



ORDINARY MEETING OF COUNCIL

4 JULY 2018

12.1

CREATING A RAINBOW ROAD ON JACKSON STREET WITHIN THE FITZROY STREET PRECINCT

EXECUTIVE MEMBER: LILI ROSIC, ACTING GENERAL MANAGER, PLACE STRATEGY AND DEVELOPMENT

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1. PURPOSE

- 1.1 To seek Council endorsement for creating a rainbow road on Jackson Street, as a demonstration of the City of Port Phillip's commitment to supporting and celebrating community diversity.

2. EXECUTIVE SUMMARY

- 2.1 At the Ordinary Meeting of Council on the 16 August 2017, Council publicly communicated its support for marriage equality, and resolved to investigate painting the four pedestrian crossings at the intersection of Fitzroy Street with Canterbury Road and Grey Street in rainbow colours.
- 2.2 Council officers pursued the painting of pedestrian crossings at the intersection of Fitzroy Street with Canterbury Road and Grey Street between August and November 2017. Approval from VicRoads as the Responsible Authority for this road was unable to be obtained at that time due to the political nature of the plebiscite debate.
- 2.3 Subsequently, Council Officers proposed to install rainbow colours along the tram tracks on Fitzroy Street. Yarra Trams provided approval prior to end of December 2017. Council officers were then informed in January 2018 that approval from Public Transport Victoria (PTV) was also required.
- 2.4 At the end of March 2018, PTV approved painting the rainbow flag on the tram tracks on Fitzroy Street, limited to a period of two months. Given the short duration of the painted rainbow flag and the installation cost of the project, this initiative did not proceed.
- 2.5 As an alternative, a conceptual design for a rainbow flag painted on Jackson Street has been prepared, included at **Attachment 1**. The proposed design reflects feedback from internal department including Council's Asset Management, Infrastructure Maintenance Service and Transport Safety Engineering teams.
- 2.6 Works to create the rainbow road on Jackson Street are proposed to start in late July 2018 and will take approximately four days. The rainbow road will remain in place for at least two years, subject to wear.
- 2.7 Correspondence will be sent two weeks prior to these works beginning to the residents and businesses along Jackson Street as well as the Fitzroy Street Business Association informing them of the works and installation timeframes.



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3. RECOMMENDATION

That Council:

- 3.1 Endorses the creation of a rainbow road on Jackson Street, St Kilda as a tangible demonstration of the City of Port Phillip's support for diversity and inclusion within our community.
- 3.2 Informs residents and businesses along Jackson Street and the Fitzroy Street Business Association of the rainbow road works and installation timeframes.

4. KEY POINTS/ISSUES

Project Background

- 4.1 At the Ordinary Meeting of Council on 16 August 2017, Council publicly communicated its support for marriage equality, and resolved to use rainbow colours in public places, specifically:

"4. Requests the organisation to take actions to publicly communicate City of Port Phillip's support for marriage equality for all regardless of sex or gender identity, including (but not limited to) regular use of rainbow illumination at St Kilda Town Hall, using rainbow colours on Council's website, in buildings and public places, stating support for marriage rights in related speeches, banners on town halls and phone on-hold messages to be implemented by 31 August 2017.

6. Investigates painting the four pedestrian crossings at the intersections of Fitzroy Street and Canterbury Road/Grey Street in rainbow colours".

- 4.2 Following the Council resolution of 16 August 2017, Council officers pursued the painting of pedestrian crossings at the intersection of Fitzroy Street with Canterbury Road and Grey Street. At that time, VicRoads as the Road Authority did not approve the works due concurrent timing of the plebiscite debate.
- 4.3 As an alternative, council officers sought approval to paint rainbow colours along part of the tram tracks on Fitzroy Street. Yarra Trams provided approval prior to end of December 2017, but Council officers were informed in January 2018 approval from Public Transport Victoria (PTV) was also required.
- 4.4 In March 2018, PTV approved painting the rainbow flag on the tram tracks on Fitzroy Street, limited to a period of two months. Given the short duration of the painted rainbow flag and the installation cost of the project, this initiative did not proceed.
- 4.5 In April 2018, Council officers resubmitted the request to VicRoads to paint a rainbow road at the intersection of Fitzroy Street, Canterbury Road and Grey Street. Despite ongoing contact, a formal response has not been provided from VicRoads.
- 4.6 A report to Council on 18 April 2018, 'Status of Decisions Made by Council Since October 2016', included an update on the status of the 16 August 2017 resolution. This indicated that Council officers were assessing the suitability of Jackson Street as an option for the rainbow road.



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4.7 A conceptual design of a rainbow flag on Jackson Street is included at **Attachment 1**.

Jackson Street option

- 4.8 With Council unable to secure approval from state government agencies, and after exhausting options in the precinct including the tram tracks, Jackson Street is considered an appropriate location because:
- 4.8.1 It is in the heart of the Fitzroy Street Precinct, particularly where renewal is being directed;
 - 4.8.2 It is a highly visible site to people walking, bike riding, driving and using trams, particularly as they travel towards the Port Phillip Bay;
 - 4.8.3 The paint surface is likely to be longer lasting due to lower traffic volumes;
 - 4.8.4 This is a Council managed road therefore, external approvals are required to paint the rainbow road; and
 - 4.8.5 It is adjacent to the proposed Victorian Pride Centre (VPC) site on Fitzroy Street, St Kilda.

Installation process for creating the rainbow road

- 4.9 The painting of the street will take approximately four days to complete, including drying time.
- 4.10 Community members affected by the works will be notified two weeks prior to commencement of the works about the nature of the works and implementation timelines.
- 4.11 To minimise disruption local access throughout the works period will be maintained.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 Several transport agencies and operators were consulted with the intention of securing approval for different location options:
 - 5.1.1 VicRoads – Crosswalks at intersection of Fitzroy Street, Grey Street and Canterbury Road: approval through VicRoads was unable to be obtained.
 - 5.1.2 Yarra Trams – Tram tracks on Fitzroy Street between Acland and Grey streets: Support given for installing rainbow colours on part of the tram tracks.
 - 5.1.3 Public Transport Victoria - Tram tracks on Fitzroy Street between Acland and Grey streets: Approval given for two-month installation of rainbow colours on part of the tram tracks only.
- 5.2 The Jackson Street location and design incorporates feedback provided by Council officers from the Asset Management, Infrastructure Maintenance Service and Transport Safety Engineering teams.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 Jackson Street is a local road, making Council the Responsible Authority and approving authority under the *Road Management Act 2004*. No external authority approvals are required to paint on the road surface.



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- 6.2 The paint selected for creating the rainbow road is the same used for standard road markings and meets VicRoads required level of skid resistance.

7. FINANCIAL IMPACT

- 7.1 The cost to Council for painting a rainbow flag on Jackson Street is \$28,000. This project may be funded from the underspend in the 2017/18 Fitzroy St Precinct Program.
- 7.2 The works and product have been guaranteed for a period of 10 years and should not require additional maintenance over the anticipated two-year lifespan of the rainbow road. As a result, no budget has been allocated to maintenance.

8. ENVIRONMENTAL IMPACT

- 8.1 There will be limited if any environmental impact from the installation of the rainbow road in Jackson Street.

9. COMMUNITY IMPACT

- 9.1 St Kilda and the Fitzroy Street Precinct has a long-standing history with the LGBTIQ community. This is a relevant location, and will be highly visible during the annual Pride Festival.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 The creation of the rainbow road on Jackson Street is aligned to:

- 10.1.1 Strategic Direction 1: We embrace difference and people belong and Outcomes by 2027 - community diversity is valued and embraced.
 - 10.1.2 Strategic Direction 4: We are growing and keeping our character. Outcomes by 2027 – A City of diverse and distinctive neighbourhoods and places.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

- 11.1.1 4 July 2018: Council decision on proceeding with implementing a rainbow road on Jackson Street, St Kilda.
- 11.1.2 Early July 2018: Letters will be distributed to residents and businesses along Jackson Street and the Fitzroy Street Business Association two weeks prior to work commencing and will include details of works timeframes and traffic management.
- 11.1.3 Late July to early August 2018: Four-day installation period to create the rainbow road.



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- 11.1.4 Rainbow road to remain in place on Jackson Street for approximately two years. A longer period may be possible subject to wear and tear of the rainbow flag paint finish.

11.2 COMMUNICATION

- 11.2.1 Local residents and businesses who may be affected by the proposed works will be informed two weeks prior to the start of the four day installation period via a letter drop.
- 11.2.2 The communication materials will raise awareness of the project and give the community an opportunity to ask questions of Council officers about the installation process.
- 11.2.3 Creating the rainbow road on Jackson Street will be a further demonstration of Council's ongoing support for diversity, equality and inclusion in our community.

12. OFFICER DIRECT OR INDIRECT INTEREST

- 12.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

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ATTACHMENTS 1. Jackson Street - Rainbow Road Concept Design