



Reference Number

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Current:	
Fee:	£75.00
Date:	
Receipt No:	

HIGHWAYS ACT 1980

Application for Consent to Provide Amenities and other Facilities on the Highway - A Boards and Other Advertising Structures

Before completing this application form, **please read the guidance notes at the end of the form.** If you are completing this application by hand, please write legibly in block capitals. In all cases, ensure that your answers are inside the boxes and written in black ink or typed. Use additional sheets if necessary. You should keep a copy of the completed form for your records.

I/We hereby apply to Portsmouth City Council for Consent to Provide Amenities on the Highway (A Boards/Advertising Structures) in accordance with Part VIIA of the Highways Act 1980 as amended by Section 20, and Schedule 5 of the Local Government (Miscellaneous Provisions) Act 1982.

1. DETAILS OF APPLICANT	
1. Your name	
Title	Mr <input type="checkbox"/> Mrs <input type="checkbox"/> Miss <input type="checkbox"/> Ms <input type="checkbox"/> Other (please state)
Surname	
Forenames	
2. Your current address (We will use this address to correspond with you unless you complete the separate correspondence box below)	
Post town	Postcode
3. Other contact details	
Telephone numbers	
Daytime	
Evening	
Mobile	
Fax number	
E-Mail address (if available)	

4. Alternative address for correspondence (If you complete the details below, we will use this address to correspond with you)	
Post town	Postcode
5. Alternative contact details (if applicable)	
Telephone numbers: Daytime	
Evening	
Mobile	
Fax number (optional)	
E-Mail address (if available)	

2. Nature of Business and the Premises	
1. Nature of Business of Applicant	
2. Name and Address of Business	
Post town	Postcode

3. Details of Amenities	
1. Please state the precise location and extent of the proposed A Board or advertising structure together with dimensions for area required in metres:	
Length:	
Width:	
Area:	
2. Please state the times of the day during which the A board or advertising structure will be placed on the highway	

4. Checklist	
I have: (Please tick the appropriate boxes)	
Attached a sketch showing the extent of the A board or advertising structure to be placed on the highway which: i) Indicates the position in relation to my premises; and ii) The position in relation to any other premises.	
Supplied a copy of my Third Party Public Liability Insurance in the sum of £5 million.	
Made or enclosed payment of the fee for the application. (The fee must accompany the application and cheque payments must be made payable to Portsmouth City Council.	
Noted that an official public notice in connection with this application will be issued to me and this must be displayed in the front window of my premises for 28 consecutive days.	
Signed the declaration in Section 5 below.	

5. Declarations	
The information contained in this form is correct to the best of my knowledge and belief.	
Signature	
Date	
Name of Person signing	

Guidance Notes:

1. Background

The previous policy of the Council was to refuse outright the recognised use of "A Boards" and other advertising structures as amenities on the highway. This was because of historical evidence of wilful obstruction to the highway together with a "creeping culture" of A boards appearing on the highway without lawful permission. Organisations such as the The RNIB favour a complete ban on the use and proliferation of A boards.

However, attractive and well positioned A boards may help to promote local businesses and traders. The Council has now decided to permit and recognise the lawful use of A boards in low risk areas and away from any identified "stress" areas. This reflects also on the decision made by the County Council in 2012 to permit individual consideration of A board licensing.

This relaxation is subject to clear guidelines to ensure compliance with the law and to ensure the safety and convenience of the public, particularly the visually impaired and wheelchair users.

2. Stress Areas

A boards can cause significant obstruction if positioned poorly - particularly to those persons with mobility and visual impairment problems. They can also be used as weapons for crime and vandalism purposes.

Accordingly, the council has identified certain "stress areas" where the presumption will be to not grant amenity permissions for A Boards whatsoever. In all other cases, each application will be considered on merit.

The stress areas are currently identified as:

- Any highway within the prescribed cumulative impact special policy area relating to the night time economy for the city centre and Guildhall Walk to include :
 - Alec Rose Lane
 - Cambridge Road
 - Commercial Road
 - Guildhall Square
 - Guildhall Walk
 - Hampshire Terrace
 - King Henry 1st Street
 - Stanhope Road
 - St Michaels Road
 - White Swan Road
 - Willis Road
 - Wiltshire Street
- Albert Road
- Commercial Road, Crasswell Street (from Commercial Road to Paradise Street) Arundel Street, Palmerston Road and Cosham High Street Precinct environs¹
- Cosham High Street from Wayte Street south to the Train Station
- Edinburgh Road
- London Road, Kingston Road and Fratton Road
- Marmion Road
- Osborne Road
- Palmerston Road south to the junction with Clarence Parade
- Station Road
- Within 5 metres of any significant road junction on recognised arterial routes (in order to prevent blocked vision for motorists, cyclists, pedestrians and visually impaired persons) and to include:
 - Albert Road
 - Copnor Road
 - Eastney Road
 - Highland Road
 - Milton Road
 - Northern Parade
 - Victoria Road North
 - Victoria Road South

¹ Commercial Road means from the ABC roundabout south to the Train Station. **NOTE**, the City Centre or Town Management team MAY consider an application for A board permission in the middle of a designated precinct area provided a minimum of 2 metres clearance each side is maintained.

3. Compliance and Enforcement

Any advertising structure that creates a nuisance, breach of advertising legislation or presents a danger are likely to be removed immediately by the Council. This may involve the serving of a formal notice requesting removal before seeking a court order for removal and disposal where necessary. However, "A Boards" or other advertising structures that constitute an "immediate danger" will be removed from the highway and either returned to the owner, if possible, or kept and later destroyed.

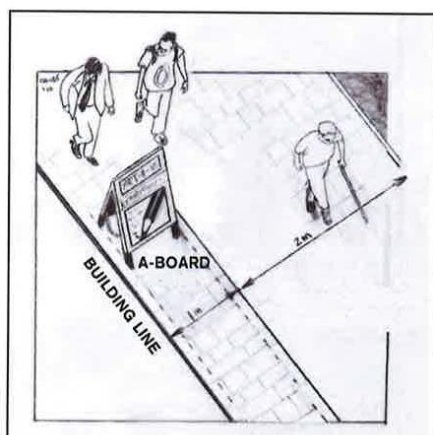
Any "A Boards" or other advertising structures removed and stored by the Council will be kept for 28 days before being disposed of. The Council may seek to recharge any expenses incurred in removing and storing "A Boards" or other advertising structures to the owner.

4. A Board Design/Size/Style Requirements

- ✓ Must be of a standard size normally (600x1100 mm) and a maximum of 1.1 metres high
- ✓ Must be of a quality construction – wood preferred for most locations but not to exclude other good quality materials such as stainless steel.
- ✓ **Flag, rotating, swinging or storm board signs will NOT be permitted**
- ✓ **A boards made of glass or mainly of glass construction will NOT be permitted**
- ✓ Should be professionally designed and well maintained with sign writing/printed or painted material (not normally hand written except for well presented "chalk boards")
- ✓ Should be temporary in nature and removable
- ✓ A maximum of one "A Board" per business
- ✓ Should be colour contrasting to differentiate between the business frontage and the pavement

5. Location of "A" Boards or other advertising structures

- ✓ Must be placed against the building line while maintaining a minimum of 2 metres "unobstructed zone". Additional width may be required in areas where there is a high volume of pedestrian traffic or where there are a number of permanent obstructions such as trees or street furniture (such as bus stops, benches, cycle stands, litter bins etc.)



- ✓ Must be placed outside own business
- ✓ Must not cause a visual obstruction to pedestrians or drivers
- ✓ Must be removed when the premises are closed or when weather conditions such as high winds could make the boards unstable
- ✓ Must not be fixed to street furniture to include lighting columns, traffic lights, bollards, safety barriers, seats or any other fixed items

6. Right of Appeal

There is no right of appeal against a decision of the Council to refuse to grant or to suspend, refuse to renew or to revoke an existing permission. Likewise, there is no appeal against any conditions imposed.

7. Further information

For further information concerning making an application and the Council's policy on amenities on the highway - please visit the Council's website for further information.

7. Contact Details

Licensing Service
Portsmouth City Council
Civic Offices
Guildhall Square
Portsmouth
PO1 2AL

Telephone: 023 9283 4572
Fax: 023 9283 4811
Email: Licensing@portsmouthcc.gov.uk
Website: www.portsmouth.gov.uk

Portsmouth City Council will process your personal information in accordance with data protection law. The personal details provided by you will be used for licensing service purposes. Your details will be held on a database and where the law allows, may be shared with other departments within the council to update details they hold about you. The council may also be required to disclose personal information to third parties (such as Police, Department for Work and Pensions or for the National Fraud Initiative) for the purposes of preventing or detecting crime or apprehending or prosecuting offenders.

For further information about how the Council collects and uses personal information please visit our website: <https://www.portsmouth.gov.uk/ext/the-council/data-protection-privacy-notice>