

# **Report on the replacement of ‘Welcome to Yeovil’ gateway signage**

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## **Purpose of the Report**

To seek Members approval to either refurbish or replace six gateway signs at key vehicular entrance points to Yeovil.

## **Public Interest**

Yeovil has six gateway (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. (See Appendix A)

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 are in need of some attention in terms of repairs and cleaning work. The gateway sign on the West Coker Road is positioned some distance from the boundary line of Yeovil South ward. West Coker Parish Council has expressed a desire to re-locate this sign within the boundary of Yeovil South Ward, close to the boundary with East Coker and West Coker parishes.

Members will be asked to approve a project to replace the existing signs.

## **Recommendations**

1. That members agree to the relocation of the West Coker sign to the Parish boundary
2. That members approve the project to redesign replacement signs incorporating the Love Yeovil Logo subject to final approval by the Committee.

## **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’ and part of the design brief requested that this be included. The signs were finally installed in 2004 in their current locations.

The existing signs were replacements so did not require planning permission or County Highways permission although the Highways Authority have been consulted on the design and colour scheme to ensure they adhered to highways regulations.

The proposed position for the West Coker sign is close to the location of the old Yeovil Borough sign for which the old post is still visible close to the frontage of Balidon House. Somerset County Highways have been consulted on the proposed new position and have agreed the new location. The Planning department have also been consulted and have agreed that the sign will not require planning permission unless the size significantly increases.

There are a number of benefits in creating new welcome to Yeovil signs including; refreshing and modernising the signs, renewing interest and creating a good first impression for visitors, the design of the new signs could better reflect what Yeovil means to people today.

The Ilchester Rd sign was recently knocked down by a vehicle and South Somerset District Council are looking to make a claim on the drivers insurance. Assuming the claim is successful this could help towards paying for the new sign at this location.

The procurement of the design work and the signs will be commissioned in accordance with SSDC's procurement procedure and the final draft will be brought before the Area South Committee meeting for approval.

## **Appendices**

Appendix A - map showing locations of signs.

Appendix B - Picture of Love Yeovil logo.

## **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 & Climate Change Implications**

None

## **Equality and Diversity Implications**

Equality and Diversity will be fully explored in the design work should option 2 be approved.

## **Background Papers**

None