

ARCHITECTS

HISTORY HOUSE

133 Macquarie Street, Sydney

HERITAGE INTERPRETATION PLAN



Prepared for ROYAL AUSTRALIAN HISTORICAL SOCIETY

Prepared by:

Design 5 Architects

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Contents

1.	Intr	4	
	1.1	Background	4
	1.2	Heritage Listings	4
	1.3	Author identification	4
	1.4	Limitations	4
2.	Background to RAHS		
	2.1	Goals and Objectives	5
	2.3	Existing interpretation used at History House.	6
3.	Interpretation Guidelines and Objectives		
	3.1	Heritage Guidelines	9
	3.2	Interpretation Themes	9
	3.3	Audience	9
	3.4	The Proposal	10
4.	Description of the Site and buildings		
	4.1	The site and context	11
	4.2	Description of the building	11
5.	His	14	
	5.1	Chronology History	14
6.	Assessment of the Heritage Significance		
	6.1	Assessment of Significance	14
7.	CMP Policies on Interpretation		
	1.5	Interpretation	18
8.	Proposed Interpretation		
	8.1	Interpretation as Part of the Structure	19
	8.2	Other Interpretation Opportunities	21
9.	Recommendations 2		

1. Introduction

1.1 Background

Design 5 – Architects have been engaged by Royal Australian Historical Society (RAHS) to prepare an Interpretation Plan for 133 Macquarie Street, Sydney, the subject property. This report identifies opportunities for heritage interpretation as part of the proposed development, and has been prepared in accordance with Condition 13 of the Approved Development Application D/2016/862/A that states:

(13) HERITAGE INTERPRETATION PLAN

- (a) An interpretation plan for the site must be submitted to and approved by Council's Urban Design and Heritage Manager prior to a Construction Certificate being issued. The plan is to be prepared by a suitably qualified and experienced heritage practitioner or historian.
- (b) The interpretation plan must detail how information on the history and significance of the place will be provided for the public and make recommendations regarding public accessibility, signage and lighting. Public art, details of the heritage design, the display of selected artefacts are some of the means that can be used.
- (c) The plan must specify the location, type, making materials and contents of the interpretation device being proposed.
- (d) Prior to occupation certificate being issued the approved interpretation plan must be implemented to the satisfaction of Council's Manager.

A Conservation Management Plan (CMP) has been prepared for the property, titled "History House – Conservation Management Plan", dated May 2016 and prepared by Design 5 – Architects. The CMP is referenced in this report.

1.2 Heritage Listings

History House is listed on the following heritage registers

- Heritage Act State Heritage Register: Listing no. 00692
- City of Sydney Local Environment Plan 2012, Schedule 5, Item no. I1874:

The site is also located within the vicinity of other heritage-listed sites including the Botanical Gardens opposite Macquarie Street.

1.3 Author identification

This report was written by Robert Gasparini of Design 5 – Architects. All photographs used in this report are taken by Design 5 – Architects unless noted otherwise.

1.4 Limitations

This Heritage Interpretation Plan is limited to the subject building. It is noted that the suggested content of this Interpretation Plan is indicative and may be subject to amendment prior to the implementation of the Plan. The suggested use of media, historical images and information contained in this report will be subject to further development by those involved with the implementation of the Interpretation Plan.

2. Background to RAHS

2.1 Goals and Objectives

As an affiliate organisation for the education in the field of history, it is inherently incumbent on the organisation to take interpretation as one of the highest goals of the work. The Objectives and Goals of the organisation includes:

Our Objective and Goals

The Royal Australian Historical Society's overall constitutional objective is the advancement of education in the field of Australian history. Its goals can be categorised into six main areas:

Educate

To deliver educational programs and publications to members and the community about Australian history that:

- promotes the study, writing and dissemination of Australian history; and
- develops historical expertise in the community that supports history and heritage projects.

Inform

To provide opportunities for Society members and the public to learn about the latest developments in community and local history and heritage through conferences, seminars, lectures, publications and digital based initiatives.

Support

To provide services that support our affiliated societies in society management, and assist members to deliver projects that promote their local and community history.

Resources

To acquire and preserve, for the use of the Society and the public, reference material in any medium considered by the RAHS Council to have a bearing on Australian history, and to maintain the library and History House as core resources that support the RAHS educational and research roles.

Advocacy

To provide leadership to the broader community on history and heritage matters, in particular access to historical records and policies that impact the practice of local and community history.

Governance

To meet all the legal, financial and statutory obligations of the Society and to uphold governance practices that ensure the long-term sustainability of the Society at History House, 133 Macquarie Street, Sydney.

As a result, the design of the proposed has evolved as a direct response to the significance of the existing building. In addition, the organisation already very well served with interpretation throughout and the

2.3 Existing interpretation used at History House.

History House is used for lectures, receptions meetings and book launches. People also visit the site to access research materials in the RAHS library collections and participate in volunteer projects. The RAHS introduces the building as part of its welcome to visitors who are always amazed at the building's interiors.

Flyer and Historical Images

There is a short building history flyer - *History House: A First Class Residence in Macquarie Street* - available for free at the front door. In December 1871, architect George Mansfield entitled his design drawings 'a first class residence in Macquarie Street', reflecting the requirements of George Oakes, his client and uncle.

The flyer contains information on George Mansfield and George Oakes; the site and the changing uses of the house – private residence; political club; boarding house; doctors' offices and residence. There are also historical images of Macquarie Street which show the house as part of a row of quality Victorian town houses to be built on the west side of Macquarie Street.



Image 2.3.1 Macquarie Street South 1880 [RAHS Photograph Collection].

An enlarged copy of this image is in the entrance. Visitors often comment on this image as it highlights the changing nature of Macquarie Street and the importance of History House as one of the few remaining Victorian Townhouses.



Image 2.3.2: Original drawing of the front elevatior of History House by George Allen Mansfield, December 1871 [Royal Australian Institute of Architect

External plaque

Between 1984 and 1988 the RAHS, in partnership with Sydney City Council and the State Bank of NSW, undertook a program of researching, manufacturing, and installing a series of 101 commemorative plaques in the Sydney. All the plaques took the form of a green roundel and the program became colloquially known as the 'green plaque program'. RAHS Green Plaque 2 *History House* is located close to the main entry. It reads - 'This Victorian town house was designed in 1871 by the architect George Allen Mansfield for George Oakes of Parramatta, pastoralist and politician'.

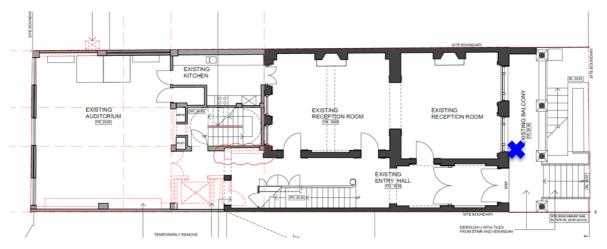


Figure 2.3.3: Diagram showing location of external plaque close to the main entry. (Blue cross).



Image 2.3.4 RAHS Green Plaque 2 History House



Image 2.3.5 Position of RAHS Green Plaque 2 *History House*

Dedicated pages on the RAHS Website

The existing interpretation of History House is delivered via dedicated webpages on the RAHS website. The RAHS currently has 65,000 visitors to its website and it is the primary way that the RAHS interacts with its state-wide membership and the general history community.

Currently there is a brief overview of the house and the flyer *History House: A First Class House in Macquarie Street* is available for download. The RAHS website also provides information on some of the key people associated with the History House:

- George Oakes (1813–1881) a well-known pastoralist and politician who was a member of anti-transportation league and elected to represent Parramatta in 1848. He purchased the land, on which History House was built, in 1857 when he was a member of the Legislative Assembly.
- George Allen Mansfield (1834-1908) was the architect who designed History House for
 his uncle George Oakes. He was the first president of the Royal Australian Institute of
 Architects and the first Australian to be elected as a fellow of the Royal Institute of British
 Architects (History House was part of his portfolio of work). Ten of his buildings are listed
 on the NSW State Heritage Register.
- **Dr George Bell (1882–1970)** was a distinguished surgeon who purchased the house and used it both as his residence and as consulting rooms.
- **Dr (Alice) Hazel Kelso King (1908-1997)** who joined the RAHS in 1954 and was awarded a Fellowship in 1974 for editorship of the *Journal of the Royal Australian Historical Society*.

The RAHS has also published articles on History House in its quarterly membership magazine. It will be upgrading its website in 2022/2023 and plans to incorporate new materials, including the research findings from the following articles, into its online interpretation resources on History House:

- The pocket borough of East Sydney: The Warrigal Club's moment of infamy by Bruce Baskerville (2017). This article discusses the period when the building was rented to the Warrigal Club (1887 to 1889) and the political scandals connected to this club.
- *Incendiarism in Macquarie Street* by Christine Yeats (2016). This article discusses an 1899 arson attempt on the building by Alfred Ware, whose mother Jane Ware was running a boarding house on the premises. It provides an overview of the criminal investigation of the mother and son and the subsequent trial of Alfred Ware for arson.

Links:

https://www.rahs.org.au/history-house-project/history-history-house/ https://www.rahs.org.au/history-house-project/notable-people/

3. Interpretation Guidelines and Objectives

3.1 Heritage Guidelines

This interpretation Plan has been prepared in accordance with the NSW Heritage Manual, the NSW Heritage Branch "Interpreting Heritage Places and Items Guidelines" 2005 and the Australia ICOMOS Burra Charter 2013.

The Burra Charter defines interpretation as "all ways of presenting the cultural significance of the place." (Article 1.17). Places of significance should ideally speak for themselves, and in many ways, the retention, adaptation of buildings will achieve this. Many aspects of the place's history and significance, however, would remain hidden without some additional form of interpretation. Interpretation may be a combination of the treatment of the fabric (e.g. maintenance, restoration, reconstruction); the use of and activities at the place; and the use of introduced explanatory material. Article 25 Interpretation, further states that "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."

3.2 Interpretation Themes

There are several themes that relate to the building and its evolution and development through time. There are also contextual storylines that link the precinct with the broader local area.

Themes important to the development of New South Wales have been identified in the Heritage Database listing for History House.

Building settlement, towns and cities – Accommodation. Activities associated with the
provision of accommodation, and particular types of accommodation. The local theme is
Residential

3.3 Audience

The proposal is for the continued use and additions to History House as commercial office and headquarters of the Royal Australian Historical Society (RAHS). As such, some of the interior of the building will be available for public access, use by members as well as employees and workers of the commercial premises.

The anticipated user groups and audience for the interpretation may include, but not limited to:

- Members of the RAHS: Members of the RAHS using the library for research purposes, meetings, talks and seminars, events and as a place of formal and informal meetings places.
- General public including guests of RAHS and the commercial offices: Non-workers or members attending meetings at the building or events and talks hosted by RAHS. These people may have little background knowledge of the building or the area.
- Staff and workers: Staff and workers that have their offices in the building.
- Special Interest: Those who have a specific interest in the site's history and the heritage values. Use may be limited to the external area of the building and may be visiting several sites as part of heritage walks or self-guided tours of Sydney

3.4 The Proposal

The following table provides a summary overview of the proposed **extension** and upgrade required to History House.

Proposal	Brief Description
Additions	Construction of two new levels over the rear 1970s section of History House.
Structural	Strengthening of foundations including underpinning.
	Strengthening of the 1970s additions.
	Additional two levels using predominantly steel structure.
Conservation and	Retain and repair the tile hipped roof (over the 1870s section).
general upgrades	Stonework conservation to the Macquarie Street former windows.
	Repaint the front verandah (last repaired and repainted in 2004).
	Renew accessible bathroom and shower at basement level, and new unisex bathrooms and kitchenette at first, second and attic levels located within the 1970s wing.
	Removal of 1970s tiles to the Macquarie Street entrance stairs and provision of new treads and tiles.
Fire safety and	New fire hydrants to each floor (including fire pump and brigade booster).
suppression	Fire extinguishers on each floor
	Wall wetting sprinklers on Phillip Lane.
	Fire engineering will be Performance Solutions.
Services	Water and waste services to new and altered fittings and fixtures
	Augment air conditioning and exhaust air to existing office spaces. Air-conditioning to new office spaces, with condensers located in a roof top plant room.
	Demolition of the existing lift and construction of a new lift shaft, extended to provide access to the additional new levels.
	Upgrade of incoming electrical supply and distribution including switchboard, distribution boards and sub-mains.
	Upgrade of security system as needed. Upgrade incoming communications to latest technology.
Parking	Single disabled car parking space proposed from Phillip Lane.

4. Description of the Site and buildings

4.1 The site and context

History House is located at 133 Macquarie Street, Sydney, between Bridge and Bent Streets. It is on the western side of Macquarie Street, facing the Royal Botanic Gardens. Its title reference is Lot 1, D.P. 64691, Parish of St James, County of Cumberland. 133 Macquarie Street is within the local government area of the City of Sydney Council.

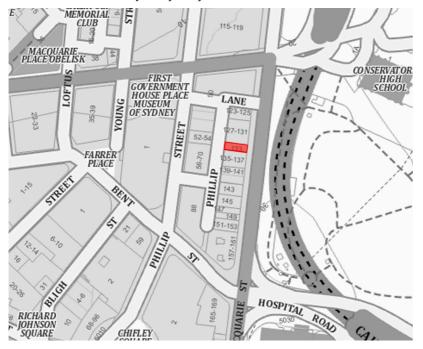


Figure 4.1: Site Location, Sydney *CBD, History House shown in red.* (Source, Six Maps, https://maps.six.nsw.gov.au)

4.2 Description of the building

A description of the building is not repeated here but reference is made to Section 2.1 of the 2016 Conservation Management Plan. A detailed fabric survey of History House, identifying the changes to the place, the physical condition and integrity of the existing fabric, is also contained in the CMP.



Figure 3.1: Macquarie Street facade



Figure 3.8: Kitchen, ground floor



Figure 3.2: Rear elevation from Phillip Lane



Figure 3.9: Dining room, looking west



Figure 3.10: Former parlour, looking east from the dining room



Figure 3.11: RAHS office a first floor, looking east



Figure 3.13: Auditorium, ground floor



Figure 3.14: RAHS library, first floor (1970s wing)



Figure 3.15: Office space, second floor



Figure 3.17: Main office, attic

5. Historical Development

5.1 Chronology History

A detailed history is provided in the Conservation Management Plan and is therefore not repeated in this report.

6. Assessment of the Heritage Significance

6.1 Assessment of Significance

We refer to Section 3 of the Conservation Management Plan 2016 for full discussion of Cultural Significance. The following sections are quoted from the CMP

Statement of Cultural Significance

History House is a rare surviving example of a first class, late Victorian gentleman's townhouse, possibly the finest of its type, in New South Wales. It is an important, and possibly the finest example, of the domestic work of the prominent nineteenth century architect, George Allen Mansfield. The quality and execution of its stonework, plasterwork and cedar joinery is exceptional in domestic work in NSW.

History House stands on part of the original Governor's Domain, associated with the First Government House, which was subdivided and sold in the 1840s.

Its location on Macquarie Street and its relationship with the Botanic Gardens retains the key elements of its historic context and meaning as a fine gentleman's townhouse in this part of the city. It retains the ability to demonstrate the scale, quality, and history of nineteenth century residential development in one of Sydney's finest streets and most fashionable residential addresses.

The place is also significant for its political, social, and medical associations with George Oakes and Dr George Bell as well as being, most recently, the headquarters of the Royal Australian Historical Society.

The changing uses of No. 133 Macquarie Street, from gentleman's residence, to gentleman's club, to boarding house, then doctors' rooms, and finally the headquarters of the Royal Australian Historical Society, kerb-side cafe and corporate offices, reflect the changing uses and demographics of Macquarie Street and central and inner Sydney generally, from residential to commercial.

History House is significant as the national headquarters of the Royal Australian Historical Society, and held in high esteem by its members as a symbol of the work and focus of the society.

Significance Gradings.

Section 5.3.2 of the CMP states that:

The History House building contains spaces and elements of varying cultural significance as illustrated in Figures 3.8.1 - 3.8.6. These have been graded according to their relative significance, their degree of intactness and their ability to demonstrate significance.

The future works now being considered by RAHS therefore need to take into account the significance of the place and the Significance Gradings of each space in the building. A detailed explanation of each grading is set out below. Zones graded 1 are of highest significance, zones graded 2 are of high significance, zones graded 3 are of moderate significance, zones graded 4 are of low significance, and zones graded 5 are of lowest significance. The definitions of each ranking, as provided in the CMP, are as follows:

Spaces/elements graded 1

These spaces or elements are of high cultural significance and should be retained in their existing configuration. Surviving original fabric and finishes should be conserved in situ and the integrity of the spaces or elements retained. They should not be obscured nor their significance diminished. The appreciation of the spatial quality and detail of these spaces should not be obscured or diminished. The design intent and integrity of the original work should also be respected and not obscured.

Spaces/elements graded 2

These spaces or elements are of slightly less cultural significance than those in grade 1 because of later, and often unsympathetic additions or alterations, but retain a high degree of significant fabric. Their reduced significance may also result from their lesser role in significant attributes of the place. Where these spaces or elements form part of a space of higher significance, they should, if possible, have the later additions removed where these obscure the larger space. There is also the opportunity to adapt these spaces or elements while retaining surviving significant fabric in situ. The integrity of the spaces and fabric and their original design intent should be respected and, if possible, restored.

Spaces/elements graded 3

These spaces or elements retain some integrity but are of lesser cultural significance. Significant fabric may have been altered or obscured. Where these spaces or elements form part of a space of higher significance, they should, if possible, have the later additions removed where these obscure the larger space. These spaces may be adapted but significant fabric should be retained in situ if possible and the qualities and integrity of the spaces or elements respected. Walls and other elements shared between these spaces and other spaces of higher significance should be retained.

Spaces/elements graded 4

These spaces or elements retain only minor significance and may be retained or adapted substantially. Elements of significant fabric should be retained and respected. Walls and other elements shared between these spaces and other spaces of higher significance should be retained.

Spaces/elements graded 5

These spaces retain very little significance, and in some cases may be considered intrusive. They may be either removed or altered substantially. Elements shared between these spaces and other spaces of higher significance should be retained.

The following diagrams show the Significance gradings of each space in History House.

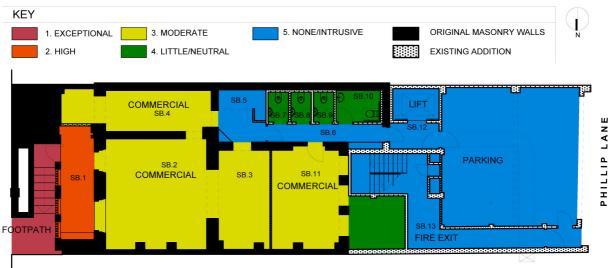


Figure 4.3.1: Basement Plan significance diagram

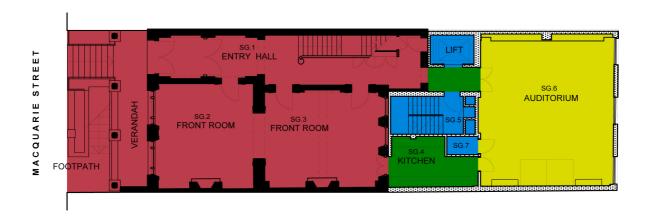


Figure 4.3.2: Ground Floor Plan significance diagram

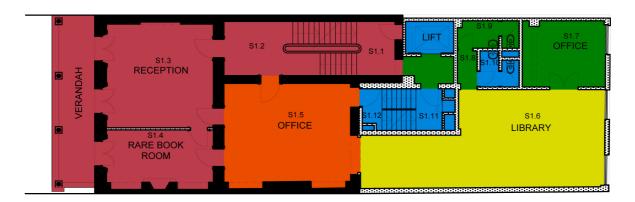


Figure 4.3.3: Level one significance diagram

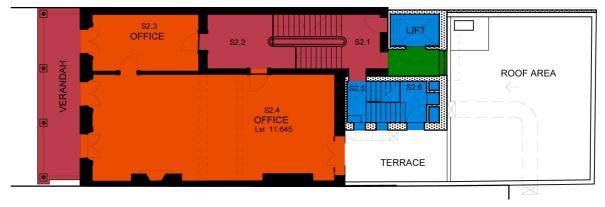


Figure 4.3.4: Level two significance diagram



Figure 4.3.5: Level Three (Attic level) significance diagram

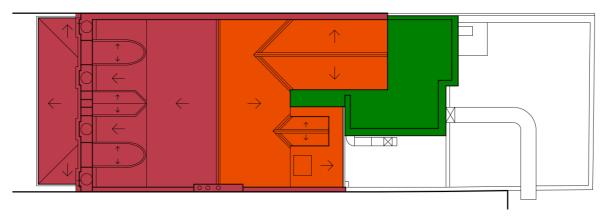


Figure 4.3.6: Roof Level significance diagram

7. CMP Policies on Interpretation

The following extract from the 2010 draft CMP sets out the rational and policies for interpretation of the place.

1.5 Interpretation

In principle any adaptation, fitout, conservation or other works to the place should be carried out in such a way that retains as much significant fabric and evidence of early use as possible to allow the building to simply speak for itself. The relevant CMP policy for the place is quoted below:

Generally

According to the Burra Charter, "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" (Article 24.1) and "The cultural significance of many places is not readily apparent, and should be explained by interpretation. Interpretation should enhance understanding and enjoyment, and be culturally appropriate" (Article 25).

If the people involved with the place (including management, users and lessees of the site) are made aware of its importance, they may be encouraged to feel a greater sense of responsibility for its conservation.

There is an opportunity to explain, by the use of a variety of interpretation methods, what the place was, how it came to be and why it is significant. Through interpretation, there are also opportunities for the re-imagining of the place.

It is not intended that any of the spaces in the building be set aside, solely for interpretation or museum type uses. Any interpretation should form a backdrop to, or be part of an active and viable use and should enhance rather than hinder the user/visitor experience.

Policy 5.11.1

The significance of 133 Macquarie Street, including significant uses and associations, should be interpreted to the public and all those involved with its management, use and maintenance.

Policy 5.11.2

An Interpretation Plan should be prepared and implemented in order to achieve these objectives. In order to avoid fragmenting the site or treating it in a piecemeal manner, there should be an integrated approach to any signage and interpretation across the whole site.

Policy 5.11.3

Interpretation should form a backdrop to, or be part of an active and viable use and should enhance rather than hinder the user/visitor experience.

Policy 5.11.4

In situ interpretation should be located in areas which are publicly accessible and as well as in other less accessible areas where this is appropriate.

8. Proposed Interpretation

8.1 Interpretation as Part of the Structure

The design of the proposed additions has evolved as a direct response to the significance of the existing building and as such it incorporates several elements, which assist to interpret the historic, aesthetic and technical significance of the building.

The significance of the building as a former townhouse building is demonstrated in many aspects of its existing built fabric. Of these items, many are already embedded into the proposal, and form key interpretive devices as follows:

Element	Comment
Public Access	Public access to the building and to the additions will not change. The proposal retains the use of the existing timber stair and encourages that this is the main form of access for the upper levels. The existing passenger lift will be rebuilt to comply with modern standards and will enhance the access to upper levels, while still be secondary form of circulation to the main timber stair. The use of the building as a Historical Society means that a major role of the organisation is for public events, talks, gatherings and use by members, particularly the library on level 1. This public access and activation represent an important component in the ongoing survival, use and appreciation of the building and its history.

Original 1870s building.

The building has undergone several phases of alterations since its initial construction in 1871, however the front portion of the house remains largely intact in its original layout and fabric including joinery, fireplaces and ceilings. The proposal will retain virtually untouched the original 1870s part of the house to enable continued interpretation and appreciation

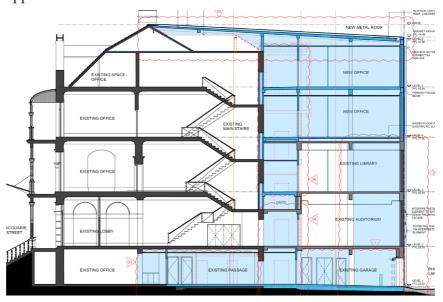


Figure 7.1.1: Unshaded section shows original 1870s house with the area in blue modern section.

Retention of dormer windows at attic level.

The proposal includes building two levels of offices over the 1970s portion of the building and connecting with the 1870s floor plates. On attic level, the original roof form survives together with a dormer window that faces west. Rather than full demolition of the dormer, the proposal is to retain and conserve the dormer window inside the new office space (refer to **Figure 7.1.2**). This proposal will enable the original form and extent of the building to be interpreted inside the new office environment.

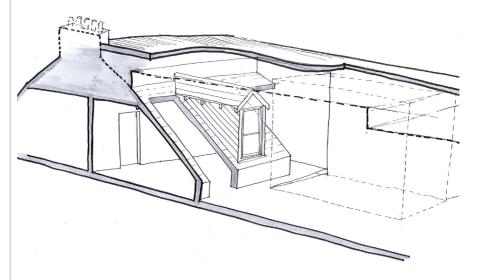


Figure 7.1.2: Sketch shows how the original dormer window will be retained within the new building.

8.2 Other Interpretation Opportunities

The RAHS sees a range of other opportunities for conveying the significance of this place to both the public and its users. This interpretation can be divided into three main categories:

Changing Uses

The focus will be primarily on the changing uses and naming of the building. The chronology will incorporate the evolution of Macquarie Street to provide a context for these changes.

1871 George Oakes' family townhouse.

1877 - 1899 Primarily Gentlemen's Clubs:

Reform Club (1879 - 1881)

• Warrigal Club (1887 - 1889)

1893 - 1921 Boarding House, which was almost destroyed by arson.

Name: Oriana (1900 to 1922)

1922 - 1969 Doctors' consulting rooms and residence.

Name: Wickham (1950s to 1969)

1970 Headquarters of RAHS where it promotes the understanding of the history of the

people and places of NSW.

Name: History House (1970 onwards)

People

This will provide an interpretation of the people connected to the site.

It will expand on the current interpretation, which focuses on 'notable' people, and acknowledge the experiences of others connected to the site, including: the Traditional owners of the land on which the site is built; the workers who built and created the key heritage features; and the domestic servants who looked after the building.

Physical Heritage

This will focus on key features of the interior and exterior of the building and how most of the principal structural and decorative elements have survived.

It will also include a section on the items lost.

Most significant - Exterior

- · original front fence
- first floor balustrading
- original timber pedestal linings to upper-level columns

Most significant - Interior

- Service wing removed in 1970 for extension (current auditorium)
- The second, first floor room, lost its chimney piece and western joiner

Sample of some of the key features:



Figure 3.3.1 Reception Rooms, Moulded Plasterwork



Figure 3.3.2 Decorative Parquet Flooring – blonde and dark timber.

Not all of the timber has been identified, although it does include Australian Cedar

This additional interpretation will build on the existing interpretation:

Elem	ent and location	Comment
A.	Flyer (to update)	The RAHS will update its flyer incorporating elements in the interpretative panel. New visitors to the site appreciate the opportunity to learn more and a well-designed flyer is invaluable when promoting the historical and heritage significance of a building.
В	Website (to update)	The RAHS recognises that digital means of communicating, and interpreting heritage places offer practically unlimited potential to convey information and for it to be consumed by a range of audiences. There is a rapidly growing array of digital tools that can enhance peoples' experiences and knowledge of heritage places. Some of these may include web-based archives, online photographs, oral histories as well as Facebook history and nostalgia groups.
		The Royal Australian Historical Society is planning an upgrade to its website which will include providing additional interpretations on History House. It will provide a clear chronology of its changing names and different uses, which will be set in the broader context of the history of Macquarie Street
		There will also be greater emphasis on the key aesthetic features of the building, such as its decorative parquet flooring. This will also include video content, hosted on Youtube with links on the RAHS website.
С	Interpretative Panel (new)	The RAHS will install an interpretative panel in the entrance way, where it currently provides flyers with a short history of the house. The content of the panels will focus on the categories outlined in the

table on the previous page. It will include text, photographs and drawings.

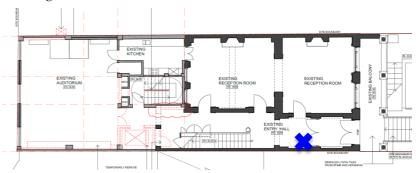


Figure 7.2.2: Diagram showing location of new interpretative in the hallway entrance. (Blue cross).

9. Recommendations

The philosophy of the owner, Royal Australian Historical Society is linked to the place and provides tangible link to the development and growth of the city and its history. The proposal will ensure that the RAHS has the room to expand in the long term and remain viable as an organization. The proposed alterations will impose changes both externally and internally, however the proposal has been deliberately formulated to retain many of the significant values of the place. Interpretation of these aspects through either the retention of existing fabric or by introduced material is a crucial component of conveying an understanding of the significance of the place in the future. We make the following recommendations:

- This interpretation Strategy be accepted and followed as the basis for the future Interpretation Plan and implementation.
- This report is read in conjunction with the History House Conservation Management Plan (prepared by Design 5 Architects). Any interpretation should be carried out in accordance with relevant policies and discussion of significance in that report.
- Interpretation must be integral part of the design of the place and where possible, it needs to be embedded in the fabric of the place itself. Interpretation should be carried out that retains as much significant fabric and evidence of early use as possible to allow the building and places to speak for itself.
- This interpretation plan recognises that a range of opportunities exist for conveying the
 history and significance of the place to all user groups. This can be as simple as images or
 pictures and storyboards.
- This interpretation plan recognises that a range of opportunities exist for non-physical interpretation. This may include digital media and enhancing the existing website.
- Interpretation should be considered holistically across the site covering stories, periods of
 evolution, changes and context. The messages, graphics, types of media and location of
 interpretation is to be considered holistically and for a range of audiences.

Robert Gasparini Design 5 – Architects Pty. Ltd.