

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 My Devon

Want to report a problem on your road?



fallen trees

flooding

broken streetlights

potholes




Call Roads and Transport
0845 155 1004

BT 0845 calls cost a maximum 5p per minute. Other providers may vary

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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.

