



Welcome Back Fund

Lever Street Car Park Signage Simplification

Todmorden: Lever Street Car Park
Simplification/Relocation of Signage

Proposed Changes

1. Site Plan



Signage

- [1] Park Mark
- [2] Car park information and payment machine
- [3] Have you paid and displayed?
- [4] No Waiting or Parking (8am to 6pm)
- [5] Directions (to town centre/ public transport)
- [6] Have you paid and displayed? (Entrance signage for car park)

2. Proposed Changes to Signage

[1] Park Mark



The Park Mark sign is to certify this car park has been awarded a safer parking award. The Park Mark symbol will need to be retained somewhere in the car park but the existing sign is too large and dominant in this location. We propose that the sign is relocated to the entrance signage for the car park [6] on George St – a new sign should be produced, this will make the Park Mark award prominent to car park users, when entering Union St South from Halifax Road, contributing to a reassurance of parking standards here for town centre shoppers and visitors.



[2] Car park information and payment machine

The existing car park information sign is dominant against the canalside and significant landscape features, negatively impacting resident and visitor experience of the town and relaxation at the canalside.



The information sign and payment machine must be in an understandable and convenient position. As detailed in this [document](#), we propose the car park information sign and payment machine are relocated nearer to the town centre shops – alongside the entrance signage to the car park [6] – one car park space would need to be withdrawn. There is an option to combine Lever St and Union St South Car Parks, improving visitor and shopper experience and enhancing the conservation area.



[3] Have you paid and displayed?

The relocation of the Park Mark sign will mean there is nothing at the existing location [1] to provide a visual symbol that this is a car park. The existing Pay and Display sign at the far edge of the car park [3] is located away from normal usage of the car park – most users tend to want to park nearer to Union St South/Halifax Road... but there is nothing at location [1] to remind people at the central part of the car park, if they look south:



We propose that the existing pay and display sign is moved to location [1] – this smaller sign will be less visually intrusive than the existing Park Mark sign.

[4] No Waiting or Parking (8am to 6pm)

This sign is at the edge of the car park and has a detrimental impact on the setting of the significant heritage buildings at the end of George St/Lever St in the town's conservation area. George St is the main access to the car park/ Lever St and the width of the road means it cannot be used for parking. In addition, there is already a no waiting sign at the start of George St on the car park entrance signage [6] and the distance between the existing signage is approximately 24 metres.

The Department for Transport's Traffic Signs Manual (Chapter 3) states that 'There is no specific requirement to provide repeater signs; it is for the traffic authority to determine whether additional signs are required and where they are to be placed. However, to ensure that drivers are adequately informed of the times when a particular restriction applies, it is recommended that signs are sited at approximately 60 m intervals' (Section 13.4.14)

We propose that the sign is removed due to alternative provision on George St



[5] Directions (to town centre/ public transport)

There is an existing sign that directs people to the town centre and public transport but this doesn't relate well to the exits to the town centre from the towpath, and is often missed when people exit using the ramp as it is too high. In addition, it negatively detracts from the view along the canal, towards Lock 18 (Shop Lock).



We propose that the sign is relocated on the railings at the top of the ramp, to better direct people to the town centre: this will still be seen clearly by people travelling on the towpath towards lock 18. This recommendation was previously and independently made in [Review of the Todmorden Town Centre Wayfinding System](#), completed in 2019 – see page 13.

(Note: direction to rail station needs revising – it previously could direct people along the towpath, with a difficult and confusing exit to Rochdale Road).



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