

REPORT TO: PLANNING & TRANSPORT COMMITTEE - 27 OCTOBER 2008

REPORT ON: TOURIST SIGNPOSTING

REPORT BY: DIRECTOR OF PLANNING & TRANSPORTATION

REPORT NO: 496-2008

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 The cost of the provision and maintenance of tourist signing is borne by those responsible for the tourist attraction. There are no financial implications to the Council.

4 BACKGROUND

- 4.1 The current policy on Tourist Signposting was approved by Committee in February 2000. 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 signposting policy is amended as shown in Appendix 1 to remove the need for signing to eating establishments.

5 POLICY IMPLICATIONS

- 5.1 This Report has been screened for any policy implications in respect of Sustainability, Strategic Environmental Assessment, Anti-Poverty, Equality Impact Assessment and Risk Management.

The major issues identified are the implementation of this policy will retain the benefits for both visitors and citizens when visiting main tourist attractions whilst avoiding visual intrusion of sign clutter.

6 CONSULTATIONS

- 6.1 The Chief Executive, Depute Chief Executive (Support Services), Depute Chief Executive (Finance), Head of Finance, Assistant Chief Executive (Community Planning) and Chief Constable have been consulted and are in agreement with the contents of this report.

7 BACKGROUND PAPERS

- 7.1 None

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NHG/GH/EB

30 September 2008

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APPENDIX 1

Tourist Signposting Policy for Dundee City - August 2008

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 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 (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 eight.
- 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.
- 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.

6 How to Apply

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

Contact information

Address VisitScotland, Cowan House, Inverness Retail & Business Park, Inverness IV2 7GF

Telephone 01463 244111

Fax 01463 244181

Email www.visitscotland.org
www.visitscotland.com