



Partnership Committee

Agenda Item No: 10

Date:

22 October 2015

Title:

Signage Update

Purpose of the Report:

To provide an update following works completed on the signage strategy as part of the Town Centre Delivery Plan.

Contact Officer:

Jo Martindale, Partnership Officer

1. RECOMMENDATIONS

1.1 To note the report.

2. BACKGROUND

2.1 During 2011-12 a Signage Task & Finish group met to determine key requirements for the town in relation to pedestrian and vehicular signage. Following this, a Signage Strategy for 2012-2015 was developed and endorsed by the Partnership Committee on 31 May 2012. Since this endorsement many of the recommendations and projects have been undertaken and completed.

2.2 The original strategy included action to undertake a full signage audit and review of the existing signage within the parish, this was completed in August 2014 and presented to the Partnership committee on 23 October 2014.

2.3 The work commitments linked to the original strategy objectives including:

- Increase footfall (directing people in from bypass and outlay areas)
- Improve movement (through coherent directional signage)
- Highlight points of interest (through reviewing the brown tourism signage)
- Provide information and maps (to showcase what's on offer and provide directions)
- Celebrate the uniqueness of the town (history, leisure, mews areas)
- Introduce a consistent branding
- Ensure signage is usable for both pedestrians and road users
- Address maintenance issues.
- Finally in addition to encourage new residents into the town with tourist and directional signs from the new housing developments.

2.4 The key projects were carried out in stages and the new and improved signage started to commence from the town centre area (working outwards) and a general tidy up of existing signs and including removal of old signs and posts.

3. Signage Works Progress

- 3.1 The initial key priorities were identified and work started including:
- 3 Brown Tourist information signs on A505 bypass
 - Clear signage installed to car parks
 - Town centre maps including rotating market plaques 2xhigh street and 3xcar parks 1x West Street bridge
 - Added 'Fairtrade signs' to all gateways
 - New gateway sign on Grovebury Rd
- 3.2 Alongside the above activity to an additional officer lead review of signage along all routes into town and directional signs once within the town took place as signs were looking faded and tatty. A programme of works took place to address these issues.
- 3.3 A key element of this work has been to establish consistency across the town in the style of signage, i.e. Gateway signs were all replaced and in keeping with the town centre map signs newly installed.
- 3.4 The table below shows the list of projects and completed actions to date.

Item	Key Works	Details	Approx.
Finger posts	Remove old posts, recycle, replace new	Remove x12: Citizone, police station, magistrates, High street. Replacex7 with Town Centre & Market, Recreational Ground, Post office, Riverside walk & Grand Union Canal posts	£722
Non Alcohol	Non-Alcohol audit and removal/replace new signs	Using CBC designated no drinking zones map, full audit of area. All old signs replaced and additional signs added in Southcott area, tennis/ bowls area, parsons close rec, pages park, cemetery, Apennine Way Rec, High St, Lake St, North St.	£2772
Splash & Play / Beach	New directional signs	6x walking / driving directional signs 5 replaced with pedestrian image / removal of beach	£584 £77
Visitor maps display boards	New 'you are here' boards with rotating market plaques.	Supply 5 new boards Design & Printing of maps New design map for West St bridge 5x 3 reversible market plaques 2xboards for Parsons Close rec & maps 1x board for West St (nr tesco) Locations: top High St, Lower High St, Duncombe Dr car park, Multi-storey Car park, Library car park,	£3,140 £1,170 £50 £186 £1,296 £628

		West Street bridge (Nr Tesco)	
Brown Tourism	New Historic brown Tourism directional signs	4x new signs at Billington roundabout (from Hemel), 2x stoke Rd roundabout from MK & Aylesbury, and Billington roundabout from Dunstable.	£5,696
Brown Tourism	New Historic brown signs - including Tiddefoot Leisure & Waterside Pk, Grand Union Canal, Riverside walks & car parks.	2x signs at Leighton Rd (over River Ouzel), Wing Rd (off roundabout)	£998
Brown Tourism	Traffic Management for Brown Tourism signs	Costs for road closures during installation – town Additional road closure for brown signs – outer areas	£3,475 £461
Brown Tourism	Additional Brown Tourism Signs	A5 Bypass from Milton Keynes, Grovebury Rd and Aylesbury sites.	£3,136
Brown Tourism	Replacement of directional arrow	Linslade towards Tiddefoot wing Rd	£100
Gateways	Replace old gateways signs	6x Leighton Buzzard, 4 Linslade and removal of 8 signs. – inc Billington Rd, Grovebury Rd, Heath Rd, Hockliffe Rd, Stanbridge Rd, Leighton Rd, Wing Rd, Soulbury Rd, Stoke Rd, Leighton Rd	£4,166
Gateway	Replace damaged sign	Due to vandalism replacement of sign on Stoke Rd	£153
Car Parks	Car park directional signs	11x new signs for Billington Rd, Chartmoor Rd, 2xGrovebury Rd, Wing Rd, Soulbury Rd, Stoke Rd, Heath Rd, Hockliffe Rd, Stanbridge Rd, Lake St, included new posts	£694
Bus Stop sign	Removal old damaged sign Lower street	Remove old bus information sign damaged in floods outside Halifax	£130
Bus stop	New Bus information display board	New board erected nr bus stop outside Halifax in replacement of old damaged sign.	£574
Bus stop cabinets	New shopping directory cabinets on bus stops	3 new cabinets at High Street bus stops displaying shopping directory	£805
Town centre	Directional signs	8x directional signs at Grovebury Rd, Wing Rd, Soulbury Rd, Stoke Rd, heath Rd, Hockliffe Rd, Stanbridge Rd, Billington Rd, Leighton Rd,	£660
Train station	Directional Signs	6x directional signs Wing Rd, Church Rd, old Rd, Leston Rd, West St, Leighton Rd.	532
Leighton	Directional Signs	Site at Johnson Dr/Billington Rd	£68

Buzzard		Roundabout	
Pages Park	Directional Signs	4x directional signs Lake St, Johnson Dr RA, Standbridge Rd, opposite park entrance.	£265
Tiddenfoot	Replacement of old signs	Remove and replace new signs at Lombard Hse, Wing Rd, Mentmore Rd	£306
Street Names	New signs	2x Grovebury Rd, 2x Wing Rd 2x Leighton Rd	£825
Fair Trade	New signs on gateways	Additional plaques on existing gateways Heath rd, Wing Rd, Billington Rd, Hockliffe Rd, 2x Leighton Rd – inc new posts Plus 2 for new Grovebury Rd sign	Old budgets codes £1500 £328

4 BUDGETS

- 4.1 A number of budgets have been allocated to the project over the past 4 years. This included £10,000 from the Town centre Delivery Budget (970/9018) £15,000 Town Centre Management 2014/15 budget (970/9027) and £13,395 Town centre Management 2013/14 budget (970/9027)
- 4.2 With £38,395 allocated to the project since 2012, the current expenditure to date is £33,948 leaving a balance of £4,052 for ongoing projects until April 2016. (£2,700 from 970/9027 and £1,352 from 970/9018)

5 NEXT STEPS

- 5.1 The Town Council have received a quote for an audit and replacement works of the current CCTV signage. The replacement and installation of current signs including the survey is £1380 plus recommendations for new signs in Appenine Way and Bideford Green for an additional £210. A decision was made not to replace this signage as the responsibility lay with CBC which is currently reviewing its CCTV signage and the Town Council adding more signage is unnecessary.
- 5.2 The remaining balance of £5,380 (inclusive of the above 5.1 figure £1380) will be held as a contingency for ongoing maintenance works including any damaged or faulty signs.
- 5.3 The Mews signage has been committed through the Town Centre Delivery Plan Mews/Alleys project with an approximate costs of £3000-4000 plus any additional removal fees. This includes Peacock Mews & Alley, Ryland Mews, Bell Alley, and High Street Mews plus additional external hanging signage and a business directory within Peacock Alley and potentially High Street and Ryland Mews. Friday Street is also being considered for signage due its low footfall records.

5 CONCLUSIONS

- 6.1 Significant work has been undertaken in achieving the objectives set out within the signage strategy, later officer lead signage audit and tourism strategy objectives.
- 6.2 All original recommended works are complete. Improvements to Mews and Alleyway areas remain outstanding.

SIGNAGE IMAGES



Old Gateway Sign



New gateways signs



Old Town Maps



New Maps



Splash & Play / Beach signage



Damaged bus info board



Replaced bus info - relocation



Old Alcohol restriction signs



New Alcohol restriction signs

Additional New signage:

