



Guidelines

The culture of advertising on the highway via the use of an 'A Board' is a growing trend across the county. There is a demand to advertise to promote economic and business needs but this has to be balanced against Hertfordshire County Councils need to allow unimpeded access to the highway and not to restrict the free flow of highway users. Under the Highways Act 1980 Hertfordshire County Council has a duty to ensure that all users of the highway can pass and re-pass freely.

The following guidelines will be applied;

- An 'A Board' can only be placed on the pavement/highway during trading hours.
- You must leave the pavement / highway in a neat and tidy condition at the end of each day. You must not cause any unnecessary obstruction of the pavement/highway or danger to people using the pavement/highway.
- Consideration to size and layout must be given to allow members of the public with disabilities to access and move around within the area of the 'A Board'.
- You must not obstruct the access and exits to any premises, including your own. All emergency exits and routes from buildings and those associated with the highway must be kept clear.
- During an emergency you must remove the 'A Board' from the highway, if instructed to do so by; Police officer, Fire officer, Paramedic, Undertaker, Utilities companies or other authorised persons.
- You must comply with any reasonable requests in relation to the use of the highway by officers on behalf of the Council.
- You must not allow any excavations or indentations of any description in the surface of the highway or fix equipment of any description into the surface of the highway, items of street furniture or other highway assets.
- You must not allow the use of the highway for any other purpose other than to place an 'A Board' on it during the hours of trading.
- All District / Borough Council planning authority approvals and / or Building Regulation and / or advertising consents must be obtained if appropriate including consent from District / Borough Council if the sign, board or display is to be placed in a conservation area.

Where the premises are fronted by a private forecourt, then the advertising board should be kept within this area.

Where multiple occupancy premises share a joint access or forecourt area, only one board representing all the establishments will be allowed to be placed on the public highway. In this case representation needs to be made from one occupier on behalf of all the other businesses.



Any advertising boards will be the owner's responsibility when placed in the public highway.

By placing an A Board on the highway, each owner of such A Board undertakes with the County Council that:

- It indemnifies the County Council in respect of all actions claims demands expenses and proceedings arising out of or in connection or incidental to the A Board on the highway and that,
- It is insured against public liability risks for a sum of at least £5,000,000.00 in respect of any one claim and shall make available to the County Council for inspection the relevant policies of insurance together with receipts and premiums paid.

Additional Requirements 'A Boards' must;

- relate only to the normal business of the trading establishment.
- be presented in an attractive, professional manner, maintained to a reasonable standard and must not contain offensive, indecent or inappropriate material.
- be stable and designed to not represent an actual or potential danger/cause of injury to any highway users and must remain visible at all times.
- be temporary in their nature so that they can be easily removed.
- be totally removed at the end of each day's trading.
- not cause a visual distraction or obstruction to vehicle sight lines or block visibility for pedestrians.
- be such that they can be easily detected by the visually impaired and negotiated by those with mobility handicaps.
- not block any access/egress for pedestrians or vehicles.
- Allow a minimum of 1.8 metres of clear unobstructed pedestrian footway
- not be located within 2.0 metres of any permanent or temporary sign, pillar, post, item of street furniture or other display.
- not be placed within 2.0 metres of any footways tactile paving
- take into account the other reasonable facilities in the area and remain at least 2.0 metres from bus stops, pedestrian crossings etc. in relation to their positioning.
- be placed to the rear of the highway (near the premises frontage wall/window) unless this causes pedestrian hazard by placing their path too near the carriageway.
- not have detrimental effects on the surface of the footway.

Action we may take;

- Where the County Council finds 'A Boards' placed inappropriately or contrary to these guidelines the owner of such A Boards will be advised to remove or re-site them. However, if the owner does not take action, the County Council may itself (through its contractors, agents or staff remove the boards.
- Where an 'A Boards' is in breach of any matters contained in these guidelines the owner of such board will be advised to correct the defect. However, if the owner does not take action, the county council may remove the board itself (through its contractors, agents or staff)
- Where an 'A Boards' is found to be causing a significant safety hazard the county council itself (through its contractors, agents or staff may remove such board immediately and either take to a Highways Depot or return to the owner.

The examples below are for illustrative purposes only. Hertfordshire County Council accepts no responsibility for their content. The examples are not intended to promote, advertise or discriminate against any individual, business or service.

| Unacceptable ‘A Boards’ | Acceptable ‘A Boards’ |
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| <p>This board would not be accepted due to its swinging construction which can adversely affect people with disabilities.</p> | <p>This board in a pedestrianised street is acceptable as it does not impede the free flow of pedestrians and is adjacent to the shop, it is also within the acceptable size limits.</p> |
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| <p>This board would not be accepted because it is chained to a street light.</p> | <p>This board is acceptable as it is adjacent to the shop and demonstrates at least 2 metres of useable pavement.</p> |
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