



City Image (Signage & Furniture) Pilot Scheme

Comprehensive and coordinated 'refresh' of signage and furniture at up to three parks and/or streets across the City

Description

Proposal

To target up to three parks and/or streets to receive a comprehensive and coordinated 'refresh' of signage and furniture in line with Council's draft Design and Delivery Guidelines for this important public realm infrastructure.

It is proposed that suitable parks and/or streets will be chosen on the basis of (a) recent or imminent completion of significant capital works (e.g. Karinya Reserve; Kingswood Oval; Manson Oval; Hawthorndene Oval); and (b) an assessment of existing signage and furniture including audits of condition as well as suitability and user needs.

Background

Prior audits have demonstrated that there is a need for a more considered, consistent and cohesive approach to the design, installation and maintenance of infrastructure in the public realm. Using signage and furniture as an initial test case, a 'Design and Delivery Guidelines' document has been drafted to advance our understanding and approach on this issue.

Now that the Guidelines are in an advanced draft form it is considered important from both an aesthetic and operational point of view to test the signage and furniture prototypes in a real-world environment. Whilst this has been progressed for signage on a limited case-by-case basis in line with Council's annual program of asset renewals, the real impact of this step-change from a 'city image' perspective can only be properly understood with a comprehensive and coordinated approach to this work.

Community Benefits

- Council invests heavily in the development and maintenance of the public realm. Some investment is influenced by legislation, but the majority seeks to preserve and enhance amenity and safety for users. The public realm also contributes to the City's image.

Category B

Rate Impact:	0.01%
Capital (Council):	\$100,000
Ongoing (Council):	\$ 9,000

Primary Theme

Theme 3.1 Placemaking

Community Insight

Public places in my local area have the things that I need

Other Information

- ☐ Pending Grant Funding
- ☐ Future Grant Funding Request
- ☒ Priority Theme
- ☐ Non-Priority Theme

General Manager

Dan Baker