



# TRUNK ROAD AND MOTORWAY TOURIST SIGNPOSTING POLICY AND GUIDANCE



# **TRUNK ROAD AND MOTORWAY TOURIST SIGNPOSTING POLICY AND GUIDANCE**

© Crown copyright 2006

ISBN: 1-906006-00-8

Transport Scotland  
Buchanan House  
58 Port Dundas Road  
Glasgow  
G4 0HF

Produced for Transport Scotland by Astron B47385 09/06

Published by Transport Scotland, September, 2006

Further copies are available from  
Blackwell's Bookshop  
53 South Bridge  
Edinburgh  
EH1 1YS

100% of this document is printed on recycled paper and is 100% recyclable.

## Main changes from 1998 Policy

The following table indicates the main changes from the 1998 Trunk Road and Motorway Tourist Signposting Policy along with a short statement of reasons for the proposed change.

Old Policy Ref	New Policy Ref	Change	Reason
Chapter 11	1.7, Chapter 15, Annex A, Annex B	Concept of 'Home Traffic Authority' introduced and application process simplified.  Clarification of design, manufacture and installation requirements.	A major criticism of the existing policy was that the application procedure was complex with operators having to apply separately to each local authority and trunk road operator for signs. The aim is to provide a 'one-stop shop' whereby the application is co-ordinated by the 'Home Traffic Authority'. This represents good management and customer service.
3.1	2.1	Definition of Tourist Destination in line with TSRGD 2002.	To be consistent with legislation.
Circular 3/1992 paragraph 3.2.1	2.2	Tourist signs to retail establishments now permitted on trunk roads and motorways but only in certain circumstances.	In recognition of the fact that certain retail establishments are in existence mainly to serve the tourist trade, it is now proposed to permit tourist signing from motorways as well as trunk roads. However, tourist signing will only be permitted where the establishment is an accredited 'Tourist Shop'.
	3.11	Park and ride services	With a likely increase in the numbers of park and ride services in Scottish towns and cities, it is proposed that careful consideration be given to signing visitors to these services rather than individual tourist attractions.
Circular 3/1992 paragraph 3.2.3	Chapter 5	Visitor number criteria (motorways only) Relaxations for historical or cultural attractions of national importance. Seasonality measure (10,000 visitors in the peak month) Projected visitor numbers allowed. Relaxations for signing multiple destinations within a town, city or geographical area.	The existing visitor number criterion was criticised for being too prescriptive. The proposed policy seeks to achieve a balance between the needs of tourists, tourism operators and the overriding safety and environmental factors associated with signing on motorways. It is not envisaged that it will significantly increase the number of tourist signs on motorways as the high costs of providing such signs will still be a disincentive to the smaller tourist destinations.
	5.8 – 5.12	Tourist signs on Urban Motorways – no new signs unless a significant case for them	Urban motorway networks are special in that they run through densely populated urban areas. There tends to be very little scope for locating additional traffic signs and therefore, it is proposed that special consideration should be applied to applications for tourist signs in these areas.
Various	Chapter 6	Environmental Impact – additional consultation requirements in National Parks, National Scenic Areas, Geoparks, Areas of Great Landscape Value and Conservation Areas.	It is considered appropriate to clarify that consultation with appropriate bodies should be carried out before approving signs in sensitive areas.
3.6	Chapter 8	Symbols – clarification on use of symbols	The guidance on the use of symbols on tourist signs on Trunk Roads and Motorways has been simplified.

## Trunk Road and Motorway Tourist Signposting Policy

			<p>The preference for the use of the ‘thistle’ symbol is retained.</p> <p>Some criticism was received that existing signs often contained more than one thistle symbol which was not useful. Therefore, guidance on sign design is given.</p>
5.5	9.3	Signs to accommodation may be permitted on trunk roads within towns/villages (subject to local policy).	It is recognised that signs to hotels and B&Bs can provide very useful information to drivers looking for overnight accommodation. Therefore, it is proposed that the signing of these premises is permitted from the trunk road provided that it is consistent with the local authority signposting policy.
Chapter 8	Chapter 10	Clarification of Local Facilities signing. Specific guidance on the use of these signs.	Signs for ‘local facilities’ to diagrams 2308.1 and 2309.1 are not tourist signs and the destinations do not need to be recognised (or QA approved) by VisitScotland. However, signs to diagrams 2328 and 2329 are tourist signs and the destinations should be recognised by VisitScotland (and QA approved where appropriate).
	Chapter 11	Collective signing of tourist attractions  - Clarification on use of diagrams 2215 and 2927	To clarify the use of signs to diagrams 2215 (All-purpose roads) and 2927 (Motorways) and to bring policy in line with TSRGD 2002.
Chapter 9	12.1-12.5	Clarification of signing of NTRs and trails from trunk roads and motorways.	
	12.6	National Parks and Geoparks – signs to be considered on merit in consultation with the relevant Parks Authority, VisitScotland and SNH (where appropriate).	Since Scotland now has 2 national parks, both with trunk roads passing through them and a Geopark, this issue is now addressed.
	Chapter 13	Sign Design guidance	Guidance is now provided on design issues and common pitfalls associated with tourist signs.
	Chapter 14	Explanation of how excess signing demand will be dealt with	This clarifies the way in which excess signing demand will be dealt with.
	16.4	Clarification of maintenance liabilities.	

## Contents

1.	INTRODUCTION .....	2
2.	DEFINITION OF A TOURIST DESTINATION .....	4
3.	SIGNING POLICY CONSIDERATIONS .....	5
4.	SIGNING CONTINUITY AND EXTENT .....	6
5.	ADDITIONAL CRITERIA FOR TOURIST SIGNING FROM MOTORWAYS.....	7
6.	ENVIRONMENTAL IMPACT.....	9
7.	TOURIST INFORMATION .....	10
8.	SYMBOLS .....	11
9.	TOURIST ACCOMMODATION AND EATING ESTABLISHMENTS.....	13
10.	SIGNING TO LOCAL FACILITIES.....	14
11.	COLLECTIVE SIGNING OF TOURIST DESTINATIONS .....	16
12.	NATIONAL TOURIST ROUTES, TOURIST TRAILS AND GEOGRAPHIC AREAS .....	17
13.	SIGN DESIGN GUIDANCE .....	18
14.	EXCESS SIGNING DEMAND .....	20
15.	APPLICATION PROCEDURE .....	21
16.	FINANCIAL AND OTHER ARRANGEMENTS .....	22
17.	REFERENCES .....	23
	Annex A – Application Process Flowchart .....	24
	Annex B – Standard Application Form .....	25
	Annex C – Model Letters and Agreements .....	29

# 1. INTRODUCTION

1.1 Scotland, with its wide and unique range of attractions, is very popular with visitors and locals alike, many of whom travel by car. Therefore, providing clear direction signs to attractions is a very important aspect of making a visit to Scotland as pleasurable and relaxing as possible.

1.2 This policy document contains guidance on the provision of tourist destination signs (white lettering on a brown background) on the **all-purpose and motorway trunk road network in Scotland** (see Figure 1.1).

1.3 This document replaces the 1998 Trunk Road and Motorway Tourist Signposting Policy [1] and Circular 3/1992 [2] which are both now withdrawn.

1.4 Reference should also be made to Circular 27/1995 [3] which gives guidance on the provision of tourist signs in general in Scotland. Paragraphs 18.1 and 18.2 in Circular 27/1995 are superseded by this document.

1.5 Local authorities are responsible for developing tourist signposting policies for non-trunk roads and this document should be read in conjunction with the relevant local authority policies.

1.6 The objective of this policy is to provide guidance on signs appropriate to meet the 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. Reference should also be made to Road Furniture in the Countryside [9].

## Definitions

1.7 In this document, the term “Home Traffic Authority” (HTA) refers to the traffic authority for the road which provides the main direct access to a tourist destination.

1.8 In this document, the term “trunk road authority” means Transport Scotland or any successor organisation responsible for the trunk road network as defined in the Roads (Scotland) Act 1984 [4].

1.9 The trunk road authority gives responsibility for certain aspects of policy implementation to the contractors who manage the operation of the trunk road on a day-to-day basis. For the purposes of this document the contractors who manage the trunk road in this way are referred to as ‘trunk road operators’.

1.10 In this document, ‘VisitScotland’ means VisitScotland or any successor organisation.

1.11 In this document, the term “Tourist Information Centre” means a manned and fully operational information service centre managed directly or by agreement with VisitScotland.

1.12 In this document, the term “Diagram xxxx” refers to the correspondingly numbered diagram in the Traffic Signs Regulations and General Directions (TSRGD) 2002 [5].

1.13 In this document an urban motorway is defined as a motorway with a speed limit of 60 mph or less within a built-up area.





Figure 1.1 – Trunk road network in Scotland



## 2. DEFINITION OF A TOURIST DESTINATION

2.1 A **tourist destination** as defined by “The Traffic Signs Regulations and General Directions 2002”, 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; and
- (c) is recognised by VisitScotland

2.1.1. *Tourist attractions* include visitor centres, theme parks, historic buildings and properties, ancient monuments, museums, zoos, parks and gardens, natural attractions (such as nature reserves, beaches and viewpoints), tourist shops, sports centres, golf courses (including Championship courses), concert venues, theatres and cinemas.

2.1.2. *Tourist facilities* include hotels, guesthouses, bed & breakfast establishments, restaurants, holiday parks, touring caravan and camping parks, picnic sites, youth hostels and Tourist Information Centres.

2.1.3. These are not exhaustive lists but give an indication of the types of establishments in each category.

2.2 Establishments which are primarily retail outlets (including retail parks, shopping centres and garden centres) will only be eligible for white on brown tourist signs if the destination is recognised by VisitScotland as a ‘Tourist Shop’ through its visitor attraction quality assurance scheme. Applications will still need to meet all the other relevant criteria in order to be eligible for tourist signs.



### 3. SIGNING POLICY CONSIDERATIONS

3.1 Transport Scotland, as trunk road authority, has responsibilities for the safety of the public travelling on trunk roads and motorways in Scotland.

#### **Purpose**

3.2 The purpose of tourist signs is to provide clear and consistent directions for visitors enabling them to reach their destination safely and minimising the likelihood of drivers making dangerous manoeuvres. This is an important factor in road safety and reduces the problems that visitors may face when trying to find their way in an unfamiliar area.

3.3 It is recognised that tourist signposting can be a useful tool in traffic and visitor management. Signs can be used to direct visitors to tourist destinations and Tourist Information Centres where they can find out more about places to visit and book accommodation etc. Visitors can be directed to use particular routes or to avoid particularly sensitive locations. It must be stressed that tourist signs are not advertising signs and are not a substitute for effective marketing.

#### **Eligibility**

3.4 To be eligible for tourist signing, all tourist destinations (attractions and facilities) must be recognised by VisitScotland. In addition, the tourist destination operators must be members of the relevant VisitScotland Quality Assurance scheme, where one exists, or an equivalent scheme endorsed by VisitScotland.

3.5 Approval of tourist signs by the trunk road authority will be conditional on the removal of the tourist operator's existing advertising signs where these are considered to be a distraction to the road user.

3.6 Eligibility does not confer automatic entitlement to tourist signs. Several other considerations must be taken into account including existing sign provision; availability of space for new signs, and road safety considerations. Each application will be considered on its merits but the final decision for signs on the trunk road and motorway network will rest with Transport Scotland.

3.7 The relevant Roads Authority will have absolute and final discretion to grant consent for, remove or temporarily cover signs which it considers are no longer satisfactory or justified.

#### **Cross boundary signing**

3.8 It is important that there is consistency and continuity of tourist signing across the trunk road and local road networks. In particular, there must be continuity across local administrative boundaries. Tourist signing will only be provided from the trunk road or motorway network if the local roads authorities have approved signing to the destination on the local road network (unless the destination is accessed directly from a trunk road or motorway).

#### **Environmental Impact**

3.9 Consideration must be given to the environmental impact of tourist signs and the need to have regard to the character of the surrounding landscape and historic environment when considering the location of tourist signs as well as the need for signs. Sign proliferation must be avoided and guidance for Road and Planning Authorities and Statutory Undertakers can be found in Road Furniture in the Countryside [9].

#### **Design standards**

3.10 White on brown tourist signs are traffic signs and must comply with TSRGD and the guidance for its use. Signs should also comply with the design guidance given in the Traffic Signs Manual [6] and related documentation.

#### **Park and Ride Services**

3.11 Where a dedicated park and ride service is available, careful consideration will be given to whether visitors should be directed to individual tourist destinations or directed to use the park and ride facilities.

#### **Parking**

3.12 Adequate parking for cars (and where appropriate, coaches) should be provided at the attraction, or adequate public parking should be available in the vicinity and the HTA should confirm that these parking facilities are suitable for use by visitors to the tourist attraction.

## 4. SIGNING CONTINUITY AND EXTENT

### Continuity

4.1 There must be continuity of signing from the first sign to the destination. A tourist destination will only be signed from the trunk road or motorway 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 or motorway to the destination.

### Extent

4.2 The distance from a tourist destination to the point at which it is first signed on the trunk road will depend upon its location and any traffic management requirements.

4.3 Signing will normally only be permitted to a tourist destination which is within 12 miles of the trunk road or 20 miles of the motorway junction (see also paragraph 9.5). In exceptional circumstances, signing may be permitted to destinations in rural areas at greater distance subject to there being no conflict with the Home Traffic Authority's own tourist signposting policy.

4.4 The signing of tourist destinations within Towns/Important Settlements is subject to special consideration. The Trunk Road Authority will take account of factors such as road safety, road layout, existing signing, traffic management and the local authority tourist signposting policy (see also paragraph 9.3). There will be a general presumption against providing signs on the trunk road network for destinations within cities.

### Signs from destination back to trunk road/motorway

4.5 Having found the tourist destination, visitors should be able to find their way back to the trunk road or motorway. In some circumstances, it may be appropriate to provide additional signs (for example if there are different routes to different trunk roads/motorways from the attraction). Such signs should be standard directional signs provided by the road authority for traffic management purposes and should not be white on brown tourist signs.

## 5. ADDITIONAL CRITERIA FOR TOURIST SIGNING FROM MOTORWAYS

5.1 This chapter details additional criteria which apply to tourist signing applications on Motorways.

### Visitor Numbers

5.2 In order to be eligible for tourist signs on the motorway network, tourist attractions should normally have received at least 50,000 visitors in each of the previous three years. Note that there is no visitor number criterion for signs on all-purpose trunk roads.

5.3 Tourist attractions which do not meet the annual visitor number criterion may be considered for tourist signs from the motorway if the number of visitors in the peak month exceeds 10,000.

5.4 Where a tourist attraction is not yet opened and visitor numbers are only projections, the trunk road authority may, at its discretion, allow the use of projected visitor numbers for assessing signing eligibility. However the destination will need the necessary VisitScotland accreditation before the erection of signs is allowed.

5.5 Achieving the required visitor numbers does not confer automatic entitlement to tourist signs, other factors will also need to be considered.

5.6 At the discretion of the trunk road authority, the visitor number criteria may be relaxed for historical, cultural or natural heritage attractions of national importance. This will only be done after consultation with VisitScotland and, where relevant, Historic Scotland and/or Scottish Natural Heritage.

5.7 For the collective signing of tourist destinations within a town, city or geographical area (see Chapter 11), the trunk road authority may allow the visitor number criterion to be relaxed for each individual destination that meets the basic eligibility criteria as set out in Chapter 3.

### Urban Motorways

5.8 An urban motorway is defined as a motorway with a speed limit of 60 mph or less within a built-up area.

5.9 In recognition of the problems associated with normal traffic signing on urban motorways, special conditions apply to the provision of tourist signs on these roads.

5.10 In order to avoid sign overload, there will be a presumption against any additional new tourist signs being permitted on these roads in favour of normal direction signing.

5.11 However, where a tourist attraction can demonstrate a significant case on the grounds of traffic management and/or road safety and there are suitable locations to erect signs, consideration may be given to allowing tourist signs.

5.12 When considering the specific case, the trunk road authority will take into account visitor numbers, percentage of visitors from outside the area, access arrangements and any difficulty in finding the attraction amongst other factors. It is expected that only destinations which attract several hundreds of thousands of visitors, mainly from outside the local urban area will be able to demonstrate a significant case. Such attractions will still need to meet the basic eligibility criteria.

### Facilities

5.13 Tourist signs to tourist facilities (See paragraph 2.1.2) will not be permitted from the motorway network.

### Other considerations

5.14 Where an all-purpose A-class road forms the extension of a motorway (eg A8/M8 or A9/M9) and there is a junction to the attraction on the all-purpose road nearer to it than any junction on the motorway, the attraction will be signed from the all-purpose road rather than the motorway, even if the end of the motorway is within the 20 mile overall distance limit.

5.15 Retail destinations shall also be considered for signing where there are clear traffic management or safety reasons. In such cases standard directional signing as prescribed by the TSRGD shall be used for new or replacement signs.

5.16 The main purpose of providing signs to retail destinations and exhibition centres is to guide drivers to their intended destinations along the most appropriate route during the latter stage of their journey, particularly where the destination or entrance may be difficult to find.

5.17 The number of side destinations shown on the direction sign system will not normally exceed two (i.e. one for each direction along the side road). However, at some junctions there may be more than two routes or more than two important destinations along the same route. In such cases the number of side destinations shown may be increased, but care should be taken in the selection of place names to avoid too much information on one sign. For example it may not be necessary to include place names which were signed as side destinations at previous junctions. The order in which the destinations appear shall normally reflect the importance of each destination **in terms of traffic movement** rather than status with the more highly trafficked destinations appearing above the less trafficked ones.

## 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, National Scenic Areas, Geoparks, Areas of Great Landscape Value and conservation areas, the impact of new signing needs special consideration. Therefore, before approving tourist signs in such areas, the HTA will ensure that where appropriate the National Park Authority, Scottish Natural Heritage, Historic Scotland and/or the local planning authority have been consulted.

6.3 Where either a consultee or the trunk road authority considers that a proposed sign is likely to be visually or environmentally intrusive, the trunk road authority reserves the right to refuse the application or require the applicant to amend the layout and wording of the sign in order to reduce its visual and environmental impact. However, the x-height of the sign legends should not be reduced below the minimum given in Local Transport Note (LTN) 1/94 [7].

6.4 Further guidance is contained in Road Furniture in the Countryside [9], published by Transport Scotland and available on the website [www.transportscotland.gov.uk](http://www.transportscotland.gov.uk).

## 7. TOURIST INFORMATION

7.1 The Traffic Signs Regulations and General Directions 2002 states that a ‘Tourist Information Centre (TIC) means a staffed information service centre recognised and supported by VisitScotland’.

7.2 At TICs, basic information should also be available outwith opening hours. It is particularly useful to provide details of hotels and B&B establishments for visitors arriving in the evening.

7.3 TICs shall be signed with the “i” symbol to Diagram T1 in Schedule 14 of TSRGD. The symbol may be supplemented with the legend “Tourist Information Centre”.

7.4 On **all-purpose roads**, other forms of tourist information requiring signs (e.g. Tourist Information Points (TIPs)) may use the “i” symbol with the legends “Local Information”, “Tourist Information” or “Local Tourist Information” as appropriate. Note that the “i” symbol should not be used for TIPs in lay-bys or car parks. Here only the wording “Local Information”, “Tourist Information”, or “Local Tourist Information” should be used.

7.5 On **motorways**, only TICs can be signed using the “i” symbol and then only in conjunction with signing another tourist attraction.



## 8. SYMBOLS

8.1 Although several symbols are prescribed in TSRGD for use on tourist signs in Scotland, there is a general presumption in favour of using the “Thistle” symbol to Diagram T301.1 in Schedule 14 of TSRGD.

8.2 The general policy is that only those attractions which are accredited by VisitScotland through its Quality Assurance schemes should be signed with white on brown signs (see para. 3.4). With this in mind, the “Thistle”, as a symbol of quality, should be used wherever the destination is accredited through a VisitScotland QA scheme.

8.3 On signs to accredited facilities such as restaurants, light refreshment facilities, accommodation, caravan or camp sites etc. the “Thistle” symbol should be used in preference to the specific symbols shown in Diagrams T4 to T12 of Schedule 14 of TSRGD.

8.4 In the case of properties under the care of Historic Scotland (HS), the National Trust for Scotland (NTS) or the Forestry Commission (FC), the “Thistle” symbol may be supplemented with the appropriate symbol for HS, NTS or FC as defined in Diagrams T302, T303 and T304 respectively of Schedule 14 of TSRGD.

8.5 On single attraction signs for a castle or house of historic or architectural interest, the “Thistle” symbol may be supplemented or replaced with the appropriate symbol as defined in Diagrams T2 and T3 of Schedule 14 of TSRGD. On composite signs which include a castle or house of historic or architectural interest, the “Thistle” symbol may be replaced with the appropriate symbol for such properties.

8.6 On composite signs containing two or more destinations, the number of “Thistle” symbols should be minimised (see Figure 8.1). In most cases, the “Thistle” symbol will relate to all of the destination legends on a sign. In such cases, it should be possible to design the sign such that only one “Thistle” symbol is used.

8.7 Figure 8.2 shows the symbols which can be used on general tourist signs on trunk roads and motorways in Scotland. Figure 8.3 shows the

additional symbols which may be shown on signs to Diagrams 2328 and 2329 (see Chapter 10).

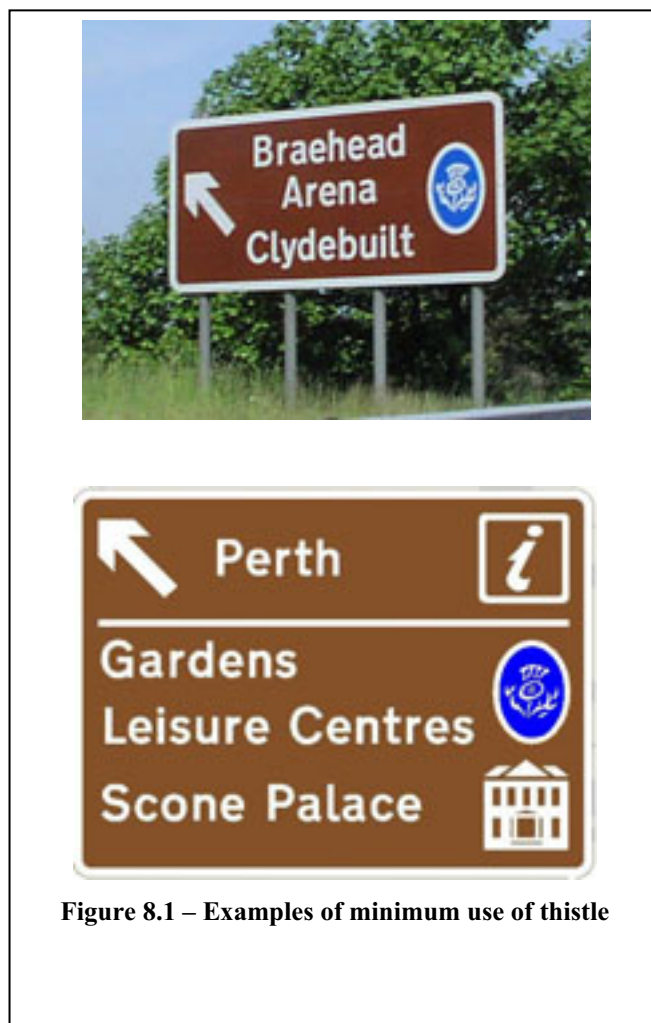


Figure 8.1 – Examples of minimum use of thistle



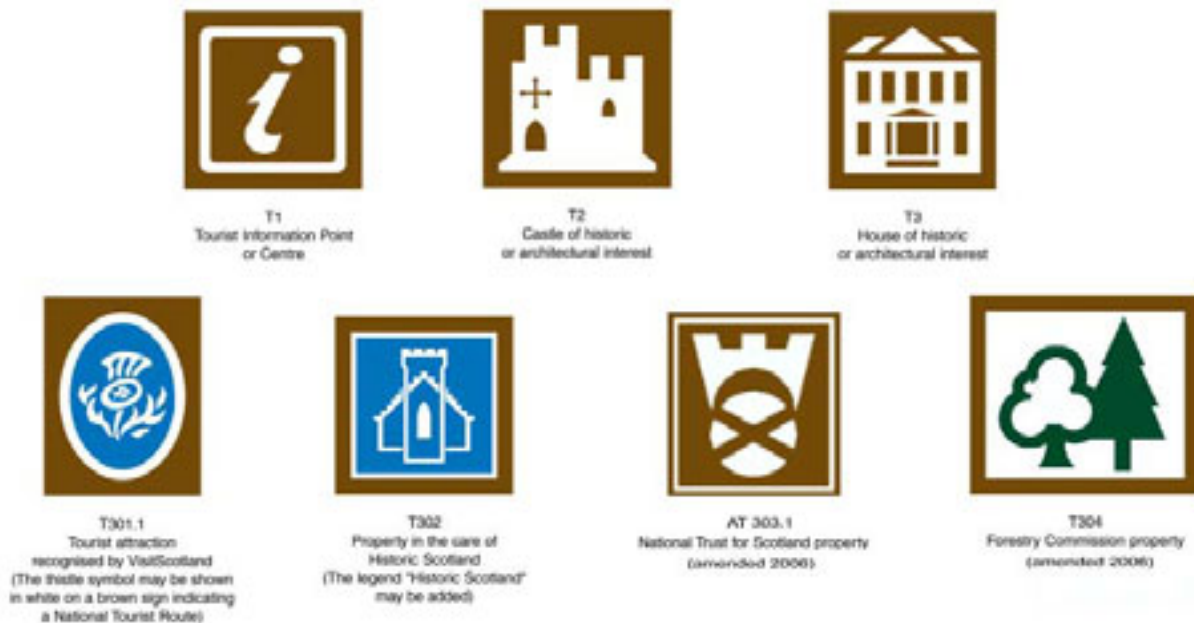


Figure 8.2 - Symbols for use on general tourist signs on trunk roads and motorways in Scotland



Figure 8.3 – Symbols for use only on Diagrams 2328 and 2329

## 9. TOURIST ACCOMMODATION AND EATING ESTABLISHMENTS

9.1 All accommodation and eating establishments should be signed with the “Thistle” symbol to Diagram T301.1, Schedule 14 of TSRGD (see Chapter 8).

9.2 Signs to eating establishments and tourist accommodation will not normally be provided where the facility is located within a town or village. If the town or village is bypassed by the trunk road then local facilities signs may be provided (see Chapter 10).

9.3 Where the facility is within a town or village but it is difficult to find or where there is a demonstrable traffic management need, signing may be provided at the discretion of the trunk road authority. However, such signing should comply with the local authority’s tourist signing policy.

9.4 In any case, there will be a presumption against signing facilities within towns or villages which have frontages directly onto the trunk road.

9.5 Tourist signs will normally only be permitted to tourist accommodation and eating establishments within 6 miles of the trunk road.



## 10. SIGNING TO LOCAL FACILITIES

### Local Facilities

10.1 Local facilities signing to Diagrams 2308.1 and 2309.1 may be provided to direct motorists to facilities in small towns and villages which are close to the trunk road. These are not tourist signs and therefore, the destinations do not need to be recognised by VisitScotland.

10.2 Signs to Diagram 2308.1 (see Figure 10.1) can only be used where fuel, parking, public toilets and refreshment facilities are available and therefore must include the “fuel” symbol and the “refreshment facilities (teacup)” symbol.



Figure 10.1 - Local facilities sign to Diagram 2308.1

10.3 Signs to Diagram 2308.1 may also include symbols for “toilets (WC)”, “tourist information (i)”, “restaurant (spoon and fork)” and “accommodation (bed)”. The wheelchair symbol may be added only when the WC symbol is shown.

10.4 The direction sign to Diagram 2309.1 should include only the place name and/or the legend “local facilities” and/or the distance. No symbols should be used.

10.5 As an alternative to local services signs to Diagrams 2308.1 and 2309.1, white on brown signs to Diagrams 2328 and 2329 can be provided to direct visitors to a small town or village not on the main through route. They indicate that the town or village has tourist information and accommodation accredited by VisitScotland.

10.6 Destinations included on signs to diagrams 2328 and 2329 should meet the basic criteria for tourist signposting eligibility. However, due to the

nature of these signs, the use of the “Thistle” symbol is not required.

10.7 The use of these signs on motorways is not permitted.

10.8 Diagram 2328 and 2329 can only be used where there is a tourist information centre and at least one other tourist destination. Therefore, the signs must include the “i” tourist information symbol plus at least one other tourist destination.

10.9 Diagram 2328 may include the following (see Figure 10.2) :









- (i) A descriptive phrase of up to 4 words such as “historic market town”. Note that VisitScotland accreditation is required for the “historic market town” wording.
- (ii) The legend “Hotels and B&B” or “Hotel” or “B&B”. If any of these legends is used, the sign (and any direction signs) must also include the bed symbol to Diagram T12 of Schedule 14 of the TSRGD.
- (iii) Up to 4 symbols where the legends “Hotels and B&B” or “Hotel” or “B&B” and the descriptive phrase are included
- (iv) Up to 5 symbols where either of the legends “Hotels and B&B” or “Hotel” or “B&B” or the descriptive phrase are omitted
- (v) Up to 6 symbols where both the legend “Hotels and B&B” or “Hotel” or “B&B” and the descriptive phrase are omitted.

10.10 Diagram 2329 does not permit the use of the legends “Hotel”, “B&B” or “Hotels and B&B”.

### General

10.11 Where communities will be bypassed as a result of trunk road improvements, the cost of providing such signs will be met by the trunk road authority. The trunk road authority will also fund alterations to existing bypassed community signs where such alterations result from changes to the TSRGD. However, the trunk road authority will not fund alterations to signs where this is required due to any changes to services in the bypassed community.

10.12 Where facilities signs to Diagrams 2308.1, 2309.1, 2328 or 2329 exist on the trunk road, signing to individual facilities within or associated with the town or village will not be permitted on the trunk road.

Legend	Symbols	Diagram 2328	Diagram 2329
Includes descriptive phrase and Hotel and/or B&B	up to 4 symbols (must include <i>i</i> and <b>bed</b> symbols)		
Does not include descriptive phrase  Includes Hotel and/or B&B	up to 5 symbols (must include <i>i</i> and <b>bed</b> symbols)		
Includes descriptive phrase  Does not include Hotel or B&B	up to 5 symbols (must include <i>i</i> symbol)		
Does not include descriptive phrase or Hotel or B&B	up to 6 symbols (must include <i>i</i> symbol)		

**Figure 10.2 - Examples of different possible layouts for Diagram 2328 and 2329.**

# 11. COLLECTIVE SIGNING OF TOURIST DESTINATIONS

## All-purpose trunk roads

11.1 On **trunk roads**, signs to Diagram 2215 (see Figure 11.1) may be used to sign a town or area containing several attractions provided that each tourist attraction qualifies individually for the provision of tourist signing

11.2 Such signs may be used to sign qualifying tourist attractions in a town/city or geographical area reached from the next junction

11.3 The maximum number of tourist attractions on signs to diagram 2215 must not exceed five (see also paragraphs 13.2 to 13.6).

11.4 The use of a descriptive legend (such as “historic market town”) is not permitted on any part of signs to Diagram 2215.

11.5 The use of symbols T10 (light refreshments), T11 (restaurant) and T12 (hotel or other overnight accommodation) is not permitted on signs to Diagram 2215.

## Motorways

11.6 On **motorways**, signs to Diagram 2927 (see Figure 11.2) may be used provided that each tourist attraction qualifies individually for the provision of tourist signing (although the visitor number criterion may be relaxed – see paragraph 5.7).

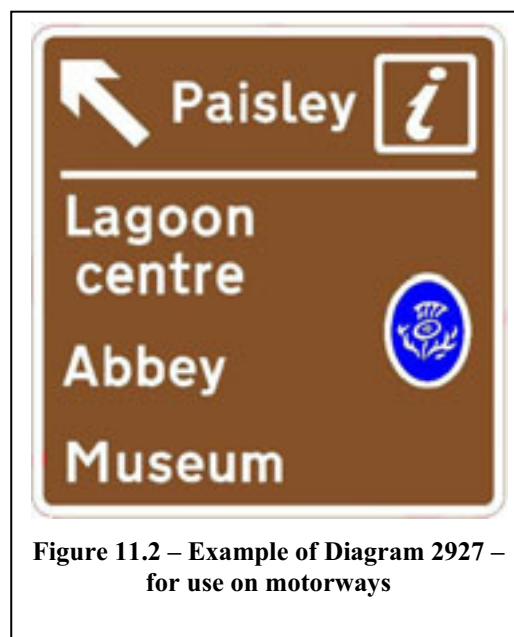
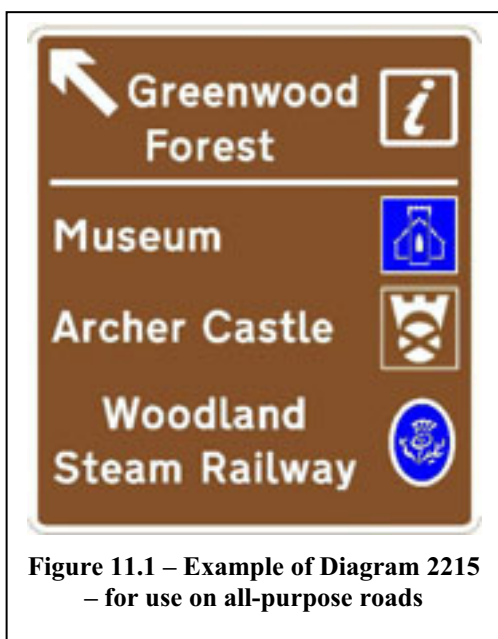
11.7 Such signs may be used to sign qualifying tourist attractions in a town/city or geographical area reached from the next junction.

11.8 The maximum number of tourist attractions on signs to diagram 2927 must not exceed three (see also paragraphs 13.2 to 13.6).

11.9 The town/city/geographical area must have a Tourist Information Centre as defined in Chapter 7.

11.10 The use of a descriptive legend (such as “historic market town”) is not permitted on any part of signs to Diagram 2927.

11.11 The use of symbols T4 (picnic area), T5 (youth hostel), T6 (caravan park), T7 (camping site or park), T10 (light refreshments), T11 (restaurant) and T12 (hotel or other overnight accommodation) is not permitted on signs to Diagram 2927.



## 12. NATIONAL TOURIST ROUTES, TOURIST TRAILS AND GEOGRAPHIC AREAS

### National Tourist Routes and Tourist Trails

12.1 National tourist routes (NTR) and tourist trails are not deemed to be tourist destinations. There are currently 12 NTRs (see Figure 12.1) and the creation of further NTRs and tourist trails is a matter for VisitScotland who will liaise with the trunk road authority with regard to signing on trunk roads.

12.2 Where possible, national tourist routes and tourist trails should utilise the local road network and should not normally follow trunk roads except where a route or trail must of necessity, start, partly include, or cross a trunk road.

12.3 Signing of national tourist routes or tourist trails on trunk roads must be approved by the trunk road authority. Where a national tourist route or tourist trail interfaces with, or is close to a trunk road, appropriate signing will be permitted.

12.4 National tourist routes and tourist trails will be signed using signs to Diagrams 2210, 2211, 2212, 2213 and 2214 in TSRGD using the thistle symbol, which may be shown in white on a brown sign to indicate that it is not a destination.

12.5 There are no prescribed signs for national tourist routes and tourist trails for use on motorways. However, there may be circumstances where it is desirable to direct tourists off the motorway network on to NTRs or tourist trails and in these circumstances, special authorisation may be given for signs directing tourist traffic off the motorway. In such circumstances, the trunk road authority will consult with VisitScotland and the local road authority before granting special authorisation.

### National Parks and Geoparks

12.6 Direction and boundary signs to National Parks and Geoparks will be considered by the trunk road authority on merit and in consultation with the relevant Parks Authority, VisitScotland and where appropriate, Scottish Natural Heritage.

### Other Geographic areas

12.7 Direction signs to areas that are marketed under a collective theme (e.g. attractions with literary

or historic connections) or within a geographic area will not normally be signed unless recognised by VisitScotland.

### Boundary signs

12.8 It should be noted that boundary signs for geographic areas such as National Parks are not prescribed in TSRGD and require special authorisation by Scottish Ministers.

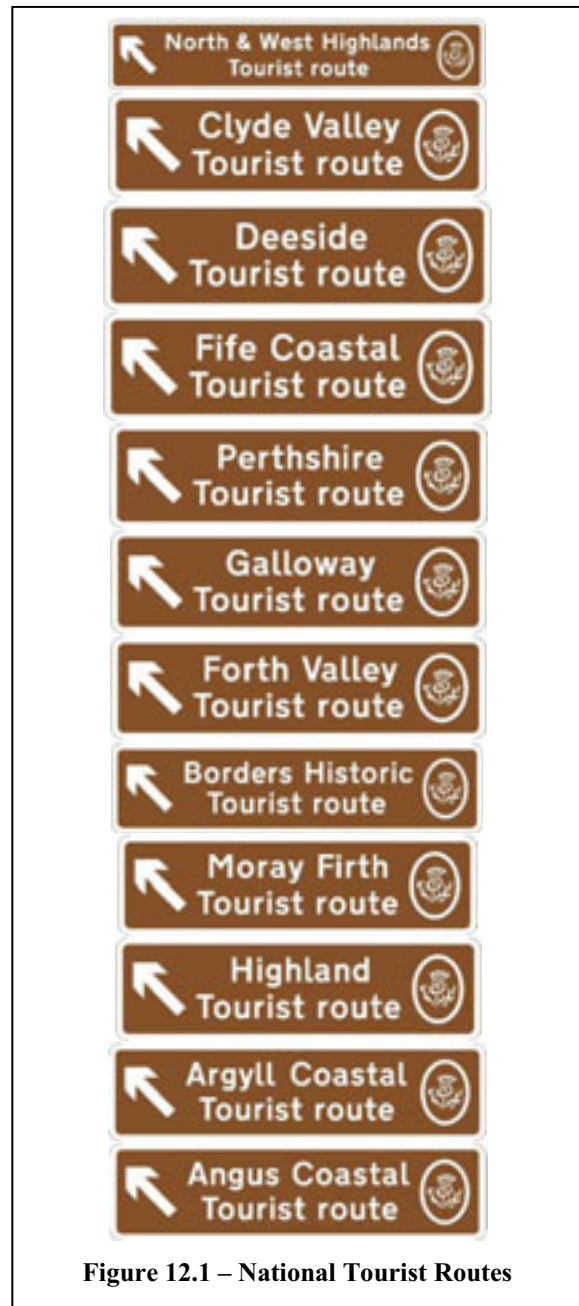


Figure 12.1 – National Tourist Routes

## 13. SIGN DESIGN GUIDANCE

### General

13.1 The primary 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). The driver should be able to safely read and understand the information on the sign whilst passing at normal speed. This chapter is aimed primarily at sign designers and supplements information given in LTN 1/94 [7] and in Chapter 7 of the Traffic Signs Manual [6].

### Destination Legends

13.2 When following the principles 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 often have longer names than other destinations and this will be a constraint on the number of destinations that can sensibly be included.

13.3 Lengthy tourist destination names will require larger signs. The wording may have to be shortened or abbreviated at the discretion of the trunk road authority. If the name cannot be shortened, this will further constrain the maximum number of destinations that can be included on a sign.

13.4 The maximum number of words permitted on a single destination sign shall be four.

13.5 The number of lines of text describing a single tourist destination is limited to two.

13.6 The maximum number of lines of text on any sign is limited to eight.

### x-heights

13.7 The x-height of legends on any sign must always be appropriate for the 85<sup>th</sup> percentile approach speed of private cars at the proposed sign location. Drivers must be able to read and understand the signs at normal approach speeds otherwise the signs could present a hazard. Therefore, the guidance in LTN 1/94 (Appendix A, paragraph 2) shall be followed even in environmentally sensitive areas where there can be pressure to reduce the x-height even further than that permitted in LTN 1/94. On composite signs, the x-heights for all destinations must always be the same.

### Composite signs

13.8 Where more than one tourist destination is signed in advance of a junction, they should be incorporated together on one set of signs. No more than one tourist sign or composite sign shall be permitted on any approach to a junction. Where there are more tourist destinations than can be accommodated on the signing, the trunk road authority will make the final decision on which destinations are to be signed in consultation with VisitScotland.

### Motorways

13.9 In accordance with LTN1/94 (paragraph 3.3.1), “Brown tourist attraction **panels** shall not be incorporated 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. Direction signs indicating tourist attractions are not provided on motorways.”

13.10 The sequence of advance direction signs (ADSs) observed by the driver on a motorway should normally be as follows:

- (a) Main ADS (1 mile from junction)
- (b) Tourist ADS
- (c) Main ADS (1/2 mile from junction)
- (d) Tourist ADS
- (e) Final main ADS

13.11 The two tourist ADSs must be identical and must be to Diagram 2924 or 2927 (see Chapter 11).

13.12 Tourist ADSs to Diagram 2924 and 2927 do not include the distance to the junction.

13.13 The use of distances to destinations on motorway tourist signs is not permitted by TSRGD [5] (except on Diagram 2926 – ‘Junction ahead from a motorway exit slip road’).

### All-purpose trunk roads

13.14 Tourist signing shall, wherever possible, be kept separate from trunk road direction signing (green and white signs). Brown tourist attraction panels shall only be used in exceptional circumstances where space constraints preclude the provision of separate signing. Sign designers should note that only tourist destinations and tourist information centres should be included on tourist signs. Local towns and other local destinations should always be signed using the appropriate coloured direction signing.

13.15 Tourist signs on all-purpose roads should normally include the distance to the destination.

13.16 A flag type direction sign should normally be preceded by an ADS.

13.17 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. However, in many cases, especially on high speed roads with a speed limit of 50mph or more, ADSs followed by flag-type direction signs at the entrance may be needed to guide traffic safely to the destination.

13.18 If a tourist destination is closed for part of the year, consideration should be given to the use of variable signs (i.e. flap-type or rotating plank) so that the legend is visible only during the period when the destination is open. Diagram 2209 allows the distance to be varied to "CLOSED" or additionally to show the opening times (see Figure 13.1). The operation and maintenance of such signs shall be carried out by the trunk road authority with costs borne by the tourist destination operator(s) within the initial provision.

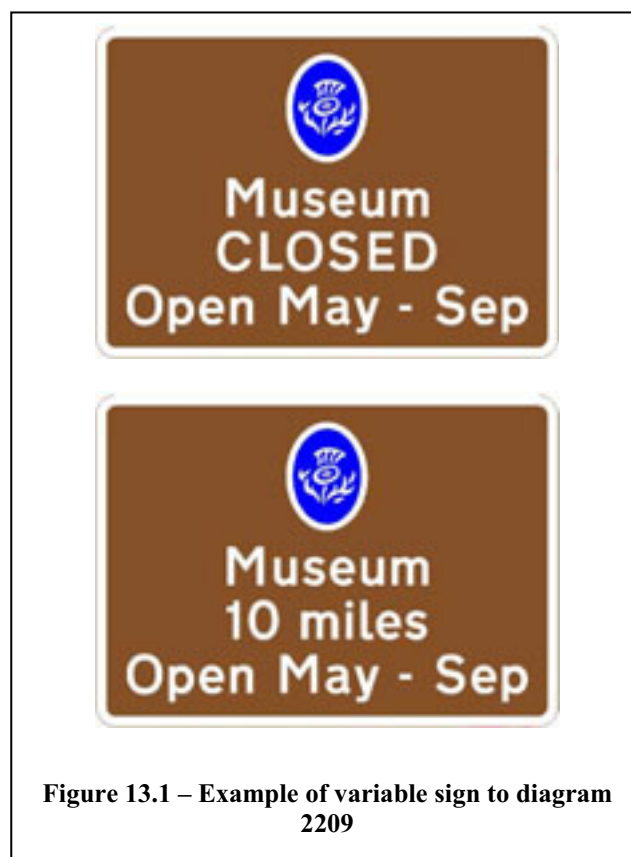
### Sign locations

13.19 The trunk road authority shall determine the location of all tourist signs within the trunk road and motorway network.

13.20 Where the trunk road authority considers that a proposed tourist sign conflicts with the interests of road safety due to its size and/or location, it reserves the right to refuse the application.

### Sign protection

13.21 Signs may require additional safety fencing. Reference should be made to the current standard for road restraint systems.





## 14. EXCESS SIGNING DEMAND

14.1 For safety purposes, it is important that individual signs are not overloaded with information. For any given speed of vehicle and x-height, there is a limited quantity of information that can be safely read by all drivers. The maximum number of tourist destinations per sign is discussed in Chapters 11 and 13.

14.2 Priority for tourist signing on the trunk road and motorway network will be given to tourist destinations with the greatest traffic management or road safety need and which cannot be reached simply by following signs to a town or city within which the destination is situated.

14.3 If there is more than the maximum recommended number of eligible tourist destinations than can be accommodated on the signs, each with similar traffic management and safety needs, the trunk road authority will make the decision as to which destinations should be signed after consulting with the relevant local authorities and VisitScotland.

14.4 Where existing signing cannot accommodate any additional destinations, a new applicant will be required to demonstrate a stronger case for signing than at least one of the destinations currently signed. The trunk road authority will then decide, in consultation with the relevant local authorities and VisitScotland, which destinations should continue to be included on a new or amended sign. The full cost of revising the signing, including any compensation payable to the operators of destinations removed from existing signs, shall be met by the successful applicant.

14.5 Operators of destinations removed from existing signs within the first five years of the life of the sign will be entitled to make a claim for compensation of trunk road sign installation costs on a pro-rata basis for the outstanding period. After this initial five year period, no compensation will be payable.

## 15. APPLICATION PROCEDURE

15.1 This policy document introduces a new ‘seamless’ application process which will benefit Scottish tourism and the administration of tourist signposting policy.

15.2 The “Home Traffic Authority” (HTA) means the traffic authority for the road which provides the main direct access to a tourist destination. For a destination with its access directly on to a local road, the HTA will be the local road authority. For a destination with its access directly on to a trunk road, the HTA will be the trunk road authority.

15.3 Applications for all tourist signing shall be made to the HTA.

15.4 The HTA shall be responsible for liaising with all other relevant authorities (including VisitScotland) and for obtaining any necessary approvals from these authorities.

15.5 The HTA does not decide what is signed in another traffic authority area nor does it necessarily provide the signs. The purpose of the HTA is to provide a seamless process to the applicant. The HTA will need the agreement of the other relevant traffic authorities before signs can be erected in their areas.

15.6 Since the HTA is the co-ordinator of the application process, the information required of applicants by the trunk road authority (if any signs are proposed for trunk roads and/or motorways) should be included within the HTA forms. Annex B gives a standard application form to be used for trunk road/motorway applications.

15.7 If an application for the provision of tourist signs is refused by the trunk road authority in full or in part, the applicant shall be given clear reasons. The trunk road authority’s decision regarding signing on the trunk road and motorway network is final.

15.8 If a proposed sign is not prescribed by TSRGD (including permitted variants), the HTA will need to consider whether an alternative design complying with TSRGD could be used instead or whether there is a case for applying to Scottish Ministers for special authorisation.

## 16. FINANCIAL AND OTHER ARRANGEMENTS

16.1 The general principle is that all tourist signing is provided at the expense of the applicant and that the trunk road authority and hence the public purse should incur no financial burden in **providing** tourist signing on the trunk road and motorway network other than for ongoing maintenance.

16.2 The applicant will be responsible for the **cost** of providing the traffic signs including the design, manufacture, supervision of works, posts and fittings, concrete, erection, traffic management, lane rental charges (if applicable) and safety fencing (if required).

16.3 Once the signs have been installed, they come under the strict control of the trunk road authority. No alterations to signs can be made without the consent of the trunk road authority.

16.4 The trunk road authority will be responsible for maintenance and repair of the signs including cleaning and the operation of variable flaps or covers. The cost of the latter will be represented in the initial cost of provision.

16.5 The applicant(s) will be responsible for the costs of replacement of the sign when it reaches the end of its serviceable life. The trunk road operator, on deciding that a sign needs to be replaced, will inform the HTA that the sign requires replacing. The HTA will then make an assessment of whether the previous application is still relevant, after which it will approach the tourist destinations involved for payment for a new sign or for a new application if it is required.

16.6 A specific agreement must be made between the trunk road authority and the applicant prior to the installation of approved tourist signing. Where the signs are being promoted by a group of individuals or by VisitScotland or a Local Enterprise Company, a nominated person or organisation will be required to sign the agreement with the trunk road authority on behalf of the promoting group. Model letters of agreement are attached at Annex C.

16.7 Signs may be modified, replaced or removed by the trunk road authority at any time for traffic management, safety or other reasons. If it becomes necessary to remove the signing within the first five years (for any reason other than the closure of the destination), the applicant will be entitled to

make a claim for re-imburement of trunk road sign installation costs on a pro-rata basis for the outstanding period. After this initial five year period, no compensation will be payable.

16.8 VisitScotland will alert HTAs and the trunk road authority to destinations which are no longer eligible for signs.

16.9 Signs will not normally be altered or removed by the trunk road authority without giving prior notice to the original applicant(s) and VisitScotland.

16.10 Applicants should be advised that the cost of providing tourist signs on trunk roads and motorways (due to large sign sizes and safety fence requirements) can be very high.

16.11 The HTA will collect the funds from the applicant and be responsible for distributing these to any other relevant authorities.

### Design Arrangements

16.12 Each HTA will have separate processes for the design of signing schemes. Some authorities will require that the design is carried out in-house whilst others will require designs to be carried out by approved consultants. The applicant should check the detailed requirements with the relevant HTA.

### Manufacture and Installation

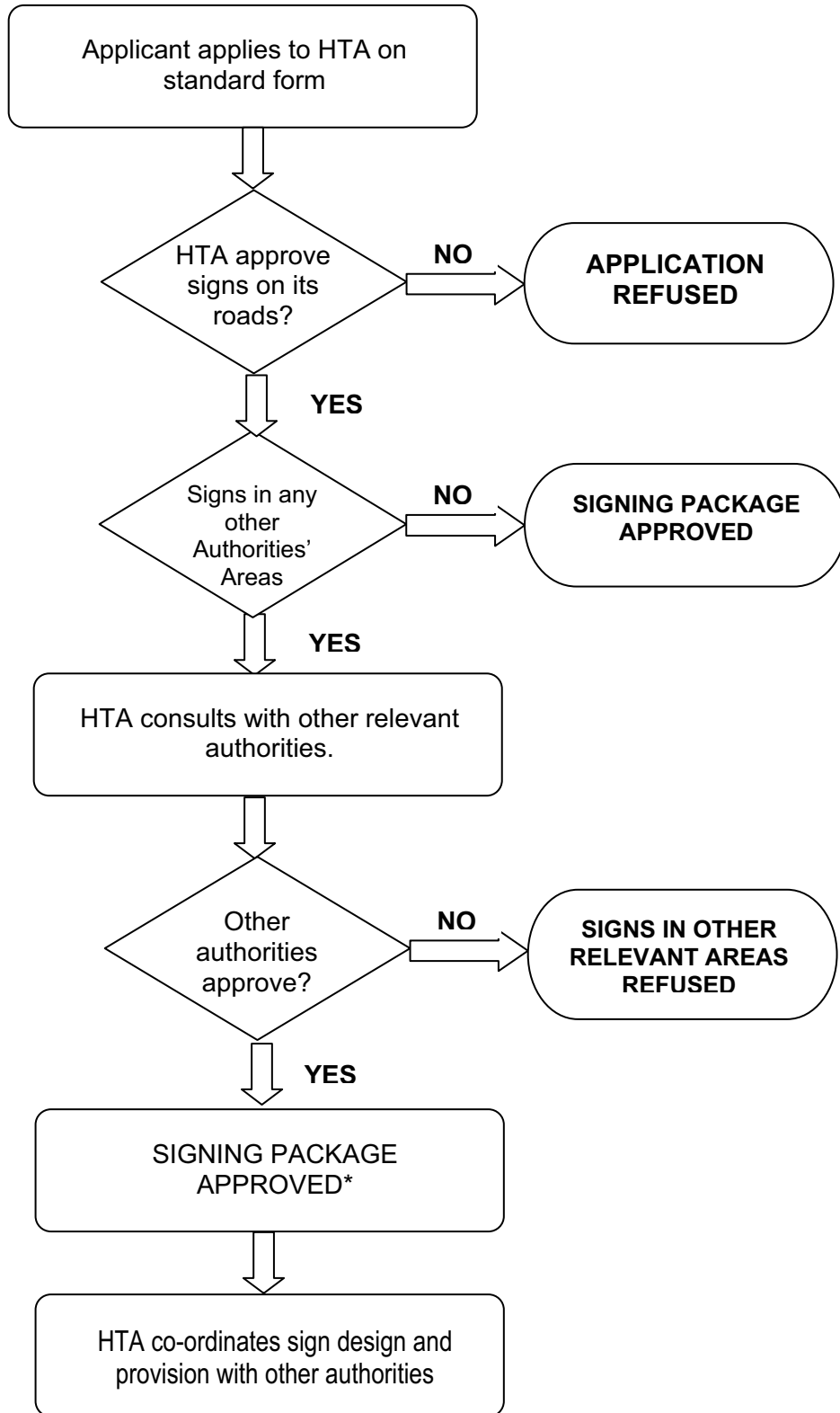
16.13 The approved signs must be manufactured in accordance with BS 873 [8] or any successor standard by a sign manufacturer approved by the HTA.

16.14 Whilst the HTA is responsible for co-ordinating the design and approvals process, it is the responsibility of each individual local authority to arrange for erection of signs within its boundaries. In the case of signs on Trunk Roads and Motorways, the signs must be installed by an approved contractor in liaison with the trunk road operator.

## 17. REFERENCES

1. Trunk Road and Motorway Tourist Signposting Policy, May 1998. The Scottish Office, 1998
2. Tourist Signposting. SOID Circular 3/1992, The Scottish Office Industry Department, 1992
3. Tourist Signposting. SODD Circular 27/1995, The Scottish Office Development Department, 1995
4. Roads (Scotland) Act 1984.
5. Statutory Instrument 2002 No. 3113. The Traffic Signs Regulations and General Directions 2002. The Stationery Office. ISBN 0-11-042 942-7
6. Traffic Signs Manual, Chapter 7 - The Design of Traffic Signs. 2003 The Stationery Office. ISBN 0-11-552 480 0
7. Local Transport Note 1/94. The design and Use of Directional Informatory Signs. July 1994. HMSO. ISBN 0-11-551 610-7.
8. Fixed, vertical road traffic signs. Fixed signs BS EN 12899-1: 2001. London: British Standards Institution.
9. Road Furniture In The Countryside – Transport Scotland, July 2006. ISBN: 0-7559-4944-7.

## Annex A – Application Process Flowchart



## Annex B – Standard Application Form

Application for Signing a Tourist Destination from the all-purpose and motorway trunk road network in Scotland

The purpose of this form is to provide the information necessary for the Trunk Road Authority (TRA) to consider whether proposals for white on brown signs on the motorway and/or all-purpose trunk road network meet the TRA requirements for signing generally and would be appropriate at the proposed location(s). Section A is to be completed by the applicant (or 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 Trunk Road Operator for completion of Sections C and D.

<b>SECTION A – Tourist Destination Information (submitted by Applicant)</b>				
<b>A1</b>	Tourist Destination	Name:		
		Address:		
		Post Code:		
		Telephone number		
<b>A2</b>	Type of tourist destination			
<b>A3</b>	Visitor numbers per annum and data source			
<b>A4</b>	Details of parking facilities on site or close by (within 500m)	No. of spaces for	On site	Close –by (within 500m)
		Cars		
		Coaches		
		Disabled		
<b>A6</b>	Does the destination have VisitScotland recognition	Yes/No (please provide details and written confirmation from VisitScotland)		
<b>A7</b>	Is the destination a member of a VisitScotland or approved equivalent Quality Assurance scheme	Yes/No (please provide details and written confirmation from VisitScotland)		
<b>A7</b>	Please provide details of opening hours including seasonal variations.			
<b>A8</b>	Please provide a brief statement of reasons for the proposed signs.			
<b>A9</b>	Please provide plans showing the location of the tourist destination (including access to and egress from the public road) and details of existing and proposed signing on the trunk and local road networks: <ul style="list-style-type: none"> <li>• Key plan (eg 1:5000 scale)</li> <li>• Location plans (eg 1:1250 scale)</li> <li>• Sign face details or photographs or proposals</li> </ul>			
<b>A10</b>	Please provide information on any existing signs (including advertising signs) for your destination, including any located on private land adjacent to the public road.			
<b>A11</b>	On a separate sheet, please provide any other relevant information that may support your application for tourist signs. Please also include examples of publicity and marketing materials.			
<b>A12</b>	Please provide contact details of applicant/agent of applicant (delete as appropriate):	Name:		
		Company		
		Address		
		Telephone number	Fax number:	
		E-mail:	Signature:	

On completion of Section A, please send this form to the Home Traffic Authority, which is the traffic authority for the road which provides the main direct access to your tourist destination. Additional information may be required for applications involving local roads and other road authorities.

Trunk Road and Motorway Tourist Signposting Policy

<b>SECTION B – Assessment by Home Traffic Authority (HTA)</b>			
B1	Name of tourist destination		
B2	Route number or name on which tourist destination is located and OS Grid Ref:	Route no:	
		OS Grid Ref	East: North:
B3	Has data in Section A been verified?	Yes/No	
B4	Have all the details requested at A9 been provided and are they adequate? If not, return application to applicant.	Yes/No	
B5	Is the route proposed for signing the most suitable route between the tourist destination and the trunk road/motorway? If not, please give reasons.	Yes/No	
B6	Does the access to and egress from the public road comply with standards or is otherwise safe?	Yes/No	
B7	Is the destination currently signed from any other trunk road/motorway as a tourist destination or as a local destination using standard direction signs? If yes, give details	Yes/No	
B8	Are there any tourist destinations nearby which are likely to request similar signing from the same or a nearby junction? If yes, give details.	Yes/No	
B9	Are there any signs which may need to be altered as part of this proposal?	Yes/No	
B10	What is the traffic management and/or safety case for the proposed signs on the trunk road/motorway?		
B11	Is the sign in an area designated for its landscape quality (i.e. National Park, National Scenic Area, Geopark or Area of Great Landscape Value)?	Yes/No	(please provide details and copies of any consultation with appropriate authority.)
B12	Will the sign detract from the character of the area or cause sign proliferation?	Yes/No	
B13	Does this application comply with Home Traffic Authority and all other relevant local authorities' tourist signposting policies? If not, please supply details.	Yes/No	
B14	Does this application comply with trunk road and motorway policy? If not, please supply details.	Yes/No	
B15	Will the local traffic authorities be providing continuity signing back to the trunk road?	Yes/No	
B16	Have you attached the relevant supporting documentation including key plan, location plan and sign face drawings?	Yes/No	
B17	On a separate sheet, please give any other relevant information which will assist the trunk road authority in the consideration of the application.		
B18	Please provide the relevant contact details of the person dealing with the application at the HTA.	Name: Authority: Address:  Telephone no: E-mail: Signature:	

On completion of Section B, please send the form and all supporting information to the trunk road authority.

Trunk Road and Motorway Tourist Signposting Policy

**SECTION C – Assessment by Trunk Road Authority (or Trunk Road Operator)**

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 supply details.	Yes/No
C3	Does the required supporting information accompany this form?	Yes/No
C4	(i) Have all the relevant local authorities agreed to continuity signing from the trunk road/motorway?  (ii) Are these signs consistent with the signs proposed for the trunk road/motorway? If not, please give details.	Yes/No  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 existing traffic signs? If yes, please give details.	Yes/No
C7	(i) Could the proposed signs compromise road safety (eg does the junction already have an accident record)?  (ii) Will the proposed signs encourage undesirable right turns or other inappropriate vehicle manoeuvres? If yes, please give details.  (iii) Will the new signs cause undue visual intrusion or lead to a proliferation of signs in the vicinity?	Yes/No  Yes/No  Yes/No



Trunk Road and Motorway Tourist Signposting Policy

SECTION D – Decision of Trunk Road Authority	
D1	Name of tourist destination
D2	This application is: ACCEPTED/REJECTED  Please state reasons:
	Signature:
	Date:
	Name:
	Position:
	Telephone:
	Fax:
	E-mail:

**NOTES**

The Trunk Road Authority will inform the HTA of its decision by returning a copy of this form to the HTA. When the trunk road authority is also the HTA, this form will be returned directly to the named contact in A12.

Any approval is valid for a period of 6 months from the date entered in Section D and will lapse if the relevant agreement has not been returned for trunk road authority signature approved within this time.

## Annex C – Model Letters and Agreements

### Model Letter from Home Traffic Authority to a Tourist Destination Operator approving request for Signing

Dear Sir/Madam

[No of Trunk Road] TRUNK ROAD - APPLICATION FOR TOURIST SIGNPOSTING TRAFFIC SIGNS TO [Name of Destination]

I refer to your request for signing on the [No of Trunk Road] trunk road.

I confirm that after consultation with Transport Scotland your application is approved in principle for the tourist traffic signs indicating the direction to [name of destination] at the locations listed in the attached schedule, subject to the following conditions:-

1. You will be responsible for paying the full costs of providing the traffic signs including the design, manufacture, supervision of works, posts and fittings, concrete, erection, traffic management, lane rental charges (if applicable) and safety fencing (if required). [If the destination is closed for part of the year you will also be responsible for all costs associated with the plating of signs or closing of flap type signs to your destination when your destination is closed and also the costs associated with removal of plates or reopening of flap type signs when your destination re-opens for business.] These latter costs will be included within the initial cost of provision.
2. The traffic signs will become the property of Transport Scotland and shall be maintained by Transport Scotland.
3. Transport Scotland reserves the right to remove, reposition, or alter the design of, the traffic signs. This at Transport Scotland's absolute discretion and in the interests of road safety, traffic management or for the purpose of accommodating other traffic signs or where in Transport Scotland's reasonable opinion you have ceased to comply with the conditions of this offer or the conditions set out and contained in VisitScotland's Code of Practice for Tourist Attractions and The Trunk Road and Motorway Tourist Signposting Policy as revised or reissued from time to time.
4. In the event of more than one tourist destination being indicated on a traffic sign your obligations hereunder will be shared equally with the other operators whose tourist destinations are also indicated on the traffic sign.
5. A formal agreement must be entered into with Transport Scotland.

The estimated cost for the provision of the signs is in the order of £[estimated cost].

[The design, manufacture and erection can be carried out by [name of council / Trunk Road Operator], however you may make your own arrangements subject to the strict specifications being adhered to.] [this paragraph may be worded to suit the Trunk Road Operator/Home Traffic Authority's own departmental and administrative procedures.]

Yours faithfully

[Home Traffic Authority]

## Trunk Road and Motorway Tourist Signposting Policy

Schedule referred to in the foregoing letter giving Approval in Principle for Tourist Traffic Signs indicating Direction to [name of destination]

Trunk Road	Location	Description of Sign

**Model Letter from Home Traffic Authority to a Tourist Destination Operator refusing application for Signing**

Dear Sir/Madam

[No of Trunk Road] TRUNK ROAD - APPLICATION FOR TOURIST SIGNPOSTING TRAFFIC SIGNS TO [Name of destination]

I refer to your application for signing on the [No of Trunk Road] trunk road.

I confirm that after consultation with Transport Scotland your application for traffic signs on the trunk road/motorway indicating the direction to [name of destination] is refused because:

it is not practicable for the proposed additional signing to be provided at the proposed location

and / or

the provision of additional signs would adversely affect road safety

and / or

the provision of additional signs would create unacceptable sign clutter

and / or

the proposal is contrary to The Trunk Road and Motorway Tourist Signposting Policy [ State Reason]

and / or

[Other reasons]

Yours faithfully

[Home Traffic Authority]

**Model Letter of Agreement between Transport Scotland and a Tourist Destination Operator**

Dear Sir/Madam

[No of Trunk Road] TRUNK ROAD - APPLICATION FOR TOURIST SIGNPOSTING TRAFFIC SIGNS TO [Name of destination]

On behalf of Transport Scotland as Road Authority for the [full name of road(s)] Trunk Road(s) I hereby approve the placing of traffic signs indicating the direction to [name of destination] at the locations listed in the Schedule annexed and signed as relative hereto and in accordance with the enclosed [drawing no/design and site plan submitted to Trunk Road Operator on ..... ] subject to the following terms and conditions:

1. You will be responsible for paying the full costs of providing the traffic signs including the design, manufacture, supervision of works, posts and fittings, concrete, erection, traffic management, lane rental charges (if applicable) and safety fencing (if required). [If the destination is closed for part of the year the above costs will include an allowance for costs associated with the plating of signs or closing of flap type signs to your destination when your destination is closed and also the costs associated with removal of plates or reopening of flap type signs when your destination re-opens for business.]
2. The traffic signs will become and remain the property of Transport Scotland.
3. Transport Scotland reserves the right to remove, reposition, or alter the design of, the traffic signs at its absolute discretion in the interests of road safety, traffic management or for the purpose of accommodating other traffic signs or where in its reasonable opinion you have ceased to comply with the conditions of this offer or the conditions set out and contained in VisitScotland's Code of Practice for Tourist Attractions and or current Trunk Road and Motorway Tourist Signposting Policy.
4. In the event of more than one tourist destination being indicated on a traffic sign your obligations hereunder will be shared equally with the other operators whose tourist destinations are also indicated on the traffic sign(s).
5. The second copy of this letter together with the signed and dated Schedule confirming your agreement to the above conditions must be returned within 28 days of the date of this letter.
6. [Other condition(s) as appropriate].

Yours faithfully

[Unit Manager]  
Trunk Roads Network Management Division

Trunk Road and Motorway Tourist Signposting Policy

Schedule Referred to in the Foregoing Offer by Transport Scotland to  
[The Operator] dated . . . . .

[No of Trunk Road] TRUNK ROAD - APPLICATION FOR TOURIST SIGNPOSTING TRAFFIC SIGNS TO  
[Name of destination]

Docquet of Acceptance

Dated ..... On behalf of [the tourist destination operator]  
I hereby accept your foregoing offer and hold there to be a concluded agreement between us.

[Signature on behalf of the tourist destination operator]

Trunk Road	Location	Description of Sign and Drawing Number

**Model Letter from Transport Scotland to Trunk Road Operator (and/or Home Traffic Authority) confirming that an Agreement has been made with a Tourist Destination Operator for the provision of Tourist Signs**

Dear Sir/Madam

[No of Trunk Road] TRUNK ROAD - APPLICATION FOR TOURIST SIGNPOSTING TRAFFIC SIGNS TO [Name of destination]

Transport Scotland as Road Authority for the [full name of road(s)] Trunk Road (s) has agreed to the provision of traffic signs indicating the direction to [name of destination] on the [full name of road(s)] at the locations listed in the enclosed Schedule and shown on Drawing No(s) ..... but on the following terms and conditions:-

The operator of the destination shall be responsible for paying the full costs (incl. VAT) in relation to the traffic signs. These costs include manufacture and all costs involved in erection. All works shall be carried out to the required standards by an approved contractor in liaison with the trunk road operator and/or the local authority and/or the Home Traffic Authority.

The traffic signs shall become the property of Transport Scotland.

Transport Scotland reserves the right to remove, reposition, or alter the design of, the traffic signs at his absolute discretion in the interests of road safety, traffic management or for the purpose of accommodating other traffic signs, or where in Transport Scotland's reasonable opinion the operator has ceased to comply with the conditions of agreement or the conditions set out and contained in VisitScotland's Code of Practice for Tourist Attractions and Trunk Road and Motorway Tourist Signposting Policy.

In the event of more than one tourist destination being indicated on a traffic sign the applicant's obligations will be shared equally with the other operators whose tourist destinations are also indicated on the traffic sign.

[Other conditions as specified in letter to destination operator]

Yours faithfully

[Unit Manager]  
Trunk Roads Network Management Division

Further copies of this document are available, on request, in audio and large print formats and in community languages, please contact:

اس دستاویز کی مزید کاپیاں آڈیو کیسٹ پر اور بڑے حروف کی چھپائی میں اور کیوٹی کی زبانوں میں طلب کیے جانے پر دستیاب ہیں، برائے مہربانی اس پتہ پر رابطہ کریں:

এই ডকুমেন্ট-এর (দলিল) অনতিরিক্ত কপি, অডিও এবং বড়ো ছাপার অক্ষর আকারে এবং সম্প্রদায়ভাষার ভাষায় অনুরোধের মাধ্যমে পাওয়া যাবে, অনুগ্রহ করে যোগাযোগ করুন:

Gheibhear lethbhreacan a bharrachd ann an cruth ris an èistear, ann an clò mòr agus ann an cànan coimhearsnachd. Cuir fios gu:

इस दस्तावेज़/कागज़ात की और प्रतियाँ, माँगे जाने पर, ऑडियो टेप पर और बड़े अक्षरों में तथा कम्प्यूनिटी भाषाओं में मिल सकती हैं, कृपया संपर्क करें:

ਇਸ ਦਸਤਾਵੇਜ਼/ਕਾਗਜ਼ਾਤ ਦੀਆਂ ਹੋਰ ਕਾਪੀਆਂ, ਮੰਗੇ ਜਾਣ 'ਤੇ, ਆਡੀਓ ਟੇਪ ਉੱਪਰ ਅਤੇ ਵੱਡੇ ਅੱਖਰਾਂ ਵਿਚ ਅਤੇ ਕੰਮਿਊਨਿਟੀ ਭਾਸ਼ਾਵਾਂ ਦੇ ਵਿਚ ਮਿਲ ਸਕਦੀਆਂ ਹਨ, ਕ੍ਰਿਪਾ ਕਰਕੇ ਸੰਪਰਕ ਕਰੋ:

此文件有更多備份，如果需要，語音版本和大字體版本及少數種族語言版本也可提供，請聯絡：

يمكن أن تطلب النسخ الأخرى من هذا المستند كالتسجيل الصوتي والخط المكبر ونسخ بلغات أخرى، يرجى الإتصال على:

**info@transportscotland.gsi.gov.uk** or phone **0141 272 7100**

© Crown copyright 2006

This document is also available on the Transport Scotland website:  
[www.transportscotland.gov.uk](http://www.transportscotland.gov.uk)

Astron B47385 9/06

Further copies are available from  
Blackwell's Bookshop  
53 South Bridge  
Edinburgh  
EH1 1YS

Telephone orders and enquiries  
0131 622 8283 or 0131 622 8258

Fax orders  
0131 557 8149

Email orders  
[business.edinburgh@blackwell.co.uk](mailto:business.edinburgh@blackwell.co.uk)

ISBN 1-906006-00-8



9 781906 006006