

8.12. Jacaranda Season

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ATTACHMENTS:

1. Location of Jacaranda trees in Kirribilli [8.12.1 - 1 page]

PURPOSE:

This report responds to a Mayoral Minute (Min No.179)

EXECUTIVE SUMMARY:

Each year between September and November the jacarandas that line both sides of McDougall Street in Kirribilli come into flower for a period of approximately 6 weeks. This seasonal occurrence, which generally peaks around mid-November, has become a growing attraction for local North Sydney residents and tourists in recent years who wish to photograph themselves amongst the jacarandas which form a spectacular flowering avenue for the length of McDougall Street adjacent to Milson Park.

On 30 November 2020 based on a Mayoral Minute the Council resolved:

1. THAT a report be presented to Council early in 2021 with options for increasing the Jacaranda footprint in the North Sydney local government area, low-cost ways to improve crowd management and recommendations for encouraging local businesses to support the Jacaranda season.

FINANCIAL IMPLICATIONS:

The cost of crowd management tasks identified for the six-week Jacaranda season in McDougall Street is approximately \$6,000.

The cost of the proposed Kirribilli Jacaranda tree give away during the month of November to a maximum 300 trees would be approximately \$4,500

As none of the above items are currently funded in Councils Operating Budget, should Council resolve to proceed with the identified options an allocation of funding would need to be provided as additional funding or funds reallocated from other planned projects which then may not be able to proceed.

RECOMMENDATION:

1.THAT Council undertakes the crowd management actions identified within the report for the 2021 Jacaranda flowering season in McDougal Street.

2.THAT Council staff identify suitable locations for further Jacaranda Street tree plantings within the streets of Kirribilli, consult with the community and undertake additional planting where possible.

3.THAT Council increase the number of Jacaranda in Kirribilli through offering residents through the month of November the opportunity to receive a of small Jacaranda tree from Council if they are prepared to plant it on their property. Number of trees limited to 300.

4.THAT post the COVID 19 pandemic Council considers opportunities to promote and celebrate Jacaranda season in Kirribilli

LINK TO COMMUNITY STRATEGIC PLAN

The relationship with the Community Strategic Plan is as follows:

1. Our Living Environment
- 1.3 Quality urban greenspaces

BACKGROUND

Each year between September and November the Jacarandas that line both sides of McDougall Street in Kirribilli come into flower for a period of approximately 6 weeks. This seasonal occurrence which generally peaks around mid-November has become a growing attraction for local North Sydney residents and tourists in recent years who wish to photograph themselves amongst the jacarandas which form a spectacular flowering avenue for the length of McDougall Street adjacent to Milson Park.

At the Council meeting of 30 November 2020 Council resolved that a further report be prepared for increasing the jacaranda footprint of the event through encouraging local businesses to become involved whilst improving Councils crowd management.

Unfortunately, 2021 will be the second successive year where the Jacaranda season will be negatively impacted by the COVID 19 pandemic and the associated health order restrictions that aim to limit large numbers of people gathering on private and public sites.

CONSULTATION REQUIREMENTS

Community engagement is not required.

DETAIL

McDougal Street management

Each year between September and November the Jacarandas that line both sides of McDougall Street in Kirribilli come into flower for a period of approximately 6 weeks. This seasonal occurrence which generally peaks around mid-November has become a growing attraction for local North Sydney residents and tourists in recent years who wish to photograph themselves amongst the jacarandas which form a spectacular flowering avenue for the length of McDougall Street adjacent to Milson Park.

Over recent years, Council has received requests from members of the community concerning the increasing number of visitors to McDougall Street during the jacaranda flowering season. The subject of the requests is mostly concerned with public safety, traffic and parking management and streetscape amenity.

While many members of the community have welcomed visitors to the area, some have requested that Council implement management strategies to address the safety and amenity concerns, while still enabling everyone to enjoy the spectacle. Some of the typical concerns that are raised include:

- Visitors and tourists blocking traffic on McDougall Street while taking photographs.
- Frequent honking of car horns from motorists attempting to move pedestrians on.
- Increase in number of tourist buses travelling through and parking on local streets.
- Visitors using bathroom facilities at local businesses in peak periods due to limited capacity of public toilets in Milson Park

Measures implemented during the previous Jacaranda Season are recommended to be again undertaken in the 2021 in an effort to manage visitors to McDougall Street. Marketing the event through associated additional activities that may significantly increase visitor numbers is not considered appropriate this year due to the COVID 19 pandemic.

Therefore, Council is preparing to again implement the following minimal actions for the six-week period:

- Installation of Council-owned Variable Message Sign (x2) to provide safety messaging
- Temporary directional footpath signage
- Hire of additional Porta loos as required
- Extra cleaning of Porta loos and Milson Park toilets

The cost of implementation over the six week period is approximately \$6,000

Expanding the Jacaranda footprint

Jacaranda trees are a prominent tree of the suburb of Kirribilli with 158 Jacaranda trees currently growing in Kirribilli as Council Street trees. In order to expand the Jacaranda footprint in Kirribilli for the future beyond the focus of McDougall Street it is possible to investigate the infill planting of Jacarandas where space is available in other streets within Kirribilli that have Jacarandas featuring as street trees including but not limited to:

- Carabella Street
- Upper Pitt Street
- Kirribilli Avenue

If Council wanted to increase the number of Jacaranda trees within Kirribilli beyond Councils own street plantings it would also be possible to provide residents willing to plant Jacarandas on their own properties with small specimen trees.

The offer would need to be time limited to organise the purchase and delivery logistics efficiently and it is considered that if the offer was open for the month of November and limited to 300 trees the cost of this promotion would be approximately \$4,500.

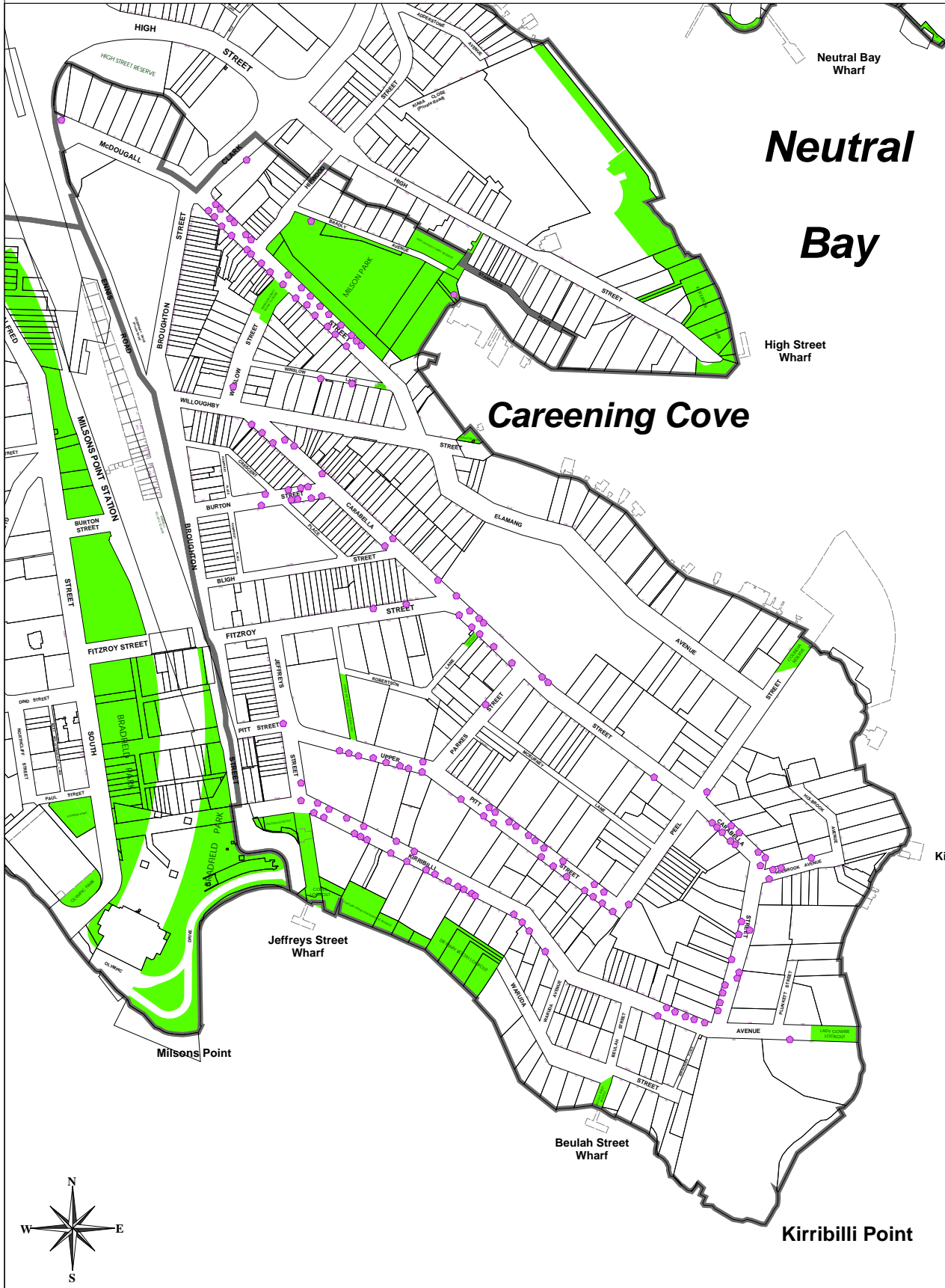
Beyond 2021

Marketing the event through associated additional activities that would significantly increase visitor numbers is not considered appropriate this year due to the COVID 19 pandemic and appropriate health orders that are currently in place and will still likely to be in place in November in some form.

However, post COVID 19 there is significant opportunity for the residents and local businesses to promote and celebrate the Jacaranda season in Kirribilli with Jacaranda associated activities that may include:

- A community Jacaranda festival in Milson Park
- A local business Jacaranda themed market featuring local businesses in the village centre
- Develop a promotional campaign of Jacaranda season with local businesses encouraging visitation to the Kirribilli village and Jacaranda streets.
- Light up parts of the Kirribilli village violet to celebrate Jacaranda season

Location of Jacaranda street trees in Kirribilli



Source of Data: Homewood street tree audit September 2020

kirribilli jacarandas_september 2020.swd