

GUIDANCE ON A-BOARDS IN BAKEWELL TOWN-CENTRE

The Peak District National Park Authority recognises that some local traders like to use A-boards as a method of promoting their business or goods. This is particularly the case for businesses located on secondary streets or in courtyard developments. However, it is important that the siting, size and design of A-boards enhance streets and do not visually clutter or cause an obstruction or hazard.

Over recent years there has been a vast increase in the number of A-boards, of various designs, that have started to accumulate in the principal retail streets. These can cause a problem for pedestrians, particularly the visually impaired, wheelchair and pushchair-users.

The Authority wants to work with local businesses and the community to maintain Bakewell as an attractive environment with a sustainable local economy. The following guidance is therefore intended to balance the needs of local businesses and pedestrians with maintaining a safe, attractive and vibrant environment.

There are three A-board types in Bakewell town-centre. These comprise:

- 1) A-boards advertising a business, service or goods: There are no objections in principle to these, subject to their being in line with the guidance opposite.
- 2) Directional A-boards, highlighting the location of a business and its goods but not located at the premises themselves: Alternative methods of directing people to businesses should be sought.
- 3) A generic sign, for example signs advertising lottery and/or a generic product: This sign type will not be supported by the Authority.



Poor example of advertising in the town centre

This guidance sets out the Authority's considered Best Practice for A-Boards in Bakewell. However it can be applied to other settlements within the National Park. It relates only to A-boards that are placed on a public pavement or highway. This does not apply to A-boards on private property.

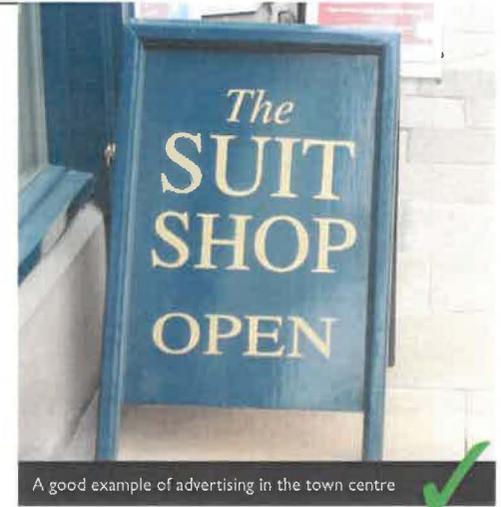
Alternative methods of advertising should be considered before choosing an A-board. Projecting signs and creative displays in shop-fronts can be as effective.



Poor example of advertising in the town centre

A-boards within Bakewell town-centre should comply with the following guidance:

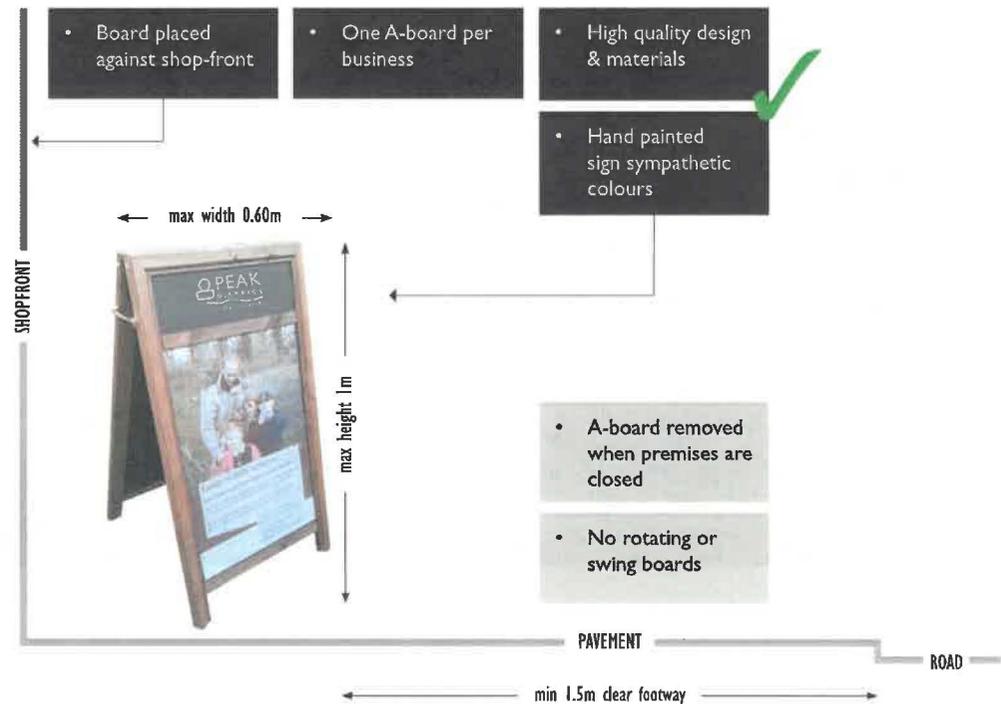
- A pavement must be 2.1m wide before an A-board can be placed on it. A-boards should not be sited on narrow streets that would be obstructed by the introduction of a freestanding sign.
- A-boards should not be sited where they can cause particular safety problems. They must not cause a visual or physical obstruction to pedestrians or drivers. A-boards should therefore not be sited on central reservations, roundabouts, busy traffic junctions or in close proximity to road crossings.
- There should be a maximum of one A-board per business, to avoid repetitive advertising and minimise footway obstruction



A good example of advertising in the town centre

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DETAILS & SITING OF A-BOARDS BAKEWELL

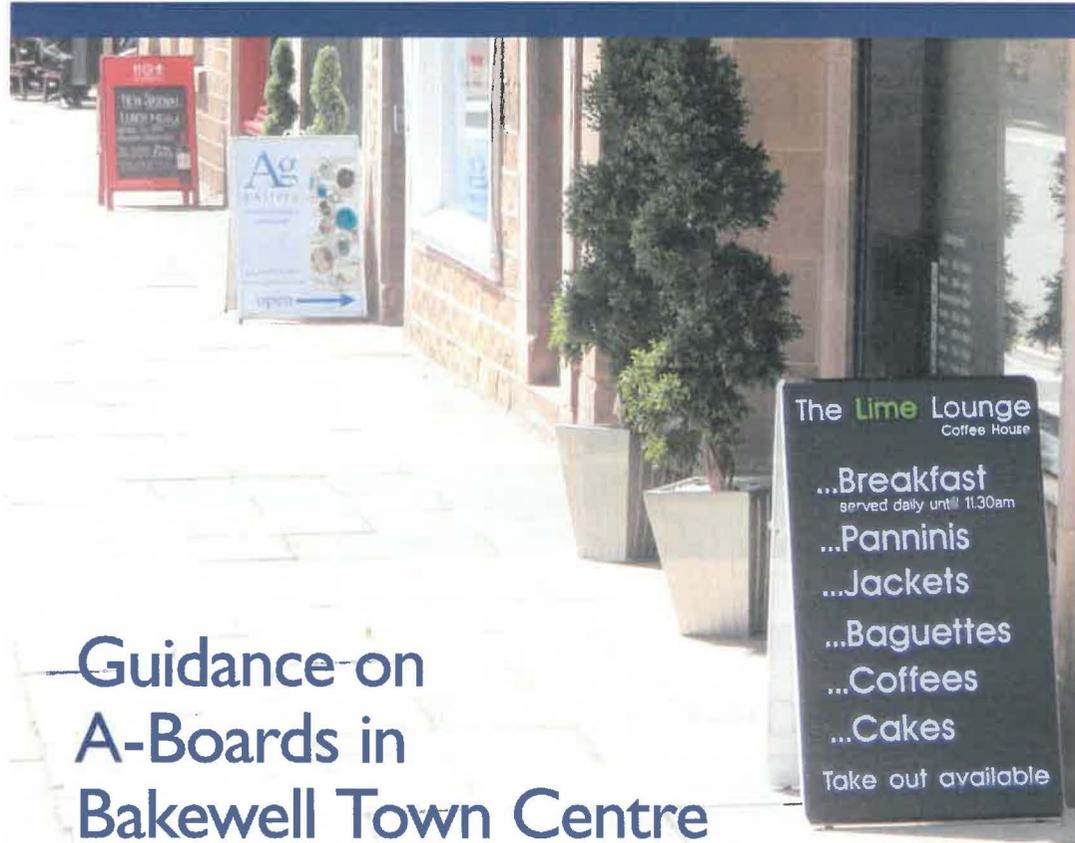


- The A-board should be placed against the shop frontage and on the same side of the road as the business where practical.
- Wherever possible signs and shop displays should be located within the curtilage of the property. Shops and businesses in courtyards and along pedestrian alleyways may propose shared A-boards in a more visible location remote from the shop frontage. Grant funding may be available from the Peak District National Park Authority for shared boards.
- A minimum clear width of 1.5m of footway should be left between the kerb line and the A-board. This is the minimum distance for a wheelchair and a pedestrian to pass each other without obstruction.
- A-boards should be of a temporary nature and not fixed permanently onto the highway or to any street furniture. They may need to be removed/re-sited to obtain access to the highway in the event of an emergency or works by utility/service providers. They should be removed in their entirety at the end of each trading day. They should also be removed when weather conditions may pose problems, for instance in strong winds.
- A-boards should not be wider than 0.6m, and must be no greater than 1m in height. They should be quality construction, preferably of timber. Other good quality materials could be considered.
- Proper sign writing, painting, printing and subtle colours should be employed and be in-keeping with the character of an historic town. Garish colours can detract from sensitive areas especially when combined with unsympathetic materials for instance acrylics and poor quality metals.
- It may be necessary for designers to compromise on 'corporate design' where it is unsuitable in a sensitive area e.g. generic signage.
- Avoid the use of rotating or 'swing' boards.
- A-boards should not be illuminated.
- A-boards should be maintained in good condition.

In addition, A-board owners could potentially be considered negligent for siting an A-board where it poses a threat to public safety in the highway and as a result may be open to confiscation of the A-board and/or litigation.



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