

THE EXECUTIVE

22 FEBRUARY 2005

REPORT FROM THE DIRECTOR OF REGENERATION AND ENVIRONMENT

LONDON RIVERSIDE INDUSTRIAL AREAS SIGNAGE AND IDENTITY STRATEGY	FOR DECISION	
<p><i>This report is presented to the Executive as it relates to the intention to seek tenders for a contract with a projected value in excess of £200,000.</i></p> <p>Summary</p> <p>This report sets out the background to the production of the draft London Riverside Industrial Areas Signage and Identity Strategy together with its main conclusions. It also raises the intention to seek tenders for a contract with a projected value in excess of £200,000.</p> <p>Wards Affected – Thames</p> <p>Recommendations</p> <p>The Executive is asked to:</p> <ol style="list-style-type: none">1. Adopt the London Riverside Industrial Areas Signage and Identity Strategy as a non statutory Council Strategy;2. In accordance with Contract Rules 3.6 to note Officers' intention to seek tenders through the OJEU process and decide whether Members should be involved in the subsequent evaluation and award of contract;3. Note that if the Executive are content with the Head of Regeneration and Implementation proceeding without direct Member input into the packaging and specification and evaluation of the tender, a further report will be presented in due course advising Members of the results of the tender evaluation process and requesting approval to appoint the successful contractor; and4. Agree to site signage on Council land if required (subject to agreement with the Traffic and Road Safety section and any planning permission required). <p>Reason</p> <p>The project supports the 'revitalisation of industrial estates' a key element of <i>Regenerating the local community</i>. Approving the tender process and use of land will enable the first phase of implementation to progress.</p>		
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1. Background and Introduction

- 1.1 London Riverside's employment areas consist of Creekmouth to Castlegreen (River Road, Thames Road and the A13), Dagenham Dock, Beam Reach, Ferry Lane and Fairview Industrial Estate (the final three being in Havering). The need to promote a clearer identity for these employment areas and raise awareness of the regeneration agenda has been established in a number of recent studies of the local economy. In particular the need for clear identifiable signage was highlighted.
- 1.2 A team of consultants consisting of DSDHA, Gail Mellows and Sans + Baum were appointed in September 2004 to produce a Strategy for Signage and Identity for London Riverside's employment areas. The strategy has now been produced in draft form setting out a family of signs.
- 1.3 A Steering Group consisting of representatives from LBBB, LBH, Gateway to London, LDA, London Riverside Ltd and the GLA's AUU have guided the project.

2. Purpose and Objectives of the Strategy

2.1 The objectives of the Strategy included:

- To help create a visual identity and assist in creating a sense of place for London Riverside's employment areas.
- Aid with directions/awareness of employment areas. Many businesses report deliveries having difficulty locating them therefore the project will result in reduced traffic movements/improved competitiveness.
- Help businesses feel part of a wider employment area – it is recognised the problems of crime and security are substantially minimised where local businesses work together. The signage work will complement work to encourage Business Associations.
- Assist inward investment opportunities. Clear signage will support inward investment programmes and encourage existing businesses to invest by highlighting the regeneration commitment to employment areas.
- The Strategy complements existing masterplans/strategies and those in preparation.

2.2 In producing the Strategy the consultants were required to seek the views of local businesses on signage and identity issues. These views have informed the strategy and are summarised within the Strategy.

3. Strategy Conclusions

3.1 The draft Strategy presents a reasoned process resulting in a hierarchy of signage with a 'frame' system (page 22 of the appended strategy). The hierarchy consists of gateway signage, directional signage, estate directories individual site/business signage. This was chosen as it presents clear, simple and flexible modular system. The Steering group felt the 'frame' system was the most unique and striking and

would complement the advanced manufacturing vision for the area whilst still being practical (minimal maintenance) and flexible. The frame concept recognises the evolving nature of the area and the different character of the industrial sites. Business names on estate directories have been designed to enable them to be updated when required with ease. Changes will be made by the business estate owners.

- 3.3 The strategy sets out an indicative budget for each of the signs based on discussion with three manufacturers on a quantity of sixty signs. The full tender process required for implementation may result in slightly different costs.
- 3.4 The Strategy sets out indicative locations for the signage in Ferry Lane and Dagenham Dock. It recommends signage should be logo free concentrating on the existing, recognised names for employment areas. The strong design statement of the signage itself will create a consistency across the London Riverside area without creating confusion.

4. Next Stages

- 4.1 To progress a first phase of implementation more detailed work is required on securing the location for the signage which will include both privately owned land and Council land. It is likely that most Gateway signage will be located on Council owned land and these locations will be agreed with relevant planning and highways permissions sought. In replacing existing estate/business signs with the new signage businesses/land owners will be required to contribute towards the costs and take on maintenance/updating.
- 4.2 Executive approval is required for the tender process in accordance with Contract rules paragraph 3.6. Around £200K of capital funding allocated in the London Riverside SRB Delivery plan for detailed design/prototyping and a first phase of implementation of signage covering both LBBB and Havering. It is hoped that successful implementation will lead to further funding coming from bodies such as the UDC for future phases of implementation. Given the scope of the signage requirement and the funding available the OJEU tender process be need to be used.
- 4.3 In order to gain the SRB capital funding, a Project Appraisal will be required. The project will also go through the Council's CPMO process (and Havering's equivalent).
- 4.4 Whilst the signage is identified for London Riverside industrial areas there is no reason why it could not apply to other industrial areas in the Borough such as Sterling Industrial Estate/Wanzt Road and Freshwater Road should funding become available.

5. Community Priorities and Funding Issues

- 5.1 The project addresses the Community Priorities of 'Regenerating the Local Economy' and 'Raising General Pride in the Borough'. The CPMO appraisal process will address funding issues in detail covering maintenance issues and potential for further implementation phases. All funding will be secured from external sources.

6. Consultation

- 6.1 This report has gone through the Regeneration Board. The production of the strategy involved consultation with various businesses.

Background Papers

None

Appendix 1 - London Riverside Industrial Areas Signage and Identity Strategy is available via the Internet on the agendas and minutes web page appropriate to this meeting.