

<b>SERVICE</b>	<b>PERMANENT DIRECTION SIGNING</b>
<b>LEGISLATION</b>	<b>TRAFFIC SIGNS MANUAL, TRAFFIC SIGNS REGULATIONS AND GENERAL DIRECTIONS 2015</b>

**POLICY BACKGROUND:**

This document sets out the Council's Policy for the provision of all **new permanent** directional traffic signs for the following:-

- ❑ Principle Routes and Destinations
- ❑ Local Destinations
- ❑ Public Facilities including:
  - Sport & Leisure Facilities - e.g. Leisure centres, sports & leisure facilities, stadia and theatres.
  - Health Facilities – e.g. Hospitals, health centres, surgeries and dentists
  - Educational Facilities – e.g. Schools, colleges and nurseries
  - Places of Worship
  - Commercial Facilities - e.g. Local, district and major retail centres, large stores, garden centres
  - Amenity Facilities – e.g. Libraries, Council Offices, toilets, train station etc
- ❑ Tourist Attractions & Facilities
- ❑ As a result of the growth within Milton Keynes, the Principle and Local Direction Signing Strategy is due to be reviewed. This may result in changes to this policy.
- ❑ With the exception of route and local destination signs, **all** costs for privately requested signing (which includes an assessment & design fee, provision of signs and a commuted sum to cover future maintenance) are to be met by the applicant (*Charitable Organisations may be exempt from some charges*)
- ❑ This policy has been produced in accordance with the DfT and the County Surveyors Society (CSS) guidance and relates to the implementation of tourist signs on Milton Keynes, local authority roads only. Applications for signs on the trunk road network within Milton Keynes (the M1 and A5) must be made to Highways England.

## ASSESSMENT CRITERIA

### PRINCIPLE ROUTES AND DESTINATIONS

- The Principle Road Network is signed in accordance with the advice given in the Traffic Signs Manual. In addition to the routes and destinations being signed themselves, access routes to the Principle Road Network are signed from within 2 junctions.
- The M1 and A5 Principle Routes are also signed when exiting Central Milton Keynes.

### LOCAL DIRECTION SIGNING

- Within Milton Keynes, key settlements are signed from the nearest principle route. In addition generic areas of MK (North, South, East, West and Central) are signed from all principle route entry points. Local "Grid Squares" within Milton Keynes are signed 2 grids in advance.

### DIRECTION SIGNING FOR PUBLIC FACILITIES

- The following criteria apply to the signing of public facilities using normal **black on white** signs. The applicant will be expected to meet all costs.

Facility	Criteria
Sport & Leisure ( <i>may also qualify for Tourist Signing</i> )	<ul style="list-style-type: none"><li><input type="checkbox"/> Must be open to the public without membership.</li><li><input type="checkbox"/> Local facilities will be permitted local signing</li><li><input type="checkbox"/> Large facilities offering a regional or national service will be permitted signing from the principle route network</li></ul>
Health	<ul style="list-style-type: none"><li><input type="checkbox"/> Local Facilities (public or private) will be permitted local signing</li></ul>

	<input type="checkbox"/> Large Facilities offering a regional service (e.g. MK Hospital) will be permitted signing from the principle route network.
Educational	<input type="checkbox"/> Individual schools will only be signed in exceptional circumstances. <input type="checkbox"/> Larger educational establishments and colleges will be permitted local signing.
Places of Worship	<input type="checkbox"/> Places of worship will if necessary be permitted local signing.
Commercial	<input type="checkbox"/> Local centres will be permitted local signing <input type="checkbox"/> Out of town shopping centres and retail parks will be permitted local signing <input type="checkbox"/> Large commercial centres attracting significant visitors will be permitted signing from the principle road network. <input type="checkbox"/> Commercial premises at the rear of other premises or “hidden” from through traffic may be permitted pedestrian signing
Amenity	<input type="checkbox"/> Local amenities will be permitted for local signing, in addition pedestrian signing may be provided. <input type="checkbox"/> Large facilities offering a regional service will be permitted signing from the principle route network. <input type="checkbox"/> Signing will only be permitted if the facility offers a drop in service (i.e. no booking necessary)

#### **TOURIST ATTRACTIONS AND FACILITIES**

- Tourist (or brown) signs may be implemented giving directions to a **tourist attraction** or **tourist facility** which is defined as - *“a permanently established destination or facility which attracts or is used by visitors to an area and is open to the public without prior booking during its normal opening hours”*
- As well as **tourist attractions**, (e.g. theme parks , historic houses, museums, zoos, leisure complexes), the following **tourist facilities** are also eligible to apply and will be considered for tourist signs if the eligibility criteria is met:-
- Accommodation facilities (e.g. Serviced accommodation (Hotels, guest houses and B&B, camping and caravan sites and Youth Hostels)
- Refreshment facilities (Restaurants, cafes and public houses)
- Leisure and recreational facilities (e.g. sporting facilities, theatres and cinemas, picnic sites)

- Tourist signs will **NOT** be provided for shopping or retail outlets - as conventional direction signing may be appropriate.

***General Criteria for both Tourist Attractions and Facilities***

- The attraction or facility must be permanent
- The attraction or facility must be open to the public without prior booking during normal opening hours
- Appropriate steps must have been taken to publicise the attraction or facility and inform potential visitors of suitable approach routes.
- The attraction or facility must comply with all relevant environmental health, planning and other relevant legislation.
- There must be adequate on site facilities for visitors to the attraction or facility, including parking appropriate to the size of the site and the number of visitors, which it is likely to attract. Where off-site parking is provided, it must be within a safe, reasonable walking distance. If the off-site parking is not in the ownership of the operator of the attraction or facility, written confirmation that such use is permitted must be provided.
- There must be adequate facilities for visitors with disabilities.
- There must be no other directional (including private) signing in place
- The implementation of signs does not detract from the visual environment
- The implementation of signs does not impact upon road safety

***Criteria Specific to Tourist Attractions***

- The applicant must provide confirmation that they have registered with the English Tourist Board (ETB) and signed up to its “Code of Practice for Visitor Attractions” (*For reasons of their national interest English Heritage and National Trust attractions are exempt from this requirement*)

***Basic Criteria for Tourist Facilities***

- Confirmation must be provided that the facility has been operating for at least 12 months
- The facility must meet the standards required by professional or regulatory organisations appropriate to the facility and its business and operation.
- In addition to these basic criteria more specific criteria needs to be met dependent upon the facility.

- In urban areas where there are likely to be a high number of similar facilities (e.g. Public Houses & Hotels) then only generic signing will be provided to such facilities.

***Specific Criteria for Accommodation Facilities - Hotel, Guest Houses and B&B's***

- Must be members of a quality assurance scheme requiring independent grading (such as AA or RAC)

***Specific criteria for accommodation facilities - Camping and Caravan sites***

- Must have a minimum of 20 pitches for casual overnight use
- Must be members of the British Graded Holiday parks scheme (or similar) or be registered with the English Tourist Board

***Specific criteria for Accommodation facilities - Youth Hostels***

- Must be managed by Youth Hostel Association (YHA)

***Specific Criteria for Refreshment Facilities***

- Only includes restaurants, cafes and public houses whose primary function is to provide refreshments for visitors to the area.
- In rural areas tourist signing will only be considered if the facility is not located on an A or B class road and not obviously located from the road.
- The facility should have at least 20 seats available for dining and should serve hot meals at lunchtimes and in the evening
- The facility should have a Children's licence or be able to accommodate children inside

***Specific Criteria for Leisure and Recreational Facilities***

- Theatres, cinemas and music venues must have a minimum capacity of 50
- Sporting venues must demonstrate a regional or national significance holding regular fixtures with suitable visitor facilities without the requirement for pre- booking.

## **IMPLEMENTATION PRINCIPLES**

### **Environmental and Traffic Management Considerations**

- All signs and lines are to conform to and be placed in accordance with to the current Traffic Signs Regulations and General Directions (TSRGD) and the various chapters contained within the Traffic Signs Manual (TSM)
- We will ensure a proactive and comprehensive approach to direction signing however; there is always a balance to be achieved between traffic management and environmental considerations.
- In all instances, consideration should be given to safety and environmental considerations for example sign clutter can be a distraction to drivers and be visually intrusive prior to agreeing implementation, a local audit should be undertaken to avoid sign clutter, excessive duplication and minimise the use of posts.
- Good practice dictates that the maximum number of destinations at any junction should be 6, in some cases on high-speed roads this should be less. Where sign congestion is likely, symbol signs only will be used. If there are too many destinations for a junction then destinations will be prioritised based on visitor numbers.
- In Areas of Outstanding Natural Beauty and Conservation Areas special consideration may need to be given to the impact of any signing.

### **Road Safety Considerations**

- Road Safety issues are paramount and in some circumstances provision of signs may not be possible on road safety grounds.

### **Principle route and destination signs**

- Directions to the following Principle routes and destinations are signed on agreed routes:
- A5 (N&S)
- M1(N & S)
- A421
- A422
- A4146
- A5130
- Dunstable
- Aylesbury
- Bedford
- Buckingham
- Luton

- Northampton
- CMK
- MK (N,S,E,W)

#### **Local Direction Signs**

- Directions to the following destinations are signed from the principle route network
- Bletchley
- Newport Pagnell
- Wolverton/New Bradwell
- Stony Stratford
- Individual grid square destinations are signed 2 squares in advance in any direction.
- In rural areas, settlements on both upper and lower tier rural roads are signed along the route and from the nearest junction with a higher classification road)

#### **Direction Signing for Public Facilities**

- Generic wording must be provided on the sign (e.g. “retail”, “leisure”, and “superstore”); signs will therefore not be permitted to indicate any commercial advertising in the form of sponsorship, company names or logos. Some flexibility may however be employed in the case where no suitable generic terminology can be found.
- Local facilities will normally be permitted only to be signed 2 junctions in advance (local and district centres are permitted to be signed from the adjoining grid roads).
- Large regional facilities, depending upon their size, will be permitted to be signed from the Principle Road network
- Annex D** summarises these implementation principles for all direction signs to facilities.

#### **Direction signing for Tourist Attractions and Facilities**

- Tourist Signs will normally be permitted from the nearest A or B class road or in rural areas, the nearest signed destination. Facilities likely to attract in excess of 100,000 visitors per year may be permitted to have the signing extended more widely.
- In urban areas where there are likely to be a high number of similar facilities (e.g. Public Houses & Hotels) then only generic signing will be provided to such facilities.
- Similarly, in bypassed communities - the provision of brown “Local Services” signs may be used together with symbols indicating the facilities available.

**PROCEDURE**

Stage	Weeks	Cost
<ul style="list-style-type: none"> <li>❑ Following initial enquiry, all applicants will be required to complete and return to us an application form which clearly sets out the eligibility criteria together with the required supporting documentation and payment of £200 (plus VAT) to cover the assessment fee. <i>(This may be waived for Charitable Organisations)</i></li> </ul>		£200
<ul style="list-style-type: none"> <li>❑ Once the application is received we aim to process it and advise of the outcome within 14 days. We will also provide a budget cost estimate (subject to detailed design and costing)</li> </ul>	2	
<ul style="list-style-type: none"> <li>❑ Upon confirmation to go ahead, we will then undertake sign designs and arrange for detailed cost estimates for the supply and erection. This is subject to a design fee of 10% of the sign costs or a flat fee of £350 (both subject to VAT) - whichever is the lesser <i>(This may be waived for Charitable Organisations)</i></li> <li>❑ We aim to have this completed within 4 weeks and will be able to advise of full costs which will include:               <ul style="list-style-type: none"> <li>❑ The design &amp; supervision fee</li> <li>❑ Signing manufacture and installation costs</li> <li>❑ Ongoing maintenance fee (100% of sign costs) <i>(This may be waived for Charitable Organisations)</i></li> <li>❑ We will request payment at this stage</li> </ul> </li> </ul>	4	15% or £350
<ul style="list-style-type: none"> <li>❑ Upon receipt of your payment we will arrange for the works to be completed. This will normally take 4 to 6 weeks.</li> </ul>	4 –6	
<p><i>The applicant can arrange the design and works themselves, there will be a fee of £140 (plus VAT) to check the sign designs</i></p>		

For any further information or to apply for permanent signing contact;

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