

POLICY STATEMENT AND REGULATIONS

Number 100.12

DIGITAL HIGHWAY DIRECTIONAL SIGNAGE CONTENT

Policy Objective

To guide District staff on appropriate messaging on the District's two digital highway directional signs.

Policy Statement

The primary purpose of the District's highway digital directional signage is to promote the District, increase tourism and direct highway traffic into the commercial areas to increase business.

A secondary purpose is to post municipal information or important notices.

All notices are displayed at the discretion of District staff following the guidelines noted below.

Messaging Guidelines

May Advertise or Acknowledge Significant:

- Community festivals or events.
- Tourism activities.
- Community sporting events.
- National-level awareness campaigns.
- Holidays.
- Health and safety alerts.

May NOT Advertise or Acknowledge:

- ⊗ A private business name or private commercial event or activity.
- ⊗ Local events, such as a church bazaar or bake sale.
- ⊗ Local school events.

Formatting, Timing and Duration

- Significant community events/activities may be advertised up to one month in advance.
- The duration of each message and the number of times a message is shown per day is dependent on the number of messages posted and will be determined by District staff.
- No message may change more than once per minute, as per the Summerland Sign Bylaw.
- Three lines and maximum 13 character spaces work best for viewing.
- Request must be made in writing or emailed to info@summerland.ca including the name of the event, organization, date, time and contact information.

Adopted: November 10, 2014

