

ITEM No ...5...

REPORT TO: CITY DEVELOPMENT COMMITTEE – 13 MAY 2019

REPORT ON: TOURIST SIGNPOSTING – REVIEW OF POLICY

REPORT BY: EXECUTIVE DIRECTOR OF CITY DEVELOPMENT

REPORT NO: 10-2019

1 PURPOSE OF REPORT

1.1 This report proposes a review of the tourist signing policy relating to the signing of eating establishments.

2 RECOMMENDATION

2.1 It is recommended that the Committee approve the revised Tourist Signing Policy as shown in Appendix 1.

3 FINANCIAL IMPLICATIONS

3.1 None.

4 BACKGROUND

4.1 The current policy on Tourist Signposting was approved by Planning & Transportation Committee at its meeting on 27 October 2008 (Article II Report 496-2008 refers). The policy covers signposting to visitor attractions as well as to accommodation establishments and eating place establishments (commonly known as “brown signs”).

4.2 Tourist signing should be provided to attractions and facilities which visitors would otherwise have difficulty finding.

4.3 There is a large number of eating place establishments competing for custom within urban areas (restaurants, cafes, public houses with eating facilities, etc), therefore, it is considered impractical to provide signs for every qualifying establishment.

4.4 Visitors to the city can reasonably expect to find such establishments without the need for such signing. It is also essential to minimise signage clutter which is detrimental to both road safety and the visual environment.

4.5 It is therefore proposed that the current tourist signing policy is amended to reflect changes in Appendix 1 Section 5 ‘General Provision’ (f to h).

5 POLICY IMPLICATIONS

5.1 This Report has been subject to an assessment of any impacts on Equality and Diversity, Fairness and Poverty, Environment and Corporate Risk. There are no major issues.

6 CONSULTATIONS

6.1 The Council Management Team were consulted in the preparation of this report.

7 BACKGROUND PAPERS

7.1 None.

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1 May 2019

APPENDIX 1

Tourist Signposting Policy for Dundee City – May 2019

1 General Information

This policy document contains guidance on the provision of tourist destination signs (brown background signing with white lettering) on all (non trunk) roads in the Dundee City area.

Transport Scotland are responsible for all signs erected on trunk roads (those in Dundee are listed below) and on these roads Transport Scotland's tourist signposting policy will apply.

A90

A972

A92 - Scott Fyffe roundabout to Tay Road Bridge

Visit Scotland are responsible for the accreditation of all tourist attractions and facilities and this accreditation must be obtained by the attraction/facility operator before tourist signing can be considered.

The objective of this policy is to control the level of signing such that it is appropriate to meet the needs of the tourism industry and road users in general, which is consistent with safe and efficient traffic management and has minimal impact on the environment through sign clutter.

2 General Qualifying Criteria For All Tourist Sign Provision

- a The attraction or facility must be formally accredited by Visit Scotland, in that the tourist destination operators must be members, and remain members, of the relevant Visit Scotland Quality Assurance Scheme, where one exists, or an equivalent scheme endorsed by Visit Scotland.
- b Adequate parking for cars or drop off and pick up facilities (and where appropriate, coaches) should be provided or available, at or in the vicinity of the tourist attraction/facility.
- c The attraction/facility must be open to the public without prior booking during its normal opening hours.
- d The attraction/facility must not be sited on, nor be clearly visible from an important road ("A" or "B" class road).
- e There must be no other direction or advertising signing to the attraction/facility on or adjacent to any road.

3 Additional Restrictions On Tourist Facility Sign Provision

- a "Accommodation" facility signing is restricted to establishments with 10 or more rooms available to let.
- b Due to the large number of eating place establishments within the City of Dundee, establishments whose sole purpose is to provide food/refreshments will not be eligible for signing.

4 Extents and Wording Permitted on Signing

- a Any signs provided will extend from the nearest important road, and any intermediate changes of direction before reaching the establishment will also be signed. In the context of this policy an important road is defined as an "A" or "B" class road.

- b Normally an establishment may have signs extending from only one important road though this may be increased to two if the establishment is located midway between two important roads.
- c The maximum number of lines of text describing a single tourist destination will be limited to three.
- d The maximum number of lines of text on any tourist sign will be limited to 5.
- e Where the number of tourist destinations exceeds that which can be accommodated on the signing, Dundee City Council, in consultation with Visit Scotland, will have the final decision on which destinations are to be signed.
- f Signs will be worded with the name of the establishment and/or a generic title (eg "B & B") and the distance in miles or yards thereto. The establishment will be restricted to its trading name only. No other wording will be permitted.
- g Dundee City Council will determine such matters as the exact dimensions of signs, the sign layout, the materials used in their manufacture and their exact location (in which respect such aspects as road safety will be considered).
- h Establishments in proximity to each other shall be encouraged to apply for composite signs feature several establishments, thereby reducing costs and sign clutter.

5 General Provision

- a Dundee City Council will have the absolute and final discretion to grant consent for/refuse consent for, any sign, including any amendments to existing signs.
- b Dundee City Council reserves the right to remove/alter/temporarily cover signs which it considers are no longer satisfactory for any reasons.
- c The costs of design, manufacture, erection and maintenance of the signs will be borne in full by the business concerned.
- d Where a new tourist destination is to be incorporated on to an existing sign, the new tourist destination operator will bear the full cost of manufacture and erection of the composite sign. The maintenance costs will thereafter be shared equally by all the operators whose attraction/facility appear on the sign. If the tourist destination ceases to operate or is no longer a member/accredited by Visit Scotland then the sign will be removed/amended as appropriate at the cost of the operator whose circumstances have changed.
- e All signs shall be designed and erected in compliance with the Traffic Signs Regulations and General Directions, and the Traffic Signs Manual by a signing contractor approved by Dundee City Council.
- f Where there is no suitable prescribed sign in the Traffic Signs Regulations and General Directions, an application can be made to the Scottish Government for authorisation to use a specially designed non-prescribed sign in Scotland. Application to use a non-prescribed sign may only be made by Dundee City Council in Dundee.
- g Dundee City Council will not allow any patching of signs.
- h It is not intended to replace or remove any signs where the attraction still meets the required criteria. The existing signs will be routinely inspected and monitored for any future maintenance or removal requirements.

6 How to Apply

- a Tourist attraction/facility operators must firstly obtain accreditation from Visit Scotland.

VisitScotland - Contact information

Address: VisitScotland, Ocean Point One, 94 Ocean Drive, Edinburgh EH66JH

Telephone: 0131 4722222

Email: info@visitscotland.com

b Dundee City Council - Contact Information

Address: Roads and Transportation, Network Management, 50 North Lindsay Street, Dundee DD1 1LS

Telephone: 01382 431383

Email: signing@dundeecity.gov.uk

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