

WEST DUNBARTONSHIRE COUNCIL

Report by Acting Director of Housing, Regeneration & Environmental Services (Land & Environmental Services)

Community Safety and Environmental Services Committee : 6 December 2006

Subject: Dumbarton Signage Strategy

1. Purpose

- 1.1** The purpose of this report is to inform Committee of the Dumbarton Signage Strategy, to outline its broad content, and to seek its approval for implementation.

2. Background

- 2.1** In 2004 Ferguson McIlveen, landscape architects, were commissioned by the Council in partnership with the former Town Centres Initiative Ltd to prepare a Signage Strategy for Dumbarton. This work was initially developed from the Rediscovering Dumbarton, Dumbarton Town Centre Action Plan 2001 and from the Scottish Public Transport Fund (PTF) Bid for Dumbarton Town Centre in 2001.
- 2.2** A key objective of the PTF bid was to improve pedestrian and vehicle signage both to and within Dumbarton.
- 2.3** The consultants reviewed existing guidance and the location of existing signs within and leading to Dumbarton town centre. This was then mapped out with recommendations for the location of new signs.
- 2.4** Working drafts of this strategy were used to inform the recent public realm improvement projects in High Street and surrounding car parks, where new signage has already been installed in accordance with the Strategy.

3. Main Issues

- 3.1** New signs have been recommended as a suite of signs for the pedestrian, road and cycle network at particular locations within Dumbarton. The Strategy complements the recommendations of the Tourist Sign Strategy for visitor attractions within Dumbarton.
- 3.2** Design and material specifications are provided with indicative costings. A Rediscovering Dumbarton brand has also recommended which is already in use in previous correspondence and public relations material.

3.3 A draft document was circulated to local organisations, statutory consultees, Councillors and relevant Council officers prior to a presentation being given in 2005. This final draft has taken account of all comments received, where appropriate.

3.4 In the past two years some of the recommended actions have already been implemented with the introduction of directional signs for car parking in the town centre and in conjunction with recent public realm works in High Street.

4. Personnel Issues

4.1 There are no personnel issues at this time.

5 Financial Implications

5.1 It has been estimated that the entire suite of signage would cost in the order of £75,000 to manufacture and install. Approximately £15,000 of this has already been expended. Also, some further design work is likely to be required prior to the ordering of signs. It is anticipated that this would be undertaken on a phased basis over the next three financial years from existing revenue budgets.

6. Conclusions

6.1 The signage strategy sets out the locations, design and hierarchy of signage to assist with orienting visitors and tourists within Dumbarton. As such it contributes to the overall aim of Rediscovering Dumbarton, Dumbarton Town Centre Action Plan which is to regenerate the town centre. The full strategy will be implemented over the next three years as funding permits.

7. Recommendations

7.1 **It is recommended that Committee note and approve the Dumbarton Signage Strategy as a Strategy for the implementation of new signage to be implemented in Dumbarton.**

Ronnie M. Dinnie
Acting Director of Housing, Regeneration & Environmental Services
(Land & Environmental Services)
Date: 6 December 2006

Wards Affected: 12 & 15

Appendix: **None**

Background Papers: “Rediscovering Dumbarton : Dumbarton Town Centre Action Plan” 2001.
“Dumbarton Signage Strategy” 2005
“Tourist Sign Strategy for visitor attractions within Dumbarton”

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