



DERBY CITY COUNCIL

DISABLED PEOPLE'S DIVERSITY FORUM 2 NOVEMBER 2006

Report of the Corporate Director of Regeneration and Community

The Control of Advertising Boards (A-Boards)

RECOMMENDATION

1. Members of the Disabled People's Diversity Forum are asked to comment on a guidelines approach to the control of A-boards.

SUPPORTING INFORMATION

- 2.1 Members of the Forum will be aware of a number of reports and many discussions about the control of A-boards in the City. Indeed, the Forum recommended to Council Cabinet that a zero tolerance approach to the boards control be adopted. Currently however no approach has been agreed.
- 2.2 Discussions have been ongoing with the City Centre Management Team (CCMDerby) who have sought views from traders. In addition they have recently undertaken an audit regarding the numbers of, and location of boards in the City Centre. Over 130 boards were identified. Some trader representatives acknowledge that the number of A-boards in the City Centre is too high and support their control by adopting a guidelines scheme.
- 2.3 This report seeks Forum members' views on the suggestion by some trader representatives to adopting a guidelines approach to the control of A-boards. Attached at appendix 2 is a copy of draft guidelines for consideration and comment.
- 2.4 If a guidelines approach were to be trialled it could perhaps be introduced relatively quickly and rolled out street by street in the City Centre over a six-month period. Its effectiveness could then be monitored over 12 months. If the trial proved not to have significantly reduced the number of A-boards further measures could then be considered.
- 2.5 Members will be aware that there are a small number of sites in the City Centre, which have clusters of A-boards, the bottom of Green Lane being one. If a guidelines approach were to be trialled then it may be appropriate to agree some form of permanent way finding signs at these limited locations. The intention would be to replace a number of separate A-boards with a single way finding sign. The exact nature and location of such signs would be considered within the Public Realm Strategy for Derby Cityscape, which is out to consultation at the moment. The views of the CCMDerby, trader representatives and this Forum's, Project Group would also be sought. Until such time as permanent way finding signage was in place it may be appropriate for the A-boards at these locations to remain.

- 2.6 Forum member's views are sought on the principle of adopting a guidelines approach as detailed above. It is considered that such an approach would significantly reduce the numbers of A-boards. If this anticipated reduction did not occur further measures would then be considered.
- 2.7 The views of the forum will be communicated to appropriate Members of the City Council prior to making any final decision on whether to proceed with a Guidelines Scheme.

For more information contact:	Mick Watts Tel. 255925 e-mail mick.watts@derby.gov.uk
Background papers:	None
List of appendices:	Appendix 1 – Implications

IMPLICATIONS

Financial

1. Adopting a guidelines approach to the control of A-boards may have financial implications, which would need to be considered within existing highway budgets.

Legal

2. The Disability Discrimination Act (DDA) 1995 as amended by the DDA 2005 comes into force on 4 December 2006 and requires that we do not discriminate in relation to the work we do.

Personnel

3. Additional personnel resources may be required in adopting a guidelines approach to the control of A-boards.

Equalities impact

4. If a different approach to the control of A-boards is to be considered an equalities impact assessment will need to be undertaken.

Corporate Priorities

5. A prosperous vibrant and successful economy. Healthy, safe and independent communities.

Draft Guidelines for the display of Advertising boards in the Highway.

1. Be between 750 mm and 1,200 mm high and a maximum of 750 mm wide.
2. Be of sturdy construction with no sharp edges, and no overhanging, swinging or rotating parts.
3. Be of distinctive colours, preferably edged in yellow.
4. Sited against the frontage of the premises to which they relate. Exceptions may be considered in unkerbed pedestrianised areas where it is agreed that locating the A Board adjacent to existing street furniture leaves a safer thoroughfare for pedestrians. The only other exception is covered by guideline 14.
5. Take account of the presence of street furniture such as litterbins, benches, street lighting columns etc and the available footway width.
6. Not reduce the available footway or thoroughfare width to less than 1.5 metres.
7. Not be sited within 1.5 metres of another A board.
8. Not be sited in locations where they may obstruct the visibility of drivers at junctions, bends and footway crossings.
9. Not be sited where they would affect the visibility of road signs or distract driver's attention.
10. Not obstruct access to business premises particularly for disabled customers and the emergency services.
11. Be removed when the premises are closed.
12. Be removed when weather conditions are likely to make the board unstable.
13. A-boards will not be allowed where the business already has the ability to advertise its presence by a sign on the shop frontage
14. The Council will consider the provision of wayfinding signs at specific sites on main thoroughfares to advise the public of the whereabouts of businesses in remoter locations. Until such time it will, at its absolute discretion, consider allowing A-boards to advise of remote premises, subject to a maximum distance between premises and board of 50 metres and both being on the same length of road.