

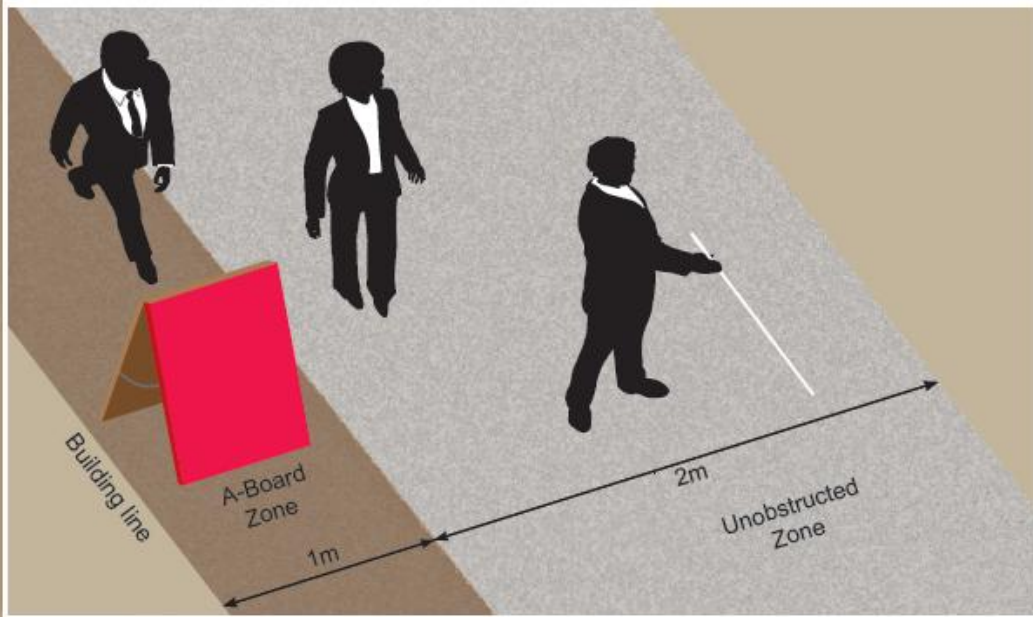
Example of Simple Policy Allowing Use of A-boards from Essex County Council



Essex County Council policy
for the placement of advertising boards
on the publicly maintainable highway

An advertising board will be no larger than the standard A1 size (637x1100x800 mm) and normally two sided, however this does not prevent the use of new forms of mobile facilities. Any mobile facility must be of sufficient weight or design so as to prevent it being blown over in the wind and not creating a hazard to other highway users and be portable in case removal or re-siting is required.

A minimum of 2 metres unobstructed footway width **must** be maintained between the edge of carriageway and the advertising board. In exceptional circumstances, with the agreement of the borough/district or city council responsible for the location and following discussions with the appropriate access mobility groups a minimum clearance of 1.8 metres will be considered.



If a business has its own private forecourt adjacent to the highway the advertising board should be placed fully within the confines of the forecourt.

The advertising board must be positioned within the curtilage of the property to which it relates.

Only one advertising board per business will be allowed.



Advertising boards will not be permitted in conservation areas except with the written agreement of the borough/district or city council.

Sufficient public liability insurance should be in place.

The advertising boards will not:

- obstruct access to bus stops, taxi ranks or other frontages
- obstruct access to any service covers or apparatus
- be placed on or near to tactile paving or dropped kerbs
- obscure the visibility of highway users on or near a junction
- obscure any traffic signs or road markings

The advertising board will be kept clean and tidy, in good condition and appear professionally made with no content likely to cause offence.

The advertising board should be removed when the premises are closed.

If within a short distance a proliferation of advertising boards results in pedestrians finding it difficult to navigate, all owners will be asked to remove boards until agreement can be reached. (Essex County Council, borough/district and city councils).

