

<p>Committee(s): Planning and Transportation – For decision <i>Port Health and Environmental Services – For information and comment</i> <i>Health and Wellbeing Board – For Information and comment</i> <i>Streets and Walkways – For Information and comment</i></p>	<p>Date(s): 10th June 2014 <i>13th May 2014</i> <i>30th May 2014</i> <i>9th June 2014</i></p>
<p>Subject: Advertising ('A') Boards in the City of London</p>	<p>Public</p>
<p>Report of: Director of Built Environment</p>	<p>For Information</p>
<p>Summary</p> <p>This report considers current practices in relation to permitting Advertising Boards ('A' Boards) on the footway in the City and recommends that they are not permitted. In recommending this, regard has been given to the importance some traders place on 'A' Boards and therefore whether they could still be allowed in some locations.</p> <p>The report explains that in the recent past the City has not taken a rigid approach to enforcement in relation to 'A' Boards preferring instead a pragmatic view, balancing location, width of footway, numbers of pedestrians, and the desire for premises to market themselves.</p> <p>The City continues to receive a number of complaints every year regarding A' boards. These include complaints that the boards cause obstruction, complaints from traders in narrow streets that they are being disadvantaged by the City allowing 'A' boards in main/wider streets and most recently by GLA funded 'Travel Watch' who are promoting a zero tolerance to 'A' Boards on equality/ obstruction grounds (particularly related to those with visual impairment).</p> <p>The report explains that against this backdrop officers have undertaken a review of current practise. This review has had regard to Highways legislation in relation to obstruction and the need in the City for increased unobstructed footway. The report also refers to current City planning policy in relation to advertising on City streets, which are not supportive of advertising.</p> <p>Despite the desire of some traders to retain the use of 'A' Boards which officers would wish to accommodate, this report seeks the Committee's approval to an approach whereby the placing of 'A' Boards on the public highway would not generally be allowed. In supporting this recommendation the report distinguishes 'A' Boards, from objects which enhance amenity or provide a public service or which are authorised or required in connection with statutory, public benefit (Tables and Chairs) or public safety functions, such as traffic management and street works signage etc.</p>	

Unauthorised 'A' Boards on the public highway would be regarded as giving rise to a highway obstruction, those responsible for displaying the 'A' Boards will be asked to remove them, and persistent offenders will risk prosecution. However, suitable publicity would be undertaken to raise awareness and understanding prior to implementation of any revised approach in accordance with the City's enforcement protocol.

The report also sets out further relevant matters. These include firstly the public sector equality duty under the Equalities Act 2010. This in itself could lead the City to consider not allowing any 'A' boards to be placed on any streets which would result in improving the user experience of those with sight and mobility impairments.

Secondly, that the City must also plan for the predicted growth in population over the coming years (e.g. as a result of Crossrail) where there could be more than 400,000 people competing on a daily basis for the use of the footways. As a result the City has increasingly been using design principles (e.g. Cheapside) and policies (e.g. restricting the periods when waste bags may be left on the street awaiting collection) to deliver wider and clearer footways.

The City must manage the street environment in a joined up holistic way. In doing so it seems logical that the conclusion and recommendation of this report would be to accept that an 'A' board placed on any footpath in the City constitutes an obstruction of the highway. The report notes that this is consistent with the City's general approach to related matters such as planning policy which resists excessive or obtrusive advertising.

This report recommends that this new approach be enforced through the provisions of the Highway legislation relating to obstruction.

This report will be presented to Port Health and Environmental Services Committee, Health and Wellbeing Board and Streets and Walkways sub-committee for information and comment before being presented to Planning and Transportation Committee for decision.

Recommendations

Members are asked to consider and note the contents of this report and agree:

1. 'A' Boards on the public highway will normally be regarded as giving rise to a highway obstruction and those responsible for displaying the 'A' Boards be asked to remove them, with persistent offenders risking prosecution.
2. Implementing of the revised approach outlined in Recommendation 1 be subject to publicity first being undertaken to raise awareness and understanding amongst those using 'A' Boards.

Main Report

Background

1. 'A' boards are used by shops and businesses to advertise and promote their business. They generally consist of a solid 'A' frame structure which can display various forms of wording and/or picture advertisements. Their size and type differ across a broad range of business activities. On occasions 'A' boards are positioned where they are an obstruction to users of the highway, and in some cases they are placed quite a distance from the business they are advertising.
2. The issue of 'A' boards in the City has been around many years and some traders consider the advertising they give to be important to their business. On this basis officers would ordinarily try to accommodate traders' wishes but recently there appears to have been an increase in the use of 'A' Boards and the City has received more complaints.
3. Currently Officers adopt a practise of requiring the removal of 'A' Boards only in locations where the footway is narrow. To date the City has not sought to control 'A' boards on the basis of the control of advertising on City streets.
4. The historic layout of many City streets means that there are a number of areas where streets and lanes have very narrow footways. Redevelopment has resulted in a number of street design improvement projects to enhance the street environment which makes them a more usable pedestrian space. The City is expecting a significant increase in commuters, shoppers etc. with the construction of projects such as Crossrail, and therefore City streets are being altered to create more space for pedestrian movement. An example of this type of development is Cheapside where there has been a conscious design decision to both widen the footpaths and also to maintain a 'clear street' with minimal street furniture, creating more freedom of movement for all users.
5. Other initiatives that support removing clutter or obstructions from the highway include the introduction of Time Banding for Bagged Waste. This initiative, agreed by the Port Health and Environmental Services Committee in September 2011, restricts the times when waste bags may be placed on the highway for collection to avoid times of high footfall.
6. Given the likelihood of even greater pedestrian numbers, this approach should be maintained to enable the City to adequately plan for the challenges that growth will bring to the City. The current daily population of users of the City is estimated to be around 330,000 people and with the arrival of the 'Eastern Clusters' office developments, the construction of Crossrail, Bank upgrade and the ThamesLink upgrade etc. the City's daily population, over the next ten years, is predicted rise to well over 400,000. This will result in our streets becoming even more congested and public footpath space ever more precious. It is already evident from daily

observation that pressure on footways is leading pedestrians to walk 'in the road'.

7. Many traders report that the provision of 'A' Boards helps generate business which the City would want to support. However this needs to be balanced against continuing complaints, implications for planning policy and the view that 'A' Boards are a highway obstruction with particular concern to the visually impaired. Further, even small scale use of 'A' Boards by some traders can serve to encourage wider use as individual businesses seek to compete with neighbours. For these reasons, TfL have over recent years, revised their approach to 'A' Boards, moving to implement a zero tolerance policy on what they call 'prestige footways'. See appendix 1.
8. It is against the above backdrop that Members are asked to consider the City's approach as to not permitting 'A' Boards on the footway of City streets. The following paragraphs consider in some detail the range of issues relating to 'A' Boards which need to be balanced when considering whether it is practicable to agree some traders wish to utilise 'A' Boards to advertise their business.

ISSUES FOR CONSIDERATION

The City as Local Highway Authority

9. The City is the Local Highway Authority for most City streets and as such also has an obligation to ensure compliance with the Highways Act 1980. The relevant sections of this Act are:
 - a) Section 137 - if a person, without lawful authority or excuse, in any way wilfully obstructs the free passage along a highway it is an offence and liable to a fine on Level 3 of the Standard Scale (currently up to £1,000.00).
 - b) Section 148(c) - if, without lawful authority or excuse a person deposits anything whatsoever on a highway to the interruption of any user of the highway he is guilty of an offence and liable to a fine (again, Level 3 on the Standard Scale).
 - c) Section 149 – if anything is so deposited on a highway as to constitute a nuisance, the highway authority for the highway may by notice require the person who deposited it there to remove it forthwith. In the event of non-compliance, a court order may be obtained authorising the removal and disposal of the offending item. In the event that the highway authority considers the item to constitute a danger to users of the highway it can remove the item forthwith and, ultimately, seek a court order for its disposal.
 - d) Section 149 (3) of the Act allows a Local Authority to recover its 'expenses' incurred in removal, but not for storage. A charge of £40 for removal of item if owners come forward to claim it may be levied. This charge is to be treated as a measure of deterrence rather than securing an income from this service.

- e) Section 130 – the highway authority has a duty to assert and protect the rights of the public to use and enjoyment of the highway.
10. There is some case law where small structures placed on the highway have been held not to amount to an obstruction. This is where the structure has been deemed to be 'de-minimis' (insignificant) in relation to the available width of the highway where it was placed. However, the use of this principle cannot be considered in isolation, other factors must also be taken into account. For example where there is a high footfall, at shopping/ visitor areas and commuter pedestrian routes at peak times would mean that any sized structure would become an obstruction due to the volume of people using the footpaths. Accordingly, any claims of the "de minimis" exception applying must be considered on a case by case basis taking into account the above factors.
 11. It must be noted that this 'de-minimis' exception is currently being challenged by some lobby group organisations that support pedestrians and disability groups, under the Equality Act 2010 as they feel that any structure placed on the highway obstructs all users.
 12. There are some exceptions when the highway can be used for purposes other than the primary purpose of passing and re-passing. These include the temporary erection of scaffolding for building repairs, maintenance or development and other things such as signs and bollards. Additionally there are 'Tables and Chairs', which may be deemed an amenity or to be a public service and may be licensed under the Highways Act 1980. (Commercial 'A' Boards would not be considered to provide an amenity or public benefit and therefore would not be granted such a licence). Other permitted activities by the City as Local Highway Authority are the requirement to maintain, repair and clean the highway to the required standards using associated equipment. In addition, certain signage is permitted or required for public benefit or public safety purposes in connection with the exercise of statutory functions, such as traffic management, street works or polling station signage. Such signage is outside the scope of this report.

Transport for London's Position

13. Transport for London (TfL) has for some time been advocating de-cluttering of the pavements and streets. With an initiative in 2001 'to return our pavements back to the pedestrian' by clearing away unlicensed obstructions and advertising boards from the TfL Road Network. In 2009, the Mayor of London initiated 'the better streets initiative' which offered guidance to encourage the removal of 'illegal' 'A' boards. The London Plan followed and, TfL, taking forward the Mayor's Transport Strategy - Accessibility Implementation Plan, stated how it intended to improve access for all.
14. TfL have produced a schedule of 'prestige footways' with a zero tolerance to 'A' boards, this can be found in Appendix 1 and includes Bishopsgate, Gracechurch Street, Upper and Lower Thames Street, Byward Street and Tower Hill within the City. TfL officers currently enforce on these streets within the City against 'A' boards being placed out on the highway.

London TravelWatch

15. London TravelWatch is a watchdog organisation representing the interests of transport users in and around the capital. Officially known as London Transport Users Committee, they were established in July 2000. London TravelWatch is sponsored and funded by the London Assembly, which is part of the Greater London Authority, and is independent from the transport operators.
16. London TravelWatch promotes integrated transport policies and presses for better public transport, with higher standards of quality, performance and accessibility. They liaise with transport operators, providers, regulators and local authorities.
17. London Travelwatch have recently undertaken a campaign sponsored by the Royal National Institute of Blind People (RNIB) to highlight the problems caused by obstructions such as 'A' boards on the highway. This work found that street clutter was a major concern around the country affecting those with impaired vision and guide dogs. This is also an issue which affects those in wheelchairs and with mobility impairments and people with prams etc.
18. Following the campaign a report was published challenging authorities to carry out their obligations under legislation to clear the highway of such obstructions. This report is available on their website:

http://www.londontravelwatch.org.uk/news/2013/11/passenger_watchdog_calls_for_the_removal_of_obstructions_on_london_s_pavements

Other London Boroughs

19. Within the above report the Royal Borough of Kingston upon Thames is held up as an exemplar in using its powers to keep the streets clear of 'A' boards and achieves a high level of compliance. Stating their public interest considerations are:
 - *The placing of street advertising boards ('A' boards) on the public highway is unlawful;*
 - *They cause street clutter/ nuisance;*
 - *They are a health and safety hazard to disabled and partially sighted people;*
 - *They may compromise the council's statutory duties under the Highways Act and the Equality Act 2010.*
20. The report also highlights some other London Boroughs that are positively tackling this issue, these include Greenwich, who do not permit 'A' boards, Barnet has a zero tolerance of 'A' boards and Hackney has recently agreed a no 'A' boards policy. All report having reasonable compliance.

Improvements for street signage to help direct people places of interest.

21. As an alternative the City may wish to improve signage in some areas where there are concentrations of shops and restaurants and install more 'way finders' information signs. These can help visitors find places of interest and can be useful in directing people to shopping areas etc. The Street Enhancement Team, within Department of Built Environment current identify areas where this might be appropriate and design and install such information boards/ way finders. An example of these can be found on Eastcheap directing people to the historical lanes of Lovat Lane with shops and restaurants. An image of these can be found in Appendix 2. These direct people to retail areas but cannot be used to identify particular traders.

22. Equalities Act 2010

Section 149 - Public sector equality duty - A public authority must, in the exercise of its functions, have due regard to the need to (advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;

This includes removing or minimising disadvantages suffered by people due to their protected characteristics (such as visual or mobility disabilities).

23. The maintaining of clear and accessible pavements has particular importance in relation to the elderly and those with visual and mobility impairments.

24. It could be argued that 'A' boards placed on a highway of any width could potentially become a hazard and obstruction for people with sight impairment or mobility issues.

25. The City of London Corporation's Access Officer comments that 'A' Boards and their positioning can be very problematic for disabled people. For blind and partially sighted people it is essential to have as clear route as possible along footways. This is often made worse because 'A' boards are positioned randomly at different distances from the kerb and that white cane users often negotiate their way along footways by using the edges as an indicating guide. Colliding with an 'A' Board poses not only the potential for physical hurt but can also adversely affect a person's confidence even to the extent that they will avoid the particular area.

26. Equally for wheelchair/ mobility scooter users and parents with buggies, negotiating a footway which contains 'A' boards can be challenging. Poorly positioned 'A' boards leading to a lack of available footpath space can have far reaching impacts ranging from minimal inconvenience to major health and safety concerns. The fact that many of the footways in the City are of narrow width and an 'A' Board placed upon such a footway means there is often insufficient space to pass by without stepping into the carriageway.

OTHER ISSUES

27. It is important that in considering the exercise of its Highway Authority powers, the City reaches its view based on Highway considerations as set out above. However, Members will also wish to be aware of related non-highways issues to ensure that the City does not adopt inconsistent policies.

Advertising and Planning Control

28. A policy to remove 'A' Boards would also be consistent with planning policy which generally advocates restraint and resists excessive or obtrusive advertising (Core Strategy Policy CS10; Draft Local Plan Policy DM 10.6 see appendix 3). The policy has been successfully applied for many years including numerous successful appeal decisions, where advertising displays that may be considered acceptable in other areas have been held harmful to the generally restrained character and appearance of much of the City. This approach could easily be prejudiced by continuing and escalating use of 'A' Boards which introduce additional advertising causing visual clutter and incrementally eroding the restrained character of the streetscape. To date the City has not sought to control 'A' boards on the basis of the control of advertising on City streets due to resource constraints; therefore planning powers have not generally been used.

Viability of local services

29. It is a key strategic objective to maintain the City's position as a leading international business and finance centre and this includes ensuring the provision of high quality local services for those who live work and visit the area. The use of 'A' Boards are seen by traders who use them as a means of drawing attention to their business and the goods and services they offer. However, if this is correct, it could also be seen as giving an advantage to those businesses that use 'A' Boards, particularly more obtrusive ones (and encouraging their escalating use to avoid other traders being at a disadvantage as compared to those who use 'A' Boards). In addition, it is a perceived advantage that has not been available to businesses on narrower streets where 'A' Boards have been treated as an obstruction. It is considered that a "zero tolerance" approach would create a more level playing field by removing any perceived advantages of 'A' Boards currently enjoyed only by those who use them on wider streets.

ISSUES TO CONSIDER IN ENFORCEMENT

Current arrangements for compliance

30. The Street Environment Officers (SEO), within Cleansing Services are responsible for monitoring compliance with the above highway legislation. Currently the SEOs use a set of 'A' board guidelines which follow the 'de-minimis' rule to ensure that 'A' boards do not significantly obstruct the highway. These stipulate a minimum width of 2 metres of available footpath which allows users to pass and re-pass on the highway. This width is an 'ideal minimum width' quoted within the industry. The

guidelines prescribe a number of other criteria to ensure 'A' boards are not an obstruction on the highway and aid the safe management of street furniture. A copy of these can be found in Appendix 4.

31. The current approach to enforcement of 'A' boards is that the SEOs do not aggressively target businesses using 'A' boards. However, when a complaint is received, SEOs will investigate using the above guidelines. If the business does not or cannot comply then they are asked to remove it. Failure to do so will result in the SEO removing it in accordance with the relevant highway legislation procedures.
32. These actions are taken using the highway legislation only, treating the 'A' board as an obstruction and not making any judgement about the display. The impact on amenity can only be considered by the local planning authority..

The impact of applying a de-minimis rule.

33. An assessment of the City's Street Asset Register suggests that some 302 streets have footpaths measuring 3m or more wide, out of the 752 recorded. This equated to 40% of the City's footpaths where, under highway legislation, and if the de-minimis rule is applied, 'A' boards could be considered 'acceptable'. The remaining 60% of the footpaths would be managed/ enforced through Highway obstruction legislation.

Conclusion

34. In conclusion, whilst it is recognised that some traders consider 'A' Boards important to their business the boards are becoming more problematic and the City has seen continued complaints relating to them. The City has sought to apply principles in design to maintain a clear street environment when developing new projects, as has been shown with the Cheapside redevelopment and with new initiatives such as the introduction of restrictions on when waste bags can be placed on the highway by means of the Time Banding Policy. These measures go to reinforce the need to keep the footpaths free from obstructions and clutter.
35. The City must also plan for the ongoing growth in population with more than 400,000 people predicted to be competing on a daily basis for the use of the footpaths to move around the City.
36. In the light of incrementally increasing demand for footway space it is considered that 'A' Boards can reasonably be considered to cause obstruction to free passage. As such it is considered appropriate to revise the current approach to 'A' Boards whereby those on wide footways have been tolerated and not generally subject to enforcement action.
37. It may be argued that allowing some 'A' boards disadvantages some businesses located in the narrower streets and lanes and does not create a level playing field for businesses to operate and compete.
38. Through the Mayor of London's strategies TfL have adopted a zero tolerance to 'A' boards on their 'prestige footways' which include streets within the City.

39. Momentum is growing with other London boroughs either adopting a zero tolerance e.g. Royal Borough of Kingston upon Thames or considering moving to this position.
40. The GLA funded TravelWatch group are actively championing to clear London streets of obstructions and clutter which is supported by the RNIB.
41. Given the above, whilst officers would ordinarily wish to accommodate those traders wanting to use 'A' Boards it is considered a revised approach is necessary whereby: (i) unauthorised 'A' Boards on the public highway will be regarded as giving rise to a highway obstruction, (ii) those responsible for displaying the 'A' Boards will be asked to remove them, and (iii) persistent offenders will risk prosecution.
42. This would be subject to publicity first being undertaken to raise awareness and understanding amongst those using 'A' Boards in line with the City's agreed enforcement policy approach.

Implications and implementation

43. Implementing the recommended revised approach is likely to be very challenging and in part unpopular amongst those that have used 'A' Boards for some time. It would therefore require careful communication with possibly a transition period of education and engagement to help support businesses to understand the reasons for this approach before any enforcement is taken. A similar approach was adopted for the introduction of the Time Banding Scheme restricting when bagged waste can be put out on the highway. This approach was generally successful. This could be undertaken by the Street Enforcement team within the Cleansing Services as they already monitor the City streets for compliance under the highway regulatory framework. It is proposed to prepare a Guidance Note for interested parties which can be circulated and placed on the City's website.
44. These principles are broadly in-line with the City's enforcement policy, education, engagement, support and only enforcement as a last resort.

Financial and HR Implications

45. There may be additional training required for the officers responsible for monitoring and enforcing compliance of all of the relevant legislation and policies.

Legal Implications

46. There will need to be a review of the delegated authority of officers who manage and enforce compliance to ensure that appropriate officers have the correct powers.
47. All other legal implications are contained in the body of the report.

Property Implications

48. None

Strategic Implications

- 49. SA1 - To support and promote The City as the world leader in international finance and business services. Creating clean and attractive city environment to attract businesses.
- 50. SA2 - To provide modern, efficient and high quality local services within the Square Mile for workers, residents and visitors with a view to delivering sustainable outcomes.
- 51. SA3 - To provide valued services to London and the nation.

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The voice of transport users

Inclusive streets

TfL schedule of prestige footways with „zero tolerance“ for „A“ Boards.
A zero tolerance approach to advertising boards on these roads was agreed in November 2011 by TfL’s Surface Transport Panel:

A200 Tooley Street

A200 Duke Street Hill

A 3 London Bridge

A3 King William Street

A10 Bishopsgate

A10 Gracechurch Street

A501 City Road (Moorefield Eye Hospital approaches)

A3211 Upper Thames Street

A3211 Lower Thames Street

A3211 Byward Street

A3211 Tower Hill

A4 Knightsbridge

A4 Cromwell Road

A4 Cromwell Gardens

A4 Thurloe Place

A4 Brompton Road

A3211 Victoria Embankment

The following have been described as additional areas to be covered.

Already Established

Bishopsgate/Gracechurch Street

Brompton Road
Victoria Embankment
Tooley Street

City of London

Kensington and Chelsea
Westminster
Southwark

In Progress (i.e. prior to May 2013)

Stoke Newington High Street
Nags Head
Clapham High Street
Borough High Street
Balham High Road

Hackney
Islington
Lambeth
Southwark
Wandsworth

May 2013 Rollout Camden High Street

Edgware Road
Whitechapel Road

Camden
Westminster
Tower Hamlets

September 2013 Rollout Finchley Road

Earls Court Road
Kingsland High Street
Upper Street
Streatham High Road
Peckham High Street
Tooting High Street
Wandsworth High Street

Camden
Kensington & Chelsea
Hackney
Islington
Lambeth
Southwark
Wandsworth
Wandsworth



Appendix 3

The City as a Local Planning Authority

1. The City is the Local Planning Authority and has responsibility for planning policy and planning decisions the consideration of these policies in relation to advertising on City streets is important in developing our approach to 'A' Boards..
2. The installation and display of advertisements is controlled by the Town & Country Planning (Control of Advertisements) Regulations 2007.
3. An 'A' board on the public highway requires Express Consent under these Regulations. Subject to certain size and other conditions, an 'A' Board on private land (e.g. on a private forecourt) has Deemed Consent under these regulations and would not require the local planning authority's approval.
4. In making a decision on an application for Express Consent the Regulations require that the Local Planning Authority exercises its powers in the interests of amenity and public safety, taking account of the development plan and any other material considerations.
5. Planning policies have been developed to frame the City's planning decisions. These include policies to improve and maintain the quality of the City's environment and space for people to move around. The details of the relevant policy guidance of; The City's Core Strategy, section 3, Design, sections 3.10.3 and 3.10.4. The Core Strategic Policy CS10 and the Draft Local Plan policy DM 10.6 for advertisements Paragraph 3.10.32 and 3.10.33.
6. Under these regulations an application for Express Consent to display an 'A' board would need to be considered on an individual basis and considered on a case by case basis. Such displays are likely to be resisted, but the City would need to demonstrate that the proposed display would be detrimental to amenity or public safety. The impact of one 'A' board may not be detrimental to amenity in an appropriate location but the combined impact of a proliferation of 'A' boards in one street or location may be.
7. Where Express Consent is refused there is a right of appeal to the Secretary of State.
8. The Town & Country Planning (Control of Advertisements) Regulations 2007 provides the Local Planning Authority the powers to enable the discontinuance of the display of an unauthorised 'A' board where it is expedient to do so. There is a right of appeal to the Secretary of State against a discontinuance notice.

The City's Core Strategy states in section 3, Design,

3.10.3 - Outdoor advertising has a strong impact on the appearance of buildings, the street scene and in particular the historic environment. The City's approach to the control of advertisements in terms of size, location and illumination is restrained to safeguard the high quality of the City's environment.

3.10.4 *The City has a large workforce whose numbers are expected to grow substantially. Most journeys within the Square Mile are on foot and this movement is particularly high during morning and evening peak times. Despite redevelopment throughout its history, the City has retained much of its dense street pattern, which provides convenient walking routes and allows for a high degree of pedestrian permeability. At the same time, the pattern of narrow streets and alleyways poses challenges in terms of accessibility, way-finding, safety and increased pressure on the pedestrian environment. The City has numerous small open spaces, which provide valuable amenities, and many are of historic importance. The location and design of these small spaces requires innovative and sensitive solutions which respect their settings and create high quality, accessible areas for all the City's communities. The City's streets also provide space for public enjoyment, and the City Corporation has an extensive programme of street scene projects to improve the quality, sustainability, inclusivity and amenity of the public realm.*

Core Strategic Policy CS10 is:

To promote a high standard and sustainable design of buildings, streets and spaces, having regard to their surroundings and the character of the City and creating an inclusive and attractive environment, by:

- *Requiring the design and management of buildings, streets and spaces to provide for the access needs of all the City's communities, including the particular needs of disabled people.*
- *Ensuring that signs and advertisements respect the restrained character of the City.*

Draft Local Plan policy DM 10.6 Advertisements is:

- *To encourage a high standard of design and a restrained amount of advertising in keeping with the character of the City.*
- *To resist excessive or obtrusive advertising, inappropriate illuminated signs and the display of advertisements above ground floor level.*

Paragraph 3.10.32 states:

"In order to protect and enhance the dignified character of the City's streets, the Corporation considers that advertising material should be restrained in quantity and form. It has for many years sought to exercise careful control over the display of advertisements and will seek improvements where appropriate. The City Corporation will exercise advertisement control having regard to the need to maintain visual amenity and public safety".

Paragraph 3.10.33 states:

Advertising hoardings and advertisements on street furniture will not normally be permitted as these detract from the restrained character of the City.



CITY OF LONDON A-BOARDS GUIDANCE

Section 149 Highways Act (1980)

A-Boards placed on the footway are subject to the following conditions;

- Must be overall a maximum of 1200mm High X 800mm Wide x 500mm Base/Footprint
- Only one A-Board per business
- Footpath must have a minimum residual width (width of footpath not obstructed by A Board) of 2.0 metres left for the passage of pedestrians
- Must be placed against your building/business
- Must not cause an obstruction to pedestrians
- Must be placed on straight sight lines and not on any curved angles along the building line
- Rotating or swinging banner type signs are not permitted
- Boards must not be fixed or attached to any street furniture (lamp poles, sign posts etc.)
- All boards must be taken in/removed from the footpath when the business is closed

**A-BOARDS THAT DO NOT CONFORM TO THE ABOVE REQUIREMENTS WILL
BE REMOVED WITHOUT NOTICE BY CITY OF LONDON STREET
ENVIRONMENT OFFICERS**