

Brown & White Signs – Criteria and cost indicators

Date: 09-2019

Road Type	Minimum visitor numbers for attractions	Minimum visitor numbers for attractions on Seasonal Tourist Routes	Distance of destination from motorway or trunk road (miles)	Indicative cost of signing to the destination when accessed directly from the trunk road.
Motorway	90,000	n/a	10	£25,000 to £120,000+
Grade Separated Dual Carriageways with speed limit more than 50mph	60,000	45,000	10	£8,000 to £30,000
Other Dual Carriageways	50,000	38,000	6	£8,000 to £30,000
Single Carriageways	20,000	15,000	6	£6,000 to £18,000