'THE URBAN ICONS OF PORT PHILLIP'

City of Port Phillip

December 2004

based on the consultancy:

"Urban Iconography Study"

prepared for the City of Port Phillip by

Torque Pty Ltd

July 2002

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SECTION 1: Background

1.1 Preface

Like many Local Government areas, the municipality of Port Phillip has boundaries which bear little relation to the centres of community activity, the daily movement patterns of its residents or the network of arterial roads or land uses.

It is therefore an impossible task to identify or succinctly encapsulate 'place' that is Port Phillip in a few words or images. While one person might volunteer some characteristic that they consider represents their perception of the city this would not be a common view among others. Each person will have their own descriptors of the municipality or its places. We could accept that the collected views of many people would constitute a fair description of the city, but it, too, would be a subjective overview.

If we were to ask a range of people what they think of when we say the word "Elwood", we will get a variety of answers which, collectively, could be thought of as constituting "Elwood" in the minds of its residents or visitors. Among such answers may be physical features such as Elwood Canal or Port Ormond, or intangible qualities such as sea breezes or friendly shopkeepers. It is reasonable to describe Port Phillip as a collection of distinct and distinctive neighbourhoods or suburbs, some wholly within its borders, some partially.

The development boom of recent years has amply demonstrated that, although the city is substantially built up, with little undeveloped land, the capacity for change to the urban fabric is considerable. The processes of urban consolidation and redevelopment have been going on for decades, but have accelerated in the past several years, as the demand for near-city, bayside living has quickened and older, less valued buildings have been replaced.

The resident population of Port Phillip, although rising relatively slowly compared to the number of new dwellings, due to decreasing average household sizes, includes an increasing percentage of newcomers to the municipality.

The Port Phillip Planning Scheme includes provisions to protect and retain buildings of historic, architectural or streetscape value. These provisions ensure that much of the original urban fabric and character of the municipality continues to exist, albeit alongside bigger, newer developments which for which there is strong demand.

Against these background scenarios, it is apparent that there is more to the municipality's identity and uniqueness than its private properties, civic infrastructure and public amenities. There is a strong but subtle "sense of place", which is seen, heard, smelled or sensed, and which varies from one part of the city to another.

This identifying "sense of place" is a fragile and ephemeral quality, which is in danger of being diminished as the inevitable process of urban evolution continues.

Unless and until this "sense of place" is identified, evaluated, adopted and protected, we remain ignorant to the elements that create and comprise it and hence to threats to it.

Whether by this question-and-answer technique or some others, it is possible to determine those elements.

This Study aimed to identify those elements of the physical environment that attain some iconic value in peoples' "mental maps" of the various parts of Port Phillip. In this way, the study aimed to identify and record one collective impression of the urban icons of the city, and to recommend means whereby they can be protected and enhanced, and to determine how new public and private works can strengthen the values that these icons represent.

The study thus relied heavily on primary research through consultation with the general public as well as with identified community representatives. Its output uses various media to communicate the essence of the municipality's urban iconography to its citizens and to those who contribute to new buildings and public works in Port Phillip.

1.2 Introduction

Prior to undertaking this study the icons and iconic features that constitute the rich cultural layers of Port Phillip and its eight neighbourhoods had neither been identified, collectively acknowledged as important nor comprehensively listed and profiled. Although some of the more traditional and obvious icons were listed and or protected within the confines of other studies or the Port Phillip Planning Scheme, much of what was important remained in the minds of individuals and special interest groups. The Study identified these icons by collecting peoples' opinions as to what they considered to be the urban icons of Port Phillip, and to record them as an, admittedly, random but wide-reaching, snapshot of what gives the municipality and its neighbourhoods their particular identity and character.

In commissioning the Study Council's aim was to identify, capture, collate and categorise the elements, features and qualities of the municipality that were physically and emotionally valued by Council, and the city's residents and visitors, and thereby to:

– heighten Council and community perception, interest and custodianship of the iconic heritage of the City,
– complement and add further understanding to the City of Port Phillip's Corporate Plan, Heritage Review 1998, Urban Character Study 1998 and Design Manual 1999,
– assist Council and Council Officers to establish frameworks, work practices and policies that would acknowledge, protect and celebrate the importance of the City's cultural and physical icons and features,
– reinforce and present some tangible evidence of the unique 'Sense of Place' that characterises the City of Port Phillip and its eight neighbourhoods,
– determine means whereby new public and private works could strengthen the values that these icons represent,
– raise an awareness of the importance to the Port Phillip community within and between Council and Council staff, private owners, and other custodians of the identification and community recognition of these icons,
– identify (issues and) strategies to assist and inform Council, Council staff, developers, residents and other custodians in the day to day and ongoing management, protection and promotion of the city's social, cultural and spiritual assets, and
– research, capture and document an eclectic cross-section of the unique characteristics of the city's eight neighbourhoods:
  - Elwood
  - Ripponlea
  - St Kilda
  - East St Kilda
  - South Melbourne
  - Middle Park
  - Albert Park
  - Port Melbourne.

In July 2000 the City of Port Phillip commissioned Torque Pty Ltd as principal consultant, with Culture in Action as sub-consultant, to undertake the Urban Iconography Study. Their report "The Urban Iconography Study", was submitted to Council's Reference Group in July 2002.

This document summarises the consultant report, describes the status, outputs and actions implemented to date, and recommends processes to ensure the future recognition and preservation of the identified icons.

1.3 An Overview of the Municipality

The City of Port Phillip is one of the oldest districts of European settlement in Melbourne. Located on the northern shore of Port Phillip Bay the area is well known for its urban villages, a foreshore which stretches for nearly ten kilometres, its cultural diversity, distinctive architecture, artistic expressions and variety of parks and gardens. The municipality is an administrative entity whose boundaries bear little relation to the centres of community activity, the daily movement patterns of its residents, workers and visitors or the network of arterial roads or land uses. Today its eight neighbourhoods are geographical and cultural elements of the complete Port Phillip experience.

Within this context it is important to identify and succinctly encapsulate in words or images the 'place' that is Port Phillip. Although the city is substantially built up with little undeveloped land, the capacity for further, more intensive, growth is considerable. The processes of urban consolidation and redevelopment have been going on for decades, but have accelerated in recent years, as the demand for near-city, bayside living has quickened and older, less valued buildings are being replaced.

1.4 A Sense of Place

The Port Phillip Planning Scheme includes provisions to protect and retain buildings of historic, architectural or streetscape value. These provisions ensure that much of the original urban fabric and character of the municipality continues to exist, albeit alongside bigger, newer developments. However, it is apparent that there is more to the municipality's identity and uniqueness than its private properties, civic infrastructure and public amenities. There is a strong but subtle 'Sense of Place' which is seen, heard, smelled or sensed, and which varies from one part of the city to another.

SECTION 2: The Consultants' Reports

2.1 The Urban Iconography Study

2.1.1 Presentation of Findings

In July 2002 Torque presented the Urban Iconography Study in two separate volumes. The information and data contained within these documents form the basis of this report and inform the future directions and guidelines for the ongoing recognition and protection of the Urban Icons of Port Phillip. The two documents were:

Volume 1: Urban Iconography Study Primary Report (July 2002)

This document contains:
- itemised lists of the research findings presented as tabled lists which identify, sort, and categorise the Urban Icons of Port Phillip within the eight neighbourhood precincts of Elwood, Ripponlea, St Kilda, East St Kilda, South Melbourne, Middle Park, Albert Park and Port Melbourne,
- eight Neighbourhood Precinct maps,
- a series of city-wide photographic 'Sense of Place' images. These were used as catalysts for information gathering and discussion during the research phase of the Study, and
- comprehensive details of the consultants' research and assessment methodologies presented as:
  - **Section 1 Planning Phase**:
    1.1 Introduction
    1.2 Study Focus
    1.3 Study Goals
    1.4 Study Consultation Plan
    1.5 Study Research Rationale

  - **Section 2 Action Phase:**
    2.1 Consultation Process
    2.2 Consultation Guiding Framework which is presented under the following four headings: (Level1 Neighbourhood Character, Level 2 Neighbourhood Cultural Identity, Level 3 Iconic Presence, Level 4 Urban Design Principles)
    2.3 Neighbourhood Identity

  - **Section 3 Documentation Phase:**
    3.1 Overall Consultation Findings

  - **Section 4 Recommendations:**
    4.1 Documentation of Key Findings
    4.2 Diversity of Influences

  - **Section 5 Neighbourhood Listings:**
    5.1 Documentation of Key Findings

Volume 2: **Urban Iconography Study Supplementary Report (2001)**

This document contains:
- a copy of the Consultant Brief for the study.
- copies of the Community Consultative processes and procedures, including: research locations, identified groups and individuals, mailing lists, hand-outs, questionnaires etc.

SECTION 3: The Value and Role of Icons

3.1 Icons and the Growth of a Municipality

As the neighbourhoods that comprise today's City of Port Phillip developed, so too did the seeds of the City's iconic heritage. The imprints: of people, cultures and lifestyles; of civic infrastructure, building materials, building styles and building embellishments: of skylines, streetscapes, gardenscapes, landscapes and seascapes: of artefacts, monuments and public art: and of views, vistas, smells and sounds, all constitute this iconic heritage in the minds of the city's residents and visitors.

In a period of accelerated growth and change it therefore became increasingly important to identify and capture this 'Sense of Place'; to find and articulate the fragile and ephemeral qualities which exist side by side with the city's more tangible assets, elements of the physical and social fabrics that were in danger of being diminished as the inevitable process of urban evolution continues.

3.2 The value of Icons within an Urban Context

Visual, tactile and experiential. Icons connect us with particular places, things, times and people. Their enduring worth in the lives of individuals and the places and spaces they inhabit, create and leave as legacies should never be underestimated nor diminished.

3.3 Definition: Icons and Iconography

In April 2003, following presentation of the Consultant report, Council's Corporate Communications Service Unit produced a brochure entitled 'A Sense of Place' which defines Icons and Iconography as follows:

Icon (n) - emblem, symbol; a sign whose form suggests its meaning. Etymology: Latin, from Greek eikOn, from eikenai to resemble

Iconography - the use of images and symbols to represent ideas, or the particular images and symbols used in this way

SECTION 4: The Consultants' Study Process

4.1 Study Context

The Urban Iconography Study was set against a backdrop of accelerated urban development and lifestyle changes taking place throughout the municipality. These included:

- the impact of the 1994 Local Government amalgamations and the perceived or real changes that that process brought to peoples' experience of 'Sense of Place' as municipal boundaries disappeared or were altered into larger Council areas,
- the changing size and ambience of the municipality which created personal and community challenges that meant letting go of the old and understanding the new.
- an increase in inner-city-living developments which meant reduced private recreational space and higher demands on existing public open space.
- a new socio economic mix , with long-time residents, newcomers, working class and wealthy working and living side by side, and
- a wider range and variety of lifestyles, cultures and social and cultural needs.[1]

In parallel with this scenario the broader change in urban living and patterns of recreation meant that people from outside the municipality also recognised it as a desirable and popular place to visit and recreate. The city's architecture, vistas, ambience, cultural history and diversity have broad appeal. These rich social, cultural and locational assets provided, and continue to provide, sanctuaries and respite for those who can't live here but wish they could.

4.2 Study Methodology

The study included a range of research and information gathering processes. These included a series of one-on-one and group interviews, questionnaires and discussions as well as literary and photographic research and analyses. The consultants met regularly with, reported to and gained feedback from Council's Reference Group. [2]

4.3 Collection of Data

Research took place on a neighbourhood basis. The ambience, mood and spirit of each neighbourhood was recorded photographically by the consultants to enable local people and visitors to build up the layers of neighbourhood character' by contributing their thoughts and ideas. As the research progressed it became clear that people were passionate and informed about their local area and the municipality as a whole and that personal and collective icons which were nominated provided a sense of security and connection to 'place' which contributed to and enriched their everyday lives.

In addition to comprehensive consultation with Council, approximately 500 residents, artists, community groups and business people participated in the data collection phase of the study. [3]

As outlined in 4.2 Study Methodology, in addition to the community consultation process the consultants undertook a literary and photographic review of relevant publications and photographic images. Among these were Corporate documents such as:

- The *City of Port Phillip's Corporate Plan 1999-2000*
- *Heritage Review 1998*
- *Urban Character Study 1998*
- *Design Manual 1999*
- *Council's Community Directory (current edition).*

Other research material included:

- "*They Can Carry Me Out*", Vintage Port: Worth Preserving Project, 1991
- *"St Kilda in Your Face"* (Hoyne Design, 1997) and
- relevant information found in city-wide libraries and Historical Societies' publications. Photographic images supplied by community respondents and the curator of the City's Historic Collection also provided important and valuable reference material.

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[1] Section 4.1 Study Context: refers to Volume 1, Section 2: 2.1 *Consultation Process* of the Consultants' Report 2002
[2] Section 4.2 Study Methodology: refers to Volume 1, Sections 1.4 & 1.5 *Study Consultation Plan* of the Consultants' Report 2002
[3] Section 4.3 Collection of Data: refers to Volume 1, Section 3 *Documentation Phase* of the Consultants' Report 2002

4.4 Data Analysis

The research phase culminated with a feedback photographic display at the St Kilda Town Hall. A week-long series of presentations and discussions was held in collaboration with the Project Reference Group and key Council representatives, staff and community individuals. The findings from the initial research and the subsequent feedback discussions were then analysed, 'weighted', prioritised and grouped within three selected categories, namely Icons, Iconic Collective Features, and Iconic Settings.

In prioritizing the' weighting system', Icons worthy of inclusion were considered according to their popularity among respondents and within the broader parameters of the intent of the original Brief. The selection criteria included the following elements:
- **Built Form:**
    - Civic and business precincts: Civic monuments: Distinctive architecture: Public buildings: Parks and gardens. Foreshore areas: Streetscapes:
- **Neighbourhood Urban Fabric**:
    - Housing and community infrastructure: Communal meeting places and centres of activity: Significant architectural styles: Shopping strips: Village precincts: Contemplative spaces: Significant trees: Rooflines. Historical signage. Distinctive building styles and treatments. Quirky and traditional elements and embellishments: Specific local features: Distinctive landmarks: Public Art:
- **Expressions of Neighbourhood Lifestyle**
    - Activities associated with:
        Outdoor pursuits: Recreational and meeting places and spaces: Community and public events such as festivals and cultural activities.
- **Access and Communication Networks**
    - The hierarchy of main streets: Public open spaces: Access routes: Communication and transport linkages: Vistas: Views: Lane-ways and shortcuts. Piers: Promenades: Pavements:
- **The 'Spirit' of Place**
    - Memories and symbolic associations: Memorabilia: Flora: Fauna: Colour: Vitality: Smells: Sounds: Sea scapes: Skyscapes: Sunrises: Sunsets [4]

4.5 Community Perception and Outcomes

The majority of respondents readily gained a clear grasp of the study's goals and were generous and clear about what was important to them and why. Whilst opinions about the same iconic elements often varied considerably, the respondents nevertheless provided a wide and diverse range of information that demonstrated an understanding and enthusiasm for the history and future of the city which they live in, recreate in or visit. As an overview of the community consultation process, in general people focused on the:
- village life, often expressed within the context of local shopping precincts, meeting places and special sites,
- diversity and importance of human scale building developments,
- importance of mature trees and gardens,
- importance of vibrant retail centres with active street frontages, outdoor eating, diverse land use and activities,
- importance of views, vistas, smells and sounds,
- cultural value of architectural styles and artistic contributions,
- social historical elements including industrial and maritime architecture, parks and gardens, landmarks, specific civic precincts, civic centres, local homes, architectural styles, civic monuments and memorabilia,
- importance of their local environment such as valued landscapes and other significant sites, such as the panoramic bay views, sandy beaches, the foreshore reserves and cultural landscapes that link pathways, promenades, boulevards and piers,
- unique social and physical design features that enliven and define local areas to create dynamic and interesting places and spaces, and
- importance of lifestyle activities that provide interest, entertainment and community involvement, such as festivals, craft markets, rollerblading, boating, fishing and swimming.

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[4] Section 4.4 Data Analysis: refers to Volume 1, Section 4.1 *Documentation of Key Findings* in the Consultants' Report 2002.

SECTION 5: Interpretation and Promotion of the Research Findings

5.1 Identification of Category Groupings

As outlined in Section 4.4 Data Analysis, the consultants analysed, 'weighted', prioritised and itemised the research findings by Neighbourhoods The consultant's Primary Report defines Icons under three separate identified groupings:

- **Icons:** defined as "Individual structures, objects, vegetation and their associations" [5]
- **Iconic Collective Features:** defined as "Places and groups of buildings, features that by their collective presence exude a Sense of Place" [6]
- **Iconic Settings:** defined as "Natural landscapes, and or, precincts that have social, cultural, spiritual and symbolic value and instill a sense of being and connectivity to place" [7]

5.2 Inclusion of 'Historic Value' Listings 2004

As a further determinant and explanation for inclusion, each Icon, Iconic Collective Feature and Iconic Setting was subsequently assessed for its Social Value, Urban Character Value, and Neighbourhood Character Value. This assessment is listed in the 'Table of Iconic Listings' under the category heading 'Significance'. [8]
These Values are defined as follows:

- *Social Value:* this is a qualitative assessment of the value of the specific icon in terms of its relevance to the social and cultural relevance to the community of Port Phillip, and more specifically to the Neighbourhood in which the icon is located,

- *Urban Character Value:* this value applies predominantly to physical features, whether public or private, that are part of or contribute to the built areas of the municipality and which make a valued contribution to the character of public spaces, and

- *Neighbourhood Character Value*: this is a qualitative assessment of the contribution of a specific icon to the identity or ambience of a specific Neighbourhood.

It was considered important that the completed list also identified those icons which are already protected within the Port Phillip Planning Scheme due to their heritage significance. The Planning Scheme and other Council documents provide four means of recognising the heritage value of a building or 'Place'. These are:

- Heritage Place: a building, site or monument specifically cited in the Planning Scheme and having its own identifying number (such as HO123), ('HO' in the Appendix)
- Heritage Overlay: areas shown in the Planning Scheme as having a significant number of buildings of heritage significance, but collectively of lower order than a Heritage Place, ('HA' in the Appendix)
- Significant Building: Shown on Council's Heritage Policy Map as a site of significance in architectural, streetscape or social terms, but of lower order than a Heritage Place, and not specifically protected under the Planning Scheme, and ('SB' in the Appendix)
- Contributory Building: Shown on Council's Heritage Policy Map as a building which contributes to the streetscape or local urban character, but of lower order than a Significant Building, and not protected under the Planning Scheme. ('CB' in the Appendix)

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[5] Section 5 *Neighbourhood Listings*: Volume 1 of the Consultants' Report 2002
[6] Section 5 *Neighbourhood Listings*: Volume 1 of the Consultants' Report 2002
[7] Section 5 *Neighbourhood Listings*: Volume 1 of the Consultants' Report 2002
[8] Refers to Section 4.1 *Documentation of Key Findings* Volume 1 of the Consultants' Report 2002

5.3 Table of Icons

As mentioned in 5.1 Identification of Category Groupings, the Consultants' Report sorted and presented the Icons, Iconic Collective Features and Iconic Settings findings the nominated fields of: Category, Significance and Recommendation. [9]

Below is a sample of the 'Table of Icons' for the Port Melbourne Neighbourhood under the relevant headings and sub headings. The Table of Icons is set out in the Appendix, under each of the eight neighbourhood precincts of: Elwood, Ripponlea, St Kilda, East St Kilda, South Melbourne, Middle Park, Albert Park and Port Melbourne.

Subsequent identification fields were added so that the Table of Icons now comprises:
– 'Heritage Values': listed within the nominated field of 'Significance'
– Photographic Image Reference CD – Rom: This field refers to the listed Icons, Iconic Collective Features and Iconic Settings of each Neighbourhood. In 2003 these were the photographically documented and cross referenced within Council's GIS mapping system. [10]

| PORT MELBOURNE NEIGHBOURHOOD | CATEGORY | | | SIGNIFICANCE | | | | | Photographic Image Reference – CD-ROM | Consultant Recommendation – Future Action |
	Icon	Iconic Collective Feature	Iconic Setting	Heritage Value	Social Value	Urban Character Value	Neighborhood Character Value	Current Heritage Control		
ICONS (1-20)										
1. ROUSETTO ROTUNDA (1919) - Beach Street, at end of Stokes Street	✓				✓		✓	HO46/ SB	PM 01-1 Rousetto Rotunda	
ICONIC COLLECTIVE FEATURES (21-31)										
21. PALMS AT EDWARD'S RESERVE A formlaized design as a criss-cross formation created by two interesting avenues of palm trees.		✓						-/-	PM 21 Palms at Edward's Reserve	
ICONIC SETTINGS (32-43)										
32. OLD LAGOON ENVIRONS • The old lagoon was a large saltwater feature moving inland from the bay and was a rich habitat for a variety of waterbirds. Today there is scarely a trace of the lagoon and the mountainous sand dunes, yet these early colonial days are still well remebered.			✓	✓		✓	✓	-/-	-	

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[9] Refers to Section 4.1 *Documentation of Key Findings* Volume 1 of the Consultants' Report 2002
[10] Refers to Section 7.2 *Actions and Outputs* of this report

SECTION 6: Recommendations

6.1 The consultants' Recommendations

The community consultation process of the consultancy raised ideas and issues that form the basis for further discussions, investigation and or action.

The consultants' list of selected Icons, Iconic Collective Features and Iconic Settings of each Neighbourhood are drawn from information and nominations supplied by respondents during the community consultation phase of the study. They are presented in Volume 1 of the Consultants' Report 2002 as a tabled format preface to the 'Table of Findings'. Whilst these recommendations are those of the consultants, action and or implementation are subject to their appropriateness within the current broader Council agenda and are therefore subject to further discussion or investigation by Council and Council staff.

The consultants' Primary Report (Volume 1 at Section 4) includes a number of recommendations which relate to either administrative or process matters (Recommendations 1 to 8 inclusive) or to conservation or protection of a number of identified Icons in each Neighbourhood (Recommendations 9 to 16 inclusive).

6.2 Administrative and Process Recommendations

RECOMMENDATION 1
REPORT/ STUDY:

1.1   Adopt the URBAN ICONOGRAPHY STUDY REPORT, and provide a copy to:
- The Study's community representatives.
- Relevant stakeholders.
- Key individuals who supported the Study (consultants to supply a list).
- IT for inclusion on Council's web site.

1.2   Acknowledge the URBAN ICONOGRAPHY PROCESS REPORT, as a record of the overall study and consultation processes.

1.3   Establish an appropriate protection measure(s) for the ICONS, ICONIC COLLECTIVE FEATURES AND ICONIC SETTINGS, as per the Study recommendations.

1.4   Adopt THE LISTING of Icons, Iconic Collective Features and Iconic Settings as presented within the Urban Iconography Study and:

- Protect the ongoing life of these objects, elements, features and qualities through:
  - Recognition of the listing in the Council's policy and planning framework and planning assessment processes.
- Promote these objects, elements, features and qualities as a significant and valued contributor to neighbourhood character and identity through publicity and promotion in the distribution of future Neighbourhood Brochure developments.

1.5   Distribute the STUDY REPORT and, where relevant, the separated NEIGHBOURHOOD LISTING of Icons, Iconic Collective Feature and Iconic Settings:

- To applicants at the pre-application planning permit discussion stage, where relevant.
- As resource material for urban design projects.
- As accompanying information to the Urban Character and Port Phillip Heritage Review studies.
- On the Council's web site.

RECOMMENDATION 2
PRODUCT DEVELOPMENT:

2.1　Design and produce the following future PRODUCTS:
- INFORMATION BROCHURES for each neighbourhood (Text, photos, G.I.S. Maps).
- PHOTOGRAPHIC INFORMATION POSTERS for each neighbourhood (limited text).

2.2　Distribute the NEIGHBOURHOOD BROCHURES to inform the planning permit process, taking into account:
- Availability at reception counters.
- Use by all relevant Council staff.
- Relevant stakeholders and community groups.

2.3　Promote awareness of the identified icons by use of the POSTERS as a visual reference tool, taking into account:
- Accessibility of use for all relevant Council staff.
- Display at appropriate Council offices, community meeting places and events.
- Extracts in Council's newsletters 'Diverse City'.

2.4　Publicise the content and availability of Brochures to:
- All Council Officers.
- Residents and Permit applicants.

2.5　As part of the Neighbourhood Brochure, create wider usage of the GEOGRAPHIC INFORMATION SYSTEM MAPS (G.I.S.) as part of the Study through distribution and inclusion.

RECOMMENDATION 3
URBAN DESIGN:

3.1　PUBLIC SPACES
- Continue investment in and negotiate new partnership arrangements that enable of and access by all to the City's public domain.

3.2　PALM TREES
- Acknowledge and promote the presence of palm trees because of their symbolic memories and associations of Port Phillip as '*seaside resort Port'*.

3.3　PIERS
- Develop guidelines to guide sensitive and appropriate development on and around Port Phillip's Piers as a way of safeguarding the panoramic vistas and coastal atmosphere.

3.4　SIGNAGE
- Develop ways to preserve and protect the signage 'icons' of the past.

3.5　OLD POST BOXES AND PHONE BOXES
- Ensure the conservation of 'icon listed' old post and phone boxes as historical artifacts.

3.6　SHOPTOP PARAPETS, TURRETS AND FACADES
- Protect the architecturally and historically significant shop top facades of the following neighbourhood shopping precincts:
  - Albert Park - Armstrong Street/Middle Park - Bridport Street.
  - East St Kilda Carlisle Street.
  - Ripponlea-Glen Eira Road.

RECOMMENDATION 4
HERITAGE:

 4.1   HERITAGE FEATURES
- Check the Heritage classification of the LISTED ICONS within the Urban Iconography Study.
- Investigate, for those ICONS elements and ambiences that fall outside of existing Heritage classification systems, a special listing category as a safeguard and protective measure for those special features.

 4.2   HERTIAGE OVERLAYS
- Continue to monitor and maintain heritage overlays, in particular re their on-going relevance and interpretation.

RECOMMENDATION 5
NEIGHBOURHOOD DEVELOPMENT:

 5.1   NEIGHBOURHOOD IDENTITY
- Ensure that the Study findings are built into planning processes as an important Neighbourhood Character resource.

 5.2   PUBLIC HOUSING
- Ensure provision of community housing to maintain affordable housing, and contribute to the rich cultural mix within the City.

RECOMMENDATION 6
COMMUNITY:

The recommendations that follow on from here are outside of the scope of the Study, but are presented to acknowledge what local people presented.

 6.1   COMMUNITY GARDENS
- Continue to support and encourage the concept of community gardens through the provision of 'greenspace' (e.g. light rail reserves).

 6.2   SCHOOL PARTNERSHIPS
- Facilitate partnership endeavors that encourage after hours community usage of school facilities (e.g. arts and cultural activities).

 6.3   TOWN HALLS
- Consolidate and continue the Council and/or community usage of Town Hall Buildings.

RECOMMENDATION 7
BUSINESS DEVELOPMENT:

 7.1   BUSINESS DIVERSITY
- Encourage a variety of businesses through targeting of desirable tenants.

 7.2   LOYALTY BASED REWARDS SYSTEMS
- Develop awards that recognise people for supporting local activities and venue.

RECOMMENDATION 8
CULTURAL DEVELOPMENT:

 8.1   CULTURAL DIVERSITY
- Continue strong support for Arts and Cultural Activities through community festivals and events program.
- Expand opportunities for artist's involvement in public/urban art projects.

 8.2   KOORI CULTURAL CENTRE
- Investigate the possibility of developing a Koori cultural space for exhibiting, performing and resourcing Koori Arts.

 8.3   PUBLIC / URBAN ART
- Further the development of urban/public art partnerships within Council's Capital Works budget and within the development sector.

6.3 Neighbourhood Recommendations

The recommendations listed below relate to a total of 34 Icons.

RECOMMENDATION 9
ELWOOD:

The recommendations that follow are broad-based neighbourhood reflections, and are presented to acknowledge the breadth of local people's comment.

9.1   PORT ORMOND- (refer Elwood Icon 1)
- Enhance the Point Ormond Navigational Maritime Structure through the design and development of appropriate lighting and interpretative signage.

9.2   ELWOOD CANAL- (refer Elwood Icon 3)
- Preserve and continue the indigenous planting and 'natural' pathway design along the Elwood Canal, as a means of protecting this important community 'green' space.

9.3   TI-TREE (refer Elwood Iconic Collective Feature 11)
- Maintain and protect the indigenous vegetation along the Elwood Beach Foreshore.

9.4   COASTAL VEGETATION (refer Elwood Iconic Collective Feature 17)
- Enhance and protect the indigenous vegetation at Point Ormond.

9.5   POINT ORMOND PRECINCT – (refer Elwood Icon 3 and Iconic setting 23)
- Protect the vistas and views along the Foreshore and within the overall precinct.

9.6   TURTLE CAFÉ PRECINCT – (refer Elwood Icon 8)
- Protect the overall streetscape, pathway configuration and landscaped roundabout with mature trees.

RECOMMENDATION 10
RIPPONLEA:

10.1   RIPPONLEA VILLAGE – (refer Ripponlea Iconic Setting 7)
- Maintain a careful watch on this special Village in respect to the scale of buildings, colour of streetscape features and heritage qualities.

RECOMMENDATION 11
ST KILDA:

11.1   FORESHORE ARTIFACTS – (refer St Kilda Iconic Collective Feature. 57)
- Promote and celebrate the journey of exploration and further social, historical and artistic understanding of the existing heritage artifacts/monuments/follies, through the production of interpretative maps/brochures/walks.

11.2   SCHEHEREZADE GOLD WALLPAPER – (refer St Kilda Icon 4)
- Where possible preserve and assist in maintaining the longevity of the symbolic importance of this iconic feature.

11.3   ST KILDA PIER – (refer St Kilda Icon 26)
- Protect the uninterrupted vistas and views from the St Kilda Pier.

11.4   FITZROY TRAM-POLES – (refer St Kilda Icon 31)
- Protect the decorative tram poles along Fitzroy Street.

11.5   CORROBEE TREE – (refer St Kilda Icon 34)
- Support the promotion and protection of the Corrobee Tree.

11.6   SUNSETS – (refer St Kilda Iconic Collective Feature 50)
- Ensure the sight lines along the Foreshore remain unencumbered.

11.7   PALM TREES – (refer St Kilda Iconic Collective Feature 53)
- Maintain and protect the palm trees of St Kilda.

11.8   PUBLIC HOUSING – (refer St Kilda Iconic Collective Feature 54)
- Continue to ensure the availability of community housing.

11.9   ST KILDA CULTURAL TOURISM –(refer St Kilda Iconic setting 59 and 73)
- Maintain accessibility to key tourism precincts (e.g. Fitzroy and Acland Streets) through signage/brochures and interpretative materials.
- Monitor and ameliorate where necessary, overcrowding and parking issues re tourist's presence in key precincts.

11.10   FITZROY STREET – (refer St Kilda Iconic Setting 73)
- Ensure that planning controls do not over control Fitzroy Street's ability to continue to re-invent itself.

RECOMMENDATION 12
EAST ST KILDA:

12.1   CARLISLE STREET – (refer East St Kilda Iconic Setting 9)
- Upgrade the streetscape of Carlisle Street with culturally appropriate design motifs and features, following a consultation with the diverse community including Traders, Russian community and Jewish community members.

12.2   ALMA PARK – (refer East St Kilda Iconic Setting 16)
- Maintain the formalized quality of this important parkland ensuring appropriate seating and meeting places for the older resident.

RECOMMENDATION 13
SOUTH MELBOURNE:

13.1   OLD SIGNS – (refer South Melbourne Iconic Collective Feature 14)
- Establish conservation measures to ensure the retention of these heritage assets.

RECOMMENDATION 14
ALBERT PARK:

14.1   VICTORIA HOTEL –(refer Albert Park Icon 1)
- Protect the heritage value of the Victoria Hotel and surroundings in keeping with the community acknowledgement.

14.2   KERFERD PIER – (refer Albert Park Icon 2)
- Ensure that the Kerferd Pier and precinct remains as a community promenade and a symbolic asset.

14.3   ENGINEERING DETAILS (refer Albert Part Iconic Collective Feature)
- Utilize the willingness of volunteers to survey the existing engineering details as significant historical remnants worthy of heritage protection.

RECOMMENDATION 15
MIDDLE PARK:

15.1   ENGINEERING DETAILS – (refer Middle Park Iconic Collective Feature 10)
- Utilize the willingness of volunteers to survey the existing engineering details as significant historical remnants worthy of heritage protection.

15.2   URBAN FOREST (refer Middle Park Iconic Setting 15)
- Protect this significant forest and community planted environment.

6.4 Actions and Outputs

The Study involved a unique process and method of identifying a particular aspect of a municipality. It is in undertaking a leading-edge study of this kind the City of Port Phillip has maintained its reputation as a Council of innovation and vision. As a consequence, word of mouth has played a significant role which builds upon the more practical information dissemination actions that have subsequently been put in place, therefore important that the significance and cultural value of the identified icons are adequately recognised and protected.

Since receiving the Consultants' report in July 2002 Council has:
- Produced the 'Table of Icons: Categorised by Neighbourhood' for distribution as e-mail, disc or hard copy, which appears as the Appendix to this report.
- Mapped the full range of identified icons on Council's GIS Mapping System.
- Photographically documented the Icons, Iconic Collective Features and Iconic Settings of each Neighbourhood as set out in the Appendix "Table of Icons: Categorised by Neighbourhood". These are available on a series of CD-ROMs. In addition, the photographs taken during the research process have been mounted as Neighbourhood Posters and are available for use by for display and discussion purposes.
- Prepared a promotional brochure "A Sense of Place" to raise public awareness about the study and its findings, which is available to professionals, developers, custodians and the public at relevant Council forums, seminars and the like and to people who make planning permit applications. The brochure is available on-line as a page on Council's Website www.portphillip.vic.gov.au
- Made relevant excerpts of the study available to people in associated industries such as such as artists and architects.
- Used the photographic Neighbourhood Display Posters at Neighbourhood Forums; the program of regular resident meetings conducted by Council in each Neighbourhood.
- Responded to and passed on relevant information to other local governments which have enquired about the study.
- Presented the concept of the study both formally and informally at local and interstate forums, seminars and other Council events.
- Presented the study to officers of the Croydon City Council, England.

Council accepts the recommendations set out in Section 6.3 as a sound basis for on-going actions to achieve proper recognition and protection of these key Icons.

Council will continue to implement the consultants' recommendations as described in Section 6.1 and 6.2 above.