

Graffiti Management Plan Executive Summary

2009 - 2013

Managing graffiti

While graffiti has long been part of Melbourne's streetscapes, its spread has grown in recent years.

The City of Melbourne defines graffiti as any tags, murals, stencils and slogans placed on property without permission.

The City of Melbourne recognises that street art, displayed with permission, has artistic merit and contributes to the municipality's vibrant urban culture.

'Tagging' is defined as the identifying mark or signature of a graffiti artist. It has become a problem on both private and public properties across the City of Melbourne municipality.

This form of graffiti is the most wide-spread and considered the most unsightly. Unlike street art, it detracts from the visual presentation of our city and diminishes perceptions that Melbourne is a friendly and safe place to visit.

The *Graffiti Management Plan 2009-2013* sets out how the City of Melbourne will continue tackling the visual pollution of tagging and graffiti.

It builds on the success of our previous strategy, setting new graffiti-reduction targets and introducing major new initiatives to reduce graffiti across the central city and the municipality's suburbs.

New ways to tackle graffiti

Our initiatives under this plan include:

- Graffiti on private property will be removed at no cost to owners by the City of Melbourne.
- A dedicated 'graffiti truck' will roam the municipality to identify and remove graffiti.
- More legal street art sites will be created, which artists can contribute to and help maintain.
- It is now easier to apply for a street art permit from the City of Melbourne.

This plan also responds to the Victorian Government's Graffiti Prevention Act 2007, which has introduced new measures to deter and prosecute graffiti artists. This Act has meant the City of Melbourne needed to change its approach to removing graffiti from private property. We must now ask permission from property owners before removing graffiti.

Graffiti removal

- This plan aims to reduce graffiti by 20 per cent across the municipality by the end of 2010 and by 50 per cent by the end of 2012.
- Graffiti will be removed from City of Melbourne assets within three business days, and if obscene or offensive, within 24 hours.
- Graffiti on private property will be removed as quickly as possible, depending on when a property owner provides permission. If a property owner does not respond to requests for permission within 10 days we will remove the graffiti.

This Graffiti Management Plan 2009-2013 sets out how the City of Melbourne will continue tackling the visual pollution of tagging and graffiti.





City of Melbourne actions

Actions to prevent and remove graffiti are grouped under five key themes.

Eradication

- From 2010, the City of Melbourne will introduce a 'graffiti truck' to identify and remove graffiti across the municipality.
- Our contractors will now remove graffiti from private property at no cost to the owner or occupier. No limits apply to the number of times graffiti can be cleaned from the same property.
- Graffiti will be removed from City of Melbourne assets within three business days of notification.
- Obscene, racist or otherwise offensive graffiti will be removed from our assets within 24 hours of notification and within 48 hours from private property.

- When graffiti is identified on private property and can be safely removed without having to enter the property, we will now provide 10 days notice for permission to remove it. Graffiti will not be removed without first contacting a property owner or occupier. However if no response is provided within 10 days, we will remove the graffiti at our own cost (if access to private property is not required).
- If a property owner wants to retain a street art mural, they will be encouraged to have it recognised as a legitimate street art site. This will mean it will not be removed unless permission is revoked by the owner and the owner seeks its removal.
- We will continue providing up to \$2,000 to businesses under its graffiti small grants scheme to help introduce measures that reduce the likelihood of repeat graffiti, such as painting walls with anti-graffiti coatings or covering with plants.
- We will also continue working with government departments and other agencies to negotiate removal of graffiti from their assets in the municipality. We will seek to enter into written agreements with them to ensure they remove graffiti in accordance with our removal timeframes.

Engagement

- The City of Melbourne will continue its graffiti mentoring program to engage artists. This provides opportunities for street artists to exhibit their work at local galleries and includes our successful street art program, which gives graffiti artists opportunities to contribute to legal street art sites in the City of Melbourne municipality.
- More sites for legal street art will be created. For example, we will work with construction companies to allow street art program sites on some hoardings. A new partnership with VicRoads will create legal street art on signal boxes throughout the municipality.
- We will support property owners, managers and artists to maintain murals created under the street art program.
- Artists may be supported to 'adopt a wall' and take responsibility for maintaining a recognised street art site.



Education

- The City of Melbourne will continue encouraging people to report graffiti so it can be removed quickly.
- The 'Do art not tags' program will continue at schools across the municipality to highlight graffiti is illegal, can be dangerous and penalties apply. It will promote alternatives including street art and other constructive activities such as sport and music.

Enforcement

- The City of Melbourne will lobby the Victorian Government to change the Graffiti Prevention Act 2007 so we can remove graffiti from properties where the owner does not provide their express permission.
- We will also negotiate with the Victoria Police to transfer the City of Melbourne's powers under the Act to enable them to prosecute offenders who sell spray paint cans to minors.
- Our staff and contractors will continue photographing graffiti and sharing these images and other information about graffiti and persistent taggers with Victoria Police. Surveillance will be used to tackle graffiti in problem areas and to identify repeat offenders.

Evaluation

- The City of Melbourne will conduct an annual graffiti audit across the central city and around major pedestrian routes in other areas of the municipality.
- We will also audit illegal graffiti around selected legal works created under our street art program.
- Our contractors must show their success in removing graffiti from City of Melbourne assets within a specified time period.



Do you have a question for the City of Melbourne?

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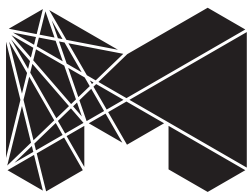
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