



**UPDATE**

**Thematic Framework  
Great Northern Circle Route  
Signage Master Plan**

**Muskwa-Kechika Management Area  
Advisory Board Meeting – Day 1  
October 19, 2022**





**NORTHERN BC**  
TOURISM ASSOCIATION

NBCTA's main office is located in Prince George on the unceded and traditional territory of the Lheidli T'enneh.

Today, we are grateful guests on the traditional territory of the Coast Salish Peoples, on the Saanich Peninsula, 25 kms north of Victoria, BC. There are four First Nation communities on the Saanich Peninsula - Tseycum, Tsartlip, Tsawout and Pauquachin. Geographically speaking, Tseycum and Pauquachin are the closest to the airport.



# SNAPSHOT

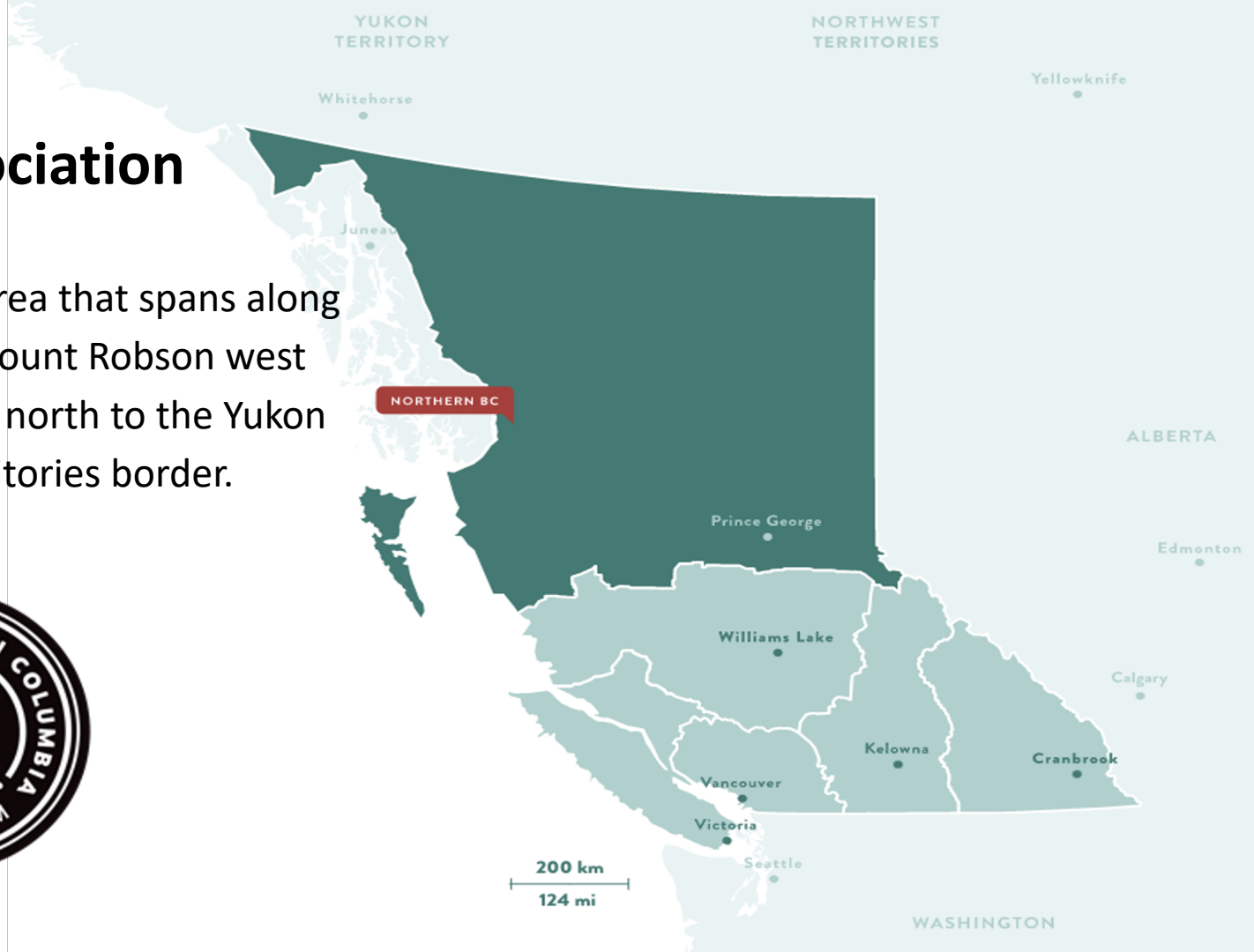
- NBCTA
- DESTINATION DEVELOPMENT
  - Great Northern Circle Route Signage Plan
  - Signage – Interpretation
  - Gotta Go Project
  - Thematic Framework
  - Next Steps
- Questions



Mile 202 (Trutch) Rest Stop

# Northern BC Tourism Association

Our region, a vast area that spans along Highway 16 from Mount Robson west to Haida Gwaii, and north to the Yukon and Northwest Territories border.





# NORTHEAST BC TOURISM PARTNERS



PEACE RIVER  
REGIONAL DISTRICT



# DESTINATION DEVELOPMENT





Northeast



Northwest



GNCR Signage Master Plan



Indigenous Tourism



Sustainability



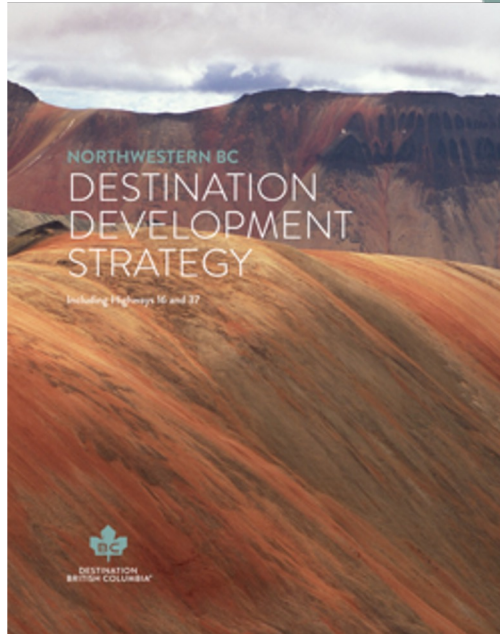
Access and Inclusion



**NORTHERN BC**  
TOURISM ASSOCIATION



# DESTINATION DEVELOPMENT STRATEGIES





Bonne Lake Visitor Centre	250-480-3773
Chetwynd Visitor Centre	250-780-1943
Dawson Creek Visitor Centre	250-782-8886
Fort Nelson Visitor Centre	250-774-0488
Fort St. James Visitor Centre	250-996-7023
Fort St. John Visitor Centre	250-789-3033
Garrison Visitor Centre	250-687-2428
Headon Visitor Centre	250-645-7640
Hudson's Hope Visitor Centre	250-783-0154
Kilmer Visitor Centre	250-632-6284
Mackenzie Visitor Centre	250-967-0438
McBride Visitor Centre	250-588-1246
New Hazelton Visitor Centre	250-645-6871
Prince Rupert Visitor Centre	250-962-0700
Prince Rupert Visitor Centre	250-624-0637
Queen Charlotte Visitor Centre	250-508-8116
Sandspit Visitor Centre	250-637-0362
Southern Visitor Centre	250-647-0372
Stewart Visitor Centre	250-638-0204
Taylor Visitor Centre	250-789-8010
Terrace Visitor Centre	250-625-6944
Tumbler Ridge Visitor Centre	250-542-0123
Vanderhoof Visitor Centre	250-567-0124

# GREAT NORTHERN CIRCLE ROUTE SIGNAGE MASTER PLAN

## Highway Routes

## Transportation

- Scheduled Airline Stop / Harbour Landing / Helipad
- Observed Standard Time
- Pass
- NOTE: Tunnels and bridges are toll free
- NOTE: The Coquihalla Highway is a toll highway

## Population

- Over 100 000
- 50 000 to 100 000
- 10 000 to 50 000
- 5 000 to 10 000
- 1 000 to 5 000
- 500 to 1 000
- 0 to 500 Village / Small Settlement

## Recreation

- Ferry Route
- Ferry Landing
- Park With Vehicle / Tent Campsite
- Vehicle / Tent Campsite located within major parks
- Park With Limited Facilities (showers/water / tent Campsite)
- Provincial Heritage Site

ATLIN, BC									
1412	DAWSON CREEK, BC								
2042	EDMONTON, AB								
952	FORT NELSON, BC								
1179	73	663	587	FORT ST. JOHN, BC					
2071	677	381	715	730	JASPER, AB				
2136	591	600	1200	584	423	KAMLOOPS, BC			
1653	606	720	420	499	376	525	PRINCE GEORGE, BC		
1411	1130	1480	1517	1180	1249	724	PRINCE RUPERT, BC		
2541	1268	1284	1712	1511	903	404	852	1636	SEATTLE, WA
1282	777	2108	1391	830	747	896	271	353	3263
1080	1108	1480	1180	1162	1276	1238	783	403	1199
1266	983	1114	1086	1036	953	1102	517	147	1489
2431	1184	1193	1106	1237	734	255	718	1702	226
467	985	1575	525	912	1804	1753	1208	988	2238
182	4438	2028	978	1385	2975	2164	1639	1939	2519
STEWART / HYDER									
TERRACE, BC									
VANCOUVER, BC									
WATSON LAKE, YK									
WHITEHORSE, YK									

## DISTANCE CHART IN KILOMETRES

Distances given are for the shortest highway routes. Visit [www.NorthernBCTourism.com](http://www.NorthernBCTourism.com) for more detailed distance information.



# Great Northern Circle Route Signage Master Plan

A design manual and implementation guide that uses the thematic framework to guide the signage system's design





# Iconic Primary & Secondary

## Content

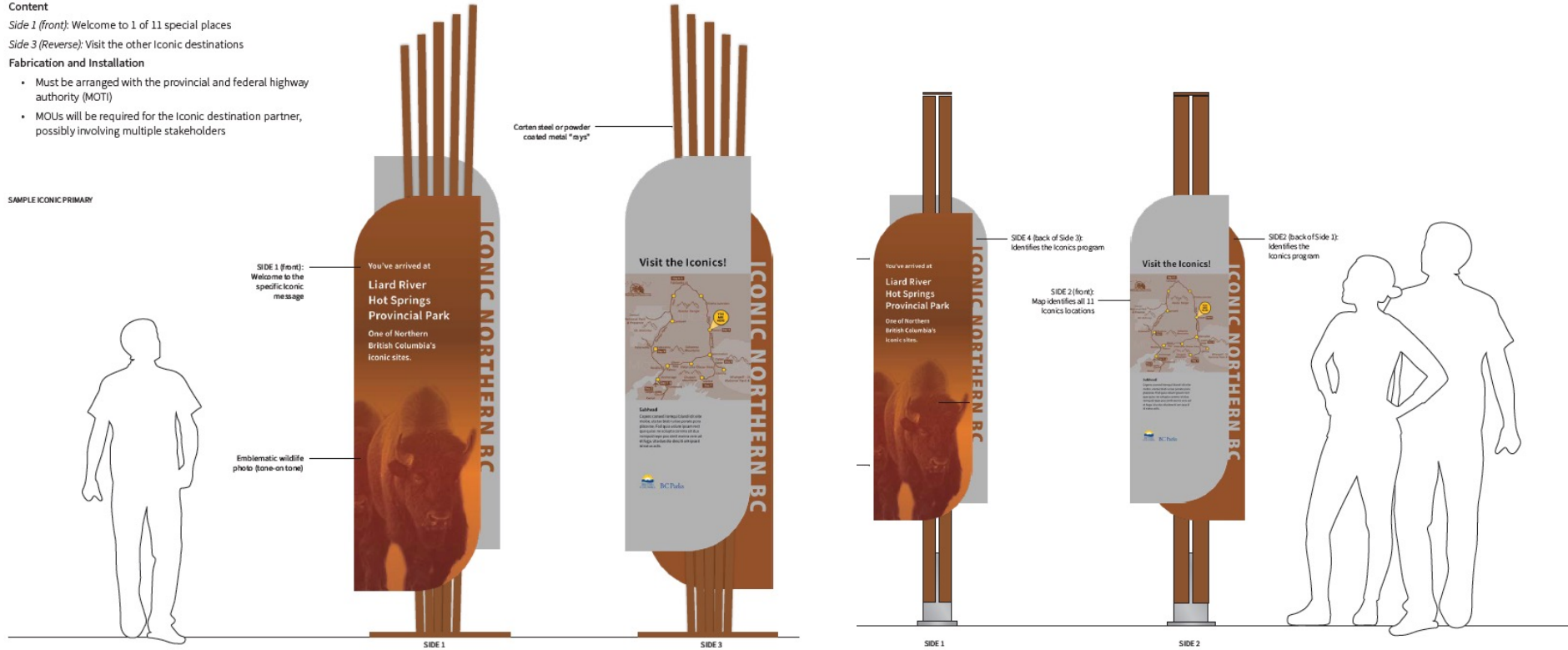
*Side 1 (front):* Welcome to 1 of 11 special places

*Side 3 (Reverse):* Visit the other Iconic destinations

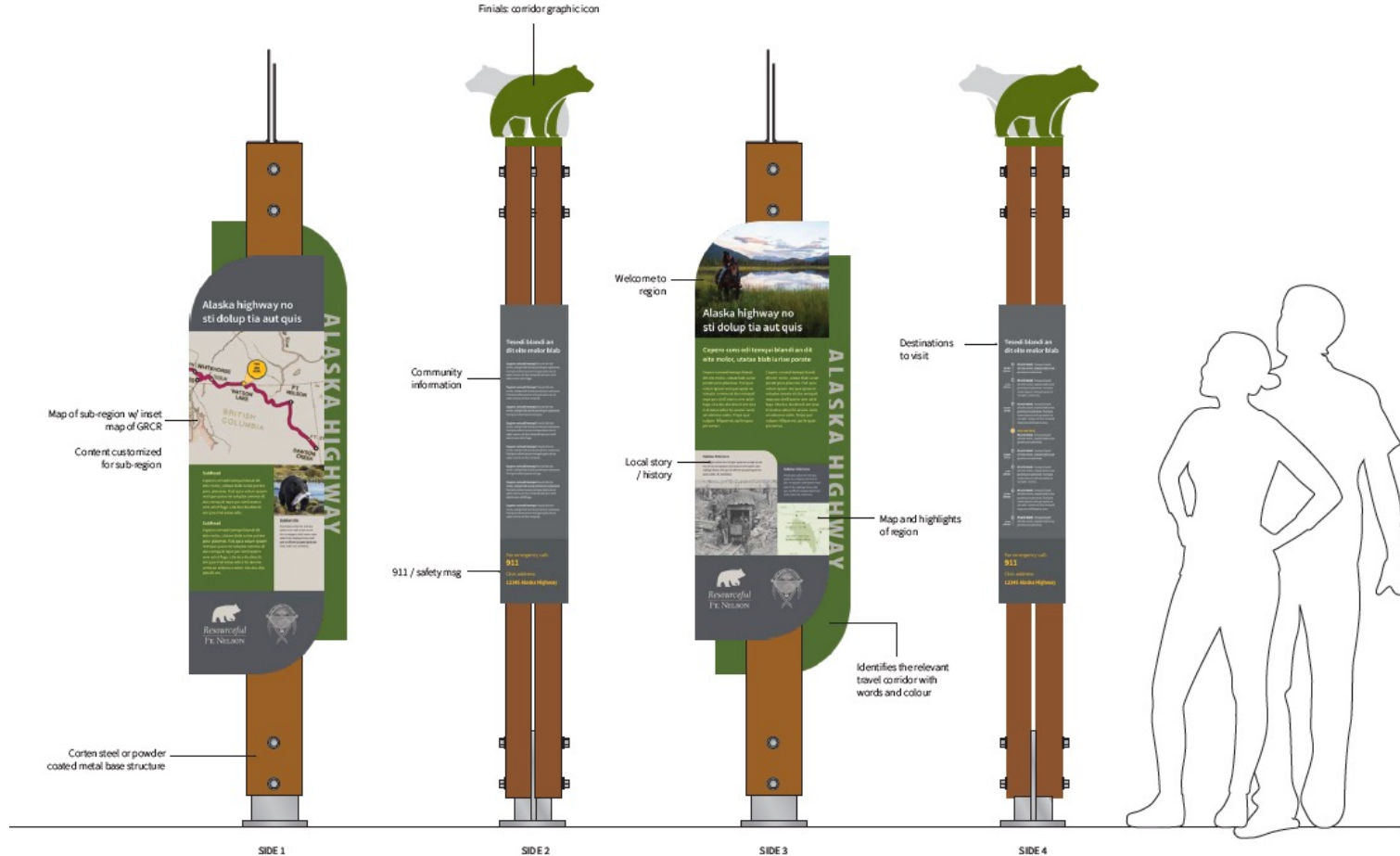
## Fabrication and Installation

- Must be arranged with the provincial and federal highway authority (MOTI)
- MOUs will be required for the Iconic destination partner, possibly involving multiple stakeholders

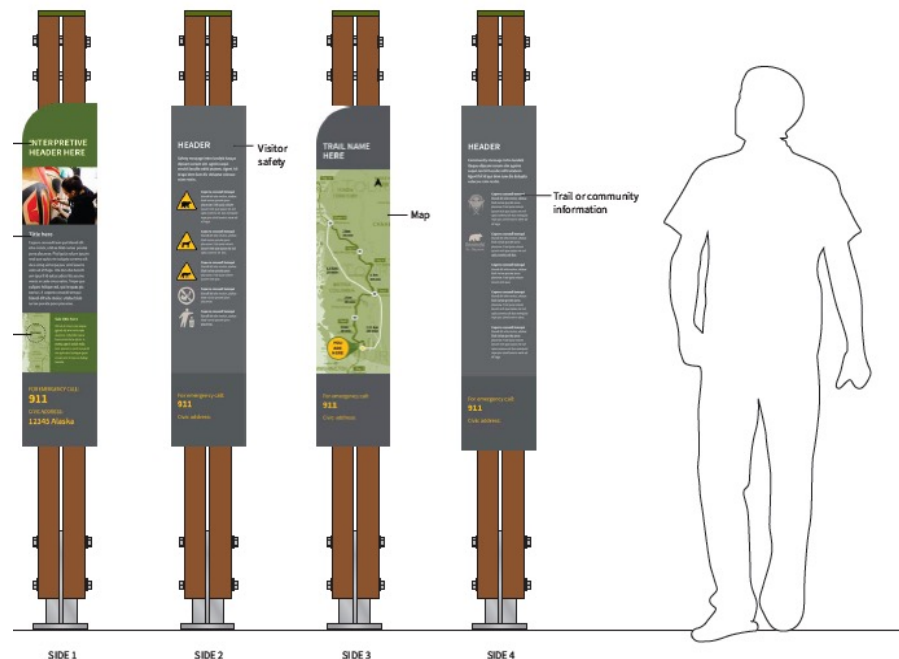
## SAMPLE ICONIC PRIMARY




# Pillar



# Beacon & Guidepost





An aerial photograph of a winding asphalt road that curves through a lush green landscape. The road is bordered by a dense forest of tall evergreen trees. In the distance, rolling hills and mountains are visible under a soft, overcast sky. A few vehicles, including two white semi-trucks and a dark car, are visible on the road. A large, semi-transparent white circle is overlaid on the left side of the image, containing the title and text.

# Gotta Go Project

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Gotta Go created a cohesive partnership between the PRRD, NRRM, MoTI, PWC and NBCTA to develop and effectively manage roadside facilities along remote areas of the Alaska Highway through northeastern BC.

These facilities include accessible washroom amenities, picnic benches, tourism interpretative and safety signage, and where needed, increased communication technologies.

Sikanni Chief Rest Stop

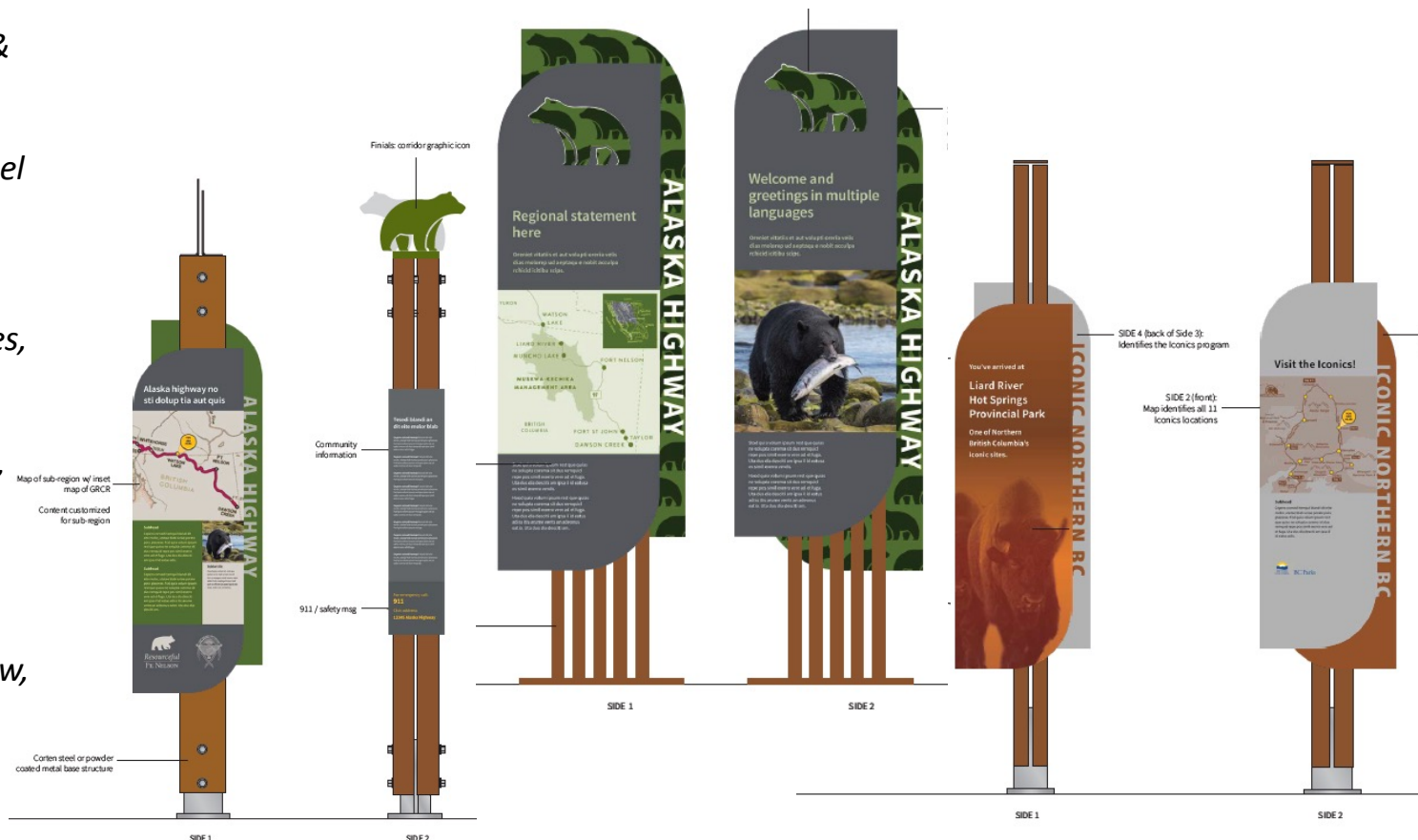
# Sikanni Chief Rest Stop

## Gotta Go Project:

- **Pillar**
  - Sub-region map & information, traveler safety, customizable panel

## GNCR Project:

- **Beacon**
  - Sub-region themes, Indigenous territorial acknowledgment, corridor name/information
- **Iconic Secondary**
  - Iconic (Alaska Highway) overview, visit all Northern BC's iconic destinations, iconics map





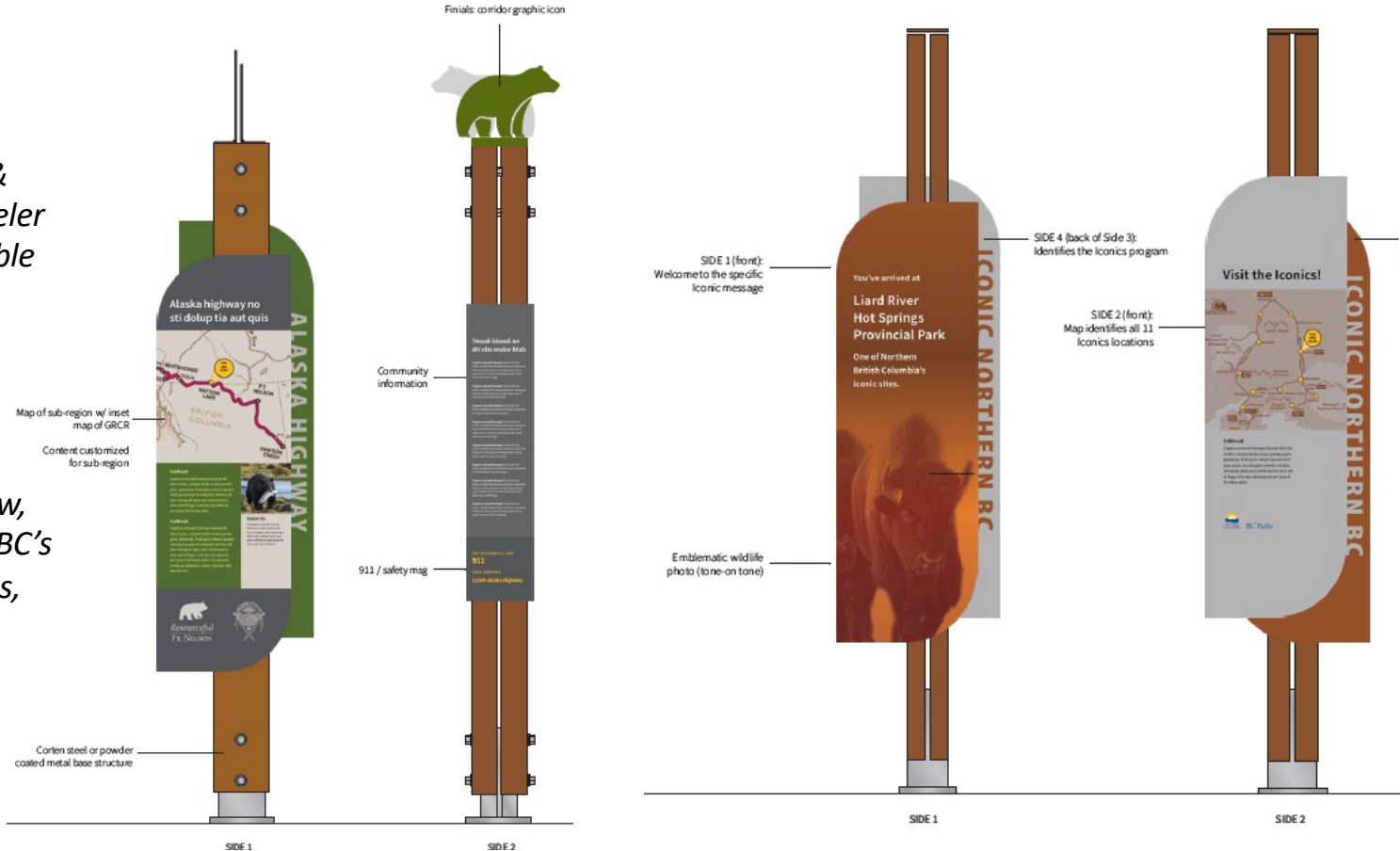
# Mile 202 (Trutch) Rest Stop

## Gotta Go Project:

- **Pillar**
  - Sub-region map & information, traveler safety, customizable panel

## GNCR Project:

- **Iconic Secondary**
  - Iconic (Alaska Highway) overview, visit all Northern BC's iconic destinations, iconics map





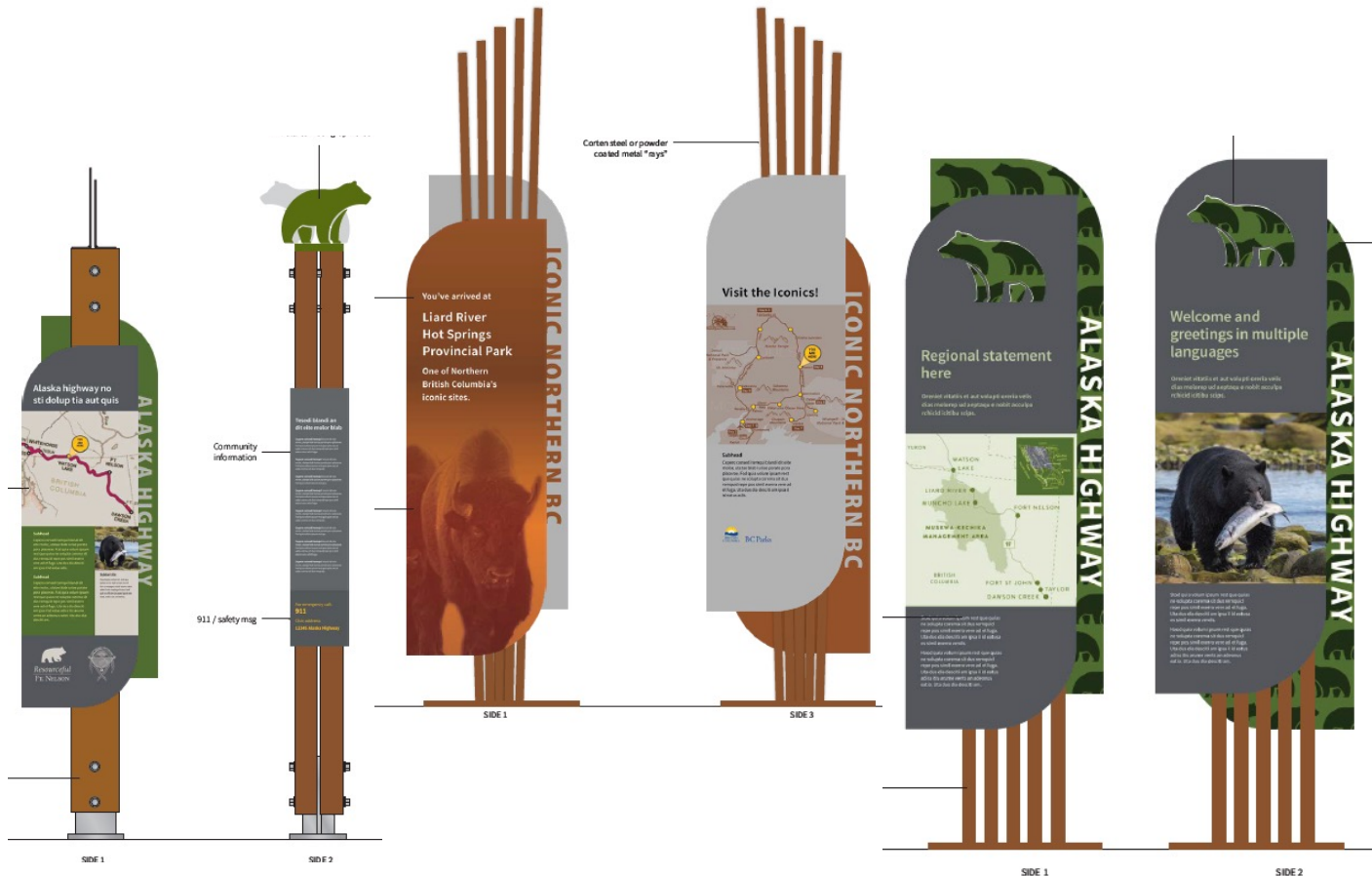
# Steamboat Hill Rest Stop

## Gotta Go Project:

- **Pillar**
  - *Sub-region map & information, traveler safety, customizable panel*

## GNCR Project:

- **Iconic Primary**
  - *Welcome to MK & Alaska Highway as Iconic*
- **Beacon**
  - *Sub-region themes, Indigenous territorial acknowledgment, corridor name/information*



# Other Proposed Rest Stops in Northeast BC

## Peterson North (Under consideration)

- **Iconic Secondary**
  - *Iconic (MK & Alaska Highway) overview, visit all Northern BC's iconic destinations, iconics map*
- **Pillar**
  - *Sub-region map & information, traveler safety, customizable panel*

## Army Hill (Under consideration)

- **Iconic Secondary**
  - *Iconic (MK & Alaska Highway) overview, visit all Northern BC's iconic destinations, iconics map*
- **Pillar**
  - *Sub-region map & information, traveler safety, customizable panel*
- **Beacon**
  - *Sub-region themes, Indigenous territorial acknowledgment, corridor name/information*

## Liard River Hot Springs (BC Parks)

- **Iconic Primary**
  - *Welcome to MK & Alaska Highway as Iconic*
- **Pillar**
  - *Sub-region map & information, traveler safety, customizable panel*

## Dawson Creek – Mile 0

- **Iconic Primary**
  - *Welcome to Mile 0 as Iconic*
- **Pillar**
  - *Sub-region map & information, traveler safety, customizable panel*

## Tumbler Ridge – Information Centre

- **Iconic Primary**
  - *Welcome to UNESCO Global Geopark as Iconic*
- **Pillar**
  - *Sub-region map & information, traveler safety, customizable panel*

# NORTHERN BRITISH COLUMBIA THEMATIC FRAMEWORK

Identify the people, experiences  
and perspectives that make each  
community unique while tying  
together communities across the  
regions and corridors through  
overarching themes



ALDRICHPEARS ASSOCIATES

THE TOURISM CAFE



A foundational document that reflects the voices, contributions and experiences gathered through workshops, interviews, research and conversations.

- Identifies regional themes and topics
- Guides and aligns development of heritage interpretation and visitor experiences
- Supports development, visitor corridors and experiences
- A living document that can be added to over time









# Implementation

- Aligns with concurrent projects
- Building awareness
- Integrates with future heritage and tourism projects
- Requires long-term management



# NEXT STEPS

## **Gotta Go Project (Completion December 31, 2022):**

- Working with fabricators to create the signs, content and imagery for Gotta Go rest stop signage
- Collaborating with museum group and partners to confirm interpretative content
- Working with Public Works to install footings by end of November
- Fabricators to install Gotta Go signage by December 31, 2022

## **Iconic Signage Project for Northeast:**

- Coordinating partner outreach to confirm approach to iconic signage installation
- Primary and secondary iconic signage installation to complete summer of 2023

## **Long-term:**

- Creation of Destination Development Advisory Committee Signage Working Group

**Thank you!**

**Questions**



Steamboat Rest Stop



**NORTHERN BC**  
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