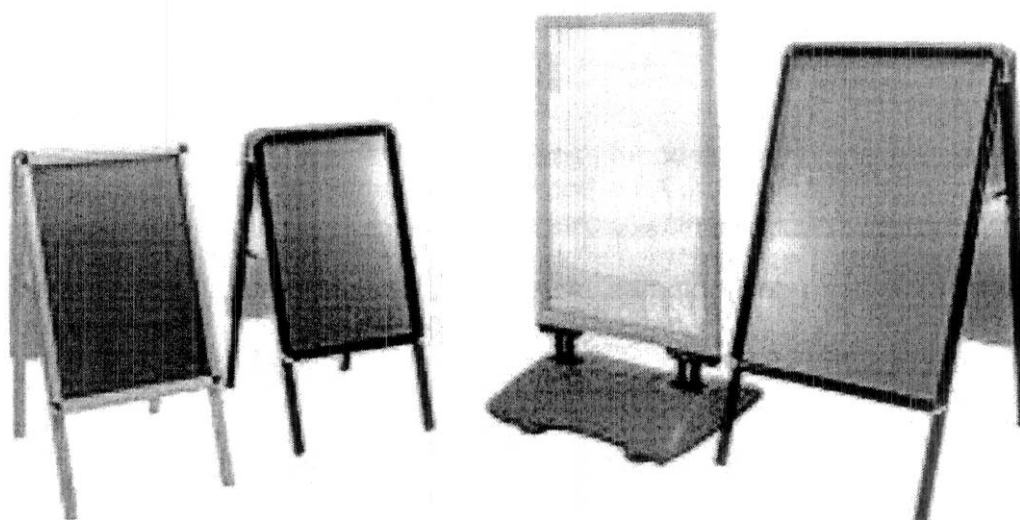




A-Boards on the Highway Policy & Guidance



Policy & Guidance on A-boards on the Highway

Objective

These signs are common across Kirklees but it is essential that pedestrians have a clear, safe route along pavements and walkways. More and more A-boards are being displayed in this way, making our towns look cluttered and less attractive. This also creates problems for pedestrians who have to get around pavement signage when walking around a town. It is particularly difficult for visually impaired people, those with mobility issues, wheelchair users and parents and carers with pushchairs. A-boards displayed on the highway can be considered unsightly and have a negative impact on the street scene.

We know that businesses need to promote their services and bring in custom but this cannot be done without considering the safety of passing pedestrians and the effect on the street scene and the local economy.

Licensing A-boards will mean they can only be placed where there is no danger to pedestrians or create a potential obstruction and where there isn't a negative impact on the street scene and will assist in enhancing the economic sustainability of towns, suburban and rural businesses and communities.

It is an offence to obstruct the highway and legislation allows for licensing schemes by a local authority.

Policy Scope

This policy relates to any A-boards and similar advertising boards placed on the highway without permission. An A-board includes any type of adverts/directional signs/information signs/inanimate characters.

The "Highway" includes footpaths, paved areas and pavements, and this policy also includes A-boards attached to highway property. It does not include A-boards sited on private property or land.

Application process

Please apply on Kirklees Council's A-board Licence application form, which is available from Kirklees Council, Licensing Department, Flint Street Depot, Flint Street, Fartown, Huddersfield, HD1 6LG or online at www.kirklees.gov.uk

Where consent is given, licences will be issued under sections 115 (E) of the Highways Act 1980, Section 224 of the Town And Country Planning Act 1990 and the Town and Country Planning (Control of Advertisements) Regulations 1992 for a period of 5 years. Licenses are not transferable.

You must obtain permission from the Council prior to placing any A-board on the highway. A fee will be charged for each licence of £105 per application*.

** This fee is current at October 2014 but is subject to change.*

The applicant should complete and submit the application form that includes:

- a) Exact proposed location of the A-board with a scale drawing indicating where it will be placed outside the premises and where the entrance and/or exits to the premises are. The dimensions of the A-board, the width of pavement, proximity to the kerb and distance from other street furniture (e.g. telephone boxes, benches, litter bins, street lighting/signage columns etc).
- b) Colour photo or illustration of the proposed A-board.
- c) A copy of the businesses current Public Liability Insurance Certificate and Policy, showing that they have at least £5,000,000 (five million pounds) of cover and that the policy covers items placed on the highway.
- d) Payment of the licence fee.
- e) The notice once it has been displayed on the premises (found attached as appendix A at the back of the guidance)

When considering the application consultation will be carried out with other Council departments and businesses whose premises have frontage to the proposed site to give them the opportunity to comment, as required by legislation.

The needs of other highway users will also be taken into consideration e.g. pedestrian flows, vehicular access and the cumulative effect of A-boards from different premises etc.

This process will include the business displaying a notice detailing their application in their premises window for a minimum of 28 days allowing time for any objections to be received by the Council. If none are received and the A-board meets all other relevant criteria the licence will be issued and will be valid for a period of 5 years from the date of issue.

If there are any objections received the Council will consider them and determine whether to grant or refuse the application. Please note applications may take up to 8 weeks to process and you must not display any A-board outside your premises unless you have been granted a licence.

A new application will need to be made at least 8 weeks before the expiry of an existing licence.

Kirklees Council reserves the right to refuse to give consent to any application.

Guidance

A-boards will only be licenced outside the premises that is applying for the licence and owns the board. Any advertising must relate to the business that holds the licence.

Signs attached to private property (such as fitted flush to a building or attached to railings that belong to the property and not overhanging the highway) will be dealt with using Planning enforcement powers. Where signs have been attached to

private property without permission of the owner the occupier/owner will be asked to remove the signs.

No rotating signs or signs on wheels or trailer type devices will be licensed.

No freestanding boards leant against walls or attached to highway structures, street furniture, trees or other items within the highway will be licensed and such boards will be removed.

A-boards will not be permitted on grass verges, central reservations, roundabout, pedestrian safety refuges and other such areas of the highway which may cause a road traffic hazard or make it difficult to maintain these areas.

Where a business has a private forecourt adjacent to the highway any A-board must be placed wholly within this forecourt.

Any liability arising from an accident or damage involving an A-Board remains firmly with the owner of the board.

A-boards must not be displayed without the prior permission of the Council.

Licence conditions

1. A-boards must be fit for purpose, stable, robust and maintained in good condition. It should appear professionally made and sign written. Offensive content will not be permitted.
2. The board must be 2 sided, of the 'feet' type where the base is widest part of the board so that the board has its solid element just above ground level to be detectable by a visually impaired persons cane and the frame of a colour that ensures maximum visibility. If a central stem type is used the base must be of a contrasting colour to the area it is to be placed on to ensure maximum visibility to pedestrians with visual impairments.
3. A clear pedestrian route shall be maintained for those walking on the highway. This should preferably be adjacent to the building frontage so that most pedestrians and particularly those with visual impairments can maintain their regular route. This should normally be a minimum width of 1.8 metres (M). Therefore A-boards should be placed 1.8M from the building frontage. Consideration should be given to entrances and exits from premises, which should not be obstructed. Visibility splays must not be obstructed. Each application will be considered on its individual merit.
4. The position of the A-board must be consistent on a day-to-day basis and must be in the approved position. It is essential that the position and location does not cause any obstruction or inconvenience to those with disabilities and particularly that adequate space is left between the A-board and frontage of

the building, or in the case of pedestrianised areas and precincts with heavy footfall that it will not cause an obstruction.

5. A-boards may only be sited in accordance with the times stated in the licence.
6. Holders of a licence must hold and maintain a valid public liability insurance policy with cover up to £5,000,000 (five million) pounds.
7. The A-board licence must be displayed within the premises in a prominent position so it can be easily inspected as required.(e.g. in an externally facing window or on a wall inside the publicly accessible area of the premises).

The guidance and licence conditions may be amended from time to time.

A breach of the conditions may result in formal enforcement action and the licence being revoked.

Procedure for non-compliance with an A-board licence

Should the licensee not be compliant with the terms of their licence the Council will try to work with the licensee in the first instance to resolve any issues. This procedure will be:-

- 1) Where the licensee is found not to be complying with the specific conditions of their individual licence, Council officers will offer advice and assistance to enable the licensee to rectify the breaches to ensure compliance.
- 2) Where this is unsuccessful, a letter will be sent informing the licensee that they continue to be in breach of the conditions of licence. Further assistance will be offered to the licensee to rectify any breaches but if compliance is not achieved within 14 days this may trigger step 3
- 3) If persistent breaches of conditions remain the Council will take whatever action it deems appropriate in each individual case. Up to and including seizure of the A-board and prosecution.

Procedure for non-licensed A-Boards on the Highway

- 1) Where an A-board is unlicensed or presents an obstruction or danger to users of the highway the business owner will be asked to remove it immediately.
- 2) Where this is not possible the Council may remove the item and charge the costs incurred for removal and/or storage to the business being advertised on the A-board.
- 3) If persistent siting of unlicensed A-board continues the Council will take whatever action it deems appropriate in each individual case. Up to and including seizure of the A-board and prosecution.

The information given may be held in manual or electronic form and will be subject to the provisions of the Data Protection Act 1998.

This authority is under a duty to protect the public funds it administers, and to this end use information you have provided on this form for the prevention and detection of fraud. It may also share this information with other bodies responsible for auditing or administering public funds for these purposes.

APPENDIX A

THE HIGHWAYS ACT 1980
PERMISSION TO PLACE
A-BOARD/ITEM ON THE HIGHWAY

An application for permission to place A-Board/Item on the Highway has been made to Kirklees Council by:

Applicant Name: _____

This relates to placing A-Board/Item outside the premises on the Highway and is in respect of the premises known as:

Premises Name: _____

Situated at: _____

Any representation regarding the application must be made in writing to:

Licensing Services
Flint Street Depot
Flint Street
Fartown
Huddersfield
HD1 6LG
or
Licensing@kirklees.gov.uk

And made no later than 28 days after the notice is posted; which is

Date: _____