



**Bournemouth Borough Council
'A' Board and Similar Advertising Boards
and Signs (hereafter all referred to as 'A'
Boards) Policy**

Document Control

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Document author	Robert Hotchkiss
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29/06/15	2	Comments by Head of Traffic Management	5

Equalities Impact Assessment

Assessment date	
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Freedom of Information Act Exemption

FOI Exempt?	NO
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Document Location

Once approved, the source of this document will be found within the corporate fileplan or intranet.

Document Distribution

Copy of this document has been externally distributed upon publication to:

Name	Organisation	Date of Issue	Version

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Alternative Document Formats

Format	Location

This policy applies to all 'A' Boards and similar advertising boards and signs (referred to throughout this policy as 'A' Boards). Before looking at the policy itself it is suggested that you read the 'A' BOARD AND SIMILAR ADVERTISING BOARDS AND SIGNS (HEREAFTER REFERRED TO AS 'A' BOARD) POLICY GUIDELINES.

'A' Board Policy

'A' Boards must be placed in front of the premise they are advertising and must touch the premise frontage.

There must be a minimum of 1.8 metres of footway between the road and the 'A' Board.

No 'A' Board will be permitted on sites where there are private forecourts that could be used to accommodate them.

All 'A' Boards must be temporary in their nature so that they can easily be removed.

'A' Boards must not damage the highway, they must also be stable and not easily knocked or blown over.

All 'A' Boards will be the owners responsibility when placed on the highway and the highway authority will not be liable for any injury or damage caused to highway users as a result.

All 'A' Boards must be totally removed from the highway at the end of the day's trading.

Any 'A' Board must relate to the business of the trading establishment in front of which it is displayed.

Where multiple occupancy premises share a joint access, only **one** 'A' Board will be permitted per frontage.

Only **one** 'A' Board is permitted outside each relevant premise.

The owner/occupier will be required to immediately remove any 'A' Boards, if requested to do so by a Police Officer/ Police Community Support Officer or by the Council, with reasonable cause, including the need to access the highway. The Council reserve the right to remove or allow the removal of the 'A' Boards if necessary in these circumstances.

It is not permitted to affix any 'A' Board to any street furniture or any other structure or article in, on or upon the highway.

Placing 'A' Boards in sensitive areas such as Conservation Areas can be unacceptable because of the adverse impact that the proliferation of such displays can have on visual amenity. Where appropriate, the Council will

consider using its powers under legislation to secure their removal in such areas.

'A' Boards must not exceed 100cm in height and 60cm in width. This is to ensure some uniformity in design, and thereby limit the size of any obstruction on the highway.

Colours used on 'A' Boards should be appropriate to the area within which they are situated. For example vibrant colours can be appropriate in commercial areas, but should not be used in more sensitive areas, such as Conservation Areas or close to listed buildings.

'A' Boards should bear the company name or organisation owning the premise and not be purely promotional eg 'SALE' or 'SPECIAL OFFER'

No 'A' Boards shall be illuminated.

If a breach of this Policy occurs the Council will take such action as it considers appropriate but it is likely that this will be the issuing of a warning notice in the first instance, advising the owner/occupier of the related premise of the 'A' Board of this Policy and instructing them to adhere to it. If the/an 'A' Board is subsequently found to be displayed contrary to this policy the Council will take such enforcement action as it considers necessary as described in Section 10 of the 'A' BOARD AND SIMILAR ADVERTISING BOARDS AND SIGNS (HEREAFTER REFERRED TO AS 'A' BOARDS) POLICY GUIDELINES.