

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1. Meeting:	Economic Development, Planning and Transportation Services Matters
2. Date:	19 July 2010
3. Title:	Directional Signing Policies
4. Programme Area:	Economic and Development Services

5. Summary

To seek authority to update the existing policy and procedure for Tourist signing and to implement new codes of practice and policies for 3rd Party signing and Temporary event signing.

6. Recommendations

Cabinet Member resolves that:

- i) **Tourist, 3rd Party and Temporary direction signing policies are adopted as shown in appendices (i) to (iii)**

Proposals and Details

Background

The Council is receiving more requests from the public and private sector to install signs that fall into the categories of Tourist, 3rd Party and Temporary directional signing. It is therefore considered that policies are required for each of these areas to establish procedures on who, how and what such requests are to progressed. The Tourist signing policy and procedure, was last updated in 2007, since that time leading organisations and advisory bodies have changed. Currently there are no policies for 3rd Party sign requests or Temporary sign requests.

Information

Signs are a visual means of conveying information to a driver relating to the highway on which he or she is traveling, 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.

The Council receives many requests for signing to various types of premises and this is why new and updated policies are required in order to advise applicants on the required criteria, and efficiently manage the number of sign assemblies within the highway. Without these policies in place applications may be answered inconsistently, which could potentially lead to an increase of such signs in the highway could be distracting to drivers and would add to street clutter. Furthermore, sign posts located in the footway potentially cause problems for pedestrians in general but more specifically for wheelchair users and people with visual impairments.

The Transportation Unit has therefore updated and developed three policies to deal with Tourist, 3rd Party and Temporary event signing. All three are key forms of direction signage for either large numbers of vehicles or drivers that are unfamiliar to an area and thus require a consistent, clear and concise strategy.

Please see:-

- Appendix (i) Tourist Signing Policy and (ia) Design examples of Tourist signs.
- Appendix (ii) 3rd Party Signing Policy and (iia) Design examples of 3rd Party signs.
- Appendix (iii) Temporary Signing Policy and (iiia) Design examples of Temporary Event signs.

Each of the policies attached establishes the procedures and criteria to be adopted by the Council to deal with the applications for the various traffic signs specified above. Each policy has been designed to provide continuity between each document in their appearance and layout of information, whilst the previous Tourist signing policy has been updated to meet current DfT standards.

The current pricing structure doesn't reflect the risk of non recovery of certain costs associated with design which has a potential adverse implication on revenue budgets as these requests are increasing in frequency in all three areas it seems only logical to recharge our time to the requesters, like so many other councils. The aim is to tie together all three forms of signage request into standard pricing packages, in order to give consistent advice to the public when a request is made.

TOURIST & 3rd PARTY DIRECTION SIGN COSTS

Initial application assessment fee - £125 non – refundable

Detailed design initial fee - £400 non – refundable

The full costs of both the design and implementation of the signing scheme are to be paid before manufacture, commuted sums for the removal of the signs should the establishment cease to exist are included within the full cost.

*It should be noted that the Council will deduct the detailed design fee of £400 from the total final scheme cost.

TEMPORARY DIRECTION SIGN COSTS

The various types of permits are shown in the table below along with the appropriate fee.

Type of sign required	Maximum number of signs	Assessment Fee
Events	10	£75
	Over 10	£150

Type of sign required	Time scale	Assessment Fee
New development	Initial 6 months	£150
Re-application	6 month extension	£150

NOTES

- Event organisers who request temporary signs through road user organisations such as the AA and RAC will not be charged.
- The cost for the provision of temporary signs is to be agreed between the applicant and the relevant signing contractor.

7. Finance

At present, without policies for 3rd Party and Temporary directional signage there's no consistent procedure for recharging the costs of signage to the requestee. This may have led to under recovery of costs and added to the burden

on existing revenue budgets. The adoption of the revised and new policies will ensure that this no longer occurs.

8. Risks and Uncertainties

Should the policies not be adopted there will be potential ongoing implementations on the councils' revenue budgets.

9. Policy and Performance Agenda Implication

None

10. Background Papers and Consultation

- Providing Traffic Signs to Tourist Destinations – Policy and Procedures 2007 (RMBC)
- The Design and use of Directional Informatory Signs – Local Transport Note 1/94 (DfT)
- The Traffic Signs Regulations and General Directions 2002
- Traffic Signs Manual Chapter 7 – The Design of Traffic Signs 1997
- Provision of Temporary Traffic Signs To Special Events - Network Management Advisory Leaflet May 93 (DfT)
- 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
- The Temporary Traffic Signs (Prescribed Bodies) (England and Wales) Regulations 1998

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