



North Melbourne Heritage Review

# Community Engagement Summary

March 2020

# Reviewing North Melbourne's heritage

The City of Melbourne is committed to identifying and protecting the city's heritage.

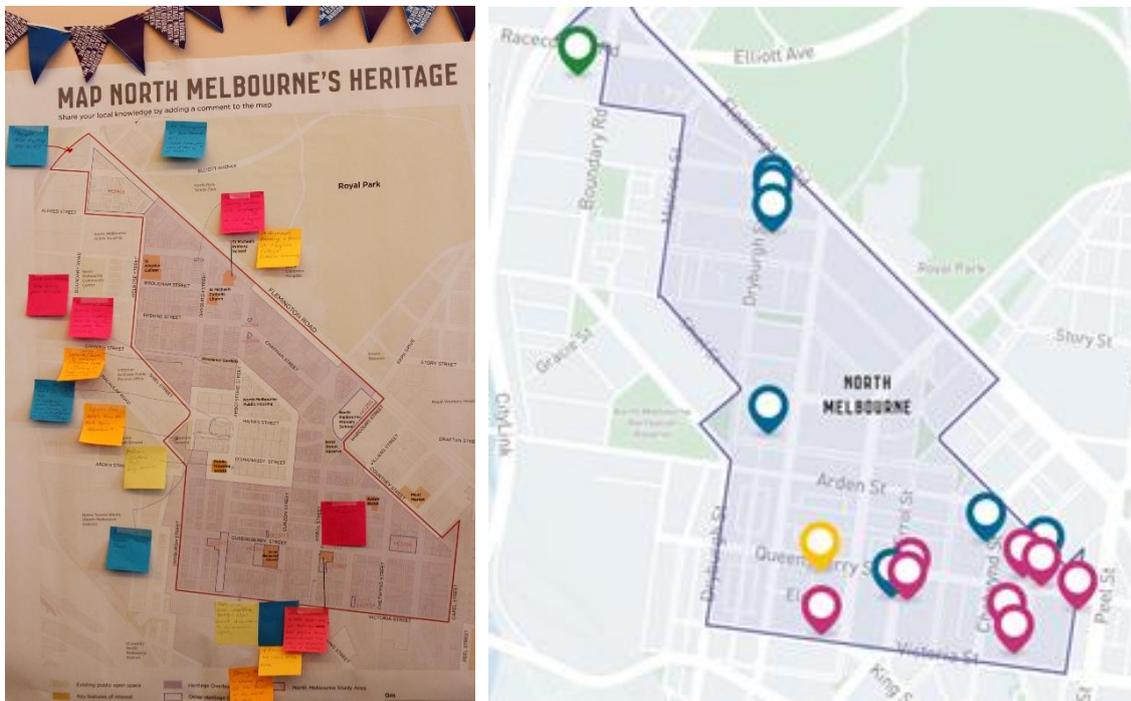
In September - November 2019, City of Melbourne engaged local residents and other interested stakeholders for the North Melbourne Heritage Review.

The first stage of the review was to seek the knowledge and views of the local community through a range of online and face-to-face opportunities. We aim to better understand the cultural and physical features that make North Melbourne distinctive. We are also engaging with Traditional Owners to seek their knowledge of the study area and document stories, histories and relationships to places.

We invited citizens to participate in 'story mapping' exercises that will guide a subsequent phase of in-depth research.

This Summary document highlights the key messages we heard.

Further information about the project, including the Community Engagement Report, is on Participate Melbourne: [www.participate.melbourne.vic.gov.au/north-melbourne-heritage](http://www.participate.melbourne.vic.gov.au/north-melbourne-heritage) .



# How we engaged with you

We asked people to interact with digital or printed maps of the study area to:

- identify potential new heritage places
- share information about existing heritage places
- talk about the heritage places that make North Melbourne different to other suburbs.

People were asked to drop a virtual pin or stick a post-it note on locations they would like to comment on and explain what they value about these places. Some of the workshop conversations were also recorded.

Engagement opportunities included:

- face-to-face meeting with key members of the Hotham History Group, followed by a workshop for the wider membership, including a presentation by the review's heritage consultants
- a pop-up stand at the annual North Melbourne Spring Fling Festival on 19 October
- a drop-in mapping workshop in North Melbourne on 31 October, including two short presentations by the heritage consultants
- A Plain English workshop was held on-site with local public housing residents, for whom language can form a barrier to participation in government policy development on 27 November
- an informative website with interactive story mapping tool
- an iPad station in North Melbourne Library (linked to our project website).

Individuals and groups were encouraged to learn about the heritage review and get involved in engagement activities through a range of promotional messages. These included social media posts on Facebook and Twitter, posters in libraries, and emails to local community leaders and organisations, including historical, resident and trader associations.



## Our engagement reach



Website views



face-to-face contacts



Social media views



Online map contributions



in-person contributions

As a result of our online and in-person engagement activities, we reached over 55,000 people. Through conversations and 'story mapping' activities we have recorded 173 public contributions that will inform the heritage review.

1,505 people viewed our Participate Melbourne website with 21 locations pinned on the map. At face-to-face events we spoke to 115 people, and recorded 152 thoughts.

Of these contributors it is estimated that 70% are current residents of North Melbourne, with the vast majority between 25 - 65 years of age.



# Examples of the places you highlighted

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## Gardens and parks

Pleasance Gardens, Gardiner Reserve

‘Gardiner Reserve [is] a safe family place for walks

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## Buildings & monuments

Public housing in Haines Street and Hotham Gardens in O'Shanassy Street, art deco flats on Manningham Street, North Melbourne Town Hall, North Melbourne Library, last remaining 1850s weatherboard house on Chetwynd Street, Imperial Theatre, Errol Street, original worker cottage row in Harker Street, Errol Street buildings. The fountain outside North Melbourne Town Hall.

‘The intact rows of shops on Errol St make this a distinctive element of the local neighbourhood. They should be protected.’

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## Trees

Plane tree avenue, big climbing trees in Pleasance gardens and Gardiner reserve, trees in the O'Shanassy Street public housing: liquid ambers, peppercorns, Eucalyptus Maculata, trees in Arden Street.

‘I like big trees...eucalyptus...because they have a good smell and it's good for lungs.’

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## Special community spaces

Ukrainian Church in Dryburgh street, Childcare Centre in Canning Street, Spider Park (with metal spider sculpture), big trees for climbing in Pleasance Gardens and Gardiner Reserve, North Melbourne Library, St Michael's Primary School. Pleasance Gardens

‘Public and social housing in the area should be protected. Good examples of public architecture of the period, plus lots of social history.’

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## Local identity

Public housing, buildings, streetscapes, the impact of the North Melbourne Football Club, pavements and laneways, wide tree-lined avenues, parks and gardens, a feeling of history, different communities and tolerance, close to the city but quiet, a place that is pedestrian friendly.

‘...the laneways tell the stories...’

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## What we heard

This diagram is a pictorial representation of the themes emerging from the consultation and these are further explored in the text below.



**North Melbourne is different to the rest of Melbourne** with an identity forged over the period of its development and with many of the people living there for generations and having a **strong sense of community**. Key factors include the area having a separate identity as the town of Hotham until 1887 and the pervading influence of the North Melbourne Football Club on the local community with its aspirational values of ‘...audacity and feistiness...’ alongside ‘hardship and mateship’. (Lorna Hannan, Chair Hotham History Project, email 29 October).

**North Melbourne does not feel like suburbia** with its wide **tree-lined streets and open space** and its parks, all of which are important to local people and make the area distinctive. North Melbourne is close to the city yet quiet and **pedestrian connectivity** of the whole area is a feature.

Individual heritage places are important but **the wider environment** in which they are located is also important and needs to be protected; specifically the **streetscapes**. These streetscapes include buildings and features, **materials** and the form and scale of the built environment. They range from industrial areas, Victorian façades, verandahs, iron lacework, **bluestone laneways and cobbled pathways**, tree lined streets and wide roads with central medians.

There is potential for **recognising and marking heritage that is no longer visible in the landscape or is intangible**, for example stock routes and stories of gold rush travellers; the underground levers Creek and archaeology beneath the public housing and the tram tracks buried beneath Abbotsford Street where it meets Queensberry and Victoria Streets

# How your feedback will be used

We thank all of those involved. Your considered and personal insights into this special part of the city has helped to build a richer picture of North Melbourne. Our heritage consultants will use your inputs to inform the next phase of detailed research, which will involve archival investigation and fieldwork.

It is anticipated that the North Melbourne Heritage Review will be completed by mid 2020 and a report with recommendations will be submitted to Council before the end of 2020. Subject to Council approval, the recommendations of the North Melbourne Heritage Review will be implemented through an amendment to the planning scheme. You will have an opportunity to comment on the review's recommendations at both of these stages.

