

PLACE INTERPRETATION AND NAMING POLICY

Approval Level:	Council
Policy Type:	Council
Approval Date:	19/09/2018
Review cycle:	Four years
Review Date:	Four years
Responsible Officer:	Paul Gangell
Owner:	Parks and Open Space
Responsible Director:	Presentation and Assets
Relevant Legislation/Authority:	<p>Federal, state and local legislation impacts or controls various aspects of place interpretation and naming activities:</p> <ul style="list-style-type: none"> • Aboriginal Heritage Act 2006, Amendment 2016 and Regulations 2018; • Burra Charter 2013 and Practice Notes; • Environment Protection and Biodiversity Conservation Act 1999; • Geographic Place Names Act 1998 and Naming Rules for Places in Victoria 2016; • Greater Bendigo City Council Local Laws; • Heritage Act 2017 and Regulations 2017; • Local Government Act 1989; • Native Title Act 1993 (Commonwealth), Traditional Owner Settlement Act 2010, Dja Dja Wurrung Land Use Activity Agreement 2013, and Taungurung Recognition and Settlement Agreement (under negotiation from 2015); • Planning and Environment Act 1987 and the Greater Bendigo Planning Scheme; and • Road Management Act 2004 and Roadside Memorial Policy 2015.
DOCSETID:	4000839

1. PURPOSE

The purpose of the Place Interpretation and Naming Policy is to establish and support the community, Council and officers with a balanced, transparent and consistent approach to place interpretation and naming requests, by providing: :

- Principles to guide assessment of requests;
- Conditions for actioning requests; and
- A process for handling these activities.

The Policy contributes to the Vision of the Greater Bendigo Council to 'create the world's most liveable community' by creating a consistent approach for place interpretation and naming activities for the organisation that will enable the City to manage increased demand on our public spaces, preserve the rich character and presentation of our municipality, and enable interpretation of the diverse cultures and heritage of Greater Bendigo.

The Policy replaces these previous existing policies and guidelines:

- Municipal Facility Signage Policy (adopted May 2006);
- Place Naming Policy (adopted March 2013);
- Roadside Memorials Policy (adopted April 1999); and
- Plaques, Memorials and Monuments Guidelines (developed July 2011).

2. BACKGROUND

There is a high demand on the public spaces in Greater Bendigo, particularly on the premier sites in the City Centre, to serve multiple purposes for different sections of the community, for a variety of activities. Place interpretation and naming therefore needs to be well considered, planned, designed, displayed and maintained to enhance public spaces for residents and visitors, enable access, inclusion and enjoyment for all, and interpret the many stories about Greater Bendigo places, events and peoples that are now significant to the whole community.

3. SCOPE

The Policy applies to all public space and all assets located on public space (including buildings, structures, fences, furniture, signage etc) owned or managed by the City of Greater Bendigo. The Policy also applies to all public spaces where the City of Greater Bendigo is the designated naming authority.

The Policy applies to all requests that intend to mark an occasion, event, person or organisation, or name a place or feature that can be considered to have an outcome that will create a sense of place.

Requests are typically for, but not limited to:

- the installation of a physical asset – interpretation or other signage, memorials, monuments, public furniture, roadside memorials, seats, statues or trees etc;
- the installation of a fixture to an asset – honour boards, interpretation or other place signage, logos and other forms of branding, plaques or portraits etc; and
- naming a road, feature or locality – correcting a name, dual naming, naming an unnamed road (excluding subdivisions), renaming, or formally gazetting a historic name etc.

The Policy, though it does not directly apply in these circumstances below, can still be used as a guide by these authorities, owners, or managers for undertaking place interpretation and naming activities in Greater Bendigo.

Other public space owners or managers

The Policy has no authority over public space that is not owned or managed by the City of Greater Bendigo, such as Crown Land owned and managed by the state government or their direct Committees of Management. These requests should be directed to the relevant government department.

Regulatory signage

The Policy does not apply to regulatory signage such as safety, traffic and warning signs or signs that relate to the enforcement of City's local laws, which are strictly controlled by national, state and local legislation and standards.

Tourist and service signs

The Policy does not apply to tourist and service signage such as 'white on brown' (tourist attraction) or 'white on blue' (service) signs, which are strictly controlled by national and state legislation and standards. These requests should be directed to the Tourism and Major Events unit in the City of Greater Bendigo for assessment as per the VicRoads legislated guidelines.

Advertising signage

The Policy does not apply to advertising signage in public spaces owned or managed by the City of Greater Bendigo; this form of signage is generally prohibited by the Advertising Policy and Advertising Signs provisions in the Greater Bendigo Planning Scheme. However, there are some permitted activities, controlled by the Greater Bendigo City Council local laws, so these requests should all be directed to the Statutory Planning unit in the City of Greater Bendigo.

State heritage listed buildings

Interpretation for all buildings listed on the Victorian Heritage Register is already provided for through an existing 'blue plaque' scheme managed by the Heritage Council of Victoria and additional plaques or fixtures are not generally permitted.

Private owners

The Policy does not apply to privately owned buildings or land. It should be noted that other compliance processes, such as Statutory Planning permission may still be required.

4. DEFINITIONS

Naming authority: the City of Greater Bendigo is the naming authority for all roads and features within the municipality that are owned, managed or leased by agreement by the City; or where this power has been delegated to the City by the designated naming authority.

Place interpretation and naming: an approach that collaboratively and intentionally communicates and identifies public spaces to enhance their environment and values, celebrate their character and promote the community's health and wellbeing.

Public space: any space used and considered by the community to be a place held in common or managed for the common good. The public space of Greater Bendigo encompasses parks, gardens, creek corridors, bushland and sporting reserves as well as its streets and road reserves, and urban spaces such as squares, malls and plazas. It also includes extensive areas of public land, which are often managed by organisations other than the City of Greater Bendigo.

5. PRINCIPLES

A place interpretation and naming request must address the following principles, where relevant; note that not all principles will always apply to each request.

Reconciliation

That it fosters respect for and recognition of the Traditional Owners of this Country – the Dja Dja Wurrung and the Taungurung Peoples – and advances reconciliation between Aboriginal and non-Aboriginal people.

Representation

That other cultures, peoples and histories of Greater Bendigo are given equitable and fair representation.

Significance

That the person, organisation, or event has significantly contributed to the development of Greater Bendigo as a municipality. As well as clearly identify that the significant contribution was not enabled by any special advantage of paid employment, allowance while in office, other financial reimbursement or similar payment.

Passage of time

That the person, organisation or event has stood the test of time and left a legacy that is recognised through generations or over decades. For this reason, current events, existing organisations, living people or the recently deceased will only be commemorated after a passage of time has elapsed.

Relevance

That it has direct historical, cultural, social or geographical relevance to that public space.

Inclusion

That it enables greater access for people of all abilities and inclusion for all people.

Uniqueness

That it has a unique or particular connection to Greater Bendigo's history and development.

Heritage

That it preserves, contributes to or enhances the heritage significance of the public space.

Adaptive Reuse

That it renews or restores an existing place, adapting it so that it continues to be relevant for current and future generations.

Amenity

That it preserves, contributes to or enhances the natural amenity, environment, design and function of that public space and that the purpose of the area is not compromised.

6. POLICY

An Application form (Appendix 1) must be completed for all place interpretation and naming requests. The internal process (Appendix 2) can then be used by the relevant officer for actioning requests, once the Committee has assessed it against the Policy.

All of the following conditions must be met in order for a request to be actioned.

The City retains the right to remove and / or dispose of assets, fixtures or names that do not meet the above conditions, in accordance with relevant federal and state legislation and the City of Greater Bendigo Assets and Surplus Land Disposal Policy and Procedure (adopted November 2017).

Safety and Access

That it does not pose a risk to the safety of the public and that the ease of access to the public space is not compromised.

Compliance

That it is compliant with relevant federal, state and local legislation and regulations such as bylaws, policies and procedures, and other industry standards such as technical guidelines.

Legible

That it is clear, readable and communicates effectively.

Branding

That branding is kept to an absolute minimum and is not be used in a manner that advertises. Branding is to be present to allow for the clear identification of the responsible public space owner / manager. Co-branding can be used discretely for stakeholder recognition, but this is to be on a scale appropriate to the conditions of the funding agreement, or in keeping with the funding contribution to the request.

Duplication

That it does not duplicate an existing asset, fixture or name at the proposed location, or one already present at another site in Greater Bendigo.

Efficiency

That requests, wherever practical, are rationalised with already existing assets and fixtures located at the public space.

Scale

That it is of a scale appropriate to the intent of the request and also to the public space it is to be located in.

Finite Term

That it is limited to the life of the asset or fixture.

Funding

That funding for the request is considered as part of the application process. External sources of funding such as donations or grants should be sought wherever possible.

Maintenance

That it will have a low maintenance requirement, or that the maintenance will be reasonable or justified.

7. ROLES AND RESPONSIBILITIES

The Policy will be actioned by a Committee to ensure a balanced and co-operative approach to place interpretation and naming activities and requests. It will be the responsibility of the Committee to determine which requests are actioned and resourced in the future. The Director - Presentation and Assets is responsible for the Committee and will provide a preliminary review of Committee decisions to determine if the application should be referred to the Executive Management Team and/or Council.

The Committee will meet bimonthly or more regularly if required. The Committee should consist of the asset owner / manager and relevant officers from across the organisation. The Committee should consist of officers from the following sections and areas of expertise:

Active and Healthy Lifestyles	Parks and Open Space
Communications	Property Services
Community Partnerships	Public Space Design
Engineering	Statutory Planning – Council Projects

	Planner
Governance	Works

These sections / areas of expertise should be invited to Committee meetings, when applications are being considered that are relevant to their area of work:

Aboriginal Reconciliation
Heritage
Tourism and Major Events

8. RELATED DOCUMENTS

The Policy is also to be considered in conjunction with the:

- Asset Capitalisation Policy and Procedures (adopted December 2017);
- Asset Management Policy (adopted September 2017);
- Asset Valuation and Revaluation Procedures (adopted December 2017);
- Assets and Surplus Land Disposal Policy and Procedure (adopted November 2017);
- Community Access and Inclusion Plan 2015-2018 (adopted June 2015);
- Community Engagement Policy (adopted February 2016);
- Cultural Diversity and Inclusion Plan 2016-2019 (adopted August 2016);
- Permanent Public Art Policy and Procedure (adopted October 2008) and Temporary Public Art Policy and Procedure (adopted April 2009);
- Reconciliation Plan 2016-2019 (adopted June 2016); and the
- Risk Management Framework (adopted November 2012).

All Greater Bendigo strategic work should also be considered that is relevant to the request, including, but not limited, to:

- Greater Bendigo Community Plan 2017-2021;
- Municipal strategic planning such as the Greater Bendigo Public Space Plan;
- Township plans for small and rural towns in Greater Bendigo;
- Precinct structure plans such as the Hospital Precinct Structure Plan;
- Masterplans for Bendigo Botanic Gardens, Eaglehawk Open Space Precinct, Gateway Park, Lake Weeroona, and Rosalind Park Precinct and other public spaces;
- Aboriginal Cultural Heritage Land Management Agreements and conservation management plans for specific places; and
- Cultural Heritage Management Plans for particular works at specific places.

9. HUMAN RIGHTS COMPATIBILITY

The implications of this policy have been assessed in accordance with the requirements of the Victorian Charter of Human Rights and Responsibilities.

10. DOCUMENT HISTORY

Date Approved	Responsible Officer	Unit	Change Type	Version	Next Review Date
19 September 2018	Paul Gangell	Parks and Open Space	Original	1	September, 2020

Appendix 1 – Application for Place Interpretation and Naming

*Asterisks mark those sections of the form that must be completed.

Place Interpretation and Naming

POLICY – please refer to the Place Interpretation and Naming Policy

Principles* – please tick all of the principles which apply to the proposal. A proposal must address the following principles in order to be considered.

Note that not all principles will apply to each request.

☐ Reconciliation

☐ Representation

☐ Significance

☐ Passage of time

☐ Relevance

☐ Inclusion

☐ Uniqueness

☐ Heritage

☐ Adaptive Reuse

☐ Amenity

Please tell us how your proposal meets these Principles (for descriptions of the Principles, please refer to the Policy). For example, how the person, organisation or event is significant on a municipal level to Greater Bendigo's history and development.

[text box – 100 words]

Proposal*

Please outline your proposal.

[text box – 50 words]

Description *

Please describe your proposal and provide any relevant details.

For assets and fixtures, this should include the size and overall dimensions, materials to be used and any text or images that will be on it.

For names, this should include an explanation about the name.

[text box – 100 words]

Please attach a photo or a drawing of what it will look like, or a word document with further name information.*

[picture or word doc attachment – 5MB limit]

Conditions

Ownership*

Are you the owner, manager or delegated authority? ☐ Yes ☐ No

Risk*

Have you assessed the risk of your proposal? ☐ Yes ☐ No

Compliance*

Will a Planning or Building permit be required? ☐ Yes ☐ No ☐ Unsure

Duplication*

Is there a similar asset, fixture or name already in Greater Bendigo? ☐ Yes ☐ No ☐ Unsure

Funding*

How will fund this request?

[text box – 50 words]

Site

Site / Location*

Please use the Community Compass to identify the site where your proposal will be located.

Provide the address for where it will be located.

[address and suburb]

[Community Compass add-in]

Contact details

Name*

Organisation/ Group or Society/ Committee of Management making the application*

Address*

Phone number *

Email address*

Agreement

Agreement*

I understand that the City of Greater Bendigo reserves the right to action, change or decline this proposal, in accordance with the Policy.

☐ Yes ☐ No

Submit this form to:

City of Greater Bendigo

PO Box 733

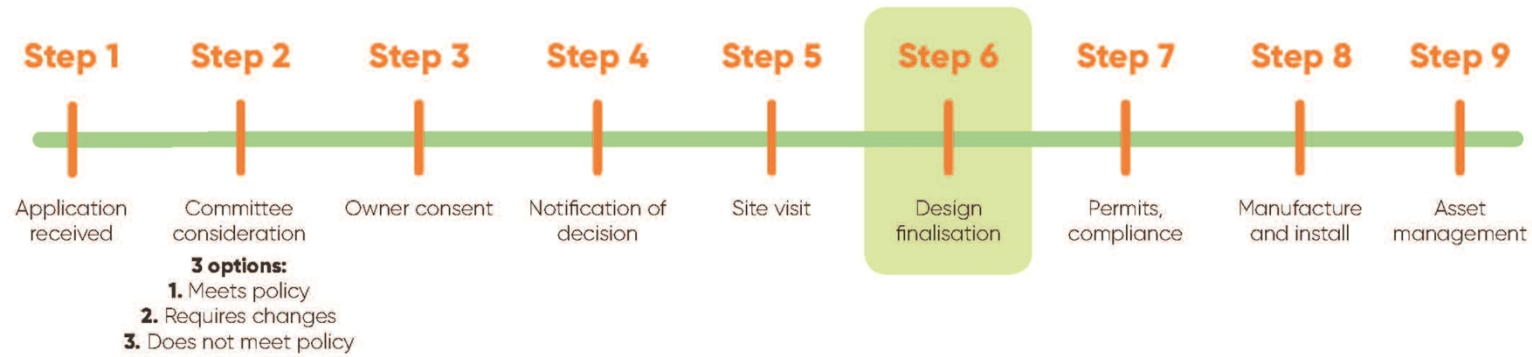
BENDIGO VIC 3552

Or, by email to:

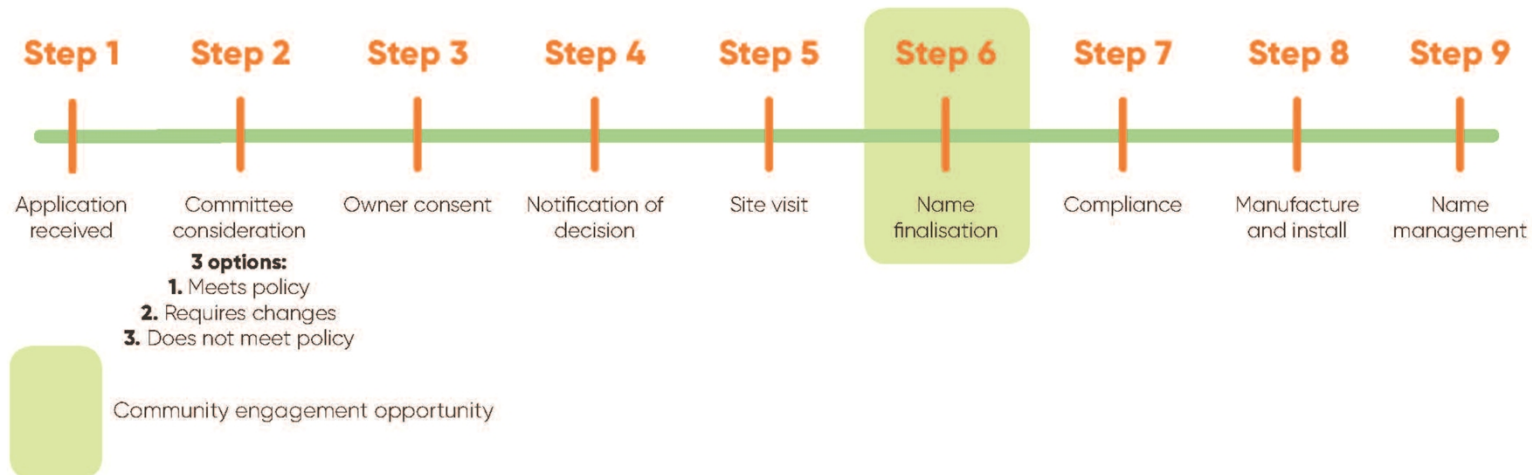
requests@bendigo.vic.gov.au

Appendix 2 – Internal Process

PLACE INTERPRETATION PROCESS



NAMING PROCESS



POLICY PROCESS

PLACE INTERPRETATION PROCESS

BOTH PROCESSES

NAMING PROCESS

