

# **Report on the replacement and re design of the 'Welcome to Yeovil' gateway signs.**

*Assistant Director: Helen Rutter, Assistant Director Communities*  
*Service Manager: Natalie Fortt, Area Development Lead – South*  
*Lead Officer: Marie Ainsworth, Neighbourhood Development Officer - South,*  
*Contact Details: Marie.ainsworth@southsomerset.gov.uk or 01935 462708*

## **Purpose of the Report**

To seek member's approval to replace all six gateway signs at key vehicular entrance points to Yeovil with newly designed signs.

## **Public Interest**

Yeovil has six gateway signs (Welcome to Yeovil signs) located on or close to parish boundaries and Yeovil wards. The signs serve the purpose of welcoming those travelling into the town centre and give an indication of arrival to the outskirts of the town. The existing signs are located on Mudford Road, Cartgate link, Sherborne Road, Dorchester Road, West Coker Road and the Ilchester Road.

The existing signs were installed in 2004 and aimed to modernise and better reflect the ambitions of the town at that time. The signs are beginning to show their age and a report was taken to Area South Committee in October 2015 requesting that members consider either replacing or refurbishing the signs. Members agreed to approve a project to redesign replacement signs.

## **Recommendation**

That members approve either option 1 or 2 as outlined within this report and via a powerpoint presentation.

## **Background**

In 2003 new Gateway signs were commissioned to reflect the work being carried out on the early version of the Yeovil Vision; Yeovil had a new strap line 'Yeovil, the Heart of the Country and the Mind of a City'. The signs were finally installed in 2004 in their current locations. A report was submitted to the Area South Committee in October 2015 and members agreed to approve a project to redesign replacement signs with one incorporating the Love Yeovil logo and one without. Members also requested the current strap line be removed, the brown amenity signs and the twinning information be retained and that the new designs be bought back to Area South committee for consideration.

A subsequent report was taken to Area South Committee in March 2016 outlining two design options, members felt that neither designs were appropriate and requested that further design was undertaken and that members views and comments be sought on possible designs. Members also agreed to the relocation of the West Coker sign to its historical parish boundary fronting Balidon House.

Members have been consulted on four possible design options. A deadline of 19<sup>th</sup> August has been given. Two options will be put before Area South Committee members on Wednesday 7<sup>th</sup> September based on comments received and will be presented via a power point presentation along with any specific comments for consideration.

Early comments include:

- Crest must be used/prefer Yeovil crest
- Keen to incorporate South Somerset District Council logo
- Prefer twinning information to be simple set out in a list/twinning badges not required.

Members will be updated verbally on any further comments received.

Cost for option 1 and option 2 are exactly the same and include manufacture of signs, posts and installation. The size of the signs will remain the same as the existing ones.

Costs as follows:-

Manufacture of six signs including posts, clips and delivery:	£2,015
Removal of existing signs and installation of new signs:	£1,500
Total cost:	£3,515

The Ilchester Rd sign was knocked down by a vehicle in 2015 and South Somerset District Council have been successful in making a claim on the driver's insurance. This will reduce the overall cost by £306.40.

In addition to this, West Coker Parish Council have kindly agreed to make a contribution of £500 to relocate the welcome sign to its new agreed location.

Revised total cost is therefore £2,708.60

County Highways have been consulted on the proposed new position and have no objection.

The Planning department have also been consulted and have agreed that the sign will not require planning permission unless the size of the sign significantly increases.

New planting to be delivered at a later date if required.

### **Financial Implications**

Within existing revenue budgets

### **Council Plan Implications**

This project contributes towards the council plan focus on the Environment and enhancing the appearance of local areas.

### **Carbon Emissions and Climate Change Implications**

None

### **Equality and Diversity Implications**

None.

### **Background Papers**

Report on the replacement of 'Welcome to Yeovil' gateway signage October 2015 and March 2016.