



# GREAT NORTHERN CIRCLE ROUTE SIGNAGE PROGRAM

July 2025

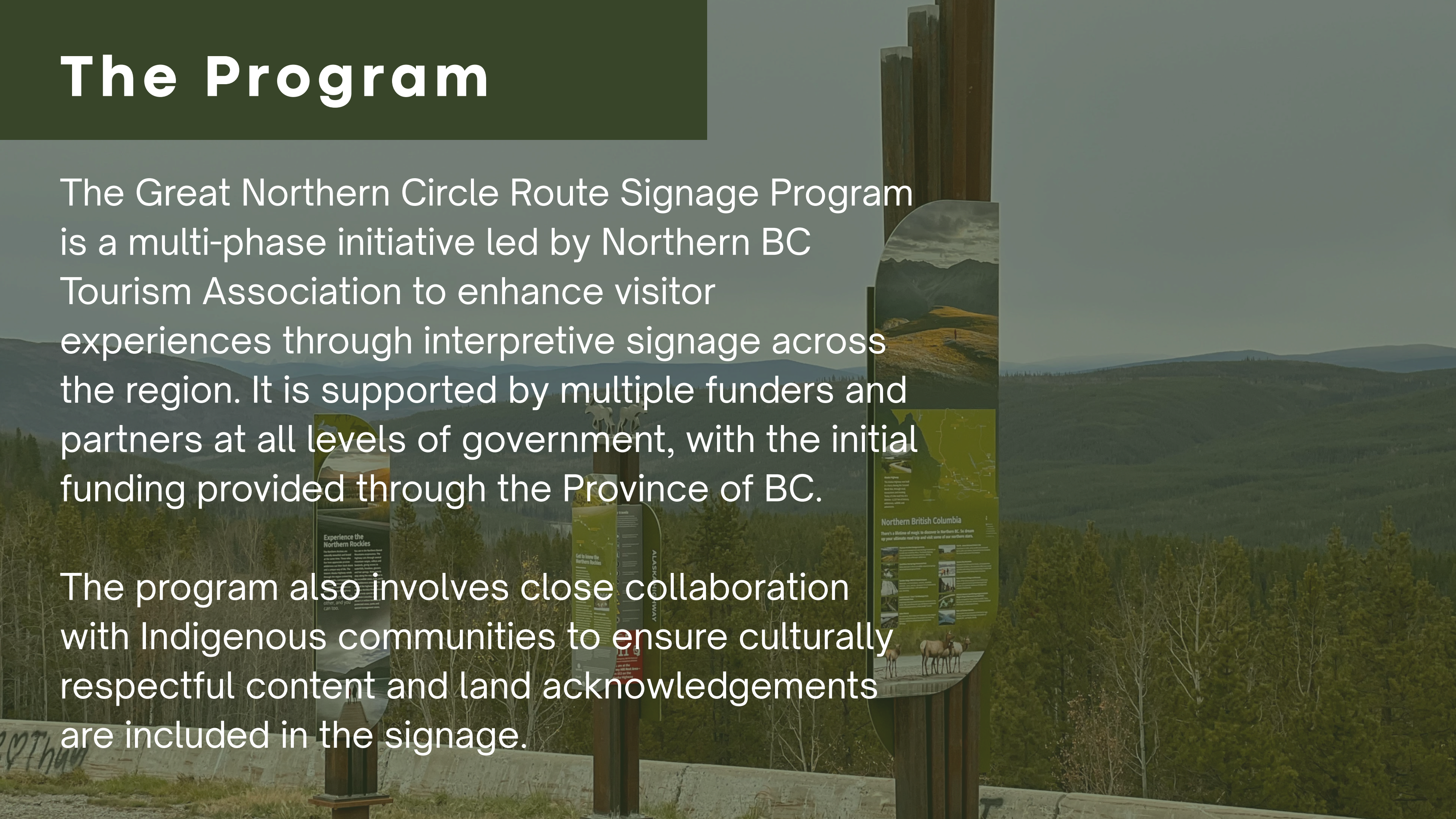




# The Program

The Great Northern Circle Route Signage Program is a multi-phase initiative led by Northern BC Tourism Association to enhance visitor experiences through interpretive signage across the region. It is supported by multiple funders and partners at all levels of government, with the initial funding provided through the Province of BC.

The program also involves close collaboration with Indigenous communities to ensure culturally respectful content and land acknowledgements are included in the signage.





# How we got here





# Funding Partners

Northern Rockies Regional  
Municipality

BC Parks

Northern Development Initiative  
Trust / Gotta Go Committee

Northern BC Tourism Association -  
Indigenous Engagement

Destination BC

Targeted Regional Tourism  
Development Initiative (Province of BC)



# Our Partners



Nisga'a Lisims  
Government



PEACE RIVER  
REGIONAL DISTRICT



DESTINATION  
BRITISH COLUMBIA®



Prophet River  
FIRST NATION



Canada



BC Parks



the City of  
Dawson Creek  
BRITISH COLUMBIA



Town of  
Smithers



Regional District of  
**Kitimat-Stikine**



**Lheidli T'enneh**  
Wheni Lheidli T'enneh ts'inli



BRITISH  
COLUMBIA

Ministry of  
Transportation  
and Infrastructure



# GNCR Signage Master Plan

- Signage system for Northern BC, focused on the GNCR
- Guides visitors, shares regional stories, supports Indigenous inclusion
- Aligned with the Northern BC Thematic Framework
- Organizes area into regions, sub-regions, and travel corridors
- Visitors encounter signage at key locations (e.g., visitor centres, rest areas, airports)





# Travel Corridors: Colours



Alaska Highway (Green)



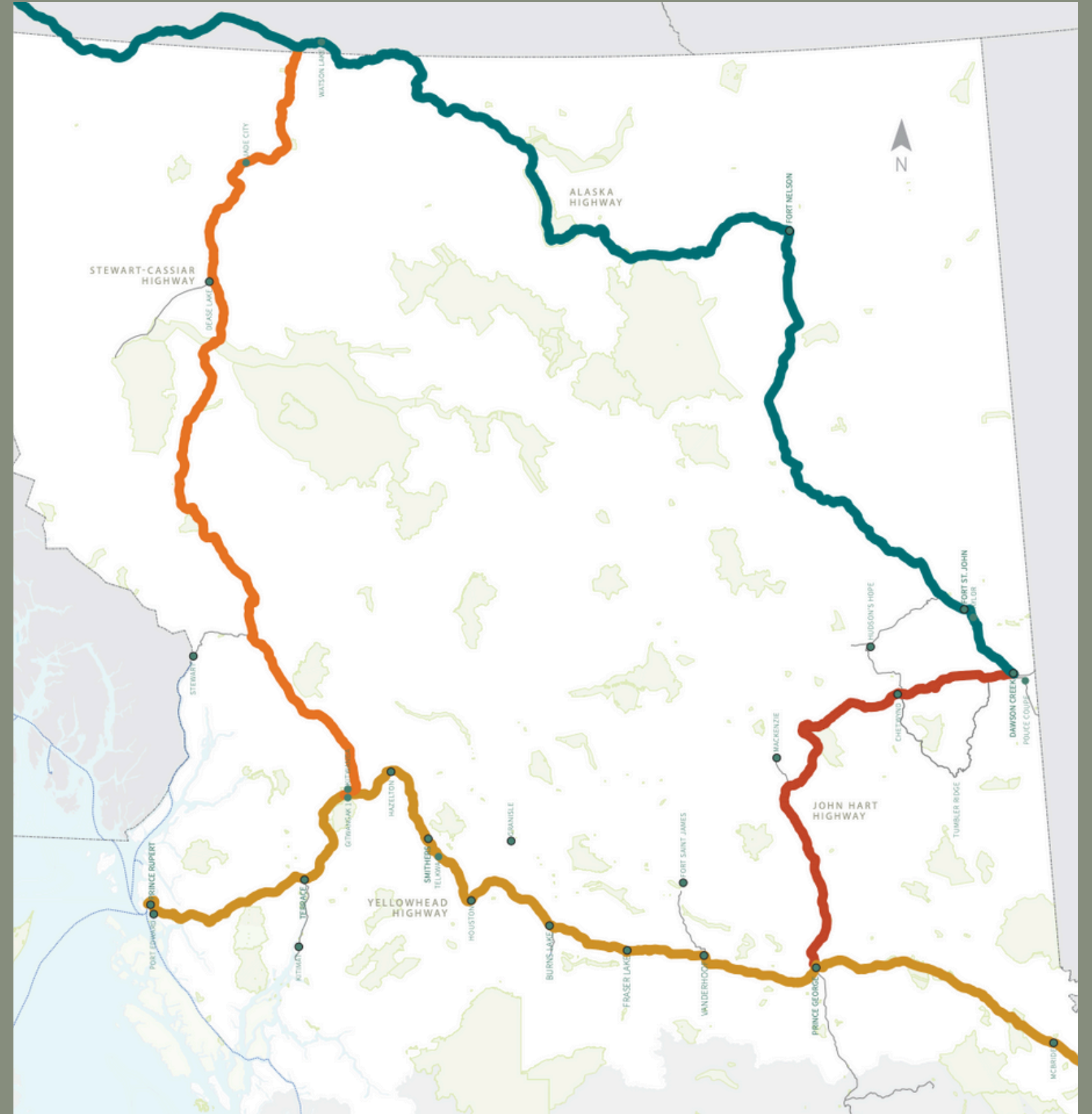
Stewart-Cassiar Highway (Orange)



John Hart Highway (Earthy Red)



Yellowhead Highway (Mustard)



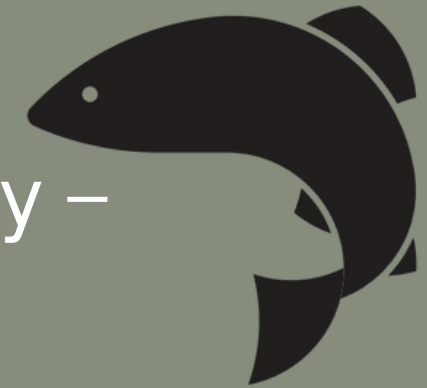


# Travel Corridors: Animal Icons

John Hart Highway –  
**Eagle**



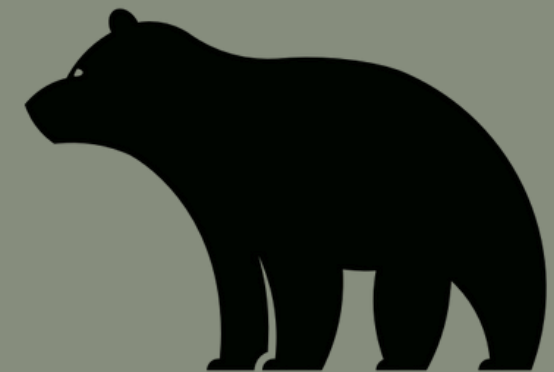
Yellowhead Highway –  
**Salmon**



Alaska Highway –  
**Moose**

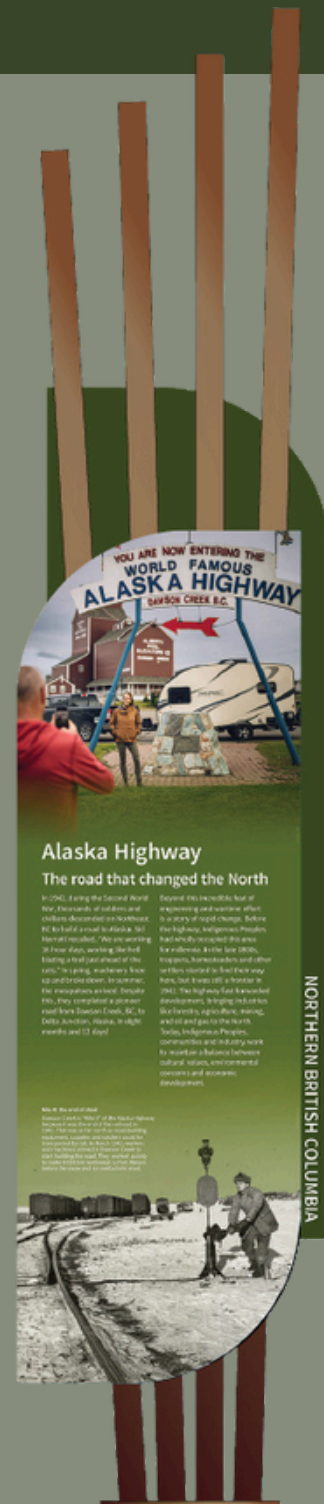


Stewart-Cassiar  
Highway – **Bear**





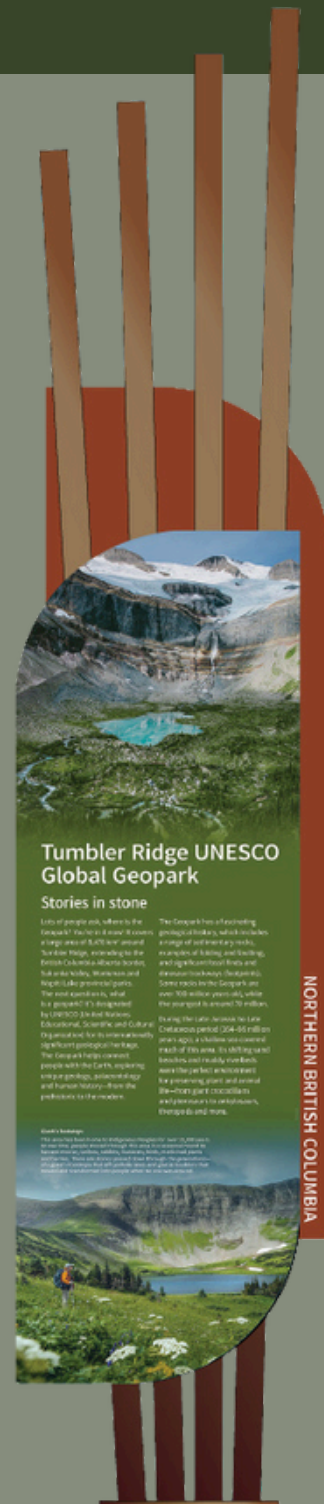
# Travel Corridor Themes



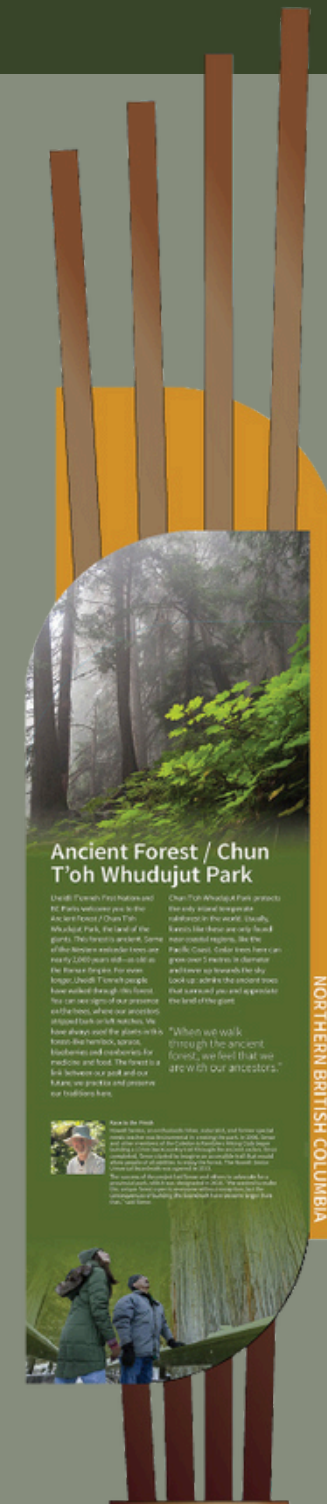
# Alaska Highway



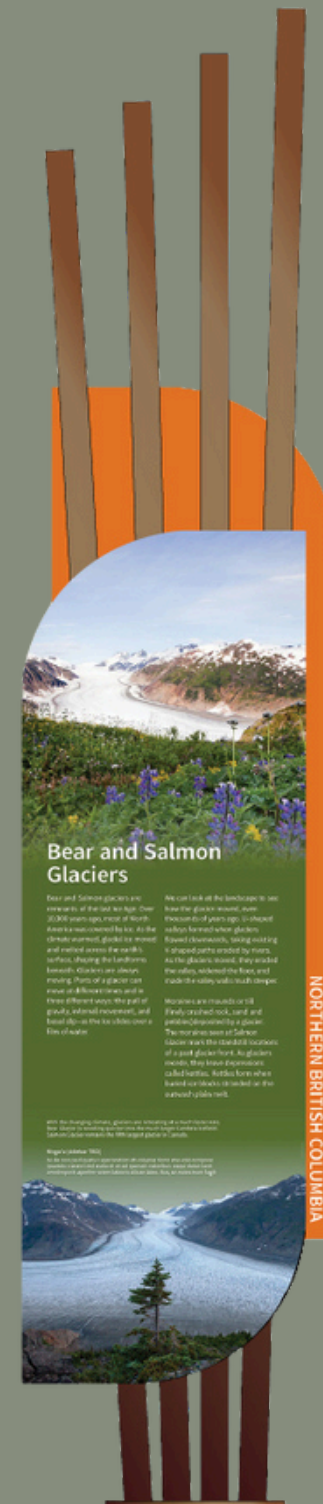
# John Hart Highway



# Yellowhead Highway



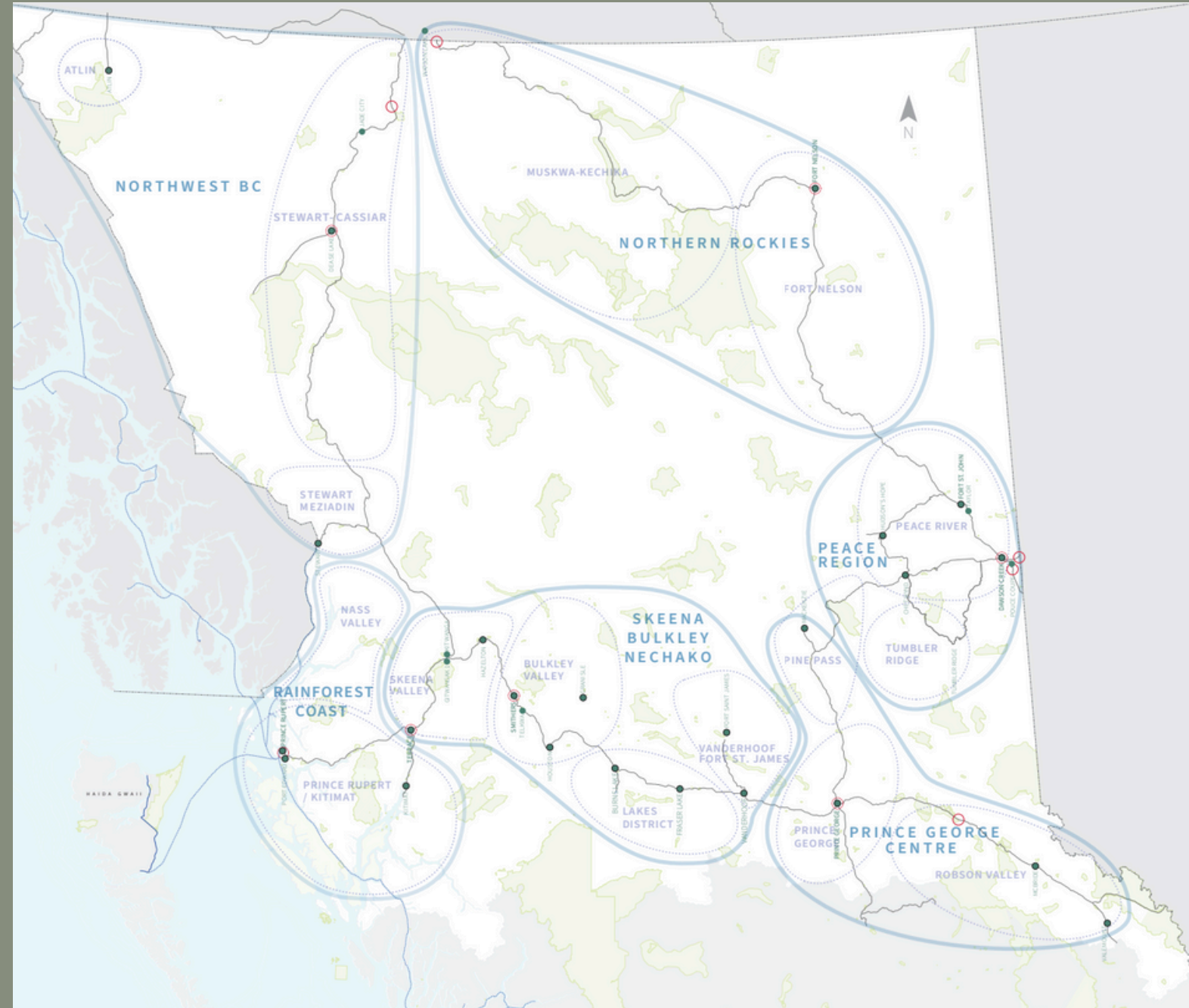
# Stewart-Cassiar Highway





# Regions and Subregions

## Thematic Interpretations



Communities and Nations lead the interpretation for the content on the signs.



# Signage Family



Iconic  
Primary

Iconic  
Secondary

Beacon  
Sign

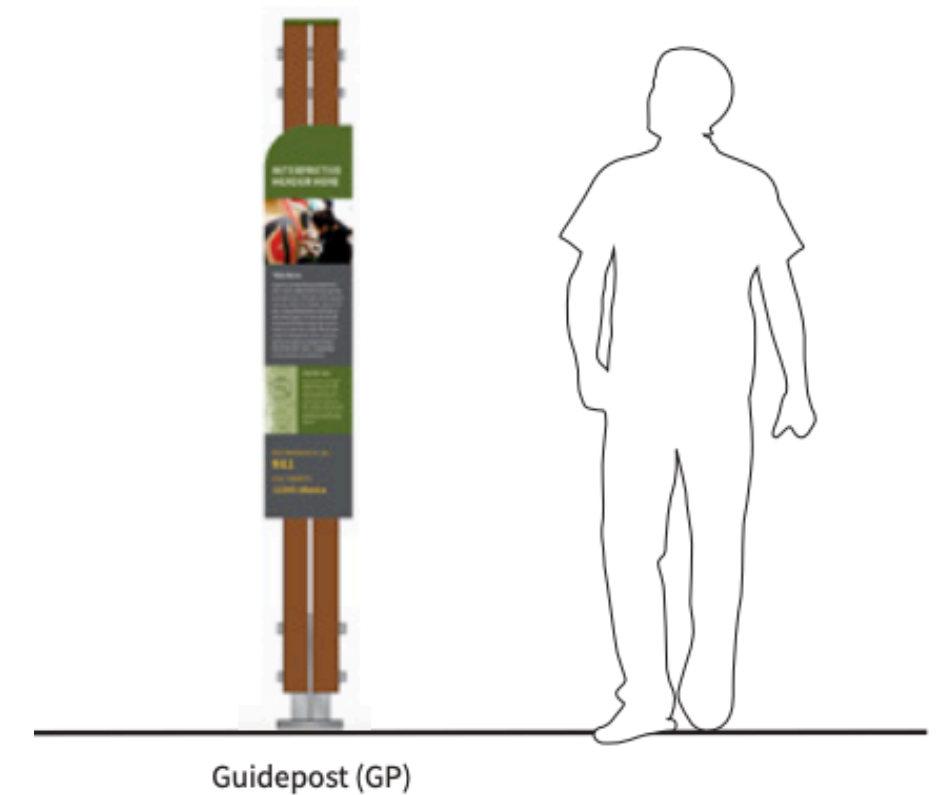
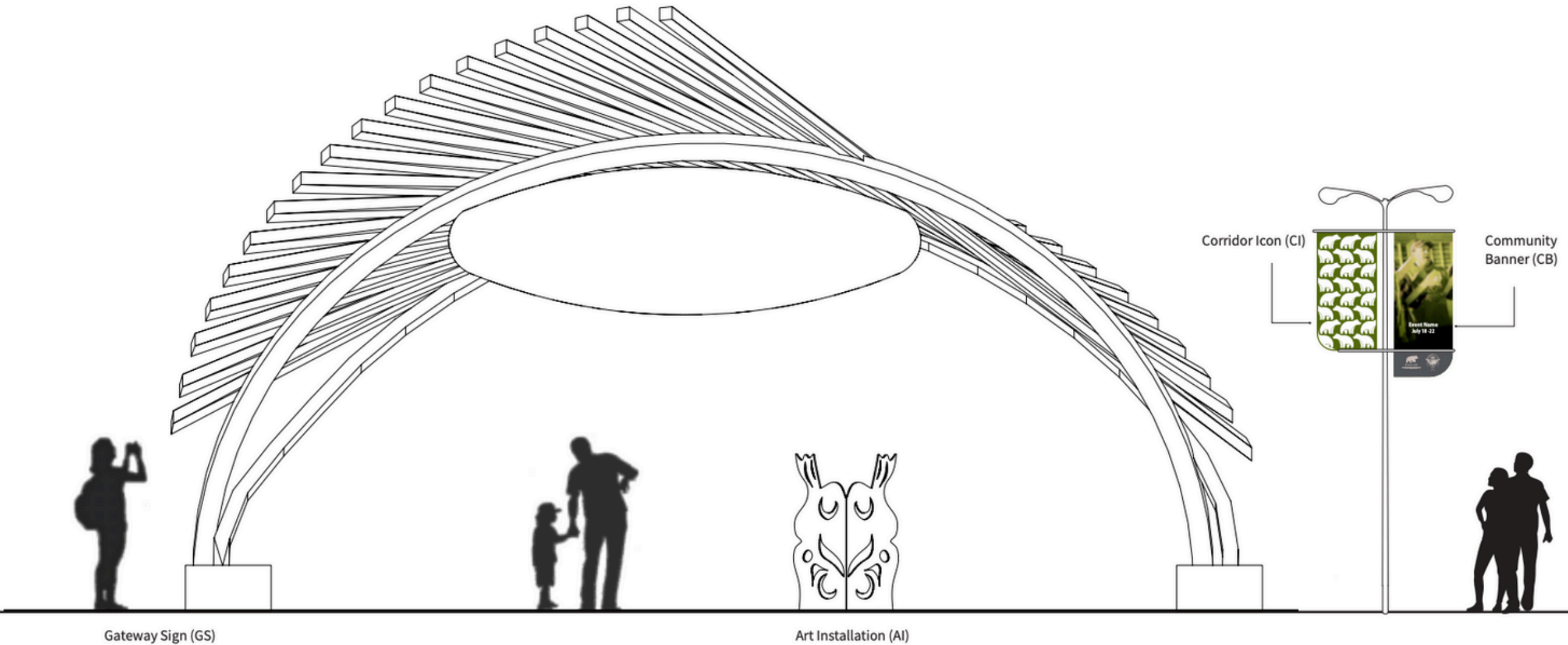
Pillar

The signage family aims to enrich visitors' journeys, introduce them to destinations, provide cues about the themes and topics of each area, and assist with travel needs like safety.

The signs help visitors navigate the vastness of Northern BC by marking and celebrating their arrival in the region and helping them understand different areas. Visitors will come to recognize these signs as opportunities to explore and discover.



# Signage Family



## Gateway Signs

Welcome visitors at key entry points with bold, sculptural designs and regional storytelling.

## Community Banner Signs

Seasonal banners for community promotion and corridor-wide branding.

## Trailhead Guideposts

Trail-specific signs with maps, safety info, and local highlights.



# Awards & Recognition

Tourism Industry Association of BC -  
Innovation Award (Finalist)

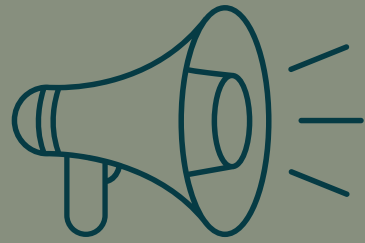
RGD Brand Awards (Submitted)

Sign Association of Canada's BOCSies  
(Submitted)



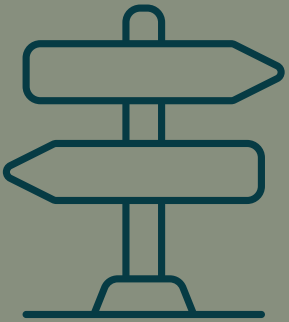


# Why is this important?



## What We Heard

Vast, diverse region needs better signage.



## What We Know

Signage helps create a sense of place and tell the story of place.



## Who We Worked With

Indigenous Nations, all levels of government, local communities & partners.



## Where We Are

Signage across the region aligned with *Great Wilderness* and *Infinite Coast* brands.





# The Phases



**Phase 4 and beyond**  
Still seeking funding



**Phase 3**  
Northwest Signs  
New Hazelton Visitor Centre



**Phase 2**  
Northeast Signs  
Indigenous Pillar Signs  
Fort Nelson Visitor Centre



**Phase 1**  
Gotta Go Signs



# Phase 1: Gotta Go

Installed: Fall 2024

- 01** Army Hill (Gotta Go Rest Stop)
- 02** Peterson North (Gotta Go Rest Stop)
- 03** Steamboat Hill (Gotta Go Rest Stop)
- 04** Mile 202 (Gotta Go Rest Stop)
- 05** Sikanni Chief (Gotta Go Rest Stop)







# Gotta Go Signs





# Phase 2: Northeast

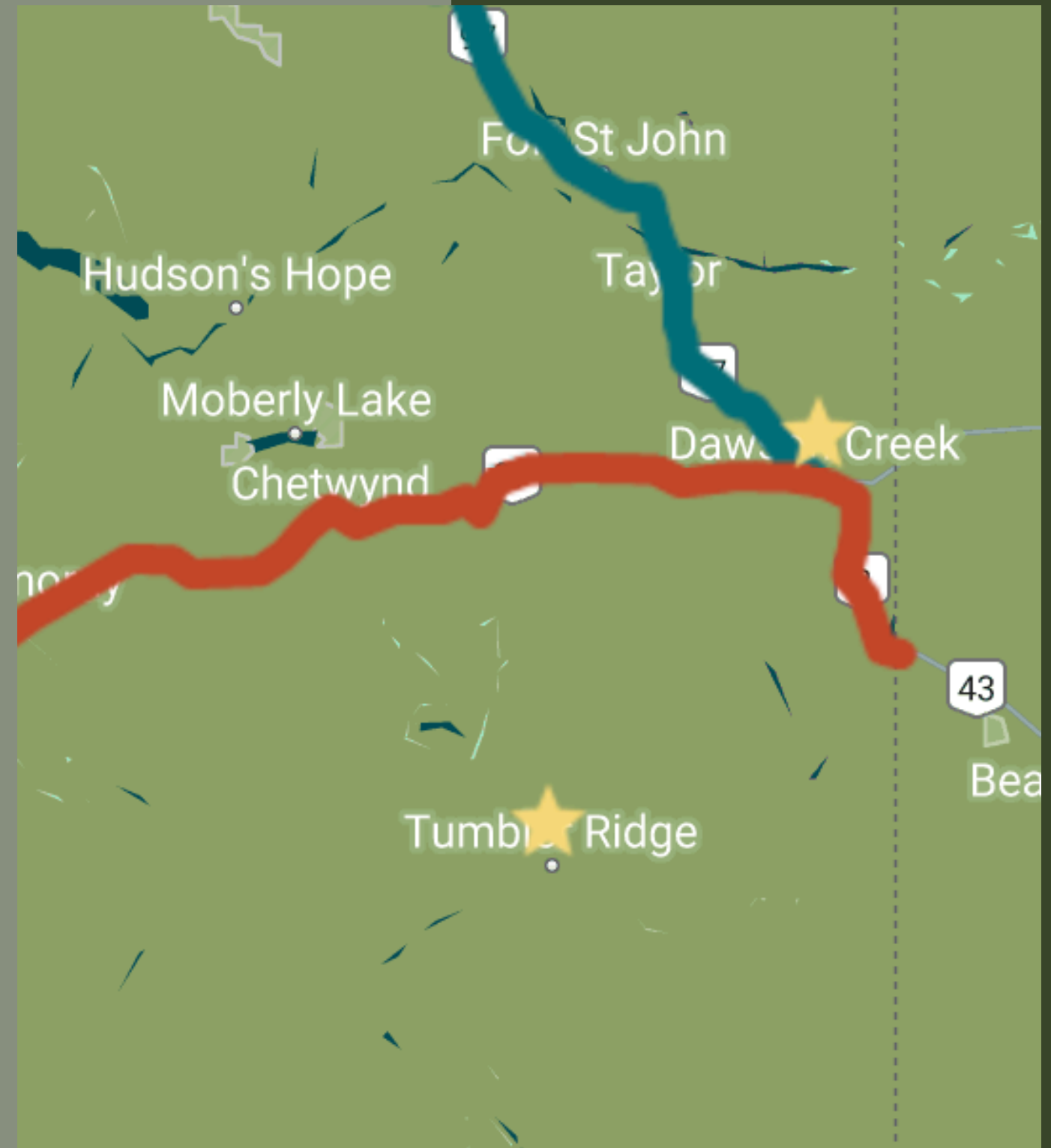
Installation: Summer 2025

**01** Tumbler Ridge Global Geopark

**02** Mile Zero Alaska Highway

**03** Indigenous Pillar Signs

**04** Fort Nelson Visitor Centre







# Northeast Signs





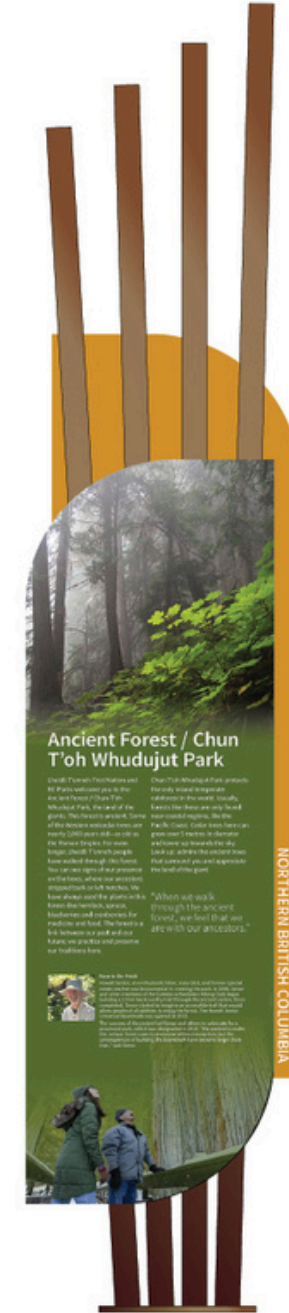
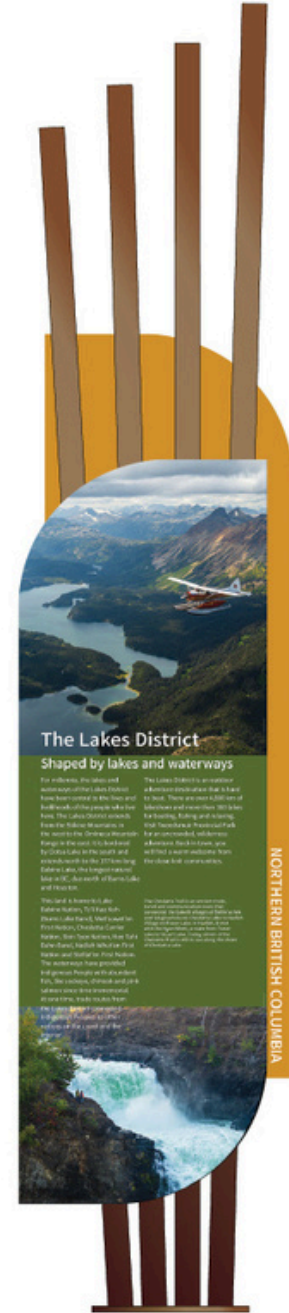
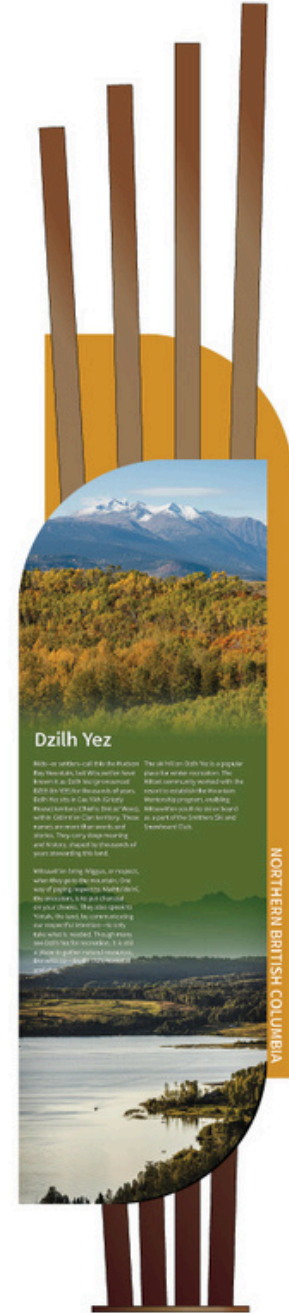
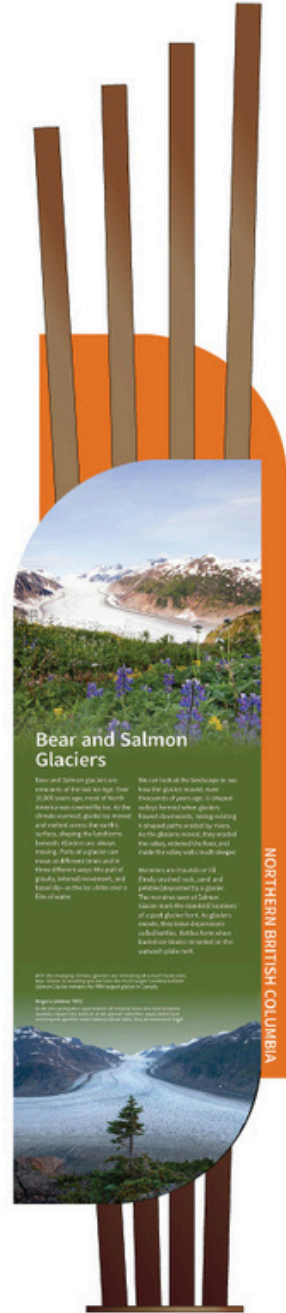
# Phase 3: Northwest

Installation: TBD

- 01 Village of Burns Lake (Lakes District Iconic)
- 02 Fort St. James Historical Site
- 03 Town of Smithers (Hudson Bay Mountain Iconic)
- 04 District of Stewart (Bear & Salmon Glacier Iconic)
- 05 Nisga’a Lavabeds
- 06 Ancient Forest
- 07 New Hazelton Visitor Centre







# Northwest Signs





# Phase 4 and beyond



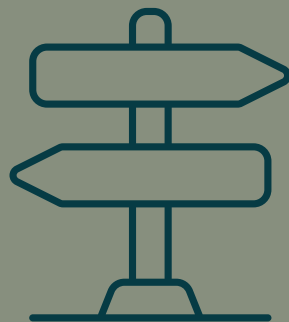
Funding for Phase 4 will be pursued following completion of Phases 2 and 3



Pre-funding work is required to ensure the project is shovel-ready



Engagement with local governments to identify sign locations



Ownership/Maintenance agreements must be in place prior to funding applications

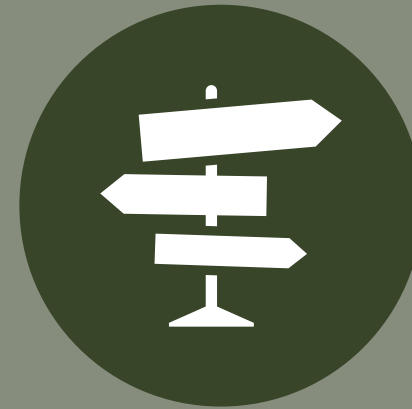




# Ownership Agreements

## Sign Maintenance & Ownership

- Maintenance agreements required before Phase 4+ funding
- Ownership transfers to Regional District/Municipality
- Maintenance includes graffiti removal & ensuring accessibility (snow clearing)
- NBCTA supports finding funds for replacements
- Signs are 100% recyclable if beyond repair



**Owner of Signs**



# Call to Action

Ownership and maintenance agreements as well as solidified locations will help NBCTA source more funding for this important and exciting initiative.

Contact Us:



[martina@nbctourism.com](mailto:martina@nbctourism.com)



<https://www.travelnbc.com/signage>







THANK  
YOU

