

GREAT NORTHERN CIRCLE ROUTE SIGNAGE MASTER PLAN

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A wide-angle landscape photograph showing a series of rugged, dark mountain peaks. A vibrant rainbow is visible in the sky, arching over the central part of the mountain range. The sky is filled with large, dark, textured clouds. The foreground shows a valley with dense green forest and a small body of water in the distance.

We respectfully acknowledge the traditional territories of the Indigenous Peoples of the land we call British Columbia, whose historical relationships with the land continue to this day. We are grateful to be living, learning, and working on this land.

Credit: Destination BC/Taylor Burk

1.0 Introduction

1.1 About This Document

This *Great Northern Circle Route Signage Master Plan (Signage Master Plan)* is a signage manual. It has three main purposes:

- It defines a system of sign types that can be used across Northern BC in a number of configurations.
- It locate signage around the Great Northern Circle Route (GNCR) at entry points to Northern BC, rest areas, iconic destinations, airports, and visitor centres.
- It serves as a design template for regional and local-level signage projects.

The *Signage Master Plan* provides the design intent for the sign system, signage design standards, design drawings and specifications, and an implementation plan for rolling out the *Signage Master Plan* across the Northern BC tourism region (NTR)³ (with the exception of Haida Gwaii). It provides instructions and drawings for the design, placement, proposed sites, and fabrication of signs.

1.2 Purpose of the Signage Master Plan

The *Signage Master Plan* is one of many related initiatives underway to encourage visitation within and understanding of Northern BC. The *Signage Master Plan* presents a system of signs that can be used across the NTR, along the GNCR, and beyond.

The *Signage Master Plan* documents the signage system to be implemented around the GNCR and on spurs off the main highways, to guide visitors, provide destination information, and communicate the themes, sub-themes, and topics of the different regions throughout Northern BC. This plan provides design specifications for panel layout, construction details suitable for fabrication, sign location recommendations, and high-level messaging for the signage system.

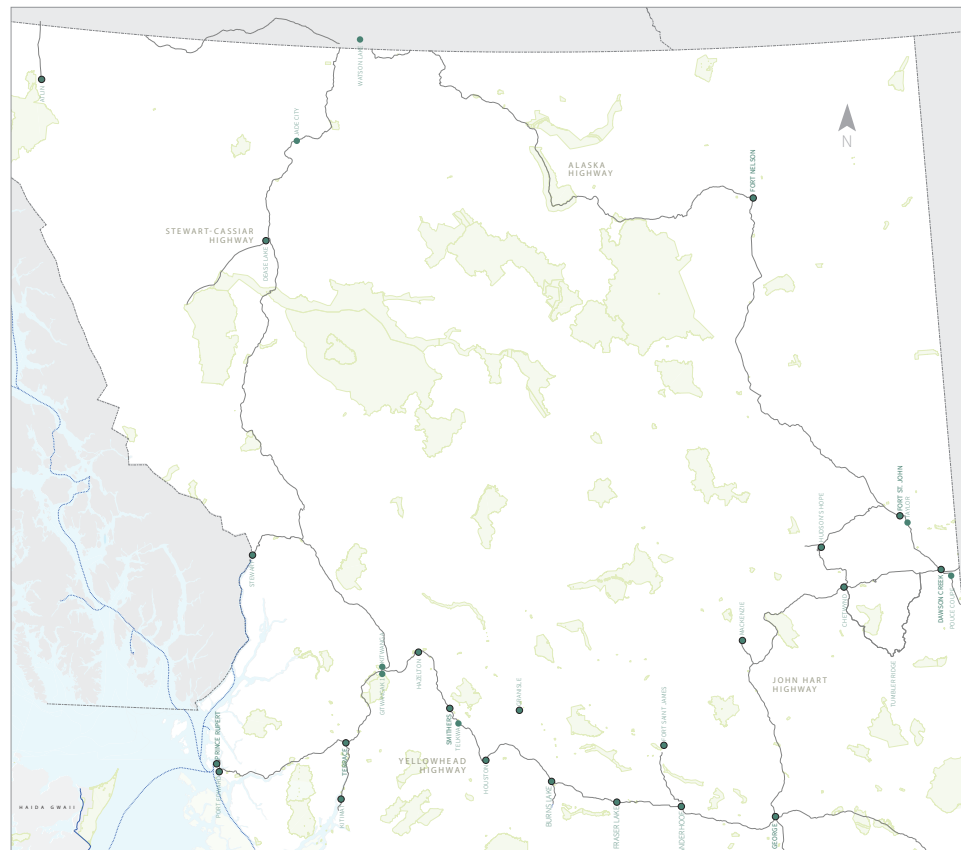
The *Signage Master Plan* should also be referred to by regional districts, communities, visitor attractions, trail designers, and others across Northern BC as they develop or update signage at their facilities. It is a document to be used by industry professionals, such as interpretation specialists, designers, and fabricators. Signage in the plan does not intend to replace current sign systems, such as BC Parks signage or community wayfinding, rather it is available to all groups to draw from to reduce their design costs for new programs and to increase continuity of signage across Northern BC.

1.3 Goals of the Signage Master Plan

The goals of the *Signage Master Plan* are to:

- Provide a system of signs that can be implemented across the Northern BC tourism region, particularly along the GNCR, that enriches journeys along visitor corridors, introduces them to destinations along their route and beyond, provides cues to the themes and topics of each area, and assists them in travel needs (safety, etc.).
- Through signage, promote travel, encourage visitors (and residents) to explore and discover iconic destinations, extend visitors' trips, and encourage return visitation.
- Support regional districts, municipalities, First Nations, and other communities and destinations by providing a signage system that is recognizable as a system for visitors to Northern BC, and that allows for customization of content (and design) for communities.
- Work in conjunction with the *Northern British Columbia Thematic Framework (NBCTF)* (summarized in section 2.2) to ensure the *Signage Master Plan* relates to the regions, sub-regions, and corridors outlined in the *NBCTF* as well as integrates the framework themes and topics.
- Make special efforts to include Indigenous Peoples' traditional territory and treaty lands, language, imagery, and interpretation in signage design and content.
- Include guidelines and specifications that guide signage implementation over time as funding becomes available and new stakeholders come forward.
- Assist regional districts, municipalities, communities, First Nations, and other organizations by providing tools for budgeting for the design, fabrication, and implementation of signage.
- Align the signage system with provincial and federal sign policies.
- Provide sign designs that reflect signage industry standards and best practices.

GREAT NORTHERN CIRCLE ROUTE



2.0 Project Background

2.1 Destination Development Strategies

The *Signage Master Plan* is a key recommendation in the Northeast and Northwest 10-year *Destination Development Strategies (DDS)*, created by Destination BC (DBC) in collaboration with NBCTA. These strategies are guiding the planning advancement of targeted areas of tourism development in order to support the destination appeal for visitors. The plans are focused on the supply side of tourism and contain recommendations that support three provincial goals¹:

1. Make British Columbia the most highly recommended destination in North America.
2. Create strategic plans for tourism development and improve return-on-investment for government and private sector investments in tourism assets.
3. Elevate British Columbia’s ability to compete as a premium destination while making the province more attractive for investment.

The *Northeast* and *Northwest DDS* are in their implementation phase, with established working groups to advise and support various projects currently in progress and in the future.

Under Infrastructure and Transportation, the *DDS* identifies objective D3 and actions D-3-1 and D-3-2, which are relevant to this master plan:

Objective D3

Improve overall signage along travel routes in collaboration with federal and provincial agencies.

Action D-3-1

Work with the Ministry of Transportation and Infrastructure (MoTI) and Public Works and Government Services Canada (PWC) to develop signage for thematic corridors and circle routes (this needs to tie in with the product and experience development objective related to thematic corridors).

- Hire a consultant to conduct research and prepare a business case.
- Given the cost of signage programs, this needs to be strategically phased, starting with a high-profile route such as the Alaska Highway.
- In addition to development costs, annual maintenance costs need to be identified.

Action D-3-2

Coordinate this action with D-3-1. Work with MoTI, BC Parks, and PWC and Government Services Canada to develop signage for core attractions and iconic features (this needs to tie in with the core and/or iconic features objective).

- The Tumbler Ridge UNESCO Geopark signage may be referred to as a model and to estimate costs.
- In addition to development costs, annual maintenance costs need to be identified.

2.2 Other Coordinating Work

Several related projects influence the roll-out of signs identified in this plan.

Northern BC Thematic Framework

Concurrent to the *Signage Master Plan*, Aldrichpears Associates (APA) and Tourism Cafe worked with NBCTA to develop the *Northern BC Thematic Framework (NBCTF)*. The *Signage Master Plan* and *NBCTF* should be referenced in tandem when developing content and panel layouts for signs outlined in this document.

The *NBCTF* organizes Northern BC geographically into regions, sub-regions, and corridors and assigns themes, sub-themes, and interpretive topics to each area. The geographic divisions and thematic hierarchy are reflected in the *Signage Master Plan* sign system, the location plan, and messaging matrix.

NOTE: These geographic and thematic divisions are used to delineate discrete areas that share geographic and cultural similarities. Regions and sub-regions are not intended to be public facing or used within interpretive text.

Invest in Iconics Strategy

DBC is currently developing an *Invest in Iconics Strategy* to responsibly increase tourism revenue and visitation to BC through dispersion, using Place-Branding and Place-Making (destination development) to competitively differentiate BC on the world stage. By identifying a small number of globally compelling routes and places, this strategy provides a powerful new way to package and market BC to international visitors and facilitate the development of remarkable in-destination experiences. The *NBCTF* and *Signage Master Plan* align with this provincial activity.

TRTD-Funded Projects

Targeted Regional Tourism Development (TRTD) projects include a wide variety of local signage, access, and infrastructure projects in Northern BC. These range from increasing accessibility and access to campsites, rest areas, and recreational areas, to improving trail and mountain biking trail infrastructure, to commissioning art and sculptural elements at trailheads, and expanding Indigenous language signage.

¹ <https://www.destinationbc.ca/what-we-do/destination-management/destination-development/>

Indigenous Language Signage

This plan has considered how Indigenous signage and content can be integrated and the steps that should be taken. NBCTA and their partners/stakeholders acknowledge that any Indigenous-related signage (and associated content) is subject to a thorough consultation process with the appropriate communities, including co-development of content and approvals for all graphic, iconography, and artwork/sculptural elements included in any future installation.

Regional and Municipal Signage Projects

Regional districts and communities across Northern BC have their own signage systems and projects underway. The design team met with several communities to understand the regional and community signage landscape to ensure the *Signage Master Plan* responds to their needs. The *Signage Master Plan* sign system will be available to any regional district and/or community that wishes to employ it. As they update their signage, they may employ parts of the signage system to augment their own.

Priority Rest Stops

The NBCTA has provided a list of GNCR rest stops and three rest stops in the “Gotta Go—Alaska Highway Washroom Facilities Program” that are a priority for Phase 1 signage implementation. The Gotta Go program has established a coordinated approach for developing, maintaining and funding roadside facilities along the Alaska Highway. Roadside facilities will include accessible washroom amenities, picnic benches, tourism kiosks, and where needed, increased communication technologies. It supports a key objective in the *Northeast DDS*, which notes the importance of improving roadside amenities and rest stops along the route to support tourism experiences.

Iconic Destinations

The NBCTA developed a list of iconic destinations for Northern BC that will be highlighted through marketing efforts, visitor experience development and signage—and are referenced in the *NBCTF* and this plan. These destinations were chosen because they are timeless, have the potential to build experiences, and have past and current engagement with visitors. The signage system has two sign types that welcome visitors to individual sites and encourages visitation among the others. Like all signage in the system, these are meant to augment other systems, not replace them; in scenarios where signage is poor at an iconic site, the signs will elevate the importance of the site.



Credit: Destination BC/Andrew Strain

3.0 Signage Master Plan Methodology

3.1 Signage Master Plan Documents

The *Signage Master Plan* was developed over 2021 and 2022. This document represents the final phase of the work. Over the course of the project the following documents have also been developed:

Part 1: Discovery Report

This document defined the project scope and described how it fit into other related projects. It included the work completed to date, including stakeholder engagement, a project audit, and potential risks and constraints of the project.

Part 2: Strategy Report

This document provided a comprehensive overview of the *Signage Master Plan* strategy. It describes how the *Signage Master Plan* will assist visitors to navigate the region, encourage them to explore off the beaten track, and engage them with the local stories and opportunities, experiencing a real sense of place as they travel through diverse landscapes and communities of Northern BC. Preliminary site selections were explored and the criteria for locating signs were refined.

Part 3: Conceptual Design

This document provided a succinct description of each sign type, their communication function, and a generalized overview of the location. Approval of the concept document allowed the team to move to the detailed design phase. It describes how the *Signage Master Plan* will assist visitors to navigate the region, encourage them to explore off the beaten track, and engage them with the local stories and opportunities, experiencing a real sense of place as they travel through diverse landscapes and communities of Northern BC.

Part 3: Design Development

The Design Development document included a refined design based on NBCTA and stakeholder feedback. The report documents the sign family, and individual sign types and their usage.

Part 4: Great Northern Circle Route Signage Master Plan

In the final phase of work, a draft *Signage Master Plan* was provided for review by NBCTA and stakeholders. Comments from the draft review were incorporated into this final document.

Future Implementation and Next Steps for the Signage Master Plan

Upon endorsement by the Destination Development Committees, the *Signage Master Plan* the implementation of signage projects throughout the region can get underway. This may be managed regionally by NBCTA, or by individual community groups. The *Signage Master Plan* and *NBCTF* will be the primary documents used to guide content development and produce signage through to fabrication and installation.



Top photo credit: Destination BC/Andrew Strain
Bottom photo credit: Destination BC/Mike Seehagel

3.2 Stakeholder Engagement

The project included engagement from a wide range of groups. The team prepared a presentation to introduce each stakeholder group to the project scope, timeline, deliverables, and how this project might interface with their current activities. Depending on the group, workshop activities or facilitated discussions were included to learn more about the signage challenges in each region and/or the particular needs, requirements, and interests of their respective projects.

Stakeholder Meetings:

- Destination British Columbia (DBC) Meetings, July 14, 2021 & August 24, 2021
- Indigenous Tourism British Columbia (ITBC), July 22, 2021
- Ministry of Transportation & Infrastructure (MoTI) Meetings, June 25, 2021, August 23, 2021, October 21, 2021, November 15, 2021
- Northeast Destination Development Strategy (NE DDS) Advisory Committee, June 16, 2021
- Northwest Destination Development Strategy (NW DDS) Advisory Committee, June 22, 2021

Other Meetings:

- GNCR Progress Report, TRTD Funding Recipients, July 15, 2021
- Public Services and Procurement Canada (PCW), March 9, 2022
- Alaska Highway, August 29, 2021

Presentations:

- Prince Rupert Tourism Signage Workshop, June 17, 2021
- Arts, Sculpture and Trails Project, June 21, 2021
- Northern Rockies Regional Municipality (NRRM), August 9, 2021
- Peace River Regional Municipality (PRRM) Presentation, August 14, 2021, September 9, 2021
- Regional District Fraser-Fort George (RDFFG) Presentation, August 19, 2021
- Regional District Kitimat-Stikine (RDKS) Presentation, August 20, 2021
- Peace River Regional District (PRRD), September 9, 2021
- Regional District of Bulkley Nechako (RDBN), September 23, 2021
- North Coast Regional District (NCRD), September 17, 2021

Stakeholders were kept up to date via a website portal, used to post document updates and gather survey responses and feedback from stakeholder groups.



Credit: Destination BC/Andrew Strain

4.0 GNCR Signage Master Plan

4.1 Signage System Overview

The following signage system overview sets out the *Signage Master Plan* strategy and organizing principles, identifies sign types, and provides an approach to locations, content and messaging, and customization for signs along the GNCR and spurs.

Note: The *Signage Master Plan* does not provide an approach to regional, municipal, directional signs, destination, or other signage projects that may be undertaken by various organizations. The sign family developed for this *Signage Master Plan* can, however, serve as a design template for these projects to reduce design costs and increase the consistency of signage across Northern BC.

4.1.1 Strategy

Being a good host is primarily about making your guests comfortable. Signage will welcome visitors to Northern BC, help them find iconic destinations, introduce them to other experiences within their vicinity, and share themes and topics of the area with them. Signage will help them to grow their understanding of Northern BC’s people, places, and stories—to make lasting connections and memories of their stay. Visitors should return home feeling good, perhaps having discovered or learned something new that they didn’t expect.

The *Signage Master Plan* introduces a system that marks and celebrates the visitor’s arrival in Northern BC. It will help them navigate the vastness of Northern BC, through a series of regions and sub-regions, each with their own identity, experiences, and stories that will bring each distinct area to life. Visitors will quickly recognize the family of welcoming, orientation, and interpretive signage as they mark the kilometres on their journey, knowing that each represents an opportunity to explore and discover, or confirm and comfort. And it will instill a sense of anticipation and excitement to find out what each area has to offer.

Organizing Principles

The *Signage Master Plan* system centres on several organizing principles. It divides the NTR into regions, sub-regions and corridors, concentrates GNCR signage at gateways, rest areas and iconic destinations, and utilizes feeder locations and sign clusters.

Regions and Sub-Regions

A vast area is better understood when divided into smaller parts. The *Signage Master Plan* and *NBCTF* are organized geographically into six (6) regions, 16 sub-regions and four (4) connecting travel corridors. Several factors were used to determine the boundaries, including:

- Shared perspectives, histories, and stories
- Regional district boundaries
- Highway connections and common travel routes
- Geographic features
- The distribution of iconic destinations

The sign planner needs to understand that the boundaries of these regions and sub-regions are not definitive lines on the map. Nor will visitors need to understand these boundaries to grasp the essence of each area. The *Signage Master Plan* relies on introductions to regions and sub-regions at key areas, including at:

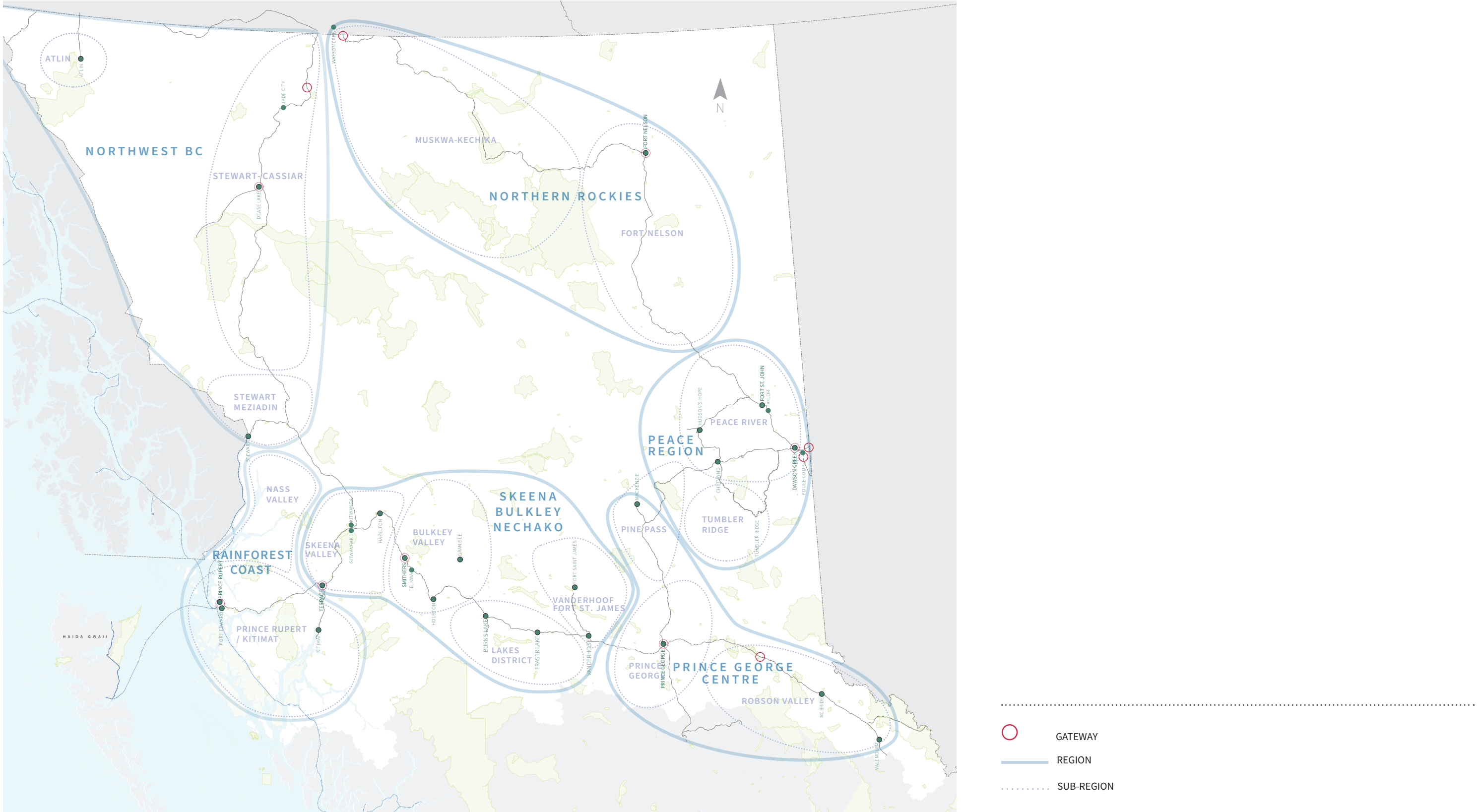
- Rest areas located at the heads and tails of each zone (region, sub-region, and corridor)
- Visitor information centres located within a sub-region
- Airports and similar ports of entry

The premise is to welcome visitors to each new area, provide an Indigenous Peoples’ territory and/or treaty land acknowledgment, and introduce the key themes and topics of the area.

Gateways

As a concept, gateways recognize the importance of announcing visitors’ arrival into Northern BC at strategic points of entry along highways. The gateway concept includes numerous sign types in the family of signs, working together to convey that visitors have entered a special place with incredible geographic features, separate from other regions of BC. This “clustering” of signs, custom art pieces, and welcome messages create a remarkable stopping place for visitors entering the Northern BC region.

MAP OF REGIONS, SUB-REGIONS, GATEWAYS



Corridors

The GNCR centres on vehicular travel—a key draw to Northern BC—and four (4) the travel corridors support travel along the routes, spurs, and loops that make up Northern BC. The four travel corridors are:

- Alaska Highway
- Stewart-Cassiar Highway
- Yellowhead Highway
- John Hart Highway

Unlike regions and sub-regions, the visitor should be reminded of the corridor they are travelling on, particularly when visiting or looking for a destination located on a spur or a loop (e.g., Tumbler Ridge).

Most signage has an element to support identifying the corridor through name, iconography, and colour. Corridor themes and topics emphasize the lens of travel over time and across distance and support regional and sub-regional themes. Refer to the *NBCTF* for themes.

- Alaska Highway
- John Hart Highway
- Yellowhead Highway
- Stewart-Cassiar Highway

MAP OF TRAVEL CORRIDORS



Rest Areas

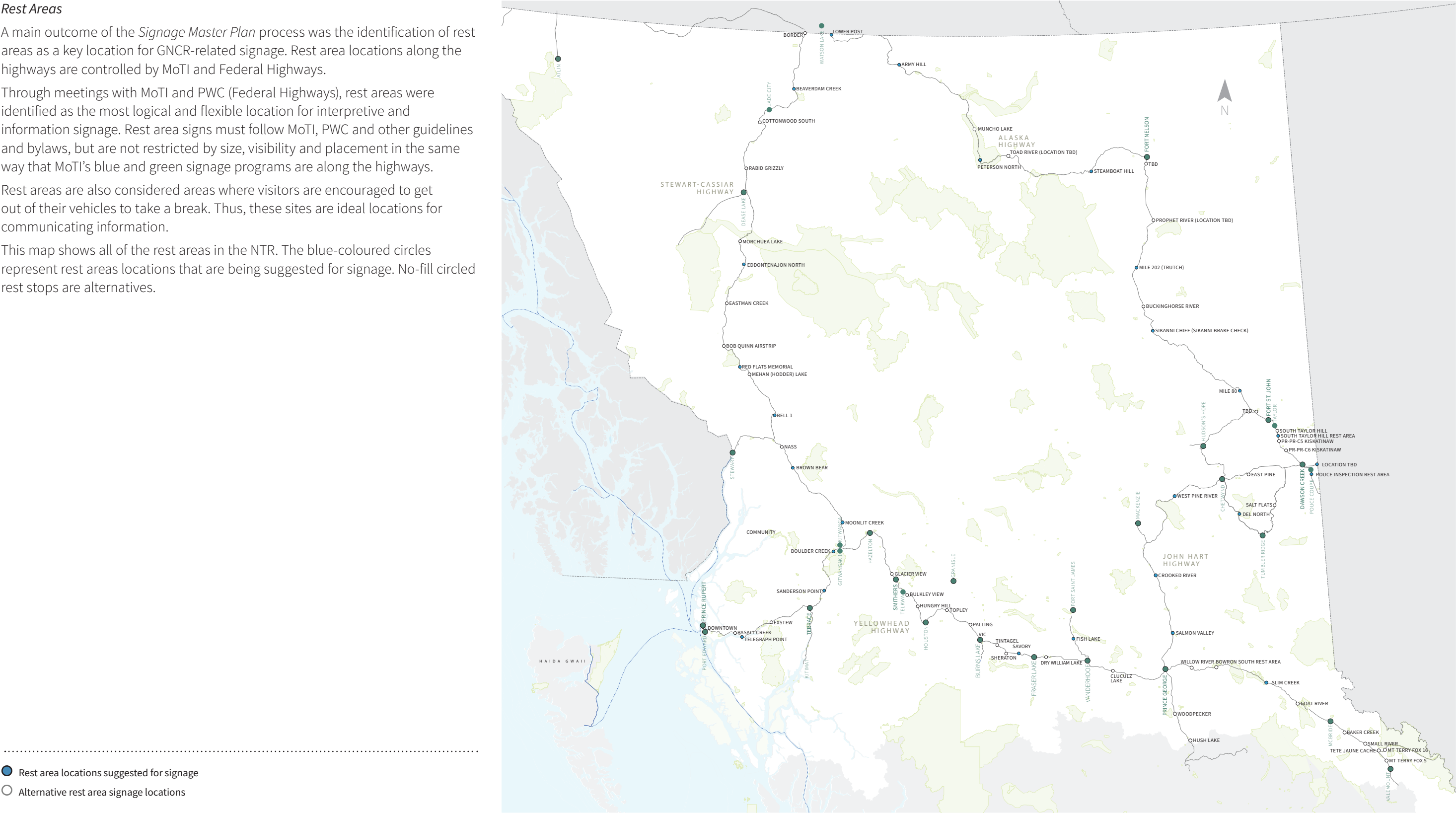
A main outcome of the *Signage Master Plan* process was the identification of rest areas as a key location for GNCR-related signage. Rest area locations along the highways are controlled by MoTI and Federal Highways.

Through meetings with MoTI and PWC (Federal Highways), rest areas were identified as the most logical and flexible location for interpretive and information signage. Rest area signs must follow MoTI, PWC and other guidelines and bylaws, but are not restricted by size, visibility and placement in the same way that MoTI’s blue and green signage programs are along the highways.

Rest areas are also considered areas where visitors are encouraged to get out of their vehicles to take a break. Thus, these sites are ideal locations for communicating information.

This map shows all of the rest areas in the NTR. The blue-coloured circles represent rest areas locations that are being suggested for signage. No-fill circled rest stops are alternatives.

MAP OF REST AREAS



- Rest area locations suggested for signage
- Alternative rest area signage locations

Iconic Destinations

The *Signage Master Plan* and *NBCTF* pay special attention to NBCTA’s designated iconic destinations. These destinations are timeless, different from other shortlisted iconic destinations in their areas, have the potential to build experiences, and have past and current engagement with visitors. The list of iconic destinations includes:

- Bear and Salmon Glaciers
- ’Ksan Historical Village and Museum
- Nisga’a Memorial Lava Bed Park / Anhlut’ukwsim Lax mihl Angwinga’asanskwhl Nisg a’a
- Tumbler Ridge UNESCO Global Geopark
- Muskwa-Kechika Management Area
- Alaska Highway
- Hudson Bay Mountain
- Fort St. James National Historic Site
- Lakes District
- Ancient Forest/Chun T’oh Whudujut Park
- Liard River Hot Springs Provincial Park

The signage family includes a sign type (with two different sizes) dedicated to identifying iconic destinations and establishing it as part of a unified destinations program throughout Northern BC. The principle is to encourage visitation to these star destinations, enhancing the visitor experience and encouraging them to travel further and have longer stays in Northern BC. These destinations may become a “tick list” of unique experiences that will encourage visitors to return to Northern BC to explore more.

● ICONIC DESTINATIONS:

- X1 Alaska Highway

X2 Muskwa-Kechika Management Area

X3 Liard River Hot Springs Provincial Park

X4 Tumbler Ridge UNESCO Global Geopark

X5 Ancient Forest/Chun T’oh Whudujut Park

X6 Lakes District
- X7 Fort St. James National Historic Site

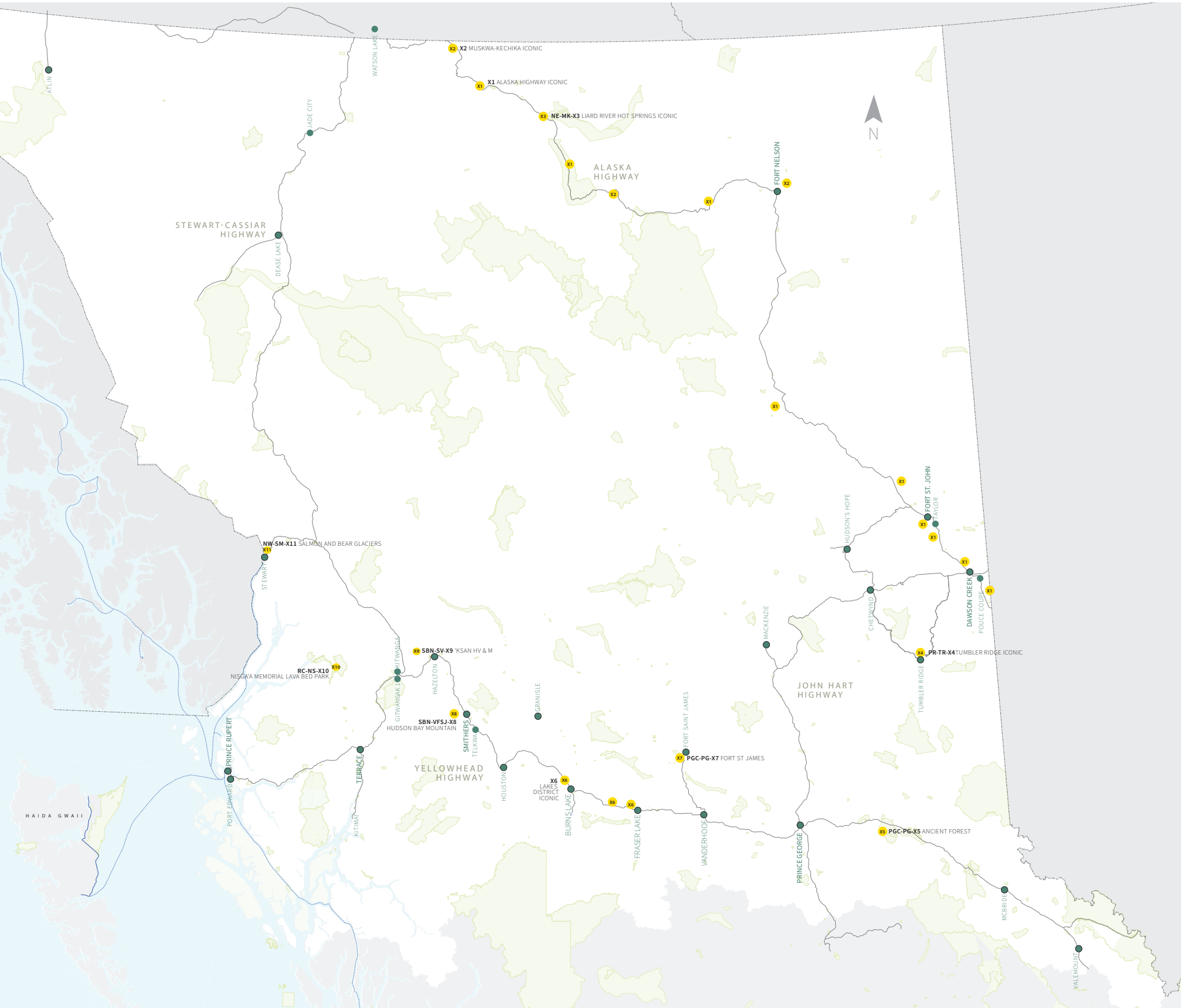
X8 Hudson Bay Mountain

X9 ’Ksan Historical Village and Museum

X10 Nisga’a Memorial Lava Bed Park / Anhlut’ukwsim Laxmihl Angwinga’asanskwhl Nisga’a

X11 Bear and Salmon Glaciers

MAP OF ICONIC DESTINATIONS AND TRAVEL CORRIDORS



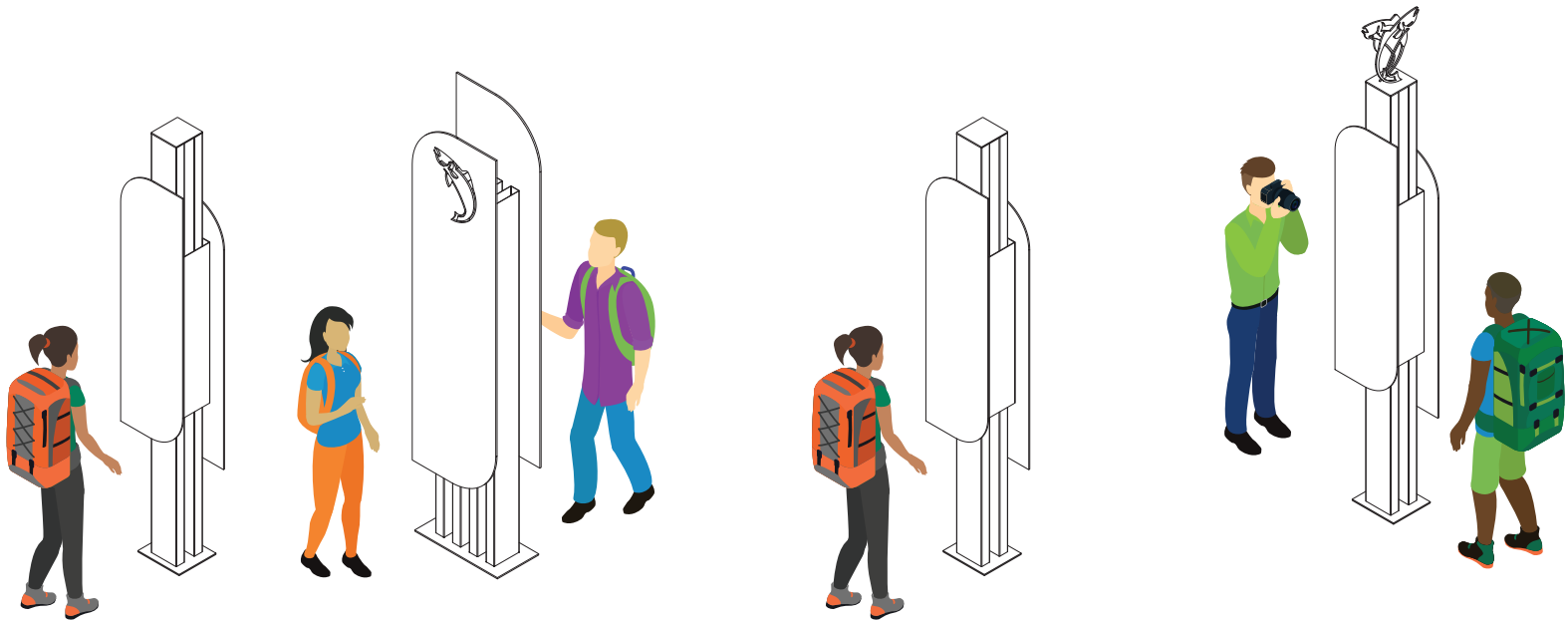
Feeder Locations and Sign Clusters

GNCR signage will be deployed at rest areas, iconic destinations, visitor information centres, and airports. These locations act as feeders, welcoming visitors to regions, sub-regions and destinations and providing necessary information to help set visitors off to explore more of the local area.

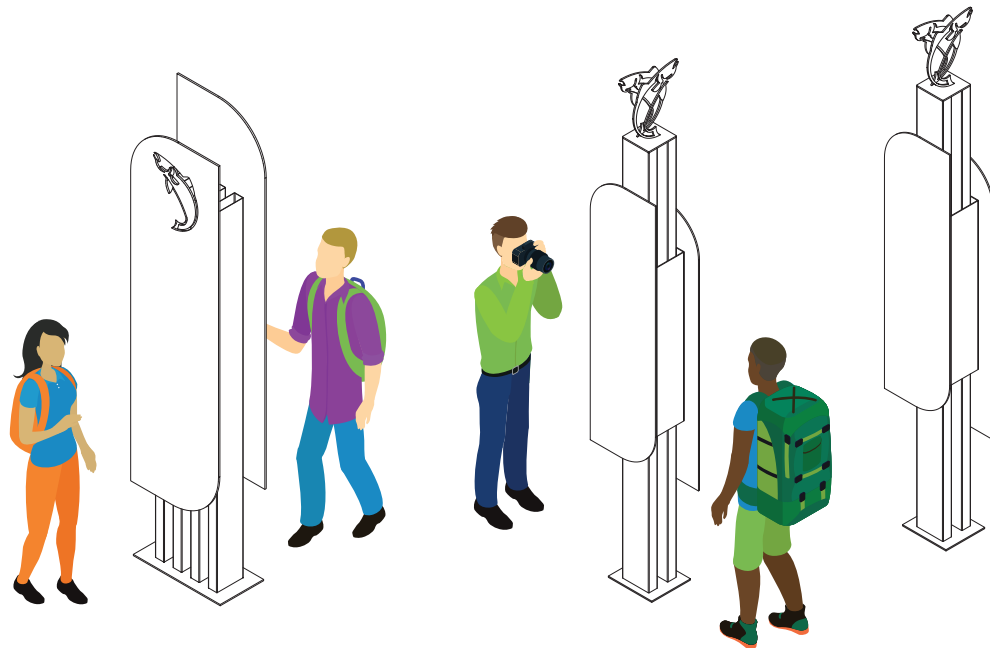
Signs are placed together in clusters to create interest and appeal. Visitors will come to recognize these attractive sign groupings as places to stop and get more information about each new area. Clusters of signs are made up of different sign types, depending upon the communication needs of each location. The configuration and quantity of sign clusters will be determined by the site (size, shape, location), available budget, and content needs. There is no formal site layout for clusters. Entrances, exits, views, and other factors will determine the placement of signs and clusters.

The sign family is flexible and can be deployed in any number of configurations to suit the needs of each place on the location map. Signs are designed to be used in clusters and stand-alone.

SAMPLE SIGN CLUSTERS



Sample cluster A



Sample cluster B

4.2 Sign Types

The family of sign types in the GNCR program are devised to identify destinations and promote visitation within the region. They are meant to augment and work with other systems—such as MoTI signs or community wayfinding. The sign family provides a means of communicating information not otherwise available on the major travel corridors of the GNCR.

Gateways

Each Gateway location includes a proposed overhead canopy, which requires further engagement, and could be combined with custom art piece(s), along with clustered signage.

Iconic Primary and Secondary Signs

Iconic Primary and Secondary Signs announce a visitor’s arrival at one of 11 iconic destinations in Northern BC or reinforce that they are travelling through an Iconic area. They provide information about each destination and encourage visitation to the other iconic destinations.

Beacon Sign

Beacon Signs alert visitors to regions and sub-regions (as delineated in the *NBCTF*). While not identifying the zone(s) by name, the signs introduce region and/or sub-region themes and topics and provide a place for Indigenous territorial acknowledgment. The signs also reinforce the relevant travel corridor where the sign is located.

Pillar Signs

Pillar Signs are highly flexible signs that communicate a wide range of messages and content. In the *Signage Master Plan* they provide information and content specific to sub-regions. While the sign type may be found on its own, Pillar Signs are most often found in a cluster of signs. Content for these signs includes maps, interpretive content, safety information, community messages, and destination directories.

Guideposts

Guideposts deliver information specific to the local area, like a trail. Guideposts are smaller versions of the Pillars. They hold four panels with content that may include welcome messages, community/organization messages, safety messages, and maps.

Community Banners

Community Banners provide multiple partners (such as DBC, NBCTA, regional districts, municipalities, First Nations, communities, and destinations) the opportunity for promotion. The designs reinforce the sign family system and provide a flexible and affordable sign methodology.

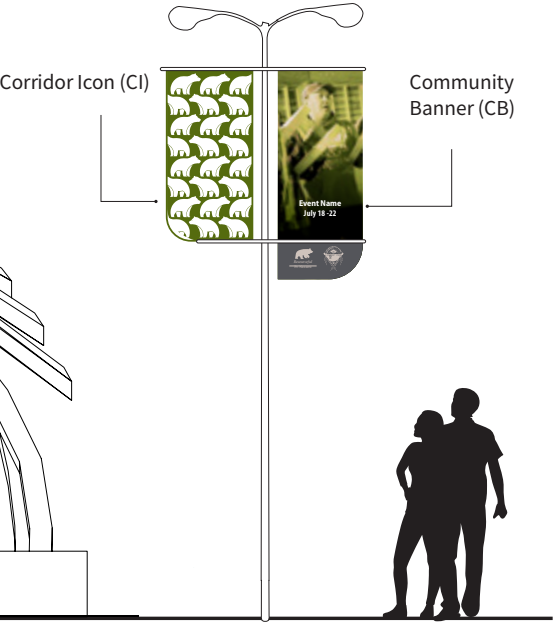
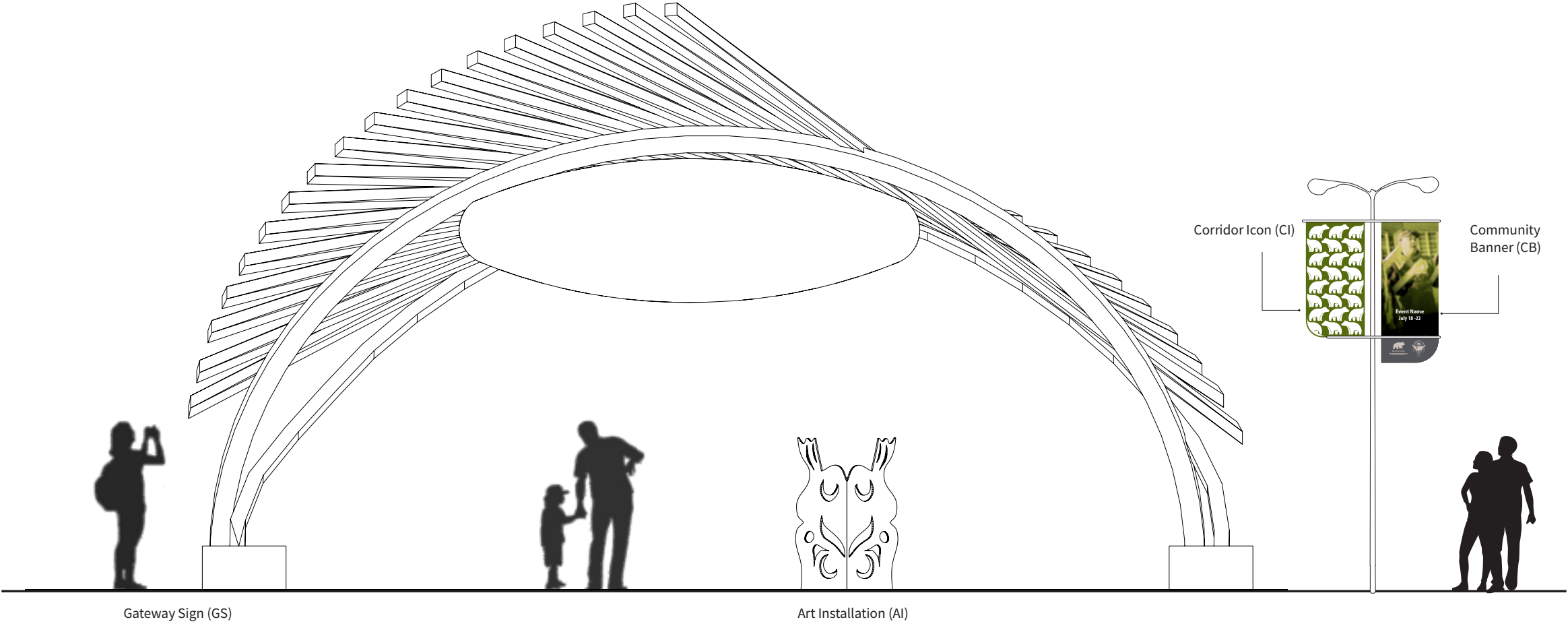
Corridor Icon Banners

Corridor Icon Banners are paired with Community Banners. Corridor Icon Banners are a permanent fixture: materials are suited for long-term installation, and the messaging relates to the travel corridor where it is found. The Corridor Icon Banners typically appear at the head and tail of a pageantry sequence.



Photo credit: Destination BC/Dave Silver

FULL FAMILY OF SIGN TYPES



4.3 GNCR Signage Location Map

The location map shows the proposed distribution of sign types and clusters around the GNCR and spurs. The following criteria guided the decision-making:

- The bulk of GNCR signage will be located at rest areas, visitor information centres, major airports and iconic destinations.
- This location map does not identify signage in communities or at trailheads.
- Rest areas are the most realistic placement for larger-scale portals, beacons and clusters of pillars as they have space. Rest areas will be chosen from NBCTA's priority rest areas as well as other good-sized pull-outs that have good visibility from the highway, washrooms, and, if possible, charging stations.
- At major highway entry points to Northern BC, Gateway signage at rest areas will announce visitors' arrival and provide a stopping point to mark their entry.
- Wherever possible, visitors will be introduced to each sub-region at the head and tail of the sub-region (for visitors travelling in either direction). Some signage clusters will sit on the border between sub-regions and will introduce both regions, though for the most part they will be located within the sub-region. These sign clusters are most often located in rest areas outside of communities, rather than in communities, where some information will be duplicated at visitor information centres and airports.
- Beacon and Pillar clusters are indicated for major airports, as they are entry points to a sub-region.
- Throughout Northern BC, visitor information centres will be indicated for a cluster of signs related to their sub-region, and in some cases, iconic destinations.
- Signage is indicated for all iconic destinations in Northern BC, providing a recurring pattern of signage that visitors will recognize around Northern BC.



Each sign location has been assigned a code, based on the region, sub-region and location type (i.e., visitor information centre, airport, rest area). These codes are also reflected in the message schedule, found in the appendix to this document.

Code Key:

Regions

Northern Rockies NE

Peace Region PR

Prince George Centre PGC

Skeena Bulkley Nechako SBN

Rainforest Coast RC

Northwest BC NW

Location Type

Gateway G

Visitor Information Centre V

Airport Y

Rest Stop A - P

Iconic Destination or Route X

Sub-regions

Muskwa Kechika MK

Fort Nelson FN

Peace River PR

Pine Pass PP

Prince George PG

Robson Valley RV

Vanderhoof Fort St. James VSFJ

Lakes District LD

Bulkley Valley BV

Skeena Valley SV

Prince Rupert Kitimat PRK

Nass Valley NV

Stewart Meziadin SM

Stewart Cassiar SC

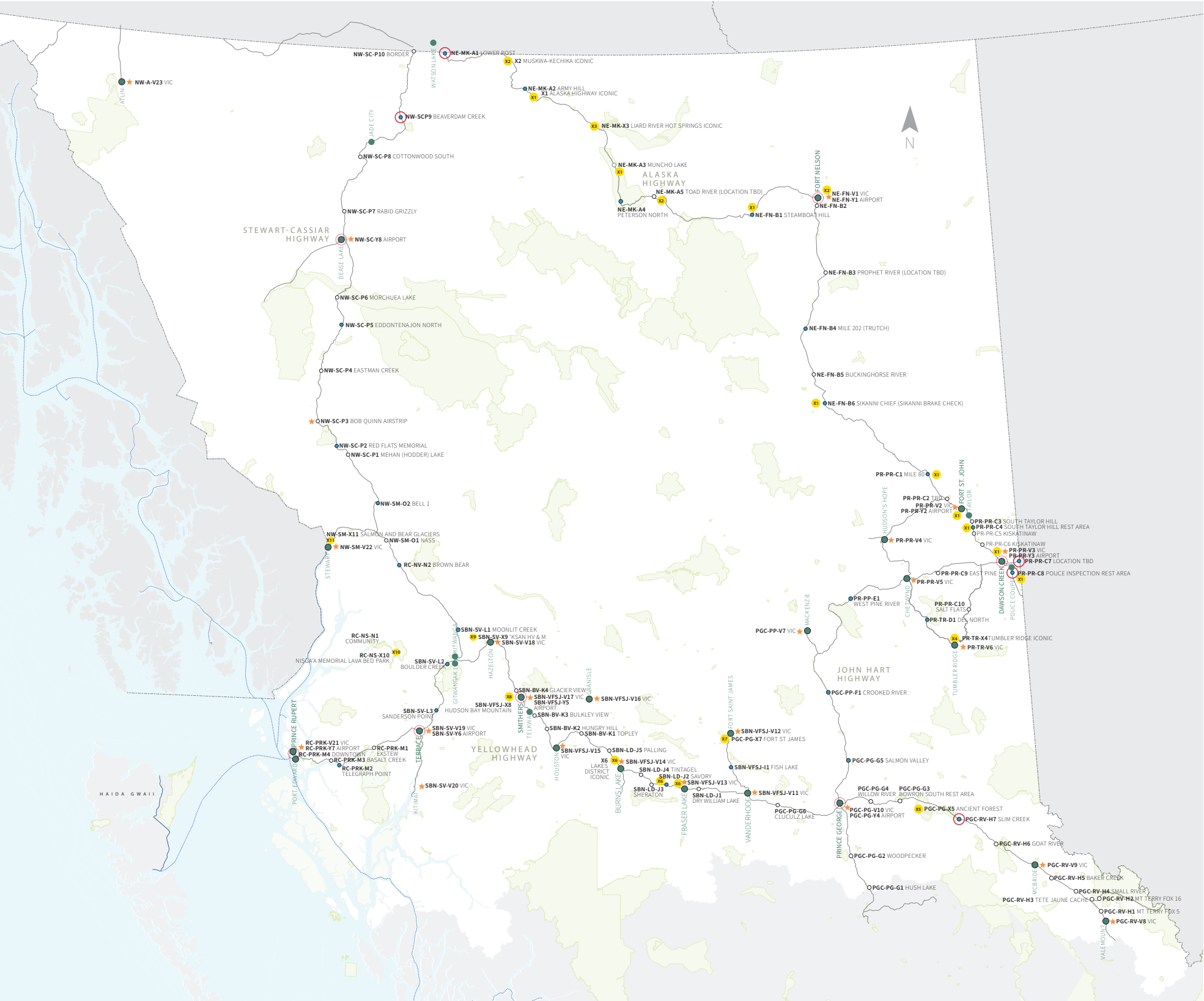
Atlin A

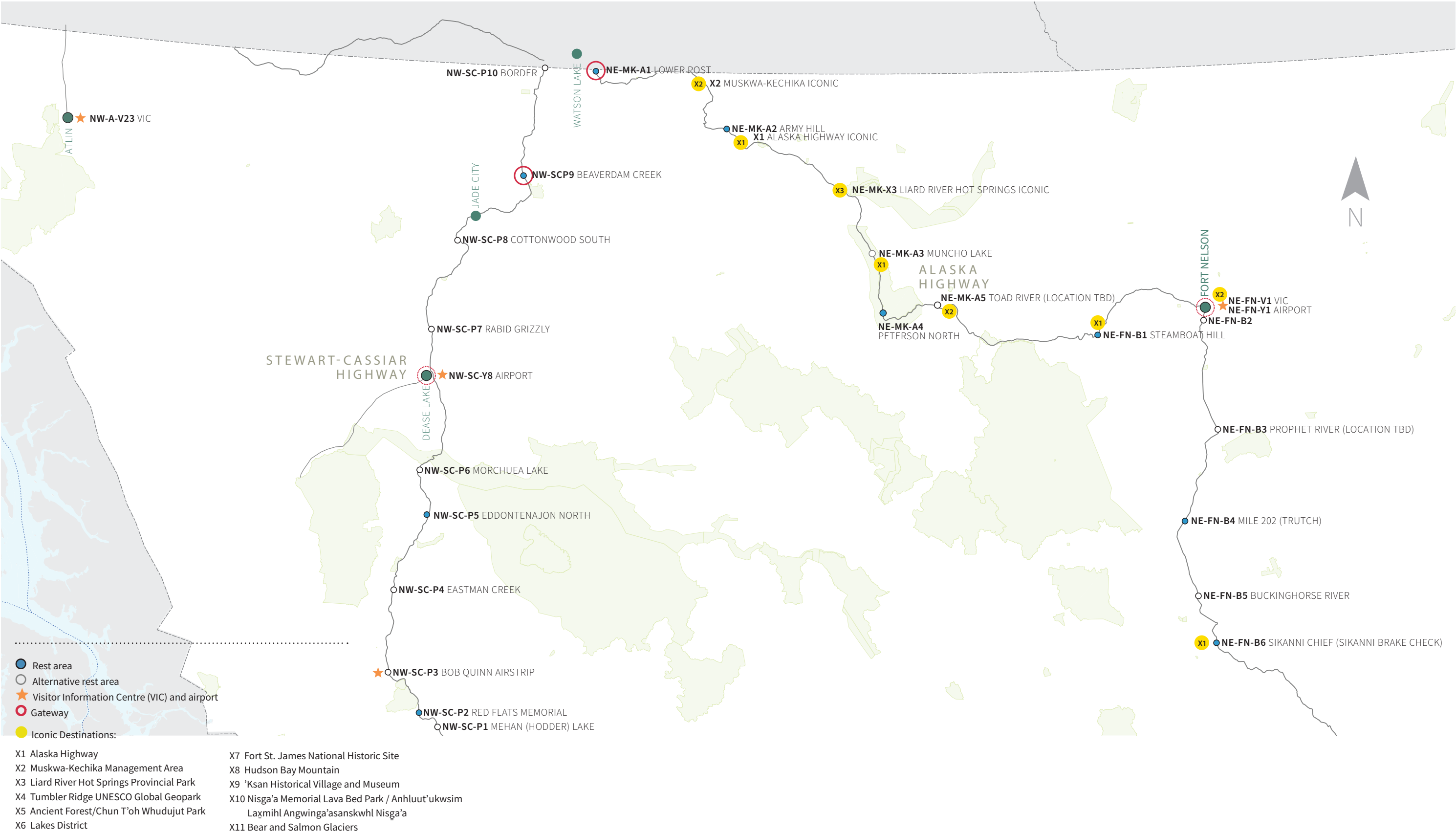
- Rest area
- Alternative rest area
- Visitor Information Centre (VIC) and airport
- Gateway
- Iconic Destinations:

- X1 Alaska Highway
- X2 Muskwa-Kechika Management Area
- X3 Liard River Hot Springs Provincial Park
- X4 Tumbler Ridge UNESCO Global Geopark
- X5 Ancient Forest/Chun T'oh Whudujut Park
- X6 Lakes District

- X7 Fort St. James National Historic Site
- X8 Hudson Bay Mountain
- X9 'Ksan Historical Village and Museum
- X10 Nisga'a Memorial Lava Bed Park / Anhlut'ukwsim Laxmihl Angwinga'asanskwhl Nisga'a
- X11 Bear and Salmon Glaciers

MAP OF GNCR SYSTEM SIGNAGE







4.4 Customization

The NBCTA recognizes the need for signs in the system to be customizable for communities. The *Signage Master Plan* includes several ways for the signage to be customized:

- Clusters of signs are located at feeder locations. The content at each feeder location is tailored to the sub-region, including the communities within it. From maps to destination suggestions, to interpretive content and safety messages, signs encourage visitation to communities and attractions within each sub-region.
- Pillar signs include areas for co-branding with communities. While the GNCR sign program is not branded as such (it has no logo identifying the system), the program accounts for partner and community branding. Thus, individual communities can connect the GNCR signage to their own community signage programs through the use of partner logos.
- The Banner program provides a sign type that allows for full customization by communities or partners. Again, the visitor will come to recognize that this is a cohesive program, and they will trust the destinations (even events) that the communities choose to promote.

EXAMPLE OF AREAS AVAILABLE FOR CUSTOMIZATION ON PILLAR SIGNS



5.0 Content and Messaging

5.1 Content Overview

The *Signage Master Plan* provides a high-level message schedule (see Appendix), which delineates locations, sign types and messages. Interpretive content for GNCR signage should be developed using the corresponding themes, sub-themes and topics outlined in the *NBCTF*. Appropriate topics for each location will need to be identified with partners and/or consultants who are familiar with the area and understand the unique locations and their interpretive potential. Research will need to be carried out to develop interpretive text, source images, and influence artwork for interpretive panels.

Note: The message schedule in this document should be read in conjunction with the *NBCTF* document to get a holistic understanding of the interpretive content to be included on signs. In many cases, readers will need to refer to the corresponding region, sub-region, and corridor themes and topics in the *NBCTF* for more details. This approach ensures readers will reference the most up-to-date version of the *NBCTF*, which is envisioned to be updated over time.

5.2 Content Categories

Messages identified for the *Signage Master Plan* include several categories of content:

- **Zoning:** *The Signage Master Plan* is broken down geographically into regions, sub-regions and travel corridors. The name of the highways will be featured on beacons and pillars, to reinforce for the visitor that they are in a particular corridor.
- **Indigenous Territory Acknowledgment and Language:** GNCR signs, particularly Gateways and Beacons, should include an acknowledgment of traditional territory and treaty lands. If appropriate, and with the permission of Indigenous Nations, Indigenous languages could also be included in welcome messages and/or interpretive content.
- **Artwork:** Certain signs in the signage family, specifically Gateways, could include an art piece to be commissioned in consultation with the local area’s First Nations. These pieces will always be accompanied by a pillar sign to identify the artist and provide context for the art.
- **Maps:** Several types of maps are envisioned for the sign family. Maps called out in the message matrix for the GNCR route include Northern BC-wide (for iconic destinations), regional and sub-regional scales. Other maps that may be included on community-led pillars and guideposts include community maps, linear maps (subway-style), and trail maps.
- **Safety:** A key requirement of the GNCR route signage will be safety messages. These may include emergency service numbers (911), availability of cell service, seasonal driving notes, distances between services, and animal safety.
- **Destinations:** A key goal of the signage will be to inform and orient visitors to destinations across Northern BC. Iconic Primary and Secondary Signs will include information about all iconic destinations in Northern BC. Non-iconic destinations should also feature in regional, sub-regional and community-related pillars, for example, BC Parks, museums, visitor centres, attractions, and recreation facilities. Refer to the *NBCTF* for key destinations for each region and sub-region. Visitors will be encouraged by maps and content to explore and experience each area. Care should be taken to identify long-standing destinations to ensure the longevity of the signage.

- **Interpretive:** Interpretive themes and topics found in the *NBCTF* should form the basis (outline) for interpretive content for signs developed for the GNCR.
- **Indigenous Content:** The *NBCTF* contains themes and topics that can be referenced when developing Indigenous content for signs for the GNCR. However, It is important to discuss and understand ownership of traditional knowledge, stories, and work done with Indigenous Peoples. Themes and topics listed in the *NBCTF* should always be vetted with Indigenous Nations before any information is shared through signage, interpretive experiences, or tourism experiences and products.
- **Guideposts:** The message schedule does not identify where Guideposts could be included in the sign clusters. It is assumed that this level of signage would be decided on by the group responsible for developing signage at each location, as they will be in a better position to determine Guidepost requirements.

5.3 Indigenous Engagement

As noted in the previous section, the GNCR sign family designs include placeholders for the acknowledgment of traditional territory and treaty lands of Indigenous nations, Indigenous artwork, language, interpretive content, and customizable sign opportunities for Indigenous communities, tourism operators, and destinations. Engagement and input will be required going forward to identify the most appropriate way to represent Indigenous Nations in sign artwork and content, and to obtain permissions. Refer to the *NBCTF* for themes and topics related to Indigenous nations.

Preliminary Gateway designs provided in the *Signage Master Plan* include Indigenous artwork. Ideally, a program of Indigenous art would be developed for all Gateways. Artwork created for the Gateways could also be reflected in the graphic designs of corresponding signs at the Gateways, and potentially throughout the GNCR sign family.



Credit: Destination BC/Grant Harder

6.0 Design Standards

6.1 Introduction

This section summarizes the design approach for the GNCR signage family and provides guidelines for each sign type within the family. It is meant to be used as a manual for planners as they implement specific signage projects.



6.2 Design Approach

Guiding Principle: Taking Inspiration from Nature

The design approach to the signage family is based on abstracted, geometric forms that take visual cues from Northern BC’s incredible landscape.

Visitors driving into Northern BC are welcomed by remarkable gateway signage at major entry points. Gateways include a large-scale overhead structure with a welcome sign and clusters of signs and artwork. The main structure is an abstract interpretation of a mountain, valley, waterway, or movement.

Other elements of the sign family carry through the emphasis on the landscape. They are informed by nature, yet intended to contrast with their surroundings. The signage will stand apart from the landscape, becoming visible when needed and blending in when viewing the wondrous landscapes beyond.

Sign profiles reflect the environment: tree-like posts behind a dense canopy. The panel shapes and icons are formed using the golden section, a spiral-like geometric form common in nature.

Typography

Typography is a critical aspect of the signage. Legibility, readability and appropriateness of style are integral to the typeface selection. An additional requirement for the GNCR signage typeface selection is the typeface needs to contain a full folio of glyphs to support typesetting Indigenous languages.

Source Sans Pro has been selected to meet these needs. This is a sans serif, open-source font available through Adobe. Its full family offers weights which include regular and semi-bold as well as an extensive glyph folio.

Source Sans Pro REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro SEMI-BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sample Source Sans Pro GLYPHS

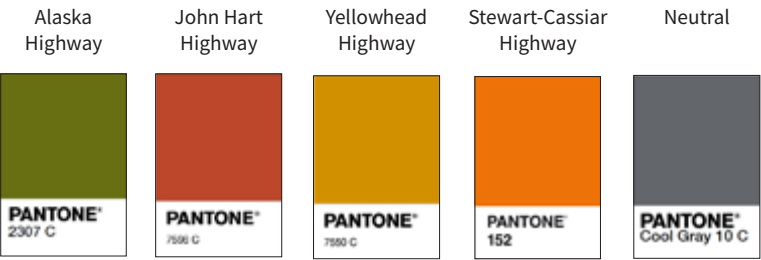
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Colour

The four key travel corridors of Northern BC direct the colour selection for the signage program. Each corridor is identified with a unique colour.

These hues are combined with a deep, neutral grey, which both quiets the signage program and ensures each unique colour is clearly recognizable to the visitor.

The following page expands on this approach.



Colour (con't.)



- This orange evokes several thematic elements of the Stewart Cassiar travel corridor. The colour:
- connects to Tahltan Nation tradition of drying fish
 - reflects gold rush history
 - echoes the volcanic deposits and mineral-rich mountains of Mt. Edziza



- This green reflects the history and outdoor focus of the Alaska Highway. The colour:
- is readily found in the surrounding mountain ranges and in the area's agriculture
 - mirrors the vast outdoor spaces and backcountry activities, like hunting, guiding and fishing
 - echoes the historic involvement of the military in the region



- The mustard colour chosen for the Yellowhead Highway is reflected:
- in the history of the name itself
 - in the seasonal hues of the landscape
 - in the wildflowers found along the highway during parts of the summer



- This earthy red colour was chosen for the John Hart Highway as it evokes:
- a history of forestry in the region
 - the soil and mud of the rivers
 - the forest floor and trunks of pine trees in this mountainous region
 - red-brown in the coats of wildlife like elk and deer

Panel Designs

Panel designs and iconography are based on our natural environment. The panel shape is derived from squares and circles—based on the Golden Section, a spiral-like form common in nature.



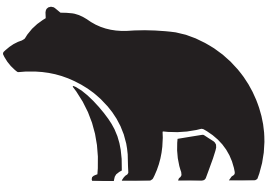
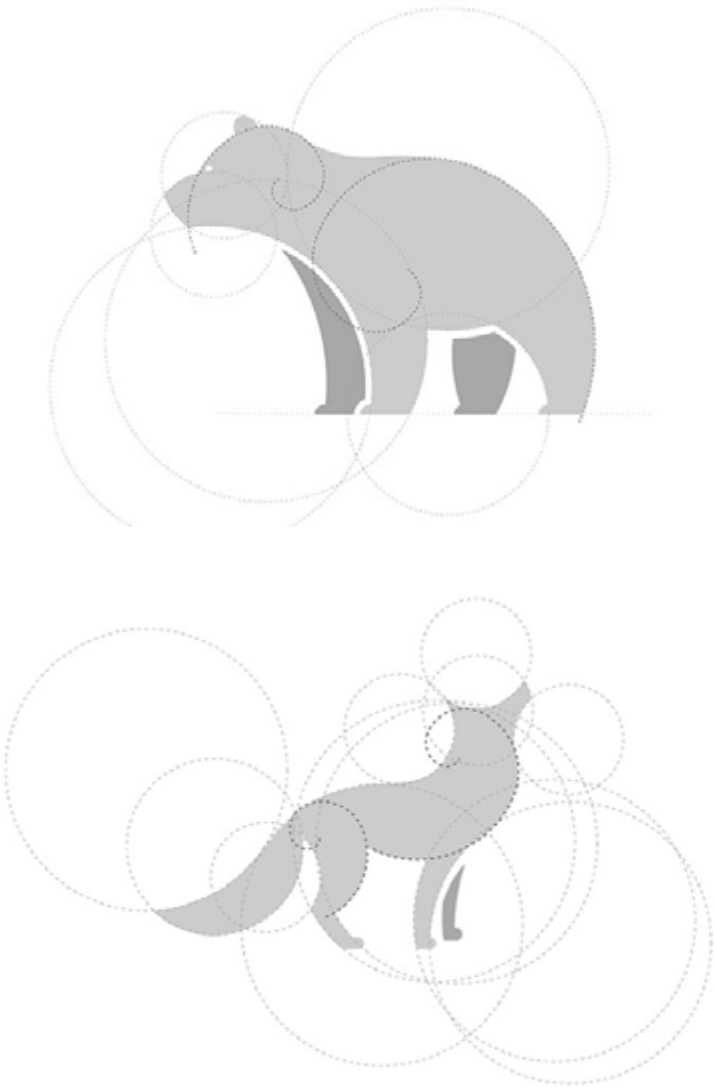
Credit: Northern BC Tourism/JF Bergeron

Illustrations

Each region will have a unique illustrative animal graphic selected according to the Thematic Framework messaging and additional consultation with NBCTA. Suggested animals are described on this page and paired with a corresponding representational icon for reference purposes only.

Stylistically, the Golden Section also supports the composition of these iconographic elements, and will guide the final, illustrated design for each icon.

SAMPLE ILLUSTRATION STYLE



Bear: Stewart Cassiar

Bears are a key species along this travel corridor, which many travellers are hoping to spot. There are great opportunities to spot black and grizzly bears along the route, especially during the area’s famous salmon runs.



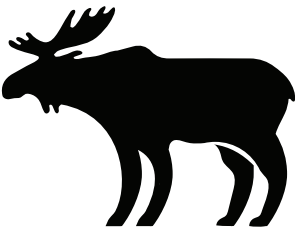
Salmon: Yellowhead Highway

Salmon are a key food species for animals and people alike along this travel corridor. First Nations have relied on salmon in this region for thousands of years—from ocean fishing near Prince Rupert, to the bountiful salmon runs on the Skeena, Bulkley and other rivers.



Eagle: John Hart Highway

The eagle holds special significance for the First Nations along this route. The observant traveller will have many opportunities to spot these majestic predators, including in the Pine Pass, where birds are abundant.



Moose: Alaska Highway

The Alaska Highway is world-renowned for its large mammal spotting, including the huge and abundant moose. Moose is also a key species for First Nations along this route, providing food and hide for traditional crafts.

Universal Icons

Universal-style Icons will be used to call attention to safety messages and other important communications.

SAMPLE iCONS



Maps

Maps are a reoccurring visual element for each member of the sign family, with the exception of the community banners. Two styles of maps are used: a flat colour territory map and a subway-style map. Territory maps will be included on the Iconics, Beacon, Pillar and Guidepost signs. Territory maps illustrate the following features: the greater GNCR region, detail where a visitor is currently located within the GNCR (via a “You Are Here” call-out), zero in on travel corridors based on the location of the sign, and indicate the greater geographical area in which a select trail exists. The maps are chromatically linked to the travel corridor palette as outlined earlier in this section. Significant call-outs, such as the “You Are Here”, travel corridors and trails, will be highlighted in a punchy, contrasting colour which will be developed in the upcoming phase.

SAMPLE TERRITORY-STYLE MAP: SIMPLE FORMS WITH FIELDS OF FLAT COLOUR AND SIMPLE ROUTES



MAP EXAMPLES ON SIGN DESIGNS: ICONICS, BEACON, PILLAR, GUIDEPOSTS



Iconic Primary and Secondary signs: Illustrate the complete GNCR and highlight the Iconics locations. A prominent “You Are Here” call-out orients visitors

Beacon sign: Section of the GNCR (requires a “You Are Here” call-out) w/ inset map of full region

Pillar sign: Travel corridor, section, with “You Are Here” call-out

Guidepost sign: Location of trail within a regional area

Maps (con't.)

Subway-style maps, found on side panels on Pillar signs and on Guideposts, identify nearby communities and trails.

These maps are chromatically linked to the travel corridor palette as outlined earlier in this section. Significant call-outs, such as a “You Are Here” and trails, will be highlighted in a punchy, contrasting colour which will be developed in the upcoming phase.

SAMPLE SUBWAY-STYLE MAP: COLOURED, GRAPHIC TRAVEL LINES AND GEOMETRICALLY SHAPED DESTINATION POINTS

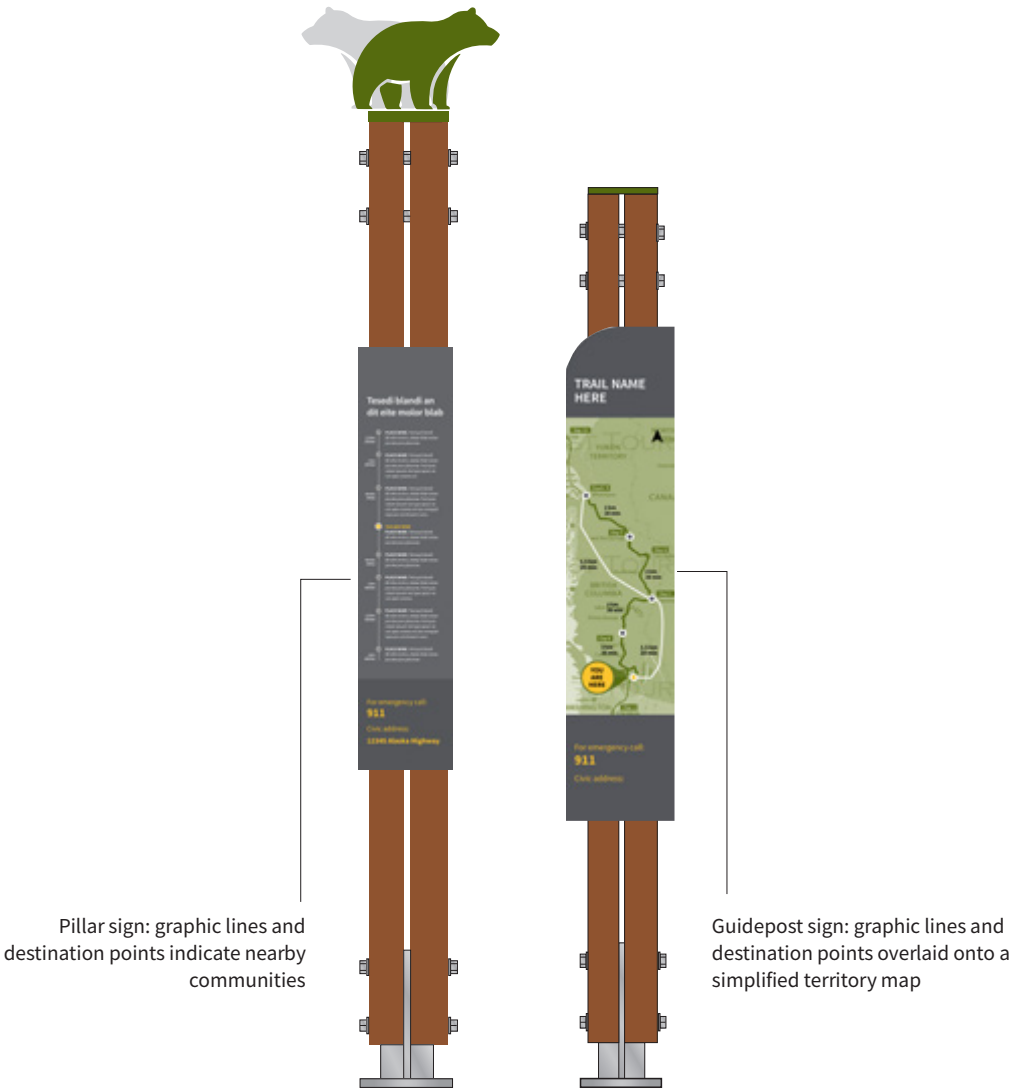


METRO MAP

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ut pretium lectus. Donec feugiat lacus eu orci rhoncus, ac vulputate magna lacinia.



MAP EXAMPLES ON THE PILLAR AND GUIDEPOST SIGN DESIGNS



6.3 Sign Types

The GNCR signage program consists of a full sign family. The sign family provides a flexible approach that can be utilized in many different configurations—from large-scale welcome messages to small-scale trailhead signage. The hierarchy is as follows:

- Gateways
- Artwork
- Beacons
- Iconic Primary
- Iconic Secondary
- Pillars
- Guideposts
- Banners

Clusters

The configuration and quantity of sign clusters will be determined by the site (size, shape, location), available budget and content needs.

There is no formal site layout for clusters. Entrances, exits, views, and other factors will determine the placement of signs and clusters.

NOTE: Clusters are considered feeder locations, meant to encourage visitation to nearby destinations or within the sub-region.



Sample cluster A



Sample cluster B

6.3.1 Gateway

At key entry points to Northern BC, visitors will encounter highly visible, remarkable structures that announce their arrival. Prominent in the natural setting, the gateway sign is visible from the road and attracts visitors to the rest stop.

The proposed design comprises a series of metal slats—the slats are a common form used throughout the system—evocative of the landscape and motion. The sign’s peak includes a panel in multiple languages indicating arrival to Northern BC.

The Gateway sign could include an art piece. The artwork would be commissioned in consultation with the First Nations of the area.

The overhead structure creates a ‘place’ for gathering. Like other monumental signs, the sign is a destination in and of itself and will encourage visitors to stop and explore, take pictures to commemorate their journey, and find out more about what is available to them in the region they are entering.

By virtue of appearing at borders, the signs are also entry points into regions (and thus the first sub-region). A pillar sign may be used to recognize this fact.

Several signs are clustered under the canopy or nearby, likely Pillar and Guidepost signage.

Purpose:

- Welcomes visitors to Northern BC
- Provides a remarkable entry point that encourages visitors to stop and commemorate their journey and find out more about the region
- Introduces aspects of the next leg of the visitor’s journey

Note: This sign type requires further development and consultation with MoTI, stakeholders, and First Nations in the future.

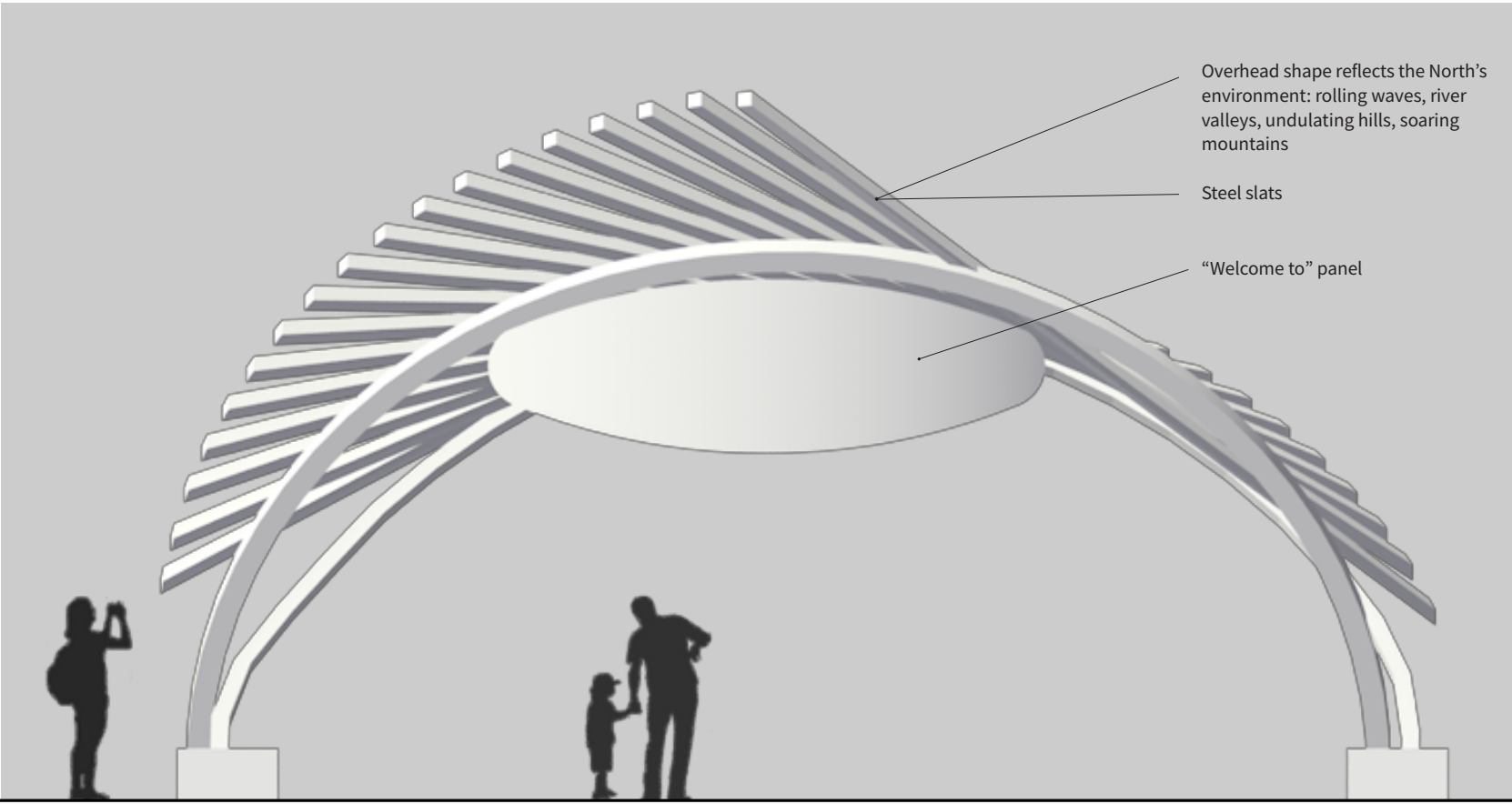
Location:

Entry points to Northern BC:

- Prince Rupert
- Southeast of Prince George on Highway 16
- South of Prince George on Highway 97
- Yukon border on Highway 97
- Yukon border on Highway 37
- East of Dawson Creek on Highway 49

Fabrication and Installation:

- Must be arranged with the provincial and federal highway authority (PWC and MoTI)
- The structure and footings require review and approval by an engineer
- Memorandum of Understandings (MOUs) will be required to confirm the long-term maintenance of the sign



DRAFT DESIGN

6.3.2 Artwork

The Gateway could include an art piece to be commissioned in consultation with the area’s First Nations.

Ideally, the art pieces are commissioned by the same organization, using the same statement of intent, and evaluated by one group of individuals who have a history with the artwork component of the project.

The artwork may be a single work or multiple pieces. The art is intended to stand under or near the Gateway. The artist may also wish to develop a piece that interacts with the Gateway structure. The base of the Gateway signs are cast-concrete, and the artist may coordinate with the sign fabricator to incorporate part of their work into the base.

A Pillar sign should accompany the artwork to identify the artist, the artwork, and any other relevant information (like an interpretive panel talking about the region’s art).

Artwork is not solely limited to the Gateway. If deemed appropriate, any rest stop may have artwork and a Pillar.

Location:

The entry points to Northern BC:

- Prince Rupert
- Southeast of Prince George on Highway 16
- South of Prince George on Highway 97
- Yukon border on Highway 97
- Yukon border on Highway 37
- East of Dawson Creek on Highway 49
- Rest stops

Fabrication and Installation

- Must be arranged with the provincial and federal highway authority (PWC and MoTI)
- Any foundations for art require review and approval by an engineer
- Any artwork incorporated into the base structure requires review and approval by an engineer
- MOUs will be required to confirm the long-term maintenance of the art

SAMPLE OF CAST-CONCRETE BASE



Photo property of Squamish.ca

6.3.3 Iconic Primary and Secondary

Iconic signs announce visitors have arrived at or are travelling through one of 11 iconic visitor destinations in Northern BC. The content of this sign does not repeat what can be found elsewhere at the iconic sites, as most already have signage. Rather, the sign marks visitors’ arrival at an important place and encourages them to explore and understand all of Northern BC’s iconic destinations.

Depending on the type of iconic destination—attraction, route or area—the sign is located at a prominent location where most visitors encounter the sign, but not as to detract or take away from other partner signage. As this program is developed, landscaping may be considered as part of the implementation. Ideally, the Iconic Primary is located at a pullout that is on-property—Liard River Hot Springs, for example, has a rest stop at the park entrance. Otherwise, the Iconic Primary is located on-site at the visitor centre or the Iconic destination’s principle parking lot. The Iconic Primary may also be used at a significant stop along an Iconic route like the Alaska Highway.

The Iconic Secondary is a smaller sign. For Iconic destinations that are routes or geographic areas—Lakes District, for example—this sign conveys the importance of the destination at various locations. For destinations of this nature, the multiple locations ensure the visitor engages with the sign at least once when they are navigating the route or place.

Both sign types require additional land-use agreements, and multiple parties may be involved. In some cases, the installation of signs is arranged with the MoTI alone; at other times, partners (the Iconic Destination) and municipalities may be involved to secure a place to install following the localized bylaw.

Iconics include:

- Bear and Salmon Glaciers
- 'Ksan Historical Village and Museum
- Nisga’a Memorial Lava Bed Park
- Tumbler Ridge UNESCO Global Geopark
- Muskwa-Kechika Management Area
- Alaska Highway
- Hudson Bay Mountain
- Fort St. James National Historic Site
- Lakes District
- Ancient Forest/Chun T’oh Whudujut Park
- Liard River Hot Springs

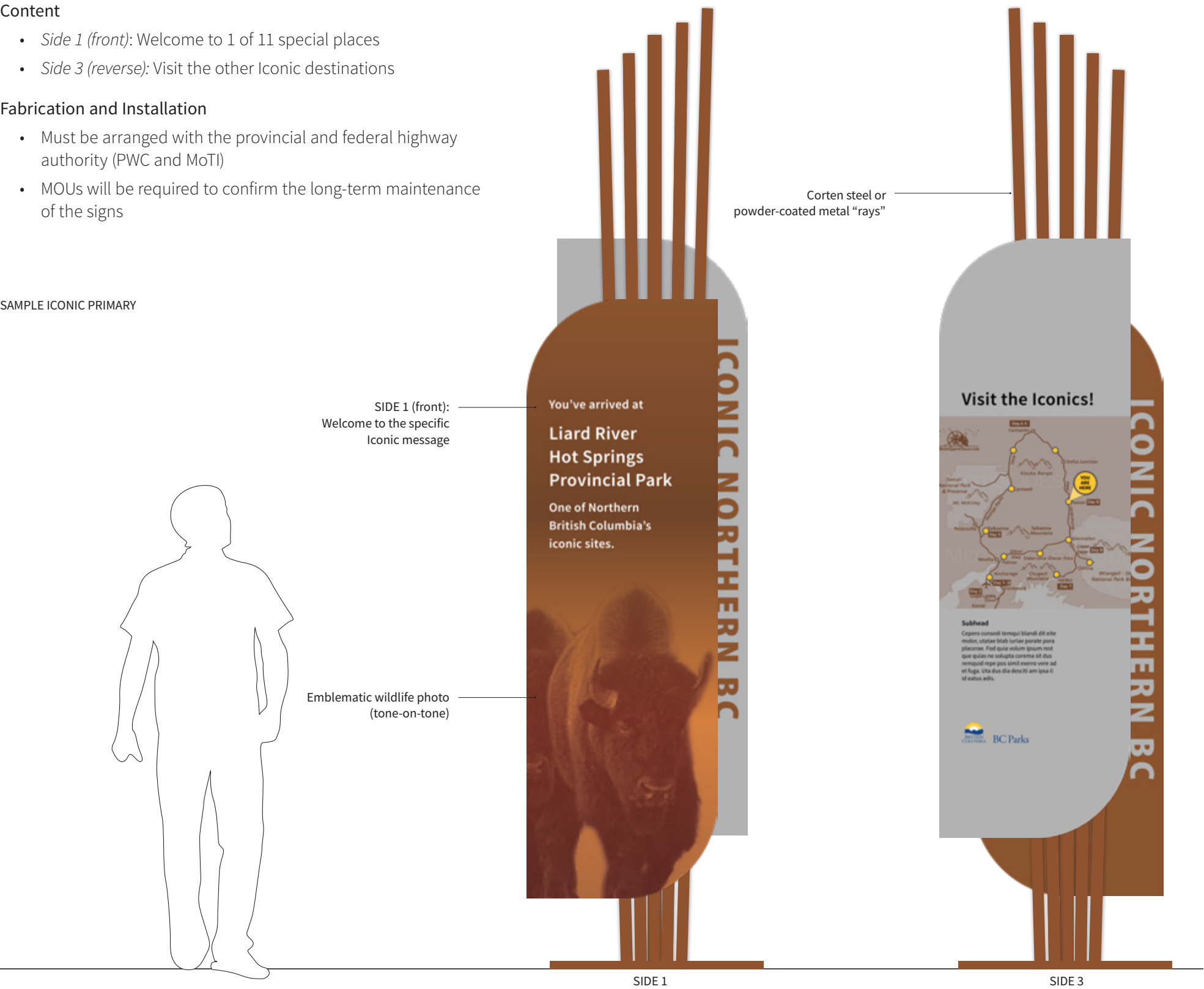
Content

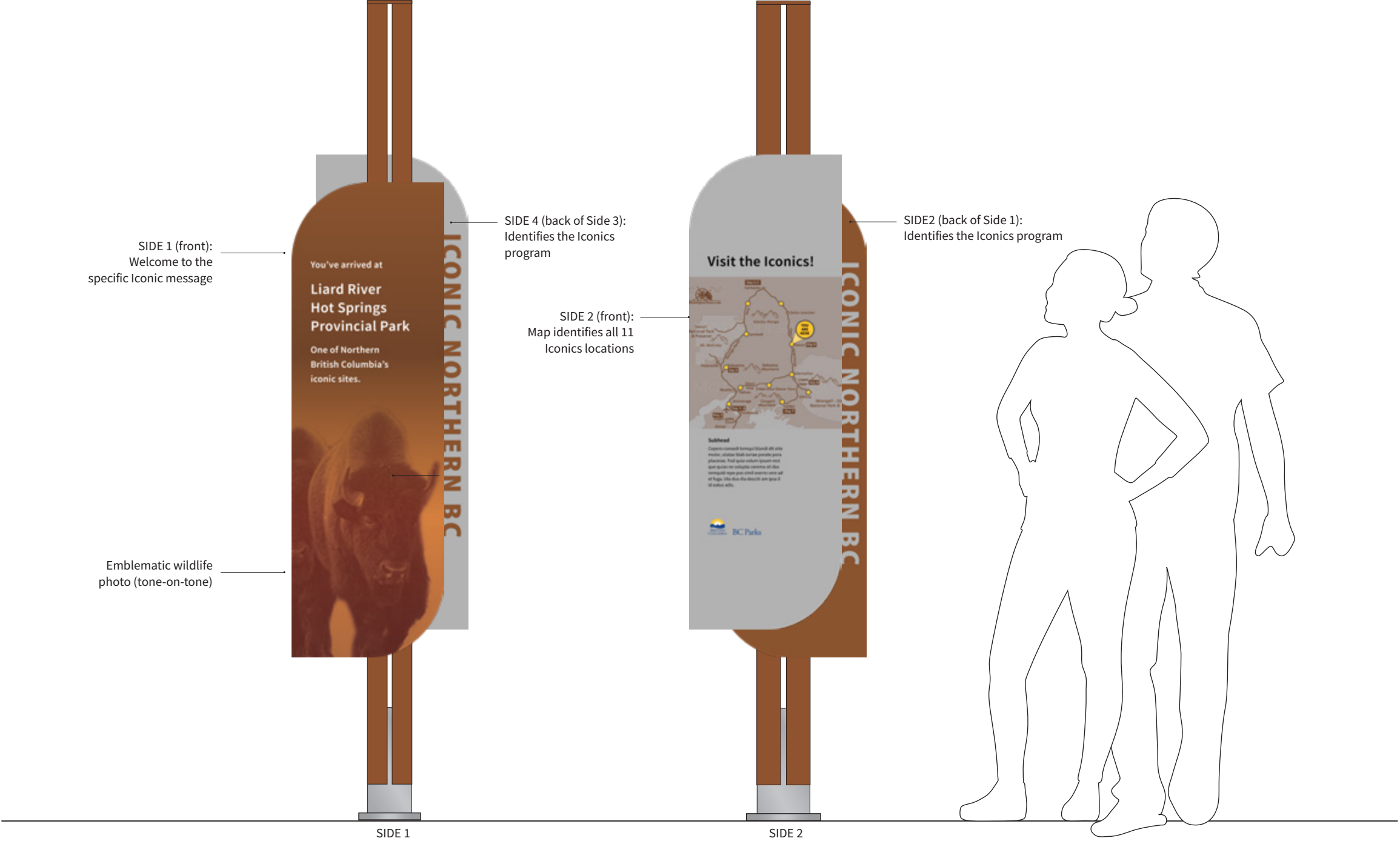
- Side 1 (front): Welcome to 1 of 11 special places
- Side 3 (reverse): Visit the other Iconic destinations

Fabrication and Installation

- Must be arranged with the provincial and federal highway authority (PWC and MoTI)
- MOUs will be required to confirm the long-term maintenance of the signs

SAMPLE ICONIC PRIMARY





6.3.4 Beacon Signs

Beacon Signs introduce regional and sub-region themes and topics, and provide a place for Indigenous territorial acknowledgment.

A flexible system of panel-type configurations allows for the Beacon Sign to contain a combination of regional and sub-regional information. Its primary function is to communicate information, themes, and topics that relate to the next leg of the journey. Note that region and sub-region names are not public-facing terms. There shall be no mention of a sub-region by title or name unless it is a known entity: Muskwa-Kechika, for example, is a defined area, whereas Prince George Center is not.

Beacon Signs are planned throughout Northern BC, typically at rest stops well within a sub-region. In rare cases, a single Beacon Sign may be used to introduce two sub-regions.

The Beacon has two primary faces (not all panel types shown here). Typical panel content may include:

- Indigenous territorial acknowledgement
- Introduction to sub-region themes and interpretive topics
- A map of the region (and its relation to Northern BC)
- The corridor name (on the reverse side of the main panels)
- The corridor icon (on the front side of the main panels)

The corridor colour informs the palette for all graphic elements.

Purpose:

- Introduce icons and overarching themes of the regions and sub-regions
- Reinforce the travel corridor
- Introduce or reinforce graphic language of signage system
- May include Indigenous languages and/or territory and treaty land acknowledgment

Fabrication and Installation

- Must be arranged with the provincial and federal highway authority (PWC and MoTI)
- MOUs will be required to confirm the long-term maintenance of the signs



6.3.5 Pillar Signs

Pillars do the majority of information sharing, including sub-region-related content, maps, interpretation panels, destination information, travel routes, and safety.

Pillar Signs are highly flexible signs that communicate a wide range of messages and content. In the *GNCR Signage Master Plan*, these signs provide information and content specific to sub-regions. The signs appear at rest stops, visitor information centres, and airports, but are not limited to these locations.

The content wholly focuses on the area surrounding where the sign is encountered—a community, a municipality, park or other area. The *NBCTF* is the source of reference for identifying themes and topics. Content will provide the visitor with a deeper understanding of the area and encourage further exploration. These signs also allow communities or other partners to customize the signs for their use.

The system includes a panel that any community, organization, or tourism partner can customize. For example, Pillars can include lists of summer events and festivals, farmers’ markets, etc. The system also reserves areas of key panels for community brands.

While the sign type may be found on its own, Pillar Signs are most often found in a cluster of signs. A single Pillar has four sides; each can handle various forms of content. For example, maps may be used on the primary faces (sides 1 and 3), or alternate map forms can be used on the narrow panels (sides 2 and 4). The finial appears on select pillars; those that include maps and content related to the geography of a region or sub-region.

Typical panel content may include:

- Welcome in English /Indigenous language(s)
- Interpretive and/or community messages
- Corridor name
- Partner logos
- Safety information
- Finials (indicating the travel corridor)

Purpose:

- Explore sub-region themes, stories, and destinations
- Explore community-level stories

Locations:

- Rest areas
- Visitor centres
- Community locations
- Airports
- Parks
- Destinations
- Trailheads

Panel Layout Types:

Overview/sub-region highlights:

- Key area themes and destinations
- DBC Iconic (Northern BC)

Map panel(s):

- Map of region
- Map of sub-region
- Other maps

Interpretation panel(s):

- Artist/artwork interpretation
- Interpretation of corridor themes
- Interpretation of sub-region themes
- Interpretation of community stories
- Interpretation of region and/or sub-region Indigenous Peoples (First Nations to lead)

Destinations panel(s):

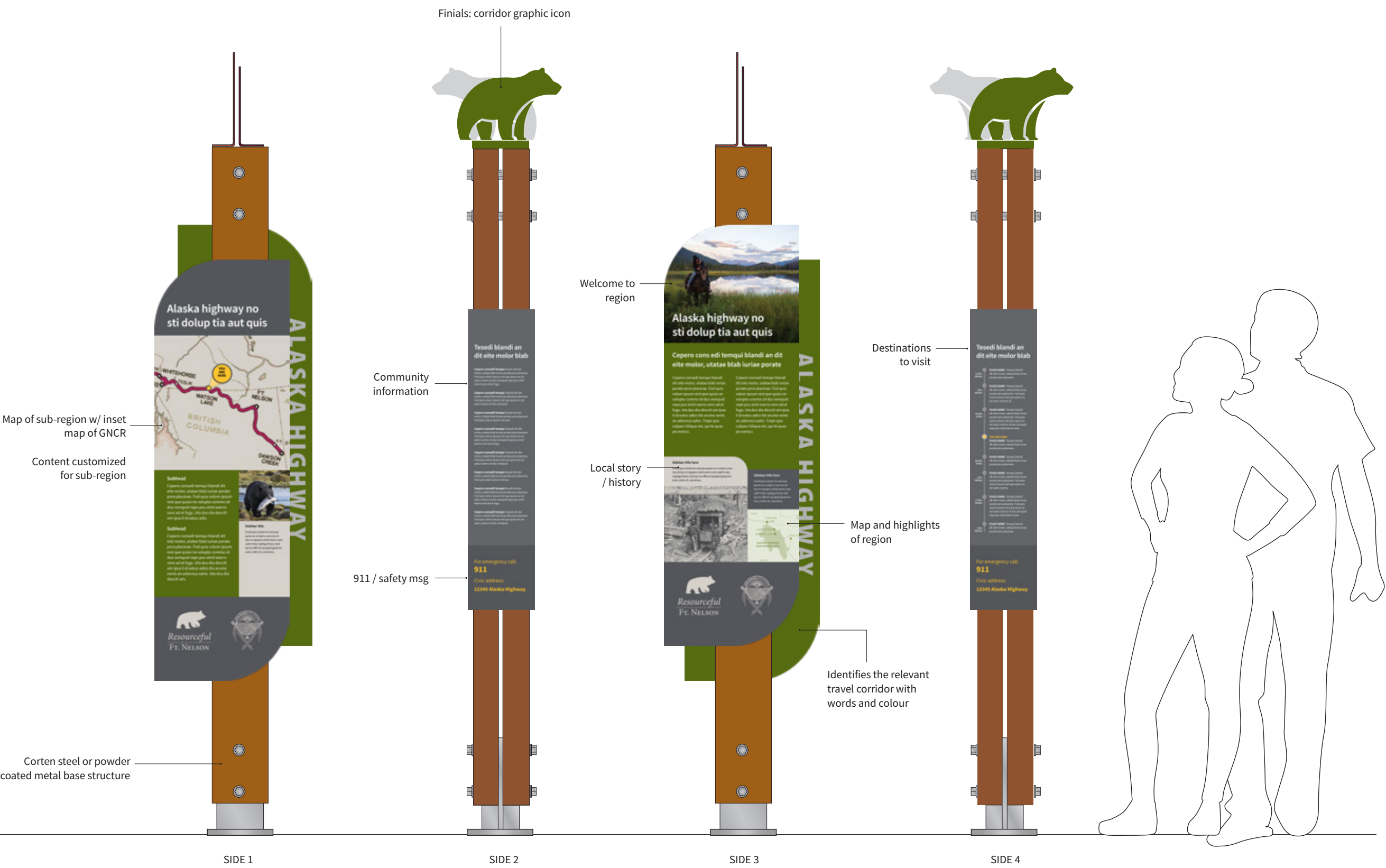
- NBCTA destinations (how to get there)
- Driving routes (intro, destinations, how to get there, length, etc.)
- Visitor information, safety, warning, 911 in case of emergency
- Damage to signs contact information
- Partner Facility Panel (destination): some NBCTA information with room for partner and funding logos, partners, maps, etc.

Directional Panel:

- Pedestrian-level directions

Fabrication and Installation:

- Must be arranged with the provincial and federal highway authority (PWC and MoTI)
- MOUs will be required to confirm the long-term maintenance of the signs



6.3.6 Guidepost Signs

Guideposts are smaller versions of the Pillar Signs. The smallest sign in the system, Guideposts are a tool to provide pedestrian-level information for visitors, reinforce directions, and will be particularly useful at trailheads, in community locations, at destinations, in community locations, or at destinations.

Like the Pillar, the Guidepost Signs are highly flexible and used to communicate a wide range of messages and content. Guideposts deliver information specific to a destination, like a trail, and may include additional content related to the feature where it is found. For example, if located at a trail, the sign may include information regarding similar types of recreation in the immediate area; or a panel may be used to interpret the trail name and history.

Purpose: Provide pedestrian-level directional, destination, and other information.

Typical panel content may include:

- Welcome messages
- Community/organization messages
- Wayfinding and orientation
- Safety messages
- Partner logos
- Maps

Location:

- Trailheads
- Parks
- Destinations
- Community information
- Visitor centres

Panel Layout Types:

Destination:

- Related to the location/activity (how to get there, services)

Information:

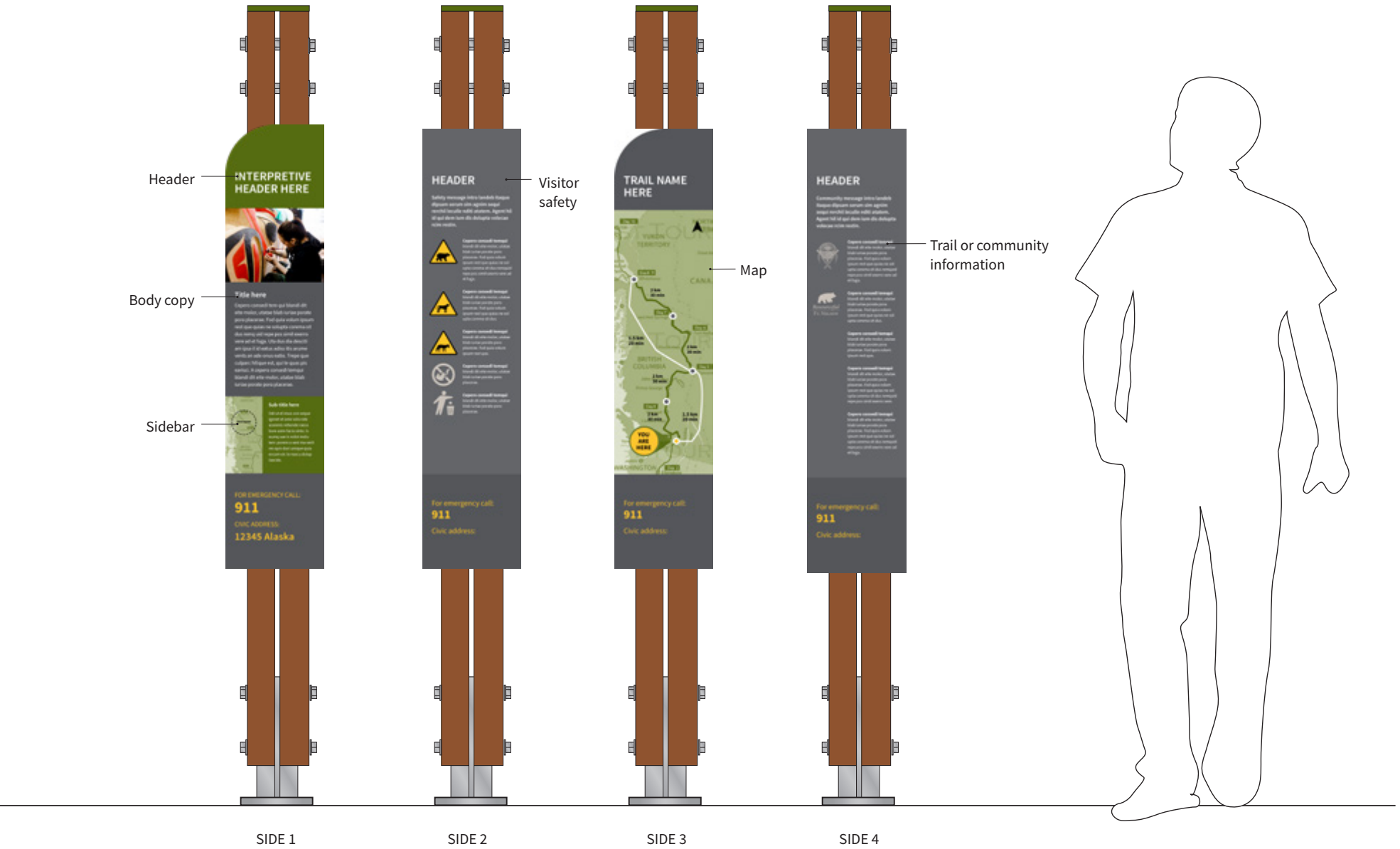
- Visitor information, safety, warnings, 911
- Damage to signs contact

Directional:

- Pedestrian directions

Fabrication and Installation

- Must be arranged with the provincial and federal highway authority (PWC and MoTI), and local authorities of jurisdiction.



6.3.7 Community Banners

Community Banners provide multiple partners (such as DBC, NBCTA, regional districts, municipalities, communities, and destinations) the opportunity for promotion. The designs reinforce the sign family system and provide a flexible and affordable sign methodology.

The banners include a large free-zone where the community or partner can promote tourism-related events, destinations, and even slogans and imagery. Banners also include another zone for community or partner branding. These banners (and the two zones of the banner) are NOT intended as sponsorship opportunities for commercial enterprises.

The system has also been designed to accommodate a generic banner, in which case the corridor of travel is highlighted.

Key elements of the banners include:

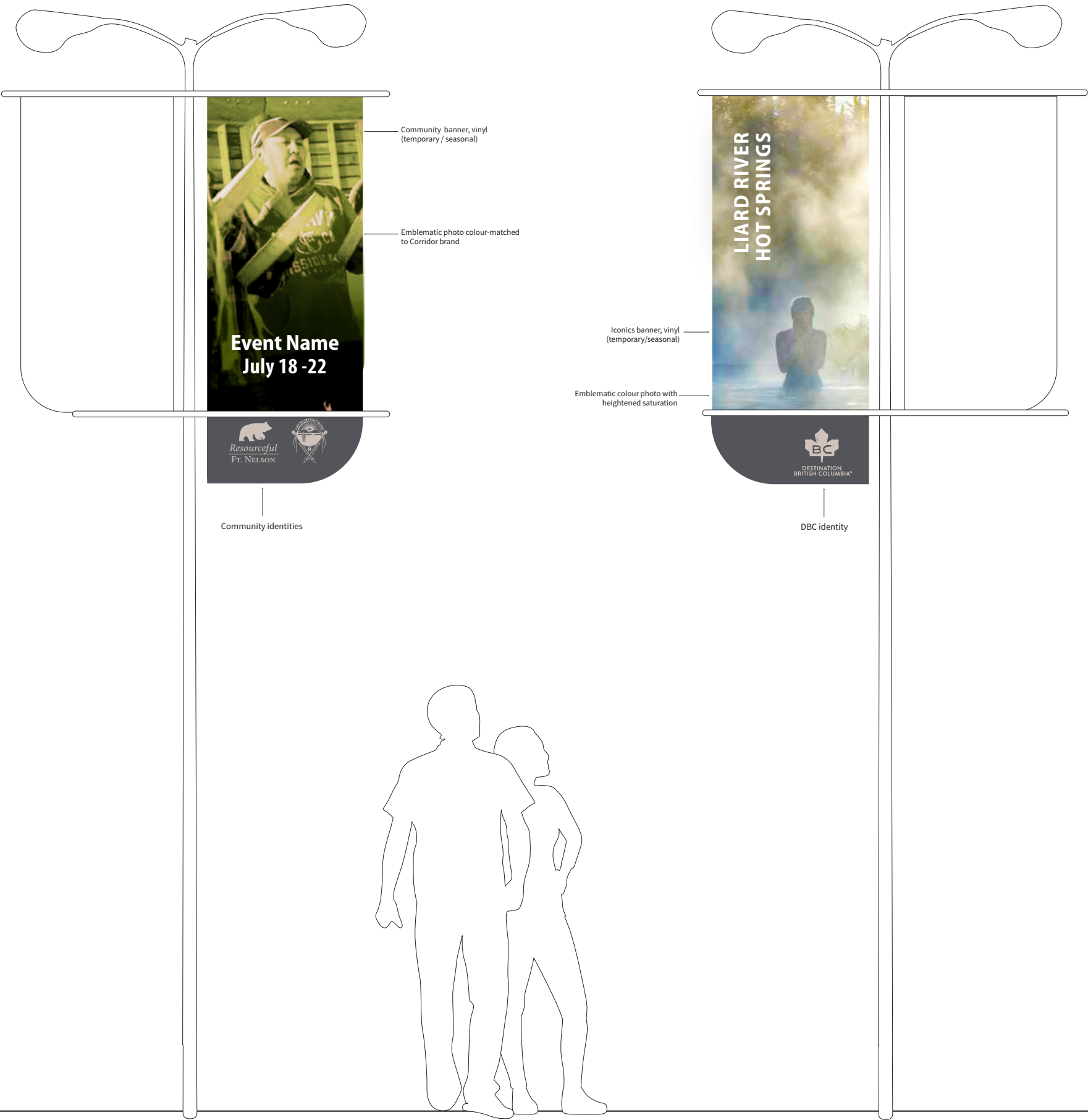
- Seasonal (temporary) vinyl banners
- Continuity of colours across the sign family
- Space for community, organization and destination identities

Purpose

- Highlight content and theme
- Indicate approaching iconic/destination

Fabrication and Installation

- Must be arranged with the provincial and federal highway authority (PWC and MoTI), and local authorities of jurisdiction.



6.3.8 Corridor Icon Banner

Corridor Icon Banners are paired with Community Banners. Corridor Icon Banners are a permanent fixture: materials are suited for long-term installation, and the messaging relates to the travel corridor where it is found. Corridor Icon Banners typically appear at the head and tail of a pageantry sequence.

Key elements of the banners include:

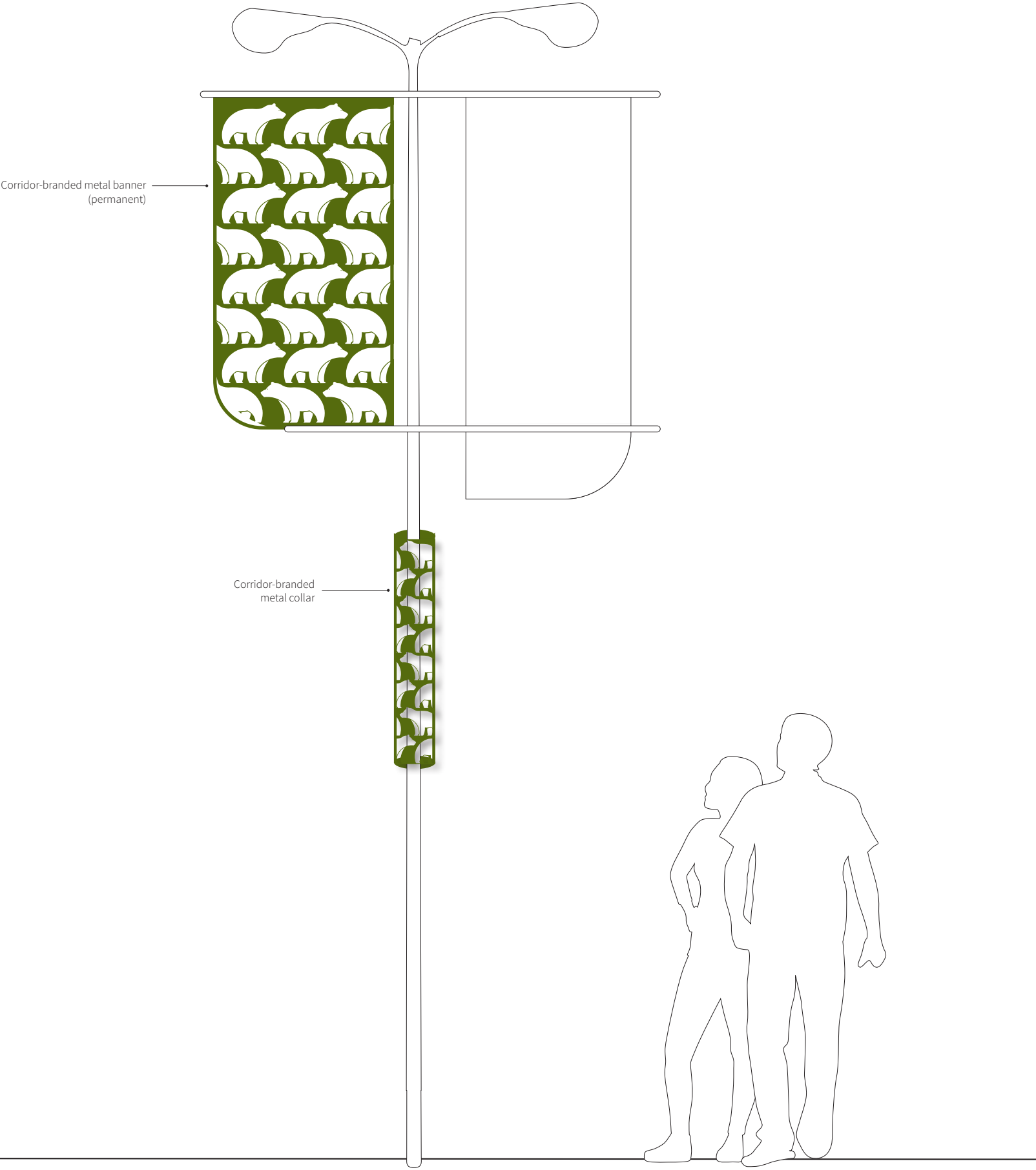
- Permanent corridor-branded metal banners and collars

Purpose:

- Reinforce the travel corridor

Fabrication and Installation:

- Must be arranged with the provincial and federal highway authority (PWC and MoTI), and local authorities of jurisdiction.



7.0 Design Drawings and Specifications

7.1 Design Drawings

The following pages provide design drawings for specific signage types within the signage family.



Top photo credit: Northern BC Tourism/Jason Hamborg
Bottom photo credit: Destination BC/Clare Levy

SHEET	TITLE
X0.00	DRAWING LIST
X0.10	ICONIC PRIMARY, DETAIL
X0.11	ICONIC SECONDARY, DETAIL
X0.12	BEACON, DETAIL
X0.13	PILLAR SIGN, DETAIL
X0.14	GUIDEPOST, DETAIL
X0.15	COMMUNITY BANNER, DETAIL
X0.16	CORRIDOR ICON BANNER, DETAIL
X0.17	CORRIDOR ICON COLLAR, DETAIL
X0.18	FOOTING OPTIONS, DETAIL

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00	2022 06 03	FULL DRAFT
REV	DATE:	DESCRIPTION OF REVISION

CLIENT

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PRINCIPLE EXHIBIT DESIGNER

ALDRICHPEARS ASSOCIATES

AldrichPears Associates
302 - 1930 Pandora Street,
Vancouver, BC, Canada
V5L 0S7
Tel: + 1 (604) 669-7044
Web: www.aldrichpears.com

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NO. 0452

PROJECT

GNCR SIGNAGE MASTERPLAN

PHASE

DETAILED DESIGN

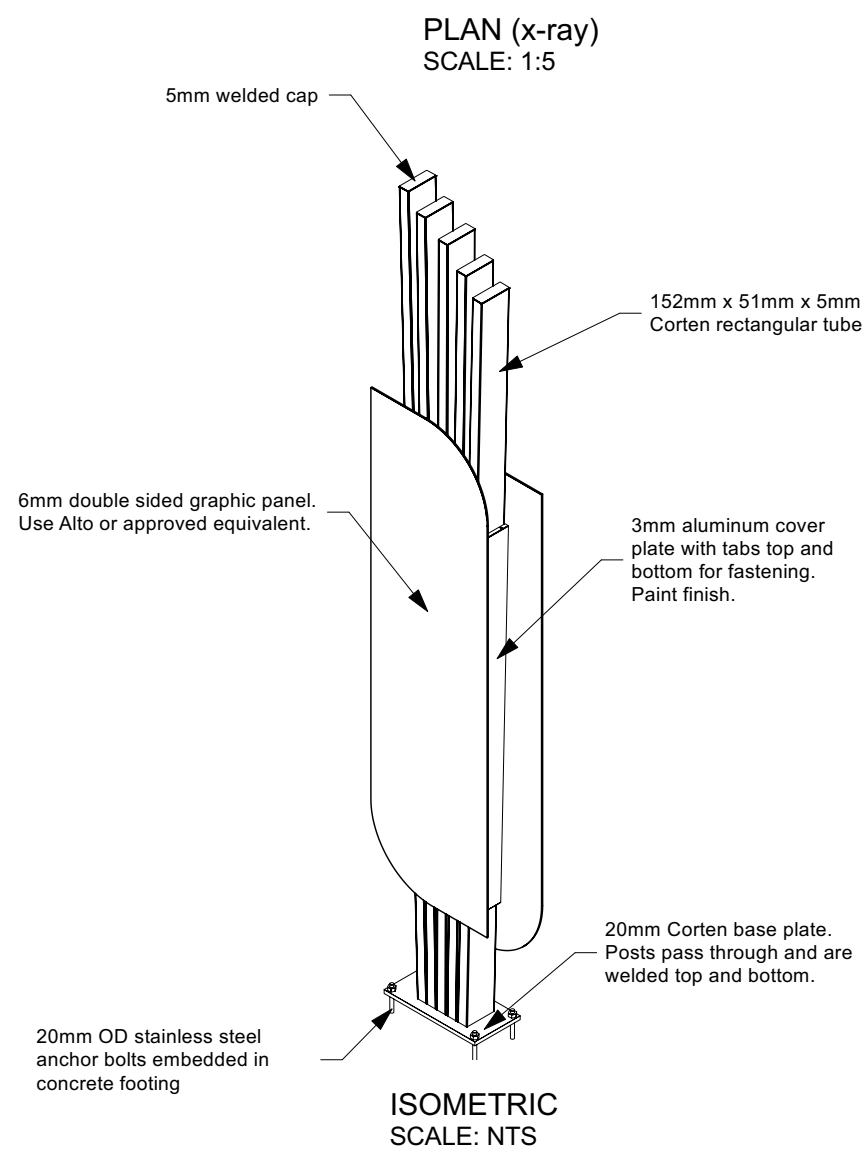
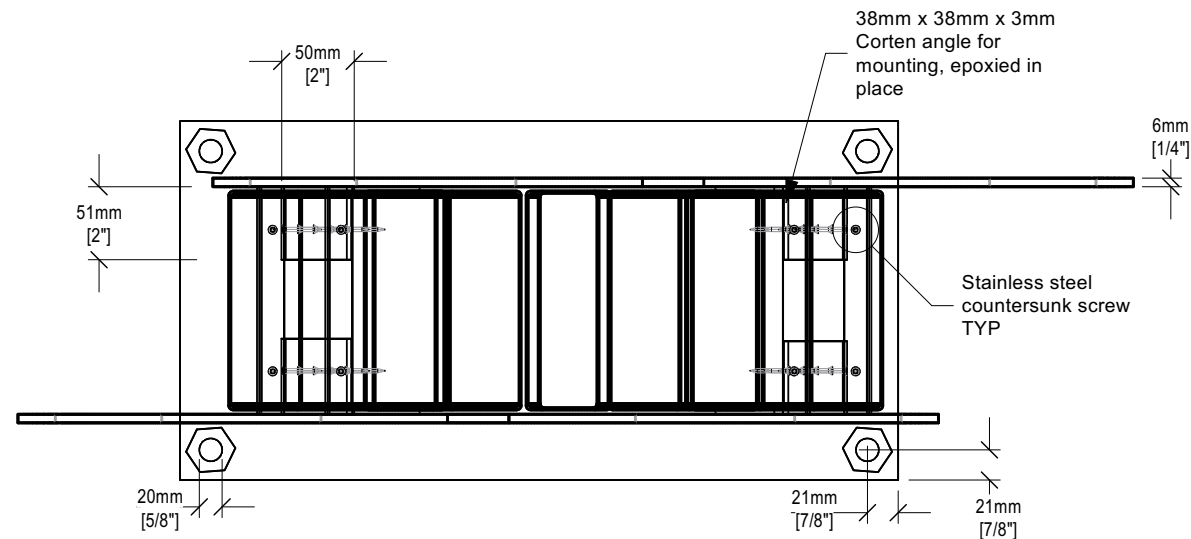
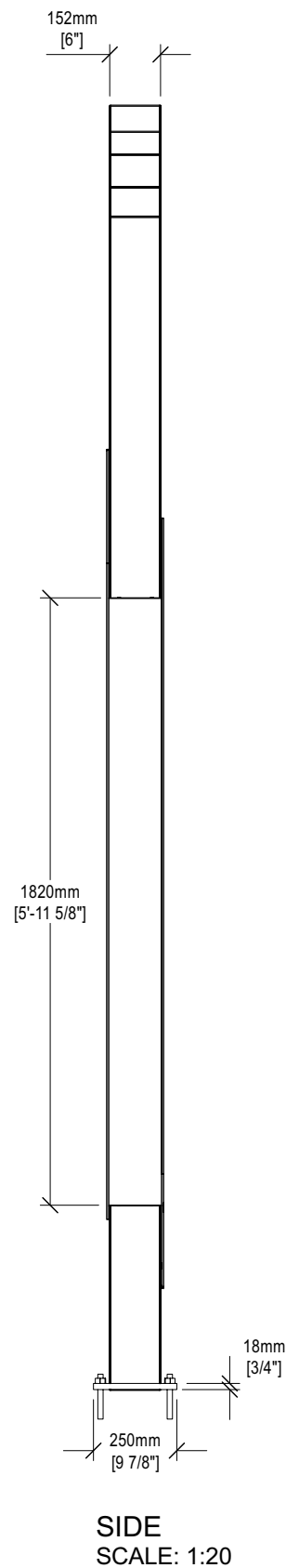
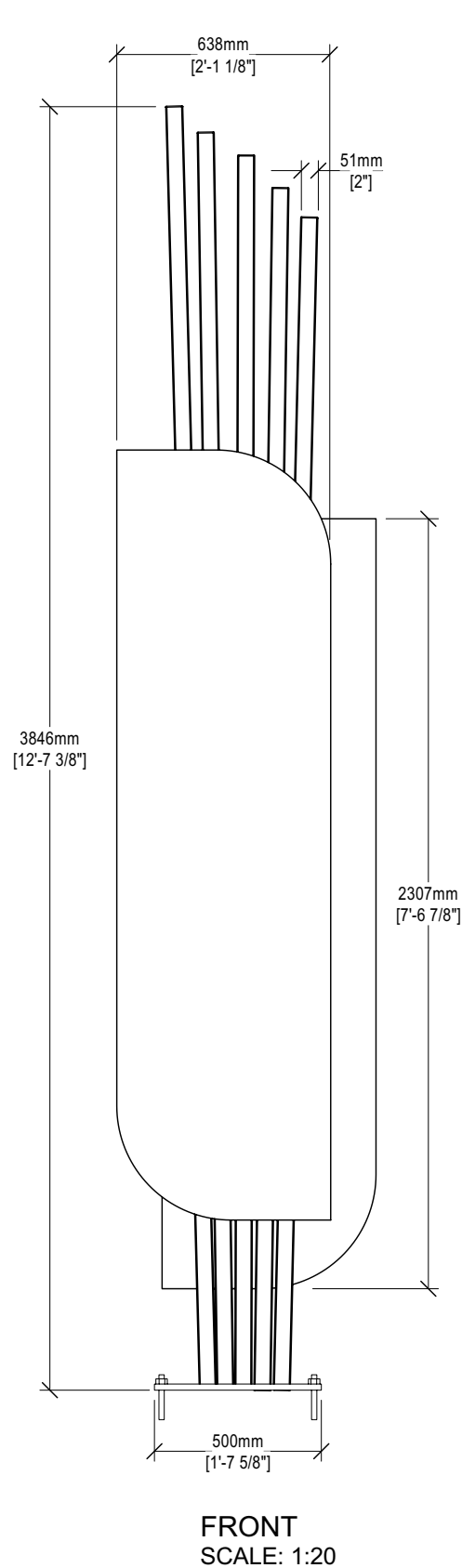
DRAWING TITLE

DRAWING LIST

DRAWING NUMBER

X0.00 | REV **00**

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NOTE: Corten post with aluminum panel construction. Insulate dissimilar metal parts at connection points to minimize galvanic corrosion. Use all stainless steel fasteners.

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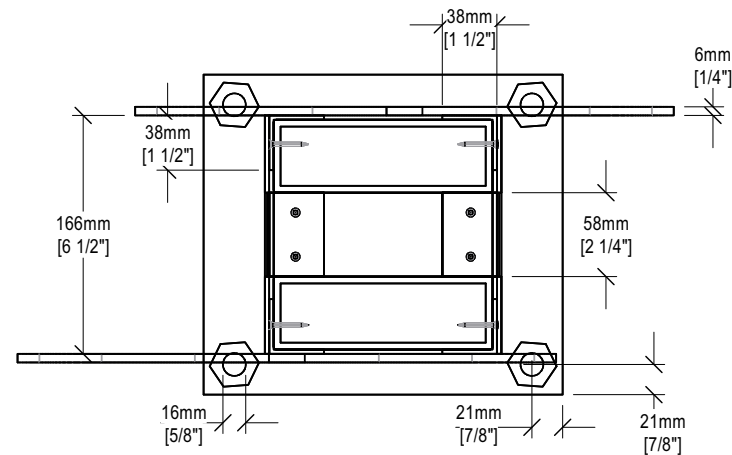
PROJECT
GNCR SIGNAGE MASTERPLAN

PHASE
DETAILED DESIGN

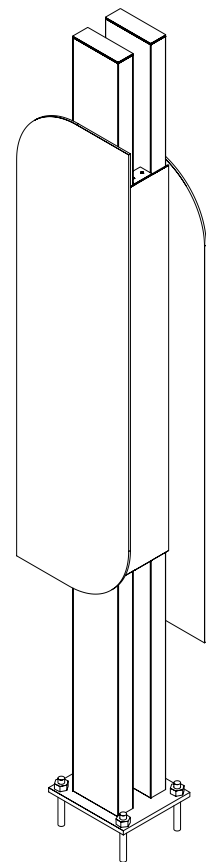
DRAWING TITLE
**ICONIC PRIMARY
DETAIL**

DRAWING NUMBER
X0.10

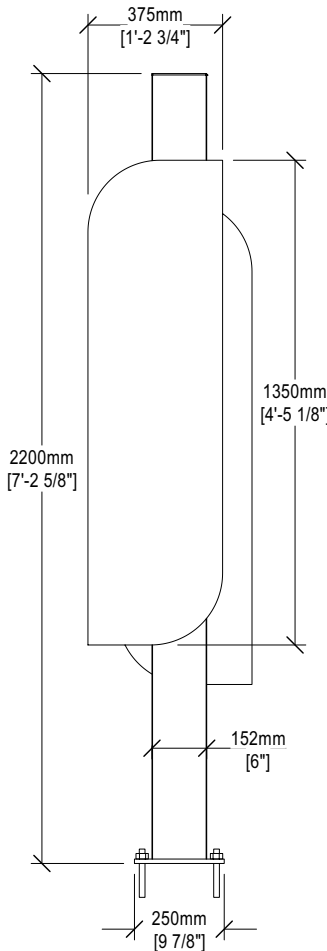
ISSUE DATE: 2022 06 27 | DRAWN BY: T.S. | CHECKED BY: J.D. | FORMAT: ANSI B



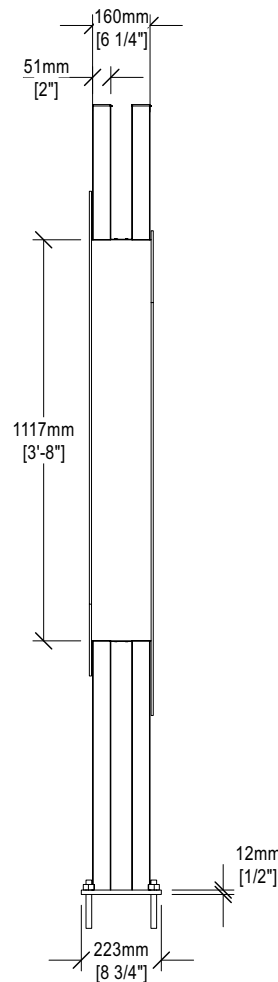
PLAN (x-ray)
SCALE: 1:5



ISOMETRIC
SCALE: NTS



FRONT
SCALE: 1:20



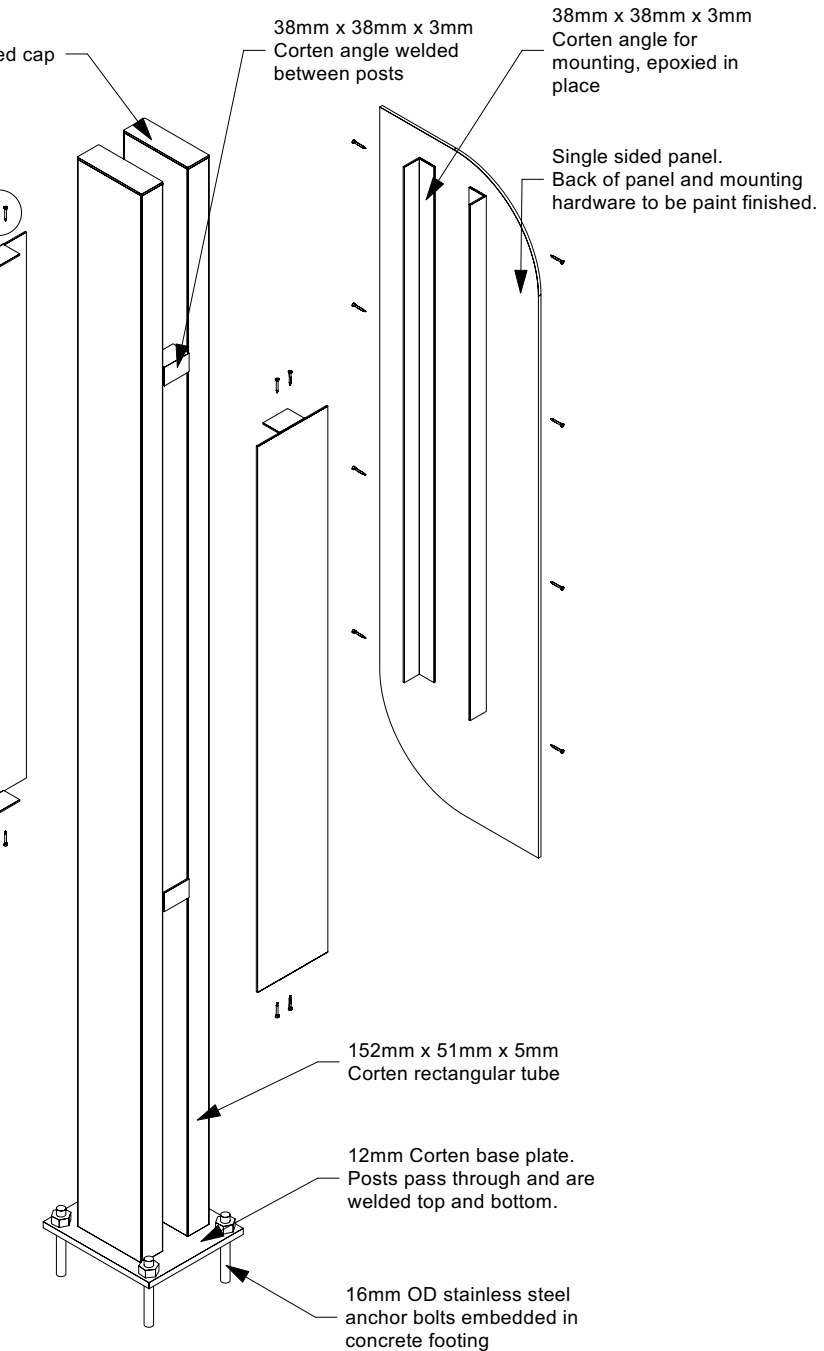
SIDE
SCALE: 1:20

3mm aluminum cover plate with tabs top and bottom for fastening. Paint finish.

Stainless steel countersunk screw TYP

5mm welded cap

6mm double sided graphic panel. Use Alto or approved equivalent.



EXPLODED VIEW
SCALE: NTS

NOTE: Corten post with aluminum panel construction. Insulate dissimilar metal parts at connection points to minimize galvanic corrosion. Use all stainless steel fasteners.

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PROJECT

GNCR SIGNAGE MASTERPLAN

PHASE

DETAILED DESIGN

DRAWING TITLE

**ICONIC SECONDARY
DETAIL**

DRAWING NUMBER

X0.11 REV 00

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PROJECT

GNCR SIGNAGE MASTERPLAN

PHASE

DETAILED DESIGN

DRAWING TITLE

**BEACON
DETAIL**

DRAWING NUMBER

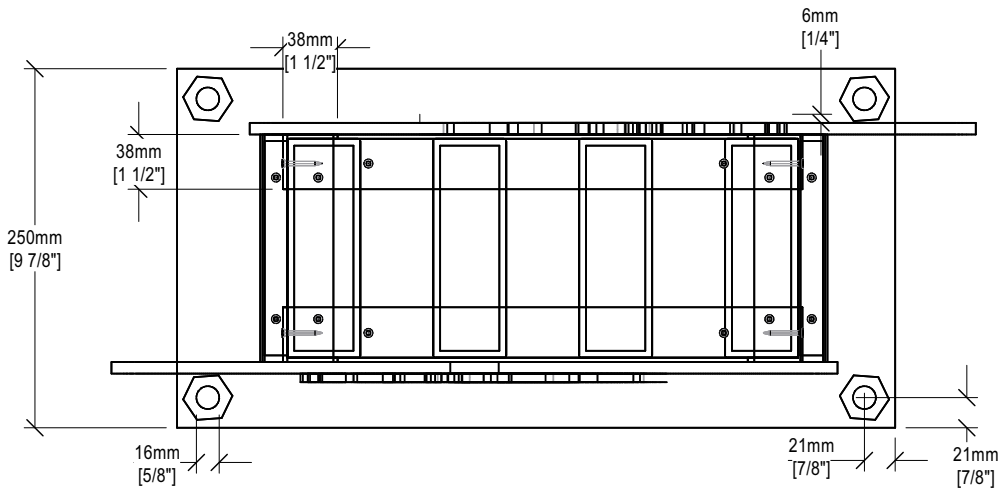
X0.12 | REV 00

ISSUE DATE
2022 06 27

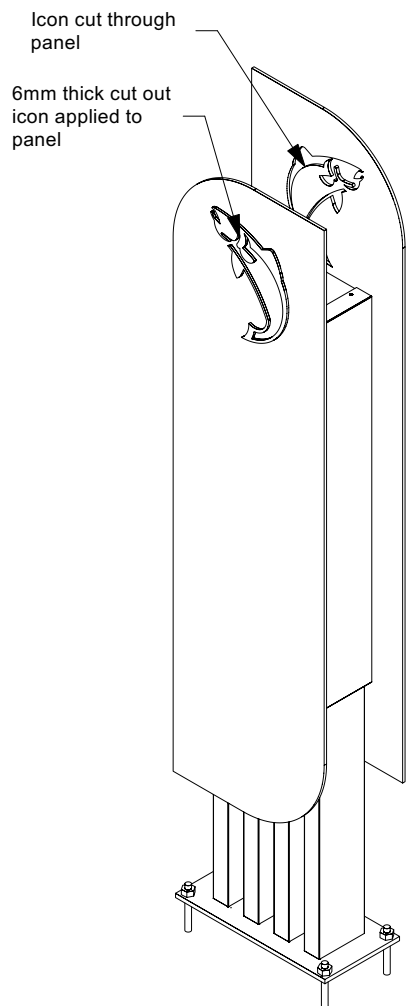
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T.S.

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J.D.

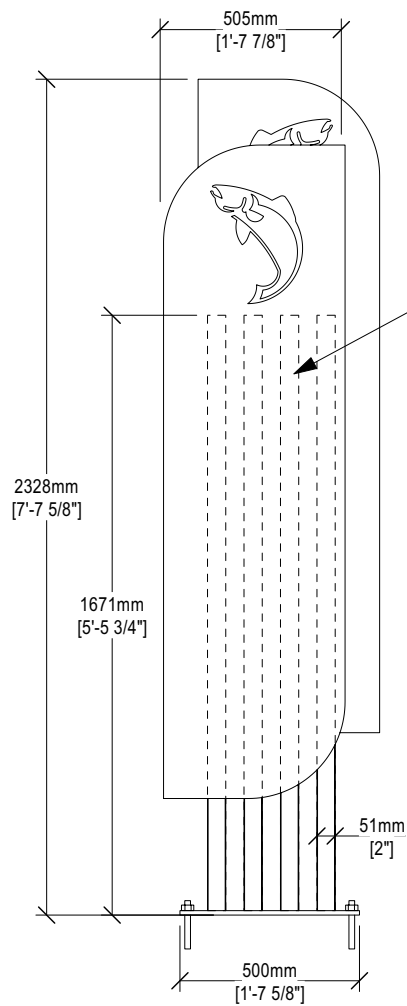
FORMAT
ANSI B



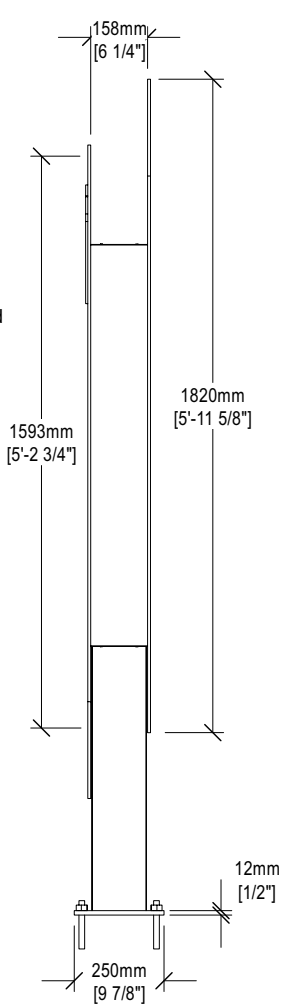
PLAN (x-ray)
SCALE: 1:5



ISOMETRIC
SCALE: NTS



FRONT
SCALE: 1:20



SIDE
SCALE: 1:20

Icon cut applied to panel

3mm aluminum cover plate with tabs top and bottom for fastening. Paint finish.

38mm x 38mm x 3mm
Corten angle for mounting
epoxied, in place

5mm welded cap

Icon cut through panel

6mm x 16mm Corten
flatbar

152mm x 51mm x 5mm
rectangular Corten tube

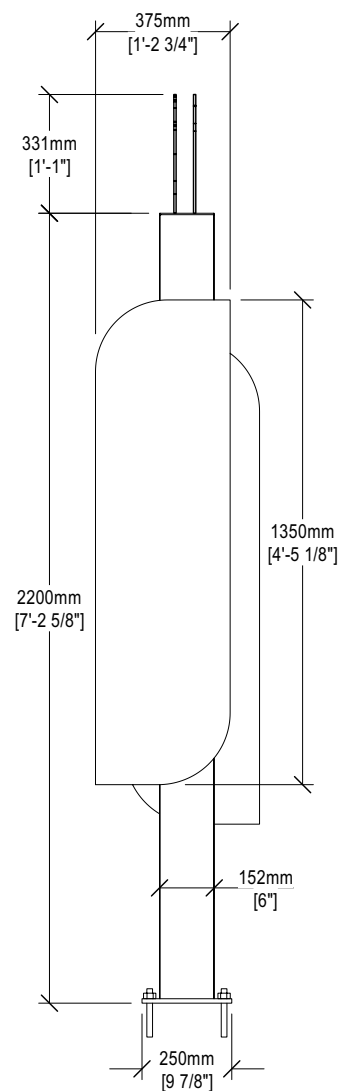
12mm Corten base plate.
Posts pass through and are
welded top and bottom.

16mm OD stainless steel
anchor bolts embedded in
concrete footing

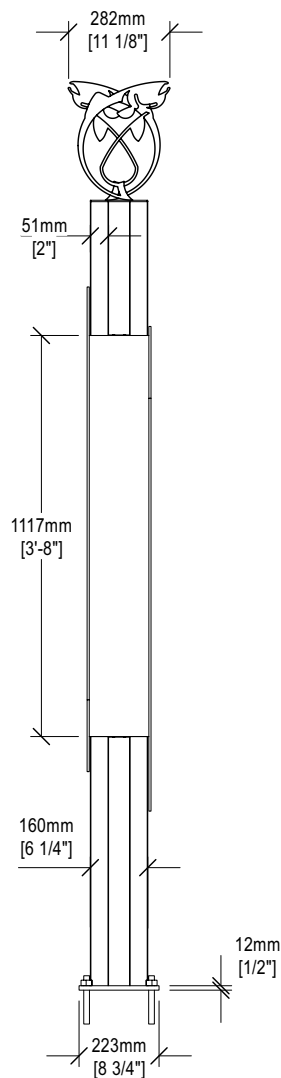
6mm double sided graphic panel.
Use Alto or approved equivalent.
Mounting hardware to be paint
finished.

EXPLODED VIEW
SCALE: NTS

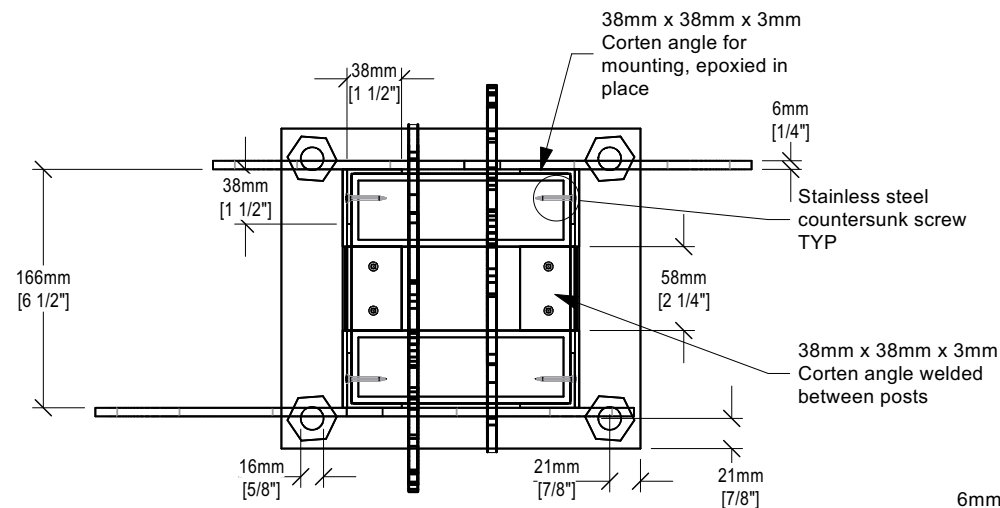
NOTE: Corten post with aluminum panel construction.
Insulate dissimilar metal parts at connection points to
minimize galvanic corrosion. Use all stainless steel fasteners.



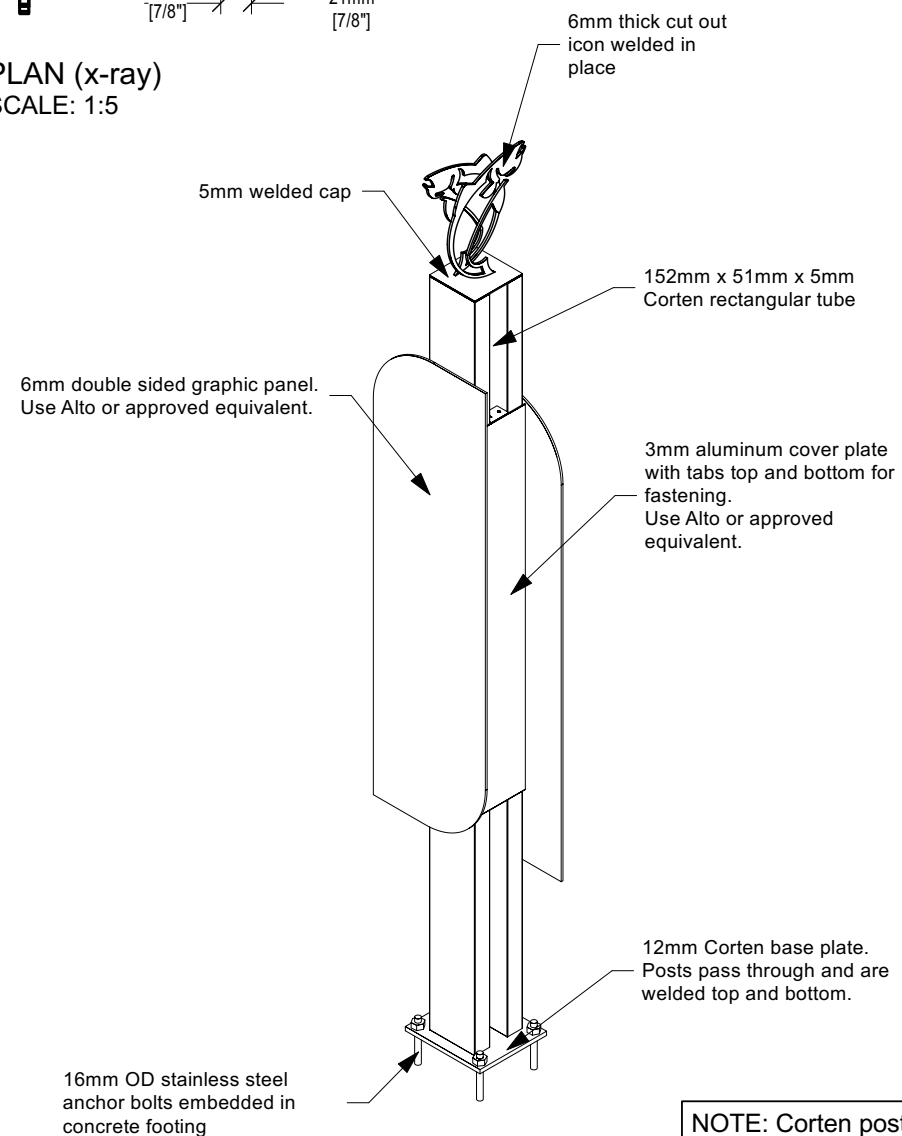
FRONT
SCALE: 1:20



SIDE
SCALE: 1:20



PLAN (x-ray)
SCALE: 1:5



ISOMETRIC
SCALE: NTS

NOTE: Corten post with aluminum panel construction. Insulate dissimilar metal parts at connection points to minimize galvanic corrosion. Use all stainless steel fasteners.

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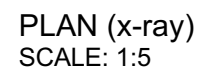
PROJECT
GNCR SIGNAGE MASTERPLAN

PHASE
DETAILED DESIGN

DRAWING TITLE
**PILLAR SIGN
DETAIL**

DRAWING NUMBER
X0.13 REV 00

ISSUE DATE: 2022 06 27
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PROJECT
GNCR SIGNAGE MASTERPLAN

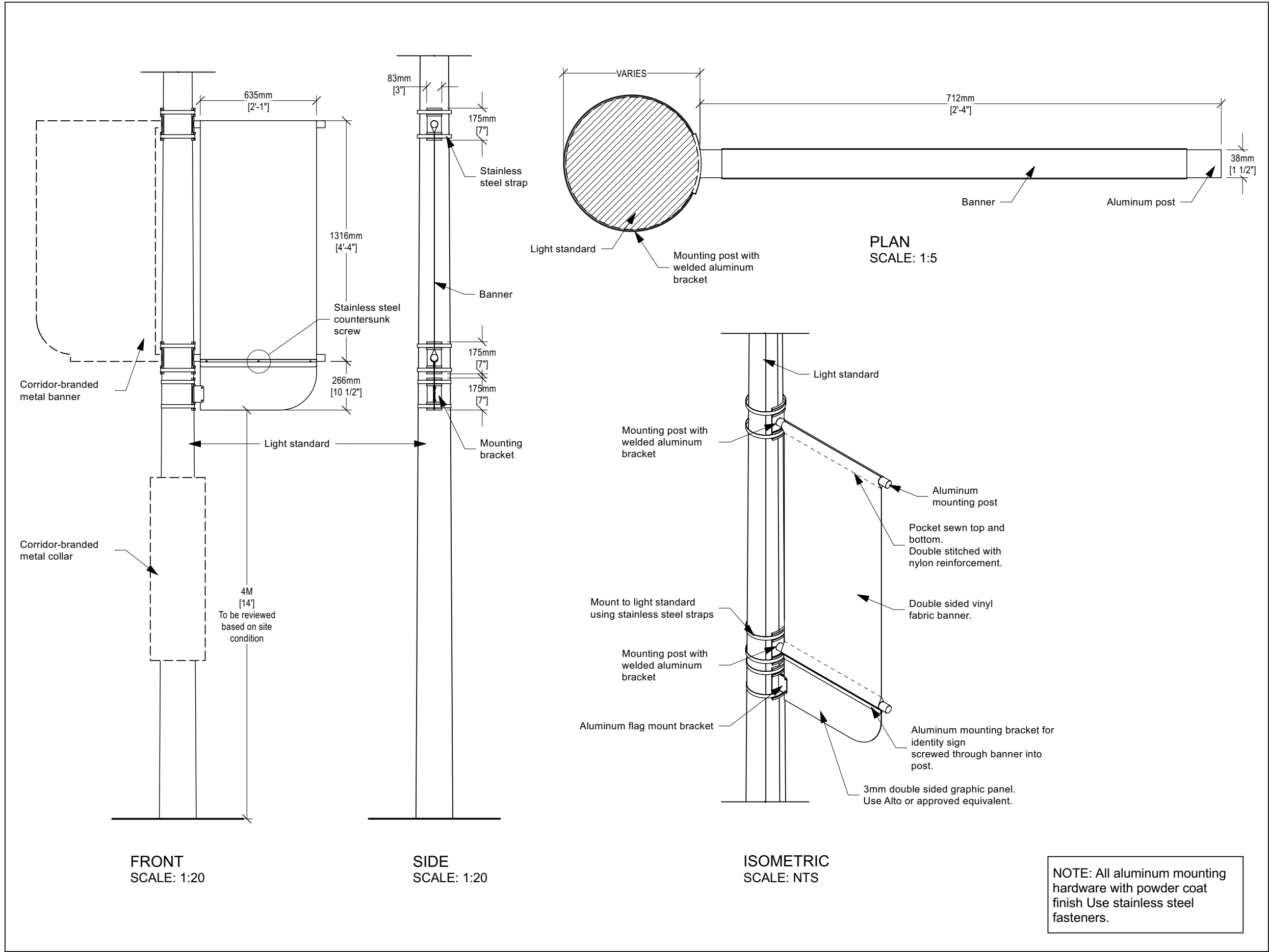
PHASE
DETAILED DESIGN

DRAWING TITLE

**GATEPOST
DETAIL**

DRAWING NUMBER	X0.14	REV	00
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PROJECT

GNCR SIGNAGE MASTERPLAN

PHASE

DETAILED DESIGN

DRAWING TITLE

**COMMUNITY BANNER
DETAIL**

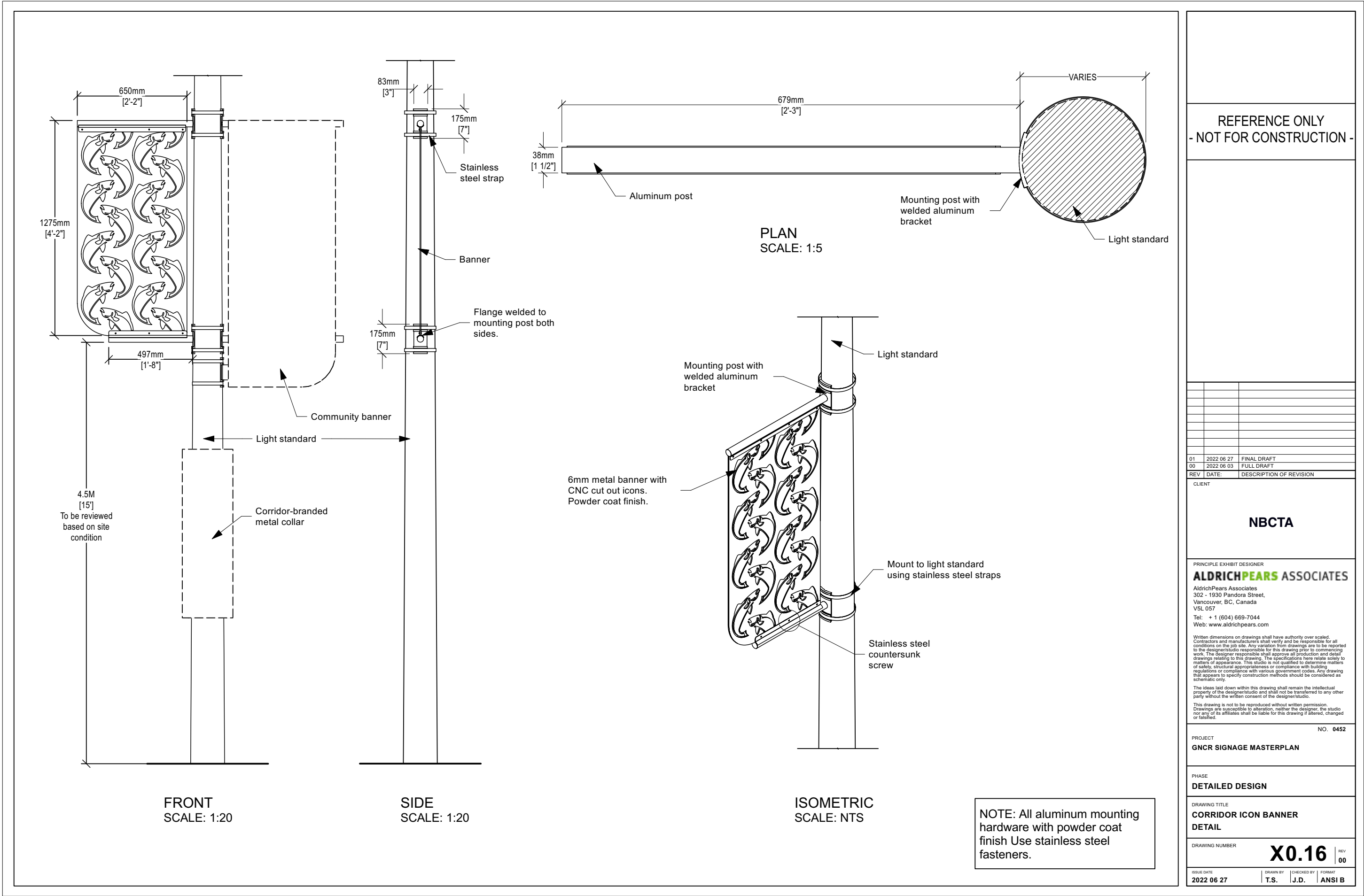
DRAWING NUMBER

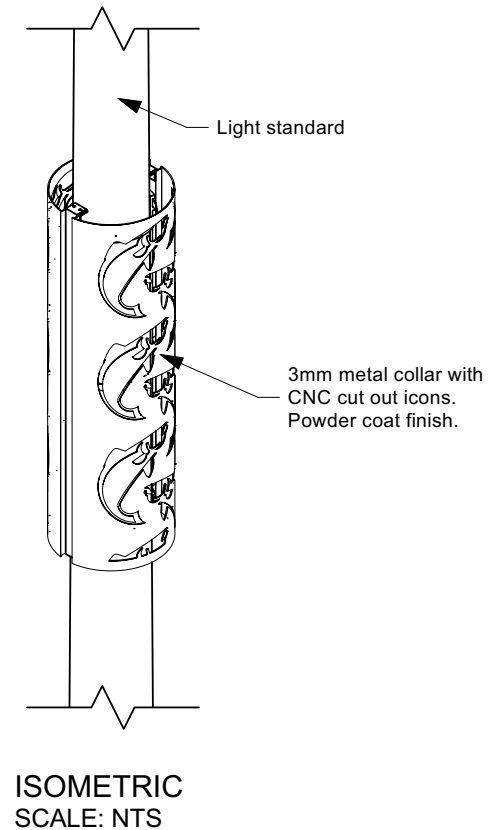
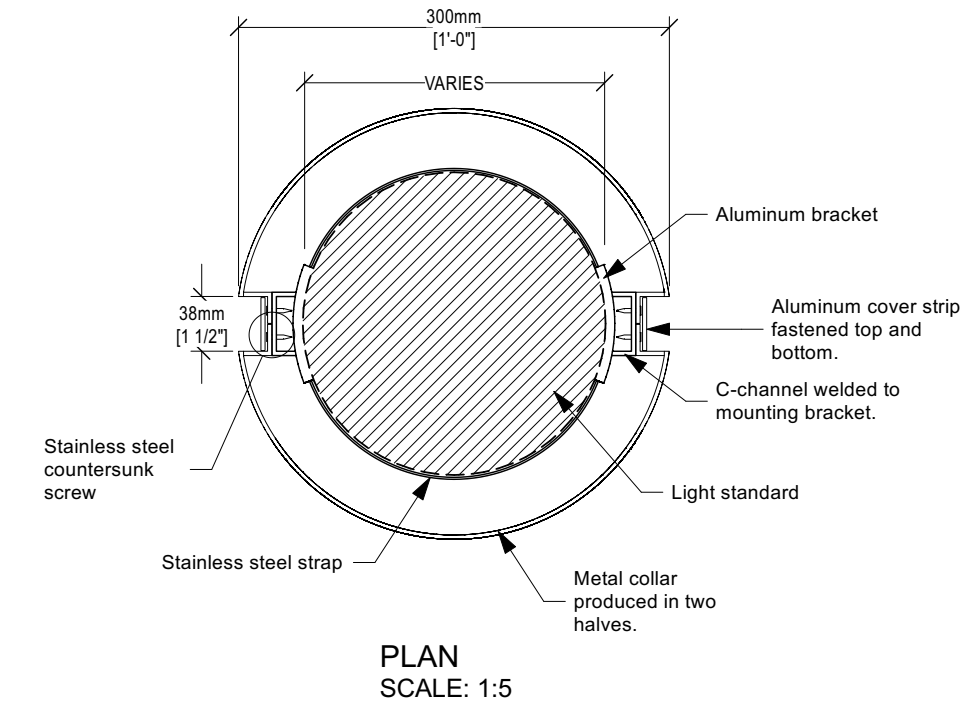
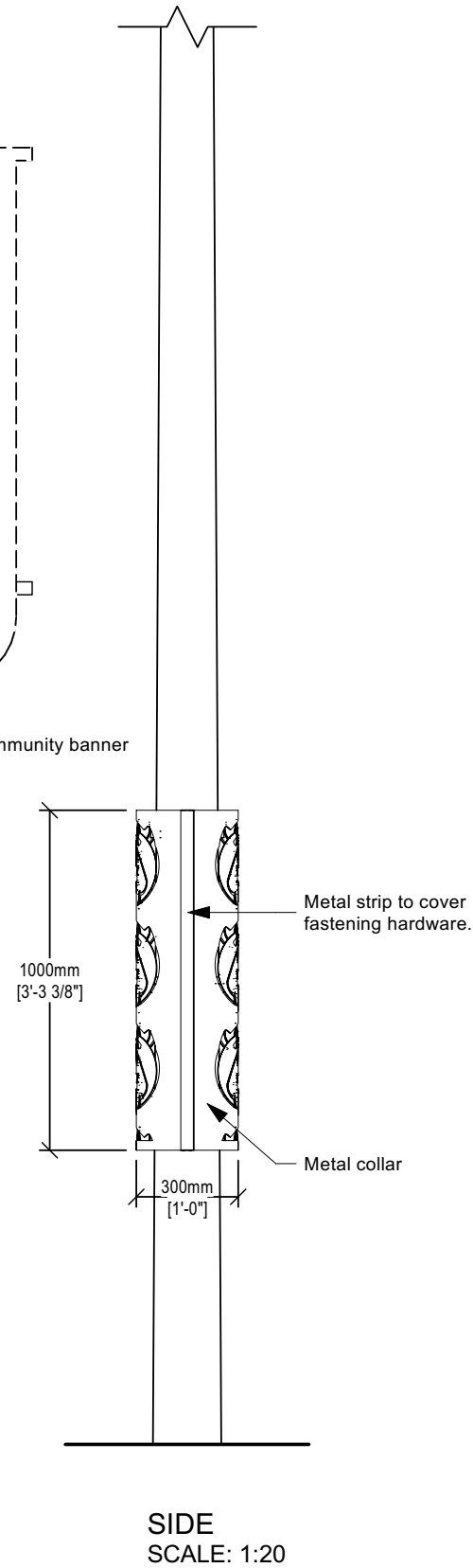
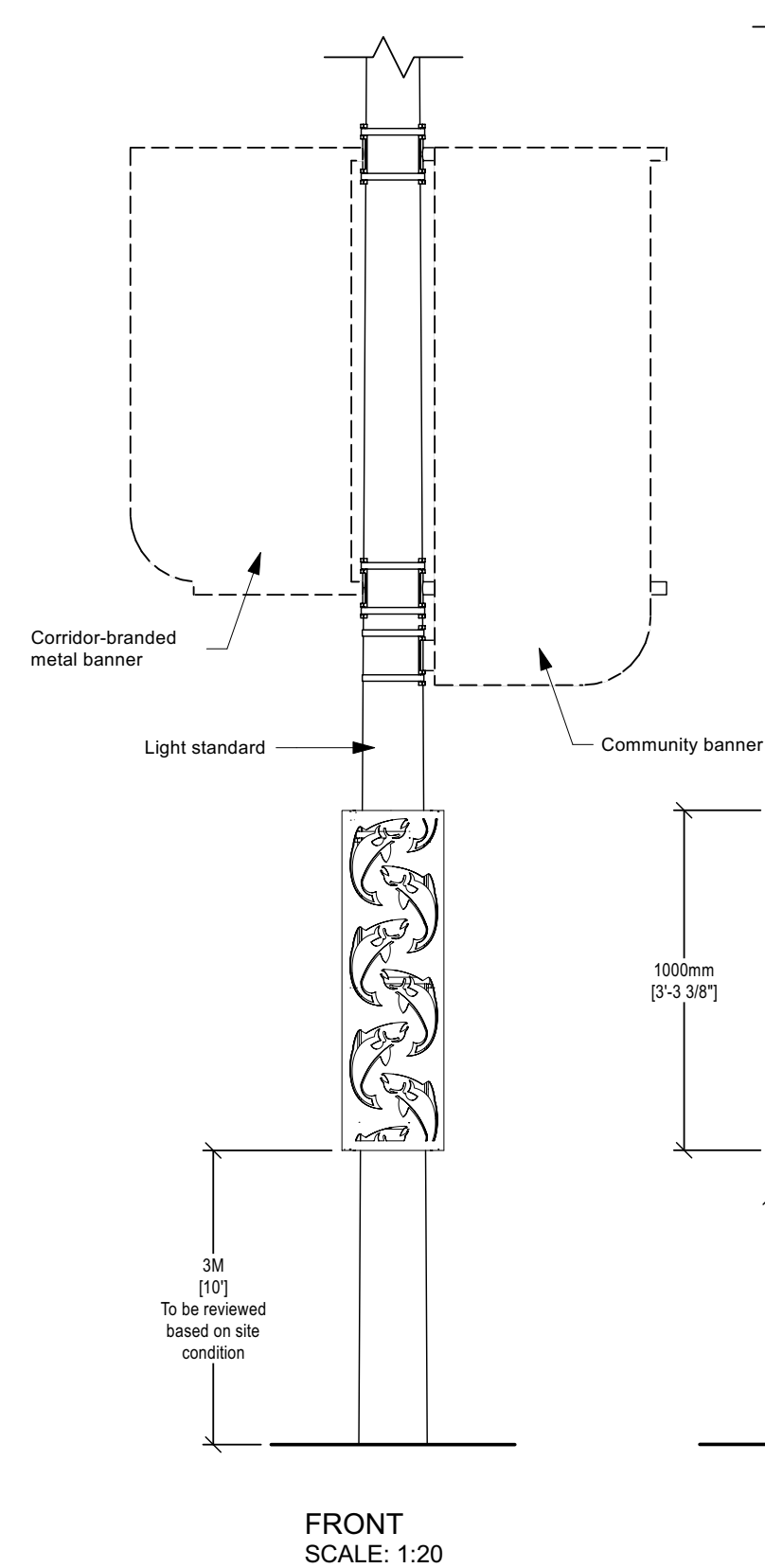
X0.15 REV 00

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NOTE: All aluminum mounting hardware with powder coat finish Use stainless steel fasteners.

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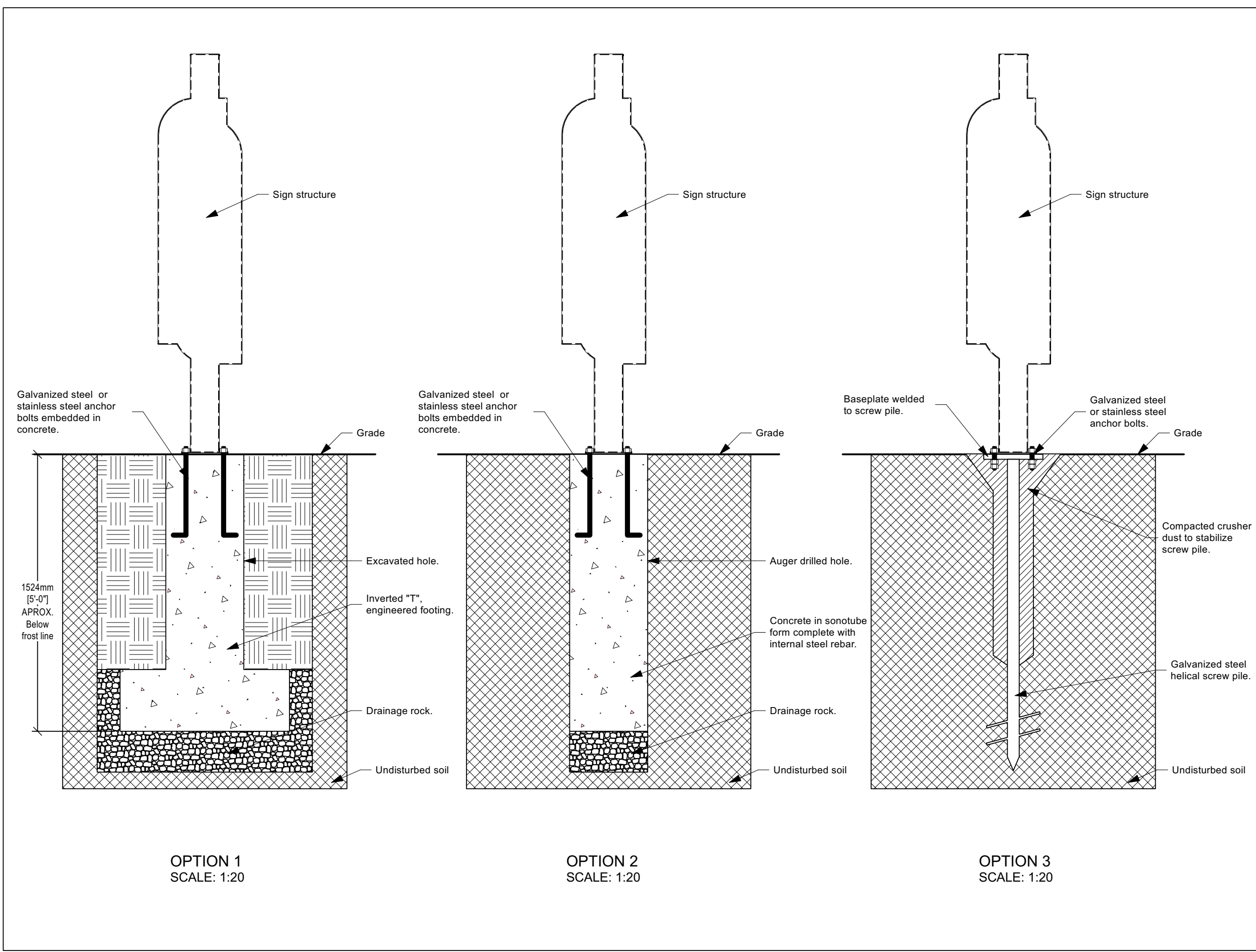
PROJECT
GNCR SIGNAGE MASTERPLAN

PHASE
DETAILED DESIGN

DRAWING TITLE
**CORRIDOR ICON COLLAR
DETAIL**

DRAWING NUMBER
X0.17 REV 00

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PROJECT
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PHASE
DETAILED DESIGN

DRAWING TITLE
**FOOTING OPTIONS
DETAIL**

DRAWING NUMBER
X0.18 REV 00

ISSUE DATE 2022 06 27	DRAWN BY T.S.	CHECKED BY J.D.	FORMAT ANSI B
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8.0 Implementation

8.1 Costing Considerations

Costing of signage work will be necessary in future phases. When costing signage, it is important to consider:

- **Design Fees:** are calculated based on the total fabrication cost. Design will be required to prepare content (in the case of interpretive units), final detailed drawings and production-ready graphic files which will be used to produce the signage
- **Sign Unit Fabrication Cost:** the actual cost of fabricating the signage. The quantity of signs (which may affect pricing however this is best determined by the fabricator)
- **Footing Costs:** several different footing options are presented in this plan, each of which has different cost implications
- **Engineering Costs:** these are typically managed by the fabricator where larger signage units are being produced and installed
- **Site Landscaping/Infrastructure Costs:** may vary significantly, and in most cases should be funded separately if possible. Budget allowances presented in this document do not include costs for this
- **Design Contingency:** provides a buffer to cover elements or issues that are not anticipated early in the project
- **Overhead and Profit:** administration and markups from the fabricator over and above the signage costs
- **Permitting Fees:** typically managed by the fabricator. Budget allowances presented below do not include costs for permitting
- **Shipping and Installation:** labour and costs required to deliver and install the signage to its final location

8.2 Funding

Funding sources will need to be developed by NBCTA to carry out the design and installation of signage around the GNCR, as well as assist community partners in implementing their own signage in line with the *Signage Master Plan*. A GNCR signage committee could be struck to manage these funds as well as the design and fabrication of GNCR signage by contractors. The committee would be responsible for developing application messaging that identifies the connection of partner signage to the larger *Signage Master Plan*. Funding may be enhanced by in-kind services provided by partner organizations, i.e, PWC.



Top Credit: Destination BC/Andrew Strain
Bottom Credit: Northern BC Tourism/Shayd Johnson

8.3 Detailed Design, Fabrication, and Installation

Design information contained within this plan is not sufficient to go immediately into the fabrication stage. Therefore, implementing signage projects (at any scale or quantity) will require several steps to move the work from this master plan to a finished, installed sign in the ground. Below are descriptions of typical design and fabrication steps that should be anticipated, but may vary depending on the uniqueness of each project.

Detailed Design

The design will be required to bring the signage up to a fabrication-ready level. This can include:

- Consulting with communities and stakeholders where local content and iconography is required (i.e.. where signage customization is needed)
- Site selection and ground-truthing: stakeholders should comment on suggested site locations and number of signage locations in their area
- Researching content and writing interpretive text (in the case of interpretive units) using the themes and topics provided in the NBCTF*
- Finalizing messaging and signage text
- Developing site plans and signage arrangements
- Developing graphic layouts, including maps, artworks, text and images
- Preparing final detailed drawings and fabrication specifications (i.e., contract documents)
- Sourcing and obtaining image and artwork rights, and/or commissioning custom artworks, photography, and maps
- Preparing production-ready graphic files that will be used to produce the signage
- Preparing translations (where additional languages are included in the graphics)
- Preparing documents for review and approval by the client group (typically draft and final)
- Opportunities for review and approvals by the client for all signage designs, graphic layouts, text, maps and artworks as they are developed. This may need to involve stakeholders, and thus should be accounted for in scheduling

* *Interpretive research and writing should be undertaken by a qualified interpretive planner and/or writer with experience in development of interpretive signage.*

Tendering and Contracting

- Contract documents and specifications are used to obtain bids for fabrication
- This is typically managed as a request for proposals (RFP), which can be issued publicly, or by invitation. Many communities will have templates for this process
- Selection of a fabricator (typically based on qualifications, experience and price)
- Contracting of the work, including confirming scheduling for shop work and installation, payment schedules, communications and approvals, and any unique conditions that may affect the project

Fabrication and Installation

- Shop drawings are prepared that confirm all signage construction details and finishes. These must be approved by the designer or the client
- Production-ready graphic files will need to be proofed and approved by the client. This can happen via the designer, or via fabricator depending on who does this work. All graphic layouts must be approved before they can be printed
- Sample submittals and tests should be requested, which confirm finishes, materials, and any unique treatments that are part of the fabrication scope. These must be approved by the designer and client
- Shop fabrication of signage, including metalwork, woodwork, graphic printing and mounting, sculptural work, etc.
- A shop inspection by the designer and client is recommended during this stage, to review progress and approve signage as it is being built. Deficiencies may be noted which must be resolved prior to shipping
- Palletizing and shipping of signage to site
- Site preparation work, including installation of footings (if this is in the fabricator’s scope). If footings are being prepared by others (e.g., PWC) this work must be coordinated with the fabricator to confirm footing locations, sizes and bolt patterns
- Site installation of signage
- Site inspection and sign-off by the designer and client. This may be managed with good photos if distance is a factor

Any final deficiencies must be noted at this time and corrected prior to final handover. Signage must be accepted by the client before the fabricator can close out the contract

Selecting a Contractor

Phasing of signage design and fabrication will require contracting with qualified firms who have the experience and capacity to detail, fabricate, ship, and install approved units to locations across Northern BC.

If possible, firms should be selected using an RFP process that defines the scope of work and process. In some instances, firms may involve a sub-contracted company for specialized production and/or installation in locations closer to the community involved.

Content development and final design will continue to be required for all signage phases, in order to fine tune details and produce relevant interpretive text and maps. These services may/may not be contracted via the signage company as part of a design-build arrangement, or separately by NBCTA. The designer would be required to prepare production-ready files that have been approved by NBCTA for the fabrication firm to implement.

It is advisable that NBCTA undertake a limited pre-qualification process to identify qualified firms for future signage fabrication and installation. This will result in a “shortlist” that ensures a continuity and efficiency in signage detailing and production.

9.0 Action Plan

In order to steward the *Signage Master Plan*, NBCTA has developed a number of action items, which are detailed in the following chart. NBCTA will work to develop and support a GNCR Signage Committee that will lead the master plan going forward. Action item details include actions for NBCTA as well as the committee.

Develop a GNCR Signage Committee

- » *Develop a terms of reference for GNCR Signage Committee*
- » *Recruit for membership*

Support ongoing *GNCR Signage Master Plan* Management

The signage committee will ensure oversight, continued promotion of the master plan, coordination with other groups and continued consultation.

- » *Develop and support GNCR Signage Group*
- » *Promote and distribute the GNCR Signage Master Plan*
- » *Coordinate with local agencies, planners and communities*
- » *Advise on project approvals*
- » *Lead consultations and workshops with communities*

Align with Concurrent Projects

The *GNCR Signage Master Plan* has been developed concurrently with other planning initiatives within the region. The master plan will have an immediate influence on and inform several concurrent projects.

- » **NBCTF**
 - *Ensure that there are NBCTA staffing resources to ensure the work of the GNCR Signage Master Plan is developed from the NBCTF.*
- » **Gotta Go**
 - *Provide ongoing support to sustain the partnership with the Gotta Go group.*
 - *Coordinate the development of the content and design of the Gotta Go signage and kiosks at each of the rest stops and work with partners to include the Indigenous perspective and elements of universal design.*
 - *Commit to holding the design files and will work with the partners to make any updates to the Gotta Go sign content if necessary.*
- » **Corridor Experience Master Plan for the Alaska Highway**
 - *Coordinate the development of a Corridor Experience Master Plan for the Alaska Highway, which will define and guide the development of future interpretive and tourism experiences within the NE region that attract and appeal to visitors and residents of all ages and motivations.*
- » **Other signage, wayfinding and trail signage**
 - *Research and identify projects for outreach*
 - *Provide outreach and support in referencing the NBCTF with these types of projects for alignment of themes, sub-themes and topics with current development, design and writing, where possible*

Build Awareness of GNCR Signage Master Plan

Building awareness of the master plan is important to communicate its utility to communities, planners and decision-makers within Northern BC, so that the master plan can begin to be referenced and applied in ongoing and future planning work.

- » *Post the GNCR Signage Master Plan to NBCTA website, including an executive summary*
- » *Develop a presentation toolkit for GNCR Signage Master Plan*
- » *Present GNCR Signage Master Plan to key agencies / stakeholders*
- » *Engage funding agencies to ensure that reference and alignment to the GNCR Signage Master Plan is part of their approvals process for heritage-related and visitor experience projects*
- » *Engage NW and NE DD advisory committees to endorse, promote and apply the GNCR Signage Master Plan*
- » *Carry out targeted outreach to interpretive and destination planners, tourism operators, interpretive facilities, funders, and consultants known to be working in the Northern BC tourism region (NTR)*
- » *Ensure periodic corporate communications, including government relations, include regular updates on the GNCR Signage Master Plan and continue to promote it, maintaining its importance in Destination Development for the region*
- » *Report to stakeholders through NBCTA corporate communications, quarterly reports to the Board and DBC, and reports at the Annual General Meeting*

Support Future Planning and Initiatives

- » *Identify signage opportunities in line with the GNCR Signage Master Plan*
- » *Incubate Iconics attraction signage program*
- » *Ensure NBCTA is up-to-date on the tourism planning activities of its regional stakeholders to ensure that communities and organizations are referencing the GNCR Signage Master Plan in their signage work*
- » *Develop application messaging for community partners in support of grant applications, clearly identifying the connection to the larger regional GNCR Signage Master Plan*
- » *Develop funding sources to support the implementation of the signage in alignment with the GNCR Signage Master Plan*
- » *Develop funding application for NBCTA-managed projects that support the GNCR Signage Master Plan implementation and support external agencies applying for funding*

Inform the Visitor Experience by Developing a Visitor Experience Framework with Interpretive Plan

A crucial application of the Signage Master Plan is in the development of cohesive visitor experiences across Northern BC via a proposed Visitor Experience Framework. A Visitor Experience Framework will provide the bridge between the heritage-related themes and stories defined in the NBCTF and the “how” of presenting the said interpretation across Northern BC.

- » *Align the GNCR Signage Master Plan with the Visitor Experience Framework, as a key part of telling the story of Northern BC in the visitor experience*

Appendices

Sign Messaging Schedule: Northeast

Sign Messaging Schedule: Northwest

The following high level message schedules are provided for all suggested signage locations around the GNCR. Alternate locations (rest stops) have been grayed out in the document for reference. Each location has a unique location ID and each sign has a unique sign ID.

The location ID is made up of the region code, sub-region code and location type and number. Sign IDs include the location type and number, followed by the sign type, and a number.

Regions

- Northern Rockies NE
- Peace Region PR
- Prince George Centre PGC
- Skeena Bulkley Nechako SBN
- Rainforest Coast RC
- Northwest BC NW

Location Type

- Gateway G
- Visitor Information Centre V
- Airport Y
- Rest Stop A - P
- Iconic Destination or Route X

Sub-regions

- Muskwa Kechika MK
- Fort Nelson FN
- Peace River PR
- Pine Pass PP
- Prince George PG
- Robson Valley RV
- Vanderhoof Fort St. James VSFJ
- Lakes District LD
- Bulkley Valley BV
- Skeena Valley SV
- Prince Rupert Kitimat PRK
- Nass Valley NV
- Stewart Meziadin SM
- Stewart Cassiar SC
- Atlin A

Sign Types

- Gateway Sign GS
- Art Installation AI
- Beacon Sign BS
- Iconic Primary IP
- Iconic Secondary IS
- Pillar Sign PS
- Guide Post GP
- Corridor Icon CI
- Community Banner CB

Sign Messaging Schedule: Northeast

Location ID	Sub-region	RA ID	Location Description	Sign Type	Sign ID		Side 1	Side 2	Side 3	Side 4
TBD	Watson Lake	YK	Introduction to Iconics in Yukon	Iconic Secondary	YK . IS . 1	Future Idea	S1: Iconic overview: Alaska Highway		S3: Visit all of Northern BC's iconic destinations; iconics map	
NE-MK-A1	Muskwa Kechika	A1	Lower Post	Gateway Sign	A1 . GS . 1		S1: Welcome to Northern BC	S2: Welcome to Northern BC		
		A1		Art Installation	A1 . AI . 2		Indigenous Art Element			
		A1		Pillar Sign	A1 . PS . 3		S1: Indigenous Art Element	S2: Indigenous Languages of the Region	S3: Art of the NE Region	S4: Indigenous Peoples of the region
		A1		Pillar Sign	A1 . PS . 4		S1: Sub-region Map	S2: Traveller safety information	S3: Region Map	S4: subway-style map
		A1		Iconic Secondary	A1 . IS . 5		S1: Iconic overview: Alaska Highway		S3: Visit all of Northern BC's iconic destinations; iconics map	
		A1		Pillar Sign	A1 . PS . 6		S1: Northern Rockies interpretation	S2: Northern Rockies interpretation	S3: Northern Rockies interpretation	S4: Northern Rockies interpretation
		A1		Pillar Sign	A1 . PS . 7		S1: Northern Rockies interpretation	S2: Northern Rockies interpretation	S3: Northern Rockies interpretation	S4: Northern Rockies interpretation
NE-MK-A2	Muskwa Kechika	A2	Army Hill	Beacon Sign	A2 . BS . 1		S1: Introduction to Muskwa-Kechika sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Muskwa-Kechika sub-region themes and topics	
		A1		Iconic Secondary	A1 . IS . 2		S1: Iconic overview: Muskwa-Kechika Management Area		S3: Visit all of Northern BC's iconic destinations; iconics map	
		A2		Pillar Sign	A2 . PS . 3		S1: Sub-region Map	S2: Traveller safety information	S3: Customizable Panel (partner content tbd)	S4: Partner logos
NE-MK-I3	Muskwa Kechika	X3	Liard River Hot Springs	Iconic Primary	X3 . IP . 1		S1: Iconic overview: Liard River Hot Springs		S3: Visit all of Northern BC's iconic destinations; iconics map	
		X3		Pillar Sign	X3 . PS . 2		S1: Customizable Panel (partner content tbd)	S2: Customizable Panel (partner content tbd)	S3: Customizable Panel (partner content tbd)	S4: Partner logos
		X3		Pillar Sign	X3 . PS . 3		S1: Sub-region Map	S2: Traveller safety information	S3: Interpretation of sub-region topics(s)	S4: subway-style map
NE-MK-A3	Muskwa Kechika	A3	Muncho Lake	Iconic Secondary	A3 . IS . 1		S1: Iconic overview: Muskwa-Kechika Management Area		S3: Visit all of Northern BC's iconic destinations; iconics map	
		A3		Iconic Secondary	A3 . IS . 2		S1: Iconic overview: Alaska Highway		S3: Visit all of Northern BC's iconic destinations; iconics map	
		A3		Pillar Sign	A3 . PS . 3		S1: Sub-region Map	S2: Traveller safety information	S3: Related experiences Map (Partner Panel)	S4: subway-style map
NE-MK-A4	Muskwa Kechika	A4	Peterson North	Pillar Sign	A4 . PS . 1		S1: Sub-region Map	S2: Traveller safety information	S3: Alaska Highway interpretation	S4: subway-style map
		A4		Pillar Sign	A4 . PS . 2		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S3: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
NE-MK-A5	Muskwa Kechika	A5	Toad River	Beacon Sign	A5 . BS . 1		S1: Introduction to Muskwa-Kechika sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Muskwa-Kechika sub-region themes and topics	
		A5		Iconic Secondary	A5 . IS . 2		S1: Iconic overview: Muskwa-Kechika Management Area		S3: Visit all of Northern BC's iconic destinations; iconics map	

NE-FN-B1	Fort Nelson	B1	Steamboat Hil	Beacon Sign	B1 . BS . 1		S1: Introduction to Fort Nelson sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Fort Nelson sub-region themes and topics	
		B1		Pillar Sign	B1 . PS . 2		S1: Regional Map	S2: Traveller safety information	S3: Alaska Highway interpretation	S4: subway-style map
		B1		Iconic Secondary	B1 . IS . 3		S1: Iconic overview: Alaska Highway		S3: Visit all of Northern BC's iconic destinations; iconics map	
NE-FN-V1	Fort Nelson	V1	Fort Nelson VIC	Beacon Sign	V1 . BS . 1		S1: Introduction to Fort Nelson sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Fort Nelson sub-region themes and topics	
		V1		Iconic Secondary	V1 . IS . 2		S1: Iconic overview: Muskwa-Kechika Management Area		S3: Visit all of Northern BC's iconic destinations; iconics map	
		V1		Pillar Sign	V1 . PS . 3		S1: Sub-region Map	S2: Traveller safety information	S3: Related experiences Map (Partner Panel)	S4: subway-style map
		V1		Pillar Sign	V1 . PS . 4		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S3: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
NE-FN-Y1	Fort Nelson	Y1	Fort Nelson Airport	Pillar Sign	Y1 . PS . 1		S1: Introduction to Fort Nelson sub-region themes, Indigenous territorial acknowledgment	S2: Interpretation of sub-region topic(s)	S3: Introduction to Fort Nelson sub-region themes and topics	S4: Interpretation of sub-region topic(s)
		V1		Pillar Sign	V1 . PS . 2		S1: Sub-region Map	S2: Traveller safety information	S3: Region Map	S4: subway-style map
		Y1		Pillar Sign	Y1 . PS . 3		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S3: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
NE-FN-B2	Fort Nelson	B2	Fort Nelson				No signs at this time			
NE-FN-B3	Fort Nelson	B3	Prophet River				No signs at this time			
NE-FN-B4	Fort Nelson	B4	Mile 202 (Trutch)	Iconic Secondary	B4 . IS . 1		S1: Iconic overview: Alaska Highway		S3: Visit all of Northern BC's iconic destinations; iconics map	
		B4		Pillar Sign	B4 . PS . 2		S1: Regional Map	S2: Traveller safety information	S3: Alaska Highway interpretation	S4: subway-style map
		B4		Pillar Sign	B4 . PS . 3		S1: First Nations-led interpretation (Prophet River and Halfway River First Nations)	S2: First Nations-led interpretation (Prophet River and Halfway River First Nations)	S3: First Nations-led interpretation (Prophet River and Halfway River First Nations)	S4: First Nations-led interpretation (Prophet River and Halfway River First Nations)
NE-FN-B5	Fort Nelson	B5	Buckinghorse River				No signs at this time			
NE-FN-B6	Fort Nelson	B6	Sikanni Chief (Sikanni Brake Check)	Beacon Sign	B6 . BS . 1		S1: Introduction to Fort Nelson sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Fort Nelson themes, Indigenous territorial acknowledgment	
		B6		Pillar Sign	B6 . PS . 2		S1: Regional Map	S2: Traveller safety information	S3: Alaska Highway interpretation	S4: subway-style map
		B6		Iconic Secondary	B6 . IS . 3		S1: Iconic overview: Alaska Highway		S3: Visit all of Northern BC's iconic destinations; iconics map	

PR-PR-C1	Peace River	C1	Mile 80	Beacon Sign	C1 . BS . 1		S1: Introduction to Peace River sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Peace River sub-region themes and topics	
		C1		Iconic Secondary	C1 . IS . 2		S1: Iconic overview: Alaska Highway		S3: Visit all of Northern BC's iconic destinations; iconics map	
		C1		Pillar Sign	C1 . PS . 3		S1: Regional Map	S2: Traveller safety information	S3: Alaska Highway interpretation	S4: subway-style map
		C1		Pillar Sign	C1 . PS . 4		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S3: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
PR-PR-C2	Peace River	C2	Unknown				No signs at this time			
PR-PR-V2	Peace River	V2	Fort St. John VIC	Beacon Sign	V2 . BS . 1		S1: Introduction to Peace River sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Peace River sub-region themes and topics	
		V2		Iconic Secondary	V2 . IS . 2		S1: Iconic overview: Alaska Highway		S3: Visit all of Northern BC's iconic destinations; iconics map	
		V2		Pillar Sign	V2 . PS . 3		S1: Sub-region Map	S2: Traveller safety information	S3: Related experiences Map (Partner Panel)	S4: subway-style map
		V2		Pillar Sign	V2 . PS . 4		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S3: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
PR-PR-Y2	Peace River	Y2	Fort St. John Airport	Pillar Sign	Y2 . PS . 1		S1: Introduction to Pesce River sub-region themes, Indigenous territorial acknowledgment	S2: Interpretation of sub-region topic(s)	S3: Introduction to Peace River sub-region themes and topics	S4: Interpretation of sub-region topic(s)
		Y2		Pillar Sign	Y2 . PS . 2		S1: Sub-region Map	S2: Traveller safety information	S3: Region Map	S4: subway-style map
		Y2		Pillar Sign	Y2 . PS . 3		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S3: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
PR-PR-C3	Peace River	C3	South Taylor Hill				No signs at this time			
PR-PR-C4	Peace River	C4	South Taylor Hill Rest Stop	Iconic Secondary	C4 . IS . 1		S1: Iconic overview: Alaska Highway		S3: Visit all of Northern BC's iconic destinations; iconics map	
		C4		Pillar Sign	C4 . PS . 2		S1: Sub-region Map	S2: Traveller safety information	S3: Region Map	S4: subway-style map
		C4		Pillar Sign	C4 . PS . 3		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S3: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
PR-PR-C5	Peace River	C5	Kiskatinaw				No signs at this time			
PR-PR-C6	Peace River	C6	Kiskatinaw				No signs at this time			
PR-PR-V3	Peace River	V3	Dawson Creek VIC	Beacon Sign	V3 . BS . 1		S1: Introduction to Peace River sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Peace River sub-region themes and topics	
		V3		Iconic Secondary	V3 . IS . 2		S1: Iconic overview: Alaska Highway		S3: Visit all of Northern BC's iconic destinations; iconics map	
		V3		Pillar Sign	V3 . PS . 3		S1: Sub-region Map	S2: Traveller safety information	S3: Related experiences Map (Partner Panel)	S4: subway-style map
		V3		Pillar Sign	V3 . PS . 4		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S3: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)

PR-PR-Y3	Peace River	Y3	Dawson Creek Airport	Pillar Sign	Y3 . PS . 1		S1: Introduction to Pesce River sub-region themes, Indigenous territorial acknowledgment	S2: Interpretation of sub-region topic(s)	S3: Introduction to Peace River sub-region themes and topics	S4: Interpretation of sub-region topic(s)
		Y3		Pillar Sign	Y3 . PS . 2		S1: Sub-region Map	S2: Traveller safety information	S3: Region Map	S4: subway-style map
		Y3		Pillar Sign	Y3 . PS . 3		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S3: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
PR-PR-C7	Peace River	C7	Entry from Alberta	Gateway Sign	C7 . GS . 1		S1: Welcome to Northern BC	S2: Welcome to Northern BC		
		C7		Art Installation	C7 . AI . 2		Indigenous Art Element			
		C7		Pillar Sign	C7 . PS . 3		S1: Indigenous Art Element	S2: Indigenous Languages of the Region	S3: Art of the NE Region	S4: Indigenous Peoples of the region
PR-PR-C8	Peace River	C8	Pouce Coupe Inspection Rest Area	Gateway Sign	C8 . GS . 1		S1: Welcome to Northern BC	S2: Welcome to Northern BC		
		C8		Art Installation	C8 . AI . 2		Indigenous Art Element			
		C8		Pillar Sign	C8 . PS . 3		S1: Indigenous Art Element	S2: Indigenous Languages of the Region	S3: Art of the NE Region	S4: Indigenous Peoples of the region
		C8		Pillar Sign	C8 . PS . 4		S1: Sub-region Map	S2: Traveller safety information	S3: Region Map	S4: subway-style map
		C8		Iconic Secondary	C8 . IS . 5		S1: Iconic overview: Alaska Highway		S3: Visit all of Northern BC's iconic destinations; iconics map	
		C8		Pillar Sign	C8 . PS . 6		S1: Peace Region interpretation	S2: Peace Region interpretation	S3: Peace Region interpretation	S4: Peace Region interpretation
PR-PR-V4	Peace River	V4	Hudson's Hope Visitor Centre	Pillar Sign	V4 . PS . 1		S1: Sub-region Map	S2: Traveller safety information	S3: Related experiences Map (Partner Panel)	S4: subway-style map
		V4		Pillar Sign	V4 . PS . 2		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S3: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
		V4		Pillar Sign	V4 . PS . 3		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S3: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
PR-PR-V5	Peace River	V5	Chetwynd Visitor Centre	Beacon Sign	V5 . BS . 1		S1: Introduction to Peace River sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Peace River sub-region themes and topics	
		V5		Pillar Sign	V5 . PS . 2		S1: Sub-region Map	S2: Traveller safety information	S3: Related experiences Map (Partner Panel)	S4: subway-style map
		V5		Pillar Sign	V5 . PS . 3		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S3: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
PR-PR-C9	Peace River	C9	East Pine				No signs at this time			
PR-PR-C10	Peace River	C10	Salt Flats				No signs at this time			
PR-TR-D1	Tumbler Ridge	D1	Del North Rest Area				No signs at this time			
PR-TR-V6	Tumbler Ridge	V6	Tumbler Ridge VIC	Beacon Sign	V6 . BS . 1		S1: Introduction to Tumbler Ridge sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Tumbler Ridge sub-region themes and topics	
		V6		Iconic Secondary	V6 . IS . 2		S1: Iconic overview: Tumbler Ridge UNESCO World Heritage Site		S3: Visit all of Northern BC's iconic destinations; iconics map	

		V6		Pillar Sign	V6 . PS . 3		S1: Sub-region Map	S2: Traveller safety information	S3: Related experiences Map (Partner Panel)	S4: subway-style map
		V6		Pillar Sign	V6 . PS . 4		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S3: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
PR-PP-E1	Pine Pass	E1	West Pine River	Beacon Sign	E1 . BS . 1		S1: Introduction to Pine Pass sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Pine Pass sub-region themes and topics	
		E1		Pillar Sign	E1 . PS . 2		S1: Sub-region Map	S2: Traveller safety information	S3: Region Map	S4: subway-style map
		E1		Pillar Sign	E1 . PS . 3		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S3: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
PGC-PP-V7	Pine Pass	V7	Mackenzie VIC	Pillar Sign	V7 . PS . 1		S1: Sub-region Map	S2: Traveller safety information	S3: Related experiences Map (Partner Panel)	S4: subway-style map
		V7		Pillar Sign	V7 . PS . 2		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S3: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
		V7		Pillar Sign	V7 . PS . 3		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S3: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
PGC-PP-F1	Pine Pass	F1	Crooked River	Beacon Sign	F1 . BS . 1		S1: Introduction to Pine Pass sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Pine Pass sub-region themes and topics	
		F1		Pillar Sign	F1 . PS . 2		S1: Sub-region Map	S2: Traveller safety information	S3: Region Map	S4: subway-style map
		F1		Pillar Sign	F1 . PS . 3		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)

Sign Messaging Schedule: Northwest

Location ID	Subregion		Location Description	Sign Type	Sign ID					
PGC-RV-V8	Robson Valley	V8	Valemount VIC	Beacon Sign	V8 . BS . 1		S1: Introduction to Robson Valley sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Robson Valley sub-region themes and topics	
		V8		Pillar Sign	V8 . PS . 2		S1: Sub-region Map	S2: Traveller safety information	S3: Related experiences Map (Partner Panel)	S4: subway-style map
		V8		Pillar Sign	V8 . PS . 3		S1: Sub-region interpretation	S2: Sub-region interpretation	S3: Sub-region interpretation	S4: Sub-region interpretation
PGC-RV-H1	Robson Valley	H1	Mt Terry Fox 5				No signs at this time			
PGC-RV-H2	Robson Valley	H2	Mt Terry Fox 16				No signs at this time			
PGC-RV-H3	Robson Valley	H3	Tete Jaune Cache				No signs at this time			
PGC-RV-H4	Robson Valley	H4	Small River				No signs at this time			
PGC-RV-H5	Robson Valley	H5	Baker Creek				No signs at this time			
PGC-RV-V9	Robson Valley	V9	McBride VIC	Beacon Sign	V9 . BS . 1		S1: Introduction to Robson Valley sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Robson Valley sub-region themes and topics	
		V9		Pillar Sign	V9 . PS . 2		S1: Sub-region Map	S2: Traveller safety information	S3: Related experiences Map (Partner Panel)	S4: subway-style map
		V9		Pillar Sign	V9 . PS . 3		S1: Sub-region interpretation	S2: Sub-region interpretation	S3: Sub-region interpretation	S4: Sub-region interpretation
PGC-RV-H6	Robson Valley	H6	Goat River				No signs at this time			
PGC-RV-H7	Robson Valley	H7	Slim Creek	Gateway Sign	H7 . GS . 1		S1: Welcome to Northern BC	S2: Welcome to Northern BC		
		H7		Art Installation	H7 . AI . 2		Indigenous Art Element			
		H7		Pillar Sign	H7 . PS . 3		S1: Indigenous Art Element	S2: Indigenous Languages of the Region	S3: Art of the NE Region	S4: Indigenous Peoples of the sub-regions
		H7		Pillar Sign	H7 . PS . 4		S1: Regional Map	S2: Traveller safety information	S3: Sub-region Map	S4: subway-style map
		H7		Pillar Sign	H7 . PS . 5		S1: Prince George Centre interpretation	S2: Prince George Centre interpretation	S3: Prince George Centre interpretation	S4: Prince George Centre interpretation
		H7		Pillar Sign	H7 . PS . 6		S1: Robson Valley interpretation	S2: Robson Valley interpretation	S3: Robson Valley interpretation	S4: Robson Valley interpretation
PGC-RV-X5	Robson Valley	X5	Ancient Forest/Chun T'oh Whudujut Provincial Park	Iconic Primary	X5 . IP . 1		S1: Iconic overview: Ancient Forest/Chun T'oh Whudujut Provincial Park		S3: Visit all of Northern BC's iconic destinations; iconics map	
		X5		Pillar Sign	X5 . PS . 2		S1: Sub-region Map	S2: Traveller safety information	S3: Related experiences Map (Partner Panel)	S4: subway-style map
		X5		Pillar Sign	X5 . PS . 3		S1: Customizable Panel (partner content tbd)	S2: Customizable Panel (partner content tbd)	S3: Customizable Panel (partner content tbd)	S4: Partner logos

PCG-PG-G1	Prince George	G1	Hush Lake				No signs at this time			
PGC-PG-G2	Prince George	G2	Woodpecker	Gateway Sign	G2 .GS . 1		S1: Welcome to Northern BC	S2: Welcome to Northern BC		
		G2		Art Installation	G2 .AI . 2		Indigenous Art Element			
		G2		Pillar Sign	G2 .PS . 3		S1: Indigenous Art Element	S2: Indigenous Languages of the Region	S3: Art of the NE Region	S4: Indigenous Peoples of the region
		G2		Pillar Sign	G2 .PS . 4		S1: Sub-region Map	S2: Traveller safety information	S3: Region Map	S4: subway-style map
		G2		Pillar Sign	G2 .PS . 5		S1: Prince George Centre interpretation	S2: Prince George Centre interpretation	S3: Prince George Centre interpretation	S4: Prince George Centre interpretation
		G2		Pillar Sign	G2 .PS . 6		S1: Prince George Centre interpretation	S2: Prince George Centre interpretation	S3: Prince George Centre interpretation	S4: Prince George Centre interpretation
PCG-PG-G4	Prince George	G3	Bowron North/South Rest Area				No signs at this time			
PCG-PG-G3	Prince George	G4	Willow River				No signs at this time			
PCG-PG-G5	Prince George	G5	Salmon Valley	Beacon Sign	G5 .BS . 1		S1: Introduction to Prince George sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Prince George sub-region themes and topics	
		G5		Pillar Sign	G5 .PS . 2		S1: Sub-region Map	S2: Traveller safety information	S3: Region Map	S4: subway-style map
		G5		Pillar Sign	G5 .PS . 3		S1: Sub-region interpretation	S2: Sub-region interpretation	S3: Sub-region interpretation	S4: Sub-region interpretation
PGP-PG-V10	Prince George	V10	Prince George VIC	Beacon Sign	V10 .BS . 1		S1: Introduction to Prince George Centre sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Prince George Centre sub-region themes and topics	
		V10		Pillar Sign	V10 .PS . 2		S1: Sub-region Map	S2: Traveller safety information	S3: Related experiences Map (Partner Panel)	S4: subway-style map
		V10		Pillar Sign	V10 .PS . 3		S1: Sub-region interpretation	S2: Sub-region interpretation	S3: Sub-region interpretation	S4: Sub-region interpretation
PGP-PG-Y4	Prince George	Y4	Prince George Aiport	Beacon Sign	Y4 .BS . 1		S1: Introduction to Prince George Centre sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Prince George Centre sub-region themes and topics	
		Y4		Pillar Sign	Y4 .PS . 2		S1: Sub-region Map	S2: Traveller safety information	S3: Region Map	S4: subway-style map
		Y4		Pillar Sign	Y4 .PS . 3		S1: Sub-region interpretation	S2: Sub-region interpretation	S3: Sub-region interpretation	S4: Sub-region interpretation
PGC-PG-G1	Prince George	G6	Cluculz Lake	Beacon Sign	G6 .BS . 1		S1: Introduction to Prince George Centre sub-region themes, Indigenous territorial acknowledgment, corridor name		S1: Introduction to Vanderhoof Fort St. James sub-region themes, Indigenous territorial acknowledgment, corridor name	
		G6		Pillar Sign	G6 .PS . 2		S1: Sub-region Map	S2: Traveller safety information	S3: Sub-region Map	S4: subway-style map
		G6		Pillar Sign	G6 .PS . 3		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S3: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
SBN-VSFJ-V11	Vanderhoof Fort St James	V11	Vanderhoof VIC	Beacon Sign	V11 .BS . 1		S1: Introduction to Vanderhoof Fort St. James sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Vanderhoof Fort St. James sub-region themes and topics	
		V11		Pillar Sign	V11 .PS . 2		S1: Sub-region Map	S2: Traveller safety information	S3: Related experiences Map (Partner Panel)	S4: subway-style map

		V11		Pillar Sign	V11 . PS . 3		S1: Sub-region interpretation	S2: Sub-region interpretation	S3: Sub-region interpretation	S4: Sub-region interpretation
SBN-VSFJ-I1	Vanderhoof Fort St James	I1	Fish Lake				No signs at this time			
SBN-VSFJ-V12	Vanderhoof Fort St James	V12	Fort St. James VIC	Beacon Sign	V12 . BS . 1		S1: Introduction to Vanderhoof Fort St. James sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Vanderhoof Fort St. James sub-region themes and topics	
		V12		Pillar Sign	V12 . PS . 2		S1: Sub-region Map	S2: Traveller safety information	S3: Related experiences Map (Partner Panel)	S4: subway-style map
		V12		Pillar Sign	V12 . PS . 3		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
SBN-VSFJ-X7	Vanderhoof Fort St James	X7	Fort St. James National Historic Site	Iconic Primary	X7 . IP . 1		S1: Iconic overview: Fort St. James		S3: Visit all of Northern BC's iconic destinations; iconics map	
		X7		Pillar Sign	X7 . PS . 2		S1: Sub-region Map	S2: Traveller safety information	S3: Related experiences Map (Partner Panel)	S4: subway-style map
		X7		Pillar Sign	X7 . PS . 3		S1: Customizable Panel (partner content tbd)	S2: Customizable Panel (partner content tbd)	S3: Customizable Panel (partner content tbd)	S4: Partner logos (?)
SBN-LD-J1	Lakes District	J1	Dry William Lake				No signs at this time			
SBN-LD-V13	Lakes District	V13	Fraser Lake Museum and VIC	Iconic Secondary	V13 . IS . 1		S1: Iconic overview: Lakes District		S3: Visit all of Northern BC's iconic destinations; iconics map	
		V13		Pillar Sign	V13 . PS . 2		S1: Sub-region Map	S2: Traveller safety information	S3: Related experiences Map (Partner Panel)	S4: subway-style map
		V13		Pillar Sign	V13 . PS . 3		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
SBN-LD-J2	Lakes District	J2	Savory Rest Area	Beacon Sign	J2 . BS . 1		S1: Introduction to Lakes District sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Lakes District sub-region themes and topics	
		J2		Iconic Secondary	J2 . IS . 2		S1: Iconic overview: Lakes District		S3: Visit all of Northern BC's iconic destinations; iconics map	
		J2		Pillar Sign	J2 . PS . 3		S1: Sub-region Map	S2: Traveller safety information	S3: Regional Map	S4: subway-style map
		J2		Pillar Sign	J2 . PS . 4		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
SBN-LD-J3	Lakes District	J3	Sheraton				No signs at this time			
SBN-LD-J4	Lakes District	J4	Tintagel				No signs at this sign			
SBN-LD-V14	Lakes District	V14	Burns Lake VIC	Beacon Sign	V14 . BS . 1		S1: Introduction to Lakes District sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Lakes District sub-region themes and topics	
		V14		Iconic Secondary	V14 . IS . 2		S1: Iconic overview: Lakes District		S3: Visit all of Northern BC's iconic destinations; iconics map	
		V14		Pillar Sign	V14 . PS . 3		S1: Sub-region Map	S2: Traveller safety information	S3: Related experiences Map (Partner Panel)	S4: subway-style map
		V14		Pillar Sign	V14 . PS . 4		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)

SBN-LD-J5	Lakes District	J5	Palling				No signs at this time			
SBN-BV-K1	Bulkley Valley	K1	Topley				No signs at this time			
SBN-BV-V15	Bulkley Valley	V15	Houston VIC	Beacon Sign	V15 . BS . 1		S1: Introduction to Bulkley Valley sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Bulkley Valley sub-region themes and topics	
		V15		Pillar Sign	V15 . PS . 2		S1: Sub-region Map	S2: Traveller safety information	S3: Related experiences Map (Partner Panel)	S4: subway-style map
		V15		Pillar Sign	V15 . PS . 3		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
SBN-BV-V16	Bulkley Valley	V16	Granisle VIC	Pillar Sign	V16 . PS . 1		S1: Sub-region Map	S2: Traveller safety information	S3: Related experiences Map (Partner Panel)	S4: subway-style map
		V16		Pillar Sign	V16 . PS . 2		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S3: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
SBN-BV-K2	Bulkley Valley	K2	Hungry Hill				No signs at this time			
SBN-BV-K3	Bulkley Valley	K3	Bulkley View				No signs at this time			
SBN-BV-V17	Bulkley Valley	V17	Smithers VIC	Beacon Sign	V17 . BS . 1		S1: Introduction to Bulkley Valley sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Bulkley Valley sub-region themes and topics	
		V17		Pillar Sign	V17 . PS . 2		S1: Sub-region Map	S2: Traveller safety information	S3: Related experiences Map (Partner Panel)	S4: subway-style map
		V17		Pillar Sign	V17 . PS . 3		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
SBN-BV-Y5	Bulkley Valley	Y5	Smithers Airport	Beacon Sign	Y5 . BS . 1		S1: Introduction to Bulkley Valley sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Bulkley Valley sub-region themes and topics	
		Y5		Pillar Sign	Y5 . PS . 2		S1: Sub-region Map	S2: Traveller safety information	S3: Region Map	S4: subway-style map
		Y5		Pillar Sign	Y5 . PS . 3		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
SBN-BV-K4	Bulkley Valley	K4	Glacier View				No signs at this time			
SBN-BV-X8	Bulkley Valley	X8	Hudson Bay Mountain (location TBD)	Iconic Primary	X8 . IP . 1		S1: Iconic overview: Hudson Bay Mountain		S3: Visit all of Northern BC's iconic destinations; iconics map	
		X8		Pillar Sign	X8 . PS . 2		S1: Sub-region Map	S2: Traveller safety information	S3: Related experiences Map (Partner Panel)	S4: subway-style map
		X8		Pillar Sign	X8 . PS . 3		S1: Customizable Panel (partner content tbd)	S2: Customizable Panel (partner content tbd)	S3: Customizable Panel (partner content tbd)	S4: Partner logos

SBN-SV-V18	Skeena Valley	V18	Hazeltons VIC	Beacon Sign	V18.BS.1		S1: Introduction to Skeena Valley sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Skeena Valley sub-region themes and topics	
		V18		Pillar Sign	V18.PS.2		S1: Sub-region Map	S2: Traveller safety information	S3: Related experiences Map (Partner Panel)	S4: subway-style map
		V18		Pillar Sign	V18.PS.3		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)
SBN-SV-X9	Skeena Valley	X9	Ksan Historical Village and Museum	Iconic Primary	X9.IP.1		S1: Iconic overview: 'Ksan Historical Village and Museum		S3: Visit all of Northern BC's iconic destinations; iconics map	
		X9		Pillar Sign	X9.PS.2		S1: Sub-region Map	S2: Traveller safety information	S3: Related experiences Map (Partner Panel)	S4: subway-style map
		X9		Pillar Sign	X9.PS.3		S1: Customizable Panel (partner content tbd)	S2: Customizable Panel (partner content tbd)	S3: Customizable Panel (partner content tbd)	S4: Partner logos
SBN-SV-L1	Skeena Valley	L1	Moonlit Creek	Beacon Sign	L1.BS.1		S1: Introduction to Skeena Valley sub-region themes, Indigenous territorial acknowledgment, corridor name		S3: Introduction to Skeena Valley sub-region themes and topics	
		L1		Pillar Sign	L1.PS.2		S1: Sub-region Map	S2: Traveller safety information	S3: Region Map	S4: subway-style map
		L1		Pillar Sign	L1.PS.3		S1: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S2: Interpretation of sub-region topic(s)	S4: Interpretation of sub-region topic(s)

