



Direction Signing Strategy for Plymouth

Plymouth City Council

Local Transport Plan 2006-2011

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1 Purpose of a Signing Strategy

- 1.1 The Transportation, Infrastructure and Engineering Service have developed this Directional Signing Strategy For Plymouth. This specifically looks at vehicular road directional signing and seeks to make the best use of the existing highway infrastructure through the provision of clear and concise routing.
- 1.2 Vehicular direction signing within the City has not been reviewed since Plymouth City Council gained control of the highways from Devon County Council in 1998. Since then there has been a deterioration of the quality of the direction signing which reflects upon the perception of the City by visitors and residents alike.
- 1.3 The new Direction Signing Strategy aims to overcome these concerns and contributes to the following objectives to:
 - Reduce unnecessary journeys occurring through misdirection.
 - Minimise pollution and reduce green house gas emissions.
 - Reduce accidents and cases of ill health.
 - Reduce noise and disturbance.
 - Promote economic development through the efficient distribution of goods and people.
 - Reduce on–street clutter due to the proliferation of signs.
 - Improve the Highway Network efficiency.
- 1.4 The new Direction Signing Strategy also contributes to Plymouth City Council's 10 key corporate priorities (*shown in bold*):

1	A vibrant City centre
2	Excellent schools
3	Safer, cleaner streets
4	Investing in sport and leisure
5	Services for vulnerable children and adults
6	Healthy communities
7	Tackling housing conditions
8	Improving transport
9	Efficient use of council tax
10	Bringing the council closer to the people

2 Development of the Guidelines

- 2.1 This report outlines the Direction Signing Strategy For Plymouth (DSSFP) and includes the Direction Signing Guidance For Plymouth (DSGFP) as Annex A and the Tourism Signing Guidelines for Plymouth as Annex B. The DSSFP outlines in detail the process that has been used to identify the approach to vehicular direction signing in Plymouth and the DSGFP is a summary document to be used by Council officers. Both documents refer only to vehicular direction signing as contained within Schedule 7 of the Traffic Signs Regulations And General Directions 2002 (TSRGD 2002).
- 2.2 The guidance contained within Annex A and Annex B of this report has been derived through an extensive review of the existing direction signing and consultation. The comprehensive audit of existing direction signs in the City undertaken in 2002, has provided a base from which these guidelines have been developed. In order to provide clarity to the type of direction signing provision, the following different categories have been identified:
 - Through traffic
 - Tourism
 - Heavy Goods / Commercial Vehicles
 - Local Traffic
 - Car Parks
- 2.3 The guidelines have been developed in consultation with the neighbouring authorities of Cornwall County Council and Devon County Council along with the Highways Agency. These are key parties as a significant proportion of traffic in Plymouth may be either going to strategic destinations outside the City boundary in Devon or Cornwall or passing through the City on the trunk road network. This seeks to ensure consistency and continuity of signing across Plymouth's local authority boundaries and with the trunk road network.
- 2.4 In formulating the guidance, a different methodology has been employed for each type of direction signing in recognition that each sign type serves a different purpose. The following sections identify the approach and the processes adopted for each category in the guidance.

Report Structure

- 2.5 The first three chapters identify the purpose of the strategy, introduce the document and discuss instances where deviation from this guidance may need to occur. Chapter four sets the stage for the document by providing some general signing principles.
- 2.6 Chapter five gives the signing guidance for Through Traffic destinations outside the City boundary. This section distinguishes between Strategic and non-strategic destinations and provides clarification to issues such as the correct wording.
- 2.7 Chapter six of this report advises guidance for Tourism traffic and is supplemented by annex B. This section comprehensively considers the complex issues of signing tourist traffic and classifies it into key group headings, distinguishing between commercial and non-commercial destinations. This section bridges the gap between guidance offered by the DfT and the Highways Agency in relation to how tourist signing can be best served within Plymouth. The strategy looks at the many different functions and requirements of tourist signing and identifies the key tourist destinations for the City without allowing brown tourist signs to be used as a marketing tool in terms of Grouped Tourist Destinations, Un-grouped Non-Commercial Tourist Destinations, Commercial Tourist Destinations and Commercial Tourist Facilities.
- 2.8 Chapter seven offers guidance for heavy goods traffic and commercial vehicles. The individual requirements of each destination will be different for each case and therefore should be addressed on an individual basis. The main emphasis for HGV traffic is that signing should only be provided when the normal route for general traffic is inappropriate for large vehicles. The commercial destinations are in part also addressed under chapter eight for local traffic.

- 2.9 Chapter eight addresses the complex issues surrounding local traffic signing. The strategy breaks this down into key component headings for traffic that is generated by locations that may not be easily identifiable from the Principal highway network. The strategy identifies the key local areas within the City and establishes guidance for signing to shopping centres, hospitals, industrial estates, business parks and science parks. The strategy also identifies the signing requirements for Ministry of Defence, education facilities, public transport nodes, marinas and other single destinations.
- 2.10 Chapters nine, ten, and eleven examine the issues surrounding City Centre car parks, special event signing and temporary signing with chapter twelve concluding the strategy by addressing sign maintenance.

3 Deviation to the guidance



- 3.1 It should be noted that this report and the subsequent DSGFP contain guidance and that it may occasionally be necessary to depart from the guidance.
- 3.2 Any variance from this guidance will need to seek approval from the relevant committee or portfolio holder and must be in the interests of road safety or to provide clarity of information for drivers and must be approved by the appropriate member process.

4 General Signing Principles

- 4.1 It is anticipated that the level of signing required would generally be different in each case and is detailed further in this report. In most cases outlined in this document, signing will be provided at the key 'decision points' on a traveller's journey and will therefore subsequently require repeater signs to provide clarity along the route to be followed.
- 4.2 It is important that when directional signing is to be provided where lane and other carriageway markings are also present that they complement each other and do not offer conflicting information.
- 4.3 In order for an applicant to qualify for signing, they will generally need to provide parking facilities. If they are unable to do so, they will need to apply for pedestrian signing from the most appropriate parking facilities.
- 4.4 Other than where outlined in this guidance, individual businesses will not normally be signed unless there are valid mitigating circumstances such as that without signing, access would be considered as dangerous. For new developments this should not generally occur, as the access should be properly designed prior to construction.
- 4.5 It is important that Directional Road Signing does not become used as a marketing tool as it is the responsibility of the business to market themselves accordingly. Promotional signs are controlled as advertisements under the Town and Country Planning (Control of Advertisements) Regulations.
- 4.6 For safety purposes, it is important that individual signs are not overloaded with information. Sign design including the number of destinations will be undertaken in accordance National guidance contained within the TSRGD (2002) and the Traffic Signs Manual - Chapter 7 (2003).

5 Through Traffic

- 5.1 Within the context of the DSSFP, 'through traffic' direction signing is defined as that provided for area destinations outside of the City boundary. The primary objective of through traffic signing is to indicate to road users leaving the City the most appropriate route based upon their destination and the road network. Accordingly, through traffic will be assigned to the Primary Distributor Route Network at the earliest opportunity.
- 5.2 From the signing audit undertaken in 2002 a complete inventory of existing through traffic signs has been identified. These have been further categorised into Strategic and Non-Strategic Destinations.
- 5.3 Strategic Destinations are those that provide drivers with an indication of the general direction in which they should be heading. For example, drivers wishing to head towards London need to be directed onto the A38 eastbound for which Exeter is identified as the next Strategic Destination. This exercise has been carried out for the main routes out of the City; the A38, A386, A379 and A374 (for Torpoint). The review and proposals are identified within the Table 5.1.

Table 5.1 Strategic Destinations Outside The City Boundary

Current Destination	Current Number Of Signs	Proposed Signing
Cornwall	8	Remove reference
Exeter	169	Via A38 from Primary Routes
Kingsbridge	75	Via A379 from Primary Routes
Liskeard	134	Via A38 from Primary Routes
Paignton	11	Via A38 at junction of A374 and A379 to intercept traffic that may otherwise use the A379
Saltash	42	Reduce signing, only signing Saltash closer to destination to direct traffic away from the Torpoint ferry
Tavistock	133	Via A386 from Primary Routes
Torbay	1 (on B3214)	Remove reference
Torpoint (via ferry)	81	Via A374 from Primary Routes

- 5.4 The recommended approach to Strategic Destination signing within Plymouth is contained in Table 5.2. Paignton has been added to the A38 eastbound signing to divert traffic away from using the A379 route as the A38 via Marsh Mills is considered the most appropriate route in terms of capacity and directness. Accordingly, it is recommended that Paignton will only be signed at the point where drivers have to make a route choice (at the junction of A374 and A379).

Table 5.2 Recommended Strategic Destination Signing

Strategic Route	Direction	Strategic Destination
A38	Eastbound	Exeter
		Paignton (From A374 / A379 junction only)
	Westbound	Liskeard
A386	Northbound	Tavistock
A379	Eastbound	Kingsbridge
A374	Westbound	Torpoint (via ferry)
A374 / A386	City bound	Continental ferryport

- 5.5 For Strategic Destinations accessed via the A38, consideration has been given to differentiating between journeys to the east and west of the City. This approach will reinforce the most efficient route for drivers. For example, from the City Centre, signs could indicate 'Exeter (A38)' / 'Liskeard (A38)'.
- 5.6 The continental ferry port is classified as a strategic destination as a high proportion of drivers may be from overseas and could be confused if they were directed to the destination only from the City Centre itself.
- 5.7 Non-Strategic Destinations outside the City boundary are broadly classed as those local area destinations that are accessed by exiting the Primary Road Network within the City boundary.
- 5.8 The review and proposals are identified in the Table 5.3.

Table 5.3 Non-Strategic Destinations Outside The City Boundary

Current Destination	Current Number Of Signs With The City Boundary	Proposed Signing
Brixton	2	Review signs
Bovisand		Review signs
Cornwood	5	Requires additional signing for uniformity
Down Thomas	3	Review signs
Hemerdon		Remove signs
Lee Moor	13	Review signs
Sparkwell	12	Review signs with particular reference to the Glen Road / Hillcrest Drive junction
Saltash		Review signs
Wembury	7	Review signs
Woolwell	6	Review signs

- 5.9 It is recommended that signing to all of the destinations identified above be retained with a review of the appropriateness of the existing route that is signed. Destinations to the north east of Plymouth (Sparkwell, Lee Moor etc.) will need more detailed review as they are used by significant numbers of heavy goods vehicles. For example, consideration will need to be given to the status of the Glen Road / Hillcrest Drive junction and also grouping destinations at the junction of the A38 and Deep Lane.
- 5.10 Following a number of incidents on the A38 which have required its temporary closure, a request has been received that an alternative route should be signed for such circumstances. It is anticipated that this can generally be incorporated into existing signing with the use of symbols.
- 5.11 Non-specific through traffic wording has varied and the following terms are currently used:
- All main routes
 - All other routes
 - All routes
 - All routes (others)
 - Other traffic
 - Through traffic
 - Through traffic and taxis
- 5.12 For consistency it is recommended that the following terms only should be used:
- All main routes
 - All other routes
 - Through traffic

6 Tourism



- 6.1 Tourism (white on brown) signs are erected to direct traffic to tourist attractions and facilities. The national guidelines for brown tourism signing have been subject to a number of national policy reviews.
- 6.2 It is the aim of this guidance to clarify the criteria for tourism signing in Plymouth. Consideration has also been given to somewhat 'redressing the balance' between the disproportionate amount of brown tourism signing for commercial attractions compared to that for Plymouth's natural and heritage sites.
- 6.3 The main purpose of a tourist sign is to guide visitors to a tourist destination along the most appropriate route during the latter part of their journey. In accordance with guidance from the Highway's Agency in Traffic Advisory leaflet TA 94/03, white on brown tourist signs should (as with other directional signs) generally only be used where they will benefit road users for example to aid navigation, safety or traffic management. Tourist signs should therefore generally only be approved where existing directional signs are not sufficient.
- 6.4 The most important consideration in the compilation of the tourism signing guidelines is to ensure the integrity of the brown tourism signs. Although the signs are not to be used for advertising purposes it is acknowledged that their presence can generate visits. It is therefore important that a visitor making an unplanned visit to a destination, in response to a brown sign, finds it open and accessible. If this is not the case then visitors will lose confidence in the signing and this offshoot benefit will be lost.
- 6.5 The Highways Agency will be undertaking a comprehensive review of tourism signing in Area 1 on the trunk road network (to be finalised in summer 2005). Liaison with the Highways Agency will need to be continued in order to make sure that the signing proposed for the A38 and A386 complements guidance outlined in this document.
- 6.6 It is apparent that clearer guidance is required on the whole issue of brown signing. Brown tourism signs have been used in the past in the interests of road safety, even where a destination does not meet the criteria. It is proposed that in instances where brown signing has been used with the sole purpose to clearly sign an access to a destination that does not comply with the guidance, standard black on white location signing will be used. For new developments this should not generally occur, as the access should be properly designed.
- 6.7 For clarity, the brown tourism signed destinations have been classified under four categories. These categories are referred to in the following sections and are as follows:
 - **Grouped Tourist Destinations** – gateway signs to key areas of the City with multiple tourist destinations;
 - **Un-grouped Non-Commercial Tourist Destinations** – signs to specific destinations promoted by the Council that are not commercially operated;
 - **Commercial Tourist Destinations** – tourist attractions that are commercially operated, including those run by, or on behalf of, the Council; and
 - **Commercial Tourist Facilities** – visitor facilities that are not necessarily an attraction in themselves.

- 6.8 The introduction of 'gateway' signs into the City that direct visitors to areas with multiple destinations has already been successful in reducing sign clutter and providing clear route guidance. Along the main access roads into the City, these large signs indicate symbols or place names for drivers to follow in order to reach attractions. The gateway signs generally guide drivers to the appropriate car parks from where the attractions are accessed on foot.
- 6.9 It is proposed that this approach is continued and a more detailed appraisal of 'grouping' has been undertaken. Specifically, the grouped destinations in Table 6.1 are proposed. The 'Destinations Covered' column does not refer to the information that should be provided on the road sign but provides an indication of the attractions covered. The 'Destinations Covered' list should be considered for associated pedestrian signing from the car parks.
- 6.10 As a result of the DSSFP, it has become evident that a pedestrian signing strategy is required for Plymouth especially from the City car parks, in order to complement the DSSFP.

Table 6.1 Grouped Non-Commercial Tourist Destinations

Signed Destination	Destinations Covered	Extent Of Signing
The Hoe and Seafront	Smeaton's Tower; Boer War, RAF, RN and Drake memorials; The Royal Citadel; Plymouth Dome Visitor Centre; Tinside Pool; and Guest Houses.	A38, Plymouth Road, Elburton Road, Alma Road, Union Street; Sign destinations to car parks, including on street parking around the Hoe area, from Gdynia Way
(Historic) Barbican <i>To always be signed with an associated 'P'</i>	Elizabethan House and Garden; Tourist Information; Mayflower Steps; Plymouth Gin Distillery; National Marine Aquarium; Barbican Leisure Park; Boat trips; and Merchants House.	A38, Plymouth Road, Elburton Road, Alma Road, Union Street; Sign destinations to car parks from Gdynia Way
City Centre	City Museum and Art Gallery; The Theatre Royal; Merchants House; City Centre Shops; St Andrews Church; Prysten House; Charles Church; Pannier Market; and Plymouth Pavilions.	A38, Plymouth Road, Elburton Road, Alma Road, Union Street; Sign destinations to car parks from Exeter Street
Mount Batten	Mount Batten Tower; Mount Batten Pier; Mount Batten Centre; and Views	Embankment Road junction Gdynia Way
Royal William Yard	To be advised	Exeter Street
Central Park	Mayflower Leisure Centre; Swimming Pool; Pitch and Putt; City Centre P&R; and Adventure Playground.	A38 (Manadon Roundabout)

- 6.11 The Barbican brown tourism sign should always be signed with an associated 'P' to differentiate from the local area destination of the same name as identified later in this report.
- 6.12 Nearer to the final destination for the Grouped Tourist Destinations individual attractions with appropriate car parking will be separately signed. For example, Plymouth Pavilions will be gateway signed to the City Centre into Exeter Street at which point it will be signed as an individual destination as it has its own car parking.
- 6.13 The existing brown tourism signed destinations for the remaining three categories (Ungrouped Non-Commercial Tourist Destinations, Commercial Tourist Destinations and

Tourist Facilities) have been reviewed and changes recommended in the following sections. Some of the existing signs are proposed for removal, as they no longer meet the revised guidelines.

6.14 The changes to Ungrouped Non-Commercial Tourist Destinations are indicated below in Table 6.2, which recommends some new signs.

Table 6.2 Ungrouped Non-Commercial Tourist Destinations

Signed Destination	Proposal	Justification
Existing		
Tourist Information	Retain and review to ensure adequate provision	Able to offer detailed guidance to visitors.
Plym Bridge National Trust	Retain and review to ensure adequate provision	Destination is not immediately obvious or easy to find.
Mount Edgcombe Country Park (via ferry)	Retain and review to ensure adequate provision	Destination is not immediately obvious or easy to find.
Scott Memorial	Retain and review to ensure adequate provision	Destination is not immediately obvious or easy to find.
Bovisand Beach	Sign as Bovisand Beach	Attraction with associated facilities
Nature Reserve	Retain Tamerton Foliot area.	Forms part of Plymouth's natural sites in accordance with paragraph 6.2 of this guidance.
Jennycliff Bay	Sign as Jennycliff Bay	Attraction with associated facilities
Proposed		
Tamar & Brunel Bridges	New signing using tourist symbol for bridges	Important landmark for the City and will help to clarify the route towards Liskeard.
Nature Reserve	New signing for other reserves: Efford Marsh; Forder Valley; Ham Valley; Southway Valley; Budshead Wood; Woodland Wood	Forms part of Plymouth's natural sites in accordance with paragraph 6.2 of this guidance.
Dartmoor National Park	New signing; Signage from A38 at Manadon roundabout. This should replace the current signage for Morwellham Quay as this is outside the City boundary and visitors would be better served by a sign for Dartmoor. Whether Morwellham Quay is to be signed closer to the access point should be determined by West Devon Borough Council.	At the regional level, Plymouth is seen as one of the key gateways to Dartmoor.
The Green House Visitor Centre	New signs from A379 Billacombe Road	The attraction is not visible from the highway

6.15 Commercial Tourist Destinations are those destinations promoted by the private sector or that require a fee for admittance. In all instances, the full cost of erection and maintenance of the signs will be covered by the operator of the destination. Signing is generally considered in response to a specific request and will need to be considered against the criteria in the City Council's Tourism Signing Guidelines (contained in Annex B of this report).

- 6.16 In summary, the Tourism Signing Guidelines require that:
- The destination must meet revised criteria relating to the availability to the public, accessibility and quality of the destination; and
 - The full cost of the sign design, materials and erection are met by the applicant, along with a commuted maintenance sum and any future removal costs.
- 6.17 All existing signed destinations to be retained will be required to sign up to the new agreement outlined in Annex D. In summary, this updates any existing signing agreement that the destination may have with the Highway Authority (the agreement may still be with Devon County Council) and ensures that the City Council is not liable for future costs associated with the signs. New applicants will also have to enter into this revised agreement.
- 6.18 Attention must be given to how attractions market themselves. For example, the Barbican Leisure Park does not offer the normal facilities associated with a leisure park and the symbol could be construed as misleading. However, it is apparent that the destinations have marketed themselves as being part of the Barbican Leisure Park and as such it is considered appropriate that this name is retained.
- 6.19 Swimming pools and sports/recreational centres should continue to be signed from the local distributor road network however in the majority of cases this may be better served using standard white on black signs. Each destination should be assessed based on the individual requirements and merits of the attraction. These types of destinations may also have large vehicles visiting the attraction, such as coach parties, and therefore this will need to be considered in their routing.
- 6.20 The changes to Commercial Tourist Destinations are indicated in Tables 6.3 and 6.4 including any new signs for consideration.

Table 6.3 Commercial Tourist Destinations

Signed Destination	Proposal	Justification
Existing		
Alpine Park Dry Ski Slope	Change wording to 'Dry Ski Slope'	Access arrangements could be confused between Marsh Mills and Forder Valley junctions. Wording change reduces size of signs and adheres to policy that signs should not be used for advertising. There are also no other closely located dry ski slopes that could cause confusion.
Barbican Leisure Park	As part of gateway signing	
Bovisand Fort	Remove	Signs to Bovisand Beach are being retained and public access to Fort unclear.
Golf courses	Elfordleigh – removed; Staddon Heights – removed.	Access restricted by membership and requirement for golfing handicap.
Leisure Centre / Swimming Pool	Considered on an individual basis	Will need to be considered against tourism signing guidelines and it may be more appropriate to use black on white signing.
National Marine Aquarium	As part of gateway signing	
Plym Valley Railway	Remove	Not open regularly enough to warrant permanent signing.
Saltram House	Rationalise signing to local level	Visitor numbers have indicated that it does not qualify for signing from the A38.
Ten pin bowling (Plympton)	Reduce to signing only from Plymouth Road / Cot Hill	It is not considered a strategic tourist destination and should therefore only be signed locally.
Theatre Royal	As part of gateway signing	
Crownhill Fort	Retained and reviewed	

6.21 Tourist Facilities are the amenities such as hotels, campsites and restaurants that support the attractions. Tourist Facilities are generally commercially operated and subsequently an agreement with the Council will be required. The changes to Commercial Tourist Destinations are indicated below in Table 6.4 including new signs for consideration.

Table 6.4 Tourist Facilities

Signed Destination	Proposal	Justification
(Bovisand Fort) Beach And Café	Sign only as Bovisand Beach (as identified in Table 6.2)	Signs to facilities should be provided closer to the destination (outside the City boundary) as there are 2 routes to the beach.
Admirals Rest Hotel	Remove	Destination does not comply with guidelines (see Annex B, D4).
Beefeater Travel Inn	Retain only from the exit from the Marsh Mills roundabout	It is important to provide clarity on the busy Marsh Mills roundabout and the hotel has a specific exit. Wording to remain unchanged in order to distinguish between other hotels in close proximity at the busy junction.
Boringdon Hall	Retain from Glen Road	The route is not obvious and the destination is not located in the main tourist or City Centre areas or near any conurbation. Restaurant is open without reservation, sub-regional facility for weddings
Brewers Fayre	Remove	Destination does not comply with guidelines (see Annex B, D4).
Hotel Ibis	Retain only from the exit from Forder Valley roundabout	Consistency with Marsh Mills signing. Wording to remain unchanged in order to distinguish between other hotels in close proximity at the busy junction.
Langdon Court	Retain from A379	The route is not obvious and the destination is not located in the main tourist or City Centre areas or near any conurbation. Restaurant is open without reservation.
Lockyers Quay	Remove	Destination does not comply with guidelines (see Annex B, D4).
Lyneham Inn	Retain from Deep Lane	The route is not obvious and the destination is not located in the main tourist or City Centre areas or near any conurbation. Restaurant is open without reservation.
Marsh Mills Hotels	Remove	See individual hotel signing details.
McDonalds Restaurant	Remove or change to black on white sign	Destination does not comply with guidelines but black on white signing may be justified for road safety reasons.
Morwellham Quay	Remove from A38 and A386 (reference table 5.2).	Morwellham Quay does not generate the number of visitors required for the Highways Agency to sign from the A38. The destination should not be signed through Plymouth as this would be better served at this location by a sign for Dartmoor National Park.

Signed Destination	Proposal	Justification
Novotel	Retain only from the exit from Marsh Mills	<p>It is important to provide clarity on a busy roundabout such as Marsh Mills and the hotel has a specific exit.</p> <p>Wording to remain unchanged in order to distinguish between other hotels in close proximity at the busy junction.</p>
Public House	Currently as part of Mount Batten signs reviewed as gateway sign	
Riverside Campsite	Retain from Marsh Mills roundabout Plymouth Road exit only	It is important to provide clarity on a busy roundabout such as Marsh Mills.



7 Heavy Goods / Commercial Vehicles

- 7.1 Lorry direction signing is used to direct lorries to destinations where the most appropriate route for larger vehicles is different to that for normal traffic. The appropriate routes may not always reflect the most direct route, but that which is most appropriate to larger vehicles. Alternative lorry routes are signed using black signs.
- 7.2 The existing lorry signed destinations are indicated below:
- A38
 - M5
 - A386
 - Exeter
 - Brentor Road
 - Cornwall
 - All routes
 - Cattedown
 - Lee Moor
 - Tavistock
- 7.3 The destinations that are signed need to be in line with the guidance contained elsewhere within this report. For example, Cornwall or the M5 should not normally be signed as a destination. However, for the minority of destinations that are particularly hard to find such as Brentor Road the name provides greater clarity.
- 7.4 Unlike the majority of the guidance in this report, it is not intended to specify the location of the lorry signs. The use of lorry signing will require a review of the most appropriate routes as areas for consideration are identified, either through request or new development. It is anticipated that many of the issues relating to commercial and HGVs signing will emerge from a Freight Quality Partnership or similar initiative.
- 7.5 Lorry signing may effectively be used in traffic sensitive areas and those where goods vehicles cause environmental nuisance and damage, although in some instance more rigorous action may need to be considered. There are specific areas, such as the East End, where nuisance to residents caused by HGVs is a problem and needs to be investigated. Clear signing for HGVs onto appropriate routes can aid in reducing nuisance, enforced with traffic orders where necessary.
- 7.6 A requirement should be added to the guidance for developer transport assessments to identify lorry movements and the most appropriate routes to the destinations. This would identify any need for additional black lorry signs.
- 7.7 Signing to destinations related to mineral extraction such as quarry sites will continue to be provided as these sites can often generate a high flow of HGVs.
- 7.8 Signing to overnight lorry parking facilities will continue to be provided. Provision of such signage will be assessed on an individual basis.
- 7.9 Signing to facilities which service large flows of commercial / heavy goods traffic such as port access, inter-modal interchanges and alternative delivery points will continue to be provided. It is particularly important that large vehicles are able to find their end destination otherwise it could result in significant road safety and traffic management complications. Again these need to be assessed on an individual basis to establish their requirements.

8 Local Traffic

8.1 Local traffic signing is used to direct drivers to the remaining destinations within Plymouth. Local traffic is categorised into the following definitions:

- Local areas;
- Shopping centres;
- Hospitals;
- Industrial Estates, Business Parks and Science Parks;
- Ministry of Defence;
- Education;
- Public Transport Nodes
- Marinas; and
- Other Single Destinations.

Local Areas

8.2 Local areas are difficult to clarify as they refer to an area that is often indefinable in terms of boundary. A review of the existing local area signing has been undertaken and a revised list of local areas produced. The revised local area list has considered both local and visitor information sources; the Local Plan (1995 – 2011) Proposals Map Index, Ordnance Survey 1:50,000 scale map and a Bartholomew 1:100,000 scale map.

8.3 Lists of the local area destinations were compiled from the aforementioned data sources and compared, along with a list of existing signed local areas, to establish a definitive list for inclusion in the guidelines. Table 8.1 below shows the areas that have been considered.

Table 8.1 Local Areas

Existing Areas To Be Retained	New Areas To Be Added	Existing Signed Area Destinations To Be Reviewed
Barbican	Barne Barton	Albert Gate
Cattedown	Billacombe	Coxside
Chaddlewood	Compton	Jennycliff
Colebrook	Crabtree	Lipson
Crownhill	Efford	Mount Batten
Derriford	Ford	Mutton Cove
Devonport	Fursdon	Newnham
Eggbuckland	Ham	North Prospect
Elburton	Hartley	Plympton St Maurice
Ernesettle	Keyham	Prince Rock
Estover	King's Tamerton	St Levan Gate
Glenholt	Laira	Staddon Heights
Honicknowle	Longbridge	The Hoe
Hooe	Manadon	West Hoe
Leigham	Mannamead	
Mainstone	Mount Gould	

Mount Wise	Pennycross	
Mutley	Pomphlett	
Oreston	Riverside	
Peverell	Stoke	
Plympton	Underwood	
Plymstock	Widewell	
Southway		
St Budeaux		
Stonehouse		
Tamerton Foliot		
Turnchapel		
Weston Mill		
Whitleigh		
Woodford		
Woolwell		

- 8.4 The Barbican has been included within the local area signing list and as part of the local area signing. The reason for this is that visitors to the Barbican should follow the tourism signs to the appropriate car parking. However, the Barbican is still a local area and may well be used by some visitors to navigate to a further location or to undertake a non-tourist activity at the destination. For these reasons the Barbican car parks will be identified by the brown tourism sign, with an associated 'P', to direct motorists to the parking. The Barbican area itself will be signed with a standard direction sign. To avoid confusion the standard direction sign for the Barbican should only be used after the signing to Barbican car park to indicate the alternative route.
- 8.5 Through a process of consultation and review the local area destinations have been identified. The last column in Table 8.1 identifies existing signed destinations considered within this section that may not be applicable for signing within the updated guidelines.

Table 8.2 Existing Local Area Destination Review

Existing Signed Area Destinations	Proposal	Justification
Albert Gate	Replace with lorry direction signing	Not an area but is a destination for lorry traffic
Coxside	Remove	Does not refer to local area in accordance with revised guidelines
Jennycliff	Replace with brown tourism sign	Does not refer to local area but is a local interest destination, use 'Viewpoint' symbol
Lipson	Remove	Does not refer to local area in accordance with revised guidelines
Mount Batten	Retain	Major destination due to recent development
Mutton Cove	Remove	Does not refer to local area in accordance with revised guidelines
Newnham	Replace with Newnham Industrial Estate signing as appropriate	Does not refer to local area in accordance with revised guidelines but is an industrial estate
North Prospect	Remove	Does not refer to local area in accordance with revised guidelines
Plympton St Maurice	Remove	Does not refer to local area in accordance with revised guidelines
Prince Rock	Remove	Does not refer to local area in accordance with revised guidelines
St Levan Gate	Remove	Gate no longer open
Staddon Heights	Retain	It is a destination outside of the main urban area, without the local area signing there will be no other traffic means of direction
The Hoe	Replace with brown tourism sign	Continuity with the revised A38 tourism signing
West Hoe	Remove	Does not refer to local area in accordance with revised guidelines

8.6 This process of review has enabled a definitive list of local areas to be used on direction signing in Plymouth to be identified and agreed.

8.7 In identifying the location and extent of the local area signing consideration has been given to a two-tier approach. The local areas identified for signing have been further sub-divided into those local area destinations that can be used at a more strategic level and those that are effectively part of the higher-level areas. For example, Chaddlewood would be considered a lower priority compared to Plympton, therefore Plympton would be the strategic local area destination.

Table 8.3 Proposed Local Area Signing

A38 Junction	Strategic Local Areas	Main Local Areas	Minor Local Areas (Signed where appropriate)
	Broad areas of Plymouth, signed directly from the A38	City's main neighbourhoods, signed from major junctions	Local communities, signed from nearest access road
Marsh Mills	Plympton	Colebrook Chaddlewood St Maurice Woodford	Crabtree Longbridge Underwood
	Plymstock	Hooe Elburton	Oreston Mount Batten Staddon Heights Billacombe Pomphlett Turnchapel
	City Centre	Mount Gould Efford Laira	Barbican Cattedown Stoke Stonehouse Mount Gould Compton

The junction at Deep Lane is subject to consultation with the Highways Agency and Devon County Council in order to ensure continuity of signing from outside of the City Boundary.

Forder Valley	Leigham Estover	Mainstone Egguckland	Glenholt
Manadon Roundabout	Derriford	Woolwell Southway Roborough	Fursdon Thornbury Widewell
	Crownhill	Whitleigh	
		Southway	
		Tamerton Foliot	
Mutley	Hartley Peverell Mannamead	Manadon Pennycross Ham Honicknowle	
Devonport	North Prospect Pennycross	Mount Wise Ford	
St Budeaux By-Pass	Devonport Ham City Centre	Keyham	Weston Mill
Victoria Road Fly-Over	St Budeaux Ernesettle	Honicknowle Barne Barton	King's Tamerton

- 8.8 The column headed 'Strategic Local Areas' identifies those areas that should be signed directly exiting the A38. These should be used to indicate to drivers the most appropriate junction to take from the A38 to reach broad areas of Plymouth.
- 8.9 The destinations in the column headed 'Main Local Areas' are those that should be used, as well as those previously identified, to direct drivers to the various sectors of the City. These areas should be used at major junctions to advise drivers at a more local level of the correct exit to take.
- 8.10 This differs from the complete list in the column entitled 'Minor Local Areas' which identifies all of the local areas that should be signed. Those areas that are not included on the 'A38 Local Areas' and 'Strategic Local Areas' list should only be used at the local junction to access the named local area.

Shopping Centres

- 8.11 Other than the City Centre, shopping centres should generally only be signed if they are classed within the City of Plymouth Local Plan (1995 – 2011) as being a District Centre and if there is appropriate parking and the signing should always direct motorists to the car parking area. The notion of a District Centre is not always clear to the travelling public and therefore this description should not be used on the sign. The destination should be signed by the name followed by 'Shopping P'.
- 8.12 Local Shopping Centres identified in the City of Plymouth Local Plan (1995 – 2011) shall only be signed from the main access point if the access arrangements are unclear or confusing as these are expected to generate less traffic and local drivers are anticipated to know its location.
- 8.13 Table 8.4 identifies the Local Plan District Centres and existing associated direction signing and also the proposed signing.

Table 8.4 Shopping Centre Signing

Local Plan District Centre	Existing Related Signing	Proposed Additional Signing
Crownhill	Crownhill	Crownhill Shopping P
Estover	Estover	Estover Shopping P
Mutley Plain	Mutley	Mutley Plain Shopping P
Plympton Ridgeway	Plympton Shopping Centre	Plympton Ridgeway Shopping P
	Plympton	
Plymstock Broadway	Plymstock	Plymstock Broadway Shopping P
Roborough	Roborough	Roborough Shopping P
	Roborough Village	
	Roborough Village Centre	
St Budeaux	St Budeaux	St Budeaux Shopping P
Transit Way	Transit Way	Transit Way Shopping P

- 8.14 The direction signs are not intended to be strategic signs to the area and should only be used from the nearest Local Distributor Road.
- 8.15 The City Centre shopping area should continue to be signed from the A38. Closer to the City Centre signing to the appropriate car park will be via the variable message boards.

Hospitals

8.16 The permitted signing under the TSRGD 2002 is identified in Table 8.5 below.

Table 8.5 Hospital Signing

Hospital Type	Sign
Hospital without Accident and Emergency	 <p>Mount Gould, Plympton, Royal Eye Infirmary</p>
Hospital with Accident and Emergency	 <p>Derriford</p>
Hospital with Facilities for Treatment of Minor Injuries	 <p>Cumberland Centre</p>

8.17 In consultation with representatives from the Plymouth Hospitals NHS Trust and the Primary Care Trust regarding the requirements for signing hospitals within Plymouth, the following hospital signing strategy applies:

- Hospital without Accident and Emergency – Mount Gould Hospital, Plympton Hospital, Royal Eye Infirmary
- Hospital with Accident and Emergency – Derriford
- Hospital with Facilities for Treatment of Minor Injuries – The Cumberland Centre

8.18 Derriford Hospital should be strategically signed throughout the City as the main Accident and Emergency unit. Mount Gould Hospital, Plympton Hospital, The Royal Eye Infirmary and The Cumberland Centre will be signed from the nearest local distributor road to the main access point into the site.

8.19 It is noted that there are currently plans to provide a new hospital facility as part of the Derriford Hospital Vanguard project. It is anticipated that this site is likely to be accessed both from the A386 at Seaton Business Park entrance and Brest Road from Derriford roundabout. The size if the development is anticipated to be similar to that of the existing Derriford Hospital site and is likely to require signing to avoid confusion.

8.20 Hospitals which have no A & E facilities or which are not 24hrs shall have the name of the hospital included within the text to avoid any confusion between these and the City's main A & E hospital.

8.21 Other health destinations will not normally be signed unless it is considered that without the signing access would be dangerous or locating the destination would be unnecessarily difficult. Exceptions to the above may be required if a private health organisation is likely to generate significant volumes of traffic and likely to impact substantially on the highway network.

Industrial Estates, Business Parks And Science Parks

8.22 There are a number of industrial estates, business parks and science parks throughout the City (herein referred to generically as business areas). There is a clear issue regarding the need for uniformity in their signing), for example there are signs for Broadley Industrial Estate and Broadley Industrial Park), and the provision of strategic level signing.

- 8.23 There are currently no PCC criteria to determine whether a business area should be categorised as an Industrial Estate, Industrial Park, Business Park or Science Park. Accordingly, these guidelines have not set criteria for the wording on the signs. The naming of the area is a matter for agreement by the landowner or developer, and the City Council. Notwithstanding the above, it is recommended that only the following descriptions should be used, for clarity:
- Industrial Estate
 - Business Park
 - Science Park
- 8.24 To address applications for signs received from small businesses it is recommended that where a cluster of small businesses exists consideration be given to using a group name for the area, where one does not already exist. This is particularly appropriate in the instance of new development where individual developers will make applications for signs.
- 8.25 Part of the development strategy will need to consider the strategic direction signing. In instances where one or more businesses are located from an access road the individual businesses will not be eligible for specific signing and opportunities should be sought for a joint approach by all the businesses.
- 8.26 Table 8.6 summarises the existing signing in the City and compares this with the City Council held information on designated sites, and on it's website
- 8.27 The extent of the signing has taken into consideration the size of the area concerned. The business areas in the City vary in size and it is considered that the larger areas warrant a more strategic approach to signing.

Table 8.6 Local Employment Estate Signing

Existing Signing	Designated Sites	PCC Website	Recommended Sign
Belliver Industrial Estate	Belliver	Belliver Industrial Estate	Belliver Industrial Estate
Bickleigh Down Business Park	Bickleigh Down		Bickleigh Down Business Park
Breakwater Industrial Estate			Breakwater Industrial Estate
Broadley Industrial Estate	Broadley Park		Broadley Industrial Estate
Broadley Industrial Park			
Burrington Industrial Estate	Burrington		Burrington Industrial Estate
Cattedown Wharves	Cattedown		This is an individual business and should not be signed under this category
Christian Mill Business Park			Christian Mill Business Park
City Business Park		City Business Park	City Business Park
Cot Hill Industrial Estate			Cot Hill Industrial Estate
Derriford and Seaton Business Parks			To be confirmed
Derriford Business Park			To be confirmed
Derriford Science / Business Parks			To be confirmed
	Dockyard		Devonport Dockyard
Ernesettle Industrial Estate	Ernesettle		Ernesettle Industrial Estate
Estover Industrial Estate	Estover		Estover Industrial Estate
Faraday Mill Business Park			Faraday Mill Business Park
	Honicknowle		
Hursley Business Park			Hursley Business Park
Langage Industrial Estate	Langage		Langage Industrial Estate
Langage Business Park			Langage Business Park
Langage Science Park			Langage Science Park
	Millbay Docks		
		Miller Court	
		Millfields Community Economic Development Trust	

Existing Signing	Designated Sites	PCC Website	Recommended Sign
Newnham Industrial Estate	Newnham		Newnham Industrial Estate
Newnham Park			
Parkway Industrial Estates	Parkway	Parkway Industrial Estates	Parkway Industrial Estate
	Pennycross		
Plymouth International Business Park	Plymouth International Business Park		
Pomphlett Farm Industrial Estate	Pomphlett		Pomphlett Farm Industrial Estate
Prince Rock and Cattedown Industrial Estates			To be confirmed
Riverside Business Park		Riverside Business Park	Riverside Business Park
	Roborough		
Seaton Science Park			To be confirmed
Southway Industrial Estate	Southway		Southway Industrial Estate
	Stonehouse		
Tamar Science Park	Tamar Science Park	Tamar Science Park	To be confirmed
Valley Road Industrial Estate	Valley Road		Valley Road Industrial Estate
Wallsend Industrial Estate			To be confirmed
	Whitleigh		
		Wolseley Trust Business Park	

8.28 As mentioned previously, consideration has been given to providing a more strategic approach to signing as shown in Table 8.7. To cover the various types of area generic descriptions have been used such as 'Business and Industry Area' and 'Science and Business Area'.

Table 8.7 Local Employment Area Signing

Strategic Area	Local Areas Covered	Extent Of Signing
Roborough Business and Industry Area	Broadley Park Industrial Estate Broadley Industrial Park Belliver Industrial Estate Hursley Business Park Bickleigh Down Business Park	A38 Manadon Junction
Cattedown Business and Industry Area	Faraday Mill Business Park Wallsend Industrial Estate Cattedown Industrial Estate Prince Rock Industrial Estate	A38 Marsh Mills Junction
Derriford Science and Business Area	Derriford Business Park Seaton Business Park Plymouth International Business Park Seaton Science Park Tamar Science Park	A38 Manadon Junction
Langage Science and Business Area	Langage Business Park Langage Industrial Estate Langage Science Park	A38 Deep Lane

8.29 The visual impact of the direction sign will need to be considered when using the strategic area names, which are quite long. If it is considered that using the whole strategic area name is not practical then it should be shortened to the location name and 'Business Area', as the term business covers both science and industry. For example, 'Roborough Business and Industry Area' would read 'Roborough Business Area'.

Ministry Of Defence

8.30 Plymouth is home to a number of Ministry of Defence (MoD) establishments. Due to the nature and potential size of traffic that are associated with MoD destinations it is recommended that they be signed from the nearest District Distributor Route.

Education

8.31 Signing exists for the following education establishments:

- The University Of Plymouth
- Plymouth College of Further Education
- College of St Mark & St John
- Community College
- St Budeaux Foundation School

8.32 It is recommended that only the main education establishments be signed. These are liable to attract significant numbers of pupils, many of whom may be from outside of Plymouth. Accordingly, the following destinations should be signed:

Table 8.8 Education Destination Signing

Destination	Extent of Signing
The University Of Plymouth	From Marsh Mills roundabout
Plymouth College of Further Education (Main Site)	From nearest Primary Distributor Route
College of Art and Design	From nearest Primary Distributor Route
The College of St Mark & St John	Derriford roundabout

8.33 It is recommended that education establishments are to be signed to the main sites. Where an establishment has part of the campus on the main site, this will be considered on an individual basis under 'Other Single Destinations' section.

8.34 Future consideration will need to be given to the role of new PFI developments featuring community schools, which may have additional facilities such as doctor's surgeries. These requirements will need to be assessed on an individual basis and the context of this guidance reviewed once they are better established.

Public Transport Nodes



8.35 There are 6 rail stations in Plymouth: St Budeaux (Victoria Road and Ferry Road), Keyham, Dockyard, Devonport and Plymouth. All stations should be signed using the standard rail station symbol (TSRGD sign ref 2134). It is recommended that station names be used within the sign for clarity and to promote the stations.

8.36 The rail stations should be signed either to their associated car parks (using an associated P symbol) or where there is no parking, to the main station entrance. Other than Plymouth Station, all stations should only be signed from the nearest local distributor road. Plymouth Station should be signed from the A38 and all of the main access points to the City (i.e. from Torpoint, Tavistock and Elburton directions) ensuring that there is adequate provision of repeater signs.

8.37 The main coach station (currently Bretonside) should be signed at the appropriate exit from the main route into the City Centre. Drivers will be expected to follow signs to the City Centre and then pick up the coach station sign, which will lead them to their destination. This needs to consider all approaches to the City Centre and ensure that the appropriate signing is in place.

Marinas

8.38 Marinas play an important part in Plymouth's economy. Vehicle direction signing for Plymouth's marinas is currently inadequate and requires review. It is recommended that the marinas be signed from the nearest access road, using standard black on white signing and the name of the marina.

Other Single Destinations

8.39 There are a number of other important single destinations that require signing that do not fall into any of the above categories. The details of these are included in Table 8.9.

Table 8.9 Other Single Destination Signing

Destination	Recommended Signing	Comment	Extent of Signing
Plymouth Albion	Plymouth Albion RFC		From Argyle Stadium - A386 (visitors should follow PAFC signs prior to this)
Plymouth Argyle	Home Park Plymouth Argyle FC		From A38
Shopmobility (Mayflower East Car Park)	Shopmobility	Provides clarity on a busy & complicated section of the highway network. However traffic flows are comparatively low and therefore should only be signed at main access point of the primary network.	Main access point of primary network (Cobourg Street).
City Centre	City Centre		From A38
Chelson Meadow Recycling Centre	Chelson Meadow Recycling Centre (with symbol as in TSRGD 2139)	Generally known as Chelson Meadow so name retained	From primary route network
Airport	Plymouth Airport	Name to be confirmed	From A38
Park and Ride	Park and Ride		From A38
Places of Worship	Places of Worship should not usually be signed		

- 8.40 Places of Worship and/or cemeteries should not usually be signed as visitors to these destinations are likely to be from the local areas and know their locations. Exceptions to this may be necessary if the destination generates significant volumes of traffic particularly from outside of the City who may not easily be able to find the destination.
- 8.41 Crematoria shall be signed. These destinations are also likely to have a larger catchment area, serving people from outside the City boundaries and are likely to have a larger number of services performed throughout the day.
- 8.42 Individual community centres and facilities will be assessed based on individual circumstances, as these may not be in obvious locations.
- 8.43 Civic amenities such as recycling points will be assessed based on individual circumstances, as these may not be in obvious locations.
- 8.44 Generally local post offices shall not be signed as these premises are usually easily identifiable and serve local communities who are likely to know their locations, rather than generating large volumes of traffic from outside the area.

9 City Centre Car Parks



- 9.1 Car park signing is currently being reviewed in a separate study looking at variable message signing in the City.
- 9.2 As a result of the DSSFP, it has become evident that a pedestrian signing strategy is required for Plymouth especially from the City car parks, in order to complement the DSSFP.

10 Special Events

10.1 A Special Event is defined as an event where large numbers of members of the public are expected to attend an event or attraction for a limited period, who may need direction to the destination.

10.2 Consideration will be given to special event signing using the following guidance:

- They are being provided to direct drivers to a particular venue and not to advertise the event;
- The signs name the venue and do not contain references to the event or the names or company logos involved in the event. The exceptions are;
 - For a conference or similar event where attendance is by way of prior invitation;
 - Where the name of the venue incorporates the name of the company or organisation and cannot be indicated without including the name; or
 - In connection with an exhibition or similar function where no goods are for sale, e.g. a recognised charity event.
- They are normally displayed for only one or two days prior to, and during, the event;
- They are provided by a supplier approved by the City Council (such as the AA or RAC) that offers a specialist service and provides a suitable indemnity; and
- The signing is limited to the immediate vicinity of the venue and is extended to direct drivers from the local distributor road network. Signs to events outside the City would not normally be approved except where the police indicate that it would assist traffic control.

11 Temporary Signs

- 11.1 Temporary signing is usually permitted for destinations that do not warrant permanent signing but may have a significant amount of traffic for a limited period.
- 11.2 Typically an example of this is the yellow signing to direct traffic to destinations during construction of new developments and buildings, which are likely to generate a significant number of trips from deliveries, particularly of materials.
- 11.3 In all cases, where a destination has been eligible for temporary signing during construction of new developments, these signs are to be removed 6 months after completion of the building construction in order that they are not used as a marketing tool.

12 Sign Maintenance

- 12.1 Directional Road Signing needs to be included within the City Council's maintenance programme both for the replacement/maintenance of signs as they become damaged, as well as to the schedule for cleaning direction signs on a regular basis. This should form part of the regular maintenance function of the Authority.
- 12.2 This requires an on-going revenue commitment in order to ensure that the condition and quality of direction signs is preserved, which reflects upon the perception of the City by visitors and residents alike.
- 12.3 Sign inspection and maintenance should be undertaken with reference to the Design Manual for Roads and Bridges Signs "TD 25/01 Inspection and Maintenance of Traffic Signs on Motorways and All Purpose Trunk Roads".

13 Further Work Programme

- 13.1 In order that the signing strategy does not lose the momentum achieved in producing this document, it will need to be implemented under a rolling programme. The current Local Transport Plan Capital Programme (2001 – 2006) allocates £15,000 per year for implementing the signing strategy.
- 13.2 The prudent use of these limited funds should first investigate the principal routes into the City to establish whether these signs comply with this and national guidance. Where appropriate, signs should be replaced or amended to ensure continuity along the route with the aim of providing clear, concise and adequate signing while at all times seeking to reduce sign clutter from inappropriate signing.
- 13.3 Following the investigation and alterations to the principal routes into the City, the local distributor network should be assessed and signing altered where appropriate, followed by the more local traffic signing.
- 13.4 It is acknowledged that in reality, as there are likely to be overlaps between classification of routes and some signage, local signing may need to be altered as a result of changes to the signing on the principal network.
- 13.5 Wherever possible, the ability to maximise the potential for sign replacement should be explored such as through improvements made to the highway network with other transportation schemes or with other funding streams such as developer contributions.
- 13.6 A continual review will need to be undertaken of both the signing strategy and the signs themselves in order that the signing arrangements can be assessed for suitability. This may require some sections of the strategy to be modified as well as alterations to the signs.
- 13.7 Signs should be continually assessed and replaced where appropriate once a sign has reached the end of its serviceable life in accordance with TD 25/01.

14 Summary

- 14.1 The information contained in this document is intended to provide a guide as to the best way that directional road signing can serve the City of Plymouth.
- 14.2 A visitor to the City will be guided to their destination via direction signing and it is important that the information they receive is concise, clear and adequate. It is important to remember that in the right circumstances, signing can provide clarity for a traveller's route. If it is over-prescribed or confusing then this can be more detrimental than no signing at all.

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Annex A
Direction Signing
Guidelines for Plymouth

July 2005

Direction Signing Guidelines

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1. Deviation to the guidance

- 1.1. It should be noted that this report and subsequently DSGFP contain guidance and that it may occasionally be necessary to depart from the guidance.
- 1.2. Any variance from this guidance will need to seek approval from the relevant committee or portfolio holder and must be in the interests of road safety or to provide clarity of information for drivers and must be approved by the appropriate member process.

2. General Signing Principles

- 2.1. It is anticipated that signing will be provided at the key 'decision points' on a traveller's journey and will therefore subsequently require repeater signs to provide clarity along the route to be followed.
- 2.2. It is important that when directional signing is to be provided where lane and other carriageway markings are also present that they complement each other and do not offer conflicting information.
- 2.3. In order for an applicant to qualify for signing, they will generally need to provide parking facilities. If they are unable to do so, they will need to apply for pedestrian signing from the most appropriate parking facilities.
- 2.4. Other than where outlined in this guidance, individual businesses will not normally be signed unless there are valid mitigating circumstances such as that without signing, access would be considered as dangerous. For new developments this should not generally occur, as the access should be properly designed prior to construction.
- 2.5. It is important that Directional Road Signing does not become used as a marketing tool as it is the responsibility of businesses to market themselves accordingly. Promotional signs are controlled as advertisements under the Town and Country Planning (Control of Advertisements) Regulations.
- 2.6. For safety purposes, it is important that individual signs are not overloaded with information. Sign design including the number of destinations will be undertaken in accordance National guidance contained within the TSRGD (2002) and the Traffic Signs Manual - Chapter 7 (2003).

3. Through Traffic

3.1. The primary objective of through traffic signing is to indicate to motorists leaving the City the most appropriate route based upon their destination and the road network. Accordingly, through traffic will be assigned to the Primary Route Network¹ at the earliest opportunity.

3.2. Strategic Destinations to be signed within Plymouth are outlined below in table 2.1.

Table 3.1 Strategic Destination Signing

Strategic Route	Direction	Strategic Destination	Point from which the destination should be signed
A38	Eastbound	Exeter	Trunk Roads, Primary, District and Local Distributor Roads
		Paignton (From A374 / A379 junction only)	
Westbound	Liskeard		
A386	Northbound	Tavistock	Trunk Roads, Primary, District and Local Distributor Roads
A379	Eastbound	Kingsbridge	Trunk Roads, Primary, District and Local Distributor Roads
A374	Westbound	Torpoint (via ferry)	Trunk Roads, Primary, District and Local Distributor Roads
A374 / A386	City bound	Continental ferryport	

3.3. Signs to Paignton should only be used from the junction of the A374 and A379 to direct drivers onto the A38 who wish to travel to the Torbay area.

3.4. The continental ferryport is classified as a strategic destination as a high proportion of drivers following these signs may potentially be from overseas and could be confused if they were directed to the destination from the City Centre itself.

3.5. Non-Strategic Destinations outside the City boundary are broadly classed as those local area destinations that are accessed by exiting the Primary Road Network within the City boundary. Such destinations identified for signing and the appropriate roads from which they should be signed are shown in table 2.2.

¹ Definition to be clarified as part of the PCC road hierarchy review

Table 3.2 Non-Strategic Destinations outside the City boundary

Destination	Route from which the destination should be signed	Point from which the destination should be signed
Brixton	Not signed as on A379	
Bovisand	A379	Sherford Road
Cornwood	A38	Deep Lane
Down Thomas	A379	Sherford Road
Lee Moor	A38	Deep Lane
Saltash	A3064	Camels Head Junction
Sparkwell	A38	Deep Lane
Wembury	A379	Sherford Road
Woolwell	A386	Woolwell Road

- 3.6. Following a number of incidents on the A38 which have required its temporary closure, a request has been received that an alternative route should be signed for such circumstances. It is anticipated that this can generally be incorporated into existing signing with the use of symbols.
- 3.7. Non-specific 'through traffic' wording varies throughout the City. Only the definitions outlined below should be used:
- All main routes
 - All other routes
 - Through traffic

4. Tourism

- 4.1. Tourism (white on brown) signs are erected to direct traffic to tourist attractions and facilities.
- 4.2. The existing brown tourism signed destinations have been classified under 4 categories. The categories are as follows and cover all possible types of brown signing:
 - **Grouped Tourist Destinations** –gateway signs to areas of the City with multiple tourist destinations;
 - **Un-grouped, Non-Commercial Tourist Destinations** – signs to specific destinations promoted by the Council that are not commercially operated;
 - **Commercial Tourist Destinations** – tourist attractions that are commercially operated, including those run by, or on behalf of, the Council; and
 - **Commercial Tourist Facilities** – visitor facilities that are not necessarily an attraction in themselves an attraction.
- 4.3. The various categories identified above are detailed further below. Tables are used to list the destinations that should be signed and also the extent of signing. The extent of signing indicates the first point from which the destinations should be signed and should be continued from that point to the destination.
- 4.4. The Grouped Tourist Destinations signs are intended to minimise the signing in the City by identifying areas of interest with multiple attractions and indicating which signs should be followed to each of them. The signing should direct drivers to the nearest available car parking for the area destination.
- 4.5. To reduce the amount of information drivers have to absorb, the Grouped Tourist Destinations should be referred to using only the area destination name, for example 'The Hoe and Seafront'. These area destinations should be incorporated into a Gateway sign with the appropriate Plymouth branding.
- 4.6. Table 4.1 outlines the Grouped Tourist Destinations that should be signed also identifying the extent of signing and destinations covered by the sign. Not all of the destinations covered should be included on the gateway sign; a 'rule of thumb' should be applied such that no more than 6 destinations should normally be included on a 'gateway' direction sign (standard direction signing should not have more than four tourist destinations and three at junctions in line with guidance from DFT and HA).

Table 4.1 Grouped Tourist Destinations

Signed Destination	Destinations Covered	Extent Of Signing
The Hoe and Seafront	Smeatons Tower; Boer War, RAF, RN and Drake memorials; The Royal Citadel; Plymouth Dome Visitor Centre; Tinside Pool; and Guest Houses.	A38, Plymouth Road, Elburton Road, Alma Road, Union Street; Sign individual destinations to car parks, including on street parking around the Hoe area, from Gdynia Way
(Historic) Barbican <i>To always be signed with an associated 'P'</i>	Elizabethan House and Garden; Tourist Information; Mayflower Steps; Plymouth Gin Distillery; Boat trips; and Barbican Glassworks.	A38, Plymouth Road, Elburton Road, Alma Road, Union Street; Sign individual destinations to car parks from Gdynia Way
City Centre	City Museum and Art Gallery; The Theatre Royal; Merchants' House; City Centre Shops; and Plymouth Pavilions.	A38, Plymouth Road, Elburton Road, Alma Road, Union Street; Sign individual destinations to car parks from Exeter Street
Mount Batten	Mount Batten Tower; Mount Batten Pier; Mount Batten Centre; and Views	Embankment Road junction Gdynia Way
Royal William Yard	To be advised	Exeter Street
Central Park	Mayflower Leisure Centre; Swimming Pool; Pitch and Putt; City Centre P&R; and Adventure Playground.	A38 (Manadon Roundabout)

- 4.7. The Barbican brown tourism sign will always be signed with an associated 'P' to differentiate from the Barbican local area destination.
- 4.8. Ungrouped Non-Commercial Tourist Destinations are those destinations not included within Table 4.1 that are not operated on a commercial basis. These are identified below in Table 4.2.

Table 4.2 Ungrouped Non-Commercial Tourist Destinations

Signed Destination	Extent Of Signing
Tourist Information	Marsh Mills: A38 east and westbound
Plym Bridge National Trust	Marsh Mills roundabout Plymouth Road exit
Mount Edgumbe Country Park (via ferry)	North Cross roundabout
Scott Memorial	Cumberland Road
Dartmoor National Park	A38 and A386
Tamar & Brunel Bridges	To accompany direction signing for Liskeard
Tamerton Foliot Nature Reserve	Fore Street
Efford Marsh Nature Reserve	Signed to area whereby parking (on or off-street) is available. Signed from closest Residential/Access Road.
Forder Valley Nature Reserve	Signed to area whereby parking (on or off-street) is available. Signed from closest Residential/Access Road.
Ham Valley Nature Reserve	Signed to area whereby parking (on or off-street) is available. Signed from closest Residential/Access Road.
Southway Valley Nature Reserve	Signed to area whereby parking (on or off-street) is available. Signed from closest Residential/Access Road.
Budshead Wood Nature Reserve	Signed to area whereby parking (on or off-street) is available. Signed from closest Residential/Access Road.
Woodland Wood Nature Reserve	Signed to area whereby parking (on or off-street) is available. Signed from closest Residential/Access Road.
The Green House Visitor Centre	Billacombe Road
Bovisand Beach	Billacombe Road
Jennycliff Bay	Billacombe Road

- 4.9. Commercial Tourist Destinations are generally those destinations promoted by the private sector or that require a fee for admittance. In all instances, the full cost of erection and maintenance of the signs will be covered by the operator of the destination. Signing is to be considered in response to specific requests and the City Council's Tourism Signing Guidelines should be referred to in this instance.
- 4.10. Swimming pools and sports/recreational centres should continue to be signed from the local distributor road network however in the majority of cases this may be better served using standard white on black signs. Each destination should be assessed based on the individual requirements and merits of the attraction. These types of destinations may also have large vehicles visiting the attraction, such as coach parties, and therefore this will need to be considered in their routing.
- 4.11. Table 4.3 lists those current tourist destinations with signing permission and for which the Council holds a copy of the signing agreement required by the Council's Tourism Signing Guidelines. Copies of these existing signing agreements can be found in Annex E.

Table 4.3 Commercial Tourist Destinations

Signed Destination	Extent of signing
Dry Ski Slope	A38 east and westbound
Crownhill Fort	Manadon roundabout
Morwellham Quay	Manadon roundabout
National Marine Aquarium	A38 eastbound and westbound
Saltram House	Marsh Mills roundabout, Plymouth Road exit
Ten pin bowling	Plymouth Road junction with Cot Hill

- 4.12. Tourist Facilities include places operated primarily as places providing overnight accommodation and / or food for visitors. Tourist Facilities will not normally be signed in the City, as they are generally located and visible in the tourist areas. Exceptions have been made for facilities outside the main tourist and City Centre areas and also for hotels around Marsh Mills roundabout.

4.13. Table 3.4 lists those tourist facilities with existing signing permission and for which the Council holds a copy of the signing agreement required by the Council's Tourism Signing Guidelines. Copies of these existing signing agreements can be found in Annex E.

Table 4.4 Tourist Facilities

Signed Facility	Extent Of Signing
Beefeater Travel Inn	Exit from Marsh Mills roundabout only
Boringdon Hall	Glen Road
Riverside Campsite	Marsh Mills roundabout Plymouth Road exit only
Hotel Ibis	Exit from Forder Valley roundabout only
Novotel	Exit from Marsh Mills roundabout only

5. Heavy Goods / Commercial Vehicles

- 5.1. Lorry direction signing should be used to direct lorries to destinations where the most appropriate route for larger vehicles is different to that for normal traffic. The most appropriate routes may not always reflect the most direct route but the route that is most appropriate to larger vehicles. Alternative lorry routes are signed using black signs.
- 5.2. Lorry direction signing should only be used if an appropriate alternative exists where the alternative:
 - Road layout is more appropriate to large goods vehicles in terms of alignment and construction
 - Improves road safety
 - Reduces environmental impact, including noise, vibration, pollution etc.
- 5.3. In all cases, consultation needs to be undertaken regarding the revised routing with the destination, police and the following freight organisations:
 - Local freight operators
 - Freight Transport Association
 - Road Haulage Association
 - Devon and Cornwall Business Partnership
 - Chamber of Commerce
- 5.4. Consultation may also need to be undertaken through Freight Quality Partnerships.
- 5.5. Consideration should be given as to whether Traffic Regulation Orders should be used in order to enforce alternative routes away from traffic sensitive streets, particularly residential roads.
- 5.6. Signing to destinations related to mineral extraction such as quarry sites will continue to be provided as these sites can often generate a high flow of HGVs.
- 5.7. Signing to overnight lorry parking facilities will continue to be provided. Provision of such signing will be assessed on an individual basis.
- 5.8. Signing to facilities which service large flows of commercial / heavy goods traffic such as port access, inter-modal interchange and alternative delivery signing will continue to be provided. It is particularly important that large vehicles are able to find their end destination or could result in significant road safety and traffic management complications. Again these need to be assessed on an individual basis to establish their requirements.

6. Local Traffic

6.1. Destinations that are classed within the Local Traffic section include the following:

- Local areas
- Shopping centres
- Hospitals
- Industrial Estates, Business Parks and Science Parks
- Ministry of Defence
- Education
- Public Transport Nodes
- Marinas
- Other Single Destinations

Local Area

6.2. Local area direction signing refers to signing used to direct motorists more accurately to locations within the City boundary. The local areas to be used are identified in Table 6.1.

Table 6.1 Local Area Signing

A38 Junction	Strategic Local Areas	Main Local Areas	Minor Local Areas (Signed where appropriate)
	Broad areas of Plymouth, signed directly from the A38	City's main neighbourhoods, signed from major junctions	Local communities, signed from nearest access road
Marsh Mills	Plympton	Colebrook Chaddlewood St Maurice Woodford	Crabtree Longbridge Underwood
	Plymstock	Hooe Elburton	Oreston Mount Batten Staddon Heights Billacombe Pomphlett Turnchapel
	City Centre	Mount Gould Efford Laira	Barbican Cattedown Stoke Stonehouse Mount Gould Compton

The junction at Deep Lane is subject to consultation with the Highways Agency and Devon County Council in order to ensure continuity of signing from outside of the City boundary.

Forder Valley	Leigham Estover	Mainstone Eggbuckland	Glenholt
Manadon Roundabout	Derriford	Woolwell Widewell	Fursdon Thornbury
	Crownhill	Whitleigh	
		Southway	
		Tamerton Foliot	
	Mutley	Hartley Peverell Mannamead	Manadon Pennycross Ham Compton Honicknowle
		Devonport	North Prospect
St Budeaux By-Pass	Devonport Ham City Centre	Keyham Stoke	Weston Mill
Victoria Road Fly-Over	St Budeaux Ernesettle	Honicknowle Barne Barton	King's Tamerton

- 6.3. The column headed 'A38 Local Areas' identifies those areas that should be signed directly from the A38. These should be used to indicate to drivers the most appropriate junction to take from the A38 to reach broad areas of Plymouth.
- 6.4. The destinations in the column headed 'Strategic Local Areas' are those that should be used, as well as those previously identified, to direct drivers to the various sectors of the City. These areas should be used at major junctions on the Primary Distributor Route network to advise drivers at a more local level of the correct exit to take.
- 6.5. The column entitled 'All Local Areas' identifies all of the local areas that should be signed. Those areas that are not included on the 'A38 Local Areas' and 'Strategic Local Areas' list should only be used at local junctions to access the named local area.
- 6.6. The Barbican has been included within the local area signing list and as part of the local area signing. The Barbican area itself will be signed with a standard direction sign. To avoid confusion, the standard direction sign for the Barbican should only be used after the signing to Barbican car park to indicate the alternative route.

Shopping

- 6.7. Other than the City Centre, shopping areas should generally only be signed if they are classed within the City of Plymouth Local Plan (1995 – 2011) as being a District Centre and should only be signed using the wording identified below.
- 6.8. Local shopping centres identified in the City of Plymouth Local Plan (1995 – 2011) shall only be signed from the main access point if the access arrangements are unclear or confusing as these are anticipated to generate less traffic and local traffic is anticipated to know its location.
- 6.9. The signs should direct motorists to dedicated parking facilities for the shopping area and as such the sign will need to have a 'P' after the destination, as follows:
 - Crownhill Shopping P
 - Estover Shopping P
 - Mutley Plain Shopping P
 - Plympton Ridgeway Shopping P
 - Plymstock Broadway Shopping P
 - Roborough Shopping P
 - St Budeaux Shopping P
 - Transit Way Shopping P
- 6.10. The City Centre shopping area should continue to be signed from the A38. Closer to the City Centre, signing to the appropriate car park will be via the variable message boards.

Hospitals

- 6.11. The following hospital signing applies:
 - Hospital without Accident and Emergency – Mount Gould Hospital, Plympton Hospital, Royal Eye Infirmary
 - Hospital with Accident and Emergency – Derriford
 - Hospital with Facilities for Treatment of Minor Injuries – The Cumberland Centre
- 6.12. Hospitals which have no A & E facilities or which are not 24hrs shall have the name of the hospital included within the text to avoid any confusion between these and the City's main A & E hospital.
- 6.13. Derriford Hospital should be strategically signed throughout the City as the main Accident and Emergency unit. Mount Gould Hospital, Plympton Hospital, The Royal Eye Infirmary and The Cumberland Centre will be signed from the nearest local distributor road to the main access point into the site.
- 6.14. It is noted that there are currently plans to provide a new hospital facility as part of the Derriford Hospital Vanguard project. It is anticipated that this site is likely to be accessed both from the A386 at Seaton Business Park entrance and Brest Road from Derriford roundabout. The size if the development is anticipated to be similar to that of the existing Derriford Hospital site and is likely to require signing to avoid confusion.
- 6.15. Other health destinations will not normally be signed unless it is considered that without the signing access would be dangerous, locating the destination would be unnecessarily difficult or where significant volumes of traffic are likely to be generated.
- 6.16. The permitted signing under the TSRGD 2002 allows for the use of signs as identified in Table 6.2 below.

Table 6.2 Hospital Signing

Hospital Type	Sign
Hospital without Accident and Emergency	 <p>Mount Gould, Plympton, Royal Eye Infirmary</p>
Hospital with Accident and Emergency	 <p>Derriford</p>
Hospital with Facilities for Treatment of Minor Injuries	 <p>Cumberland Centre</p>

Employment Areas

6.17. The following area descriptions only should be used:

- Industrial Estate
- Business Park
- Science Park

6.18. Where one or more businesses are located from an access road the individual businesses will not be eligible for specific signing and opportunities should be sought for a joint approach by all the businesses.

6.19. Table 6.3 summarises the existing signing in the City and compares this with City Council held information on its website. A recommendation is then made regarding the revised sign content and location.

6.20. The extent of the signing has taken into consideration the size of the area concerned. The business areas in the City vary in size and it is considered that the larger areas warrant a more strategic approach to signing.

Table 6.3 Local Employment Estate Signing

Strategic Employment Destinations	Signed from Primary Distributor Routes
Belliver Industrial Estate	
<i>Cattedown Industrial Estate tbc</i>	
<i>Cattedown Wharves tbc</i>	
City Business Park	
<i>Derriford Business Park tbc</i>	
<i>Derriford Science Park tbc</i>	
Devonport Dockyard	
Ernesettle Industrial Estate	
Estover Industrial Estate	
Langage Business Park	
Langage Industrial Estate	
Langage Science Park	
Parkway Industrial Estate	
<i>Plymouth International Business Park tbc</i>	
Southway Industrial Estate	
Other Employment Destinations	Signed from Local Distributor Network
Bickleigh Down Business Park	
Breakwater Industrial Estate	
Broadley Industrial Estate	
Burrington Industrial Estate	
Christian Mill Business Park	
Cot Hill Industrial Estate	
Faraday Mill Business Park	
Hursley Business Park	
Newnham Industrial Estate	
Pomphlett Farm Industrial Estate	
<i>Prince Rock Industrial Estate tbc</i>	
Riverside Business Park	
<i>Seaton Science Park tbc</i>	
<i>Tamar Science Park tbc</i>	
Valley Road Industrial Estate	
<i>Wallsend Industrial Estate tbc</i>	

6.21. Mentioned previously, consideration has been given to providing a more strategic approach to signing as shown in Table 6.4. The strategic employment areas shown in Table 6.4 should be signed from the Primary Route Network as well as the A38. To cover the various types of area, generic descriptions have been used such as 'Business and Industry Area' and 'Science and Business Area'.

Table 6.4 Local Employment Area Signing

Strategic Area	Local Areas Covered	Extent Of Signing
Roborough Business and Industry Area	Broadley Park Industrial Estate Broadley Industrial Park Belliver Industrial Estate Hursley Business Park Bickleigh Down Business Park	A38 Manadon Junction
Cattedown Business and Industry Area	Faraday Mill Business Park Wallsend Industrial Estate Cattedown Industrial Estate Prince Rock Industrial Estate	A38 Marsh Mills Junction
Derriford Science and Business Area	Derriford Business Park Seaton Business Park Plymouth International Business Park Seaton Science Park Tamar Science Park	A38 Manadon Junction
Langage Science and Business Area	Langage Business Park Langage Industrial Estate Langage Science Park	A38 Deep Lane

6.22. The visual impact of the direction sign will need to be considered when using the strategic area names, which are quite long. If it is considered that using the whole strategic area name is not practical then it should be shortened to the location name and 'Business Area', as the term business covers both science and industry. For example, 'Roborough Business and Industry Area' would read 'Roborough Business Area'.

Ministry Of Defence

6.23. Due to the nature and potential volume of traffic that are associated with MoD destinations it is recommended that they be signed from the nearest District Distributor Route.

Education

6.24. Only the main education establishments should be signed. These are liable to attract significant numbers of pupils, many of whom may be from outside of Plymouth. Accordingly, the following destinations should be signed:

Table 6.5 Education Destination Signing

Destination	Extent of Signing
The University Of Plymouth	From Marsh Mills roundabout
Plymouth College of Further Education (Main Site)	From nearest Primary Distributor Route
College of Art and Design	From nearest Primary Distributor Route
The College of St Mark & St John	Derriford roundabout

6.25. It is recommended that education establishments are to be signed to the main sites. Where an establishment has part of the campus on the main site, this will be considered on an individual basis under 'Other Single Destinations' section.

Public Transport Nodes

- 6.26. There are 6 rail stations in Plymouth; St Budeaux (Victoria Road and Ferry Road), Keyham, Dockyard, Devonport and Plymouth. All rail stations should be signed using the standard rail station symbol (TSRGD sign ref 2134) along with the station name.
- 6.27. The rail stations should be signed either to their associated car parks (using an associated P symbol) or where there is no parking to the main stations entrance. Other than Plymouth Station, all stations should only be signed from the nearest local distributor road. Plymouth Station should be signed from the A38 and all their main access points to the City (i.e. from Torpoint, Tavistock and Elburton direction).
- 6.28. The main coach station (currently Bretonside) should be signed at the appropriate exit from the main route into the City Centre. This needs to consider all approaches to the City Centre and ensure that the appropriate signing is in place.

Marinas

- 6.29. Vehicle direction signing for Plymouth's marinas is currently inadequate. It is recommended that the marinas be signed from the nearest access road, using standard black on white signing and the name of the marina.

Other Single Destinations

- 6.30. There are a number of other important single destinations that require signing that do not fall into any of the above categories. The details of these are included in table 6.6.

Table 6.6 Other Single Destination Signing

Destination	Recommended Signing	Comment	Extent of Signing
Plymouth Albion	Plymouth Albion RFC		From Argyle Stadium - A386 (visitors should follow PAFC signs prior to this)
Plymouth Argyle	Home Park Plymouth Argyle FC		From A38
City Centre	City centre		From A38
Shopmobility (Mayflower East Car Park)	Shopmobility	Provides clarity on a busy & complicated section of the highway network. However traffic flows are comparatively low and therefore should only be signed at main access point of the primary network.	Main access point of primary network (Cobourg Street)
Chelson Meadow Recycling Centre	Chelson Meadow recycling centre (with symbol as in TSRGD 2139)	Is generally known as Chelson Meadow so name retained	From primary route network
Airport	Plymouth Airport	Name to be confirmed	From A38
Park and Rides	Park and Rides		From A38

- 6.31. Places of Worship/cemeteries should not usually be signed, as visitors to these destinations are likely to be from the local areas and know their locations. Exceptions to this may be necessary if the destination generates significant volumes of traffic particularly from outside the City that may not easily find the destination.

- 6.32. Crematoriums shall be signed as Plymouth City Council has an authority function for providing crematoriums. These destinations are also likely to have a larger catchment area serving people from outside the City boundaries and are likely to have a larger number of services performed throughout the day.
- 6.33. Individual community centres and facilities will be assessed based on individual circumstances, as these may often not be in obvious locations.
- 6.34. Civic amenities such as recycling points will be assessed based on individual circumstances, as these may often not be in obvious locations.
- 6.35. Generally local post offices shall not be signed as these premises are usually easily identifiable and serve local communities who are likely to know their locations, rather than generating large volumes of traffic from outside the area.

7. Car Parks

- 7.1. Car park signing is currently being reviewed in a separate study looking at variable message signing in the City.

8. Special Events

- 8.1. A Special Event is defined as an event where large numbers of members of the public are expected to attend an event or attraction for a limited period, who may need direction to the destination.
- 8.2. Consideration will be given to special event signing using the following guidance:
 - They are being provided to direct drivers to parking or a an alternative transport access mode (Park and Ride) for a particular venue and not to advertise the event;
 - The signs name the venue and do not contain references to the event or the names or company logos involved in the event. The exceptions are;
 - For a conference or similar event where attendance is by way of prior invitation;
 - Where the name of the venue incorporates the name of the company or organisation and cannot be indicated without including the name; or
 - In connection with an exhibition or similar function where no goods are for sale, e.g. a recognised charity event.
 - They are normally displayed for only one or two days prior to, and during, the event;
 - They are provided by a supplier approved by Plymouth City Council (such as the AA or RAC) that offers a specialist service and provides a suitable indemnity; and
 - The signing is limited to the immediate vicinity of the venue and is extended to direct drivers from the local distributor road network. Signs to events outside the City would not normally be approved except where the police indicate that it would assist traffic control.

9. Temporary Signs

- 9.1. Temporary signs are usually permitted for destinations that do not warrant permanent signing but may have a significant amount of traffic for a limited period.
- 9.2. Typically an example of this is the yellow signing to direct traffic to destinations during construction of new developments and buildings, which are likely to generate a significant number of trips from deliveries, particularly of materials.
- 9.3. In all cases, where a destination has been eligible for temporary signing during construction of new developments, these signs are to be removed 6 months after completion of the building construction in order that they are not used as a marketing tool.

10. Sign Maintenance

- 10.1. Signing needs to be included within the PCC's maintenance programme both for the replacement/maintenance of signs as they become damaged as well as a schedule for cleaning direction signs on a regular basis. This should form part of the regular maintenance function of the authority.
- 10.2. Sign inspection and maintenance should be undertaken with reference to the Design Manual for Roads and Bridges Signs "TD 25/01 Inspection and Maintenance of Traffic Signs on Motorways and All purpose Trunk Roads". In particular this recommends that signs should be regularly inspected for:
 - Visual Performance -
 - a) Obscuration, for example by dirt, graffiti, foliage or other signs or structures
 - b) Loss of sign face material
 - c) Correct orientation relative to driver
 - Electrical Safety and Operation –
 - a) General condition and safety
 - b) Operation of luminaries
 - c) Alignment of luminaries
 - d) Operational effectiveness
 - Structural Integrity –
 - a) Condition of the sign plate
 - b) Condition of clips, rails or other fixings
 - c) Elements of sign post inspection
- 10.3. Redundant signs and posts are a distraction to drivers and should be removed to reduce street clutter and maintenance commitments.



Annex B

Tourism Signing Guidelines

July 2005

Tourism Signing Guidelines

1. Background

Brown on white tourism signs direct visitors to tourist attractions and facilities.

Tourism signing has been subject to a number of national policy reviews and these guidelines respond to the DfT's (formerly Department for Transport, Local Government and the Regions) *Proposed Revision of the Guidance for Tourist Signing on Trunk Roads and Local Roads 2002* (DfT 2002), the statutory instrument *Traffic Signs Regulation And General Directions 2002* (TSRGD 2002), update the *Plymouth City Council Provision of Traffic Signs to Tourist Destinations Guidance for Applicants June 2000* and form part of the Direction Signing Strategy for the City of Plymouth.

Within the *City of Plymouth Local Transport Plan 2001 – 2006* commitment is made (4.2.18 Visitor Transport) to further develop a Transport Strategy for Visitors including addressing:

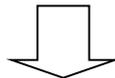
- the strategic management of visitor arrivals;
- coherent signing of routes to key destinations and attractions by all modes of transport; and
- accommodating peak capacity demands on the highway network.

The following sections on Eligibility, Sign Design And Location and Application Processes respond to the needs of the aforementioned policies. This document refers only to signing on the highway for which Plymouth City Council is the statutory Highway Authority. Signing on the A38 is heavily regulated and will need to be agreed with the Highways Agency. Council officers will advise applicants as to the process required for the consideration of signing on the A38 and the likelihood of success. Roads outside the City boundary are to be dealt with by either Devon or Cornwall County Council.

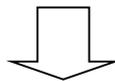
2. Eligibility

There is a 3-stage process in the eligibility assessment for tourism signing. Any application will need to be considered through the following stages.

Core Criteria



Destination Criteria



Sign Design And Location

Core Criteria

The fundamental principles for the consideration of tourism signing are derived from the policy guidance outlined previously and form the Core Criteria as follows:

- C1 The primary purpose of tourism signing is to direct visitors to an attraction or facility. It should not be used as a marketing tool for a destination as this is the responsibility of the owner of the facility. Signs will not be approved at locations where it is considered their provision would be primarily for promotional or advertisement reasons.
- C2 A tourist destination, for signing purposes, is a permanently established attraction or facility that attracts or is used by visitors to an area, and which is open to the public without prior booking during its normal opening hours and should:
 - a. Have adequate parking on site or close by. The signs should direct road users to the parking facilities rather than the destination itself. Additional pedestrian signing will be considered from the signed car park if a requirement is identified;
 - b. Have adequate toilets on site (accessible in accordance with the Disability Discrimination Act);
 - c. Be publicised, for example, within tourist guide books, leaflets, on a website and at Tourist Information Centres (evidence of marketing material will need to be provided); and
 - d. Be generally of good quality, well maintained and accessible in accordance with the requirements of the Disability Discrimination Act.
- C3 A tourist attraction (other than sports centres, concert venues, theatres and cinemas) will need to be accredited by the 'Visitor Attraction Quality Assurance Service' run by the English Tourist Council or appropriate body.
- C4 Attractions and facilities should be open consecutively for at least 6 hours a day for 6 days a week for 6 months of the year.
- C5 An attraction accessed directly from an A class road and visible to passing motorists will not normally be signed unless there is a road safety consideration in visitors locating the appropriate exit from the highway.

Destination Criteria

The applicant should meet the following Destination Criteria before consideration for Tourism Signing is given.

Table: Destination Criteria

Destination		Criteria
Attractions		
A1	Visitor centres, theme parks, historic buildings, museums and ancient monuments, zoos	i. Produce marketing material available from Tourist Information outlets with clear directions to the attraction.
A2	Natural attractions (such as nature reserves, beaches, viewpoints, parks and gardens), areas of special interest, country tours, tourist routes	i. Be marketed as an attraction.
A3	Leisure and sports centres (including golf courses)	i. Must be open to the public without limitations on use by membership and not require prior booking during normal opening hours; ii. Golf courses must be available without requirement of membership or a golfing handicap; iii. For sporting events a minimum number of 1 event per month.
A4	Theatres, cinemas and concert venues	i. Membership of the Arts Council.
Facilities		
F1	Hotels / caravans / camping / accommodation / Youth Hostel	i. Accommodation must be accredited to a recognised organisation; ii. Accommodation should not require prior booking; iii. Applicants must demonstrate participation in appropriate grading system of the English Tourist Board; iv. Camping and caravan sites must be licensed under the Caravan Sites and Control of Development Act 1960 and / or the Public Health Act 1936 and having a minimum of 20 pitches for casual overnight use*; v. Youth Hostels must be managed by the Youth Hostels Association*.
F2	Public houses	i. Meals must be available at all times; ii. Children must be catered for; iii. Where overnight accommodation is provided the facility must be accredited by a recognised national body.
F3	Restaurant / cafes	i. Applicants must demonstrate steps to cater for outside visitors such as membership of tourist board; ii. Must be available to the public without prior booking.
F4	Tourist Information Centres	i. Recognised by the English tourist Board.
F5	Tourist trails, leisure drives	i. As promoted by the English Tourist Board and where a publicity leaflet is available.

* indicates statutory guidance contained within TSRGD 2002

Retail parks, shopping centres and garden centres do not justify the use of tourism signing. Where required for traffic management and road safety reasons such destinations should be signed using standard direction signs.

Sign Design And Location

If a destination is approved for signing after consideration of the above criteria, Council officers will undertake to identify the most appropriate location for the signs and the actual sign design. Traffic signs designs can only be provided in accordance with the national statutory directions contained within TSRGD 2002.

In respect of the location of the signs the following guidance applies:

- D1 Road safety is the primary concern. The sign(s) will be located to clearly indicate the most appropriate access for the destination and additional signing will be identified should this be considered necessary to guide drivers towards the identified access.
- D2 Except for attractions receiving over 150,000 visitors per year with adequate on site parking and facilities, tourist destinations will generally be signed from the nearest appropriate classified road and continued to the destination. Where signing is required at 2 or more junctions from the A-road, consideration will be given to providing 'route to be followed' signing (such as 'For railway museum follow A121').
- D3 No more than 4 tourist destinations (white on brown signs) will be signed from a single junction arm to ensure that road safety is not compromised by distracting drivers and providing them with too much information. Where an application requires an addition to a sign that already has 4 signed destinations a review will be undertaken of the existing signing with a view to identifying the most appropriate 4 destinations based upon:
 - i. Visitor numbers; and
 - ii. Road safety;
 - iii. In some instances where there are a number of tourist destinations it may be appropriate to provide a generic sign (for example 'The Barbican').
- D4 Names of destinations will not normally be included on the sign for commercial attractions unless it is required to differentiate between closely located destinations or if the signing allowed within TSRGD 2002 does not adequately describe the destination. General consideration should be given to the location of the destination in relation to the wider area. Where the destination is within a large conurbation or associated with a larger destination, this should be used to direct visitors to the attraction and supplementary signing provided only if the access from the highway is not obvious. Using this approach, destinations that meet the criteria and are not closely located to a conurbation will be likely to warrant signing.
- D5 The signing provision will be targeted to minimise the impact on the surrounding environment and reduce 'street clutter'. This may require the consolidation of existing signs and this will be at the applicant's cost.

Eligibility does not confer automatic entitlement to tourist signs and decisions will need to consider local circumstances including the number of similar establishments in the area. Use of tourist signs is conditional on the removal of any advertisement signs relating to that destination from private land adjacent to the public highway. Where there may be several tourist destinations in an area that qualifies under the guidelines for signing, a collective approach should be considered utilising combined signing outlined the TSRGD 2002.

The following terms and conditions will apply to the application process outlined above:

- (i) Where the application qualifies to proceed following the Stage 1 assessment, the applicant must then enter a signed agreement with the City Council accepting to meet the costs involved in Stages 2, 3 and 4 before further work will be carried out.
- (ii) Should the applicant decide not to proceed after receiving the detailed design he/she will nevertheless be liable for the Stage 2 costs incurred by the City Council in preparing the design as agreed in accordance with (i).
- (iii) The supply and installation of signs will not normally be undertaken until the associated costs have been received by the City Council.
- (iv) The life of the agreement will be a fixed contract for a ten-year period (the maximum useful life expectancy of the signs). Once this period expires the applicant will be required to reapply for a new agreement.
- (v) The maintenance cost for Stage 4 allows only for the cleaning and maintenance of any surrounding foliage (to ensure visibility) and does NOT include replacement of signs caused by theft, or following accidental damage caused by an unknown third party or by adverse weather conditions, or when the signs reach the end of their useful life (as a guide the useful life for a sign is considered to be 7 – 10 years). In these circumstances the applicant will be liable for all replacement costs and are consequently advised to take out insurance to cover these eventualities. Signs may be replaced by the City Council but at no additional cost to the Authority.
- (vi) In instances where more than one destination is included on a new sign(s) as a result of more than one application being granted at the same time, the applicants will share the costs equally. Should an applicant choose not to proceed the cost will be re-apportioned between the remaining applicants.
- (vii) Where an application is made on behalf of several establishments it will be necessary to identify a single person or body who will be responsible for signing the agreement.
- (viii) Where a sole applicant requires amendment to an existing composite sign the sole applicant will be responsible for the entire cost of the erection and supply of a new sign with the additional destination added.
- (ix) Included in the total cost to the applicant is the cost of the removal of the sign, the Council is reserving the right to remove the sign, including the replacement of existing signs where the tourism signs formed an integral part of the sign assembly, either, where the destination has ceased to meet the standards under which the signs were provided, the destination ceases to exist or if it is found that questions were incorrectly answered on the application form.
- (x) The Council reserves the right to review this guidance at any point in time and remove and amend signing in accordance with this review. The applicant will not be liable for any costs associated with the removal or amendment of direction signs as part of such a review unless they are required by a change in the signed destination, such as change of name or access arrangement. In this instance the original sign applicant will be liable. The Council is not liable for any changes to directional information provided by the destination, such as leaflets or Internet pages, as part of a review of this guidance.
- (xi) The agreement is between the City Council and a named applicant (as identified on the agreement) and is not transferable. If the named applicant is no longer associated with the signed destination the City Council must be informed at the earliest possible opportunity. The signs will either be removed or a new agreement entered into with the new applicant.
- (xii) No monies paid by the named applicant are refundable.

