

TO: **POLICY AND RESOURCES COMMITTEE**

14 December 2017

**PUBLIC RELATIONS AND ECONOMIC
DEVELOPMENT SUB (POLICY AND
RESOURCES) COMMITTEE**

FROM: **PROJECTS SUB (POLICY AND RESOURCES)
COMMITTEE**

11 December 2017

5. GATEWAY 3/4 DETAILED OPTIONS APPRAISAL – CITY WAYFINDING SIGNAGE REVIEW

Members considered a report of the Director of the Built Environment regarding a Gateway 3/4 Detailed Options Appraisal – City Wayfinding Signage Review and the following points were made.

- The Chairman noted that the proposals meant that current City branded signage – which had been installed at significant cost circa-2006 - would be replaced by signage that was already common across areas of Greater London. He was concerned therefore that it would no longer be clear to the public using such signage that they were within the City, which had been one of the original drivers of the City-branded signage. The Chairman of Policy and Resources Committee echoed the Chairman's concerns.
- In response to a question, the Director of the Built Environment confirmed that the intention was to install updated signage across all existing sites that had current signage, subject to a review of whether those sites remained appropriate.
- Members requested that more detail on proposed costs – including maintenance costs – be provided.
- The Director of Built Environment noted that Legible London signage was already common across areas of the City, such as outside London Underground stations.
- Members nevertheless expressed concern that the project was gaining momentum before any branding implications for the City had been given due consideration. They requested that the Town Clerk refer the report to the Public Relations and Economic Development Sub-Committee for comment, and for the recommendations within the report to be considered by the Town Clerk under delegated authority once those implications had been given due consideration.

RESOLVED, that Members:

- Refer the report to the Public Relations and Economic Development Sub-Committee for comment on any branding implications for the City.
- Delegate authority to the Town Clerk, in consultation with the Chairman and Deputy Chairman, to approve the report once those implications had been given due consideration.