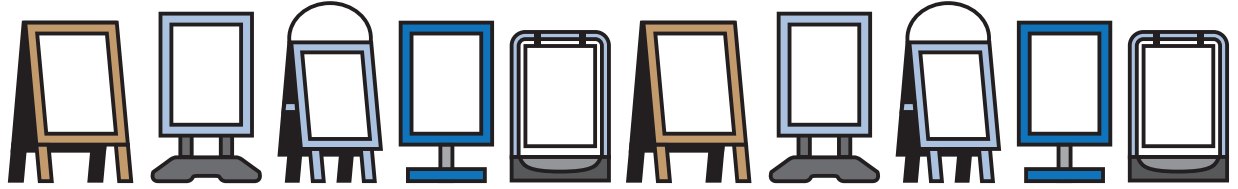


'A' Boards Policy



Draft August 2016

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
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Introduction - Purpose

 This policy establishes City of York Council's position with regards to the placement on the public highway of 'A' Boards or other comparable objects.

The policy relates to the core of the city centre with a boundary consistent with the Business Improvement District.



Background

 The intention of an 'A' Board is that it is linked to/part of/adjacent to the property/business it is promoting. In essence it's an extension to the traditional fascia or hanging sign.

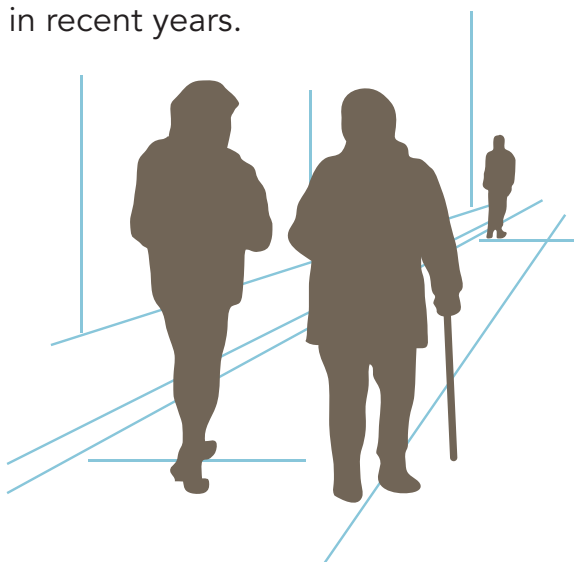
However, the placement of 'A' Boards on the public highway creates many issues, in particular the potential to present an obstruction and safety hazard to users. This is a substantial problem for those with mobility impairment, such as the blind and partially sighted, wheelchair users and people with prams/pushchairs.

The volume of pedestrian/foot traffic in the city centre in particular is significant, at capacity in some places and at certain times.

In many locations the street environment is simply not suited to accommodating additional, non essential features. Whilst the footstreets provide extensive space for pedestrians overall, the demands remain challenging, including the need for certain motor vehicles to have access (refuse collection/essential maintenance).



There is an ongoing commitment to reduce street clutter overall in the city, with many items of council approved street furniture (signage/poles) having being removed in recent years.



There is a need to create good impressions of the city for both residents and visitors, to protect the historic environment and respect the many listed buildings, interesting and vibrant public streets and spaces. Together these make York an attractive place to live in and visit.

The policy

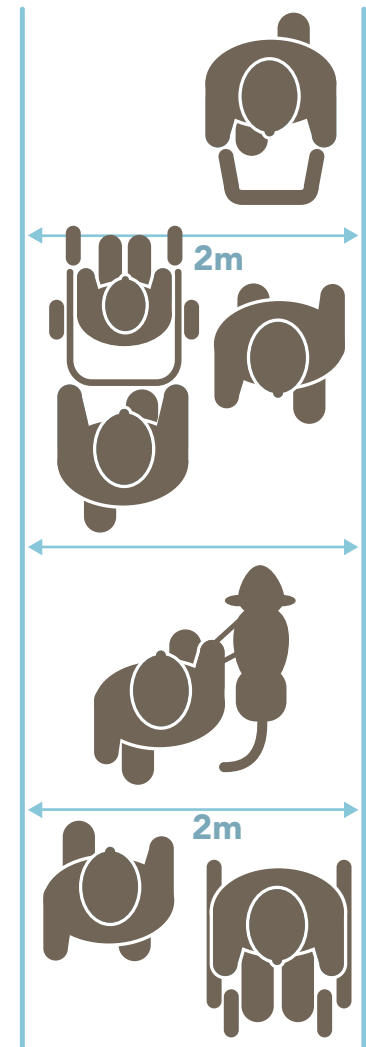
There is a necessity to ensure that the primary purpose of the public highway is achieved and upheld (to pass and repass without let or hindrance). The council has duties under both Highway and Equality legislation and wants to respond proactively to them.

We must ensure that the highway provides safe access and movement for all and manage the risks/hazards associated with obstruction.


We also seek to provide consistency, fairness and support businesses.

The policy covers the streets as shown on the 'A' Boards Prohibition Zone and bans the placement of 'A' Boards (and other advertising objects) on the public highway. All businesses/ organisations within the zone will not be permitted to use 'A' Boards. The only location exception being Micklegate, as the clear width required for pedestrian movement (with an 'A' Board in place), is likely to be achieved. Any business wishing to place an 'A' Board in Micklegate will have to make an application to the council.

The policy is also appropriate because of the impact that multiple 'A' Boards have on the visual amenity of the conservation area and the many listed buildings (accounting for 70 per cent of the buildings within the shopping streets.



City Approved Board (CAB)

 Within the zone it is intended to develop and establish the concept of a wall/building mounted board, approved by City of York Council in partnership with the Business Improvement District (BID). These will take the form of an official means of signposting/advertising private businesses - with limited locations and strict criteria.

At this stage the circumstances envisaged as appropriate for the mounting of a CAB are defined as being;

“Where the sole/primary route/access to a business is via a narrow lane, passageway, snickleway or similar. That is where it does not have an obvious frontage/shop window directly on a main pedestrian thoroughfare (or other means to ‘signpost’ its location).”





The policy envisages that the number of CABs will be highly controlled.


Dubrovnik

This UNESCO World Heritage city uses a uniform banner; wall mounted at the entrance to the many narrow lanes, advertising the business, shops, restaurants

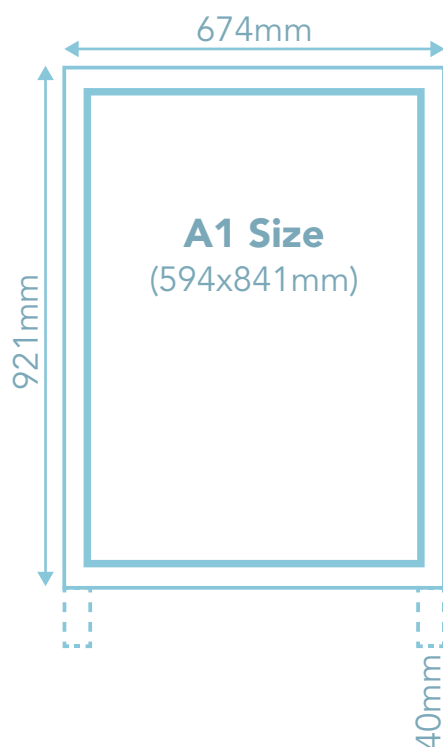


Remote - Shared 'A' Board (RAB/SAB)

 For an initial 12 months (post full implementation of the policy) the council will consider/trial what in effect will be a private version of the 'CAB'. The criteria will be the same as for CAB's, i.e. only in the circumstances defined on page 5. 

 A business (or group of) could propose a private board to be located on a building. In many circumstances this is likely to require a planning application, which will consider the implications.

Alternatively a proposal for a RAB/SAB to be placed on the public highway would require a license application and the criteria on page 7 would be applicable.



Licensed 'A' Boards Criteria

This will only be applicable to Micklegate and any RAB or SAB category 'A' Boards to be placed on the public highway.

1 'A' Board per business

'A' Board positioned only within property frontage – adjoining/abutting



'A' Boards will not be licensed for any carriageway/road/street/lane or any other area of public realm, which is available to motor traffic (even for limited periods)

'A' Board size permissible - A1 MAXIMUM, width 594mm; height 841mm



'A' Boards to be static/rigid only - Not permitted: rotating/swinging/illuminated/powered

'A' Boards to be free standing and immediately removable by hand

'A' Boards only licensed to align with business opening times



'A' Boards only licensed during hours of daylight - They cannot be self illuminated

'A' Board licensee must have public liability insurance to indemnify City of York Council against any claims


'A' Board not to be positioned immediately adjacent to any doorway/entrance or emergency exit; any pedestrian crossing, including dropped kerbs facilitating access for wheel chair users and prams/pushchairs; taxi ranks, bus stops

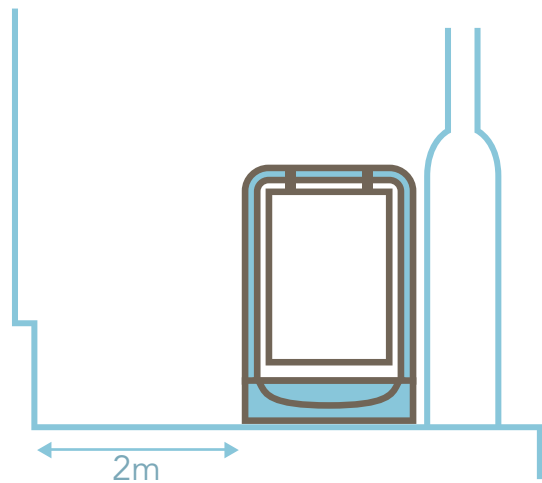
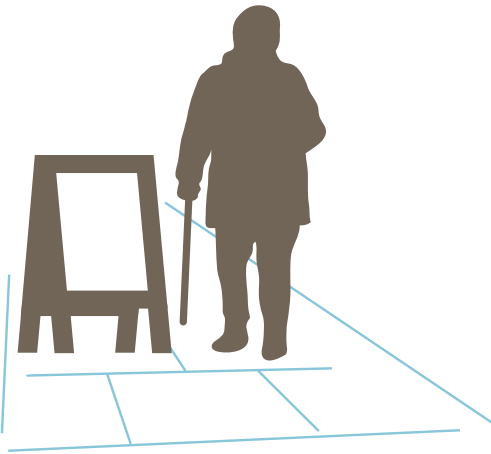
Licensed Application Process

- Application form – online/paper
- Provision of information including accurate plan and photo
- Scope for pre discussion/advice
- Application considered in scope – licensing fee paid - approval by officer
- Application not in scope – further information required – approval by officer
- Application not in scope – refused
- Appeal Process – submission of attenuating circumstances/further information;
Review by transport team – approve or dismiss
- License to be displayed within business (window/door), which will include photo of approved location
- Licence to be renewed annually with fee




Management and Enforcement of Policy

- A breach of licence conditions observed/recorded (photo) by an officer OR reported with evidence
- Initial warning in person or by phone and confirmed in writing by officer
- A second breach within 12 months will result in the council requiring the removal of the 'A' Board ; or the council taking action to remove themselves. With recovery of reasonable costs. 





How else can you advertise your business?

 There are a wide variety of notices, signs, awnings and advertisements that have deemed consent. This means that 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 sign falls outside deemed consent rights, you may apply to the council for advertisement consent which will be assessed against our planning policies.

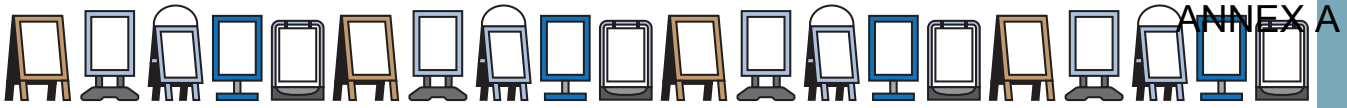
If your shop is a listed building or in a conservation area you should contact the planning department to find out if you need specific consent.

'A' Boards Prohibition Zone



Micklegate - subject to 'A' Board Licence.





If you would like this information in an accessible format (for example in large print, in Braille, on CD or by email) please call 01904 551550


This information can be provided in your own language.

Informacje te mogą być przekazywane w języku ojczystym.
Polish

Bu bilgi kendi dilinizde almanız mümkündür.
Turkish

此信息可以在您自己的语言。
Chinese (Simplified)

此資訊可以提供您自己的語言。
Chinese (Traditional)

 01904 551550