

## COUNCIL POLICY

<b>SUBJECT:</b> SIGNS - MAJOR TOURIST ATTRACTIONS	<b>DATE:</b> May 23, 1989 <b>Revised:</b> November 20, 1995 <b>REFERENCE:</b> 89/CW
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That the following policy be approved for directional signing in Saanich as recommended by the Administrative Traffic Committee:

1. Confirmatory signs are only to be installed as a supplement to attraction signing provided on a Provincial highway, except in exceptional circumstances.
2. The confirmatory signs should have a "tourist attraction" logo, the name of the attractions, a directional arrow and would be slightly larger than the present fingerboard signs. Size and design would be in keeping with the Ministry's signing standards.
3. The attractions would be within 3 km of a highway, and must be in Saanich.
4. The business in question must be a legitimate major "tourist attraction", not just a typical commercial enterprise.
5. Signing should only take place at a change in streets on route to the attraction.
6. The signs will be at the applicant's expense - initial cost plus annual maintenance.

Posting of confirmatory signs will be strictly controlled per the above policy.