

## **POLICY STATEMENT AND REGULATIONS**

Policy Number 300.7

### **BOTTLENECK DRIVE SIGNAGE**

#### **POLICY OBJECTIVE**

To allow tourism initiatives that promote the agriculture and wine industry in Summerland as part of a coordinated association.

#### **POLICY**

This policy confirms Council's intention that Summerland Sign Bylaw not be applicable to the Bottleneck Drive Signage Program in consideration of the signs being "authorized by the District for the control of traffic".

Further, for certainty, Bottleneck Drive signage is exempt from the prohibition on 3<sup>rd</sup> party signage in the Summerland Sign Bylaw, as amended from time to time, provided that:

- a) Signage is in accordance with the Bottleneck Drive Association sign policy attached as Schedule A to this policy.
- b) All Summerland alcohol producers are permitted to join the Bottleneck Drive Association with the same requirements. There are no discriminatory practices.
- c) Bottleneck Drive must maintain a majority of membership for all eligible alcohol producers located in Summerland.
- d) The Bottleneck Drive Association is responsible for providing the approved signage to the District.
- e) Any signage that is not part of the Bottleneck Drive Association approved signage program will be subject to the 3<sup>rd</sup> party signage prohibition in Sign Bylaw 2013-026 and will be subject to Council's Bylaw Enforcement Policy, as amended from time to time.
- f) The Bottleneck Drive Association will advise its members of this sign policy and will undertake to control any 3<sup>rd</sup> party signage that may be erected by its members.

ADOPTED: November 12, 2025

## Schedule A – Bottleneck Drive Association Signage Policy

### **Bottleneck Drive Sign Policy**

#### **Rationale:**

The alcohol producers of Bottleneck Drive require directional signs for their customers to find the various establishments. Working as a cohesive group, the Bottleneck Drive alcohol producers direct visitors to their alcohol producers on to the other alcohol producers within the group. Since the alcohol producers of Bottleneck Drive are located in separate parts of the municipality wayfinding signs are a necessity for visitors to find the various establishments.

#### **Bottleneck Drive:**

The main route for connecting the alcohol Producers is named Bottleneck Drive. The route does not pass directly by each alcohol producers but acts as the core for travelling between the alcohol producers. From this core route directional signs are required to direct alcohol producers traffic onto the side roads that lead to the individual alcohol producers.

#### **Policy:**

1. At the start of the route (i.e. Arkell and Gartrell) all alcohol producers will be listed with the appropriate directional signs. The route may also be signed for travel from the North and the West.
2. Up to four (4) directional signs are permitted at a single intersection (See Schedule A). Up to two (2) panel signs are permitted at a single intersection (See Schedule B); for up to a total of four (4) signs per intersection.
3. Signs are to be a standardized size.
4. Notwithstanding policy 3, signs intended for vehicular direction (ie arrows) to alcohol producers are to be designed and sized as per Schedule A. These sign types can be used in greater numbers to ensure directional wayfinding
5. Signs are to be placed on posts where the mentioned winery is the next winery, the second winery or third winery in line to be visited.
6. Notwithstanding policy 5, signage Panels for listing the names of specific alcohol producer along the route are permitted to provide larger sign space and designed and sized as per Schedule B.
7. Large sign panels for listing the names of specific alcohol producers along the route are permitted to provide larger sign space and designed and sized as per Schedule B.
8. Large sign panels are to be limited in number, fewer than those of directional signage.
9. The installation new signage (Approved by Council) will be the responsibility of the 'Association.'
10. Signs that have not been previously approved by Council through a formal request are subject to removal by the municipality.

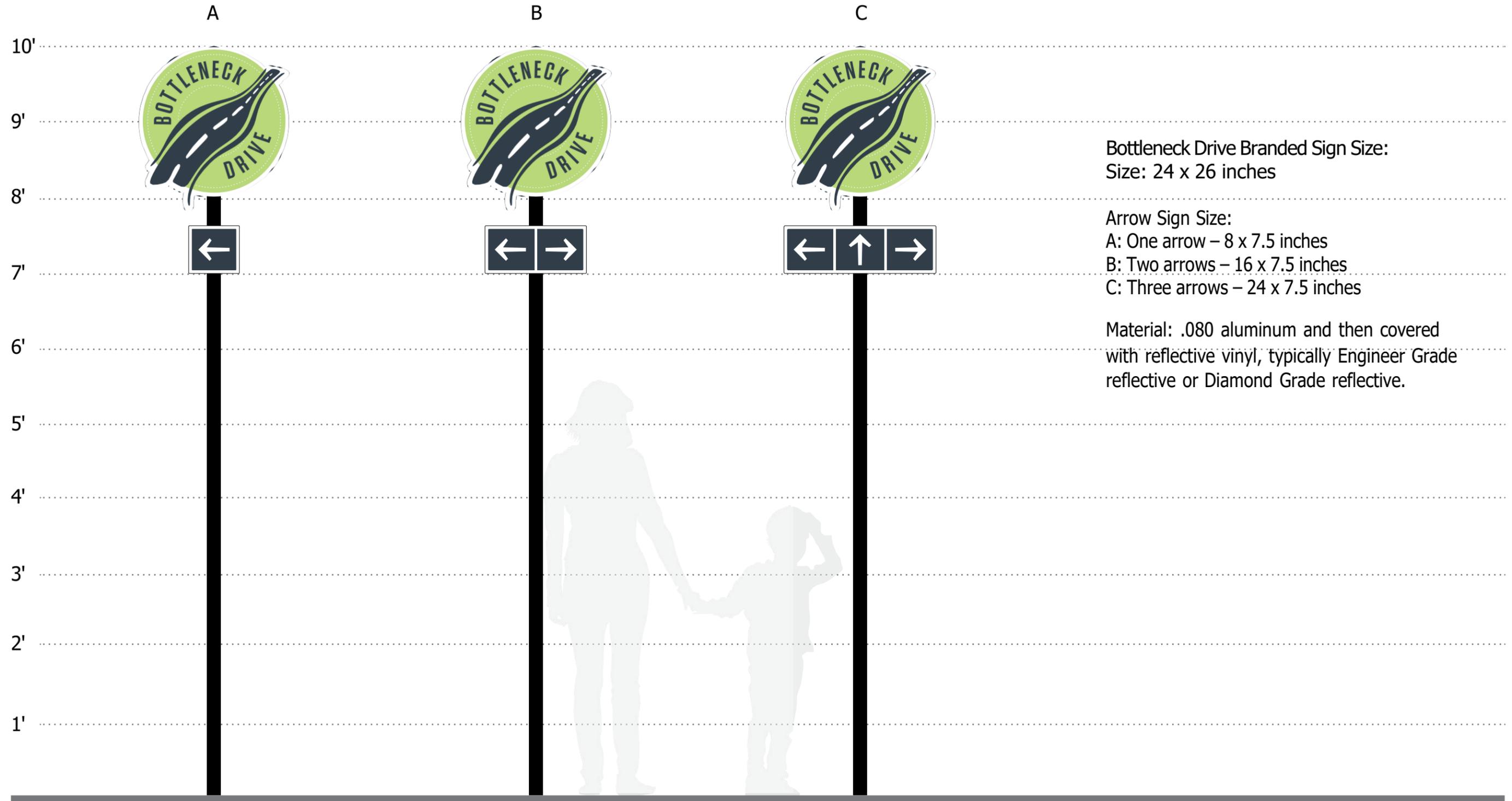
11. Any changes to the design and or size of signs, the addition of new signs, and or the change in location of any new or current signs are not to take place unless a request to Council has been put forward and been approved.

Policy 300.7-Schedule A

STREET  
SIGN  
DESIGN  
CONCEPT



# DIRECTIONAL SIGNAGE

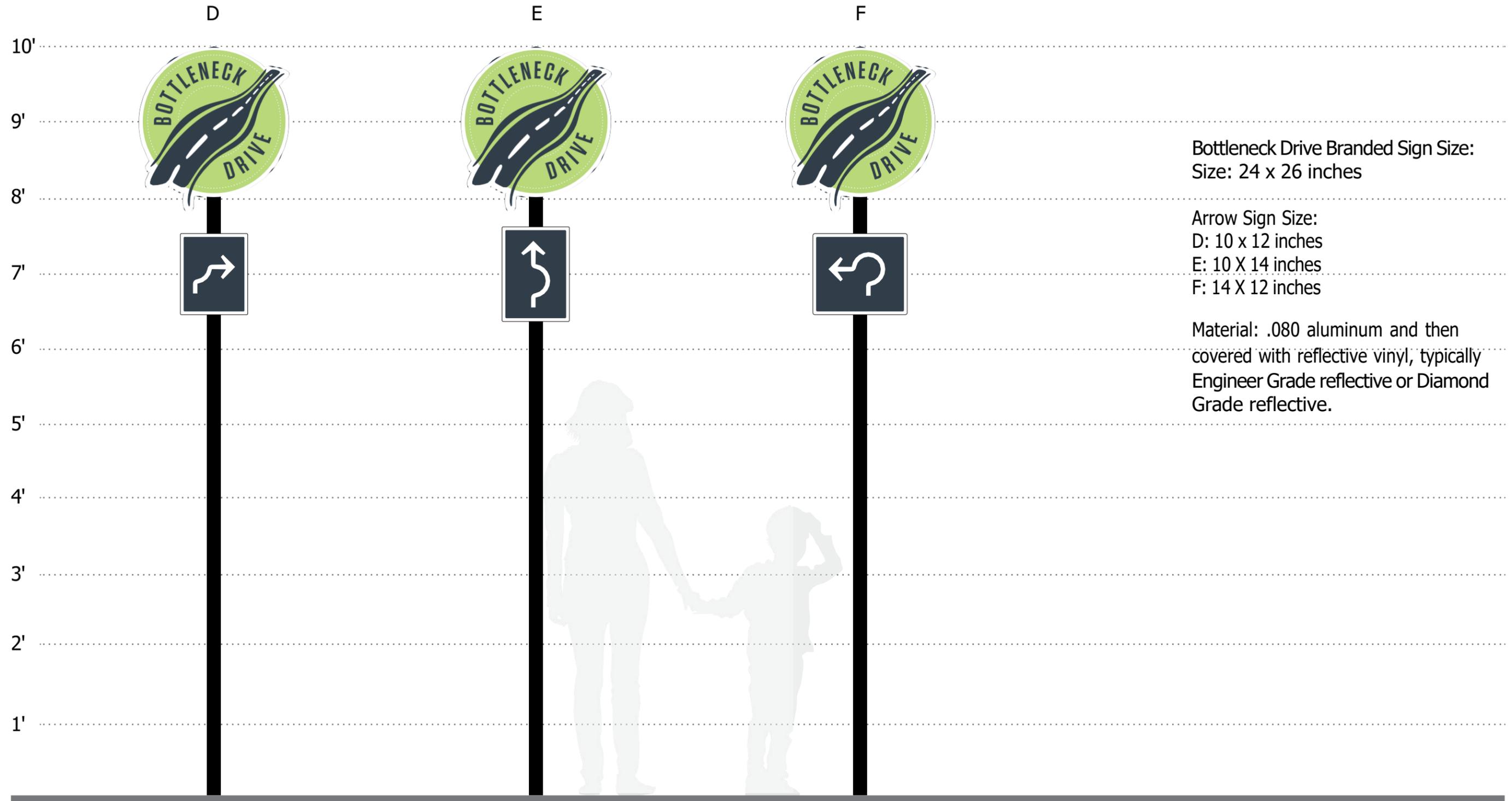


Bottleneck Drive Branded Sign Size:  
Size: 24 x 26 inches

Arrow Sign Size:  
A: One arrow – 8 x 7.5 inches  
B: Two arrows – 16 x 7.5 inches  
C: Three arrows – 24 x 7.5 inches

Material: .080 aluminum and then covered with reflective vinyl, typically Engineer Grade reflective or Diamond Grade reflective.

# DIRECTIONAL SIGNAGE



# DIRECTIONAL SIGNAGE



Policy 300.7-Schedule B

# DIRECTIONAL SIGNAGE PANELS



Bottleneck Drive Branded Sign Size:  
Size: 30 x 33 inches

Wayfinding Sign Size: 48 x 96 inches

Material: .080 aluminum and then covered with reflective vinyl, typically Engineer Grade reflective or Diamond Grade reflective.