

E-mail to Ray Lane

RE. TOWN CENTRE SIGNAGE

As promised, I attach a report re. the signage to be provided in conjunction with development of the retail site at Carkeel roundabout. My involvement has come about as a result of a request by STC following my negotiation with the developers re. the on-site sign.

I believe that you hope to put the report to the Council at its meeting on the 20<sup>th</sup>. I will be in attendance to explain and answer any questions.

Peter Ryland

## TOWN CENTRE SIGNAGE

In discussions with the developers of the retail site adjoining Carkeel roundabout, which were held to try to mitigate the impact of the development on the town centre, I agreed with the developers that they would be outside the provisions of the S.106 payment and one would be on site the other in the town centre.

Councillors have been consulted by Cornwall Council re. the sign on the site and approved such. This sign is shown at Appendix 1 to this e-mail and allows not only the design and wording as shown but provision beneath for the display of banners for events in the town.

The Mayor had proposed replacing the existing sign facing down the slip road off the Tamar Bridge which was installed circa 5 years ago and I agreed with the Mayor that this, conceptually, should be in the same format as the on-site sign to start forming a 'corporate image' for the town. The Mayor agreed to let me come up with options. Appendix 2 shows the proposed imagery of the sign with wording imposed thereon, based upon the Mayor's previous proposal. Due to inaccessibility, this sign will not have a banner provision below.

With respect to this sign we would welcome the input of Saltash Town Council on:-

1. The wording of the sign. The Chamber is of the opinion that the previous proposed wording was unreadable from a car and one proposal put forward is shown as Appendix 3 alternatively the wording on the on-site sign could be adopted (with the arrow pointing in the opposite direction). A third option would be to combine the two with the words :-

“WELCOME TO SALTASH”  
KYN SA LE KERNOW  
TOWN CENTRE

with a directional arrow and the logo of STC and Saltash Chamber. The fourth option is, of course, proceed with the wording proposed by the Mayor.

What option would STC like to have installed?

2. The Mayor had proposed that the sign should be lit by an overhead lighting trough at a cost of £756 and solar panel power supply with batteries £2680 (in both cases plus VAT) The Chamber is of the opinion that lighting is not justified as the idea of the sign is to encourage potential shoppers and the shops are only open during the day.

Does STC want to have the sign lit and, if so, would STC fund the additional cost thereof as the developer is only obliged to bear the cost of supply and installation of the sign?

3. The sign will need Planning consent, would STC pursue a Planning application?
4. It is proposed that after installation the sign become the responsibility/liability of STC. Is STC willing to take on the responsibility/liability?
5. The on-site sign will become the responsibility of Community Enterprises PL12 who will organise/permit any banners that are installed.