

BROWN TOURISM SIGNS

1. Purpose of the Report

- 1.1. To provide further information on a request that signs indicating Salisbury as a tourist destination be provided on the nearby motorways and trunk roads, including the A303 and the M3.
- 1.2. To provide information on an alternative signing strategy for the provision of brown tourist information signs on the radial routes at the immediate approaches to the City.

2. Background

- 2.1 At the last meeting of the Salisbury Area Board the following resolution was made (in part);

That a further report be requested, answering in full the original question in terms of the costs and procedures for installing Brown Tourist Signs for the City on major trunk routes nearby.

3. Main Considerations

Signing from nearby motorways and trunk roads

- 3.1 Costs of signs vary enormously depending on their size, location and the legend that they contain. It is not possible to give a definitive cost estimate until such time as the locations, the sign face legends, mounting details and temporary traffic management requirements to allow installation have been agreed. To give an approximate idea of cost a large motorway type sign on multiple posts could cost in the region of £15,000 to £20,000.
- 3.2 As set out in the previous report the provision of brown signs indicating Salisbury on motorway and trunk roads would require Special Authorisation from the Department for Transport and it is considered that this is unlikely to be granted given the comprehensive signing indicating Salisbury that is already in place. In addition permission would be required from the Highways Agency who are the responsible Highway Authority. Even if Special Authorisation were granted there is no guarantee that the Highways Agency would agree to additional signs on their network. Should the Highways Agency grant permission then they would be responsible for manufacture and installation of the signs as Wiltshire Council could not use its own Contractors to carry out this work on the trunk road network.

- 3.3 To clarify the process: the first stage is to seek Special Authorisation from the Department for Transport, the second stage is to gain permission from the Highways Agency.

Brown tourist information signs on radial routes

- 3.4 Following discussion with the Area Board Chairman investigation of an alternative signing strategy has been requested. This would see the provision of brown tourist information signs on the radial routes on the immediate approaches to the City. A typical sign face layout for this type of sign is included at Appendix A for information. Signs of this nature could be provided on the A360, A345, A338 north and south, A30 east, A354 and A3094 without the need for any permissions as these are County roads within the jurisdiction of the Council. It is also considered that this type of sign could be provided on the A36 but this would require the permission of the Highways Agency as the responsible Highway Authority.
- 3.5 It should be noted that this type of sign is limited to five lines of legend. Attractions that could be considered include;

- Cathedral
- Guildhall
- Art Centre
- Playhouse
- City Hall
- Museums
- Football Ground
- Old Sarum
- Leisure centres
- Camping and Caravan club
- Race Course
- Queen Elizabeth Gardens
- Fisherton Mill Gallery

The Area Board would need to decide which of the attractions to include on the signs and it is recommended that the views of the Salisbury Community Area Transport Group and Visit Wiltshire would need to be sought.

- 3.6 The sign shown at Appendix A has been estimated to cost approximately £4,800. This is considered to be a reasonable sum. The actual costs are likely to vary depending on the final agreed sign face design and the specific requirements of the installation location.

4. Implications

4.1. Environmental Impact of the Proposals

The installation of signs and posts where none previously existed could be considered detrimental to the visual vista and street scene.

4.2. Financial Implications

7 No signs on County Roads at £4,800 each gives a budget requirement of £33,600.
2 No signs on Trunk Roads at £4,800 each gives a budget requirement of £9,600.

Total budget requirement £43,200 plus 10% contingency = £47,520.

4.3. Legal Implications

None

4.4. HR Implications

None

4.5. Equality and Diversity Implications

None

5. Recommendation

It is recommended that the contents of this report are noted.

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Appendices: Example costings