

# M20 Junction 10a

TR010006

## 7.5 Signing Strategy

APFP Regulation 5(2)(q)

Revision A

Planning Act 2008

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M20 Junction 10a

TR010006

## **7.5 Signing Strategy**

Volume 7

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# 1 Introduction

## 1.1 Purpose of this document

- 1.1.1 This document relates to an application made by Highways England (“the Applicant”) to the Planning Inspectorate under Section 37 of the Planning Act 2008 (“the Application”).
- 1.1.2 This document looks at the existing directional signing strategy for both Junction 9 and Junction 10, the two key access points into Ashford from the motorway, discusses a number of issues that need to be addressed and recommends appropriate solutions.
- 1.1.3 In addition, existing signing provision for tactical diversion routes and non-motorised users (NMU) is reviewed, with recommendations for change made where applicable.
- 1.1.4 Following further consultation with stakeholders, it is intended that the final recommendations of this report will inform the further development of the detailed signing proposals for this project.

## 1.2 Structure of this document

- 1.2.1 This document comprises of 5 sections as described below:
- **Chapter 1** introduces this document
  - **Chapter 2** Existing Signing – provides a detailed description of the existing signing and tactical diversion routes for the scheme area
  - **Chapter 3** Discussion – provides options of potential new signing layout
  - **Chapter 4** Recommendations – provides recommendations of potential new signing layout
  - **Appendix A** Consultation Response from Kent County Council

## 2 Existing Signing

### 2.1 Junction 9

#### Major Destinations

##### Coast-bound

- 2.1.1 Approaching J9 in the coast-bound direction, Ashford is signed off towards the southbound A20, taking traffic towards the northwestern part of the town. In addition, Faversham is signed off onto the northbound A251. Signing for both Ashford and Faversham continues on the coast-bound off slip and on the circulatory carriageway.
- 2.1.2 Channel Tunnel, Dover and Folkestone are signed as ahead destinations on the M20.

##### London-bound

- 2.1.3 Ashford is signed off towards the southbound A20, taking traffic towards the northwestern part of the town. In addition, Faversham is signed off onto the northbound A251 and Canterbury and Tenterden are signed towards the A28. Signing for all of these destinations continues on the coast-bound off slip and on the circulatory carriageway.

#### Local Destinations

##### Coast-bound

- 2.1.4 Ashford International Station and the McArthurGlen Designer Outlet, both located in the central part of Ashford, are signed as ahead destinations at J9, with instructions to exit the motorway at J10.
- 2.1.5 An advisory lorry route for Lenham is signed off the coast-bound carriageway towards the northbound A20.
- 2.1.6 On the coast-bound off slip, Eureka Business and Leisure Parks appears on the directional signing for the first time. This destination is signed off the circulatory carriageway onto the A251, together with Faversham and Kennington.
- 2.1.7 Kennington, Faversham, and Eureka Business and Leisure Parks are also shown on the directional signing located on the A20, approaching the junction from Ashford.



#### London-bound

- 2.1.8 An advisory lorry route for Lenham is signed off the London-bound carriageway towards the northbound A20.
- 2.1.9 As with the coast-bound off slip, Eureka Business and Leisure Parks appears on the directional signing for the first time on the slip road signing.

#### Circulatory Carriageway

- 2.1.10 Unlike at J10, there are no destinations that appear for the first time on the circulatory carriageway.
- 2.1.11 All the destinations displayed have previously appeared on the directional signing in advance of the junction and/or the off-slips.

#### **Tourist Destinations**

- 2.1.12 There are currently no tourist destinations signed anywhere on the main carriageway, slip roads and circulatory carriageway at J9.

## **2.2 Junction 10**

#### **Major Destinations**

#### Coast-bound

- 2.2.1 Approaching J10 in the coast-bound direction, Ashford is signed off towards the A292, taking traffic towards the northern part of the town. In addition, Brenzett is signed off onto the southbound A2070, around the south side of Ashford.
- 2.2.2 Signing for Ashford continues on the coast-bound off slip and the circulatory carriageway. However, on the final directional sign, just before the start of the slip road, Brenzett is replaced with Hastings. Hastings is then signed on the coast-bound off-slip and the circulatory carriageway.
- 2.2.3 Canterbury appears as a destination for the first time on the coast-bound off-slip, signed towards the A28.
- 2.2.4 As at J9, Channel Tunnel, Dover and Folkestone are signed as ahead destinations on the coast-bound M20.

#### London-bound

- 2.2.5 As described above, Ashford is signed off towards the A292, taking traffic towards the northern part of the town. In addition, Brenzett is signed off onto the southbound A2070, around the south side of Ashford.
- 2.2.6 Signing for Ashford continues on the coast-bound off slip and the circulatory carriageway. However, on the final directional sign, just before the start of the slip road, Brenzett is replaced with Hastings. Hastings is then signed on the coast-bound off-slip and the circulatory carriageway.
- 2.2.7 Canterbury appears as a destination for the first time on the coast-bound off-slip, signed towards the A28.
- 2.2.8 London and Maidstone are signed as ahead destinations on the London-bound M20.

#### **Local Destinations**

##### Coast-bound

- 2.2.9 Following on from the signing at J9, Ashford International Station and the McArthurGlen Designer Outlet are signed off at this point, together with a 'lorries only' Services and a Hospital with A & E facilities. Subsequent signing on the circulatory carriageway, identifies this as the William Harvey Hospital.
- 2.2.10 Sellindge appears as a destination for the first time on the off-slip, signed towards the A20.
- 2.2.11 Kennington is signed on the A2070 and on Hythe Road, heading towards J10 from Ashford, but does not appear on any other directional signs approaching J10.

##### London-bound

- 2.2.12 Ashford International Station and the McArthurGlen Designer Outlet are signed off at this point, together with a 'lorries only' Services and a Hospital with A & E facilities. Subsequent signing, on the London-bound off-slip and on the circulatory carriageway, identifies this as the William Harvey Hospital.
- 2.2.13 Sellindge appears as a destination for the first time on the off-slip, signed towards the A20.
- 2.2.14 Willesborough, Wye, Mersham and William Harvey Hospital also appear for the first time on the off-slip signing.

### **Circulatory Carriageway**

- 2.2.15 Looking at the directional signing around the circulatory carriageway, a number of destinations that are not displayed on any other signs appear. Signed off at the relevant exit from the circulatory carriageway, they may be summarised as follows;
- A2070 Bad Munstereifel Rd (towards Ashford) – South Ashford, Sevington, Freight Clearance Facility, Business Parks.
  - A2070 Willesborough Rd (towards Kennington) – Willesborough Industrial Estates, Julie Rose Stadium, Hotels (separate brown tourist sign).
  - A292 Hythe Road (towards Ashford) – Town centre, Coloured lorry symbols, Hotels (separate brown tourist sign).
  - A20 Hythe Road (towards Hythe) – Superstore, Smeeth, Pilgrims Hospice.

### **Tourist Destinations**

- 2.2.16 Apart from the 'Hotels' signs listed above, which first appear at the relevant exits from the circulatory carriageway, there are no tourist destinations signed anywhere on the main carriageway, slip roads and circulatory carriageway at J9.

## **2.3 Tactical Diversion Routes**

### **Area 4 Incident Response Plan**

- 2.3.1 According to the latest revision of the Response Plan, issued in December 2014, there are no permanently signed diversion routes between J9 and J10 of the M20. However, there is a signed route between J10 and J11, covering both London-bound and coast-bound closures.
- 2.3.2 For a London-bound closure drivers follow a hollow square diversion symbol, whilst coast-bound drivers follow a hollow circle. In both directions, drivers are directed along the A20, which runs parallel to the M20. A review of the existing signing provision at J10 indicates the following;

#### **Coast-bound**

- 2.3.3 On the main carriageway at J10, drivers follow a hollow circle symbol onto the coast-bound off slip. However, where the symbol is currently located, it is possible that drivers could associate it with the A2070 towards Brenzett/Hastings.

- 2.3.4 On the coast-bound off slip itself, the hollow circle directs drivers towards Sellindge and the A20, whilst Hastings and the A2070 is associated with a solid cross symbol. On the circulatory carriageway, the hollow circle continues to direct drivers towards Sellindge and the A20, whilst the cross disappears entirely.

#### London-bound

- 2.3.5 At J10, there are no diversion route symbols shown on the main carriageway. However, on the London-bound offslip, drivers are directed to follow a solid cross symbol towards Hastings and the A2070. As described in para 2.3.2 above, the cross is not continued on the circulatory carriageway.
- 2.3.6 On the London-bound A20 (Hythe Rd), at the western end of the diversion route, there are no diversion route symbols shown on the directional signs approaching the circulatory carriageway at J10. In addition, there is no diversion route symbol to direct drivers off the circulatory carriageway towards the London-bound M20 (via the A20 around the top of Ashford).

### Operation Stack

- 2.3.7 Operation Stack, which controls the movement of HGV's on the M20 heading for the Port of Dover, is implemented on an ad-hoc emergency basis by the Police and managed through the use of temporary traffic signs. Given the occasional nature of the operation, and the fact that the future management of HGV's on the M20 is currently under discussion, this strategy takes no account of the present/future signing requirements of Operation Stack.

## 2.4 Non-Motorised User (NMU) Signing

### Junction 10

- 2.4.1 At J10, existing unsegregated shared use routes run alongside A20 Hythe Road, A2070 Kennington road, A2070 Bad Munstereifel Road and A292 Hythe Road. Shared use NMU crossing points link the various routes via the south-eastern side of the junction, crossing the circulatory carriageway at a couple of locations and also the end of A20 Hythe Road and A2070 Bad Munstereifel Road. Although there are few directional signs, 'shared use' regulatory signs are displayed at regular intervals to indicate the nature of the paved routes.

### A2070 Bad Munstereifel Road

- 2.4.2 An existing unsegregated shared use route runs down the western side of the A2070, crossing over the end of Barrey Road and continuing southwards. Directional signs are present where required, as are 'shared use' regulatory signs.

### **A20 Hythe Road**

- 2.4.3 From J10, an existing unsegregated shared use route runs along the footway on the north side of Hythe Road, crossing the end of The Street but seeming to stop shortly afterwards. 'Shared 'use' signs are rather sporadic along this route, as are directional signs.

## 3 Discussion

### 3.1 Ashford

- 3.1.1 Existing signing, in both London-bound and coast-bound directions, directs drivers to Ashford via the A20 at J9 and the A292 at J10. However, both routes direct traffic towards the northern side of Ashford, without taking into account that the A2070 loops around the southern side of the town.

#### Option 1

- 3.1.2 In order to spread the volume of traffic more evenly across the local highway network, signing for Ashford could be divided between these three routes;
- Ashford (N) – via the A20 Fougères Way/A292 Maidstone Rd (at J9 both directions)
  - Ashford (C) or Ashford town centre – via the A292 Hythe Rd (at J10 coast-bound, J10a London-bound)
  - Ashford (S) – via the A2070 Bad Munstereifel Rd (at J10a both directions)

#### Option 2

- 3.1.3 If the A292 Hythe Rd is considered to be more suitable as a local route rather than a main point of entry into the town, then the signing for Ashford could be divided as follows;
- Ashford (N) – via the A20 Fougères Way/A292 Maidstone Rd (at J9 both directions)
  - Ashford Town Centre – via the A232 (at J10 Coast-bound)
  - Ashford (S) – via the A2070 Bad Munstereifel Rd (at J10a London-bound)
  - Hastings – via the A2070 Bad Munstereifel Rd (at J10a Coast-bound)
  - Pick up signing for the town centre on the local highway network

#### Option 3

- 3.1.4 If the use of compass points is not favoured by local stakeholders, a third option would be to delete the compass points suggested in Option 2 and simply sign Ashford as follows;
- Coast-bound M20 – via the A20 Fougères Way/A292 Maidstone Rd at J9
  - London-bound M20 – via the A2070 Bad Munstereifel Rd at J10a

## **3.2 A2070 Brenzett/Hastings**

3.2.1 On the existing 1m and ½ m signing for J10, Brenzett is signed as the main destination on the A2070. However on the final advance sign Brenzett is replaced by Hastings, which is then signed of the circulatory carriageway onto the A2070 Bad Munstereifel Rd.

3.2.2 With the construction of J10a, there are two options for signing A2070 Hastings to be considered;

### Option 1

- Coast-bound M20 – via J10 and the new link road to the realigned A2070
- London-bound M20 – via J10a and the realigned A2070

### Option 2

- Both directions of travel – via J10a and the realigned A2070

## **3.3 Local Destinations**

3.3.1 A number of destinations appear on the circulatory carriageway at J10 that have not appeared previously on advance signing –

- A2070 Bad Munstereifel Rd (towards Ashford) – South Ashford, Sevington, Freight Clearance Facility, Business Parks.
- A2070 Willesborough Rd (towards Kennington) – Willesborough Industrial Estates, Julie Rose Stadium, Hotels (separate brown tourist sign).
- A292 Hythe Road (towards Ashford) – Town centre, Coloured lorry symbols.
- A20 Hythe Road (towards Hythe) – Superstore, Smeeth, Pilgrims Hospice.

3.3.2 This goes against the advice contained in para 4.3.4 of Local Transport Note 1/94 (The Design and Use of Directional Informatory Signs), which states that ‘...place names on direction signs should correspond to those on the advance direction signs. New destinations should not normally be introduced for the first time on direction signs.’

3.3.3 Whilst most of these are destinations local to Ashford, there are a few anomalies such as South Ashford and the coloured lorry symbols which don't appear to have any meaning or purpose to them. In order to regularise the situation, there are two basic options; either remove these destinations from the signs on the circulatory carriageway or add them to the advance signing on the off slips.

- 3.3.4 Whilst there are very few local destinations signed off the M20 at J9, there are a total of 16 destinations which could be signed on the slip roads at J10 –
- Sellindge
  - Sevington
  - Kennington
  - Willesborough
  - Willesborough Industrial Estates
  - Wye
  - Mersham
  - Smeeth
  - Pilgrims Hospice
  - William Harvey Hospital A+E
  - Freight Clearance Facility
  - Business Parks
  - Superstore
  - Services (lorries only)
  - Designer Outlet
  - Ashford International Station
- 3.3.5 In order to prevent the signing on the slip roads from becoming too overloaded with information, consultation with KCC was undertaken to determine which destinations should be signed.
- 3.3.6 In order to maximise the benefit to the local economy, it is clear that there is a need to sign commercial premises such as Willesborough Industrial Estate, the Business Parks, the Tesco Extra superstore at Willesborough, the Designer Outlet and International Station. For cross-channel traffic, it is equally important to sign the Services for lorries and the Freight Clearance Facility. In addition, with full Accident and Emergency facilities, it is important that signing for the William Harvey Hospital is retained.
- 3.3.7 However, the case for signing such local settlements such as Sellindge, Sevington, Kennington, Willesborough, Wye, Mersham and Smeeth, and also the Pilgrim's Hospice at Willesborough is less clear-cut. Whilst it is recognised that they are all important in a local context, the inclusion of some or all of these on the slip road signing would lead to overloaded sign faces that are difficult for drivers to understand.
- 3.3.8 The following design guidance should be borne in mind when considering the options -
- 3.3.9 Paragraph 4.3.1 of Local Transport Note 1/94 states that 'The maximum number of destinations on any one sign should not exceed six and may include a mixture of primary, non-primary and local place names. Where more than six destinations are required then two signs of the same main background colour should be provided'.



### **3.4 Tourist Destinations**

- 3.4.1 As described above, there are currently no tourist destinations signed off the M20 at either J9 or J10.
- 3.4.2 Current guidelines on the signing of tourist attractions on motorways (TD 52/04 – Traffic Signs to Tourist Attractions and Facilities in England – Trunk Roads) indicate that the minimum number of visitors per year required to be considered for signing from a trunk road is 200,000.
- 3.4.3 Having reviewed the location and type of tourist attraction within a 5 mile radius of Ashford, there are a number attractions which could quite reasonably be accessed from either J9 or J10 of the M20, including –
- Willesborough Windmill
  - Godington House and Gardens
  - South of England Rare Breeds Centre
  - Ham Street Woods National nature Reserve
  - Wye Downs National Nature Reserve
  - Hotels (currently displayed only on the circulatory carriageway at J10)
- 3.4.4 However, given the size and nature of these attractions, it is unlikely that any of them would receive a sufficiently high number of visitors to merit consideration for signing on the M20.

### **3.5 Tactical Diversion Routes**

- 3.5.1 Whilst the diversion route signing for coast-bound traffic is in place, the hollow circle symbol on the existing 1m and ½ m advance directional signs needs relocating in order to make it clear which route drivers are being instructed to take.
- 3.5.2 For London-bound traffic, which should be following a hollow square symbol, there are a number of locations where the diversion symbol is missing from the existing signs. Without the deployment of temporary signing when the diversion is in operation, it is likely that any drivers unfamiliar with the area will become lost.
- 3.5.3 It is assumed that the solid cross symbol, which appears on some signs next to Hastings and the A2070, refers to a diversion route associated with the local highway network.

### 3.6 Lydd Airport

3.6.1 Operated by London Ashford Airport Ltd, the airport is currently signed on the A2070, on the approach to the Orbital Business Park Roundabout. As part of the current expansion plans, the airport operators have expressed a wish to be signed from the M20. Given the proposed J10/J10a junction layout, there are a number of ways in which this could be achieved;

- Add 'Lydd + aircraft symbol' to the coast-bound advance signing for J10 and the London-bound advance signing for J10a
- Add 'Lydd + aircraft symbol' to the advance signing for both directions at J10a
- Add new separate new signs, coast-bound at J10 and London-bound at J10a, with the legend 'For Lydd + aircraft symbol, follow A2070'
- Add new separate new signs, in both directions at J10a, with the legend 'For Lydd + aircraft symbol, follow A2070'

3.6.2 Adding a new legend to the existing 1m and ½ m advance signing would cut down on the number of sign assemblies to be accommodated within the new junction layout, but there is a risk of increasing the number of destinations to be signed to an unacceptable level. In addition, signing on the slip roads and circulatory carriageway would have to be amended to include the airport.

3.6.3 Assuming that clear, consistent signing to the A2070 is maintained, the use of signs advising drivers to follow signs for the A2070, has the advantage of requiring only one sign in each direction and no requirement to include the airport on any subsequent signs. The major issue, particularly on the short stretch of motorway between J10 and J10a, is finding room to place an additional sign.

### 3.7 NMU Signing

3.7.1 With the construction of J10a, the realignment of the A2070, and the construction of a new link road from the A2070 to J10, there will be a need to review the directional and regulatory signing along the re-directed and/or extended existing cycle/pedestrian routes.

#### A2070

3.7.2 With the new A2070 Link Road connecting with J10a, and the existing section of A2070 retaining its link with J10, additional signing will need to be provided to ensure that cyclists and pedestrians travelling towards the M20 are provided with adequate directional information for their intended destination.

- 3.7.3 In addition to this, additional regulatory/advisory signing will need to be provided on the new Link Road, at its junctions with the existing A2070 and the new development site access, to ensure that cyclists and pedestrians can safely access the new footway/cycleway.

#### A20 Hythe Road

- 3.7.4 In order to maintain a safe route for pedestrians and cyclists between J10 and J10a, the existing cycleway/footway on the north side of Hythe Road will need to be extended eastwards from The Street towards J10a. This will require additional regulatory/advisory signing along the route, particularly at its junctions with the access to Highmead House and the entrance to the Pilgrim's Hospice.
- 3.7.5 The proposed links between the new A2070 Link Road, A20 Hythe Road and Kingsford Street at J10a will all require additional directional and regulatory/advisory signing

## 4 Recommendations

### 4.1 Ashford

4.1.1 Following consultations with Kent County Council, it is recommended that Option 2, be used to sign drivers off the M20 towards Ashford;

- Ashford (N) – via the A20 Fougères Way/A292 Maidstone Rd (at J9 both directions)
- Ashford Town Centre – via the A232 (at J10 Coast-bound)
- Ashford (S) – via the A2070 Bad Munstereifel Rd (at J10a London-bound)
- Hastings – via the A2070 Bad Munstereifel Rd (at J10a Coast-bound)
- Pick up signing for the town centre on the local highway network

### 4.2 A2070 Brenzett/Hastings

4.2.1 In order to maintain continuity with signing on the remainder of the coast-bound A2070, it is recommended that any reference to Brenzett on motorway advance directional signs should be deleted in favour of Hastings. Signing for Hastings and the A2070 should be provided via J10a and the realigned A2070.

### 4.3 Local Destinations

4.3.1 Following consultation with Kent County Council, it is recommended that the following local destinations should be considered for signing on the slip roads–

- Willesborough Industrial Estate
- Business Parks
- Tesco Extra superstore, Willesborough
- Services (lorries only)
- Freight Clearance Facility
- William Harvey Hospital (A+E)
- Sellindge
- Kennington
- Willesborough
- Pilgrim's Hospice, Willesborough
- International Station
- Designer Outlet

4.3.2 Subject to consultation with Kent County Council, it is recommended that the following local destinations should not be considered for signing –

- South Ashford
- Wye
- Mersham
- Sevington
- Willesborough International Estate
- Smeeth
- Coloured lorry symbols
- Hotels (see below)

#### **4.4 Tourist Destinations**

4.4.1 Following consultation with Kent County Council, it is considered that the following are tourist attractions currently eligible for signing from the M20 at J10a;

- Julie Rose Stadium
- Conningbrook Lakes

#### **4.5 Tactical Diversion Routes**

4.5.1 For coast-bound traffic, it is recommended that the hollow circle be more clearly associated with the coast-bound A20.

4.5.2 For London-bound traffic, it is recommended that any missing hollow square symbols are reinstated on the approaches to and on the exit from J10, to ensure that drivers are directed back towards the London-bound M20 via the A20 around the top of Ashford.

#### **4.6 Lydd Airport**

4.6.1 Following consultation between Highways England, Kent County Council and Vectos, acting as agents for London Ashford Airport Ltd, it is recommended that the most appropriate solution would be to add new separate new signs, coast-bound at J10 and London-bound at J10a, with the legend 'For Lydd + aircraft symbol, follow A2070'.

#### **4.7 NMU Signing**

4.7.1 It is recommended that further consultation be undertaken with the Highways Agency, Kent County Council and other local stakeholders to determine the most appropriate destinations to display on any new pedestrian and cycle direction signs

# Appendix A. Consultation Response from Kent County Council

## Consultation Response from Kent County Council



### **M20 Junction 10a – Signing Strategy Report – Mott MacDonald Grontmij JV – Document No 341755-09-120-RE-001 – Client : Highways England**

In response to the signing strategy document numbered above, it is agreed that, generally, there are no major issues with the existing destination signing strategy. However, changes Kent County Council (KCC) would prefer to see, as identified in the options and recommendations of the report, are as follows :-

#### **3.1 Ashford signing from M20**

Preference is option 2 with compass points

This would then require the following changes to the existing signs :-

##### Coast Bound to Junction 9

Sign at 1m to show Ashford (N)

Sign at ½ m to show Ashford (N)

Sign at exit to show Ashford (N) and straight ahead to Ashford (S), Channel Tnl etc

Sign on Trinity Road (A251 approach to J9) to show Ashford (S), Channel Tnl etc, with lining changed to suit on both A251 and J9 gyratory

##### London Bound to Junction 9

Sign at 1m to show Ashford (N)

Sign at ½ m to show Ashford (N)

Sign at exit to show Ashford (N)

Sign from Town Centre to J9 on A20 Fougères Way to show Ashford (S), Dover, Channel Tnl etc

Sign from A20 Maidstone on approach to Drivers roundabout to show Ashford (S) (M20)

##### Coast Bound to J10

Sign at 1m to show Ashford International Station, Designer Outlet, Hospital

Sign at ½ m to show Ashford International Station, Designer Outlet, Hospital

Sign at exit to show Ashford International Station, Designer Outlet, Hospital

### London Bound to J10 – No on slip

Ashford International Station, Designer Outlet, Hospital should be signed for J10a  
Outside the scope of the report, it should be noted that on both approaches to J10a, Ashford (S) should be signed.

## 3.2 A2070 Brenzett/Hastings

As per the recommendations in 4.2, all reference to Brenzett should be deleted and replaced with Hastings, all via J10a and the realigned A2070.

## 3.3 Local Destinations

Having viewed the proposed layout (under separate consultation) for J10a and changes to J10 (closure of south side on/off slips) the recommended signing for J10 is as follows :-

As a consequence of the above, local signing should be as follows :-



1. Coast-bound on-slip International Station should be removed, stubbs for south side M20 should be removed.



2. Coast bound on slip Wye to be removed and replaced with Kennington, Mersham to be removed and replaced with Sellindge, International Station to be added, stubbs for south side M20 should be removed.



3. Gyratory entry A2070 (A28) Remove Willesborough Industrial



Estates, Julie Rose Stadium\* and brown hotels sign. Add brown tourism sign to Conningbrook Lakes and Julie Rose Stadium.



4. North A2070 approach Remove reference to coast bound M20 on slips (add appropriate signage to J10a), remove Maidstone.

Make changes to lane direction signs and lane markings to suit new signage



5. Gyrotory entry to A20 Delete Mersham and Smeeth, make reference to M20 J10a coast bound (preferably with positive signing to direct HGVs along A2070 and then to realigned A2070 avoiding unsuitable A20).
- 6.



7. A20 Hythe Road approach Remove reference to M20 coast bound, remove Maidstone

Make changes to lane direction signs and lane markings to suit new signage



8. Gyrotory entry to A2070 Bad Munstereifel Road and Sevington. Remove South Ashford and Sevington.



9. A2070 approach to J10 Remove Maidstone and reference to M20 coast bound (presume no need for M20 signage via A20, as traffic would have been directed at new A2070 link to J10a)

Make changes to lane direction signs and lane markings to suit new signage



10. Gyrotory entry to A292 Remove Maidstone, coloured lorry signs and brown Hotels sign




11. A292 approach to M20 London bound slip add Ashford (N)



12. A292 entry to M20 London bound add Ashford (N)




13. A292 approach  Remove reference to M20 coast bound

### 3.4 Tourist Destinations

Although the recommendation in 4.4 considers that no tourist attractions are currently eligible for signing off the trunk road network, the nearest recently signed (local network) new significant tourist attraction is the Conningbrook Lakes. It would be preferable to see this signed at J10 (A2070 (A28) slip to Canterbury). The Conningbrook Lakes presents an opportunity to boost the Borough's leisure, recreation and countryside conservation offer by providing a gateway for walkers and cyclists to explore the Stour Valley, and to extend and enhance riverside wildlife habitats. Conningbrook Lakes Country Park is a project to gradually transform the former quarry site next to the Julie Rose Stadium into a family orientated country park around the existing lakes, offering a variety of leisure and water-based activities for residents and visitors. Both the Julie Rose Stadium and the Conningbrook Lakes generate a significant amount of traffic not specific to residents of Ashford and signing this from J10, could only look to bolster the Borough and County's economy. Otherwise it would be expected to retain Julie Rose Stadium as shown on sign 3 at 3.3 above\*.

There also appears to be a brown sign on the M20 coast bound approx 1 ½ miles before J10



 to follow A2070, so this will need be relocated nearer to, and **be signed at J10a** where the exit should be signed as Ashford (S), Hastings A2070\*\* etc.

### 3.5 Tactical Diversion Routes

The report identifies some minor inconsistencies with the yellow symbol diversion signing. It is agreed, as in the recommendation in 4.5 of the report that, for example, the hollow circle be more clearly associated with coast bound A20 traffic. However, the tactical diversion routes discussed in this strategy relate to HE diversion signing. Where Operation Stack is in place, KCC erect temporary diversion signing around the South of Ashford.

### 3.6 Lydd Airport

The discussion in 3.6 suggests a number of siting and sign arrangement issues with regard to signing Lydd Airport. As there is already a (brown tourism) sign\*\* to advise drivers to follow

A2070, it will be prudent to use the same method to sign traffic to Lydd Airport. It is therefore the recommendation of Kent County Council that the fourth option is adopted; Add new separate signs, in **both directions at J10a**, with the legend “For Lydd Airport follow A2070”. Space to accommodate these signs should be sought within the site of J10a works.

### **3.7 NMU Signing**

The discussions contained in the report are valid and KCC would be pleased to enter into discussions at a later date with regard to pedestrian and cycle direction signs.

**Tara O’Shea**, Senior Project Manager

Traffic Schemes Delivery, Highways, Transportation & Waste

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