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

PART 4

TD 52/04

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

TOURIST SIGNING - TRUNK ROADS

SUMMARY

This Standard contains guidance on the provision of tourist destination signs on the all-purpose and motorway trunk 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 TD 52/04 into Volume 8, Section 2, Part 4.
4. Please archive this sheet as appropriate.

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THE HIGHWAYS AGENCY



SCOTTISH EXECUTIVE



**WELSH ASSEMBLY GOVERNMENT
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**THE DEPARTMENT FOR REGIONAL DEVELOPMENT
NORTHERN IRELAND**

Traffic Signs to Tourist Attractions and Facilities in England

Tourist Signing - Trunk Roads

Summary: This Standard contains guidance on the provision of tourist destination signs on the all-purpose and motorway trunk 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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TOURIST SIGNING - TRUNK ROADS

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1. INTRODUCTION

1.1 This Standard contains guidance on the provision of tourist destination signs on the **all-purpose and motorway trunk road network** in England. Separate Advice Notes contain a general introduction to tourist signing [1] and guidance on the provision of tourist destination signs on the local 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and the Highways Agency (HA) supplementary guidance for trunk roads [4] (which were both issued in December 1995) are withdrawn. This Standard shall be implemented with immediate effect.

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 Standard is to provide guidance on signs appropriate to meet the 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. Route Managers need to ensure that all these factors are properly taken into account when preparing or updating their signing strategies for a route, as part of the overall Route Management Strategy.

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 their intended 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 benefit to the destination signed. Tourist signs will 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 17.1).

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 Applications should be considered on their merits, and the tourist destinations signed should at least meet the criteria for signing adopted by the HTA. On trunk roads, priority for white on brown signing will be given to tourist attractions which receive large numbers of visitors and which cannot be reached simply by following signs to a town or city which appears on their address. Where a community is already signed from a trunk road, tourist destinations within the community will not normally be signed on the trunk road network.

3.2 Retail parks, shopping centres, garden centres and exhibition centres should not, in future, be considered for signing from trunk roads using white on brown signs; instead they should be signed as necessary for traffic management or safety reasons using standard directional signing.

3.3 Permanent garden exhibitions, which could be part of, or attached to, a garden centre, may be considered for signing as tourist attractions if all the following criteria are met:

- (a) the exhibition is recognised as being of national importance in horticultural or arboricultural terms;
- (b) the exhibition qualifies as an eligible tourist attraction in this guidance; and
- (c) the exhibition is to be signed, not the garden centre.

3.4 Hotels, public houses, guesthouses, bed and breakfast establishments, restaurants, sports centres, concert venues, theatres and cinemas should not normally be signed from the trunk road network. Exceptionally, it may be appropriate to sign remote establishments for traffic management purposes in sparsely populated rural areas, provided the environmental impact is minimal. (Refer also to paragraph 9.2 and Section 13).

3.5 Sports stadia of national importance may be signed from a trunk road where there are exceptional traffic management and safety reasons. In such cases, signing must be consistent (in terms of colours and symbols) with that on the local road network.

3.6 Where Park and Ride (P&R) signing directs road users to P&R sites, on the outskirts of a town, 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.

3.7 For a new or purpose-built tourist attraction to be signed, it will 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 tourist attraction 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].)

3.8 **Eligibility does not confer automatic entitlement to tourist signs.** In each case, the decision is made by the appropriate Route Manager. Decisions on signing individual establishments will depend on local circumstances, including the number of other similar establishments in the area. However, it should be remembered that the main purpose of tourist signing is for more efficient traffic management on the trunk road network. It is not intended that signs should be used as advertising for the tourist destination.

3.9 A tourist destination will not be eligible for tourist signing unless any advertisement signs relating to that destination are removed permanently from private land adjacent to the highway.

3.10 It is important to ensure that there is consistency and continuity of tourist signing across HA and local authority boundaries. This is particularly important in large urban areas, where there are many local authorities, each with differing policies and strategies. Therefore, the tourist signing strategy for a route should be developed after consulting the Route Managers for nearby HA routes, as well as adjoining local authorities (including National Park authorities where appropriate) and local and regional tourist organisations, to agree consistent arrangements for cross-boundary signing.

4. QUALITY OF TOURIST DESTINATIONS

4.1 The Highways Agency is not responsible for ensuring the quality of tourist destinations signed from trunk roads. Nevertheless, it has to deal with complaints when tourists follow signs on the trunk road and travel a significant distance with a disappointing result. 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) [9]. It is recommended that any tourist attraction signed from trunk roads 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) [10]. 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. [11] or [12]). Any holiday park should normally be accredited by the British Graded Holiday Parks Scheme [13] or a similar scheme.

5. TOURIST ATTRACTION VISITOR NUMBERS

5.1 Minimum visitor numbers for all tourist attractions signed from trunk roads should be applied, by relating the visitor numbers to the type of carriageway where the proposed tourist signs are to be located. The following table sets out the number of visitors normally required for an attraction to merit signing from a trunk road.

Trunk Road Type	Minimum Number of Visitors per Year
Motorways within or adjacent to a large conurbation, including the M25	250,000
Other motorways	200,000
Dual carriageways with grade separated junctions or a speed limit of 50 mph or more	150,000
Other dual carriageways	100,000
Single carriageways	40,000

5.2 Visitor attractions which do not meet the annual visitor number criterion may be considered for tourist signing if the number of visitors in the peak month exceeds 20% of the annual requirement shown in the above table. **Achieving the anticipated visitor numbers does not confer automatic entitlement to tourist signs.** Other factors will also need to be considered.

5.3 On lengths of high-speed dual carriageway (where the speed limit is 50 mph or more) interspersed with short lengths of lower standard carriageway, Route Managers may, if appropriate, adopt the higher level for the whole route.

5.4 Some flexibility should be exercised concerning the annual number of visitors required, especially if there are good traffic management or safety reasons for signing e.g. at the last junction before the tourist attraction is reached or if a high percentage of visitors are non-local. Special consideration should also be given to signing historical or cultural attractions of national importance. In addition, for a sparsely populated rural area with few tourist attractions the limits could be more relaxed than for a more densely populated urban area with a larger number of tourist attractions, though in such cases proper consideration of the environmental impact of such signing must be

given. In each case, the onus is on the applicant and the HTA to provide good reason why the criterion should be relaxed.

5.5 Where a tourist attraction has not yet opened and visitor numbers are only projections, the Route Manager should assess whether other factors, such as the size and location of car parks and/or the availability of Park and Ride facilities, are in keeping with the projections.

6. ENVIRONMENTAL IMPACT

6.1 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.

6.2 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 Route Managers will need to liaise with the relevant authorities.

7. COUNTRY TOURS, TOURIST ROUTES AND AREAS

7.1 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 11). Such signs are not prescribed for motorways and 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.

7.2 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 11). Such signs are not prescribed for motorways and not normally recommended for high-speed dual carriageways (where the speed limit is 50 mph or more).

7.3 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.

8. TOURIST INFORMATION CENTRES AND POINTS

8.1 “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. Consequently, TICs will be eligible for signing from all trunk roads (including motorways) provided adequate parking capacity is available at the TIC or nearby.

8.2 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.

8.3 At TICs, basic information must 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.

8.4 Tourist information display signs should conform to diagram 857 of TSRGD. Blue and white information signs provided under the 1981 Regulations should be replaced with the white on brown signs shown in TSRGD 2002 as soon as resources permit.

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

9. SIGNING CONTINUITY AND EXTENT

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

9.2 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 destinations, 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). 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. A major tourist attraction is where the number of visitors is normally more than 500,000 per year.

9.3 A tourist destination should only be signed from a trunk road if continuity signing has been provided on the local road network until the destination is reached. The route onto which traffic is being directed must be the most suitable link from the trunk road to the destination.

10. SIGN DESIGN

10.1 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. This section of the trunk road 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 [14] and in Chapter 7 of the Traffic Signs Manual.

10.2 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.

10.3 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.

10.4 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.

10.5 As in LTN 1/94 paragraph 3.3.1 “Brown tourist attraction panels shall not be used on motorway signs on the approach to intermediate junctions. Where tourist attraction signing is approved, separately mounted brown signs shall be provided, normally at $\frac{3}{4}$ and $\frac{1}{4}$ miles in advance of junctions. Brown panels may be provided on the advance direction signs on exit slip roads and where the motorway ends at a roundabout, as an alternative to separately mounted brown signs should space constraints preclude the use of separate signs.”

10.6 The sequence of advance direction signs (ADSs) observed by a driver on a **motorway** should normally be the following:

- (a) Main ADS; (i.e. at 1 mile prior to the junction)
- (b) Tourist ADS;
- (c) Main ADS; (i.e. at $\frac{1}{2}$ mile prior to the junction)
- (d) Tourist ADS;
- (e) Final Main ADS.

The two tourist advance direction signs must be identical and should be to diagram 2924. Tourist advance direction signs to diagram 2924 do not include the distance to the junction.

10.7 Also 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.”

10.8 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 $\frac{1}{2}$ 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.

10.9 The sequence of advance direction signs 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.

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

10.11 A flag type direction sign should always be preceded by an ADS.

10.12 Tourist destinations with direct access from an all-purpose trunk road may not need signing if the entrance is visible and identifiable from a distance that allows vehicles to approach it safely. In other cases, especially on high-speed roads with a speed limit of 50 mph or more, advance direction signs followed by direction signs at the entrance may be needed to guide traffic safely to the destination.

10.13 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. The arrangements for operating and maintaining such signs should be specified in the signs agreement (see paragraph 18.3).

11. SYMBOLS

11.1 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.

11.2 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.

11.3 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.

11.4 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.

11.5 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.

11.6 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.

11.7 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.

11.8 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.

11.9 On **all-purpose trunk 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.

11.10 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.

11.11 On **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.

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

12. EXCESS SIGNING DEMAND

12.1 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 10.2. In general, priority for tourist signing on the trunk road network will be given to tourist destinations with the greatest traffic management or safety needs, and which cannot be reached simply by following signs to a town or city on their address.

12.2 If there are more than the maximum recommended number of qualifying tourist destinations for the type of road, each with similar traffic management and safety needs, seeking signing from a particular junction, the Highways Agency should consult the Home Traffic Authority (or Authorities) as to which of these tourist destinations should be signed. The HTA (or HTAs) should, in turn, consult the regional and local tourist organisations in formulating their advice.

12.3 Where existing signing cannot accommodate any additional destinations, a new applicant will be required to demonstrate a stronger justification for signing than at least one of the destinations currently signed. The HTA, after consulting with regional and local tourist organisations, should then recommend to the HA which tourist destinations should continue to be included on a new or amended sign. The full cost of revising the signing (including any reimbursements due to other tourist destination owners or operators in accordance with paragraph 18.3) shall be met by the successful applicant.

13. BYPASSED COMMUNITY AND TOURIST FACILITIES SIGNS

13.1 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.

13.2 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. New bypassed community signs will not be permitted in future for a destination that is already signed as a primary destination using standard directional signing.

13.3 The addition of 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.

13.4 On all-purpose trunk roads, bypassed community signs to diagrams 2328 and 2329 of TSRGD may be used provided that all of the following criteria are met:

- (1) Only small towns or villages with a population of less than 10,000 may be signed;
- (2) The sign design complies with one of the permitted options for signs 2328 and 2329, as shown in Annex B;
- (3) The signs must include the “i” tourist information symbol, to indicate a Tourist Information Point (TIP) or Tourist Information Centre (TIC), plus at least one tourist attraction qualifying under the HTA criteria;

- (4) The direction sign diagram 2329 does not permit the use of the legend

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

On any sign to diagram 2328, if the lower line on the sign includes the legend:

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

then the bed symbol must be included on the line above and on any direction signs; and

- (5) Any other symbols on these signs may be for tourist attractions or facilities.

13.5 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.

14. COLLECTIVE SIGNING OF TOURIST ATTRACTIONS

14.1 On **all-purpose trunk roads**, signs to diagram 2215 may be used provided that all of the following criteria are met:

- (1) Each tourist attraction should qualify individually for the provision of tourist signing;
- (2) Such signs may be used to sign qualifying tourist attractions in a town/city or geographical area (shown on maps and atlases) reached from the next junction;
- (3) To ensure that the signs are legible and to minimise environmental intrusion caused by large signs (see also paragraph 2.1 of the General Introduction), the maximum number of tourist attractions on the sign should not normally exceed:
 - (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.

14.2 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 (see paragraph 3.1). Therefore, on **all-purpose trunk roads**, signs to diagram 2215 shall not be used (other than in exceptional circumstances) 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 attractions.

14.3 On **motorways**, signs to diagram 2927 may be used provided that all of the following criteria are met:

- (1) Each tourist attraction should qualify individually for the provision of tourist signing;
- (2) Such signs may be used to sign qualifying tourist attractions in a town/city or geographical area (shown on maps and atlases) reached from the next junction;
- (3) The maximum number of tourist attractions on the sign must not exceed 3; and
- (4) The use of a descriptive legend (e.g. historic market town) is not permitted on any part of this sign.

14.4 On **motorways**, signs to diagram 2927 shall not be used (other than in exceptional circumstances) 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 attractions.

15. PEDESTRIAN SIGNS

15.1 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.

15.2 Where a comprehensive scheme of pedestrian signing for tourists is to be implemented in a city, town or village centre, trunk road pedestrian signing should be compatible in style (i.e. design and colour) with signs on the local roads.

16. TOWN OR VILLAGE BOUNDARY SIGNS

16.1 A new type of boundary sign (diagram 2403.1) is included in TSRGD 2002, which allows the inclusion of a brown panel displaying tourist symbols.

16.2 Where this sign is used on **all-purpose trunk roads**, the brown tourist panel shall be omitted.

16.3 The sign to diagram 2403.1 is not prescribed for motorways.

17. APPLICATION PROCESS

17.1 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).

17.2 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.

17.3 When the HA is the HTA, it may be helpful at an early stage (i.e. prior to the submission of a formal application) for the Route Manager to have an informal discussion with the applicant and other Traffic Authorities, as appropriate, to discuss the potential viability of the application.

17.4 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 Highways Agency Areas.

17.5 If an application for the provision of tourist signs is rejected by the Highways Agency 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.

17.6 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.

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

18. FINANCIAL ARRANGEMENTS

18.1 Information about any HA application fees and an indication of typical costs of signs will be provided to HTAs for inclusion in their local guidance for applicants.

18.2 All tourist signing permitted under the scope of this guidance should be at the expense of the applicant, so that the HA incurs no financial burden in allowing tourist signing on the trunk road network. Section 278 of the Highways Act 1980 [15] provides a means for the HA to recover its actual costs, including future maintenance costs.

18.3 A specific tourist signs agreement must be made between the HA and the applicant prior to the installation of approved tourist signing. However, signs may be modified, replaced or removed at any time for traffic management, safety or other reasons. If it becomes necessary to remove the trunk road signing to a destination within the first three years, for reasons other than the closure of the destination, the applicant will be entitled to make a claim for re-imbusement of trunk road sign installation costs on a pro-rata basis for the outstanding period. After this initial three-year period, no compensation will be payable.

18.4 Once the signs have been installed, they become the property of the Highways Agency.

19. REVIEW OF EXISTING SIGNS

19.1 The continuing suitability of existing signs and the possible need for modification, replacement or removal should be kept under review as part of the overall Route Management Strategy.

19.2 When an existing sign reaches the end of its serviceable life (as described in TD 25/01) [16] it should not be replaced automatically. In such a case, the owner or operator of each tourist destination should be informed that they will need to submit a new application for the whole signing package associated with the destination to the HTA in accordance with this guidance.

19.3 A new application will also be required where a route has been altered to the extent that it affects the tourist eligibility criteria. If the application is successful, however, the installation and maintenance costs of the new tourist signs on trunk roads will be met by the HA. Thereafter, the provisions of paragraph 19.2 will apply to the new signs.

19.4 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.

20. 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. Department for Transport and Highways Agency, 2004.
2. Traffic Signs to Tourist Attractions and Facilities in England: Guidance for Tourist Signing – Local Roads. Design Manual for Roads and Bridges, Volume 8, Section 2, Part 5: TA 94/04. Department for Transport and 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. 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).
10. 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)
11. The Caravan Club. East Grinstead House, East Grinstead, West Sussex, RH19 1UA. Tel: 01342 326944. Website: www.caravanclub.co.uk
12. The Camping and Caravanning Club. Greenfields House, Westwood Way, Coventry, CV4 8JH. Tel: 024 7669 4995. Website: www.campingandcaravanningclub.co.uk
13. Quality Standard – British Graded Holiday Parks Scheme and Quality Standard – Holiday Villages. 2003. ETC 8198. ISBN 0 86143 256 8. VisitBritain (see ref 10 for contact details).
14. Local Transport Note 1/94. The Design and Use of Directional Informatory Signs. July 1994. HMSO. ISBN 0-11-551 610-7.
15. The Highways Act, 1980.
16. Highways Agency document TD 25/01 Inspection and Maintenance of Traffic Signs on Motorway and All-Purpose Trunk Roads.

21. 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) Department of the Environment Circular 5/92 Town and Country Planning (Control of Advertisements) Regulations 1992. HMSO. ISBN 0-11-752 567-7.
- c) Department of the Environment Circular 15/94 Town and Country Planning (Control of Advertisements) (Amendment) Regulations 1994. HMSO. ISBN 0-11-752 965-6.
- d) 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).
- e) Our countryside: the future - a fair deal for rural England. DETR White Paper, November 2000. HMSO. www.defra.gov.uk/rural/ruralwp/default.htm
- f) Planning Policy Guidance 19. Outdoor Advertisement Control, published in 1992. HMSO. ISBN 0-11-752 555-3.
- g) Planning Policy Guidance 21. Tourism, published in 1992. HMSO. ISBN 0-11-752-7262-2.
- h) 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.
- i) Road Traffic Regulation Act (Section 122), 1984.
- j) Statutory Instruments 1992 No. 666 Town and Country Planning (Control of Advertisements) Regulations 1992. HMSO. ISBN 0-11-023 666-1.
- k) Statutory Instruments 1994 No. 2351 Town and Country Planning (Control of Advertisements) (Amendment) Regulations 1994. HMSO. ISBN 0-11-045 351-4.
- l) Tourism and Transport. The issues and the solutions. 2001. ISBN 0 86143 254 1. English Tourism Council. (see ref (a) above for contact details).
- m) 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).
- n) 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)
- o) 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 m) above for contact details).

22. ENQUIRIES

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

Chief Highway Engineer
The Highways Agency
123 Buckingham Palace Road
London
SW1W 9HA

G CLARKE
Chief Highway Engineer

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

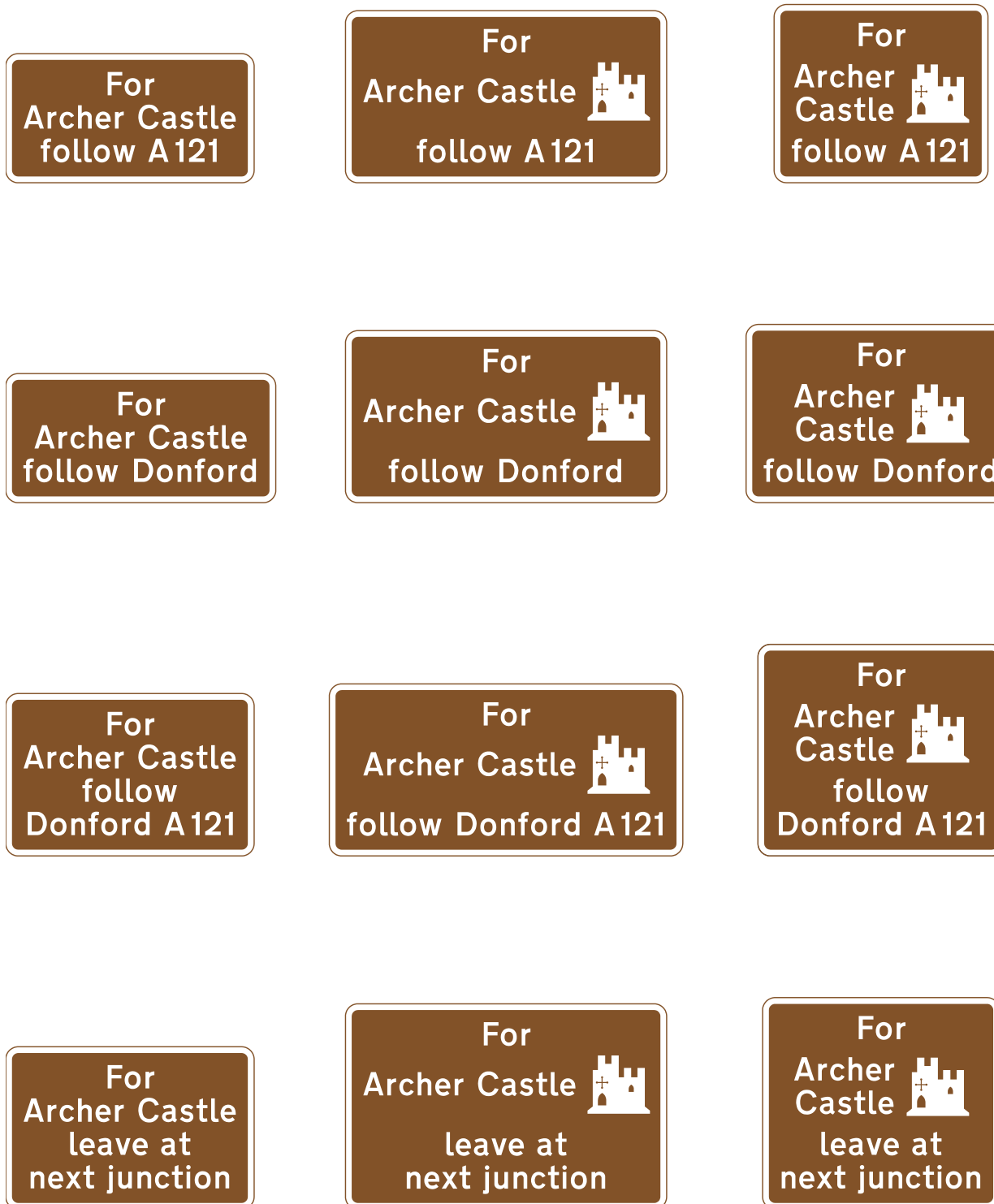
Director of Engineering
The Department for Regional Development
Roads Service
Clarence Court
10-18 Adelaide Street
Belfast BT2 8GB

G W ALLISTER
Director of Engineering

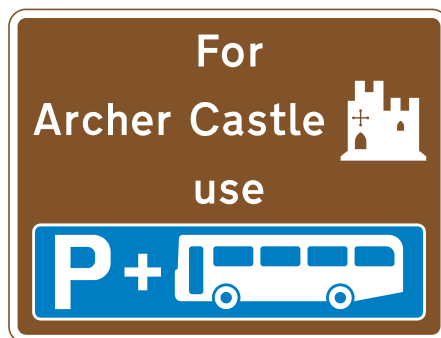
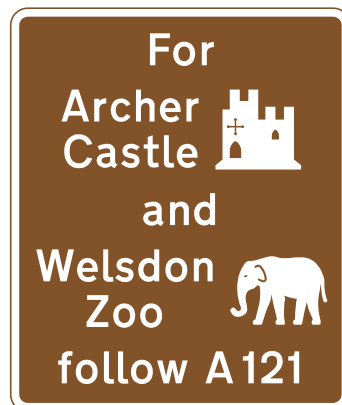
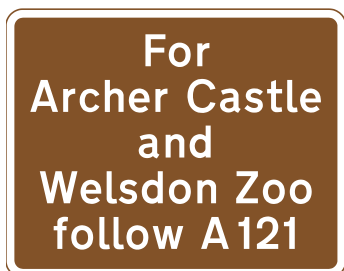
ANNEX A OPTIONS FOR SIGN DIAGRAMS 2217 AND 2927.1

(Refer to paragraph 11.8 to 11.12)

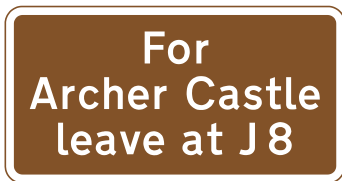
(i) All-purpose trunk roads (diagram 2217) and motorways (diagram 2927.1)



(ii) All-purpose trunk roads (diagram 2217)



(iii) Motorways (diagram 2927.1)



ANNEX B OPTIONS FOR SIGN DIAGRAMS 2328 AND 2329

(Refer to paragraph 13.4)

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

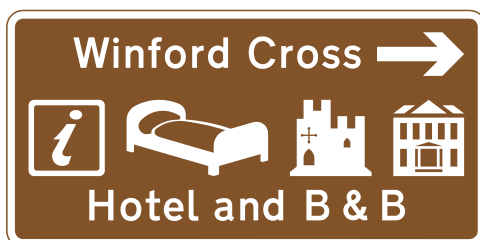
$i + 4$ tourist destinations.



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 HIGHWAYS AGENCY STANDARD
APPLICATION FORM FOR TOURIST
SIGNS ON TRUNK ROADS**

(Refer to paragraph 17.4)

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.