

Competition for the Polish Landscape Award "*Landscape Inspirations VII*"

Resolution No. XXXVI/908/20 of the Krakow City Council of 26 February 2020 on establishing the "Principles and conditions of placing small architectural objects, billboards and advertising devices and fences".

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Introduction

This project, authored by the Municipality of Krakow and submitted for participation in the competition for the Polish Landscape Award "*Landscape Inspirations VII*", relates to the Resolution No. XXXVI/908/20 of the Krakow City Council of 26 February 2020 on the establishment of "Principles and conditions of placing small architectural objects, billboards and advertising devices and fences", effective in Krakow from 1 July 2020, published in the Official Journal of the Malopolskie Voivodeship of 9 March 2020, item 1984, hereinafter referred to as the Landscape Resolution.

The subject of the Krakow Landscape Resolution, covering the Municipality of Krakow within its administrative boundaries, with the exclusion of enclosed areas other than those established by the minister responsible for transport, are regulations concerning the determination of overall dimensions, quality standards and types of construction materials that may be used for the construction of small architectural objects, billboards and advertising devices and fences.

Characteristics of Krakow's Landscape Resolution

The scope and procedure for the drafting of the above-mentioned Krakow landscape resolution is determined by the provisions of the Act of 27 March 2003 on spatial planning and development, in connection with the entry into force of the provisions of the Act of 24 April 2015 on amendments to certain acts in connection with the strengthening of landscape protection tools (Journal of Laws of 2015, item 774 and 1688).

Following the adoption by the Krakow City Council of Resolution No. XXVI/432/15 of 7 October 2015 on the preparation of a draft resolution establishing the "*Principles and conditions for the situation of small architecture objects, billboards and advertising devices and fences*", the procedure of drafting the landscape resolution, during which the draft resolution, among others, three times exposed to public scrutiny (552 comments comprising 1446 postulates), lasted almost 53 months and ended with the adoption by the Krakow City Council of the aforementioned resolution No. XXXVI/908/20 of 26 February 2020 on establishing "Principles and conditions for the location of architectural objects, billboards and advertising devices and fences".

The Krakow authorities have undertaken a number of non-statutory activities to familiarise the citizens of Krakow and local entrepreneurs with issues related to the protection of and landscaping, including the possibility of their participation in creating a new quality of the city space. As part of its efforts to promote the improvement of the appearance of the cityscape, the City of Krakow has used all currently available information channels (television, radio, press, Internet) to interest the widest possible audience in this issue.

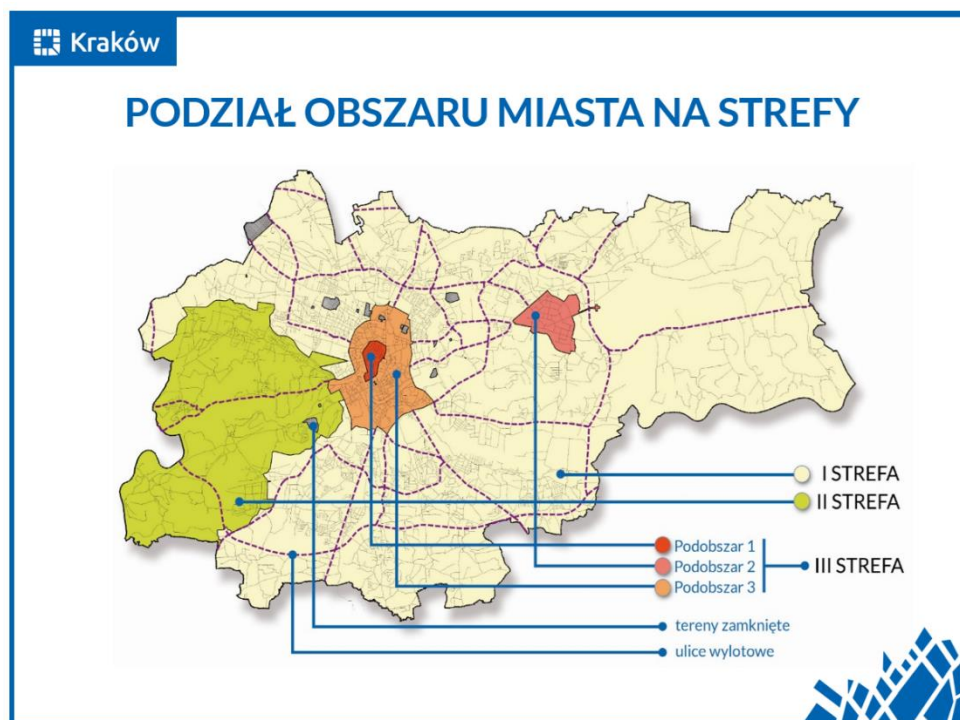
Following the completion of work on the concept of the draft Krakow Landscape Resolution, a non-statutory public consultation on the proposed solutions was organised, to which Krakow residents and interested parties were invited. Opinions on the preliminary draft landscape resolution were prepared by experts: Prof. Agata Zachariasz from the Krakow University of Technology, Prof. Wiesław Ziąja from Jagiellonian University and Prof. Andrzej Ziębliński from the Krakow Academy of Fine Arts. During the public consultation, detailed information material was presented (also online), including maps showing the ranges of the zones planned in the draft resolution, which were proposed for different areas of the city. In the questionnaire prepared for the public

consultation, 3,786 participants expressed their opinion on the solutions adopted in the draft landscape resolution.

The public consultation included not only a presentation of an example of a Krakow street, where proposals for change were shown, but also proposed measures to unify street names and building numbers, among other things. The discussion thus initiated, contributed to the start in 2017 of work on the design and subsequent implementation of the Krakow City Information System - visual messages unified in terms of their visual, structural and architectural design, together with the information carriers constituting the signage of Krakow's urban space.

Each stage of the work was accompanied by an information brochure. Many meetings were held with representatives of the media, the advertising sector and, of course, the residents.

Using the mobile system, an innovative inventory and analysis of advertising media, located on 13 selected streets in Krakow with a total length of approximately 28 km, was also carried out by the author of Mr Karol Kwiatek, PhD, which illustrated the scale with which advertising media occur in the city space and the number of existing advertising media which were incompatible with the provisions of the then draft resolution. As part of the inventory, the placement of advertising media was also simulated, using equal distance parameters from other media, from the intersection and from transport stops.



Resolution No. XXXVI/908/20 of the Krakow City Council of 26 February 2020 on establishing the "Principles and conditions of placing small architectural objects, billboards and advertising devices and fences" consists of the text and graphic parts. The text part, divided into four chapters, indicates the general arrangements, the principles and conditions for the siting of small architectural objects, billboards and advertising devices and fences, the conditions of adjustment, and the final provisions. The graphic part of the resolution includes three appendices depicting: the division of Krakow into Zones and Sub-areas; the locations of poster and advertising poles in Sub-area 1 of Zone III; the poster and advertising pole template.

The Landscape Resolution was enacted to achieve the following five objectives:

- establishing the terms and conditions for the placement of small architectural objects, billboards and advertising devices and fences in the area of the City of Krakow, their size, quality standards and types of construction materials they may be made of;
- protection of the existing spatial structure, the traditions of the place, the existing valuable or historic buildings and urban layouts by establishing the principles and standards determining spatial harmony and order;
- protection of the City's historically and culturally valuable scenic qualities;
- respect for good neighbourliness, understood as preventing the degradation of public spaces and open spaces by landscaping, billboards and advertising devices and fences;
- preventing the appropriation of public space by restricting the siting of billboards and advertising devices in public spaces.

The Landscape Resolution defines, inter alia, the following terms: banner, billboard, advertising mural, advertising panel, display area, outdoor projects, pylon, poster and advertising pole, areas accompanying service facilities, totem, as well as freestanding billboard or freestanding advertising device.

In order to determine in detail the rules and conditions for the location of both signs, and other billboards and advertising devices, the area of Krakow was divided into three Zones (Fig. 1), between which the spatial connections are formed by the so-called arterial street routes, i.e. 26 existing and planned streets and road corridors.

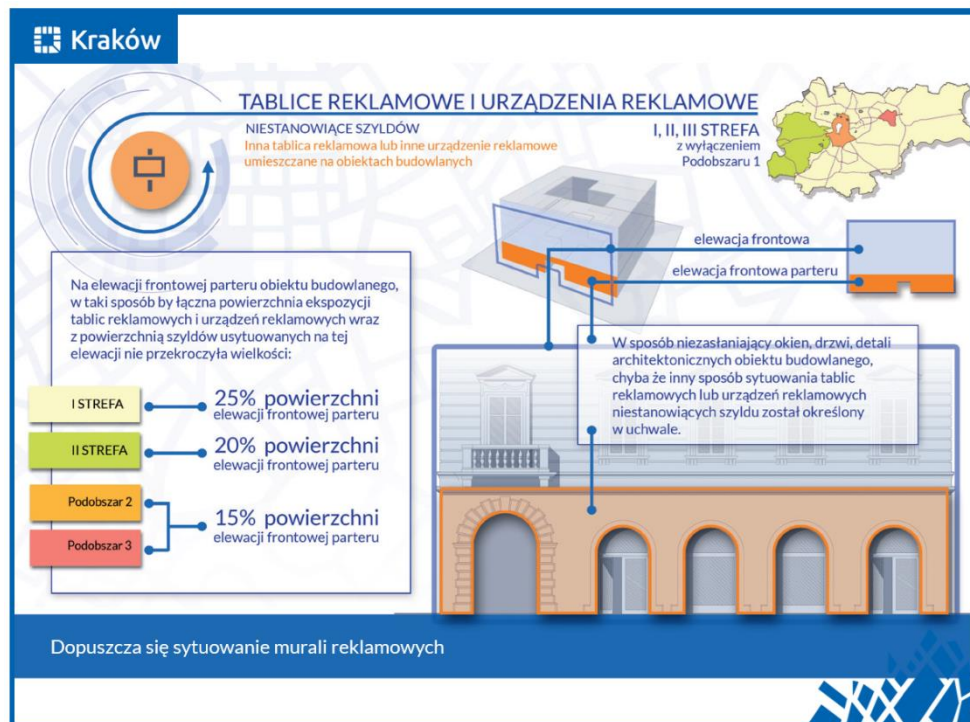


Figure 2. Placement of non-signboard advertising media in Krakow

The introduction in Krakow of uniform rules and conditions for the location of small architectural objects, billboards and advertising devices and fences has made it possible to tidy up particular parts of the city, with the provisions of the resolution relating to billboards and advertising devices being crucial to the success of the Krakow landscape resolution. It is the billboards and advertising devices that are particularly intrusive elements in the landscape and space.

When determining the rules for the location of signboards and other advertising media, it was assumed that in order to protect the culturally and environmentally valuable areas of the city, it is necessary to have uniform rules for the location of the above-mentioned media for all business entities, to tidy up the entrance streets and main arteries of the city and to remove mesh advertisements, as well as to limit the covering of shop windows.

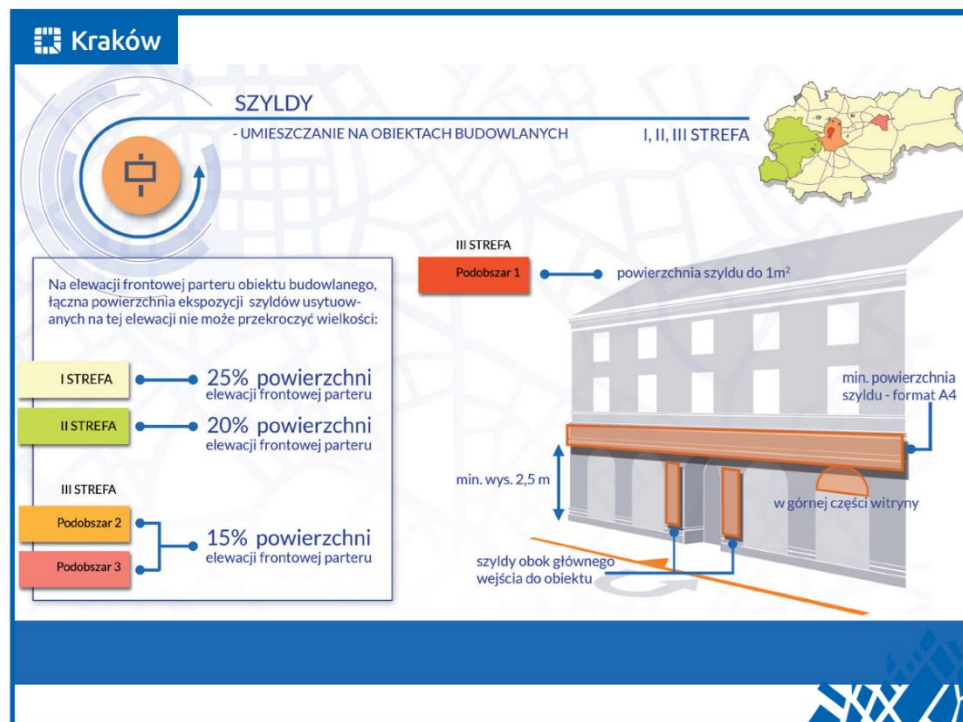


Figure 3. Placement of of signboards in Krakow

In order to organise and protect the landscape, the landscape resolution indicates the following closed catalogue of permitted forms of advertising boards and advertising devices, i.e.: signboard (Fig. 3), banner (Fig. 4), billboard (Fig. 5), advertising mural, advertising panel (Fig. 6), pylon, poster and advertising pole ("round") (Fig. 7), totem, freestanding billboard or freestanding advertising device, other freestanding billboard or other freestanding advertising device, and other billboard or other advertising device placed on building structures.

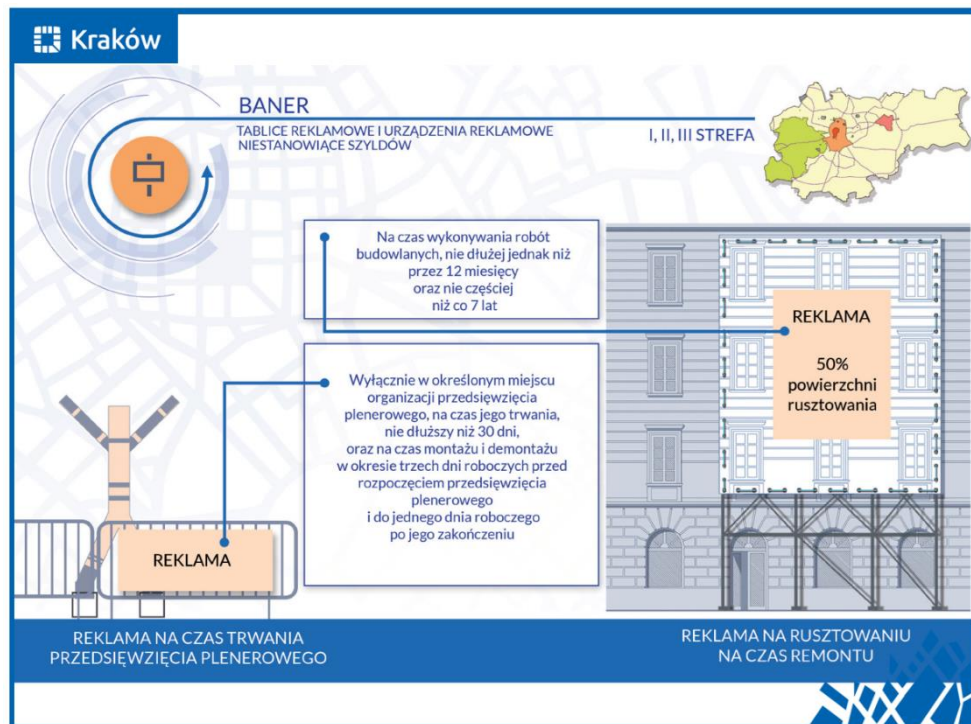


Figure 4. Placement of banners in Krakow

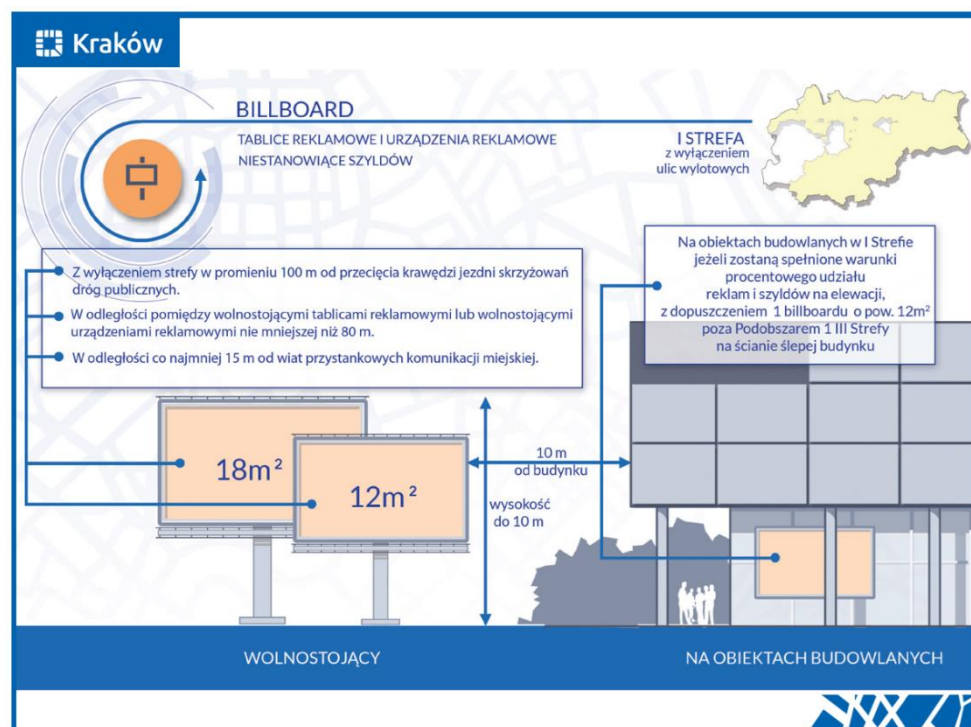


Figure 5. Placement of billboards in Krakow

In preparing the draft Landscape Resolution, it was decided to restrict those billboards and advertising devices which, e.g. due to their dimensions or quality standards, negatively affected the perception and aesthetics of the landscape. Such media include billboards, the accumulation of which was noticeable mainly along roads with significant traffic. Many of these supports obscured landmarks

and valuable view axes. Accordingly, the provisions of the landscape resolution decided to restrict the possibility of placing billboards, while limiting their maximum area to 12 m² or 18 m².

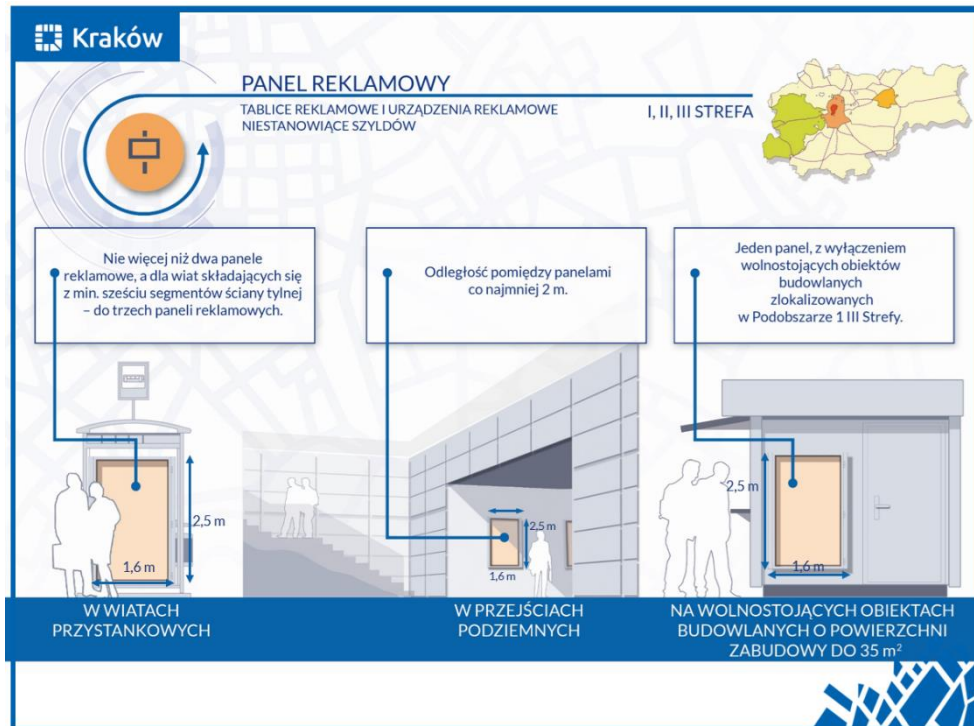


Figure 6. Placement of advertising panels in Krakow

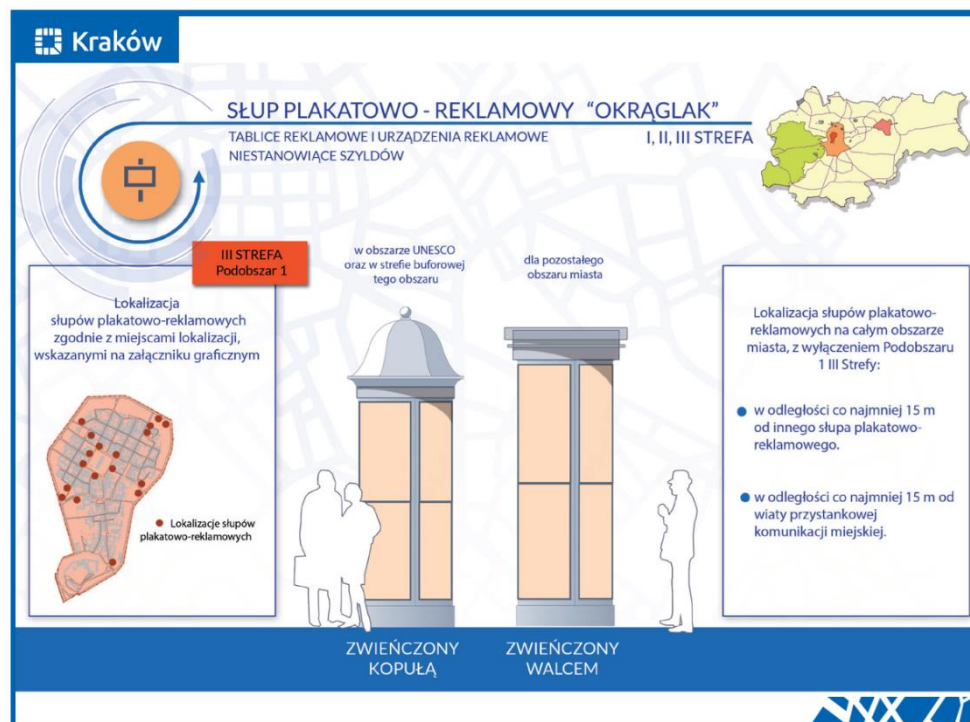


Figure 7. Placement of poster and advertising poles in Krakow

With regard to small architectural objects, the rules for their location, the types and colours of the permitted materials from which these objects can be made, as well as height indicators have been established (Fig. 8).

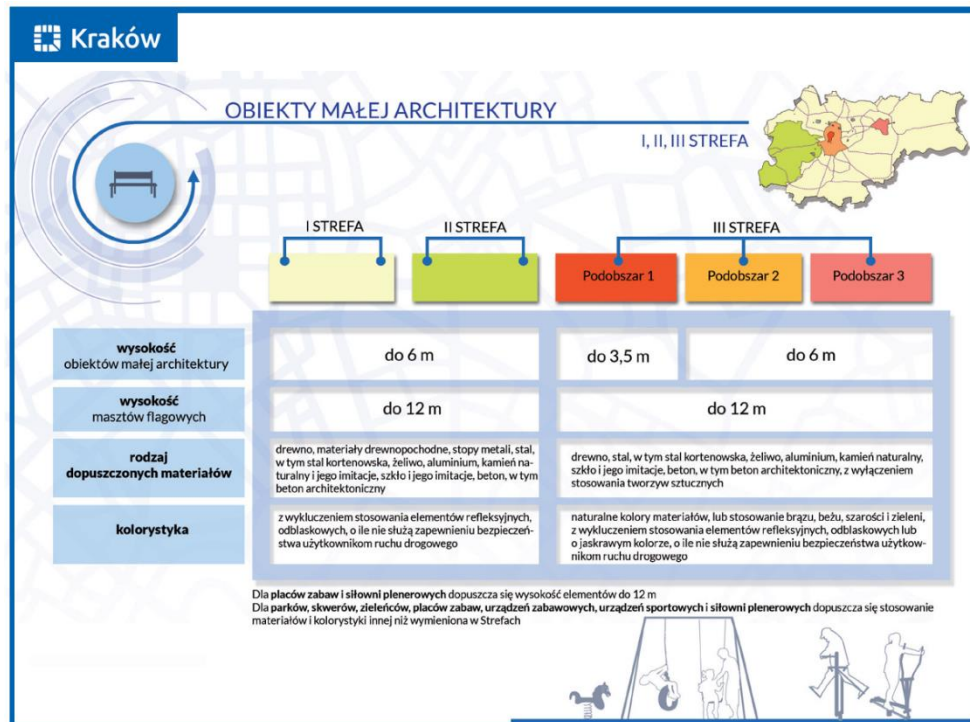


Figure 8. Placement of small architectural objects in Krakow

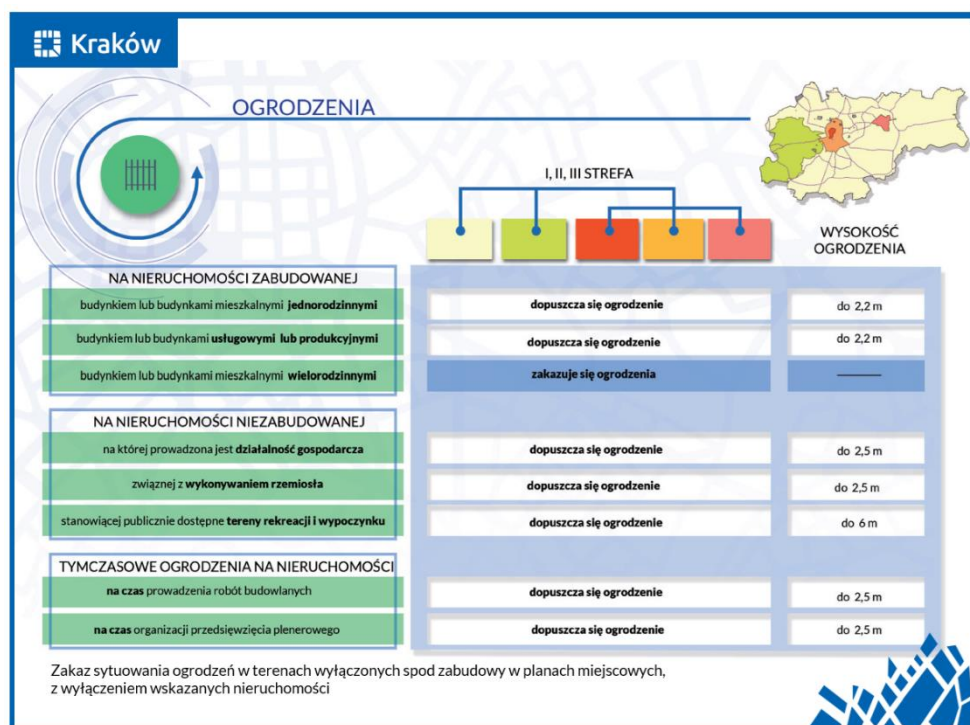


Figure 9. Placement of fences in Krakow

The last item in the Landscape Resolution was to regulate the rules for locating fences so that Krakow could be described as a city open to pedestrians, without creating closed enclaves. Hence the ban on fencing of multi-family dwellings, with the exception of the fencing of domestic

gardens, with the landscape resolution waiving the obligation to comply with the above ban on fencing of existing legal fences of multi-family housing developments due to the considerable implementation costs.

Counteracting the degradation of public spaces has been adopted as the main objective for the siting of fences.

In summary, the final shape of the adopted regulations of the Krakow Landscape Resolution is a compromise between the requirements of landscape protection and spatial order and the expectations reported by entrepreneurs.

Landscape effects

The achievements of the Landscape Resolution in force in Krakow from 1 July 2020, include not only qualitative changes relating to the ordering and standardisation of billboards (including signboards) and advertising devices in the city, but also the elimination of certain types of advertising media from historical areas, green areas and the area with only a residential function. This process became most evident after 1 July 2022, when the 24-month adjustment period, established by the provisions of the landscape resolution, ended for advertising media operating in the space installed before 1 July 2020.

The fight against advertising chaos has become a community-wide action. Financial penalties have been imposed on owners of signs and advertising devices that do not comply with the landscape resolution. City whistleblowers were active. It is worth noting that a large proportion of the non-compliant advertisements were removed voluntarily by the owners.

With each passing month, more facades of buildings hitherto obscured by advertising were unveiled. One of the symbols of the city's tidying up of the landscape resolution was the dismantling of the large-format advertising hoardings which had been in place for many years and which covered the facades of the former Forum Hotel building, situated almost opposite Wawel Royal Castle. Advertisements were removed from fences, buildings and historic areas, green areas, residential areas, as well as from road lanes and other public spaces.

The fencing of areas of multi-family housing development has also been stopped, which in many cases has enabled easier and faster movement of pedestrian users of the city. With regard to small architectural objects, detailed rules and conditions for their location have been laid down.

A website dedicated to the Landscape Resolution has also been launched, where it is possible to provide information about non-compliant advertising media used in the city: <https://www.bip.krakow.pl/uchwalakrajobrazowa>

Furthermore, with the help of the app, it is possible to check the correctness of signs in terms of their positioning and dimensions: <https://kontakt.krakow.pl/szyldy>

In addition, the city authorities' actions were supported by the residents themselves, who became involved in the fight against advertising and spatial chaos. The Krakow community has had a significant say in enforcing the provisions of the Landscape Resolution by submitting advertising media for inspection by the authorities appointed for this purpose. Between January and July 2024, municipal whistleblowers submitted more than 1,100 requests to verify existing advertising devices.

The tidying up and limiting of the number of billboards and advertising devices located on buildings and in public space has been noticed and appreciated by Krakow's residents, and no one in Krakow can now imagine a return to the situation of

advertising chaos that existed before the provisions of the Krakow Landscape Resolution came into force.

Photographs showing changes in the city's landscape:

Courtesy of Jakub Pogorzelski, ŁADny Kraków initiative - www.facebook.com/ladnykrakow



Photo no. 1-2. Tischnera Street



Photo no. 3-4. Księcia Józefa Street



Photo no. 5-6. Bora-Komorowskiego Avenue



Photo no. 7-8. Zakopiańska Street



Photo no. 9-10. Jugowicka Street