

POTENTIAL QUICK WINS

-  Wrapping of garbage cans
-  Review and install simple signage
-  Murals partnerships
-  Fence hoarding partnerships
-  Painting of concrete barricades

NEXT STEPS

We will explore these ideas further with business and property owners and continue collaboration with Indigenous neighbours.

STAY INVOLVED

This plan is intended to grow with community input. Visit the project website, share feedback, and help shape how Fort Nelson's downtown identity comes to life.



Thank you for helping shape downtown Fort Nelson.

FORT NELSON DOWNTOWN IDENTITY & SIGNAGE PLAN

A FRAMEWORK FOR A VIBRANT, WELCOMING AND STORY-FILLED DOWNTOWN

This plan helps shape how downtown looks, feels and tells Fort Nelson's story. It uses signage, public art, colour, materials and streetscape ideas to strengthen placemaking, support local identity, and create a more memorable experience for residents, businesses and visitors.



WHY IT MATTERS

- Builds a stronger sense of place
- Makes downtown more welcoming and walkable
- Supports residents, businesses and visitors



CONNECTED TO THE DOWNTOWN REVITALIZATION PLAN

This plan supports the parent Downtown Revitalization Plan by translating broader revitalization goals into practical design direction for branding, wayfinding, interpretation and public realm improvements.



WHAT DOES FRAMEWORK MEAN?

A framework is a flexible guide, a practical shared vision, design direction and tools to support action. It allows room for ideas, partnerships and opportunities to emerge.



A DOWNTOWN IDENTITY SHAPED BY COMMUNITY

Connected to Fort Nelson's landscape, culture and stories.

1. IDENTITY WE HEARD FROM THE COMMUNITY

Through engagement, many ideas came up again and again. This plan reflects what matters most to our community:

- ✓ A strong sense of pride and identity
- ✓ A clearer sense of arrival and welcome
- ✓ More colour, vibrancy and energy
- ✓ Better storytelling and cultural recognition
- ✓ Improved wayfinding and easier navigation
- ✓ Stronger connections between downtown, history, culture, nature and recreation

3. THREE STORY THEMES

LOOK UP

NORTHERN SKIES • AURORA BOREALIS

Celebrate the wonder above and the stories that guide us.

LOOK BACK

HISTORY • CULTURE • PEOPLE

Honour our roots, our community and the people who built it.

LOOK OUT

NATURE • WILDERNESS • RECREATION

Embrace the outdoors and the adventures that surround us.

5. POTENTIAL APPLICATIONS



Painted barricades



Fence Hoarding



Garbage Wraps



Murals

2. COLOURS CONNECTED TO NATURE



- ✓ The northern sky and daylight
- ✓ The magic of the northern lights
- ✓ Sunset and the warmth of fall leaves
- ✓ The greens of forests
- ✓ The blues of rivers and lakes

4. TWO ANIMAL LANGUAGES

HUMANISTIC ICONS (PLAYFUL & WELCOMING)



Playful icons used for wayfinding, programs, events and community engagement.

SILHOUETTE ANIMALS (GRAPHIC & STORY-DRIVEN)



Bold silhouettes used for large graphics, identity moments and storytelling.

6. SIGNAGE FAMILY



A FLEXIBLE TOOLKIT FOR FUTURE PROJECTS

This identity plan is a flexible toolkit that can be implemented over time as funding, partnerships and opportunities arise. Small steps today build a strong, distinctive downtown for generations to come.

