

## GREATER SHEPPARTON HERITAGE PLAQUES GUIDE 2021

### Pilot Program

Plaques are one of the most effective and visible means of celebrating our historic built environment. Plaques have the ability to create a connection between the person viewing them and the place in which they are located. This increases the community's sense of awareness of its heritage and history, making these more accessible to people of all ages and backgrounds. Plaques can also play an important conservation role helping to highlight buildings with historic and other associations that help to preserve them for future generations.

#### **Purpose**

The *Greater Shepparton Heritage Plaques Guide* was prepared to support the pilot program seeking to realise the installation of plaques at places of cultural heritage significance. The Guide provides consistency in the design, appearance, content and placement of plaques to be installed across Greater Shepparton.

#### **Objectives**

The pilot program seeks to assist in realising the following benefits:

- identify and promote places of cultural heritage significance (buildings and structures);
- strengthen and foster a sense of community identity and community ownership in the long-term conservation of local heritage sites; and
- increase public awareness and understanding of heritage places and sites across Greater Shepparton.

#### **Eligibility**

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

1. Places must be of local significance to Greater Shepparton ('individually significant' and/or a 'contributory') and be included in the Heritage Overlay of the Greater Shepparton Planning Scheme, or be of state significance to Victoria.

2. Distribution must represent areas across the municipality and reflect the cultural diversity within the Greater Shepparton community.
3. Installation of a plaque must have the agreement of the property owner.

### **Template for a plaque**

1. Plaques are to be oval in shape (280mm x 205mm) and comprise a steel base overlaid with vitreous enamel. Four pins are to be included on back to allow installation.
2. Arial font is to be utilised, in 16 point for body of text, larger for heading.
3. Text is not to exceed 150 words, including the heading. Text to include the name of the place/event, relevant dates (e.g. date of construction), and descriptive and historical detail revealing the heritage significance of the place.
4. The text is to be approved by the Greater Shepparton Heritage Advisory Committee.
5. The logo of Greater Shepparton City Council is to be included.
6. QR codes are also to be included to connect to further information.

### **Installation and placement**

Plaques must be installed in a carefully managed way.

1. Plaques must be installed in an external location that is safely accessible from a public place.
2. Plaques must be attached in such a way as to neither compromise nor diminish the significant fabric of the building or structure.
3. Plaques are to be installed at a height and position that ensure comfortable reading of the text and use of the QR code.