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Western Arctic

Tourism Strategy

Draft Volume 5

Western Arctic Visitor's Centre Development Plan

Western Arctic Visitors Association Economic Development and Tourism

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PREFACE

In the fall of 1986, the Western **Arctic Visitors** Association **commissioned** the consortium of **Pelman Architects**, MacLaren **Plan-**search and Addison Travel Marketing to prepare a comprehensive tourism development and marketing strategy. The consultants were also asked to prepare architectural plans for a proposed WAVA Visitors **Centre** and a conceptual development scheme for the **Dempster Highway**.

The study was funded under the Economic Development Agreement and overseen by the Department of Economic Development and Tourism.

The goals of the study were to create an action oriented plan that will achieve the following:

- o increase awareness of the long term potential of the tourism industry;
- o develop a **commitment** by both individual operators and **communi-**ties as to becoming involved in tourism; and
- o to identify the implementation requirements for the construc- tion of much needed facilities and the implementation of new tourism **opportunities** (package tours, outfitters, **etc.**).

The objectives of the study are as follows:

- o to develop a background of information on tourism development in the Western Arctic Region for the public and private sector;
- o to detail a specific implementation strategy for tourism development;
- o to increase the community awareness of tourism opportunities and potential developments;

- o to provide a specific marketing strategy for the region with definite action oriented goals to be implemented prior to the completion of the study;
- o to develop tourism products and prepare **prefeasibility** studies for a number of projects during the planning process; and
- o to encourage private sector development in the Western Arctic tourism industry.

The study then was clearly meant to encourage locals to become actively involved in the travel industry as well as provide operators and government with a blueprint for future tourism development.

At the onset of the study, interest in tourism development opportunities was relatively low, and the impact of the oil and gas industry was very much in evidence. Gradually, however, as the reality of the downturn in gas exploration set in, many local entrepreneurs became enthusiastic about the travel industry. The last half of the study process was marked by extraordinary involvement of the local people.

The study also had the ongoing support of the GNWT particularly the Department of Economic Development and Tourism in both **Inuvik** and Yellowknife.

VOLUME 5: WESTERN ARCTIC VISITORS' CENTRE DEVELOPMENT PLAN

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1. INTRODUCTION

1.1 OBJECTIVE

The Western Arctic Visitors **Centre** to be located in **Inuvik**, is to provide a multi-use facility for visitors arriving by air and the **Dempster** Highway, and for use of the community at large.

The **Centre** is seen as a major focus for tourism in the Western Arctic, providing the visitor with access to information on the historical, cultural, recreational riches the region has to offer, and as the potential catalyst for further urban development in the downtown *core*.

With the future addition of a museum, the **Centre** could become the nucleus of a recreational, cultural, and civic complex for the residents of **Inuvik**, and the region.

1.2 SITE

The proposed site is located at the northwest corner of **Bompas** Street and Mackenzie Road. The site was selected because of its high visibility to visitors arriving from the **Dempster** Highway and the airport, its proximity to the downtown core, and its relationship to the high school and Mackenzie Square.

The proposed **centre** and parking can be accommodated on the eastern portion of the site. Phase II and any further expansion, **will** require the relocation of the Anglican Church buildings.

1.3 THE PROPOSED DEVELOPMENT

The **centre** is planned to be multi-use and can be used for many functions including trade shows, for educational purposes, (the Gallery can be subdivided into class rooms) and for a variety of **community** activities.

The building is designed primarily as a simple but strong form within the Inuvik townscape. The main space has a high ceiling with a skylight focus and an exposed wooden structure for height and visual effect. Metal siding is used as an exterior cladding material as well as for the roof. The building will be painted strong colours to compliment the colourful character of downtown Inuvik. A strong focus is created with the use of the main entrance canopy of large columns and a skylight structure. Provided over the main entrance is a fascia for signage. The main doors are to be cedar carved by local artists.

2. PROJECT DESCRIPTION

2.1 BUILDING COMPONENTS

1. Sales and Information Area:

Located in the main lobby, the visitor is provided with personal attention regarding the various tourism opportunities and travel packages available for sale, calendar of events, maps and other information. Arts and crafts of the region will also be offered for sale.

2. Western Arctic Visitor Association Offices:

The main offices for the Western Arctic Visitor Association are provided as the core responsibility and administration of the building comprising a general reception area and waiting space located adjacent to the lobby, three administrative offices and a meeting room. An office is also provided separately for the Parks Department, and Government of the Northwest Territories.

3. Regional Display Gallery:

The major focus of the building is a walk-through self-guided exhibition experience organized into the three key sections of the Western Arctic Region - Mackenzie River Area, Mackenzie Delta Area and the Arctic Ocean Area. Included in this last section will be the Dempster Highway and the N.W.T. Park Department displays.

The Gallery will display historical, cultural and recreational information and provide travel advice for the visitor. Development of the region will also be displayed.

4. Storage and Workshop:

An adjunct to the Gallery for maintenance and storage of displays when not in use.

5. **Theatre:**

The 100 seat **theatre**, multi-media space with projection booth and small stage, will provide the visitor with audio-visual and live events for the promotion of tourism in the region.

6. **Arts and Crafts Workshop:**

Provides the visitor with the opportunity to watch and communicate with local artists and artisans. The workshop has direct access to the plaza for outside display of their work.

7. **Lounge:**

Located off the main lobby with comfortable seating and served by a small kitchen concession.

8. **Resource Library:**

Books of local and regional interest, for the use of visitors, community and administration will be located here. The library will also have a small reading area.

9. **Utilities:**

Washrooms, public and private, including **facilities** for the **handi-**capped are provided as well as mechanical and maintenance rooms.

10. **Plaza and Outdoor Stage:**

The raised Plaza with stair and wheelchair access is the main entry to the **centre**. During the summer months, the Plaza provides a flexible outdoor space for special events, outdoor displays and a focus for native arts and crafts. The outdoor stage has bleacher seating for approximately **80** people, but can easily seat a larger assembly on the Plaza using stacking chairs or benches.

2.2 BUILDING CONSTRUCTION

Foundations:

Main building on piles.

Raised concrete plaza on gravel base.

Building Structure:

Wood frame construction.

Thermal envelope insulated prefinished metal cladding to roof and walls externally painted; gypboard internally.

Floors:

Suspended insulated wood floor with heated frame sub-floor.

Walls:

Wood columns, wood stud **infill** panels and interior **walls**. Insulated metal cladding exterior.

Roofs:

Wood frame, beams (exposed in display gallery), **nsulated, pre-** finished metal clad roofing.

Insulation:

Thermal envelope designed to reduce or eliminate thermal bridges, and retain complete integrity of **vapour** barrier.

Mechanical:

Zoned ventilation units also providing supplementary sub-floor heating. System to utilize any waste heat before recirculation. Outside air intakes and exhaust air outlets designed to minimize the adverse effects of the climate. Exterior wall zoned heating system to have standby capacity.

Electrical:

High and low voltage system with constant voltage transformer.

Windows and Skylights:

Triple glazed thermal windows.

Doors:

Triple glazed external sliding doors, and metal flush doors and frames with hardware elsewhere. Main entrance doors to be carved cedar.

Finishes:

Carpet floor in the majority of areas, with vinyl asbestos **floor** tiles on the washrooms, workshop and storage areas. Painted walls throughout with ceramic tile **splashback** areas in the washroom and kitchen areas. The ceiling of suspended painted gypboard ceiling, following the profile of the roof in display areas.

Fittings:

The supply and installation of 100 low cost theatre seats, a reception desk, and kitchen cabinets and work top.

Plumbing:

Plumbing and hot water system to the washrooms and kitchen.

Heating and Ventilation:

An air-conditioning system with heater coils.

Sprinkler System:

A sprinkler system with heads at 15' 0" **centres** operated by heat sensors.

External Plaza:

A concrete paved area on a granular bed. The work includes seating formed in the concrete bed, ten external lights, and three flag poles.

Drainage:

An allowance for a storm and sanitary drain, the extent of which is undefined.

2.3 SCHEDULE OF ACCOMMODATION - PHASE 1

Western Arctic Visitors Association	
Reception/Secretary	180 sq. ft.
Administrator	180
Offices (2 x 144)	288
N.W.T. Parks Dept. Office	144
Meeting Room	288
Resource Library and Storage	320
Sales and Information Area	350
Regional Display Gallery	2,800
Storage/Workshop	624
100 seat theatre, stage and projection booth	1,072
Lounge and Kitchenette	440
Arts and Crafts Workshop	480
Washrooms	624
Mechanical and Maintenance Area	240
Vestibule, Lobby and Circulation	<u>1,210</u>
Building - Phase 1 Total:	<u><u>9,240</u></u> sq. ft.
Outdoor Stage and Bleacher Seating for 80	956 sq. ft.
Main Plaza and Outdoor Display Area	<u>3,704</u>
Total	<u><u>4,660</u></u> sq. ft.
Parking provided initially for:	
20 R.V.'s and Buses	
10 Autos	

3. PRELIMINARY COST ESTIMATES

Pelman Architects, in consultation with Anthony Steadman and Associates, Chartered Quantity Surveyors, have prepared a preliminary estimate for the cost of construction of the Western Arctic Visitors Centre, together with a scope of the works, and a basis of estimate.

It has been anticipated that the work would be commenced in April, and carried through to completion at the end of the same year, thereby taking advantage of the summer months. The **labour** force would be generally non-union, using local **labour** where possible and benefiting from a ten hour day in order to reduce costs. In order to reduce costs, consideration could be given to the prefabrication of as many components as possible that can be transported with minimal bulk, to reduce as much as possible the on-site **labour** with its associated costs.

The estimate is based upon a management contract in some form, that is, either as a total management contract, with the project manager tendering all the sub-trades, and direct ordering **all** the larger components; or the use of a general contractor, with some direct ordering of the more specialist, and easily separated items.

Because the design is in a preliminary stage, a number of assumptions have been made, which are described in the scope of the works. As the estimate is understood to be for budget purposes, 10% contingencies has been added to cover unforeseen design problems, and unknown client requirements. As an alternative to the high contingencies, there is scope to reduce the design standards in areas, thus reducing the costs accordingly. Building costs are approximately **\$140/sq. ft.** which is in keeping with highteck service intensive buildings in the north.

3.1 BASIS OF ESTIMATE

- o **Pelman** Architects' plans for phase 1 show the building to be 9,240 square feet.
- o The pricing is based upon a small non-union contractor, with some **pre-purchasing**, or upon a construction managed type contract.
- o due to the large amount of **pre-purchasing** required, an advance payment of 20% is allowed for in the estimate, to reduce Contractor financing costs.
- o A total contract period of 9 months.
- o the use of local gravel.
- o The estimate excludes the following:
 - land or property costs;
 - design or engineering fees;
 - permits or charges to be paid by the owner;
 - financing charges, created interest on borrowed capital during construction;
 - furniture or fittings, including display material except that set out in the scope of the works.
 - external works, or paving beyond the forecourt and external stage area; and
 - air freight of any construction materials.

3.2 DETAILED ESTIMATE
(Hard Costs Only)

Foundations	\$ 270,000
Building Structure	133,000
External Walls	126,000
Internal Walls	35,000
Roofing	180,000
Skylights	30,000
Windows	15,000
Doors	21,000
Finishes	130,000
Fittings	60,000
Plumbing	45,000
Heating & Ventilating	140,000
Electrical	88,000
Sprinkler System	<u>45,000</u>
	1,318,000
External Plaza	50,000
Drainage	<u>32,000</u>
	1,400,000
Contingencies - 10% of total estimate	<u>140,000</u>
TOTAL	\$1,540,000



