



AGENDA

FOR TOURISM AND VISITOR SUB COMMITTEE MEETING TO BE HELD ON

4 DECEMBER 2017 AT 4:30 PM

IN COMMITTEE ROOMS, 12 JAMES STREET, SALISBURY

MEMBERS

Cr S Reardon (Chairman)
Mayor G Aldridge (ex officio)
Cr R Cook
Cr J Woodman
Cr R Zahra
Mr Jack Buckskin
Mr Kevin Collins
Ms Marilyn Collins
Mr Jeffrey Pinney
Mr David Stockbridge (Deputy Chairman)
Ms Janine Kraehenbuehl

REQUIRED STAFF

Chief Executive Officer, Mr J Harry
General Manager Business Excellence, Mr C Mansueto
Manager Communications and Customer Relations, Mr M Bennington
Administrative Coordinator - Business Excellence, Mrs M Potter

APOLOGIES

LEAVE OF ABSENCE

PRESENTATION OF MINUTES

Presentation of the Minutes of the Tourism and Visitor Sub Committee Meeting held on 11 September 2017.

REPORTS

TVSC1 Historical Way Finding Signage 7

OTHER BUSINESS

CLOSE



**MINUTES OF TOURISM AND VISITOR SUB COMMITTEE MEETING HELD IN
COMMITTEE ROOMS, 12 JAMES STREET, SALISBURY ON**

11 SEPTEMBER 2017

MEMBERS PRESENT

Cr S Reardon (Chairman)
Mayor G Aldridge (ex officio)
Cr R Zahra
Mr Kevin Collins
Mrs Marilyn Collins
Mr Jeffrey Pinney
Mr David Stockbridge (Deputy Chairman)

STAFF

Chief Executive Officer, Mr J Harry
General Manager Business Excellence, Mr C Mansueto
General Manager City Development, Mr T Sutcliffe
Manager Communications and Customer Relations, Mr M Bennington
Co-ordinator Urban Policy, Mr C Watchman
Urban Planner, Mr D Grieve
Acting Administrative Coordinator - Business Excellence, Mrs K Wehrmann

The meeting commenced at 4.31pm.

The Chairman welcomed the members, staff and the gallery to the meeting.

APOLOGIES

Nil

LEAVE OF ABSENCE

Leave of absence for this meeting was previously granted to Cr R Cook.

PRESENTATION OF MINUTES

Moved Cr R Zahra
Seconded Mr K Collins

The Minutes of the Tourism and Visitor Sub Committee Meeting held on 11 July 2017, be taken and read as confirmed.

CARRIED

REPORTS

TVSC1 Review of Tourism and Visitor Sub Committee

Moved Mr K Collins
Seconded Mr J Pinney

1. The information be received
2. That the Tourism and Visitor Sub Committee continues for the remainder of the current term of Council.

CARRIED

TVSC2 Recreational Vehicle Site in the Salisbury City Centre

Moved Cr R Zahra
Seconded Mr K Collins

1. That in-principle support for the purposes of community consultation to use Pioneer Park as a Recreational Vehicle parking site as defined in paragraph 4.2 of this report (Item No. TVSC2, Tourism and Visitor Sub Committee, 11/09/2017) be endorsed.
2. That public consultation in relation to the use of Pioneer Park (South Terrace) as a Recreational Vehicle parking site be undertaken in accordance with section 202(2) of the Local Government Act 1999 and the City of Salisbury Public Consultation Policy.
3. That following the conclusion of the public consultation process a further report be presented providing the outcomes of the consultation process and the proposed actions as a consequence of the consultation outcomes.

CARRIED

OTHER BUSINESS

Nil

CLOSE

The meeting closed at 5.20 pm.

CHAIRMAN.....

DATE.....

ITEM	TVSC1 TOURISM AND VISITOR SUB COMMITTEE
DATE	04 December 2017
HEADING	Historical Way Finding Signage
AUTHOR	Craig Johansen, Team Leader Landscape Design, City Infrastructure
CITY PLAN LINKS	3.2 Have interesting places where people want to be. 2.2 Have a community that is knowledgeable about our natural environment and embraces a sustainable lifestyle. 3.3 Be a connected city where all people have opportunities to participate.
SUMMARY	The Sub-committee has requested that a report be provided for the purpose of historical signage and associated wayfinding. This report presents current activities of Council and outlines the process for signage requests/applications by the relevant State Government Department.

RECOMMENDATION

1. The information within this report be received and noted.
2. That in April 2018 the committee, in a workshop with staff, develop a list of sites to be investigated and considered for signage installation.
3. That staff investigate the sites/locations further prior to discussing with DPTI.
4. Upon the agreement with DPTI about the sites/locations that staff lodge an application for the signage as budget is made available for the manufacture, installation and ongoing maintenance, as part of the 2018/19 New Initiative Bid Process.

ATTACHMENTS

There are no attachments to this report.

1. BACKGROUND

- 1.1 At its July meeting, the sub-committee requested a report on what current programs are in place for historical way finding signage and also investigate the process of having State Government install signs on major corridors.

2. CONSULTATION / COMMUNICATION

- 2.1 Internal
 - 2.1.1 Community Development (Libraries & Community Centres)
 - 2.1.2 Business Excellence (Communications & Customer Relations)
- 2.2 External
 - 2.2.1 Department Planning, Transport and Infrastructure (DPTI)

3. REPORT

- 3.1 Signage installed for the purpose of directional assistance and wayfinding, as well as historical points of interest within the city's open space, is currently delivered through the budget allocation of the Information Signage Program (Parks and Reserves) NIB TRN17080.
- 3.2 Currently this budget allocation is broken down into the following streams:
 - 3.2.1 Directional, Way Finding and Distance Marking Signage for the City Wide Trails project as it is rolled out across Little Para River, Dry Creek, Edinburgh Drain and Helps Road Drain corridors.
 - 3.2.2 Interpretive Signage for key parks and reserves.
 - 3.2.3 Historical or Natural Interpretive Information Signage.
- 3.3 In the last number of years, this program has installed historical signage at the following locations, Harry Bowey Reserve, Carisbrooke Park, Upper Little Para/Old Spot Hotel, Dry Creek Linear Park Walkley Heights and Kentish Green.
- 3.4 Historical signage for this financial year is being installed at Parafield Airport, noting that Parafield Airport celebrates 90 years of operation this year.
- 3.5 The following local history locations are included in the current New Initiative Bid program to be delivered in the next 4 year program as budget is approved:
 - 3.5.1 Levels Homestead, Mawson Lakes
 - 3.5.2 First Flight Memorial, Victoria Drive, Parafield Gardens
 - 3.5.3 Penfield Suburb
 - 3.5.4 Burton Pioneer Cemetery
 - 3.5.5 St Kilda Hotel and Township
- 3.6 In the past, projects have been established for specific historical sites and the recognition of the historical significance of the location, such as the Mapping Salisbury Artwork installation at Unity Park, Main North Road frontage, Pooraka and the Montague Village Pioneers plaque Mary Street Reserve, Mawson Lakes.
- 3.7 These specific installations have been in association with external funding provided by other stakeholders.
- 3.8 Below is a list of sites for consideration, including the above nominated projects, for discussion at the proposed workshop:
 - 3.8.1 Salisbury City Centre – James Street. Methodist Cemetery and various Council managed infrastructure such as Pioneer Park and pump system.
 - 3.8.2 First Flight Memorial – Shepherdson Road. 1910 at Bolivar before Harry Houdini's flight several days later
 - 3.8.3 Little Para River – oranges at Jenkins' place Carisbrooke Park and / or Salisbury CBD in Pitman Park (large signs for both)
 - 3.8.4 Parafield Airport – either on the Main North Road or near the main entrance on Kings Road. Early aviators and at one time main airport for Adelaide

- 3.8.5 Levels Homestead – Mawson Lakes. Breeder of prize bulls etc and a historic farm in its own right.
- 3.8.6 Parafield Aviation Museum – Housing various historical memorabilia
- 3.8.7 National Military Vehicle Museum - The Society is one of many Military Vehicle Clubs across Australia and throughout the world and its members are dedicated to the preservation of vehicles that are of military origin.
- 3.8.8 McIntyre House – Bridge Road, Para Hills. Was one of the homes of the McIntyre family and was used in the early development of Para Hills as a doctors surgery, shops etc
- 3.8.9 Gepps Cross Abattoirs – prominent in the Meat Industry since 1913. Had its own railway line.
- 3.8.10 Bird in Hand Hotel - corner of Main North & Montague Roads. Was a major stopping point along the Main North Road for travellers and bullock drays etc.
- 3.8.11 Angas Home – Shepherdson Road, Parafield Gardens. It was a prominent farm and home for deaf and mute people. The Cox family worked at the Angas Home for several generations with over 100yrs service to the Deaf Society of SA.
- 3.8.12 Old Spot Hotel – on the Main North Road. A hotel occupied the location since the early 1850s under several names. Salisbury founder John Harvey was at one time a licensee of the hotel.
- Penfield Suburb – a farming suburb of the Salisbury area. It was a small “village” with shops and homes. World War II saw the building of the Munitions Factory and Long Range Weapons (later became DSTO). The land was acquired by the Federal Government under a compulsive purchase order. The town and farms ceased to exist from then on.
- 3.8.13 Burton Cemetery – Bolivar Road. The church was built in 1858 and was also used as a schoolroom. A larger church was built on Burton Road in 1915 and closed in 1950. there are 143 recorded burials at Burton.
- 3.8.14 St Kilda Hotel – St Kilda. The hotel was built by Mathias Lucas around 1895. John Harvey the founder laid the foundation stone for the hotel. The hotel became one of the main focal point for the town. It gained its licence in 1898. When the St Kilda Post Office was opened in 1924 and to stop confusion with St Kilda in Victoria. The name chosen was Moilong (Aboriginal word meaning “tide coming in”). Later the name of the town was changed back to St Kilda
- 3.8.15 Bull Ring – Walkleys Heights, on the site of the RM Williams Homestead, On Port Adelaide Enfield side of Dry Creek, but managed by Salisbury
- 3.9 The State Government (DPTI) has a Road Sign Guideline: Guide to visitor and service road signs in South Australia. The guideline outlines who is responsible for the cost of the sign, what is acceptable for the installation of signage as well as the application and approval process.

- 3.10 The guidelines state that the *'road authorities are responsible and accountable for all aspects of the provision of tourist and service signs and the resultant liability on roads under their controls.'* Where Council has control of the road corridor we are able to approve and install signage.
- 3.11 DPTI or its approved contractors are the only entities permitted to install and maintain signage on DPTI controlled roads. It should be noted that the guideline states that DPTI will recover costs associated with the manufacture, installation and ongoing maintenance of the signs it installs on behalf of others.
- 3.12 Within the guidelines, Essential and Desirable Criteria are listed but these relate more directly to larger tourist attractions, which operate as a business, in serving a tourism market.
- 3.13 Historical sites and precincts need to be endorsed by DEWNR to be eligible for tourist signing and eligible for the use of the following symbol.



- 3.14 Currently, the signage that staff are aware of, that is installed in accordance with these guidelines, are for St Kilda on Port Wakefield Rd, Waterloo Corner and the First Flight Monument Marker on Port Wakefield Rd, Paralowie.

4. CONCLUSION / PROPOSAL

- 4.1 The guideline is very clear as to the process to follow for the installation of road signs on DPTI controlled roads, for the purpose of wayfinding.
- 4.2 In the first instance for consideration of signage for the purpose of historical wayfinding, a list of sites/locations needs to be developed so that staff can investigate the site/location further, before entering into discussion with the department as to the suitability of the locations and historical sites that Council is seeking signage for.
- 4.3 It is proposed to seek additional consultation with Elected Members via a workshop with the Tourism and Visitor Subcommittee in April 2018.
- 4.4 As mentioned above, DPTI will seek to recover costs for the manufacture, installation and ongoing maintenance of signage installed on behalf of others.
- 4.5 Should Councils desire be for the installation of additional signage, then there needs to be an additional budget made available for the maintenance of the new signs, to cover the maintenance of the signage which is managed by DPTI.

CO-ORDINATION

Officer:	CEO	GMBE	GMCD	GMCI	GMCiD
Date:	30/11/2017	30/11/2017	30/11/2017	29/11/2017	30/11/2017