

Kirkbymoorside Town Council

Information for the meeting on Monday 16 June 2025

9. 2025 Kirkbymoorside Feasibility Study and Action Plan for Growth, pursuant to Minute 25010 dated 19 May 2025

- a. To receive information on progress of enquiries with North Yorkshire Council in respect of recommendations identified in the report and consider any appropriate action regarding:
 - I. additional town signage/wayfinding
 - II. adjustments to the parking regime
- b. To consider revisions to the design/layout of existing town signage within the scope of permitted development

Information received from North Yorkshire Council Highways Authority pursuant to Consideration at Minute 25010 dated 19 May 2025:

Reference to 2025 Kirkbymoorside Feasibility Study and Action Plan for Growth document

9.3 Improve the Kirkbymoorside shopping and visitor experience

Recommendation

9.3 D Simplify the parking regime. Based on other successful market towns visited, consider:

- 1-hour free parking in heart of town centre (Market Place and upper Piercy End).
- 2 hour free everywhere else (including anytime at Town Farm Car Park)
- Paid for parking 2+ hours at Town Farm Car Park. Brand this car park as 'long-term car park'.

This will have the benefit of doubling the availability of short-term spaces

Information received from Steve Brown, Head of Parking Services, North Yorkshire Council, Environmental Directorate:

"Parking Services has drafted a 'Parking Principles' document that is due to go before the Executive in August 25. This framework document, if adopted, will then lead to the creation of new parking policies, some of which will be central policy and some which will require local area action planning. The aim is to start with local area action as soon as is practical if Parking Principles is adopted and when it gets to the former Ryedale area the Town and Parish Councils along with ACC's will be consulted as to any parking strategies and policy. We recognise that not all areas are the same but the Council needs to have some consistency throughout the region. "

9.3 E Significantly improve the car parking signage and wayfinding, especially to Town Farm Car Park.



Q. Would it be possible to fix small directional signs at regular intervals to direct motorists to the town centre and car park? The signs would be the same spec (dimensions, weight and fixings) as the existing parking enforcement signs, pictured.

I have checked with NYC Street Lighting to ascertain if there it would be permitted to affix signs to the columns and have received confirmation of no objection to the proposal. Would this be permitted from a Highways perspective?

A. In terms of the directional signs to the Town Centre and car park, I'm not confident that the smaller signs you suggest would be seen from the road.

9.3 F Add a new Zebra Crossing in heart of town centre

Q. The recommendation for a safe crossing in the town centre had recently been pursued by the Town Council. You will recall that the Town Council carried out a public consultation to determine support for a raised crossing on Market Place. This did not receive unanimous support and so the project did not progress. Would it be possible to revisit this proposal in light of the recommendations of the report?

A. With regard to the crossing the Town Council could re-visit this as part of the study but again the Town Council would need to know that there is public support for it.

9.4 Increase the collective benefit of the existing assets and attractions

Recommendation

9.4 B Add 2 x large and clear wayfinding signs on the A170 200 – 300 m east and west bound from the main roundabout, along the lines of 'Welcome to Kirkbymoorside, Historic Market Town'.

9.4 E Add further 2 x signs 50 - 100m east and west bound from the roundabout, along the lines of 'Town centre shops, food and toilets ← or → as appropriate.

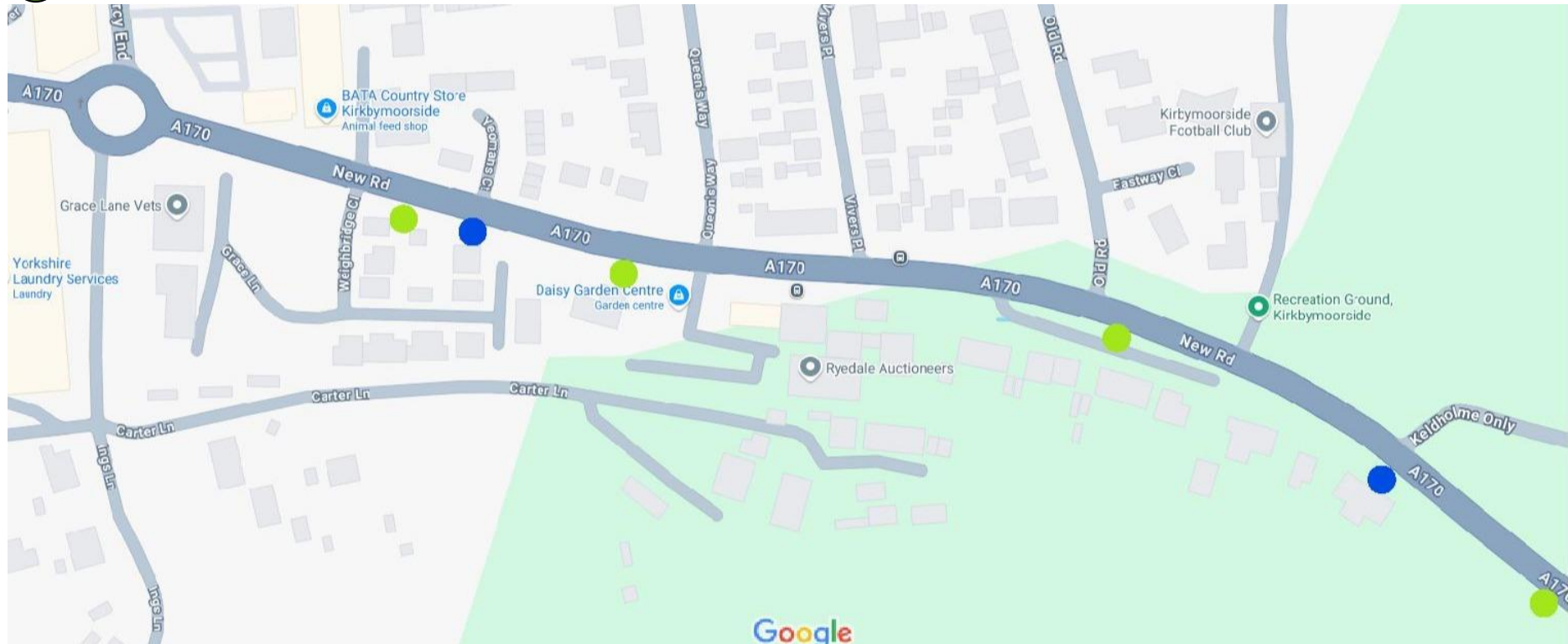
A170 East



Location of existing signage



Distance from A170 roundabout at 50m, 100, 200m, 300m





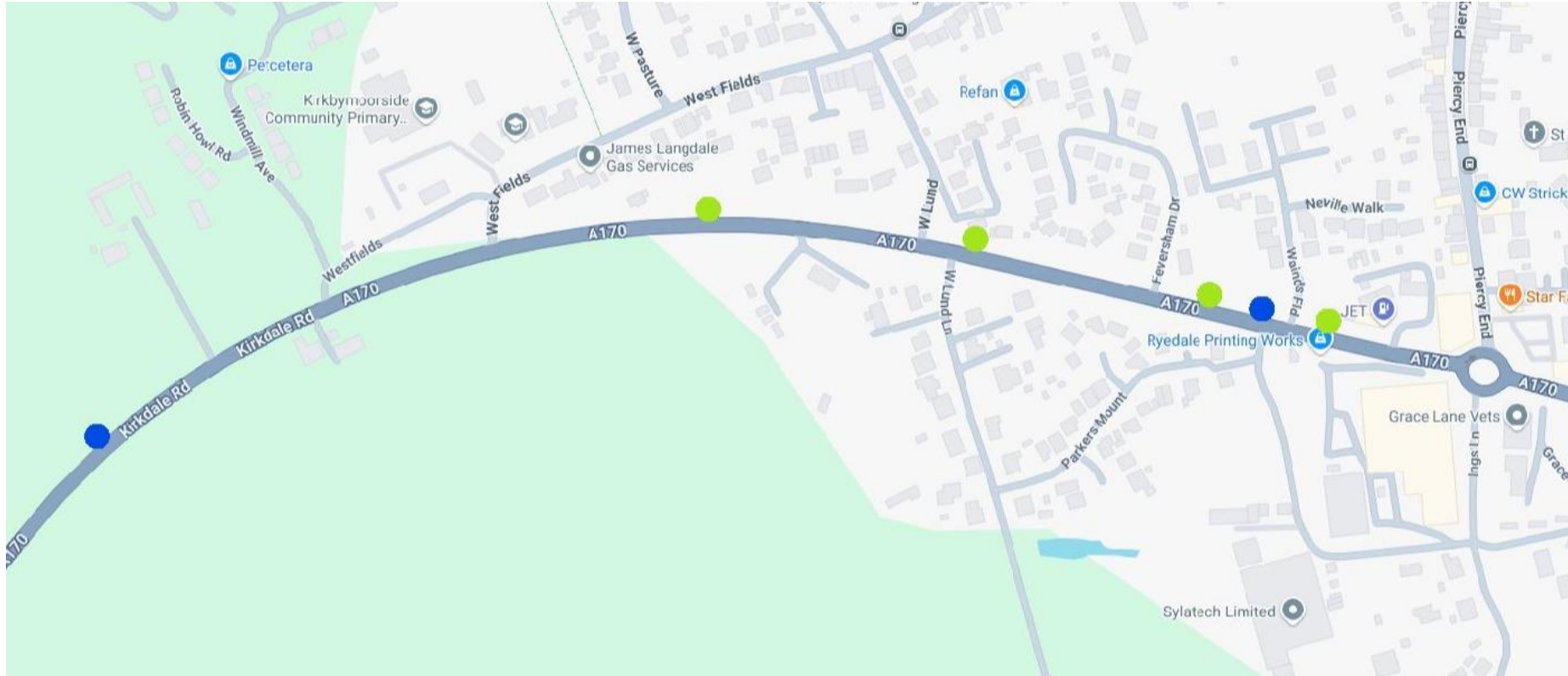
A170 East - Location of existing signage as indicated by





A170 West

-  Location of existing signage
-  Distance from A170 roundabout at 50m, 100, 200m, 300m



A170 West - Location of existing signage as indicated by 





NOTES:

The 'Welcome to Kirkbymoorside' sign on the west of Kirkbymoorside, on approach from Helmsley, is located on private land, in the hedgerow of Broad View.

Enquiries as to alternative locations on the A170 verge for the length of verge in proximity to the parish boundary, (between Westfields to Kirkdale Lane), have been exhausted. North Yorkshire Council Highways have consistently refused the Town Council's suggestion for alternative sites to relocate the sign onto the highways verge.

The existing sign is in situ by kind permission of the property owners and they are entitled to request its removal at any time. Similarly, cutting of the hedge must be done with permission of the land owner.

The Planning Authority have confirmed that it is possible to update the design/layout of the sign without planning permission provided there are no changes to the structure itself.

The design of the sign and replacement of the panels was last done in 2013.

Q. What is the scope for additional signage on the A170

A. As you know, there are advanced (green) direction signs on the A170 approaches to the roundabout directing traffic to the Town Centre. On the roundabout itself there are also directional signs to the Town Centre and direction signs to the Library, Golf Club, WC and disabled facilities.

From a Council (North Yorkshire Council) perspective the signs are adequate for the purposes of directing drivers to the Town Centre.



I can understand a desire to advertise further town centre attractions from the A170, food/drink etc. In some instances, it is possible to add a brown plate to an advanced direction sign to advertise attractions, (example pictured). However, the cost of replacing the existing advanced direction signs would be quite significant and not something the Council (North Yorkshire Council) could presently fund.

The additional/revisions could be paid for by a 3rd party but the cost is dependent on size, which in turn would be dictated by what information you require on the signs. It could be some of the symbols from the choice below:



Or just text, e.g. Town Centre services.

Q. Can the signage on the A170 roundabout be revised?

A. In terms of the signs on the roundabout you are limited to what can be advertised due to the size limitation. It may be a case of swapping one message for another. I don't think the Golf Club would be happy to lose their sign but perhaps "Library" could be exchanged for something else. But again, this is not something the Council (North Yorkshire Council) could fund.

Q. Specific to the signage on the A170 roundabout, if it's necessary to replace the signs would it be possible to replace the top panel, which is the directional sign for 'Town Centre/ Gillamoor 2^{3/4}/ Farndale', with two panels: the top one with a brown background and white lettering directing 'Town centre services' and the second panel (black lettering on white background) directing 'Gillamoor 2^{3/4}/ Farndale'. This would distinguish the Town centre from Gillamoor and Farndale.

- A. Yes this would be an option.
- Q. Would it be possible to consider the following options for application of signs to indicate the direction of the town centre from the roundabout (white on brown background) using the symbol that's on the Welcome to Kirkbymoorside sign, on approach from east and west A170:
- i. to the posts with the speed signs (both upon entry to the 40mph and then 30mph) on both the east and west approaches to the A170 roundabout
 - ii. alternatively there are posts with signs to indicate approaching junctions.
 - iii. on the posts that the 30mph VAS unit are mounted on, on both east and west approach to the A170 roundabout (these are Town Council assets).
 - iv. OR the application of signs to the lighting columns so there are repetitive markers clearly indicating the direction of the town centre from the roundabout?
- A. No, the signs would be too low on the posts. The posts may also be unsuitable for the weight of additional signage. Also, there is a directive from the Department of Transport to remove sign clutter and they recommend a "less is more" approach. On this basis, the advanced direction signs and signs on the roundabout are considered sufficient.

All information has been disclosed with members of the Kirkbymoorside Community Support Group.