
**VOLUME 8 TRAFFIC SIGNS AND
LIGHTING**
**SECTION 2 TRAFFIC SIGNS AND
ROAD MARKINGS**

PART 5

TA 94/04

**TRAFFIC SIGNS TO TOURIST
ATTRACTIONS AND FACILITIES IN
ENGLAND**

**GUIDANCE FOR TOURIST SIGNING -
LOCAL ROADS**

SUMMARY

This Advice Note contains guidance on the provision of tourist destination signs on the local road network in England.

INSTRUCTIONS FOR USE

This is a new document to be incorporated into the Manual.

1. Remove existing contents pages for Volume 8.
2. Insert new contents pages for Volume 8, dated February 2004.
3. Insert TA 94/04 into Volume 8, Section 2, Part 5.
4. Please archive this sheet as appropriate.

Note: A quarterly index with a full set of Volume Contents Pages is available separately from The Stationery Office Ltd.



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**THE DEPARTMENT FOR REGIONAL DEVELOPMENT
NORTHERN IRELAND**

Traffic Signs to Tourist Attractions and Facilities in England

Guidance for Tourist Signing - Local Roads

Summary: This Advice Note contains guidance on the provision of tourist destination signs on the local road network in England.

REGISTRATION OF AMENDMENTS

Amend No	Page No	Signature & Date of incorporation of amendments	Amend No	Page No	Signature & Date of incorporation of amendments

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GUIDANCE FOR TOURIST SIGNING - LOCAL ROADS

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1. INTRODUCTION

1.1 This Advice Note contains guidance on the provision of tourist destination signs on the **local road network** in England. A separate Advice Note contains a general introduction [1] and a Standard contains guidance on tourist destination signs on the all-purpose and motorway trunk road network in England [2]. Circular Roads 3/95 [3] and the Highways Agency (HA) supplementary guidance for trunk roads [4] (which were both issued in December 1995) are withdrawn.

1.2 For tourist signing on and within the M25/A282 orbital route, the guidance entitled “Tourist Traffic Signs Inside the M25” [5] published by the Government Offices for the Eastern Region, London and the South East and the Highways Agency, and which came into effect on 3 February 1997, continues to apply with regard to tourist destinations located inside the M25/A282 orbital route.

1.3 The objective of this Advice Note is to provide guidance on signs appropriate to meet the local and strategic needs of the tourism industry and road users in general, and which is consistent with safe and efficient traffic management and with minimal impact on the environment. Local authorities are advised to ensure that all these factors are properly taken into account when preparing or updating their signing strategies for the roads within their areas. It is recommended that local authorities develop and publish their tourist signing policies and guidance for prospective applicants on the eligibility and traffic management criteria that apply in their area. In doing so, they should consult local tourist, environmental and economic interests.

1.4 White on brown directional signs are traffic signs and must comply with The Traffic Signs Regulations and General Directions (TSRGD) [6] and the guidance for its use. Signs should also comply with the design guidance given in Chapter 7 of the Traffic Signs Manual [7]. Their main purpose is to guide visitors to a tourist destination along the most appropriate route during the latter stage of their journey, particularly where the destination may be difficult to find. While it is recognised that white on brown signs are perceived by tourist businesses as useful marketing tools, this is not the purpose for which they are provided. They should not be used as a means of circumventing planning control of advertisements, nor as a substitute for good promotional material. White on brown tourist

signs (like other directional signs) should only be used where they will benefit road users (i.e. as an aid to navigation and for safety or traffic management reasons) in addition to any ancillary benefits to the destination signed. Tourist signs should only be approved where existing directional signs are not sufficient.

1.5 In this document, the term “trunk roads” refers to both all-purpose and motorway trunk roads, unless specified otherwise. The term “Route Manager” refers to the HA Route Manager or a member of the area team for the trunk road.

1.6 The term “Home Traffic Authority” (HTA) refers to the traffic authority for the road which provides the main direct access to a tourist destination (see also paragraph 16.1).

1.7 In this document, the term “maps and atlases” refers to current road maps and atlases that are published for direction finding generally, as distinct from local and regional tourist publications.

1.8 In this document, the term “sign diagram xxxx” refers to the correspondingly numbered diagram in TSRGD.

2. DEFINITION OF A TOURIST DESTINATION

2.1 During the recent revision of TSRGD the statutory definition concerning tourist signing has been amended, and the following definition of a tourist destination is used in this guidance:

A tourist **destination** means a permanently established **attraction** or **facility** which:

- (a) attracts or is used by visitors to an area; and
- (b) is open to the public without prior booking during its normal opening hours.

2.2 **Tourist attractions** include visitor centres, theme parks, historic buildings, museums, zoos, parks and gardens, natural attractions (such as nature reserves, beaches and viewpoints), areas of special interest, country tours, tourist routes, sports centres, concert venues, theatres and cinemas.

2.3 **Tourist facilities** include hotels, guesthouses, bed & breakfast establishments, public houses, restaurants, holiday parks, touring and camping parks, picnic sites and Tourist Information Centres.

2.4 These are not exhaustive lists, but give a broad indication of the types of establishments in each category.

3. SIGNING POLICY CRITERIA

3.1 It is important to ensure that there is consistency and continuity of tourist signing across local authority boundaries and with the Highways Agency trunk roads. This is particularly important in large conurbations, where there are several local authorities each with potentially differing policies and strategies. Therefore, the tourist signing strategy for an area should be developed after consulting adjoining local authorities (including National Park authorities where appropriate) and local and regional tourist organisations, as well as the HA Route Managers for trunk roads, to agree consistent arrangements for cross-boundary signing. It is recommended that the tourist signing strategy should include a regular review of the suitability of existing signs.

3.2 The definition of a tourist destination eligible for white on brown signs in England was deliberately amended in 1995 so that retail establishments were no longer excluded from tourist signing. However, this has led to inconsistencies in signing in adjoining areas, or even within a single authority's area, where major retail centres were already signed on standard direction signs as significant local destinations but new developments were signed with white on brown signs. It is therefore recommended that retail parks, shopping centres and garden centres should normally be signed using standard directional signing where necessary for traffic management or safety reasons.

3.3 It is also recommended that exhibition centres be signed using standard directional signing, to be consistent with signing on trunk roads.

3.4 Where Park and Ride (P&R) signing directs road users to P&R sites, on the outskirts of a town, then it may not be appropriate for tourist signs to direct road users to the town centre, even if there are tourist destinations in the town centre. However, if the P&R bus service is only operational during restricted hours (e.g. peak hours only) then there may be a need to have tourist signing as well as P&R signing. It would be preferable for the signs to include the days of operation of the P&R site.

3.5 It is recommended that new and purpose-built tourist destinations should be required to:

- (a) have adequate parking on site or close by. The signs should direct road users to the parking facilities rather than the destination itself;
- (b) have adequate toilets on site or close by (including for disabled people);
- (c) have adequate publicity material (e.g. leaflets including a clear and accurate map or directions, within tourist guide books, on a web site and at Tourist Information Centres); and
- (d) be generally of good quality, well maintained and adhere to the accessibility standards suitable for their use. (Legislation guiding organisations as to where and when disabled access is appropriate is contained within the Disability Discrimination Act 1995 [8].)

3.6 **Eligibility does not confer automatic entitlement to tourist signs.** Decisions on signing individual establishments will depend on local circumstances, including the number of other similar establishments in the area. Local authorities have a statutory duty under section 122 of the Road Traffic Regulation Act 1984 [9] to exercise their powers to permit or provide traffic signs so as to secure the convenient, expeditious and safe movement of traffic while having regard to amenity. Promotional signs are controlled as advertisements under the Town and Country Planning (Control of Advertisements) Regulations [10,11].

3.7 It is recommended that the use of tourist signs should be conditional on the permanent removal of any advertisement signs relating to that destination from private land adjacent to the highway.

4. QUALITY OF TOURIST DESTINATIONS

4.1 Road users are likely to assume that the erection of a tourist sign on the road network indicates Local Traffic Authority approval for the tourist destination that is shown on the signs. Membership of a recognised national or regional scheme for maintaining quality standards is therefore a relevant factor in consideration of an application.

4.2 For example, there is now a voluntary “Visitor Attraction Quality Assurance Service” (VAQAS) run by VisitBritain (formerly the English Tourism Council) [12] and it is recommended that any tourist attraction (other than sports centres, concert venues, theatres and cinemas) signed using white on brown tourist signs should normally be accredited by VAQAS or a recognised national or regional scheme of this sort. This will help to maintain confidence in signing and standards generally, without the need for additional vetting by the regional and local tourist organisations.

4.3 It is also recommended that, where possible, tourist facilities should be recognised by an appropriate body concerned with maintaining quality standards. For instance, hotels, guesthouses and bed & breakfast establishments should normally be recognised by the National Quality Assurance Scheme (VisitBritain, AA and RAC) [13]. Any touring caravan or camping site/park must be licensed under the Caravan Sites and Control of Development Act 1960 and/or the Public Health Act 1936, have a minimum of 20 pitches available for casual overnight use and should normally be accredited by an appropriate quality assurance scheme (e.g. [14] or [15]). Any holiday park should normally be accredited by the British Graded Holiday Parks Scheme [16] or a similar scheme.

5. ENVIRONMENTAL IMPACT

5.1 New tourist signs, in conjunction with other traffic signs, can have a cumulative detrimental impact on the environment. This is particularly the case in conservation and rural areas, where signing can have more of a visual impact on the character of the area. Also, the effects of proposed new signs on their surroundings need to be considered whatever the location, and it is important that the environmental impact of new signs is minimised, as far as is consistent with their intended purpose.

5.2 In environmentally sensitive areas such as National Parks and Areas of Outstanding Natural Beauty, the impact of any new signing requires special consideration. Local authority policies differ in detail, and different standards may apply within separate areas of one authority, so liaison with other relevant authorities is recommended.

6. COUNTRY TOURS, TOURIST ROUTES AND AREAS

6.1 Where roads linking places of interest have been designated as a **circular** country tour, this can be signed using white on brown signs to diagrams 2210, 2211 and 2212 in TSRGD. These signs should be repeated as necessary along the country tour until the original departure point is returned to (e.g. a permanently established tourist information facility with good access, parking and toilets). Any prescribed or approved symbol may be used (see Chapter 10). Such signs are not prescribed for motorways and are not normally recommended for high-speed dual carriageways (where the speed limit is 50 mph or more). Signs incorporating the “cycle” symbol may be used to indicate a tour specifically for cyclists.

6.2 Where a **linear** route has been designated as a tourist route, this can be signed using white on brown signs to diagrams 2213 and 2214 in TSRGD. A route would normally be designated as a tourist route if it is an alternative route to the quickest or most direct route to the named destination. These signs should be repeated as necessary along the route until the named destination is reached. The legends “Tourist route”, “Coastal route” or “Scenic route” may be used. Any prescribed or approved symbol may be used (see Chapter 10). Such signs are not prescribed for motorways and are not normally recommended for high-speed dual carriageways (where the speed limit is 50 mph or more).

6.3 It is recommended that National Parks and areas that are marketed under a collective theme, e.g. literary or historic connections, should not normally be signed, unless traffic is routed to a permanently established tourist information facility with good access, parking and toilets, the name appears on maps and atlases, and the area has signed boundaries. Boundary signs for geographic areas are not covered by TSRGD and require special authorisation.

7. TOURIST INFORMATION CENTRES AND POINTS

7.1 “Tourist Information Centre” (TIC) means a staffed information service centre normally recognised and supported by the local authority or local tourism organisation. TICs can be used effectively to direct drivers to a whole range of regional tourist destinations. This has potential benefits in terms of traffic management and safety, and in terms of economic regional development of tourism in an area.

7.2 As the “*i*” symbol can be used to mean either a Tourist Information Point (TIP) (a display of tourist information approved by a regional, area or local tourist board) or a staffed information centre, it would be useful to differentiate between the two. It is recommended that initial signs to TICs should display the legend:

i **Tourist information centre**

Signs to TIPs should not include the word “centre”. Subsequent signs to either may simply use the “*i*” symbol.

7.3 At TICs, basic information should also be available outside opening hours. This is particularly useful for details of hotels and B&B establishments, so that the information is available to visitors arriving in the evening looking for accommodation.

7.4 Tourist information display signs should conform to diagram 857 of TSRGD. It is recommended that blue and white information signs provided under the 1981 Regulations should be replaced with the white on brown signs shown in TSRGD 2002 as resources permit.

7.5 Initial tourist signs to a Tourist Information Centre should be to diagram 2202 or 2205 (on an all-purpose road) or to diagram 2924 (on a motorway).

8. SIGNING CONTINUITY AND EXTENT

8.1 There must be continuity of signing from the first sign to the destination.

8.2 It is recommended that the distance from a tourist destination at which it is first signed should be appropriate to its location and traffic management needs. For most tourist attractions and all tourist facilities, it is likely that signing would only be appropriate within two or three miles (distance travelled by the road user from the first tourist sign to the tourist destination). The last signs (i.e. the ones nearest to the destination) are considered the most important from a traffic management point of view, since they can often help guide a visitor to a destination that is difficult to find. In exceptional cases, for a major attraction in a remote area (i.e. not located close to a large town), signing may be justified from further away.

9. SIGN DESIGN

9.1 An objective of this guidance is to achieve a balance between assisting tourists, minimising environmental intrusion and maintaining safety (by preventing an overload of information on a sign, which could not be read and understood safely by a driver passing the sign at normal speed). General guidance on safe principles for sign design is given in paragraphs 2.1 and 2.2 of the General Introduction document. This section of the local roads guidance and Chapter 11 on the use of symbols, are aimed primarily at sign designers and supplement the guidance given in Local Transport Note (LTN) 1/94 [17] and in Chapter 7 of the Traffic Signs Manual.

9.2 When following the guidance in LTN 1/94 on the maximum number of destinations that it is advisable to include on any one sign, it should be borne in mind that tourist destinations, generally, have longer names than other destinations, and that this will be an additional constraint on the number of destinations that can sensibly be included. In the interests of safety and minimising environmental intrusion, the maximum number of tourist destinations signed on each approach to and exit from a junction should not normally exceed four on lower speed roads (with a speed limit of less than 50 mph) and three on higher speed roads (with a speed limit of 50 mph or more). The number of non-tourist signs at the location should also be taken into consideration.

9.3 The x-height of legend on any sign should always be appropriate for the 85th percentile approach speed of private cars at the proposed sign location. The guidance in LTN 1/94 (Annex A, paragraph 2) should be followed, even in environmentally sensitive areas, where there can be pressure to reduce the x-height. Lengthy tourist destination names will require larger signs. If the name cannot be shortened, this will further constrain the maximum number of destinations that can be included on a sign. The x-height for tourist destinations must **always** be the same as for main and local destinations on the same sign.

9.4 Where more than one tourist destination is signed in advance of a junction, they should normally be incorporated together on one sign. It is not advisable to sign more than one set of tourist destinations on any approach to a junction. Sign designers are reminded that TSRGD does not permit the addition of a header board naming the junction on tourist signs.

9.5 As in LTN 1/94 paragraph 3.3.2: “On all-purpose roads, tourist attractions may be shown on brown panels on the main advance direction and on direction signs, or alternatively on separately mounted brown signs. On primary routes, particularly grade-separated dual carriageways, preference should be given to separate signing.”

9.6 The sequence of advance direction signs (ADSs) observed by a driver approaching an **at grade** all-purpose road junction should normally be as shown in one of the following options:

- (1) **Option 1**
 - (a) Main ADS;
 - (b) Local ADS;
 - (c) Tourist ADS.
- (2) **Option 2**
 - (a) Main + Local ADS;
 - (b) Tourist ADS.
- (3) **Option 3**
 - (a) Main ADS;
 - (b) Local + Tourist ADS.
- (4) **Option 4**
 - (a) Main + Local + Tourist ADS.

Brown tourist sign panels are often included on the “Local” ADS (option 3) or “Main + Local” ADS (option 4) where space constraints preclude the use of a separate (free standing) Tourist ADS. The option chosen should be the most appropriate for the number of destinations to be shown in accordance with normal sign design rules.

9.7 The sequence of advance direction signs observed by a driver approaching a **grade separated** junction on an all-purpose **dual carriageway** road should normally be as shown in one of the following options:

(1) **Option 1**

- (a) Main ADS (i.e. at ½ mile prior to the junction);
- (b) Local + Tourist ADS;
- (c) Final Main ADS.

The “Local + Tourist” ADS should be located between the “Main” ADS and the junction if the “Final Main” ADS is not provided, due to space constraints.

(2) **Option 2**

- (a) Main + Local ADS (i.e. at ½ mile prior to the junction);
- (b) Tourist ADS;
- (c) Final Main + Local ADS.

The “Tourist” ADS should be located between the “Main + Local” ADS and the junction if the “Final Main + Local” ADS is not provided, due to space constraints.

For Options 1 and 2: Where, unusually, it has been considered necessary to provide a 1 mile ADS, it may be appropriate to provide an additional tourist sign between the 1 mile ADS and the ½ mile ADS.

(3) **Option 3**

- (a) Main + Local + Tourist ADS (i.e. at ½ mile prior to the junction);
- (b) Final Main + Local + Tourist ADS.

For Options 1, 2 and 3: There should only be one sign on the nose of the exit slip road and it must **not** include any tourist destinations. The sign on the nose of the exit slip road should include the route number only, unless the route is not numbered.

The option chosen should be the most appropriate for the number of destinations to be shown in accordance with normal sign design rules.

9.8 Tourist advance direction signs to diagram 2202 do not include the distance to the junction.

9.9 A flag type direction sign should normally be preceded by an ADS. However, on low speed, lightly trafficked rural roads, a junction warning sign may be sufficient, provided that the legend on the flag sign at the actual junction is large enough to be legible at a distance that will allow drivers to manoeuvre safely. The x-height should not be less than indicated in LTN 1/94 Appendix A for ADS on such a road.

9.10 If a tourist destination is closed for part of the year (e.g. during the period October to March), then consideration should be given to the use of variable signs (i.e. flap-type or rotating plank), so that the legend would only be visible during the period when the destination is open. Diagram 2209 allows the distance shown to be varied to “CLOSED” or additionally to show the opening times. It is recommended that Local Traffic Authorities agree arrangements with the applicant for operating and maintaining such signs on the local road network (i.e. whether this is done by the Local Authority or the operator of the destination).

10. SYMBOLS

10.1 Schedule 14 of TSRGD prescribes standard symbols representing the most common types of tourist attraction or facility, which can be used on white on brown tourist signs without reference to the Department for Transport (DfT). They are intended to be only representative of the type of attraction or facility being signed, and the short descriptions given for each symbol in Schedule 14 allow a flexible interpretation. Most of these standard symbols are easily recognisable to tourists because they are similar to the symbols used on maps and atlases.

10.2 Although Schedule 14 of TSRGD is generally deemed sufficient, the Regulations also allow the use of any other symbol approved by the DfT. Approved symbols (prefixed AT) will be made available by the DfT as working drawings and on the DfT website. Exceptionally, there may be significant traffic management reasons for using individual or special symbols (e.g. the symbol for Hampton Court Palace). There are particular problems when a venue is used for a variety of purposes, and it is recommended that a symbol should not be used in such cases.

10.3 In general, non-generic symbols (i.e. those unique to the attraction) are considered to be not widely understood and have little, if any, traffic management value. Symbols need to take the form of simple silhouettes to be clearly recognisable on traffic signs, and logos adopted for use on stationery and publicity material are rarely suitable for use on directional signs.

10.4 The main reason for using symbols is to show the symbol on the first sign with the tourist destination name and then use only the symbol on the continuity signing, thereby usefully reducing the size of subsequent signs. This may be particularly important where the destination is incorporated into the main advance direction signs at subsequent junctions. The use of symbols in this way not only reduces clutter and environmental intrusion, it also tends to discourage applications which may be based on a desire for the name to be mentioned regularly, for advertising rather than traffic management purposes. Where it is intended to show the tourist destination name on all of the signs, symbols have little value and should be omitted to minimise sign overload. Where space on a sign is limited (e.g. due to a narrow verge), the combination of a reduced legend plus a symbol may be appropriate, e.g. "Axtley Steam Railway" could be shown as "Axtley" plus the steam railway symbol.

10.5 Where symbols alone are used on a continuity sign, the number of symbols should not exceed four, to minimise environmental intrusion and the risk of driver confusion.

10.6 No more than one symbol should be shown in connection with the legend for each tourist attraction, to minimise environmental intrusion and the risk of driver confusion.

10.7 Where there is more than one tourist destination in the locality which would be eligible to use the same symbol (e.g. "North Beach" and "South Beach" in a seaside town), then the signs for these destinations must show the destination name and symbol or just the destination name. Continuity and consistency of signing is important, so either all of the signs on the approach to (say) the "North Beach" should show destination name and symbol or all of the signs should show just the destination name.

10.8 In some situations, the use of white on brown **informatory** tourist signs with messages of the type "for tourist attraction x follow place y" have been used successfully on the approach to junctions and on ring roads, and preclude the need for any continuity signing until close to the attraction. The new sign diagrams 2217 and 2927.1 are included in TSRGD 2002 for such use.

10.9 On **all-purpose roads**, informatory signs to the new diagram 2217 may be used provided that all of the following criteria are met:

- (1) The sign would normally include only one attraction. However, it may be appropriate to include two attractions on a sign to diagram 2217 if they have short names and are reached along the same route;
- (2) The sign design complies with one of the permitted options for sign 2217, as shown by the diagrams in Annex A;
- (3) On the approach to a junction in one direction:
 - (a) no more than one sign to diagram 2217 should be used; and
 - (b) it would not normally be appropriate to use a sign to diagram 2217 and also a sign to diagram 2215.

10.10 One of the permitted options for sign 2217 is “For tourist attraction x follow symbol y”. This option is intended for use to minimise sign overload and reduce the size and number of signs at subsequent junctions in circumstances where it is not appropriate to use one of the other options shown in Annex A.

10.11 On **non-trunk motorways**, informatory signs to the new diagram 2927.1 may be used provided that all of the following criteria are met:

- (1) The sign may include only one attraction;
- (2) The sign design complies with one of the permitted options for sign 2927.1, as shown by the diagrams in Annex A;
- (3) On the approach to a junction in one direction:
 - (a) no more than one sign to diagram 2927.1 should be used; and
 - (b) it would not normally be appropriate to use a sign to diagram 2927.1 and also a sign to diagram 2927.

10.12 Signs to diagrams 2217 and 2927.1 should normally be located in advance of the first ADS for the junction.

11. EXCESS SIGNING DEMAND

11.1 For safety purposes, it is important that individual signs are not overloaded with information. For any given speed of vehicle and legend x-height, there is only a limited quantity of information that can be safely read by the driver. A maximum number of tourist destinations per sign is recommended in paragraph 9.2. Local traffic authorities need to consider what policy they will follow if there are more destinations to sign than can be properly accommodated, or when a new destination requires to be signed from a location which already has the maximum recommended number of destinations on existing signs. One option might be to remove the destination with the least number of visitors, but the implications for continuity signing must also be taken into account.

12. BYPASSED COMMUNITY AND TOURIST FACILITIES SIGNS

12.1 The 1995 tourist signs guidance and amending regulations introduced white on brown “bypassed community” signs as an alternative to local services signs on all-purpose roads. Their use on **motorways** is prohibited by Direction 13(3) of TSRGD 2002. Bypassed community signs are usually associated with a break during a journey rather than being the final destination sought by the driver, and are intended to provide information about local tourist attractions and the availability of tourist information as well as facilities.

12.2 Bypassed community signs to diagrams 2328 and 2329 are not intended to be used for destinations that are signed as primary destinations because of their strategic traffic importance. It is recommended that new bypassed community signs should not be permitted in future for a destination that is already signed as a primary destination using standard directional signing.

12.3 It is also recommended that new bypassed community signs should not in future be permitted if they would duplicate information given on other signs or interrupt the continuity of standard directional signing. They will not usually be appropriate for places that have been signed as forward destinations from the previous junction.

12.4 On **all-purpose roads**, the recommended criteria for the use of bypassed community signs to diagrams 2328 and 2329 of TSRGD are as follows:

- (1) Bypassed community signs, like local services signs, should normally only be used to direct road users to small towns or villages with a population of less than 10,000. This is because larger towns and cities can be expected to provide a full range of facilities, and because adequate direction signing to these larger communities, and to the major attractions within them, is already likely to have been provided, often from a previous junction. Refer also to Chapter 13.
- (2) The sign design complies with one of the options for diagrams 2328 and 2329, as shown in Annex B. This Annex illustrates options for combining legend and symbols on bypassed community signs, whilst maintaining legibility and

minimising environmental intrusion. In particular:

- (a) All options take account of the requirement in TSRGD for advance direction signs to diagram 2328 to include the “*i*” tourist information symbol, to indicate a Tourist Information Point (TIP) or Tourist Information Centre (TIC), plus another symbol from Schedule 14 or other approved symbol. TSRGD 2002 clarifies the maximum amount of information that can be included on signs to diagram 2328, depending on the number of symbols shown, and as illustrated in Annex B.
- (b) To avoid sign overload, and minimise environmental impact, the associated direction signs to diagram 2329 rely on the bed symbol to indicate the route to accommodation as the legends “Hotel” or “B & B” are not permitted variants on this sign. This means that sign designers need to ensure that if the lower line on the sign to diagram 2328 includes the legend:

Hotel or **Hotel and B & B** or **B & B**

then the bed symbol must be included on the line above on the sign to diagram 2328 and on any direction signs to diagram 2329.
- (c) Any other symbols on these signs may be for tourist attractions or facilities.

12.5 Bypassed community signs should not be used where it is more appropriate to use “local facilities” signing, i.e. where there is no tourist information facility (TIC or TIP). Local facilities signing is provided in diagrams 2308.1 and 2309.1 of TSRGD.

13. COLLECTIVE SIGNING OF TOURIST ATTRactions

13.1 On all-purpose roads, signs to diagram 2215 may be used to provide information about tourist attractions in a town/city or geographical area reached from the next junction. Where there are several qualifying tourist attractions in (or close to) a town/city, the existing primary and non-primary directional signs to that town/city should be sufficient to direct road users to their intended destination. To prevent duplication of information and to avoid environmental intrusion, it is therefore recommended that signs to diagram 2215 should not normally be used for:

- (a) A town/city that is already signed as a forward destination at previous junctions; or
- (b) A town/city that is already signed using standard directional signing on the approach to a junction, or at the junction, unless the town/city is signed from different junctions and this is the appropriate junction to reach those particular destinations.

13.2 On all-purpose roads, the recommended criteria for the use of signs to diagram 2215 of TSRGD, are as follows:

- (1) Each tourist attraction should qualify individually for the provision of tourist signing;
- (2) Such signs may be used to sign qualifying attractions in a town/city or geographical area (shown on maps and atlases) reached from the next junction;
- (3) To ensure that signs are legible, and to minimise the environmental intrusion caused by large signs (see also paragraph 2.1 of the General Introduction), the maximum number of attractions on the sign should not normally be more than:
 - (i) 4 attractions where the sign is on a road with a speed limit of less than 50 mph;
 - (ii) 3 attractions where the sign is on a road with a speed limit of 50 mph or more; and
- (4) The use of a descriptive legend (e.g. historic market town) is not permitted on any part of this sign.

14. PEDESTRIAN SIGNS

14.1 Most pedestrian signs to tourist destinations are required to include the “walking figure” symbol. However, the symbol may be omitted from diagram 2607, which would be appropriate for pedestrian areas away from vehicular traffic.

14.2 Where a comprehensive scheme of pedestrian signing for tourists is to be implemented in a city, town or village centre, consideration should also be given to providing return signing to car parks, coach parks, bus or railway stations.

15. TOWN OR VILLAGE BOUNDARY SIGNS

15.1 A new type of boundary sign (diagram 2403.1) is included in TSRGD, which allows the inclusion of a brown panel displaying tourist symbols. On single carriageway all-purpose roads, there may be circumstances where diagram 2403.1 is useful.

However, it is recommended that road users should be directed to a Tourist Information Point or a Tourist Information Centre (see Chapter 7), where appropriate. The selection of tourist symbols for boundary signs is a matter for the traffic authority in consultation with the local community. However, if symbols are included on a boundary sign, they should be supported by continuity signing within the community (which may be pedestrian signing from a car park). The maximum permitted number of tourist symbols is three.

15.2 The sign to diagram 2403.1 is not prescribed for motorways. This sign is not recommended for use on dual carriageways where the speed limit is 50 mph or more.

16. APPLICATION PROCESS

16.1 A seamless application process is important and should benefit both the applicant and the highway authorities involved. Applications for signing should be made to the HTA (see paragraph 1.6).

16.2 The HTA will be responsible for liaising with each of the other Traffic Authorities (including the Highways Agency) within whose area tourist signing more distant from the tourist destination has been requested. (Where the destination is accessed directly from a trunk road, then the Highways Agency is the HTA and will normally need to consult with the surrounding Local Traffic Authorities as well as Route Managers in other Highways Agency Area Teams, as appropriate). This does not mean that the HTA will decide what is signed in other Traffic Authority (TA) areas or provide the signs. The purpose of the HTA liaising with other TAs is to provide a seamless service to the applicant, but it will need the agreement of the other TAs before signs can be erected in their areas. In order to help both the applicant and the co-ordinating HTA, each TA should make available in writing their general policy and strategy statement on the provision of tourist signing.

16.3 It may be helpful at an early stage (i.e. prior to the submission of a formal application) to have an informal discussion between the applicant and the HTA and other Traffic Authorities, as appropriate, to discuss the potential viability of the application.

16.4 Since the HTA is the co-ordinator of the application process, the information required of applicants by the Highways Agency (if any signs are proposed for the trunk road network) should be included within the HTA forms. Annex C gives the standard application form to be used for all HA Areas, and any additional requirements for trunk roads contained within this form should be incorporated within the HTA forms. Details of any application fee required by the HA should be included in the HTA publicity.

16.5 If an application for the provision of tourist signs is rejected in full or in part, the applicant should be given a clear and succinct explanation of the reasons. Vague generalisations are not helpful. The Highways Agency's decision regarding the trunk road network is final.

16.6 If a proposed sign is not covered by TSRGD, including permitted variants, the authority will need to consider whether an alternative design complying with TSRGD could be used instead or whether there is a case for applying to the DfT for special signs authorisation.

16.7 As a general principle, owners or operators of tourist destinations applying for tourist signs are expected to advertise their establishments, opening times, the location, accessibility by road and, where appropriate, public transport, through the tourist industry. This might include tourist brochures and other literature available through Tourist Information Centres. Applicants should provide evidence of this.

17. FINANCIAL ARRANGEMENTS

17.1 All tourist signing permitted under the scope of this guidance should be at the expense of the applicant, so that traffic authorities incur no financial burden in allowing tourist signing on their roads. The Local Authorities (Transport Charges) Regulations 1998 [18] provide a means for a highway authority to recover its costs of: a) considering applications (including unsuccessful ones) and b) installation and maintenance (including administrative fees). The supply and erection of signs may be carried out by the traffic authority and the costs recovered from the applicant or the applicant may, with the agreement of the traffic authority, arrange for the manufacture of signs conforming to the approved application.

17.2 A flat rate charge is to be preferred for the administrative costs in most situations – it will be easily understood by applicants and is likely to be the simplest to operate. Charges should be set so that they will not cause undue burden on tourist businesses, especially small ones.

17.3 It would be helpful to applicants if the information provided with the application form could indicate typical costs for provision and maintenance of signs, as well as administration charges.

17.4 It is recommended that a specific tourist signs agreement be made between the LTA and the applicant before an approved tourist sign is installed.

17.5 Once the signs have been installed, they become the property of the highway authority.

18. REVIEW OF EXISTING SIGNS

18.1 It is recommended that when tourist signs on the local road network need replacing, LTAs should consider what modifications to these and other signs might be appropriate in the light of their current signing strategies and policies and this guidance. The Highways Agency will be keeping the suitability of tourist signs on trunk roads under review as part of their Route Management Strategies. If signs need to be replaced because they have reached the end of their serviceable life (as described in TD 25/01) [19] or because of alterations to routes, the HA will require a new application to be submitted to the HTA. This is to ensure consistency and continuity of signing on local roads and trunk roads.

18.2 When a signed tourist destination is closed permanently, the redundant signs should be removed (or the appropriate legend covered up in accordance with the Traffic Signs Manual, Chapter 7, Section 11) as soon as possible. The HTA will be responsible for liaising with the Highways Agency and other Traffic Authorities to co-ordinate this action.

19. REFERENCES

1. Traffic Signs to Tourist Attractions and Facilities in England: Guidance for Tourist Signing – General Introduction. Design Manual for Roads and Bridges, Volume 8, Section 2, Part 3: TA 93/04. Issued by the Department for Transport and the Highways Agency, 2004.
2. Traffic Signs to Tourist Attractions and Facilities in England: Tourist Signing – Trunk Roads. Design Manual for Roads and Bridges, Volume 8, Section 2, Part 4: TD 52/04. Issued by the Department for Transport and the Highways Agency, 2004.
3. Department of Transport Circular Roads 3/95 Traffic Signs to Tourist Attractions and Facilities in England, 1995.
4. Highways Agency Supplementary Guidance to CR 3/95: Traffic Signs to Tourist Attractions and Facilities in England: Criteria for Signs on Trunk Roads and Motorways, 1995.
5. Tourist Traffic Signs Inside The M25. Guidance issued by the Government Offices for the Eastern Region, London and the South East and the Highways Agency on behalf of the Secretary of State for Transport. February 1997. DTLR and HA. (DfT, 3/21, Great Minster House, 76 Marsham Street, London, SW1P 3AH. Tel: 020 7944 2974).
6. Statutory Instruments 2002 No. 3113 The Traffic Signs Regulations and General Directions 2002. TSO. ISBN 0-11-042 942-7.
7. Traffic Signs Manual, Chapter 7. The Design of Traffic Signs. 2003. TSO. ISBN 0-11-552-480-0.
8. Disability Discrimination Act, 1995.
9. Road Traffic Regulation Act (Section 122), 1984.
10. Department of the Environment Circular 5/92 Town and Country Planning (Control of Advertisements) Regulations 1992. HMSO. ISBN 0-11-752 567-7.
11. Department of the Environment Circular 15/94 Town and Country Planning (Control of Advertisements) (Amendment) Regulations 1994. HMSO. ISBN 0-11-752 965-6.
12. Best Practice Guide Visitor Attractions including core criteria for the Visitor Attraction Quality Assurance Service. (VAQAS, British Tourism Association, Toppesfield Hall, Hadleigh, Suffolk, IP7 5DN. Tel: 01473 825 617).
13. National Quality Assurance Scheme. Quality Standard – Hotel, Townhouse and Travel Accommodation. 2003. ETC 8071. Quality Standard – Guest Accommodation. 2003. ETC 8072. VisitBritain (Fulfilment Centre, PO Box 22489, London, W6 9FR. Tel: 0870 606 7204. Email: alan.sargant@visitbritain.org).
14. The Caravan Club. East Grinstead House, East Grinstead, West Sussex, RH19 1UA. Tel: 01342 326944. Website: www.caravanclub.co.uk
15. The Camping and Caravanning Club. Greenfields House, Westwood Way, Coventry, CV4 8JH. Tel: 024 7669 4995. Website: www.campingandcaravanningclub.co.uk
16. Quality Standard – British Graded Holiday Parks Scheme and Quality Standard – Holiday Villages. 2003. ETC 8198. ISBN 0 86143 256 8. VisitBritain. (see ref 13 above for contact details).
17. Local Transport Note 1/94. The Design and Use of Directional Informatory Signs. July 1994. HMSO. ISBN 0-11-551 610-7.
18. The Local Authorities (Transport Charges) Regulations, 1998.
19. Highways Agency document TD 25/01 Inspection and Maintenance of Traffic Signs on Motorway and All-Purpose Trunk Roads.

20. BIBLIOGRAPHY

- a) Action for Attractions. November 2000. ISBN 0 86143 233 9. English Tourism Council (VisitBritain, Fulfilment Centre, PO Box 22489, London, W6 9FR. Tel: 0870 606 7204. Email: alan.sargant@visitbritain.org).
- b) Other National Quality Assurance Standards: Quality Standard – Restaurant with Rooms. 2003 ETC 8165 ISBN 0 86143 237 1.
Quality Standard – Self Catering Accommodation. 2001. ETC 8073.
Quality Standard – Campus Accommodation. 2001. ETC 8244. ISBN 0 86143 248 7.
Quality Standard – Hostels (including Group Hostels, Bunkhouses and Camping Barns) 2002. ETC 8244. ISBN 0 86143 237 1.
Quality Standard – Hire Craft: Narrowboats & Broad Beam Boats. 2003. (Visit Heart of England (Tourist Board) Larkhill Road, Worcester, WR5 2EF, Tel: 01905 761100)
Quality Standard – Hotel Boats. 2003. (Visit Heart of England – contact as above)
- Accessibility Standard – Serviced, Self-Catering, Hostel and Campus Accommodation. 2003. ETC 8290, ISBN 0 86143 264 9 (Standards for guests with hearing, visual or mobility impairment)
- Accessibility Standard – Caravan Holiday Homes & Parks 2002. ETC 8306, ISBN 0 86143 264 9 (Standard for guests with mobility impairment) (being revised in 2003)
- c) Our countryside: the future – a fair deal for rural England. DETR White Paper, November 2000. HMSO. www.defra.gov.uk/rural/ruralwp/default.htm
- d) Planning Policy Guidance 19. Outdoor Advertisement Control, published in 1992. HMSO. ISBN 0-11-752 555-3.
- e) Planning Policy Guidance 21. Tourism, published in 1992. HMSO. ISBN 0-11-752-7262-2.
- f) Resource, The Council for Museums, Archives and Libraries. 16, Queen Anne's Gate, London, SW1H 9AA. Tel: 020 7273 1444. Website: www.resource.gov.uk.
- g) Statutory Instruments 1992 No. 666 Town and Country Planning (Control of Advertisements) Regulations 1992. HMSO. ISBN 0-11-023 666-1.
- h) Statutory Instruments 1994 No. 2351 Town and Country Planning (Control of Advertisements) (Amendment) Regulations 1994. HMSO. ISBN 0-11-045 351-4.
- i) Tourism and Transport. The issues and the solutions. 2001. ISBN 0 86143 254 1. English Tourism Council. (See ref (a) above for contact details).
- j) Tourist Signing – Two Years On. December 1999. County Surveyors' Society, Environment Committee, Traffic Management Working Group. S2/GEN/1. (David C Harvey, CSS Honorary Secretary, County Hall, Matlock, Derbyshire, DE4 3AG. Tel: 01629 58 0000, ex 7111).
- k) Tourism Without Traffic. A good practice guide, Transport 2000 Trust, September 2001. ISBN 0 907347 57 6. (Transport 2000 Trust, The Impact Centre, 12 – 18 Hoxton Street, London, N1 6NG. Tel: 020 7613 0743. Website: www.transport2000.org.uk)
- l) Traffic Signs to Tourist Attractions and Facilities in England – Guidance for Traffic Authorities. 1996. County Surveyors' Society, Environment Committee, Traffic Management Working Group. ENV/2-96. (see ref (j) above for contact details).

21. ENQUIRIES

All technical enquiries or comments on this Advice Note should be sent in writing as appropriate to:

Divisional Director
Safety and Information Division
The Highways Agency
Federated House
London Road
Dorking RH4 1SZ

A PICKETT
Division Director

Chief Road Engineer
Scottish Executive
Victoria Quay
Edinburgh
EH6 6QQ

J HOWISON
Chief Road Engineer

Chief Highway Engineer
Transport Directorate
Welsh Assembly Government
Llywodraeth Cynulliad Cymru
Crown Buildings
Cardiff
CF10 3NQ

J R REES
Chief Highway Engineer
Transport Directorate

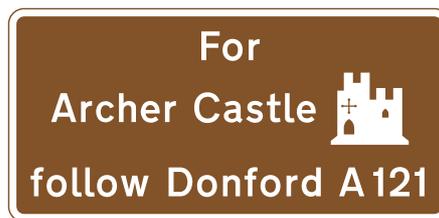
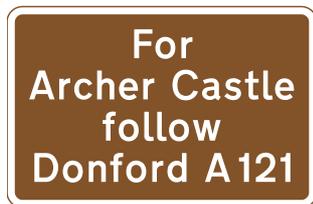
Assistant Director of Engineering
The Department for Regional Development
Roads Service
Clarence Court
10-18 Adelaide Street
Belfast BT2 8GB

D O'HAGAN
Assistant Director of Engineering

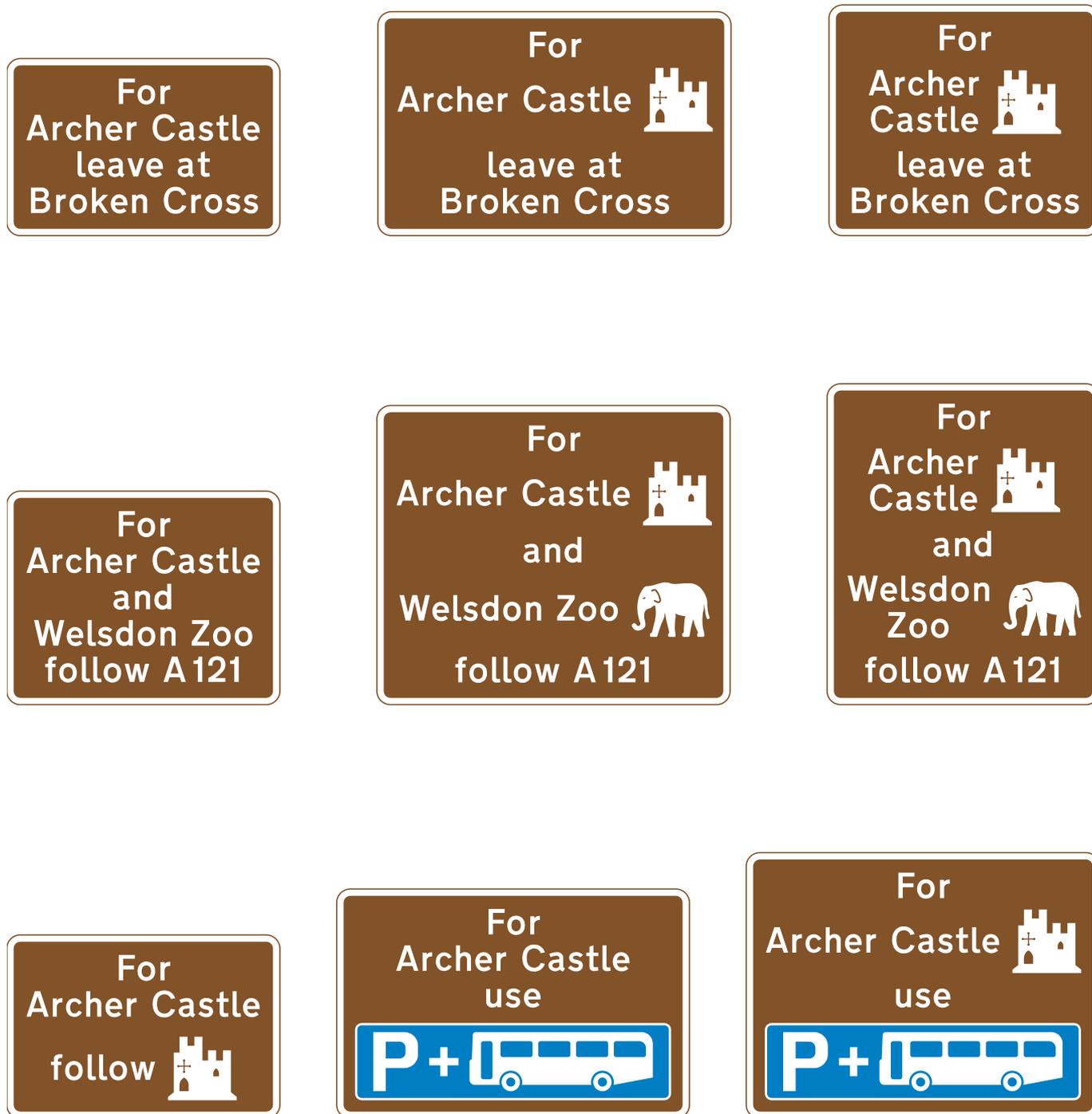
ANNEX A OPTIONS FOR SIGN DIAGRAMS 2217 AND 2927.1

(Refer to paragraph 10.8 to 10.12)

(i) Local roads (diagram 2217) and non-trunk motorways (diagram 2927.1)



(ii) Local roads (diagram 2217)



(iii) Non-trunk motorways (diagram 2927.1)



ANNEX B OPTIONS FOR SIGN DIAGRAMS 2328 AND 2329

(Refer to paragraph 12.4)

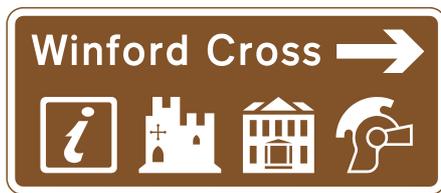
Diagram 2328

Diagram 2329

Option 1

Maximum number of symbols on these signs: 6

$i + 5$ tourist destinations.



Option 2

Maximum number of symbols on these signs: 5

$i + 4$ tourist destinations.



Option 3

Maximum number of symbols on these signs: 5

$i + \text{bed symbol} + 3$ tourist destinations.



Option 4

Maximum number of symbols on these signs: **4**

i + bed symbol + **2** tourist destinations.



All Options

Winford Cross 100% x-height.
historic market town 80% x-height.
size of symbols to be appropriate for 100% x-height.
Hotel and B & B 100% x-height.

Options 1 and 2

In options 1 and 2, one of the tourist attractions may be replaced by the bed symbol which must be to the immediate right of the “*i*” symbol. It is not necessary to show the legend “Hotel and B&B” when the bed symbol is shown, but “Hotel and B&B” (or as varied) must not be shown without the bed symbol.

**ANNEX C HIGHWAY AGENCY STANDARD
APPLICATION FORM FOR TOURIST
SIGNS ON TRUNK ROADS**

(Refer to paragraph 16.4)

Application for Signing a Tourist Destination from the All-Purpose and Motorway Trunk Road Network

The purpose of this form is to provide the information necessary for the Highways Agency (HA) to consider whether proposals for white on brown signs on the all-purpose and motorway trunk road network meet the HA's requirements for signing generally and would be appropriate at the proposed location(s). Section A is to be completed by the applicant (or the applicant's agent) and the form sent to the Home Traffic Authority (HTA) for completion of Section B. The form is then to be forwarded as soon as possible to the HA for completion of Sections C and D.

Section A: Tourist Destination Information (submitted by the Applicant)

A1	Tourist destination:	Name:		
		Address:		
		Post Code:		
		Telephone No (for public enquiries):		
A2	Type of tourist destination.			
A3	Visitor numbers per annum and data source.			
A4	Please provide details of parking facilities on site or close by (within 250m).	No. of spaces for:	On site	Within 250m
		Cars		
		Coaches		
		Disabled		
A5	If it is a tourist attraction, does it meet the requirements of paragraph 3.7 of the Trunk Roads Guidance? If not, please provide details separately.	Yes/No/NA*		
A6	If it is a tourist attraction, is it accredited by the Quality Assurance scheme run by the English Tourism Council? If yes, please provide a copy of accreditation documentation.	Yes/No/NA*		
A7	Please give details of opening hours including seasonal variations.			
A8	What are the reasons for the proposed signs?			
A9	Please provide plans showing the location of the tourist destination (including access to and egress from the public highway) and details of existing and proposed signing on the trunk and local road networks: <ul style="list-style-type: none"> • key plan (e.g. 1:5000 scale) • location plans (e.g. 1:1250 scale) • sign face detail drawings or photographs 			
A10	On a separate sheet of paper, please provide any other relevant information which may support your application for tourist signs. Please also provide examples of publicity material.			
A11	Please provide contact details of: applicant/agent of applicant*. *delete as appropriate	Name:		
		Company:		
		Address:		
		Telephone no:	Fax no:	
		E-mail:		
		Signature:		

Please send the completed form and supporting information to the Home Traffic Authority in whose area the tourist destination is situated. (This should be sent together with the relevant Home Traffic Authority information required for applications on local roads).

Section C: Evaluation by the Highways Agency Please give reasons for your answer to each of the questions in the checklist below. Make a separate report if there is insufficient space.		
C1	Name of tourist destination	
C2	Is the core information in Sections A and B complete? If additional information is needed please give details.	Yes/No
C3	Does the required supporting information accompany this form?	Yes/No
C4	Has the appropriate HTA agreed to continuity signing from the trunk road network to the destination which is consistent with the signs proposed for the trunk road network? If not, please give details.	Yes/No
C5	Do you agree with the HTA's view on the traffic management/safety need for the proposed sign(s)? If not please give details.	Yes/No
C6	Does this proposal reduce the effectiveness of the existing traffic signs? If Yes, please give details.	Yes/No
C7	Could the proposed signs compromise road safety (e.g. does the junction already have a poor accident record)? Will the proposed signs encourage undesirable right turns or other inappropriate vehicle manoeuvres? If so, please give details.	Yes/No

Section D: Decision by the Highways Agency	
D1	Name of tourist destination
D2	This application is: Accepted/Rejected. Please state reasons:
Signature:	Date:
Name:	
Position:	
Area Team:	
Address:	
Telephone:	
Fax:	
E-mail:	

The HA will inform the HTA of its decision by returning a copy of this form when all sections have been completed and it has received the necessary supporting information.

Any approval is valid for a period of 6 months from the date entered in Section D above and will lapse if the relevant signing agreement(s) have not been returned for the HA's signature within this time.