

## APPENDIX 2

<i>Report to</i>	<b>CABINET BRIEFING</b>
<i>Report of</i>	<b>CHIEF OFFICER REGENERATION AND PLANNING</b>
<i>Subject</i>	<b>SIGNING MAIN ROADS INTO MORECAMBE</b>

### 1. Introduction

This report is at the request of the Deputy Leader and Cabinet Member for Economic Regeneration and Planning and to give early consideration to improving highway signing to and from central Morecambe.

### 2. Background

The new Bay Gateway provides ready access to central Morecambe from the M6 and has freed up traffic movement between Lancaster and Morecambe. These give the prospect that many more people may choose to visit Morecambe and thereby provide a visitor economy boost.

The main roads leading into and from Morecambe however are very poorly signed. A full audit in 2016 evidences that signing is variously inadequate, inconsistent and / or outdated. As a result the signing poorly informs visitors as to where they are and might wish to go and park. This makes for arrival (and departure) experiences that are often unsatisfactory and that commonly fail to meet visitors' reasonable expectations. A further specific consequence is excess traffic circulation as people find their own way.

The county council utilised sustainable transport funding to invest in new and rationalised signing for Lancaster centre in 2015/16. The improved signing included to city council car parks and visitor attractions (via brown signs). Unfortunately there is no realistic prospect that the county council can fund similar in central Morecambe. The county could however assist in design and regulatory advice and fabricate and install the signing if funded for this.

The city council has resolved to consider a proposal to invest in new improved signing to and from Morecambe (and including to council car parks) in preparing its budget for 2018/19.

Morecambe BID considers improving the signing to be a very high priority and has urged that the city council invest in this as early as possible.

### 3. Report

The proposal is to rationalise and upgrade the existing signing along main highway routes leading into and from central Morecambe to properly sign route choices and direct to and announce key attractions and the car parks (often city council) that serve these. This to involve replacement of inadequate and obsolete highway signing with new rationalised and improved signing scheme with a minimum 10 year design life. This would include brown and white visitor signing and car park signing as possible to ensure that visitors arrive where they want to be.

Routes involved –

- B5321 – Shrimp roundabout to Central Drive
- A5105 - Broadway and the length of Marine Road
- A 589 - Coastal Road (north)

### **3. Financial implications**

A full upgrade of signing along main roads is estimated at costing some £60K, to include for costs of new signs to highways standards estimated at up to £20K and up to £40K in traffic management and installation costs. These cost estimates are based on successful implementation experience in Lancaster centre.

Cost savings of some £10 – 15K could reasonably be achieved by reducing the scope of works to concentrate on the top priority routes for visitor traffic i.e the B5321 and the central stretch of Marine Road from Broadway through to Central Drive.

The council's outturn costs might be mitigated via seeking contributions from the county council and Morecambe BID.

City council regeneration officers could lead in design and to project manage the work if this is considered a sufficient priority compared to certain other work.

### **4. Options and analysis**

The specific options are to commit to none, any or all or any of the recommended items. To do so would enable implementation in autumn / winter 2017/18 in time for the 2018 visitor season. Not to commit would still mean that investment could be considered as part of the council's budget process for 2018/19. If then decided upon lead in times would mean implementation would be autumn / winter 2018/19 for the 2019 season.

Members should also consider whether expenditure on these items –

- Meets the economic growth purposes of the Reserve
- Is a priority compared to that other demands upon what is a finite budget.