



LEVEL CROSSING REMOVAL PROJECT

UNION ROAD AND MONT ALBERT ROAD CROSSINGS
EXPLAINER VIDEO

CASE STUDY



Figure 1

Helping stakeholders recognise and appreciate overall project goals to enhance trust, support and advocacy.

1 INTRODUCTION

The Level Crossing Removal Project in Victoria is a major project being jointly undertaken by the Victorian State Government and local government authorities. The project aims to remove 75 of the most dangerous level crossings across metropolitan Melbourne by 2025, in addition to other rail network upgrades such as new train stations, track duplication and train stabling yards¹.

The level crossings at Union Road in Surrey Hills and Mont Albert Road in Mont Albert have been identified as two of Melbourne's most dangerous crossings, and have been fast-tracked for removal by 2023.

Approximately 22,000 vehicles traverse these crossings daily, which inevitably causes traffic jams and frustrations for road users. During the morning peak, the crossings have been found to cause congestion for up to 40 percent of vehicle traffic.

The crossing at Union Road has been in operation for about 120 years, and there is a blind curve approaching this crossing, which understandably causes anxiety to drivers as they pass through, due to the reduced visibility for oncoming trains and heavy traffic in the area.

Since 2005, there have been numerous incidents of near-misses between high-speed passenger trains and road vehicles at these two crossings. The Union Road crossing was unfortunately the scene of a tragic incident in 2016, which sadly resulted in the loss of two lives.

2 THE BRIEF

For the Level Crossing Removal Project, our client required an explainer video to illustrate a new rail trench that will replace the crossings at Union Road and Mont Albert Road, and to show how this new trench will eliminate the need for level crossings on these roads.

Through the Engage Victoria website, www.engage.vic.gov.au, the Victorian State Government empowers residents and other interested parties to have their say, share ideas and provide feedback about matters concerning their community.

The proposed rail trench, running underneath the existing roads, will also enable the Mont Albert and Surrey Hills train stations to be consolidated into one new premium station precinct with two new entrances at each end, the Mont Albert Road and Surrey Hills entrances, to maintain convenient access for residents of the two communities.

¹Source: engage.vic.gov.au



The new premium station will mean more frequent services to the two communities, along with better and safer station facilities. This is Melbourne’s second-busiest rail line, and once this project is complete, there will no longer be any level crossings between the city and Ringwood.

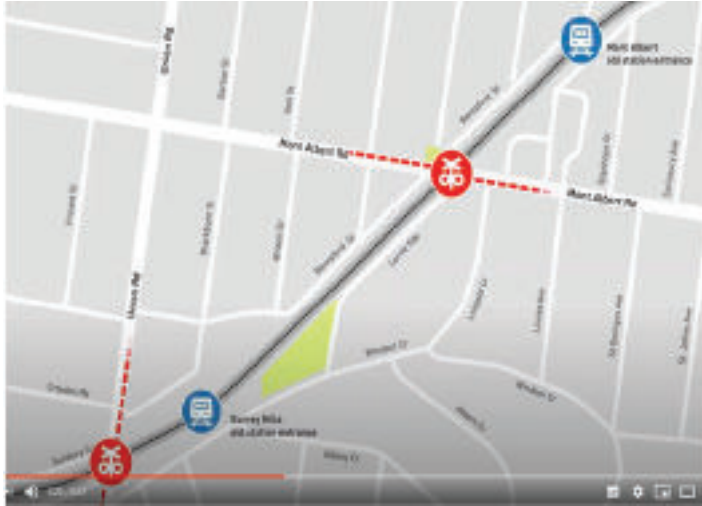


Figure 2



Figure 3

3 THE CHALLENGE

For the client’s video, we were provided with early concept designs of the proposed combined Surrey Hills and Mont Albert premium station, and were tasked to work with existing Level Crossing Removal Project branding and imagery.

The original design renderings were not in very high resolution, and simple line maps of the proposed changes and improvements around the precincts were not entirely sufficient to communicate the great ideas behind the project.

4 THE OUTCOME

We were able to work with these still images to animate them, resulting in a dynamic, visually-attractive video for the client’s project webpage which is part of the Engage Victoria website.

This serves to inform members of the community about the project, and to invite their feedback on the proposed improvements. The responses received will help to inform usage, style and design decisions for the station and surrounding precinct. These include the overall look and feel of the station precincts, the screening and barriers along the rail trench, pedestrian and cycling connections, how commuters want to use the new facilities, location for public art and more.

Concepts and projects visualised in formats such as animated video go a long way toward informing and assisting stakeholders within the community to appreciate and recognise how these projects can lead to overall long-term improvements in terms of public convenience and safety, thereby resulting in increased trust, support and advocacy.

5 TALK TO US TODAY

The ability to bring to life 2D engineering design drawings and narratives, in the form of compelling 3D videos or even virtual reality (VR), can also help translate your ideas and concepts into attractive visuals that excite the imagination, get everyone on board and help fast-track approvals and sign-offs for your project.

We are here to help you engage and inform your stakeholders in order to win their trust and confidence in you and your projects. Talk to us today to see how we can help you.

For more information, please visit www.urbancircus.com.au



Figure 4