

Public Report
Cabinet and Commissioners' Decision Making Meeting

Council Report

Title

Directional Signing Policies: Tourist, Temporary and Non-strategic Local Destinations

Is this a Key Decision and has it been included on the Forward Plan?

No

Strategic Director Approving Submission of the Report

Damien Wilson, Strategic Director - Regeneration and Environment

Report Author(s)

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Ward(s) Affected

All

Executive Summary

To seek authority to update the existing policies and charges for the provision of directional traffic signs to tourist, temporary and non-strategic local destinations.

Recommendations

That approval be given to the updated policies, procedures and charges as detailed in this report.

List of Appendices Included

None. Relevant details are included as background papers.

Background Papers

Economic Development, Planning and Transportation Services Matters - Directional Signing Policies -19/ 07/10 28 G – Item 6

Tourist destination signing policy

Non-strategic local destination signing policy

Temporary signing policy

Table 1, Tourist and Non-strategic local destinations - local authority charging comparisons

Table 2, Temporary signing schemes - local authority charging comparisons

Consideration by any other Council Committee, Scrutiny or Advisory Panel

No.

Council Approval Required

No

Exempt from the Press and Public

No

Title

Updated directional signing policies: Tourist, Temporary and Non-strategic Local Destinations

1. Recommendations

- 1.1 That approval be given the updated policies, procedures and charges as detailed in this report.

2. Background

- 2.1 The Council continues to receive many requests to install signs that fall into the categories of Tourist, non-strategic local destination (previously called 3rd party) or temporary directional signing. The above policies and procedures were last updated in 2010 (Directional Signing Policies -19/ 07/ 10 28 G – Item 6). The prescribed signing legislation and guidance from the Government changed in 2016. The Council's policies and procedures have been reviewed and the revised versions contained in the appendices to this report are recommended for approval.

3. Key Issues

- 3.1 Traffic signs are not an advertising medium but a visual means of conveying information to a driver relating to the highway on which they are travelling, and should promote the safe and efficient use of the highway. The information has to be seen, read, understood and acted upon in a short period of time and so must be presented in a clear and concise manner. Careful provision of prescribed signs can make a considerable contribution to the safe and efficient operation of the highway network. It is therefore deemed appropriate to have up to date policies and procedures in place to ensure a consistency in approach.
- 3.2 The Transport and Highways Design team has updated the three policies that deal with these areas; Tourist destinations, Non-strategic local destinations (previously called 3rd Party signs) and Temporary signage. All three are key forms of directional signage for drivers that are unfamiliar to an area.
- 3.3 Additional to updating the policies and procedures, the opportunity to review the current charging structure that sits with the policies has been considered, the proposed amendments to this area are outlined below.
- 3.4 Tourist and Non-strategic local destination signing
 - The initial application fee is currently £125 and it is proposed to increase by £25 making the proposed new fee £150*. This is non – refundable.
 - This fee allows for the assessment of the initial application to see if it meets the policy criteria, if so the estimation of the anticipated design work is done at this stage, hence the detailed design fee is estimated as part of this initial fee.
 - Detailed design fee - £400 minimum non – refundable*, the addition of the word minimum now allows the Authority to charge more than the current flat fee of £400 for doing the initial detailed design work if required.

*It should be noted that the agreed detailed design fee is not included in the final scheme costs. The final scheme cost is the final scheme payment that will be received before work is carried out. It includes additional clerical/technical time to manage the scheme to completion, along with the acquisition and implementation of signs, posts and any traffic management that may be required for on-site installation; this charge is agreed with the applicant at the detailed design stage.

3.5 Temporary direction signing charges

- The types of temporary direction signs are shown in the table below along with the new recommended charges to applicants.
- Once the applicant's proposed signing scheme has been reviewed and authorised they will then implement their own scheme at no cost to the Authority.

Type of sign required	Maximum number of signs	Current Administration Fee	Proposed Administration Fee
Events	10 or less	£75	£100
Events	Over 10	£150	£200
New housing development	Initial 12 months*	£300**	£450
Re-application	12 month extension*	£300**	£450

* Currently, schemes are only authorised for 6 months at a time. As part of the review it is considered appropriate to increase this authorisation period to once a year. Annual re-authorisation is still required as this allows the applicant to update the Transportation and Highways design team and allows the Authority to communicate with the applicant to indicate when the final authorisation is to be given and signs are expected to be removed by.

** Current charges are £150 for 6 months.

4. Options considered and recommended proposal

4.1 Options considered but discounted

- Option 1 - Remove the policies
This would remove the guidance in place and could lead to an inconsistent response to requests for signs as detailed in this report. It would also mean any time spent by the Transportation and Highway design team would not be chargeable to the applicants.
- Option 2 – Maintaining existing policies and charging schedules
This would leave the Council's guidance out of date with the recently revised legislation from Government, such as the revised Traffic Signs Regulations and General Directions 2016 and the Traffic advisory leaflet TAL11/04 Temporary t Traffic Signs for Special Events.

4.2 Recommended option

- Option 3 – Update the policies and charges

Following revised legislation from Government and the proposed revision to charges as outlined above in Section 3, it is recommended that the policies and charges be updated accordingly.

5. Consultation

5.1 No formal consultation has taken place but a comparison of signing policies with neighbouring authorities along with other local authorities has been undertaken.

5.2 From the research, it is apparent that there is no standard procedure that all local authorities follow when charging for these forms of work. From the information gathered, the proposed increases bring RMBC's charges roughly in line with those of the local authorities reviewed.

5.3 The following documents have been used to update the policies and procedures set out in this report, copies of which can be provided upon request:-

- The Traffic Signs Regulations and General Directions 2016
- Traffic Advisory Leaflet 04-11 Temporary Traffic Signs for Special Events
- The Design and use of Directional Informatory Signs – Local Transport Note 1/94 (DfT)
- Traffic Signs Manual Chapter 7 – The Design of Traffic Signs 1997
- Design Manual for Roads and Bridges - Volume 8 Traffic Signs and Lighting – Section 2
- Traffic Signs and Road Markings Part 3 TA 93/04 – GUIDANCE FOR TOURIST SIGNING – GENERAL INTRODUCTION
- Design Manual for Roads and Bridges - Volume 8 – Section 2 - Part 4 TD52/04 –TOURIST SIGNING – TRUNK ROADS
- Design Manual for Roads and Bridges - Volume 8 – Section 2 - Part 5 TA 94/04 – GUIDANCE FOR TOURIST SIGNING – LOCAL ROADS
- Design Manual for Roads and Bridges - Volume 8 – Section 2 - Part 6 TA 53/05 – TRAFFIC SIGNS TO RETAIL DESTINATIONS AND EXHIBITION CENTRES IN ENGLAND AND WALES – TRUNK ROADS
- Local Authorities (Transport Charges) Regulations 1998
- Road Traffic Regulation Act 1984, The Temporary Traffic Signs (Prescribed Bodies) (England and Wales) Regulations 1998 No. 111
- Highways Act 1980, Section 132 Unlawful Advertisements
- Highways Act 1980, Section 143 Power to Remove Structures from Highways

5.5 The proposals are in line with objectives set out in the Sheffield City Region Transport Strategy / Local Transport Plan 3; policy W to encourage safer road use and reduce casualties on our roads.

6. Timetable and Accountability for Implementing this Decision

6.1 If approved this will be implemented on the 1st December 2016.

7. Financial and Procurement Implications

- 7.1 The combined budgets for these signing policies made a minor surplus of £363 in the last financial year with a forecasted surplus of £500 this year. The adoption of the revised policies and charges should increase this by around £1,500 per year.

8. Legal Implications

- 8.1 There are no legal implications.

9. Human Resources Implications

- 9.1 None, as the adoption of these policies and future work streams form part of the existing Transportation and Highways design team work.

10. Implications for Children and Young People and Vulnerable Adults

- 10.1 N/A

11. Equalities and Human Rights Implications

- 11.1 N/A

12. Implications for Partners and Other Directorates

- 12.1 N/A

13. Risks and Mitigation

- 13.1 There is a small risk that potential applicants may try and avoid charges by placing their own signs on the highway due to the increased charges. The mitigation to this is for officers to remain vigilant and to have any non-authorised signs removed as per the Highways Act 1980 Sections 132 & 143.

14. Accountable Officer(s)

- 14.1 Richard Pardy, Assistant Engineer, Transportation and Highway projects, Planning, Regeneration and Culture.

- 14.2 Adrian Withill Interim Manager, Transportation and Highway projects, Planning, Regeneration and Culture.

Approvals Obtained from:-

Strategic Director of Finance and Corporate Services:- Jonathan Baggaley (Finance Manager on behalf of Director)

Assistant Director of Legal Services:- Ian Gledhill (Solicitor and Commercial Team Manager on behalf of the Assistant Director)

Head of Procurement (if appropriate):-N/A

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