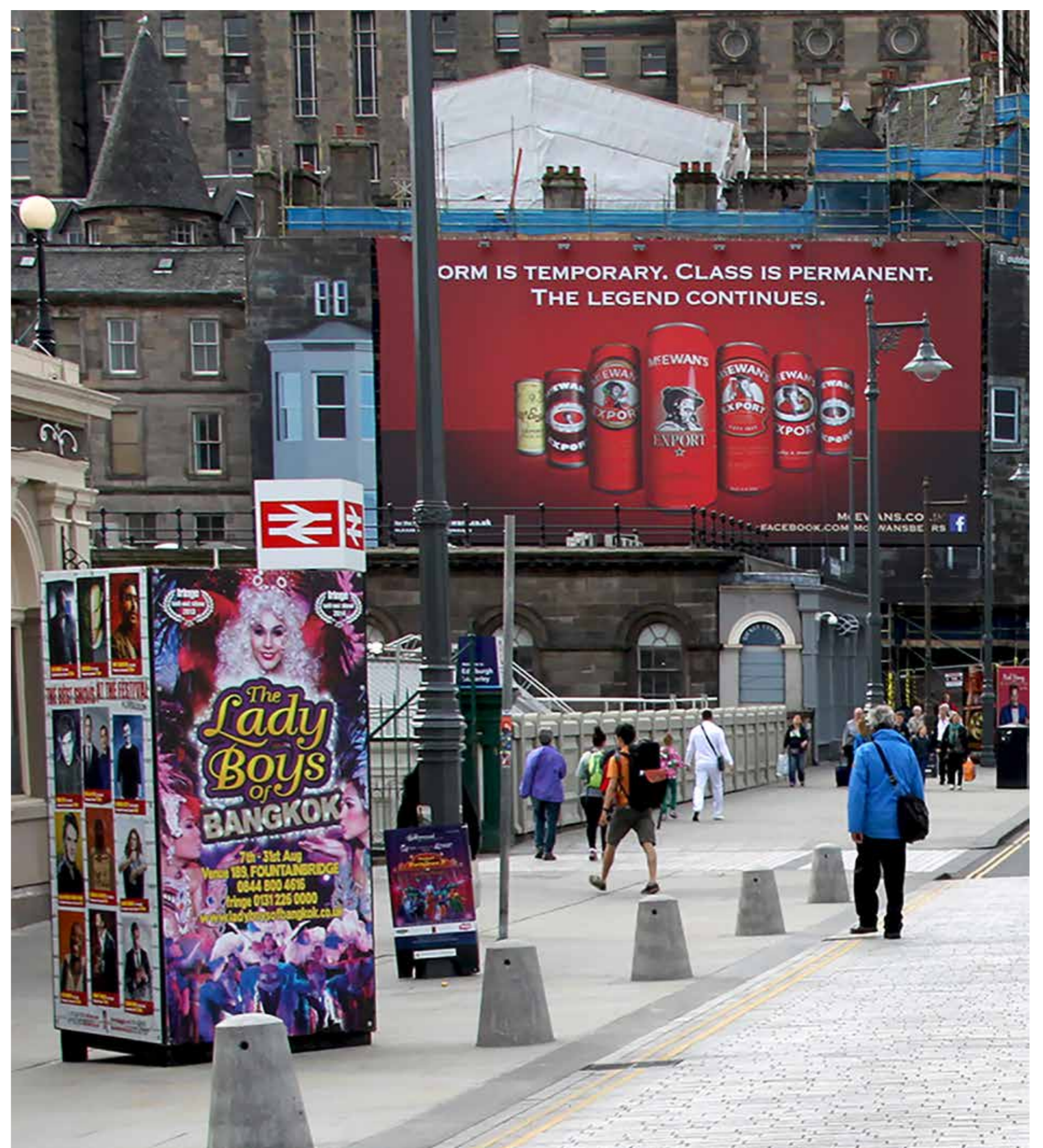
DISCUSSION POINTS

- Should advertising be allowed on construction sites, sites awaiting development and vacant buildings?
- Should there be any restrictions on locations?
- Should advertising only be allowed if it is part of an overall designed scheme that includes, for example: art work, wayfinding, community information, historical interpretation?
- Should sponsorship on Council infrastructure still be supported, for example on roundabouts?

USING POLICY REVIEW

ADVERT

SCAFFOLDING



DISCUSSION POINTS

- Should adverts remain restricted to a percentage of the building elevation? What should that percentage be?
- Should the rest of the scaffolding net be a 1:1 image of the building or could other creative solutions be considered?
- Should there be any difference in size of advert for the World Heritage Site from the rest of the City?
- Should there be any restrictions on locations?
- On buildings with more than one public elevation, should a larger advert be allowed?

USING POLICY REVIEW

ADVERT

STREET FURNITURE

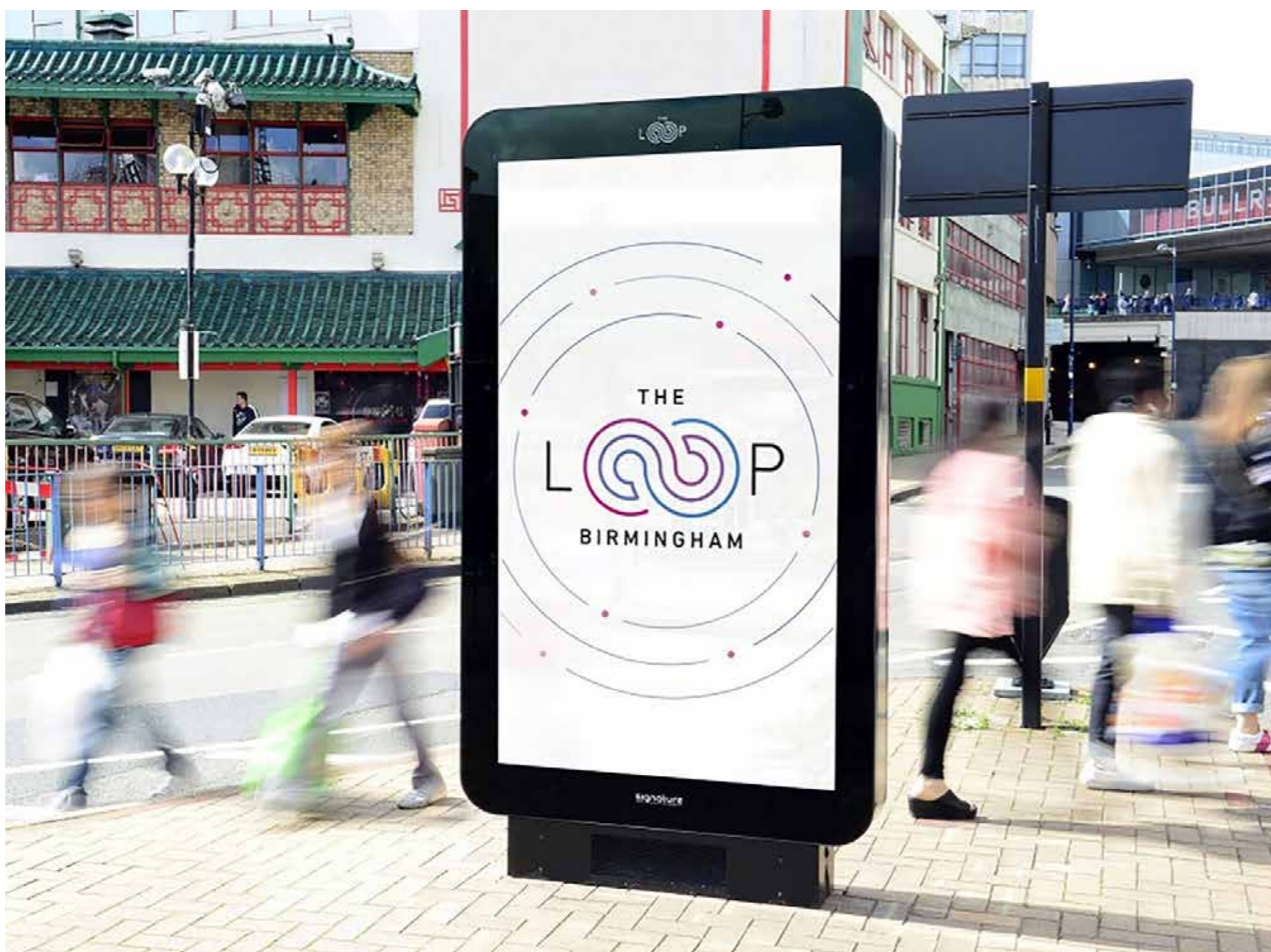


DISCUSSION POINTS

- Should advertising (including digital) be located on other items of street furniture e.g. bins? Or should advertising remain limited to bus shelters?
- Could advertising be permitted on other street furniture if there is a clear benefit i.e. improving services, funding of streetscape projects or the removal/improvement of redundant street furniture?
- There are approved banner locations for advertising 'events', could these also be used for commercial advertising?
- Are there any locations in the city where no advertising should be allowed?
- If there is an increase in digital adverts, could there be a benefit to the local community or businesses i.e. advertising opportunities?

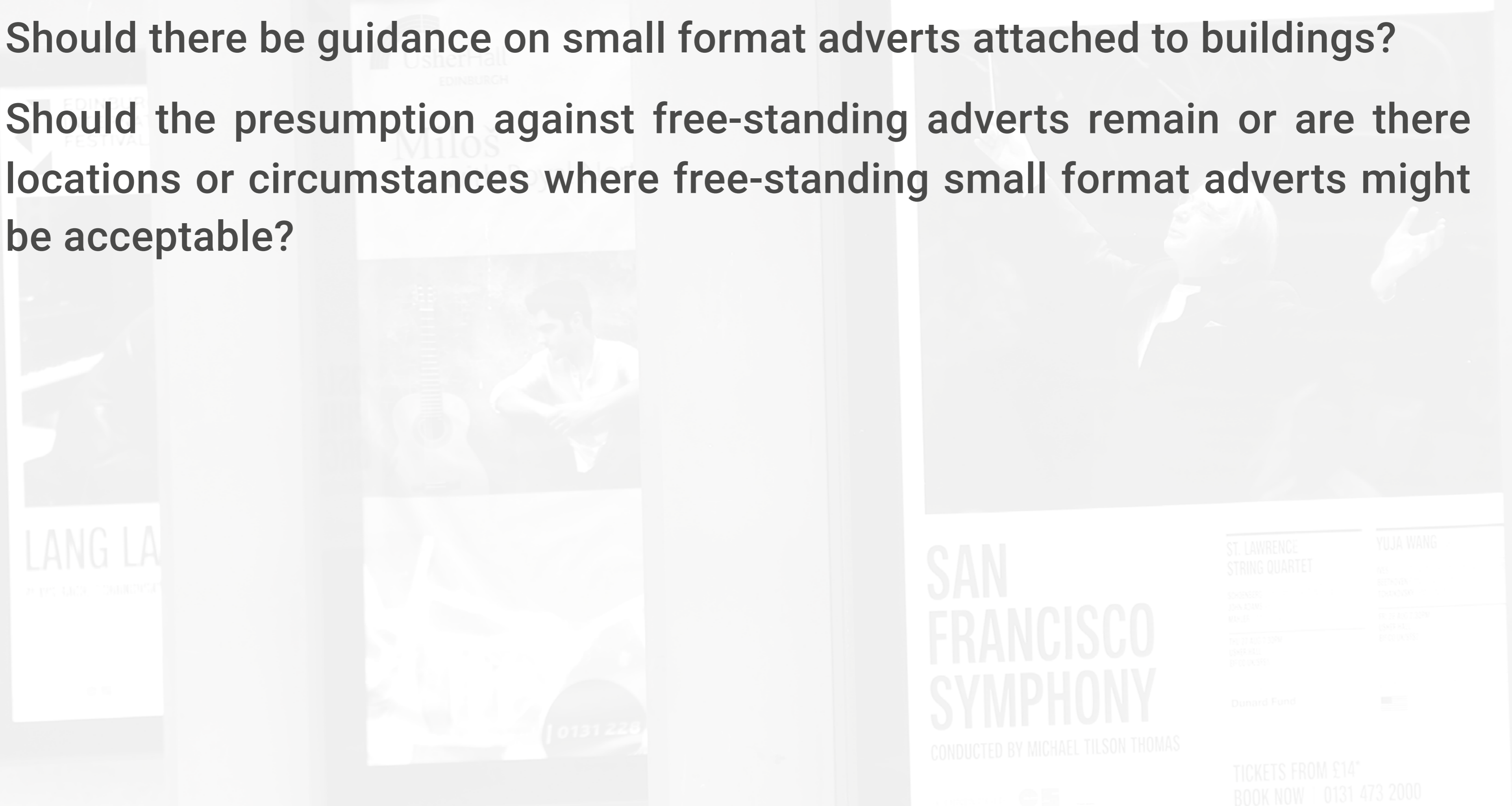
USING POLICY REVIEW

SMALL FORMAT ADVERTS



DISCUSSION POINTS

- Should there be guidance on small format adverts attached to buildings?
- Should the presumption against free-standing adverts remain or are there locations or circumstances where free-standing small format adverts might be acceptable?



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LARGE FORMAT



DISCUSSION POINTS

- Is more guidance required on what is an acceptable location for example: commercial/ industrial areas, arterial route?
- Is the proliferation of large format adverts a concern?
- Are there areas/ locations where large format adverts would not be suitable?
- Is the impact on residential properties a key consideration?
- Where the character of an area is changing, for example from commercial to residential, should that be a factor in considering large format advert proposals?

USING POLICY REVIEW

ADVERT

DIGITAL



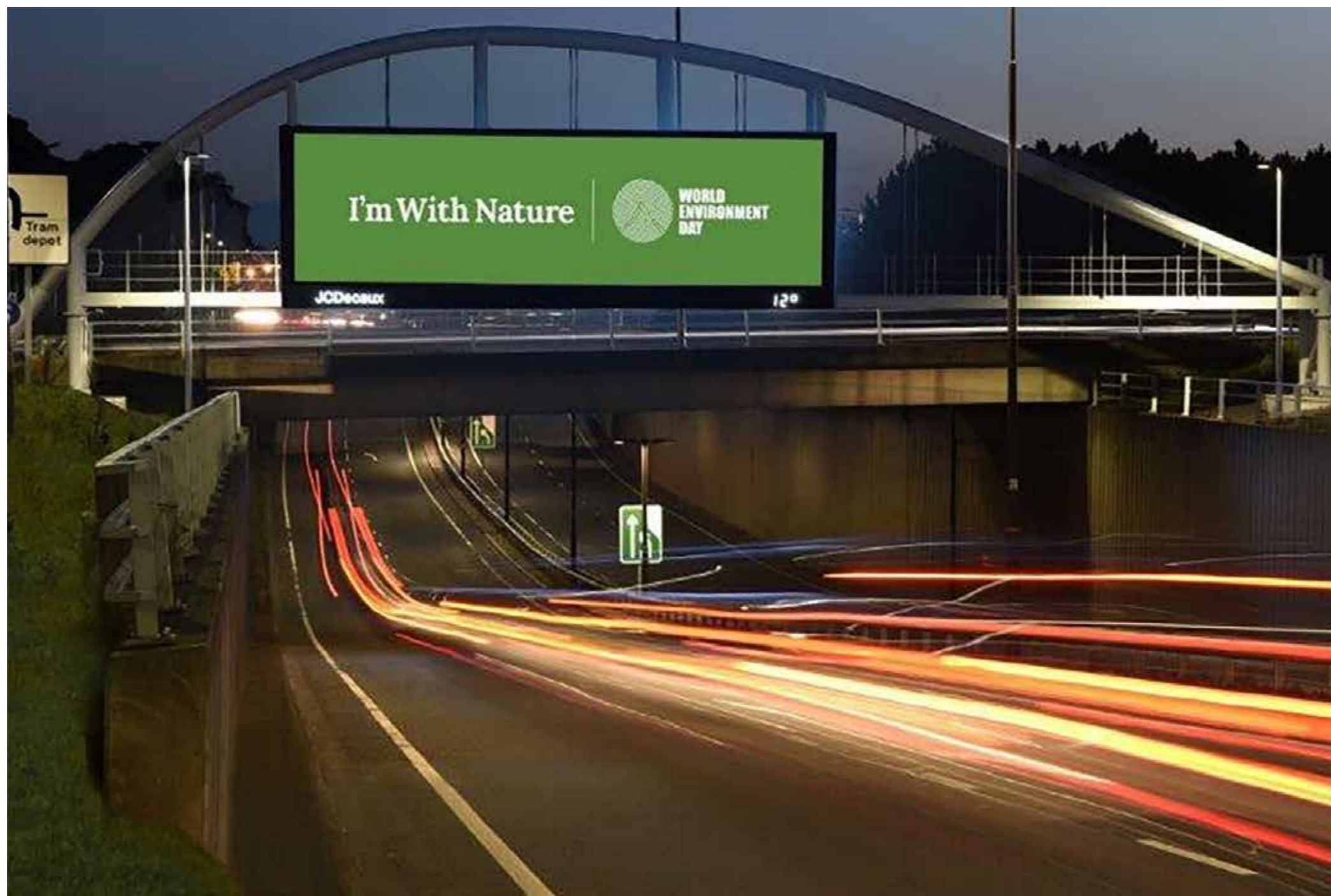
DISCUSSION POINTS

- Should there be any differentiation between digital and non-digital adverts in terms of the guidance; or just acceptable locations for adverts?
- What scope is there for additional controls on digital adverts through planning conditions that could help to address public safety and amenity concerns?

USING POLICY REVIEW

ADVERT

PUBLIC SAFETY



DISCUSSION POINT

- Should the policy include more guidance on public safety - the key considerations/ checklist?
- What measures could be put in place to address any concerns regarding adverts and public safety?

Appendix 3: Proposed Consultees

Workshop

Advertising Companies	Ashleigh Signs
	Baillie Signs Ltd.
	Blaze Signs Ltd.
	City Centre Posters
	Clear Channel
	Forrest Outdoor Media.
	Harlequin (InLink UK)
	Insite Poster Properties.
	JC Decaux
	Out of Hand
	Outdoor Media Management Ltd
	Primesight Ltd
	SR Signs Ltd.
	The Poster Associates
Amenity Group	Architectural Heritage Society of Scotland
	Cockburn Association
	Edinburgh World Heritage
	Living Streets
Business/ Marketing	Essential Edinburgh
	Grassmarket BID
	Marketing Edinburgh
	West End BID
CEC	Parks, Greenspace and Cemeteries
	City Centre Programme Manager
	City Centre Transformation Project
	Place Management
	Procurement
	Culture
	Communications
	Localities: Transport & Environment
	Planning
	WHS Co-ordinator
National Heritage Agency	Historic Environment Scotland
Transport	Transport for Edinburgh

Public Survey

Arts and Culture	Usher Hall
	Centre for Moving Image / Filmhouse
	Edinburgh Theatres
	Festivals Edinburgh
	Lyceum Theatre

	National Galleries of Scotland
	National Museums Scotland
	Queen's Hall
	Regular Music
	Royal Lyceum Theatre
	Scottish Chamber Orchestra
	The Bongo Club
Community Councils	All Community Councils
Business Group	BID - Edinburgh's West End
	BID - Essential Edinburgh (City Centre)
	BID - Greater Grassmarket
	Chamber of Commerce
	Edinburgh Chamber of Commerce
	Edinburgh Hotels Association
	Edinburgh Old Town Association
	Edinburgh Restaurants
	Federation of Small Businesses
	George Street Association
	Morningside Traders Association
	Princes Street Association
	Rose Street Traders
	Royal Mile Business Association
	Scottish British Beer & Pub Association
	Scottish Civic Trust
	Scottish Grocers Federation
	Scottish Licensed Trade Association
	Scottish Retail Consortium
	Tollcross Traders
Equalities Group	Edinburgh Access Panel
	RNIB Scotland