



Kingdom of the Netherlands

World Heritage Centre
Dr Mechtild Rössler,
Director
7 Place de Fontenoy
75352 PARIS 07
SP FRANCE

Permanent Delegation of the
Kingdom of the Netherlands
to UNESCO
7 rue Ebié
75007 Paris
France

Contact
Karin Kok
T 01 40 62 33 14
Reference
2020B-11

Date: 14 October 2020

Subject: Advertisement on scaffolding in Amsterdam's 17th Century Canal Ring

Answer to the letter from UNESCO with reference CLT/WHC/EUR/19|12264

Dear Dr. Rössler,

In accordance with the Articles 169 ff. from the Operational Guidelines, I hereby send you our response to your request for information dated 4 November 2019, concerning advertisement on scaffolding in the city centre of Amsterdam.

On 1 November 2018 community centre *Wijkcentrum d'Oude Stad* sent you a letter voicing their objections to advertisement on scaffolding in Amsterdam's city centre. In response you asked us a series of questions to which we replied on 23 January 2019. On 19 October 2019, *Wijkcentrum d'Oude Stad* sent you another letter and consequently, on 4 November 2019, you asked us for further information.

In its letter, *Wijkcentrum d'Oude Stad* refers to a policy rule adopted by the city Centre District on 19 June 2012. However, this policy rule has not been in force since November 2016. From 19 March 2014 the urban districts – like the Centre District - in Amsterdam are no longer authorized to develop or adopt policy independently. (On this date the elections were being held for both the new urban district administrations and the municipal authorities) It was decided that the urban district policy would remain in force for a transition period of two years; till 2016. During that transition period, central urban policy was developed, which resulted in the new citywide 'Urban Framework for Outdoor Advertising' that was adopted by the municipal council on 11 November 2016.

That framework was amended on a number of aspects compared to the 2012 policy rule. Contrary to what was permitted before, actual advertising was now allowed on scaffolding covers, instead of just a company logo, company colours and the sponsor's name. The surface area of the advertising message remained unchanged at 10 percent. Furthermore, the rule was removed in which the city Centre District prescribed that any message or logo should be placed at the bottom of the shroud.

This extension of the 2012 rules resulted in an increase in the number of advertisements on scaffolding in the city centre of Amsterdam. This was in part due to the rules not being followed or checked properly in a number of cases. *Wijkcentrum d'Oude Stad* was rightly alert to this.

When we received your letter of 4 November 2019, the City of Amsterdam was busy reviewing the 2016 policy document for Outdoor Advertising. That made it difficult to answer your questions at that time, which is why we waited until the new policy had been adopted. This new policy by the City of Amsterdam on outdoor advertising was finalized and adopted by the municipal council on 9 September 2020. We append that document to this letter.

The main amendments made to the 2016 policy document as regards legislation on scaffolding covers are the following:

- The information printed on the scaffolding covers must be related to the host building; so no third-party advertising.
- Each side may only contain building-related information at the bottom of the shroud between the top of the ground floor and the gutter.
- Furthermore, this information may only take up ten percent (10%) of the surface area, with a maximum of 18m²;
- Moving images, fluorescent colours or large areas with the same bright colour may not be used;
- It is no longer permitted to illuminate the scaffolding covers.

In keeping with the recommendations made by the World Heritage Committee in 2011, the City of Amsterdam has thus tightened the guidelines to ensure that commercial advertising on scaffolding is no longer possible.

Appendix: 20200530 Policy framework for outdoor advertising adopted September 20

Yours sincerely,

Hans Wesseling
Ambassador,
Permanent Delegate of the Kingdom of the Netherlands to UNESCO

