

TO: SWALE JOINT TRANSPORTATION BOARD

DATE: 7th September 2009

SUBJECT: Eurolink, Sittingbourne - signage

BY: Divisional Manager Mid Kent

Classification: Unrestricted

Summary: A report on a request from the Local Member to consider the lack of signage on the Eurolink Estate in Sittingbourne.

Decision Required: To note report

Introduction

The Local Member has requested that the Board considers the lack of signage on the Eurolink in Sittingbourne as a result of a PACT meeting.

Discussion

- 1) Kent Highways receive a large number of requests for highway improvements and it is necessary to investigate each one through a managed programme of work. The Board will appreciate that in a lot of cases there will not be an appropriate engineering solution since the problem may be a behavioural one. In cases where there is an engineering solution, appropriate schemes may be developed.

Any highway improvement has to be submitted for funding made through the Councils Scheme Priority Assessment Programme.

The prioritising of schemes aims to meet the objectives of the Council by the following means:

- Improving **Accessibility** to key services by public transport **and walking and cycling.**
- Improving **Road Safety** by reducing the number of personal injury crashes on local roads.
- **Tackling Congestion** by managing the highway network more effectively and promoting more sustainable modes of transport.
- Better **Air Quality** by reducing the environmental impact of traffic, especially in urban areas.

A request for a business indicator map would have to be subject to a bid for funding under this system. The next round of bids will be in March/April 2010 for the 2011/12 programme. However considering the above objectives it is unlikely that the proposal would receive a high enough rating for funding. The latest three year personal injury crash record up to 31/03/2009 does not show any crashes on the roads in question caused by stationary HGVs. Damage only crashes are not recorded as it is not a requirement to report these to the Police.

- 2) Direction signing is a key tool in managing the movements of heavy goods vehicle traffic and Kent Highway Services provides these in accordance with the The Traffic Signs Regulations and General Directions 2002. Only signs contained within these regulations can be erected on the publicly maintained highway. Signing is provided between the principle road network and areas which are major generators of goods vehicle traffic. KHS has commissioned a survey of the strategic signing in Sittingbourne and this is currently being undertaken.
- 3) Individual destinations which are visited almost exclusively on a pre-planned basis are not provided with direction signs. Where requests are received for signing in these circumstances applicants are advised to ensure that their publicity literature includes a concise location plan, thus avoiding the need for signs. Businesses may erect signs on their own property subject to any planning permission being granted.
- 4) Clear and concise street name plates are essential for drivers and emergency services to find properties. The installation and maintenance of these signs is the responsibility of the Borough Council.
- 5) The Sittingbourne Northern Relief Road will eventually provide the main route to Eurolink and any signage provided along Eurolink Way or Castle Road may prove to be unwarranted.
- 6) Provision of business location indicator boards is the responsibility of the relevant collective business management groups that own the sites within the estate. They would be responsible for providing the necessary land, erecting and maintaining the signs and applying for planning permission.
- 7) The Eurolink estate currently extends to over 200 acres and growing. The estate should be divided into large individual business parks that KHS would then be able to identify on highway signs.

Decision Required

To note report

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