



# CASTLE HILL

NATIONAL HISTORIC SITE  
OF CANADA

## *Management Plan*





FEBRUARY 2007

# CASTLE HILL

NATIONAL HISTORIC SITE  
OF CANADA

*Management Plan*

© Her Majesty the Queen in right of Canada, represented by the Chief Executive Officer of Parks Canada, 2007.

Cette publication est aussi disponible en français.

*For more information about the site management plan or about Castle Hill National Historic Site of Canada:*

Castle Hill National Historic Site of Canada  
Superintendent  
PO Box 1268  
St. John's, NL  
A1C 5M9  
Canada

TEL: (709)772-5367  
FAX: (709)772-6388  
E-MAIL: [castle.hill@pc.gc.ca](mailto:castle.hill@pc.gc.ca)  
[www.parkscanada.gc.ca](http://www.parkscanada.gc.ca)

*National Library of Canada  
Cataloguing in publication data*

Parks Canada  
Castle Hill National Historic Site of  
Canada Management Plan

Issued also in French under title:  
Lieu historique national du Canada de  
Castle Hill – plan directeur.

ISBN  
CAT. NO.

1. Castle Hill National Historic Site (Nfld.) – Management.
2. National parks and reserves – Newfoundland -- Management.
3. National parks and reserves – Canada – Management.
4. Historic sites – Canada – Management.
5. Parks Canada. Atlantic Service Centre.

#### **Front Cover Image Credits**

CLOCKWISE FROM TOP LEFT: Andre Cornellier, 1991; Eric Walsh, 2004;  
Eric Walsh, 2004; Andre Cornellier, 1991; Eric Walsh, 2004

BACKGROUND: Eric Walsh, 2004

## 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 Government's goal is to ensure that each of these special places is conserved.

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

Our Government's vision is to build a culture of heritage conservation in Canada by offering Canadians exceptional opportunities to experience our natural and cultural heritage.

These values form the foundation of the new management plan for Castle Hill 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 Castle Hill National Historic Site of Canada Management Plan.

**John Baird**  
*Minister of the Environment*



## Recommendations

*Recommended by:*

---

**Alan Latourelle**  
*Chief Executive Officer*  
*Parks Canada*

---

**William (Bill) Brake**  
*Field Unit Superintendent*  
*Newfoundland East Field Unit, Parks Canada*





## Executive Summary

Castle Hill National Historic Site of Canada (NHSC) was designated in 1968 for the important role that its defences played from 1692 to 1811 in the defence of Placentia and the larger economic and strategic interests of France and Britain in what is now Atlantic Canada. The 24-hectare Site occupies a strategic position high on a hill overlooking Placentia, Newfoundland and Labrador, and contains the remains of defences constructed by the French and later occupied by the British, who took possession of Placentia in 1713.

Castle Hill NHSC is administered by the Parks Canada Agency as part of a system of national historic sites across Canada. Each national historic site within this system protects and presents an important part of Canada's history. Parks Canada raises the awareness and understanding of Canadians about our common heritage by offering opportunities to learn about and experience Castle Hill NHSC and other national historic sites across Canada.

This management plan is the first for the Site, developed with input from stakeholders of the Site. This management plan articulates a long-term vision for the Site:

*Castle Hill NHSC will continue to ensure its commemorative integrity and heritage values, and serve as a major attraction in the Cape Shore tourism region. Castle Hill will increase its role as a symbol of historic Placentia. Its valued features will be easily read on the landscape and the Site will be visible from the town below, allowing for increased understanding and appreciation of the strategic location of the Site and its role in the defence of Placentia. Visitors will have opportunities for interactive, meaningful experiences of the Site, enhanced by a range of public education programming to highlight its national historic significance and to continue to build public support. The historical connections between the Site's occupants and Aboriginal peoples will be com-*

*municated effectively. Destination marketing and collaboration with other regional service providers will increase visitation to the area.*

The management plan provides strategic management direction for the next five years that will be achieved within the sustainable operations of Parks Canada. These directions are judged to have no significant negative impacts or cumulative effects on the natural or cultural values of the Site. The proposed management direction aims to ensure the commemorative integrity of Castle Hill NHSC, to provide for public education and outreach, and to offer opportunities for meaningful visitor experiences. Subsequent detailed planning, implementation and management will be guided broadly by this management plan.

Priorities for management of Castle Hill NHSC over the next five years are:

### **Heritage Protection:**

Ensure that the cultural resources and other heritage values of the Site are protected through management of vegetation that impedes viewplanes and may impair *in situ* cultural resources; initiate an archaeological monitoring program and undertake a preliminary investigation of unexcavated resources; continue to administer the Site's collection, including completing the cataloguing and conservation of the archaeological collection; conserve and relocate the cannons on-site to complement the heritage presentation program at the Site.

### **Public Education:**

Effectively communicate the key messages and heritage values of the Site to visitors and other audiences through augmenting the Parks Canada Web site to meet diverse audiences' needs, explore opportunities to communicate the Site's historical connections to Aboriginal people with the Mi'kmaq of

Newfoundland and Labrador; continue to undertake research to inform adjustments to the heritage presentation program.

***External Relations:***

Effectively promote the Site to target audiences through actively participating in regional tourism planning, promotion and marketing; enhance the Castle Hill NHSC Web site for travel planning purposes by providing links to others' Web sites; work with local tourism stakeholders to promote the Site and its offer in the region and advertise and promote Site activities in the local media; and improve signage as per Parks Canada's signage plan.

***Visitor Experience:***

Continue to undertake research about visitors' interests, expectations and needs in order to offer opportunities for meaningful visitor experiences at Castle Hill NHSC; work with others in the region to collaborate on the regional tourism offer; work with others to improve the accessibility and visibility of the Site for visitors; enhance programming to include more interactive and engaging costumed interpretation; explore opportunities for enhanced programs to be offered with others, including local and regional groups, Francophone groups and Aboriginal communities; and enhance the Castle Hill NHSC Web site to offer information for travel planning purposes.

***Working with Others:***

Continue to strengthen existing, and build new, partnerships to protect, present and offer experiences at the Site, through supporting existing partnerships with valued partners; work with the community and stakeholders to establish a "Friends of Fort Royal" group; work with Aboriginal communities in Newfoundland and Labrador on projects of mutual interest and mutual benefit.

***Environmental Stewardship:***

Ensure the preservation of the natural values of the Site, and serve as an environmental steward, through: identifying and protecting species at risk at the Site and respecting natural values; undertaking environmental assessments of developments and operational activities as required; seeking environmental efficiencies at the Site including reducing greenhouse gas emissions and fleet replacement with environmentally friendly vehicles as opportunities arise; and reducing energy use and water use at the site as opportunities arise and through education of staff and visitors; prepare a field-unit wide Environmental Management System Action Plan.

## Table of Contents

Foreword .....	iii
Recommendations .....	v
Executive Summary .....	vii
<b>1.0 Introduction</b>	
1.1 Historical Background.....	1
1.2 The System of National Historic Sites.....	2
1.3 Legislative and Policy Basis for Management Planning.....	2
<b>2.0 Commemorative Integrity</b>	
2.1 Parks Canada’s Commitment to Commemorative Integrity .....	5
2.2 Commemorative Integrity Statement: Specifying Values of the Site .....	5
A. Statement of Commemorative Intent.....	5
B. Level I Cultural Resources.....	5
C. Messages .....	8
D. Respecting Other Heritage Values .....	9
2.3 A Foundation for Management Planning.....	10
<b>3.0 Vision</b> .....	11
<b>4.0 Strategic Objectives and Management Direction</b>	
4.1 Heritage Protection .....	13
4.2 Public Education and External Relations.....	16
4.2.1 Target Audiences for Communications .....	16
4.2.2 Public Education Programs .....	17
4.2.3 External Relations .....	19
4.3 Meaningful Visitor Experiences .....	20
4.3.1 Target Audiences for Visitor Experiences .....	21
4.3.2 Visitation and Visitor Use Trends.....	21
4.3.3 Visitor Research and Planning.....	22
4.4 Working with Others .....	24
4.4.1 Established Partnerships.....	24
4.4.2 Community Involvement .....	24
4.4.3 Partnerships with Others.....	25
4.5 Environmental Stewardship .....	25
<b>5.0 Impact Evaluation and Environmental Assessment</b> .....	27
<b>6.0 Plan Implementation</b> .....	29

Acknowledgements .....33

**Appendices**

Appendix A: Glossary .....35

Appendix B: Summary of Commemorative Integrity Evaluation.....37

Appendix C: Detailed Effects of Vegetation Growth on Specific Heritage Resources . . . . .39

**Maps**

Map 1: Regional map.....6

Map 2: Site map .....7

## 1.0 Introduction

Located in Jerseyside/Placentia, Newfoundland and Labrador, Castle Hill was designated a national historic site in 1968 because from 1692 to 1811 its defences played an important role in the defence of Placentia and the larger economic and strategic interests of France and Britain in what is now Atlantic Canada. Consisting of approximately 24 hectares of land, the Site occupies a strategic position high on a hill overlooking Placentia (the original French capital of Newfoundland) and the marine approaches from Placentia Bay and the narrow entrance to the harbour. It contains the remains of defences constructed by both the French and British who consecutively occupied the Site.

Parks Canada has prepared this management plan as part of its legislative responsibility to ensure the commemorative integrity of the national historic site. This is the first management plan for Castle Hill National Historic Site of Canada (NHSC), prepared in accordance with the Site's Commemorative Integrity Statement, which was approved in 2003. The management plan will provide strategic direction to the managers of the national historic site to ensure the long-term protection and presentation of its heritage values, to provide for public education, understanding and enjoyment, and to ensure that the historic site is representative of, and relevant to, Canadians. The management plan provides guidance to managers for key mandated areas: heritage protection, public education and visitor experience. As well, the management plan helps managers respond to operational needs and cooperative opportunities by broadly guiding subsequent detailed planning, implementation and management.

Preparation of this management plan began in the summer of 2004. This management plan has been developed with public involvement and receives broad public sup-

port. The management plan was also developed in keeping with Parks Canada's *Cultural Resource Management Policy* and *National Historic Sites Policy*, and with recognition given to the core heritage values of these resources as outlined in the Commemorative Integrity Statement.

### 1.1 HISTORICAL BACKGROUND

From 1692 to 1811, Castle Hill played an important role in the defence of Placentia. The strategic importance of Placentia and the struggle for its control was part of the larger Anglo-French rivalry for an empire not just in Atlantic Canada but also in North America as a whole. Placentia was economically and strategically significant because of its position in the fisheries and because it flanked the approaches to what is now eastern Canada.

The French royal colony of Plaisance (modern-day Placentia) was established in 1662 to encourage and support the French fishery and to stop English fishermen from expanding into the south coast of Newfoundland. It was also a base from which to defend the approaches to New France in times of war. Between 1690 and 1710, the defences of Plaisance were greatly strengthened. The first work within the boundaries of present day Castle Hill NHSC – Gaillardin Redoubt – was constructed in 1692. Fort Royal was begun the next year and completed in 1703.

The town was a base from which several destructive campaigns were waged against the English fishery. The Royal Navy made three unsuccessful attempts to capture Plaisance before implementing a blockade of Placentia Bay to prevent supply ships from getting through. Although the blockade caused occasional hardship and hunger, the

settlement survived to the end of the War of Spanish Succession in 1713.

In 1713, by the Treaty of Utrecht, France recognized British sovereignty over Newfoundland and abandoned Plaisance and other south coast settlements. The British occupied the town, which they renamed Placentia. In 1757, British military engineer Richard Dawson was the first to use the name Castle Hill. During the Seven Years War, there was significant military construction in the town itself. The only major construction on Castle Hill was a blockhouse that was built within the walls of Fort Royal.

Placentia was never attacked again, but in 1762 when French forces occupied St. John's, Governor Thomas Graves took refuge in Placentia. Fort Royal was renamed Castle Graves in his honour. After the dwindling British garrison was withdrawn in 1811, Placentia remained an important fishing port and regional supply centre.

In 1968, following several years of historical research and a major archaeological project, the Historic Sites and Monuments Board of Canada recommended to the Minister responsible for Parks Canada that Castle Hill be designated a national historic site. Castle Hill was acquired by Parks Canada and officially opened in 1968.

## 1.2 THE SYSTEM OF NATIONAL HISTORIC SITES

Castle Hill NHSC is part of a broad-ranging program of commemoration, including places, persons and events of national historic significance. These heritage commemorations come into being on the acceptance of recommendations from the Historic Sites and Monuments Board of Canada (HSMBC), an arms-length advisory board to the Minister responsible for Parks Canada. Of the more than 900 national historic sites nation-wide that form the National Historic Sites System, Parks Canada administers over 150 and has contributed to many more through cost-sharing agreements. The balance of the sites constitute the "Family of National Historic Sites", owned and cared for by federal, provincial and municipal governments, by businesses, and by private citizens.

Each national historic site is recognized as making a significant contribution to Canadian history. Collectively, national historic sites exemplify thousands of years of human history and a rich variety of themes, spanning political, economic, intellectual, cultural and social life. National historic sites capture the spirit and house the physical remains of our shared past, serving as powerful symbols of our identity, an inheritance for all Canadians recognized under an Act of Parliament.

Along with sites such as the Halifax Citadel NHSC, Signal Hill NHSC and the Fortress of Louisbourg NHSC, Castle Hill NHSC commemorates important aspects of Canada's defence history. It is also thematically related to other eighteenth-century French fortifications in Canada including Fort Chambly NHSC and the Fortifications of Quebec NHSC.

National historic sites are a significant, irreplaceable legacy. By ensuring their commemorative integrity, their continued presence for the benefit and enjoyment of future generations is assured.

## 1.3 LEGISLATIVE AND POLICY BASIS FOR MANAGEMENT PLANNING

A common legislative and policy context influences the management of all national historic sites owned and/or administered by Parks Canada, and management plans for national historic sites must be in accordance with this context.

- The *Parks Canada Agency Act* (1998) grants Parks Canada the responsibility to ensure the commemorative integrity of national historic sites. In accordance with this Act, a management plan is prepared for national historic sites owned and/or administered by Parks Canada, and is reviewed every five years.
- *Parks Canada's Guiding Principles and Operational Policies* (1994) includes both the *National Historic Sites Policy* and *Cultural Resource Management Policy*, which apply to national historic sites. Where this management plan is silent on an issue, these policies will provide direction.

- The *National Historic Sites Policy* outlines the objectives of the national program of historical commemoration, provides guidelines for the evaluation of the program including the concept of commemorative integrity, and outlines the roles and responsibilities for the recognition, designation and commemoration of places, persons and events of national significance.
- The *Cultural Resource Management Policy* outlines the five principles that should guide cultural resource management: value, public benefit, understanding, respect and integrity. As well, this policy describes the elements of cultural resource management practice, including inventory, evaluation, reflection of historic values in actions, as well as monitoring and review.
- The *Parks Canada Guide to Management Planning* (2000) identifies the certification requirements for a national historic site management plan, roles and responsibilities during the management planning process, as well as requirements for public consultation.





## 2.0 Commemorative Integrity

### 2.1 PARKS CANADA'S COMMITMENT TO COMMEMORATIVE INTEGRITY

Parks Canada has a responsibility to ensure the commemorative integrity of Castle Hill NHSC. Commemorative integrity describes the health or wholeness of a national historic site. A national historic site possesses commemorative integrity when:

- the resources directly related to the reasons for the site's designation as a national historic site are not impaired or under threat;
- the reasons for the site's national historic significance are effectively communicated to the public; and
- the site's heritage values (including those not related to national significance) are respected by all whose decisions or actions affect the site.

### 2.2 COMMEMORATIVE INTEGRITY STATEMENT: SPECIFYING VALUES OF THE SITE

Parks Canada prepares a Commemorative Integrity Statement for each national historic site the Agency administers. The Commemorative Integrity Statement for Castle Hill was approved in 2003. It contains a Statement of Commemorative Intent that identifies what is meant by commemorative integrity for the national historic site. A Commemorative Integrity Statement identifies what it is that should be commemorated at the national historic site, and why; the designated place (or that area that is designated as of national historic significance); which cultural resources are directly related to the reasons for the site's designation (known as Level I resources); their value and objectives for their protection; the messages of national significance and objectives for their effective communication; and other heritage values, cultural resources (known as Level II

resources) and messages associated with the site.

#### A. Statement of Commemorative Intent

The reason for the national significance of Castle Hill is:

*From 1692 to 1811, the defences of Castle Hill played an important role in the defence of Placentia and the larger economic and strategic interests of France and Britain in what is now Atlantic Canada.*

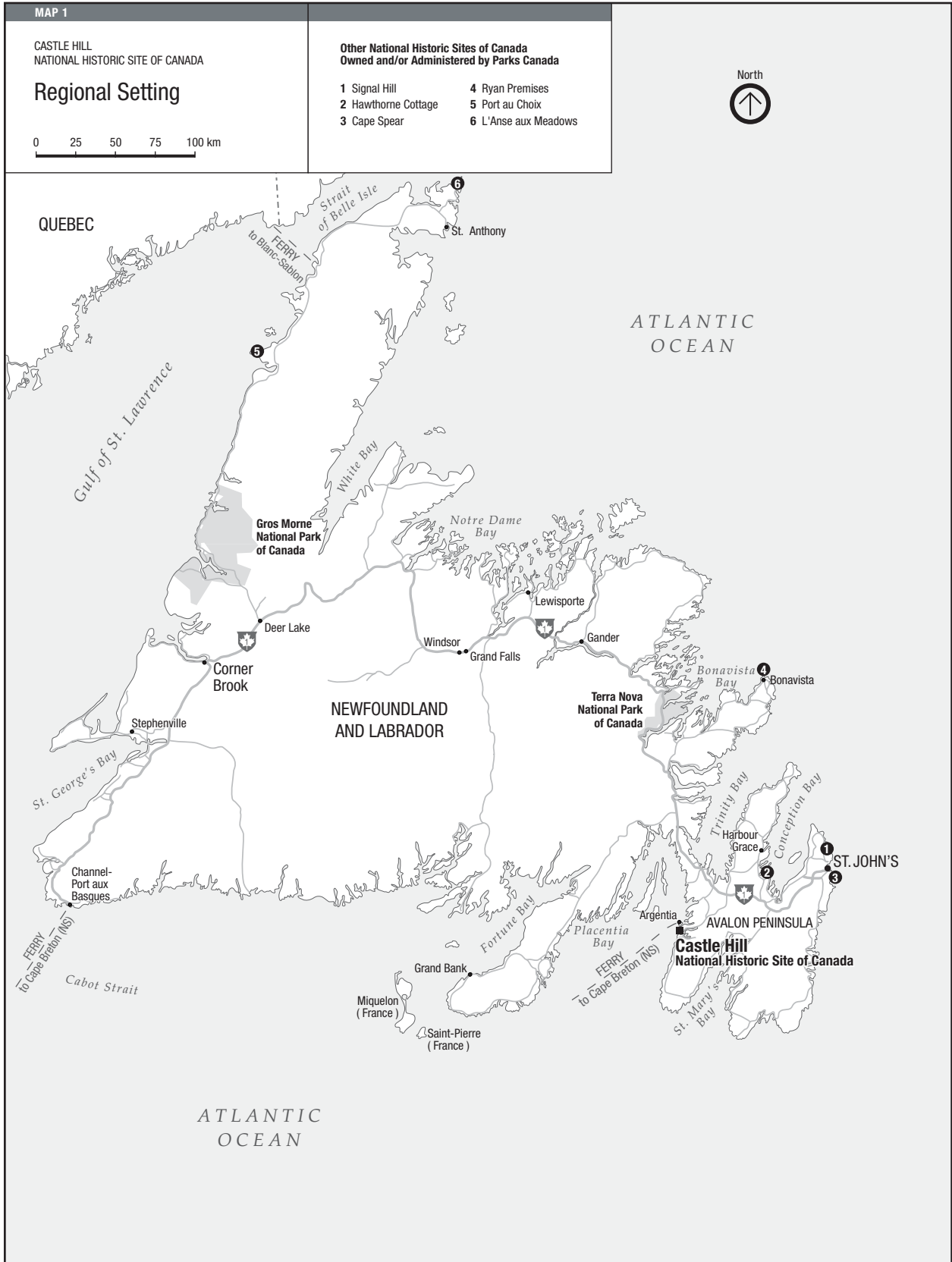
#### B. Level I Cultural Resources

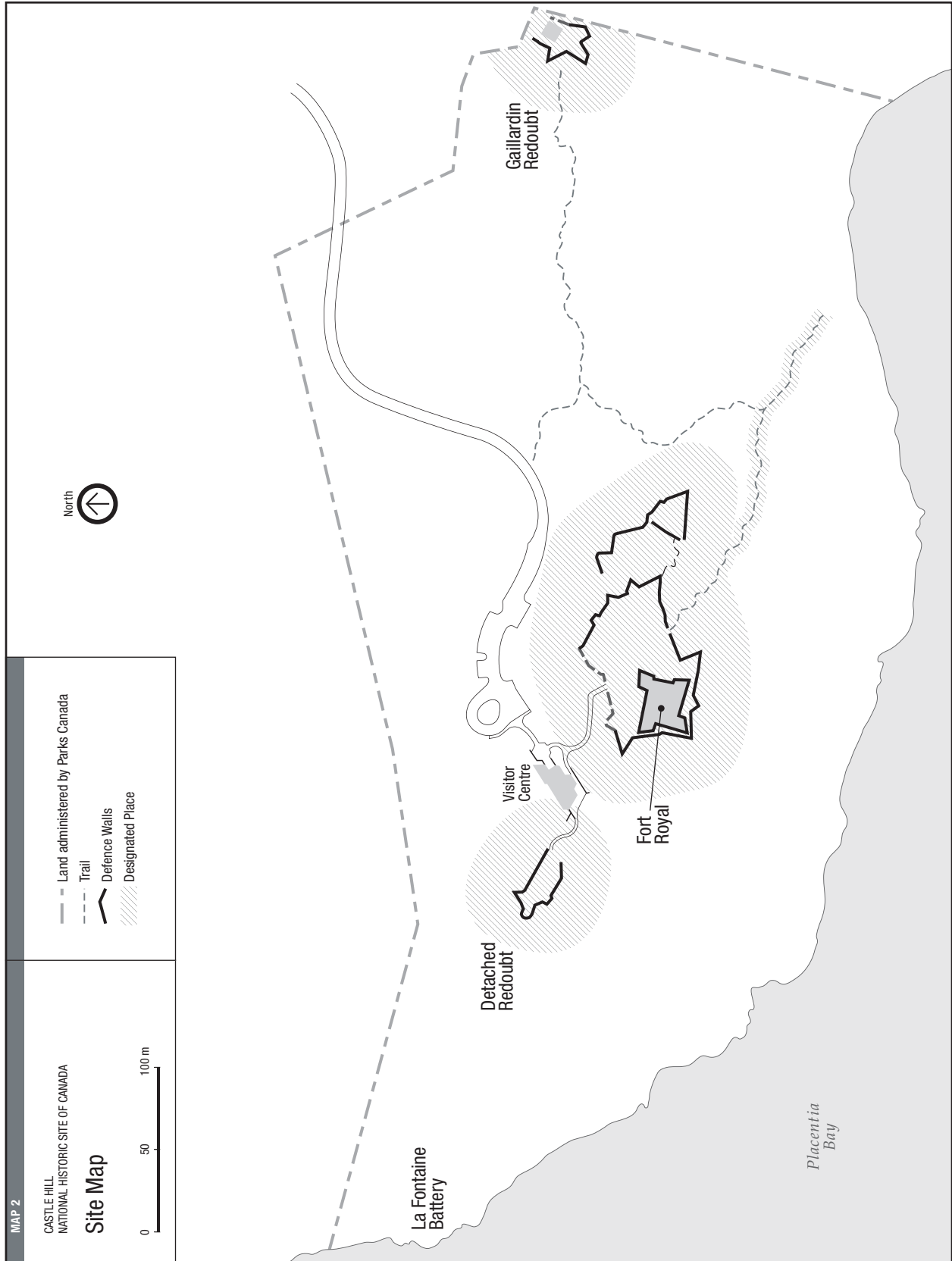
Ensuring the commemorative integrity of a national historic site requires that *in situ* cultural resources and historic objects that symbolize or represent the Site's importance are not impaired or under threat. Cultural resources that have heritage value may be either Level I or Level II. Level I cultural resources relate directly to the national historic significance of the Site and are described below. Level II cultural resources have heritage value, but are not directly related to the Site's national historic significance.

#### *Designated Place*

At Castle Hill NHSC, the designated place encompasses three defensive works: Fort Royal and its defensive walls, the Detached Redoubt and the Gaillardin Redoubt (see MAP 2: Site Map). It also includes a small area surrounding each fortification (30 m from the footprint of the structure) that includes some of the adjacent and functionally related terrain, reflecting the need of each feature to have clear lines of sight and to maintain lines of communication between them. It also includes the Old French Trail, a pathway that linked Fort Royal to the other French military positions at the base of the hill.

The designated place of Castle Hill NHSC is valued because the surviving walls,





earthworks, free-fire zone and strategic location reflect contemporary military design as practised by both France and Britain.

#### ***Landscapes and Landscape Features***

Landscapes and landscape features directly related to the reasons for designation include the glacis, the free-fire zone, the strategic viewscapes and the Old French Trail.

The landscape features are valued because they were integral components of the defences and because they connected the defences of Castle Hill to each other and to those of the town below. The physical features of the landscape associated with the reasons for designation are: the elevated location providing a strategic overview of the water and the surrounding terrain; the open and treeless free-fire zone surrounding all of the fortifications; the glacis, which utilized the natural slope of the hill; and the modifications to the landscape made during the commemoration period, including the evidence of ditches.

#### ***Archaeological Sites***

Archaeological sites within the designated place that are directly related to the reasons for designation include: the stabilized remains of the walls of Gaillardin Redoubt, Detached Redoubt, Fort Royal and the remains of a well. Fort Royal's interior components include the stabilized remains of north and south guardrooms, powder magazine, hangar, entrance passage, storerooms, barracks and blockhouse. The stabilized remains of Fort Royal and the two redoubts consist of exposed, low walls constructed of rough fieldstone. The stabilized remains of the breastworks (outer defence walls) consist of rough fieldstone with rubble fill.

The unexcavated remains of Horseshoe Battery and La Fontaine Battery lie outside the designated place but within the administered property (the property owned by Parks Canada), and they relate directly to the reasons for national historic significance and to the commemorative intent. Therefore, they are Level I cultural resources.

The archaeological sites possess value because they provide evidence of the physical components of Castle Hill's defences during

the French and British periods, and for the evidence that they provide of the construction materials and techniques used in military fortifications of the time.

#### ***Objects Directly Related to the Reasons for Designation.***

The Site's artifacts consist of approximately 2000 faunal remains and 8000 objects, including an array of tobacco pipe fragments, ceramics, glass, tools, cannon balls, gunflints, buttons, buckles, fishhooks, and assorted military equipment. Approximately 90 percent of the artifacts relate to the French and British military presence at the Site and are therefore considered to be Level I cultural resources.

The artifact collection associated with Castle Hill NHSC demonstrates over a century of military life in Canada. It is valued because it constitutes tangible evidence of the utilization of Fort Royal, Detached Redoubt, and Gaillardin Redoubt in the defence of Placentia from 1692 to 1811.

#### **C. Messages**

The second element of commemorative integrity is to ensure that the national historic significance of the Site is effectively communicated by way of clear messages. Other messages have been identified that are associated with the Site's other heritage values, but are not related to the reasons for designation (*see below*).

#### ***Message of National Significance***

The reason for the national significance of Castle Hill is:

*From 1692 to 1811, the defences of Castle Hill played an important role in the defence of Placentia and the larger economic and strategic interests of France and Britain in what is now Atlantic Canada.*

Fundamental to understanding the reason for the national significance of Castle Hill is an understanding of its context. Context messages support the message of national significance:

#### ***Context Message No. 1***

Castle Hill was designated a national historic site because from 1692 to 1811 its defences played an important role in the defence of Placentia and the larger economic and

strategic interests of France and Britain in what is now Atlantic Canada. Placentia was economically and strategically significant because of its position in the fisheries and because it flanked the approaches to what is now eastern Canada.

*Context Message No. 2*

Castle Hill played a significant role in the defence of Plaisance during the period 1692-1713 (i.e., the latter stage of the French regime). The French Crown established a royal colony at Plaisance in 1662 to discourage English expansion into the south coast; as a base from which to defend the approach to New France in wartime; and as a port of refuge for French fishermen in Newfoundland waters. The first work within the boundaries of Castle Hill NHSC, Gaillardin Redoubt, was constructed in 1692 in response to an English naval attack and as a complement to the main work, Fort Louis, which was situated at water level in the town below. Fort Royal was begun in 1693 and was not completed until 1703. A smaller work, the Detached Redoubt, was constructed in 1697. The hilltop defences also included a dry-laid masonry wall and palisade.

*Context Message No. 3*

Castle Hill played a significant role in the defence of Placentia during the period 1713-1811 (i.e., after the French withdrawal and the establishment of British sovereignty over Newfoundland). Placentia's defences were allowed to decline during the long peace after the Treaty of Utrecht. On Castle Hill itself, the only significant new construction was built during the Seven Years War when a blockhouse was erected within the walls of Fort Royal. The name Castle Hill was first employed in 1757; after 1762 Fort Royal was called Castle Graves, in honour of Captain Thomas Graves, the Newfoundland governor who took refuge in Placentia during the French occupation of St. John's. Placentia's defences declined after 1763 as St. John's assumed economic and strategic dominance within Newfoundland, and in 1811 the last of the Placentia garrison was withdrawn to St. John's.

*Context Message No. 4*

The strategic importance of Placentia and the struggle for its control was part of the larger Anglo-French rivalry for an empire not just in Atlantic Canada, but also in North America as a whole. Important elements of this rivalry include the Treaty of Utrecht in 1713, the Seven Years War, and the French occupation of St. John's in 1762. Within Newfoundland and present-day Atlantic Canada, the fishery was of prime importance, valued for its economic importance and because it was a training ground for seamen for the French and British navies. France dominated the region's fisheries during the sixteenth and seventeenth centuries, when its fishery was twice as large as Britain's. Indeed, France's north-west Atlantic fishery proved to be the most enduring of all those begun by European powers after 1497.

**D. Respecting Other Heritage Values**

The goal of the third element of commemorative integrity is to ensure that the other heritage values of Castle Hill NHSC are respected. This means that Level II cultural resources are protected in accordance with Parks Canada's *Cultural Resource Management Policy* and that other heritage values of the Site that are not directly related to its national historic significance are communicated.

*Level II Cultural Resources*

A Level II cultural resource is any other resource that has historic value, but is not related to the reasons for the Site's designation. At Castle Hill NHSC the Level II cultural resources include:

- six smoothbore cannons;
- the Historic Sites and Monuments Board of Canada plaque.

*Messages Not Related to the Reasons for Designation as a National Historic Site*

Other values associated with Castle Hill NHSC but not related to the reasons for the Site's designation as a national historic site have been identified. These other values are communicated as messages not related to the reasons for designation as a national historic site, and at Castle Hill NHSC they include the following:

- Castle Hill NHSC is a symbol of the importance that Great Britain and France attached to the Newfoundland fisheries.
- Fort Royal is an example of a bastioned fortification conceptualized by Sébastien Le Prestre Vauban.
- The blockhouse erected by the British within the walls of Fort Royal in 1762 was the first blockhouse in Newfoundland.
- Castle Hill NHSC is part of the family of Canada's national historic sites.
- Castle Hill NHSC is thematically associated with Signal Hill NHSC in St. John's, Newfoundland; Fortress of Louisbourg NHSC in Louisbourg, Nova Scotia; and Halifax Citadel NHSC in Halifax, Nova Scotia.
- Castle Hill NHSC is thematically associated with the Historic Sites and Monuments Board of Canada plaque in Placentia, Newfoundland, which commemorates the national historic significance of Placentia.
- Castle Hill NHSC is thematically associated with the archaeological remains of Le Vieux Fort, Fort Louis, Fort Frederick, and the New Fort, which are located in Placentia.
- Castle Hill NHSC is related to a large family of eighteenth-century fortifications built in Canada, including Fort Chambly NHSC and the Fortifications of Quebec NHSC.
- The presence and history of Aboriginal people at the Site<sup>1</sup>.

### 2.3 A FOUNDATION FOR MANAGEMENT PLANNING

The Commemorative Integrity Statement for Castle Hill NHSC describes the core values of the Site as well as the conditions required to avoid impairment of those values. These elements provide benchmarks for planning, managing, reporting and taking remedial action at the national historic site, and serve as the foundation for strategic management direction. While the Commemorative Integrity Statement for the national historic site outlines objectives to ensure the protection, knowledge and understanding of, and respect for the designated place and cultural resources, the Commemorative Integrity Statement does not outline particular management actions.

This management plan outlines management direction that protects and presents the values described in the Commemorative Integrity Statement for Castle Hill NHSC, ensuring that the cultural resources are not impaired or threatened and that messages about the Site's national historic significance are conveyed. The management plan also guides the provision of opportunities for visitor experiences, education and enjoyment of the Site compatible with its commemorative integrity.

---

1. Although not yet identified in Castle Hill NHSC's Commemorative Integrity Statement, the presence of Aboriginal people at the Site is another message that should be conveyed. Mi'kmaq from Acadia and Cape Breton were known to be present at Castle Hill c. 1696 under the command of D'Iberville. Research shows that three Native people lived in Placentia in 1687; eight years later a family of eleven and possibly others lived in the neighbourhood of the French fort. During the D'Iberville campaign of 1696-97 a contingent of Amerindians were involved in the assaults on St. John's, led from Placentia. Again in 1705, there was further Native participation in warfare and 25 Mi'kmaw families arrived in Placentia with the expectation that more would follow.

### 3.0 Vision

In the future, the sweeping landscape and rich archaeological resources of Castle Hill NHSC will communicate why the historic fishing port of Placentia was chosen as a cradle of French and British imperial ambitions in eastern Canada. The commemorative integrity of Castle Hill NHSC will be ensured, and the Site will be a major attraction of the Cape Shore tourism region.

Cultural resources related to the reasons for national significance and other heritage values will be protected and presented in accordance with Parks Canada's *Cultural Resource Management Policy*. Understanding, evaluation, respect for historic value and monitoring will inform all actions that affect the Site's cultural resources. Unexcavated archaeological resources will be better understood, protected and interpreted. The fortification walls and breastworks will be easily read on the landscape, accurately presented and no longer be concealed by vegetation. The Site's cultural landscape features, commanding views and visual links to historically connected fortifications will be apparent, leading to increased understanding and appreciation of the strategic location of the Site and its role in the defence of Placentia.

An effective public education program will communicate the reasons for the national historic significance of Castle Hill and its other values to visitors and other audiences.

A variety of media will engage diverse audiences in ways that are entertaining, educational and relevant, resulting in meaningful visitor experiences. The historical connections of Aboriginal peoples to the Site will be communicated effectively. Young people will understand and appreciate the Site and its history and educators will see the Site and its outreach programs as valuable learning resources, particularly in the area of the history of the French in the province and Canada.

Visitors will find opportunities for interactive, meaningful experiences at Castle Hill NHSC, which will increase understanding of the national historic significance of the Site, and build support. An increase in visitation will result from attention to programs and services that meet visitor's needs and that creatively attract and encourage visitation. Collaborating with other attractions and destination marketing will contribute to heritage tourism in the region; visitors to the area will be more aware of and attracted to the Site.

Improved visibility of the Site from the Town of Placentia will give Castle Hill NHSC a stronger presence in the community and will increase its role as a symbol of historic Placentia. Physical linkages between the community and the Site will be improved. The Site will inspire environmental and cultural heritage stewardship and foster the involvement of the local residents.





## 4.0 Strategic Objectives and Management Direction

### 4.1 HERITAGE PROTECTION

Parks Canada has the responsibility to ensure the commemorative integrity of Castle Hill NHSC. Ensuring commemorative integrity involves the protection of cultural resources at the Site and effective communication of key messages. Offering interesting opportunities for visitors to come to Castle Hill NHSC, experience the Site and its resources and learn about the Site's national historic significance builds public understanding, appreciation and support for the Site.

A commemorative integrity evaluation of Castle Hill NHSC was undertaken in the fall of 2004. This evaluation comprehensively reviewed the condition of cultural resources, the effectiveness of communicating Site messages and the effectiveness of management practices at the Site. This evaluation has informed the management direction found in this plan. (See Appendix B for a summary of the Commemorative Integrity Evaluation for Castle Hill NHSC).

Heritage protection at a national historic site involves ensuring that all of a site's cultural resources and their associated values are respected and managed in accordance with Parks Canada's *Cultural Resource Management Policy* and its principles of values, public benefit, understanding, respect and integrity. Where this management plan does not address an issue, the *Cultural Resource Management Policy* will guide decisions related to the protection, maintenance, appreciation and use of cultural resources.

#### *Designated Place*

Of the approximately 24 hectares of administered property at Castle Hill NHSC, only four specific areas are included as part of the designated place at the Site: the three recon-

structed defensive works and their functionally associated terrain and the trail from Fort Royal to the town below known as the Old French Trail (see Map 2: Site Map). Two other unexcavated defensive works are not included in the designated place. The designated place is valued for its strategic location and its reflection of both French and British military design. These values are intact and the designated place has been evaluated as being in "good" condition. However, vegetation growth can obscure valued viewplanes and disturb *in situ* archaeological features; such growth should be managed where it impairs features and the designated place.

#### *Landscape Features and Viewplanes*

Landscape features are valued as being integral to the defence function of the military works and because they physically and visually connect the elements of the defence works of Castle Hill and the fortifications to the town below. Castle Hill NHSC's cultural landscape features have been evaluated as being in "fair" condition largely due to encroaching vegetation. As a result of vegetation growth, some landscape features can no longer be seen and some visual links are obscured<sup>1</sup>. Much vegetation was removed when the Site was originally excavated for archaeological studies in the 1960s. Selective vegetation cutting has occurred in the glacia areas and around the breastworks; however, more extensive vegetation management has not occurred in recent years.

#### *Archaeological Sites*

The archaeological sites are valued for providing evidence of the physical components

---

1. See Appendix C: Detailed Effects of Vegetation Growth on Specific Heritage Resources

of Castle Hill's defences during the French and British periods and of construction materials and techniques used in military fortifications of the time. Excavated archaeological sites at Castle Hill NHSC include Fort Royal, the Detached Redoubt and Le Gaillardin Redoubt. Overall, the stabilized remains of Fort Royal and the two redoubts are in "good" condition and are stable.

It is unclear which portions of the rough fieldstone walls are historical, since different portions of the walls contain mortar and show a variety of different mortaring techniques. Repair work undertaken in the 1960s was based on knowledge available at the time. There is no formal monitoring of the condition of the Site's archaeological resources or to ensure that future repair work to the walls meets Parks Canada's *Cultural Resource Management Policy*. A regular monitoring program and a consistent approach for repairing the fieldstone walls are needed.

Unexcavated archaeological sites identified on the Site include the remains of the Horseshoe Battery, La Fontaine Battery and a well. La Fontaine Battery's general location is known, but the site has not been investigated; the well is outside the walls of Fort Royal. Other potential archaeological sites within the administered property have been recently identified by archaeologists working in the Placentia area. Being underground affords La Fontaine Battery and the other unidentified archaeological sites some measure of protection. In keeping with Parks Canada's *Cultural Resource Management Policy* the stewardship of cultural resources requires understanding the resources and the history they represent. Research and investigation would improve understanding of the Site's unexcavated resources. An initial survey to sample and test sites would determine if further excavation is warranted. In the future, if archaeological excavation is deemed necessary, there may be an opportunity to collaborate with the Town of Placentia's archaeological program; such archaeological work could be linked with the Site's interpretive activities and/or educational program. Vegetation growth is likely disturbing below-ground resources of the Horseshoe Battery (location known from 1960s surveys) and the well near

Fort Royal. Future vegetation management to guard against threats to these features should be overseen by archaeologists to ensure minimal disturbance to subsurface elements.

#### *Historic Objects*

**Artifact Collections:** Approximately 90 percent of Castle Hill NHSC's artifacts relate directly to its national historic significance (Level I cultural resources), and are valued as tangible evidence of the use of the Site in the defence of Placentia from 1692 to 1811 and for demonstrating over a century of military life in Canada. Most of the artifacts were unearthed during archaeological excavations in the 1960s. The artifacts are now stored in two collections. The archaeological collection containing some ten thousand objects is located at the Atlantic Service Centre of Parks Canada in Halifax. The curatorial collection of 165 artifacts is displayed in exhibits on construction and fishing tools and techniques and French and British military lifestyles at the Visitor Reception Centre. Although some of the archaeological collection is not catalogued or stored in accordance with Parks Canada's most current standards, the collection as a whole is considered to be in "good" condition. Of the catalogued objects, ceramics, tools, fishhooks and some of the military equipment are considered in "fair" condition. All objects in the curatorial collection are in "good" condition and are stable. The Field Unit's Cultural Resource Management specialist monitors them on a regular basis.

**On-site Artillery:** Six smoothbore cannons placed on site in the 1930s possess historic value for contributing to a fuller understanding of the role of Castle Hill in the defence of Placentia and the larger economic and strategic interests of France and Britain in what is now Atlantic Canada during the commemorated period. Considered to be Level II cultural resources, these objects are used for heritage presentation purposes. One cannon is located at the front entrance to the Visitor Reception Centre, while the others are positioned at various locations along the breastworks of Fort Royal. All of the cannons are British in origin and some may be original to the Site. Monitored by Site staff and main-

tained on an as-needed basis, the cannons are considered to be in “good” condition and are stable. Further research is required to determine whether these resources should be re-evaluated as Level I cultural resources. Regardless of their value, a regular program of monitoring and maintenance is required to ensure their long-term conservation. As well, the positions of the cannons need to be researched to relocate them on the Site to places that are historically accurate and that help convey to visitors their role in defence.

**Historic Sites and Monuments Board of Canada Plaque:** This plaque represents the value that Canadians bestow on places of national historic significance. It is affixed to a rock cairn located in a prominent location at the entrance to the Visitor Reception Centre where visitors start their experience of the Site. Refinished in 2003, the plaque is considered to be in “good” and stable condition, and is regularly if informally monitored by Site staff.

**Goal**

To ensure that the designated place, the cultural resources of national historic significance and other values at Castle Hill NHSC are not threatened or impaired

**Objectives**

- The remains of above-ground resources are easily read on the landscape.
- Archaeological resources and their associated values are not threatened or impaired by vegetation.
- The unexcavated archaeological resources are understood.
- The Site’s artifacts are safeguarded to retain their historic value and extend their physical life.
- On-site artillery are understood, monitored and maintained on a regular basis, and presented with integrity in their historic defence role for the Site.
- Site values related to Aboriginal history are protected and communicated.

**Management Direction**

Parks Canada will:

- manage vegetation at the Site, with consideration given to potential impacts on the natural and cultural values of the site to: restore and protect historic viewplanes with priority placed on those viewplanes evaluated as “poor”; increase visibility and accessibility of the Old French Trail; and address threats to the Horseshoe Battery and the well near Fort Royal;
- implement a consistent approach for repairing the reconstructed stone walls of the fortifications using appropriate expertise;
- undertake research on the historical connections of Aboriginal peoples to the Site and if appropriate, seek an amendment to the Commemorative Integrity Statement;
- undertake a preliminary archaeological survey to sample and test potential archaeological sites and to determine if further excavation is warranted. If so, Parks Canada will explore opportunities to collaborate with the Town of Placentia’s archaeological program to undertake archaeological work and to link archaeological work with the Site’s interpretive programs;
- continue to maintain the Site’s artefacts and associated records in a stable and secure condition consistent with Parks Canada’s archeological collections policy by completing the cataloguing of artifacts uncovered during archeological investigation of the Site and completing the conservation of artifacts that are not yet conserved;
- undertake research to determine the provenance of the cannons and if required re-evaluate them using Parks Canada’s *Cultural Resource Management Policy*; explore options for the relocation of the Site’s cannons to complement the heritage presentation of the Site, such as relocating them to the top of the Fort walls;
- implement a formal monitoring and maintenance program for the Site’s archaeological resources including the stabilized remains of walls, the Site’s cannons and the HSMBC plaque.

#### 4.2 PUBLIC EDUCATION AND EXTERNAL RELATIONS

Public education is crucial to ensuring the Site's commemorative integrity: "Protection and presentation are fundamental to commemoration, since without protection there can be no historic site to be enjoyed, and without presentation there can be no understanding of why the site is important to our history and, hence to all Canadians" (*National Historic Sites Policy*). Parks Canada provides Canadians with opportunities to enjoy, appreciate and understand Canada's cultural heritage at national historic sites, facilitated by public education and other programs, facilities and services, and through outreach programs and electronic media to other audiences and to all Canadians.

Ensuring the commemorative integrity of Castle Hill NHSC requires effective communication of the values associated with Level I cultural resources, the reasons why the Site is considered of national historic significance and its other heritage values (see Chapter 2.0 for key messages). As well, effective communication about the Site encompasses effective communications for external relations.

##### 4.2.1 Target Audiences for Communications

**General Touring/Sightseeing:** Primarily out-of-province adults and family groups on vacation for an average of ten days. This audience is drawn to Newfoundland and Labrador for its unique blend of coastal scenery and features such as whales, icebergs and seabirds together with its significant history and distinct culture<sup>2</sup>. Most are travelling through the region spending only one or two nights in the Castle Hill NHSC area<sup>3</sup>. Visiting Friends and Relatives (VFRs), a sub-group of the General Touring audience, will likely increase as family-related travel (i.e., travel related to family roots, heritage, romance and patriotism) increases. Castle Hill NHSC is well-positioned to attract visitors interested in Canada's French culture and history.

Printed material (e.g., travel guides) are the main source of information about Castle Hill NHSC for this audience, although many visitors learn about the Site while in the area through friends/family, tourist information centres and road signs.

**Education and Youth Groups:** Includes the local and regional students and educators and other youth groups. Local schools seek programs and activities linked to the provincial curriculum. Some make use of on-site school group programs during the year, while others use the Site for an end-of-school year outing. Often, this audience seeks information about Castle Hill NHSC's history, primarily through the Web site. Educators make use of Parks Canada's *National School Curriculum Program* and other learning resources. Many of this audience are involved in French language programs and are attracted to the Site for its French history and French language programming.

**Commercial Tour Groups:** Includes individuals and groups arriving by bus, ranging from larger touring motor coach groups to small tour operators. Commercial tour group operators seek to package Castle Hill NHSC with other natural and cultural attractions in the area; typically, the Site is one of several stops on a tour and the visit lasts less than an hour. Few commercial tour groups spend the night in the area due to accommodation constraints. As a result, this audience typically does not participate in the Site's enhanced theatre and animated interpretation programming, but rather seek use of the basic site programs and facilities.

**Vacation Traveller:** Includes individuals seeking information about Castle Hill NHSC for travel planning purposes. They are potential on-site visitors and seek pre-trip information. This audience seeks information both on the Web site and through print and other media.

2. *A Special Place A Special People The Future for Newfoundland and Labrador Tourism* The Economic Planning Group of Canada, March 2004  
3. 1999 *Visitor Satisfaction Surveys for Eastern Newfoundland NHS*, Parks Canada, November 1999.

**Stakeholders:** Includes the surrounding community and interest groups beyond the local area with interest in Castle Hill NHSC. They include elected officials, representatives of government agencies, volunteers, local residents, interest groups including heritage groups, business partners and industry representatives. Stakeholders seek information about events and activities at the Site and opportunities to influence Site management. This audience uses the Web site to inform themselves about the Site; therefore, updated information on the Web site would meet their primary information needs.

**The Canadian Public:** The broader Canadian public is an audience for messages related to the national significance of the Site to Canada's history and its role in Parks Canada's system of protected heritage areas. Largely urban, and increasingly multicultural, this audience may find it difficult to visit, or to understand and appreciate the system of national historic sites in Canada. While there are various mechanisms through which to reach the Canadian public at large, for Castle Hill NHSC the primary means is the Parks Canada Web site.

#### 4.2.2 Public Education Programs

##### A. On-site Heritage Presentation

On-site, Castle Hill NHSC offers a range of personal and non-personal interpretive programming. The Visitor Reception Centre displays a number of exhibits recently renewed in 2004. The exhibits present artifacts according to different themes: French fishery, French military history, French social history and English occupation. The Centre also presents a short video, "The Bastioned Fortification," which elaborates on an important secondary message about the style and design of Fort Royal. Visitors to the Site may employ a self-guided 40-minute audio tour of the fortifications in English or French. The audio tour explains to visitors how the fortifications were designed to protect each other and the Town below, as well as the importance of Placentia and its fisheries. On the grounds of the Site are located five new interpretive panels that cover topics such as

the inner defence system (Fort Royal, Fort Louis, Le Gaillardin and the breastworks), the parts of the fortifications and their purposes, and the outer harbour defenses and their function (Detached Redoubt, Half Moon Battery, Lafontaine Battery, Point Verde and Creve-Coeur). The Site also offers a range of personal programming, including: an animation program (a soldier of Les Compagnies Franches de la Marine circa 1690); a play "Faces of Fort Royal" staged by the Placentia Area Théâtre Heritage Corporation; bilingual guided tours and school programs.

##### B. Outreach

Not all Canadians will visit Castle Hill NHSC to experience the Site in person. Education and outreach activities have several aims: to educate the public about the significance of Castle Hill NHSC; to build awareness, understanding and appreciation of Parks Canada's system of special heritage places; and to build support for heritage conservation. Outreach education programs for the Site focus on reaching youth. To be effective, programs are linked to the Province of Newfoundland and Labrador's Grades 3-6 school curriculum. *Castle Hill Through My Eyes*, an on-site interactive program for the Grade 3 curriculum, was introduced in 2004, as well as a series of in-class posters called *Soldiering in Newfoundland* for elementary grades and a school program linked to core French and French Immersion grade 8 and 9 students is near completion. In 2004, as part of the heritage presentation renewal activities at the Site, an animation program was initiated in which a 1690s French soldier visited classrooms in the area. Ensuring that educators are aware of the site offer and meeting demand for the program during the operational season are the main challenges now. The Parks Canada Web site provides information about Castle Hill NHSC to prospective site visitors and provides a brief history of the Site, activities and learning experiences, as well as information about other area attractions and thematically connected national historic sites.

##### C. Effectiveness of Public Education Efforts

The effectiveness of Castle Hill NHSC's communication activities generally was evaluated

as “fair,” although most programs were individually considered “good.” Areas requiring improvement include:

**Communication of messages related to the reasons for designation:** Gaps were found in the knowledge and communication of Placentia’s strategic role in French and British rivalry for the empire. Communicating this message is vital for visitor understanding of the context for France’s decision to establish a royal colony and build fortifications at Placentia.

**Communication of other messages:** The messages not related to the national historic significance of the Site are not being fully conveyed, including:

- the presence and involvement of Aboriginal people at the Site;
- the heritage value of the 1762 British blockhouse as the first blockhouse in Newfoundland ;
- the origins and heritage value of the Site’s six smoothbore cannons.

**Communication of national historic site general values:** Overall, the communication of messages related to Castle Hill NHSC’s role in the Canada’s system of national historic site rated as “fair.” By communicating Castle Hill NHSC’s thematic relationship with other sites, persons and events of national historic significance, visitors gain an appreciation of what a national historic site is, of the system of national historic sites in Canada and of their importance to all Canadians. Improvements are required in conveying the relationships and associations of Castle Hill NHSC to the other national historic sites, persons and events, to Signal Hill, Fortress of Louisbourg and Placentia NHSCs, and to 18th-century fortifications built in Canada including Fort Chambly and the Fortifications of Quebec NHSCs.

A number of key research areas would benefit the further development of the heritage presentation and visitor experience programs at Castle Hill NHSC. A priority is research on Aboriginal historical links to the Site. Although some history is known, further

research needs to occur by or in collaboration with the Aboriginal people in Newfoundland and Labrador, with Parks Canada’s support. Of interest, but less pressing needs include: further research and development of the period of English occupation of the Site, particularly on the role of the English lieutenant governors of Placentia and Placentia’s influence and impact in the defence of England’s “larger economic and strategic interests in what is now Atlantic Canada;” research to enhance the costumed animation program; and research on the history of the specific group of Basque who were in Placentia. The Town of Placentia is uncovering and partially restoring the outlines of Fort Louis/New Fort with a view to interpreting these sites. Potential for partnership exists.

#### **Goal**

To effectively convey the national historic significance and other values of Castle Hill NHSC to visitors, other audiences and the Canadian public to build public understanding, appreciation and support for the Site and for the system of national historic sites in Canada.

#### **Objectives**

- Ensure that visitors and other audiences understand and appreciate that Castle Hill NHSC is a national historic site, and that Canada values places of national historic significance.
- Ensure that visitors understand and appreciate the strategic location of Castle Hill and its defensive works, and the visual connections between them and those of the town below.

#### **Management Direction**

Parks Canada will:

- continue to provide a range of means by which to convey the national historic significance and other key messages of Castle Hill NHSC that meet the needs, interests and expectations of target audiences;
- work with others to offer enhanced programming and special events at the Site;
- improve the Parks Canada Web site to meet the needs and expectations of

diverse audiences for travel planning and other purposes;

- explore with Mi'kmaq in Newfoundland and Labrador appropriate, effective and meaningful ways to communicate the Site's historical connections to Aboriginal people.

#### 4.2.3 External Relations

External relations for Castle Hill NHSC seek to raise awareness about the Site and the site offer, primarily to attract visitors. The key goal of external relations efforts is to raise awareness and understanding about the Site among potential visitors, the travel trade industry, the general Canadian public and the media.

Parks Canada undertakes its own regional and national initiatives to reach out-of-province audiences, as well as taking part in partnerships with provincial and local tourism agencies to market and promote the Site to potential visitors inside and outside of Newfoundland and Labrador. A range of marketing and promotion vehicles are employed to reach potential visitors: the *Newfoundland and Labrador Travel Guide* and Web site, Parks Canada's vacation planners and toll free number, print media, local advertising of special events and activities and road signs. For the travel trade, Parks Canada provides travel writer kits, familiarization tours and attends trade shows; the travel trade media are reached through media kits, media market places, sales calls and program information.

Marketing and promotion play a key role in increasing visitation to the Site. Visitation may be increased by increasing the capture rates of visitors to the province or local area, increasing the number of motorcoach tours to the Site and increasing awareness of the Site experiences and particularly of its French history.

Castle Hill NHSC, with its special events, animation programs and theatrical performance, is a key attraction among a cluster of cultural and heritage attractions in the region. Others include the Cape St. Mary's Ecological Reserve, a world renowned seabird sanctuary; publicly accessible beaches and shorelines that augment the area's coastal scenery; the

Cape St. Mary's Performance Series, the Festival of Flags in Argentia, archaeological digs and community theatre. The attractions in the region are advantageously located to attract visitors arriving by ferry from North Sydney, Nova Scotia. Collectively, regional attractions have the challenge of making potential visitors aware of the variety of attractions in the region and linking them together for a comprehensive visitor experience.

Accordingly, Parks Canada must find ways to collaborate with other tourism attractions in the region to offer an integrated experience. Community and regional partners would also like to see Parks Canada collaborate more extensively in destination marketing efforts. Research to better understand the needs and expectations of visitors, packaging with other attractions in the region, participating in trade shows, connecting with tour operators, cross promotion of other sites and positioning Castle Hill NHSC as the "French history" site in eastern Newfoundland have been identified by tourism stakeholders as ways for Parks Canada to coordinate its efforts with the industry.

The Internet is a key tool for travel planning purposes, both for researching aspects of a trip and for making reservations. The Parks Canada Web site provides a basic level of information about Castle Hill NHSC but falls short in helping potential visitors plan a vacation. Links to the provincial or local travel planning Web sites or to regional tourism groups would assist potential visitors in helping them plan their trip, while links to thematically connected national historic sites, especially the Fortress of Louisbourg NHSC, would raise the awareness of the Site among those interested in French history.

Although Castle Hill NHSC occupies a prominent location in Placentia, the Site does not attract as much of the local resident market as comparable sites such as Signal Hill NHSC. As well, the Site is not well-known or well-promoted to visitors in the local region. Regular stories in the local media and familiarization tours for local operators have been suggested as ways for Parks Canada to increase local awareness of and interest in the Site. A key problem may be the poor state of signage in the local area. Parks

Canada contracted a report in 2006 on the effectiveness of signage for historic sites and the national park in eastern Newfoundland, which recommended the installation of new signs and replacement of existing signs. Parks Canada will strategically implement the recommendations of the signage plan, in consultation with tourism stakeholders, the Town of Placentia and the Government of Newfoundland and Labrador. Another challenge may be the lack of visibility of the Site from the town below. By reinstating the Castle Hill NHSC's prominence on the landscape, the Site will be more visible and easier for visitors to find.

#### **Goal**

To position and promote Castle Hill NHSC as a central regional attraction within the Placentia destination tourism area, and attract increased visitation to the site and region.

#### **Objectives**

- Increase the awareness and use of the Site.
- Improve the accessibility and visibility of the Site for local residents and visitors to the region.

#### **Management Actions**

Parks Canada will:

- actively participate in regional tourism planning, promotion and marketing, and as appropriate become involved in visitor studies, cross-promotion, packaging and familiarization tours;
- improve the Parks Canada Web site to meet the needs and expectations of diverse audiences for travel planning and other purposes; provide Web links to the province's Travel Guide Web site, the Town of Placentia's Web site and other national historic sites that are thematically connected;
- work with local tourism stakeholders to promote the Site and its offer in the region through advertising and promoting Site activities in the local media and implementing the recommendations from Parks Canada's signage plan, phasing in signs in consultation with stakeholders and appropriate government agencies involved;

- manage vegetation to restore and protect historic viewplanes and improve the Site's visibility from Placentia.

#### **4.3 MEANINGFUL VISITOR EXPERIENCES**

Visitors to Castle Hill NHSC have diverse opportunities to explore and learn about the Site first hand. Providing opportunities for meaningful visitor experiences is crucial to building public support, understanding and appreciation for the Site and for Parks Canada as steward of the Site. Parks Canada must provide opportunities for meaningful experiences, including participatory or personalized programs, based on an understanding of visitor needs and expectations.

Castle Hill NHSC is open annually from May 15 to October 15, 10am-6pm. Site facilities include a Visitor Reception Centre, accessed via an entrance gate and access road and serviced by a parking area and grounds that contain the stabilized remains of Fort Royal with trails that lead to the Site's major historical features and vantage points. While the Visitor Reception Centre houses the majority of the interpretive programming for the Site, not all visitors include a stop at the Centre in their visit. A fee is charged to enter the Visitor Reception Centre, but not the grounds.

Within the Visitor Reception Centre, visitors find information and orientation services, exhibits, a video presentation, "The Bastioned Fortification," and a gift shop. The Historic Sites Association of Newfoundland and Labrador, a non-profit cooperating association established to support the province's national historic sites, runs the gift shop where postcards, books and other theme-related products are for sale. Enhanced programs at the Site include the live theatre performance of "Faces of Fort Royal," costumed animation and special events, such as military animation displays.

Visitors can explore the administered property of Castle Hill NHSC. A paved walkway outside the Visitor Reception Centre leads to the summit of Castle Hill connecting to trails that link the Site's major historic features and viewing points. The Site's historic features consist of the stabilized and restored



remains of defensive walls and three military works (Fort Royal, Gaillardin Redoubt, and Detached Redoubt), two unexcavated works (Horseshoe Battery and La Fontaine Battery), their associated cultural landscapes and the Old French Trail, a historic pathway that links the Site to the town below. In 2006, the Town of Placentia began to develop and interpret Fort Louis near the town's trailhead for the Old French Trail, with the possibility of greater awareness of the Old French Trail as an attraction in Placentia. Widening the trail and opening views at key locations would make the trail more accessible and welcoming to visitors.

None of the forts are completely reconstructed but are partially rebuilt to give visitors a sense of their location, footprint and what they might have looked like. The Site offers commanding views of the Placentia area and tremendous opportunities for photography. Each of the fortification sites provides lookout areas suitable for panoramic photography.

#### 4.3.1 Target Audiences for Visitor Experiences

**General Touring/Sightseeing:** This group is the largest audience for Castle Hill NHSC. Provincial research shows that general touring vacation visitors will increasingly travel without children, be well educated, over forty-five years of age and from affluent households<sup>4</sup>. This group expects a total experience (i.e., attractions, accommodations, food and cultural activities), a high quality experience and convenient trip planning. Visiting Friends and Relatives (VFRs), a subgroup of the general touring group, is expected to increase as family related travel increases; this audience seeks trips related to heritage, family roots, romance and patriotic sites. While in the area this group's top three activities are visiting other historic sites, visiting a natural park and shopping.

**School and Education Groups:** The demand for French language education in the province's school system is increasing, and with it the search for external opportunities for

learning. Attractions such as Castle Hill NHSC that meet the educational needs of both the social sciences curricula and French culture and language curricula are well positioned to attract school groups. Castle Hill NHSC offers a number of curriculum-related programs.

**Commercial Tour Groups:** A recent study for the Atlantic region identified some key directions for this market<sup>5</sup>. Group tour operators will likely have to adapt their products to better meet the demands of the growing senior citizen market segment. This audience is largely baby boomers seeking soft adventure tours; they seek flexible itineraries, a longer visit at destinations and more opportunities for personalized learning experiences.

**Local Residents:** Castle Hill NHSC's location and topography make it a popular attraction to Placentia area residents who use the Site for hiking, family outings, special events and as a lookout. Many of those who attend special events and programs at Castle Hill NHSC (e.g., Canada Day celebrations, folk festival, Theatre d'Heritage and recent Fortress of Louisbourg military animation) are from the local area.

#### 4.3.2 Visitation and Visitor Use Trends

The average annual visitation for Castle Hill NHSC is estimated at 15 000 . The majority of the visitors to Castle Hill NHSC in 2000 were from provinces west of Nova Scotia. Approximately 21 percent of visitors to the Site are from the local area. Local residents use the Site for recreational purposes, family outings or as a vantage point to view the town. Castle Hill NHSC attracts half the number of in-province visitors as the other national historic sites in eastern Newfoundland. However, the Site attracts more parties with children than the other sites; 40 percent of parties who visited Castle Hill NHSC had children (16 and under). Of the 15 000<sup>6</sup> visitors per year to the Site, only 4600 use the Visitor Reception Centre. This may be due to the high use of the Site by local residents who have already experienced

4. *A Special Place A Special People The future for Newfoundland and Labrador Tourism*, The Economic Planning Group of Canada, March 2004

5. *The Atlantic Canada Motorcoach Study: 2003 and beyond*  
6. Based on an on-site count for the years 2002-2004 inclusive.

the Visitor Reception Centre offer. Up to the 1980s the Site annually received four times the number of visitors as it does currently. A change to the Marine Atlantic ferry schedule appears to have affected the timing of visitors embarking and disembarking, and consequently the amount of time that visitors spend in the area.

#### **4.3.3 Visitor Research and Planning**

Visitor programs, services and facilities at Castle Hill NHSC have been modified in recent years, informed by site-specific, local, regional and national tourism and travel trends and visitor preferences. Ongoing research helps managers assess the effectiveness of programs and visitor satisfaction, as well as identifies target audiences for marketing and promotion. Parks Canada conducts a Visitor Information Program, which to date has primarily evaluated visitor satisfaction with the Site programs and facilities, as well as the effectiveness of education programs. The most recent survey (2000) indicated that visitors are satisfied with most programs, facilities and services offered at Castle Hill NHSC, particularly with the Site's interpretive programming.

Parks Canada should augment the Visitor Information Program with a Visitor Use Study to specifically assess the appropriateness of services, facilities and operations in relation to visitor use patterns and visitation levels. Audiences for outreach programs, such as school groups, need to be evaluated by means of audience-specific assessment tools. Monitoring the Castle Hill NHSC Web site will assist in visitor research, by tracking use of the Web site and collecting comments from Web site visitors.

#### *Situation Analysis*

Castle Hill NHSC is well positioned to respond to the existing and future trends of the Site's target audiences, particularly the general touring audience. Castle Hill NHSC is well situated to attract visitors with an interest in French or Acadian history, although a lack of other French cultural attractions in the area may preclude the region from being

viewed as a destination with a cluster of such attractions. To maintain and increase levels of visitation to the Site and region, Parks Canada must find ways to collaboratively offer, with other tourism service and product providers, an integrated experience, provide quality visitor experiences that meet the particular needs and expectations of target audiences, ensure easily accessible pre-trip information and ensure information about the Site is available in the local area. Stressing the links with the Fortress of Louisbourg NHSC and working with Francophone groups in the province on tour packages related to French history and culture would be ways to promote the Site to audiences with interest in French history and culture. The challenge is to work with others to coordinate and integrate the Site into a regional tourism product.

Castle Hill NHSC enjoys a prominent location in Placentia. However, it does not attract nearly as many local residents as comparable sites, such as Signal Hill NHSC in St. John's. Castle Hill NHSC has the potential to increase the number of visitors from the local area by increasing its visibility, making it more accessible and by considering an extension of its hours/season of operation.

While Castle Hill NHSC offers a range of interpretive programming, stakeholders expressed a desire for more frequent animation programs, re-enactments and costumed interpretation; such programming would enhance the Site and contribute to the region's heritage tourism offer. As well, while visitors have the opportunity to purchase souvenirs, there is a demand for more books and other publications relating to the history of the Site and the Placentia area. Parks Canada will explore the feasibility of reprinting one of its publications to meet this demand. Following the success of a recent children's book about the history of Placentia, the Historic Sites Association of Newfoundland and Labrador have indicated a willingness to explore the publication of an adult book as well. Parks Canada will work with the Historic Sites Association to explore options for a publication and other products that will meet visitor interest and demand.

Some challenges impede visitors' orientation, enjoyment and access to the grounds of the Site. The access road entrance is modest and can be missed by visitors. As well, visitors arriving with larger vehicles may hesitate to enter the Site's limited parking area. Signage and improvements at the entrance would help identify the entrance, but the needs of those arriving with larger vehicles, often several together from the same ferry, may need to be explored. The variable terrain of Castle Hill NHSC poses challenges to some visitors. While the Visitor Reception Centre is accessible for the mobility impaired, the Site's grounds are not accessible to all. This limits some visitors from experiencing the cultural landscape, heritage resources, views and vistas and from participating in occasional special events and activities staged at the summit of the hill. Because trails and staircases can impair the valued cultural landscape features or diminish their heritage value, Parks Canada should explore options to ensure that all visitors have meaningful experiences of the Site.

**Goal**

To offer opportunities at Castle Hill NHSC that permit visitors to explore, interact with and learn about the Site in ways that will facilitate meaningful visitor experiences, and promote visitor understanding, appreciation and support for the Site.

**Objectives**

- Understand visitor use, patterns, preferences and trends at the local, regional and national levels.
- Base public education programs, visitor service offer and marketing and promotion of the Site on timely information about visitor use trends and visitor preferences, tailored to target audiences.
- Increase Site visitation by marketing and promoting the site as one of the main attractions within a destination tourism area and by ensuring easily accessible pre-trip information.
- Increase the awareness local residents and visitors in the area have of the Site and its offer.
- Ensure that the Site can be enjoyed and appreciated by visitors with a range of abilities.
- Ensure the Site is safe and without undue hazard for visitors; visitors are easily oriented to the Site.
- Ensure that Site programs and activities accurately reflect the Site's human history
- Ensure that visitor experiences at the Site are integrated with appropriate experiences in the region.
- Facilitate meaningful experiences for visitors to the Site.

**Parks Canada Performance Expectation<sup>7</sup>**

50 percent of national historic site visitors participate in a learning experience related to cultural heritage
85 percent of visitors satisfied with on-site heritage presentation programming and 50 percent very satisfied
75 percent of visitors understand the significance of the heritage place
Canadians, visitors and stakeholders actively support the integrity of heritage places

**Castle Hill NHSC Performance<sup>8</sup>**

Overall 93 percent of visitors took part in a heritage presentation activity
Overall satisfaction rate of 90 percent concerning heritage presentation activities
81 percent of respondents understood the national historic significance of the Site
Not yet measured

7. Parks Canada Agency Corporate Plan 2005-6 to 2009-10, Program Activity 3: Promote Public Appreciation and Understanding

8. Parks Canada, Castle Hill NHSC Visitor Information Survey (2000)

**Management Actions**

Parks Canada will:

- Gather visitor information in a comprehensive and consistent manner, and evaluate public education efforts (both on-site and outreach); undertake a Visitor Use Study to determine if the current service offer meets visitors needs and expectations.
- Enhance the Castle Hill NHSC Web site for travel planning purposes by providing links to the province's Travel Guide Web site, the Town of Placentia's Web site and other national historic sites that are thematically connected.
- Implement the recommendations from Parks Canada's signage study, phasing in updated signage as opportunities arise, in consultation with interested stakeholders and government agencies. Develop and implement a regular sign monitoring program.
- Manage vegetation to restore and protect historic viewplanes and to improve the visibility of the Site from Placentia.
- Provide opportunities for meaningful experiences of the Site for those users who cannot access the entire Site.
- Develop and provide interactive and engaging costumed interpretation on a regular basis.
- Explore and pursue partnership opportunities with local/regional groups, Francophone groups, Aboriginal groups and others for enhanced programs, activities and special events.
- Continue to pursue collaborative opportunities with the Fortress of Louisbourg NHSC for special events and/or projects involving French military animation.
- Collaborate with tourism stakeholders through participation in regional tourism planning initiatives.
- Identify potential photo stops at the Site on orientation print material.
- Work with the Historic Sites Association of Newfoundland and Labrador to ensure availability of Site-related publications and other products in the gift shop.
- Collaborate with others to improve and promote the regional tourism offer by:

- continuing to utilize research on tourism and travel trends at the local, regional and national levels;
- actively participating in regional tourism planning, promotion and marketing, and participating as opportunities arise in collaborative visitor studies, cross-promotion, packaging and familiarization tours;
- working with local tourism stakeholders to promote the Site and its offer in the region;
- advertising and promoting Site activities in the local media;
- in coordination with other tourist attractions in the area, exploring the feasibility of altering the Site's hours of operation to better accommodate visitors travelling by ferry.

**4.4 WORKING WITH OTHERS****4.4.1 Established Partnerships**

Castle Hill NHSC is fortunate to have a number of partners that are involved at the Site. Among them are the Historic Sites Association of Newfoundland and Labrador, which operates the Site's gift shop, and the Theatre d'Héritage, which performs the "Faces of Fort Royal" theatrical program. In addition, groups such as the 2004 French Celebrations Committee, Placentia Area Folk Festival Committee and Fortress of Louisbourg Volunteers have been involved in special events and celebrations at the Site. Parks Canada will continue to work with its on-site partners, as well as with groups and agencies involved in special events and activities to deliver high quality programs which enhance the experiences available to Site visitors.

**4.4.2 Community Involvement**

The Placentia area is home to a wealth of archaeological and historic resources, many of which are associated with the historic French presence. A great sense of stewardship exists in the local area along with aspirations to build on the heritage tourism potential of Placentia as the former French "capital" of Newfoundland. Groups such as the municipi-

pal government, provincial government, heritage groups, tourism associations and economic development organizations, look to Castle Hill NHSC and Parks Canada to play an important role in supporting regional initiatives that will also help achieve objectives for Castle Hill NHSC. The expectation of the role that Castle Hill NHSC will play in the future of the region has been articulated in meetings with stakeholders, and these ideas have been reflected in this management plan.

The community and stakeholders seek greater participation in Site activities and management. Parks Canada will work with the community and stakeholders to establish a “Friends of” group to facilitate greater involvement in site administration and operations. During the course of consultations, this proposal was well received and it was further suggested that the group be called “The Friends of Fort Royal” to reflect the community’s interest in furthering its French heritage.

#### **4.4.3 Partnerships with Others**

Other potential partnerships should be explored to further achieve the goals for protection, presentation and offering unique visitor experiences at Castle Hill NHSC. Partnerships should be explored with the Francophone community and other heritage attractions with links to French history and culture with respect to promotion of the Site as part of the province’s French culture and history. As well, partnerships with with the Mi’kmaq community should be explored to further learn about the Site’s historical connections with Aboriginal peoples, to present this shared culture and history through special event programming and other means.

#### **Goal**

To strengthen existing and build new partnerships and collaborative opportunities to ensure the commemorative integrity of the Site and to build public understanding, awareness and support for Castle Hill NHSC.

#### **Management Actions**

Parks Canada will:

- Continue to support and cultivate existing partnerships with valued partners.
- Work with the community and stakeholders to establish a “Friends of Fort Royal” group.
- Work with Aboriginal groups in Newfoundland and Labrador on projects of mutual interest and mutual benefit.
- Work with the Francophone community in Newfoundland and Labrador, and other heritage attractions with links to French history and culture, to promote the Site.

#### **4.5 ENVIRONMENTAL STEWARDSHIP**

National historic sites are commemorated for their historic significance; however, many national historic sites under Parks Canada’s administration encompass a relatively large land base reflecting the context of the Site. Castle Hill NHSC consists of approximately 24 hectares of land. Approximately one half of the Site is forested and the rest of the Site is covered by low shrubs and grasses. One side of the Site has a steep rocky slope along the channel leading to Placentia Harbour’s narrow entrance.

The landscape of Castle Hill NHSC has been heavily modified over time. Modifications include the construction of the defensive works, clearing of vegetation and modification of the land for military purposes. Contemporary changes to the landscape under Parks Canada’s administration have included the development of an access road, trails, parking areas, Visitor Reception Centre and maintenance compound.

Parks Canada is committed to ensuring the protection of species at risk on the administered property of Castle Hill NHSC, and to considering and respecting the natural values in site management decisions. Knowledge of the natural resources on the administered property serves as a foundation for such management, particularly for sound vegetation management at the Site. No comprehensive natural resource inventory has been undertaken at Castle Hill NHSC; however,

local knowledge indicates the possibility of rare or uncommon flora and fauna at the Site.

Parks Canada demonstrates environmental stewardship in the operation and administration of national protected heritage areas. At Castle Hill NHSC, environmental management improvements are constrained due to the established infrastructure at the Site. However, gains may be made in areas such as fleet management, energy reduction and reduction of water use as opportunities arise. A field unit-wide Environmental Management System Action Plan should be prepared to help guide environmental gains and efficiencies at this and other protected heritage areas under Parks Canada's administration.

**Goal**

To demonstrate environmental stewardship at Castle Hill NHSC, and to ensure that the natural values of the administered property are considered and respected in management decisions.

**Management Actions**

Parks Canada will:

- Undertake a site assessment to identify any species at risk on the administered property of Castle Hill NHSC.
- Manage the Site with consideration given to the natural values of the Site.
- Undertake an environmental assessment as required for developments or operational activities in light of the Site's Commemorative Integrity Statement.
- Achieve environmental efficiencies through Site management, where possible, including reduction of greenhouse gas emissions, and energy and water use reductions at the site and through education of staff and visitors. Prepare a field unit-wide Environmental Management System Action Plan to help guide environmental gains and efficiencies.

## 5.0 Impact Evaluation and Environment Assessment

Federal initiatives submitted to Cabinet or to the Minister for consideration require a Strategic Environmental Assessment, which determines their environmental impacts and identifies mitigation measures if a harmful impact is expected. Strategic environmental assessments of draft management plans provide an opportunity to determine the probable broad impacts of proposed programs, and assess the cumulative effects on the environment of multiple projects or activities. The Strategic Environmental Assessment also aids in the identification of other future environmental assessment requirements under the *Amended Canadian Environmental Assessment Act (CEAA)* 2003. The environmental assessment was conducted near the final draft stage of the management plan by a Parks Canada resource conservation specialist in accordance with the Cabinet Directive on the Environmental Assessment of Policy, Plan and Program Proposals.

The *Strategic Environmental Assessment of Castle Hill National Historic Site of Canada Management Plan* (2006) found that the plan

is “fully consistent with federal policy and legislation governing national historic sites administered by Parks Canada. The Plan recognizes Parks Canada’s commitment to identifying, protecting and presenting the cultural resources at Castle Hill and working with stakeholders and Mi’kmaq to protect the cultural heritage of the site.”

Most actions are expected to produce only positive effects at the site. However, a number of proposed actions were found to trigger a need for further detailed environmental assessment on implementation, such as removal of vegetation to reinstate viewplanes, relocation of the site’s cannons and undertaking a site assessment to identify species at risk. Actions that will likely trigger a strategic environmental assessment include monitoring programs for site resources.

The Environment Assessment proposed that an Environmental Management System Action Plan for the field unit be prepared to guide environmental gains and efficiencies. This action has been included in this plan.





## 6.0 Plan Implementation

Implementation of this management plan is the responsibility of the Newfoundland East Field Unit Superintendent. The Field Unit Superintendent's three primary accountabilities at Castle Hill NHSC are:

1. Ensuring commemorative integrity.
2. Improving service to clients.
3. Making wise and efficient use of public funds.

The actions proposed in this management plan for Castle Hill NHSC are implemented through the Field Unit's sustainable business plan. While the management plan is envisioned as a strategic guide with a life span of ten to fifteen years (reviewed every five years), the annual sustainable business plan identifies priorities for the next five years. The sustainable business plan identifies those actions of the management plan that will be realized within the next five years, their timing and cost. Any changes to the five-year forecast are captured by the review and update of the sustainable business plan.

Implementation of the actions proposed for Castle Hill NHSC in this management plan, once approved, depends on the availability of financial resources.

Priority actions are identified in the chart below. Emphasis has been placed on those activities expected to occur during the first five years following management plan approval but other activities to be pursued during the life of this management plan have been identified as well. No priority has been assigned to activities beyond identifying broadly the period in which they will occur. Further prioritizing will be determined during more detailed action planning.

Progress on the management plan implementation will be communicated to the public through Parks Canada's Site Management Plan Annual Implementation Report. The management plan will also be subject to review on a five-year cycle, and can be amended to reflect changing circumstances. The public will be consulted about major changes.

Management Plan Actions	Priority	
	Priorities within the first five years of plan tabling	Future year priorities
<b>4.1 Heritage Protection</b>		
Manage vegetation at the Site to restore and protect historic viewplanes and address threats to <i>in situ</i> resources	■	■
Implement a consistent approach for repairing the reconstructed stone walls of the fortifications	■	■
Undertake research on the historical connections of Aboriginal peoples to the Site and if appropriate, seek an amendment to the Commemorative Integrity Statement	■	■
Undertake a preliminary archaeological survey to sample and test potential archeological sites		■
Complete the cataloguing and conservation of artifacts uncovered in the course of archaeological investigation of the Site		■
Research the Site's cannons and to relocate them to more appropriate historical locations at the Site	■	
Implement a formal monitoring and maintenance program for the Site's archaeological resources including the stabilized remains of walls, the Site's cannons and the HSMBC plaque	■	■
<b>4.2 Public Education and External Relations</b>		
Work with others to offer enhanced programming and special events at the Site	■	■
Explore how best to communicate the Site's historical connections to Aboriginal people	■	
Improve the Parks Canada Web site	■	■
<b>4.3 Meaningful Visitor Experiences</b>		
Gather visitor information and evaluate public education efforts (both on-site and outreach); undertake a Visitor Use Study	■	■
Implement recommendations from the Parks Canada signage study	■	
Provide opportunities for meaningful experiences of the Site for those users who cannot access the entire Site	■	■
Provide costumed interpretation on a regular basis	■	■
Identify photo stops at the Site on orientation print material	■	
Work with the Historic Sites Association of Newfoundland and Labrador to ensure availability of Site-related publications and other products in the gift shop	■	■
Collaborate with others to improve and promote the regional tourism offer	■	■

<b>Management Plan Actions</b>	<b>Priority</b>	
	Priorities within the first five years of plan tabling	Future year priorities
<b>4.4 Working With Others</b>		
Work with the community and stakeholders to establish a “Friends of Fort Royal” group	■	
Work with Aboriginal groups in Newfoundland and Labrador on projects of mutual interest and mutual benefit	■	■
Work with the Francophone community in Newfoundland and Labrador, and other heritage attractions with links to French history and culture, to promote the Site	■	■
<b>4.5 Environmental Stewardship</b>		
Undertake a site assessment to identify any species at risk on the administered property of Castle Hill NHSC	■	
Undertake environmental assessments as required	■	■
Prepare a field unit-wide Environmental Management System Action Plan to help guide environmental gains and efficiencies	■	
Achieve environmental efficiencies through Site management	■	■



## Acknowledgements

Castle Hill National Historic Site of Canada  
Management Planning Team:

**Jewel Cunningham**, Acting Superintendent,  
*Newfoundland East Field Unit*

**David Taylor**, Communications Officer,  
*Newfoundland East Field Unit*

**Marilyn Dawe**, Cultural Resource Management Specialist,  
*Newfoundland East Field Unit*

**Earl Luffman**, Project Archaeologist,  
*Atlantic Service Centre*

**Jim Candow**, Project Historian,  
*Atlantic Service Centre*

**Randy Power**, Resource Conservation,  
*Newfoundland East Field Unit*

**Carla Wheaton**, Site Supervisor,  
*Newfoundland East Field Unit*

**Cyril Bambrick**, Guide Supervisor, Castle Hill NHSC,  
*Newfoundland East Field Unit*

**Patrick Lahey**, Technical Services Officer, Historic Sites,  
*Newfoundland East Field Unit*

**Ann Smith**, Administrative Assistant, Castle Hill NHSC,  
*Newfoundland East Field Unit*

**Tom Gribbin**, Landscape Architect,  
*Public Works and Government Services Canada*

**Patricia Buchanan**, Management Planner,  
*Newfoundland East Field Unit*

**Lois Luke**, Manager, National Historic Sites,  
*Newfoundland East Field Unit*



## APPENDIX A

### Glossary

**Breastwork:** Built as an outer defence perimeter, breastworks are the low stone walls surrounding forts. A wooden palisade built to protect soldiers while firing muskets originally accompanied them.

**Commemoration:** Ministerial recognition of the national significance of specific lands or waters by acquisition or by agreement, or by another means deemed appropriate within the Minister's authority for purposes of protecting and presenting heritage places and resources, erection of a plaque or monument.

**Commemorative Integrity Statement (CIS):** The CIS is a document, which defines what is meant by commemorative integrity for a particular national historic site. It describes the designated place, its resources, values, objectives and messages.

**Commemorative Intent (CI):** Refers to the reasons for a site's designation as a national historic site, as determined by the Ministerially approved recommendations of the Historic Sites and Monuments Board of Canada.

**Cultural Landscape:** Any geographical area that has been modified, influenced or given special cultural meaning by people.

**Free fire zone:** An outer defence consisting of a battle area or combat zone on the upper part of the hill below the breastworks which was cleared of trees to enable soldiers to fire at an approaching enemy from the protection of the breastwork and palisade walls.

**Glacis:** The sloping ground between the walls of the fort and the breastworks. Within this area, an enemy attacker was exposed to musket fire from the fort.

**Historic Sites and Monuments Board of Canada (HSMBC):** An independent advisory group with representatives from all provinces and territories. It reviews submissions and provides impartial and expert advice to the Minister on the national historical importance of each proposal.

**Historic Value:** A value assigned by Parks Canada to a resource whereby it is recognized as a cultural resource. All resources have historical value; only those, which are considered to have importance over and above the historical, have historic value.

**In situ:** Refers to cultural resources that are in their original place.

**Statement of Commemorative Intent (SOCI):** A formal statement that provides the reason and date a site was designated by the Minister responsible for the *Historic Sites and Monuments Act*.

**View plane:** The line-of-sight from a specific location to another location.

**Viewscape:** The line-of-sight from a specific location to a landscape or portion thereof.

**Viewshed:** Refers to a sequence of views or panorama from a given vantage point.



APPENDIX B

Summary of the Commemorative Integrity Evaluation

<b>Resource Condition</b>	
Overall	GREEN
Resources Related to National Significance	GREEN
Other Cultural Resources	GREEN
Cultural Resource Types:	
1. Designated Place	GREEN
2. Landscape Features	YELLOW
3. Buildings, Structures	N/A
4. Archaeological Sites	GREEN
5. Objects	GREEN
Other Heritage Resources	N/A
<b>Effectiveness of Communications</b>	
Overall	YELLOW
National Significance	GREEN -
Other Heritage Values	RED
Effectiveness of Media	YELLOW
Audience Understanding	N/R
Range and Complexity of Perspectives Presented	GREEN -
National Historic Site General Values	YELLOW
<b>Selected Management Practices</b>	
Overall	GREEN -
Inventory and Cultural Resource Evaluation	YELLOW +
Respect for Cultural Resource Management Principles and Practices	GREEN
Records	GREEN
Maintenance Programs	YELLOW
Monitoring and Remedial Action	GREEN -

**Rating code:**

**Green** Good, effective, or not currently impaired. Any deficiencies are not a threat to the commemorative integrity of the site

**Yellow** Fair or minor to moderate impairment or threat. Requires improvement.

**Red** Poor, ineffective, seriously impaired or a significant attribute missing (whether related to condition, communications or selected management practices)

**N/A** Not applicable; the question does not apply to this site

**N/R** Not rated or not reported on because the information is not available

**+ or -** The actual state is on the high or low borderline side of the colour



## APPENDIX C

### Detailed Effects of Vegetation Growth on Specific Heritage Resources

*Fort Royal Glacis and Free Fire Zone* - Inside the breastworks of Fort Royal, grasses and small shrubs are well established inhibiting new growth in the glacis. As a result the glacis can be clearly seen and is in "good" condition. However, outside the breastworks, alders and spruce have established in the free-fire zone and consequentially can no longer be discerned. As a result, the Fort Royal free-fire zone has been rated as "poor".

*Fort Royal Viewscapes* – Although vegetation now surrounds the Fort Royal site viewscapes to the water and marine approaches are intact due to the steep drop-off in slope. However, trees obscure the viewscope toward the landward approaches and to Gaillardin Redoubt and the Detached Redoubt and have been rated as "poor".

*Gaillardin Redoubt Viewscapes* - Gaillardin Redoubt is the oldest fortification on Castle Hill. It was originally built to protect Fort Louis, which was located at the base of the hill and had direct visual links to it. From this small enclosure the viewplanes to the Fort Louis site, which is located outside the Parks Canada administered area, are completely obstructed, as are the viewplanes back towards the landward approaches and to Fort Royal. These viewplanes have been rated as being in "poor" condition.

*Detached Redoubt Viewscapes* - The steep slope of the land below the Detached Redoubt makes it difficult for vegetation to take a stronghold and those that do are generally below the lines of sight. As a result the viewplanes toward the water and La Fontaine Battery site from this defence work are not impaired and are in "good" condition. Trees however obscure the viewplanes back over the landward approaches and to Fort Royal and are rated as "poor".

*La Fontaine Battery Viewscapes* - La Fontaine Battery, below the Detached Redoubt, is located on a small rocky outcrop near the water. Although it has not been archaeologically surveyed, its general location is known. Views from the general area of the promontory out over the water and up the hill to the Detached Redoubt are not impaired.

*The Old French Trail* – According to Parks Canada's *Commemorative Integrity Evaluation* the Old French Trail is intact and in "good" condition. It is however difficult to find because the trail entrance is located in a wooded area of the Site.