



Example of Total Ban Policy from Hackney



The illustration shows three A-boards on a light blue background. The leftmost board is blue with white text that reads "trip over me". The rightmost board is dark blue with white text that reads "I'm in the way". In the center, a white board with a blue hand icon pointing to the right contains the handwritten text "A-boards are hazardous to pedestrians".

A-board guidance

Keeping our high streets open and accessible for all



Hackney

An **A-board** is a free standing board advertising the goods or services of a business.

A-boards are usually placed outside shops, cafes or other businesses to attract customers.

A-boards can be a major hazard to pedestrians, especially people with visual impairments or physical disabilities. They can clutter the pavement, making it difficult for people in wheelchairs or people with pushchairs to use the space.

Well designed, uncluttered streets increase footfall and are beneficial to local businesses.

To make sure our streets are accessible to all, and to make sure we are consistent, **no A-boards are allowed on the public highway in Hackney.**



Why are A-boards not allowed on the public highway?

It is in the interests of residents, business owners and visitors that Hackney's high streets are open and accessible to all.

We have a duty to protect the public's access rights on roads and footways. It is an offence to wilfully obstruct any user of the highway, without lawful excuse or authority.

Since 2006 we have been removing street furniture including bollards and other obstacles, and have removed more than 6km of railing. We need businesses to help to keep our streets free of clutter.

Our approach is supported by the Royal National Institute of Blind People (RNIB) and Disability Back Up. RNIB says:

"It is essential for many people, including blind and partially sighted people, to have a clear route to walk along a pavement. Walking past shops too often involves running the risk of serious injury from advertising boards spread across the pavement, sometimes causing a dangerous obstruction.

Falling over an A-board can be both painful and confidence knocking. The unmonitored, under-regulated and over use of the boards is dangerous and obtrusive.

RNIB supports a complete ban on A-boards. A complete ban will enable many people to walk along their local streets without fear of colliding with a heavy, painful sign."



Can I put an A-board on land I own?

You can place A-boards on private land. This includes:

- the enclosed area in front of a shop
- a terrace in front of a restaurant or cafe.

It does not include the area of pavement in front of premises which forms part of the highway.

Owning the cellar under a public highway does not automatically mean there are rights to place A-boards on the area above.

Notices, signs or A-boards on private land will not need planning permission if:

- the total permitted area of all advertisements does not exceed 4.6 square metres
- they are not illuminated.

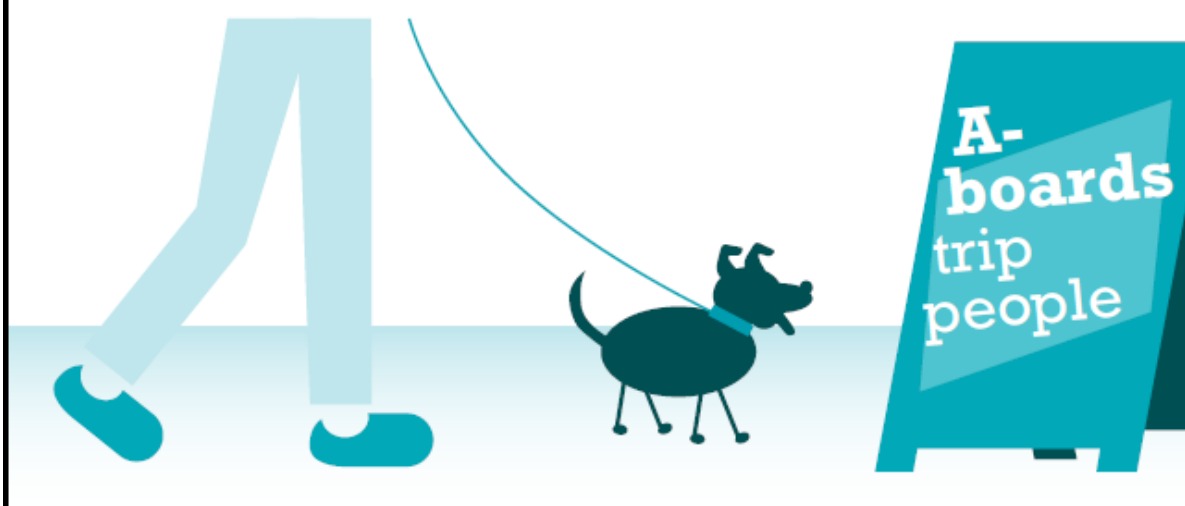
If I have a tables and chairs licence can I display an A-board?

No. A tables and chairs licence is for tables and chairs only.

We have to be fair and consistent. This means that no A-boards can be put on the public highway whether or not that space is licensed for another activity.

How can I advertise special offers?

Chalk boards or white boards can be displayed in shop windows or fixed to an external wall next to a window.



How else can I advertise my business?

There is a wide variety of notices, signs, awnings and advertisements that have deemed consent. This means you do not need specific planning permission to erect them.

To benefit from deemed consent rights, there are certain conditions you must follow. These are broadly:

- Signs may only advertise the goods or services available at your premises.
- If your business is a shop, signs should only be put on external walls which have shop windows on them.
- A sign must not:
 - have any letters, figures or symbols over 0.75 metres in height, or 0.3 metres in a conservation area
 - have its highest part at more than 4.6 metres above ground level, or 3.6 metres in a conservation area
 - have its highest part above the level of the bottom of the first-floor window in the wall where the advertisement is
 - project more than one metre from the wall or exceed two thirds of the width of the pavement below it.

If your advertisement or signs fall outside the deemed consent rights, you may apply to the council for advertisement consent, which will be assessed against our planning policies.

If your shop is a listed building or in a conservation area you should contact the planning department to find out if you need specific consent.

