



# Heritage Recognition Program Guidelines 2016

*A Heritage Recognition marker aims to 'trigger' an interest in a place, and encourage further appreciation or exploration.*

Heritage Recognition Program work group October 2001

## Purpose

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

The Heritage Recognition Program Guidelines provide a coordinated approach to identifying, marking and linking places of historical or cultural interest and significance across the City of Port Phillip (City of Port Phillip). They provide a strategy and criteria for the nomination, selection and installation of heritage recognition markers.

More specifically, the Guidelines 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 public 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 Heritage Recognition Program 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 in order to address the varying levels of public interest in the history of the City.

## **Context**

There are a range of Council documents that inform and support these Guidelines and create a context for the implementation of this program. These Guidelines sit within a broader social, cultural and planning framework across the City of Port Phillip.

## **The heritage marker**

**For the purposes of the Heritage Recognition Program Guidelines, 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 Heritage Recognition Program Guidelines, 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**

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

### **Project Coordinator**

The Heritage Recognition Program and its budget are managed by the Art & Heritage Team Leader.

### **Cultural Heritage Reference Committee**

The Cultural Heritage Reference Committee comprises:

- a City of Port Phillip Councillor
- a representative of the St Kilda Historical Society
- a representative of the Port Melbourne Historical and Preservation Society
- a representative of the Middle Park History Group
- representatives from the community

## **Nomination and selection of Heritage Recognition Program 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 City of Port Phillip 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 Art & Heritage Team Leader or a member of the Cultural Heritage Reference Committee.

Potential sites may also be nominated by representatives of the Cultural Heritage Reference Committee.

### **Selection process and criteria**

Sites nominated for potential heritage markers are reviewed by the Cultural Heritage Reference Committee and selected using the criteria listed below. Consultation with other City of Port Phillip heritage experts may take place on the recommendation of the Cultural Heritage Reference 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 City of Port Phillip 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 City of Port Phillip**

Although the number of markers created each program year will depend upon the budget available, it is the intention to install a minimum of seven heritage markers each year of the program, with one identified for each of the seven neighbourhoods within the City of Port Phillip.

The seven neighbourhoods are: Albert Park/Middle Park, East St Kilda/Balaclava, Elwood/Ripponlea, Port Melbourne, South Melbourne, St Kilda Road and St Kilda/West St Kilda.

## **Content, design, manufacture and installation**

### **Content**

The Heritage Recognition Program 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 by the Cultural Heritage Reference Committee, the Heritage Recognition Program Project Coordinator prepares 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
- a historic photo of the site where appropriate and as needed

Strategies for the provision of further information include:

- Additional details about the site on Council's heritage website, such as text of up to 1000 words, references to other sources of information, photographs and diagrams
- Mapping of heritage markers
- Opportunities for engagement through smart phone applications/ technologies where appropriate

## **Design**

A standard template is used for all of the Heritage Recognition Program 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 Heritage Recognition Program 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 Cultural Heritage Reference Committee, with consideration of the opportunity to mark another site and not “over mark” the City. All repair and replacement costs of the Heritage Recognition Program markers must be covered by the Heritage Recognition Program budget.