

### Date

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The following was adopted as Policy by **Resolution No. 10.01.009** at the **Regular Council Meeting** held on **January 12, 2010**.

### Preamble

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The “Tourism Road Sign Policy” involves the placement of uniform signs within the District road right-of-way to direct the travelling public to tourism businesses. The objective of this program is to promote local tourism in the District and assist tourists to find their way to businesses located in rural areas.

### Definitions

**Business name panel:** The space or tab on a directional sign where the logo or name of a business is displayed. The business name panel has a white reflectorized background and blue reflectorized lettering in the Ministry of Transportation standard helvetica font. Within each panel, business names may be displayed in a maximum of two lines with normally up to 12 characters/spaces per line.

If business logos or business names in different colours and/or letter styles are desired, the prefinished business name panels must be of the correct size on 1.6 mm thick vinyl backed sign grade aluminum sheeting. Business name panels must be reflectorized to show the same colours by night as by day. With respect to legibility, understandability and appropriateness of message, the District reserves the right to approve or reject the design of business name panels supplied by a business operator.

**“Closed” Overlays for Seasonal Operations:** For seasonal operations, the business name panel may be partially covered by temporary diagonal overlays that read “CLOSED” for the closed period.

**Directional sign:** Sign compilation with a 60 x 60 cm sign with a symbol for attraction, a 60 x 45 cm tab with name of business (which may include business logo or font) and directional arrow tab, including, if requested, an indication of the approximate distance if beyond one kilometre.

**Directional arrow tab:** A 60 x 30 cm sign, mounted below a symbol and/or a business name panel, showing a directional arrow, appropriately oriented, and, if requested by the business owner, an approximate distance to the business.

**Major intersection sign:** Sign at mid and high-level traffic intersections to direct tourists to three or more businesses. This sign includes a Lake Country tourism header, symbols for attractions and directional arrows. Estimated kilometres to a destination will only be given if there is only one of that type of attraction in a given direction.

**Sign hardware:** Vertical metal pipe, horizontal arm, hangers and accessories, which the directional signs are mounted on.

**Tourism business:** A business established for the primary purpose of satisfying the needs of visitors from outside the immediate area, for recreational, educational, cultural, heritage, historical, scientific, environmental, natural, or entertainment related activities. These businesses include farms and agri-tourism, artisans, wineries, museums, hotels, bed and breakfasts, and campgrounds.

The Policy establishes and governs the principles

## Policy

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1. Eligibility
  - a. Tourism businesses within the District of Lake Country may apply to participate in the Tourism Road Sign Program.
  - b. All participating businesses must hold a current District of Lake Country Business Licence or Mobile Business Licence.
2. Application process
  - a. Applicants must apply to the Tourism Road Sign Program through the Director of Engineering.
3. Signs
  - a. Signs are standardized to tourism sign designs of the Ministry of Transportation's Service & Attraction Sign Manual.
  - b. Signs include:
    - i. Large standard highway signs, where allowed by Ministry of Transportation,
    - ii. Major intersection signs, where needed, as determined by the Director of Engineering based on number of participating businesses, traffic volume, safety, aesthetics and available funding, and
    - iii. Directional signs for each participating business. The number of signs is determined by the Director of Engineering based on business owner's request, route directions, location of major intersection signs, safety and aesthetics.
  - c. The location of signs will be at the discretion of the Director of Engineering in consultation with the business owner. The Director of Engineering, in locating the signs, will have regard to routing, road conditions and other engineering considerations.
  - d. Business owners may share sign posts and 'symbol for attraction' logos with other businesses.
  - e. Seasonal businesses that are closed for a minimum of six months of the year may request a tab that outlines the months the business is open, or a 'Closed' overlay.
  - f. The Engineering Department will coordinate the fabrication and installation of the directional signs and major intersection signs.
  - g. All directional signs remain the property of the businesses owners. All major intersection signs and sign hardware remains property of the District of Lake Country.
  - h. Signs owned or leased by the municipality for its own purposes are exempt from this policy.
4. Cost
  - a. Business owners will be responsible for the actual cost of the fabrication and installation of directional signs. A fee will be charged for the fabrication and installation of sign hardware.

- b. Business owners are responsible for the cost of repair or replacement of directional signs that are damaged or destroyed. The District will make a reasonable effort to ensure the installation of the replacement sign within 5 business days of being informed of the need for replacement.
5. Existing signs
- a. Directional signs that businesses have obtained through Ministry of Transportation, British Columbia Agri-tourism Association or Tourism wine signage program will be considered compliant with the Tourism Road Sign Program and will be integrated into the program.
  - b. Existing non-conforming signs in the road right-of-way of participating tourism businesses will be removed and replaced by signs from the Tourism Road Sign Program as new signs are installed.

original signed by James Baker

**Mayor**

original signed by Hazel Christy

**Clerk**