



## **AGENDA**

**FOR TOURISM AND VISITOR SUB COMMITTEE MEETING TO BE HELD ON  
12 NOVEMBER 2019 AT 4.30 PM  
IN COMMITTEE ROOMS, 12 JAMES STREET, SALISBURY**

### **MEMBERS**

Cr M Blackmore (Chairman)  
Mayor G Aldridge (ex officio)  
Cr K Grenfell  
Mr J Pinney  
Cr D Proleta  
Cr S Reardon  
Mr L Virgo  
Mr D Waylen  
Cr J Woodman (Deputy Chairman)

### **REQUIRED STAFF**

Chief Executive Officer, Mr J Harry  
General Manager Business Excellence, Mr C Mansueto  
Manager Community Experience and Relationships, Ms J Kushnir  
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 10 September 2019.

### **REPORTS**

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**OTHER BUSINESS**

**CLOSE**



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

**10 SEPTEMBER 2019**

**MEMBERS PRESENT**

Cr M Blackmore (Chairman)  
Mayor G Aldridge (ex officio)  
Cr K Grenfell  
Mr J Pinney  
Mr D Waylen  
Cr J Woodman (Deputy Chairman)

**OBSERVERS**

Cr C Buchanan

**STAFF**

Chief Executive Officer, Mr J Harry  
General Manager Business Excellence, Mr C Mansueto  
Manager Community Experience and Relationships, Ms J Kushnir  
Manager Governance, Mr M Petrovski  
Administrative Coordinator - Business Excellence, Mrs M Potter

The meeting commenced at 4.37 pm.

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

**APOLOGIES**

Apologies were received from Cr D Proleta and Mr L Virgo.

**LEAVE OF ABSENCE**

Nil

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**PRESENTATION OF MINUTES**

Moved Mr J Pinney  
Seconded Mayor G Aldridge

The Minutes of the Tourism and Visitor Sub Committee Meeting held on 09 July 2019, be taken and read as confirmed.

**CARRIED**

**REPORTS**

**TVSC1 Future Reports for the Tourism and Visitor Sub Committee**

Moved Cr J Woodman  
Seconded Mr J Pinney

1. The information be received.

**CARRIED**  
UNANIMOUSLY

**TVSC2 Augmented Reality Gaming Update**

Moved Mayor G Aldridge  
Seconded Cr J Woodman

1. That the information be received.
2. When planning major events, consider if appropriate to create an in-game event to increase attendance.

**CARRIED**  
UNANIMOUSLY

**TVSC3 Discover Salisbury Events Calendar**

Moved Cr K Grenfell  
Seconded Mayor G Aldridge

1. That the information be received.

**CARRIED**  
UNANIMOUSLY

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**OTHER BUSINESS**

**TVSC      OB1 Pokemon Stops**

Moved Cr K Grenfell  
Seconded Mayor G Aldridge

1. That a report be brought back to the Committee on the feasibility of Council coordinating a call for submissions from community groups to nominate Pokemon stops.

**CARRIED**

**CLOSE**

The meeting closed at 5.15 pm.

CHAIRMAN.....

DATE.....



<b>ITEM</b>	TVSC1
	<b>TOURISM AND VISITOR SUB COMMITTEE</b>
<b>DATE</b>	12 November 2019
<b>HEADING</b>	Future Reports for the Tourism and Visitor Sub Committee
<b>AUTHOR</b>	Michelle Woods, Projects Officer Governance, CEO and Governance
<b>CITY PLAN LINKS</b>	4.3 Have robust processes that support consistent service delivery and informed decision making.
<b>SUMMARY</b>	This item details reports to be presented to the Tourism and Visitor Sub Committee as a result of a previous Council resolution.

**RECOMMENDATION**

1. The information be received.

**ATTACHMENTS**

There are no attachments to this report.

**1. BACKGROUND**

- 1.1 A list of resolutions requiring a future report to Council is presented to each sub committee and standing committee for noting.
- 1.2 If reports have been deferred to a subsequent month, this will be indicated, along with a reason for the deferral.

**2. CONSULTATION / COMMUNICATION**

- 2.1 Internal
  - 2.1.1 Report authors and General Managers.
- 2.2 External
  - 2.2.1 Nil.

**3. REPORT**

- 3.1 The following table outlines the reports to be presented to the Tourism and Visitor Sub Committee as a result of a Council resolution:

<b>Meeting Item</b>	<b>Heading and Resolution</b>	<b>Officer</b>
23/09/2019 1.0.2 TVSC-OB1	<b>Pokemon Stops</b> – 1. That a report be brought back to the Committee on the feasibility of Council coordinating a call for submissions from community groups to nominate Pokemon stops.	David Bevan
<b>Due:</b>	December 2019	

**4. CONCLUSION / PROPOSAL**

- 4.1 Future reports for the Tourism and Visitor Sub Committee have been reviewed and are presented at this point in time.

**CO-ORDINATION**

Officer:	Executive Group	GMBE
Date:	04/11/19	28/10/19



<b>ITEM</b>	TVSC2		
	<b>TOURISM AND VISITOR SUB COMMITTEE</b>		
<b>DATE</b>	12 November 2019		
<b>PREV REFS</b>	TVSC	TVSC2	12/06/2018
<b>HEADING</b>	Signage for properties of historical significance		
<b>AUTHOR</b>	Craig Johansen, Team Leader Parks and Open Space Assets, City Infrastructure		
<b>CITY PLAN LINKS</b>	3.2 Have interesting places where people want to be. 3.3 Be a connected city where all people have opportunities to participate. 3.4 Be a proud, accessible and welcoming community.		
<b>SUMMARY</b>	This report presents options for consideration as to how to best provide signage for properties of historical significance. Noting that these properties are privately owned and in most instances public access is not allowed.		

**RECOMMENDATION**

1. The information within the report be noted and received.
2. That local area historical regions be considered, to identify areas of concentration of sites of historical significance.
3. Future signage be considered as part of budget considerations, funded from the current Information Signage program.

**ATTACHMENTS**

This document should be read in conjunction with the following attachments:

1. Report to Tourism and Visitor Sub Committee on Historical Signage

**1. BACKGROUND**

- 1.1 A resolution of the sub-committee meeting July 2019 was; *A report be brought back to the Sub Committee regarding signage for properties of historical significance.*

**2. CONSULTATION / COMMUNICATION**

- 2.1 Internal
  - 2.1.1 Community Development

### 3. REPORT

- 3.1 As previously presented to the sub-committee, Parks and Open Space Assets staff have to date delivered signage for properties of historical significance within Councils reserves. Having installed signage providing information for properties of historical significance such as Carisbrooke House, San Souci House, Levels Homestead and Estate, Homestead and surrounds located on Kentish Green and Old Spot Hotel. All these signage installations are located within Council Reserves.
- 3.2 Whilst this report is focused on “properties of historical significance”, in reviewing this area staff have identified that delivering signage for specific properties of historical significance, only provides for the City of Salisbury’s European heritage. As culturally the northern Adelaide plains area is home to the Kaurna people, who lived and worked from the land and on this basis, staff are proposing that historical signage be considered not only for properties, but for culturally significant sites also, so that the non-european and European heritage of the city are presented in a like manner. Bearing in mind Council will need to consult and liaise with the RAP working group for locations and signage content, as previously undertaken with Kaurna signage projects in the City.
- 3.3 In reviewing the 1991 Heritage Survey report and the recommendations of the report, there are a number of properties listed that are still located within the City, being held in private ownership.
- 3.4 The issue with installing signage for properties (private or public) is locating signage of a sufficient scale to provide information in a manner which does not obstruct or hinder pedestrian movement within a verge that already has multiple constraints above and below ground.
- 3.5 On this basis it is proposed that larger signage be installed within Council open space areas in close proximity to sites of historical significance, so that community members are able to discover the properties by non-vehicle methods. With small tiles/ plaques being located on the footpath adjacent or opposite the site of historical significance.
- 3.6 An example of above would be the installation of a larger sign in Unity Park, Pooraka identifying properties of historical significance in the nearby area such as 791-793 and 855 Main North Rd, Pooraka Primary school, Pooraka Memorial Hall and the Dry Creek Railway Corridor all within a 2.5km loop from Unity Park on South Terrace.
- 3.7 Delivering signage/ information in the format as proposed above in 3.6, sites of historical significance which no longer exist on site could be included. Ensuring that all sites of historical significance are identified in a local area. An example of this is the signage on Council’s Dry Creek reserve identifying the Township that no longer exists, directly northwest of the Montague/Main North Road intersection.
- 3.8 Current budget allocations for Historical Signage installation beyond the current year are allocated as follows; 2020/21 Penfield Township/ Edinburgh Suburb, 2021/22 Burton Pioneer Cemetery within the Information Signage program.

**4. CONCLUSION / PROPOSAL**

- 4.1 With sites of historical significance being distributed across the City, without significant investment to identify all it is difficult to undertake a single method of signage installation for all sites of historical significance.
- 4.2 It is much easier to achieve signage installation at a local level where community members are able to discover at their own leisure from a start location which is off road, as per 3.6 above.
- 4.3 Delivering signage at a local level will also provide opportunity to theme signage in relation to local context.
- 4.4 With current budget allocations for outgoing years already having identified installation sites. It is proposed that the budget in future years have consideration of signage installation as proposed above.

**CO-ORDINATION**

Officer: Executive Group  
Date: 05/11/2019



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<b>ITEM</b>	TVSC2		
	<b>TOURISM AND VISITOR SUB COMMITTEE</b>		
<b>DATE</b>	12 June 2018		
<b>PREV REFS</b>	TVSC Council	TVSC1 Policy and Planning Committee Meeting - Committee reports	04/12/2017 18 Dec 2017 6:30 pm
<b>HEADING</b>	Historical Way Finding Signage		
<b>AUTHOR</b>	Craig Johansen, Team Leader Landscape Design, City Infrastructure		
<b>CITY PLAN LINKS</b>	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.		
<b>SUMMARY</b>	This report details the list of sites identified for consideration in the Historical Signage Program presented and recommends that staff continue to liaise with the Department of Planning, Transport and Infrastructure (DPTI) in regards to formalising wayfinding signage for particular sites.		
<b>RECOMMENDATION</b>	<ol style="list-style-type: none"> <li>1. The information within the report be received.</li> <li>2. Council staff continue to liaise with DPTI to confirm suitable locations for wayfinding signage as contained in Attachment 1 to this report (Item No. TVSC2 Tourism and Visitor Sub-Committee, 12/06/2018).</li> <li>3. A program of works be developed and included for consideration by Council as a New Initiative Bid in 2019/20.</li> </ol>		
<b>ATTACHMENTS</b>	This document should be read in conjunction with the following attachments: <ol style="list-style-type: none"> <li>1. Heritage Places Database Search</li> </ol>		
<b>1. BACKGROUND</b>	<ol style="list-style-type: none"> <li>1.1 Staff presented a report to Council in December 2017 in relation to Historical Wayfinding Signage, with the intent that staff investigate locations and engage with DPTI regarding their guidelines for road signs for visitors.</li> </ol>		

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- 1.2 As per Resolution No. 2221/2017, staff held a workshop with the Tourism and Visitor Sub-Committee to *develop a list of sites to be investigated and considered for signage installation.*
- 1.3 Currently two signs are installed per year as part of the Capital Works Information Signage Program.

**2. CONSULTATION / COMMUNICATION**

- 2.1 Internal
  - 2.1.1 Communications & Customer Relations
- 2.2 External
  - 2.2.1 DPTI

**3. REPORT**

- 3.1 Historical signage across the City has been delivered within the numerous open space areas that are found along the Little Para River and Dry Creek corridors. These corridors are highly visited sites and tie in well with the access that exists currently along these corridors and increased access that will occur as part of the City Wide Trail implementation.
- 3.2 Staff held a workshop with the Tourism and Visitor Sub-Committee on 16 April 2018 to discuss various sites that could be considered for future programs, as well as sites proposed to be presented to DPTI for consideration.
- 3.3 The sites originally presented were as follows:
  - 3.3.1 Salisbury City Centre – James Street. Methodist Cemetery and various Council managed infrastructure such as Pioneer Park and pump system.
  - 3.3.2 First Flight Memorial – Shepherdson Road. 1910 at Bolivar before Harry Houdini’s flight several days later.
  - 3.3.3 Little Para River – oranges at Jenkins’ place Carisbrooke Park and / or Salisbury CBD in Pitman Park (large signs for both).
  - 3.3.4 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.
  - 3.3.5 Levels Homestead – Mawson Lakes. Breeder of prize bulls etc. and a historic farm in its own right.
  - 3.3.6 Parafield Aviation Museum – housing various historical memorabilia.
  - 3.3.7 National Military Vehicle Museum - the society is one of many military vehicle clubs across Australia and throughout the world. Members are dedicated to the preservation of vehicles that are of military origin.
  - 3.3.8 McIntyre House – Bridge Road, Para Hills. One of the homes of the McIntyre family and was used in the early development of Para Hills as a doctors surgery, shops etc.
  - 3.3.9 Gepps Cross Abattoirs – prominent in the meat industry since 1913 and had its own railway line.

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- 3.3.10 Bird in Hand Hotel - corner of Main North & Montague Roads. A major stopping point along Main North Road for travelers and bullock drays etc.
  - 3.3.11 Angas Home – Shepherdson Road, Parafield Gardens. A prominent farm and home for deaf and mute people. The Cox family worked at the Angas Home for several generations with over 100 years of service to the Deaf Society of South Australia.
  - 3.3.12 Old Spot Hotel – Main North Road. A hotel occupied the location since the early 1850's under several names. Salisbury founder John Harvey was at one time a licensee of the hotel.
  - 3.3.13 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.
  - 3.3.14 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.
  - 3.3.15 St Kilda Hotel – St Kilda. The hotel was built by Mathias Lucas around 1895. John Harvey laid the foundation stone for the hotel. The hotel became one of the main focal points 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.
  - 3.3.16 Bull Ring – Walkley Heights, on the site of the RM Williams Homestead, Port Adelaide Enfield side of Dry Creek, but managed by Salisbury.
- 3.4 The workshop identified additional sites to those outlined above (as per TVSC1 December 2017) as follows:
- 3.5 These include:
- 3.5.1 Bridgestone Reserve and buildings
  - 3.5.2 City Centre History
  - 3.5.3 Magazines, Dry Creek
  - 3.5.4 Tram Museum, St Kilda
  - 3.5.5 Salt Pans, Dry Creek
  - 3.5.6 Edinburgh/ Defence history
  - 3.5.7 Other old homesteads across the City, such as Pine Lakes House
- 3.6 The workshop discussed all of these sites and suggested that DPTI be presented with all sites to consider which ones would be supported, to proceed further to an application.

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- 3.7 Further to this information staff investigated heritage places within the City of Salisbury as per the State Government database. Staff discovered that Council has 23 sites listed on the Heritage Places database from Dry Creek to Edinburgh, from private properties to public facilities as per Attachment 1.
- 3.8 Of the list, only seven are accessible to the public, with the balance being residences or business buildings, or buildings within DSTO.
- 3.9 DPTI have indicated their support for the installation of signage, but did raise that the guidelines make comment to each site having some sort of information plaque or interpretive material as well as being listed as a place in the property location browser.
- 3.10 If signs are proposed on council roads then Council doesn't need DPTI approval however, if Council would like the installation of a sign on a DPTI road prior to the turnoff to the side road that leads to it, it will need to be discussed further.

**4. CONCLUSION / PROPOSAL**

- 4.1 With the addition of the above sites to investigate further, it is recommended to develop a program of works to be considered by Council as a New Initiative Bid in 2019/20.
- 4.2 Staff will continue to liaise with DPTI in relation to formalising the establishment of wayfinding signage for the sites above, as budget allows within the signage program. As this signage is installed, costs will be identified and the budget bid for historical signage adjusted for the 2019/20 financial year. This will allow a better understanding of how many sites can be completed in a financial year.

**CO-ORDINATION**

Officer:

Date: