trethowan

Heritage Interpretation Plan

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Euroa Goods Shed

1-11 Elliot Street, Euroa

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ARCHITECTURE
INTERIORS
HERITAGE

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A	Internal Draft	06-11-2023	Internal
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1 Introduction

1.1 Background

This Heritage Interpretation Plan (HIP) has been commissioned by Andrew Long and Associates, on behalf of the Australian Rail Track Corporation (ARTC).

Inland Rail is a 1,600km freight rail line, now under construction. It will connect Melbourne and Brisbane via regional Victoria, New South Wales and Queensland. In Euroa, works include modifying the station precinct and replacing the Anderson Street bridge with a vehicle underpass to allow sufficient clearance for double-stacked freight trains. The *Building Inspection Report*, prepared by Sterling, identified the Goods Shed as a risk to health and safety and potential risk to operational rail safety due to the possibility of debris falling on adjacent tracks.

Trethowan Architecture has been engaged to provide options for a possible heritage interpretation plan, which would enable the reuse of salvaged elements and ways to acknowledge the place's history.

1.1.1 Demolition of the Euroa Goods Shed

This HIP was first developed in late 2023. In October 2024 the Euroa Goods Shed was demolished. As such, this HIP been amended to acknowledge the demolition of the building.

1.2 Site Details

The Euroa Goods Shed was located within the Euroa Railway Station, accessible via Elliot Street to the north and Scott Street to the west. The context surrounding the Railway Station is largely residential in character with commercial and retail establishments concentrated to nearby Binney Street. Several heritage places exist in the surrounding area, including the Former National Bank (VHR H2194), Former Soldiers Memorial Hall (HO30) and North-Eastern Hotel (HO45).

The Euroa Goods Shed was a timber framed structure with iron roof trusses. It was clad in corrugated metal sheeting with gable roof and low stone foundation wall. The gable roof was clad in corrugated metal sheeting with central roof lantern. The overhanging eaves were supported by a series of struts that tied back to the timber structure. Prior to demolition, the building was not in use. Adjacent to the former location of the Goods Shed, the North-Eastern Railway main line runs in the direction of Wodonga. The Euroa Railway Station building is located southeast of the former Goods Shed location on the opposing side of the tracks.

Internally, the Goods Shed featured a timber platform/loading dock raised upon concrete stumps. Several iron roof trusses supported the roof, and a set of scales was visible internally. Internal railway sidings had been removed at an earlier date.

Figure 1 Aerial view of subject site prior to demolition, Goods Shed indicated in yellow and Railway Station building indicated in red. Source: Nearmap, 2023.

1.2.1 Statutory Listing

The Euroa Goods Shed was not included in the Strathbogie Shire Council Heritage Overlay or the Victorian Heritage Register. It was therefore not subject to any statutory heritage controls.

1.2.2 Non-Statutory Listing

The Euroa Goods Shed was not subject to any non-statutory heritage listings.

Non-statutory listings have no formal or legal weight in the planning scheme but are customarily considered when making planning decisions and are representative of heritage values in the community.

1.3 Reference Documents

This HIP refers to the following supporting documentation:

- *Strathbogie Shire Heritage Study Stage Two,* prepared by RBA Architects and Conservation Consultants in 2009
- *Victorian Inland Rail Urban Design Framework*, prepared by AECOM for ARTC Inland Rail in October 2021
- *Urban Design Guidelines: Euroa and Benalla,* prepared by AECOM for ARTC Inland Rail in September 2021
- Architectural Renders, provided by ARTC

This HIP should be read in conjunction with the following documentation:

- *Euroa Railway Station Goods Shed Archival Recording,* prepared by EMM in April 2023
- *Euroa Goods Shed Building Inspection Report*, prepared by Sterling in August 2023
- *Division 6 Hazardous Building Materials Survey (HBMS) – Euroa Railway Station Goods Shed, Euroa, Vic,* prepared by JBS&G in October 2023

1.4 Opportunities and Limitations

The opportunities and limitations of the subject site should be understood prior to the development of an interpretation strategy. These are addressed below:

- Station precinct redevelopment plan

  Interpretation options should be considered in the overall redevelopment plan for the station precinct.

- Urban Design Framework (UDF)

  The interpretation strategy should respond to the overall design principles for the Victorian Inland Rail Project and more specifically, the key objectives for the Euroa township set out in the *Victorian Inland Rail UDF*. In particular, objective four states:

  A proud historic precinct that celebrates the heritage of the station and surrounding buildings and spaces and facilitates the integration and repurposing of the goods shed.

- Ability to salvage specific elements

  A building inspection report and a hazardous materials report were prepared. These reports form the basis of this HIP, which provides high-level options, and should be referenced when assessing the appropriateness of elements for reuse. Further testing for hazardous materials and health and safety considerations may also affect the appropriateness of elements to be reused. If further information on proper handling and/or display methods is required, a suitably licensed removal contractor and

qualified materials conservator referred by the Australian Institute for the Conservation of Cultural Material (AICCM) may be consulted.

- Community involvement

  A community consultation process is currently underway with the local community in regard to the proposed Euroa Railway Station Precinct redevelopment. Any relevant findings from this process should be used to inform the future interpretation scheme.

- Relevant Heritage or Cultural Interpretation Initiatives

  The Euroa Railway Station is included in the Euroa Heritage Trail, a walking tour through several sites of heritage significance to the township. There exists an opportunity to integrate the future interpretation scheme into the existing heritage trail. Likewise, the interpretation scheme may link into future art and heritage trails in Euroa and the wider region.

- Asset Management

  The final interpretation option(s) are subject to agreement with the relevant asset managers.

2 The Interpretation Process

2.1 Why We Interpret

Interpretation at heritage sites is an integral form of the conservation process, especially when a site's ongoing use is disrupted or changed. Article 25 of *the Australia ICOMOS Burra Charter, 2013* (the Burra Charter) states the following on the matter:

> *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.*

Prior to demolition, the Goods Shed formed part of the wider railway complex at Euroa which includes the tracks, platforms and station building. Following the removal of the Goods Shed, a robust and comprehensive interpretation scheme will be an effective tool in ensuring the history of the Euroa Goods Shed is remembered and its connection to the wider station precinct is celebrated and understood by users of the new station precinct.

2.2 Approach to Interpretation

The formulation of an effective heritage interpretation strategy is broken down into three distinct stages, which must be followed sequentially.

2.2.1 Stage 1: Interpretation Plan

This is the current stage, which forms the basis of the entire scheme. In this stage, we seek to do the following:

- Set the parameters of what is being interpreted (the site)
- Explore on what is being interpreted (historical overview)
- Draw out historical themes and key stories that arise from the site's history
- Identify the objectives of the plan
- Identify the opportunities that present at the site, including audience, media and locations
- Provide options and suggestions on the most appropriate initiatives with which to proceed

2.2.2 Stage 2: Content Development

Once the direction of the interpretation strategy is set in the plan, the process moves to content development. This includes drawing together all the materials required for the chosen interpretive media. Any written material that will be presented is researched and drafted. Other formats (such as sculptures or art) are designed and commissioned.

2.2.3 Stage 3: Implementation

This stage sees the physical implementation of the plan, including the production and installation of all physical elements at the site.

2.3 Interpreting the Euroa Goods Shed

The heritage interpretation scheme for the former Euroa Goods Shed will form an important element of the public realm design for the proposed Euroa Railway Station Precinct redevelopment. The scheme should be informative, engaging and enjoyable, and successfully link in with the wider redevelopment project at Euroa.

Noting that this scheme is one of the key manners in which the site's history can be conveyed, the interpretation plan needs to be rigorous. To achieve these ends, heritage interpretation at the site should follow some guiding principles:

- Ensure that audiences are engaged with the scheme in a positive manner.

- Ensure that interpretive material is accurate and thoroughly researched.
- Ensure that all information obtained through research is kept as a package that can be accessed at a later date should further/alternative interpretive schemes be sought.
- Ensure that the scheme is accessible to a range of audiences, and includes parallel formats to avoid the exclusion of some users.
- Continually evaluate the strategy and identified media during the development process to ensure it stays on course to achieve its aims.
- Ensure there is a plan for the continued maintenance of the scheme at the site following its installation.

3 Historical Overview

The following timeline provides an overview of the development of the Euroa Goods Shed, Euroa Railway Station and the North-Eastern Railway Line.

Year	Event
1836	Township of Euroa surveyed by Sir Thomas Mitchell.
1858	Department of Railways formed following the passing of the Main Trunk Line and Railway Acts of 1857.
1860	The Melbourne and Essendon Railway Company opens the North Melbourne to Essendon railway line, the first section of what would later become the North-Eastern Railway Line.
1867	The Victorian Colonial Government purchases the Melbourne and Essendon Railway Company assets.
	Construction of the North-Eastern Railway line to Wodonga begins.
1868	Railway Loan Act passes in response to previous expenditure on railway infrastructure.
1869-70	Survey of Euroa undertaken to determine best location for proposed railway line.
1871	Styles, Murray, Styles, Beauchamp Ltd. is awarded the construction contract to build the second section of the North-Eastern Railway line from Seymour to Benalla.
1872	First section of the North-Eastern Railway Line, from Melbourne to Seymour, opens.
1873	Second section of the North-Eastern Railway Line, from Seymour to Benalla, opens.
	Third section of the North-Eastern Railway Line, from Benalla to Wodonga, opens. This is the final Victorian section of the Line.
	Contract for Euroa Goods Shed let to Reid and Co.
1878	Wayside station at Euroa built to a standard weatherboard design. Stations at Kilmore, Longwood, Tallarook and Violet Town also built.
1880	Second platform at Euroa servicing the mainline and iron footbridge open.
1883	The North-Eastern Railway Line is connected to the New South Wales Government Railway Line at Albury with a break of gauge.
1904	Second platform at Euroa is closed.
1959	Construction of new standard gauge track parallel to existing track begins.
1960s	Level crossing at Euroa is removed and Scott-Anderson road bridge built.
1962	New standard gauge track opens, first train travels continuously on the North-Eastern Railway Line from Sydney to Melbourne on 3 January.
2024	Euroa Goods Shed is demolished.

4 Themes and Key Stories

4.1 Victorian Historical Themes

Heritage interpretation schemes aim to convey a place's history in an informative and interesting manner, while remaining accessible to its audiences. The most practical foundations on which to base an interpretation scheme are the key themes and stories that arise out of that site's history.

The Heritage Council of Victoria and Victorian Aboriginal Heritage Council developed the *Framework of Historical Themes* in 2010 (*Framework*). This framework was created with the aim of increasing awareness and appreciation of the State's heritage, and to ensure that places are understood within a broader theme rather than individually. In summary, the *Framework* is intended to enrich our understandings of heritage places in Victoria.

These themes sit alongside, and largely replicate, the *Australian Historic Themes Framework*, developed by the Australian Heritage Commission in 1993. The Victorian document provides for State-specific contexts.

The following theme has been identified to assist in the interpretation of the subject site. This theme helps place the subject site within the broader context of historical development in Victoria:

03	Connecting Victorians by Transport and Communications
[This theme] *highlights the role of rail networks to enable the movement of people and goods across the state and subsequent impacts on rural and urban landscapes alike.*	

4.2 Key Stories

The following key stories drawn from the site relate directly to theme selected from the *Framework.* These stories flesh out the different facets of the theme and will be researched in greater depth during the content production stage of the overall interpretation scheme. The information contained here is included to illustrate the general direction of each key story.

4.2.1 Victoria's North-Eastern Railway Line

Construction of the Victoria's first rail lines began in the 1850s. Inspired and enthused by the great railways of Britain, an influx of young British emigree engineers began to lead the development of the colony's early rail lines.[1] These first railways were largely constructed by private railway companies however with the formation of the Government Railway Department in 1856, the construction of a series of trunk lines and purchase of some private companies, the government expanded its rail network across the colony.

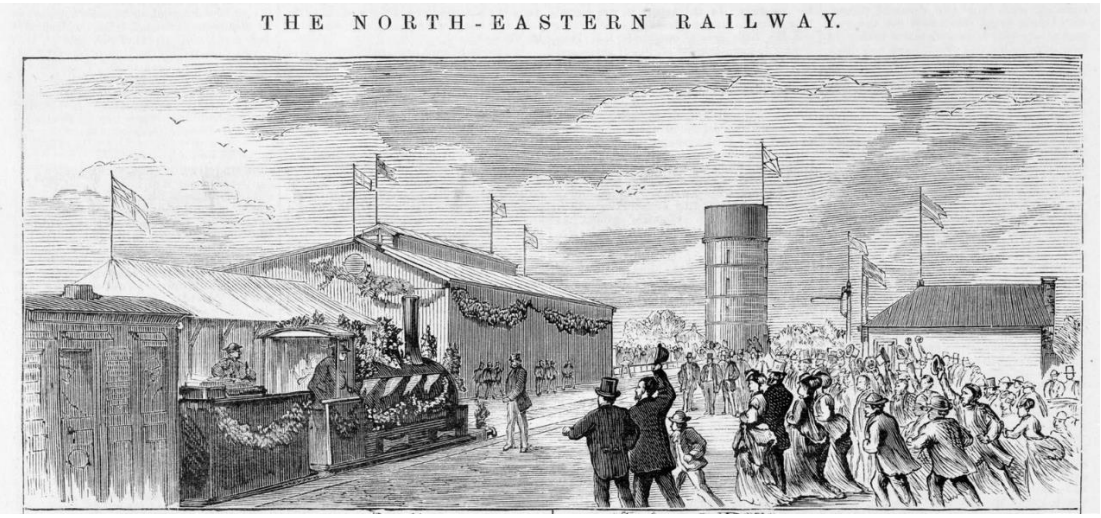


Figure 2 Engraving of train arriving at Wangaratta Station on the North-Eastern Railway Line. Artist unknown, n.d. Source: State Library of Victoria.

[1] *A Story of Stations*, Andrew Ward, 2019, pp. 13-50.

The first suggestion of a railway to north-eastern Victoria came in 1862, when it was proposed to build a line between Beechworth and Albury, New South Wales.[2] After years of negotiation, the plan for building the North-Eastern Railway Line was finally approved in Parliament in 1868, and the Construction Bill passed in the following year. The development of the Victorian section of the line followed much controversy over government spending on the earlier trunk lines. Owing to this the Railway Loan Act was enacted in 1868 and spending on the initial construction of the proposed new line was capped.[3]

The Victorian part of the North-Eastern Line comprised three sections: from Melbourne (Essendon) to Seymour, Seymour to Benalla, and Benalla to Wodonga. Specifically, the Seymour to Benalla section comprised Seymour, Mangalore, Avenel, Longwood, Euroa, Violet Town, and Benalla.

The construction contract for the section from Seymour to Benalla was awarded to Styles, Murray, Styles, Beauchamp Ltd. In 1871. Major civil engineering projects on the 60-mile route were the crossing of three watercourses at Avenel, Euroa, and Benalla. Work commenced in May 1871 without any ceremony and met with multiple difficulties in the following year. The Victorian part of the Line was completed and opened to Wodonga in November 1873. However, the construction of several station buildings along the line would not be completed in some cases until as late as 1887 and it would take another ten years before a connection with Albury would be made in 1883.[4] Despite the delays and differing gauges in rail between the Victorian and New South Wales sections, the Line was Australia's first ever interstate railway connection.

Later in the 1960s substantial works would be undertaken to construct a standard gauge track parallel to the original tracks. The works would be completed early in 1962 with the first train travelling continuously between Melbourne and Sydney in January of that year.

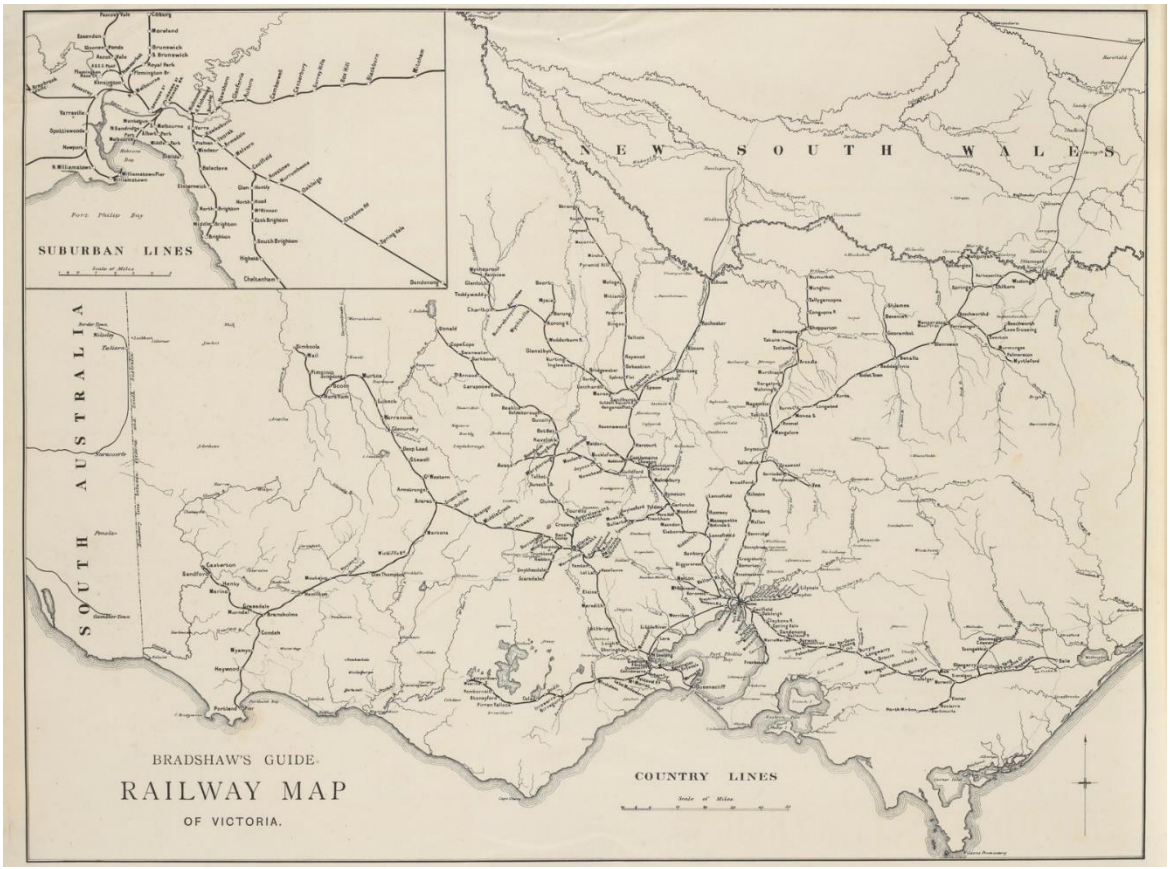


Figure 3 Bradshaw's Guide Railway Map of Victoria c. 1884 illustrates the development of several early trunk lines throughout Victoria. Source: State Library of Victoria.

[2] *Six and a half inches from destiny: the first hundred years of the Melbourne to Wodonga railway, 1873-1973*, Keith Turton, pp. 15.
[3] *A Story of Stations*, Andrew Ward, 2019, pp. 125-140.
[4] Ibid

Figure 4 The Southern Aurora Passenger Train ran between Melbourne and Sydney from 1962. Photo by Rose Stereograph Co. n.d. Source: State Library of Victoria.

4.2.2 The movement of goods across Victoria

Goods Sheds were integral to the functioning of the early Victorian railway network and the increased movement of goods across the state. Today many survive as remnants of the nineteenth century railway infrastructure that enabled the early growth of the Victorian economy through the transport of goods traffic. In metropolitan areas, early examples of Goods Sheds constructed by the Railway Department were grand expansive buildings, built to handle the increasing goods traffic of a growing population. The No. 2 Goods Shed at Spencer Street (formerly known as the No. 3 or A Goods Shed), built in 1889-90, exemplifies the scale of goods traffic in nineteenth century Victoria. Constructed of brick with three parallel gable roofs, its 385m long interior is spanned by wrought iron trusses and supported by cast iron columns.[5] Inside, goods would be delivered, sorted, stored and packed into railway wagons by workers for their onward journey or unpacked to await collection (Figure 5).

[5] *No. 2 Goods Shed VHD Report*, Victorian Heritage Register, updated 2000.

Figure 5 Engraving of scene at 'New Goods Shed, Spencer Street Terminus, Victorian Railways.' Artist: 'Winston' dated March 28, 1872. Source: State Library of Victoria.

With the expansion of Victoria's railway network in the later part of the nineteenth century, Goods Sheds were built across the colony, enabling the processing and delivery of goods to and from previously remote regional areas. In rural areas, the sheds were generally built to standard department designs at smaller scales and using readily available materials such as brick and corrugated iron. Goods, such as timber, wool and other industrial and agriculture materials would be delivered via horse drawn wagons (and later motor vehicles) to the sheds for processing and loading onto goods trains.

As many of the first permanent structures built along the North-Eastern Line, Goods Sheds provided an important function, enabling the delivery, storage and processing of goods from many rural townships and farming areas in North-East Victoria to locations throughout the state. In order to process goods, the sheds would house a small internal office with ticket window, counter and often a fireplace for the comfort of employees.[6] At Euroa rail sidings ran through the east boundary of the shed with large engine doors to either end and a raised internal platform for the packing and unpacking of goods into railway wagons by workers. To the west elevation, two large sliding doors opened to the road side, allowing for the delivery and collection of goods. Cranes were often installed to allow for the easier movement of heavier or bulkier goods, provisions for a five tonne crane and buffer frame were made at Euroa.

The construction of railway lines across Victoria facilitated not only to the movement of people, but the increased movement of goods across the state, contributing greatly to the growth of the Victorian economy. Without provisions to store and process goods, the scale of movement would not have been possible, and Goods Sheds became important centres of commerce in many rural townships. To this end, Goods Sheds were integral structures in the expansion of trade networks across the state, and in the case of the North-Eastern Railway Line, to interstate boundaries.

[6] *A Story of Stations*, Andrew Ward, 2019, pp. 125-130.

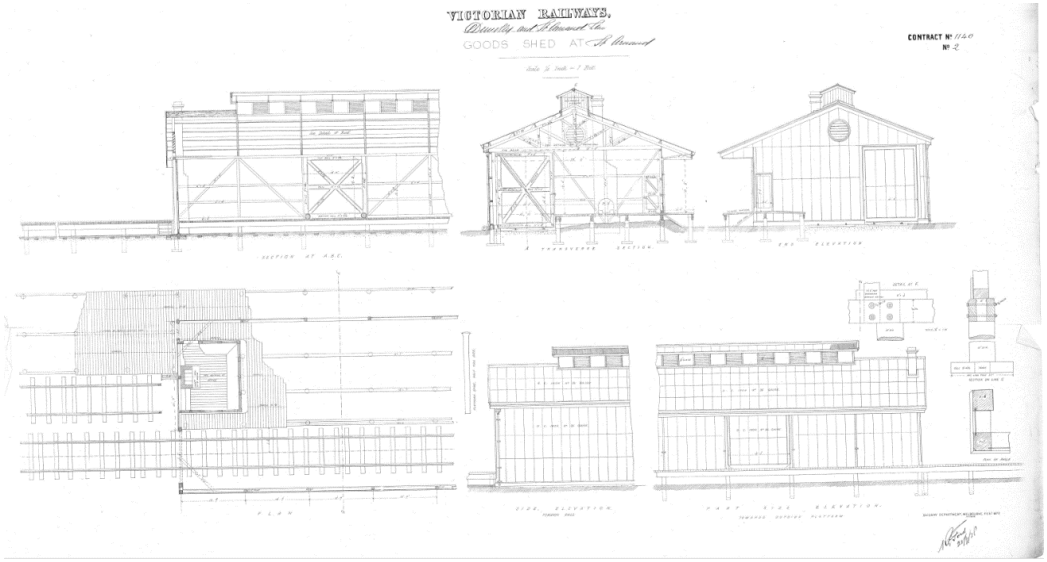


Figure 6 Victorian Railways drawings of Goods Shed with internal sidings for Dunolly and St Arnaud Railway Stations on the Mildura Railway Line, c. 1878. Source: Victorian Railways.

Figure 7 Delivering bales via horse drawn wagons to Swan Hill Railway Station with Goods Shed visible in background, c.1900. Source: State Library of Victoria.

4.2.3 Development of the Euroa Railway Station

The township of Euroa lies on the lands of the Taungurung Clans of the Kulin Nation, the Taungurung people were the first inhabitants of the area. European settlement in the area is first documented to have occurred in the early 1800s, with squatters forming pastoral runs in the surrounding areas from the late 1830s.[7] In 1836, the township of Euroa was first surveyed by Sir Thomas Mitchell. By the 1850s, the first sales of allotments were underway, and substantial growth of the young township was occurring as the prospective masses sought gold along the Ovens River at nearby Beechworth and surrounding towns.[8] In the years following the township grew to include a hotel, post office and school among other secular and religious buildings.

Survey works to Euroa in preparation for the construction of a new trunk line from Melbourne to Wodonga began in 1869. By June the following year the contract for the first section of the new

[7] *'Early History of Euroa'* C.L. DeBoos in Euroa Advertiser Friday 2 October 1908, pp 2.
[8] Ibid

North-Eastern Line to Seymour was let to Messrs. O'Grady, Leggatt and Noonan. This first section opened in 1872, with a temporary Goods Shed at Schoolhouse Lane.

Figure 8 Photograph overlooking the tracks and Railway Street by Thomas J. Washbourne, c.1887. Source: State Library of Victoria.

The construction of the North-Eastern Line followed much controversy surrounding the opening of the first Victorian trunk lines at significant costs to the early colonial government.[9] In reaction to this earlier expenditure, the North-Eastern Line opted for simpler and cheaper materials and methods of construction to save on initial costs.[10] In line with this approach to reduce initial costs, the first buildings constructed at many of the smaller towns along the route were not station buildings, but Goods Sheds.[11] Euroa was one such town, with the contract for a Goods Shed and carriage dock let to contractors Reid and Co. in June 1873 for the sum of £2397. The Goods Shed was completed later that year. The design of the shed at Euroa reflected that of several other Goods Sheds built along the line by other contractors, including at Violet Town, Tallarook and Wangaratta. They were characterised by a simple rectangular structure of timber framed walls set upon a low bluestone base wall with corrugated iron cladding and gable roof with ventilated lantern. To each end large engine doors were positioned opening to internal sidings which ran through the shed. The installation of a buffer frame and five tonne crane was not included in the contract let to Reid and Co. however provisions were made for its later installation.[12] The Euroa Goods Shed contract also included provisions for the construction of a carriage dock with concrete footings and brick walls.[13] The design of these early sheds reflected the desire of the government of the time to reduce costs through the use of cheaper materials, however Ward notes an increase in iron prices prompted tenders to be requested for sheds to be built in either brick or iron.[14] Similarly at Euroa, Watson had requested Reid and Co. submit pricing for brickwork and mortar in lieu of rubble masonry should it be substituted for the foundations.[15]

[9] *A Story of Stations*, Andrew Ward, 2019, pp. 121-125.
[10] VPRS 12800/P0001, Etching North-Eastern Line, PROV.
[11] *A Story of Stations*, Andrew Ward, 2019, pp. 125-130.
[12] VPRS 17077/P0001, Contract No. 495/671 – Euroa Railway Line, PROV.
[13] Ibid
[14] Ibid
[15] VPRS 17077/P0001, Contract No. 495/671 – Euroa Railway Line, PROV.

By 1873, the second section of the North-Eastern line had opened, connecting Seymour to the town of Benalla further north. It would take a further five years however before the contract for a railway station at Euroa would be let to Thomas Amery in 1878.[16] Euroa Railway Station would be built to a standard weatherboard department design with stations also built at several other locations along the line in the same year, including at Violet Town, Tallarook, Longwood and Kilmore.[17]

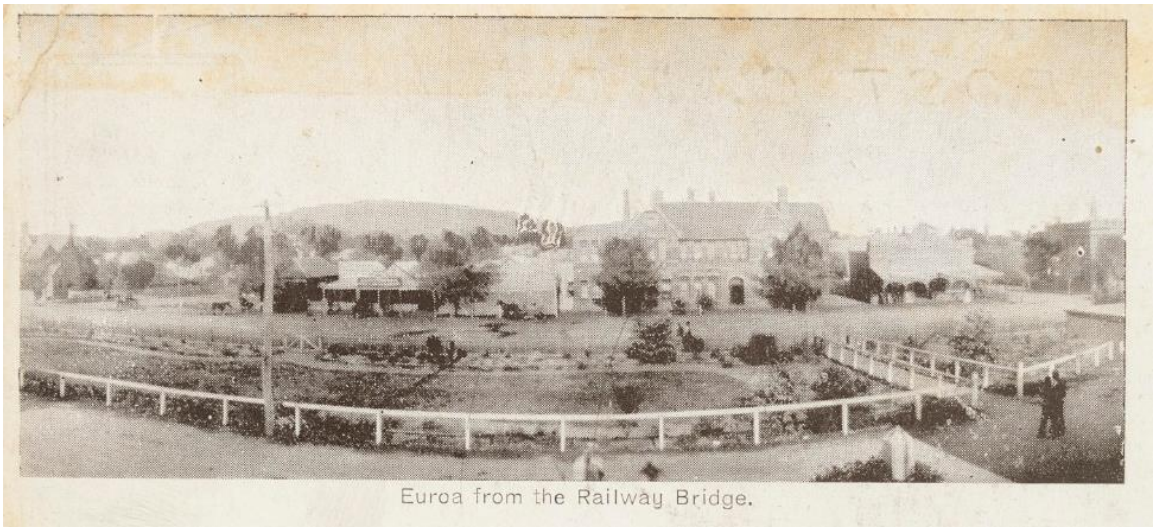


Figure 9 Postcard 'Euroa from the Railway Bridge' c. 1904. Source: State Library of Victoria.

An excerpt from C.L. DeBoos' chronicle *Early History of Euroa* offers an insight into the early days of the station.

> *"Soon after the marking of the road from Shepparton road (Arcalis to Euroa) traffic commenced and rapidly increased, the storekeepers and farmers of Shepparton and Goulburn Valley having all their goods consigned to Euroa station. Large quantities of goods and machinery came from Melbourne and in the season immense quantities of grain were brought from the Goulbourn Valley, the Goods Shed and platforms being frequently filled to their utmost, wheat coming to Euroa from within a few miles of Echuca."*[18]

In 1880, presumably owing to the prosperity of the station at Euroa, a second platform servicing the main line and adjacent to the Goods Shed was opened. The platforms were connected by an iron footbridge over the line, however by 1904 the second platform was not in use. By the late 1880s there were calls for permanent station accommodation at the growing railway complex.[19] However, a contract for the construction of a permanent station master's residence would not be let until 1914, when John Coates provided a tender for the sum of £653 to build a weatherboard residence.[20] During this period, a narrow landscaped garden known as Dukes Cresent aligned the tracks along the east, creating a small forecourt to the station (Figure 12).

By the early 1960s, infrastructure works were underway to construct a standard gauge track alongside the existing tracks, finally allowing for the direct run of trains between Melbourne and Sydney. This period coincided with substantial works at Euroa to remove the level crossing at the intersection of Scott and Anderson Streets forming a road bridge above the rail line. The construction of the standard gauge track also prompted the removal of the forecourt garden, 'Dukes Cresent'. Combined, these works altered the appearance of the railway precinct, rendering it largely as it appears today. In October 2024, the Euroa Goods Shed was demolished.

[16] VPRS 17077/P0001, Contract No. 1085/807 – Euroa Railway Line, PROV.
[17] *A Story of Stations*, Andrew Ward, 2019, pp. 125-130.
[18] *Early History of Euroa*, C.L. DeBoos in Euroa Advertiser, Friday 15 January 1908, pp 4.
[19] *'Station Accommodation at Euroa'* Euroa Advertiser, Friday 26 July 1889, pp 3.
[20] VPRS 17077/P0001, Contract No. 27052/2899 – Euroa Railway Line, PROV.

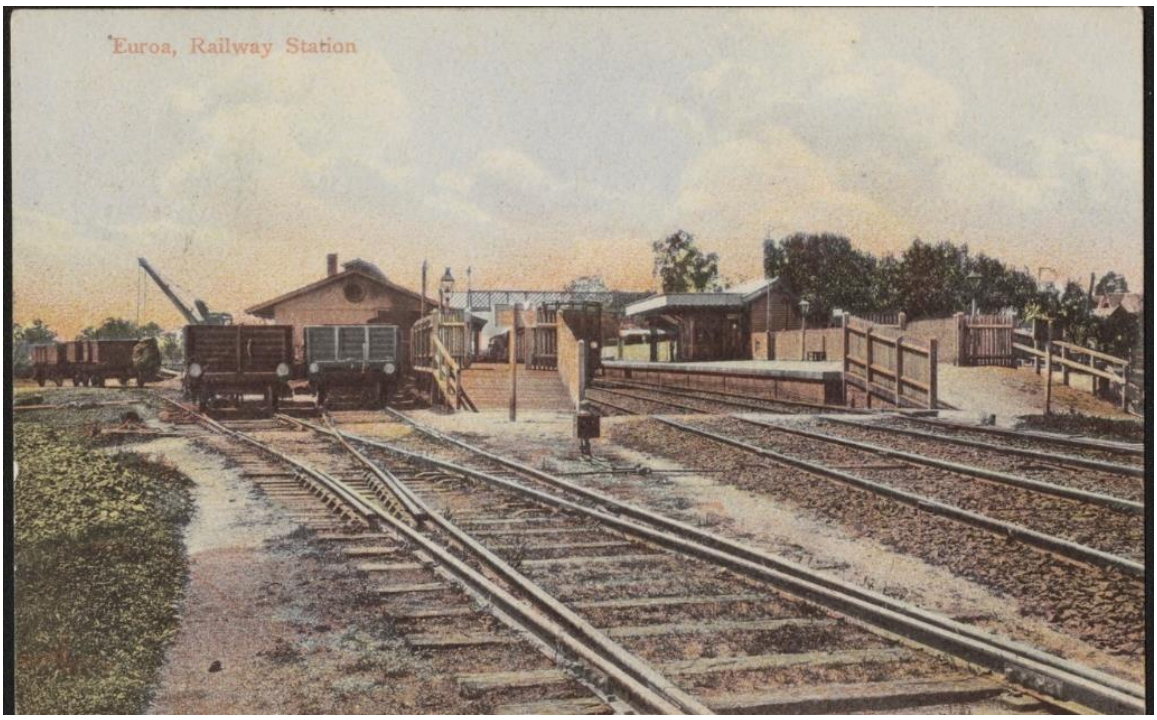


Figure 10 Euroa Railway Station, note Goods Shed to the LHS and former secondary platform with footbridge visible in background, c.1906-7. Source: State Library of Victoria.

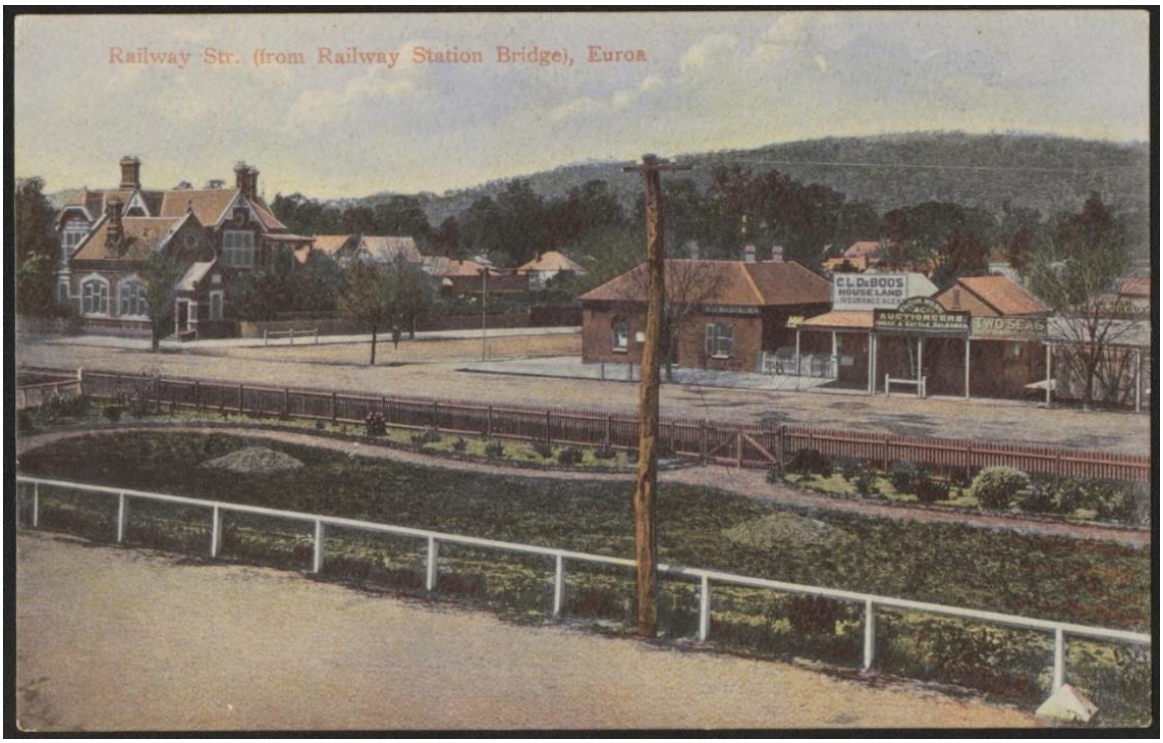


Figure 11 'Railway Street (from Railway Station Bridge), Euroa' c. 1904. Note Dukes Cresent garden visible. Source: State Library of Victoria.

Figure 12 ‘A 73 on an up Albury pass at Euroa, Oct. 14, 1984’ photo courtesy of John Ward. Note the rail tracks running through the Goods Shed, later removed. Source: Victorian Railways.

Figure 13 Euroa Railway Station, note the Goods Shed to RHS of image, c.1990. Source: Flickr.

5 Interpreting the Site

5.1 Objectives

An effective interpretation plan must identify the specific objectives it wishes to achieve, which act to guide its structure alongside the thematic framework. The identified objectives for this interpretation plan have been formulated as a set of concise ideas, which will ensure a clear message is conveyed to audiences. The objectives are as follow:

- To highlight the significance of the former Euroa Goods Shed not as a standalone structure but a part of the historic Euroa Railway Station by outlining the history of the North-Eastern Railway Line and Euroa's role in its history. Links are to be drawn to broader themes to contextualise the site's place in history.
- To ensure the interpretation scheme responds effectively to the principles and objectives set out in the Victorian Inland Rail Urban Design Framework, in particular, objective four which centres around celebrating the heritage of the station and surrounding buildings and spaces, as well as the repurposing of the former goods shed.
- To offer an enriched experience of the site for all audiences, by allowing them to engage with heritage elements both actively and passively.
- To ensure that the interpretation scheme remains relevant into the future.
- To ensure that the interpretation scheme is accessible to a diverse audience, with varied connections to the site.

5.2 Opportunities for Interpretation

This section outlines the various opportunities that have been identified for interpretation at the site.

5.2.1 Identified Audiences

The Euroa Railway Station is to be redeveloped as part of the broader Inland Rail Project. The redevelopment will encompass substantial infrastructure and landscaping works. Given the extent of the proposed works, opportunities for interpretation are vast and varied, a target audience is identified as follows:

- Local community members

  Residents who frequently use the railway station are likely to experience the interpretive scheme daily, whilst local history enthusiasts, interested residents and advocacy groups are likely to experience the interpretive scheme occasionally. These individuals may have a personal connection to or feel strongly about the railway station or the former Goods Shed.

- Visitors

  Visitors include tourists visiting Euroa and surrounding areas, those using the town as a stopover on a longer journey, and those visiting the town to partake in heritage and art tourism trails. Some visitors may be first-time visitors to the area.

- Train and transport enthusiasts

  In Victoria, and more broadly across Australia, there exists a large community of people interested in trains, transport, and railway history and heritage. These individuals are likely to visit the railway station and experience the interpretive scheme occasionally. They may not be particularly familiar with the history of Euroa and its railway station but may generally possess extensive knowledge of the development of the North-Eastern Railway Line. A prominent example of such groups is the Australian Railway Historical Society.

Local Euroa residents are the most likely group to benefit from the interpretation as they are likely to frequently use the Euroa Railway Station Precinct. This group may come into contact with the interpretive scheme every time they travel via train, pass by the vicinity or spend time in one of the open spaces located close by. As such, it is important to ensure that interpretive materials are provided at various locations at the precinct, but at the same time are visually recessive.

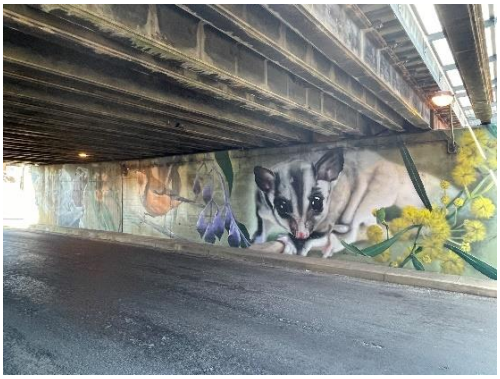
Given the nature of a railway station, the majority of users are likely to be constantly moving through the station precinct and therefore experience the interpretive material through brief interactions. For this reason, the interpretive scheme needs to be accessible and quickly digested as the subject makes their way through the precinct. Materials that require them to actively engage in reading and comprehending should be broken into smaller ideas that are informative yet easily grasped. These materials are best placed at the beginning of a visitor's route into the precinct.

For open spaces and landscaped areas, the majority of users are likely to be local residents or visitors using the public spaces as meeting places or for recreational purposes. The interpretive scheme in these areas may also be used to benefit this use of public space by providing a dual use as street furniture.

5.2.2 Identified Media

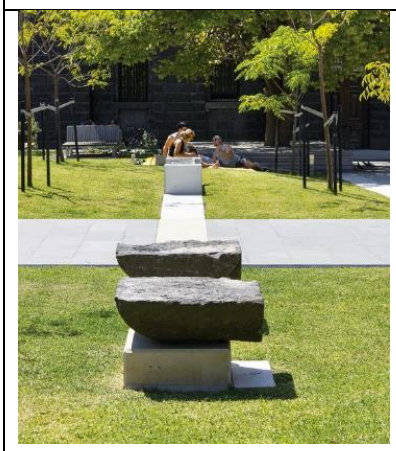
Interpretative media is essentially the *how* of an interpretation plan, as it is the tangible manner in which the themes are conveyed to an audience. Interpretive media can require active participation from an audience (such as written material on a sign), or passive interactions (such as artistic elements that invite the audience to reflect or investigate). A mix of both approaches can result in a richer audience experience.

The following table includes suggested media formats that have been identified as the most effective for conveying the interpretation at the site:

Medium	Example	Description
Wall mural	 Figure 14 Mural by Tim Bowtell at the Southern Aurora Memorial Garden in Violet Town. Image by Sandra Brown, 2022. Source: Monument Australia.  Figure 15 Rail overpass with concrete walls decorated by mural below. Source: Inland Rail, 2024.	Large-scale mural artworks can be used to conceptually interpret the history of the site, whilst also enlivening infrastructure. This medium provides an opportunity to include community artwork in the new station precinct and for local artists to be involved in the interpretation strategy.

Signage (large format)	 Figure 16: Large-format signage at Weymouth Station, UK, showing the silhouette of a signal operator holding flags in both hands. Source: Dorset Coast You're your Say.  Figure 17 Large format signage at the Seymour Vietnam Veterans Commemorative Walk. Image courtesy of Liz Williamson. Source: Virtual War Memorial.  Figure 18 Large format signage featuring historical imagery at the Great Victoria Rail Trail in Mansfield. Source: Inland Rail, 2024.	Information can be presented in one large scale format. This is best suited to an expanse of wall with passing audiences, such as in the pedestrian underpass. This can allow for the presentation of historical information in a chronological format. This format offers some room for experimentation with shape, materials, finishes and lighting.
Signage (small format)	 Figure 19 Signage at the Sunset Heritage Precinct. Source: Turner Design, n.d.	Information can be broken into smaller format signs that address individual topics. This type of signage could be used to address specific elements, giving a brief explanation of their purpose, history or similar. Signage may take the form of a self-supporting sign, or mounted plaque. This format offers some room for experimentation with materials and finishes.

	 Figure 20 Signage at Substation 164 by Supersense Studio and GBA Heritage. Source: Supersense Studio and Built, n.d..	Should salvaged elements of the Euroa Goods Shed be reused, small format signage should accompany remnant elements, explaining their historic function and connection to the site's history.
Retention and re-use of salvaged elements and materials	 Figure 21 Industrial fan at the Burnley Maltings was repurposed to create a sculptural table. Source: Hin Lim Photography.  Figure 22 'Memory of Place' by Petrus Spronk interpretive sculpture with accompanying signage at Hepburn. Source: Hepburn Shire Council Art and Heritage Collection.	Salvaged elements from the removed structure may be reused to create sculptural elements incorporated into the landscape scheme of the redeveloped station. This medium provides an opportunity for local artists and artisans to be involved in the interpretation strategy, connecting the community to their heritage. Sculptures may be accompanied by explanatory signage to enhance the audience's understanding of the salvaged material and its connection to the site's history.

	 Figure 23 ‘Here Comes the Judge’ interpretive sculpture by Steve Wolfe in Seymour. Source: Inland Rail, 2024.	
	 Figure 24 Outdoor seating at the former Pentridge Prison, by Aspect Studios. Source: Dianna Snape, n.d.  Figure 25 Water features created by salvaged bluestones at the former Pentridge Prison, by Aspect Studios. Source: Dianna Snape, n.d.	Salvaged material from the removed structure may be repurposed and incorporated into the landscape design of the redeveloped station. Should materials be reused, signage interpreting the element’s historical function and connection to the site’s history should accompany the landscaped element.

5.2.3 Identified Locations

Given the extent of the proposed works, opportunities for interpretation to be incorporated into the overall urban and landscape design are considerable. The proposed interpretation location plan has identified key areas for the placement of interpretive materials, subject to asset ownership agreements. As the subject site is a large precinct, these locations have been chosen as they are likely to result in a high amount of audience engagement. These locations are as follows:

- Station Forecourt

Given its proximity to Binney Street and use as a main entrance to the station building, the redeveloped station forecourt on Railway Street is an optimal location to capture audiences both entering the station and passing by. The redevelopment plan involves creating new pedestrian entrances and landscaping to the forecourt in an attempt to reimagine the former Dukes Cresent forecourt garden. Locating interpretive material in the forecourt will help create a positive entrance to the station precinct and may be used to further link the recreated forecourt garden with the site's history. The forecourt provides an appropriate location for the adaptive re-use of salvaged materials and sculptural elements to be incorporated into the landscape scheme.

- Handbury Street Pedestrian Underpass

  The likelihood of high pedestrian traffic to the proposed pedestrian underpass, including retaining walls at Handbury Street, make it an appropriate location for interpretive material. The expansiveness of the walls and their unadorned surfaces lend themselves to the application of a mural artwork. A mural would also help enliven the underpass space and additional lighting could be used to highlight the mural.

- Underpass and lift shaft retaining walls

  This area is likely to have a high level of pedestrian traffic, making it an appropriate location for interpretive material. The expansiveness of the walls and their unadorned surfaces lend themselves to the application of a mural artwork or large format signage.

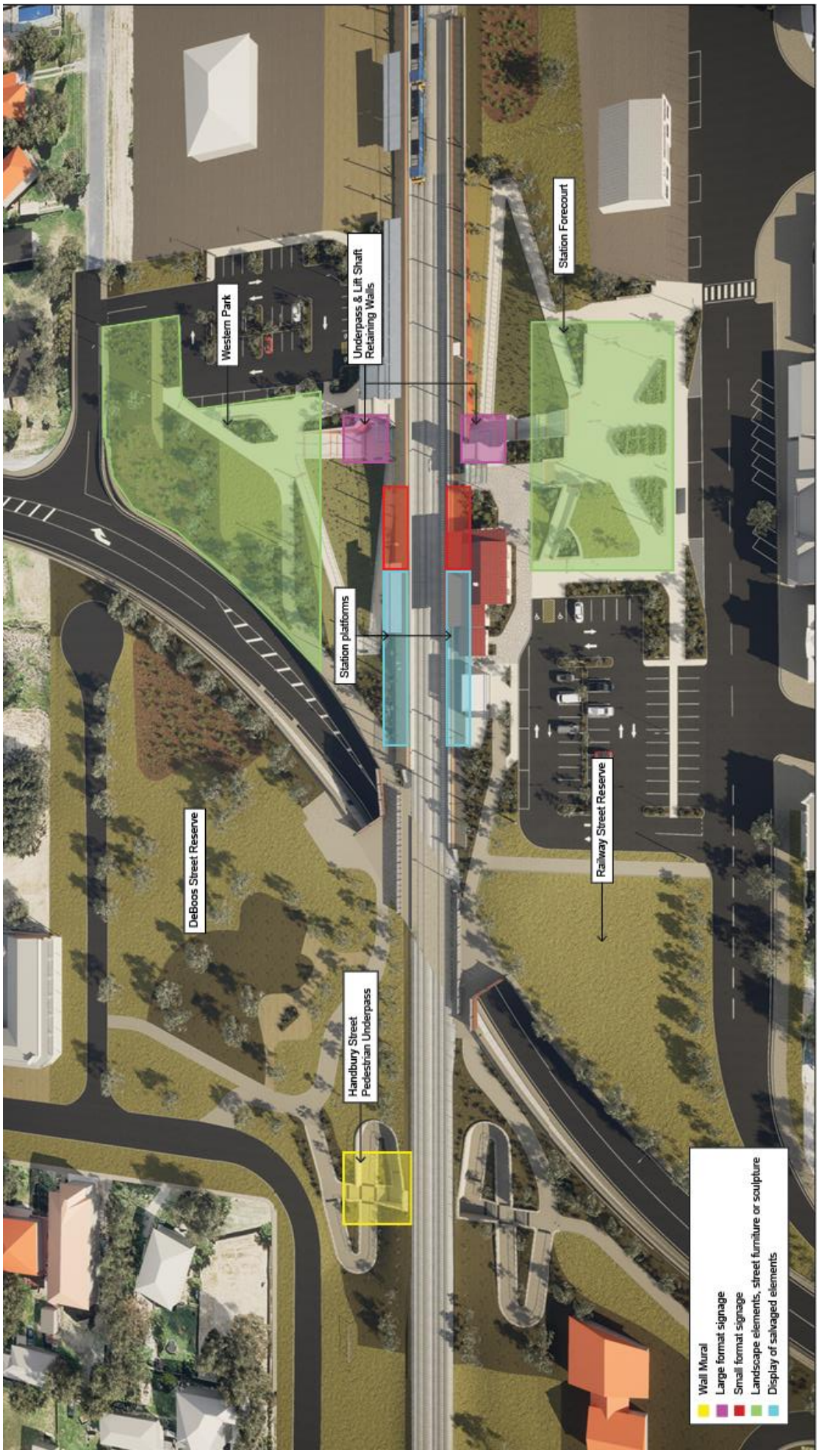
- Western Park

  This landscaped park provides an opportunity for audiences accessing the station precinct from and those using the park as a meeting place to engage with interpretive material. It is an appropriate location for the adaptive reuse of salvaged materials.

- Railway Station Platforms

  The station platforms are frequently used by patrons of the railway station who may be engaged for longer periods whilst waiting for transport. The sheltered platform area is a potential location for small format signage material or the display of salvaged elements.

The proposed interpretation location plan is as follows:


Western Park
Underpass & Lift Shaft Retaining Walls
Station Forecourt
Station platforms
DeBoos Street Reserve
Railway Street Reserve
Handbury Street Pedestrian Underpass
Wall Mural
Large format signage
Small format signage
Landscape elements, street furniture or sculpture
Display of salvaged elements

6 Interpretation Options

The following section outlines several options for the interpretive scheme at Euroa. These formats have been chosen for their common potential to celebrate the heritage of the station precinct and goods shed, whilst effectively conveying the history of the site, and offering up opportunities for the repurposing of salvaged elements from the goods shed. All formats reference the relevant themes, key stories and meet the limitations and opportunities that have been identified in this report.

Noting the identified audience is broad and encompasses local community members and visitors to Euroa, the interpretive options have been formulated to provide engagement to all groups. There are options for both active and passive engagement.

6.1 Interpretation Initiatives

6.1.1 Installation of large format signage

A large format set of signage could be installed along the walls of the pedestrian underpasses. If chosen the signage should incorporate or respond to the following elements:

- A brief account of the key stories associated with the site, including the development of the North-Eastern Railway Line, the movement of goods across Victoria, and the Euroa Railway Station.
- Historical images and drawings associated with the North-Eastern Railway Line, the Euroa Goods Shed, Euroa Railway Station, its connection with other railway stations along the line, and trains that were used in the line.

If signage was to be chosen, it should exhibit a degree of creativity through its graphic design and use of material. Options such as printed Perspex, printed metal etc, for setting the information should be explored in the content development stage.

In addition, the Euroa Railway Station is presently included in the Euroa Heritage Trail, a walking tour through several heritage sites significant to the township. Whilst the majority of sites are buildings, the site of the infamous Kelly Gang robbery of 1878 is commemorated by a sculpture and accompanying signage. In a similar manner, large format signage commemorating the history of the site could be incorporated into the Euroa Heritage Trail in the future.

Figure 26 Large format signage featuring historical imagery at the Great Victoria Rail Trail in Mansfield. Source: Inland Rail, 2024.

Figure 27 Large format signage with bluestone base. Source: Inland Rail, 2024.

6.1.2 Installation of wall mural

A commissioned wall mural could be installed to the walls of the Handbury Street pedestrian underpass. If chosen the mural should incorporate or respond to the following elements:

- The key stories associated with the site, including the development of the North-Eastern Railway Line, the movement of goods across Victoria, and the Euroa Railway Station.
- Historical imagery and drawings associated with the North-Eastern Railway Line, the Euroa Goods Shed, Euroa Railway Station, its connection with other railway stations along the line, or trains that were used in the line.

The installation of a mural provides an opportunity to include community artwork in the new station precinct. Should this option be developed further, the chosen artist and artwork should be decided with input from the local community. Small format signage should accompany the mural to best enable a clear interpretation of the artwork and its connection to the history of the site. Any mural artwork commemorating the history of the site, could also be incorporated into the Euroa Heritage Trail in the future.

Figure 28 Pedestrian tunnel wall mural in Colorado, United States, by artist Yulia Avgustinovich. Source: Yulia Avgustinovich.

Figure 29 Mural artwork to rail overpass at Seymour. Source: Inland Rail, 2024.

6.1.3 Installation of small format signage

Small format signage could be located in various locations of the railway station precinct. If chosen, content should be arranged in a way that is location-specific to allow for contextualisation of information. This format offers some room for experimentation with design, materials, and finishes.

Some examples of the use of small format signage are included below for reference.

Figure 30 Freestanding small format signage. Source: Inland Rail, 2024

Figure 31 Interpretive signage at Honeysuckle Station. Source: Artefact, n.d..

6.1.4 Retention and adaptive reuse of salvaged materials

Elements from the Euroa Goods Shed that are assessed as appropriate for reuse could be retained and repurposed. It is important to note the structural integrity, condition and significance of salvaged elements should be considered when assessing the appropriateness of specific elements for a proposed application. Noting that items may contain hazardous materials, if further information on proper handling/display methods is required, a suitably licensed removal contractor and qualified materials conservator may be consulted. As such, the reuse of salvaged elements is subject to further consideration and assessment.

Salvaged elements could be incorporated as part of the landscape scheme of the redeveloped station precinct. They may be displayed as historical artefacts in display cases, presented as sculptural elements or integrated into the design of street furniture and paving. The display of items in display cases may be appropriate for elements of particular interpretive value (such as the original stamped corrugated sheeting or the remnant scales) or those affected by hazardous materials which cannot be safely handled by the public. If chosen, the design, location and arrangement of salvaged elements should be explored and developed further in the content development stage. Each salvaged element should be presented in a vignette that achieves the following:

- Displays the element/material clearly.
- Includes an accompanying small format sign that briefly explains the history and former use of the material, along with an image of the material in its original position (such as the archival imagery undertaken by EMM).

Additionally, a local artist could be commissioned to create a sculpture using salvaged materials from the Goods Shed. If chosen, the sculpture should respond to the history of the site and the key stories included in this report. Small format signage should accompany the sculpture to best enable a clear interpretation of the artwork and its connection to the history of the site. The appropriateness of materials for reuse in this context should be assessed prior to the development of any sculpture.

The design, materiality and location of the sculpture could be explored and developed further in the content development stage with the chosen artist. Furthermore, this format provides an opportunity to include community artwork in the new station precinct.

Suggested materials for re-use are as follows:

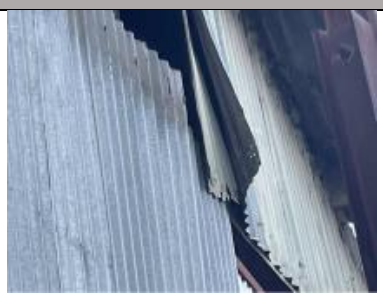
Identified Items for Potential Reuse			
No.	**Item (image source: Sterling)**	**Description**	**Proposed Use / Location (TBC)**
A.01	 Figure 32 Corrugated metal sheeting. Source: Sterling Infrastructure Pty. Ltd, 2023.	Corrugated metal sheeting. The type/date of corrugated sheeting appeared to vary across the building with some original iron sheets featuring visible manufacturing stamps.	The corrugated sheeting may be: • A section of the original iron sheeting with visible stamping, may be displayed in a display case on the station platform. If chosen, the display should be accompanied by small format signage detailing the history and former use of the material along with historical imagery of its use on the Goods Shed. This option may be appropriate for sheeting affected by hazardous materials, subject to advice on proper handling methods.

	 Figure 33 Stamped corrugated iron sheeting. Source: Sterling Infrastructure Pty. Ltd, 2024.		• Incorporated into a sculpture developed by a commisioned artist. If chosen, the structural integrity, condition and significance of particular sheets should be considered when assessing their appropriateness for reuse. It is noted that some sheeting may be affected by hazardous materials, including lead. The re-use of elements affected by hazardous materials is subject to the feasibility of appropriate rectification and/or display methods.
A.02	 Figure 34 Roof trusses. Source: Sterling Infrastructure Pty. Ltd, 2023.	Iron roof trusses that supported the Goods Shed roof.	The roof trusses may be: • Incorporated into a sculpture developed by a commisioned artist. If chosen, the structural integrity, condition and significance should be considered when assessing their appropriateness for reuse.
A.03	 Figure 35 Timber framing. Source: Sterling Infrastructure Pty. Ltd, 2023.	Timber framing elements that formed the Goods Shed structure (beams, bracing, columns, purlins etc.).	Appropriate timber elements may be: • Repurposed as non-structural cladding to street furniture such as benches, planters etc.
A.04	 Figure 36 Stone upstand wall. Source: Sterling Infrastructure Pty. Ltd, 2023.	Stonework from the low foundation wall.	The stonework may be repurposed as: • Pavers and/or garden bed edging in the landscape scheme.

A.05	 Figure 37 Scales inside the former Goods Shed. Source: Inland Rail, 2024.	Scales formally located inside the Goods Shed.	The scales may be displayed with accompanying small format signage detailing the history and former use of the scales and any historical imagery. If chosen, the structural integrity, condition and significance of the scales should be considered when assessing the appropriateness of the chosen display method. Some elements may be affected by hazardous materials, including lead. If further information on proper handling/display methods is required, a suitably licensed removal contractor and qualified materials conservator may be consulted

Some examples of the adaptive reuse of salvaged materials are included below for reference.

Figure 38 Outdoor seating and water features created by salvaged bluestones at the former Pentridge Prison, by Aspect Studios. Source: Dianna Snape, n.d.

Figure 39 Architectural remnants conserved and displayed along a walkway at St. Barnabas Church, Broadway. Source: GBA Heritage and Simon Wood Photography, n.d.

Figure 40 Artefacts on display at the Doncaster Rail Heritage Centre in the UK. Source: Danum Gallery, Library, Museum.

Figure 41 Salvaged artefacts on display in glass cases with accompanying signage at the Marrickville Library. Source: Supersense Studio.

6.2 Further Considerations

Consideration will need to be given to the following matters in the implementation stage:

- Landscape scheme

  The chosen interpretation materials should be integrated into the wider landscape scheme for the redeveloped precinct.

- Community consultation

  The options included in this report are high-level strategies. Should further exploration and development of these options be undertaken, consultation with the local community should occur in order to achieve a final interpretation strategy that addresses community aspirations.

- Technical language and jargon

  The heritage interpretation plan has identified a wide audience of varying connections to railway heritage. The language used for interpretive materials should be succinct, clear, and easy to understand for those without specific knowledge in the subject.

- Adaptive reuse and legibility

  While the adaptive reuse of salvaged elements is encouraged, any proposed application of salvaged elements should consider the elements original use and ensure they are presented in a manner that retains their existing configuration as closely as possible. If this is not feasible, the existing configuration should be documented before the change, and a description plaque included as part of the reused element to provide context.

- Health and safety

  Any parts or materials of salvaged elements that are deemed to be health and/or safety hazards should be rectified before reuse. Rectification methods that minimally affect the understanding of the element's cultural heritage significance should be prioritised. Further testing for hazardous materials may also affect the appropriateness of elements to be reused. If safety hazards associated with a salvaged element are identified and further information on proper handling/display methods is required, a qualified materials conservator may be consulted.

- Structural reinforcement

  The installation of fragile and heavy elements may require additional reinforcement to ensure their safety.

- Lighting

  Artificial lighting may be used to highlight interpretive material in areas with access to little natural light and during twilight hours. Lighting should be considered, and provisions developed during the content development phase.

- Repairs and long-term maintenance

  Long term maintenance should be taken into consideration when proposing the implementation of interpretation materials. As such, durable materials, finishes, colours, and secure installation and display methodologies should be prioritised with the proviso that they do not negatively affect the understanding of any interpretive materials.

- Asset Ownership and Management

  The final interpretation option(s) are subject to asset ownership and agreement with relevant asset managers.

- Donation to other institutions

  If any salvaged elements from the Goods Shed are to be donated to other institutions – such as the Euroa History Museum or Euroa Miniature Railway – this HIP should be circulated, and the above aspects considered in a similar approach.

- Statutory Requirements

  Planning or building permits may be required for certain works and should be investigated further. Refer to the Strathbogie Planning Scheme and any relevant documentation.