ROADSIDE ADVERTISING & ROAD SAFETY
10 recommendations

For the full recommendations see https://bit.ly/2HgoJgE

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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.
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.
Billboards should be avoided in complex driving situations such as intersections and motorway exits or entrances.
Advertisements with moving images and animations should not be used.
Don’t encourage non-driving actions

Billboards should never display content that encourages drivers to look for information or to perform some action which is not relevant to driving.
Keep it simple

Any advertisement on a billboard should be concise, legible and simple to understand.
Billboards which switch between adverts can be allowed, but the duration of display should be maximised so that the number of transitions is minimised.
Billboards which dazzle road users, or which are excessively bright or reflective should never be allowed.
Billboards with flashing, intermittent, modulating or moving lights or moving parts should never be allowed.
Avoid overlarge billboards

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