

Advertisements and Sponsorship

■ OBJECTIVE

To provide guidance on proposals for advertisements and sponsorship in support of statutory local plan policies. Shop signage is excluded from this policy guidance and can be found elsewhere.

■ POLICY CONTEXT

Local plan policies generally seek to control the impact of advertising on the local amenity. This is particularly important in sensitive areas such as conservation areas and on main approaches to the city. For example, policy CD25 of the Central Edinburgh Local Plan and policy E31 of the North East Edinburgh Local Plan both state:

“Advertising on other commercial buildings will generally be restricted to that necessary to identify discreetly the business or company occupier. High level advertising will not be allowed.”

■ SCOPE OF GUIDANCE

An advertisement is defined in the Town and County Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended by the Planning and Compensation Act 1991) 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 (excluding any such thing employed wholly as a memorial or as a railway signal), and includes any hoarding or similar structure or any balloon used or designed, or adapted for use and anything else used, or designed or adapted principally for use, for the display of advertisements”. Sponsorship, through use of a name or logo constitutes an advertisement in terms of the above definition.

The guideline applies across the City but guidance on advertising on scaffolding varies between the World Heritage Site and the rest of the City.

Advice is also set out in the Development Quality Guidelines on “Flagpoles, Flags and Banners”, “Advertisements and Signs” and “Shopfronts”.

■ **STATUTORY REQUIREMENTS**

Under the Regulations a wide variety of advertisements can be displayed with “deemed consent” which makes it unnecessary to submit a formal application for consent to display an advertisement. However, many advertisements will require express consent through the submission of a formal application which is a similar process to lodging a planning application. 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. Notwithstanding the foregoing, any proposals which involve a statutory listed building may also require a separate application for listed building consent.

POLICYGUIDANCE

1 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.

2 HOARDINGS AND ROADSIDE ADVERTISEMENTS

- a) 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.
- b) 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.
- c) Advance directional signs outwith the curtilage of the premises to which they relate (including free standing sandwich boards) will be resisted unless particular circumstances justify a relaxation of this policy.

3 SPONSORSHIP

Long Term Sponsorship

Sponsorship of certain publicly owned or maintained pieces of infrastructure may be acceptable where it does not create an adverse impact on the amenity of an area.

- a) Recognition of the sponsor should:
 - Be located on or adjacent to that which it is sponsoring
 - Be designed from high quality materials
 - Relate well to its surroundings
 - Be discreet in its size and location. Its 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.
- b) In normal circumstances, no more than one sign will be acceptable for any sponsored item.
- c) 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.
- d) Particular care should be taken on listed buildings, in conservation areas and within the World Heritage Site to ensure that any sponsorship mechanism does not detract in any way from the appearance or character of the area and only serves to identify the name of the sponsor.
- e) Unless the sponsorship relates specifically to a listed building, there will be a presumption against the use of listed buildings for this purpose.

Events Sponsorship

- a) Notwithstanding that advertisement consent has a time limit of 5 years, there are instances when a more restricted temporary consent will be appropriate. The most likely occasions will relate to event sponsorship and advertisements on scaffolding.
- b) Sponsorship of events and festivals will be encouraged within the guidelines listed below. It is anticipated that city dressing is selective in order to maintain impact. It will therefore be supported for the main city festivals and one-off events of national or city-wide significance like the State Opening of Parliament and the Queen's Jubilee Celebrations. It will not normally be supported for exhibitions or conferences.
- c) Local sponsorship of single day events such as school sports days will not be subject to planning control where the sponsorship is contained within the grounds of the event. In such instances, banners should be kept off buildings where possible. If fixings are required on buildings, the guidance below (Banners on Buildings) should be followed.

4 DETAILS

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:

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

Advertising on Scaffolding

- a) Adverts may be permitted on scaffolding where:
- The scaffolding covers an entire elevation of a building
 - The netting on the building contains a 1:1 image of the completed building under construction or under refurbishment.
 - The advertising space covers no more than 15% of the elevation within the World Heritage site and 30% elsewhere and is not fragmented.
 - The advertisement is located in such a way as to respect the architectural form of the building. An imaginative approach to the form of the advertisement is encouraged.
 - The building is located in an office, industrial or mixed activity zone of the city.
 - The scaffolding is erected only for the purposes of repair/construction work and is removed as soon as the work is completed. The advert will last no longer than the agreed building programme or one year (after which it may be renewed) whichever is the shorter.
- b) Adverts will not be accepted on Princes Street, although the use of 1:1 images will be encouraged.

City Dressing

- a) The positioning of banners, flagpoles and other means of city dressing associated with the event or festival, should complement the prevailing townscape of their location.
- b) Where flagpole sockets have been provided, these should be used.
- c) High quality materials, either modern or traditional, should be used.
- d) Banners/flags should be used to dress the city and not as a mechanism for advertising. They should therefore be colourful, or heraldic, or abstract in their design concept.
- e) The use of the sponsors name or logo should be restricted and should cover, at most, 15% of any banner.
- f) All materials should be taken down as soon as the event or festival ends.

Banners on Buildings:

- a) Where sponsorship relates to specific buildings, eg festival venues, the following guidance should be followed:-
 - Great care should be taken with the fixing mechanism. Listed building consent will be required for fixings to listed buildings and these should be positioned with several year's use in mind.
 - The size of any banner should not be so great as to detract from the building on which it is fixed.
 - Banners should be shaped and located in such a way as to respect the particular architectural form of the buildings on which they are fixed.
 - Banners should be fixed in such a way as to ensure that no damage to the building occurs in adverse weather conditions.
- b) The use of banners will not be accepted on buildings on Princes Street.

■ 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. Sponsorship is increasingly used to support events and festivals. 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 such things recognise the special quality of the city and work with the townscape rather than trying to impose itself on an area. The careful control of sponsorship recognition is needed if the benefits of sponsorship are to be achieved.

Special exclusions apply to advertising and sponsorship on Princes Street reflecting its importance within the World Heritage Site and the particular visibility of advertising on a one-sided street from key viewpoints.

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