**H2359 St Kilda Road**

**Melbourne, Southbank, St Kilda**

**Permit Application P32675**

**Why is St Kilda Road of cultural heritage significance?**

St Kilda Road is included in the Victorian Heritage Register under the provisions of the *Heritage Act 2017* for its historical and aesthetic significance to the State of Victoria.

St Kilda Road consists of the boulevard leading south from the city, being the road reserve commencing at Princes Bridge, Melbourne to a point close to Henry Street, Windsor near the St Kilda Junction, including the roadway, medians, garden beds, kerbing, footpaths, trees, the Edmund Fitzgibbon Memorial, and a single lamp post on the east median, south of High Street.

St Kilda Road is historically significant as one of Melbourne's longest and grandest major thoroughfares. A fine and representative example of a boulevard, St Kilda Road is of aesthetic significance as a visually iconic component of Melbourne’s urban landscape together with the Domain Parklands. The sweeping views between the Shrine of Remembrance, St Kilda Road and Swanston Street are significant for their emphasis on St Kilda Rd as a processional route between the Shrine and the city.

**What was the permit application for?**

In May 2020 Heritage Victoria received a permit application for works to install an artwork in the western median strip outside NGV for a period of 25 years, together with a proposal for the installation of tree lighting infrastructure.

The proposed works to the median strip were as follows:

* Installation of 29 double sided LED screens for the display of a moving artwork
* 5 new double floodlight poles and 12 double floodlights attached to existing tramway poles
* Electrical and communications services installation to support the above.

The permit application was advertised between 12 and 26 August 2020 with twenty-seven submissions received. One late submission was also received.

**Why has the permit been approved?**

The *Heritage Act 2017* requires the Executive Director of Heritage Victoria to consider various

matters in determining a permit application including the extent that the application, if approved,

would affect the cultural heritage significance of the place; the extent that refusal would affect the

reasonable or economic use of the place; and any submissions received in response to public notice

of the permit application.

On 2 October 2020 the Executive Director, Heritage Victoria approved the permit application with conditions for the following reasons:

* Whilst there will be some visual and physical impacts of the works, these are mostly mitigated by the applicant in tree protection measures for construction and the limited section of road on which the works are proposed.
* Illuminated screens with moving images are not consistent with the historic presentation of the place, however this impact has been mitigated by a permit condition limiting the timeframe of the project to 5 years, and a requirement for full removal within the life of the permit.
* It is reasonable to consider the installation of a temporary public art project given the connection of the place to the adjoining arts precinct.
* There are some minor visual impacts associated with adjoining heritage places, however these are not so significant as to completely obscure, dominate or significantly detract from the cultural values of those places and their connection to St Kilda Road.
* There was significant community concern raised in the public advertisement of this permit which is largely addressed through the permit conditions limiting the timeframe, content of the artwork and removal of the project at the conclusion.

**Can the applicant appeal the decision?**

The applicant can choose to apply to the Heritage Council of Victoria for a review of the Executive Director’s decision within 60 days of receiving the approved permit. The Heritage Council is an independent statutory authority established under the *Heritage Act 2017.*