

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

Agenda Item No. 8

meeting date: 23 JANUARY 2020
title: BOUNDARY SIGNS
submitted by: JOHN HEAP, DIRECTOR OF COMMUNITY SERVICES
principal author: MARK BEVERIDGE, HEAD OF LEISURE AND CULTURAL SERVICES

1 PURPOSE

- 1.1 This report outlines the proposals for installation of larger Boundary Signs.
- 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 The issue of signs was originally raised at this Committee in relation to brown tourism signs, that led to a reports on Gateway signs and subsequently a capital budget bid was made and agreed for the installation of new boundary signs, based on the new Gateway signs which the Dept for Transport and the Dept for Culture, Media and Sport introduced.
- 2.2 The Borough Council currently has a number of boundary signs on a range of roads, from the A59 to B roads.
- 2.3 The current signs are all a similar format with the Coat of Arms and Welcome to the Borough in words.
- 2.4 If a sign is replacing an existing sign, DfT approval is not required, only LCC permission has to be sought.

3 ISSUES

- 3.1 The principal underlying the idea of Gateway Signs is that they are large, often 2m x 3m, with a picture of a prominent landmark. E.g. Smeaton's Tower on Plymouth Hoe. Because they are large they are not suitable for smaller roads with limited space on the verge. The verge is the only space where the signs can practically go, otherwise it would involve negotiations with private landowners and issues concerning access and ownership.
- 3.2 LCC, as the Highway Authority set the guidelines based on DfT rules for safety on the highway. For example, on a road with a 60mph limit the minimum distance from the carriageway is 0.45m, which becomes greater if there is a footpath alongside the road.

In some cases, the current Ribble Valley boundary signs cannot be placed any further away from the carriageway than they are currently sited, otherwise they would be located on private property. This therefore limits the size of sign which can be used and prevents us from changing all the signs for larger versions.

4 PROPOSAL

- 4.1 It is proposed that the two boundary signs on the A59 are replaced with larger welcome signs which replicate what is there now, but on a bigger scale, i.e. the Coat of Arms and Welcome to Ribble Valley.
- 4.2 We also need to replace an existing sign which is damaged at Sabden Road, Simonstone, with a standard size sign.
- 4.3 Committee should be aware that, as well as having to meet the DfT requirements for clearance dimensions when locating new signs. The Council is obliged to comply with the requirements of the highway authority regarding safety, signage and traffic management during installation.
- 4.4 If this proposal is approved, we aim to complete the work by the end of March 2020, subject to gaining the required permissions from LCC and supplier delivery timescales.

5 RISK ASSESSMENT

The approval of this report may have the following implications;

- Resources – A capital budget of £20k is available to carry out the work, quotations will need to be obtained for installation, including traffic management and sign design.
- Technical, Environmental and Legal – Permissions and approval have to be sought and agreed with LCC for any work alongside the carriageway, before work can commence.
- Reputation – none
- Equality and Diversity – None

6 RECOMMENDATION

- 6.1 Committee approve the installation of 2 welcome signs as outlined in the report and replacement of one damaged existing sign.

MARK BEVERIDGE
HEAD OF CULTURAL AND LEISURE SERVICES

JOHN HEAP
DIRECTOR OF COMMUNITY SERVICES

BACKGROUND PAPERS None

For further information, please contact Mark Beveridge