



Scottish Assessors Association

Revaluation 2023

Miscellaneous Properties Committee

Practice Note 20 Valuation of Advertising Stations

1.0 Introduction

- 1.1 This Practice Note deals with the valuation of advertising stations.
- 1.2 There are 2 main standard sizes of panel favoured by the major companies - the 48 sheet and the 6 sheet. 48 sheet posters have considerable impact with both motorists and pedestrians whereas 6 sheets are primarily aimed at pedestrians.

2.0 Basis of Valuation

- 2.1 The valuation of advertising stations is a combination of structure cost (valued using the Contractor's Basis of valuation) and site value (valued on the Comparative Principle of valuation) which will be applied to derive the Net Annual Value.

3.0 Valuation of the Structure Element

3.1 General

All available cost information has been examined.

3.2 48 Sheet

Specification - Treated softwood framing, plywood facing, painted mouldings of timber or metal, can be fixed to steel stanchions set in concrete, timber supports with stays or wall mounted.

Free-Standing 48 sheet Add £70 NAV for this element

Wall Mounted 48 sheet Add £50 NAV for this element

3.3 Smaller/Larger Structures

If the structure departs from the standard 48 sheet size the following rates should be adopted.

16 sheet - Free-Standing: Add £25 NAV
Wall Mounted: Add £15 NAV

32 sheet - Free-Standing: Add £45 NAV
Wall Mounted: Add £30 NAV

64 sheet - Free-Standing: Add £80 NAV
Wall Mounted: Add £60 NAV

80 sheet - Free-Standing: Add £105 NAV
Wall Mounted: Add £80 NAV

96 sheet - Free-standing: Add £130 NAV
Wall mounted: Add £95 NAV

3.4 **48 Sheet "Ultravision" Panels**

Specification - This construction comprises of a series of three-sided aluminium strips which, when posted, will promote three products in rotation. The advertising content is pre-slit and inserted into the acrylic covered strips on site. The Prism Plus offers more protection to the advertisement and is faster and easier to update.

Free-Standing: Add £500 NAV

Wall Mounted: Add £400 NAV

Note - Above costs do not include illumination. See paragraph 3.8 for enhancement.

3.5 **48/96 Sheet Lightbox (Illuminated Internally)**

These structures are constructed using a metal box frame with internal backlighting and glazed with acrylic sheeting. Lightboxes have a static display rather than revolving panels.

48 Sheet Free-Standing Add £900 NAV

Wall Mounted Add £625 NAV

96 sheet Free-Standing Add £1450 NAV

Wall Mounted Add £900 NAV

Note: Illumination included in NAV.

3.6 **48 Sheet "Scroller"**

These structures are of similar construction to a lightbox but with internal mechanism to enable more than one advert to be displayed as each advert scrolls into view.

48 Sheet Free-Standing Add £1100 NAV

Wall Mounted Add £1000 NAV

Note: Illumination included in NAV.

3.7 **48/96 Sheet Digital**

These structures are becoming more common as technology advances> The digital screen allows multiple adverts to be displayed per minute (up to six).

48 Sheet Free-Standing Add £3000 NAV

Wall Mounted Add £2350 NAV

48 Sheet Free-Standing
(Double Sided) Add £4750 NAV

96 Sheet Free-Standing Add £4950 NAV

3.8 **Addition for Illumination**

16 Sheet - Add £40 NAV and £10 NAV for each additional structure.
32 Sheet - Add £50 NAV and £15 NAV for each additional structure.
48 Sheet - Add £65 NAV and £30 NAV for each additional structure.
64 Sheet - Add £75 NAV and £35 NAV for each additional structure.
80 Sheet - Add £80 NAV and £45 NAV for each additional structure.
96 Sheet - Add £85 NAV and £50 NAV for each additional structure.

Note - The above NAV includes the provision of power, which would only be required once in each location.

3.9 **Multiple Structures**

No allowance should be made for quantum.

3.10 **6 Sheet Panels**

This panel size has become much more prevalent in recent years due to its increased use, primarily on bus shelters and at shopping centres and supermarkets. They measure 1.8m x 1.2m.

Six sheet displays that are erected in conjunction with the bus shelters should be valued in accordance with the appropriate practice note (i.e. SAA Miscellaneous Properties Committee Practice Note 21, Valuation of Advertising Shelters).

3.10.1 **Free-Standing**

These take a variety of forms and structures as follows:-

- (a) Double or single aspect display erected on steel supports with metal box frame and acrylic sheet glazing.
- (b) Treble Panel - three panels attached to a steel structure which is triangular in section.

- (c) Four side quadrangle - four panels in the form of a square.
- (d) Circular Drum - single or double storey with 3/4 panels or 6/8 panels.

3.10.2 Free-Standing (Illuminated)

NAV £ 60

3.10.3 Wall Mounted (Illuminated)

NAV £ 50

3.10.4 Free-Standing (Illuminated) Double Sided

NAV £80

3.10.5 Free-Standing (Illuminated) Revolving/Scroller

NAV £175

3.10.6 Wall Mounted (Illuminated) Revolving/Scroller

NAV £140

3.10.7 Free-Standing Circular Drum (Single Height)

NAV £50

Rotation add £30 NAV

3.10.8 Free-Standing Circular Drum (Double Height)

NAV £100

Rotation add £30 NAV

Seating add £30 NAV

3.10.9 Double-Sided Unit Mounted on Street lighting (Lampost)

NAV £70

3.10.10 Digital Screens

These are freestanding units with an integrated digital screen. The units are located in prominent locations such as shopping malls and can be double or single sided. The digital screens are capable of full motion animation, allowing multiple adverts per minute.

Free-Standing unit double sided NAV £625

Free-Standing unit single sided NAV £400

Wall Mounted unit single sided NAV £300

3.10.11 **Digital Screens on Telephone Kiosks**

These are freestanding units integrated into the reverse of a telephone unit or similar street furniture. They can also be double sided. The structure element is derived from a standard six sheet and has been adapted pro-rata in relation to size. They are normally less than half the size of a standard six sheet or 4 sheet equivalent.

Small Units single sided NAV £200 double sided NAV £325

4 sheet equivalent single sided NAV £225 double sided NAV £400

3.11 **“Highlites”**

The display is supported by a column and allows the sign to “fly” over open space, in this way it can face the traffic instead of being side on. The signs are double-sided and illuminated internally. The display panels are circa 3.6 metres x 1.8 metres and on average are 3.5m above the ground.

NAV £220

3.12 **4 Sheet Panels**

This panel size is fast disappearing from the advertising scene, being replaced by 6 sheet panels.

3.12.1 **Free-Standing (No Illumination)**

NAV £15

3.12.2 **Wall Mounted (No Illumination)**

NAV £10

3.13 **Age and Obsolescence**

The additions for structure shown above have been adjusted for age and obsolescence, therefore no adjustment is required.

3.14 **Decapitalisation Rate**

The appropriate statutory decapitalisation rate has been applied to structure costs.

4.0 Valuation - Site Element

4.1 General

The site element should be valued in accordance with local evidence. Where there is a shortage of rental information valuation judgement based on appropriate rates from comparable locations is recommended.

4.2 Classification

The classifications below may be useful when considering the site value.

4.2.1 Location Classifications – Non-Digital 48 Sheets or Multiples Thereof

A Prime

High profile status (also known in the trade as "Supersites") found in very prominent locations. Often consisting of 96 sheet panels, this group will include sites which are clearly considered to be the best. This group may also include sites adjoining major sports stadia.

B1 Secondary

These are prominent sites, often angled to face traffic, or at road junctions. They are well located in major shopping/business centres or on main busy commuter routes. Some may be situated near sports stadia.

B2 Suburban

These are peripheral sites, often parallel to traffic flow in secondary areas or on secondary main roads.

C Neighbourhood

This group covers the remainder of the sites not mentioned above. Included are sites in poor locations with restricted visibility, perhaps in small towns and villages or in situations now bypassed by new road layouts. It is expected that this group will be few in number.

4.2.2 Multiples of 48 Sheets

When the subject varies from the standard 48 sheet size the following factors should be applied to the appropriate site rate:-

16 sheet 0.33
32 sheet 0.67
64 sheet 1.33
80 sheet 1.67
96 sheet 2.00

4.3 **Sites of Ultravision & Scroller Panels**

These panels will normally be found in more prominent locations. It is recommended that the final site value should be taken at a higher rate than that indicated for an A site or B1 site depending on local evidence and circumstances (i.e. 3 different advertising faces within a 48 sheet Ultravision or Scroller will be taken as equivalent to 2 x 48 sheets and the minimum location classification should be taken as B1).

4.3.1 **Sites of Digital Displays (Large Format)**

Digital displays are becoming more prevalent and are located in prominent and secondary locations. In respect of digital displays an appropriate site rate should be derived from local evidence.

4.3.2 **Location Classifications –Digital 48 Sheets or Multiples Thereof**

The classifications below may be useful when considering the site value.

A Prime

These are the superior sites located close to junctions/motorways or situated in iconic locations in the best commercial, pedestrian and traffic hubs. These sites will also have an open view with maximum exposure often at major traffic control junctions or with constant traffic flow.

B Secondary

These are prominent sites, can be located on primary and main routes or busy commercial/ industrial roads. Typically, they are located on a non-concealed commercial position with reasonable dwell time and can be elevated and limited to one way vision.

C Tertiary

These are peripheral sites often located on quieter routes including suburban locations. The locations will have the poorest impact position with short range display and may be in an elevated position.

4.4 **6 Sheet Sites**

These are found in pedestrian precincts, shopping centres, retail parks, and attached to the walls of superstores. Some may also be found in street corner locations. They are found in wall mounted and free-standing formats.

4.4.1 **Location Classification - 6 Sheet**

A City centres, major shopping centres etc.

B Town centres, smaller shopping centres.

C All other areas.

4.4.2 **6 Sheets at Supermarkets**

6 sheets within the curtilage of supermarkets should be taken at the rate shown below for the site element throughout Scotland unless convincing local evidence suggests otherwise.

Prime Supermarket Operators	£1,250 NAV Non-Digital £10,000 NAV Digital
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Secondary Supermarket Operators	£300 NAV
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4.4.3 **Multiples of 6 Sheets**

These should be valued on a pro-rata basis.

4.4.4 **Sites of Ultravision & Scroller Panels**

Some units are capable of displaying multi-scrolling display panels. Such subjects tend to be located in the more prominent locations and normally display 3 sheets per panel face. In such cases the appropriate single sheet rate should be applied to each scrolling face with no discount.

4.4.5 **Sites of Digital Displays**

Digital displays are becoming more prevalent and are located in prominent locations. In respect of digital displays an appropriate site rate should be derived from local evidence.

When the digital display is integrated into a telephone kiosk or similar, as the kiosks are generally located in town and city centres, in absence of local evidence the appropriate site rate adopted should be the same as the site rate applied to Advertising Shelters.

4.4.6 **6 Sheet Drum**

There also appears to exist 6 sheet drums which contain 3 or 6 separate display panels, all of which are constantly displayed and it is recommended that the site rent is taken as 3 or 6 times the rate of a 6 sheet panel in a similar location.

4.4.7 **Highlites**

The signs are double-sided, illuminated and are supported by a metal pole. The display panels are circa 3.6 metres x 1.8 metres.

The site value should be taken as 3 times the rate of a 6 sheet panel in a similar location.

5.0 4 Sheet Sites

The site element for 4 sheet panels should be taken at $\frac{2}{3}$ of the site rate shown above for the equivalent 6 sheet.

6.0 Banners & Screens

This format consists of a large display mounted on scaffolding at building developments.

Normally highly prominent, city centre locations and of a short term nature. Due to their specialised nature, these structures should be valued with regard to the passing site rentals.

7.0 Adverts at Roundabouts

There are a wide variety of display types and sizes in use on sponsored roundabouts, ranging from small “plaques” or nameplates up to the size of six sheets. Typically there can be up to four displays per roundabout: the actual number tends to depend on the size of the roundabout and the number of roads feeding into it. Only displays, which convey commercial advertising and not directional, should be entered in the valuation roll. This potential for variation makes it inappropriate to promote a single valuation rate and these subjects should be valued with regard to the passing site rentals.

8.0 Non-Standard Displays

If structures are found that are not contained within this practice note they should be valued with regard to the cost of the structure and the passing site rental.

9.0 Hoardings - Standard Sizes

The sizes referred to below are for the poster face, not the overall size of the structure - mouldings, frames, etc. are excluded.

	Width (M)	Height (M)
4 sheet	1.02	1.52
6 sheet	1.20	1.80
12 sheet	3.06	1.52
16 sheet	2.03	3.05
32 sheet	4.06	3.05
48 sheet	6.10	3.05
64 sheet	8.13	3.05
80 sheet	10.16	3.05
96 sheet	12.20	3.05

10.0 Railway Advertising Stations

10.1 Historic Position

The former operational land of British Rail Property Board was transferred to Railtrack Plc and is now in the hands of Network Rail Infrastructure Limited, the operations subsidiary of Network Rail Limited.

10.2 Revaluation 2023 – Network

From 2005 the valuation of the railways was brought in to the conventional valuation process via the designated assessor regime and the entry for the

whole of the undertaking now appears in the Highland valuation roll. A similar situation exists in England and Wales where the subject enters the central list.

Whereas prior to 2005 there were entries in the roll for train operating companies and some others, the definitions now in place create a single subject. (The Non-Domestic Rating (Valuation of Utilities)(Scotland) Regulations 2005). The long established exceptions still apply dealing with cases where separate entry is appropriate such as shops, places of public refreshment etc.

10.3 **Station Leasing Structure**

Network Rail own and occupy two major stations in Scotland – Glasgow Central and Edinburgh Waverley. All other stations (and most depots) are leased by Network Rail to train operators.

10.4 **Advertising Letting Arrangements**

There are two types of advertising sites on operational land. Sites owned and managed by Network Rail under concession agreements and sites leased by train operators directly to advertising operators.

Network Rail manage their operational advertising portfolio via concession agreements covering all locations in mainland Britain. They currently use three major operators. As these sites are operated under partnership there is no rental information available.

There are three types of site operated under the concession agreement:-

Railway Operations

These comprise sites used for timetabling, branding for Network Rail and train operators, special offers, etc. These sites are situated mainly within or in the vicinity of railway stations. These sites are reflected in the Network Rail Cumulo and should not be entered in the Valuation Roll.

Sites Outside of Railway Stations

These sites cover the bulk of Network Rail's portfolio and typical locations are embankments, bridges, car parks and other structures. These sites are operated under the various concession agreements and may vary considerably from location to location in terms of size and structure. These sites are reflected in the Network Rail Cumulo and should not be entered in the Valuation Roll.

Sites Within Railway Stations

All Network Rail's sites are located within the 2 major stations – Waverley and Central and should be treated in accordance with the previous paragraph i.e. not entered within the Valuation Roll, as these sites are under the direct control and operation of Network Rail under their concession agreements.

For all other station locations, however, advertising is primarily under the control of ScotRail who manage the advertising sites under the terms of their Station Leases from Network Rail. These sites do not form part of the Network Rail concession arrangements and income and rent derived from them are managed in accordance with the Station Lease. These sites are subject to separate entries in the Valuation Roll.

10.5 **Other Sites**

There are some sites owned by Network Rail but located in a manner that excludes them from the cumulo entry. These should be entered separately in the valuation roll. There may also be some sites that remain in the hands of the BR Residuary body, a company that retained some property that did not pass to Railtrack and thence to Network Rail. These subjects do not form part of the cumulo and any sites should be entered separately in the Valuation Roll.