

Council unveils four-year plan to tackle graffiti

Wednesday 9 October, 2013

The City of Melbourne will continue its successful graffiti removal program and work to enhance the city's reputation as a world-class street art destination under its draft Graffiti Management Plan 2014-18.

Future Melbourne Committee last night voted to seek public comment on the draft plan, which takes a multi-faceted approach to graffiti management, combining rapid response graffiti removal with education, engagement, artistic opportunity and enforcement.

If adopted, the plan will see Council continue its successful Graffiti Removal Services Contract, a free service for residents, ratepayers and business that has seen more than 100,000 square metres of graffiti removed from public and private property at a cost of up to \$1 million a year.

Chair of the People City Portfolio, Councillor Richard Foster, said the plan recognised the impacts of graffiti on perceptions of safety and amenity while acknowledging more elaborate forms of street art.

"The City of Melbourne has zero tolerance for tagging and will continue to remove graffiti in the form of tags from public and private property as soon as possible," Cr Foster said.

"Our graffiti removal vans will continue patrolling the municipality, targeting graffiti and tagging in high-volume traffic and pedestrian areas."

"But we also recognise that street art is a celebrated part of Melbourne's cultural fabric and will work to cultivate the next generation of street artists to secure our reputation as a global street art destination."

The plan suggests Council explore seeking general owner consent for street art in Hosier, Rutledge and Union lanes, removing the need for each individual artist to obtain a street art permit in those areas.

"By formally recognising these areas as significant sites in the development of our younger street artists, we hope to steer more aspiring artists towards street art as a legitimate alternative to tagging," Cr Foster said.

Other actions included in the plan are:

- The City of Melbourne will continue to offer graffiti education programs in nine primary and 15 secondary schools across the municipality
- The City of Melbourne may occasionally commission larger street art works
- In judging obscenity and offence with regard to graffiti and street art, the City of Melbourne will be guided by advertising standards that relate to children
- The City of Melbourne will not take any measures to preserve street art
- A further survey of significant street art will be considered.

The City of Melbourne's draft Graffiti Management Plan 2014-18 can be viewed here www.melbourne.vic.gov.au/participate until 15 December 2013.

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