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A Study on the Improvement of the Specific Areas for Outdoor Advertising

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SUMMARY

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With the advancement of digital technology, the outdoor advertising industry is undergoing rapid changes. However, the current outdoor advertising regulations in Korea are hindering the growth of the digital outdoor advertising industry due to their rigid restrictions. This study focuses on the "specific areas" as a way to efficiently manage and ease regulations for digital outdoor advertising.

The specific areas, in accordance with the Outdoor Advertisement Act, allow for the easing or strengthening of regulations on outdoor advertising displays based on regional characteristics. However, the current system in Korea is mainly utilized for strengthening regulations, with insufficient utilization for easing restrictions. The main issues with the current specific area system are as follows:

- Unclear Purpose and Formal Designation

- Inadequate Reflection of Zone Characteristics

- Excessively Broad Zones with Uniform Regulations

This study analyzed specific cases of how specific areas for outdoor advertising are operated in Korea, comparing them with similar systems in Japan(Osaka city) and the United States(LA city). The analysis revealed that the Korean system primarily focuses on strengthening regulations and managing broad areas with uniform standards. In contrast, Japan and the United States prioritize easing regulations and operate more flexibly by implementing detailed guidelines(Osaka) or ordinances(LA) tailored to regional characteristics. A key difference is that Korea mostly prohibits digital outdoor advertising, while Japan and the United States actively utilize it in specific areas by clearly specifying the permissible size, brightness, and operating hours of such advertisements.

This study proposes the following improvements to the specific area system for outdoor advertising, based on the identified problems, overseas case studies, and interviews with local government officials:

Revision of Relevant Laws: The Outdoor Advertisement Act and its Enforcement Decree should be revised to provide clear definitions, designation criteria, and the scope of deregulation for specific areas. This will enhance predictability and address the current lack of clarity in the law.

Improvement of Specific Area Operation Methods: Avoid designating overly broad areas as single specific areas with uniform regulations. Implement differentiated regulations that consider the unique characteristics of each land use zone. Clearly distinguish between zones with eased regulations and zones with strengthened regulations, and establish detailed regulations that consider the characteristics of each type of advertisement.

Direction for Deregulation in Specific Areas: Introduce diverse operation methods (e.g., guideline, plan, hybrid approaches) to ease regulations on digital outdoor advertising. Propose a range of deregulation options(passive/active) for the size, density, installation location, specifications, brightness, and operating hours of digital advertisements to allow for flexible regulation tailored to regional characteristics.

This study explored ways to ease regulations to efficiently operate the specific areas in response to the increasing trend of digital outdoor advertising. Through analysis of the current system, the study identified issues such as ambiguous purposes and designation criteria for specific areas, lack of clear standards for easing regulations, and excessively rigid regulations on digital outdoor advertising. To address these problems, the study proposed improvement measures in various aspects, including revising relevant laws, improving operation methods, and refining detailed regulation methods.

Keywords :

Outdoor Advertising Act, Advertising Specific Areas, Digital Outdoor Advertising, Deregulation