

## **A BOARD AND OTHER ADVERTISING STRUCTURES PLACEMENT GUIDELINES**

1. A boards and other advertising structures will be the owner's responsibility when placed on the highway and the Highway Authority will not be liable for any injury or damage caused to highway users. The owner must have a minimum of £5 million public liability insurance cover in the event of a claim for injury or damage and insurers must be aware that A boards or other advertising structures are being placed on the highway. The highway includes footways, carriageways and grass verges.
2. A boards and other advertising structures will be not permitted on the highway at properties which have their own private forecourt that can be used to accommodate them.
3. A boards and other advertising structures must be temporary in their nature so that they can be easily removed (e.g. require no excavation to install or remove).
4. A boards and other advertising structures must be totally removed from the highway at the end of the day's trading.
5. A boards and other advertising structures must not be placed on central reservations, refuges or roundabouts.
6. A boards and other advertising structures must not be chained, attached or fixed to any highway surface, tree, lamp column, post, guardrail, bollard, seat or any other item of street furniture.
7. A boards and other advertising structures must not damage the highway.
8. A boards and other advertising structures must be stable and not easily blown over. In the event of high winds and/or inclement weather they should be removed from the footpath completely.
9. A boards and other advertising structures must not cause an obstruction to vehicle or pedestrian sight lines.
10. An unobstructed footway width of 1.5 metres needs to be maintained and permanent structures (litter bins, bollards, street furniture etc.) should be taken into account. If the minimum width cannot be maintained then A boards and other advertising structures should not be placed on the highway.
11. A boards and other advertising structures must be such that they can easily be detected and negotiated by the visually impaired and those with mobility difficulties.
12. A boards and other advertising structures should be sited directly outside the premises against the building line or boundary. Alternatively, it may be sited in line with existing street furniture depending upon the location.
13. Rotating or swinging A boards and other advertising structures will not be permitted. Lights should not be attached to A boards and other advertising structures

14. A boards and other advertising structures should be standard A1 size (841mm x 594mm) and no higher than 1100mm above ground level (including any support). A boards and other advertising structures should be constructed and maintained to a good standard and be safe for passing highway users.
15. Only one A board or other advertising structure will be permitted per business premise. Where multiple occupancy premises share joint accesses, only one A boards and other advertising structures will be allowed per shop/business frontage.
16. If a premises has a current licensed street café then any advertising should be contained within that agreed café area and not outside that area.
17. The Council may require the immediate removal of any A boards and other advertising structures if requested by an authorised officer, Police Officer/Police Community Support Officer or with other reasonable cause including the need for access to maintain the highway or when events or parades are taking place.
18. The Council reserve the right to consider each site on its merits and may vary these guidelines if appropriate.
19. If an A board or other advertising structure is placed on the highway and does not comply with the policy guidelines a letter/notice will be sent to the business. If the guidelines are still not complied with the item will be removed and placed in storage and after 28 days it will be disposed of. An invoice for the removal costs will be sent to the owner.
20. Nothing in these guidelines absolves those concerned from their legal responsibilities under the Highways Act 1980 and other legislation.