

Donnybrook Town Team

Asphalt Art Project

Proposed Location: Collins & Reserve Streets (near Apple Fun Park)

INTRODUCTION

The Donnybrook Town Team (DTT) seeks Council approval to paint part of Collins and Reserve Streets near the Apple Fun Park as a road safety initiative. Asphalt art, ground mural, and decorative pavement positively impacts driver and pedestrian behaviours. DTT has engaged with our youth and community members as a community-driven organisation to initiate, plan, design, and paint artwork on Collins and Reserve Streets. This project aims to increase road safety awareness and create a safer zone for all generations. The Donnybrook Town Team (DTT) has received a \$25,000 grant from RAC to complete this Asphalt Art Project. Details of the project are contained in this report.

Strategic Alignment

The following outcomes from the Council Plan and Community Strategic Plan relate to this proposal:

| | | |
|-------------------|------|--|
| Outcome: | 1 | A diverse and growing population. |
| Objective: | 1.1 | Attract and retain more families with children and younger adults. |
| Outcome: | 2 | A safe and healthy community. |
| Objective: | 2.2 | Facilitate, encourage, and support a diverse range of festivals, community events, arts and cultural activities. |
| | 2.3 | Maintain community safety. |
| Outcome: | 6 | The built environment is responsibly planned and well maintained. |
| Objective: | 6.3 | Create vibrant, attractive, and welcoming towns. |
| Outcome: | 8 | Safe and convenient movement of people into and around the district. |
| Objective: | 8.1 | Improve road safety, connectivity, and traffic flow for all users. |
| | 8.3 | Provide safe, well-connected paths for pedestrian, cyclists, and gophers. |
| Outcome: | 9 | A thriving economy. |
| Objective: | 9.2 | Attract and retain a diverse mix of businesses and investment opportunities. |
| Outcome: | 10 | A popular destination for visitors and tourists. |
| Objective: | 10.1 | Encourage more people to stop, shop and experience the Shire of Donnybrook/Balingup. |
| Outcome: | 11 | Strong, visionary leadership. |
| Objective: | 11.2 | Improve community consultation and engagement. |
| Outcome: | 13 | Increased community capacity. |
| Objective: | 13.1 | Enable community organisation and community champions to deliver services and projects to meet local needs. |

The following two Pillars of the Department of Education – Regional Education Strategy relate to this proposal:

Pillar 3: Strengthen support for student wellbeing ‘through stronger connections with their community’.

Pillar 4: Develop partnerships to create opportunities.

BACKGROUND

Donnybrook Town Team is a sub-committee of the Donnybrook Community Resource Centre. Our mission is to engage and empower our community to create better places. The Donnybrook Dunny Do Over was a successful example with over 80 people participating in the painting.

The community has had concerns about road safety on Collins and Reserve Streets for many years, especially considering the age demographics of the residents and visitors to the precinct. Many factors can influence road user behaviours.

Using Main Roads WA website (Traffic maps), a traffic count device was temporarily installed on Collins Street between Allnut and Marmion Streets during the 2022/23 financial year. According to the Hourly Speed Report (Monday to Sunday) the average speed of all vehicles travelling in both directions was 50.7 km/h with the minimum being 10.7 km/h and the maximum 100.1 km/h. Traffic volumes show the average number of vehicle movements per day being 1,100 with the peak time being 3.45 pm during weekdays and 10.30 am on weekends.

The pram ramps on the roadsides of Collins and Reserve Streets indicate a place for people to cross the road. Pedestrians must give way to traffic as these are not designated crosswalks. Street parking, adjacent to the Apple Fun Park, obstructs vision for both pedestrians and drivers.

The current speed limit for Collins and Reserve Streets is 50km/h.

Council has tried, on previous occasions, to reduce the current speed limit. This is evidenced by a Council Resolution at the 23rd May 2018 Ordinary Council Meeting;

That Council:

1. *Instruct the CEO to request Main Roads WA to implement 40km/h speed zoning on the South West Highway as a Priority, in the Donnybrook and Balingup townsites.*
2. *Instruct the CEO to request Main Roads WA to implement 40km/h speed zoning on the sections of Reserve and Collins Street, Donnybrook, that about the Apple Fun Park as a priority.*
3. *Instruct the CEO to request advocacy and support for the implementation of resolutions 1 and 2 above, from the Member for Collie Preston Hon. Mr Mick Murray MLA.*
4. *Instruct the CEO to liaise with the Shire of Capel and the Shire of Bridgetown Greenbushes with the objective of developing a collaborative advocacy position on implementation of 40km/h speed limits through the townsites of Bridgetown, Balingup, Donnybrook and Boyanup.*

With increased pedestrian, cyclist, and gopher movements there is a greater risk of traffic incidents.

Both Collins and Reserve Streets are local roads and require Council approval. Although these roads are designated heavy vehicle routes, the Asphalt Art Project does not need Main Roads WA approval.

PROJECT AND PURPOSE

Donnybrook Town Team's next project is a road safety initiative to raise road safety awareness and create positive experiences for all ages. The community organisation successfully received a \$25,000 grant from RAC for this project.

Following safety concerns from parents, grandparents, and road users near the Apple Fun Park and Pump Track, the Donnybrook Town Team (DTT) researched the effectiveness of asphalt art. Asphalt art, ground mural or decorative pavement is relatively new in Western Australia with a growing trend across the world.

Painting of artwork on the ground not only creates interest and vibrancy but also influences road user behaviour. In April 2022, Bloomberg Philanthropies published an Asphalt Art Safety Study which compared crash rates and real-time behaviour of pedestrians and motorists at many asphalt art sites before and after the projects were installed. Across each metric analysed, results indicated that asphalt art had an overall positive impact on safe driver and pedestrian behaviour and a 50% reduction in crash rates.

The artwork will be painted in eight sections using solid colour. Four sections on Collins Street and four sections on Reserve Street, leaving a margin of 100mm from all white road line markings. The parking bays and crossings (identified by pram ramps) on both Collins and Reserve Streets will not be painted. On Collins Street, the (solid colour) artwork will extend for 20 metres on both the north and south side of the pram ramps. The length of the painted area on Reserve Street will be 10 metres on both sides of the pram ramps. The estimated total area of painted surface is 470m². Leaving the pram ramp crossings blank (unpainted) is a deliberate strategy to highlight the recommended crossing for pedestrians and drivers. The painted area does not encroach on the rail reserve, or the corner.

As an added safety measure, two existing parking bays on Collins Street (one on each side of the road) will be removed and re-marked as Loading Bays. Currently, vehicles parked in these bays (next to the pram ramps) obstruct the vision to on-coming traffic, especially for vulnerable residents and visitors. Donnybrook Town Team will convert these bays as part of this project.

All community members will be invited to participate in the painting of the artwork on Collins and Reserve Streets in 2025. Donnybrook Town Team is working with RAC and the Donnybrook Apple Festival Committee to hold the official opening at this annual event.

COMMUNITY ENGAGEMENT AND RESPONSE

Residents near the Apple Fun Park

To initiate the project, Donnybrook Town Team members first engaged with residents close to the Apple Fun Park. Fifty-seven properties were visited on Collins, Reserve, Station, Emerald, Boulder Streets and schools to gauge the response to the concept and invite them to an information session on the draft proposal. This information session was held on the 26th March 2024. Out of 57 properties visited (including businesses) only one resident was against the concept, with many residents conveying valuable feedback to assist further planning.

Youth engagement and design

To build relations and greater connections with our youth, three workshops were held over two weekends with students between the ages of 8 and 18 years. Donnybrook Town Team engaged experienced artists, capable of working with kids, to talk about safety and what it means to them. Their thoughts and understanding of safety were captured on paper and subsequently represented by the design’s principal artist, Dee Mosca. The draft design was then presented to the kids on 25th September to ensure it captured the theme and met their approval. Dee Mosca has provided this short video explaining how the student images were interpreted in the design.

Open [Hyperlink](#) to play the video: [Donnybrook Mural](#)

Community Response to Design

Donnybrook Town Team members revisited Collins Street residents for comment before presenting the design to the wider community at two face-to-face stalls outside IGA in October 2024. The initial response from Collins Street residents was very positive with comments on the colour palette and design.

Over 100 community members completed a questionnaire after conversations about the youth artwork, interpretation of the theme ‘safety’, and final design. Members were presented with four questions for feedback. Not all questions were answered. A summary of answers for each question is presented below.

Q1 *Do you think the students and artists have captured the theme (safety) in the design?*

RESPONSE

| YES | NO | NO RESPONSE |
|-----|----|-------------|
| 92 | 6 | 4 |

Q2 What part of the mural is your favourite? Tick one or more elements.

Table of response

| RESPONSE | Flock of Birds 'Together' | Wavy lines 'movement/travel' | Apple Blossom 'Donnybrook' | Use of solid colour | Unpainted road - Pram Ramp crossings |
|-------------|------------------------------|---------------------------------|-------------------------------|------------------------|---|
| Votes - Qty | 69 | 55 | 61 | 61 | 43 |
| Votes - % | 24% | 19% | 21% | 21% | 15% |

As part of Q2, space was provided for additional comments on specific elements or the design itself.

Comments received:

- Colours match well with streetscape.
- Bigger spacing or more obvious pedestrian crossing
- Bright bold colours
- Blue
- Thank you guys – well thought out
- Looks beautiful
- Need to increase blank space at x-crossing to allow eyes to see the periphery
- Slow sign at entrance
- Caterpillars – they move slowly
- Love it!

Q3 Do you think the mural increases the awareness of road user safety?

RESPONSES

| YES | NO | NO RESPONSE |
|-----|----|-------------|
| 94 | 4 | 4 |

Q4 Even if you don't like the image personally, would you be okay showing it to the visitors to Donnybrook?

RESPONSES

| YES | NO | NO RESPONSE |
|-----|----|-------------|
| 98 | 0 | 4 |

Based on community members' feedback, DTT members have changed the positioning of the artwork on Collins Street by increasing the unpainted area where the pram ramps are located. This will accentuate the pram ramp crossing from a driver's perspective and increase safety awareness.

Communication and Consultation

Members of the Donnybrook Town Team have written monthly articles for the Preston Press to keep the community informed at every stage of the project.

Main Roads WA and Shire staff met with DTT members to seek advice on approval processes, location, responsibilities, and other suggestions to increase road user safety. We have continued to seek technical advice as the project progresses.

St Marys Primary School and Donnybrook District High School were engaged in July to promote the project and increase youth participation. Donnybrook Town Team members spoke to students at the Donnybrook bus stop inviting them to the art workshops. Both social media and Preston Press were used to promote the workshops and encourage parents to register their children.

Monthly meetings are held with our sponsor, RAC. DTT has developed a Gantt Chart for project scheduling, timeframes, costings, and contingency plans. All elements of the project are discussed and monitored by DTT and RAC.

The Town Team Movement and other grant recipients with completed projects similar to asphalt art have provided resources to guide decision-making.

Paint and Painting

Hard-wearing and industrial paints are specialised, for specific applications. Manufacturers are continuously making improvements for greater durability and application. After careful consideration and expert advice Donnybrook Town Team will use Topdeck Long Life Road Marking Paint. This paint is estimated to withstand 4 million traffic movements. With 1100 traffic movements per day on Collins Street (as per MRWA), it is expected to last 9.96 years.

At the end of its life, the road can be painted over with an appropriate road colour. The Donnybrook Town Team will be fundraising in 2025 to purchase additional paints for minor touch-ups in the first year or so where damage may occur. (eg. vandalism).

The paint is a water-based product with a coverage rate of 2.5L per square metre. Water-based paint is easy to clean, is non-flammable, and requires minimal protective clothing. The road will be cleaned to remove dust and grime before painting.

We (DTT) estimate the road will be closed for one to two days for cleaning, artist preparation, and painting. A Traffic Management Plan for the road closure will be submitted to the Shire. We have commenced discussions with residents opposite the Fun Park about the anticipated road closure. The wider community will be given ample notice of road closure when dates have been confirmed.

Whilst the details of the painting day have not been finalised, community members will be given the opportunity to paint alongside other community members to complete this road safety initiative. Our professional artists and volunteers on the day will help guide the painting and create a fun day for all.

Capital Costs

Donnybrook Town Team have received a grant for \$25,000 for the completion of the project. Donnybrook Town Team have prepared a budget to complete the project including;

- Contract artists, youth engagement and design
- Community engagement and public notices
- Cleaning of road
- Preparation of Traffic Management Plan and road closure
- Preparation of painting day, volunteer management, and paint supplies.
- Loading Bay conversions
- Hire of equipment
- Signage
- Official launch day and entertainment

Repair Costs

Donnybrook Town Team are prepared to do touch-ups to the painted area in the first 18 months from completion. This repair work is for small patches only and does not suggest painting in its entirety.

We expect the paint will fade from the environment and general wear and tear. At the end of its life, the artwork may be painted over with an appropriate road colour or redesigned and painted. Donnybrook Town Team will not maintain the artwork following the 'repair period' mentioned above.

Launch Day

The painting of the Asphalt Art will be completed before Easter 2025. Donnybrook Town Team members are working with the Donnybrook Apple Festival committee to hold the official opening at this Easter Event. RAC will be present with their messaging of road safety together with many activities to commemorate the completion of this community project. Dates and times of painting and official opening will be communicated via multiple media platforms.

Conclusion

For many years, the community has had concerns about road safety on Collins and Reserve Streets, especially considering the age demographics of the residents and visitors to the precinct.

The Asphalt Art Project aligns with many strategic plans within Council and the Department of Education. Donnybrook Town Team's mission is to engage and empower the community to create better places. This project aims to increase awareness to road safety in an area with high pedestrian movement. Donnybrook Town Team members have made every effort to research, seek advice, engage, and plan to maximise community participation in this road safety initiative.

Research and References

The following resources were used to develop an understanding of current issues, road statistics, general and technical information, community needs, and guidelines.

- Shire of Donnybrook/Balingup – OCM 23rd May 2018
- Asphalt Art Safety Study – April 2022 (Sam Schwartz)
- Department of Education: Regional Education Strategy – Pillar 3: Strengthen support for student wellbeing 'through stronger connections with their community'. Pillar 4: Develop partnerships to create opportunities.
- Safe Speeds & Better Places Community Toolkit (Town Team Movement)
- Curtin/Monash Accident Research Centre (Child and Adolescent pedestrian & cycles in WA)
- Main Roads WA mapping – Collins Street (2170003) Site 50770 **Hourly Speed**, All vehicles, Both Directions, 2022/23 Monday to Sunday. (Noted on report - Speed zone 110 km/h – not 50km/h)
- Road Safety Council (MRWA) Trends in Driver Speed Behaviours on Rural Road Network. (Speed compliance in 2018 for 50km/h = 53.3% (with 6.9% 10+ km/h above speed limit).
- MRWA – Technical Note – Decorative Pavement Markings.
- Ground Mural Best Practices Guide – May 2022 (District of Columbia Commission on the Arts)
- Pre-Assessment of Pedestrian Behaviour (Grant requirement) – Collins Street 12th April 2024.
- Changemaker Workshop - Community Survey 'How can we help our youth feel more valued and connected to the community?'

Attachments

1. Map Aerial view – positioning of artwork on Collins and Reserve Street
2. Street view (Collins Street) – proposed artwork superimposed on the road
3. MRWA – Hourly Speed Report (Monday to Sunday) All vehicles both directions.

[Hyperlink](#) (Youth engagement & design – page 3) - [Donnybrook Mural](#)

Donnybrook Town Team
C/- Donnybrook Community Resource Centre
DONNYBROOK



Apple Fun Park





← 7 Collins St
Donnybrook, Western Australia



Hourly Speed

Collins St (2170003)

North of Marmion St (SLK 0.81)

2022/23
Monday to Sunday



All Vehicles



Both Directions

| | Average Volume/Percentage | | Minimum/Maximum | | Mean | Median | SD | 85th Percentile |
|-------|---------------------------|-------|-----------------|-------|------|--------|------|-----------------|
| 00:00 | 1 | 0.1 | 38.0 | 74.9 | 58.9 | 62.5 | 12.1 | 66.9 |
| 01:00 | 0 | 0.0 | | | | | | |
| 02:00 | 0 | 0.0 | | | | | | |
| 03:00 | 3 | 0.3 | 16.4 | 73.0 | 50.6 | 52.9 | 18.0 | 67.5 |
| 04:00 | 8 | 0.7 | 22.4 | 71.5 | 51.4 | 52.8 | 9.8 | 58.7 |
| 05:00 | 17 | 1.5 | 17.3 | 76.9 | 51.4 | 53.0 | 10.9 | 61.3 |
| 06:00 | 27 | 2.4 | 16.2 | 79.0 | 51.4 | 52.0 | 8.9 | 59.2 |
| 07:00 | 73 | 6.6 | 13.9 | 81.4 | 51.0 | 51.9 | 9.2 | 58.9 |
| 08:00 | 98 | 8.8 | 12.3 | 84.4 | 49.7 | 50.5 | 8.6 | 57.4 |
| 09:00 | 83 | 7.5 | 13.1 | 75.3 | 48.9 | 49.6 | 8.9 | 57.4 |
| 10:00 | 90 | 8.1 | 13.0 | 76.1 | 49.0 | 49.9 | 8.9 | 56.7 |
| 11:00 | 80 | 7.2 | 11.7 | 72.9 | 49.7 | 50.4 | 8.3 | 57.3 |
| 12:00 | 74 | 6.7 | 16.2 | 85.5 | 50.2 | 50.6 | 8.7 | 58.0 |
| 13:00 | 76 | 6.8 | 13.8 | 82.3 | 50.2 | 50.5 | 8.9 | 59.1 |
| 14:00 | 88 | 7.9 | 10.7 | 85.9 | 50.8 | 51.5 | 8.9 | 58.8 |
| 15:00 | 95 | 8.6 | 19.4 | 88.9 | 50.6 | 50.8 | 8.6 | 58.8 |
| 16:00 | 105 | 9.5 | 15.1 | 97.8 | 51.8 | 52.3 | 8.2 | 58.8 |
| 17:00 | 81 | 7.3 | 17.4 | 89.8 | 53.0 | 53.3 | 8.5 | 60.5 |
| 18:00 | 52 | 4.7 | 12.6 | 93.2 | 51.3 | 52.4 | 9.6 | 59.5 |
| 19:00 | 29 | 2.6 | 22.6 | 97.8 | 52.1 | 51.5 | 9.8 | 60.4 |
| 20:00 | 15 | 1.4 | 24.8 | 86.6 | 52.8 | 52.4 | 9.8 | 61.2 |
| 21:00 | 10 | 0.9 | 16.3 | 94.4 | 52.7 | 51.9 | 12.2 | 61.7 |
| 22:00 | 3 | 0.3 | 36.7 | 64.5 | 50.5 | 50.7 | 7.3 | 56.5 |
| 23:00 | 3 | 0.3 | 44.5 | 100.1 | 57.6 | 55.4 | 13.2 | 63.8 |
| DAY | 1111 | 100.0 | 10.7 | 100.1 | 50.7 | 51.2 | 9.0 | 58.7 |

