



Local Business & Tourism Signage Policy

1.0 Introduction

1.0 The Traffic Signs Regulations and General Directions (TSRGD) and Traffic Signs Manuals, sets out legislation for the design and positioning for all road traffic signage.

1.1 Tourism signposting in Manchester is managed by Manchester City Council for the purpose of safe and efficient movement of traffic.

Types of attractions and facilities eligible for tourism signing are contained in Appendix A

Any tourism signs should supplement, and not repeat, information on existing direction signs, brown signs, and tourism literature.

1.2 Temporary signage can be issued for non-permanent attraction venues and all signage must be funded by the requesting businesses

2.0 Criteria

2.1 For all applications, the following underlying principles will apply:

- Signs will only be provided for the latter stages of journeys i.e., from the nearest A or B road.
- Signs will not be provided for advertisement or promotional purposes
- Sign placement must be consistent with directions provided on website and promotional materials.

3.0 Application Process (Including fees/ costs)

- To apply for signage, an application should be made to Manchester City Council through a Section 38 or 278 legal agreement. Each application has a non-refundable £3,000 deposit cost, to cover the inspection and approval of designs and should include the signage proposals. All costs are to be covered by the developer or business owner, along with any additional commuted sum payments required for future maintenance of the signs
- Manchester City Council, as the local highways authority, has the final say on the approval of proposed designs. For any proposals that state for signs to be mounted

upon lighting columns, Manchester City Council's Street lighting contractors AMEY must be engaged.

Appendix A: Criteria for Business, Tourist, Temporary and Transportation Signs

Business

Sports Facilities

- Leisure centre signage can be issued when a minimum of 20 sport facilities are near the closest classified road.
- Facilities should be open for a minimum of 400 hours across 100 days each year.
- Non-members should have access to the facilities during normal opening hours with the option for hiring necessary equipment where required.

Large Retail Facilities

- When a large business facility will attract a large number of visitors (typically with 250 car parking spaces or more).
- The site must be able to provide evidence of a substantial proportion of their visitors travelling from outside of the local area.
- Individual businesses will not be given signage unless they are in a remote rural location with the access not off a main road.

Garden Centres

- Independent garden centres with sufficient on-site parking including disabled and coach parking.
- The site must be able to provide evidence of a substantial proportion of visitors travelling from outside the local area.
- Individual businesses shall not be given signage unless they are in a remote rural location with the access not off a main road.

Business Parks

- Signage can be considered when six or more businesses are located on a business park that attracts traffic that is not local to the area.

Rural Businesses

- Signage can be considered for six or more businesses located on a rural business park. Sufficient parking will be required on-site to accommodate for vehicles.

Industrial Parks

- When more than six or more businesses which conduct large deliveries and collections are in close proximity then signage may be provided to aid such operations. If a business's operations are negatively affected by a lack of signage such as vehicles getting lost or damaged, then this will also be taken into consideration when the provision of signage is allocated.

Rural Shops and Facilities

- Bypassed community signage can be provided given the provision of a new road. Only when the new road bypasses a rural community with retail businesses.

Urban Shops and Facilities

- Signage will not be available in the city centre due to significant numbers of shops and facilities to prevent street clutter promoting access for all and improved walking and cycling.

Public Buildings

- The applicant should be able to demonstrate substantial amounts of visitors are attracted from outside of the area to be allocated signage.

Tourist Information Centres

- The tourist facility must be recognised by the Regional Tourist Board to be given the recognised symbol signage.

Tourist

- Tourist attraction: an establishment which may be visited by tourists, and which is open to the public e.g., museums, historic houses, cathedrals, etc
- Permanently established attractions, which are open to visitors without prior booking for a minimum of 4 hours per day, 150 days per year
- The attraction would need to provide evidence that it has agreed to follow the terms of the English Tourist Board Visitor's Charter
- The attraction must provide evidence that over 50% of its customers are from outside the area (i.e., more than 20 miles away)
- Tourist Facilities (an establishment which provides a service to tourists, and which is open to the public e.g., parks, etc.)
- The applicant shall provide confirmation that it is a quality tourist facility from the English Tourist Board, a Local Authority Tourism Department or any other body recognised by the City Council as representing standards in the particular field of tourism.