

Advertisements

Advertisements by their nature are designed to attract attention. However, care must be taken that road users' attention is not drawn from the highway so as to create a danger.

Design considerations

Distraction and confusion can be caused by additional cognitive demand on a drivers' attention, leading to an increased risk of accidents. Where a driver is already experiencing significant visual demands through challenging road layouts or other additional demands on their attention, it is important not to add any further unnecessary distraction, particularly where there are vulnerable road users present. It is therefore imperative to assess each advertisement on its own merits with regard to the site specific circumstances.

It is therefore essential to consider each site carefully by assessing the surrounding area. Examples of situations where adverts will be resisted would include where:

- the highway is obstructed to the detriment of pedestrian or vehicular safety;
- visibility splays are obscured;
- a significant number of conflicting movements takes place, including lane changing;
- there are large numbers of pedestrians and/or cyclists crossing;
- there is an existing accident record which risks being further exacerbated by a distraction;
- the sign may interfere with traffic signals or road signs;
- road users would have to look beyond their cone of vision to see the sign (e.g. the opposite side of a wide road);

- drivers may become distracted by its location;
- the advert displays too complex a message;
- there is conflict with other signing; or
- it would create excess demand on a drivers attention.

Digital advertising

Digital advertising is a growing market. We may allow digital advertising where there is no substantial risk to road safety and will assess each location on its individual merits, in line with the above criteria.



Fig 1: Digital advertising screen

Digital signs have a significantly greater intensity of light and definition. Also, because digital adverts are relatively rare and frequently change they draw more attention than traditional advertising billboards, which do not change within one viewing

In view of this, locations previously considered acceptable for static advertising would not necessarily automatically be appropriate for digital advertising.

It is therefore imperative that any application for digital advertising provides a comprehensive assessment of the site. Without adequate assessment, applications would be resisted as they would fail to demonstrate that they would not have a material effect on road safety.

Conditions would be applied to advertisements to prevent excessive illumination, standardising any changes in image and to prevent them containing any images which could be interpreted as road signage. Formal Approval in Principle (AIP) and highway structure licencing would also apply.

Information requirements for digital advertising planning application

Any advertisement application should provide the following information to allow us to adequately consider the effects on the highway:

- Location Plan
- Mock up images
- Types and content of advertisement – static/lt/LED
- Size of advert
- Clearance from underside of advert
- Orientation – audience
- Mounting information and analysis of any structures affecting the highway.
- Stage 1/2 safety audit (scope to be agreed by Highway Authority in advance) to contain:
- Site observations – school / crossing / signals / other issues – lane changes, complex junctions, manoeuvres, existing cognitive demand on drivers
- Local pedestrian or cycle facilities

- Accidents on approach, within reviewing area and after proposed location
- Acceptance to monitor and review luminance and road safety
- Construction management statement for installation
- Servicing statement including parking of maintenance vehicles

A-Boards

“A” Boards and other freestanding pavement signs should be placed within a distance of 60 cm immediately in front of the premises they are advertising provided that an absolute minimum of 1.8 metres of clear footway can be retained between the road and the board where there are lower levels of pedestrian flow. This distance should be greater where there is higher pedestrian footfall.

Fig 2: A-boards, Park Street



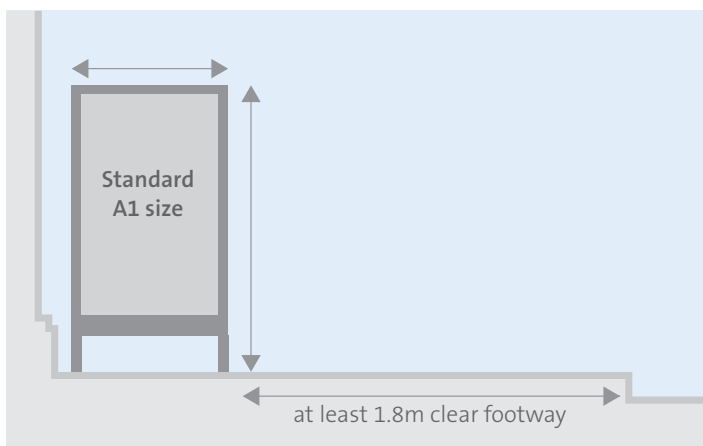
The width may be required to be greater in areas where there are higher volumes of pedestrians, such as on high streets or city centre locations. See 3.3.2 *Designing for pedestrians*.

No A-board or other freestanding pavement signs should be placed on highway land where there are private forecourts that could be used to accommodate them in accordance with conditional deemed consent.

Only one A-board would be permitted per business.

For further information on A board guidance, refer to www.bristol.gov.uk/streets-travel/a-board-guidelines

Fig 3: **A-boards clearance guidance**



Banner signs

We will not permit banner signs on the highway to advertise businesses. This is not a correct use of a public asset and leads to clutter and excessive distraction on the highway.

They also create health and safety issues as their means of fixing is not secure, and can come loose and create a hazard. The council would remove any such banner on the highway as it is considered to be litter.