

Report on the replacement and re design of the ‘Welcome to Yeovil’ gateway signs.

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Purpose of the Report

To seek members 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 with one incorporating the Love Yeovil logo and one without.

Recommendations

1. That members approve either option 1 or option 2 as outlined within this report.
2. That members reconsider the relocation of the West Coker sign based on new information received from, and the importance of this matter to, West Coker Parish Council.

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.

Option 1; to replace all six signs using the new design incorporating the Love Yeovil logo (the designs will be presented on a powerpoint presentation at committee)

Option 2; to replace all six signs with newly designed modern sign not including the Love Yeovil logo

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 are looking to make a claim on the driver's insurance. This may reduce the cost by approx. £306.40 if the claim is successful.

Re-location of the 'Welcome to Yeovil' sign on the West Coker Rd

In the report taken to Area South Committee in October 2015 the committee were also asked to agree to the relocation of the West Coker sign to the Parish boundary. The committee resolved that 'The West Coker Road sign on the West Coker Road is in an appropriate position and should remain in the same place as Samson Wood is within the West Coker Parish' and 'The West Coker Road sign was originally moved for reasons associated with postcodes'. Subsequent to this meeting West Coker Parish Council has approached the lead officer, Marie Ainsworth, and they have offered to pay for the sign's relocation. West Coker Parish Council are very keen to locate the sign on or close to its historical parish boundary. Members will no doubt appreciate that maintenance of local historical boundaries is part of the association with a "Place" and is important to the sense of identity and belonging for many people within the parish and whom the parish council represent. There are no legal reasons and no practical reasons why the sign could not be moved to the parish boundary as requested by the parish council.

Based on this new information and the importance placed upon this matter by the parish council, members are now asked to reconsider the relocation of the West Coker sign to the Parish boundary fronting Balidon House. Members are entitled to reconsider this matter in light of this new information/change in circumstances relating to payment.

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.

The relocation costs: £500 – to be paid for by West Coker Parish Council.

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 & Climate Change Implications

None

Equality and Diversity Implications

None.

Background Papers

Report on the replacement of 'Welcome to Yeovil' gateway signage October 2015