

## FITZROY STREET TASKFORCE: AIMS AND ACTION

### ***BACKGROUND TO THE FITZROY STREET TASKFORCE***

The Fitzroy Street Taskforce was established in April 2007 in response to a range of concerns expressed by stakeholders in regard to Fitzroy Street, St Kilda. The Taskforce was established to create a space where “public interest mediation” could occur and where stakeholders with different perspectives and interests could work together to identify issues of concern and mutually satisfactory actions, interventions, programs and ideas in response to these issues.

In April 2007, a Taskforce of interested and representative stakeholders was established to discuss and strategise around the issues and opportunities in Fitzroy Street, St Kilda. Since the inaugural meetings, there have been two subsequent Taskforce meetings as well as a community-wide consultation activity on Fitzroy Street (the Gipsy “Think Tent”), which invited people to share their positive and negative experiences of the precinct.

Sub group taskforce meetings based on three main themes – community development, streetscape, and safety – we agreed to and are scheduled for October 2007. A full Taskforce follow up meeting will be scheduled later in the year to review the actions and progress of work undertaken by each sub group.

Community-driven actions have been articulated and encapsulated in the *Fitzroy Street Action Plan* (attached). The key focus of the upcoming sub group meetings will be to review actions to date and further advance proposed actions contained in the Action Plan in partnership with relevant Council staff.

Community consultation and collaboration will continue to be the focus of Taskforce meetings.

## ***AIMS AND OBJECTIVES OF THE TASKFORCE***

***The following is a summary of the overarching aims and objectives developed by the Taskforce***

- To implement an inclusive process that enables a cross-section of the local community to be involved in Council's decisions concerning Fitzroy Street
- To put into practice collaborative participation, involving Council, local residents, organised interests, profit-making and non-profit organisations to solve complex, contentious problems
- To find out from local stakeholders how they define issues in Fitzroy Street
- To create opportunities for authentic dialogue that involves multi-way interactions among stakeholders in the Fitzroy Street area
- To enable opportunities for communication, learning, and action
- To create a means of gathering information from each other about social, economic and environmental issues relating to the Fitzroy Street precinct, which will establish shared knowledge for collaborative action
- To establish a culture that is not just reactive, but focused on anticipating and defining future actions to advance the Fitzroy Street precinct
- To build innovative responses to complex problems
- To provide a forum and facilitation for representatives of the community to define problems and work toward appropriate solutions
- To increase transparency in government decision making
- To fulfil Council's commitment to develop appropriate community consultation and participation methods in keeping with the *CoPP Community Governance Statement (Nov. 2003)*
  - Link to CoPP's *Community Governance Statement*  
[http://www.portphillip.vic.gov.au/community\\_governance\\_statement.html](http://www.portphillip.vic.gov.au/community_governance_statement.html)
- To complement the goals set out in the forthcoming *Port Phillip Council Plan 2007-08*
  - Link to the *Port Phillip Council Plan 2007-2008*  
[http://www.portphillip.vic.gov.au/07\\_08\\_council\\_plan.html](http://www.portphillip.vic.gov.au/07_08_council_plan.html)

- To comply with *Best Value Principles*, as set out in the Local Government Act 1989, relating to community consultation and service provision
  - Link to CoPP's information and policies relating to *Best Value*  
[http://www.portphillip.vic.gov.au/sustainable\\_value.html](http://www.portphillip.vic.gov.au/sustainable_value.html)
- To complement Council's other community consultation initiatives, particularly the CoPP's **Community Plan 2007-2017**
  - Link to Council's Community Plan initiatives and timeframe for delivery  
[http://www.portphillip.vic.gov.au/comm\\_plan.html](http://www.portphillip.vic.gov.au/comm_plan.html)
- To link into State Government of Victoria policies relating to community strengthening
  - Link to 'Building Stronger Communities', Department of Planning and Community Development  
<http://www.dvc.vic.gov.au/web14/dvc/dvcmain.nsf/headingpagesdisplay/building+stronger+communities>
- To provide a framework and a set of learnings on community consultation to guide future Council projects
- Over time, to create a Taskforce that builds social, intellectual and political capital, which will involve:
  - Increasing and sharing of knowledge about the Fitzroy Street precinct
  - Expanding civic capacity of the local community as participants contribute to Council's decisions on the Fitzroy Street precinct
  - Shifting Council initiation of the Taskforce to the community so that the Taskforce evolves into a more self-determined and self-managed (with administration/facilitation support offered by the CoPP)

## **AGREED TASKFORCE PRINCIPLES**

***The following is a summary of the overarching principles developed by the Taskforce members during the inaugural meeting on 24 April 2007.***

1. Through collaboration, develop a vision for the Fitzroy Street precinct
  - *Focus on Fitzroy Street as a liveable space, including economic viability and residential amenity*
  - *Retain and develop diversity in any vision that is developed*
2. Research successful mechanisms to address anti-social behaviour of visitors and risk-taking
  - *Focus on behaviours (not personal, stereotypes, groups)*
  - *We want to continually test our assumptions and perceptions against available evidence*
  - *Focus on PROACTIVE management of problems presented in Fitzroy Street*
3. Remain results focused – measurable results, key performance indicators
  - *Match the amenities to the level of ACTIVITY*
  - *Match the level of activity to CAPACITY*
  - *The Taskforce should impact on public policy*
4. Work collectively and inclusively
  - *Find a common voice: have a shared vision for Fitzroy Street*
  - *Generate common understanding among all stakeholders*
  - *We won't move the problem, we'll fix the problem*
  - *Respect everybody's welfare: everyone is a stakeholder*
  - *Everyone has a right to be 'HERE' (in the precinct)*
  - *Everyone has a role*

## FITZROY STREET TASKFORCE ACTION PLAN

<b>Streetscape/aesthetic, environment and maintenance</b>				
<b>Action</b>	<b>Timing</b>	<b>Responsibility</b>	<b>Status</b>	<b>Estimated date of completion</b>
Develop a Streetscape Masterplan for the precinct	Sept 07	Council – activity centres place manager Key taskforce members	Preliminary discussions have been held with the FSTA to determine the scope of the master plan project	Apr 08
Improve the existing soft landscape conditions	Sept 07	Council (L) – parks and open spaces Key taskforce members	Council have undertaken to improve existing garden beds throughout the precinct beginning with mulching works. Replanting will commence in winter 08. Further research has been undertaken to consider the implementation of planter boxes within the precinct (similar to CoM)	Nov 07
Design and install consistent signage for the precinct	Ongoing	Council (L) – transport planning Key taskforce members	To be considered as part of the master planning process to compliment pedestrian way finding signage currently being implemented within the precinct	Oct 08
Install pedestrian way-finding signage	Jul 07	Council (L) - transport planning	Signage has been developed and consultation has been completed. To be implemented in November 07	Nov 07
Review speed limits	TBD	Council (L) – traffic management Key taskforce members	Existing and proposed works within the precinct have been developed to reduce speeds and carrying capacity, promoting public transport, cycling and improved pedestrian access. The foreshore connections project will further reduce speed limits in the area (to be constructed Oct 08)	TBD
Minimise noise from late night entertainment venues	Ongoing	Council Police Key taskforce members State Govt (ICEPT)	Review of existing conditions, legislation, ICEPT recommendations to determine appropriate controls to manage issues.	Ongoing
Manage the negative impacts of tourism	Sept 07	Council (L) – tourism and visitor services Police Key taskforce members	Council has recently adopted a tourism strategy which promotes respectful visitation and has appointed a coordinator of tourism to implement key actions of the strategy. Further actions include the development of a local tourism industry group to assist in the delivery of the strategy (Dec 07)	Ongoing
Explore the effect of large events on the precinct	TBD	Key taskforce members	To be discussed with sub groups	TBD
Install public urban art in the precinct	TBD	Council FSTA	To be discussed with sub groups. To be developed in accordance with existing Council public arts policy	TBD
Empty street bins to meet demand	Sept 07	Council (L) – infrastructure services Key taskforce members	Council has reviewed the precinct and the taskforce's concerns. Key staff be attending next sub group meetings to determine an appropriate solution	Nov 07
Review of precinct waste management service	Sept 07	Council (L) – infrastructure services Key taskforce members	Council has reviewed the precinct and the taskforce's concerns. Key staff be attending next sub group meetings to determine an appropriate solution	Nov 07
Establish a program to improve shop front presentation	Feb 08	Council (L) – economic development Key taskforce members	To be discussed with sub groups	Jun 08
Conduct a lighting audit of the precinct	Sept 07	Council (L) – environment and renewal Key taskforce members	A brief has been prepared, initial quotes have been received. Details to be explored with the sub group	Dec 07
Fix existing lights in the precinct	Oct 07	Council (L) – infrastructure services		Feb 08
Review footpath cleaning schedule	Sept 07	Council (L) – infrastructure services	Council has reviewed the precinct and the taskforce's concerns. Key staff be attending next sub group meetings to determine an appropriate solution	Dec 07
Install a public toilet within the precinct	Aug 07	Council (L) – buildings and green spaces Key taskforce members	Council has approved capital program to design and install a public toilet within the precinct. Design phase will take place over the coming months with installation due in next financial year	Nov 08

<b>Community Identity/connection and conflict mediation</b>				
<b>Action</b>	<b>Timing</b>	<b>Responsibility</b>	<b>Status</b>	<b>Estimated date of completion</b>
Footpath trading against the shop front	Sept 07	Council (L) - economic development unit	Businesses have been contacted about a trial and have begun to move their furniture accordingly. Discussion required around criteria to measure success. Trial to conclude March 08.	Mar 08
Regular Fitzroy Street Think Tent/BBQ	Quarterly	Council (L) Key taskforce members	To be discussed with sub groups	Ongoing
Art studio on the street	TBD	Key taskforce members	To be discussed with sub groups	TBD
Encourage more busking & street performance	TBD	Council (L) – community health and development Key taskforce members	To be discussed with sub groups	TBD
Establish 'Hard Knock' café	TBD	Council (L) – community health and development Key taskforce members	To be discussed with sub groups	TBD
Establish Sunday market on Fitzroy Street	TBD	Key taskforce members	To be discussed with sub groups	TBD
Support Gatwick management of residents	TBD	Key taskforce members	To be discussed with sub groups	TBD
Conduct research on existence and extent of anti-social behaviour to identify specific issues	TBD	Council (L) – community health and development	To be discussed with sub groups	TBD
Create a formal gathering space in Cleve Gardens	TBD	Council (L) – community health and development Key taskforce members	To be discussed with sub groups	TBD
Establish a mentoring program to encourage good corporate citizenship	TBD	Council (L) - economic development unit Key taskforce members	To be discussed with sub groups	TBD
Explore the idea of a shopfront where people can learn about and connect with each other	TBD	Key taskforce members	To be discussed with sub groups	TBD
Establish a working group to initiate innovative ideas for the influencing the business mix of the precinct	Dec 07	Council (L) - economic development unit Key taskforce members	To be discussed with sub groups	Jun 08

<b>Safety, perceptions of safety and enforcement</b>				
<b>Action</b>	<b>Timing</b>	<b>Responsibility</b>	<b>Status</b>	<b>Estimated date of completion</b>
Improve lighting in Jackson Street car parks	TBD	Council (L) – environment and renewal Key taskforce members	To be included as part of the master plan and lighting audit	TBD
Install CCTV cameras in 'hot spots'	TBD	Council - community health and development Police Key taskforce members	Council to review current position on installing CCTV including, installation, costs and wider community perceptions	TBD
Review local law re drinking out of opened bottles/cans in the street	Sept 07	Council (L) - health and amenities Police Key taskforce members	Local Laws Procedures and Protocol Manual has been amended by Council (2006) Updated version to be put on line and advertising to commence soon; signage will be arranged for major entertainment areas after discussion with Police	Nov 2007
Appointment of a full time taskforce coordinator to evaluate current laws and implications for change	Sept 07	Council	Taskforce coordinator has started with Council and has begun liaising with relevant Council staff, organising sub group meetings, and contacting stakeholders	ongoing
Reduce street sleeping	TBD	Key taskforce members	To be discussed with sub groups	ongoing
Improve and support the management of affordable housing within the precinct	TBD	Council (L) – housing information and support (to be aligned with CoPP Homelessness Strategy; draft due mid-2008) Key taskforce members	To be discussed with sub groups	ongoing
Improve local confidence in policing	TBD	Police (L) Key taskforce members	To be discussed with sub groups Council officers have been liaising with police, which has included night rides and observations of Fitzroy Street late evenings on weekends	TBD