

### **Advertising Board Guidance**

1. All signs or boards must be temporary in their nature (free-standing) so that they can be easily removed.
  2. Signs or boards must not be located within 1.8 metres of any other permanent or temporary sign, pillar, post, item of street furniture or the edge of the carriageway
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3. An unobstructed footway width of 1.8 metres is desirable, but where this is not practicable a minimum width of 1.5 metres should be maintained.
  4. Any sign or board must be no wider than 700mm and no higher than 1000mm above ground level to the top of the sign.
  5. Signs or boards must not cause a visual distraction or obstruction to vehicle sight lines or block visibility for pedestrians.
  6. Signs or boards must be such that they can be easily detected by the visually impaired and negotiated by those with mobility issues.
  7. Signs or Boards must not display offensive content, political statements or content of a sexual nature.
  8. On footways, signs or boards must not be placed within 2 metres of any tactile paving.
  9. Signs or boards must be stable and not represent a potential hazard to any highway users, they need to be locked open when in use.
  10. Signs or boards must not have a detrimental effect on the fabric of the highway.
  11. Signs or boards must be removed at the end of trading hours and stored inside the shop premises or within an alternative safe environment.
  12. Advertising Boards must not be placed on the highway before 7am to assist regular street cleaning.
  13. Any advertising sign or board will be the owner's responsibility when placed in the public highway and the City Council will not be liable for any injury or damage caused to highway users.
  14. Only one sign or board will be permitted for each premises
  15. Any advertisement must relate only to the normal business of the trading establishment.
  16. Unless specifically agreed, no sign or board must be fixed to lamp posts, bollards, seats or other items of street furniture.
  17. Where the premises also have a licence to place table and chairs on the highway, any A' board must be located within the layout of the tables and chairs.
  18. All signs or boards must be sensitive to the area where they are to be displayed, they shall not impact on the visual amenity of the area and must be presented in an appropriately attractive and professional manner. They must not be too bright, garish or overly reflective.