
VOLUME 8 TRAFFIC SIGNS AND LIGHTING

SECTION 2 TRAFFIC SIGNS AND ROAD MARKINGS

PART 4

TD 52/17

TRAFFIC SIGNS TO TOURIST DESTINATIONS AND LEISURE FACILITIES IN ENGLAND

SIGNING FOR MOTORWAYS AND ALL-PURPOSE TRUNK ROADS

SUMMARY

This document contains requirements for the provision of tourist and leisure signs on the motorway and all-purpose trunk road network in England. It supersedes TD 52/04.

INSTRUCTIONS FOR USE

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

1. Remove existing contents pages for Volume 8 and insert new contents pages for Volume 8.
2. Remove TD 52/04 from Volume 8, Section 2, Part 4 and archive as appropriate.
3. Insert TD 52/17 into Volume 8, Section 2, Part 4.
4. Archive this sheet as appropriate.

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



HIGHWAYS ENGLAND

TD 52/17
Volume 8, Section 2, Part 4



TRANSPORT SCOTLAND



Llywodraeth Cymru
Welsh Government

LLYWODRAETH CYMRU
WELSH GOVERNMENT



DEPARTMENT FOR INFRASTRUCTURE
NORTHERN IRELAND

Traffic Signs to Tourist Destinations and Leisure Facilities in England Signing for Motorways and All-purpose Trunk Roads

<p>Summary: This document contains requirements for the provision of tourist and leisure signs on motorways and all-purpose trunk roads in England. It supersedes TD 52/04.</p>

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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1. INTRODUCTION

Background

- 1.1 TD 52 has been updated following the publication of the Government Tourism Policy [5] and Department for Transport policy paper, Signing the Way [6]. These policy changes have driven and informed the development of this document. In particular, Government Tourism Policy included a commitment that Highways England will work with the Department for Culture, Media and Sport and other interested parties to ensure the approach to tourist signs on the motorway and all-purpose trunk road network meets the needs of drivers whilst giving the tourism industry a helping hand. This is balanced against the aim to reduce sign clutter and to maintain forgiving roadsides as outlined in Signing the Way [6]. TD 52 has also been updated to reflect the requirements of The Traffic Signs Regulations and General Directions 2016 (TSRGD) [1] which distinguish Tourist Destinations and Leisure Facilities.
- 1.2 The tourism industry and Highways England have agreed to work closely together. VisitEngland has supported Highways England in updating the criteria for the signing of Tourist Destinations and Leisure Facilities in this document. VisitEngland will continue to advise Highways England on eligibility decisions where required.
- 1.3 The purpose of tourist and leisure signs is to guide visitors to their intended Tourist Destination or Leisure Facility along the most appropriate route during the latter stage of their journey. This is predominately for traffic management reasons e.g. where safety or capacity considerations mean that the highway authority wishes to direct traffic along particular routes in order to minimise any negative effects on the network and/or on nearby residents, or where satellite navigation systems and/or online mapping suggest inappropriate routes.
- 1.4 As there is only a limited quantity of information that can be safely read by road users, priority for tourist and leisure signing on the motorway and all-purpose trunk road network is given to Tourist Destinations and Leisure Facilities with the greatest traffic management and/or safety needs.
- 1.5 Applications for the provision or alteration of tourist and leisure signs on the motorway and all-purpose trunk road network may be made at any time by the owners, operators or agents of tourist or leisure businesses. All new applications and any resulting works to design, install or alter tourist or leisure signs on motorways and all-purpose trunks roads shall be funded by the applicants pursuant to section 278 of the Highways Act 1980 (as amended) [14] subject to paragraph 7.3.

Scope and Purpose

- 1.6 This document contains requirements for the provision of tourist and leisure signs on the motorway and all-purpose trunk road network in England. It includes requirements to be used by the Overseeing Organisation in the assessment of applications for tourist and leisure signs.
- 1.7 The purpose of this document is to allow Highways England to balance the needs of road users with the needs of the tourist and leisure industries, whilst minimising environmental impact and managing the roadside impact of signs.
- 1.8 In order for Tourist Destinations and Leisure Facilities to be considered for tourist and leisure signs they will need to meet the eligibility criteria set out in Chapter 2. It should be noted that meeting the eligibility criteria does not mean that a Tourist Destination or Leisure Facility shall be automatically entitled to tourist or leisure signs. Other factors, such as the safe accommodation of signs within the highway, also need to be considered (refer to paragraphs 2.24 and 2.25).

- 1.9 Tourist and leisure signs must be prescribed by TSRGD [1] or specially authorised by the Secretary of State.
- 1.10 Further guidance is given in Tourist and Leisure Signs in England – Advice for Businesses [7], which provides best practice advice to applicants on how they can demonstrate that they meet the eligibility requirements for tourist and leisure signs outlined in this document.
- 1.11 Details of the application process and financial arrangements for tourist and leisure signs permitted under the scope of this document are available from the Overseeing Organisation.
- 1.12 Destinations where retail is the primary function are not eligible for tourist or leisure signs on motorways and all-purpose trunk roads. Examples of such destinations include:
 - (a) Retail parks;
 - (b) Shopping centres;
 - (c) Garden centres; and
 - (d) Exhibition centres.

The policy on the provision of signs to these destinations is contained in TD 53 Traffic Signs to Retail Destinations and Exhibition Centres in England & Wales – Trunk Roads [8].

- 1.13 Special events shall not be signed using tourist or leisure signs. Guidance on the signing of special events (annual or one-off events for example) is contained in Traffic Advisory Leaflet 04/11 [9].

Definitions

- 1.14 ‘Bypassed Community Signs’ means signs that inform road users of the availability of tourist information, local attractions and facilities within a community which is not already signed.
- 1.15 ‘Country Tour’ means a designated route that passes through places of potential interest to tourists and starts and ends at the same location.
- 1.16 ‘Home Highway Authority’ (HHA) refers to the highway authority for the road which provides the main direct access to a Tourist Destination or Leisure Facility.
- 1.17 ‘Large Conurbation’ means a built-up area with a population greater than 250,000 people.
- 1.18 ‘Leisure Facility’ is defined in TSRGD and means:
 - (a) the facilities listed as ‘(Leisure facility)’ in Parts 14, 15, 16 and 18 of Schedule 12 of TSRGD; and
 - (b) a tourist hostel.
- 1.19 ‘Major Tourist Destination’ means a Tourist Destination that receives more than twice the number of visitors defined in Table 2/1 for a given road type.
- 1.20 ‘Major Leisure Facility’ means a Leisure Facility that receives more than twice the number of visitors defined in Table 2/1 for a given road type.

1.21 ‘Must’ is used in this document to denote a statutory obligation.

1.22 ‘National promoter of tourism’ is defined in TSRGD [1] as:

- (a) in relation to England, the British Tourist Authority^(a);
- (b) in relation to Scotland, VisitScotland^(b); and
- (c) in relation to Wales, Welsh Ministers^(c);

where:

- (a) The British Tourist Authority currently promotes tourism in England using the trading name “VisitEngland”.
- (b) The Scottish Tourist Board (established by section 1 of the Development of Tourism Act 1969 (c. 51)) was renamed VisitScotland by the Tourist Boards (Scotland) Act 2006 (asp 15).
- (c) Welsh Ministers currently promote tourism in Wales using the branding “Visit Wales.”

The term ‘national promoter of tourism’ is not included in the Northern Ireland equivalent of the TSRGD [1], the Traffic Signs Regulations (Northern Ireland) 1997 [15]. Tourism Northern Ireland is responsible for the development of tourism and the marketing of Northern Ireland as a tourist destination to visitors within Northern Ireland and from the Republic of Ireland.

1.23 ‘Not Fit for Purpose’, in relation to tourist and leisure signs, means a sign which no longer fulfils its function i.e. its condition has deteriorated to the extent that it fails to impart the information that was intended, and the cost to repair the assembly of the sign (either foundation, support, sign face or all of these) is considered to be uneconomical by the Overseeing Organisation.

1.24 ‘Overseeing Organisation’ is as defined in GD01 Introduction to the Design Manual for Roads and Bridges (DMRB) [10].

1.25 ‘Permanently Established’ means an attraction or facility that is not temporary.

1.26 ‘Rural Area’ means an area consisting of settlements of less than 10,000 people.

1.27 ‘Shall’ is used in this document to denote a requirement that is to be strictly followed.

1.28 ‘Should’ is used in this document to denote a recommendation (not a requirement).

1.29 ‘Tourist Destination’ is defined in TSRGD [1] and means:

- (a) a Tourist Information Centre or Point;
- (b) a permanently established attraction or facility (other than a leisure facility) which:
 - (i) attracts or is used by visitors to an area;
 - (ii) is open to the public without prior booking during its normal opening hours; and

- (iii) is recognised as a tourist attraction or facility by the appropriate national promoter of tourism;
 - (c) a village, town or city that is of particular interest to tourists; or
 - (d) a route that is of particular interest to tourists.
- 1.30 'Tourist Information Centre' is defined in TSRGD [1] and means a staffed information service centre recognised and supported by the appropriate national promoter of tourism.
- 1.31 'Tourist Information Point' is defined in TSRGD [1] and means a display of tourist information approved by the appropriate national promoter of tourism or another person or body responsible for promoting tourism for a particular village, town or other area of England, Wales or Scotland.
- 1.32 'Tourist Route' means a designated alternative to the quickest or most direct route to the named destination that passes through places of potential interest to tourists.

Abbreviations

- | | | |
|------|-------|--|
| 1.33 | DfT | Department for Transport |
| 1.34 | HHA | Home Highway Authority |
| 1.35 | LTN | Local Transport Note |
| 1.36 | TIC | Tourist Information Centre |
| 1.37 | TIP | Tourist Information Point |
| 1.38 | TSRGD | The Traffic Signs Regulations and General Directions |
| 1.39 | VE | VisitEngland |

Application in Devolved Administrations

- 1.40 Where tourist or leisure signs are requested for a Tourist Destination or Leisure Facility located in Scotland or Wales and that destination or facility is close to the English border, this document applies for determining the eligibility of that destination or facility for tourist or leisure signs to be located on motorways and all-purpose trunk roads in England.
- 1.41 For determining the eligibility of Tourist Destinations and Leisure Facilities for tourist and leisure signs to be located on the Welsh motorway and all-purpose trunk road network, refer to the Welsh Government document, Traffic Signs for Tourist Destinations on Trunk Roads and Motorways in Wales [11].
- 1.42 For determining the eligibility of Tourist Destinations and Leisure Facilities for tourist and leisure signs to be located on the Scottish motorway and all-purpose trunk road network, refer to the Transport Scotland document, Trunk Road and Motorway Tourist Signposting Policy and Guidance [12].
- 1.43 For determining the eligibility of Tourist Destinations for tourist signs to be located on the Northern Ireland road network, refer to the Transport Northern Ireland policy and procedure guide, The Signing of Tourist Attractions and Facilities [13].

Implementation

- 1.44 This document shall be implemented immediately, except where:
- (a) The procurement of works, at any stage from conception through design to completion of construction, has reached a stage at which, in the opinion of the Overseeing Organisation, use of this document would result in significant additional expense or delay progress (in which case the decision shall be recorded in accordance with the Overseeing Organisation's procedure); or
 - (b) A contract has terms which apply specifically to the implementation of new requirements.

Assumptions

- 1.45 This document is intended to be read by professionals who understand traffic sign design.
- 1.46 This document should be read in conjunction with:
- (a) The Traffic Sign Regulations and General Directions [1];
 - (b) Chapter 7 of the Traffic Signs Manual [2];
 - (c) Local Transport Note (LTN) 1/94 [3];
 - (d) DfT 'Working drawings for traffic signs' website [4] in items headed Schedule 12 part 14, 15, 16, 17 and 18.

Feedback and Enquiries

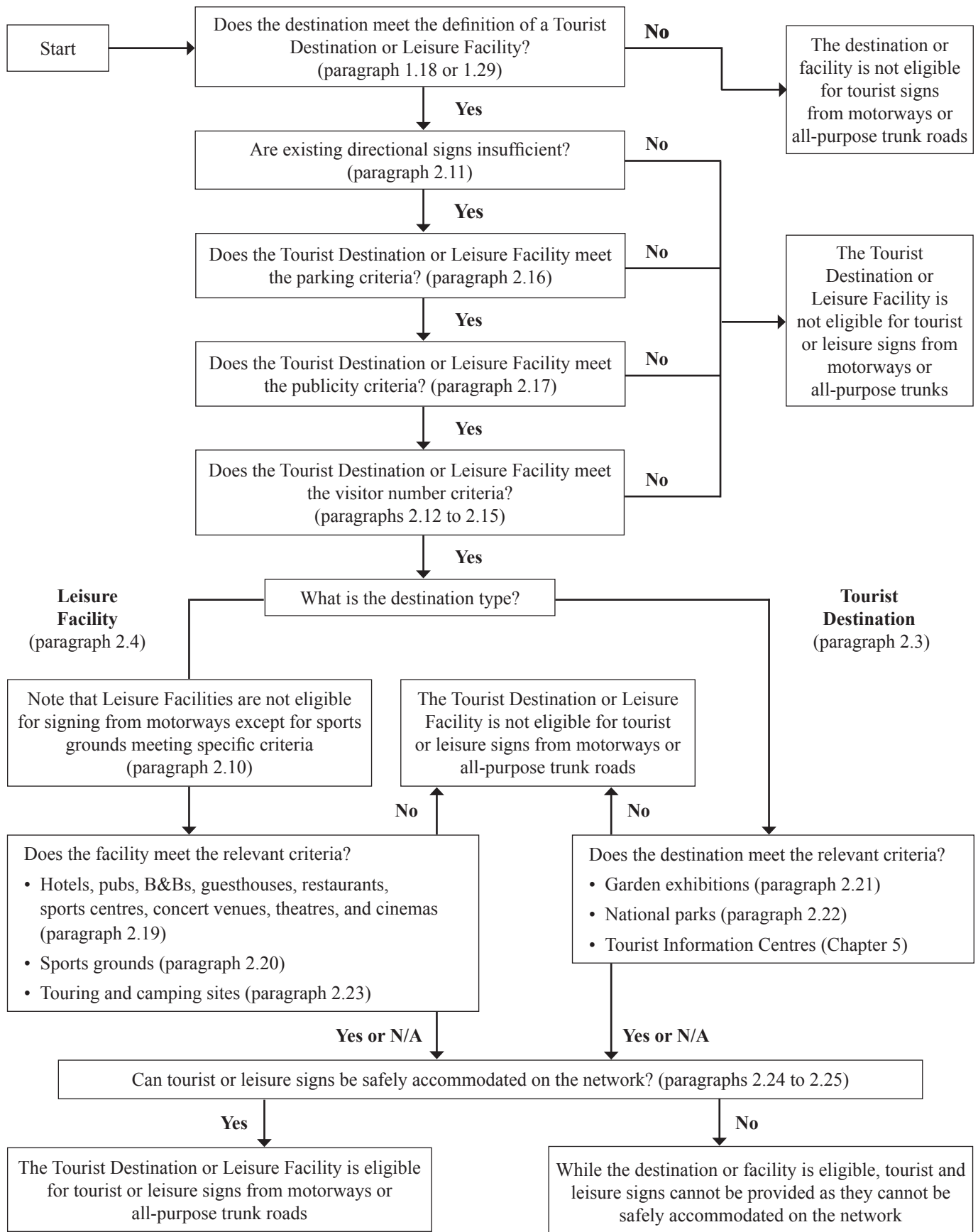
- 1.47 Users of this document are encouraged to raise any enquiries and/or provide feedback on its content and usage.
- 1.48 The email address for general enquiries and feedback is:
- DMRB_Enquiries@highwaysengland.co.uk.

2. TOURIST DESTINATION AND LEISURE FACILITY CRITERIA

General Criteria

- 2.1 Applications for tourist and leisure signs shall be assessed based on the case made in accordance with the criteria in this document, including confirmation that the HHA has accepted the case for local road signing (where applicable).
- 2.2 Where there is a degree of subjectivity, VisitEngland (VE) shall decide whether a Tourist Destination or Leisure Facility is eligible for tourist or leisure signs from the motorway and all-purpose trunk road network. Where a decision from VE is required, the Overseeing Organisation shall contact the owner of this document who will liaise with VE on its behalf. The owner of this document shall be responsible for liaising with VE in all cases.
- 2.3 Tourist Destinations include Tourist Information Centres, theme parks, historic buildings, museums, zoos, exhibition gardens, nature reserves, areas of special interest, country tours, and tourist routes.
- 2.4 Leisure Facilities include hotels, guesthouses, bed & breakfast establishments, public houses, restaurants, holiday parks, touring and camping parks, picnic areas, sports venues, sports centres, country parks, beaches, and theatre and concert halls.
- 2.5 The examples given in paragraphs 2.3 and 2.4 are not exhaustive lists, but give a broad indication of the types of establishments in each category. Reference should be made to TSRGD [1] for the type of Tourist Destinations and Leisure Facilities that may be shown on traffic signs.
- 2.6 Tourist Destinations and Leisure Facilities that have yet to open or have only just opened shall be treated as Permanently Established Tourist Destinations and Leisure Facilities.
- 2.7 Guidance on relevant quality assurance schemes available to destinations to assist in maintaining quality standards is provided in Tourist and Leisure Signs in England – Advice for Businesses [7].
- 2.8 A flow chart is provided in Figure 2/1 to assist in determining whether a Tourist Destination or Leisure Facility meets the eligibility requirements set out in this document. It should be noted that while a Tourist Destination or Leisure Facility may meet the eligibility criteria, it may not always be possible to provide tourist or leisure signs (refer to paragraphs 2.24 and 2.25 for further information).

Figure 2/1 Tourist Destination and Leisure Facility Eligibility Flow Chart



- 2.12 Minimum visitor number thresholds shall apply to Tourist Destinations and Leisure Facilities with the exception of Tourist Information Centres, picnic areas, and facilities where the primary function is the serving of food and light refreshments, or the provision of overnight accommodation.
- 2.13 Minimum visitor number thresholds shall be determined with reference to Table 2/1 for the road type where the furthest tourist or leisure sign is proposed.

Table 2/1: Minimum Visitor Number Thresholds for Tourist and Leisure Signing to Tourist Destinations and Leisure Facilities

Trunk Road Type	Minimum Number of Visitors Required	
	Per Year	Or 20% of the annual In the Peak Month
Motorways within or adjacent to a Large Conurbation, including the M25	250,000	50,000
Other motorways	200,000	40,000
Dual carriageways with grade separated junctions or a speed limit of 50 mph or more	150,000	30,000
Other dual carriageways	100,000	20,000
Single carriageways	40,000	8,000

- 2.14 A one step relaxation of the visitor number threshold shall be applied for attractions recognised by VE as being of national or regional importance in historical or cultural terms. For example, ‘other dual carriageways’ visitor numbers would be relaxed to the numbers required for single carriageways. For single carriageways, a one-step relaxation equates to 26,000 visitors per year or 5,200 visitors in the peak month.
- 2.15 Visitor number projections as stated in the most recently approved planning application shall be provided for a Tourist Destination or Leisure Facility that is not yet open.
- 2.16 Tourist Destinations and Leisure Facilities shall have parking on site or close by (i.e. within 250m) to accommodate the volume of traffic expected to visit the destination on a typical day.
- 2.17 Tourist Destinations and Leisure Facilities shall have adequate publicity material containing clear directions with mapping. The material shall advertise their establishment, opening times, location, accessibility by road (and also by public transport if applicable).
- 2.18 Applications shall not be accepted from Tourist Destinations or Leisure Facilities that have any unlawful advertisement signs relating to the destination located on private land adjacent to the highway.
- 2.19 Hotels, public houses, guesthouses, bed and breakfast establishments, restaurants, sports centres, concert venues, theatres and cinemas shall only be signed if they are located in Rural Areas.
- 2.20 Sports stadia shall only be signed from motorways and all-purpose trunk roads using leisure signs where there are exceptional traffic management and safety reasons and the stadium is recognised by VE as being of regional or national importance.

- 2.21 Permanent garden exhibitions shall be assessed for signing as tourist destinations if all of the following apply:
- (a) The exhibition is recognised by VE as being of regional or national importance in horticultural or arboricultural terms; and
 - (b) The exhibition qualifies as an eligible Tourist Destination.
- 2.22 National Parks and geographical areas that are marketed under a collective theme, e.g. literary or historic connections, shall be assessed for tourist signing where all of the following apply:
- (a) Traffic is routed to a Permanently Established Tourist Information Centre;
 - (b) The name appears on maps and atlases; and
 - (c) The area has signed boundaries.
- 2.23 Touring and camping sites shall be licensed under the Caravan Sites and Control of Development Act 1960 (other than those organisations granted exemption under paragraph 12 of the First Schedule) [16] and/or the Public Health Act 1936 [17].

Tourist and Leisure Sign Accommodation Criteria

- 2.24 While Tourist Destinations and Leisure Facilities may meet the eligibility criteria for tourist and leisure signs, it may not always be possible to accommodate them. This may be because of physical constraints or the number of other destinations requiring signing in the area (see paragraph 2.24). This could include regional destinations or other Tourist Destinations or Leisure Facilities. Eligibility against the defined criteria in this document does therefore not mean that signs will be automatically permitted.
- 2.25 In some cases, TSRGD [1] defines the maximum number of destinations that are permitted to be included on specific types of tourist and leisure signs. If more than the maximum number of qualifying Tourist Destinations or Leisure Facilities seek signing from a particular junction and each of them have an equal traffic management and safety need, Highways England shall consult with the HHA (and VE if necessary) to determine which of these Tourist Destinations and Leisure Facilities shall be signed.

3. TOURIST AND LEISURE SIGN STRATEGY

General

- 3.1 Tourist and leisure signs on the motorway and all-purpose trunk road network shall use legends, colours and symbols consistent with continuity signs located (or to be located) on the local road network, unless this would result in signs on the motorway and all-purpose trunk road network not being compliant with TSRGD [1].
- 3.2 Tourist and leisure signs shall direct road users to parking facilities rather than to the Tourist Destination or Leisure Facility itself.
- 3.3 Tourist and leisure signs provided for Tourist Destinations or Leisure Facilities which are closed for part of the year shall state the period for which the Tourist Destination or Leisure Facility is open. Advice on the methods of stating the period during which a Tourist Destination or Leisure Facility is open can be obtained from the owner of this document.
- 3.4 Tourist signs for permanent garden exhibitions shall only state the name of the exhibition.
- 3.5 Where multiple destinations of the same type are eligible for signing on the approach to a junction and there is no capacity to sign them all individually, the use of a generic or a plural term, e.g. 'museums' may be beneficial. Destinations of the same type shall then be signed individually as the routes to them separate out on the local road network.
- 3.6 Where a number of eligible Tourist Destinations and Leisure Facilities are located in a place or geographical area, the use of collective signing may be beneficial (see Figure 3/1). A descriptive legend (e.g. historic market town) shall not be shown on any part of these signs. Leisure Facilities may be shown on collective signs with the exception of light refreshment facilities, restaurants, picnic areas and hotels or other overnight accommodation.

Figure 3/1 Example of Collective Tourist Signing



- 3.7 There shall be continuity of signing from the furthest sign to the destination. Where a Tourist Destination or Leisure Facility is accessed from the local road network, it shall only be signed from the motorway and all-purpose trunk road network if continuity signing has been or will be provided on the local road network between the trunk road and the Tourist Destination or Leisure Facility.

- 3.8 Tourist and leisure signing should only be considered within 3 miles of the Tourist Destination or Leisure Facility (distance travelled by the road user from the first junction that is signed to the destination). However, for a Major Tourist Destination or Major Leisure Facility in a Rural Area, the extent of the tourist and leisure signs shall be determined by the traffic management needs.

Tourist and Leisure Sign Symbols

- 3.9 TSRGD [1] prescribes symbols for use on tourist and leisure signs which depict the type of destination. Where a prescribed Tourist Destination or Leisure Facility symbol is suitable for the type of destination to be signed, the prescribed symbol should be used as it will be easily recognisable by road users.
- 3.10 Symbols are used to reduce the overall size of tourist and leisure signs. This is achieved by using a symbol with a Tourist Destination or Leisure Facility name on the first sign and then using only the symbol on the continuity signs. The overseeing organisation shall ensure that road users joining a route after the destination associated with the symbol has already been established understand what the sign is directing them to. Where it is intended to show the destination name on all of the signs, the omission of the symbol may minimise sign information overload.

4. COUNTRY TOURS, TOURIST ROUTES AND BOUNDARY SIGNS

Country Tours and Tourist Routes

- 4.1 Country Tours and Tourist Routes allow for the strategic routing of traffic through specific areas and places of interest where it is considered important to encourage tourism. Examples of signing for Country Tours and Tourist Routes are shown in Figure 4/1.

Figure 4/1 Example of Country Tour and Tourist Route Signing



Town or Village Boundary Signs

- 4.2 The sign shown in Figure 4/2 is a boundary sign that permits the inclusion of a brown panel displaying tourist and leisure symbols.

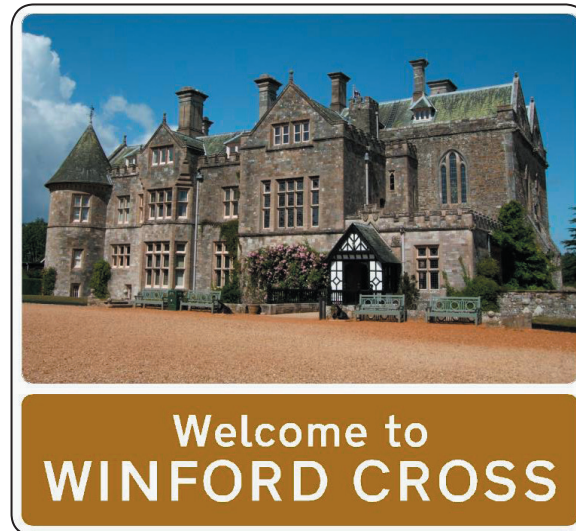
Figure 4/2 Example of a Town or Village Boundary Sign with Tourism Information



Tourist Boundary Signs

- 4.3 Tourist boundary signs comprise a brown panel with white text and a full colour image depicting a local landmark (see Figure 4/3).

Figure 4/3 Example of a Tourist Boundary Sign



Eligibility Criteria

- 4.4 Country Tours and Tourist Routes shall not be signed from motorways.
- 4.5 Country Tours shall only be assessed for signing on all-purpose trunk roads if the route to be signed meets the definition given in paragraph 1.15.
- 4.6 Tourist Routes shall only be assessed for signing on all-purpose trunk roads if the route to be signed meets the definition given in paragraph 1.32.
- 4.7 Town and village boundary signs shall depict the name of the town or village and should be placed at or close to the boundary or on the approach to the built up area.
- 4.8 Only symbols for Tourist Destinations or Leisure Facilities that individually achieve the eligibility criteria set out in Chapter 2 shall be permitted to be included on Town or Village Boundary signs. Symbols depicting light refreshment facilities, restaurants, picnic areas and hotels or other overnight accommodation shall not be included on Town or Village Boundary signs.
- 4.9 Tourist boundary signs shall be placed at or close to the boundary or, in the case of a city, town or village, should be placed on the approach to the built up area. Historic county areas shall not be depicted using Tourist boundary signs.
- 4.10 Where boundary signs exist, these shall be removed prior to tourist boundary signs being installed.

- 4.11 Any image used on a tourist boundary sign shall be:
- (a) A landmark;
 - (b) Iconic and unique to the area to be signed;
 - (c) Easily recognisable;
 - (d) To a level of detail that would allow it to be clearly visible by passing motorists if used on a traffic sign; and
 - (e) Accepted by the owner of this document (to ensure its legibility).

5. TOURIST INFORMATION CENTRES AND POINTS

General Criteria

- 5.1 A Tourist Information Centre (TIC) and a Tourist Information Point (TIP) have the potential to direct road users to a range of regional Tourist Destinations and Leisure Facilities. This offers benefits in terms of traffic management and safety and the economic development of tourism and Leisure Facilities in an area.
- 5.2 The *i* symbol is associated with a TIC. Where prescribed by TSRGD [1], initial signs to TICs shall display the legend 'Tourist information centre' and the associated symbol.

Figure 5/1 Example of a tourist information centre sign



Eligibility Criteria

- 5.3 TICs shall be eligible for tourist signing from motorways and all-purpose trunk roads, provided that:
- (a) Adequate parking capacity is available at the TIC or nearby (i.e. within 250m); and
 - (b) Basic information on nearby accommodation is available outside of opening hours.
- 5.4 As TIPs could comprise a collection of leaflets promoting other tourist destinations in, for example, a public house or restaurant, TIPs shall not be signed from motorways or all-purpose trunk roads.

6. BYPASSED COMMUNITY SIGNS

General Criteria

- 6.1 Bypassed community signs, as shown in Figure 6/1, may be placed on all-purpose trunk roads. They inform road users of the availability of tourist information as well as local Tourist Destination and Leisure Facilities.

Figure 6/1 Example of a Bypassed Community Sign



Eligibility Criteria

- 6.2 Bypassed community signs shall not be placed on motorways.
- 6.3 Bypassed community signs shall not be permitted for a community that is already signed from an all-purpose trunk road. The addition of bypassed community signs shall not be permitted if they would duplicate information given on other signs.
- 6.4 Bypassed community signs shall only be used if the following criteria are met:
- (a) Only small towns or villages with a population of less than 10,000 shall be signed.
 - (b) There is a tourist information centre plus at least one Tourist Destination or Leisure Facility eligible under the criteria contained within this document.
- 6.5 Bypassed community signs shall not be used where it is more appropriate to use “local facilities” signing, i.e. where there is no tourist information centre (TIC) or eligible Tourist Destinations or Leisure Facilities. This type of sign is shown in Figure 6/2.

Figure 6/2 Example of a Local Facilities Sign



7. REVIEW OF EXISTING SIGNS

- 7.1 Tourist and leisure signs that are Not Fit for Purpose and are considered unsafe by the Overseeing Organisation shall be removed. Thereafter the provisions of paragraph 7.2 shall apply.
- 7.2 Where a tourist or leisure sign is Not Fit for Purpose the overseeing organisation shall request the owners of the relevant destination or facility submit up-to-date information in accordance with current requirements. If the owner of the relevant destination or facility fails to provide up to date information, then the overseeing organisation shall remove the sign (if not already done so in accordance with paragraph 7.1). If the sign is part of a series of signs to a destination i.e. a continuity sign, then all directions to the destination or facility shall also be removed.
- 7.3 Where a route has been altered to the extent that it affects the eligibility of a Tourist Destination or Leisure Facility (such as the upgrade of a single carriageway to a dual carriageway), the overseeing organisation shall contact the Tourist Destination or Leisure Facility to discuss ongoing eligibility. If the destination remains eligible, the installation and maintenance costs of the new signs on motorways and all-purpose trunk roads shall be met by the overseeing organisation. Thereafter, the provisions of paragraph 7.2 shall apply to the new signs.
- 7.4 Upon the Overseeing Organisation being advised, and subsequently confirming, that a signed Tourist Destination or Leisure Facility has permanently closed, signs directing road users to such destinations shall:
- (a) Be removed if the sign only directs traffic to the closed destination; or
 - (b) Be replaced or the appropriate legend(s) covered up if the sign directs traffic to other destinations as well as the closed destination.

8. NORMATIVE REFERENCES

The following documents, in whole or in part, are normative references for this document and are indispensable for its application. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

1. The Traffic Signs Regulations and General Directions 2016. TSO.
2. Traffic Signs Manual, Chapter 7. The Design of Traffic Signs. 2013. TSO. ISBN 978-0-11-553222-1.
3. Local Transport Note 1/94. The Design and Use of Directional Informatory Signs. July 1994. HMSO. ISBN 0-11-551 610-7.
4. Department for Transport website for tourist sign symbols:
<https://www.gov.uk/working-drawings-for-traffic-signs>.

9. INFORMATIVE REFERENCES

The following documents, in whole or in part, are informative references and provide additional information to assist the understanding of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

1. Government Tourism Policy. Department for Culture Media and Sport, 2011.
2. Signing the Way. Department for Transport, 2011.
3. Tourist and Leisure Signs in England – Advice for businesses. Highways England, 2016.
4. Traffic Signs to Retail Destinations and Exhibition Centres in England and Wales – Trunk Roads. Design Manual for Roads and Bridges, Volume 8, Section 2, Part 6: TD 53/05. Department for Transport and Highways Agency, 2005.
5. Traffic Advisory Leaflet 04/11 – Temporary Traffic Signs for Special Events, 2011. Department for Transport.
6. Introduction to the Design Manual for Roads and Bridges. Design Manual for Roads and Bridges, Volume 0, Section 1, Part 2: GD 01/15. Department for Transport and Highways England, 2015.
7. Traffic Signs for Tourist Destinations on Trunk Roads and Motorways in Wales – Guidance for the Tourism Industry, August 2013. Welsh Government. WG19554/G/MH/4894/0913. Crown copyright 2013.
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