



**Sydney International Convention Centre, Exhibition &
Entertainment Precinct (SICEEP)
Darling Harbour**

Heritage Interpretation Strategy

Prepared for
Darling Harbour Live

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1 INTRODUCTION

1.1 Background and purpose of the report

This Heritage Interpretation Strategy has been prepared by Tanner Kibble Denton Architects for Lend Lease – Project Management and Construction. This Strategy is the first of three stages in satisfying the interpretation planning requirements for the proposed redevelopment of the Sydney International Convention Centre, Exhibition and Entertainment Precinct (SICEEP) site.

The second and third stages will be undertaken progressively at a future date and will be developed concurrently with the design development and documentation of the Public Domain. The second stage will consist of a Heritage Interpretation Plan, based on the recommendations of this report, while the third stage will provide the details of the implementation of the Interpretation Plan. This will ensure that all opportunities for site interpretation are explored and to ensure that it is fully integrated with the site's development.

This Heritage Interpretation Strategy has been developed for the whole of the SICEEP site.

1.2 Scope of the report

Interpretation is an important aspect of the heritage conservation process, fostering community recognition and understanding of the significance of heritage places. There are many ways in which a place may be interpreted, allowing a breadth of opportunity for innovative visitor engagement. The following definition of interpretation has been adopted within this report:

Interpretation is based on sound educational principles and aims to involve people in activities that are both educational and entertaining. It is directed at specific audiences and uses techniques selected to meet the needs of the site, the visitor and the messages to be conveyed.

This Heritage Interpretation Strategy has been prepared to form the basis of the approach to interpretation at the SICEEP site. Its main objective is to guide the interpretation of the cultural significance of the place, including its history and development. The scope of this Heritage Interpretation Strategy is to:

- identify the themes and messages considered significant to the SICEEP site;
- develop a conceptual approach to interpretation of the SICEEP site, using a variety of means;
- propose locations for specific interpretation to enhance the understanding of the heritage significance of the SICEEP site; and
- recommend methods and media appropriate to the interpretation of the SICEEP site.

This report has been prepared to fulfil the requirements of the Environmental Impact Statement issued by the Director-General on 21 January 2013, for the preparation of an Environmental Impact Assessment under Schedule 2 of the *Environmental Planning and Assessment Regulation 2000*. The report specifically responds to Key Assessment Requirement 10. Heritage:

- Address the impacts of the proposal on heritage significance of the site and adjacent area including any built and landscape heritage items including places, items or relics of significance to Aboriginal people; and
- **Address opportunities for heritage interpretation within the public domain.**

1.3 Author identification

This document was prepared by Dr Roy Lumby, Senior Heritage Specialist of Tanner Kibble Denton Architects. It was reviewed by Megan Jones, Practice Director of Tanner Kibble Denton Architects.

1.4 Definitions

These definitions have been reproduced from the NSW Heritage Office publication, *Heritage Interpretation Policy* (August 2005):

- *Associations* mean the special connections that exist between people and an item;
- *Conservation Management Plan (CMP)* means a document that identifies the heritage significance of an item and sets out policies for retaining that significance and is prepared in accordance with Heritage Council guidelines;
- *Environmental heritage* means those places, buildings, works, relics, infrastructure, movable objects, landscapes and precincts, of State or local heritage significance;
- *Fabric* means the physical material of the item including components, features, objects and spaces;
- *Heritage Impact Statement (HIS)* means a document that records the heritage significance of an item by using a Heritage Data form and sets out broad strategies for retaining that significance and is prepared in accordance with Heritage Council guidelines;
- *Heritage significance* refers to meanings and values in relation to the historical, scientific, cultural, social, archaeological, architectural, natural or aesthetic importance of the item. Heritage significance is reflected in the fabric of the item, its setting, use, associations, meanings, records, related places and related objects. Items may have a range of values and meanings for different individuals or groups, over time;
- *Interpretation* means all the ways of presenting the significance of an item. Interpretation may be a combination of the treatment and fabric of the item; the use of the item; the use of interpretive media, such as events, activities, signs and publications, or activities, but is not limited to these;
- *Interpretation plan* is a document that provides the policies, strategies and detailed advice for interpreting a heritage item. It is based on research and analysis and plans to communicate the significance of the item, both during a conservation project and in the ongoing life of the item. The plan identifies key themes, storylines and audiences and provides recommendations about interpretation media. It includes practical and specific advice about how to implement the plan. It is also referred to as a Heritage Interpretation Strategy;
- *Interpretation policy* consists of clauses and guidelines that provide an intellectual and conceptual framework for communicating the significance of an item. Policies may deal with fabric, setting, history, archaeology audiences and other people, contents, related places and objects, disturbance of fabric, research and records;
- *Meanings* denote what an item signifies, indicates, evokes or expresses;
- *Media* means the tools, techniques and technologies used to convey the interpretation. These can include signs, orientation, notices, guided and self guided walks, audio guides, installations, displays, models, dioramas, exhibitions, lighting, street naming, holograms, films, video, soundscapes, oral history, maps, brochures, books and catalogues, public art, writers and artists in residence programs, events, activities, role play, demonstrations, educational programs, websites, CD ROM programs, reconstructions, sets, and replicas and other means of communication.

1.5 Site description

The SICEEP Site is located within the Darling Harbour precinct. Darling Harbour is a 60 hectare waterfront precinct on the south-western edge of the Sydney Central Business District that provides a mix of functions including recreational, tourist, entertainment and business.

With an area of approximately 20 hectares, the SICEEP Site is generally bound by the Light Rail Line to the west, Harbourside shopping centre and Cockle Bay to the north, Darling Quarter, the Chinese Garden and Harbour Street to the east, and Hay Street to the south.

The SICEEP Site has been divided into three distinct redevelopment areas (from north to south) – Bayside, Darling Central and The Haymarket. The PPP Application Site area is located within Bayside and Darling Central as shown in Figure 2.



Figure 1 Location Plan
Source: Google Earth





Figure 2 Site Plan indicating redevelopment areas
Source: JBA

2 HISTORICAL OVERVIEW

2.1 Preamble

The following historical overview of the SICEEP site, which is limited to its European occupation, has been extracted from Section 2 of the SICEEP Statement of Heritage Impact Issue B (February 2013) by Tanner Kibble Denton Architects. It has been supplemented by additional research in order to further understand the significance of the site and to understand the original material available as interpretation resources.

2.2 Site history

In 1788 Darling Harbour was given the name Long Cove. However, the name Cockle Bay was quickly adopted instead. The first grants of land on the western side of Cockle Bay were made to John Malone, William Mitchell and Thomas Jones in 1794 and 1795. In 1803 Surgeon John Harris was granted about 13.75 hectares and over the next couple of years built a dwelling that he named Ultimo House. Harris received several more grants of land in the area.

In October 1813 engineer and millwright John Dickson (1774- 1843) arrived in the colony. Back in 1798 Dickson had taken out a patent for “steam engines, pumps, and other hydraulic machines and began manufacturing steam engines, and arrived in NSW with one of his steam engines, tools and equipment. The following year he was granted 6 hectares of land adjoining Harris’ estate at the south eastern end of Cockle Bay, along with 1,214 hectares near Camden. Dickson constructed a mill near the intersection of what are now Goulburn and Harbour Streets. A portion of the grant, at the mouth of a small stream, was dammed to exclude salt water and supply water to the steam engine. Although Dickson initially intended to operate a saw mill, he began milling wheat and corn around the middle of 1815.

In 1826, the same year that Governor Darling changed the name of Cockle Bay to Darling Harbour, Dickson went into partnership with John Mackie and established a soap and candle factory near the mill. In 1827 brewing was commenced on the site. Dickson and Mackie’s partnership was dissolved in October 1829. In 1831 Dickson enlarged his mill and reclaimed land between his jetty and the dam for the construction of a boiler house. However, it was offered it for sale in August 1833. The sale included a miscellany of items, including leasehold of a dwelling, brewery and bond store, soap works and town allotments and waterside properties associated with Dickson’s estate.

Dickson departed New South Wales in 1834, leaving his business in the hands of Thomas Barker (1799-1875), who had been articled to Dickson and arrived with him in New South Wales in 1813. Barker established a steam mill to the north of Dickson’s establishment, near the intersection of Sussex and Bathurst Streets, and in the 1840s built a textile mill nearby. Industrial activity in the locality diversified around 1860 when Prussian-born Simon Zollner set up a galvanising works in part of Dickson’s Mill, near the intersection of Harbour and Dickson Streets. Larger works were established in Harbour Street in 1868.

In 1853 the recently formed Sydney Railway Company acquired land on the western side of Darling Harbour from the Harris family. A railway line was constructed linking Darling Harbour to the Sydney Railway Terminus at Redfern and was completed in September 1855. It was the first rail connection to Sydney’s port. Fill from excavation associated with the Sydney Railway Terminus and associated yards was used to reclaim land for the goods yard and a stone dyke, constructed during 1865, joined the

reclamation area to Dickson's jetty. The railway line initially carried spoil from the main suburban line between Sydney and Parramatta, followed by coke and, from 1860, timber.

The first Pyrmont Bridge opened in March 1858 and a nearby railway terminus was proposed that would have provided convenient access to rail transport for goods carried across the bridge. However, disputes and declining export activity on Darling Harbour effectively blocked the proposal. There was little subsequent development until the 1870s, after which the Darling Harbour goods yards became the centre of Sydney's railway freight network. This coincided with the growth of the wool industry, which was accompanied by construction of wool stores above the western shoreline of Darling Harbour.

Funding to extend the Darling Harbour railway line to deep water had been allocated in estimates presented to the Legislative Assembly in 1864. It was recognised that produce from the central west and south western parts of the colony should be transported to Sydney by rail. In the first quarter of 1869 the colonial parliament sanctioned the construction of a railway wharf at the head of Darling Harbour to facilitate the movement of goods from Darling Harbour to Redfern – at that time the nearest wharf was about 1 mile from the railway line. A tender was accepted early in 1870 and construction of the semi-circular Iron Wharf, an engineering tour-de-force, was finally completed in 1876, although it was in use from 1874. It was intended to serve larger steam ships, which required deeper water.

Work commenced on the extension of the goods line to Darling Island and establishment of the Darling Harbour Goods Yard in 1874, which was fully operational by 1878. Initially most traffic consisted of firewood, hay and chaff for use in Sydney. However, the first load of wool was delivered to it in November 1878. As the focus of the wool trade shifted from London to Sydney and other major Australian cities local sales rose dramatically.

In 1881 the colonial government approved a proposal for extending the railway line along the western side of Darling Harbour to deep water. About 5 hectares of land was resumed for wharfage and stores. By 1882 Sydney was linked by rail to Albury, Hay and Dubbo, and after the completion of the Hawkesbury River Bridge in 1889, with the Queensland border. By that time all the major primary producing regions of New South Wales had been connected to Sydney, and therefore with the Darling Harbour goods line. As might be expected, the Goods Yard expanded throughout the 1880s and 1890s, relieving the Redfern railway yards. Some major facilities were constructed as industrial developments saw Darling Harbour emerge as an important inter-colonial and international transport and manufacturing centre.

One such facility was a refrigerated meat market, a response to the export trade established by businessman Thomas Sutcliffe Mort, who established an abattoir and chilling works at Bowenfels in 1875 and transported the meat in refrigerated rail wagons to Darling Harbour. He established his NSW Fresh Frozen Food and Ice Company on what is now the site of the Chinese Gardens at the same time. The refrigerated meat market was completed at the beginning of 1887. It was located on the western side of Darling Harbour in the vicinity of Goldsbrough Mort's large woolstore and was intended to house Sydney's daily meat supply. A large engine and boiler house were erected nearby to supply power to the market. Livestock was also brought to Darling Harbour by rail for export. Animal pens were located within and adjacent to the SICEEP site.

Sydney's first hydraulic pumping station, just outside the study area, was constructed between 1889 and 1891 by the Sydney and Suburban Hydraulic Power Company. It provided power for passenger and goods lifts, cranes, capstans for drawing wagons, railway traversers, wool presses, driving ventilation fans and various other devices. The goods yard was an obvious beneficiary.

The Goods Yard extended northwards in the 1890s after the government acquired Darling Island in April 1889. In 1891 a large forwarding shed, fitted with the latest hydraulic cranes and appliances was completed on what had been the Darling Harbour produce saleyard. Not far away was a massive shed for receiving wool, a 320 metre long by 21 metre wide “boomerang” with enough capacity to hold 120 railway wagons loaded with 4,000 bales of wool. Near the wool shed and south of Pyrmont Bridge a 335 metre long wharf was constructed to facilitate unloading of water-borne goods for transportation to country districts. Electric lighting was installed in the forwarding shed and the expansive open areas of the Goods Yard.

During the 1880s Goldsborough & Co built a woolstore near the railway on the corner of Fig and Pyrmont Streets. Other concerns erected woolstores in the following decades, all conveniently located close to the railway. The Ultimo Power House (now the Powerhouse Museum) was built between 1899 and 1902, right next to the close to the railway, to supply electricity to Sydney's tramway system.

There was further expansion following the Government resumptions from 1901 and subsequent wharfage developments at Jones Bay and Darling Island. Between 1903 and 1908 a wheat store, coal handling plant and feeder sidings were constructed. By 1908, goods traffic on the line to Darling Harbour and the neighbouring suburban lines was becoming saturated, so over the next decade an additional goods line was constructed to connect Darling Harbour and Rozelle. It was part of an overall upgrading of Sydney's goods railway lines at this period and separated Darling Harbour's goods service from the suburban network.

By the 1910s Darling Harbour south of Pyrmont Bridge was becoming too shallow for large vessels. Spoil from Sydney's underground railway excavation was used to reclaim about 9.3 hectares during the 1920s. The Iron Wharf was demolished and operations became concentrated further to the north. A double tier goods shed was put into service at the beginning of January 1923, reputedly one of the most up-to-date railway goods handling depots in the world. During the 1930s a new Vegetable Market building was erected on what is now the site of the Entertainment Centre in 1936, while an Inward Goods Building was constructed circa 1943. By this time the southwestern section of Darling Harbour was devoted to railway lines and there was no further need for buildings for loading or unloading goods. By the 1960s many of the woolstores and other port functions were moving out of Sydney. Road transport was often less expensive than rail for moving goods so railway patronage decreased significantly.

In 1971 the City of Sydney Strategic Plan referred to a proposed World Trade Centre on the east side of Harris Street, and extending over the railway goods yards. Subsequent studies by the city council ended with a proposal for a bicentennial park with recreational and residential components, markets, a Chinese garden and a maritime museum. However, the construction of the Sydney Entertainment Centre, designed by Edwards Madigan Torzillo & Briggs, was a prelude to the actual redevelopment of Darling Harbour. Major congestion in the city markets in the Haymarket led to their relocation to Flemington in 1975. Work commenced in July 1979 on the site of the old Sydney Municipal Markets No 6 building. Its doors were opened to the public on 1 May 1983.

By 1982 a management plan prepared by the Department of Environment and Planning was endorsed as a statement of Government intent, followed by a study undertaken by the Premier's Department and Department of Environment and Planning in 1983. Both State and Federal Governments saw an opportunity to redevelop Darling Harbour as a World Expo site, which proved to be a catalyst for development. In the event the Expo ended up in Brisbane. Premier Wran asked developer Tom Hayson for assistance after he had expressed interest in the project, and this led to input from American developer James Rouse and major advice from American urban planner Mort Hoppenfield.

A development plan for Darling Harbour was endorsed by the NSW Government and announced on 1 May 1984, and the redevelopment of Darling Harbour was handed over to the Darling Harbour Authority. The last train loaded with freight left Darling Harbour at the end of October 1984. In December 1984 Premier Wran announced the Government's decision to redevelop Darling Harbour as the State's major contribution to the 1988 Bicentennial.

The redevelopment of Darling Harbour was only one of a vast number of projects undertaken under the auspices of the State Government in the years leading up to the Bicentennial of European settlement in New South Wales in 1988. They included major civic improvements to three precincts – Macquarie Street, Circular Quay and the western side of Darling Harbour. Other projects included the Powerhouse Museum, Sydney Aquarium, the Overseas Passenger Terminal at Circular Quay and Sydney Football Stadium.

The Darling Harbour development can be related to an international context, as during the 1980s cities around the world were undertaking rehabilitation of inner city precincts that combined residential, recreational and commercial uses. Major waterfront developments were undertaken in Europe and North America.. A great deal of this development was promoted by governments.

The architectural firm McConnel Smith & Johnson (MSJ Group) were responsible for overall design direction and development control. The Darling Harbour development as initially built comprised:

- The Sydney Exhibition Centre, designed by Philip Cox, Richardson, Taylor & Partners Pty Ltd;
- The Convention Centre, designed by John Andrews International;
- Sydney Entertainment Centre, designed by Edwards Madigan Torzillo & Briggs;
- Harbourside, designed by RTKL Associates and Clarke Perry Blackmore;
- Tumbalong Park; and
- The Chinese Garden of Friendship, a co-operative effort between the Guangdong Province of the People's Republic of China and the New South Wales Government.

On Australia Day 1988 Darling Harbour played host to a fleet of international Tall Ships, most of which participated in the First Fleet re-enactment. In the following six weeks over two million visitors gathered there. The Darling Harbour Development was officially opened by Her Majesty the Queen on 4 May 1988.

The 1988 redevelopment incorporated a water feature known as the “Urban Stream” designed by McConnel Smith & Johnson in Tumbalong Park and in the waterfront promenade noted fountain designer Robert Woodward's saucer-shaped inwardly spiralling rippling cascades on stepped black granite (called Darling Harbour Bowl by Woodward). This “Water Feature” is bounded by the Sydney Convention Centre to the West, the Western Distributor to the south and Cockle Bay to the east.

In August 1997 the remnant section of the railway goods line north of Hay Street (the Darling Harbour Rail Corridor) found new use when Sydney's new Light Rail system came into operation. About two years later the Sydney Harbour Foreshore Authority commenced operations. It was formed to consolidate the work and functions of several organisations - the City West Development Corporation, Darling Harbour Authority and Sydney Cove Authority.

A new building connecting the Exhibition and Convention Centres was constructed during 1999 to provide additional convention and exhibition facilities. It was designed by Ancher Mortlock & Woolley and located beneath the Western Distributor. The Convention Centre was altered around this time to

the design of Cox Richardson in consultation with John Andrews. The importance of Darling Harbour as a venue and gathering place was underscored during the Olympic Games in 2000. Five Olympic sports were hosted there - boxing, judo, wrestling and fencing were staged in the Exhibition Centre, weightlifting was staged in the Convention Centre and volleyball in the Entertainment Centre.¹

In May 2010 the then Labor Government charged the Sydney Harbour Foreshores Authority with responsibility for development of a master plan for Darling Harbour. The plan was limited to the area south of Pier Street on the site of the existing Sydney Entertainment Centre and car park. It envisaged replacement of the existing entertainment centre and introduction of a new convention and entertainment facility and at least one premium hotel. A concept plan prepared by Cox Richardson was released in July 2011.²



Figure 3 Concept plan for Darling Harbour, July 2011.
Source: <http://www.theplanningboardroom.net/first-glimpse-of-sydney-convention-and-entertainment-centre-plans/>

However, the precinct was enlarged to its current boundaries in September 2011 and in April 2012 Premier Barry O'Farrell announced that the scope of the Darling Harbour upgrade had been expanded a second time to ensure the facilities are equal or better than those in other Australian capitals. This included an "upmarket replacement" for the Entertainment Centre, an "increase in size" of the Exhibition Centre to make it the largest exhibition space in Australia and a new convention hall capable of hosting multiple events simultaneously.³

¹ *Sydney 2000 Press Guide* (Sydney, 2000), p.66.

² <http://www.theplanningboardroom.net/first-glimpse-of-sydney-convention-and-entertainment-centre-plans/>

³ <http://www.smh.com.au/nsw/1-billion-facelift-darling-harbour-set-for-major-revamp-20120417-1x4ru.html#ixzz2USU8iG1y>

3 CULTURAL SIGNIFICANCE

3.1 Heritage significance of SICEEP site

The following statement of significance for the SICEEP site has been extracted parts of the Statement of Significance included in the Sydney International Convention, Exhibition and Entertainment Precinct (SICEEP) Baseline Heritage Impact Assessment dated February 2013 by City Plan Heritage:

The Sydney International Convention, Exhibition and Entertainment Precinct (SICEEP) site as part of Darling Harbour is important due to its long history of occupation since the pre-settlement and the early European occupation from the 1790s. The site contains evidence of reclamation of Darling Harbour and its gradual development from a mixture of industrial and residential development as well as infrastructure associated with wharf, activities such as a sawmill and flourmill, a dam, warehouse buildings, breweries, soap works, general mercantile uses, railway goods line, a foundry, as well as a number of pubs and workers terraces lining the outer edges of the site, Municipal markets (Paddy's Markets), as well as recent educational establishments, and tourism and entertainment developments with the associated infrastructure including monorail, light rail and drainage (early and recent).

The southern part of the site is socially and physically connected to the Chinatown and Haymarket precincts since the late 1930s, and with the later 20th Century development including the Sydney Entertainment Centre and the Car Park as part of the overall Darling Harbour redevelopment since the 1980s. The 1980s buildings in particular the Convention Centre and the Entertainment Centre have associations with prominent internationally renowned Australian architects including John Andrews ... and Philip Cox ...

The Entertainment Centre, which was designed by the architectural firm Edwards Madigan Torzillo & Briggs may have had importance at the time of its construction in demonstrating architectural and structural characteristics of such centres of the late 20th Century. Later additions around it, however, reduce its architectural qualities and aesthetic values.

3.2 Historical Archaeology

The Archaeology Heritage Impact Statement prepared by Casey & Lowe in July 2012 includes the following Statement of Heritage Significance for the potential historical archaeological resources:

The subject site is considered to contain a high level of archaeological potential in some areas of the site that relate to an identified number of different significant development phases. There are certain aspects of the site that meet the State significant criteria, other identified parts meet the local significance criteria with other sections of the site that do not meet the significance criteria.

The subject site was originally part of the swampy headwater of Darling Harbour and part of the archaeological potential considered significant is the ability to trace an original shoreline in the western (less intensively developed) part of the site. Historically, John Dickson's dyke and mill pond were located on the south eastern part of the site and are considered as State significant for the contribution they made historically, associationally and technically.

Later 19th century development within the site area saw the 1853 establishment of the Darling Harbour railways and later goods yard which is historically significant for the site at State level.

From the 1870s, the area became one of the most important goods handling places in the colony and saw the first inwards goods shed as rail transport became used to access country areas. In addition the first Iron Wharf was constructed on the subject site in 1874 and this item is also of State significance for the historical and technical associations.

The subject site saw some of the first industry and technology of the new colony including drainage systems, which were not entirely successful and the Hydraulic Pumping Station which was highly successful. There are individual areas within the site that will retain archaeological resources relating to small scale 19th century industrial practices such as blacksmiths, farriers, timber yards, stone cutters, confectionary makers, etc and commercial enterprises, including the Railway Pier and later Central Markets Hotel. In addition, there are at least two different stages of 19th century residential development documented across the southern and eastern sides of the site.

The 20th century development of the site included the resumption of the area for the Sydney Municipal Markets in 1931. This has meant that the site is a time capsule of an earlier, generally 19th century urban precinct, including streets and the streetscapes which have now disappeared. This aspect of the site is considered to have local significance.

3.3 Heritage listings

The significance of the following components of the SICEEP site is recognised through listing on the following heritage registers:

- Exhibition Centre Precinct – Archaeological Remains – Iron Wharf is included in the SHFA Section 170 Heritage and Conservation Register;
- Water Cooling System and Manifold is included in the SHFA Section 170 Heritage and Conservation Register.
- Hay Street Stormwater Channel (Hay Lackey Drain) is included in the Sydney Water Section 170 Heritage and Conservation Register;
- Darling Harbour Rail Corridor is included in the SHFA Section 170 Heritage and Conservation Register;
- The NSW Heritage Council agreed to include the Darling Harbour Water Feature in the State Heritage Register in February 2013. Gazettal has not yet taken place.

4 PROPOSED DEVELOPMENT

The following summary is based on the Sydney International Convention, Exhibition and Entertainment Precinct Built Form and Public Realm Report for SSDA 1 (March 2013), prepared by Hassell + Populous.

4.1 Project overview

The Darling Harbour Live Preferred Master Plan is intended to deliver world-class convention, exhibition and entertainment facilities in three linked components:

- The Public Private Partnership (PPP) component includes the Convention Centre, Exhibition Centre, new theatre (the Entertainment Centre) and associated public domain improvements.
- A mixed use neighbourhood in the southern section of the SICEEP Precinct referred to as The Haymarket, which will include residential, retail and commercial buildings around an open square and a component of student housing.
- An international standard hotel on the northern sector of the SICEEP Precinct.

The development will retain a number of important Darling Harbour elements including the Chinese Garden of Friendship and Robert Woodward's celebrated fountain, known as the Tidal Cascade. The PPP component will provide:

- Up to 40,000m² exhibition space;
- Over 8,000m² of meeting rooms space, across 40 rooms;
- Overall convention space capacity for more than 12,000 people;
- A ballroom that is capable of accommodating 2,000 people;
- A premium, red-carpet entertainment facility with a capacity of 8,000 persons; and
- Renewed and upgraded public domain, including an outdoor event space for up to 25,000 people at an expanded Tumbalong Park.

In addition, up to 900 bedrooms in an international-standard hotel complex will be provided at the northern end of the Precinct.

A vibrant and authentic new neighbourhood at the southern end of the precinct, called 'The Haymarket', home to an IQ Hub focused on the creative industries and high-tech businesses, apartments, student accommodation, shops, cafes and restaurants.

Improved pedestrian connections linking to the proposed Ultimo Pedestrian Network drawing people between Central, Chinatown and Cockle Bay Wharf as well as east-west between Ultimo/Pymont and the City.

4.2 Urban Design Principles

As stated above, the proposed development for SICEEP involves the construction of major new cultural, exhibition and conference facilities, residential and commercial development, and a major hotel. The urban design principles that have been incorporated into the development consider pedestrian links, vistas around and through the site, designated passive recreation areas and key entry points. The existing site has great importance as a public open space within the city. It is recognised

as one of Sydney's most frequented places, by locals and by tourists alike, and is surrounded by a diverse mix of residential, commercial, retail and education based communities.

Darling Harbour is a component of the network of open spaces in the City of Sydney which are connected by the existing street grid. It is also a component of Sydney's network of public paved spaces. However, it is largely disconnected from these systems because circulation moves around and over the place rather than through it. Infrastructure NSW have established Urban Design and Public Realm guidelines to ensure greater integration of the precinct with its surrounding urban context.

The key drivers behind the SICEEP development are the functional requirements of a world class convention, exhibition and entertainment centre, and the latent design opportunity within Darling Harbour Precinct to deliver an enhanced public realm outcome and experience.

The following key urban design principles and elements apply to the SICEEP site:

- A major boulevard extending from north to south, which unites the three major precincts – Bayside to the north, Darling Central and Haymarket – and is the key design feature, providing an address for all buildings and public spaces. The boulevard extends from the UTS near Hay Street to Cockle Bay and will be the focus of pedestrian movement and activation. The boulevard will derive its character from its strongly defined “landscape colonnade”, street furniture and artwork;
- Three primary open spaces – The Waterfront, Tumbalong Park and Haymarket Square - which are linked by the boulevard. The Waterfront is located on the edge of Cockle Bay and forms the forecourt to the Convention Centre. The existing Tumbalong Park will be enlarged and refurbished as a place for large-scale public events. Haymarket Square will be a landscaped civic precinct surrounded by retail activities at the southern end of the SICEEP site;
- Harbourside Place and Tumbalong Place east-west connections are intended to integrate the precinct into the areas to the immediate east and west of the development site. The connections guide pedestrian traffic towards the north-south boulevard and the three main public spaces, at the same time providing points of entry, arrival points at venues and sightlines to the parklands and the harbour.
- The International Convention Centre and Hotel to the north and the Theatre to the south are conceived as anchor buildings, and are located so as to address the surrounding “urban grain”;
- The terraced landscape over the single level exhibition hall will be an intermediary device between the slopes of Pyrmont and Ultimo and the valley floor of the development site. The landscaping of Tumbalong Park and the Boulevard will be extended by means of terraced platforms, reinforcing landscape elements and providing local views.

5 APPROACH TO THE HERITAGE INTERPRETATION STRATEGY

5.1 Philosophical approach

It is appropriate to apply best practice principles to the heritage interpretation of the entire SICEEP site because of its complex layers of history and heritage significance. The NSW Heritage Office publication Heritage Interpretation Policy (August 2005) includes a summary of what it terms “ingredients” for best practice in the interpretation of all types of heritage:

1. People and Culture: respect for the special connections between people and items.
2. Significance: understand the item and convey its significance;
3. Records and Research: good research is at the heart of effective interpretation. Use existing records of the item, research additional information, and make the records and research publicly available (subject to security and cultural protocols);
4. Audience: explore, respect and respond to the identified audience;
5. Themes: make reasoned choices about themes, ideas and stories;
6. Engaging the audience: stimulate thought and dialogue, provoke response and enhance understanding;
7. Context: research and understand the physical, historical, spiritual and contemporary context of the item and related items; and respect local amenity and colour;
8. Sustaining Significance: develop interpretation that strengthens and sustains the significance of the item, its character and authenticity;
9. Conservation Planning: integrate interpretation in conservation planning, and in all subsequent stages of a conservation project;
10. Maintenance, Evolution and Review: include interpretation in the ongoing management of an item; provide for regular maintenance, evaluation and review;
11. Skills and Knowledge: involve people with relevant skills, knowledge and experience; and
12. Collaboration: collaborate with organisations and the local community.

Accordingly, the philosophical approach will be to:

- Recognise heritage interpretation as being based on sound education principles
- Involve people in appropriate activities that are both educational and entertaining, so that they can understand, appreciate and value the site for its exceptional cultural significance.
- Develop interpretive media and activities that are directed at target audiences.
- Develop interpretive media tailored to meet the needs of the audiences, the development and the ongoing management of the area.
- Interpret all phases of the history of the SICEEP site.
- Develop an Interpretation Plan in consultation with the Design Team to ensure that its recommendations are integrated as the design and construction proceeds.

5.2 Staging of the Interpretation Plan

The Interpretation Plan will be developed in stages concurrently with the redevelopment of the precinct. This will allow the Interpretation Plan to incorporate the outcomes of ongoing community consultation and the findings of the Aboriginal and historical archaeological excavations. It will also ensure that every opportunity for site interpretation can be identified. Refer Section 6.

5.3 Interpretation resources

The following resources are key elements that will contribute to successful interpretation of the SICEEP site:

- Historical resources such as newspapers, published books, journals and other material, photographs, artworks and plans from repositories such as the State Library of NSW, City of Sydney Archives and State Records Authority of NSW. These organisations have digitised a large amount of material, copies of which can be obtained electronically;
- Historical information contained in recent and past reports such as conservation plans, studies and archaeological assessments relating to various parts of the site;
- Archival resources of the Sydney Harbour Foreshore Authority.

5.4 Themes for interpretation

The 2008 publication prepared by the Sydney Harbour Foreshore Authority, *Telling the Stories of Darling Harbour*, applies to all of Darling Harbour and is an interpretation strategy based on 10 themes derived from the book *A History of Sydney's Darling Harbour* (Sydney Harbour Foreshore Authority, 2008). The research and analysis undertaken for the site to date by Tanner Kibble Denton Architects and Casey & Lowe Archaeologists indicates that most, if not all, of the themes identified by SHFA will be relevant for the SICEEP site.

The following themes and sub-themes are subject to review and revision during the preparation of the Stage 2 Heritage Interpretation Plan to address new aspects of the site's history and/or heritage identified through the consultation process or as a result of any finds associated with the archaeological excavation program:

1. Gathering cockles – the first people, and European settlement
2. Steaming ahead – the industrial revolution comes to Sydney
3. Innovations and industry – innovations in refrigeration, galvanising and food processing
4. Messing about in boats – Darling Harbour's ships, shipbuilding and wharves
5. Getting the goods – how roads, rail and shipping connected Darling Harbour to the world
6. Power to the people – how Darling Harbour powered Sydney with electricity, lit it with gas, provided the power to drive its trams and hydraulic lifts
7. Skill, sweat and toil – jobs and working conditions during the industrial years
8. A room with a phew – the terrible living conditions around Darling Harbour, and the impact of the bubonic plague
9. Wars and the Depression – how Darling Harbour changed during the world wars and the Great Depression
10. Decline and rebirth – Darling Harbour's transformation from port and industrial area to leisure and tourism precinct.

In addition to the themes and sub-themes outlined in *Telling the Story of Darling Harbour*, the site and its environs provide further thematic opportunities:

- The natural history of Darling Harbour – its ecology, topography, foreshores, flora and fauna prior to European settlement;
- The Chinese community, which has had a presence in Darling Harbour since the early twentieth century following the development of the City Markets in the Haymarket and consolidated after the revitalisation of Dixon Street during the 1970s.

The potential methods of interpreting these additional themes will be further developed in the Stage 2 reports.

5.5 Interpretive media

Telling the Stories of Darling Harbour includes a list of interpretive devices as a “starting point” for implementing the strategy. These following potential interpretation devices are subject to review and revision during the preparation of the Stage 2 Heritage Interpretation Plan to address new aspects of the site’s history and/or heritage identified through the consultation process or as a result of any finds associated with the archaeological excavation program:

- Presenting each of the themes as an installation at a specific heritage site within Darling Harbour;
- Mounting “iconic” photographs in locations where significant activities took place or where an important historic view has been lost;
- Projecting, painting or mounting historic images onto large-scale structures;
- Making informative leaflets available at major venues so that visitors can undertake self-guided walks;
- Providing podcasts and geotag technology to self-guided visitors;
- Developing school learning programs by internal education teams to expand learning opportunities;
- Partner with tenants to provide a history and genealogy of a specific site. Local history could be included in business websites and promotional material;
- Add details of specific sites to online directories and repositories, such as the *Dictionary of Sydney* or *Wikipedia*.

In addition to the above, there are other media that can be successfully utilised with interpretation:

- Archaeological relics, including exposed in-situ elements and small artefacts incorporated into displays, can form the basis of effective interpretation;
- Place naming of site features such as streets and parks.
- Public artworks.

5.6 Implementation

Telling the Stories of Darling Harbour identifies potential themes and methods for interpreting the various themes. These are summarised in the following table. These themes and the possible methods for interpretation are subject to review and revision during the preparation of the Stage 2 Heritage Interpretation Plan to address new aspects of the site's history and/or heritage identified through the consultation process or as a result of any finds associated with the archaeological excavation program:

Theme	Possible methods of interpretation
Gathering cockles – the first people, and European settlement	<p>Place in the paving quotes and thoughts describing the original natural landscape.</p> <p>Use installations to showcase the range of traditional lifestyle skills including collecting foods, making tools and raising families.</p> <p>Mark in the paving the outline of the harbour and creek line prior to reclamation.</p> <p>Mark in the paving the Hay Street stone culvert alignment and discuss the loss of natural creek lines and the decline in urban water quality.</p>
Steaming ahead – the industrial revolution comes to Sydney	<p>Mark the Hay Street sewer and discuss public health issues prior to sewers – the sewer in Darling Harbour is one of the world's first.</p> <p>Identify the Dickson's Mill site with a focus on Dickson and describe the first applications of his own designed steam engines in the processes of timber milling, brewing and foundry works.</p>
Innovations and industry – innovations in refrigeration, galvanising and food processing	<p>Identify Zollner's foundry and describe the new process of galvanising wrought-iron spikes. Present an archaeological artefact or reconstruction to demonstrate the spikes and draw attention to the remains of their first application which can still be seen in the Argyle Cut today.</p> <p>Present relevant parts of drawings and specifications describing the world's first refrigeration technology; with the focus on Eugene Nicholle as the inventor, and the impact of refrigeration on the Australian agriculture sector with a new ability to transport fresh food to Britain and Europe.</p>
Messing about in boats – Darling Harbour's ships, shipbuilding and wharves	<p>Present the Iron Wharf photograph and describe its iron construction technology, size and significance to reinforce Darling Harbour as a key maritime port.</p>

Theme	Possible methods of interpretation
<p>Getting the goods – how roads, rail and shipping connected Darling Harbour to the world</p>	<p>Highlight the great wool stores on the western side of Darling Harbour, i.e. the Goldsborough Mort building and the story of Australia ‘riding on the back of the sheep’.</p> <p>Present a plan of the rail system and cuttings around the west side of Darling Harbour. Describe the railway sheds that dominated the centre of Darling Harbour and discuss the connection between railways and agricultural development.</p> <p>Present the iconic c. 1900 image of Pyrmont Bridge ‘peak hour’ in the context of the connections between the city and Sydney west, including the innovation of swing bridge technology (the electric motor is the original General Electric unit) and Allen truss and caisson construction technology.</p> <p>Potential to use the Western Distributor pylons for large-scale images of the railway yards and the western city industrial edge.</p>
<p>Power to the people – how Darling Harbour powered Sydney with electricity, lit it with gas, provided the power to drive its trams and hydraulic lifts</p>	<p>Focus on the Pumphouse by presenting plans of the city showing the network of pipes and images of typical lifting devices, particularly steam driven bank vault doors.</p>
<p>Skill, sweat and toil – jobs and working conditions during the industrial years</p>	<p>Construct a ‘workers walk’ that timelines the evolution of workers rights and working conditions with key milestones of strikes, the use of ‘scab’ labour, the rise of trade unionism and eventual political action</p> <p>Direct visitors to Union House in Sussex Street for further interpretation about workers rights and the rise of the union movement.</p>
<p>A room with a phew – the terrible living conditions around Darling Harbour, and the impact of the bubonic plague</p>	<p>Locate large-scale historic street and building photographs, near to where they were taken, where possible, to demonstrate the range of living conditions for both workers and merchant classes.</p> <p>Locate photographs of workers and merchants and embellish with evocative text and quotations that describe their living conditions, their working and family life.</p>

Theme	Possible methods of interpretation
Wars and the Depression – how Darling Harbour changed during the world wars and the Great Depression	<p>Locate quotations and stories that focus on Depression hardship, the breakup of families, the lack of work and social dysfunction.</p> <p>Present evocative images of soldiers leaving and returning from war with quotes and descriptions of wartime Hardship.</p>
Decline and rebirth – Darling Harbour's transformation from port and industrial area to leisure and tourism precinct.	<p>Present chronological images showing the transformation from its early colonial natural state to its shipbuilding and wharf period, its peak industrial period and its conversion to a public landscape.</p> <p>Make this the central orientation storyboard for the precinct, summarising the interpretation themes and providing directions to guide the visitor to the particular sub-theme locations.</p>

5.7 Integration of heritage interpretation

Heritage interpretation should be incorporated into the detailed design of the SICEEP redevelopment and should complement the overall design. Interpretation is to be considered in relation to architecture, public domain design, way-finding and signage, and public art. The process should include consultation with primary stakeholders such as representatives of the Sydney Harbour Foreshore Authority, the City of Sydney, NSW Heritage Branch, project architects, heritage consultants, and other appropriate statutory and non-statutory authorities.

Options for interpretation of the SICEEP site are discussed briefly below.

Public Art

Public art can involve and engage new audiences in ways that other interpretive media cannot and therefore provides a key opportunity for interpretation. The City of Sydney's *Public Art Strategy* is a possible reference document that provides a series of principles for implementation.

Public art will be a significant component of the SICEEP development and to this end a public art strategy has been written. It is proposed to include:

- One or two major commissions for works of an international standard. Selected artists will be invited to respond to sites "in a way that resonates with its history, culture or ecology";
- Several integrated interpretive works relating to site and culture;
- There is the potential for temporary artworks

Locations have been identified for the placement of interpretive public artworks along the north-south boulevard.

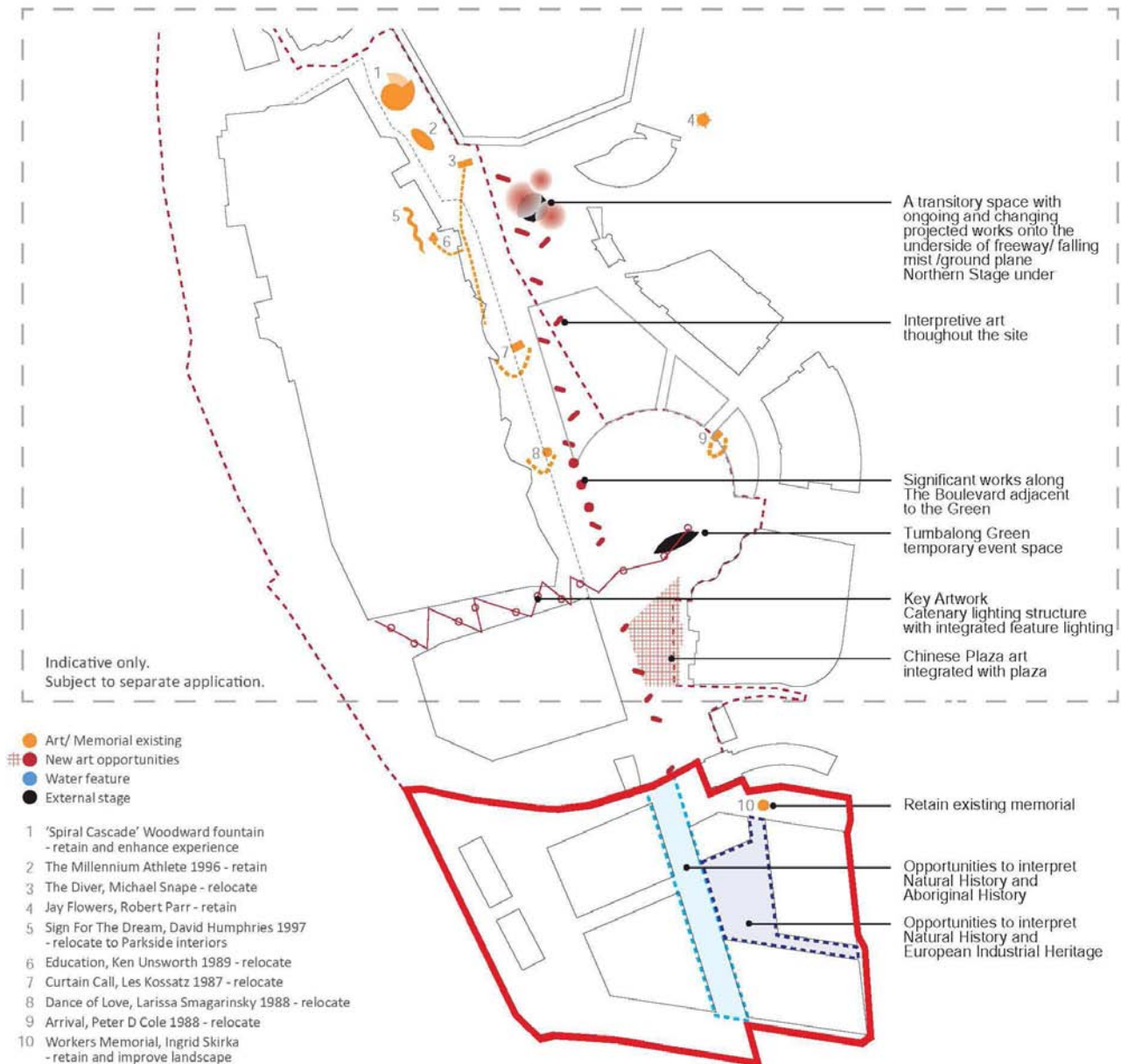


Figure 4 Diagram indicating proposed locations of interpretive artworks across the SICEEP site.
Source: Hassell + Populus Built Form and Public Realm Report for SSDA1



Figure 5 Diagram indicating proposed locations of interpretive artworks in The Haymarket
Source: Hassell + Populus Built Form and Public Realm Report for SSDA1

Wayfinding media

Strategies have also been developed for wayfinding, which is intended to contribute to a unique sense of place and be integrated with urban design. Precinct gateways are proposed - large scale symbolic sculptural elements situated at Cockle Bay, Hay Street, the light rail stop at Darling Drive and the eastern side of Tumbalong Park – which are intended to define a sense of place and present a highly recognisable point of reference for visitors. Historic interpretation is one of the considerations in the wayfinding strategy, integrated with it to enhance place branding and place making.⁴

Naming

Names can demonstrate a direct connection with the history, use, character, people and landscape of a place. Using historic names may therefore be an effective way to communicate the area's history and heritage.

Interpretive signs and installations

Signs incorporating photographs, graphics and/or text may be included in designated publicly accessible areas to indicate the historic, technological and social context of the place.

Interpretive signs allow individuals to explore areas at their own pace. They reduce the need for involvement of guides and/or staff and can communicate clear and effective messages with high visual impact.

Archaeological remains

The SICEEP site has archaeological potential, especially in the Haymarket Precinct. Archaeological investigations may uncover evidence of the location and extent of demolished buildings and/or structures of particular heritage significance or interpretive value. Exposed archaeological sites can be incorporated into the public realm and within buildings, as can be seen at the Museum of Sydney and Cumberland Street in The Rocks.

Small significant or representative objects or material can communicate meaningfully, and can be incorporated into a public display in publicly accessible areas.

Other potential interpretation options

Other potential interpretation options include:

- development of oral histories;
- supporting educational tour opportunities;
- interpretive Walks;
- self-guided tours using electronic media;
- events; and
- website based information.

⁴ Emery Studio, Wayfinding Strategy SICEEP 2012, p.7.

5.8 Potential audience

Identification of the full range of potential audiences is likely to include the following:

- Long-term local residents of the surrounding areas in Sydney, the Haymarket , Pyrmont and Ultimo
- Office workers and residents who are new to the area;
- Destinalional and incidental visitors; and
- Owners and managers of places and buildings within SICEEP.

6 IMPLEMENTATION

6.1 Program

This Heritage Interpretation Strategy is the first of three stages in satisfying the interpretation planning requirements for the Sydney International Convention Centre, Exhibition and Entertainment Precinct (SICEEP) Project.

The second and third stages will be undertaken separately for the Darling Central/Bayside and Haymarket areas will be developed concurrently with the design development and documentation of the Public Domain in these areas.

For the Darling Central/Bayside areas Stage 2 will comprise the Heritage Interpretation Plan which will include the implementation commitments based on the recommendations of this report. It will be completed in the 2nd quarter of 2014 and will incorporate the recommendations of the Public Domain, Wayfinding and Public Art Strategies.

For the Darling Central/Bayside areas Stage 3 will comprise the Heritage Interpretation Implementation Plan which will include the final details for the implementation of the Interpretation Plan within the Public Domain. It will be completed at the end of 2014 and will incorporate the results of the archaeological investigations and the outcomes of the Wayfinding and Public Art Strategies. This will ensure that all opportunities for site interpretation are explored and to ensure that it is fully integrated with the site's development.

The implementation of the Interpretation Plan for the Darling Central/Bayside areas will be completed prior to the issue of the final Occupation Certificate for the PPP works by mid 2016.

For the Haymarket Stages 2 and 3 will be completed progressively and will be finalised in the respective Stage 2 DAs. The implementation of the Interpretation Plan for the Haymarket will be finalised separately prior to the issue of the final Occupation Certificates for the Public Realm and the various buildings.

6.2 Principles

Interpretation should take the following into account:

- Identification of relevant stakeholders including those responsible for managing and maintaining any interpretation initiatives. Consultation should take place with relevant stakeholders such as the local community and local Aboriginal communities.
- A strategy for ensuring that ownership of interpretive media or initiatives is clearly established and forms part of any sale or lease documents. Ownership of the interpretation initiatives is likely to be shared across a range of site owners and managers.
- Identify measures that should form part of a regular maintenance program.
- Interpret the results of any archaeological excavations that occur during site development using appropriate methods.
- Interpretation proposals are to be sited in publicly accessible locations, integrated with public domain fabric and designed and implemented at the same time that the space, place or structure is designed and constructed.

- Interpretation is to be practical, having regard to the purpose, character and function of the spaces or places in which they are to exist. Interpretive elements should integrate and fit with the design and function of the place. Where possible, opportunities to incorporate an interpretive action with a functional structure or building element such as paving, seating, building façade, playground equipment etc should be explored.
- Branding, way-finding and place-making may draw on the history of the place and identified interpretive themes where practicable and relevant.
- Interpretive actions should successfully convey a significant value associated with the site and identified interpretive themes. The method by which this is accomplished should have regard to the ability of the site visitor or audience to comprehend the significant value being interpreted.
- Interpretation is to have regard to future maintenance through the following measures:
 - robust in design, construction and materials having regard to effects of people, animals, weather and vehicles;
 - located in places with a reasonable level of public surveillance to deter vandalism;
 - have parts, fittings and materials that are easily and cost effectively repairable and/or replaceable in the event of damage;
 - be of high quality physically and conceptually so that an interpretive action will contribute to a space or place and hence encourage 'public ownership' and respect of the element.
- Proposals for interpretive actions should use materials, forms, text and images to best convey the interpretive theme and so that a message may be experienced on a number of levels. Designers are encouraged to use various methods to affect a variety of the human senses such as sounds, textures and smells and not rely solely on visual materials and methods.
- Specific interpretive actions are to be undertaken by the most appropriate designer or design team and may include a Specialist Interpretation Designer, Curator, Architect, Landscape Architect and Artist. The type of designer used will be dependent upon the interpretation proposal for a place.
- Many visitors to the site will be from non-English-speaking backgrounds and will include visitors from overseas and residents from migrant backgrounds. These visitors will also have a different cultural background. Successful interpretation will need to address these issues.

APPENDIX A - EXAMPLES OF HERITAGE INTERPRETATION

The following section includes examples of how heritage interpretation has been undertaken on a range of significant sites that have been associated with industrial and institutional uses in the past.

Canberra Glassworks

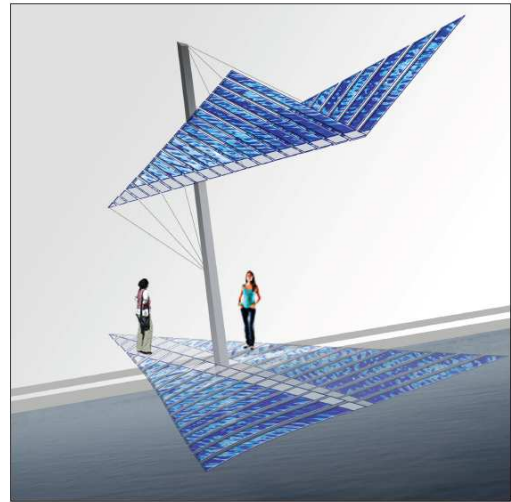


UWS Student Precinct, Parramatta





North Penrith Army Lands



Honeysuckle Newcastle



Art Play Space for Hunter development Corporation, Newcastle.
Artists Milne and Stonehouse with Zenscapes

APPENDIX B: SAMPLES OF HISTORIC IMAGES





