

The John R. Park Homestead CA



Essex Region Conservation
*the **place** for life*



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Other living history sites have added modern visitor service structures for similar reasons:

- Waterloo Region Museum at Doon Heritage Village
- Visitor Centre at Black Creek Pioneer Village
- Reception Centre and Washrooms at The Bell Homestead
- Lambton County Museum
- Grey Roots Museum
- Simcoe County Museum
- Huronia
- Stratford Museum



Honouring the Place

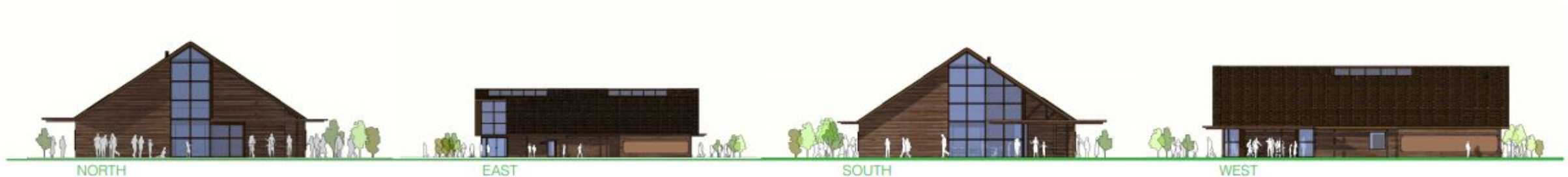
"The building is designed in context with the existing site and its features in scale, shape and materials. The design recalls the Barns, Blacksmith Building, Sawmill etc. and the materials chosen for the interior and exterior reflect the wood board siding and exposed trusses of the existing buildings along with the natural materials of the site."

Carmen Brunone OAA, MRAIC

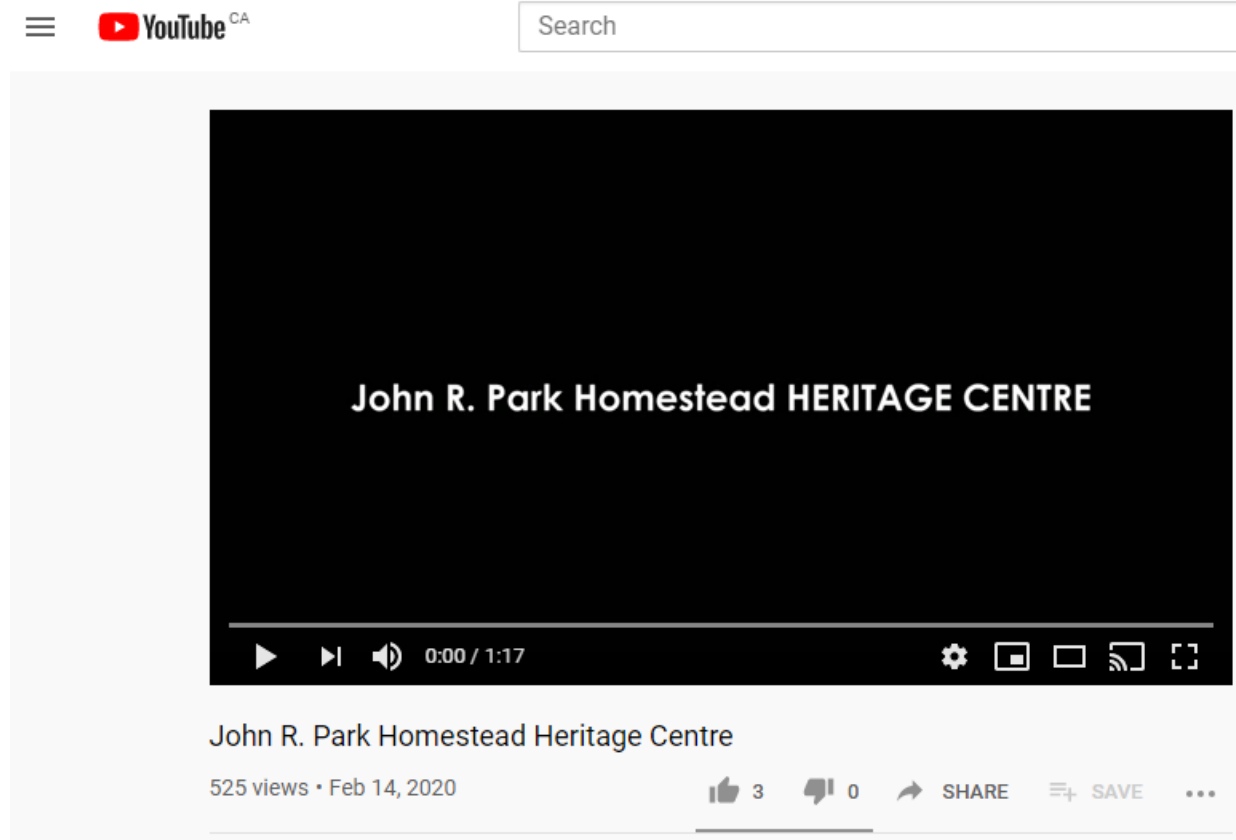
Architect



ELEVATIONS



Join us for a tour of this exciting and much needed new Heritage Centre!



<https://www.youtube.com/watch?v=0FQx2Mb9X0>





Essex Region Conservation

John R. Park Homestead Heritage Centre Town of Essex Tourism Hub



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Heritage Centre Overview

The John R. Park Homestead Heritage Centre will provide an accessible and enhanced educational and visitor experience for the nearly 20,000 guests who visit annually.

This new Heritage Centre represents a \$1.2 million investment in the Town of Essex.



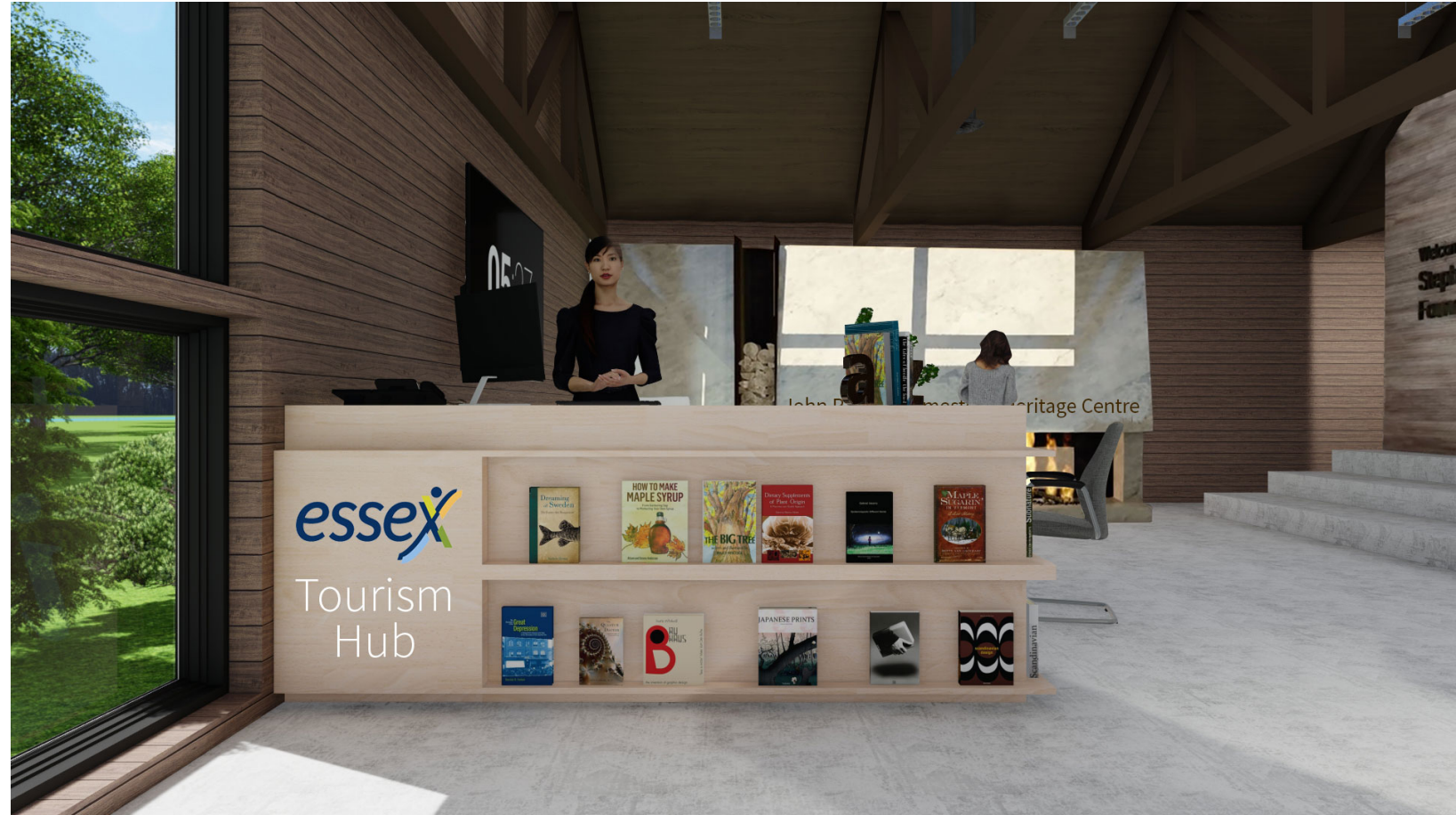
Heritage Centre Overview

The Tourism Hub within the Heritage Centre will be named for the Town of Essex. As a trip motivator and premier destination, the Homestead is uniquely positioned to serve as a tourism information location to maximize the time spent and the number of businesses visitors attend in the region. A roadside sign will provide a visual invitation to attract visitors seeking information.



Town of Essex Tourism Hub

The new Heritage Centre includes a significantly expanded area to display brochures featuring local destinations. Many guests to the region stop at the Homestead experience the history of our region, marvel at beautiful Lake Erie. They also seek information on local restaurants, wineries and other places to visit and things to do. The new Heritage Centre and Town of Essex Tourism Hub will allow us to provide this service in a more meaningful and expanded way.



Town of Essex Tourism Hub

In addition to expanded print tourism information, a digital screen will provide opportunities to showcase tourism videos produced by ERCA, the Town of Essex, Tourism Windsor-Essex-Pelee Island and other partners in tourism to highlight the beautiful destinations that make our region the Place for Life.



Town of Essex Tourism Hub

With the enhanced safety the new Heritage Centre provides, our hours of operation can expand during peak tourism season. Our staff will be trained by TWEPI as Tourism Ambassadors, in addition to their regular roles at the Conservation Area. This will allow our staff to provide enhanced tourism information to visitors and to capture and share data points to inform local and regional tourism metrics.



Donor Wall

The Town of Essex's generous contribution will also be highlighted on the Heritage Centre's Donor Wall.



Donor Wall



Thank you to the
Town of Essex
and many generous contributors
to the
John R. Park Homestead Heritage Centre.

Groundbreaking: coming soon!



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