

HERITAGE STRATEGY 2013



CITY OF MELBOURNE

A wireframe violin is the central focus, rendered in a grey, grid-like mesh. The body of the violin is replaced by a stylized human face with large, circular eyes and a simple mouth. On top of the violin's body, a bird-like head, possibly a booby, is integrated into the wireframe structure, also featuring large eyes. The background is a light beige color with numerous orange and brown splatters and spots, creating a textured, artistic feel.

A CREATIVE CITY

We encourage and enable participation in artistic expression and support experimentation to inspire innovation and a sense of wonder. We celebrate our rich Aboriginal and Torres Strait Islander history and culture and protect and respond to our city's heritage.

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The strategy has been prepared by the City of Melbourne.

Disclaimer

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1 FOREWORD

Melbourne is renowned for its heritage fabric and collections. As our city continues to grow and change, we need to harness the opportunities of our city's growth and protect the things we value.

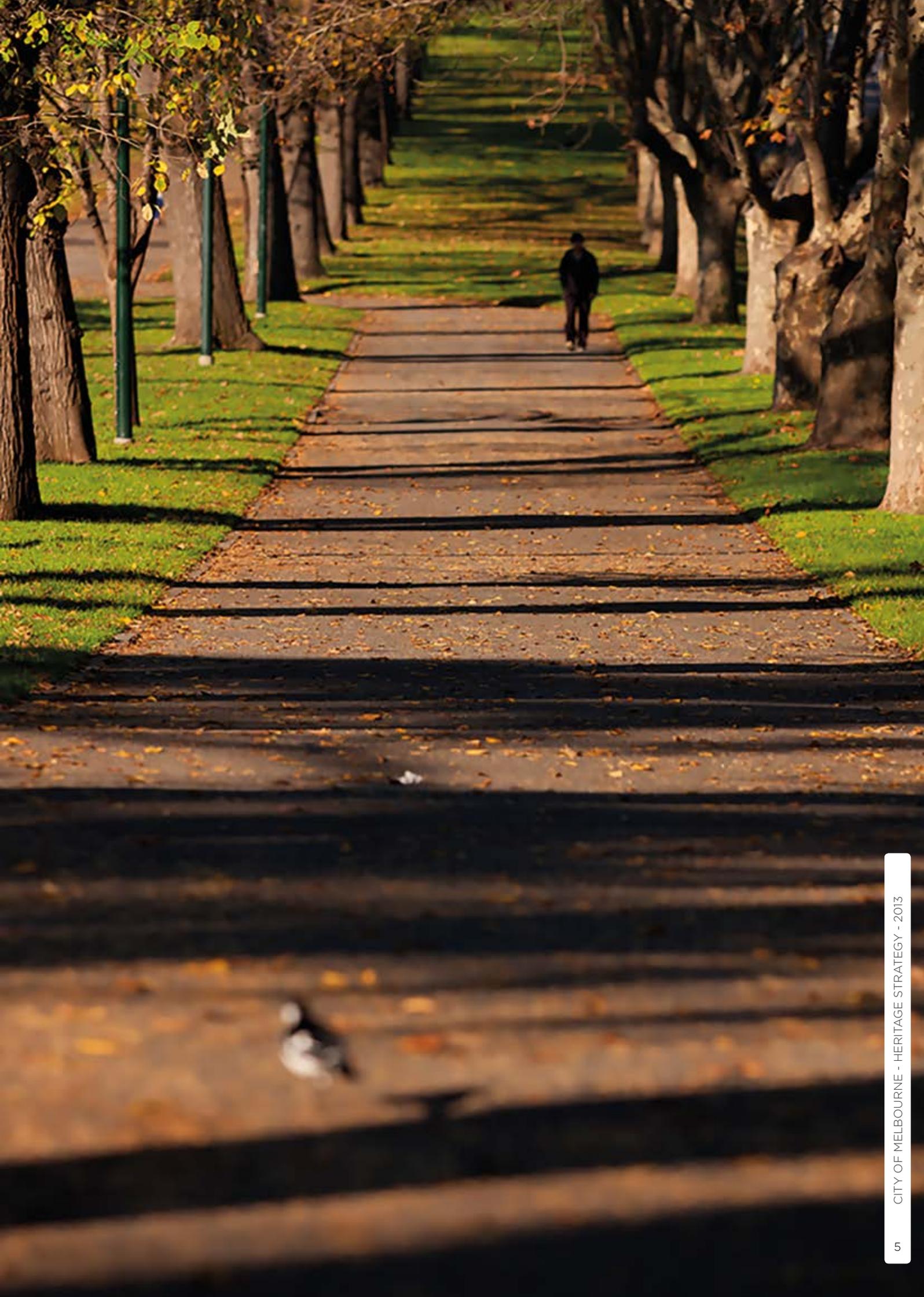
The City of Melbourne's Heritage Strategy sets out our plan to protect our city's heritage buildings, places and objects over the next 15 years. It has been developed to ensure the city's rich combination of traditions, memories, places and objects are identified and protected.

People from across the world have influenced the shape of our city today, introducing new ideas, technologies and ways of life. Indigenous Australians were the first people and the City of Melbourne acknowledges and respects their customs and traditions and their special relationship with the land.

The new heritage strategy maps out how we will work with key partners; the community, the state government and heritage groups, to ensure our story continues to be well understood, celebrated and protected.

This strategy will help sustain the diverse aspects of our city that are important to us while leaving a legacy for future generations.

**Lord Mayor Robert Doyle and Planning
portfolio Chair, Councillor Ken Ong**



2 INTRODUCTION

The City of Melbourne has a remarkably rich and diverse heritage, which is of importance locally, nationally and internationally.

Traditionally the country of the Kulin Nation, the land on which the City of Melbourne was built, retains many places of importance to Aboriginal and Torres Strait Islander people, some relating to the ancient past, some more recent.

Melbourne was the place where Victoria's colonial settlement officially started, and the first seat of government in Australia. It is renowned as one of the world's great Victorian-era cities. The city contains many intact streetscapes, parks and buildings recognised as important heritage places. In addition to this, the city has some outstanding architecture and collections from the 20th century.

Much of what makes the City of Melbourne distinctive comes from its rich history as a capital city. The urban fabric of the city reflects significant periods in Melbourne's history.

What is heritage?

Heritage is the full range of our inherited traditions, monuments, objects and culture.

Heritage is expressed through places – buildings, landscapes, public parks and gardens, infrastructure, monuments, public art and more. The layout of the city, the grid and the suburbs, the port, the clusters of long-established activities and uses, the patterns of lanes and arcades, transport and other infrastructure, are all part of our city's heritage. The landscapes of the city are a combination of the natural landforms and waterways, combined with designs and plantings from the 19th and 20th centuries.

Heritage is also represented in objects, artefacts, archives, photographs, maps, drawings and other items. Some of these items are in public collections; others are privately held.

Some heritage is harder to see – for example, the archaeology of the city, the Dreaming stories, and the more subtle marks of past people and their cultures.

Heritage includes our traditions, events and celebrations, people's memories, artists' expressions, monuments and memorials. Heritage is dynamic – what is valued constantly changes as society, culture and memories change.

Other aspects of heritage are reflected in culture, traditions, events, stories and memories. This strategy is interested in how these can be shared in order to build public understanding and appreciation of Melbourne's past, present and future.

Why is heritage important?

Heritage is at the heart of community identity. The intangible aspects of heritage such as traditions, memories, knowledge, creative expressions, performance and rituals help sustain the rich and diverse mosaic of Melbourne's communities.

Heritage is an essential part of the present we live in – and of the future we will build. It is passed on to us, and it is the inheritance we pass on to future generations. What we do today – how we plan, manage and change the city – will be part of our legacy.

Heritage places, objects and stories give our lives meaning and purpose, as individuals and as communities. They create a strong and enduring sense of community identity.

The City of Melbourne's role

The City of Melbourne aspires to be a leader in its approach to knowing, protecting, integrating and interpreting the city's cultural and natural heritage.

This strategy focuses on the responsibilities of the City of Melbourne as well as the areas in which it can exert its influence. The City of Melbourne provides statutory protection for the majority of historic heritage places and some Aboriginal heritage places that have been identified within the city, with State Government legislation covering other places.

The heritage roles and responsibilities of the City of Melbourne include:

- Understanding the value of our heritage today and for the future.
- Identifying places, buildings, objects and stories to be conserved.
- Sustaining heritage through protection, adaptation, reuse and creative interpretation.
- Communicating through signage, marketing and promotional materials, and various other print and online media.
- Celebrating the city's heritage, with events and activities, publicity, community gatherings.
- Partnering with communities and other heritage organisations such as Heritage Victoria and the Heritage Council.

The City of Melbourne is not the only custodian of the city's heritage. State government, private owners and managers of heritage places, community-based organisations such as the National Trust and the many resident and history groups throughout the city all have important roles in sustaining our heritage. Through this strategy, the City of Melbourne will seek to enhance its ability to work in partnership with other custodians and heritage organisations.

Purpose

As the city continues to grow, change and evolve, its buildings and places are being redeveloped. In the context of this change, this

strategy provides a framework to ensure the continued protection and enhancement of all the elements of Melbourne's heritage. This strategy will guide the City of Melbourne's:

- Assembly and management of its extensive range of heritage information.
- Enhancement and development of new strategies for the protection of heritage.
- Management of heritage.
- Celebration and communication of heritage, and partnerships with the community and other stakeholders

Achievements and actions

The City of Melbourne has been a leader in conservation, developing methodologies for heritage studies, initiating heritage precinct protection and developing guidelines for decision-making.

Protection of buildings and streetscapes

The City of Melbourne has documented heritage places and precincts through heritage studies and planning scheme controls in Carlton, East Melbourne, Kensington, Parkville, North, West and South Melbourne and South Yarra.



Indigenous heritage

The City of Melbourne worked with traditional owner organisations to produce the Indigenous Heritage Study and Strategy (Part 1). The City of Melbourne also has a long-standing role in supporting Indigenous art and cultural activities. It has created opportunities for Indigenous public art, including the Sir Doug and Lady Nicholls memorial, the first Indigenous public memorial in Victoria, Birrarung Willam at Birrarung Marr and Scar Trees (sculpture) at Enterprise Park.

Melbourne Heritage Restoration Fund

The Melbourne Heritage Restoration Fund (MHRF) was set up in 1988 by the City of Melbourne and the State Government as a joint venture non-profit facility. The MHRF provides financial assistance to owners for the conservation and restoration of the publicly visible and accessible parts of heritage buildings.

Parks, gardens and public spaces

The City of Melbourne protects Melbourne's parks, gardens and open spaces through heritage controls. It has completed Conservation Management Plans for all parks, gardens and open spaces listed on the Victorian Heritage Register.

The City of Melbourne maintains a high standard of presentation in its parks, gardens and open spaces through restoration and improvement projects.

Art and Heritage Collection

The City of Melbourne manages its Art and Heritage Collection

to best practice standards, with policies and guidelines for the acquisition, conservation, use and disposal of objects and collections.

Arts and Culture

The City of Melbourne's Arts and Culture programs focus on community engagement through arts projects, where there is a sharing of stories, memories, experiences and issues. The Creative Spaces program converts unused and/or heritage buildings to creative uses and many activities supported through Arts and Culture occur within heritage buildings. Examples include the North Melbourne Town Hall on Queensberry Street; The Meat Market on Blackwood Street; ArtPlay at Birrarung Marr, and Signal at Les Erdi Plaza, Northbank.

Scope

The Heritage Strategy covers all aspects of Melbourne's cultural and natural heritage for which the City of Melbourne has direct responsibility or where it can have some influence. It is complementary to other strategies, such as those with a special focus on natural and Indigenous heritage values, for example the Indigenous Heritage Strategy.

The four strands of the strategy are knowing, protecting, managing and communicating and celebrating our heritage.

Knowing our heritage

This involves identifying, assessing and documenting heritage places and assets and establishing the information systems to make this knowledge publicly accessible. Understanding our heritage means investigating why it holds meaning

for us today, so, over time, as new information becomes known, heritage values can and do change.

The City of Melbourne has documented Melbourne's extensive heritage over many years. Through heritage studies it has recorded a wealth of information on the history of the city and its important heritage places. Most of these studies focus on heritage buildings and precincts. The heritage studies undertaken since the late 1970s are listed in the Heritage Resources section. The City of Melbourne reviews this record periodically for significant heritage that has not been identified and protected and is at risk of loss or damage in a changing urban environment.

The City of Melbourne owns or manages a number of heritage places and objects. A comprehensive assessment of their cultural and/or natural heritage significance is part of their good management.

Protecting our heritage

This involves securing statutory protection for identified places and objects. The *Burra Charter* is generally regarded as the most important document of the last 30 years for the conservation of heritage places and has been widely adopted as the standard for heritage conservation practice in Australia. The *Burra Charter* advocates that the place itself is important and that understanding its significance is the key to finding conservation solutions that respect heritage values and meet today's needs.

The City of Melbourne's documentation and protection of the city's heritage, using *Burra Charter* principles, has informed good conservation practice in policies, strategies, design, construction and management. There are Heritage Overlays covering approximately 7000 heritage buildings. Heritage precincts across the inner city suburbs, introduced in the 1980s, have generally stood the test of time.

The Melbourne Planning Scheme provides for statutory heritage protection and development. It includes the Municipal Strategic Statement (MSS) which provides the high-level heritage policy perspective and two local heritage policies - one for land within the Capital City Zone, the other for land outside the Capital City Zone, which provide more detailed provisions.

The City of Melbourne needs to ensure that this statutory policy framework is adequate for the future and responsive to the changing urban development context. The city also needs to ensure that heritage protection is up-to-date and that all the appropriate tools including Statements of Significance are available.

Managing our heritage

This involves developing policies and guidelines to assist decision-making, management, provision of advisory services and financial assistance. Successful heritage protection requires coordination of the efforts of the City of Melbourne, property owners, and the wider community.

The City of Melbourne's website offers excellent information on

Indigenous heritage and practical guidance on heritage provisions in the Planning Scheme. The City of Melbourne website and library network are important resources for communities. The City of Melbourne will need to update and improve these information resources over time.

Support for community-based history and heritage organisations through small grants or partnership projects is highly valued.

The City of Melbourne employs heritage advisors who are all highly experienced heritage architects. They work with the City of Melbourne's officers to advise on planning applications and provide pre-application services to building owners and managers.

Communicating and celebrating

This involves promoting public awareness and appreciation of Melbourne's heritage.

Melbourne's urban environment encompasses a wealth of stories, and their interpretation reveals new meanings and builds new understandings of the city.

As the original major settlement in Victoria, Melbourne is at the centre of many important national and local stories. While the bigger stories are often well known and interpreted, many community stories are less accessible.

There are many opportunities to experience Melbourne's history and heritage. For example, the City of Melbourne actively collaborates with local and Indigenous communities, helping them tell their stories through art, performance, storytelling and other projects. Further development of these initiatives can create connections across the City of Melbourne, linking heritage, history, place, culture and communities.

Thematic histories, heritage studies and the wealth of materials and extensive local history collections in Melbourne's library network are a resource for future interpretation. Opportunities for historic interpretation have also expanded from the traditional modes such as signage, to new technologies, for example podcasts, e-trails and mobile phone/PDA applications.



'This will be the place for a village', publicity poster issued for the Centenary Celebrations, 1934-35, Percy Tromf.

3 MELBOURNE'S HERITAGE



W.E.F Lardet watercolour of Batman's camp at the west end of the township in the late 1830s (painted in the 1870s)



The City of Melbourne has commissioned the Thematic History – A History of the City of Melbourne’s Urban Environment 2012. This is a thematic history of the municipality to guide the recognition and protection of the city’s rich and diverse heritage of places and objects.

There are 15 themes summarised in this strategy. Melbourne’s physical fabric of buildings, parks, gardens, street trees, open spaces, signage and physical objects represent each of these themes.

The city’s intangible heritage of performance, song, traditions and rituals, knowledge, celebrations and commemorations, also represent some of these themes.

Aboriginal country

This acknowledges the pre-settlement history of the Melbourne



John So, Lord Mayor of Melbourne in a traditional Wurundjeri possum-skin cloak, Jiawei Shen, 2005

area, and the ongoing importance of this place to the Wurundjeri and Boon Wurrung people. While we can trace some of the heritage of Aboriginal Melbourne to this period, many places, especially those on public land, continue to be important living cultural sites. Also important are cultural stories and traditions associated with particular sites, and other intangible aspects of a rich cultural heritage.

Promoting settlement

This includes defending traditional country, foundation stories and immigration. This theme relates to the landscape of Melbourne and its strategic siting on the Yarra River, which became an important port for immigration and trade.

Shaping the urban landscape

This traces the physical development of the city, including the grid plan, the layout of streets, suburbs and urban precincts; the naming of places and public spaces. It recognises the natural landscape, including Melbourne’s position alongside the Yarra River. This theme also includes the development of a distinctive architectural style in the city and, more recently, the reuse of older buildings for new purposes.

Governing, administering and policing the city

This describes the history of Melbourne’s governance and its function as an administrative centre, including Melbourne’s role, not only as a municipal centre, but also as a state capital, and, for a period, the federal capital of Australia (1901-1927). This theme also covers the subjects of justice, policing, defence and Aboriginal affairs, which were critical responsibilities of colonial government.

Building a commercial city

This traces important strands of Melbourne’s economic development, including the foundational role of the pastoral industry, Melbourne as a trading port; the development of a large city-based economy, and the development of retail, manufacturing and publishing industries. Melbourne’s economic development has been linked to the broader forces of the growth of the global economy and its periods of boom and depression. As well, there were local influences, such as the prodigious growth of the colony following the gold rushes and the associated heyday of ‘Marvellous Melbourne’. The recent adaptation and reuse of commercial buildings reflects the changing economic structure of the city.

Creating a functioning city

This covers the development of essential services in Melbourne’s infrastructure, including the provision of a reliable water supply; sewerage, street making and drainage, and essential services. It also covers the provision of public facilities, such as public toilets, transport and burial places.

Appreciating and adapting the natural environment

This relates to the way in which settlers embraced the unfamiliar new country, with its foreign plant life and weather patterns, and how they adapted and altered the environment they encountered to make landscaped parks and gardens and avenues of trees. The network of parks, gardens and remnant indigenous vegetation represent this theme.



*The Melbourne Cricket Ground, fringed with gum trees, 1864
(source: SLV Accession No. H15455)*

Living in the city

This theme relates to the settlement of immigrants, housing and education. Former hostels and boarding houses reflect this theme. As do a range of housing stock found in different parts of the municipality and many surviving, but often adapted, school buildings.

Working in the city

This traces the development of paid employment within the City of Melbourne and changes to working life, including women's work, from the mid-19th century to the post-Second World War period. A range of buildings, from industrial and manufacturing sites to the high-rise city buildings of the post-war period, represent this theme.

Shaping cultural life

This includes the development of Melbourne's arts and cultural life since the beginnings of European

settlement. Many buildings are associated with musical and theatrical performance, art galleries and libraries. This theme incorporates the cultural richness of Melbourne's religious and ethnic groups, as represented by churches, church-run institutions, and cultural centres.

Caring for the sick and destitute

This relates to the hospitals, infant welfare centres and other places associated with general welfare provision, together with the important role of charitable work in Melbourne, run by both welfare agencies and the churches.

Expressing social and political opinion

This is about the shaping of Melbourne as a free, tolerant and democratic society. From the 1850s, Melbourne embraced social and political reforms and allowed for political expression. An eclectic range of places,

including sites of public speech-making and protests, places of privilege and conservatism, and places of governance and law-making, represent this theme.

Enjoying the city

This covers the recreational passions of Melbourne's communities, including public recreation, tourism, exhibitions, processions and street events, fashion and style, and eating and drinking. Spectator sports, especially Australian Rules football, cricket and horseracing, have been fundamental to Melbourne's development as a city. The promotion of Melbourne as an international city through exhibitions, tourism promotion and festivals was especially important in the 1880s and again in the late 20th century.

Advancing scientific knowledge

This is about Melbourne's role as the capital of a British colony and, as such, a place of New World exploration and discovery. This theme includes the development of scientific record-keeping and scientific institutions, including Melbourne Zoo, Botanic Gardens and Observatory.

Preserving and celebrating Melbourne's history

This takes into account Melbourne's connection with its past and its complex relationship with previous centuries. Melbourne has celebrated and commemorated its European settlement from the mid-19th century onwards, through foundation stories, monuments and memorials, and heritage preservation. More recently, this includes remembrance of Melbourne's Aboriginal history.

4 ACTION PLAN





KNOWING

Goal

That the many and diverse cultures and heritages of the city are recognised and celebrated.

That all heritage places are well documented and their values are understood and publicly accessible.

Rationale

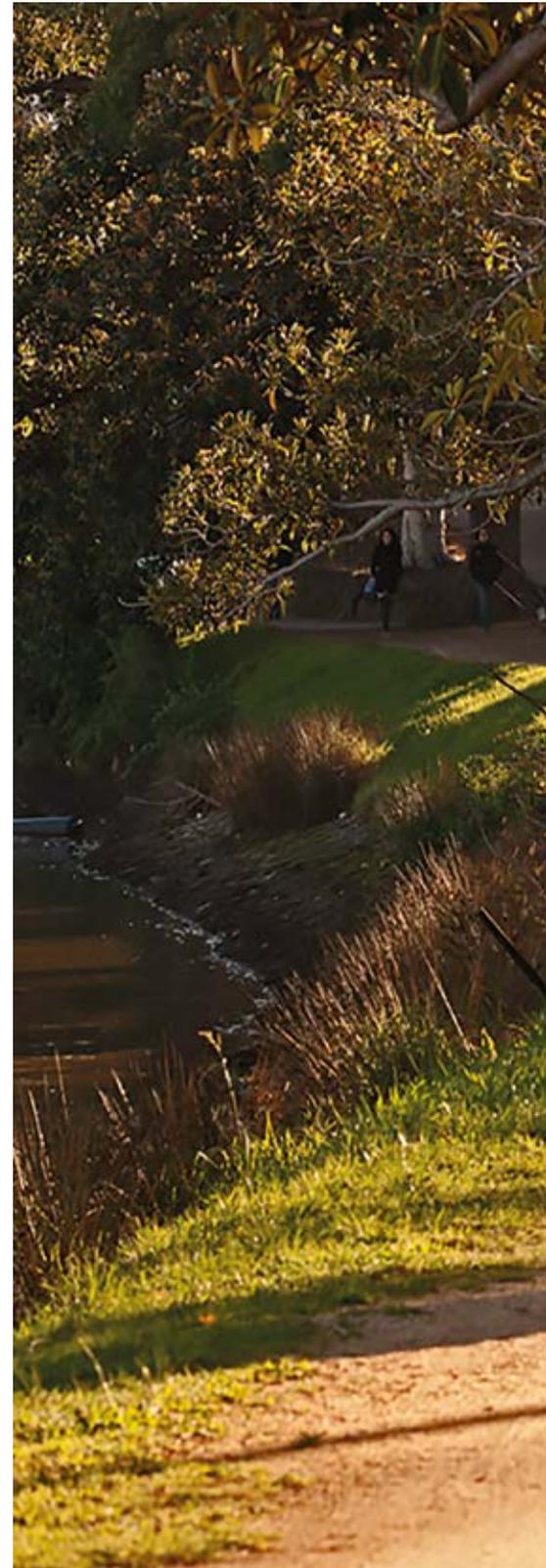
Understanding the city's heritage is a key to protecting heritage places and values. The City of Melbourne has a statutory responsibility under the Planning & Environment Act 1987 to take action to recognise and protect heritage places throughout the municipality, using the Planning Scheme.

A recent internal review of various existing heritage studies in the city has identified some gaps in industrial heritage in relation to post-Second World War places, street elements (paving, kerb and guttering, signs, infrastructure), laneways, exceptional trees, potential for archaeology and Indigenous places. The City of Melbourne has not fully investigated places with natural heritage values. Some older heritage studies lack 'Statements of Significance' and are not comprehensive in scope. Many highly significant 'A' and 'B' graded places lack a 'Statement of Significance'.

Utilising the City of Melbourne's Geographical Information Systems (GIS) capability, a comprehensive information system integrating heritage data in a map, would create a powerful, publicly available tool for heritage planning, management and interpretation.

Actions

- 1.1 **Develop an online heritage places information system to meet the needs of the City of Melbourne, the wider community and other users, that links with Heritage Victoria's HERMES information system.**
- 1.2 **Investigate the establishment of a City of Melbourne heritage information portal that provides access to all Melbourne's heritage information repositories, including the City of Melbourne's own collection.**
- 1.3 **Develop a 'Statement of Significance' for the city that covers all aspects of heritage including natural, Indigenous and built form heritage.**
- 1.4 **Investigate, identify, assess and document gaps in the record of items and places of cultural and/or natural heritage significance.**





PROTECTING

Goal

To protect and value all heritage places and put in place policies to support decision making around heritage conservation.

To sustain and rejuvenate the city's heritage places as part of planned strategic responses to ongoing urban development.

Rationale

The city will continue to undergo significant growth and change. Understanding, recognising and responding to the factors that drive change is the basis for successful heritage management. Change can be used as an opportunity to conserve and integrate heritage values into the fabric of a contemporary city.

Protecting heritage requires a proactive approach, combining legal protection with clear guidance where change is proposed. Recognition and protection of heritage through the Planning Scheme should mean that proposals for change actively respond to heritage requirements.

The Municipal Strategic Statement (MSS) Growth Area Framework Plan defines the areas of high growth and development as the Hoddle Grid and three urban renewal areas of Southbank, City North and Arden Macaulay.

Reviewing these high-change areas to identify and protect heritage is the highest priority. The next priority is to review those areas in the Mixed Use zones because these areas are subject to a moderate degree of change.

The more stable areas of the city are in the residential zones.

These areas generally already have extensive heritage controls and will undergo very little change. They do not require full scale review but some gaps and inconsistencies in the existing controls need to be addressed.

The prominence of historically significant vistas is protected in the MSS and by built form controls in the Planning Scheme. These controls should be reviewed to ensure there are no gaps or inconsistencies.

In addition to these reviews, the heritage policy outside the Capital City zone needs to be reviewed to update the heritage grading system and strengthen controls with better decision making guidelines.

Actions

- 2.1 Review the scope of heritage place studies and reviews in the municipality to ensure that all relevant places are included and protected. This includes all places on the now defunct register of the National Estate.
- 2.2 Progressively undertake a review of heritage in the high-growth and urban renewal areas and in the mixed use areas of the city.
- 2.3 Review the heritage controls in the residential zones of the city, targeting resolution of gaps and inconsistencies in the existing controls.
- 2.4 Review the Melbourne Planning Scheme controls of heritage vistas in the Capital City Zone and the built form and scale of the context of heritage buildings and precincts.
- 2.5 Undertake Stage 2 of the Indigenous Heritage Study and Strategy.
- 2.6 Investigate and document the city's natural heritage to determine cultural and historic significance.
- 2.7 Scope and commission a broad-scale predictive modelling of the potential for significant archaeological material to survive within the city, and implement the findings. (This has been undertaken for the CBD by Heritage Victoria.)
- 2.8 Review and update Melbourne Planning Scheme local policies (22.04), Heritage Places Within The Capital City Zone and (22.05) Heritage Places Outside The Capital City Zone. Consider principles for adaptation, re-use and creative interpretation in the review.
- 2.9 Develop Statements of Significance, drawing from themes in the *Thematic History - A History of the City of Melbourne's Urban Environment 2012*, for all heritage precincts, individually significant buildings and places across the city.
- 2.10 Undertake a review of the City of Melbourne's heritage places grading system and update in accordance with the Department of Planning and Community Development's "Applying the Heritage Overlay, September 2012" practice note.
- 2.11 Review and update the existing heritage places guidelines for property owners and for the City of Melbourne when applying planning controls. Include consideration of adopting or adapting the Heritage Victoria guidelines.



MANAGING

Goal

To maintain well-developed management plans and policies to guide the conservation of the City of Melbourne's own heritage assets.

That individuals, or organisations who own and manage heritage places, objects and collections are able to care for their heritage assets, understand their heritage values, appreciate the legal requirements, and know where to go for advice, support and financial assistance.

Rationale

The City of Melbourne owns and manages a wide array of heritage places, including parks, gardens, public and community buildings, street trees, laneways, bridges, drains and so on. It also has significant collections of documents, images, objects, public art and monuments in its care, and has excellent policies in place for their management. The City of Melbourne does not have any legal responsibilities for objects and collections, except those under its own control.

The City of Melbourne also has a statutory responsibility for land use planning, and so a key focus of its support for heritage custodians is around property and place matters. The needs of custodians of objects and collections will vary, depending on their knowledge and appreciation of heritage values and statutory protection systems, and their corporate and personal resources.

The City of Melbourne needs to ensure that custodians of the city's heritage have access to the information and expert advice they need to care for heritage assets.

The City of Melbourne may offer support in the form of a grant, or it may assist with technical advice to community organisations with significant collections or objects pertaining to the history of the city.

Public recognition of good heritage is important. The City of Melbourne could acknowledge property owners, managers, their contractors and consultants by building up a portfolio of exemplary projects that illustrate good heritage outcomes and make these accessible to the public.

Actions

- 3.1 **Establish, adopt and use best practice heritage management principles.**
- 3.2 **Acknowledge the heritage value of the the City of Melbourne's heritage assets by including them on its asset database.**
- 3.3 **Establish heritage asset management plans for each City of Melbourne owned or managed place, and generic plans for asset places of the same type (for example street furniture).**
- 3.4 **Review and update policies to guide the conservation of types of places or elements such as street infrastructure, street trees, park buildings and infrastructure, archaeological places, cultural landscapes, significant trees, bridges and public art.**
- 3.5 **Ensure the heritage significance of all City of Melbourne objects and collections is recognised and conserved, using the Art and Heritage Collection as a model.**
- 3.6 **Develop internal procedures to ensure heritage values are protected in the course of any works the City of Melbourne undertakes.**
- 3.7 **Use the City of Melbourne's management of its own heritage properties to demonstrate good practice in heritage management.**
- 3.8 **Advocate for, and assist individuals and organisations to prepare management plans for heritage places they own, including the possibility of grants or loans to community owners.**
- 3.9 **Establish a procedure to protect the heritage values of heritage assets identified for removal, disposal or sale.**
- 3.10 **Identify the major custodians of Melbourne's heritage places, for example, churches, museums, galleries, tertiary, financial, government and other institutions. Research and establish the best methods of working with these custodians to help them manage their heritage properties or assets.**
- 3.11 **Establish a new owners' 'Heritage Information Pack' to be made available to new and existing owners of heritage places.**
- 3.12 **Set priorities for the Melbourne Heritage Restoration Fund and ensure it supports activities related to emerging and challenging heritage issues. Explore development of its funding model.**
- 3.13 **Investigate the feasibility of other mechanisms available to Council which would provide incentives to property owners - financial or otherwise - for ongoing heritage preservation.**



COMMUNICATING AND CELEBRATING

Goal

Recognise and celebrate the community's diverse cultures and heritages.

All the city's communities – residential, business, cultural, corporate and educational – enjoy the city's heritage, appreciate its value and are engaged in its conservation.

Rationale

Melbourne's heritage is important to the people who work, live and play in the city, and to the whole of metropolitan Melbourne. The heritage qualities of Melbourne's inner city urban environment are a competitive strength for businesses that choose to locate here. Engaging with all interested parties is important for the effective negotiation of complex heritage planning issues and for achieving the best outcomes.

While there are many current opportunities to experience Melbourne's history and heritage, there is potential to bring in the use of new technologies.

The City of Melbourne is already actively working in collaboration with local and Indigenous communities, helping them tell their stories through art, performance, and storytelling via a diverse range of projects. This action seeks to continue and build on these initiatives.

Actions

- 4.1 Investigate establishing an interpretation centre for Melbourne's past, present and future.
- 4.2 Help build an appreciation of Melbourne's history and heritage by making material held by the City of Melbourne publicly accessible, such as through the city gallery.
- 4.3 Improve and expand the heritage information available through the City of Melbourne's website and through mobile devices and make heritage studies and data publically available.
- 4.4 Start a 'Melbourne's Memory' project, designed to capture and share memories and traditions that enrich our appreciation of Melbourne life, the built environment and landscape, building on previous successes in this area.
- 4.5 Continue to interpret and provide the wider community information about the city's Indigenous landscape and culture and modern Indigenous stories. Maintain community connections and build on the proposed Indigenous Heritage Study (Stage 2).
- 4.6 Continue to support local communities recording and presenting of their local stories. Promote, support and encourage new and creative ways to tell Melbourne's stories and interpret Melbourne's heritage fabric, using new technologies, art and performance, celebrations, experiences, writing, visual and other methods.
- 4.7 Develop a plan to guide the City of Melbourne's engagement with all the various communities on heritage issues and produce new information materials for those in the wider community with an interest in heritage.
- 4.8 Explore the possibility of establishing a network of community-based history and heritage organisations across the city.
- 4.9 Improve the ways for involving the various communities of the city with identifying heritage matters, values and places that have meaning to them.
- 4.10 Develop Council's public heritage program to inform the wider community about heritage and the opportunities to experience heritage places and conservation activities.



5 REVIEW AND MONITORING

Implementation plan

An implementation plan showing the prioritisation of each of the actions in this strategy is at Appendix 1.

Every four years

Review the Implementation Plan towards the end of each council term to monitor progress with its implementation and set priorities, actions and responsibilities for the coming term.

In 2020

Review and revise the Heritage Strategy in its entirety to ensure it remains relevant, effective and up to date.



6 RESOURCES LIST

Heritage principles and practice guides

Australia ICOMOS, 1999. The Australia ICOMOS Charter for the conservation of places of cultural significance (The Burra Charter), Burwood.

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Panel reports

Panel reports for various heritage Planning Scheme Amendments are available from the Dept. of Planning and Community Development.

1 APPENDIX

IMPLEMENTATION PLAN

First Priority Actions			
Heritage Strategy Action			Timeframe
2.2	Progressively undertake a review of heritage in the high-growth and urban renewal areas and mixed use areas of the city.	Current work includes Central City Heritage Review, City North Heritage Review, Arden Macaulay Heritage Review, Kensington Heritage Review. Other areas to be reviewed in 2014-2017: 2014-16: Southbank, Fishermans Bend & Docklands 2016-17: North/West Melbourne & South Carlton	2013-17
2.3	Review the heritage controls in the residential zones of the city, targeting resolution of gaps and inconsistencies in the existing controls.	To commence in 2013.	2013-14
2.6	Investigate and document the city's natural heritage to determine cultural and historic significance.	Through Urban Forest Strategy & Indigenous Heritage Study, natural heritage values are being further investigated. Planning Scheme Amendments are underway to protect trees in the Exceptional Tree Register.	2013-14
2.8	Review and update Melbourne Planning Scheme local policies 22.04 Heritage Places Within The Capital City Zone and 22.05 Heritage Places Outside The Capital City Zone. Consider principles for adaptation, re-use and creative interpretation in the review.	To commence in 2014.	2013-14
3.12	Set priorities for the Melbourne Heritage Restoration Fund and ensure it supports activities related to emerging and challenging heritage issues. Explore development of its funding model.	Discussions with the Melbourne Heritage Restoration Fund Board are currently under way.	2013-14
3.13	Investigate the feasibility of other mechanisms available to Council which would provide incentives to property owners - financial or otherwise - for ongoing heritage preservation.	To commence in 2014.	2013-14

Second Priority Actions

Heritage Strategy Action	Timeframe
1.1 Develop an online heritage places information system to meet the needs of Council, the wider community and other users, and links with Heritage Victoria's HERMES information system.	2013-17
1.2 Investigate the establishment of a City of Melbourne heritage information portal that provides access to all Melbourne's heritage information repositories including the City of Melbourne's own collection.	2013-17
2.1 Review the scope of heritage place studies and reviews in the municipality to ensure that all relevant places are included and protected. This includes all places on the now defunct register of the National Estate.	2013-17
2.4 Review the Melbourne Planning Scheme controls of heritage vistas in the Capital City Zone and the built form and scale of the context of heritage buildings and precincts.	2013-17
2.5 Undertake Stage 2 of the Indigenous Heritage Study and Strategy. (Indigenous Heritage Action Plan is currently being developed. Part 2 of Indigenous Heritage Study to happen afterwards).	2013-17
2.9 Develop Statements of Significance, drawing from themes in the <i>Thematic History - A History of the City of Melbourne's Urban Environment 2012</i> , for all heritage precincts, individually significant buildings and places across the city.	2013-17
2.10 Undertake a review of the City of Melbourne's heritage places grading system and update in accordance with the Department of Planning and Community Development's "Applying the Heritage Overlay, September 2012" practice note.	2013-17
3.1 Establish, adopt and use best practice heritage management principles.	2013-17
3.7 Use the City of Melbourne's management of its own heritage properties to demonstrate good practice in heritage management.	2013-17
3.9 Establish a procedure to protect the heritage values of heritage assets identified for removal, disposal or sale.	2013-17
3.10 Identify the major custodians of Melbourne's heritage places, for example, churches, museums, galleries, tertiary, financial, government and other institutions. Research and establish the best methods of working with custodians to help them manage their heritage properties or assets.	2013-17
3.11 Establish a new owners' 'Heritage Information Pack' to be made available to new and existing owners of heritage places.	2013-17
4.1 Investigate establishing an interpretation centre for Melbourne's past, present and future.	2013-17
4.3 Improve and expand the heritage information available through the City of Melbourne's website and through mobile devices and make heritage studies and data publically available.	2013-17
4.4 Start a Melbourne's Memory project, designed to capture and share memories and traditions that enrich our appreciation of Melbourne life, the built environment and landscape, building on previous successes in this area.	2013-17
4.5 Continue to interpret and provide the community information about the city's Indigenous landscape and culture and its modern Indigenous stories. Maintain community connections and build on the proposed Indigenous Heritage Study (Stage 2).	2013-17
4.9 Improve the ways for involving the various communities of the city with identifying heritage matters, values and places that have meaning to them.	2013-17

Third Priority Actions

Heritage Strategy Action	Timeframe
1.3 Develop a 'Statement of Significance' for the city that covers all aspects of heritage including natural, Indigenous and built form heritage.	post-2017
1.4 Investigate, identify, assess and document, gaps in the record of items and places of cultural and/or natural heritage significance.	post-2017
2.7 Scope and commission a broad-scale predictive modelling of the potential for significant archaeological material to survive within the city, and implement the findings. (This has been undertaken for the CBD by Heritage Victoria).	post-2017
2.11 Review and update the existing heritage places guidelines for property owners and for the City of Melbourne when applying the planning controls. Include consideration of adopting or adapting the Heritage Victoria guidelines.	post-2017
3.2 Acknowledge the heritage value of the City of Melbourne's heritage assets by including them on its asset database.	post-2017
3.3 Establish heritage asset management plans for each City of Melbourne owned or managed place, and generic plans for asset places of the same type (for example street furniture).	post-2017
3.4 Review and update policies to guide the conservation of types of places or elements such as street infrastructure, street trees, park buildings and infrastructure, archaeological places, cultural landscapes, significant trees, bridges and public art.	post-2017
3.5 Ensure the heritage significance of all City of Melbourne objects and collections is recognised and conserved, using the Art and Heritage Collection as a model.	post-2017
3.6 Develop internal procedures to ensure heritage values are protected in the course of any works the City of Melbourne undertakes.	post-2017
3.8 Advocate for, and assist individuals and organisations to prepare management plans for heritage places they own, including the possibility of grants or loans to community owners.	post-2017
4.2 Help build an appreciation of Melbourne's history and heritage by making material held by the City of Melbourne publicly accessible, such as through the City Gallery.	post-2017
4.6 Continue to support local communities recording and presenting of their local stories. Promote, support and encourage new and creative ways to tell Melbourne's stories and interpret Melbourne's heritage fabric, using new technologies, art and performance, celebrations, experiences, writing, visual and other methods.	post-2017
4.7 Develop a plan to guide the City of Melbourne's engagement with all the various communities on heritage issues and produce new information materials for those in the wider community with an interest in heritage.	post-2017
4.8 Explore the possibility of establishing a network of community based history and heritage organisations across the city.	post-2017
4.10 Develop Council's public heritage program to inform the wider community about heritage and the opportunities to experience heritage places and conservation activities.	post-2017

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