

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 3rd party signage in the Summerland Sign Bylaw, as amended from time to time, provided that:

- Signage is in accordance with the Bottleneck Drive Association sign policy attached as Schedule A to this policy.
- All Summerland wineries, cideries, distilleries and vinegar works are permitted to join the Bottleneck Drive Association with the same requirements. There are no discriminatory practices.
- Bottleneck Drive must maintain at least 75% membership of all eligible wineries, cideries, distilleries and vinegar works located in Summerland.
- The Bottleneck Drive Association is responsible for providing the approved signage to the District.
- The District is responsible to install the approved signage.
- Any signage that is not part of the Bottleneck Drive Association approved signage program will be subject to the 3rd party signage prohibition in Sign Bylaw 2013-026 and will be subject to Council's Bylaw Enforcement Policy, as amended from time to time.
- The Bottleneck Drive Association will advise its members of this sign policy and will undertake to control any 3rd party signage that may be erected by its members.

ADOPTED: May 25, 2020

Schedule A – Bottleneck Drive Association Signage Policy

Bottleneck Drive Sign Policy

Rationale:

The wineries of Bottleneck Drive require directional signs for their customers to find the various establishments. Working as a cohesive group, the Bottleneck Drive wineries direct visitors to their wineries on to the other wineries within the group. Since the wineries 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 wineries is named Bottleneck Drive. The route does not pass directly by each winery but acts as the core for travelling between the wineries. From this core route directional signs are required to direct winery traffic onto the side roads that lead to the individual wineries.

Policy:

1. At the start of the route (i.e. Arkell and Gartrell) all wineries will be listed with the appropriate directional signs. The route will may also be signed for travel from the North and the West.
2. Each winery will be permitted 4 signs on average. Some wineries may be required to have more because of the complexity of their location relative to Bottleneck Drive.
3. Signs are to be a standardized size.
4. 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.
5. Names are to be winery specific and fit on the standardized sign size. In some cases, they may have to be abbreviated.
6. Requests for new signs to be installed will be made by March of each year.
7. New signs delivered to the municipality by April 30th each year will be installed by the municipality by the May long weekend.
8. Existing posts and directional arrows are to be utilized as best as possible.
9. Non standardized signs are subject to removal by the municipality.
10. Standardized directional signs that are currently in place as of this date will not be changed unless a request is put forward.