

REPORT NO 1226/97

**ANGUS COUNCIL****ROADS COMMITTEE****27 NOVEMBER 1997****PLANNING & TRANSPORT POLICY COMMITTEE****27 NOVEMBER 1997****A92 NATIONAL TOURIST ROUTE**  
**DESIGNATION AND SIGNPOSTING****REPORT BY THE DIRECTOR OF ROADS AND**  
**DIRECTOR OF PLANNING, TRANSPORT & ECONOMIC DEVELOPMENT****ABSTRACT**

This Report updates Committee on the decision recently made by the Scottish Tourist Board to market the A92 National Tourist Route as the 'Angus Coastal Route'. Details of signing of the route are also given.

**1 RECOMMENDATIONS**

It is recommended that the Committee agree to note:

- (i) the decision of the Scottish Tourist Board to promote the A92 coastal route between Dundee and Aberdeen as 'the Angus Coastal Route'
- (ii) provision of £15K has been made within the Planning, Transport & Economic Development Department's Capital Programme for tourist signage in the current financial year 1997/98

- (iii) that the signage within Angus will refer to 'Angus Coastal Tourist Route' whereas in Dundee and Aberdeenshire the signage will refer to 'Coastal Route to Aberdeen/Dundee'
- (iv) the extensive efforts made by the Chief Executive and the Director of Roads in progressing this issue to a satisfactory conclusion for Angus
- (v) that the Chief Executive and Director of Roads have met with the Scottish Office on the issue of tourist signposting on the A90 and await a detailed response from them
- (iv) that additional work will be required to ascertain what other improvements to the signing are necessary to maximise the benefit of the National Tourist Route

## 2 INTRODUCTION

Report No. 106/97 detailed ongoing discussions and deliberations over the naming of the A92 National Tourist Route and the signing arrangements associated with same. This Report updates the Committee on the current position.

## 3 DETAILS

- (i) No overall consensus was reached between Aberdeenshire, Dundee City and Angus Councils for the name of the new national tourist route on the A92.

The Scottish Tourist Board in a letter dated 10 November 1997 (see Appendix 1) has confirmed that:

'in the absence of any overall consensus from the partnership organisations; it has been decided to promote the route as the 'Angus Coastal Route'.

- (ii) Details of locations for signage on the tourist route are shown in Appendix 2 and details of typical signs are depicted in Appendix 3.
- (iii) The Chief Executive and the Director of Roads have met with senior representatives of the Scottish Office Roads Directorate with regard to tourist signing and the A90, particularly in the environs of Friarton Bridge. A favourable meeting was had and it is expected there will be improved direction signing for 'Dundee' which will therefore assist Angus at this and other locations. It is also expected that alterations to existing tourist signposting at Friarton Bridge might be made.
- (iv) The estimate to provide signage of the tourist route within Angus is some £15K. This has been provided for in the 1997/98 capital allocation for tourist signposting (£15K) contained within the capital estimate programme for the Planning, Transport & Economic Development Department. Scottish Enterprise Tayside have also set aside £10K to assist with the signing in Dundee and Angus.
- (v) In addition discussions are ongoing with the Angus and Dundee Tourist Board with a view to ensuring that the full range of visitor attractions, accommodation and services, including tourist information, are properly signed to ensure that the maximum economic and tourism benefit is gained from the route. There will therefore be a need for additional arising costs at the start of the next financial year.

#### 4 CONSULTATION

The Chief Executive, the Director of Law and Administration and the Director of Finance have been consulted in the preparation of this Report.

Dr Bob McLellan  
DIRECTOR OF ROADS

A Anderson  
DIRECTOR OF PLANNING, TRANSPORT & ECONOMIC DEVELOPMENT

NOTE

The following background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (and not containing confidential or exempt information) were relied on to a material extent in preparing the above Report:-

Report No. 106/97 - Angus Council Roads Committee and Planning, Transport & Economic Development Committee - 23 January 1997.

BMCL/JSG  
20 November 1997  
REPORTS/tourist.signs



Scottish  
TOURIST BOARD

Mr Sandy Watson  
Chief Executive  
Angus Council  
5-7 The Cross  
Forfar  
DD8 1BX

10 November 1997

Dear Sandy

**NATIONAL TOURIST ROUTE - A92 COASTAL BETWEEN DUNDEE AND  
ABERDEEN**

Further to discussions and correspondence on the name of the new national tourist route; and in the absence of any overall consensus from the partnership organisations; it has been decided to promote the route as the "Angus Coastal Route".

The signposting legend for the route, particularly in the Aberdeenshire and Dundee areas, can be amended to address local sensitivities by using the simple legend "Coastal Route to Aberdeen/Dundee\*" (whichever is appropriate).

I trust this provides a suitable compromise for the route hardware to be planned and installed by April 1998; and to allow for effective promotion of the route by STB and the Area Tourist Boards.

Yours sincerely

IAN H DUNLOP  
Deputy Director  
Visitor Services  
e-mail: [ian.dunlop@stb.gov.uk](mailto:ian.dunlop@stb.gov.uk)

IHD/kmr

c.c. Tim Oliphant

**LOCATIONS FOR SIGNAGE ON NATIONAL TOURIST ROUTES**

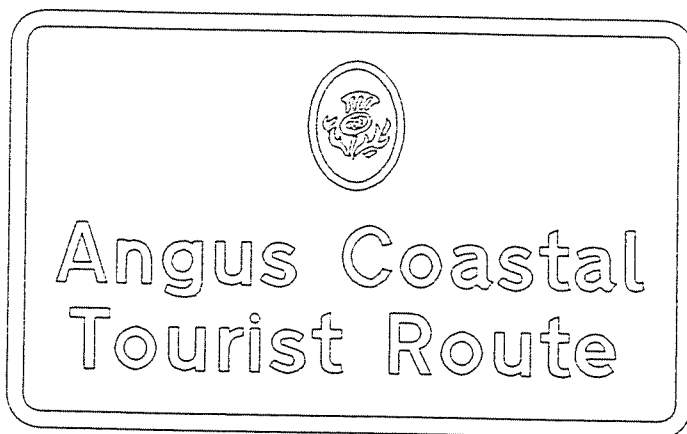
- 1 A85 Riverside Avenue, between Swallow Roundabout and Riverside Drive, Dundee (Eastbound)
- 2 A85 Riverside Drive, adjacent to Railway Station, Dundee (Eastbound)
- 3 A92 on Tay Road Bridge, Dundee (Northbound)
- 4 A92 Broughty Ferry Road, Dundee (Eastbound)
- 5 A92 Greendykes Road, Dundee (North/Southbound)
- 6 Kingsway East, Dundee (South/Eastbound)
- 7 A90 Forfar Road, Dundee (Southbound)
- 8 A92 Arbroath Road, Dundee (East/Westbound)
- 9 A92 between Claypotts and Balgillo Road (Westbound)
- 10 A92 between Balgillo Road and Grange Road (East/Westbound)
- 11 A92 between Grange Road and Muirdrum (North/Southbound)
- 12 A92 between Muirdrum and Arbroath (North/Southbound)
- 13 A92 on Burnside Drive, Arbroath (North/Southbound)
- 14 A92 between Arbroath and Inverkeilor (North/Southbound)
- 15 A92 between Inverkeilor and Montrose (North/Southbound)
- 16 A92 on Montrose Inner Relief Road, Montrose (North/Southbound)
- 17 A92 between Montrose and Inverbervie (North/Southbound)
- 18 A92 between Inverbervie and Stonehaven (North/Southbound)
- 19 A90 North and South of Stonehaven (North/Southbound)

Plus fingerposts at junctions.



# Angus Council Roads Department


Director – R.McLellan, BSc., PhD., C.Eng., M.I.C.E., M.A.P.M.,  
M.I.A.T., M.I.H.T., A.C.I.Arb



Sign Reference	A92NTR	Width	1600mm
'x'—height	100.0mm	Height	975mm
Letter colour	WHITE	Area	1.56sq.m
Background	BROWN		
Border	WHITE		
Material	SEG		

Contact B. Cargill 1 week prior to work commencing.

Sign must comply with Chapter 13 of the Traffic Signs Manual.

Drawn by : 

Date : 18/11/97

Approved by : 

Sign Ref. : A92NTR

