



EUROPEAN
COMMISSION

Community research

APPEAR

Managing archaeological remains in towns & cities from discovery to sustainable display

Advice and guidance for public
authorities, local communities,
landowners, developers, project
managers, museum curators,
archaeologists, conservators

identify · evaluate ·
consult · plan · choose
manage · integrate ·
enhance · conserve · protect
display · explain · involve ·
communicate · maintain

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Accessibility Projects for the
Sustainable Preservation and
Enhancement of Urban Sub-soil
Archaeological Remains

EUROPEAN COMMISSION
Directorate Environment
Project Implemented under
Framework Programme 5
Key Action: 'City of Tomorrow
and Cultural Heritage



2007

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The opportunities

Archaeological remains can benefit:

- Today's inhabitants: by helping them understand their historical roots
- Urban design: by integrating ancient remains with the modern environment
- The urban economy: by providing jobs
- Visitors: by enriching their experience of the town
- Students: by direct contact with historical evidence



© Chester City Council

Roman amphitheatre at Chester, England.

The APPEAR guide helps local and regional authorities:

- Evaluate the significance of archaeological remains for the history of the town
- Consult with all interested stakeholders
- Reconcile conflicting interests in the treatment of discovered remains
- Devise strategies for managing remains in development schemes
- Inform and involve local communities in preserving and presenting remains
- Create tourism opportunities for local people and visitors
- Integrate preserved remains within buildings and areas of the town
- Manage tourism impacts for the benefit of the local economy and local communities
- Communicate past human activities represented by the remains
- Protect displayed remains from weather, vandalism and tourist pressures
- Devise sustainable maintenance regimes for remains and their cover buildings

Case study: Roman Saragossa, Spain

- **SIGNIFICANCE:** five monuments of the Roman city founded by Augustus Caesar in 15 BC
- **PROGRAMMED APPROACH:** 1991–94 Forum, 1999 Baths, 2000 Harbour, 2003 Theatre and Museum
- **COORDINATED APPROACH:** multidisciplinary team helps good communication between architects and archaeologists, preservation and display
- **INTEGRATED INTERPRETATION:** “Roman Walk” links the monuments and the Roman city wall, integrating them in the urban setting and with other cultural walks; coordinated signposting in town; common entrance ticket and site leaflets
- **GOOD COMMUNICATION:** attractive and comprehensible display with audio-video devices explains discoveries to visitors knowing little of Roman culture
- **FUNDING SUPPORT:** active cultural policy supported by European Regional funding for cultural heritage as a development tool.

Successful coordination, communication and integration create a high quality tourism destination

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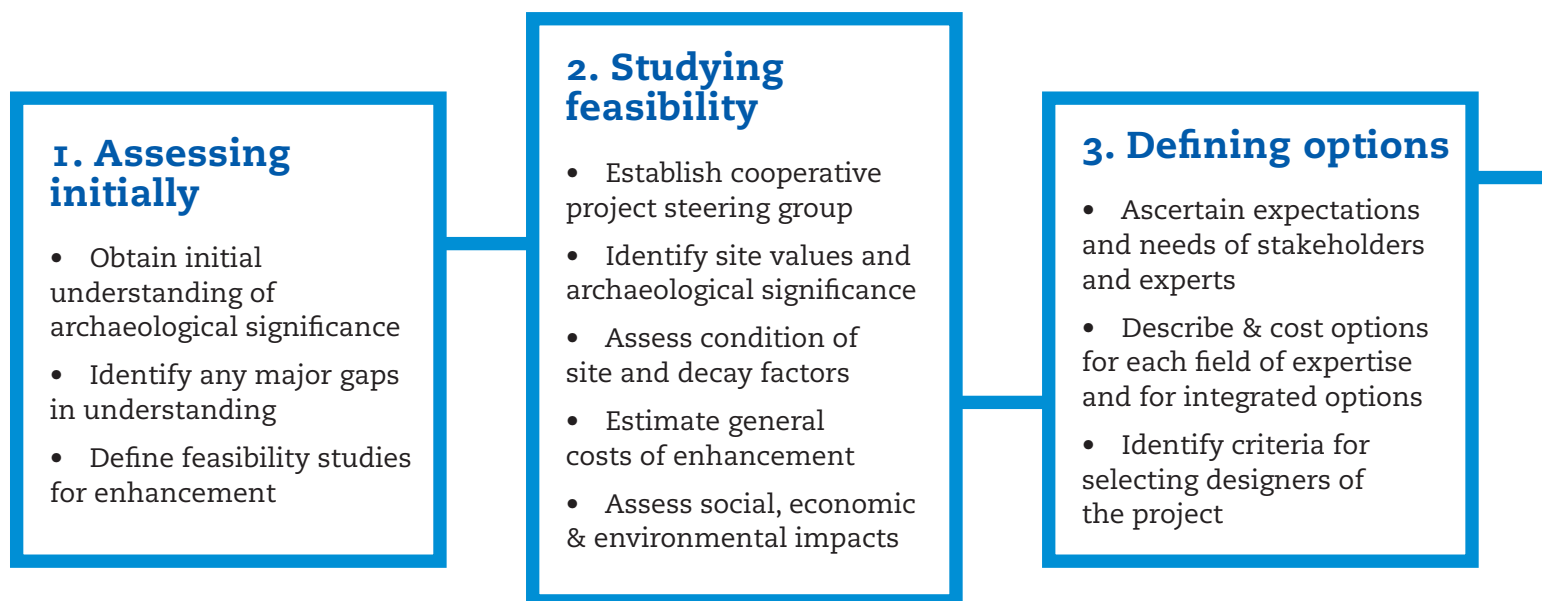
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Zaragoza, Spain, Museo del Teatro de Caesaraugusta.

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the APPEAR method for archaeology



A logical six stage process for sustainable projects, applicable to towns and cities of all sizes and degrees of wealth

Reconciles preserving heritage with:

- Continuing modern urban growth
- Promoting an integrated urban environment
- Providing & managing access for all visitors
- Balancing the costs of preservation and display
- Sustaining cultural tourism

Assembles the key players:

- Local and regional politicians and officials
- Sources of finance
- Specialists and contractors
- The involved community
- Stakeholders of all kinds

ological sites

4. Developing project plan

- Set up project team
- Devise action plans for each field of expertise
- List criteria for selecting contractors
- Create budgets, timetable and management systems

5. Executing project design

- Coordinate stakeholders and contractors
- Monitor implementation of works
- Devise long-term management plans
- Create working project archive

6. Operating enhanced facility

- Welcome visitors
- Implement long-term management plans
- Monitor economic, social and environmental performance
- Incorporate into urban cultural policies

Integrates essential fields of expertise:

- Project management
- Financial control
- Archaeological research
- Conservation of remains
- Urban design
- Interpretation and display
- Monitoring environmental conditions
- Visitor management

Minimises difficulties through:

- Reducing uncertainty by anticipating problems
- Selecting effective methods for achieving objectives
- Seeking common ground between different viewpoints and resolving conflicts
- Involving players in operations they have planned

Flexibly delivers alternatives:

- Recording by excavation before destruction
- Preservation without display
- Preservation and display
- Mixed solutions

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the problems

- Development programmes disrupted by unpredicted archaeological remains
- Wasteful conflicts between uncoordinated interest groups
- Over-ambitious architectural schemes damaging the remains they are intended to protect
- No provision for maintenance of important excavated archaeological remains
- Disruptive tourism pressures from newly opened site not integrated into living city
- Public disappointment with unintelligible remains



© Museum of London



© English Heritage

Top: Model of the Rose Theatre.
Bottom: Remains indicated by lights
in basement of new building.

Case study: The Rose Theatre, London

- **HIGH SIGNIFICANCE:** the foundations of a wooden Elizabethan theatre connected with William Shakespeare and dismantled c.1605
- **PLANNING FRAMEWORK:** development predated government guidance on need for archaeological evaluation before grant of planning permission
- **LACK OF STRATEGY:** discovery of fragile waterlogged remains delays development while conservation solution is devised
- **CONFLICTING STAKEHOLDER EXPECTATIONS:** developer, record and destroy; public, preserve and display
- **GREAT PUBLIC AND MEDIA INTEREST:** 'Save the Rose' campaign involves famous actors and hinders communication between involved parties
- **HUGE COMPENSATION RISK:** prevents government altering development scheme
- **INCOMPLETE TECHNICAL ANALYSIS** before partial preservation by burying waterlogged remains in the basement of a new building
- **LOW VISITOR NUMBERS:** competing attractions; public disappointed by limited visible remains
- **UNSOLVED PROBLEMS:** finish the excavation; conserve and display the remains; raise money to finance the project

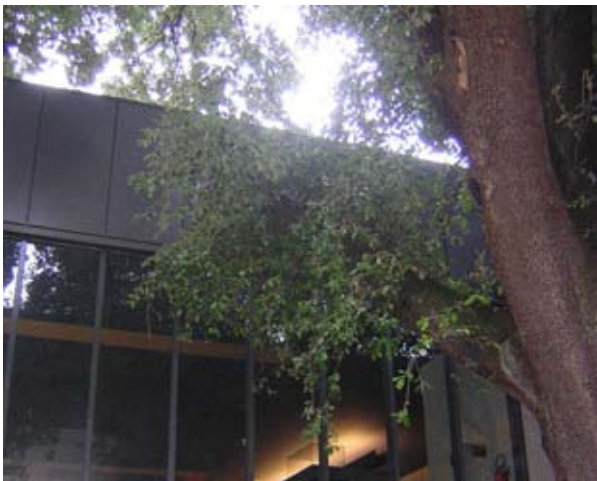
No solution for problems of iconic site after 20 years

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Case study: Vesunna, Périgueux, France



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© Elisabeth Pénisson, Vesunna Musée gallo-romain Périgueux

**Top: Main display area and walkways.
Bottom: Dominant modern building
and incorporated tree.**

**A tourist attraction created,
but gap between intention
and achievement**

- **SIGNIFICANCE:** best preserved Roman site in Aquitaine, founded 15 BC by Augustus Caesar; Tower of Vesone and a richly decorated Roman villa

- **BACKGROUND:** 40 years of episodic archaeological excavation in a deprived area of the city; some remains consolidated but decay and damage between sessions

- **PROCESS OF THE SCHEME:** a civic initiative with correct formal stages of action but failure to coordinate and consult stakeholders causes conflicts and delays

- **ARCHITECTURAL COMPETITION:** decided by reputation of architect and sketch proposal for cover building rather than by conservation and interpretation needs of ruined monument

- **ORGANISATIONAL CONFLICTS:** project funded by all levels of government but delayed by opposition from government monuments service

- **INSUFFICIENT LOCAL CONSULTATION:** failure to respect iconic local tree creates local opposition

- **INADEQUATE ARCHAEOLOGICAL MONITORING** of impacts from new building works

- **PRESERVATION PROBLEMS** for displayed remains emerged after cover building completed; conflicts between architectural expression and archaeological legibility

- **MANAGEMENT OF COMPLETED SITE** by public-private company with its own commercial agenda

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El Born, Barcelona © In Situ

the APPEAR method: a practical guide

- Manages enhancement projects on urban archaeological sites
- Controls objectives, deadlines, budgets
- Integrates new discoveries into modern urban life
- Promotes sustainable cultural heritage tourism

Find out more...

The APPEAR Guide can be found at:
http://www.in-situ.be/guide_en.pdf

Further information about the
APPEAR project is at: www.in-situ.be

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The APPEAR project partners were:

- In Situ, Archaeological research centre, Belgium;
- University of Liege - Center for Urban Governance Studies (CUGS);
- City History Museum, Institute of Culture, Barcelona, Spain;
- Réseau Alliance de Villes Européennes de Culture (AVEC) France / Hungary;
- International Council of Monuments and Sites (ICOMOS);
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