

A-boards

and Other Advertising Structures on the Highway



→ Policy and Guidelines

Spring 2010



Nottingham
City Council

Introduction

The use of A-Boards throughout the city has steadily increased over the past few years. A-Boards are now causing a problem to pedestrians and particularly the visually impaired and wheelchair users. They are also having an adverse effect on the city's streets and shops. It is for these reasons that the City Council in consultation with key stakeholders and local businesses has produced this policy and guidelines to reduce the number of A-Boards and control the impact they have on pedestrian safety and convenience.

Background

A proposal to remove A-Boards and other unauthorised advertisements from the highway was approved in May 2009. However, following discussions with local businesses, it was agreed that the City Council and local businesses would work together to develop an agreed policy and guidance. This would permit A-Boards to be placed on the highway to promote businesses subject to clear guidelines which, comply with relevant legislation and ensure the safety and convenience of the public, particularly the visually impaired and wheelchair users.

Objective

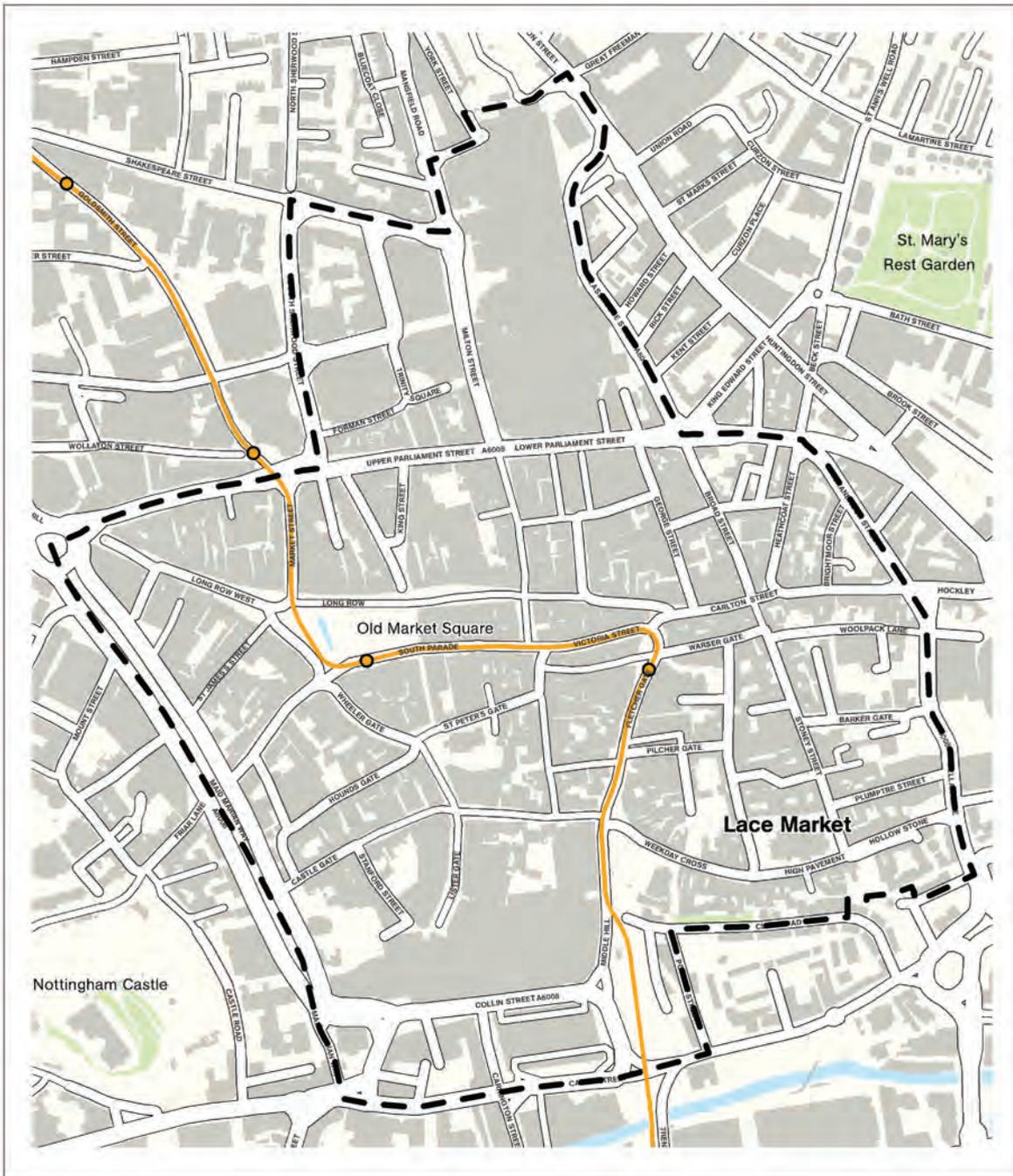
- Work with traders to promote their businesses in a way which improves the street and allows pedestrians to move freely through a clear, obstacle-free network of streets.
- Ensure the safe and free movement of pedestrians especially the visually impaired and disabled people.
- Improve the quality of streets in line with the current Nottingham City Centre Streetscape Design Manual¹.
- Ensure that the powers contained within the Highways Act 1980² and Road Traffic Regulation Act 1984³ Town and Country Planning Act 1990 and Town and Country Planning (Control of Advertisements) (England) Regulations 2007⁴ are applied fairly and consistently, and in the public interest.
- The policy will apply to the Central Core Area. See plan over.

1 www.nottinghamcity.gov.uk/index.aspx?articleid=5637

2 Highways Act 1980. Available from HMSO or at www.opsi.gov.uk.

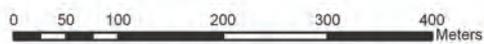
3 Road Traffic Regulation Act 1984. Available from HMSO or at www.opsi.gov.uk.

4 Available from HMSO or at www.opsi.gov.uk.



Key

 Central Core Boundary



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 Map Produced on: 20/01/10 by: St GIS Team. w\gis\projects\110051\central core plan



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City Council**

Compliance and Enforcement

All A-Boards and other advertising structures must comply with the guidelines contained in this guidance. Compliance with the guidelines will usually mean that the A-Boards or other advertising structures are acceptable, but the Council reserves the right to take enforcement action where compliance with the relevant legislation is not achieved. A-Boards that create a nuisance, breach advertising legislation or present a danger, for example, are likely to be removed by the Council in accordance with relevant legislation. This may involve serving a Notice requesting removal before seeking a court order for removal and disposal where necessary. However, A-Boards or other advertising structures that constitute an “immediate danger” will be removed from the highway straightaway and either returned to the owner, if possible, or kept and later destroyed.

Any A-Boards or other advertising structures removed and stored by the Council will be kept for 28 days before being disposed of. The Council may seek to recharge any expenses incurred in removing A-Boards or other advertising structures to the owner.

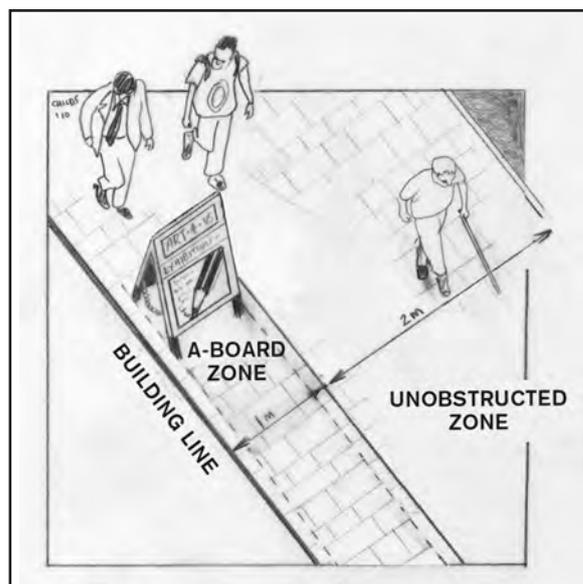
Size/Type/Style

- Should be a standard A1 size and a maximum of 1.1 metres high.
- Should be of a quality construction – wood preferred for most locations but not to exclude other good quality materials such as stainless steel.
- Rotating or swinging signs will not be permitted.
- A maximum of one A-Board per business.
- Should be temporary, and not fixed in nature, i.e. to other street furniture.

Location

- On a traditional road and pavement A-Boards must be placed against the building line while maintaining a minimum of 2 metres ‘unobstructed zone’, as set out in the Department for Transport ‘Inclusive Mobility’ guide⁴. Where this isn’t possible because of physical constraints 1.5 metres is the minimum acceptable distance.

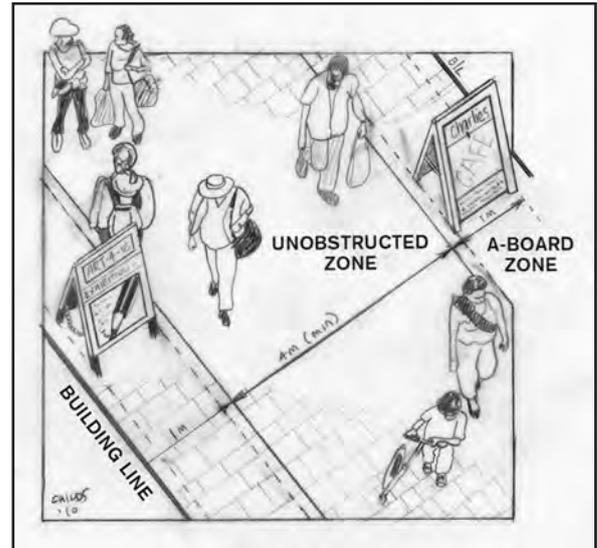
Examples of these types of streets includes: Upper Parliament Street, King Street and Queen Street.



⁴ www.dft.gov.uk/transportforyou/access/peti/inclusivemobility.

- On 'paved' pedestrian streets with lower numbers of pedestrians, (less than 20,000 per day) which have sufficient width to maintain an 'unobstructed zone' for pedestrians, A-Boards may be placed against the building.

Examples of these type of streets includes:
Pelham Street and St James' Street.



- A-Boards must be placed outside own business,
- must not be within 2 metres of any other permanent or temporary item of street furniture (such as bus stops, benches, cycle stands and litter bins), and
- must not cause a visual obstruction to pedestrians or drivers.
- They must be removed when premises are closed and
- when weather conditions such as high winds could make the boards unstable.

Other

1. We will be tolerant of existing A-Boards subject to agreement with Nottingham City Council if we are satisfied that they are managed and located correctly. All new A-Boards should comply with guidance.
2. All businesses are legally liable for any claims from damage or injury, caused by displaying A-Boards on the highway. Compliance with these guidelines will not relieve you of this responsibility and you are advised to have a Public Liability Insurance cover of £5 million for any such claims.
3. In the event of an emergency, or to allow access to pipes and cables, A-Boards may need to be removed to get access to the highway.

Advice and Assistance

We will be pleased to discuss any proposals for A-Boards or provide clarification on suitable locations.

Alternatives to A-Boards

Alternatives to A-Boards such as fascia and projecting signs may, subject to planning requirements, be permitted. These alternatives should be discussed with a member of the City Council's Planning Service (Telephone: 0115 915 5426).



Precincts and Arcades with multiple businesses

Larger shared boards or signs may be considered where there are multiple businesses in close proximity.

For further information please contact the City Council's Highway Network Management Team on 0115 915 6653.

Streets where A-Boards will not automatically be allowed

A-Boards and other advertising structures will **not** automatically be permitted on the streets where:

- there are high numbers of pedestrians (generally in excess of 20,000 pedestrians per day) and/ or
- pedestrian safety and servicing needs are adversely affected by narrow footways or other physical restrictions.

These apply to the following streets and areas:

Long Row Central
South Parade
High Street
Lister gate
Victoria Street
Bridlesmith Gate

Long Row East
Cheapside
St Peter's Square
Hounds gate
Byard Lane

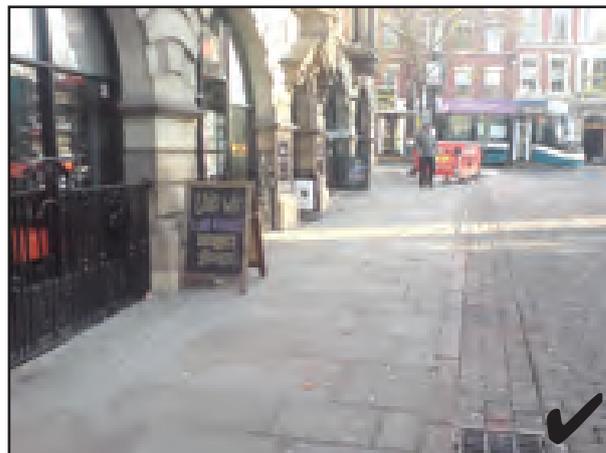
Smithy Row
Clumber Street
Albert Street
St Peter's Gate
Exchange Walk

In these instances we will talk to businesses about any proposals they have and look at individual circumstances.

Good and Poor Practice



A-Board positioned against the building maintaining an unobstructed zone for pedestrians



A-Board positioned against building line where pedestrians can use carriage way



A-Boards poorly positioned and obstructing pedestrians

Legal reference

Highways Act 1980 Sections 137, 143, 148 and 149 relate to the depositing or placing of items within the highway and give the Highway Authority powers to control.

Road Traffic Regulation Act 1984 Section 69 gives general provisions for the Local Highway Authority to require the owner or occupier to remove signs such as A-Boards.

The Town and Country Planning (Control of Advertisements)(England) Regulations 2007⁵ relate to the control of outdoor advertisements and the need for Advertisement Consent from the Local Planning Authority.

The Town and Country Planning Act 1990 (as amended).

⁵ The Town and Country Planning (Control of Advertisements)(England) Regulations 2007. www.opsi.gov.uk.

Contact Details

Traffic Management

Highway Network Management

Tel: 0115 915 6653

e-mail: highway.management@nottinghamcity.gov.uk

City Centre Management

Retail and Bid Development Manager

Tel: 0115 915 5305

e-mail: jane.dykes@nottinghamcity.gov.uk

Community Protection

Enforcement

Tel: 0115 915 2020

e-mail: communityprotectiona@nottinghamshire.pnn.police.uk

Access Manager

Tel: 0115 915 8114

e-mail: john.devonport@nottinghamcity.gov.uk

Planning Services

Tel: 0115 915 5426

e-mail: development.control@nottinghamcity.gov.uk