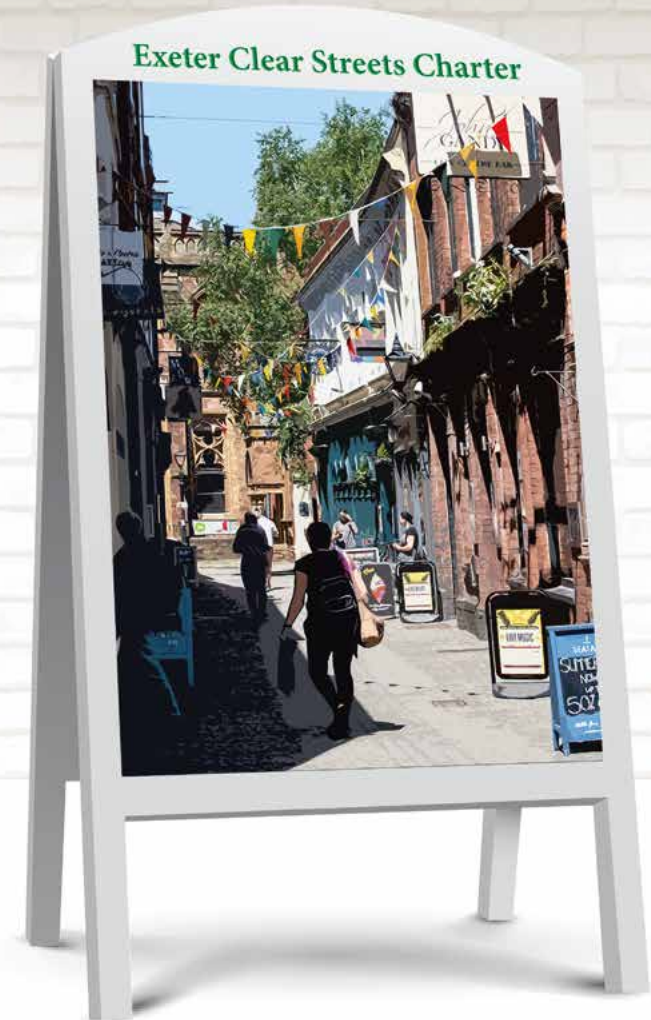




Further information can be found at:
[https://www.devon.gov.uk/roadsandtransport/
maintaining-roads/managing-the-network/
unauthorised-signage/](https://www.devon.gov.uk/roadsandtransport/maintaining-roads/managing-the-network/unauthorised-signage/)
or by simply scanning the QR code.



Advertising Board (A-board) Guidance



The Exeter clear streets charter was signed in 2018 by the leaders of both Exeter City Council and Devon County Council. The charter aims to make the streets, pavements and walkways of Exeter, safe and welcoming for everyone by keeping them free of clutter and obstacles.

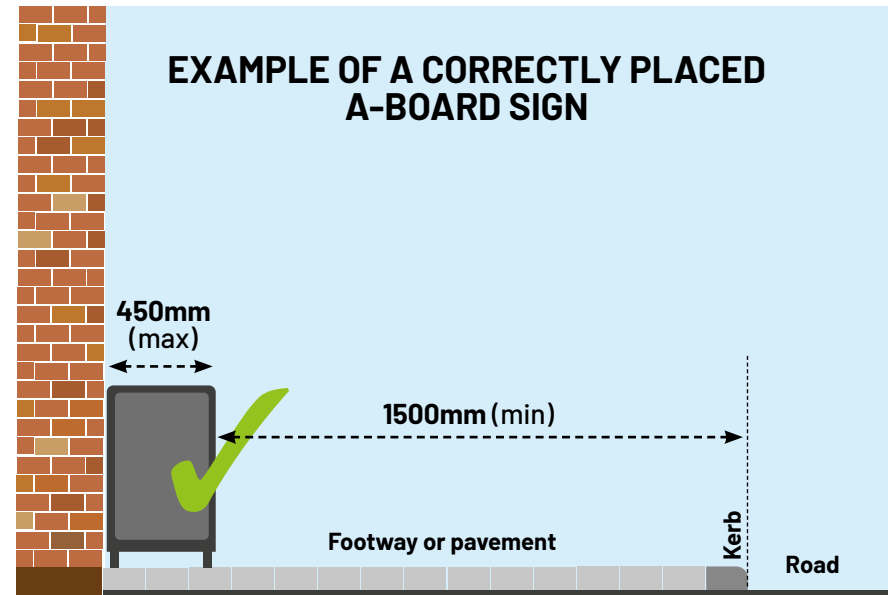
Part of the charter focusses on advertising boards and the disproportionate impact they have on people with visual impairments or mobility issues.

Although no one has a right to put an A-board on the public highway, we understand that business need to advertise, especially in the current climate. A tolerant approach is therefore taken and businesses are allowed to put A-boards directly outside their property subject to some sensible rules.

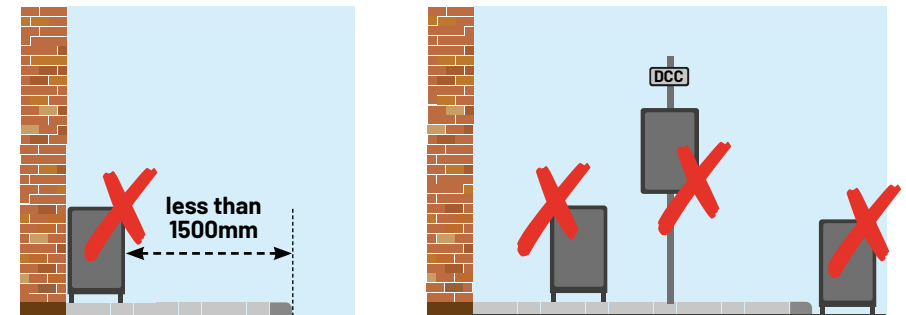
The general rules for A-boards are...

- One per business, placed directly outside the property.
- They must allow a minimum width of passage of 1.5 meters
- They must extend no more than 450mm from the shop/business frontage
- They must not force pedestrians into the road either directly or because of the number of pedestrians.
- A-boards can only be displayed during trading hours. You must remove them at the end of each day.

Following these simple rules will help to keep all of our visitors safe



EXAMPLES OF INCORRECTLY PLACED A-BOARD SIGNS



No A-board sign should be placed away from the building frontage or attached to any DCC signs

A-Boards remain the owner's responsibility when placed on the public highway. Any A-Boards which are considered to be causing a considerable obstruction or are deemed to be a safety concern are at risk of being removed immediately.