

SIGNAGE IN AND AROUND HAMBLE SQUARE

This is an initial discussion document and is confidential to members of Hamble Parish Council and will not be shared with members of the public without the express permission of Cllr A Thompson.

1 Background

Ever since the square was redesigned in 19?? concerns have been raised about the number, design and size of the highway and information signage which was installed at the time. It is considered that the present signage is visually obtrusive, poorly designed, in some cases unnecessary and is not complimentary to a conservation area.

2 Scope

The signage in and around Hamble Square to include the Square itself up to the entrance to Port Hamble Marina, the High Street from the Whyte Hart Public House, the High Street from The Square to Rope Walk, Rope Walk and Green Lane up to Hamble Manor. Information panels and public notice boards which are the responsibility of HPC are not included and will be dealt with as a separate project.

3 Objective

To reduce the visual impact of signage in Hamble Square and surrounding conservation area, retaining and enhancing character and individuality, so avoiding a "standard" look.

4 Method

Remove unnecessary signage, reduce the number and size of legally required signage if possible, replace signage with designs more appropriate to a conservation area.


Go to other communities of a similar size with a conservation area and see what their approach has been.







Seek advice as to the signage required by law.

Research best practice, a list of websites for information is included in Para 11

3 Present situation

At present the signs within the area of interest include examples of the following:

Type	Photo	Number	Location
Restricted Zone no parking at any time		13	Fixed to lamp posts.
Half Hour Free Parking..		6	Fixed to lamp posts
Parking areas			
Parking charges & regulations.		3?	Free standing, car parks, Square & Foreshore
Restricted Zone no parking		4	Free standing at entrance to restricted area, High St & Satchell Lane
Restricted Zone ends		4	Free standing at exit of restricted area, High St & Satchell Lane

Type	Photo	Number	Location
10 MPH signs		4	Fixed to posts in High St one way area
Brown information signs		5	Square and near RSYC
One way signs		6	In High St one way area
Directional signs		4	Square
Disabled parking		7	Square & Foreshore car parks
National Cycle Network			Fixed on posts

4 Sign Clutter



There are eight signs in this picture, three of which are double sided, making eleven in total. (some are viewed from behind)



In this picture there are 20 signs (including the parking meter and litter bin as they show information). Some are double sided.

5 Large signs



The signs are too large and are visually intrusive.



Here all information is shown on much smaller boards (Lee on Solent)

6 Poorly placed signs



This sign obstructs the view of a disabled person in their car.

7 Poorly maintained signs



Blank or bent

8 Types of alternative signage



Bishops Waltham

9 Tourist Information Signs (Brown signs)

Government advice states that Tourist information signs should only be provided for major destinations and not those used mainly by local residents. They should only be provided where other signage is inadequate. (source D of T Traffic Advisory Leaflet 01/13 Reducing sign clutter – see link below).

Hotels, public houses, guesthouses, bed and breakfast establishments, restaurants, sports centres, concert venues, theatres and cinemas shall only be signed if they are located in Rural Areas. (source Design Manual for Roads and Bridges – see link below).

10 Restricted Area signs

Government advice states that large signs such as the Restricted Area signs at the

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beginning and end of the square might only be required on one side of the road.

11 Legal requirements

There are various government and other papers available which explain regulation and also proposed changes which may result in the reduction or visual improvement of street signage. These are lengthy documents much of which is not relevant in the case of Hamble.

Some extracts are referred to below but are for information only and should be read in the context of the whole document.

It should be noted that the only specific statutory requirement for local authorities to place traffic signs is that they must provide signs that are adequate to indicate the provisions of Traffic Regulation Orders (TROs). TROs are made under the requirements of the Road Traffic Regulation Act (RTRA) and decisions on what restrictions should be applied and signed are a matter for local discretion.

- **Department of Transport Traffic Signs Policy Paper (Oct 2011) “Signing the Way”**

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/4346/signing-the-way.pdf

Paras 2.7, 6.9, 6.11, 6.20

- **Department of Transport Traffic Advisory Leaflet 01/13 Reducing sign clutter**

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/43525/tal-reducing-sign-clutter.pdf

- **Design Manual for Roads and Bridges**

http://www.standardsforhighways.co.uk/ha/standards/dmr/vol8/section2/TD5217_May.pdf

Para 2.19

- **Historic England “Streets for All”**

<https://historicengland.org.uk/images-books/publications/streets-for-all/heag149-sfa-national/>

Para 3 Street Signs and Furniture, “Traffic Signs”

- **Signs and Signage in the Historic Environment**

<http://www.buildingconservation.com/articles/signs/signs.htm>

12 Recommendations

- That Hamble Parish Council agrees to the principle of reducing the number of signs within the Conservation Area and where possible to improve their location and appearance.
- Advice is sought from EBC and HCC regarding the minimal legal requirements.
- The views of parishioners, local businesses and other stakeholders is sought.
- A formal request is made to EBC and HCC to act on the recommendations of the final HPC report