

Information Sheet 8

Commercial Advertising Proposals on or Adjacent to Public Highway

This information sheet is aimed at giving useful information to any organisation that is considering erecting an advertising sign.

Advertising signs are not normally permitted within the public highway, at present the only exception to this rule, is for signs that are being provided under contract, between the City Council and a private advertising company.

Advertising signs adjacent to the public highway are normally provided adjacent to the rear of the public footway, although at times the gable wall of buildings can be used or the sign may be inset into the site or even located at the rear of the site.

Advertising signs are by their nature aimed at securing the attention of passers-by, to ensure the message given is understood, this can take just a split second, or can take considerably longer (this is sometimes deliberately the case, where advertisers try to get people to discover hidden messages within the advert); Where drivers attention is being diverted to advertising signs, an increased risk of accidents is being created, and signs must be located at sites where the risks can be minimised.

General Assessment Criteria

Advertisements on/adjacent to high speed roads (those roads that have a speed limit of 50mph or above) will not be permitted; The risk of driver distraction combined with the increase in the severity of accidents on higher speed roads, means that the Council does not consider the risk resulting from the provision of advertising signs is acceptable.

Advertisement signs must not be erected close to major junctions, roundabouts, traffic signals or pedestrian crossings, where the risks of being distracted are magnified, a minimum clear distance of 30m from these highway features must be provided.

Advertisement signs must not be erected adjacent to, or obscure, existing highway direction signs.

Signs will not be permitted in footways that are 2.0m wide or less.

Where signs are proposed to be placed within the footway, they must generally be sited at the rear of the footway.

If signs are proposed within a verge area adjacent to the carriageway, no part of the sign must be placed within 450mm of the carriageway edge.

Advertisement signs must not be sited close to the existing highway furniture, where its position may lead to a weaving route for pedestrians being created, which could be particularly hazardous for pedestrians who have a visual impairment.



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Advertisement signs must not be erected within the visibility splays of side road junctions or private drives.

Advertisement signs must not include moving images or flashing lights. Where the advertisement is to be illuminated the level of illumination shall not exceed the levels given in the table below.

Area of Sign (m ²)	Where there is street lighting (candelas/m ²)	Where there is no street lighting (candelas/m ²)
Up to 0.49	2000	1000
0.5 – 1.99	1600	800
2.0 – 4.99	1200	600
5.0 – 9.99	1000	500
Over 10.00	800	400

Restrictions on the content of adverts

Adverts must not provide direction symbols or include anything that could be mistaken for a traffic sign symbol close to any existing highway direction sign.

Adverts must not provide any information which contradicts existing traffic signs or appears to encourage drivers to perform illegal manoeuvres.

Adverts must not include excessive amounts of information (e.g. detailed contact address), or information that is difficult to read (e.g. telephone number in small numerals) either of which could cause motorists to substantially slow down or stop.

Adverts on Lighting Columns

The City Council will normally not permit the use of existing lighting columns for the display of adverts or notices of events.

Purpose designed structures and lighting columns to support banners and adverts may be erected at specific locations subject to the approval of the local Highway Authority and the local Planning Authority.

Advertisers should note that adverts / notices placed on lighting columns or other poles / street furniture may be removed without notice, and the advertiser charged with any labour / plant costs incurred.

Some temporary signs are allowed on Public Highway Assets (e.g. lighting columns) but this is by prior approval using the Authorised Attachment Procedure detailed on Information Sheet 9. These may also need approval as a temporary direction sign as detailed below



Use of “A” boards

The City Council does not permit the use of “A” boards on the public highway.

These types of sign can present a danger to the blind and partially sighted, and create difficulties for the elderly in general, and wheelchair users in particular, when they are trying to negotiate their way along footways. They are unsightly and contribute to unnecessary clutter in the street scene.

Any “A” boards found within the City Centre, on arterial routes into the City Centre or obstructing free pedestrian movement anywhere in the city will be removed without notice, and the owners of the “A” board charged with any labour / plant costs incurred.

Temporary Direction Signs

Temporary direction signs for shows, displays or other new housing developments where their provision will help minimise traffic problems and help direct traffic along the most appropriate access route can be considered. A detailed schedule of signs and proposed locations would need to be submitted to the highway authority for consideration, and a small charge may be levied for dealing with any applications.

For more information on this issue you should contact Chris Galloway on 0114 2736208 or Christopher.Galloway@sheffield.gov.uk

General Note

Most types of advertising signs will also require formal planning consent. To confirm if a planning application would be required, and if so, the process that must be followed, you can either investigate on the [Planning Portal web site](#) or make an enquiry to the City Council’s Planning Service on the [planning enquiry web page](#).

For more general guidance on the highway issues that may arise from a particular proposal you can contact the City Council’s Highways Development Control Section on the following numbers South/City Centre & East 0114 273 6368, North & West 0114 273 6369 or HighwaysDC@sheffield.gov.uk

Further information can be found in “**Outdoor advertisements and signs: a guide for advertisers**” (<https://www.gov.uk/government/publications/outdoor-advertisements-and-signs-a-guide-for-advertisers>) which is published by the Department for Communities and Local Government. This booklet aims to explain to everyone who wants to display an outdoor advertisement how the system of advertisement control works in England.

