

EDWARD HIGGINBOTHAM & ASSOCIATES PTY LTD.

A r c h a e o l o g y • H i s t o r y • & H e r i t a g e

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30 October 2012

Ms. Kim Shmuel
JBA Planning
Level 7
77 Berry Street
NORTH SYDNEY NSW 2060

Dear Ms. Shmuel

45-47 MACQUARIE STREET & 134-140 MARSDEN STREET, PARRAMATTA – ARCHAEOLOGY, INTERPRETATION & DISPLAY.

Further to a request from Mr. Shaun Farren, Senior Development Manager, Crown Landmark Development Pty Ltd, I am pleased to provide the following comments on the new proposals for the interpretation and display of the archaeological remains.

The original proposal comprised an Interpretation Centre, Storeroom and two openings in the forecourt for the display of the state significant archaeological sites.

The new proposal combines retail venues with the Interpretation Centre, transforming the archaeology from a passive display into an active venue for the appreciation of the heritage and archaeological values of the precinct.

The opening in the forecourt for the historical cellar is replaced by a covered display on the lower ground floor. The enclosure of this item results in a more stable and secure conservation environment, with access by stairs and a lift (disabled access) from the Interpretation Centre.

Generous opportunities for close up inspection will be provided by a walkway on all four sides of the cellar on the lower ground floor, but will also enable alternative detailed views of the convict hut and mid nineteenth century cottage.

The finishes and design of the Interpretation Centre and display areas will be of the highest standard, appropriate for both a museum and retail premises.

Crown Landmark Development Pty Ltd has employed the best-qualified consultants to ensure an outstanding archaeological display area. These include Allen Jack + Cottier, architects; Graham Brooks & Associates Pty Ltd, heritage consultants and architects; Edward Higginbotham & Associates Pty Ltd, archaeology, history and heritage consultants; Freeman Ryan Design, exhibition and museum design consultants; and International Conservation Services, conservators.

The combined retail and Interpretation Centre will include not only the in situ archaeological remains, but also displays of artifacts, with publications, guidebooks, and multi-media signage to integrate the archaeology into the whole development. The archaeological precinct is a key component of the Macquarie Street frontage of the proposed development. Its success will provide substantial benefits for the visiting public, as well as retailers and residents.

Should you require any further information, please do not hesitate to contact me.

Yours sincerely,

A handwritten signature in dark ink, appearing to read 'E Higginbotham', followed by a long horizontal stroke and a period.

E HIGGINBOTHAM.

Ms Kim Shmuel
JBA Planning
Level 7
77 Berry Street
NORTH SYDNEY NSW 2060

Dear Ms Shmuel

45 Macquarie Street Parramatta Proposed 75W Modifications to Archaeology

Further to our recent discussions and your request, I am pleased to provide additional comments on the proposed modifications to the display and interpretation of the highly significant archaeological relics at the above project. As you are aware, Graham Brooks and Associates have been closely involved in the modified design and interpretation of the remains of a convict hut and other building components.

It is my belief that the modifications generate a great deal more public benefit than that proposed in original approved scheme. It has the potential to be the most successful and engaging archaeological interpretation facility for convict relics in Parramatta, and will rival other major interpretation places nationwide.

In forming this opinion, I have taken into account the fact that the nearby Old Government House site, which provides these relics with their historical and cultural context, is now inscribed on the World Heritage List as part of the Australian Convicts Sites property. This listing generates a very high expectation that the relics on the subject site have a relevancy and can expand the cultural impact of the Old Government House site. I have also taken into account my experience over the last 12 years as President or President Emeritus of the ICOMOS International Cultural Tourism Committee, a position that has enabled me to inspect over 300 World Heritage Sites and to consult on the visitor management and presentation of several major sites. In that time I have been the author for "Communicating Heritage – A Handbook for the Tourism Sector" (2005) for the UN World Tourism Organisation, and the Draft Principles for Sustainable Tourism at World Heritage Sites" (2009) for the UNESCO World Heritage Centre.

The original proposal limited the visibility of the relics to an elevated view through large openings in the elevated forecourt plaza that spans across the former building footprints. The new proposal enables visitors to descend via a lift or stairs to the level of the relics and then view them from a series of walkways that will be supplemented by adjacent interpretation. This opportunity for closer interaction with the relics is equal to the examples of international best practice for archaeological site interpretation that I have inspected in several places in recent years. The underground experience will continue to be complemented by the Ground Level Interpretation Centre and associate displays.

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Nominated Architect Graham Leslie Brooks
NSW Architects Registration 3836

Consultations with the NSW Heritage Branch during the preparation of the modified proposal were greeted warmly for the additional potential provided for conservation and interpretation.

We understand that the consulting archaeologist, Edward Higginbotham, is also very pleased with the additional opportunities provided for high quality conservation of the relics and the archaeological significance of the place.

We have no hesitation in commending the modified design to the NSW Department of Planning.

Yours faithfully
GRAHAM BROOKS AND ASSOCIATES

A handwritten signature in blue ink, appearing to read 'G Brooks', with a large, stylized initial 'G'.

Graham Brooks
Director
grahambrooks@gbaheritage.com