



City of Kelowna
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Council Policy

Tourist Oriented Destination Signs

Contact Department: Public Works

Guiding Principle

To foster tourism within the community while ensuring the safety of the travelling public.

Purpose

To minimize sign proliferation on City roadways and avoid driver confusion by:

- Providing clear and consistent Tourist Oriented Destination Signs (TODS) to assist visitors and residents with getting to major attractions within the city.
- Ensuring clear way-finding for tourists in order to optimize business success and to present tourists with clear and consistent directional signage;
- Setting eligibility criteria for tourist attraction operators;
- Formalizing the application process;
- Recovering sign manufacturing, installation, maintenance and administration costs; and
- Integrating with the current provincial signage program

This policy is intended to be consistent with the British Columbia Ministry of Transportation and Infrastructure's Service and Attraction Sign Manual and the Transportation Association of Canada's Manual of Uniform Traffic Control Devices. The current volume of signs at some locations is too high to be effective. The intent is to modify these installations for clarity and consistency with best practices.

Application

For an operation to be eligible for a Tourist Oriented Destination sign, it must meet the following basic criteria:

- Comply with all Federal, Provincial and Municipal regulations.
- Maintain a valid Business License.
- If the attraction is located just outside the Kelowna city limits, but primary access is through Kelowna, consideration may be given to signs within Kelowna city limits.
- Be open to the general public and serve tourists.
- Be accessible by public roads.
- Be a registered stakeholder with Tourism Kelowna and advertise its location, season, hours of operation and contact information in tourism publications.
- Be open at least five days per week for a minimum of 12 consecutive weeks per year. Shorter term openings will only be considered if the attraction is a significant traffic generator and at the discretion of the program administrator.
- Must have regular stated hours of operation, including months of operation.
- Facilities must have appropriate signage on their own property so that they are easily identifiable from the fronting roadway.
- Any eligible facility can only be classified and signed as a single type of attraction. It is possible that not all eligible facilities will be granted signs.

Tourist Oriented Facilities which are eligible for TODS:

Bed & Breakfast

- Bed & Breakfasts are a type of smaller lodging establishment that are signed using a distinctive symbol and meet the following criteria:
- Provide, at a minimum, 3 units for overnight accommodation
- Lockable door for each unit
- Provide at least one meal for guests, typically breakfast

- Provide at least one dedicated bathroom for guests

Wineries/Breweries/Distilleries

- Registered with BC Wine Institute
- Participant of Kelowna 'Wine Trails' program
- Must produce the product on site
- Must offer tours/tasting on site

Heritage Sites

- Heritage sites include significant heritage sites, typically registered with Heritage BC
- Heritage Site Types:
 - First Nations Heritage Sites
 - Historic/Heritage Villages or Buildings
 - Historic Train Tours
 - Interpretive Centres
 - Museums
 - Provincial Historic Sites

Cultural Attractions

- Cultural Attractions include attractions that express traditions, aesthetics, values and customs passed along from generation to generation
- Cultural Attraction Types:
 - Artisan Demonstration Studio
 - Building of Unusual Construction
 - Live Performing Arts Theatre
 - Outdoor Live Performing Arts Theatre
 - Public Art Gallery

Entertainment Attractions

- Attractions with the main purpose of providing an experience for tourists. These should involve amusement, excitement, fun and/or entertainment. This includes, but is not limited to:
 - Aerial Tramway
 - Casinos
 - Horse Racing
 - Racetracks/Raceways/Speedways
 - Suspension Foot Bridge
 - Theme (Amusement) Park
 - Zip-lining

Natural Attractions

- Natural Attractions are significant geographical, biological, or geological features in the environment, which may include a scenic destination with a combination of natural and man-made features. Destinations must be supported by infrastructure for travelling public (signage, access to public road, adequate parking)
- Natural Attraction Types:
 - Botanical or Display Garden
 - Forest, Wood, or Tree Related
 - Natural Hot or Mineral Spring
 - Significant Public Beach

Educational Attractions

- May be a natural or human-made attraction, whose main purpose is to educate from a social, business/industrial, cultural, scientific, and/or historical perspective, with the intent of providing visitors with the opportunity to acquire knowledge, skills or abilities. Educational attractions must be supported by infrastructure for travelling public (signage, access to road, adequate parking)
- Educational Attraction Types:
 - Fish Hatcheries
 - Hydroelectric Dam Tours

- Industrial Tours
- Mine Tours
- Regional Zoo
- Colleges and Universities

Agri-Business Attractions

- Agri-Business is an enterprise that combines the natural setting and agricultural products with a tourism experience. This includes a wide spectrum of products and services.
- Agri-Business Types:
 - Cidery
 - Dairy Products
 - Plant Tours
 - Equestrian Centre
 - Farm Tours
 - Fish Farm (Commercial) Tours
 - Honey/Mead Producer

Facilities which are not eligible for TODS:

- General commercial enterprises (including malls, plazas and shops)
- Restaurants, pubs, bars and, nightclubs
- Attractions located within urban centres
- Fruit/vegetable stands
- Cemeteries
- Antique Shops
- Cinemas/Theatres
- Bowling Alleys
- Driving Ranges
- Mini Golf Courses
- Souvenir/Gift Shops
- Public or private Primary, Elementary, Middle and High Schools
- Religious Facilities such as churches and mosques
- Essential Services such as gas, food, hotel/motel lodging
- U-pick operations
- Neighbourhood park facilities
- Subdivisions, neighbourhoods and real estate developments
- Facilities whose primary visitors are invited guests
- Locations already covered by existing way-finding sign programs

Policy Statements

- All signs for tourist attractions on City of Kelowna roadways must be installed under the City of Kelowna TODS program.
- The message conveyed on TOD signs should be consistent with national standards so that they are easily recognized and interpreted.
- Should not be so prolific as to detract from other traffic control devices.
- The TODS system is designed to direct road users, destined for tourist facilities, from provincial highways to local businesses.
- The signs are intended for traffic direction and not for advertising.
- Home-made or unapproved signs are not permitted.

Procedure:

An application for Tourism Oriented Destination Signs on City of Kelowna roadways can be made through the City of Kelowna, Traffic Operations department, located at the City Works Yard or on-line at www.kelowna.ca

Sign Types and Design:

- Mainline signs - Signs located along provincial highways advising of the direction of local attractions or services (Ministry of Transportation guidelines).
- Trailblazing signs - Signs located along City of Kelowna roadways, guiding tourists from provincial highways, to the attraction.
- Confirmatory Signs - Signs located either after a turn or mid-block to confirm to drivers that they are on the correct route.
- Personalized Signs – Standard trailblazing sign showing attraction/facility name

All sign graphics will be consistent with service and attraction signs specified by the BC Ministry of Transportation and Infrastructure. Signs will be made of retro-reflective sheeting material, with white legend and symbol on a blue background and will show the same colour and shape by night or day. At minimum, signs will contain a symbol and a directional arrow.

With the exception of wineries and golf courses, symbol signs only will be permitted on arterial and major collector roadways - no specific names of attractions on those roads. A personalized sign may be used where a turn off of the arterial or major collector road is required.



Example: Personalized signs will contain the standard symbols along with the destination name, directional arrow and possibly the distance. Logos will not be permitted. Personalized signs will be kept to a minimum and will only be permitted once the route to a single attraction splits from the main route and/or travel onto a minor road is required.

Sign Size:

- Single signs on arterial and major collector classes of roads will be a maximum size of 30cm high x 120cm wide. Where signs will be grouped with other attraction signs on a single panel, there will be a maximum of four attractions per panel.
- Stand-alone signs, for a single attraction, placed along minor collector or local classed roadways will be a maximum size of 30cm high x 90 cm wide. Signs will be grouped with other attraction signs on a single panel. There will be a maximum of four attractions per panel.

Sign Location:

Where space permits, facilities will be signed along one route, which will lead motoring tourists to their destination in a reasonably direct manner. Signs will be limited to locations where a change in direction to the destination is required. Generally, signs for a single facility will not be permitted on multiple routes. Routes will be determined by the Public Works Manager or their designate, in consultation with the business owner/operator.

Tourism signs must not interfere or detract from other traffic control devices or signs. Priority will always be given to traffic signals, regulatory, warning and other signs used for traffic control by the City.

The number of attraction signs approaching an intersection will be limited to a single panel of up to four attractions. A second panel can be considered if it can be located at least 50m away from the first panel. Signs will be mounted on existing infrastructure, wherever possible.

Multiple similar attractions, where signed along a common route, will utilize a single sign until a change in routing is required. For example, multiple golf courses could be directed down an arterial road, from the highway, until the route splits in order to access the different golf courses.

Any variation will be at the discretion of the Public Works Manager or their designate.

Any existing unauthorized signs will be removed by the City of Kelowna and will not be returned to the owner.

Businesses that meet guidelines and wish to participate in the City of Kelowna's TODS Program, once it is at capacity, will be placed on a waiting list until a space becomes available.

Sign Maintenance:

The City of Kelowna will maintain an inventory of signs. The City of Kelowna does not inspect tourism signs on a regular basis. Missing or damaged signs will need to be identified by the sign beneficiary. The City will replace signs where necessary. Repair/replacement costs will be as per the fee schedule.

Fees:

All Fees are identified in Bylaw No. 8120 – City of Kelowna Traffic Bylaw

Amendments

R835/14/11/10