

October 12, 2018

TOP OF THE WORLD HIGHWAY

**DRAFT
INTERPRETIVE PLAN**



Top of the World Highway Interpretive Plan: prepared for Historic Sites, Cultural Services Branch, Tourism and Culture, Government of Yukon, in collaboration with the Tr'ondëk Hwëch'in Government and the Final Agreement. The project is guided by the Top of the World Highway Steering Committee.

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1 Summary



Photo 1 - RVs travelling East on the Top of the World Highway (Photo: NVision)

The Top of the World Highway travels through the territory of the Tr'ondëk Hwëch'in (TH) in an area of outstanding natural beauty and heritage value. As the highway traverses the unglaciated mountain range between the Yukon River at Dawson and the Yukon/Alaska border, the traveller experiences spectacular views that take in numerous forested valleys, distant mountain ranges, and alpine meadows above the treeline. The travel route and lands around the highway have a strong connection to the culture and history of the Tr'ondëk Hwëch'in and Yukon. From the past through to the present day, the highway corridor offers residents and for visitors to the region an opportunity to connect with this land, the people and their stories.

The highway is the major transportation link between Canada and the United States of America, and significantly since the creation of the international boundary at the end of the 19th century, the route maintains an important cultural link between TH citizens in Canada and those living in the western section of their traditional territory within the US.

The purpose of the Top of the World Highway Interpretive Plan project is to enhance the experience for travellers by presenting stories and information about the highway.

The draft Interpretive Plan for the Highway provides the framework for the messages, design, and implementation of this interpretive experience. Interpretation is to be presented through

interpretive signage at locations along the Highway, and through interpretive materials in print or digital media.

The Top of the World Highway presents a unique opportunity to create an Interpretive Plan that reflects Tr'ondëk Hwëch'in culture and Self Government, historic and contemporary economic activities in Yukon, natural resources and recent environmental stewardship practices, and the stories of people and events that illustrate the living heritage of this part of the territory.

The growing number of tourists travelling the route from outside the region and country are an important audience for the Interpretive Plan to enhance their appreciation of the area. Residents are also important users of the Highway and their interests have informed the Plan.

The Top of the World Interpretive Plan will take advantage of traditional interpretive approaches such as signage and brochures, it will also look to new technologies and online information as opportunities to inform the public about the rich diversity of the context and the human stories associated with the land through which the Highway passes.

The draft Interpretive Plan recommends an approach that uses culturally-rooted stories and place-based information to interpret stories of the Highway in a way that is engaging and meaningful to all travellers. The approach will integrate Indigenous and non-Indigenous perspectives to identify the connections between natural and heritage resources, places, use of the land, people, and events of significance.

The draft Interpretive Plan recommends the use of existing pull-off areas along the Highway as designated locations to share interpretive messages. The Plan recommends sites with different levels of infrastructure and interpretation. These recommendations take into consideration both the site's location along the Highway and the range of stories to be shared. Additionally, the Plan recommends other Points of Interest (POI) sites to be interpreted through print or digital media.

The Top of the World Interpretive Plan will be developed in phases and in collaboration with local organizations and territorial departments.

2 Background

2.1 Project Purpose

The purpose of the Top of the World Interpretive Plan is to convey key storylines and messages about local and regional cultural heritage and natural resources, and to improve visitor experiences within the Canadian section of the Top of the World Highway (between KM 0 at the Yukon River and KM 106 at the Yukon/Alaska border).

2.2 Purpose of Interpretive Programs

The Interpretive Plan documents the planning and decision-making process for management needs, resource considerations, and interpretive storylines and messages that will serve travellers on the Top of the World Highway.

The Interpretive Plan provides the interpretive framework recommending messages to convey to the travelling public, which includes members of the Tr'ondëk Hwëch'in and Dawson community, Yukoners, and tourists. The Interpretive Plan provides the overarching thematic approach within the Highway corridor, along with development considerations for pull-offs and amenities along the Highway, development and maintenance cost analysis, implementation phasing, and the opportunities for other interpretive media using a range of formats.

2.3 Top of the World Highway: History and Features

The Interpretive Plan is rooted in the history and cultural importance of the Top of the World Highway and the surrounding landscape.

The Top of the World Highway is a significant link between Yukon and Alaska. From the George Black Ferry landing zone that connects Dawson with the Top of the World Highway in West Dawson, to the Poker Creek – Little Gold Creek border, crossing the Highway is approximately 106 KM in length. The alignment of the Highway follows high ridge lines, providing breathtaking views of the landscape. It is accessible to vehicles seasonally, when the road has been officially opened. Off season, the Highway corridor may be used as a trail for skidoos and dog mushers.

The Highway attracts a range of user groups including visitors (tourists) that are sight seeing and enjoying recreation and educational experiences; residents of Dawson including TH members that use the Highway for recreation, access to hunting and harvesting areas, and for personal travel; and business users that are accessing mining sites or engaged in other economic activities in the region.

The Highway passes through a diverse environmental context that allows travellers to experience wildlife such as the Forty Mile caribou herd, unglaciated landscapes, volcanic landforms, unique vegetation adapted to the elevation of its location (alpine and sub-alpine on the western portion of the Highway; forest and forest fire regrowth areas; and the altered riparian areas at the Yukon River or in the valleys where placer mining activities occur/occurred).



Photo 2 - Caribou on the Wagon Trail in the 1920's (Source: Dawson City Museum)

This diversity of features experienced along the Top of the World Highway are further enhanced by the cultural connection Tr'ondëk Hwëch'in (TH) people have always shared with their land. The cultural connections and historic references provide an opportunity for the Interpretation Plan to share stories that will educate the visitor and the community about the continued use and stewardship of this environment by Tr'ondëk Hwëch'in.

The Highway is located within areas that had been part of the traditional travel routes long used by the TH when hunting, harvesting and seeking spiritual renewal.

The Highway is also associated with the historical development of Yukon. The "Sketch Map: Sixtymile River Gold Fields" (Figure 1) illustrates the Wagon Trail between Dawson, Sixtymile River Gold Fields, and the International Boundary as of 1901 from Geological Survey of Canada (1901) map of the Sixtymile River Gold Fields¹. The red highlighted route is the main Wagon Trail; the white highlights spur trails.

The Wagon Trail emerged during the early mineral exploration and townsite development in the region. The Wagon Trail provided access to historic settlements associated with placer mining operations. The exact sequence of development requires further research, however anecdotal information collected for the Interpretive Plan indicates that by 1902 the Wagon Trail between Sixty Mile and Dawson followed a similar route to the present-day Highway. Wagon trails in the

¹ Geological Survey of Canada (map). Poole, Henry S. McConnell, R.G. Dowling, D.R. Geological Survey of Canada Annual Report (New Series). Volume 14. 1901. Published: S.E. Dawson, Ottawa, 1905.

Sixtymile Gold Fields connected through river valleys to the area of the present-day border crossing and connected to nearby Alaskan communities.

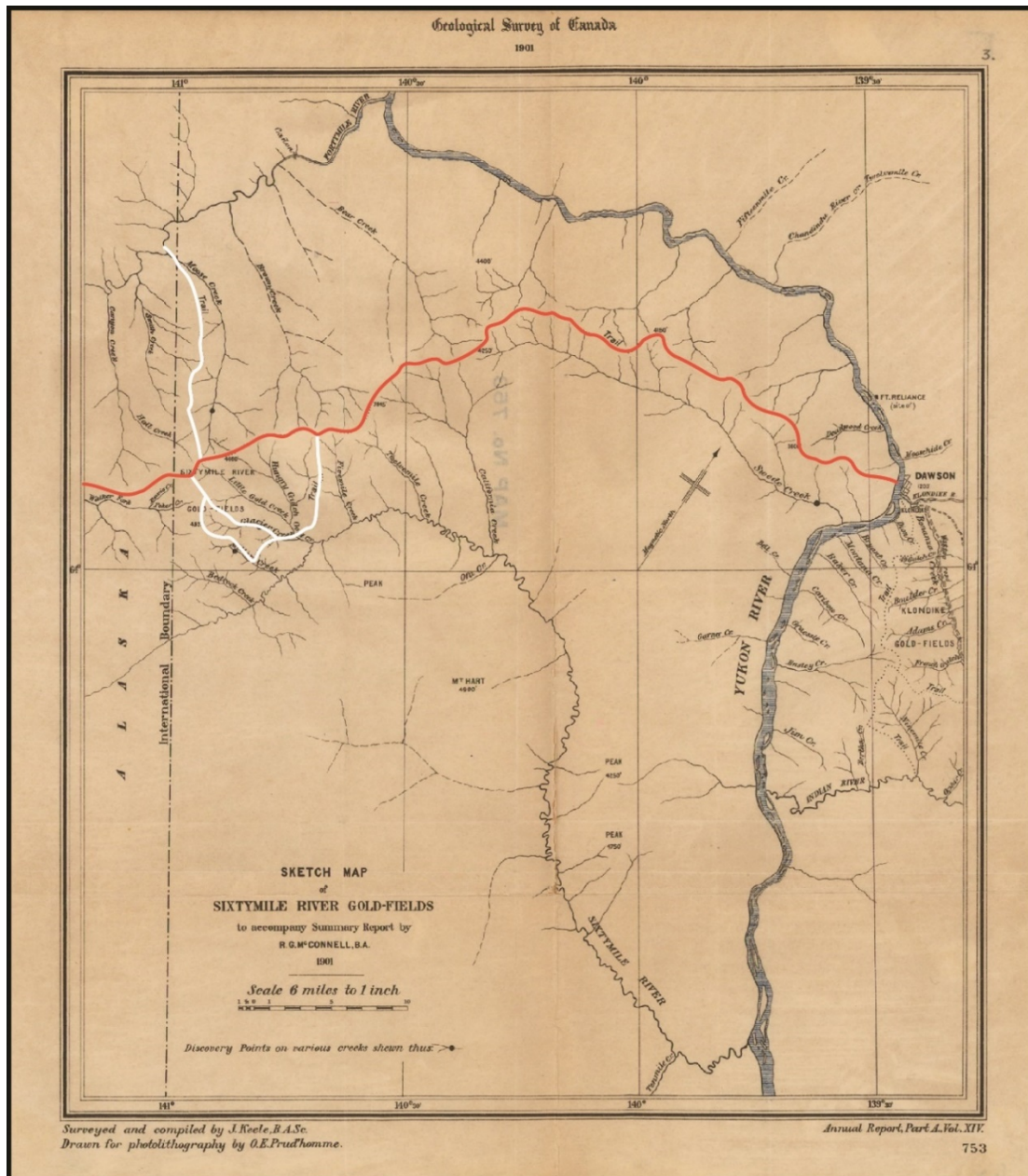


Figure 1 - Geological Survey of Canada (1901)

In the decades to follow, the Wagon Trail was converted to a road, and eventually to the Highway. Each subsequent development followed the approximate route of earlier versions, however, the routes diverged over time in several locations as new road building technology and engineering opportunities were available. Remnants of the earlier 1930-40's road are visible from several of the recommended interpretive locations in this Plan.

The Top of the World Highway provides access to several spur roads, including roads of historical interest. The Clinton Creek Road is an access road for the Clinton Creek asbestos mine operated by the Cassiar Asbestos Corporation from 1967 until 1978. The Clinton Creek Road intersects Fish Road which provides overland access to the Forty Mile settlement. The Sixtymile Road provides access to the Sixtymile Gold Fields. The Highway also includes intersections for other access roads into placer mining operations.



Photo 3 – ToW Highway and remnants of the 1930-40's road (Photo: NVision)



Photo 4 - Poker Creek - Little Gold Border Crossing (Photo: NVision)

The Yukon portion of the Top of the World Highway (ToW) is predominantly gravel, with a paved section between kilometer markers 0-9; 83-94; and at the border. Once across the border, the Alaska portion of the Highway (Taylor Highway 5) is paved from the border until a few miles before the Jack Wade Junction.

The Poker Creek - Little Gold Creek Border Crossing operates as the customs port of entry along the Canada–US border. There is a one-hour difference in standard time zones at this border, which is only open in summer during the 8 a.m. to 8 p.m. period (Alaska time). The Border Post has warnings as far south as Whitehorse, Yukon, alerting travelers that the Border is closed between 9pm and 9am (Yukon Time) and there's no entry between those times. The Little Gold/Poker Creek border crossing is open seasonally between mid-May and mid-September, and the Canadian portion of the Highway can be travelled once it is opened in May/June (dates vary by year) until first snow fall.

The Yukon Government and other stakeholder groups have existing interpretive signage along the

highway that will remain and have been considered in the Top of the World Highway Interpretive Plan recommended approach:

- Highways and Public Works maintains two rest stops along the route, at KM 14.5 and 87. Each rest area includes two outhouses and a garbage receptacle. The Interpretive Plan recommends that Highways and Public Works maintain the KM 14.5 rest area, and that the KM 87 rest area be de-commissioned and rest area facilities relocated to KM 60 (to be maintained by Highways and Public Works).
- KM 14.5 rest area includes a “False Front” interpretive structure to welcome visitors to Dawson, owned by the Klondike Chamber of Commerce. The Interpretive Plan recommends retaining and renovating the “False Front” Structure, and a collaboration between Tourism and Culture and the Klondike Chamber of Commerce for new interpretive signage.
- Also at KM 14.5, Environment maintains a Wildlife viewing deck with interpretive panels on the Forty Mile caribou herd and the history of use of the area by the TH. The Interpretive Plan recommends retaining this interpretation and enhancing the views with some brush maintenance.
- Tourism and Culture maintains a Welcome to Yukon sign at the Yukon/Alaska border that is to be retained.
- Yukon Parks maintain a viewing deck in the Yukon River campground (mile 0.3), off the highway, to interpret a view to a Peregrine Falcon nesting cliff.
- Tr’ondëk Hwëch’in maintain a sign near KM 98 that is retained in the Interpretive Plan.
- The Interpretive Plan recommends removal of two routed wooden interpretive signs, dating from the 1990s remain along the route at KM 103 and KM 51.75.

2.4 Planning Process Overview

The development of the Interpretive Plan for the Top of the World Highway involved several tasks completed between January and October 2018:

- Investigation of the historical background into the Highway including its connection to TH heritage and development of the Yukon in the region
- Identification of the tangible resources and intangible values assigned to the route by the TH and the community
- Field work to inventory and describe the physical features of the road that have interpretive value as evidence of traditional and continuing TH practices, community use, historic and current placer mining activities, and a key part of the Yukon economy including the tourism sector
- Identification of the types of travellers who are currently using the Highway
- Identification of the various means by which the Interpretive Plan can reach them (signage, print media, and digital tools such as web-based apps)
- Engagement with the TH and community to gain insight into what is important information to share with travellers

In order to complete these tasks, initial meetings were held in Dawson and Whitehorse in March 2018. TH and Government of Yukon staff participated in discussions on the purpose, vision and

goals of the Interpretative Plan. Public meetings were held at the TH Community Centre and the Kwanlin Dun Centre; these were attended by community members and people who are part of the tourism industry. A newsletter was made available publicly to share information, and a survey was made available at meetings and online for citizens to provide information and comments on the Interpretive Plan.

Following the initial community meetings, research was undertaken into the natural environment of the ToW Highway including the glaciation history, geology and landform, and vegetation. As well, research was undertaken into: the historic and current placer mining activities at Sixty Mile, the impact of the creation of the US boundary at the end of the nineteenth century, and the evolution of the route from trail, to wagon road to ToW Highway. An interim Options Report was prepared by March 2018 to document the collected information.



Photo 5 - June 2018 Fieldwork with TH Elders and TH Top of the World Advisory Committee members (Photo: NVision)

Extensive field work was undertaken in June 2018. The field work involved a tour of Forty Mile Historic Site, a visit to the active placer mining in the Sixty Mile Gold Fields area, and a tour of the entire extent of the Highway with a group of knowledgeable Elders, and members of the Top of the World Steering Committee including Staff from the TH Department of Heritage and Government of Yukon staff. The information that was shared included stories about the traditional and continuing practices and values of the TH, the continuing management of the caribou herd, the seasonal cycle of berry harvesting, traditional trapping and hunting practices,

and the overall sense of peace and well-being that is experienced by those who use the ToW Highway to reach the lands beyond the Dawson townsite.

During the June field work, the key features of the road were mapped using the KM markers as reference points. The features included the physical elements that are visible along the route, and the identification of locations that offered potential as interpretive pull-offs. This information provided the essential foundation for the Interpretative Plan.

In October 2018, the draft Interpretive Plan was presented. A newsletter was issued to provide information on the draft Plan.



Photo 6 - June 2018 Fieldwork, stop at KM 51.75 (Photo: NVision)

3 Vision and Goals of the Interpretive Plan

The purpose of the Interpretive Vision and Goals for the Highway are to frame the story of the travel route, and direct the use and development of interpretation for the future.

3.1 Draft Vision Statement

Through consultation with stakeholders, the vision for the Highway is to share information and stories about the Top of the World landscape as part of the living culture of the Tr'ondëk Hwëch'in and the people of Yukon. The Highway interpretation should provide a comprehensive exploration of the history, physical and scenic resources observed by travellers on the TOW Highway, and promote safeguarding and celebrating cultural and natural resources into the future.

Draft Vision Statement

The interpretation of the Top of the World Highway enhances all people's experience, understanding and appreciation of the living culture and history of the Tr'ondëk Hwëch'in and Yukon; and celebrates the significance of the surrounding natural environment. The Highway interpretation connects the past and the present-day values of the region, and contributes to safe and informative experiences of the Top of the World Highway for all people.

3.2 Draft Goals and Objectives

In support of the Vision, the goals and objectives of the Top of the World Highway Interpretive Plan are defined as:

GOAL: Share the connection of Tr'ondëk Hwëch'in with the land and their interdependent relationship with the land, resources, and culture:

OBJECTIVES:

- Interpret the unique ecological, cultural and social relationship of the Tr'ondëk Hwëch'in with the ecosystem.
- Share the accumulated Tr'ondëk Hwëch'in traditional knowledge of the lands, waters and resources of the Top of the World Highway region.
- Contribute to Tr'ondëk Hwëch'in identity by recognizing their continuing stewardship of the Top of the World lands.

GOAL: Communicate the stories about the natural environment and human use of the area from pre-historic period, through early mineral exploration and townsite establishment, up to the present day to:

OBJECTIVES:

- Share the Top of the World Highway story with the community and visitors using a comprehensive collection of topics on the rich diversity and associative values of the landscape.
- Highlight the link between the Highway and the historic development of Yukon.
- Encourage all Highway user groups to appreciate the environmental, economic, social, and cultural significance of the Top of the World lands for Yukon.

GOAL: Convey information related to safety and regulations, traveller orientation information, and provide traveller infrastructure along the Highway to:

OBJECTIVE:

- Provide a safe and sustainable experience on the Top of the World Highway for all user groups.
- Enhance the ToW travelers' experience through information sharing.
- Encourage protection and sustainable use of the lands accessed by the Top of the World Highway.
- Provide infrastructure for traveller services and to facilitate interpretative opportunities at designated locations.

The goals are all equal in providing direction for the Interpretive Plan and achieving the shared Vision Statement.

4 Interpretive Approach for Top of the World Highway



Photo 7 - Roadhouse at KM 87 (Photo: NVision)

In general terms, the Interpretive Plan Approach is the method, or perspective, that is applied when organizing and sharing stories and information with a target audience on selected topics.

The approach for the interpretive program described in this Plan is informed by heritage and cultural values, natural values, the importance of place to relay history, land use and create meaningful connections to place for Highway travellers.

The Options Report (July 2018) for the Top of the World Highway Interpretive Plan identified three possible interpretive approaches, with each option considering opportunities to tell stories through unique perspectives. The Steering Committee considered all options and identified that the preferred approach should use culturally-rooted stories and place-based information to tell stories of the Highway in a way that is engaging and meaningful to all travellers - locals and visitors alike. This cultural approach will integrate Tr'ondëk Hwëch'in and non-Indigenous perspectives to identify the connections between natural and heritage resources, places, use of the land, people, and events of significance.

The interpretive approach creates opportunities for culturally based storytelling techniques using main (overarching) themes and sub themes related to the Highway. For the Top of the World Highway, the interpretation will follow a "Storyline and Evidence" format in all media- signage, print and online resources.

4.1 Storyline and Evidence

This interpretive approach, “Storyline and Evidence”, is the method to be used to introduce a main theme and then expand on that theme through any number of related sub-themes.

Storyline – the main theme would be introduced with a quote, story or historical account (told in the first-person voice whenever possible) that provides a cultural, historical, contemporary, or legendary context to a specific location or region of the Top of the World Highway, or the events or people that contributed to the cultural significance of the location.

Evidence - from each main story, the ‘evidence’ that is linked to that story would be described in more detail. ‘Evidence’ may take different forms in the interpretive message, for example, it may be a:

- Physical resource in the landscape (natural, physical or built) that can be seen and described to give the audience a deeper understanding or appreciation of that resource and how it connects to the storyline;
- Period or event in history that can be explained through dates and situation to expand on the contribution that that event made to the storyline; or,
- Person/persons whose story connects the audience to the significance of the place or culture in the main storyline.

The interpretive approach for a single location may focus on only one storyline, or there may be interconnected stories woven together at a single location. An important aspect of a storyteller’s approach is the opportunity to present a unified and complete story for travellers that visit all interpretive locations, but also to have each location be a stand-alone story. To explain this idea, consider the interpretation of the Top of the World Highway as a book that is made up of a series of short stories.

Through the interpretive framework, the cultural approach links the most important storyline for each interpretive signage location along the Highway and the supporting interpretive media in print and digital formats. The interpretive content will be presented to the audience to enhance their understanding and experience as they travel the Highway.

The ‘Storyline and Evidence’ approach works in all interpretive media: interpretive signage, print and digital media.

5 Market: Top of the World Highway Audience

The Top of the World Highway is both a tourist attraction as well as a travel route used by residents. To serve the tourists travelling the Highway, available tourism data and information from the Klondike Visitor Association was analyzed to inform the Plan. Developing an understanding of the tourist audience provided direction in the planning of the interpretive approach and the locations on the Highway that would best serve travellers as interpretive stops. In the absence of recent data specific to the Top of the World Highway, several data sources were analyzed to develop a picture of Top of the World travellers.

Indicators from the available tourism data, interviews, public feedback forms, and input collected from the site visit informed the Top of the World Highway Interpretive Plan. The following objectives will inform the development of interpretive content:

- The general demographic profile of ToW travellers will be informed by three priority explorer quotient types identified in this Plan.
- Interpretation should communicate an “authentic” message and voice about the Highway to enhance the travellers experience².
- Interpretive content should focus on First Nation and Yukon history, natural and cultural resources, and information on activity-based opportunities, services and Highway conditions.
- Interpretive content should be available in various formats, including signage, print materials, and downloadable/online digital formats.
- Service areas on the north side of the Highway (servicing westerly traffic) should accommodate higher volumes of parked vehicles.

A summary of the tourism market for the Top of the World Highway is presented in this section. The detailed market analysis was presented in the *Top of the World Highway Interpretive Planning Options Report*.

² Yukon Tourism is currently in the process of developing a new Tourism Development Strategic Plan, which has involved public engagement across the Territory. Once completed, there will be an opportunity for the relevant messages and marketing recommendations to be considered in the ToW Highway Interpretive messages and design, as required.

5.1 Visitation Summary



Photo 8 - Visitors travelling the Top of the World Highway by bicycle (Photo: NVision)

The Poker Creek - Little Gold Creek Border Crossing provides indicators for numbers of travellers on the Highway annually³. The data between 2013-2017 indicates that approximately 100,000 to 140,000 travellers annually experience the Highway during the season of operations between May and September⁴. The following table shows an example of the number of travellers crossing the border based on the direction of travel for two years:

Table 1 - Top of the World Highway Traveller Information Summary

	2016	2017
Travellers entering the Yukon from Alaska (travelling east)	21,483	22,473
Travellers exiting the Yukon (travelling west)	120,065	117,063

³ This data only includes travellers that crossed the border. Travellers that stayed only on the Canadian portion of the Highway are not captured in these figures. This data does not distinguish between tourist and resident travellers.

⁴ Tourism Yukon, Government of Yukon. *Tourism Yukon 2017 Year-End Report*. (2017) Pg. 6

The 2016 *Dawson Community Survey*⁵ suggested that a significant portion of visitors to Dawson travel the Top of the World Highway (estimated to be +40% of visitors). Comparing the 2016/2017 visitor centre data with the direction of travellers' data for ToW indicates that the Highway interpretive information and media should be planned with consideration of where information about the Highway will be accessible to travellers beginning their trip on the Highway.

- Travellers heading west from Dawson may require information at key locations from the beginning of the Highway such as: Visitor Information Centre, ferry landing point, YG campground, and the first interpretive rest area on the Highway that they encounter. Information about the border crossing schedule for westbound travellers is an important consideration, and it may be advisable for the information to be repeated in various locations and formats.
- Travellers heading east may require information after crossing the border at the first interpretive rest area that they encounter on the Highway.

The Klondike Visitor Association staff report that a frequently asked question relates to information on the road conditions. This information should be provided to travellers heading in both directions at KM 14.5 and KM 105.

Data indicates that in a typical year, July is the month of highest use, followed by August, June, September and May (in order of highest to lowest). Data on the busiest times of year for travellers is used to Plan the size of interpretive rest areas to accommodate vehicles, and the scheduling for rest area maintenance.

Travellers on the Highway in 2017 were primarily American, with Canadians as the second largest group, followed by all other International visitors.

⁵ Tourism Yukon, Government of Yukon (2016).

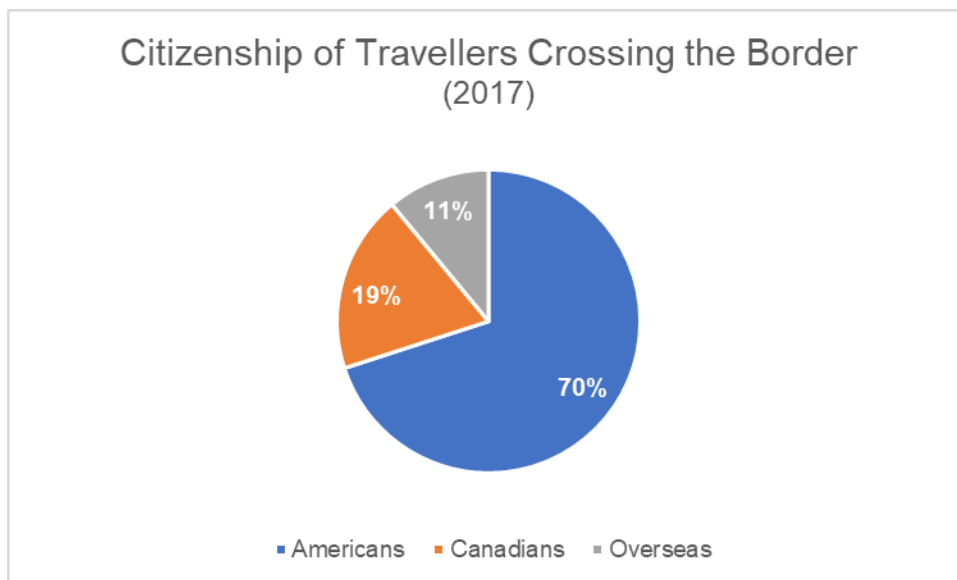


Figure 2 - Citizenship of Travellers crossing the border (2017)

Citizenship data indicates that most travellers of the Highway may benefit from interpretation that enhances their understanding of Indigenous culture and history, Yukon history, and stories that contributed to the settlement and economic development of Canada in this region.

5.2 Tourism Explorer Quotients Summary

Tourism Yukon uses “explorer quotients” as defined by Destination Canada (<https://www.destinationcanada.com/en/tools>)⁶. Each explorer quotient type is identified by characteristics stemming from social and travel values, and travel motivations and behaviours. The use of explorer quotients provides indicators for the unique needs and interests of visitors to Yukon. Understanding the motivations for each explorer quotient group can be used to inform the stories that will enhance understanding and experiences for these travellers.

Although explorer quotient data has not been specifically collected for the Top of the World Highway, based on the environment and resources that the Highway offers, the following explorer quotient types are the most probable visitors to be attracted to the Highway experience⁷:

Authentic Experiencers seek First Nations tourism; nature observation activities; and wilderness exploration that they deem to be “authentic experiences” and capture “the true essence of a new place”.

Cultural Explorers seek cultural emersion; wilderness exploration; and heritage and cultural connection. They are driven by “indulgent and carefree travel” and “sharing their experience with others through social media”.

⁶ Explorer Quotient® is a registered trademark of the Canadian Tourism Commission (CTC).

⁷ https://tc.beta.gov.yk.ca/sites/default/files/all_flat_sheets.pdf

Free Spirits seek mountain viewing; wildlife viewing; aurora viewing; and experiencing all the main attractions of a location. They are driven by “love of travel”.

These explorer quotients represent all age categories (35 to 65+), typically have achieved high levels of education, and identify web-based media sources as important for planning and sourcing information when they travel.

5.3 Resident Audience

Yukon residents, including locals from Dawson and the surrounding region, are an important audience for the Top of the World Highway Interpretive Plan. Residents travel the Highway in for work, recreation, to visit their traditional land, and to access their homes. Travel by car/truck occurs when the Highway is open, but winter travel by snowmobile should also be considered in planning.

A survey conducted by Cultural Services Branch, Tourism and Culture, Government of Yukon in February and March, 2018 asked residents to identify their interest on interpretive topics for the Top of the World Highway. Priorities included (in order of highest priority to lowest): Historic Context: Environment: Cultural Heritage: and, Economic Activity.

6 Development and Interpretive Management Approach

This section provides recommendations for site development on the Highway, interpretive media, and the framework for interpretive content.

6.1 Site by Site Development



Photo 9 - Having lunch at KM 51.75 during the June 2018 Fieldwork

The Top of the World Interpretive Plan will be developed in phases, and in collaboration and consultation with Highways and Public Works. Any work or construction in the Highway right-of-way requires permits, and new pull-offs or signs require approval from Highways and Public Works.

The identification of pull-out locations for the Interpretive Plan has been informed by the standards and criteria outlined in the *Interpretive Signage Strategy* (1995, revised 2005).

Given the number of existing pull-out areas along the Highway, the Interpretive Plan recommends using these existing areas (existing serviced rest areas, existing and inactive quarry sites access points, road intersections, and informal pull-offs used by travellers). There is one exception to this selection of locations at KM 56 (Castle Rock), where the Interpretive Plan proposes to widen the Highway shoulder to accommodate vehicles stopping for a photo opportunity, an activity that is taking place on the current shoulder, thereby creating a potential Highway hazard. Development that uses the existing pull-off areas would be financially and environmentally advantageous over developing new sites.

The proposed interpretive infrastructure development includes recommendations at the selected pull-off locations to: enhance existing serviced rest areas, develop new services rest areas with interpretation, grade parking areas at unserviced locations for interpretation, or enhance the entry/exit points at several pull-offs points. The Plan also decommissions the existing service rest area at KM 87, and removes out dated or broken signage at KM 51.75 and KM 103.

- Land tenure/ownership of the proposed locations, or the width of the existing right of way must be determined and permitted prior to development at any location.
- The recommended location designs consider the size of vehicles (motorcycles up to large RVs) and the numbers of vehicles that could be accommodated at a pull-off area at any one time.

6.2 Infrastructure Category Levels

Category A: Full Service Interpretive Pull-Out



Full service interpretive pull-out, with outhouses (minimum 2); garbage receptacles (minimum 1 double bear proof containers); picnic tables (recommend 1-2); interpretive signage.

Category B: Interpretive Special Place



Interpretive signage to represent one or more themes related to the special place along the Highway; garbage receptacle (recommend 1 double bear proof container); picnic tables (minimum 1).

Category C: Interpretive POI (Point of Interest)



POI sign to indicate location for online or print material (booklet, app) interpretation of a specific topic.

Category D: Highway Information



Highway Information signage provides travellers with border crossing times and time zones, ferry information, and other information required for trip planning.

The interpretive locations by kilometer marker and category are identified on the following map and described in table form.

6.3 Top of the World Highway Interpretive Locations



Figure 3 – Top of the World Highway Interpretive Locations

Detailed site drawings for locations are found in *Appendix A*.

- Three **Category A** Interpretive Rest Area pull-offs, including:
 - o Enhancing the existing rest area at KM 14.5
 - o Developing two new rest areas at KM 60 and KM 105
- Three **Category B** Special Place pull-offs, providing:
 - o Interpretive and rest area infrastructure at KM 51.75 and KM 87.5
 - o Yukon River Campground (YC) – this site will include only signage infrastructure
- Ten **Category C** Points of Interest (POI) to be interpreted through media:
 - o Marked POI signage at pull-off locations but no infrastructure
- One **Category D** Highway Information sign presented at:
 - o Dawson Ferry Loading Zone

Table 2 - Top of the World Highway Interpretive Locations

KM	DESCRIPTION	CATEGORY
0	Tourism Orientated Directional Signage (TODs) + Informational & Safety Signage (as orientation and warning signage) at the Ferry Crossing Loading Zone on the Dawson side of the Yukon River	D
Yukon River Campground (YC)	Signage in the campground – Purpose: to provide Highway information for travelers and interpretive messages about the Top of the World Highway	B
14.5	False Front Building/Sixty Mile Herd – Purpose: Interpretive Rest Area - Enhancement to existing interpretive infrastructure with new ToW interpretive signage inside the structure and the addition of a picnic area	A
30 & 35	Fresno Creek Side Road – Point of Interest - POI signage would be at the Highway/side road intersections at KM 30 and KM 35	C
32	Highway History – Point of Interest	C
39	Scenic Pull-Out - Point of Interest	C
51.75	Small Basalt Rock outcrop pull-off (existing) – Purpose: Special Place with opportunity to views a Basalt Mounds (Little Castle Rock). - Addition of a picnic area and interpretive signage, and Develop interpretive signage kiosk	B
56	Castle Rock – Point of Interest - Potential for future interpretive walking trail to Castle Rock may be considered (<i>trail development is outside the scope of the Interpretive Plan. Planning would require consultation with TH, and collaboration of TH and YG for design and interpretive approach</i>)	C
60	Clinton Creek Road – Purpose: Interpretive Rest Area - New outhouses, ToW interpretive signage and picnic area	A
64.5	Swede Dome - Point of Interest	C
87	Road House - Point of Interest	C
87.5	Sixty Mile Road – Purpose Special Place - New interpretive signage and picnic area	B
94	Baldy Mountain/Mount Nolan Scenic Views - Point of Interest	C
98	Geological Features - Point of Interest	C
103	Little Gold Creek Scenic View - Point of Interest	C
105	Top of the World 360 – Purpose: Interpretive Rest Area - New outhouses, interpretive signage, and picnic area - Develop a 360-monument for Top of the World photo opportunity within the parking lot island	A

6.4 Interpretive Content Framework

The following framework presents the interpretive content that can be developed for each location on the Highway. The framework identifies: the location by KM marker; the category of each interpretive location to indicate if information is presented on signage or through print/digital media; and the main 'Storyline' and supporting 'Evidence' for interpretive content at each location.

Table 3 - Interpretive Content Framework (KM 0 to KM 39)

KM	Cat.	View	Storyline	Evidence
0	D		- Information for ToW Highway travellers	- Alaska border crossing information - Yukon and Alaska time zone differences
Yukon River Campground (YC)	B		- Information for ToW Highway travellers - Yukon River, the vital link in summer and winter	- The story of the river (from 15 miles from BC coast flowing north-east, then west to Bering Sea) - TH fish camps, - Moosehide slide and navigation - The settlements of Tr'ochëk, Moosehide and Dawson - Alaska border crossing information - Yukon and Alaska time zone differences - Highway map
14.5	A	South	- Welcome to the TH traditional territory - Information for ToW Highway travellers	- History of the TH - Map of extent of TH lands - Ongoing traditional practices, hunting and harvesting - Traditional stewardship of the caribou herd - Alaska border crossing information - Yukon and Alaska time zone differences - Highway map
30	C	South	- Natural landscape scenic view	- Unglaciated landscape - Forest ecology as habitat
32	C	North	- Old Highway	- Highway history - evolution from TH trail to wagon route to improved road - Changes of road alignment over time
35	C	South	- Fresno Creek Side Road	- Valley ecosystem - headwater of a creek, riparian vegetation, wildlife habitat
39	C	North	- Panoramic scenic views	- Tombstone Mountains – distant view - Expansive views of active weather, clouds in valleys, approaching rain storms, changing seasons

KM	Cat.	View	Storyline	Evidence
51.75	B	South	<ul style="list-style-type: none"> - Basalt rock outcropping ('Little' Castle Rock) - Ecology: Transition zone changing from dense forest to sparse vegetation cover 	<ul style="list-style-type: none"> - Underlying geology and glaciation - Scenic views to the south - Vegetation: Black spruce are indicators of permafrost; willow/birch shrub habitat; alpine meadows
56	C	North	<ul style="list-style-type: none"> - Castle Rock 	<ul style="list-style-type: none"> - TH stories associated with the formation - TH Navigation using landform
60	A	North	<ul style="list-style-type: none"> - The Dynamics of the Highway Landscape - Clinton Creek Road - Forty Mile Historic Site 	<ul style="list-style-type: none"> - Visible evidence of forest fires and regeneration - forest fire activity encourages regeneration providing excellent harvesting opportunities - TH use of the land - berry harvesting practices, a family outing with women and children picking and men keeping watch for wildlife - TH berry collecting protocol - never harvest the entire area; leave berries for wildlife and next season; thank mother earth for sharing her bounty prior to picking - Seasonal cycle of vegetation - begins in June and ends in Sept. or October; wild onions, wild rhubarb, followed by raspberries, strawberries, red and black currants, blueberries, low and high bush cranberry - Clinton Creek/Forty Mile Access - Information regarding restrictions to vehicle travel on the road and restricted access sites - Forty Mile - The role of the Yukon River providing historic access to the Forty Mile town site supplanted by the ToW - Resource development in the area
64.5	C	South	<ul style="list-style-type: none"> - Swede Dome 	<ul style="list-style-type: none"> - Named peaks - giving Indigenous and non-Indigenous cultural meaning through place naming
87	C	North	<ul style="list-style-type: none"> - Road House ruin 	<ul style="list-style-type: none"> - Evidence of a building type once common on roads in Yukon when horse-drawn wagon travel required regular rest stops - Architectural features of log construction, evidence of interior stove for heat -

KM	Cat.	View	Storyline	Evidence
87.5	B	South	<ul style="list-style-type: none"> - Sixty Mile Road - Historic access to placer mining 	<ul style="list-style-type: none"> - 19th century placer mining claims continue - Intergenerational continuity in claims ownership - Mining practices and reclamation regulations – changing practices over time - The evolution of the ToW from trail to wagon road to improved Highway - Road construction to support mining - extension of ToW led to increased economic activity through placer mining and tourism
94	C	North	<ul style="list-style-type: none"> - Baldy Mountain/Mount Nolan scenic views 	<ul style="list-style-type: none"> - Changing vegetation due to higher elevations - An area of caribou migration routes - Caribou lichen - slow growing, returns after a forest fire or in open areas, and is a necessary food source for caribou
98	C	South	<ul style="list-style-type: none"> - High elevation of geological feature 	<ul style="list-style-type: none"> - Sub-arctic tundra landscape - Scenic view to north of distant mountain ranges in Alaska and Yukon
103	C	North	<ul style="list-style-type: none"> - Little Gold Creek scenic view 	<ul style="list-style-type: none"> - Views to the southeast into the valley system connecting to the Yukon River - Hydrology of the region
105	A	South	<ul style="list-style-type: none"> - Top of the World 360-degree view - Welcome to the TH traditional territory - Information for ToW Highway travellers 	<ul style="list-style-type: none"> - History of the TH - the safekeeping of the TH songs by the Alaska TH during the disruption of traditional practices by Klondike Gold Rush and the return of the songs in modern times; the impact on the TH when the international border was established separating TH in Alaska from TH in Yukon - Map of extent of TH lands - Ongoing traditional practices, hunting and harvesting - Traditional stewardship of the land - protocol for walking on the land is to not disturb sensitive resources - Alaska border crossing information - view of Alaska/Yukon border crossing - Yukon and Alaska time zone differences - Highway map - The natural environment of the ToW travelling from sub-arctic condition through a transition to the dense spruce forest of the Yukon River valley at Dawson

6.5 Interpretive Media Content Framework

Each of the interpretive storylines identified by location can be communicated through the recommended print and digital media. Point of Interest (POI- Category C) interpretive content will be told exclusively through the print and digital media formats. These locations will be looked up by travellers based on the KM marker number identified on the POI sign to find the corresponding interpretive content in either the brochure/booklet or Highway app.

These formats offer an opportunity to provide expanded content on the “Storylines and Evidence” associated with each KM location, or present additional themes that hold interpretive potential but have not been linked to a KM location along the Highway. Themes identified in the research as potential topics that are not identified at the specific KM marker locations include (but are not limited to): archaeology, sacred places or places associated with legends, self-government, special events (such as the gathering at Moosehide), and the history of sternwheelers on the Yukon River.

6.6 Highway Information and Key Messages



Photo 10 - RV's beginning the drive over the Top of the World Highway (Photo: NVision)

In addition to the interpretive storylines to be shared about the Highway, the Interpretive Plan recommends that key messages be written to ensure consistent and accurate Highway information is provided to travellers.

Interpretive signage locations and interpretive media (print and digital) should provide information about issues of importance to the travelling audience, specifically:

- Road conditions
- Weather events that impact travel
- Safety messages and emergency contacts
- Limited availability of communications
- No service stations for fuel or vehicle repair along the Highway
- No access to potable water sources
- Ferry information
- Border crossing operations and closure
- Identification of Tr'ondëk Hwëch'in First Nation lands located adjacent to the Highway, and information to seek traveller respect for these lands
- Prohibited access at sites such as Clinton Creek Mine and privately-operated placer mining sites
- Information on Forty Mile Historic Site (which is co-owned and co-managed by Government of Yukon and Tr'ondëk Hwëch'in First Nation) including road conditions along the Clinton Creek Road. Four-wheel drive vehicles are recommended. RVs should be discouraged from using the Clinton Creek Road.

As required, the management communications may also consider regulatory messages that are related to the behaviours and actions of Highway travellers, for example:

- To discourage stopping and walking on the Highway, and to increase awareness that the Highway has several blind corners, blind hill crests, and fast-moving vehicles;
- To encourage minimal impact travel;
- Should camping and overnight parking on the Highway become a concern, regulatory information should be posted that reiterates that camping along the Highway is not encouraged.

7 Management Approach

This section provides recommendations for management of interpretive development within the Highway corridor under the headings of environment, site development, and maintenance.

7.1 Environment

Environmental management considerations are important in the Interpretive Plan given that the Top of the World Highway is a seasonal, remote road that experiences weather extremes and includes areas of topographic limitations that would be unsuitable to develop for interpretation.

Environmental management should consider:

- **Location** of interpretive pull-outs and points of interest along the Highway were selected for high interpretive potential and the physical landscape at these locations. Interpretive locations avoid areas along the Highway with narrow road and shoulder space, extreme drop offs, blind corners, and blind hill crests. Where the location is near a curve/turn in the Highway, the Interpretive Plan recommends adding signage on the Highway in both directions to mark and warn travellers of the upcoming pull-off location.
- **Feasibility** of construction was considered in the selection of locations. Existing pull-offs were identified as the preferred locations for development in the Interpretive Plan. Areas with extreme slope or potential for high snow pack volume were excluded as locations. The recommended locations were selected to minimize the cost of engineering pull-out locations. Long-term maintenance was considered in the selection of locations. Minimizing the impacts of snow pack build up damage, run-off damage during melt, and cost of clearing snow to open interpretive locations in the spring, were factors in the selection process.
- **Monitoring** of the interpretive locations along the Highway will be required. Unanticipated events as a result of climate and environmental factors such as future land slumping of sloped areas which may occur given the terrain that the Highway passes through.
- **Durability of materials** recommended for interpretive signage and infrastructure considers the extreme temperature fluctuations and exposure to UV. Interpretive panels should be resistant to environmental factors and have a rating suitable for arctic climates. Posts, outhouses, garbage bins and picnic facilities should be constructed of materials known to withstand the climate.
- **Highway conditions, safety and emergency response information** will notify Highway user groups of the potential for the climate to change quickly, and the impact on driving conditions, noting the potential to experience fog, high wind, rain, freezing rain, ice, and snow. Due to the remote location, emergency response and response times may be impacted by environmental conditions.
- **Sensitivity of the environment** to disturbance will be a factor in selecting interpretive locations. Minimal impact travel messages could ask travellers to avoid

walking in environments that could be damaged by the creation of hiking or off-road vehicle trails (e.g. loss of vegetation cover; increase in ground erosion).

7.2 Site Development

The locations for pull-offs recommended in the Interpretive Plan for the Top of the World Highway each require site development. Although all locations are existing pull-offs, each site will require development to add interpretive and service infrastructure. Grading the access points and parking areas is identified if it is a location requirement in the first year of development, otherwise all access points and parking areas will require grading at 2-3 year intervals. Brush out of vegetation is identified where views and sightlines should not be obstructed. Brush out should occur in the first year of development, and then in 2-3 year intervals, as required.

Detailed site drawings for the development of each location can be found in *Appendix A*. The following table describes the site development requirements at each location.

Table 4 - Site Development

KM	DESCRIPTION	CATEGORY
0	<p>Tourism Orientated Directional Signage (TODs) + Informational & Safety Signage (as orientation and warning signage) at the Ferry Crossing Loading Zone on the Dawson side of the Yukon River.</p> <ul style="list-style-type: none"> - Collaboration required between Highways and Public Works and Tourism and Culture - Location to be determined - Select a location visible from the ferry loading zone but where the sign will not interfere with the ferry loading operations 	D
Yukon River Campground (YC)	<p>Information sign in the campground to provide Highway Information for travelers beginning the Top of the World Highway</p> <ul style="list-style-type: none"> - Signage location to be integrated with existing campground signage infrastructure - NOTE: unlike other Category B sites, the Yukon Campground site will only include signage for interpretive and informational communications. 	B

KM	DESCRIPTION	CATEGORY
14.5	<p>False Front Structure/Sixty Mile Herd – Rest Area</p> <ul style="list-style-type: none"> - Renovations required to the existing “False Front” interpretive structure owned by the Klondike Chamber of Commerce. It is recommended that the False Front structure be renovated to increase visibility with openings facing the Highway, to make it evident that interpretive panels are located inside the building - It is recommended that interpretive signage inside the structure be replaced. Culture and Heritage may seek space for ToW signage (interpretive and informational) inside the structure - Outhouse Zone to include minimum 2 outhouses - Development of a picnic area in the parking island - Brush out of vegetation needs to be maintained around the picnic area, False Front Structure, and the Forty Mile Caribou Lookout (in collaboration with the Department of Environment) - No changes are required to the existing access or parking area 	A
30 & 35	<p>Fresno Creek Side Road – Point of Interest</p> <ul style="list-style-type: none"> - Existing side road loop accessed at KM 30 and KM 35 to be marked with POI signage at the Highway/access road intersections - Fresno Creek Side Road conditions should be noted – may not be suitable for all vehicles types when road grading is required 	C
32	<p>Highway History – Point of Interest</p> <ul style="list-style-type: none"> - Add signage on highway in both directions to inform travellers of the upcoming POI pull-off 	C
39	<p>Scenic Pull-Out - Point of Interest</p> <ul style="list-style-type: none"> - Existing pull-out requires gravel infill to improve entry and exit, point grading to the highway in first year of development - Add signage on highway in both directions to inform travellers of the upcoming POI pull-off - Brush out needs to be maintained to maximize the best viewscales 	C

KM	DESCRIPTION	CATEGORY
51.75	<p>Small Basalt Rock outcrop pull-off (existing) – Special Place</p> <ul style="list-style-type: none"> - Develop interpretive signage area, picnic area and garbage receptacle - Add signage on Highway in both directions to inform travellers of the upcoming POI pull-off (particularly important as the site is located on a curve) - Remove the existing broken sign post - Existing pull-out requires gravel infill to improve entry and exit point grading to the Highway in first year of development - Regrade the existing entry traffic loop and parking area in first year of development - Brush out entrance and exit to maintain sightlines of the Highway 	B
56	<p>Castle Rock – Point of Interest</p> <ul style="list-style-type: none"> - To address travellers' inclination for stopping on the Highway to take in the view of this geological feature (Castle Rock) it is recommended to widen the shoulders on both the east and west bound lanes to allow for safe pull-off at approximately KM 56.5 - Add signage on Highway in both directions to inform travellers of the upcoming POI pull-off - West bound pull-out is recommended to be longer to accommodate additional vehicles (<i>recommendation is based on higher westerly direction traffic flow pattern</i>) - Future interpretive walking trail to Castle Rock may be considered (<i>recommendation for trail is outside the scope of the Highway Interpretive Plan. Planning would require consultation with TH, and collaboration of TH and YG for design and interpretive approach</i>) 	C
60	<p>Clinton Creek Road – Rest Area</p> <ul style="list-style-type: none"> - Develop interpretive signage area, picnic area and outhouses - Widen the existing parking area to accommodate facilities - Add boulders to delineate the parking area from the traveller services area - Add signage on Highway in both directions to inform travellers of the upcoming POI pull-off (particularly important as the site is located near a curve) - Brush maintenance to maximize viewsapes in all directions 	A
64.5	<p>Swede Dome - Point of Interest</p> <ul style="list-style-type: none"> - Use existing pull-off area at the gravel pit - Add signage on Highway in both directions to inform travellers of the upcoming POI pull-off (particularly important as the site is located on a curve) 	C

KM	DESCRIPTION	CATEGORY
87	Road House - Point of Interest <ul style="list-style-type: none"> - Remove existing outhouse infrastructure and garbage bin - Stabilize the Road House log structure - Brush out the area around the Road House and the areas to maximize viewsapes - Add signage on Highway in both directions to inform travellers of the upcoming POI pull-off 	C
87.5	Sixty Mile Road – Special Place <ul style="list-style-type: none"> - Develop a wide pull-off area at the intersection to include a parking lot accommodating up to three vehicles - Develop an interpretive and picnic zone - Add signage on Highway in both directions to inform travellers of the upcoming POI pull-off (particularly important as the site is located on a curve) - Brush out entrance and exit to maintain sightlines of the Highway 	B
94	Baldy Mountain/Mount Nolan Scenic Views - Point of Interest <ul style="list-style-type: none"> - Regrade the pull-out area where the old/new Highway intersect in the first year of development - Add signage on Highway in both directions to inform travellers of the upcoming POI pull-off 	C
98	Geological Features - Point of Interest <ul style="list-style-type: none"> - Improve the entry and exit point grading to the Highway in first year of development - Add signage on Highway in both directions to inform travellers of the upcoming POI pull-off 	C
103	Little Gold Creek Scenic View - Point of Interest <ul style="list-style-type: none"> - Remove the existing signage and garbage bin - Add signage on Highway in both directions to inform travellers of the upcoming POI pull-off (particularly important as the site is located on a curve) - Brush maintenance to maximize viewsapes in all directions. 	C
105	Top of the World 360 – Rest Area <ul style="list-style-type: none"> - Develop interpretive signage area, picnic area and outhouses - Develop a 360-interpretive signage and photo opportunity area within the island of land between the Highway and pull-out - Add signage on Highway in both directions to inform travellers of the upcoming POI pull-off (particularly important as the site is located on a curve) 	A

7.2.1 Removal of Existing Infrastructure

The Interpretive Plan recommends the removal of the following existing infrastructure:

- KM 87: remove the existing outhouses (2) and garbage receptacle. This rest area is to be decommissioned when the new interpretive rest areas (Category A) have been developed at KM 60 and KM 105.
- KM 103: remove the existing ToW Highway sign and garbage bin. This interpretive stop is to be re-classified as a Point of Interest (Category C) with only a POI sign post when the new interpretive rest area (Category A) has been developed at KM 105.

7.3 Maintenance Schedule



Photo 11 - Existing Pull-Out at KM 60 to be developed as a Category A Interpretive Rest Area (Photo: NVision)

Management of the interpretive locations along the Highway will consider the annual operational requirements. Maintenance of the interpretive locations (infrastructure and site) is a shared responsibility within Government (Culture and Heritage, Highways and Public Works, Environment) and with contractors, who are hired seasonally by the Yukon Government Department of Tourism and Culture. Collaboration on maintenance will continue to be the model for maintenance as the Interpretive Plan is implemented. The following schedule for maintenance activities is presented for each interpretive location.

Table 5: Maintenance Schedule by Location

Location Category	A	A	A	B	B	B	C	C	C	C	C	C	C	C	C	C	C	D	Lead Responsibility
KM	14.5	60	105	YC	51.75	87.5	30	32	35	39	56	64.5	87	94	98	103	0		
Weekly tasks (while Highway is open)																			
Clean outhouses (2-3 times weekly)	√	√	√																Contractor
Restock outhouse toiletries (2-3 times weekly)	√	√	√																Contractor
Empty Garbage Containers (2-3 times weekly)	√	√	√		√	√													Contractor
Pick up litter (2-3 times weekly)	√	√	√		√	√													Contractor
Visual site inspection and reporting of issues	√	√	√		√	√													Contractor
Monthly Tasks (while Highway is open)																			
Inspect and repair facilities for graffiti, vandalism and damage	√*	√	√		√	√													Highways and Public Works
Visual site inspection and reporting of issues							√	√	√	√	√	√	√	√	√	√	√	√	Contractor
Clean picnic facilities	√	√	√		√	√													Contractor
Complete monthly maintenance report	√	√	√		√	√													Contractor
Annually (scheduled time may vary)																			
Inspect all locations	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	Culture and Heritage
Inspect all Highway kilometer markers and POI and Pull-Out signage on the Highway	√	√	√		√	√	√	√	√	√	√	√	√	√	√	√	√	√	Highways and Public Works
Regrade pull-out entry/exit and parking area as required	√	√	√		√	√	√	√	√	√	√	√	√	√	√	√	√	√	Highways and Public Works
Spring Annually (when Highway is opened)																			
Outhouses – pump out holding tank	√	√	√																Contractor
Clean all infrastructure including signage	√*	√	√	√	√	√													Contractor
Paint/stain facilities as required	√*	√	√		√	√													Contractor
Fall Annually (when Highway is to be closed)																			
Outhouses – pump out holding tank	√	√	√																Contractor
Remove outhouse toiletries	√	√	√																Contractor
Secure all outhouses for winter closure	√	√	√																Contractor
Two-Three Year Tasks (or as required)																			
Brush out interpretive areas, picnic zones, viewsapes, and entry/exit points as required (see location maps for brush out zones)	√*	√			√	√				√				√				√	Highways and Public Works – or contracted as required
Ten Year Cycle (or as required)																			
Replace outhouse holding tanks (fibreglass holding tanks typical lifecycle is 10 years)	√	√	√																Tourism and Culture

(*) KM 14.5 includes infrastructure owned by the Klondike Chamber of Commerce (False Front structure) and Environment (Government of Yukon). The indicated maintenance tasks require collaboration with these partners.

8 Visual Identity

Visual identity concepts have been prepared based on the proposed options for the interpretive approach. The brand includes the Yukon name with a sun burst graphic, and an Aurora brand with established colours.

8.1 Graphic Design

This section provides guidelines for the planning and layout of communication elements to be used during the implementation of the Interpretive Plan.

The graphic design guidelines for the Top of the World Highway seek to present information in a consistent format that enhances the experience of travellers using images, words, or graphics. The guidelines for the graphic design identified standards that will provide continuity between the various communication elements (signage, print and digital media), but also present options and flexibility so that the design elements can be tailored to specific needs that will be identified during the design process or in the future, should new communication elements be required.

This section addresses the Top of the World Highway brand, colour palette, application of design for the Storyline and Evidence interpretive approach, themed icons, and the application of the Government of Yukon brand standards.

8.1.1 Top of the World Brand

The “Top of the World” is an inspiring name for a Highway - it grabs the attention and may inspire people to seek out an experience travelling the Highway.

A logo for the Highway can be used as the foundation of forming the image of this unique Highway brand and provide a visual element for the Highway’s inspiring name.

Through a logo, the branding of the Highway will be used as the primary means of identification on all interpretive materials. It may also be used in other ways as an important promotional tool that sets the Top of the World Highway experience apart from other regional attractions.

Options for the Top of the World Brand Logo

The Steering Committee for the Top of the World Highway project is reviewing three options for the brand logo. The options are presented in *Appendix B* of this document.

Branding options have considered black and white and colour variations; placement of the “Top of the World” name stamp; graphic design elements; and the possible integration of a “tag line”.

Upon the Steering Committee selection of a preferred brand option, this section will be revised to include the brand and graphic design considerations.

A Top of the World Highway “tagline” may be considered as a short catchphrase to reinforce the brand and market interest in the Highway. Tag lines should be designed to be catchy and distinguish the Highway from the tag lines or slogans used by other companies or locations in the region.

Examples of taglines for the Top of the World Highway are:

- *Explore our heights*
- *Ride the ridge*
- *Our land above the clouds*
- *From river to sky*
- *Rustic and real*
- *Scenery and serenity*

The Government of Yukon may wish to solicit tag lines through a public competition, as a marketing activity for the Highway.

8.1.2 Top of the World Colour Palette

The following colour palettes were developed to accommodate a range of interpretive options. Palettes One and Two can be applied to tell messages and/or stories on interpretive subjects on panels for the Top of the World Highway. While the ‘Information’ colour palette can be used for signage that communicates general information about the Highway (e.g. border hours, services available on the Highway, etc.).



Figure 4 - Top of the World colour palette options

Saturation levels can be adjusted for all or some elements in each palette as required in the design process. The design approach for adults and for children’s interpretive materials would use the same colours, however the colour palette would vary in saturation levels, with children’s interpretive content presented with higher saturation colour backgrounds and accents.

8.1.3 Storytelling and Evidence

The ‘Storytelling and Evidence’ option presents a unified design for all sign elements. This concept would repeat the preferred logo and branding on all signs. The colour palette would be used to distinguish interpretive signs from informational/regulatory signs, but at each location all the signage elements should be designed for a complimentary colour palette to achieve unity among the various interpretive elements.

Variation in the sign elements would be achieved through the graphic design, to illustrate the hierarchical flow of information, starting with the main storyline and then proceeding to the

evidence-based information in order of ranked priority. The messages would be supported by a range of graphic elements including contemporary and archival photos; maps; or illustrations. For visual interest, it is recommended that the signs layer graphic elements, vary the scale, and apply colour palette accents.



Figure 5 – Example application of an interpretive colour palette on a horizontal panel using variations on graphic design elements to enhance the storyline.

8.1.4 Themed Icons

The interpretive media may include a visual clue through a story-specific symbol and colour palette that repeats each time the interpretive story appears. This approach would be carried through from signage to the other media developed for the Highway (web, print, etc.).

Examples of themed icons for interpretive stories are:

- Birch and spruce trees to symbolize the enduring significance of nature in the TH culture.
- Water, Land and Sky to represent the enduring landscape.
- Snow shoe to represent traditional technology and an important tool of survival.
- “i” is the universal symbol for information.

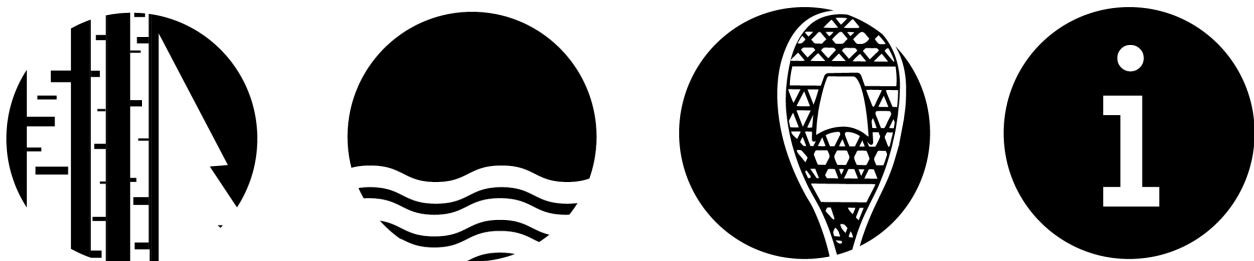


Figure 6 – Four proposed icons that can be used to represent the three proposed themes on interpretive panels.

Additional themed icons can be prepared by graphic designers for storylines that are repeated at multiple locations along the Highway; as section/chapter headings in print materials, or as navigation icon buttons on digital applications and online tools such as a website.

8.2 Government of Yukon: Brand Standards

In 2018, the Government of Yukon developed a unified brand as the visual identity and graphic standard for the Territory⁸. The purpose of the brand standards is to identify government services, programs, departments and facilities through a unified visual identity. The brand standards document addresses the following key elements: fonts, colour palettes, photography guidelines, tone of voice, supporting graphics, and emblems. The objectives of the brand standards is to ensure elements work together and consistently.

The brand standards document must be applied during the graphic design of elements for the Top of the World Highway Interpretive Plan. It will be the responsibility of Government staff and graphic designers to apply the brand standards identified in the document.

The Top of the World Interpretive Plan communication elements will incorporate the following brand requirements.

8.2.1 Government of Yukon Logo

The Government of Yukon logo is to appear on the interpretive elements. The logo consists of two elements: the Yukon wordmark, and the icon of the sun bursting out from behind a mountain peak. The brand standards document includes the acceptable variations of the Yukon logo that can be considered during the design process for the Top of the World interpretive elements. When the Government of Yukon's logo appears with partnership logos, such as the Tr'ondëk Hwëch'in logo, the standards state that the Government of Yukon's logo must be first, and guidelines are provided for both colour and black & white logo applications.



Figure 7 - Yukon Logo

8.2.2 Typography

The brand standards include the use of three primary fonts to be applied in all design applications for print and digital materials:

- Montserrat in headers, large display text, highlighting and callouts
- Nunito Sans for body copy, tables and side bars
- Aleo for use in smaller titles, highlighting, and secondary body copy

⁸ Government of Yukon. *Government of Yukon Brand Standards*. Edition 2.1/2018.

8.2.3 Aurora Brand

The 'Aurora' brand is identified in the standards as having a lead role in Government of Yukon (YG) external communications. The logo for the brand is presented as a standardized image (below).



Figure 8 – Example of the Aurora Brand

The standards allow the Aurora brand element to be adapted into various graphic iterations (see examples provided by YG below). These variations may be selected during the graphic design process for the Top of the World Interpretive Plan should the interpretive storyline to be presented be associated with one of these existing iterations.

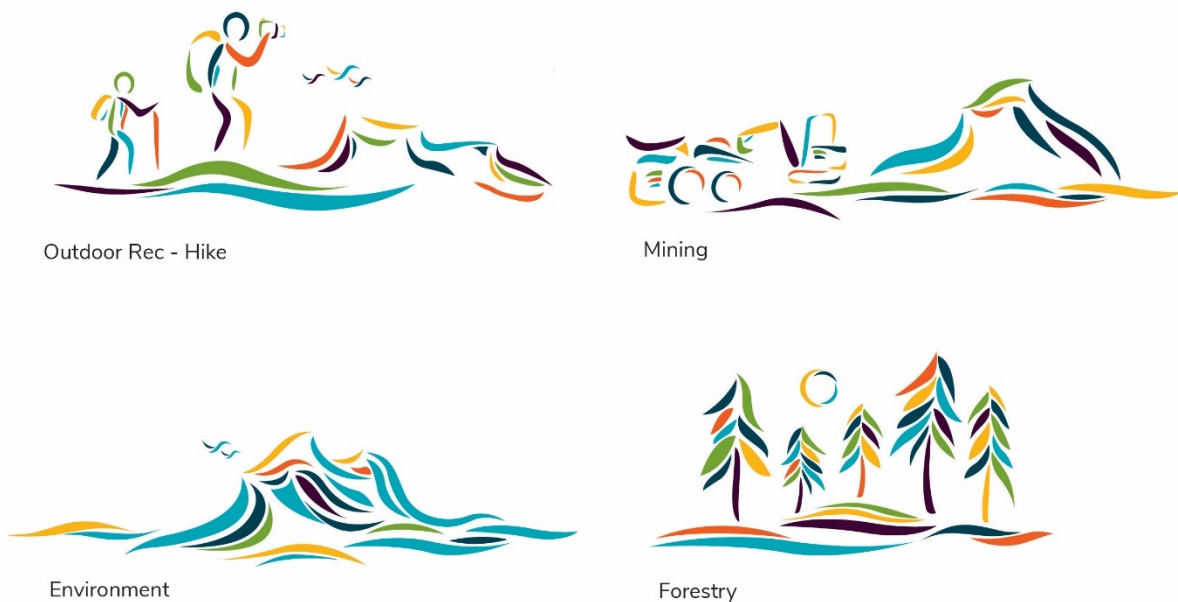


Figure 9 – Examples of the Yukon branding standard used to illustrate different themes

Additional iterations could be designed specifically for the Top of the World interpretive media. The following examples display the adaptation of the Aurora brand to illustrate branding for the interpretive approach identified for the Highway.



Figure 10 – Examples of adapting the Yukon Aurora branding standard to illustrate these associated with the Highway, such as natural resource storylines (leaves) or the landscape (distant hills and ridgelines)

Designers will identify the appropriate imagery to apply the Aurora brand based on the final interpretive content under the interpretive approach at each location.

8.3 Highway Signage

Interpretive panels and orientation signage along the Highway corridor will be a primary communication element of the Interpretive Plan. In keeping with the guidelines in *The Interpretive Signage Strategy* (1995, revised 2005), this section describes the sign elements and design recommended in the Interpretive Plan.

Options are presented as a menu or guide when graphic designers implement the text and graphics for interpretive content. The plans for each interpretive location (Appendix A) identify conceptual designs for each interpretive location by category. Designers are encouraged to design for the size, orientation, and structure that meets the requirements of the interpretive content and each location.

8.3.1 Interpretive and Informational Panels

Interpretive panels will be used at Category A and B interpretive locations along the Top of the World Highway. The Interpretive Plan recommends rectangular panel shapes for signage aimed at adult audiences:

- oriented horizontally for signage mounted on posts, kiosks or cribs
- oriented vertically for wall mounted signage for the adult audience storytelling

The Plan recommends circle panels for storytelling to children audiences.

The conceptual drawings presented below explore panel shapes and options for the infrastructure scale and arrangement at interpretive locations.

Designers will identify the final quantity, shape, size, and structural supports required at each location. Final designs for interpretive infrastructure will be based on the quantity of interpretive content shared through the ‘Storyline and Evidence’ interpretive approach at each location.


Graphic design elements such as maps, graphics, photos, and “call-out boxes” can be applied to any interpretive panel. The following examples present a range of design elements for interpretive panels and infrastructure for illustration purposes.




Figure 11 – Example application of an interpretive colour palette on a horizontal panel using variations on graphic design elements to enhance the storyline.




Figure 12 – Example of informational colour palette on a horizontal panel presenting map and location specific evidence through graphic design elements.



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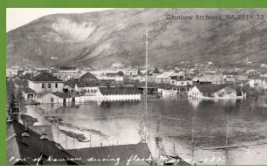
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Yukon

Figure 13 – Example of a vertical interpretive panel, recommended for wall mounted locations.



Figure 14 – Example of circle panels for storytelling to children, using variations on graphic design elements.

8.3.2 Structural Forms

It is recommended that interpretive structures be designed for the unique requirements of each location. The site plans presented in Appendix A include conceptual drawings for the signage structures at each location. These concepts are for illustration purposes only. Graphic designers will determine the final structural design based on the requirements for each location.

The conceptual drawings' structural forms present a range of options for designers. It is important that the conditions of the Top of the World Highway be considered in the design process:

- Signage may be subject to high wind conditions. Dimensions for signs and structures should not exceed the recommended maximum height and width. In locations with little or no vegetation to buffer winds, low profile sign structures and cribs are recommended.
- Signage should maximize views, not obstruct views. In locations where the interpretive storyline relates to the surrounding landscape or a view to a specific resource in the landscape, low profile sign structures and the use of horizontal dimension signs are recommended to complement the ease of viewing key interpretive features in the landscape.

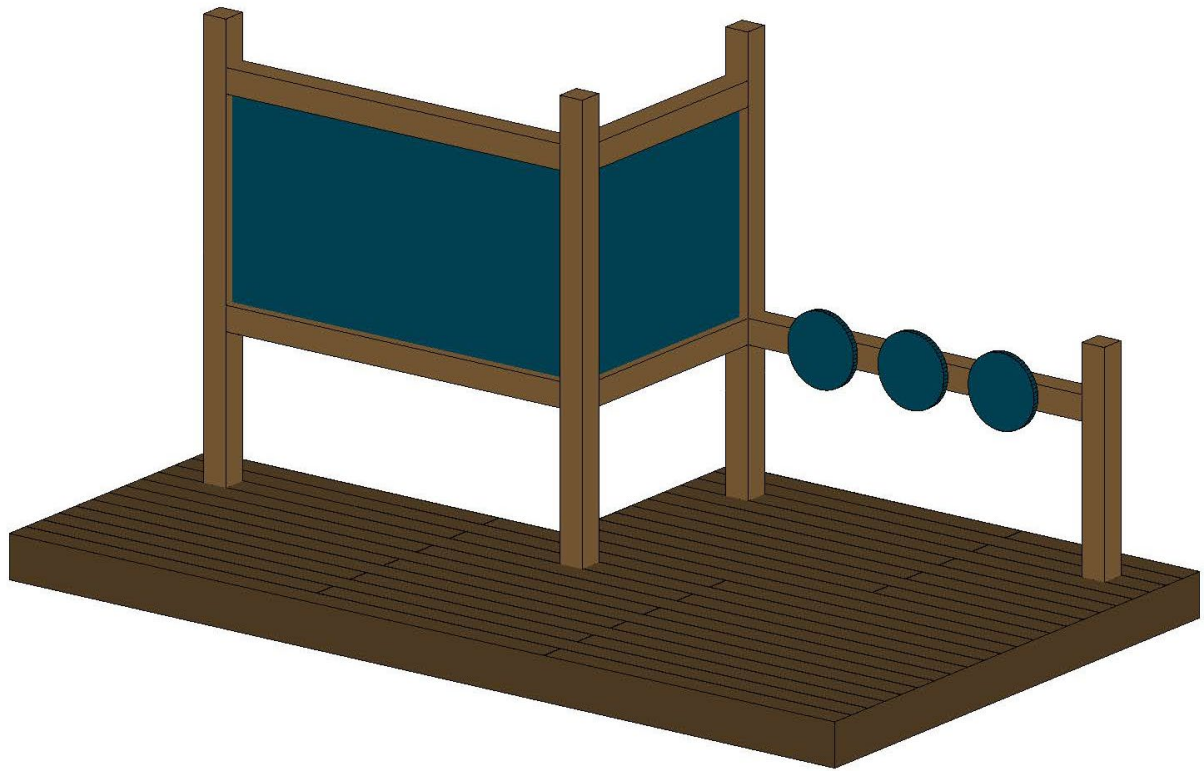


Figure 15 - Example of kiosk at an interpretive location including two full size panels and three children's panels.



Figure 16 – Example of a children's interpretive sign infrastructure element with three panels on various themes/stories to illustrate the multiple interpretive aspects of a single location.


Individual Signage Variations: An individual panel supported by posts and cross beams is suitable for locations requiring minimal text and graphic content. Where an individual sign is being used in a location with little/no protection from wind, sign posts mounted in cribs are recommended. For decking mounted posts, the design may include bracing timbers behind each upright post.

Marker Post: A horizontal sign panel presented at a 30-degree angle to the ground on either an individual post or multiple posts. Support structures would be dimensioned to present the panels at a height that is comfortable for an average height of an adult female audience member. The Canadian female's average height is 161.0 cm (5' 3.4").

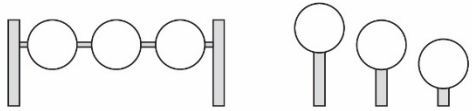
Children's Signage: a single or multiple panel structure scaled to provide interpretation to children.

Low Profile: A sign panel presented at a 30-degree angle on a ground-based crib. Low profile structures are appropriate in places with high winds and exceptional views along the Top of the World Highway.

Children Signage Variations

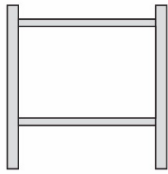


Children signage shape option

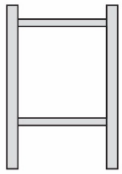


Children signage mounting options

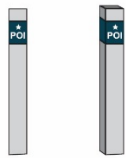
Signage Variations



*Main Site
(large)*



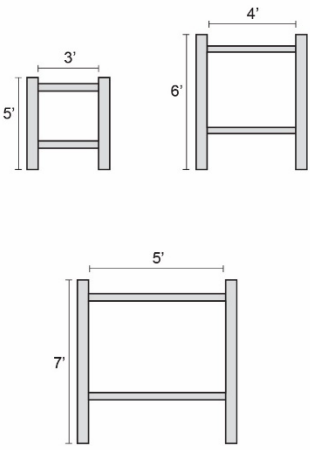
*Secondary Site
(medium)*



*Point of Interest
Marker Post*

Signage Infrastructure Dimensions

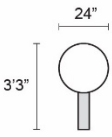
Posts are shown as 6"x6" in these examples



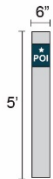
Separate Signs

Signage Infrastructure Dimensions


Posts are shown as 6"x6" in these examples



Child Sign



*Point of Interest
Post*



Low Profile Sign Variation

Kiosks: “Kiosks” means a connected arrangement of signage structures to support multiple panels. The connected kiosk structure provides improved stability and is recommended for durability in locations with the potential for high winds. Panels of varying size and shape may be integrated into a linked structure.

- **Roofed Kiosk:** if desired, a peaked roof may be incorporated into a kiosk design to provide shelter from weather, and shield panels from continuous sun exposure. Larger roofed kiosks may require additional supports to ground the structure in high wind locations.

Grounding: This refers to the way in which signage structures are secured to the ground. It is anticipated that all signage will be post mounted except for location KM 14.5 (the “False Front” structure rest area).

- At the “False Front” structure, the recommendation is that interpretive panels be wall mounted on the interior of the structure, if permission is granted from the owners of the structure.

The conceptual grounding options for the Top of the World Highway are:

- **Decking:** This refers to a wood structure to attach sign posts and provide a platform for audience members to stand upon when viewing the signage.
- **Cribs:** a ground-based crib is a wood structure with the sign posts attached to the interior void of the crib. The crib interior is then filled with gravel or rock to add weight for stability.

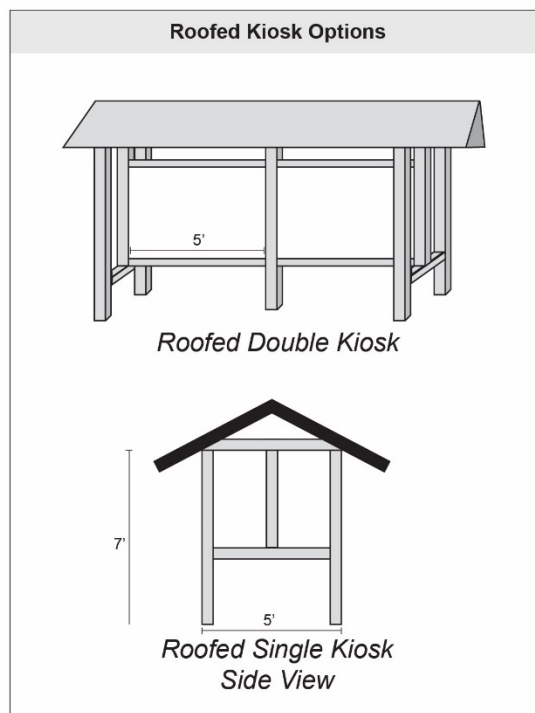
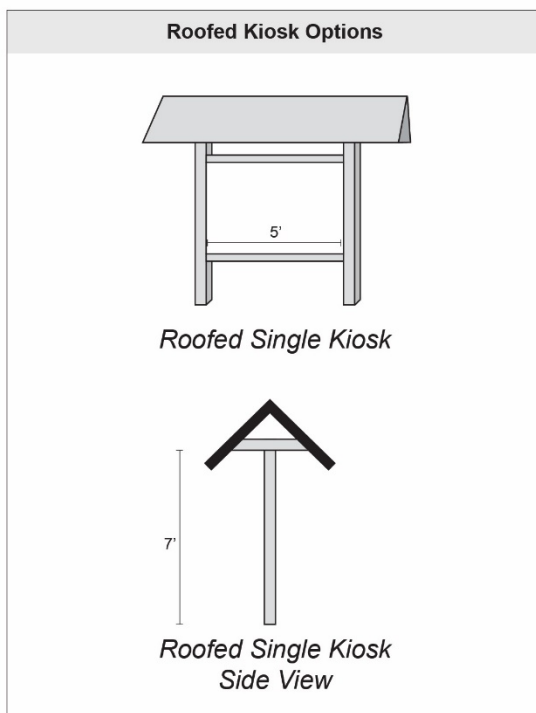
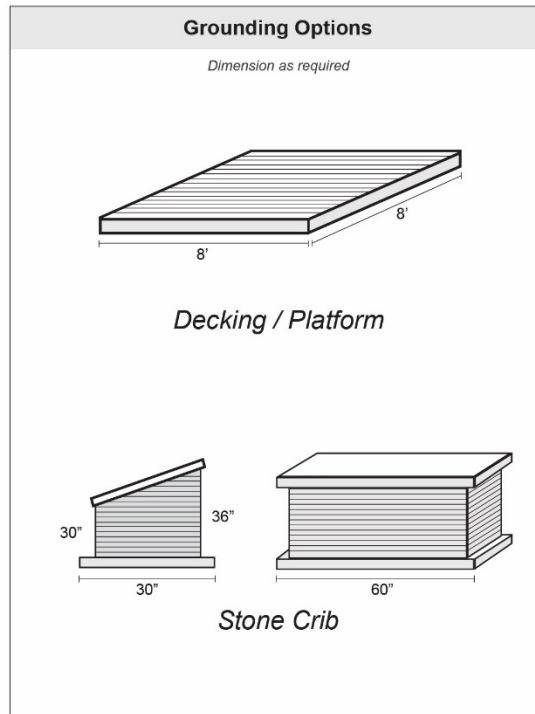
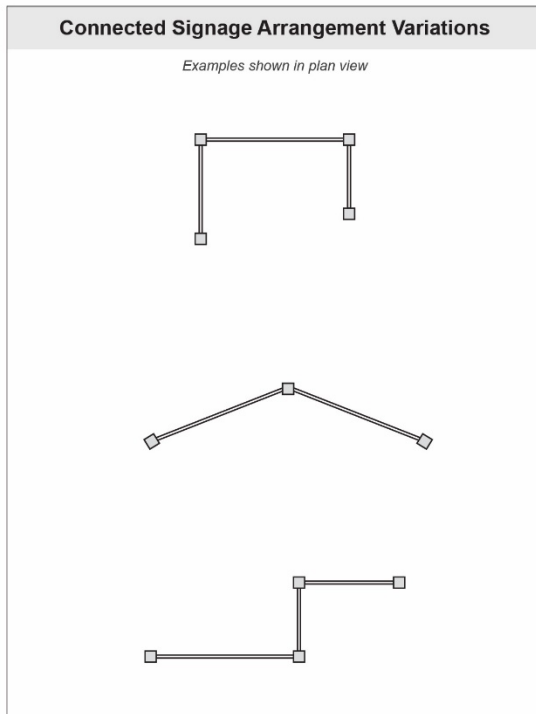




Photo 12 - Interpretive Sign examples from LaPierre House Historic Site (Photos: YG)

8.3.3 Signage Materials

The structural and panel elements recommended for the Top of the World Highway Interpretive Plan have considered the best materials for exterior signage for the conditions of the region (e.g. extreme UV exposure, temperature fluctuations, and moisture), and the availability of materials in Yukon and opportunities for manufacturing within the territory. The Plan recognizes that ongoing advancements in construction materials may present new options in the future. The best available materials should be specified at the time of contracting.

Structure Materials: Interpretive structure materials should be constructed of durable, regionally available materials whenever possible. Post structures are recommended to be constructed as wooden dove-tailed frames, in either 4x4 or 6x6 structural timber (finished surface – not rough).

Wood materials that touch the surface of the ground will require treatment to avoid rot. Options include pressure treated timber; reclaimed cedar or redwood timber; reclaimed plastic timber; or untreated timber painted with natural finishing oil or plant and mineral-based wood treatments.

Panel Materials: Two common materials are used for interpretive panels in Yukon:

- **High-pressure Laminate Panels:** this material is a resin-impregnated product fused through heat and pressure. Once fused, the panel surface is extremely hard. Laminate panels are available in a range of thicknesses (typical outdoor applications are 1/2" to 3/4") and can be cut in different shapes. Panels can be designed to integrate superimposed elements to create 3D effects. Laminate panels are resistant to: chipping, scratching, mold and bacteria, oil and grease, and can be cleaned when vandalized by graffiti. Laminate typically uses resin that is UV stabilized.
- **Aluminum Panels:** aluminum signs are typically made of painted sheets of .008" aluminum mounted on a backing core of wood or polyethylene (typical outdoor application is a 3/4" wood panel backing). Aluminum panels are weather resistant and can be cut to shape. UV protectant is applied over the painted surface. Aluminum panels are resistant to: chipping, mold and bacteria, and oil and grease. Aluminum panels can be cleaned when vandalized by graffiti, however solvents may reduce the

integrity of the UV coating and painted surface. Damage that results in scratching and chipping of the painted layer of the panels are a weakness of the product. Laminate typically uses resin that is UV stabilized.

8.4 Top of the World: High Point KM 105



Photo 13 - KM 105 area (Photo: NVision)

The Interpretive Plan recommends that KM 105 be developed as a Category A interpretive rest area with the addition of a monument to mark one of the highest points along the Highway route. As a location with a panoramic view of the surrounding landscape, KM 105 provides travellers with a photo opportunity that can be enhanced through a monument.

The KM 105 sketch plan identified the traffic island in the pull-off location as the area for this monument because the site provides flat ground and a vantage point to capture the surrounding views. A gravel path would lead to a gathering circle. The conceptual design presents a stylized flower inspired by the beadwork patterns of the Tr'ondëk Hwëch'in, marked by boulders and paving, small posts, and a gravel walking surface base.

A concept for a Top of the World monument is a pillar decorated in Tr'ondëk Hwëch'in imagery, with the name and branding of Top of the World and the word "Welcome" continuously repeated around the column in all languages of the region.

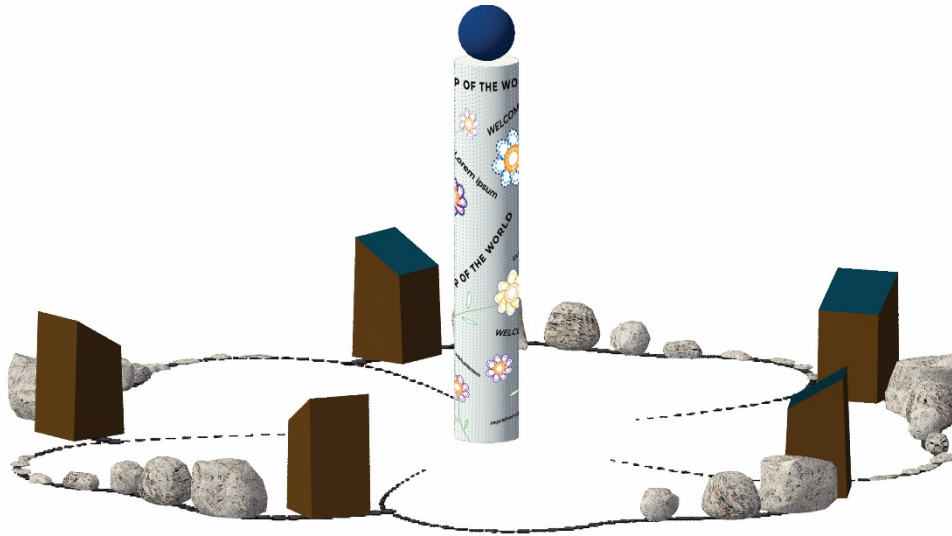


Figure 17 - Concept drawing for the Top of the World Monument

Designers will identify the final graphics, dimensions, and materials for this special location monument.

8.4.1 Highways: Tourism Orientated Directional Signage (TODs) + Informational & Safety Signage (ISS) for Pull-off Locations

The Interpretive Plan recommends that Tourism Orientated Directional Signage (TODs) + Informational & Safety Signage (ISS - as orientation and warning signage) be installed on Top of the World Highway for related to the interpretive pull-off locations.

The exact positioning on the Highway for these signs will be identified in collaboration with Highways and Public Works. The design for these signs must follow the guidelines and standards (Federal) for directional and informational signage: the blue signs with white lettering (“Highway gothic”) and following the Transportation Association of Canada (TAC) manual of symbols.

The recommended orientation and warning symbols for the Top of the World Highway are based on the interpretive location category:

- **Category A and B:** Signage on the Highway in both directions to inform travellers of the upcoming “Rest Area” and “Point of Interest” (POI) pull-off
- **Category C:** Signage on the Highway in both directions to inform travellers of the upcoming “Point of Interest” (POI) pull-off

Kilometer markers (KM) are currently maintained by Highways and Public Works along the Top of the World Highway. These markers provide important navigational assistance for travellers. The Interpretive Plan uses the KM marker points to identify all pull-off locations, and recommends these markers continue to be maintained annually as supporting infrastructure for interpretation along the Highway corridor.

Implementation of these recommendations will be in collaboration with Highways and Public Works, the department responsible for Highway orientation and warning signage.

8.5 Print Media

Print media for the Highway Interpretive Plan is desirable based on the demographic profile of travellers and the methods in which the typical Top of the World Highway traveller is accessing information during the planning for their trip. Print materials can be provided through various sources including (but not limited to) Visitor Information Centres, mail-outs, tour operators and display racks commonly located at accommodations.

8.5.1 Brochure or Booklet

Print media should take the form of a Highway interpretive map-based brochure or booklet (see Silver Trail or Haines Road brochure examples) as the minimum standard print media element. General information, regulations, and stories associated with the region and TH, will be featured as short “articles” in the brochure, following the cultural interpretation approach of ‘Storyline and Evidence’, and using the Top of the World branding and colour palette.

The map should reference the kilometer markers (e.g. KM 30) to identify locations along the route with interpretive pull-offs, points of interest, or other information (e.g. “fun facts”) related to locations on the route.



Figure 18 – Example of a cover and one side of an unfolded 3-panel brochure.

The preferred format will be determined by the final word count and images developed for the interpretive content. The brochure would be used to communicate summary information about the Highway, and should be full colour, printed as a folded panel brochure (unfolded dimensions approx. 8.5” x 15”). A booklet could be formatted for any length of pages to communicate

detailed interpretive storylines and information, and should be full colour, printed dimensions approx. 8.5” x5.5” or larger.

The map in either brochure style should include the full length of the Highway with additional inset maps to illustrate key locations as required.

The Highway map for the interpretive brochure or booklet should be designed to function as a web based interactive map that is link activated to the content of the brochure/booklet. This digital media map should be downloadable as an ‘app’ during trip planning. Once downloaded, the web-based brochure should allow travellers to click on the map kilometer markers to access “POI” interpretive information for all locations along the Highway, and general information or regulations associated with the Highway.

8.5.2 Other Print Media Options

Other print media concerning the Highway could be developed in collaboration with Marketing, Yukon Tourism and Culture (Government of Yukon) including:

- YG Editorial features for magazines – a YG written promotional editorial on the interpretation of the Highway
- Poster or advertisement to promote the Highway as an interpretive destination in tourism publications or magazines
- The Yukon Passport could include a “ToW” brand stamp
- A bumper sticker with a message such as “I reached the Top of the World” or the use of the ToW tag line and brand logo

8.6 Web Media

Web based or digital media for the Highway Interpretive Plan is desirable based on the demographic profile of travellers and the methods in which the typical Top of the World Highway traveller is accessing information during the planning for their trip.

8.6.1 Primary Web Content

The Top of the World map-based brochure (see above) will be designed as a downloadable, web-based interactive ‘app’.

Web based information on the Highway is also required on existing web sites where it is easily found and consistent across all web platforms. Key sites to provide ToW web based interpretive and information content include:

- Yukon Tourism and Culture - <http://www.tc.gov.yk.ca/>
- Travel Yukon - <https://www.travelyukon.com/>
- Dawson City - <https://dawsoncity.ca/>
- Klondike Visitors Association - <https://dawsoncity.ca/contact-us/>
- Tr’ondëk Hwëch’in - <http://www.trondek.ca/>

8.6.2 Future Web Media Options

When doing a simple Google search for 'Top of the World Highway', numerous videos appear of people travelling the Highway. These videos have anywhere from a few hundred to a few thousand views. With the increased popularity of the online world, a future option to promote the ToW would be a video⁹ of the Highway. The implementation of a consistent and strong online presence will reinforce the interpretive messages of the Highway in tourism.

Over time, the web-based content could grow and be expanded based on the available cellular access and new technologies:

- Points of interest and facts included in the Yukon Driving App. YG is working on a Highway informational app that covers campgrounds, wildlife viewing and historic sites and attractions. While only in the initial stages of development, this would include the Top of the World Highway.
- Top of the World Highway "POI" could be added to popular online mapping sites (e.g. Google Maps) or commonly used vehicle GPS/navigation systems. Garmin & TomTom, the leading GPS manufacturers in North America, license the maps and Points-Of-Interest (POI) information in their GPS devices from two companies, NavTeq and TeleAtlas.

9 Action Planning

This section identifies long term considerations for maintenance and the budget requirements and constraints for O&M, for each category of interpretive pull-out on the Top of the World Highway.

9.1 Long Term Maintenance Considerations

The Government of Yukon annual maintenance reporting (identified in section 7.3) will monitor the interpretive infrastructure along the Highway for replacement requirements as a result of infrastructure meeting its end of lifecycle, wear and tear, or irreparable damage caused by an event (e.g. vandalism, accident, etc.). The Government department responsible for infrastructure on the Top of the World Highway will use the available data and experience with the life cycle costs for similar sites in the Yukon to analyze long term timing and cost projections for each type of infrastructure over its expected life. Infrastructure categories that may require long term maintenance investment and/or replacement budgets are identified by the following types:

Outhouses:

- Wood construction lifecycle: 15 - 20 years
- Concrete construction lifecycle: 20 - 30 years
- Fiberglass tank lifecycle: 10 years

⁹ Government could produce the video or seek a collaboration for the video with a stakeholder(s) group or public-private partnership to enhance economic development opportunities associated with the Highway.

Signage

- Wood structures lifecycle: 15 - 20 years
- Panels lifecycle: 15 - 20 years for high-pressure laminate panels; 8 - 12 years for aluminum panels

Furnishing

- Picnic tables: 5 - 10 years for wood tables; 15 - 20 years for metal tables
- Garbage bins: 15 - 20 years

Site Development

- Landscape refurbishment for aesthetic qualities may be required on a 20-year cycle to address wear and tear or adjust pull-off area sizes or alignment

9.2 Cost Estimates

For the interpretive locations and interpretive media, durability and longevity of products and materials should be a high priority, as the remote and seasonal nature of this Highway corridor will make repair and maintenance both logistically challenging and expensive.

The interpretive locations recommended in the Interpretive Plan use existing pull-offs, requiring varying levels of development to improve grading, replace or enhance existing facilities, or provide additional facilities. Estimates are based on:

- Category A - Large pull-off development (gravel surface, grading) - 800 m²
- Category B - Medium pull-off development (gravel surface, grading) - 500 m²
- Category C - Small pull-off development (gravel surface, grading) - 150m²

The following tables provide cost estimates by the order of magnitude for the recommendations presented in this Plan, including capital projects for the design of interpretive materials and capital budget estimates for the development of infrastructure by location. The estimates provide a general indicator of capital costs, however prices will vary based on the location for development, materials to be specified, size and quantity of facilities, and the economic conditions in the year when development is contracted.

Table 6 – Capital Project Budget

CAPITAL PROJECT	ESTIMATED ORDER OF MAGNITUDE
Interpretive Content Development and Design (including layout of text and images)	
Category A Sites	\$3,500 - \$10,000
Category B Sites	\$2,000 - \$4,000
Category C Sites	\$1,000
Print Media and Digital Media Development	
Three Panel Fold Brochure	\$3,000
Booklet (up to 12 pages)	\$7,000
App Development	\$3,000 - \$10,000

Table 7 - Capital Infrastructure Budget

Category	A	A	A	B	B	B	C	C	C	Decommission
Location (KM)	14.5	60	105	51.75	87.5	YC	0	30, 35, 32, 64.5	39, 56, 87, 94, 98, 103	87
Capital Infrastructure										
Pull-out development - grading and fill (as required per location)	\$5,000	\$15,000 - \$18,000	\$15,000 - \$18,000	\$5,000	\$15,000 - \$18,000				\$2,500 (x6)	
Landscaping (boulders to define edges, pathways, gravel pads)	\$1,000 - \$2,000	\$3,000 - \$5,000	\$3,000 - \$5,000	\$1,000 - \$2,000	\$1,000 - \$2,000	\$1,000				
Outhouse (2)		\$10,000	\$10,000							\$5,000
Bearproof garbage receptacle (1)	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000					
Picnic facilities (2 tables per location). Cost varies by materials: wood vs. metal	\$2,000 - \$5,000	\$2,000 - \$5,000	\$2,000 - \$5,000	\$2,000 - \$5,000	\$2,000 - \$5,000					
Highway Pull-off TODs/ISS signs (per location)	\$500	\$500	\$500	\$500	\$500			\$500 (x4)	\$500 (x6)	
Interpretive panel and structures	\$5,000 - \$8,000	\$7,500 - \$10,000	\$10,000 - \$15,000	\$3,500 - \$4,000	\$3,500 - \$4,000	\$3,500 - \$4,000	\$2,000			
Point of interest icon post (per location)								\$500-700 (x4)	\$500-700 (x6)	
ESTIMATED ORDER OF MAGNITUDE	\$15,500 - \$22,500	\$40,000 - \$50,500	\$42,500 - \$55,500	\$14,000 - \$18,500	\$24,000 - \$31,500	\$4,500 - \$5,000	\$2,000	\$4,000 - \$4,800	\$21,000 - \$22,200	\$5,000

9.3 Phasing

The Top of the World Interpretive Plan will be developed in phases and in collaboration with Yukon Government (YG) departments, Tr'ondëk Hwëch'in, and local organizations.

The fiscal years in which each phase is implemented will be determined by the departmental budget planning cycle. Recommended sequencing of the phases is presented below. It is recommended that each site would be developed completely within the given fiscal year:

Phase 1:

- Interpretive Content and Design: Contracting the collection, writing and design of the interpretive text for signage, print and digital media
- Fabrication of the interpretive panels: Signage will be stored until interpretive structures are installed at each location.

Phase 2:

- Development of category A locations in the following order:
 - KM 14.5
 - KM 105
 - KM 60 development and the decommissioning of the existing rest area facilities at KM 87

Phase 3:

- Development of category B locations in the following order:
 - YC and KM 51.75
 - KM 87.5
- Production and distribution of print materials
- Launch of web-based digital media

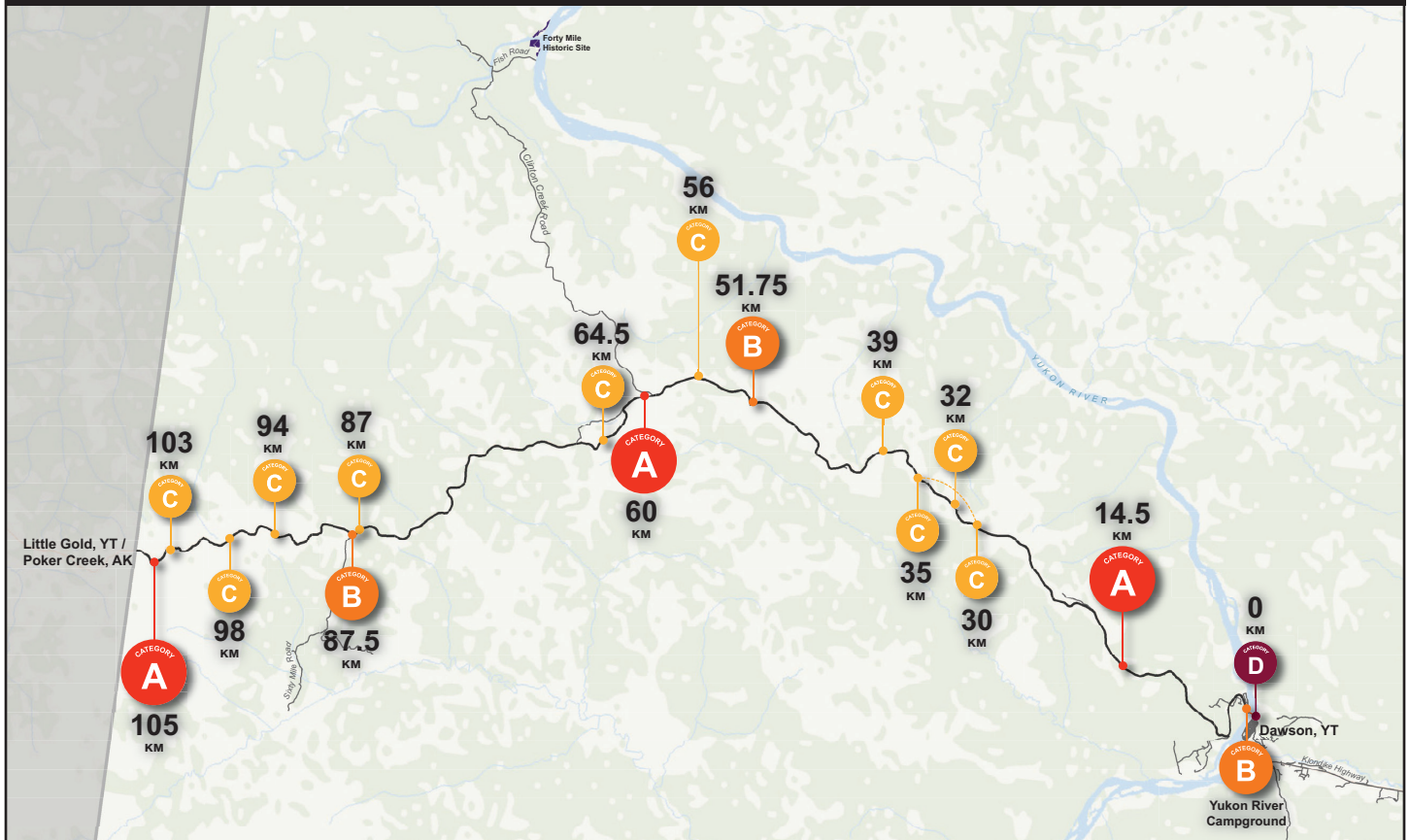
Phase 4:

- Development of category C locations in the following order:
 - KM: 30, 35, 32, 64.5
 - KM: 39, 56, 87, 94, 98, 103
- Installation of category D signage





10 Appendices

Appendix A: Top of the World Highway – Site Plans

Top of the World Highway Interpretive Plan



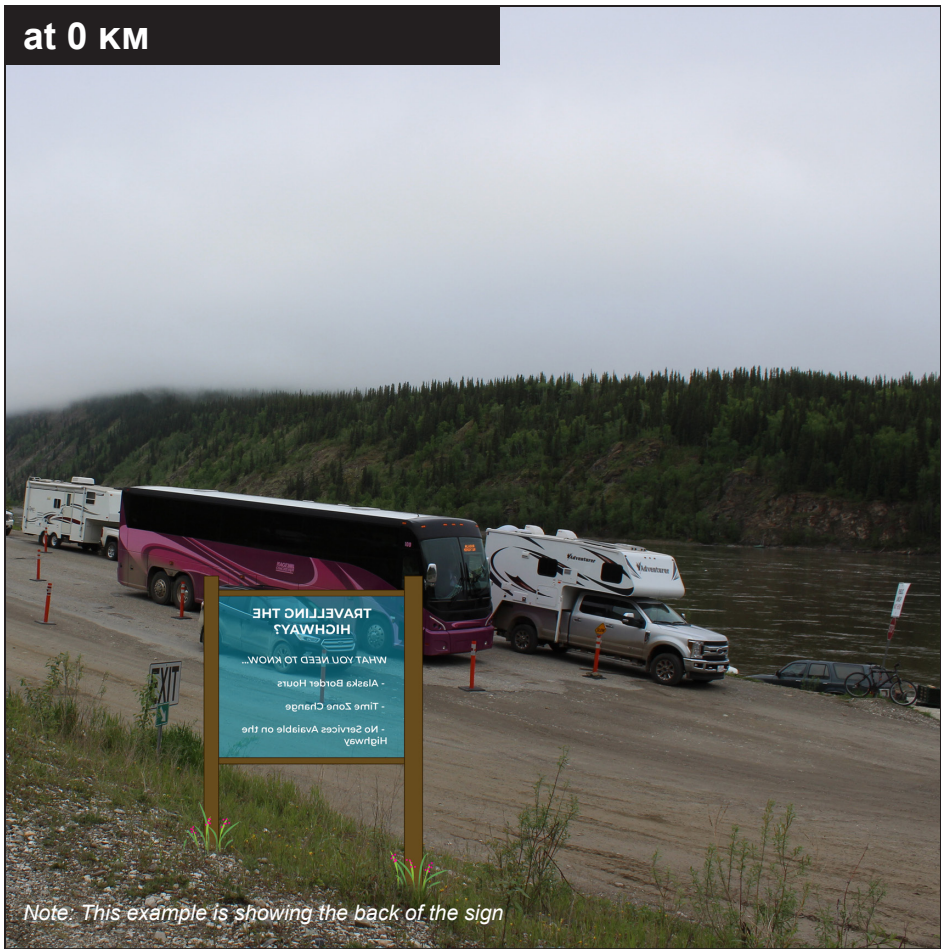
Infrastructure Category Levels

 <p>Full service interpretive pull-off, with outhouses (minimum 2); garbage receptacles (minimum 1 double bear proof container); picnic tables (recommend 1-2); interpretive signage.</p>	 <p>Interpretive signage; garbage receptacle (recommend 1 double bear proof containers); 1 picnic table.</p>	 <p>Special Place – POI sign to indicate location for online or print material interpretation opportunities.</p>	 <p>Highway Information signage provides travelers with border crossing times and time zones, ferry information, and other information required for trip planning.</p>
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Infrastructure in this option includes:

- Three (3) Category A Pull-offs, including: Enhancing the existing rest areas at KM 14.5 and KM 60; Developing a rest area at KM 105
- Three (3) Category B Pull-offs, providing interpretive infrastructure at points of interest
- Ten (10) Category C Special Place marked POI's with enhanced pull-off locations but no infrastructure.
- One (1) Category D Highway Information

at 0 KM



Note: This example is showing the back of the sign

0KM



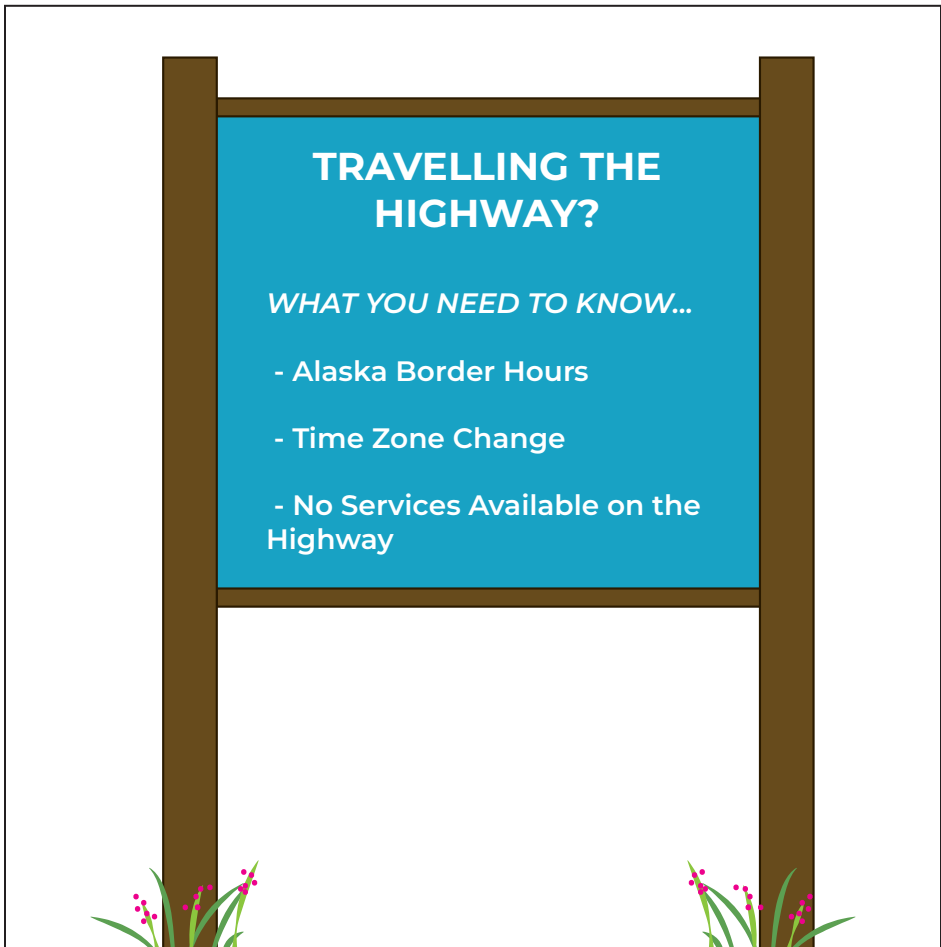
Site Features and Notes:

0 km - Information sign at the Ferry Crossing loading zone in Dawson to indicate facts about traveling the highway.

Category D signage at this location is a combination of Tourism Orientated Directional Signage (TOD's) and Informational & Safety.

Ownership/Collaboration is with Tourism and Culture, Highways and Public Works for this recommended sign option.

- Location
- Sign type
- Sign content
- Maintenance



TRAVELLING THE HIGHWAY?

WHAT YOU NEED TO KNOW...

- Alaska Border Hours
- Time Zone Change
- No Services Available on the Highway



Yukon River Campground



Site Features and Notes:

Yukon River Campground - Information and Interpretive sign is located at the campground.

Ownership/Collaboration is with Tourism and Culture, Yukon Parks for this recommended sign option.

- Location
- Sign type
- Sign content
- Maintenance

**Note: This Category B site will not have a picnic table or garbage receptacle*

Sign Example



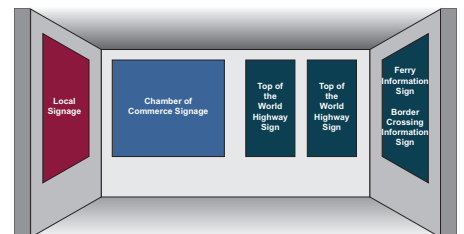
14.5KM



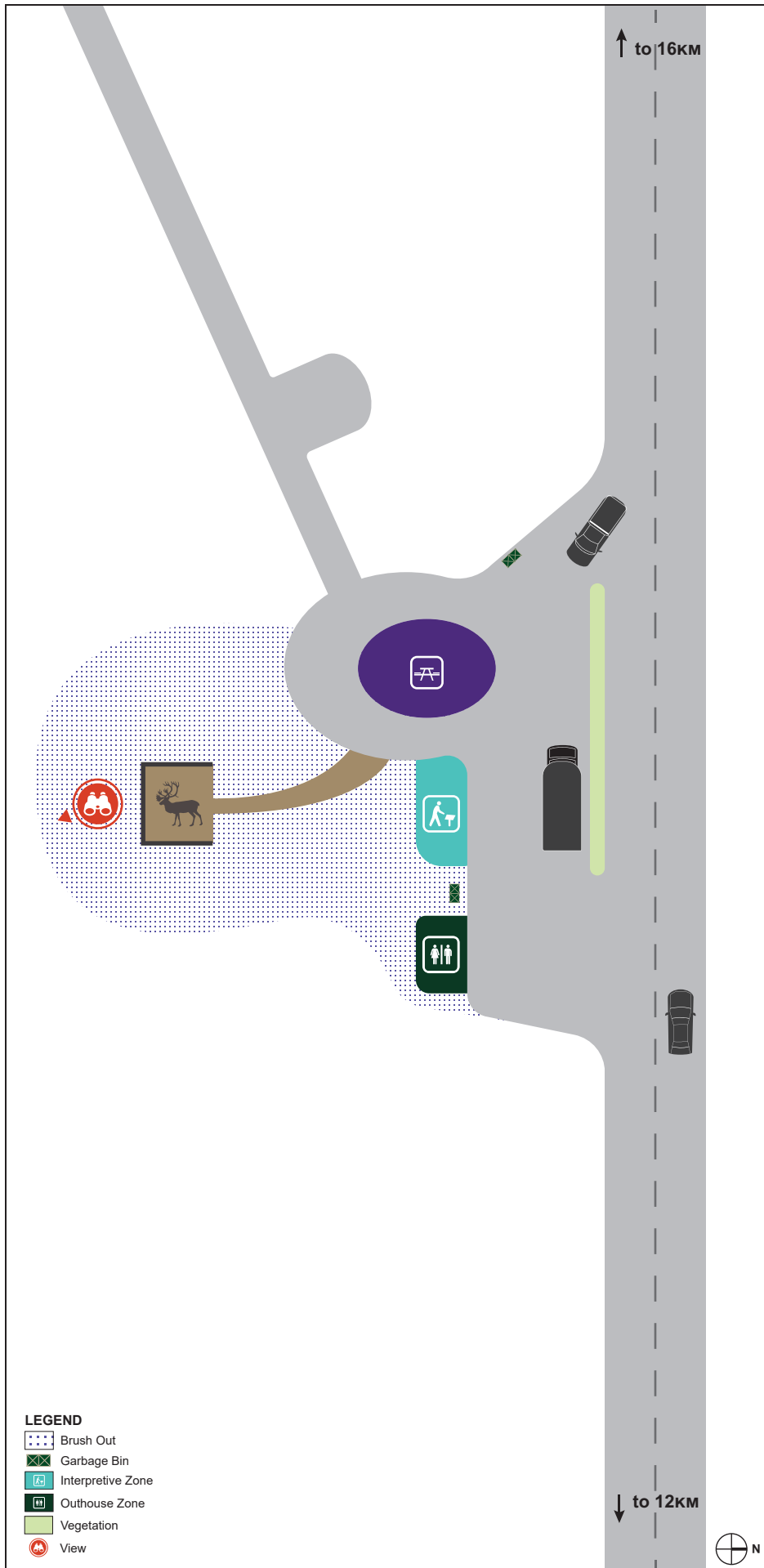
Site Features and Notes:

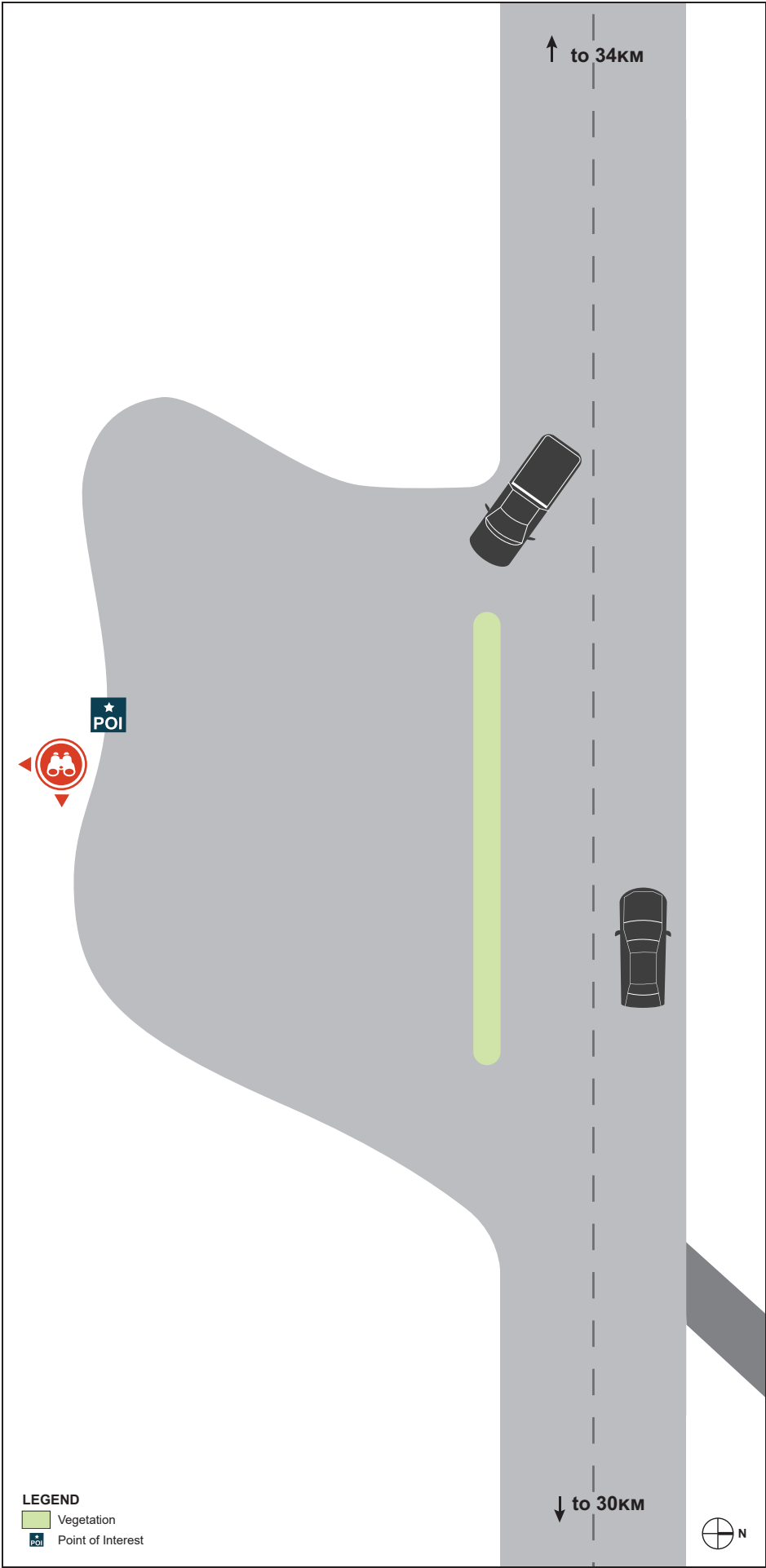
False Front Building/Sixty Mile Herd Rest Area

- Existing False Front structure recommended to be renovated, updated with opening visible from the highway
- All interpretive signage installed in the structure (with Klondike Chamber of Commerce approval)
- Interpretive signage to be wall mounted
- Signage to indicate the Forty Mile Caribou Look-out to be made more evident
- Brush out needs to be maintained to maximize the best viewscape
- Outhouse Zone to include 2 individual outhouses with room for future expansion if required
- No changes to the existing access or parking area
- Picnic Zone to include 1-2 picnic tables and one garbage bin



Example inside structure

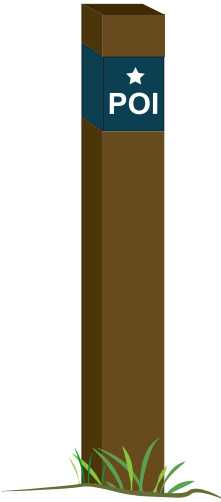




Site Features and Notes:

Highway History – Point of Interest

- Existing pullout with pits on both sides of the highway
- Enhance or improve entry and exit point grading to the highway



EXAMPLE: Point of Interest Marker

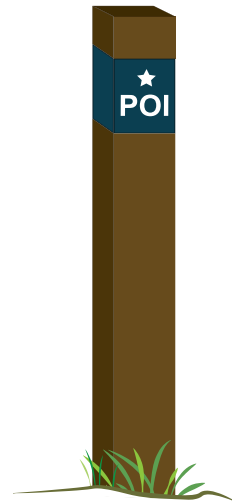


LEGEND
 [Green Box] Vegetation
 [Blue Box with Star] Point of Interest

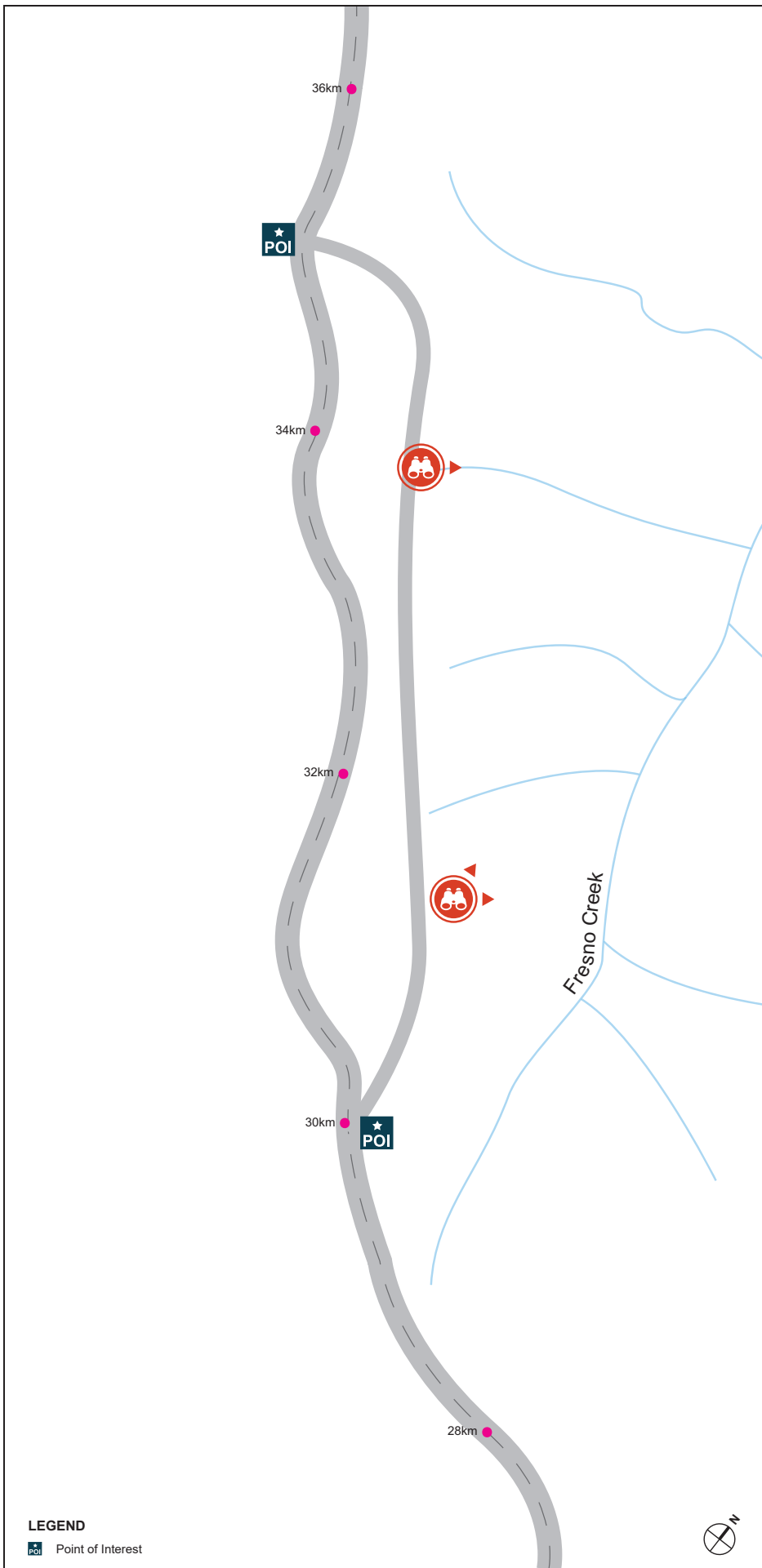
Site Features and Notes:

Fresno Creek Side Road – Point of Interest

- Existing side road loop accessed at KM 30 and KM 35
- Fresno Creek headwater spring at the base of the road



EXAMPLE: Point of Interest Marker



LEGEND

POI Point of Interest

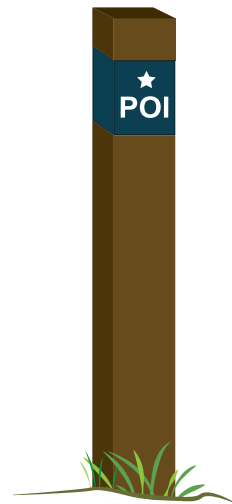
39KM



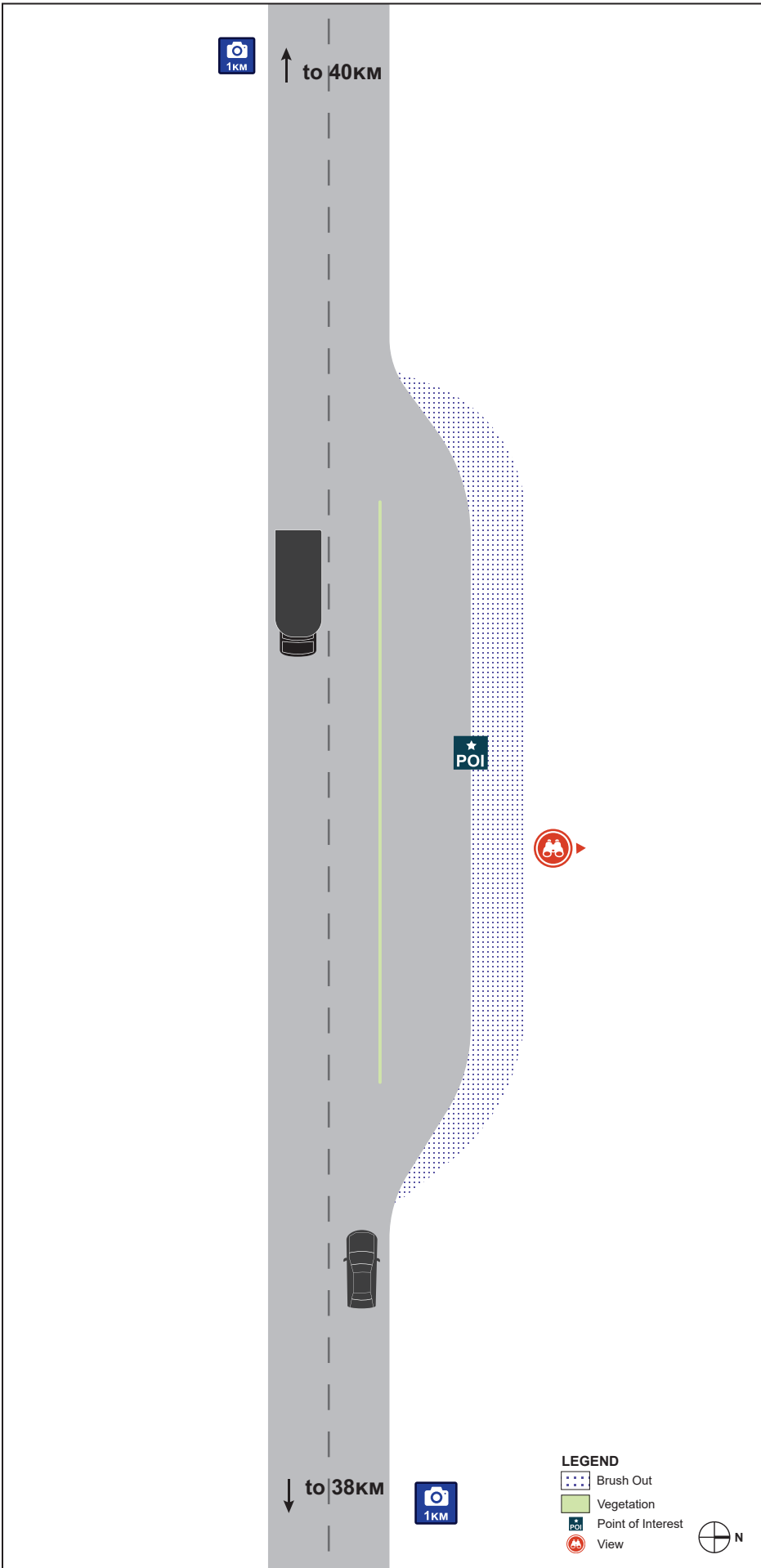
Site Features and Notes:

Scenic Pull-out - Special Place

- Existing pull-off to enhance – improve entry and exit point grading to the highway
- Views to the north with a great distant view of the Tombstone Mountains
- Add signage on highway in both directions to mark the POI and warn travellers of the pull off
- Brush out needs to be maintained to maximize the best viewscapes



EXAMPLE: Point of Interest Marker



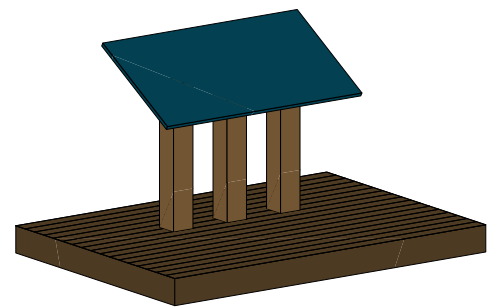
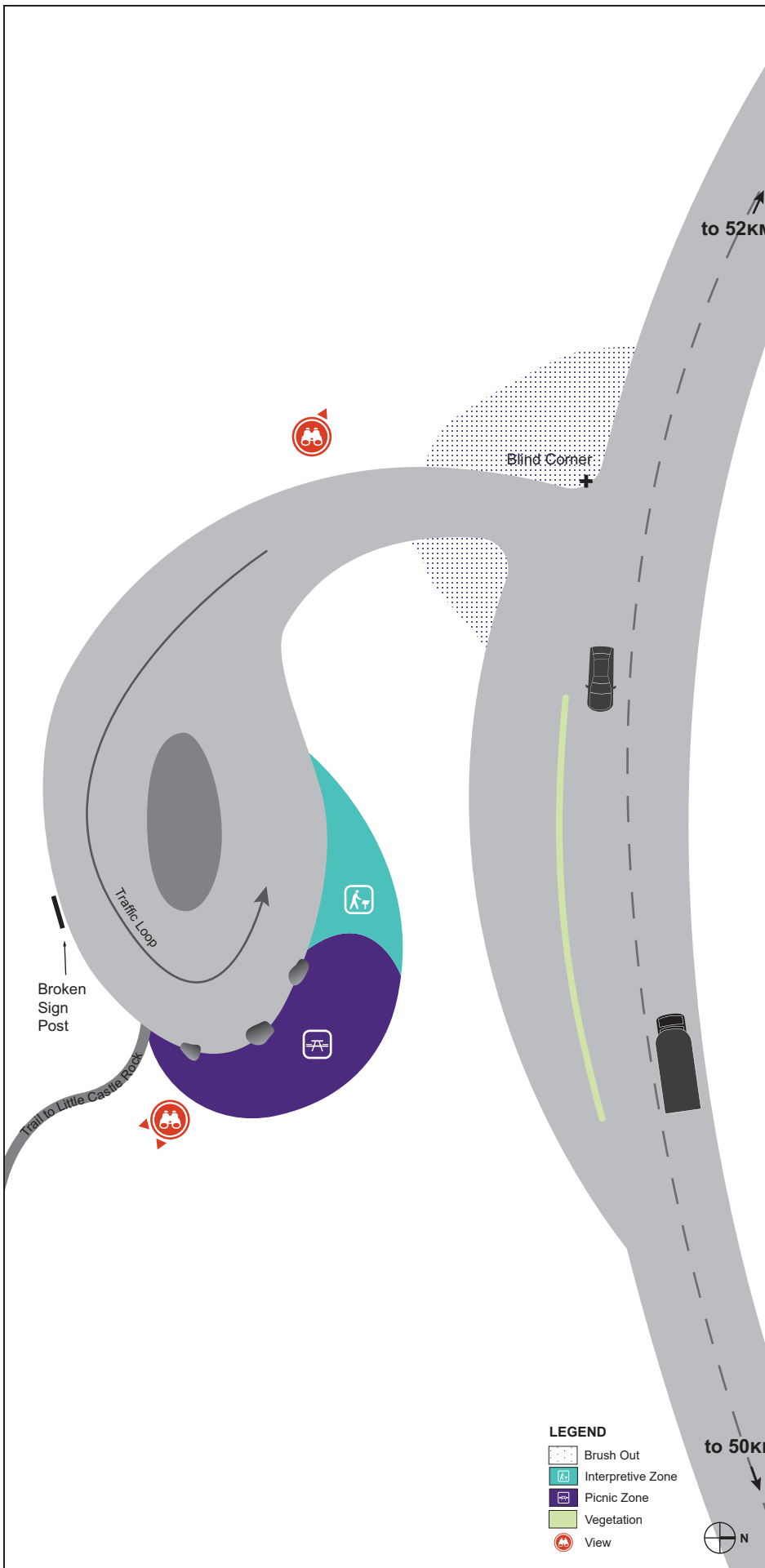
51.75km



Site Features and Notes:

Small Basalt Rock outcrop pull off (existing) – Point of Interest

- Develop interpretive signage and picnic area
- Add signage on highway in both directions to mark the POI and warn travellers of the pull-off (particularly important as the site is located on a curve)
- Remove broken sign post
- Regrade entry, exit and traffic loop
- Brush out entrance and exit to maintain sightlines of the highway
- Distant views of the Basalt Mounds (Little Castle Rock and Castle Rock)



Interpretive Panel Recommendation:
Low Panel at 30° angle



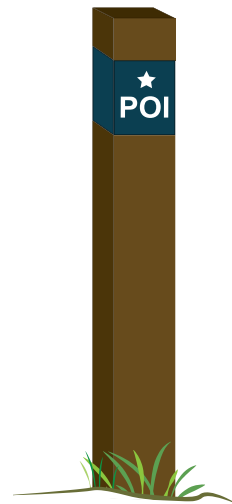
56KM



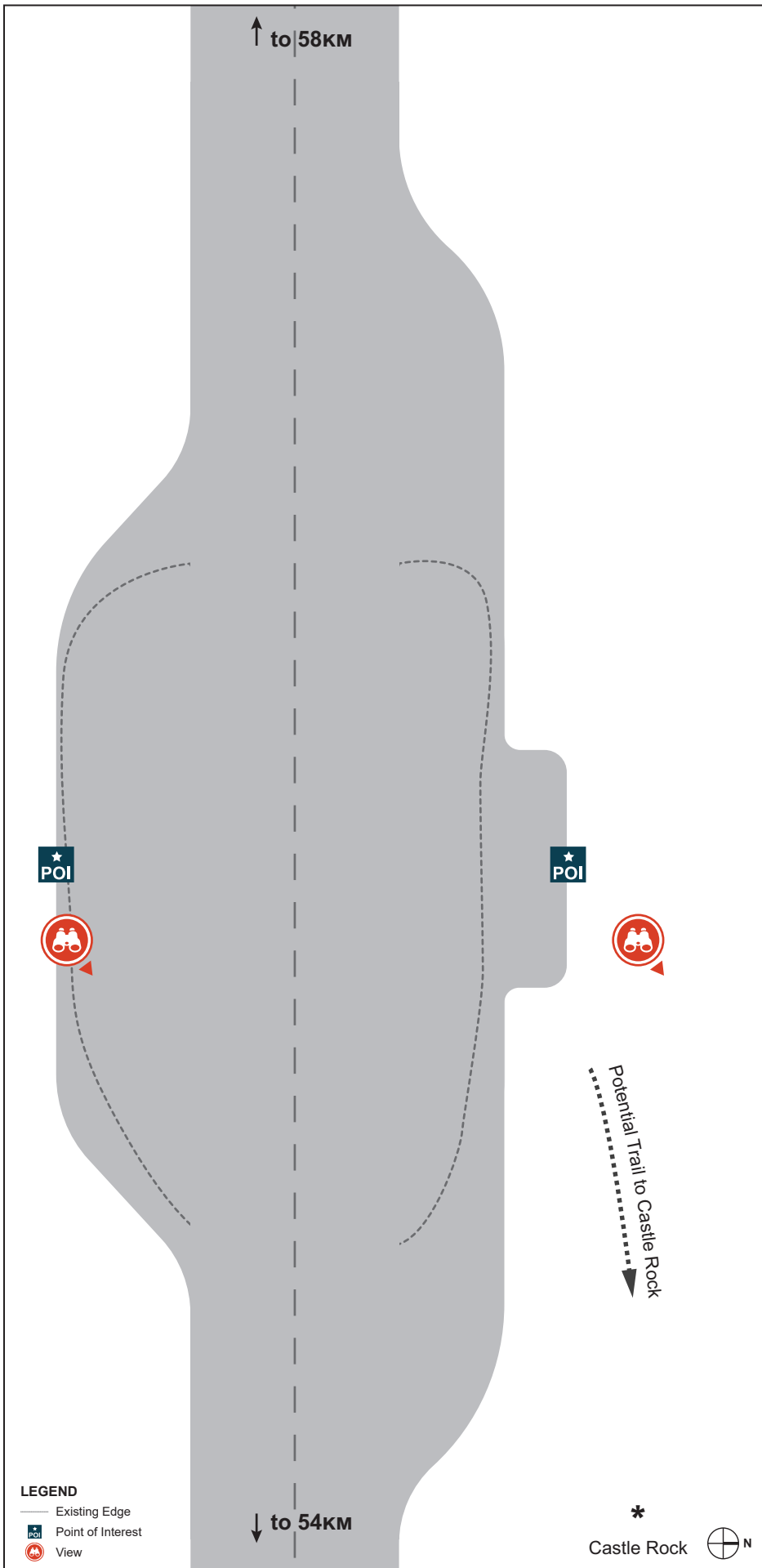
Site Features and Notes:

Castle Rock – Special Place

- Widen the shoulders on both the east and west bound lanes to allow for safe pull off at approximately KM 56.5 to take in the best view of Castle Rock looking east
- Add signage on highway in both directions to mark the POI and warn travellers of the pull-off
- West bound pullout is longer to accommodate additional vehicles
- Space for potential future interpretive zone is indicated to allow the future development of a trail to Castle Rock. (Prior to trail development Community Engagement with TH is recommended)



EXAMPLE: Point of Interest Marker



LEGEND

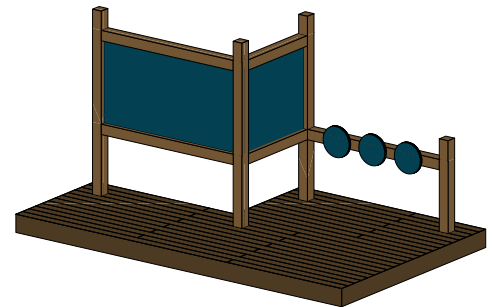
- Existing Edge
- ★ POI Point of Interest
- 🔍 View

*
Castle Rock

Site Features and Notes:

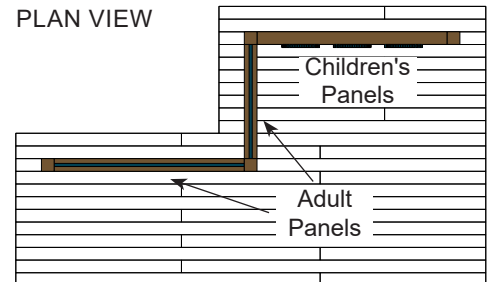
Clinton Creek Road

- Develop interpretive, picnic and outhouse zones.
- Add signage on highway in both directions to mark the POI and warn travellers of the pull-off (particularly important as the site is located on a curve)
- Widen the existing parking area to accommodate facilities
- Brush maintenance to maximize viewscapes in all directions.

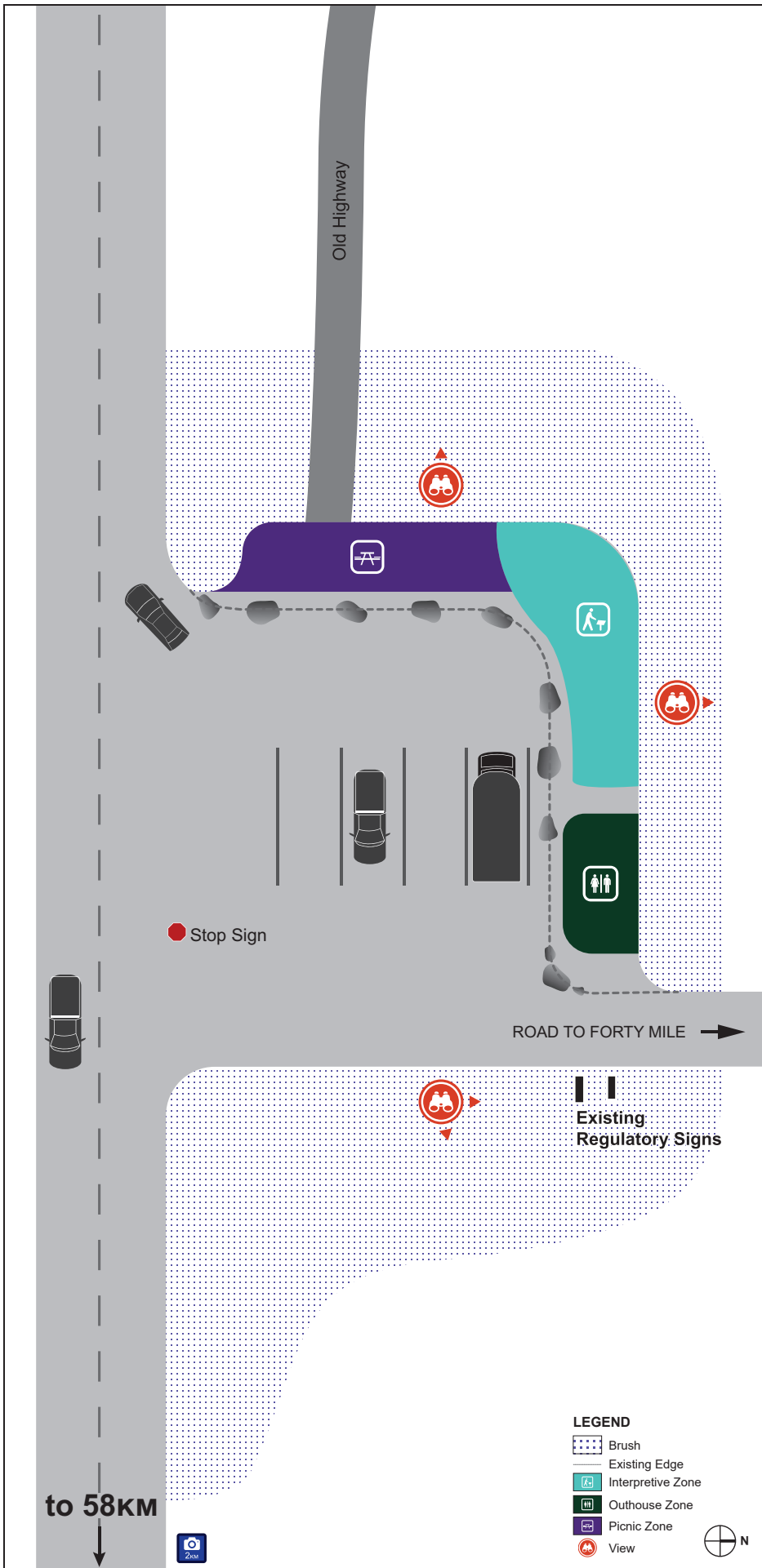


Interpretive Panel Recommendation:
 Large structure with Adult and Child panels

PLAN VIEW



Decking



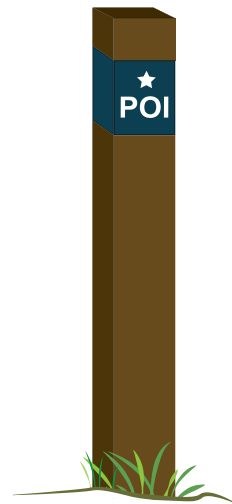
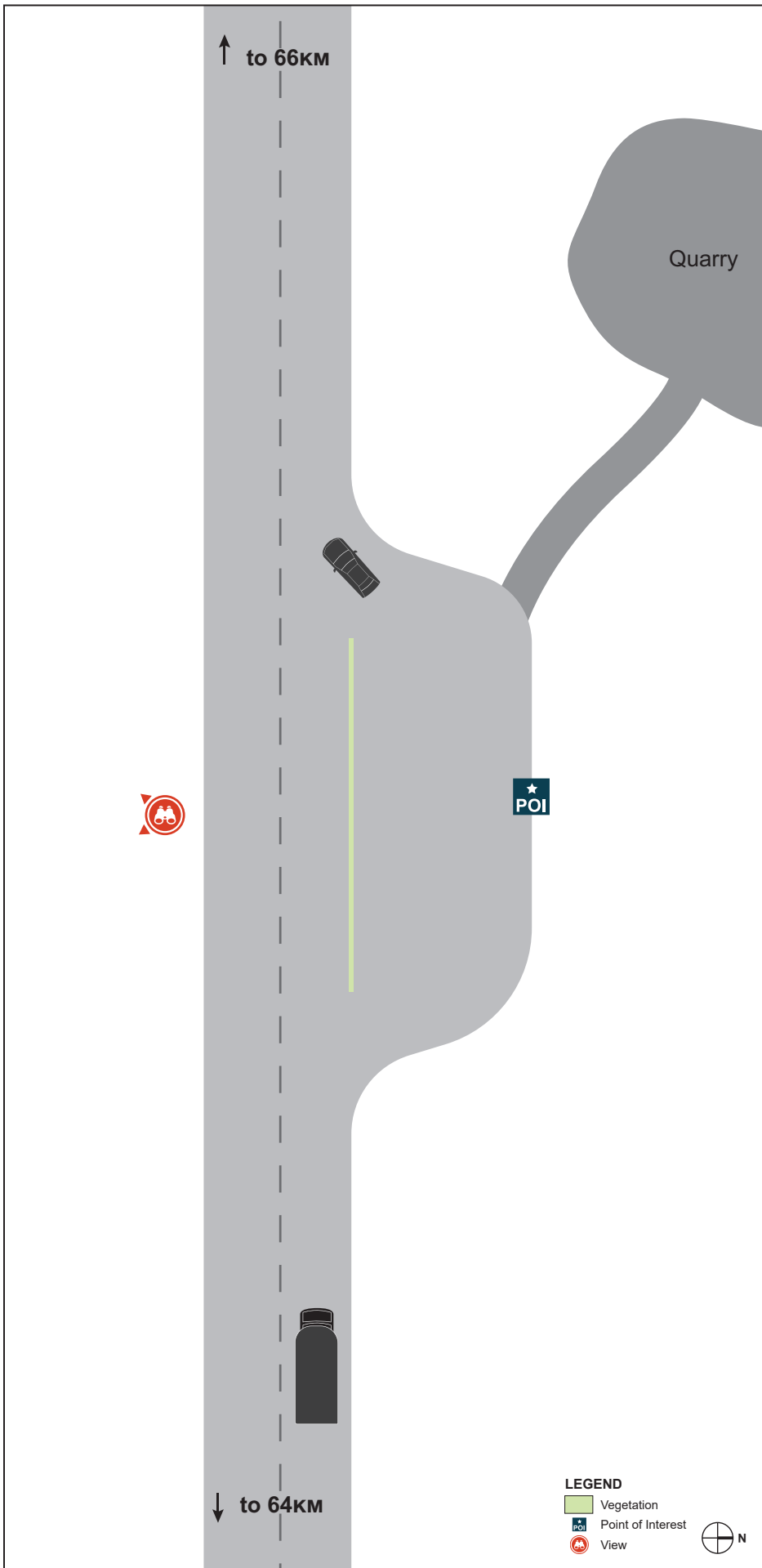
64.5km



Site Features and Notes:

Swede Dome - Point of Interest

- Use existing pull-off area at the gravel pit
- Add signage on highway in both directions to mark the POI and warn travellers of the pull-off (particularly important as the site is located on a curve)



EXAMPLE: Point of Interest Marker



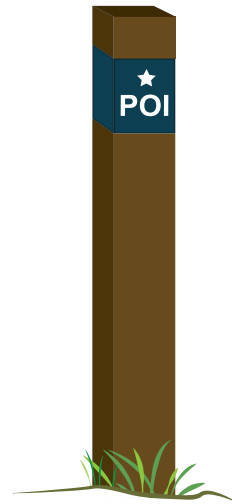
87 KM



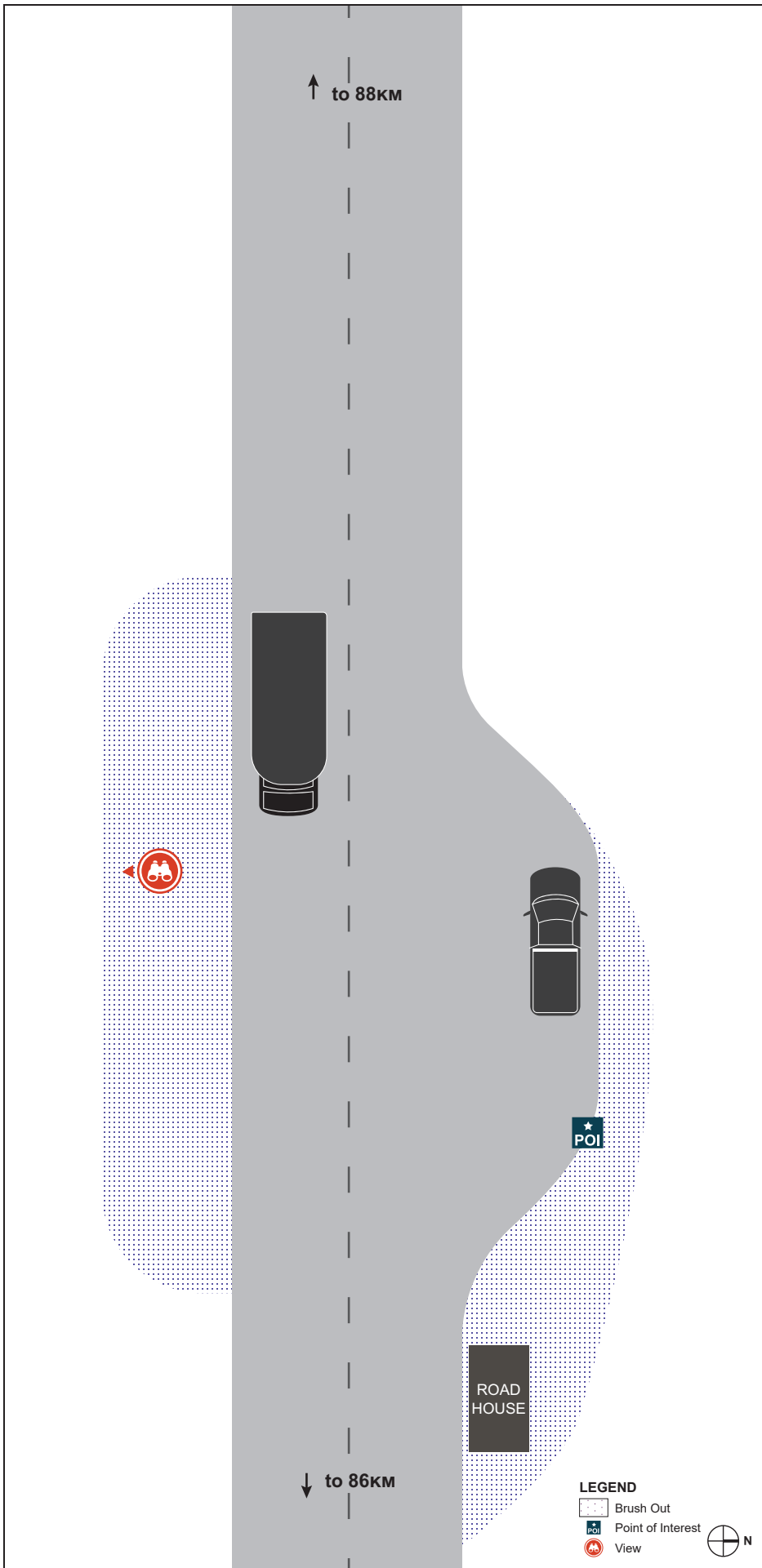
Site Features and Notes:

Road House – Special Place

- Remove existing outhouse infrastructure
- Stabilize the Road House log structure
- Add signage on highway in both directions to mark the POI and warn travellers of the pull-off



EXAMPLE: Point of Interest Marker



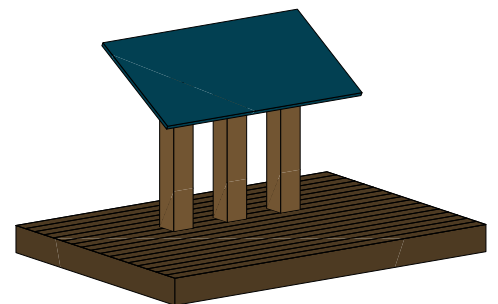
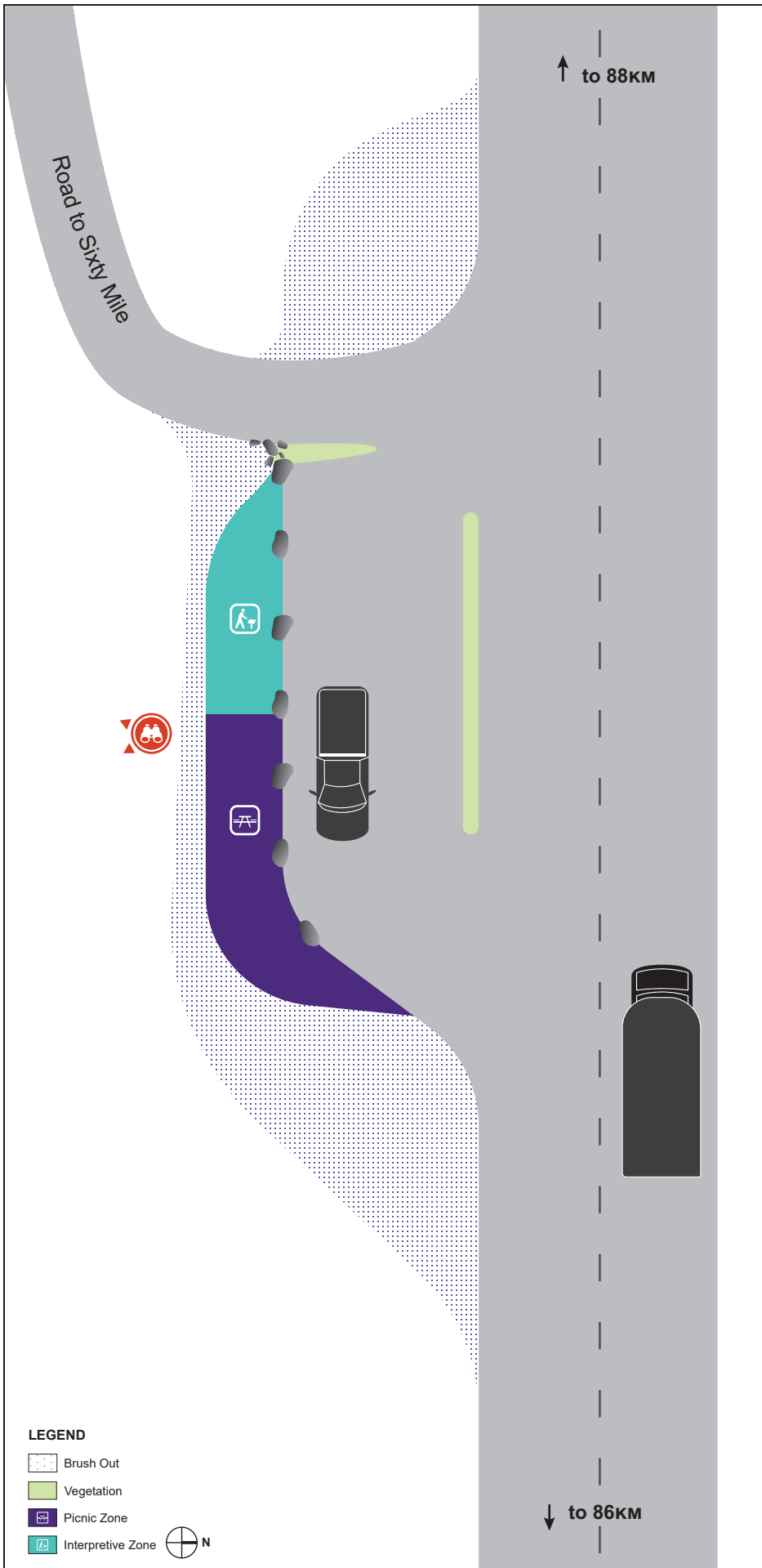
87.5KM



Site Features and Notes:

Sixty Mile Road - Point of Interest

- Develop a wide pull-off area at the intersection
- Develop an interpretive and picnic zone
- Add signage on highway in both directions to mark the POI and warn travellers of the pull-off (particularly important as the site is located on a curve)
- Brush maintenance to maintain sightlines to highway



Interpretive Panel Recommendation:
Low Panel at 30° angle

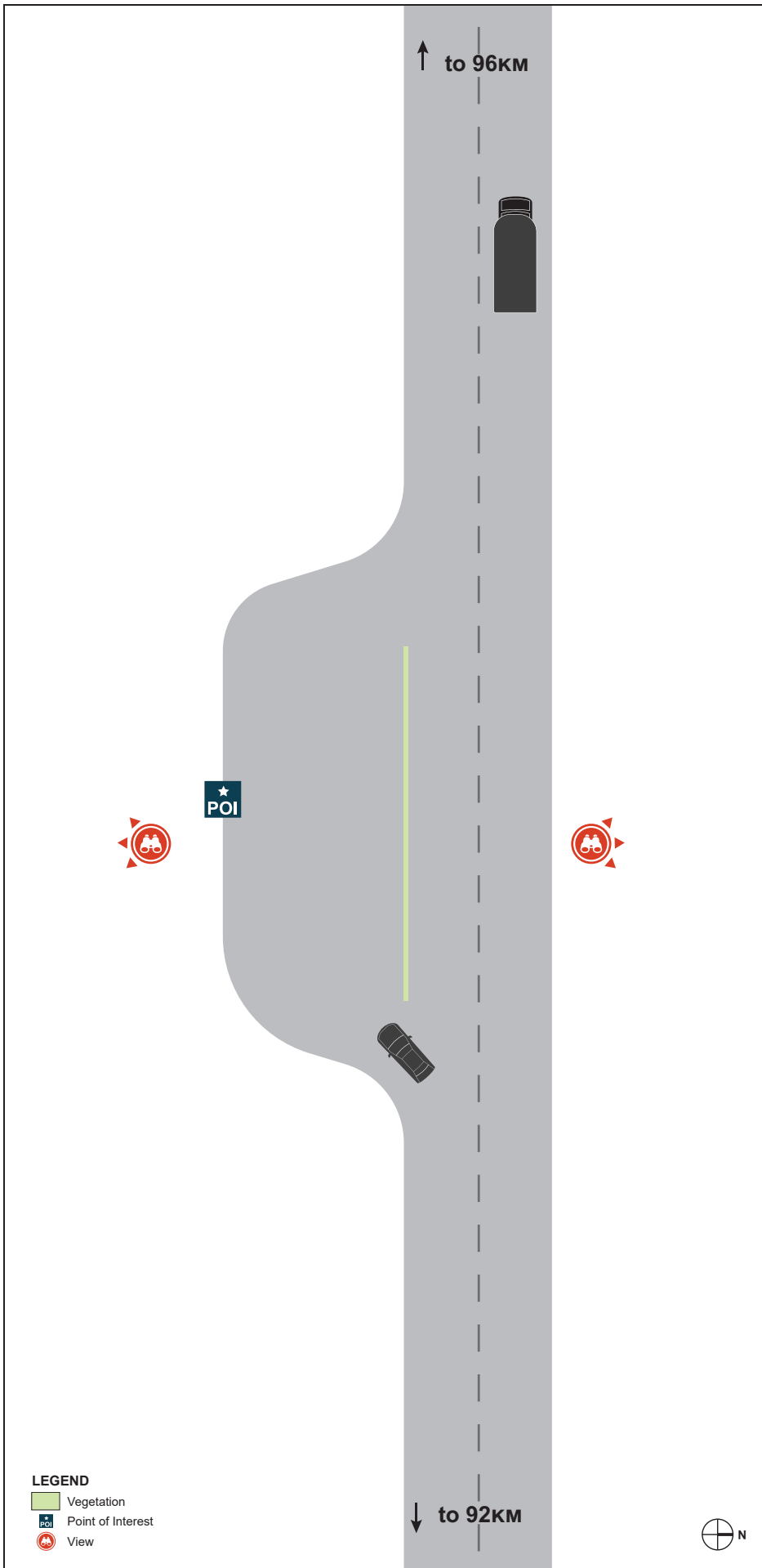
94KM



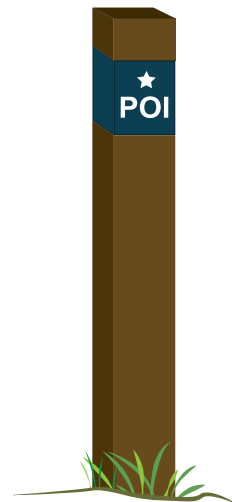
Site Features and Notes:

Baldy Mountain/Mount Nolan
Scenic Views – Special Place

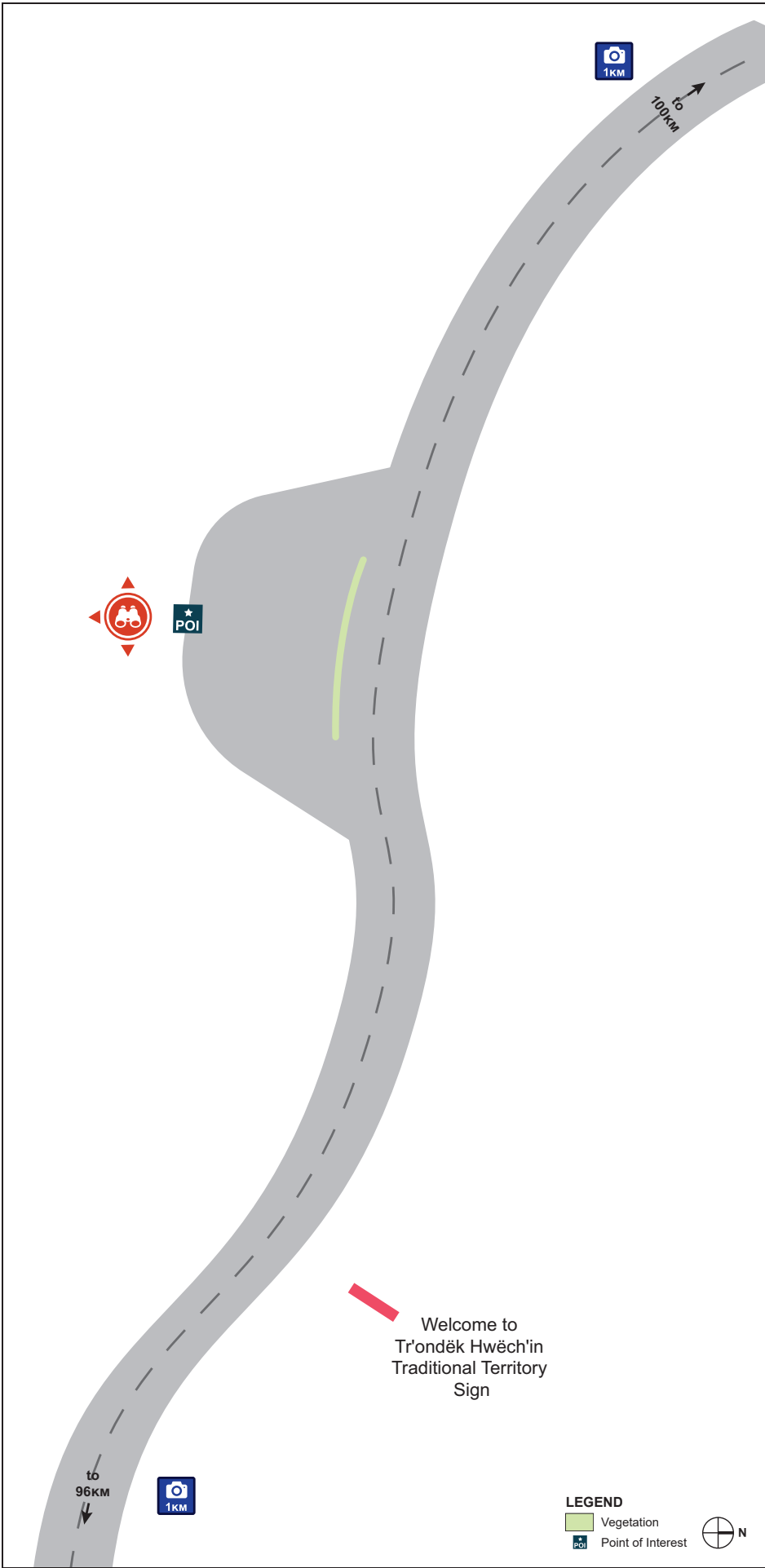
- Regrade the pullout area where the old and new highways intersect
- Add signage on highway in both directions to mark the POI and warn travellers of the pull-off



- LEGEND**
- Vegetation
 - Point of Interest
 - View



EXAMPLE: Point of Interest Marker



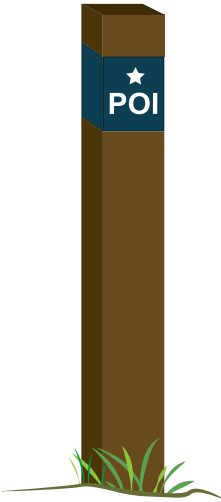
98KM



Site Features and Notes:

Geological Features – Special Place

- Existing pullout to enhance – improve entry and exit point grading to the highway
- Add signage on highway in both directions to mark the POI and warn travellers of the pull-off
- POI sign located in the pull-off



EXAMPLE: Point of Interest Marker



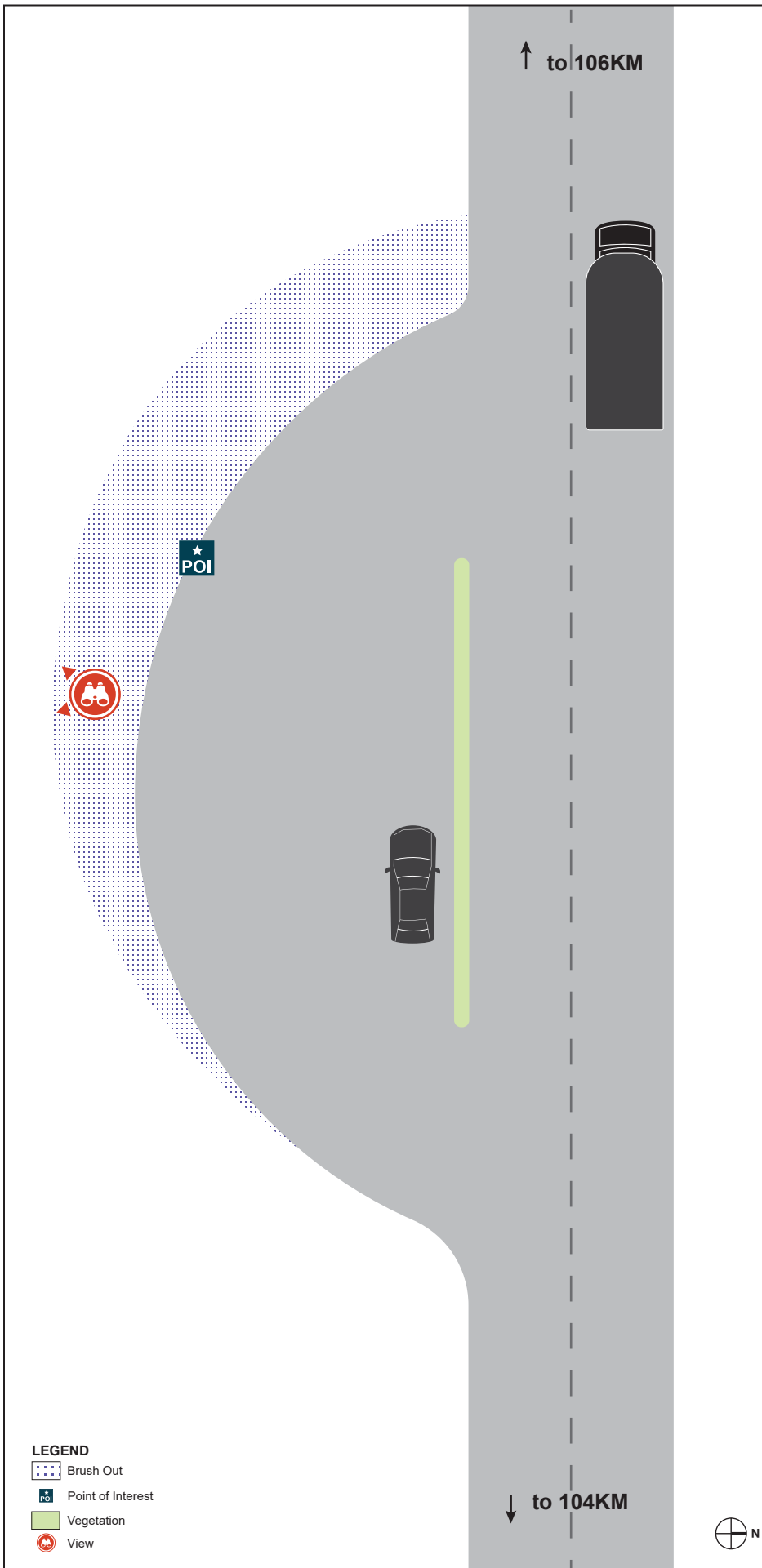
103KM



Site Features and Notes:

Little Gold Creek Scenic View –
Special Place

- Remove existing sign and garbage receptacle
- Brush out the willows on the perimeter of the pull-off area to open the view to Little Gold Creek
- Add signage on highway in both directions to mark the POI and warn travellers of the pull-off (particularly important as the site is located on a curve)



- LEGEND**
- Brush Out
 - ★ POI Point of Interest
 - Vegetation
 - 🔍 View

105_{KM}



Site Features and Notes:

Top of the World 360 – Rest Area

- Develop rest area with outhouse, picnic and interpretive zones
- Outhouse zone to accommodate up to four outhouses
- Develop a 360 Top of the World Highway monument within the island
- Add interpretive signage
- Add a picnic area and garbage receptacle
- Add signage on highway in both directions to mark the POI and warn travellers of the pull-off (particularly important as the site is located on a curve)



LEGEND

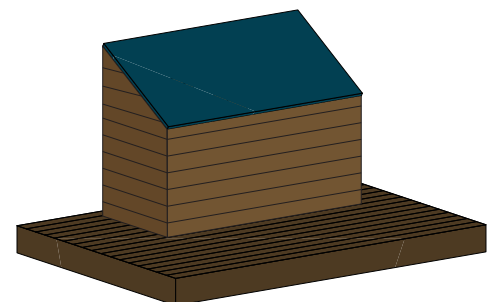
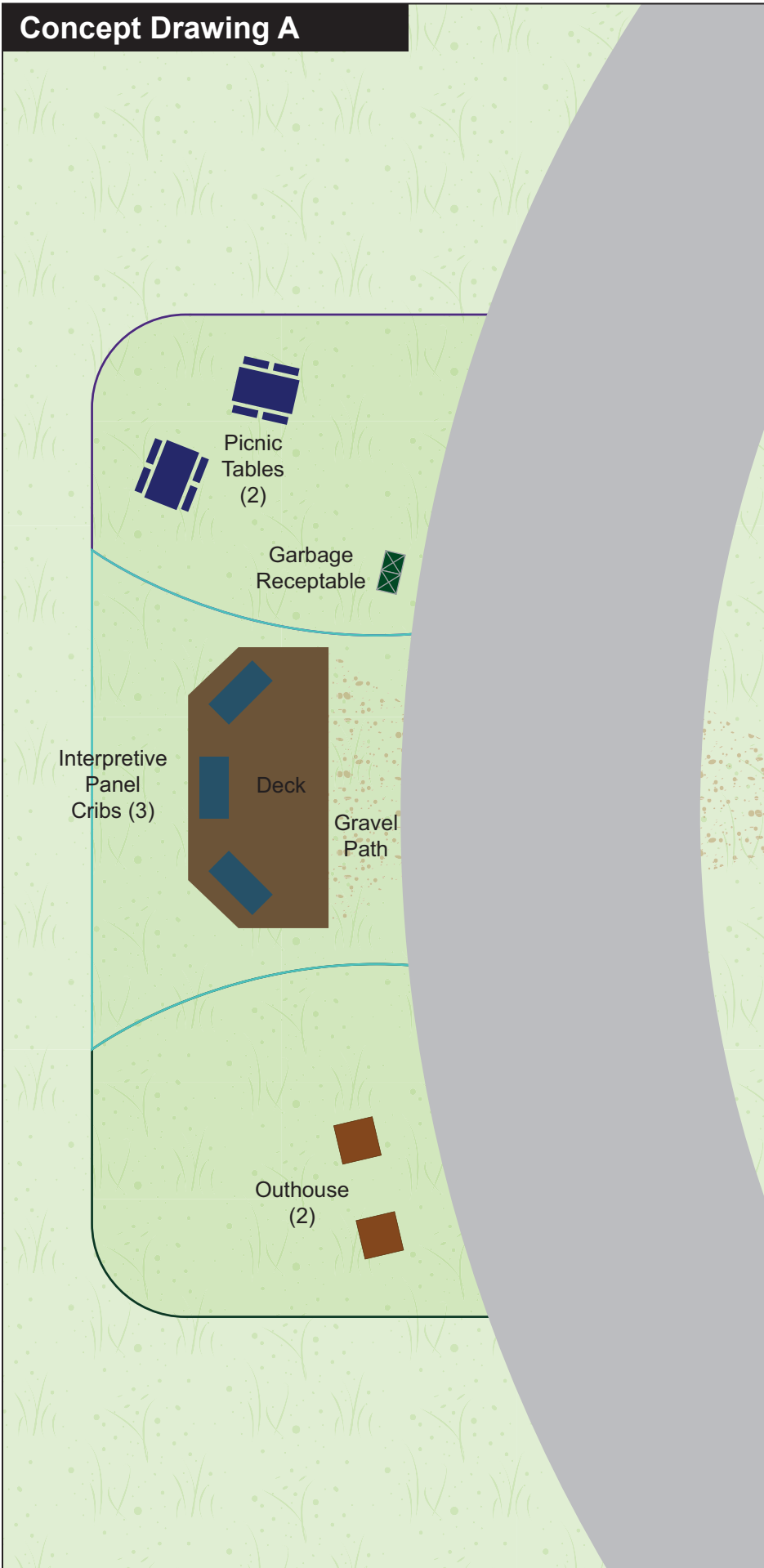
- Interpretive Zone
- Outhouse Zone
- Picnic Zone
- Vegetation
- View



Concept Drawing A

TOP OF THE WORLD HIGHWAY
INTERPRETIVE PLAN

105_{KM}

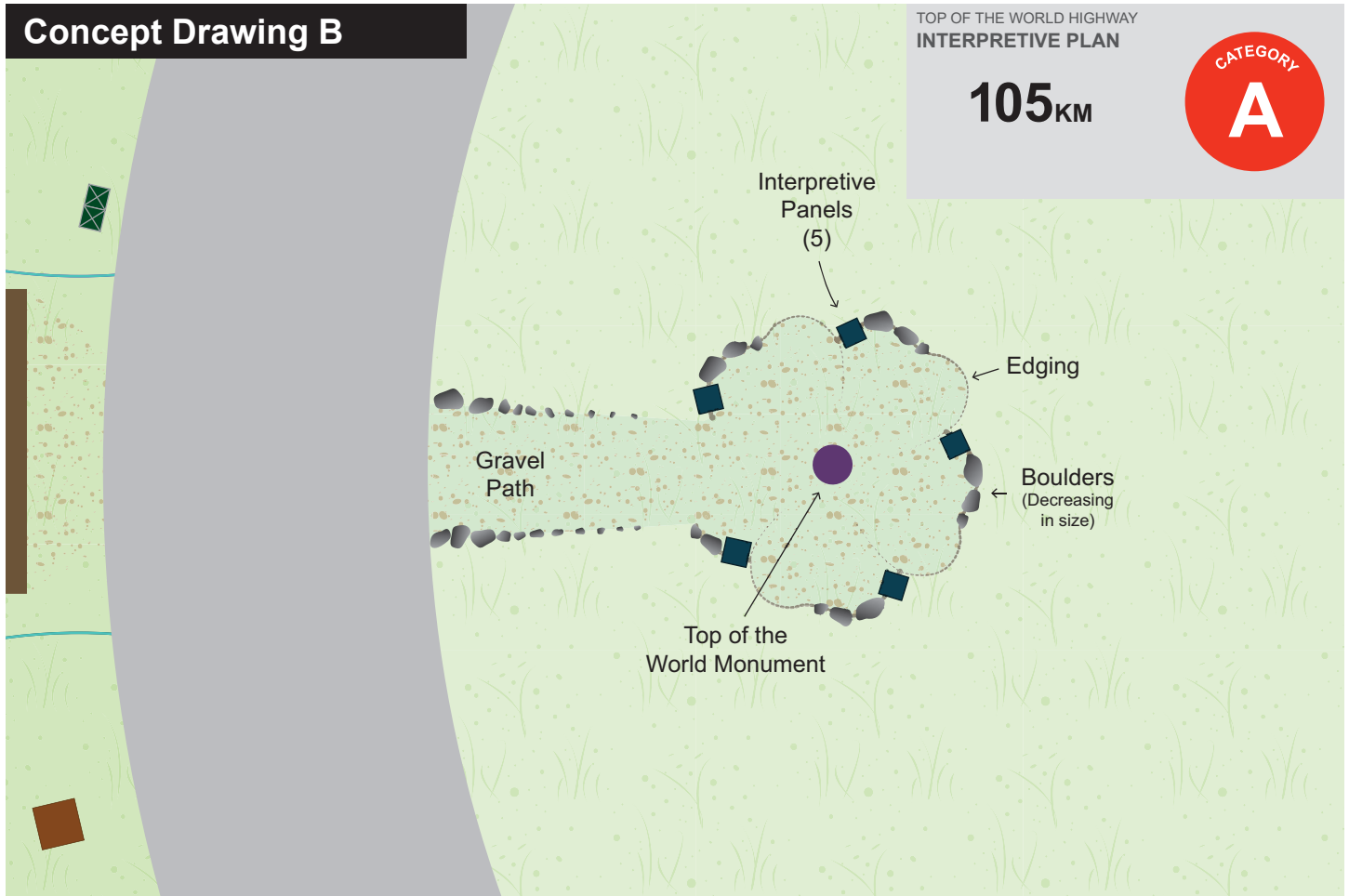


Interpretive Panel Recommendation:
Low Panel at 30° angle in a Crib.

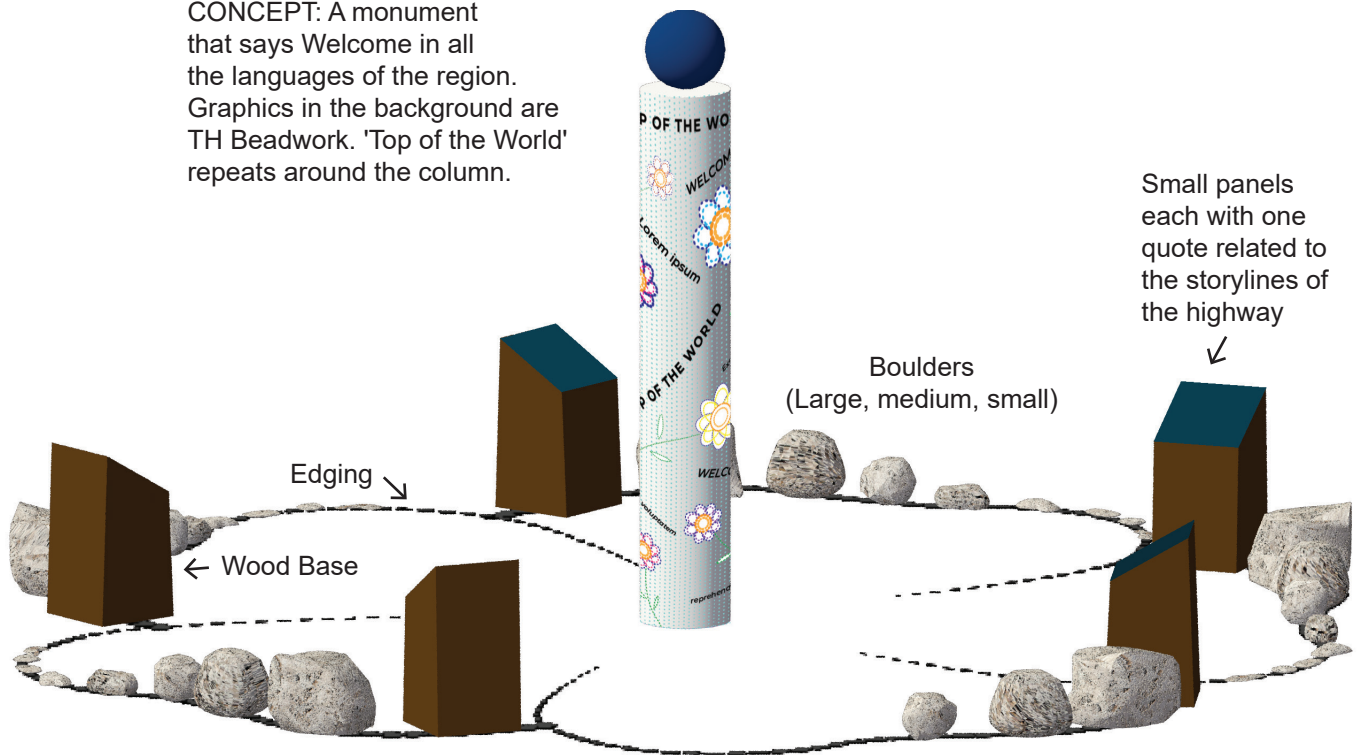
Concept Drawing B

TOP OF THE WORLD HIGHWAY
INTERPRETIVE PLAN

105KM



CONCEPT: A monument that says Welcome in all the languages of the region. Graphics in the background are TH Beadwork. 'Top of the World' repeats around the column.



Appendix B: Top of the World Highway – Brand Options Decision Matrix

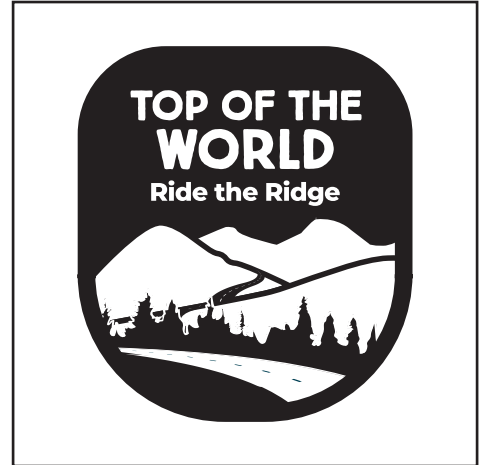
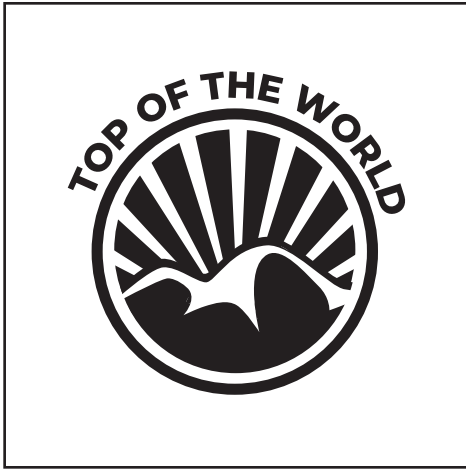
Top of the World Highway Interpretive Plan

Logo Decision Making Matrix

This *Logo Decision Making Matrix* has been developed to help guide the steering committee to recommend a preferred approach to branding for the Top of the World Highway. Please note that the tag line “Ride the Ridge” was used for design purposes only. The actual tag line will be decided by the committee. The committee may select any option to include or not include a tag line.

Top of the World Highway Interpretive Plan
Logo Decision Making Matrix

Please select the preferred option(s). If more than one option is selected, please rank the option in order of preference



Top of the World Highway Interpretive Plan
Logo Decision Making Matrix

Examples of branding options with coloured variations.



11 Bibliography and Resources

City of Dawson. “City of Dawson Municipal Designation – Moosehide Slide”. 2018.

Code, Allan. “The Memory Trap”. 2016.

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Government of Yukon. *2012-2013 Visitor Tracking Information Reports (2012/2013): Pathways Report*

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Alaska Highway West Interpretive Plan. (March 2002). Prepared by Inuksuk Planning and Development, in association with Aasman Design Inc.

Campbell Highway and South Canol Road Interpretive Plan. (February 1997, revised March 2005). Prepared by Inuksuk Planning and Development, in association with EDA Collaborative Inc. and Aasman Design Inc.

Interpretive Signage Strategy. (July 1995, revised March 2005). Prepared by Inuksuk Planning and Development, in association with EDA Collaborative Inc., Lynxpaw Services and Aasman Design Inc.

North Klondike Highway Interpretive Plan. (April 1996, revised 2004). PRP Parks: Research and Planning Inc., in association with Ed Duchoslav Design and Hector Mackenzie.

Silver Trail Interpretive Plan. (December 1997). Prepared by Inuksuk Planning and Development, in association with Anne Leckie, Albert Drapeau and Aasman Design Inc.

South Klondike Highway Interpretive Plan. (January 1997, revised March 2005). Prepared by Helene Dobrowolsky, Midnight Arts. Rob Ingram and Helene Dobrowolsky of Midnight Arts, in association with Wendy E. Wood and Brenda E. Carson.

The Alaska Highway: Disruptions and New Connections – A Research Report. (April 2017). Prepared by Helene Dobrowolsky, Midnight Arts.

Government of Yukon, Highways and Public Works. “Yukon Traffic Count Summary, 2011”. <http://www.hpw.gov.yk.ca/pdf/traf2011.pdf>

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Midnight Arts (Helene Dobrowolsky and Rob Ingram). *Forty Mile, Fort Cudahy and Fort Constantine Historic Site: Interpretive Plan*. (30 March 2007). Prepared for Tr’ondëk Hwëch’in and Government of Yukon, Historic Sites.

Midnight Arts., ‘*Tr’ondëk Hwëch’in Interpretive Manual*’, 2003.

Tr’ondëk Hwëch’in *Tr’ondëk Hwëch’in Heritage Act*. 2016.

UNESCO. *Tr’ondëk – Klondike Nomination for Inscription UNSECO World Heritage List.*, 2017. (<https://whc.unesco.org/en/tentativelists/6255/>)

Online Resources

Bell’s Travel Guides: Top of the World Highway (<https://www.bellsalaska.com/highway/top-of-the-world-highway/>)

Dawson City (<https://dawsoncity.ca/>)

Klondike Visitors Association (<https://dawsoncity.ca/contact-us/>)

Murray Lundberg “Explore North Top of the World Highway” (<http://explorenorth.com/wordpress/top-world-highway-dawson-city/>)

Milepost Top of the World Highway Information (<https://www.themilepost.com/highways/top-of-the-world/>)

Tr'ondëk Hwëch'in (<http://www.trondek.ca/>)

Travel Yukon (<https://www.travelyukon.com/>)

Yukon Tourism and Culture (<http://www.tc.gov.yk.ca/>)