

Brighton & Hove City Council

Environment, Transport & Sustainability Committee

Agenda Item 52

Subject: Highway Regulation Policies (Traffic Management)

Date of meeting: 15th November 2022

Report of: Executive Director Economy, Environment & Culture

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Ward(s) affected: All

For general release

1. Purpose of the report and policy context

- 1.1 The report seeks committee approval for new traffic management signage policies for the Highway Regulation Team.
- 1.2 The report summarises the formalisation of new policies & procedures to assist the council to deal with growing demand for charity, event, tourist and developer directional signage applications received across the city.
- 1.3 To further regulate through policy and practice the types of tourist, developer and directional signs that are allowed to be installed on the public highway.

2. Recommendations

- 2.1 That the committee approves the new traffic management signage policies Appendices A - C.

3. Context and background information

- 3.1 The policies will enable the council to control the unauthorised installation of directional signage across the city which are installed by various establishments and developers without permission.
- 3.2 The policies will allow the council to de-clutter and remove existing street furniture on the public highway, over use of directional signs can dilute their effectiveness where they are really necessary and to ensure there is not an overload of information on the driver.
- 3.3 The installation costs for tourist and directional signs are on average £350 per unit to be installed on the public highway, maintenance of these is covered by the Highway Regulation Team and includes damaged, illegible and replacement of missing signs. The cost for removal of unauthorised signs installed by developers is around £30 per unit.

- 3.4 The proposed fees and charges within the policies for tourist and directional signs will cover the sign design, installation costs and ongoing maintenance of the signs.
- 3.5 Each sign will be reviewed every 5 years to ensure that the directional signage is still required, in good condition and conforms to the Traffic Signs Regulations and General Directions 2016. This will ensure that ongoing maintenance does not fall to public expense.
- 3.6 The fee will be applicable if tourist or directional signs need replacing/upgrading after the five year period.
- 3.7 The signage policies will assist with the strategic movement of vehicles, sustainable transport and improve road safety across the city.
- 3.8 These policies will be implemented with an immediate effect

4. Analysis and consideration of alternative options

- 4.1 The main alternative is to do nothing and not agree the new policies, which would mean the Highway Regulation policies will not be taken forward and ongoing maintenance of these signs would fall on public expense.

5. Community engagement and consultation

- 5.1 As this policy relates to statutory functions and protecting council finances no external consultation has taken place.

6. Conclusion

- 6.1 The adoption of these policies will allow the council to ensure that street clutter is kept to a minimum whilst protecting finances.

7. Financial implications

- 7.1 There are no direct financial implications arising from the recommendations of this report. Fee income received for tourist and directional signs will cover the sign design, installation costs and ongoing maintenance of the signs. Any significant variations to budget will be reported as part of the council's monthly budget monitoring process.

Name of finance officer consulted: John Lack Date consulted: 01/11/22

8. Legal implications

- 8.1 The Traffic Signs Regulations and General Directions (TSRGD) 2016 prescribe the designs and conditions of use for traffic signs, including road markings, traffic signals and pedestrian, cycle and equestrian crossings used on or near roads. The policies are compliant with the TSRGD.

Name of lawyer consulted: Alice Rowland Date consulted 2/11/22

9. Equalities implications

- 9.1 The new policies will ensure all new traffic management signage installed is clearly legible and erected safely to improve accessibility and safety for pedestrians and motorists.

10. Sustainability implications

- 10.1 None

11. Other Implications

Social Value and procurement implications

- 11.1 None

Crime & disorder implications:

- 11.2 None

Public health implications:

- 11.3 None

Supporting Documentation

1. Appendices

1. Tourist & directional sign policy - Appendix A
2. Developer directional sign policy - Appendix B
3. Charity & event directional sign policy - Appendix C

