

## Overview

Ross-on-Wye has 10 Town Centre Public Car Parks, with a total of between 846 and 857 car parking spaces. We believe 4 car parks are long stay, and 5 car parks are short stay. The number of long stay car park spaces is 501, and short stay in the region of 345. Two car parks have coach access, Homs Road and the Swimming Pool car park. We recorded 26 roadside 'P' signs directing drivers to these car parks.

The town has 4 Ross-on-Wye Threshold signs, one each on the 4 main roads towards the town. These all incorporate the town name and names of twin towns. Brown signs for the town and its facilities were recorded on the A40 to the east travelling from Gloucester, north travelling from the M50 and west travelling from Monmouth, also on the A49 from the Hereford direction.

## Town Signs

The 4 town signs are.....

1 – At the junction between Wilton Road and Wye Street



This is an older style town sign with the town crest and reading 'Welcome to Ross-on-Wye' with modern twinning detail below.

2 - On Ledbury road near the entrance to John Kyrle High School



This is also an older style town sign with the crest and reading 'Welcome to Ross-on-Wye' with modern twinning detail below.

### 3 – Outside the Fire Station on the A40 in Hildersley



This is a more modern town sign without the wording 'Welcome to' above the town name. It is also slightly larger than the older style signs. The twin town sign is the same style as the other 3.

### 4 – Near the mini roundabout at the edge of town on the Walford Road



This sign is an older version and includes the town crest and wording 'Welcome to' before the town name.

### Recommendations

Although it is likely to be infrequent, visitors arriving in Ross-on-Wye from the A40 dual carriageway, travelling towards Gloucester on the A40 and then into Ross-on-Wye along Gloucester road, do not pass a town sign. The sign currently outside the Fire Station in Hildersley would be better placed on Gloucester Road on the left hand side before the turning for Ashburton Industrial Estate on the right. There is already a sign in this area directing people towards town centre car parks.

The newer town sign in Hildersley doesn't say 'Welcome to' or show the town crest. Is there an opportunity to replace this with a more traditional style cast version, in the alternative location, to match the other 3?



Alternative Welcome sign location on Gloucester Road

### Coach directions

There are directions to coach parking on all 4 main routes into town. Coaches arriving from the South, East and West are all directed onto Edde Cross Street. Arriving along Wilton Road, the first coach sign is on Edde Cross Street. Although this is a long way into town, this is the road on which drivers entering town from this direction end up on so it could be argued there is no necessity for signage before this. Arriving from Walford, the first coach sign is opposite Old Gloucester Road, directing drivers to turn left at the Market House, the next sign at the Man of Ross directs coaches right onto Edde Cross Street. Arriving along Gloucester Road, the first sign is near the A40. A second sign near Chase Hotel directs coaches towards the Market House. Coaches then see the sign near the Man of Ross directing them right onto Edde Cross Street.

There is plenty of signage on Edde Cross Street. The first directs coaches straight on past the Corn Exchange Car Park on New Street.



The next sign (\*) informs coach drivers to keep going straight towards the long stay car park (Homs Road), whilst sign posting Edde Cross Street Car Park on the left and Swimming Pool on the right.



At the next sign, at the end of Kyrle Street, coaches are directed right towards the Swimming Pool Car Park.



Any coaches continuing along Edde Cross Street past the Swimming Pool sign, come to another coach sign at the T junction at the bottom of the hill, where they are directed left to Homs Street Car Park. Large signs at the entrance explain how to get the key to access the car park.



Although coaches are well directed to available spaces, it may be beneficial on the second sign along Edde Cross Street (photo marked \* above) to include coaches on the swimming pool direction, along with 'short stay' to provide coach drivers with both options.

Coach drivers arriving along Over Ross Street come to a sign just past the entrance to Kings Acre Upper Car Park, directing them to turn right. This is the only coach sign before the entrance to Homs Road Car Park.



It may be beneficial to add a coach symbol to the small car park sign on the wall at the first mini roundabout, as reassurance to coach drivers following the first sign.



There is one coach sign near Morrisons on Station Street, this directs drivers up Cantilupe Road. We didn't record a sign at the top of Cantilupe Road directing drivers right onto Gloucester Road and back round towards Edde Street.



## Car directions

Most car parks are well sign posted, although some are better signposted than others.

Wilton Road – This car park is signposted at the entrance from both directions, and from the Man of Ross at the end of the High Street.

Crossfields – Only a very small car park, this is signposted at the entrance and from the junction between Church Street and Walford Road.

Kings Acre Upper & Lower – Kings Acre Upper Car Park is signposted at the entrance from Over Ross Street. Cars are directed towards a car park along Millford Street from the min roundabouts, but there is no directional arrow towards Kings Acre Lower from Millford Street – they may have previously been on the empty pole next to the Millford Street road sign. From the opposite direction drivers are directed towards a long stay car park along Millpond Street. Kings Acre Lower Car Park may benefit from an arrow at its entrance from Millpond Street.



The Maltings – this car park is found following the sign near Chase Hotel on Gloucester Road, but there is no directions to the car park from Station Street. Car Parks are indicated both left and right along Station Street, but not along Henry Street. The Maltings Car Park may benefit from direction from Station Street.



Corn Exchange, Kyrle Street, Swimming Pool, Edde Cross Street & Homs Road – There is lots of signage down Edde Cross Street towards these making them easily found. The Swimming Pool car park is also signed at its entrance from Brookend Street.

### **Recommendations**

There is some inconsistency in signs for car parks. Not all signs show whether car parks are long or short stay. Some signs also show the number of spaces available, but some don't. Most, but not all car parks are signed at their entrance. It would be good to have a consistent approach to car park signs throughout town.