

# Cultural Heritage Committee Minutes

**15 March 2021**

## **Our Vision**

*A City which values its heritage, cultural diversity,  
sense of place and natural environment.*

*A progressive City which is prosperous, sustainable  
and socially cohesive, with a strong community spirit.*

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City of  
Norwood  
Payneham  
& St Peters

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**VENUE** Cultural Heritage Centre, 2/101 Payneham Road, St Peters

**HOUR** 6.00pm

**PRESENT**

**Committee Members** Cr Christel Mex (Presiding Member)  
Cr Kester Moorhouse  
Cr Carlo Dottore  
Cr Evonne Moore  
Cr Scott Sims  
Cr Sue Whittington

**Staff** Lisa Mara (General Manager, Governance & Community Affairs)  
Denise Schumann (Cultural Heritage Adviser)

**APOLOGIES** Nil

**ABSENT** Nil

**TERMS OF REFERENCE:**

*The Cultural Heritage Committee is established to fulfil the following functions:*

- *to act in an advisory role on the management and execution of the Council's Cultural Heritage Program; and*
- *to do anything necessary, expedient or incidental to performing or discharging the functions of the Committee as listed herein or to achieving its objectives.*

**1. APPOINTMENT OF PRESIDING MEMBER**

*Cr Whittington moved that Cr Christel Mex be appointed Presiding Member for this Committee. Seconded by Cr Sims and carried unanimously.*

**2. CONFIRMATION OF THE MINUTES OF THE MEETING OF THE CULTURAL HERITAGE COMMITTEE HELD ON 16 SEPTEMBER 2019**

*Cr Moore moved that the minutes of the meeting of the Cultural Heritage Committee held on 16 September 2019 be taken as read and confirmed. Seconded by Cr Dottore and carried unanimously.*

**3. PRESIDING MEMBER'S COMMUNICATION**

Nil

**4. QUESTIONS WITHOUT NOTICE**

Nil

**5. QUESTIONS WITH NOTICE**

Nil

**6. WRITTEN NOTICES OF MOTION**

Nil

**7. STAFF REPORTS**

## 7.1 HISTORIC PLAQUES AND SIGNS PROGRAM

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**REPORT AUTHOR:** Cultural Heritage Adviser  
**GENERAL MANAGER:** General Manager, Governance & Community Affairs  
**CONTACT NUMBER:** 8334 0262  
**FILE REFERENCE:** qA1401  
**ATTACHMENTS:** A - C

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### PURPOSE OF REPORT

The purpose of this report is to present information to the Cultural Heritage Committee regarding the Council's Historic Plaques and Signs Program for the Committee's consideration.

### BACKGROUND

The Historic Plaques and Signs Program has played an important role in contributing to the cultural identity of the City. The aim of the Program has been to create various modes of interpretative signage which have celebrated the unique and distinctive history of the City.

The key objective has been to enrich the community's understanding of the importance of a sense of place and the need to preserve and celebrate history as a part of community life. The Historic Plaques and Signs Program generated greater awareness of the City's built and natural heritage resources and cultivated an appreciation of the value of such resources.

The installation of various modes of historical interpretive signage has also contributed to branding the City as a cultural heritage tourism destination.

The Historic Plaques and Signs Program has operated since 1995 and includes the following components:

1. The Parade Cultural Walk Plaques; and
2. The Historic Signs Trail.

A new component, the Local Heritage Place Plaques, will be implemented in 2021-2022.

The rapidly changing urban environment of the City combined with the length of time since the Historic Plaques and Signs Program was first implemented means it is appropriate to examine the program and to determine future priorities.

In addition, the issue of ageing signage and its maintenance and replacement needs to be addressed.

### RELEVANT STRATEGIC DIRECTIONS & POLICIES

The relevant Outcomes and Objectives in *CityPlan 2030* are:

*Outcome 2: Cultural Vitality*

*A City which values and promotes its rich cultural and built heritage.*

*Objectives:*

*2.3.2 Reflect our City's history through cultural heritage programs and initiatives.*

### FINANCIAL AND BUDGET IMPLICATIONS

The Council has allocated \$5000 to the Historic Plaques and Signs Program, which allows for a limited number of signs to be installed or replaced each year.

### EXTERNAL ECONOMIC IMPLICATIONS

Not Applicable.

## **SOCIAL ISSUES**

The Historic Plaques and Signs Program contributes to the growing awareness of the cultural heritage values associated with significant sites across the City and enhances the community's understanding and appreciation of a particular place.

## **CULTURAL ISSUES**

The Cultural Heritage Program is committed to cultural diversity and any new interpretive signage developed by the City would adopt relevant and appropriate cultural protocols.

## **ENVIRONMENTAL ISSUES**

The Historic Plaques and Signs Program embraces the values of environmental sustainability in the manufacture of all products associated with the program.

Any new elements of the program would be required to meet environmental materials data objectives and would comply with Australian Standards across all areas of design and fabrication.

## **RESOURCE ISSUES**

The Cultural Heritage Adviser and other staff from the organisation as required are involved in the implementation of this Program.

## **RISK MANAGEMENT**

Not Applicable.

## **COVID-19 IMPLICATIONS**

Not Applicable

## **CONSULTATION**

- **Elected Members**  
Not Applicable.
- **Community**  
Not Applicable.
- **Staff**  
Not Applicable.
- **Other Agencies**  
Not Applicable.

## **DISCUSSION**

The Historic Plaques and Signs Program has operated since 1995 and has contributed to the City's sense of place and its diverse cultural identity. A summary of each component of the program is set out below.

### The Parade Cultural Walk

The aim of The Parade Cultural Walk was to assist in increasing visitation and to provide an aesthetic feature to raise the profile of The Parade as an historic precinct.

The Parade Cultural Walk includes a series of large circular bronze plaques located within the footpath, designed with specific characteristics to distinguish them from any other form of interpretive signage in South Australia.

The concept of The Parade Cultural Walk was to raise the profile of the precinct by introducing a series of historical characters who would tell their story in bronze and reinforce the heritage brand of the City.

The Parade Cultural Walk contributed to the perception that The Parade was different, that it was a unique precinct thereby enhancing its appeal to visitors.



John Joseph Wood, Norwood Oval, Cultural Walk Plaque (2009)

In line with Council's decision to fund The Parade Cultural Walk, it was determined that nominations for a plaque had to be assessed against specific criteria and a determination of its merit for inclusion in the program had to be made according to its eligibility and cultural heritage significance.

The principles contained in *The Australian ICOMOS Charter for the Conservation of Places of Cultural Significance (The Burra Charter) 1999*, were used as benchmark to assess applications, which includes the following:

- **Historic Value**  
The association with an important event, person, place, period, movement or outcome.
- **Social Value**  
The qualities by which a person has become a focus of spiritual, political, national or other cultural sentiment to a majority or minority group.
- **Scientific Value**  
The contribution to the development of the scientific process or scientific outcomes.
- **Artistic or Aesthetic Value**  
The contribution to the arts or artistic accomplishment.

Nominations for The Parade Cultural Walk were required to demonstrate that the person or business had:

- made an important contribution to South Australian history (or in some cases Australian history)
- an historical association with The Parade
- represented a long-standing family business on The Parade of more than fifty years or three generations.

There are currently twenty-five (25) plaques installed on The Parade between Portrush Road and Fullarton Road, Norwood, which comprise The Parade Cultural Walk.

A list of The Parade Cultural Walk plaques is contained within **Attachment A**.

The Parade Masterplan which was adopted by the Council in 2019, proposes to retain The Parade Cultural Walk plaques and sets out that the plaques will be integrated within the new streetscape.

As part of the implementation of The Parade Masterplan, an audit of the plaques will be undertaken to determine if the plaque requires replacing or if the plaque can be reinstalled in its current condition.

The Parade Cultural Walk has been a successful cultural heritage initiative which has contributed to the recognition of The Parade as an iconic main street with distinctive characteristics and a unique sense of place and history.

### Historic Signs Trail

In 2001, the Council was successful in securing a grant of \$30,000 as part of the Commonwealth Government's Centenary of Federation Grant Scheme, to develop the 'Centenary of Federation Historic Signs Trail' now referred to as *The Historic Signs Trail*.

A number of key locations were identified using the thematic framework developed by the Australian Heritage Commission for the identification, assessment, interpretation and management of heritage places at the national, state and local level.

The aim of the project was to build greater community awareness of the cultural heritage values of significant sites across the City. Through the provision of interpretive signage, visitors would gain a better understanding, and a richer appreciation, of a particular place and its cultural heritage significance.

The signs were required to be durable, low maintenance, resistant to environmental weathering and graffiti and to meet Australian standards regarding fabrication and materials.



*Norwood Town Hall Interpretive Sign*

The Historic Signs Trail represented an important cultural heritage and tourism strategy in branding the image and character of the City. Following the success of the first stage of the project, the Council continued to fund the implementation of the Historic Signs Trail across the City.

In 2001, the installation of large format interpretive signage was quite unique in Local Government and meant that it featured in numerous articles in the media and at State History Conferences. The project was the subject of enquiries by the SA Tourism Commission, Sa History Trust, and was used as a model by other local councils, and other tourism groups, seeking to implement similar interpretive signage projects.

Thirty (30) interpretive signs were installed across the City as part of the Historic Signs Trail from 2001 until 2013. The signs combined text and historic photographs to convey the meaning and the heritage value of a particular site.

A list of the interpretive signs which form the Historic Signs Trail is contained within **Attachment B**.

The signs are now nearing the end of their asset life and therefore, it would be appropriate to consider a new design for the signs as opposed to simply replacing the existing signs.

This would provide the opportunity to develop a more contemporary approach to interpretive signage as part of the City's cultural heritage brand.

All signage is vulnerable to weathering and vandalism. The Historic Signs Trail has been in place for nearly 20 years, however, it is apparent that a number of the signs are showing signs of degradation from exposure to weather and ultraviolet rays which breakdown the protective film and impacts on the resolution of text and graphics, causing fading and peeling.

In recent years, some of the prints have been replaced, however most of the existing sign-plates now require replacement.

However, prior to the replacement of the 30 signs, the Historic Signs Trail will be reviewed to determine if the signs are still relevant some twenty years later and, if so, how this trail may look moving forward.

#### Local Heritage Place Plaques Program

The Local Heritage Place Plaque is essentially a 'marker' specifically used to identify a building which has been classified as Local Heritage Place in the Council's Development Plan. It will consist of text which provides for historical information which identifies the building as a Local Heritage Place and if relevant, information regarding anyone of significance who may have resided at the property.

The primary objective of the Local Heritage Place Plaques Program is to provide a positive means of improving the community's understanding and appreciation of the City's built heritage.

Compared with the costs of producing the standard bronze plaques (landscape A4) the vitreous enamel plaques are a cost-effective alternative to the former bronze plaque program.

An example of the plaque will be presented at the meeting.

An example of the plaque used by the City of Adelaide for this purpose is contained within **Attachment C**.

The enamel plaques are easy to install and have little impact on the heritage fabric of the selected building or fence.

The cost of manufacturing is costed at \$200 per unit.

The Council has adopted the following the strategy in respect to the implementation of the Local Heritage Place Plaques Program, namely;

- 1.1 that plaques be installed on Local Heritage Places, as contained within the Council's Development Plan; and
- 1.2 plaques be installed, where possible, on front fences of Local Heritage Place properties.

In addition, the Council resolved that the installation of plaques on Local Heritage Places commence in The Avenues Policy Area as designated within the Council's Development Plan and that a minimum of six (6) and not more than twelve (12) Local Heritage Place Plaques, be installed during a financial year.

With the design of the plaque now finalised this program can now be implemented.

### **OPTIONS**

Nil

### **CONCLUSION**

The Historic Plaques and Signs Program has showcased the City's rich cultural heritage and its unique sense of place.

It has been proven that interpretive signage assists in increasing public engagement within the City. It achieves this through the appreciation and understanding of the natural and built environment and tells the story of who, what, and why, contributing to a sense of well-being and belonging.

This report has documented the various elements that make up the program, and has drawn attention to the issue of maintenance, refurbishment and replacement - particularly with respect to the Historic Signs Trail.

### **COMMENTS**

Nil

### **RECOMMENDATION**

That the Cultural Heritage Committee recommends the following to the Council:

1. That the Council notes that a review of the Historic Signs Trail will be undertaken.
  2. That the Council notes that the Local Heritage Place Plaques Program will be implemented in accordance with the strategy previously adopted by the Council, namely;
    - 2.1 that plaques be installed on Local Heritage Places, as contained within the Council's Development Plan; and
    - 2.2 plaques be installed, where possible, on front fences of Local Heritage Place properties.
  3. That the Program commence with the installation of plaques on Local Heritage Places located within the Avenues Policy Area as designated within the Council's Development Plan.
  4. That a minimum of six (6) and not more than twelve (12) Local Heritage Place Plaques, be installed during the 2021-2022 financial year.
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*Cr Moore moved:*

*That the Cultural Heritage Committee recommends the following to the Council:*

- 1. That the Council notes that a review of the Historic Signs Trail will be undertaken.*
- 2. That the Council notes that the Local Heritage Place Plaques Program will be implemented in accordance with the strategy previously adopted by the Council, namely;*
  - 2.1 that plaques be installed on Local Heritage Places, as contained within the Council's Development Plan; and*
  - 2.2 plaques be installed, where possible, on front fences of Local Heritage Place properties.*
- 3. That the Program commence with the installation of plaques on Local Heritage Places located within the Avenues Policy Area as designated within the Council's Development Plan.*
- 4. That a minimum of six (6) and not more than twelve (12) Local Heritage Place Plaques, be installed during the 2021-2022 financial year.*
- 5. That a report be prepared by staff to examine the potential for heritage enamel plaques to be provided for historic buildings across the City in addition to the Local Heritage Places Plaques Program.*

*Seconded by Cr Moorhouse and carried unanimously.*

**8. OTHER BUSINESS**

Nil

**9. NEXT MEETING**

Monday 21 June 2021

**10. CLOSURE**

There being no further business the Presiding Member declared the meeting closed at 7.32pm.

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**Cr Christel Mex**  
**PRESIDING MEMBER**

Minutes Confirmed on \_\_\_\_\_  
(date)