

**Saskatchewan Traffic Control  
Devices Manual**

Section: **Information**  
Subject: **Community Attractions / Events**



**Introduction**

Urban municipalities may apply for official signs promoting tourist attractions and/or events within the community.

**Policy/  
Eligibility**

The Ministry may install Community Attraction/Events signs at the request of the urban municipality.

Eligible attractions will:

- be a recreational or cultural site, feature, facility, or attraction located inside the incorporated limits of the urban municipality that is open to the general public; and
- meet the requirements of government regulating agencies or organizations setting standards or conditions.

Commercial services such as hotels, restaurants, and shopping centres are not eligible as an attraction.

Final approval is at the discretion of the Ministry.

**Application**

Applications for Community Attraction signing will be made to the Ministry on an approved application form. The application should be submitted after the applicant has had an opportunity to discuss the proposed sign layout and location with the Tourism Destination Region (TDR) and the Ministry.

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The sign assembly will contain a header panel (IS-170) with the legend "TOURIST ATTRACTIONS" or the name of the community (YORKTON ATTRACTIONS). The Saskatchewan provincial flower logo will be displayed on the left side of this panel. Below the header, a maximum of three attraction/event panels (IS-171) may be added, each containing a single attraction/event located within the community.

If one or more of the attractions contain the name of the community (e.g. Weyburn Museum), these panels should be the top panels below the header.

Each panel may contain a maximum of two lines.

The size of letters will depend on the number of highway lanes. For two lane highways, the minimum letter height will be 15 cm upper case and for four lane highways, 26 cm upper case both in Helvetica font.

The size of the sign will be dependent upon the amount of copy required.

Each panel will contain a unique identifier or symbol on the left side for each attraction/event. The unique identifier or symbol will be used by the community to direct the motorists to the attraction/event. The maximum width of the identifier will be equal to the height of the panel. The applicant may be required to supply the TDR logo and unique identifier graphics to the Ministry. The Ministry reserves the right to approve or reject the design.

The applicant may elect to change or modify the panels to provide dates and times for seasonal events. This option will allow the signing of events or series of events at appropriate times over the course of the year.

The Ministry will be responsible for the final sign design but will consult with the applicant prior to fabrication to ensure the final design meets both the applicant's and the Ministry's requirements.

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**Location/Number of Signs**

The number of signs that an applicant may have is dependent upon the number of highways that directly serve the community. A maximum of two attraction and two event signs will be allowed on each highway approaching the community.

**Costs**

The header and the panels will be installed at a cost as described in RSMM Part II Sign Pricing Policy 1050-10.

If modifications are requested, the applicant will be charged per Ministry policy.

The cost of message revisions or panel changes will be the responsibility of the community. The details will be determined at the time of application.

Date

2010-12-06

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