



From mountain to sea

Signing of tourist facilities and attractions

Policy

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Responsible Officer	D Armitage, Roads Policy & Asset Manager, Roads & Infrastructure
Policy Sponsor	P McKay, Head of Service, Roads & Infrastructure
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1 Introduction

Tourism is of considerable value to Aberdeenshire, making a significant contribution to the local economy and supporting thousands of jobs across the area. With many visitors travelling by private car it is important that they can reach their destination efficiently and safely.

Over provision of signs is however detrimental to both road safety and the visual environment and can lead to the deterioration of the attractiveness of an area, which may be the very reason for the intended visit.

This policy puts in place principles to direct officers when considering applications for the signing of tourist destinations. Compliance with this policy should ensure that applications are dealt with fairly and consistently across the areas of Aberdeenshire.

2 Policy statement

Recognising that there can be instances where additional signing is needed to assist visitors, Aberdeenshire Council will consider applications for brown tourist signs where these are necessary for road safety or traffic reasons. These signs will not be provided for advertising purposes and eligibility to apply for a sign should not be viewed as entitlement to have a sign.

We will:

- **Provide clear standards and guidance for the provision of tourism signposting, the application procedures and the financial arrangements with regards to tourist signing in a “Signing of Tourist Facilities and Attractions Manual”;**
- **Introduce a process for considering departures from these standards in exceptional circumstances;**
- **Include design, manufacture, installation, and removal costs in the price quoted to applicants; and**
- **Introduce a provision for applicants to reclaim a partial refund of the price paid when signs are removed within five years of being installed.**

3 Scope

This Policy shall apply to:

- All roads (including verges, paved areas, footways and footpaths) for which Aberdeenshire Council is Roads Authority.
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4 Implementation and compliance

Aberdeenshire Council's "Signing of Tourist Facilities and Attractions Manual" contains detailed direction on how applications for brown tourist signs within Aberdeenshire shall be dealt with.

The Roads Policy and Asset Manager will be responsible for updating the manual to reflect changes in legislation and any other improvements or amendments considered to be needed. They will also be responsible for determining any applications for departures from standards following consideration by the Roads Standards Group.

Local Roads and Landscape Managers shall be responsible for compliance within their areas, ensuring that guidance in the manual is complied with and that applications are processed in accordance with this Policy. In instances where they believe there are good reasons for approving applications which do not satisfy the criteria in the Manual, they shall submit a departure-from-standard application to the Roads Policy and Asset Manager.
