

**ANGUS COUNCIL**

**PLANNING AND TRANSPORT POLICY COMMITTEE  
ROADS COMMITTEE**

**27 JANUARY 2000  
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**SUBJECT: ARBROATH SIGNAGE STRATEGY**

**JOINT REPORT BY DIRECTOR OF PLANNING AND TRANSPORT AND THE DIRECTOR  
OF ROADS**

**Abstract: This report outlines the proposed Signage Strategy for Arbroath as a key element in the Arbroath Economic and Environmental Strategy.**

**1 RECOMMENDATION**

It is recommended that the Committee:-

- (a) approves the Signage Strategy for Arbroath as outlined in this report;
- (b) agrees to a contribution of up to £10,000 towards the cost of the Signage Strategy, this expenditure to be met from the Planning Department's Capital Programme for the 1999/2000 financial year; and
- (c) agrees to maintain the new signage provided, this cost to be contained within the Roads Department's Revenue Budget.

**2 INTRODUCTION**

- 2.1 In 1997 Scottish Enterprise Tayside in conjunction with Angus Council developed the Arbroath Economic and Environment Strategy. One of the main objectives of this Strategy is the development of the tourism sector in the town with particular emphasis on the development of the Abbey and the harbour. The installation of comprehensive tourism signage and interpretation to highlight and inform visitors of the town's attractions and its history is seen as an important element within this.
- 2.2 Members will also recall that the A92 was designated a National Tourist Route in 1998. Tourist directional signing and local information points were erected and the existing tourist signing rationalised/renewed. There is however still a need to improve the signing of attractions in Arbroath.
- 2.3 To this end, a Signage Strategy has been developed for Arbroath. This Strategy aims to ensure that visitors to the town are made aware of its many attractions and are guided easily and effectively to them.

**3 PROPOSED SIGNAGE STRATEGY**

- 3.1 The Signage Strategy addresses the lack of quality signage throughout the town concentrating on the three main routes into town and the town centre. It will be a combination of directional and information signage.

3.2 The key elements of the Strategy are:-

- erection of white on brown tourism signs on the three main approaches to the town. These will feature the main attractions in the town (see Appendix 1);
- amendment of the existing "Welcome to Arbroath" entrance signs to include underneath a reference to the Abbey/Declaration.
- erection of visitor attraction and car parking directional signs as appropriate, particularly along the A92 (Burnside Drive) (see Appendix 2);
- refurbishment of the existing pedestrian fingerpost signing throughout the town together with new fingerposts where required;
- erection of high quality interpretative panels at key strategic visitor locations ie Harbour, Abbey, Signal Tower, Town Centre/Kirk Square (see Appendix 3).

3.3 The sketch designs of the interpretative panels appended are only conceptual at this stage and further design work is required before they can be finalised. The panels will however require planning permission and the Council will therefore have the opportunity to assess the detailed designs once an application is submitted. Equally, the Community Council and the public will be able to comment on the designs as part of the statutory consultation process.

3.4 Angus Council's contribution to this project would be met during the current financial year (see Financial Implications). It is therefore suggested that the works be implemented in two phases; phase 1 being the refurbishment of the existing fingerpost signs and the installation of additional fingerposts. This could proceed without delay and be completed before the end of the current financial year. It is this element to which the Council's contribution would be made. Phase 2 would be the remainder of the works and would be implemented before the summer period once designs have been finalised and agreed.

#### **4 FINANCIAL IMPLICATIONS**

4.1 The total cost of the Signage Strategy as outlined above is approximately £88,000. Scottish Enterprise Tayside is willing to meet £78,000 of this cost, leaving a balance of £10,000 to be met by the Council. This expenditure can be from the Planning Department's Capital Programme for the 1999/2000 financial year.

4.2 The new signage provided would be maintained by the Council, this cost to be contained within the Roads Department's Revenue Budget.

#### **5 CONSULTATION**

5.1 The Chief Executive, Director of Finance, Director of Law and Administration and the Director of Cultural Services were consulted during the preparation of this report.

#### **NOTE**

No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973, (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above Report.

AA/RM/SP  
18 January 2000

Alex Anderson  
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Dr. Bob McLellan  
Director of Roads

