

**CABINET MEMBER FOR ECONOMIC DEVELOPMENT, PLANNING & HOUSING -  
MR J BRADY**

**DEPARTMENT OF NEIGHBOURHOOD AND PLANNING**

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**REFERENCE:** EDPH-001-10

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**BROWN AND WHITE TOURISM SIGNING POLICY**

**Purpose of Report**

1. To inform Members of the proposal to adopt a new policy for Brown and White Tourism Signing in Wiltshire.

**Background**

2. Wiltshire Council is responsible for determining its own policy in respect of the eligibility and processing of applications for Brown and White Tourism Signs on non truck roads within Wiltshire. This policy sets out the criteria on which applications will be judged and provides information and advice as to the processes and costs relating to requests for these signs.

**Main Considerations for the Council**

3. Brown and White Tourism Signs are not for advertising, but are erected to help visitors from outside the area find facilities easily and safely. These signs should supplement rather than duplicate information on existing directional signs.

**Environmental Impact of the Proposal**

4. Too many signs spoil the look of an area. The environmental impact of requests for new, additional or replacement signage is one of the key considerations when considering applications. The proliferation of signs can destroy part of Wiltshire's intrinsic appeal. This policy enables the Council to retain the right to refuse even eligible applications for the wider benefit of local residents, visitors and the environment.

**Equalities Impact of the Proposal**

5. None.

**Risk Assessment**

6. Signs can only be erected by, or through, Wiltshire Council who have risk assessments in place for work taking place on the highways.

**Financial Implications**

7. None – all costs are covered by the applicant.

### **Legal Implications**

8. Wiltshire Council has the responsibility for approving applications for Brown and White Tourism Signs on non trunk roads in the county. This policy sets out the criteria against which all applications will be considered.

### **Options Considered**

9. This new policy has been developed by reference to those used by other local authorities.

### **Reason for Proposal**

10. Brown and White Tourism on non trunk roads is the responsibility of the local authority – in this case Wiltshire Council.

### **Proposal**

11. That the new policy for Brown and White Tourism Signing in Wiltshire be adopted.

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**The following unpublished documents have been relied on in the preparation of this Report:**

None