

Darebin City Council

**Civic Recognition
(Memorials and Monuments) Policy**

March 2011

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1. INTRODUCTION

Civic recognition of individuals, groups or events in the municipality must from time to time be considered by Council. The most common form of recognition is through a monument or a memorial.

Monuments and memorials are a tangible and easily recognisable celebration of a civic life and therefore play a role in enriching the physical and social environment of a City. Darebin Council is committed to a clear and robust process to actively respond to proposals for a diverse range of memorials and monuments, to ensure that the City continues to honour people, history and ideas.

This Policy provides the framework for memorials and monuments in the City to ensure that appropriate commemoration is catered for, the integrity of the City is upheld and fair and balanced decisions are made. The Policy applies to major initiatives. Guidelines for small memorials and monuments are outlined in Council's Small Memorials and Plaques Policy which is appendix one of this policy.

2. DEFINITIONS

- **Monument** – a substantial and enduring physical object created in memory of a person or event or place.
- **Memorial** – an object or a landscaped feature designed to preserve the memory of a person, event, or place.
- **Plaque** – a bronze bench plaque mounted flush, with a text message displayed that does not exceed the accepted plaque size for the bench as per guidelines for small memorials and plaques.
- **Donor** - any person or group applying to commemorate a person or event or place that conveys a positive message for the City.

3. POLICY STATEMENTS

- 3.1 Darebin City Council acknowledges that monuments and memorials are important to the social fabric, civic life, and physical environment of the City.
- 3.2 Darebin City Council recognises that monuments and memorials can take many forms (including landscaping design). They can be temporary or permanent and exist as an important, desirable, and valuable City asset.
- 3.3 Darebin City Council will ensure a clear, open, and equitable process through a comprehensive assessment of applications for the creation, selection, and placement of monuments and memorials.

4. POLICY OBJECTIVES

- 4.1 Monuments and Memorials in the City reflect fairly Council's and the wider public's desires and expectations to commemorate people and places of significance.
- 4.2 Monuments and Memorials enhance the cultural value and the public realm of the City.
- 4.3 Council deals effectively with public enquiries and pursues or rejects requests to create, accept, and/or commission a monument or memorial.
- 4.4 Monuments and Memorials are of a type and quality suitable for the public realm, and are maintained and well managed.

5. TYPES OF MONUMENTS AND MEMORIALS

- 5.1 All requests for small memorials (i.e. 'a plaque on a bench or a memorial tree established in memory of an event or person'.) should be undertaken through the Small Memorials and Plaques Policy. (*See appendix one*).
- 5.2 Monuments and larger memorials are **for the purposes of this policy are specifically designed objects or structures** commemorating a person, event, or place.
- 5.3 Monuments and Memorials may also include **landscape features** – i.e. areas of the City can be enhanced, redeveloped, or reclaimed through the use of donor funds or bequests in commemoration of a person, event, or place if applicable.
- 5.4 **Restoration of an existing City feature** can be undertaken to commemorate a person, event, or place in a way that contributes to enhancing the urban and cultural fabric of the City, rather than erecting new memorials.
- 5.5 Public Art Works commissioned through Council's Art in Public Places Program do not fall within the scope of this policy even if commemorative in theme and are guided by Darebin's Public Art Policy.

6. CRITERIA

Darebin City Council supports monuments and memorials that meet the subject, location, artistic/design merit and cost criteria as outlined in detail below:

Subject

- 6.1 The subject of a monument or larger memorial in the City should be able to demonstrate a high level of significance: i.e.
 - The person or group has made an outstanding contribution to the cultural, political or social development of the City of Darebin
 - It is an important and unique City or civic anniversary
 - It is a historical or culturally significant site or event.

6.2 New monuments or memorials will not commemorate a person, event or place that is already memorialised in the City.

6.3 Any proposed monument or memorial needs to demonstrate cultural sensitivity and can not cause offence to the community.

Location

6.4 The site/location proposed demonstrates a high regard to the existing integrity of Parks, Reserves or Public Space as well as in keeping with other strategies or Master Plans for the site. The proposed location will not compromise the aesthetic integrity, or interfere with the unique or cultural character of the area.

6.5 Any proposed monument or memorial must demonstrate the need for a specific site – i.e. there should be a reason for the memorial being in that location. Where appropriate, preference will be given to co-location of new memorials within a site of common interest.

6.6 The location for the monument or memorial will not adversely affect existing use for that location.

6.7 The location of memorials and monuments in Darebin's Parks and Reserves and the City's streets and public places will be determined by a decision of Council.

Artistic/Design Merit

6.8 The proposed memorial must exhibit either artistic or design merit with respect to:

8.8.1 Innovation, creativity, vision, originality, the power to communicate.

8.8.2 Undertaken by practising professional artists.

6.9 The proposed design will complement the City's history and urban fabric.

6.10 Proposed memorials will be of low maintenance construction.

Cost /Funding

6.10 All costs associated with establishing a memorial will be met in full by the donor. Costs will include, but are not limited to:

- community and stakeholder consultation
- artist, project manager and/or engineering fees
- all costs associated with Development Approval as required
- all costs associated with construction and installation
- all costs associated with site preparing and/or remediation
- estimated future maintenance and management costs – including ongoing monitoring, cleaning, refreshing protective coating and minor damage repair, for a minimum of 10 years.
- after 10 years, determination of the future of the memorial will be at Council's discretion e.g. whether to relocate, de-accession or make arrangements for the ongoing maintenance and management of the work.

- Any monument or memorial that requires extreme maintenance or is problematic to maintain may have to be removed after consultation with the donor
- costs of above \$500 and up to the value of Council's insurance excess incurred as a result of any damage sustained to the memorial within the first 10 years.

Other

- 6.11 Memorial proposals of State or Commonwealth significance require prior endorsement of relevant Departments of those levels of Government.
- 6.12 Where appropriate the proposal will demonstrate support from the relevant representational body or organisation i.e. memorials that commemorate specific events within wars.
- 6.13 Installation of a memorial commemorating a person will not generally be considered within three years of the death of that person, to allow for the development of a historical perspective and for consideration of the criteria for significance.

7 RISK ASSESSMENT

An assessment of the risk involved in commissioning, erecting and maintaining a memorial will be undertaken by Council and will form part of the decision-making process.

8 ASSESSMENT, APPROVAL AND COMMISSIONING PROCESS

Applications will be assessed in a timely and consultative manner.

- 8.1 Council's Leisure, Public Realm and Venues Unit will coordinate the application review process and provide information to the Memorials and Monuments Committee
- the application should include all relevant details including the nature and intent of the proposed memorial or monument; site preference (location) and analysis; design concept to scale; text or images to be included; and any other information including maintenance costs that will provide Council with a full understanding of the intended outcome of the proposed memorial. Design will not be commissioned at this stage – a concept will be sufficient.
- 8.2 Assessment against established criteria including ;
- in the first instance the proposal must support and conform to any relevant Streetscape Master Plan, Park Master Plan, Management Plans and other associated policies or master / capital works plans for the City.
 - the Darebin Planning Scheme.

- 8.3 Stakeholder and community consultation may be undertaken, where relevant, according to Council's Public Communication and Consultation Policy, to provide information and enable feedback and advice on memorial
- 8.4 A recommendation will be put to the Memorials and Monuments Committee for approval. The Memorials and Monuments Committee will comprise of the Mayor, a Ward Councillor and the Chief Executive..

9. OWNERSHIP

- 9.1 All memorials placed or commissioned on public land within the City of Darebin are deemed to be under the control of the City and managed in accordance with Council standards.
- 9.2 When a memorial is accepted by Council, it automatically becomes part of Darebin City Councils Asset Register, which is maintained and managed by Council.
- 9.3 Council will manage and maintain a memorial for a minimum of 10 years at which time determination of the future of the memorial will be at Council's discretion, including its relocation, removal, and/or deaccessioning as required.

10. MONITORING AND REVIEW

- 10.1 Indicators of effectiveness;
- public's perceptions of the appropriateness and value of monuments and memorials in the City.
 - 100% of all written requests are dealt with through the Civic Recognition Policy approval process.
 - memorials are preserved and maintained to a high standard.
- 10.2 Procedures and timelines for review
- the Civic Recognition Policy will be reviewed every 5 years.

11. POLICY PROCESS FOR APPROVAL

The process for approval is; A proposal is submitted to Council and referred to the Leisure, Public Realm and Venues Department. Officers will coordinate information with respect to the criteria and provide the relevant information to the Monuments and Memorials Committee for deliberation.

APPENDIX 1

SMALL MEMORIALS AND PLAQUES POLICY

This policy covers small memorial and plaques that may be placed in parks, reserves, gardens or public places in Darebin. All such memorials and plaques will conform to this policy. Any existing plaque or memorial can not be taken as a precedent for future approvals.

No new memorial or plaque will be considered which commemorates a person, event or occasion already memorialised in Darebin unless there are exceptional circumstances. Special anniversaries may be acknowledged.

Any proposal for a plaque that incorporates sculptural reliefs or for a memorial that is a three dimensional or sculptural or is an artistic work will be referred to the City Darebin Public Art and Acquisition Committee for approval.

The City of Darebin has specified a range of categories of plaques and memorials appropriate to the needs of individuals and organisations (refer list of categories). No proposals will be considered outside of these categories. Applications can only be made under one category.

Subjects for plaques and memorials will be limited to the following

- an individual or Association that has contributed significantly to the cultural, political or social aspects of Darebin's development;
- an individual or Association strongly linked to the City of Darebin and its history;
- a significant anniversary of an event unique to Darebin's history and development;
- historical or other information relevant to the site/location of the plaque and
- Personal memorials.

Taking into account other considerations outlined in this policy plaques and memorials will represent and acknowledge the diverse make-up of our community.

Applicants should nominate a preferred site (general location) for the placement of the plaque or memorial. Only sites that have relevance to the person, group or event being commemorated should be nominated.

Approval for a particular site will only be granted if consistent with Council's masterplan or strategic development framework for that site and the proposed plaque or memorial being relevant to the site. Council will also take into account the number of existing plaques and memorials, artworks, fountains and other objects in the vicinity of the proposed new plaque or memorial. The City of Darebin has final approval of appropriate site/s and will determine the exact location of any plaque or memorial.

The plaque or memorial shall be located at the designated site for a period of not less than five (5) years from the time of installation with the following exceptions:

- The area in which the item is sited is to be redeveloped.
- The use of the area in which the item is, sited changes significantly in character

and the item is not deemed suitable for the site.

- The structure or support on which the item is located is to be removed or permanently altered.

The City does not guarantee to retain the plaque or memorial after a period of 5 years.

All plaques must conform to City of Darebin plaque and memorial design specifications (attached). Any wording on plaques or memorials must be approved by Council. A maximum number of words are stipulated for each category of plaque or memorial (see design specifications). Text should be brief and in a language accessible to the public and should avoid use of jargon or acronyms. Text should be written following research from a wide range of authoritative sources and be verified by a qualified historian. Proofing and checking will be undertaken by Council. If a graphic image is utilised the amount of text will be reduced.

Any sponsorship recognition will be through use of approved wording or logo which will take up no more than 10% of the overall plaque design.

The applicant must meet all costs associated with design, manufacture and installation of the plaque or memorial. In some instances a contribution toward maintenance will also be a condition of approval.

The City of Darebin will manage the design, manufacture and installation of the plaque or memorial from material supplied by the applicant. This service is inclusive in costs of plaque/memorial as specified.

Council will consider requests to replace existing plaques or memorials which have been damaged or otherwise degraded or require alterations, however replacements will need to conform to current design specifications and guidelines. Historic plaques or memorials which are part of the City's Collection will be appropriately maintained by the City.

PROCEDURE

Application Process

Applications must be made in writing to the Leisure, Public Realm and Venues Unit.

Applications should include all relevant details including proposed category of plaque or memorial, proposed site or location, proposed text or images to be included and any other pertinent information. All applications will be assessed by Council in relation to the Policy and procedures outlined in this document.

All approvals will be made Monuments and Memorials Committee. Based on the decision of the assessment committee unless referred to another more appropriate body. Approvals will be on the basis of unanimous agreement of the assessment committee.

Decisions will be confirmed in writing to the applicant. No application will be considered outside of this process.

Appealed decisions will be referred back to the assessment committee for reconsideration.

CATEGORIES OF PLAQUES AND MEMORIALS

Category 1 Commemorative trees without plaques.

A tree, native or exotic, consistent with Council's Masterplan and planting guide for any of the City's parks or gardens and placed in a grassed location, intended as a private memorial for individuals or families Council will maintain the tree. If due to unforeseen circumstances the tree must be removed (e.g. it dies, or due to changes to the site) it will be replaced at Council's expense in a mutually agreed location.

Cost - \$1,000

Category 2 Commemorative trees with plaques.

This category is reserved for commemoration of dignitaries, civic and historic occasions. Tree as above, small commemorative metal plaque to be set at base of tree. See design specifications. Plaque to remain for 5 years.

Cost - \$1,300

Category 3 Metal plaques

To signify or commemorate an historic or civic occasion, or to provide interpretative material relevant to a nearby building, artwork, or feature. Such plaques are not suitable as private memorials for individuals or families.

Plaques generally to be installed in a concrete plinth flush with paving surfaces in parks or street. This also applies to plaques on Council buildings

Cost - \$1,300

Category 4 Personalised memorial plaque on seat or bench

A small commemorative metal plaque for groups or individuals, to be attached to street pavement existing park furniture (existing location) or wall mounted. See attached design specification. Plaque to remain for 5 years.

Cost - \$750

A new park bench including a small commemorative metal plaque for groups or individuals. See attached design specifications. Bench and plaque to remain for 5 years.

Cost - \$2000

Category 6 Ornamental feature, horticultural feature or fountains, sculptural memorials.

Council is open to the discussion of unique and substantial memorials. A written proposal should be made to the assessment committee which outlines the desired outcome and budget available. The committee will respond to such proposals individually.

Any non-standard items may need to be referred to the Council for their consideration and/or approval.

DESIGN SPECIFICATIONS AND TECHNICAL NOTES

PERSONALISED MEMORIAL ON SEAT OR BENCH Category 4

A small commemorative plaque for groups or individuals attached to Council's street or park furniture, building wall or associated with commemorative trees.

- Small rectangular metal plaque - maximum size 100 mm x 150 mm (h x w)
- 3mm brass or 1.6mm stainless steel
- Acid etched (black paintfill if appropriate)
- Typeface - Gills Sans
- No imagery to be used

- Maximum text of 30 words in a language that is accessible to the public.
- Artwork provided to manufacturer as film positive emulsion down at full size
- Installation to on the backrest of the seat or bench
- For commemorative trees, the plaque to be installed at base of tree

IMPLEMENTATION

1. Collect funds

Appropriate funds should be collected from the applicant by the Leisure, Public Realm and Venues Department. Funds should be placed in a Monuments and Memorials Contributions Fund.

2. Design of plaque

Approved text and images should be included in any application. The Public Realm Unit will produce the necessary plaque 'artwork'. The artwork should be checked by the actioning officer prior to manufacture of the plaque.

3. Manufacture of plaque

Council will commission the manufacture of the plaque

4. Installation of plaque

The manufactured plaque should be returned to the actioning officer to be checked.. The plaque should be accompanied by a purchase order number, exact details for the location of the plaque (as previously agreed by the appropriate branch and Memorials and Monuments Committee) and confirmed method of installation (see technical specifications).

5. Plaques on benches

Where the plaque is to be located on a new park bench, the bench should be purchased in advance of the plaque being manufactured. Benches are ordered and installed by Public Realm Unit.

6. Commemorative Trees

Species determined by Council's Arborist who will arrange for the tree planting.

REFERENCES AND BENCHMARKING

During the preparation of this policy a number of other policies were referenced and sections used in compiling this policy.

City of Melbourne Plaques and Memorials Policy

Policy for Memorials and Monuments in the City of Melbourne Parklands 2003

Adelaide City Council Memorials and Monuments Policy 2007

Parks Victoria Commemorative Plaques and Memorials 2009

City of Geelong Plaques and Memorials Policy 2009

Maribyrnong City Council Memorials in Public Open Space Policy 2007

Redland Shire Council Park Naming, Memorials and Tributes 2007

Maroondah City Council Guidelines for Installation of Plaques and Memorials 2003

Frankston City Council Guideline Assessment of Requests Donated Memorials on Council Land 2009