

REPORT FROM: HOUSING, HEALTH AND ECONOMIC DEVELOPMENT
SERVICES MANAGER

TO: Colne AND DISTRICT COMMITTEE

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TOWN CENTRE SIGNAGE

PURPOSE OF REPORT

To outline possible signage solutions to encourage footfall and vehicle movement into Colne town centre from edge of town retail parks and peripheral routes.

RECOMMENDATIONS

- (1) That the Committee consider the options presented, and decide which they want to be investigated further/implemented.
- (2) That the Committee commit a budget to install the additional signs based on the options decided/agreed.

REASONS FOR RECOMMENDATIONS

To allow additional signage for the town centre to be installed.

ISSUE

Colne Committee requested that the Economic Development Team investigate the current signage into Colne town centre, and investigate possible solutions to increase the town's visibility from the edge of town.

Current directional signage to Colne Town Centre.

There are currently 9 directional signs pointing vehicles towards Colne town centre, these are in addition to any standard highways signs. The locations (Appendix 1) are on the main roads entering Colne and are based at strategic gateways sites.

Lancashire County Council

Lancashire County Council is due to undertake a North Valley Route Management Strategy which among other issues, will review the directional signs provided for the Town Centre & Retail Park. This will therefore form part of a de-clutter exercise of street furniture. Additional works will be investigated along the North Valley traffic corridor from funds obtained via the Boundary Mill Garden Centre Development, Lidl and the county council with the aim to improve route efficiency along the corridor and assist in reducing the current high level of congestion that is currently experienced. Lancashire County Council are currently considering whether to incorporate the North Valley Road works within the remit of the Burnley Pendle Growth Corridor Project Board to ensure effective delivery. Timescales are as yet unknown.

Additional signage options

There are a variety of different signage options that could be considered to increase the awareness and visibility of the town centre from peripheral areas.

Highways signs (Appendix 2) – estimated cost £800 per sign.

Highways signs are regulated by Lancashire County Council and must fit within stringent specifications, although it is now possible to include images which could be used to entice and attract visitors to the town centre.

Lamppost banners/signs (Appendix 3) – approx. £250 per banner/sign

Lamppost banners/signs are less restricted in terms of design than standard highways signs, and can have bright images and text to encourage traffic into the town centre. A variety of banners could be used throughout the year to advertise upcoming events in the town centre.

The locations of the Highways and Lamppost banners/signs will need to be decided based on areas with high vehicle and pedestrian movement to have the biggest visible impact.

Please note that any additional signs on or near the highway will need approval from Lancashire County Council.

Pedestrian information boards (Appendix 4) – approx. £750 each.

Information signs can contain much more information about the town centre, including maps, images and additional text about what the town centre has to offer. These boards could be placed in strategic locations with high levels of passing footfall, with the aim of capturing an audience that might not normally visit the town centre.

IMPLICATIONS

Policy: Any new/additional signage will need to fit with Lancashire County Council Highways policy.

Financial: For the project to go ahead, the committee will need to allocate a budget from its capital programme to fund the costs. Given the limited balance of funding available in the current year it may be necessary, subject to final costs, to fund the purchase in part from this and next year's capital programmes. The Committee is advised that the latter has not yet been confirmed pending approval of the overall capital programme for 2016/17 by Council in February.

Legal: Land owner's permission will need to be sought to install the signs.

Risk Management: None

Health and Safety: ensure all workers are using the correct safety equipment and relevant risk assessments have taken place.

Sustainability: None

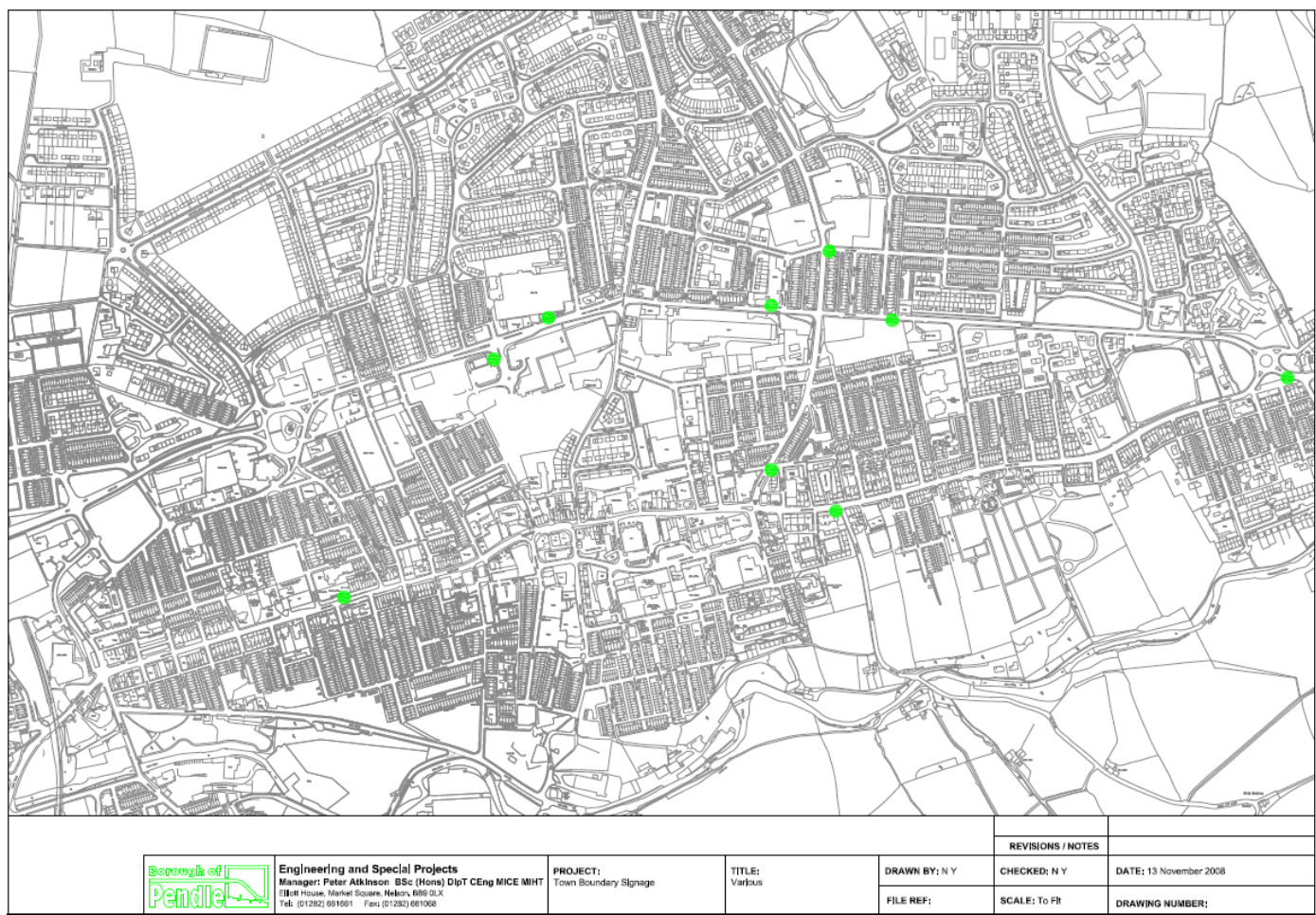
Community Safety: None

Equality and Diversity: None

APPENDICES

LIST OF BACKGROUND PAPERS

Appendix 1 - Current Town Centre directional signs



Appendix 2 – Highways signs with additional images



Welcome to
PLYMOUTH
Britain's Ocean City



Welcome to
PEMBRIDGE
Historic black and
white village

Appendix 3 – Lamppost banners/signs



Appendix 4 – Information signs



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