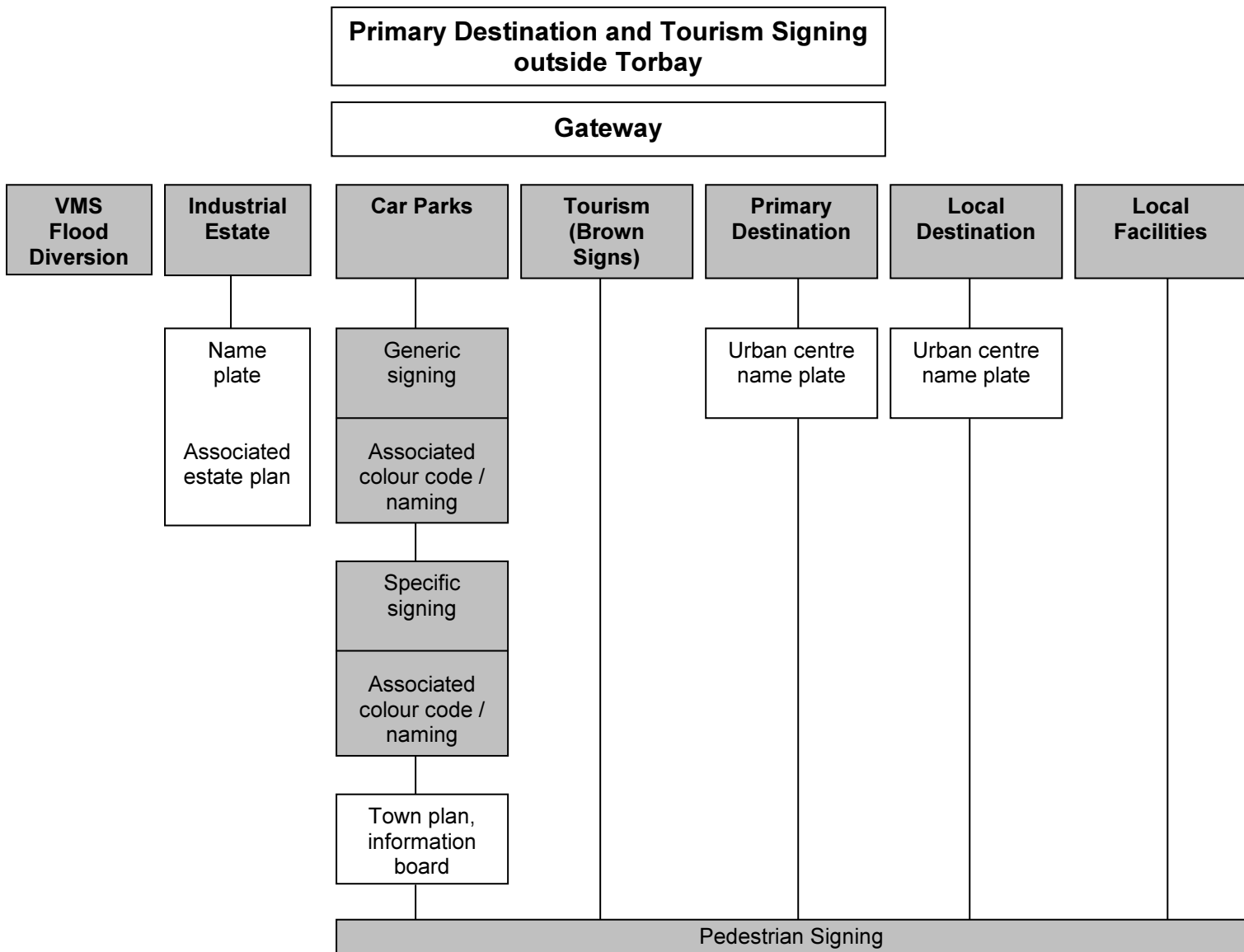


TORBAY COUNCIL
DIRECTION SIGNING POLICY
AND GUIDANCE

1. Introduction

The table below illustrates the type of direction signing (shaded) which is deployed in Torbay and also signing that supports this direction signing (not shaded).



The proposed policy states general provisions and defines criteria relating to each type of direction.

2. General Principles

2.1 It is anticipated that signing will be provided at the key “decision points” on a traveller’s journey. In some instances a journey may require repeater signs to

provide clarity along a route to be followed. The main context of this policy is to ensure that signing is clear and concise and delivers travellers to their chosen destination safely and efficiently.

- 2.2 Direction signing will only be provided on major distributor routes, except where required to give clarity to a route from a distributor route.
- 2.3 It is important that when directional signing is to be provided, where lane and other carriageway markings are also present that they do not offer conflicting information.
- 2.4 Individual businesses will not normally be signed. Tourist destinations will be considered for signing in accordance with the Council's Policy for Traffic Signs to Tourist Destinations. Signing for events and new developments will also be considered in accordance with the Policy for Temporary Event Signing.
- 2.5 It is important that Directional Road Signing is not used for the purpose of advertising or promoting any business, as it is the responsibility of the individual business to market themselves accordingly.
- 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 with National Regulations as contained within the Traffic Signs Regulations and General Directions (TSRGD), (2002) or subsequent updates and the Traffic Signs Manuals.
- 2.7 The hierarchy of signing is as follows:
 - Signing outside of Torbay directs traffic to primary destinations or key tourist attractions within the area;
 - "Gateway" signing on the major routes into Torbay informs travellers when they have arrived at a destination;
 - Signing within Torbay to indicate directions to primary/key tourist destinations and local destinations;
 - Urban Centre nameplates to inform drivers they have arrived at specific towns or locations within Torbay;
 - Within the urban centres there will be signing primarily aimed at directing car drivers to appropriate car park facilities;
 - Pedestrian signing provided from car parking facilities to final destinations.

3. Primary Destinations and Local Destination Signing

The table below, lists the Primary and Local Destinations (urban centres) to be signed within Torbay:

Primary Destination	Local Destination
Brixham	Berry Head Churston (2 No. name plates) Churston Ferrers Furzeham Galmpton (3 No. Name plates) Brixham Harbour
Paignton	Town Centre Blagdon Sea Front Broadsands (3 No. name plates) Collaton St. Mary (2 No. Name plates) Foxhole Goodrington (2 No. name plates) Preston (3 No. name plates)
Torquay	Babbacombe (2 No. name plates) Barton (3 No. name plates) Cockington (2 No. name plates) Torquay Harbour Hele (2 No. name plates) Livermead Maidencombe (2 No. name plates) St. Marychurch (2 No. name plates) Shiphay (3 No. name plates) Torre Town Centre The Willows

Settlements outside Torbay to have outbound signing from within Torbay.

Primary Destinations	Exeter Newton Abbot Plymouth Totnes Teignmouth
Local Destinations	Dartmouth Kingswear Stoke Gabriel Shaldon Marldon

In support of the destination direction signing, nameplates, as indicated on the table, will be provided.

4. Key Facilities and Destinations

- 4.1 Where significant numbers of travellers require direction to specific local facilities/establishments that provide a community service, signing will be permitted,

provided it meets the criteria set out in this policy. If the destination is a tourist attraction then the policy for “Traffic Signs to Tourist Destinations” shall apply.

- 4.2 The tables below identifies the types of destinations for which signage will be provided and funded by Torbay Council along with the types of destinations that can be provided when funded by the promoting organisation.
- 4.3 Where signs which are to be funded by the promoting organisation are approved, the Council will charge the full cost of erection and administration, together with a sum to cover routine maintenance. Any necessary replacement of future signs will also incur a charge, however routine replacements as part of a maintenance programme will be funded by the Council.
- 4.4 Applications for the provision of signs must be made in writing to Torbay Council, Resident & Visitor Services, Lower Ground Floor, Town Hall, Torquay, TQ1 3DR or by email to Highways@torbay.gov.uk. Following consideration by a Council Officer, applicants will be notified of the decision with a quotation for the works where successful.
- 4.5 Where an existing system of signs can incorporate a new destination then the Council will in some circumstances require an existing sign to be remade for which any costs will be charged to an applicant. Whilst the Council will endeavour to provide signage in the most economical manner it has a duty to reduce highway clutter and confusion. Therefore when a new destination is appropriate for inclusion on existing signs, the provision of additional signs will not be permitted only on the basis of economy.

5. Local Destinations

Council Funded signing	Permitted Signing Funded by Others
Health Authority Hospitals	Doctors/dentist (where providing a service for visitors)
Health Centres	Churches
Police Stations	Private/Community Hospitals/Health Centres
The Crematorium	
Community Colleges	
Sports Centres/Swimming Pools (Municipal)	
Local Authority Offices	
Beaches	NOTE: These signs will only be permitted outside the urban centres. In the urban centres information will be provided through pedestrian signing from car parks.
Bus/Coach Stations	
Railway Stations (Network Rail)	
Plainmoor Football Ground – coaches	
Public Car Parks	
Industrial Estates	
Business Parks	
Local Shops (where they form a District Centre)	

6. Pedestrian Signing

- 6.1 Pedestrian signing to be provided within the urban centres and, as appropriate, to support leisure activities. It also needs to give continuity to vehicle direction signing and, therefore, link to car parks serving the urban centres.

Pedestrian signing will be limited to providing general public information as given in the table below:

Council Funded signing	Permitted Signing Funded by Others
Public conveniences Shopping parade/area (where they form a District Centre) Post office Tourist information centres Council services ,('Connections' offices) Health centres Beaches/town centres/harbour Museums/libraries/other public buildings Foot ferries Bus/coach/railway stations	Doctors/dentist (where providing a service for visitors) Churches Local Tourist Destinations

Where a system of pedestrian finger posts exist, the Council may consider it appropriate to include destinations on finger posts rather than pedestrian signs. This would not apply to hospitals or health centres.

7. Deviations to the Policy

- 7.1 Applications for signage to destinations not covered in this policy will not be considered unless the destination can be shown to generate significant movements and is in the interests of road safety or to provide clarity of information. The Service Manager for Streetscene and Place shall have delegated powers to consider whether any deviation from this policy is appropriate.
- 7.2 Destinations shown in sections 5 and 6 of this policy as "Council funded" refers to all new or replacement signing only. Where changes of destinations are made by non-Council organisations, then such changes will only be carried out at public expense when signs are renewed as part of a maintenance programme. If changes are required in advance of such times, then the cost of replacement or new signage shall be borne by the promoting organisation.