

INTERPRETATION STRATEGY



No. 44 – 48 Oxford Street, Epping

March 2018 | J2783

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1.0 INTRODUCTION

1.1 Preamble

This Interpretation Strategy, for No 44-48 Oxford Street, Epping, New South Wales, has been prepared in conjunction with a Development Application for the demolition of the property and construction of a multi-storey mixed use development.

The site is located within Hornsby Local Government Area. The principal planning control for the site is *the Hornsby Local Environmental Plan 2013 (LEP 2013)*. The site contains a heritage item by Schedule 5 Part 1 of the *Hornsby LEP 2013*.

1.2 Authorship

This Interpretation Strategy has been prepared by James Phillips, B.Sc.(Arch), B.Arch, M.Herit.Cons.(Hons), Louise Doherty B.Sc(Hons) Bldg Cons of Weir Phillips Heritage.

1.3 Site Location

No. 44-48 Oxford Street, Epping is located on the western side of Oxford Street, between Pembroke Street to the south and Chester Street to the north (Figure 1). The site is identified as Lots A and B of D.P. 390454, and Lots 1 and 2 of D.P. 206646. Lot 1 of D.P. 206646 contains the heritage item.

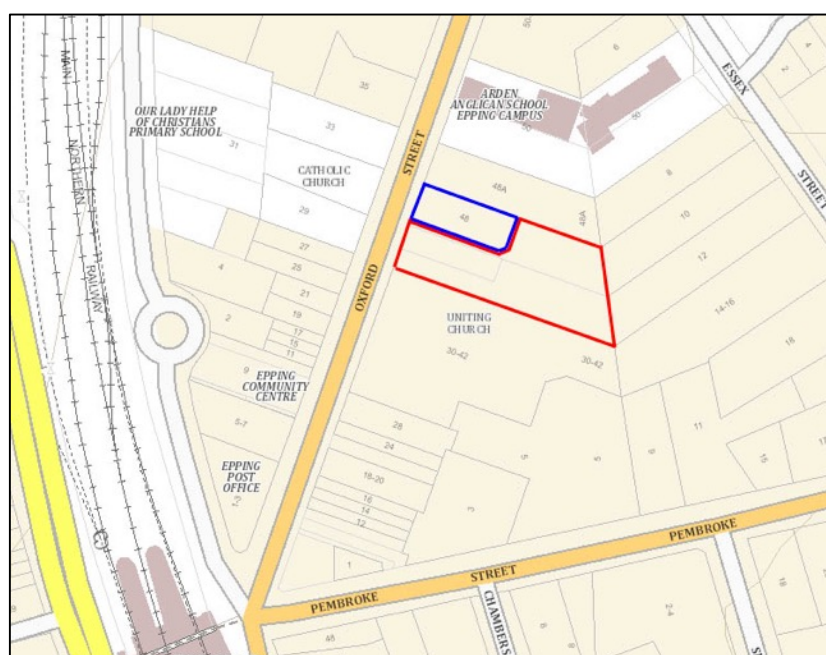


Figure 1

The location of the subject site. The heritage item is outlined in blue, the remainder of the site is outlined in red.

SIX Maps 2016

1.4 Methodology

1.4.1 Guidelines and References

The following reports and guidelines have informed the preparation of this report:

- Ambrose, T. and Paine, C., *Museum Basics*, London, ICOM in conjunction with Routledge, 1993.
- Australian ICOMOS, *The Burra Charter (The Australian ICOMOS charter for places of cultural significance)*.
- NBRIS + Partners, *44-48 Oxford Street, Epping, Statement of Heritage Impact*, Dated June 2016
- NSW Heritage Office, *Heritage Information Series: Heritage Interpretation Policy*, August 2005.
- NSW Heritage Office, *Heritage Information Series: Interpreting Heritage Places and Items Guidelines*, 2005.
- Weir Phillips Heritage, *No. 44 – 48 Oxford Street, Epping. Peer Review of the Heritage Impact Statement*. Dated October 2017.

1.5 Stages of Interpretation

The following stages will be followed in preparing and implementing an interpretation strategy on this site.

1.5.1 In This Report

This Interpretation Strategy sets out how the history and significance of the site might be usefully interpreted as part of the proposed development. The structure is as set out below.

Stage 1: Interpretation Strategy	
Sub-stage	Where to Find the Information
<i>Introduction</i>	<i>Section 1.0 of this report</i>
Context of this report, site location, project background & methodology	Sections 1.1-1.5 of this report
<i>Understanding Interpretation- Why interpret?</i>	<i>Section 2.0 of this report</i>
The role of interpretation in heritage conservation	Section 2.1 of this report
Establishing interpretation principles for the site based on 'best practice'	Section 2.2 of this report
<i>Historical Overview – What is the story?</i>	<i>Section 3.0 of this report</i>
Researching the history the place within its Epping context	Section 3.1 - 3.5 of this report
Sub-stage	Where to Find the Information
<i>Identifying Significance - Why is the story important?</i>	<i>Section 4.0 of this report</i>
Current Heritage Listings	Sections 4.1 and 4.2 of this report

Placing the site within the context of heritage themes	Section 4.3 of this report
Statements of significance	Sections 4.4 of this report
<i>Understanding the Available Resources, Stakeholders and Audience - What do we know and who are the audience?</i>	<i>Section 5.0 of this report</i>
Resources available for interpretation	Section 5.1 of this report
Associated People and Places	Section 5.2 of this report
Potential Audiences	Section 5.3 of this report
<i>Many Stories- Which stories do we tell?</i>	<i>Section 6.0 of this report</i>
Themes selected	Section 6.2 of this report
<i>Interpretation Policy Development - Where are we headed?</i>	<i>Section 7.0 of this report</i>
Locations for Interpretation	Section 7.1 of this report
Audience requirements	Section 7.2 of this report
Types of Interpretation	Sections 7.3 - 7.7 of this report
<i>What have we achieved?</i>	<i>Section 8.0 of this report</i>

1.5.2 Future Reports

Subsequent reports will address the following:

Note: all the activities below are to be carried out in consultation with the owners, the architects, and planner for the project and with Hornsby Council.

Stage 2: Content Development
Identify and then confirm locations for interpretation within the site
Review and incorporate any information uncovered as a result of further research.
Further research into themes to identify specific images, develop appropriate text etc.
Development of interpretative media: detailed design for interpretative devices in conjunction with the development of detailed plans for the site
Check copyright of media to be used

Stage 3: Implementation
Production of display media etc.
Installation of display media
Preparation of maintenance plan
Recommendations for future interpretation strategies/review

2.0 UNDERSTANDING INTERPRETATION

2.1 Interpretation as a Conservation Process

Providing an understanding of *what* a Heritage Site or Heritage Item is and *why* it is important is a key tenet of the Heritage conservation process. To communicate these values, some form of interpretation is usually required. Interpretation, in a heritage or museum context, involves *explaining* an item and its significance.¹ Interpretation supports, and can enhance, recognition and understanding of the importance of heritage places among site owners, users and the broader community.

The role of interpretation within the conservation process is highlighted in a number of important documents. These documents provide a good understanding of what interpretation should involve:

The Burra Charter: The Australian ICOMOS charter for places of cultural significance.

Interpretation is implicit in many articles of the *Burra Charter*, but is highlighted in the following:

Article 1.17 of the *Burra Charter* states: 'Interpretation means all the ways of presenting the cultural significance of the place.' Interpretation may be a combination of the treatment of fabric (for example, restoration, reconstruction, maintenance), the use of a place and the introduction of explanatory materials.

Article 12 of the *Burra Charter* states: 'Conservation, interpretation and management of a place should provide for the participation of people for whom the place has special associations and meanings, or who have social, spiritual or other cultural responsibilities for the place.'

Article 15.4 states: 'The contributions of all aspects of cultural significance of a place should be respected. If a place includes fabric, uses, associations or meanings of different periods, or different aspects of cultural significance, emphasising or interpreting one period or aspect at the expense of another can only be justified when what is left out, removed or diminished is of slight cultural significance and that which is emphasised or interpreted is of much greater cultural significance.'

Article 24 states: 'Significant *associations* between people and a *place* should be respected, retained and not obscured. Opportunities for the *interpretation*, commemoration and celebration of these associations should be investigated and implemented (24.1). Significant *meanings*, including spiritual values, of a *place* should be respected. Opportunities for the continuation or revival of these meanings should be investigated and implemented (24.2).

Article 25 states: '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.'

NSW Heritage Office (now Division) Publications

The guidelines produced by the NSW Heritage Division, listed under Section 1.3, further explain the interpretative process and encourage good interpretative practices including: understanding the history and significance of the site; identifying opportunities for interpretation; understanding the potential audiences; and encouraging relevant, respectful and thought-provoking interpretation. These guidelines provide practical

¹ 'What is Interpretation?' in T. Ambrose and C. Paine, *Museum Basics*, London, ICOM in conjunction with Routledge, 1993, p.67.

measures for interpretation. For example, the Heritage Division guidelines assist in making reasoned choices about what to interpret on a site with multi-faceted significance.

Special guidelines are being produced to assist in the interpretation of Aboriginal values and culture, such as the Australian Heritage Commission's 2002 publication *Ask First: A Guide for Respecting Indigenous Heritage Places and Values*.

Interpretation can take many forms. The methodology adopted will greatly affect the quality of the message that is conveyed. Simply by being identified within the heritage context, heritage sites and items convey a message. Determining what that message is and how best to reinforce and convey it is the purpose of an Interpretation Strategy.

Conservation, restoration and maintenance are key heritage elements and are often the best way of preserving significant attributes and associations. The retention of the hall is an example of this approach.

This site calls for interpretation that extends beyond the physical fabric or the interpretation of lost physical fabric. The significance of this site also lies strongly in its association with significant people, groups and services.

2.2 Principles of Interpretation for the Site

Using the *Burra Charter* and the NSW Heritage Division guidelines, the following key interpretation principles for the site have been identified:

- Focus on the history and significance of the site and its elements and from these develop site-specific themes and stories.
- Involve people with skills and experience in heritage interpretation.
- Follow the guidelines provided by the *Burra Charter* and NSW Heritage Office (Division) documents.
- Identify potential audiences.
- Ensure that consultation is undertaken with Aboriginal stakeholders for any interpretation involving Aboriginal history and/or artefacts.
- Use fabric and landscape elements (conserved and newly created), documentary research and graphic materials to convey and interpret the significance of the site.
- Ensure that any interpretation recommendations are integrated with the planning process, in particular with the architectural design of the new development.
- Ensure research is thorough and that accumulated materials are publicly deposited upon completion of this project.
- Ensure that the interpretation recommendations and devices have the potential to be engaging and stimulating by evaluating them during and after development.
- Ensure that interpretative devices are of a high quality.
- Ensure that interpretative devices are accessible and reversible where required.
- Plan for continuing maintenance and regular review of interpretative media.

3.0 BRIEF OUTLINE OF THE HISTORICAL DEVELOPMENT OF THE SITE

The following provides a brief summary of the history of the site only, taken from the June 2016 *Statement of Heritage Impact* prepared by NBRS + Partners as listed under Section 1.4.1.

3.1 Pre-European and Early European Settlement of Epping.²

Aboriginal people from the Wallumedegal group, whose lands stretch along the Parramatta and Lane Cove rivers, were living in the region of Epping when the first Europeans arrived.³

The first settler in the district was David Kilpack, a freed convict who received grants of land in 1794 and 1795 totalling 80 acres (32.3 hectares). He died two years later and his widow Eleanor married Thomas Higgins, whose son Thomas Edward Higgins was one of the first settlers in the Hornsby district. ⁴

The western side of Epping stands on two major land grants – Lieutenant William Kent had 170 acres (69.8 hectares) granted by Governor Hunter, and his nephew William George Carlile Kent was granted 460 acres (186.1 hectares) in 1803. The western boundary of the Field of Mars bordered their land.

Many settlers struggled to clear the land and make a living from their farms. The government, in an attempt to ease the burdens on these pioneers, proclaimed town commons, where they could pasture their animals, leaving their own land available for food crops. One such common was the Field of Mars common which covered between 5,050 and 6,253 acres (2,044 to 2,530 hectares).⁵

3.1.1 Timber

Epping had an important role in the early years of the colony, particularly during the time of Governor Macquarie, when timber from the area was in high demand. The trees were tall and spreading, mainly blue gum, blackbutt and some cedar, with an understorey of wattle and pittosporum. There was little undergrowth, and the ground was covered with luxuriant kangaroo grass.

A convict timber camp which included huts, a cooking place, sawmill and possibly burial ground, was established in 1817 by the colonial government. Because the trees were soon removed, the general area was known as Barren Ridges by 1825. The sawpit was on the western side of Oxford Street (approximate site of the Epping Catholic Church). The camp site for the convicts was on the east side of Oxford Street. The convict kitchen was built on the site of the Epping Uniting (former Methodist) church that was subsequently built in 1905, adjacent to the subject site. The first Methodist chapel in Hornsby Shire, established sometime before 1821, was also at Barren Ridges, possibly on the same site.

² This history of Epping is reproduced in its entirety from Joan Rowland, Epping, Dictionary of Sydney, 2008, <http://dictionaryofsydney.org/entry/epping>, viewed 13 May 2014.

³ Hornsby Shire Historical Society, *Pioneers of Hornsby Shire, 1788–1906: a history*, Library of Australian History, Sydney, 1983, revised edition, p 42

⁴ Hornsby Shire Historical Society, *Pioneers of Hornsby Shire, 1788–1906: a history*, Library of Australian History, Sydney, 1983, revised edition, p 4

⁵ Hornsby Shire Historical Society, *Pioneers of Hornsby Shire, 1788–1906: a history*, Library of Australian History, Sydney, 1983, revised edition, p 48.

3.1.2 Orchards and bushland

After the sawing establishment closed, the Epping area consisted mostly of orchards and bushland, with most people making a living from vegetable and fruit growing. In the 1820s, the Mobbs family established citrus orchards in the Epping area, and other orchardists soon followed. Produce was carted to Ermington wharf on the Parramatta River and sent by boat to the Sydney markets. The Hazlewood plant nursery was operating by the 1860s.

3.1.3 The Railway

Epping railway station was opened on 17 September 1886 and was at first called the Field of Mars station, then renamed Carlingford the following year. People were not happy with this name, as the post office was called East Carlingford, and the different names caused confusion. When William Midson suggested the name Epping, it was accepted, and the township was officially named Epping in 1899.⁶ It was a popular choice, as the district was by this time heavily forested, the result of secondary growth since the end of logging, and the area reminded residents of Epping Forest in England. The word Epping is said to mean 'people of the look-out place',⁷ and fine views can certainly be seen from the ridges and hills around Epping.

The coming of the railway resulted in an increase in land prices. The first subdivisions of land were made at Epping in the same year as the railway line opened, with a section of the Field of Mars subdivided into large blocks and sold by the government. This was the beginning of the development of the area into the suburb of Epping.

The government resumed the commons land in 1874. It was opened up for sale in 1889⁸, and by the turn of the Twentieth Century, there were twelve houses in the area bounded by Rawson to Midson Roads and Chesterfield Road to Devlins Creek, covering an area of about 450 acres (182.1 hectares).⁹ The first general store was built by Joseph Walker in 1892.

After World War II, there was an increased demand for housing, and the small farms and orchards were subdivided and sold.

⁶ W G Hazlewood, 'History of Epping', Sydney Allen for WG Hazlewood, Epping NSW, 1966, p 9

⁷ Frances Pollon (ed), The Book of Sydney Suburbs, Angus and Robertson, North Ryde NSW, 1988

⁸ Hornsby Shire Historical Society, Pioneers of Hornsby Shire, 1788–1906: a history, Library of Australian History, Sydney, 1983, revised edition, p 49

⁹ WG Hazlewood, 'History of Epping', Sydney Allen for WG Hazlewood, Epping NSW, 1966, p 14.

3.2 History of the Subject Site

The Government of NSW passed an Act of Parliament in 1874 for the disposal of land in the Field of Mars Common to assist with the cost of construction of the Gladesville and Iron Cove bridges. In September 1885 the sale of the Field of Mars Commons land commenced and continued to the turn of the century.



Figure 2 — Field of Mars, Plan of 320 Allotments at the Field of Mars Platform, Parish of Field of Mars County of Cumberland, 1886. (Source: NSW Land & Property Information)

The subject site is located on original Lots 5 and 6 in Section 4 of the Field of Mars Common at the Field of Mars Platform as shown in the plan at Figure 3 and extracted in Figure 4. The individual allotments are illustrated in the Block plans at Figure 5 and Figure 6.



Figure 3 - Extract from Field of Mars, Plan of 320 Allotments at the Field of Mars Platform Parish of Field of Mars County of Cumberland, 1886. Study site outlined in purple labelled with the name of the purchasers, Henry Perdriau Jnr and Henry Perdriau Senr. (Source: NSW Land & Property Information)

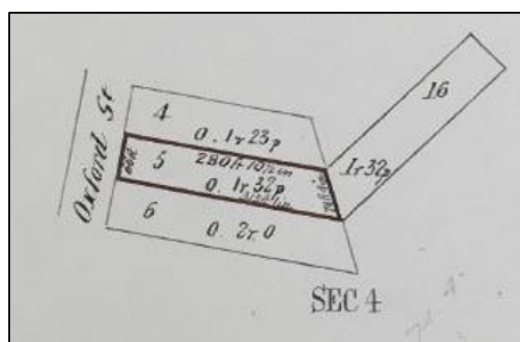


Figure 4 - Block plan accompanying grant under the Field of Mars Common Resumption Act, 1874, Vol 823 Fol 232. (Source: NSW Land & Property information)

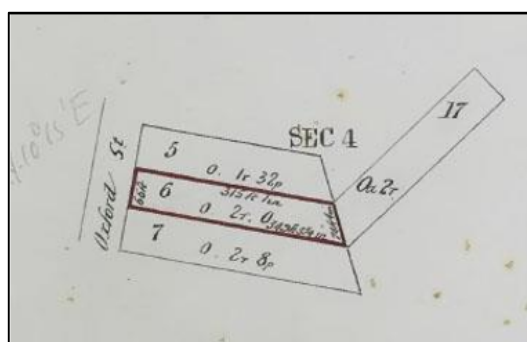


Figure 5 - Block plan accompanying grant under the Field of Mars Common Resumption Act, 1874, Vol 823 Fol 233. (Source: NSW Land & Property information)

Lot 5 Section 4 (48 Oxford Street) Lot 5 Section 4 of the Field of Mars Commons, identified as Lot UU in the advertisement dated 4 September 1886, was sold by public auction on 2 October 1886 to Henry Perdriau junior of Balmain, for the sum of £38 five shillings.¹⁰

¹⁰ Grant under the Field of Mars Common Resumption Act 1874, Vol 823 Fol 232, NSW Land & Property Information.

Young Perdriau sold Lot 5 in February 1895 to Edward Lewis Puckering of Redfern, draper. Late the following year, according to the Cumberland Argus and Fruitgrowers on 12 December 1896:

Mr E.L. Puckering, the well-known draper of Redfern, is having a nice residence erected at East Carlingford. The building occupies a choice site close by Walker's store, and is to be a brick cottage of nine rooms, exclusive of out-houses.

Two months earlier J. Slade of Redfern (contractor) advertised for "price required for erection and completion brick cottage, East Carlingford".¹¹ It is presumed that Puckering knew Slade as they both lived and operated businesses at Redfern. The design of the subject residence is thus attributed to Slade, variously described as a builder and contractor. The completed house was called "Eulowrie" and was known as 48 Oxford Street.

Puckering transferred ownership of the property to his wife, Fanny Lucy Puckering "for her own separate use". The earliest Hornsby Shire Rate Book (1907-1909) identifies Fanny Lucy Puckering as the owner of Lot 5 Section 4 in addition to Lots 2-4 (all in Oxford Street) as well as Lots 13/15 Section 4 in Essex Street. The 1910-1913 Rate Book identifies the same allotments not as yet undeveloped (unimproved capital value and improved capital value being identical). The sequence of Hornsby Rate Books to 1927 proved extremely unreliable and inaccurate as at no time is the subject property rated with a house built thereon, though it was in existence from 1897.

Notwithstanding the unreliability of the Rate Books, the Sands Directory identifies Edward L Puckering at Oxford Street Epping commencing in 1911. Prior to that date the Epping district (formerly East Carlingford) was classified agricultural in nature and therefore not listed in the suburban directory.

Edward Lewis Puckering died at Eulowrie on 17 December 1923. His widow remained in residence until her death in 1938. The property then passed by transmission to her executors, The Public Trustee and Sydney Edward Puckering. The latter lived with his mother before and after her death.

¹¹ "Tenders", Sydney Morning Herald, 19 October 1898, p8.

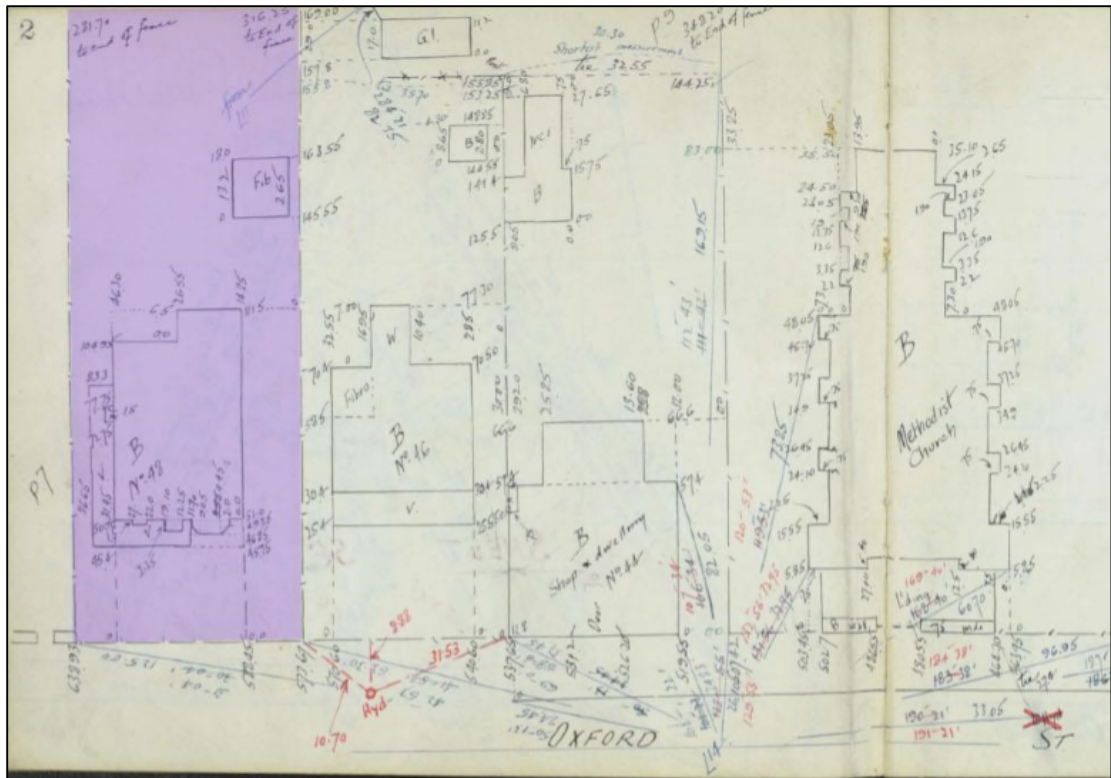


Figure 6 - Field Book 3389, Hornsby Sheet 56 (part), HE Lanyon (surveyor), 25 July 1938. 48 Oxford Street shaded purple thereon. (Source: Sydney Water Plan Room)



Figure 7 - Extract from DTS 2457 Hornsby Sheet 56, HE Lanyon (Surveyor), 3 Apr 1940, showing 48 Oxford Street shaded purple thereon. (Source: Sydney Water Plan Room)



Figure 8 - Extract from 1943 aerial of Sydney showing present cadastral boundaries of 48 Oxford Street.
(Source: NSW Land & Property Information, SIX Maps)

The allotment was subdivided into two lots in 1960 as shown in Figure 7, whereupon 48 Oxford Street was described as Lot 1 DP 206646. Sydney Edward Puckering retained ownership of Lot 1 (Eulowrie) until his death in July 1980 whereafter the property passed by transmission to Alma Edith Puckering in June 1987.¹² She died in 2007 at Dulwich Hill, however the residence was sold in 1994. Pirasta Pty Limited (the present owner) purchased 48 Oxford Street in 2003.

Puckering sold Lot 2 at the rear of Eulowrie (with a right of way) to Victoria Bakery Pty Limited in 1961. That allotment changed hands in 1976 to Mermex Holdings Pty Limited and again at the end of the following year to the AMP Society. Copeland Developments Limited purchased the property in 1981.¹³ Amalgamated with 44-46 Oxford Street, the new commercial offices changed hands to the MLC in 1982 thence to Pirasta Pty Limited (the present owner) in 1986

¹² Certificate of Title Vol 5159 Fol 226, NSW Land & Property Information.

¹³ Certificate of Title Vol 9159 Fol 227, NSW Land & Property Information.

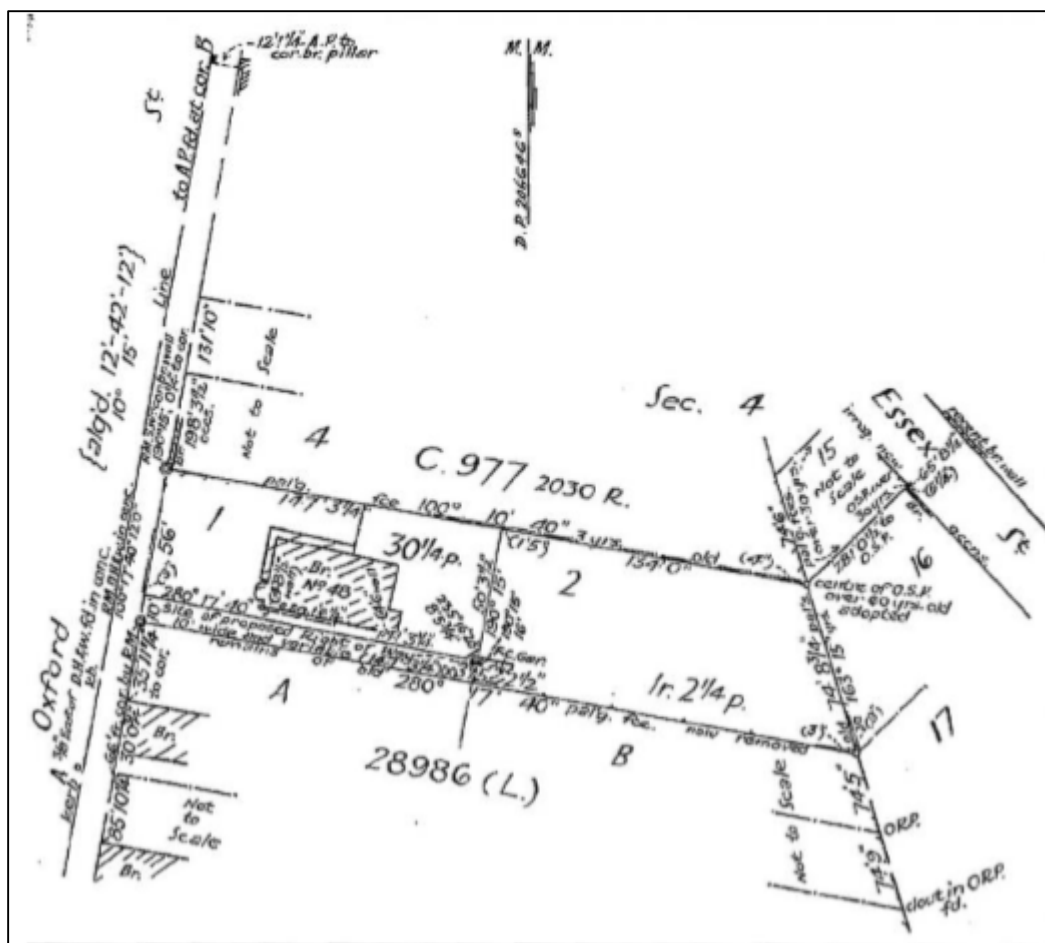


Figure 9 — DP 206646, Plan of Subdivision of Allotment 5, Sec 4 in Plan C977 2030R being the land in CT Vol 5124 Fol 246, comprising 48 Oxford Street. (Source: NSW Land & property information)

3.3 Lot 6 Section 5 (44-46 Oxford Street)

Lot 6 in Section 4 (Lot VV) of the Field of Mars Common was sold to Henry Perdriau senior for the sum of £42 10 shillings.¹⁴ He sold the allotment in August 1891 to John Kirkland of Balmain, merchant. The land remained undeveloped until 1912 when it was sold in January to Lionel James Thompson thence in April to Margaret Ann Mallaby, wife of William Mallaby of Epping, accountant. W Mallaby promptly lodged a successful building application to Hornsby Shire for a brick shop & residence in Oxford Street¹⁵ which was reported to be under construction in September the same year.¹⁶ It is not clear whether this was two separate buildings or a shop with dwelling above. The shop (with dwelling above) was later known as 44 Oxford Street. According to the Sands Directory, "Misses Mallaby, confectioners" and "W Mallaby" are listed sequentially in Oxford Street in 1914 possibly implying that the allotment comprised the shop and a separate residence.

¹⁴ Grant under the Field of Mars Common Resumption Act 1874, Vol 823 Fol 233, NSW Land & Property Information.

¹⁵ "Epping – Buildings Booming", Cumberland Argus and Fruitgrowers Advocate, 15 June 1912, p8.

¹⁶ "Epping- New Buildings", Cumberland Argus and Fruitgrowers Advocate, 10 August 1912, p8.

Margaret Mallaby sold part of her property (comprising one rood and 18 perches) to Thomas and William Sidney Ball in 1920. In the Sands Directory, Thomas Ball is listed in Oxford Street commencing in the same year. They established a bakery on the property (formerly the Mallaby sisters' confectionary shop at 44 Oxford Street).

The residue of Lot 6 owned by Margaret Mallaby comprising 22 ¼ perches was conveyed in May 1927 to Thomas Ball.¹⁷ He sold this property in October 1929 to William Charles Green of Balgowlah, master baker.

In 1920, the Ball's consolidated their two parts of Lot 6 on a single Certificate of Title Vol 3097 Fol 130, comprising one rood eighteen perches. This land contained the shop and bakery buildings at the rear. This property was sold to William Charles Green in October 1929. He did not operate the bakery at this site, instead leasing it to a succession of operators.¹⁸

Thus at the end of 1929 Green was the owner of the whole of Lot 6 of Section 4. The allotment was subsequently subdivided into Lot A (19 perches), and Lot B (one rood twenty-one and one quarter perches), respectively 46 and 44 Oxford Street. Lot B was sold to George Watsford Dando of Gladesville, bread manufacturer, in late 1954¹⁹ while Lot A was conveyed to the Victoria Bakery Pty Limited in January 1958.²⁰ Lot B was subsequently sold to the Victoria Bakery Pty Limited in 1960.

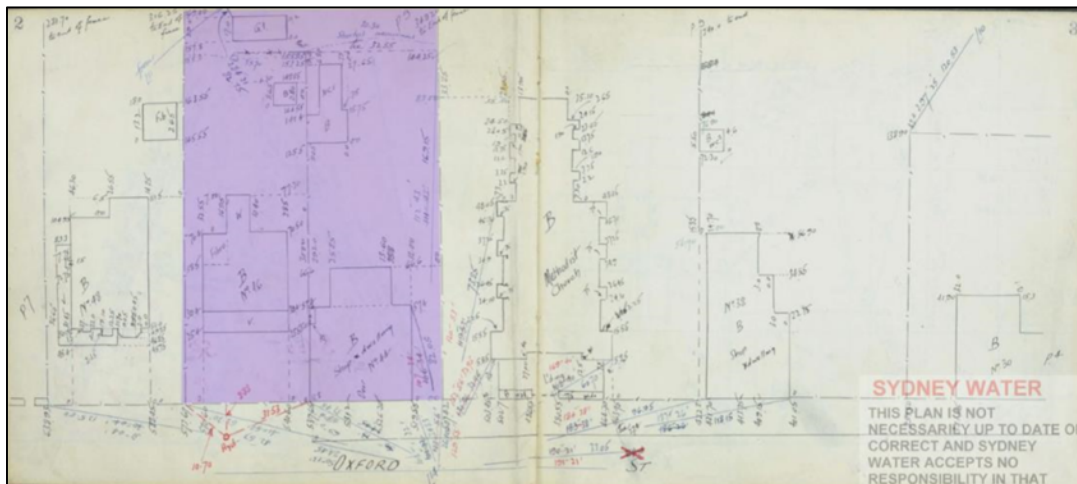


Figure 10 - Field Book 3389, Hornsby Sheet 56 (part), HE Lanyon (surveyor), 25 July 1938. 44 and 46 Oxford Street shaded purple thereon. (Source: Sydney Water Plan Room)

¹⁷ Certificate of Title Vol 3108 Fol 189, NSW Land & Property Information.

¹⁸ Certificate of Title Vol 3097 Fol 130, NSW Land & Property Information.

¹⁹ Certificate of Title 6954 Fol 15, NSW Land & Property Information.

²⁰ Certificate of Title Vol 6954 Fol 16, NSW Land & Property Information

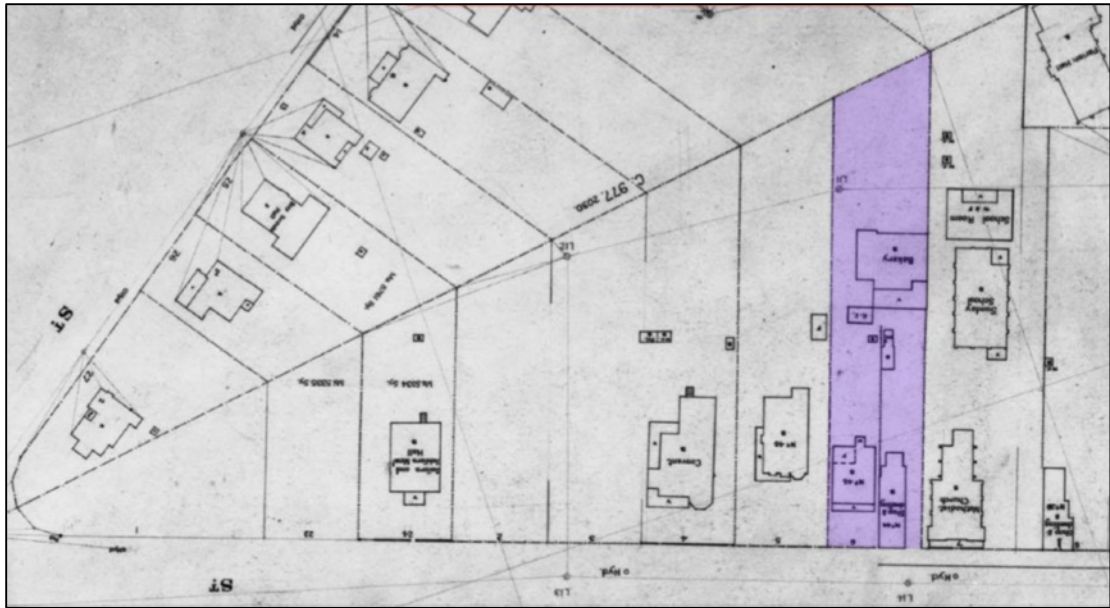


Figure 11 — Extract from DTS 2457 Hornsby Sheet 56, HE Lanyon (Surveyor), 3 Apr 1940, showing 44 and 46 Oxford Street shaded purple thereon. (Source: Sydney Water Plan Room)



Figure 12 - — Extract from 1943 aerial survey of Sydney showing present cadastral boundaries of 44-46 Oxford Street. (Source: NSW Land & Property Information, SIX Maps)

Various building works were undertaken at 44 and 46 Oxford Street in the 1960s and 1970s including a "Bk & F/C office block" (1964), "storeroom" (1966), "carport" (1969), "radio mast" (1970), "retaining wall" (1971) and "F/C additions" (1973).

Both Lots A and B (44-46 Oxford Street) changed hands in November 1976 to Mermax Holdings Pty Limited, to AMP Society in November 1977, to Copeland Investments Limited in 1981 and to the MLC in 1982. Leases are recorded on the Certificates of Title for both allotments for various suites in the property over this same period. The present owner purchased both allotments in 1986.²¹ "Oxford Place" as the commercial building is presently called, was most likely built in 1981 coinciding with Copeland Investments Limited ownership of the allotments; the original house, shop and bakery buildings were demolished at this time. The commercial office building was subsequently refurbished.

3.3.1 Edward Lewis Puckering

Edward Louis Puckering, born 19 December 1858 in Islington, Middlesex, England, United Kingdom, third son of William Puckering, cotton warehouseman, and Fanny Sarah Sanders. Arrived in Sydney on 1 March 1880 on the Duntrune as a 1st class passenger. He married Fanny Lucy Sanders at St Michaels Church, Surry Hills in 1884.

In May 1885 in the Sydney Morning Herald he placed the following advertisement:

*Wanted – to purchase, store or drapery business or premises suitable,
E.L. Puckering, 178 Albion Street, SH (Surry Hills).*

Thereafter he is listed at various addresses, including 779 George Street, 402 George Street, and 207 Elizabeth Street, Redfern. Puckering & Company, drapers, is listed at 201 Elizabeth Street, Redfern when the company was registered in April 1903. He was heavily involved in the Epping Presbyterian Church.

He died on 17 December 1923 at Eulowrie, Oxford Street, Epping, aged 65 years. He was buried in the Presbyterian Section, Field of Mars Cemetery.

²¹ Certificates of Title Vol 11652 Fol 117 and Vol 14511 Fol 238, NSW Land & Property Information.

4.0 HERITAGE VALUES

4.1 Summary of Existing Statutory Heritage Listings for the Site

4.1.1 Commonwealth Listings

The site is not listed on the Commonwealth or National Heritage Lists under the auspices of the *Environment Protection and Biodiversity Conservation Act 1999*.

4.1.2 State Listings

The site is not listed on the State Heritage Register (SHR) under the auspices of the *NSW Heritage Act 1977*.

4.1.3 Local Listings

The site is identified as a local item of environmental heritage on Schedule 5 Part 1 of the *Hornsby LEP 2013*. The site is also located in the vicinity of the following locally listed heritage items:

- *Our Lady Help of Christians Church*, 31 Oxford Street (I393)
- *House*, 38 Oxford Street, Epping (804)
- *School of Arts and Garden*, 9 Oxford Street (391)

Is not located within a Heritage Conservation Area by Schedule 5 Part 2 of *Hornsby LEP 2013*

The *State Heritage Inventory* provides the following statement of significance for the No. 48 Oxford Street, Epping:

*Federation period cottage in good condition and little altered. Good quality face brick especially chimneys. Original iron lace valence and iron posts also of interest.*²²

4.2 NSW Heritage Themes

The NSW Heritage Office (now Division) has developed a series of themes to aid in the assessment of the significance of a site. In interpreting the site, these themes have the greatest potential to inform users and visitors of the site and its history:

Aboriginal Culture: Activities associated with maintaining, developing, experiencing and remembering Aboriginal cultural identities and practises, past and present; with demonstrating distinctive ways of life; and with interactions demonstrating race relations.

Aboriginal people from the Wallumedegal group, whose lands stretch along the Parramatta and Lane Cove rivers, were living in the region of Epping when the first Europeans arrived.

Convict: Activities relating to incarceration, transport, reform, accommodation and working during the convict period in NSW (1788-1850).

²² <http://www.environment.nsw.gov.au/heritageapp/ViewHeritageItemDetails.aspx?ID=1780107>

The 1817 establishment of the convict timber getters camp in the immediate vicinity of the subject site.

Agriculture: Activities relating to the cultivation and rearing of plant and animal species, usually for commercial purposes, can include aquaculture.

After timber getting activities within the region ceased, the area was used for orcharding.

Commerce: Activities relating to buying, selling and exchanging goods and service.

44-46 Oxford Street has a long-established history relating to commerce. Commencing in 1917 as a confectionary shop, then as a bakery and subsequently for a range of commercial purposes.

Towns, suburbs and villages: Activities associated with creating, planning and managing urban functions, landscapes and lifestyles in towns, suburbs and village.

Relating to the development of Epping as a residential suburb after the 1886 opening of the railway Station and the role of the subject property as a commercial area within that suburb.

Accommodation: Activities associated with the provision of accommodation, and particular types of accommodation – does not include architectural styles – use the theme of Creative Endeavour for such activities.

Relating to the development of 48 Oxford Street as a residential dwelling for the Puckering family.

Persons: Activities of, and associations with, identifiable individuals, families and communal groups

48 Oxford Street was constructed for draper, Edward Lewis Puckering in 1897. Puckering's family retained ownership of the residence until 1994.

4.3 Significance of the Site

The *Heritage Impact Statement* assesses significance of the site. The following is noted about the significance of the site:

- The site contains a former Victorian era dwelling, representative of suburban development near the main northern railway line.
- Whilst retaining its late Victorian (Filigree) form the majority of the buildings original fabric has been replaced with reconstructed fabric. Which is considered to have diminished the heritage significance of the place.
- The former house is considered to be common in terms of plan, materials and construction detailing and is not considered to have the potential to demonstrate any further understanding of the history of the item or its era of construction.

5.0 SITE INVENTORY, POTENTIAL STAKEHOLDERS AND AUDIENCES

5.1 Interpretative Resources

The following elements should be considered and/or are available to aid in the interpretation of the site.

5.1.1 The Building

The current proposal seeks to remove the building from site and as such it will not be available for interpretation purposes.

5.1.2 Documentary Evidence

A wide range historic maps, plans and photographs etc., which tell the story of the evolution of the site, are available.

5.1.3 Moveable Heritage

Moveable heritage associated with the Puckering Family Lodge has been removed from the site.

5.2 Associated People and Places

The following groups of people potentially have an interest in the site and may be able to further knowledge about it and understanding of it. It may be appropriate to invite their input and participation in the planning process:

- Hornsby Council.
- The Hornsby Shire Historical Society.

5.3 Potential Audiences

Identifying *who* the audience is, assists in making interpretation accessible. Interpretation is most successful when it responds to known audience needs and behaviours. Understanding the audience affects all aspects of interpretation and will inform the location of interpretation, the choice of media for interpretation, as well as the content of interpretation.

Potential audience groups include:

- People visiting the commercial premises of the complex. These people will have access to the ground floor area of the proposed development.
- Residents and people visiting residents on the site. These people will have access to the upper level of the proposed development.
- Passers-by. These people may not have access into the building.
- Stakeholders (see under Associate People and Places above).
- Heritage enthusiasts with an interest in Epping's history. These visitors are likely to be fewer in number than people passing through the site and residents' guests.
- Specialist tour groups of all ages, whether self-guided or guided.

6.0 IDENTIFYING KEY THEMES

6.1 Preamble

In preparing to interpret place, it is important to present its history and significance in an informative, interesting and easily accessible way. This is achieved through identifying and then interpreting key themes and stories associated with a site.

It may not be possible, or even desirable, to tell every story associated with a site. The *Heritage Interpretation Policy* published by the NSW Heritage Office (now Branch) states with regard to identifying what to interpret:

'The significance of many places is multi-faceted, and it is often impractical to communicate every facet...Not all themes and stories are necessarily appropriate or relevant to the identified audience, and reasoned choices need to be made explicit following investigation and consultation.

Story telling is an important dimension of interpretation. Conveying a lot of information and facts about a place is not the purpose of interpretation.'²³

While an overall timeline, setting out the history of the site, will be provided as part of the onsite interpretation, there are three potential themes for interpretation. These themes are suggested not only by the available documentary and physical evidence, but also with reference to the potential audience groups identified above.

6.2 Relevant Themes

6.2.1 Timber Getting

Integral to the convict era history of the site and the initial clearance of the established native growth which made the land available for orcharding.

6.2.2 Suburb Development

Development of Epping as a suburb and community after the opening of the Railway Station in 1886.

6.2.3 Edward Lewis Puckering

The site was originally constructed as the personal residence for the Puckering Family who retained an association for close to 100 years.

7.0 INTERPRETATION RECOMMENDATIONS

7.1 Potential Locations

It has been established that the ground floor commercial tenancies provide an appropriate location for interpretive material.

The possible locations for interpretation of the site and the themes that could be interpreted within this area are as follows.

Area	Theme to be Interpreted
Foyers and common areas within the ground floor tenancies	Convict and Agricultural
Circulation areas	Commerce, Towns and Suburbs
Plaque on exterior	Accommodation and persons

7.2 Audience Requirements

The principal audiences (see Section 5.3 above) include people who may have time for intensive interpretation material (i.e. residents) and people who do not have large amounts of time to become engaged with interpretation. There will be people who have

²³ NSW Heritage Office, *Heritage Information Series: Interpreting Heritage Places and Items Guidelines*, 2005, pp.7-8.

access to the building and those who only have access to the public open space. There is thus a need for interpretation that addresses both groups. There is also a need for media that can be quickly absorbed or passively engaged with and for more intensive interpretative media or, at the very least, directions on where to find additional information.

7.3 Types of Interpretation

There are many ways in which the history and significance of a site can be interpreted. The interpretation devices discussed below aim to convey information about the heritage values of the site by creating direct and tangible links to the history and stories of the site.

7.4 Interpretation Panels

Interpretation panels and on-site fabric will form the backbone of interpretation on this site.

The *Heritage Impact Statement* prepared by NBRS + Partners and replicated above reference photographs, newspaper articles, plans, etc. that can be drawn upon for text and images. Further research may uncover additional information. A time line is likely to be included.

Interpretation panels will be carefully designed and located to not only articulate the significance of a place, but also to be engaging and enhance the visitor experience. In urban environments, and in situations where the audience is partially transitory, image rich interpretation panels are often the most effective. The location of panels and their size will be carefully considered. Too many panels, for example, can clutter a space, creating confusion and detracting from the experience of the place.

The panels will be a high quality and consistent finish. They will be durable and located where there are appropriate security measures to prevent vandalism. Where attached to heritage fabric, they will be removable without causing damage to that fabric. Finishes such as acid etching into steel or glass are two finishes commonly used for interpretative panels.

Interpretation panels will be placed in the foyers and common areas.

7.5 Web App

Since the introduction of smart phones in 2007, the introduction of applications or “apps” as a tool for heritage interpretation has become increasingly popular as a medium to convey information about a historic place or object. There are numerous possibilities on what an app can be used for, whether it be combine literary text, photographs, music, works of art or voiceovers.

There is possibility for historic information about the subject site to be incorporated larger apps which discuss the history of the site within the wider context of Epping. For example, submitting information for incorporation into the NSW Office of Environment and Heritage’s *Heritage Near Me App* is a possibility to expand the historic interpretation of the site. The primary aim of the app is help highlight and share local heritage stories, which may also unveil little known histories. These stories will complement the existing statutory information for heritage items held in the State Heritage Inventory Database, which is used to provide information about NSW heritage items.

7.6 Moveable Heritage

There is little or no fabric on the site of the new works that will add to the interpretation of the site.

8.0 SUMMARY AND CONCLUSIONS

This Interpretation Strategy for 44-48 Oxford Street, Epping, has briefly outlined the first stage in preparing interpretation for the site. Interpreting the history and significance of the site will be an integral part in the further development of the approved concept plan for the site.

Interpretation is a key tenet of the heritage conservation process. It helps sustain and communicate heritage values to the community and visitors alike. By making connections with the past, visitors will better understand the context of their surroundings and value them.

High quality interpretation panels and, potentially, public art or integration into a phone application, will potentially play a role in interpretation.

Interpretation will be further developed in consultation with the owners, architects and Hornsby Council.