

POINTE-AU-PÈRE LIGHTHOUSE

NATIONAL HISTORIC SITE OF CANADA

MANAGEMENT PLAN

Gaspésie Field Unit

February 2007

Cover page photos:

Lightkeeper's house, assistant lightkeeper's house, and 1909 lighthouse
Musée de la mer / Y. Couillard

Pointe-au-Père Lighthouse Station from the St. Lawrence River
Parks Canada / J. Audet

Aerial view of the Pointe-au-Père Lighthouse Station and old pilot boat wharf
Parks Canada / J. Audet

Foreword



Canada's national historic sites, national parks and national marine conservation areas offer Canadians from coast-to-coast-to-coast unique opportunities to experience and understand our wonderful country. They are places of learning, recreation and fun where Canadians can connect with our past and appreciate the natural, cultural and social forces that shaped Canada.

From our smallest national park to our most visited national historic site to our largest national marine conservation area, each of these places offers Canadians and visitors unique opportunities to experience Canada. These places of beauty, wonder and learning are valued by Canadians - they are part of our past, our present and our future.

Our goal is to ensure that each of these special places is conserved.

We see a future in which these special places will continue to contribute in meaningful ways to Canadians' appreciation, understanding and enjoyment of Canada, to the economic well-being of communities, and to the vitality of our society.

Our vision is to build a culture of heritage conservation in Canada by offering Canadians exceptional opportunities to experience our natural and cultural heritage, opportunities that celebrate our protected heritage.

These values form the foundation of the new management plan for Pointe-au-Père Lighthouse National Historic Site of Canada. I offer my appreciation to the many thoughtful Canadians who helped to develop this plan, particularly to our dedicated team from Parks Canada, and to all those local organizations and individuals who have demonstrated their good will, hard work, spirit of co-operation and extraordinary sense of stewardship.

In this same spirit of partnership and responsibility, I am pleased to approve the Pointe-au-Père Lighthouse National Historic Site of Canada Management Plan.

John Baird
Minister of the Environment

**Pointe-au-Père Lighthouse
National Historic Site of Canada**

M A N A G E M E N T P L A N

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1. Introduction

1.1 The Parks Canada mandate and legislative framework

The mandate of Parks Canada, a federal agency under Environment Canada, is to fulfill national and international responsibilities in areas of heritage recognition and conservation. Parks Canada carries out that role by protecting and presenting representative aspects of Canada's cultural and natural heritage in ways that encourage public understanding, appreciation and enjoyment of this heritage, while ensuring ecological and commemorative integrity.

One of the most tangible results of the actions of Parks Canada is the network of national historic sites, of which the Pointe-au-Père Lighthouse National Historic Site of Canada is a part. Parks Canada administers 155 national historic sites, 28 of which are in Quebec. National historic sites are managed based on the following objectives:¹

- To foster knowledge and appreciation of Canada's past through a national program of historic commemoration.
- To ensure the commemorative integrity of national historic sites by protecting and presenting them for the benefit, education and enjoyment of present and future generations in a manner that respects the valuable and irreplaceable legacy represented by these places and their resources.

- To encourage and support initiatives designed to protect and present other places of national significance that are not administered by Parks Canada.

In accordance with the *Parks Canada Agency Act* of 1998, Parks Canada must draw up and update management plans for national historic sites. The main purpose of a management plan is to establish guidelines for actions aimed at the protection, presentation, use and administration of sites. The plan is developed in conformity with *Parks Canada Guiding Principles and Operational Policies*, including the *National Historic Sites Policy* and the *Cultural Resources Management Policy*. Parks Canada's strategic objectives are also taken into account in formulating a management plan. For each historic site, the management plan expresses the general Parks Canada policies and takes into account public concerns and points of view.

The vast network of national historic sites of Canada is made up of places that represent and reveal the many facets of our national history, and its character, identity and fabric. Designated by the Minister of the Environment upon the recommendation of the Historic Sites and Monuments Board of Canada, our national historic sites provide a rich overview of how history has left its mark on Canadian soil. Parks Canada's commemorative program applies to places, but also to figures and events of national historic significance. More than 916 sites, 590 figures and 367 other elements of our history have been officially recognized as having national importance.

1. CANADIAN HERITAGE. *Parks Canada Guiding Principles and Operational Policies*, Supply and Services Canada, 1994, p. 73.

1.2 Management plan development process

This management plan was prepared according to the provisions of Section 32.(1) of the *Parks Canada Agency Act* and will be reviewed according to the provisions of Section 32.(2) in 2011.

The Pointe-au-Père Lighthouse National Historic Site of Canada management plan is the work of a multidisciplinary team of Parks Canada Agency employees. The team has analyzed the situation at the site and determined the main management challenges. It has developed a vision for the future and proposed management measures to make this vision a reality. In September 2006, public consultations were held in Rimouski to submit the vision and management measures to those groups and citizens interested in the

topic. The public consultation brought to the fore the opinions of stakeholders likely to be concerned by the site's management. All comments were compiled, analyzed, and taken into account in the management plan. The plan was submitted for an environmental assessment intended to ensure that the management measures would not have a negative impact on the environment. The plan was then reviewed by the national office and presented to the minister of the environment for approval. After receiving the required approval, the document was submitted to Parliament.

This management plan is to analyze the current status of the site and present the selected methods to protect cultural resources, to convey messages to visitors, to enrich their experience, and to get Canadians involved in the operation and conservation of this national historic site.

2. Pointe-au-Père Lighthouse National Historic Site of Canada

2.1 Designated site

Pointe-au-Père Lighthouse National Historic Site of Canada is located in the city of Rimouski, Québec, some 300 kilometres downstream of Québec City (Map 1, p. 27). The location of the lighthouse was recognized as a site of national historic significance in 1976 because of its important role as a pilot service centre and major beacon for river navigation. In 1990, the Federal Heritage Buildings Review Office designated the concrete lighthouse (the third lighthouse to be built on the site) a classified building, and foghorn building a recognized building. A Historic Sites and Monuments Board of Canada plaque commemorating the Pointe-au-Père Lighthouse was placed at the site in 1982. Another plaque commemorating the pilots of the St. Lawrence was unveiled in 2002. The Pointe-au-Père Lighthouse is part of the network of National Historic Sites of Canada commemorating Canadian lighthouses and the network of lighthouses built to aid navigation in the Gulf and along the St. Lawrence River.

Pointe-au-Père has been home to four lighthouses. The site has also seen the construction of numerous other navigational aid facilities throughout its history. This centre for navigational aid was in operation from 1859 to 1997. It enjoys a unique location in the St. Lawrence Estuary between internal waters and the open sea. The site has born unique witness to the development of Canada's maritime heritage.

Once obsolete, the concrete lighthouse and surrounding land were turned over to Parks Canada in 1977. In 1979, Parks Canada had major work done to rebuild and preserve

the lighthouse. In 1981, Transport Canada transferred the assistant lightkeeper's house to Parks Canada. In 1982, Parks Canada signed a cooperative agreement with the Musée de la mer corporation to run the site. Under this agreement, Musée de la mer agreed to open the site to the public, present interpretation activities related to the themes and objectives of the National Historic Site and Musée de la mer,² and provide a variety of visitor services. In 1987, the lightkeeper's house was transferred to Parks Canada. Over time, other buildings tied to lighthouse operations were gradually transferred to Parks Canada. In 2005, Fisheries and Oceans Canada transferred to Parks Canada a 1009.8 m² lot containing the fourth lighthouse and a shed.



Aerial view of the Pointe-au-Père Lighthouse Station
and old pilot boat wharf
Parks Canada / J. Audet

2.2 Historical context

Thanks to its unique location where internal waters meet the open sea, the Pointe-au-Père site has long been one of the most important navigational aid centres in Canada. The numerous facilities and presence of a relay station for St. Lawrence River pilots

2. The themes and objectives of Musée de la mer concern presentation of the maritime heritage of the Lower St. Lawrence.

made the site well known to navigators. With the construction of four successive lighthouses and a variety of outbuildings between 1859 and 1975, pilot station operations between 1905 and 1959, operation of a Marconi telegraph office from 1906 to 1959, and a medical inspection service for ships travelling upriver between 1923 and 1937, this navigational aid station has contributed greatly to the country's maritime history. Pointe-au-Père also served as a testing ground for a variety of audible signals before use at other Canadian stations.

In the St. Lawrence Valley, pilots familiar with the dangers of navigating the river took the helm of incoming ships to sail them to Québec City. Even though the official pilot station had been located in Le Bic since 1762, pilots began working from Pointe-au-Père in the early 19th century. This location further downstream provided a better vantage of the river. These pilots were the first to offer their services to captains sailing up the St. Lawrence, some of whom came to rely on their services exclusively.

The Montreal Ocean Steamship Company held an exclusive mail service contract with England and had its own pilots onsite. The company decided to build the first lighthouse here in 1859. It also added a fog signal due to the frequent fog and flat landscape along the river banks. The Canadian government acquired the lighthouse in 1861. The second Pointe-au-Père lighthouse was built in 1867 to replace the first, which was destroyed in a fire.

Over the years, the Pointe-au-Père site expanded and navigational aid facilities multiplied. Following repeated requests from ship owners and shipping company owners, the Canadian government moved the Bic pilot station to Pointe-au-Père in 1905. The wharf, added between 1902 and 1905, was a prerequisite for this transfer. From 1923 to 1937, the pilot station handled some of the Grosse-Île Quarantine Station's activities, including medical inspections of passengers on ships travelling upriver.



**Second lighthouse, converted into pilots' residence,
and the wharf along Rue du Phare (between 1924 and 1956)**

Fonds Clément Claveau: 13669

Meantime, a tide and current survey station, later known as the hydrographic service, was opened in 1894. This service fell under the responsibility of the lightkeeper, who monitored the movement of the tides and currents. Pointe-au-Père served as an altimetric reference point for a number of Canadian and American agencies. The hydrographic service ceased operations in 1985.

In the late 19th century, the lightkeeper used the international flag code, developed in 1887, to communicate with ships. The opening of a wireless Marconi telegraph office in 1906 improved communications significantly. On May 29, 1914, the station received distress signals from the Empress of Ireland, which shipwrecked off the shore of Sainte-Luce. The Marconi telegraph office closed in 1959 after the pilot station was transferred to Les Escoumins.

The first decades of the 20th century were somewhat of a high point in the history of Pointe-au-Père. Most of the facilities were in operation at the time and the site was abuzz

with activity. In 1903, the fog signal replaced the explosive signal, which itself had replaced the cannon. The fog signal was used until 1972 when an electronic signal took over. A fog signal engineer was specifically assigned to operate the signal. A residence was built near the foghorn building in 1909 to house the engineer. This residence later became the lightkeeper's house, then that of the assistant lightkeeper. In 1909, the construction of a third lighthouse with brand new optical instruments marked the site's first modernization phase. In 1956, a new house and garage were built for the lightkeeper.

In the early 1960s, the Canadian government instituted its lighthouse station automation policy, which led to a second phase of modernization. In 1975, a fourth lighthouse, built on a skeleton tower, was built here, heralding the next step in the station's functional, technological, and historical development. Once automated, the station only required sporadic visits by an inspector. Fisheries and Oceans Canada finally abandoned the Pointe-au-Père navigational aid station in 1997.

3. A Fundamental Concept: Commemorative Integrity

The notion of commemorative integrity is a concept used by Parks Canada to describe, plan, and oversee the condition and integrity of national historic sites. When measuring the commemorative integrity of a site, it assesses the following three aspects separately: the condition of the site's resources, the effectiveness with which messages of national historic significance are communicated, and the management methods used at the site. A National Historic Site of Canada possesses commemorative integrity when

- the resources that symbolize or represent its significance are neither impaired nor threatened,
- the reasons for the site's national historic significance are clearly communicated to the public, and
- its heritage values are respected by all site decision makers and stakeholders.³

In order to ensure the proper protection and presentation of national historic sites, Parks Canada has developed a *Cultural Resource Management Policy*. This policy draws on five major management principles: value, public interest, understanding, respect, and integrity. Complying with these principles generally makes it possible to ensure the commemorative integrity of a national historic site. In practice, enforcing this policy means identifying and

assessing cultural resources, and taking their historical value into consideration each time measures are put forward.

The commemorative integrity statement for the Pointe-au-Père Lighthouse National Historic Site was written in 2006. It determined the scope of the designated site, **established the reasons for its designation**, described the cultural resources found at the site, attributed them a value, and identified the commemoration messages to be presented to the public. The statement also set out objectives for protecting and presenting cultural resources and communicating messages. The commemorative integrity statement is a frame of reference that establishes the desired condition of the site. Comparing the site's desired condition with its current one allows us to develop the appropriate management measures for preserving and presenting the site.

The location of the Pointe-au-Père lighthouse was designated a national historic site in 1974. It received this designation for the following reasons:

- **Because of its historic role as a major centre for pilot services.**
- **Because it was a major beacon for navigation in the Gulf and St. Lawrence River.**

3. CANADIAN HERITAGE. *Parks Canada Guiding Principles and Operational Policies*, Supply and Services Canada, 1994, p. 74.

4. The Cultural Resources to Protect and Present and the Messages to Communicate

A cultural resource's value is established based on its relation to the reasons for its designation. Commemorative integrity is achieved by protecting and presenting cultural resources and delivering messages of national historic significance. At the Pointe-au-Père Lighthouse National Historic Site of Canada, the historically significant national resources that must be protected include the designated site, landscapes and landscape features, buildings and structures, archaeological vestiges, an ethnological collection, and an archaeological collection. Other resources and values must also be preserved, and complementary messages must be presented to the public.

4.1 Cultural resources of national historic significance

Designated site

The main components of the designated site are the third lighthouse, the assistant lightkeeper's house, the foghorn building, the lightkeeper's house, the garage, a skeleton tower (the fourth lighthouse), the tank, the generator, and the electronic foghorn. These buildings and structures are located in the eastern sector of the designated site, which is the property of Parks Canada. The south-western sector of the designated site is the property of the City of Rimouski and Musée de la mer. It includes the presumed or confirmed vestiges of the first two lighthouses and some service facilities (Map 2, p. 29).

The designated site has the following historical value:

- It recalls the historic role of Pointe-au-Père as a major pilot service centre and a major beacon for navigation in the Gulf and St. Lawrence River.
- It has preserved the main operational components of a lighthouse station.
- All the existing buildings are related to the operation of the lighthouse station.

Landscapes and landscape features

The station is made up of a number of buildings and structures surrounding the lighthouse and is located between the shoreline and Rue du Phare. The landscape surrounding the historic site has undergone major transformations as it was developed. To the east, the built features of the village have changed as renovations have been made. To the south lie large parking lots, the Empress of Ireland Pavilion, and two pumping stations. To the west, the impressive Pointe-au-Père Wharf, now in a dilapidated state, will be partially dismantled and a retaining wall will be added to the remaining part.

Generally speaking, the following viewpoints are considered significant;

- views from the station towards the river looking east, north and west;
- views from the station toward the 1905 wharf;
- views of the lighthouse and station from Rue du Phare, east of the station;

- views of the lighthouse and station from Rue du Phare, at the intersection of Avenue du Père-Nouvel;
- views of the lighthouse and station from the 1905 wharf;
- views from the top of the lighthouse.

The landscapes and landscape features have the following historical value:

- The current configuration of the site and its views of the river illustrate why it was chosen as a navigational aid station.
- The landscape, distinguished by a number of primarily red and white buildings presenting the architectural characteristics of various eras, sheds light on the importance of the station surrounding the 1909 lighthouse and how it has evolved.
- The presence of the 1905 wharf and the signs of the pilots' shelter attest to the site's important role as a pilot services centre.

Buildings and structures

Built in 1909, **the third lighthouse** is an octagonal tower of reinforced concrete supported by eight concrete flying buttresses at every level. The structure is topped by a glass-panelled lantern, itself crowned by a steel dome and weathervane. Considered a bold and elegant structure, this lighthouse represents an architectural style virtually unique in Canada. Its exterior was restored in 1979. Still today, it bears witness to the site's historic significance. The lighthouse was designated a classified monument by the Federal Heritage Buildings Review Office due to its historic significance, its very unique architecture, and its exceptional value in relationship to the elements surrounding it.

The lighthouse has the following historical value:

- It is a symbol of the site's significance in the history of river navigation in Canada.
- It is closely tied to the first period of improvements in 1903, when the Department of Marine and Fisheries launched a program to modernize its facilities.
- It is the most striking element of the modernization program undertaken at fourteen lighthouse stations along the St. Lawrence from the Strait of Belle-Isle to Pointe-au-Père.
- The structure and location of the inner spiral stairway have remained unchanged.
- The lighthouse's architecture is virtually unique in Canada, because it is one of the rare examples of a reinforced concrete lighthouse with a flying buttress structure.
- Thanks to its eight buttresses that lend the structure its bold, elegant style, it boasts an exceptional value with regard to the surrounding elements.
- The lighthouse tower has become a major landmark in the region.
- As restored in 1979, the lighthouse has preserved its esthetic unity.
- The front porch, which is built into the façade, and windows spaced regularly on every floor add to the structure's value.
- The rotating device and prism are still in place.



The third lighthouse, built in 1909
Musée de la mer / S. Guay

A house was built in 1909 for the fog signal engineer. It later became home to the lightkeeper, and then the assistant lightkeeper. Today, the building houses a snack counter, washrooms, and Musée de la mer administrative offices. It is currently known as the **Assistant Lightkeeper's House**.

A number of original components of the façade (porch, balcony, flagpole, etc.) have disappeared over time. The new enclosed porch is believed to have been built between 1950 and 1960, as was the annex to the north of the house, to which an additional level was later added. The house's footprint was also expanded to the west. A number of changes have been made to the inside of the building since it stopped being used for domestic purposes. Today, the building houses a snack counter, washrooms, and Musée de la mer administrative offices.

This house has the following historical value:

- It attests to the successive presence of the fog signal engineer, the lightkeeper, and the assistant lightkeeper.
- It is closely tied to the first period of station improvements, started in 1903.
- It is one of the very rare examples of lightkeepers' houses built in the early 20th century.
- It has a gambrel roof, which makes it unique among other lighthouse buildings in Canada. In Québec, it is the only remaining house of its kind.
- It has a gambrel roof with drip mouldings on the downslope, wood shingle cladding, and three gabled dormer windows that stand out from the red background of the roof.



**Assistant lightkeeper's house (centre)
and lightkeeper's house (left)**
Parks Canada / J. Audet

The **foghorn building** is the oldest structure of its kind still intact. It was built in 1903 to house the station's audible navigation signal. This building was restored in 1994. The foghorn building was designated a recognized building by the Federal Heritage Buildings Review Office due to its historic significance, its architectural interest, and its exceptional value in relationship to the elements surrounding it. Today, the building houses an exhibit on audible navigation signals.

The foghorn building has the following historical value:

- It is the oldest building at the lighthouse station.
- It is closely tied to the first period of station improvements, started in 1903.
- It recalls the station's role as a testing ground for various audible navigation signals before use at other Canadian lighthouse stations. The main modifications made to this building attest to this experimentation.
- It has preserved a number of its original characteristics, including its architectural components (rectangular wooden building, cedar shingle siding, and gabled roof), its simple shapes, and its fenestration.



Foghorn building
Parks Canada / J. Audet

Built in 1956, the **Lightkeeper's House** was home to the lightkeeper and his family until 1988. It evokes the lighthouse station's more recent past. It underwent a number of transformations as the site was developed. When the exhibits were set up in the early 1990s, the rooms were rearranged and the building's footprint was increased with the addition of an annex. Today, the lightkeeper's house contains the souvenir shop and exhibits.

This lightkeeper's house has the following historical value:

- It attests to the lightkeeper's presence onsite until 1988.

- It is a square-shaped, two-storey wooden building topped with a wood-shingled hip roof.

The **garage** was built in 1956 behind the assistant lightkeeper's house. It now serves as an activity centre.

The garage has the following historical value:

- It is closely tied to the second-to-last period of the lighthouse station's operation when a lightkeeper was still needed.
- It demonstrates the need for additional components for lighthouse station operation.



Garage
Parks Canada / J. Audet

The **skeleton tower** is the fourth lighthouse built at the site. It was installed as part of the lighthouse station automation phase (or second modernization phase) in the 1970s.

The skeleton tower has the following historical value:

- It is the next step in the lighthouse station's operational, technological, and historical development, and only required sporadic visits by an inspector.
- It is the main element of the fourth lighthouse station.
- It is the last chronological symbol of the lighthouse station's historical role.

The **tank, generator, and electronic** foghorn are associated with the second phase of modernization. They allowed an audible navigation signal to take over when visibility was too low to use the light signals.

This equipment has the following historical value:

- It symbolizes the station's automation.
- It recalls the historical role of the lighthouse station.

A concrete **revetment wall** was built along the riverbank in the 1960s to protect the station against the effects of the tide and to create a usable plot of land.

This wall has the following historical value:

- It is associated with the development of the station.

Archeological vestiges

The archeological vestiges are divided between the southwestern and eastern sectors of the designated site. The southwestern sector of the designated site is the property of the City of Rimouski and Musée de la mer, and the eastern sector belongs to Parks Canada (Map 2 p. 29).

The southwestern sector contains the vestiges of the second lighthouse and may also contain those of the first lighthouse as well as some service facilities, including the pilots' residence and pilots' office.

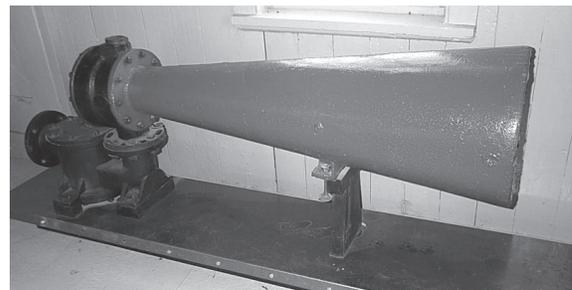
The eastern sector includes the presumed⁴ or confirmed vestiges of various facilities, including those of the first tidal gauge, the gunhouse for the cannon used as a fog signal, and the storm station.

The vestiges have the following historical value:

- The presumed and confirmed vestiges in both sectors are all associated with the lighthouse station's development over the years.
- The archeological vestiges are the only reminders of the first two phases in the lighthouse station's history (those of the first and second lighthouses).
- The vestiges of the second lighthouse are associated with the pilots of the St. Lawrence.

Ethnological collection

The ethnological collection on display at the site primarily includes navigational aid signals and parts of their machinery. In terms of audible signals, the display includes a fog gun, two foghorns, an engine, a compressor, and three compressed air tanks used to operate the foghorn. Visual signals include the prism lantern installed in the third lighthouse (built in 1909).



Foghorn from foghorn building
Parks Canada / C. Desmeules

The ethnological collection in the reserves includes a foghorn and a collection of objects related to the station's operations that were found in the attic of the foghorn building.

4. The presumed designation refers to vestiges that have not been dug up, but whose presence is suggested by old archival sources, blueprints, and iconography.

This ethnological collection has the following historical value:

- The majority of the objects served as navigational aids.
- Certain aid signals and their machinery were tested at the station before being installed at other Canadian lighthouse stations.
- The collection attests to the efforts by the Department of Marine and Fisheries to modernize Canadian lighthouse stations at the dawn of the 20th century.



Prism from the 1909 lighthouse lantern
Musée de la mer / S. Guay

Archeological collection

The archeological work conducted since 1992 has unearthed some 2,616 objects or object fragments associated with life at the station and station operation. Discoveries include parts of machinery, pipes, barge spikes, and scraps of metal, brick, nails, dishes, meat bones, shells, storage containers, pieces of cookware, and other items.

The archeological collection has the following historical value:

- All these objects were found onsite and attest to life at the site throughout its period of occupation in the 19th and 20th centuries.

4.2 Messages of national historic significance

At Pointe-au-Père Lighthouse National Historic Site of Canada, two messages of national historic significance connected with why the site was designated must be conveyed to the public:

- The lighthouse demonstrates its historic role as a major centre for pilot services.
- It was a major beacon for navigation in the gulf and river.

In order to enhance understanding of these messages, they must allude to the following factors:

- The presence of pilots on the St. Lawrence goes back to the mid-17th century when Abraham Martin began working for the King of France.
- Pointe-au-Père pilots were the first to offer their services to captains of ships sailing upriver, and in 1861 the shipping companies making regular trips between North America and Europe chose this location as the exclusive pilot pickup point for their steamships.

-
- Thanks to its unique geographic location where internal waters meet the open sea, the Pointe-au-Père navigational aid station became a gathering place for pilots in 1805, which makes it one of the longest-lived pilot centres in Canada.
 - The incorporation of the St. Lawrence River Pilots and the role they played have been recognized as events of national historic significance.
 - Four successive lighthouses have been built at Pointe-au-Père since 1859. The 1909 lighthouse, considered a bold and elegant structure, boasts an architectural style virtually unique in Canada.
 - The site is part of a group of seventeen coastal and insular lighthouses and a lightship located downstream of Québec City and in the Gulf of St. Lawrence between 1809 and 1862.
 - The 1909 lighthouse was designed by H. De Miffonis, an assistant engineer assigned to the office of the Department of Marine and Fisheries head engineer, who also drew up the blueprints for the Cap-Chat Lighthouse (1909), a square-shaped concrete lighthouse clad with boards.
 - The lighthouse, a reinforced concrete structure over 24 metres high, is a physical symbol of the site's significance.
 - Pointe-au-Père also served time and again as testing ground for a variety of audible navigation signals before they were used at other Canadian lighthouses.
 - The first decades of the 20th century represented a sort of pinnacle in the history of navigational aid facilities at Pointe-au-Père, because the majority were in operation in this period, and the site was abuzz with activity.
 - The buildings that make up the lighthouse station reflect two major periods of improvements in navigational aids, one dating to the very start of the 20th century and the other to the 1970s.

4.3 Other heritage values

This section concerns resources, historical values, and messages that are not recognized as having national significance but still carry historical meaning. These other sources of heritage value consist of an ethnological collection that must be protected and complementary messages that must be presented to the public.

Ethnological collection

A wood stove, an ash scraper, and a poker that were used in the lightkeeper's house are stored in the Parks Canada reserves.

Some objects related to navigation are exhibited in the lightkeeper's house: binoculars, a telescope, a parallel rule, dividers, a box of flags for learning maritime signals, a book on the rules of navigation for St. Lawrence pilots in 1906, and a model of the Empress of Ireland.

The ethnological collection has the following historical value:

- The objects from the lightkeeper's house illustrate the living conditions of the site's occupants.
- The objects presented in the exhibit are related to navigation in general and particularly in the St. Lawrence River.
- The flag box is for the international code of signals.
- The model of the Empress of Ireland is a reminder of when this ship sank off the shore of Sainte-Luce on May 29, 1914.

Complementary messages

The following additional information must be presented to the public:

- The name of the Pointe-au-Père lighthouse and Avenue du Père-Nouvel refer to Jesuit priest Henri Nouvel, who arrived in Canada



View of the Pointe-au-Père lighthouse station from the St. Lawrence River
Parks Canada / J. Audet

- in 1662 and who celebrated the first mass on the south shore of the St. Lawrence near Pointe-au-Père on December 8, 1663.
- In 2000, Pointe-au-Père Lighthouse National Historic Site was selected as the site to receive the plaque commemorating the pilots of the St. Lawrence.
- The Marconi Telegraph Office—set up in 1906 on the western edge of the Pointe-au-Père maritime facilities and one of the 20 wireless telegraph offices in operation for the Canadian government—received the Empress of Ireland’s distress signals. This ocean liner shipwrecked off Sainte-Luce on May 29, 1914.
- The remains of the Empress of Ireland, located seven nautical miles from the site, were classified an underwater archeological asset by the government of Québec on April 15, 1999.
- The people of the Lower St. Lawrence consider the Pointe-au-Père lighthouse to be one of the greatest symbols of their maritime heritage.
- From 1923 to 1937, the doctor from the Grosse-Île quarantine site took the pilots’ boat to inspect all the ships sailing upriver. He stayed in the home of John McWilliam—lightkeeper from 1876 to 1911—which was located near the maritime facilities.
- Three navigational aid services were added to the lighthouse station in the course of its history: the hydrographic service (1894 to 1985), the pilot station (1905 to 1959), and the Marconi Telegraph Office (1906 to 1959). With the navigational aid station in operation continuously from 1859 to 1997, these services helped the national historic site make a major contribution to the country’s maritime history.
- The Pointe-au-Père Lighthouse is part of the network of national historic sites that commemorate major navigational beacons. Also in this network are the Île-Verte and Cap-des-Rosiers lighthouses (Quebec); the Cape Spear, Cape Pine, and Cape Race lighthouses (Newfoundland and Labrador); the Sambro Island Light-

house (Nova Scotia); the Miscou Island Lighthouse (New Brunswick); the Bois Blanc Island, Point Abino, Point Clark, and Point Mississauga lighthouses (Ontario); the Triple Island, Fisgard, and Point Atkinson lighthouses (British Columbia).

- The Musée de la mer Corporation has been associated with the Pointe-au-Père Lighthouse National Historic Site since 1982.
- Two monuments located near the designated site on the Musée de la mer property commemorate events related to the maritime history of Canada and North America. One commemorates the seaman of the South Shore, the Gaspésie, and the Magdalen Islands who died at sea between 1939 and 1945. The other, a geodesic monument put in place by the Canadian Hydrographic Association, commemorates the importance of the Pointe-au-Père bench marks in establishing and monitoring major altimetric references in Canada, the United States, and North America.
- The national historic sites administered by Parks Canada belong to all Canadians.

MAP 1: SITE LOCATION

MAP 2: POINTE-AU-PÈRE LIGHTHOUSE NHSC
(DESIGNATED SITE, ADMINISTERED SITE, AND ITS MAIN COMPONENTS)

5. Analysis of the Current Situation

5.1 Designated site and administered site

The designated site includes the Parks Canada property, or the administered site, and two other areas that contain the archeological vestiges of the first and second lighthouses and their related service buildings. The first area belongs to the City of Rimouski, which runs a wastewater pumping station on the site. The second belongs to Musée de la mer. Part of the designated site and the archeological vestiges are therefore outside Parks Canada's administrative authority. As such, protection of the resources found on these properties depends on the land's use as well as the awareness and goodwill of the owners.

5.2 State of cultural resources

There are at least 39 cultural resources (buildings, archeological structures or vestiges) within the designated site associated with the activities of the pilot service and the navigational aid station. Of these, 15 still exist today, 19 are presumed to have existed, and 5 have been identified. 26 of these resources are located within the site administered by Parks Canada (15 existing, 7 presumed, and 4 identified).

Restoration of the lighthouse and foghorn building has been completed, and these resources are in fairly good condition. Restoration and rehabilitation of the two houses is complete, and they are in good condition.

However, the lighthouse's restoration dates back 25 years, and the other buildings were restored 12 years ago. These structures are subject to maritime conditions. More extensive maintenance work will be needed in the coming years. The lighthouse's masonry filler has numerous little cracks, and leaks are jeopardizing its dome. During high tide, the water sometimes rises right to the audible warning system buildings, which means the bottom of these metal structures is being eroded by salt water and the top by salt spray. The work remaining to be done includes substantial repainting both inside and outside the buildings (including the inside of the foghorn building), maintenance on the building windows and doors and exterior (particularly for the audible warning system buildings), and repainting of certain other structures (including the skeleton tower).

Excavation work and archeological monitoring were conducted in 1992, 1993, and 1994 as part of development efforts, and in 2001, as part of a project to bury electrical wires. The results of these projects are positive. The condition of the vestiges of the first two lighthouses (outside Parks Canada property) is unknown, although the foundation of the northwestern corner of the second lighthouse was located during work in 2001. All work done in the southwestern section should include archeological monitoring.

The objects in the ethnological collection held on site are in acceptable condition. Of the 2,627 objects in the archeological collection stored in Québec Service Centre warehouses, 21% are in good condition and 79% are in a mediocre to threatened state.

5.3 Natural resources and the environment

The management context of the historic site is unique in that cultural resource protection and message conveyance take place in close proximity to a significant and unique natural milieu, the St. Lawrence River. The property's location makes it vulnerable to problems with erosion and flooding, particularly during high tide. This is why Parks Canada must establish measures to adapt the site to climate change.

In its day-to-day operations, Parks Canada must engage in sound environmental practices. Its operations must reflect the Canadian government's stated goal of protecting the environment. This means concrete actions must be taken in this regard, all of which must give priority to the notion of commemorative integrity and thus to the protection and presentation of cultural resources.

5.4 Current visitor experience

Visitors have access to reception and interpretation services from mid-June to mid-October. These services are provided by contract in both official languages by Musée de la mer. The various facilities are equipped for access for wheelchair users or those with mobility impairments.

Musée de la mer runs this National Historic Site, which belongs to Parks Canada. It also operates an interpretation centre: The Empress of Ireland Pavilion. This pavilion belongs to the museum and is located beside the Parks Canada property. This interpretation centre opened in June 2000,

and offers reception services (including those for the National Historic Site), washrooms, an exhibit room, and a multimedia show. Its focus is the Empress of Ireland passenger ship that sank off Sainte-Luce in 1914.⁵ The pavilion is located outside Parks Canada property. The themes presented by Musée de la mer are not related to the reasons the site was designated an National Historic Site. Two large parking lots belonging to Musée de la mer give visitors a place to park their vehicles near the site (Map 2, p. 29). Near the lighthouse, a pilots' shelter replica built by Parks Canada is used for interpretation purposes.



Aerial view of the Empress of Ireland Pavilion (front) and the lighthouse station (background)
Musée de la mer

Musée de la mer's own services and those it provides on behalf of Parks Canada are closely related and, together, form a whole. Reception and orientation services are shared and available at the Empress of Ireland Pavilion. Visitors can visit both sites for a single admission fee.⁶ Musée de la mer handles interpretation services at the Empress of Ireland Pavilion and the site administered by Parks Canada. Supervision of both staff and activities at the pavilion and the Parks Canada-administered site is handled by

5. In 1999, the Empress of Ireland shipwreck became the first underwater property to be protected under the *Cultural Property Act of Québec*. Ministère de la Culture et des Communications du Québec thereby recognized the exceptional value of this relic of our historical and archeological heritage.

6. In 2005, the price of admission for adults was \$10.50 and included a tour of the Empress Pavilion and the site administered by Parks Canada.

Musée de la mer, whose administrative office is currently located in the assistant lightkeeper's house. Musée de la mer also operates a giftshop in the lightkeeper's house and a coffeeshop in the assistant lightkeeper's house. In addition to interpretation services, it handles some light maintenance and promotional work for the site administered by Parks Canada.

The visitor experience at the site administered by Parks Canada currently includes the following:

- The assistant lightkeeper's house houses a coffeeshop where visitors can have a meal or something to drink.
- The lightkeeper's house contains a giftshop and two exhibits. The ground floor features an exhibit on navigation on the St. Lawrence, the Empress of Ireland and its shipwreck, and navigation aids. The second floor offers an exhibit on the various underwater diving expeditions to recover artifacts from the Empress wreckage.
- The garage features a module for kids to experience scuba diving and watch a video on it.
- The foghorn building teaches visitors about the audible navigation signals that were used at the station.
- An outdoor interpretation circuit gives an overview of the site's past components and lighthouse and pilot station operation.
- A brief guided tour to the top of the lighthouse presents the structure's architectural features as well as the characteristics and operation of the navigation light.



Visitors looking at the prism inside the lantern
at the top of the 1909 lighthouse
Musée de la mer

When exhibits were set up on the first and second floors of the lightkeeper's house, the windows were blocked to maximize exhibit space. These modifications darkened the rooms and cut visual contact with the outside of this historic site. On hot days, the heat and bad circulation may bother some visitors. As with the 1909 lighthouse, the second floor of the house is not handicapped accessible.

In the future, Musée de la mer would like to install a submarine declared surplus by the Department of National Defence near the administered site. Visitors will be able to go inside the submarine. The wharf the submarine would be located next to is not part of the designated site and belongs to Transport Canada. In a second phase of development, Musée de la mer plans to build a new reception and interpretation building behind the Empress Pavilion. This building would also house a giftshop, a coffeeshop, and Musée de la mer administrative offices. These changes could leave the spaces currently used for these purposes vacant in the Parks Canada buildings. These projects would therefore have an impact on the organization and use of the spaces at the administered site.

5.5 Challenges of communicating commemorative messages

Parks Canada present resources, convey their historical value, and communicate messages through the abovementioned visitor experience. The two messages of national historic significance (and their related components) and the complementary messages must be communicated to the public. In order to ensure the site's commemorative integrity, the heritage experience provided at the administered site must allow the public to understand these messages.

In 1992, a presentation concept was drawn up for the administered site to set out the main topics to cover, including the functions of the buildings and outside areas and the themes of the exhibits. These topics were chosen to cover both the site administered by Parks Canada and Musée de la mer. Although they are still being used today, they have become obsolete.

In June 2000, Musée de la mer opened its Empress of Ireland Pavilion, which presents the passenger ship and the circumstances of its shipwreck. At the administered site, the exhibits already existing and still in use also recount the story of the Empress of Ireland, in addition to presenting navigational aids in general as well as themes related to the lighthouse and pilot station. This means there has been duplication of themes at the administered site since the construction of the Empress Pavilion, a fact that is particularly obvious at the lightkeeper's house. These exhibits are now about 12 years old and some computers have recurring problems. What is more, some exhibit modules have been stripped of some of their original animation components. The exhibit in the garage currently features a theme (scuba diving) that does not convey the messages of the historic site.

The current exhibits at the administered site do not convey all aspects of the commemoration messages that must be presented at the national historic site. Particular



Exhibit inside the foghorn building
Musée de la mer

attention must be paid to presenting messages associated with the presence of the pilot station. The need to convey this message was added when the commemorative integrity statement was developed in 2006. It is therefore time to review the space setup on the first and second floors of the lightkeeper's house and make sure the exhibits at the administered site focus on presenting messages of national historic significance (lighthouse station and **pilot centre**), the historical values of resources, and complementary messages.

The foghorn building exhibit, which presents audible navigation aids, still seems relevant, but new investment is needed in order to repair certain modules that no longer work. The outdoor interpretation circuit is already some 15 years old. Natural wear and tear and the sun's ultraviolet rays have damaged the surfaces of these panels, particularly affecting the quality of photos, making the information on them difficult to read. These panels should be redone and their content updated based on the reasons for the site's designation.

The site has a website, but it is rather two-dimensional with minimal information. It is linked to the Musée de la mer page, which features more indepth information on the other themes the museum presents. The challenge is to develop a website for the administered site.

Since the creation of the historic site, little research has been done on any aspect of its themes. Historical knowledge about the site as well as the cultural resources and messages identified in the commemorative integrity statement must be fleshed out more. We will need to take stock of all available reference resources connected with the reasons for designation (publications, iconography, various reports, resource persons,

etc.), update our knowledge, and identify research objectives that will lead us to non-documented resources in order to gain a better overall understanding of the site's history.

5.6 Site visitation and use

In 1997, the national historic site welcomed 13,300 visitors. When it opened in 2000, the Empress of Ireland Pavilion enjoyed high visibility in the media. Attendance at the site—and, as a result, the site administered by Parks Canada—hit a record 44,369 visitors. In 2005, this number fell to 27,503 for both sites, an 18% drop compared to 2004. According to the statistics available, 24,511 were individual or nongroup visitors, 624 were part of school groups, and 2,368 were part of other organized groups. Visitation in 2005 was affected by certain changes: a shortened season, teacher boycott of extracurricular activities, and the extension of the highway to Sainte-Luce, all of which had an impact on the number of school groups and individual visitors.

Implementation of the 1992 presentation concept at the administered site and the opening of the Empress of Ireland Pavilion in 2000 by Musée de la mer breathed new life into the site and preserved its appeal. Musée de la mer is still looking to increase the site's drawing power with the addition of the submarine.

One considerable challenge is increasing the administered site's drawing power among day trip, tourist,⁷ and school clientele.

In 2001 when visitor attendance was over 40,000, a study of the profile of individual visitors⁸ was conducted on a sample group representative of visitors to the site administered

7. Day-trippers are those who return home at the end of the day. Tourists are those who spend at least one night away from home.

8. GOSSELIN, DANIEL. Pointe-au-Père Lighthouse National Historic Site of Canada, Study of Individual Visitor Profile in 2001, Parks Canada Marketing and Program Business Service, March 2002, 13 pages + Appendices.

by Parks Canada and the Musée de la mer Empress of Ireland Pavilion. Here are a few key findings of the study:

- 83% of visitors to both sites are first-time visitors.
- The majority (51%) of people who visit the two sites are adults.
- Visitor groups include an average nearly three (2.9) people. Adult groups without children consist of an average of 2.5 people, while family groups include 4 people.
- A very high percentage of visitors are tourists (94%). When they stop at Pointe-au-Père, it is usually while on an average 10 day trip (8.3 nights).
- The majority (63%) of visitors had planned their stop. In 2001, the highway connected to Route 132 near the site administered by Parks Canada.
- The final travel destination for tourists stopping at the administered site and Empress of Ireland Pavilion is mainly the Gaspésie region (53%). The Bas-Saint-Laurent tourist region is the final destination of 38% of visitors.
- Tourist brochures (43%) and word-of-mouth (31%) by relatives and friends are the biggest reasons visitors stop at the site.
- Considering the very extensive services on offer at the two sites, the average visit duration seems a bit short at slightly under two hours.
- The exhibit on objects from the Empress of Ireland, 3D multimedia show, and exhibit on passenger ships were the most popular attractions in 2001 that almost all visitors wanted to see (97% to 99%). The guided tour of the lighthouse (79%) appears to be slightly less popular with visitors, but this brings to light the lighthouse's accessibility problem and limited capacity on days with heavy visitor traffic.

- With regard to visitor satisfaction, we observed that all the components assessed by visitors exceeded Parks Canada's satisfaction objectives. Staff courtesy and the quality of services provided in both official languages are particularly noteworthy because they earned a nearly perfect score of 99%. The guided tour of the lighthouse, learning experiences, and recreational activities also earned high marks. On the other hand, visitors have expressed a certain level of dissatisfaction with the foghorn building exhibit and multimedia show presented in the Empress Pavilion.

5.7 Regional tourism context

The Pointe-au-Père Lighthouse National Historic Site of Canada is located in Rimouski, which is part of the Bas-Saint-Laurent tourist region. This region is linked to the North Shore by ferry at three locations along the St. Lawrence River from La Pocatière to Sainte-Luce. In the highlands to the south, the region borders New Brunswick and the U.S. state of Maine. This vast region boasts a mosaic of landscapes—from its breathtaking views of the St. Lawrence River to its inland countrysides dotted with mountains, lakes, and valleys.

Rimouski, halfway between Québec City and Gaspé, is very much turned to the river and is the region's main economic and urban centre. It is home to over 42,000 residents and 15,000 vocational, college, and university students. Rimouski is also considered the regional capital of Bas-Saint-Laurent where most of its administrative services are found. Located on the shore of the river, Rimouski boasts an exceptional natural environment ideal for the development of marine sciences. Rimouski is home to a unique concentration of researchers divided among three highly reputed maritime institutions: Institut des sciences de la mer de Rimouski, Institut maritime du Québec, and Institut Maurice-Lamontagne.

The “Navigator’s Trail” along Route 132 is a very popular tourist circuit that highlights the Bas-Saint-Laurent’s close links with the sea, a theme directly linked to the Pointe-au-Père Lighthouse National Historic Site. The “Lighthouse Trail,” of which the Pointe-au-Père Lighthouse National Historic Site is a part, allows visitors to discover the forty-odd lighthouses scattered along the shorelines and islands of maritime Quebec. Some twenty of these lighthouses have been given new life today, and feature a variety of tourist activities.

The National Historic Site of Canada and its companion Musée de la mer are a major tourist attraction for the Bas-Saint-Laurent region. They are located right at the southern limit of the Gaspésie tourist region. They can therefore draw from tourists on their way to Forillon National Park of Canada, the Battle of Ristigouche National Historic Site, the Gaspésie region, or the Maritimes via the Matapédia Valley. The National Historic Site is therefore situated along a major tourist corridor. Until very recently, the highway ended at Pointe-au-Père, and its extension to Sainte-Luce could have a negative impact on visitor traffic to the site.

Development of the historic site has helped diversify tourist attractions in the region. The site also helps draw and retain visitors thanks

to its rich historic and heritage appeal. In this way it benefits from the image associated with the network of national historic sites. It adds a historic and heritage character to regional attractions and services. The restoration of the site’s historic buildings and the public use of its facilities contribute to the historic and heritage value of Rimouski. The property adds to the general esthetics of the city and its quality of life.

The site is listed in various tourist guides—including the ATR du Bas-Saint-Laurent and Parks Canada National Parks and National Historic Sites Quebec guides—and other specialty publications (including the one on the lighthouse network), which reach a wide clientele. Advertising is done in partnership with others in order to enhance appeal. Brochures presenting the site and its services are distributed to various locations and at media events. Models of this and other lighthouses are used as promotional tools at various tourism trade shows and conferences.

The National Historic Site has been incorporated into the regional tourism industry through the services it provides, its joint advertising and promotion, and its inclusion in tour packages.

6. Objectives



Aerial view of part of the Pointe-au-Père Lighthouse Station
Parks Canada / J. Audet

Parks Canada must protect and develop representative examples of Canada's natural and cultural heritage and promote public knowledge, appreciation, and enjoyment in a way that keeps these examples intact for generations to come. To do so, Parks Canada has adopted the following strategic objectives to guide its activities over the next five years:

- Improve the network of national historic sites, substantially add to the network of national parks, and make solid progress in developing the network of national marine conservation areas.
- Maintain or improve the commemorative or ecological integrity of each of our national historic sites and parks.

- Further raise awareness of national parks, national historic sites, and national marine conservation areas and promote understanding, appreciation, and a shared sense of identity.
- Draw up a stable, long term financial strategy to protect our historic and contemporary properties.

In terms of protecting cultural resources, specific objectives have been set for the Pointe-au-Père Lighthouse National Historic Site. Parks Canada will work toward these objectives for the cultural resources in its possession. As underlined in the preceding pages, certain cultural resources are not owned by Parks Canada and are therefore

outside its administrative authority. As an organization dedicated to the protection of cultural resources, Parks Canada invites the owners in question to pay close attention to the protection of the resources under their respective authority. Parks Canada intends to sensitize these owners and other bodies to the existence and the value of the cultural resources that they own as well as the importance of conserving them. The following objectives have been identified for the site:

- Sensitize local stakeholders to the importance of conserving the values related to the landscapes.
- Respect the resources and their related historical values.
- Ensure management decisions are based on the *Cultural Resources Management Policy*.
- Ensure that the resources and their related historical values are not lost, damaged, or threatened by natural processes (i.e., erosion and deterioration) or human activities.

In terms of the presentation of cultural resources, related values, and their national historical significance, the following specific objectives have been set for the historic site:

- Communicate the historical value of the cultural resources to users and visitors.
- Convey the messages of national historic significance to the public, supplemented by the complementary messages.
- Ensure management decisions are based on the *Cultural Resources Management Policy*.

In terms of the quality of the visitor experience, the following specific objectives have been set for the historic site:

- Offer the various clienteles a secure, significant, enriching, and memorable visit experience that meets their particular needs and interests.
- Involve the regional community in providing visitor services.
- Optimize park use by preserving the site's commemorative integrity and the quality of the visitor experience.

In terms of collaboration with regional stakeholders, Parks Canada has the following specific objectives for the historic site:

- Implement the *Engaging Canadians* outreach strategy, which consists of informing, influencing, and involving the public and Canadian partners in fulfilling Parks Canada's mission.
- Work together with the regional tourism industry and with the Parks Canada national network to increase awareness of the site.
- Position the National Historic Site within the regional tourism industry as a leader in the protection of cultural heritage and the onsite presentation of historical knowledge.
- As a historic site, contribute to local and regional sociocultural life and the development of local, regional, and national heritage.

7. Looking Ahead: Pointe-au-Père Lighthouse National Historic Site of Canada in 2020

The following section explains Parks Canada's 15 year vision for the future of the Pointe-au-Père Lighthouse National Historic Site of Canada. The objectives identified in the previous section guide this vision, which will be implemented with the help of the management measures in chapter eight. It will draw on the laws and policies in effect at Parks Canada and have as its number one priority the preservation of the site's commemorative integrity.

- The site remains a conservation site:
 - Its main components, particularly the designated site, the lighthouse, and other buildings, are well protected, and a regular resource maintenance program is in place. The location's maritime and historic character are reinforced by resource presentation. The public and partners have understood and support the conservation values communicated at the site. The site is appreciated as a historic maritime treasure within the Rimouski urban landscape.
 - The City of Rimouski and Musée de la mer are aware of the historic importance of the cultural resources they possess.
- It is a leading place of Canadian maritime heritage, one of commemoration, discovery, and learning that showcases the role the site played as a pilot service centre and vital navigation beacon in the Gulf and St. Lawrence River.
- It is a friendly place that offers visitors a rich and memorable experience. Visitors have access to the historic buildings. The availability of interpreter guides, improved exhibits, various complementary activities close to the site, and an outdoor interpretation circuit allow them to understand the site's past functions. The activities and services on hand draw on community involvement.
- The site is heavily frequented and enjoys an enviable reputation among clientele who cannot make it to the site. It is known as a leader in the protection of maritime heritage and onsite presentation of historical knowledge. In the Bas-Saint-Laurent region, the site is well positioned within the tourism industry and is a major source of its vitality. Collaboration with regional partners including Musée de la mer, which administers the nearby Empress Pavilion, and the City of Rimouski, which owns part of the designated site, results in joint regional tourism offerings.

8. Implementation

Presentation efforts will focus on protecting and presenting cultural resources, and finding a better balance between presenting the lighthouse and pilot stations. Regular maintenance of cultural resources will be a major contributor to their conservation. The site presentation concept will be reviewed and onsite messages will be posted in the most appropriate locations. The following is a list of some possible objectives for the site:

- Conserve an exhibit on audible navigational aids.
- Identify a group activity site and a meeting point for the start of the guided tour.
- Conserve a service area (washrooms and administrative services) and develop a multipurpose area for temporary exhibits.
- Develop a reception area and exhibits on the pilot centre and lighthouse station.
- Develop a guided tour presenting the site's current and past facilities, as a unique way to raise awareness about the value of cultural resources and their related messages.
- Conserve the tour through and to the top of the 1909 lighthouse as a high point in the visitor experience and a way to enjoy the regional landscapes.
- Conserve the outdoor interpretation circuit as an onsite means of providing additional information.

The concept will be implemented gradually based on the space available at the site, changes in the current uses of this space, and the budget. Updating the site presentation concept will foster an improved encounter between visitors and the site's authentic cultural resources, giving the public a better understanding of the reasons for the site's designation and the link between the site's

resources and historic significance. The concept will continue to take into account visitors' needs for an educational, informational, accessible, social, recreational, and relaxing experience. The interpreter guides will play a key role in communicating the site's messages.

The commemorative integrity of the cultural resources will be ensured mainly through management measures designed to protect and present these cultural resources and convey the identified messages. Implementing these measures will help strengthen the site's historic and maritime character. The proposed management measures also touch on the quality of the visitor experience and the need to collaborate with concerned owners and regional stakeholders. In the coming 15 years, these management measures will make it possible to make the future vision for the site a reality.

8.1 Resource protection management measures

Parks Canada proposes the following management measures for resource protection:

- Continue sensitizing the owners in question to the existence of cultural resources on their property (part of the designated site, archeological vestiges, landscapes, and landscape features) and the importance of these resources, and encourage them to take them into account in any plans for their property.
- Monitor the state of cultural resources and set up a regular building and infrastructure maintenance program to protect all cultural resources, prevent deterioration, and preserve the general aesthetics of the site. Given their current condition, special

attention must be paid to the 1909 lighthouse, its dome, and prism; the foghorn building; the facilities associated with the audible signals; the skeleton tower; the protective curb; and the cannon.

- Eventually eliminate if possible the additions to the original structures of the lightkeeper's house and lightkeeper's assistant's house to restore their original architectural characteristics.
- Assess the possible environmental risks of climate change for this site on the river's edge, including the impact of high tides on the site's infrastructures, and adopt a climate change strategy accordingly.
- Be a leader in environmental stewardship, sustainable development, and environmental assessment for all projects at the national historic site and, when requested, on projects in the immediate vicinity.

8.2 Management measures for presenting cultural resources and communicating messages

Education is one of the three pillars of the *Engaging Canadians* outreach strategy. In order to reinforce the implementation of this strategy at the site, Parks Canada proposes the following management measures to present the cultural resources, their historical value, and commemorative messages:

- Improve historical and technological understanding of the national historic site:
 - compile documentation on the components, structures, and elements used at various times to operate the lighthouse and pilot station;
 - take stock of the available historical and technological knowledge available (including iconography) on the site;
 - identify research objectives based on any gaps in knowledge on the site and initiate relevant research projects;

- document the presentation of various services the lighthouse station added over the years as well as the presentation of the life and activities of lighthouse station workers (lightkeeper, assistant lightkeeper, and their families) and pilots;
 - collect ethnographic accounts from pilots still alive today or their loved ones;
 - exchange knowledge and draw on the information acquired by Musée de la mer, including its photographs;
 - synthesize the knowledge acquired in order to put the resource presentation and related messages into context.
- Draw up a new, non-exclusive presentation concept for reference purposes that includes the following possible objectives:
 - on the ground floor of the lightkeeper's house, set up a reception area and a summary exhibit presenting the resources and messages related to the pilot centre and lighthouse station (leave room for windows inside);
 - on the second floor of the lightkeeper's house, set up an exhibit developing the themes presented on the ground floor (leave room for windows);
 - develop ways to present the activities, duties, and daily life of lighthouse station workers (lightkeeper, assistant lightkeeper, and their families) and pilot station workers (pilots); develop the relationship between the presence of the pilot centre and lighthouse station; compare this lighthouse station to other lighthouse stations; and present the characteristics of river navigation;
 - for educational purposes, focus more on using old iconography, maps, and a model of the station's historic environment (including the first lighthouses, the pilots' office, the 1909 wharf, the Marconi station, John Williams' house and buildings, the wells, the various utilitarian buildings and structures, etc.);

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- present the complementary messages associated with the site;
 - review the content of and redo all outdoor interpretation circuit panels;
 - breathe life into the site with characters in period costumes;
 - use the garage as a place for visitors to meet for the guided tour.
- Develop a structured scenario for a guided outdoor tour that presents all components (buildings, structures, and archeological vestiges) of the lighthouse station and pilot centre:
 - use the wharf, the pilots’ shelter replica, and vestiges of the pilots’ residence and office to introduce themes related to the pilot station;
 - do a better job of presenting and using the cultural landscapes to communicate messages during the guided tour;
 - if feasible, incorporate the current lighthouse guided tour in the visit;
 - put together a visitor kit to be used throughout the visit.
 - Spread the word about the site to raise target audience awareness of the existence and values of the historic site, for example by
 - creating a website dedicated to the site administered by Parks Canada that presents the cultural resources and reflects all the site’s commemoration messages, including complementary messages;
 - producing publications related to the commemorative messages, particularly a document summarizing the lighthouse station and pilot centre;
 - producing a standard promotional leaflet for the national historic site (possibly produced in partnership);
 - collaborating on the Friends of the Lighthouses Newsletter.
- Implement an educational program in keeping with the new Quebec school program and inform the teachers and students concerned.
 - Use simple visual techniques to point out the former location of certain buildings (first and second lighthouses, pilots’ residence, pilots’ office).
 - Develop the identity of the administered site as a national historic site that is part of the network of Parks Canada national historic sites.
 - Use the heritage message assessment program in order to test current or new interpretation and outreach activities with target clientele.
 - Set awareness-raising objectives and measure them regularly (visitor understanding of messages of the Historic Site’s national historic significance) for visitors of the site.

8.3 Visitor experience management measures

Parks Canada proposes the following management measures for improving the visitor experience:

- Provide guides at the national historic site with yearly training by various experts (including some from Parks Canada) on the material to convey and communications and tour guide techniques.
- Maintain the various exhibit equipment such that it is always in good operating condition for every season of operation.
- Conduct research to better understand visitor expectations and needs.
- Revamp services to sustain the interest of various clientele and to meet their needs and expectations.
- Ensure visitor safety as they visit the site’s various indoor and outdoor components.

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- Ensure a sufficient amount of road signage indicating the location of the historic site on major roads.
 - Target more specific markets and better known clienteles to significantly improve the positioning of the national historic site: urban Quebecers; students in the Bas-Saint-Laurent school system based on the relevant educational programs; groups with interests related to the site's themes (maritime, navigation, piloting); tourists in Bas-Saint-Laurent and the Gaspésie; organized tour groups travelling to Rimouski, the Bas-Saint-Laurent region, and the Gaspésie; members of specific cultural communities (Montreal).
 - Regularly measure the performance indicators related to visitor satisfaction and the visitor experience.
 - Regularly measure and document attendance at the national historic site and participation in onsite guided services (presence in the lighthouse and guided tours).
 - Delegate the operation of the administered site to a regional partner based on the administrative rules in force and according to a clear definition of the roles and responsibilities of each.
 - Develop activities at the historic site with the help of partners in the field (e.g., temporary exhibits).
 - Develop and implement a marketing strategy incorporated into the regional strategy in order to exchange clienteles and promote increased attendance at the national historic site by tourists and school groups.
 - Develop a sense of ownership and of identification with the site among the public, specifically by taking part in regional tourism development projects in line with the mission of Parks Canada.
 - Participate in the development of new regional tourist circuits by forging ties with other National Historic Sites of Canada, namely the Battle of the Ristigouche National Historic Site, and with other institutions, sites, or museums, including the City of Rimouski, Musée de la mer, Tourisme Bas-Saint-Laurent, and Musée régional de Rimouski.

8.4 Management measures for working with regional stakeholders

Communications about the agency and its programs and services are two of the three components of the *Engaging Canadians* outreach strategy. Implementing this strategy is a top priority. In keeping with this strategy, Parks Canada will implement the following management measures in order to continue its collaboration with regional players:

- Inform, influence, and involve partners and the general public in the conservation of cultural resources and the commemorative integrity of the historic site.

9. Conclusion: Priorities

This management plan sets out guidelines and management parameters based on Parks Canada's mission to ensure the protection and presentation of the Pointe-au-Père Lighthouse National Historic Site. Parks Canada has a direct impact on the cultural resources it owns, and as an agency dedicated to conservation it is committed to setting an example with regard to the cultural resource under its authority. Acknowledgement of the heritage significance and cultural values of the resources owned by others has proven to be a key prerequisite to their conservation and presentation.

The most important management measures in this management plan are designed to ensure the commemorative integrity of the Pointe-au-Père Lighthouse National Historic Site. These and other measures will also make it possible to improve the quality of the visitor experience and strengthen joint efforts with community stakeholders. Implementation of the selected management measures will require considerable financial resources. Since the site does not currently have the budget required, most of the measures set out cannot feasibly be implemented in the short term. It will probably be a number of years before the site has the necessary funds. As it studies the problem of funding the initiatives proposed, Parks Canada will seek the support of partners who share its values and its vision of the site's future.

Over the next five years, the Gaspésie Field Unit, which is responsible for managing the site, will seek to implement a number of priority measures, using its own capital or through partnerships, to ensure the commemorative integrity of the site. The measures proposed are the following:

- Perform regular maintenance on all of the site's cultural resources.

- Collect ethnographic accounts from pilots still alive today or from their loved ones.
- Improve historical and technological knowledge of the site.
- Draw up a guided tour.
- Redo the exhibits in the lightkeeper's house.
- Redo the outdoor interpretation circuit panels.
- Develop a website for the national historic site.
- Pursue and improve collaboration with regional stakeholders, particularly by organizing temporary exhibits at the historic site, in the spirit of the *Engaging Canadians* outreach strategy.

After the plan is in force for five years, the decision can be made to extend it for one or more five-year periods without revisiting its content. Once the management measures set out for the first five years have been implemented, the remaining measures listed in Chapter 8 and intended to be implemented over a fifteen-year outlook could be progressively undertaken depending on future financial capabilities and the circumstances and opportunities that arise.

Public opinion was taken into account when developing this management plan. The public had the opportunity to express its point of view and assess the plan during the planning process. The final draft of the management plan does not mark the end of public consultations, but rather the initiation of an ongoing dialogue with the community, interest groups, businesses, and government departments and agencies.

The superintendent of the Gaspésie Field Unit is in charge of tracking implementation of the management plan and reporting to the public

on its progress. Parks Canada will determine the extent and form of that report based on public interest. The Field Unit's business plan will set out the management measure implementation strategy and determine the allocation of resources in accordance with the priorities set out in the management plan. The annual report on the business plan will assess the progress made. The national report on the state of protected heritage areas will give an overview of the state of the network and the results of management planning for Pointe-au-Père Lighthouse National Historic Site.

The 1998 *Parks Canada Agency Act* requires that management plans be reviewed every five years and that suggested changes be submitted to Parliament. A five-year management plan review, conducted internally, will determine if the plan remains suitable or if the public needs to be consulted again in a new, more indepth five-year review.

10. Environmental Assessment Summary

Background

The Pointe-au-Père Lighthouse National Historic Site of Canada management plan underwent a strategic environmental assessment. The purpose of this assessment was to examine the impact of management measures on the site's commemorative integrity objectives and protection of its biophysical resources.

This assessment draws on the *Cabinet Directive on the Environmental Assessment of Policy, Plan and Program Proposals* (1999). It complies with the orientations of the Parks Canada Guiding Principles and Operational Policies (1994) and the *Parks Canada Management Directive 2.4.2 on impact assessment* (1998).

Compliance of management plan measures

From the outset, it can be affirmed that the management plan complies with all Parks Canada and Government of Canada policies.

Site and timeline

The assessment covers the designated site and the administered site for a 15 year period.

Assessment of the possible impact of the management plan

The analysis demonstrates that most potential sources of stress will have no impact on the cultural and natural resources. A few will have a low to medium impact. Some management measures are likely to have effects that warrant special attention; however the proposed mitigation measures will help reduce certain negative effects. Analyses have shown that overall the management plan will play a largely positive role in meeting the historic site's commemorative integrity objectives.

Assessment of the possible cumulative impact of the management plan

The cumulative impact assessment is based on the principle that the combined effects of the various projects and activities may have a greater or different impact than that of each individually. Our examination of the residual effects has shown that few residual impacts should persist once the management measures and mitigation strategies are in place.

As for the cumulative effects, they are tied to climate change, the possible increase in visitor traffic, and site use.

Mitigation measures to eliminate or minimize the harmful effects

Strategic measures will be taken to mitigate harmful effects. The mitigation strategies aim primarily at the following:

- Applying the precautionary principle and adaptive management in the Parks Canada strategy to meet commemorative integrity objectives.
- Using the project environmental assessment process to establish mitigation measures to minimize harmful effects on cultural and natural resources when implementing projects or activities in the management plan.
- Implementing an environmental management strategy in order for the site to engage in sound environmental practices in its activities and programs and to improve its environmental performance.
- Preparing a preventive strategy to adapt to climate change in order to protect the site's cultural resources, biophysical resources, and infrastructures.

Conclusion

The results of this strategic environmental assessment make it possible to conclude that, based on the information available, the presentation concept selected for this site is acceptable from a heritage viewpoint. This exercise has shown that the management plan helps improve the historic site's commemorative integrity and protect its biophysical resources. A number of negative effects can be alleviated through mitigation measures and strategies.

The most worrisome potential negative effects can be reduced by tracking the environmental impact of activities and by implementing technical and other measures that have proven effective in the past. Project environmental assessments must be conducted at a later planning stage when further details about the project are known.

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List of Collaborators

Many people have contributed to developing the content of the management plan for Pointe-au-Père Lighthouse National Historic Site of Canada, including members of the public, employees, local residents, representatives of nongovernment organizations, and other partners.

The plan was developed by a multidisciplinary team in a process that included research, collection of various types of basic information, issues analysis, discussions, and content reviews by experts from various disciplines. The members of the planning committee continuously demonstrated their professionalism and commitment throughout the project. The planning committee was made up of the following members:

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