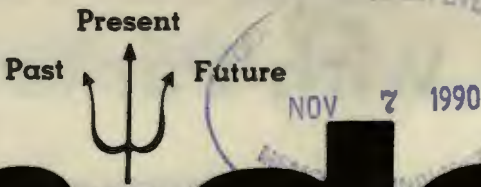


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the

Past Present Future



trident

The Newfoundland and Labrador Heritage Foundation

In 1977 the Trust presented a brief to the Hon. Charlie Power (then Minister of Tourism) recommending the creation of a Newfoundland Heritage foundation and followed this up with further briefs in 1979 and 1981. In 1982 the government announced its intention of establishing a heritage foundation but it was not until May of 1984 that the enabling legislation to create the Foundation was passed. The Board, appointed in the late fall of 1984, held its first meeting on February 4th to establish the basis on which it would operate.

The Trust's perception of the need for such an institution grew out of an awareness of the difficulties under which it and the government agencies (both Historic Resources and Parks Canada) as well as the politicians operated. The Trust was, because of its very limited financial resources, unable to do very much in the way of actual building preservation. Neither the government agencies nor the politicians could get into the business of dispensing grants to private persons without opening themselves to accusations of patronage and — as a consequence — bringing the whole preservation movement into disrepute. For a time the St. John's Heritage Foundation had filled this middle ground — but only in St. John's and it failed when the City Council refused to uphold its heritage bylaws. There was a need for a middle group which could — by virtue of its essentially autonomous, non-political nature and of its objectivity — provide the activity and direction needed. Equally impossible for the government was the possibility of owning (and operating for profit) heritage properties. This was part of the proposal made by the Trust but something which the new Foundation cannot undertake at the moment and which it may find impractical to do. The

experience of the St. John's Foundation as well as numerous other provincial foundations provided guidance as to what was needed and what could be achieved. And, as usual in Newfoundland, the limitations of a deranged economy militated against any form of grandiose thinking.

The Board of the Foundation is chaired by Dr. Leslie Harris, President of Memorial University and a past chairman of the Federal Historic Sites and Monuments Board. Apart from historical and administrative expertise he brings to the Board a presence of some importance in dealing with both the government and the public. Philip Greenacre, a Corner Brook architect who has been involved in preservation efforts there, is the Board's Vice-Chairman. The other members of the Board represent both the regions of Newfoundland as well as particular areas of expertise: Wendell Hamel of Happy Valley, Gilbert Higgins of Stephenville, Job Halfyard of La Scie, Al Green of Gander, Corwin Mills of Clarenville, Jesse Butler of Burin, Edwina Suley of Carbonear and Judy Foote and Shane O'Dea of St. John's as well as David Mills of the Historic Resources Division. Bob Buckle, who supervised the Trinity Restoration Project, will serve as the Board's secretary.

The Foundation is operating with a grant of \$170,000 and expects a similar fund from next year's budget. But such money, while it is intended for conservation, will not be expended for some time because of the particular need to establish criteria for designation structures of importance and for the provision of grants. The Board feels — a feeling which the Trust in all its briefs reinforced — that it is essential to plan very carefully before embarking on any program in order to avoid the hazards of ad hoc decisions.

To that end four committees have been appointed to provide direction. Finance (under the chairmanship of Job Halfyard) will determine the best means of maximizing the Foundation's limited resources as well as the proper handling of its finances. Judy Foote will chair the Public Relations Committee which is responsible not only for keeping the public informed on the activities of the Foundation but also to carry out one of the more important mandates of the Foundation: the developing of an educational program on the built environment. The Grants Committee will be chaired by Al Green and will draw up criteria and conditions for the distribution of grants. Shane O'Dea will chair the Criteria Committee which will determine the types of structures to be designated, the criteria for designating those structures and oversee the process of designation.

But it will be some time before the Newfoundland Heritage Foundation can actually begin the granting process. Until the fund is firmly established and the criteria for designating structures and awarding grants has been settled the Board feels it would be improper to act. It is also the Board's intention to begin a program (which will need further definition) leading to a greater awareness of Newfoundland's architectural inheritance. It has long been the belief of the Trust that without the general support of the public the whole attempt at preservation was a matter of chance — which the fate of the St. John's Heritage Conservation Area makes clear. The Newfoundland Heritage Foundation wants to develop a substantial educational program which it hopes will lead to greater support — public and private, financial and moral — for the principles the Trust has promoted over the years.

Celebrate With Parks Canada



Mr. Joseph Price, Member of Parliament for Burin — St. George's and the Honourable H. Neil Windsor, Minister of Development and Tourism, show off their Centennial Tee-Shirts presented to them by Boomer Beaver at the Press Conference and Reception which officially launched the Centennial in Newfoundland.

In 1885, the Federal Government set aside 26 square kilometres of land at Banff, Alberta for the enjoyment of future generations of Canadians. Since that time, our Parks System has grown to become the largest in the world.

1985 marks the Centennial of National Parks and 100 years of Heritage Conservation in Canada. During this year, Parks Canada hopes to make Canadians aware of the rich natural and cultural heritage that makes up our country and the necessity to continue to preserve this heritage.

The Centennial was officially launched in Newfoundland at the National Parks Centennial Press Conference and reception held in the Visitor Centre at Signal Hill on February 18. The Minister of the Environment, The Honourable Suzanne Blais-Grenier, was represented by Mr. Joseph Price, the Member of Parliament for Burin-St. George's. The Honourable H. Neil Windsor, the Minister for the Department of Development and Tourism, represented the Provincial Government.

During the press conference, commemorative Centennial book covers were presented by Mr. Price to two school children



Boomer Beaver greets guests at the National Parks Centennial Press Conference.

representing the youth of Newfoundland and Labrador. Special mention was made of the Newfoundland Teachers' Association which has made "Caring for a Small Planet" its theme for this year's Education Week. Champagne and commemorative Centennial cake was distributed among the guests.

Many special events have been planned in the National and Provincial Historic Parks in Newfoundland to celebrate this special occasion. Both National and Regional Centennial exhibits will be touring the province. Special open houses will be held in all Municipal, Provincial, and Federal Parks on July 14 which has been declared Parks Day. L'Anse aux Meadows will be officially opened as a National Historic Park in July. A Centennial Film Festival is planned for Castle Hill National Historic Park.

These are just a few of the events planned to celebrate the Centennial. It is hoped that people will take the opportunity to discover some of their natural and cultural heritage by visiting a National or Provincial Historic Park.

If you are interested in obtaining further information on the Centennial, please contact one of the people below:

Steve Mills
Signal Hill N.H.P.
772-4444

John Fulton
Terra Nova N.P.
533-2801

Blake Maybank
Gros Morne N.P.
458-2417

Correction

The September 1984 issue of the Trident incorrectly identified the gentleman receiving an award from James McGrath. The caption should have read "James McGrath, M.P., presents Mr. M. Rowe, representing Gower Street United Church, with a Heritage Award." Our apologies.

Report of the Preservation Committee: 1984

While the Preservation Committee can report that the Newfoundland Heritage Foundation is almost born, it also has to report that some buildings which the Foundation would develop have been killed. And, as if to mirror the general situation in Newfoundland, the situation in St. John's shows equal shades of dark and light.

In the spring session of the legislature the government passed legislation creating the Heritage Foundation. And we should be pleased to note that the legislation includes most of the things that we have been recommending for seven years. Furthermore the government has put aside \$200,000 for the establishment of the organization. But we should not presume that this money will be immediately available for spending on buildings. Were the organization to do that without having properly planned its future it would be guilty of gross irresponsibility. In any event the first Board has not yet been appointed and until that has happened nothing can be done. It is expected that the Cabinet will make those appointments within the next three weeks.

In the past year we have seen some serious losses. Before last Christmas the Carey House in Witless Bay was taken down because of a serious windstorm which had damaged the roof. This building — from what we can tell, was the last remaining full-studded house with a settle fireplace on the Southern Shore — had been declared a National Historic Site by the Historic Sites and Monuments Board. Now all that remains is a remarkable chimney which, because it is jointed with mud, will soon fall to the ground. This summer the Town of Carbonear ordered the demolition of the Pike/Soper or Sheila na Geira House in Carbonear. This house, built about 1820, was always associated with the legendary Irish princess and, whatever the reality of the legend, could have been used in a tourism development program — most of which are based on less romantic, more spacious stories. In Harbour Grace another house of similar age has been replaced by a bungalow and the Walsh

House at Riverhead has been demolished. This last structure with its saltbox roof, central chimney and storefront would have been the central point of any attempt to develop a heritage area at Riverhead. These losses are all from the Eastern Avalon and I have no idea what our losses are like in the rest of Newfoundland.

In the City we have seen the imposition of a Municipal Plan which only partially protects the environment. The Holloway House controversy has made clear that whatever the intents of the plan might be, its practical nature is to serve developers at the expense of local residents. The Plan calls for the protection of views, for re-use of older buildings, for support of heritage structures and residential neighbourhoods but the approval of Holloway House shows the true limits of the plan — that it is consistent with council's desire to have controls only for the little people and to allow major developers to do as they choose. Indeed if one looks at the way in which the council uses its Heritage Advisory Committee one can see the truth of this.

Despite this there are signs of hope within the Capital. Victoria Hall is our first example of reconstruction and a superb one. On the residential streets around we see continuous activity by homeowners who are preserving elements of our Victorian streetscape. And while we have lost two hotels — the Crosbie and the Newfoundland — we can be partially consoled by the fact that the Cochrane (where Alcock and Brown stayed before their great Transatlantic flight) is now recovered.

Regrettably we will stay in this half-light world for some years to come — until a time when money is adequate and attitudes have changed. I do not wish to be unduly pessimistic but I think that while the first — the money — may come, the second — attitudes — may never change. After all if a Greek developer can seriously propose the demolition of the monuments of the Acropolis what hope have we with the likes of John Murphy and all his tribe?

Shane O'Dea

Quidi Vidi Church Update

Christ Church in Quidi Vidi Village has been sold by the Newfoundland Historic Trust to Mr. Aiden Duff. The Church was the catalyst for the formation of the Newfoundland Historic Trust when its demolition was threatened in 1966. Mr. Duff is renovating the inside of the Church to make a most interesting and attractive residence for himself and his wife. The Trust has a covenant which protects the exterior facade of the Church and guarantees its upkeep.

Paul Thorburn

Annual General Meeting October 25, 1984

Treasurer's Report

Total revenue, including grants was \$13,602, while total expenses were \$12,065. This leaves a net income of \$1,537 and a cash balance in the bank of \$8,829.

Gift Shop

Visitors to the museum were down this year resulting in lower sales. A Christmas brochure was produced listing the new items available. The shop has taken over the printing of the books published by the Trust. Bette Anderson was given a Cape Spear poster for her work with the shop and Linda Smith was presented with an award for her help over the past four years.

Focus on Heritage

Jean Ball presented a report on her involvement in helping the residents of Bonavista Bay North set up an Historic Trust. To quote from that report: "It seems that the Bonavista North Historic Trust is on its way and while we have not been closely involved recently there are signs that they are active and we will continue our support for the required period."

Heritage Awards

Beaton Shepherd designed plaques to be awarded to property owners who preserved or restored buildings

Cont'd

according to heritage standards. Twenty nominations were received and eight plaques were awarded at City Hall on St. John's Day.

Preservation Committee

The provincial government has granted \$200,000 for the establishment of the Newfoundland and Labrador Heritage Foundation. While the Foundation is nearly finalized it is too late to help four buildings that Shane O'Dea reported were lost this year in Witless Bay, Carbonear, Harbour Grace and Riverhead.

President's Report

Chris O'Dea reviewed some of the work done by the trust over the year in the way of awards programs, advice to home owners, lobbying against Holloway House and giving support to areas outside St. John's. He mentioned the gift shop, the Trident and the social events of the Trust. All these Chris hopes will continue in the new year and specifically to increase the public awareness about our heritage and the need to preserve it.

Nominations

Last years executive were approached by the nominating committee and asked if they would stand again. This slate was put forward, and, as there were no more nominations from the floor the following were seconded and passed as duly elected:

- President — Chris O'Dea
- Treasurer — George Courage
- Vice-Presidents — Mary Chalker
Tim Houlihan
Ruth Saturley
- Secretary — Pip Lewis

The highlight of the evening was a slide show and talk given by Walter Peddle, furniture curator at the Newfoundland Museum. He demonstrated dovetail and lap joints done by hand by folk furniture makers in the province, and how the later commercial furniture makers did these by machine. He pointed out how architectural designs in buildings are often repeated in furniture and sometimes the furniture is made from the most remarkable things. Walter's interest in and enthusiasm for the commercial and home furniture makers of Newfoundland's past is infectious!

Pip Lewis
Secretary

Museum Gift Shop

Working at the Musuem Gift Shop is full of surprises!

Requests for products range from Cabbage Patch Dolls, to Antique Clocks, to Coles Notes.

One day there can be few visitors, while another day, you can be overwhelmed by groups of school children — all of whom want one button or one mineral at the same moment.

Sales are hard to predict. After a busy 1983 summer season, we expected an even busier 1984 season. Instead, there were a third of the tourists visiting the museum and sales were down considerably. However this past Christmas sales were much better than the previous year.

Developing new products is always interesting. Snags or hold-ups can never be anticipated. A final product often ends up quite different from the original concept.

Several new products have been developed this year.

The Newfoundland Flower Stencil Kit was designed by Jean Ball. She adapted five Newfoundland wildflowers to stencil form. They have been printed on plastic mylar paper and are sold as a kit.

The designs can be cut out and painted on any surface to make an attractive pattern. Stencilling is an easy technique and a practical and inexpensive way of decorating. It was very popular during the 19th century and is enjoying a revival today. (Examples of stencilling in Newfoundland include the restored Bradley House in Bonavista.)



The Museum hosted several workshops on stencilling and if there is continued interest, they will sponsor more. All the paints, brushes and instruction booklets are available at the shop.

A Newfoundland Museum T-shirt was designed by Marilyn Koop. It features an attractive drawing of the New-

foundland Museum building on a royal blue shirt. All sizes, from children's to men's extra-large are available.

The Salt Box House Cookie Jar is still in the works. There are three stages of development: a master mold in block and case form, a working mold, from which the final ceramic Salt Box forms are poured.

The master mold has been completed by a well known Atlantic artist, Peter Powning. However, we were not ready when the block and case mold arrived — shipped from England to New Brunswick to Newfoundland, then mistakenly shipped back to New Brunswick. When it finally arrived again in Newfoundland, we discovered a huge crate, vacuum packed and weighing 2,000 pounds, only to be moved with a forklift!

This was unpacked and loaded piece by piece into Kay Macallum's car. She kindly delivered it to another artist in Nova Scotia. He will complete the working mold. The final product will be finished in Newfoundland.

Other new products are underway, but experience has shown it is better not to make predictions!

At Christmas we had many special items. The tree was decorated with an Irish theme, there were many gift items from the Metropolitan Museum, miniatures from England, and Mr. Harold Goodridge painted some lovely miniature scenes of Newfoundland, to be displayed in a dollsize picture gallery. Unfortunately the frames have only just arrived and the pictures will be on view this month.

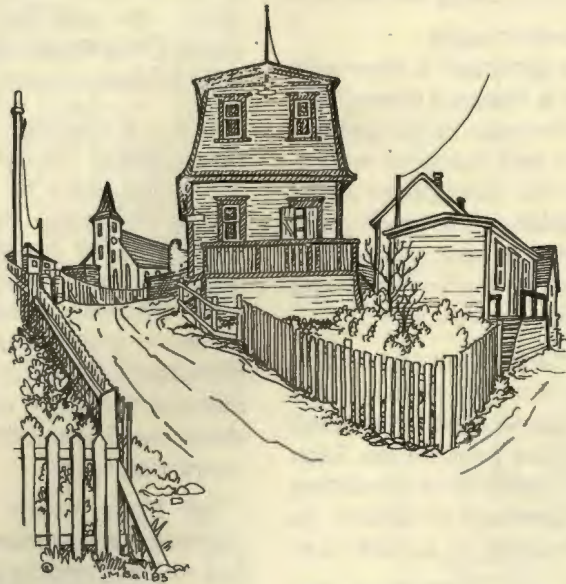
The shop is indebted to the loyal volunteers. This year we are acknowledging the contributions of Linda Smith and Paul Thorburn. Linda has researched and developed many lovely products, including the Outport Doll, the St. John's Doll, Edwardian Sailors Dolls and Puffin Puppets. Every Friday afternoon you can see her in the shop.

Paul came not once but twice a week and opened the doors an hour earlier! In the summer he surprised us with fresh vegetables from his garden.

Come to the Newfoundland Historic Trust Museum Gift Shop for gifts of heritage that will surprise and delight you.

Martha Entwistle

Focus on Heritage Report



At last year's Annual Meeting, 1983, of the Newfoundland Historic Trust two items sparked a renewed interest in involvement beyond our local level. Outlining possible directions the Trust might take President Chris O'Dea said, "In many other parts of Newfoundland we should attempt to ensure preservation of the architecture that reflects the maritime culture of Newfoundland and to do so by supporting community groups in persuing their efforts toward this end. Following Chris' remarks the Slide Show presentation and commentary by David Blackwood, on the threatened buildings of Bonavista North, pointed one way the new involvement might go.

At the first meeting of the New Executive, Kay MacCallum and I asked for, and received, permission to conduct a survey of the area from Newtown to Greenspond, and out of this the Focus on Heritage was born.

A three day in-depth survey was conducted, Nov. 2nd., 3rd., and 4th. In each community we met with representatives of Town Councils, School Boards, Churches and Historical Societies. We also talked with fishermen, shopkeepers, housewives and postal clerks. Everywhere we went we left a copy of our Proposal and asked that consideration be given to holding a meeting of all interested persons in the near future. On the whole, given the fact that our visit came as a complete surprise, we

were very well received and found most people receptive and interested in the idea of Heritage Preservation. The town of Newtown had celebrated its 130th. Anniversary that summer and was very keen indeed.

After much correspondence the follow-up meeting was arranged for January 14th., and five members of the Trust Executive attended: Chris O'Dea, George Courage, Shane O'Dea, Kay MacCallum and myself. We met at Pound Cove on a bitterly cold night, all looking like characters out of a David Blackwood etching, against the ice and snow and the bleak sky. It was even cold in the hall but for all that the meeting went very well. Chris outlined the purpose of the Trust and the benefits to be derived from joining forces. Shane showed slides of threatened and lost buildings as well as excellent restorations. There was marked interest shown by all present with many questions from the floor. Mayor Bill Jones of Wesleyville chaired the meeting that followed. Discussion groups were formed and the various aspects of the Focus Proposal were considered after which an Interim Committee was set up. This Committee then met with the St. John's delegates to lay down guidelines for future action.

By February an organization was set up which calls itself the Bonavista North Historic Trust. The elected executive for 1984 is: President Cliff Mills, Badger's Quay, Vice-President Dan Tulk, Newton,

Treasurer Herb Burry, Greenspond, and Secretary Stephen Baker, Wesleyville. Members at large to be added to bring representation up to fifteen, three from each community. A copy of the Newfoundland Historic Trust constitution was asked for and sent to be used as a general guide. There has been no correspondence with the newly formed group since April when we were requested to support their efforts to obtain funds from the Newfoundland Arts Council for a showing of David Blackwood's work in May. We were happy to comply and the resulting show was a great success.

More recently the Trust has made a submission to the Historic Sites and Monuments Board of Canada on behalf of the Barbour Homestead of Newtown Bonavista Bay, as well as furnishing information requested by Parks Canada about the same property as it relates to the history of the sealing industry in Newfoundland.

In the original proposal of the Focus on Heritage it was suggested that an active interest be taken for two to three years after which another area would be selected for a Focus. It seems that the Bonavista North Historic Trust is on its way and while we have not been closely involved recently there are signs that they are active and we will continue our support for the required period.

This Focus has been an activity that reflects the aims of the Newfoundland Historic Trust. At the same time it has offered a useful public-spirited service to another area of the Province. The experience and expertise acquired should serve the Trust in further activity of this sort.

Jean Ball

What is Main Street Canada?

Editor's Note: This article and Main Street Canada, following, are of particular interest at this time as a Main Street project for downtown St. John's is in the final stages of approval.

The objective of Main Street Canada is to help as many as 70 Canadian communities revitalize their Main Street, taking advantage of their architectural resources.

Since 1981, the Heritage Canada Foundation has conducted seven Main Street demonstration projects throughout Canada. These have clearly demonstrated that the original method developed by the Foundation works.

The key to the success of a Main Street project is community involvement and self-help. A project co-ordinator opens an office on Main Street and works closely with local leaders, merchants and business people. He offers free assistance on all matters including design, advertising, marketing and merchandising but leaves the direction to the merchants, property owners and members of the community. Main Street Canada is structured around four components:

1. Organization

The co-ordinator works as a catalyst in bringing together downtown businesses, municipal and provincial governments, building owners, service clubs, local organizations and the media to form a plan of attack for downtown.

2. Marketing Downtown

Strategies to promote downtown as a desirable place to go for shopping, business and recreation are developed, drawing on the strengths and traditions of the community. These strategies can include special sales, events and promotions, unified efforts, public improvements and tourism.

3. Packaging Individual Businesses

Free professional advice is given to individual merchants who show an interest in improving their image through building renovation and preservation, signage, window display, or general maintenance; and

through merchandising techniques

4. Economic Restructuring

A grass-roots approach to economic revitalization is fostered through exposure to techniques of competitive management and business recruitment, and to the appropriate use of planning, legislation and funding services available to the community. The concepts of adaptive reuse and local initiatives are stressed.

In Main Street Canada, up to 70 communities which show an aptitude and interest in this approach will be selected to participate in the programme. Each community must either have an existing Main Street programme or confirm its willingness and ability to initiate one.

In applying for the programme, the community must demonstrate that it can raise the funds necessary to ensure the project will be maintained for a period of at least three years. The funds can originate from various sources: the community itself, the various levels of government, private donors, etc.

Main Street Canada will offer the community a wide variety of services, as outlined above, all based on the practical experiences drawn from the demonstration projects over the past four years. These services will be free of charge to the communities selected for Main Street Canada for a period of three years. After three years, it is anticipated that the community will be in a position to continue the revitalization process itself under the initiative developed by the Main Street Canada Programme.

Heritage Canada Foundation

Main Street Canada

When the Heritage Canada Foundation was launched in 1973, its terms of reference were clear: to work to preserve the built environment of Canada.

Then what is the Foundation doing in small towns, holding street fairs, teaching merchants the art of window-dressing, organizing associations of businesspeople, worrying about opening and closing hours, parking, and signage?

The answer is simple. It is no use preserving a building unless a use can be found for it. It is no use preserving a streetscape if it is not economically viable. To save the main streets of Canada, the Foundation realized it must help to make them pay.

This is a relatively new approach to preservation, but it is the only one that works. For years we tried to save worthy edifices by turning them into museums. The problem was, however, that the cores of small Canadian towns were themselves becoming museum places — fossilized buildings, many in disrepair, unable to compete with the massive shopping centre on the outskirts, sucking the life blood from the main drag.

Yet Main Street is the glory of Canada. If a community has no heart it has no soul; and its heart should beat faster at the core. For here is the glory of the past, the symbol of stability, the structures that our fathers and their fathers erected, the visual reminder of another time that gives every small town a sense of continuity.

We forget sometimes that Main Street itself is a shopping centre and that by borrowing the techniques of the shopping centre, it can be made to come alive. For Main Street has one advantage: it belongs to the community in a way that the shopping centre, with its franchised outlets, can never belong. The businesses are local ones; the merchants, often, are the sons of those who came before.

Each Main Street is unique because it was developed gradually from within, not imposed suddenly from without. If it has deteriorated, it has deteriorated slowly; thus, its revitalization must also be incremental. Sudden change, forced upon the community, often brings unexpected and devastating results. This is the Heritage Canada philosophy: to preserve the living past through the revitalization of the main streets of the nation; and to do it slowly, through local endeavour and local initiative. The Foundation can be the catalyst; it cannot, by itself, be a savior.

Since the Main Street program was launched a few years ago, the

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Foundation has developed techniques and models through its seven pilot projects in British Columbia, Alberta, Saskatchewan, Ontario, and Nova Scotia. Now the time has arrived to move into the second stage of the program, to 'teach the teachers,' in the words of Jacques Dalibard. The plan is ambitious: to train scores, perhaps hundreds, of Main Street co-ordinators, who can work with business associations and town councils in all ten provinces to preserve this country's built environment.

It is an ambitious project but a worthy one. If it is successful, it will revitalize the face of Canada.

Pierre Berton

Notice of Lecture

John Sewell, former mayor of Toronto and columnist for the Globe and Mail will be in St. John's on March 21, 1985 to deliver the Laird Lecture at Memorial University. His title is "Future of St. John's: Decisions, Developers and City Shape." The lecture will be held in Lecture Theatre A of the Health Sciences Complex at 8:00 p.m. It should be a most interesting evening.



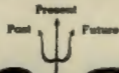
The Newfoundland Historic Trust is now accepting nominations from the general public for excellence in traditionally restored properties and new construction completed over the last two years in the St. John's area for the following categories:

- (A) Residential Property
- (B) Non-Residential Property
- (C) Designer Award

Nominations accepted on or Before
Friday, April 26, 1985
Application forms available from
N.H.T. Museum Gift Shop
or by writing

Newfoundland Historic Trust
P.O. Box 5542
St. John's, Newfoundland
A1C 5W4

the



trident

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