

<b>TOWN GATEWAY SIGNAGE</b>	<b>19<sup>th</sup> SEPTEMBER 2017</b>
<b>CORPORATE POLICY AND RESOURCES COMMITTEE</b>	<b>For Decision</b>

<b>Linkage to Council Strategy (2015-19)</b>	
<b>Strategic Theme</b>	Innovation and Transformation
<b>Outcome</b>	Embrace new technologies and processes
<b>Lead Officer</b>	Director of Corporate Services
<b>Cost: (If applicable)</b>	To Be Confirmed

## **1.0 Purpose of Report**

1.1 To present Town Gateway Signage for Limavady.

## **1.2 Background**

1.3 Council has previously agreed that town signage is required for Limavady. At its meeting in August 2017 Council agreed the recommendation of the Corporate Policy and Resources Committee to “defer a decision for one month in order for Limavady Elected Members to meet to discuss options for the design. Limavady DEA’s to relay the decision to the Director of Corporate Services.”

## **1.4 Design of Town Signage**

1.5 A mock-up of the draft sign will be presented at Committee’s meeting on 19<sup>th</sup> September. The draft design received from the Limavady Elected Members includes the following elements: an image referencing the Londonderry Air, words reference Home of Danny Boy and an image referencing the Leap of the Dog.

1.6 In terms of future signage requirements Committee is asked to consider if it wishes to follow the same process, as and when signage requirements are identified, in other towns and villages to ensure a consistent design approach.

## **1.7 Location of Signage**

1.8 Information was previously presented to Committee at its August meeting suggesting the following locations:

1. Mill Place
2. Dowland Road
3. Rathmore Road
4. Greystones Road
5. Edenmore Road
6. Ballyquin Road
7. A371 at Roe Valley Resort

## **1.9 Cost of Signage**

1.10 The costs of the proposed signage will be presented at the meeting.

1.11 In terms of timescales it is anticipated that the signs will be installed approximately 6 weeks from commissioning. DfI Roads will be consulted about the exact location of the signs to ensure road safety is not compromised.

## **2.0 Recommendation**

2.1 It is recommended that Council approves the design and locations for the signage and the costs as presented to the Corporate Policy and Resources Committee.