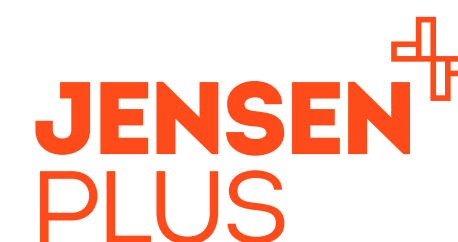


Winston Avenue Urban Design Framework

DRAFT

Safe.
Walkable.
Local.

Prepared for City of Mitcham



Planning
Landscape Architecture
Urban Design
Social Planning

The Winston Avenue Urban Design Framework is a high-level strategic document. It sets out a shared vision and guiding principles, and identifies priority locations which can be assessed and staged over time.

This Framework:

- _ is strategic and non statutory;**
- _ does not commit Council to specific projects, designs, budgets or timelines;**
- _ does not override existing planning, traffic or engineering processes; and**
- _ is intended to guide and coordinate future decision making over time.**

Acknowledgements

We acknowledge the following stakeholders whose inputs and participation informed the Winston Avenue Urban Design Framework

- _City of Mitcham
- _Participants of the Early Engagement
- _Landowners, business owners + residents of the area

We acknowledge the Kaurna people as the traditional custodians of the land on which we stand, meet and play.

We recognise their continuing connection to the land, waters, and community. We pay respect to Elders past, present and emerging.

Contents

1. Introduction

This section introduces the project, its objectives, and the study area.

4. What we've heard

This section summarises the feedback from the community.

7. Local Opportunities

This section outlines the local opportunities of the Urban Design Framework.

2. Winston Avenue Today

This section describes a snapshot of Winston Avenue.

5. Place Check + Local Context Analysis

This section summarises the study area and site analysis for the study area.

8. Implementation

This section provides recommendations for implementation.

3. Previous Work To Date

This section summarises the previous work undertaken by Council.

6. Vision + Guiding Principles

This section summarises the vision and principles that were developed with the Council.

Appendices

Appendices are provided for reference and background. Community members are not expected to read all appendices in order to provide feedback on the Framework.



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Produced by Jensen PLUS
Level 1, 21 Roper Street
Adelaide 5000 South Australia
08 8338 5511
admin1@jensenplus.com.au
www.jensenplus.com.au

1. Introduction

The Urban Design Framework sets out a high-level vision to shape how Winston Avenue could evolve in the future.

Winston Avenue is a key local corridor within the City of Mitcham, identified as having strong potential for placemaking improvements. It functions as a quiet achiever, continuing to grow organically while providing essential services to the surrounding community.

Despite its strengths, the corridor is increasingly dominated by vehicle movements. At the same time, it is strategically positioned, with proximity to Edwardstown Primary School, the Repat Health precinct, the Melrose Park Employment Precinct, South Road, and nearby parks and reserves.

Unlike many other busy roads, Winston Avenue is under the care and control of Council - creating a good opportunity for local improvements and change.

This document will set out a high level vision and priorities for Winston Avenue, which includes:

- _Key vision and guiding principles for the corridor
- _Recommendations for improvements to placemaking, movement, and local identity
- _Flexible guidelines to inform future works and investment



This Urban Design Framework does not replace or duplicate Local Area Traffic Management (LATM) investigations.

Traffic and safety outcomes for Winston Avenue continue to be addressed through separate LATM processes led by Council's engineering teams. Where movement or safety improvements are referenced in this Framework, they indicate areas for coordination with LATM and further technical assessment, rather than pre determined outcomes.

Woolworths /
Big W

Cabra Dominican
College

Goodwood Road

Repat Health
Precinct

Cross Road

Winston Avenue

Flinders - City
Bikeway

Daws Road

**"Winston Avenue
should be a public
and active transport
boulevard connecting
communities with local
businesses, schools and
recreation facilities"**

/ Local resident

Edwardstown
Primary School

Melrose Park
Employment
Land

South Road

Castle Plaza



2. Winston Avenue Today

Transport



Approximately 7,800 - 11,200 vehicles per day along Winston Avenue



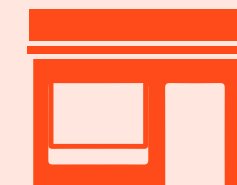
'Go Zone' Bus Routes along Winston Avenue (W90, W90M, W91, W91C)



852m of bike lane along Winston Avenue

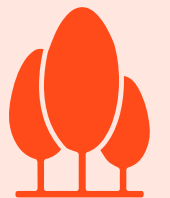
Land Use

33



Local Shops

1



Open Space

9,960



Residents in Daw Park, Cumberland Park, Clarence Gardens and Melrose Park

2



Schools in Daw Park, Cumberland Park, Clarence Gardens and Melrose Park

Primary travel to work

87% Private Vehicle

13% Active + Public Transport

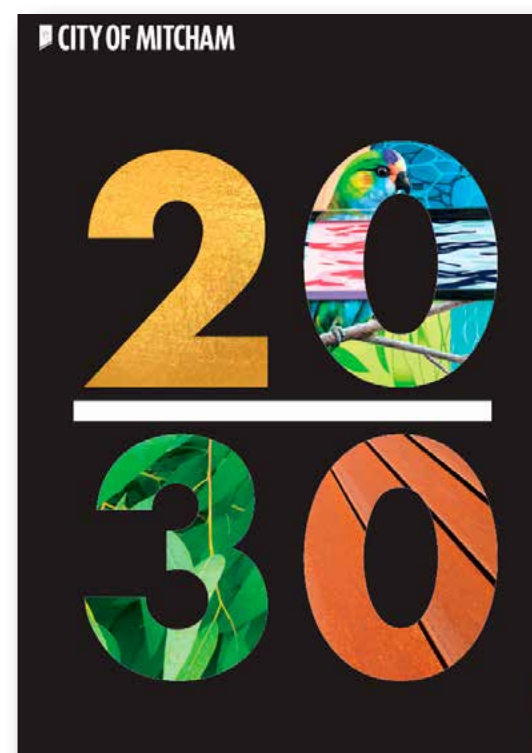
"It never used to be this congested!"

/ Local resident

Winston Avenue

3. Previous Work To Date

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.



City of Mitcham Strategic Plan 2020-2030

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

- _ Goal 1 - Accessible, Healthy & Connected Community
- _ Goal 2 - Sustainable City
- _ Goal 3 - Dynamic And Prosperous Places
- _ Goal 4 - Excellence In Leadership



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.

Bike Plan 2025 - 2030

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

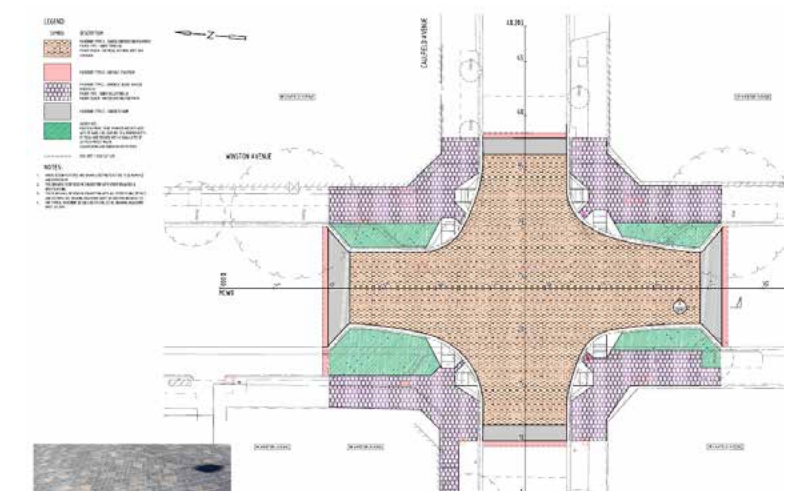
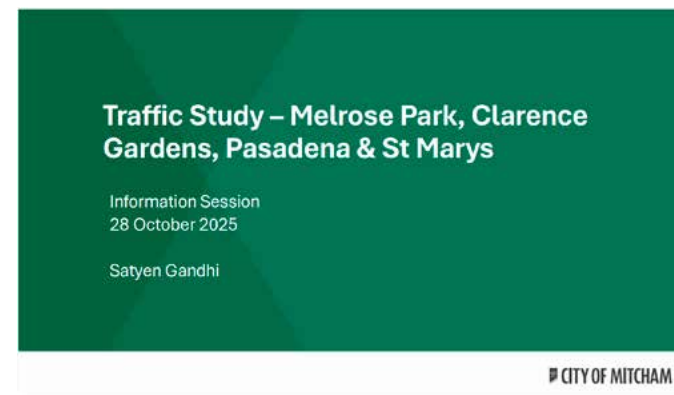
The Bike Plan is strategically aligned with the South Australian Cycling Strategy and Moving Mitcham – Focus Area 2: Cycling and Walking, reinforcing the 'Accessible, Healthy & Connected Community' objective of Mitcham 2030 and supporting the sustainability goals of both Council and the State.

3. Previous Work To Date

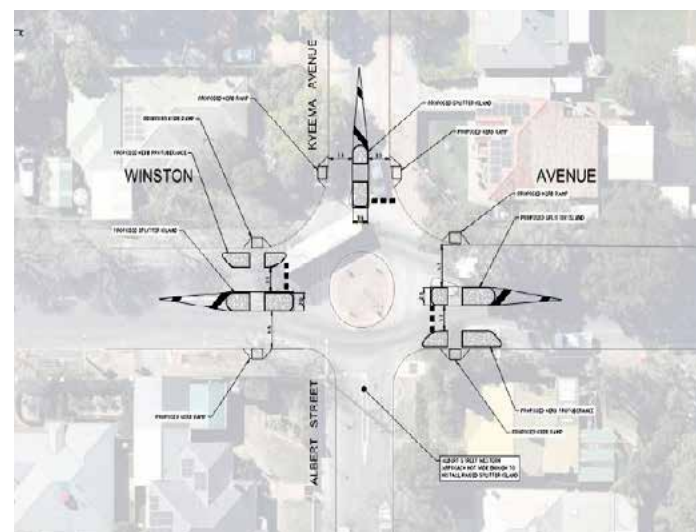
Four recommendations from the LATM specifically relate to Winston Avenue, such as the intersections with Caulfield Avenue (Black Spot funding), Narinna Avenue, Kyeema Avenue, and Richmond Avenue.



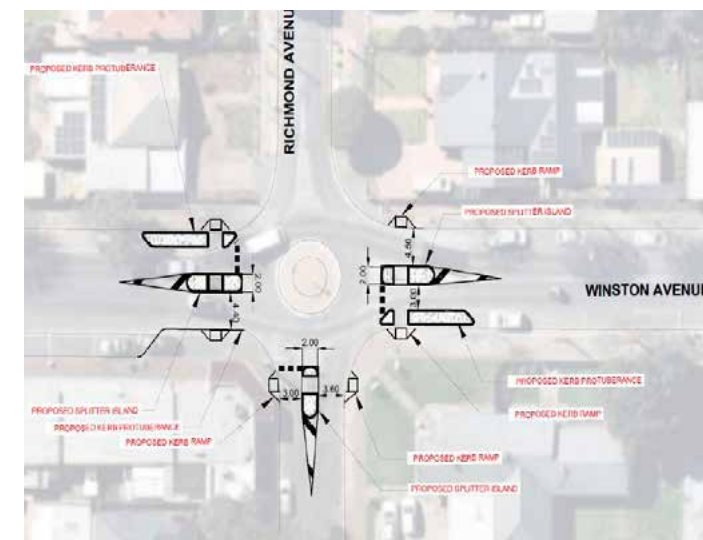
City of Mitcham Traffic Study – Melrose Park, Clarence Gardens, Pasadena and St Marys, October 2025



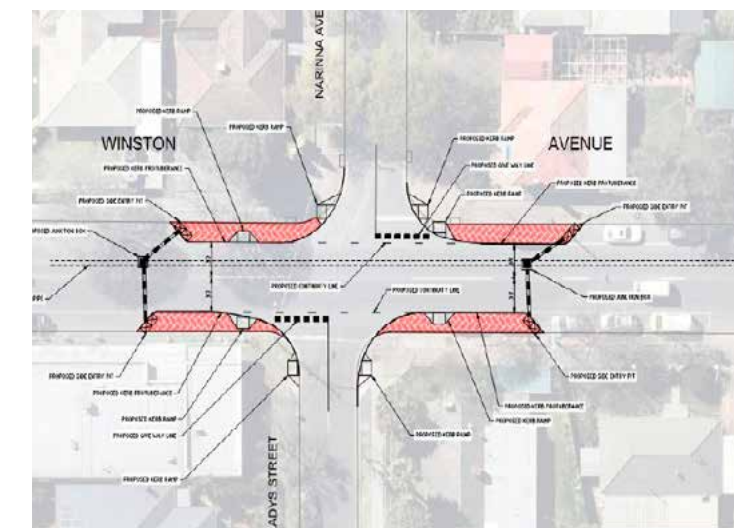
Winston Avenue and Caulfield Avenue Intersection (Black Spot Funding)



Winston Avenue and Kyeema Avenue / Albert Street Intersection



Winston Avenue and Richmond Avenue Intersection



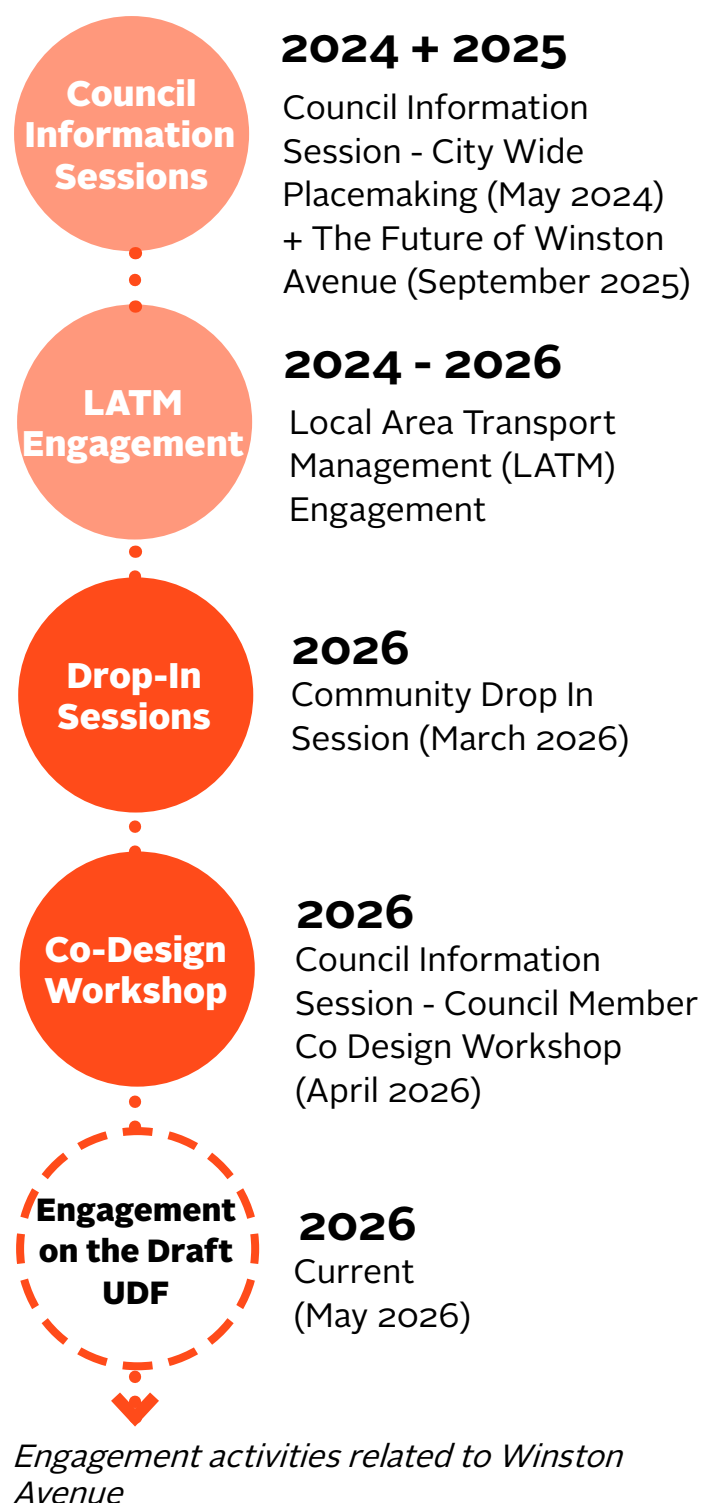
Winston Avenue and Narinna Intersection



4. A snapshot of what we've heard

Please refer to Appendix 3: Engagement Summary for further details

Community and stakeholder engagement has been central to the Winston Avenue Urban Design Framework, ensuring it reflects local aspirations.



Community Drop In Session (26th March 2026)

Recent engagement activities have included a targeted community drop-in session in March 2026, supported by direct letterbox distribution, targeted digital communication through Council's engagement platform, and on-the-ground conversations with residents and business owners. Feedback received reinforced that:

- _The strongest values associated with Winston Avenue relate to its **local shops, community feel and character**, and
- _Priority improvements are primarily associated with movement, safety and comfort, particularly **safer pedestrian crossings, traffic speeds and active travel**.

"Local centre for local people, not a destination like King William Road"

/ Local resident

Additional feedback highlighted and reinforced the need for more pedestrian crossings, traffic calming, reduced rat-running, upgrades to Skitch Reserve, and public realm improvements at local shops.

These findings are consistent with issues raised through earlier Council workshops and traffic investigations, providing confidence that the emerging Framework is responding to long-standing and well-understood concerns.



4. A snapshot of what we've heard

Please refer to Appendix 3: Engagement Summary for further details

Council Member Co-Design Workshop was informed by earlier engagement, including previous Councillor input and feedback from Community Drop-In Session.

Council Member Co- Design Workshop (21st April 2026)

The co-design workshop with Council Members was explicitly designed as a testing and refinement exercise, rather than a decision-making forum.

The workshop drew together the findings of earlier investigations and community input and provided an opportunity for Council Members to collectively explore how Winston Avenue should function into the future. In doing so, the discussion confirmed strong support for Winston Avenue's primary role as **a local, people-focused street serving surrounding neighbourhoods.**

The workshop focus on its role and character, testing practical, local scale improvements and priorities.

The six most common responses to the intended role and character of 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**

- At a local scale, the key practical improvements for movement were seen to be traffic calming and road treatments at shops, more safe pedestrian crossings and slower speed limits.
- Key improvements for local shops and public realm could include shopfront upgrades (seating, shade, greenery), outdoor dining opportunities, and parking management.
- Key improvements for side streets, parks and connections could include threshold treatments, upgrades to Skitch Reserve and better connections to nearby walking and cycling routes.

Key Themes from engagement

Similar themes were raised from both the community and Councillors, reinforcing the importance of a safe, walkable and local corridor for the future.

Key themes emerging:

- Pedestrian safety through improved crossings, lower speeds, and traffic calming measures.**
- Strong support for its community feel and character.**
- Importance of supporting the local shops.**
- Opportunities for upgrades to Skitch Reserve.**
- Support for incremental, staged improvements, rather than large scale redevelopment.**

The feedback and key themes have informed the drafting of the Urban Design Framework.



5. Place Check + Local Context Analysis

Movement + Place

Street design requires a balanced approach that considers traffic movement along with its place function, which can be understood through the 'Movement and Place'.

Traditional road network planning classified streets and roads into a hierarchy, with the highest capacity roads (motorways, highways and arterials) at the top, and lower capacity roads at the bottom (collectors, local streets and lanes etc.).

While useful in planning for the movement of vehicles around cities, this approach ignores the many other functions of streets and roads – for example as places to do business, socialise, play or even to park a car!

To capture and plan for this 'place' function of streets and roads a more holistic "Movement and Place" approach has been developed and is replacing road hierarchies as a preferred transport and land use planning tool. A movement and place framework classifies:

- _The movement function of a street / road, in a hierarchy (as traditional road planning).
- _But also classifies the place function, from local places to city or state-significant streets.

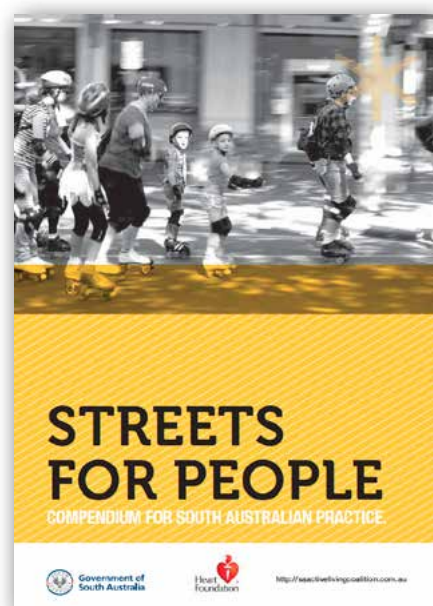
Both values can be plotted together on a matrix.

The plan identifies different Movement and Place segments along the corridor. While Winston Avenue functions as a key traffic route (largely based on traffic volumes), it has differing local place functions, that being a neighbourhood place (level of activity, corner shops) and local place (local residents).

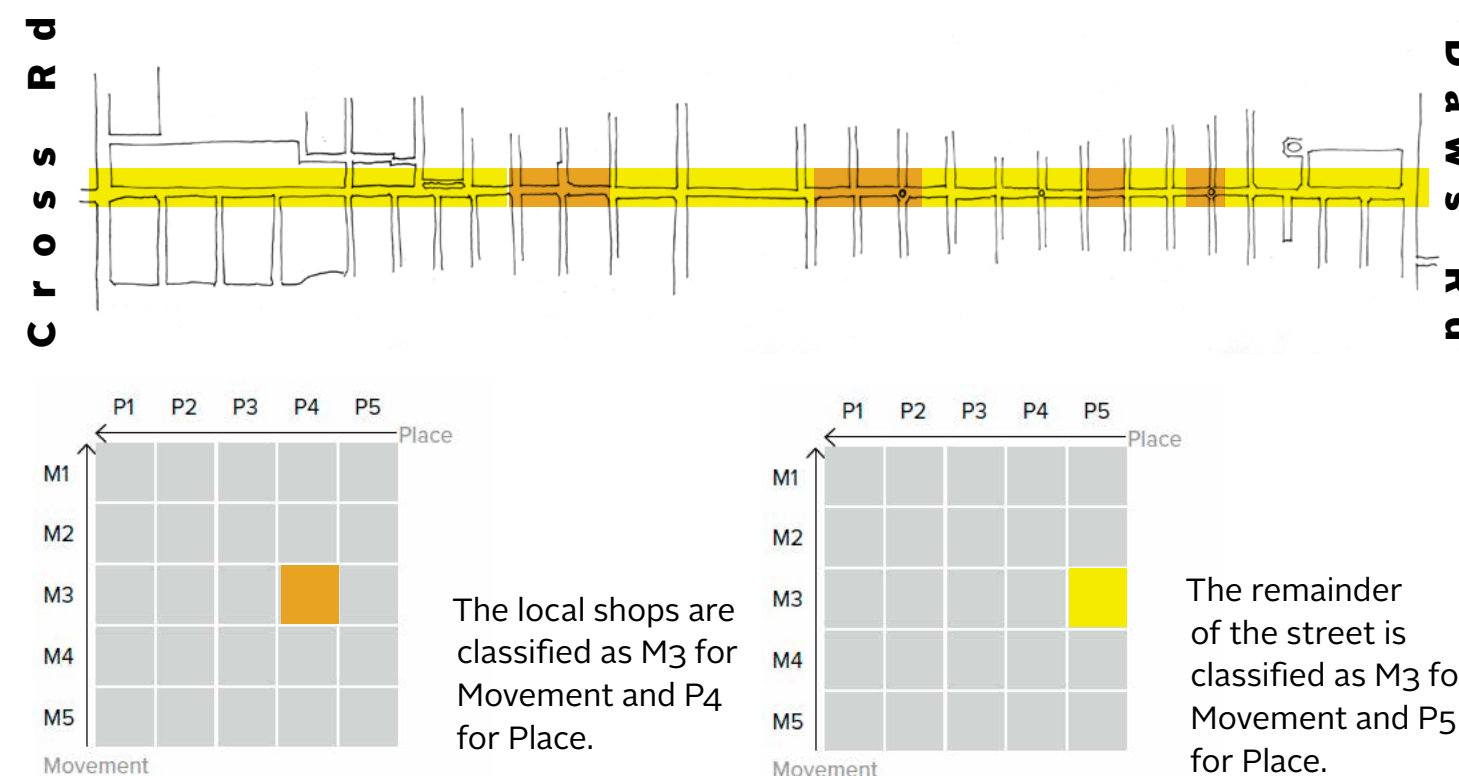
The 'Streets for People Compendium for South Australian Practices' (2012) includes case studies highlighting that in neighbourhood places such as local shops, this may include:

- _Encourage low speeds below 40km/h;
- _Safe crossing should be provided;
- _Short-term on-street parking;
- _Shared level surface streets (e.g. footpath flush with road) may not be appropriate.

These different segments are reflected in this Urban Design Framework for Winston Avenue.



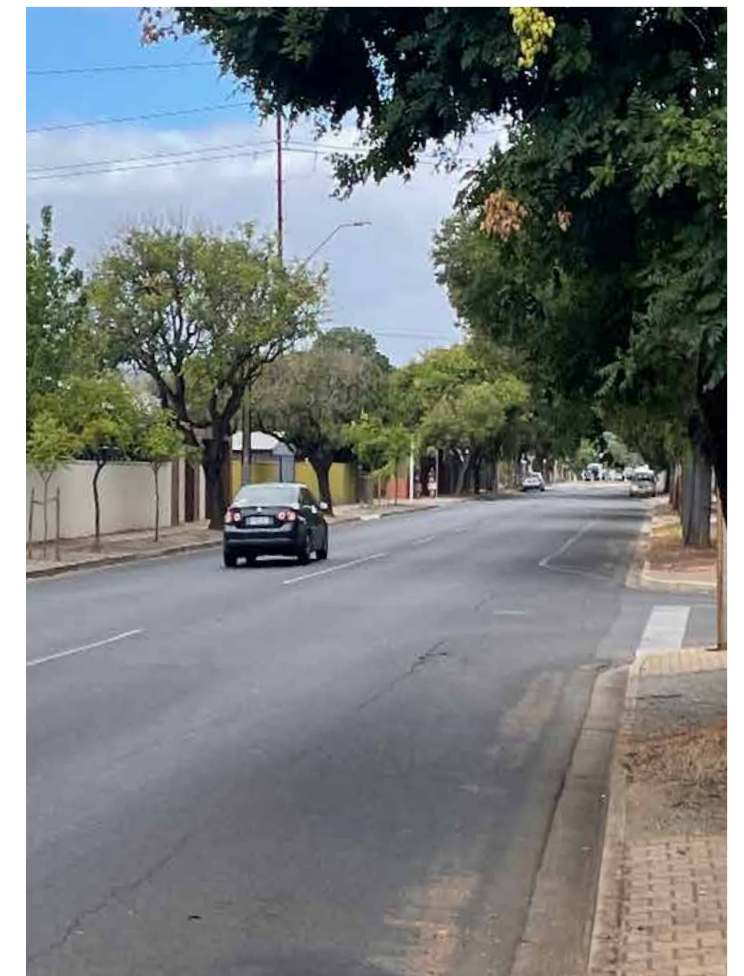
Streets for People Compendium for South Australian Practices' (2012)



5. Place Check + Local Context Analysis

Please refer to Appendix 2: Place Check + Local Context Analysis for further details

The street has a mixed character, with local shops and surrounding residential housing. This sense of character has been identified through input from the local community.





**"More artwork
murals to encourage
community pride and
sense of place which
should slow cars**

/ Local resident

6. Vision + Guiding Principles

Vision

From the Co-Design Workshop held on the 21st April 2026 and the Community Drop In session on the 26th March 2026, the following Vision Statement and Guiding Principles have been developed to drive the success of the project.

'A safe, pedestrian-friendly street that supports local shops and fosters a strong community, delivered through coordinated, staged improvements'

Guiding Principles



A street people feel comfortable walking along and stopping on



Local shops and everyday services



Lower traffic speeds (e.g. 40km/h) are important to support local activity and safety



A people friendly street, not just a traffic corridor



Character that feels real and grounded, not overly polished or flashy



A place people feel a sense of local ownership + community feel



Staging improvements and coordinated so delivery can commence without full corridor funding

The Winston Avenue Urban Design Framework has established a shared vision with guiding principles for the future role and character of the street. The Framework has been developed as a high level approach with a design theme and local opportunities to guide the future of Winston Avenue.

7. Local Opportunities

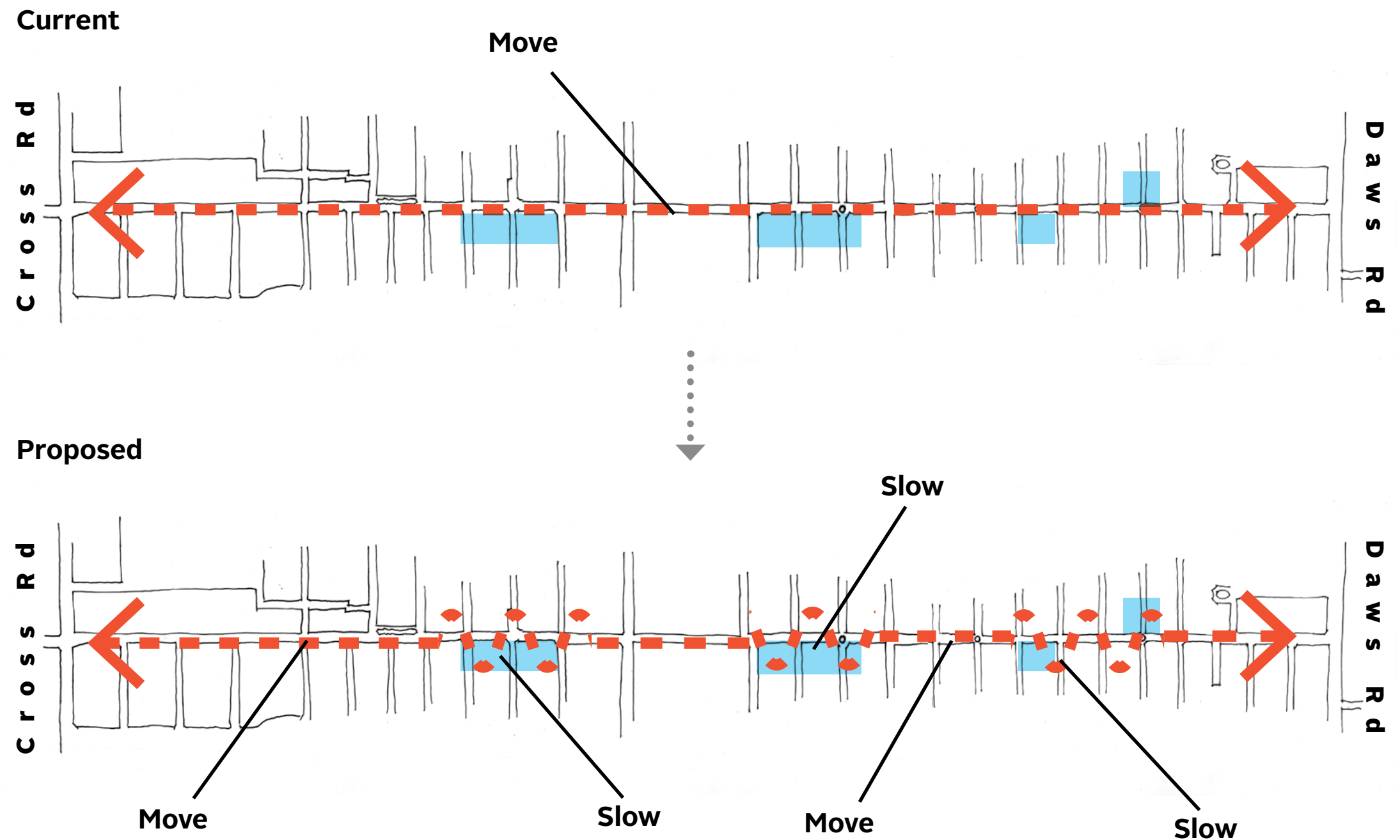
7.1 'Move/Slow' Concept

The 'Move/Slow' Concept recognises the focus areas to slow the traffic and make the place more pedestrian friendly.

Winston Avenue serves both as a traffic corridor and a place for local activity, requiring a balance between movement and place.

Areas around local shops are intended for people to slow down and spend time ('Slow'), while other sections are designed to support efficient traffic flow ('Move').

The 'Move/Slow' Concept is expressed at a high level and carried through the local opportunities of the Urban Design Framework.



7. Local Opportunities

7.2 Movement + Access

Prioritise pedestrian safety and local activity through improved crossing opportunities and reduced traffic speeds.

1. Safe pedestrian crossings

Winston Avenue has limited safe crossing opportunities. Safe crossings for pedestrians and cyclists should be provided at key locations near local shops. Consider the provision of zebra or wombat crossings to provide a suitable level of priority for pedestrians and improve driver awareness.



2. Lower traffic speed

Existing 50km/h speed limits has raised safety concerns. Consideration of reduced speed environments (for example, around 40 km/h), subject to LATM review and technical assessment. This would improve safety and community liveability along Winston Avenue.



"Pedestrian crossing using raised pavement. Pedestrian crossings to have safety."

/ Local resident

Military Road, Henley Beach



7. Local Opportunities

7.3 Local Shops + Public Realm

Support local shops and strengthen community feel through improved public realm and opportunities that encourage people to stop, stay, and engage.

3. Shopfront public realm improvements

Basic public realm infrastructure is limited at the local shops along Winston Avenue. Provision of street trees and understorey planting, public seating, bicycle parking and bins should be considered to support local businesses and encourage people to stop and stay.

Elements should be unique to Winston Avenue and incorporates opportunities for local artist input.

4. Local ownership + community feel

A strong sense of local ownership, community feel and grounded character was expressed through engagement. Opportunities to build on this character may include:

- Initiate public art, colour, painting (e.g. murals) on blank walls with local artists.
- Provision for increased outdoor dining opportunities at key locations
- Support for pop-up spaces at small scale.

5. Parking management

Parking should remain available close to shops. Monitor the supply and manage parking through parking formalisation (line marking) and any off street parking opportunities over time.

“Improve paving and amenity around shops - need more lighting, seating, bins - to encourage people to stay longer”

/ Local resident

Goodwood Road, Goodwood

7. Local Opportunities

7.4 Side Streets, Parks + Connections

Improve local connectivity and public space quality through side street treatments, local open spaces and broader linkages.

6. Side Street Treatments

Side streets near local shops present opportunities to give priority to pedestrians. Explore side street treatments for pedestrian safety, traffic calming and activation.

Monitor the traffic implications (including traffic volumes, rat-runs, etc.) in areas close to the employment land in Melrose Park (Strategic Employment Zone) with opportunities for traffic calming measures and sides street activation over time.

7. Skitch Reserve for all ages + everyday use

Skitch Reserve is a key local park along Winston Avenue. It is currently fenced (off-leash dogs) and includes a stormwater harvesting system. Opportunities for small-scale improvements to enhance its use and amenity should be considered.

A review of its role within the broader open space network in the City of Mitcham should also be undertaken.

8. Wayfinding to Flinders-City Bikeway

The Flinders-City Bikeway is a designated cycling route consisting of bicycle ramps, shared paths and line markings, which runs adjacent to Winston Avenue.

Wayfinding on Winston Avenue should be provided to clearly identify the route and support cycling.



“Improve walking and riding access and safety along Winston Avenue to Flinders to City Bikeway to reduce congestion on Winston”

/ Local resident

Flinders-City Bikeway, Melrose Park

7. Local Opportunities

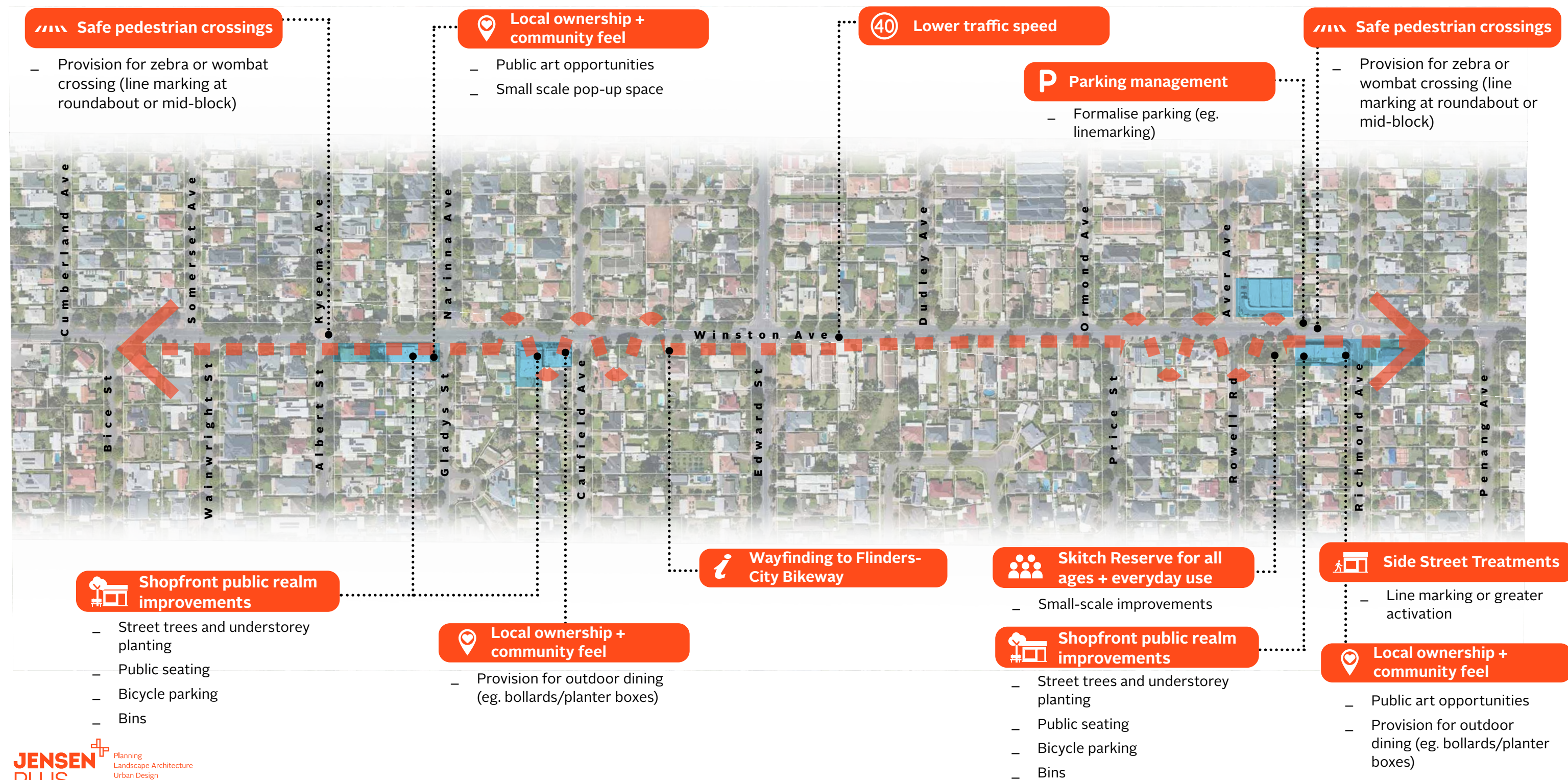
7.5 North (Cross Road - Cumberland Avenue)

Following the eight local improvements identified in the previous section, these opportunities are applied in a more place-based way, with priority locations for consideration.



7. Local Opportunities

7.6 Central (Cumberland Avenue - Penang Avenue)



7. Local Opportunities

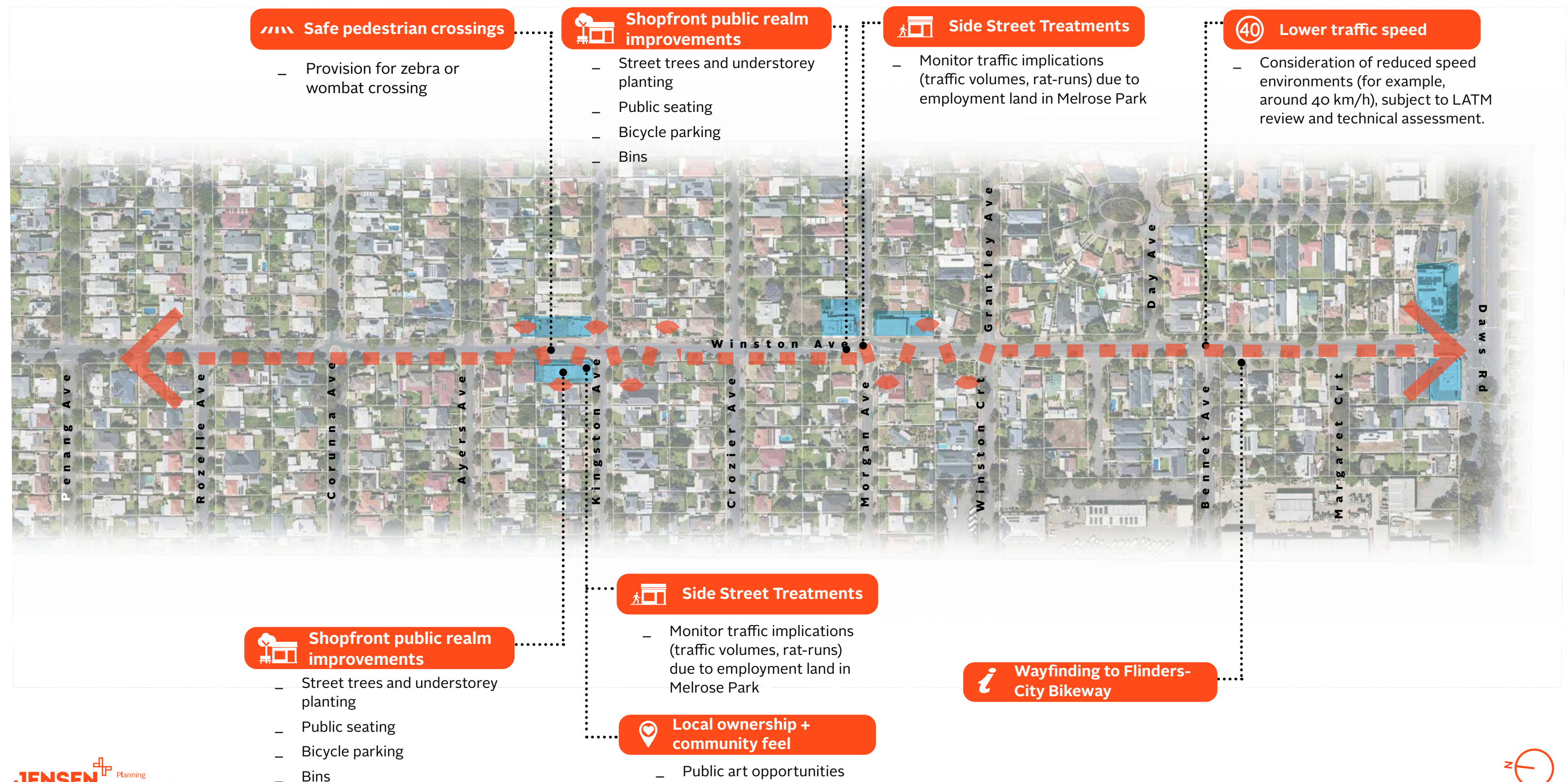
What the corner of Winston Avenue and Narinna Avenue could look like over time...

Indicative illustration only. This image is not a design proposal and does not represent committed works.



7. Local Opportunities

7.8 South (Penang Avenue - Daws Road)



7. Local Opportunities

What the corner of Winston Avenue and Richmond Avenue could look like over time...

Indicative illustration only. This image is not a design proposal and does not represent committed works.





8. Indicative Staging Considerations

The following implementation actions and timeframes are indicative only. They are intended to illustrate how improvements could be sequenced over time, subject to Council decisions, funding availability, technical assessment and further consultation.



Short-Term (0-3 years)

1. Consideration of **reduced speed environments** (for example, around 40 km/h), subject to LATM review and technical assessment.
2. **Line marking (zebra crossing)** on existing roundabouts (to align with LATM) or **Zebra/Wombat crossing** at mid-block locations at Caufield/Narinna and Richmond Avenue shops.
3. **Public realm upgrades** (Caufield/Narinna Avenue and Richmond Avenue shops (e.g. street trees, public seating, bins, bicycle parking))
4. **Directional signage** connecting local shops along Winston Avenue to Flinders-City Bikeway.
5. **Road Monitoring Program** (similar with LATM) in response to potential impacts from the South Road (Torrens to Darlington, T2D project)

Medium-Term (5-10 years)

6. **Formalise on-street parking** and line marking on the eastern side of the shops near Richmond Avenue, including consideration of existing crossover.
7. **Zebra/Wombat crossing** at mid-block locations at Kingston Avenue and Morgan Avenue shops
8. Investigate local ownership + **community feel spaces** (outdoor dining, public art, pop-up opportunities). Ensure artist input on these works.
9. **Public realm upgrades** (Kingston Avenue and Morgan Avenue shops (e.g. street trees, public seating, bins, bicycle parking))
10. Monitor and coordinate potential **off-street parking opportunities** as they might emerge (e.g. development approval processes).

Long-Term (10+ years)

11. **Monitor traffic conditions** (including volumes and potential rat-running) in response to the Melrose Park Employment Lands (Strategic Employment Zone) and the Torrens to Darlington Project (T2D).
12. Review the open space network and identify opportunities for **targeted, small-scale improvements to Skitch Reserve**.
13. Consider reinforcing the long-term role of local shops through **potential rezoning** from a residential zone to a more appropriate commercial zone.



Thank You
