

'A' Boards (and Similar Signs) on the Highway in the City of Chester Provisional Toleration Guidelines

These Guidelines focus only on the related issues of obstruction, public safety and access at this stage and not on planning (advertisement consent) requirements

Positioning

- 1) An unobstructed footway* width of 2.0 metres is desirable, but where this is not practicable, a minimum width of 1.8 metres must be maintained. As a result of the historical nature of the city, there will be streets where the footway width is less than 1.8 metres. In such cases, 'A' Boards cannot be displayed (*for definitions, please see page 3).
- 2) In pedestrianised areas a minimum width of 3.7 metres must be maintained. (Please see below for details of pedestrianised streets). Please note that the requirement here is for a greater unobstructed width, but both the footway and carriageway may be used by pedestrians.
- 3) 'A' Boards must not be placed on the carriageway*, including in pedestrianised areas.
- 4) 'A' Boards must not be located within 1.8 metres of any other 'A' Board, or other similar display, permanent or temporary sign, seat, pillar, post, bollard or item of street furniture*.
- 5) On footways, 'A' Boards must not be placed within 2.0 metres of any tactile paving* (2.5 metres in pedestrianised areas)
- 6) 'A' Boards must not obstruct vehicle sight lines or block visibility for pedestrians or wheelchairs users and must be easy to detect and negotiate, particularly by the visually impaired and those with mobility handicaps.
- 7) 'A' Boards must not impede vehicular emergency access; a minimum of 3.7 metres clear access is required **at all times** (including the hours of pedestrianisation)
- 8) 'A' Boards must take into account the other reasonable needs of the area in relation to their positioning e.g. bus stops, pedestrian crossings, etc.
- 9) No 'A' Boards will be permitted on the walkway part of The Rows.
- 10) 'A' Boards must relate only to the normal business of the trading establishment in front of which they are displayed, be positioned directly outside the premises to which they relate and on the same side of the road.
- 11) All Boards must be portable and easy to remove i.e. they require no excavation to be installed or removed. They should not have a detrimental effect on the fabric of the highway* (e.g. they must not be drilled into paving)
- 12) '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.

- 13) In addition to the above, an officer of the Council may require an 'A' Board to be removed if it is causing a significant hazard

Size and Number

- 14) 'A' Boards should be no wider than 800mm square in plan and no higher than 1000mm above ground level.
- 15) Only one 'A' Board will be permitted per business
- 16) Where an accumulation of 'A' Boards and/or other displays occur (e.g. in the case of multi-use premises), and, in the opinion of an officer of the Council, this results in the obstruction of the highway, all boards/displays should be removed until an acceptable solution has been reached by all interested parties.

Construction

- 17) 'A' Boards must be of high quality construction and maintained in safe condition. For example, they must have no protruding elements that could cause passers-by to trip or fall, or that could cause other injury or damage, e.g. sharp edges, splinters
- 18) 'A' Boards should be stable and not represent a potential danger to any highway users. In particular, the structure must be of sufficient weight or design to prevent it being blown over in the wind. Rotating or swinging signs will not be permitted.

Other Requirements

- 19) 'A' Boards may only be displayed during trading and daylight hours. Any request to display an 'A' Board outside daylight hours must be made in writing to the following e-mail address: boards@cheshirewestandchester.gov.uk
- 20) All 'A' Boards must be removed prior to and during events likely to result in significant increase in the level of footfall (e.g. festivals, marathons or other races, religious services and other public events). In particular, 'A' Boards will not be permitted in Watergate Street on Race Days.
- 21) 'A' Boards must not contain any visual or written material that could be construed as being racist, sexist, homophobic or insulting.

Failure to Follow the Guidelines

- 22) Following complaint or inspection, an officer will request that any 'A' Board found to be in breach of these guidelines is removed. In the event of a refusal to comply with the officer's request, the Council may remove the 'A' Board without further notice. The Council is entitled to charge the person responsible for its costs of removal and storage. Boards will only be returned on payment of such charge. However, in the case of persistent breaches, boards may be destroyed forthwith and/or the Council may prosecute offenders for wilful obstruction of the highway.

Liability

- 23) The person responsible for placing the 'A' Board on the highway shall be deemed to have indemnified the Council against all actions, proceedings, costs, claims or demands whatsoever in respect of any injury or damage arising from the siting of the 'A' Board.

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Chester City

Streets Included in Pilot and Status

Street Name (and section)	Pedestrianised?
	Relevant to guidelines 2, 3 & 7 (above)
Bridge Street (between the mini-roundabout and Watergate St)	Between 10.30am and 4.30pm
Brook Street	No
The Cross	Fully pedestrianised
Cuppin Street	No
Eastgate Street (between The Cross & St Werburgh St)	Between 10.30am and 4.30pm Monday to Saturday only
Eastgate Street (between St Werburgh St and Foregate St)	No
Foregate Street (between St John Street and Frodsham Street)	Fully pedestrianised
Foregate Street (between Eastgate Stand St John St)	No
Frodsham Street	No
Grosvenor Street	No
Handbridge	No
Lower Bridge Street	No
Northgate Street (between Eastgate St and St Werburgh St)	Between 10.30am and 4.30pm Monday to Saturday only
Northgate Street (between Princess St and St Werburgh St)	No
The Rows	N/A
St John Street	No
St Werburgh Street	No
Town Hall Square	Fully pedestrianised
Watergate Street (between St Martin's Way and The Cross)	Between 10.30am and 4.30pm

Definitions

Carriageway - that part of a highway over which there is a right of passage for vehicles

Footway - that part of the highway over which there is a right of passage for pedestrians

Highway - the carriageway and the footway

Street furniture - pieces of equipment, such as streetlights and benches, placed in the street for the benefit of the public

Tactile paving - textured ground surface found on footways to assist blind and visually-impaired pedestrians