



Appendix 1

Strategic + Policy Context

- Overview
- Plans and Strategies

Reviewing relevant data, policies and plans that may apply to the site.

Overview

A review of Council and State policies, and recent investigations can help identify considerations for the urban design study, supporting informed decision-making, alignment with strategic objectives and successful project outcomes.



Plans and Strategies



Draft Moving Mitcham - Your Integrated Transport Plan (Aug 2025)

The aim of Moving Mitcham includes the following key components:

- _A practical plan with objectives, strategies and actions
- _A plan with actions across six focus areas
- _Integrated, accessible and safe transport systems for all modes
- _A balance between economic, social and environmental outcomes

Moving Mitcham contributes to the achievement of the 'Accessible, Healthy & Connected Community' goal of Mitcham 2030, however, it will also play an important role in achieving the objectives of the 'Sustainable City' and 'Dynamic & Prosperous Places' goals. Mitcham 2030 aims to minimise the Council's greenhouse gas (GHG) emissions and maximise the uptake of clean and renewable energy technologies.

The Vision:

An accessible, safe, and sustainable transport network for all.

The plan is currently in draft form and recommended actions are currently unfunded projects.

It is proposed that following community engagement on the draft plan, that a final report will be presented to Council for the endorsement and funding consideration.

The six focus areas:

Focus Area 1 – Road Safety

Focus Area 2 – Walking and Cycling

Focus Area 3 – Public Transport

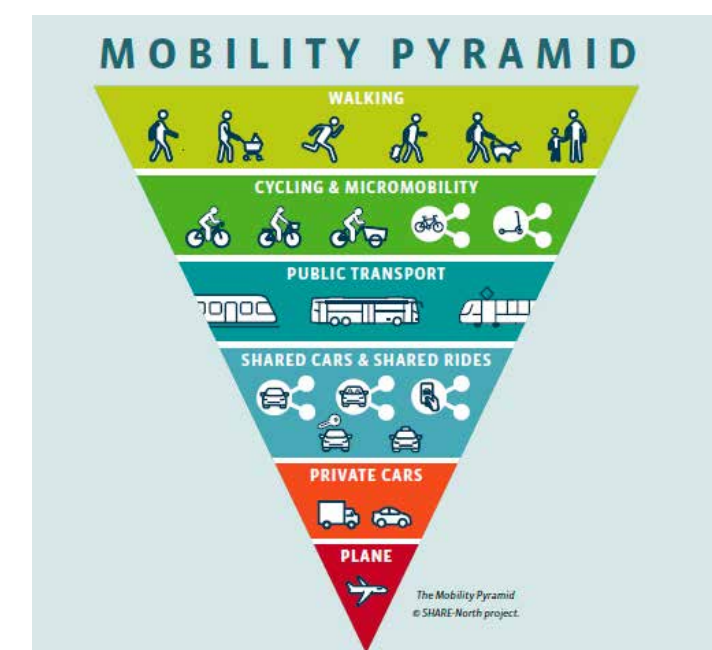
Focus Area 4 - Parking Management

Focus Area 5 – Transport and Development

Focus Area 6 – Smart Technology/ Solutions

Key Considerations

1. At a strategic level, there is recognition and support for integrated, accessible and safe transport systems across all modes, including walking, cycling, public transport and private vehicles.
2. The six focus areas provide a framework and guiding principles for the assessment of the role, capacity and function of Winston Avenue.



Mobility Pyramid

Plans and Strategies

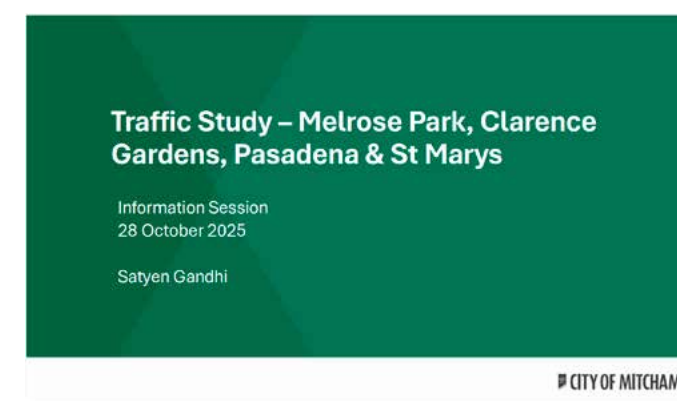
City of Mitcham – Cumberland Park and Daw Park Local Area Traffic Management (LATM) Preliminary Study, August 2024



The recommendations from this study include:

1. LATM Recommendation 1 - 40 km/h trial speed limit: Cumberland Park, Daw Park, CLG (West)
2. LATM Recommendation 2 - Safety upgrades: Little St & Eaton St near school
3. LATM Recommendation 3 - Intersection upgrade Avenue Rd & Eaton St
4. LATM Recommendation 4 - 3-hour parking zone Surrounding Repat Health Precinct
5. LATM Recommendation 5 - Truck access control Ormond Ave
6. LATM Recommendation 6 - Pedestrian refuge: Winston Ave & Richmond Ave roundabout

City of Mitcham Traffic Study – Melrose Park, Clarence Gardens, Pasadena and St Marys, October 2025



Community concerns were raised during the Cumberland Park and Daw Park LATM about traffic and safety issues in this area. The study aims to reduce the impact of the North–South Corridor Project on local streets. The recommendations from this study include:

1. 40km/h area speed limit: Melrose Park, Clarence Park, Pasadena & St Marys
2. Road Monitoring Program - Cashel Street, Rothesay Avenue, Corunna Avenue, Price Street, Bideford Avenue and Winston Avenue.
3. Safety improvements around the St Bernadette's Primary School precinct (Ragless Street and Crystal Avenue, St Marys)

4. Traffic calming measures to reduce speeding and manage traffic volumes on Merriton Avenue and Ragless Street in St Marys
5. Safety improvements around the Edwardstown Primary School precinct, including potential crossing enhancements and traffic controls (Edward Street and Maria Street, Melrose Park).
6. Traffic calming measures to reduce speeding and manage traffic volumes on Corunna Avenue and Wheaton Road in Melrose Park.
7. Traffic calming measures to reduce speeding and manage traffic volumes on Albert Street and Winston Avenue in Clarence Gardens.
8. Traffic calming measures to reduce speeding and manage traffic volumes on Gladys Street and Winston Avenue in Clarence Gardens.
9. Alleviate parking issues on Forbes Street in Pasadena (Pasadena Shopping Centre).

Plans and Strategies

Bike Plan 2025 - 2030

CITY OF MITCHAM

Draft City of Mitcham Bike Plan 2025-2030 - 5 year plan

The Bike Plan is strategically aligned with the South Australian Cycling Strategy and Moving Mitcham – Focus Area 2: Cycling and Walking, reinforcing the ‘Accessible, Healthy & Connected Community’ objective of Mitcham 2030 and supporting the sustainability goals of both Council and the State.

Over 180 responses were received on Moving Mitcham Focus Area 2 – Walking and Cycling.

Key Findings:

- _Gaps in network/poor connectivity
- _Safety of the existing network
- _Barrier to access/movements

- _Wayfinding
- _Maintenance
- _Mid and End trip facilities
- _Recreational cycling/Cycling tourism opportunities
- _Education and promotion
- _Compliance
- _Emerging technology

The bike riding network plan is a ‘blueprint’ for how routes across Mitcham will function and connect.

Key Considerations in the Network Design:

- _Safer bike routes
- _Improve connectivity to existing bike riding paths
- _Create better links between the plains and the hills
- _Integrate cycling and public transport
- _Enhance access to key destinations such as Adelaide CBD, Castle Plaza, Flinders University, sporting facilities, community centres, shopping centres and schools

- _Align with the objectives of Moving Mitcham and Mitcham 2030’s goal of an Accessible, Healthy & Connected Community
- _Design infrastructure for all user groups—including vulnerable individuals, daily commuters, and recreational riders—so biking is convenient and appealing for everyone
- _Deliver a safer, lower-stress, and better-connected network, encouraging residents to choose biking over other modes

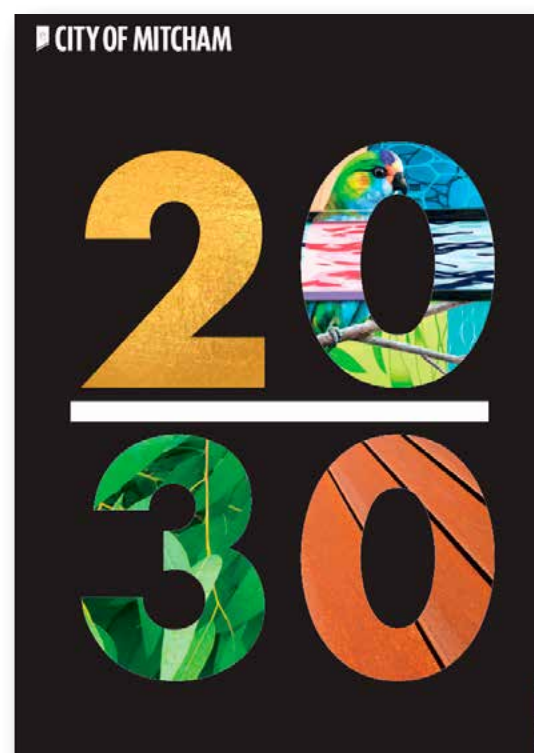


Key Considerations

1. Focus on improving cycling infrastructure, including more off-road paths, dedicated bikeways, stronger connections and safer alternative routes.
2. The principal north-south bicycle route is the City to Flinders Bikeway (this is not along Winston Avenue).
3. Key intersecting cycling routes across Winston Avenue are Richmond Avenue and Avenue Road.

Plans and Strategies

Strategic Management Plan – Mitcham 2030



The Vision:

We are a welcoming and inclusive community that values its heritage and natural environment.

Greater Adelaide Regional Plan, 2025



The Greater Adelaide Regional Plan (the Plan) maps the Government of South Australia's planning vision for the region to 2051 and beyond.

It provides governments, businesses, industry and not-for-profit organisations with the data and direction to better align, plan for and respond to growth and change in our community and urban environment, while achieving our conservation goals.

Local transport for Living Locally

From a planning perspective, Movement and Place often compete; great Movement corridors are fast, efficient and minimise traveltime, whereas great Places encourage us to linger, stay and extend our time in the area. Establishing the right balance between the two is vital.

Living Locally builds on the concept of walkable neighbourhoods and seeks to locate housing near jobs and services so people can meet most of their daily needs within a comfortable walk, ride or public transport journey from home.

It is more challenging to retrofit integrated walking and cycling networks in established middle-ring and outer metropolitan suburbs, which were designed around the car.

Greenway Corridor

The GARP designates Winston Avenue as a "greenway" corridor under the Open Space Network. This corridor is to that provide opportunities to link people and fauna to green spaces and provide future opportunities for walking and cycling.



Winston Avenue is designated as a 'greenway' corridor under the GARP

Plans and Strategies

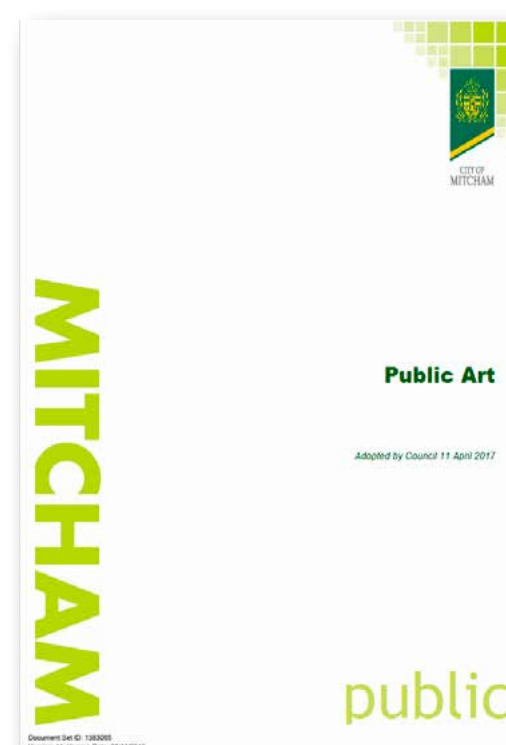
Active Travel Design Guide, 2024



The Active Travel Design Guide (the Guide) offers design principles tailored for active travel and green infrastructure development in South Australia. These principles are founded upon best practices, Australian standards, and local design conventions for creating vibrant, cycling and pedestrian-friendly streets.

The concept of Movement and Place (also referred to as Link and Place) was developed to describe the natural tension between people using roads and streets to move through (Movement) and to access destinations (Place).

Public Art Policy 2017



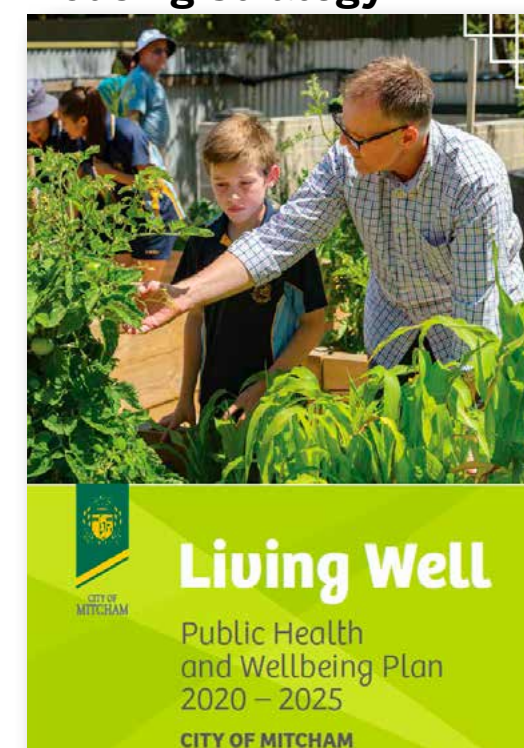
This Policy provides direction to the Community and Council in relation to Public Art and more specifically:

- An overarching vision

- Recognition of the contribution of public art to civic and cultural amenity

- Council's roles and responsibilities, both for Council initiated public art as well as privately initiated public art

Investing in our Housing Future - Housing Strategy



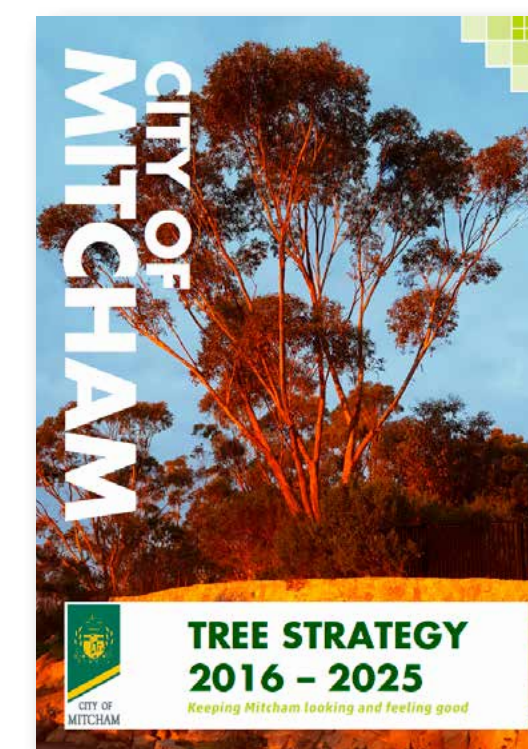
- Promote – build stronger communities and healthier environments.

- Protect – protect against public and environmental health risks and respond to climate change.

- Prevent – prevent chronic disease, communicable disease and injury.

- Progress – strengthen the systems that support public health and wellbeing.

City of Mitcham Tree Strategy 2016-2025



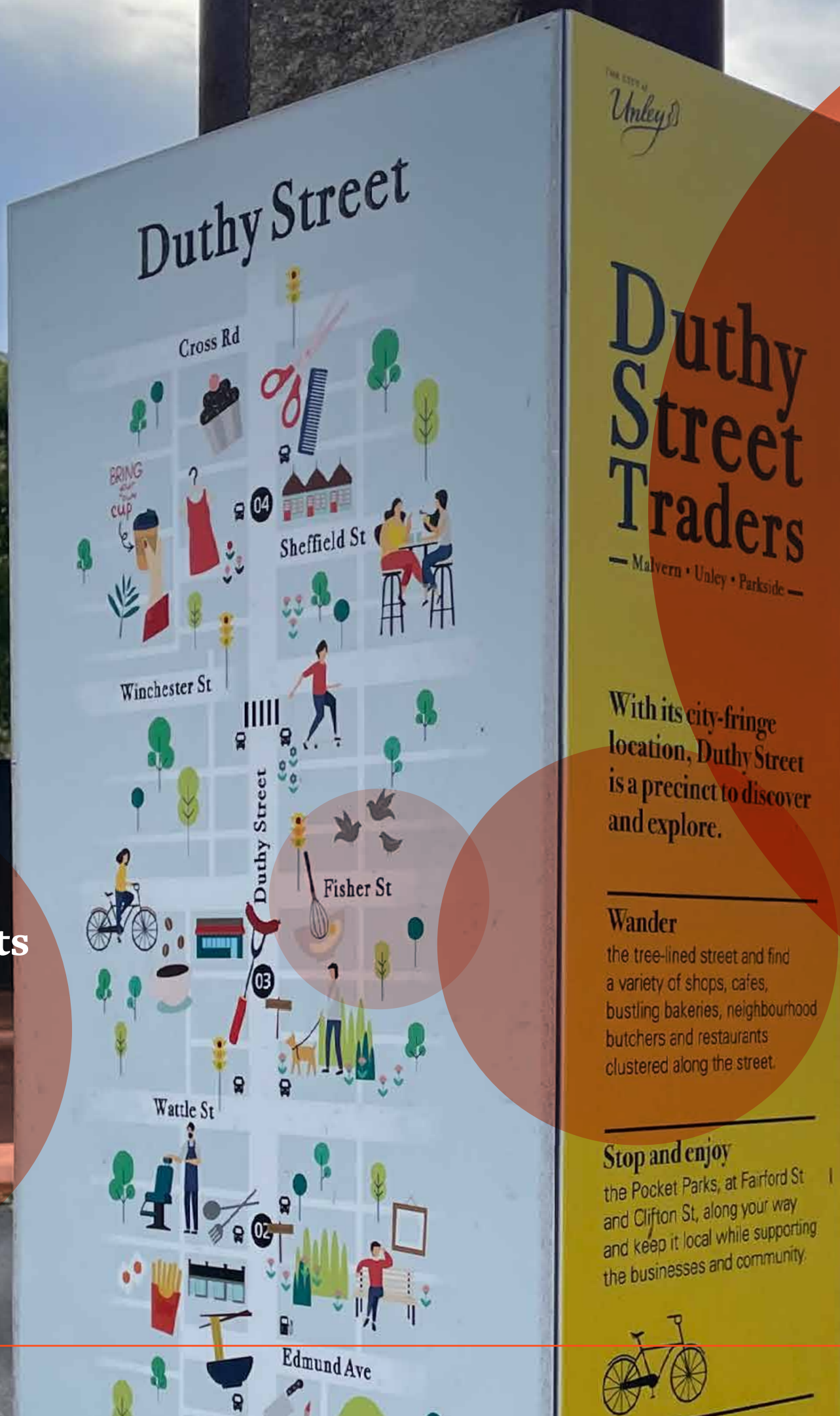
This strategy aims to provide the urban forest that Mitcham's community wants.

Mitcham's community appreciates that quality tree cover makes our streets and suburbs more liveable with cooler summer temperatures, cleaner air and calmer traffic.

The Tree Strategy outlines 11 key actions to work towards developing an urban forest including and 'Urban Forest Planting Program'



**Lessons from
other local streets
with a mix of
commercial and
residential in
Adelaide**



Appendix 2 Benchmarking

- Duthy Street
- Walkerville Terrace
- Public Realm Elements





Duthy Street - City of Unley

Duthy Street consists of a mix of residential and local centres, balancing its role as both a movement corridor and place destination. It includes high traffic volumes, cycle lanes and parking on both sides, street trees as well as pockets of small activity centres.

Metrics

- _ Length - 2km (Cross Road to Maud Street)
- _ Road Reserve width - 17.1 m (south of Wattle Street and 20.2m (north of Wattle Street)
- _ Footpath widths - 2.5-2.7m
- _ 1.2m wide bike lane on both sides
- _ Speed limits - 50 km/hour
- _ Traffic Volumes (AADT) - 11,000-14,000 vpd

Duthy Street is a council-owned road with high traffic volumes, cycle lanes and parallel parking on both sides, street trees, and small local activity nodes. Key elements include:

- _ Mix of residential with shops of local convenience, cafés, restaurants and small open spaces
- _ Low-scale, single-storey built form.
- _ Quality public realm with landscaping, signage and DDA features.
- _ Parallel on-street parking provided.
- _ Two 1.2m-wide bicycle lanes.
- _ Bus services available.
- _ Many road closures at side streets (avoiding rat-runs)
- _ Established Neighbourhood Zone

11,000-14,000
Vehicles Per Day





Walkerville Terrace, Walkerville - City of Walkerville

Walkerville Terrace is a mixed-use street with moderate traffic volumes, with bicycle lanes (in part), on-street parking and public transport services.

Metrics

- _ Length - 1.8km (Northcote Terrace to Lansdowne Terrace)
- _ Road Reserve width - 18m-20m
- _ Footpath widths - 2.8m-3.4m
- _ Bike lane on both sides (in parts)
- _ Speed limits - 50 km/hour
- _ Traffic Volumes (AADT) - 5,200 - 8,000 vpd

Walkerville Terrace is a mixed-use street with moderate traffic volumes, and a presence of residential, commercial and civic buildings including the Walkerville Town Hall and Walkerville Shopping Centre. Key elements include:

- _ Mix of residential, commercial and civic.
- _ Low-scale, single-storey built form.
- _ Parallel on-street parking provided.
- _ 1.5m-wide bicycle lanes on both sides of the street to Burlington Street.
- _ Bus services available.
- _ Mix of zones (Established Neighbourhood Zone, Suburban Neighbourhood Zone and Suburban Activity Centre Zone)

5,200 - 8,000
Vehicles Per Day



Public Realm Elements

Understanding the specific elements

Pavement Treatments



Ocean St, Victor Harbor



Goodwood Rd, Unley



King Street, Brisbane

Bicycle Lanes



Frome St, Adelaide



Frome St, Adelaide



Marry St, Hindmarsh

Singage



Goodwood Rd, Unley



Adelaide

Side Streets



Gawler St, Mt Barker



Goodwood

Public Realm Elements

Understanding the specific elements

Widened Pedestrian Spaces



Holden St, Hindmarsh

Street furniture



Goodwood Rd, Unley



Bridge Mall, Ballarat

Landscaping



King St, Brisbane



Prospect Rd

Public Art



Prospect Rd



Gawler St, Mt Barker



Goodwood Rd

Accessible



Chapel Plaza, Glenelg



Murray Ave, Renmark

Appendix 3

Place Check + Analysis

- Place Check + Site Analysis
- Local Context Analysis
- Pedestrian Counts

An analysis has been undertaken to understand the qualities of the place, including a Movement and Place assessment.

PlaceCheck + Site Analysis

Cross Road to Somerset Avenue



Narrow cycle path, paved footpath, street tree canopy



Old fuel station development opportunity



Pedestrian refuge at Avenue Road



Confident commuter cyclists in peak hour



Local street closure at Avenue Road

Winston Avenue PLACECHECK
February 2024
A framework for understanding, discussing and recording the attributes and identifying key opportunities

OKASS RD to SOMMERSET. NORTH 1/4

Street Health - Success Factors	Indicators	Local street use	Local street use	Local street use	Local street use	Local street use	Local street use	Local street use	Local street use
1.1 Foot traffic - Indicators of overall walkability	Pedestrian counts, overall street presence and level of activity on the street, diversity of people (old, young, smart, scruffy etc.)								
1.2 Visibility	Business premises and signage clearly visible to pedestrians and motorists. Slower speeds and clear sight lines facilitating way finding on the street.								
1.3 Economic Vitality	Shops are open for business, no vacancies, diversity of shops / services, creating a unique, inviting and interesting place.								
1.4 Doing business on the street	Outdoor dining, retail displays, interesting window displays								
1.5 Opportunities for sitting, congregating	Convenient seating, clean, well maintained, low noise levels, climate positive (sun/shade/heat/coolness/ breeze)								
1.6 Quality of public realm	Level of 'weir and tear', paving, public realm, street aesthetics, lighting, drainage, road surface, rubbish collection, quality detailing, clutter free, well maintained buildings (including footpaths)								
1.7 Interest	Public art, local history, people to watch, overall attractiveness, interesting buildings, sense of place, culture, branding								
1.8 Opportunities for play/recreation	Formal and informal play and recreation opportunities								
1.9 Street trees + Landscaping	Quantity, quality, health, species, biodiversity, WSUD								
1.10 Flexibility for events etc.	Suitable space, power, water, BBQ								

Handwritten notes:
1. Pedestrians walking dogs, runners, local residents walking to cafe's.
2. Visibility of centre once upon the site, could benefit from directional signage @ key int.
3. Heavy traffic at peak hour. Winston Avenue used as through route, poor amenity at peak hour with noise, pollution and fast moving traffic.
4. Key bus route. Stops spaced approximately every 250 metres.
5. Greening Verge Demonstration Area. Located between Cumberland and Somerset, unique Council initiative and well maintained.
6. Residential in character. With single storey detached homes on large lots.
7. Opportunities
8. Opportunity to improve tree planting at the Cross Road intersection to create a gateway into Winston Avenue.
9. Opportunity to redevelop the old fuel station site for mixed use site and bring new life to the northern end of Winston Avenue.
10. Wayfinding.
11. Character - predominantly residential neighbourhood character for this section of Winston Ave.

_ **Good tree canopy.** Good street permeability and continuous footpaths for walking along and to Winston Avenue.

_ **No wayfinding or signage.**

_ **Bike lanes are narrow.** Bike lanes that end at pedestrian refuge at Avenue Road intersection, then reappear after the island.

_ **Heavy traffic at peak hour.** Winston Avenue used as through route, poor amenity at peak hour with noise, pollution and fast moving traffic.

_ **Key bus route.** Stops spaced approximately every 250 metres.

_ **Greening Verge Demonstration Area.** Located between Cumberland and Somerset, unique Council initiative and well maintained.

_ **Residential in character.** With single storey detached homes on large lots.

Opportunities

_ Opportunity to improve tree planting at the Cross Road intersection to create a gateway into Winston Avenue.

_ Opportunity to redevelop the old fuel station site for mixed use site and bring new life to the northern end of Winston Avenue.

_ Wayfinding.

PlaceCheck + Site Analysis

Somerset Avenue to Edward Street



Albert Street roundabout for pedestrian safety upgrade



Gladys Avenue centre opportunity for alfresco area to south side on private land



Local mural on fencing to Andorwith Surf Wear



Gladys Avenue and Narinna Avenue staggered intersection for safety upgrade



Alfresco extension and landscaping can lift the attraction of the Caulfield Avenue centre



Caulfield Avenue intersection will be upgraded for traffic and pedestrian safety

Winston Avenue PLACECHECK
February 2026
A framework for understanding, discussing and recording the attributes and identifying key opportunities.

Somerset to Edward NORTH 2/4

Street Health - Success Factors	Indicators	Good street / the indicators are present	OK - reasonably the indicators are present	Poor - indicators are missing	N/A - no this street indicator	Place Quality
1. Creating PLACES FOR PEOPLE AND FOR DOING BUSINESS (place)						
1.1 Foot traffic - indicators of overall walkability	Pedestrian counts, overall street presence and level of activity on the street, diversity of people (old, young, smart, scruffy etc.)					
	<i>Customers, cafes, in heart park, walking dogs, joggers, mums with strollers.</i>					
1.2 Visibility	Business premises and signage clearly visible to pedestrians and motorists. Slower speeds and clear sight lines facilitating way finding on the street.					
	<i>Can improve signage leading to businesses.</i>					
1.3 Economic Vitality	Shops are open for business, no vacancies, diversity of shops / services, creating a unique, inviting and intriguing place.					
	<i>Real diversity in businesses, eclectic, some premises tired looking.</i>					
1.4 Doing business on the street	Outdoor dining, retail displays, interesting window displays					
	<i>Cafe's + bookies w/ alfresco dining. Can improve window displays.</i>					
1.5 Opportunities for sitting, congregating	Convenient seating, clean, well maintained, low noise levels, climate positive (sun/shade, heat/coolness, breeze)					
	<i>Gladys St. centre has opp. for alfresco to side street. Improve awnings + planting @ centres.</i>					
1.6 Quality of public realm	Level of 'wear and tear', paving, public realm, street aesthetics, lighting, drainage, road surface, rubbish collection, quality detailing, clutter free, well maintained buildings (including fences)					
	<i>Fortunate public realm could be improved for more alfresco dining, improve finishes.</i>					
1.7 Interest!	Public art, local history, people to watch, overall attractiveness, interesting buildings, sense of place, culture, branding					
	<i>Lighting is lit + street treatment. Caulfield centre could improve building finish/signage/alfresco treatment.</i>					
1.8 Opportunities for play/recreation	Formal and informal play and recreation opportunities					
	<i>N/A</i>					
1.9 Street trees + landscaping	Quantity, quality, health, species, biodiversity, WSUD					
	<i>Street trees to Avenue. Planting opp to centres for shade.</i>					
1.10 Flexibility for events etc.	Suitable space, power, water, BBQ					
	<i>N/A</i>					

1-11. Character - modest single storey strip shops w/ awnings. Residential - typically single storey detached.

- Good foot traffic. Customers sitting at alfresco dining at cafe, in local parks, walking dogs, joggers, mums with strollers.
- Poor signage leading to the local centres.
- Diversity in the business. Eclectic mix of businesses within the centres, some centres tired looking.
- Commercial centre presentation is varied. Gladys Street centre has consistent facade treatment, Caulfield Avenue centre could improve building finish and detailing.
- Planting around the centres is poor.
- Modest single storey strip shop character.
- Cross street intersections poor adjacent to centres.

Opportunities

- Review location of bus stops adjacent to centres.
- Improve window displays and overall commercial signage.
- Gladys Street centre has an opportunity for Alfresco dining to private land.
- Improve awnings and planting to centres.
- Upgrades to intersections to improve pedestrian movements.
- Improve cycling infrastructure
- Upgrade to improve safety for vehicles and pedestrians.

PlaceCheck + Site Analysis

Ayers Avenue to Edward Street



Popular local bakery with casual outdoor seating



Outdoor dining area - lack of planting and shade



Skitch Reserve - popular destination, fenced for safety for children and dogs



Unique piano sales business - neat landscaping



Bus stop locations are adhoc, and often not adjacent to the centres



Intersection with Price Street and Winston Avenue

Winston Avenue **PLACECHECK**
February 2026

Ayers Avenue

A framework for understanding, discussing and recording the attributes and identifying key opportunities.

Street Health - Success Factors	Indicators	Good street / low success factors	OK - opportunity for improvement	Poor - significant improvement necessary	N/A - not the level of the street	Top 3 art opportunities
1. Creating PLACES FOR PEOPLE AND FOR DOING BUSINESS (place)						
1.1 Foot traffic - indicators of overall walkability	Pedestrian counts, overall street-presence and level of activity on the street, diversity of people (old, young, smart, scruffy etc.)	U	U	✓	U	✗
	<i>few people - fine dining?</i>					
1.2 Visibility	Business premises and signage clearly visible to pedestrians and motorists. Street speeds and clear sight lines facilitating use - looking on the street.	U	U	✓	U	✗
	<i>Chapel X</i> <i>max visibility</i> <i>1/8 bus lane</i> <i>1/8 bus lane</i> <i>1/8 bus lane</i>					
1.3 Economic vitality	Shops are open for business, no vacancies, diversity of shops / services, creating a unique, inviting and intriguing place.	U	✓	U	U	U
	<i>few vacancies</i>					
1.4 During business hrs the street	Outdoor dining, retail displays, interesting window displays	U	✓	U	U	U
	<i>early morning - 11am</i> <i>via 1/8 bus lane</i> <i>1/8 bus lane</i>					
1.5 Opportunities for sitting, congregating	Convenient seating, clean, well maintained, low noise levels, climate positive (sun/shade; heat/coolness; breeze)	U	U	✓	U	✗
	<i>No public seating</i> <i>seating in front</i>					
1.6 Quality of public realm	Level of 'wear and tear', paving, public realm, street aesthetics, lighting, drainage, road surface, rubbish collection, quality cleaning, clutter-free, well-maintained buildings (including fences)	U	✓	U	U	U
	<i>Exposed paving</i> <i>OK</i> <i>Paving may go along</i> <i>1/8 bus lane</i> <i>1/8 bus lane</i>					
1.7 Interest	Public art, local history, people to watch, overall attractiveness, interesting buildings, sense of place, culture, learning	U	✓	U	U	✗
	<i>Butterfly mix of shops</i> <i>local history</i> <i>local history</i>					
1.8 Opportunities for play/recreation	Formal and informal play and recreation opportunities	U	U	✓	U	U
	<i>Nil</i>					
1.9 Street trees + landscaping	Quantity, quality, health, species, biodiversity, WSUD	U	✓	U	U	U
	<i>trees along 1/8 bus lane</i> <i>1/8 bus lane</i> <i>1/8 bus lane</i>					
1.10 Flexibility for events etc.	Suitable space, power, water, BBQ	U	U	✓	U	U
	<i>Nil</i>					
1-11 Overall	<i>Max - Res, natural + natural</i>					✗

- Local centre is busy and active**, especially around shops and Skitch Reserve.
- Low vacancy rates.**
- Some business **activities 'spill out'** onto the street.
- Limited safe pedestrian crossings and few traffic-calming measures.** LATM Recommendation 5 proposes improvements at Winston Ave & Richmond Ave intersection.
- No **public seating, shade trees, extended awnings or public art within the centre.**
- No **wayfinding signage.**
- Kerbs are well-worn.**
- Rubbish bins clearly visible** on the corner of Winston Ave and Richmond Ave.
- Brick detailing** around building bases adds visual interest.
- Heritage recognition is unclear** for Colonel Light Gardens and Winston Piano site.
- Poor street enclosures and lack of street trees in the local centre.**
- No **dedicated bike lanes or bicycle parking facilities.**
- On-street car parking** is available.
- Residential sections have consistent street tree planting and character.**

PlaceCheck + Site Analysis

Daws Road to Ayers Avenue



Busy intersection with Daws Road



Older strip shop style buildings to the corner of Daws Road and Winston Avenue entry



Wide footpath adjacent to the Winston and Morgan Avenue centre shops



Lack of street tree planting to Caulfield Avenue/Winston Avenue Centre



Off-street car parking to rear of Morgan Avenue Centre

Winston Avenue PLACECHECK
February 2026

A framework for understanding, discussing and recording the attributes and identifying key opportunities.

Street Health - Success Factors	Indicators	Good - meet / No improvement required	OK - opportunities for improvement	Poor - significant improvement opportunities	At Risk - for the street's health	Needs priority?
1. Creating PLACES FOR PEOPLE AND FOR DOING BUSINESS (place)						
1.1 Foot traffic - indicators of overall walkability	Pedestrian counts, overall street presence and level of activity on the street, diversity of people (old, young, smart, staidly etc.)	☒	☒	☐	☐	☐
1.2 Visibility	Business premises and signage clearly visible to pedestrians and motorists. Slower speeds and clear sight lines facilitating way finding on the street.	☐	☒	☐	☐	☐
1.3 Economic Vitality	Shops are open for business, no vacancies, diversity of shops / services, creating a unique, inviting and intriguing place.	☒	☐	☐	☐	☐
1.4 Doing business on the street	Outdoor dining, retail displays, interesting window displays	☒	☐	☐	☐	☐
1.5 Opportunities for sitting, congregating	Convenient seating, clean, well maintained, low noise levels, climate positive (sun/shade, heat/coolness, breeze)	☐	☐	☒	☐	☒
1.6 Quality of public realm	Level of wear and tear, paving, public realm, street aesthetics, lighting, drainage, road surface, rubbish collection, quality detailing, clutter free, well maintained buildings (including facades)	☐	☐	☒	☐	☒
1.7 Interest	Public art, local history, people to watch, overall attractiveness, interesting buildings, sense of place, culture, landscaping	☐	☐	☒	☐	☒
1.8 Opportunities for play/recreation	Formal and informal play and recreation opportunities	☐	☒	☐	☐	☐
1.9 Street trees & landscaping	Quantity, quality, health, species, biodiversity, WSUD	☐	☐	☒	☐	☒
1.10 Flexibility for events etc.	Suitable space, power, water, BBQ	☐	☒	☐	☐	☐

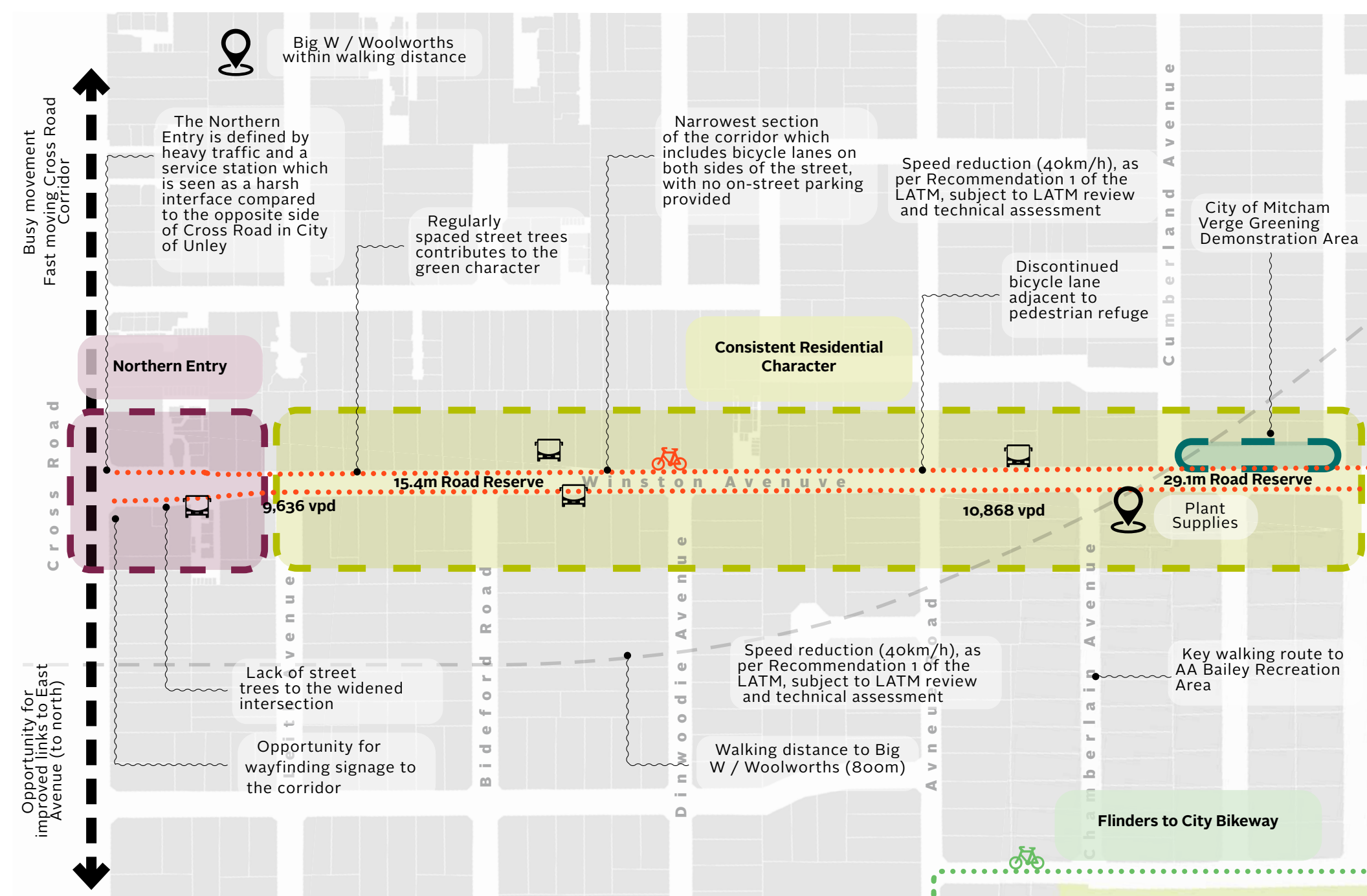
1.11 character. Consistent (res + retail) ✓

- _ **Limited safe pedestrian crossings**, although some recent upgrades might be underway.
- _ **Very few traffic-calming measures**, with only one roundabout.
- _ **Low vacancy rates**, which is a positive.
- _ **Some activities 'spill out' onto the street**, particularly along Morgan Street, where wide footpaths provide opportunities for activation.
- _ **No public seating or shade trees within the commercial areas** to encourage people to linger and enjoy the space.
- _ **Consistent street tree planting and character** within the residential sections.
- _ **Mixed character** including commercial, food and drink, light industrial and gravel car parks - resulting in an unclear overall identity.
- _ **No public art and limited historic interpretation.**
- _ **No open space or recreational areas.**
- _ **No wayfinding signage.**
- _ **No dedicated bike lanes or bicycle parking facilities.**
- _ **On street car parking available**

Local Context Analysis

North (Cross Road - Cumberland Avenue)

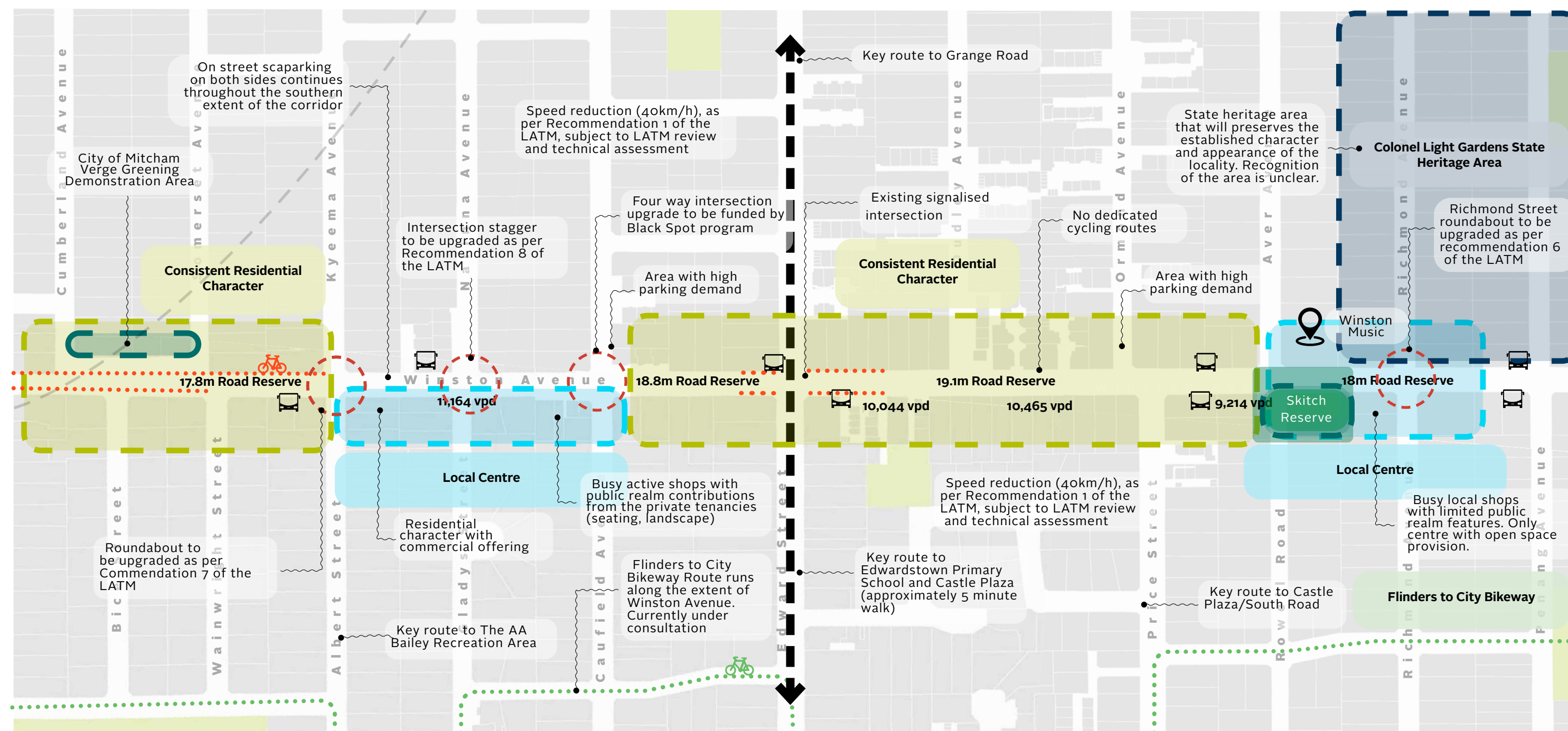
In addition to the PlaceCheck + Site Analysis, a Local Context Analysis has been undertaken to set a strong foundation for the project to identify the issues and opportunities, as summarised in the following plans.



Site analysis and interpretation plans illustrating observations, constraints and insights from the Team.

Local Context Analysis

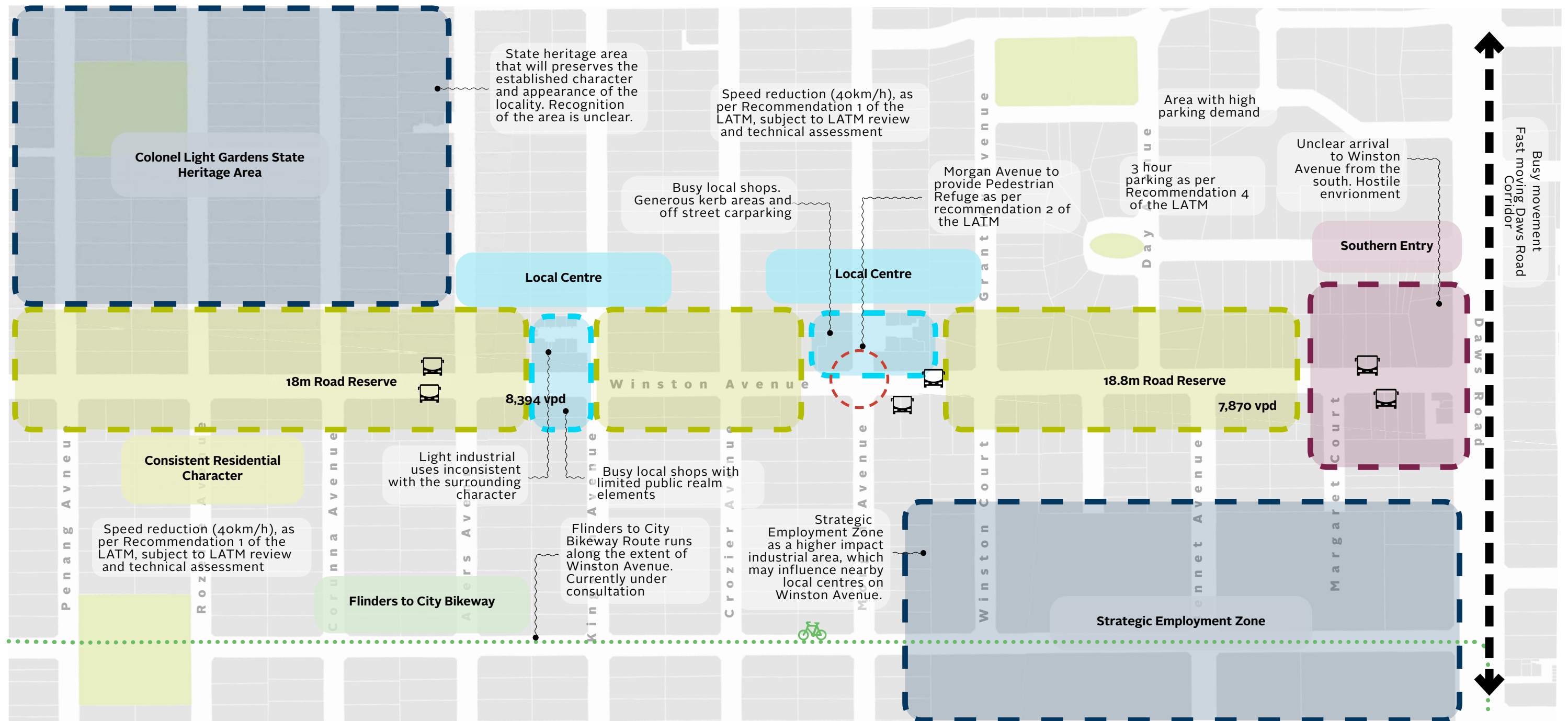
Central (Cumberland Avenue - Penang Avenue)



Site analysis and interpretation plans illustrating observations, constraints and insights from the Team.

Local Context Analysis

South (Penang Avenue - Daws Road)



Site analysis and interpretation plans illustrating observations, constraints and insights from the Team.



Pedestrian Counts

This set of pedestrian count data provides a snapshot of foot traffic at different locations in Winston Avenue.

It can be used to identify locations which are performing well relatively at attracting visitors or facilitating pedestrian movement, and also locations which fail to do so.

Data was analysed in conjunction with other findings to understand the reasons behind these observations.

Methodology

Pedestrian counts were collected by manual observation at 4 selected locations within the Winston Avenue study area, across two separate visits on autumn weekdays with fair weather.

To ensure consistency, all counts were taken in 10-minute periods between **8am - 9am** and **12pm - 1pm** which is when visitation is at its peak.

The counts were then extrapolated and the final results are the hourly average /of foot traffic at each location. This approach is similar to Gehl's Public Life Surveys.

Due to time constraints, this pedestrian count was not comprehensive and has certain limitations. It should be considered as a snapshot for design reference rather than a comprehensive analysis.

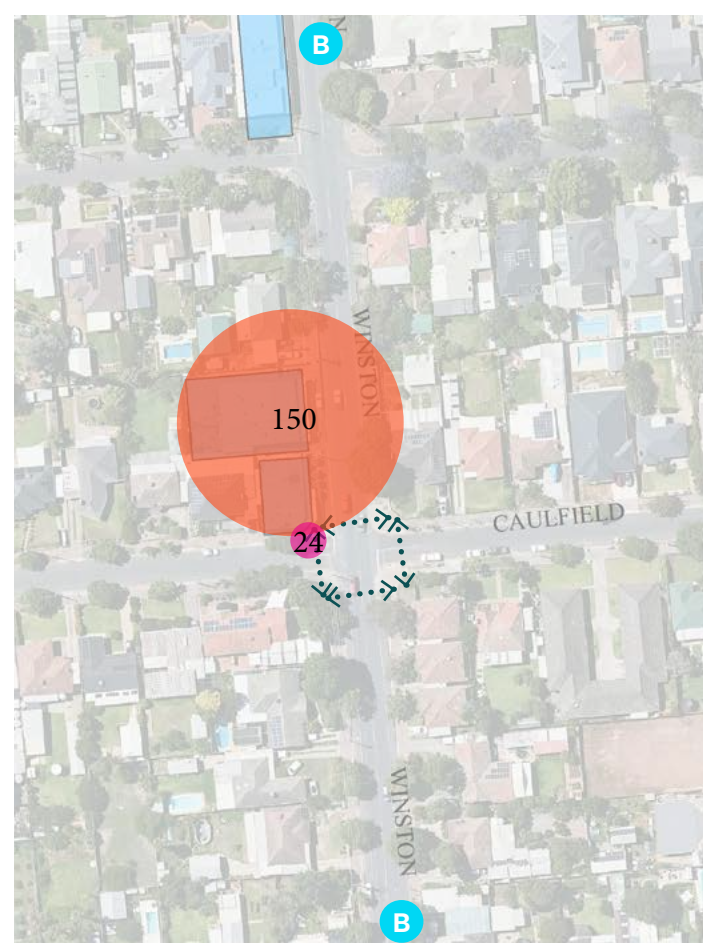


Pedestrian Counts (continued)

Hourly Average_4 Locations

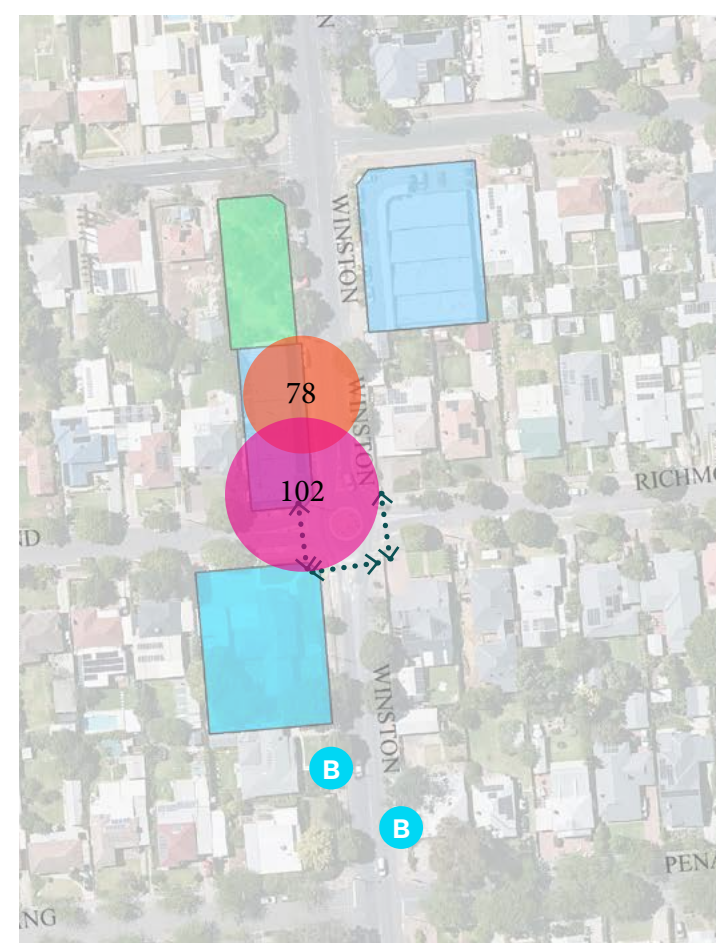
Location 1

Crumpet / Caulfield



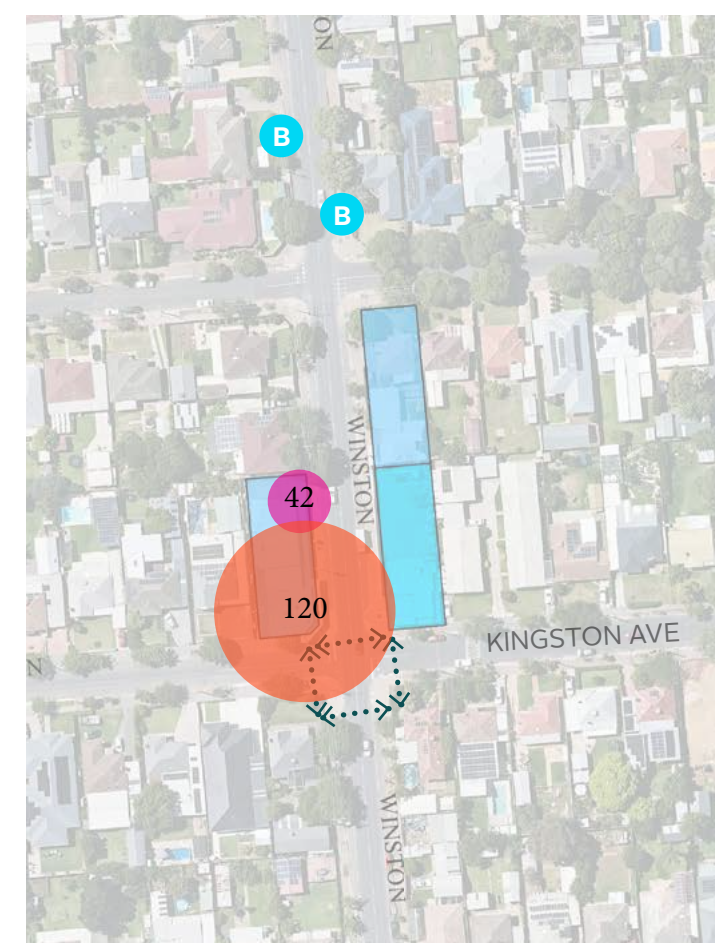
Location 2

Richmond



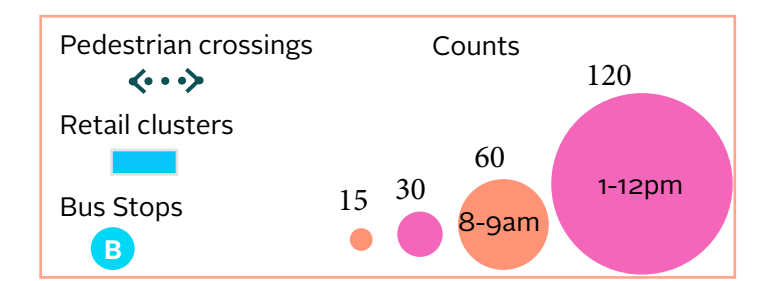
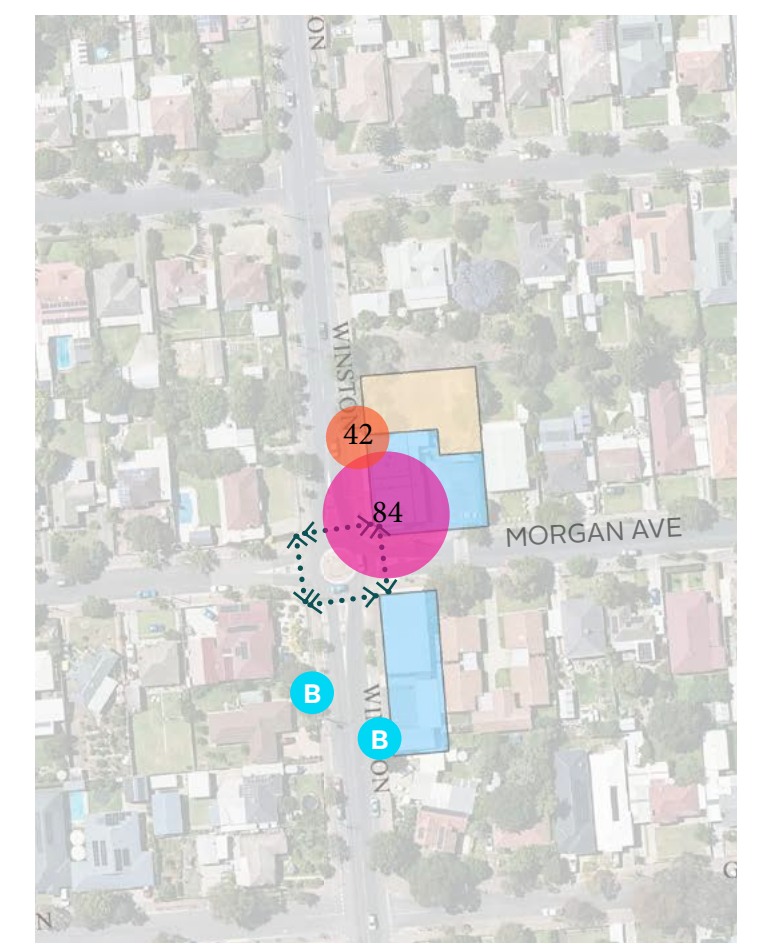
Location 3

Kingston shops



Location 4

Morgan Ave



Pedestrian Counts (continued)

Summary

Shopping is the main generator of pedestrian activity

Overall, pedestrian activity within the study area is closely linked to the distribution of landuses, with the local shops behaviour acting as the primary generator of foot traffic. Cafés, restaurants, pet shops and beauty-related businesses form a series of active nodes that significantly increase local pedestrian density, resulting in a distinctly node-based pattern of street vitality.

Across different times of day, this spatial structure translates into clear temporal variations in foot traffic. In the morning, pedestrian movement is largely driven by school-related commuting and coffee purchases, creating a concentrated and relatively short-lived peak period. At midday, activity shifts towards dining-based visitation, generating more purposeful and destination-oriented clustering around food outlets. In contrast, street segments without dining options experience limited growth in

lunchtime foot traffic, highlighting the direct influence of land use composition on time-specific pedestrian volumes.

At the same time, a noticeable proportion of customers tend to adopt a “drive & pick-up” pattern, arriving by car to purchase takeaway items. While this behaviour supports business turnover and commercial performance, it increases the need for convenient short-term parking, kerbside access, and



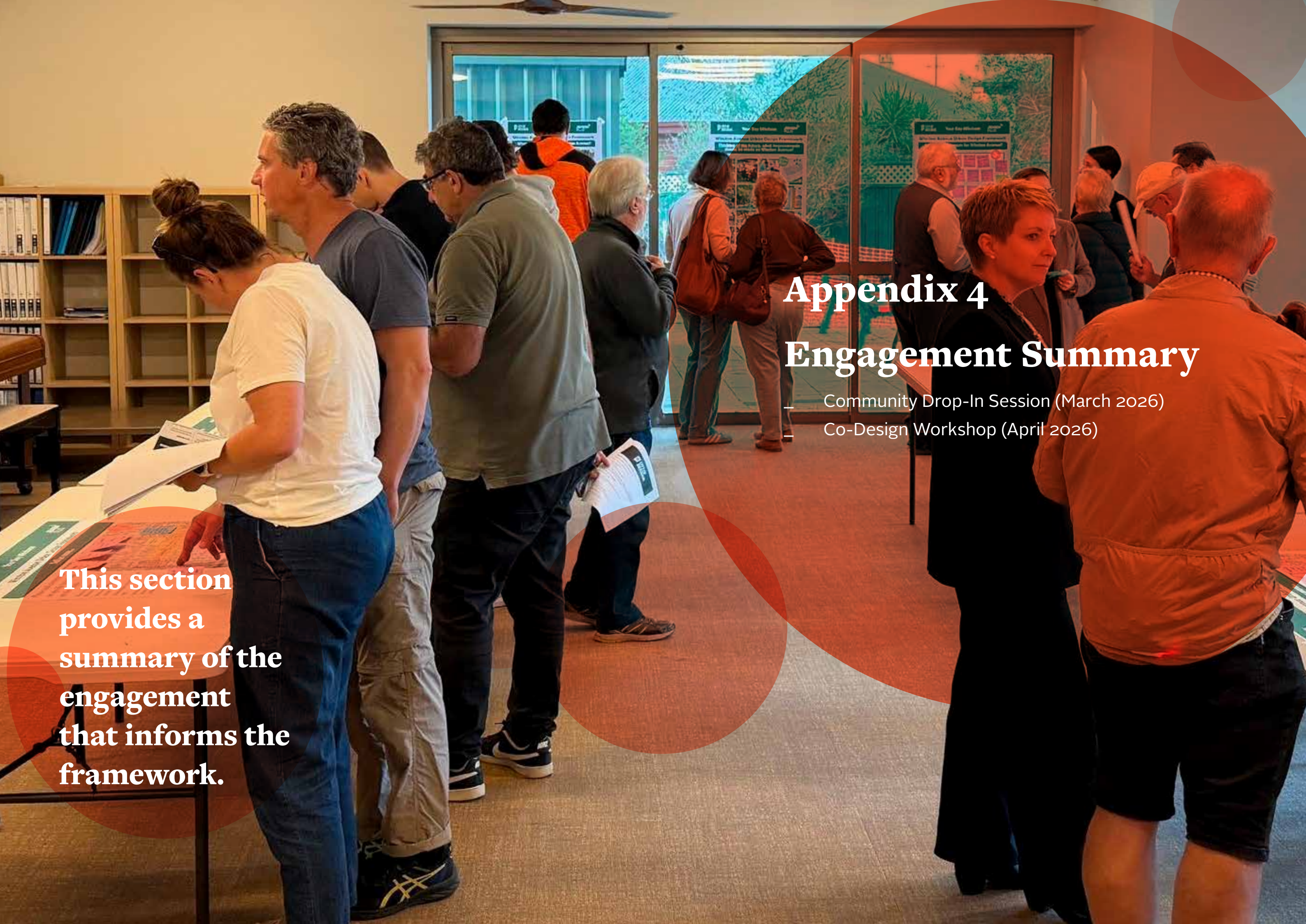
Richmond Avenue Shops



Crumpet / Caulfield Avenue Shops

efficient traffic circulation. Consequently, the streetscape must be designed to accommodate these operational needs, particularly in relation to parking layout, kerbside management, and the organisation of vehicular movement.

In summary, pedestrian volume and distribution within the study area are influenced by the land use and functions, as well as by distinct daily rhythms. Retail and dining clusters consistently attract higher levels of activity across different periods, whereas streets with limited activation or single-use functions demonstrate comparatively weaker pedestrian performance.



Appendix 4

Engagement Summary

— Community Drop-In Session (March 2026)

— Co-Design Workshop (April 2026)

**This section
provides a
summary of the
engagement
that informs the
framework.**



Community Drop-In Session

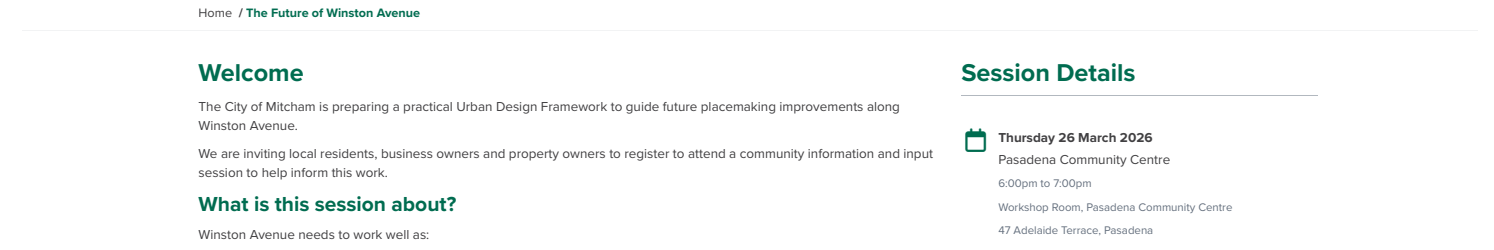
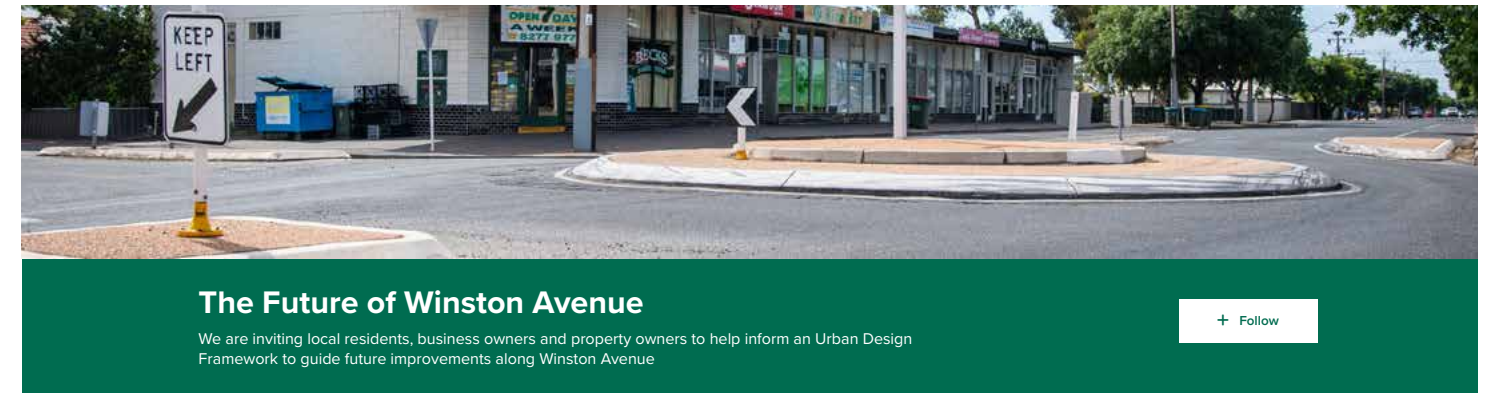
Promotion of the event

400 leaflets hand delivered
to homes and businesses on and adjacent to
Winston Avenue

1,085 Your Say Mitcham
subscribers
received a targeted email invitation

Social Media Posts

203 unique visits
to the Winston Avenue project webpage



Community Drop-In Session - "Have your say"

Pop-up information session

26th March 2026

- _ Project team and Council staff were available to answer the public's questions.
- _ Asked what do you love and what improvements should be made on Winston Avenue, and obtained additional comments.
- _ Community members could use green dots during pop up session to express their opinion.
- _ Location maps were also provided for site specific comments and feedback.



Community Drop-In Session

165 Dots
+ 158
comments
were
collected

The session on the 26th
(Thursday) lasted 1.5 hours

A total 25-30 residents, 4
Council staff, and 2 Jensen+
members were engaged.



Community Drop-In Session

What do you love about Winston Avenue?

Top five elements that people love the most about Winston Avenue:

1. **Local shops** (14 votes)
2. **Community feel** (10 votes)
3. **Character** (9 votes)
4. **Street trees** (7 votes)
5. **Diverse shops + businesses** (7 votes)

The lowest-scoring responses were Housing options (no votes), Easy to cycle (1 vote), and Easy to drive by car (1 vote), each receiving minimal votes.



Thinking of the future, what improvements should be made?

Top five most important to try and improve on Winston Avenue:

1. **More pedestrian crossings** (18 votes)
2. **Slower traffic environment** (12 votes)
3. **Improved cycle paths** (12 votes)
4. **Better footpaths** (12 votes)
5. **Street greening / trees** (10 votes)

The lowest-scoring responses were Public art opportunities, Wayfinding signage, each receiving 1 vote.



Feedback shows values are place-based, while improvements largely relate to movement.



Community Drop-In Session

A broad mix of responses was received, with a clear preference for traffic calming, placemaking and active travel, rather than car and parking priorities.



Any other comments for Winston Avenue?

Movement

- Traffic calming and speed reduction.
- Through-traffic (“rat running”) management
- Intersection safety and design improvements
- Pedestrian crossing safety and frequency
- Active travel (walking and cycling) improvements
- Footpath quality, width and accessibility
- Traffic noise, heavy vehicles and hoon behaviour
- Physical (speed limits, raised intersections) and visual (public art, murals) to assist with traffic calming
- Local access and street network changes (closures/restrictions, such as Kingston Avenue, Crozier Ace, Morgan through to Stephen St.)
- Retail and service accessibility (e.g. local shops, Big W)
- Safety for children and school access
- What are the interim impacts of South Road T2D?

Place

- Street activation and local centre vibrancy
- Retention and enhancement of local character
- Concerns about residential amenity and demolition of homes
- Public realm improvements (seating, toilets, lighting)
- Greening and verge planting (trees and landscaping)
- Improvement to the local park

Community Drop-In Session

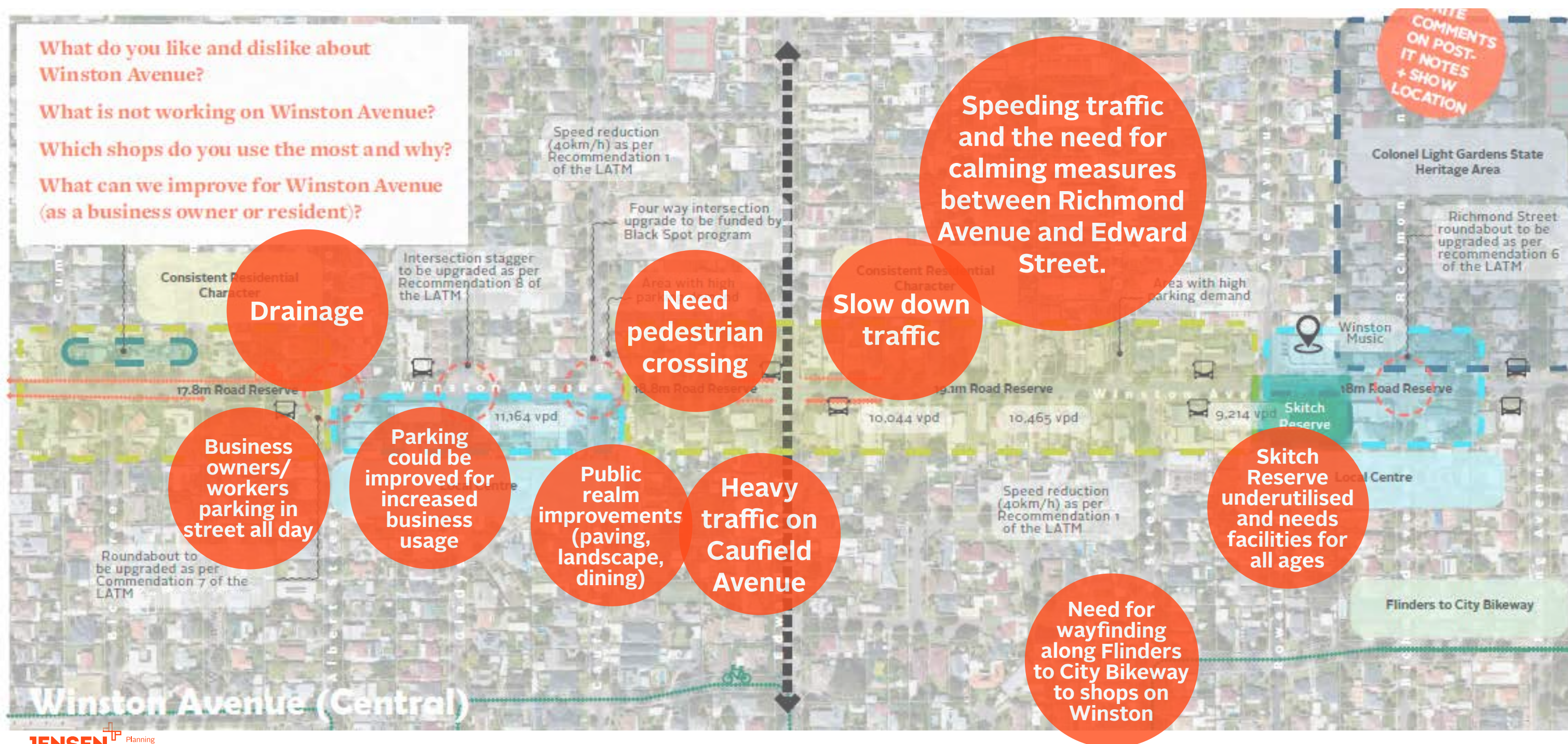
Tell us more...

Several comments were location-specific and are highlighted as a snapshot on the following pages.

Similar comments were received need for more pedestrian crossings, traffic and speeding between Richmond Avenue and Edward Street and rat-running along Crozier, Kingston and Morgan Avenues towards Stephen Street.



Community Drop-In Session





Community Drop-In Session



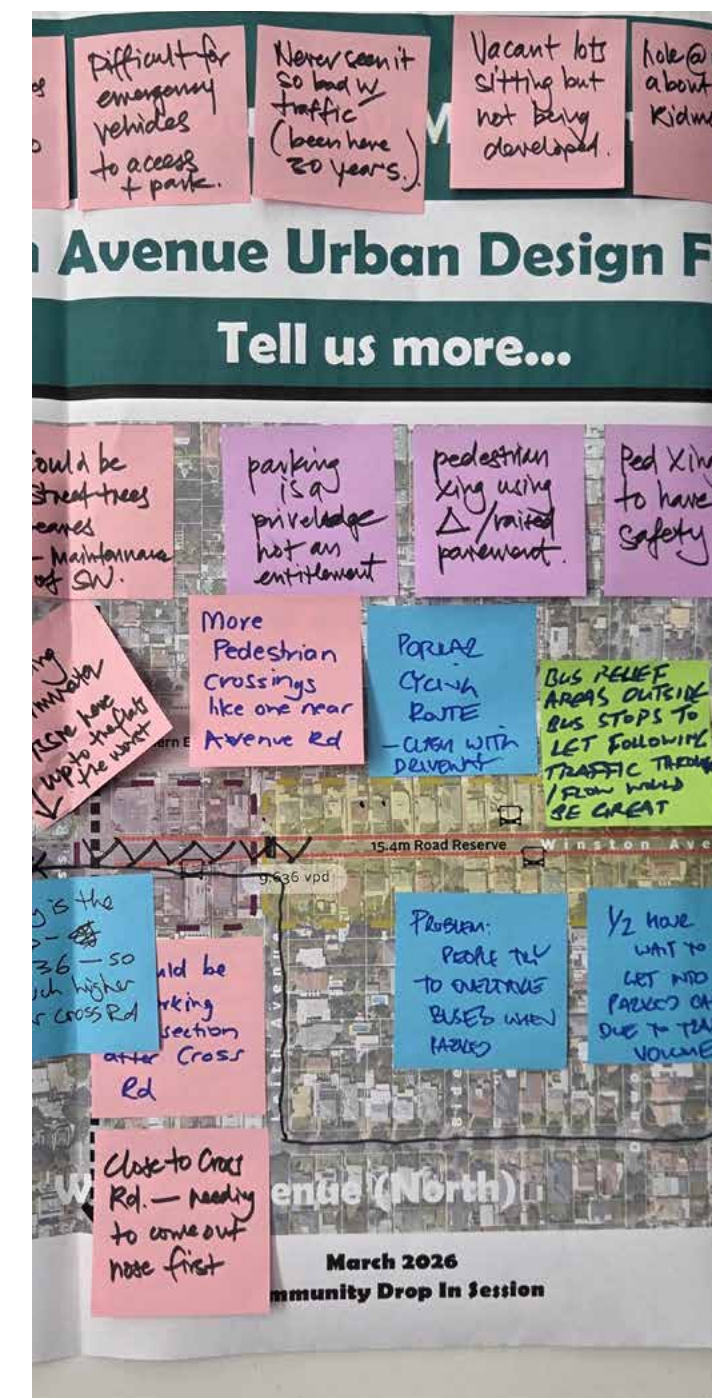
Community Drop-In Session

Tell us more...

Additional comments were received on the location maps

Similar results were seen with reducing the speed limit (40km/h), public realm improvements to shops, overtaking cars.

- Missing local convenience shops
- Need better walking access to shops
- Example of raised pavement (Raglan Avenue) for Winston Avenue shops
- Cycling opportunities for youth
- Time needed to get into parked cars
- Winston housing being demolished
- Local centre - not a destination (like King William Road)
- Busy on weekends
- Need more cafés
- Retain parking
- Overtaking vehicles
- Issues with parking for tobacco shop
- Reduce speed to 40 km/h
- No parking on Winston- issues with sightlines
- More artwork and murals to assist with traffic calming
- 1-hour parking to discourage all-day parking at shops



"More artwork/ murals to encourage pride / sense of place which should slow cars etc"

"Character is a mish mash. Shops are real, I love the shops"

"It never used to be this congested"

"There is no place for teens to socialise"

"Support local businesses more, more cafes"

"Pedestrian crossing utilising raised pavement"

"Need pedestrian activated crossing for Flinders to City bikeway"

"Bicycle parking including cargo bikes"

"Raised pavement along shops to slow traffic down"

"Night time economy?"

"Reserve parks not well kept to attract families"

"Shift bus stop to other side of Cross Road?"

"Maybe a deli?"

"Unlike King William Road, Winston Avenue is predominantly residential. The shops service the local area - not a destination"

Co-Design Workshop

Council Information Session 21 April 2026

A collaborative workshop with Elected Members and staff to gather feedback, clarify the role of Winston Avenue, test appropriate improvement types, and identify priority areas for Council focus.

Elected Member and Staff Co-Design Workshop

On April 21st 2026, a presentation and workshop was held with City of Mitcham Councillors and staff.

The presentation shared a brief summary of the previous engagement, which included:

- Council Information Session - City Wide Placemaking (May 2024).
- Council Information Session - The Future of Winston Avenue (September 2025).
- Local Area Transport Management engagement, specifically for Winston Avenue.
- Drop-In Sessions (26th March 2026).

Councillors and staff were encouraged to participate and provide guidance on the intent and direction of the Urban Design Framework.

There were three activities that followed on from the previous engagement and included:

- 1. Clarify the role of Winston Avenue**
- 2. Test what kinds of improvements fit**
- 3. Identify where Council should focus effort first**



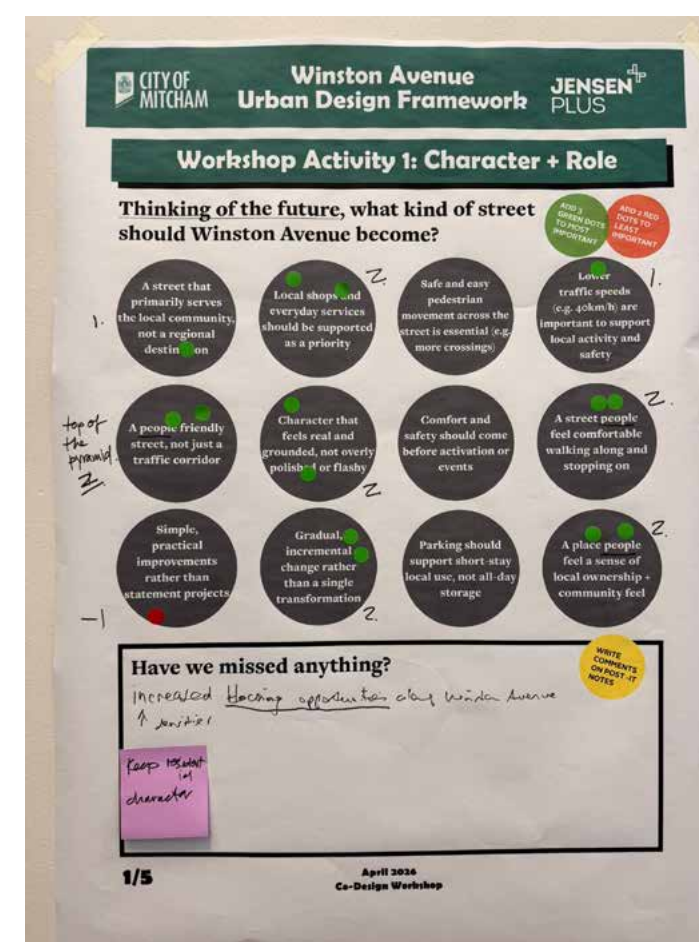
Co-Design Workshop

Workshop Activity 1: Role and Character

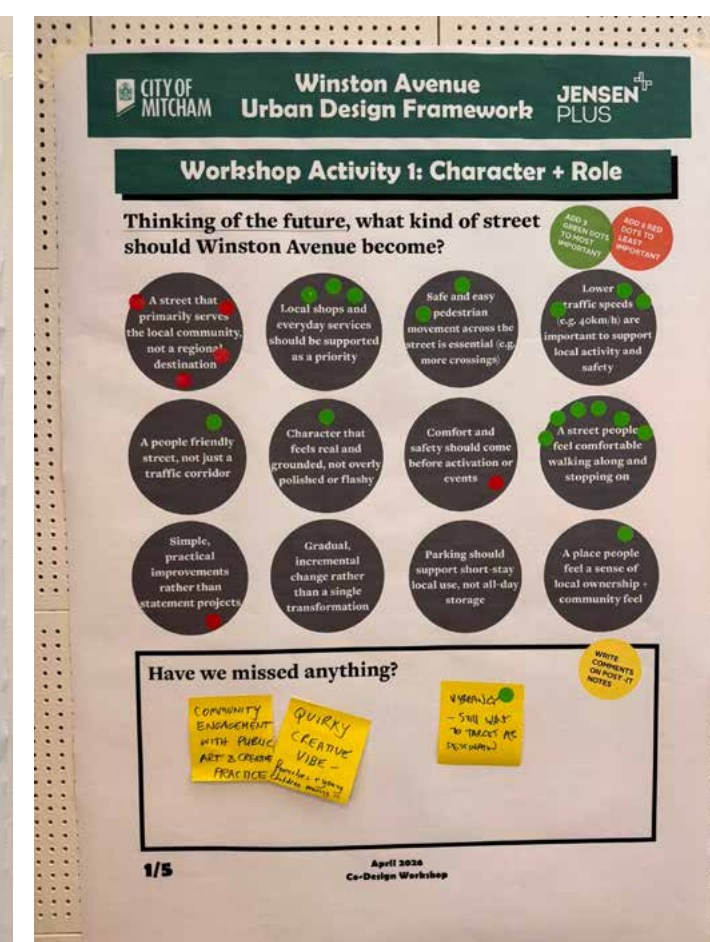
Thinking of the future, what kind of street should Winston Avenue become?

Top six statements were considered the most important about Winston Avenue:

1. A street people feel comfortable walking along and stopping on
2. Local shops and everyday services should be supported as a priority
3. Lower traffic speeds (eg. 40km/h) are important to support local activity and safety
4. A people friendly street, not just a traffic corridor
5. Character that feels real and grounded, not overly polished or flashy
6. A place people feel a sense of local ownership + community feel



Responses highlighted the importance of Winston Avenue as a safe, pedestrian-friendly street that supports local businesses and fosters a strong sense of community.



There were differing views on the role of the centre, particularly regarding its potential as a regional destination. Overall, feedback seemed to focus more on what should be achieved rather than how it should be delivered.

Co-Design Workshop

Workshop Activity 2: Testing practical, local-scale improvements

How well do these practical improvements meet the character and role of Winston Avenue

Movement + Safety

Top three practical improvements along Winston Avenue:

1. Road treatments and traffic calming at local shops
2. More safe pedestrian crossings
3. Slower speed limits

Responses emphasised the importance of traffic calming around local shops, more safe pedestrian crossings and lower speed limits. While these were generally prioritised through the activity, rat-running management received the least support.

Local Shops + Public Realm

Top three practical improvements along Winston Avenue:

1. Shopfront public realm upgrades (seating, shade, greenery, pavement treatments)
2. Outdoor dining opportunities
3. Parking management that supports local businesses

Other feedback included bike parking, pedestrian crossings, public toilets, bins, signage, shop naming, and public art on side streets to help calm traffic (e.g. Goodwood Road).

Views on public art, murals, and creative treatments were mixed. Improved footpaths (including width, condition, and accessibility) were not identified as an immediate priority at this stage.



Co-Design Workshop

Workshop Activity 2: Testing practical, local-scale improvements

Across the feedback, there is a consistent focus on making Winston Avenue and its local centres feel safer, slower and more people-friendly.

How well do these practical improvements meet the character and role of Winston Avenue

Side Streets, Park + Connections

Top three practical improvements along Winston Avenue:

1. Side street thresholds / calming treatments (continuous footpaths, raised thresholds)
2. Skitch Reserve for all ages and everyday use
3. Better connections to nearby walking and cycling routes

Recurring comments highlight pedestrian crossings as an emerging priority in the feedback. Additional comments noted concerns about restricted access to Winston Avenue from some side streets.

Mixed views were expressed on wayfinding to shops and local facilities, murals at Sketch Reserve and the use of wayfinding through local 'icons'.



Workshop Activity 2: Testing practical, local-scale improvements

Side Streets, Parks + Connections

How well do these practical improvements meet the character and role of Winston Avenue?



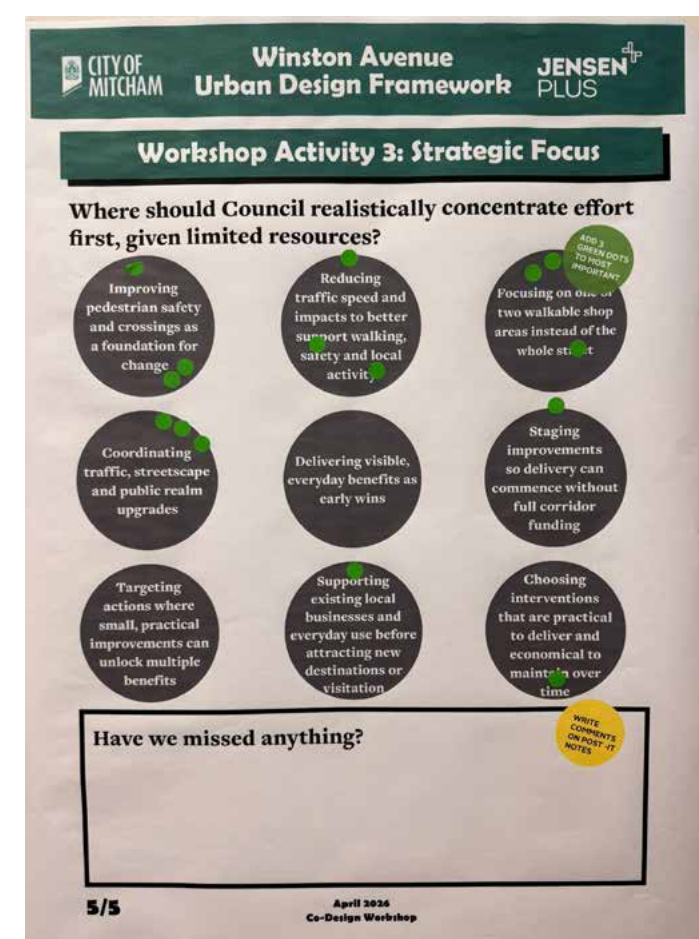
Co-Design Workshop

Workshop Activity 3: Strategic Focus

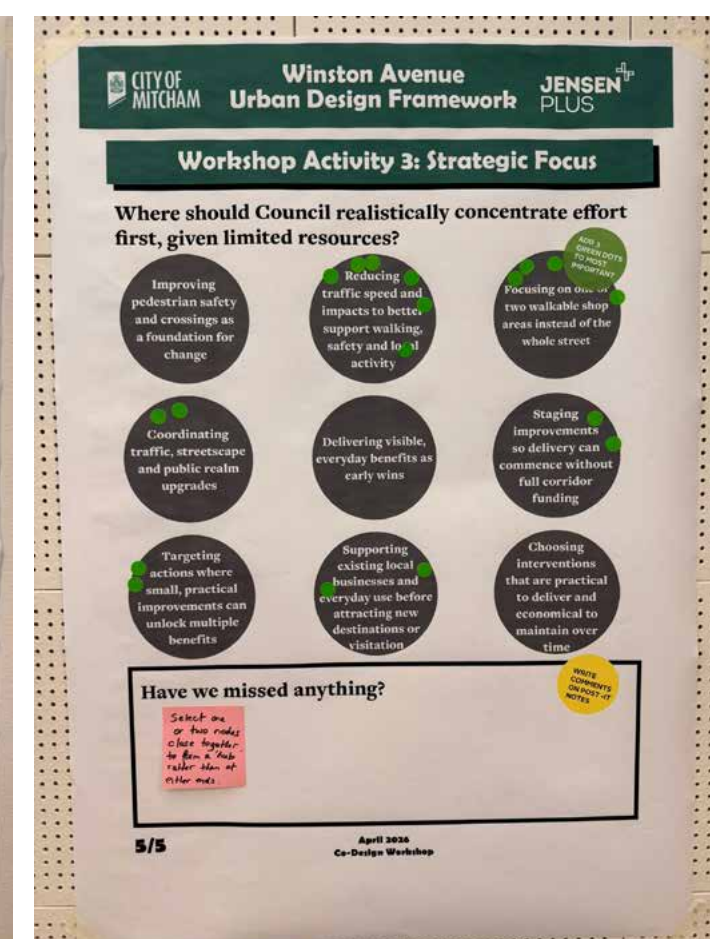
Where should Council realistically concentrate effort first, given limited resources?

Top six statements were considered the most important about Winston Avenue:

1. Reducing traffic speed and impacts to better support walking, safety and local activity
2. Focusing on one or two walkable shop areas instead of the whole street
3. Coordinating traffic, streetscape and public realm upgrades
4. Staging improvements so delivery can commence without full corridor funding
5. Improving pedestrian safety and crossing as a foundation for change
6. Supporting existing local businesses and everyday use before attracting new destinations or visitation



Responses emphasised the importance of prioritising traffic speeds and providing one or two walkable shops, reinforcing the need to activate Winston Avenue through these key elements.



Other feedback highlighted the importance of coordination across technical fields (or departments), as well as staging delivery, improving crossing points and supporting local businesses.



Thank You

