

Report to Executive

Agenda
Item:

A.3

Meeting Date: 10 March 2014
Portfolio: Cross Cutting
Key Decision: Yes: Recorded in the Notice Ref:KD03/14
Within Policy and Budget Framework YES
Public / Private Public

Title: PUBLIC REALM: SIGNAGE & INTERPRETATION
Report of: DIRECTOR OF ECONOMIC DEVELOPMENT
Report Number: ED10/14

Purpose / Summary:

The purpose of this report is to update the Executive on the current position with regard to the various Public Realm Projects around the City.

Recommendations:

That the Executive:

- 1). Note the current position of the Public Realm Projects, and
- 2). Release of £25,000 identified within the Capital Programme to allow the development of a comprehensive signage and interpretation package.

Tracking

Executive:	
Overview and Scrutiny:	
Council:	

1. BACKGROUND

- 1.1 In 2009 the City Council adopted as a supplementary planning document the 'Carlisle Urban Design Guide and Public Realm Framework'. This sets out a public realm vision for the City and included indicative design/material palates for key areas of the City Centre. It identified issues regarding existing signage, street clutter and public realm which required refreshing. Current provision of signage and interpretation at key gateways and nodal points within the City Centre is variable and several areas require significant attention. There is also a perceived need to consider broader public realm improvements at several key points in the City. The project builds on the successful public realm interventions focused on the Roman Gateway route from Bitts Park to Tullie House, and on the public realm works on Castle Street.
- 1.2 There is a programme of public realm projects in development for the City. Given that signage and interpretation impact on most it seems logical as a first stage to develop a comprehensive signage suite that can be rolled out as part of the projects as they reach the implementation stage. In particular it will enable progress to be made on key public realm projects including comprehensive hard and soft landscaping at key City Centre areas e.g. Green Market, Old Town Hall area, Rickergate – in conjunction with wider City Centre public realm work e.g. Sainsbury's S106 implementation at Caldewgate/Shaddongate and at the Old Town Hall phase II.
- 1.3 It will also allow for gateway signage at vehicular entry points to the City. Existing signage several decades old was recently removed from several entry point locations as it was showing wear and tear associated with its age. Replacement signage would draw on the 'Sense of Place' model, adding to an enhanced public realm at selected arrival points.

2. PROPOSALS

- 2.1 As part of the 'Carlisle Story', our design and brand specialists Peter Anderson Studios, have had an initial look at Gateway Signage, based around the 'Carlisle Story' brand. Initial concepts are attached which give a flavour of the style of signage proposed. Executive members have viewed the concepts and are supportive. This next stage of work will be to develop a comprehensive signage and interpretation package which will include the following:
- Gateway signage – installed at key entry points to the City and within the City at Gateways, such as Rail/bus interchanges, car parks

- Wayfinding hubs – located at key points in the Centre, also car parks , rail/bus interchanges
- Wayfinding posts – also known as finger posts – to guide people around the central area
- Site information – conservation and site/area information (Green Market, Historic Quarter, Old Town Hall, Rickergate)
- Trails
- Interactive media

2.2 Another element of the package is a review of our existing signage assessing what we have and also more importantly what we need – where do we need to guide people. This would link into the proposed hubs, trails and site information.

2.3 Once the package is complete we will then be looking to procure local sign makers to work up a range of designs that can be used in a variety of situations. The intention is to use good quality local materials although there will be a number of cost options. At the end of this stage we would have a range of fully costed options that should allow progress to be made on a number of key projects within the public realm programme.

3. CONCLUSION AND REASONS FOR RECOMMENDATIONS

3.1 Given that signage forms an integral part of many of the key public realm projects, development of a comprehensive signage and interpretation package will allow progress to be made on a number of key projects within the public realm programme.

4. CONTRIBUTION TO THE CARLISLE PLAN PRIORITIES

4.1 Improvements to Public Realm will help to promote Carlisle and help showcase the City of Carlisle.

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**Appendices
attached to report:**

Note: in compliance with section 100d of the Local Government (Access to Information) Act 1985 the report has been prepared in part from the following papers:

- None

CORPORATE IMPLICATIONS/RISKS:

Chief Executive's -

Governance – Relevant permissions (eg highways, landowners' consents) must be obtained before erecting any signage. All agreements with local sign makers must be procured and entered into in accordance with the Council's Contract Procedure Rules.

Local Environment –

Resources – There is £100,000 within the 2013/14 Capital Programme to fund Public Realm improvement works around the City Centre, Botchergate and Rickergate, subject to further reports to the Executive prior to any expenditure being incurred. This report, therefore, requests release of £25,000 of the budget provision to fund the development of a signage and interpretation package in 2013/14.



WELCOME TO

CARLISLE

