
REPORT TO THE MEETING OF THE EXECUTIVE 18 FEBRUARY 2009

PORTFOLIO: OVERALL STRATEGY & POLICY DIRECTION

REPORT FROM THE CHIEF EXECUTIVE

SUBJECT: REPLACEMENT OF DISTRICT BOUNDARY SIGNS

1 DECISION BEING RECOMMENDED

- 1.1 To agree to a revised design and the replacement of the District Boundary signs, subject to the approval of the local Highway Authority.

2 REASONS FOR RECOMMENDATION

- 2.1 Most of the current District Boundary signs have been in place for a period in excess of 10 years and are starting to deteriorate. They do not necessarily reflect the image the District may now wish to portray, particularly around the quality of life agenda and given the characteristics of the District.
- 2.2 Village and Town signs are the responsibility of Essex County Council and are not considered as part of this report.

3 ALTERNATIVE OPTIONS CONSIDERED

- 3.1 Not to replace the District Boundary signs at this point in time.

4 OTHER SALIENT INFORMATION

Introduction

- 4.1 There are currently 10 boundary design signs located across the District, many of which are in relatively poor condition and, in design terms, look outdated. Their detail is shown in Appendix A. A list of current locations is shown as Appendix B. As part of this initiative, a review of the current locations has been undertaken and 14 new locations are proposed, as outlined in Appendix C.

Control of Sign Design

- 4.2 The design of District boundary signs is controlled by the Traffic Signs Manual, The Traffic Signs Regulations and General Directions 2002, schedule 7 part V. These are published by the Department for Transport (DfT) and apply to all highways signs across the country.
- 4.3 Under the regulations the size of the lettering is prescribed – capital letters 70mm and lower case 50mm – and the place name must be the prominent feature.

- 4.4 The proposed design format suggested for the new boundary signs pick up the Council's leaf logo, includes its corporate colour and makes reference to the Council's web address. In line with the regulations, it will pick up the relevant place name, e.g. Rayleigh, Great Wakering, etc, at the point of entry into the District.
- 4.5 It is also suggested that we take the opportunity to include tourism symbols, where appropriate. The Tourism Symbols appropriate to Rochford District and what they relate to are as follows. A maximum of three are allowed on each sign:-
- Country Park – Cherry Orchard Jubilee Country Park - Rochford
 - Church – Holy Trinity, Rayleigh - St. Andrews, Rochford
 - National Trust Property – Rayleigh Mount – Rayleigh
 - House (of historic or architectural interest) – The Old House, Rochford
 - Windmill – Rayleigh Windmill – Rayleigh
 - Sports Centre – Rayleigh Leisure Centre - Rawreth
 - Flower Garden – The Sensory Garden – Rayleigh
- 4.6 The proposed design format options are shown in Appendix D.
- 4.7 A map of all the proposed locations is included as Appendix E.
- 4.8 The final design and location of the signs will need the approval of the Highway Authority, Essex County Council. However, it will be difficult for the Highway Authority to object to signs that comply with the legislation.

5 RISK IMPLICATIONS

- 5.1 The identity of the District and its boundaries need to be clear and reflect what is available within the District.

6 PARISH IMPLICATIONS

- 6.1 Discussions will be needed with Parish Councils where the siting and location of Parish signs are involved, as outlined in Appendix C.

7 ENVIRONMENTAL IMPLICATIONS

- 7.1 The appearance of the District and the image the Council wishes to portray are clearly identified by good Boundary Signs.

8 RESOURCE IMPLICATIONS

- 8.1 A budget of £40,000 is included in the Capital Programme for 2008/09. The total potential cost is estimated to be in the order of £15000 - £18000 to implement the new signage, remove and dispose of the existing signs, etc.

9 LEGAL IMPLICATIONS

- 9.1 The new signs must comply with the Traffic Signs Manual, The Traffic Signs Regulations and General Directions 2002, schedule 7 part V.

I confirm that the above recommendation does not depart from Council policy and that appropriate consideration has been given to any budgetary and legal implications.

SMT Lead Officer Signature: _____

Chief Executive

Background Papers:-

None

For further information please contact Paul Warren, Chief Executive on:-

Tel:- 01702 318199

E-Mail:- paul.warren@rochford.gov.uk

If you would like this report in large print, braille or another language please contact 01702 546366.



ROCHFORD DISTRICT BOUNDARY SIGNS – EXISTING LOCATIONS

Ref	Location	Condition/Comments
1.	Chelmsford Road, Battlesbridge; north side of road adjacent to nursery.	Relatively poor condition.
2.	A1245 Battlesbridge by-pass road; north side of road, south of bridge over River Crouch.	Reasonable condition.
3.	A129 High Road, Rayleigh; west side of road, north of Rayleigh Weir.	Relatively poor condition, partially obscured by vegetation.
4.	A1015 Eastwood Road, Rayleigh; north side of road, east of Rayleigh Downs Road.	Reasonable condition; sign mounted on back of speed camera sign outside 630 Rayleigh Road.
5.	Cherry Orchard Way, Rochford; west side of road, south of roundabout to Business Park.	Reasonable condition but obscured by temporary construction site fencing.
6.	B1013 Southend Road, Rochford; west side of road, south of Ravenswood Chase.	One of the oldest opposite 191 Southend Road. Relatively poor condition.
7.	Wakering Road.	Entrance to Pump House. Poor condition.

There are also 3 boundary design signs not sited on the District boundary as follows:

8.	Lower Road, Hullbridge; northern side of road, east of Watery Lane junction.	Reasonable condition.
9.	High Road, Hockley – 2 signs; western and eastern sides of road east of The Gattens.	One is in very poor condition. The other is in reasonable condition.

ROCHFORD DISTRICT BOUNDARY SIGNS – PROPOSED LOCATIONS

Ref	Location	Comments	Potential Tourism Symbol
1.	Chelmsford Road, Battlesbridge; north side of road adjacent to Nursery.	Replace existing.	Craft Centre, Sports Centre.
2.	A1245 Battlesbridge by-pass road; north side of road, south of bridge over River Crouch.	Replace existing.	Craft Centre.
3.	A129 High Road, Rayleigh; west side of road, north of Rayleigh Weir.	Replace existing.	Windmill, Church.
4.	A1015 Eastwood Road, Rayleigh; north side of road, east of Rayleigh Downs Road.	Replace existing.	Windmill, Church.
5.	Cherry Orchard Way, Rochford; west side of road, south of roundabout to Business Park.	Replace existing.	Country Park, House, Sports Centre
6.	B1013 Southend Road, Rochford; west side of road, south of Ravenswood Chase.	Replace existing.	Country Park, House, Church.
7.	Wakering Road.	Replace existing.	Church.
8.	A129 Rawreth Road, Rawreth, north side of road, West of A130 bridge over road.	Currently Rawreth parish sign only. Replace with new sign.	Sports Centre.
9.	A1245 Rayleigh Spur Road; north of A127.	Currently Rawreth parish sign only. Replace with new sign.	Windmill, Church, Sports Centre.
10.	Aviation Way, Rochford; opposite County Hotel.	New sign.	N/A
11.	A127 western carriageway; southern side opposite 'Rose Marie'.	New sign.	Windmill, Church.

Ref	Location	Comments	Potential Tourism Symbol
12.	Sutton Road; north of Temple Farm Industrial Estate.	Currently Parish sign. Replace with new sign.	Country Park, House, Church.
13.	Barling Road; north side of road, west of Silchester Corner.	New sign.	Church
14.	Poynters Lane; northern side of road, opposite no.3 Tithe Barn Cottages.	New sign	Church.

The non-boundary signs at Hullbridge & High Road, Hockley will be removed.

Capital
Letter
Height



<http://www.rochford.gov.uk>

35mm

Welcome to

70mm

RAYLEIGH

Capital
Letter
Height

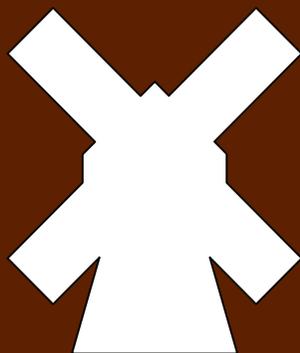
Part of Rochford District

Please drive carefully

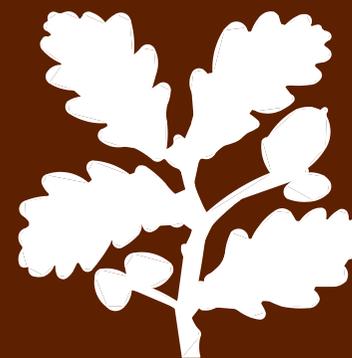
Capital
Letter
Height

35mm

Windmill



**National Trust
Garden**



A

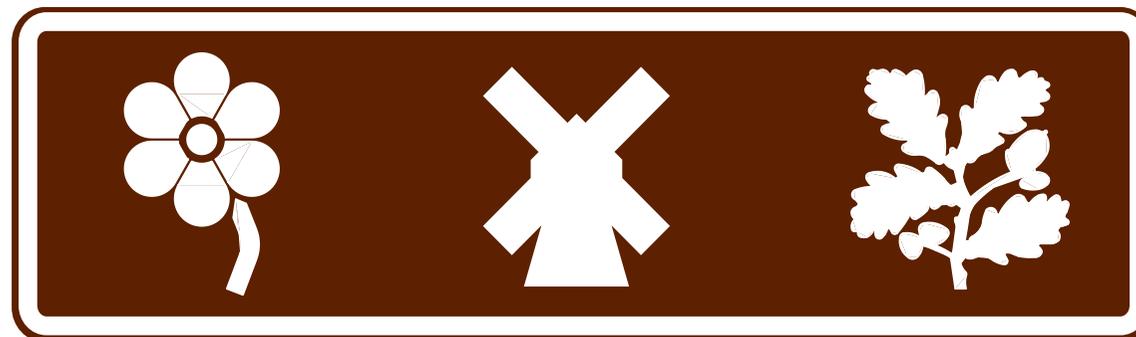


Capital
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Height

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Capital
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Height



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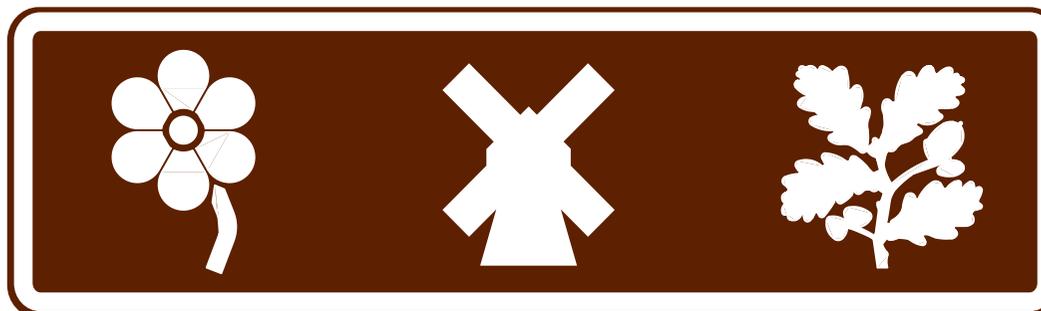
Capital
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Capital
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Height

Welcome to
RAYLEIGH
Part of
ROCHFORD DISTRICT
Please drive carefully
<http://www.rochford.gov.uk>



C

Capital
Letter
Height



<http://www.rochford.gov.uk>

35mm

Welcome to

70mm

RAYLEIGH

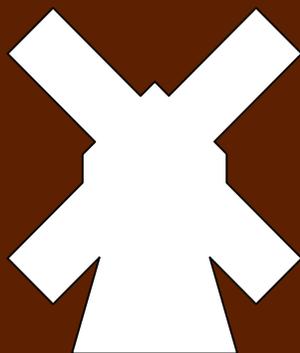
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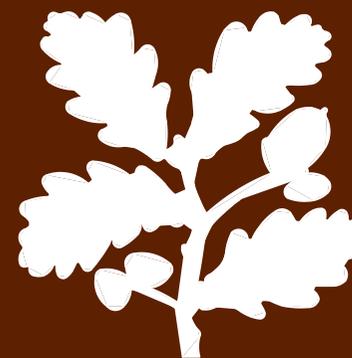
Capital
Letter
Height

35mm

Windmill



**National Trust
Garden**



D

<http://www.rochford.gov.uk>

Capital
Letter
Height



Welcome to

RAYLEIGH

35mm

70mm

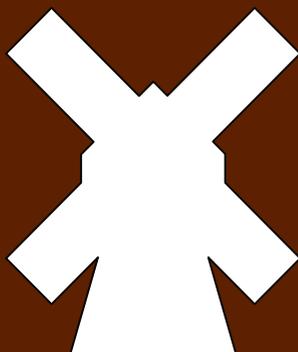
Please drive carefully

Capital
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Height

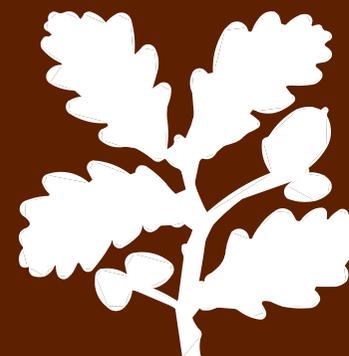
Capital
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Windmill



**National Trust
Garden**



E

