

APPENDIX 4

Worcestershire County Council Highway Specification

Appendix 2 - Highways Advertising and Sign installation Criteria

The following is a design criteria agreeable to the stakeholders and recognises good practice and approved from the stakeholders.

The total sign face:-

- Must not exceed 0.5sq.m. in area
- Must not be illuminated
- Must not be made of reflective material
- Must not have any sharp corners or projections. Specifically, sign faces should have a minimum corner radius of 75mm unless protected by posts and posts must have rounded tops
- Must not be fixed at an angle to the road such that any inherent reflectivity causes drivers to be dazzled by their own headlights or the headlights of other vehicles travelling in the same direction
- Must not be designed such that it could be confused with legitimate traffic sign hence it must not have a border
- Must indicate the sponsorship nature of the sign and acknowledge the partnership between the sponsor and Borough/Parish Council
- Must be discrete and in harmony with its surroundings
- May only contain one of the following:
 - a) Directions
 - b) Web Address
 - c) Tel number
 - d) E-Mail Address
 - e) Website Address
- Selected Sponsor shall submit a drawing detailing the signs to be installed to the Council for approval in advance of ordering the signs.
- The Council will make the final determination on the sign type and design.

Should be mounted:

- at low level i.e. top of sign no greater than 1.05m above adjacent carriageway level
- On a separate pole from any traffic signs

The signs must be located:-

- At least 2m from the edge of the metalled carriageway or a road sign
- where it does not obstruct sight lines to other signs or vehicles
- Where it will not be distracting or confusing that it creates a hazard for road users who are taking reasonable care for their own and others safety
- Where it will not present a hazard for pedestrians