



**Rutland**  
County Council

# Signs guidance

Includes guidance on:

- A-boards
- Street furniture
- Outdoor displays
- Outdoor advertising
- Advertising consent
- Fees and charges

**Ensure  
you know  
the rules**



# Rutland has a policy that sets out how and where signs and street furniture should be used.

## The full policy can be viewed online at [www.rutland.gov.uk/signage](http://www.rutland.gov.uk/signage)

The use of A-boards (also known as sandwich boards), street furniture, roadside advertising and goods on display outside shops are all covered under this policy.

The aims of the policy are to: minimise sign clutter, regulate the installation and removal of signs, help to keep our town centres attractive for visitors and residents, and to make sure the highway stays safe and free from obstructions.

By carefully managing signage, street furniture and displays in our towns and along the highway we want to:

- enhance our environment by reducing roadside clutter
- increase the impact of important signs that need to be seen
- reduce the chances of signs being obstructed by other signs
- minimise the number of obstructions within the highway
  - particularly for people with reduced mobility or disabilities
- support our growing café culture
- increase tourism and socialising within towns
- make sure street furniture is safe for all highway users

**We've prepared this guide to help you understand Rutland's Signs Guidance Policy, determine whether permission for a license is needed before putting up a sign or display and, if so, how to make an application. If you have any queries regarding any of the information in this guide, please contact Rutland County Council by emailing: [enquiries@rutland.gov.uk](mailto:enquiries@rutland.gov.uk)**

## A-boards

Advertising Boards (A-boards) on streets and pavements are useful for businesses and make a positive contribution to the atmosphere and vibrancy of our market towns.

Large numbers of A-boards or boards that are placed in unsuitable locations can cause obstructions and restrict pedestrian access – particularly for people with reduced mobility or disabilities. To help avoid this, A-boards must be appropriate for the area where they're placed and be properly set up so that they benefit businesses and shoppers without causing a problem for pedestrians.

**Any signs that fail to meet standards will be removed, stored for four weeks and disposed of, if not collected by the owner.**

**For information about how to apply for an A-board license, visit: [www.rutland.gov.uk/signage](http://www.rutland.gov.uk/signage)**

# A-board conditions

You must get permission from Rutland's Highways Department at least four weeks before setting up an A-board and pay the annual fee shown on the back page.

For an A-board application to be successful, the following conditions need to be met:

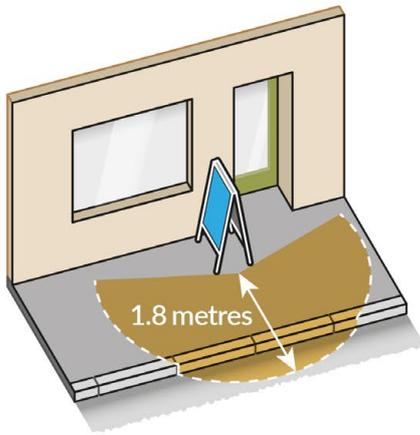
1. The board should be located immediately outside the front of your business
2. It must be touching the front of your building, leaving an unobstructed gap of at least 1.8 meters between the sign and the edge of the footpath. In pedestrianised areas a minimum width of 3.5 metres is needed
3. Boards must not obstruct vehicle movements
4. All A-boards must be temporary and removed from the highway after each day's trading
5. Boards can't be located within 1.2 metres of any other permanent or temporary sign, item of street furniture, display or the edge of the carriageway
6. A-boards must not cause a visual distraction or block visibility for pedestrians and must not restrict emergency access
7. A-boards must be easily detectable by blind or visually impaired people and those with limited mobility
8. An A-board must not be placed within 2.0 metres of any tactile paving
9. A-boards must not be fixed or tied to lampposts, bollards, seats or other items of street furniture. Fixed A-boards may be removed without warning.
10. One A-board is permitted per business
11. A-boards must be freestanding and should not be leant against walls, posts, seats or other items of street furniture
12. Signs need to be removed before and during events that may lead to a big increase in footfall. For example: fairs, races, parades and other large public events
13. Boards with protruding features that could cause a trip, fall or other injury are not allowed
14. A-boards must be stable. They must be of sufficient weight and/or design to stop them being blown over in the wind.
15. A-boards should be no bigger than 84cm x 59cm, plus a frame
16. Rotating, swinging or illuminated A-boards are not allowed
17. Boards can't contain any images or writing that could be considered inappropriate or offensive

**A-boards are allowed within the highway as long as they're licensed in accordance with Rutland's Signs Guidance Policy. Advertisement Consent may also be required from the local planning authority. Unlicensed A-boards are not permitted within the highway, either as freestanding structures or attached to other items of street furniture, such as lampposts, benches or bollards.**

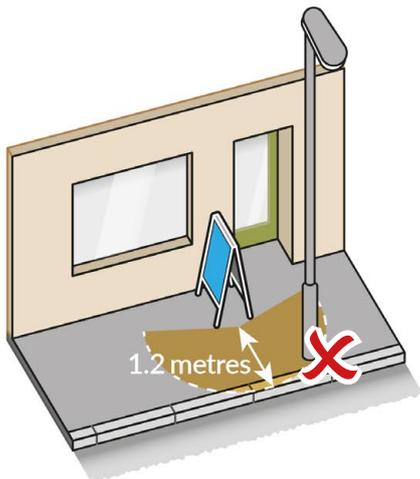
## Unacceptable A-board conditions



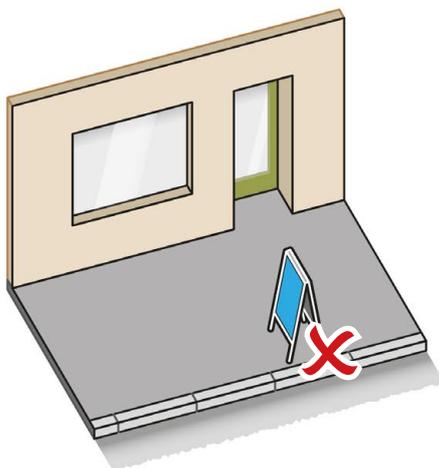
Too close  
to the curb



Too close  
to street  
furniture



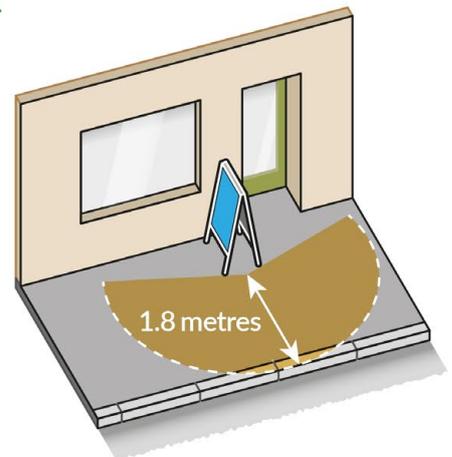
Too far  
from the  
building



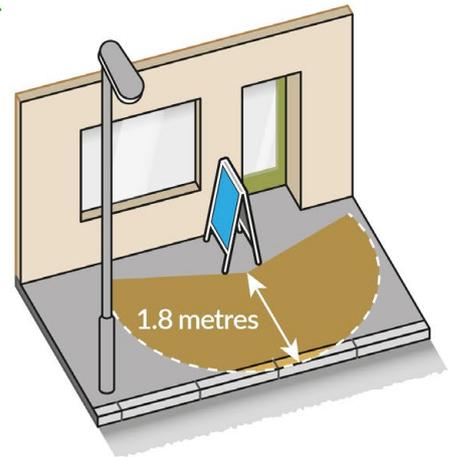
## Acceptable A-board conditions



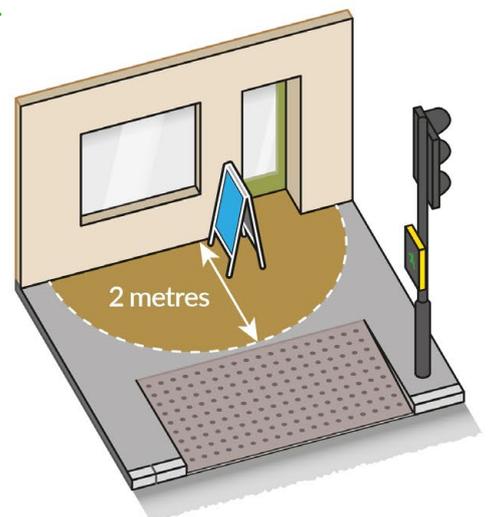
Far enough  
from the  
curb



Far enough  
from the curb  
and street  
furniture



Far enough  
from tactile  
paving



# Guidance on café street furniture

Seating areas outside cafés and restaurants are becoming increasingly popular and can add vitality and character to town centres.

Aware of the problems that uncontrolled seating and tables can cause for pedestrians, we have a policy in place that asks businesses to plan outdoor seating areas with footpath users in mind and requires them to apply for a license which incurs an annual fee shown on the back page.

Before agreeing to grant permission for a pavement café on the highway, we have to make sure that the public's rights to use the highway are not restricted.

For an application to be successful the following permissions are needed:

- Highway Authority
- Planning Permission
- Advertisement Consent
- Premises Licence
- Environmental Health registration

The following factors need to be considered as part of the application process:

- Design
- Size and layout
- Boundaries
- Hours of operation

Please refer to our full Signs Policy for more detailed information about licenses for street cafés. For information about how to apply for a Street Furniture Licence, visit: [www.rutland.gov.uk/signage](http://www.rutland.gov.uk/signage)

**Tables and chairs placed on the highway are not permitted without a license and may lead to enforcement action being taken.**

## Guidance on outdoor displays

Goods outside shops can add to the vibrancy of our town centres. Like A-boards and street cafés, it's important these displays don't create access or safety issues for pedestrians.

Our policy asks that businesses plan any displays of goods and products accordingly and requires them to apply for a license.

Goods on display must meet the following standards before permission and a licence can be granted:

- Displays of goods can only be located immediately outside the frontage of a business so staff and customers don't have to cross the normal flow of pedestrians
- Items on display may only relate to the business or trade normally carried out
- Displays of alcohol and gas canisters or other dangerous goods is not permitted
- Displays must not obstruct fire exits or highway works
- The display must be entirely contained within the frontage of the business
- Displays must be no wider than a third of the available footway up to a maximum of 2.5m
- An unobstructed footway width of 1.8 metres must be maintained between the edge of the carriageway and any goods on display
- In pedestrianised areas a minimum width of 3.5 metres is needed
- All transactions must take place on the business premises

**The requirements for goods on display do not apply to markets and market stallholders. For information about how to apply for a Goods on Display licence visit: [www.rutland.gov.uk/signage](http://www.rutland.gov.uk/signage)**

## Guidance on outdoor/roadside advertising

We understand the importance of outdoor advertising for businesses and event organisers looking to promote products, services and activities.

Where appropriate and provided the right conditions are met, outdoor advertising is permitted.

Our main concerns when considering outdoor advertising are safety and preserving the environment. As a result, advertisers are required to seek planning permission for outdoor advertising unless they fall under certain categories.

An outdoor advertisement is permitted without the planning consent if:

- It is one of nine classes of advertisement which are specifically excluded from the direct control of the planning authority
- It falls under one of the 17 classes of Deemed Consent

For further information about Direct Control and Deemed Consent, see online advice given by the UK government: [www.gov.uk/government/publications/outdoor-advertisements-and-signs-a-guide-for-advertisers](http://www.gov.uk/government/publications/outdoor-advertisements-and-signs-a-guide-for-advertisers)

**All other signs require advertisement consent and an application for advertisement consent must be made.**

# Advertising consent

If your advertisement is not excluded from Direct Control and does not benefit from Deemed Consent (see page 8) you need to apply for advertisement consent before it can be displayed.

To apply for advertisement consent to display outdoor advertising in Rutland, please visit: [www.rutland.gov.uk/planningpermission](http://www.rutland.gov.uk/planningpermission)

**Advertisements put up without advertisement consent will be removed, stored for four weeks and disposed of, if not collected by the advertiser.**

## Promoting a community or charity event

For community or charity events and other non-commercial activities, signs may be permitted as long as they meet certain conditions.

Such signs are classed as temporary advertisements benefitting from Class 3(D) Deemed Consent.

This permission would include advertisements for events such as:

- a church bazaar
- a fete for a parent-teacher association
- a sponsored marathon in aid of charity
- an amateur sports event, but not any sporting event organised for commercial purposes.

Temporary Advertisements that fall into this category are permitted as long as:

- The signs are put up no more than 28 days before the event and removed a within 14 days after it ends
- The signs do not confuse drivers, obstruct visibility or block footways
- The signs are not illuminated and comply with size and height restrictions
- The signs are not attached to other highways signs
- Each sign does not exceed 0.6 of a square metre in area
- Permission is sought and received in advance from the Highways Department

Any signs found to be breaching these conditions may be removed and disposed of.

For further information about promoting a community or charity event, see online advice given by the UK government: [www.gov.uk/government/publications/outdoor-advertisements-and-signs-a-guide-for-advertisers](http://www.gov.uk/government/publications/outdoor-advertisements-and-signs-a-guide-for-advertisers)

If you have any questions about advertising for Community and Charity Event please contact [highways@rutland.gov.uk](mailto:highways@rutland.gov.uk) in good time, prior to commencement of advertising.

# Fees and charges

To help keep town centre footpaths safe, manageable and free from obstruction, licences are required for A-boards, outdoor café areas and displays outside shops and businesses.

Fees and charges are set so that we can recover the costs involved in the processing applications, providing licences and making sure regulations aren't breached.

Rutland County Council sets and reviews all fees and charges on a yearly basis. Fees are payable at the time of submitting a formal application and are not refundable if applications are unsuccessful.

As long as there are no breaches, licences are renewed annually for an additional processing fee.

## Proposed Rutland signs guidance and street furniture fees and charges 2019/20

License type	Initial fee	Renewal fee
A-board	£50	£25
Street café	£250	£125
Outdoor displays	£250	£125

You don't need a license for outdoor advertising. However, you may need advertisement consent to place a sign or advertisement next to the highway.

If you have any queries regarding any of the information in this guide, please contact Rutland County Council by emailing: [enquiries@rutland.gov.uk](mailto:enquiries@rutland.gov.uk)



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