



Rutland County Council

Rutland County Council
Catmose
Oakham
Rutland
LE15 6HP

telephone: 01572 722 577
fax: 01572 758297
email: highways@rutland.gov.uk
web: www.rutland.gov.uk

APPLICATION FOR PERMIT FOR USE OF AN ADVERTISING BOARD

Please read the **CUSTOMER NOTES FOR GUIDANCE** on the following pages before completing this form

I/We the undersigned hereby apply for an advertising board at the following location:

BUSINESS:

NAME/NUMBER:

ROAD/STREET:

TOWN/VILLAGE:

POST CODE:

I/We, request a permit for the use of an advertising board:

NAME:

ADDRESS (IF DIFFERENT FROM SITE ADDRESS ABOVE)

ROAD/STREET:

TOWN/VILLAGE:

POST CODE:

HOME TEL NO:

MOBILE NO:

EMAIL ADDRESS:

SIGNATURE:

This form should be completed and forwarded to the address above or emailed to highways@rutland.gov.uk at least 4 weeks in advance of installation date.

OFFICE USE ONLY

PERMIT NO:		RECEIPT NO		DATE	

CUSTOMER NOTES FOR GUIDANCE

1.0 ADVERTISING BOARDS & GOODS ON DISPLAY

1.1 Introduction

- 1.1.1 Advertising signs are controlled through planning regulations. The Government provides a guidance document for advertisers with clear advice on the placement of any advertising signs ([Click here for link](#)).
- 1.1.2 Advertising Boards (A-boards), and goods on the highway are an effective way for businesses to promote their business in and around the towns and villages of Rutland, adding to the colour and atmosphere of the street scene for residents and visitors alike.
- 1.1.3 This policy establishes Rutland County Council's position with regards to the placement on the public highway of A-Boards, and other comparable objects.
- 1.1.4 A-boards and goods within the highway must be appropriate for the area and properly set up so that they benefit the business, enhance the shopping area and do not cause a problem for other users of the street.
- 1.1.5 Unlicensed A-boards shall not be permitted within the highway, either on freestanding structures, attached to street furniture, or adjacent structures. Any signs found to be breaching this condition will be removed to our contractors' depot, stored for 4 weeks, disposed of, if not collected, and the applicant charged the cost of removal and an administrative fee of 10% of the costs.
- 1.1.6 The Council is prepared to allow A-boards and Goods for Display to be placed on the highway on the strict understanding that the businesses that place them adhere to the terms of Rutland Signs Guidance Policy (including Advertising Signs & A-boards), and all such installations are licensed in accordance with this policy.

1.2 A-Board Locations

- 1.2.1 Permission must be sought and received from the Highways Department at least 4 weeks in advance of installation date and a licence obtained in accordance with 1.5.
- 1.2.2 The A-board should be located immediately outside the front of the business premises and not on highway fronting adjacent businesses or properties. The

sign must be touching the front of the building, making sure that there is an unobstructed passage at least 1.8m wide for people using the footway.

- 1.2.3 A-boards or displays will only be allowed on pavements where sufficient width of footway can be left clear and unobstructed for pedestrian usage of the area. An unobstructed footway width of 1.8 metres must be maintained between the edge of the carriageway and the A-board. In pedestrianised areas a minimum width of 3.5 metres shall be provided.
- 1.2.4 If within a short distance a proliferation of A-boards results in pedestrians finding it difficult to navigate, all owners will be asked to remove boards until agreement can be reached.
- 1.2.5 A-boards must not be placed in the way of vehicle movements.
- 1.2.6 All A-boards must be temporary in their nature so that they can be easily removed i.e. they require no excavation to be installed or removed. They are to be totally removed from the highway at the end of each day's trading.
- 1.2.7 A-boards must not be located within 1.2 metres of any other permanent or temporary sign, pillar, post, item of street furniture, other display or the edge of the carriageway.
- 1.2.8 A-boards must not cause a visual distraction or obstruction to vehicle sight lines or block visibility for footway users, and must not impede vehicular emergency access.
- 1.2.9 A-boards must be such that they can easily be detected by blind or visually impaired people and negotiated by people with limited mobility.
- 1.2.10 On footways, an A-board or display must not be placed within 2.0 metres of any tactile paving.
- 1.2.11 A-boards must not be fixed to lamp posts, bollards, seats, highway trees or other items of street furniture by means of chains, rope, etc. Any that are so fixed may be removed by the Council at any time without any reference to the owner.
- 1.2.12 Only one A-board will be permitted per business.
- 1.2.13 A-boards leant against walls etc will not be acceptable

1.2.14 All signs and displays shall be removed prior to and during events likely to result in significant increase in level of footfall (i.e. carnivals, races, religious services and other public events).

1.2.15 No protruding elements that could cause a trip or fall shall be permitted

1.2.16 No elements that could cause injury to passers-by i.e. splinters, snagging of clothes shall be permitted

1.2.17 Any signs found to be in breach of any of these conditions will be removed to our contractors' depot, stored for 4 weeks, disposed of, if not collected, and the applicant charged the reasonable cost of removal and an administrative fee of 10% of the costs.

1.3 A-board Sign Requirements

1.3.1 A-boards and displays must be such that they can easily be detected by blind or visually impaired people and negotiated by people with limited mobility.

1.3.2 A-boards and displays must be stable and not represent a potential danger to any highway users. In particular, the structure must be of sufficient weight and/or design to prevent it being blown over in the wind.

1.3.3 A-boards or displays must not have a detrimental effect on the fabric of the highway.

1.3.4 A-boards should be no greater than A1 Maximum (841x594) plus a frame.

1.3.5 Rotating or swinging A-boards will not be permitted.

1.3.6 A-boards cannot be illuminated.

1.3.7 A-boards must not contain any visual or written material that could be construed as inappropriate or offensive. Any breach of this condition will result in the immediate removal of any such signs.

1.4 Display Specific Requirements

1.4.1 Displays of goods may only be located immediately outside the frontage of the premises so that staff and customers do not have to cross the normal flow of pedestrians.

- 1.4.2 The items on display may only relate to the business or trade normally carried out and in any event the display of alcohol and gas bottles/canisters or other dangerous goods is not permitted.
- 1.4.3 The display must not obstruct fire door exits and statutory undertakers' plant and equipment.
- 1.4.4 The display must be entirely within the frontage of the trading establishment and be no wider than a third of the available highway 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 the goods on display. In pedestrianised areas a minimum width of 3.5 metres shall be provided.
- 1.4.5 No selling or trading on the highway is permitted. All transactions must take place on the business premises.

1.5 Licence Fees

- 1.5.1 The applicant shall agree to reimburse Rutland County Council the costs involved in the processing of the application, the investigation of and location of the signs, and the provision of the licence by the Council. The cost of determining the application shall be in accordance with Rutland County Council's fees and charges and reviewed annually, payable at the time of submitting a formal application and will not be reimbursed if the application is not successful.
- 1.5.2 Provided there are no breaches of the licence, the licence would be renewed annually, for an administrative fee determined in accordance with Rutland County Council's fees and charges and reviewed annually.

1.6 General

- 1.6.1 The business/trader must ensure that they have public liability Insurance to a value of £5 million and an original policy certificate provided to the Council where requested. The business/trader shall indemnify the Council as the Highway Authority against all claims that may arise in connection with the placing of an A-board or display on the highway.
- 1.6.2 The Council, as highway authority and statutory undertakers (gas, electricity and water) have the right to carry out works within the highway. If required the A-board or display shall be removed to allow access for the highway authority or statutory undertakers to undertake works.
- 1.6.3 The Council has powers under the Highways Act 1980 to take enforcement action in respect of obstructions to the highway where appropriate and to recover any expenses incurred. The Council is less likely to take enforcement action for

obstructing the highway if the A-boards and goods on the highway are displayed in compliance with the terms and conditions of this policy and the licence.

- 1.6.4 The A-board or display will be expected to enhance the local area. Any business or trader who places an A-board or display on the highway without meeting the requirements of the Council's policy will be instructed by the Council to remove the offending A-board or display.
- 1.6.5 Any signs found to be breaching these conditions will be removed to our contractors' depot, stored for 4 weeks, disposed of, if not collected, and the applicant charged the reasonable cost of removal and an administrative fee of 10% of the costs.

A large print version of this document is available on request

Rutland County Council
Catmose, Oakham, Rutland LE15 6HP
01572 722 577
enquiries@rutland.gov.uk
www.rutland.gov.uk