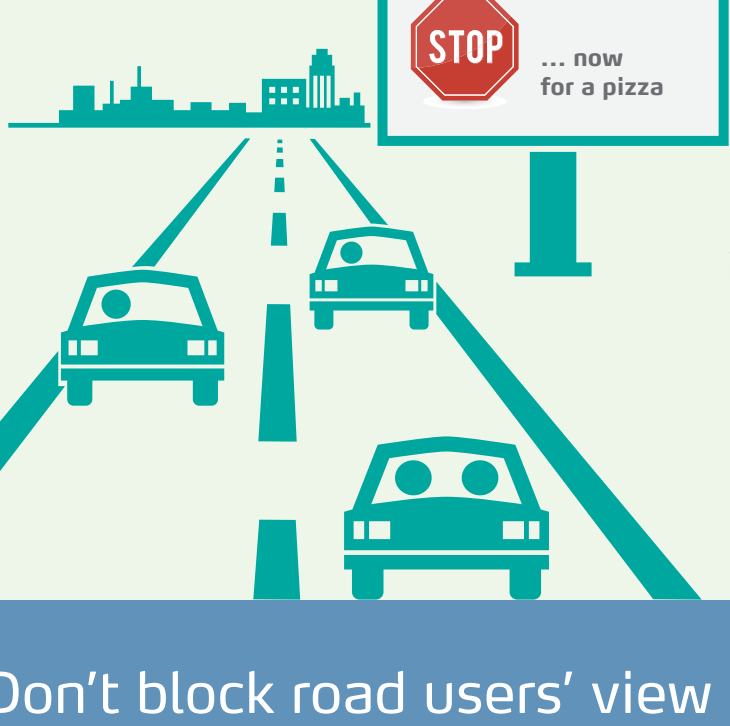


ROADSIDE ADVERTISING & ROAD SAFETY

10 recommendations

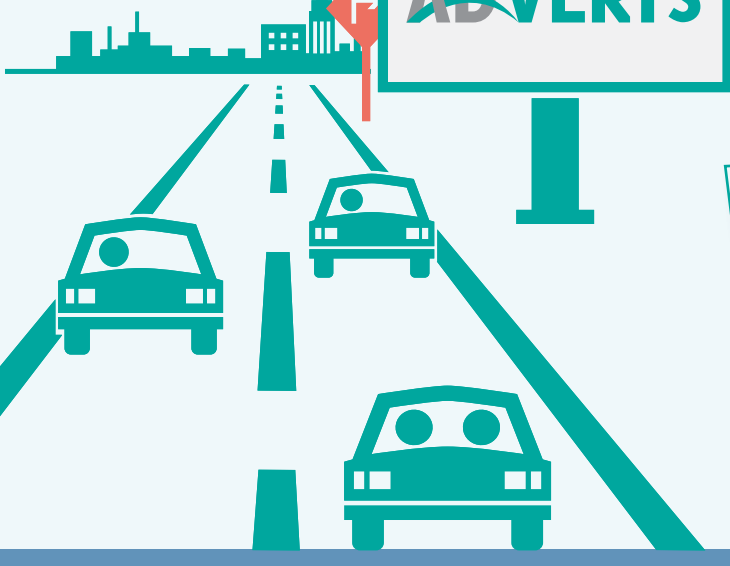
ADVERTS

1 Don't cause confusion with road signs



Billboards which can be confused with road signs (e.g. size, shape, colour, content or a combination of these) should never be allowed.

2 Don't block road users' view



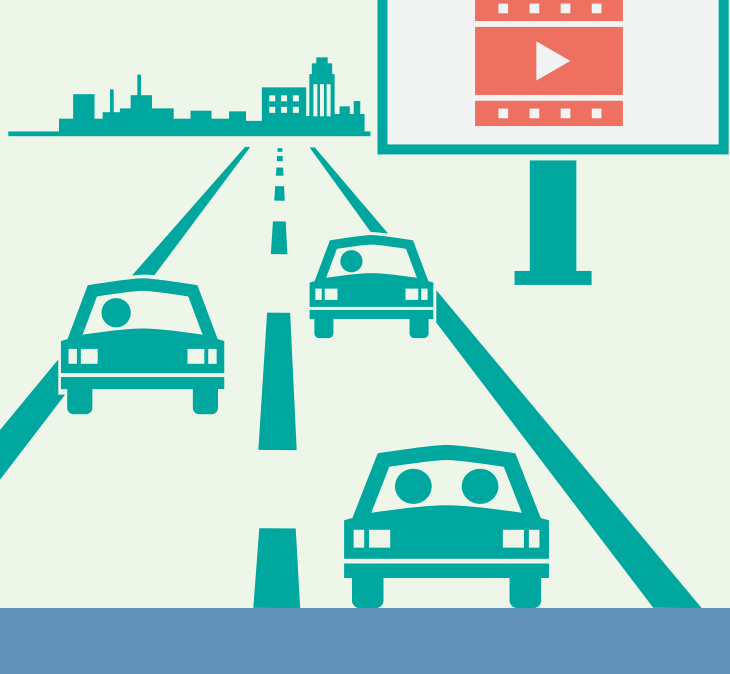
Billboards should never be located in such a way as to obstruct or hinder road users' view of road signs, traffic signals, or any road infrastructure (including the road) critical to their understanding of the road system.

3 Avoid complex locations



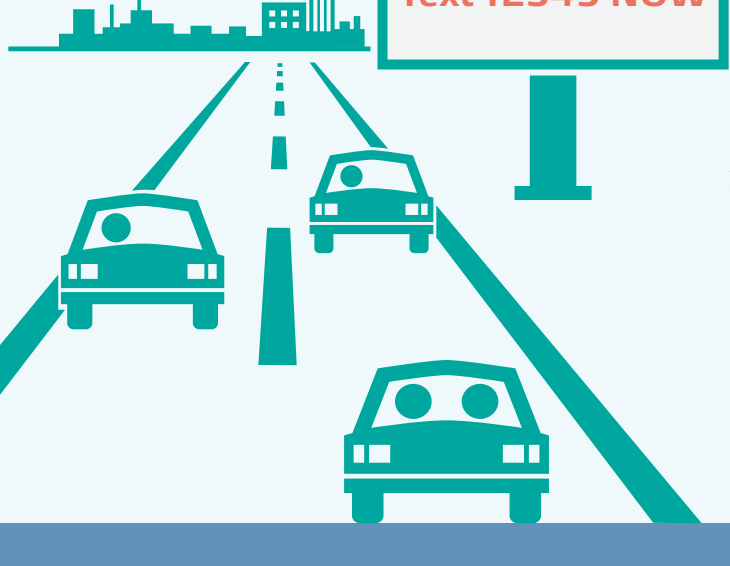
Billboards should be avoided in complex driving situations such as intersections and motorway exits or entrances.

4 Don't use moving images



Advertisements with moving images and animations should not be used.

5 Don't encourage non-driving actions



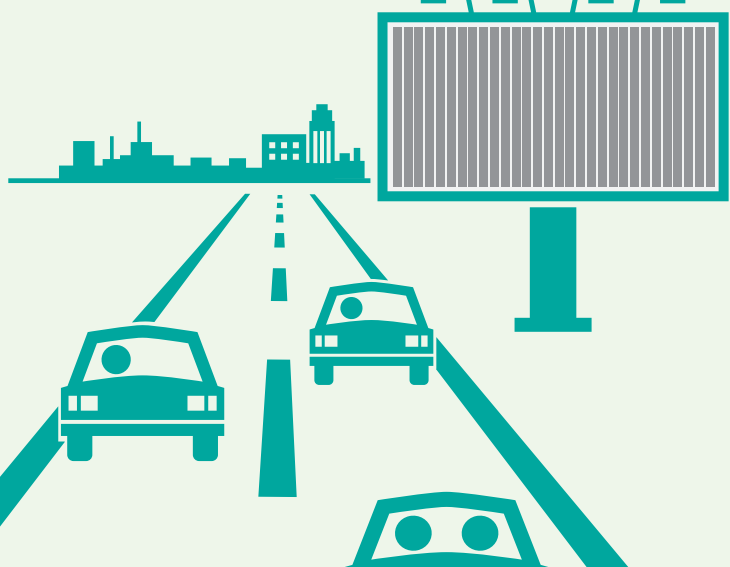
Billboards should never display content that encourages or performs some action which is not relevant to driving.

6 Keep it simple



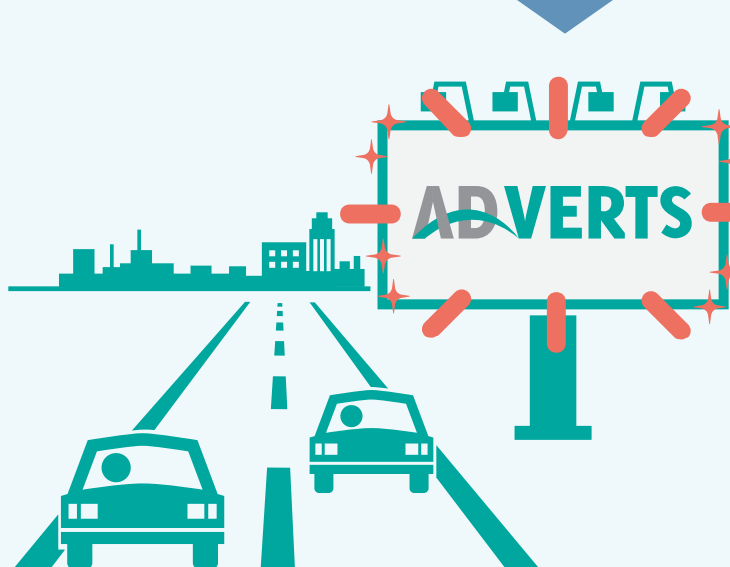
Any advertisement on a billboard should be concise, legible and simple to understand.

7 Minimise transitions



Billboards which switch between adverts can be allowed, but the duration of display should be maximised so that the number of transitions is minimised.

8 Don't dazzle road users



Billboards which dazzle road users, or which are excessively bright or reflective should never be allowed.

9 Don't have flashing lights



Billboards with flashing, intermittent, modulating or moving lights or moving parts should never be allowed.

10 Avoid overlarge billboards



Very large billboards, where the size itself will draw attention, should be avoided.

For the full recommendations see <https://bit.ly/2HgojgE>