



Heritage Recognition Program Policy and Strategy March 2004

A Heritage Recognition marker aims to 'trigger' an interest in a place, and encourage further appreciation or exploration. (HRP work group October 2001)

Purpose

The primary aim of the Heritage Recognition Program (HRP) is to provide historical information about important historical sites that is not evident by being at those sites.

The HRP Policy and Strategy guides a coordinated approach to identifying, marking and linking places of historical or cultural interest across the City of Port Phillip (CoPP). It provides criteria and guidelines for the annual nomination, selection and installation of heritage recognition markers.

More specifically, the policy and strategy aim to:

- maintain a consultative and coordinated approach to the identification of places for marking;
- create a consistent and identifiable style and presentation of marker;
- map out an even distribution of heritage markers;
- provide links to more information about a place other than that which is usually presented on a regular style of plaque.

The expected outcome is a more rounded and representative story about the City told through the installation of heritage markers supported by links to additional historical information.

Background

In the past, the installation and location of historical plaques across Port Phillip has been unplanned, apart from a period in St Kilda during the 1980s.

Excluding plaques attached to monuments, memorials and urban art, the City of St Kilda had two programs of installing twelve heritage plaques in the 1980s. There are also plaques on each town hall, and four other known historical information type plaques at sites across the rest of the City.

As a consequence several styles of plaque have been installed across the City. The HRP is an opportunity to bring some consistency and an identifiable style to the presentation of heritage markers.

There is also an opportunity to provide links to further information, to address the varying levels of public interest in the history of the City.

Policy context

The HRP Policy and Strategy is informed by the City of Port Phillip Cultural Vitality Pillar. The 2003-2004 Corporate Plan includes the following objectives:

- Appreciate and promote Port Phillip's heritage (4.3).
- Broaden public understanding of the important historical spots in the city (4.3.2).

The heritage marker

For the purposes of the HRP Policy and Strategy, a 'heritage marker'

- is a marker specifically used to identify an historically or culturally significant place, that is not otherwise marked or evident as a significant place
- will consist of text providing historical information and a link to further sources within Port Phillip
- is part of a coordinated historical marking program

For the purposes of the HRP Policy and Strategy, a 'heritage marker' is not

- a personal memorial
- a commemorative plaque
- signage other than heritage recognition in the form of historical information on a heritage marker

Resources and staffing

Budget

An annual budget for this program will determine the number of markers that can be researched, manufactured and installed each year.

Project Coordinator

The HRP and its budget are managed by the Cultural Heritage Coordinator.

Steering Committee

The HRP Steering Committee consists of:

- a representative of the St Kilda Historical Society
- a representative of the Port Melbourne Historical and Preservation Society
- the Port Phillip Local History Librarian as representative of South Melbourne
- a CoPP Councillor
- members of the HRP Work Group

Work Group

The HRP Work Group consists of:

- Manager, Urban Design and Architecture
- Coordinator, Arts and Festivals
- Cultural Heritage Coordinator
- Local History Librarian

Nomination and selection of HRP markers

Nomination of a heritage site

An initial list of sites recommended for heritage markers was compiled at the commencement of the Heritage Recognition Program by the Port Melbourne Historical and Preservation Society, the St Kilda Historical Society, and the Local History Librarian. Additional suggestions have since been provided by CoPP Councillors and staff, and members of the public.

Potential sites for heritage markers and an account of their significance may be forwarded by any person at any time to the Project Coordinator or a member of the Steering Committee.

Potential sites may also be nominated by representatives of the Steering Committee.

Selection process and criteria

Sites nominated for potential heritage markers are reviewed annually by the Steering Committee at a heritage marker selection meeting. The Steering Committee select the markers to be developed and installed during the financial year, using the criteria listed below. Consultation with other CoPP heritage experts may take place on the recommendation of the Steering Committee.

A potential site must adhere to all of the following criteria.

It must:

- a. be recognised for its cultural or social significance to people of CoPP over a period of time
- b. be a site for which a heritage marker would offer significant information not otherwise evident unless the site was marked
- c. not already be identified by a plaque or sign giving historical information
- d. be an individual site (rather than an area or group of elements)
- e. have sufficient historical information available
- f. be publicly accessible
- g. contribute to an equal distribution of heritage marking across the City within the designated annual budget

Number and distribution of markers across CoPP

Although the number of markers created each year will depend upon the budget available, it is the intention to install a minimum of fourteen heritage markers each year, with two identified for each of the seven neighbourhoods of CoPP.

The seven CoPP neighbourhoods are:

Albert Park/Middle Park, East St Kilda/Balaclava, Elwood/Ripponlea, Port Melbourne, South Melbourne, St Kilda Road, St Kilda

Content, design, manufacture and installation

Content

The HRP markers aim to 'trigger' interest in a place, and encourage further exploration or appreciation. They provide a basic level of heritage information and links to further related information or places to visit.

Once a site is selected for a heritage marker, the HRP Project Coordinator works with Steering Committee members to prepare the content for the heritage marker and for additional linked information.

The content for the heritage marker consists of:

- a maximum of 50 words describing the historical significance of the site.

Strategies for the provision of further information include:

- Additional details about the site on Port Phillip Online, such as text of up to 1000 words, references to other sources of information, photographs and diagrams
- GIS mapping of heritage markers

Design

A standard template is used for all of the HRP markers. It was designed to be identifiable yet discreet, and to have the capacity for installation on various types of sites.

Manufacture and installation

The Project Coordinator will arrange the manufacture and installation of the heritage markers.

Review and maintenance

With the annual installation of a number of heritage markers across the City, there is the potential to “over mark” the city.

Over a period of time, as with all plaque type applications, the heritage marker is likely to fall into disrepair. All HRP markers will be reviewed five years after their installation. If they are found to be in disrepair, the continued relevance of replacing the heritage marker will be reviewed by the Steering Committee at their annual heritage marker selection meeting, with consideration of the opportunity to mark another site and not “over mark” the City. All repair and replacement costs of the HRP markers must be covered by the HRP budget.