

the

# trident

Past Present Future



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## Heritage Preservation Awards

On June 20, 1986, as part of the St. John's Day celebrations, the Newfoundland Historic Trust recognized quality restoration of our built heritage. Two commercial properties and four private residences received Southcott Awards and handsome bronze plaques for their outstanding efforts.

The Awards Committee, composed of Trust members Chri O'Dea, Ruth Saturley, Tim Houlihan and Mary Devine, had the difficult task of selecting the award winners from the many nominees. Their choices were based on the importance of the building, contribution to streetscape, spin-off potential and the extent of the undertaking. The Committee had also to decide on the recipients of a special

"Pioneer Heritage Preservation Award", part of the Trust's celebration of 1986 as the twentieth anniversary of its founding.

The awards were presented in the E.B. Foran Room of City Hall. The winners are as follows:

Terry and Anna-Kaye Buckley, 311 Southside Road.

Craig Dobbin and Karnal Paul, architect, Chapel Hill Condominiums, Queen's Road.

Ted and Helen Goodridge, 21 Military Road.

Garnet Kindervator and Charles Henley, architect, 121 Gower Street.

Jeff Levitz, Avalon Jewellers.

Gerald and Patricia O'Brien, Beaton Sheppard, architect, 16 Old Topsail Road.

Michael and Annette Stavely received the Pioneer Award for their restoration of the old Lawlor farmhouse at 59 Portugal Cove Road. The Staveleys commenced work in 1967 despite considerable misgivings amongst friends and associates. Their success was an important early example to others, demonstrating the viability of such projects.

A fascinating part of the presentation was a slide show with vivid pictures of the award winning buildings in both their before and after restoration states.

Special thanks are due to the Newfoundland Telephone Company, the sponsor of this year's Awards Programme.



Patricia and Gerald O'Brien with Beaton Sheppard, Architect (l-r) received a bronze plaque for 16 Old Topsail Road.



Award winning residence at 16 Old Topsail Road.



Ted and Helen Goodridge received an award for their home at 21 Military Road.

# Framework for the Future

As with any volunteer group, the Trust relies upon a diverse group of people who plan its activities, publish its newsletter, speak out on conservation issues, etc. It's hard to do all this and keep up with commitments to family, job and friends. In order to streamline the bureaucracy of the Trust and, one hopes, to utilize Trust members for tasks which they are most interested and most capable of performing, the Executive has decided to set up a committee structure beginning this autumn.

The committees will be small: three or four people. They will co-ordinate activities within their areas of responsibility and someone on the committee will be responsible for keeping the Executive up-to-date with the committee's activities. The committees will only function if there are members who are interested in the particular subject area. Some of the committees are already operative in one form or another although some of them do need new blood. The committees that the Executive would like to see organized are:

1. **Membership Committee.** Mary Chalker has been performing the often thankless task of badgering members for their annual fees. We would like to see a couple of other people help in designing activities specifically for the membership. Ruth Saturely has suggested that we host membership dinners at the home of people who are active in the Trust as a specific fund raising and membership event.
2. **Gift Shop.** Jennifer Soper and Bill Crosbie have been working with Betty Anderson to come up with new ideas for the Gift Shop. We are exploring a number of these, such as, convention gift packages, an association with Heritage Woodworks to produce replicas of outport furniture, etc. We are also using the services of the P.J. Gardiner Institute which is associated with the Business School of MUN.

3. **Awards.** We have a very active Awards Committee and, once again, this year they put on a well-attended and much-appreciated presentation.
4. **Trident.** Paul Thorburn has been the lonely soldier on this Committee. A couple of other people to help him would make the thrice-yearly publication a much easier task.
5. **Tours.** George Courage has put in a lot of time and effort, along with Gert Crosbie, in maintaining the Trusts profile as the provider of quality tours of St. John's. It not only earns the Trust money but it also gives us a chance to perform a valued public service.
6. **Research and Preservation.** Shane O'Dea is the Committee. He may well appreciate input from someone else who has a specific research task to propose.
7. **Policy and Public Relations.** There is no committee under this nomenclature however Shane has ensured that the Conservation Trust was represented in all forums where heritage conversation has been an issue. He would like to see others take on this function. The Trust has played a leading role in the past in vocalizing public opposition to insensitive development. It is hoped that we can form a committee of three people whose task it will be to keep themselves informed of any proposed developments affecting heritage conservation, particularly in the Downtown. The committee would liaise with other groups who have concerns similar to those of the Trust. The committee would establish policy positions which it believes the Trust should adopt on proposed developments. The committee would keep the Executive up-to-date with issues in its area of responsibility. We hope that someone currently involved in the media would be interested in serving on this committee.

In addition to the above committees, it has been suggested that, if there are individuals interested in forming them, there will be committees responsible for Education, Publications and Programming. The Education committee would involve members of the teaching profession who would design brochures or programs specifically for school children. The Publications committee would design and promote publications on behalf of the Trust. Of course, the Trust has already established a name for itself with books such as "Ten Historic Towns".

The question of a Programming committee may already have been decided by the success of monthly event committees which operated this spring. These were Ted Rowe's idea and proved to be an excellent innovation. Over the coming year, the Executive would like to see similar ad hoc committees formed to organize events in specific months from October to June.

Finally, the Executive itself needs to have more clearly defined functions. These should include co-ordination of the Trust's activities with those of other groups involved in heritage conservation, for example the Museum Association of Newfoundland and Labrador, the Newfoundland Association of Amateur Archeologists, the St. John's Historical Society and the Main Street Project. The four or five members of the Executive would hold meetings and, perhaps, two or three times a year there would be meetings for members at large.

We believe that the committee structure will provide a framework for the future of the Trust. We hope that it will spark individual initiative. The Trust will flourish only if it is able to give its members opportunities to use their talents as they wish.

*Bill Crosbie*

# Revitalizing Our Oldest Downtown

Jeff Levitz in St. John's

Our guide in St. John's is Jeff Levitz, the proprietor of Avalon Jewellers. Jeff once operated a store in a St. John's shopping mall but later moved downtown to a 100-year-old Water Street building. The move was made partly because he didn't like the way shopping malls operated: they're corporation-controlled and therefore offer little sense of personal ownership. He is proud of his downtown location, wants to give it a friendly image, make the store attractive to all strata of St. John's society.



Downtown St. John's features several promotion techniques. A favourite: mascot Capt. John (above).

When we ask Jeff about the Main Street Canada programme his thoughts go to 1975. That, he reminds us, is the year Heritage Canada (the foundation behind the not-then-launched Main Street Canada) and the Newfoundland government committed \$1 million to develop a St. John's area conservation project. People thought it was going to be the city's salvation. Jeff remembers. When oil was

discovered, however, they changed their minds, dreaming suddenly of great office towers.

Now, of course, Newfoundlanders realize how volatile and short-lived oil booms can be. As a businessman, says Jeff, he enjoyed the boom, made money off rig-workers coming in to buy rings for fiancées back home. But now the oil boom is finished and the province is consequently rediscovering the value of such traditional economic pillars as lumber, fisheries, and tourism. Downtown St. John's is likewise rediscovering the virtue of basing development upon principles that are both predictable and steady.

Main Street Canada came to St. John's because of a proposal the City and Downtown Development Corporation (DDC) made to the Heritage Canada Foundation at the Community Revitalization Conference in 1984. Main Street Canada then made a presentation to St. John's Council for a three-

year demonstration project: it was accepted. The 1985-86 budget is \$65,000, made up of \$30,000 each from Main Street Canada and the City and \$5,000 from the DDC. A building on the busy corner of Adelaide and George Streets was bought by the City and renovated as office space for Main Street and the DDC. Tom Horrocks was named Main Street co-ordinator.

One of the hallmarks of the Main Street programme is the emphasis it places upon organization. Jeff Levitz, who played an important role in the resuscitation of the DDC a few

organization, marketing, design and commercial and economic development.

One Main Street pay-off is improved facade and street design. Tom Horrocks provides many design services free-of-charge. That appeals to businessmen such as local entrepreneur Jim Whelan who recently bought several downtown buildings. Tom has helped with the design of such Whelan enterprises as Capricorn's Bar.

Jeff is enthusiastic about Main Street. Unlike the area



St. John's: "This approach proceeds from the viewpoint that there can be no meaningful preservation without economic revitalization."

years ago, says there's a certain amount of creative difference of opinion between the DDC and Main Street. Nevertheless, just as the two agencies co-operated on the physical development of the building they share (the DDC provided labour; Main Street labour and materials), so the two are building something together downtown. Ray McIssac, general manager of the DDC, development architect Fred Hann, Jim Finn and Kai Bath of the City, and Tom Horrocks largely agree on such basics of the programme as

conservation approach which emphasized only heritage preservation, Main Street proceeds from the viewpoint that there can be no long-term preservation without economic revitalization. We're improving here in St. John's, Jeff tells us; the tide on Water Street is running in our favour.

For more on St John's, contact: Tom Horrocks, Main Street Co-ordinator, 11 Adelaide Street, St. John's, Newfoundland, A1C 4H5. Tel: (709) 579-4139.

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# City Faces, Harbour Places

The June committee had as many ideas of the kind of event it wished to hold as there were people on it - and then some. Considering the various interests of the committee members and the proximity to St. John's Day, we decided to provide a series of visual displays that would focus on the importance of the harbour to city residents as a place for work and play. We also wanted to link the past with the plans for the future as envisioned by former and current downtown groups, primarily the St. John's Heritage Foundation and the Mainstreet Project.

Edna Hall, Tom Horrocks and Bill Crosbie began the evening for the crowd of about 100 people with a slide and audio show. Bill interviewed five city residents and taped their reminiscences of growing up in St. John's. After much editing, five hours of taped conversation were reduced to 20 minutes. Tom selected appropriate slides from the Archives to illustrate the conversation.

We obtained a copy of the 1960's film, "St. John's: A Harbour Re-born". It was an interesting glimpse into the development ideas of that time.



## THE NEWFOUNDLAND MUSEUM

### The Newfoundland Museum

Newfoundland Museum, St. John's, NF,  
A1C 1G9 Tel: (709) 576-2460  
Two locations: 285 Duckworth Street  
The Murray Premises

### Museum Hours

Monday - Friday	9 am-5 pm
Thursday (285 Duckworth St.)	9 am-9 pm
Thursday (The Murray Premises)	9 am-5 pm
Saturday, Sunday & Holidays	10 am-6 pm

Tom and Fred Hann concluded the evening with a program on the Mainstreet Project and its plans for George Street and other downtown areas. For those concerned about the revitalization of old St. John's it was a heartening vote of confidence in the ability of good design and urban planning to create an exciting and very human environment in a city with lots of goodwill but little wherewithall.

Our thanks go to those who submitted themselves to the tape

recorder: Jean Murray, Maurice Devine, Michael Jones, Bobbie Robertson and the Hon. William Brown. Also to David Fox and Bob Innes who supplied photos and plans for display. And Lana Hickey who did most of the publicity. Lastly, to Mike Sraga who designed a neat poster that did much to attract the attention of what turned out to be a numerous audience.

Bill Crosbie

**City Faces, Harbour Places 1950-1990**

**tuesday june 17 at 8 pm**

**foran room city hall**

**refreshments will be provided**

**the newfoundland historical trust presents an evening of audio-visual**

**display, film ("st. john's harbour reborn"), slide presentation on downtown mainstreet historical progression and retail core plan.**

**speakers:**  
fred hann; shannie duff; tom horrocks

## Building Revival Coalition

In Canada, older buildings are an inherent part of our existence. They define who we are and represent a huge financial investment worth 100 billion dollars. They are underutilized, due largely to inappropriate government policies.

The rehabilitation of this building stock accounts for 4 billion dollars annually in construction, creates twice as many jobs as new construction, yet receives no investment tax credit. In fact, profits from such projects are taxed at a higher rate. Under the Tax Act it is more advantageous to replace than to repair.

Government "venture capital" programs exist for other industries, but not for the building rehabilitation industry. Often those working in this industry work under the table and fail to report to Revenue Canada. Government is not recouping through taxation. We desperately need equitable government policies to create the right climate for growth in the building rehabilitation industry, especially, most assuredly in Newfoundland.

Statistics show that the building rehabilitation industry:

- (1) creates jobs
- (2) encourages regional economic development
- (3) stimulates investment
- (4) benefits tourism
- (5) capitalizes on resources
- (6) strengthens the tax base of local economies

The value of the building rehabilitation industry is recognized by many older countries in the world; they have jumped on the bandwagon. Some provide a 25% tax credit for those over 40 years old. An American investor's tax savings on rehabilitation are 2½ times greater than those of a Canadian investor. It is time for Canadians to join the U.S. and all the European countries in this process.

The Buildings Revival Coalition believes that results are achieved in preservation if a united voice calls for a national policy on the buildings rehabilitation industry. The Coalition advocates that it is feasible and worthwhile to renovate and recycle

older buildings both to revitalize communities and strengthen the nation's and our provinces economy. Already an incredible number of organizations and associations have joined the Coalition.

What can we do? We need concrete policies to ensure this commitment becomes a reality, such as a fairer tax system, different tax measures, a system of grants, guaranteed mortgages, venture capital programs and/or a preferential loan system. Investors in building rehabilitation should have parity with investors in other industries. The federal government is reviewing corporate taxation in Canada this year. Now is the time.

Write to your MHA's and MP's in support of this industry asking for a review of Canada's tax policies governing building renovations and call for a creative approach to economic renewal and heritage conservation through a sensible building revival policy.

*Ruth Saturley*

**a summary of "The Building Revival Coalition" document from the Heritage Canada Foundation Annual Conference, September, 1986.**

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## Outport Classics Re-born

We all have our favourite pieces of furniture, handed down within families from one generation to another. In Newfoundland, many of them have been created by our own countrymen. It was not until Walter Peddle authored a book on classic Newfoundland outport furniture that we began to appreciate the design and craftsmanship which is displayed in the best of our locally-produced furniture.

The Historic Trust Giftshop Committee (Betty Anderson, Jennifer Soper and Bill Crosbie) is working with an Eastport company to reproduce select pieces of outport furniture.

Heritage Woodworks is owned and operated by Gerald and Theresa Ralph.

If you have visited their showroom on Duckworth Street you know of their commitment to quality. They are making heirlooms which future generations will pass on with pride. They are therefore a natural partner to work with the Trust in bringing back to life classic Newfoundland designs that only a few now enjoy.

With the help of Walter Peddle and Ralph Clemens, the Committee and the Ralphs have chosen our first piece for reproduction: a historic nineteenth century washstand, part of Walter's personal collection. The Ralphs have begun the task of re-creating the washstand and both Ralph Clemens and Walter have agreed to provide advice in ensuring that the piece will be an accurate reproduction worthy of carrying a stamp of authenticity with the Trust's name on it.

It is hoped that we will be able to produce a line of classic outport furniture including some of the unique settles that were once so common in parlours and kitchens around Newfoundland.

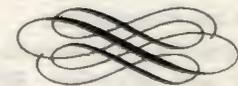
In the meantime, look for a display model of the washstand at the November Crafts Fair and pop down to the Heritage Woodworks showroom to see what they have.

*Bill Crosbie*



## A New Trident

After this issue, the Trident will change from its present status as a quarterly publication. The Trident magazine will become an annual issue with a Trident newsletter published monthly. It is hoped that this change will keep the Trust membership informed of all activities on a more timely basis.



## Heritage Canada Foundation Conference '86

The H.C.F. annual conference took place in Ottawa, September 25-28 at the Chateau Laurier. This year's theme was the "Role of the Volunteer in Heritage Preservation".

Opening sessions began with the eleven representatives of heritage groups across Canada reporting on activities in their region. Ruth Saturely was the representative for the Newfoundland Historic Trust at the conference.

On Friday morning Marc Denhez, president of Heritage Ottawa gave an inspiring dissertation on heritage moving into the mainstream of society. He was followed by a panel discussion on the Coalition of Traditional Heritage Groups, how and why they work.

The second panel discussed New Players and New Approaches to Heritage Preservation. Workshops in this area included (1) Mainstreet Teamwork (2) Tourism and Heritage working together (3) Commercial Renovation - a heritage business and (4) museums - the community as a museum.

At the Annual General Meeting the report of the Task Force created some lively debate. Ted Rowe and Mary Devine were members of that committee. The Trust will make copies of their report available to anyone interested.

At the Awards Banquet on Saturday night, Jack Diamond and Hanscomb Consultants shared the \$20,000 Credit Foncier Award for the restoration of the Barns Building in Calgary. Preservation architect Dr. Peter John Stokes was this years recipient of the Gabrielle Leger medal.

St. John's Deputy Mayor Shannie Duff, as well known on the national heritage scene as locally, also attended the Conference.

Ted Rowe has retired as our governor on the Board and is succeeded by Mary Devine. We thank Ted for his contribution over the last two years and wish Mary a productive term with the Foundation.

This year's conference was extremely well attended. All participants agreed it was perhaps the best one to date.

Mary Devine



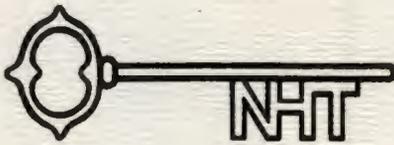
*Outgoing Heritage Canada Foundation Governor, Ted Rowe with Foundation Chairman Jack Mackenzie, and incoming Governor, Mary Devine.*



*Members of the Task Force with Foundation Chairman Jack Mackenzie: front row (l-r) Mary Bayir, Mary Devine. Back row, Al Davidson, Morris Hewelling, Mark London, Ted Rowe and Jack Mackenzie.*



*Delegates Ted Rowe and Shannie Duff discuss The Newfoundland Heritage Movement during the Conference Poster Presentation.*



# **THE NEWFOUNDLAND HISTORIC TRUST**

Invites its members and the general public to attend its  
**ANNUAL GENERAL MEETING**

at

**CANON WOOD HALL, 1 MILITARY ROAD**

on Tuesday, November 4, 1986 at 8:00 p.m.

**GUEST SPEAKER: The Honourable Bill Matthews  
Minister of Culture, Recreation  
and Youth**

A Tour of St. Thomas Anglican Church will follow the meeting.

Refreshments will be served.

***ALL ARE WELCOME!***

the

Present  
Past Future



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