

**From:** Nick Chard, Cabinet Member – Environment, Highways & Waste  
John Burr – Director of Kent Highway Services

**To:** Environment, Highways & Waste Policy Overview & Scrutiny Committee – 14<sup>th</sup> September 2010

**Subject:** Signs and Lines Policy & Technical Directive

**Classification:** Unrestricted

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**Summary:** This report informs members of the new policy for signs and road markings. To assist with the implementation of the policy a Technical Directive has been developed which provides further detailed information on signing and road marking. This has also been produced to assist in bridging the skills shortage Kent Highway Services (KHS) has with sign and road marking design.

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## **1. Introduction**

- 1.1 Kent Highway Services (KHS) provides and maintains traffic signs, road markings and road studs to assist with road safety and provide guidance and information to road users on how to use the road network.
- 1.2 Signs and road markings have to be easily understood by all road users regardless of their age and nationality. Kent has a significant volume of non local traffic, especially foreign vehicles therefore it is essential that KHS bases its standards within the national framework and is consistent with its implementation of them.

## **2. Background**

- 2.1 The existing signing policy has been reviewed as it is over five years old. It was developed when the districts and boroughs had their own highway units. As these highway units have been brought back into Kent County Council the policy needs to be able to manage public and Member expectations and be delivered in one consistent way.
- 2.2 There is no existing policy relating to road marking and road studs.

## **3. Aims and Objectives**

- 3.1 This policy aims to contribute in achieving the highway related subjects of Kent County Council's Local Transport Plan 2006 - 2011 (LTP) by providing traffic signs and road markings using the most appropriate materials affordable, to assist improving road safety by making the signs and road markings more visible in all conditions.
- 3.2 A Technical Directive document has also been produced to ensure all involved in design of this asset group (internal and external) are able to consistently apply the

policy. It provides further detailed information regarding why a policy statement has been formulated, background information detailing how the policy statement was generated and how the policy should be applied to our road network.

- 3.3 Adherence to the policy and Technical Directive will assist in enhancing the appearance of the urban and rural environment through removal of sign clutter and the use of innovative design and materials. It will enable KHS to contribute to environmental and climate control policies. It will assist in enabling cost efficiencies to be gained through specification of materials and number of signs required to be kept to a minimum.

#### **4. Consultation and Data**

- 4.1 This policy reviews existing policy relating to signs and also includes new policy in relation to road marking and road studs.
- 4.2 Both the policy and the Technical Directive have used the KHS Document toolkit. This has been developed by KHS Business Performance team and clearly sets out how all KHS documents will be approved and published. Documents are often a legal requirement and may be used, for example, in insurance claims or other legal proceedings to show how we use our council powers to carry out approved tasks.
- 4.3 The document has been forwarded to KCC Finance for comment to ensure the Council is able to afford policies made. Internal consultation within KHS and also with Kent Police was undertaken on 14 June 2010. All responses and action taken is reported in Appendix 3. A further meeting relating specifically to illumination of traffic signs was undertaken on 24<sup>th</sup> August 2010 and the policy has been amended accordingly.
- 4.4 The Customer Impact Assessment has been completed and waiting on a decision from the CIA Group if further action is required. Initial findings suggest that this will not be required.

#### **5. Recommendation**

- 5.1 It is recommended that the Cabinet Member for Environment, Highways and Waste:
  - a. **Support the Signs and Road Marking policy**
  - b. **Support the Technical Directive**
  - c. **Note the comments made during the internal consultation**

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#### **Appendices**

Hard copy of the appendices will be available on the date of the meeting. Electronic versions are available on request from the reporting officer.

Appendix 1 – Signs and Road Marking policy

Appendix 2 – Technical Directive

Appendix 3 – Consultation Responses and Actions

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