

Our ref: 22631958

Paula Lopez
town.clerk@abingdon.gov.uk

Duncan Smith
Executive Director
of Operations
The Cube
199 Wharfside Street
Birmingham
B1 1RN

www.nationalhighways.co.uk

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Dear Paula Lopez

Tourist Signage for Abingdon

Thank you for your email dated 11 April 2023 to Nick Harris, concerning your request for brown tourist information signs on the A34 to highlight the historic town of Abingdon. I am replying to you as this issue falls within my area of responsibility and I apologise for the delay in my reply.

We welcome suggestions from local communities and I recognise that the Local Authority and residents would wish to promote the historic connections that Abingdon has to offer.

There is a large amount of signing on the Strategic Road Network (SRN). As such, we have developed guidance and criteria with regards to signs to ensure that the SRN does not become cluttered, and drivers overwhelmed with information. Requests for tourist information signs on our network need to comply with this guidance, certain standards and criteria.

Details can be found on the government website, [‘how to apply for brown tourist signs’](#). Further clarification can be gained from the [Design Manual for Roads and Bridges](#) and the [Traffic Signs Regulations and General Directions 2016](#).

Tourist signs are intended to guide drivers during the latter stages of their journey to a pre-planned destination, where following existing destination signing does not lead to the tourist attraction or show the most appropriate route.

When a destination meets the necessary criteria, the next step is to complete a [Tourist Sign Application Form](#) marked for the attention of Greg Stone, our Route Manager for the A34. The application will be considered in the context of maintaining the clarity of signage for road users.

It should be noted that installation of this type of tourist signing, if agreed, is generally facilitated by us but funded by the requesting body. Applications would need to include supporting documents, for instance size, number of signs, locations and content etc.

If you would like any further information, please contact Greg who will be pleased to respond. Greg can be contacted by email at greg.stone@nationalhighways.co.uk or by telephone on 07540 101047. Our Customer Contact Centre can be contacted by email at info@nationalhighways.co.uk or by telephone on 0300 123 5000.

Yours sincerely



Duncan Smith
Executive Director of Operations
duncan.smith2@nationalhighways.co.uk