



GREAT NORTHERN CIRCLE ROUTE SIGNAGE PROGRAM

August 2026



The Program

The Iconic Destination Signage Program is a multi-phase initiative led by the 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



BRITISH
COLUMBIA

Ministry of
Transportation
and Infrastructure



Regional District of
Kitimat-Stikine



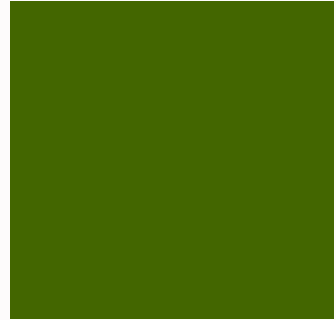
Lheidli T'enneh
Wheni Lheidli T'enneh ts'inli

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)



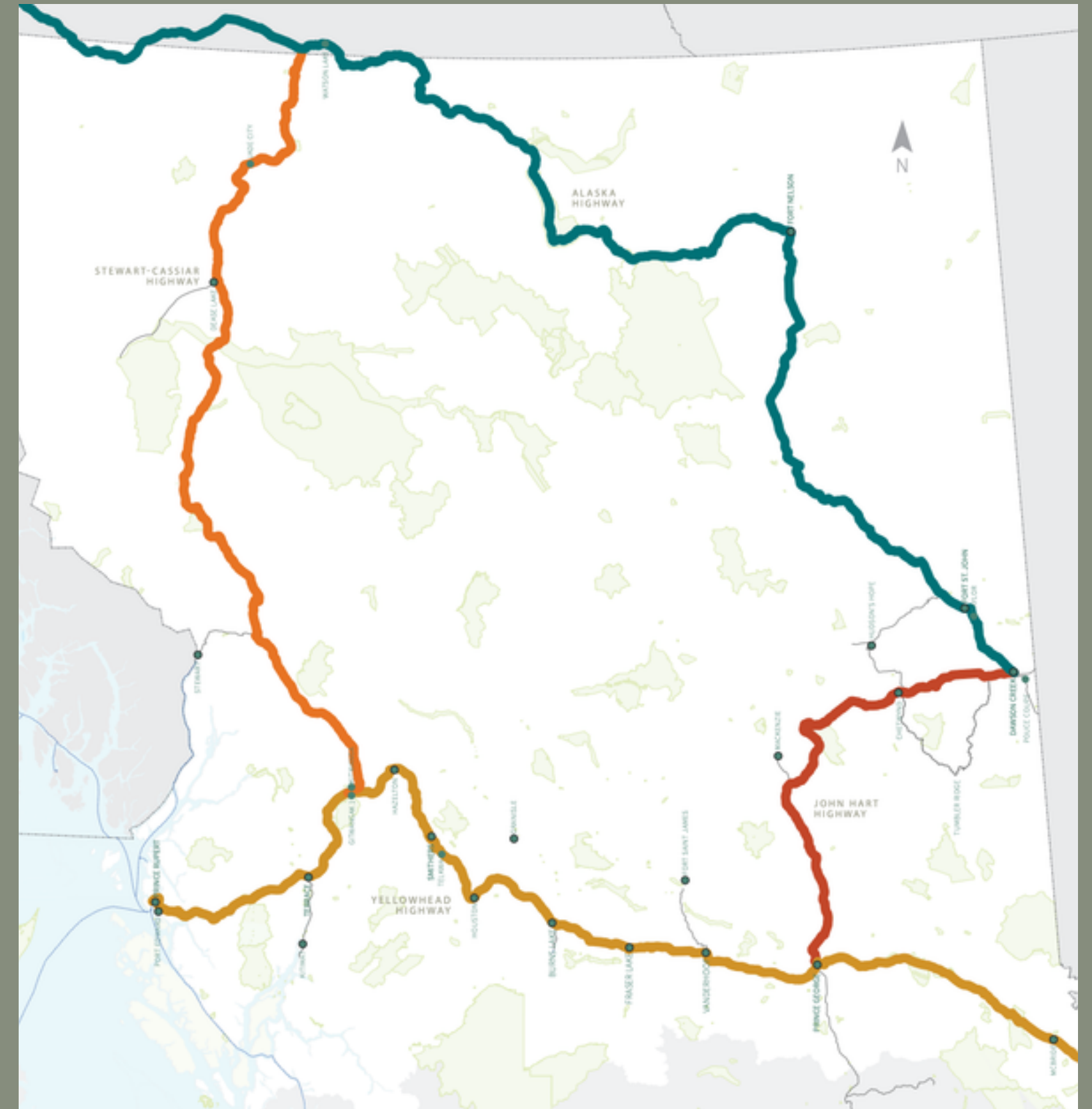
Stewart-Cassiar Highway (Orange)



John Hart Highway (Earthy Red)



Yellowhead Highway (Mustard)

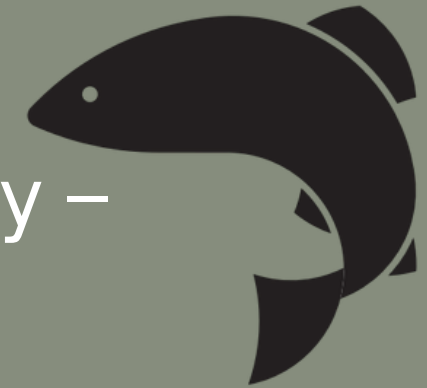


Travel Corridors: Animal Icons

John Hart Highway –
Eagle



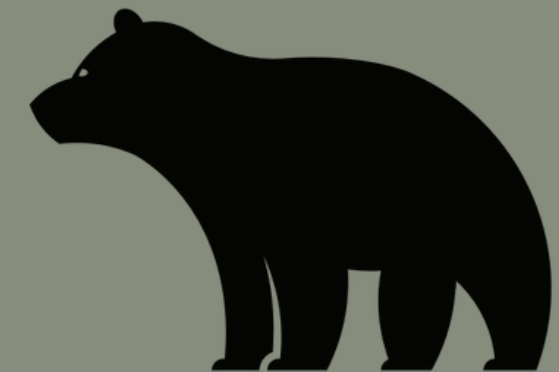
Yellowhead Highway –
Salmon



Alaska Highway –
Moose



Stewart-Cassiar
Highway – **Bear**



Travel Corridor Themes



Alaska Highway
The road that changed the North

By 1942, it was the longest road in the world. It was built in a matter of months, a testament to the power of human ingenuity and the spirit of adventure. The road that changed the North, the road that changed the world.

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Alaska Highway

NORTHERN BRITISH COLUMBIA



Tumbler Ridge UNESCO Global Geopark
Stories in stone

The Tumbler Ridge area is a treasure trove of geological wonders, from the ancient rocks of the Tumbler Ridge Formation to the more recent deposits of the Tumbler Ridge Group. The area is a testament to the power of nature and the resilience of the human spirit.

NORTHERN BRITISH COLUMBIA



Tumbler Ridge

NORTHERN BRITISH COLUMBIA



Ancient Forest / Chun T'oh Whudujut Park

NORTHERN BRITISH COLUMBIA



Robson Valley

NORTHERN BRITISH COLUMBIA



Bear and Salmon Glaciers

NORTHERN BRITISH COLUMBIA



Stewart-Cassiar Highway

NORTHERN BRITISH COLUMBIA

Alaska Highway

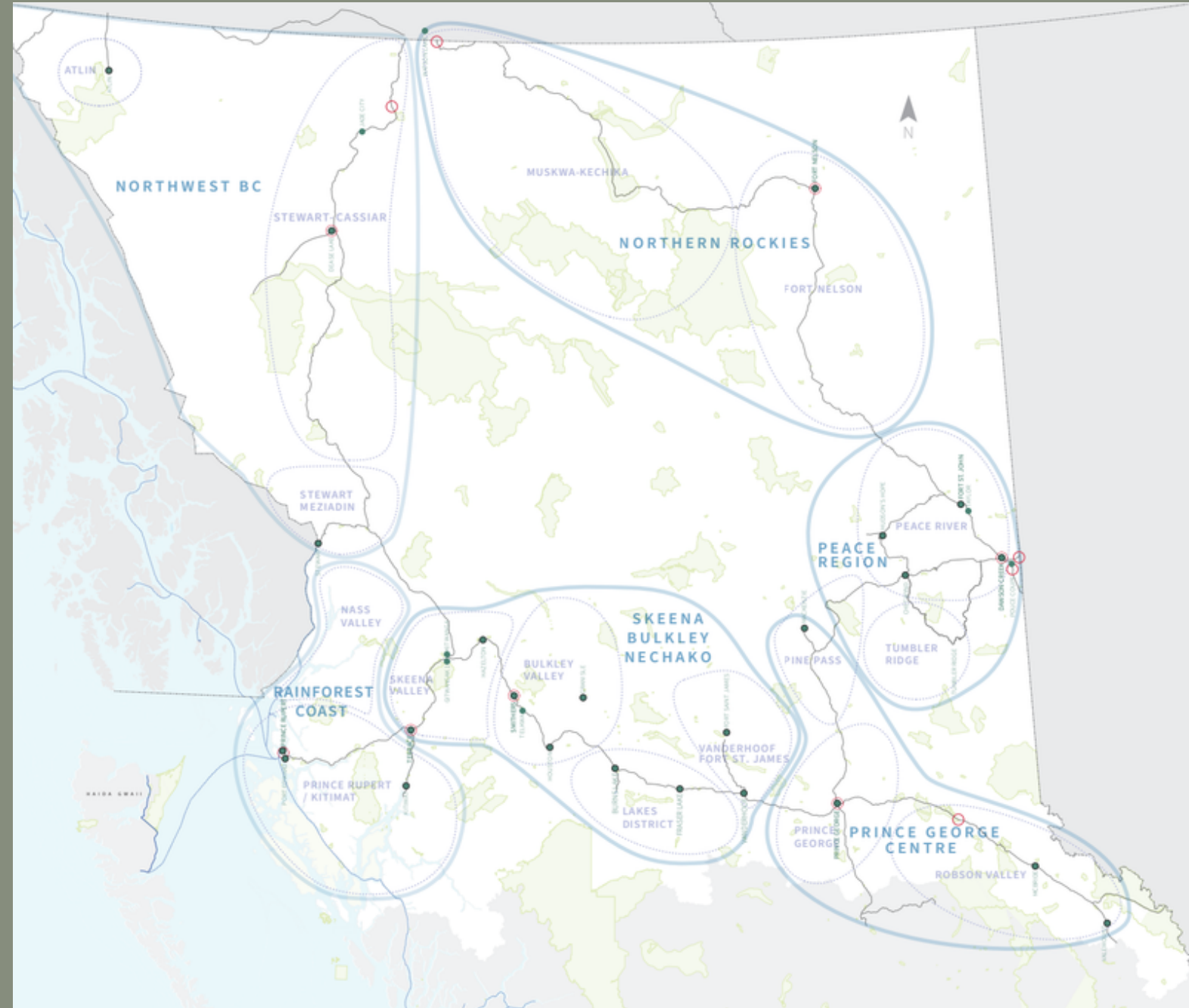
John Hart Highway

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

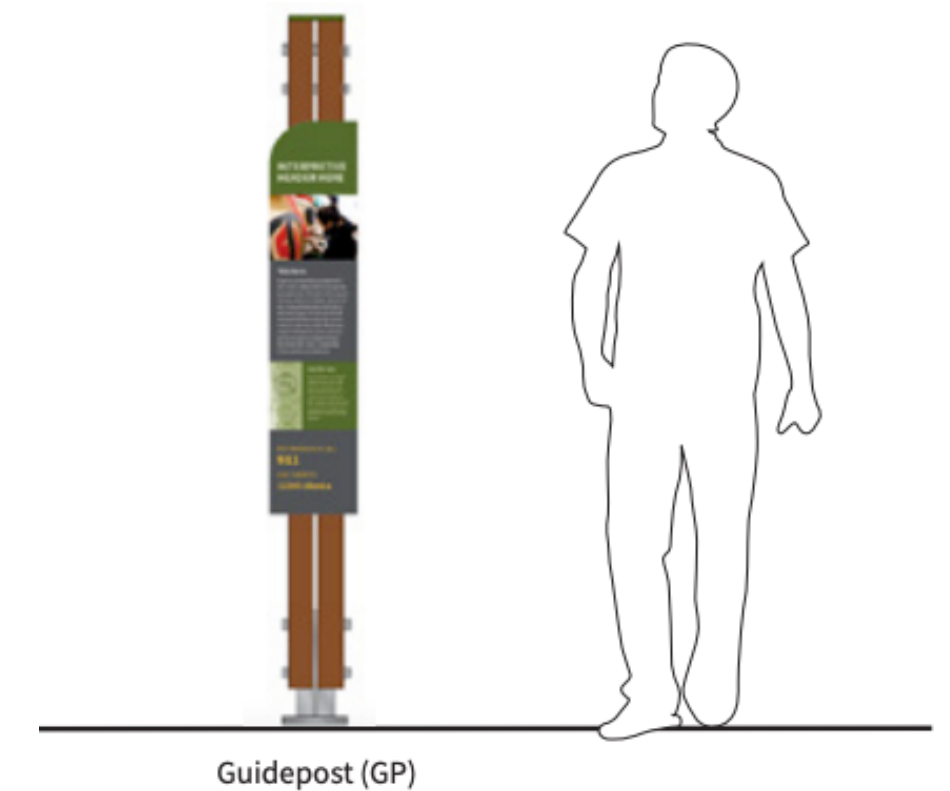
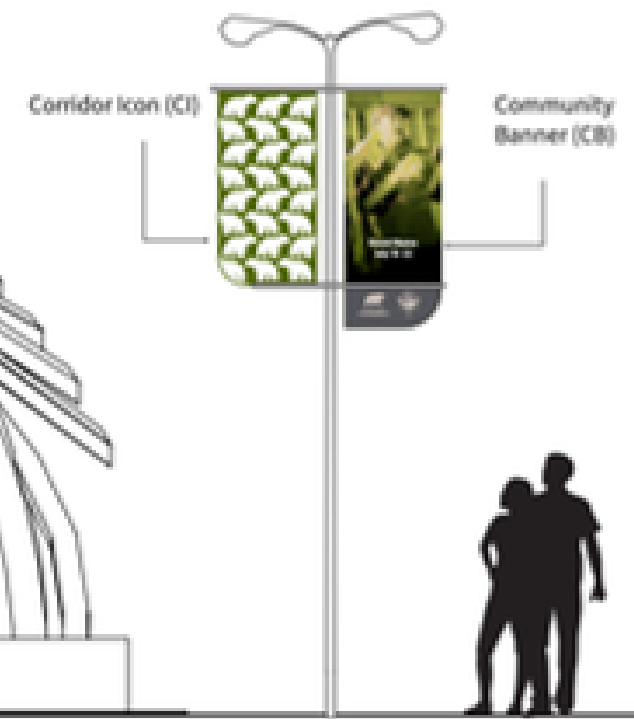
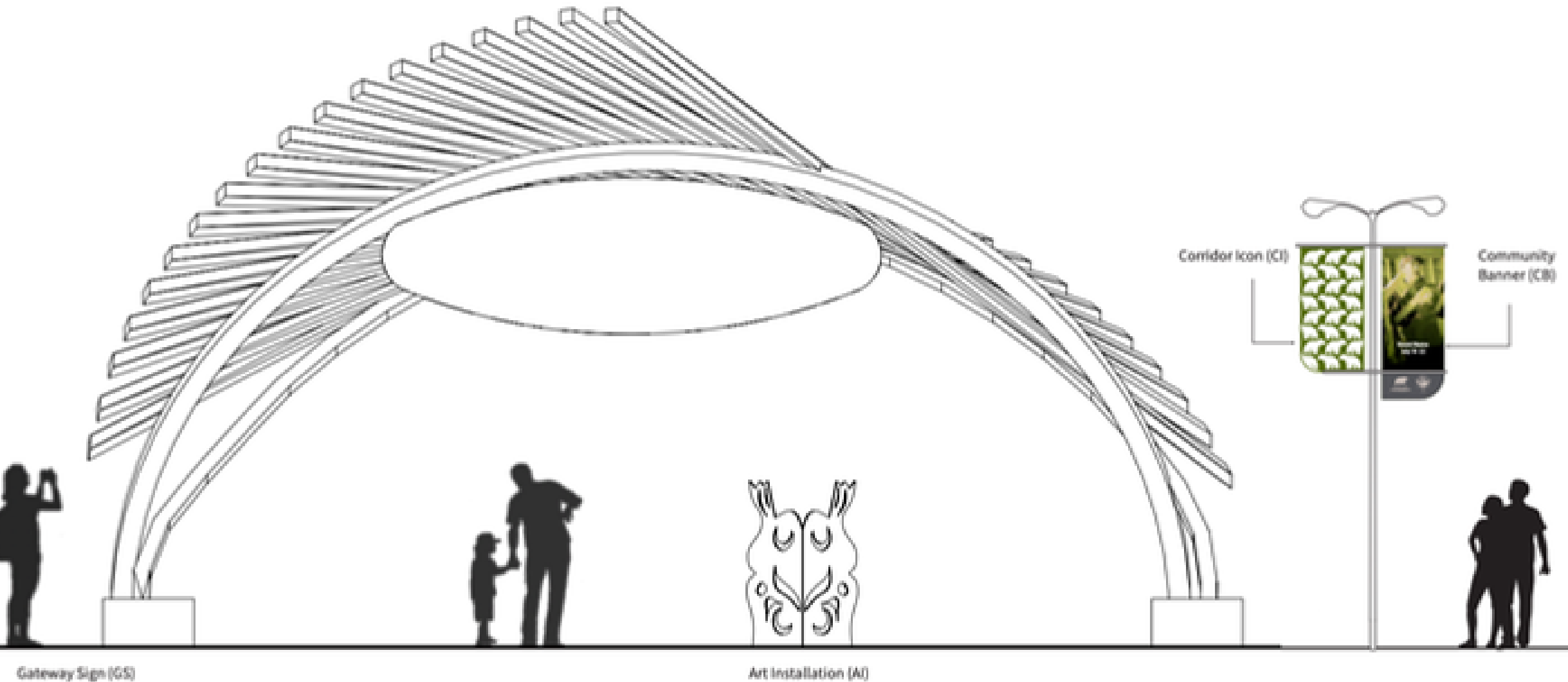
Beacon
Sign

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 (Submitting)

Sign Association of Canada's BOCSies
(Submitting)

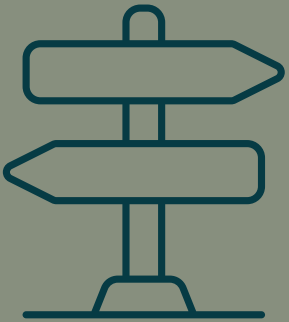


Why is this important?



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

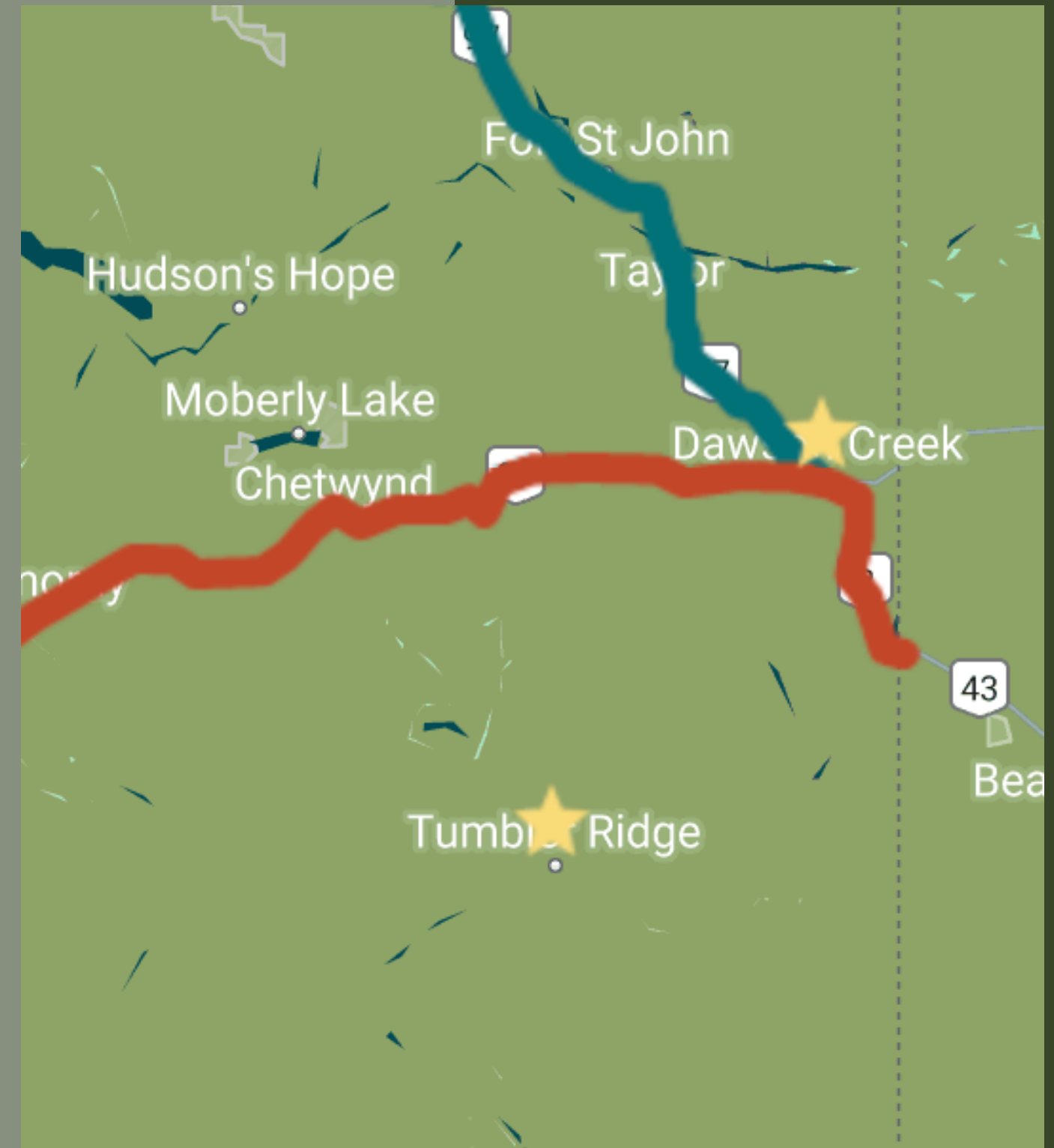
Installation: Summer/Fall 2026

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: Fall 2026

- 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
- 08** Boulder Creek Rest Area
- 09** Ksan Historical Village & Museum





Northwest Signs



Phase 4 and beyond



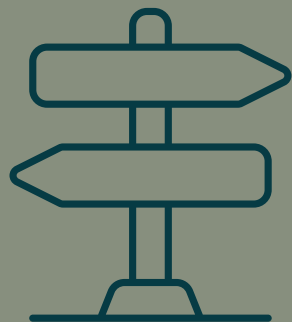
Funding for Phase 4 will be pursued following completion of Phases 2 and 3



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



Engagement with local governments to identify sign locations



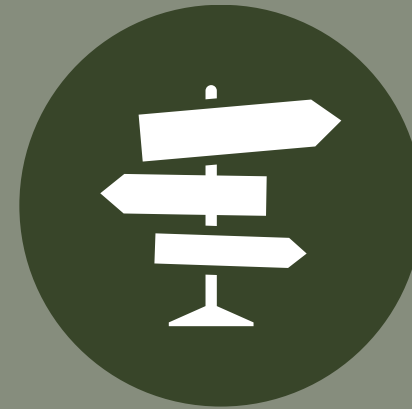
Ownership/Maintenance agreements must be in place prior to funding applications



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



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





**THANK
YOU**

