

## **POLICY ON ADVERTISEMENTS AND UNAUTHORISED SIGNAGE ON THE HIGHWAY**

1. All roadside advertising is an offence under the Highways Act 1980, unless specifically permitted by the Highways Authority. Advertisements and other unauthorised signs detract from the appearance of the street, and signage displayed at inappropriate locations can be distracting to motorists and dangerous to pedestrians and other road users.
2. There is an existing policy regarding sponsorship of signs on the highway, agreed by the Planning and Transportation Committee on 29 October 1998. These arrangements are not affected by this policy.
3. The existing agreed procedures for the authorisation of temporary directional signage to events and new developments will continue. This is administered by the Traffic Management team within Highways. Any such signage should comply with the current Traffic Signs Regulations and General Directions. Applicants seeking temporary directional signage are advised to approach motoring associations or other temporary signage specialists who have the facilities to manufacture and erect signage which complies with current legislation.
4. It is recognised that in some cases displaying signage on the highway advising of forthcoming local fund raising events is an important way of promoting the event to the community. It is also appreciated that businesses may benefit from being to advertise their services outside of their premises. The Council's policy will allow for limited advertising in these circumstances, subject to certain conditions being complied with.
5. Consideration will be given to taking action to remove signs in connection with annual or one-off events unless:
  - (a) Details are submitted to the Head of Street Care for approval at least two weeks in advance of the event; and
  - (b) The events are arranged in connection with fund raising for charitable or voluntary organisations or community groups; and
  - (c) They are not of an offensive or unsightly nature; and
  - (d) The signage does not obstruct any road sign or is not attached to traffic lights and pedestrian crossings or at road junctions. Signage must not be placed on any bridges or above the highway (e.g. banners); and
  - (e) Signage placed on street furniture on footways should be placed at a height no lower than 2.1 metres, but no higher than 2.8 metres; and
  - (f) Signage is not displayed on the A4174 Avon Ring Road; and
  - (g) Unless the location can be accessed from a designated footway, signage should not be displayed on roads with a speed limit greater than 40 mph; and
  - (h) No more than 10 signs are displayed per event; and
  - (i) Signage is made of a robust material which will not deteriorate while displayed; and

- (j) Signage is only displayed in the area local to the event, up to a maximum of 5 miles away; and
  - (k) Signage is displayed a maximum of 2 weeks in advance of the event and removed within 2 days of the event taking place; and
  - (l) The organisers indemnify the Council against all claims arising from signs.
6. Consideration will be given to taking action to remove display boards resting on footways, verges or displayed on other apparatus on the highway unless:
- (a) There is only one advertising board directly outside the premises to which it refers; and
  - (b) Adequate width is still available for passage of pedestrians, nominally 1.8 metres, with additional width required where there are many pedestrians; and
  - (c) They are placed at the rear of the footway, tight up to the premises concerned; and
  - (d) They are not offensive or of an unsightly nature; and
  - (e) They do not exceed 600mm by 450mm, do not interfere with visibility, are not erected within 10 metres of a traffic sign, do not obstruct or interrupt free flow of pedestrians or motorists and have no sharp edges; and
  - (f) They do not take away cycle parking space from other cycle users when displayed on bicycles.
  - (g) Advertising trailers and similar adapted vehicles are included in this section.
7. Consideration will be given to taking action to remove all unauthorised signs or displays on the highway by means of the following procedure:
- (a) Where an article can be readily removed, Street Care staff or their contractors may remove it forthwith without giving notice to the owner, and dispose of the article. If the item appears to have more than a nominal monetary value, it will be retained for a period of 7 days during which the owner will be able to make arrangements to collect it from a specified location.
  - (b) If an article or sign is of a nature that would be authorised had permission been sought, it will not be removed but contact made with the organiser to advise them of the procedure. Repeat occurrences without authorisation will be removed.
  - (c) Where authorised temporary signage remains displayed more than five days after the event has taken place, the Council may remove the signage and any cost incurred by the Council may be recharged to the originator.
  - (d) If a large number of articles are displayed, or it is a repeat incident, attempts will be made to contact the originator to explain the unlawful nature of the article and the Council's policy in such respects.

Consideration will be given to taking legal action against persistent offenders by means of a Fixed Penalty Notice or prosecution.

- (e) Where the Council cannot readily remove articles, for example advertising trailers, contact will be made with the originator requesting they remove it within a specified timescale. This will normally be within 24 hours, but the time period may be reduced if the article is in a location that may attract the attention of highway users. If the originator does not remove the article the Council may remove it and cost incurred by the Council may be recharged to the originator. The article will be retained for a period of at least 7 days during which the originator will be able to make arrangements to collect it from a specified location.