

# PERM SENATORS CALL FOR PROTECTION OF CULTURAL OBJECTS FROM ADVERTISEMENT

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The Perm senators Sergey Gordeyev and Oganeg Oganyan supported by Sergey Mironov, the speaker of the Federation Council, called for a ban on outdoor advertising positioned on any object of cultural heritage.

Their proposals refer to Art.19 and Art.39 of the Federal Law “On Advertisement”. At present, the corresponding amendments are being considered by the State Duma.

The Law “On Advertisement” imposes a ban on outdoor advertisement if its positioning violates the legislation regarding objects of heritage. However, the law provisions do not specify types of buildings and the procedure of how these restrictions are to be used.

The senators suggest that outdoor advertisement should be prohibited within the territory of “historical” settlements, historical and cultural sanctuaries and on all objects of cultural heritage. The ban will also reach construction periods, restoration and conservation.

Moreover, Gordeyev (who is also the President of the Russian Avant-garde Heritage Preservation Foundation), Oganyan and Mironov go further in their proposals. They believe it is necessary to forbid installation of advertisement structures within 500 meters from the object. Taking into account the fact that the historical centers of Moscow, St.-Petersburg and other big cities consist of architectural ensembles, advertisement may vanish from the streets of larger cities.

The Perm senators also propose a more severe punishment for violation of the law to make violators comply with the requirements. For this purpose the senators together with the speaker of the upper chamber suggested amendments to the Administrative Offense Code. On their opinion, advertisers must be fined for positioning outdoor advertisement on objects of cultural heritage. For citizens the fine should amount to RUR 2000 – 3000, for officials – RUR 5000 – 25 000, and for legal entities – RUR 50 000 – 1 000 000.

Russia’s Parliament plans to review the initiatives of Gordeyev, Oganyan and Mironov in March. 

