

Our past —
a part of
our future.

At the heart of a flourishing 21st century city nestles a picturesque pastiche of its past, a treasured enclave of Victorian heritage architecture and spacious planning, of arts and culture, of civic leadership and medical achievement, of business and educational enterprise.

The city, once renowned as *Marvellous Melbourne*, is the site of Australia's first Federal Parliament...
the enclave is East Melbourne.

As Washington has Georgetown, and London has Chelsea, so we have *East Melbourne* – a unique link to our past, a precinct which has always played a special part in the social, spiritual and sporting life of the wider metropolis... a rôle it maintains to this day.

CONTENTS

ABOUT EAST MELBOURNE - JOLIMONT	1
EAST MELBOURNE AND ENVIRONS - A UNIQUE TOURIST ATTRACTION -	2
1. East Melbourne	4
2. Map - East Melbourne-Jolimont (Heritage Buildings)	5
3. Fitzroy Gardens	6
4. La Trobe's Cottage	6
MELBOURNE PLANNING SCHEME - LOCAL PROVISIONS	7
THE PROPOSAL	8
MAKING THE PROPOSAL WORK	9
1. The Residents	
2. The Council	
3. The Government	
RESEARCH	12
Melbourne - East Melbourne - Jolimont	
Sydney - The Rocks/Circular Quay	
Summary of Questionnaire	
THE QUESTIONNAIRE	14
Questions and responses	
ABOUT THE AUTHOR	17
APPENDICES	
1. Copies of Sydney correspondence	
Office of the Lord Mayor	19
Sydney Harbour Foreshore Authority	20
2. Heritage Precincts - a Study	21

Front cover photo: 'Melbourne - Australia's International City', Cocks Carmichael Whitford Architects
Lance Nelsonstock photos

Acknowledgement: Brian Carroll - 'Early Melbourne Sketchbook' - La Trobe's Cottage

ABOUT EAST MELBOURNE-JOLIMONT

Few local, interstate, or overseas visitors have discovered Melbourne's hidden treasure, an enclave, within walking distance of Melbourne Town Hall, that encapsulates the early history, culture and development of what today is Australia's second largest city.

Increasingly being restored to what it was considered in the 1850's as "*a prime residential address for people whose business or profession was conducted in the city*"¹ it is recognised as an enclave with an international feel. East Melbourne has been 'home' to many famous Australians: Peter Lalor of Eureka Stockade fame, Lord Richard Casey - Australia's first Minister to Washington and later our Australian Governor-General; Henry Handel Richardson - famous author of *The Fortunes of Richard Mahoney*; Joan Lindsay - author of *Picnic at Hanging Rock*; Ola Cohn, sculptor - whose 'Fairy Tree' in the Fitzroy Gardens was her gift to the children of Melbourne; Constance Stone, Australia's first woman medical practitioner who opened the first medical clinic for women and founded the Victorian Medical Women's Society.

The visitor will find rare examples of the original architecture and spacious layout which characterised Governor La Trobe's original plan for Melbourne. "*It is the most intact residential area in the City of Melbourne from the 1850's and contains many 19th century buildings that are individually significant.*" "*The framework of parks and boulevards laid down ... is a primary contributor to its distinctive sense of place. The Fitzroy Gardens are of aesthetic significance to the City, State and Nation.*"²

In fact, the whole of the East Melbourne-Jolimont precinct, which includes Fitzroy and Treasury Gardens, Yarra and Darling Parks, is a microcosm of Melbourne itself. Historically, the area was largely the genesis of the Victorian education system and medical services. Its Heritage Listings include Bishops Court, built in 1853 for the first Anglican Archbishop of Melbourne and still in its original garden setting; The Johnston Collection - arguably one of the finest residential museums in Australia; Little Parndon - originally home of artist Eugene von Guerard and later Lord Casey's Melbourne home; Clarendon Terrace; Braemar and Hepburn Terrace, Cyprus Terrace; Canterbury Terrace; the so-called Gothic House; Mosslenock; and Queen Bess Row, converted in 1896 from a temperance hotel to 'the nation's first apartment building' consisting 'of 12 apartments in three attached terrace houses joined by internal arches',³ to name but a few of its 60 historic listings.

This purpose of this proposal is to present East Melbourne-Jolimont as a Historic Tourist Precinct to round out Melbourne's already well-developed programs for visitors to the city because we believe that -

No other city in Australia can offer such a convenient, compact and comprehensive tourist attraction.

¹ National Trust ² Meredith Gould - Conservation Architect - ref. Local Provision Melbourne Planning Scheme (24. 06. 02); ³ The Weekend Australian (26-27.04.03)

EAST MELBOURNE AND ENVIRONS....A UNIQUE TOURIST ATTRACTION

The completion of Federation Square and adjacent Birrarung Marr has given Melbourne, within walking distance of the Town Hall and most major city hotels, a unique precinct which incorporates the arts, sports (Tennis Centre, MCG, etc), Federation Square with its new galleries, the Gold Treasury Museum (gold discovery in Victoria), Parliament House, St Patricks Cathedral, St Peter's Church, Treasury Gardens with the Kennedy Memorial, Fitzroy Gardens - Melbourne's premier garden enjoyed by more local, interstate and international visitors than any other park in Melbourne - with its internationally significant stands of elms and of, course, Captain Cook's cottage.

1. East Melbourne

The purpose of this proposal is to nominate East Melbourne-Jolimont as an **Historic Tourist Precinct** adding an important social and historic residential aspect, flowing seamlessly into Melbourne's present tourism program.

At the eastern boundary of Fitzroy Gardens is East Melbourne, with Bishopscourt - built in 1853 and the only historic residence in its original garden setting in the Melbourne area and which is still the home of the Anglican Archbishop of Melbourne. Just down Hotham Street is The Johnston Collection, arguably one of the finest private residential museums in Australia. Adjacent, in the surrounding streets is "the most intact residential area in the City of Melbourne from the 1850's" containing "many 19th Century buildings that are individually significant." (Meredith Gould) As well, across Wellington Parade in Yarra Park, the MCG with its Museum of Sport. Truly, East Melbourne is a microcosm of Melbourne and Victoria - its past and its present.

The Commonwealth Register of the National Estate (RNE2/11/033/0238) shows 226 East Melbourne entries. On the other hand, the Victorian Heritage Register differs in entries because of its higher entry threshold and shows 60 for East Melbourne, representing 3.3% of Victoria's listings. Melbourne Central Business District has 156 entries but, other than Bendigo and Geelong, East Melbourne has the highest outside the CBD.

(It should be noted here that the Victorian Heritage Register's 60 listings for East Melbourne-Jolimont - take in Victoria Parade and Lansdowne Street, the Synagogue in Albert Street, and Morrison Place. Under the old MCC's Urban Conservation Areas, the East Melbourne-Jolimont area bounds Fitzroy Gardens up to Lansdowne Street, while the Eye and Ear Hospital, St Patricks Cathedral, St Peters Church and the Victoria Arts Society, all consider they are in East Melbourne and are keen to keep that address. This would need clarification in discussing the heritage tourist proposal and could impact on the content of various tours.)

East Melbourne [contd.]

East Melbourne-Jolimont's potential as an Historic Tourist Site to the City and the State, other than the Fitzroy Gardens and the MCG, has never before been realised. With its continuing restoration and revival since the 1980's as a desirable place to live, its inclusion in an historic tourist program for Melbourne, offers an opportunity, unique in Australia, to have a compact historic residential area adjacent its major sports venues, parks and public buildings, major hotels, theatres and galleries. The enclave is not a theme park but a sort-after 'living' part of the City, increasingly being restored to what it was considered in the 1850's - *"a prime residential address for people whose business or profession was conducted in the City.....many fine homes were built."*¹

Fortunately, a considerable amount of research on the area is already available, thanks to the efforts of the late Winston S. Burchett. The State Library, Royal Historical Society, the Melbourne City Council and Heritage Victoria would have invaluable maps and reference material from which to prepare suitable publicity material.

East Melbourne's renewal of favour is in line with all major cities in the world where old, once highly desirable, residential areas adjacent to the CBD are again much sought after with increased financial benefits to the City and the State.

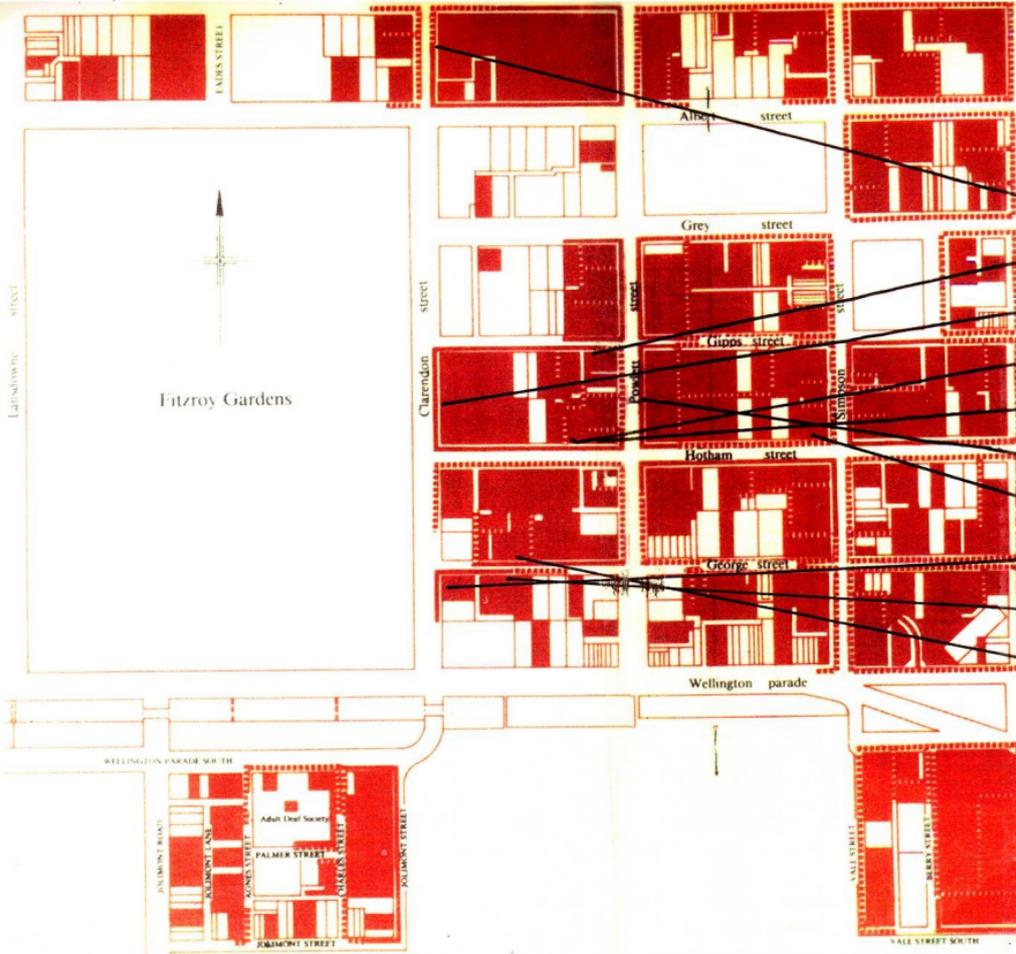
Inclusion of residential East Melbourne - Jolimont into the Melbourne Tourism Program, means that no other city in Australia can offer so convenient, compact and comprehensive a tourist package.

¹ The National Trust

Note:

Research has been undertaken on the benefits of this Proposal to the Melbourne City Council, the residents of the precinct and the State of Victoria. (see *Making the Proposal Work*)

**10 of the 60
Heritage Buildings
located in
East Melbourne**



- ① Clarendon Terrace
- ② Little Parndon
- ③ Bishopscourt
- ④ Cyprus Terrace
- ⑤ The Johnson Collection
- ⑥ Canterbury Terrace
- ⑦ Queen Bess Row
- ⑧ Mosspennock
- ⑨ Hepburn Terrace
- ⑩ Braemar

¹ See page 1 of preceding proposal

HeritageVictoria lists 60 buildings of historical significance in Jolimont and East Melbourne – outside the CBD, Bendigo and Geelong, East Melbourne has the highest listings.

2. Fitzroy Gardens

Here we should note that the only important factor missing from the precinct is Governor La Trobe's Cottage. What remained of the cottage in Jolimont in 1959 was, in 1964, by the efforts of the owners of the site (Bedgood Shoes) and The National Trust in co-operation with Melbourne City Council, "*removed, re-erected and restored....on the Kings Domain adjacent to the Botanic Gardens.*" (Winston S. Burchett) .

We are aware that La Trobe's Cottage was moved in 1998/9 to its present position on Dallas Brooks Drive when the Observatory required the site on Birdwood Avenue for its extensions; from a visitor's or tourist's viewpoint, however, this appears to have been disadvantageous. The cottage is open only four days a week (Monday, Wednesday, Saturday and Sunday) from 11am-4pm - \$2 per adult admission. Furthermore, existing signage makes it difficult for tourists to locate. On the day visited at 3.20 pm *we were the first visitors for the day.*

The Cottage administrators - The National Trust - appear to have applied few marketing skills - postcards, brochures, etc. for tourists to purchase are lacking although the cottage is believed to be of considerable financial concern to it. However, the custodian in attendance was most knowledgeable about La Trobe and his family and career. The cottage is missing the latticework shown on drawings of the period but is well furnished with some of La Trobe's own furniture, paintings and watercolours donated to the Trust by La Trobe's descendants and others.....the effect is quite charming.

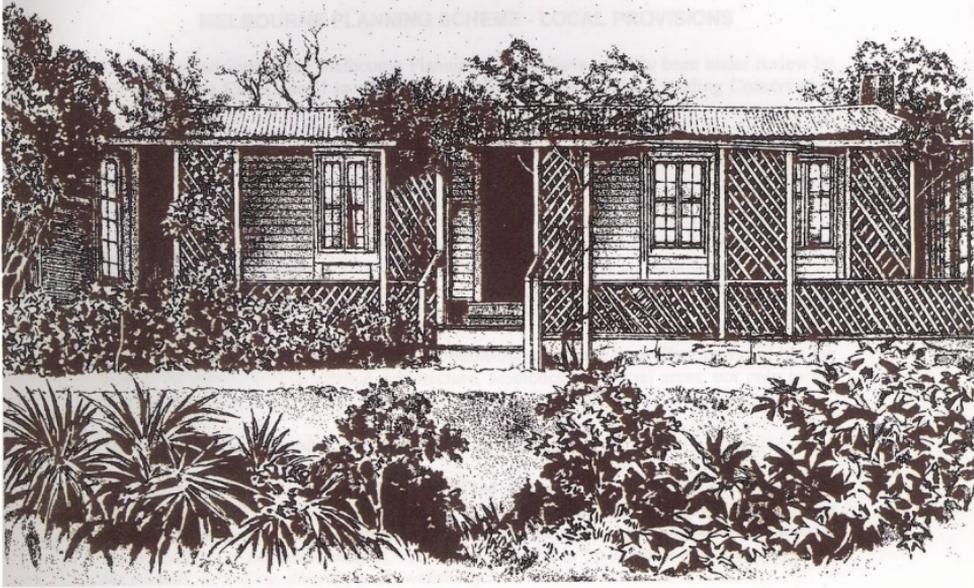
We understand that the Melbourne City Council is proposing to relinquish the Fitzroy Plant Nursery on Wellington Parade and we suggest that this would be the perfect site for La Trobe's Cottage to be relocated adjacent to Captain Cook's Cottage, perhaps sharing the same ticket office/information booth, and within a stone's throw from its original site in Jolimont. Brian Carroll's *Early Melbourne Sketch Book* quotes Washington Irving the famous American writer, describing La Trobe as "*a man of a thousand occupations...in short, a complete virtuoso*". Carroll says botany was one of his many talents and, "*unlike many other settlers, La Trobe surrounded his house with native trees and shrubs, which he always said were best for Australian conditions*".

We believe there is a unique opportunity for Fitzroy Gardens to site and feature this historic little building in a contoured, Australian native garden in the present Plant Nursery area. Melbourne would gain a highly significant botanical and environmental asset, as well as a genuine tourist venue.

This opportunity for Melbourne tourism is one not to be missed. Not only would it prove an extra tourist attraction in Fitzroy Gardens because of its historic relevance to the area, but would enjoy a greatly increased and deserved patronage (perhaps on a dual entry ticket with Cook's Cottage) and which it is certainly not receiving at present. (*Copy of a sketch of the cottage from the La Trobe Collection at the State Library on following page.*)

The importance of tourism is vital to any major city today. The 2006 Commonwealth Games are to be held in Melbourne and form a convincing reason for us to take every opportunity to showcase our heritage.

LA TROBE'S COTTAGE



MELBOURNE PLANNING SCHEME - LOCAL PROVISIONS

The local provisions of the Melbourne Planning Scheme have recently been under review by the Melbourne City Council in conjunction with Meredith Gould, a leading Conservation Architect.

A Draft Copy of the Local Provision (22.5 Part A.) Statement of Significance under the heading "*What is significant*" says, in part:

"East Melbourne has outstanding heritage value as the best example of La Trobe's intentions for Melbourne to have residential precincts of high urban quality, encircling parks and impressive boulevards. It is the most intact residential area in the City of Melbourne area from the 1850's and contains many 19th century buildings that are individually significant."

The Draft not only outlines *why* East Melbourne-Jolimont is historically significant but the *how* of its significance in science, architecture, aesthetics and social areas, not only to the City and State but, in the case of the Fitzroy Gardens, to the nation.

"City Plan 2010 - Towards a Thriving and Sustainable City."

The Melbourne City Council recently published this plan for the future development of Melbourne to 2010. Strategic Direction 3.8 of the plan (page 52) is aimed at increasing "*metropolitan, rural and international tourism*" with one of its objectives being to "*increase the City's share of the tourist market.*" A further objective is "*to enhance the City experience, the product, its quality, diversity and availability.*"

The Melbourne Strategic Statement Clause 21 (19 Dec. 2002) Outcome 1.3.3 supports "*cultural tourism as a major component in future marketing...*" Outcomes 3.1.3 and 3.3.3 also stress the importance of the heritage component.

The Proposal

East Melbourne-Jolimont is part of the City! Its tourist potential should be harnessed for the City of Melbourne and the State by incorporating it, for example, in Melbourne's well developed Walks programs. Perhaps horse - and - carriage rides around the Fitzroy Gardens and the precinct similar to New York's Central Park? How in keeping with its era and its area.

East Melbourne-Jolimont has a great deal to offer in assisting Council's "**City Plan 2010**" Strategic Direction 3.8 to "*increase the City's share of the tourist market...*" "*and enhance the City experience, the product, its quality, diversity and availability*". East Melbourne-Jolimont's attributes would 'round out' the MCC's Tourist program by adding an historic, residential and social concept to that program.

It would provide a net gain to the City and offer a unique and more holistic approach to tourism. It would enhance the image of the City and Victoria.

This proposal has
been designed to present
East Melbourne – Jolimont
as an historic tourist precinct,
thus to round out Melbourne's
already well-developed programs
for visitors to the city.

No other city in Australia
can offer such a
compact and comprehensive
tourist attraction.

MAKING THE PROPOSAL WORK

In order to make the proposal work it has to represent a viable outcome to residents, Council and State Government.

1. The Residents

East Melbourne-Jolimont has a history of residents struggling over the last 50 years through its active community group to retain the ambience of the area, and discourage unsuitable redevelopment. In recent years this has become increasingly costly for both Council and residents. Therefore -

a. *Planning*

It is understood that The East Melbourne Group "has acquired the agreement of the Melbourne City Council to.....incorporate a uniform maximum height level in East Melbourne..."¹ into the Melbourne Planning Scheme. East Melbourne's nomination as a Tourist/Heritage Precinct would facilitate further negotiations on any amendments to planning regulations and suitability of redevelopment on the basis of retaining streetscapes and lanescapes and the ambience of the area.

b. *Legal costs of confrontation*

Consequent lessening of legal costs for residents with the designation of a tourist precinct due, hopefully, to less confrontation with developers (*We are aware that Victorian tourism comes under the State Government also but where boundaries cross between Council and State needs clarification.*)

c. *Parking*

This vital and ongoing problem in the area must also be part of the negotiations and tourist buses, where used, must be parked on the west side of Clarendon St to enable patrons to walk to the venues. Residents at all times must be protected and permits policed. (*See letter in Appendix from Sydney Harbour Foreshore Authority.*)

d. *Tourist Walks*

It is envisaged that these be planned jointly with the East Melbourne Group/The East Melbourne Historical Society and Council's own records based on, say, the Winston Burchett and National Trust walks; that Council be provided with the historical data by the various parties; that the Council provide plaques to be placed on the front gates of the chosen sites similar to those it has supplied already eg. The Johnston Collection; that plaques be numbered to correspond with information on brochures to be provided to tourists.

In line with the comments on Page 2 Para 5 of this submission, tourist walks could include those listed by Heritage Victoria (i.e. St. Patricks, St. Peters, Victorian Art Society, etc. etc.) and need not be restricted to the East Melbourne main residential area alone.

¹ East Melbourne Group Newsletter 26 January 2003

The Residents (contd.)

e. *Research*

As stated elsewhere in this Proposal, it is fortunate that a considerable body of research on the area is already available, thanks to the efforts of the late Winston S. Burchett but it will require updating as some of the properties are no longer extant. The State Library, Royal Historical Society, the East Melbourne Historical Society and the Melbourne City Council would also have invaluable maps and data in their records.

A copy of the paper presented to the Royal Historical Society of Victoria by the late Winston Burchett on 25/7/1978 on *The Planning of East Melbourne*, together with the National Trust's *Walking Tour of East Melbourne* is also available. The latter is scant on information compared with Burchett's chatty discussions.

f. *Privacy*

The brochure on East Melbourne-Jolimont must give sufficient historical background of the area as a whole and, together with the nominated site information and plaques, and the use of The Johnson Collection as an 'open house' - subject to negotiations with The Johnson Trust - should satisfy the average tourist. It is considered essential to have The Johnson Collection as part of the concept as it would provide a focal point in the area as an "open museum" of intimate elegance.

g. *Printing and Publicity*

It would be desirable that Council print and design all publicity as the concept benefits the City as a whole but that residents' representatives have the opportunity to provide input and approve such material. The Council would have considerable early data in their records.

2. The Council

With the inclusion of East Melbourne-Jolimont into the tourist program for the City, the Council has an opportunity, unique in Australia, to offer an historic residential area adjacent its major sports venues, parks and public buildings, major theatres and galleries. The precinct is not a fake 'Disneyland' but a sought-after 'living' part of the city, increasingly being restored to what it was considered in the 1850's - "*a prime residential address for people whose business or profession was conducted in the citymany fine homes were built*". (The National Trust)

East Melbourne-Jolimont's renewal of favor is in line with all major cities in the world where old, once highly desirable, residential areas adjacent to the CBD are again much sought after, with increased financial benefits to the Council and the City.

Benefits for the Melbourne City Council

- a. Less hassle on planning both from developers and residents, providing satisfactory negotiations as outlined previously can be reached.
- b. Less legal costs on contested planning issues.

Benefits for the Melbourne City Council. (contd.)

- c. Melbourne's oldest and most active residents' group would get behind the scheme and the Council's efforts to make it a success.
- d. Historic details and sites already nominated and researched.
- e. With the East Melbourne-Jolimont addition to its Tourist Package, the Melbourne City Council can offer the most comprehensive and compact tourist package in Australia - all within walking distance of the Town Hall, something very few cities in the world can offer.
- f. Prestige - because of (e.) above

3. The Government

Parallel benefits will accrue to the Victorian State Government

RESEARCH

In an endeavour to find out how other major cities in Australia had handled the heritage/tourist situation, a two-page Questionnaire entitled *Heritage Precincts - a Study* was sent to the Lords Mayor of three major Australian cities, details of which are attached. An excellent response was received from Sydney, Hobart advises 'its in the post', but no response has yet been received from Fremantle.

Melbourne **East Melbourne-Jolimont**

Fortunately, a considerable amount of research on the area is available, thanks to the efforts of the late Winston H. Burchett with his many books on the precinct. The State Library, Royal Historical Society, the East Melbourne Historical Society, as well as the Melbourne City Council, have invaluable maps and reference material. A copy is available of the paper presented to the Historical Society of Victoria by Winston Burchett on 25 July 1978 on *The Planning of East Melbourne* as well as the National Trust's *Walking Tour of East Melbourne* and Burchett's *East Melbourne Walkabout*.

Sydney **The Rocks and Circular Quay**

Sydney City Council advise that control of The Rocks precinct is currently under the Sydney Harbour Foreshore Authority (over the years it has had different controlling authorities). Both Sydney Council and the Foreshore Authority completed the Questionnaires which provide most interesting and helpful information. In addition, two books have been suggested as interesting reading: From the Council - *The Design of Sydney* by Peter Webber and from the Authority - *Protest: Environmental Activism 1968-1998* (Historic Houses Trust, NSW) with information on the union "green bans" and their affect on the conservation of The Rocks and also heritage precincts in Woolloomooloo and Potts Point.

Summary of Questionnaire

In compiling a questionnaire which would cover such disparate cities as Sydney, Fremantle and Hobart it is almost impossible to tailor questions that would apply to all, so the questions were designed with Melbourne in mind. The major difference with The Rocks site and Melbourne was that it had been under Government control since the early 1900's. However, certain complimentary strains do emerge in the answers from the Sydney Council and Foreshore Authority:

- The Rocks heritage concept itself was developed from community action.
- The demographic mix was business/retail/residents/Government.

Research (contd.)

- No inducements were made to residents to accept the project, in fact *"the residents led the push to save it"*.
- Parking and tourist buses proved the main problem for residents and this was met with the provision of bus bays and parking restrictions.

Both the Council and the Foreshore Authority emphasise the gains from the promotion of the precinct in terms of

- **increase of visitors to the City,**
- **enhancement of the City's image,**
- **increase of business within the precinct.**

It was a -

"philosophical change of direction" and
"contributed to a mindshift regarding heritage issues in Sydney"

THE QUESTIONNAIRE

Listed below are the questions asked and their answers from the Sydney Harbour Foreshore Authority and the Sydney City Council. Original questionnaires are available for viewing. The big and important difference to the East Melbourne-Jolimont situation is that the land which incorporates The Rocks precinct has been under Government control since early 1900. Circular Quay is not a listed heritage precinct and only the Customs House, recently refurbished by the Sydney City Council, is registered with a few lesser buildings.

Selection Criteria:

How was the Heritage Precinct addressed in respect to:

1. *Was it already an historic precinct?*
 * SHFA Yes
 * SCC Yes
2. *What other historic/heritage bodies (i.e. National Trust) involved?*
 SHFA Yes (others not listed)
 SCC Yes do.
3. *Did the concept come from the Authority/Council or residents/business other?*
 SHFA Developed from community action in the '70s in particular the BLF 'green ban'
 SCC Residents and Trade unions
4. *Did it involve a major planning review by the Authority/Council?*
 SHFA Yes - but not a formal review but a philosophical change of direction.
 SCC Not answered
5. *Was the proposed precinct on Council land, Crown land, or other?*
 SHFA Crown land. The land had been requisition in the 1900's and in Government ownership ever since, so it was easy for Government to implement planning policies.
 SCC Mixed private and Government.
6. *Regardless of the above question, was a grant received from your State Government to maintain the precinct?*
 SHFA No, restoration/conservation has been achieved from the sale of Government leases of the sites.
 SCC Yes.
7. *Was it seen as a joint State/Authority/Council venture?*
 SHFA Yes. The Authority is a Government agency.
 SCC No

- 8 *If so, which body handles promotion - State/Authority/Council?*
 SHFA Authority handles its own promotion
 SCC State
- 9 *Is there a promotion grant from government to the Authority/Council?*
 SHFA No, funded by Authority
 SCC Not answered
- 10 *What was the demographic mix - residential or business/other?*
 SHFA Business, retail and residential mx
 SCC Residential/business/government (State and local)
- 11 *Was it welcomed generally by precinct residents?*
 SHFA Yes
 SCC Yes
- 12 *Were inducements made to residents/businesses to accept the concept? Rate concessions, building maintenance help offered (i.e. exterior painting, plaques?)*
 SHFA No inducements. Responsibility for routine maintenance is with tenants of buildings, responsibility for building (capital works) conservation is with SHFA.
 SCC Residents led the push to save it.
- 13 *Were there any unexpected developments from the venture?*
 SHFA Nothing unexpected
 SCC It contributed to a complete mind shift regarding heritage issues in Sydney.
- 14 *What were the main objections from residents/business? Parking outside homes/businesses?; Tourist buses?; Loss of privacy?; Cost of maintenance of properties?; Other.*
 SHFA Parking and tourist buses.
 SCC Not applicable - left unanswered
- 15 *How were such objections handled?*
 SHFA Problems of increased traffic is managed by the Authority by means of parking restrictions and provision of bus bays. Fortunately, area is well serviced by ferry, bus and train routes
 SCC The relevant authority to make these enquiries to is the SFA
- 16 *From your Authority/Council's point of view what have been the gains? Increase of visitors to the city and thus to other points of interest? Enhancement of the city's image? Increase of visitors/tourism to the precinct itself? Increase of business within the precinct? Other gains?*
 SHFA Yes to all these gains
 SCC Yes to all these gains

17 *How do you quantify the above?*

SHFA This information is regularly monitored by public surveys.

SCC Not applicable

18 *If you were starting the concept again, what would you do differently?*

SHFA The Authority is shifting to a strategy of Placement Management - understanding the sense of place, emphasising a holistic approach to managing heritage and other issues and aiming to meet the needs of the Sydney locals rather than tourists.

SCC Saving 'The Rocks' was a total turnaround from plans for a high rise precinct. It also took the precinct out of Council's planning control. Again, the question is best addressed to the Authority.

Note - copies of accompanying letters from Council and the Sydney Harbour Foreshore Authority are attached

- * SHFA - Sydney Harbour Foreshore Authority
- SCC - Sydney City Council

ABOUT THE AUTHOR

Nerida Samson has been a resident in East Melbourne for over 30 years during which time she and her husband have owned and occupied three houses in the area. She has had an opportunity to observe the changes that have taken place during that time and to delight in the restoration of what is now a highly sought-after place of residence.

After her retirement from a business career which encompassed 16 years of film industry management followed by a senior executive role in transport, Nerida renewed her interest in the East Melbourne Group and was first Treasurer, and then President at a time when the redevelopment of Bishops court in Clarendon Street was successfully opposed, the nomination and listing of Fitzroy Gardens on Victoria's Heritage register was achieved, and the contract negotiations with Melbourne City Council and interested parties took place for Yarra Park. Nerida resigned from the Committee of the East Melbourne Group in 2001 and was made an Honorary Life Member of the Group in 2002.

It should be pointed out that this submission to Council is entirely independent of the East Melbourne Group and is based on the personal knowledge and experience of the author. It is hoped that the concept will be considered as an exciting and interesting tourism submission.

Nerida Samson will be happy to discuss the proposal further and answer Council's queries. She can be contacted at

**96 Powlett Street
East Melbourne 3002**

Tel: 9417-5436 Fax: 9417-5449

April 2003

APPENDICES



OFFICE OF THE LORD MAYOR

Ms Nerida Samson
96 Powlett Street
EAST MELBOURNE VIC 3002

- 4 NOV 2002

Dear Ms Samson

I refer to your letter to the Lord Mayor of 14 October 2002 concerning your study of Heritage Precincts in Australian cities. The Lord Mayor has asked me to respond on his behalf.

Your questionnaire is enclosed. The staff member who answered it would like you to understand that the questions did not always really 'fit' the example of The Rocks because although this precinct is within the boundaries of the City of Sydney, planning in the area is not under the control of the Council.

When the State government decided to redevelop The Rocks in the late 1960s planning controls were given over to a newly formed body called the Sydney Cove Redevelopment Authority. Over the years this body has had various names and responded to different development and preservation imperatives. Currently the area is under the control of the Sydney Harbour Foreshore Authority.

The book, "The Design of Sydney", edited by Peter Webber and published in 1988 by the Law Book Company, provides an overview of the early debates and battles over the redevelopment of The Rocks. For recent and current information you should contact the Foreshore Authority.

Your letter also mentions the Circular Quay. This is not generally recognised as a heritage precinct although there are items in it listed on the various heritage registers, including the important Customs House, recently refurbished by the City of Sydney, and the remnants of some nineteenth century woolstores at the rear of this building.

As a precinct Circular Quay has been redeveloped over time in response to the uses of the space for shipping, ferry commuting, business precinct and as a transport interchange. There are a number of installations in the area that record and mark the history of the place, including a reproduction of Bradley's 1788 map in the ground at the western end of the promenade and markers showing the original shore line that were introduced in the general upgrade of the precinct prior to the Olympics. These involve a current use of historical understandings rather than a question of retaining heritage.

I wish you all the best with your project.

Yours sincerely

Janina Jancu
Chief of Staff



03 December 2002

Ms Nerida Samson
96 Powlett Street
EAST MELBOURNE VIC 3002

Dear Ms Samson

RE: Heritage Precincts

Mr Gleeson, the Chairman of Sydney Harbour Foreshore Authority, has requested that I respond to your letter of 12 November regarding Heritage Precincts.

The Rocks is a special case in that the whole area has been in government ownership since the early 1900s, although it was primarily the development proposals of the Sydney Cove Redevelopment Authority in the early 1970s that prompted a confrontation between a coalition of residents, unionists and community activists and the State government. Consequently, public opinion has supported the conservation of The Rocks and its sympathetic redevelopment.

I have attached some documentation from the draft The Rocks Heritage Management Plan that might be of interest to you. You might also read "Protest: Environmental Activism 1968-1998" (Historic Houses Trust, NSW) for more background information on the union "green bans", as they affected not only the conservation of The Rocks, but also heritage precincts in Woolloomooloo and Potts Point.

If you have any further queries please contact me on (02) 9240 8558 or kellyi@shfa.nsw.gov.au

Yours sincerely

Ian Kelly
Manager Planning, Heritage and Urban Design

Heritage Precincts : A Study

This questionnaire forms the basis of a study of selected Heritage Precincts throughout Australia and we seek your assistance in answering these questions.

I. **Selection criteria** - how was the 'Heritage Precinct' addressed in respect to -

[please tick the boxes accordingly]

YES **NO**

- | | | |
|---|--------------------------|--------------------------|
| - Was it already an historic precinct? | <input type="checkbox"/> | <input type="checkbox"/> |
| - Were other historic/heritage bodies (i.e. the National Trust) involved? | <input type="checkbox"/> | <input type="checkbox"/> |
| - Did the concept come from Council or residents/business/other?
. Nominate..... | <input type="checkbox"/> | <input type="checkbox"/> |
| - Did it involve a major planning review by Council? | <input type="checkbox"/> | <input type="checkbox"/> |
| - Was the proposed precinct on Council land Crown land or other?
. Nominate..... | <input type="checkbox"/> | <input type="checkbox"/> |
| - Regardless of the above question, was a grant received from your State Government to maintain the precinct? | <input type="checkbox"/> | <input type="checkbox"/> |
| - Was it seen as a joint State/Council venture? | <input type="checkbox"/> | <input type="checkbox"/> |
| - If so, which body handles promotion - State or Council?
. Nominate..... | | |
| - Is there a promotion grant from government to Council? | <input type="checkbox"/> | <input type="checkbox"/> |
| - What was the demographic mix - residential or business/other?
. Nominate..... | <input type="checkbox"/> | <input type="checkbox"/> |
| - Was it welcomed generally by the precinct residents? | <input type="checkbox"/> | <input type="checkbox"/> |
| - Were inducements made to residents/businesses to accept the concept?
. Rate concessions offered | <input type="checkbox"/> | <input type="checkbox"/> |
| . Building maintenance help offered (i.e. exterior painting, plaques?) | <input type="checkbox"/> | <input type="checkbox"/> |
| . Other.....
..... | | |

- Were there any unexpected developments from the venture?.....
-
-

2. What were the main objections from residents/business?

- Parking outside homes/businesses?
- Tourist buses?
- Loss of privacy?
- Cost of maintenance of properties?
- Decrease in value of properties?
- Other.....

How were such objections handled?.....
.....
.....

3. From your Council's viewpoint what have been the gains?

- Increase of visitors to the city and, thus, to other points of interest?
- Enhancement of the city's image?
- Increase of visitors/tourism to the precinct itself?
- Increase of business within the precinct?
- Other gains.....
- How do you quantify the above?.....

4. If you were starting the concept again, what would you do differently?

.....
.....
.....

5. Any further comment.....

.....
.....