

Report No.2

Lorry signage in Malmesbury Town Centre

1. Purpose of Report

- 1.1 To seek the Committee's views on ways forward re Community Issue 3535 "Improve signage to reduce HGVs in Malmesbury town centre".
- 1.2 This issue was considered by the Community Area Transport Group on 14th April 2015 where it was stated that "Freight team officers have responded to the Town council's report and it is up to the town council to consider and respond."

2. Background

- 2.1 Following concern about HGVs in the town centre, Cllr Power led a P&E Lorries Working Party which presented a report to the P&E meeting for 31st March 2014. That meeting resolved (with arising action):
 - (a) To write to prominent delivery companies informing them of problems caused by HGVs (Co-op was written to May 2014);
 - (b) Site a notice at the Chippenham Pitstop lorry stop (opposite the recycling centre) warning of weight restrictions in Malmesbury Town Centre (done August 2014);
 - (c) Ask Wiltshire Council to consider amended signage and (d) to raise the problem as a Community Issue.
- 2.2 A Community Issue was submitted on 12th August 2014 arising from the Lorries Working Party report which was split into two:
 - (a) 3534 "Need a HGV route around Malmesbury";
 - (b) 3535 "Improve signage to reduce HGVs in Malmesbury Town Centre".
- 2.3 The Community Issues were immediately recommended for discussion between the Town Council and Wiltshire Council's Principal Transport Officer and in December 2014 the recommendation was to discuss with the Sustainable Transport Group. The Community Area Transport Group discussed in February 2015 and in April 2015 recommended again that this be referred back to the Town Council.
- 2.4 However the trail of recommendations noted above clearly refers exclusively to Community Issue 3534 about an alternative HGV route. The issue of signage, raised very clearly as a separate issue in the Lorries Working Party's original report, has not been discussed.
- 2.5 The recommendations for improved signage raised in the original Lorries Working Party report were (as correctly transferred to Community Issue 3535) for Wiltshire Council to consider new and improved signage as follows:
 - a) At Priory Roundabout, the current signage is too close to the town and a lorry will have already committed to coming off the roundabout, by the time it is seen. Recommendation is to replace and resite the sign.

- b) Roundabout on Gloucester Rd, near to Lumleys Pet Shop as lorries come along from the direction of Bristol, via Park Rd and turn into town, when they should go out of town and around the bypass.
- c) The Parklands/ Corn Gastons route from Bristol is not well sign posted and Lorries often come into town via Bristol St, which is potentially dangerous especially for children and also causes damage to the pavements. Bristol St itself should also have a signage.
- d) "Industrial Estates" signs at the junction of the A429 and B4014 Filands directing traffic down the B4042 to the Station Yard and Beutell Way industrial estates.

2.6 The recommendation was also made that variously above, there should be signage (examples of which are illustrated) to prevent lorries following the directions of their satellite navigation devices leading them through town.

3. Relevant information

3.1 Wiltshire Council have a page on HGV signage and freight routes issues here www.wiltshire.gov.uk/parkingtransportandstreets/roadshighwaysstreetcare/transportfreight/transportroadfreight.htm

3.2 Wiltshire Council have a page on the costs of highway works here www.wiltshire.gov.uk/parkingtransportandstreets/roadshighwaysstreetcare/costwiltshirehighwaysworks.htm

3.3 A map and Google Streetview images of HGV signage around Malmesbury is presented in Appendix 1 to this report, showing:

- (a) A map of the 7.5 tonne weight restriction zone around Malmesbury town centre (page 1) which is bordered by
 - (i) The junction of B4042 High St and A429 to the east
 - (ii) The junction of B4040 Holloway and A429 to the north
 - (iii) The junction of Gloucester Road and Bristol Street / Abbey Row to the west.
- (b) Pages 2, 3, 4 and 5 – the weight restriction and HGV All Destinations (small black sign) signage approaching and at the Priory Roundabout (junction A429 and B4042 High Street).
- (c) Pages 6 and 7 – the weight restriction signage approaching the Whychurch Roundabout (junction A429 and B4040 Holloway).
- (d) Page 8 – town centre weight restriction warning beside the fire station.
- (e) Page 9 – the junction of Park Road and Gloucester Road
- (f) Page 10 – the weight restriction signs at the junction of Gloucester Road and Bristol Street / Abbey Row.
- (g) Page 11 – the "Ind Estates" sign at the junction of A429 and B4014 Filands.

3.4 Mrs Elizabeth Snell has provided a list of 25 lorries observed using Gloucester Road, in both directions, in June 2015. This includes four noted as "very large".

4. Matters for consideration

4.1 Priory Roundabout weight restriction / HGV All Destinations signs

4.1.1 Committee is invited to consider whether the signage approaching and at the Priory Roundabout is adequate (Appendix 1, pages 2 to 5). The Lorries Working Party considered that

- (a) the HGV All Destinations sign is too small and should be re-positioned,
- (b) the weight restriction signs at the Roundabout on the B4042 High Street do not allow lorries to abort a manoeuvre down the High Street once observed.

4.1.2 There do appear to be adequate weight restriction signage on the large green direction signs approaching the roundabout from all directions. However the HGV All Destinations sign is indeed small and may benefit from being in a more prominent position as recommended.

4.2 Whychurch Roundabout approach weight restriction signs

4.2.1 Committee is invited to consider whether the weight restriction signs approaching the Whychurch Roundabout are adequate (Appendix 1, pages 6 to 7).

4.3 New signage at junction Park Road and Gloucester Road

4.3.1 Committee is invited to consider whether new signage could be mounted at the junction of Park Road and Gloucester Road (Appendix 1, page 9).

4.3.2 HGVs are not prevented from using Gloucester Road in either direction. So it is not possible to place a weight restriction sign or an "All Destinations" sign at this junction. However HGVs may approach this junction from Park Road if they are using the Sherston Road – Parklands – Park Road route, or have delivered to Nurdens Buildbase on Park Road.

4.3.4 It is for consideration that signs giving a route indication (for all traffic) "Cirencester, Chippenham, M4, A429" could be placed here. There could be a new sign on Park Road before the junction (outside Athelstan Court) and a sign on the wall of currently 109 Gloucester Road. Possibly, as the Lorries Working Party recommended, this would prevent HGV traffic needlessly travelling up Gloucester Road when they are seeking to find their way out of town to other than a westerly destination.

4.3.5 It is also for consideration that the town centre weight restriction advisory sign, shown at page 8 of the Appendix, could be repeated at this junction.

4.4 Signage for a Parklands/ Corn Gastons route from Bristol

4.4.1 This is a matter covered by Community Issue 3534 and only after that is decided could any signage be considered.

4.5 "Industrial Estates" signs at the junction of the A429 and B4014 Filands

4.5.1 As page 11 of Appendix 1 shows, there is a rather timid mention of "Ind. Estates" seen when approaching the A429 / B4014 junction from the south. (There is no such indication from the north because there is no right turn down the B4014 from the north.)

4.5.2 Committee is invited to consider whether a more prominent sign would be beneficial. It could act to cement the idea of B4014 access to the industrial estates rather than access through the town centre. It may also help lorry drivers not overshoot the junction. (However if they have overshoot the junction they will not be coming through the town centre.)

4.6 "Do Not Follow SatNav" signage

4.6.1 The Lorries Working Party report illustrates a number of signs used elsewhere warning drivers not to follow their satellite navigation device.

4.6.2 Such devices are mentioned in the Wiltshire Council web page on HGV signage and freight routes noted above. It says that most lorry drivers use SatNavs purchased for the car market, which would not show a weight restriction through Malmesbury.

4.6.3 Committee is invited to consider whether a "Do Not Follow SatNav" sign could be sourced and erected and if so where. If at Priory Roundabout, to make it visible before a driver commits to turn into the High Street, it would need to be positioned well in advance of the junction on the southerly, easterly and northerly approach roads, perhaps incorporated into the existing large green directional signs.

5. Financial implications

5.1 The Wiltshire Council web page on the costs of highway works noted above does not clearly indicate the costs of the sorts of signs mentioned here. The closest reference is

"Signs

To erect a warning or regulatory sign on a new sign post costs between £110 and £250 dependant on size.

"To erect a directional sign on new posts typically cost between £200 and £500 dependant on size. If any sign requires external illumination then an approximate further £1,000 can be added to the cost."

5.2 Although the indications are not precise, the costs of erecting individual, stand-alone signs described here are in the hundreds rather than thousands of pounds.

6. Recommendation

6.1 The Committee is invited to consider the matters in this Report and make recommendations for next steps.

Cllr John Gundry
Deputy Chair
Planning and Environment Committee
Malmesbury Town Council

4th August 2015