

## **Expression of interest (EOI)**

### **Large scale ‘traffic calming’ artwork in Springvale Activity Centre**

Greater Dandenong City Council is seeking expressions of interest from a suitably experienced graphic designer or visual artist to produce a concept and phased installation of a large scale ‘traffic calming’ artwork in the heart of Springvale.

Funded as part of the Springvale Revitalisation Action Plan, individuals or groups are invited to express interest to create a site-specific concept and artwork for a laneway mural in Springvale.

With the support of council staff and contractors, it is expected that the successful designer/artist will work collaboratively to develop a concept that can be produced into a large-scale asphalt artwork, from concept stage to implementation

Street paving experts will be contracted by Council to provide technical support for artists during design development. Street paving contractors will install asphalt artworks, through varied techniques under the guidance of Council and artist/designer.

Noting that elements of the proposed artwork could be extended to cover wall planes at strategic locations to enhance pedestrian experience of the place.

#### **Why is asphalt art needed for this site?**

The new asphalt artwork is intended to improve safety by encouraging drivers to slow down and be more alert for pedestrians. Currently this laneway is accessed by trucks, cars, pedestrians and bicycles. It is proposed that the new artwork will help calm and slow down traffic moving through the area and improve the pedestrian experience.

To assist with the traffic calming aspect of the artwork it is advised that the artwork should:

- Avoid optical illusions which may affect drivers or pedestrians
- Avoid anything that could be confused as a traffic control device (unless signed off by Council’s traffic engineer)

#### **Location**

The project site area encompasses the Balmoral 8 laneway from Balmoral Avenue to Multicultural Place (*see figure 1.1*)

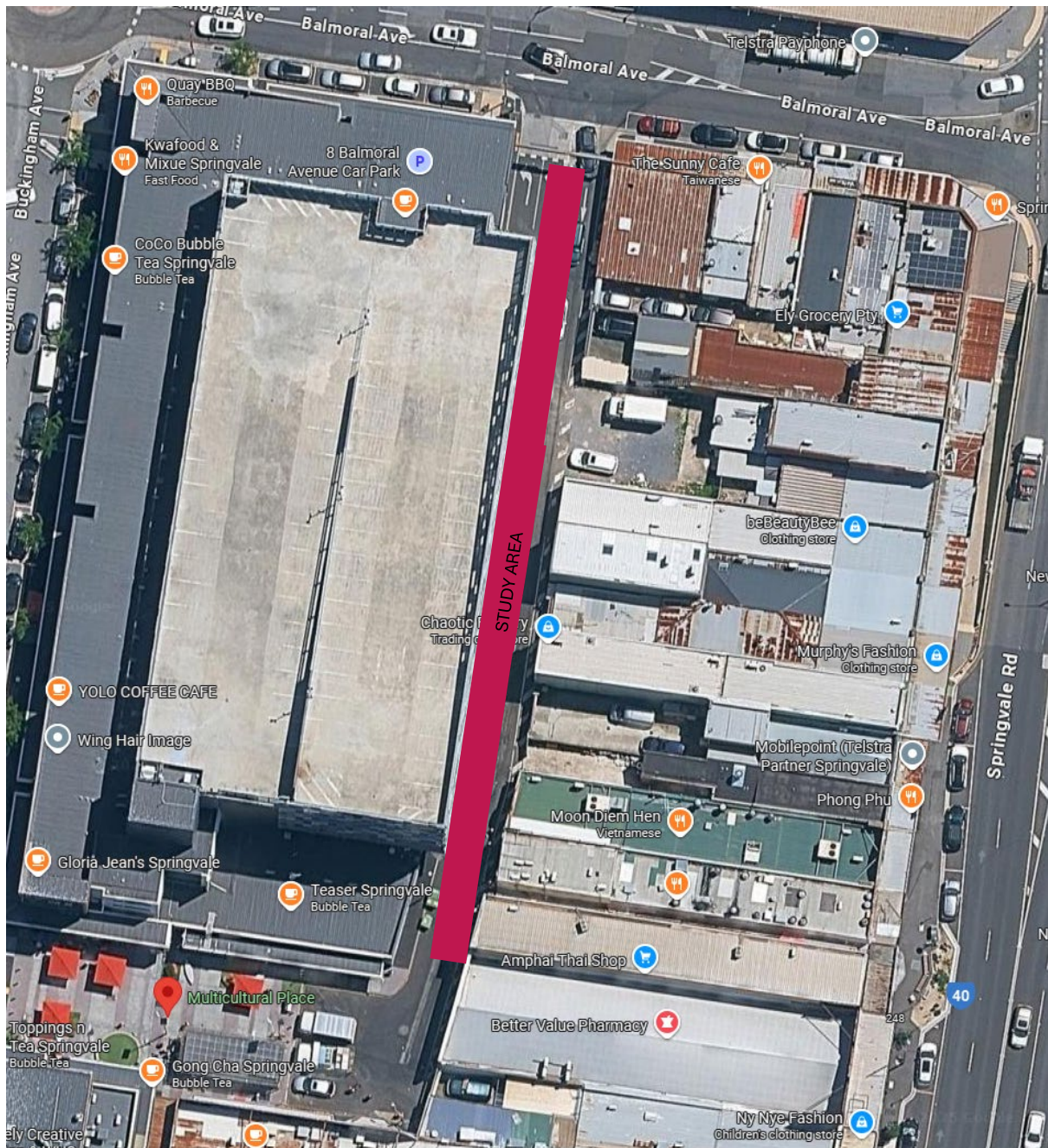


Figure 1.1

The approximate area of the site is 350sqm

While the site area is loosely defined, it is intended that the artists will refine the extent of the site area as part of the concept development process. It is proposed that the final 'traffic calming' asphalt artwork will cover most of the laneway.

## Project background

### 1. Springvale Revitalisation Action Plan

This project will be delivered as part of The Springvale Revitalisation Action Plan (SRAP).

The SRAP aims to identify actions for private and public sector investment, alongside supporting the Springvale community to grow.

The SRAP is a high-level, long-term framework, intended to guide the revitalisation of Springvale's Civic Heart.

As a catalyst for revitalisation, the SRAP aims to identify quickly deployable projects and initiatives that will draw investment and development to the Activity Centre. This holistic vision will breathe new life into the heart of Springvale in the short, medium, and long term.

The direction of the document is informed by a series of guiding principles that came from detailed community engagement. These include:

- Supporting thriving local experiences and economy
- Fostering a diversity of activated places
- Championing accessibility and inclusivity
- Designing a distinctive public realm identity
- Celebrating multicultural communities
- Addressing issues of safety and cleanliness

The SRAP is delivered through initiatives which frame and define projects to revitalise Springvale. These initiatives are informed by the guiding principles and are set out in short to long-term time frames. The initiatives are both tangible and operational, and relate to culture, economy, and public realm. They include:

- Night-time economy initiatives
- Smart city technologies
- Improved streetscapes
- Pedestrianised zones
- Urban greening initiatives
- Passive and active surveillance initiatives

The document focuses on four key areas of the Springvale Activity Centre:

1. Buckingham Avenue
2. Multicultural Place
3. Djeering Rail Corridor
4. Warwick Avenue

## **2. *Placemaking principles***

The project study will operate through a placemaking framework, ensuring that we:

- Protect and build on the unique characteristics of each activity centre.
- Support the attraction of government, business and community investment in the activity centres.
- Deliver places that meet the diverse needs and aspirations of all community members no matter their age, culture, interests or economic position.
- Support the economic sustainability of key community destinations and self-sustaining activation of shared spaces.

It is required that the consultant/s understand the relationship of the project with the future planning and of the city centre.

### **Installation requirements**

Due to the scale and complexity of the site, the installation of the artwork will be managed by Council. The artist is invited to be present at the install.

The laneway mural must be completed by April 2026.

The technique for artwork installation to the roadways will be likely be DuraTherm. DuraTherm is a decorative asphalt surfacing system designed specifically for high-traffic areas.

Cost of installation will be covered by Council.

### **Creative scope**

- Create significant and original artwork, that is influenced by local people, culture and place
- Ensuring the concept is contemporary and representative of Springvale
- The artwork will need to translate to a large-scale site-specific road mural with consideration to traffic calming and pedestrian experience. The artwork should avoid optical illusions which may affect drivers or pedestrians and avoid anything that could be confused as a traffic control device.

A more detailed brief regarding the site parameters and scope will be provided to the selected designer/ artist.

### **Budget**

A total budget of up to \$15, 000 (excluding GST) has been allocated for the artwork development.

This includes but is not limited to:

- Artist Fee
- Concept Fee
- Final Design Fee

- Site visits as needed
- Consultation fee (progress conversations with contractors)

Note: The applicants budget proposal should exclude all/any costs relating to the installation of the mural. Council will cover the costs for material and installation of road mural. However, the Artists must budget for overseeing the installation of these works on site.

### **Key Dates**

In line with the deadline of April 2026, a high-level project timeframe has been outlined below:

|                                                         |                                      |
|---------------------------------------------------------|--------------------------------------|
| Expression of Interest open                             | Wednesday 5 November                 |
| Expression of Interest close                            | 11.59pm Sunday 23 November           |
| Successful artist/designer notified                     | Thursday 27 November                 |
| Initial Briefing & Site visit                           | Monday 1 December (week commencing)  |
| Present concept and high-level installation methodology | Monday 15 December (week commencing) |
| Detailed design and installation methodology            | February 2026                        |
| Install road mural artwork on site                      | March 2026                           |

All submissions must be received via email by 11.59pm Sunday 23 November.

Anything received after this date will not be considered.

To discuss your application, or for further information, please contact:

Greer Smith  
 Placemaking Officer  
 8571 5141  
[greer.smith@cgd.vic.gov.au](mailto:greer.smith@cgd.vic.gov.au)