

February 2023



GREATER SHEPPARTON HERITAGE INTERPRETIVE SIGNAGE GUIDELINES

Table of Contents

1.0	Introduction.....	2
2.0	Purpose.....	2
3.0	Objectives.....	2
4.0	Eligibility.....	2
5.0	Guidelines for Heritage Signage in Greater Shepparton.....	3
5.1	Size and shape.....	3
5.2	Text, font, layout and presentation.....	3
5.3	Colour.....	4
5.4	Logo.....	4
5.5	Material, form and design.....	4
5.6	Installation and placement.....	4
5.7	Maintenance and management.....	4
5.8	QR Code.....	4
6.0	Approvals and permits.....	5
7.0	How to make an application.....	5
8.0	Acquittal.....	5

GREATER SHEPPARTON HERITAGE INTERPRETIVE SIGNAGE GUIDELINES

1.0 Introduction

Interpretative signage is an effective and visible means of celebrating Greater Shepparton's historical and cultural built and natural environment. Interpretive signs have the ability to create a communication connection between the person reading them and the place they are located in. This increases both the community and visitor's sense of awareness and knowledge of the culture and history of the place. Signage can play an important role in helping to highlight areas of importance to help preserve them and to involve future generations.

The Greater Shepparton Interpretive Signage Funding Program (the Program) seeks to promote places of local heritage significance (buildings, structures and sites) and increase public awareness and understanding of these places across Greater Shepparton.

The Greater Shepparton Interpretive Signage Grants are matching grants. Grants of up to \$5,000 are available for 50% of the cost of works recommended for funding on a \$1 to \$1 basis.

2.0 Purpose

The Guidelines were prepared to support the pilot program seeking to realise the installation of interpretative signs at places or areas of significance in the Heritage Overlay in the Greater Shepparton Planning Scheme.

The Guidelines will ensure consistency in the design, appearance, content and placement of signs to be installed across Greater Shepparton. The guidelines assure locals and visitors alike of the heritage value of selected places and the accuracy of the information provided.

Interpretive signs seek to provide more information and a greater level of interpretation than plaques, and are the usual way of identifying sites and locations. Along with text, interpretive signs may include maps, photographic images, illustrations, artwork and similar.

3.0 Objectives

The Program seeks to assist in realising the following benefits to:

- Identify and promote places of heritage significance (buildings, structures and sites);
- Strengthen and foster a sense of community identity and community ownership in the long-term conservation of local heritage places; and
- Increase public awareness and understanding of significant places and sites across Greater Shepparton.

4.0 Eligibility

To be eligible for a sign, the following criteria must apply:

1. Places must be of local significance to Greater Shepparton ('individually significant' and/or a 'contributory significant' place), as guided by the *Greater Shepparton Heritage Study Stage II 2020* which can be found online here: <https://greater-shepparton.com.au/bpi/planning/strategic-planning/strategic-strategies-and-reports/heritage-study>, or listed as a place of significance in the Victorian Heritage Register;
2. If an interpretive sign is to be installed on what is deemed to be traditional land, then consent from the custodians of the land must be sought;

3. Distribution must represent areas across the municipality and reflect the cultural diversity within the Greater Shepparton community; and
4. Installation of a sign must have the agreement of the property owner/community group.

Note: Heritage Plaques are covered under the separate Greater Shepparton Heritage Plaques Pilot Program and are not eligible to receive funding through this program. In general, plaques contain a limited amount of information and interpretation due to their small size, which limits text and restricts the use of graphics. Further information on the Greater Shepparton Heritage Plaques Pilot Program can be found online here:
<https://greater-shepparton.com.au/bpi/planning/strategic-planning/cultural-heritage/heritage-plaques-pilot-program>.

5.0 Guidelines for Heritage Signage in Greater Shepparton

An interpretive sign can be defined as a flat board, panel, tablet, finger post or similar, which may be freestanding, mounted on a frame or podium, or attached to a structure or natural feature, and which provides heritage and historical or other information relevant to its location or commemorates an event or a person by means of text and/or images.

5.1 Size and shape

Any proposed sign must be in an appropriate shape.

Interpretive signs should be of suitable dimensions, taking into account the location and the distance from which the sign will be read, along with the size of proposed text and graphics. Letter size and font should provide easy legibility from the planned viewing distance. Signage should be no larger than necessary.

5.2 Text, font, layout and presentation

Text must be based on high quality, thorough research, including use of the most up-to-date sources, rate books, etc.

Text must:

- Use font styles, sizes and spacing that ensure easy readability: the use of sans serif typefaces such as Helvetica or Arial gives best visual accessibility;
- Include the name of the place/event;
- Include relevant dates, such as the date of construction; and
- Include description and history revealing the significance of the place.

Text should:

- Contrast with the background - use either light characters on a dark background or vice versa;
- Be in lower case (except for beginnings of sentences, names, etc.) as this aids recognition of words;
- Be written at a level that is accessible to readers with a wide range of education and experience. To reach the widest audience, write at an early secondary school level;
- Use vivid language and active verbs;
- Use short sentences and short paragraphs;
- Be conversational in tone;
- Avoid technical jargon and clichés;
- Avoid gender-specific language (for example, for fisherman, use fisher or angler; for stockmen, use stock-handlers); and

- Present an attractive mix of typography (text), illustrations, photographs, etc., whether in black and white or in colour.

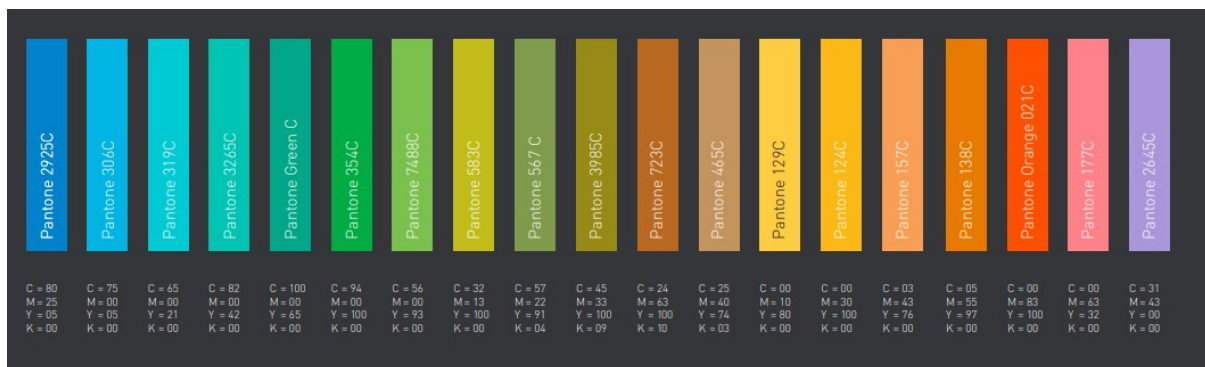
The text is to be approved by the Greater Shepparton Heritage Signage Sub-committee.

5.3 Colour

A colour palette has been developed from the *Greater Shepparton Wayfinding Strategy 2014* and this should be applied to Council-funded interpretive signage. It allows for a degree of choice and customisation.

Please refer to 'Colour Palette' on page 10 in the *City of Greater Shepparton: Goulburn Valley Wayfinding Strategy – Style Guidelines* online here:

https://greatershepparton.com.au/assets/files/documents/planning/strategic/Wayfinding_Strategy_Style_Guideline_Shepparton_03.PDF.



5.4 Logo

The logo of Greater Shepparton City Council must be included in any interpretive sign. The logos of any partner organisations/community groups must also be included.

5.5 Material, form and design

Stands, supports and bases of interpretive signs should be attractive, functional, and durable, and if possible relate to and complement the place, theme, or buildings.

In certain circumstances a protective shelter may need to be considered. In areas of high incidence of vandalism, an inexpensive replaceable format might be considered.

5.6 Installation and placement

Signs must be installed in a carefully managed way:

1. Signs must be installed in an external location that is safety accessible from a public place;
2. Signs must be attached in such way as to neither compromise nor diminish the significant fabric of the building, structure or site; and
3. Signs are to be installed at a height and position that ensures comfortable reading of the text and use of QR code (if applicable: see below).

5.7 Maintenance and management

Once installed, maintenance (including cleaning) and upkeep of the interpretive sign into the future must be considered.

Where a place with heritage signage is to be demolished, the owner is to be notified that a form of interpretation should if possible be incorporated on the site, or on any replacement structure.

5.8 QR Code

If the inclusion of a QR code is desired, information to be used therein should be included as part of any application.

6.0 Approvals and permits

In order for an application for funding to be processed, you must provide a copy of your approved planning permit and endorsed drawings, or written confirmation from the Greater Shepparton City Council in which the property is located, stating that no permits are required for the works you propose in this application. If your place is included on the Victorian Heritage Register, you will need a permit or permit exemption from Heritage Victoria, rather than Greater Shepparton City Council.

All applications that receive funding assistance require that a temporary sign be erected for the duration of the works funded. The applicants are also required to make the building available for photography, which may be used in any Council documentation.

7.0 How to make an application

Application forms are available on the Greater Shepparton City Council website via www.greatershepparton.com.au. If you require any further information or need assistance with your application, please contact the Building Planning and Compliance Department or the Grants Officer by telephone on (03) 5832 9700.

Any application should be accompanied by:

- A completed copy of the relevant application form (will be available in early 2023);
- The address of the site and approximate location of the signage;
- A design sketch of the signage, including dimensions;
- Proposed text (with sources where applicable) and copies of photographs to be used; and
- One written quotation if the total cost is less than \$3,000 or two written quotations if cost is \$3,000 or more.

In-kind contributions may be considered as part of an applicant's contribution. These contributions are calculated at set rate:

- \$25 per hour for unskilled labour; and
- \$80 per hour for skilled labour.

If in-kind contributions are proposed, a summary of the work to be undertaken, including the total hours of labour, should be provided with the application.

8.0 Acquittal

If your application is successful you will be required to report back on the outcome of your project to Council once your works have been completed.