

| The case for a zero tolerance approach to A-boards | The case for permitting A-boards on the Public Highway |
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| A very clear simple approach | Businesses off the beaten track may be easier to find/discover |
| <p>No requirement to develop a set of standards looking at issue such as:</p> <ul style="list-style-type: none"> • acceptable foot way widths for the volume of pedestrians, • size, • colour, • style, • content, • number, • time of day • proximity to the business in varying circumstances • ensuring liability insurance is in place • approved fixing methods • historic setting | Businesses have an apparent additional low cost method of advertising their goods or services to compete with each other |
| Minimal CYC staff resource implications | Allows a business to quickly adjust its message to suit the conditions of the day |
| No requirement to establish a monitoring regime to ensure compliance with conditions | A potential income generator for the LA - though there is also a rise in staff resources - cost may be seen as unreasonably high |
| No requirement for an appeals process when applications are refused | |
| Places all businesses on the same advertising footing regardless quirks in location (an abrupt change in foot way width or close to a junction for example) | |
| Prevents escalation of advertising on street by similar competing businesses | |
| Cuts the Local Authority's risk to compensation claims for injury due to trips and falls | |
| Removes the chance of boards | |

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| ending up in the carriageway (e.g. blown over in the wind) | |
| Improves the ability for people to freely travel along the highway; especially those with sight or mobility difficulties. | |
| Removes a mismatch of types and styles of advertising that poorly represents the local street scene. | |
| Ensures boards aren't inadvertently allowed to obstruct a drivers view | |
| Prevents local authority equipment being damaged or made more difficult to access | |
| Removes the possibility of damage to other objects e.g. trees, caused by A-boards being attached. | |