



# Traffic Management in Devon

## Application for Tourism Signs Guidance

### What Can Be Included on a Sign

**For road safety and environmental reasons sign messages are kept to a minimum.** Roads with a speed limit of 50 mph or more will have no more than three tourist destinations signed from any one junction. Roads with a speed limit of 20/30-40 mph will have no more than four tourist destinations signed from any one junction. Normally the destinations with the greater number of visitors will be considered for signing. If this does not indicate any particular ranking then they may be chosen on the basis of their proximity to the junction.

Descriptive words and phrases will not be permitted. Normally, only symbols will be used to identify facilities. Individual naming of facilities will not be permitted except for reasons of road safety or traffic management; for example, where there may be two or more similar facilities signed from the same junction in different directions and the omission of the name creates confusion for visitors.

Including a **symbol** on a sign can be beneficial because the type of establishment is indicated clearly. The availability of an approved symbol is not however a requirement to the provision of signs.

**However, only one symbol may be included for any one destination+.**

+An exception is made for joint touring camping/caravan parks that meet the requirements for signing.

If you have a preference for a symbol, it should be one of the many approved symbols (see over).

**Please note that:**

- **eligibility does not mean entitlement.**
- **it can take more than six months after the assessment before signs are erected.**
- **during the detailed design stage it may become apparent that signing of a destination cannot be accommodated as a result of unforeseen road safety and/or traffic management reasons, even though problems were not foreseen at the assessment stage.**

### Who to contact for further information

If you wish to obtain more information or have a question regarding the contents of this leaflet contact the County Council's Environment Directorate telephone Exeter 01392 382112 or email [environment@devon.gov.uk](mailto:environment@devon.gov.uk)

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## General

The provision of Tourism signing is seen as an indispensable aid to the economy of Devon, especially in the more rural areas that rely heavily on visitors to maintain their businesses. However it is important that road safety, traffic management and the environment are considered when dealing with applications for tourism signs. They should not be used as a means of circumventing planning control of advertisements, nor as a substitute for good promotional material.

Blotting the landscape in Devon is a bit like 'killing the goose that laid the golden egg'. It is Devon's beautiful countryside that attracts so many visitors to the county. Therefore, in response to widespread concern over the number of tourism traffic signs in Devon, the practice with regard to the number and size of these signs has changed. No longer will a facility be signed from the nearest 'A' or 'B' road if the community in which it is located is already signed and a facility name will not appear except for reasons of road safety, or traffic management to avoid confusion.

### Is your establishment a tourist destination?

**A tourist destination is "a permanently established attraction or facility which attracts or is used by visitors to an area, and is open to the public without prior booking during its normal opening hours."** As tourists would normally expect to find a signed destination open, a minimum period has been applied to 'normal opening hours' of at least 6 hours a day, 180 days a year.

In order to make assessments meaningful, the broad term "tourist destination" has been divided into categories, these are:

**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, sports centres, concert venues, theatres and cinemas.

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

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

Retail parks, shopping centres and garden centres should normally be signed using standard directional signing where necessary for traffic management or road safety reasons and not with tourism signing.

## General Requirements

Assessments will be made against the following requirements:

- **Quality** - Minimum standards suggested by the Tourist Boards.
- **Publicity** - Evidence must be provided that the establishment is publicised in local or national publications, information centres, or media, as a tourism visitor attraction/ facility.
- **Advertising signs** - No advertising signs will be permitted near a proposed tourism sign.
- **Car parking facilities** - Adequate parking must be available.
- **Planning regulations** - The destination must be suitably authorised.

- **Membership and Pre-booking** – signing cannot be provided where entry to an establishment requires membership or pre-booking.

## Special Requirements

**Touring Camping and Caravan Parks** - Touring camping and caravan parks must be licensed under the Caravan Sites Control of Development Act 1960 and/or the Public Health Act 1936, and there must be a minimum of 20 pitches available for casual overnight use. A copy of licence(s) will be required.

**Accommodation** - Only inspected accommodation will be considered for tourism signing (normally Visit Britain, AA, or RAC ) or locally recognised inspection scheme.

**Restaurants** - There should be a menu available and waiter/waitress service

**Public Houses** - May be signed as accommodation provided the above standards are met. Alternatively, they may be signed as a restaurant provided that meals and not just bar snacks, are served at lunchtime and in the evening in a separate restaurant facility (not in a bar). Families with children should be allowed to eat in the restaurant.

**Cafes** - Should normally be open at least six hours per day, six days a week for at least six months of the year.

**Retail Outlets** - Retail parks, shopping centres and garden centres should normally be signed using standard directional signing where necessary for traffic management or road safety reasons. In order for a retail outlet to qualify for tourism signs, the outlet should depend predominantly on tourists for revenue and should provide additional interests or education for the tourist rather than being primarily retail.



## Number of Signs

The following are the main requirements to be met by the designer of your signing scheme:

The requirements govern the number of signs and the message that goes on the signs, but nevertheless it would be helpful to know what signing you may wish to have and provision for this information has been allowed for in the application form.

Signing for attractions will normally only be agreed from the nearest 'A' road junction provided the junction is within three miles of the destination. Signing to facilities will normally only be provided from those county roads which form part of the major road network as identified in the Devon County Council Structure Plan or from the nearest associated signed community, as appropriate.

Town and Parish Councils will be consulted on the availability of other facilities in a community that may be eligible for and want signing. See also **by-passed community** signs.

Continuity of signing will be required from the initial sign to the tourist destination. Therefore, where a scheme involves signing through more than two junctions, signs of the 'For x, follow y' type, will be used, utilising existing signing legends where possible, rather than providing additional continuity signing.

In the larger urban areas comprehensive signing schemes may be implemented. This will be achieved with the help of business associations and representative bodies who will be responsible for identifying those tourist establishments who wish to be signed.

Whilst comprehensive signing schemes are not generally necessary in the rural areas, it is nevertheless considered that for some smaller communities, for example a recognised

tourist resort, comprehensive schemes may still be appropriate and will be implemented as for urban schemes.

**By-passed community** signs will be the preferred method of signing groups of facilities in a small community. Communities need not necessarily be 'bypassed' to qualify for this type of signing as the principle of the signs is considered applicable to all communities adjacent to major roads.

Where there are several tourist destinations in one area that do not necessarily require extensive signing, then the provision of **local signing schemes** may be considered. Such schemes might incorporate:-

- a local information board, and/or
- supplementary plates for the village name plates

Such local signing schemes will be developed in consultation with Town and Parish Councils who also may wish to consult local business interests.

For **routes of special interest to tourists**, except where it is an alternative route, signing will only be considered when a publicity leaflet is approved and published and made readily available to tourists. The route must be suitable for the purpose and have the support of the local communities through which it passes.

**All tourist establishments with access directly on to the major road network will only have signing agreed if it can be justified on road safety grounds.**

**For all tourist establishments within National Parks, Areas of Outstanding Natural Beauty, Conservation Areas and Heritage Coast, signing will only be considered from the nearest route recognised as being well used by tourists. The National Park Authority will be consulted on each individual application in its area.**

**Signing on trunk roads and motorways will only be considered when the attraction meets the criteria published by the Highways Agency for signing on their roads call (08457 50 40 30) or log on to [www.highways.gov.uk](http://www.highways.gov.uk) for further information.**

## What Will it Cost?

The County Council will make charges as follows:

### Stage 1 Assessment fee

This is a fee for the initial assessment of the application against both quality and traffic consideration. For Devon County Council Roads there is a fixed fee which is VAT exempt and non-refundable, please refer to the application form. For Highways Agency Roads there is also an additional charge for preparation of a submission to the Highways Agency which will be offset against the detailed design fee if the application is successful. Please refer to the application form for costs.

### Stage 2 Detailed design fee

This is to pay for the design of the signing scheme and preparation of the signing agreement.

### Costs for detailed design. (Fixed cost.)

One sign	£180.00
Two signs	£280.00
Three signs	£330.00
More than three signs	£20.00 for each additional sign over three

### Stage 3 Supply and erection of signs

Supply and erection of signs will be in accordance with current specifications and standards and charged at current market prices.

The cost will be determined as part of the design process and on receipt of the appropriate charge an order will be placed with the contractor. The charges will be subject to a 10% administration cost and 10% future maintenance cost, and will be VAT exempt.

The maintenance charges will include for cleaning, and replacement of signs following accident damage where a claim can be made against a known third party.

#### The following points should be noted:




- All payments must be received in advance .
- The maintenance costs do NOT include replacement of signs caused by theft, or following accident damage caused by an unknown third party or by adverse weather conditions, or when the signs reach the end of their useful life.

Applicants may wish to take out insurance against these eventualities.

- Where more than one destination is included on a sign(s) the costs will be shared between the applicants. Should an applicant choose not to proceed the cost will be re-apportioned between the remaining applicants.
- Where an application is made on behalf of several establishments it will be necessary to identify a single person or body who will be responsible for signing the agreement.
- The Council reserves the right to recover the cost of removal of tourism signs. This includes replacement of any signs where they may have been part of a sign assembly with the tourism sign being removed. This can occur where the destination has ceased to meet the standards under which the signs were provided or if it is found that questions were incorrectly answered on the application form.

### Examples of sign costs

Costs for manufacture, erection (inc. foundations), traffic management and any necessary safety fencing. (Because of the number of variables only typical costs can be provided.)

SIGN TYPE		TYPICAL COST		
Add single sign, similar to illustration, to an existing assembly		£200.00		
Sign area : 0.5 – 0.75 m2				
New sign and posts, with single destination		Single carriageway £550.00		
Sign area : 0.75 – 1.0 m2		Dual carriageway £1,100.00		
New sign and post with several destinations*		Sign area	Single c'way '£'	Dual c'way '£'
Sign areas: small 1 – 2 m2, medium 3 – 4 m2, large >5 m2		small	950.00	1,400.00
*Figures for whole assembly costs will be apportioned according to the number of destinations.		medium	1,650.00	4,350.00
		large	3,200.00	7,000.00
Remove existing signs and provide new composite sign plate incorporating old and new destinations.		£1,100.00 (based on small sign area)		

#### Approved symbols (one per attraction/facility)

