

TO: SWALE JOINT TRANSPORTATION BOARD
DATE: 14th December 2009
SUBJECT: Signing into the Eurolink Estate
BY: Transportation and Development Manager – Swale
Classification: Unrestricted

Summary: Signing into the Eurolink Estate
Decision Required: For information only

Introduction

1. As part of the Sittingbourne Northern Relief Road major scheme, signing from the new road has been proposed and approved, and is currently being installed as sections of the road are built. The Eurolink site is signed as 'Eurolink' from the SNRR.
2. Cllr John Wright has requested that zoning of the Eurolink site and signing to the different zones be considered in the near future, in order to assist in removing the problem of HGV drivers getting lost and having to stop on the road to study a map.

Discussion

3. KHS and Swale BC Officers are currently working on the Sittingbourne Signing Strategy which will be consulted on in early 2010. The principal aim of the Strategy is to re-sign the town centre in light of the new SNRR being opened, thereby providing an alternative route into the town – especially for HGVs. The consultation process will result in the opportunity to propose the zoning of the Eurolink estate.
4. It is therefore suggested that a meeting be set up between KHS, SBC and Eurolink business representatives in order to explore what the requirements are, where signs may be needed, and how to break the site into different areas. The result of this meeting can then be fed into the signing strategy at the consultation stage. There is no guarantee that any proposal will be adopted as part of the signing strategy.
5. At present, there is limited funding for the implementation of the signing strategy. The possibility of Eurolink businesses funding the preferred signing on their site should also be explored.

Decision Required

6. For information.

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