

Copy of email sent to the Parish Clerk from Local Highways and Streetscenes
ADVERTISING SIGNS - HEYTESBURY

From: "Wilson, Steve" <Steve.Wilson@wiltshire.gov.uk>
To: "jackiekirkby@btinternet.com" <jackiekirkby@btinternet.com>
Sent: Wednesday, 12 January, 2011 17:56:57
Subject: RE: Advertising Signs Heytesbury

- The general approach is one of zero tolerance of illegal signs on highway/verge, in that they enhance risk to road users from distraction, obstruction of visibility splays and risk to erectors and apparatus e.g. from driving stakes into buried services. Illegal signs are removed by use when our resources allow (usually Parish Stewards). Particular attention is given to situations where unofficial signs are attached to official road signs, within visibility splays and at sites with an accident record.
- Within urban areas, some discretion is used in connection with 'A' boards. These are generally not removed if a footway width of more than 2m is maintained, or if they are sited on 'dead' ground, (i.e. lee of a telephone pole etc) providing we have not had complaints from the public about the signs presence. Some A boards in city / large town centres are occasionally unofficially licensed.
- Where a leisure attraction has a brown tourism signing agreement, it is a breach of the agreement to display additional legal signs; if such an event is repeated regularly the agreement can be annulled by the Council and the brown tourism sign removed.
- Signs just off the highway, on adjacent farmers fields etc but visible to the road can be reported to the Planning Authority if they are large enough to be a distraction to road users; signs larger than 1m² may require full planning consent.
- Requests are often made to Area Highway Engineers for temporary signs - for short term weekend events such as dog shows, concerts, ploughing matches etc, the response we give is that we cannot give any formal legal consent and the signs remain illegal with any legal liability attaching to the erector event/holder. But if they are small and if we don't receive any complaints, they are not in visibility splays and are put up on a Friday and taken down before Monday.....we don't work weekends just to 'police' signs.
- As with all matters Highways Act based, we can use a degree of discretion. For local community based events such as village fetes, car washing events, Parish Council events, Church sponsored festivals etc. we allow signs on the highway verge for a short duration only (2 weeks prior to an event max) providing we don't get specific complaints and they are safety sited. Discretion and occasionally assistance has been provided in the past for larger charitable/public benefit events such as "Rotary Spireworks", Wilton House Charity Supercar Day, Blood Doning Sessions, and some other events where Wiltshire Council is an event partner. Contractors health and site safety signs for large projects can be consented to where their presence is likely to promote road safety for users and where a method statement and proof of 3rd party public liability insurance has been lodged with us first.
- Temporary direction signs for commercial events (black lettering on yellow background) are regularly licensed by the Highway Authority following applications by professional sign companies and these can be attached to official road signs, providing their function is not affected. A sign schedule, method statement and copy of 3rd party public liability insurance certificate must be lodged with us first and agreed to by the Authority in advance or any erection. We are happy to work with the event organisers / sign company to identify the type, size and location of suitable signage if appropriate. Tourist attractions with full brown signing agreements are not eligible to apply for temporary event signing.
- In connection with new housing developments, applications for black on yellow temporary signs following the same process as temporary event direction signs can be licensed - but this only covers the construction phase not the selling phase as the latter constitutes advertising on the highway and promotes sign clutter. Accordingly it has become our practice to only license development signs for a 6 month period at a time; the developer has to re-apply for any further period.

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