

## THE ENVIRONMENT

## 10. Signs & Information

### THE PRESENT SITUATION

Adequate signage and information is obviously an important factor in Parish life. The standard and quality of signs is important in the context of the environment, and suitability and adequacy are important in the context of visitors to the Parish. Particularly important in Upper Arley is the physical separation of Pound Green from the remainder of the Parish by the river, and signs should reflect this so that traffic, including emergency vehicles is not misdirected to the wrong side of the river. The standard and quality of signs is in fact variable.

### *Issues*

- Too many signs at Shatterford
- But a need for a “brown sign” to Arley Church and School.
- Poor signage at the entrance to Arley village.
- Need for visitor information boards in Arley village and on the west bank of the river
- Information board at Seckley Viewpoint vandalised.
- Some of the lanes in the Parish have no name boards.
- Notice board at Arley PO needs replacing.

<u>Actions</u>	<u>Stakeholders</u>	<u>Timescale</u>
Improve the quality and appearance of signs in the Parish.	PC, Highways Partnership	Short term
Provide information boards on the east and west banks of the river	PC, WCC	Short term
Provide a “brown sign” at Shatterford crossroads indicating Arley Church and School.	PC	Short term
Provide new information board at Seckley Viewpoint	PC	Short term
Provide fingerposts indicating the roads in the Parish.	PC, Highways Partnership	Medium term
Rationalise the excessive number of signs at Shatterford.	PC, Highways Partnership	Short term
Replace notice board at Arley Post Office.	PC	Short term

### Policy Statement

The Parish Council will aim to provide adequate signs and information boards for residents and visitors, sensitively designed and located to reflect the rural character of the area.