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

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
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

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

Roman amphitheatre at Chester, England.
Case study: Roman Saragossa, Spain

- **Significance**: five monuments of the Roman city founded by Augustus Caesar in 15 BC
- **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

Zaragoza, Spain, Museo del Teatro de Caesaraugusta.
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

1. Assessing initially
   - Obtain initial understanding of archaeological significance
   - Identify any major gaps in understanding
   - Define feasibility studies for enhancement

2. Studying feasibility
   - Establish cooperative project steering group
   - Identify site values and archaeological significance
   - Assess condition of site and decay factors
   - Estimate general costs of enhancement
   - Assess social, economic & environmental impacts

3. Defining options
   - Ascertain expectations and needs of stakeholders and experts
   - Describe & cost options for each field of expertise and for integrated options
   - Identify criteria for selecting designers of the project

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
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
the problems

- Development programmes disrupted by unpredictable 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

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
Case study: Vesunna, Perigueux, France

- **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

A tourist attraction created, but gap between intention and achievement
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

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);
- The Superintendence of Cultural Goods and Activities Department in the Autonomous Region of Aosta Valley, Italy;
- English Heritage, London, United Kingdom;
- In Extenso, Paris, France;
- Psychology Faculty, Autonomous University of Madrid, Spain.