

# Application for Information and Direction Signs

This form must be signed and should be returned with the **non-refundable** assessment fee of **£150.00**. In addition, the cost of the design, supply and erection of any new sign must be paid by the applicant.

## **Any person completing this application form should be aware of the following conditions:**

1. Eligibility under the criteria does not imply entitlement to signing. There is no right of appeal against the decision of the Highway Authority.
2. An application should normally be approved in principle or refused within six weeks.
3. A non-returnable application fee of £150 will be charged for assessing each request. Only one attraction, business or facility per application.
4. If an attraction or facility that has existing signs requests additional signage another application must be made and submitted with the application fee.
5. Upon receipt of an application a site visit will be undertaken and signing requirements analysed. This is covered in the application fee. The implementation and design of signs will be governed by the Department for Transport regulations and guidelines. That includes due consideration of the reduction in existing and potential sign clutter as well as environmental sensitivity.
6. If the application is successful, the route will take drivers to the most appropriate car parking area and not necessarily the establishment itself.
7. Signing to premises is not funded by Wolverhampton City Council. All costs must be recovered from the business/organisation applying. Costs will include design fees, construction and installation. In addition, a maintenance fee of 100% will be applied to cover ongoing general maintenance of the new sign and any future removal costs. In all respects other than the initial provision and erection the signs will remain in the ownership of the Local Authority who will reserve the right to remove or re-site the sign in future.
8. Applicants should sign an agreement with the Authority and payment should be made in advance.

Completed form to be returned to:

Traffic and Road Safety, 2<sup>nd</sup> Floor Civic Centre, St Peter's Square, Wolverhampton, WV1 1RP

(Tel: 01902 555723)

E-mail: [R&T.RoadSafety@wolverhampton.gov.uk](mailto:R&T.RoadSafety@wolverhampton.gov.uk)

**Please ensure you have read all the  
guidelines for application before  
completing this form**

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### Applicant's Details:

Applicant's Name <i>(Including title)</i> :	
Position:	
Address:	
Post Code:	
Telephone Number:	
E-mail address:	

### Destination to be Signed:

Name of Destination:			
Address of Destination: <i>(If different from applicant's address above)</i>			
Post Code:			
What is the core activity of your establishment?			
Business:			
Attraction: <i>(e.g. Historic house/building, Museum, Place of Worship)</i>			
Tourist Facility:	Accommodation: <input type="checkbox"/>	Public House: <input type="checkbox"/>	Restaurant: <input type="checkbox"/>
	Cinema: <input type="checkbox"/>	Retail: <input type="checkbox"/>	
Dates Open:			
Days Open:			
Times of Opening:			
Pre-booking required?	<b>YES / NO</b>		
Current Visitor Numbers per Annum: <i>(Attractions Only)</i>			
Number of bedrooms <i>(accommodation only)</i> :			
Has the attraction received full planning approval?	<b>YES / NO</b>	If YES please provide details.	

### Parking:

Does the Destination have Parking:	<b>YES / NO</b>		
If YES, is it:	On Site: <input type="checkbox"/>	Off Site: <input type="checkbox"/>	Capacity: Cars: <input type="text"/> Coaches: <input type="text"/>
	Are there specified disabled parking spaces?	<b>YES / NO</b>	How many? <input type="text"/>
If Off Site, is the parking owned by you?	<b>YES / NO</b>	If NO is it: Private: <input type="checkbox"/> Public: <input type="checkbox"/>	
If the off-site parking is not owned by you does the operator have any objection to your visitors being signed to their car park?			<b>YES / NO</b>
Approximately how far is the off-site car parking from your property?			

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### Signing Details:

Please specify the location/s at which you wish your property to be signed: <i>(Please attach a plan of the location/s with your application)</i>	
What wording would you wish to have on the sign/s:	

### Promotion and Marketing:

How do you promote your establishment? <i>(Please tick box as appropriate)</i>	Local tourist guides <input type="checkbox"/>	Local newspapers <input type="checkbox"/>	National newspapers <input type="checkbox"/>
	National journals <input type="checkbox"/>	Local TV/Radio <input type="checkbox"/>	Tourist Information leaflets <input type="checkbox"/>
Is literature available through tourist information centres?	<b>YES / NO</b>	<b>Please provide examples with your application.</b>	
Are you a member of a tourist association or other professional or regulatory body?	<b>YES / NO</b>	If YES please specify:	
Do you have a website detailing the location of your establishment and directions for drivers?	<b>YES / NO</b>	If YES please give the website address:	

### Serviced Accommodation and Restaurant / Catering Establishments:

Do you have an inspection certificate from ETC, AA, RAC or similar?	<b>YES / NO</b>
If YES please state grading awarded:	
Do you make available accommodation for non pre-booked customers?	<b>YES / NO</b>
Number of Bedrooms:	
Do you have tables for non pre-booked customers?	<b>YES / NO</b>
Do you cater for children?	<b>YES / NO</b>
Do you cater for coach parties?	<b>YES / NO</b>

### Private Premises:

Do you provide a specific or unique service or product?	<b>YES / NO</b>
If 'YES', then please describe.	
Please describe the precise reason for direction signing (not "to direct people to our premises")	

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**Declaration:**

I wish to apply for tourist information signing and confirm that the information provided on this application is correct to the best of my knowledge. I enclose a cheque for £150 made payable to Wolverhampton City Council as a non-refundable charge to cover the costs of the initial assessment of this application. I understand that qualification for signing does not create an entitlement for them to be provided. Signing may be declined on a number of grounds, as described in the notes attached.

Name:

Signature:

Date:

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