

## RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

Agenda Item No.

meeting date: 1<sup>st</sup> FEBRUARY 2018  
title: BOUNDARY SIGNS  
submitted by: DIRECTOR OF COMMUNITY SERVICES  
principal author: MARK BEVERIDGE

### 1 PURPOSE

1.1 Provide an update on the costs of providing large information signs on the Boroughs' boundaries.

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 received a report outlining the process for applying for a brown tourist sign. This report provides an update on the options for the Borough in locating large signs on the boundary, known as Gateway Signs.

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.

### 3 ISSUES

3.1 The cost per sign is around £2,000 to install plus art work; 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.

3.3 These are large signs and would look out of place on anything other than main arterial roads, in our case the A59. One could be located on the Southern boundary and the other to the North, welcoming people to Ribble Valley.

3.4 Choosing an image which captures what the area has to offer would be challenging as putting multiple images on one sign would dilute the visual impact.

### 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 2 of these signs.
- 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 the Borough.
- Equality and Diversity - None

5 **RECOMMENDED THAT COMMITTEE**

5.1 Note the report

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HEAD OF CULTURAL AND LEISURE SERVICES

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DIRECTOR OF COMMUNITY SERVICES

BACKGROUND PAPERS None

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