



## Interpretative Signage Policy

Approved by	Council
First Approved	21 October 2019 (CNC119/19-20)
Review Frequency	Every two years, or as required
Last Reviewed	October 2019
Next Review	October 2021
Document Number	POL201936724
Responsible Officer	Group Manager Planning, Environment and Regulatory Services
Policies Related	Heritage Management Policy Plaques Policy
Applicable Legislation	<i>Development Act 1993</i> <i>Planning, Development &amp; Infrastructure Act 2016</i> <i>Local Government Act 1999</i>

### 1. Preamble

The Town of Walkerville is renowned for its diverse natural and built character. The distinctiveness of the Town of Walkerville is not only limited to its civic and residential structures, but also includes a range of landmarks, statues, reserves, plants/trees and kerbing. This policy relates specifically to Suburb markers, 'Streets of Distinction' street blades and 'Historical Markers' and 'Walking Trail Markers'.

### 2. Purpose

This policy has been developed to provide a consistent process to the identification of appropriate locations on public land for the installation of interpretative signage, across the Town of Walkerville.

### 3. Definitions

Interpretative signage includes all signage fixtures on Local Government land. This policy relates directly to the following types of interpretive signs:

#### 3.1 Suburb Markers

Suburb markers will recognise the diversity of the four distinct suburbs which comprise the Town of Walkerville, whilst preserving a sense of cohesion and connection.

#### 3.2 Streets of Distinction street blades

This initiative seeks to "brand" streets of specific heritage and cultural significance by upgrading the street blades to a more individualised design.

### **3.3 Historical Markers and Walking Trail Markers**

This signage will identify specific heritage, environmental or cultural significance points of interest.

### **3. Strategic Context**

The 2016-2020 Living In the Town of Walkerville: A strategic plan for the Town of Walkerville identifies the following key focus area and desired outcomes:

*Key Focus Area 1 – Vibrant local culture inspired by diversity and inclusivity*

Desired Outcome: The Town's heritage is recognised, recorded, enhanced and protected

Desired Outcome: Local history displayed and celebrated

This policy responds to these key targets.

### **4. Policy Statement**

**4.1** Interpretative signage will help promote key sites that showcase the unique natural and built environment across the Township.

**4.2** The identification, statutory protection, conservation, development and other works affecting heritage and historic character streetscapes will be undertaken in accordance with statutory criteria and processes.

**4.3** Each interpretative sign will identify its location by name, historical background and local significance. For those properties with limited history, a simple sign identifying it as a site of community importance may suffice. Such signs add cultural value to the Township and are important in recognising the Township's stages of development and progress.

**4.4** Members of the public may submit suggested locations for proposed signage. However the decision to fund and install a particular sign and the selection of locations are solely at the discretion of Council.

### **5. Locations for Interpretative Signage**

The location of any Interpretative Signage requires Council approval.

In determining the placement of signage, Council will consider the following:

- whether the proposed signage has been acknowledged by another sign (or similar) within the Township (ie. is it part of a trail narrative or a wider story that is being told across multiple signs)
- the suitability of the preferred location (i.e. is the location discernible from the street? Does it speak to the relevance of the sign?)
- is the signage being duplicated? Are there historic signs or markers that require removal and replacement?
- is the proposed signage likely to impact on existing/underground infrastructure?

Should approval be required under the relevant planning legislation and appropriate regulations/referrals, this must first be obtained from Council prior to the application being lodged.

## **6. Council Initiated Interpretative Signage**

Council will determine appropriate locations for interpretative signage within the Township, using previous scoping work undertaken during the Walkerville Stage One Signage Project as a basis. The Walkerville Stage One Signage Project identified design and locations for suburb markers and gateway signage. Any variation or addition to the Walkerville Stage One Signage Project scope will be considered by the Strategic Planning Development Policy Committee (SPDPC) prior to Council endorsement.

In determining new locations for suburb markers, gateway signage, walking and heritage trail markers, SPDPC will consider multiple locations. Factors to be considered are traffic sightlines, existing infrastructure such as stormwater, electricity and sewers will also play a vital role in determining final locations for the new signage. The design of any new signage will not be reviewed as part of this process. A 'map' of interpretative signage within the Township will be made available in an electronic format.

## **7. Forms of Interpretative Signage**

### **7.1 Suburb markers**

Suburb markers will recognise the diversity of the four distinct suburbs which comprise the Town of Walkerville, whilst preserving a sense of cohesion and connection.

### **7.2 Street of Distinction blades**

The Street of Distinction "brand" will recognize streets of specific heritage and cultural significance by upgrading the street blades to a more individualised design.

### **7.3 Historical Markers and Walking Trail Markers**

Specific heritage, environmental or cultural significance points of interest will be identified through this form of interpretative signage. This initiative has a potential to create a narrative throughout the Township that tells the story relevant to the significance associated with the identified locations.

## **8. Location and installation**

All new signage will need to be fabricated in accordance with specifications contained in the Walkerville Stage One Signage Project and erected on Local Government land. The signage will be in plain sight of the footpath allowing interaction between the sign and the public.

In determining a location for Suburb Markers, and in addition to the Walkerville Stage One Signage Project recommendations, Council will consider the placement of existing signage to minimise duplication/overlap of Council's brand and signage.

'Streets of Distinction' should be installed across all four suburbs, although it is recognised that some suburbs have greater historical or cultural significance than others. Local historian knowledge may also be engaged to provide some further historical context.

Potential locations for historical/walking trail markers will be determined by existing infrastructure such as bike/walking trails or footpaths that celebrate various narratives within the Township.

## **9. Responsibility**

Administration will be responsible for the installation of any signage. Cost associated with the ongoing maintenance and replacement will be worn by the Council.

## **10. Grievances**

Any grievances in relation to the Policy or its application should be forwarded in writing to the Chief Executive Officer of the Town of Walkerville, 66 Walkerville Terrace, Gilberton 5081 South Australia.

## **11. Availability of Policy**

This Policy will be available for inspection at the Town of Walkerville Office, 66 Walkerville Terrace, Gilberton during ordinary business hours and on Council's website [www.walkerville.sa.gov.au](http://www.walkerville.sa.gov.au). Copies will be provided to interested parties upon request.

## **12. Review**

Council may deviate from this Policy by way of Council resolution. This Policy will be reviewed every two years or otherwise as required. Any queries or questions regarding this Policy should be directed to the Group Manager Planning, Environment & Regulatory Services or by emailing: [walkerville@walkerville.sa.gov.au](mailto:walkerville@walkerville.sa.gov.au)