



CITY OF
Port Adelaide Enfield

KEY DIRECTIONS

Draft for consultation

Heritage Strategy 2022



KAURNA ACKNOWLEDGMENT

We acknowledge and pay respect to the Traditional Owners of the land on which we stand, the Kurna People of the Adelaide Plains. It is upon their ancestral lands that the Port Adelaide Enfield Council meets. It is also the Place of the Kardi, the Emu, whose story travels from the coast inland. We pay respect to Elders past, present and emerging.

We respect their spiritual beliefs and connections to land which are of continuing importance to the living Kurna people of today. We further acknowledge the contributions and important role that Aboriginal and Torres Strait Islander people continue to play within our shared community.



CITY OF PAE HERITAGE STRATEGY 2022

Background

The City of Port Adelaide Enfield has a rich heritage and history and a significant number of heritage places and areas. The Port Adelaide State Heritage Area is one of only 17 State Heritage Areas in South Australia.

Council has a long-standing commitment to the protection and promotion of the City's heritage. It provides a variety of programs and initiatives that range from its involvement in heritage listings, to custodianship of a significant local history collection and providing social history resources, to the provision of qualified heritage advisory services, heritage plaques on prominent buildings and grant funding to property owners to assist in conservation works.

Council also advocates for and promotes heritage activities, events and exhibitions, while also providing a range of less structured heritage activities that are often equally important but not clearly documented or formalised.

There are also opportunities to strengthen recognition of Aboriginal cultural heritage, further develop Council's role in heritage tourism, and to harness opportunities to tell the local story in the city's public environment.

Council's continued commitment to protect, embrace and celebrate the City's heritage is a key feature of the City Plan 2030.

Purpose of the Heritage Strategy

Council has identified a need for a Heritage Strategy to provide a clear direction and a three-year action plan that confirms Council's commitment to heritage and its priorities for future funding.

While a major focus of the Heritage Strategy 2022 will be the protection, conservation and promotion of built heritage in line with the strategic direction provided by the City Plan 2030, it will also identify potential overlapping opportunities with other heritage areas including Aboriginal cultural heritage, natural heritage and trees, and heritage tourism that are addressed by other Council strategic documents.

Key draft directions for feedback

Eight key draft directions that will form the basis for the development of the Heritage Strategy are presented in this document, together with the outcomes of a review of Council's heritage programs, activities and initiatives that has shaped these directions.

Next steps

After we get feedback about the draft key directions, we will refine them and prepare a full Heritage Strategy and Action Plan, which will be released for public comment in early 2022.



WHAT DOES COUNCIL CURRENTLY DO?

Heritage Advisory Service

The PAE Heritage Advisory Service has been operating successfully for over 20 years. The service provides free architectural advice to the owners of heritage places.

Heritage protection

Places and areas that demonstrate strong heritage values can be listed for protection.

The last State heritage place listed in PAE was the St Maximilian Kolbe (Polish) Catholic Church in Ottoway.

The last time a local heritage place was listed in PAE was in 2000. A heritage review was completed in 2014, which identified some under-represented heritage themes including examples of 1920s town planning and early 20th century subdivisions.

Port Adelaide State Heritage Area is one of only 17 State Heritage Areas in South Australia and the first declared in the State.

PAE also has seven Historic Areas, four Character Areas, 100 State Heritage places, 201 Local heritage places and 998 representative buildings.

Historic shipwrecks within the Port River and coastal areas are also protected.

Heritage Fund Grant Program

For over 20 years, Council has provided a Heritage Fund Grant Program, which offers grants to the owners of local heritage places to help them look after their buildings.

In 2021, \$35,400 of grants were provided to 22 property owners. The program is popular, with over 40 applications received in the one year.

Heritage tourism and economic development

Council works in partnership with tourism providers and businesses to help capitalise on PAE's heritage character.

The Walk the Port walking tour, PAE Way marketing campaign, Visit Port Adelaide promotions, History Month, and a number of history events and festivals are all activities that Council facilitates. Council works with local museums to support cross-promotion and marketing.

Council also supports the Visitor Information Centre, which is run by Council staff and a team of dedicated volunteers. A proposed Aboriginal Cultural Centre will also be an important contributor to the range of heritage and cultural initiatives provided in PAE.

Local history collection

Council is the custodian of an impressive history collection of over 18,000 items including printed materials, audio-visuals, vertical files, ephemera, photos, registers, and maps.

The dedicated and knowledgeable staff who care for this collection are always willing to help with historical and family research not only for local communities but also across the State and country.

Heritage Plaques Scheme

The PAE Heritage Plaques Scheme is a relatively new initiative, which provides both the research and funds to install blue plaques on State and local places.

To date, Council has installed 59 plaques across the City, with 32% of State Heritage Places and 9% of local heritage places already displaying a blue plaque.

The scheme is becoming more and more popular. A total of 65 applications were received in 2020 for 15 available plaques.

Placemaking and heritage

Council strives to tell the stories of PAE via on-ground placemaking and streetscaping projects. In 2021/22, Council has allocated funding for Semaphore Foreshore, McLaren Parade and an extension of the interpretive signs trail around the Port Adelaide Waterfront.

Council also works with Renewal SA and developers to protect and enhance heritage at Fort Largs, and the Port Adelaide State Heritage Area.

Heritage placemaking grants are also available to the PAE community. In 2020 grants were provided for the Post Office Projects, National Trust Heritage Paste-Up, and Wearable Mobile Statues projects.

Council owned heritage buildings

Council is the owner and custodian of nine State heritage and three local heritage places. Heritage places are prioritised for maintenance funding and there are opportunities to investigate how council-owned buildings can be made available for more community use and appreciation.

Major heritage upgrades planned for council-owned heritage buildings in 2021/22 include the former Post Office building and an upgrade to the civic centre.





DRAFT KEY DIRECTIONS

The following key directions are proposed to guide Council's approach to heritage in line with the City Plan 2030 for the next 10 years. A Heritage Strategy and a three-year action plan will then be developed to include programs and initiatives that will deliver on these directions in the medium term.

These draft directions have been developed in response to an internal audit of Council's heritage programs and activities and discussions with Elected Members. They are now presented for public comment.

1. Cultivate a shared custodianship of heritage

The PAE community is passionate about the heritage and history of the area. It is a commitment that is shared across residents, businesses, Elected Members and PAE staff alike. We will foster a shared custodianship by:

- Acknowledging efforts to look after heritage places
- Bringing heritage champions together to share ideas, knowledge and experience
- Creating partnerships to achieve heritage outcomes
- Developing a sense of custodianship across the wider community
- Showcasing examples of heritage custodianship
- Supporting people to become community leaders in heritage.

2. Protect PAE's heritage for the future

Ensuring that places that are treasured by our community for their heritage values are protected is a key role of Council. We will do this by:

- Undertaking regular heritage reviews
- Listing places of heritage value
- Enforcing heritage planning controls
- Advocating to the State Government to protect State Heritage places
- Advocating to the State Government to review processes for heritage listing
- Working with owners of heritage buildings to look for development options that protect heritage places.

3. Conserve heritage places

Looking after heritage places is both challenging and rewarding. We will seek to assist owners of heritage buildings by:

- providing grants and incentive programs that encourage and support owners to care for their heritage buildings
- Continuing to provide a free Advisory Service to owners of heritage places
- Working with owners, developers and government to upgrade heritage places
- Working with owners of heritage buildings to find tenants who can be good custodians of PAE's heritage.

4. Showcase Council-owned heritage buildings

Council seeks to be a good custodian of the heritage places it owns and to lead by example. We also want to make sure we find the best use of our heritage buildings and make them more accessible so that the wider community can enjoy them. We will be good custodians of our heritage buildings by:

- Continuing to prioritise Council-owned heritage buildings for maintenance
- Developing conservation plans for all the State and local heritage buildings Council owns
- Finding the best use of Council-owned heritage buildings
- Activating heritage buildings for wider community benefit
- Preparing clear guidance for any further acquirement of heritage buildings.

DRAFT KEY DIRECTIONS

5. Activate heritage precincts and places

Public places and spaces can provide significant opportunities to tell stories that showcase and promote the area's heritage using public art, urban design and interpretation.

There are also opportunities to activate heritage places, making them more accessible for the community to enjoy. We will identify opportunities and priorities for:

- Interpretive story telling in urban design
- Greater activation of heritage places, including opportunities for alternative uses
- Finding ways to blend heritage with exciting urban renewal to encourage progress without eroding the past.

6. Create a vibrant Port Adelaide State Heritage Area

The Port Adelaide State Heritage Area is one of only 17 State Heritage Areas in South Australia. The area is significant in the State's maritime history, offering a wealth of well-preserved 19th and early 20th century architecture. Port Adelaide is home to the most substantial and continuous grouping of commercial and administrative colonial buildings in South Australia.

We will protect and enhance the Port Adelaide State Heritage Area by working with Heritage SA to develop a set of updated Heritage Standards for the area and developing a strategic precinct plan that encourages:

- more dynamic use of heritage places
- opportunities for people to visit and enjoy heritage places
- the design of streets and public places that reflects and complements heritage values
- more vibrant and welcoming public places for visitors and locals
- the use of design interpretation, materials and urban form to help tell the history of the place
- community participation and involvement in the ongoing custodianship of The Port.

7. Celebrate and promote heritage

Heritage promotion is a key role of Council as a custodian of the area's rich built and maritime heritage and history. The City is also filled with landscapes and places that are important to the local Kaurna community and tell their stories. We will celebrate and promote heritage by:

- Supporting heritage tourism operators
- Supporting and putting on heritage and history events
- Providing heritage plaques for heritage buildings
- Installing directional and interpretive signage in priority heritage areas
- Promoting the Council's large history collection and information services.

8. Progress heritage tourism

The City of Port Adelaide Enfield has significant potential to grow into Adelaide's premier heritage tourism destination. We will progress heritage tourism by:

- Addressing heritage tourism as a key theme within PAE's forthcoming Tourism Strategy
- Promoting and cross-promoting key tourism opportunities and operators
- Supporting existing and potential heritage tourism operators
- Providing public spaces and places that support and add value to heritage tourism.



REVIEW FINDINGS

In mid-2021 a detailed audit of Council's heritage approach and initiatives was undertaken. The findings are presented below and have been used to inform our proposed key directions.

PAE is passionate and committed to heritage

Council staff, Elected Members and the wider community of PAE are passionate about preserving and enhancing the area's heritage and this delivers good value for money for Council's ratepayers.

Heritage initiatives are delivered by multiple teams within Council

Council heritage initiatives are delivered by several different teams, which reflects the range of services Council provides and Council's passion for heritage. A clear set of strategic outcomes and reporting will help direct efforts to where we can make the most difference.

A Heritage Strategy will provide clear direction

'Our built heritage is protected, embraced and celebrated' is PAE's stated vision for heritage. A Heritage Strategy will consolidate Council's approach to heritage and make it easier to prioritise, deliver, measure, communicate and report on.

Council has many roles

Council's roles in heritage protection range from its role as an advocate of heritage protection to its role as an owner of heritage buildings and a regulator of private development. There is a growing role for PAE to take the lead in heritage advocacy.

There are opportunities to extend heritage listings

The 2014 Heritage Review highlighted some under-protected heritage themes such as examples of 1920s town planning. The completion of recent State planning and heritage reforms now allows Council to revisit these places for potential heritage protection.

Clear objectives will deliver on-ground outcomes

Some programs have existed unchanged for decades and objectives may have changed. A review of objectives for PAE's heritage initiatives will make it easier to evaluate success and target investment into programs that deliver the best heritage outcomes for the community.

There are opportunities to review how Council-owned heritage buildings are used

Council prioritises conservation works for the heritage buildings it owns. However, there are opportunities to investigate alternative uses, community access and enjoyment of these buildings.

Conservation Management Plans can also provide clarity about the long-term community aspirations for these buildings and how they can be enhanced.

Taking on a new heritage asset is a strategic decision

Council may not always be the best custodian for a heritage asset but is often under pressure to make quick decisions when opportunities arise.

Having a clear decision-making framework helps deliver the best outcomes for the community that takes into consideration risk, cost, access to funding, ongoing maintenance, alternative options and best use of the building.



PAE is a major heritage tourism destination

There is an opportunity to optimise PAE's significant and diverse heritage tourism offerings.

A strategic approach to heritage tourism provides direction and momentum for heritage promotion, immersive experiences, cross promotion, storytelling, events and Aboriginal cultural heritage.

Precinct plans for major heritage areas

Precinct planning for public spaces, trails and heritage interpretation enhances connections between heritage places. It can also help tell the history of a place, entice visitors to stay longer, learn more about the area, and turn a visit into an experience.

Places and spaces can help tell local heritage stories

Heritage stories have been captured in many of PAE's urban design projects. Urban design guidelines and precinct plans for priority areas ensure that future opportunities to embed history and cultural heritage into places and spaces are realised. This includes telling Aboriginal and First Nations stories.

Partnerships deliver great heritage outcomes

Many of Council's initiatives already rely on strong partnerships to deliver great outcomes.

There are opportunities to strengthen shared custodianship and community leadership in relation to heritage conservation, heritage tourism, events, the use of heritage buildings and the local history collection.



HAVE YOUR SAY

The decisions we make today will shape the heritage that we have tomorrow

The PAE Heritage Strategy draft directions are out for public comment until 5 December 2021. We will also be talking to owners of heritage buildings and other heritage custodians such as the National Trust, museums and the State Government.

After we get feedback about the draft key directions, we will refine them and prepare a full Heritage Strategy and Action Plan, which will be released for public comment in early 2022.

You can have your say on these draft directions for the PAE Heritage Strategy by visiting [Have Your Say PAE](#).





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