



SIGNAL HILL

NATIONAL HISTORIC SITE
OF CANADA

Annual Management Plan Implementation Report

FOR THE PERIOD ENDING DECEMBER 2008

SUPERINTENDENT'S MESSAGE



Visitor Centre new exhibits

Photo: Eric Walsh 2008

Signal Hill crowned by Cabot Tower is one of Canada's most distinctive landmarks. Parks Canada's mandate is to ensure that special places like Signal Hill are protected and presented for this and future generations. With a five-year timeline, the Signal Hill National Historic Site of Canada Management Plan provides direction for safeguarding cultural resources and ensuring that people are connecting with the site through meaningful experiences and learning opportunities.

This report is a summary of Parks Canada's accomplishments since the development of the management plan, which in accordance with the *Parks Canada Agency Act* was tabled in Parliament February 2007. It is Parks Canada's "report card" to partners, stakeholders, and the public. Management planning is a continuous cycle of consultation, decision-making, monitoring, and reporting. Annual reports ensure that you are kept up-to-date on progress being made on implementing the management plan.

This past year was an important milestone for Signal Hill -- 2008 marked the 50th Anniversary of Signal Hill as a National Historic Site of Canada. Parks Canada, our partners and the community celebrated with many special events, activities and guests. The celebrations helped Parks Canada showcase the new exhibits in the recently renovated visitor centre. While this report inspires us to recognize our accomplishments it also reminds us that much work still lies ahead. This is work that we cannot accomplish alone and we will continue to work with partners and stakeholders to ensure that the site is protected and remains relevant to Canadians.

Bill Brake, *Superintendent*
Eastern Newfoundland Field Unit
Parks Canada



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2007-2008 HIGHLIGHTS

Heritage Protection

Conservation of Cabot Tower - In collaboration with site staff, Public Works and Government Services Canada is preparing a Conservation and Maintenance Plan for Cabot Tower. The work was started this year with a detailed chronology of past interventions and a thorough condition assessment of the tower's masonry. The plan will ensure the long-term integrity of the site's most prominent cultural resource.



September 2008

Photo – Tony Gillis, PWGSC

Archaeology at Chain Rock Battery - In cooperation with the Department of Anthropology and Archaeology, students from Memorial University of Newfoundland and Labrador learned archaeological procedures while excavating remains of the harbour defences at Chain Rock Battery. These defences are among the oldest in St. John's, dating from 1675.



August 2008

Photo - Marilyn Dawe

Visitor Experience



Photo - Eric Walsh 2008

Explora – Visitors to Signal Hill participated in a pilot project to research the value of GPS guided technology to visitors. Using the hand-held “Explora” unit, visitors learned about the site on their own through a mix of photos, historic images, audio and video clips and text information. “It’s the best invention since the light bulb,” one enthusiastic user exclaimed. Explora tours were developed for the North Head Trail and the Burma Road to Ladies’ Lookout Trail.

Community Involvement






April 2008

Photo – Dave Taylor

Packaging Experiences- From Creation to Marketplace Seminar – In partnership with the City of St. John's and the Department of Tourism this two-day workshop was held at the Tattoo Annex. It provided local groups an opportunity to learn how to build relationships, package and sell profitable heritage tourism experiences from experts such as Joe Veneto “The Opportunity Guy” (featured above).

STATUS OF OBJECTIVES AND KEY ACTIONS SUMMARY

Goals/Objectives	Key Actions	Status of Action
<p>Heritage Protection</p> <p>The site's cultural resources and their values are respected.</p> <p>Management decisions are based on adequate and sound information as per Parks Canada's CRM Policy.</p> <p>Cultural resources are protected and their values are not impaired due to natural or human influences within or outside the Site.</p> <p>The historic values of resources are communicated to visitors and the general public.</p> <p>Existing community support and sense of stewardship are expanded.</p>	Show the entire area of Designated Place on maps, brochures and website	➔
	Create and maintain a Site Dossier for the Site's cultural resources	➔
	Communicate important viewplanes to planning agencies	➔
	Provide input into municipal plans and adjacent developments	➔
	Develop and implement Conservation and Maintenance Plans for in-situ cultural resources	➔
	FHBRO evaluation of the Imperial Powder Magazine, Chain Rock Battery and the Second World War Magazine.	➔
	Archaeological investigation of the Chain Rock Battery	➔
	Stabilize Chain Rock Battery structures and terrace	✓
	Explore options to improve the settings of Cabot Tower and the Imperial Powder Magazine	➔
	Explore ways to manage vegetation to reveal cultural landscape vestiges on Burma Road and Carronade Hill	☐
	Progress on Objectives	
<p>Level 1 cultural resources on the south side of the Narrows that are under threat are protected and stabilized.</p> <p>Partners responsible for Level 1 cultural resources respect their values and are encouraged and supported.</p> <p>Alliances are built and best practices shared.</p> <p>Parks Canada provides input into decisions that could affect the Level 1 cultural resources on the south side of the Narrows</p>	Provide cultural resource management training opportunities to south side of the Narrows partners	➔
	Provide professional and technical assistance for cultural resources on the South Side of the Narrows that are in Poor condition or under threat	➔
	Collaborate with owners to address threats to Level 1 cultural resources on the South Side of the Narrows that are affordable and sustainable.	➔
	Encourage, support and, where feasible, participate in efforts to inventory and document archaeological resources on the south side of the Narrows	☐
 1/2	Progress on Objectives	
<p>Education</p> <p>Level 1 cultural resource values are communicated</p> <p>The reasons for national significance are conveyed in experiences and understood</p> <p>Secondary messages are conveyed, understood and do not detract from national significance.</p> <p>Outreach educational opportunities are available</p> <p>Heritage presentation is monitored and evaluated for effectiveness</p>	Develop a Heritage Presentation Plan for the Site	✓
	Develop and install orientation and site introduction media at key locations	➔
	Install new exhibits in the Visitor Centre	✓
	Present Chain Rock Battery	➔
	Improve the Parks Canada Web site and to link to thematically connected sites	✓
	Improve interpretation of the Level 1 cultural resources especially the Second World War resources.	➔
	Revise and implement school programs	☐
		Progress on Objectives

Goals/Objectives	Key Actions	Status of Action
Marketing and Communications Potential visitors are aware of the site's offerings The site is promoted accurately and respectfully The average length of Site visits is increased. Visitation to the visitor centre is increased.	Continue to partner with regional to national tourism agencies to provide pre-trip information on the Site's offerings	→
	Promote and market the upgraded Visitor Information Centre and on-site programs	→
	Develop new media outreach materials that better reflect the Site's messages	□
	☆☆	
Community Involvement Site is supported through positive relationships with stakeholders and the public. Public's connection to and sense of ownership of the site is strengthened. Heritage presentation and protection is strengthened by involvement of partners and stakeholders in programs. Heritage presentation partners receive advice and assistance. Messages of national significance are communicated and presented accurately	Keep partners and stakeholders informed about Parks Canada's progress on implementing the management plan	→
	Provide training opportunities to partners from connected sites in St. John's	→
	Encourage and participate in special on-site community events	→
	Provide input to others who present information related to Signal Hill	→
	☆☆ 1/2	
Visitor Experience Potential visitors are aware of Signal Hill NHSCs offerings The Site is promoted accurately by the travel trade. The average length of Site visits is increased. Visitation to the visitor centre is increased. The site is portrayed in ways that respect its national significance. News-media agency representatives appreciate the Site's messages.	Undertake research to determine visitor needs, interests and expectations	→
	Recapitalize the Visitor Information Centre to better meet visitor needs	✓
	Undertake a Visitor Use Study examining traffic, parking, visitor numbers and circulation within the Site	→
	Update the Site's <i>Public Safety Plan</i>	✓
	☆☆ 1/2	
Environmental Stewardship The natural heritage values of the site are respected and managed as per Parks Canada's policies.	Update the Site's Natural Resource Inventory	→
	☆☆	

RATING GUIDE

Goals/Objectives

- ☆☆☆ **GOOD** - Positive Outcomes, Good Results
- ☆☆ **FAIR** - Good Start, Some positive outcomes
- ☆ **POOR** - No results yet, Outcomes inadequate

Actions

- ✓ Action item completed
- Action underway or part of on-going regular management
- Action not underway
- NR Not rated due to unavailability of information