



HIGHWAYS DEPARTMENT

GUIDANCE NOTES
ON
PUBLICITY BOARDS FOR MOTORISTS

Research & Development Division

RD/GN/019C
March 2026

Guidance Notes on Publicity Boards for Motorists

1. Introduction

- 1.1 The objective of this document is to provide guidelines on the provision of publicity boards for motorists at roadwork sites.

2. Guidelines on erection of publicity board for motorists

- 2.1 If a roadwork site which is partly or entirely located on a major road (*i.e. Expressways, Trunk Roads, Rural Roads, Primary Distributors and District Distributors*) and the anticipated road occupation period is longer than 30 calendar days, the roadwork promoter⁽¹⁾ shall erect publicity boards for motorists on site, in accordance with the guidelines given in this Guidance Notes and the latest version of HyD Standard Drawing no. H6148 or H6149, or the roadwork promoter's drawings as approved by the Audit Inspection Team of HyD.
- 2.2 If a roadwork site which is partly or entirely located on carriageways but outside the criteria stated in paragraph 2.1 above, the roadwork promoter shall display small publicity boards on site, in accordance with the latest version of HyD Standard Drawing no. H6144 or H6145, or the roadwork promoter's drawing as approved by the Audit Inspection Team of HyD, in order to provide the necessary information for public's reference.

3. Information to be provided on publicity board for motorists

- 3.1 There are two types of publicity board for motorists –
- a) Type 'A' publicity board which shows an overall completion date for the whole project as shown in the latest version of HyD Standard Drawing no. H6148; and
 - b) Type 'B' publicity board which shows the completion date for a section of the works, as shown in the latest version of HyD Standard Drawing no. H6149.
- 3.2 Both types of publicity boards shall provide the following information -
- a) the name and logo (or the name only if there is no logo) of the roadwork promoter,
 - b) the commencement date;
 - c) the original completion date and the anticipated completion date⁽²⁾ (or sectional completion date) of the works;
 - d) a telephone number manned 24 hours a day by the roadwork promoter to answer any enquiries or complaints; and
 - e) a cartoon figure and the standard statement (*i.e. "WE APOLOGIZE FOR THE INCONVENIENCE CAUSED"*) expressing apologies for the inconvenience caused.

(Note: Except numbers, all of the above-mentioned written information must be presented in both Chinese and English)

(1) "roadwork promoter" can be a government department, a utility undertaking, a public corporation/authority, a private developer or an estate company.

(2) Both the "original completion date" and the "anticipated completion date" shall be stated by the Project Engineer. When stipulating these dates, the Project Engineer shall make due allowance for foreseeable delay due to factors such as inclement weather from the outset. These dates need not be linked with the "Excavation Permit Expiry Dates".

4. Type 'A' publicity board showing completion date for the whole project

- 4.1 Type 'A' publicity board should not be used for projects completed in separate sections with different completion dates, except those cases mentioned in the following:
- (i) The works of a project are carried out in consecutive sections along the same road and same bound of traffic;
 - (ii) The work site of a project is located in the middle of a single carriageway and affecting both bound of traffic. If the length of the work site is less than 100 metres, one Type 'A' publicity board displaying for either one of the directions of the traffic is enough. If the work site is longer than 100 metres, each bound of traffic should have a Type 'A' publicity board to display the required information.
 - (iii) For road works on the same bound of traffic of a dual carriageway and the works are to be carried out in stages/sections continuously crossing different lanes or at discrete locations on different lanes within 100 metres from each others. The original completion date to be displayed at the outset should be the expected completion date of the last stage/section of work of the same bound.
- 4.2 Usually one publicity board for motorists is adequate where the length of carriageway affected is less than 100 metres of a straight stretch of road. Additional publicity boards should be provided at 100 metres spacing in prominent locations for projects along a straight stretch of road or after turning a bend.
- 4.3 Under exceptional site conditions where the roadwork promoter finds it difficult to adhere to the requirements in this Guidance Notes or to determine the right type of arrangement of publicity board, the roadwork promoter should exercise reasonable judgement, and subject to the approval of HyD, to arrange the publicity boards so that information could be more appropriately conveyed to the public.

5. Type 'B' publicity board showing sectional completion date

- 5.1 Type 'B' publicity board should be used for projects completed in separate sections with different completion dates.
- 5.2 One Type 'B' publicity board should be provided at each distinct section of a project. The board should indicate the anticipated completion date for that section and be erected only when works commence on that section.
- 5.3 In considering whether there are different sections for a project, the actual staging of works is an important factor. However, it is important that the roadwork promoter should divide a project into different sections from a traffic impact viewpoint.
- 5.4 A section of the project should be of a reasonable length with noticeable effect to motorists. As a guide, a section should normally be not less than
- a) 100 metres long on urban roads with shop frontages, or
 - b) 200 metres on roads with through traffic with no shop frontages.
- 5.5 A distinct section of works could be a road section fronting a street block or between two road junctions.
- 5.6 For road works crossing two bounds of traffic on a dual carriageway or a divided road, works on each bound should be considered as a different section. Type 'B' publicity boards should be displayed on each bound.

5.7 Under exceptional site conditions where the promoter finds it difficult to adhere to the requirements in this Guidance Notes or to determine the right type of arrangement of publicity board, the promoter should exercise reasonable judgement, and subject to the approval of HyD, to arrange the publicity boards so that information could be more appropriately conveyed to the public.

6. Anticipated completion date

6.1 Publicity board with outdated or unrealistic completion date will project a bad image of the promoter of the works to the public. The anticipated completion date on the publicity board should reflect the estimated completion date of works which involve occupation of the carriageway, taking into accounts likely delays or extension of time, rather than simply the contractual completion date, the excavation permit expiry date or the expiry date of the temporary traffic management scheme approved by Police and Transport Department.

6.2 The roadwork promoter should regularly review and update the anticipated completion date. As a guide, reviews should be carried out at monthly intervals or at every quarter of the construction period of the roadwork, whichever is more frequent.

6.3 The roadwork promoter should amend the anticipated completion date on a publicity board at the earliest opportunity and should not delay any revision towards the end of the anticipated completion date. As a guide, no amendment should be carried out within one month of the stated completion date (or the last quarter of the construction period of the roadwork if the whole construction period is less than four months) unless there are unforeseeable events or justifiable reasons happening within that period.

7. Enquiry telephone number

7.1 The enquiry telephone number given on the publicity board or notice board must be manned around the clock.

8. Fixing and erection of publicity board

8.1 The publicity board should be securely and safely supported by a steel strut in accordance with the latest version of HyD Standard Drawing no. H6165 or an equivalent standard. The support should be ballasted with sandbags or other means for stability. Apart from steel strut, water-filled barriers can also be adopted as the support of publicity board. The details are shown on the latest version of HyD Standard Drawings no. H6166 and H6167.

8.2 The publicity board should be erected at a prominent location along the length of the site adjacent to carriageway and normally within the closed lane throughout the whole occupation period of the works.

8.3 The publicity board should be at least 25 metres clear, or as far as practicable, of any temporary or permanent traffic signs or signals. The publicity board should be erected such that it will not cause danger to any road users.

8.4 The publicity board should be erected to a height such that any materials or plants on site will not obstruct its line of sight. It should be properly orientated towards approaching motorists.

9. Utility works

9.1 For utility works carried out within an area fenced off under a separate roadwork project, the utility undertaking concerned does not need to provide a separate publicity board if a publicity board has already been provided under the roadwork project.