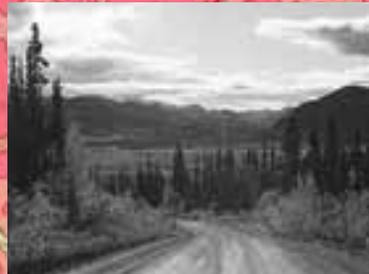
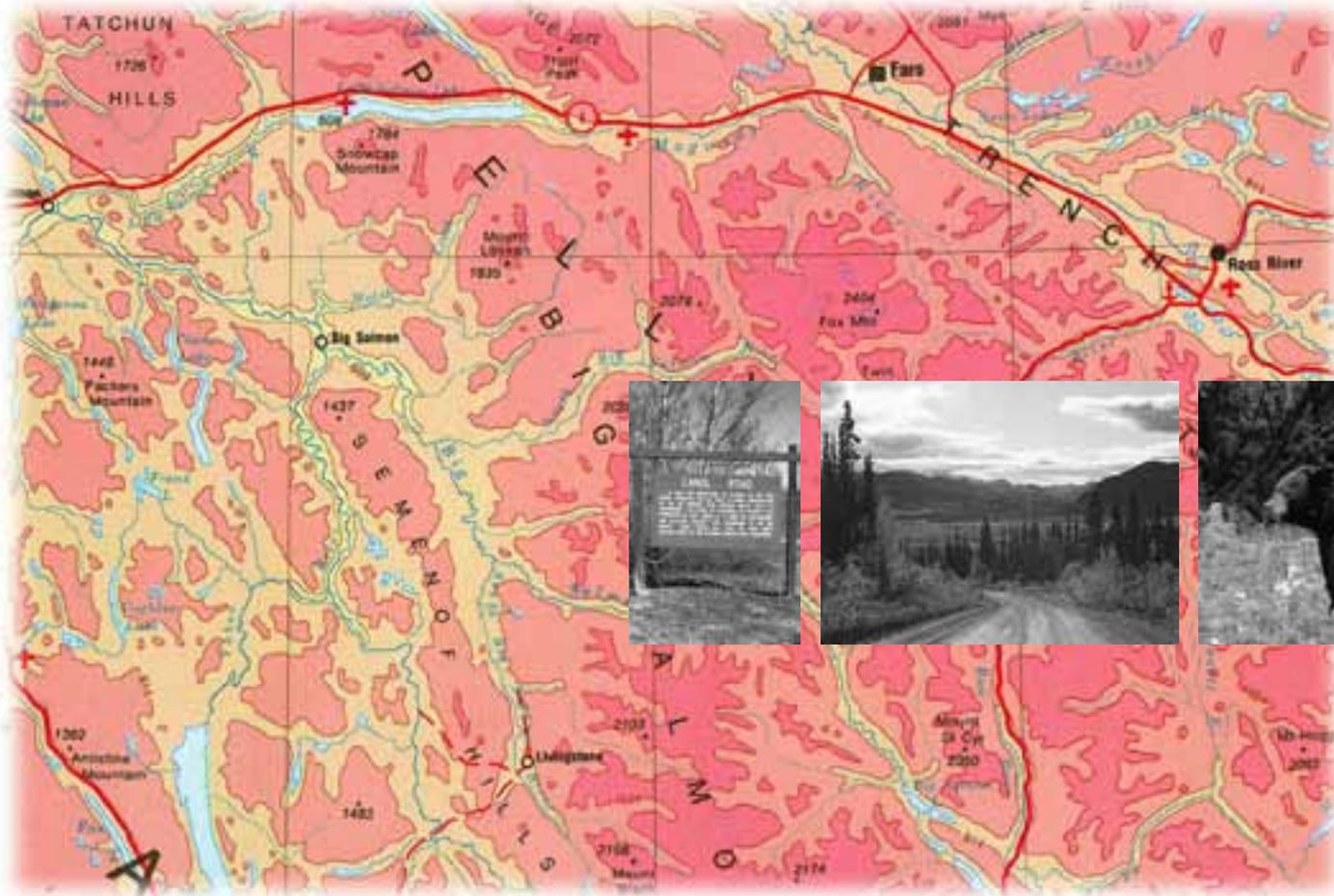

Campbell Highway & South Canal Road Interpretive Plan



Yukon Department of Tourism
Heritage Branch
February 1997
Revised March 2005

Inukshuk Planning & Development

In Association with EDA Collaborative Inc. and Aasman Design Inc.



Foreword

The Department of Tourism Heritage Branch will use this interpretive plan for the Campbell Highway and South Canol Road to guide the location, development and replacement of interpretive signage along these road corridors. The plan is consistent with the 1995 Yukon-wide guidelines for new site selection, spacing distances, site rationalization, sign construction and maintenance.

The formation of partnerships with other government agencies such as Renewable Resources, Community & Transportation Services, First Nations and area communities will influence the timing, pace and manner of implementation. This plan provides a framework for action.

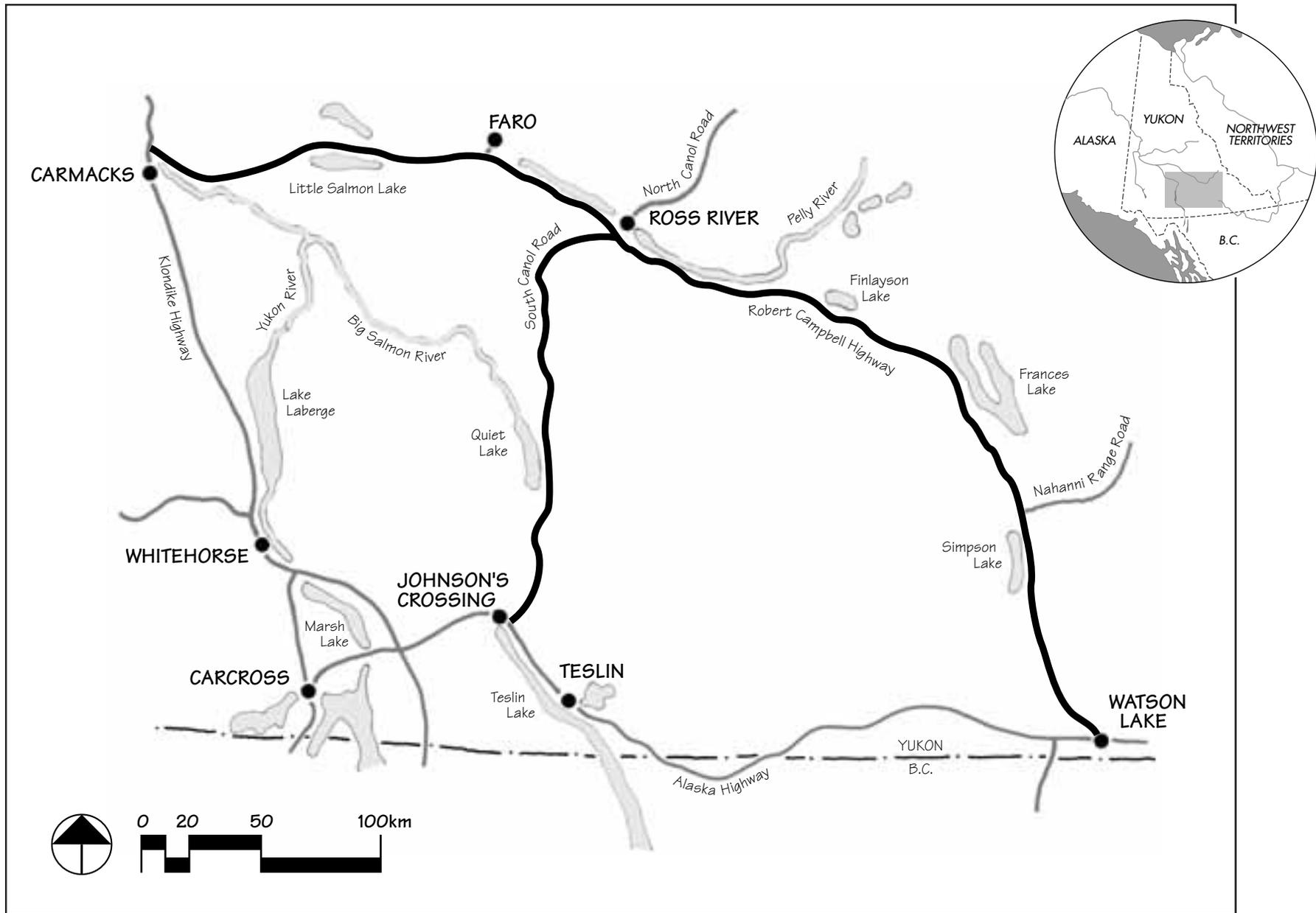
The report has been prepared by a consulting team comprised of Ian Robertson (Inukshuk Planning & Development), Ted Muller (EDA Collaborative Inc.) and Al and Margriet Aasman (Aasman Design Inc.) under the able direction of Loree Stewart (YTG Heritage Branch). The project could not have been completed without input from the affected First Nations, communities of Carmacks, Faro, Ross River, Watson Lake and Teslin and the assistance of staff in the departments of Tourism, Renewable Resources and Community & Transportation Services.

Ian D. Robertson
Inukshuk Planning & Development
February 1997



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Robert Campbell Highway and South Canal Road Study Area

1.0 Introduction

The Campbell Highway is a 583 kilometre “road to resources” linking Watson Lake to Carmacks via Ross River and Faro. The road was constructed over 30 years ago to open up the rich mineral resources of the Tintina Trench and east central Yukon. The South Canol Road stretches 220 kilometres between Johnson’s Crossing and Ross River. The Canol Road was constructed in 1942 as part of the Canol Pipeline project which linked the oilfields at Norman Wells, Northwest Territories to the Alaska Highway at Johnson’s Crossing. Although the pipeline was abandoned in 1944, the road receives seasonal use to this day.

The character of each road is different. The South Canol is a road from the past, narrow and winding following the original pipeline route. The Campbell Highway is a road of the future, gradually being reconstructed to modern standards and current traffic speeds. Each offers the visitor a different driving experience. Overall, traffic volumes are light, distances between services long, and the extent of development which can be seen from the road minimal. Both roads offer diverse scenery, good wildlife viewing opportunities and appeal to the visitor interested in the “road less travelled”.

The roads pass through the traditional territories of three First Nations, the Teslin Tlingit, Kaska Dena and Northern Tutchone following traditional travel and trade corridors. The First Nation presence is not well represented.

Interpretive signs are intended to give residents and visitors alike, an appreciation of the Yukon’s natural, cultural and historical features. They are a simple, inexpensive way to inform, interest and educate the viewer on a year round basis. Their primary objective is to tell a story. The story will have many themes; how places got their names, why some landscape features are present and others not, who uses the land or what happened here?

1.1 Program Background & Plan Context

The Department of Tourism, Heritage Branch has the primary responsibility for developing and maintaining interpretive signage along the principal highways in the Yukon Territory. In 1995, the Department commissioned a study of all existing highway interpretive signage with a view to establishing program guidelines. The *Yukon Interpretive Signage Strategy* (Inukshuk Planning & Development 1995) provides Yukon-wide guidelines for new site selection, spacing distances, site rationalization, sign construction and maintenance. The program guidelines provide direction for the preparation of these corridor specific plans.



A view down the South Canol Road, “the road less travelled”.



An upgraded section of the Campbell Highway, North of Faro.

Key recommendations from the 1995 Strategy which guide the succeeding corridor plans include:

- program principles such as optimum spacing distances between sites and facilities; variety in interpretive media, message balance and representativeness, the need for year round site accessibility; and shared responsibility for program implementation;
- a hierarchy of sign types reflecting site significance and role, differentiating between territorial entrance, regional orientation, major and minor locations;
- program management directions to encourage inter-agency co-operation and co-operative partnerships in plan implementation;
- site facility development policies regarding the appropriate use of information kiosks, toilets, garbage containers, viewing platforms and similar support infrastructure;



Old vehicles from “dumps” along the Canol Road are historic “features” that could be utilized.

- inspection and maintenance standards to guide annual inter-agency agreements on site maintenance and facilitate budgeting.

In 1996, plans for the Klondike Highway were completed. This report concentrates on the specific needs of the South Canol Road and Campbell Highway. These two roads are a priority because they are under-represented in the government sign program and the existing signs are nearing the end of their useful life. There are 7 existing sites along the Campbell Highway and 3 on the South Canol Road, all erected in the mid 1980’s.

1.2 Purpose & Objectives

The intent is to produce an interpretive plan that describes themes, suggests appropriate locations and presents guidelines for signage and site development along both road corridors. The goal is to present the road traveller with an accurate, balanced, and interesting picture of both roads.

The study objectives include:

- identifying representative themes and messages for both road corridors;
- evaluating the effectiveness of existing signage for site location appropriateness, redundancy, message currency, theme representation and balance;
- determining the need for new sites for interpretive site development;
- formulating concepts for corridor motifs and key site priorities;
- outlining the capital costs and operational requirements recommended for corridor improvements; and
- seeking First Nation, community, and government agency input in defining corridor needs, suggesting changes and development priorities,

locating new sites, evaluating message content and creating corridor motifs.

1.3 Planning Approach

The study approach involved a review of road corridor history, regional tourism plans and the 1994 Visitor Exit Survey regional data. This was followed by interviews with individuals, government agencies, First Nations, area communities, and a field-trip along both road corridors. A Situation Analysis Report was produced following the field trip which highlighted the main issues and set the context for developing preliminary corridor concepts.

A Preliminary Concepts Report was produced and circulated widely for comment as a discussion paper. The report described the main issues, analyzed the strengths and weaknesses of the existing sites in terms of location, theme representation, message content and put forward tentative suggestions for corridor improvements.

This was followed up with community meetings with the main stakeholders. Possible motif designs for both corridors were presented at these meetings as well. The stakeholder discussions resulted in a number of plan refinements which are reflected herein. The changes included:

- modification of the suggested motif designs;
- incorporation of the “Big River Country” sub-theme developed for the Klondike Highway corridor for that section of the Campbell Highway near Carmacks where the Yukon River is visible for message consistency;
- deletion of some existing and proposed sites; and
- resolution of some specific site issues at Faro, Ross River and Carmacks.

2.0 The Tourism Context

The Campbell region is relatively unknown and its visitor potential largely undiscovered. The existing regional tourism strategies for both Watson Lake and the Campbell region emphasize the need to attract visitors off the Alaska and Klondike highways into the area. Improving the presence of interpretive signage is viewed as one means to “market” these roads as alternative travel corridors.

The Campbell Highway does offer an alternative route to or from the Klondike but there is little evidence to suggest the highway has been able to

induce Yukon visitors to consider this option. The majority of visitors (83%) planned their Campbell region visit in advance.

The 1994 Visitor Exit Survey (VES) indicates 6,383 travel parties or 13,821 visitors made at least one stop in the region. For the purposes of this study only the Campbell region VES data has been used despite the overlap with the Watson Lake and Teslin tourism regions. The reason for this is that data for these two regions is significantly skewed by the influence of the Alaska and Klondike high-

ways which pass through a corner of the region. This makes it impossible to determine what proportion of those regional visitors may have really used the South Canol Road or Campbell Highway.

A significant opportunity and difficult challenge for the region is to secure a larger share of the pass through traffic. While one third of all visitors to the Yukon passed through some portion of the region 81% did not stop. This is not surprising since travellers on either the Alaska or Klondike highways do pass through the western boundary. Of those who did stop over 80% had pre-planned their visit, while another 9% had not and chose to do so. It has been suggested that developing regional orientation displays at the key highway intersections would improve general visitor awareness and might encourage more use of the South Canol and Campbell road corridors.

The logic behind improving interpretive signage along these roads relates to the nature of the dominant visitor market. After discounting the travellers using the Alaska and Klondike highways, residents believe the vast majority are independent visitors travelling by car, truck, van or RV. The 1994 regional VES data confirms that theory and points out that 93% of these visitors are on holiday. Of those who stopped and stayed overnight 56% used existing campgrounds. Again this supports the conclusion that most visitors are independent travellers.

Fifty-three percent (53%) of those that did come indicated they wished they had allowed more time (VES 1994). This was the most common response in all 9 Yukon tourism regions. When visitors were asked what the single most negative thing about

Yukon Visitor Exit Survey Visitor Road Flow Pattern Analysis		
Highway /Segment	1987 VES (No. of Visitors)¹	1994 VES (No. of Visitors)
Campbell Highway		
Carmacks to Faro eastbound	2,000 - 5,000	2,000
Faro to Carmacks westbound	2,000 - 5,000	2,800
Faro to Ross River eastbound	< 2,000	1,900
Ross River to Faro westbound	2,000 - 5,000	3,000
Ross River to Watson Lake southbound	1,000 - 2,000	2,400
Watson Lake to Ross River northbound	2,000 - 5,000	3,200
South Canol Road		
Johnson’s Crossing to Ross River northbound	<2,000	2,100
Ross River to Johnson’s Crossing southbound	<2,000	1,800

¹ Yukon Tourism advises the 1987 road pattern data was only a “best guess” estimate and should be treated accordingly

their visit to the Campbell region was, twenty-three percent (23%) indicated nothing at all while 20% indicated transportation concerns. A closer look at the data though suggests that only 12.5% of these travellers rated road conditions as poor.

Road conditions do not encourage high speed travel. Coupled with the distances between communities and highway services, there are few incentives to encourage travellers to spend more time in



View along the South Canol Road. Conditions do not encourage high speed travel

the region or venture down the “roads less travelled”. This suggests that a key target market for the near term will be independent travellers because they have more flexible schedules and are actively seeking an alternative visitor experience.

Very little specific research has been done in the Yukon on visitor interest in interpretive signage. The 1992 Psychographic Segmentation Study and a departmental survey in 1994 provides some general information concerning visitor interest and site use which are applicable here. Applicable conclusions include:

- Yukon visitors generally expect to see interpretive signs and stop when they do, especially if they have advance warning;
- reading about a site in the Milepost magazine often accounted for their stop;
- visitors stop most often to view the scenery, take a rest or read the sign with preferred sites being those with a significant view;
- visitors like to have and will use basic facilities, such as toilets and garbage containers, when provided;
- the quality and approach to interpretive signage taken by the Yukon appears to be meeting visitor needs;
- the visitor profile is changing with a younger, more mobile segment of the tourist market looking at the Yukon as a discrete destination from the traditional primary destination of Alaska; and
- the Campbell region independent highway traveller profile most closely fits the “Organized Neighbourhood Outdoor Folk” and “Earthy Explorer” psychographic study categories.

A comparison of the road flow pattern between 1987 and 1994 suggests there has been little change in visitation numbers and proportionate traffic

flows within the heart of the region. Since road conditions do not appear to have been a limiting factor, this suggests that the type of visitor who did come knew what to expect and was not dissatisfied with their experience. The 1994 VES data and road flow pattern analysis does not provide sufficient detail to differentiate between Yukon residents who may regularly visit the area for recreation and others who are visiting the area for the first time. It is also not apparent whether travellers made a conscious effort to explore loop road options such as the Tatchun-Frenchman Road or South Canol - Campbell Highway combination.

The most significant change between 1987 and 1994 is in visitor origin as illustrated by the Point of Origin table.

Visitors from Alberta and British Columbia make up 60% of all Canadian visitors while Germans dominate the foreign market (68%) followed by the Swiss (13%). While there has been a noticeable drop in Canadian visitors, it has been more than offset by increases in American and overseas travellers.

With 79% of visitors being independent and travelling by vehicle, increasing the amount of interpretive signage along both roads is consistent with visitor needs and regional tourism development goals.

Points of Origin

Country	1987	1994
Canada	55%	18.8%
United States	33%	49.0%
Overseas	12%	32.3%

3.0 The Existing Situation

There are 10 existing signs along the two road corridors and one wildlife viewing site at Finlayson Lake (map, next page). Suggested text for a proposed sign at the Quiet Lake Grader Station was prepared to complement the Canol construction equipment display. All are vertical routed wood signs constructed in the early eighties.

The original dark wood stained signs with white routed letters are in better shape than more recent additions where a varathane finish was used.



3.1 South Canol Road Corridor Overview

There are 3 existing wood signs along the Canol Road, one at Johnson’s Crossing (km. 0.2), another at Quiet Lake (km. 89.7) and a third at Lapie River canyon bridge (km. 210). The signs were erected in 1983 and 1984 and are nearing the end of their useful life.

Beginning at Johnson’s Crossing two problems



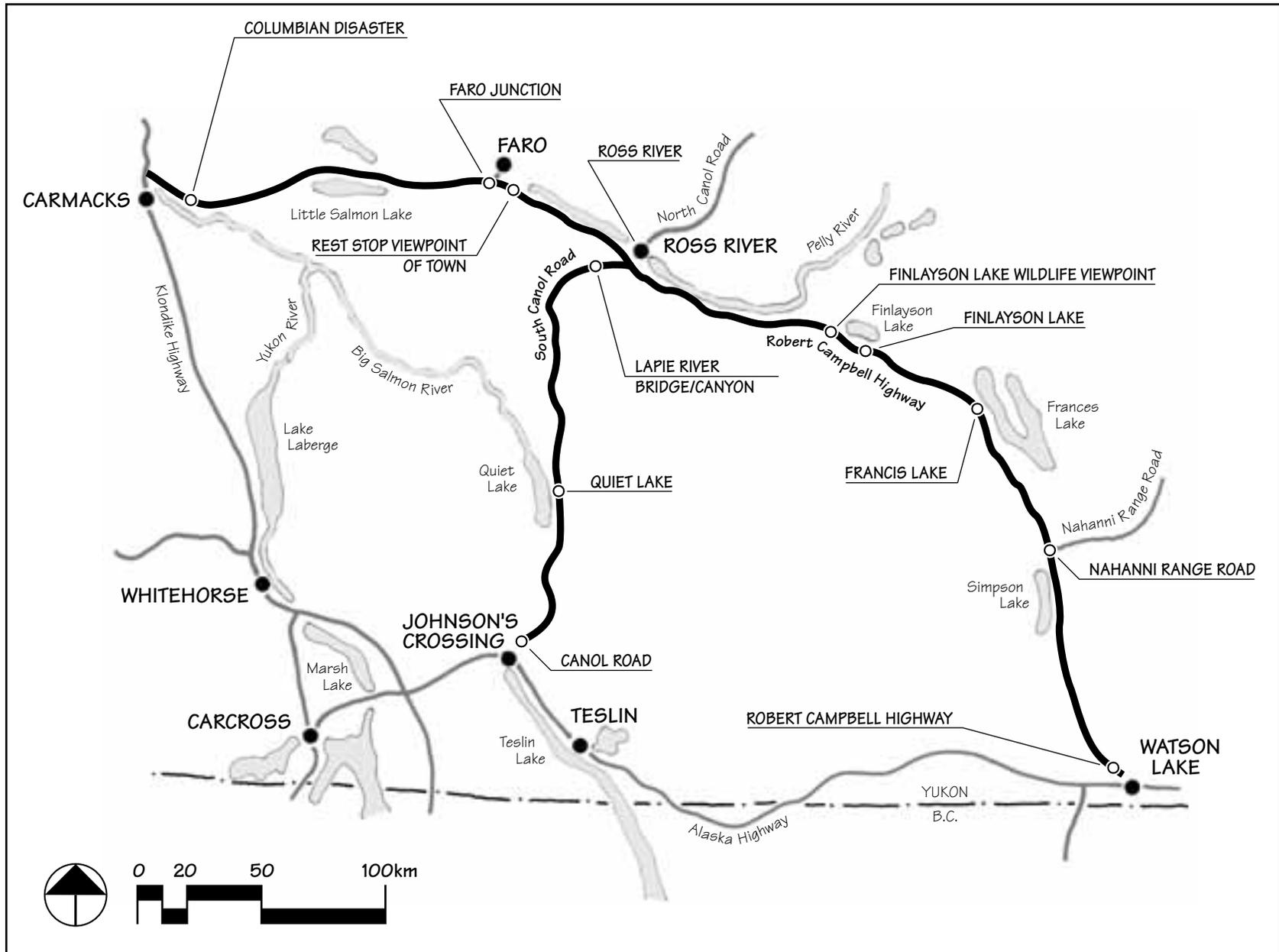
Above, the older Canol Road sign has weathered better than the Town of Faro sign. The latter displays serious problems with its varathane finish.

and one opportunity stand out. The first problem is created by the intersection itself as the Alaska Highway cuts through the slope down to the Teslin River bridge. The net effect is to screen the South Canol intersection. There is no advance warning signage or other normal visual clues which suggest this is an important intersection or a good place to stop, even if they have no plans to take the road itself. Furthermore the existing interpretive signs are not visible or accessible from the Alaska Highway which is the dominant traffic corridor.

The Alaska Highway commemorative plaque which refers to the Canol project seems out of place and off to the side. The actual wood routed Canol sign is well placed and directly visible once the turn is made but little thought has been given to site development. Immediately after this sign, there are a series of information warning signs which discourage rather than promote further travel. Hidden from view is an old landfill site full of vehicles from the days of the initial road construction. These vehicles could be collected and used to create an interesting “entry” exhibit building on the signage already in place.

The focus here is on the Canol project history theme which makes sense but it is only part of the entire story. For example, there is nothing to entice the visitor to drive even the first 15 km. up into the alpine area, or any acknowledgement of Tlingit culture or traditional use before the Canol project was initiated.

The road has a distinctive character that reflects its history and level of use. It is truly a “road from the past”, narrow and winding evoking memories of times gone by. It presents a unique opportunity



Map showing existing highway signage in study area

for the highway traveller to get a sense of what the original roads were like.

The South Canol Road climbs quickly in the next 15-20 kilometres rising above tree-line before dropping back into the Nisutlin River valley. The upland area is very accessible and offers a range of possibilities for short hikes if a new rest area and interpretive site were developed at approximately km. 15.

The first formal rest area is a pull-out overlooking Sidney Lake near a short access road down to the lake. The spacing distance is appropriate for a minor rest area. The pull-out area is quite small. Archaeological evidence confirms the Sidney Lake/Nisutlin River area is an important Tlingit traditional use area. The area includes regionally significant wildlife habitat.

An old mining road follows Sidney Creek to Iron Creek and loops back to the south end of Quiet Lake. This creates a loop recreation trail possibility that could also be acknowledged at the Sidney Lake site².

At kilometre 67.5, a short road leads down to a popular boat launch location and small river edge campground on the Nisutlin River. This is another location that has potential for minor development as it is a traditional Tlingit travel corridor and is still popular as a put-in spot for canoe trips down the Nisutlin River. The river is also known for its wildlife viewing potential.

Between Quiet Lake campground and the grader station at kilometre 99, the road follows the edge of the lake. The existing sign site (km. 89.7) is suitable for a minor site but the proximity to the campground and a small recreation area preclude the necessity of adding additional infrastructure. The existing display

² Recreation trail development is not within the Heritage Branch sign program mandate, The interpretive opportunity is just being recognized. Development is dependent on First Nation and government consultation

at the grader station site could be upgraded to a major site by adding garbage cans, outhouses and a low profile interpretive plaque that talks about the construction equipment on display. Because the site is part of the adjacent grader station grounds, maintenance costs are minimal. It appears to make

sense to add an interpretive sign at this point as it would complement the exhibit developed by the Highways crew. This site also provides some continuity to the “Canol Road” theme at the mid-point without detracting from other interpretive themes that are under-represented.



The existing display at the Quiet Lake Grader Station is an excellent candidate for upgrading to a major site

In the Rose River area there is potential to combine several sites into one main site in the vicinity of kilometre 155. The actual location would require more careful analysis and comparison of individual site features to determine a preferred site. There are also a number of potential view locations in the Lapie Lakes area between kilometre 169 to 171. Geomorphology, climate and ecology themes such as the effects of elevation change on vegetation succession could be pursued.

The Lapie River bridge and upper canyon area stand out as the dominant scenic feature with considerable potential for further development and interpretation. Aside from the canyon features themselves, the area is known for wildlife viewing. The effects of forest fire are also visible including several large slumps which may have been induced from the fire melting an area of organic soils underlain by discontinuous permafrost. At kilometre 214, the hoodoos and White River ash layer stand out along side of the road. The principal problem in this area is finding a safe pull-out.

The junction of the Campbell Highway is a logical location for some form of regional orientation treatment especially for travellers who might be considering turning off the Campbell Highway. The intersection itself needs to be redesigned and this could be integrated into a regional orientation design for the site. The main problem with this location is that it is also the back way into Ross River and travellers are encouraged to take the new road further north. The original road, while maintained, is unmarked.

Again, the treatment of the road junction does little to encourage travellers to try this route and there is no thematic connection to the Canol project.

It makes sense to develop some sort of regional exhibit at this location to complement the exhibit at the Johnson's Crossing end and provide continuity. At the same time though, the interpretive message should focus on an aspect of the Canol story not already told elsewhere.

There is also an interpretive sign about the history of the Ross River community near the airport on the entrance road (km. 234). The sign itself is poorly located and in disrepair. The community supports relocation to the Campbell Highway rest area.



The upper canyon of the Lapie River.

3.2 Campbell Highway Corridor Overview

The Campbell Highway intersection at Watson Lake does not stand out because it is over-shadowed by the Sign Post Forest. However, most visitors do discover the VRC which provides a basic overview of the Campbell and Canol roads within the centre displays.

The existing routed, wood sign is located in the back of the parking lot and attracts little attention. Despite this drawback, the location is ideal for a Campbell Highway regional orientation exhibit. It needs to be “eye-catching” without detracting from the other features in the immediate area. It has two purposes. First, it should make it clear for those who are already looking for the highway intersection that they should turn right out of the parking lot. At the same time, it should be “intriguing” enough to generate an awareness of a new route alternative for those who are already committed to the Alaska/Dawson loop and may be interested in not back-tracking the Whitehorse to Watson Lake section of the Alaska Highway. Similarly, once the “awareness” level is increased these travellers are more likely to stop at the Johnson’s Crossing exhibit which offers another opportunity to “sell” the alternative travel route idea.

There is a need to improve the basic highway directional signage according to VRC and town staff. The issue is visual clutter and the lack of definition of intersection importance. An evaluation of the need for overhead, advance warning signage on the Alaska Highway has been suggested. Also some visitors become confused leaving the VRC parking lot and drive as far as the airport before realizing they are not on the Alaska Highway. Because road conditions change immediately at this point, and the usual negative warning signs

appear, some additional, positive orientation signage at this point would be useful.

As a resource road and historic travel corridor, the Campbell Highway has a different history and future than the South Canol. The road is gradually being rebuilt, widened, straightened and chip-sealed to highway standards. The net result is that the driving experience and view from the road will gradually change.

The interpretation focus on the southern section of the road is on Robert Campbell with little reference to Kaska Dena history or place names.

For most travellers the highway is relatively

uninteresting until the Frances River bridge (km. 57). There is a short access road to a boat launch site and the remains of a crane are evident here. The Kaska Dena want this site considered for a minor rest area focusing on their culture and the importance of the river as a travel corridor and food source.

The first existing sign is at the junction of the Nahanni Range Road (km. 107.8). Erected in 1986, it is a typical example of a newer wood routed sign that has not weathered well. The sign at the junction of the Nahanni Range Road is dated and only focuses on the Cantung mine. It also includes a warning to visitors regarding road conditions.



The Watson Lake Visitor Reception Centre entrance.

This is an ideal location for a regional orientation sign talking about the geography (Logan Mountain ecoregion), history of the area and the rationale for road construction (mine access).

The existing wood routed signs at Frances (km. 171) and Finlayson (km. 232.5) lakes were installed in 1983 and 1984. They are located off the highway at boat launch sites and easily missed. The signs explain the rationale for Robert Campbell's names while ignoring the First Nation equivalent and importance of these lakes to their cultural history.

Highways is suggesting a rest area be located at Jade Mountain (kilometre 160). A minor interpretive site could be developed at this location featuring the large jade boulder that exists at this location. The Frances Lake highway rest area at kilometre 170.6 offers the first distant view of the lake. Highways propose to relocate this rest area to the Jade Mountain site. As the Frances Lake sign is approximately 2 km. down the side road by the boat launch, the advance warning signage needs to be improved so people are encouraged to drive down to the lake.

The next logical stopping point is Finlayson Lake. The wildlife viewing site at Finlayson Lake (km. 233) has been upgraded by Highways in order to close their rest area at km. 231.7. It makes sense to relocate the existing Finlayson Lake sign from its' site by the lake (km. 232.5) where it is not visible.

The dilemma with both the Frances Lake and Finlayson Lake signs is that they are currently located off the actual highway. Diversions are justifiable if the location is a more appropriate or accurate interpretive site (i.e. the actual trading post site). It is thought that this type of diversion does get the traveller to stop for a longer period of time, but that less travellers actually stop because of the inconvenience factor.

The next major site to stand out is the Hoole River canyon (km. 303). Renewable Resources already has a campground reserve in the area, and Highways has indicated this would make a logical rest area site. There is also a mining exploration road which makes a natural trail up the north side of the canyon. This is an ideal site for an interdepartmental joint venture with Tourism providing trailhead signage and Highways building the rest area. Both initiatives would complement a future Renewable Resources campground initiative and help reduce all agency infrastructure maintenance costs.

The junction of the South Canol Road (km. 355) is poorly marked. The main highway rest area is located 8 kilometres further down the road at the intersection of the new road into Ross River. The dilemma here is that while the South Canol Road intersection requires some interpretive treatment, the supporting infrastructure is already in place at the rest area by the new entrance. This presents an opportunity to differentiate between sites with the new entrance location focusing on the community of Ross River and the North Canol, while the South Canol intersection, maintains the Canol pipeline/road theme.

The scenic lower Lapie River bridge and campground is less than a kilometre away from the main Ross River intersection. This is one situation where consideration should be given to over-riding the spacing distance because of the attributes of the feature itself. Regular highway users and highway maintenance crews indicate this is a common picture taking stopping point for travellers although there is no safe pull-out by the road. While it would be difficult to develop a safe pull-out along side the road, it may be possible to modify the campground access road to achieve this purpose. This is also another example, where program objectives can

be met by another agency, namely Renewable Resources, as part of their campground mandate because the program objectives are complementary.

The Faro junction area has two sites. The rest area (km. 414) allows the traveller a view across the valley to the town itself. The intersection rest area (km. 415) has been expanded and landscaped by the town to encourage tourists to stop. Any interpretive upgrades in this area should complement the town's initiatives. This is also a situation where an "exhibit" style display could replace a vertical sign.

It would compliment the town's efforts. Given the community's investment in a new visitor interpretation centre, it makes sense to concentrate on updating the signage at the main rest area to encourage travellers to visit the new facility in town. Faro has also indicated it would like to retain the viewing opportunity of the town at kilometre 414.

While there are a number of views of Little Salmon Lake visible from the road which follows the shoreline, none really stand out. The existing Highways rest area (km. 480) works and a minor interpretive sign could be added at minimal cost.

Between kilometre 543 and 556 there is a cluster of sites with interpretation potential. The Frenchman Tatchun loop road, Little Salmon Village site and Eagles Bluff are prominent features which offer a variety of theme development opportunities. The Frenchman-Tatchun lake chain is an important wildlife movement corridor and includes two campgrounds and several known archaeological sites.

The Little Salmon Village site is off the highway but accessible. The entrance road is not marked and visitors have traditionally been discouraged from visiting such sites. The T'sawlnjik Dän (Carmacks

Little Salmon) First Nation have not decided if the Little Salmon Village story should be told on-site.

The Columbian Disaster site (km. 556) is within a kilometre of Eagles Nest Bluff (km. 555) rest area. There is some concern with sight distances and size of the rest areas in this section of highway because of the terrain, restricted road width and amount of truck traffic. Site consolidation is suggested. There are a variety of regional stories that could be told at this point relating to Northern Tutchone cultural history. The Little Salmon Village history, the story behind the name for Eagles Nest Bluff and the importance of the Frenchman-Tatchun lakes system are possibilities that would help redress the lack of attention to First Nations presence.

The junction of the Campbell and North Klondike highways warrants more attention in the immediate vicinity of the intersection. Again the problem relates to regional orientation and encouraging the traveller to take the alternative route, even if they just do the Frenchman/Tatchun lake loop road. A regional orientation component was included in signage erected at the south entrance to Carmacks and at Tantalus Butte, approximately 1 kilometre north of the intersection. The Campbell Region signage at Tantalus Butte was knocked over in 1996 and has not been replaced.

The importance of this intersection should not be under-rated because it has the greatest potential to divert south-bound traffic returning from the Alaska/Dawson loop.

The Campbell Highway is gradually being upgraded with priority on the Carmacks to Faro section. Further upgrading will become necessary along the southern section of the road if mines are developed in the Finlayson Lake area and forestry



The Columbian Disaster site, with a view toward Eagle Rock.

operations expand north of Watson Lake. As the road surface is straightened, widened and improved vehicle traffic increases and visitors travel faster and further. Given the length of road involved and its current condition, reconstruction will be a long range and expensive project.

This has obvious safety implications for the

corridor signage program. For example, rest areas can generally be enlarged at minimal cost when coordinated with highway reconstruction. Where improvements are not anticipated for some time, it is important that interpretive sites and rest areas be adequately sized, have clear sight-lines and sufficient advance warning signs for user safety.

3.3 Assessment of Current Sign Text

To provide thematic continuity, the message presented at each individual sign location was analyzed as the messages reflect particular perspectives and themes.

The actual text on each Tourism Department sign is

in the left column. The right column contains notes that explain the text deficiencies and suggested ways to improve thematic representation to make the signage more relevant today.

In general, there is an over-reliance on large panels

with upper case text and no graphic elements. Upper case text hinders reader comprehension. Research shows upper case text takes longer, and is more difficult to read. Adding a graphic element usually reduces text length and makes the interpretive message clearer.

EXISTING SIGN TEXT	COMMENT
<p>SOUTH CANOL ROAD</p> <p>Johnson's Crossing</p> <p>Current Theme: Canol Project History</p> <p><i>Just past east end of Johnson's Crossing Bridge, junction with Canol Road.</i></p> <p><i>The Canol Project</i></p> <p>After the bombing of Pearl Harbor in December 1941, the American government feared a Japanese invasion of its Alaskan coastline. To counter this threat, the United States Army upgraded the airfields of the Northwest Staging Route and built the Alaska Highway to transport men and equipment to their Alaskan bases.</p> <p>Construction and maintenance of these strategic transportation routes required enormous amounts of gasoline and oil. Normally, fuel would have been carried north by ship. With the Japanese in the Aleutian Islands, however, the United States Government feared that regular shipping lanes were not safe. The Canol Project was born out of the need for a secure oil supply.</p> <p>Canol, short for Canada Oil, was a massive effort funded by the United States military and built by the construction consortium, Bechtel-Price-Callahan. Under this project, the oil fields at Norman Wells in the Northwest Territories were developed, a refinery was built in Whitehorse, and a four inch pipeline was laid between the two. In addition, 600 miles of road, telephone lines, several airstrips and ten pumping stations were built to service the line.</p> <p>Oil was pumped up and down the highways through auxiliary lines between Whitehorse and Fairbanks, and from Carcross to Watson Lake. A line was also built between Whitehorse and Skagway, Alaska to bring oil from the south if necessary. In all, 200,000 tons of material and over 50,000 people were employed on the Canol. From an estimated cost of \$30 million, the final price of this megaproject ballooned to over \$134 million.</p>	<p>One intriguing aspect of the Canol Project that is not discussed in the current signage, is the environmental cleanup—the other “cost” of the project. Clean-up activities began at the end of the war and continued on and off well into the 1970s.</p> <p>A survey in 1970 found 200 filled or partially filled oil drums, 6000 empty drums, 200 truck hulks as well as miscellaneous construction debris. It also found large areas of ground blackened and reeking from spilled oil. It has been estimated that close to 190,000 barrels of oil were spilled during construction.</p> <p>Much of the debris was simply buried, as had been done during the first clean-up activities in the 1940s. One study conducted in the early 1980s indicates that the bulldozer method of environmental clean-up may itself have set the environment back further than no activity at all.</p> <p>In the on-going debate over the environmental implications of tanker shipments of crude, it is worth noting that during the time of the Canol Project, Alaska was being supplied from the lower</p>

The project was controversial. It consumed an incredible amount of workers, labour, and materials at a time when they were badly needed elsewhere. The Japanese threat to coastal shipping never materialized. Production costs for a barrel of oil from the Canol was over four times higher than the world price. It was much cheaper to ship oil to the Alaska Highway via the 110 mile line from Skagway. The project was shut down in 1944, less than a year after the refinery had opened. Robert P. Patterson, United States Under Secretary of War, summed up the Canol Project saying:

I suppose that we must bow to the verdict, that the project was useless and a waste of public funds.

Canol Road

Current Theme: Canol Project History

km. 0.2 Canol Road

IN 1942 THE IMPORTANCE OF ALASKA TO THE WAR EFFORT PROMPTED THE U.S. ARMY TO BEGIN CONSTRUCTION OF AN OIL PIPELINE FROM NORMAN WELLS, N.W.T. TO WHITEHORSE. THE CANOL, OR CANADIAN OIL PROJECT, WAS COMPLETED IN 2 YEARS AT A COST OF \$164 MILLION. THE ILL-FATED PROJECT WAS ABANDONED IN THE MID 1940S. MANY RELICS MAY STILL BE SEEN WHICH PROVIDE PROOF OF THE EXTREME CONSTRUCTION CONDITIONS.

Quiet Lake

Current Theme: Geography and History

km. 90 Canol Road

QUIET LAKE IS THE LARGEST OF THREE LAKES THAT FORM THE HEADWATERS OF THE BIG SALMON RIVER SYSTEM. THE 28-KM LAKE WAS NAMED IN 1887 BY JOHN McCORMACK, ONE OF FOUR MINERS WHO PROSPECTED THE BIG SALMON RIVER FROM ITS MOUTH ON THE YUKON RIVER TO ITS SOURCE. ALTHOUGH THEY DID FIND SOME GOLD, THE RIVER AND LAKES HAVE BECOME BETTER KNOWN FOR THEIR GOOD FISHING AND FINE SCENERY. UNTIL THE COMPLETION OF THE SOUTH CANOL ROAD IN THE 1940'S, THIS AREA WAS REACHED MAINLY BY BOATING AND PORTAGING HUNDREDS OF MILES UP THE TESLIN AND NISUTLIN RIVERS.

48 with 12 tankers per month. At the height of production, the Canol project provided Alaska with the equivalent of 1 additional tanker of oil per month. Was it worth the environmental damage? Perhaps the environmental impact story could best be told at the proposed regional orientation exhibit at the north end of the South Canol, at its junction with the Robert Campbell Highway. This would compliment the existing signage at the Johnson's Crossing end and the new signage proposed for the Quiet Lake Maintenance Camp at km. 99. In this way, there would be a continuity in the Canol story over the whole road, rather than a concentration at Johnson's Crossing.

Reference ought to be made to the Canol Road corridor's historic use as a traditional travel route by First Nations. George Smith tells of large gatherings in the early 1900s around Ross River by people travelling from several places including Teslin along what later became the Canol route. Including this aspect of Canol history would balance the story and change the perception of the land as "unoccupied wilderness".

The Northern Tutchone name for this lake is Chu Lą, "end water". The Tlingit have a legend about a water monster that inhabits this lake. The creature is half fish and half man, can laugh like a person and can hold a boat in one spot regardless of how diligently the occupants row. This makes an intriguing story with strong visitor appeal.

Canol Road Construction (Proposed, never fabricated or installed)

Current Theme: Canol Project Construction History

km. 99 Canol Road, Quiet Lake Grader Station

FEARING AN ATTACK ON WEST COAST SHIPPING LANES, THE U.S. ARMY INITIATED THE CANOL PROJECT IN 1942 TO PROVIDE FUEL FOR ALASKA'S DEFENSE. THIS ILL-FATED PROJECT INCLUDED BUILDING A 6" DIAMETER OIL PIPELINE AND AN 825 KM (515 MILE) SERVICE ROAD FROM NORMAN WELLS, N.W.T. TO JOHNSON'S CROSSING, YUKON.

OVER 4,500 PIECES OF LARGE EQUIPMENT WERE USED IN THE CONSTRUCTION. THE GRAVEL DUMPTRUCK IS A 2-TON INTERNATIONAL WITH A 6-CYLINDER, FLAT-HEAD, GASOLINE ENGINE. THE GRADER WAS PULLED BY A D-8 CATERPILLAR.

WHILE THE PIPELINE WAS MOTHBALLED IN 1945, AND LATER SALVAGED, THE YUKON PORTION OF THE CANOL ROAD HAS BEEN MAINTAINED AND IMPROVED.

PLEASE DO NOT REMOVE OR DISTURB THE EQUIPMENT AND OTHER ARTIFACTS YOU SEE ALONG THE ROAD. YOUR COOPERATION IN PRESERVING THE HISTORY OF THE CANOL PROJECT IS GREATLY APPRECIATED.

Lapie River Canyon

Current Theme: Geomorphology

km. 217 Canol Road

APPROXIMATELY 100 MILLION YEARS AGO, FLAT HORIZONTAL LAYERS OF ROCK WERE BURIED SEVERAL KILOMETRES BELOW THE SURFACE OF THE EARTH. MOVEMENT BY RIGID PLATES OF THE EARTH'S CRUST SUBJECTED THE ROCK TO MASSIVE COMPRESSION AND STRAIN, AND IT WAS DEFORMED INTO FOLDS. OVER MILLIONS OF YEARS, THE ROCKS ROSE TO THEIR PRESENT POSITION, EXPOSING THE FOLDS IN THE CANYON WALL.

This panel would be a useful interpretive aid to go with the old equipment currently on display at this site. Since it is the equipment that is on display, signage here should be unobtrusive. A relatively small, low-key, possibly cast sign, would be appropriate.

For travellers heading north, there are several interesting features to come. This would be an appropriate place to interpret, and suggest they watch out for, layers of volcanic ash in cutbanks, and for wind eroded hoodoos.

Robert Campbell Highway

Current Theme: Road history

km. 0.1 Campbell Highway, at Watson Lake VRC

THIS HIGHWAY, WHICH WAS COMPLETED IN 1968, CLOSELY FOLLOWS SECTIONS OF THE FUR-TRADE ROUTE ESTABLISHED BY ROBERT CAMPBELL. CAMPBELL WAS A HUDSON'S BAY CO. TRADER WHO WAS SENT INTO THIS REGION IN THE 1840'S TO TRY AND FIND A ROUTE WEST INTO THE UNEXPLORED AREAS OF CENTRAL YUKON. TRAVELLING FROM THE SOUTHEAST, HE FOLLOWED THE LIARD AND FRANCES RIVERS, BUILDING A CHAIN OF POSTS ALONG THE WAY. HIS MAJOR DISCOVERY CAME IN 1843 WHEN HE REACHED THE YUKON RIVER, WHICH WAS TO BECOME THE MAJOR TRANSPORTATION ROUTE WITHIN THE YUKON.

Nahanni Range Road

Current Theme: Mining History

km. 107.8 Campbell Highway

1. NAHANNI RANGE ROAD

IN 1959 THE CANADA TUNGSTEN MINING CORPORATION WAS FORMED TO DEVELOP THE RICH DEPOSIT OF SCHEELITE WHICH HAD BEEN DISCOVERED 125 MILES NORTH OF HERE, PAST THE NORTHWEST TERRITORIES BORDER. THIS IMMENSE DEPOSIT OF TUNGSTEN-BEARING ORE IS THE LARGEST IN THE FREE WORLD. LOCATED AT THE HEADWATERS OF THE FLAT RIVER, THE AREA WAS REMOTE AND DIFFICULT TO REACH, WITH A PRIMITIVE LANDING STRIP PROVIDING THE ONLY MEANS OF ACCESS. IN 1961 AN AERIAL RECONNAISSANCE WAS CARRIED OUT, AND LATER THAT YEAR, WITHOUT ANY FURTHER SURVEY WORK, CONSTRUCTION STARTED ON THE CANTUNG ROAD, AS IT WAS COMMONLY CALLED. FUNDING FOR THE PROJECT WAS PROVIDED BY THE COMPANY AND THE GOVERNMENT, AND CONSTRUCTION WAS COMPLETED IN 1963.

Campbell's routes were themselves established by the Kaska Dena who lived in the region, together with their Tahltan and Taku River Tlingit trading partners. Well established trails connected traditional First Nations sites at Frances Lake with those near Pelly Banks, Pelly Lakes, Lower Post and the Taku and Hyland Rivers.

The Kaska name for the Frances River is Tu' Cho' Túé, for the upper part of the Liard River–Néti Tué'.

This is the key southern regional access point and site of proposed regional exhibit. The Kaska story and history that predates Robert Campbell should be given more prominence.

This is an example of outdated signage, as the mine is closed. While the story is interesting, other themes could be added about the geography of the region and condition of the road. This is a logical place for a minor regional orientation site.

Frances Lake

Current Theme: History of Place Name

Access at km. 172 Campbell Highway

ROBERT CAMPBELL FIRST REACHED FRANCES LAKE IN 1840 AND NAMED IT AFTER LADY FRANCES SIMPSON, WIFE OF THE GOVERNOR OF THE HUDSON'S BAY COMPANY. IN 1842 HE ESTABLISHED A TRADING POST (FORT FRANCES) AT THE SOUTHERN END OF THE LAKE. THIS WAS THE FIRST FORT BUILT BY THE COMPANY IN THE YUKON. IT WAS ABANDONED IN 1851 WHEN OTHER TRADE ROUTES WERE DEVELOPED.

Finlayson Lake

Current Theme: History of Place Name

Access at km. 231 Campbell Highway

IN 1840, ROBERT CAMPBELL WAS SENT INTO THIS REGION BY THE HUDSON'S BAY COMPANY TO LOCATE A ROUTE INTO THE CENTRAL YUKON, AND ESTABLISH FUR-TRADING POSTS. CAMPBELL DISCOVERED THIS LAKE AND NAMED IT AFTER DUNCAN FINLAYSON, A MEMBER OF THE H.B.CO'S BOARD OF DIRECTORS. THE LAKE, WHICH IS APPROXIMATELY 10 MILES LONG, IS SITUATED ON THE CONTINENTAL DIVIDE. ITS WATERS DRAIN SOUTHEAST THROUGH THE LIARD INTO THE MACKENZIE RIVER, WHILE THE RIVERS TO THE NORTH EMPTY INTO THE YUKON RIVER SYSTEM.

The Kaska name for Frances Lake is Tu' Cho' Méné. The people who originally lived here were the Ti' Cho' Tena or Ta'tcogotena, the "*Big Water People*". There are numerous traditional sites in the area, including the old village at the narrows known as Kedelini Túé. Archaeological evidence indicates this site was in use for 1500-2000 years. Another old village site is at the lake outlet, near the mouth of the Frances River. This village, Tetugi Ts'ódi, was at the beginning of a main trail that led to caribou hunting grounds. Campbell built his post across the narrows from Kedelini Túé.

As with all the posts he established, this one failed due to mismanagement, difficulty of maintaining supply lines, and fierce competition from Chilkat and Tahltan traders that at times broke into open confrontation. Try as he might, Campbell could not displace these traditional trading patterns.

The Kaska name for Finlayson Lake is Tetlânejoji. The focus of interpretive signage at these two sites should be on the Kaska Dena, as this is the heart of their traditional territory. The history of English names should be balanced and complemented by First Nations place names, with the Campbell history element becoming a sub-component of the principal First Nations theme. The Campbell story could be more, fairly told as well if it balanced his success as a traveller/explorer with his failures as a business man

Ross River

Current Theme: Community

Access at km. 371 Campbell Highway

IN 1843 EXPLORER ROBERT CAMPBELL NAMED ROSS RIVER FOR CHIEF TRADER DONALD ROSS OF THE HUDSON'S BAY COMPANY. FROM 1903, A TRADING POST LOCATED AT THE CONFLUENCE OF THE ROSS AND PELLY RIVERS SUPPLIED THE INDIANS OF THE AREA FOR NEARLY FIFTY YEARS. WITH THE BUILDING OF THE CANOL PIPELINE SERVICE ROAD IN WARTIME AND THE COMPLETION OF THE ROBERT CAMPBELL HIGHWAY IN 1968, THE COMMUNITY WAS LINKED TO THE REST OF THE TERRITORY BY ROAD. ORIGINALLY SITUATED ON THE NORTH SIDE OF THE PELLY RIVER, THE TOWN HAS BEEN IN ITS PRESENT LOCATION SINCE 1964.

Faro

Access at km. 414 Campbell Highway

Current Theme: Community History

1 TOWN OF FARO

WITH THE SELWYN MOUNTAINS AS BACKDROP, THE TOWN OF FARO CAN BE SEEN FROM HERE ON AN ESCARPMENT ABOVE THE TINTINA TRENCH, THE LONG VALLEY THROUGH WHICH THE PELLY RIVER FLOWS. THE TOWN WAS CONSTRUCTED IN 1969 BY THE CYPRUS ANVIL MINING CORPORATION TO HOUSE EMPLOYEES OF ITS MINE LOCATED 19 KM TO THE NORTH (WITHIN THE MOUNTAINS). TRUE TO ITS NAME, FROM A 19TH CENTURY GAMBLING CARD GAME, FARO HAS KNOWN THE BOOM AND BUST OF FATE. ON FRIDAY, JUNE 13, 1969 THIS BRAVE LITTLE TOWN WAS TOTALLY DESTROYED BY FOREST FIRE DURING CONSTRUCTION AND HAD TO BE REBUILT; IT HAS SURVIVED A PROLONGED MINE CLOSURE; AND IT HAS BEEN FLUSH WITH THE SUCCESS OF PROSPERITY. FARO, ONE OF THE LARGEST CENTRES IN THE YUKON, IS A FULL SERVICE COMMUNITY, AND OFFERS TOURS OF THE LARGEST OPEN-PIT LEAD-ZINC MINE IN THE WORLD.

The Kaska Dena of the Upper Pelly were one of the last peoples of North America to be contacted directly by white traders. The community of Ross River, Tū Łidlīni "*Rivers flowing together*", was strategically located where natural passes connected travel routes from the Mackenzie River, from the Watson Lake area and from Teslin Lake. Traditionally, the Kaska Dena of this area had close family ties with the Tlingit to the southwest.

The Kaska Dena name for the Ross River is Tehkē deni'ā Tué', "*Standing Alone River*". The name for the Pelly River is Tū Désdés Tué', "*Clear Water River*". When this sign is replaced, text should be revised to include the First Nations component.

There is a fair bit of overlap and repetition between number 1 and 2, including reference to its being named for a card game and the town's early destruction by fire. There are also foreseeable problems with keeping these signs current, as they make reference to recent and on-going events in the town's development. It also uses a superlative in reference to the size of its open pit, a circumstance that can change at any time—if it has not already done so. The location of sign 1 affords a good opportunity to highlight for visitors what is visible, perhaps employing a graphic device as an aid. Graphics could also be employed in sign 2 to show the relative size of the mine.

Access at km. 415 Campbell Highway/Faro Access Road

Current Theme: Geology

2 FARO

THE LEAD-ZINC ORE BODIES DISCOVERED HERE IN 1965 HAVE PROVIDED THE TERRITORY'S LARGEST SOURCE OF MINING INCOME, EVEN EXCEEDING KLONDIKE GOLD EARNINGS. THEIR DISCOVERY FOLLOWED YEARS OF INTENSIVE EXPLORATION AND LED TO THE ESTABLISHMENT OF THE CYPRUS ANVIL MINE, ROAD IMPROVEMENTS, AND CONSTRUCTION OF THE PELLY RIVER BRIDGE. FARO, WHICH WAS NAMED AFTER A TYPE OF CARD GAME, WAS BUILT IN 1969 TO SERVICE THE MINE AND DEVELOPED INTO THE YUKON'S SECOND LARGEST COMMUNITY. THE TOWN HAD TO BE REBUILT AFTER BEING DESTROYED BY FOREST FIRES DURING CONSTRUCTION.

Columbian Disaster

Current Theme: Transportation History

km. 573 Campbell Highway

FOR OVER 50 YEARS, STERNWHEEL RIVERBOATS PROVIDED THE MAIN MEANS OF TRANSPORTATION WITHIN THE YUKON, AND EAGLE ROCK WAS A WELL-KNOWN LANDMARK TO THE RIVER PILOTS. IN SEPTEMBER 1906, IT WAS THE SITE OF AN EXPLOSION THAT DESTROYED THE S.S. COLUMBIAN AND KILLED 6 OF HER CREW. THE STEAMER HAD BEEN CARRYING SEVERAL TONS OF BLASTING POWDER DOWNSTREAM WHEN ONE OF THE CREW MEMBERS ACCIDENTALLY FIRED A GUN INTO THE POWDER AND IGNITED IT. ALTHOUGH MANY OF THE RIVERBOATS WERE INVOLVED IN LESS SERIOUS ACCIDENTS, THIS WAS THE MOST DEVASTATING.

This is Northern Tutchone country. The Northern Tutchone name for Little Salmon Lake is Chu Cho, for the Little Salmon River is Tánintsé Chú, for Drury Lake is Edzenághrō Mǎn, and for the Yukon River is Tàgé Cho Gé. Traditional Territories stretch from Carmacks to Quiet Lake, and the seasonal round and travel patterns of this First Nation are well documented.

Northern Tutchone have many names for features within this landscape. In one record of 74 Tutchone toponyms for this region, only half the features have official English equivalents. First Nations naming conventions are different from English naming conventions. Landscape features are rarely named after people, for instance, while people are more often named after places where they live. This subject alone would be well worth interpretation.

This would also be an appropriate site to interpret Eagle's Nest Bluff (Ts'ál Cho An) and the Northern Tutchone legend of the den of the giant frog.

3.4 Analysis of Thematic Representativeness

Theme considerations for the Campbell and South Canol highway corridors fall into the four categories shown below: cultural (First Nations), historical, natural history and regional tourism promotion.

Within each is a subset of themes that reflect the significant events and defining characteristics of the region. There are major deficiencies. In particular, no reference is made in any of the existing signage to any of the three First Nations whose traditional

territories traverse the two road corridors. Natural history themes are only lightly touched, while tourist orientation and visitor expectations are discussed at only one of three major entrances into the region.

Category	Theme	Represented by	At
CULTURAL <i>First Nations</i>	<ul style="list-style-type: none"> • Trade Routes • Kaska Dena • Tlingit • Little Salmon/Carmacks 	<i>not represented</i> <i>not represented</i> <i>not represented</i> <i>not represented</i>	— — — —
HISTORICAL	<ul style="list-style-type: none"> • European Explorers • Trade Routes • Transportation • World War Two • Mineral Resources 	Robert Campbell Highway Frances Lake 1/2 panel—Finlayson Lake 1/2 panel—Ross River Quiet Lake 1/2 panel—Ross River Columbian Disaster Canol Road Johnson's Crossing The Canol Project Faro 1 Faro 2	km. .01 Camp Hwy, W.Lake VRC km. 172 Campbell Highway km. 231 Campbell Highway km. 371 Campbell Highway km. 90 Canol Road km. 371 Campbell Highway km. 573 Campbell Highway Johnson's Crossing Johnson's Crossing Watson Lake VRC km. 427 Campbell Highway km. 427 Campbell Highway
NATURAL HISTORY	<ul style="list-style-type: none"> • Flora • Fauna • Geomorphology • Ecoregion 	<i>not represented</i> Finlayson Lake Caribou panels Lapie River Canyon 1/2 panel—Finlayson Lake <i>not represented</i>	— km. 231 Campbell Highway km. 217 Canol Road km. 231 Campbell Highway —
REGIONAL TOURISM PROMOTION	<ul style="list-style-type: none"> • Orientation & Expectations 	Watson Lake VRC* Campbell Hwy orientation signs <i>* Provided by VRC staff</i>	Watson Lake Carmacks

Cultural Theme Representation

From the current signage the visitor might conclude the landscape was un-populated before the arrival of Robert Campbell. All place names referred to generally reflect the names given by Robert Campbell in honour of his colleagues and patrons in the Hudson Bay Company. The historic references usually describe the international context for the event such as the construction of the Canol pipeline but overlook or ignore the local consequences that resulted.

To adequately balance interpretive text in the region from a cultural perspective, any changes to existing sign texts and new signage should respond to the following questions:

- ***Who are the First Nations that live here? How many are there? Where are they located and where did they come from?***
- ***How did they live and interact with one another and what changes occurred when they met the first European explorers? How do they live today?***

A variety of approaches are suggested to adjust the imbalance in First Nation's cultural representation. Three possibilities are:

- the introduction of additional text panels that parallel the existing historical panels. In this way, First Nations place names and traditional land use patterns can be integrated with "new" names and land use patterns. First Nations spellings and, ideally, translations, would reinforce the message to travellers that First Nations did and do still exist in this landscape;
- development of additional signage/themes that discuss pre-contact history, lifestyles, traditional territories, language and culture;
- grouping major sites. In this way, a story can be told by way of different themes in close juxta-

position. For instance, the existing SS. Columbian site could discuss the nearby presence of Little Salmon Village and the importance of the Tatchun-Frenchman valley.

Historical Theme Representation

That Robert Campbell travelled through the region naming features, is abundantly clear. How he went about his business is not. Something is needed to bring that era more fully to life—a page from his

diary, a day-in-the-life, photographic or illustrative images, reminiscences etc. This could be done either with additional signage, or by substituting one or more of the existing panels for new and differently focused ones.

The Canol Project is thoroughly covered, especially at the Watson Lake visitor reception centre (VRC). However, it seems that a natural interpretive site—the old equipment displayed on a landscaped strip in



A balanced message on interpretive panels would address the issues of First Nations lifestyles and the impact of contact with European explorers and traders

front of the Quiet Lake grader station—ought to include some text. Specifically, the proposed text panel “Canol Road Construction” would be a good way to interpret the old equipment. This need not be a large routed sign. Its attractive—and attractively maintained—setting might better be served with a low profile sign, perhaps even a plaque or casting.

It is also worth noting that there is currently no Canol-related signage beyond the southern terminus of the road or at the Watson Lake VRC. Specifically, signage at or near the Ross River junction would seem appropriate both for those entering the South Canol from the north and for those who may want to explore the North Canol.

Natural History Theme Representation

Given that the region is remote with high wilderness viewing potential, this theme seems under-represented. Curiosity about the obvious geomorphology to be seen in the area—the Tintina Trench, White River Ash, Lapie River hoodoos, to name a few—should be satisfied to some extent. The Tintina Trench is also an important seasonal bird migration corridor. Fisheries information could be the focus at one of the major lakes (i.e. Big Salmon Lake). The Finlayson Lake wildlife viewing site provides a good example of how various themes can be integrated into an informative display.

A map showing ecoregion boundaries and their relation to geopolitical boundaries and traditional territories, might be included in any regional orientation signage or at a site where the regional transition is quite obvious..

The mineral resources theme might be enhanced with reference to current exploration activities, especially at Cominco’s new mine access road near Finlayson Lake, or at the Nahanni Range (old Cantung) Road junction with the Campbell Highway.

Regional Tourism Representation

There is no sense of arrival or entrance at the key intersections leading into the region. With the exception of the Carmacks panels, which themselves are nowhere near the intersection itself, there is nothing to induce or encourage travellers to consider taking either the Campbell or South Canol as an alternative travel route.

There are also no text prompts to take diversionary side trips at appropriate locations. It is generally assumed travellers will naturally have to visit either Faro or Ross River to get gas. Faro has recognized this issue and developed the entry road rest area to encourage travellers to stop. At Ross River, the existing sign is located at the town boundary next to the airport. The sign is also “upstaged” by the more interesting community identification sign which is framed by a truck body from the Canol Road construction era.

There are a number of mining exploration side roads along the South Canol Road such as the Sydney Creek/Quiet Lake trail which could be used for hiking, mountain biking or horseback riding. There are also a number of opportunities along both roads to create diversionary side-trips which would encourage visitors to spend more time in the region. For example, an old mining road follows the north bank of Hoole Canyon on the Campbell Highway providing a ready-made trail. A number of opportunities for short trails also exist in the Rose Lake area of the South Canol which would enhance a travellers’ experience and induce others to come and visit the region.

Development and interpretation is within the mandate of the Department of Renewable Resources working in conjunction with the appropriate First Nation.

There is some possibility of developing “talking signs” at key intersections in conjunction with

Highways which could serve several purposes including providing road condition advice and regional orientation, or other interpretive messages that might encourage the traveller to consider these alternative routes. This approach might help reduce the amount of negative warning signage that currently exists.

3.5 Implications for Interpretive Plan Development

The research confirms:

- the need for more thematic balance especially in the area of First Nations history and culture;
- the need to use positive orientation signage particularly at the main highway junctions, to give the traveller some incentive to “get off the beaten path”;
- the need to make well-placed regional orientation signage a sign plan priority;
- there are opportunities to eliminate, relocate and update the existing signs and install additional sites along both highway corridors;
- all the affected communities support program improvements to encourage regional visitation;
- a phased implementation approach would be appropriate given existing and projected visitor traffic volumes, and current sign conditions;
- the 1994 VES indicates visitors to this region, although not numerous, are generally independent travellers who can stay longer and would spend more time if they were encouraged to do so
- although most of the existing signage is in relatively good shape given their physical age, they are reaching the end of their useful life. The messages also need to be reviewed and updated; and
- there are opportunities for inter-agency and community participation to expand program effectiveness and control capital development and maintenance costs.

4.0 Campbell and South Canol Corridor Interpretation Plan

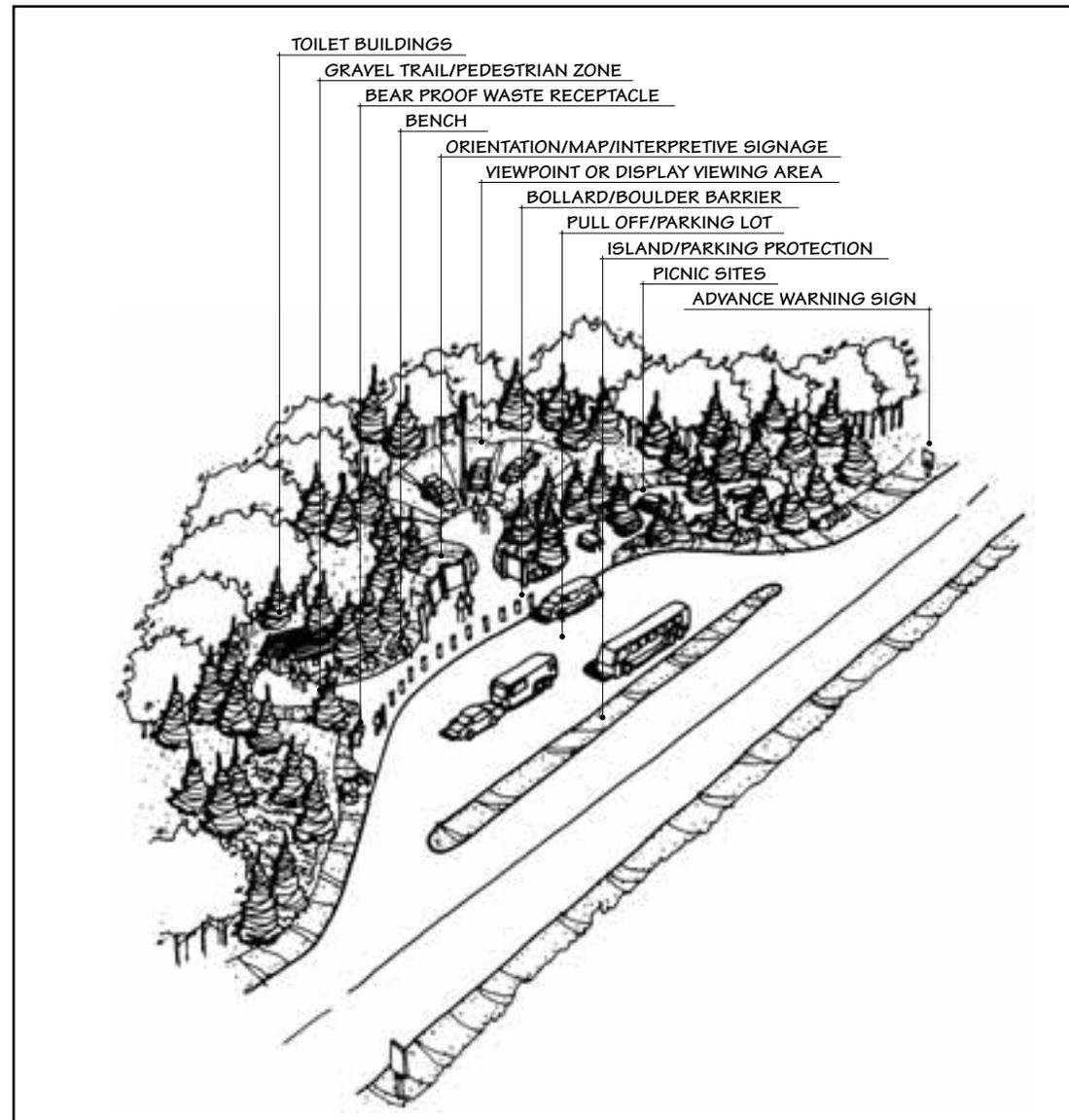
4.1 Approach

The concept builds on what currently exists responding to specific problems and thematic weaknesses. It begins by acknowledging specific regional concerns including inadequate First Nations representation and the need to give travellers some incentive to visit the region and choose these alternate routes.

The old style, wood routed and stained signs erected in the early eighties have lasted longer than anticipated. In some cases the older signs such as the one at Frances Lake is in better shape than the newer signs at the Nahanni Range Road junction and Faro. All will need to be replaced in the next few years. The real issue is that the approach is dated and interpretive messages unbalanced.

The Concept Plan proposes a basic site hierarchy (Overall Corridor Plan, next page) which follows the general guidelines set out in the Yukon wide *Interpretive Sign Strategy*. Priority is given to regional site development at all the key intersections. The logic for this reflects the fundamental need to make these alternative routes more visibly appealing to the traveller. By concentrating new investment at these points, a number of problems are attended to. First, the intersection location and roads themselves become more prominent and therefore more noticeable. Second, the regional orientation need is met. Third, the First Nation traditional territory link can be introduced and acknowledged adding the proper context to other historical events such as Robert Campbell's exploration activities.

The three main regional orientation sites are at Watson Lake, Johnson's Crossing and Carmacks.



Typical Regional Site

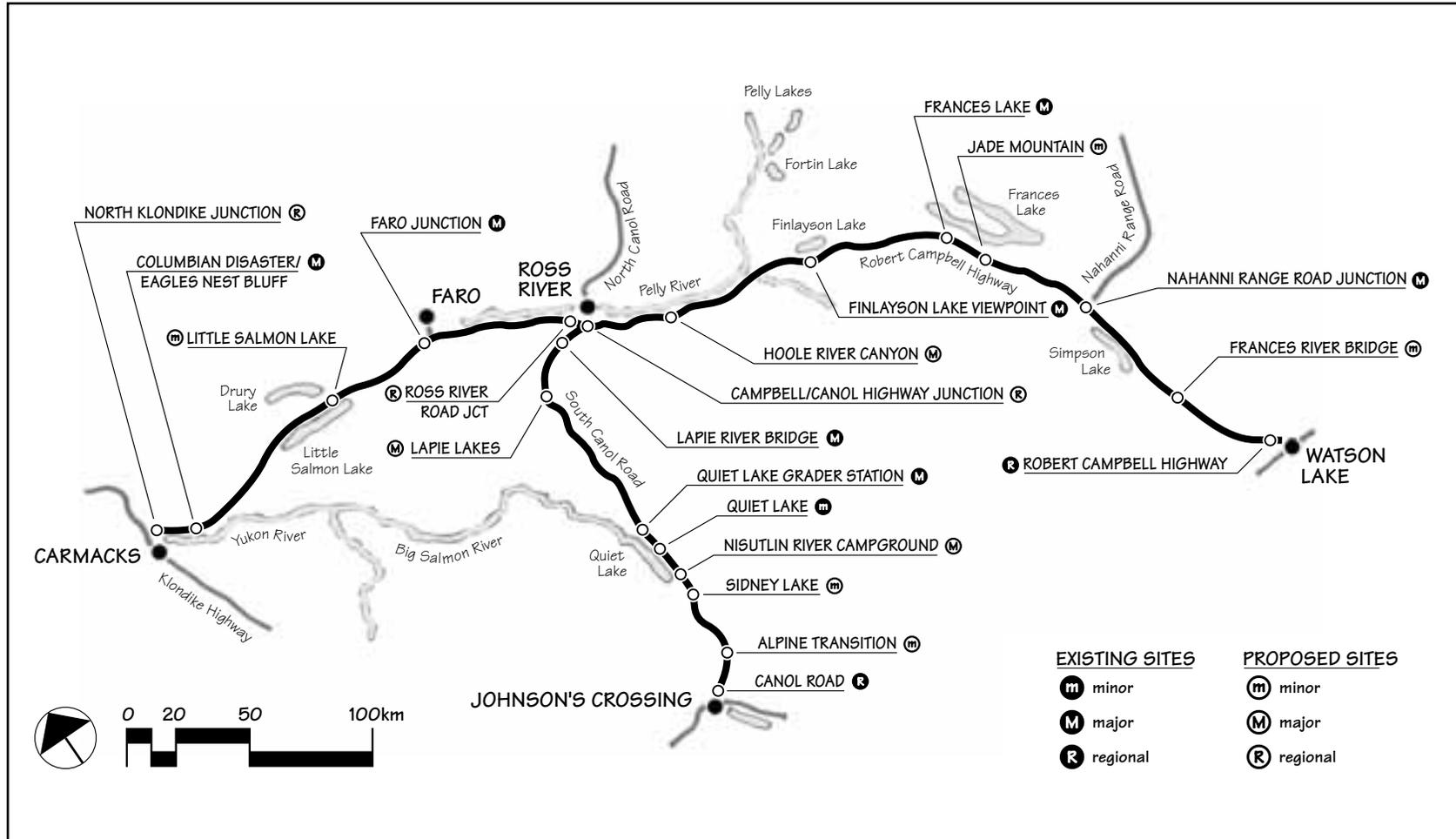
Three, smaller regional sites are also proposed. The first involves updating and expanding the existing Nahanni Range Road intersection site.

It is also suggested that both Campbell Highway intersections at the South Canol Road and Ross River (North Canol) be upgraded and given a regional focus.

Remaining sites are classified as either major or minor. Major sites are generally spaced from 50 to 100 kilometres apart. The spacing distance takes into account anticipated travel speed which varies with road conditions. Visitors are encouraged to leave their vehicles. They are expected to spend more time at major sites and thus the interpretive

exhibits will tend to be more elaborate. These sites would all have bear proof garbage cans and out-houses.

Minor sites will have a single vertical sign with minimal support infrastructure, usually, only a bear proof garbage can. The pull-outs are smaller with the signage generally viewable from the vehicle.

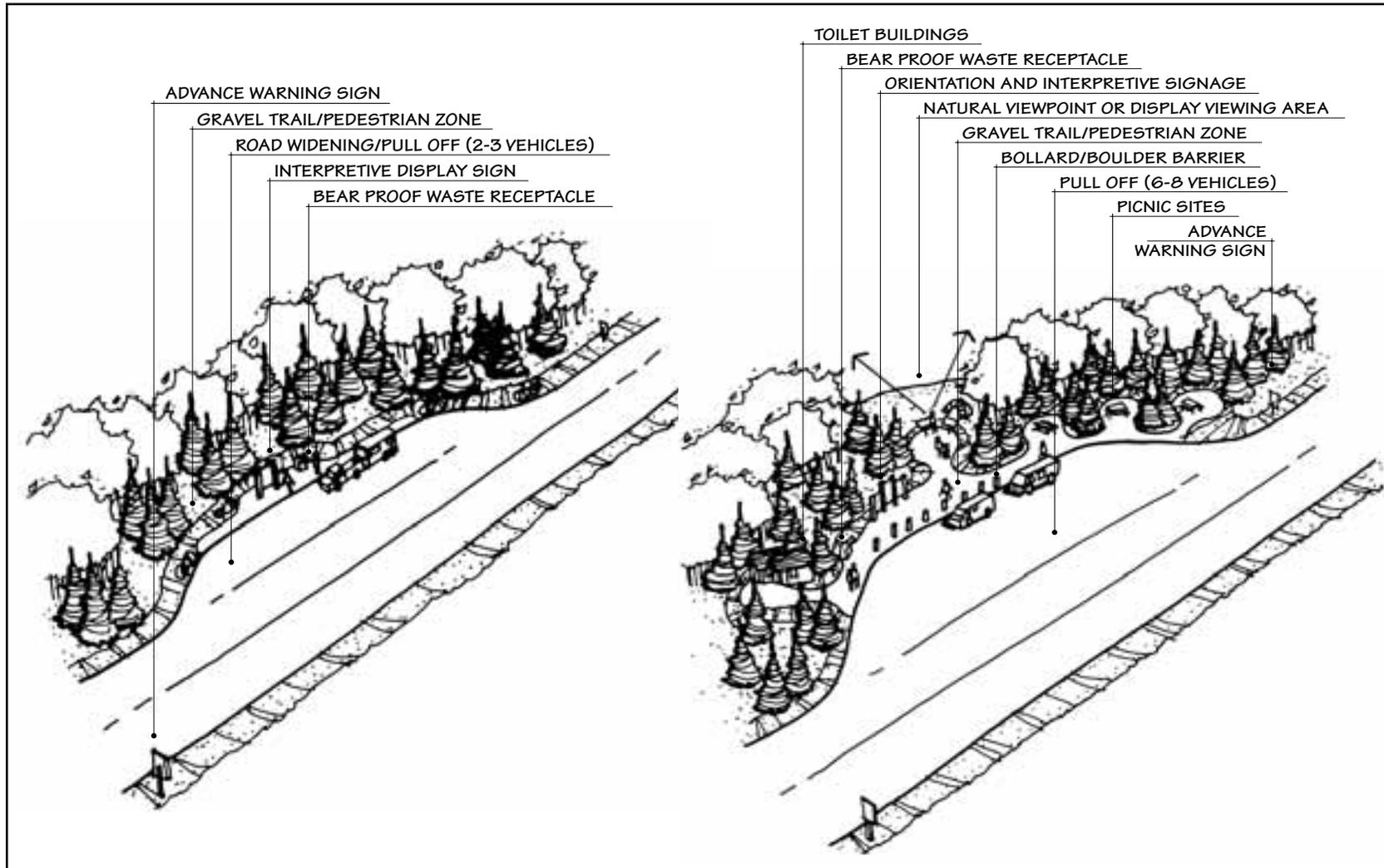


Map of overall Corridor Plan

The Plan also looks at site consolidation, combining highway rest areas with logical interpretive sites whenever possible. Given present tourist numbers, it is difficult to justify both the capital and O&M dollars for new site development

unless sites can serve multiple purposes or achieve economies of scale. A good example of this is the Finlayson Lake site developed by Renewable Resources. Highways has agreed to close their nearby rest area, expand the parking area at this site

and add outhouses and garbage bins. It makes sense for Heritage Branch to either relocate their existing interpretive sign by the lake to this site or to remove it completely when it is time to be replaced.



Typical Minor Site

Typical Major Site

4.2 Thematic Representation Rationale

Themes and Historic Context

The South Canol Road was clearly a security response to a single historic event, the perceived threat to Alaska from Japan. The route chosen was the same as that used by First Nations for centuries in trade that centered on present day Ross River. The Robert Campbell Highway, on the other hand, is a contemporary extension of the route's historic role: access to the Yukon interior for commercial reasons. The South Canol Road exists today primarily as a historic road and as a recreational access to the wilderness. The Robert Campbell Highway is still very much a road to resources, as well as a vital transportation link between Carmacks, Faro, Ross River and Watson Lake.

Traditional Territories

The South Canol Road corridor is primarily Tlingit country, while the Robert Campbell Highway area from Watson Lake to Faro falls within Kaska Dena territory, and from Faro east to Carmacks within Northern Tutchone traditional territory. Travel patterns of the Kaska Dena and Northern Tutchone also brought them within the South Canol Road corridor. The 3 traditional territories parallel the 3 main access points into the corridors, at Johnson's Crossing, Watson Lake and Carmacks.

Ecoregions

The South Canol Road falls primarily within the Pelly Mountains ecoregion. According to Yukon Wild, 40% is alpine tundra and 52% coniferous forest. Since so much of the ecoregion is above tree-line, weather systems sweeping in from the Pacific are often intercepted, making it a distinct interior "wet-belt" area.

The Robert Campbell Highway is typified by the

broad geographic features of the Liard Basin, and the North and Central Yukon Plateau ecoregions. The corridor also crosses The Pelly Mountains ecoregion near Faro. Moving from Watson Lake north and west, the Robert Campbell Highway corridor passes through the heavily forested Liard Basin, consisting of 91% coniferous forest, 5% mixed forest and only 4% alpine tundra. The forest decreases to 77% as we move into the Northern Plateau and decreases again to 67% in the Central Plateau. The area of alpine tundra within the latter two ecoregions increase to 22% and 32% respectively. Rolling hills, plateaus, small groups of mountains, and large rivers are typical in all three ecoregions.

Distinctive Features

The South Canol Road, while improved from its earliest state, is still very much a frontier road, with its gravel surface, winding nature, and close adherence to the landscape. The landscape is notably alpine, and the landscape features seem "intimate" due to their close proximity to the road. The road closely follows the contours of the land and is often located along ridges and similar scenic vantage points. Lakes and rivers, with the exception of Quiet Lake, are relatively small. In terms of scenery and landscape features, the road can be broken into two distinct sections: Johnson's Crossing to Quiet Lake and Quiet Lake to Ross River.



The Pelly Mountains ecoregion is a distinct interior "wet-belt" area.

The Robert Campbell Highway is more of a mixed road, retaining some of the same frontier characteristics as the South Canol Road, but improved to a higher degree. The landscape consists of broad views and many sizeable rivers and lakes. As well, there is a greater sense of forest and of expansive wilderness. The Tintina Trench is a major, highly visible geological formation. This road can be broken into three distinct sections: Carmacks to Faro, Faro to Ross River and Ross River to Watson Lake.



View of distant mountains from the Tintina Trench

4.3 Media & Audience

The focus of this Interpretive Plan is on signage rather than other media because signs are usually the simplest and most cost effective approach, requiring the least amount of maintenance. A number of other media approaches can be used in conjunction with an on-site signage program to present the corridor themes.

The South Canol/Campbell visitor profile suggests that these people are independent travellers that attach a high importance to “being there”. The wilderness character of these roads is what attracts them to get off the main highways. They want to take the “road less travelled” and experience these roads directly. This is the determining factor in media selection.

Although signage cannot convey a great deal of detail, they complement the direct on-site experience and provide an insight into the principal theme being interpreted.

Radio Frequency Messages

The use of “talking signs” has been introduced into the Yukon in the last few years as part of the visitor radio program. While their overall utility is still unverified, the technology has been used successfully elsewhere. These signs can be used to add a personal message and convey moods, drama and music that are not possible with the written word. The medium is flexible, adding more depth than is possible with a fixed sign while the message itself can be easily changed. Since Yukon First Nations have an oral tradition, this media provides another opportunity to present their culture themes.

The principal drawbacks with these systems relate to the set-up and maintenance costs, the range of the message and getting the visitor to tune in. The visitor can remain in the vehicle and need not stop, devaluing the overall experience.

In the case of the South Canol Road and Campbell Highway, these signs could play a role at the regional orientation sites at the main highway intersections. Both roads contain a number of negative message signs for the traveller warning of no gas, difficult road conditions, etc. The messages are not intended to be negative but are perceived that way. There is an opportunity here to work with Highways to combine road condition messages with interpretive information at the regional sites at Watson Lake, Johnson’s Crossing, Carmacks, Faro and Ross River.

Since their effectiveness is not yet known, it is recommended that this approach not be implemented until the effectiveness of other test sites (i.e. Jakes Corners) has been confirmed.

Print Media & Tapes

The opportunity to develop highway corridor guidebooks or pamphlets was also considered especially for the South Canol Road as its history is well documented. The logic behind this approach relates to the intrusiveness of signage into a wilderness landscape.

Cassette tapes are a blend of the “talking sign” and print media. They are transportable, informative and, like guidebooks, have a souvenir quality that makes them an opportunity for private sector development. Both approaches would need to be supplemented with simple “milepost markers” to work effectively for the traveller.

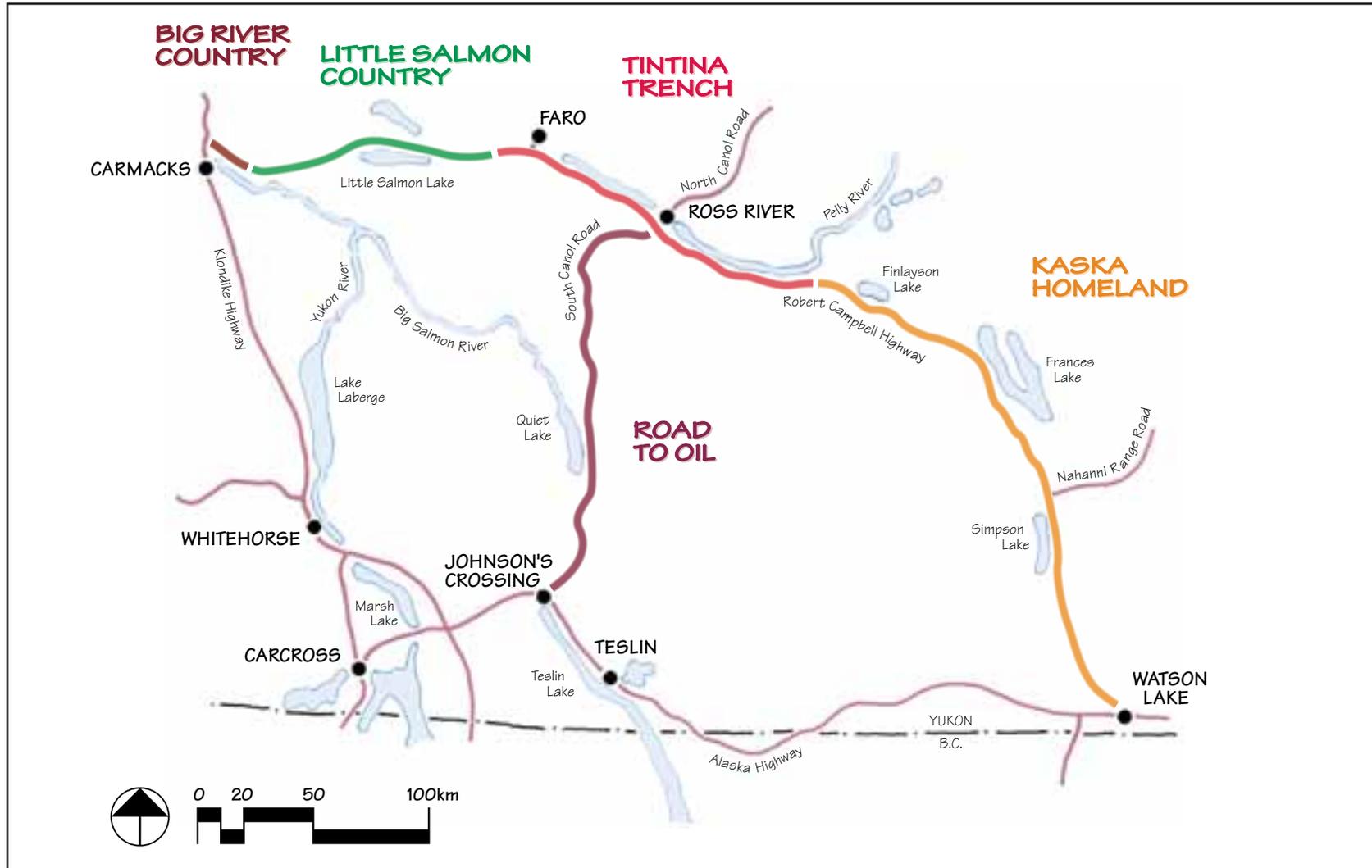
Given the current number of highway visitors, these media approaches are unlikely to be cost effective for some time. However, when the time is right, they could easily be adapted by the private sector to complement the government signage program.

4.4 Highway Interpretive Units

There are many stories to tell in the thematic framework suggested for these roads. The landscape is not uniform and different sections of both roads convey different visual images. The chal-

lenge is to find a way to organize the driving experience so the visitor's attention is focused on the dominant themes and can follow the logical landscape changes. At the same time the objective is to

maintain an image of the road corridor as a whole experience. The key is finding the right number of simple, logical connecting themes. The Campbell Highway has been divided into four



Four distinct thematic units of the Campbell Highway and South Canol Road, with some overlap of the North Klondike Highway unit "Big River Country."

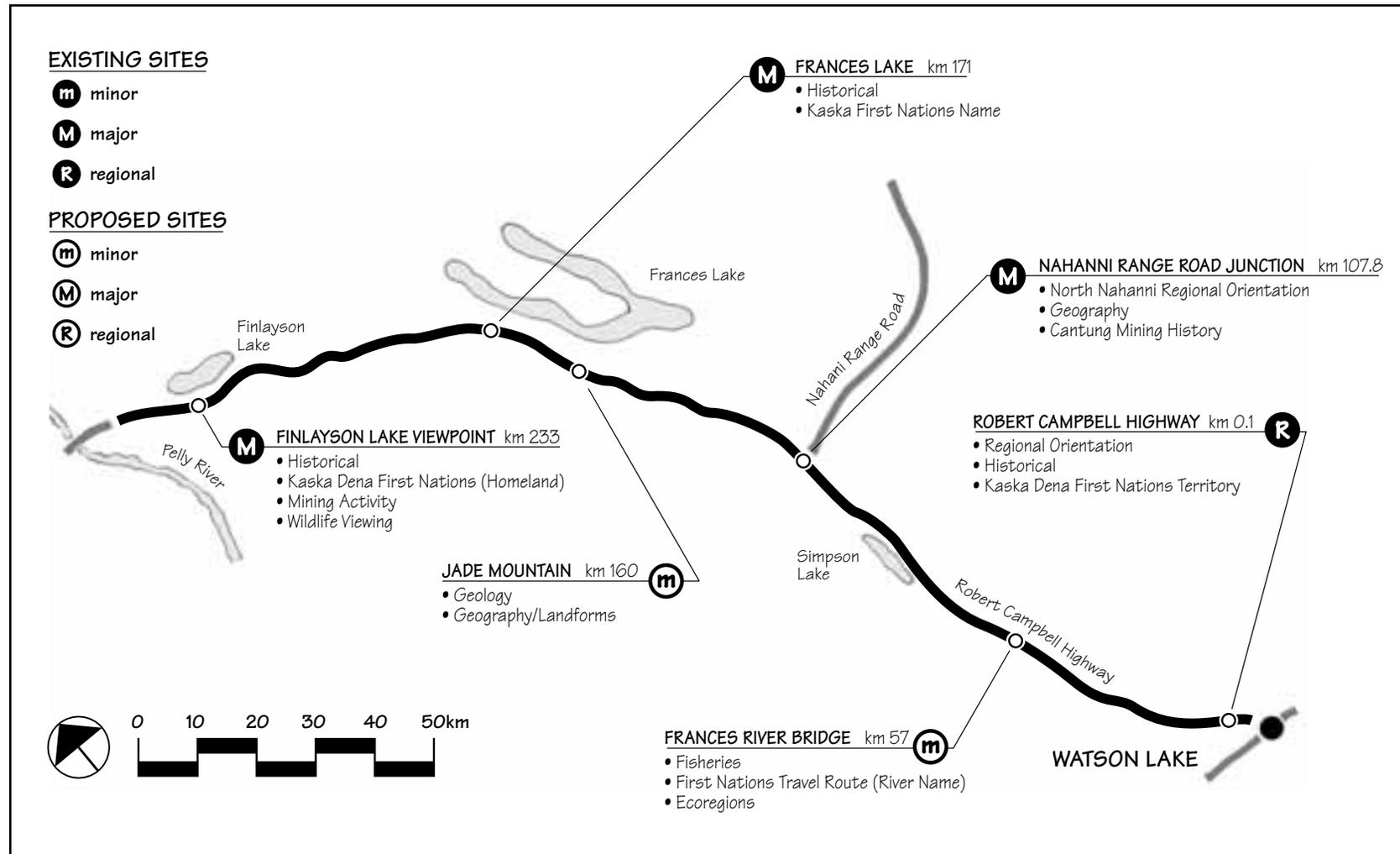
thematic units while only one is proposed for the South Canol Road. The five highway units can be described as follows:

Kaska Homeland

This sector extends from Watson Lake to just north

of Finlayson Lake at the Pelly River. The Campbell Highway traverses the Liard Basin ecoregion crossing the Continental Divide into the Yukon Plateau between Frances and Finlayson lakes. Considered the heart of Kaska Dena territory, the lakes, rivers and mountains currently reflect only the place

names given by Robert Campbell, the first white explorer to visit this area. History, First Nations trade and travel, and ecological themes mix with the modern mining exploration, forestry and recreation use themes associated with the road to resources focus of this highway.



The Kaska Homeland thematic unit

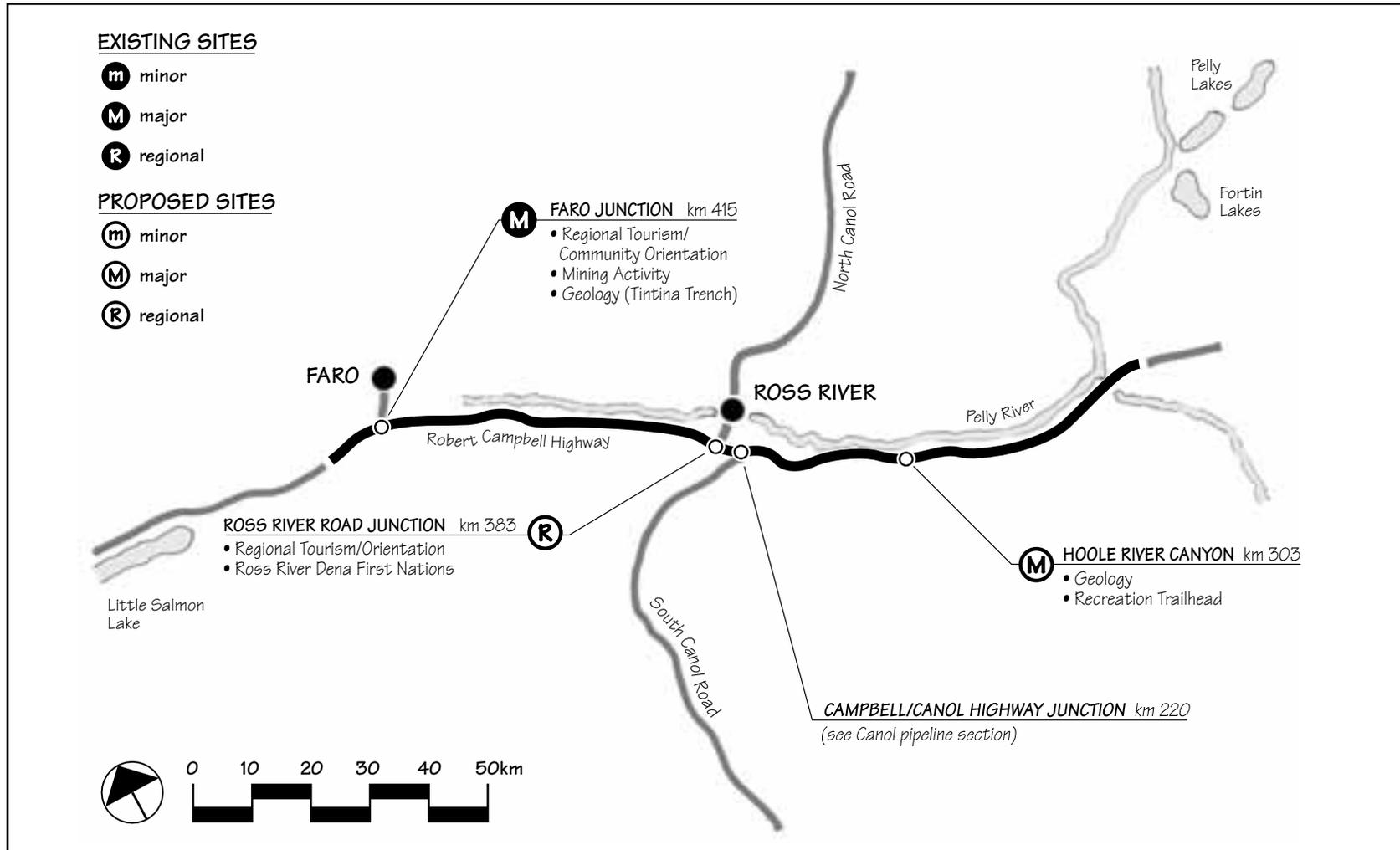
Tintina Trench

The linear character of this dominant geological landscape feature stands out. Extending from just north of Finlayson Lake to the Magundy River, this section of road follows the Pelly River valley

and parallels the Pelly Mountains to the west. The mountains create a distinct orographic barrier. The trench is also an important migratory bird flyway with the wetlands associated with the major valleys such as the Pelly (T'sek'ina Tu') major resting and

staging areas along the way.

The Tintina Trench is known for its minerals such as the Faro lead-zinc deposit. The Faro discovery provided the major impetus to open up the area and construct the highway as a road to resources.



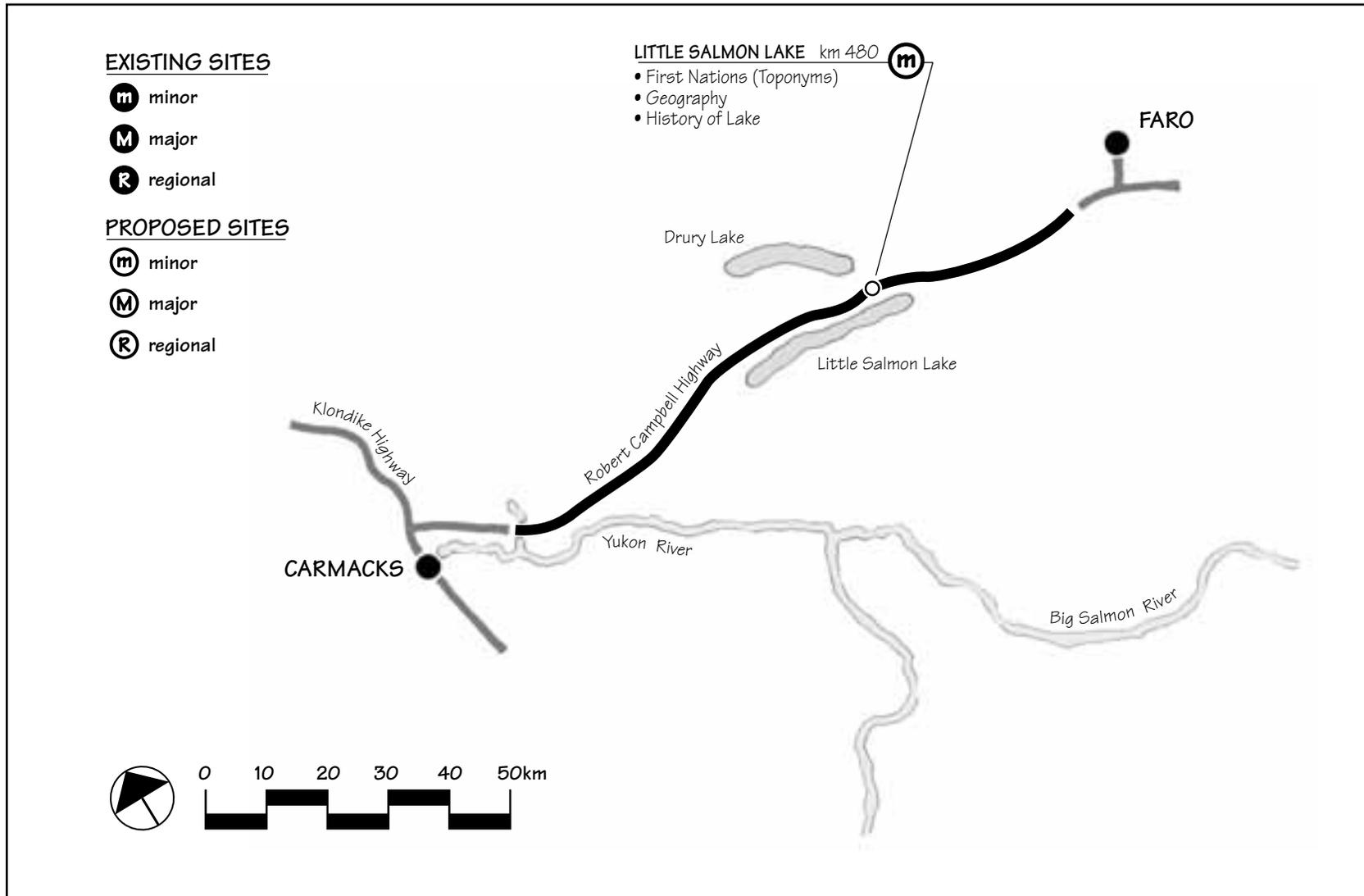
The Tintina Trench thematic unit

Little Salmon Country

Traversing part of the Tšawlnjik Dän (Little Salmon/Carmacks) First Nation homeland, the high-

way follows the north side of Little Salmon Lake cutting through the Glenlyon Range. The linear shape

of the lake reflects its glacial origins. The focus on this road section would be on First Nation traditional use, geography and fish resources.



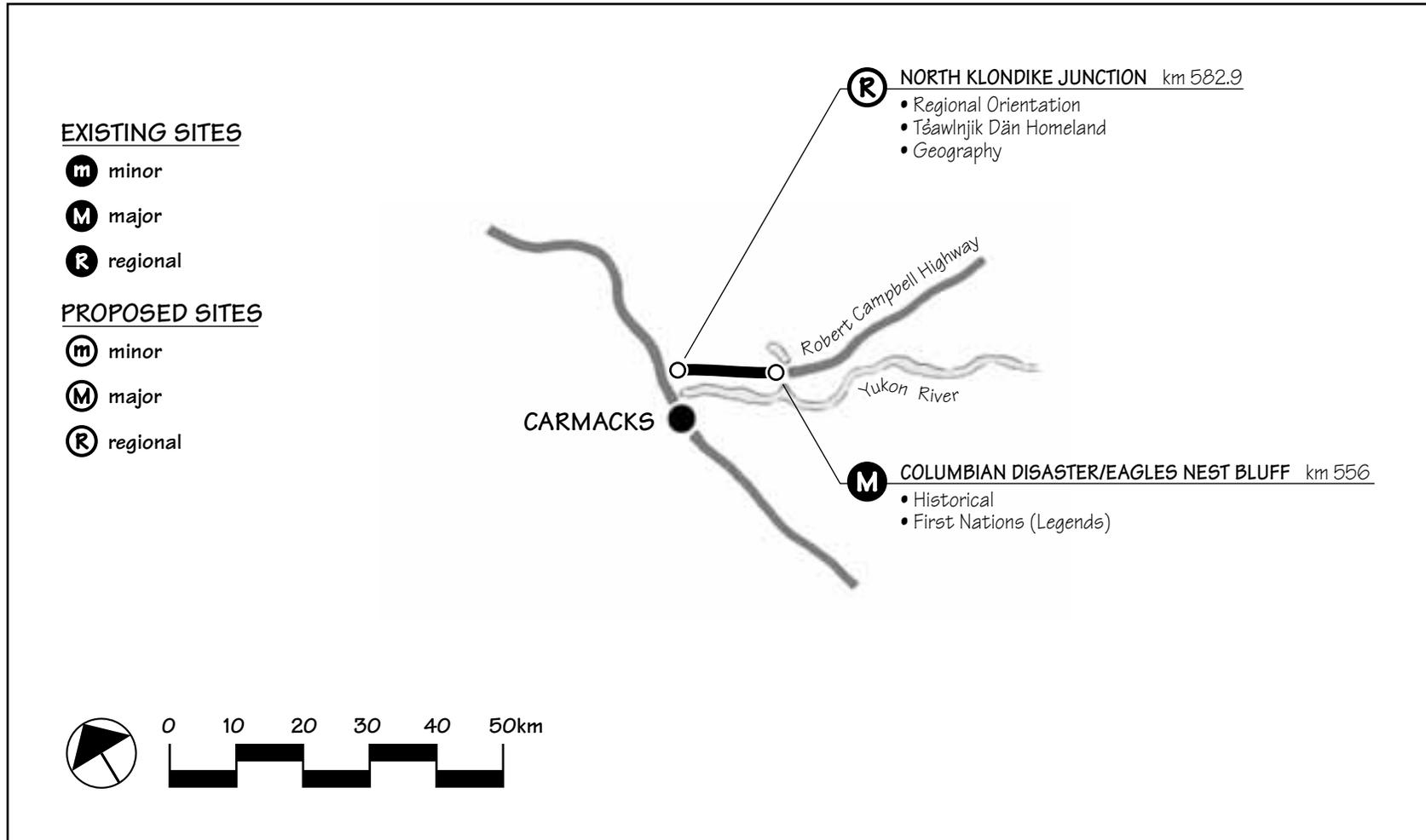
The Little Salmon Country thematic unit

Big River Country

There is an area of overlap with the North Klondike Corridor plan at this point. From Eagles Nest Bluff (km. 556) to the junction of the North Klondike

Highway (km. 582.9) the Yukon River becomes visible. For thematic continuity, the North Klondike theme has been adopted for this section of road.

History, First Nations traditional use and legends are the appropriate thematic stories to be developed with regional orientation emphasized at the intersection itself.



The Big River Country thematic unit

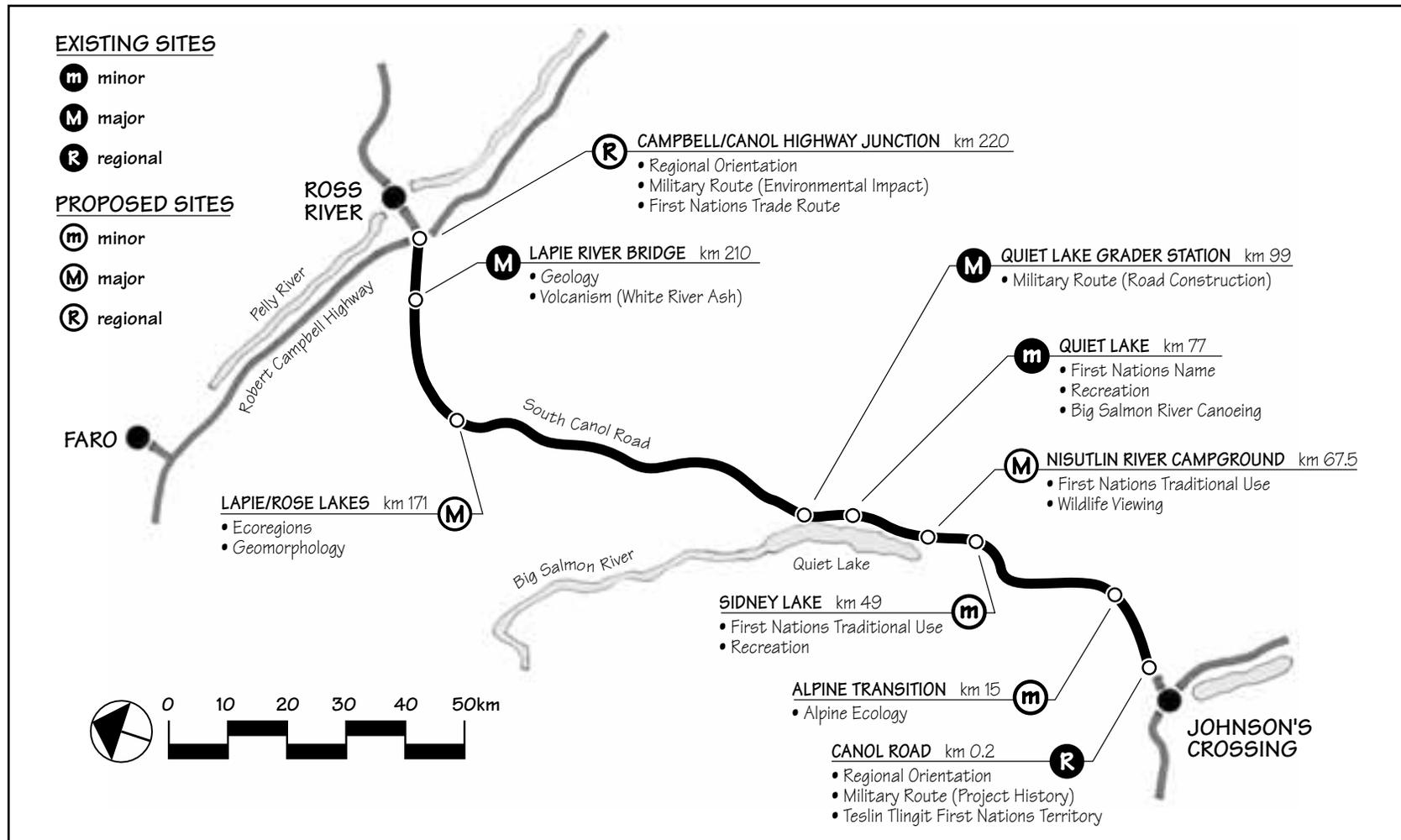
Road to Oil

The Canol Pipeline project is the dominant theme for the South Canol Road. However, geographic and ecological themes also stand out along with the trade and travel history of the Teslin Tlingit First Nation. First Nation traditional use stands out in the Sidney Lake and Nisutlin River areas though the

Big salmon and Lapie River valleys were also important trade routes.

The “accessible wilderness” and “road from the past” images of the South Canol make it a unique driving experience. Geographically, the road splits into three distinct sub-sections with a variety of ecological sto-

ries to tell, ranging from the impact of elevation change on vegetation, through river valley glaciation and the formation of the Lapie River canyon. Both the Quiet Lake/Big Salmon River Corridor and the Twin Fox Mountain/Lapie River areas have been identified as protected area candidates.



The Road to Oil thematic unit

4.5 Sign Types & Locations

The following is a summary of the sign development program and priorities for each site on both road corridors. Proposed signage themes are listed along with the sites function in the sign program hierarchy. The associated capital and maintenance costs are listed in the implementation chapter.

4.5.1 Campbell Highway

Site #1 Robert Campbell Highway
Regional orientation exhibit Upgrade

Location: km. 0.10, Watson Lake VRC parking lot.

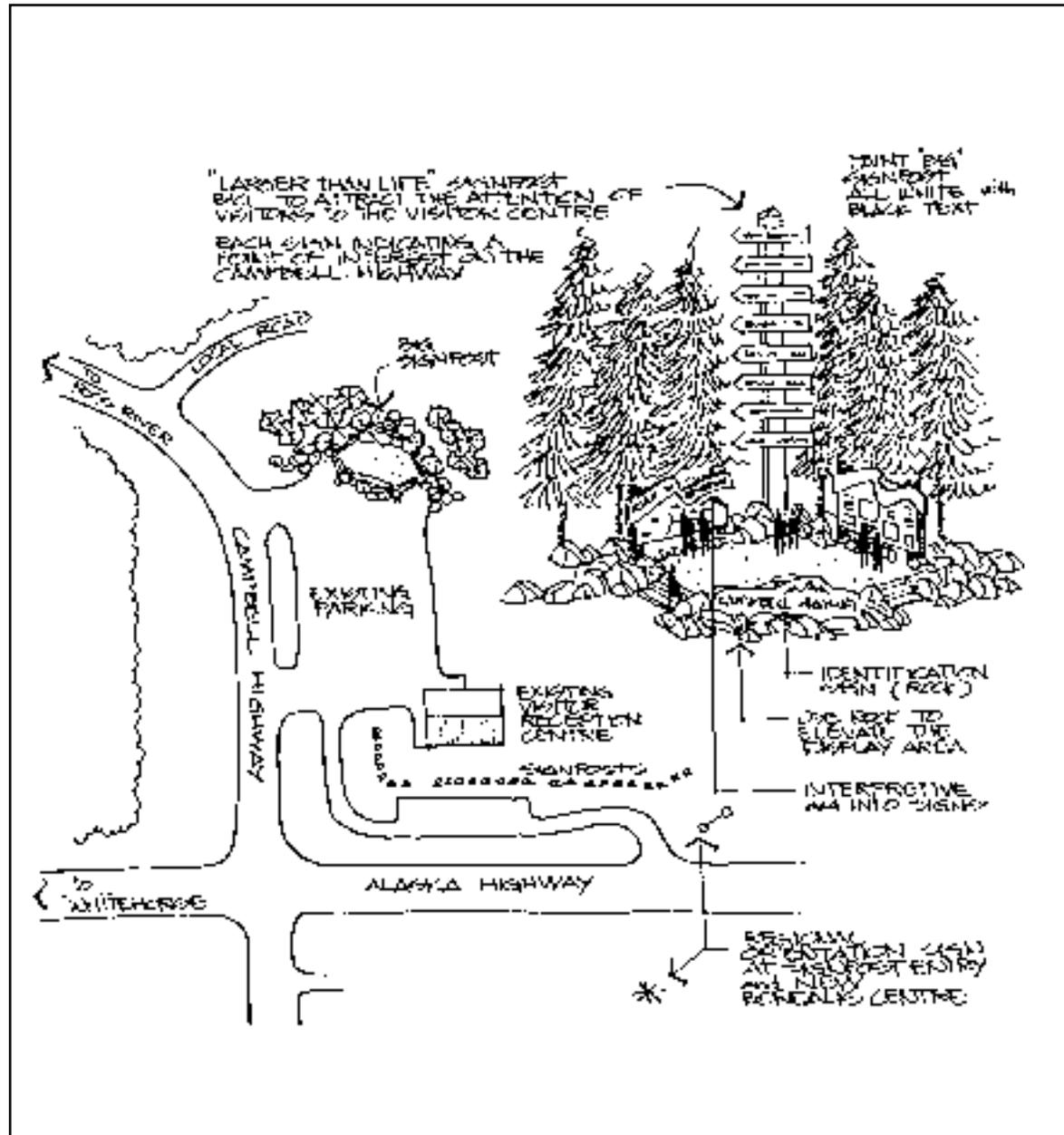
Themes: Regional orientation, highway construction, Kaska Dena traditional territory.

Site Development Issues

The existing wood routed sign stands alone near the rear of the VRC parking lot, unseen by most visitors. The sign refers only to highway construction and Robert Campbell's historical connection completely overlooking the Kaska Dena presence.

Recommendations

A major site upgrade is proposed to give the Campbell Highway more prominence as an alternative travel route. The exhibit needs to stand out and redress the present interpretive theme imbalance. The present site is suitable since most travellers stop to visit the Sign Post Forest and Tourism Yukon VRC. Most of the needed infrastructure is already in place so the focus can concentrate on exhibit development. The upgrade should be a priority #1. Additional advance warning signage is not needed.



Robert Campbell Highway regional orientation exhibit

Site #2 Frances River Bridge

Minor New

Location: km. 57, left side of the road south of bridge, by boat launch.

Themes: First Nations Travel Route, Liard Ecoregion, fisheries.

Site Development Issues

The site will require minimal physical development as it is already used as an informal campground and boat launch site. The site was identified by the Kaska Dena as an ideal location to talk about the importance of the river as a travel/trade corridor and the importance of local fish resources. It is also a good opportunity to talk about the Liard Ecoregion.

Recommendation

Add as a minor site adopting the themes described above. Highways has proposed a rest area with garbage and toilet facilities. Intersection sight lines require improvement. Resurface and delineate the parking area. Add advance warning signs. Priority #3.

Site #3 Nahanni Range Road Intersection

Major Replace Signage

Location: km. 107.8, right side of the road just before intersection.

Themes: North Nahanni regional orientation and geography, Cantung mining history.

Site Development Issues

The site is an overgrown burn site and unattractive, yet strategically located just before the intersection itself. The sign has not weathered well and warrants

immediate replacement. Garbage cans, outhouses and advance warning signage is required but the pull-out itself only requires minor upgrading. This is the only site on the Nahanni Range Road where any development can be justified at this point in time.

Recommendation

Upgrade as a major sub-regional site to place more emphasis on the North Nahanni regional geography in addition to the mining history. Because of the poor condition of the existing sign, replacement should be a priority #1.

Site #4 Jade Mountain

Minor New

Location: km. 160, left side of the road.

Themes: Geology, geography and landforms.

Site Development Issues

The site is a former gravel pit and is largely distinguished by the presence of a large boulder of jade that was quarried from the nearby mountain. The site was identified by Highways staff as an opportunity to integrate a truck rest-stop with the interpretive signage program. The jade boulder is the obvious attraction though the site also offers some potential to interpret local geology and area landforms.

Highways has proposed a rest area with garbage and toilet facilities.

Recommendation

Add as a minor site following development by Highways. Program requirements include advance warning signage and the site sign itself. Priority #3.



View of Francis River Bridge from the boat launch.

Site #5 Frances Lake

Major Replace Signage

Location: km. 171, approximately 2 km. off the highway by the boat launch at the lake.

Themes: Robert Campbell/fur trade history, Kaska First Nation name.

Site Development Issues

The site is off the highway itself, down at the lake, tucked in by the boat launch. The site is not readily visible but the general location is appropriate. There is no suitable alternative site as Highways plans to relocate the existing truck rest stop to the Jade mountain site. The site has no formal definition and the only facilities are a pair of oil drum garbage cans.

The sign explains the history of the place name and the presence of the Hudson Bay company trading post while ignoring the importance of this lake to the Kaska Dena. The place name story could be balanced with the parallel Kaska Dena name story to add balance. Frances lake is part of the core traditional territory of the Kaska Dena and has a long history of year round use.

Recommendation

This is one of the sites where a diversion can be justified. The site is just off the campground access road at the existing boat launch. The site is by a pleasant beach which affords views up and down the lake. The advance warning signage needs to make it clear that the sign is by the lake so visitors turn down the road. A second sign should be placed by the campground turn-off so travellers continue down the road to the lake. Although this sign is in relatively good condition, replacement should be a priority #2 because of this sites importance to the Kaska Dena.

Site #6 Finlayson Lake

Major Relocate or Eliminate Sign

Location: km. 233, right side of highway.

Themes: Wildlife viewing, First Nation homeland, Robert Campbell/fur trade history, new mining exploration.

Site Development Issues

The sign is actually 0.5 km. off the highway, down at an outcrop overlooking the lake. The site is a former government campground, that is still used informally, next to a mining exploration camp. The sign is not readily visible. Although the outcrop site is quite attractive, a wildlife viewing site has been developed along side the highway above. Highways has relocated a rest area, upgraded the

parking lot and added toilets and garbage cans. The viewing deck already contains a number of interpretive plaques which cover most of the themes suggested above. The current sign simply describes the origin of the lakes name given to it by Robert Campbell.

Recommendation

This is one of the sites where consolidation or elimination can be justified. The existing wildlife viewing interpretive plaques take up most of the viewing platform now. If the sign is relocated, a plaque format consistent with the other panels should be considered. The sign content need not change if the Kaska Dena component is added.

Consider elimination or relocate. Priority #3.



Finlayson Lake wildlife viewing deck.

Site #7 Hoole River Canyon

Major New

Location: km. 303, right side of the road, immediately after the bridge.

Themes: Geology, geography and recreational trail-head.

Site Development Issues

The site is at the confluence of the Hoole and Pelly rivers just below the canyon itself. An exploration road follows the north bank of the Hoole River and a Renewable Resources campground reserve has been identified on the south bank. The site was identified by Highways maintenance and Renewable Resources staff as a good site for inter-agency co-operation. The canyon itself is an impressive landform and accessible by the mining road which extends a considerable distance into the interior of the St. Cyr mountains.

Site visibility and accessibility from the highway is good and the site is also a good put-in site for canoeing on the lower Pelly River.

Highways has proposed a rest area with garbage and toilet facilities.

Recommendation

Add as a major site following development by Highways. Program requirements include advance warning signage and the site sign itself. Priority #2

Site #8 Ross River Road Junction

Regional orientation New

Location: km. 383, existing rest area right side of the road after intersection.

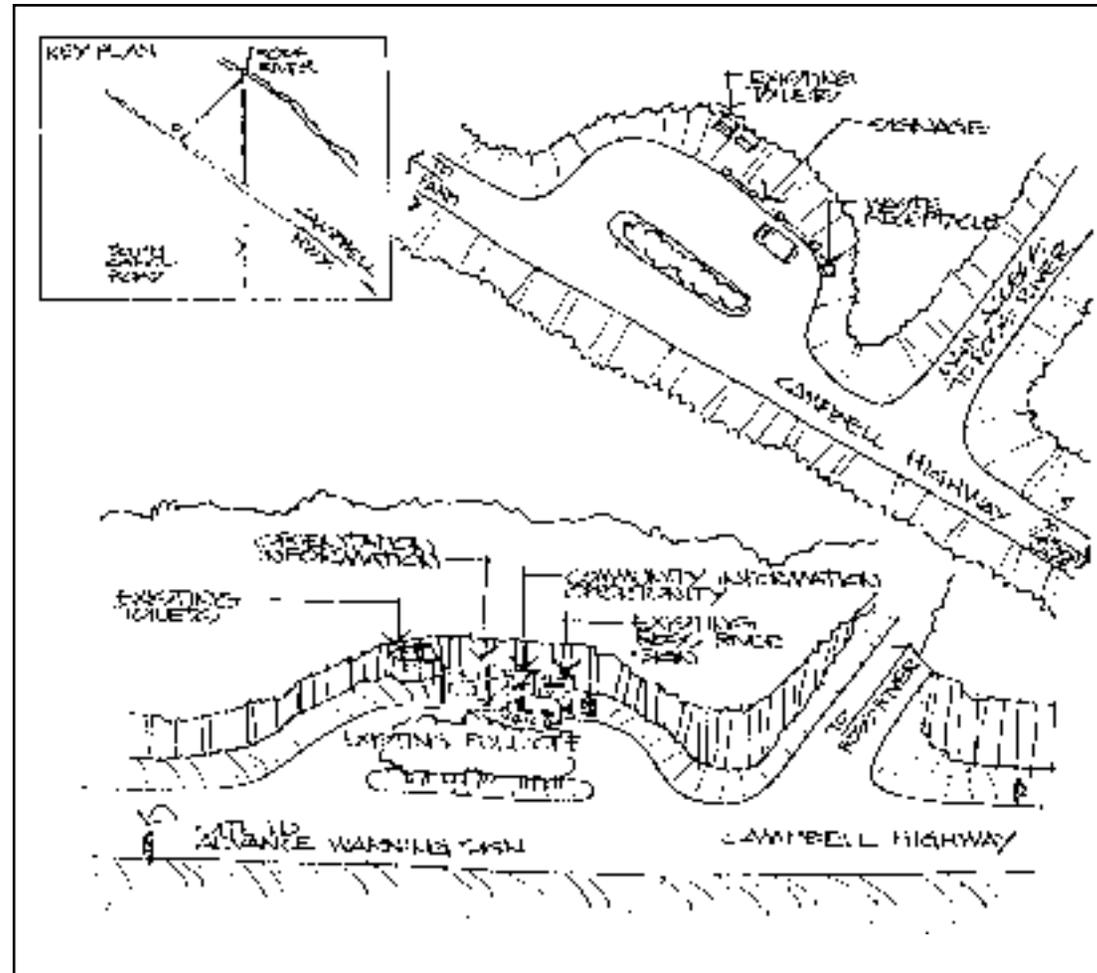
Themes: North Canol Road regional tourism and community orientation, Ross River Dena First Nation.

Site Development Issues

The site is an existing highway rest area immediately after the intersection. The site is approximately 10 km. from the community and 1.0 km. from the Lapie river campground. The new road is the main entrance to the community and the North Canol Road which remains passable on a seasonal

basis as far as the Northwest Territories border. Because the basic infrastructure is in place, site development and maintenance costs can be minimized.

The existing Ross River sign is located near the airport next to the community identification sign. It is in disrepair.



Ross River Road Junction regional orientation exhibit

Recommendation

Develop as a regional orientation site and relocate the existing Ross River sign by the airport. Include reference to the lower Lapie River canyon that is less than 1.0 km. away. Development of the regional exhibit and relocation of the existing sign should be a priority #1.

Site #9 Faro Junction

Major Upgrade

Location: km. 415, left side of the road.

Themes: Regional tourism and community orientation, mining history, Tintina Trench geology.

Site Development Issues

There are two sites here, one at km. 414 which overlooks the town itself and the second larger site at the road junction. There is a considerable amount of repetition in the signage at both sites. The community agreed to consolidate efforts at the intersection site and eliminate the signage at km. 414 provided the pull-out itself was retained. The Town of Faro has developed an attractive, landscaped rest area at the intersection and it makes sense to complement that effort by redoing and updating the present signage.

Recommendation

Upgrade the intersection site (km. 415), eliminate the signage at km. 414 but maintain the advance warning signs and pull-out for informal use. Priority #2.

Site #10 Little Salmon Lake

Minor New

Location: km. 480, existing rest area left side of the road.

Themes: First Nations names, geography, history of lake.

Site Development Issues

This is an existing truck rest area. While there are a number of places along the lake where an interpretive site could be developed none particularly stand out above the rest so it makes sense to use an existing site which fits the general spacing distance guidelines. The only site improvements needed are the advance warning signs and the interpretive sign itself.

Recommendation

add to the existing Highways site. Priority #3.

Site #11 Columbian Disaster/Eagles nest Bluff

Major Upgrade

Location: km. 556, right side of the road on a bend.

Themes: Historical event, First Nations legends and traditional use.

Site Development Issues

The main problem with this site relates to traffic and pedestrian safety. The road is relatively narrow and winding at this point and the views of the Yukon River and bluff are across the road. Highways has enlarged this rest area and added garbage cans and toilets. There is no real suitable alternative site.

Recommendation

Consolidate activities at this site and upgrade the present signage to add the First nation component. Consider additional upgrades when this section of road is rebuilt to increase pedestrian safety. Adopt the Big River Country theme for this section to reflect the presence of the Yukon River and overlap with the North Klondike plan. Priority #2.



The Robert Campbell Highway winds around Little Salmon Lake.

Site #12 North Klondike Junction

Regional orientation New

Location: km. 582.9, right side of the road at intersection.

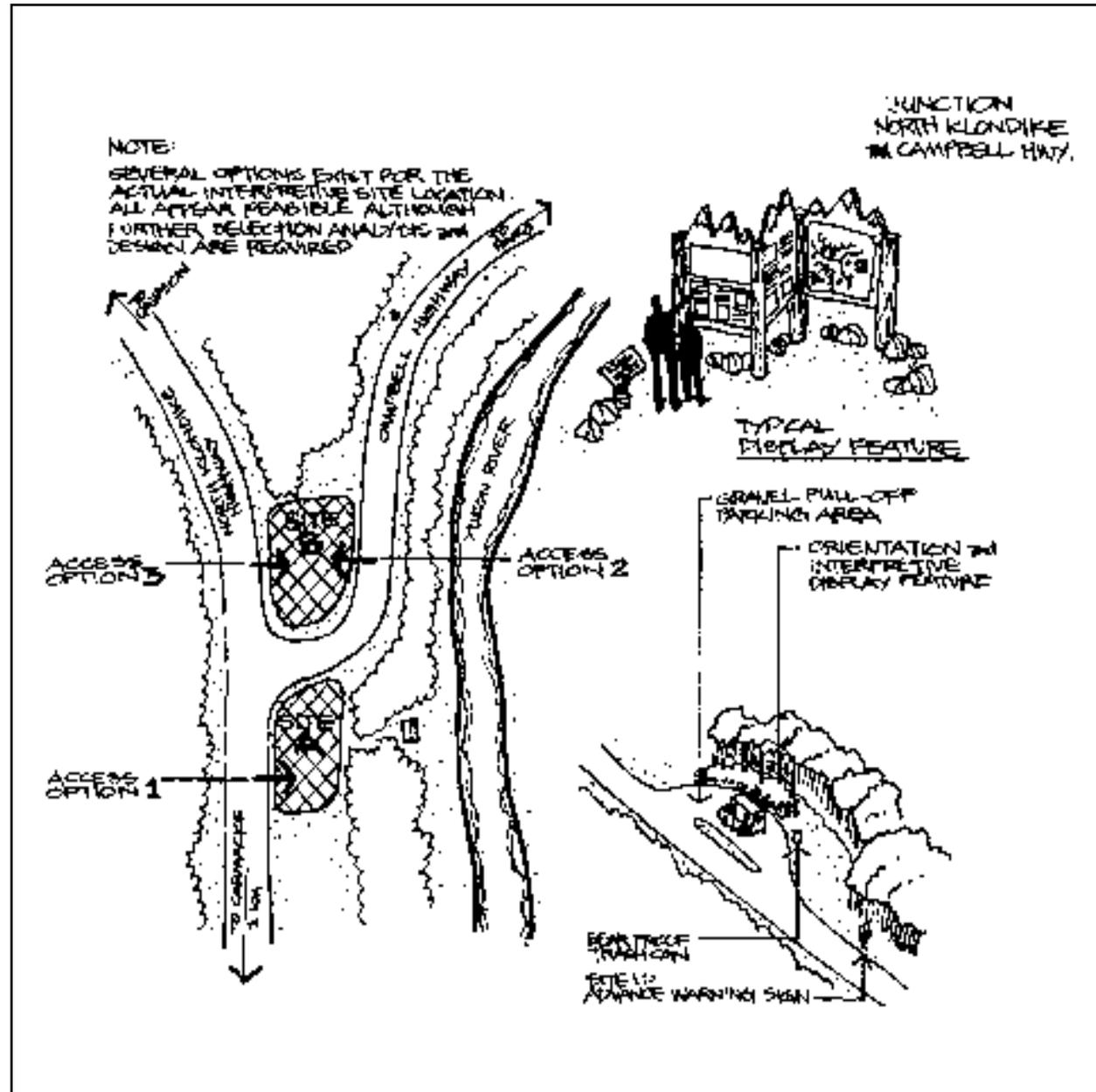
Themes: Regional orientation, Tsawlinjik Dan (Little Salmon/Carmacks) First Nations homeland, geography.

Site Development Issues

The problem with this site relates to traffic flow and safety. The majority of traffic travels the North Klondike Highway and the objective is to try and persuade some of that visitor traffic to take the Campbell Highway. The ideal location is on the Klondike Highway, north bound side, just before the intersection but this may encroach into private property. Several alternatives are currently under study but none are ideal. One alternative for south bound traffic is to replace the signage that was knocked over at the Tantalus Butte site on the North Klondike highway and move the panels at the Carmacks rest area south of town closer to the actual intersection. This regional orientation site will be the most difficult to develop and relatively expensive without highways help.

Recommendation

Assess the alternatives further and co-ordinate with any intersection improvement work undertaken by Highways. Priority #1.



North Klondike Junction regional orientation exhibit

4.5.2 South Canol Road

Site #1 Johnson's Crossing Intersection

Regional orientation Upgrade

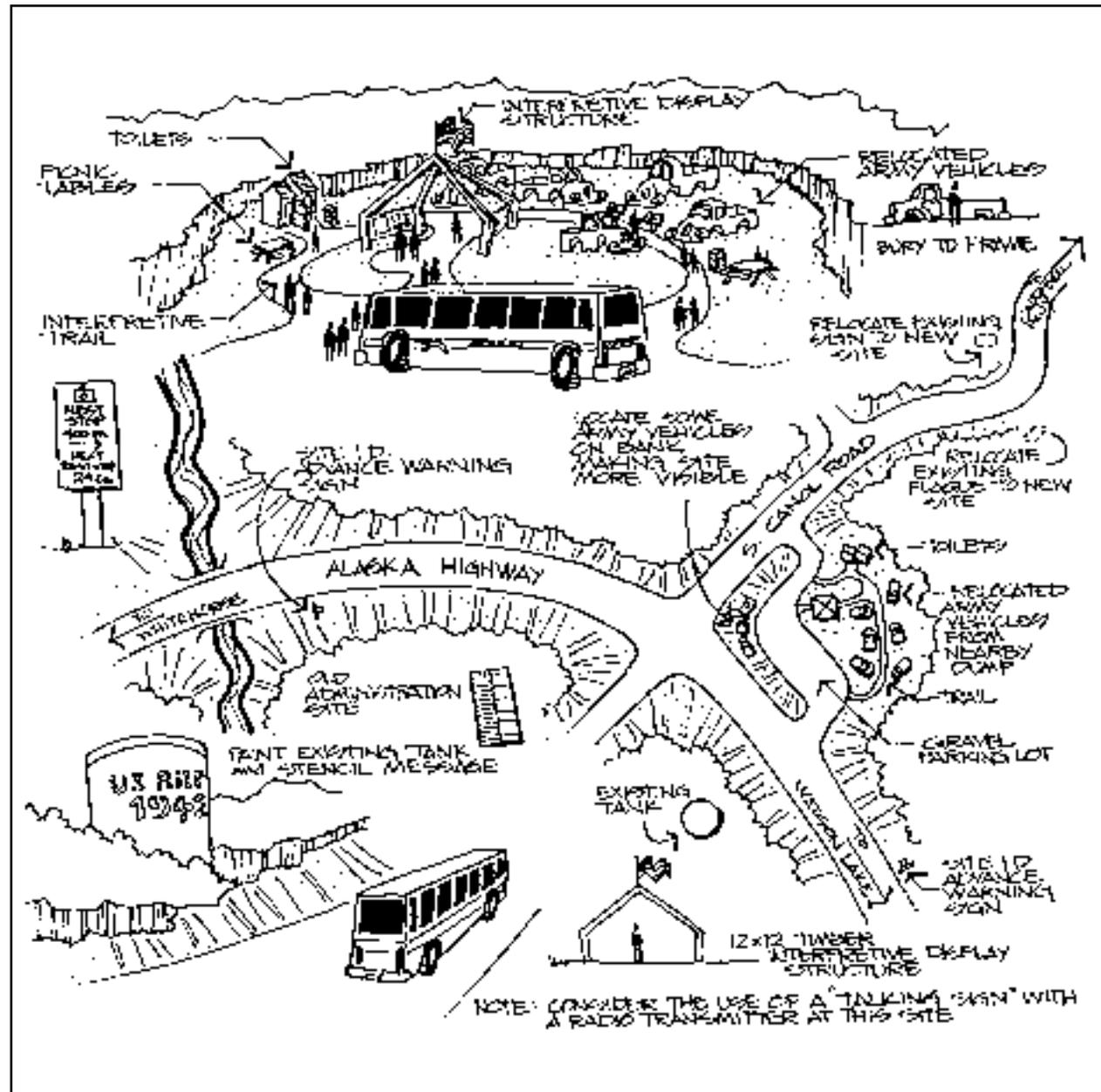
Location: km. 0.2, right side of the road.

Themes: Regional orientation, military route, Teslin Tlingit First Nations territory.

Site Development Issues

The main problem with this intersection is visibility. The intersection is screened by the vertical clay banks making it easy to miss as traffic descends towards the Teslin River bridge. There are several signs clustered here including the main wood routed sign, an interpretive plaque and a milepost marker. Across the Alaska Highway on private property, there is a former storage tank, building and a section of the original pipe.

To be effective, this site must be visible from the Alaska Highway. It needs to be a prominent landmark that stands out and raises the travellers curiosity. A number of former military vehicles can be found in a dump less than a kilometre away. The idea is to incorporate some of these vehicles into a convoy style display which would become the focus for the regional orientation exhibit. While the military history of the Canol dominates, it is important to incorporate the most obvious missing component – Teslin Tlingit First Nation land use and occupancy.



Johnson's Crossing Intersection regional orientation exhibit

To make this intersection work, the clay cliffs will need to be cut back to improve the sight lines. The Teslin Tlingit also own private lands in the immediate vicinity so any proposals outside the road right-of-way would require their approval and co-operation.

Recommendation

Relocate and reorganize the existing signage and supplement the exhibit to make the site visibly interesting enough to encourage travellers to stop. Emphasize the theme of the “road from the past” and the ecological diversity. Promote the Teslin Tlingit presence. As this is a key traffic diversion point it should be a priority #1. Include toilets, picnic tables and garbage cans.

Site #2 Alpine Transition

Minor New

Location: km. 15, right or left side of the road.

Themes: Alpine ecology

Site Development Issues

This new site is proposed because it is the only place close to the Alaska Highway where a visitor can get up into the alpine close to the highway. A minor pull-out would have to be developed and garbage cans and advance warning signs added. There are also a number of recreation hiking opportunities up nearby hills which afford views of the Teslin River and Teslin Lake.

Recommendation

Select a site in the general vicinity which affords access to the surrounding hills and an opportunity to interpret alpine features such as vegetation differences and plant adaptability. Develop a minor site with advance warning signs and a garbage can. Priority #2.

Site #3 Sidney Lake

Minor New

Location: km. 49, existing pull-out, right side of the road overlooking lake.

Themes: First Nations traditional use, recreation

Site Development Issues

This is an existing small pull-out overlooking the lake by the access road to the boat launch. The view of the lake is partially screened by existing trees which could be trimmed to improve the view. This area is an important traditional use area. There is also an old mining road on the north side which follows Sidney Creek back towards the mountains. It connects back to the South Canol near Quiet Lake campground. This could be another trailhead partnership opportunity with Renewable Resources and the Teslin Tlingit.

Recommendation

Upgrade existing rest area and add new sign with Teslin Tlingit traditional use focus. Replace garbage cans and add advance warning signs. Priority #3.

Site #4 Nisutlin River Campground

Major New

Location: km. 67.5, access road 0.5 km. down by the river, right side of the South Canol Road.

Themes: First Nations traditional use, wildlife viewing.

Site Development Issues

The-is site is just off the road itself, down by the river. A popular launch site for river trips for hunting, fishing and wildlife viewing, the Nisutlin is considered part of the heart of Teslin Tlingit territory. The site would require minor improvements including replacement of outhouses and garbage bins.

Recommendation

Upgrade the site and add interpretive signage as a priority #2. The Teslin Tlingit want to advocate care and respect for wildlife and the land at this popular recreation site.

Site #5 Quiet Lake

Minor Upgrade

Location: km. 77, left side of the road on a bend next to the lake.

Themes: Current and First Nation place name legend. Big Salmon River recreation.

Site Development Issues

This site is right on the edge of the lake with no room for expansion. It is a natural stopping spot with the first real opportunity to get close to the water. Advance warning signs are needed and a garbage can should be added.



The Nisutlin River

The sign content could be expanded to incorporate the First Nation place name legend which is an intriguing story.

Recommendation

Replace sign and review the message content to add First Nation component. Add advance warning signs and garbage can. Priority #3.

Site #6 Quiet lake grader Station

Major Upgrade

Location: km. 99, left side of the road in front of maintenance compound.

Themes: Military Route, road construction.

Site Development Issues

The site is in front of the seasonal highway maintenance camp. The existing display consists of several pieces of original highway construction equipment salvaged by road crews along the road. A sign with appropriate text has been designed for this site. There is sufficient room to create a proper rest stop at the location complete with support facilities since maintenance costs can be minimized.

Adding to the Highways display complements their initiative at modest cost.

Recommendation

Upgrade site in conjunction with Highways. Priority #2.

Site #7 Lapie/Rose Lakes

Major New

Location: km. 171, right or left side of the road.

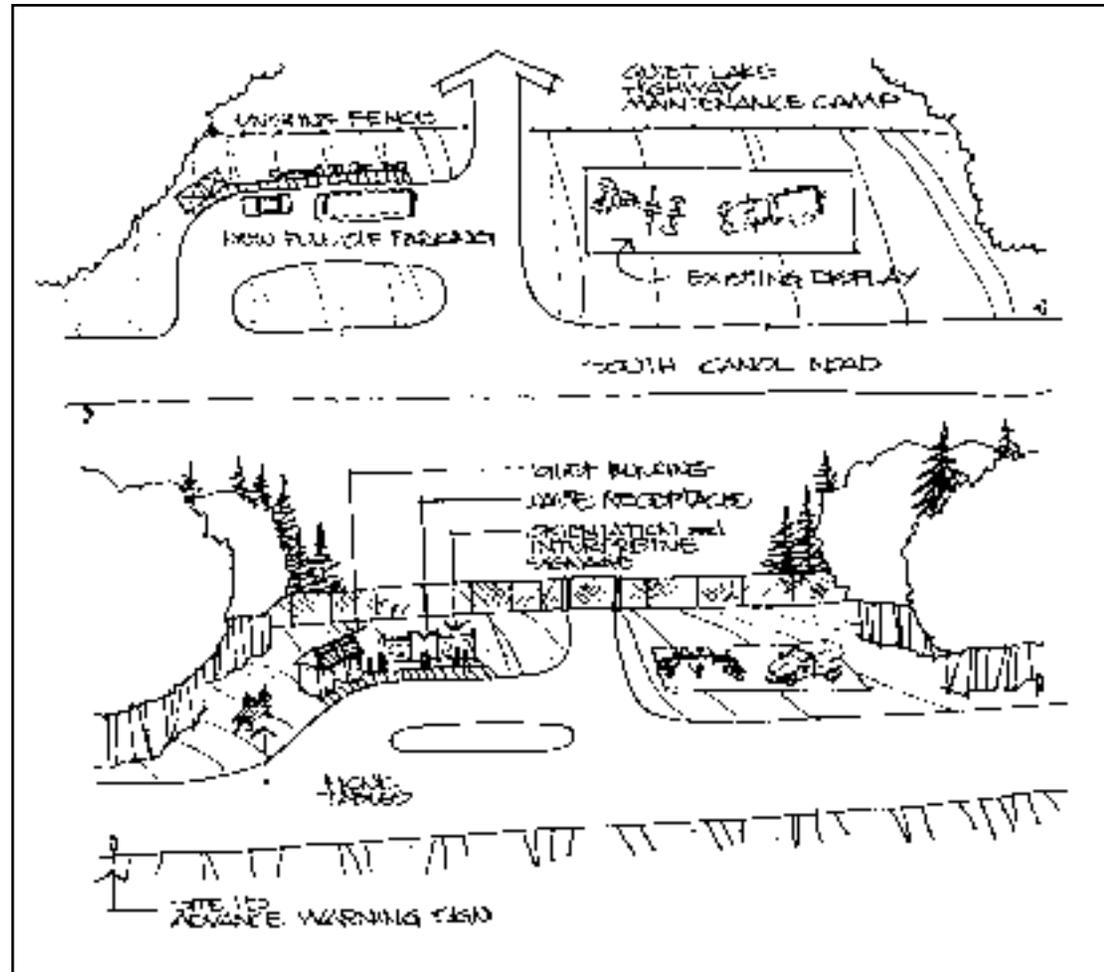
Themes: Ecoregions and geomorphology.

Site Development Issues

There are a number of possible sites in this area which offer good view across the lakes and into the

surrounding mountains. A variety of ecological themes can be demonstrated in this area and there are a number of good wildlife viewing locations. There are several mining exploration roads in this area as well which provide access into the back-country and a number of mountains near the road can be easily climbed providing commanding views of the valley below.

The geomorphology of the area is also intriguing with ample evidence of glaciation. Development of an interpretive site would involve developing the pull-out, installing outhouses and garbage cans in addition to the interpretive display. Care should be taken to make the facilities as unobtrusive as possible to protect the wilderness character of this area.



Quiet Lake grader station exhibit

Recommendation

Evaluate several sites in the vicinity and select the one which best represents the range of features proposed for interpretation. Develop as a priority #3.

Site #7 Lapie River Bridge

Major Upgrade

Location: km. 210, near bridge.

Themes: Geology and volcanism.

Site Development Issues

This site has considerable potential for development as a day-use recreation site. It is well-used and a main stopping point along the road. The sign is not well located from a road safety perspective as the road makes a series of sharp bends to cross the bridge. Consideration should be given to finding an alternative location for the sign in a safer location where there is sufficient room for parking.

This is another example of a site where inter-agency co-operation should be explored with Renewable Resources looking at developing a day-use area

with a trail along the canyon edge. A better parking site is located at km. 216.8 but the main attraction (bridge and canyon) are not visible at that point.

Past the bridge, White River ash is visible in the road side slope as the South Canol winds along the edge of the river.

Recommendation

Review the sign site location and consider relocation to a safer spot where a proper pull-out can be developed with attendant facilities. As this is a popular visitor stop it should be a priority #2.

Site #7 South Canol/Campbell Highway Intersection Regional orientation

New

Location: km. 220, past intersection, left side Campbell Highway.

Themes: Regional orientation, military route environmental impact, First nations trade route.

Site Development Issues

This intersection is very poorly marked and intersects the Campbell Highway at an awkward angle. The intersection is also partially overgrown. Highway signage directs the visitor northward to the main Ross River access road leaving the original road unmarked. This is particularly confusing for visitors as the Yukon highway map makes it look like the driver should go straight on.

There is a natural site overlooking the lake which appears to have been part of the earlier road. There is also a fair bit of flat land in the immediate vicinity of the intersection which could be developed for the regional orientation site.

A regional orientation site is needed here to tie the corridor history together and to encourage more



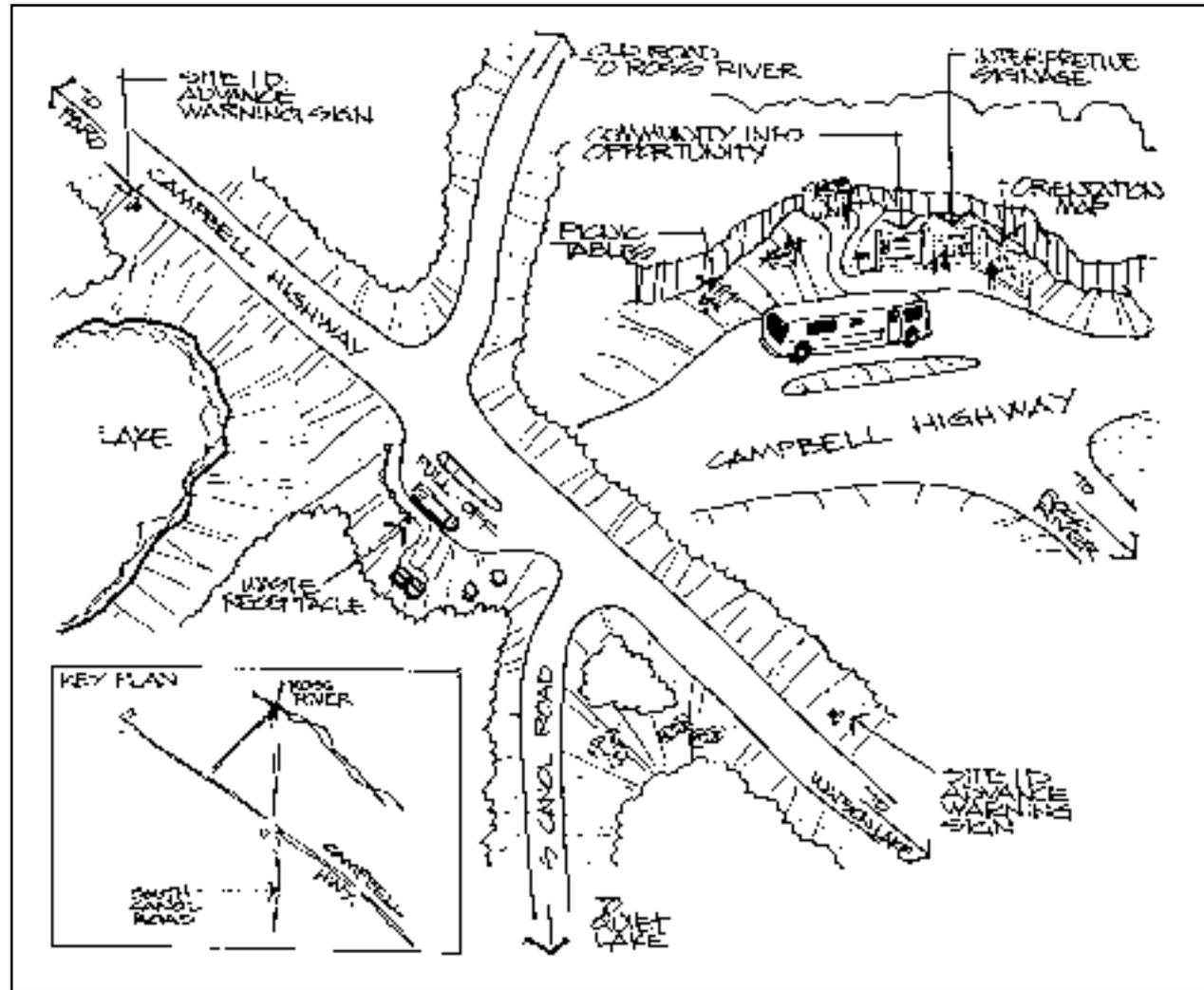
The Lapie River Bridge.

loop road activity. The one element of the road and pipeline construction that is not discussed is the ensuing environmental impact. This would complement the other displays at Johnson Crossing and the Quiet Lake Grader station. Also missing is the First nation trade route component.

This site would involve development of a rest area with the recommended infrastructure excluding toilet facilities, as they already exist 10 km. away. Advance warning signage should also be placed on both roads.

Recommendation

Developing this site should be a priority #1 following the upgrades at Watson lake, Johnson’s Crossing and Carmacks.



South Canol/Campbell Highway Intersection regional orientation exhibit

5.0 Sign Design Concepts

We propose one corridor identity image for the South Canol Road and a different but related one for the Campbell Highway. These are further enhanced with individual icons that represent the three thematic units along the Campbell Highway and one along the Canol Road. The icons also serve to “people” the respective highway sections, reflecting both historic and current land-use patterns.

Corridor Identity Image

The corridor images are warm, playful and inviting, while still depicting the wilderness character of the region. The sun–mountain–water motif, as used in the proposed Klondike corridor image, is here adapted to reflect the character of the respective corridors.

The South Canol is an “old-style” road, one that conforms to the landscape. The landscape appears more accessible and near at hand. For this corridor image, the sun–mountain–water motif is fore-shortened and in the foreground.



Above, South Canol identity image with associated icon, as it might appear anchoring the bottom of a vertical panel.

Left, icons for thematic units along the Campbell Highway.

Below, Campbell Highway identity image with one of its associated icons, as it might appear anchoring a horizontal panel.

All text elements are Franklin Gothic Demi-Bold.



The Campbell Highway, on the other hand, has seen greater improvements. Consequently, the wilderness landscape seems more removed, and consists more of distant views of larger “chunks” of wilderness. This is reflected in the expanded treatment and mid to background placement of the sun-mountain-water motif.

Materials and uses

The corridor images are intended to “anchor” individual panels, whether 3M vinyl, porcelain enamel or other forms that may be digitally created. In groupings of panels at a major site, designers may wish to anchor the entire grouping with a single large corridor identity image. Depending on fabrication option, this image may be either one or multi-dimensional, as it lends itself well to relief lines. (refer to illustrations for details)

In every case, the Yukon Government wordmark will be located within the panel itself, or on the dominant panel within a grouping.

Colours

Colour choices for the South Canol Road stem from its military origins and the relics still to be found along the route. These colours are khaki green (pms 455), aspen yellow (pms 109), and rust red (pms 174). All three can often be noted on old military vehicles and on Bailey Bridges still in use.

Colours proposed for the Robert Campbell Highway reflect its historic context of trade route, and a route into the wilderness. The greens and blues (pms 356 and 653) are those found in the forests and waters, the silver/grey (pms 442) is representative of the mineral wealth of the region, and the trade blanket red (pms 485) reflects fur trade origins.



On the Road to Oil

Noscitur ibusm nos valus ubi sub ubi. Sempere ad hoc vincit. Agricolai patria files et non sequiter est nolo contendere. Ars longa, vidi longa, nolo est longare. Pater nostur qui est in caelis sanctificatur nomun tuum. Vini vidi, vincit. Meum tibi offerro promte et sincere.Ex deus machina est via appia. Est no nada van ortifier lax dasia? Lorem ipsum dolor sit amet, consectetu quis nostrud exercitacion ullam tempor incidunt ut laborew et dolore me



Noscitur ibusm nos valus ubi sub ubi. Sempere ad hoc vincit. Agricolai patria files et non sequiter est nolo contendere. Ars longa, vidi longa, nolo est longare. Pater nostur qui est in caelis sanctificatur nomun tuum. Vini vidi, vincit. Meum tibi offerro promte et sincere.Ex deus machina est via.



South Canol Road

COLOUR PALETTE

PMS 455	PMS 109	PMS 174	PMS 356	PMS 653	PMS 442	PMS 485
<i>South Canol Road</i>			<i>Robert Campbell Highway</i>			

Head style:
Franklin Gothic
Demi-Bold

Text style:
Goudy

Typical Point size:
Head is 3 times text size. Head size ranges from 100-135 point, text from 33-45 point size.

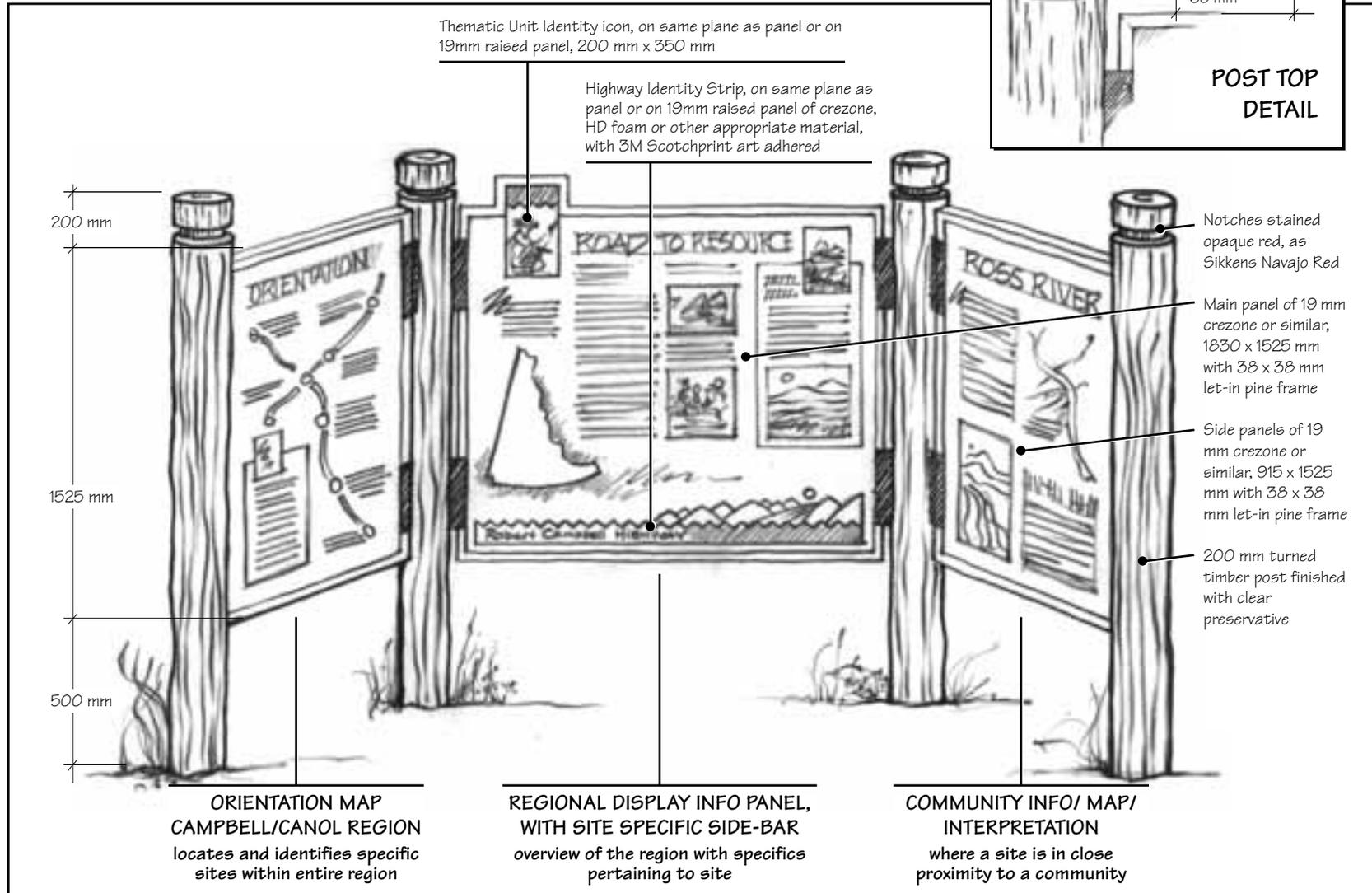
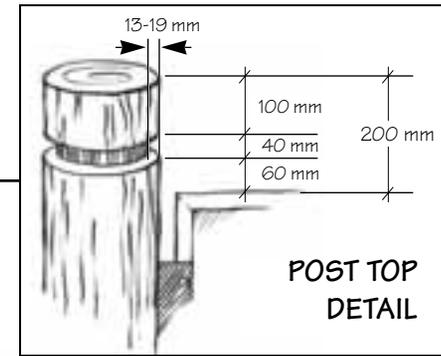
Background:
graduated blend of PMS 174, from 50% to 0%.

Graphic design elements

Sign and Support Fabrication

All signs will be supported by 200 mm turned timber posts. These will be approximately 3500 mm in length, with 2200 mm above ground. A distinctive 40 mm notch is routed into the post 100 mm from the

top, to a depth of between 13 and 19 mm. The top of the post itself should be slightly convex for drainage. All notches will be stained an opaque red, similar to *Sikkens* brand *Navajo Red*. Posts will then be treated with an appropriate clear finish, such as *Behr*



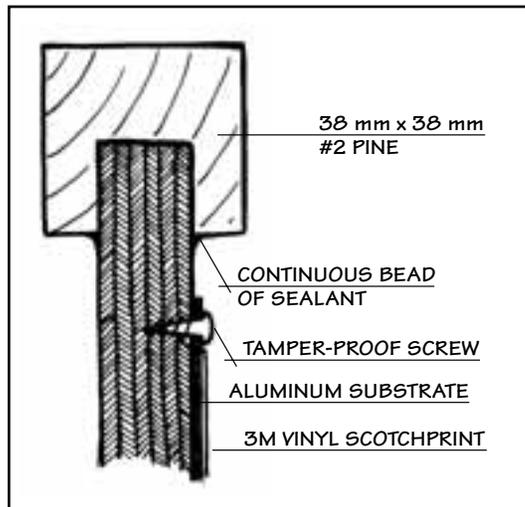
Panel and support design, fabrication and dimensional details.

brand *Rawhide*. The planted end will require a dip in an appropriate preservative solution.

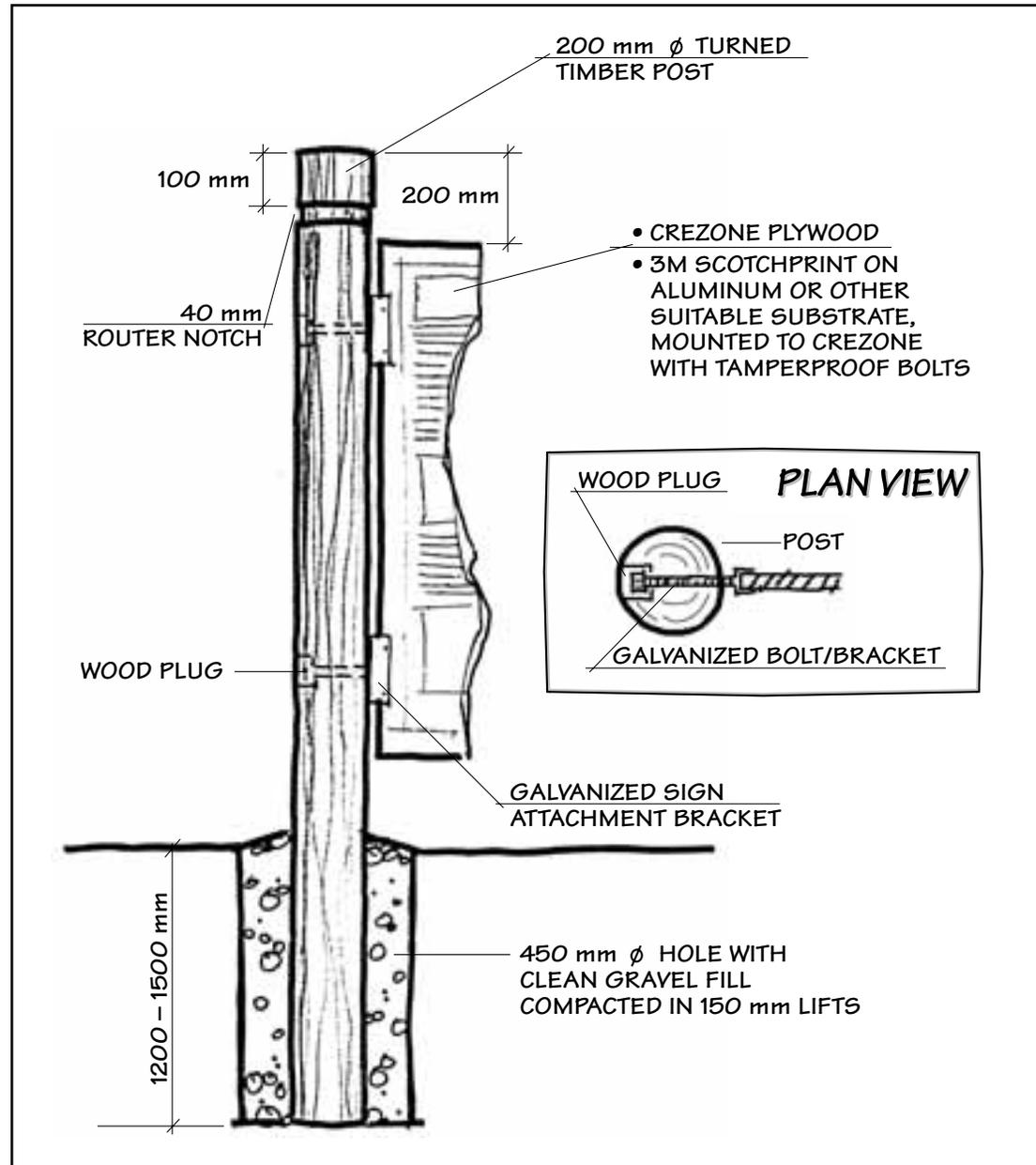
Panels are of 19 mm crezone signboard (or equivalent) with 38 mm x 38 mm #2 pine let-in frames. These are held to the posts by galvanized bolt brackets, through-bolted and plugged.

Typical panel sizes are 915 mm wide x 762 or 1525 mm deep for minor sites. Major sites would employ groupings of panels on adjoining posts, all at 915 mm x 1525 mm.

Regional sites would employ groupings of panels with a dominant panel twice as wide, 1830 mm x 1525 mm. This dominant panel would contain the corridor identity image and the thematic icon in relief along the bottom. These raised panels would be fabricated of a dimensional aluminum bond material (*alucobond*, *alumicore*), crezone, HD exterior foam or other suitable material. The image itself could be painted, silk-screened or, most easily, output as 3M Scotchprint and adhered directly to the surface.



Panel/Frame cross-section detail



Post details

6.0 Implementation & Operations

6.1 Priorities

The priorities listed below reflect the program deficiencies identified during this study. The existing signage on both the South Canol Road and Campbell Highway are all nearing the end of their useful life. Surprisingly, most of the original wood routed stained signs erected between 1983 and 1984 have survived better than the newer ones.

There are a number of significant gaps in the existing signage program which need to be resolved. This will result in the addition of a significant number of new sites which will necessitate a phased approach to implementation. The Department of Tourism Heritage Branch only has a limited amount of program funds and as each corridor plan is completed new pressing priorities will be identified. Given

current visitation levels, it is likely this Sign Plan will take 5-7 years to implement.

Based on the consultant's analysis of the issues and the community feedback received to date, the first priority should be on upgrading the regional orientation signage since this is the most pressing program deficiency. The desire to attract visitor to these two roads is a long stated priority.

The next priority is to redress the imbalance in First Nation theme representation. While recognition of their traditional territories will be an equal part of the proposed regional orientation sites, it should also be considered when existing signs are replaced. Adding the First Nation name for Frances Lake for example, should be equally as important as explaining the English name.

The third priority should be replacing existing signs on an as required basis. Major new sites should take priority over minor sites with adjustments made as the program develops to co-ordinate plans with any road reconstruction work.

6.2 Directional Signs

Advance warning signs are a used to provide the traveller time to slow down, identify the type of interpretive opportunity ahead and turn off the highway safely. Consistency in appearance and content is a crucial part of making these signs functional for the travelling public. In their report on the North Klondike the authors note:

- information on existing signs is insufficient to attract visitors, especially to major sites. It is considered valuable to include information about the available facilities at the site;
- the site name is important to give visitors a sense of the focus of the interpretive message and to relate to the previous highway orientation information or reference in print, such as the Milepost;
- an identifying logo is desirable to link the site to the corridor series in the mind of the visitor;
- sign sizes should be indicative of major and minor sites; and
- advance warning signs should be installed for all sites in each direction. (*reprinted from North Klondike Plan PRP, 1996*)

Sign Plan Implementation Priorities

Priority #1	Priority #2	Priority #3
Alaska Highway Junction Watson Lake	Frances Lake	Frances River Bridge
Johnson Crossing Junction	Hoole River Canyon	Jade Mountain
Klondike Highway Junction	Columbian Disaster/Eagles Nest Bluff	Finlayson Lake
South Canol Road/Campbell Highway Junction	Alpine Transition	Little Salmon Lake
Campbell Highway/North Canol Road Junction	Nisutlin River	Sidney lake
Nahanni Range Road	Quiet Lake Grader Station	Quiet Lake
Faro Junction	Lapie River Bridge	Lapie Lakes

6.2.1 Major Site Advance Warning Sign

Major site advance warning signs would be larger and include the site name with a directional arrow. The arrow tells the motorist to turn left or right. Major site warning signs are placed at a 2 kilometre distance with a minor warning sign at 250 metres.

6.2.2 Minor Site Advance Warning Sign

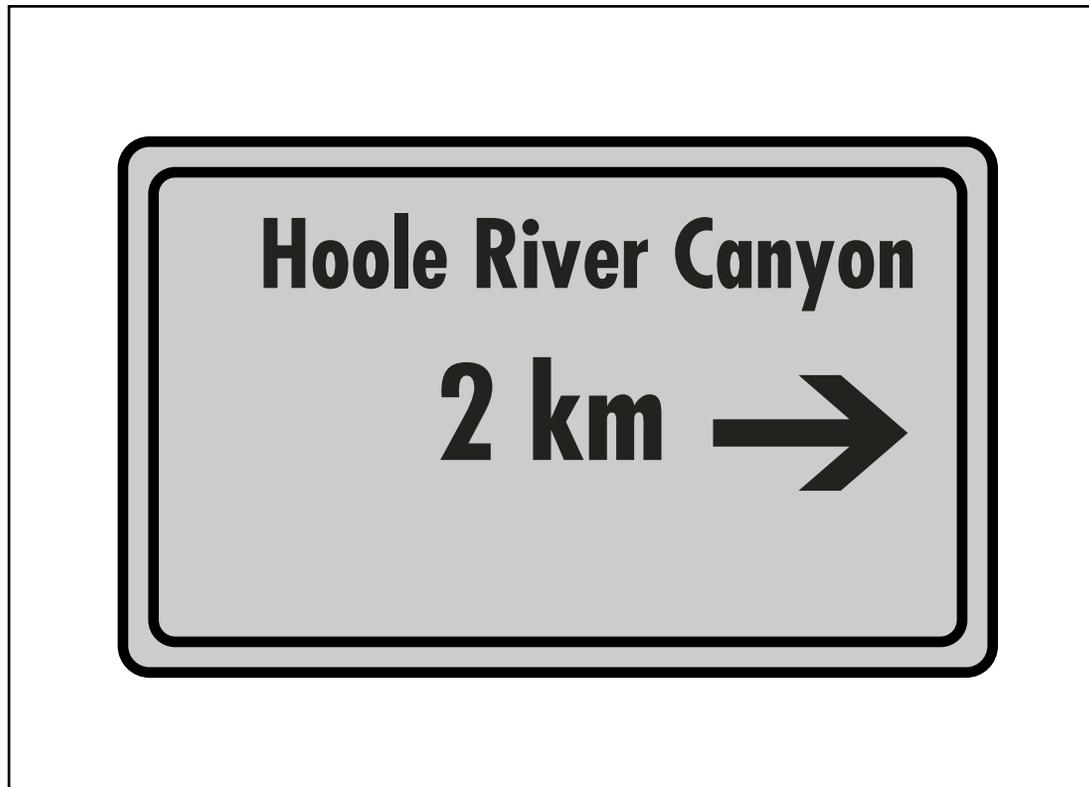
Similar in design to the major site advance warning signs, the main difference is that they would be smaller in scale and supported by a single post. The spacing distance would be 250 metres.

6.3 Capital and Maintenance Costs

A preliminary estimate of site development and maintenance costs has been developed for both road corridors. The estimates and cost assumptions are based on costing information collected during research for the *Yukon Interpretive Sign Strategy* in 1995. This data included government budget and program development records, as well as data collected for similar projects in other jurisdictions.

A site by site development cost estimate is based on the cursory site inspections conducted during the

field trip in September 1996. Maintenance costs are based on the standards recommended in the 1995 *Yukon Interpretive Strategy*. Obviously, maintenance costs may vary considerably depending on the inter-agency maintenance contracts established between the three departments affected.



Major site advance warning sign



Minor site advance warning sign

Appendices – Site, Capital & Operation Estimate