
BOLTON METRO

ENVIRONMENT DEPARTMENT

PLANNING CONTROL POLICY NOTE No 6

The Display of Signs and Advertisements

Introduction

1. Advertisements are an accepted and necessary part of the built environment. Many businesses rely on advertisements to sell their goods and services and the Council recognises that they are often essential for their success. However, advertisements by their nature are meant to 'catch the eye' and a proliferation of large or garish advertisements may easily detract from an otherwise pleasant environment. The Council aims therefore to ensure that advertisements are located in such positions as to serve their function, but not detract from the surrounding area.
2. The purpose of this guidance note is to give advice to those wishing to display advertisements and to balance the desire to be commercially conspicuous with the need to improve and protect the environment of the Borough.

Policy

3. The Council is given powers to control the display of advertisements by the Town and Country Planning (Control of Advertisement) Regulations 1992, and these are exerciseable in the interests of:
 - (a) Amenity (which means the visual amenity of the neighbourhood where the advertisement is to be displayed) and;
 - (b) Public Safety (which means the safety of people using any form of travel likely to be affected by the advertisement).
4. Policy CE1/5 of the Council's Unitary Development Plan states:

Advertisements should not adversely affect the amenity of the locality or prejudice public safety.

All applications to display advertisements will be judged on the basis of this policy.

Advice

General

5. In determining any application for consent the Council will have regard to the appearance of the locality in which the advertisement is to be displayed. However, existing advertisements may be disregarded in assessing its characteristics.

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6. In accordance with Central Government policy and initiative the Council puts great emphasis upon the improvement of the environment of the town especially within the inner urban areas of the Borough. The improvement of the environment will be a major consideration in assessing applications to display advertisements.
 7. In assessing the effect of the sign on the amenity of the area the Council will not only take account of matters which may detract from the quality of the neighbourhood but also of factors which may be to the advantage of amenities, such as whether a sign adds appropriate colour and interest to a drab area or screens an eyesore.
 8. All advertisements should respect the character of their surroundings and any display should not be obtrusive when viewed by passers-by. In particular when advertisements are displayed alongside highways, they should be related to the scale of surrounding buildings and when displayed on buildings they should have regard to the symmetry and architectural features of the building upon which they are sited and be designed and positioned so as to be seen as an integral feature of the building.
 9. Care must always be taken when signs are positioned close to highways or traffic signs to ensure that their siting does not obscure visibility or distract the attention of users of the highway. Nor should the colours of advertisements or their illumination obscure or reduce the clarity of any traffic sign. Particular attention should be paid where advertisements are sited at points where drivers need to take exceptional care, such as at road junctions.
 10. Advertisements should never be sited on the highway itself, including footpaths. Free standing sandwich-boards on the pavements which can hinder the free passage of pedestrians are liable to be removed by the highway authority.

Poster displays

11. Poster advertising is only likely to be acceptable in predominantly commercial areas containing such uses as shops and other business premises where the scale of buildings and character of the use may be sufficiently large to accommodate displays without any adverse effect on visual amenity. Where appropriate, submissions should provide landscaping and boundary treatment details which enhance the appearance of the advertisement site.
12. In mixed commercial/residential or commercial/industrial areas much greater care should be taken in the siting of poster advertising than in a wholly commercial area. If a locality has mixed uses of shops and offices with residential development, some small scale poster advertising may be acceptable when it is carefully related to the scale of surrounding buildings and does not have an overpowering effect on views from the nearby dwellings. "48 sheet" posters will not be appropriate in these areas.
13. Poster advertising is out of place in predominantly residential localities and will not normally be allowed, neither is it appropriate in open countryside nor in the urban fringe.
14. Poster advertising will not usually be appropriate in Conservation Areas although in predominantly shopping and business parts of such areas small scale advertising may be

acceptable providing it is compatible with the area's architectural or historical features and with the scale of buildings. Similar considerations will apply in areas, which although not designated as Conservation Areas, contain buildings of architectural or historical merit or where the group value of buildings is high.

Displays advertising the premises upon which they are located

15. Many of the above considerations apply to the siting of signs advertising the business premises upon which they are located. In general, the character of an area should not be prejudiced by insistent and competitive advertising. Restraint must be exercised to achieve a satisfactory balance between commercial and environmental considerations.

Fascia signs

16. The majority of non-illuminated fascia signs can be erected without the need to obtain consent from the Council. However, the following guidelines should be observed wherever practicable.
17. Successful design will always rely on the sympathetic handling of scale, materials and detail. Any sign should be of an appropriate size, designed and sited sympathetically in relation to the shop. Consent will generally not be granted for fascia or name boards to be sited above first floor windowsill level. Where commercial uses are situated at first floor level, advertisements should be in the form of traditional simple lettering painted on windows. In other cases restrained advertising such as individual fretcut letters non-illuminated other than by spotlight may be acceptable.
18. Although in many commercial areas more latitude can be exercised and it may be acceptable for advertisements to be more dominant, much greater care should be taken in Conservation Areas or where buildings are of considerable architectural or historical merit.
19. In such cases traditional detailing should be maintained, for example, where fascia signs and name boards are surrounded by friezes or cornices these should be preserved. Edge mouldings to fascia signs can, moreover, give a more pleasing appearance than a simple flat board and the use of natural materials is advised.
20. A good standard of design, lettering and layout will always be expected, and care should be taken to avoid cluttered or gimmicky lettering with attention paid to the size and distribution of letters and motifs in relation to the overall dimensions of the sign in order to create a 'balanced' appearance.

Projecting signs

21. These are generally located on retail premises but may also be sited on some offices and business premises in predominantly commercial areas. If poorly treated, projecting signs can give a haphazard and cluttered appearance to a row of shops. To avoid this, such signs should relate to the shop front design and should be sited at fascia level. The Council will

resist applications for illuminated box signs sited above fascia level and it is unlikely that more than one sign per shop will be justified.

22. Projecting signs of the traditional hanging type can be attractive features particularly if indirectly illuminated by spotlight and can add interest to buildings. However, they are most appropriate on large buildings such as public houses and hotels. Excessive advertising of this nature can, however, give rise to clutter and will be resisted.

Flag advertisements

23. Flag advertisements are only likely to be acceptable in predominantly commercial areas or on sites where the scale of buildings and character of the use are sufficiently large to accommodate their display without any adverse effect on visual amenity. There will be a presumption against such signs in residential areas and in the open countryside.
24. Temporary flag advertisements on residential development sites will be considered favourably provided there is no loss of residential amenity.

The illumination of advertisements

25. The majority of illuminated advertisements require consent from the Council and care should be taken to achieve a satisfactory design and to ensure that the brightness of the illumination does not detract from the character or amenity of the area.
26. Many illuminated advertisements are now in the form of internally illuminated boxes either as fascia or projecting signs. Whilst this is generally acceptable in the majority of locations where advertisements are considered to be appropriate as previously defined, in Conservation Areas or on a building of architectural merit, internally illuminated box signs will not be acceptable. The illumination of signs can be best achieved in such cases by the use of indirect spotlights or concealed trough lighting, illuminating the sign either from above or below.
27. Care should be taken to avoid lamps or brackets appearing unsightly in daylight and regard should be paid to the siting of the source of illumination so that only the sign is illuminated and there is no hazard to traffic. In all cases illuminated signs should be so sited as not to detract from the amenities of residents should they be located in mixed commercial and residential areas.

The brightness of illuminated advertisements

28. Particular care should be taken to ensure that illuminated advertisements do not detract from the visual quality of the area in which they are located. However, the difficulties associated with the problem of sign illumination can be appreciated by considering two identical signs in different settings. If one is placed in a well lighted shopping area it will appear to be considerably less bright than if the same sign is located in a dark country lane. The one may be attractive and the other offensive although the signs themselves are identical.
29. Illuminated advertisements should be considered to be either within a lit zone or an unlit zone. Unlit zones are areas where there is no road or footway lighting.

<u>Illuminated Area (m.sq.)</u>	<u>Lit Zone</u>	<u>Unlit Zone</u>
Up to 0.49	2,000	1,000
0.5 - 1.99	1,600	800
2.0 - 4.99	1,200	600
5.0 - 9.99	1,000	600
Over 10.0	800	400

(All measurements are in Candelas/Metres sq.)

Details required in any submission for advertisement consent

30. Should a formal application be required by the Council, the following information will be required:
- (a) Fully detailed plans and elevations of the property showing the advertisement scaled on in relation to the whole of the relevant elevation upon which it is sited.
 - (b) Full details of materials and colours to be used and the method of illumination of the sign.
 - (c) A section through the sign if it projects beyond any wall of the building.
 - (d) A location plan of the premises based on an Ordnance Survey extract, scale 1:2500 or 1:1250.

Town and Country Planning (Control of Advertisements) Regulations 1992

31. These Regulations permit the display of certain advertisements without the need to obtain consent from the Council, and discussions with planners in the Planning Control Section at an early stage in the design process will establish whether a formal application to display an advertisement is required. Nevertheless, regard paid to the guidance given in this planning control policy note will avoid unnecessary delay and expense should an application for consent to display an advertisement be necessary.
32. The Council is required by the Regulations to attach the following standard conditions to any consent granted:
- (a) **All advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.**
 - (b) **Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.**

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- (c) **Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.**
 - (d) **No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.**
 - (e) **No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).**

33. Further policy guidance is given in PPG 19 Outdoor Advertising Control available from The Stationary Office Ltd. An explanatory booklet on the advertisement regulations entitled "Outdoor Advertisements and Signs: A Guide for Advertisements" is available from the Council's Planning Control Section.

Draft approved for Consultation/Interim Use
June 1991

Consultation Period:
July 1991 - September 1991

This version approved for
Planing Control purposes:
April 1992

HIGHWAY POLICY NOTE

Ref 21000/01(04)



METROPOLITAN BOROUGH COUNCIL

**B · O · L · T · O · N
M · E · T · R · O**

HIGHWAY MANAGEMENT PARTNERSHIP

The Display of Permanent/Fixed Signs and Advertisements On or Adjacent to the Highway

Summary:

This policy note sets out the criteria for where permanent/fixed signs and advertisements will be permitted within the highway and to give advice on where permanent/fixed signs and advertisements will be recommended for planning consent on sites adjacent to, or visible from, the highway.

**BOLTON METROPOLITAN BOROUGH COUNCIL
HIGHWAY MANAGEMENT PARTNERSHIP**

HIGHWAY POLICY NOTE

**Title: The Display of Permanent/Fixed Signs
and Advertisements On or Adjacent to
the Highway**

Service Area: Highway Planning

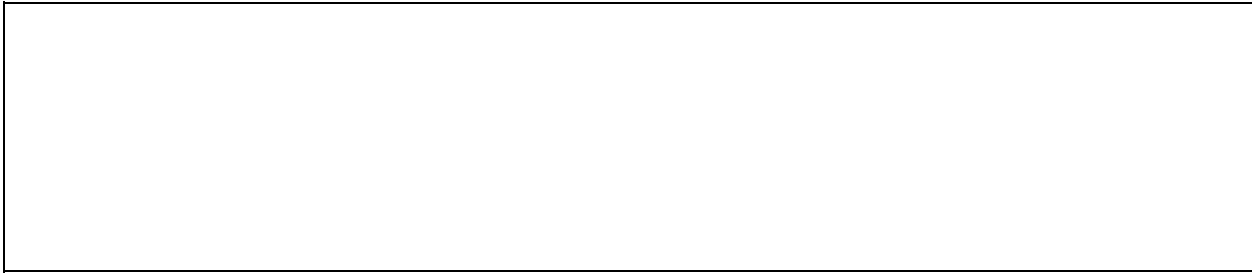
Ref: 21000/01(04)

**Status: Final - approved by Executive Member (Environment and
Housing Strategy)**

APPROVED BY:

Group Engineer	A McCreesh	Date :	30.6.04
Section Head:	J G Evans	Date :	03.9.04
Assistant Director (H&E)	J T Layer	Date :	04.9.04
Executive Member:	D Wilkinson	Date :	29.11.04

Comments:



THE DISPLAY OF PERMANENT/FIXED SIGNS AND ADVERTISEMENTS

1. INTRODUCTION

1.1 Advertisements are an accepted and necessary part of the built environment. Many businesses rely on advertisements to sell their goods and services and the Council recognises that these are often essential for their success. However, advertisements by their nature may easily act as a distraction to motorists to the detriment of highway safety. The Highway Authority aims therefore, to ensure that advertisements are located in such positions as to serve their function, but not detract from public safety.

3.2 The purpose of this policy note is:-

- To set out the criteria for where permanent/fixed signs and advertisements will be permitted within the highway.
- To give advice on where permanent/fixed signs and advertisements will be recommended for planning consent on sites adjacent to, or visible from, the highway.

The criteria and advice are intended to balance the desire to be commercially conspicuous with the need to protect and improve the safety of the Borough's roads.

1.3 The policy document is to be used to assess all styles of permanent/fixed advertisement. Styles of advertisement shall include:-

- Free standing;
- Illuminated;
- Unilluminated;
- Post Mounted;
- Banners; and
- Posters

2. BACKGROUND

3.2 The Council, as Highway Authority, is given powers to control erections on the highway by the Highways Act 1980.

3.3 In addition, the Council as Planning Authority is given powers to control the display of advertisements by the Town and Country Planning (Control of Advertisement) Regulations 1992, and these are exercisable in the interests of:

- a) Public Safety (which means the safety of people using any form of travel likely to be affected by the advertisement).
- b) Amenity (which means the visual amenity of the neighbourhood where the advertisement is to be displayed) and;

Policy CE 1/5 of the Council's Unitary Development Plan states:

"Advertisements should not adversely affect the amenity of the locality or prejudice public safety."

2.3 All applications to display advertisements will be assessed on the basis of this policy. The assessment will normally be carried out using the checklist contained in Appendix A to this policy note.

3. ADVERTISEMENTS WITHIN THE HIGHWAY

3.1 The placing of advertisements within the bounds of the public highway has historically been resisted by Highway Authorities due to general safety concerns. However, the careful placing of street furniture for advertising to fund Highway Authority Projects has met with success in many

parts of the country and could be considered as an additional means of raising revenue to assist in priorities such as road safety.

3.2 As set out in paragraph 2.1–2.2 the erection of permanent/fixed signs and advertisements within the highway will require the consent of the Highway Authority (in addition to planning consent where appropriate). In considering such proposals, the Highway Authority will act to protect the safety of all highway users. The granting of any planning consent (whether issued by the Planning Authority or the Secretary of State) will not automatically guarantee that the Highway Authority will grant the necessary consent for the sign/advert to be erected within the highway.

4. GENERAL POINTS ON HIGHWAY SAFETY

4.1 Planning Policy and Guidance Note 19 states:

The vital consideration, in assessing an advertisement's impact, is whether the advertisement itself, or the exact location proposed for its display, is likely to be so distracting, or so confusing, that it creates a hazard to, or endangers, people in the vicinity who are taking reasonable care for their own and others' safety.

4.2 All sites are assessed on their individual characteristics with similar circumstances in other locations not always regarded as relevant. The assessment will also include the highway safety aspects of maintaining the signs.

Visibility and Sight-lines

4.3 Signs at a height of between 0.6m and 2.0m above the carriageway will not be permitted if they would be likely to:-

- a) obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway;
- b) be located at pedestrian or vehicular exit points onto the public highway and interfere with 2.4m x 2.4m pedestrian/vehicular intervisibility splays at a height between 0.6m and 2.0m above carriageway level.
- c) by virtue of their size or siting, obstruct or confuse a road-user's view, or reduce the

clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature;

7.1 Sight line distances for particular junctions can be found in the Council publication *'Roads for adoption'*, which is consistent with national guidance set out in *Places, Streets and Movement, a companion guide to Design Bulletin 32*.

Speed limit on Major Road (mph)	Minimum Visibility Splay (metres)
20	2.4m x 45m
30	4.5m x 90m
40	4.5m x 120m
50	9.0m x 160m

Approaches to hazards

4.5 Particular consideration should be given to proposals to site advertisements at points where drivers need to take exceptional care and must not be distracted, for instance at junctions, roundabouts, pedestrian crossings, on the approach to a low bridge or level crossing, or other places where local conditions present traffic hazards (DOE circular 5/92: T & CP (Control of Advertisements) Regs 1992).

4.6 A driver's first exposure to an advertisement should not be during or immediately prior to them being required to negotiate a hazard, where their full attention must be upon prevailing road conditions. The safe exposure distance for a driver

can be derived from 'The Highway Code' distances for stopping in wet weather conditions.

Vehicle Speed (mph)	Stopping Distance (metres)
30	50
40	75
50	110
60	150

The distance shown is the required distance of the vehicle from the hazard when first exposed, not the distance of the advertisement from the hazard.

4.7 In addition, the advertisement must not distract attention from any advance warning signs.

Advertisements containing or resembling traffic signs

7.1 Advertisements which resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984, will not be permitted and unauthorised signs will be subject to removal by the highway authority under section 69 of that Act, for example-

- a) those embodying red circles, crosses or triangles, or any traffic sign symbol; or those in combinations of colours which might otherwise be mistaken for traffic signs;
- b) those incorporating large arrows or chevrons with only the arrow or chevron reflectorised or illuminated, causing confusion with similar signs in use at, or approaching, roundabouts.

(DOE circular 5/92: T & CP (Control of Advertisements) Regs 1992)

Directional signs

7.2 Those advertisements which embody directional or other traffic elements need special scrutiny because of possible resemblance to, or confusion with, traffic signs. Examples of possibly confusing advertisements are:-

- a) Those which contain a large arrow or chevron (or have a pointed end and have only a few words of message).
- b) Those which invite drivers to turn right on a main road, or where there is fast moving traffic.

c) Those which invite drivers to turn, but are sited so close to the turning that there is not enough time to signal and turn safely.

d) Those which are so close to similar advertisements, or official traffic signs, that road-users might be confused in the vicinity of a road-junction or other traffic hazard.

(DOE circular 5/92: T & CP (Control of Advertisements) Regs 1992)

4.10 Any advertisement which contradicts existing traffic signs or appears to encourage drivers to perform illegal manoeuvres will not be permitted.

5. ADVERTISEMENTS REQUIRING SPECIAL CONSIDERATION

Illuminated Advertisements

5.1 Illuminated signs that project over the public highway or are within 5 metres of the highway boundary will require consent from the Highway Authority, and care should be taken to achieve a satisfactory design and to ensure that the brightness of the illumination is not detrimental to highway safety.

5.2 In the interests of pedestrian safety care should be taken to ensure that maintenance of the sign does not obstruct the pedestrian flow.

7.1 Illuminated advertisements will raise specific public safety concerns in the situations listed below:-

- i) Those illuminated signs (incorporating either flashing or static lights);
- ii) Where the means of illumination is directly visible from any part of the road;
- iii) Which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals;
- iv) Which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather.

(DOE circular 5/92: T & CP (Control of Advertisements) Regs 1992)

5.4 Illuminated advertisements should be considered to be either within a lit zone or an

unlit zone. Unlit zones are areas where there is no road or footway lighting. Levels of illumination shall not exceed the following:

Illuminated area (Sq.m)	Lit Area	Unlit Area
Up to 0.49	2000	1000
0.5 – 1.99	1600	800
2.0 – 4.99	1200	600
5.00 – 9.99	1000	600
Over 10.00	800	400

(All measurements are in Candelas/Metres sq.)

Advertisements on Bridge Structures

7.1 Any proposal to attach an advertisement display on a bridge structure above or adjoining the public highway will only be permitted if:-

- i) Highway safety would not be compromised
- ii) The advertisement would not reduce the integrity of the structure
- iii) The sign would not affect any future bridge maintenance operations

Dynamic Advertisements

5.6 Dynamic signs are those which incorporate moving or apparently moving elements in their display, particularly where the whole message is not displayed at one time, thus increasing the time taken to read the whole sign legend (DOE circular 5/92: T & CP (Control of Advertisements) Regs 1992).

5.7 These signs require anyone reading them to concentrate for a longer period than static signs. The constant movement of the sign can also distract drivers who have already digested its contents. As a result, these advertisements can only be considered in areas where traffic speeds are low, visibility is excellent, and there are no highway features that could constitute a hazard. Locations that meet this criteria are extremely rare.

Temporary Advertisements

5.8 Temporary public notices and the advertisement of charity and social events do not need the express consent of the Local Planning Authority. However, all notices require the permission of relevant landowners for their erection and any advertisement on or adjacent to the public

highway will require the permission of the Highway Authority.

5.9 All notices relating to a specific event must not appear more than 28 days prior to the event and must be removed within 14 days afterwards.

Electrical Connections

5.10 No electrical connections in, under or over the highway shall be permitted unless the details have been approved in writing by the Council's Street Lighting Engineer.

Advertisements on High Speed Roads

5.11 High Speed Roads are those highways having a speed limit of 50mph or higher.

7.1 The Council is committed to reducing the number and severity of casualties on its roads and is particularly targeting the number of killed and seriously injured casualties.

7.2 Since the severity of casualties increases with higher vehicle speeds, advertisements on High Speed Roads will not normally be permitted as the potential driver distraction would not assist the Council in attaining its commitment to reducing the number and severity of casualties on high speed roads.

6. ADVERTISEMENTS ON FOOTWAYS AND OTHER PEDESTRIAN AREAS

7.1 Advertisements may be permitted within pedestrian areas, provided they do not:-

- Obstruct the pedestrian desire line
- Reduce the available footway width below 1.5 metres or 3.0 metres in areas with high pedestrian demand. (Shopping streets also need to maintain sufficient width for window shopping as well as movement)

6.2 Where signs are to be erected above the footway a minimum height of 2.4 metres is to be provided from the highway to the underside of the advertisement. The advertisement is not to obstruct any other traffic sign, as defined in section 64 of the Road Traffic Regulation Act 2003

6.3 A 500mm safety gap is to be provided from the edge of the carriageway to the edge of the advertisement sign.

6.4 Where signs require close study (such as Public Information Panels), they should be situated so that pedestrians looking at them would be sufficiently protected from passing vehicles.

(DOE circular 5/92: T & CP (Control of Advertisements) Regs 1992)

Lighting Columns

6.5 Bolton Council does not normally permit the use of existing lighting columns for the display of advertisements, special events or public notices.

6.6 Purpose designed structures and lighting columns to support banners and adverts may be erected at specific locations subject to the approval of the Local Highway Authority and the Local Planning Authority

6.7 Any banners or adverts to be suspended from the purpose designed structures must be approved by the Local Highway Authority and Local Planning Authority.

Banners

6.8 Banners must have a clear message and be consistent in their design and message along a route. Different styles of banners and different messages will not normally be permitted along the same route.

Bus Shelters

6.9 All bus shelters are managed through a contract arranged with GMPTE. Any proposal for the use of an illuminated bus shelter must be approved by the Highway Authority and Greater Manchester Police prior to the submission of a planning application. All illuminated bus shelters require planning permission.

Sponsorship of Roundabouts

6.10 Bolton Council permits the sponsorship of roundabouts to assist in their maintenance. All proposals need specific consent from the Highway Authority. Signs should be simple and brief in their design and must not be greater than 600mm in height. Details should be limited to the name of the sponsoring firm and the company logo.

Boundary Sign advertisements

6.11 Bolton Council permits the sponsorship of boundary signs to cover the costs of their installation and to promote local businesses. All proposals require specific approval from the Highway Authority, prior to the submission of a planning application. To be acceptable to the Highway Authority, the sign should show only the company name and logo. The Highway Authority must also supervise construction and installation of the advertisement.

7. MONITORING

7.1 Any banner or sign will be permitted to remain on the highway unless:-

- i) it is damaged or unsightly;
- ii) it is a contributing factor in a Road Traffic Incident (RTI);
- iii) the number of RTIs rises in the vicinity of the banner or advert; or
- iv) information displayed is dated.

The removal of any banner or advert will be undertaken at the sponsors' expense.

8. TEMPORARY / MOVABLE ADVERTISEMENT SIGNS

8.1 These type of signs (eg A-boards) fall outside the scope of this policy note, since they are neither permanent nor fixed. However, advertisers should be aware that the Council will exercise its powers under the Highways Act 1980 to prevent or remove and dispose of any signs which are likely to cause danger or inconvenience to the public.

8.2 Advertisers should also be aware that any advertisements attached to street furniture (eg pedestrian guard rails, lighting columns, traffic signal equipment etc) will be removed and disposed of by the Council.

APPENDIX A

Assessment of Advertisement Sign Proposal (Applies also to Banners and other information signage)

Planning Application Reference _____ Engineer _____
 Location _____ Date _____

	Assessment Criteria (refer to paragraphs numbered in brackets for more details)	Problem Identified		Comments
		No	Yes	
1	Could the Sign be confused with any sign prescribed in TSRGD? (4.8)	<input type="checkbox"/>	<input type="checkbox"/>	
2	Is there a relevant accident record in the vicinity of the sign? (4.2, 4.5, 4.6)	<input type="checkbox"/>	<input type="checkbox"/>	
3	Will the sign impair sight lines at corners, bends, junctions, signals or accesses? (4.3, 4.4)	<input type="checkbox"/>	<input type="checkbox"/>	
4	Will the sign distract road users because of its unusual nature or location at a junction? (4.1,4.5)	<input type="checkbox"/>	<input type="checkbox"/>	
5	Will the position of the sign leave insufficient clearance for vehicles on the carriageway? (6.5)	<input type="checkbox"/>	<input type="checkbox"/>	
6	Does the sign contain traffic directions which could confuse or involve an unsafe manoeuvre? (4.9)	<input type="checkbox"/>	<input type="checkbox"/>	
7	Will the position of the sign restrict pedestrian/disabled movements? (6.1 to 6.4)	<input type="checkbox"/>	<input type="checkbox"/>	
8	Will the position of the sign create safety problems during future maintenance of the highway or the sign? (4.2, 5.2)	<input type="checkbox"/>	<input type="checkbox"/>	
9	Are there any risks at the position of motorists first exposure to the sign? (4.6)	<input type="checkbox"/>	<input type="checkbox"/>	
10	Does the sign have spotlights or other means of illumination that are directly visible from the carriageway? (5.1 to 5.4)	<input type="checkbox"/>	<input type="checkbox"/>	
11	Could the sign be confused or mistaken for Traffic Signals? (4.8)	<input type="checkbox"/>	<input type="checkbox"/>	
12	Could the sign result in Glare or Dazzle particularly in wet or misty weather? (5.3 to 5.4)	<input type="checkbox"/>	<input type="checkbox"/>	
13	Would the sign result in prolonged distraction as a result of its image or wording? (5.7)	<input type="checkbox"/>	<input type="checkbox"/>	
14	Will the sign distract with regard to the ambient level of advertising in the locality? (4.1 to 4.2)	<input type="checkbox"/>	<input type="checkbox"/>	
15	Are vehicular movements or traffic conditions likely to change suddenly? (4.5)	<input type="checkbox"/>	<input type="checkbox"/>	
16	Is the speed limit 50mph or greater? (5.12 to 5.14)	<input type="checkbox"/>	<input type="checkbox"/>	

Decision

1	No problems identified—proposal permitted subject to conditions	<input type="checkbox"/>
2	Problems identified—justification for permission:	
	
	
	Proposal permitted subject to conditions	<input type="checkbox"/>
3	Problems identified—proposal refused	<input type="checkbox"/>

Conditions

1	
2	

Signed
(Group Engineer)

Date

APPENDIX B

OTHER CONSIDERATIONS

9. DETAILS REQUIRED IN ANY SUBMISSION FOR ADVERTISEMENT CONSENT

9.1 Should a formal application be required by the Council the following information will be required:

- a) Fully detailed plans and elevations of the property showing the advertisement scaled on in relation to the whole of the relevant elevation upon which it is sited.
- b) Full details of materials and colours to be used and the method of illumination of the sign.
- c) A section through the sign if it projects beyond any wall of the building.
- d) A location plan of the premises based on an Ordnance Survey extract, scale 1:2500 or 1:1250.
- e) Statutory Undertakers plant information, where signs are to mounted on posts located within the public highway.

10 TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

10.1 These Regulations permit the display of certain advertisements without the need to obtain consent from the Council, and discussions with planners in the Planning Control Section at an early stage in the design process will establish whether a formal application to display an advertisement is required. Nevertheless, regard paid to the guidance given in this planning control policy note will avoid unnecessary delay and expense should an application for consent to display and advertisement be necessary.

10.2 The Council is required by the Regulations to attach the following standard conditions to any consent granted:

- a) All advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.**
- b) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.**
- c) Where an advertisement is required under Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.**
- d) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.**
- e) No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).**

10.3 Failure to comply with the above conditions will result in the application being refused and/or the sign being removed.

10.4 Further policy guidance is given in PPG 19 Outdoor Advertising Control and DoE Circular 5/92 available from The Stationary Office Ltd. An explanatory booklet on the advertisement regulations entitled "Outdoor Advertisements and Signs: A Guide for Advertisements" is available from the Council's Planning Control Section.

11. TRUNK ROADS AND MOTORWAYS

11.1 All proposals for advertisements adjacent to Trunk Roads or motorways should be referred to The Highways Agency at the address below:-

The Area 17 Manager
Highways Agency
City Tower
Piccadilly Plaza
Manchester M1 4BE
Tel: 0161 930 5777
Fax: 0161 930 5670

The Highways Agency has no duty to consult with the local authority unless the advertisement will affect road safety upon local roads.

12. WATERWAYS

12.1 Where it appears that an advertisement may affect the safety of a waterway, British Waterways should be consulted at the address below:-

British Waterways
Pottery Lane
Wigan
Lancashire
WN3 5AA

13. RAILWAYS

13.1 Under certain conditions, advertisements can interfere with railway safety. In such circumstances the regional rail operator should be consulted.

Network Rail
Rail House
Store Street
Manchester
M60 7RT

14. FIRE SERVICE

14.1 Where it appears that signs may affect access to fire hydrants and stop taps the local fire service officer should be contacted. This will be done through the regular traffic management meetings held with the emergency services and the Local Authority.