



To: Parks, Recreation and Cultural Services
Committee

From: Marie Fenwick
Director, Arts, Culture and Heritage Services

Re: **Steveston Heritage Interpretive Framework**

Date: September 21, 2021

File: 11-7141-01/2021-Vol
01

Staff Recommendation

1. That the Draft Steveston Heritage Interpretive Framework as detailed in the staff report titled "Steveston Heritage Interpretive Framework," dated September 21, 2021, from the Director, Arts, Culture and Heritage Services be endorsed for the purpose of seeking stakeholder and public feedback; and
2. That the final Steveston Heritage Interpretive Framework, including the results of the stakeholder and public feedback, be reported back to Council.

CM Fenwick
 Marie Fenwick
 Director, Arts, Culture and Heritage Services
 (604-276-4288)

Att. 1

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Parks Services	<input checked="" type="checkbox"/>	<i>Sevenson</i>
SENIOR STAFF REPORT REVIEW	INITIALS: <i>MF</i>	APPROVED BY CAO <i>[Signature]</i>

Staff Report

Origin

This report responds to the following referral from Parks, Recreation, and Cultural Services Committee on October 29, 2019.

That staff develop a Steveston Heritage Sites Interpretive Plan to guide the future conservation, interpretation, exhibit and program development of City-owned heritage sites in Steveston, as described in the staff report titled "Steveston Heritage Sites Update," dated October 4, 2019, from the Director, Arts, Culture and Heritage Services.

This report supports Council's Strategic Plan 2018-2022 Strategy #3 One Community Together:

Vibrant and diverse arts and cultural activities and opportunities for community engagement and connection.

3.1 Foster community resiliency, neighbourhood identity, sense of belonging, and intercultural harmony.

3.2 Enhance arts and cultural programs and activities.

3.4 Celebrate Richmond's unique and diverse history and heritage.

This report supports Council's Strategic Plan 2018-2022 Strategy #6 Strategic and Well-Planned Growth:

Leadership in effective and sustainable growth that supports Richmond's physical and social needs.

6.4 Recognize Richmond's history and heritage through preservation, protection and interpretation.

Analysis

Background

Steveston is home to six City-owned heritage sites, London Farm, Britannia Shipyards National Historic Site, Steveston Tram, Steveston Museum and Post Office, Branscombe House and Scotch Pond. Five of these sites are open to the public and offer exhibits, programs, and a variety of passive and interactive interpretive opportunities. Additionally, Steveston is home to many other landscapes, places, objects, public art pieces, and activities that support the presentation of its unique heritage.

Interpretive plans are foundational documents for heritage institutions and other informal learning facilities, providing guidance for the design and operation of heritage facilities including conservation, landscaping, exhibit design and program planning. A key element of an interpretive plan is the interpretive framework. This framework sets out the key themes and

stories told and guides decisions on how to communicate key messages and information to audiences through meaningful experiences, site management and business planning.

The Steveston Heritage Interpretive Framework (Interpretive Framework – Attachment 1) considers the overarching interpretation of Steveston’s heritage at the City-owned heritage sites and other assets in Steveston, including the waterfront and natural areas. Developed through an integrated interpretive planning process, the Interpretive Framework guides the telling stories of Steveston at different heritage sites and locations throughout the area. The Interpretive Framework will guide interpretation in a more holistic manner and inform future site planning, exhibit development, signage, conservation-related projects, and programs, at City-owned heritage sites.

The Steveston Heritage Interpretive Plan is a living operational document that will change each year as sites respond to new opportunities with stakeholders, target audiences, and interpretive methods. The Interpretive Framework provides long-term guidance that will only change in response to societal shifts in our understanding of history and its importance or as the community of Steveston evolves. It is recommended that the Interpretive Framework be reviewed every 10 years.

Engagement

The development of the Interpretive Framework was done in consultation with the heritage sites’ society operating partners and other groups invested in the heritage interpretation of Steveston. Engagement began with a workshop in January 2020 focused on defining intended audiences, interpretive themes, and desired interpretive methods for each site and across Steveston. The following groups participated in this workshop:

- Britannia Shipyards National Historic Site Society;
- London Heritage Farm Society;
- Steveston Historical Society;
- Gulf of Georgia Cannery Society;
- Scotch Pond Cooperative; and
- Tourism Richmond.

Throughout 2020 and 2021, staff had numerous additional discussions with these groups individually, further refining the proposed audiences, themes, and methods for each site. The results of these discussions, combined with a thorough review of previous heritage planning work and historical documentation, provide the foundation for the Interpretive Framework.

Steveston Heritage Interpretive Framework

Much of the Interpretive Framework draws on the Historical Context Statement developed for the Steveston Village Heritage Conservation Area Program to help identify and preserve the buildings and features in Steveston. In this Statement, eight heritage themes were identified which distinguish Steveston as unique to the community and reflective of the history of the Province of British Columbia as a whole.

1. Aboriginal Use
2. Agricultural Roots
3. Cannery Legacy
4. Fisheries Tradition
5. Small Frontier Town
6. Transportation Hub
7. Cultural Diversity
8. Continuing Community

This Interpretive Framework considers these eight themes in the modern context and as they relate to the interpretive opportunities offered at the heritage sites in Steveston. An overview of this Interpretive Framework is provided here. Additional detail, including descriptions of themes and stories, is included in the attached full version of the Interpretive Framework. The full Interpretive Framework also includes specific interpretive goals for each City-owned heritage site which will direct the methods of presentation of the themes and stories outlined below.

The themes identified in the Interpretive Framework include:

- **Cultural Diversity** – Steveston was and is a culturally diverse area, attracting people from around the globe for economic opportunities and natural beauty.
- **Connection to the Fraser River** – Steveston exists in its current form in large part because of the physical and natural environment found in its location at the mouth of the Fraser River.
- **The Past in our Present** – While today’s Steveston looks very different than that of one hundred years ago, the legacies of what was built then, still lives on in its people, places and activities.

The four stories outlined in the Interpretive Framework include:

1. **Fishing** - Fishing has been a central driver of settlement in the Steveston area, which served as a base from which fishers could collect and process their harvest for hundreds of years. This was seen in the rich traditions of Indigenous Peoples fishing the Fraser River and Salish Sea and remains true for the more than 500 commercial vessels in the modern day Steveston Harbour.
2. **Farming** - While today farmland is found largely on the outskirts of Steveston, farming has been an important activity shaping the area’s development. From Chinese market gardens, to family dairy farms, to large-scale grain farms, to the berry and vegetable farms in today’s Agricultural Land Reserve, each of these illustrates unique features of the land and the people who work it.
3. **Community Life** - Being located in the southwest corner of Richmond surrounded by river and open fields, Steveston has always been set apart from other populated areas. Because of this, community members took it upon themselves to build what it needed, developing a strong sense of independence.
4. **Transportation Hub** - In today’s world, it is difficult to imagine the large steamships of the early twentieth century that visited Steveston’s port and the ferries and interurban

tram that took people from the busy Steveston town to the neighbouring areas of New Westminster or Vancouver. With each change in transportation came changes to the development of Steveston and the lifestyle of people travelling and moving goods.

The full Interpretive Framework also includes specific interpretive goals for each City-owned heritage site which will direct the methods of presentation of the themes and stories outlined in the table below.

THEMES		
Cultural Diversity		
Connection to the Fraser River		
The Past in our Present		
Stories	Sub-Stories	Interpretive Locations
Fishing	a) The Catch b) Fishing Techniques and Traditions c) Processing the Catch d) The Fishing Fleet	Primary <ul style="list-style-type: none"> • Gulf of Georgia Cannery National Historic Site • Britannia Shipyards National Historic Site Secondary <ul style="list-style-type: none"> • Steveston Harbour • Scotch Pond • Imperial Landing • Fisherman's Park • Garry Point Park
Farming	a) The Nature of Steveston Farms b) A Farming Community c) The Business of Farming	Primary <ul style="list-style-type: none"> • London Farm Secondary <ul style="list-style-type: none"> • Dyke Trail • Branscombe House • London Wharf Park
Community Life	a) Building Community b) Home Life c) Staying Connected d) Nikkei Contributions	Primary <ul style="list-style-type: none"> • Steveston Museum and Post Office • Britannia Shipyards National Historic Site • London Farm Secondary <ul style="list-style-type: none"> • Steveston Tram • Steveston Village • Branscombe House • Japanese Canadian Cultural Centre • Steveston Nikkei Memorial • Steveston Community Centre

<p>Transportation Hub</p>	<p>a) Evolution of Transportation b) The “Sockeye Special” c) The Backbone of Commerce</p>	<p>Primary</p> <ul style="list-style-type: none"> • Steveston Tram <p>Secondary</p> <ul style="list-style-type: none"> • Britannia Shipyards National Historic Site • Steveston Museum and Post Office • London Farm • Railway Greenway • Steveston Harbour • Steveston Community Park • London Wharf Park
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Recommendations

To successfully implement the Interpretive Framework, it is recommended that future heritage interpretation initiatives should:

1. Align with the themes and goals identified in this Interpretive Framework;
2. Put the user first;
3. Link the stories and sites in Steveston; and
4. Introduce elements that address existing gaps in interpretation such as:
 - The story of First Nations and their changing relationship to the area;
 - The significance of the Fraser River in Steveston’s development and the impact of that development on the River;
 - The evolution of West Coast fishing methods and boats;
 - The history of Cannery Row and how the canneries shaped the Steveston community;
 - The story of farming and agriculture in Steveston past and present; and
 - The story of Steveston as an international port.

Addressing these gaps should be considered priorities for future interpretation and the existing sites and elsewhere in Steveston as opportunities arise.

In addition to these overarching recommendations, there are a number of initiatives planned and currently underway which support the implementation of the Interpretive Framework at the City’s heritage sites. These are outlined by location in the following section.

Britannia Shipyards

Britannia Shipyards is a large site with numerous interpretive opportunities and significant investment in preservation and displays in recent years. However, to date two buildings, the Japanese Duplex and First Nations Bunkhouse, remain unrestored. At the regular Council meeting on February 8, 2021, Council endorsed a proposed program plan for the First Nations Bunkhouse. More detailed information about the proposed interior program and levels of service for the Japanese Duplex and the First Nations Bunkhouse will be the subject of a subsequent report.

There are also a number of interpretive experiences currently in development at Britannia Shipyards that support the stories and goals outlined in the Interpretive Framework, including:

- Restoration of the Britannia Shipyard winch and ways system;
- Program planning for boat restoration and building in the Richmond Boat Builders;
- Planning for heritage boat preservation and display;
- Recruitment of heritage vessels for rotating display at Britannia Shipyards docks; and
- Improved interpretive signage along the boardwalk and in the park.

London Farm

At the regular Council meeting on February 8, 2021, Council endorsed a new Master Plan to guide the future development and operation of London Heritage Farm site. This Master Plan advances the Interpretive Framework by identifying specific infrastructure improvements in the London Farm Park. Staff will submit a funding request as part of the 2022 budget process to advance the Master Plan.

Interpretive work identified in the Master Plan that is currently underway includes:

- Upgrades to the displays and interpretive signage in the park;
- Installation of a new feature tractor; and
- Upgrades to the chicken coop and bee house to support thriving chicken and bee populations.

Upgrades to the displays and interpretive panels in the farmhouse are also recommended. These changes will better support the themes and stories identified in the Interpretive Framework and create meaningful experiences that appeal to target audiences. This will be the subject of future reports to Council and future funding requests.

Through the interpretive planning process, the London Heritage Farm Society proposed simplifying the name of the site to “London Farm” for the purposes of marketing and communications. This name is more aligned with the names of the other heritage sites, and better reflects the diversity of programs and activities at London Farm.

Steveston Museum and Post Office

After consultation with the community, Steveston Historical Society and Tourism Richmond through 2020 and 2021, a number of new activities have been proposed which would support the interpretative themes and goals identified in this Interpretive Framework and improve the visitor experience at the Steveston Museum. More detailed information about the proposed interior program and levels of service for Steveston Museum and Post Office will be the subject of a subsequent report.

These proposed changes include:

- Providing additional interpretation connecting the post office to Steveston’s history and heritage;
- Working with local artists and artisans to offer rotating displays in the Northern Bank building;

- Raising profile of the Japanese Fishermen's Benevolent Society(JFBS) exhibits and providing easier access in summer season;
- Working with the local Japanese Canadian community to enhance interpretation in the JFBS building; and
- Refreshing displays of Steveston history in the Northern Bank building to allow for additional stories to be told.

These activities would help to address gaps in the current interpretation of Steveston's stories as well as build on the existing community programming and JFBS exhibits which have proven popular over past years.

Steveston Tram

To support the presentation of the beautifully restored Tram, staff are currently working on additional interpretation in the facility offering historical context and opportunities for engaging programming. New family-friendly displays that support the themes and stories identified in the Interpretive Framework are currently in development. In future, programming for younger audiences will be developed and delivered. These programs will build on existing displays and provide appealing experiences that attract locals to visit regularly.

Phoenix Net Loft

In 2020 Council approved phase one of a public consultation process to explore options for a museum/ interpretive centre in the reconstructed Phoenix Net Loft building. Staff will report back to Council with the findings of phase one of the consultation process and recommended next steps.

Additional Interpretive Opportunities

There are numerous opportunities for added heritage interpretation at various locations across the Steveston area. Both an interpretive sign program and an audio walking tour would allow individuals to learn about the area as a whole. Additionally, the presentation of feature artifacts or public art installations could highlight lesser recognized histories and peoples. Staff, working with community stakeholders, will develop and support new initiatives to take advantage of interpretive opportunities in parks and other heritage places over the coming years.

Next Steps

Should Council endorse the proposed draft Interpretive Framework, staff will circulate the Interpretive Framework to seek stakeholder and public feedback. Stakeholders will include both those groups who participated in the creation of the draft Interpretive Framework (Britannia Shipyards National Historic Site Society, London Heritage Farm Society, Steveston Historical Society, Gulf of Georgia Cannery Society, Scotch Pond Cooperative and Tourism Richmond) and others who we anticipate will help to advance both ongoing and future strategic actions related to the plan. These groups include the Musqueam Indian Band, Steveston Harbour Authority, Steveston Community Society and the Richmond Heritage Commission. Following this process, staff will report back to Council with the results of the stakeholder and public feedback and a proposed final Interpretive Framework. The Council-endorsed Interpretive

Framework will provide direction for future responses to existing referrals and on-going projects related to the heritage sites in Steveston.

Financial Impact

There is no financial impact at this time. Any recommendations of the Interpretive Plan that require additional funding will be the subject of future reports to Council and the annual budget processes.

Conclusion

The Steveston Heritage Interpretive Framework, developed through an integrated planning process in collaboration with community partners, will guide telling the stories of Steveston at different heritage sites and locations throughout the area. The Interpretive Framework will guide interpretation in a more holistic manner and inform future site planning, exhibit development, signage, conservation-related projects, and programs, at City-owned heritage sites.

Staff recommend Council endorse the draft Interpretive Plan for the purposes of seeking stakeholder and public feedback on the plan and will report back with the final plan and the results of this feedback.



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Att. 1: Steveston Heritage Sites Interpretive Framework



CITY OF RICHMOND STEVESTON HERITAGE INTERPRETIVE FRAMEWORK DRAFT

September 10, 2021



Thematic Framework

Overview

Interpretive themes		
Cultural Diversity		
Connection to the Fraser River		
The Past in our Present		
Stories	Sub-Stories	Interpretive Locations
Fishing	<ul style="list-style-type: none"> a) The Catch b) Fishing Techniques and Traditions c) Processing the Catch d) The Fishing Fleet 	<p>Primary</p> <ul style="list-style-type: none"> • Gulf of Georgia Cannery National Historic Site • Britannia Shipyards National Historic Site <p>Secondary</p> <ul style="list-style-type: none"> • Steveston Harbour • Scotch Pond • Imperial Landing • Fisherman's Park • Garry Point Park
Farming	<ul style="list-style-type: none"> a) The Nature of Steveston Farms b) A Farming Community c) The Business of Farming 	<p>Primary</p> <ul style="list-style-type: none"> • London Farm <p>Secondary</p> <ul style="list-style-type: none"> • Dyke Trail • Branscombe House • London Wharf Park
Community Life	<ul style="list-style-type: none"> a) Building Community b) Home Life c) Staying Connected d) Nikkei Contributions 	<p>Primary</p> <ul style="list-style-type: none"> • Steveston Museum and Post Office • Britannia Shipyards National Historic Site • London Farm <p>Secondary</p> <ul style="list-style-type: none"> • Steveston Tram • Steveston Village • Branscombe House • Japanese Canadian Cultural Centre • Steveston Nikkei Memorial • Steveston Community Centre
Transportation Hub	<ul style="list-style-type: none"> a) Evolution of Transportation b) The "Sockeye Special" c) The Backbone of Commerce 	<p>Primary</p> <ul style="list-style-type: none"> • Steveston Tram <p>Secondary</p> <ul style="list-style-type: none"> • Britannia Shipyards National Historic Site • Steveston Museum and Post Office • London Farm • Railway Greenway • Steveston Harbour • Steveston Community Park • London Wharf Park

Interpretive Themes

The following interpretive themes, or central concepts, can be seen in all of Steveston's heritage places and activities. These concepts are important lenses through which Steveston's history and heritage can be viewed and its stories told.

These themes, and the stories that follow, highlight Steveston's unique heritage and offer opportunities to illustrate how these histories are part of the larger story of British Columbia and Canada.

A. Cultural Diversity – Steveston was and is a culturally diverse area, attracting people from around the globe for economic opportunities and natural beauty.

Since before contact, Indigenous peoples were drawn to the areas' rich resources. Later Chinese, Japanese, South Asian and European populations came and developed commercial fishing and farming industries. Changes in community populations through the late nineteenth and twentieth centuries were representative of larger socio-economic trends and government policies such as:

- Establishment of the reserve and residential school systems for First Nations people outlined in the Indian Act;
- Restrictions on Indigenous peoples' cultural heritage practices such as fishing and potlatches;
- Race-based immigration policies such as the Chinese Exclusion Act;
- Race-based awarding of fishing licenses;
- Land ownership and enfranchisement laws that privileged men and people of European descent; and
- Japanese internment and seizure of property during the Second World War.

These policies shaped both the fishing and farming industries that were the backbone of Steveston's community. Despite numerous challenges, people continued to come from around the world, creating a unique mix of cultures and working together to build a community that supported each other's well-being. While racism has been a persistent factor in Steveston's history, so has the cultural harmony that was fostered through shared working and living experiences.



Image: Japanese Hospital in Steveston circa 1900, COR 1978 14 11

B. Connection to the Fraser River – Steveston exists in its current form in large part because of the physical and natural environment found in its location at the mouth of the Fraser River. The area contains significant natural heritage in the ecology of the tidal marshes, tidal sloughs and mud flats, traces of surviving indigenous vegetation, riverine and terrestrial habitat values.

The River and its rich estuary have provided many resources for the people who settled in the area, including food, fertile soil, a means of transportation and a place of beauty and recreation. The importance of the River as a connector and provider is at the heart of every story from its beginnings to today.

C. The Past in our Present – The village of Steveston and the surrounding area have maintained a strong identity despite, or perhaps because of, a series of downturns. While fishing and farming have changed significantly over the years, both are still well-represented in Steveston with many residents connected to those earlier ways of life. Preservation of heritage places and practices that long distinguished Steveston has played a role, so has a turn toward a new economic basis in tourism. While today's Steveston looks very different than that of a one hundred years ago, the legacies of what was built then, still lives on in its people, places and activities.



Image: Steveston Waterfront circa 1943, COR 1985 4 14

Stories / Sub-stories

Although Steveston has many stories to tell, this plan focuses on four central stories which provide a rich basis for interpretation and offer opportunities for existing places, objects and activities to bring each story to life.

A. Fishing

Fishing has been a central driver of settlement in the Steveston area, which served as a base from which fishers could collect and process their harvest for hundreds of years. This was seen in the rich traditions of Indigenous Peoples fishing the Fraser River and Salish Sea and remains true for the more than 500 commercial vessels in the modern day Steveston Harbour.

Contained within the Fishing storyline are a number of sub-stories that speak to not only the technical aspects of the work but also the people doing the work and their experiences of hardship and success.

- **The Catch** describes the many species of fish and other sea life that have provided sustenance for people over the years. In addition to fish traditionally found in the Fraser River, the Catch tells about the species that were and are commercially fished up and down BC's coast by the vessels and fishers of Steveston.
- **Fishing Techniques and Traditions** focuses on the methods of fishing and their technological and cultural evolution. From the highly productive, and carefully regulated, traditional Indigenous fishing techniques, to gillnets, Seine nets and Easthope engines, each fishing method is unique to a people and time and sets the stage for the day-to-day experiences of Steveston's fishers and their families.
- **Processing the Catch** highlights the prolific fish processing industry and the people who worked in it, that shaped Steveston's development during the twentieth century. This story is dominated by the salmon canneries that lined Steveston's Cannery Row, but also includes Indigenous practices of salmon preserving and modern practices of reduction and freezing.
- **The Fishing Fleet** tell the story of the vessels that supported fishers and the unique craftsmanship that went into their design and maintenance. In particular, this includes the history of the many boat works that were owned by Japanese Canadians who brought their unique boatbuilding skills with them from Japan.

The prominence of fishing in Steveston's development allows for numerous interpretive opportunities, highlighted by two National Historic Sites – the Gulf of Georgia Cannery and the Britannia Shipyards – and brought to life today at the Steveston Harbour.

B. Farming

While today's farmland is found largely on the outskirts of Steveston, farming has been an important activity shaping the area's development. Throughout the twentieth century, farming in Steveston has taken many shapes, evolving to suit the people, economic markets and technology of the time. From Chinese market gardens, to family dairy farms, to large-scale grain farms, to the berry and vegetable farms in today's Agricultural Land Reserve, each of these illustrates unique features of the land and the people who work it.

- **The Nature of Steveston Farms** shares how farming in Steveston shaped and was shaped by the River and its ecology. From the creation of the dyke system to maximize use of the rich delta soil to management of "pests", and the use of chemicals to increase production, farming has had a significant impact of the ecology of the River estuary.

- **A Farming Community** tells the story of Steveston's many farming families and how together, they worked the land. These stories of resilience and resourcefulness share how farmers, their families, labourers and community worked together to make a living off the land. These stories also illustrate the class, gender and racial divides that were part of twentieth century farming culture.
- **The Business of Farming** speaks to the evolution of farming methods and how farmers worked not only to feed their families, but to produce crops that supported a sustainable business. From the types of crops planted, to the farming implements used, to the means of transportation to get to market, each decision set the course for how successful a farm business would be.

The story of farming is primarily told at London Farm with supporting interpretation in parks spaces and along the dyke trail.

C. Community Life

Being located in the Southwest corner of Richmond surrounded by river and open fields, Steveston has always been set apart from other populated areas. Because of this, community members took it upon themselves to build what it needed, developing a strong sense of independence. This story of Community Life reflects this enterprising spirit and illustrates how people from diverse backgrounds can come together to form a community.

- **Building Community** focuses on the amenities and activities that developed in Steveston as the community grew. From hospitals and schools to banks and pubs, these places and activities characterize the people of Steveston and their life outside of work.
- **Home Life illustrates** how the people working in the fishing, canning and farming industries lived. The opportunities offered by this work attracted people and families from around the world who lived in different circumstances, practicing a variety of cultural traditions.
- **Staying Connected** speaks to the evolution of communication methods that the diversity of people in Steveston used to maintained connections with their families in distant lands.
- **Nikkei Contributions** tells the story of the Japanese Canadians who played a significant role in the shaping of the Steveston community. From the first settler from Mio, Japan, to the forced removal of Japanese Canadians, to the modern contributions to Steveston's community, the ups and downs faced by the people of Steveston have put an indelible mark on the community known today.

The story of Community Life is told at many places throughout Steveston. The Steveston Museum Post Office serves as a focal point, while Britannia Shipyards and London Farm offer immersive experiences.

D. Transportation Hub

The story of Steveston as a Transportation Hub is the only story that is largely situated in the past. In today's world of highways and busses, it is difficult to imagine the large steamships of the early twentieth century that visited Steveston's port regularly to transport canned salmon across the sea. Also lost are the ferries and interurban tram that took people from the busy Steveston town to the neighbouring areas of New Westminster or Vancouver. With each change in transportation came changes to the development of Steveston and the lifestyle of people travelling and moving goods.

- **Evolution of Transportation** tells the story of the changes to how people and goods moved from Steveston to other places in the region or world. It includes the early international ships, local travel by canoe, ferry or horse, as well as the interurban tram system and modern day transit and roads.
- **The "Sockeye Special"** was the affectionate name locals gave to the interurban rail, reflecting the importance of the Tram to the people of Steveston. This story shares the experiences of the people who travelled on the Tram for work and going to and from social events in Richmond and Vancouver.
- **The Backbone of Commerce** describes how various transportation systems supported the commercial development of Steveston. This includes systems that brought workers into Steveston during the fishing and canning seasons and provided producers with a reliable method of marketing and transporting their products.

This story is primarily told at the Steveston Tram with supporting interpretation at the Steveston Museum and Post Office and London Farm.



Images, top to bottom, left to right: Wood working displays at Britannia Shipyards, Tram passenger display, Doing laundry at London Farm

Interpretive Goals

Interpretive goals help direct the presentation of the themes and stories described above. These interpretive goals focus on the primary points of interpretation at City-owned facilities and places. As of 2021, the Gulf of Georgia Cannery National Historic Site is undergoing its own interpretive planning process with input from other stakeholders, including the City of Richmond.

Britannia Shipyards National Historic Site Goals

Interpretation at this site is designed to...

- Create authentic and immersive experiences of the daily life of the people who worked in West Coast fishing and boatbuilding;
- Foster greater understanding of the cultural diversity of people that supported West Coast fishing and boatbuilding;
- Encourage discovery of the complex workings of West Coast fishing and boatbuilding industry; and
- Inspire connections to and stewardship of West Coast maritime heritage and the Fraser River.

London Farm Goals

Interpretation at this site is designed to...

- Inspire connections to and stewardship of the land and the site;
- Create an environment of curiosity and remembering of early 20th century farm life;
- Foster greater understanding of agricultural and farm practices of early 20th century farming; and
- Encourage discovery of the people and complexity of Richmond's farm society.

Steveston Museum and Post Office Goals

Interpretation at this site is designed to...

- Create opportunities for local residents to connect to each other and visitors;
- Foster greater understanding of the Steveston community's history and activities;
- Showcase Steveston's unique cultural heritage through art and heritage displays; and
- Encourage discovery of Steveston's exceptional heritage places.



Image: School program at Steveston Museum and Post Office

Steveston Tram Goals

Interpretation at this site is designed to...

- Immerse visitors in the authentic experience of riding on an interurban tram in the first half of the 20th century;
- Foster a greater understanding of the significance of interurban transportation to Richmond;
- Encourage discovery of the streetcar technology and operation; and
- Inspire connections to Richmond's transportation history.

List of supporting resources (by area of interest)

Branscombe House

Branscombe House Conservation Plan,
Don Luxton and Associates, 2013

Britannia Shipyards National Historic Site

The Britannia/Phoenix Heritage Study,
Duncan Stacey, 1983

A Heritage Overview of "Area E" at the Britannia Waterfront, Leonard Ham, 1988

City Bylaw 5585 for Heritage Designation,
City of Richmond, 1990

Britannia Information Report,
City of Richmond, June 1990

Britannia Complex Phase II,
Robert Lemon Architecture, Sept. 1990

1991 Agenda Paper HSMB of Canada,
Parks Canada, 1991

Some Tree Ring Dates for buildings at the Britannia Heritage Shipyard – Dendrochronology Report,
ML Parker Co., Mar. 1992

The Britannia Heritage Shipyard Marketing Research Study, MDM Marketing Consultants, May 1998

Steveston Community Industrial Adjustment Study: Final Report Feasibility Analysis, Cornerstone Planning Group, May 1998

Britannia Heritage Shipyard Business Plan, Britannia Business Plan Steering Committee, Sept. 2000

Britannia Heritage Shipyard Historic Zone Interpretive Plan, Denise Cook Design, Sept. 2006

Britannia Heritage Shipyard Marketing Project – Steveston Resident Discussion Group Plan,
Mitchell James Marketing, 2006

Britannia Heritage Shipyard Marketing Project – Multi-year Marketing and Communications Roadmap,
Mitchell James Marketing, 2007

Britannia Shipyards NHS Strategic Plan 2014-2018,
City of Richmond, 2014

How We Lived: Stories of Work and Play at Britannia,
City of Richmond, Feb. 2009

Britannia Shipyards NHS Site Entryways and Wayfinding Concept, Denise Cook Design, Mar. 2010

Voices of Britannia: The People, the Stories and the Future" Community Engagement Project – Final Report, City of Richmond, Nov. 2013

Seine Net Loft Design Brief, City of Richmond, Jan. 2015

Britannia Heritage Shipyard Conservation Plan,
Don Luxton and Associates, 2015

Waterlot Management Plan, City of Richmond, 2016
Japanese Duplex and First Nations Bunkhouse Historical Literature Review, Denise Cook Design,
May 2016

Restoring the Japanese Duplex and First Nations Bunkhouse Buildings, City of Richmond, Sept. 2016

Maritime Vessel Management and Operational Plan,
City of Richmond, Nov. 2016

Britannia Shipyards Heritage Site Business Plan – Market Analysis, RC Strategies + PERC, Nov. 2017

Britannia Visitor Survey (in conjunction with Strategic Development Plan), City of Richmond, 2017

Britannia Shipyards NHS Strategic Development Plan,
Nordicity, 2018

Britannia Staff & Board Boat Survey Summary,
City of Richmond, 2018

Britannia Shipyards Building History,
City of Richmond, Sept. 2018

Management of the Existing Fleet of Boats at Britannia,
Bud Sakamoto, Nov. 2018

Marketing Plan for Britannia Shipyards,
City of Richmond, April 2020

Garry Point Park

Garry Point Park Master Plan, Pacific Landplan Collaborative Ltd., 1983

Gulf of Georgia Cannery National Historic Site

Gulf of Georgia Cannery Management Plan,
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