



Cultural Charter





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# Welcome to Country

Womin Jeka mirambeekbeek. Boon Wurrung Nairm derp bordpuren uther wilam.

Welcome to my country, the land of the great bay of the Boon Wurrung people, our beautiful home.

On behalf of the Boon Wurrung people, a clan of the greater Kulin nations, I welcome you to our land. Melbourne and its surrounds are special places which continue to carry forward the spirit of our tradition.

This land will always be protected by the creator, Bunjil, who travels as an eagle, and by Waarn, who protects the waterways and travels as a crow.

As the spirit of my ancestors lives, let the wisdom and generosity which Bunjil taught us influence the opportunities that may arise at this meeting place.

Womin Jeka mirambeekbeek. Boon Wurrung Nairm derp bordpuren uther wilam.

Welcome!

Arweet Carolyn Briggs

**Boon Wurrung**

# St Kilda Triangle Cultural Charter

## Purpose

The purpose of the St Kilda Triangle Cultural Charter is:

- to articulate the place essence, experience, programming and activation principles for the St Kilda Triangle
- to be an enduring document that ensures public benefit in the design, development and ongoing management and activation of the site.

## Introduction and place context

The area around St Kilda, called Euro Yuroke in the traditional tongue of the Boon Wurrung, remains a place of special significance to the Yalukit Wilam Clan of the Boon Wurrung and other Aboriginal and Torres Strait Islanders who now call it home. It was a place that provided seasonal shelter, food and ceremonial grounds. Both St Kilda and the St Kilda Triangle continue to play this role for all Melburnians and visitors today.

Since the 19th century, St Kilda has been recognised for its seaside recreation and entertainment qualities. At its heart was the site known today as the St Kilda Triangle, which encompassed the Palais Theatre, a carousel, amusement rides, gardens, and the Palais de Danse.

The site formed the heart of a broader circulation system connecting St Kilda to Acland Street, Fitzroy Street and the foreshore. The area was recognised

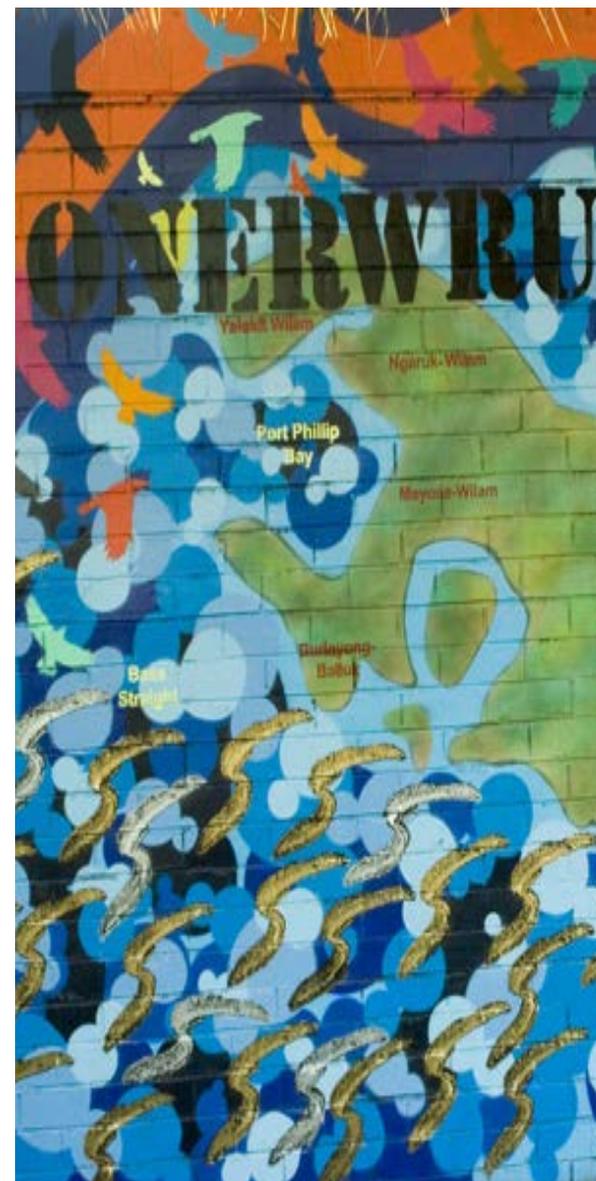
for the iconic Luna Park and beloved Palais Theatre, its live entertainment, seaside location, great food, film and music festivals, and its vibrant community of local artists and musicians.

A leading part of our City's cultural and social evolution, St Kilda has always contributed something new to Melbourne - from its early fairground attractions through to its LGBTQI rights movement, top class restaurant scene and unofficial red-light district.

St Kilda has long been the home to both the cultural and confronting. Its post-War heritage combined vibrant nightlife, arts and culture while also being a home for difference, dissent and those outside the mainstream.

The City of Port Phillip and its community are committed to revitalise the Triangle site to once again become the beating heart of the St Kilda foreshore. The Cultural Charter was created with the community to ensure the future St Kilda Triangle continues to meet their aspirations and allow a new story for St Kilda to emerge based on this shared understanding of the history of St Kilda.

This Charter requires that the essential strengths and themes of the St Kilda Triangle find expression in the philosophical approach to its design and development, governance and management.



## Place essence

The St Kilda Triangle is the heart of St Kilda: locally loved and globally admired. It is a significant and distinctive, a vibrant, welcoming and inclusive gathering place, an entertainment destination and a place to share and enjoy with those who visit.

It celebrates St Kilda as a contemporary centre of creativity and innovation that continues to evolve with Melbourne, while maintaining a connection to its indigenous, Catani and avant-garde heritage.

## Place objectives

The holistic experience of the St Kilda Triangle must be:

- **Accessible, affordable and welcoming to all** - a place where anyone and everyone can access, visit and enjoy its versatile offerings
- **Contemporary** - a place that inspires local, interstate and international visitors with innovative design and a range of new, interesting and cutting edge experiences
- **Reflective of St Kilda's local character** - a place where St Kilda's diverse cultural heritage and vibrant creative spirit is experienced, drawing on the historical vision of a seaside
- **Integrated within St Kilda as a whole** - a place – all seasons, day or night – where the visitor orientates and connects to other parts of St Kilda, including the foreshore, Fitzroy Street and Acland Street.

## Guidance

The following provide guidance on the different ways Public Space, Uses, Design and Development, Activation and Management will be experienced.

### Public space

Public space is accessible 24 hours. It can include soft landscape, paved areas and streets.

A range of experiences in the public space will provide for:

- **Promenade:** a place to arrive, stroll, cycle watch and observe
- **Perform:** a place to relax, stage and entertain
- **Gather:** a place to meet, socialise, laugh and enjoy
- **Breathe:** a green, informal, urban seaside place
- **Play:** a place to join in, have fun and hang out.

### Uses

Uses refer to how the built form is leased, licensed, and occupied. Public enjoyment and cultural uses are the key drivers for the St Kilda Triangle.

Public space at the site will achieve:

- A balance of non-commercial uses, including community partnerships (for example ethical and social enterprises) and commercial activities and developments that support

cultural, educational and civic activities

- Combined uses that generate active day and night activity in all seasons
- Complementary land uses that support the continued viability of the Palais Theatre
- Creation of a place of cultural production where creativity and ideas are fostered.

## Design and development

Design and development refers to how the built form and public space is designed and the form it takes.

The built form layout must be consistent with Council's endorsed Masterplan.

The design of the St Kilda Triangle must:

- Provide various kinds of spaces; activated edges, sheltered areas, nooks and safe places, as well as spaces for active, passive, or contemplative activities where the landscape and climate can be experienced
- Ensure that seasonal variation and climatic conditions are carefully considered
- Contribute to the City of Port Phillip's sustainability goals
- Celebrate outlooks to the bay and the many surrounding landmarks, whilst creating new views and vistas that characterise St Kilda

- Contribute to the established architectural and landscape character of St Kilda and respect the heritage qualities of the Palais Theatre
- Deliver design excellence that is locally loved and world admired.

## Activation

Activation refers to how the site is programmed deliberately and informally.

The site should be activated in all seasons, week day and week end, night and day for the enjoyment of all.

There should be a range of activities including;

- Daily rituals that are generated by local community engagement and participation
- Programs that provide a platform for local community expression and Council supported local activities
- Signature Council run events and other major events and festivals that benefit all Victorians.

Activities should:

- Prioritise arts and cultural experiences over commercial activities
- Enhance local life, balancing every day and ordinary uses with the ephemeral and extraordinary
- Reflect St Kilda's multicultural, artistic and diverse heritage

- Provide a unique, welcoming and accessible experience for metropolitan, state, interstate and international visitors that draws people to St Kilda and build on its identity and reputation as a key tourism destination.

## Management

Management refers to how the site is managed and curated.

Management of the precinct must keep true to the essence of the Cultural Charter and deliver its objectives, taking a holistic and curatorial approach including:

- Be responsive and flexible to achieve the best service outcomes
- Be financially sustainable
- Be socially equitable
- Be environmentally conscious with carbon neutral targets.



Luna Park

Chinese festival

ADMIT ONE

CHINESE FESTIVAL

LUNA PARK



For more information, visit:

<http://stkildatriangle.com>

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TRIANGLE