

ENHANCING TOURISM DEVELOPMENT IN RURAL BRITISH COLUMBIA

Welcome!
*A Manual to Enhance Community
Signage and Visitor Experience*



Chrystal Stone

Nicole L. Vaugeois

2007

TOURISM RESEARCH INNOVATION PROJECT

Manual title:

Welcome! A Manual to enhance community signage and visitor experience.

Authors: Chrystal Stone and Nicole Vaugeois

Copyright 2007

Tourism Research Innovation Project (TRIP).

www.trip-project.ca

Project Coordinator

Nicole L. Vaugeois, PhD

Malaspina University-College

900 Fifth Street

Nanaimo BC V9R 5S5

Phone (250) 753-3245 Local 1-2772

vaugeois@mala.ca

TRIP is a multi partner initiative to enhance tourism development in rural BC through knowledge mobilization. Partners include education institutions such as Malaspina University College, Thompson Rivers University, University of Northern BC, College of the Rockies and College of New Caledonia. Non academic partners include the Ministry of Tourism Sport and the Arts, Tourism BC, Ministry of Economic Development, BC Parks, BC Centre for Tourism Leadership and Innovation, and the Canadian Rural Secretariat.

The Social Sciences and Humanities Research Council provides funding to this initiative.

Welcome!

A Manual to Enhance Community Signage and Visitor Experience

A Community Resource Guide

Chrystal Stone, B.T. M.

Department of Recreation and Tourism Management
Malaspina University-College
Email: stone.chrystal@gmail.com

Nicole L. Vaugeois, PhD

Project Coordinator
Tourism Research Innovation Project
Department of Recreation and Tourism Management
Malaspina University-College
900 Fifth Street
Nanaimo, BC V9R 5S5
Phone: (250) 753-3245 Local 2772
Email: vaugeois@mala.bc.ca

Table of Contents

Introduction	5
Section 1 – The Importance of Strong Signage	
1.1 How signage enhances access	9
1.2 How signage improves experience	9
1.3 How signage boosts visitation	10
Section 2 – Examples of Strong Signage	
2.1 Types of Signage	13
(a) Entrance and Welcome Signs	
(b) Guide and Information Signs	
(c) Service & Attraction Signs	
(d) Tourism Oriented Directional Signs	
(e) Business Logo Signs	
(f) Interpretive Signs	
2.2 General characteristics of good signage	20
(a) Components of a sign	
(b) How to maximize the effectiveness of a sign	
2.3 Examples of Signage Programs at the Regional Level	23
(a) BC Provincial Park Symbols	
(b) Agritourism & Wine Tourism Industry	
(c) BC Wildlife Watch Program	
2.4 Examples of Signage Programs at the Community Level	25
(a) Village of Clinton	
(b) City of Nanaimo	
(c) Crazy Creek	
(d) Likely and Xatsull	
Section 3 – Steps to Enhancing Community Signage	
3.1 Steps to Help you Build a Community Signage Program	29
Step 1 – Create an inventory of the community's assets	
Step 2 – Get the visitor's perspective	
Step 3 – Determine what is needed	
Step 4 – Determine responsibilities	
Step 5 – Develop Signage	
Step 6 – Monitor Effectiveness	
Section 4 – Resources to Help you succeed	
4.1 Signage Contacts	35
4.2 Online Resources	40

Introduction

One of the most significant issues limiting tourism development for many communities throughout BC is the status of community signage. An effective signage program not only attracts visitors and provides direction and information, but it also plays a critical role in linking visitors to "product" or experiences within the province. It is the final link in the marketing process and must be considered an essential part of the product development process. To ensure that tourism is a benefit to the local community and the local economy, travelers visiting the area need to be given appropriate directions to locate attractions easily. This manual will pull together information that will assist those in communities to understand why signage is a priority in tourism, understand what good signage is, and learn how to go about putting a signage program together.



Who is the manual for?

The manual has been designed to provide a brief introduction to the topic of signage, with a particular focus on signage that will enhance tourism potential at the community level. For community leaders, planners and businesses it provides a starting point at which to begin the process of initiating a program that can be specifically tailored to the community's needs.

How is the manual organized?



Section 1 presents an overview of the importance of strong signage in terms of how it can improve visitor access, enhance visitor experience, and improve visitation. Examples of different types of signage at the regional and local levels are presented in Section 2. A series of steps on how to enhance community signage is listed in Section 3, and in Section 4, there are a number of resources to help communities on their way to building a strong signage program.

Why is this manual useful?

One of the most commonly occurring issues in tourism development witnessed throughout the annual extension tours conducted by TRIP and by communities themselves is the state of existing signage throughout the province. As people navigate away from urban centers and venture out into more rural and remote regions of BC they need to be assured that they are on the right path to their intended experience.

As communities throughout the province are working to integrate tourism into their economic development priorities, many have sought resources to help them improve their signage to enhance visitor experience. Unfortunately, there is no source currently that pulls together all of the resources on signage to assist in the development of a signage program. Without this resource, people in each community must do a separate search for resources to answer basic questions about how to proceed. Indeed, this search for resources is a challenging one as evidenced by the primary author of this report:

"As a fourth year undergraduate student at Malaspina University-College, I have access to a large pool of resources at the campus library and to a wide cross-section of academic journals, government publications and published books. Conducting research for this topic was a challenge because there is little information on community or tourism signage and the benefits it can provide. What I did find was of little use to community leaders as many of the publications were created for use at the government level rather than the community level" (Chrystal Stone, 2007).

Moving In the Right Direction...

Community and highway signage is a multi-jurisdictional issue. There are several different types of signs that serve different purposes and that require different application processes. The resource section provides a synopsis of several documents covering eligibility and requirements for highway and roadway signage in BC and Canada. What is missing from these guides is information on how to assess the community's need for a signage program, how a community can attract a visitor once they are in the community, and how a community can benefit from having such a program in place.

Generally, there are two authorities on signage approvals in British Columbia: the Ministry of Transportation and Tourism British Columbia. Each individual community, depending on whether it is incorporated or unincorporated, may have a different organizational structure to guide the signage initiative. It is important for the community's council or staff to play a lead role in implementing a signage program to ensure that the proposed signage aligns with the community's goals and objectives. This manual will serve as a link between local communities and the organizations involved in establishing a signage program. It will also guide community leaders towards the first step of assessing the potential impacts for initiating new signage.



**SECTION
1**

**The
Importance
of strong
Signage**

Section 1: The Importance of Strong Signage

Communities often have only one chance to make a good impression on visitors. In a high-speed, automobile-oriented society, information and directional signs are necessary not only for public convenience but also for public safety. Proper signage will function to inform highway and road users of the community's tourism services, operations and attractions, provide roadway directions to these destinations and increase the frequency and quantity of tourist visits. The overall purpose of implementing a signage program is to elevate the community's marketability as a tourism destination and the products and services that make it unique. Appealing signs that are compatible with the local character and conform to national or international standards will be more inviting for travelers to stop and explore.

The Trick is to Think Like a Visitor

David Dahlquist, an American byway planner, presents a unique way of understanding the process of wayfinding and wayshowing to help visitors access and participate in positive experiences. Wayfinders are the road travelers and potential community visitors, and wayshowers are those who are involved with helping people navigate to and around the community (America's Byways Resource Centre, 2006).

Wayfinding: (So you are trying to find your way?)

The mental process that turns a travel goal into decisions, actions and behaviours. A process of determining and following a path or route between an origin and a destination.

Wayshowing: (Here, let me show you...)

The communication of information to aid travelers in setting desired goals, making decisions and taking appropriate actions.

The table below demonstrates the linkage between the ideas of wayfinding and wayshowing, drawing parallels between the actions of the host and the response of the visitor. Wayfindings is what the visitor is trying to do to connect with tourism experiences and wayshowing is what communities/regions need to do to ensure they not only arrive at their intended destination, but enjoy a safe journey.

WAYFINDING		WAYSHOWING
Seeing	← →	Drawing
Reading	← →	Writing
Hearing	← →	Speaking
Learning	← →	Teaching
What travelers do	← →	What you do

Source: Adapted from *Vistas* September/October 2006 (p.1)

What happens when poor signage exists?

A testimonial from a couple traveling by RV in the Cariboo Chilcotin Coast region.

“We were traveling with our RV for four weeks coming from Alberta and doing a loop entering from Jasper. As we wanted to spend time fishing, we spent most of our time trying to get to lakes and campgrounds in the region. One day, we wanted to get to a resort where we had a reservation for five nights. We saw one sign leaving the highway and then no reminders again. After traveling for 4 hours it was nearing dark so we either had to turn around or camp out on the side of the road. We turned around, were frustrated and regret having made the trip that far”.

What is a sign?



Signage indicating the start of the Alaska Highway

Signs appear everywhere – guiding, informing and warning. Each one has a specific use and purpose. A sign is "an inscribed board, plate or space that provides information, warning or guidance. Signs provide a single message. Entrance signs, traffic signs, directional signs, and regulation signs are examples"¹

Appealing signs that are compatible with local character and that conform to national or international standards will be better understood and accepted by visitors from different countries and cultures. Simply put, having strong signage can contribute to the success of tourism in a community. The following section will further illustrate how signage improves access, enhances experience and increases visitation.

1.1 How signage improves access

There are many rural communities that have developed around or adjacent to transportation corridors in hopes to become a transportation and service centre to highway users. For these communities, the challenge lies in finding ways to get motorists to slow down, turn into the town centre and explore what it has to offer. There are also many communities, particularly in northern regions, which are located in remote areas with limited access points. The challenge for these communities is to have signage create enough interest to lure visitors.

Many of today's visitors consult the web for information on destinations prior to travel. Besides the attractions and

A major benefit to having a good signage program is that signs stay on the job even when the visitor centre is closed.

¹ (Trapp, Gross & Zimmerman, 1994).

accommodations features, they are also looking for logistics information such as maps and directions. Additional information is contained in the variety of travel planners and marketing publications available at visitor information centres throughout the province. Whenever possible, linking the images and information found in these media to the visuals they will use to navigate on the ground (i.e. signage) helps visitors to make decisions to complete their experience.

Travelers today are moving fast and motorists must make decisions at a glance. Signs that are simple, using letters and symbols that communicate messages quickly and clearly, will reduce visual clutter, improve vehicle and pedestrian safety and provide greater opportunity to attract potential visitors.

Tourism signs can be informational or directional or a combination of both. They are the most effective way of reaching people who are new to your community or who may be just passing through. Providing advance notice of upcoming attractions and services, particularly where a change in direction is required, will facilitate safer access for the traveler. Additionally, a series of signs placed in regular intervals on the roadway will create awareness of a particular attraction and encourage motorists to slow down as they near the entrance or turning point. Signs that comply with national standards have the advantage of gaining national and international recognition from visitors who may be from another country or culture.

Travelers today are moving fast and motorists must make decisions at a glance.

1.2 How signage enhances experience

Signage functions to help travelers make informed decisions and get to their destination safely. Paired with good road and tourist maps, road and highway signs become a means of affirming their precise location and reassuring motorists that they are traveling in the right direction. This may relieve any unnecessary stress or anxiety that is often caused by driving in an area that is unfamiliar.

Signage that follows international standards will make visitor's trips more enjoyable because consistency of the design makes it easier for travelers to recognize these services, leading them to find exactly what they are looking for. Visual images may also be the only communication with non-reading, foreign visitors, and the deaf community. When residents and visitors know where to find the services and attractions they are looking for, they can focus more on enjoying the experience and less on worrying about how to get there and even worse, how to get back to where they came from.

Improved signage helps to define a community's image and creates a sense of place. When a community becomes easier to navigate, the experience is improved for tourists and residents. In this way, local operators and businesses featured on the signs will be more profitable. Visitors are more likely to leave with an optimistic image of the community when they have a positive experience.

1.3 How signage boosts visitation

Better identification of the attractions, events and businesses will function to inform travelers about services in the community, and ultimately entice them to visit. Effective signage may also direct traveler's to other sources of tourist information, such as the visitor information centre, information bays and interpretations centers where they can learn even more about the community's tourist attractions and services. Where visibility is an issue for some communities, directional signs may increase business potential for tourism operators and local business owners.

A major benefit to having a good signage program is that signs stay on the job even when the visitor centre is closed. This provides a longer window of opportunity to attract potential visitors. Signs create greater visibility and become the key element to what visitors and residents see along highways and streets. Just as a person's face can express a welcoming smile, a sign can also greet a visitor. Signs that provoke interest are simple and inviting will be selected by more people.

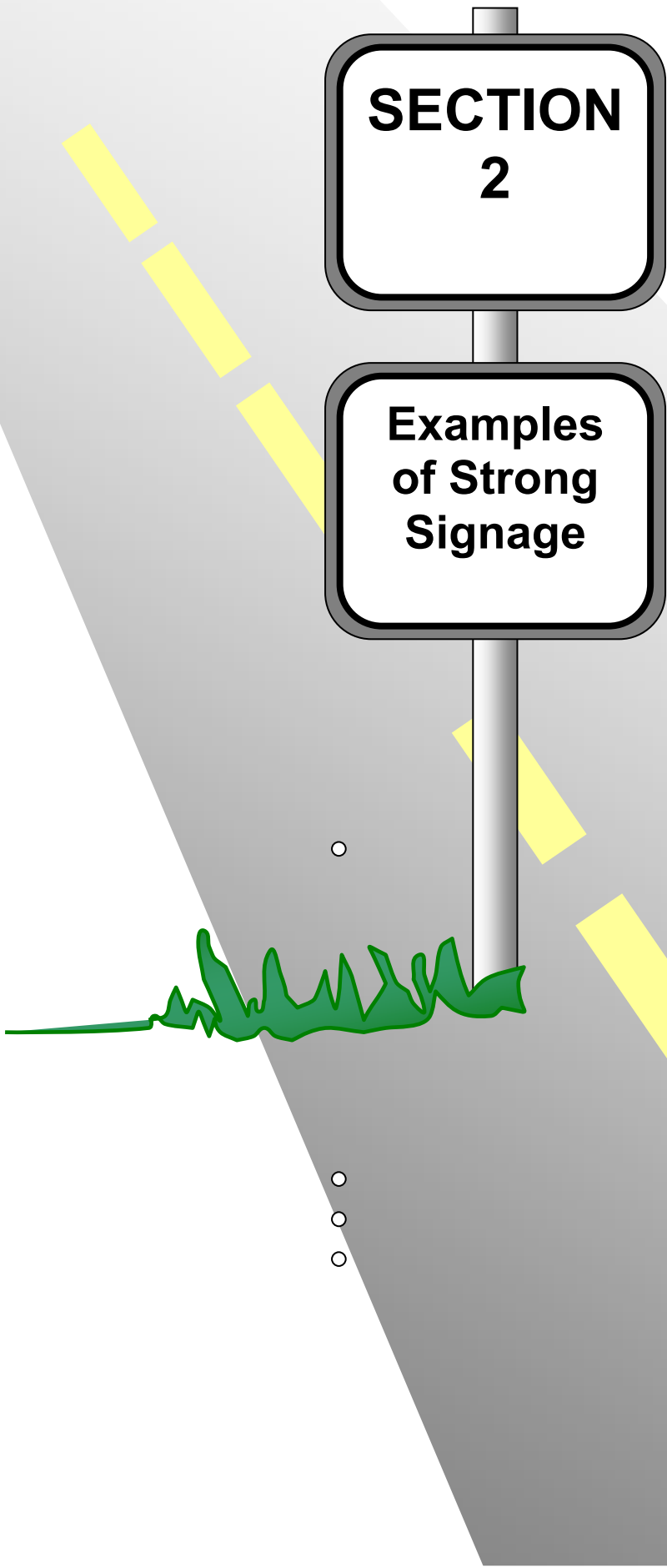
“We spend thousands of dollars to market our destinations, but yet we are not connecting our visitors to our product when they make the effort to travel here!”

Quote from Operator in Northern BC

For any community that is serious about tourism, building greater visitor accessibility and convenience is critical to industry development. Infrastructure including signage, wayfinding systems, visitor information centers and kiosks, trails, and parks are very important to ensuring visitors have a positive experience. Communities with these elements can better satisfy visitors and provide residents with facilities and services that they would not experience or enjoy to the same extent without tourism.

In summary, an effective signage program will:

- **Improve access** to a community by attracting and directing motorists to the town's centre, as well as to the attractions, venues, and services once they are in the community.
- **Enhance the experience** of visitors and residents as it will enable them to arrive at their destination safely, find the services they need or want, and leave with a positive perception of the community
- **Boost visitation** by attracting more tourist spending, creating an opportunity to facilitate positive experiences and potentially experience repeat visitation



Section 2: Examples of Strong Signage

The tourism industry provides an abundance of products and services to visitors who are away from home. Attractions, such as natural, human-made features, recreational activities, and special events, are the magnets that draw visitors to the region. Visitors need clear and consistent signage to show them, remind them and direct them to resources in the community. This should start from the points where visitors are likely to make the decision to visit the community and then continue to the key attraction and service areas.

“...should start from the points where visitors are likely to make the decision to visit the community and then continue to the key attraction and service areas”.

Currently, there is a wide spectrum of quality in community signage, and signage resources throughout British Columbia. There are many regions and communities that have successfully developed unique and unified signing programs. This section will identify several different types of signs, the purposes they serve and where they are typically located or installed. Several examples of local communities and regional districts are provided here to help you understand what an effective signage program may look like and provide some ideas on how you can integrate a sign program into your own community.

Good signs in a community should suit their context. They should be compatible to the character of the area, support the community's land uses, and advance community building objectives. Signs reinforce the existence of an area's activities which will enhance the image of the area in a positive manner. Communities should also be ready and prepared to handle any potential increase in the number of its visitors.

2.1 Types of Signs

There are several different types of signs that can be seen on today's roadways and highways in British Columbia. This manual focuses on signs that promote tourism products, services and attractions to the traveling public.

Community or regional entrance signs, directional or guide signs, service and attraction symbols and business logo signs are described here. Working together, these various types of signage can be used to create a seamless decision making process for the visitor.

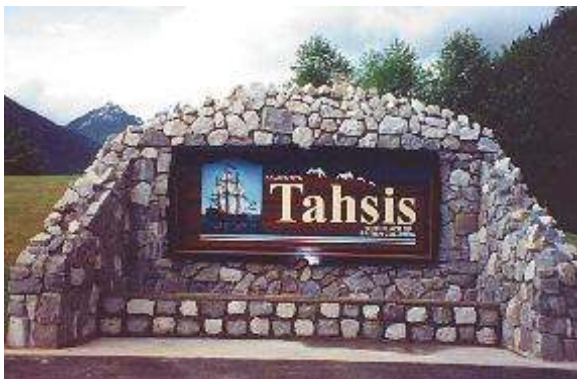
The specific role of tourist and services signs is to:

- Reassure traveler's that they are traveling in the right direction;
- Give advance notice of attractions and services, particularly where a change in direction is required;
- Give immediate notice of an attraction or service & facilitate safe access;
- Direct traveler's to sources of tourist information, such as the visitor information centre, information bays and interpretation centers

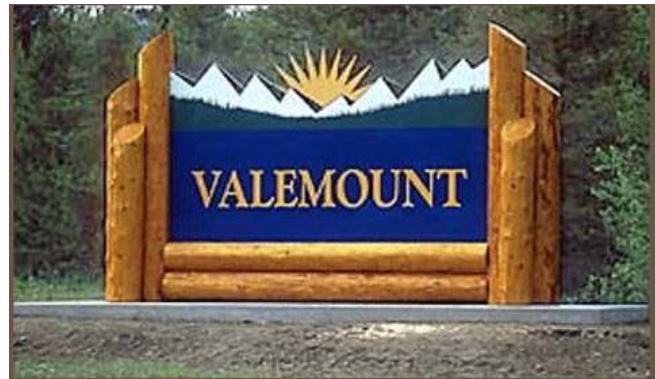
A) Welcome / Entrance signs

You know the saying, "You only have one chance to make a good first impression." Just as homeowners often decorate the entrance of the house or yard with seasonal door wreaths, colorful plants and flowers in the garden, or interesting address plaques and door mats, communities and regions also place attractive signs at entrance points into the community, to make visitors feel more welcome. Municipal signs and community entrance signs provide distinctive recognition for your town or village. Entrance signs enable a community to identify itself and welcome visitors with a custom-made sign which often reflects some aspect of the community's character. In order to establish a 'brand' or image that is unique to the area, focus on a theme or special attraction that will entice visitors to explore your community.

Here are some examples. Tahsis, BC, located on Vancouver Island, highlights its history and location in the custom designed entrance sign. Before James Cook landed at Friendly Cove in Nootka Sound, the community was the gateway to the valleys of the Tahsis and Nimpkish Rivers, which were trading routes to the east side of Vancouver Island. Embedded in a base made of river rock, a photo representing Cook's ship pays tribute to the community's historical beginnings.



TAHSIS, BC (source: www.bcadventure.com)



VALEMOUNT, BC (source: www.valemount.com)

Valemount, BC is known as the "Valley in the Mountains" due to its location as a small village nestled in three mountain ranges; the Rocky Mountains, the Monashee Mountains, and the Caribou Mountains. It also has some of the most spectacular

mountain sunsets and sunrises. These characteristics are depicted in the community's entrance sign, as shown above.

Bamfield, BC also showcases its natural features in the entrance sign to welcome visitors to the area. The community is located on the edge of the Pacific Rim National Park and the Broken Group Island on the west-side of Vancouver Island. Visitors can experience lush rainforests, roaming wildlife and crashing seas.



BAMFIELD, BC (photo by Richard Giele, 2006)



COWICHAN LAKE, BC (photo by Richard Giele, 2006)

Eligibility and Procedures

The Ministry of Transportation will permit the installation of “Welcome to...” signs on highway rights-of-way, on the approaches to communities or at the municipal boundaries. Both incorporated and unincorporated communities may participate in the Community Entrance Signing Programs. Before applying, communities should have a general idea of the design and location for the entrance sign. Incorporated communities must pass a resolution of council requesting access to the program. Unincorporated communities can ask its regional district to approve a motion for the community to apply to the program. Applications must be sent and approved by the District Highways Manager. Regional and district contacts are listed in Section 4 of this manual.

The community is generally responsible for generating the information, and designing, fabricating and installing the signs. All maintenance becomes the responsibility of the community.

B) Guide and Information Signs

Guide signs are the most common sign type that visitors will encounter if they are traveling on the highway system in British Columbia. The colour scheme is a standard green background with white lettering. Guide signs are generally custom made to state the name of one or more communities, and often include directional arrows or distances (km) to indicate how near the traveler is to the destination. These signs are usually repetitively located along the side of a highway to help the traveler see that



they are headed in the right direction and to gauge how far they have left to travel. As they get nearer to the destination, the distance on the sign decreases. There are many variations in this type of signage, as illustrated on the right.

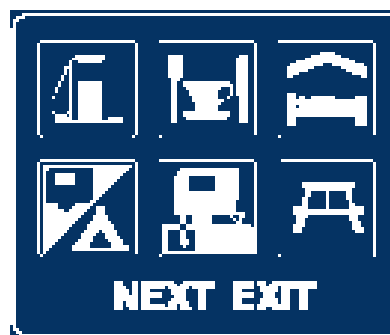
Information signs mainly include those that provide visitors with distance and directional guidance to visitor information centers, and stops of interest within the community. These signs are monitored in partnership by Tourism British Columbia due to its jurisdiction over visitor information centers.



Visitor Info sign, located on Highway 19 in Nanaimo, BC

C) Service & Attraction Signs

In British Columbia, a standardized and easily recognizable signing scheme, in white and blue colors, has been developed for all facility directional signing of particular interest to visitors. These signs use either business logos or simple symbols that are consistent with national standards, to indicate various types of tourist attractions from campsites to museums. On rural Provincial highways, eligible tourist facilities are signed in advance of particular turnoff points. The signs identify the types of facilities available, sometimes display business name panels, and provide directional and often distance information. The number of names or panels ranges from one to a maximum of six. Businesses with a well recognized logo (registered trademark) may opt to use that logo on business name panels in place of worded names. This is commonly organized in conjunction with other similar types of businesses in order to provide the maximum benefit to the community.



As there are generally a large number of gas, food and lodging facilities (basic visitor services) which is more easily located in urban areas, signing is not provided for them on conventional urban highways. For facilities less commonly found in urban areas, such as marinas, boat ramps, sanistations and campgrounds, Ministry of Transportation provides generic (symbol) directional signing.



For smaller (generally unincorporated) communities, through which a conventional urban highway with a speed limit of 60 km/h or less passes, Ministry of Transportation may opt to provide generic combined service/attraction signs on a conventional rural highway up to 2 kilometers in advance of the community. The signs show the community name, distance thereto and any or all of the words, GAS, FOOD, LODGING, CAMPING, and TOURIST ATTRACTION.



The Service & Attraction Sign Program was formed in 1989 by the Ministry of Transportation and is meant for selected types of tourist-oriented services, attraction



businesses and tourist amenities. Eligibility, approval and records must be provided by the Highways District office in your area. Generally, to be eligible for signing, tourist facilities must meet specified minimum standards and must be located within specified maximum distances from Provincial highway turnoffs. These distances are based on the distances an “en route” traveler might reasonably be expected to drive in order to reach those facilities, and are listed in the Policy Manual for Supplemental Signs. Businesses can apply for the Service and Attraction Sign Program through the Ministry of Transportation. Regional and district contacts are found in the resources section of this manual.

Service & Attraction signs function to:

- Indicate decision points and provide guidance
- Refine and clarify message, while giving options
- Encourage travelers to leave the highway and discover local communities and major tourist attractions

D) Tourism Oriented Directional Signs (TODS)

Service and attraction signs are commonly referred to as tourism oriented directional signs or TODS, in the sign world. There are also a variety of sizes and types of TODS. Some indicated direction and number of kilometers to the location of one or more sites, while others include only symbols, consistent with nationally recognized symbol standards. The symbols are white on blue backgrounds, except hospital and airport symbols which are nationally recognized as white on green. Below are some examples of nationally recognized symbols commonly used in signage today.



Tourist oriented directional signs (TODS) assist motorists, unfamiliar with an area, to locate turnoffs leading to tourist facilities. The sign provides directional and sometimes distance information. They are not intended to promote any one service, attraction or facility over another.



E) Logo Signs

This type of sign uses company logos or business names to communicate with motorists that essential services, such as gas, food and lodging are located along the highway or within a community. Logo signs are placed well in advance of turning points and exits to give ample time and opportunity for the motorist to slow down and take advantage of the services. Typically only businesses that provide fuel, food, accommodation or farmers' market services are eligible to include their name on this type of sign. Logo signs are typically placed within the highway right-of-way at the entrance to communities, in advance of community access roads and at commercial service roads along the highway.



Lodging Logo Sign



Food Logo Sign



Gas Logo Sign

F) Interpretive Signs

Interpretive signs are mainly found within parks, on trails and in cultural or natural heritage sites. Their main function is to tell a story and to educate visitors to the area about the historical or ecological values. Visitors can be encouraged to walk and discover, and engage in a sensory experience of sights, sounds as well as an intellectual and emotional experience. While highway and roadway signage must remain uniform in size, colour and content, there is more opportunity to use creativity in the design and installation of interpretive signage.



City of Nanaimo, Parkway Trail. This is an example of a sheltered entrance sign.

Interpretive signs and wayside exhibits offer advantages in communicating with visitors. The main benefit is that they offer more in-depth information about an area than simple directional or information signs and they are on duty twenty-four hours a day, seven days a week. Wayside exhibits have a combination of words and pictures on a two-dimensional panel to provide information, or orientation to a specific feature or landscape. Interpretive signage tends to have more text and is intended to tell a story or share information. Either sign type may display any combination of pictures, maps or text. Typically, these signs are flat panels that are mounted on a low base, angled to refer to a particular scene. They may also be mounted upright as trailhead exhibits or as orientation exhibits near visitor centers, marinas, or other major access points.

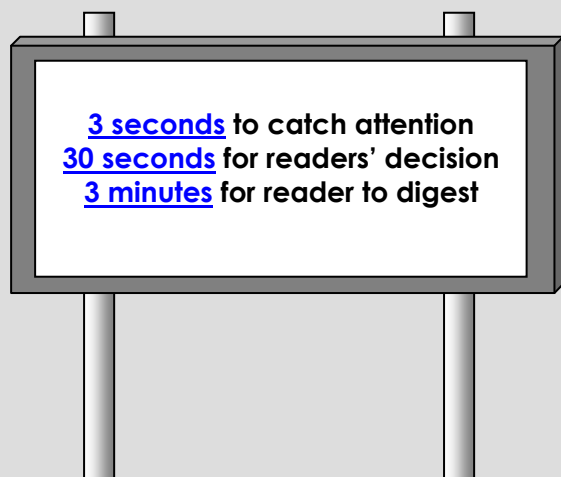
A unique example of interpretive signage can be seen in Fort St. John, B.C. Along the main road routes around town there are a number of interpretive panels on low bases that present historical information about what the town used to look like. The angle of the sign enables the visitor to visualize what the street might have looked like by comparing the photo on the panel to the real landscape in the present day.



(Source: Fort St. John, BC Photos taken by Molina Chow, 2006)

2.2 General characteristics of good signage

To ensure that signs remain unified and similarly designed, there are a number of sign specifications, guidelines and eligibility requirements that the Ministry of Transportation has imposed on highway and roadway signage. Drivers are often in situations where there is a great deal of potential information in the roadway environment. Simple and clear signing will ensure the safety of road users and residents living and traveling in the area. Additionally, symbols have a number of advantages over word messages including easier and quicker identification at a greater distance; more accurate depiction when seen at a glance; seen better under undesirable viewing conditions; and has greater potential to be understood by people who do not read the language of the country they are visiting.



What is on the sign dictates if people will read or ignore it. In Signs, Trails and Wayside Exhibits: Connecting People and Places, authors Suzanne Trapp, Michael Gross and Ron Zimmerman suggest that you have 3 seconds to catch the visitor's attention. In the next 30 seconds, the reader decides to read the entire message or not. During the following 3 minutes, the reader will digest the message or not.

For some types of signage such as entrance or welcome signs and interpretive or wayfinding signs there is room for greater flexibility. Communities are responsible for obtaining the necessary permits to install these types of signs, but the design is generally open for creativity.



Taylor, B.C. has installed unique entrance structures to highlight several of the town's popular recreation and tourist attractions. The photo on the left shows a metalwork frame in front of the community's tennis courts, and the photo on the right is at the trailhead to a walking path in Peace Island Park.

For signage to be effective, it is important to pay close attention to the unity of design elements when planning a sign, such as what materials the sign will be constructed of, colors, and physical location. The media chosen, the materials, and the structure itself should not impose on the visitor or detract from the site, but rather work to enhance it.

Signs must be deliberately planned to meet visitor's needs. From the entrance sign to interior signs and labels, each level should be planned to serve a specific purpose. For example, trail signs should provide an explanation of the trail and area, orientation information, and rules. To ensure the highest degree of understanding by a diverse market of visitors, language, terminology, vocabulary and examples should be familiar to and within the experience of the visitor.

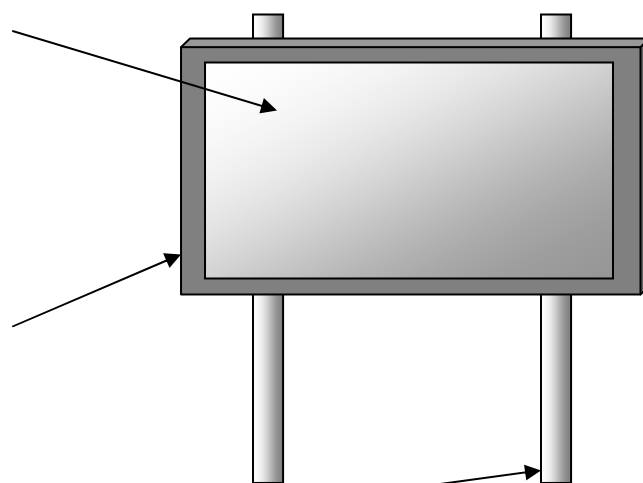
A) Components of Signs

For any type of sign, there are three main components and each contributes to the image of the area and the experience a visitor may expect to receive.

SIGN FACES greet the visitor and express a personality. It is the surface which the cosmetics of color, type, graphics and symbols are applied for maximum effect.

SIGN PANELS can be created from many materials including metal, fiberglass, wood, concrete or plastic as only a few examples. These materials can be made attractive and vibrant by variations of color, illumination, texture and shape.

SIGN SUPPORTS do more than hold up a sign. They can imply permanence and respect for a site and provide a link with the features of the area.



TIPS FOR DESIGNING SIGNS

- 1) **Grab their attention!** When your visitors are passing the sign, you need some color or photos that will catch their attention.
- 2) **Make them want to read further.** Titles and subtitles should tell immediately why they want to read further. Make these bold so they stand out.
- 3) **It should be easy to read.** If it's boring or hard to understand, you lose them. Keep it at about a sixth grade level and use short paragraphs. Get your message across but don't drag it out.
- 4) **Keep it uniform.** Try to follow a similar design and presentation throughout the area. You may need to deviate some here but try to keep it similar.

B) How to maximize the effectiveness of a sign

Extensive research has determined a range of characteristics that can optimize motorist comprehension of road signage. The best letter size, spacing and the number of words and lines on a sign will vary depending on the traffic speeds and locations. Greater benefits can be gained for both the community and the operator if signage is part of the operator's marketing plan. When this occurs, signage becomes integrated into the local, regional and provincial network.

Signs should be paired with other forms of media to communicate with visitors. People have many different ways for navigating. Some use maps and others use words and pictures. It is important to recognize that travelers may have inherently different preferences and travel abilities to enjoy a successful travel experience. Consider integrating a combination of media, such as maps, signs, brochures, websites, and shelter stops, to assist in wayshowing and maximizing the effectiveness of your signage program.



2.3 Examples of Signage Programs at the Regional Level

There are a number of good examples of signage programs in British Columbia, at the regional level. What makes them effective is in how the signs are used and where they are placed. At the regional level, these signing programs are working to bring individual operators together by marketing them as one industry. It's a win – win situation. BC markets itself as an exciting tourism destination, operators get increased exposure, and tourists benefit from the experiences these sign programs create.

A) BC Provincial Parks

The following symbol system is used by the Ministry of Environment to communicate with visitors and to let them know what types of recreation activities and facilities are available or unavailable at each site.



Green means available, and gray means unavailable

Source: BC Parks, Ministry of Environment <http://www.env.gov.bc.ca/bcparks/explore/parkpgsl>

B) Agritourism & Wine Tourism



In partnership with the BC AgriTourism Alliance (BCATA), the Ministry of Agriculture and Lands and Ministry of Transportation developed road signs to make it easier for residents and tourists find to certified on-farm markets where they can buy fresh BC fruits, vegetables and flowers, take tours, navigate a corn maze or sample culinary delights.



The road signs direct people to these operations, resulting in increased tourism growth and job creation, and it also raises public awareness of the agriculture industry. Paired with a "Circle Farm Tour" brochure, which provides a road map for various tours in the Fraser Valley, this program is significant to the industry because it enables visitors to find many attractions that are located in more remote, rural areas of the province.



The wine tourism industry in BC has initiated a similar sign program. Wine BC and various local wine operators have assembled sixteen preplanned itineraries that break BC's wine region into regional tours. Each itinerary on the BC Wines website provides a brief regional overview, highlights of the wineries, and exact driving directions and recommended tour times. Travelers can access all of the BC wineries by following the designated Wine Routes, as illustrated in the photo. If someone makes a wrong turn, they only need to keep their eye open for the next sign in order to get back on track.



Wine Route marker, a burgundy and white sign, seen on Highway 19 in Nanaimo, BC.

C) BC Wildlife Watch

British Columbia Wildlife Watch, in cooperation with the Department of Fisheries and Oceans (DFO), Habitat and Enhancement Branch, is signing fourteen Lower Mainland fish hatcheries and spawning channels with the binocular logo.



The identification of these facilities as viewing sites recognizes not only the fish viewing opportunities present at, or near, most of the facilities, but also the educational values of these sites.

The signing of these sites also involves the cooperation of several local societies, groups and Indian Bands that are contracted to manage specific facilities, and of the Greater Vancouver Regional District (GVRD) Parks Department, as four of the hatcheries are located in regional parks. Each site has information signs to explain the activities that occur at the facility.

The Department of Fisheries and Oceans has a pamphlet called *Where and When to See Salmon*. This publication has just been revised. When printed, this pamphlet will include the British Columbia Wildlife Watch logo, some general program information, and the Victoria contact address and phone number.

2.4 Examples of Signage Programs at the Community Level

There are also numerous examples of good signage at the community level. Communities that focus on what BC's regions or areas have that is truly unique and different are more likely to attract more attention from visitors. People are looking for those special one-of-a-kind places, and promoting these tourist attractions, services and products is what will bring visitors off the road and into the community.

A) Village of Clinton



The Village of Clinton was founded as a direct result of the "boom" of the Cariboo Gold Rush. It is located in the southern region of B.C. at the "Gateway to the Interior". It is located at the junction of two gold rush trails: the original coming up through Lillooet and the second trail built through the Fraser Canyon. The Cariboo Highway, the main route north to Williams Lake and Prince George, runs directly through the town centre.

As a result, Clinton has access to a large market of potential visitors; however, the challenge for communities like this is in getting motorists off the highway and into the town for a visit. Many drivers travel at high speeds on this highway, making it difficult to encourage visitors to stop and making it dangerous as well.

One way Clinton is encouraging visitors to stop is by tapping into their Western Heritage and creating a unique tourism product. With the assistance of a Façade Improvement Grant, the Village of Clinton is encouraging businesses to upgrade their storefronts to fit with the Western Heritage theme. By enhancing the community's identity, the Village is creating a cohesive and consistent front that will attract more vehicle traffic off the highway and into the town.



B) City of Nanaimo

Nanaimo is sandwiched between two major highways that branch out around the city centre and merge together at the north and south ends of town. It is home to two ferry terminals, the Duke Point Terminal and the Departure Bay Terminal, that bring visitors to and from the island all year round. In order to attract motorists off the main highways and into the city centre, Nanaimo has several strategically placed signs located on major access points into the city. These signs are uniquely shaped and colored to resemble waves which are representative of the harbourfront location that Nanaimo is known for.



1st directional sign travelers see off highway 19A, heading towards the city centre.



City of Nanaimo, entrance sign



Backside of the 2nd sign, as travelers head back to highway 19A, away from the city centre.

The harbour location of Nanaimo creates a unique brand or image that has been integrated into various aspects of the town's architecture and signage.

A key example of this is seen in Nanaimo's entrance signs, which cleverly resembles a three masted ship sailing in the water. There are two of these signs, one located at the north and the other at the south entrance into the community. This creates a unique identity that results in visitors entering and leaving the community with a one-of-a kind of experience.

Every place has its own stories, character, style, history, people and culture that reflect the essence of that place. When a community is able to preserve this and interpret it in a manner that enhances the experience for visitors, they can have an edge over places that convey a generic or all too familiar "sameness". Appealing signs that are compatible with local character and beauty of a place can contribute to a neighborhood or downtown, cultivating local pride and inviting travelers to stop.

C) Crazy Creek

Located in Central, BC between the towns of Sicamous and Revelstoke, along Highway 1, is the natural attraction of Crazy Creek Waterfall and Suspension Bridge. Crazy Creek offers visitors the experiences of viewing a waterfall up-close and walking over the waterfall via a suspension bridge and boardwalks. Crazy Creek has taken a very progressive approach to attracting and directing visitors to their attraction through a successful signage program.

The owners understood that one of the keys to satisfying visitors was to provide adequate signage. As well, they decided that they would not put a lot of funding into material promotions (flyers, newspaper ads) and instead put most of his marketing fund towards a signage program which would "catch" visitors from the nearby highway. To assist in the development of the program they hired a consultant who developed a very elaborate signage program. This was part of the preliminary development plan for the entire attraction. During the initial start of his business, the program consisted of many signs including signage for the following: welcoming, directional, on-site interpretive, on-site informative focused on amenities at the attraction, interpretive descriptions of the attractions, and other various signs placed throughout the attraction. The program also consisted of a series of large and attractive signs along the highway to draw tourists in as they drove by the attraction on the nearby highway. All of the signs that are posted have a very consistent theme, color scheme, and font to help ensure that the visitors are more satisfied with their experience and to ensure that his attraction is user friendly for all types of tourists. Vic Bates, the owner stated that the "signage you put up has to agree with the quality of the product;" which reflects in the success of his attraction.



Crazy Creek promotes what the visitors want – their product or “waterfalls”. They subtly begin to brand their attraction “Crazy Creek” and use consistent colours to remind them they are getting nearer to the turnoff.



They then create an easy to identify place to turn – something that they can provide to visitors to help them navigate off the highway.



They then provide clear instructions on where the products will be found. Note that the flags help attract attention, the OPEN sign answers the question of whether or not visitors should enter, and the entrance is clearly indicated.



Once out of their cars, the signs clearly indicate throughout the entire attraction where to find the entrance, the exit, the tickets, washrooms etc.

The result is that whenever the visitor has a question, the signage provides a clear answer.



d) Likely and Xatsull

The communities of Likely and Xatsull in the Cariboo region provide another excellent example of a coordinated signage program. Together, the communities have been developing a series of signs to introduce the visitor to the region and the tourism assets within their community forest region.

The signs appear throughout the region and show how a series of signs are needed to direct, inform and educate at different locations.



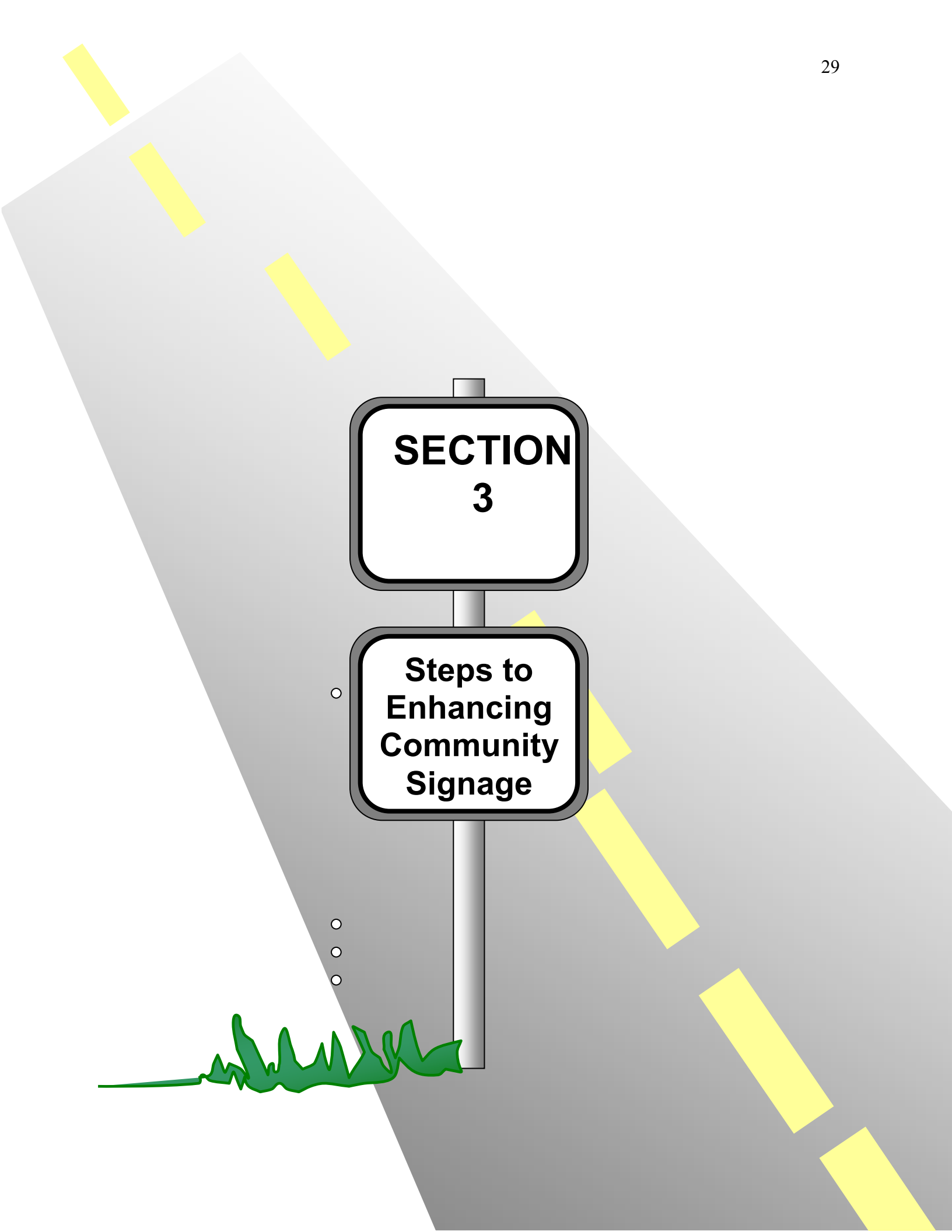
(Photo – sign at Bullion Pit Mine)

The signs are impressive in stature and provide a sense of permanence. From the roadside, they beckon visitors to get out of the car and learn more about the attraction. While out, there is a covered area to protect from the elements, the surface area provides a no glare view of the information and photos are used to interpret the area and its significance.

Additional signage is used on the back roads to remind visitors that they are on the right track. They provide details (including GPS information) and use consistent colors to the other Gold Rush Circle Tour signs.



Additional features include a mock post it board to catch visitor's attention and provide important "notes" for a safe journey.



**SECTION
3**

**Steps to
Enhancing
Community
Signage**

-
-
-
-



Section 3: Steps to enhancing community signage

It seems that everyone is time starved these days! Accessibility and ease of experiencing a destination are all critical considerations for visitors. The distance visitors have to travel can directly influence how long they may stay, or more importantly, whether they even want to make the effort to visit. Questions a potential visitor might ask are: How easy is it to get there? Is it accessible year round? How easy is it to get around once they are there?

There is a vital link between transportation systems and tourism. For any community serious about tourism, building greater visitor accessibility and convenience is critical. Communities must ensure that it is as easy as possible for visitors to visit and enjoy a stay with the community.

3.1 Steps to Create a Community Signage Program

As this manual has illustrated, there are many types of signage for communities to think about. Each community has different attractions, businesses and services that are available to residents and visitors, and each community will have different signage needs in terms of what will effectively guide and direct visitors to them. Before a community can begin installing new signs, it is necessary to take note of the community's assets, and determine what type of signage is required. The following section will outline a series of steps that a community can utilize to begin assessing the potential for a new or enhanced signage program.

Step 1: Create an inventory of the community's assets

Make a list of all the community's tourism services, operations and attractions. This can be as simple as putting on a comfortable pair of shoes, taking a piece of paper and a pen and walking around town. Talk to people! Ask local residents what they consider to be important to the town, and what visitors might see as important also. Depending on the resources available, a community can also opt to hire an external consultant to document and report the major attractions, businesses, and services the community can offer to a visitor. A more cost effective alternative would be to turn to your local university or college institution and create a partnership with a program or course offered in research, community development or tourism planning. This may lead to a project that one or more keen students can take on as a practical experience to supplement their learning.

*Remember:
it is important
to get a
visitors
perspective
on your
signage!*

Step 2: Get the visitor's perspective

Drive the route visitors are expected to take. Drive in each direction and check each side route to and from an attraction to verify the accuracy/ease in navigating to your operation or community. Better yet, have someone who is not familiar with the area get in the driver's seat. Pay close attention every time the guest driver hesitates or makes a wrong turn. It is likely that other travelers will have a similar reaction resulting in probable disappointment or worse, a potential safety risk.

Remember that wayfinding begins the moment that a prospective traveler is presented with an opportunity to choose to travel to a particular destination. Wayshowing responds to the travelers need by helping them to self-navigate using route signs, maps and other directional or informational products to the destination. People drive to stop. Motorists have a destination in mind. Effective wayshowing is about guiding people along a designated route, but it is also about directing travelers to specific points where they must turn off or leave the main route to take in a new experience. Good wayshowing helps the traveler find these off-route locations and returns the traveler to the main roadway or highway route when they are finished.

Step 3: Determine what is required

Proper sign placement can be determined by answers to these questions:

1. Does the site have something people can see or hear that needs explaining? (Examples: a large burn or blow-down; strange and interesting features such as peaks, waterfalls, odd plants, geological columns, historic ruins or buildings; a reforestation project; a helipad; a wilderness area bound)

2. Is there something interesting at the site that visitors will probably miss if it is not pointed out? (Examples: a glacial moraine, new tree growth in a harvested forest; a restored prairie; a historic event that occurred there; special management work not obvious to a casual look)

3. Will people get more out of their experience at this site if they know what kind of property it is? Sometimes, identifying the land as a special public place heightens an experience.

4. Do we need to help visitors figure out where they are on the property at this point? (Example: how to get somewhere; how to get back where they came from; where they're going; or how this location relates to the whole forest/park/refuge.)

5. Would it help visitors at this point to explain a rule or boundary, rather than just posting it?

If you answered yes to at least one of these questions, then answer the next 3:

6. Will enough visitors see the sign to make it worthwhile?

7. Does this make one-too-many signs in the area?

8. Is this spot really all right for a developed site – safe, convenient, practical for stopping?

If a community decides they need a sign, planning can begin!

- 1) First, define a clear and simple objective – a statement of what the sign should do, in terms of what the visitor will get from it. Seeing and reading the sign has to be interesting and enjoyable, serve some purpose, or there is no point in putting it up.
- 2) Second, check the policies and procedures for guidelines on quality, construction and design. If there are none, proceed to the next step.

Step 4: Determine Responsibilities (who will manage, monitor and evaluate?)

Develop a guideline or policy for signage to regulate the program. The objectives of establishing a policy framework are to:

- o Establish a cooperative signage process for local government, tourism and community service operators
- o Improve awareness and access to tourist activities and facilities for travelers
- o Ensure ease of visitor navigation by using the most effective combination of tourist and service signs, and direction signs
- o Ensure full cost recovery for applications for tourist and community signs
- o Maintain consistency in design and number of signs in and around the community

Expected outcomes and benefits of having guidelines may include:

- a) A signage system which adds value to tourism development and promotion strategies, and in particular contributes to enhanced visitor experiences and greater tourism income for the community and/or region.
- b) The adoption and implementation of high quality, uniform tourist and services signage practices throughout the community and/or region; and
- c) A clear definition of the roles and responsibilities of all stakeholders, including administrative, financial, implementation and maintenance responsibilities

Step 5: Develop and set up signage

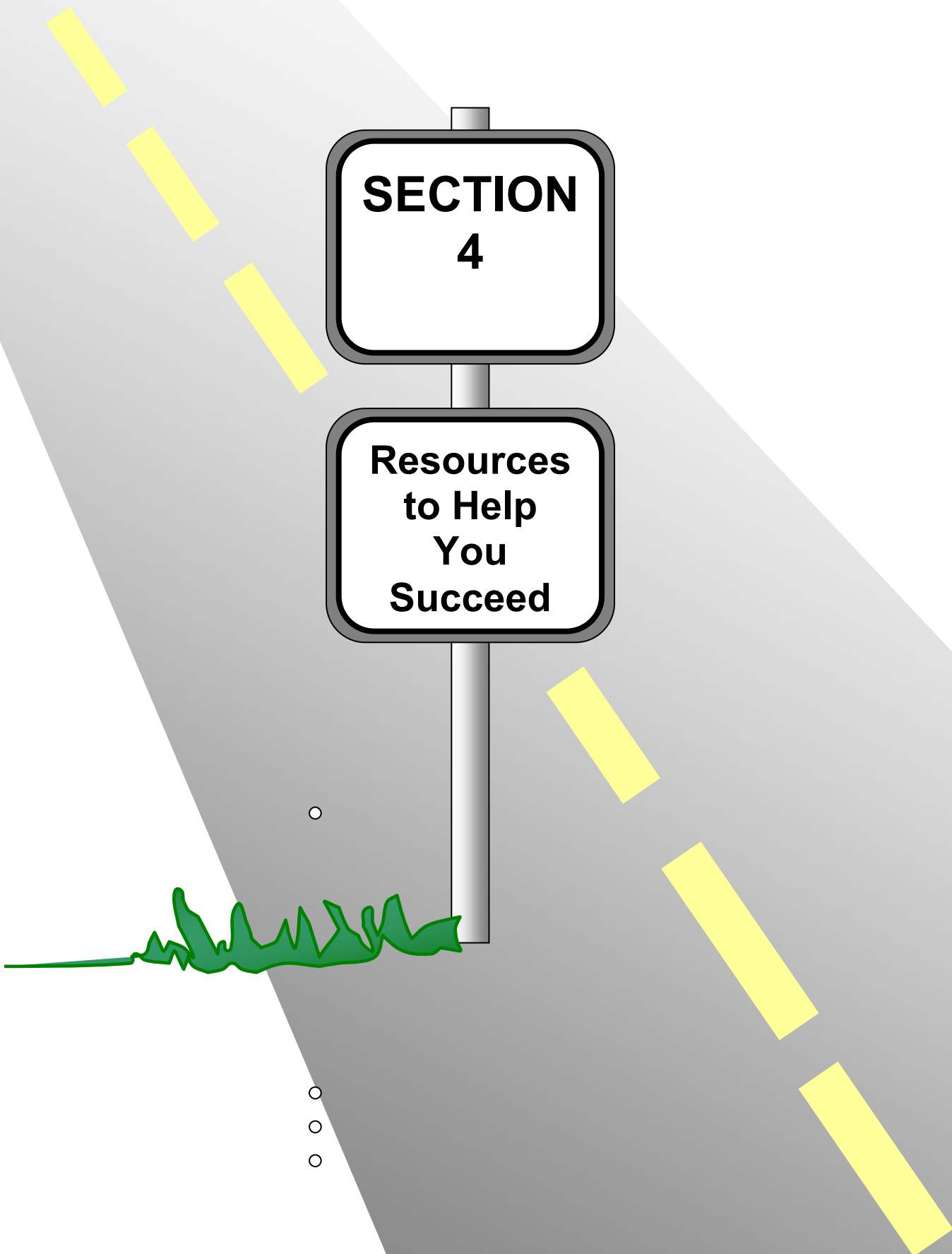
Make a concerted effort to bring community members, such as volunteers or subject matter experts, into the design and review process. In the long run, this involvement can save time and money and may produce a better signage project to meet the needs of the community and visitors alike.

Once the framework is in place, the community is on board, and the type of signage that is needed has been determined, use the resources in the next section of this

manual to find the appropriate contact person. In order to set up signage, the regional or district manager must approve the community's application.

Step 6: Monitor effectiveness

Develop a tracking system to measure the effectiveness of the signing program. Work with local operators to keep track of sales or visitor increases or decreases over defined period of time (3 months, 6 months or 1 year). Compare results and determine if anything positive has resulted from the placement of the signs. If there is a significant difference, then pat yourself on the back and congratulate your community. If there is no significant different, then go back to the drawing board and see where an adjustment can be made.



**SECTION
4**

**Resources
to Help
You
Succeed**

○

○

○

○

Section 4: Resources to help you succeed

4.1 Contacts

BC Ministry of Transportation – Regional and District Contacts

SOUTH COAST REGION

South Coast Regional Office	7818 6 th Street Burnaby, BC V3N 4N8 (604) 660-8200	Regional Director, Tracey Cooper
Lower Mainland District	200-1065 Columbia Street New Westminster, BC V3M 6H7 (604) 660-8300	District Manager, Perry Dennis
Vancouver Island District	3 rd Floor–2100 Labieux Road Nanaimo, BC V9T 6E9 (250) 751-3282	District Manager, Peter Wightman

SOUTHERN INTERIOR REGION

Southern Interior Regional Office	523 Columbia Street Kamloops, BC V2C 2T9 (250) 828-4220	Regional Director, Kevin Richter
Rocky Mountain District	129-10 th Avenue S. Cranbrook, BC V1C 2N1 (250) 426-1500	District Manager, Jack Bennetto
West Kootenay District	310 Ward Street Nelson, BC V1L 5S4 (250) 354-6529	District Manager, Jacques Dupas
Okanagan Shuswap District	#300-1358 St. Paul Street Kelowna, BC V1Y 2E1 (250) 712-3660	District Manager, Grant Lachmuth
Thompson-Nicola District	441 Columbia Street Kamloops, BC V2C 2T3 (250) 314-6125	District Manager, Sherry Eland
Cariboo District	301-640 Borland Street Williams Lake, BC V2G 4T1 (250) 398-4510	District Manager, Todd Hubner

NORTHERN REGION

Northern Regional Office	213-1011 4 th Avenue Prince George, BC V2L 3H9 (250) 565-6478	Regional Director, Dave Duncan
Peace District	300, 10003 -110 th Avenue Fort St. John, BC V1J 6M7 (250) 787-3237	District Manager, Jim Guthrie
Fort George District	214, 1011 -4 th Avenue Prince George, BC V2L 3H9 (250) 545-4410	District Manager, Rick Blixrud
Bulkley-Stikine District	3793 Alfred Street Smithers, BC V0J 2N0 (250) 847-7403	District Manager, Steve Uyesugi
Skeena District	4825 Keith Avenue Terrace, BC V8G 1K7 1-800-663-9910	District Manager, Don Ramsay

The Ministry of Transportation's Provincial Sign Shop

The Ministry of Transportation's Provincial Sign Shop produces all signs installed on the road system of British Columbia. The Sign Shop produces standard and custom highway signs of all shapes and sizes. Contact the Sign Shop Manager for informed advice on any signing issue.

Sign Design Section	945 McMaster Way Kamloops BC, V2C 6K2	Sign Design Technologist Murray Smith Murray.Smith@gems6.gov.bc.ca (250) 377-4476
		Sign Shop Manager Ross McLean Ross.McLean@gems2.gov.bc.ca (250) 377-4477

Tourism British Columbia

Tourism British Columbia's mandate is to support and promote the business of tourism throughout the province. Tourism BC is a professional marketing organization structured to develop and deliver programs and services that attract visitors to BC and help ensure that the quality of their vacation experience keeps them coming back for more.

The Tourism Product Services Department is one section that provides a directory of Tourism BC programs and services available to the tourism industry. The aim is to make it easy for BC's tourism operators to access the information and programs that will help build and grow a business.

Tourism British Columbia (TBC)	300 – 1803 Douglas Street Victoria, BC V8W 9W5 Phone: (250) 387-0104 Fax: (250) 387-9406	Manager, Tourism Product Services, Wanda Hook Wanda.Hook@tourismbc.com Web: www.tourismbc.com
---------------------------------------	---	---

Tourism Research Innovation Project

The Tourism Research and Innovation Project (TRIP) is the first of its kind to address the need for enhanced knowledge exchange in tourism development within rural areas in the province of British Columbia, and is intended to act as a model for similar in rural communities throughout Canada. The goal of TRIP is to locate and share resources that support tourism development in rural areas among community leaders, tourism entrepreneurs, government agencies, students and academic institutions. Contact TRIP for additional How-to-Manuals and resources.

Tourism Research Innovation Project (TRIP)	Department of Recreation and Tourism Management Malaspina University-College 900 Fifth Street Nanaimo, BC V9R 5S5 Phone: (250) 753-3245, x 2772	Project Coordinator, Nicole L. Vaugeois, PhD Email: vaugeois@mala.bc.ca web.mala.bc.ca/trip/index.htm
---	--	--

Sign Association of Canada (SAC)

Since 1955 the Sign Association of Canada has successfully promoted the welfare of the sign industry, improved the status of its members in the community, and benefited the users of signs. This site provides a list of companies that manufacture, install and maintain signs within Canada. For local companies in your area, click on the link to the BC-chapter.

Sign Association of Canada	44 Victoria Street, #1519 Toronto, ON M5C 1Y2 Toll Free: 1-877-470-9787 Phone: (416) 628-6608 Fax: (416) 628-6607	Email: info@sac-ace.ca Web: www.sac-ace.ca
-----------------------------------	---	--

Transportation Association of Canada (TAC)

The Transportation Association of Canada provides Canadians with road infrastructure and urban transportation knowledge. The Transportation Association of Canada is a national association with a mission to promote the provision of safe, secure, efficient, effective and environmentally and financially sustainable transportation services in support of Canada's social and economic goals.

Transportation Association of Canada	2323 St. Laurent Blvd. Ottawa ON K1G 4J8 Phone: (613) 736-1350 Fax: (613) 736-1395	Email: secretariat@tac-atc.ca Web: www.tac-atc.ca
---	---	--

Union of British Columbia Municipalities - Community Tourism Program

The Community Tourism Program was initiated by Premier Gordon Campbell when program funding as announced at the 2004 UBCM Convention. All local governments are eligible for funding under this program, and other agencies can be delegated responsibility to undertake projects. Projects that support the program goals and enhance tourism development, (such as through the development or enhancement of tourism marketing, promotional tools such as signage, brochures and websites), are eligible.

UBCM Community Tourism Program	UBCM / Municipal House 545 Superior Street Victoria, BC V8V 1X4 Phone: (250) 356-5134 Fax: (250) 356-5119	Program Manager, Sue Clark, Executive Coordinator Email: sclark@civicnet.bc.ca Web: www.civicnet.bc.ca
---------------------------------------	---	--

4.2 Online Resources

Ministry of Transportation Sign Catalogue (Revised 2003)

On-Line Publication Access:

http://www.th.gov.bc.ca/publications/eng_publications/electrical/Sign_Cat_2003.pdf

The Ministry of Transportation's Provincial Sign Shop produces all signs installed on BC's road systems. This catalogue contains all of the standard and custom signs used by the Ministry of Transportation, and an order form for when you are ready to proceed with creating your signs. General sign types include regulatory, parking & stopping signs, warning signs, school & pedestrian signs, construction & maintenance signs. Types that are specifically related to community or tourism signing include guide signs (such as destination markers, air and ferry service signs and route markers), information signs (such as stops of interest and viewpoint ahead signs, wine route markers, produce stands or wildlife viewing), as well as service and attraction signs (including generic tourist services, facilities and attractions symbols, business name panels, next exit signs, heritage/tourist attraction signs, artisan/carver panels, museum/gallery, trail rides, and B&B signs).

The catalogue also illustrates which logos have restricted use, including the BC Heritage Branch logo and the Federal Government logo. The Sign Shop will also create Custom Sign Concepts & Designs, which may include signs such as traffic signs on provincial highways, forestry recreational sites; parks, campgrounds & trails; etc. Initial requests must be made through the Regional Traffic Engineer and the Sign Design Tech. All approvals for any custom sign require a minimum of Regional Traffic Engineer Approval.

Service & Attraction Sign Manual (January 2005)

A Directional Signing Program for Tourist Services, Facilities and Attractions

Online Publication Access:

http://www.th.gov.bc.ca/publications/eng_publications/electrical/Service_Attract_manual.pdf

Following a successful signing "pilot project", new signs for selected types of tourist-oriented services, attraction businesses and other tourist amenities have been provided on Provincial highways and on local roads, under the Service & Attraction Signing Program. Established in 1989, this is a joint program between the Ministry of Transportation and Tourism British Columbia.



In 1990 and again in 1993, an Advisory Committee (comprised of tourism business operators, representatives of tourism organizations and MLA's) was established to provide input on the program and to make recommendations as to whether changes and/or additions should be made. The Committee confirmed the success of the program but also made specific recommendations which have been adopted by the Ministers and incorporated into this document. This manual provides everything you need to know about the signing program, including: guidelines, conditions and general requirements for all types of signs; eligibility requirements; and types of tourist services, attractions and artisan demonstrations, and other tourist activities/facilities. Also included is a section on additional signing on designated "remote highways".

Policy Manual for Supplemental Signs
Ministry of Transportation Engineering Branch
Manual Release Date: December 2001
Last Update: October 2005

On-Line Publication Access:

http://www.th.gov.bc.ca/publications/eng_publications/pmss.pdf

Supplemental Signs are signs that typically are not considered standard traffic signs and include: Ministry signs, generally with special directional or informational messages, and signs provided, permitted or otherwise sanctioned by policy for the purposes of other ministries, agencies, groups, facilities or businesses. The purpose of this manual is to encourage the uniform application of supplemental sign policy by consolidating all such policies into one comprehensive source book for use by Ministry personnel. For each type of sign included in the document (some of which include community entrance signs, farmer's market signs, historic & theme route signs, scenic route & circle tour signs, service club signs, wine route signs, local radio station signs, etc.), the policy for sign use, background on the sign's purpose, sign specifications and the procedures for how and where to establish the sign are provided.

Supplemental Guide for Guide and Information in Canada (2003)
Transportation Association of Canada

Purchase Price: \$ 199 for manual, \$179 for CD format through the online bookstore.
 Product Code: PTM-INFOSIGN



This guide is a stand-alone document to be used as a supplement to the Manual of Uniform Traffic Control Devices for Canada (MUTCDC). Although the intended audience for the guide is provincial Transportation Officials, communities may benefit from reading this also as it does provide some informative information on sign placements and visual characteristics with respect to road users' safety and needs. The key objective of the Supplemental Guide is to provide additional information about the guide and information signage for non-freeway and freeway applications in both rural and urban environments. The Supplemental Guide contains summaries of extensive literature reviews of various provincial, federal, USA and international guide signage manuals, other related guides and manuals and various publications relating human factors to the guide signage. The literature review findings were complimented by a jurisdictional survey on guide signage practices within North America. (Here's a link for more information about the manual -> https://mediant.magma.ca/tacatc/bookstore/pdf/155_infosigns.PDF)

British Columbia Ministry of Forests Recreation Manual

Online Publication Access:

<http://www.tsa.gov.bc.ca/publicrec/manual/appen06/appen06.htm#A6.1>

There is no single, official policy or source of policy direction for signs and their use in the recreation program. Instead, there are a number of policies from a number of sources that collectively give overall direction to signing. The key policies and directions pertinent to signs and their use in the recreation program, in addition to this appendix are:

- **Ministry of Forests (MoF) policy, II-REC-005, Recreation Management, Safety and Environmental Management on FS sites and trails (Section 3.2);**
Standard MoF signs must identify this policy states that all active MoF recreation sites and trails. These standards are established in [Section A6.3](#) of this appendix and in [Appendix 2](#) (Recreation Structure Standards).
- **BC Parks Sign Standards, July 1993; and**
These standards were developed by BC Parks to achieve and maintain consistency of signs throughout the BC Parks System. This information may prove useful to Forest Service (FS) staff in locating, constructing and maintaining outdoor signs.
- **Various international sign standards for outdoor recreation**
There are a number of internationally recognized signs and symbols for cross country ski trails, snowmobile trails and canoe routes. All signs on applicable MoF trails and routes should be consistent with these standards.

For information on cross-country ski trail signs, consult the Cross-Country Ski Trail and Facility Development Construction and Maintenance Manual, Cross-Country Ski B.C. Copies of this publication are available from Forest Practices Branch.

Additional Online Resources

- Specifications for Standard Highway Sign Materials, Fabrication and Supply
http://www.th.gov.bc.ca/publications/eng_publications/signs/Sign_Fabrication_Specs.pdf
- Sign Pattern Manual (site contains separate links for guide & info signs)
http://www.th.gov.bc.ca/publications/eng_publications/signs/01_Cover_TOC_&_Preface.pdf
- Service and Attraction Symbols (one section of the above manual)
http://www.th.gov.bc.ca/publications/eng_publications/signs/10A_Serv_Attraction_Symbol.pdf

