

Destination Vehicular Wayfinding Guidelines

ISSUE

This report outlines the Destination Vehicular Wayfinding Guidelines for civic, cultural, visitor, and recreational attractions in the City, purpose of the guidelines, eligibility criteria for tourist destinations, applicable types of signs, and application process.

RECOMMENDATION

That the Standing Policy Committee on Transportation recommend to City Council:
That the Destination Vehicular Wayfinding Guidelines, as provided in this report, be approved in principle.

BACKGROUND

The Administration has received several requests from a variety of tourist destinations for vehicular wayfinding to their location. The City of Saskatoon does not have guidelines for tourist vehicular wayfinding and has previously approved or denied requests on a case-by-case basis. This has resulted in inconsistent sign design, placement, frequency, and condition.

To reduce sign clutter, provide consistent messaging to drivers, align with national guidelines and best practices, and ensure an equitable opportunity to receive wayfinding signage, Destination Vehicular Wayfinding Guidelines (Appendix 1) were created.

DISCUSSION/ANALYSIS

The Destination Vehicular Wayfinding Guidelines provide details on the requirements for the following:

- Eligibility;
- Wayfinding tier and destination qualification;
- Prioritization;
- Sign design; and
- Approved pictograms.

Eligibility describes which destination types qualify under Community Destinations, Cultural or Institutional Destinations, and Recreational Destinations.

Wayfinding Tier and Destination Qualifications describes the requirements for a destination to qualify for signage on provincial highways, expressway/freeways, or within the internal street network. Requirements include available off-street parking, opening days, signage, minimum annual visitors, and distance to the destination.

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Prioritization describes the process that will be used if multiple destinations request signage and space is too limited to provide signage for all eligible destinations.

Prioritization will be based on the following:

- Eligible signs already in existence;
- Destinations approved under a higher tier;
- Annual visitor attendance numbers;
- Proximity of destination to the expressway/freeway; and
- Destinations that can be grouped with other destinations under one name.

A jurisdictional scan of best practices from other jurisdictions throughout Canada (Appendix 2) was completed to help develop the requirements for eligibility, wayfinding tier and destination qualification, and prioritization.

The sign design and approved pictograms are based on guidance from Transportation Association of Canada's Manual of Uniform Traffic Control Devices for Canada and Handbook of Recommended Information Sign Symbols for Canada.

The Destination Vehicular Wayfinding Guidelines contain a list of exceptions to ensure destinations that have a significant cultural, safety, or social impact are eligible.

Engagement

Two stakeholder engagement sessions were held virtually: 1) October 5, 2021, and 2) November 16, 2021, and one hybrid engagement session was held on May 12, 2022. Invitees included both internal and external stakeholders. In addition to surveys provided to attendees, Discover Saskatoon distributed a survey to its members to obtain feedback. Feedback was received on the eligibility criteria, wayfinding tiers and destination qualifications, and sign prioritization process.

External stakeholders included representatives from:

- Meewasin Valley Authority;
- Saskatchewan Indigenous Cultural Centre;
- Broadway Business Improvement District (BID);
- Downtown BID;
- Sutherland BID;
- 33rd Street BID;
- Riversdale BID;
- Saskatoon Cycles;
- Discover Saskatoon (formerly Tourism Saskatoon);
- University of Saskatchewan;
- Saskatchewan Polytechnic;
- Walking Saskatoon;
- Bus Riders of Saskatoon;
- SaskAbilities;

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- Canadian National Institute for the Blind;
- Saskatoon Council on Aging;
- Saskatchewan Ministry of Highways;
- Greater Saskatoon Chamber of Commerce; and
- North Saskatoon Business Association.

Stakeholders were generally supportive of the guidelines and the more transparent process. A number of stakeholders expressed concern about the timeline of implementation, parking requirements, attendance numbers, and the exclusion of shopping centres. The attendance number criteria was revised based on the feedback from stakeholders.

FINANCIAL IMPLICATIONS

Based on 2021 pricing, the manufacturing and installation of an internal street network sign is \$430 per sign, and manufacturing and installation of a set of expressway/freeway signs is \$32,000. The Ministry of Highways and Discover Saskatoon would be responsible for the installation of provincial highway signs. Provincial highway signs would have no impact on City resources or funds.

As a next step, engagement will occur with internal and external stakeholders to develop an implementation plan for the guidelines which will include items such as the application process, expected response timelines, time of year restrictions, and funding models. Funding considerations will include capital costs, operating costs (including maintenance), and possible cost-sharing arrangements. Additional work will be completed to determine the magnitude of the costs, which will help inform the funding options.

The implementation plan will be brought forward for approval to the Standing Policy Committee on Transportation. If the implementation plan is approved it will be submitted for funding through the Multi-Year Business Plan and Budget process.

OTHER IMPLICATIONS

There are no privacy, legal, or environmental implications identified.

The social implications on the destinations located within Saskatoon are as follows:

Positive	Negative
<ul style="list-style-type: none">• Reduced sign clutter;• Placement of signs will be consistent, intentional, and purposeful;• Signage will meet driver expectation and increase driver confidence; and• Pictograms will align with Transportation Association of Canada recommendations and better align with other jurisdictions across Canada.	<ul style="list-style-type: none">• Some destinations may have a reduction in number of signs;• Some destinations that previously were installed may no longer qualify; and• Destinations will not have access to personalized pictograms.

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As part of the implementation plan, destinations that have a reduction or elimination of signs will be notified in writing before removals. The Administration will assist those destinations with interpretation of the Destination Vehicular Wayfinding Guidelines, and where possible, with updated applications. Destinations currently without signage will be asked to apply using the new process and criteria.

NEXT STEPS

1. If the Destination Vehicular Wayfinding Guidelines are approved in principle, Administration will complete stakeholder engagement for development of an implementation plan and bring the implementation plan forward to the Standing Policy Committee on Transportation for approval.
2. If the implementation plan is approved, Administration will include a funding request for implementation of the Destination Vehicular Wayfinding Guidelines project in a future Multi-Year Business Plan and Budget submission package.

APPENDICES

1. Destination Vehicular Wayfinding Guidelines
2. Jurisdictional Scan

Report Approval

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