

STREET DE-CLUTTER & STREETSCENE IMPROVEMENT UPDATE

CABINET: 24 JULY 2008

MEMBER REPORTING: COUNCILLOR RAYNER

1. **PURPOSE OF REPORT**

To update Members on the progress of the Council's commitment to the de-cluttering initiative.

2. **MEMBER'S RECOMMENDATION: That the report be endorsed.**

3. **SUPPORTING INFORMATION**

3.1 Wards Affected

All

3.2 Relevant Matters Upon Which Decision is Based & Reasons Supporting Recommendation

3.2.1 The Council is committed to improve the appearance of the Streetscene and in November 2007 Cabinet endorsed a report on a street de-cluttering initiative with the recommendation that Cabinet review the initiative after 6 months.

3.2.2 The November Cabinet report set out the following provisional timetable:

Maidenhead Town Centre	January 2008
Windsor Town Centre	February 2008
Ascot Town Centre	March 2008
Other areas	April / May 2008

3.2.3 Over 120 signs have been removed in the Windsor, Maidenhead and Ascot areas, focusing on the gateway routes into the main town centre and pedestrian areas, examples are attached at Appendix 1. This has included the removal of signs that were no longer valid under legislation, and repositioning those that could be placed on existing poles etc. Future de-cluttering will continue in these areas and be extended to other high profile locations within the main town centres e.g. Maidenhead Railway Station Examples are attached at Appendix 2.

3.2.4 Future de-cluttering will be extended to the remaining areas of the borough. It is planned to cover Datchet, Cookham, Bray, Horton and Wraybury over the next 3 months, In addition any suggestions for de-cluttering received from the public or Parish Councils will be reviewed and if appropriate carried out as part of the Streetcare & Operations Unit ongoing maintenance regime.

3.2.5 As part of the de-cluttering initiative, street furniture e.g. posts, bollards and cycle racks have been painted as part of an on going process. This has been carried out as part of the unit's routine inspection and maintenance regime complementing the unit's work in tackling graffiti and fly posting.

- 3.2.6 The Streetcare & Operations Unit has worked with the Town Centre Managers and Town Partnerships in identifying unnecessary signage. Similarly there is renewed impetus within other parts of the council in ensuring that all new signage and safety schemes not only improve the traffic flows as intended but that they complement or are enhanced by the existing signage. This activity now forms part of the regular liaison process between Council departments who are involved in the provision and maintenance of signage. Information on future planned work e.g. safety schemes is shared to ensure there is a joined up approach.
- 3.2.7 Any de-cluttering of signage must conform to The Traffic and General Directions 2002 and other legislation which dictate the provision of signage. However, there is a certain amount of discretion afforded to the highway authority. When de-cluttering, the statutory requirements must be taken into consideration. However, in general it is considered good practice to maintain only the minimum requirement and this will continue to be the case.
- 3.2.8 An article on the de-cluttering initiative appeared in the June issue of Around the Royal Borough. Members of the public were encouraged to report any signage etc that they feel would benefit from being reviewed. In addition a link is planned on the Council's Website to enable residents, Members and staff to report examples for investigation including attaching a photograph..
- 3.2.9 Progression of the de-cluttering initiative will need to be linked to future reviews of the town centres. Town Centre Managers and Town Partnerships will have a role in reviewing pedestrian signage. Similarly, Parish Councils will be encouraged to report rural areas that they consider may be de-cluttered. It is envisaged that this could be ideally covered at a future Parish Conference.
- 3.2.10 Parish Councils will be asked to survey all the signs in their Parishes and report any signs that they consider are unnecessary or can be combined to the Council by 31st December 2008 This information will be used to assist the Council's de-cluttering initiative. Similarly Thames Valley Police and the Council's Community Wardens will be asked to report such signs.
- 3.2.11 Before new signs are erected the sign must be if possible be combined with an existing sign or use existing street posts or lamp posts or other similar structures. After a sign is damaged or requires replacing consideration will be given to whether it is necessary to be replaced.

3.3 Options Available and Risk Assessment

	Option	Comments
1	Approval of the report	This option will ensure that the visual impact of signage will be minimised and improve the appearance of the streetscene.

During de-cluttering an on site risk assessment is undertaken to ensure that the safety of road users and pedestrians is not compromised. Discretion has been applied where signage over and above legislative requirements provides enhanced safety especially where historical evidence suggests a problem.

3.4 Relevant National / Regional Guidance

Any removals and repositioning of signage must be carried out in accordance with the Traffic & General Directions 2002.

3.5 Relevant Council Policies/Strategies

	Relevant? Yes / No
Key Themes:	
Supporting Children & Younger People	No
Supporting Adults & Older People	No
A Thriving, Cleaner, Greener Borough	Yes
Safer & Stronger Communities	Yes

4. CONSULTATION CARRIED OUT

The Town Centre Partnerships have been consulted on this initiative.

The Royal Borough of Kensington & Chelsea has implemented a vigorous programme of de-cluttering. They have adopted a policy of absolute minimal signage in pedestrian areas. Further consultation will be undertaken in regard to similar areas of this Borough e.g. Maidenhead High Street and Peascod Street. This will also included all Wards by 2010.

5. COMMENTS FROM OVERVIEW AND SCRUTINY PANEL

The Panel were of the opinion that, as well as removing disused street furniture, more should be done to remove signage/street furniture that was in excess of legislative requirements. In addition, large or obtrusive signage on roundabouts that could be a distraction to road users should also be removed.

6. IMPLICATIONS

6.1 Financial

Routine safety maintenance of street signage is funded as part of the normal day-to-day activities of Streetcare Services. It is estimated that the costs of de-cluttering are approximately £5000 to date

Future highway and traffic related schemes will include provision for new signage and its assimilation into the existing infrastructure, within the budget for the scheme.

Based on an estimated cost of £75 per sign for the whole life replacement / maintenance cost, the 120 signs removed to date could achieve a future saving of around £9000.

6.2 Legal

The Road Traffic Act 1991 and Highways Act 1980 provides specific guidance on the provision of signage. Any private signage not meeting the conditions of the Act will be removed. To support the principles of this initiative, where appropriate the Council can make it a condition on Licences that signage is kept to a minimum.

6.3 Human Rights Act / & Diversity and Equality

None

6.4 Sustainable Development

Signs that have been removed are either reused or are recycled.

6.5 Planning

De-cluttering meets with good Planning principles of urban design and the built environment.

Background Papers: Example photographs of de-cluttering
Cabinet Report November 2007

APENDIX 1

ROAD NAME	LOCATION	ACTION
ALL SOULS RD	ASCOT	Remove Redundant Sign Pole And Plug Hole With Bitmac
BROCKENHURST RD	ASCOT	Replace Damaged 3m High Traffic Sign Pole In Verge And Remount Existing Give Way Sign.
BUCKHURST RD	ASCOT	Remove Yellow Decrim Parking Notice.
HIGH STREET	ASCOT	Remove 1 X Yellow Ascot Development Sign
HIGH STREET	ASCOT	Remove 4 X New Traffic Signals Ahead Signs.
HIGH STREET	ASCOT	Remove Sale Sign From Lighting Column.
KINGS RIDE	ASCOT	Remove Yellow Ascot Racecourse Construction Sign On Traffic Sign Pole.
KINGS RIDE	ASCOT	Remove Yellow Decrim Parking Sign
LONDON RD	ASCOT	Remove 2 X Yellow Ascot Racecourse Development Signs.
LYNDHURST RD	ASCOT	Remove Pedestrian Guard Rails
WINDSOR RD	ASCOT	Remove Yellow Bellway Sign From Traffic Sign Post.
WINDSOR RD	ASCOT	Remove Yellow Decrim Parking Notice.
BIGFRITH LANE	COOKHAM	Remove 2 No. 4m X 76mm Dia. Poles From Grass Verge
LOWER RD	COOKHAM	Remove Yellow Illegal Housing Development Sign.
LOWER RD	COOKHAM	Remove 3m X 76mm Dia. Pole With No Sign Attached From Grass Verge
MAIDENHEAD RD	COOKHAM	Remove 3m X 76mm Dia. Pole With No Sign Attached From Grass Verge.
ETON RD	DATCHET	Remove The Remains Of The Wooden Damaged Datchet Gate Frame
HORTON RD	DATCHET	Remove 'Except Local Buses' On Lamp Column No. 027"
LINK RD	DATCHET	Remove Remains Of Frame Of An Old Street Name Plate
MAJORS FARM RD	DATCHET	Remove Several Barriers On Verge
MAJORS FARM RD	DATCHET	Remove 3 Poles With Faded Signs
THE GREEN	DATCHET	Remove Berkshire Cycle Route Sign Fixed To Pole Beneath Weight Limit Sign
WINDSOR RD	DATCHET	Remove Diverted Traffic Sign"
ETON WICK RD	ETON	Remove Pole And Shared Footway Signs. Return Sign To Store For Future Use.
TANGIER LANE	ETON	Remove "At Any Time" Signs
HENLEY RD	HURLEY	Remove Old Dew Drop Inn Sign
WRAYSBURY RD	HYTHE END	Remove 2 Redundant Poles
BATH RD	KNOWL HILL	Remove Decrim Sign
BAD	MAIDENHEAD	Remove Blue Pedestrian Sign
GODDESBURG WY	MAIDENHEAD	Re-site Sign To Existing Pole
BELL STREET	MAIDENHEAD	Remove 'New Crossing' Sign & Post
BRAY RD	MAIDENHEAD	Remove Decrim Sign
BRAYWICK RD	MAIDENHEAD	Remove Redundant Blue Signs And Poles
BRIDGE RD	MAIDENHEAD	Remove 2 Number Toilet Directional Signs
BRIDGE RD	MAIDENHEAD	Remove Yellow Advance Decriminalisation Parking Signs
BRIDGE RD	MAIDENHEAD	Remove Sign By Roundabout
EDINBURGH RD	MAIDENHEAD	Remove Damaged SNP From Grass Verge And Make Good.
FRASCATI WAY	MAIDENHEAD	Erect 'Cyclist Dismount' Sign To Existing Post West Side Of Underpass
FRASCATI WAY	MAIDENHEAD	Remove 2 Number Redundant Posts Adjacent Kiosk
FRASCATI WAY	MAIDENHEAD	Remove 2 Number Redundant Posts
FURZE PLATT RD	MAIDENHEAD	Remove Decrim Sign
GARDNER RD	MAIDENHEAD	Remove Illegal Yellow 'Sandpipers Place' & 'Hatch Gardens' Advertising Signs
GARDNER RD	MAIDENHEAD	Remove Illegal Yellow Housing Development Signs
GUARDS CLUB RD	MAIDENHEAD	Remove 2 X 'No Parking' Signs & Post
HIGH STREET	MAIDENHEAD	Remove Key Reader For RB
HIGH STREET	MAIDENHEAD	Reposition Directional Signs
HIGH STREET	MAIDENHEAD	Remove 3 Number Blue Directional Signs

HIGH STREET	MAIDENHEAD	Reposition Warning Sign And Remove Pole
HIGH STREET	MAIDENHEAD	Remove Surplus Bollards
HIGH STREET	MAIDENHEAD	Remove Control Post For Rising Bollard.
KIDWELLS CLOSE	MAIDENHEAD	Remove 1 No. 3m X 76mm Pole And 1 No. 4m X 76mm Pole With No Signs
KING STREET	MAIDENHEAD	Reposition Neighbourhood Watch Signs And Remove Pole
OLD POST OFFICE LANE	MAIDENHEAD	Remove 2 X 'At Any Time' Signs & Posts
RAY MEAD RD	MAIDENHEAD	Remove Illegal Yellow Signs A And Dispose In Skip.
SAINT CLOUD WAY	MAIDENHEAD	Cut Down And Remove 3m X 76mm Dia. Pole With No Sign Attached
SAINT CLOUD WAY	MAIDENHEAD	Remove 2m X 76mm Dia. Pole With No Sign Attached.
SHOPPENHANGER S RD	MAIDENHEAD	Remove Damaged 'No Parking' Post And Sign Jct Harvest Hill Rd
ALBERT RD	OLD WINDSOR	Remove Stump Of Old Pole From Small Section Of Verge
ALBERT RD	OLD WINDSOR	Remove Shared Footway Sign And Transfer To Top Of Adjacent Pole. Remove Pole
ALBERT RD	OLD WINDSOR	Remove Shared Footway Signs And Transfer To Adjacent Pole. Remove Pole
CRIMP HILL	OLD WINDSOR	Fix New Single Chevron Sign To Existing Pole
DATCHET RD	OLD WINDSOR	Transfer 40mph Sign To Rear Of Illuminated Sign And Remove Pole
DATCHET RD	OLD WINDSOR	Transfer 40mph Sign To Rear Of Illuminated Sign And Remove Pole
ROUNDAABOUT		
ST LUKES RD	OLD WINDSOR	Transfer Cycle Sign To Streetlight No11, Then Remove Pole
ST LUKES RD	OLD WINDSOR	Position 'No Waiting Mon Sat Sign On Existing Pole In F/W
ST LUKES RD	OLD WINDSOR	Remove 'LOADING ONLY' Sign
THE STRAIGHT MILE	SHURLOCK ROW	Remove Decrim Sign
CHOBHAM RD	SUNNINGDALE	Remove Redundant Traffic Sign Pole
DEVENISH RD	SUNNINGDALE	Remove "New Rd Layout" Sign From Column
LONDON RD	SUNNINGDALE	Remove Estate Agents Boards From Verge & Attached To SNP
LONDON RD	SUNNINGDALE	Remove Yellow Decrim Parking Notice.
LONDON RD	SUNNINGDALE	Remove 2 X Cut Off Posts From Verge.
PARK DRIVE	SUNNINGDALE	Remove State Agent Board From Street Name Plate
BAGSHOT RD	SUNNINGHILL	Remove Yellow Decrim Parking Notice.
LONDON RD	SUNNINGHILL	Remove Yellow Decrim Parking Notice.
LONDON RD	SUNNINGHILL	Remove Yellow Decrim Parking Notice.
ACRE PASSAGE	WINDSOR	Remove AAT Sign From Street Lamp
ACRE PASSAGE	WINDSOR	Remove AAT Signs
ADELAIDE SQ	WINDSOR	Remove AAT Signs
ALEXANDRA RD	WINDSOR	Remove Redundant Poles Form Tarmac Footway
BARRY AVENUE	WINDSOR	Remove Pole And Sign From Slabbed Footway.
BOLTON AVENUE	WINDSOR	Remove Pole From Tarmac FW And Transfer Sign To SL006
BOLTON AVENUE	WINDSOR	Transfer Parking Sign To SL004 And Remove Pole From Verge
CLARENCE RD	WINDSOR	Remove Redundant Pole And AAT Sign. Make Good With Top Soil If Required
CLEWER HILL RD	WINDSOR	New RD Layout Ahead Signs To Be Removed
DEDWORTH RD	WINDSOR	Remove Sign And Post For School Patrol
DEVEREUX RD	WINDSOR	Remove Redundant Pole With AAT Sign From Tarmac Footway
ELLISON CLOSE	WINDSOR	Redundant Sign Post Please Remove
FAWCETT RD	WINDSOR	Remove AAT Sign And Pole From Verge
FRANCES RD	WINDSOR	Remove Redundant Pole From Tarmac Footway
HATCH LANE	WINDSOR	Realign Hatch Lane Rd Sign
HIGH STREET	WINDSOR	Remove Redundant ""Blue Badge Permit Scheme"" Sign
IMPERIAL RD	WINDSOR	New RD Layout Ahead Sign To Removed Please
LAMMAS COURT	WINDSOR	Remove AAT Signs From Streetlights
OXFORD RD EAST	WINDSOR	Transfer "One Way Sign" To Top Of Adjacent Pole By Rising Bollard And Remove Redundant Pole

PEASCOD STREET	WINDSOR	Remove Two ""Pedestrian Zone - No Cycling"" Signs From Streetlights.
SHEET STREET	WINDSOR	Remove Duplicate Pole From Slabbed Footway. Return Sign
ST LEONARDS RD	WINDSOR	Remove AAT From Streetlight
ST LEONARDS RD	WINDSOR	Transfer Sign From Pole To Adjacent Street Light And Remove Pole
ST LEONARDS RD	WINDSOR	Remove Old Sign And Pole From Tarmac Footway
THAMES STREET	WINDSOR	Remove Bent Pole And Dispose.
VANSITTART RD	WINDSOR	Transfer Cycle Sign Onto Pole On No1 Remove Pole From Tarmac Footway
WESTMEAD	WINDSOR	Please Remove School Sign And Pole From Verge And Install New Sign On Adjacent Street Lamp
WINKFIELD RD	WINDSOR	Remove 2 X Yellow Decrim Parking Signs
WOOD CLOSE	WINDSOR	Please Remove AAT Sign From Street Light

APPENDIX 2

HIGH STREET MAIDENHEAD - BEFORE



AFTER



APPENDIX 2

FRASCATI WAY MAIDENHEAD - BEFORE



AFTER



APPENDIX 2

RISE ROAD ASCOT - BEFORE



AFTER

