

On  
The Rock



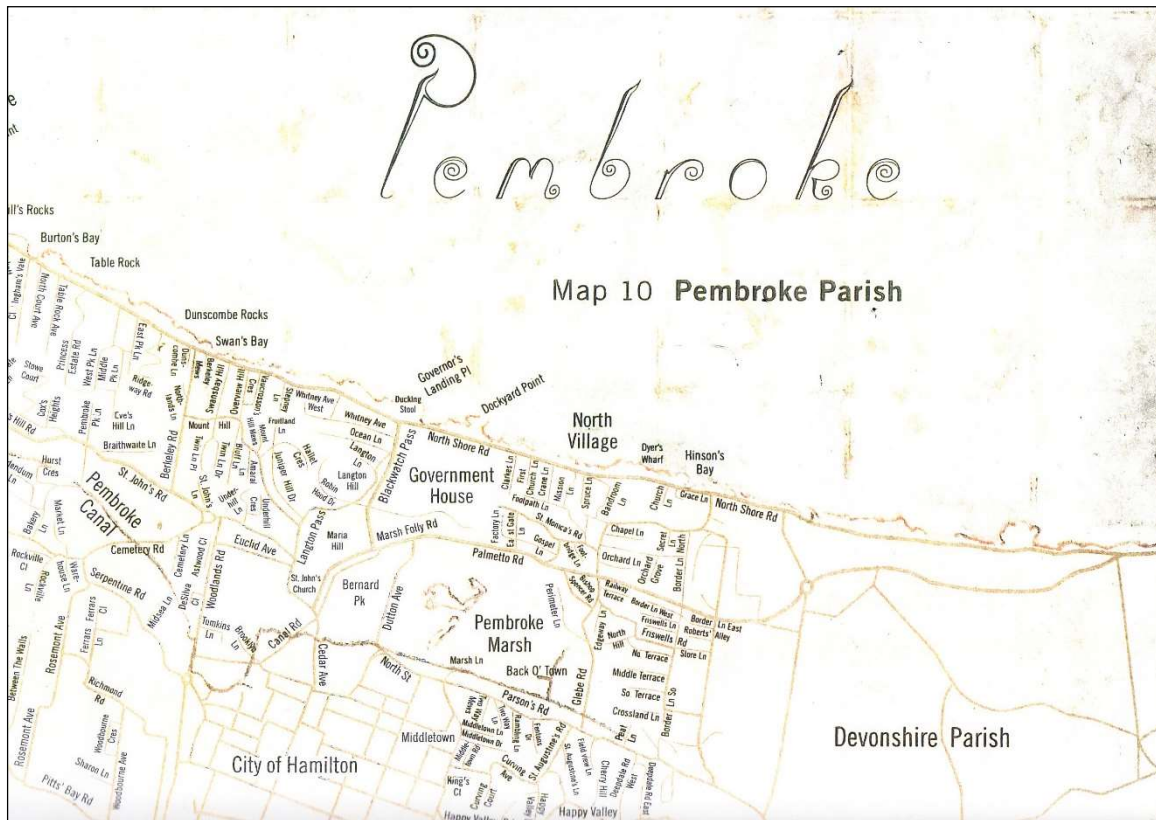
Fish Fry Cove  
BERMUDA



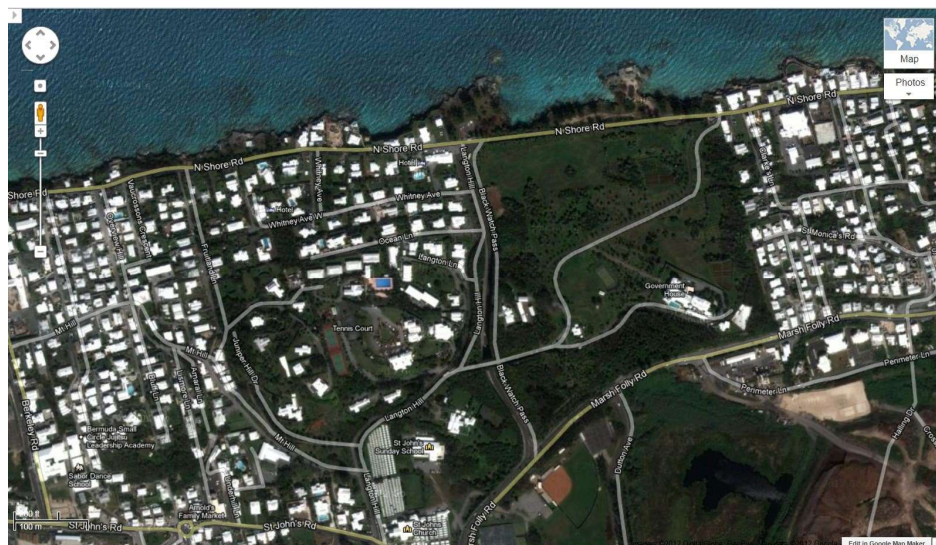
Dockyard Point - North Shore Road , Pembroke

## LOCATION:

The Government House park properties from BlackWatch Pass along the waterside eastward down to Clarke's Tuxedo Shop have also been referred to as "DuckingStool" (**Governors's Landing Place**) and "White Rails" (**Dockyard Point**) respectively. The Government House waterside park properties, within this proposal, will be referred to as the North Village Community Parks. These sister park properties would be ideal as an additional venue for island community events which could include vendor stations, light music, entertainment and cultural events. The ideal would be to create a social vibe that expresses Bermuda and embraces the residents and tourists both on land and at sea. Boats can comfortably dock to the backdrop of music and events being delivered in the park. Movie nights and other events can occur in this location as well. The idea is to rebuild the North Village Community while embracing its people through trade, relaxation and culture. The waterside parks can provide the social hub where our residents can get acquainted or re-acquaint with their neighbors that exist in this densely populated community.

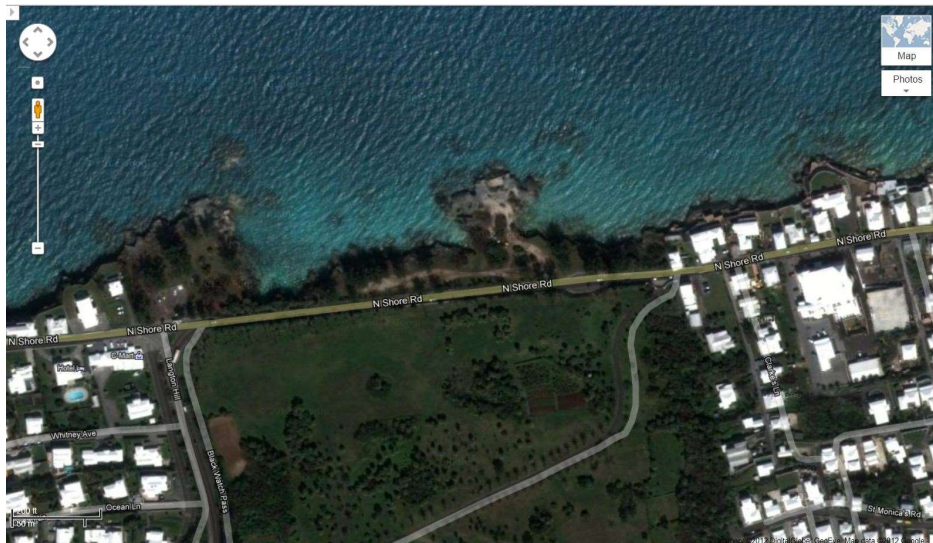


SITE MAP OF THE GOVERNMENT HOUSE PROPERTIES



NORTH SHORE ROAD - PEMBROKE AREA MAP





NORTH SHORE ROAD – GOVERNMENT HOUSE LAND



Waterside Park – View of Dockyard better known as “Dockyard Point”

## **Governor's Landing and Dockyard Point Parks**

The route along North Shore Road from Flatts Village straight through to Admiralty House has been a very popular walking route and is still used for many events today. The Government House waterside parks have a great view of the North Shore waterside from Dock Yard to Shelly Bay. These parks were always utilized as community spots catering to both residents as well as visiting tourists.

The westward park was referred to as Ducking Stool. The official ducking stool dunk apparatus was moved from its home place on North Shore Road to St. George's Square in 1983. The entire area of BlackWatch Pass and DuckingStool was a very popular tourist route and with the establishment of On d'Rock Fish Fry Cove, it can once again be enjoyed and remembered. Making a new mark in history which will once again be recorded.

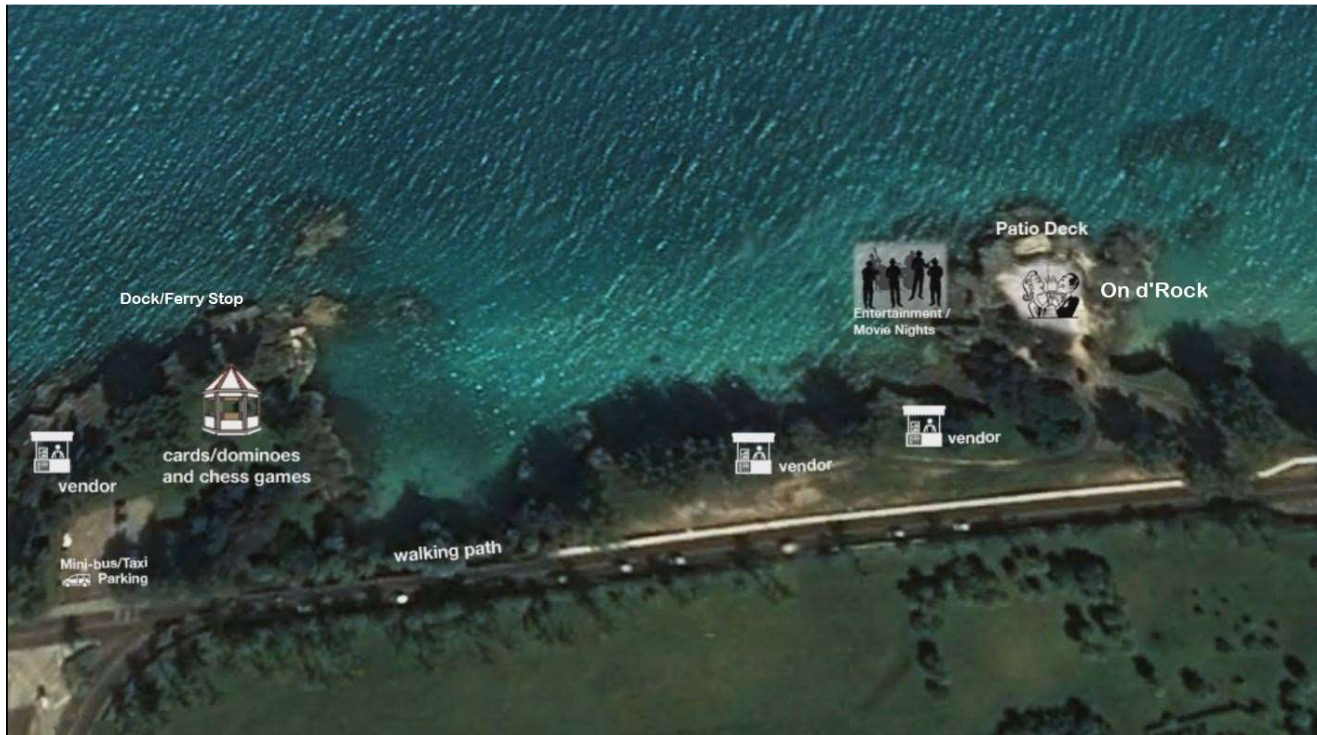
The parks possess some extremely impressive vista points. The waterside park northward from the Government House was once the pride of the Governors. It is said that Government House hosted lively parties on the patio at the Dockyard Point. The Governor also used its private boat to move dignitaries about the island from this location. We feel that by refurbishing the dock, we can encourage guests from the Dockyard location to visit this side of the island.

# On The Rock

## FISH FRY COVE

1. **FISH FRY:** Dockyard Point would be ideal for a fish fry market as it could host vendors in the small park space to create an ambience of island pleasure that can be experienced nowhere else within the island. Bermuda just needs to learn from its own – its local people, its island and their food. Locals as well as tourists flock to these types of setting and events as they bring a very harmonious atmosphere to island life and traditions and those are the experiences that people enjoy and remember.
2. **ENTERTAINMENT:** The idea of turning the Dockyard Point into a seaside community park is to redesign the layout so that it is more congenial to be used for the benefit of the whole community. My suggestion would involve a “Harbor Nights” theme of events at this location. This community park can offer the benefit of relaxation, serenity, offer therapeutic and meditational effects that the seaside brings with it. It has a very pictorial view of Dockyard and the whole of the North Shore area.
3. **INTERNET & WIFI HOTSPOT.** A Wifi Hotspot in this area would be a great benefit to providing the visiting traffic with internet access to communicate with friends, take Instagram shots, and stay connected to the world. The area has excellent vista points that showcase Bermuda’s beauty from the North Shore of the island.

4. **WHARF & FERRY STOP:** The construction or rebuild of the dock/wharf area could provide the transportation gap for water traffic when our road become too congested to offer timely travel. The dock/wharf could allow these grounds to support ferry tourist, cruise boats or local traffic from both the east and west end of the island providing substantial savings in time and expenses.
5. **FLOATING DOCK:** A developed sea park in the cove with a floating island barge for events could provide a unique experience in this area for entertainment. The ambiance of the cove could distinguish Bermuda from the rest of the Caribbean with our creativity and vision to develop our amenities in the small spaces that we have inherited and share the beauty with our visitors. Boats can anchor up within the cove and entertainment can be enjoyed both on land and via the sea.
6. **SOLAR PERGOLA:** A solar-powered pergola would be a great housing atmosphere to provide the social environment for playing cards, dominoes or playing chess.



SITE MAP OF REVISED PARKS



## ON D'ROCK - OUTDOOR PORTABLE BAR



## FULLY EQUIPPED STATION



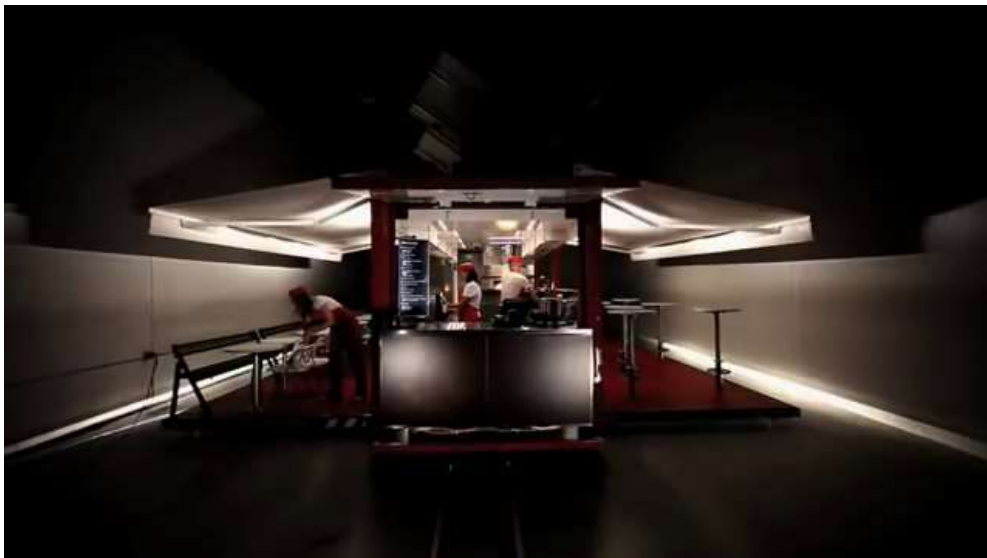
## PORTABLE AND MOBILE



## WIND WALL & WEATHER READY



## SOLAR-POWERED RESTAURANT



# THE ROCK COVE

LOSE YOURSELF. DISCOVER YOURSELF.

[Home](#)

[On D'Rock](#)

[TheExperience](#)

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## WELCOME

TO THE DESTINATION OF YOUR  
DREAMS

Share memories...

Taste happiness...

Live your dreams...

# THE ROCK COVE

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## ON D' ROCK

The EXPERIENCE...



Welcome to the North Shore side of the tropical islands of Bermuda. The On' D' Rock experience is a unique combination of Bermudian-inspired food, handcrafted treasures, breathtaking views and a vibrant atmosphere filled with people happy to be of service. Share memories, taste happiness, live your dreams!



# THE ROCK COVE

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## THE EXPERIENCE

### SHARE MEMORIES...



#### PLAY

"YOU HAVE TO GET LOST BEFORE YOU CAN BE FOUND." Jeff Rasley

- Meet & greet at the bottom of the ocean
- Ride the waves of paradise
- Stroll the shoreline and caves

List of activities, ideas and links.

### TASTE HAPPINESS...



#### EAT

"AN OUNCE OF SAUCE COVERS A MULTITUDE OF SINS." Anthony Bourdain

- Awaken your taste buds
- Take a huge bite out of our island
- Indulge on a few culinary delights

List of vendors and links.

### LIVE DREAMS...



#### RELAX

"ONCE A YEAR, GO SOMEPLACE YOU'VE NEVER BEEN BEFORE." Dalai Lama

- Detox & Rejuvenate
- Explore the lost havens of our coves
- Yoga on the shoreline

List of ideas and services.

Interested in becoming part of our dream team? [Let's Talk.](#)

### TESTIMONIALS

"A great place to eat and relax."

**Jane Harris - Colorado, USA**





# SAMPLE CONCESSION KIOSK



## CONCESSION STAND (2014 -2019)



# VIEWPOINT MEDIA STATION



## “THE VIEWSTATION”

- XM/SIRIUS SATELLITE RADIO
- ULTRA HIGH DEFINITION 4K TV SYSTEM
- DVD/COMPUTER/LIVE FEED
- TELEVISION BROADCAST & WEBCAST CAPABLE
- DAYLIGHT/NIGHT ENTERTAINMENT FACILITY
- DIGITAL IPTV CAMERA COVERAGE FOR LIVE EVENTS
- AUDIO TRANSMITTER FOR CUSTOMIZED FM RECEPTION
- AMPLIFIED STEREO SYSTEM WITH 48 SPEAKER CAPACITY
- DIGITAL SIGNAGE AND ADVERTISEMENT
- CUSTOMIZED MEDIA PLAYLIST
- BUILT IN ALARM SYSTEM AND CCTV SUPPORT
- OPTIONAL ELECTRICAL GENERATOR POWER

***Call Or Email Us Today To Schedule For Your Event***



**WEDCO XMAS PARTY**



**DIGICEL FIBRE PROMOTION**



**VIEWSTATION (2019)**



# ECOFRIENDLY PORTABLE TOILETS

## EcoBox VIP Mobile Toilet

The EcoBox is perfectly suited to the rental industry, or long term placement with concealed cisterns and push button taps.

Designed with both comfort and convenience in mind, the EcoBox provides quality sanitation facilities to the user, while allowing for minimal maintenance.

The cleanflush system uses clean water for every flush, and needs no chemicals to operate. This system is more environmentally friendly than one that recycles waste water for reuse.



### Weight

Tare 650KG

GVM 1000KG

### Tank Capacity

400L Fresh

700L Waste

### Windows

2 Windows

Size 600W x 400H

### Dimensions

Cabin 2480L x 1290W x 2050H

### Components

2 Clean Flush Toilets, 2 Basins, 2 Towel Dispenser, 2

Toilet Paper Dispensers, 2 Skylights, 2

Mirrors, 12V Pump, LED Lighting



## **PERSONAL COMMENTS**

My request is that this area in Pembroke which was once a prime tourist and community area be properly supported in its developed to provide the atmosphere with new interest and energy with the inclusion of a restaurant and bar facility as well as a few concession stalls to support our tourist market. The parks would be a great social place to mingle, relax or just enjoy the view. I have a concessionaire located in this area for over four years and have noticed the developed calm that has embraced the people who visit this area more frequently to find the serenity and peace away from the constant fast pace of the city environment. The whole aura of the location has developed with time and more people have become mesmerized with its beauty and peacefulness. The entire area has lots of historic origins and would be a welcomed addition for any tourism ambassador to enlighten the visiting public of its significance as Duckingstool, Black Watch Pass or the Governor's waterside parks.

My intent through this project is to offer suggestions to resurrect some balance for the entire community that can benefit Bermuda, maintain our history, develop our relationships, enjoy our island's beauty, pass on culinary traditions and provide a congenial atmosphere for the diverse mix of people that come to our islands, work on these islands and reside here.

Permission has been granted from the Estates Department as well as the Parks Department to offer concession sales of fish, hot dogs, sausages and drinks as well as offer occasional entertainment of Movie Nights and Entertainment for the community and its visitors.

**BERTRAM N. FRASER**

Mobile: (441) 505-2983  
eMail: [therockcove@gmail.com](mailto:therockcove@gmail.com)



# Setting the table for tourism growth

Bill Hanbury



At this moment in Bermuda's history, the hospitality sector carries the country's greatest hope for job creation and entrepreneurial opportunity. This was re-enforced in the Finance Minister's budget speech where he repeatedly mentioned the tourism sector as the one place where real substantive economic opportunities exist for the country.

We agree with the Minister. Of all the components of the local economy, it's the tourism sector which, when healthy, can create the most benefit. These opportunities can be career-fulfilling, upwardly mobile, family sustaining jobs, which are the difference between abundance and hardship for some Bermuda families.

And even among those who start their careers in the tourism sector and choose to leave for a different sector, they are better off for having been a part of our industry in the first place because they're likely to earn more.

...

Bert Fraser told us his neighbourhood on the North Shore in Pembroke is perfect for a visitor attraction of Bermuda-inspired food, local performers and seaside views. He said he loves his neighbourhood and visitors will, too. We agree.

**Reference: Royal Gazette 2015**





VIEWS OF POSSIBILITIES AND HOPES FOR TOURISM,  
COMMUNITY EVENTS AND LOCAL TRADE

SHIRLEY HEIGHT'S – ANTIQUA



OISTIN'S FISH FRY – BARBADOS



WATERSIDE LUNCH DECK – BAHAMAS



DOCKYARD PERGOLA - BERMUDA



# On The Rock Motifs and Apparel



Experience Bermuda  
At the Fish Fry Cove

# GEOTOURISM AND BERMUDA

**Geotourism** is defined as tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents.

**Geotourism** incorporates the concept of sustainable tourism - that destinations should remain unspoiled for future generations—while allowing for ways to protect a place's character.

**Geotourism** also takes a principle from its ecotourism cousin, - that tourism revenue should promote conservation—and extends it to culture and history as well, that is, all distinctive assets of a place.

## What is *Geotourism* ?

**Geotourism** adds to sustainability principles by building on a destination's geographical character, its "sense of place," to emphasize the distinctiveness of its locale and benefit visitor and resident alike.

**Geotourism** is synergistic: All the elements of geographical character work together to create a tourist experience that is richer than the sum of its parts, appealing to visitors with diverse interests.

- It involves the community. Local businesses and civic groups join to provide a distinctive, authentic visitor experience.
- It informs both visitors and hosts. Residents discover their own heritage by learning that things they take for granted may be interesting to outsiders. As local people develop pride and skill in showing off their locale, tourists get more out of their visit.
- It benefits residents economically. Travel businesses hire local workers, and use local services, products, and supplies. When community members understand the benefits of **geotourism**, they take responsibility for destination stewardship.
- It supports integrity of place. Destination-savvy travelers seek out businesses that emphasize the character of the locale. In return, local stakeholders who receive economic benefits appreciate and protect the value of those assets.
- It means great trips. Enthusiastic visitors bring home new knowledge. Their stories encourage friends and relatives to experience the same thing, which brings continuing business for the destination.
- (See. Appendix A for more details on National Geographic Program)



# GEOTOURISM CHARTER

*The geographical-character definition of geotourism was heavily influenced by the National Geographic Society, which defines geotourism as tourism that sustains or enhances the geographical character of a place – its environment, culture, aesthetics, heritage, and the well-being of its residents. The concept of Geographical sustainable tourism with coining of the word “geotourism”, was introduced publicly in the USA in a 2002 report by the Travel Industry Association of America (as of 2009 this organization adapted name to U.S. Travel Association) and National Geographic Traveler magazine. National Geographic senior editor Jonathan B. Tourtellot and his wife, Sally Bensusen, coined the term in 1997 in response to requests for a term and concept more encompassing than ecotourism and sustainable tourism (Wikipedia)*

## **NATIONAL GEOGRAPHIC SOCIETY HAS DRAWN UP A "GEOTOURISM CHARTER" BASED ON 13 PRINCIPLES :**

1. *Integrity of place:* Enhance geographical character by developing and improving it in ways distinctive to the local, reflective of its natural and cultural heritage, so as to encourage market differentiation and cultural pride.
2. *International codes:* Adhere to the principles embodied in the World Tourism Organization's Global Code of Ethics for Tourism and the Principles of the Cultural Tourism Charter established by the International Council on Monuments and Sites (ICOMOS).
3. *Market selectivity:* Encourage growth in tourism market segments most likely to appreciate, respect, and disseminate information about the distinctive assets of the locale.
4. *Market diversity:* Encourage a full range of appropriate food and lodging facilities, so as to appeal to the entire demographic spectrum of the geotourism market and so maximize economic resiliency over both the short and long term.
5. *Tourist satisfaction:* Ensure that satisfied, excited geotourists bring new vacation stories home and encourage friends to experience the same thing, thus providing continuing demand for the destination.
6. *Community involvement:* Base tourism on community resources to the extent possible, encouraging local small businesses and civic groups to build partnerships to promote and provide a distinctive, honest visitor experience and market their locales effectively. Help businesses develop approaches to tourism that build on the area's nature, history and culture, including food and drink, artisanry, performance arts, etc.
7. *Community benefit:* Encourage micro- to medium-size enterprises and tourism business strategies that emphasize economic and social benefits to involved communities, especially poverty alleviation, with clear communication of the destination stewardship policies required to maintain those benefits.
8. *Protection and enhancement of destination appeal:* Encourage businesses to sustain natural habitats, heritage sites, aesthetic appeal, and local culture. Prevent degradation by keeping volumes of tourists within maximum acceptable limits. Seek business models that can operate profitably within those limits. Use persuasion, incentives, and legal enforcement as needed.
9. *Land use:* Anticipate development pressures and apply techniques to prevent undesired overdevelopment and degradation. Contain resort and vacation-home sprawl, especially on coasts and islands, so as to retain a diversity of natural and scenic environments and ensure continued resident access to waterfronts. Encourage major self-contained tourism attractions, such as large-scale theme parks and convention centers unrelated to character of place, to be sited in needier locations with no significant ecological, scenic, or cultural assets.
10. *Conservation of resources:* Encourage businesses to minimize water pollution, solid waste, energy consumption, water usage, landscaping chemicals, and overly bright nighttime lighting. Advertise these measures in a way that attracts the large, environmentally sympathetic tourist market.
11. *Planning:* Recognize and respect immediate economic needs without sacrificing long-term character and the geotourism potential of the destination. Where tourism attracts in-migration of workers, develop new communities that themselves constitute a destination enhancement. Strive to diversify the economy and limit population influx to sustainable levels. Adopt public strategies for mitigating practices that are incompatible with geotourism and damaging to the image of the destination.
12. *Interactive interpretation:* Engage both visitors and hosts in learning about the place. Encourage residents to promote the natural and cultural heritage of their communities so tourists gain a richer experience and residents develop pride in their locales.
13. *Evaluation:* Establish an evaluation process to be conducted on a regular basis by an independent panel representing all stakeholder interests, and publicize evaluation results

WEBSITE : <https://www.nationalgeographic.com/maps/geotourism/>

# TOURISM & TRANSPORTATION



The original habitants of Bermuda arrived by boat and for many years since 1609, the main mode of transport throughout the points of the island was via the sea. Horse and buggy came after and after much industrialization then came motorization and eventually the ability to offer both commercial cruise boats and airplanes.

Ocean liners were the primary mode of intercontinental travel for over a century, from the mid-19th century until they began to be supplanted by airliners in the late 1960s. In addition to passengers, liners carried mail and cargo. Ships contracted to carry British Royal Mail used the designation RMS. Liners were also the preferred way to move gold and other high-value cargoes

The busiest route for liners was on the North Atlantic with ships travelling between Europe and North America. It was on this route that the fastest, largest and most advanced liners travelled. But while in contemporary popular imagination the term "ocean liners" evokes these transatlantic superliners, most ocean liners historically were mid-sized vessels which served as the common carriers of passengers and freight between nations and among mother countries and their colonies and dependencies in the pre-jet age.

Today, we have lots of choices in which to travel around Bermuda and enjoy its pleasures. The best and shortest route from Dockyard or St. George's to Hamilton is by boat and is the most practical as we now see how the roads have become congested with traffic and overtaxed with maintenance and repairs..



## Fast Ferry Transportation



## PROPOSED SITE PLAN WITH EVENTS



# WELCOME TO BERMUDA

## THE “ON THE ROCK” EXPERIENCE



ON THE ROCK ... LOSE YOURSELF, DISCOVER YOURSELF



“ON THE ROCK” OFFER MORE THAN JUST SUN AND SAND



**SHARE MEMORIES ...**  
**TASTE HAPPINESS ...**  
**LIVE DREAMS !!!**

