



Date agreed	Committee	Minute number	Renewal date
14 th November 2022	Resources	422/22.4	November 2025

BUCKINGHAM TOWN COUNCIL SIGNAGE POLICY

1. Buckingham Town Council will always seek to work in partnership with our business and organisations. We will accommodate tasteful and safe signage where possible. Should signage not meet the required standards then we will engage constructively with the signage owner in the first instance and attempt to find a solution. However, should signage present a genuine danger or be offensive it will be removed straight away.
2. This policy only refers to signage that is not already covered by planning or highways regulations.
3. All signage must be clean and in good condition.
4. Signage must be appropriate for the immediate area. For instance, what may be considered suitable for the industrial estate may not be suitable for the conservation area.
5. Signage must not block the pavement or cause an obstruction to those with pushchairs or mobility equipment. Signage must be such that it is easily detected by the blind and visually impaired and be placed at least two metres from tactile paving.
6. Signage must never block vehicle sightlines or obstruct emergency vehicle access.
7. Signage must not contain any elements that could harm passers-by for instance by snagging or tripping. It must be heavy enough that it will not present a danger in high winds.
8. It is the sign owner's responsibility to ensure that they have sufficient public liability insurance to cover any incident found to be caused by their signage.
9. Buckingham Town Council will not impose an arbitrary limit on the amount of signage per business and recognises that signage such as A-boards are an effective way for businesses to advertise. However, in return businesses are expected to be respectful of the environment and to enhance the atmosphere of the town. Should excessive and detrimental signage build up in an area, the Council will first engage with relevant interests and if necessary remove signage.
10. Should signage contravene this policy and after engagement has failed, the signage owner will receive a warning letter. If the issue is not rectified, then after seven days the signage will be

removed and stored by the Council for up to three months. A charge of £20 will be applied to each item removed. This does not apply to dangerous or offensive signage which will be removed immediately.

11. The Town Clerk, or in their absence the most senior officer on duty, will decide if signage is in contravention. Their decision is final.