GOVERNMENT OF WESTERN AUSTRALIA

ROAD SAFETY COMMISSION

TOWN TEAM MOVEMENT

Safer Speeds & Better Places
Community Toolkit



Acknowledgement of the Country

Town Team Movement's main headquarters is in Perth WA on beautiful Whadjuk Noongar Boodja. We acknowledge the Whadjuk Noongar people as the traditional custodians and knowledge holders of this land. The Town Team Movement network is located across Australia, New Zealand and beyond. We pay our respects to Aboriginal and Torres Strait Islander cultures, and to Elders past, present and emerging.

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1. Introduction

Hello!

Welcome to the Safer Speeds and Better Places Community Toolkit. This free digital resource is designed to build community knowledge about vehicle speeds and how it relates to road safety, whilst providing some ideas and inspiration on how communities can get involved to make their streets safer and more vibrant!

Safer Speeds and Better Places Community Toolkit is part of the Safer Speeds and Better Places program made possible thanks to a partnership between Town Team Movement and Road Safety Commission and will be delivered across a three-year period, 2023 - 2025. This resource will be delivered to all communities across Western Australia as a helpful guide to support anyone wanting to take positive action to reduce speed and speeding in their local towns and neighbourhoods.

Let's all build a safer, more connected and more vibrant community, one place at a time.

David Michael MLA
Minister for Road Safety



About the Safer Speeds and Better Places Community Toolkit:

This Community Toolkit is designed to provide information on vehicle speed, its impact on the community and explore opportunities for communities to be part of changes to improve the safety and vibrancy of their local streets.

Town Team Movement has put this toolkit together with support from various stakeholders including the Road Safety Commission, Main Roads WA, Department of Transport, RAC, PJA, many local government professionals and local community leaders who delivered initiative and infrastructure projects to make their local streets safer and better!

This Community Toolkit will provide you with:

- An overview of speed impacts, its management and speed reduction benefits (including its role in local economic development and community wellbeing).
- A series of case studies that can inspire and guide community-led actions and show how to make it happen!
- A snapshot of some process, guidelines and links to relevant documents and policies.

We hope that the Safer Speeds and Better Places Community Toolkit will inspire you and your community; and encourage collaboration between the local government agencies and the community, to deliver initiatives that will improve safety, connectedness and liveability of our local streets.

Together we can!

ABOUT THE PROGRAM →



About the Town Team Movement:

Town Team Movement is a non-profit social enterprise building a movement of positive doers. The movement links together small groups focused on improving their own local area through a shared purpose and values. We help Town Teams to organise, engage and empower their communities and create better places.

Find out more at www.townteammovement.com





About the Road Safety Commission:

As the voice of road safety in Western Australia, the Road Safety Commission is dedicated to tackling road trauma, which is one of the biggest and most sustained causes of death and injury in our community.

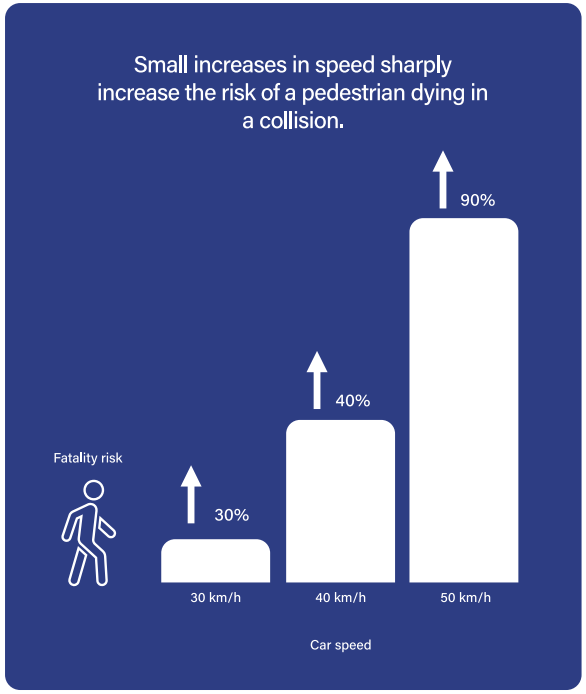
Find out more at www.wa.gov.au/rsc

2. The impact of speed

Road trauma is one of the biggest and most sustained causes of death and injury in our communities. The State Government's Road Safety Strategy for Western Australia 2020-2030, *Driving Change*, sets an ambitious but achievable target to reduce the number of people killed or seriously injured in road crashes by 50% by 2030. While serious injuries continue to reduce, deaths are persisting. As a community, we need to do more.

Speed limit reductions are an effective way of greatly reducing road deaths and serious injuries. It is estimated that by reducing speed limits by 10km/h in Western Australia, we'd be able to reduce the number of lost lives and serious road trauma by 30%. That's 48 lives saved per year and over 500 hospitalisations averted. There is a serious benefit to reducing speed and together, we can.

Of course we acknowledge that while speed is super important to reducing road trauma, we cannot forget the role road users, road design, vehicles and post crash care plays. We need to create a safe system.



Source: Speed and how it influences road safety
https://www.wa.gov.au/system/files/2022-06/UWA%20Speed%20fact%20sheetv2_0.pdf

"There is a direct correlation between speed and road trauma and WA speed limits on rural roads are amongst the highest in Australia ...

Lower speed limits in residential areas are an important part of making our neighbourhoods safer and more liveable ...

Speed limit reductions are a quick and cost effective way to greatly decrease deaths and serious injuries ...

Achievement of the target reduction in death and serious injury on our roads requires universal compliance with speed limits and reduced speed limits where appropriate."



3. Why safer speeds and why community action?

We all want to live, work, run a business or spend time in spaces and places that are comfortable, safe, interesting and welcoming. This is our chance to be part of it and help to make our streets safer and more community and business friendly.

Speed reduction improves safety and benefits local economies and community wellbeing. It contributes to building safer, healthier, more connected and people-friendly streets, where people can walk, cycle, connect and engage (shop, play). Through creating safer and more lively streets, safer speeds will directly benefit local businesses through increased visitation.

"The quickest, cheapest, easiest thing we can do as a community to make every journey safe is to slow down."

Adrian Warner,
Road Safety Commissioner

There is evidence from a range of countries and studies that speed reduction has many benefits including:

- Health benefits by increasing physical activity.
- Safety - lower speeds means safer streets for people, so they will more likely use public spaces and places along roads and main streets.
- Environmental benefits by reducing air pollution, greenhouse gas emissions and noise.
- Community wellbeing by encouraging community connectedness, interaction with others on streets.
- Local economic development- more people using active transport, increased visitation and duration of visit will benefit local retail and hospitality businesses.
- Transport benefits by reducing congestion allowing those who need to drive space to do so.

If you plan for **cars and traffic** - you will get **cars and traffic.**





If you plan for **people and places** - you will get **people and places.**

For more information and evidence of speed reduction benefits, including health, active transport and local economic benefits please check links below:

https://www.healthystreets.com/

https://resources.heartfoundation.org.au/images/uploads/publications/Good-for-business.pdf

https://intermethod.com.au/portfolio_page/streets-for-people-a-compendium-for-south-australian-practice/

https://www.victoriawalks.org.au/safe_speed/

4. What is placemaking and why is it important?

Placemaking is a philosophy and an iterative, collaborative process for creating public spaces that people love and feel connected to. It is an inclusive and collaborative process, a mindset, an attitude that brings people together to create positive changes in a place or area.

Placemaking aims to improve not only the physical elements of a space, but also the way people think about and connect with the world around them. It is inclusive- a space where government can work with the community, businesses work with residents, landowners work with young people. It is multifaceted and includes all elements that contribute to living, visiting and working in great places where people want to be!

Components of Place



Although it is a philosophical approach many of the tangible outcomes of placemaking are projects and events to improve the liveability of a place. Community-led placemaking initiatives that aim to reduce speeds and make our streets safer may include, but are not limited to:

- Events on the road (road closure required) or footpath: markets (food, flea, makers, multicultural etc), festivals, open days, sundowners, cycling events, park(ing) days and street parties.
- Small infrastructure improvements and interventions: pop-up seating areas, pop-up libraries, parklets, planters, signage, community gardens, pop-up nature play areas, trees, shade structures, water fountains, lighting and other landscaping.
- Street art and murals: bikeway, footpath or street murals, murals on walls and at town centre entry points, art installations, window displays, street sculptures and hanging ornaments.

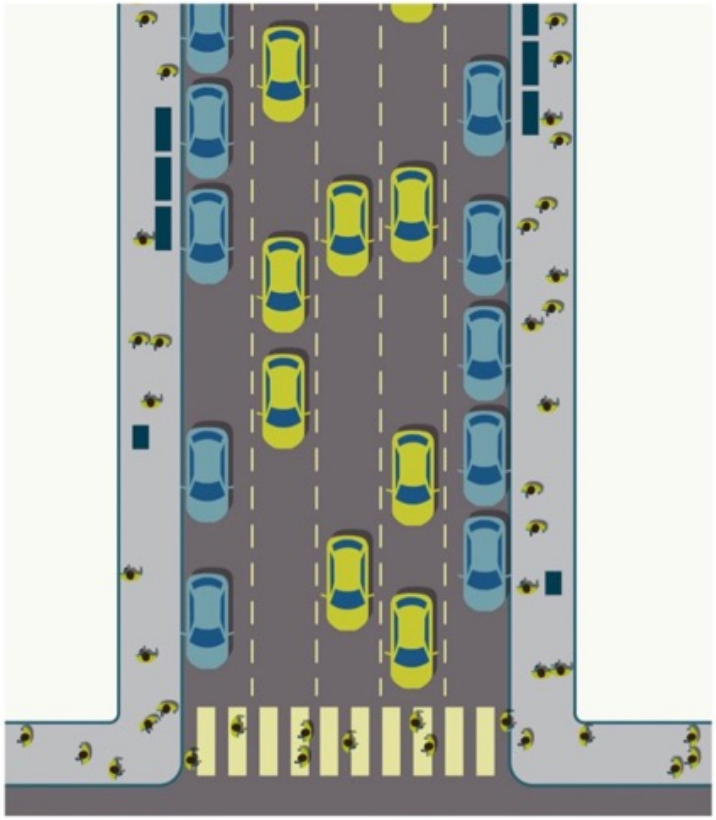
If you would like to learn more about placemaking please visit

https://placemaking.education/

"Streets are hubs of social exchange and activities, be it of local or city-wide significance. By recognising and supporting the role of streets as destinations, we can both reduce the need to travel and design safer roads."

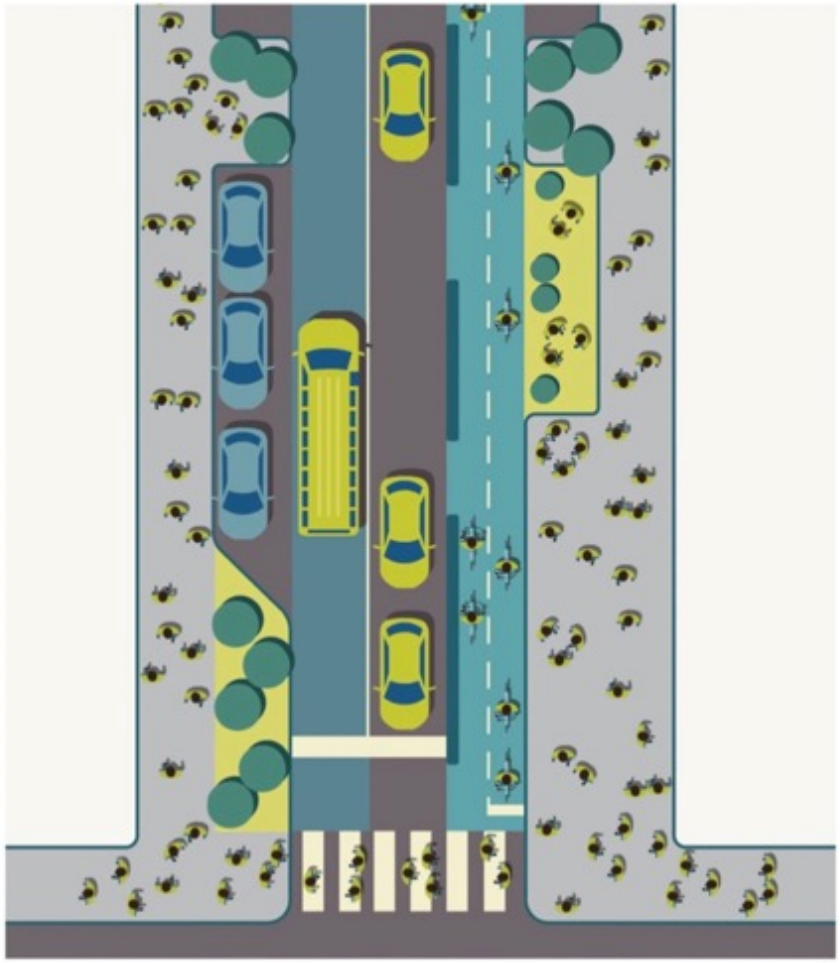
National Road Safety Strategy - Movement and Place

Car-oriented street



TOTAL CAPACITY:
12,300 PEOPLE PER HOUR

Multimodal street



TOTAL CAPACITY:
30,100 PEOPLE PER HOUR

MODAL SHIFT
Adapted from NACTO Global Street Design Guide











5. Case studies

ideas that you can do!

In this section you will find a series of case studies, from small scale traffic calming and promoting active transport community initiatives to light-touch and small scale interventions. These projects aim to calm the traffic, create shared spaces, manage and/or reduce the speeds and make the streets safer and more community friendly.

Each case study contains information about the project, process and images before and after. We hope that this collection of case studies will provide you with inspiration and guidance on how to deliver similar projects in your local communities.







Roxy Lane Revamp

Creative Maylands Town Team



Overview

Creative Maylands Town Team's vision for Roxy Lane was to transform an underutilised laneway and carparking space into a community place where people gather, engage in activities together, and support local businesses.

In 2021 Creative Maylands brought local businesses, community groups and residents together to give unattractive Roxy Lane a makeover through The Roxy Revamp project, with a splash of colour, seating, and greening transforming it into a lively, welcoming .

Tucked away behind Maylands' main retail strips, Roxy Lane is home to Roxy Lane Theatre and Roxy Lane Community Garden and is the backyard of many eateries and other businesses. It just needed some extra love to make it more vibrant and community friendly.

Creative Maylands were awarded a $10,000 grant from the RAC WA Connecting Communities fund, as well as matching funding from the City of Bayswater as part of its Laneway Activation Program to upgrade Roxy Lane and neighbouring Greenslade Lane with art, greenery and amenities. The City of Bayswater also partnered with the Town Team, providing elements such as festoon lighting using grants available specifically to local governments.

From October 2021 to November 2022, Creative Maylands Town Team held several community engagement sessions, including a co-design session onsite at Roxy Lane Theatre, to help with The Roxy Revamp planning and ensure the best outcomes.

In addition to community engagement, the project was promoted through the social media channels of Creative Maylands, the City of Bayswater, local businesses and community groups connected to Roxy Lane.

Based on community and business feedback, the City of Bayswater's graphic designer designed a colour palette and series of icons that captured the essence of the area- cupcakes, coffee and croissants represent local cafes, plants are for local community garden, and the bikes depict the local bike parks. The graphic designer also created a layout of the design on the laneway itself - a valuable in-kind contribution.





A local signwriter was then engaged to turn the images into a set of stencils, and traced these onto the laneway, ready for painting. With a few initial icons painted on the laneway by the signwriter to set the tone, community members were then invited to take part in the artwork installation.

The mural was painted in 72 hours by locals with help of the RAC WA staff as part of the RAC Community Volunteering program.

Garden beds and colourful benches were also installed. To make Roxy Lane safer and more attractive and suitable for events, it was lit up with energy efficient festoon lighting, which created a very different night time environment from the previously dim street lights.

Roxy Lane Revamp

Process

- Conceptualise your idea
- Seek support from the community, local businesses and local government
- Identify funding opportunities
- Community engagement and consultation to ensure community support and the best outcomes for the projects
- Identify stakeholders and contractors
- Approvals, permits from local authorities
- Road closure, traffic management
- Invite community and volunteers to help bring the project to life
- Celebrate the place

Materials

- UV stable paint
- Benches suitable for outdoors









Budget

Approximately $44,000 including road mural, seating, lighting, community engagement and launch party.

Item	Cost
Traffic management plan designed to allow volunteers to act as 'spotters' for traffic (possible as this is a low speed road)	$1,000
Signwriter to coordinate, set up, undertake painting and supply appropriate type of paint	$16,000
Seating (supply and installation)	$7,000
Lighting (supply and installation including connecting to power from streetlights)	$15,000
Graphic design for icons - in-kind from graphic designer (could be local government or Town Team member/project partner)	In-kind
Engagement - in-kind from the Town Team	In-kind
Planters and plantings	$2,000
Launch party	$3,000
Total Budget (approx)	$44,000

Turn the Town Yellow

Building Busselton Town Team Inc



Presented by Building Busselton Town Team thanks to generous funding from the Road Safety Commission. Supported by City of Busselton and the Town Team Movement, with assistance from local community groups.

Background

In April 2023, Building Busselton Town Team (BBTT) received funding from the Road Safety Commission and Town Team Movement to implement an activity during National Road Safety Week from 14-21 May 2023. This stemmed from a new partnership with the Road Safety Commission to support local Town Teams to create more safer and people-friendly town centres in regional WA.

The opportunity was offered to regional Western Australia Town Teams to turn their towns yellow to shine a light on National Road Safety Week in 2023 with a funding pool available for up to $20,000. Teams were invited to submit an expression of interest and creative proposal for a project or event idea that would promote road safety and incorporate the colour yellow in some way. Applicants were encouraged to use their imagination and think outside the box, the bolder the better and to consider incorporating yellow paint, events, art, furniture, lighting, clothing and people – visually 'big impact', to show drivers they are in communities and not just thoroughfares.

What happened

Building Busselton Town Team created a message route right into Busselton's City Centre arriving at our Cultural Precinct splashed with bright yellow decorations and activities highlighting the importance of road safety.

Message Route

The message route began with an eye-catching yellow safety message on the huge digital billboard on Bussell Highway where the speed limit dips to 70km/h ahead of Busselton's entry statement and roundabout - the key entry for locals and visitors into Busselton's centre via Causeway Road.

Two trailer-mounted digital road signs were positioned along Causeway Road, with announcements of National Road Safety Week and request to Drive Carefully. A row of seven large popular trees were also wrapped in yellow fabric.

. The City's digital noticeboard alongside Causeway Road was co-opted to announce National Road Safety Week and the City building was lit up yellow each night of the campaign week.

As drivers entered the City centre, they were met by large yellow BUSSELTON letters, then messaging morphed into yellow and black corflute signs erected around the four roundabouts down Queen Street, Busselton's main thoroughfare, warning to watch out for swans, cruise ships, e-scooters, tourists, gophers, whales, stingers, sharks, and mermaids, etc.

Twelve street banners promoting National Road Safety Week were mounted on the banner poles down the central median strip of Queen Street and the street trees were wrapped in yellow fabric leading the public into the Cultural Precinct, Bonne Arrivée à Yellow Town!!



Turn the Town Yellow

Yellow Town

The Cultural Precinct was transformed into Yellow Town and activated for National Road Safety Week. In advance, Building Busselton Town Team worked with Busselton Lions Shed and the community to source lots of tables and chairs, old bikes, prams, scooters, planters and shelves. The Busselton Mens Shed painted all items completely, vibrantly yellow.

As a talking point, an old delivery van painted yellow with chalk paint was positioned in the precinct as a Message Bomb, with an invitation to write messages to loved ones. A free driving lesson could be won by posting selfies on social media.

The Precinct forecourt and footpaths were decorated yellow for the week with yellow bunting, al fresco furniture, potted flowers, planters of yellow chrysanthemums, yellow painted bikes and scooters, and other whimsy. A yellow crosswalk was sprayed on the road with road safety banners, campaign posters and 20 yellow corflute road safety signs completed the street decorations. Trees in the precinct courtyard were also wrapped in yellow fabric.







Street Festival and Week Program

The road in the Cultural Precinct was closed on Sunday 14th May for a Street Festival to launch Road Safety Week. This event included family entertainment, food and activities including a special appearance by hometown hero, Australian Idol runner-up Phoebe Stewart, Music by Ornella, DJ Sharky, Zumba with Gizelle and Mel's Karaoke. Activities on offer were trishaw rides, chalk and drumming workshops, facepainting, with a stiltwalking Lollipop Lady and other roving characters to make for a fun afternoon. The community was encouraged to wear yellow and take the pledge to Drive So Others Survive.

There were activities scheduled in the precinct during the week to support themes of cycling and e-scooters, as well as Qi Gong, ukulele and a Kids' Dance Party. The community was encouraged to meet in the precinct, get their yellow on, and enjoy the scene.

The City of Busselton Operations department were keen to highlight road safety as critical to the wellbeing of their crews, and supported the initiative by displaying yellow fabric bows on their large vehicle fleet. The Waste Services team also assisted by removing any remaining yellow furniture and props that haven't been given away.

The Street Festival and message route was recorded by professional photographer and videographer. The City's Public Relations team provided media support, and the Events and Economic Development teams supported the project and helped with advice, facilitation and assistance.

Nuts and bolts: how did we make it happen?

Approvals required (City of Busselton)

- Event application Billboard application
- Site Plans for activities, providers, food vans
- Traffic closure application
- Bookings for use of precinct buildings, forecourt and courtyard

Turn the Town Yellow

Budget

Final items for acquittal are being finalised, but all expenditures to date indicate BBTT will have completed the project within the $20,000 grant budget.

Item	In-kind or donated	Cost
Fabric, flowers, miscellaneous	Bunnings	
Paint	Wattyl Paints & Bunnings	
Old Furniture, bicycles & scooters	Lions Second Hand Shed	
Old Van used for installation	Passmore Automotive	
Billboard Hire	City of Busselton	
Corflute Signage		$1,800
Street Banners		$`1,400
Trailer Digital Signs	City of Busselton ($1350)	
Big BUSSELTON letters		$1,300
Music Performances		$4,150
Roving Characters		$2,150
Workshops & activities		$2,200
Welcome to Country		$300
Audio Equipment Hire & Operator	Community Discount ($500)	$1,200
Tradehire		$220
Traffic Closure		$1,109
Neuron e-scooter workshop	Neuron	
DJ Kids Dance Party		$200
Videography & Photography	Other funding ($1,075)	$275
Promotion (Printing, print & digital advertising)		$2,045
Waste Disposal, Furniture, Bikes	City of Busselton	
Transport of Van	Westside Tilt Tray	
Total		**$19,495**

Promotion

BBTT aimed to attract families and community members to enjoy some fun in the heart of the City, while learning about road safety. They planned to amplify the National Road Safety week messages by creating partnerships and collaborations with community groups and businesses.

Turn the Town Yellow was marketed to the local community targeting families and youth and characterised by collaboration with local business and community, to facilitate cross promotion and marketing opportunities. Local businesses were promoted through their involvement and support of planned activities and incentives.

The campaign, Street Festival and program for the week were promoted through published media release, photo spread and community notices in print media, print advertising in two local newspapers. A campaign of social media posts on Facebook and Instagram was also used to successfully promote the initiative, with organic reach through sharing to 20 community pages as well as using boosts and Facebook advertising.

Printed posters for the campaign and Street Festival were distributed to businesses and pinned up around Busselton. The City of Busselton's Public Relations team created graphics based on the Road Safety Commission's templates, which were used in print advertising, the City's digital billboard, posters, and on the City's and BBTT's socials. The City also listed the event on its website and advertised the event on its local newspaper council pages and in the Bay to Bay e-Newsletter.





Turn the Town Yellow

Turning Our Town Yellow - Hunting, gathering, and painting!

Yellow Message Bomb

BBTT sourced an old, beat-up bread delivery van from local business Passmore Automotive and volunteers painted it in primer and then yellow chalk paint - most of it donated by Wattyl Paints and Bunnings (who donated other materials as well).

The Team painted the van at the City's Waste Transfer Station and took special care while delivering it to the Busselton Cultural Precinct not to damage any of the heritage-listed buildings behind it!

Delivery and removal to an auto wreckers in the Busselton LIA was provided by Westside Tilt Tray (local service).

Yellow Town placemaking

BBTT volunteers met volunteers from the Busselton Lions at their Lions Shed over several early mornings leading up to event week to select discarded second hand furniture and accessories destined for the tip, but which still had enough life left in it to warrant slathering with yellow paint! Members of the Busselton Mens Shed painted everything that stood still yellow, and then delivered it all to the Busselton Cultural Precinct the day before the event.

Other volunteers scoured local op-shops for all sorts of yellow clothing and accessories, to make available at the event for anyone who would like to turn yellow for the National Road Safety Week.

Some items, such as reams of discount yellow fabric and our Huge Yellow BUSSELTON letters, could not be sourced secondhand were purchased from local businesses.

Volunteers worked on bunting and painting things yellow, and met onsite the day before the event to receive the painted furniture and place around the footpaths, with the remainder to be put in place after road closure. They also helped bump out after the event.

Leftover yellow items were given away, including some which went to an intrepid garage sale vendor! Anything remaining was collected by the City's Waste Services team.



Statistics + outcomes

BBTT's Street Festival had approximately 350 attendees at its peak who were all exposed to the National Road Safety Week messaging. This, along with road safety messages displayed throughout Busselton and on BBTT's social media platforms in the lead up to and during National Road Safety Week has helped raise local awareness of and conversations around road safety.

Building Busselton Town Team was very grateful to have been given this opportunity, and hope this case study is helpful to other Town Teams!

Contact buildingbusselton@gmail.com or @buildingbusselton on Facebook / Instagram if you want to know more.





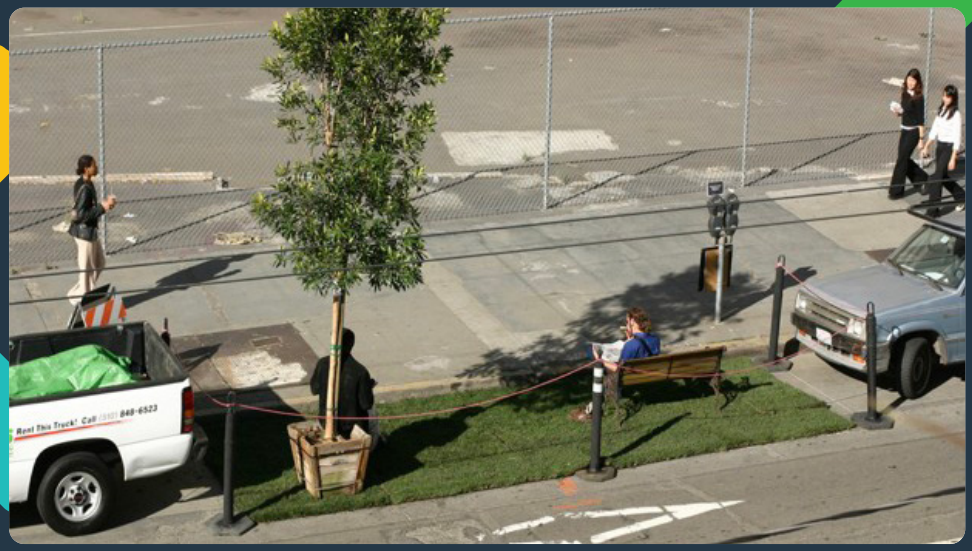




(photos by Abby Murray Photography, Louise Russell, and Lisa Massey. Newspaper photo by Abby Murray Photography featured in Busselton-Dunsborough Mail)

Park(ing) Day

Globally, the 3rd Friday of September every year



Overview

Park(ing) day is a global movement reclaiming streets around the world that started in 2005, when John Bela (urbanist, designer and artist) and his collaborators, later Rebar group, installed the first Park(ing) intervention on a street in downtown San Francisco.

The group found a parking space in a grey part of the town, and converted it into a mini park by installing a grass, bench and a potted tree on the concrete. Within minutes, the place was utilised by people, who were seating, eating and talking to each other. That's when Bela and his collaborators knew they were on to something- "We created an opportunity for social interaction that wasn't there before."

Nowadays Park(ing) Day is a global movement which advocates for safer, greener, more vibrant, connected and community friendly streets. It's a public, participatory project where people temporarily reclaim and repurpose parking spaces into public social places including but not limited to mini parks, art installations, seating or play areas or some form of activity.

Process and approvals

A step-by-step Park(ing) Day manual is available on Parking Day website https://www.myparkingday.org/how-to\

You can approach it two ways, guerilla style or formally seek permission and collaborate with your Local Government. We recommend talking to your Local Government and working together as you may also be eligible for funding or in-kind support.

Overview of the process:

Select a parking spot:

- Paid parking bay
- Preferably unutilised, not very vibrant and connected place
- Avoid no stopping or loading zones or any restricted spaces
- Consider what the area is lacking

Materials:

- Artificial grass offcuts, rugs and cushions,
- Outdoor seating, swing, crates, pallets and outdoor umbrellas
- Potted plants, artworks and signs with messages
- Chalk, bubbles and games for everyone's enjoyment



Park(ing) Day

Approval:

- Create a project overview/plan (idea, who, what and why)
- Seek support from local businesses, community groups and residents (letters of support will be helpful with obtaining approval and funding)
- Seek permission from you council. Discuss proposal with relevant department (usually community development or place team) and submit an event/booking application.
- Promote with the local community

On the day:

- Pay for parking (if there was no parking bay booking)
- Safely set up your project ensuring that boundaries are clear (worth looking at barrier like planters or bollards)
- Invite community to take part
- Have fun
- Take photos and videos
- Collect testimonies for any future events and funding applications



Budget

Item	Cost
Parking fee (if not waived by a friendly participating Local Government)	Parking fees rates if applicable
Materials like furniture, games, chalk etc if not provided in-kind or sourced on Buy Nothing	In-kind
Total Budget (approx)	

Benefits:

- More connected and engaged community!
- Project inspires community to think outside the box and take action
- Project draws attentions and encourages conversation around our streets, role of the cars and people
- Project advocates for safer, greener, more vibrant and attractive streets for people.
- Can be the first step towards repurposing parking spaces into community places like parklets and possibly speed reduction



Park(ing) Day

Victoria Park residents in Western Australia



Albany Highway, Victoria Park WA

The movement has also arrived in Australia with projects in WA including Victoria Park, Wellard Village, Northbridge, Curtin University.

In 2016 Dave Lindner and a group of Victoria Park residents organised their first guerilla Park(ing) Day event. The group took over a parking bay on Albany Hwy in front of the local book store. After a conversation with the store owner and obtaining his support and permission, the group paid for the parking and set up for a day.

The parking bay was transformed into a pop-up park with artificial grass, milk crates with plants, chairs, table and games. Milk crates and plants played a role as a barrier and visible identification of the pop-up park. A new public meeting place created opportunities for the community to connect and engage. Many pedestrians stopped for a chat, game or simply to check what was going on. The Park (ing) Day aimed to challenge how people think about public spaces and encourage active transport. The first event was positively received by the community.

In the following years the group continued the Park(ing) Day initiative in various locations along the Albany Highway, but this time they sought official permission and support from the local government. The Town of Victoria Park was very supportive of the activation and assisted with the process, including booking approval and waiving the booking fees. Again the initiative was positively received and many people stopped to learn more or joined in. The community and local businesses were very supportive.

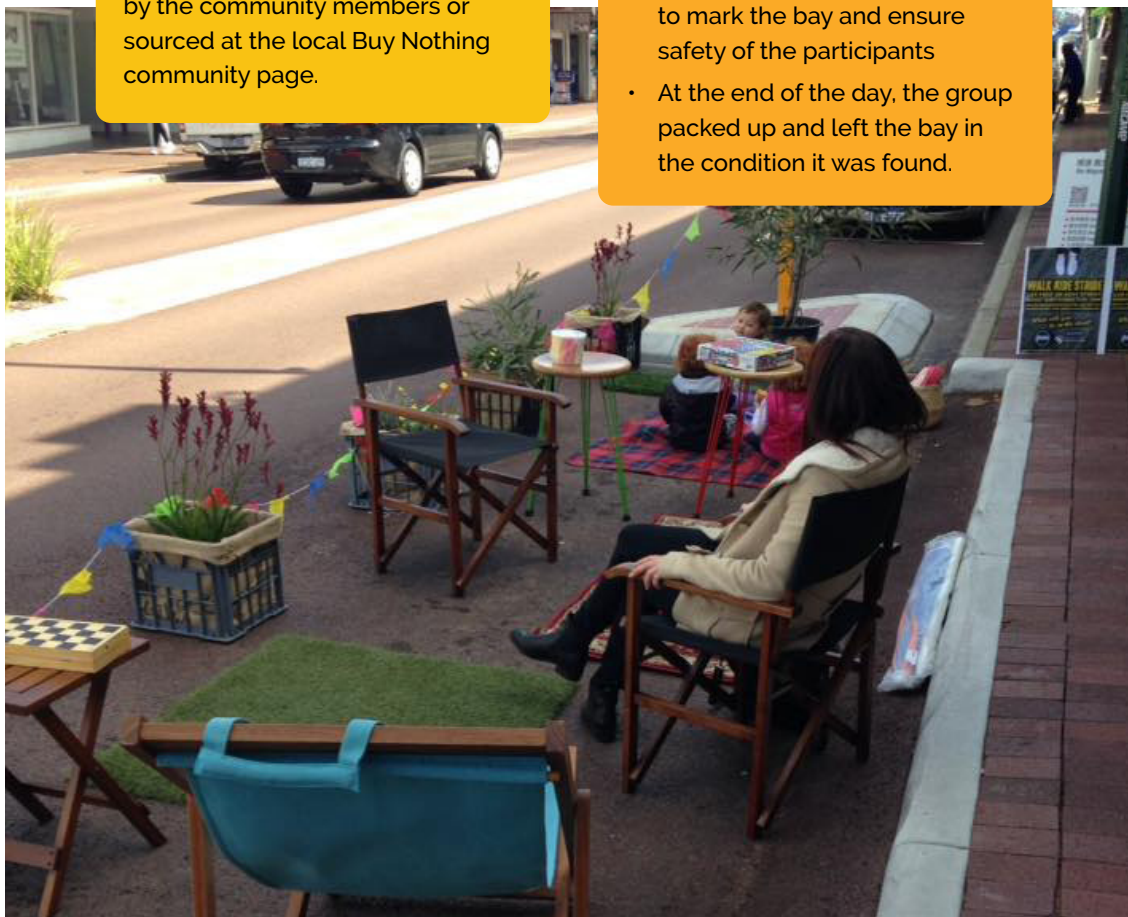
In 2017 local newspapers attended the event and published an article about the Park(ing) Day which also helped with promoting the idea and spreading the movement.

Budget: $0

Activation was delivered at no cost, everything was provided by the community members or sourced at the local Buy Nothing community page.

Process:

- Building relationship with the council officers and seeking support
- Seeking the right location and approval/support from the businesses that align with the vision of the initiative
- Parking bay booking application
- Parking bay booking approval was granted and fee was waived by the council for the community use
- The Town of Victoria Park council provided safety bollards to mark the bay and ensure safety of the participants
- At the end of the day, the group packed up and left the bay in the condition it was found.



Park(ing) Day

Wellard Village community in Western Australia



Wellard Square, Wellard Village WA

Back in September 2017 the Village at Wellard Residents Association (later Wellard Village People Town Team) partnered with PEET, Wellard Square and City of Kwinana to host their first Park(ing) Day event in Wellard Village.

Hundreds of Wellard residents took to the streets of Wellard Square to join the fun filled Park(ing) Day event.

The event took over not only 3 parallel parking bays out the front of the fish'n'chip and noodle shops, but it closed the whole road! Parking bays were transformed into alfresco dining, mini golf activities, book swap stall with chalked out rug and pot plants, and various stalls by local businesses.

A parklet was created outside the eateries which consisted of artificial turf, picnic tables and festoon lighting. A white picket fence was used to separate it from the road.

The dining setup was very popular with many voices to make it a regular feature over the warmer months.

There was something for everyone, from live entertainment, giant games, cow milking to DJ with pop-up vinyl record store, and street cricket organised by the Kwinana Cricket Club. Local businesses also joined in and offered various specials and attractions on the day.

One of the highlights was a pop up bar "The Village Well', ran by the Residents Association.

It was a collaborative initiative, with the City of Kwinana, local businesses, the developer and residents getting involved.





Budget: Approx $8,000

Much of it was spent on furniture hire.

Milk crates were borrowed from the local Woolworths with cushions purchased from Kmart to keep for future events.

There was a lot of in kind contribution as well as the local Rotary Club managing the road closure with an existing traffic management plan.

South Fremantle Bike Hub + Bike Day

WestCycle, Town Team Movement, South Fremantle Corner Pocket Town Team and RAC WA.



Overview

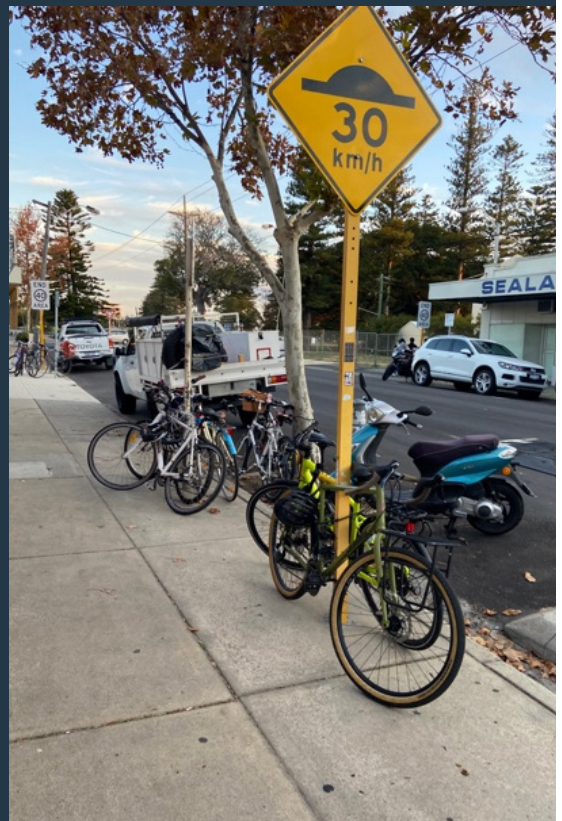
The Bike Hub is a community facility that aims to support and encourage active transport in South Fremantle. The project is an outcome of the collaboration between WestCycle, Town Team Movement, South Fremantle Corner Pocket Town Team and RAC WA.

The idea for a community bike hub came from a conversation with members of the South Fremantle Corner Pocket- the local Town Team! The group, together with other locals, addressed a lack of bike parking in the area. South Terrace is a very popular and busy place with multiple cafes, bars and restaurants. The issue was especially notable during the weekends with bikes being locked up on every available pole or piece of furniture.

The group started exploring solutions for a dedicated bike parking facility. They wanted to have the bike parking infrastructure, designed and constructed in a creative way inspired by ideas from the local community.

After identifying a location - South Terrace corner near Harbour Road, outside La Cabana, and close to several other bars, restaurants and shops - the Town Team approached RAC WA via Town Team Movement with the general concept, the project was born.

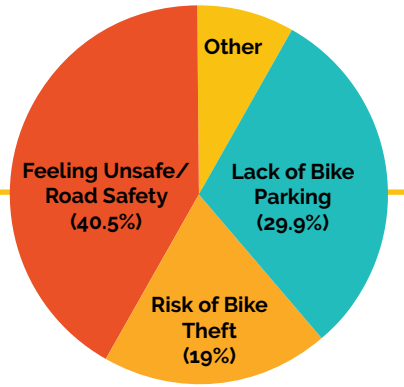
The Bike Hub was officially opened on 30 October 2022 with the South Freo Bike Party activation event, with over 1,500 in attendance. The launch event saw part of South Terrace closed to traffic and created a people friendly zone where the community could safely celebrate, connect and engage.



Statistic and outcomes

The Bike Hub community consultation clearly indicated concerns around road safety, lack of bike parking and strong support for the bike hub idea. Moreover a lack of designated bike parking was a significant inhibitor of utilising active transport.

"What currently deters you from using active transport in South Fremantle?"



Following the completion of the project, in February 2023 an evaluation survey was conducted with 112 responses received. Top most appreciated features of the bike hub were bike parking, bike maintenance repair kit, seating, shade, and using it as a meeting place. A surprisingly lower rated feature was scooter and eRideable parking.

South Fremantle Bike Hub + Bike Day

Since the bike hub was installed in October 2022, staff at La Cabana have been keeping track of the usage of the Bike Hub and have noted the following:

- The Bike Hub is almost always fully utilised at busy times, with all the bike parking being occupied Saturday and Sunday afternoon/evenings
- People use it every day to park bikes
- The bike maintenance kit is used every day, sometimes at least five times a day on busy days
- People use it daily to sit and have a coffee or eat lunch, often buying food from local businesses such as the bakery and enjoy the seating and shade
- It is used as a meeting place

This project clearly contributed to community wellbeing by encouraging active transport and connectedness, as well as benefited local economic development. The evaluation survey showed two thirds of respondents agree that it encourages them to use active transport more frequently.



Process and approvals:

Entire process from concept to realisation including footpath mural took almost 12 months, from March 2022 to February 2023.

Process:

- Creating a project plan, building relationships with stakeholders, liaising with funders and appointing contractors.
- Stakeholder engagement and concept design- stakeholder support was critical for this project. The outcome of the stakeholder engagement workshop was an initial brief for a designer who could then take the brief and create some design concepts.
- Community engagement and concept design approval - survey plus face-to-face community consultation using dotmocracy style, was another important element for the final design and support for the project. Community engagement took place during the PorchFest event.
- Detailed design and construction submitted to council for approval- process took longer than expected, mainly due to parklet policy and wording use in the design.



- Installation phase
- Launch event - South Freo Bike Party part of South Terrace closed to traffic with a range of activations for everyone including trishaw rides, painting colourful crossing, bubbles, bike mechanics and DJ.
- Mural design and installation - last element was a footpath mural (street mural wasn't supported by the council) that included community consultation, concept design, council approval and installation with the community taking part in.

South Fremantle Bike Hub + Bike Day

Budget:

Item	Cost
Community Engagement	$17,000
Project Management	$20,000
Concept, Planning & Design	$16,000
Construction, Delivery & Installation	$31,000
Launch Event	$15,000
Total Budget (approx)	$99,000

Lessons learnt

- Be prepared for delays, mainly in council approval process
- Build relationships with the council
- Ask questions, seek advice



Inglewood Tactical Urbanism

With one lick of paint and some improved signage

City Of Stirling, Inglewood On Beaufort and particpants in a Local Planning Consultation



What happened

In March and April 2014, the City of Stirling held a "Beaufort Street Charette" to develop a vision and plan for revitalising its section of Beaufort Street which included the suburbs of Inglewood and in part, Mt Lawley.

A "charette" is a French word, but is often used in the USA as a fancy way to describe a public meeting or workshop devoted to a concerted effort to solve urban design problem/s.

In this instance, it was Beaufort Street that had problems and at the time the experts and locals identified the street as:

- a hostile car-oriented environment,
- significant through-traffic travelling at speed;
- confusion over on-street parking;
- visually unattractive developments;
- lack of pedestrian amenity, comfort and safety; and
- a lack of greenery along the Street.

The charette was a series of meetings over almost two weeks, and spurred the locals to band together and create what would become one of the first Town Teams, Inglewood on Beaufort Inc., But even before that was born, the locals of Inglewood identified a "quick-win" and the experts totally agreed it was a great idea - line mark the parking bays.

Background

Beaufort Street is a historic main street in Perth, comprising of much loved, pedestrian scaled shops, cafes and restaurants and homes but as Perth has grown it has increasingly become a major arterial road. Comprising of two lanes of road in each direction, it consistently sees 25,000 vehicles per day and in peak times the outside lane operates as a "Clearway" exclusive to buses. This volume and function actively encouraged traffic to travel aggressively along the street, and as the vague parking arrangements out of the peak times discouraged on-street parking, vital for customers to gain access to businesses and shelter pedestrians from fast-moving cars, the street became a place to travel through and businesses dwindled.

Conversations at the charette

With the public and expert forum of a charette, conversation flowed and feedback was shared between interest groups, businesses, landowners, residents and the City by the consultants of the charette. One key conversation was the business communities' lament at the lack of parking or specifically the lack of understanding that drivers could park on Beaufort Street, outside of the Clearway times.

The often used example of this difficulty, was the restaurant owner of Cecchi's needing to park his own car on Beaufort Street every single evening to signal the permissibility of the parking out front of his restaurant. Soon, residents in attendance, who were consulted on the challenge, expressed their surprise you could park on the street and the penny dropped – as the parking wasn't signed or surfaced in ways that would promote such use people didn't use the parking.

This was not only limiting convenient places for patrons to park but enabled traffic to travel unabated through Inglewood, diminishing the pedestrian environment and any footfall for the struggling businesses.

Inglewood Tactical Urbanism

With one lick of paint and some improved signage

What worked...

Within the charette period the City officers realised the poor and confusing signage, as well as a lack of formal line marking inhibiting parking on the street and committed to have it rectified as a priority.

Over the next two years the City implemented the line marking and signage improvements. It took quite some time with the last section completed around December 2016, roughly 2 and half years from the charette as it needs to be approved by Main Roads.

While it took some time to have the whole section completed, the transformation of the sections that had the line marking was immediate, as businesses experienced uplift in footfall to their doors, and residents ventured to the strip as the now, parked cars provided a physical, spatial and acoustic separation of the footpath from the relative hostility of the carriageway. Overall, the dwell time and footfall increased significantly.

Initially the speed reductions were quite minimal, with speeds pre-line marking being 54.4km/h and lowering to 53.7km/h. However as the awareness of the line-marking took hold, coupled with more businesses opening and a speed trial in place, the last speed assessments conducted in late 2021 now reveal an average speed of 47km/h.





Lessons learned

- Having community engagements in ways like a charette are fantastic as they both inform all participants of the challenges but equally bring various and sometimes disparate groups together to find ways to collaboratively design and agree on solutions.
- The charette was the source of one of the first Town Teams in WA, Inglewood on Beaufort Inc and demonstrated to the (then) inexperienced, community group by sharing our observations of our surroundings and a good idea, things for the better can happen.
- While everyone was in support and the cost of the line marking was minimal, Main Roads WA approval can take time, so it wasn't exactly a quick win!





How did we make it happen?

The processes and approvals that were necessary in this process included:

Public consultation required
The charette was the catalyst where all attendees were invited to talk about the issue. Without that forum the opportunity identified would likely have never been identified. What was decided was that signs and line marking be added as soon as possible to the bus clearways for parking and street parking signage be improved for clarity that parking along Beaufort Street is freely available other than in the Clearway periods.

What approvals did we need?
Once the opportunity was identified at the charette and the City staff commenced the task to implement, by designing the line-marking capable of being delivered and identified where the signage improvements needed to be made. Once The City had the plans completed they consulted with Main Roads WA to obtain their approval.

Budget

The City could accommodate the cost within their works program as it was relatively minimal in cost.

Slow Down in Our Town Mullalyup Road Safety Mural

Mullalyup Town Team



Overview

The primary objective of the Mullalyup Town Team was to enhance road safety by drawing attention to the town and encouraging drivers to reduce their speed. They aimed to achieve this through the creation of an entry statement into town, a large, eye-catching mural on the side of the Hay shed, utilising the visual appeal of art to captivate motorists and promote safer driving habits.

The project commenced with careful planning and collaboration between the Mullalyup Town Team, local artists, and relevant stakeholders. The Hay shed was identified as the ideal canvas due to its prominent location and visibility from the South Western Highway. The team engaged talented mural artists known for their ability to create visually stunning artwork. The funding was raised through the Road Safety Commission's Community Grant Program, and additional resources were provided by local businesses and community members.

Extensive research was conducted to gather insights on effective road safety messaging and imagery. The artists and Town Team worked together to develop a concept that would not only be visually appealing but also deliver a powerful road safety message of "Slow Down in our Town". The chosen design incorporated vibrant colours, eye-catching elements, and a clear call to action, all aimed at encouraging drivers to slow down and be mindful of their surroundings.

Once the concept was finalised, the artists meticulously transformed the side of the Hay shed into a visual focal point. The process involved careful preparation of the surface, including cleaning and priming. Special weather-resistant paints were used to ensure the mural's longevity, considering the shed's exposure to the elements. The artists' dedicated significant time and effort to ensure the mural would make a lasting impact and serve its purpose effectively.

Results and Impact:

The Mullalyup Road Safety Mural project yielded remarkable results and had a great impact on road safety within the town. The visually captivating mural succeeded in drawing the attention of passing motorists (1,500 vehicles each day travelling south), prompting them to reduce their speed as they approached Mullalyup. The project effectively transformed the Hay shed into a prominent landmark and a visual focal point, achieving the initial objective of creating a strong visual presence for the town.

Furthermore, the road safety message conveyed through the mural resonated with drivers, resulting in increased awareness and adherence to safe driving practices. The combination of artistry and road safety messaging proved to be an effective strategy in influencing driver behavior and encouraging responsible driving habits.

The project received significant positive feedback from both locals and visitors, who appreciated the artistic transformation of the Hay shed and the meaningful road safety message it conveyed. The Mullalyup Road Safety Mural became a topic of conversation and garnered attention from local media outlets, further amplifying its impact and reach.

Conclusion:

The Mullalyup Road Safety Mural project exemplified the power of art in promoting road safety and creating visual landmarks that captivate motorists. Through careful planning, collaboration, and the skillful execution of talented artists, the project successfully achieved its objective of enhancing road safety and slowing down traffic in Mullalyup. The mural continues to serve as a reminder for drivers to be mindful and responsible while also adding aesthetic value to the town.

"It's great to see local people creating local road safety solutions. This is what our community grants are all about."

Adrian Warner –
Road Safety Commissioner

Inglewood Tactical Urbanism – Inglenooks

Inglewood On Beaufort, local businesses and residents, supported by the City Of Stirling



What happened

From an idea of wanting to improve our local neighbourhood, germinated a multi-site transformation that is now loved by the locals and businesses alike.

In late 2015, Inglewood on Beaufort wished to enhance its understanding of what the community wanted in its neighbourhood and embarked upon a series of consultation exercises to identify this. The consultation included a stall at the 2015 Mount Lawley Beaufort Street Christmas Festival, a series of stalls at the Monday Night Markets, two "walk-shops" with local business owners and residents walking Beaufort Street and its laneways, an online questionnaire, and numerous meetings. These included meetings with City of Stirling staff, local Inglewood Ward councillors, Terry Tyzack and David Lagan and the local state MLA, Lisa Baker. In all, over 500 people informed ten key "areas of interest" through their feedback, comments and visions.

These were formulated into Inglewood on Beaufort's Place Activation Strategy, with the number one priority to "beautify and activate the various unsightly sections of our main street"- being Beaufort Street.

We first set about doing this through a series of murals on blank walls to add colour and vibrancy. This had the positive effect of providing a quick facelift and boosting Inglewood's sense of identity however it wasn't the lasting transformative change we were after.

We had our eye on the ugly, overlooked forecourt spaces opposite our Town Square. Being the private front setbacks of 884 (Dove House), 896 (Tirza Court) and 898 Beaufort Street these were spaces owned by landlords and privately owned spaces that could benefit from a little love. They added little to the street that was known at the time as a 'place between places' and was an example of "progress", with the historic shopfronts demolished to make way for unattractive office buildings in the 70s and 80s.

What happened next was Inglewood on Beaufort turning a set of unsightly and dark spaces into vibrant places for people to gather, connect and celebrate, dubbed the Inglenooks.



Inglewood Tactical Urbanism – Inglenooks

What worked...

With the confidence of the communities voice to "beautify and activate" we were fortunate to receive some seed funding from the City to commission concept designs. Undertaken by the City based landscape and urban designers, Place Laboratory, the designs provided a vision for how the spaces could look and the various benefits they would provide. This gave us a powerful basis for conversations with the owners of these strategic landholdings, which quickly uncovered a willingness for these once underutilised spaces to be transformed into new public places.

We engaged local landscape architects, Four Landscape Studio (4LS) (who, while getting a fee for their service, were doing it a very good price) to develop detailed landscape plans so we could collaborate with our committee, the City, and the landowners and their tenants.

The design had some pretty smart components to it:

- Retained a number of the existing trees to capitalise on their scale and screening properties.
- Salvaged large stone boulders in the setback areas and relocated into garden beds adding a 'settled' look to the spaces.
- Tied the pocket parks together via a series of steel framed, jarrah clad seating and planter units set out in a manner to create interesting places to gather, eat (long table), entertain (stage), play (like stepping stones) and dwell.
- Used the same feature paving of the footpaths to blur the lines of public and private realms and introduce creative rug decals on paving to give the impression of an 'outdoor lounge room'.
- Removed the barriers of letter boxes, low height walls and fences to provide multiple opportunities to enter the spaces.
- Introduced over 15 new trees to provide respite, patches of lawn to "kick off the shoes" and lower ground cover that is in the majority native, so its resilient to the conditions.
- Added a productive garden, that has a lemon and lime tree but also a herb patch that locals can pick from.
- Festoon lighting to reflect the Monday Night Markets festival atmosphere and deliver warm, glowing light to the spaces.

Once we had an agreed design and costings, we set about securing funding. Impressively, more than 55% of monies came from the fundraising proceeds from our own Monday Night Markets, making the majority of the project, community funded.

The remaining funds were sourced from:

- Federal Government - Stronger Communities Program (20%)
- State Government - Local Projects, Local Jobs Program (15%); and
- City of Stirling - Place Activation grants (10%).

While not initially contemplated in the design, with City of Stirling having funds available for art, we were able to complement the landscape design with the commissioning of a striking mural in the Dove House Inglenook. Forty-eight expressions of interest were received with a detailed selection process, that included the City of Stirling, identifying George Domahidy's submission as the preferred design.

Lessons learned

- Be prepared to have setbacks and be patient along the journey, as from the beginning of the concepts in 2016 until completion in early 2020 there were a lot of pauses and lulls in activity.
- Not everyone was on the same wavelength as us and so – at times - compromises were needed to be made with the design and the maintenance. For instance, when the tenants on 898 Beaufort Street were worried the landscaping would block their signage, cooling, shade trees were not able to be included in that Inglenook.
- We think it's worth the community getting involved in these activities. The Inglenooks are quite unique as they are not typical public spaces delivered by government or private developers. As a result they they have a strongly embedded community ownership and pride.
- Lighting in these spaces is crucial, and with the festoons included in the Inglenooks it add a new dimension to these spaces which were previously not seen as places to go at night. The lights have transformed the Inglenooks from dark, intimidating spaces into attractive, safer, welcoming places where community activities now happen out of hours.

Inglewood Tactical Urbanism – Inglenooks

How did we make it happen?

The processes and approvals that were necessary in this process included:

Was the public consultation required?

Absolutely, Inglewood on Beaufort ran the initial community engagement activities, including stalls at local events, two "walk-shops", online questionnaire and following, continued with extensive involvement with members of the community, businesses and landowners in the design, planning, construction and maintenance.

Now, Inglewood on Beaufort continues community activation, from enabling the incidental, daily use, through to community-driven events and activities (such as busy bees).

Concept design and plan

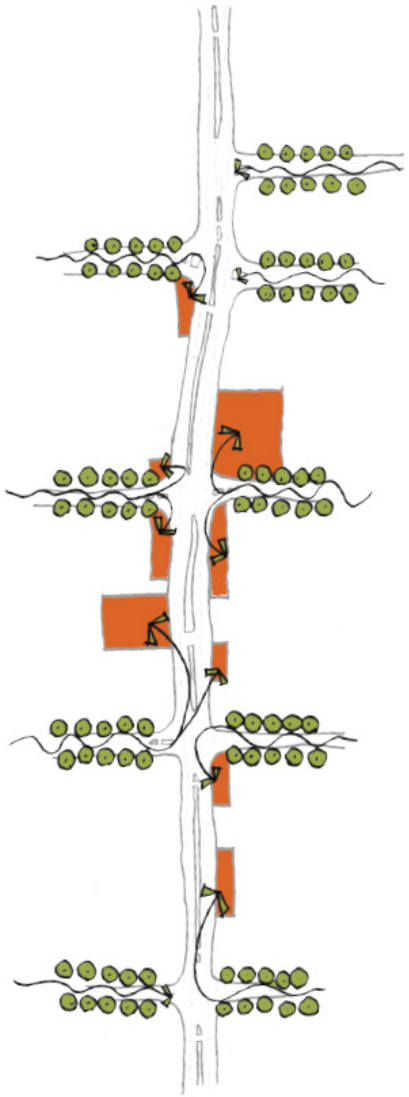


Figure 1: Place Laboratory Concept Work that identified the Setbacks as an opportunity



Figures 2 and 3: Place Laboratory options for 896 (Tirza Court) and 898 Beaufort Street used to talk to the community and landowners and tenants

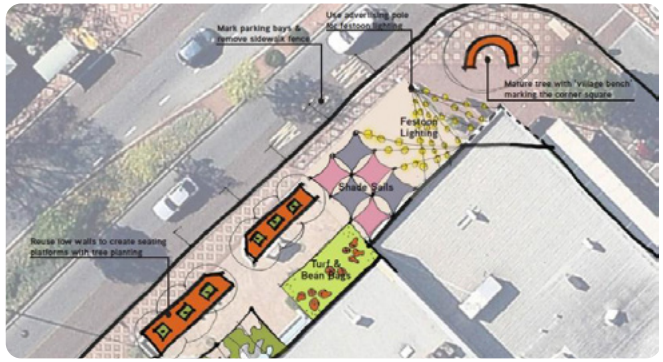
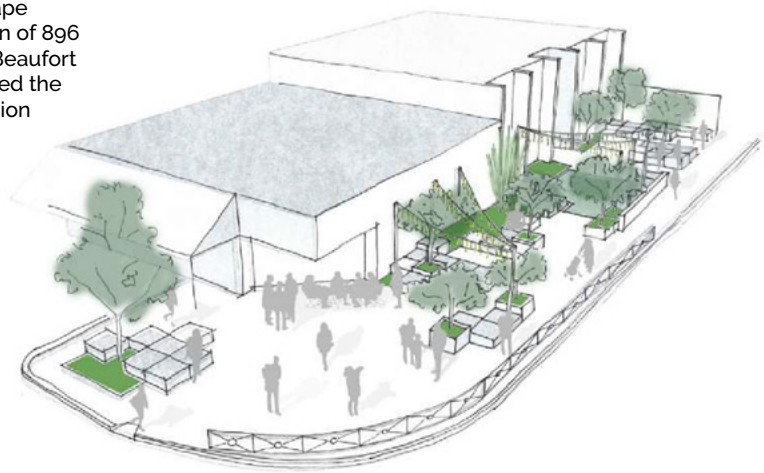


Figure 4: Four Landscape Studio artist impression of 896 (Tirza Court) and 898 Beaufort Street that accompanied the Development Application



Inglewood Tactical Urbanism – Inglenooks

What approvals did we need?

Negotiations were held with landowners to develop an access licence that would enable a development application to be submitted and give Inglewood on Beaufort security of tenure over the private setback areas to be used for public use. This was important to ensure when we made all the improvements, the landowner agreed we could share it with the community. The key terms included:

- The space is licenced for no cost for a use similar to that of a "public park" and associated public events such as the Monday Night Markets.
- Inglewood on Beaufort is responsible for delivering the landscape upgrades and mural.
- Inglewood on Beaufort maintains the spaces and covers electricity/water use consumption.
- Option by mutual consent to extend for additional 5 years (3 + 2) – otherwise Inglewood on Beaufort to 'make good'.

Development application

A pre-development application meeting was held with the City of Stirling and as some of the proposed works sat within the road reserve, it required the City's support to submit for approval. There were minor modifications required to some of the planter boxes but generally the City supported the proposal with standard conditions.

Implementation

Following development approval, a civil contractor was engaged to construct and install the core infrastructure – new service lead ins, reticulation, paving, seating and lighting – with contract management being delivered by our landscape architect 4LS.

To instill community ownership and reduce costs, we engaged our local community through planting and mural painting days. We pay a gardener to mow the lawns and trim the plants and a couple of times per year our community assists with ongoing maintenance like, oiling the wooden seats.

Budget

- Design, plans, tender, survey – $12,000
- Construction including landscaping and initial maintenance – $180,000
- Planning consultant and project management - in kind consultancy

Awards

- 2020 Winner - President's Award WA Planning Institute of Australia (PIA)
- 2020 Winner - Great Place Award WA Planning Institute of Australia (PIA)
- 2021 Winner - Great Place Award National, Planning Institute of Australia (PIA)
- 2021 Winner - WA Landscape Architecture Award for Community Contribution, Australian Institute of Landscape Architecture (AILA)
- 2021 Winner- WA People's Choice Award (AILA)



Inglewood Tactical Urbanism – Inglenooks

Testimonials

Fieldwork Health team

"We have really enjoyed the Inglenook at the front of our building at 896 Beaufort St. It has been a huge improvement to the appearance of the building and many new clients have commented they had not noticed our business or the building previously. We have also had 2-3 new tenants in the building since the upgrade, so it looks like the Inglenook has helped to breathe some life into this part of Beaufort St."

Diane Kemp - owner, Tirza Court building

"The landscaping at the front of our adjoining properties has created a very attractive, well integrated streetscape and distinctive, shaded places which are well used by visitors, tenants and their clients as well as local residents and workers whilst also providing desirable space for the highly successful Monday markets. These improvements have certainly made 'Tirza Court' more distinctive and easier to market to potential tenants.

The tenants themselves have reported that they have found it easier to distinguish themselves, their business and their location which has helped them to market their businesses and attract new clients.

Consequently both the owners and the tenants are very pleased with the way that the Inglenook landscaping and 'public place making' have worked out to the mutual benefit of the local community, local residents, the property owners, local businesses, their clients, customers and employees.

The overall result has been to make this previously, somewhat neglected part of upper Beaufort Street far more attractive for customers and clients, new businesses and the public in general."

Marnee - owner, Sugar and Nice

"I knew having a public space next to my cafe would be beneficial, but since this space was installed, it has exceeded my expectations.

Covid struck and I decided to operate takeaway only. The Inglenook space initially provided a much needed oasis for my customers during the covid lockdown. The community embraced the space and kept their distance whilst still staying connected.

The transformation has added immeasurable value to the area. In a time of uncertainty, the Inglenook has given me hope that my cafe can survive these tough times. I'm looking forward to having special events to take advantage of the space.

The Inglewood on Beaufort team have done an exceptional job bringing this project to light and I'll be forever grateful for this space."

Geraldton Tactical Urbanism

City of Greater Geraldton, RAC, Main Roads WA



Chapman Road, Geraldton WA

What happened

In 2021, the City of Greater Geraldton, RAC, Main Roads and a working party made up of local businesses and residents worked together to implement a tactical urbanism experiment along Chapman Road in Geraldton town centre for a 12 month trial.

Firstly a Chapman Road Activation Action Plan was developed by a Working Party comprising of 18 local business operators and property owners, community group members, youth, MRWA and other interested individuals. Their work was informed by a community place making survey that was conducted in early 2021 and their draft action plan was reviewed by the community at a drop-in information session.

Fresh paint, new trees in planter boxes, a parklet and amazing local artwork unlocked a great deal of vibrancy on Chapman Road! Along with a significant art element, recycled planter boxes were installed featuring greenery, as well as RUOK benches donated by Desert Blue Connect. A favourite for the kids is the 'Critter Trail on Chapman' which takes youngsters on an interactive journey along Chapman Road to collect a secret password hidden amongst quirky art pieces.

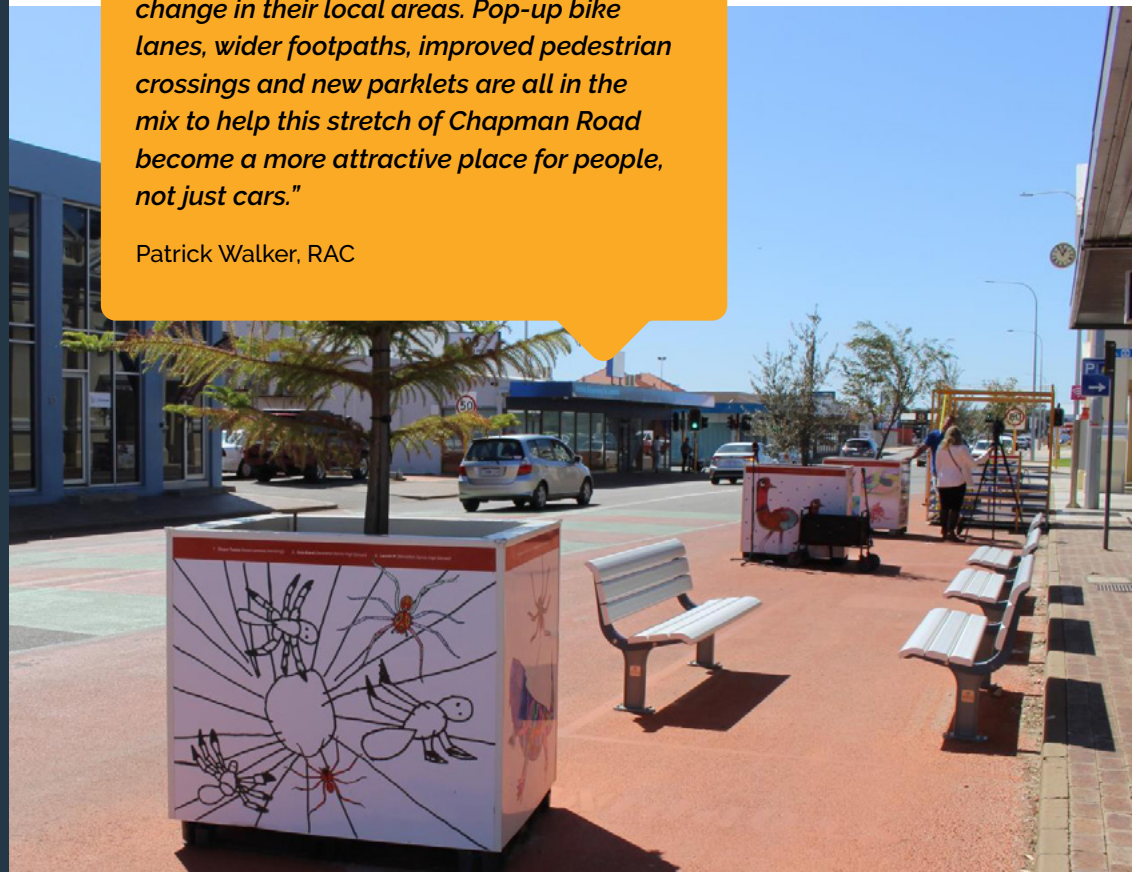
Lessons learned

The project needed more community input and leadership to prevent community opposition. It was seen as government led and not community led which meant the original snaked traffic concept had to be reworked.

The reduction of the road width to one lane each way, as this section of Chapman Road does not meet the minimum road width requirement for it to be four lanes wide and a reduction on speed limit to 30km/h proved unpopular with drivers.

Merging of two traffic lanes to one in front of the Art Gallery as it caused some peak hour congestion. A right turn-only lane heading south on Chapman Road onto Durlacher Street was planned for this intersection but MRWA approval was not possible with the available budget and time frame.

> *"A key priority of RAC's Reconnect WA initiative is to inspire local residents and businesses to get involved in driving positive change in their local areas. Pop-up bike lanes, wider footpaths, improved pedestrian crossings and new parklets are all in the mix to help this stretch of Chapman Road become a more attractive place for people, not just cars."*
>
> Patrick Walker, RAC



Geraldton Tactical Urbanism

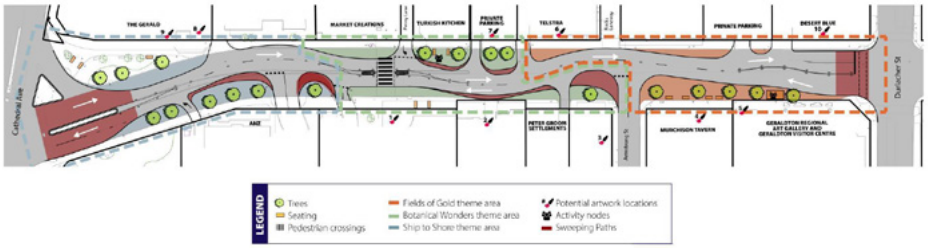
Stage 2: Chapman Road Activation
How did we make it happen?

Concept design and plan

The proposed Stage 2 design was reviewed by MRWA and the feedback received from MRWA was that the proposed design could be trialled and the current 30km/h speedlimit retained as long as consideration was is given in the design to creating safe zones for occupants to exit or enter cars parked in parking bays.

Councillors were informed through briefing notes and a concept forum presentation of the draft action plan.

Stage Two of the Chapman Road Activation Trial has been informed by community feedback and the concept design reflects the revised road layout proposed in the Geraldton City Centre Revitalisation Plan.

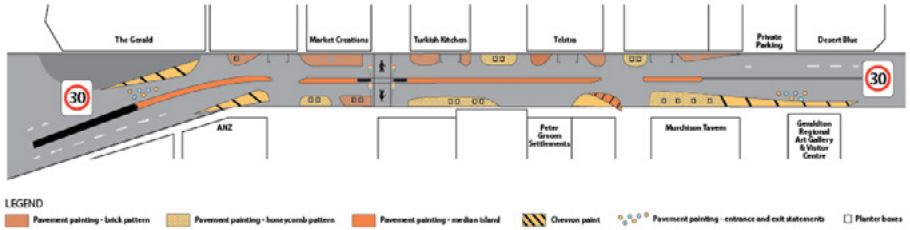


What was changed?

- The two snaked traffic lanes will be straightened.
- Designated on-street parking will be created.
- Adjustments to the merging and demerging sections of the street will be made.

What remained the same?

- Testing of one lane of traffic in each direction.
- Retention of the 30km/h speed limit.
- 19 trees in colourful planter boxes.
- Artworks by local artists on buildings and windows.
- Interactive Critter Art Trail



What approvals were needed?

Council endorsement of the Stage 2 design.Traffic and Risk Management Plan for the implementation or onground works to uinstall the Stage 2 Design.

Budget

Trialling changes and improvements to streetscapes in the CBD by utilising low- cost temporary materials and measures is a highly cost effective way to test key elements in the Council endorsed Geraldton City Centre Revitalisation Plan.

A budget of $100,000 was required to undertake the redesign of the two-lane road to MRWA approval omitting the snaked geometry, removal of the existing painted surfaces, reinstatement of a painted road alignment adding on-street parking to improve amenity and reduce traffic and to review the City of Greater Geraldton City Centre Revitalisation Plan.

The City had the required resources to undertake the design, procurement and delivery of the project. . The installation works were outsourced to the City's annual supply contractors.





Hannay Lane Revitalisation

Dunsborough Progress Association (DPA), City of Busselton



Hannay Lane, Dunsborough WA

Overview

Hannay Lane in Dunsborough was an ordinary access lane that was brought to life in 2021 with colour and vibrancy and transformed into a shared community space.

The objective of the Hannay Lane Revitalisation project was to transform what was formerly a utilitarian lane, used by adjoining businesses to enable waste collection and deliveries, into an inviting pedestrian/cyclist/vehicle shared space.

Project objectives

- Improve the aesthetics of the laneway, while enabling the functionality of a "through way for vehicles".
- Design a space that invites the community to explore the area, enhancing visitation to laneway facing businesses.
- Engage community interest in the project, inviting them to lead the evolution of the design

It all started in 2015 with artist Sam Allen artwork, The Dunsborough & District Progress Association's idea was to transform an unloved laneway into a vibrant hub. The Hannay Lane Revitalisation project was driven by the local community and supported by business and land owners. It required getting the local council on board and took almost three years to get the project off the ground.

There were even attempts on unsealed roads to figure out how to create guerrilla artwork but it seemed very difficult!

In 2021 The City of Busselton partnered with the RAC, through its Reconnect WA initiative, for the Hannay Lane Revitalisation project. The funding was directed toward a 12-month trial to transform Hannay Lane into a shared space. Trials like this are great examples of prototyping and testing new and innovative ideas for our public spaces and streets that support safer streets, better places and vibrant communities.

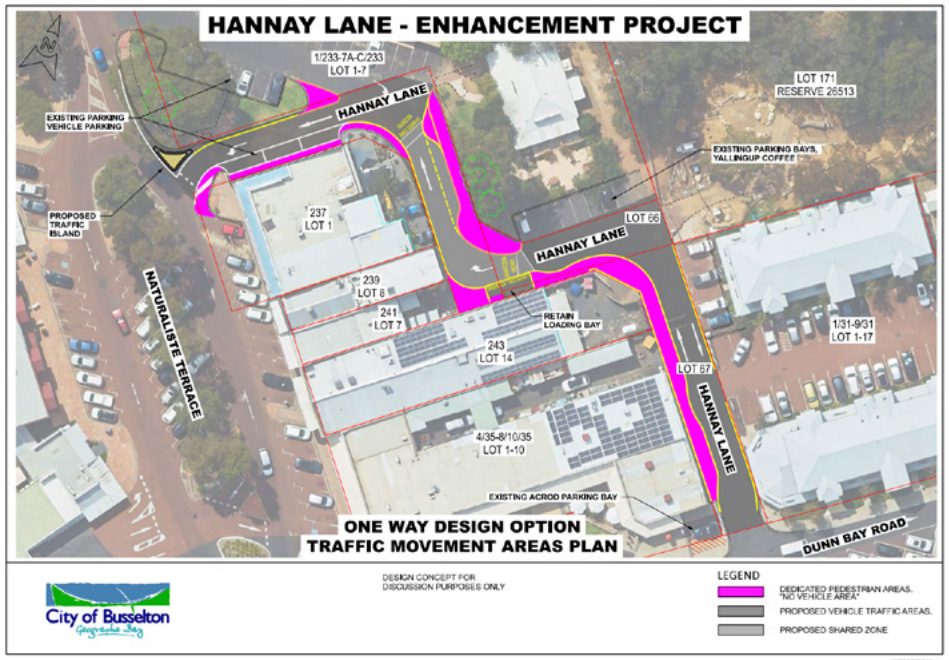
The project aimed to make the laneway more inviting and safe for pedestrians, shoppers and visitors, encourage slower traffic movement and make it suitable for community gathering. Ideas for revitalisation were developed in partnership with the Hannay Lane Enhancement Group, local community and businesses and included road murals, art works on planters, and landscaping.

Key elements of the revitalisation project included:

- Converting Hannay Lane into an attractive, pedestrian/cyclist friendly thoroughfare between Naturaliste Terrace and Dunn Bay Road with dedicated pedestrian and shared areas, without impeding property access or parking. Original design saw a one way street which was adjusted to two way traffic after community consultation.
- Landscaping improvements.
- Delineated walking/cycling areas through landscaping and artwork.
- Reduced speed limits and design elements that deter vehicles from travelling at speed through the area.
- Street furniture, decorative paint work and street pavement art.



Hannay Lane Revitalisation



Statistic and outcomes

The City of Busselton conducted an evaluation of the Hannay Lane revitalisation and outcomes were published in August 2021 that clearly indicated traffic calming benefits and community support.

Community (qualitative) evaluation after project implementation:

71% of patrons drove slightly more cautiously/much more cautiously and slowly as a result of the project works to Hannay Lane. Of the survey participants, 81% responded that the changes add value and vibrancy to the Town Centre and would like to see similar projects replicated elsewhere.

The City of Busselton has been awarded a 2022 Local Government Road Safety Award for its Hannay Lane revitalisation project.



Analysis of quantitative data collected

After implementation of the project, 85% percentile speeds ranged from 14-20km/h during the 7 day period.

This data will support the City's Traffic application to Main Roads WA to lower the maximum speed in the lane to 10km/h. A strong correlation exists between community safety and wellbeing and lowered traffic speeds on urban streets.

This outcome is consistent in research conducted by Vic Health, Monash University's Accident Research Centre, The Heart Foundation, the Australian Transport Research Forum, the Road Safety Commission of WA and numerous international studies.

Hannay Lane provides access to Djiljit Mia nature playground and local businesses, and since implementation of the project, a 16% increase in pedestrians using the laneway has been recorded.

Heavy vehicle use has decreased by 8%, however light vehicle use has increased by 23%. Bicycle use has decreased by 9%.

Budget:

The City has secured an RAC grant totalling $50,000 based on a 50/50 contribution towards the Hannay Lane Revitalisation project.





Hannay Lane Revitalisation

Lessons learned

What would the City do differently if the opportunity arose?

In retrospect, an art competition inviting local schools to design the road mural and decorative elements would have created a strong sense of place/ ownership of the space. The winner could have been then been selected by panel of stakeholder judges with guidance provided by an independent curator.

What aspects of the project approach were successful?

Engagement and support of nearby businesses was crucial to the success of this project. The co-funding (by two body corporate owners in partnership with the City) of two colour bond gates was an important finishing touch to the project – these block off the unattractive storage areas and rear entries to businesses.

What advice would you provide to other local governments?

The project evolution must enable designers to respond to change at short notice. Ensure the broadest consultation possible to enable a strong sense of place and ownership.

Community feedback

"It looks amazing and has added a lot of character to Hannay Lane. These projects are vital to enriching our space and bringing community together! Thank you."

"Love it. Love the mural. Have been concerned for some time about the parking, speed, rubbish bins etc. Definitely an improvement. That and Djiljit Mia is fantastic for that corner of town. Where next?"

"I loved this project, enjoyed the vibrant colours and designs. Very innovative, after all, Dunsborough is a holiday town."

"Beautiful vibrant colours that were chosen I think really elevate the space that was once neglected, making it more appealing and safer."

"It brightens the area its interactive, gets people chatting to the artists as they completed the work. It's a bright and interesting pick up to what was a dull laneway/walkway- 100% improvement. Thanks"

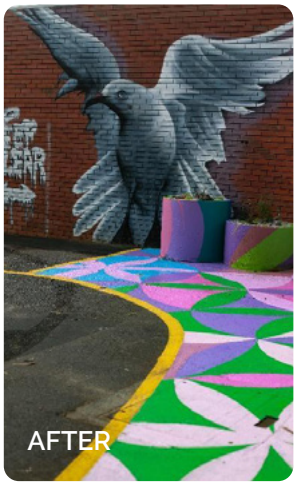












Riseley Street Road Mural

City of Melville



Riseley Street, Ardross WA

Overview

Inspired by nearby Yagan Mia Wireless Hill and the theme of Germinate, Joanna Brown's artwork combines native botanical forms with geometric shapes to redefine the street as a playful and inviting thoroughfare for the precinct. The artwork also links to Wireless Hill and Joanna's new mural. It stretches along Riseley Street over 200 metres from Canning Highway to Willcock Street.

Aims:

- To unify the east and west side of the precinct.
- To create an iconic landmark.
- To contribute to a village vibe. Help make the precinct a destination, rather than a thoroughfare.
- To lower traffic speeds as there is data that suggests interventions such as this can play a role in this.
- The artwork colours were to link with the place branding for the Riseley Centre.

Stakeholders

Internal departments: Road safety, TravelSmart, Placemaking, Arts, Streetscapes. External stakeholders: Main Roads WA, TransPerth, local businesses/ Rise Up Riseley

Materials

We used StreetBond, a 2-part non-slip application that meets Australian Standards for road use. (It is used for bus lanes and bike lanes) It is meant to last for 5 years, however, other users had reported a lot of fading. To try to combat this we decided to only paint the central part of each lane that generally falls between the tyres. Another product we considered were Omnigrip, however it was not suitable for this design.

Process and approvals

- Identified scope.
- Discussions with engineering regarding any road resurfacing,
- Internal department buy-in for the project.
- Discussions with MainRoadsWA regarding scope. Set back from intersections and directional/ wayfinding considerations.
- Understand limitations for the product: Understand limitations for the product: discussions with other local governments who have delivered road murals and with providers within WA.
- Develop brief in line with the City's Public Art Strategy.
- Artist concept development, short-listing and procurement.
- Detailed design.
- Refinement in line with the installer and their feedback.
- Design mapped on CAD drawing.
- Traffic management plan approval.
- Notification to local businesses, Transperth, general communications.
- Installation.

Budget and funding

Item	Cost
Artwork design	$10,000
Install and traffic management	$140,000
Total Budget (approx)	$150,000

Riseley Street Road Mural



Lessons learned

The design needed to be far simpler than what was initially proposed. The colours need to be applied in layers next to other dry colours so they don't bleed together. This means complexity increases install time and therefore cost.

Allow plenty of time for notifying businesses and residents.

Cold atmospheric temperatures mean slower drying conditions. Ideal to install during warm, dry weather. Due to the high traffic location we initially explored night works, but drying time would be an issue. With day works, MainRoads WA determined we could only close one lane at a time. Ideally a detour would take place enabling quicker install to all lanes simultaneously. The lanes also had to be open by 2.30pm resulting in a very short day with a max of 2 layers applied in a day. (This allows for drying time before cars are driving on it)

Need to be certain on the location and design, as you'll need to regularly articulate the background, context and purpose of the project.

Feedback

We had mixed feedback. A lot of very positive feedback applauding the scope and concept of the design.

Some residents complaining about the artwork as a distraction or waste of money.

Traffic Calming Dragon



St Michael's CE Primary School in Exeter, UK

Overview

Road safety is a significant issue on UK roads, particularly during the school drop off and pick up hours.

Sustrans, a walking and cycling charity, together with Road Safety Trust explored the impact of light-touch interventions in reducing speeds and improving safety outside a school in Exeter with the aim to create a safer space for walking, wheeling and cycling.

The project focused on designing small interventions to change the feel of the street outside the school to make it more people friendly and less car-dominated and create a safe and inviting environment for active transport.

A traffic calming dragon was designed with the wider school community in Exeter, aiming to create a safer space for walking, wheeling and cycling to school. The road mural raised awareness of the 'school zone' and made drivers drive slower and more carefully.

With funding from the Road Safety Trust and Devon County Council (DCC), Sustrans team was able to investigate the impact of small changes that schools and local authorities could implement to improve the situation. They teamed up with DCC Highways Engineers, St Michaels' C of E Primary Academy in Exeter and its local community to answer a question: Does light-touch traffic calming have an impact on dangerous road behaviours outside schools?

In June 2018, Sustrans hosted a series of collaborative workshops and codesign sessions for students and families, discussions with residents and nearby organisations. It was a collaborative approach that allowed the wider school community to take ownership of the process, making sure that all needs were taken into consideration and ensuring the best outcome for the project.

After identifying the existing road safety concerns they explored light-touch interventions that could have a traffic calming effect and improve safety.

Key issues and barriers that were identified:

- cars not slowing or stopping when approaching a crossing point,
- vehicle speeds,
- anti-social parking,
- air quality concerns.

The children and the wider school community participated in solution seeking processes. Participants experimented with colour, greenery, patterns and signage to brighten the space outside the school, create a visible 'school zone' and make the space safer for school children, their families, and other street users.

One of the designs featured a dragon on the road that referred to the school's name, the biblical tale of St. Michael and the dragon. The dragon design would act as a speed calming measure and make drivers aware that they are entering a school zone.



Traffic Calming Dragon

The dragon prototype was tested during the trial event. A smaller-scale version of the dragon was temporarily painted on the road with support from the school children and staff. Parents, staff, pupils and residents where then able to give their feedback during a community event at pickup time..

Following the trial and further feedback gained from the local community and safety and highways assessments by the local council, the permanent thermoplastic design was installed in August 2020. Installation was delayed due to Covid-19 lockdowns.

Project outcomes:

- Decrease in traffic volume on weekdays from 3,366 to 2,642 vehicles
- The decrease in traffic volume led to no change in the proportion of vehicles speeding (34.6% to 33.95%)
- Increase in vehicle yielding rate from 46 yields out of 794 yielding situations to 48 out of 420, reducing the dominance of cars on the road
- 82% of survey respondents supported installing light touch infrastructure.

The research and evidence suggests that light touch measures have a mostly positive impact on road safety, as well as a strong impact on the attractiveness of the area. It not only decreases vehicle speeding but also empower people to use active transport, walk, wheel and cycle!

https://www.sustrans.org.uk/our-blog/projects/2023/uk-wide/investigating-the-impact-of-light-touch-traffic-calming-measures-outside-schools
https://www.sustrans.org.uk/media/11617/susr1940-rst-light-touch-infrastructure-technical-report-v41.pdf
https://www.sustrans.org.uk/media/11617/susr1940-rst-light-touch-infrastructure-technical-report-v41.pdf

About Sustrans:
Sustrans is the charity in UK making it easier for people to walk and cycle. They connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute. http://www.sustrans.org.uk/





Grosvenor Road

City of Vincent



Corner of Beaufort Street and Grosvenor Road in Mount Lawley

Overview

Undertake a trial that temporarily converts a section of Grosvenor Road into a safe and inviting place for people:

- **Pedestrian street – closure of street to vehicles (temporary public plaza)**
- **Shared street – manages slow vehicular movement**



The Grosvenor Road Trial objectives were to:

- **improve pedestrian experience and connectivity in the town centre;**
- **provide more space for people to sit, relax and socialise;**
- **create an attractive and active environment which supports local residents, town centre businesses and visitors;**
- **encourage more people to come, enjoy and spend time in the town centre.**

The project included data collection, community feedback consolidation and reporting to Council of results

Process followed

Project Scoping: Nov 2021 – Jul 2022

- Project meetings and workshops with internal delivery partners
- Preliminary engagement with businesses, property owners, local organisations and groups
- Grant application and monthly reporting and meetings with RAC Reconnect WA to secure finding to co-deliver the project and expand opportunities and outcomes
- Costing
- Community drop-in sessions
- Council Workshop with Elected Members for approval of the plan
- Approved Traffic Management Plan

Trial Delivery: Aug – Nov 2022 DELIVERY

- Online survey 1 October – 14 November 2022
- Inhabit Place intercept surveys to understand visitor sentiment and provide project information
- Pedestrian counts
- Activity observations
- Inhabit Place audit
- CCTV and vehicle movement counts
- Surface counters
- On-site observations & documentation
- Business sales data

Engagement, Monitoring & Data Collection: Aug – Nov 2022

- 650 postcards distributed to properties
- Posters, online, radio & newspaper promotion
- Signage about the project in town centre
- Installation & road closures
- Opening event – 1 October 2022
- Weekend events and activities
- Community correspondence
- Review and Reporting: Nov 2022 – Feb 2023
- Data collation
- Analysis
- Reporting

Grosvenor Road

Traffic data at Raglan Road near Walcott Street

- Before Grosvenor Road Trial: 2,819/day
- During Shared Street Trial: 2,873 cars/day
- During Public Plaza Trial: 2,938 cars/day

Traffic data at Chelmsford Road near Beaufort Street

- Before Grosvenor Road Trial: 1,817 cars/day
- During Shared Street Trial: 2,145 cars/day
- During Public Plaza Trial: 2,031 cars/day

Traffic data at Grosvenor Road between the car parks and Danker Lane/ Hutt Street

- Before Grosvenor Road Trial: 306 cars/day
- During Shared Street Trial: 385 cars/day
- During Public Plaza Trial: 335 cars/day

Traffic data at Grosvenor Road/ Beaufort Street intersection

- Before Grosvenor Road Trial: 1,212 cars per day, 20km/h
- During Shared Street Trial: 369 cars per day, 16km/h
- During Public Plaza Trial: 0 cars per day

Community perception

- 60% of survey participants support a flexible pedestrian public space
- 51% support a shared street with part time road closer for community events
- 38% support no change

Lessons learned

With Grosvenor Road fully closed to vehicles, a traffic increase on adjoining roads was as expected and at an acceptable range.

The creation of a public plaza requires an holistic approach, considering the surrounding area and opportunity to integrate car parks.

Community member concerns included loss of short-term parking and reduction in customer numbers due to loss of access from Beaufort Street.





Orange Path - East Fremantle Footpath Murals

Fremantle Biennale, The Australian Centre for Concrete Art (AC4CA)



Overview

Perhaps Western Australia's longest artwork, a 500-metre walkable painted pathway was created in November 2022, connecting Fremantle's Traffic Bridge and the Stirling Bridge.

In their most ambitious project to date, Orange Path was brought to life by 13 leading Australian and international artists of the AC4CA collective. A legacy artwork commissioned by the Fremantle Biennale, Orange Path was the first public artwork in WA to cross local government boundaries.

Using a limited palette of only three colours, each artist designed a 40-metre stretch of the path. AC4CA member John Nixon's (1949-2020) signature orange colour links each of the designs, in an acknowledgement to his longstanding contribution to the AC4CA collective.

Artists: Guillaume Boulley, Julian Goddard, Daniel Göttin, George Howlett, Zora Kreuzer, Andrew Leslie, Jan van der Ploeg, Trevor Richards, Alex Spremberg, Helen Smith, David Tremlett, Jeremy Kirwan-Ward and Jurek Wybraniec.

AC4CA

The Australian Centre for Concrete Art was established by its Perth members in 2002 and was based on the ideals of Dutch De Stijl artist Theo van Doesburg and an interest in minimalism and hard-edge geometric abstraction.

The driving concept for the group is to transform outdoor community spaces with their striking site-specific, non-representational works painted directly on urban walls, often with the help of friends and art students. The works are temporary and have since been painted over to make room for new projects by someone else in the group. The works are collegial, open-ended and move with the times and conversations around public art.

Process:

- Conceptualise your idea
- Seek support from the community, local businesses and local government
- Community engagement and consultation to ensure community support and the best outcomes for the projects
- Approvals, permits from local authorities
- Invite community and volunteers to help bring the project to life
- Celebrate the place

Materials:

UV stable paint

Budget

Approximately $90,000

- Community engagement - in-kind from Fremantle Biennale
- Artist design and implementation
- Launch event

6. Guidelines for community-led initiatives

Process / Approvals / Materials

Processes and approvals may vary depending on the project type, scale and street type.

In most situations you will require support and approvals from your local government, and in some instances from state government agencies like Main Roads WA or Public Transport Authority. It's good to note that support from your local community and businesses might be crucial for successful approval and delivery of the project. Examples of the approvals may include: event/booking approval, works on the footpath/road approval, temporary closure of the footpath or road, temporary changes to the road.

- Any materials, equipment or infrastructure can't compromise the safety of pedestrians or traffic. Selected paint or stickers need to be anti slip and in most instances will need to be approved by the local government.
- Planters or furniture will need to be stable and installed in a safe distance from the road (min 60cm/0.6m) and leave 180cm (1.8m) for the pedestrians.
- For any works on the road you will require a road closure approval (local government authorities and police, and in some instances Main Roads WA), risk and traffic management plan.

Any works on the footpath may require temporary fencing and traffic wardens to manage the traffic. It is also important to allow a minimum of 1.5m for pedestrians over short distances, ideally 1.8m for longer distances that a pedestrian may have to navigate; this ensures two people in wheelchairs or with prams can safely pass each other.

- Footpath or road mural paint will also need to be approved. Select the paint suitable for an outdoor use where non-slip and trafficable floor is required, such as ColourmakerSportscote PFR P5 non-slip rated, in addition you can use primer like Acrylmeric Superseal Primer, or StreetBond, a 2-part non-slip application.

Potential partners/supporters

It's important to seek support and partnership from the local community, schools, businesses and authorities. Potential partners may include local businesses and community groups, local artists, local government departments including community development, arts and culture, libraries and local history, planning and infrastructure.

Funding

Most local government authorities will offer a range of community funding (available for community organisations) as well as space activation grants that can also be accessed by local businesses. Please contact your local government staff or check the website for more information.

Various state government agencies also offer funding that your project might be eligible for, including Lotterywest, Road Safety Commission, Department of Planning, Land and Heritage, Department of Transport or Department of Local Government, Sport and Cultural Industries.

Other funding sources may include mining companies, local banks, gas or electricity providers, as well as RAC, Town Team Movement's principal partner.

Still short? You can also seek sponsorship, including in-kind donations, from local businesses or organise fundraising initiatives such as quiz nights, soup events, raffles, sundowners etc.

For more information about available funding please check Safer Speeds and Better Places page:

townteammovement.com/safer-speeds-better-places

7. Recommendations for local governments

Local government authorities (LGAs) play such an important role in communities and their wellbeing and there are mutual benefits for councils collaborating with the community. LGAs support is critical in empowering, building capacity and enabling local communities and businesses in improving local places and making our streets more vibrant, community friendly and safer. Below is a short guideline on how local governments can support community-led initiatives.

How to enable community initiatives and make it happen:

- Identify internal leaders who will champion the place based approach and work on internal collaboration and improvements to enable community-led activations.
- Promote benefits of the place-based approach, placemaking and community-led initiatives. A good way to do this is to share books, links and resources and get colleagues to do the placemaking.education courses (free for WA's local governments staff and elected members as paid for by Department of Local Government, Sport and Cultural Industries).
- Connect with other LGAs, seek ideas, advice and guidance.
- Encourage a collective review of the policies and procedures to ensure they are user friendly and work towards a place and community based approach.
- Create a community friendly permit process.
- Review and promote community funding program and grants to support community-led initiatives that aim to improve local places.
- Look at other ways you can support the community initiatives e.g.: traffic management, road closure support and public liability insurance assistance.
- Link the community initiatives to a local government policy or strategy and demonstrate how the initiative will assist the local government toward its goal, for example additional street greening will assist in a local government's urban forest strategy targets.
- Let go - community knows best what is good for them, they just need support (financial and approvals) to make it happen.
- Collaboration is a key to success, work with the community to achieve common goals.

8. Useful links

to resources, relevant policies and other speed related documents

Road Safety Commission

https://www.wa.gov.au/organisation/road-safety-commissionRoad

Statistics Western Australia (https://www.wa.gov.au/organisation/road-safety-commission/road-statistics-western-australia)

Road Safety Research (https://www.wa.gov.au/organisation/road-safety-commission/road-safety-research)

Road Safety Resources (www.wa.gov.au)

Speed and how it influences road safety (https://www.wa.gov.au/government/publications/speed-and-how-it-influences-road-safety-0)

Main Roads WA

https://www.mainroads.wa.gov.au/

Community, Art & Environment
https://www.mainroads.wa.gov.au/community-environment/

Relevant policies and strategies:

- Main Roads WA Speed Zoning Policy and Application Guideline
- Main Roads WA Technical Note – Decorative Pavement Markings
- Main Roads WA – Shared Zone Policy - Draft
- Main Roads WA – Self Explaining Streets Policy – Draft
- Main Roads WA – Pedestrian Crossing Policy – Draft
- Austroads Guide to Traffic Management Part 8: Local Street Management
- AS/NZ1158: Urban Infrastructure Public Lighting
- AS/NZ1742: Manual of Uniform Traffic Control Devices
- AS/NZ2890.5: On-Street Parking Design
- Individual Local Government – transport strategy and local planning strategy

8. Useful links

Department of Transport - Active Transport

www.transport.wa.gov.au/activetransport/active-transport.asp

www.transport.wa.gov.au/activetransport/planning-and-design-guidance.asp

www.transport.wa.gov.au/activetransport/safe-active-streets-program.asp

www.yourmove.org.au/resources/connecting-schools-grant/

Healthy Streets

https://www.healthystreets.com/

Asphalt Art

https://asphaltart.bloomberg.org/

Placemaking Education

https://placemaking.education/

Play Australia

https://www.playaustralia.org.au/

https://www.playaustralia.org.au/1000-play-streets

Movement and Place

https://www.movementandplace.nsw.gov.au/

Streets Alive

https://streetsalive.org.au/

9. Contact

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Placemaking.Education

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placemaking.education



10. Acknowledgements

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RAC

PJA

Inglewood on Beaufort

Dunsborough Progress Association (DPA)

Creative Maylands Town Team

Rise Up Risley Town Team

Mullalyup Town Team

Vic Park Collective Town Team

Wellard Village People Town Team

South Fremantle Corner Pocket Town Team

City of Greater Geraldton

City of Melville

City of Canning

City of Vincent

City of Busselton

Main Roads WA

Department of Transport

Better Streets

WestCycle

Sustrans

Placemaking Education



INGLEWOOD TACTICAL URBANISM – INGLENOOKS



TURN THE TOWN YELLOW - BUSSELTON



INGLEWOOD TACTICAL URBANISM – INGLENOOKS



ROAD MURAL - RISELEY STREET



ROXY LANE REVAMP



TACTICAL URBANISM - GERALDTON

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