

**Technical Circular T-04/15**  
**May 12, 2015**

**To:** All HQ Directors: Operations, Planning and Major Projects  
All Regional Directors  
All Regional Managers, Engineering  
All District Managers, Transportation  
All Regional Traffic Engineers

**Subject: WINE ROUTE SIGNING – DEFINITION UPDATE**

**Purpose:**

The information in this technical circular updates the Wine Route section within the Policy Manual for Supplemental Signs (2001) to include a definition of a wine route.

**Background:**

The Policy Manual for Supplemental Signs defines wine routes as being those designated by the Ministry. To date, two wine routes have been designated:

Highway 3 from Keremeos to Osoyoos

Highway 97 from Osoyoos to the junction of Highway 97/97A north of Vernon

However, no parameters for evaluation of additional potential routes were included.

**Policy:**

The existing designated wine routes on Highway 3 and Highway 97 will remain as designated wine routes. For new routes to be designated as a highway wine route by the Ministry, all of the following criteria must be met:

1. The proposed wine route must fall within a wine region as identified by the BC Wine Institute.
2. A wine route must consist of the following:
  - a. Contain a minimum concentration of at least 5 wineries along the highway.
  - b. The driving distance between one winery and the next winery shall not be greater than 15 kilometers as measured along the highway from the winery's highway access point.
  - c. Minimum length of the wine route, as measured along the highway between winery highway access points, shall be 30 km. (i.e. there must be at least 3 highway access points leading to wineries along the highway route)
3. Wine routes are highway specific and all wineries belonging to a particular wine route must be accessed from the same highway (i.e. cannot sign from one highway to another).
4. Wine routes and wineries shall not be signed on freeways or expressways.

Signing for individual wineries is independent of wine route signing. Wineries that are not part of a wine route may still be eligible for signing under the Service and Attraction Sign Program.

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