
Signposting for Tourist Attractions and Facilities



SIGNPOSTING FOR TOURIST ATTRACTIONS AND FACILITIES

1. Introduction

This document sets out Lincolnshire County Council's guidelines and procedures for the signing of tourist attractions and facilities.

In December 1995, the Department of Transport published new guidance on the use of brown tourist signing, and this widened the range of establishments that could be considered for such signing. It also required the County Council to approve its own policy and publish guidance for prospective applicants.

The policy was approved in January 1997, and while accepting that there was likely to be an increase in the overall number of brown signs in the county, the policy attempted to control the total number of signs and street furniture, where appropriate, and in consequence improve the visual environment.

The policy therefore placed great emphasis on the following criteria when dealing with tourist signing:

- The quality of attractions and facilities.
- Environmental awareness when dealing with the investigation and provision of signs.
- Lincolnshire's own special needs and requirements with regard to maintaining and promoting tourism in the county.
- The safe and efficient movement of traffic on the highway network.

A review of tourist signing has since been undertaken by the County Surveyors' Society, and its report was submitted in July 2000. In consequence, guidance was issued by the Department for Transport with the objective of providing clearer advice on tourist signing appropriate to meet the strategic signing 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. In the light of this guidance, which was formally issued in 2004, Lincolnshire County Council revised and updated its tourist signing policy. This policy is updated and reviewed as circumstances dictate.

2. What is a Tourist Attraction or Facility?

A tourist attraction or facility, as encompassed by the term 'tourist destination', is now broadly defined for signing purposes as being 'a permanently established destination or facility that attracts or is used by visitors to an area, and is opened to the public without prior booking during normal opening hours.' The significance of this definition is the acceptance of establishments such as hotels, restaurants, cafes, public houses and sports and leisure facilities as being eligible for signs. Some retail outlets, for example garden centres, retail parks and shopping centres, have previously been included within the definition of a tourist destination, but these and other purely-commercial retail establishments will now no longer be eligible for the provision of brown tourism signing (for garden centres with tea rooms see 3c[iii]). However, it may be possible in some instances, for example where it is deemed necessary for traffic management or safety reasons, to provide directional signing to such establishments by means of the standard directional signs, although the cost would still have to be borne by the applicant and the tourism vetting procedure would be used as the basis for eligibility.

The terms 'attraction' and 'facility', as used in this guide, also require definition. Broadly speaking, an 'attraction' may be defined as providing educational and/or recreational uses, with museums, zoos, historical sites, theatres, cinemas, theme parks and sport and leisure facilities, for example, falling into this category. A 'facility', on the other hand, might more generally be defined as providing an amenity, with public houses, hotels, guest houses, restaurants and camping/caravan sites falling into such a category.

3. Qualifying Criteria for Tourist Attractions and Facilities

For application vetting purposes, the wide range of attractions and facilities now eligible for signing require a criteria common to all. Additionally, specific-type criteria are also needed.

Decisions on signing individual establishments will depend on local circumstances, including the number of other similar establishments in the area. In all cases, the issue of road safety is paramount, and this will always be the key factor in the decision-making process.

ELIGIBILITY CANNOT CONFER AUTOMATIC ENTITLEMENT FOR SIGNS.

3a Common criteria

i) All attractions and facilities:-

Must be permanently established tourist attractions and/or facilities.

Must provide evidence of regular publicity/advertising about the attractions and facilities, which shall include their locations, opening times and how to find them (as appropriate, map or directional information).

Must have sufficient on-site or satisfactory off-site parking to accommodate the number of visitors expected. If off-site parking is used, the road signs should direct road users to the parking facilities rather than the destination itself. In the latter case, additional pedestrian signing may be required.

Must be open to visitors making impulse visits within normal opening hours, not just those who have made prior bookings.

Must provide visitor facilities adequate for the size, location and type of operation. Public toilets (including for people with disabilities), etc, must be available and meet all District Council environmental health standards.

Must have necessary planning permission and any required licences.

Must comply with prevailing relevant tourist industry quality standards.

Must not have any off-site directional advertisement signs. If approved off-highway advertisement/directional entrance signing already exists or can be approved, and if such signing can be clearly seen by approaching drivers, then brown tourism signs may be seen as superfluous and may not be permitted.

Must have approach roads capable of carrying any additional generated traffic. District and Parish Councils will be consulted over all applications in order that they may have an input into any issues that are likely to raise any environmental, economic or local concerns.

Must, unless specified differently under the heading 'Additional Criteria for Attractions', be open for at least fifty days per year and for not less than four hours per day.

3b Additional Criteria for Attractions

i) All attractions, except those listed in ii and iii :-

Must be members of a relevant tourist body and must be signed up to any Visitor Charters or visitor quality systems operated by those organisations. (There is now a 'Visitor Attraction Quality Assurance Service' run by VisitEngland.

ii) Churches

Churches should actively be promoted as a Tourism venue. Evidence of tourism/visitor promotional material should be readily available and venues should be open to impulse visitors, without prior booking, during normal opening hours. Membership of a church conservation/tourism organisation such as 'The Churches Conservation Trust (CCT)' will be considered for tourism signing. If the church 'parents' a smaller church of historical interest that is not normally open then it should also provide directional and contact information for that church.

Any church with a main function of providing services to the general public will be considered for standard black/white highway direction signs.

iii) Leisure Facilities

Must be associated with sports or activities.

Leisure activities usually associated with public houses/drinking establishments will not be considered for signing.

Cinemas, theatres and public buildings used for stages events will be considered for signing. Theatres must have a licence in accordance with The Theatres Act 1968.

iv) **NB**

Co-ordinated historic town or attraction signing may be considered where a number of attractions exist at or near one location. District and Parish Councils (and the Highways Agency for Trunk Roads) will be consulted on this type of signing.

3c Additional Criteria for Facilities

i) Hotels, Bed and Breakfast and Self-Catering Facilities

Hotels and bed and breakfast establishments must normally have a minimum of ten and five letting rooms respectively. These numbers may be subject to more flexible interpretation in remote rural areas.

Self-catering, including cottages, holiday flats and static caravans must have a minimum of five letting units.

Must be inspected accommodation either by VisitEngland, or the AA.

ii) Touring Caravan and Camping Site Facilities

Must be licensed under the Caravan Sites Control of Development Act 1960 and/or the Public Health Act 1961 and provide evidence of this.

Must have a minimum of twenty pitches for casual overnight use.

Must be members of the British Graded Holiday Park Scheme (the 'Q' Scheme) and/or other nationally recognised quality rating inspection scheme.

iii) Public Houses, Restaurants and Café Facilities

Must be registered with the District Council under the Food Safety Act 1990.

Must serve meals (not just snacks) throughout the day or at lunchtime and in the evening for at least six days a week and for six months of the year.

Must be willing to accommodate children.

Drinking-only establishments will only be considered for signing if they are of historical tourist interest and/or are involved in brewing or other specialised interest.

Where tea rooms are co-located with garden centres, only the tea rooms will be considered for signing (this must be reflected in the advertising).

iv) Small-community facilities (shops and post offices)

It is recognised that facilities such as shops and post offices in small and remote communities are highly-valued by those communities. Brown signing is not seen as being appropriate, and neither should such facilities see such signing as advertising. This would only lead to a proliferation of such signs in an environment already suffering from 'sign overload'. Therefore, black on white directional signs may be considered, using the tourist policy as a basis for vetting applications, and with the applicant paying the usual costs associated with such applications.

IF MORE THAN TWO FACILITIES OF ANY TYPE EXIST IN ANY TOWN, VILLAGE OR LOCATION, OR ARE LOCATED WITHIN ONE MILE OF EACH OTHER, THEN CO-ORDINATED GENERIC SIGNING MAY BE CONSIDERED TO BE MORE APPROPRIATE (SEE ALSO 4 & 5).

4. Additional Criteria for Signing in Towns and Villages with a number of Facilities

Within towns and villages, generic worded signing will be considered as an alternative to individual facility signing, with references to town centre, etc, being extended to include references to toilets, hotels, restaurants, shopping, etc. Signing to an individual facility may be considered when its location is difficult to find.

5. Bypassed Community Signing

Bypassed community and community entrance signing will be considered as an alternative to individual facility signing. This signing will consist of town or village facilities being symbolically indicated from a bypass or nearby main road(s), and at or near existing town/village nameplates.

Bypassed community signing will normally only be used to direct road users to small towns or villages with a population of less than 10,000.

District and Parish Councils (and the Highways Agency for Trunk Roads) will be consulted on signing at paragraphs 4 and 5 (including pedestrian signing) with a view to co-ordinated signing schemes being drawn up for all facilities that meet the various criteria.

FOR ALL FACILITIES/ATTRACTIONS IN PARAGRAPHS 4&5 THE VETTING PROCEDURE AND APPLICATION PROCESS MUST BE UNDERTAKEN FOR EACH INDIVIDUAL ATTRACTION/FACILITY. THIS SHOULD BE CO-ORDINATED BY THE RELEVANT LOCAL COUNCIL TO ENSURE THAT ALL ATTRACTIONS/FACILITIES ARE INCLUDED IN THE PROCESS.

6. Purpose and Extent of Signing Guidelines

The following signing guidelines will be used to determine applications for tourist signs:-

The main purpose of tourist signs 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. Tourist signs must direct drivers to destinations safely and by the most suitable roads, and should only be needed when the immediate localities in which the attractions and facilities are situated have been reached. By and large, drivers should be able to find their way to the towns or villages in or near to which the attractions and facilities are located by the use of road maps, directional information provided in the tourist information supplied by the attraction/facility, and by the normal direction signs on the highway network.

Although it is recognised that tourist signs provide a degree of advertising, they must not be provided solely for that purpose.

For most tourist attractions and all tourist facilities, signing will normally be appropriate within about two miles of the destination.

Taking into consideration the previous paragraphs under this heading, tourist signing may start from:-

The nearest A or B-class roads (although in cases for example where an unclassified road forms a main route, the nearest unclassified road may be more appropriate).

The point where the route to an attraction or facility differs from the normal (signed) route into a town or village in which, or near, they are located.

Within the towns and villages where the attractions and facilities are located.

In exceptional cases, for example a major attraction in a remote area (ie not located close to a large town), signing may be justified from further away.

Attractions and facilities located on A and B roads will not always require signing, especially if their entrances are visible and identifiable from a distance. However, if approach visibility is poor and/or vehicle speeds are excessive, attractions and facilities may be considered for tourist signs.

More extensive signing may be considered for larger attractions and facilities or for traffic management reasons.

Where attractions and facilities are seasonal, it may be that the use of temporary black and yellow signs are more appropriate. A full application will be required and if successful temporary signing contractors details will be supplied. LCC will approve all sign locations with the contractor. The applicant will be required to meet all costs involved and the venue will be subject re-vetting every 5 years as normal.

It may be necessary to refuse a request for a sign at a given location because of siting difficulties or where the number of destinations signed at a junction would be excessive. In general, the maximum number of destinations that a driver can read on a sign is six. Where long names are involved, or where the road carries fast-moving traffic, this number will be less. The maximum number of tourist destinations signed at a single location will not normally exceed four on lower speed roads, and three on higher speed roads. The number of other non-tourist signs at that location will also be taken into consideration.

Environmental factors will be taken into consideration regarding the style, design construction and mounting of signs. The positioning of signs in relation to other signs, trees, listed buildings, views, etc, will also be taken into account, and this is particularly important in conservation and rural areas.

Lengthy tourist destination names require large signs, and where necessary names will be shortened. Attraction and facility signs will not normally be more than three words long, and as a rule only one tourist symbol will be allowed per attraction or facility. The exception would be the use of two symbols where facilities providing accommodation also serve meals throughout the day and/or at the recognised times.

Examples of the different types of signing and details of the different types of symbols are attached.

Where the provision of approved tourist signing is delayed, temporary motoring organisation-type signing may be permitted as a short term alternative. In this situation, the applicant will be required to pay this additional cost, usually by direct billing from the temporary signing contractor.

Where tourist signing is approved and in place, temporary signs for 'special events' will not be allowed, except where compelling traffic management reasons dictate otherwise.

The provision of signing on Trunk Roads (A1, A46 from the A57 roundabout South Westwards to the County boundary and the A52 Leicestershire boundary to the A1) will also require the approval of the Highways Agency (Department for Transport) or its agent.

7. Financial Arrangements and Conditions of Approval

All applicants are subject to the fees and costs laid out below. There are no exemptions for charities or local government organisations.

Directional signs erected within the highway have to comply with the current Traffic Signs Regulations and General Directions and must have received approval from Lincolnshire County Council or by the Highways Agency for Trunk Roads.

All fee rates are as agreed by County Councillors and increases approved by them. The appropriate rates for the current period will be charged at each stage of the process.

The costs involved in a signing scheme have to be met by the applicants. Those costs will be:-

- a) An initial fee of £150.00 for vetting applications, regardless of outcome. This contributes towards the cost of administrative time in checking eligibility, assessing entitlement, site feasibility studies and consultations with Lincolnshire Tourism, District and Parish Councils (and the Highways Agency where necessary).
Applicants will be informed of the proposed type, number and extent of any approved signing, together with the design charges. Those who receive objections will be informed of the nature of the objection(s) and who has made them. The officer(s) dealing with the application will try and work with the objector(s) to resolve the issue, if at all possible to do so. Those refused will be given the reasons for refusal.
Where a response is required from the applicant at any stage of an initial application, only one reminder (with copy of all previous correspondence) is sent. Once more than 6 months have elapsed since the date of the last piece of correspondence, with no further contact from the applicant – the application will be archived and any subsequent application will start from the beginning – current fees will apply.
- b) The design charge is £100.00 for each approved sign location. This charge is payable in advance and covers site investigations, sign designs, plan preparation and a quotation for supplying and erecting the signs.
- c) The actual cost of the signs is payable in advance of the work being ordered and includes all risk assessments being carried out and site supervision required.

Where co-ordinated, generic or symbolic signing is proposed, then the total cost of the signing will be shared between the applicants.

Without full site investigation, it is difficult to provide accurate costing for the design, supply and erection of signs. Charges for one supplied and erected sign are, however, likely to range between a few hundreds of pounds for a small sign in an urban area, to many thousands of pounds where signs are located on A and B-class open roads.

Every five years (from the date of the applicant's completed form of acceptance), facilities/attractions will be required to resubmit an application for brown tourism signing. This is to ensure compliance with all current regulations and that venues are appropriately signed relevant to the nature of the facility/attraction being offered. Each re-application shall be subject to £100 re-vetting fee. This will be of benefit to the tourism industry generally in that unauthorised signs and those where the attraction/facility no longer operates will be removed from the highway network. Signing which does not fulfil its intended purpose serves only to bring the system generally into disrepute. If no response is received following the initial contact and 4 further reminders, the next letter will advise that the signs will be placed on a list for removal when we are next carrying out work in the area

Traffic signs erected in the highway become the property of the Highway Authority, which is responsible for routine maintenance. This includes the cleaning of the sign faces and tightening of fixings, etc, but does not include replacement or repair following theft, damage or failure of the sign due to normal wear and tear, the cost of which will have to be borne by the original owner or, if under new ownership, a new application for tourism signing will have to be submitted.

Lincolnshire County Council reserves the right to change, amend or remove any signs erected. Any changes that are made to any sign without the consent of the Highway Authority or its agent may result in removal of the sign.

The closure of a venue or failure to continue to comply with the qualifying criteria will result in the removal of the sign(s).

The time-scale involved in determining whether an attraction/facility is eligible for signs is very much dependant upon the amount of investigative and consultative work involved. The delay sometimes experienced in processing an application is often as a result of difficulties in receiving approval, through the consultation process with the Parish Council. It is therefore suggested that early negotiations are undertaken by any applicant with the relevant Parish Council and written confirmation of support is obtained to support the application.

Any consultee that fails to respond following two reminder letters. The matter will then be escalated to a higher level.

The manufacture and erection of the signs will normally take ten to twelve weeks from the receipt of the applicants payment for the works and returning all the necessary documentation.

Lincolnshire County Council reserves the right to change or amend its 'Signposting for Tourist Attractions and Facilities' Policy, criteria, guidelines and charges. All charges will be reviewed on a regular basis and agreed with elected members prior to increases being implemented.

All works are ordered through our term contractor and the prevailing policies will apply, e.g. health and safety, risk assessment etc.

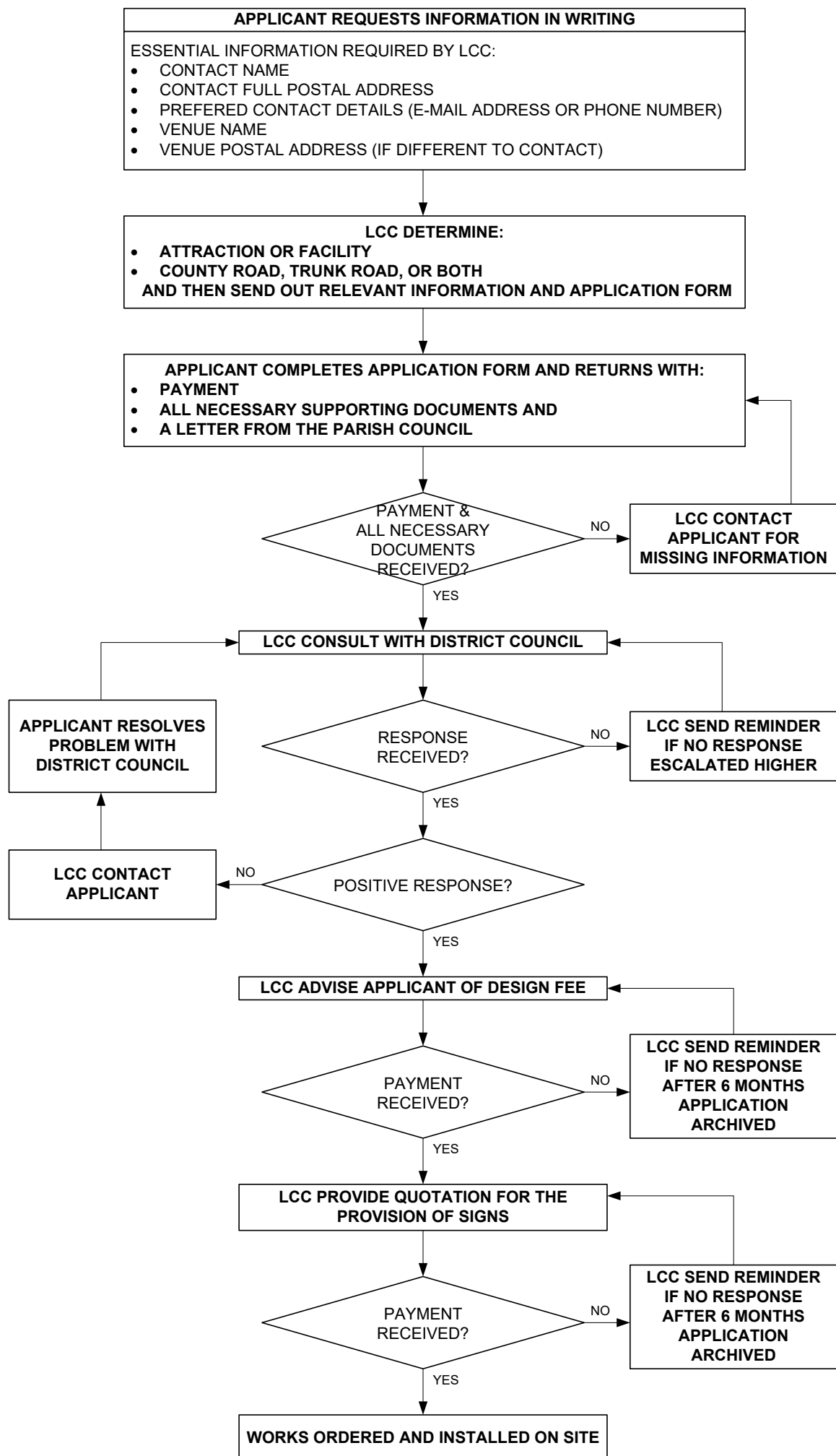
Successful applicants will be given the contact information for the SAT NAV organisations responsible for adding venues to base mapping as points of interest on these devices.

Phone calls are welcome, however for efficient case handling this should be supported in writing (letter or e-mail accepted).

Contact Details:

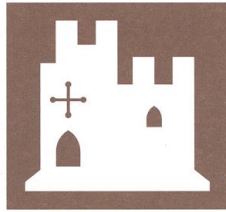
Highways and Transportation
Technical Services Partnership
Crown House
Grantham Street
Lincoln
LN2 1BD
Tel: (01522) 782070
Fax: (01522) 516716
E-mail: lcchighwaystsp@lincolnshire.gov.uk

Process – showing how the application will be progressed





T1
Tourist Information Point
or Centre



T2
Castle of historic
or architectural interest



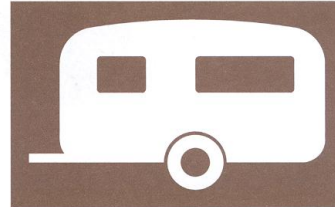
T3
House of historic
or architectural interest



T4
Picnic area



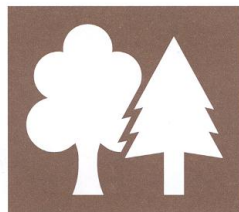
T5
Youth Hostel
(See caption under diagram 2303
for usage)



T6
Caravan site or park
(See caption under diagram 2301
for usage)



T7
Camping site or park
(See caption under diagram 2301
for usage)



T8
Woodland recreation area



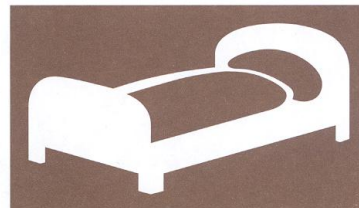
T9
Viewpoint



T10
Light refreshment facilities



T11
Restaurant



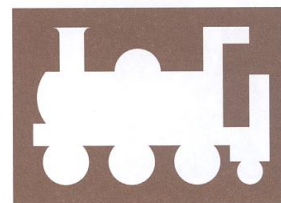
T12
Hotel or other overnight accommodation



T101
National Trust property



T102
Flower garden or
horticultural exhibition



T103
Preserved or tourist railway
or railway museum



T104
Water sport activities



T105
Church of historic or
architectural interest



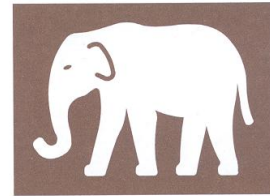
T106
Cathedral of historic or
architectural interest



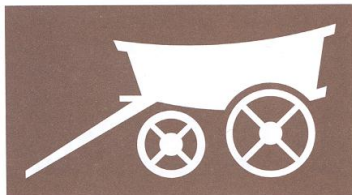
T107
Wildlife park



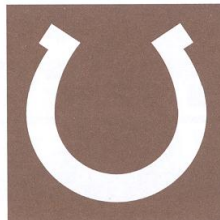
T108
Windmill of historic or
architectural interest



T109
Zoo



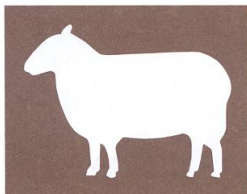
T110
Agricultural museum



T111
Equestrian centre



T112
Country park



T119
Farm park



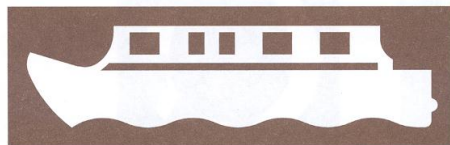
T120
Pottery or craft centre



T121
Prehistoric site or
monument



T122
Butterfly farm



T123
Canal-side attraction

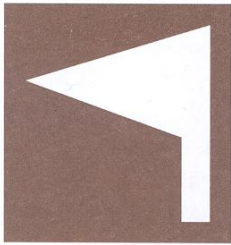


T124
Industrial heritage museum
or attraction

Historic dockyard or attraction
of maritime interest

Air museum

Beach



T134
Golf course



T135
Race course



T136
Motor sport



T125
Watermill of historic or
architectural interest



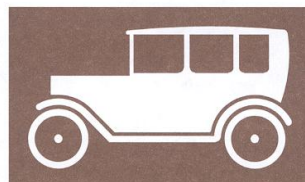
T126
Aquarium or oceanarium



T127
Site with Roman remains



T128
Heavy horse centre



T129
Motor museum



T130
Craft centre or forge



T131
Spa, spring or fountain
of particular interest



T132
Farm trail



T133
Vineyard



T137
Cricket ground



T138
Football ground



T139
Canoeing



T140
Fishing



T141
Boat hire



T142
Cycle hire



T143
Woodland walk
in a coniferous forest



T144
Woodland walk
in a deciduous or mixed forest



T145
Outdoor pursuits centre



T146
Roller skating



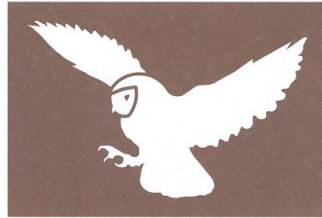
T147
Ice skating



T148
Ski slope



T149
Ten pin bowling



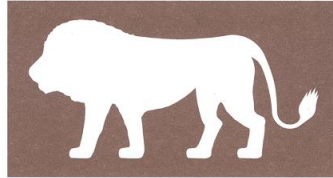
T150
Birds of prey centre



T151
RSPB bird reserve



T152
Centre approved by the
Rare Breeds Survival Trust



T153
Safari park



T154
Battlefield site



T155
Brass rubbing centre



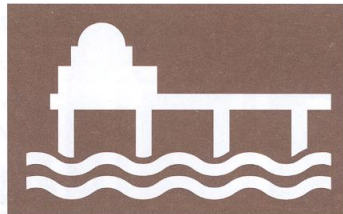
T156
Tower or folly of historic
or architectural interest



T157
Historic building



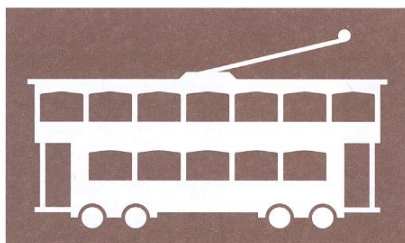
T158
Lighthouse open
to the public



T159
Pier



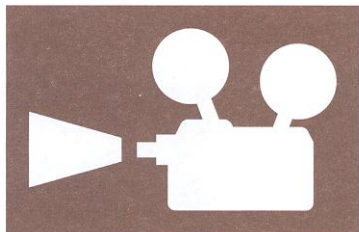
T160
Swimming pool or
indoor water sports centre



T161
Tram museum



T162
Bus museum



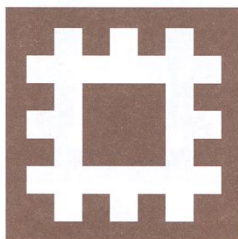
T163
Cinema



T164
Theatre or concert hall



T201
Tourist attraction recognised
by a regional tourist board or
the English Tourist Board



T202
Property in the care of
English Heritage



T203
Museum or art gallery



T204
Sports centre



T205
National Nature Reserve
designated by English Nature

Development Directorate
Roads and Transport, including Planning

Telephone: **01522 782070**

Minicom: **01522 552055**

This information can be provided in another language or format. For all enquiries please contact the above number.

Ky informacion mund të sigurohet në një gjuhë apo format tjetër.
Për çfarëdo pyetje, ju lutem kontaktoni numrin e mësipërm.

Informācija var tikt sniegta citā valodā vai formātā. Jautājumu gadījumā lūdzam zvanīt uz iepriekš minēto numuru.

يمكن تزويد هذه المعلومات بلغة أو صيغة أخرى. الرجاء الاتصال بالرقم أعلاه
لكن الإستفسارات.

Ši informacija gali būti pateikta kitoje kalboje ar formate. Visiem
pasiteiravimam prašome susisiekti su viršuj nurodytu numeriu.

本资料亦有其他语言版本和另外的版式。请拨打上面的号码
询问。

Ta informacja jest także dostępna w innym języku i formacie. W
razie jakichkolwiek pytań zadzwoń pod powyższy numer.

Tyto informace jsou k dispozici i v jiném jazyce nebo formátu.
Se všemi dotazy se prosím obraťte na výše uvedené číslo.

Esta informação pode ser fornecida em outro idioma ou
formato. Para quaisquer inquéritos, contacte o número acima.

Cette information peut être fournie dans une autre langue ou sous
un autre format. Pour tous renseignements, veuillez appeler le
numéro ci-dessus.

Această informație poate fi furnizată în altă limbă sau format.
Pentru toate nelămuririle vă rog contactați numărul de mai sus.

Ezt az információkat megadhatja más nyelven vagy formátumban is. Ha bármi kérdése
merülne fel, kérjük hívja fel a fenti telefonszámot.

Эта информация может быть предоставлена на другом языке или в
другом формате. По всем вопросам пожалуйста звоните по
вышеуказанному номеру.

ئەم زانیاریاتە دەکرێت بە زمانێکی تر یان شیوازیکی تر داڕێژرێت. ئەگەر هەر
پرسیاریکت هەبێت تێکایە پەیوەندی بەم ژمارەیەیی سەرەوه بکە.

Bu bilgiyi başka bir dilde veya formatta temin edebilirsiniz.
Diğer sorularınız için lütfen yukarıdaki numarayı arayınız.

County Offices, Newland, Lincoln LN1 1YL

Website: www.lincolnshire.gov.uk

Email: customer_services@lincolnshire.gov.uk