



STUDIA OBSZARÓW WIEJSKICH

2016, volume 43, pp. 85–98

<http://dx.doi.org/10.7163/SOW.43.6>



KOMISJA OBSZARÓW WIEJSKICH
POLSKIE TOWARZYSTWO GEOGRAFICZNE
www.ptg.pan.pl



INSTYTUT GEOGRAFII I PRZESTRZENNEGO ZAGOSPODAROWANIA
POLSKA AKADEMIA NAUK
www.igipz.pan.pl



OUTDOOR ADVERTISING IN RURAL AREAS ATTRACTIVE FOR TOURISM

Magdalena SZCZEPAŃSKA¹ • Agnieszka WILKANIEC²

¹ Adam Mickiewicz University in Poznań, Institute of Socio-Economic Geography and Spatial Management
B. Krygowskiego 10, 61–680 Poznań
szmagda@amu.edu.pl

² Poznań University of Life Sciences, Department of Horticulture and Landscape Architecture
H. Dąbrowskiego 159, 60–594 Poznań
ktzagawi@up.poznan.pl

Abstract: The phenomenon of outdoor advertising degrading the cultural landscape is especially alarming in areas that are under protection because of their landscape value. Those are the areas which experience a lot of pressure on account of the development of such functions as tourism, recreation and housing and their related services, which is closely associated with intensive outdoor advertising. The Lednica Cultural Park is an example of such area. This research sought to identify the scale of problems caused by the presence of advertisements in the study area. The results include the selection of places most heavily degraded by advertising, and the identification of tendencies in the way ads are located, their forms, areas, impact on the environment, and perception. The conclusions can help in defining the rules and conditions for managing public and private spaces in the rural areas for use in an advertising policy.

Key words: outdoor advertising, landscape protection, Lednica Landscape Park, public space, rural areas.

Introduction

The imperfection of public space in Poland has been a long-standing problem and an object of concern in urban areas, but neglected in the rural ones (*Przestrzeń życia Polaków...* 2014). A factor intensifying spatial chaos and lowering the quality of public space in both, towns and villages is outdoor advertising, also known as out-of-home (OOH) advertising. The assessment of outdoor advertising is not quite unequivocal. A decided majority of Poles (86%) do not like advertisements, and only one in eight (13%) enjoys them. However, nearly one in three (31%) admits that when choosing from a variety of products, he or she buys the one they know from ads (CBOS 2011). When compared with earlier studies, there is a clear growth in the proportion of people who declare themselves as opponents to having to look at ads: in 2005 this was declared by 34% of respondents, as against 28% in 1999. While the respondents admit that a good advertisement can be an element diversifying a space in an interesting way, they also firmly claim that most ads one can see in Poland are uninteresting, at a low aesthetic level, and too many in numbers (TNS 2013).

Natural and cultural values of a landscape are special factors in the multifunctional development of rural areas, particularly of their tourist and recreational functions (Kłodziński 1996). In Poland the landscape parks are one of the forms of protection of specific – above-average – landscape assets. But those are also areas much exposed to pressure deriving from the development of such functions as tourism, recreation or housing and their related services, which is closely connected with more intense outdoor advertising. Too many ad carriers, their aggressive forms and colours, and their ill-considered location can seriously detract from the great natural-cultural values of those areas. Hence, the rural communes situated in landscape parks should be especially interested in preserving spatial order. The possibility of getting a message across – using outdoor advertising aimed at a large audience, which is made up of participants in traffic and tourism, has resulted in the submission of rural areas to commercial exploitation. The possibilities of being noticed by a driver and a passenger in a car determined the size and color of large-scale advertising media, which resulted in reducing the rural landscape to a roadside strip and thus the true landscape of these areas is barely noticeable – covered/obstructed (Podhajska et al. 2014).

The chief goals of this research were to examine the formal and legal situation concerning ad carriers in Poland and in the world, to identify the types and constructions of those carriers, and to determine the scale of advertising in the cultural landscape of the countryside in terms of their number, area, location and harmony with the surroundings. The research was conducted in four communes of the Lednica Landscape Park (LLP), with a particular focus on public spaces that make this area attractive in tourist terms. Also, directives were formulated for landscape protection measures in their advertising policies, and good examples given of ads adjusted to a milieu of great cultural value.

Landscape protection and public space in Polish legislation

Attempts to fight for the protection of the quality of public space were made in Poland in the interwar period. In the President's ordinance of 16 February 1928 concerning the building law and the building pattern of settlements (Official Gazette No. 23, item 202), Article 338 provided that: "the competent authority can forbid any change in the external look of buildings and their parts or vicinity, in particular by placing advertising signs as well as inscriptions, posters, pictures, paintings, display cases, etc., if they can disfigure or make ugly a street, a square, the look of a locality or a landscape". Regrettably, those regulations do not appear in later legal provisions (Forczek-Brataniec and Zajac 2014). It was then – as long as 87 years ago – that concepts crucial for the issue discussed were defined: landscape defacement¹, the right to a view², and landscape superiority³ (Tomczak 2015).

¹ „The legal prohibition of building (...) resulting in landscape defacement that made it possible to refuse permission for the construction, reconstruction, or change in the use of a building if those works should cause landscape defacement and if this could be avoided by selecting a different place.”

² „Whenever necessary for land consolidation (in the case of the transformation of an agricultural area into an urbanised one or putting in order areas where urbanisation has started), it is possible to establish some priorities, such as [...] the right to a view.” A consequence of the right to a view was landscape superiority.

³ Landscape superiority imposed a way of developing an area, the need to consolidate land plots, and a land-use pattern giving preference to a landscape vista.

On accession to the European Union, Poland ratified its acts, including the European Landscape Convention (Official Gazette 2006, No. 14, item 98), which boosted the rank of landscape issues in development strategies, land-development conceptions and renewal programmes. To encourage greater concern for the landscape in citizens and governments of all Europe via the processes of identification, assessment, protection, management and planning, a good-practices guide was prepared in the EU: *Landscape identification* (ECOVAST 2006). But after 11 years of the EU membership, there is still no comprehensive and transparent system of the protection of cultural landscape values in the Polish law, and no design norms and standards improving the quality of space, especially in rural areas (Szczepeńska 2014). Thus, Poland has not taken the opportunity to use the experience – procedures and instruments of landscape formation and protection – worked out by other EU member states (Raszeja 2002).

It was only in 2013 that work was started on a landscape-related bill, which was passed on 24 April 2015 as the Act on the Amendment of Some Acts after Strengthening Landscape Protection Instruments (Official Gazette 2015, item 774). However, this document is far from clear because it introduces changes into several other acts:

- 1) the Executive Proceedings in Administration Act,
- 2) the Petty Offences Code,
- 3) the Public Roads Act,
- 4) the Local Taxes and Local Charges Act,
- 5) the Building Law,
- 6) the Environmental Protection Law,
- 7) the Physical Planning and Spatial Development Act,
- 8) the Historical Monument Protection and Care Act,
- 9) the Nature Conservation Act, and
- 10) the Act on access to information about the environment and its protection, the participation of the society in environmental protection, and assessments of environmental impact.

The Act defines the concepts of a landscape⁴ and priority landscape⁵, introduces provisions concerning landscape appraisal⁶, and makes explicit the understanding of advertising⁷, an advertising board⁸, an advertising facility⁹, and a signboard¹⁰. Those provisions

⁴ Landscape – „the space perceived by people, containing natural elements or civilisation products, formed by the operation of natural factors or human activity.”

⁵ Priority landscape – „a landscape especially valuable for the society because of its natural, cultural, historical, architectural, town-planning, ruralistic or aesthetic/vista values, and as such requiring the observance or establishment of rules and conditions of its use.”

⁶ „Landscape appraisal identifies landscapes in the entire area of a voivodeship, their characteristic features, and their value.”

⁷ Advertising – „popularisation, in whatever visual form, of information promoting persons, enterprises, goods, services, ventures, or social movements.”

⁸ Advertising board – „a material object intended or used to display advertisements, together with its construction and fastening elements, with a flat surface for placing advertisements, in particular advertising banners, advertisements stuck to windows of buildings, and those mounted on scaffolding, fencing, or the equipment of a construction site, with the exception of small objects of everyday use employed in accordance with their purpose.”

⁹ Advertising facility – „a material object intended or used to display advertisements, together with its construction and fastening elements, other than an advertising board, with the exception of small objects of everyday use employed in accordance with their purpose.”

¹⁰ Signboard – „an advertising board or an advertising facility with information about the activity conducted on the premises where this advertising board or facility is placed.”

should be regarded as a great success. It is necessary now to develop a methodology that would make it possible to implement them. In landscape appraisal, the typology of the present Polish landscapes offered by T. Chmielewski et al. (2015) can be particularly useful. In November 2015 a conference on the *Implementation of the Landscape Act in Practice* was held in Warsaw, organised by the Ministry of Infrastructure and Development and the Committee for Spatial Economy and Regional Planning of the Polish Academy of Sciences. It included presentation of the solutions employed so far to limit the detrimental effect of advertising on the space of the historic centre of Wrocław (Ossowicz 2015) and the ways of eliminating undesirable effects of outdoor advertising in view of the new legal rules.

Today measures are taken in Poland to protect the cultural landscape. Examples include establishing landscape parks¹¹ in the 1990s and cultural parks¹² in the following years. The Cultural Parks in Cracow and Wrocław may serve as an example of how to lessen the adverse effects of outdoor advertising. In Cracow, signboards and advertisements located in the park cannot have garish colours and – like awnings – cannot conceal the precious details of historic structures. Umbrellas in open-air eating places must have an established look. Setting up makeshift stalls is banned. Advertising sheets on the scaffolding of buildings under renovation cannot hang longer than a year. Those are not dead restrictions, because they go with a special table of fines for illegally placed ads. The amount of a fine depends on the area of the offending ad, but also on the time of its display. It was possible to enforce those provisions after endorsement of a detailed protection plan and a local spatial development plan. The changes were accompanied by talks with individual entrepreneurs operating in the Park area, encouraging them with incentives like free ads on the city's website. The social consultations conducted, made it easier to get approval for the solutions proposed (*Wspólna przestrzeń...* 2014).

An impulse for creating a rural space, also a public space of a representative and a recreational character, was provided by the regional programmes of rural renewal conducted by self-governments, followed by rural-renewal measures adopted in the Sectoral Renewal Programme (SRP 2004-2006), and then in the Rural Development Programme (RDP 2007-2014). In this context working out rules for the appearance of ads in the renewed space seems to be of particular significance.

It is worth mentioning that the Physical Planning and Spatial Development Act of 27 March 2003 (Official Gazette No. 80, item 717) defines a public space as “an area of special significance for satisfying the needs of its residents, improving the quality of their

¹¹ In accordance with the Nature Conservation Act (Official Gazette 2004, No. 92, item 880), landscape parks are large-area forms of nature conservation created because of their natural, historical, cultural and landscape values in order to conserve and popularise them in the conditions of sustainable development. Together with the national parks, they are the basic elements of the system of protected areas in Poland. They form a network covering the whole country fairly evenly, embracing all its geographical regions. Landscape parks have strictly delimited boundaries and occupy from a few to tens of thousands of hectares.

¹² On the strength of the Historical Monument Protection and Care Act of 23 July 2003 (Official Gazette No. 162, item 1568), a cultural park is a form of monument protection. It is set up to protect a cultural landscape and to preserve areas outstanding in landscape terms and containing immovable monuments characteristic of a local building and settlement tradition. Establishment of cultural parks falls within the competence of a commune, which involves working out a park protection plan (approved by the commune) and preparation a local spatial development plan covering the entire park area. Its provisions must be accommodated in the rules of its protection recorded in the local spatial development plan. Park boundaries must appear in the drawing of this plan. The commune councils – the bodies authorised to set up cultural parks – are under the pressure of local communities, which often leads to blocking pro-landscape initiatives.

life, and facilitating their social contacts due to its location and functional-spatial features, delineated in a commune's study of the conditions and directions of its spatial development". Significant in this context are the provisions of the Public Space Charter (2009), where it is defined in socio-economic terms as a commonly utilised good, intentionally modelled by human beings in accordance with social rules and values, and serving to meet the needs of local and supra-local communities. Under the Charter provisions, the most important duties of the public authorities include respect for good neighbourhood understood as counteracting the defacement of public space and open areas by advertising, information, roadside and technical facilities.

Foreign experiences concerning ad carriers

In England, the first Advertisements Regulation Act was passed as early as 1907 and amended in 1925. It obliged local authorities to prepare regulations solving this problem, complete with intervention rules. In the USA, the first provisions come from the year 1925 from Vermont. They determined the size of advertisements and licence requirements, forbade locating billboards at dangerous bends in public parks, and made precise the rules for removing old ads. In 1955 an excess of ads was officially declared as harmful to health, safety and morality. It was also decided that the society should be protected against their excess from above. In 1965 the Highway Beautification Act was passed, which made it possible for successive directives to work out precisely the provisions and rules regulating advertisements, including the ways of their removal. They introduced a generally binding obligation for signs to be removed after 5 years and transferred the cost of the removal onto their owners. What is more, in some states with high aesthetic assets billboards were banned altogether (Forczek-Brataniec and Zajac 2014).

Worth noting is also the European Council for the Village and Small Town (ECOVAST), established in 1984 to boost the prosperity of rural communities and protect the heritage of rural areas in Europe. The ECOVAST has more than 500 members in 20 European countries. National sections operate, among others, in Austria, Croatia, Macedonia (the former Yugoslav Republic of Macedonia), Germany, Poland, Romania, Russia, Slovakia, Hungary, and Great Britain. They guarantee an exchange of experiences between the countries and the promotion of steps they take for the benefit of rural communities and the heritage of rural areas.

In the present authors opinion, fine examples of solutions in the protection of cultural assets (also in the context of outdoor ads in public spaces) can be found in Croatia. As early as 1997, i.e. even before the ratification of the European Landscape Convention, Croatia worked out a national landscape protection strategy. Its basic goal was a model organisation of landscape resources. 16 landscape units were distinguished on the grounds of natural features and those resulting from human impact (Stojan and Ostojić 2007). The present author has found many good examples of advertisements in places of great cultural value, shown in this article (Photos 1, 2), in small historical Croatian towns. With its contribution of 25% to the GDP (Hrehorowicz-Gaber 2015), tourism is an important branch of the Croatian economy, the development of which rests on natural values, but also on landscape and cultural ones. The most popular tourist destinations are not only the large cities, but primarily the small towns with a rich history and landscape assets.

Tourists' expectations involve experiencing the traditional regional nature of space, hence the local communities also deem it worthwhile to preserve the individual character of the local spatial patterns. There are several projects being prepared as part of the tourism development programme until 2020 that can be an opportunity for development and revitalisation also for some small towns located peripherally, far from the major transport routes. Those projects rely very much on the participation of the local communities (Hrehorowicz-Gaber 2015). One can therefore state that concern for the surrounding space and for the preservation of cultural assets derives from the right motivation (an opportunity for development, earnings from tourism), and an understanding of what the local amenities are and how they can be utilised. Croatian experiences could serve as a model for the local communities associated with Polish landscape parks valuable in tourist terms.



Photo 1. Adjustment of the colours of ad carriers to historical surroundings. Zadar, Croatia (photo: M. Szczepańska, 2015)



Photo 2. Adjustment of the material of an ad carrier to the surroundings and the local traditional building pattern. Biograd, Vrila Gacke, Croatia (photo: M. Szczepańska 2015)

Study area and method

The analysis embraced the communes of Klecko, Kiszkowo, Łubowo and Pobiedziska making up the Lednica Landscape Park. The Park, situated east of Poznań, is one of the smallest protected areas of this type in Poland (7,652.48 ha), the first to be set up in the former Poznań voivodeship. It was established in 1988 to protect the areas around the Lake Lednica, with their hardly transformed postglacial relief, valuable in historical and cultural terms. Readily visible in the agricultural lowland landscape, deforested already in historical times, there are manor parks, cemetery tree stands, and roadside avenues. Called the cradle of the Polish statehood, those were the areas of mass settlement by Germans in the period of operation of the Prussian Colonisation Commission (1886-1918). The traces of their presence in the Lednica region are the characteristic dwelling houses and farm buildings, churches and cemeteries, together with the accompanying greenery, all of them elements of a valuable agricultural landscape (Chojnacka 2008).

In the research, the following characteristics of advertisements were considered:

- the type of construction (a board on a support frame, a board integrated with a building /fence, an advertising banner),
- the approximate advertising area and frequency of occurrence (the number and location),
- questions of perception (the range of visibility from the road), and
- harmony of composition (the form, material used, and colours).

An analysis was also made of the presence of an ad carrier with reference to the surroundings and the potential recipient by examining:

- its relations with the built and green elements of the landscape (possible disharmony of an ad with the basic landscape elements),
- landscape composition, i.e. the foreland vista, landscape openness, its dominant and 'anti-dominant' characteristic (the possibility of obscuring valuable sights and panoramas),
- transport safety on the road, i.e. information chaos in the road-sign /ad carrier relation) (the possibility of a traveller's getting lost and being uncomfortable, distracting the driver's attention by too many stimuli),
- information transmitted, i.e. the tourist is a potential customer to whom the ad is addressed (the possibility of making him reluctant to accept the offer), and
- the payment for placing an ad in accordance with the new legal regulations (local governments could collect money for placing ads if they decided to regulate the rules concerning the form and situation of their carriers).

The research was conducted using generally recognised methods of landscape analysis and evaluation: an analysis of interiors, sights, panoramas (Wejchert 1984), and landscape markers (Niedźwiedzka-Filipiak 2009).

This was a pilot study to be continued in other landscape parks, which can be helpful in assessing local situations: identification of the places most 'burdened' with advertising and therefore needing regulation, development of the rules and conditions of public and private space management in rural areas for use in an advertising policy, and selecting ad-free places and areas by indicating to those which are the most valuable in landscape terms (so-called priority landscapes).

The results

The important factors in the perception of advertisements situated along an arterial road: the direction of travel and speed, the orientation of a carrier (parallel or transverse to the road), as well as its height and distance from the road. There were 96 ad carriers totalling about 370 m² in area recorded along the examined 5 km section of national road No. 5, the average area of a carrier being close to 4 m². The predominant forms are boards on support frames, banners mounted mostly on fences, and boards on buildings and fences, i.e. in private spaces. The inventoried carriers vary in form and are usually aggressive in colour, unfriendly – not to say degrading – for their environment. Ad clusters bring about information chaos and are a threat to road safety. As to roadside ads, by their very nature they are intended to draw an observer's attention, distracting it from driving the car and taking note of the surroundings, which can enhance the risk of a collision or accident. External factors (located outside the car) diverting the driver's attention are estimated to be the cause of more than 10 percent of road accidents (Young et al. 2009). The conducted research shows that roadside ads can affect the way a car is driven (e.g. by deflecting the driver's attention from road signs). Ads along the road section examined are visible from an average of 300 metres. The visibility range of high carriers is greater, thus they compete with valuable landscape elements.

Advertisements situated along roads in areas popular with tourists, of great landscape value and therefore protected, are a serious problem today as noted, among others, by Forczek-Brataniec and Zajac (2014). What is disturbing is that it is the areas most precious in landscape terms, and therefore most attractive to tourists, that are most threatened by aggressive ads appearing in great numbers.

Near local roads and in villages situated at a distance from the main transport route the advertising intensity is smaller, hence the feeling of information chaos is less acute and the landscape is less degraded. Advertisements are also smaller in area, and less diversified in form and colour. They usually appear as banners (61), while boards on support frames and those on the walls of buildings or fences make up a half of this number: 30 and 29, respectively. Banners or boards informing about real-estate sales are a significant category. Their characteristics are usually aggressive colours, low-quality material and poor workmanship, possibly because of their temporary nature. The next group of carriers consists of the ads of locally offered services; they are usually situated on the premises (fencing or building) where the activity is conducted. Worth noting are the advertisements of services and goods specific to a place, like the local cuisine, handicrafts, or horse-riding; they are often toned down in colour, form and the material used, blending with the surroundings, but still visible and legible. This may be caused by the fact that those are the more sophisticated, 'niche' services addressed to a more demanding customer. On the other hand, the carriers of advertisements of agritourist services are often disturbing: in the study area their quality is poor and their location often shows no respect for the landscape, which, after all, is an especially significant factor in this type of economic activity.

There is a distinct tendency for advertisements to accumulate in the vicinity of shops, bus shelters, in central places, near museums and tourist signposts, thus encouraging competition in form and colours, which is detrimental to the perception of a place, to communication and safety. The ads of the Park as well as its open-air and indoor museums have a standardised and subtle form, toned down colours, and are often small

when compared with the other ad carriers – they disappear in their vicinity. They are an example of good composition of systemic advertising. Also, a commendable initiative was observed here: putting bill-posts in important and central places of villages, thus helping to keep spatial order; regrettably, this is done only rarely.

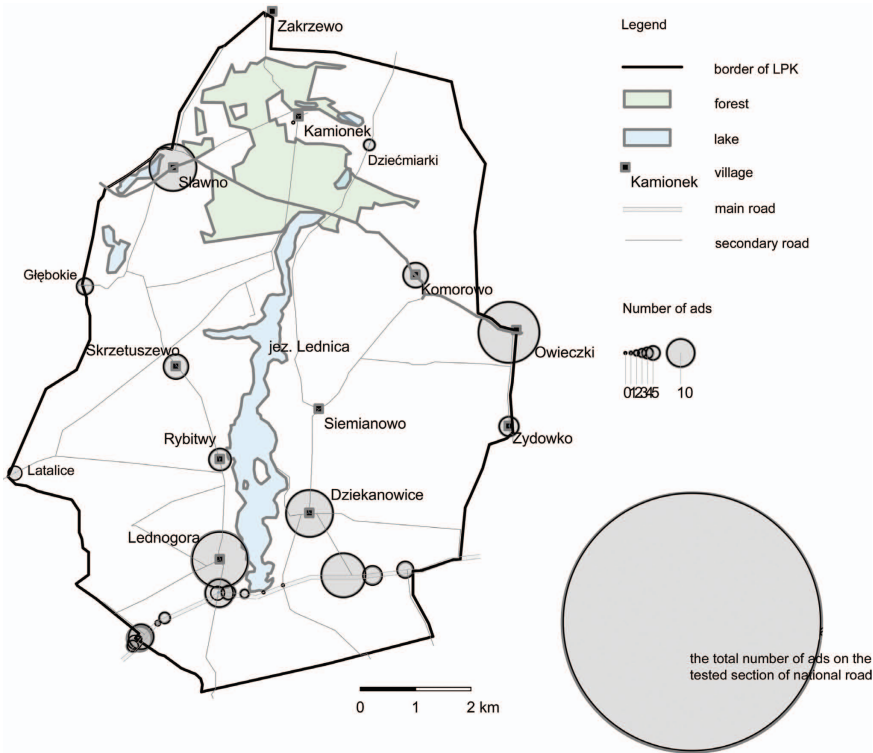


Fig. 1. Intensity of advertising in the Lednica Landscape Park. Number of advertisements along national road No. 5 and in villages located within the LLP area
Source: own study based on field research.

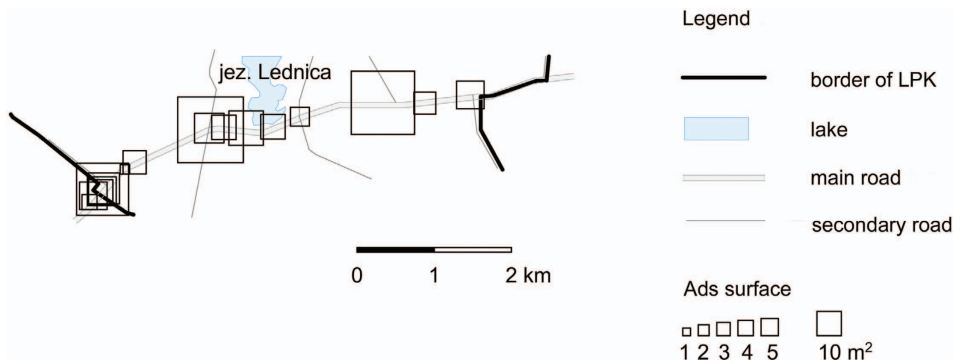


Fig. 2. Area of advertisements in the Lednica Landscape Park. Distribution of the advertising area along national road No. 5
Source: own study based on field research.

Table 1. Ad carriers in villages of the Lednica Landscape Park

Villages	Boards on support frames	Banners	Boards on the walls of buildings or fences	Other
Lednogóra	2	14	2	umbrellas
Rybitwy	1	4	2	signpost
Skrzetuszewo	2	5	2	–
Głębokie	0	4	2	–
Sławno	4	3	4	shop window, flags
Kamionek	0	1	0	–
Zakrzewo	0	0	0	bus shelter (classified ads)
Dziećmiarki	1	1	1	bill-post
Imiołki	0	2	2	–
Waliszewo	1	4	2	bill-post
Siemianowo	0	1	0	bulletin board
Komorowo	5	1	2	bill-post
Owieczki	5	11	5	advertisement 3d
Żydówko	3	1	2	bill-post
Dzieskanowice	3	8	2	light advertisement, bulletins on lantern
Latalice	3	1	1	–
TOTAL	30	61	29	

Source: own study based on field research.

The fee that the local governments could charge if they decided to regulate the principles concerning the form and location of advertisements is an interesting issue. In accordance with the new legal regulations, the payment for having an ad displayed consists of a fixed charge independent of the area of the ad, at a maximum of PLN 2.5 per day, and a variable part depending on the ad area, at a maximum of PLN 0.2 per square metre per day. An attempt was made to calculate roughly the maximum charge for the area of ads along national road No. 5 in its LLP section. The approximate nature of calculations resulted from the difficulty in separating the signboards (in the understanding of the definition introduced by the Act) – the category not supposed to be charged for – from the ads recorded. The difficulty resided in the fact that the ‘advertising’ fee can be charged by a commune that will establish rules, binding in its area, for placing ads visible in public space. Some of them can regulate the form of signboards (their size, colours, contents, etc.), and this is what is supposed to provide the classification basis. For simplicity, it was assumed that all objects recorded were advertisements. In the section of the road examined, there were 94 ads of all kinds totalling about 370 m² of surface area. The maximum fixed charge for this number is PLN 85,775 per year, while the maximum variable charge for the total ad area is PLN 270,100. The maximum amount that the communes could derive from advertising charges for carriers situated along the examined section of the road is about PLN 356,000. It is hard to assess whether this amount is going to be regarded by a local government as an income covering the cost of a careful preparation of an act of

the local law intended to normalise the rules controlling the distribution of ads and then its execution, or whether it is going to be an encouragement for maximising profits and maintaining a possibly large area of ad carriers in the commune. The calculation rests in Przekopiak's paper (2015).

Conclusions and recommendations

As the research demonstrated, there is a tendency for advertisements to accumulate near places of great landscape value, like the lakeshore, points of entrance to the LLP, or a side road to Dziekanowice (an ethnographic park) as well as along the main transport routes. Such a location reduces the road visibility and safety, and obscures valuable sights and panoramas. It contributes to the degradation of landscape assets (Photo 3), which is especially present though undesirable in areas with tourist and recreational functions (Kiepas-Kokot and Nowak 2015). The ad carriers registered in the study area differ in form and usually have aggressive colours, which affects the surroundings highly unfavourably, if not in a downright degrading way, and detracts from the landscape value of the main road in the Park, and hence from its tourist attractiveness. The workmanship of carriers advertising agritourist services is particularly alarming; their location often shows no respect for the landscape values that are the basic factor of development of the tourist economic activity. Many carriers have not been removed even when they stopped performing their role (the text has become illegible, the carriers have been partly damaged, or the advertisement has been removed but it's construction left). In view of the research, it would be desirable to:

- standardise the banners and tables informing about real-estate sales by determining beforehand their size, colours, font, and location (fences, buildings),
- create a catalogue of good practices or ready-made standards, especially for agritourist activity, concerning fonts, colours and materials used, originating from the local resources (timber, stone, bricks, etc.), which could enhance the folkloristic assets of rural areas. A permanent construction and a consistent form harmonised with the surroundings, an evidence of the tradition of a place, should win new customers for the services offered, including tourist ones,
- introduce limitations on placing other ads near the LLP information signs because of the superiority of their function.

All in all, it is recommended to:

- remove ad carriers degrading the landscape values,
- restrict the number, and especially the size of ad carriers in the public spaces and the representative spaces of communes,
- systematise advertising information in the form of integrated ads where many entrepreneurs could promote their services in standardised colours and forms (Photo 4),
- create a catalogue of good practices or ready-made standards as to the fonts, colours and materials, using local resources and in cooperation with, e.g., an artist or landscape architect,
- harmonise the construction and form of ad carriers with the surroundings,
- standardise carriers of advertisements of real-estate sales, with the recommended template available on the websites of communes or real-estate agencies,



Photo 3. Degradation of landscape assets by ad carriers and the visualisation of changes resulting from their liquidation (photo: A. Wilkaniec 2015)



Photo 4. Example of an integrated ad
Source: <http://www.signsbytomorrow.com/signproducts/pylon-signs>

- provide the local enterprises with the possibility of placing their ads on commune and powiat websites free of charge, and
- restrict placing other ad carriers near the LLP information signs because of their superior function and readability.

By propagating good standards of ad carriers and consultations with local communities and entrepreneurs, the administrative authorities could achieve information and landscape order more readily.

References

CBOS, 2011, *Nudzą, drażnią, dezinformują – Polacy o reklamach*.

Chmielewski T.J., Myga-Piątek U., Solon J., 2015, *Typologia aktualnych krajobrazów Polski. Typology of Poland's current landscapes*, *Przegląd Geograficzny*, 87, 3, pp. 377–408.

Chojnacka M., 2008, *Analiza przyczyn degradacji walorów obszaru chronionego na przykładzie Lednickiego Parku Krajobrazowego zarządzanie krajobrazem kulturowym. An analysis of causes for the degradation of value of a protected area based on the Lednica Landscape Park*, *Prace Komisji Krajobrazu Kulturowego*, 10, Komisja Krajobrazu Kulturowego PTG, Sosnowiec, pp. 302–309.

ECOVAST, 2006, *Identyfikacja krajobrazu. Poradnik dobrych praktyk*, Europejski Ruch Odnowy Wsi i Małych Miast.

Forczek-Brataniec U., Zajac E., 2014, *Reklamy w krajobrazie Pienin*, *Pieniny – Przyroda i Człowiek*, 13, pp. 101–112.

Hrehorowicz-Gaber H., 2015, *Dziedzictwo kulturowe jako element wykorzystywany w procesie re-witalizacji małych miast chorwackich*, *Przestrzeń i Forma*, 23/1, pp. 93–102.

Kiepas-Kokot A., Nowak M.J., 2015, *Wykorzystanie planów miejscowych w ograniczaniu ekspansji reklamy zewnętrznej w przestrzeni publicznej na przykładzie nadmorskich gmin województwa zachodniopomorskiego*, *Świat Nieruchomości*, 2 (92), pp. 21–26.

Kłodziński M., 1996, *Wielofunkcyjny rozwój terenów wiejskich w Polsce i w krajach Unii Europejskiej*, SGGW, Warszawa.

Niedzwiedzka-Filipiak I., 2009, *Wyróżniki krajobrazu i architektury wsi Polski południowo-zachodniej*, Wydawnictwo Uniwersytetu Przyrodniczego we Wrocławiu, Wrocław.

Official Gazette 2004, No. 92, item 880 (*Ustawa z dnia 16 kwietnia 2004 r. o ochronie przyrody*), Dz.U. 2004 nr 92 poz. 880.

Official Gazette 2006, No. 14, item 98 (*Europejska Konwencja Krajobrazowa*), Dz.U. 2006 nr 14 poz. 98.

Official Gazette 2015, item 774 (*Ustawa z dnia 24 kwietnia 2015 roku o zmianie niektórych ustaw w związku ze wzmocnieniem narzędzi ochrony*), Dz.U. 2015 poz. 774.

Official Gazette No. 162, item 1568 (*Ustawa o ochronie zabytków i opiece nad zabytkami z dnia 23 lipca 2003 roku*), Dz. U. Nr 162, poz. 1568.

Official Gazette No. 23, item 202 (*Rozporządzenie Prezydenta R.P. z dnia 16 lutego 1928 r. o prawie budowlanym i zabudowaniu osiedli*), Dz.U. RP Nr 23, poz. 202.

Official Gazette No. 80, item 717 (*Ustawa z 27 marca 2003 r. o planowaniu i zagospodarowaniu przestrzennym*), Dz.U. 2003 nr 80 poz. 717.

Ossowicz T., 2015, *Park kulturowy jako narzędzie ochrony krajobrazu – przykład Wrocławia*, paper presented on November 3, 2015 at the conference „Wdrażanie Ustawy Krajobrazowej w Praktyce”, on-line: <http://www.kpzk.pan.pl/pl/konferencje/konferencja-krajobrazowa>.

- Podhajska E., Sobota M., Zienowicz M.**, 2014, *Być jak Las Vegas – czyli o percepcji polskiej wsi*, Architektura Krajobrazu, 3, pp. 108–119.
- Przekopiak J.**, 2015, *Oplata reklamowa – narzędzie finansowe w rękach gmin*, paper presented on November 3, 2015 at the conference „Wdrażanie Ustawy Krajobrazowej w Praktyce”, on-line: <http://www.kpzp.pan.pl/pl/konferencje/konferencja-krajobrazowa>.
- Przestrzeń życia Polaków*, 2014, Stowarzyszenie Architektów Polskich, Warszawa.
- Public Space Charter (Karta Przestrzeni Publicznej)*, 2009, Towarzystwo Urbanistów Polskich i Związek Miast Polskich, on-line: <http://www.tup.org.pl/download/KartaPrzestrzeniPublicznej.pdf>.
- Raszeja E.**, 2002, *Procedury i instrumenty kształtowania krajobrazu na obszarach wiejskich w aspekcie integracji z Unią Europejską*, Studioteka Zarysy WAPP, Poznań.
- Stojan M., Ostojić B.B.**, 2007, *Przegląd metod ochrony środowiska w procesie planowania i projektowania autostrad w Chorwacji. Survey of environmental protection methods in process of motorway planning and Project making in Croatia* [in:] B. Jackowiak (ed.) *Oddziaływanie infrastruktury transportowej na przestrzeń przyrodniczą. Influence of Transport Infrastructure on Nature*, Generalna Dyrekcja Dróg i Autostrad, Warszawa – Poznań – Lublin, on-line: http://ztr.amu.edu.pl/IoTIO/iotion_1.html.
- Szczepańska M.**, 2014, *Zarządzanie zasobami krajobrazu obszarów wiejskich w procesie kształtowania przestrzeni i kierunków Rozwoju*, [in:] A. Jezierska Thole, M. Biczkowski (eds.), *Zintegrowany rozwój obszarów wiejskich w świetle polityki Unii Europejskiej*, Wydawnictwo Naukowe UMK, Toruń, 2, pp. 209–232.
- TNS, 2013, *Reklama w przestrzeni publicznej. Raport, jakiego świat nie widział!* Warszawa.
- Tomczak A.**, 2015, *Ochrona i kreacja krajobrazu w procesie planowania przestrzennego możliwości problemy i nadzieje*, paper presented November 3, 2015 at the conference „Wdrażanie Ustawy Krajobrazowej w Praktyce”, on-line: <http://www.kpzp.pan.pl/pl/konferencje/konferencja-krajobrazowa>.
- Wejchert K.**, 1984, *Elementy kompozycji urbanistycznej*, Arkady, Warszawa.
- Wspólna przestrzeń – wspólne dobro. Dobre praktyki w kształtowaniu ładu przestrzennego*, 2014, Ministerstwo Infrastruktury i Rozwoju, Warszawa.
- Young M., Mahfoud J., Stanton N., Salmon P., Jenkins D., Walker G.**, 2009, *Conflicts of interest: The implications of roadside advertising for driver attention*, Transportation Research, Part F, 12, pp. 381–388.