

# EXTENT

HERITAGE ADVISORS  
TO AUSTRALIA AND  
THE ASIA PACIFIC



## St Peters Interchange and Local Roads

### Heritage Interpretation Plan

### Volume One: Strategy

M5N-ES-RPT-SPI-0013-0

Prepared for CPB Dragados Samsung Joint Venture

July 2019 – Final

Sydney  
Melbourne  
Brisbane  
Perth

[extent.com.au](http://extent.com.au)

**EXTENT HERITAGE PTY LTD**

ABN 24 608 666 306

ACN 608 666 306

info@extent.com.au

**extent.com.au****SYDNEY****MELBOURNE****BRISBANE****PERTH**

## Document information

Extent Heritage project no.:	SYD15256
Client:	CPB Dragados and Samsung Joint Venture
Project:	WestConnex Stage 2 New M5
Site location:	WestConnex
Author(s):	[REDACTED] [REDACTED] [REDACTED]

## Document control

Version	Internal reviewer	Date	Review type
Draft. V1	[REDACTED]	6 Dec 2017	QA Review
Draft. V2	[REDACTED]	6 Dec 2017	QA Review
Final Draft. V3	[REDACTED]	14 Feb 2019	QA Review
Final Draft V4	[REDACTED]	3 July 2019	QA Review
Final	[REDACTED]	24 July 2019	QA Review

### Copyright and moral rights

Historical sources and reference materials used in the preparation of this report are acknowledged and referenced in figure captions or in text citations. Reasonable effort has been made to identify, contact, acknowledge and obtain permission to use material from the relevant copyright owners.

Unless otherwise specified in the contract terms for this project Extent Heritage Pty Ltd

- vests copyright of all material produced by Extent Heritage Pty Ltd (but excluding pre-existing material and material in which copyright is held by a third party) in the client for this project (and the client's successors in title);
- retains the use of all material produced by Extent Heritage Pty Ltd for this project, for its ongoing business, and for professional presentations, academic papers or publications.

## Contents

1.	Introduction.....	1
1.1	Project description .....	1
1.2	Conditions of Approval .....	2
1.3	Objectives .....	4
1.4	Methodology .....	4
1.5	Limitations.....	5
1.6	Authorship.....	5
1.7	Ownership.....	5
1.8	Terminology .....	6
2.	Site identification.....	8
3.	Heritage Status.....	11
3.1	Statutory Heritage Listings .....	11
3.2	Statement of Significance .....	11
4.	Guiding Interpretation Polices and Principles.....	14
4.1	‘Best Practice’ Interpretation .....	14
4.2	The Burra Charter .....	15
4.3	The Ename Charter .....	16
4.4	Interpreting Heritage Places and Items Guideline .....	17
4.5	Heritage Interpretation Policy.....	18
4.6	Marrickville Council Public Art Policy.....	18
4.7	City of Sydney Public Art Policy .....	19
4.8	The RMS Heritage Interpretation Guideline.....	19
5.	Key themes.....	20
6.	Audience .....	22
6.1	Local Residents .....	22
6.2	Occasional Visitors .....	22
6.3	Working Professionals .....	22
7.	Site Analysis .....	24
7.1	Key Considerations.....	24
7.2	Proposed WestConnex Layout and Environment.....	24
7.3	Existing Interpretation .....	29
7.4	Salvaged Heritage Fabric.....	31
7.5	SWOT Analysis.....	34

7.6	Site Analysis Findings .....	35
8.	Potential Interpretation Devices .....	36
8.1	Signage .....	36
8.2	Place Naming .....	41
8.3	Public Artwork / Installations .....	41
8.4	Interactive Landscapes .....	43
8.5	Digital and Print Media .....	43
9.	Management of Interpretation .....	46
10.	Conclusion.....	47

## List of figures

Figure 1.	WestConnex Stage 2 New M5, St Peters project area showing the various precincts. ....	9
Figure 2.	View east across the St Peters Interchange site 2015 (Source: WestConnex New M5 Urban Design and Landscape Plan, Version D prepared by HASSEL, p. 55). ....	10
Figure 3.	View north across the St Peters Interchange site 2015 (Source: WestConnex New M5 Urban Design and Landscape Plan, Version D prepared by HASSEL, p. 56). ....	10
Figure 4.	St Peters Interchange concept plan (Source: WestConnex New M5 Urban Design and Landscape Plan, Version G prepared by HASSEL). ....	26
Figure 5.	3D render of St Peters interchange, facing south west towards the Princes Highway (Source: WestConnex New M5 Urban Design and Landscape Plan, Version D prepared by HASSEL, p. xii.....	27
Figure 6.	Cross section through landscaped mound, showing pedestrian paths and available surface at the top of the hill (Source: WestConnex New M5 Urban Design and Landscape Plan, Version G prepared by HASSEL, p. 74). ....	28
Figure 7:	Interpretation of Slettnes Lighthouse, Norway. (Source: <a href="https://www.reddit.com/r/ArtefactPorn/comments/34xdlz/an_outline_overlay_reconstructs_the_damaged/">https://www.reddit.com/r/ArtefactPorn/comments/34xdlz/an_outline_overlay_reconstructs_the_damaged/</a> ) .....	37
Figure 8.	View-master style interpretive installation showing historic imagery of site through the viewfinder (Source: Interpretation Australia). ....	37
Figure 9.	Granite footpath showing topographical layers (Source: Pinterest – Styraciflua). ...	38
Figure 10.	Interpretation at 140 William Street in Perth (Source: Fabio Ongarato Design).....	38
Figure 11.	Tree grates used to interpret the site and its history (Source: Pinterest) .....	38
Figure 12.	Examples of signage proposed by Hassell for the park entry.....	41
Figure 12:	Brick knot by Wendy Taylor Source: <a href="http://www.wendytaylorsculpture.co.uk/works/sculpture/">http://www.wendytaylorsculpture.co.uk/works/sculpture/</a> .....	42
Figure 13.	Twisted gate, artist unknown (Source: Pinterest). ....	42
Figure 14.	Brick sculpture, artist unknown (Source: Pinterest).....	42
Figure 15.	Industrial play equipment at Darling Quarter, Sydney. ....	43
Figure 16:	Sandpit digging play equipment, Prenzlauer Berg .....	43

Figure 17: izi-TRAVEL, a downloadable app available on iPhone and Android, is utilised by museums, city councils, community groups, etc. who can build and upload walking tours and audio guides. The files can be downloaded prior to a visit and accessed without the use of internet data. It also has GPS tracking capabilities. .... 44

Figure 18: Augmented reality digital applications that are custom-designed for each site, using a combination of GPS location and historic sources to automatically access location-specific information. .... 45

# 1. Introduction

## 1.1 Project description

This Heritage Interpretation Plan (HIP) has been prepared for CPB Contractors Dragados Samsung Joint Venture (CDS-JV) as part of the WestConnex Stage 2 New M5 project. This HIP is intended to provide an interpretive vision for the St Peters Interchange and Local Roads precinct of the WestConnex Stage 2 works, and to make recommendations on the content, research, design, development and ongoing management of sustainable public interpretation programs for the entire precinct.

This report has been prepared in accordance with Condition B40 of the Minister Conditions of Approval for WestConnex Stage 2, which states:

The Proponent must prepare a Heritage Interpretation Plan which identifies and interprets the key heritage values and stories of heritage items and heritage conservation areas impacted by the SSI project. The Heritage Interpretation Plan must include, but not be limited to:

- a. A discussion of the key interpretive themes, stories and messages proposed to interpret the history and significance of the affected heritage items and sections of heritage conservation areas including, but not limited to, St Peters Brickpit Geological site, the Alexandra Canal, Terraces at 28-44 and 82 Campbell Street and the Rudders Bond Store; and
- b. identification and confirmation of interpretive initiatives implemented to mitigate impacts to archaeological relics, heritage items and conservation areas affected by the SSI project.

The Heritage Interpretation Plan must be prepared in consultation with the Heritage Council of NSW and the relevant local councils. A copy of the Plan must be provided to the Heritage Council of NSW, the relevant local councils and the Secretary at least six months prior to the operation of the SSI project.

Based on the requirements of Condition B40 and an assessment of site significance, this HIP will explore the following key items and historical themes:

- Geological/environmental history (including St Peters Brickpit Geological Site)
- Aboriginal heritage
- Early European history of area
- Industrial heritage:
  - Alexandra Canal
  - Terraces at 28-44 and 82 Campbell Street
  - Rudders Bond Store
  - St Peters Brickpit
  - Service Garage, 316 Princes Highway
- 20th Century development of site

- The St Peters Interchange and Local Roads study area will undergo significant changes as a result of the New M5. The meaningful interpretation of these sites within the precinct is therefore a vital component mitigating the impact of these works.
- This study proposes a range of strategies to help visitors and site users better comprehend and navigate the place, to appreciate its significance, and to engage with its complex strands of history. It must be emphasised that the interpretive proposals herein are concepts only, not a definitive blueprint. The works proposed to be installed enable a range of devices adequate to provide interpretation of the place. They are conceived as independent elements that can be developed either in isolation or in their entirety. They will require further research as the project progresses, consideration and design development before their final form, scale, content, locations and construction costs can be determined, and the works implemented.

As part of the Construction Environmental Management, Reporting and Auditing section of the Infrastructure Approval, Condition D42 required the following task to be undertaken:

The Proponent must undertake photographic and drawn archival recordings of the geological features of the St Peters Brickpit Geological Site prior to undertaking any works that would result in the features being obscured. The recordings should be included in the Heritage interpretation Plan required by condition B40.

The archival record has been appended to this report (Volume 3) as Appendix B.

## 1.2 Conditions of Approval

Requirement of the conditions of approval	Where requirements are addressed in the plan
<p><b>Condition B40</b></p> <p>The Proponent must prepare a Heritage Interpretation Plan which identifies and interprets the key heritage values and stories of heritage items and heritage conservation areas impacted by the SSI project. The Heritage Interpretation Plan must include, but not be limited to:</p> <ol style="list-style-type: none"> <li>A discussion of the key interpretive themes, stories and messages proposed to interpret the history and significance of the affected heritage items and sections of heritage conservation areas including, but not limited to, St Peters Brickpit Geological site, the Alexandra Canal, Terraces at 28-44 and 82 Campbell Street and the Rudders Bond Store; and</li> <li>identification and confirmation of interpretive initiatives implemented to mitigate impacts to archaeological relics, heritage items and</li> </ol>	<p>This HIP report fulfils this condition.</p>

Requirement of the conditions of approval	Where requirements are addressed in the plan
<p>conservation areas affected by the SSI project.</p> <p>The Heritage Interpretation Plan must be prepared in consultation with the Heritage Council of NSW and the relevant local councils. A copy of the Plan must be provided to the Heritage Council of NSW, the relevant local councils and the Secretary at least six months prior to the operation of the SSI project.</p>	
<b>Condition B34</b>	
<p>The Proponent must salvage sections of the laminated timber from the Rudders Bond Store prior to demolition of the building and assess options for its reuse within the project area at St Peters and maximise its use within the operational facilities. The sections to be salvaged must be determined in consultation with the Heritage Council of NSW (or its delegate). The Proponent must submit to the Secretary written advice from the Heritage Council of NSW that it is satisfied with the proposed level of salvage, prior to the building being demolished.</p>	<p>The HIP partially fulfils the requirement of this condition with reference to material salvaged from the Rudders Bond Store.</p> <p>The salvaged material will be subject to the Stage 3 Project Area with the St Peters Interchange Recreational Area. The SPI Recreation Area will be used as a construction site for the M4-M5 Link until 2023. RMS will therefore detail the reuse of the Rudders Bond Store arches in a separate Heritage Interpretation Plan in consultation with the Heritage Council of NSW, City of Sydney and Inner West Council prior to completion of the M4-M5 Link to satisfy New M5 Conditions B34, B40 and B61(f).</p>
<b>Condition B35</b>	
<p>The Proponent must salvage items and materials from heritage items as advised by an independent heritage consultant. The list of items and materials to be salvaged must be developed in consultation with the relevant council(s) and submitted to the Secretary for consideration prior to demolition of any heritage items.</p> <p>The additional note within Condition B35, states:</p> <p>How the items are reused in the project is to be detailed in the Urban Design and Landscape Plan required by Condition B61.</p> <p>Any residual items and materials are to be made available, through a process to be developed by the Proponent in consultation with the relevant council(s), to property owners within the locality from where the material originated.</p>	<p>The HIP fulfils the requirement of this condition with reference to use of material salvaged. Refer to section 7.4 and 7.6.</p>



## 1.3 Objectives

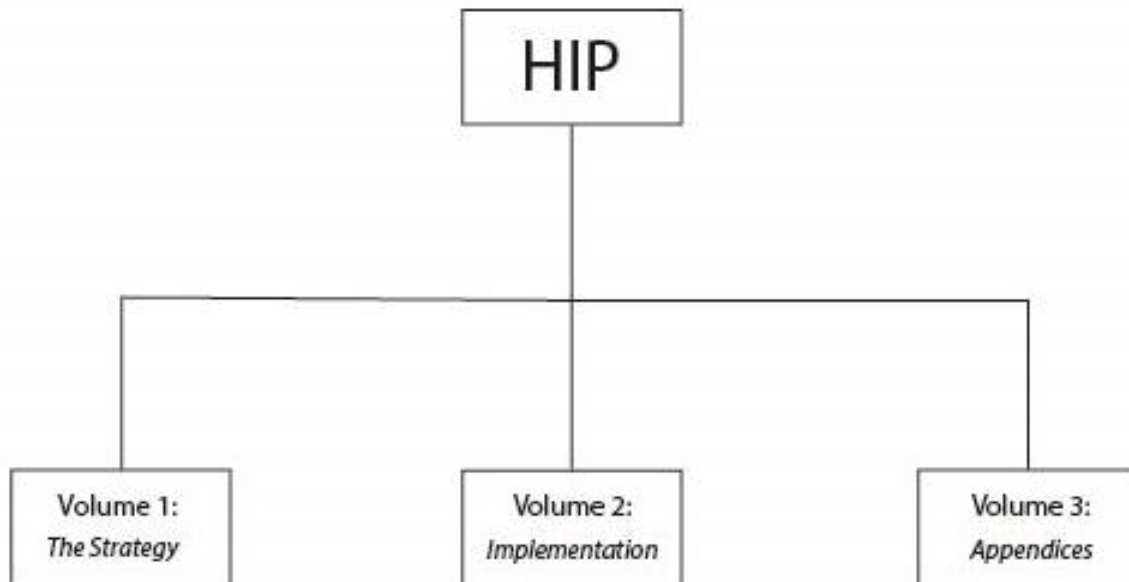
The objective of this report are as follows:

- To provide interpretation of the heritage significance of the St Peters precinct;
- To develop a range of devices and programs to address the different needs and interests of the audience;
- To achieve enhanced public understanding and engagement in the history and cultural heritage of the area;
- To provide a mechanism for all visitors and residents to experience and learn more about the study area;
- To create and strengthen existing links with the heritage significance of the wider St Peters/Alexandria/Marrickville area;
- To identify opportunities for key community stakeholder engagement with interpretation project planning, development and presentation;
- To help ensure that future interpretative devices and their content have the potential to engage and provoke public interest, are accessible, sustainable (in relation to maintenance), reversible and appropriate to the sites for which they are chosen.
- To demonstrate best practice interpretation consistent with relevant state, national and international standards and guidelines.

## 1.4 Methodology

This HIP is part of a suite of heritage management documents that have been prepared for the WestConnex Stage 2 “The New M5” project, that includes Rudders Bond Store Heritage Interpretation Strategy, Rudders Bond Conservation Strategy, Photographical Archival Recordings and the precinct wide Landscape and Urban Design Plan (UDLP) (prepared by HASSELL). This interpretation plan has been prepared in conjunction with the UDLP to provide an integrated approach to heritage and landscape/urban design within the project area.

The report HIP has been organised in the following way:



## 1.5 Limitations

The site was inspected and photographed on various occasions throughout 2016-2017. On the most part, inspections were undertaken as visual studies only.

The historical overview provides sufficient historical background to provide an understanding of the place in order to identify relevant historic themes and provide relevant interpretation recommendations, however, it is not intended as an exhaustive history of the site.

## 1.6 Authorship

The following staff members at Extent Heritage Pty Ltd have prepared this HIP:

██████████ Senior Heritage Advisor

██████████ Senior Heritage Advisor

██████████ Heritage Advisor

## 1.7 Ownership

The site is owned and managed by Roads and Maritime Services (RMS).

## 1.8 Terminology

The terminology in this report follows definitions presented in *The Burra Charter: The Australia ICOMOS Charter for Places of Cultural Significance 2013 (Burra Charter)*. Article 1 provides the following definitions:

**Place** means site, area, land, landscape, building or other work, group of buildings or other works, and may include components, contents, spaces and views.

**Cultural significance** means aesthetic, historic, scientific, social or spiritual value for past, present or future generations.

Cultural significance is embodied in the place itself, its fabric, setting, use, associations, meanings, records, related places and related objects.

Places may have a range of values for different individuals or groups.

**Fabric** means all the physical material of the place including components, fixtures, contents, and objects.

**Conservation** means all the processes of looking after a place so to retain its cultural significance.

**Maintenance** means the continuous protective care of the fabric and setting of a place, and is to be distinguished from repair. Repair involves restoration or reconstruction.

**Preservation** means maintaining the fabric of a place in its existing state and retarding deterioration.

**Restoration** means returning the existing fabric of a place to a known earlier state by removing accretions or by reassembling existing components without the introduction of new material.

**Reconstruction** means returning the place to a known earlier state and is distinguished from restoration by the introduction of new material into the fabric.

**Adaptation** means modifying a place to suit the existing use or a proposed use.

**Use** means the functions of a place, as well as the activities and practices that may occur at the place.

**Compatible use** means a use that respects the cultural significance of a place. Such a use involves no, or minimal, impact on cultural significance.

**Setting** means the area around a place, which may include the visual catchment.

**Related place** means a place that contributes to the cultural significance of another place.

The terminology in this report also follows definitions presented in The Ename Charter.

**Interpretation** refers to the full range of potential activities intended to heighten public awareness and enhance understanding of cultural heritage site. These can include print and electronic publications, public lectures, on-site and directly related off-site installations,

educational programmes, community activities, and ongoing research, training, and evaluation of the interpretation process itself.

**Presentation** more specifically denotes the carefully planned communication of interpretive content through the arrangement of interpretive information, physical access, and interpretive infrastructure at a cultural heritage site. It can be conveyed through a variety of technical means, including, yet not requiring, such elements as informational panels, museum-type displays, formalized walking tours, lectures and guided tours, and multimedia applications and websites.

**Interpretive infrastructure** refers to physical installations, facilities, and areas at, or connected with a cultural heritage site that may be specifically utilised for the purposes of interpretation and presentation including those supporting interpretation via new and existing technologies.

**Site interpreters** refer to staff or volunteers at a cultural heritage site who are permanently or temporarily engaged in the public communication of information relating to the values and significance of the site.

**Cultural Heritage Site** refers to a place, locality, natural landscape, settlement area, architectural complex, archaeological site, or standing structure that is recognized and often legally protected as a place of historical and cultural significance.

## 2. Site identification

The subject site is located within the suburb of St Peters, within the Local Government Areas of the City of Sydney and Inner West Council (former Marrickville Council area). It forms part of the larger WestConnex scheme involving a 33km motorway that is intended to link Sydney's west with Sydney Airport and the Port Botany precinct.

The subject site consists of two precincts; the St Peters Interchange site and the Local Road Upgrades area. The St Peters Interchange is located within the former Alexandria landfill site and is bound by Canal Road to the south, Burrows Road to the east, Campbell Road to the north and Princes Highway to the west (see Figures 2 and 3). The site lies within a flat, low lying area adjacent to the Alexandra Canal (east). To the west, the site rises to a ridgeline that extends from Newtown in the north to Cooks River in the south. Vegetation present on the site prior to the commencement of works consisted primarily of re-growth and has been removed to accommodate the new works within the interchange site. In addition to the principal roadworks, a man-made lookout will be created adjacent to Canal Road.

The Local Road Upgrades site includes Euston Road, Campbell Road, Campbell Street, Barwon Park Road, Unwins Bridge Road, May Street, Burrows Road, Bourke Road and Gardeners Road (see Figure 4). Between 2015-2017, the site was cleared of all structures, including a series of dwellings and warehouse buildings along Campbell Street and Campbell Road to make way for road widening and re-landscaping works.

Although within the area impacted by the SSI project the Stage 3 Handover Site and the former service garage at 316 Princes Highway do not form part of this Heritage Interpretation Plan, for a discussion of other future opportunities refer to Section 7.6.



Figure 1. WestConnex Stage 2 New M5, St Peters project area showing the various precincts.





Figure 2. View east across the St Peters Interchange site 2015 (Source: WestConnex New M5 Urban Design and Landscape Plan, Version D prepared by HASSEL, p. 55).



Figure 3. View north across the St Peters Interchange site 2015 (Source: WestConnex New M5 Urban Design and Landscape Plan, Version D prepared by HASSEL, p. 56).

## 3. Heritage Status

### 3.1 Statutory Heritage Listings

The following table outlines the heritage status of all heritage items and conservation areas relevant to the study area.

Site Name	State Heritage Register	Section 170 Heritage Conservation Register	Local Heritage Item (LEP)	Located within an HCA
<b>St Peters Brickpit Geological Site</b>	-	-	-	-
<b>Alexandra Canal</b>	Item #01621	Sydney Water	Marrickville LEP 2011 Item #I2170	-
<b>*28-44 Campbell Street</b>	-	RMS	-	-
<b>*82 Campbell Street</b>	-	RMS	-	-
<b>*Rudders Bond Store</b>	-	-	Sydney LEP 2012 Item #I405	-
<b>Goodsell Heritage Conservation Area</b>	-	-	-	Marrickville LEP 2011

\* Items marked with an asterisk have been demolished as part of the WestConnex New M5 project.

### 3.2 Statement of Significance

The following statements of significance relate to affected heritage items and conservation areas within the study area.

Site Name	Statement of Significance
St Peters Brickpit Geological Site	St Peters Brickpit contains a section of prior Botany Bay shoreline sediments of late Pleistocene/early Holocene Age (18,000 to 6,000 years bp). These sediments provide important evidence of the extent to which the waters of Botany Bay rose at the end of the last glaciation. The deposits found within the brickpit are a rare occurrence of this shoreline (Criterion A.1 and B.1). The Ashfield shale in the vicinity of the brickpit has been a rich source of fossils of upper Triassic Age (approximately 210 million years bp). With both vertebrate and invertebrate fossils identified including an amphibian named PARACYCLOTOSAURS DAVIDII, a member of the sub-class Labyrinthodontia. This species has only been identified from this site. It is one of few species of this sub-class of this age discovered in Australia to date. This species has contributed to the understanding of the evolution of the Australian amphibian fauna (Criterion A.1). The quarry is used extensively as a teaching resource by local tertiary institutions. It provides an excellent opportunity for students of geography to observe structures in fresh shale and siltstone of the Ashfield formation. These structures



Site Name	Statement of Significance
	<p>include joints, faults and recent mass movement on the edges of the quarry. There is also potential for significant additional fossil finds within the Ashfield formation of the former Botany Bay shoreline deposits are of research value, providing evidence of former sea levels around Botany Bay. The shell within the deposit may yield information on environmental conditions that existed as sea levels rose at the end of the last glaciation (Criterion C.1). The site contains a representative example of Ashfield shale which is the lowest formation of the upper Triassic Wianamatta group of the Sydney Basin the shoreline deposits provide an important example of the former shoreline of Botany Bay (Criterion D.1). The site is of historic interest for the way it demonstrates part of the geographical spread of the St Peters brick-shale deposits and so complements the restored Bedford Brickworks to the north (Criteria A.4 and B.2).</p> <p>(Register of the National Estate listing sheet)</p>
Alexandra Canal	<p>Alexandra Canal is of high historic, aesthetic and technical/research significance. Historically, it is a rare example of 19th century navigational canal construction in Australia, being one of only two purpose-built canals in the State, with one other known example in Victoria. It has the ability to demonstrate the NSW Government's initiative to create water transport as a means of developing an industrial complex in the Alexandria and Botany areas and exploiting the use of unemployed labour to achieve its scheme. It played a seminal role in the changing pattern and evolution of the occupation and industrial uses of the local area and nearby suburbs, which included filling large areas of low-lying land for development. Aesthetically, intact original sections of the canal, comprising pitched dry packed ashlar sandstone, provides a textured and coloured finish which is aesthetically valuable in the cultural landscape. It is a major landmark and dramatic component of the industrial landscape of the area, particularly as viewed from the Ricketty Street Bridge and along Airport Drive. Scientifically, the excavation of the canal provided a valuable contribution to the understanding of the changing sea-levels along the eastern seaboard and the antiquity of the aboriginal presence in the area. Intact original sections of the fascine dyke sandstone construction are rare examples of late 19th century coastal engineering works.</p> <p>The area has been assessed as having no potential to contain historical archaeological material associated with the development or occupation of the area, either prior to or since the construction of the canal. As a result, the study area would contain no material of historical significance, or material that could contribute to the significance of Alexandra Canal itself.</p> <p>(NSW OEH Heritage Listing Sheet)</p>
28-44 Campbell Street	<p>28-44 Campbell Street has outstanding ability to demonstrate brickfield workers' housing from the 1880s to the turn of the 20th century. Built by local brickmaker Henry Woodley, the terrace reflects the areas industrial history. Generally intact, the terrace has aesthetic value as a representative Victorian terrace constructed with locally manufactured bricks.</p> <p>(NSW OEH Heritage Listing Sheet)</p>
82 Campbell Street	<p>82 Campbell Street, St Peters, has local significance as a rare and representative example of a modest worker's cottage, a type which proliferated in the suburb with the rise of the brick manufacturing industry from the 1870s.</p> <p>(NSW OEH LEP item Heritage Listing Sheet)</p>
Rudders Bond Store	<p>The site is of historical significance for its role in the production of engineered timber in Australia from c1946 to 1958. Symonds was a pioneering manufacturer of such timbers and the building contains a good example of the companies work in the timber frame of the building. The building has strong associations with Ralph Symonds a</p>

Site Name	Statement of Significance
	<p>pioneer of laminated timber construction in the post-war era in Sydney and Melbourne whose factory this site was and who designed the laminated timber structure supporting the roof. This building is of State and Australian significance as a surviving example of the laminated arches pioneered by Ralph Symonds. As a physical example of these structures the building has great research potential for studying this innovative building technology and to some extent the production processes. Surviving early laminated timber buildings are rare. The site is significant for its role in the history of engineered timbers across Australia and is of state level of significance.</p> <p>(NSW OEH LEP item Heritage Listing Sheet)</p> <p>Additionally:</p> <p>The Rudders Bond Store is rare as one of five remaining Ralph Symonds industrial buildings in Australia. It is one of three located within NSW. The building is rare as one of less than 18 known large-scale glue laminated timber structures identified as possibly remaining in Australia.</p> <p>(Extent Heritage Pty Ltd, Rudders Bond Store Comparative Analysis, 2016)</p>

## 4. Guiding Interpretation Policies and Principles

### 4.1 'Best Practice' Interpretation

Heritage is a cultural asset. As such it belongs and relates to all persons in a community and is linked to other aspects of a community's cultural traditions, physical environment and community life. As the Office of Environment and Heritage states:

[Heritage] is a means of sharing Australian culture and history within communities and with other communities, new citizens, visitors, and people overseas. It is also a means of passing on the knowledge and appreciation of Australian culture to new generations.<sup>1</sup>

The heritage interpretation of a place should connect to audiences on all cultural levels and engage them in forming their own personal association to the site. It should be adaptable to audiences from all urban and regional backgrounds, whilst still respecting and appreciating the culture and values of the target audiences. Its aim is to share Australia's range of cultural heritage values through the effective and creative use of multi-faceted and dynamic platforms, installations and devices, as well as a wide variety of physical, face-to-face and digital media interfaces.

The delivery of thematic communication to your target audience allows you to interact with them in a way that can impact on social, cultural and consumer expectations for an area ultimately driving more visitations, greater destination tourism opportunities, provide more community spirit and a feeling of ownership and can generate more business for the area. Site management within the study area should embrace interpretation as a method of protecting and securing the long-term success of such a significant asset within the local landscape.

The purpose of the interpretation should be to provide visitors with an experience that helps them explore the history and importance of the place in ways in which they might not be able to on their own. Nevertheless, an interpretation plan need not be didactic or rigid. Rather, it should inform visitors and expand their horizons regarding issues the interpretation raises. Simultaneously, the interpretation need not resolve these issues for the visitor.

Interpretation needs to be appropriate for a variety of audiences and therefore, must operate on a range of levels. This can include on- and off-site interpretation, interpretation aimed at different ages, at casual visitors and at knowledgeable specialists and enthusiasts. The media used must be appropriate to the site and its conditions, as well as suitable to the visitor experience. Furthermore, the media needs to be robust enough to stand up to visitation. Visitors should be drawn through the site and be engaging enough to complete their interpretive experience. This latter goal will, however, vary depending on the nature of the visitor.

Interpretation can also be staged. It is not necessary to establish all interpretive media at one time, provided each stage is designed and installed so as not to preclude later works. Staged

---

<sup>1</sup> NSW Heritage Office (2005) Heritage Information Series: Interpreting Heritage Places and Items Guidelines, p. 4

implementation is desirable as it allows the review of the visitor experience, tailoring the interpretation as required. Interpretation also requires periodic refreshing, to address the inevitable wear and tear on interpretive media, but also to ensure that the interpretation is relevant and engaging. Refreshing also provides opportunity to explore different themes, tell new stories, correct errors or provide new information that may become known over time.

## 4.2 The Burra Charter

The Burra Charter: The Australia ICOMOS Charter for Places of Cultural Significance 2013 (Burra Charter)<sup>2</sup> is considered the guiding document of best practice standards for the management of cultural and natural heritage within Australia.

The Charter states that it can be applied to all types of places of cultural significance including natural, Indigenous and historic places with cultural values. The Burra Charter Process outlines an approach of Understanding the Significance, Develop Policy, and Manage.

Articles of the Burra Charter that are appropriate and relevant to the interpretation of the subject site include:

Article	Number	Description
5. Values	5.1	Conservation of a place should identify and take into consideration all aspects of cultural and natural significance without unwarranted emphasis on any one value at the expense of others.
6. Burra Charter Process	6.1	The cultural significance of a place and other issues affecting its future are best understood by a sequence of collecting and analysing information before making decisions. Understanding cultural significance comes first, then development of policy and finally management of the place in accordance with the policy. This is the Burra Charter Process.
	6.2	Policy for managing a place must be based on an understanding of its cultural significance.
	6.3	Policy development should also include consideration of other factors affecting the future of a place such as the owner's needs, resources, external constraints and its physical condition.
	6.4	In developing an effective policy, different ways to retain cultural significance and address other factors may need to be explored.
24. Retaining Associations and Meanings	24.2	Significant associations between people and a place should be respected, retained and not obscured. Opportunities for the interpretation, commemoration and celebration of these associations should be investigated and implemented.
	24.2	Significant meanings, including spiritual values, of a place should be respected. Opportunities for the continuation or revival of these meanings should be investigated and implemented.

<sup>2</sup> The Burra Charter, The Australian ICOMOS Charter for Places of Cultural Significance, Australian ICOMOS, 2013.

Article	Number	Description
25. Interpretation	25.1	The cultural significance of many places is not readily apparent and should be explained by interpretation. Interpretation should enhance understanding and engagement and be culturally appropriate.

### 4.3 The Ename Charter

The ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites<sup>3</sup>, also known as the Ename Charter) is the most recent development in the guiding principles specific to interpretation of cultural heritage sites. It sets forth seven cardinal principles upon which Interpretation and Presentation, in whatever form or medium deemed appropriate, should be based. Ratified in 2008 the international charter defines its purpose as being:

*“to define the basic principles of Interpretation and Presentation as essential components of heritage conservation efforts and as a means of enhancing public appreciation and understanding of cultural heritage sites.”<sup>4</sup>*

The principals of the Ename Charter that are appropriate and relevant to the interpretation of the subject site can be summarised as follows:

#	Principle	Description
1	Access and understanding	This principle identifies that interpretation and presentation programmes should facilitate physical and intellectual access by the public to cultural heritage sites. It should enhance personal experience through communicating the importance of a cultural heritage site, and also encourage individuals and communities to reflect on their own perceptions of the site. The aim should be to stimulate further interest, learning, experience, and exploration. Interpretation should identify the varied audiences that will potentially engage with the presentation in order to effectively connect with them.
2	Information Sources	This principle identifies that interpretation and presentation should be based on evidence gathered through accepted scientific and scholarly methods as well as from living cultural traditions. Interpretation should be able to demonstrate that it is well-researched through the range of oral and written information, material remains, visual reconstructions, environmental, archaeological, architectural, and historical data. The data needs to be palatable to a varied audience, linking this principle with Principle 1 above.
3	Context and Setting	This principle dictates that the interpretation and presentation of cultural heritage sites should relate to their wider social, cultural, historical, and natural contexts and settings. Interpretation should explore the significance of a site in its multi-faceted historical,

<sup>3</sup> The ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites ('Ename Charter'), Paris, 2008.

<sup>4</sup> Ibid.

#	Principle	Description
		political, spiritual, and artistic contexts. It should consider all aspects of the site's cultural, social, and environmental significance and values. The surrounding landscape, natural environment, and geographical setting are integral parts of a site's historical and cultural significance, and, as such, should be considered in its interpretation.
4	Authenticity	The design of a heritage interpretation programme should respect the traditional social functions of the site and the cultural practices and dignity of local residents and associated communities. All visible interpretive infrastructures (such as kiosks, walking paths, and information panels) must be sensitive to the character, setting and the cultural and natural significance of the site, while remaining easily identifiable.
5	Sustainability	The interpretation plan for a cultural heritage site must be sensitive to its natural and cultural environment, with social, financial, and environmental sustainability among its central goals.
6	Inclusiveness	The Interpretation and Presentation of cultural heritage site must be the result of meaningful collaboration between heritage professionals, hosts and associated communities, and other stakeholders.
7	Research, Training and Evaluation	Continuing research, training, and evaluation are essential components of the interpretation of a cultural heritage site.

## 4.4 Interpreting Heritage Places and Items Guideline

The Interpreting Heritage Places and Items guideline (NSW Heritage Council, 2005) describes at a very broad level why it is important to interpret heritage, the responsibility of governments, heritage practitioners, communities and audiences as people who receive the interpretive message, and how good interpretation can be achieved.

The primary principles from these guidelines are that interpretation strengthens the relationships between communities and its heritage. It is about different ways of communicating the significance of an item to many people and a range of audiences. It can involve a range of mediums from publications, events, public activities and controlled settings. It makes reference to the Heritage Interpretation Policy for the individual ingredients to achieve best practice in interpretation.

Principles include:

#	Principle	Description
1	A Sense of Place	Interpretation will create an encompassing presence and awareness of the site as a mixed industrial and commercial precinct with a community focus, create a linkage and interaction between local residents, businesses and community contributing, while also contributing to the experience of the visiting audience.

#	Principle	Description
2	Tangible and Intangible Heritage	Interpretation will emphasise both the tangible and intangible heritage of the area to create a comprehensive approach to the site as a whole and its position within the wider community context.
3	Media	Interpretation will integrate a wide range of media and platforms to create sustainable and effective interpretation infrastructure.
4	Community Engagement	Interpretation development will engage and incorporate community aspects as appropriate to create a sense of community ownership.

## 4.5 Heritage Interpretation Policy

The Heritage Interpretation Policy (NSW Heritage Council, 2005) intends to guide heritage practitioners towards best practice heritage interpretation. They have listed the following “ingredients” towards achieving best practice interpretation for all types of heritage:

1. Respect for the special connections between people and items;
2. Understand the item and convey its significance;
3. Apply good research;
4. Explore, respect and respond to the identified audience;
5. Make reasoned choices about themes, ideas and stories to interpret;
6. Engage the audience, stimulate thought and dialogue, provoke response and enhance understanding;
7. Research and understand the physical, historical, spiritual and contemporary context of the item and related items; and respect local amenity and culture;
8. Develop interpretation that strengthens and sustains the significance of the item, its character and authenticity;
9. Integrate interpretation in conservation planning, and in all subsequent stages of a conservation project; and
10. Include interpretation in the ongoing management of an item; provide for regular maintenance, evaluation and review.

## 4.6 Marrickville Council Public Art Policy

The Marrickville Public Art Strategy advocates for the implementation of a diverse collection of temporary and permanent artworks in public places, that:



- To contribute to the unique culture of Marrickville by adding value to civic reputation and community image;
- Celebrate urban character and diverse cultural heritage by fostering local cultural identity and pride;
- Create and renew a sense of place in the built and natural environments by contributing to visual quality, ambience and identity; and
- Contribute to the cultural environment by acknowledging community values.

Development of the Interpretation Plan should incorporate, where possible, the ideology of the policy and work with local stakeholders to develop ideas for content, design and implementation.

## 4.7 City of Sydney Public Art Policy

Adopted in 2016, the City of Sydney Public Art Policy provides a clear, sustainable and forward-looking framework of principles which express the City's commitment to the vital role of art in the overall strategic planning of the city and the implementation of Sustainable Sydney 2030. The Policy aims to:

- Align significant City Art projects with major Sustainable Sydney 2030 urban design projects;
- Recognise and celebrate Aboriginal stories and heritage in public spaces;
- Support local artists and activate city places through temporary art projects;
- Support vibrant places in Village centres with community art and City Art projects;
- Promote high quality public art in private development;
- Support stakeholder and government partners to facilitate public art opportunities;
- Manage and maintain the City's collection of permanent art work, monuments and memorials, and
- Initiate and implement programs to communicate, educate and engage the public about City Art.

Development of the Interpretation Plan should incorporate, where possible, the ideology of the policy and work with local stakeholders to develop ideas for content, design and implementation.

## 4.8 The RMS Heritage Interpretation Guideline

The draft *RMS Interpretation Guideline* operates under the Roads and Maritime Cultural Heritage Policy (2016) and aims to guide RMS Project Delivery teams to identify, assess, manage and plan for the appropriate inclusion and implementation of heritage interpretation for RMS cultural heritage sites. The guideline aims to ensure that significance is appropriately conveyed, interpretation is appropriately planned for and managed, and providing parameters for consistent graphic standards across interpretation in the organisation.



## 5. Key themes

The NSW Historical Themes<sup>5</sup> “provide a context within which the heritage significance of an item can be understood, assessed and compared. Themes help to explain why an item exists, how it was changed and how it relates to other items linked by the theme”.<sup>6</sup> The identified themes represent the strongest interpretive narratives for the site due to physical evidence, extensive representation in the historic record, high historic significance or level of local importance and appeal to the community. Using these themes, and our analysis of the historic and social values of the site (refer to Appendix A), we have identified the following historical themes that are relevant to the St Peters Interchange and Local Roads precinct of the WestConnex, and how these themes can demonstrate the heritage values of the site.

The identified themes below represent the strongest interpretative narratives for the site. Analysis of the key themes show that the key narrative for the St Peters Interchange and Local Roads precinct of the WestConnex is the district's industrial history.

Australian Theme	NSW Theme	Local Themes	Application to Site
1. Tracing the natural evolution of Australia	Environment – Naturally evolved	Geological formation Fossil site	Ashfield Shale Paleontological discoveries The St Peters Brickpit Geological site
2 Peopling Australia	Aboriginal Cultures and Interactions with Other Cultures	Cadigal clan Kameygal clan Terribilong - notable Kameygal man	Stone artefacts (Alexandra Canal)
3. Developing local, regional and national economies	Agriculture – Activities relating to the cultivation and rearing of plant and animal species, usually for commercial purposes.	Early land grants and subdivision	Village of St Peters Thomas Smyth Robert Campbell Alexander Brodie Spark
	Commerce – Activities relating to buying, selling and exchanging goods and services	Brickpits Laminated timber production	Austral Brick Company Central Brick & Tile Co. Rudders Bond Store Ralph Symonds
	Industry – Activities associated with the manufacture,	Brickpits Noxious trades	Austral Brick Company Central Brick & Tile Co.

<sup>5</sup> *NSW Historical Themes*, October 2001, Heritage Council of NSW, <http://www.environment.nsw.gov.au/resources/heritagebranch/heritage/themes2006.pdf>

<sup>6</sup> *History and Heritage*, Heritage Council of NSW, <http://www.environment.nsw.gov.au/resources/heritagebranch/heritage/hmhistoryheritage.pdf> p. 2

Australian Theme	NSW Theme	Local Themes	Application to Site
	production and distribution of goods.	Timber construction factory	Tanneries, Boiler Makers and other industry along Alexandra Canal  Laminated timber production
	Science – Activities associated with systematic observations, experiments and process for the explanation of observable phenomena.	Geology Palaeontology	Paleontological discoveries Paracyclotodus davidi Fish fossils St Peters Brickpit Geological Exposure
	Transport – Activities associated with the moving of people and goods from one place to another, and systems for the provision of such movements.	Canal Roadways	Alexandra Canal Cooks River Princes Highway (former Cooks River Road/ King Street)
4. Building settlements, towns and cities	Towns, suburbs and villages – Activities associated with creating, planning and managing urban functions, landscapes and lifestyles in towns, suburbs and villages.	Early land grants and subdivision Terracing	Town plan of St Peters within Thomas Smyth original land grant Princes Highway (former Cooks River Road/ King Street) Campbell Street workers cottages Gentlemen's estates (Barwon Park, Petersleigh, Finningham)

## 6. Audience

Audience research and consideration is essential for relevant and effective interpretation. This involves identifying the expectations, preconceptions, physical requirements, cultural, demographic and behavioural characteristics of the audience, planning to meet their needs, and respecting their cultural values. There are several audiences which must be considered for interpretation within the project area. These have been outlined below.

### 6.1 Local Residents

This audience includes local residents (both long term and recent arrivals) of St Peters and surrounds who may use the site for recreational or transport link purposes. Local residents will likely have some background knowledge and awareness of the site, and perhaps a basic understanding of the area’s industrial history. They would likely view the interpretation both out of direct interest or casual surveillance, and as a result are likely to seek both specific and high-level information.

The 2008 Australian Bureau of Statistics Census identified the following statistics for local residents in the area. These have been considered as part of the interpretation planning for this site. Note: the 2016 statistics were unavailable during the writing of this report.

Suburb	Population	Private Dwellings	Median Age
St Peters	3,145	1,490	34
Tempe	3,556	1,363	38
Newtown	15,029	7,516	33
Alexandria	8,262	4,264	33

### 6.2 Occasional Visitors

As the precinct will include new open space and pedestrian/cycling paths throughout, the area is likely to attract visitors who may use the site for recreational purposes once or on an occasional basis. This audience are unlikely to have much pre-existing knowledge of the history and significance of the site and will therefore be the most “information-poor” of the audiences. Information targeting this audience can be plentiful but should be high-level to suit the audience’s level of understanding. They are only likely to view the interpretation once and will unlikely to spend extended period of time exploring it.

### 6.3 Working Professionals

As the proposed development borders several commercial properties along the Princes Highway, working professionals in the area may use or pass through the site from time to time. Like residents, they are likely to have some pre-existing understanding of the industrial history of St Peters. Their reception of interpretation will be mostly indirect in nature as they are unlikely to seek the information out or to stop along their regular route. To capture this audience,

interpretation will need to be more direct in placement and in design quality i.e. perhaps more eye-catching and interactive in nature to attract people whose interaction with the space is cursory.

## 7. Site Analysis

### 7.1 Key Considerations

In scoping an interpretation plan for the site, key considerations include:

- The site's proposed layout and built environment;
- The site's heritage value and local history;
- Consideration of recently demolished heritage items as part of the WestConnex Stage 2 project;
- Consideration of any remaining built heritage, moveable heritage or archaeology related to the site;
- Consideration of the proposed use of the precinct and associated audiences;
- Consideration of existing interpretation on site and surrounds;
- Consideration of the following limitations:
  - Interpretation devices must not impede movement or views within the site
  - Interpretation should be publicly accessible
  - Interpretation should avoid adverse physical or visual impacts to heritage fabric
- Community and stakeholders input.

### 7.2 Proposed WestConnex Layout and Environment

Understanding the physical setting of the future WestConnex site is key to appropriate interpretation planning. The study area consists of two components; the St Peters Interchange site and the Local Road Upgrades area.

The St Peters Interchange is located within the Alexandria landfill site and will incorporate the following:

- Connection between the New M5 and the local road network;
- New landscaping across the site to provide new open green space and a lookout located adjacent to Canal Road; and
- New pedestrian and cyclist paths to link in with existing networks.

The St Peters Local Road Upgrades will connect the St Peters Interchange with the local road and pedestrian footpath network as well as Sydney Park, and will include the following:

- Road widening, extensions and upgrade of existing intersections;
- New landscaping, parking areas and a network of pedestrian and cycling paths;
- Two new bridge crossings over Alexandra Canal; and

- A network of pedestrian and cycling paths to integrate the area into the St Peters Interchange site as well as the existing Sydney Park area.

These new landscaping and access networks provide a range of interpretation opportunities on site.





Figure 4. St Peter's Interchange concept plan (Source: WestConnex New M5 Urban Design and Landscape Plan, Version G prepared by HASSEL).





Figure 5. 3D render of St Peters interchange, facing south west towards the Princes Highway (Source: WestConnex New M5 Urban Design and Landscape Plan, Version D prepared by HASSEL, p. xii)



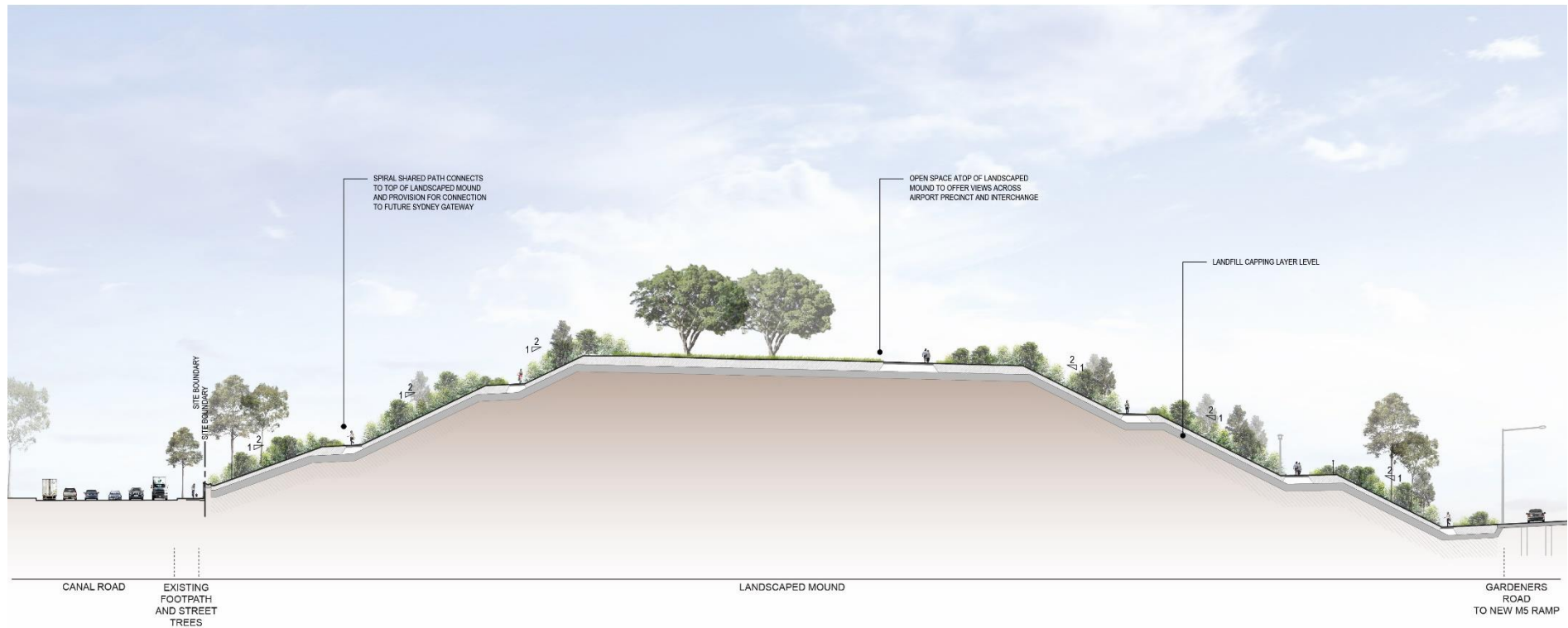




Figure 6. Cross section through landscaped mound, showing pedestrian paths and available surface at the top of the hill (Source: WestConnex New M5 Urban Design and Landscape Plan, Version G prepared by HASSEL, p. 74).

### 7.3 Existing Interpretation

Cataloguing existing interpretation relevant to a site is key to understanding its interpretative potential. Although the St Peters Interchange does not contain any interpretation, Sydney Park has some interpretation installations which should be considered as part of any interpretation planning in this area. Generally, interpretation devices across the St Peters area are minimal.

Device	Description	Thumbnail
Plinth sign	Information sign on brickmaking in the St Peters/Alexandria area. Located near an entry to Sydney Park off Barwon Park Road.	 <p>The rich alluvial soil in the St Peters-Alexandria area was considered ideal for gardens and orchards, as well as clay bricks for pottery and brickmaking. A number of brick, pottery and tile works were established in this area from the early 18th century to exploit this readily available resource.</p> <p>Joshua Gentile established the Bedford Brick Works here in 1820. Clay was extracted from the deep pits and fired into bricks in large kilns.</p> <p>In 1908 the Austral Brick Company bought the Bedford Brick Works and operated on the site until 1970. Austral operated another brickworks further north along the Princes Highway until 1983.</p> <p>In 1984, the deep clay brickpits associated with the brickworks became a major municipal waste depot operated by the City of Sydney Council. Treated rubbish was dumped in the former brickpits until 1976.</p> <p>Other parts of the Sydney Park site that were not used for brickmaking or as a rubbish tip, had a range of other industrial uses including gas storage, manufacturing and warehousing.</p> <p>When St Peters tip was finally closed, a final layer of soil and bedding rubble was placed over the former brickpits to create a new regional park in 1981.</p>
Plinth sign	Information sign on extant brick kilns located on the corner of Sydney Park Road and Princes Highway.	 <p>The brick kilns in the north-west corner of Sydney Park are a reminder of the site's previous use as a brickworks.</p> <p>Joshua Gentile established the Bedford Brick Works here in 1820, continuing to buy up adjoining land to expand his brickworks. Clay was extracted from the deep pits and fired into bricks in large kilns.</p> <p>Gentile was one of many tradesmen living and working in the Newtown and St Peters area during the 18th century. He came to Sydney with his family from Bedfordshire in England in the 1830s and began his brickmaking career in partnership with his half-brother James Rawlings. By the 1870s he was operating brickworks in Newtown and Newtown.</p> <p>His business survived when others did not because Gentile invested in steam-powered machinery and modern kilns. Following his death in 1872, his three sons carried on the business.</p> <p>In 1908 the Austral Brick Company bought the Bedford Brick Works and operated on the site until 1970. Austral had operated another brickworks further south at the corner of the Princes Highway and George Street since the 1860s and this continued to operate until 1983.</p>

Device	Description	Thumbnail
Sculpture	Two sculptural pieces interpreting the Paracyclotosaurus, recovered from Vickery's brickpit in St Peters.	
Park furniture	Steel rivetted box girder section from an unknown structure, being used as seating.	

## 7.4 Salvaged Heritage Fabric

In 2016 Extent Heritage catalogued historic building fabric from a series of properties across the WestConnex New M5 Stage 2 site for the purpose of salvage and reuse within the project area. The works were undertaken in fulfilment of the relevant conditions of consent:

### WestConnex New M5 Condition B34:

The Proponent must salvage sections of the laminated timber from the Rudders Bond Store prior to demolition of the building and assess options for its reuse within the project area at St Peters and maximise its use within the operational facilities. The sections to be salvaged must be determined in consultation with the Heritage Council of NSW (or its delegate). The Proponent must submit to the Secretary written advice from the Heritage Council of NSW that it is satisfied with the proposed level of salvage, prior to the building being demolished.

### WestConnex New M5 Condition B35:

The Proponent must salvage items and materials from heritage items as advised by an independent heritage consultant. The list of items and materials to be salvaged must be developed in consultation with the relevant council(s) and submitted to the Secretary for consideration prior to demolition of any heritage items.

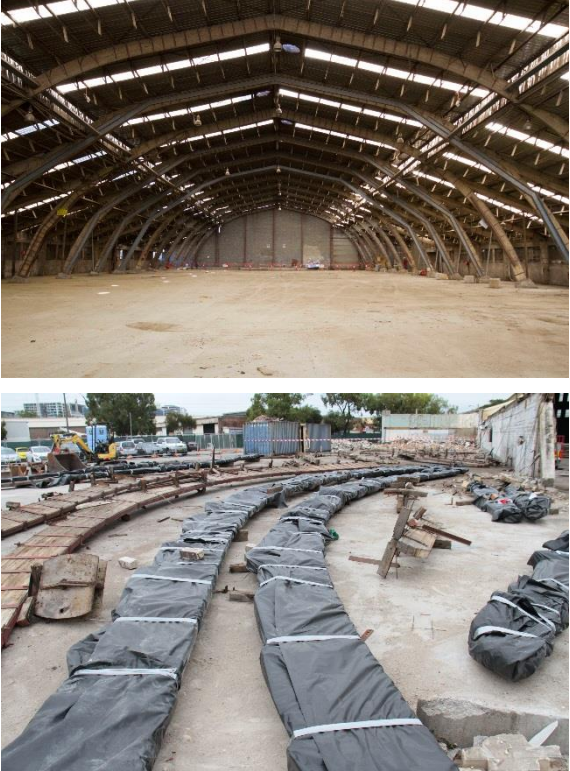
The additional note within Condition B35, states:



How the items are reused in the project is to be detailed in the Urban Design and Landscape Plan required by Condition B61.

Any residual items and materials are to be made available, through a process to be developed by the Proponent in consultation with the relevant council(s), to property owners within the locality from where the material originated.

As shown in the table below, this Interpretation Plan has planned for the integration of some of this fabric within interpretive devices throughout the site. Any residual items and materials are to be made available.



Item	Site Name	Context	Thumbnail
16 x laminated timber arches	Rudders Bond Store	<p>Rudders Bond Store was of historical significance for its role in the production of engineered timber in Australia from c1946 to 1958. Ralph Symonds was a pioneering manufacturer of such timbers and the salvaged laminated timbers spans represent examples of the company's work in timber frame buildings.</p>	

Item	Site Name	Context	Thumbnail
1000 x bricks	28-44 Campbell Street	Bricks were used to construct the terrace group and relate to early brick making in the area.	
Roof timbers	82 Campbell Street	Original roof timbers dating from c1860s. The roof has been dismantled, numbered and stored so it can be re-assembled.	 <p data-bbox="1473 1155 1805 1179">Detail of roof timbers in-situ.</p>

## 7.5 SWOT Analysis

An assessment of the site's constraints and opportunities has been made on the basis of a site analysis, and assessment of the audience types, tourism opportunities and historical record. The following diagram outlines the SWOT analysis for the subject site.



## 7.6 Site Analysis Findings

Based on the site analysis the HIP has considered the opportunities of the proposed layout and environment of the WestConnex St Peters Interchange and Local Roads project. The St Peters Interchange (SPI) is a landscaped green space connected by footpaths and cycleways and presents an interesting opportunity for the implementation of informative signage, public art installations, place making and various online and digital means. This will be explained in further detail below in Section 8.

Rudders Bond Store was considered in some detail during the development of the HIS/HIP. While it has been mentioned in the Vol 1, it has not been included as part of the HIP (Vol 2) as the meaningful interpretation of the salvaged fabric is not feasible within the current study area. Furthermore, Rudders Bond forms part of the Stage 3 Project Area, fronting Campbell Road / Campbell street. There is ample opportunity to integrate the heritage interpretation of Rudders Bond into this precinct, which was formerly located to the east Stage 3 Project Area. Due to the fragile condition and size of the laminated timber arches which were salvaged from the building, the meaningful interpretation of this fabric (i.e. retaining the scale and condition of the material) is not possible within the St Peters Interchange site due to a lack of open space and an inability to conserve the fabric from the natural elements. The Stage 3 Project Area provides an opportunity to integrate this salvaged fabric into the WestConnex site in a meaningful way.

With reference to the reuse of salvaged fabric, the interpretation plan has considered the viability of the material with regards to the fabric condition and integrity. The reuse of sandstone will be included where possible in the reconstruction of the Alexandra Canal wall. The salvaged bricks from the 28-44 Campbell Street terrace houses will be made available for use in an artwork within the interchange park. There are a number of items which have been salvaged from the local roads area but are not identified for reuse. The reuse of salvaged elements such as the roof timbers was deemed unachievable within the project constraints and will be made available to the community instead.

Similarly, the former service garage at 316 Princes Highway, St Peters is excluded from this HIP as the responsibility of the building is not under CPB Dragados Samsung Joint Venture. There is however the future opportunity for the reuse of the space and the opportunity to potentially reinstate the historic advertising on façade. These are outside the scope the current SPI WestConnex New M5 project.



## 8. Potential Interpretation Devices

Based on our analysis of the site, its history and significance, potential audiences and practical limitations, the following section outlines the interpretation devices which could be suitable for this site and achievable in the short-medium term. The term “device” refers to the method in which you communicate or represent interpretation.

### 8.1 Signage

Interpretive signs can take a number of forms, ranging from small scale identification plaques through to large scale information boards. All forms have their merits, and the final form of interpretive signage must be dictated by the overall aim and vision of the interpretive scheme.

#### 8.1.1 Content

##### *Information Signage*

Fortunately, St Peters is well represented in the historical record through artwork, historic photographs, maps and plans, public records and salvaged heritage fabric. Informative signage should utilise a range of these resources to produce a dynamic, highly informed, accurate signage panels. Informative text does not need to be “text-heavy” and can convey the sense of intent through a mixture of image and text.

##### *Place Identifying Signage*

Other more interactive forms of signage that help identify places can allow a user to engage with beyond its physical interface. For example, installations that allow audiences to visually “superimpose” the historic against the existing gives an additional level of audience appreciation towards the development of the place over time. Examples of these have been provided below.



Figure 7: Interpretation of Slettnes Lighthouse, Norway. (Source: [https://www.reddit.com/r/ArtefactPorn/comments/34xdlz/an\\_outline\\_overlay\\_reconstructs\\_the\\_damaged/](https://www.reddit.com/r/ArtefactPorn/comments/34xdlz/an_outline_overlay_reconstructs_the_damaged/))



Figure 8. View-master style interpretive installation showing historic imagery of site through the viewfinder (Source: Interpretation Australia).

### *Esoteric Signage*

As opposed to traditional signage which is direct in its delivery of information, interpretive signage can also be quite ambiguous and indirect in meaning, alluding to historic themes in a subtler way. Esoteric interpretation can form a good supporting interpretive installation that does not add to a cluttered and busy interpretive precinct. In most instances, this form of interpretation can be quite artistic, abstract and sculptural.



Figure 9. Granite footpath showing topographical layers (Source: Pinterest – Styraciflua).



Figure 10. Interpretation at 140 William Street in Perth (Source: Fabio Ongarato Design).




Figure 11. Tree grates used to interpret the site and its history (Source: Pinterest)



### 8.1.2 Styles

The following signage styles could be implemented on site to create diversity and interest in the project area.

Type	Example	Benefits	Application to Site
Plinth		<p>Plinth style signage can be used for navigation/wayfinding purposes, as well as the communication of historic themes and significance through images, text and cut outs.</p> <p>Plinth signage is highly effective in that it can be implemented in groups of two or three at a time, allowing a large amount of information to be interpreted in one place.</p>	<p>Plinth signage could be used at the entry points of the St Peters Interchange park and at the junction between footpaths.</p>

Type	Example	Benefits	Application to Site
Plaque		<p>Plaques are subtle yet highly effective interpretation devices which can communicate succinct segments of information in visually discrete ways.</p>	<p>Within the project area, plaques could be integrated into the footpath or park furniture proposed through the St Peters Interchange park.</p>
Type 3 – Floor mounted		<p>Floor mounted signs are subtle yet highly effective interpretation devices which can communicate succinct segments of information in visually discrete ways.</p>	<p>Within the project area, floor mounted signs could be integrated into garden beds, around seating areas and at the top of the lookout.</p>

## 8.2 Place Naming

Place naming is a subtle yet effective form of interpretation, providing names for new urban areas, streets or elements which allude to the history and significance of a place, event or era. In the case of the St Peters Interchange, there is opportunity to name the park after a historic period, theme or site as related to the precinct.

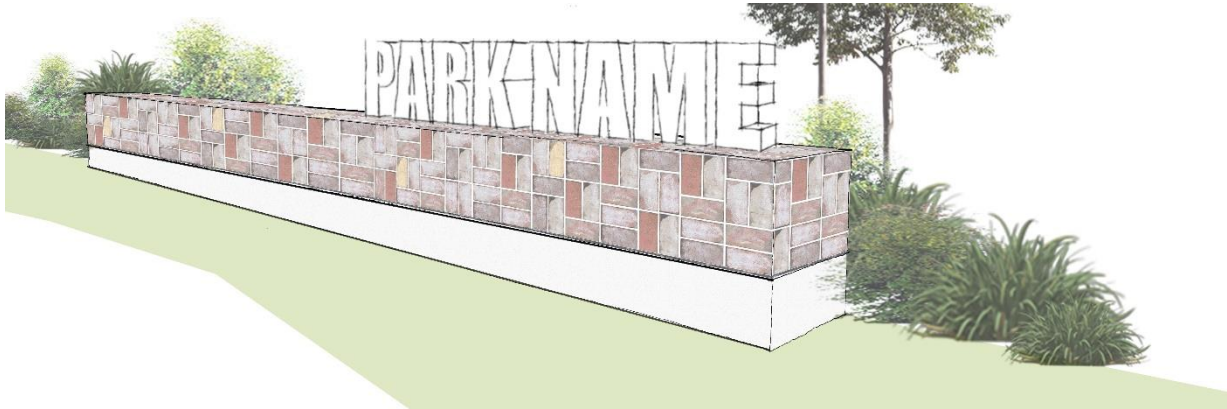


Figure 12. Examples of signage proposed by Hassell for the park entry.

## 8.3 Public Artwork / Installations

Public art installations can either be permanent through specialist artist commissions, or temporary such as annual art prizes or transient sculptural installations. As its function doubles as part interpretive device, the themes and outcomes of the public art should be in keeping with the principle historic themes of the permanent interpretive devices, so that a cohesive sense of place is still achieved.

There is opportunity for public art and installations along the pedestrian/cycling path in the St Peters Interchange site. However, these would have to fit within the identified limitations, in particular security and maintenance requirements for local council, who would ultimately become the asset managers. As noted in Section 8.4, there is a selection of salvaged heritage fabric which could be utilised as part of an installation within the precinct. In particular, there is an opportunity to use the 1000 bricks from 28-44 Campbell Street for an interpretive installation.

Below are some examples of the creative use of brick in public art and sculpture.





Figure 13: Brick knot by [REDACTED]



Figure 14. Twisted gate, artist unknown (Source: Pinterest).



Figure 15. Brick sculpture, artist unknown (Source: Pinterest).



## 8.4 Interactive Landscapes

Incorporation of innovative approaches to public spaces provides opportunities for the community to meet and form new understandings of the history of their area. Interactive spaces can include playgrounds, historic walks and interactive installations.



Figure 16. Industrial play equipment at Darling Quarter, Sydney.



Figure 17: Sandpit digging play equipment, Prenzlauer Berg

## 8.5 Digital and Print Media

Using digital interpretation expands the reach and audience interaction exponentially, encouraging immediate engagement online with historical and interpretive resources.

### 8.5.1 Web-based Content

There is opportunity to create web-based content about the study area, including:

- Dictionary of Sydney (<http://home.dictionaryofsydney.org/>) entries on the following topics:
  - History of the suburb of St Peters
  - St Peters Brickpit Geological Site
  - Sydney basin geology
  - Rudders Bond Store and/or Ralph Symonds
  - Alexandra Canal
- Information about the history and significance of the site on WestConnex or local council website.

### 8.5.2 Print Media

Print media opportunities include:

- Short articles:
  - Newspaper
  - Local magazine

- Blogs
- Historical society publication e.g. Marrickville Heritage Society.
- Academic publications, which utilise findings from the Aboriginal and historic archaeological
- Records
- Local histories
- Free brochures that are made available from public locations like Council, the Visitor Centre, library and local retailers.

### 8.5.3 QR coded Interpretive Installations

QR (Quick Response) Codes and GPS locating systems built into interpretive devices will allow for an immediately interactive and engaging experience by audiences.

### 8.5.4 Mobile Applications

Building technology into interpretive devices expands the reach and interaction exponentially. It allows for a wealth of information to be accessed immediately by audiences. Mobile applications are one such method of undertaking this.

One such as example is the Heritage Near Me application which is currently in development through the Office of Environment and Heritage. The Heritage Near Me web app is a tourism and storytelling tool where the Office of Environment and Heritage and members of the community can share local heritage stories on a mobile application. Other application examples have been shown below.



Figure 18: izi-TRAVEL, a downloadable app available on iPhone and Android, is utilised by museums, city councils, community groups, etc. who can build and upload walking tours and audio guides. The files can be downloaded prior to a visit and accessed without the use of internet data. It also has GPS tracking capabilities.



Figure 19: Augmented reality digital applications that are custom-designed for each site, using a combination of GPS location and historic sources to automatically access location-specific information.

## 9. Management of Interpretation

The interpretive works and infrastructure proposed in this study are intended as self-guided, physically robust and secure elements that will require minimal ongoing supervision and maintenance. The proposed interpretation and infrastructure are intended to have a physical/technological lifespan of approximately 15+ years. Ongoing inspection of interpretive works should be conducted on a 12 monthly basis to review signage condition, object conservation conditions and security. As the majority of interpretation will be located in outdoor public spaces they may need occasional replacement due to the effects of UV exposure, vandalism and accidental damage.

## 10. Conclusion

The Heritage Interpretation Plan has been prepared in response to the Condition of Approval requirements to present options for the heritage interpretation of St Peters Interchange and Local Roads area.

This first volume of the plan has explored the overall strategic framework for the planning the heritage interpretation of the site. Through the integration of the stakeholder consultation, historical research (refer to Volume 3 - Appendix A) and an assessment of the site's potential, the document has identified the concepts that could be implemented.

Volume two will build on the interpretation strategy and identify the detailed concept design development for the purposes of future finalisation and implementation.

Rudders Bond Store was considered in some detail during the development of the HIP. While it has been mentioned in the HIS (Vol 1), it has not been included as part of the HIP (Vol 2) as the meaningful interpretation of the salvaged fabric is not feasible within the current study area. RMS will therefore detail the reuse of the Rudders Bond Store arches in a separate Heritage Interpretation Plan in consultation with the Heritage Council of NSW, City of Sydney and Inner West Council prior to completion of the M4-M5 Link to satisfy New M5 Conditions B34, B40 and B61(f).

Similarly, the former service garage at 316 Princes Highway, St Peters is excluded from this HIP as the responsibility of the building is not under CPB Dragados Samsung Joint Venture. There is however the future opportunity for the reuse of the space and the opportunity to potentially reinstate the historic advertising on façade. These are outside the scope the current SPI WestConnex New M5 project.