

HERITAGE INTERPRETATION PLAN



134-142 Parramatta Road, Granville NSW 2142

25 SEPTEMBER 2019

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1.0 INTRODUCTION

1.1 BACKGROUND AND CONTEXT

The subject site at 134-142 Parramatta Road, Granville contains an warehouse building known as 'The Barn' (No.138), which is being demolished to make way for the residential redevelopment – 'Gran Central'.

'The Barn' is identified on Schedule 5 of the *Parramatta Local Environmental Plan (LEP) 2011* (item no. I157). The demolition of 'The Barn' is required for the planned road widening of Parramatta Road. Whilst the site specific Development Control Plan provides a provision for relocation or reconstruction of the façade in the new street frontage location, City of Parramatta advised that interpretation of the façade is the preferred option for the development of the site.

The proposed development of the site assumes demolition of the heritage item and all other buildings on the site. The City of Parramatta have indicated that the heritage item should be interpreted in the proposed design.

The proposal has taken an active approach to the interpretation of the tangible and intangible aspects of the site's history through retention of physical evidence and interpretation of the site's history throughout the public domain.

1.2 SITE LOCATION

The site is located at 134-142 Parramatta Road, Granville between Good and Bold streets as shown in Figure 1. It is described as Lot 1- 6 in DP1075357.



Figure 1 – Site location plan. (Source: NSW Land & Property Information, SIXmaps)

1.3 REPORT OBJECTIVES

A Heritage Interpretation Plan is a document that provides policies, strategies and advice for interpreting a heritage item or a place of cultural significance. It is based on research and analysis and aims to communicate the significance of the place, particularly where significance is obscure. The Heritage Interpretation Plan identifies key themes, storylines and audiences and provides recommendations about interpretation media.

1.4 METHODOLOGY

This Heritage Interpretation Plan is prepared in accordance with the NSW Heritage Office documents entitled *Interpreting Heritage Places and Items Guidelines* (August 2005) and the *Heritage Interpretation Policy* (August 2005). The ingredients for best practice in heritage interpretation can be applied to small and large items of heritage significance. The ingredients underpin and inform best practice in heritage interpretation in New South Wales. They are derived from principles in the NSW *Heritage Act* (1977), the *Burra Charter* (2013), the *Australian Natural Heritage Charter* (2002) and *Ask First: A Guide to Respecting Indigenous Heritage Places and Values* (2002). This Interpretation Plan will be guided by the following “Ingredients” outlined in the *Interpreting Heritage Places and Items Guidelines* (2005):

- (1) **People and Culture** - respect the special connection between people and items;
- (2) **Heritage Significance and Site Analysis** – understand the item and convey its significance;
- (3) **Records and Research** – use existing records of the item, research additional information and make the records and research publicly available (subject to security and cultural protocol);
- (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 items; and respect local amenity and culture;
- (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, Evaluation 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.

1.5 AUTHORSHIP

This report was prepared by Nicole Cama, Historian, of **NBR**SARCHITECTURE, and was reviewed by Samantha Polkinghorne, Director, of **NBR**SARCHITECTURE. The Historical Overview is a summarised version of one prepared by Léonie Masson, Historian, of **NBR**SARCHITECTURE.

1.6 LIMITATIONS

This Interpretation Plan details the strategic framework for interpretation of the history and significance of the subject site. The design, construction and installation of interpretive material, and details relating to copyright ownership of source material, including permission for publication, are outside the scope of this report.

This report only addresses the European history and significance of the site. Interpretation of the Aboriginal and Historical Archaeology of the site is outside the scope of this report.

1.7 COPYRIGHT

This report is copyright of **NBR**SARCHITECTURE and was prepared specifically for the owners of the site. It shall not be used for any other purpose and shall not be transmitted in any form without the written permission of the authors.

2.0 CONSIDERATIONS FOR INTERPRETATION

2.1 OBJECTIVES OF INTERPRETATION

Heritage Interpretation is the art of explaining the significance of a place to the people who visit it, with the objectives of promoting an understanding of its heritage values and the need to conserve it. Interpretation also involves conveying messages including presentation of particular points of view about places and history.

The main objectives of interpretation are to:

- Convey the history of the site to the public;
- Ensure that the public be allowed the maximum possible access to the site for understanding the layers of the site's history and fabric; and
- Enhance an understanding of the place through design.

Interpretative objectives can be met using methods such as, for instance, conservation, signage, public programs, publications, heritage trails and websites, among others.

2.2 GUIDELINES

Interpretation of the site should be guided by the Heritage Impact Statement (NBRSARCHITECTURE, 2018) and the conditions of consent issued by the City of Parramatta.

2.3 AUDIENCE

The audience associated with the future residential towers at 134-142 Parramatta Road, Granville, is likely to comprise the following:

- the public at large and passers-by;
- occupants, including office and retail workers; and
- visitors to the site, both adults and children, including those using the site's retail offerings.

2.4 FUTURE USE OF THE SITE

The approved development at the site is for a high rise residential building. Site interpretation should be mindful of the future users and occupants of the site, and not be disruptive of any future uses. While interpretation should be pragmatic and discreet, interpretive devices should be located in areas where they are most effective and reach a large audience. This includes locations such as lobbies, areas near entrances and where people congregate and wait.

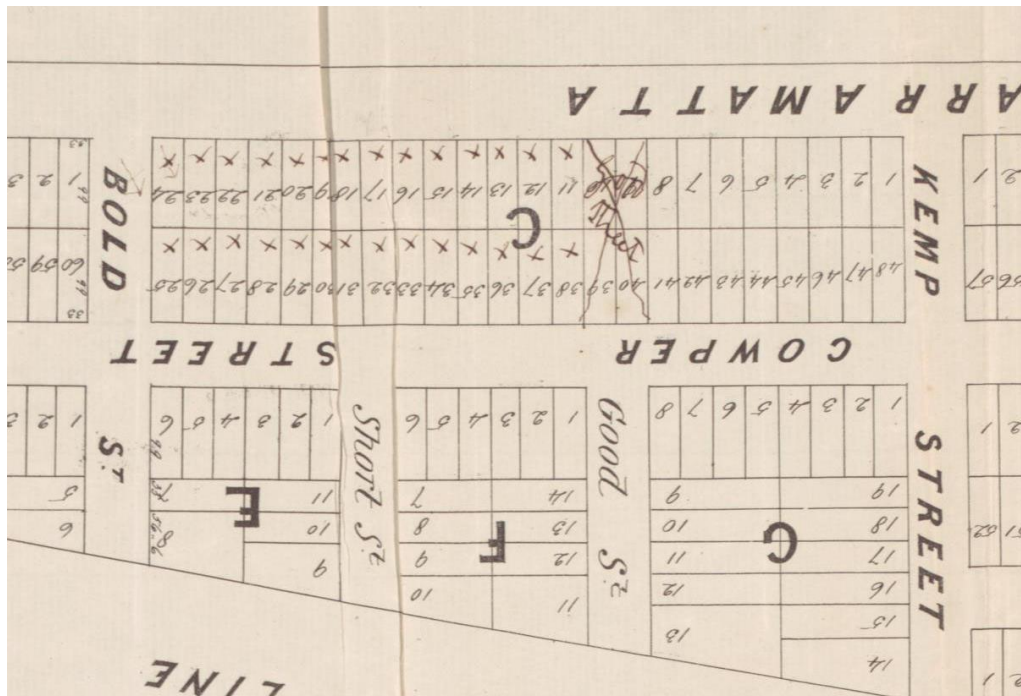


Figure 3 — Detail from Wells, William Henry, *Plan of the allotments in the Eastern Division of Parramatta South: for sale by Mort & Co. Monday, 10th Dec. 1857*. Overlaid with handwritten annotation marking extension of Good Street to Parramatta Road through Section C. (Source: National Library of Australia, MAP F 166)

Mort's allotments were conveyed to George Thomas Suttor of Chelsea Park, Baulkham Hills in October 1882 for the sum of £3350.⁷ Suttor re-subdivided his land into '51 choice building sites' in the Granville Township which were advertised for auction on 6 September 1883. Some were sold on this date and the residue of 31 sites were re-advertised for auction in October 1885.⁸ Suttor's estate was sequestrated in 1891 and presumably he defaulted on his mortgage whereupon, according to the contract of mortgage, Neale Collins became the owner of the property.

3.3 HISTORY OF 'THE BARN'

'The Barn' is located on Lots 1-6 in DP1075357, being formerly Lots 9, 10, 11, 24, 25 and 26 of Suttor's Subdivision of Section A of the Granville Township. In May 1913, Neale Collins conveyed Lots 9-11 (fronting Parramatta Road) to John Colquhoun, a bag merchant and alderman of Granville Municipal Council. A local bricklayer, Henry Bratby, commenced work on a new building for Colquhoun, largely to be used as a store, in June 1913.⁹ The building was nearly complete by October. One newspaper article noted it:

...forms a very conspicuous portion of the scenery. It is two-stories [sic] high, and the upper portion will, we understand, accommodate the skilled needle-women and other workers employed by Mr Colquhoun. Below there are entrances for horses and vehicles, and lots of room for storage and other purposes.¹⁰

In June 1922, tenders were called for extensions to the building. In 1939 the store was damaged when a fire broke out on the upper floor, and a 'portion of the flooring was burnt through'.¹¹

⁷ Old System Deed Bk 259 No 62, NSW Land & Property Information.

⁸ *Sydney Morning Herald*, 6 September 1883, p11, and 31 October 1885, p21.

⁹ 'Granville', *Cumberland Argus and Fruitgrowers Advocate*, 28 June 1913, 2, <http://nla.gov.au/nla.news-article85974817>.

¹⁰ 'Big Enterprise', *Cumberland Argus and Fruitgrowers Advocate*, 11 October 1913, 2, <http://nla.gov.au/nla.news-article85969321>.

¹¹ 'Heavy Damage Granville Blaze Bag Store', *Cumberland Argus and Fruitgrowers Advocate*, 4 October 1939, 1, <http://nla.gov.au/nla.news-article106214364>.



Figure 4 – John Colquhoun Bag, Sack and Jute Merchant, Sydney Road (Parramatta Road), Granville. (Source: *A Flourishing Industry in Cumberland Argus and Fruitgrowers Advocate*, 13 December 1913, p14)

Lots 9-11 and 24-26, an area of 2 roods 6 ½ perches of land, was converted to Torrens title by Primary Application 37855 in 1951. The land was valued at £6523. In 1971, a lease was conveyed to Davey's Furniture Pty Limited. A portion of the roof space of the building was leased in November 1983 to Pacific Outdoor Advertising Pty Ltd for an advertising sign. The property changed hands in April 1985 being registered in the names of Janet Taylor, John Colquhoun and Alexander Charles Colquhoun as tenants in common. Colquhoun's relocated its business to Smithfield in 1989.

Stephen Edward Manning and Simone Marcia Fechner became the registered proprietors of the property in September 2000. The property has most recently been in the occupation of The Barn, New & Used Office Furniture.

The Barn is identified in the Parramatta Local Environment Plan as an item of Environmental Heritage. Contrary to its statement of significance, the building is not a representative example of 'Victorian' period commercial building in the area having been built in the second half of 1913 and extended in 1922.

3.4 JOHN COLQUHOUN

John Colquhoun was born in Glasgow, Scotland on 18 October 1857 and arrived in Australia in 1887. Initially employed as a coal miner in Newcastle and Lithgow, Colquhoun soon established himself as a grocer in Parker Street, Granville. During this time, Colquhoun started trading in second hand bags, bottles, cans and other goods. He retired from the business in 1918, handing over the reins to his two sons, Alexander and Hugh. Colquhoun also served as an alderman of Granville Council for 18 years and was four times mayor.¹² He died on 12 May 1928, an hour before the official opening of Colquhoun Park on Blaxcell Street. The politician, John Thomas Lang, a

¹² 'Ald. John Colquhoun', *Cumberland Argus and Fruitgrowers Advocate*, 18 May 1928, 2, <http://nla.gov.au/nla.news-article107101231>.

friend of Colquhoun's for over 30 years, declared: 'Like many more pioneers...Mr. Colquhoun, came to the Granville district practically a poor man and made good.'¹³

A monument commemorating Colquhoun was installed in the park by citizens of Granville in 1935. The inscription reads:

To the memory of Alderman John Colquhoun
A worthy citizen and public benefactor
An Alderman of the Municipality of Granville for 18 years and 4 times Mayor
Born 18th October 1857
Died on 12 May 1928
This memorial erected by citizens of Granville.¹⁴

Today, Colquhoun's remains a family owned business, specialising in bag and sack production.¹⁵

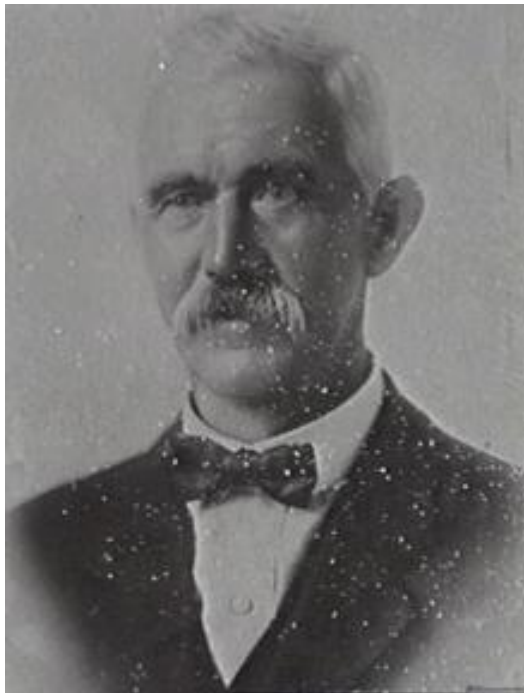


Figure 5 – John Colquhoun, 16 June 1920 (Source: City of Sydney Archives, NSCA CRS 54/176)

¹³ 'Colquhoun Park', *Cumberland Argus and Fruitgrowers Advocate*, 15 May 1928, 2, <http://nla.gov.au/nla.news-article107098810>.

¹⁴ 'John Colquhoun', Monument Australia, accessed 26 August 2019, <http://monumentaaustralia.org.au/themes/people/government---local/display/21376-john-colquhoun->.

¹⁵ 'A Brief History of Alexander Colquhoun & Son', Colquhoun's: Specialists in bags and sacks, 2019, <https://www.colquhouns.com.au/about-us/>.

4.0 HERITAGE MANAGEMENT FRAMEWORK

4.1 ESTABLISHED HERITAGE SIGNIFICANCE OF THE SITE

The building is listed as an individual heritage item in Schedule 5 of the *Parramatta Local Environmental Plan (LEP) 2011* (item I157). The following statement of significance is taken from the NSW Heritage database inventory sheet (Database Number 2240431):

Statement of Significance

The Barn, at 138 Parramatta Road, is of significance for Parramatta for historical and aesthetic reasons, and as a representative example of Victorian period commercial buildings in the area. The building is readily identifiable as part of historic building stock, presents as having a high degree of intactness in the exterior, it is prominent in the streetscape and strongly contributes to the townscape character.

Research conducted for the Heritage Impact Statement concluded that rather than being of the Victorian era, 'The Barn' was constructed in 1913 and 1922.

5.0 THEMES AND STORYLINES

5.1 HISTORICAL THEMES

Based on the physical and documentary evidence, and the Statement of Significance included above, the following interpretive themes can be derived, in accordance with the thematic framework *New South Wales Historical Themes* (2001) established by the NSW Heritage Office (now the Heritage Division of the Office of Environment and Heritage):

Australian Theme	NSW Theme	Site Specific Theme
Developing local, regional and national economies	Commerce	John Colquhoun – bag, sack and jute merchant of Granville
Developing local, regional and national economies	Industry	'The Barn' – an industrial landmark in Granville
Marking the phases of life	Persons	John Colquhoun (1857-1928)

5.2 SELECTED STORYLINES

It is impracticable to communicate every facet of the site's layered history to the audience. Therefore, it is appropriate to identify selected storylines that are to be communicated to the audience effectively and creatively.

The following storylines have been selected for the site at 134-142 Parramatta Road, Granville, based on the interpretive themes established above.

Note: There is a monument dedicated to John Colquhoun at Colquhoun Park on Blaxcell Street. As a result, the final theme and storyline concerning John Colquhoun may not be required given he is commemorated as an important local historical figure elsewhere.

Interpretive Theme	Storyline
From Colquhoun's to 'The Barn' (Developing local, regional and national economies – Commerce)	John Colquhoun established his bag trade in the late 1880s and it soon became one of the key businesses in Granville during a time when the suburb was experiencing a heyday of commercial and industrial development. Colquhoun's specialised in the bag, sack and jute trade and built its warehouse at 138 Parramatta Road in 1913. Contemporary advertisements note Colquhoun dealt in various types of bags including bran bags and cornsacks. The business occupied the site from when it was built in 1913, until its relocation to Smithfield in 1989.
'The Barn' – an industrial landmark in Granville (Developing local, regional and national economies – Industry)	'The Barn' building is a remnant of Granville's industrial past. When Colquhoun built his warehouse in 1913, the local newspaper described it as 'a very conspicuous portion of the scenery'. The two-storey building featured 'entrances for horses and vehicles', and an upper level used to accommodate 'skilled needle-women and other workers'.

Interpretive Theme	Storyline
John Colquhoun (1857-1928) (Marking the phases of life – Persons)	John Colquhoun became a prominent figure in Granville soon after he established his bag business in the late 1880s. After setting himself up in Parker Street as a grocer, Colquhoun began trading in second hand bags, bottles and other goods. Described in many ways as a 'self-made' man, Colquhoun was able to grow his business and eventually built his warehouse premises at 138 Parramatta Road. He retired in 1918 and also served as an alderman and mayor of Granville Council. He is remembered by Colquhoun Park on Blaxcell Street, and a monument commemorating his service to the community was installed in the park in 1935. The inscription describes him as a 'worthy citizen and public benefactor'.

6.0 INTERPRETIVE STRATEGIES

6.1 INTRODUCTION

Interpretation can occur in a variety of ways and may, for instance, consist of:

- Treatment of the fabric – such as the retention of evidence of former use of the site, but now removed;
- Protection of significant views and settings, existing interpretive media such as artwork and activities related to a theme;
- Text panels incorporating photographs and images based on historic material such as photographs, maps and plans;
- Signs and plaques – permanent, fixed, movable and temporary;
- Furnishings and other objects – both existing or introduced;
- Publications such as brochures, books, posters, pamphlets, websites and apps;
- Recordings of oral or visual histories;
- Tours, open days and events for special interest groups;
- Site naming;
- Site landscaping;
- Information packs for future occupants and users of the site; and
- Interpretive (public) artwork.

6.2 SELECTED INTERPRETIVE STRATEGIES

Considering the identified site considerations, identified audience, themes and storylines, the following interpretive strategies should be incorporated:

- A display panel;
- Interpretive footpath installation;
- Public Artwork.

Details of the interpretive media are provided below.

6.3 DISPLAY PANEL

6.3.1 MATERIALITY AND DESIGN

The display panel should be of a high quality material suitable for use in the residential lobby on the corner of Cowper and Goods Streets (see location map in Section 6.6). Materials may include but are not limited to acoustic fabric, glass, stainless steel, aluminium etc.

The size, proportion and materiality of the display panel should be intergrated with the architectural design as agreed between the architect and heritage consultant. The design and presentation should ensure visual interest, quality reproduction, quality graphic design and high legibility.



Figure 6 – Left: Example of a glass display panel at 73-75 Liverpool Street, Sydney (Source: NBR Architecture). Right: Park signage at the former Harold Park Paceway, Forest Lodge, erected by the City of Sydney (Source: Nicole Cama)



Figure 7 – Example film on glass display panel at 65-69 Pittwater Road, Manly- size approximately 1850 wide x 750mm high (Source: NBR Architecture)

6.3.2 CONTENT

The display panel is to contain both text and images. The text should be of appropriate font and size to ensure legibility. The following text is proposed:

From Colquhoun's to 'The Barn'

John Colquhoun's bag, sack and jute warehouse was considered an industrial landmark of Granville when it was built in 1913. The two-storey building featured entrances for horses and vehicles and an upper level used to accommodate 'skilled needle-women and other workers'. Colquhoun's occupied the site until the 1980s and the building eventually became a furniture warehouse, known as 'The Barn'.

The only known image available of 'The Barn' during John Colquhoun's time was published in the *Cumberland Argus and Fruitgrowers Advocate* newspaper (Figure 8) and is possibly not of sufficient quality for reproduction on the display panel in its raw form and may require graphic

enhancement and/or artistic interpretation (See graphic of building elevation in Figure 11). There is an image of John Colquhoun available in the City of Sydney Archives (Figure 9).



Figure 8 – John Colquhoun Bag, Sack and Jute Merchant, Sydney Road (Parramatta Road), Granville. (Source: A Flourishing Industry in Cumberland Argus and Fruitgrowers Advocate, 13 December 1913, p14)

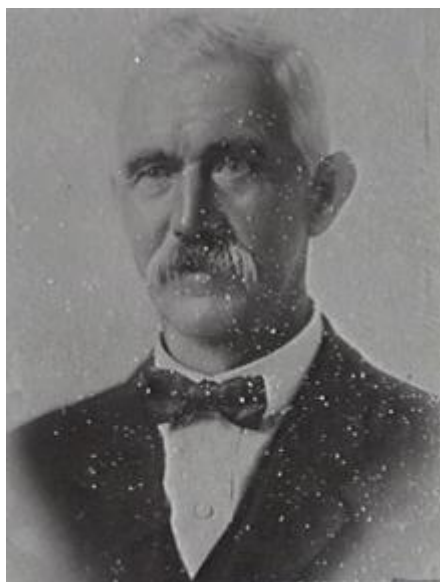


Figure 9 – John Colquhoun, 16 June 1920 (Source: City of Sydney Archives, NSCA CRS 54/176)

6.4 INTERPRETIVE FOOTPATH INSTALLATION

Elements related to the historical background of the site, such as a graphic impression of the building or its signage, is to be incorporated on the site as a footpath installation. See examples below in Figures 10 and 11.

The design of the footpath installation is to be agreed between the architect and heritage architect.



Figure 10 –Examples of a interpretive footpath installations at (clockwise from top) Marrickville Metro, Bulletin Place and Darling Quarter (Source: Deuce Design, <http://www.deucedesign.com.au/projects>)



Figure 11 – Footpath interpretation at Mitchells Building, 140 William Street, Perth (Source: Fabio Ongarato Design)

6.5 PUBLIC ARTWORK

Public art can provide an effective interpretive medium, particularly as there are few surviving, high quality graphic materials available that are directly relevant to the site.

The artwork should provide the function of the wind blades required at the corner of Good and Cowper Streets. The artist should liaise with the engineers responsible for setting the design criteria for the wind blades and inspiration for the art should reflect the industrial heritage of Granville.

A number of examples are included below by way of illustration.



Figure 12 – Wollundry Lagoon Glass Interpretative panel



Figure 13 – Cargo by Mike Nicholls and Jonathon Leahey, Cyril Curtain Reserve, Williamstown (Source: Hobsons Bay Council Public Art Strategy)



Figure 14 – Artifact & Speculum by Johnson Chou (Source: Johnson Chou)



Figure 15 – Confluence at Federal Magistrates Court Brisbane (Source: Albert Smith Signs)



Figure 16 – Darling River Drive, Toorale National Park
(Source Trigger)



Figure 17 – Dig and Delve by Laura Wills and Will Cheesman, Marion, South Australia Source: City of Marion)

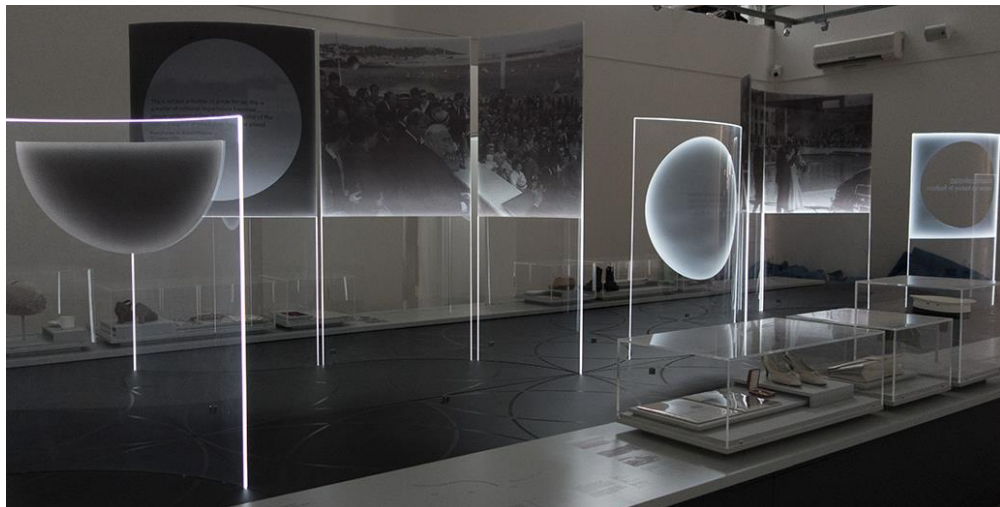


Figure 18 – A Capital Collection, National Capital Authority (Source Trigger)



Figure 19 – Mandela sculpture by Marco Cianfanelli, Howick, South Africa (Source: Afritecture)



Figure 20 – Celebration Drum circle, Ohio State University Stadium (Source: Sonic Architecture)

6.6 PROPOSED LOCATION OF INTERPRETIVE MEDIA

The following diagram shows the proposed location for the interpretive media for 134-142 Parramatta Road, Granville:

Figure 21 – Location plan showing the proposed location of interpretive media (Source: NBRs Architecture)

6.7 PREPARATION OF INTERPRETIVE MEDIA

The design and manufacture of the display panel and footpath installation is to be prepared by a professional graphic designer and manufacturers experienced in heritage interpretation. A mock-up of the proposed design should be reviewed by the project heritage consultant prior to final production and implementation.

NBRSARCHITECTURE is not responsible for obtaining high-resolution images to be included on any interpretive devices. Likewise, **NBRS**ARCHITECTURE is not responsible for obtaining the reproduction rights for any material included in this report. The graphic designers and/or device manufacturers are to obtain the required copyright clearances and permissions to reproduce the selected material. The graphic designers are also responsible for appropriately referencing the material they are using on any interpretive device(s).

7.0 BIBLIOGRAPHY

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