

A Board Criteria

The advertising board must not be erected or positioned in such a manner as to:

- impede the safe passage of vehicles, cyclists or pedestrians along the public highway (i.e. clusters of advertising boards)
- prevent access to bus stops, taxi ranks or other frontages
- cover any signs or markings relevant to the highway
- obscure any signs, especially on or near junctions
- obscure the visibility of highway users on or near junctions
- prevent access to any service covers or apparatus
- be placed on or near to tactile paving and dropped kerbs (used for access)
- be permanent fixtures or involve excavation of, or fixing / attaching to, the highway, which must be left entirely undisturbed.
- The advertising board / object must relate to the trade of the premises and as a guide be placed along the front width of the retail outlet. The equipment must be fit for purpose and cause no potential hazard, nuisance or obstruction. A maximum of two advertising boards (which will include any advanced board or notification board) will be permitted per premise, if appropriate. Advanced directional advertising boards will be permitted away from the premises in special cases at the discretion of the coordination manager.
- Advertising boards in certain areas maybe unacceptable, such as conservation areas because of the adverse impact that a proliferation of such displays can have upon a visual amenity or if a conflict with planning policy or guidance exists. Where appropriate Shropshire Council will consider removal, utilising the Town & Country Planning Act 1992 regulations. **However, no more than two boards per premise should be exceeded.**
- Sufficient public liability insurance is in place of at least £5 million pounds, to indemnify Shropshire Council against any accidents or claims which may arise or be attributable to the presence of “the equipment” on the public highway either during the time they are being erected in position or being removed. The Council will require proof of this.

- The Coordination Manager or other authorised officer's decision is final regarding the positioning of A boards on the highway.
- Shropshire Council reserves the right to remove from the public highway any unauthorised equipment which creates a hazard, or in the case of an emergency, or to permit highway or utility works, or where a contravention of conditions is considered to have occurred. Premises owners may be liable for any costs incurred.
- All A boards should be in good repair and condition at the owner's expense.
- Shropshire Council reserves the right to alter, amend or revoke these conditions at any time.
- Shropshire Council will enforce removal of A boards as required, when all other avenues are exhausted, i.e. verbal request, written notice, removal and the recoup of costs incurred from the premise owner if required.