

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

Agenda Item No. 8

meeting date: 20th SEPTEMBER 2018
title: GATEWAY SIGNS
submitted by: DIRECTOR OF COMMUNITY SERVICES
principal author: MARK BEVERIDGE

1 PURPOSE

- 1.1 Provide details and costs for gateway signs which could be located on the entry points to the Boroughs' main settlements.
- 1.2 Relevance to the Council's ambitions and priorities
- Community Objectives – To sustain a strong and prosperous Ribble Valley
 - Corporate Priorities - To encourage economic development throughout the borough, with specific focus on tourism
 - Other Considerations – To develop, with relevant partners, measures to support the visitor economy

2 BACKGROUND

- 2.1 At the last Committee members requested a report on options for large road signs on the entry point to Clitheroe, Longridge and Whalley, these are termed Gateway Signs by the Dept. for Transport (DfT).
- 2.2 These signs have been developed by the DCMS and the DfT in collaboration with sign manufacturers and the new signs can incorporate pictures.
- 2.3 These signs are approved by the DfT under the 2016 Traffic Signs Regulations and General Directions.
- 2.4 An illustration of what a sign could look like is attached to this report, using Clitheroe as an example. Similar signs could if required be replicated using an appropriate image for the other main settlements or a more generic image could be used for all three areas.

3 ISSUES

- 3.1 The cost per sign is around £2,000 plus vat to install; this is for a sign 1.5 x 2m located on special posts which deform in the event of being hit by a vehicle. The actual cost would depend on the art work used.
- 3.2 In principle the highway authority LCC are agreeable to such signs being erected providing they are 450mm away from the edge of the carriageway. This means that signs of the size quoted are really only suitable for primary arterial roads, because they would not fit onto smaller B roads and give the clearance required. Smaller signs can be used that would be in keeping with the B roads, though the visual

impact is reduced and the illustrated Gateway Signs would not then be the most appropriate solution.

- 3.3 The total number of signs would be known after an assessment by a suitable contractor. If Committee wish officers to progress this project, a capital bid would need to be made for the next budget cycle. At the present time seven signs in total may suffice, covering the main routes in to Clitheroe, Longridge and Whalley. There are more than 3 routes into these places, however it is not recommended that each one is signed, because of the issue outlined in 3.2.

4 RISK ASSESSMENT

- 4.1 The approval of this report may have the following implications

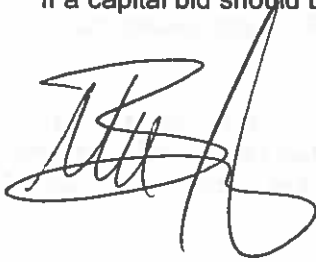
- Resources – There is no current budget available to purchase and install these signs, however the Council is commencing the budget process for 2019/20, therefore if members determine this is a priority, a capital bid could be submitted for consideration as part of this process.
- Technical, Environmental and Legal – The Borough Council would need to seek written permission from the Highway Authority to install the signs.
- Reputation – The Council would be helping local businesses and potential new businesses and visitors identify with a local landmark, as distinct from a standard road sign.
- Equality and Diversity - None

5 RECOMMENDED THAT COMMITTEE

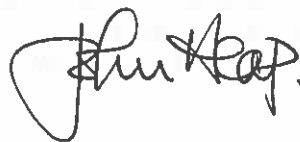
- 5.1 Committee consider the report and decide:

- 5.2 If they wish the project to proceed or not.

- 5.3 If a capital bid should be prepared to cover the cost of the project.



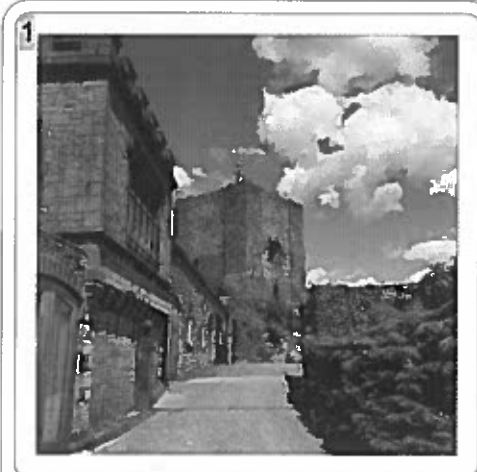
MARK BEVERIDGE
HEAD OF CULTURAL AND LEISURE SERVICES



JOHN HEAP
DIRECTOR OF COMMUNITY SERVICES

BACKGROUND PAPERS None

For further information please ask for Mark Beveridge, extension 4479.



1 Welcome to
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Lancashire's Food Town



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