

The case for a zero tolerance approach to A-boards	The case for permitting A-boards on the Public Highway
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"> <li>• acceptable foot way widths for the volume of pedestrians,</li> <li>• size,</li> <li>• colour,</li> <li>• style,</li> <li>• content,</li> <li>• number,</li> <li>• time of day</li> <li>• proximity to the business in varying circumstances</li> <li>• ensuring liability insurance is in place</li> <li>• approved fixing methods</li> <li>• historic setting</li> </ul>	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	

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.	