



A Boards

Policy and guidelines for A Boards and other advertising structures on the highway



Introduction

A Boards are used on the highway throughout the city by businesses to promote their presence. These can support businesses and provide colour and life in Nottingham's streets. However, A Boards can cause problems for pedestrians, particularly the visually impaired and wheelchair users. They can also have an adverse effect on the city's streets if not of good quality and managed properly.

For these reasons the City Council, in consultation with key stakeholders and local businesses, has produced this policy and guidance to manage the number of A Boards and the impact they have on pedestrian safety and convenience.

Background

Following discussions with local businesses in May 2009, the City Council and local businesses worked together to develop an agreed policy and guidance. This policy permits A Boards to be placed on the highway to promote businesses subject to clear guidelines that comply with relevant legislation and ensure the safety and convenience of the public, particularly the visually impaired and wheelchair users. This policy was originally produced in 2010 and revised in 2013.

The objectives of the policy are to:

- Work with traders to promote their businesses in a way which improves the street environment 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 Manual.¹
- Ensure that the powers contained within the Highways Act 1980², 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 City Centre and neighbourhoods within the the Nottingham City Council boundary.

¹ www.nottinghamcity.gov.uk/CHttpHandler.ashx?id=7140&p=0

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.

⁵ www.dft.gov.uk/transportforyou/access/peti/inclusivemobility.

⁶ The Town and Country Planning (Control of Advertisements) (England) Regulations 2007. www.opsi.gov.uk.

Scale:

0 50 100 metres

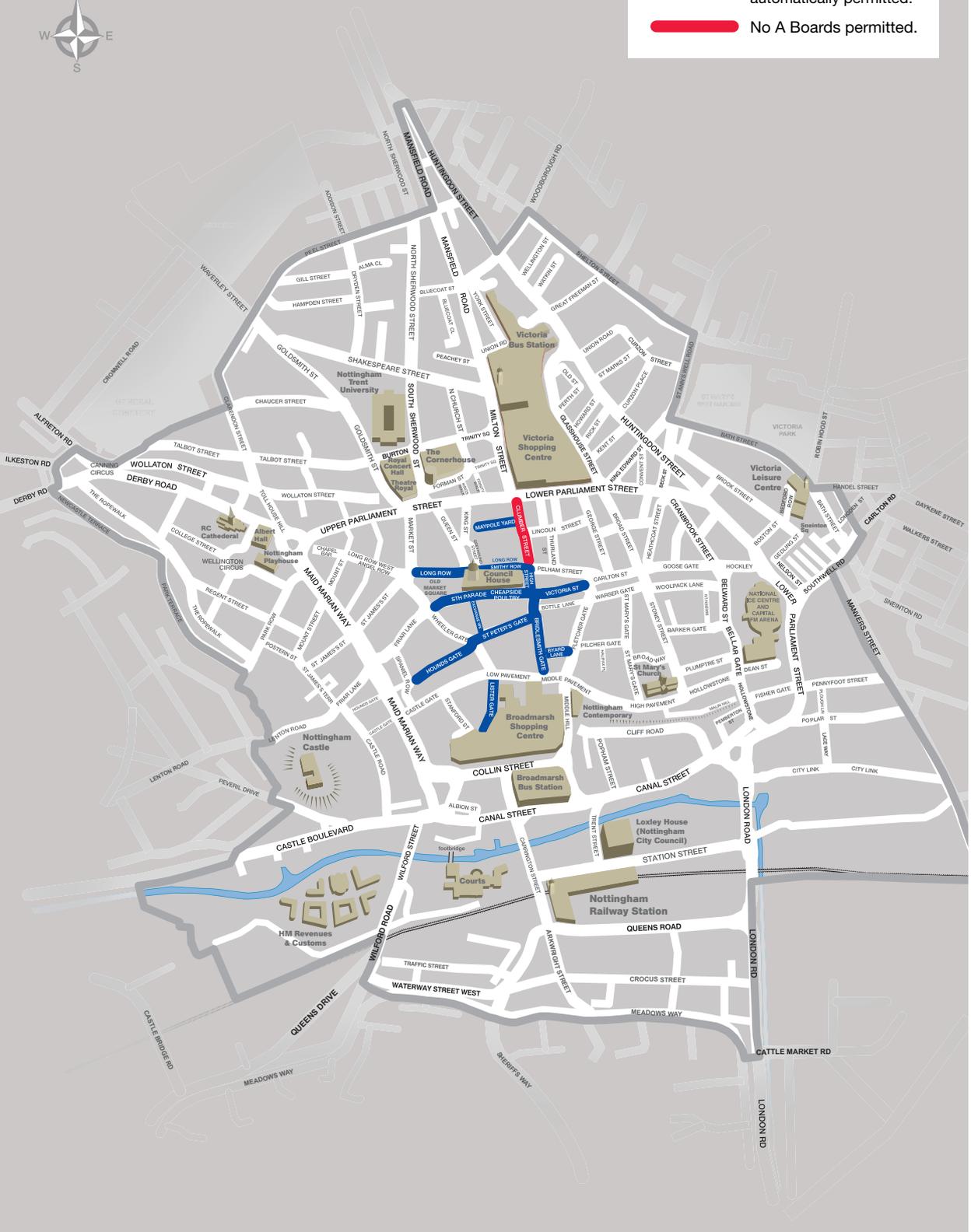
Walking distance:

It will take approximately 5 minutes to walk this far



KEY

-  City Centre Boundary
-  A Boards not automatically permitted.
-  No A Boards permitted.



Streets within the City Centre where A Boards are restricted*

*The policy applies to the whole of the Nottingham City Council area.

Compliance and enforcement

All A Boards and other advertising structures must comply with the guidelines contained in this document. 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** in any case where the relevant legislation is not complied with.

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. The Council may seek to recharge any expenses incurred in removing A Boards or other advertising structures.

Under section 137 of the Highways Act 1980 it is an offence to wilfully obstruct the free passage along a highway. This could include obstruction by an A Board and a person convicted of such an offence could be liable to a fine of up to £1,000.

Enforcement of A Boards may involve serving a Notice requesting removal before seeking a court order for removal and disposal where necessary, or possibly prosecution. A Boards or other advertising structures that constitute an 'immediate danger' will be removed from the highway immediately.

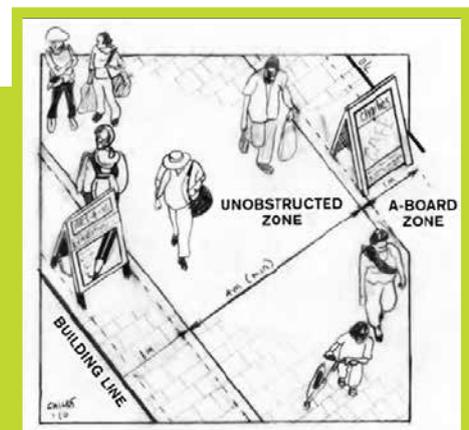
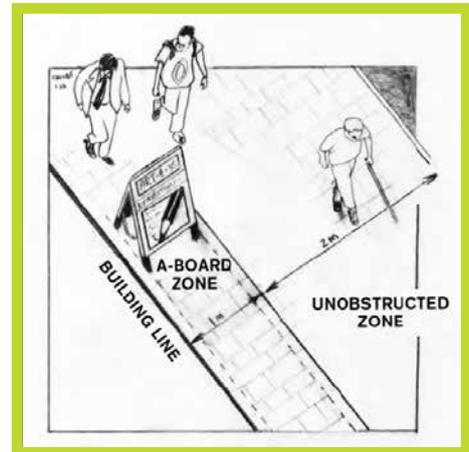
Location

On a traditional road and pavement A Boards must be placed against the building line and have a minimum 2 metre 'unobstructed zone', as set out in the Department for Transport 'Inclusive Mobility' Guide⁵. Where this is not possible because of physical constraints, 1.5 metres is the minimum acceptable distance.

Examples of these types of streets in the city centre include Upper Parliament Street, King Street and Queen Street.

On paved pedestrian streets with lower numbers of pedestrians and sufficient width to maintain an 'unobstructed zone' for pedestrians, A Boards may be placed against the building.

Examples of these type of streets in the city centre include Pelham Street and St James' Street.



- A Boards must be placed directly outside your own business, or within your outdoor seating area.
- They 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).
- A Boards must not cause a visual or physical obstruction.
- They must be removed when premises are closed and when weather conditions such as high winds could make the boards unstable.

Streets where A Boards will not automatically be allowed

A Boards are permitted on the majority of streets within the city centre subject to the terms of this guidance and as long as they comply with the relevant legislation.

A Boards are not automatically allowed on streets where there are high numbers of pedestrians (generally in excess of 20,000 pedestrians per day) and/or where pedestrian safety and servicing needs are adversely affected by narrow footways or other physical restrictions.

A Boards are not permitted on Clumber Street.

A Boards are not automatically permitted in 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
- Maypole Yard
- Albert Street
- St Peter's Gate
- Exchange Walk

We will talk to businesses in these areas about any proposals they have and look at individual circumstances.

Outside the city centre, the placing of A Boards on narrow streets or those with high footfall will be considered in line with this Policy and must comply with the relevant legislation.

Please seek further assistance if required.

Size, type and style

All A Boards must be:

- A standard A1 - A0 size (approximately 1.1 metres high)
- Of a quality, safe, static and sturdy construction
- Temporary and not fixed in nature (i.e. attached to other street furniture)

A maximum of one A Board per business is permitted.

Good and poor practice

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



A Board poorly positioned and obstructing pedestrians.

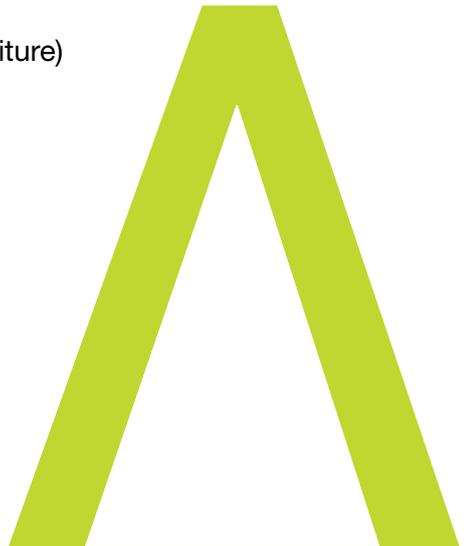


Advice and assistance

We are happy to discuss any proposals for A Boards or provide clarification on A Board design or suitable locations.

Community Protection Enforcement

- Telephone: 0115 915 2020 between 9am – 5pm
- Email: cpservicecentre@nottinghamcity.gov.uk



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 876 4447
- Email: development.management@nottinghamcity.gov.uk

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.

- Telephone: 0115 876 5238
- Email: highway.management@nottinghamcity.gov.uk

Legal reference

Any claim made for loss or injury as a result of the displaying A Boards will be referred directly to the owner of the A Board, therefore you are advised to carry Public Liability Insurance with cover of at least £5 million.

The 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.

The 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 2007⁶ 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)

- Action may be taken against an individual/employee who fails to keep to the terms of this policy, and causes an obstruction, not necessarily the employer.

Contact details

If you have any queries about the use of A Boards please get in touch with Community Protection Enforcement.

- Telephone: 0115 915 2020 between 9am and 5pm
- Email: cpservicecentre@nottinghamcity.gov.uk
- Website: www.nottinghamcity.gov.uk

