

Arctic Development
Library

***Tourism Strategy, Interim Draft Report,
Dempster Highway Development Plan,
Western Arctic Visitors Association,
Economic Development & Tourism
Catalogue Number: 11-25-30***

11-25-30

Western Arctic

Tourism Strategy

Interim Report: Draft Dempster Highway
Development Plan

Western Arctic Visitors Association
Economic Development and Tourism

MacLAREN PLANSEARCH
PELMAN ASSOCIATES ARCHITECTS
ADDISON TRAVEL MARKETING

87-11

40313

Lavalin

1. INTRODUCTION

The Dempster Highway, officially opened in 1979, is one of the unique highways of the world. The 700 km route originates near Dawson in the south and extends to Inuvik in the north crossing a wide variety of magnificent scenery (see Figure 1.1).

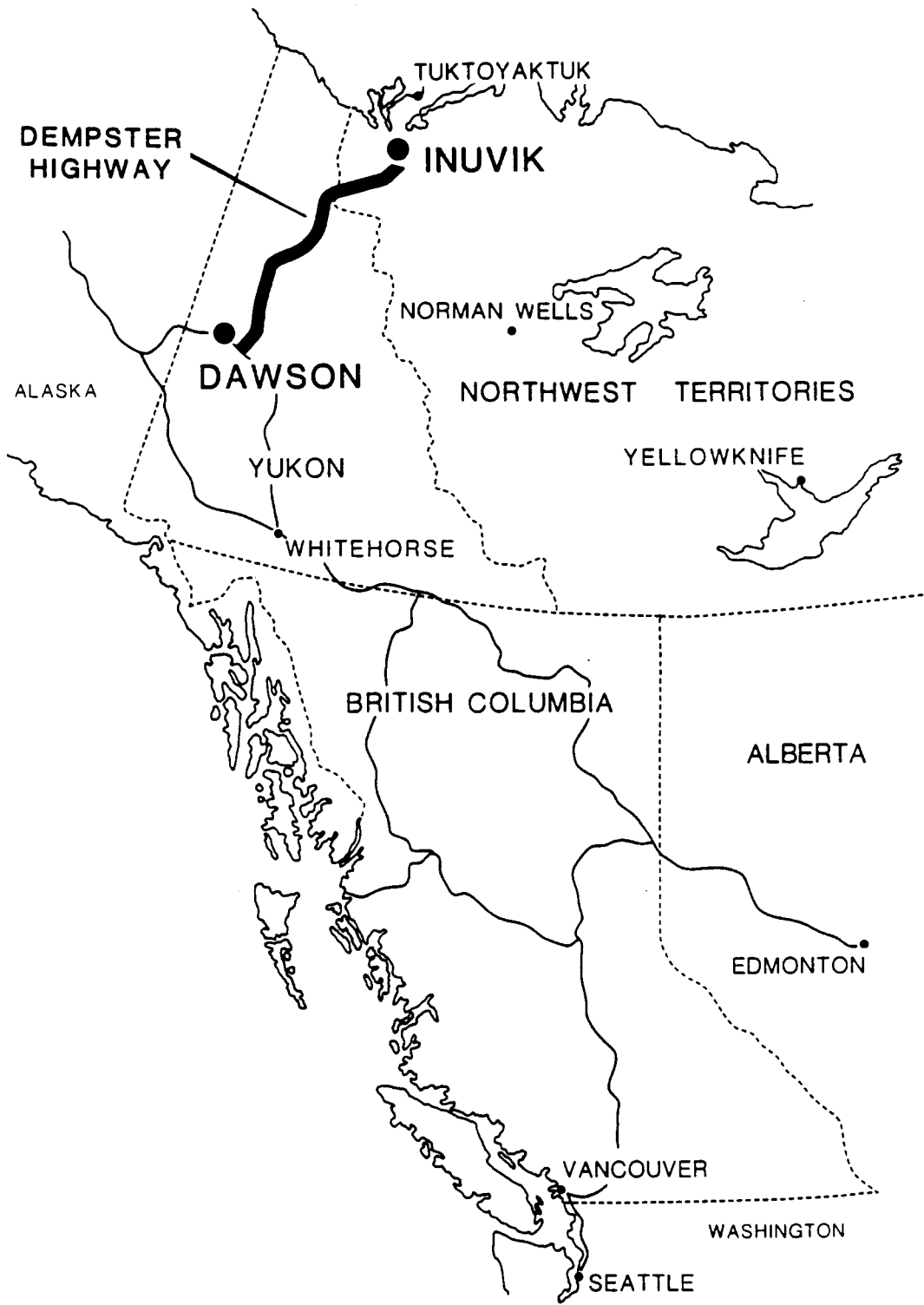
As the most northern highway in North America, the potential for tourism travel on the Dempster Highway is immense. However, to ensure that travellers on the highway enjoy the range of cultural and recreation experiences available and have a comfortable and safe trip, a series of facilities should be developed along the route. The purpose of this report is to recommend the development of these facilities.

The nature and extent of the proposed facilities vary from a major campground located at Midway Lake to a modest look out at Peel River. Whether large or small each of the proposed facilities is intended to meet the needs of travellers, capture the special nature of the region and extend the visitors stay in the area.

All the proposed development sites along the Dempster Highway are environmentally sensitive. The short growing season, limited precipitation, shallow soils, poor drainage and permafrost contribute to the fact that vegetation once disturbed is extremely slow to regenerate. The overriding objective that has influenced the location and extent of the proposed developments is: **the minimization and containment of environmental damage**. Therefore, to reduce the damage related to the proposed developments the following design and development principles have been maintained:

- o minimize areas to be cleared for development;
- o where possible utilize existing roads, trails and clearings;
- o prevent degradation of the permafrost through the use of gravel fill for road beds, building sites and campsites; and
- o regenerate cleared or damaged areas through the planting of native vegetation.

The following section contains descriptions of the proposed developments.



Dempster Highway Location Map

2. HIGHWAY DEVELOPMENTS

As indicated on Figure 2.1, a series of eight Highway Developments are proposed, including:

- o Dempster Highway Visitor Centre;
- o Yukon/Northwest Territories Border;
- o Midway Lake Campground;
- o Peel River Look Out;
- o Fort McPherson Visitor Service Area;
- o Deep Water Lake Boat Ramp;
- o Arctic Red River Development;
- o Campbell Hill Interpretive Stop; and
- o Western Arctic Visitor Centre.

The following sub sections contain detailed descriptions, conceptual drawings and cost estimates for each of the proposed developments.

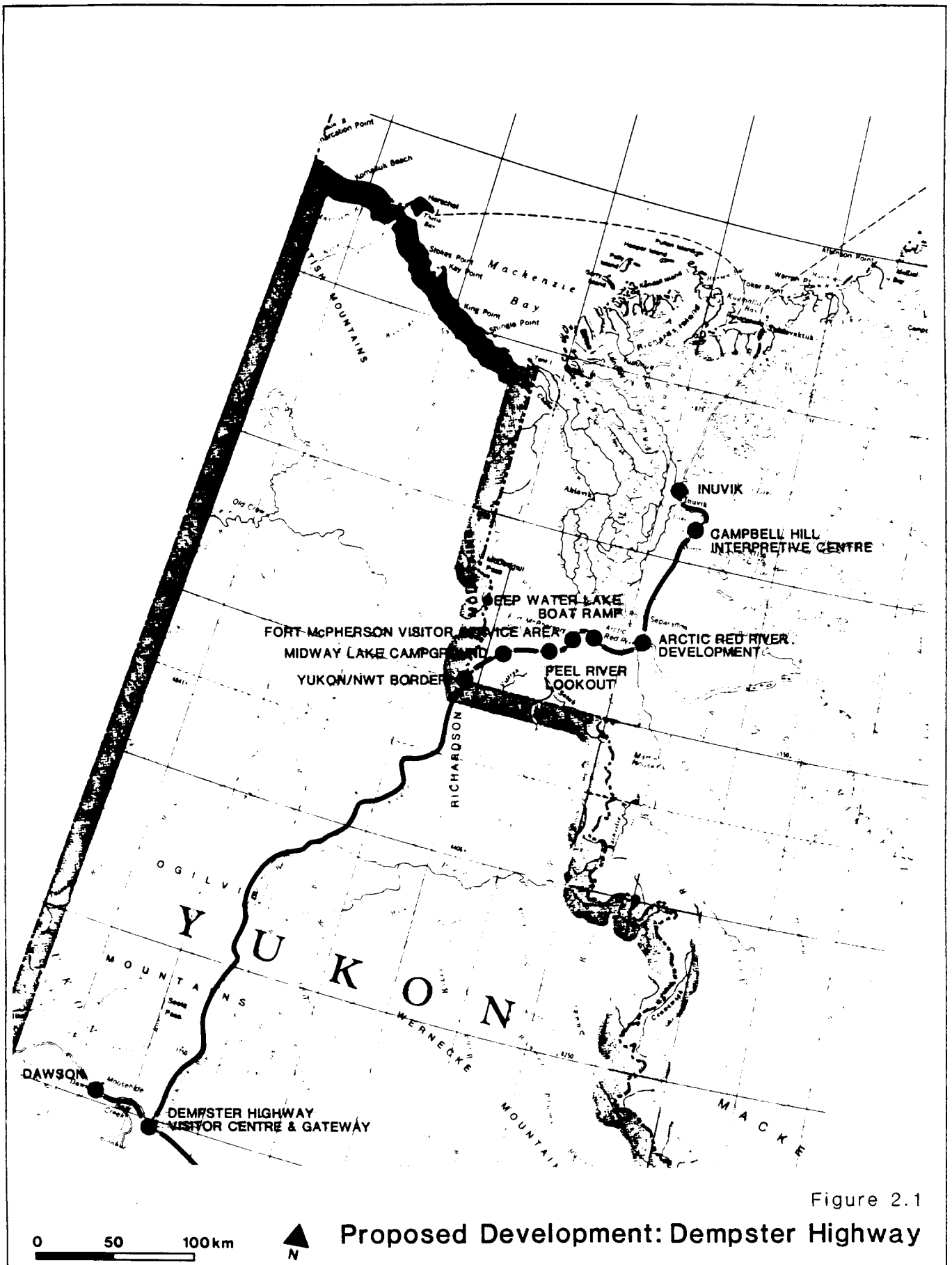


Figure 2.1

Proposed Development: Dempster Highway

2.1 DEMPSTER HIGHWAY VISITOR CENTRE

The purpose is to provide an attractive and distinctive building to exhibit displays of the opportunities along the Dempster Highway and tourism opportunities in the Western Arctic Region. The building will be constructed in two phases.

2.1.1 Building Components

Proposed development for Phase I are:

Covered Display Area. Including panels of the various tourism opportunities along the Dempster and in the Western Arctic Region.

Outdoor Display Areas. Will allow various artifacts, perhaps stuffed animals or historic features to be displayed for the public enjoyment.

Washrooms. Male and female provided undercover and fully enclosed.

In terms of architectural character the building is designed to emulate the theme used in Dawson City, using heavy wood timber columns and roof rafters, sloped metal roof and fanciful peaked facade. The building will be built on piles of basically rough wooden columns and beam structure, rustic wood siding and colourful metal roof. The building area is 1,200 sq. ft. and construction will start in 1988.

The building components for Phase II are:

Enclosed Display Area. Showing tourism opportunities along the Dempster Highway and in the Western Arctic Region.

Lounge Area.

Sales. Area for various tourism packages.

Outdoor Display Area.

In Phase II, the walls of the structure will be fully enclosed as per the master plan. This phase will include a gateway structure which is viewed as an important element for the introduction of the Dempster Highway to the visitor. Construction will be in 1990.

Dempster Highway.

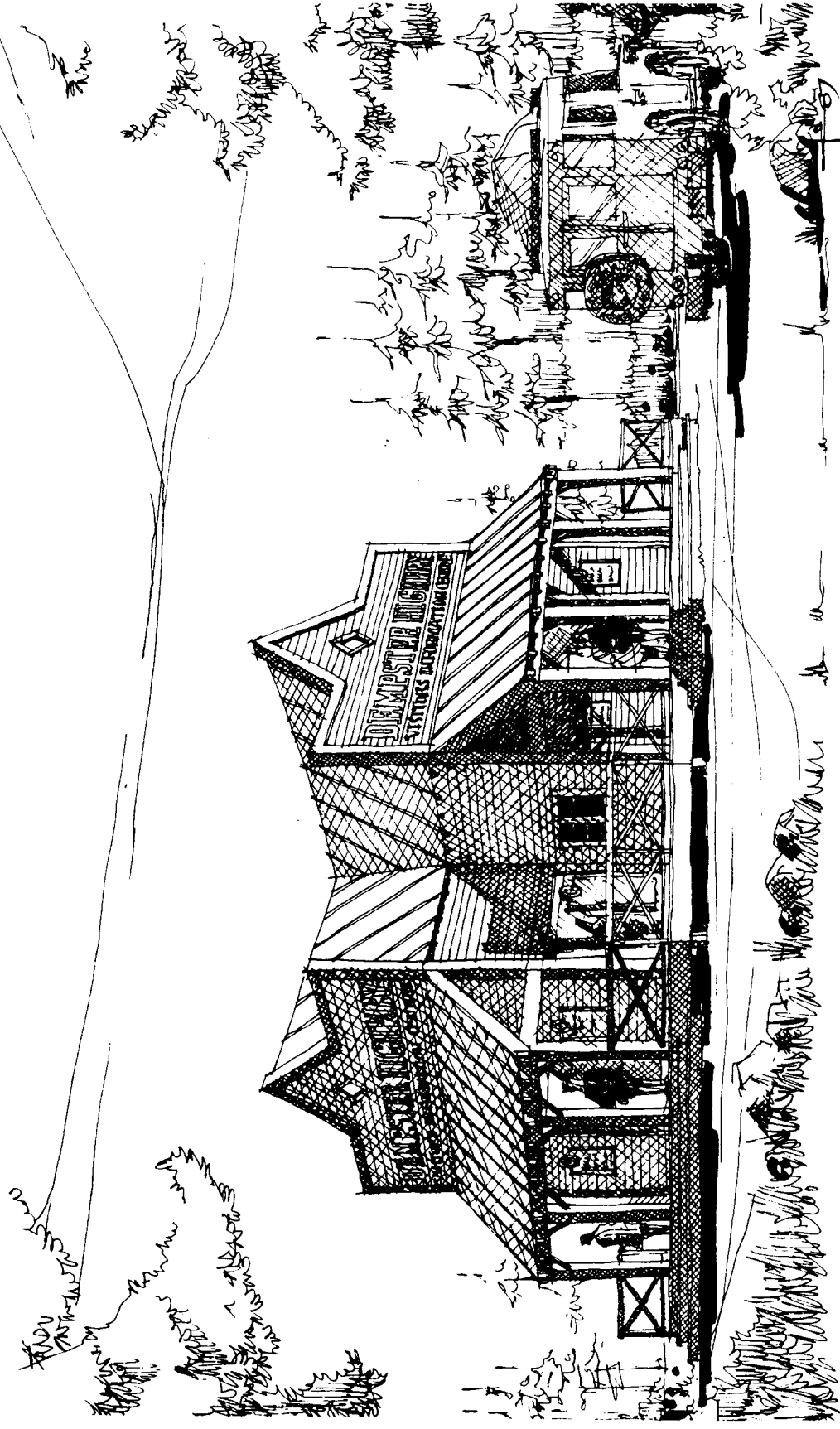
2.1 Dempster Highway
Visitor Centre

Perspective

date 1987

scale

McLAREN P. ANSE ARCH.
PELLAN ASSOCIATES ARCHITECTS
ADDISON TRAVEL MARKETING
Lavalin



Dempster Highway.

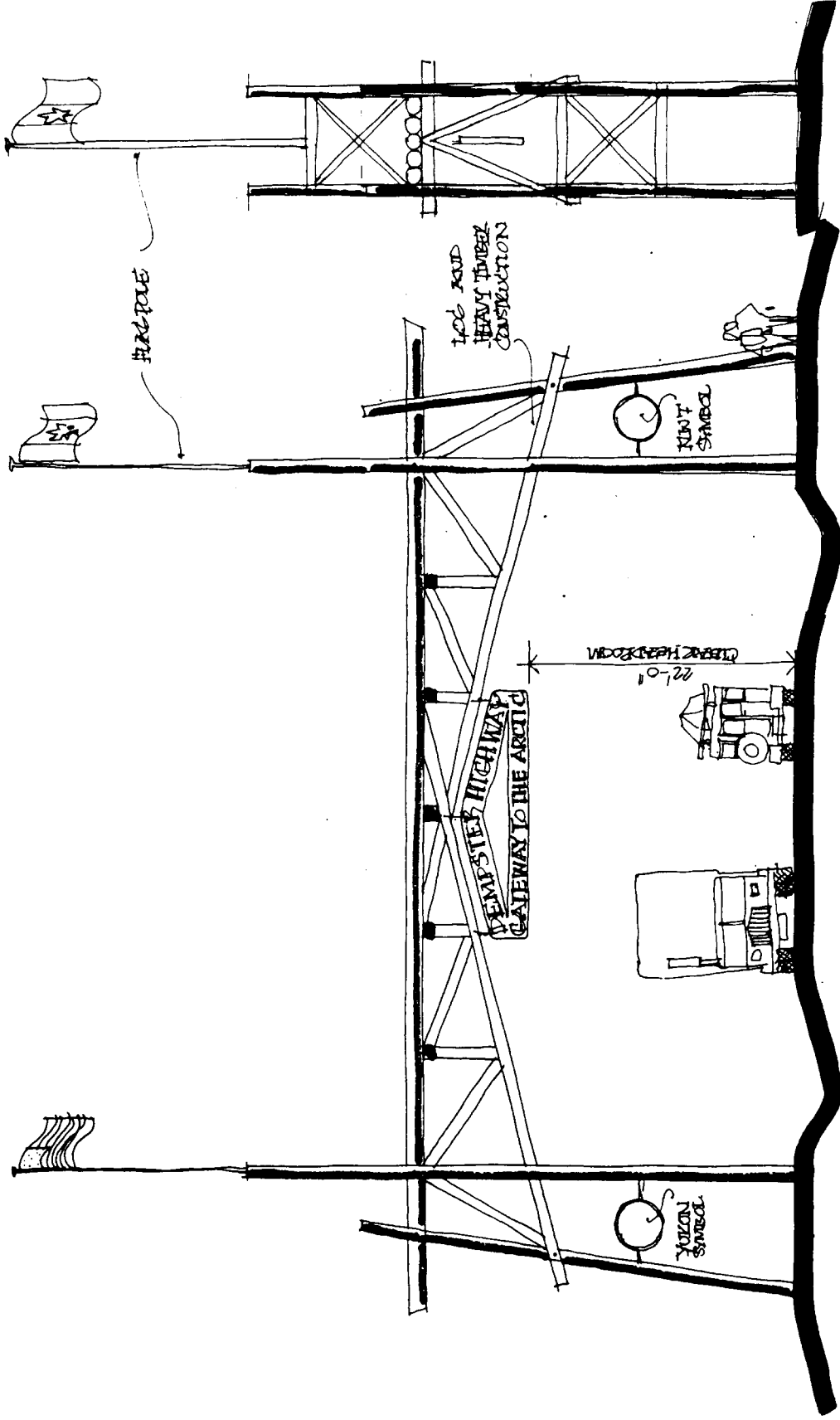
2.1 Dempster Highway
Visitor Centre

Gateway

date 1987

SCALE

MICHAEL P. LANE ARCH.
PELHAM ASSOCIATES ARCHITECTS
ADDISON TRAVEL MARKETING
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10 20 30 40 50 60 70 80 90 100 110 120 130 140 150 160 170 180 190 200

100
200
300
400
500
600
700
800
900
1000

Dempster Highway.

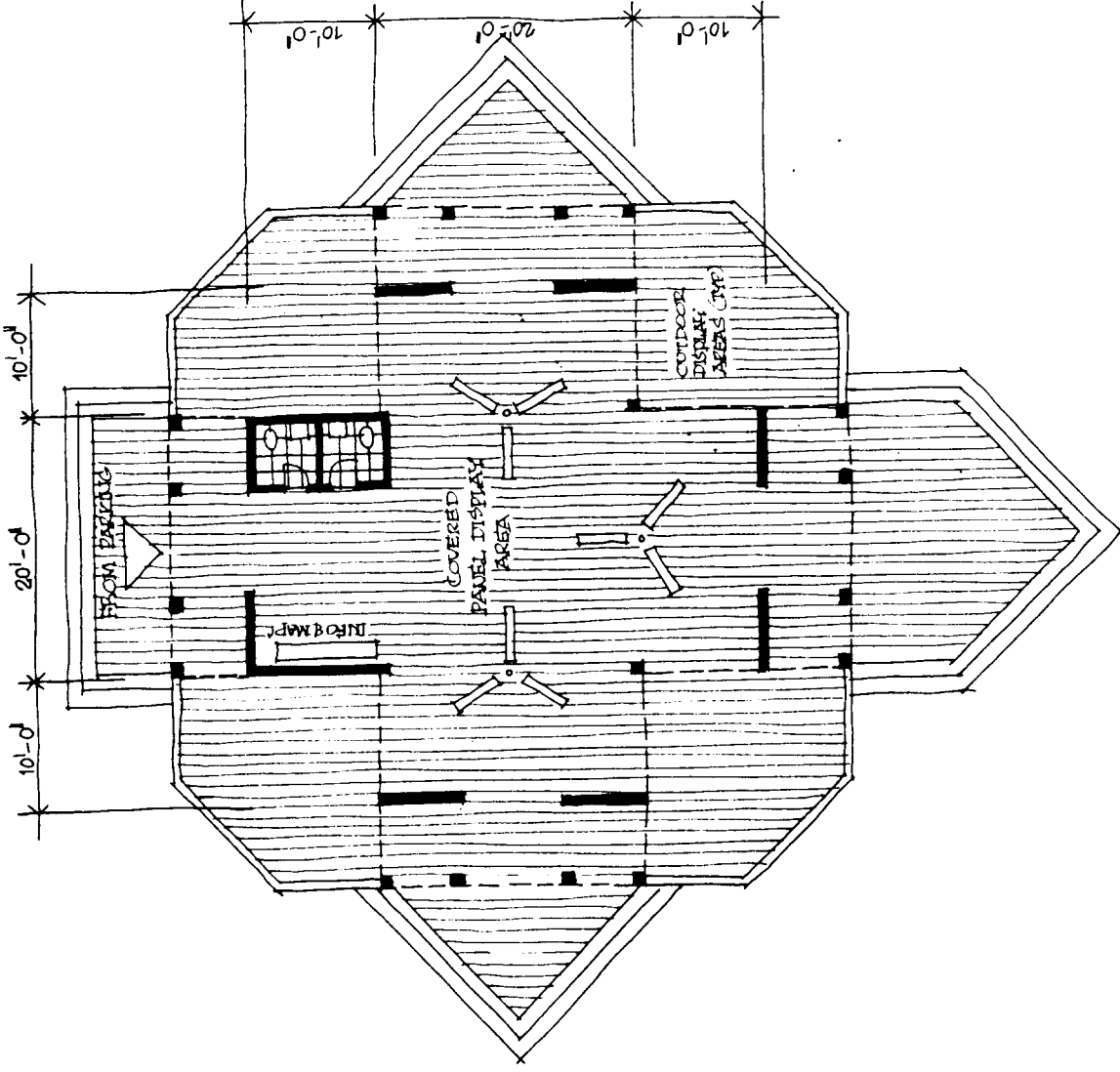
2.1 Dempster Highway
Visitor Centre

Plan Phase One

date 1987

scale

McLAREN PLANNING ARCHITECTS
PELHAM ASSOCIATES ARCHITECTS
ADDITION TRAVEL MARKETING
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Dempster Highway.

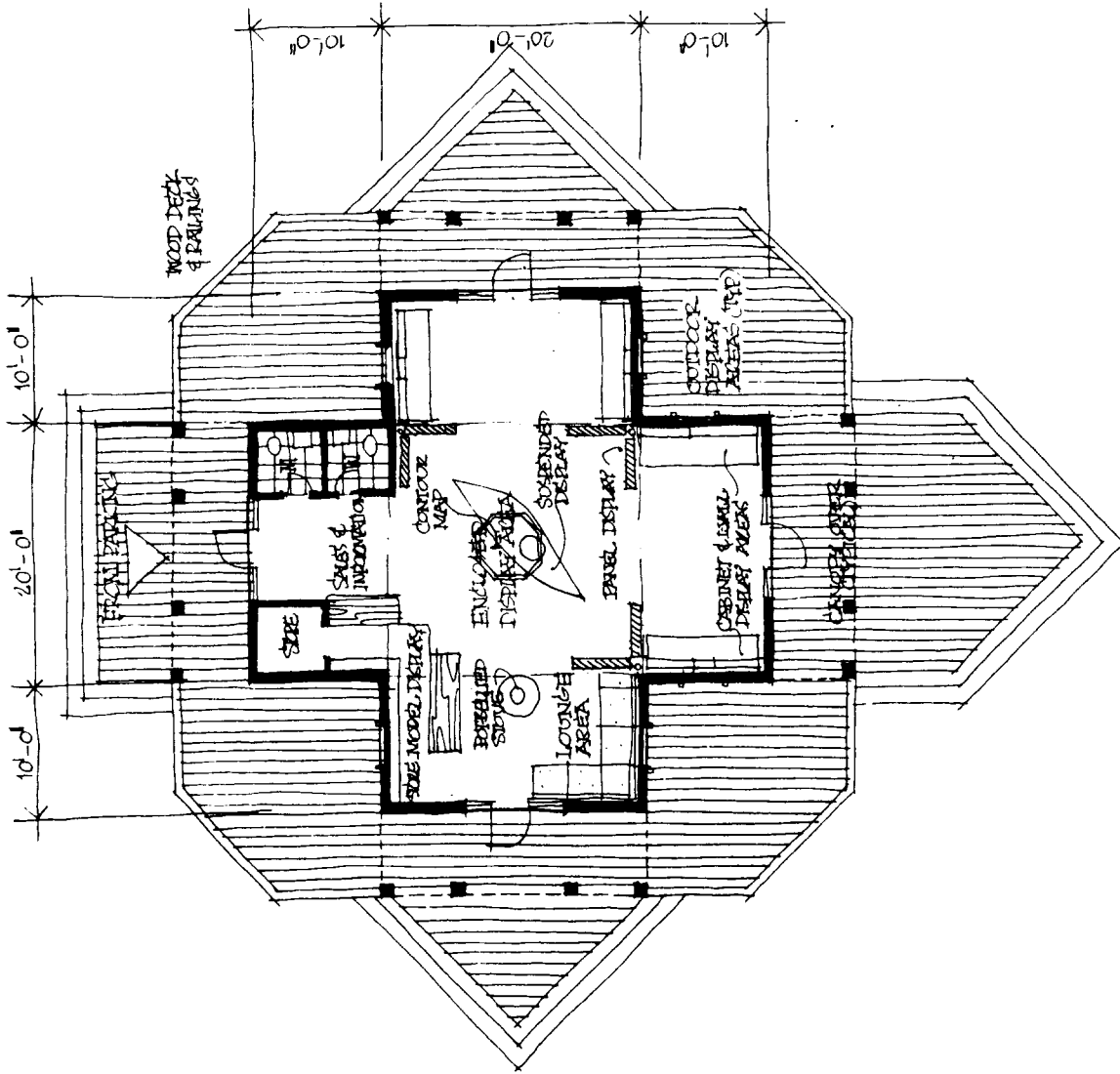
2.1 Dempster Highway
Visitor Centre

Plan Phase Two

date 1987

scale

MARKUS P. RESEARCH
PELLAN ASSOCIATES ARCHITECTS
ADDRESS TRAVEL MARKETING
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Dempster Highway.

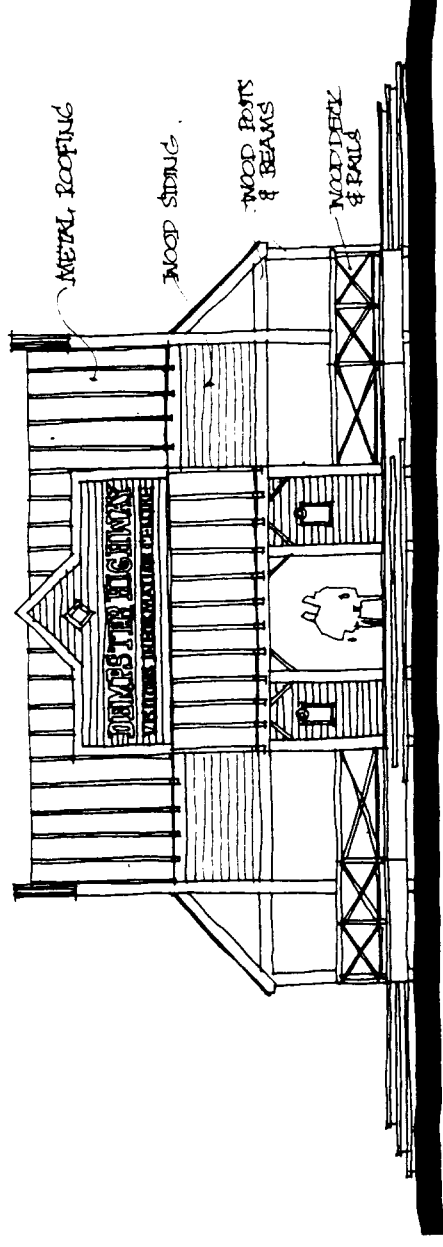
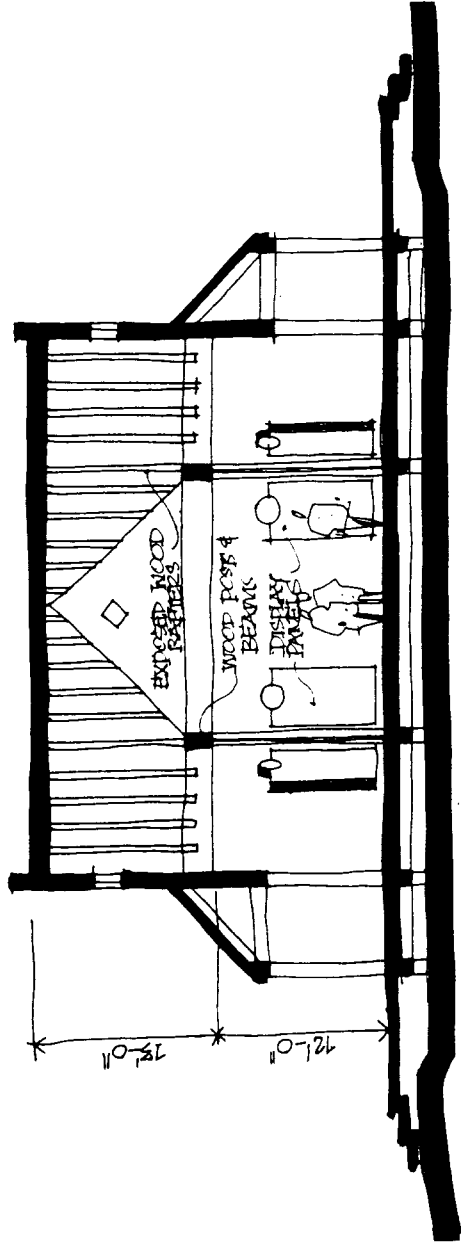
2.1 Dempster Highway Visitor Centre

Section and Elevation

date 1987

scale

MICHAEL P. AME ARCH
PELLAN ASSOCIATES ARCHITECTS
ADDISON TRAVEL MARKETING
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Dempster Highway.

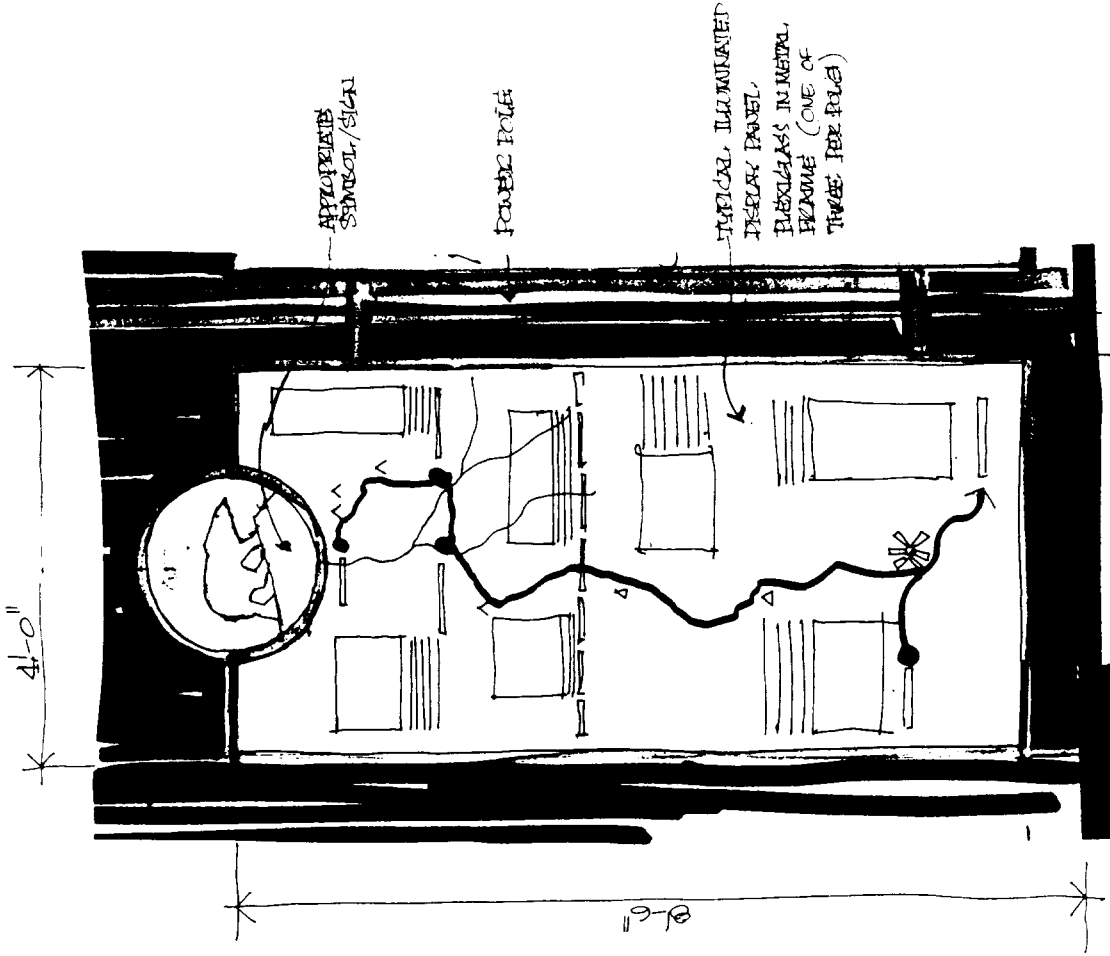
2.1 Dempster Highway
Visitor Centre

Generic Display Panel

date 1987

scale

McLAREN PLARENICH
PELLMAN ASSOCIATES ARCHITECTS
ADDISON TRAVEL MARKETING
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Dempster Highway.

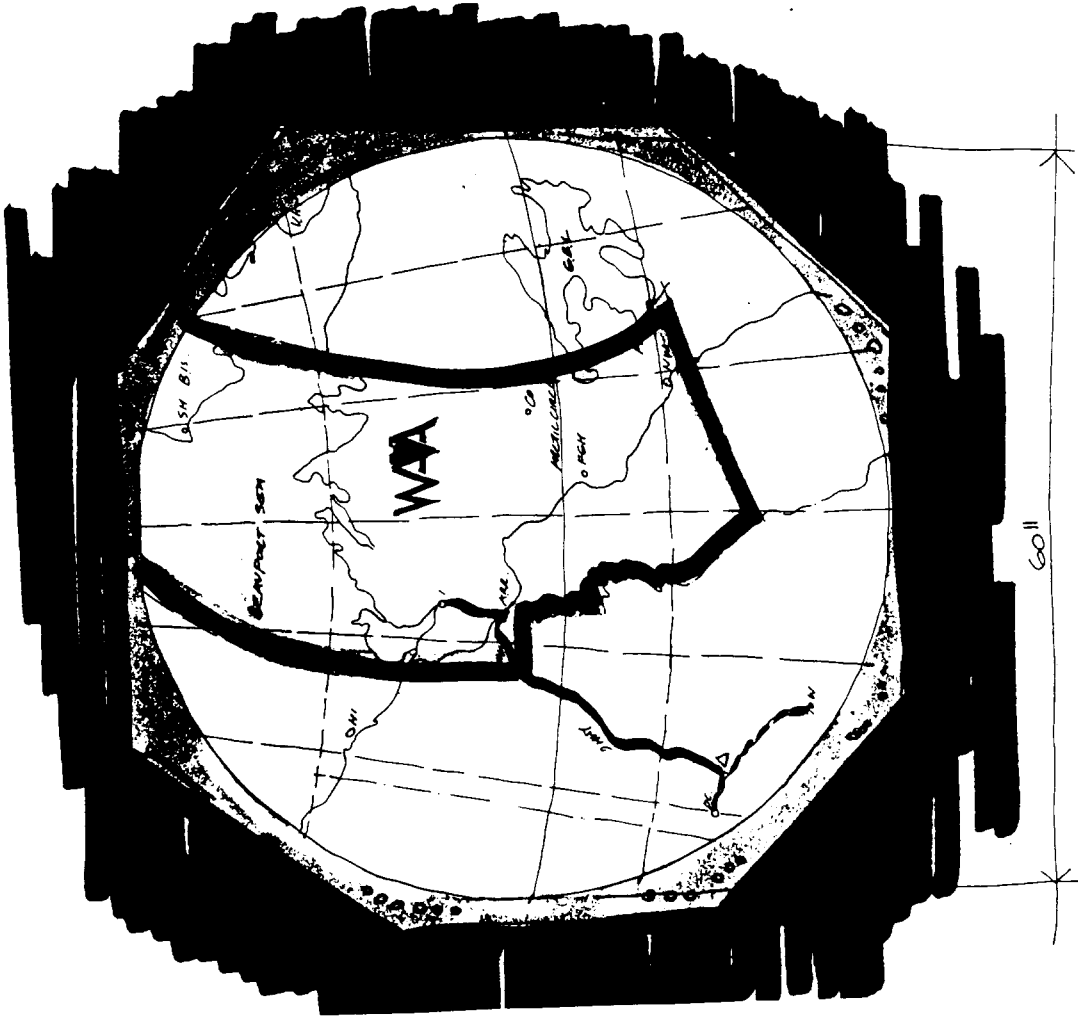
2.1 Dempster Highway
Visitor Centre

Display Contour Map

date 1987

scale

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ADDITION TRAVEL MARKETING
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2.2

YUKON/NORTHWEST TERRITORIES BORDER

The border between the Yukon and the Northwest Territories is located 465 km from the start of the Dempster Highway. Currently, it is marked by a vehicle pull off and sign. The border crossing provides an important opportunity to inform travellers of the many attractions located along the remainder of the Dempster Highway.

2.2.1

Proposed Development

The existing facilities located at the border crossing will be enhanced to include a gravel pull through that is large enough to accommodate both transport trucks and recreation vehicles. To mark the border, additional signs will be installed at both the southern and northern approaches and an information centre will be constructed.

The information centre, a 24' x 26' structure, will contain a series of nine 4' x 8' information panels. The panels will illustrate the history of the region, the development of the highway, the many cultural and recreational areas located along the route, and the location of traveller services such as gas, food and accommodation.

If required a pit privy and garbage container can be included in the proposed development. However, if installed the facilities will require frequent maintenance.

Construction is proposed for 1991. A series of conceptual drawings describing the proposed development follow this description. Construction will be in 1991.

Dempster Highway.

2.2 Yukon / Northwest
Territories Border

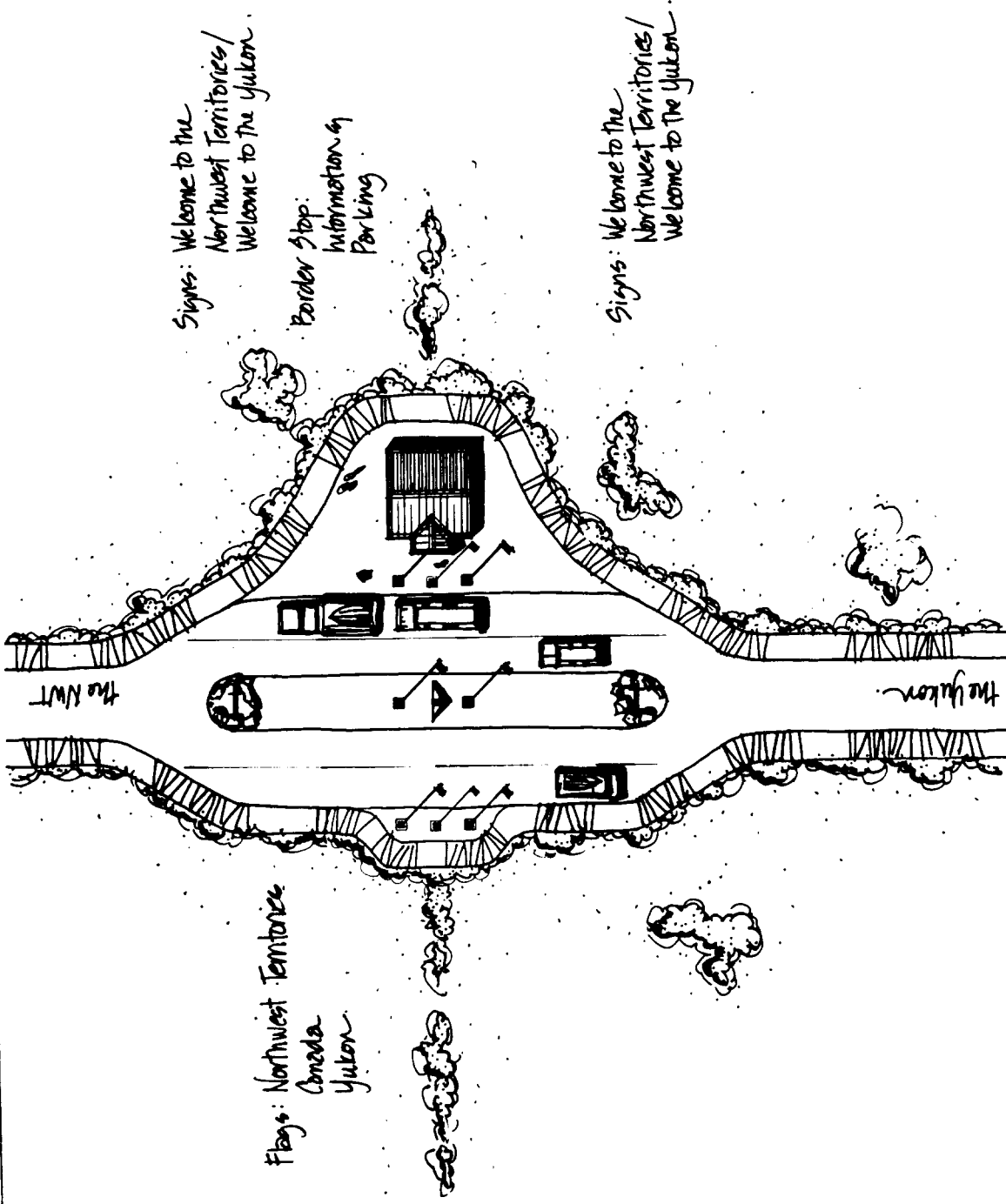
Site Plan

date 1987

scale 1" = 40'



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Dempster Highway.

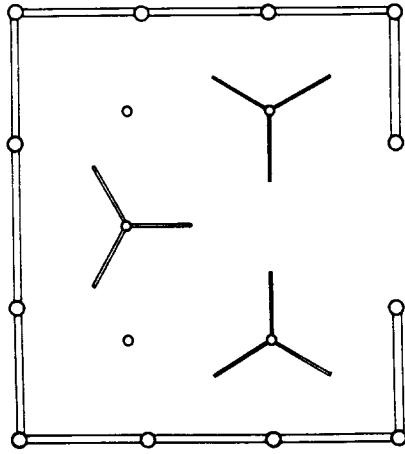
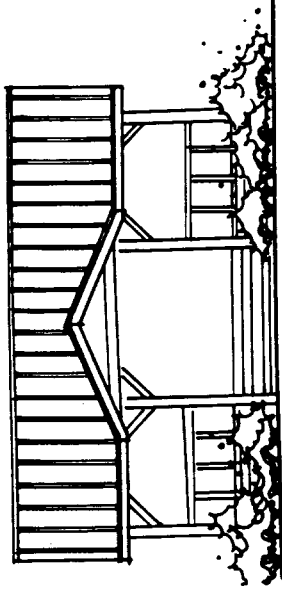
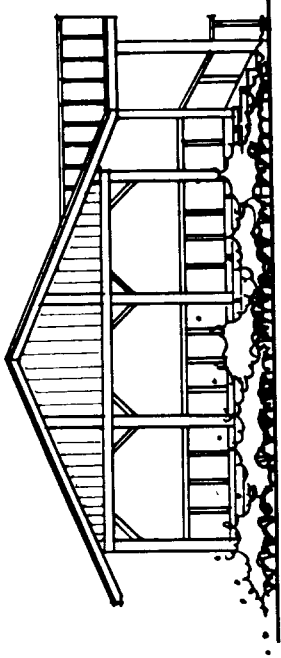
2.2 Yukon / Northwest
Territories Border

Interpretive Centre

date 1987

scale 1/8" = 1'-0"

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2.3 MIDWAY LAKE CAMPGROUND

Midway Lake is located approximately halfway between the Yukon/Northwest Territories border and the community of Fort McPherson in an area of gently rolling terrain. The lake which is picturesque, can potentially be stocked with fish, and is easily accessible from the highway, provides an ideal opportunity for the development of a campground and recreation area. In the past, the site of the proposed development was used as a construction camp. The road access, boat launching ramp and cleared areas are reminders of this past use. Currently, large native gatherings and festivals are held during the summer on this site.

2.3.1 Proposed Development

The development located at Midway Lake will include both camping and recreation facilities for Special Events held by the Fort McPherson Band.

CAMPING FACILITIES: The campground layout is based on two gravel access roads with "T" ends to accommodate recreation vehicle turning. A series of 10 pull through sites and 22 back in sites are located along the two access roads. Each site is equipped with a picnic table and fire pit. Three pit privies and two water tanks are located in the camping area.

RECREATION FACILITIES: The recreation facilities are located on the edge of Midway Lake, adjacent to the existing boat ramp. The facilities include:

An Arts and Crafts Outlet. The 24' x 26' building is designed to accommodate the sale of local arts and crafts and camping supplies.

Boating Facility. In this area, the existing boat ramp will be upgraded, a dock constructed, and a parking area developed.

Picnic Area. Located on the edge of Midway Lake, the picnic area will include a 24' x 26' screened shelter complete with 4 picnic tables and a stove. In addition, 5 picnic tables and 3 fire pits are also suggested for this area.

Amphitheatre. One unique feature of the area is the 30' diameter amphitheatre. The amphitheatre is constructed of 3 rows of timber seating with a gravel floor and central fire pit. At one end, facing the lake, a level performance platform will be constructed. The amphitheatre is designed to accommodate native performances and festivals as well as presentations to tourists.

In addition to the camping and recreation facilities described above, the following features will also be developed on site.

Campground Check-in. A 24' x 26' building that includes the campground check in and accommodation for the campground staff is located on the access road into the site.

Garbage Disposal Area. A single garbage area has been designated just off the main access road.

Group Camping Area. A group camping area complete with parking, pit privy, fire pit and 3 picnic tables is located opposite the arts and crafts outlet.

Planning will begin in 1989 and construction in 1991. A series of conceptual drawings describing the proposed development follow this description.

Dempster Highway.

2.3 Midway Lake
Campground

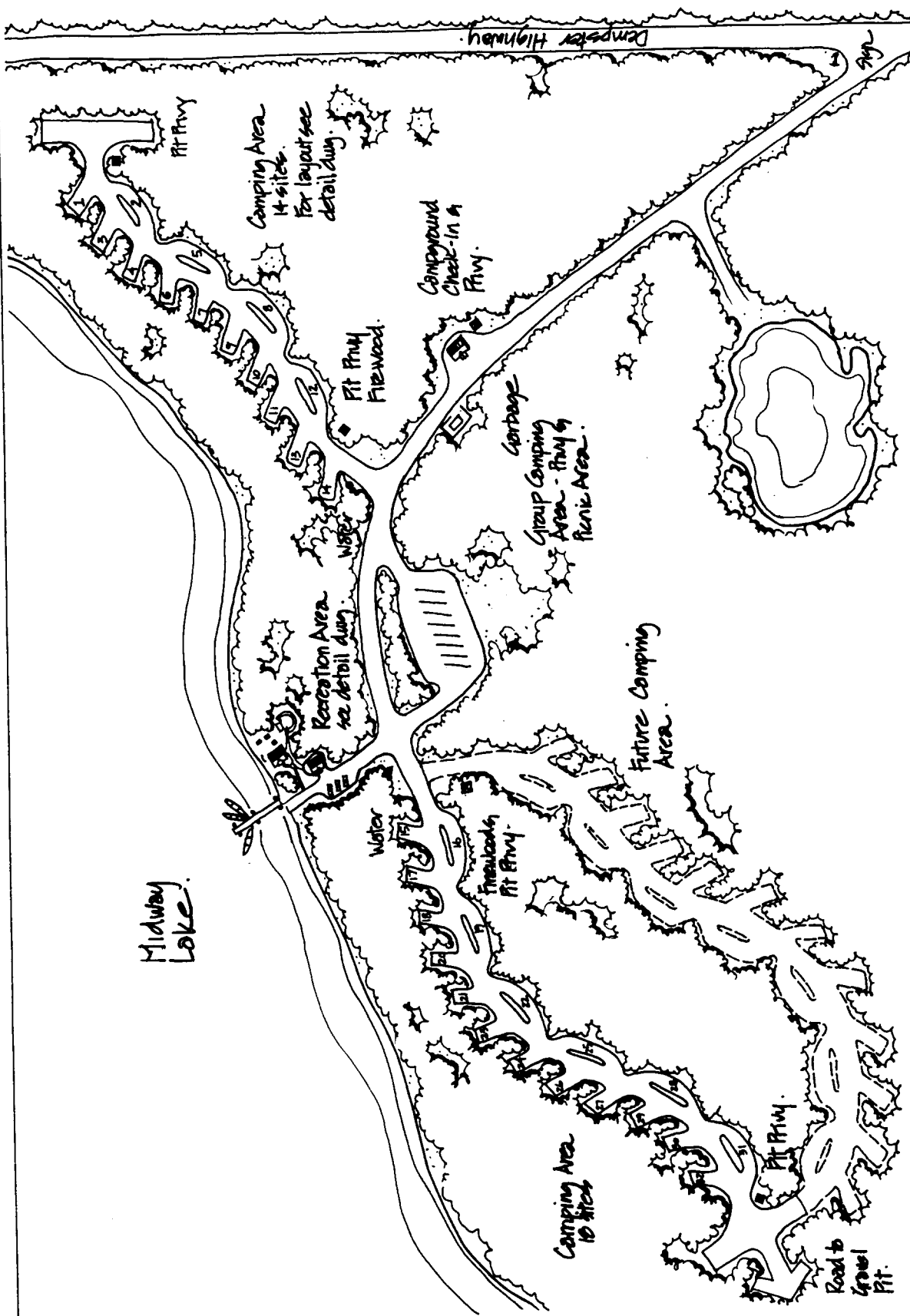
Site Plan



date 1987

scale 1" = 200'

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Dempster Highway.

2.3 Midway Lake Campground

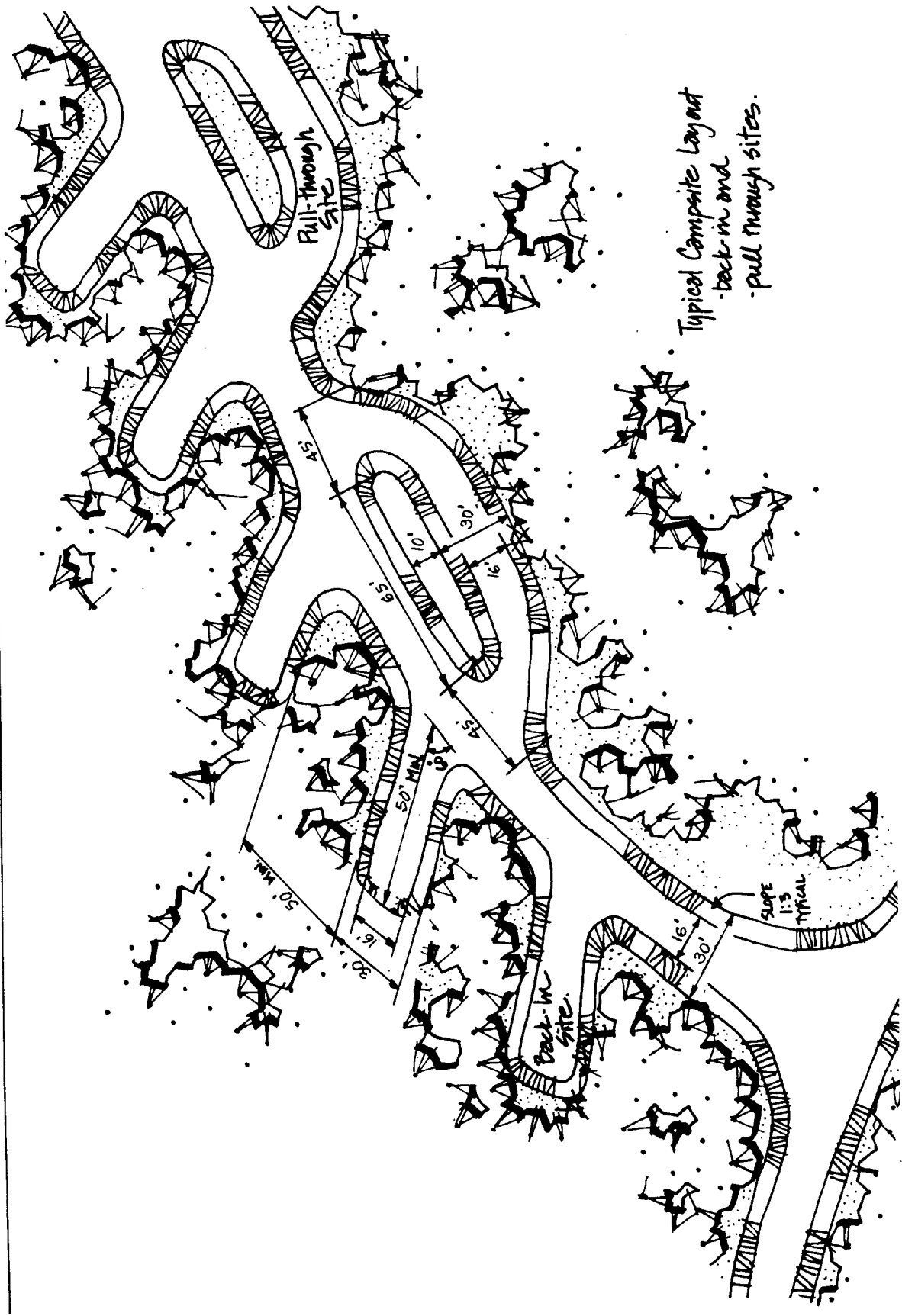
Campsite Layout



date 1987

scale 1" = 40'

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PELLMAN ASSOCIATES ARCHITECTS
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Typical Campsite Layout
-back-in and
-pull through sites.

WESTERN ARCTIC

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Government of the Northwest Territories

Dempster Highway.

2.3 Midway Lake
Campground

Recreation Area

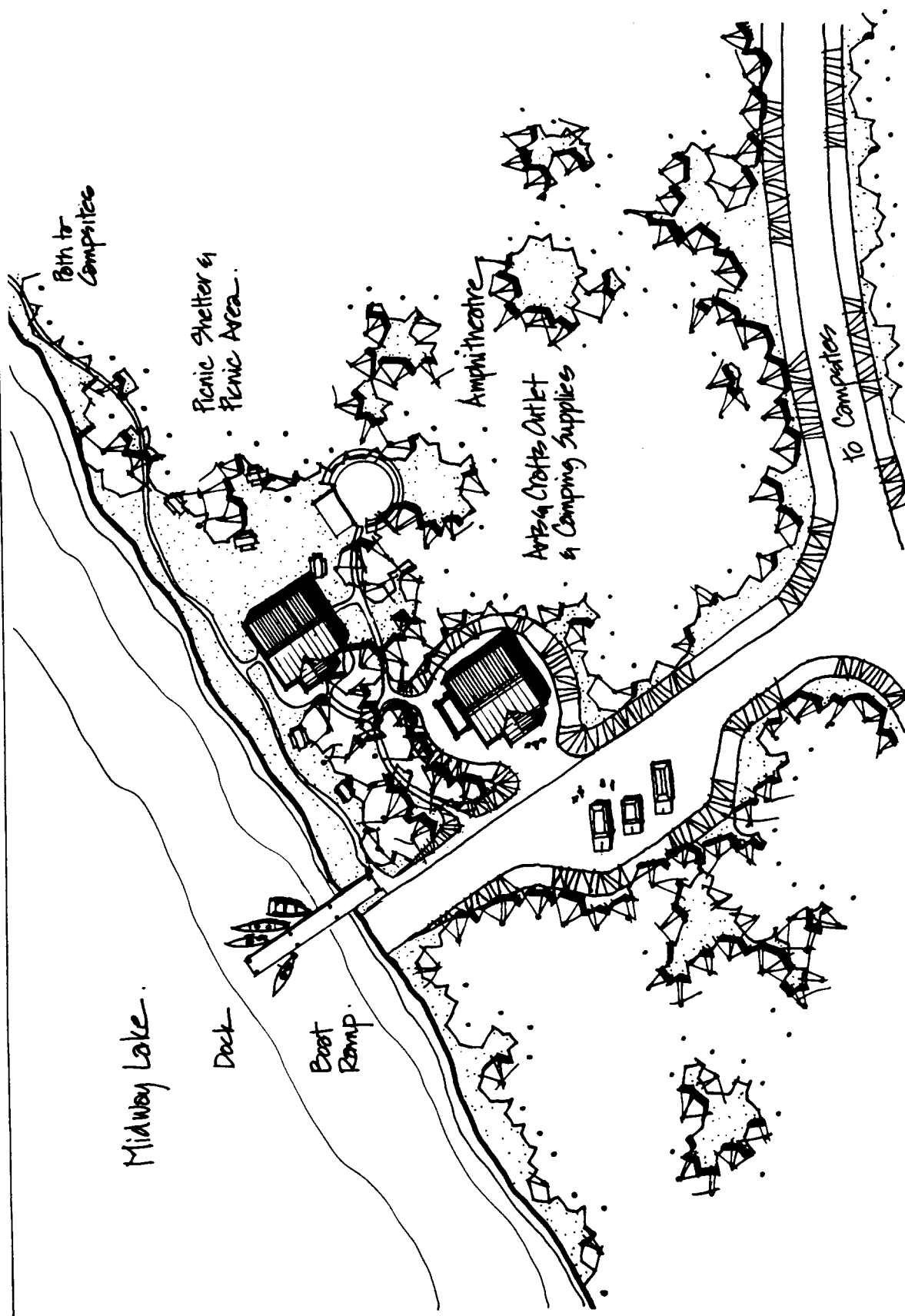


date 1987

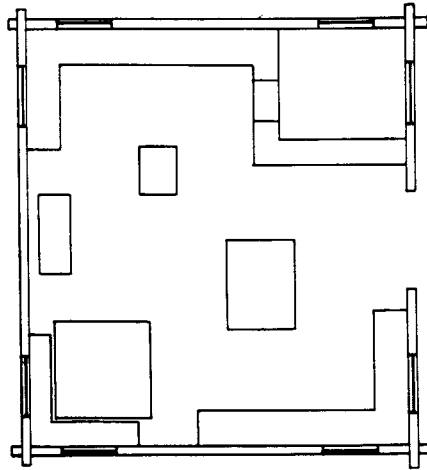
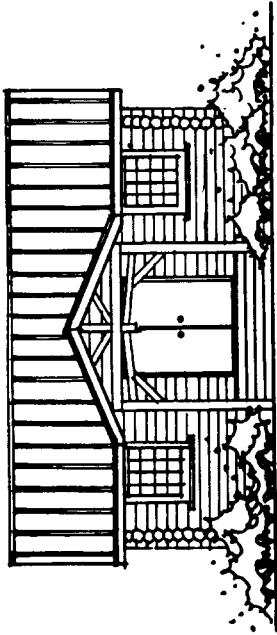
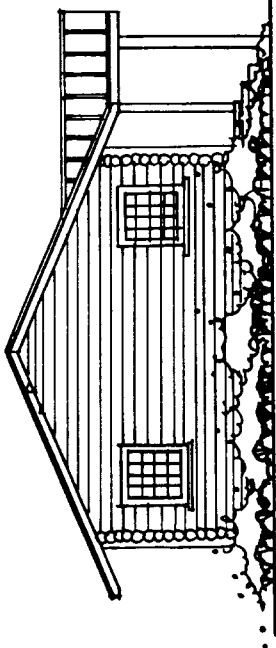
scale 1" = 40'

MICHAEL PLUMB ARCH
PELHAM ASSOCIATES ARCHITECTS
ADDISON TRAVEL MARKETING

Lavalin



Dempster Highway.



2.3 Midway Lake
Campground

Arts and Crafts Centre

date 1987

scale 1/8" = 1'-0"

McLAREN PLANEJACKY
PELLAN ASSOCIATES ARCHITECTS
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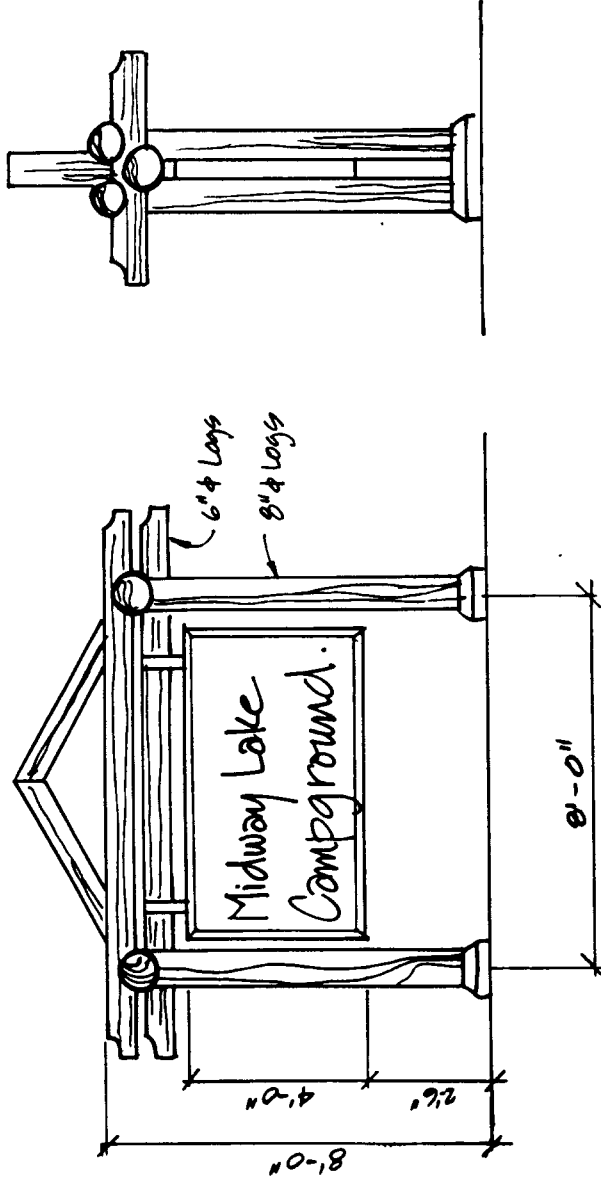
Dempster Highway.

2.3 Midway Lake
Campground

Signage

date 1987

scale 1/4" :: 1'-0"



Elevation.

Plan

2.4 PEEL RIVER LOOK OUT

The Peel River is one of the major rivers that joins the Mackenzie and flows into the Arctic Ocean. Approximately 65 km north of the Yukon/Northwest Territory border, the rising topography provides an ideal opportunity to view the expansive delta area.

2.4.1 Proposed Development

At present no off road facilities exist in this location. Therefore, a gravel highway pull off large enough to accommodate both transport trucks and recreation vehicles will be developed. In order to maximize the viewing potential from the look out, the exact location of the structure will be determined on site. As proposed, the look out viewing platform will be 8 ft. above grade. A gravel pathway will join the parking area and the look out.

If required, a garbage container and pit privy can be included in the proposed development. However, if installed the facilities will require frequent maintenance.

Construction will be in 1990. A conceptual drawing describing the proposed look out follow this description.

Dempster Highway.

2.4 Peel River Lookout

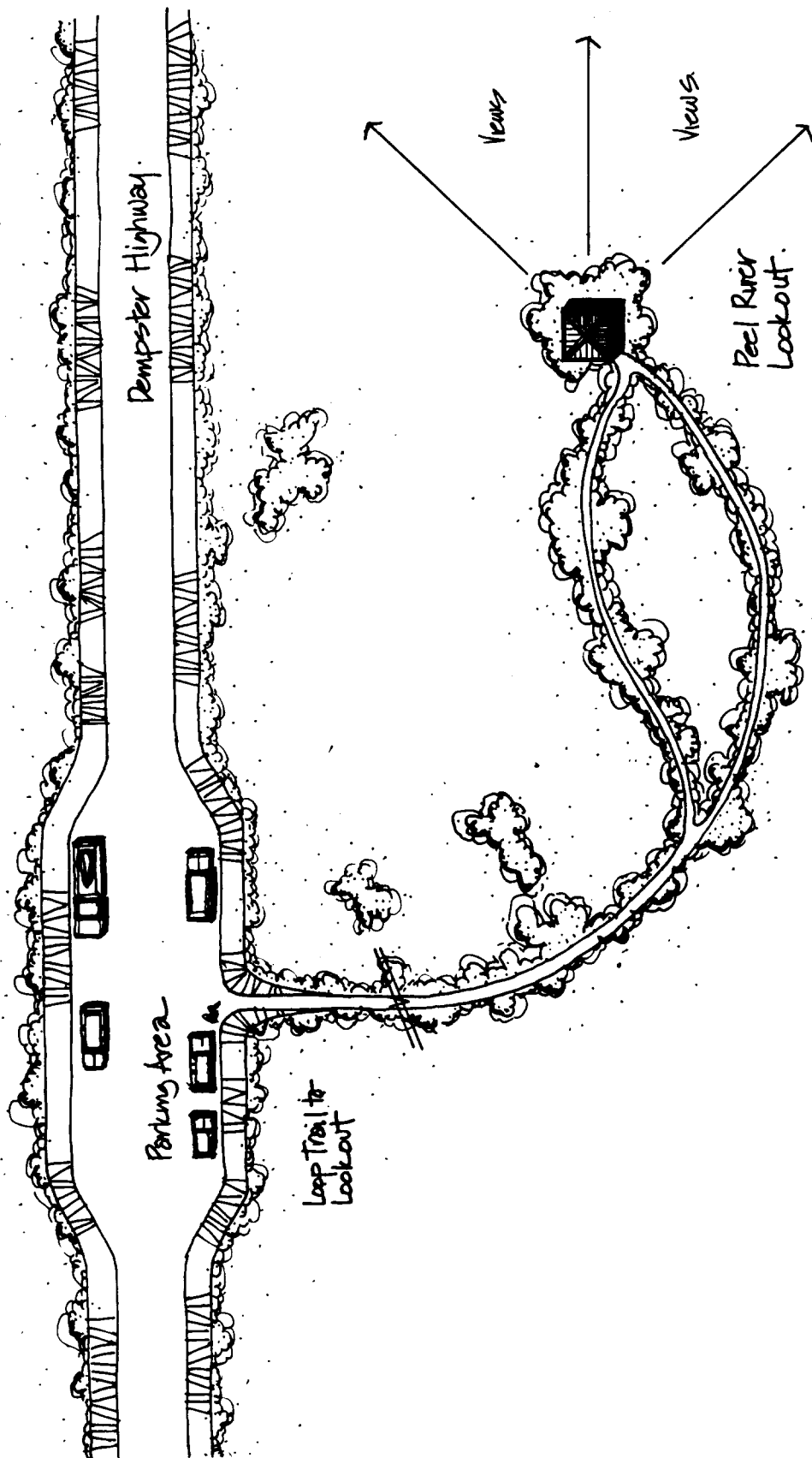
Site Plan

date 1987

scale 1" = 40'



LAUREN PLANERICH
FRANK ASSOCIATES ARCHITECTS
DESIGN TRAVEL MARKETING
Lavalin



2.5

FORT MCPHERSON VISITOR SERVICE AREA BUILDING

The purpose is to provide the visitor with an introduction to the services and attractions available in Fort McPherson, as well as providing a service centre for the traveller.

Display panels on the entrance patio display the visitor services and attractions in Fort McPherson.

2.5.1

Project Development

The project includes the following components:

Repair Bay. A 20 x 60 foot repair bay has been provided for services to buses and recreational vehicles (truck, campers, etc.).

Staff Washroom.

Workshop/Parts Storage.

Entry Deck/Display Area. This area will be used for static displays of Fort McPherson services and attractions and Western Region NWT tourism attractions.

Foodmart/Arts and Crafts. This area will provide the traveller with food necessities as well as arts and crafts within the region and especially from Fort McPherson.

Storage and Washrooms.

In terms of architectural character the building combines a rustic and modern look using rough hewn log columns and beams for the entrance canopy, and standard wood framing covered with colourful metal siding for the foodmart and repair facility. The structure is basically a wooden frame with metal siding and roofing. The building would be built on a gravel pad with a concrete floor slab. The overall building area is 2,340 sq. ft. Construction will start in 1990.

Dempster Highway.

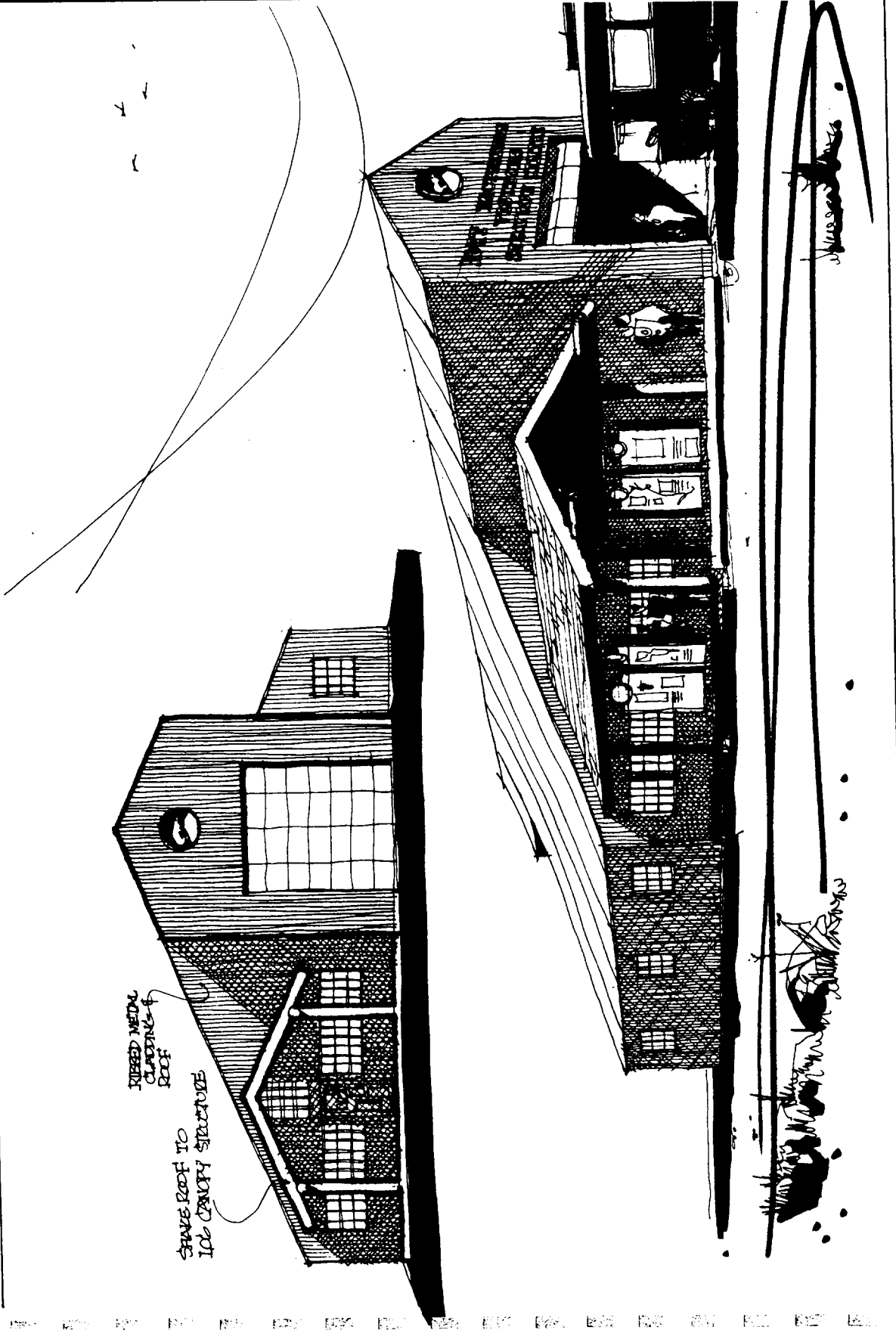
2.5 Fort McPherson
Visitor Service Area

Perspective

date 1987

scale

McLAREN PLANNING
PELHAM ASSOCIATES ARCHITECTS
ADDISON TRAVEL MARKETING
Lavalin



Dempster Highway.

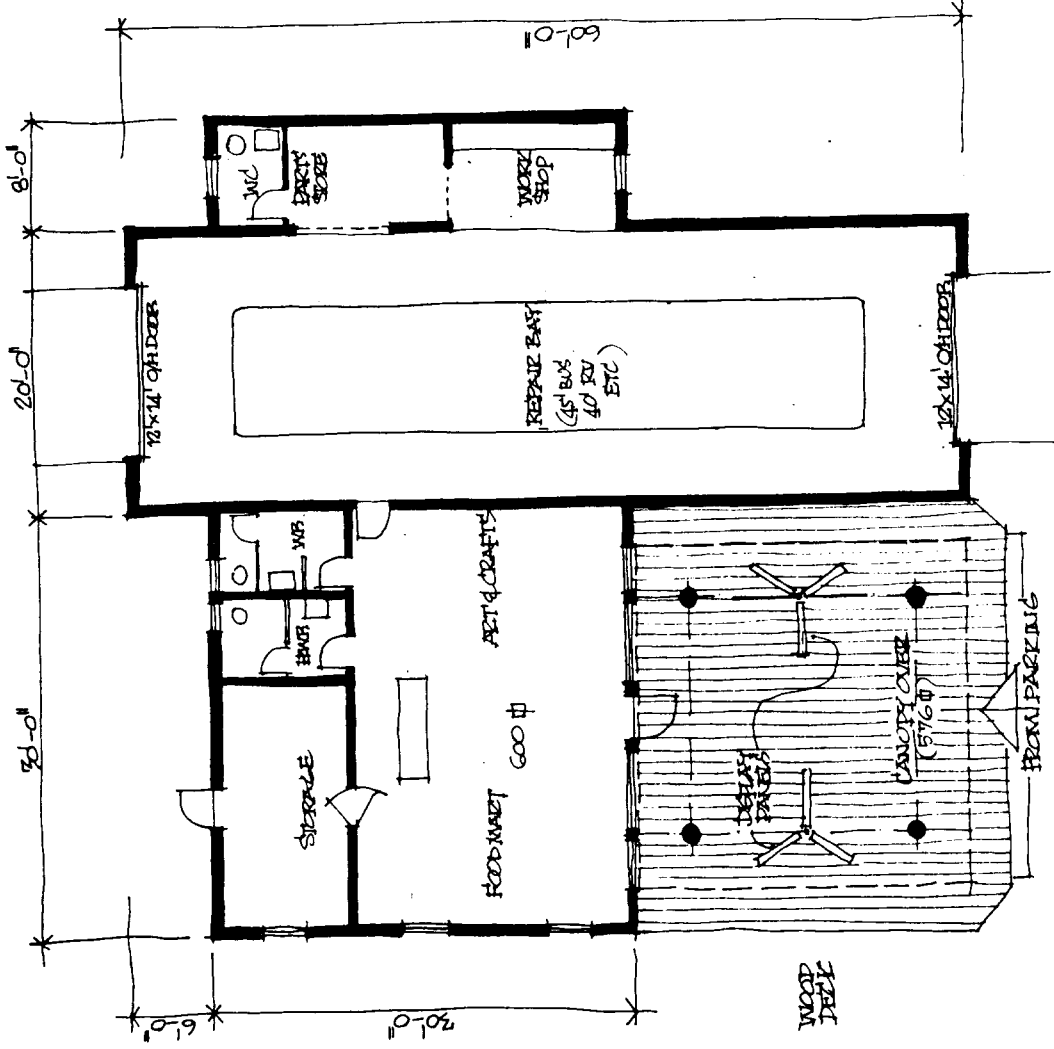
2.5 Fort McPherson
Visitor Service Area

Plan

date 1987

scale

McLAREN P. LAMBERTSON
PELLERIN ASSOCIATES ARCHITECTS
ACROSS TRAVEL MARKETING
Lavallin



2.6

DEEP WATER LAKE BOAT RAMP

Deep Water Lake situated 94 km from the Yukon/Northwest Territories border is easily accessible from the Dempster Highway. The development proposed at Deep Water Lake is intended to provide an opportunity for travellers on the road to break their journey and enjoy fishing or picnicing at the lake. The facility also responds to the increasing number of tourists that are bringing their canoes and kayaks to the region.

2.6.1

Proposed Development

An access road will be developed from the highway to Midway Lake. At the lake a boat launching ramp and log timber dock will be constructed. In addition, gravel parking area will be developed to accommodate recreation vehicles. To allow travellers the opportunity to picnic by the lake, a picnic area complete with 6 picnic tables and 3 fire pits will also be provided.

A pit privy and garbage container can be included in the proposed development. However, if installed, the facilities will require frequent maintenance.

Construction will start in 1985. A conceptual plan describing the proposed development follow this description.

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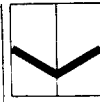
Dempster
Highway.

2.6 Deep Water Lake
Boat Ramp

Site Plan

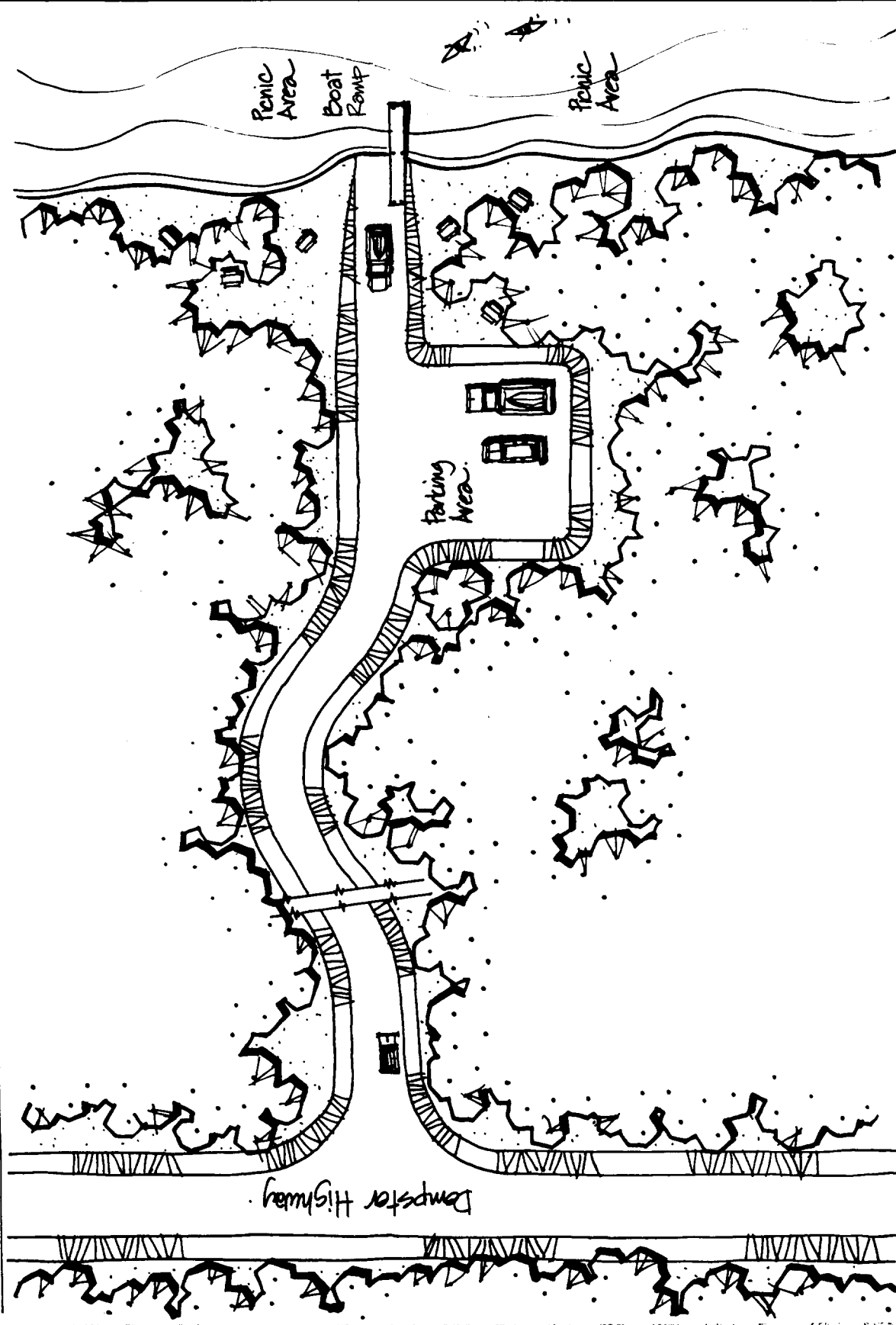
date 1987

scale 1" = 40'



McLAREN P. ANSE-ARCH
PELLAN ASSOCIATES ARCHITECTS
ADDITION TRAVEL MARKETING

Lavalin



2.7

ARCTIC RED RIVER DEVELOPMENT

The proposed location for the Arctic Red River Development is at the junction of the Arctic Red and Mackenzie Rivers. Here, in summer, a ferry carries highway traffic across the Mackenzie or over to the small native community of Arctic Red River. The nearby ramparts, the junction of the rivers and the proximity of the community combine to create a unique vista. In addition, all travellers on the highway must stop and wait for the ferry. Therefore, this location offers a unique opportunity for the development of tourist facilities.

2.7.1

Proposed Development

The proposed development will contain the ferry waiting area, a campground and picnic area.

The proposed location of this development has been subject to flooding during spring breakup in the past. Therefore, prior to the construction of any permanent structures, investigations into the severity of the flooding must be undertaken. If the investigations reveal that a typical breakup would damage the proposed structures, the design of the structures must be modified to allow their removal and relocation annually.

Ferry Waiting Area. All facilities proposed for this area will be located on a gravel pad on the east side of the highway adjacent to the ferry landing ramp. The facilities include:

- o the ferry parking area capable of accommodating transport trucks and recreation vehicles;
- o a 24' x 26' to accommodate local arts and crafts display and sales, dry fish sales, tourist information and traveller supply sales. As proposed this facility would be staffed by people from Arctic Red River. In addition, the campground administration would be handled from this location; and
- o a pit privy and garbage cans will be provided.

The Campground. The proposed campground is located across the highway from the ferry waiting area near the existing fish camp. The facility is based on a wide loop road system from which 5 sites with tent frames, 5 pull through sites and a 16 back in sites are located.

Each site will be equipped with a picnic table and fire pit. Two pit privies will be located in the campground. Drinking water will be provided on site in a storage tank supplied from Arctic Red River. In addition, fire wood will be provided and garbage regularly collected and disposed of in the Arctic Red River landfill site.

The Picnic Area. As proposed, the picnic area located near the banks of the Mackenzie River is intended to provide both the people waiting for the ferry and those staying in the campsite with the opportunity to picnic at the edge of the Mackenzie.

The area will contain a 24' x 26' screened picnic shelter complete with 4 picnic tables and stove on a gravel pad. In addition, 5 picnic tables and 3 fire pits will be located in the area.

Construction will start in 1989. A series of conceptual drawings describing the proposed development follow this description.

Dempster Highway.

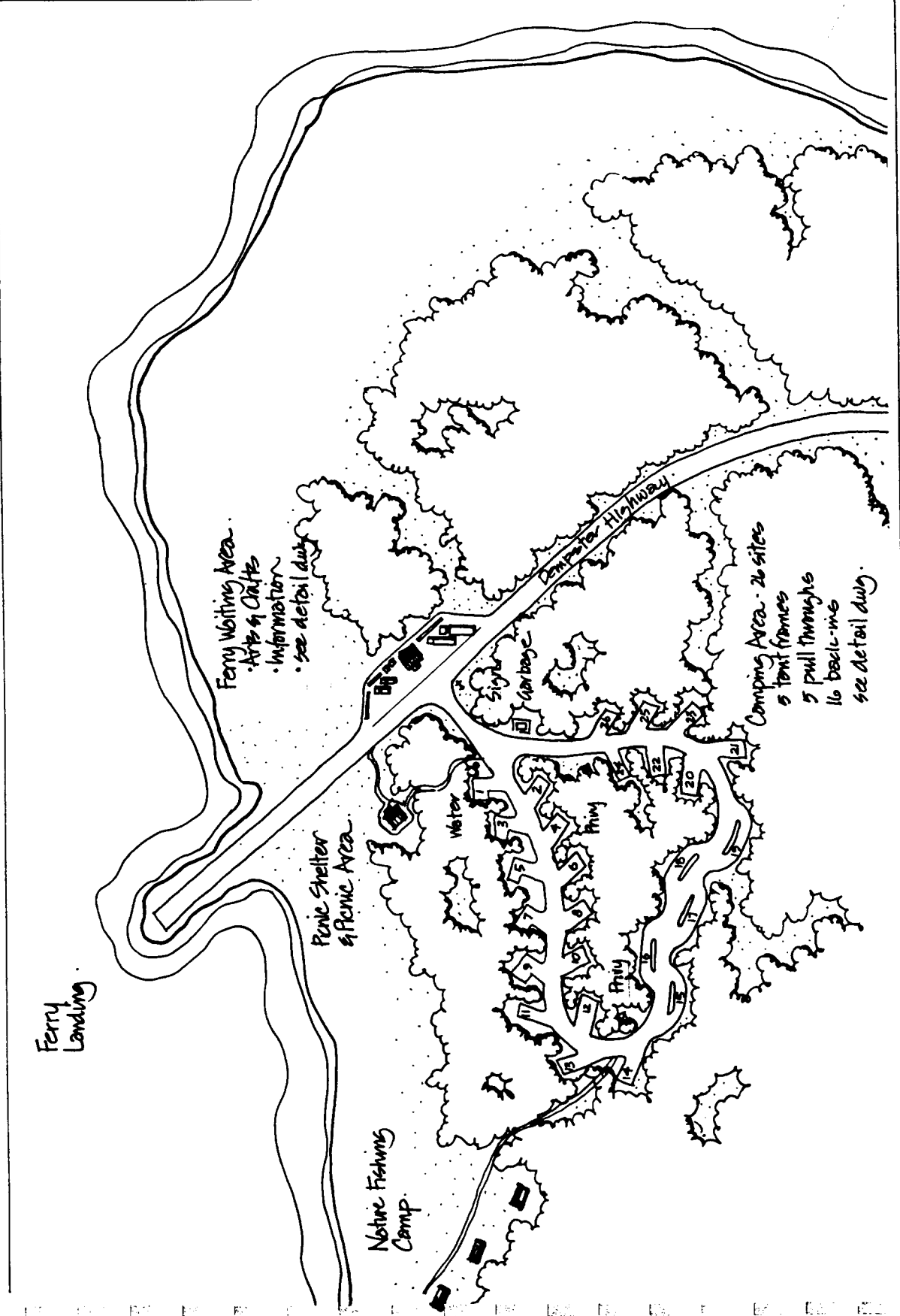
2.7 Arctic Red River
Development

Site Plan



date 1987
scale 1" = 200'

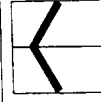
McLAREN PLANNING ARCHITECTS
Lavalin



Dempster Highway.

2.7 Arctic Red River
Development

Ferry Waiting Area

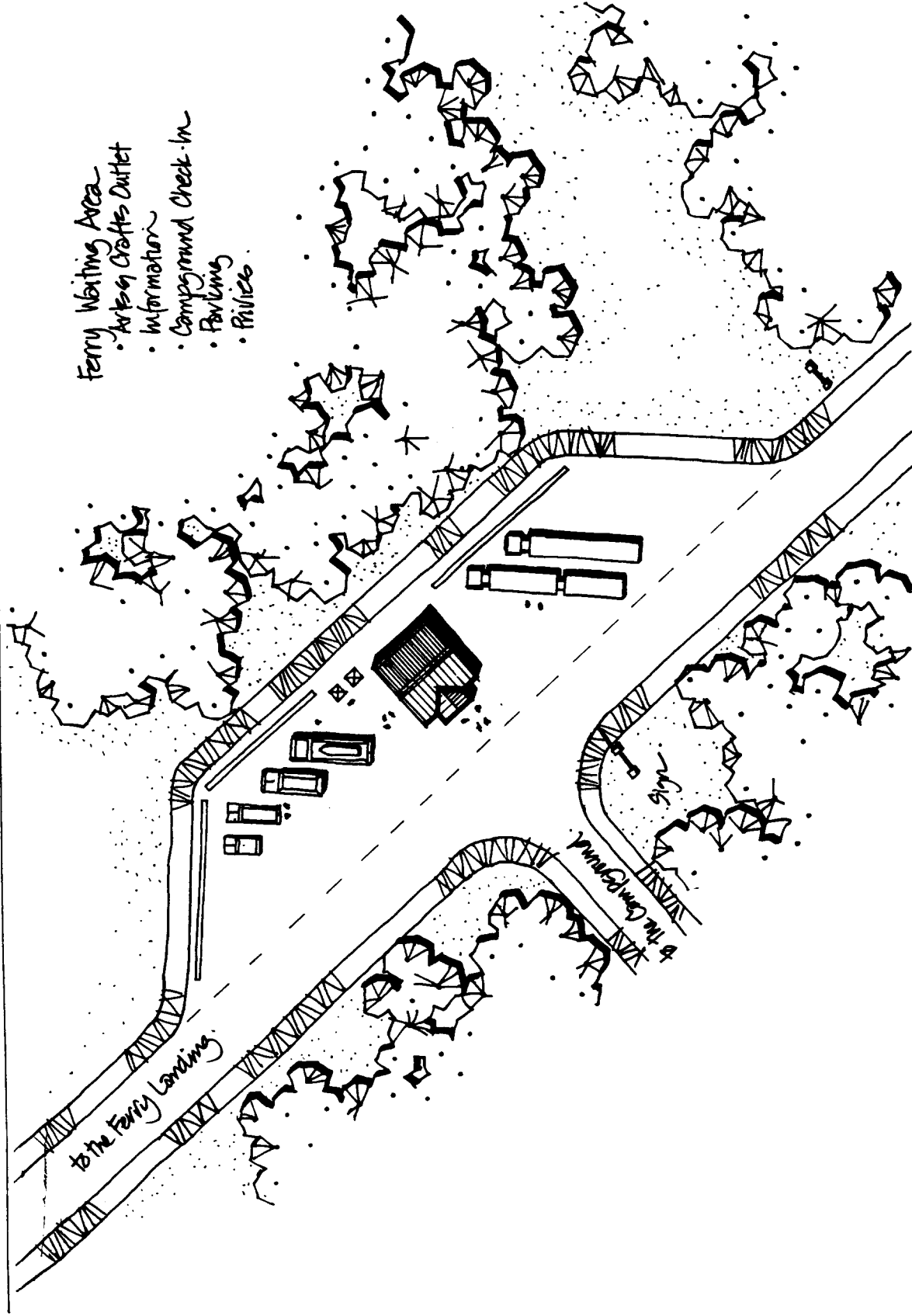


date 1987

scale 1" = 40'

MICHAEL R. ANSELMONI
PELLANI ASSOCIATES ARCHITECTS
ADDISON TRAVEL MARKETING

Lavalin



2.8 CAMPBELL HILLS INTERPRETIVE STOP

The Campbell Hill area, approximately 30 km from Inuvik, is an area of spectacular topography and views. Near the highway is a major escarpment, from this escarpment the visitor can enjoy scenic views of Campbell Lake and the hills beyond.

2.8.1 Proposed Development

As proposed, a gravel highway pull off large enough to accommodate recreation vehicles will be developed. A log structure with a metal roof will be constructed to house a series of six 4' x 8' information panels. The panels will contain information on the natural history of the area, and the many attractions of the highway. A trail will be developed to the escarpment and a series of 4 benches will be located at natural view points along the trail.

If required, a pit privy and garbage container can be included in the proposed development. However, if installed, the facilities will require frequent maintenance.

Construction will be in 1991. The conceptual plan describing the proposed development plan follow this description.

WESTERN
ARCTIC

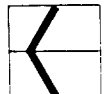
Tourism Strategy

Western Arctic Visitors Association
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Government of the Northwest Territories

Dempster
Highway.

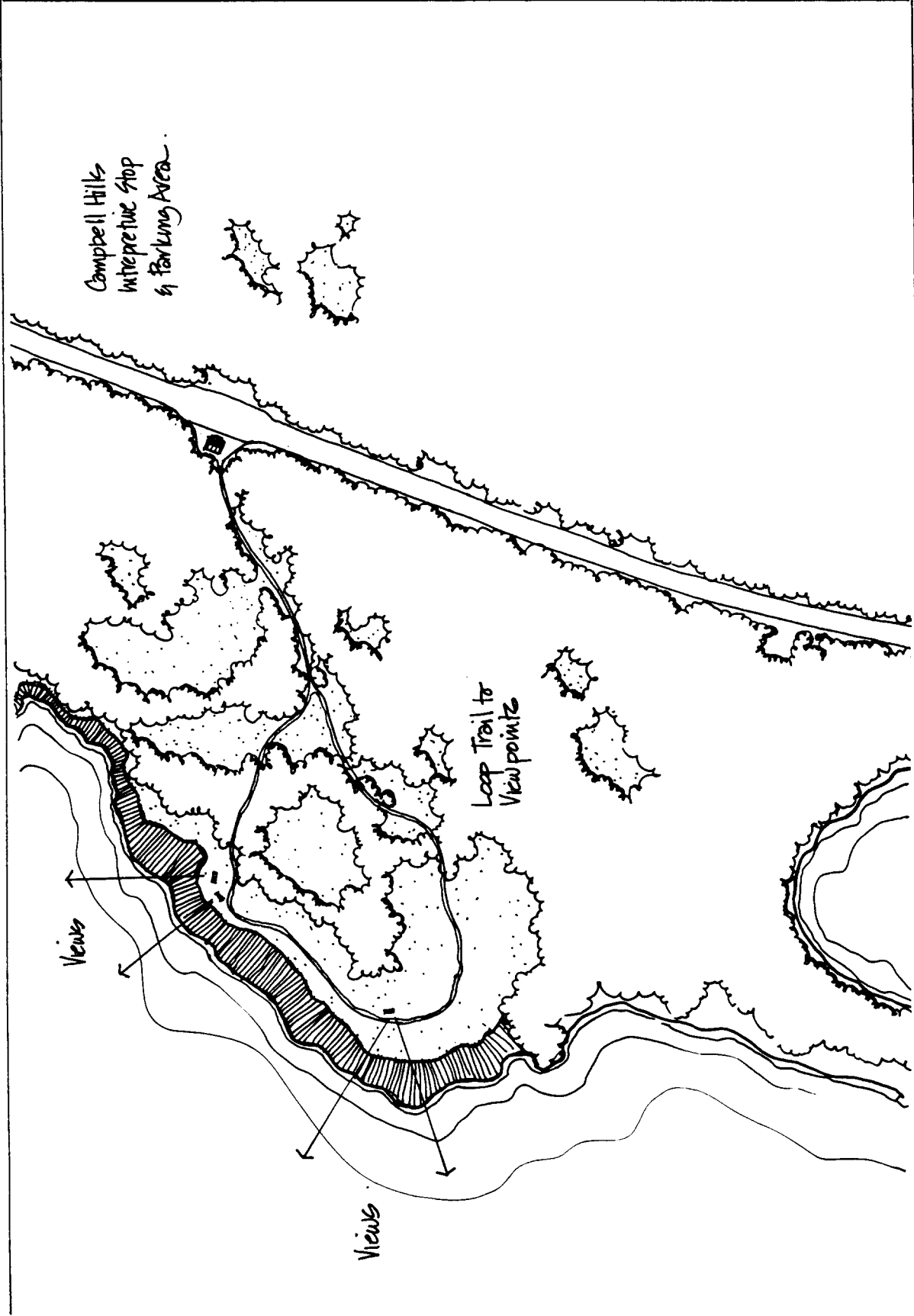
2.8 Campbell Hills
Interpretive Stop

Site Plan



date 1987
scale 1" = 200'

McLAREN, P. ANSEMOCH
PELLMAN ASSOCIATES ARCHITECTS
ADDITIONAL TRAVEL MARKETING
Lavalin



2.9

WESTERN ARCTIC VISITOR CENTRE

The objectives of this building is to provide a multi-use visitor facility that will provide a focus for visitors arriving by air and from the Dempster Highway and also residence in the Western Arctic region. The facility is seen as a major focus for tourism in the Western Arctic region of the Northwest Territories and as the potential catalyst for further urban development in the downtown core.

2.9.1

Project Development

The building components are as follows:

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 including a general reception area and a waiting space to three administrative offices and a meeting room. An office is also provided separately for the Parks Department, Government of the Northwest Territories.

Regional Tourism Gallery. The major focus of the buildings is a walk through exhibition experience comprising the three key regions of the Western Arctic Coast including: Herschel Island, Delta and Mckenzie areas. This area will have exhibitions and displays of the various tourism opportunities in the specific areas of the region.

Sales and Information. This area provides the visitor with first hand personal attention regarding various tourism opportunities displayed within the exhibition space and available by packages in this area. These tourism opportunities will be available for sale in this space.

Lounge. This is a quiet area of the main exhibition space comprising eight comfortable chairs for relaxation.

Theatre. This space housing approximately 50 seats will provide audio-visual events for the promotion of tourism in the region.

Workshop. Has a dual purpose of being the workshop for native arts and crafts. The workshop space, being adjacent to the main plaza, will be used in summer months as an activity space that can be viewed by the visiting tourist.

Library. The library will contain books of the Western Arctic region.

Storage. This area will be used as the necessary adjunct to the exhibition space.

Plaza/Outdoor Stage. This space is seen as an outdoor focus during the summer months providing a flexible area for special events, special outdoor displays, and a focus for the native arts and crafts. The outdoor stage will also have a dual use for the town of Inuvik.

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 pyramidal roof. Provided over the main entrance is a fascia upon which a local native artwork will be incorporated.

The building will be built on piling on an insulated wooden platform. The main structure will be primarily wooden columns, frame walls and metal cladding on the exterior walls and roof. Skylight provides focus for the high main exhibition space. The building area is 7,584 sq. ft. Construction would start in 1989.

WESTERN ARCTIC

Tourism Strategy

Western Arctic Visitors Association
Economic Development and Tourism
Government of the Northwest Territories

Dempster Highway.

2.9 Western Arctic Visitor Centre

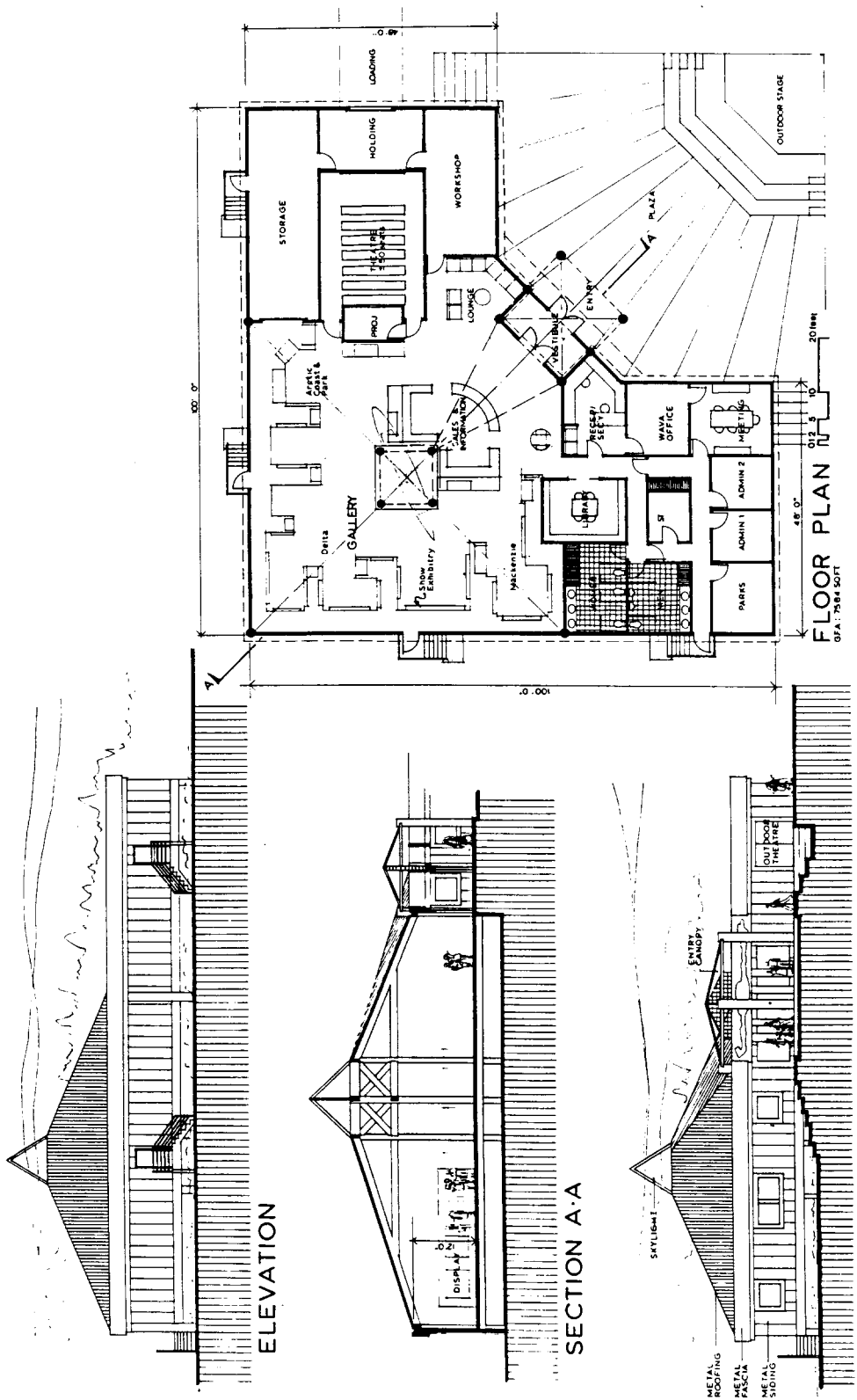
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WESTERN ARCTIC

Tourism Strategy

Western Arctic Visitors Association
Economic Development and Tourism
Government of the Northwest Territories

Dempster Highway.

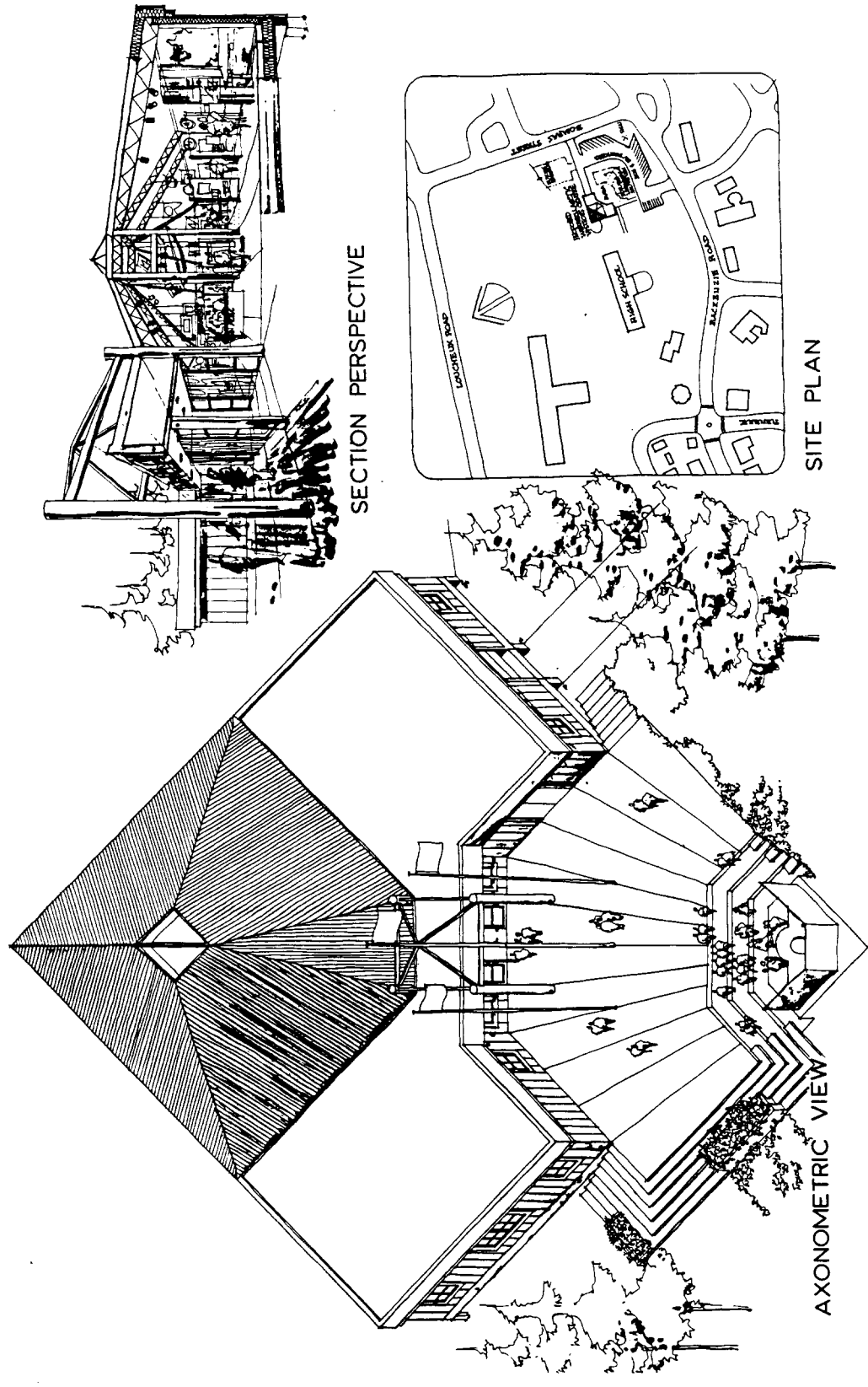
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SECTION PERSPECTIVE

SITE PLAN

AXONOMETRIC VIEW