

The University of Calgary

**Historic Preservation as a Factor
of Cultural Tourism
in
Alberta Small Towns:
Lacombe - A Case Study**

by

Robyn Turner-Gyorgy

A Master's Degree Project
submitted to the Faculty of Environmental Design
in partial fulfilment of the requirements for the degree of
Master of Environmental Design
(Urban and Regional Planning)
Faculty of Environmental Design

Calgary, Alberta

December, 1991



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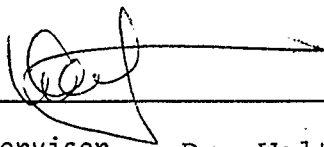
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ISBN 0-315-75210-6

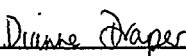
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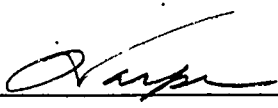
The undersigned certify that they have read, and recommend to the Faculty of Environmental Design for acceptance, a Master's Degree Project entitled Historic Preservation as a Factor of Cultural Tourism in Alberta Small Towns: Lacombe - A Case Study submitted by Robyn Turner-Gyorgy in partial fulfillment of the requirements for the degree of Master of Environmental Design.



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ABSTRACT

Historic Preservation as a Factor of Cultural Tourism
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December, 1991

Prepared in partial fulfilment of the requirements for the degree
of Master of Environmental Design in the Faculty of
Environmental Design, The University of Calgary

Supervisor: Dr. Walter Jamieson

This project describes and analyzes the fields of historic preservation and tourism, providing a conceptual background and understanding of each field so that the focus of this study - cultural tourism - can be presented and defined. An outline of the Project methodology is reviewed, including the development of a three-phase historic resource inventory matrix (HRIM) to test and assess the tourism potential of Alberta's small town historic resources. This includes a brief history of the chosen testing area and site (the Puffer Chung Building in Lacombe, Alberta), the application and assessment of the three phases of HRIM, an analysis of the results of HRIM (both for the inventory overall and the site specifically) and recommendations and observations concerning the findings of this three-phase process.

TABLE OF CONTENTS

ABSTRACT	i
TABLE OF CONTENTS	ii
ACKNOWLEDGEMENTS	v
INTRODUCTION	1
Background	1
Outline and Objectives of this MDP	2
Methodology	3
Results	4
CHAPTER ONE: HISTORIC PRESERVATION	5
Introduction	5
Background and Development	5
Why Preserve: Reasons and Ethics	7
Components: Tangible and Intangible	8
Preservation Philosophy	13
Responses to Preservation	16
Preservation and Economics	18
Conclusion	20
CHAPTER TWO: TOURISM	21
Introduction	21
What is Tourism?	21
Historical Overview	21
Trends and Developments	22
The Scale of Tourism	25
The Tourism System	26
Positive and Negative Features	27
Establishing Tourism	29
Conclusion	29
CHAPTER THREE: CULTURAL TOURISM	30
Introduction	30
Culture as a Factor in Tourism	30
The Importance of Cultural Tourism	31
The Cultural Tourism Boundaries of this MDP	33
Conclusion	34

CHAPTER FOUR: METHODOLOGY	35
Introduction	35
Purpose and Objectives	35
Benefits of HRIM (Historic Resource Inventory Matrix)	36
Scope and Boundaries	37
1. Assumptions	37
2. HRIM Specifications	38
Design of the HRIM	38
1. Inventory Systems Currently Used	38
2. HRIM: A 3 Phase Assessment	39
Sources for Completing the HRIM	45
Application of the HRIM	46
CHAPTER FIVE: APPLICATION & IMPLEMENTATION	48
Introduction	48
Case Study Information	48
1. Lacombe: The Past	48
2. Lacombe: Today and Tomorrow	50
3. Lacombe: The Choice for this MDP	52
Application of the HRIM: The Puffer Chung Block	53
CHAPTER SIX: OBSERVATIONS & RECOMMENDATIONS	55
Introduction	55
Observations & Recommendations	55
1. Overall HRIM Assessment	55
2. Specific HRIM Assessment: Lacombe	59
CONCLUSION	63
BIBLIOGRAPHY	65
APPENDIX A: Bibliography of sources used to compile the HRIM	71
APPENDIX B: The Three Phases of HRIM	74

FIGURES

Figure 1: HRIM Process	Page 40
Figure 2: HRIM: Phase One Details	Page 41
Figure 3: HRIM: Phase Two Details	Page 43
Figure 4: HRIM: Phase Three Detail	Page 44
Figure 5: Lacombe's Location within Alberta Source: AMA Map: Western States and Provinces, 1987	Page 49
Figure 6: The Puffer Chung Block Source: R. Gyorgy, - March 9, 1991	Page 53

ACKNOWLEDGEMENTS

There are many people I would like to thank for their assistance and support of this project. I am particularly grateful to Dr. Walter Jamieson, my project supervisor, for all of his advice, encouragement and assistance with this project. I would also like to thank Dr. Dianne Draper (Department of Geography) for her valuable input on my project committee. My thanks also goes to MDP examination committee member Mr. Tom Harper for his important contribution during my MDP defence.

A special thanks to Alexandra Aumonier, Pat Buchik, the Main Street Lacombe Office's Staff and Volunteers, David Milne (IMC Consulting Group Inc.), David Murrar (Project Architect, Main Street Lacombe), and Hilary Turner for their information and assistance. I also wish to express appreciation to my family and friends for their constant encouragement and support throughout my Master's degree program, and especially to my husband Stephen who has helped me through this project with his sense of humor, unlimited patience and considerable understanding.

Partial funding for this project was provided by the Faculty of Environmental Design and the University of Calgary.

INTRODUCTION

Background

Cultural tourism is a relatively new term used to describe the activity of people travelling to a certain region or place in order to experience local cultural amenities and features. Cultural tourism encompasses many aspects of creative human expression such as music, the arts, dance and historic preservation as appreciated through the built environment. This Master's Degree Project (MDP) concentrates on historic preservation as expressed through tangible and intangible cultural amenities within small town Alberta structures.

In the context of this project, historic preservation includes such tangible cultural amenities as boom town store fronts of the 19th century, neoclassical public domains of the early 20th century or even the site specific interests of a coal mine or railroad station. It also includes intangible cultural amenities such as traditions, activities or feelings that result through the use or representation of tangible physical representations of the community (for example, a parade down mainstreet or a sense of belonging felt by being surrounded by familiar architecture). In a broad sense, historic preservation can include anything that describes, represents or creates what was once the day-to-day life of a culture in past times, and is expressed directly or indirectly through the built environment.

There are a number of reasons for undertaking cultural tourism. One of the key reasons is to attract people to a region or town to create additional economic activity through the promotion and use of an area's cultural resources. Cultural tourism, as expressed through historic preservation and for the purposes of this MDP, represents the built environment of historic resources within a small town that can be promoted, improved, and/or enhanced (through such preservation tools as rehabilitation, interpretation, adaptive reuse, etc.) to make the town more desirable and interesting to visit. Of course, historic preservation is not exclusively represented by a group of buildings, but also includes the feelings, atmosphere and character that such buildings and other historic resources create within the community in which they exist.

In addition to providing an economic benefit to the community, cultural tourism via historic preservation can also increase public amenities, improve town facility infrastructure and even induce social benefit (creating a feeling of pride and community). Whatever the benefit, historic preservation is a major component of cultural tourism and one that deserves more attention than it has been getting in many recent tourist impact assessments.

Outline and Objectives of this MDP

Nearly everyone involved in the tourism industry agrees that tourism contributes to culture and culture contributes to tourism and that there is a lack of cooperation between these two sectors. In a preparatory document for the National Tourism Tomorrow Conference, views on the problems of the tourism industry were solicited from more than 1,000 individuals, companies and professional associations and specialized groups. Two sentences from this document stand out as highly significant (Colbert, 1988, 29):

"... tourist organisers have, to date, failed to recognize culture as one of the main reasons why people travel...."

"The lack of coordination between interveners has prevented the potential of the marriage between culture and tourism from being fully realized."

Based on these concerns, the purpose of this MDP is to determine how historic preservation and tourism can work together to accomplish their respective goals and benefit both the tourist and tourism area (which for this study, is small town Alberta). This question will form the backbone of this MDP and from it, four other questions arise that, once answered, will help explore and expand upon the above stated problem:

1. What is the general purpose and scope of historic preservation?
2. What is the general purpose and scope of tourism?
3. What is the role of historic preservation (specifically, historic resources/sites) within the field of tourism?
4. How can the historic resources/sites of an Alberta small town be utilized to aid in increasing the tourism attractiveness of an area while maintaining the basic principles of historic preservation?

Questions one and two, as examined in Chapters One and Two respectively, require an understanding of tourism and historic preservation, including an overview of the history, components and governing philosophies or theories within each field. Question three, as examined in Chapter Three, requires an understanding of the interaction between tourism and preservation, specifically as cultural tourism.

Question four, using information from questions one, two and three as well as additional research, describes the development of a methodology that records historic resources for the purpose of assessing and enhancing tourism and cultural resource potential within Alberta's small town communities. This methodology (in the form of an inventory matrix system), its implementation (as applied to the case study small town of Lacombe), and consequent analysis comprises the remainder of the MDP as expressed in Chapters Four, Five and Six.

Methodology

Step One (Literature Survey/Reconnaissance)

To achieve the goals and objectives articulated above, four steps are necessary. The first step involves a review of the existing information on the issues of tourism, historic preservation and cultural tourism through literature, journals, government documents, and research requests. This is completed in conjunction with interviews and/or correspondence with those involved in the field of cultural tourism to obtain the most up-to-date information available.

Step Two - Strategy for Assessing Tourism Potential

Step two develops an inventory matrix for evaluating and assessing the cultural tourism/historic resource potential of small town communities in Alberta. This is achieved through an examination of existing inventory/evaluation systems using both national and international tourism and preservation examples. Based on this data, an inventory system applicable to the Alberta small town scene is assembled.

Step Three - Application of Findings

Step three applies the findings of Phase one and two, via application of the inventory matrix, to the case study town of Lacombe. This provides an assessment of the town's potential to be a "tourist attraction" through an examination of such factors as the town's existing infrastructure and amenities, historical resources, and community support for a culturally based tourism strategy.

Step Four - Alternatives

In consultation with tourism and/or preservation professionals, the usefulness of such an inventory matrix is examined. Changes and suggestions on how to increase the effectiveness of the inventory matrix are recorded.

Results

The findings of this MDP provide an understanding of the tourism/historic resource relationship, and how such a relationship can be used to benefit both the tourist and host community. The matrix system developed for Lacombe is transferable to other small town locations in Alberta, Canada, or even North America and would be a useful research tool for those in working in such areas as planning, preservation and tourism.

CHAPTER ONE: HISTORIC PRESERVATION

Introduction

The purpose of this chapter is to provide an overview of historic preservation through a brief review of the background, development, and importance of this field. This chapter includes a description of the components and tools used to implement and enhance the practice of preservation, an overview of the laws and principles governing their use, and clarification of the parameters of historic preservation to be used within this study.

Background and Development

Historic Preservation, although a far more common practice now than at any other period in the history of time, is not a new concept to the world. In Egypt, there are the pyramids and the Sphinx; in China there is the Great Wall and in Greece, the ruins of the Acropolis and the many temples scattering the coast and islands - all of which attest to several millenia of human fascination with the past and an unwillingness to destroy or replace the old. This, in essence, is what historic preservation means - the preserving and continuance of a part of a culture (usually tangible such as structures or monuments but also intangible including songs, music and dance) that expresses a uniqueness and importance to the world. As stated in the words of David N. Poinsett (Maddex 1985, 36):

".... Historic preservation is mainly a state of mind, an attitude that says those who lived before have left us not only written history, not only laws and customs, traditions and a way of life, but also specific physical remains in the form of buildings, structures, objects and the sites where great events took place. Historic preservation is a state of mind that says we should save the best of the past as it relates to our national, state and local heritage. Such retention of our historic patrimony in its physical form gives people a feeling of time and place."

North America cannot boast the same historical record as Europe and other parts of the world, but it can relate to the same interest and concern with its past. As Eric Jokinen (1987, 9) has noted in his discussion of the age of a structure versus its significance: "In Quebec City, structures tend to be historically significant if they have reached their first centenary. In Western Canada, a building may have historic importance at the age of 30 years." Considering the youth of North America, historic preservation began relatively early in its cultural development.

In the United States, there are records that indicate historic preservation had occurred as early as 1749 when "an old Philadelphia log cabin was reportedly preserved as a relic of the early days" (Maddex 1985, 42). Attempts at preservation/restoration over the next two hundred years were sporadic and often concentrated on architectural sites or places considered nationally significant due to the events or public figures associated with them. Examples of such sites are: "Independence Hall, sold by the state to the city of Philadelphia when threatened with demolition in 1816; Hasbrouck House (George Washington's headquarters) purchased by the New York legislature as the nation's first historic house museum in 1850; and Paul Revere House, restored in 1905 as one of the first thoroughly professional restorations" (Maddex 1985, 42).

The early years of preservation placed an obvious emphasis on projects which "have been preponderantly ruling class and/or upper-class and urbane in their emphasis" (Fitch 1982, 23). Fitch (1982, 23-24) states that this has resulted in "the preservation and conservation of artifacts of monumental dimensions - palaces, castles, cathedrals and parliaments while ignoring the experiences of the submerged illiterate majority (for example, black slaves, poor white tenant farmers, mountaineers of Appalachia). "

It was not until the 20th century that historic preservation underwent a real surge of interest and support from the world over, changing its emphasis from the 'wealthy and impressive' to the 'common and everyday.' Now, instead of preserving the 'best' or the 'most impressive' example of something (and in most cases, this meant only single artifacts owned or inhabited or used by someone famous), preservation became something done by the everyone and involving objects (not necessarily one but perhaps a group) particular to the 'common' people.

Historic preservation within Alberta includes sites both 'common' and exceptional in their representation of Alberta's past. An example of the 'common', everyday life of an Albertan can be seen at the Ukrainian Cultural Heritage Village where historic preservation is expressed through the concept of a living open air museum complex to show life in a Ukrainian Settlement in rural Alberta during the time frame of 1892-1930. The Frank Slide Interpretive Centre is another example of early Albertan life. This site provides insight into the early coal mining history of the Crowsnest Pass Area of southern Alberta and examines both the people and the industry that made this part of the world so unique.

Sites in Alberta that resulted from the occurrence of a great event or the presence of a famous person include Rutherford House, Stephansson House and Father Lacombe Chapel. Each site exists because of the outstanding contribution of each man to Canadian history within the fields of politics, poetry and religion, respectively.

Preservation has changed over time to include not just artifacts or structures - the tangible relics of the past - but the intangibles. The intangibles (commonly referred to as "sense of place" elements) are difficult to define but in simple terms, include the experiences felt by a person because of an atmosphere created by the existence of tangible resources (whether person-made or naturally occurring). In many cases, these feelings or experiences are so subtle that a person might not even know or consciously recognize their reaction (for example, a quick feeling of solitude that results from looking out over a pleasing vista). Other times, however, the "sense of place" comes across loud and clear, such as a feeling of fear from walking down poorly lit and cluttered alleys or streets. These intangible "sense of place" experiences are just as significant to historic preservation as the existence of the physical historic structure; a more in depth description of both types of resources is provided later in this chapter.

Why Preserve: Reasons and Ethics

There are a number of reasons that motivate people to preserve their past. Donald Insall (1974, 5) answers the 'why preservation' when discussing the development of historic towns and settlements in Europe. He first describes how historic towns and settlements took centuries to develop their present form, growing at a pace of human comprehension and representing values which could be felt to be secure for a lifetime and longer. Now, however, settlements are being replaced at a rate which Insall feels deeply disturbs the very essence of the spirit of man - the sense of 'belonging' to a recognizable and familiar place. The three causes for this world wide movement can be attributed to an increased rate of population growth, which has put an increased pressure on our natural resources; a sudden increase in mobility, which has overturned previous concepts of distance and place; and the growth of new building technologies, making possible vastly accelerated programmes of construction and demolition.

Disruption and change face both ourselves and our surroundings today, because of such factors as population growth and increased technology mentioned above. This has resulted in the increased importance of historic preservation to the point where it is practised not only for reasons of emotion (for example, providing national or local identity or the sense of neighbourhood and community pride) or aesthetics (preservation has intrinsic value as art) but for the more practical and justifiable reasons of economics and the environment (as viewed by a society that functions primarily because of currency and is presently concerned with conserving what few heritage resources are left).

Economically, the practice of preservation, as noted by Williams *et al* (1983, 83) allows for the forming of new business, the stimulation of private investment and tourism, an increase in property values, property sales and taxes, the creation of new jobs and a contribution to the general revitalization of a city or town. Preservation, in many cases, can also be more economic than new construction depending on the level of detail and the materials used. While preservation in the form of period restoration can often be costly (especially when replacing materials used in the past that today, are scarce or require considerable work to duplicate), preservation in the form of adaptive reuse, as described later in this chapter, can actually reduce costs as it provides a "shell" of a structure from which to work from. Often, this "shell" is flexible enough to be adapted to changes appropriate for uses in today's world and if the "shell" comes complete with services such as water and electric, then additional installation costs are also saved in construction costs.

Environmentally, preservation is important because it represents a scarce resource, provides environmental diversity, and can further energy conservation, especially as many of the structures continue to be useful and to tear them down is a waste of functioning resources (Maddex 1985, 29). Now, more than ever, there is justification for implementing historic preservation as a viable route or alternative to conserving and preserving our past and present for the future.

Whatever the reasons are for undertaking preservation, it is commonly agreed among many of the principal preservation organizations, that the role of preservation is to provide an accurate record of the past. As such, most national and international organizations practising preservation hold to the basic rule governing any philosophical and practical approaches to exterior and interior rehabilitation of

buildings, which is: "do not diminish architectural detail or humiliate the original principle or character of the building; do not destroy its integrity; do not alter, modernize, or add discordant details to the facade of the structure." (Falkner 1977, 121).

Stating this standard as a framework for practising preservation among all international organizations allows for a consistent quality and understanding of the principles and practices of preservation the world over. If these principles cannot be followed, then preservation standards are diminished, sometimes to a magnitude that recognizes very little of the past (or even the wrong past) and results in the gutting or extensive reuse of the structure. This is not to say that extensive reuse is wrong. In fact, it can be a very positive addition to a community and in most cases, is preferable to a derelict structure that ruins the character and atmosphere of other structures surrounding it. Adaptive reuse, however, is just that - reuse - and it is not preservation.

Another violation of preservation principles occurs when people try to represent a site, structure or area as something it was not. An example would be to add on a false front to a structure in a manner of something from the past but not a past of that particular structure, or to utilize an historic architectural style (Georgian or Classical Greek) that was never present in the area. This is no better than creating for the public a fantasyland or amusement park, perpetrating an incorrect understanding of the past and cheating people out of the area's real history and its place in their lives. This is an unacceptable practice of historic preservation. Certainly the challenge for any planner (whether in the fields of preservation, tourism or community planning) is to bring out the real past of an area as something alive and exciting. Too often, the public perceives a fantasy or false past as far more interesting than their actual history.

Components: Tangible and Intangible

In preserving the past, there are a number of options and choices available to the preservationist. This section defines and clarifies the meaning of the components available for use within the field of preservation. Here, "components" refers to two aspects of preservation; the physical resource itself (the tangible) and the environment surrounding and a part of that resource (the intangible).

Intangible "Sense of Special Place" Components

As mentioned earlier, historic preservation involves not just a single resource, but the entire environment or atmosphere in which the resource or resources exist. This means considering many factors that are not always tangible (for example, space or activities) but still exist to help create an important atmosphere above, beside and around the resource(s) - a sense of special place. In a paper entitled "The Planning and Design of Special Urban Places" given at the Planning for Special Places Conference in Banff, 1990, Alan Jacobs looked at the importance of environment in relation to the components of a good street. He described great streets as ones that are memorable and imageable, foster participation and show clear definition.

Jacobs went on to list those features or elements of the environment that define a great street such as definition (how it relates to other structures, vegetation, etc. in combination or by itself); space (the resources' width and scale); things that catch the eye (of which there should be a lot that can play with light and space); comfort (does it block wind, does it provide safety); and transparency (does a person get a sense of what the street is defining and what is behind it, as viewed by doors, windows, entrances). Other features and elements mentioned include special design features (such as statues, fountains, etc.) and density (for example, what activity is happening around the resource by way of other structures, special features, and space utilization).

The criteria Jacobs has observed for streets is just as applicable to historic resources, whether or not they exist in "street form" or as individual entities. The reason for this is that historic resources, just like any other structural resource, should never be considered in isolation. They, too, should encompass into their design and existence the environment that surrounds them on all sides. This will ensure that the historic resources do not become just static examples of structures or sites but portray something that is alive, dynamic and a special place to be with many interacting parts that are constantly in change. To view an historic site or structure as simply a house or barn with no consideration of the landscaping, use of space or comfort it provides is the same as viewing an artifact under glass in a museum. It is interesting to look at but more of a specimen than a piece of living history that can evoke emotion or a sense of being. Ensuring that the environment as a whole, rather than the resource as a part, is examined is extremely important to all facets of tourism, cultural/historical or otherwise.

Tangible Components

The following list of tangible resources is by no means complete and in many cases, overlaps in definition and concept. It does, however, give the reader an idea as to the large number of components existing within the field of preservation, and begins with the largest unit of preservation (the ecomuseum) and continues on down to the smallest unit (the historic monument and site).

The **Ecomuseum** has been well established in Europe, but is only a recent entrant into the preservation field in North America. Fitch (1982, 42) notes that:

"The curatorial principles behind this type of museum are the same as those of the more orthodox museum - to preserve, protect, display, and interpret the artifacts of material culture which might otherwise be lost. The critical difference between works of art and works of architecture is that the latter are containers of human life and social process, giving equal or greater importance to the process contained than the buildings which contain it."

The first museum of this kind to be established was Skansen in Stockholm in the 1890s (Fitch 1982, 42), and France also contains many fine early examples. Dalibard (1984, 2) notes that it is:

"the alliance between heritage professionals and citizens strongly committed to the preservation of buildings and artifacts and activities characteristic of their neighbourhoods. This alliance is a transferral of the techniques of heritage professionals to a cross section of citizens who, through sustained involvement, can become interpreters in their own right."

Through use of an ecomuseum approach to preservation, the physical fabric of a community is retained or in some cases, restored. As well, and more importantly, "the human element that shaped it in the first place - the activities and life-styles for which buildings are a setting" (Dalibard 1984, 2) is also revived. It is this human element that brings a physical collection of structures to life in an otherwise attractive but emotionally stifled setting, and this human element is what ecomuseums address.

An ecomuseum deals with not just one site or historic resource, but a collection of resources such as street-front shops, homes, public buildings etc. Unlike a museum village, not everything will represent a consistent time frame or achieve a consistent

perfection of detail. An ecomuseum, does, however, resemble an historic district and mainstreet in that it represents areas of human activity and interaction, and the buildings and structures represent 'containers of human life.' In Alberta, an example of the ecomuseum is the Crowsnest Pass area, which connects together four towns that show life, past and present, in a coal mining community.

The **museum village**, as defined by Maddex (1985, 332) is "a site in which several or many structures have been restored, rebuilt or moved and whose purpose is to interpret a historical or cultural setting, often within the context of daily trades and activities of a past time." In North America, examples include Old Sturbridge Village in Massachusetts and Shelburne Village near Burlington, Vermont. In Alberta, Heritage Park and the Ukrainian Cultural Heritage Village are examples of this form of preservation.

Currently the most active module of preservation activity, **historic districts** are rapidly growing in number and have established their economic viability by bringing new life to downtown districts (for example, Toronto, Halifax, San Francisco and Philadelphia) or providing a base for the tourism industry such as Vieux Quebec in Quebec City, Granville Island in Vancouver, or the Byward Market in Ottawa (Fitch 1982, 41-42).

Similar to the historic district is the **mainstreet**, although it lacks the geographic size often covered by a district. Maddex (1985, 366) describes a mainstreet as "traditionally the centre of a community, a centre not defined so much geographically or architecturally as it is socially. It is a place for activities of all kinds, for all kinds of people and is more than just bricks, mortar and another shopping centre." Today, mainstreets symbolize the vitality and character of a community and if this centre of town (usually the 'main street') shows signs of decay, then the city in its entirety (suburbs and all) will have difficulties surviving. Resources in a mainstreet show a variety of architectural time periods because of natural aging - a process that most settlements undergo that reflects the continuous passage of time. They also provide the 'sense of place' that was discussed above as a key component of preservation. As the study area of Lacombe is comprised of a collection of buildings that have undergone such natural aging and which have a strong 'sense of place' and special features, this preservation category constitutes the study area for this MDP.

Williams et al (1983, 198) describes an **historic monument**, approved by the Second International Congress of Architects and Technicians of Historic Monuments (which met in Venice from May 25 to 31, 1964), as "embracing not only the single architectural work but also the urban or rural setting in which is found the evidence of a particular civilization, a significant development or an historic event. This applies not only to great works of art but also to more modest works of the past which have acquired cultural significance with the passing of time." In historic preservation, this term usually refers to an individual building or artifact of extreme historic importance.

This term **historic site** can comprise any number of concepts: historical and house museums, a living historical farm, a museum, a period room or even a shrine. Maddex (1985, 332) defines each of the above terms with common ties that show "the interpretation of history (whether a particular historical or cultural setting or era) through tangible objects (whether animate or inanimate), structures, animals, plants, etc., all of which relate to persons, events, methods, activities etc. considered significant or sacred in the history of a particular culture or peoples."

Preservation Philosophy

Before reviewing the responses (or tools and techniques) used to express and develop historic preservation, it is necessary to understand the philosophy or belief behind them. Just as there are many methods to preserve a resource, there are also a number of opinions as to how that preservation should be done. This section reviews several of the more popular viewpoints in practice today.

Two of the most basic yet opposing philosophies governing preservation are represented in the 'scrape/anti-scrape' dilemma. The 'anti-scrape' philosophy holds that no matter what has occurred to a structure over a particular period of time, it should be left in its entirety to respect the process of natural aging. Each phase the structure has undergone is felt to be historically significant, whether or not it is aesthetically pleasing. With this philosophy, there is always the danger of covering up more important historic elements with less important and more modern features. The 'scrape' philosophy requires that the historic resource be returned to a particular time period, and that everything that does not represent that time frame be removed. With this philosophy, there is always the danger of losing important elements from a date later than that represented by the resource.

Most people, unless undertaking a restoration that relates to a specific period, adhere to the anti-scrape philosophy, and in fact this has been a popular viewpoint as far back as William Morris and John Ruskin. Ruskin, in the middle of the 19th century, announced his viewpoints concerning anti-scrape by stating "a building cannot be considered as in its prime until four or five centuries have passed over it; and that the entire choice and arrangements of the details should have reference to their appearance after that period." (Williams et al 1983, 20).

Philosophies of preservation, such as those of 'scrape/anti-scrape', are often expressed and in some cases, made law, through their representation as Charters or Standards. Below are examples of Charters and Standards felt to be important and state-of-the-art within the field of preservation.

Charters "agreed to on an international basis, with each country responsible for application within the framework of its own culture and traditions." (Williams et al 1983, 198, 200). The Athens Charter of 1931 was the first to define the basic principles of preservation, while in 1964, the Venice Charter re-examined this work and enlarged its scope in a new document.

Although both Charters were designed for historic monuments of international importance, the theory and thought behind the preservation principles are well worth reviewing and applying, where possible, to other historic situations of less importance. Some examples of these principles from the Venice Charter are (Williams et al 1983, 198-199):

Article 5. The conservation of monuments is always facilitated by making use of them for some socially useful purpose. Such use is therefore desirable but it must not change the layout or decoration of the building. It is within these limits only that modifications demanded by a change of function should be envisaged and may be permitted.

Article 6. The conservation of a monument implies preserving a setting which is not out of scale. Wherever the traditional setting exists, it must be kept. No new construction, demolition or modification which would alter the relations of mass and colour must be allowed.

Article 9. The process of restoration is a highly specialized operation. Its aim is to preserve and reveal the aesthetic and historic value of the monument and is based on respect for original material and authentic documents. It must stop at the point where conjecture begins, and in this case, moreover, any extra work which is indispensable must be distinct from the architectural composition and must bear a contemporary stamp. The restoration in any case must be preceded and followed by an archaeological and historical study of the monument.

Article 11. The valid contributions of all periods to the building of a monument must be respected, since the unity of style is not the aim of a restoration. When a building includes the superimposed work of different periods, the revealing of the underlying state can only be justified in exceptional circumstances when what is removed is of little interest and the material which is brought to light is of great historical, archaeological or aesthetic value, and its state of preservation good enough to justify the action. Evaluation of the importance of the elements involved and the decision as to what may be destroyed cannot rest solely on the individual in charge of the work.

Article 12. Replacements of missing parts must integrate harmoniously with the whole, but at the same time must be distinguishable from the original so that restoration does not falsify the artistic or historic evidence.

Article 13. Additions cannot be allowed except in so far as they do not detract from the interesting parts of the building, its traditional setting, the balance of its composition and its relation with its surroundings.

Another important Charter is the International Charter for the Protection of Historic Towns and Districts as set out by ICOMOS (the International Committee on Monuments and Sites) through a series of meetings in the mid-1980s. This Charter renews its support for the Venice Charter, yet considers that "in order to provide better protection for historic towns and districts it is necessary to expand upon the Venice Charter by determining precisely what is to be protected, the policies to be implemented and methods to be applied" (ICOMOS 1986). To this end, the Charter was adopted and provides a list of general principles and objectives for preserving historic towns and districts, a description of actions and methods to employ in the planning and protection process, and a social participation strategy and involvement plan.

A government body within the United States, the Secretary of the Interior, has "set forth standards for historic preservation projects, containing general standards and specific standards for acquisition protection, stabilization, preservation, rehabilitation, restoration, and reconstruction" (Williams et al 1983, 216). The Secretary of the Interior's Standards to Preservation apply to all proposed grant-in-aid projects assisted through the National Historic Preservation Fund and are used by the National Parks Service and State historic preservation offices. Like the Athens and Venice Charters, these standards contain guidelines that make it very clear how the practice of preservation should be undertaken, and in many cases, these standards are very similar to the Charters. Some examples from guidelines too numerous to list within the Secretary of the Interior's Standards to Preservation include:

- (a) Every reasonable effort shall be made to provide a compatible use for a property that requires minimal alteration of the building structure, or site and its environment, or to use a property for its originally intended purpose.
- (b) The distinguishing original qualities or character of a building, structure, or site and its environment shall not be destroyed. The removal or alteration of any historic material or distinctive architectural features should be avoided when possible.
- (c) All buildings, structures and sites shall be recognized as products of their own time. Alterations which have no historical basis and which seek to create an earlier appearance shall be discouraged.

Responses to Preservation

There have been a number of responses or approaches concerning the implementation of historic preservation, depending on the goals and philosophy of those practicing it as examined above. In some cases, preservation responses can be dramatic, requiring the complete rebuilding of a site or structure. Other preservation responses can result in limited intervention, requiring only slight changes to achieve the desired results. Some of the more popular preservation responses currently in use are described below. Included with these responses are definitions, as produced and used by the Secretary of the Interior in the USA, that provide standards for all grant-in-aid projects assisted through the National Historic Preservation Fund, that have been adapted by many other preservation organizations throughout in other parts of the world.

Extended use is one of the most common approaches used today within the field of preservation. Other words for this preservation approach include **modernization, upgrading, rehabilitation, adaptive reuse** and even **structural recycling**. Through extended use, a structure can "continue to function in its original use, such as that of a school, church, court house or hotel, although it may require some updating to extend this use." (Shopsin 1986, 18).

A structure can also adapt to a new use that was foreign to its original construction and although the terms that explain this (for example, adaptive re-use and structural recycling) are relatively new, the concept is old. An example within the City of Calgary is the Number One Firehall that recently adapted to become a rent-a-car business. According to the Secretary of the Interior's Standards (Williams *et al* 1983, 216), this response is defined as "the act or process of returning a property to a state of utility through repair or alteration that makes possible an efficient contemporary use while preserving those portions or features of the property that are significant to its historical, architectural, and cultural values." With new regulations and standards, as well as developments within technology and safety, this has become a common approach to upgrading a structure for a safer and/or more productive usage.

Preservation or conservation is the "act or process of applying measures to sustain the existing form, integrity, and material of a building or structure, and the existing form and vegetative cover of the site. It may include initial stabilization work when necessary, as well as ongoing maintenance of the historic buildings." (Williams *et al* 1983, 216).

In the United States, the Secretary of the Interior's Standards identifies **reconstruction** as "the act or process of reproducing by new construction the exact form and detail of a vanished building, structure, or object, or a part thereof, as it appeared at a specific period of time." (Williams *et al* 1983, 216).

Shopsin (1986, 18) describes **restoration** as the possibility of meticulously restoring a building to its original condition. This can mean removing later additions, replacing lost material or parts and making hidden repairs. A true restoration also requires that the building's original function be continued or restored.

The Secretary of the Interior defines restoration as "the act or process of accurately recovering the form and details of a property and its setting as it appeared at a particular period of time by means of the removal of later work or by the replacement of missing earlier work." (Williams *et al* 1983, 217).

Stabilization, according to the Secretary of the Interior's Standards, is defined as the "act or process of applying measures designed to re-establish a weather-resistant enclosure and the structural stability of an unsafe or deteriorated property while maintaining the essential form as it exists at present." (Williams *et al* 1983, 217).

Preservation and Economics

The goal for many individuals involved in preservation is to produce a quality resource(s) with a high level of restoration/interpretation and public appeal. Due to the limited budgets usually available for preservation projects, this is not always possible. In fact, it is usually the budget that dictates the level and quality of preservation a resource will receive as well as what will be spent on attracting the public to experience the resource.

One way to see that money is put into a structure is to determine a reason or purpose for the existence of that structure, before any renovations or changes are even considered. "Without a purpose, the structure may become a neglected artifact, doomed ultimately to destruction and one of the surest ways to ensure preservation of a building is to find a viable use for that building with any addition or alteration which is sympathetic to the original design acceptable." (Jokinen 1987, 11).

In the past, finding new uses for old buildings "tended to 'happen' quite casually in the absence of economic pressure from rising land values while since the last war the pace of change has accelerated to such an extent that redundancy, followed by demolition, has become a common pattern in urban centres." (Cantacuzino 1976, ix).

Also, the "wrong application of planning controls has often led to the departure of industrial and commercial activities in central areas to suburban or rural zones allocated exclusively to such uses." (Cantacuzino 1976, ix). It is not uncommon today to find structures built on land originally of little value being torn down and replaced with far more profitable developments on land that is now considered extremely desirable. Sometimes such structures are of an industrial nature and have little visual, social or cultural importance. In many cases, such structures are of extreme importance and it is economics that has resulted in their destruction.

Cantacuzino (1976, ix) notes that "if our towns are to remain living organisms, planning must now concentrate on combating rising land values and encouraging a richer mix of uses in central areas. This means, amongst other things, finding suitable new uses for buildings that formerly provided this richer mix. The needs of the community should come first in determining the use of a structure, although finances, again, often dictate how much effort and expense will be utilized in meeting such needs and what the development priorities are of the community."

On the positive side, "the recycling and continued use of existing buildings can usually be justified on economic grounds alone as the shell of an office or factory building represents a substantial cost in construction dollars and time and the cost of demolition and new construction is often high" (Stella 1978, 5). INFORM, a nonprofit organization which conducts research on the impact of American corporations on the environment, employees and consumers discovered that in most of the seventeen reuse projects they profiled, costs ran from 30 percent to 40 percent less than replacement new constructions (Stella, 1978, 5-6). Construction time, as well as cost, depends on the scope of the work required, the number and extent of changes from the original, the number of unforeseen problems and the skill of the architects and contractors executing the work. It is to be expected, therefore, that an accurate restoration or exact duplication and recreation would be very expensive - more so than new construction - although most business recycling projects do not require such major restoration work.

Conclusion

The purpose of this chapter was to demonstrate that historic preservation does not mean adding on a few boards of wood or slapping on a quick paint job. Deciding what to do, how to do it and why (specifically what standards or belief govern the preservation, what materials will be used, and what the end product will be) is a complex series of decisions, agreements and communication between the preservationist, the community and the owner of the resource.

The purpose of this chapter, therefore, is to help provide possibilities for utilizing the structures of Lacombe to create an historic atmosphere that is alive and true to its origins, as is demonstrated through the development of an inventory matrix later in this document. It is hoped that the tourism or community planners who will use this matrix will recall these basic philosophies and underlying preservation practices when implementing any structural changes within their community.

Never before has historic preservation seen such support as it does now, nor have there ever been so many good reasons to put it into practice. For this MDP, the best reason for implementing preservation is that of the stimulation of tourism. Tourism can provide the interest, finances and capability for undertaking preservation, as is further explored in the next chapter.

CHAPTER TWO: TOURISM

Introduction

The purpose of this chapter is to look at tourism in an overall sense (what it is, why it happens and what it can do for those involved in it, either directly or indirectly) to establish a contextual basis for the role of tourism in this MDP. To see that this is achieved, a review of the historic development of tourism and its trends is presented. An examination follows of those participating in the tourism industry, the positive and negative effects resulting from tourism impact, and an overview of the kinds of tourism currently in existence.

What is Tourism?

One of the greatest difficulties with the topic of tourism is defining it, due to the large number of areas and services with which it overlaps such as recreation, culture, infrastructure, and hospitality. For the purpose of this MDP, tourism is defined as an action or state of mind that describes travel from one place to another with no minimum or maximum length of stay, distance of travel or type of experience required. Although this is an extremely broad description, it is unavoidable because "tourism is an untidy industry, which sprawls inconsiderately over a number of industrial classifications and academic disciplines" (Young 1973, 3).

Historical Overview

For as long as humans have had the desire to explore new destinations, tourism has existed. Early forms of tourism were quite different from today's concept and expectations of travel. "The pilgrim covered ground for religious purposes in travel that would have been little more than a form of penance. Others travelled only because they had to, such as soldiers, refugees, tradesmen, merchants and sailors." (Canadian Heritage 1982, 25).

Tourism was not always for purposes of work or trade. In fact the word 'tourism' first appeared at a time when travel first started to become enjoyable. It is commonly believed that the origin of the word can be traced to the 18th century practice known as the Grand Tour." (Canadian Heritage 1982, 25). Pleasure travel can be:

"traced as far back as Rome and Greece, although it wasn't until about 100 years ago that such travel was conceivable to any but the very rich. Only with the Industrial Revolution were there created the two elements necessary for mass pleasure travel: a large middle class and inexpensive transportation. With the train, ocean liner, automobile, and airplane following quickly on each other's heels, a world which before had opened only to the wealthy was suddenly available to a middle class with disposable income and guaranteed holiday time." (Canadian Heritage 1982, 25).

The Industrial Revolution, one of the world's most significant technological advances, spurred on other changes and situations that helped develop tourism, and society, as we know it today. Advances in education, improvement to the health standards and living conditions experienced in most cities and small towns, and developments in communications media (newspapers, telegraph, radio and then the television) all contributed towards a population more "in tune" and concerned with their environment, aware and interested in the outside world and other cultures, and eager for new experiences and stimuli.

Trends and Developments

The search for new experiences and stimuli is something that has not changed but in fact increased over the past century, especially with so few areas left within the world that have not felt human influence. The very trends and developments that initiated and opened up the world to a whole new set of travellers have also created a need for something different when they do travel. This statement is very evident when examining trends and developments within the field of technology. For example, seventy-five years ago, travel to any far away destination was limited to boat or train. Today, air travel has eclipsed the boat and train as a means of transport, reducing the time spent in transit and increasing both the frequency of visits and the number of available destinations. Another example can be found in the field of communications. In the same way that the Telex was revolutionary twenty years ago, the Fax and the Cellular phone have made locales around the world even more accessible to communications, whether for travel purposes or otherwise. Both examples within these fields have revolutionized travel, and there is every indication that such changes within technology and communications will continue.

At the National Conference on Tourism, Culture and Multiculturalism in Montreal, Arthur Anderson and Company (1988, 6-7) shared information concerning the importance of monitoring and understanding trends within the tourism industry, specifically within the Canadian context. Anderson and Company stated that changes in social trends will have a major influence in determining the amount and nature of holidays and travel in the future. The main trends which are expected to affect the tourism industry, according to Anderson and Company (1988, 6-7), are:

- the shifts in population structure with the population growing older and the number of people over 65 years of age expected to grow from 11.3 % to 12.0% percent by 1990;
- larger disposable incomes, especially for those expected to increase leisure travel, specifically 'baby boomers' and the elderly;
- changing social values and lifestyles;
- increased leisure time; and
- technological innovations that will have an effect on the frequency and length of travel.

Certainly the availability of leisure time is one of the most significant changes experienced within the last century, although whether it makes travel more or less accessible is difficult to say. For some, the routine of a five day work week with the weekend off and the provision of the standard two to three weeks holidays a year means that vacations will be taken. For others, the advances that have made "time off" part of the work place (for example, increased technology, communications) have also created more work, preventing some employees from "leaving the office" for long periods of time.

For example, many occupations (such as executive and management positions in corporate and private businesses) require daily contact for information updates and client interaction that makes it next to impossible for an employee to get away from the work place. For such people, this has resulted in intense holidays of a relatively short duration (for example, an extended four-day weekend). This kind of holiday allows for the employee to still feel like he or she is getting away (usually because their destination requires jet travel and really is far away from home) but still remain relatively in-touch with the work place, having missed very little on the business scene. Such experiences are often repeated several times over the course of the year, as opposed to one vacation comprising a two or three week block of time.

Whether positive or negative in its effect, increased leisure combined with such previously mentioned trends as new-found mobility, surplus income, increased education and technological advances have created a new type of tourist - one with developed interests and specific expectations of how leisure time should be spent. Local entertainment experiences such as a visiting and experiencing a circus or fair are still appealing, but no longer meet the increasingly sophisticated tastes and needs of a public knowledgeable of events happening thousands of miles away from their locale. This has led to a significant rise in the number of people moving out of their neighbourhood in search of new experiences, whether for a day, a weekend or longer.

There are a number of reasons that people leave home to travel somewhere else. As recorded in a National Travel Survey within the United States, such reasons include "visiting friends and relatives (37%), business or conventions (20%), personal and family affairs, medical reasons (13%), outdoor recreation (13%), entertainment (8%), sightseeing (5%) and all other (4%)." (Beekhuis 1981, 8).

In a recent Lou Harris poll (Tighe 1990, 3-5), "40% of American travellers were reported to be interested in 'life enhancing' travel versus 25% interested in 'seeking the sun.' Further, 68% said they want to sightsee, visit historical sites and see the countryside versus 17% wanting to relax, swim or lie on the beach. A recent Stanford Research Institute report, while forecasting an 8% growth rate for tourism in general from 1990-1995 predicted a 10% to 15% increase for culture and adventure travel and a 20% to 25% increase for nature travel." Canadian studies (such as The Challenges in Tourism Product Development: A Discussion Paper produced by Tourism Canada in 1988) indicate similar trends, all of which point to statistics that show tourists are searching for more than just entertainment or a business transaction from a trip.

These reasons for travel are the same ones that induced people to travel in the past, although the numbers and cross-section of society currently participating in travel have expanded significantly. Advancements made in technology and communications, as mentioned above, have resulted in people from all walks of life having the opportunity to be mobile. Changing values and opportunities that face today's society have resulted in more families and friends living apart than in times past when a person might have been born, grown up and died all within the same village or town. All of these factors have contributed not so much to a new type of tourism but a new availability of tourism.

It is difficult to imagine that categories of travel for reasons such as education, business, entertainment and sightseeing will change drastically in any way in the near future. This is because human nature has remained fairly constant and predictable in its needs in the past. There has always been a need to explore, visit, participate, conquer, and educate, to name a few human needs, and for the most part, this will continue. What will change are the numbers and scope of clientele that participate in the already established categories of travel, and the boundaries of the tourism categories (for example, travel for the purposes of discovery has changed in its very definition from one hundred years ago to include the moon and other spatial realms that had previously been thought impossible to attain). As additional developments and trends occur in the world and influence the established tourism categories, new audiences will be waiting for their chance to participate in the ever expanding boundaries of tourism.

The Scale of Tourism

There are many studies available that relay statistics on exactly how many people have participated in some form of travel experience over the last few years. Based on information from Statistics Canada in the Canada Year Book, 1985 (pg. 551-553), both the "Summary Statistics of Major Traveller Accommodation Groups, 1978-82 - Table 17.12" and the "Locations and Receipts of Major Traveller Accommodation Groups, by Province, 1978-82 - Table 17.13" showed an increase in total accommodation receipts. For Table 17.12, this increase went from approximately \$3.6 billion in 1978 to \$5.3 billion in 1982, a 47% increase. For Table 17.13, the increase went from approximately \$3.6 billion in 1978 to \$4.9 billion in 1982, a 36% increase. Interestingly enough, the majority of people doing this travelling within Canada are Canadians. In 1982, "tourism revenues totalled \$17.7 billion, with the bulk of this, \$14 billion, coming from Canadians travelling in their own country." (Statistics Canada 1985, 541).

The Canadian Tourism Facts book, produced by Tourism Canada (1988, 3), states that "each year, foreign visitors and Canadian travellers spend more than \$20 billion while travelling in Canada. In 1986, foreign visitors spent \$6 billion, making tourism Canada's third largest single foreign exchange earner. Tourism generates more than \$13 billion in direct income and provides direct employment for nearly 600,000 Canadians. It also generates \$9 billion in revenue for all levels of government."

Based on 1983 statistics, Tighe (1985, 239) notes that "in the USA, the travel industry is the third largest retail or service industry (US\$202 x 10⁹). Travel receipts make up 6.4% of the nation's GNP. Travel and tourism is the second largest private employer in the nation (4.6 x 10⁶ jobs) Travel and tourism is the first, second or third largest employer in 41 states and international travel services ranked as the largest services export in 1983."

Statistics in Canada, specifically Calgary, show a similar trend. The Calgary Tourist and Convention Bureau 1988 Annual Report (1989, 5-6) states that tourism growth in Calgary from 1984 - 1989 "went from 5.6 million visitors in 1984 with total expenditures (first time dollars) of \$359.6 million to 8.2 million visitors with \$529.00 million in total expenditures in 1988 to a projected 8.9 million with \$571 million in expenditures in 1989." Whatever these trend or factors are that affect travel decisions, there is an obvious desire for people to travel and be tourists.

The Tourism System

One of the simplest ways to view tourism is as a system. This system is comprised of a number of actors (the tourism industry, the community and public, and the government) that overlap and work together with the supply side of the system (the natural or cultural resources that people come to see) to provide tourism. Although these categories are recognizable separate entities, their interaction makes it difficult to separate them out as individual pieces and in fact, they should be viewed as 'a part of the whole' in making the tourism system viable.

Many people have researched and categorized their understanding of what makes this tourism system work. The analysis that I felt to be the most concise and comprehensive was that of Clare Gunn's, who divided tourism into two basic components of supply and demand: (Gunn 1988, 68-69):

"The functioning tourism system, the heart of all tourism development and operation, consists primarily of a demand (market) side and a supply side. The four components of the supply or "plant" side could be described as: transportation, attractions, services, and information/promotion."

Gunn (1988, 29) also describes that, "all components of the supply side are essential to a properly functioning tourism system. All must function in a delicate but tightly integrated balance." If one of the functions changes (for example, an increase or decrease in attractions, whether natural or cultural, or a change in the desires of the tourist) then the other components of the system must also change, otherwise the balance of the tourism model will be disturbed. For the purposes of this MDP, the tourism industry is viewed as the part of the system containing tourists and their related infrastructure, as defined in the following manner.

The **tourist**, as described by Young (1973, 30), is "someone who travels away from home" The **related tourism infrastructure**, defined as the tourism industry by Arthur Anderson and Company (1988, 5), "encompasses many sub-sectors including transportation, food and beverages, events and attractions, as well as sales and distribution sub-sectors. It is also made up of diverse and fragmented activities which are united only by the fact that the people involved are travelling away from their homes." (Arthur Anderson and Company 1988, 5). The **government** is viewed as an agency or agencies providing tourism through economic opportunity (taxation breaks, programs offering money for tourism enhancement, person-power to accomplish industry goals and needs) while the **community** takes on the role of 'host' for any tourism activity (the means through which the industry provides its tourism opportunities and components).

Positive and Negative Features

Tourism has both positive and negative features to offer those involved in the tourism system. Probably one of the most important positive aspects of the tourism industry is its potential for economic gain. In Canada, "tourism is a major Canadian industry sector with important contributions to the gross national product." (Arthur Anderson and Company 1988, 5). In examining tourism from an economic perspective, the expenditures generated from tourism's sub-sectors are either direct or indirect in nature. "Direct tourism expenditures are reflected in areas of transportation, accommodation, food, beverages, entertainment and other expenditures such as retail purchases To respond to increased consumption, tourism industries must purchase goods and services. This has an indirect effect on demand and on labour leading to significant employment creation and expenditures." (Alberta Culture 1986, 3).

The benefits of tourism are not always measured in terms of employment and dollars gained. For tourism in a community in which the attraction is an historical setting, other benefits include preserving a significant resource for others to enjoy, as well as the social and cultural goals that help the community to "remind its citizens of their common heritage in a tangible and memorable way; instil pride and a sense of community; and tell visitors from outside the province who we are and why our environment is special." (Alberta Culture 1989, 5).

In as much as tourism can benefit a community or area, it can also have an enormous cost. There are "direct costs for promotion, installation of new utilities or accommodations for tourists and public services such as police and fire protection and trash removal. There may also be social costs caused by congestion, frequently at the very time when facilities are most in demand by residents and environmental damage can also be a by-product of tourism. However, good economic studies can identify the problem areas and proper planning can, in many cases, avert undesirable consequences." (Beekhuis 1981, 9).

It must be stressed here that for an economic impact study to be truly comprehensive of the environment that it is examining, it will not focus solely on finances but examine other concerns such as social and cultural considerations. Economics, by definition, is the "practical science of the production and distribution of wealth." (Fowler 1964, 387). Because the wealth of a society is measured not just by the tangible category of finance but by intangibles such as social and cultural considerations, as well as positive and negative externalities. These, too, must be part of a good economic study for tourism potential.

Planning plays an important role in making certain that what tourism development does occur does not permanently damage an area or community. It can also ensure that communications between community members and the tourism industry are kept open and flexible through public consultation and input. Also, planning requires keeping up with the trends affecting visitor profiles and the industry's components necessary to provide tourism infrastructure and services for both the visitor and host community. These aspects of planning for tourism will help to provide a positive and rewarding experience for everyone involved.

Establishing Tourism

Tourism is not appropriate for every community and in many cases, a community cannot meet or provide many of the variables crucial for becoming a tourist attraction. When this happens, it is unlikely that the community would succeed as a tourist destination. Even meeting the variables necessary for providing tourism, such as those described in the supply and demand section of this chapter, is no guarantee that a community will be a successful tourist area. Destinations often fail to attract sufficient numbers of visitors because their resources are commonplace or too few in quantity to be of interest.

It is also possible that failure has nothing to do with the available resources and attractions but with the community residents. A community might be divided in its decision to attract outside visitors, in which case cooperation and coordination between the residents becomes impossible. Without full community support, it is difficult to get full community participation in events and changes that could help make the community attractive to tourists.

Conclusion

This chapter has demonstrated that, as in the past, people travelled, will continue to travel and, by all accounts, will be moving in greater numbers than ever before. The reasons for their movements vary but it should be evident that a large number of types (short trip, long journey) and kinds (recreation, business) of tourism can be implemented to make a destination successful. For a destination to really succeed, however, there must be "something special" to attract visitors and, most importantly, make them want to come back while at the same time providing benefit to the community in which the tourism resource exists. This "something special", as expressed through cultural tourism and specifically the field of historic preservation, is the reason for this MDP and is examined further in Chapter Three.

CHAPTER THREE: CULTURAL TOURISM

Introduction

As the subject of Cultural Tourism is the primary reason for this MDP study, it is essential that a basic understanding of this concept and its components is identified. The purpose of this Chapter is to introduce and define the term cultural tourism, examine its importance, and identify the components and scope of cultural tourism that are utilized for the purposes of this MDP.

Culture as a Factor in Tourism

Now, more than ever, the focus of travel is on culture and although tourism specialists "have neglected to single out culture as the single purpose for travel, there is much evidence supporting culture as an important motivation for travel. Tourists have always shown an interest in a variety of cultural attractions: language, old churches, ruins, music, arts, dances, paintings, and folklore" (Alberta Culture 1986, 2). The reason for the development of tourism in cultural avenues is noted by Jacques Dalibard in a Heritage Canada article entitled "Why Do You Want Tourism?" He states that:

"They are looking for something that is different from home. They want to compare. They want to discover. They want to experience different food, shopping, architecture, scenery They want to know what other people do. People are looking for neighbourhoods, or communities or regions that have a personality, an identity, a uniqueness, a spirit, an "imageability" - places in other words that offer a sense of place." (Heritage Canada 1988, 7).

Statistics reveal that cultural resources, specifically historic sites and places of historic significance, are experiencing an increase in visitation and demand. In a survey entitled "Selected Activities of Canadian Travellers, 1982" by Statistics Canada in the Canada Year Book 1985 (pg. 196-97), 'visiting zoos, historic sites, natural displays' and 'attending cultural events' accounted for 9,950,000 person-trips out of a possible 101,642,000 person trips or nearly 10% of all person-trips taken (person-trips defined by Statistics Canada as travel by residents of Canada on trips of 80 km or more with destinations in Canada). These two categories, when combined, outranked other categories of travel such as 'convention', 'other water sports', 'hunting or fishing', 'downhill skiing', 'visiting national parks', and 'attending sports events'.

This has all lead to the introduction of the term cultural tourism, for which many definitions exist. The World Tourism Organization's (WTO) Cultural Tourism Charter states that "Cultural tourism is that which is aimed at the discovery of sites and monuments" (Tighe 1985, 234). The WTO expanded this definition in a 1985 working paper to read as follows:

"Cultural tourism can also be defined in broad or in narrow terms. In the narrow sense, it includes movements of persons for essentially cultural motivations such as study tourism, performing arts and cultural tours, travel to festivals and other cultural events, visits to sites and monuments, travel to study nature, folklore or art, and pilgrimages In the broadest sense, all movements of persons might be included in the definition because they satisfy the human need for diversity, tending to raise the cultural level of the individual and giving rise to new knowledge, experience and encounters." (Tighe 1985, 235).

The ICOMOS (International Committee on Monuments and Sites) Committee on Cultural Tourism recently issued a charter on cultural tourism that said:

"Tourism is an irreversible social, human, economic and cultural fact. Its influence in the sphere of monuments and sites is particularly important and can but increase. Cultural tourism is that form of tourism whose object is, among other aims, the discovery of monuments and sites It exerts a very positive effect insofar as it contributes to their maintenance and protection -- it calls for the respect of the world cultural and natural heritage." (Moulin 1989, 45).

Cultural tourism, therefore, constitutes any aspect of culture (music, visual arts, dance, historic preservation) offered by a region or place that can motivate people to spend money and/or effort to travel and experience it. For the purposes of this MDP, however, cultural tourism will be limited to the field of historic preservation, such as historic resources expressed as sites and structures.

The Importance of Cultural Tourism

There are a number of benefits in combining tourism and culture for both the tourist and the historic resource area. For example, in looking at downtown areas (the central study area of this MDP):

"many communities are seeking to create, discover or encourage cultural tourism attractions in the downtown area. Cultural and tourism attractions provide important recreational opportunities for people who live and work in the region. In addition, culture and tourism are important to the community from an economic standpoint - especially in terms of jobs and income to the community." (Unknown n.d., 117).

Within any area or community promoting a cultural event or resource, the benefit is often measured in economic terms. This is reflected in profit or income received from tourists through retail purchases, food, entertainment, accommodation, transportation (gasoline). In fact, "economic impact studies in the United States indicate that cultural tourists have an economic impact significantly larger than that of the local arts attendee. The cultural tourist is very likely to have travelled by public transport, stayed in a hotel, and eaten dinner at a restaurant." (Tighe 1985, 240-241).

In an Alberta Culture publication entitled The Economic Impact of Provincial Heritage Facilities in Alberta: 1989, the regional economic impacts produced by some selected heritage facilities in the 1989/90 fiscal year are estimated by the system to be:

Tyrrell Museum of Palaeontology	\$7.5 million
Head-Smashed-In Buffalo Jump	\$2.1 million
Frank Slide Interpretive Centre	\$0.9 million
Fort McMurray Oil Sand Interpretive Centre	\$0.8 million
Historic Dunvegan	\$0.5 million

These sites "serve as major tourism generators for their region and the province create business in our service sectors, with increased accommodation, food, transportation, entertainment, and the related goods and services required and for some communities, this has meant millions of dollars in new tourism revenues each year" (Alberta Culture 1989, 4-5).

The system mentioned above "is comprised of visitor surveys, associated service sector business surveys, and computer verification using other economic indicators, and was developed to calculate the income and employment impacts produced by a selected group of heritage sites." (Alberta Culture 1989, 1-2). There was no listing available of the multipliers used within this publication. It should also be noted that while the figures above indicate income generated by cultural resources, the problem of tourism dollar leakage significantly lowers the actual money seen or felt by the community in which these resources exist. In most cases, these figures do not reflect

the actual dollar amount that remained within the host community. Gunn (1988, 8) notes this problem and poses the solution of ownership as a means of preventing dollar leakage:

"Ownership of the various segments of tourism has much to do with the extent of economic gain for an area. If a foreign airline acts as tour operator, carrier, and hotelier, the economic benefit to the host area is extremely limited. Traveller expenditure statistics, often cited as the value of tourism to an area, are misleading if most money is expended elsewhere."

One of the primary challenges in small town cultural tourism, therefore, is to see that any money resulting from cultural tourism stays within the community and is not 'leaked out.'

Aside from the profit obtained from direct tourist expenditures, there is also the indirect impact felt by a community in such forms as employment, and goods and services. A community hosting a cultural event or providing a cultural attraction, can also hope for recognition or fame for their community effort or asset. All this can add up to an improved quality of life for the community and a new found pride and care in the surrounding environment.

Many of the positive or negative situations resulting from tourism, as examined in Chapter Two, remain consistent whether applied to culture or other types of tourism. What does differ from other tourism situations is that the combination of tourism and culture, expressed as cultural tourism, "plays a vital role in drawing tourists, stimulating local and national economies, creating employment, and contributing to the development of a cultural and national heritage." (Alberta Culture 1986, 4).

The Cultural Tourism Boundaries of this MDP

The word 'culture' encompasses so many components of a society that to examine them all would be outside the possibilities of this MDP. For the purpose of this MDP, 'culture' will be limited to the term historic preservation as described in Chapter One and applied geographically to small town Alberta. To specify even further, this includes the main artery or core of the community, commonly known as main street or the downtown business revitalization zone (BRZ), and encompasses both the tangible and intangible resources comprising the study area.

This is not to say that tourism in a small town is limited to only its downtown core. There are other geographic areas within and around a small town (for example, the entire town and even the surrounding region) that could also be considered. This would open up the community to further tourism opportunities and developments by increasing the potential of available historic resources. However, because of the time consuming nature of such a review, only one small town downtown core is examined in this MDP.

Conclusion

The cultural attributes afforded a small town community can and do contain a host of resources that attract many outsiders or tourists. Recognizing what these resources are, why they attract visitors, and how they can be used to enhance tourism opportunities for both the tourist and the host town forms the next step of this MDP study - that of the quantification and assessment of historic resources (both tangible and intangible) for the tourism potential purposes within a small town community in Alberta.

CHAPTER FOUR: METHODOLOGY

Introduction

The premise for this MDP is that historic preservation and tourism can work together to accomplish community established goals (for example, increasing the profile of tourism or cultural resources) and provide a positive experience for both the tourist and the host community. That such a statement is not only true but possible will be probed through the use of an historic resource inventory matrix (HRIM) designed specifically for this MDP to evaluate and analyze a community's heritage resources for tourism purposes.

This chapter is devoted to showing why an inventory matrix has been chosen as the appropriate methodology. It also describes the inventory's development and design (from a review of pre-existing heritage resource inventories) and outlines the application of this methodology to a small town location.

Purpose and Objectives

The choice of an inventory matrix to aid in a heritage resource/tourism liaison was not a random one. After much research, it became clear to me that an inventory could provide a system for recording heritage resource information (whether tangible or intangible) in a logical and easy-to-use format. An inventory, by its very definition, is a detailed list of information. This is exactly the requirement necessary for providing data to the tourism planner so that he or she can meet the needs of the host community and enhance appropriate tourism opportunities through the use of the community's historic resources.

An inventory also allows for a standardized quantification of data - so standard, in fact, that it can be repeated over and over in varying circumstances. This standardizing feature meets one of the main objectives of this MDP, which is that of producing a system that will be useful not just for an isolated analysis but for application in a number of related areas. In producing an inventory matrix with a general scope, the HRIM can be used to provide 'generic' evaluations of cultural tourism potential for other historic resources locations in Alberta, Canada or elsewhere.

The purpose of this study is to provide a generic historic resource inventory matrix (HRIM) that analyzes on two levels (quantitative or qualitative/tangible or intangible) the potential of an historic resource to maintain its historic integrity and to serve some role in meeting the community's tourism needs, to the benefit of both the tourist and the community in which the resources exist.

Benefits of HRIM (Historic Resource Inventory Matrix)

The Historic Resource Inventory Matrix (HRIM) provides information about an area's historic resources that may have an effect on a number of people (i.e. the tourist, community and tourism industry). The result is that a variety of benefits can be realized if the matrix is successfully utilized and applied to an area.

For the tourist, the community's use of HRIM provides an opportunity for the preservation and use of historic resources as part of the tourism experience. Using the HRIM, a wide selection of resources is assessed for cultural and tourism potential, with the possibility occurring for these resources to be restored, re-used or adapted to uses that could benefit the community and attract visitors. The result is the availability of a wider range of cultural experiences on a variety of sensory levels (sight, sound, taste, touch) for both the community and the tourist. This is something that might not previously have happened if cultural/tourism assessments were left up to the individuals who owned or managed the resources to recognize them as something with potential for other uses or in need of some form of change.

For the community, the HRIM can ensure that historic preservation is undertaken to maintain or even increase the character of an area through structural improvements. It can also provide tourism opportunities, and therefore potential economic benefit, to an area. For the tourism industry (which includes the tourism planner and other government and non-government agencies with a tourism mandate as part of their operation) the HRIM can provide data on an area's historic resource potential that is useful for making cultural tourism decisions.

Scope and Boundaries

Establishing the parameters or boundaries of this MDP is a necessary requirement before designing the HRIM. This exercise includes clarifying such information as the area to be studied, the methodology to be utilized and any other design-related assumptions or concerns. The following information defines such research considerations.

1. Assumptions

For the purposes of this MDP, it is assumed that some preliminary work concerning a tourism assessment (i.e. the tourism infrastructure and community needs assessment) will have already been completed by the tourism planner. This includes the identification of such considerations as services (for example, what are the town's accommodation supplies) and attractions (what kinds of activities or recreational opportunities are available) as well as an understanding of what the community's expectations and needs are concerning tourism activity (for example, how many and what kind of tourists visit the town, such as day-trippers or extended period tourists).

As a considerable volume of work already exists concerning tourism infrastructure assessments (such as the Alberta Government's Department of Economic Development and Trade series entitled Alberta Community Profile), recategorizing such information is felt to be redundant. This MDP relies on existing economic/tourism information to fill in an overall tourism assessment, as described in the Design and Application sections below.

It should be noted that in assuming the preliminary work above has already been completed it is inferred that this work should always be done first, with the HRIM following. In fact, there is no formula where "one happens and then the other follows"; the HRIM and associated information gathering and community assessment should all be completed in concert.

2. Historic Resource Inventory Matrix (HRIM) Specifications

The purpose of the HRIM is to determine what historic resources are available in a town and whether they have could draw (if vacant or under-utilized), or are already actively drawing, tourists to the community. The data that comprises the HRIM includes tangible historic resource descriptions (quantitative information) and intangible historic resource descriptions (qualitative information).

Tangible information includes the physical aspects of the historic resource such as square-footage, condition, available services, and factual information concerning ownership, age, current use, and tourism possibilities. Intangible information requires judgement or sensory perception on the part of the recorder and includes information that could have more than one answer. This is illustrated by the 'sense of place' information that describes the town's and historic resources' emotional and visual impact, historic significance, and provides structural, natural and setting analysis.

The HRIM defines a historic resource as "anything built in the past that has meaning or significance for the community in which it exists." The HRIM assesses the stock of non-residential historic resources, although residential sites can be included if they are of known historic significance.

Design of the HRIM

1. Inventory Systems Currently Used

To design the HRIM, the most logical way to proceed was to examine a sampling of some of the many historic preservation/tourism inventories and information lists currently in use to record heritage resources throughout North America. Here, the word "inventory" refers to an actual "fill-in the blanks" survey, while the word "information list" refers to information that could be used to evaluate resources, but has not been set up in a survey format.

Although each of the inventories and information lists reviewed fell under the broad topic of "cultural resource" or "tourism", individually they varied greatly. Some limited their scope to primarily structural or natural features. For example, Researching Heritage Buildings and The Canadian Inventory of Historic Buildings examined cultural resources from an architectural point of view while Heritage Landscapes in British Columbia defined cultural resources as limited to the natural environment.

Other cultural inventories or information lists developed a wider scope for their assessments and included a combination of natural and structural features (Historic Site Assessment Handbook and Heritage Recording). The tourism inventories also displayed a wide range of categories, some of which were very detailed and in depth such as the Community Tourism Action Plan Manual, while some primarily reviewed only the broader categories of tourism (Tourism Planning).

Through such an examination, the best points of each tourism/preservation inventory or information list could be selected and adapted to become the best points for achieving the objectives of the HRIM. Due to the number and length of the inventories examined, the point-form summaries of each have not been included within this study, although a bibliography can be found in Appendix A.

2. HRIM: A 3 Phase Assessment

Three phases comprise the entire HRIM assessment (see Figure 1 - HRIM: A Three Phase Commitment). Phase One (the Historic Resource Inventory Matrix, or HRIM) is an **assessment** that records the small town's historic resources and specific features. Phase Two (HRIM Summary Sheet) is a **synthesis** of Phase One information into a summary format from which cultural/tourism decisions can be made. Phase Three (HRIM Option Sheet) uses Phase Two's synthesis to produce options outlining/identifying **recommendations** for the historic resource based on community-defined opportunities and constraints (for example, financial). A complete record of the three phases can be found in Appendix B (which is an example of the actual inventory forms completed for the town of LaCombe) while a description outlining their development is provided over the next few pages.

Because the purpose of this inventory is to provide an overview of the features and feelings associated with small town historic resources (as well as specific tourism information on the small town itself), in depth historical and tourism feature recording will not be a concern. Only broad categories of information will be necessary as this inventory is **not** intended to serve as a "state of the art" historic/tourism recording tool. Rather, the purpose of this inventory is to provide 'easy to access' information that would take a tourism planner minimal time to record but give maximum value in terms of providing tourism planning and historic resource information.

HRIM: A THREE PHASE COMMITMENT

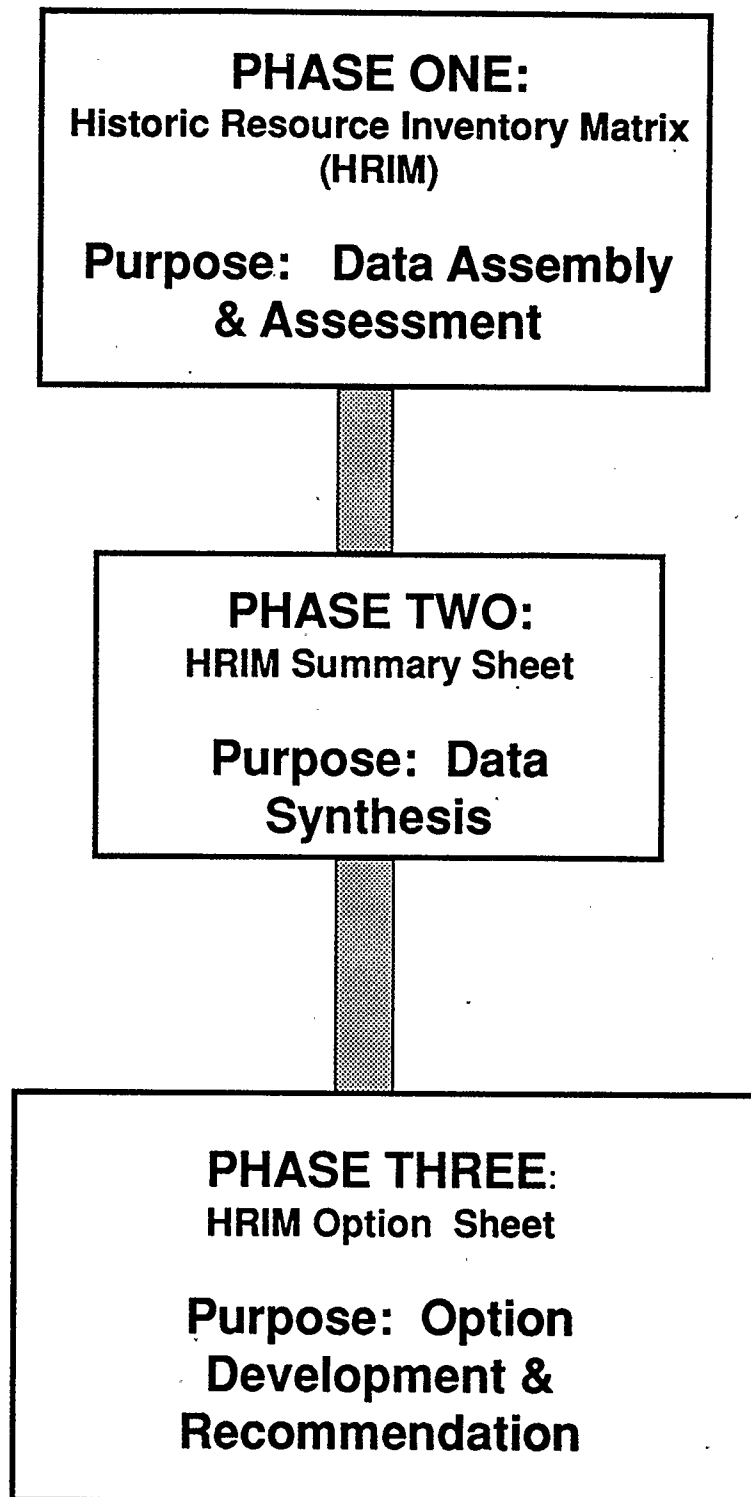
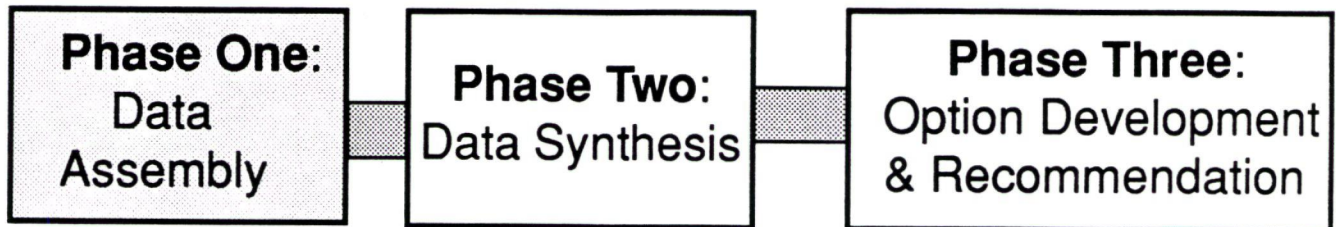


FIGURE 1: HRIM Process

Phase One: Historic Resource Inventory Matrix (HRIM)

Based on highlights from the Appendix A inventories and information lists, HRIM has been designed as a mix of tangible and intangible features divisible into five sections (see Figure 2 - HRIM: Phase One Details). Please note that Sections 3 and 4 duplicate their inventory information under the headings of "Town" and "Resource". This two part assessment is necessary so that the resource can be recorded as an individual entity and then assessed against the town's overall environment and resources for comparative purposes.



Section One: FUNCTIONAL INFORMATION

- Ownership and Occupation
- Site Dimensions
- Construction Detail
- Use Considerations

Section Two: HISTORIC INFORMATION/SIGNIFICANCE

- Historic Significance
- Architectural Considerations

Section Three: SENSE OF PLACE INFORMATION

(Completed for the TOWN and RESOURCE both)

- Built and Natural Elements
- Sensory Elements
- Intangible/Perceptory Elements

Section Four: TOURISM INFORMATION

(Completed for the TOWN and RESOURCE both)

- Tourism Supply Components
- Considerations Concerning Tourism Development

Section Five: OTHER INFORMATION/DOCUMENTATION

- Plans
- Visual Records
- Sources of Further Information

FIGURE 2 - HRIM: Phase One Details

Answers to questions under categories 1, 2, 4 and 5 (the functional, historical, tourism and other information) are based on information that is evident or unchangeable, even if it is, in some cases, intangible (significance, age). For example, these categories often use commonly known or understood terms that are relatively simple to find for recording information such as a building's structural description (Georgian or Victorian) or location (southwest, above, adjacent, or known grid co-ordinates). Even unknown information, such as ownership, use, or significance, can be obtained through research and available records. This is not the case for the 'sense of place' information.

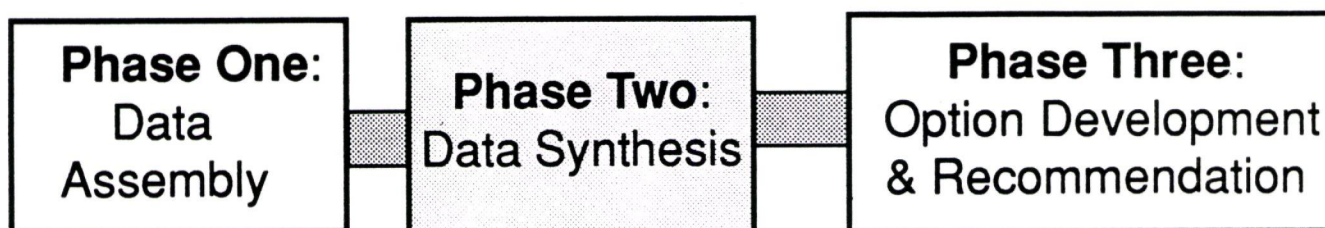
Information within category 3 (the 'sense of place' information) is not something that can be researched but must be felt or experienced to be recorded. That is why it becomes exceedingly important for the planner or related decision makers to take a site visit and experience the resource in context. To answer questions about visual or emotional impact, character or contrast requires experiencing the site; all the research available cannot take the place of an actual site experience.

A point of concern about the 'sense of place' information is the subjectivity of the response (for example, what is recorded is related directly to the expertise or judgement of the recorder). For this study, this is not seen as a problem because the reason for including this category as a means of assessing the historic resource and its environment is to find out how people (whether professionals or laypersons) feel about the historic resource. While it is probable that feelings or impressions will vary from recorder to recorder, it is also probable that most of the opinions or feelings will be similar in nature. Proof of this is visible in a British example involving the assessment of approximately 250,000 buildings classified by a large number of individuals according to their relative importance on a Statutory List, which states that:

"While it is fairly easy to find petty faults, inconsistencies and omissions the surprising thing is not that this great inventory is imperfect but that its standard of accuracy is so high it is worth reflecting on the fact that its 250,000 entries have more often withstood detailed criticism than yielded to it." (Chapman 1976, 19).

Phase Two: HRIM Summary Sheet

The HRIM Summary Sheet is exactly what its name implies - a summary or synthesis of Phase One's HRIM information into key points (recorded in point-form format) and accompanying comments for each of the five section headings of functional, historical, sense of place, tourism and other information (see Figure 3 - HRIM: Phase Two Details). Key points include information from which evaluations or assessments can be made on what to do or how to approach a historic resource to determine tourism development options. It is necessary for anyone completing this phase to be discerning as to what is considered important or influential in planning future possibilities for historic resources. For example, who owns the resource, in most cases, is not important but the kind of ownership (private, public, or non-profit) is.



Contains Summary Sheets for each of the 5 Sections including:

- Key Statement Column
- Corresponding Comment Column

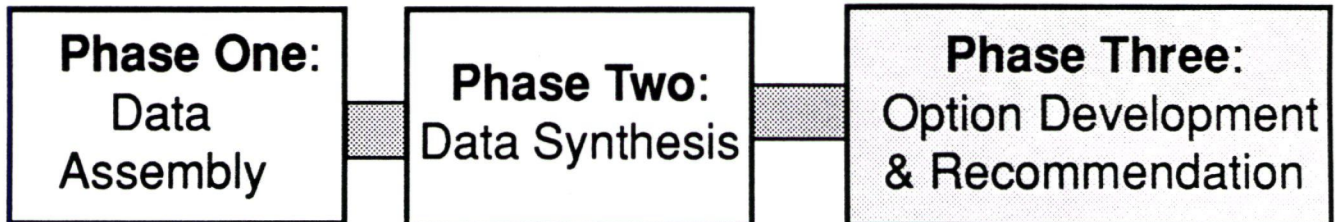
SAMPLE:

KEY STATEMENT	COMMENT
•Brick Structure	• Will require, at some point, repointing versus painting if a wooden structure

FIGURE 3: HRIM: Phase Two Details

Phase Three: HRIM Option Sheet

Phase Three (the final step of data analysis) outlines up to three options an historic resource could follow to become part of a small town tourism strategy, while at the same time preserving its historic integrity (see Figure 4 - HRIM: Phase Three Details). For this MDP, these options are based on a high, medium or low economic feasibility although other criteria could also be used if finances are not the only concern.



Contains the following information:

- Participant Sign-up Sheet
- Sketch of the resource's current layout
- Summary of the Key PointsGuidelines from Phase Two to consider
- Brainstorming Sheet for general ideas resulting from public consultation
- Three Option Sheets on which to generate specific ideas for the resource's future

FIGURE 4 - HRIM: Phase Three Details

Phase Three requires not only professional input but community input from resource owners and the public in general. Assimilating Phase Two's comments into viable tourism planning information, the community, with the aid of the planner and related professionals, should be able to arrive at their own conclusions concerning the historic resource's tourism and preservation potential.

For example, if the town was lacking in tourism infrastructure, the use of historic preservation techniques such as restoration, stabilization and adaptive reuse might be proposed by the planner to solve such a problem. This might involve converting an historic structure to a gymnasium to meet a community recreation need or taking an historic hotel and restoring or rehabilitating it to meet current tourism service needs. Hence, the options for such a proposal would include three levels of financial feasibility for undertaking adaptive reuse on the historic resource.

Sources for Completing the HRIM

To obtain information for completing the three phases of the HRIM, a variety of sources can be utilized in addition to the required professional expertise and community participation. For Phase One in particular, two publications have produced particularly useful information. Carter's 1983 Researching Heritage Buildings publication includes the national, provincial or municipal archives, libraries, and museums or historical societies as key locations to use in researching heritage resources. From these locations, the following information sources pertaining to heritage resources can be found:

- Directories and Gazetteers
- Tax or Assessment Rolls
- Land Titles
- Local Newspapers
- Personal Papers
- Historical Visuals - sketches, paintings, photographs
- Fire Insurance Plans and Atlases
- Bird's Eye Views - large visuals
- Buildings Plans and Elevations

Patterson and Colby, in their 1989 publication Heritage Landscapes in British Columbia: A Guide to their Identification, Documentation and Preservation also recommend libraries, museums and archives and key information locations for research purposes. Sources housed at such locations (and just as pertinent to historic resources as landscapes) include many of those listed above, as well as the following:

- Local historical accounts
- Travel Journals
- Early tourist brochures
- Company and Family records
- Aerial photographs
- Legal descriptions
- Old plans and maps
- Society Annual reports
- Building foundations

Other sources that could provide heritage resource information include:

- Oral histories from local residents
- Chamber of Commerce
- City Hall (legal information/documentation)
- Owner/Operator of the heritage resource(s)
- The resource itself (date stones, or period materials used)

Application of the HRIM

The HRIM provides information a tourism planner could use to meet his or her own set of goals and needs for developing a tourism plan. If a town wanted to become a tourist destination, the inventory offers the possibility of assessing the strengths and weakness of the community's heritage resources and tourism potential on an individual and overall basis through the five sections of the HRIM (Phase One). Once the five parts of the HRIM are complete, the HRIM Summary/Recommendation Sheet (Phase Two) assimilates this information into point form under key points and recommendations for each of the five primary sections.

With Phases One and Two of the HRIM completed, the tourism planner, in conjunction with the community, can then proceed to the final stage (Phase Three) of analysis, that of the HRIM Option Sheet. This sheet uses information from the previous phases to make decisions and draw conclusions on the possibility of the historic resource fulfilling a tourism role within the selected community.

Of course, the three phases of the HRIM will only work where there are historic resources available that can provide or be converted to provide community and tourism industry needs. Solutions, too, will be only as effective as the opportunities and goals defined by the planner and the community, such as financial availability for projects or a determination that heritage is a community priority. The effectiveness of the HRIM will also depend on the detail of information recorded on the numerous sheets, and the importance and frequency of use attached to it by the tourism planner and community members.

Of special note, HRIM can also be an effective assessment tool using only key parts of the inventory, if finances and/or time considerations make it difficult to utilize the entire process. In the event of fewer resources (financial or otherwise) and/or time, it is recommended that the following steps be taken. For Phase One, complete only

- Section One(Functional Information),
- Section Two (Historic Information/Significance),
- Section Three B (Resource Specific Sense of Place Information) all but omit the "Sensory Elements" and "Intangible/Perceptory Element" areas,

- Section 4A (Overall Town Tourism Information) but include only Point 3 (Attractions/Resources Available) under the "Tourism Supply Components" area and the "Considerations Concerning Tourism Development" area, and
- Section 5 (Other Information/Documentation) but include only the "Plans".

For Phase Two, complete the summary sheets as usual, but only for the limited sections outlined in Phase One. For Phase Three, eliminate the community participation component in the original process and use only professional and owner input to develop the required options. As well, reduce the standard three options to two or one (especially if finances are fixed and only one choice is available or obvious).

If these steps are taken, HRIM would not be as comprehensive as if the entire process was completed, but would still provide enough general information concerning a resource's cultural and tourism components for planning and tourism decisions to be made. The obvious advantages to cutting steps out of the original process is that fewer resources, finances and time are required.

CHAPTER FIVE: APPLICATION AND IMPLEMENTATION

Introduction

This Chapter applies the Historic Resource Inventory Matrix to a specific resource within the case study town of Lacombe, Alberta. It will describe why the town of Lacombe, in general, and the Puffer Chung Block, specifically, has been selected for this study, as well as provide an overview and history of the town of Lacombe. This chapter also examines the actual application of the inventory, describing the sources and conditions under which the survey was administered.

Case Study Information

1. Lacombe: The Past

When Edward Barnett (a former North West Mounted Police constable and resident of Red Deer) staked his claim in 1883 in an area well known for its excellent soil and agricultural potential, settlement officially began in Lacombe (see Figure 5). Initially, development was slow but with a railway link built from Calgary to Edmonton via Lacombe in 1891, the situation changed rapidly and settlers came to the area to establish their farms. In 1893, Lacombe had a population of twenty-five and the lots and blocks of the downtown area had been surveyed. As the numbers continued to rise, a petition was circulated among the residents requesting that the settlement be granted village status. On July 28, 1896 Lacombe was incorporated as a village and by 1902, it was incorporated as a town. By 1905, the population had risen to nine hundred with no end in sight for this prosperous and growing town, especially with the Dominion Government having chosen Lacombe as the site for its Agricultural Research Station in 1907.

In 1906, and again in 1911, the town fell victim to fire, a disaster made all the more severe by the fact that most of the structures in town were constructed of wood. Both fires swept through the centre of early Lacombe, causing significant changes to the original appearance of the town and resulting in the passing of a significant bylaw that has shaped Lacombe today. This bylaw required that all new structures in the centre of Lacombe be built entirely of brick and those already built of wood be faced with brick.

Despite set-backs from fire, Lacombe continued to grow until the beginning of the First World War. At that time, widespread land speculation and commercial development came to an abrupt halt, creating an economic lull from which Lacombe never fully recovered. On a positive note, because of this lack of economic/commercial development, little has changed in Lacombe over time, resulting in a time-capsule of the built environment. Today, the town presents an excellent example of the preservation of Lacombe's early years and the reflection of a pre-war town of immense success.

This history is based on information from the Alberta Culture and Multiculturalism brochure Historical Walking and Driving Tour: Lacombe; and the 1989 Alberta Economic Development and Trade Alberta Community Profile: Lacombe.

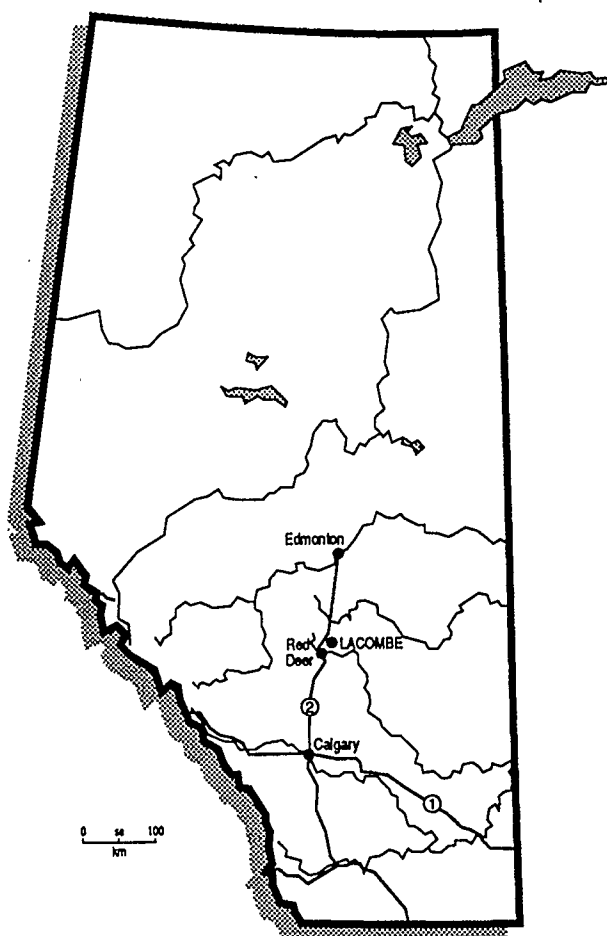


FIGURE 5: Lacombe's Location within Alberta

2. Lacombe: Today and Tomorrow

Since the early years of settlement, Lacombe has developed considerably, but at the same time, has also been able to retain a significant portion of its past. Although poor economic times previously prevented commercial development and change to Lacombe's downtown, that no longer holds true. Today, Lacombe remains surrounded by the past by choice which has only been possible through a strong commitment and focused vision of the town and its leaders. This commitment has been expressed through applying for, and consequently receiving aid and help from, appropriate development and preservation programmes offered by various levels of government and non-profit organizations. Below are general descriptions of three important programmes that are helping to shape Lacombe's future and reinforce the importance of its historical resources: Mainstreet, Business Revitalization Zone (BRZ), and Community Tourism Action Plan (CTAP).

Mainstreet Programme

Throughout the world, a number of programmes and professional organizations (whether government, professional, volunteer or a combination thereof) have been established to ensure the protection of the built environment, the preservation of culture and the continuance and safeguarding of a heritage for future generations. Canada is no exception to participating in such professional preservation practices and one example of their commitment to Canadian heritage is through establishment of the Mainstreet Programme. This programme began in 1979 "as an experiment in revitalizing downtown Canada's economy and cultural life. The results generated in the first seven demonstration communities were so encouraging the federal government's Department of Regional Industrial Expansion in 1984 granted \$5 million to share the approach with 70 towns and cities." (Dalibard 1991, 2).

Provinces throughout Canada have adapted this programme to suit their own specific needs and in Alberta, this programme is known as Mainstreet Alberta. "Mainstreet Alberta is a programme of The Alberta Historical Foundation and was created in 1987 by an agreement between The Alberta Historical Resources Foundation, Alberta Culture and Multiculturalism and The Heritage Canada Foundation. The mandate of the programme is the revitalization of Mainstreet commercial districts and the on-going preservation of their historic resources." (Graham 1988, 1).

The approach behind the Mainstreet Programme is founded on two main principles. "First, the motivation, energy and commitment that are necessary for successful revitalization must come from within the community and second, making downtown successful requires emphasis on four elements: a strong organization that manages the downtown revitalization efforts; a marketing plan that draws people to the downtown; an attractive, interesting, functional, physical environment that respects and enhances its heritage resources; and an economic development plan that aims to attract investment, new development and employment to the whole community and to the downtown." (Graham 1988, 8-9). Selected in 1987, Lacombe is one of nine towns currently involved in the Alberta's Mainstreet Programme.

BRZ (Business Revitalization Zone)

A Business Revitalization Zone (BRZ) is a "self-help mechanism which enables business people in a commercial district to form an organization for the purposes of attracting and retaining customers, shoppers, and clients to the business area." (Alberta Municipal Affairs Brochure, n.d.). One of the key advantages of having a BRZ is that it helps to enable business people to work cooperatively to pool their financial and volunteer resources within a defined area.

To have a BRZ put in place requires community support and a defined boundary as submitted by petition to the Municipality (at least 10 persons who operate licensed business or who are on a business assessment roll must make this submission). If the Municipality validates the request, and after the BRZ association nominates candidates for a Board of Directors, Council then adopts a BRZ bylaw and appoints a BRZ Board. A programme and budget is expected to be prepared by the BRZ Board and is then reviewed by Council and subsequently approved. The Municipality then remits the approved budgeted funds by way of a business levy. BRZ funds are used in a number of ways to benefit the defined area including; promoting the designated area as a business or shopping area, initiating structural improvements, undertaking studies for the area (such as marketing or consumer) and hiring a professional to manage the entire process (Alberta Municipal Affairs Brochure, n.d. pg. 1-3).

In 1987, a BRZ by-law was passed by the Lacombe Town Council. Later that same year, in October, a combined Mainstreet/BRZ project office was opened in downtown Lacombe and the programme was formally initiated.

CTAP (Community Tourism Action Plan)

The Community Tourism Action Plan (CTAP) Manual was developed and first published in 1987 by the Development Division of Alberta Tourism to improve tourism opportunities within Alberta communities through the organization, development, and implementation of a strategic plan of action. The CTAP manual (since revised in 1988) consists of a series of booklets (Introduction, Organization, Process and Appendices), a set of worksheets and a Guidelines and Application Form section that tell the community what tourism is, how the community can organize to improve it, and what is needed to carry through an effective Tourism Action Plan.

The manual provides all the basic information a community needs to move ahead with worthwhile development of tourism in its area, including application forms that allow a community to apply for funding for tourism capital development projects. This, combined with a relatively new (1988) incentive programme called the Community Tourism Action Program that provides \$30 million in incentives to communities over the next five years (1988-1992), presents communities with the opportunity to move ahead with viable tourism-related projects as determined by the Action Plan Process described above. (The CTAP information has been summarized from Alberta Tourism's 1988 CTAP Manual.) Lacombe, in the late 1980s, began assembling information for establishing a CTAP Program and in 1990 was awarded funding to begin the CTAP Program.

3. Lacombe: The Choice for this MDP

The reasons for selecting Lacombe as this MDP's case study town, rather than another small town within Alberta, are many. Primarily, it is because of the considerable interest and spirit already demonstrated by the people of Lacombe for their place of residence. This interest, as noted above, has been channelled into such programmes as Mainstreet and BRZ which recognize the historic significance and importance of this Southern Albertan location and define Lacombe as a town intent on protecting its vitality and heritage. Also, in hiring a part-time Economic Development Officer in 1987 and initiating CTAP, Lacombe has proven itself to be serious in defining, marketing, and managing its numerous tourism resources, as well as attracting new ones.

In selecting Lacombe, I can be reasonably certain that a significant preservation infrastructure is already in place, a considerable amount of historic, economic and tourism information is available, and a number of contacts exist to provide any missing information or help, where necessary. All of this adds up to a location of proven historic significance, making the testing of the HRIM easier to interpret. Providing a setting of certain historic significance is important so that any comparisons made concerning the resource versus the town will be based on a known quantity or control. This proves to be an obvious advantage in filling out and testing the HRIM.

Application of the HRIM: The Puffer Chung Block

On Saturday, March 9, 1991, the HRIM fieldwork began using three methods of assessment/sources of information; a survey on foot, a survey by car, and a meeting with Lacombe's Mainstreet Project Co-ordinator, Anne Burns-Richardson. After assessing Lacombe's overall sense and place using the methods described above, a historic resource (The Puffer Chung Block - see Figure 6) was selected from the downtown area to test the HRIM.



FIGURE 6: The Puffer Chung Block

Theoretically, the HRIM can be applied to any historic resource but the choice of the Puffer Chung Block came about because of several reasons. Firstly, it is located in a relatively high profile area of the downtown and is a noticeable streetscape resource (see Figure 6). Secondly, it has not yet been structurally altered by the Mainstreet Programme (although a significant amount of information on the structure has been assembled, reducing the amount of research effort needed to fill in the HRIM). As a final point, the Puffer Chung Block is scheduled for upcoming mainstreet work. In selecting this structure as the resource on which to test the HRIM, there is the possibility that any information/recommendations resulting from its application could aid those involved in upcoming preservation and planning decisions for the building.

As well as the information obtained on March 9, 1991 in the form of numerous notes and photographic recordings, additional and follow-up information was also required. This was obtained through further contact with the mainstreet office; contact with the Project Architect, David Murray; research at the archives of the Glenbow-Alberta Institute; and contact with the Alberta Economic Development and Trade Office, who provided an Alberta Community Profile of Lacombe.

Based on a summary of the above listed research sources, Phases 1 and 2 were completed for the Puffer Chung Building in Lacombe, Alberta and Appendix B contains these completed HRIM forms. The completion of the first two phases provided the necessary information to proceed with Phase 3, the assessment, as described in detail in Chapter Six.

CHAPTER SIX: ASSESSMENT

Introduction

The purpose of this chapter is two-fold. Firstly, it examines the overall effectiveness of the HRIM as a tool for determining the tourism potential of small town Alberta's cultural resources. Recommendations on where the inventory succeeds, as well as where improvements could be made, are provided. Secondly, it assesses specific failures and/or successes resulting from the application of the HRIM to the Puffer Chung Block in Lacombe, Alberta. The tourism options for the Puffer Chung Block, as well as any resulting concerns or recommendations about the HRIM's application to this resource, are presented also.

Observations and Recommendations

1. Overall HRIM Assessment

In examining the strengths and weakness of applying the HRIM to a specific historic resource, the three categories below present the negative and positive points encountered.

Points That Cannot be Controlled But Should Be Known

Under this category, a number of problems arose for which a response via the HRIM could not be implemented. The only solution to problems in this category is to list them as something to be aware of when completing the inventory (through a notation on the inventory introduction page). These concerns include:

Personal Assessment

There will always be problems when asking information which requires personal assessment or evaluation. For example, the "Sense of Place" information requires an assessment of the negative externalities affecting visual or other sensory elements. While "negative" is often something obvious, this is not always the case. In the Lacombe situation, the whistle of a train might be "annoyingly" negative to some while to others, it could be a "comfortingly" positive feature, just as the grain elevators could be viewed as either "intrusive" or a "comfortable prairie" vista.

Collection and Presentation of Information

It is important to be aware that what is **not** listed in the survey is often just as important as what **is** listed. For example, in the Tourism Information Section, listing available attractions is necessary information, but so is knowing what is not available. Access to as much current information as possible (reference information with a date), as well as experience in knowing what is available versus what is not, is essential.

To ensure that information is as complete as possible, Phase 1, Section 5 provides an area on the form in which the sources used to compile all the section information can be listed. This will make it clear what resources have been used, also showing what might possibly have been left out. Hopefully, at the Phase Three stage, any pertinent information lacking or not listed as a source will be noticed by those participating in the final planning stage, although it is unlikely that "everything" could ever be (or need to be) collected and examined.

It is important to remember that the results within the HRIM directly reflect the amount of information collected, as well as any inference and interpretation made.

Time Factor

The HRIM requires a considerable amount of time to fill out, approximately 10 to 15 hours if no previous information has been collected. The Puffer Chung Block, which did have available information, took approximately 6 hours to complete. The time required for HRIM completion is unusually high but to make planning decisions based on minimal information is a risky venture, hence the detail of the survey and the large amount of time required to input it. However, if time or finances are a restraint, a shortened form of the inventory could also be completed, cutting completion time by at least half. See Chapter Four for specific details. If the surveyor is aware of the large time requirement, he or she can arrange a budget and schedule to accommodate it, thereby avoiding frustration and "rushing" in filling out the forms.

Points That Can Be Controlled or Corrected

Under this category, a number of problems arose for which a response via the HRIM can be implemented. The problems and appropriate solutions are listed below and include:

Specialist Knowledge

In Section 1, Phase 1 (the Functional Information) a specialist such as an architect or engineer is required for information concerning construction condition and techniques. A layperson's knowledge is not sufficient to fill this section out. Because this information is crucial to potential structure development and assessment, it might be necessary to bring in a specialist to complete this phase, especially if there are no previous studies or reports on which to base decisions.

Quality/Judgement Factor

The HRIM does not list the quality or evaluate something and this can be a problem. For example, although an electrical system might be noted as present on the HRIM form, if it is 50 years old and does not meet the safety code, then it would not permit future development. As well, quality often is not known for sections like tourism where accommodation listings give only the number of rooms available, not what kind of rooms they are. Evaluation is also a concern in the HRIM especially if it involves something controversial such as a statement from a building report that says the building is not worth keeping. To minimize this problem, to avoid possible incorrect comments that could greatly affect the resource, and to remain as non-evaluative as possible, only statements concerning factual information should be listed, including their source.

Collection and Presentation of Information

It is important to realize that events or situations (or even the format of information sources) can change over just a very short time. For example, I used reports by the Economic Development and Trade for two different years (1986 and 1988). For reasons unknown, the more recent report left out key information concerning town employers (who they were). Also, there was a noted difference between the two documents concerning the number of people employed in the town (which showed a decrease). This would not have been evident had I not been able to compare the two reports. In a case where the information source is something that is published regularly, it would be worthwhile examining the most current source, as well as one or more previous sources, before completing the HRIM to give some indication of resulting trends or patterns.

Also, there is a need to have a comparative mechanism for the "Other Sensory Impact" information in Phase 1, Section 3A. For example, 2125 hours/year of sunshine or 33 cm/year of rain for Lacombe means little unless a description or comparison (i.e. to an Alberta average) can be made to understand the significance of this information.

Points that are Positive Concerning the HRIM

There are a number of positive points about the HRIM that have been discovered over the course of completing the forms. These points include:

- *HRIM provides a resource assessment on many different levels, rather than focusing solely on historical or economical considerations as other inventories tend to do (although certainly these are key in determining the overall future of the resource).

- *HRIM provides more information than most surveys upon which to base decisions. The greater the amount of information the planner or professional has (so long as it is presented in a logical and easy to access format), the better and more informed the decisions are that can be made.

- *HRIM provides a relatively easy format in which to look up or access information, and uses a guide/introductory page at the beginning to explain set-up and purpose.

- *HRIM Is minimally evaluative in nature (the first 2 phases only). Remaining as unbiased as possible is critical if a group of people are using this information to base decisions upon.

- *HRIM allows for a comparative assessment between the resource and its environment, something not often considered in other surveys (for example, too often resources are considered only in isolation).

- *The "Sense of Place" Information in Phase 1 is executed on two levels (overall and specific), and gives the assessor the chance to test whether problems are resulting on an overall regional basis or as an isolated, resource specific, occurrence. This is useful in determining the ease with which the problem can be corrected (for example, if it is an isolated problem, then it is probably easier to correct than something occurring throughout the town).

*Phases 1 and 2 can be used to provide a basic level of development and design guidelines. This is especially important in the decision-making process if guidelines are not already in place, and aids in the Phase 3 development and design decisions for proposing options.

2. Specific HRIM Assessment: Lacombe

Phase 3 of the HRIM process was completed using the detailed Phase 1 and 2 assessments of the Puffer Chung Block, all of which are found in detail in Appendix B. Phase 3 is a summary of the HRIM process, and the mechanism through which the planner and public can generate decisions and make educated assessments concerning a particular historic resource based on the sound and detailed research of Phases 1 and 2. Phase 3 contains three options that, for this MDP, are based on financial criteria that allow for interesting and viable alternatives concerning cultural and tourism development for the Puffer Chung Block within Lacombe. The three proposed options, their resulting opportunities and constraints, and the Phase 2 key summary points of the Puffer Chung Block used to arrive at these conclusions are noted below.

Phase 2 Key Points: The Puffer Chung Block

For Phase 2, the key points were recorded on separate sheets to summarize the same five headings that comprise Phase 1 (Functional, Historic, Sense of Place, Tourism and Other information). Key points from Phase 2 are listed in detail within Appendix B, however a summary of the Puffer Chung Block's most significant of key points are noted below.

Functional Information

- commercial structure already designed for people use and high traffic
- privately owned by two parties and would require an agreement for any changes
- two stories (large area) and a wide lot provides large space opportunities
- full systems/utilities installed and operating
- compatible with adjacent developments
- efforts are under way to designate the structure

Historic Information

- represents several architectural styles of Lacombe
- ethnic heritage significance (Chinese immigrants)
- contains Lacombe's first Masonic Lodge with few changes

Sense of Place Information (Resource)

- signage is not clear and entrance "sunk in" and not obvious
- second tallest and widest structure on the street , an obvious feature
- decay (brickwork) and clutter (waste disposal units) evident out back
- empty storefront on north half of structure gives an abandoned appearance

Tourism Information (Resource)

- service features would allow it to continue or adapt to other uses
- entrances/accessibility not clear to passer-by
- qualifies for available funding programmes
- currently provides only bookstore in town
- Cafe a well established local service (since the 1940s)
- no organization currently interested in supporting this structure

Other Information

- significant amount of documentation available such as photos, maps, plans

The purpose of the key points is to provide a quick summary of the resource's most important information for the planner, public, owner, or any other interested parties involved in cultural resource decision making. The key points from Phase 2 were used to generate the decisions and options of Phase 3, as described below.

Phase 3 Constraints: The Puffer Chung Block

The primary problem in applying the HRIM to Lacombe's Puffer Chung Block was that public consultation was not achieved for Phase 3, due to time constraints and the theoretical nature of this project. This has meant that certain key points were not able to be clarified, including knowledge as to whether both owners agree to the proposed development options, whether there are other parties interested in developing the proposed options (for example, setting up a bar/dancing area adjoining the cafe), and whether there are funds available for undertaking the proposed options. No matter how much analysis and assessment occurs, if sufficient funding, interest and consultation cannot be achieved, then the development efforts have failed and future planning is at a stand-still.

Other constraints found in this project were the tourism changes necessary for increasing the viability of cultural tourism in Lacombe. These changes, the result of a brief assessment in Phase 3 of the Brainstorming Sheet, include the development of more specific cultural attractions, an increase in recreational opportunities and the transportation offering into town (for example, public transit). As well, tapping into the nearest major centre of Red Deer for exposure, creating a "regular feature" for Lacombe or increasing the number of "promotions" for which Lacombe can come to be known for, and coordinating and using private enterprise to take a more active tourism role in the community are also necessary. These constraints, as well as those listed above, need to be addressed before further planning or changes to the Puffer Chung Block are made.

Phase 3 Opportunities: The Puffer Chung Block

While constraints for the Puffer Chung Block do exist, they are outweighed by the large number of opportunities connected to this structure. These opportunities include the fact that the Puffer Chung Block is already an attraction (the Cafe has been in existence for decades) and is already designed for people use (versus a warehouse designed for the storage of goods or a bus depot designed for vehicles and transportation). Also, there is a large structural area (2 stories and a basement) for proposed development options, all services superstructure elements are operating, the building reflects distinct styles of Lacombe's architectural development (early Lacombe and the 1940s "diner theme") and fits in well with the surrounding environment.

Because there is an interesting and significant historical background pertaining to both the structure and its associated human history, there is the potential for many themes and historical facts to be interpreted at this site. Other opportunities include the fact that the Puffer Chung Block qualifies for help under various programmes (CTAP, Mainstreet, BRZ), is located within a town that is close to a major centre (a positive feature for attracting a larger, regional market), and reflects a significant emotional impact (security, memory, familiarity) that would be attractive to most visitors. In summary, the Puffer Chung Block presents a wide range of opportunities for cultural tourism development.

Phase 3 Options: Possibilities for the Puffer Chung Block

Based on the above opportunities and constraints, three options or ideas were generated with financial availability the controlling factor (see Appendix B for specific details).

If money were no object, it is proposed that the south half of the main floor of structure remain as a cafe and expand into the north half of the structure where such additions as a dancing area and bar could be constructed. The south half of the upper floor of the structure could be converted to a bed and breakfast area and the north half could become a museum area for interpreting various aspects of Lacombe's past.

With moderate funds, the cafe could still be expanded (for example, the separating wall removed between the two areas currently there), however the bookstore would remain and be incorporated into this expansion. This would lure customers to both businesses - while stopping in for a coffee or meal, one might become interested in the many selections lining the cafe walls or, while stopping in for a book, one might be inclined to sit down, have a coffee or meal, and peruse a stack of possible literary purchases. The south half of the upper floor could still be converted to a bed and breakfast area, with the north half of the structure acting as a partial museum for Lacombe's history and a meeting hall space for various community organizations.

With limited funds, this option suggests leaving the building functions as they are, except for renting out the space in the current Masonic area as a meeting spot. It calls for aesthetic and functional improvements to be made to the structure, which include removing unsightly antennae; improving the lighting sources; improving the façade and its associated structural problems (for example, repointing the bricks); cleaning up the back alley area and building a holder for the waste disposal units to improve the visual vista; and increasing and improving signage with professional lettering and advertising visible at street level.

CONCLUSION

Traditionally, downtown areas such as the one in which the Puffer Chung Block exists, have been viewed strictly as business areas with a primary focus on economic considerations. This need not be true. Tourism, through the field of historic preservation, can change this situation and create and/or discover that there is a demand for something new or different through such a tool as the HRIM. The result, via the introduction and/or redevelopment of cultural and tourist attractions, is an area with a focus not just on business, but on a number of other interests as well, culture and tourism being the most obvious. Changing the focus of the downtown, or any chosen area, through interjecting social and cultural activity can make areas "come alive" for both residents and visitors. This is the purpose of applying the HRIM and this is the purpose of cultural tourism.

Clearly, there are a number of tourism and cultural factors that need to interact or improve to make Lacombe's future in the cultural tourism industry viable, as listed in the constraints section of Chapter 6. There are also many positive features that occur in Lacombe overall, and the Puffer Chung Block specifically, that make the implementation of cultural tourism strategy a real possibility. It is important to remember, however, that the development and/or improvement of a single heritage resource, although an important step, is just one of many necessary to make the overall process a success.

Overall, the HRIM is felt to be a success in meeting the four primary objectives of this MDP. In summary, these objectives were to determine:

1. the general purpose and scope of historic preservation
2. the general purpose and scope of tourism,
3. the role of historic preservation (specifically historic resources/sites) within the field of tourism, and
4. how to utilize the historic resources/sites of an Alberta small town to aid in increasing the tourism attractiveness of an area while maintaining the basic principles of historic preservation.

Objectives one, two and three were achieved through Chapters One, Two and Three of this MDP which provided an overview of the fields of historic preservation, tourism and cultural tourism, respectively. Objective four was achieved through the development of an assessment method for tourism and historic preservation factors within Alberta small towns - the HRIM. It should be pointed out that objectives one, two and three comprised the framework behind the questions outlined in Phase 1 of the HRIM and were key in ensuring that objective four was realized.

It is hoped that this document, specifically the HRIM forms, will provide guidance to planners and preservationists when they are faced with the possibility of implementing tourism development but at the same time, are concerned with ensuring the preservation and protection of their historic resources.

In closing, let us not forget that culture and tourism are "two important industries and it is entirely to their advantage to work together and develop harmonious relations, for the actions and successes of one are of benefit to the other. Of course, each sector can survive without the other, but the synergy apt to come about through cooperation is worth the effort that must be made by all of the partners." (Colbert 1988, 3).

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APPENDIX A

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APPENDIX B

THE THREE PHASES OF H.R.I.M. (Historic Resource Inventory Matrix)

INSTRUCTIONS FOR COMPLETING THE HRIM

PURPOSE

The Historic Resource Inventory Matrix (HRIM) is a three-phase system designed to test the tourism potential of historic resources within Alberta's small towns. This is achieved using a three phase format, as outlined below.

INSTRUCTIONS FOR COMPLETING THE HRIM

Phase One: HRIM

Purpose: Data Assembly and Assessment of the selected historic resource(s)

This phase forms the bulk of the study, and is comprised of 5 sections:

1. Functional information
2. Historic information/significance
3. Sense of place information
4. Tourism information
5. Other information/documentation

Sections 1, 2, and 5 are to be filled in based only on the selected historic resource. Sections 3 and 4 need to be completed on two levels, once for the selected resource and once for the environment surrounding the resource (i.e. the town in which the resource exists).

The time anticipated for this exercise is approximately 10-15 hours, depending on how much information is on-hand and how much needs to be researched. A site visit to the chosen resource(s) will be required.

Supplies needed to complete this phase include the HRIM Sheets (one set for each historic resource examined), camera, film, notebook and writing implements.

Continue writing on the back of a sheet if there is not enough room on the front.

Phase Two: HRIM Summary Sheet

Purpose: Data Synthesis

This phase takes the information from Phase One and assembles it into key points and corresponding comments under the five category headings listed above. It is this information from which decisions concerning the tourism potential of the historic resource(s) can be made and presented to the public. It is possible that the exercise could end at this phase, if concerns about the resource are found to be serious enough such that further action is not feasible.

Continue writing on the back of a sheet if there is not enough room on the front.

Phase Three: HRIM Option Sheet

Purpose: Option Development and Recommendation

This phase should be completed in conjunction with a public input and consultation process with professionals (i.e. planners, government officials) acting as mediators to assist the public in developing tourism options for their community. This phase will use the key points summarized from Phase Two to generate ideas and develop options for the selected historic resource(s), to determine tourism potential within the study community.

Section Name and Number 1 - FUNCTIONAL INFORMATION

Form Prepared by ROBYN GYORGY

Address _____

Date March 10, 1991

GENERAL SITE DESCRIPTION

Site Name and Address Puffer Chung Block - 5010, 1012 - 50 (formerly Nanton) St.

Legal Description Lot 18 Block 2 Plan 1

Present Land Use Classification Urban

Site type (structure, object, other - describe) Commercial Structure & Residence

Site context (i.e. individual - stands alone; area/district - part of collective whole) Part of a

collective whole, 3rd structure from the south end of street and part of a group of 11

OWNERSHIP AND OCCUPATION

Type of Ownership (private, public, semi-public) Privately - two owners

Owners name and address: Fred Mah Fay (Club Cafe); Harold Good (north half of structure)

Tenants name and address: Fred Mah Fay (Club Cafe) on south half; Dawn's Dress Shop and Just Books on the north half of structure

SITE DIMENSIONS

Lot size 50 x 120 feet

Structure size Club Cafe is 20x120 feet; Book Shop/Dress Alterations is 30x120 ft

Principal elevations _____

Number of stories 2

Shape/Plan of structure: rectangular, square Rectangular with rear extensions

CONSTRUCTION DETAIL

For the following four categories, describe where applicable, the following information:

Materials (i.e. type and source)

Techniques (i.e. any unusual assemblages)

Condition (i.e. sound, minor/major/structural repairs, unsound - describe)

Section Name and Number	1 - FUNCTIONAL INFORMATION
Form Prepared by	ROBYN GYORGY
Address	
Date	March 10, 1991

Construction Detail Continued ...

1. Exterior Components

Roof (include shape) Flat rectangular roof shed & gabled roof on rear extension
 Walls Brick & Wooden Frame; Concrete for the rear extension
 Foundation Club Cafe - Partial Basement of poured concrete
 Additional features (chimney, porch, attached garage, etc.) Brick chimneys, cornice decorative frieze & concave brackets; Facade - brick & metal sheeting, aluminium siding on rear extensions.

2. Interior Components

Floor Linoleum covering - Cafe
 Walls Brick; wooden frame & concrete block for rear extension
 Basement Partially complete on Club Cafe side
 Additional features (staircase, fire place etc.) Attics, Meeting Room on north half (Puffer side) that took up entire floor for Masonic Lodge - has original condition electric fan that could draw air out. Meat coolers present on main floor from decades ago.

3. Systems and Utilities

Mechanical Kitchen facilities
 Electrical Yes - full system
 Structural _____
 Utilities Washroom facilities, running water

4. Site Setting/Environment

Natural features (landscaping, water, gardens etc.) N/A - except for mud/gravel in the back alley
 Built features (fence, stable etc.) N/A

Section Name and Number 1 - FUNCTIONAL INFORMATION

Form Prepared by ROBYN GYORGY

Address _____

Date March 10, 1991

USE CONSIDERATIONS

Ability to retain original or present use

Yes, although wide open spaces in the bookstore and dress alteration store make the area very adaptable to change. Cafe side has always been a restaurant and upstairs of the Puffer (north half) side has always, until 1982, been used by the Masons

Adaptability to productive, contemporary use (without damaging significant architectural elements)

Restaurant in present layout can seat 64; large open space in other two businesses allows for minimal change, should it occur; Rooms on second floor (south half) still in use by the owners as a residence.

Possibility of demolition or other venture by public or private action

N/A

Accessibility

Front only - there is no accessibility BETWEEN the two buildings

Current historic preservation efforts undertaken to date

Surveys and studies have been undertaken and work via the Mainstreet Program is proposed in the future.

Compatibility with adjacent developments: list name and uses

Yes, on the right side is the Mainstreet Office; on the lefthand side is the "We are Women" Dressshop - both of which are commercial in nature and non-conflicting with the Puffer Chung Block.

Economic feasibility of preservation/restoration

A Quote from the Lacombe Project Architect, David Murray:
"The building appears to be generally in good structural condition with the exception of the Brickwork on the front facade and other parts of the building, showing signs of deterioration."

Section Name and Number 2 - HISTORIC INFORMATION/SIGNIFICANCE

Form Prepared by ROBYN GYORGY

Address _____

Date March 10, 1991

HISTORIC SIGNIFICANCE

Site and Features (Interior; Exterior; Landscape; Other)

Brief description of physical importance for above categories including rarity (unique or one of a few); significance (national, provincial, local, none); and style/period (include name and date), where applicable

An example of the "commercial style" which has three parts that correspond with the base, shaft and capital of the classically styled columns.

Base: Lower Floors emphasized by large windows, fancy brick or stonework and horizontal composition;

Central: Plain and accentuates vertical lines;

Capping: Cornice (large and heavy looking) reasserts horizontal composition which on this structure is very impressive in pressed metal.

All of these elements are present in the Puffer Chung Block, making it an excellent "period" structure example. The Club Cafe is also an excellent "period" piece, showing off the typical "40's" diner complete with original hardware, design and furniture.

Historical Association

Brief description of persons (including past occupants), events, movements, social and economic history etc. associated with the structure

DESCRIPTION OF ORIGINAL OWNERS OF THE STRUCTURE:

Hop Chung - his wife arrived in Lacombe in 1908 and was possibly one of the first Chinese women to come to Alberta and possibly, Canada. Hop Chung operated a restaurant and laundry, as well as a store for the sale of fruit and candy and silkwear in his part of the building. William Puffer was a prominent Lacombe citizen (arrived in 1895) and represented the Lacombe constituency in the first Alberta Legislative Assembly. He was a well known livestock buyer (for Pat Burns & Co.) as well as a merchandise, implement dealer and proprietor of the meat market on his side of the building.

Section Name and Number 2 - HISTORIC INFORMATION/SIGNIFICANCE

Form Prepared by ROBYN GYORGY

Address _____

Date March 10, 1991

ARCHITECTURAL CONSIDERATIONS

Past name(s) of Structure Puffer Chung Block - same as today; businesses housed there have had various names and functions. North side of bldg. was known as the Hunt Block (owned by the Hunt brothers who operated Pioneer Meat Market)
 Date of Construction 1911 in the 1940's

Architect/Builder/Craftsmen

George Mobley - Lacombe's first contractor

Original Owner

William Puffer and Hop Chung

Original Appearance (description or reference to photos/sketches)

See attached photo packet #5 M.L.9.1.618

Commercial Style

Original Use and uses through time (commercial, residential, etc.)

Originally, in 1911, the structure housed a restaurant (as well as a store for the sale of fruit, candy & silkwear; and rooms for rent) on the left side.

The right side housed a butcher shop. Other uses over time include (over)

Original location (yes or no with relevant documentation)

Yes, it replaced a butcher shop and laundry business on the same site, owned by the same men, that burnt to the ground in a 1911 fire.

Original materials/workmanship still evident

Yes, from 1911 construction the brick and facade remain consistent although signage and storefront changes have occurred to the Club Cafe side. The original Puffer Chung Building was of wood construction)

Major alterations through time (dates and brief descriptions)

1947 Cafe underwent interior/exterior changes - original metal ceiling removed and replaced with curved ceiling; new counters and booths added.
Other alterations have occurred due to various use changes inside the bldg.
 (See over)

SECTION TWO: HISTORIC INFORMATION/SIGNIFICANCE Continued

USES THROUGH TIME:

- Barbershop
- Jewellery Store
- Masonic Lodge/meeting place until the building of an actual Lodge
in 1982
- Residences/Rooms for rent
- Photographic Studio
- Florists

USE CHANGES: (Structural)

- Used to be, at the rear of the building, a two storey metal building used for the storage of raw hides. The rear sections of the building are later additions.

Section Name and Number 3A - Overall Town SENSE OF PLACE INFORMATION

Form Prepared by ROBYN GYORGY

Address _____

Date March 10, 1991

GENERAL INFORMATION

Name of Town Lacombe, Alberta

Means of Assessment (walking tour, driving tour, other) Walking, Driving

Is the town connected to a larger landscape (i.e. give the sense of being part of a larger community)

Yes, part of a rural landscape that surrounds it on all sides;
25 km north of Red Deer - the closest largest centre

Does the town have distinct areas that are identifiable on first impact? List and describe.
(downtown core, residential, industrial etc.)

Residential

Mainstreet/Downtown

BUILT AND NATURAL ELEMENTS

1. Structural Considerations for Identifiable Areas, as listed above

Area 1 Residential

Dimension (Scale, Proportion, Setbacks)

Relatively long setback of structures on property (many have set-back
entrance areas); Scale of structures mostly 1 storey; rectangular shape
Predominant Materials used in building types (type, color, texture) with hipped roof predominant
Variety - large number of "aluminum-siding" homes, brick and
crushed stone cover (stucco)

Pattern and Rhythm of solids, spacing, projections

Large front area space, wide roads (very), relatively small structures
as compared to overall lot size

Representativeness (order)

Yes - uniform bungalow dwellings and some two storey homes

Historic Order (i.e. have today's development practices obliterated any trace of past orderings and arrangements of structures?)

Not evident - most homes appear fairly new (last 25 years)

Section Name and Number 3A - Overall Town SENSE OF PLACE INFORMATION

Form Prepared by ROBYN GYORGY

Address _____

Date March 10, 1991

1. Structural Considerations ... Continued

Area 2 Mainstreet/Downtown

Dimension (Scale, Proportion, Setbacks)

A few setbacks (doors/entrances), structures appear as one unit in a long line bordering streets - height doesnot really exceed 3 storeys except for

Predominant Materials used in building types (type, color, texture)

cornices.

Red brick, white stucco, wood cornices

Pattern and Rhythm of solids, spacing, projections

Spacing next to non-existant between the structures (very tight), wide roads, no real projections except for signage and cornices

Representativeness (order)

Yes, structures blend into one another and in some cases, it is difficult to tell where one starts and one ends, while walking by at street level.

i.e. Need to stand back and look for distinction
Historic Order (have today's development practices obliterated any trace of past orderings and arrangements of structures?)

Yes, while restorations are evident within the downtown, other structures clearly have additions that contradict their original date of construction

Photocopy & attach additional sheets for "1 -Structural Considerations" if other areas require identification

2. Setting Considerations of Town

Accessibility

Approachability (welcoming or not) Yes, perhaps too approachable as Highway 12 (also known as 50th Ave.) is a main thoroughfare that cuts right through town

Boundaries between town areas (clear or not) Clear although the main highway cuts through both areas

Landscape and Setting of town

Ground cover (predominant type) Downtown, this consists of sidewalks and asphalt roads; large expanse of lawns in residential areas, and also trees

Roadscape objects (stone walks, iron fences etc.) Not in the downtown area, except for motorvehicle signage (NO PARKING) along sidewalks and also present are streetlights.

Section Name and Number 3A - Overall Town SENSE OF PLACE INFORMATION

Form Prepared by ROBYN GYORGY

Address _____

Date March 10, 1991

2. Setting Considerations ... continued

Street Furniture Not in downtown area

Signage: type and effectiveness Yes, a variety of signage on the structures -

effective only if viewed from a distance

Unusual Landforms Very wide transportation routes, the extent of

"flatness" is unusual. Structures such as grain elevators & the Flat Iron
Block stand out.

3. Natural Considerations of Town

Vegetation

Type Present (most common) Trees lining residential areas (evergreen, elm,
Age Mature birch, willow?)

Condition Healthy

Use (boundaries, shade, parks, etc.) Ornamental on front lawns and hedges as
boundaries, large number of tree types on nearly all residential property

Significance Strong due to the predominant nature of vegetation

Other Lacombe has a nursery that has been established since 1912

that provides the area with native Alberta stock

SENSORY ELEMENTS

1. Town's Visual Impact

Vistas and views - Describe

Sense of long vistas that stretch for miles with prairies predominant scene

Skyline

Even and blending with the region, except for grain elevators "protruding"

Focal points - Describe

Grain elevators in the downtown area

Flat iron building along Highway 12

Lighting (source and intensity: soft lamps, etc.)

Sun for natural light

Tall aluminum fixtures for electric light source

Section Name and Number 3A - Overall Town SENSE OF PLACE INFORMATION

Form Prepared by ROBYN GYORGY

Address _____

Date March 10, 1991

1. Town's Visual Impact ... Continued

Intrusions/Negative Visual Externalities (type and severity)

Backalleys with large waste disposal cubicles; tall light poles (aluminum);
Wooden telephone poles and electric poles with associated miles of wiring
that cuts across viewscape; TV antennae very distracting and ugly.

2. Other Sensory impacts (other than visual)

Humidity (wet, dry)

Variable - depends on the season

Temperatures (hot, cold - on seasonal basis)

January (-15.5 degrees C); April (3.1 degrees C seasonal average)

July (16.1 degrees C); October (4.7 degrees C) All are seasonal averages

Wind

Not noticeable on survey visit

Smells (odors and fumes)

Not noticeable on survey visit

Sounds (noise factor)

Train goes through town and "whistles"

Other (taste, touch, etc.)

N/A - Clean air

Precipitation (rain, snow)

Snow (123 cm/year); Rain (33 cm /year); Annual Precipitation (44 cm/year)

Sunshine (hours/year)

2125 hours/year

Negative Sensory Externalities

Train whistle

Structure(height) makes some sides of the structures dark & shaded
when natural lighting is blocked because of height

Section Name and Number 3A - Overall Town SENSE OF PLACE INFORMATION

Form Prepared by ROBYN GYORGY

Address _____

Date March 10, 1991

INTANGIBLE/PERCEPTORY ELEMENTS

1. Spirit of Place Considerations

What is the town's ...

Vitality (are events happening, people interacting?)

No events happening although pamphlets and notices indicated upcoming

events; Cafes fairly busy but "slow" for a Saturday compared to City

Character (is there a particular period or style reflected?)

The character reflects 1910-15 time frame

Atmosphere (the hospitality or feeling from people and the place itself)

Slow pace, people are friendly and helpful

Does the town reflect ...

Identity Prairie Settlement

Diversity Not really although new development is evident that does not

blend with the old "town centre" atmosphere

Continuity (architectural or otherwise) Yes, nothing stands out as "being out of

place" as scales and dimensions are fairly consistent

Ethnicity (traditions and customs) No, although Chinese restaurant reflects a

distinct "oriental" architecture

Negative influences No

2. Emotional Impact of the Town

What feelings does the town evoke (security, pride, mystery, memory, anger, joy, familiarity, surprise, fantasy, etc.) Choose one or more (or add your own) and indicate their impact.

Security

Familiarity

Memory

Section Name and Number 3B - Resource Specific SENSE OF PLACE INFORMATION

Form Prepared by ROBYN GYORGY

Address _____

Date March 10, 1991

BUILT AND NATURAL ELEMENTS

1. Structural Considerations (type and their environmental compatibility)

Dimensions

Scale Low - two stories with projecting cornice

Proportion (width and height relationship)

Wider than tall

Setbacks

Doorways to Bookstore/Dress shop and Doorway to Cafe and
rooms on the second floor "sunk in"

Projections beyond facade

Cornice

Fine Food sign/Club Cafe hangs over sidewalk

Materials (Color, Texture, Type, etc.)

White (dirty) pressed tin cornice over wood frame; Red brick is
is prominent throughout; Dark Brown/White aluminum cladding
storefront for Club Cafe; Burgundy trim above first storey;
Green door and trim for Cafe; large windows for other half of
structure

Pattern and Rhythm of solids, spacing, projections

3 recognizeable structural breakdowns: bottom storey - storefront;
2nd storey - wide band of brick & windows; top is the cornice

(Windows - 2nd storey - are evenly spaced at 8 across) Cornice is
consistent rhythm stretching across building; storefront
breaks up structure with odd-spaced windows/door arrgmts.

2 Setting Considerations

Accessibility

Approachability (welcoming or not)

Doorways are sunk in and not very welcoming or well-lit

Boundaries (clear or not)

No clear boundaries of where one structure starts and another ends
from ground level - need to stand back to see it as a whole

Landscape and Setting

Ground cover (predominant type)

The sidewalk is the front cover; Gravel/Dirt are out back

Roadscape objects (stone walks, iron fences etc.)

No Parking Sign

Section Name and Number 3B - Resource Specific SENSE OF PLACE INFORMATION

Form Prepared by ROBYN GYORGY

Address _____

Date March 10, 1991

2. Setting Considerations ... continued

Street Furniture No

Signage (type and effectiveness)

Large hanging "Club Cafe" Sign, visible only when standing back; Poorly lettered (by hand) "Just Books" Sign; Dairy Sign hung in window not effective at all; Dress shop sign very indistinct

Unusual Landforms

NO

3. Natural Considerations

Vegetation

Type N/A

Age _____

Condition _____

Use (boundaries, shade etc.) _____

Significance _____

Other _____

SENSORY ELEMENTS

1. Visual Impact

Public visibility of site (high/low) High - second tallest and widest structure along the street - has the best cornice (part of a group of 11)

Vistas and views - Describe

Facing south: A dead end/T intersection showing some restored structures

Facing north: An open view showing construction/building activity

Focal points - Describe

No - structure stands against others and faces other side of structure-lined street

Lighting (source and intensity)

Natural - street light approx. 40 feet away

Intrusions (type and severity) Alleyway - garbage cubicles; TV antennae visible from a distance; An assortment of sheds at back of building that appear to have no starting/ending point but are compacted together in a structural mass; decaying brickwork is also intrusive.

Section Name and Number 3B - Resource Specific SENSE OF PLACE INFORMATION
 Form Prepared by ROBYN GYORGY
 Address _____
 Date March 10, 1991

Sensory Elements Continued

2. Other Sensory impacts (other than visual)

Smells (odors and fumes) N/A
 Sounds (noise factor) N/A
 Other (touch, taste, etc.) N/A

INTANGIBLE/PERCEPTORY ELEMENT

1. Spirit of Place Considerations

What is the site's ...

Vitality Left side (Club Cafe) has vitality and memories with nostalgic decor; Right side (bookstore & dress alter.) appears neglected and both closed on Saturday

Character Interesting & fun in nostalgic way

Atmosphere Unkept, poorly maintained but still intriguing as a period piece.

Is the site ...

A recognized landmark No

An integral part of the community Yes - located in middle of street & business area

Compatible with the community Yes

Of symbolic importance No

A non-renewable/limited portion of human history Yes - shows clearly 2 past periods (Over

An activity generator Yes, as Cafe and services (books, clothing)

Does the site reflect community ...

Identity Yes - sign stands out as does scale of structure

Diversity No, blends well with surrounding structures (i.e. scale, dimension)

Continuity Yes

Ethnicity (traditions and customs) 1940's/50's Diner; 1910's facade

2. Emotional Impact

What feelings does the site evoke (security, pride, mystery, memory, anger, joy, familiarity etc.)

Intrigue, Memory, Neglect

SECTION 3B - RESOURCE SPECIFIC SENSE OF PLACE INFORMATION Continued

2 past periods of Lacombe's History:

-1910's

-1940's/50's

All other structures along that side of the street (except for Bank on the corner) do not.

Section Name and Number 4A - Overall Town TOURISM INFORMATION

Form Prepared by ROBYN GYORGY

Address _____

Date March 10, 1991

BACKGROUND INFORMATION

Name of Town Lacombe, Alberta

Distance from Major Centre (km and centre name) Red Deer - 25 km south

Major Economic base (manufacturing, agriculture, etc.) Agriculture/Manufacturing

Population 6110 (as of 88-11-01)

TOURISM SUPPLY COMPONENTS

1. Transportation Available (connecting highways, railways, bus service, air service etc.)

Highway 12 (connects to 2 on Red Deer - Edmonton - Calgary route), Highway 2A; CP Railway - branchline; Intercommunity Bus Service; Local Airstrip
although nearest commercial schedules/charters are at Edmonton; No public transport

2. Services Available (including capacities and numbers, if known)

Infrastructure

Electric Power TransAlta Utilities Corp.

Natural Gas Northwestern Utilities

Telephone AGT

Water supply Source is 5 wells: Capacity 6,818 Cu.M/Design Capacity 10,400

Sewage Treatment Lagoon for sewage; no provision for chemical disposal

Superstructure

Garbage Industrial/Commercial & Residential - Collected weekly or daily
for first two

Fire Protection Volunteer Force

Police Protection Town Police Force

Medical Services (i.e. Hospitals) 1 hospital; 2 medical clinics; 1 health unit (over

Business Services (i.e. Legal, accounting, travel agent) Industrial Park (130 acres);

4 realty agencies; no federal services; Provincial services include (over)

Consumer Services (i.e. Safeway, ALCB) 5 financial institutions; newspaper -

has weekly publication; shopping centre; outside radio/TV service from
Red Deer

Hospitality Services (i.e. Hotels)

2 hotels; 3 motels; 5 meeting facilities

Other Services By-law officer; handi-van, community bus, number of
educational facilities (Western Canada school of auctioneering,
Canadian Union College)

SECTION 4A - OVERALL TOWN TOURISM INFORMATION Continued

MEDICAL SERVICES, CON'T:

- 4 optometrists
- 1 nursing home
- 2 chiropractors
- 1 senior citizen lodge

BUSINESS SERVICES, CON'T:

- Agricultural Services
- Home Economist
- Transportation
- Alberta Hail & Crop Insurance
- Government Services

Section Name and Number	4A - Overall Town TOURISM INFORMATION
Form Prepared by	ROBYN GYORGY
Address	
Date	March 10, 1991

Tourism Supply Components Continued

3. Attractions/Resources Available (May repeat certain services)

Cultural Library; Fed. Agricultural Research Station has tours available; Downtown Lacombe and Restored Business Fronts, Walking/Driving Tours, Flat Iron Bldg, Mitchner House

Natural Local Picnic Areas; Aspen Beach (5 min. drive) Provincial Park; Lacombe Nurseries (has native Alta. nursery stock)

Recreational Golf (18-hole course); baseball; tennis, camping; hockey/skating; curling; bowling; playground

Entertainment Farmer's Market (every Friday from early Spring until late Fall); Wild Rapids Waterslide Park (Sylvan Lake); Special events

CONSIDERATIONS CONCERNING TOURISM DEVELOPMENT

1. What is the Unemployment Rate? Males (12%); Females (9%) in 1986 - an increase that has doubled since 1981
2. Who are the top five Employers (Company name, business activity, # of employees) and do they appear to provide a stable means of living?
Schools (Education - 323 employees); County of Lacombe (Administration - 208); Hospital (Health Care - 160); Canadian Union College (Education - 100); Hopkins Construction (Crushed Gravel & Road Construc. - 90) All 1986 Data
3. What products and/or resources is this town known for (i.e. emblems and badges, fishing lures, electronic equipment/mixed farming, livestock, gravel)? Emblems & badges, cast concrete, animal feed, fishing lures, furniture manufacturing, electronic components, book binding
4. Are there currently any programs underway or financial packages available to stimulate tourism growth?
Provincial Gov't Programs (CTAP, Team Tourism, David Thompson Country)
Alberta Historical Resources Foundation
5. What organizations exist within the community that might be approached concerning tourism development?
Chamber of Commerce, Rotary, 4-H Club, Lions/Lioness Club, I.O.O.F. Mason's Lodge, Kinsmen, Rebekah, Scouts/Cubs/Guides/Brownies (OVER)
6. What areas of the tourism supply components appear to be lacking for this town? Describe
Difficult to assess as what appears to be missing or lacking representation (natural areas) is made up for on the regional scene although attractions could be improved

SECTION 4A - OVERALL TOWN TOURISM INFORMATION Continued

TOURISM DEVELOPMENT ORGANIZATIONS, CON'T:

- Foresters
- Royal Canadian Legion
- Lacombe Historical Society
- Mainstreet Program
- Town of Lacombe

Section Name and Number 4B - Resource Specific TOURISM INFORMATION

Form Prepared by ROBYN GYORGY

Address _____

Date March 10, 1991

TOURISM SUPPLY COMPONENTS

1. Kind of Attraction

Is it a cultural feature (site, cultural place, shrine etc.); natural features (landscape, significant vegetation); recreational feature (sports related such as an arena); service feature (restaurant, hotel, convention centre, shopping facility, etc.); entertainment feature (i.e. theme park, gaming centre); not applicable. Describe.

Service Feature: Restaurant one side (south) and Book Store/ Dress

Alteration Shop on the other (north side)

2. Accessibility

Entrance/Exits Quality (number, type, and rating -whether strong/weak)

6 exists, three of which are in the front. The entrance for the cafe is dark and not very obvious. Even worse is the entrance beside that to get

up to the second floor. The bookstore/dress shop entrance is sunken in but obvious

Circulation Quality (good/bad streets, paths)

~~Front or back structural circulation only, as two other structures~~
are side by side the Puffer Chung Block

3. Services Available (including capacities and numbers, if known)

Infrastructure

Electric Power Yes

Natural Gas No

Telephone Yes - cables available

Water supply Yes

Sewage Yes

Superstructure

Garbage Yes - weekly pick-up/daily as required

Fire Protection No alarms or sprinklers; no firewalls

Police Protection Police force - no alarms to station, just locks for securing

Other Services

Section Name and Number 4B - Resource Specific TOURISM INFORMATION

Form Prepared by ROBYN GYORGY

Address _____

Date March 10, 1991

CONSIDERATIONS CONCERNING TOURISM DEVELOPMENT

Does this site provide any of the identified products and/or resources is this town known for?

No, but it does provide necessary services; cafe, bookstore
& dress alteration shop

Is there another site of this type within the community? If so, describe.

It is a one-of-a-kind multi-commercial structure although there are
other restaurants in town; one other seamstress but no other used
book stores

What areas of the tourism supply components appear to be lacking for this site?

Clearly defined entrances/exits; fire protection

How would tourism affect the site's structural considerations: safety, load capacity, wear & tear?

Additional visitors/users of this site would create considerable
safety/load problems depending on potential use

Are there any programs underway or financial packages available to stimulate tourism growth at this site?

Yes, David Thompson Country, CTAP, Team Tourism, Alberta Historical
Resources Foundation - all of which are through the Provincial Government

What organizations exist within the community that have shown an interest concerning tourism development at this site? List key players and their role of support.

None

Section Name and Number **5 - OTHER INFORMATION/DOCUMENTATION**

Form Prepared by ROBYN GYORGY

Address _____

Date March 10, 1991

PLANS

If available, provide the source and location for the following information

Location Plan _____

Site Plan _____

Floor Plan Structural Info. - in Mainstreet Office

Cross Section(s) _____

VISUAL RECORD

Provide the source, photographer and date taken for any available photographs. The following type of photographic record is most important: historic photographs; current photographic views of the front, back, interior of the resource; special resource features; and photos of the resource in context with its environment.

Views of the structure, taken on March 9, 1991, can be found in the
Mainstreet Office. Also included is a photo of the Club Cafe
interior, dated 1946.

Place available photographs in an envelope labelled #5 - Photo-documentation, & attach to this document.

SOURCES OF FURTHER INFORMATION

List any documents, reports, citizens, etc. that might be of assistance in collecting additional information.

Mainstreet Lacombe Project Co-ordinator Anne Burns-Richardson 403-297-8940
Project Architect: David Murray 403-424-6541

ADDITIONAL COMMENTS

Please turn over for a list of sources used for this report, in addition
to those listed above (OVER)

SECTION 5 - OTHER INFORMATION/DOCUMENTATION Continued

SOURCES USED: CON'T

- *Alberta Culture (Historic Sites) Inventory Site Form
- *Alberta Community Profile (Revised) 1988, Economic Development & Trade
- *Alberta Community Profile (1986), Economic Development & Trade
- *Touring Through Alberta, Alberta Tourism
- *Club Cafe Building, Lacombe, Alberta, - Building Analysis Study,
Bearden Engineering Consultants Ltd. 1990

Key Points for Summary Section #1 - Functional Information

Form Prepared by ROBYN GYORGY - March 11, 1991

KEY STATEMENT

COMMENT

-Commercial Structure	*Already designed for "people" use
-Part of a collective whole (street-scape)	*Need to consider adjacent properties crucial due to close proximity
-Privately owned (two owners)	*Need to have agreement from BOTH owners to proceed with planning changes
-50x120 foot lot (rectangular)	*Fair size lot & structure size allowing for many opportunities in rectangular space (narrow & long space)
-2 storeys	*2 storeys available for opportunities
-Brick structure	*Will require, at some point, repointing vs. painting if it had been a wooden structure
-Elaborate Cornice	*Attraction feature
-Basement	*More area to use/develop
-Has full systems/utilities	*Won't require installation, may however, need upgrading
-Has no natural features	*Might/Might not be introduced
-Can retain current use	*Won't disrupt current tenants if retained
-Would disrupt/damage significant architectural elements on Cafe Side if use should change	*Original Cafe use should be retained if possible
-Accessible to public only through front entrance	*Possible back entrance use?
-Effort underway to designate site	*Shows concern for structure
-Compatible with adjacent developmts	*No changes required
-Rooms on second floor, south half still in use	*Consistant use if retained

Key Points for Summary Section #2 - Historic Information/Significance

Form Prepared by ROBYN GYORGY - March 11, 1991

KEY STATEMENT

COMMENT

-Shows "commercial" style of early Lacombe (1910s)

*An important phase in Lacombe's development that corresponds to a significant number of other structures in downtown

-Shows "40s-50s" diner style

*Again, another phase of Lacombe's development expresses through a diner - one of the most "known" structures typical of that era (Important period piece - was previously a restaurant of another kind at the same spot)

-Original owner #1 (William Puffer) MLA and livestock buyer for Pat Burns

*Significant to Alta's political history; ethnic community & ranching industry (possible themes)

-Original owner #2 (Hop Chung) an entrepreneur and his wife possibly one of the first Chinese women in Alberta

*Significant to Alta's early entrepreneurial role & early ethnic heritage (Chinese) which are possible themes

-Has had a number of uses over time especially on north side

*Shows adaptability to change & change (lower storey, north side) consistent with pattern over time

-Built 1911

*One of several buildings constructed at a time of "boom" for Lacombe and one of the earliest (others destroyed by a fire before 1911)

-Past owner, architect & original appearance(through maps, photos, archival info.) available

*Good base of historic information exists, as does original description and photos for potential restoration

-Original workmanship present

*Fewer changes required if preservation efforts needed

-Major 1947 Cafe renovation

*"Period" renovation that has undergone few changes since that time

-Masonic Lodge meeting place still as it was from building construct. (1911) to 1982 departure

*Possible theme to interpret

Key Points for Summary Section #3A - Overall Sense of Place Information

Form Prepared by ROBYN GYORGY - March 11, 1991

KEY STATEMENT

COMMENT

-Part of rural landscape

*Rural "flavour" present & should be retained

-Has distinct areas and features: wide streets; bungalow dwellings in residential area. In downtown: red brick, white stucco, wood cornices, non-existent spacing between structures

*Important information for retaining continuity in any possible development/changes can therefore maintain this or make it compatible to what is existing

-Highway #12 cuts through town

*Need to possibly use this thoroughfare to attract visitors or as a way to direct people to other parts of town

-Ground cover in downtown mostly manmade

*Introduction of vegetation?

-No roadside objects or street furniture except motorvehicle info. such as parking signs etc.

*Nowhere for one to sit down & relax or to find out (through signage) what the town has to offer

-Signage effective only from across the street as it is on and up on the buildings

*Need something for obvious for building identification when up close

-Roads excessively wide

*If sidewalk area had to be expanded, it would not infringe on road space

-Much natural vegetation all over the town except for downtown area

*Use of natural vegetation indicates non-downtown area so if this is retained, it would be consistent

-Long Vistas

*Retain

-Natural lighting, in combination with aluminum fixtures

*During day, shading due to height of structures makes some areas cold while aluminum fixtures are visual intrusions

-Wooden telephone poles & electric poles & wire; TV antennae are visual intrusions

*Require change or certain restrictions (i.e. height/type of antennae allowed)

-Alleys cluttered with waste disposal units

*Fix up and enhance area

-Train whistle

*Market feature?

-Vitality & atmosphere shows very slow pace, few events happening with emotions such as security, familiarity and memory reflected

*Fits with pace of town - "small town" "rural" and considered positive

-1910-15 time period & prairie settlement identity -

*Reflects a definite period of history a person could recognize & possibly identify with

Key Points for Summary Section #3B - Resource Specific Sense of Place Information

Form Prepared by ROBYN GYORGY - March 11, 1991

KEY STATEMENT

COMMENT

-2 storeys, setbacks, cornice, red brick, no spacing between bldgs.

*Consistant with other town structures

-Shows 3 distinct bldg. levels (main floor, middle & cornice top)

*Good example of early construction style

-Fine Food/Club Cafe sign

*Stands out as different when compared to other structure's signage

-Doorways "sunken in" and hard to distinguish as is most of the structure's signage except for Club Cafe sign

*Not very welcoming - something needed to alleviate unknown and dark and dingy feeling with lighting or proper displays

-No roadscape objects, street furnit.

*No loitering but no stopping either

-Second tallest/widest structure on the street

*An opportunity to really stand out on the street

-Natural light only

*Is "shaded" by afternoon time & cool in temperature

-Back of structure is cluttered with waste disposal units

*Needs to be enhanced or changed

-TV Antennae stands out from distance

*Reduce size or type of antennae to reduce intrusion

-No natural vegetation

*In keeping with downtown pattern

-Is not a focal point

*Should retain this feature to be consistant with streetscape pattern

-Decaying brickwork at back of structure

*Needs maintenance

-Has nostalgia/memories character within the Club Cafe side, but a "rundown" or abandoned feeling on the north side

*Retain nostalgia (fits in with town) but alleviate the other negative impact on the north side of structure

-Blends in with the community

*Fits in well in downtown scape

Key Points for Summary Section #4A - Overall Tourism Information

Form Prepared by ROBYN GYORGY - March 11, 1991

KEY STATEMENT

COMMENT

-25 km away from Red Deer	*Major centre nearby positive
-Economic base agriculture/manufacturing	*Tourism not currently a major interest/role in community
-Has all Services available & most superstructure in place except for: *actual fire force - it's volunteer *there is no commercial bus routes that stop or commercial flights *automobile only way in for tourists	*Needs few developments but could look at expanding or improving transportation opportunities
-Recreational attractions require mostly organized teams or memberships (i.e. curling, skating, tennis, baseball)	*Need more recreation opportunities for individuals or tourists
-Cultural attractions mostly town character overall - few specific attractions (except Mitchner House & Agricultural Research Station)	*Need to promote or develop more SPECIFIC cultural attractions
-Entertainment restricted to out of town resources or occasional in-town special events	*Need to have planned regular features that can be used or increase promotion on "special" one-day events to a wider market
-UnEmployment Rate rising	*Tourism could provide jobs to alleviate this
-Top five employers, except for one, are government-oriented	*Private enterprise not playing as key a role as public organizations in town employment - need to increase
-Products produced not attractive to tourism at this point (not something one would travel to get i.e. animal feed, fishing lures, etc.)	*Either produce something for tourists or increase the profile of what is being produced (i.e. Lacombe - come here for custom made fishing lures)
-Large number of programs & organizations in place to support tourism	*Good infrastructure for tourism in place

Key Points for Summary Section #4B - Resource Specific Tourism Information

Form Prepared by ROBYN GYORGY - March 11, 1991

KEY STATEMENT

COMMENT

-Service Feature

*Can continue as such or adapt to other uses (cultural/entertainment)

-Accessibility is unclear for each of the three entrances to the structure (Puffer Chung Block)

*Needs to improve accessibility into businesses so it is clear what entrance is for what service

-Has all available service & offerings although fire protection is lacking

*Improve fire protection & put in firewalls

-Site provides necessary & one-of-a-kind services (bookstore)

*Bookstore only one in town so try and retain this service; Cafe has been a long-time established business and dress-shop is one of only two in the entire town

-Qualifies for available programs

*Good development feature

-No organizations currently support this structure for restoration etc.

*Needs backing & interest

Key Points for Summary Section #5 - Other Information/Documentation

Form Prepared by ROBYN GYORGY - March 11, 1991

KEY STATEMENT

COMMENT

- Plans at this point are available and studies have been undertaken
- Have past photos of the interior and exterior
- Sources for further information are listed

- *Good information base available
- *Accurate record on which to base any possible changes
- *Good information for continuing any necessary studies

PARTICIPANT SIGN-UP SHEET

Date_____ **Place** _____

NAME

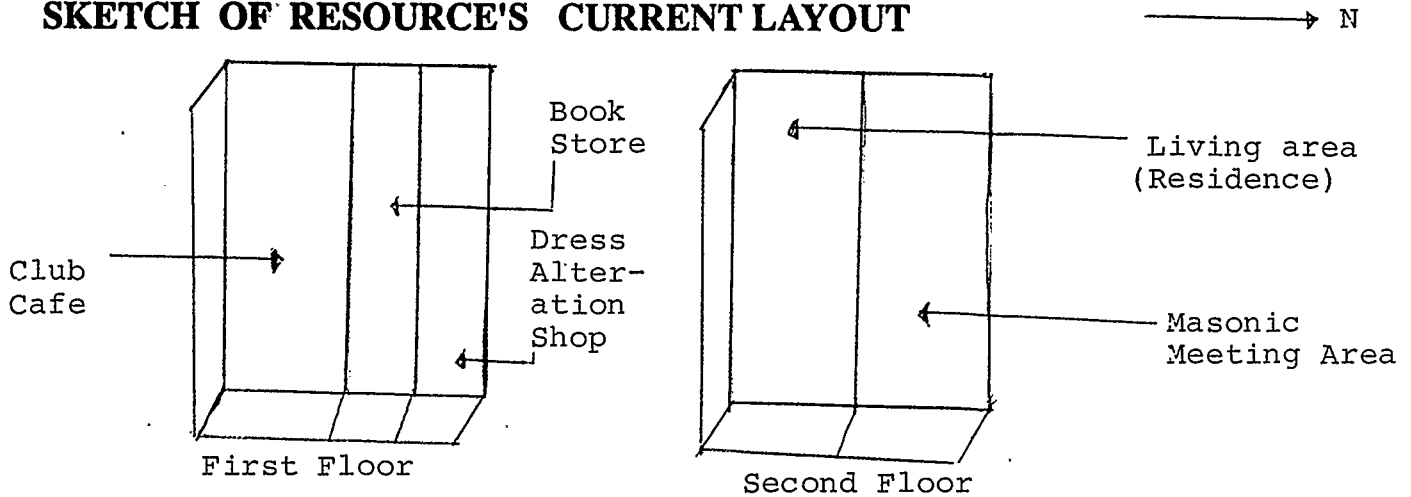
AFFILIATION

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

BRAINSTORMING SHEET

Resource Name and Location PUFFER CHUNG BLOCK, Lacombe, Alberta

SKETCH OF RESOURCE'S CURRENT LAYOUT



KEY POINTS/GUIDELINES FROM PHASE TWO TO CONSIDER

- Turn into attraction but make sure it "blends in" with other structures on the street
- Keep original Cafe side functioning as 40s-50s Diner
- Retain facade
- Introduce, if possible, an area to show: original owners' history; community's ethnic Chinese heritage; ranching/farming industry; entrepreneurial age; masonic informaton
- North half of structure has been adaptable to many uses over time
- South half of structure has always been restaurant and top floor of north side has always been (until 1982) Masonic meeting area
- Top floor of south half of structure has always had "living" area
- Retain rural flavor and other features consistant with the community including: wide streets, red brick, wood cornice, long vistas
- Basement available for some form of use
- Ground cover & street furniture missing - beautify & maybe allow loitering
- Signage needs something up close to structure
- Get backing and interest for Puffer Chung Block
- Improve accessibility
- Shadowing could be fixed with new type of lights
- Antennae could be removed & replaced with something more sympathetic
- Alleyway has to be fixed & disposal units "cleaned up"
- Brickwork needs repair
- Retain emotions of security, familiarity, memory
- Change unwelcoming doorway

(OVER)

BRAINSTORMING SHEET

Con't

-Use past information base to develop new ideas for structural use

-Concerning tourism:

- *increase recreation opportunities
- *develop more specific cultural attractions
- *increase transportation options into town
- *tap into local major centre of Red Deer
- *create regular features for promotions
- *use private enterprise into taking a more active tourism role

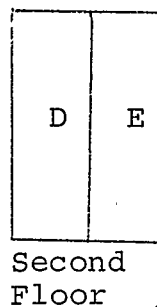
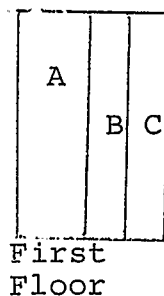
BRAINSTORMING SHEET

Resource Name and Location PUFFER CHUNG BLOCK, Lacombe, Alberta

IDEAS GENERATED (Include anything, even if it seems strange!)

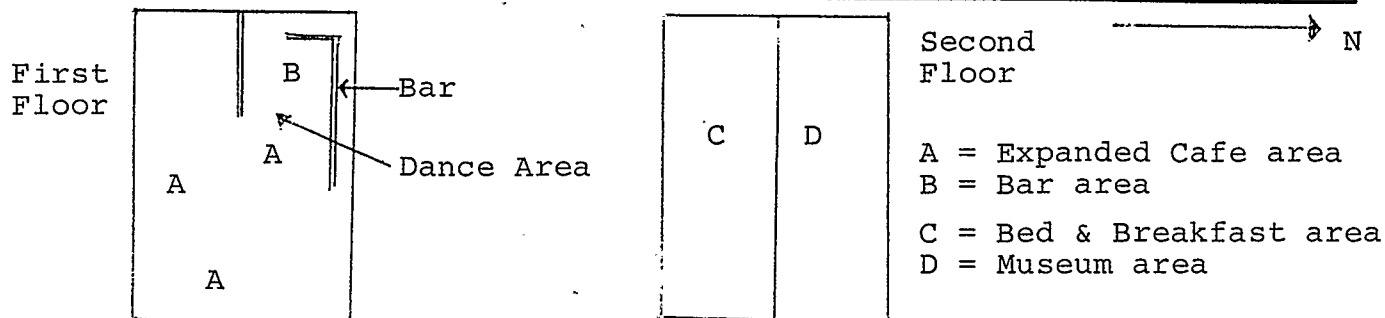
- Bookstore space keep & combine with Diner into one club (eat & browse)
- Bar or Club for area A
- Museum/Masonic Information area for 2nd Floor (E)
- Leave everything as is but make improvements listed on brainstorming sheet
- Expand the Diner and put in a dance floor (A,B,C)
- Have a pharmacy/drugstore to link with diner concept
- Meeting rooms for E
- Bed and Breakfast set-up for D
- Rental suites for D
- Office space for B, C, E
- Leave Cafe as is (A)

→ N



- A = Cafe
- B = Book store
- C = Dress alteration shop
- D = Rooms (living area)
- E = Masonic area

Option Number ONE Date March 12, 1991
 Resource Name and Address PUFFER CHUNG BLOCK, Lacombe, Alberta
 Criteria Used to Determine Option Financial (Most money required)

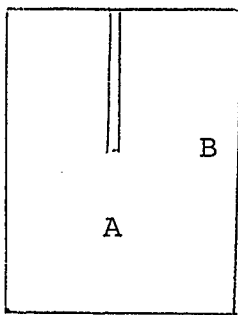


This idea is most expensive because it will require significant structural (internal) changes. Part of the wall on the lower floor would need to be removed and the Cafe expanded to the other side with a dance floor area complete with bar installed for daytime/nighttime use. Such a use would turn the Club Cafe into a "real club"!

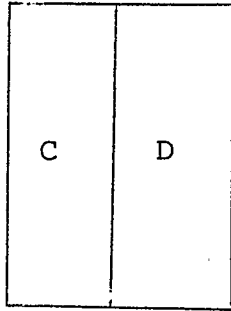
The setting would continue to be "40s Diner and this would carry over into the style of the furniture, decor etc. used in this area. The second floor could be converted to rooms for tourist accommodation and a museum outlining the many attributes of Lacombe, as summarized on the brainstorming sheet (ethnic history, community, history, Masonic links etc.) could be installed and compliment the adjacent Mainstreet Office with its information, or take over some of the interpretation functions if the Mainstreet office space is too limited.

The improvements suggested in Option 3 would also need to be undertaken.

Option Number TWO Date March 12, 1991
 Resource Name and Address PUEFER CHUNG BLOCK, Lacombe, Alberta
 Criteria Used to Determine Option Financial (moderate funds necessary)



First Floor



Second Floor

- A = expanded cafe area
- B = book store area as part of cafe
- C = Bed & Breakfast area
- D = Partial museum/meeting hall area

This idea is moderate in that it keeps some of the old but introduces new changes.

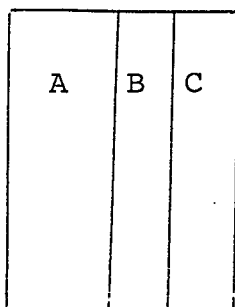
The cafe would remain but expand, as in Option One, into the rest of the bldg. with the difference that the second-hand bookstore (the only one in town) would also adapt to moving over to the far north of the building and setting up so its use complimented the Cafe with the idea that people could have a coffee or meal and mix and brose for books at the same time.

Lacombe and Alberta history books and new offers would be added to attract locals and tourists. For the top floor, the owners could remain in their own living quarters and if space was available, open up a Bed & Breakfast (eating breakfast downstairs in the cafe) - this is something that Lacombe does not have.

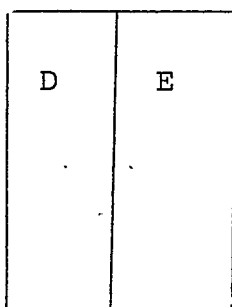
A partial museum/meeting area room could serve as an additional tourist attraction and point of interest as described in Option One. This area could be used partly for tourism (i.e. wall displays of Lacombe or Alberta history) and for meetings or conferences for out-of-town groups using the Diner below for meals.

The improvements suggested in Option 3 would also need to be undertaken.

Option Number THREE Date March 13, 1991
 Resource Name and Address PUFFER CHUNG BLOCK, Lacombe, Alberta
 Criteria Used to Determine Option Financial (Lowest Cost possible)



First Floor



Second Floor

—————→ N

A = Cafe
 B = Book store
 C = Dress Alterations
 D = Rooms
 E = Masonic Area

This options looks at leaving the building functions as they are (except renting out space in the Masonic area as a meeting room). Primarily, this option is concerned with implementing improvements to the resource as listed on the brainstorming sheet and summarized below:

- *removing antennae and replacing with something less intrusive
- *installing a stronger lighting source to reduce shading & cold
- *improving facade/structural problems (i.e. repointing bricks)
- *cleaning up the alley area
- *installing an attractive waste disposal unit to improve vista in the back of the structure
- *adding signage to structure that can be seen while walking by the structure, not recognizeable from a distance only. Ensure that all signage is professional and no hand-lettering.
- *improve product display in storefronts so it is obvious what is being sold or what services are being offered from each area
- *perhaps use awnings as was done when the structure was first built

All of these changes would result in an overall structural improvement more attractive to the general public and visiting tourists.