

**Application for Normal Directional Signing**

Please complete and submit this form to enable Suffolk Highways to consider an application for white on green or black on white signs (normal directional signs) where a destination does not meet the requirements for tourist directional signing. Before completing this form, please read the notes at the end of this application form.

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| 1. | Destination | Name: |
| Address: |
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|  |
|  |
| Post Code: |
| Website Address: |
| Telephone No (for public enquiries): |
| 2. | Type of destination:(See Note 1) |
| 3. | Visitor numbers per year (please confirm data source):(See Note 2) |
| 4. | Does the destination have adequate parking on site or close by?(See Note 3)*If yes, please complete 4a* | YES / NO |
| 4a. | Please provide details of parking facilities on site or close by (within 250m)(See Note 4) | No of spaces for | On Site | Within 250m |
| Cars |  |  |
| Coaches |  |  |
| Disabled |  |  |
| Cycles |  |  |
| 5. | Does the destination have good publicity material to enable visitors to find the destination?(See Note 5) | YES / NO |
| 6. | What are the reasons for the proposed signing?(See Note 6) |
| 7. | Please provide contact details of applicant / agent of applicant\*:\**delete as appropriate* | Name:Company:Address:Telephone no:E-mail:Signature: |

**Supporting Information** (See Note 7)

Please provide:

1. Plans showing the location of the destination and details of existing and proposed signing.
* Key Plan (e.g. 1:5000 scale)
* Location plans (e.g. 1:1250 scale)
1. Photographs of existing signing at the locations requested for new signs
2. On a separate sheet of paper, please provide any other relevant information, which may support your application for directional signage. Please also provide examples of publicity material.

Please send the completed form, supporting information and a cheque for **£180** made payable to Suffolk County Council to:

Safety and Speed Management Team

Suffolk Highways

First Floor

Phoenix House

3 Goddard Road

Ipswich

Suffolk IP1 5NP

**Please note that the assessment fee is not refundable**

**NOTES**

**NOTE 1**

A general description of the type of facility or attraction is required. Where a facility or attraction has a multi-purpose function the main purpose should be given. This information will be used to identify a generic term for the site to be included on any potential directional signing.

**NOTE 2**

Although there are no visitor number criteria (other than on trunk roads), traffic volumes generated or likely to be generated will highlight the likely impact on the highway network close to the destination. The visitor numbers provided should include a data source or a link to the data source from which the data was obtained.

**NOTE 3**

Question 4 asks you to confirm that you consider the parking facilities are adequate to accommodate anticipated visitor numbers.

**NOTE 4**

Directional signing for vehicular traffic will only be considered to destinations that have adequate parking for the traffic it generates. Where parking is provided on site then directional signing to that site will be considered. Where parking is at an alternative off road site such as a car park, then directional signing to the alternative site will be considered and where necessary, pedestrian signing from that location to the destination may also be considered. Written approval from the owner of the alternative site will be required.

**NOTE 5**

The purpose of directional signing is to provide directional information for a visitor during the later stages of a journey. Visitors will be expected to follow normal signing until that point. It will be expected that the applicant will be able to show that basic directional information (by either maps or written description) is provided to visitors within publicity material.

**NOTE 6**

It is expected that a visitor to a destination will plan a journey using the information provided through advertising material and normal directional signing. Specific directional signing to the destination will only be agreed locally to ensure that visitors travel along the most appropriate routes. The applicant will need to explain why additional specific directional signing needs to be provided over the existing directional signing.

**NOTE 7**

Any additional information such as a map showing the location of the destination or details of the locations of any existing signing to the destination will be helpful when processing your application. Suffolk County Council is the highway authority responsible for the county-maintained roads in Suffolk. For the trunk roads the highway authority is Highways England (in Suffolk these are A11, A12 (Ipswich to Colchester), A47 North of the Bascule Bridge in Lowestoft and the A14). Suffolk County Council will liaise on your behalf with neighbouring highway authorities on cross boundary issues.