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# Destination Vehicular Wayfinding Guidelines



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# 1. INTRODUCTION

## 1.1. What is Wayfinding?

According to the Manual of Uniform Traffic Control Devices (MUTCD), “community wayfinding guide signs are part of a coordinated and continuous system of signs that direct tourists and other road users to key civic, cultural, visitor, and recreational attractions and other destinations within a city or a local urbanized or downtown area.”

## 1.2. Purpose of the Destination Vehicular Wayfinding Guidelines

The purpose of the guidelines is to create a wayfinding system that:

- provides clear, concise, and consistent direction to drivers;
- reduces sign clutter;
- encourages exploration;
- maintains consistency with the Transportation Association of Canada’s Manual of Uniform Traffic Control Devices for Canada (MUTCDC); and,
- clarifies the application process to eligible destinations.



## 2. ELIGIBILITY

To be considered for destination vehicular wayfinding signs, destinations must fall under one of the following categories and meet the established criteria for that category. The categories include: Community Destinations, Cultural or Institutional Destinations and Recreational Destinations.

### 2.1. Community Destinations



#### Government Building

A public building, structure or complex used by a federal, provincial, municipal or indigenous government for convening official business and that is open to the public for specific services.

*e.g., Saskatoon Police Service, City Hall, FSIN, Court of King's Bench*



#### Transportation

Airports, rail stations, and Saskatoon Transit supported Park and Ride.

*e.g., Via Rail, YXE Airport*



#### Visitor or Information Centre

A facility where the primary purpose of its operation is to provide information and tourist supportive services.

*e.g., Discover Saskatoon*



#### Hospital or Health Care Centre

Hospital, as defined under provincial regulation, will be signed. An institution providing primary health services and medical care must have 24-hour emergency care to be eligible.

*e.g., Saskatoon City Hospital, Royal University Hospital, Jim Pattison Children's Hospital, St. Paul's Hospital*



#### Landfill or Compost Depot

A facility that is available to the public that accepts organic waste, inorganic waste or recycling.

*e.g., Landfill, East Compost Depot, West Compost Depot*

## 2.2. Cultural or Institutional Destinations



### Higher Education

Public or private post-secondary institute. To be eligible, the institution must have a minimum of 5,000 on campus students attending per year.

*e.g., University of Saskatchewan, Saskatchewan Polytechnic*



### Museum

Permanent public or not-for-profit facilities whose primary purpose is the public exhibition of art or the provision of cultural, scientific or environmental education.

*e.g., Nutrien Wonderhub, Remai Modern, Wanuskewin Heritage Park, Western Development Museum*



### Theatre, Performing Arts Centre, and Concert Hall

Any not-for profit facility used for the public's enjoyment of the performing arts that has a minimum occupancy capacity of 400 people.

*e.g., Persephone Theatre, TCU Place, Broadway Theatre*



### Regional Zoo

An establishment which maintains a collection of wild animals for study, conservation or display to the public.

*e.g., Saskatoon Forestry Farm Park & Zoo*

## 2.3. Recreational Destinations



### Recreation Centre

Stadiums, auditoriums, leisure, civic, or convention centres.

*e.g., City of Saskatoon Leisure Centres, Saskatoon Soccer Centre, SaskTel Centre, SaskTel Sport Centre, Gordie Howe Sports Complex*



### Boat Launch

A public facility for the launching of boats and parking of motor vehicles and trailers.



### Golf Course

A golf facility that is open to the public and offering at least nine (9) holes of play. Must not require a membership. Miniature golf courses, driving ranges, chip and putt-putt courses, and indoor golf facilities are not eligible.

*e.g., Holiday Park Golf Course, Wildwood Golf Course, Silverwood Golf Course, The Willows Golf & Country Club*



### Parks

An area designated as park space with facilities open to the general public and with enough amenities that its appeal is broader than a particular neighbourhood or singular district. Parks must have a public washroom facility to be eligible.

*e.g., Rotary Park, Diefenbaker Park, Kinsmen Park, Victoria Park, Gabriel Dumont Park, Meewasin Park*



### Theme (Amusement) Park

A large outdoor area with fairground rides, shows, refreshments, games of chance or skill, or other entertainments. Must be in a permanent location.

*e.g., Nutrien Playland*



### 3. WAYFINDING TIER AND DESTINATION QUALIFICATION

Destinations that meet the criteria in Step 1 are assessed in Step 2 to further determine eligibility and the type of signage appropriate for their facility. In this step, the overall eligibility will be determined based on the highest tier. The different levels of tourist attraction signage from highest tier to lowest tier include provincial highway, which are outside the City of Saskatoon's (City) limits, expressway/freeway, and internal street network. A map showing the network can be found in Appendix A.

To be considered for signage on any level of the network, a destination must meet the following requirements:

➤ **Available Off-Street Parking**

Eligible destinations shall provide evidence of minimum off-street private or public parking capacity equivalent to one parking spaces for every 20 visitors (based on the greater of either peak daily visitors or maximum venue capacity). Parking must be either attached to the destination itself or in close proximity, not further than 400 metres from the property boundary of the destination. Destinations that do not have off-street parking may still qualify for Active Transportation Wayfinding.

➤ **Opening Days**

The destination should be open for a minimum of 120 days per year to be considered.

➤ **Signage**

Destinations must have appropriate signage on their own property or building so that they are easily identifiable from the street fronting the property.

### 3.1. Provincial Highway

The Ministry of Highways is responsible for the placement, installation and maintenance of tourism signage outside of the City limits. Requests for tourism signage on provincial highways must be submitted to Discover Saskatoon. Applications are submitted to Discover Saskatoon, but final approval is subject to Ministry of Highways. To be considered for provincial highway signage, a destination must meet the following criteria:

#### Annual Attendance Numbers

- › A minimum of **200,000** annual visitors.

### 3.2. Expressway/Freeway

Signage on an expressway or freeway is regulated by the City of Saskatoon's Transportation Department. For a destination to qualify for signage on an expressway or freeway, the following conditions must be met:

#### Annual Attendance Numbers

- › A minimum of **100,000** annual visitors.

#### Distance

- › The destination should be within a **maximum distance of 4 kilometres** from the exit point of the expressway/freeway. If a destination qualifies for tourist attraction signage on provincial highways, it qualifies for expressway/freeway signage regardless of the distance between the destination to the nearest expressway/freeway.

### 3.3. Internal Street Network

Signage on the internal street network is regulated by the City of Saskatoon's Transportation Department. The internal street network includes arterial, collector and local streets. To qualify for signage on the internal street network, the following conditions must be met:

#### Annual Attendance Numbers

- › A minimum of **70,000** annual visitors for destinations within the Downtown or **30,000** annual visitors elsewhere.

#### Distance

- › The destination should be **within a range of 500 metres** from the sign location in the Downtown and **1 kilometre** from the sign location elsewhere. Any destination that qualifies for expressway/freeway signage will have signage on the internal street network to direct visitors to the final destination from the expressway/freeway.

### 3.4. Summary

A summary of the wayfinding tier and destination requirements can be found in Table 1. Additional details on the wayfinding tier and destination requirements can be found above in section 3.1 to section 3.3.

**Table 1 - Summary of Wayfinding Tier and Destination Requirements**

	Provincial Highways	Expressway/ Freeway	Internal Street Network (Downtown)	Internal Street Network (Elsewhere)
<b>Available Off-Street Parking</b>	One off-street parking space (public or private) for every 20 visitors. Parking must be either attached to the destination itself or in close proximity, not further than 400 metres from the property boundary of the destination.			
<b>Opening Days</b>	Minimum 120 days per annum			
<b>Signage</b>	Destinations must have appropriate signage on their own property or building so that they are easily identifiable from the street fronting the property.			
<b>Minimum Annual Visitors</b>	200,000	100,000	70,000	30,000
<b>Distance to Destination</b>	N/A	4 km	500 m	1 km

A sample application form can be found in Appendix B.

### 3.5. Exceptions

The following locations are exempt from Step Two – Wayfinding Tier and Eligibility Criteria and will be signed on an individual basis.

- Hospitals providing 24/7 emergency care will be signed from the edge of the city to the physically nearest hospital.
- Destinations that fall under the Community Destinations - Transportation category will be signed from the nearest arterial to its location if it does not qualify for expressway/freeway signs.
- Due to the cultural and national significance, Wanuskewin Heritage Park will be eligible for signs from the nearest access off Circle Drive and Highway 11 to its location, and will be recommended for provincial highway signs.



## 4. PRIORITIZATION

A location may have requests for multiple destinations. Where there is limited space in the same location or on a single sign, the following criteria will be used to prioritize applications. A maximum of two signs per location is permitted.

### 4.1. Provincial Highway Signs

The following criteria to prioritize applications applies, in descending order of importance:

1. Eligible signs already in existence;
2. Annual visitor attendance numbers;
3. Proximity of the destination to the highway sign; and,
4. Destinations that can be clustered with other eligible destinations under one place name.

### 4.2. Expressway/Freeway Signs

The following criteria to prioritize applications applies, in descending order of importance:

1. Eligible signs already in existence;
2. Destinations that have been approved for tourism attraction signage on provincial highways;
3. Annual visitor attendance numbers;
4. Proximity of destination to the expressway/freeway; and,
5. Destinations that can be grouped with other destinations under one name.

### 4.3. Internal Street Network Signs

The following criteria to prioritize applications applies, in descending order of importance:

1. Destinations that have been approved for expressway/freeway signs;
2. Eligible signs already in existence;
3. Annual visitor attendance numbers; and,
4. Destinations that can be grouped with other destinations under one name.



## 5. WAYFINDING SIGNS

The design for vehicular wayfinding signs shall be as described below.

### 5.1. Provincial Highway Signs

Provincial highway signs are placed outside the City limits on any of the provincial highways that enter Saskatoon. There are currently 10 locations available for provincial highway signs. Destinations may apply for signage at any of these locations:

1. Highway 5
2. Highway 7
3. Highway 11 (north)
4. Highway 11 (south)
5. Highway 12
6. Highway 14
7. Highway 16 (north)
8. Highway 16 (south)
9. Highway 41
10. Highway 219

An example of the Highway signs is shown in Figure 1.



Figure 1 - Provincial Highway Signs

## 5.2. Expressway/Freeway Signs

Exit signs on expressways/freeways are to be located immediately before the turn off the expressway/freeway. A maximum of two destinations per sign is permitted. An example of the expressway/freeway sign is shown in Figure 2 and Figure 3.

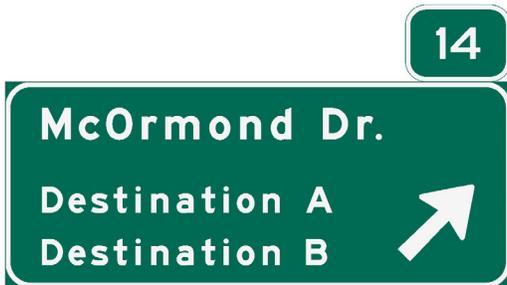


Figure 2 - Expressway/Freeway Exit Sign (Right)



Figure 3 - Expressway/Freeway Exit Sign (Left)

Advanced guide signs are associated with exit signs. The advanced guide sign should be 2 kilometres from the exit for right exits and 3 kilometres from the exit for left exits. A maximum of one advanced guide sign per exit is permitted with a maximum of two destinations per sign.

An example of the ground mounted advanced guide sign is shown in Figures 4 and 5.



Figure 4 - Expressway/Freeway Advance Guide Sign (Right)



Figure 5 - Expressway/Freeway Advance Guide Sign (Left)

### 5.3. Internal Street Network Signs

The distance of the farthest sign to the destination is a maximum of 500 metres in the downtown and 1 kilometre elsewhere.

To create continuous signage, if a destination is eligible for expressway/freeway signage, then the signs on the internal street network should lead the driver from the exit on the expressway/freeway to the destination, depending on available opportunities for new or additional signage.

An example of the directional sign, the description with an arrow and the arrow is shown in Figure 6.



Figure 6 - Internal Street Network Signs

## 5.4. Available Pictograms

Table 2, Table 3 and Table 4 present a list of pictograms that are available for use for each destination type.

**Table 2 - Community Destination Pictograms**

Government Buildings	Visitor or Information Centre	Hospital or Health Care Centre
<div data-bbox="207 541 431 768"></div> <p data-bbox="282 779 357 804">Police</p> <div data-bbox="207 848 431 1075"></div> <p data-bbox="253 1085 386 1110">Courthouse</p>	<div data-bbox="558 541 782 768"></div> <p data-bbox="565 779 776 804">Information Centre</p>	<div data-bbox="912 541 1136 768"></div> <p data-bbox="977 779 1071 804">Hospital</p> <div data-bbox="912 848 1136 1075"></div> <p data-bbox="919 1085 1130 1110">Health Care Centre</p>
Transportation		Landfill or Compost Depot
<div data-bbox="207 1249 431 1476"></div> <p data-bbox="240 1486 399 1512">Large Airport</p> <div data-bbox="207 1556 431 1782"></div> <p data-bbox="172 1793 467 1818">Park and Ride Bus Station</p>	<div data-bbox="558 1249 782 1476"></div> <p data-bbox="594 1486 753 1512">Small Airport</p> <div data-bbox="558 1556 782 1782"></div> <p data-bbox="607 1793 740 1818">Rail Station</p>	<div data-bbox="912 1249 1136 1476"></div> <p data-bbox="984 1486 1078 1512">Landfill</p>

**Table 3 - Cultural or Institutional Destination Pictograms**

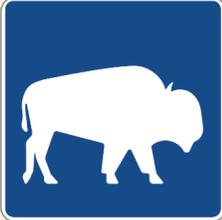
Higher Education	Museum	Theatre, Performing Arts Centre, and Concert Hall
 <p data-bbox="272 632 365 663">College</p>	 <p data-bbox="625 632 717 663">Museum</p>	 <p data-bbox="928 632 1118 663">Outdoor Theatre</p>
 <p data-bbox="259 926 378 957">University</p>	 <p data-bbox="609 926 734 957">Art Centre</p>	 <p data-bbox="937 926 1110 957">Indoor Theater</p>
	 <p data-bbox="565 1220 777 1251">Archeological Site</p>	
	 <p data-bbox="636 1514 706 1545">Bison</p>	
Regional Zoo		
 <p data-bbox="259 1881 378 1913">Aquarium</p>	 <p data-bbox="600 1881 742 1913">Petting Zoo</p>	 <p data-bbox="998 1881 1049 1913">Zoo</p>

Table 4 - Recreational Destination Pictograms

Recreation Centre		
		
Stadium, Auditorium, Leisure or Civic Centre with Multiple Amenities		Convention Centre
<i>The following are only available as a multiple amenity under Stadium, Auditorium or Civic Centre:</i>		
		
Library	Basketball	Fitness Centre
		
Soccer	Tennis	Baseball
		
Outdoor Swimming Pool	Indoor Swimming Pool	Waterslide
		
Diving	Hockey	Indoor Skating Rink

Boat Launch	Golf Course	Theme (Amusement) Park
 <p data-bbox="245 594 391 621">Boat Launch</p>	 <p data-bbox="646 594 695 621">Golf</p>	 <p data-bbox="927 594 1125 621">Amusement Park</p>
Parks		
 <p data-bbox="228 961 410 989">Municipal Parks</p>	 <p data-bbox="597 961 743 989">Campground</p>	 <p data-bbox="938 961 1114 989">Picnic Grounds</p>

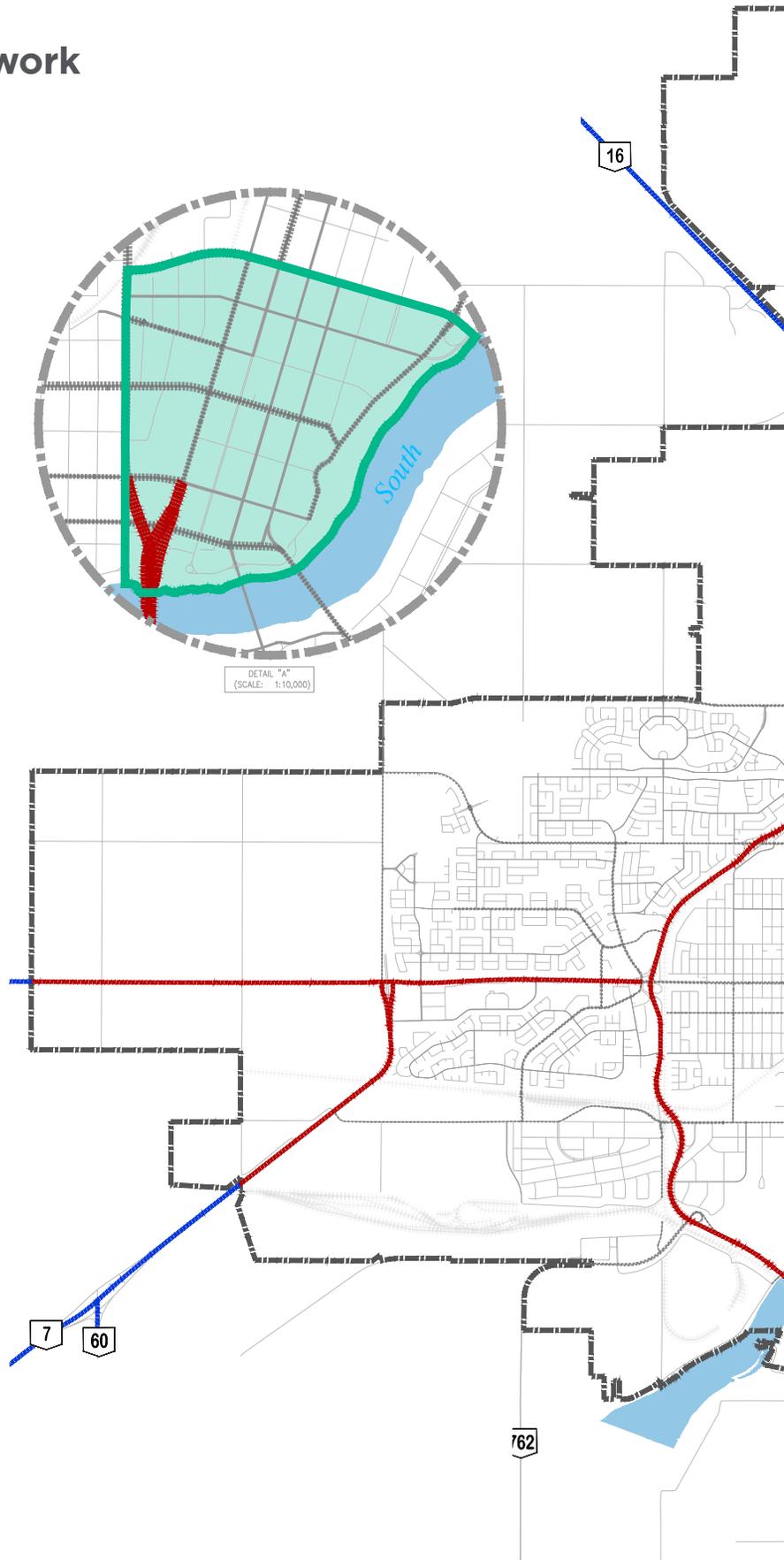
An aerial, grayscale photograph of a city intersection. The image shows multiple lanes of traffic, several cars, and a large truck. In the background, there are residential buildings and trees. The word "APPENDICES" is overlaid in the center in a bold, white, sans-serif font.

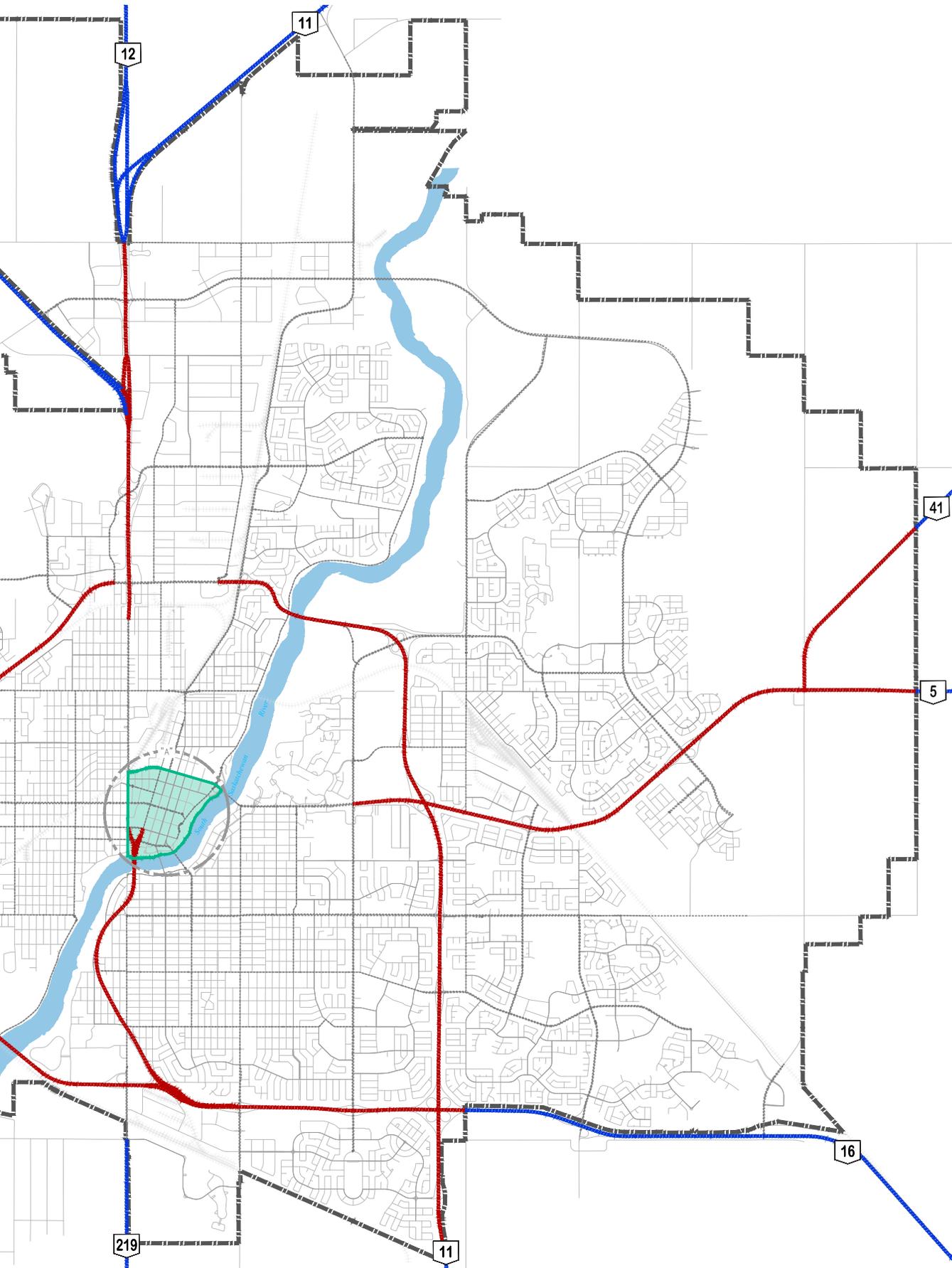
# APPENDICES

# Appendix A: Roadwork Network

## Legend:

- Expressway/Freeway
- Internal Street Network - Elsewhere
- Internal Street Network - Downtown Roads
- Provincial Street Network - Highway





## Appendix B: Sample Application Form

Applicant Information	
Name	
Address & Postal Code	
Telephone #	
E-mail Address	
Application Details	
Destination Name to be Advertised	
Destination Address	
Step One – Eligibility	
Which Destination Type are you applying under?	<p><b><u>Community Destinations</u></b></p> <p><input type="checkbox"/> Government Building</p> <p><input type="checkbox"/> Transportation</p> <p><input type="checkbox"/> Landfill or Compost Depot</p> <p><input type="checkbox"/> Visitor or Information Centre</p> <p><input type="checkbox"/> Hospital or Health Care Centre</p> <p><b><u>Cultural or Institutional Destinations</u></b></p> <p><input type="checkbox"/> Higher Education</p> <p><input type="checkbox"/> Museum</p> <p><input type="checkbox"/> Regional Zoo</p> <p><input type="checkbox"/> Theatre, Performing Arts Centre, and Concert Hall</p> <p><b><u>Recreational Destinations</u></b></p> <p><input type="checkbox"/> Recreation Centre</p> <p><input type="checkbox"/> Boat Launch</p> <p><input type="checkbox"/> Golf Course</p> <p><input type="checkbox"/> Parks</p> <p><input type="checkbox"/> Theme (Amusement) Park</p>
Do you meet the criteria for the category under which you are applying?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Step Two – Wayfinding Tier and Eligibility Criteria		
What is the destinations Annual Attendance Number?	<input type="checkbox"/> < 30,000 <input type="checkbox"/> 30,000 ≤ X < 70,000 <input type="checkbox"/> 70,000 ≤ X < 100,000	<input type="checkbox"/> 100,000 ≤ X < 200,000 <input type="checkbox"/> 200,000 ≤
Is there available off-street parking of 1 parking space for every 20 visitors?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Is the parking within 400 m of the destination?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Is the destination open for a minimum of 120 days per year?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Do you have signage that is easily identifiable from the street fronting the property? Please provide photographs.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Signs Requested		
Highway Signs	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Expressway/Freeway Signs*	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Internal Street Network Signs	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Estimated Cost of Sign Request**	Highway Signs: Expressway/Freeway Signs: Internal Street Network Signs: Total Cost:	Estimate Provided by Ministry of Highways _____ X \$32,000 = \$ _____ _____ X \$430 = \$ _____ \$ _____

\*Internal street network signs will be required to direct drivers from expressway/freeway to the destination.

\*\*Costs are estimated based on 2021 prices. A detailed quote will be provided upon approval of application. Upon approval an invoice will be issued. Signs will not be installed until invoice is paid.

