

Plaques, Memorials and Interpretive Signage Policy

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| EDRMS Objective ID: | A794196 | Directorate: | Corporate Services |
| Authority: | Council | Responsible Officer: | Manager, Communications & Customer Service |
| Policy Type: | Discretional | Version No: | 002 |
| 1 st Adopted by Council | 14 June 2011 Minute No. 859 | Last Adopted by Council: | 9 November 2015 Minute No. 1159 |
| Review Period: | Every 4 years | Next Review: | November 2019 |

1. Purpose

This policy has been developed to provide a framework for the management of all new and existing plaques, memorials and interpretive signage within the City of Greater Dandenong. The purpose of this policy is to:

- provide a framework of the City of Greater Dandenong for the placement of memorials, plaques and interpretive signs in public spaces, public facilities and buildings
- provide the basis for the management of existing memorials, plaques and interpretive signs
- provide consistent and effective administration of requests for the installation of new memorials commemorative plaques and interpretive signs
- provide a consistent design standard for the development and installation of interpretive signs within the boundary of the activity centres
- ensure a clear, open, equitable and accountable process for the placement of plaques, memorials and interpretive signs.

2. Background

Plaques, memorials and interpretive signs are important in celebrating the achievements of the City of Greater Dandenong and its community. They also provide historical and cultural context for current and future generations, serve as memorials and reveal important narratives of the city.

There are four general categories for plaques, memorials and interpretive signs installed by Council:

- Plaques installed by Council (including State and/or Federally funded projects) on buildings and facilities to commemorate the opening or refurbishment of a community building or facility or to commemorate an event which might be of historical significance

in the future. Installation of a plaque may or may not be associated with an official launch event or opening.

- plaques, memorials and interpretive signage installed by Council in conjunction with other bodies to provide historical or heritage information about buildings, facilities or people significant to the history of the municipality
- plaques, memorials and interpretive signage installed by Council in public open space at the request and cost of community members or organisations wishing to commemorate a person or group
- interpretive signage installed by Council in public open spaces and in activity centres to acknowledge culturally or historically significant sites, people, objects or stories in the municipality.

While appropriate plaques, memorials and interpretive signs can enrich public places and open spaces, these areas are an important community resource and the placement of plaques, memorials and interpretive signs needs to be carefully considered to ensure that they do not impact negatively on the surrounds.

This policy will maintain consistency and a corporate style to the presentation of plaques, memorials and interpretive signs across the city and ensure that they reflect and acknowledge the diversity of the community.

3. Scope

This policy applies to all existing and proposed plaques, memorials and interpretive signs to be installed/erected within the City of Greater Dandenong whether in or on buildings or facilities, on the pavement, in parks, gardens, streets or any other public space. The policy applies to plaques, memorials and interpretive signs that are proposed by Council officers as well as by external applicants for display on Council assets.

All artwork for proposed plaques and memorials must be consistent with the guidelines set out in Council's 'Corporate Style Guide'.

Any proposal for a plaque, memorial or interpretive sign that is three dimensional or sculptural or deemed an artistic work will be referred to the Public Arts Advisory Committee for consideration.

If the memorial, plaque or interpretive sign is to be on what is deemed to be traditional land, then consent from the custodians of the land must be sought. Clarification of the appropriate referral body can be obtained through the Office of Aboriginal Affairs Victoria.

Existing plaques and memorials will not be taken as a precedent for future proposals and each request will be considered on its merits. All new plaques, memorials and interpretive signs will require consideration, as outlined in the guidelines.

Roadside Memorials are exempt from this policy and are covered by Council Roadside Memorial Policy

This Policy should be read in conjunction with the Plaques, Memorials and Interpretive Signage Guidelines.

4. Human Rights and Responsibilities Charter – Compatibility Statement

The Victorian Charter of Human Rights and Responsibilities has been considered in the preparation of this Policy but is not relevant to the content of the Policy.

5. References

- Previous Policy adopted at the Ordinary Council Meeting on 14 June 2011
- Victorian Charter of Human Rights and Responsibilities 2006
- City of Greater Dandenong Corporate Style Guide
- City of Greater Dandenong Roadside Memorials Policy
- City of Greater Dandenong Open Space Strategy
- Springvale & Noble Park Structure Plans
- Geographical Place Names Act 1998
- Local Government Act 1989
- Crown Land Reserves Act 1978 (amended)
- Planning and Environment Act 1987 (amended)
- City of Greater Dandenong Cultural and Heritage Collections Policy. 14 May 2007
- City of Greater Dandenong Environmental Sustainability Strategy 2010
- City of Greater Dandenong Naming of Places & Naming and Numbering of Roads Policy & Code of Practice
- City of Greater Dandenong Advertising Signs Policy
- City of Greater Dandenong Signs Information Guide
- Design Framework Interpretive Signs in Activity Centres

6. Definitions

Plaque A flat tablet of metal, stone or other material which includes text and/or images which commemorates an event or a person and/or provides historical or other information relevant to its location. Such a tablet is fixed to a wall or other surface.

Memorial An object, monument, room, garden or civic area named or established in memory of a person, association, anniversary or event.

Interpretive Sign A freestanding, wall mounted or three dimensional sign that uses text and/or images to provide an interpretation for a culturally or historically significant site, person, object or story. The message aims to enhance understanding and enjoyment of a place, tell a story and explain why a story is important to a place. It is erected so as to be visible to all viewers and can be constructed of different materials, according to agreed design approaches and styles. The Design Framework for Interpretive Signs in Activity Centres will be the guide for design within that setting.

7. Council Policy

Council will manage existing plaques, memorials and interpretive signs and will respond to requests or a 'condition of contract' for new plaque, memorial or interpretive sign to be installed to commemorate an opening or refurbishment of a community and civic building or facility, or any other event which may be of historical significance.

Council will ensure that plaques, memorials and interpretive signage activities:

- support Council's corporate strategies, aims and objectives
- can demonstrate to be of lasting value to the community for social, cultural, historical, educational or aesthetic reasons and add to the existing community amenity of the proposed location, within the context of the current use of the area
- be considered in the context of the number of existing memorials, interpretive signs, public artwork and other objects in the area
- commemorate a person or group that has made a significant contribution to the community and who has not already been memorialised
- are consistent with Councils' Strategic development framework (plan, strategy or master plan)
- are assessed against the criteria principles established within the Plaques, Memorials and Interpretive Signage Guidelines
- are adequately maintained with sufficient funding provided in Council maintenance budgets
- adhere to Council's Risk Management Framework and to relevant Occupational Health & Safety and Environmental Management Policies and Procedures.
- have appropriate authorisation. Plaques, memorials and interpretive signs that have been placed in any location without authorisation, or which do not meet the general requirements of this policy may be removed. Attempts will be made to consult with the person(s) responsible for initially installing the plaque or memorial prior to its removal.
- Will consider implications for the relocation or removal of existing plaques, memorials and interpretive signs. This may include the appropriate recording of location, provenance and significance of the item. Opportunities to re-site the item will be investigated in consultation with appropriate stakeholders.



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Roles and Responsibilities

The responsibilities that arise under this policy are:

Directors and Group Manager: are responsible for the preliminary approval of plaques, memorials and interpretive signs pertaining to their areas of responsibility.

Director of Community/Corporate Services/Group Manager Greater Dandenong Business/CEO: is responsible for the final approval of all plaques, memorials and interpretive signs.

Manager, Communications and Customer Service: is responsible for the approval of all artwork relating to plaques, memorials and interpretive signs prior to final sign off by the Director or Group Manager.

Managers: are responsible for monitoring staff under their supervision to ensure that they understand and comply with this policy and the requirements within it.

Arts and Cultural Development staff: are responsible for listing new plaques, memorials and interpretive signs in the Council's Heritage Register.

All Staff: are responsible for compliance with the policy and the requirements within it.

8. Related Documents

- Application to Erect Plaque or Memorial within the City of Greater Dandenong
- Plaques, Memorials and Interpretive Signage – Guidelines
- Roadside Memorial Policy
- Design Framework Interpretive Signs in Activity Centres