

ROTHERHAM METROPOLITAN BOROUGH COUNCIL

**PROVIDING TRAFFIC SIGNS TO THIRD PARTY
DESTINATIONS**

CODE OF PRACTICE AND POLICY

CONTACT

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1. INTRODUCTION

This document sets out the Council's policy for the provision of permanent direction signs for third parties that would not normally be provided by the Highway Authority. It does not cover signs for tourists or temporary housing and events signs.

This policy is intended to be a manageable strategy for providing traffic signs which meets the needs and requirements the Highway Authority in assisting the operators of quality establishments in the Borough and their patrons. It is also intended to help third parties to quickly decide for themselves whether their establishment might qualify for destination signing before any costs are incurred.

2. PURPOSE OF DIRECTION SIGNS

Direction signing is used to guide drivers to their destinations by the most appropriate routes. The approach adopted in the UK is first to guide traffic towards a general destination then, at the appropriate point, to direct it to more specific areas and finally to local destinations. Signing, therefore, becomes increasingly specific, moving down a hierarchy of destinations, as decision points are reached.

Generally, all traffic signs used on the highway must conform to the Traffic Signs Regulations and General Directions (TSRGD) 2002, which is periodically updated, but the Secretary of State or the Department of Transport (DfT) in appropriate circumstances can individually authorise special signs.

Signs, which do not conform to the appropriate regulations, or are unauthorised signs or advertisements, may distract the attention of road-users to the detriment of road safety. They might also be held by a court to be unlawful obstructions of the highway.

3. ELIGIBILITY FOR 3rd PARTY DIRECTION SIGNING

The Council as the Highway Authority must ensure that signs in their area conform/comply with the above and must protect the road user against the proliferation of unnecessary signs. It has, therefore, established the following criteria to assess applications for signs to destinations:

GENERAL CRITERIA

1. It attracts a significant volume of traffic, giving rise to congestion and problems of road safety;
2. Attracts visitors from outside the area;
3. It is difficult to find;
4. Adequate off-street car parking is available for visitors;
5. There is sufficient directional information provided for visitors wishing to travel to the destination? (leaflets, website, etc);
6. It provides a service for the community;

This information should be detailed on the application form together with any other information that the applicant feels supports their case

NOTE:

Eligibility does **not** confer automatic entitlement to direction signs. Decisions on signing individual establishments will depend on local circumstances, including the number of other similar establishments in the area.

4. CRITERIA FOR IMPLEMENTING 3rd PARTY DIRECTION SIGNING

To avoid the unnecessary provision of traffic signs (or 'sign clutter') which can detract from other more important road signs, the Council has adopted the following criteria for implementing Third party direction signs signing on roads in the Borough of Rotherham.

- Signing will only be provided where the highway authority (the Council) is satisfied that the local road network to and from the establishment is capable of safely accommodating the level of traffic and the type of vehicle that the establishment may generate.
- An establishment will only be signed from the nearest 'A' or 'B' classified road unless there is good reason to do otherwise on traffic flow or road safety grounds. As an example, an establishment on an unclassified road adjoining the A630 would only be signed from the 'A' road. If an establishment is accessible from more than one direction, each route may be signed if it is useful on traffic management grounds. Where an establishment is signed from a motorway or trunk road, continuity signing to the establishment will be provided on the local road network.

5. 3rd PARTY DIRECTION SIGN APPLICATION PROCESS AND COSTS

PROCESSING AN APPLICATION

Applicants are liable for all costs relating to tourist signs. (It is strongly recommended that an application for signing is not made until the criteria guidelines and requirements in this document have been met). The cost of determining an application is £125.00 +

VAT and takes around 4 weeks to complete. This fee is payable in advance and will not be reimbursed if the application is unsuccessful. Where applications are refused, a written explanation will be given detailing the reasons for refusal. Processing an application includes:-

ASSESSMENT AND SIGN INSTALLATION TIMETABLE

STAGE	ACTIVITY	ESTIMATED TIMESCALE PER STAGE
1	Assessment Application assessed against criteria If approved notify Client and proceed to detailed design otherwise advise Client that request refused stating reasons why.	4 weeks
2.	Detailed Design Carryout detailed design, obtain price for works and then submit scheme to Client for approval. On receipt of the signed Confirmation Of Acceptance Agreement and fund to cover the cost of the scheme proceed to Construction, otherwise abandon scheme.	8 weeks
3	Construction Scheme issued to Street Pride for construction.	16 weeks
4	Completion When scheme complete and all snagging issues resolved, issue invoice to Client for payment.	4 weeks
	Total Time	32 weeks

A timetable showing the main stages in processing an application is shown below. The applicant should note the following;

- They will be expected to pay a non-refundable fee of £125 for assessment of their application.
- Detailed design initial fee - £400 payable at the start of stage 2 before detailed design commences, this cost is non-refundable
- They will be expected to pay full costs of both the design and works required in providing the signs*, which will be provided to the applicant before stage 3 commences
- The Council reserves the right at any time, to remove, reposition or alter the design of the signs if it considers it necessary in the interests of road safety, traffic management or to accommodate other traffic signs.

- They are liable for all costs resulting from damage or theft to the signs and their repositioning if required by the Highway Authority.
- A commuted sum will be included in the price to cover the removal of signs should the establishment cease to qualify for signing or is permanently closed.

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

RENEWAL OF EXISTING CONSENTS AFTER TEN YEARS

The signs will be under a ten year review period. Any alteration or removal of signs caused by the closure or relocation of the establishment within this period would be covered by the initial payments. At the end of the ten year period the cycle would repeat itself. Renewal of consent will be charged to the current operator of the establishment at the prevailing rate charged for processing an application.

POINTS TO NOTE

Where an establishment qualifies for 3rd party any existing approved signs on the highway directing traffic or pedestrians to it will be removed by the Council. Similarly all advertising or non-approved direction signs on the highway should be removed by the applicant. The erection of advertising or other non-approved material on the highway where tourism signing has been provided shall render the establishment ineligible and the 3rd party signing will be removed.

6. APPENDIX 'A'

PLANNING AND REGENERATION SERVICE

BAILEY HOUSE

RAWMARSH ROAD
ROTHERHAM S60 1TD

PAUL WOODCOCK – DIRECTOR OF SERVICE

APPLICATION FOR THIRD PARTY DIRECTION SIGNS

1. **Name and address of Applicant.**

Name

Address

.....

Post Code

Contact Telephone

Fax

E-mail Address

2. **With regard to the destination to be signed please indicate the text you wish to be considered for the sign(s) and a description of what activities take place at the destination.**

.....

.....

.....

3. **How many on site parking spaces are available for the visiting public.**

Number of spaces for cars

Number of spaces for coaches

Number of dedicated disabled spaces

If none please give details of parking facilities available for visitors.

.....

.....

4. **Opening times.**

Number of days open per year
Opening hours
Is pre-booking required YES/NO

5. **Period of Occupation.**

How long has the destination been in existenceyears

6. **Visitor Numbers.**

Please give visitor numbers for last three years 20__ :.....
20__ :.....
20__ :.....

7. **Promotional/directional Information.**

Please give details below of how you promote your business. (eg. where do you advertise, do you produce promotional material and where do you distribute it? A copy all promotional literature and some examples of advertisements must be included).

.....
.....
.....
.....
.....
.....
.....

8. **Additional Support Information.**

Have you any additional information that may assist us in assessing your application.

.....
.....
.....
.....
.....
.....
.....

I hereby declare that the above information is correct and understand that any false information will disqualify my application.

Print Name

Signed

Date

PLEASE RETURN THE COMPLETED FORM, CHEQUE AND ALL SUPPORTING DOCUMENTS TO:

**Rotherham Metropolitan Borough Council
Transportation Unit
Bailey House
Rawmarsh Road
Rotherham S60 1TD**

Note: all applications must be accompanied by a cheque for £125 payable to Rotherham Metropolitan Borough Council any applications not including this fee will be returned. The application fee will not prejudice decisions and unsuccessful applications will not receive a refund

APPENDIX 'B'

ROTHERHAM METROPOLITAN BOROUGH COUNCIL

PROVISION OF THIRD PARTY DIRECTION SIGNS

CONFIRMATION ACCEPTANCE TO DEVELOP SCHEME TO DETAILED DESIGN

Signs to:- _____

I accept the proposal that Rotherham Metropolitan Borough Council have initially developed and I agree to pay £400, which allows the detailed design of the scheme to be completed to assist in the final scheme cost.

Please note that payment will be required before the design is commenced.

To be completed by the applicant

I am in agreement with the condition stated above.

Signed _____ Date _____

Name (Please print) _____

An Authorised Signatory of _____

Address _____

Signed _____ Date _____

On behalf of:- Rotherham Metropolitan Borough Council

Please return to:-
Rotherham Metropolitan Borough Council
Transportation Unit
Bailey House
Rotherham, S60 1TD

APPENDIX 'C'

ROTHERHAM METROPOLITAN BOROUGH COUNCIL

PROVISION OF THIRD PARTY DIRECTION SIGNS

CONFIRMATION OF ACCEPTANCE

Signs to:- _____

Rotherham Metropolitan Borough Council is prepared to authorise and thereafter to erect traffic signs indicating the direction to _____ at the location(s) shown on the attached plans.

I agree with the estimated cost of £ _____ which includes design, manufacture, erection, minor maintenance, commuted sum and administration costs.

The signs will remain the property of RMBC as Highway Authority, and the Council has and reserves the right to remove, reposition or alter the design of the signs if it considers this necessary in the interest of road safety, traffic management or to accommodate other traffic signs at or in the vicinity of those locations. If the destination ceases to meet the criteria under which the signs were justified then I understand the signs will be removed.

If the signs require replacement or repositioning during or after their expected life of ten years owing to theft, deterioration, or accident damage, then I will be responsible for the full cost of replacement if I wish the signs to remain. Should the replacement not be financed, all of the signing will be subject to removal.

Please note that payment will be required before work is commenced.

To be completed by the applicant

I am in agreement with the condition stated above.

Signed _____ Date _____

Name (Please print) _____

An Authorised Signatory of _____

Address _____

Signed _____ Date _____

On behalf of:- Rotherham Metropolitan Borough Council

Please return to:-
Rotherham Metropolitan Borough Council
Transportation Unit
Bailey House
Rotherham, S60 1TD