LINWOOD VILLAGE STREETSCAPE UPGRADE:
EXECUTIVE SUMMARY AND KEY FINDINGS OF PRE- AND POST-CONSTRUCTION MONITORING

BACKGROUND

For the shopping centre on Stanmore Rd between Gloucester and Worcester Sts known as Linwood Village, the Linwood Village Master Plan (2012) includes an action to upgrade the streetscape through it (Action S1: Finalise and implement streetscape plan).

LINWOOD VILLAGE STREETSCAPE UPGRADE

The Council delivered this project between February and November 2024. Its five objectives were: to improve the look and feel of the street; in a way that builds on the village's character; improve safety; support good transport infrastructure; and create a quality space for people.

This was achieved through a variety of changes to the centre's streetscape, as per the community's aspirations:

- ***Strong placemaking elements*** - These define the village centre in the form of 'Linwood Village' signage to highlight entry and exit points, accompanied by artwork reflecting Linwood's history, character and identity integrated into the intersections' paving.
- ***Vehicle movements managed*** – Safety for pedestrians and good access for all road users has been achieved via: a speed limit reduction to 30kph; traffic lanes at least 3.2m wide; a revised northbound lane arrow marking towards Gloucester St to improve traffic flow; raised crossing platforms at the intersections of Stanmore Rd with Hereford and Worcester Sts; a paved crossing at Gloucester St; use of tactile paving that considers the elderly and people with disabilities; and a raised paved mid-block pedestrian crossing point between Hereford and Worcester St intersections.
- ***Improved bus waiting spaces*** - New bus shelters with seats at both bus stops and raised kerbs to make it easier to enter and exit buses.
- ***Cycling infrastructure -*** Creation of 1.8m wide on-street cycle lanes and installation of 12 new cycle stands that are easily accessible and visible from the street.
- ***Parking restrictions*** - South of Gloucester St the restriction has been shortened from P30 to P10 on Stanmore Rd's west side to increase parking turnover and the taxi stand on Worcester St has been replaced with additional P10 parking.
- ***Kerb changes -*** New kerb alignment, kerb build-outs at intersections and increased pavement width have maximised space on footpaths, particularly on the sunny side of the street, and allow for street furniture and activity.
- ***Landscaping –*** Planting of 27 new street trees in the pavements on both sides of Stanmore Rd and 3 in the central island of the Hereford St roundabout, with landscaping along Stanmore Rd.
- ***Art –*** Art/mosaic and lighting within the streetscape contributes to a colourful atmosphere via: inclusion of the public artwork into the footpath (as noted above); and a Gobo light on the SE corner of Stanmore Rd and Worcester St.

PRE- AND POST-CONSTRUCTION MONITORING

There have been two aspects to the pre-and post-construction monitoring:

1. Daily pedestrian and cyclist numbers were counted by sensors located on the NE corner of the Stanmore Rd/Worcester St intersection during comparative 10-week periods from early March to mid-May in 2023 pre-construction and in 2025 post-construction; and
2. Pre- and post-construction surveys of the community were undertaken from 30 March to 8 May in 2023 (pre-construction) and again from 17 February to 30 March in 2025 (post construction), to better

understand perceptions of people using the centre and whether the project delivered on its intentions. Respondents were able to be complete the surveys online, by phone or face-to-face.

OVERALL RESULTS

Very positive overall results have been achieved through both the streetscape upgrade and the associated monitoring.

The pedestrian and cyclist counts showed some positive improvements in the numbers of people walking and cycling in Linwood Village and there was a significant increase in the number of positive responses to survey questions. By way of example:

Positive responses	Pre-construction	Post-construction
Linwood Village is an appealing place to spend time (agree/strongly agree)	14%	56%
The upgrade reflects local character positively (good/extremely good)	32%	66%
Driving through Linwood Village shopping centre (feels safe/very safe)	54%	79%
Walking around Linwood Village (feels safe/very safe)	30%	64%
Moving around Linwood Village as a pedestrian (is easy/very easy)	67%	91%

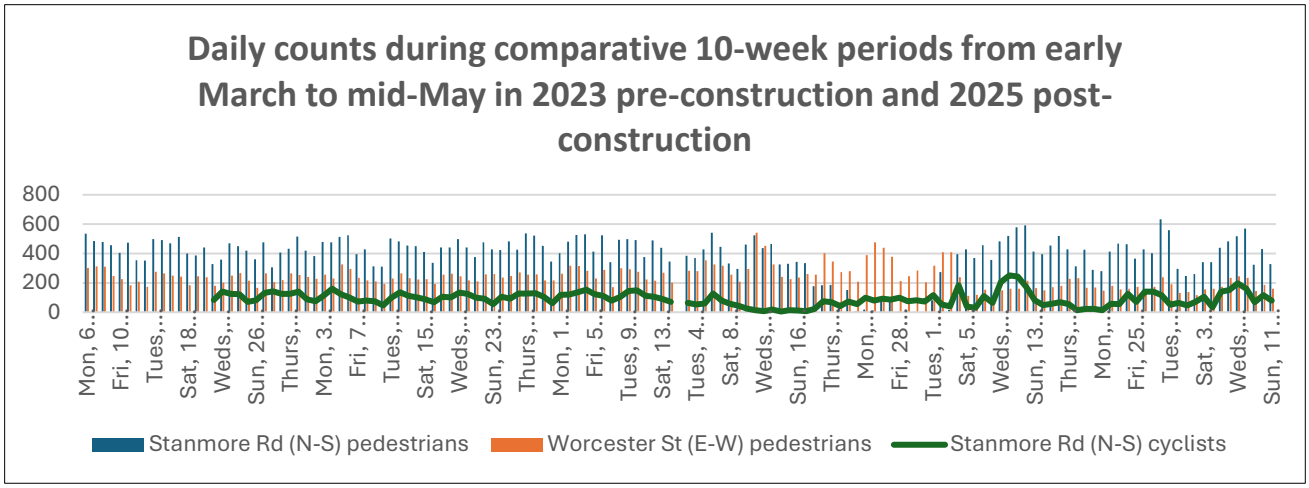
The top three *descriptors* used for Linwood Village also improved from 'Outdated,' 'Dirty' and 'Unpleasant' pre-construction to 'Reflects local character', 'Friendly' and 'Pleasant' post-construction.

The community survey showed that streetscape upgrade objectives have been achieved, with:

- the look and feel of its throughfare, Stanmore Rd, greatly improved and Linwood Village's character enhanced;
- vehicular, cycle and pedestrian safety improved;
- transport infrastructure improved across all transport modes, with a favourable shift towards active travel (also evidenced by the pedestrian and cyclist counts) and public transport; and
- a quality space created for people to 'seat, greet and meet'.

The monitoring objectives have also been met, with the perceptions and use of Linwood Village improved and understood. The findings of the 148 pre-construction responses in 2023 and the 128 post-construction responses in 2025 are shown in more detail below.

KEY FINDINGS: PEDESTRIAN AND CYCLIST COUNTS



This graph shows the preconstruction period up until the mid-point break in the data and post construction data after this point.

Pedestrian north-south movement: Pre-construction, movement along the eastern side of Stanmore Rd ranged from 306 to 538 per day. Post-construction, a dip in the last week of March may reflect pedestrian diversion during footpath repairs to the eastern side of Stanmore Rd north of the sensors at this time. Pedestrian counts subsequently picked up, ranging from 281 to 634, with a slightly lower low but a higher peak after delivery of the streetscape upgrade.

Pedestrian east-west movement: Pre-construction, movement along the northern side of Worcester St spanned from 166 to 325 per day. Post-construction, this had increased to 204 to 541 in the early March to early April period, but then dropped to 112 to 245 (below the general pre-construction level) from early April to mid-May. In light of the higher pedestrian movement north-south at this time, this could indicate a deliberate decision by east-west pedestrians enroute to a more diagonal destination to divert through and utilise the Linwood Village shopping centre.

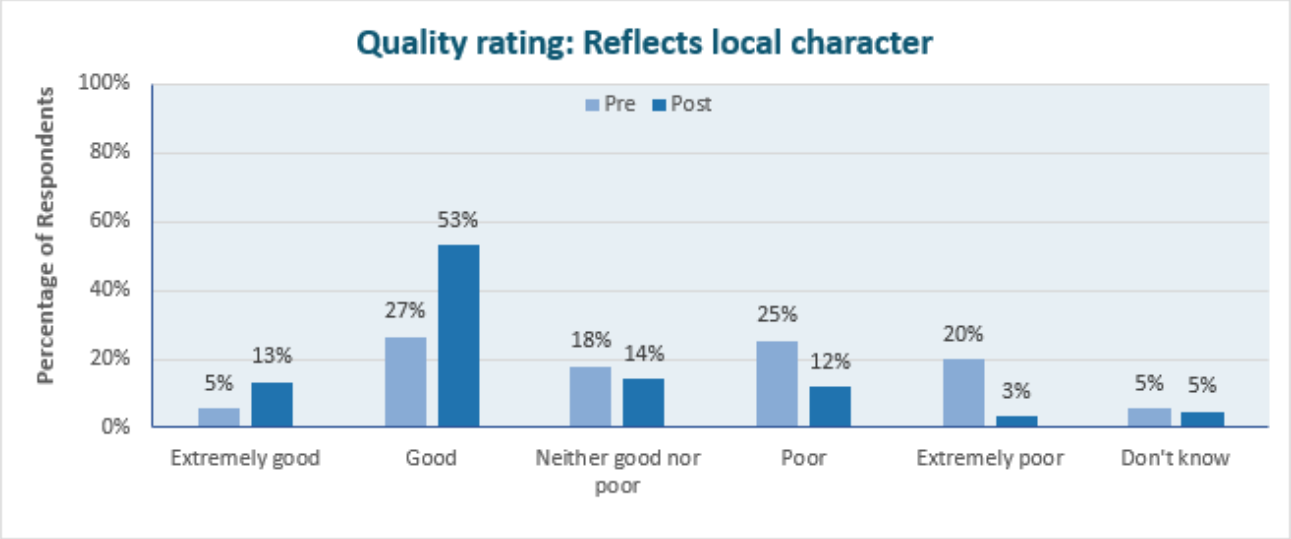
Cyclist movement: Pre-construction, the cycling numbers and pattern are very consistent with commuting via bike, with mid-week peaks up to 159 cyclists per day and weekend troughs down to 47. Post-construction, the pattern is more erratic, but with higher peaks of up to 251 and lower troughs of down to 5.

KEY FINDINGS: ACHIEVEMENT OF PROJECT OBJECTIVES

Improving the look and feel of the street

In terms of how the streetscape upgrade has improved the look and feel of the street, the percentage of respondents who disagree or strongly disagree that *the look and feel of Linwood Village makes it an appealing place to spend time* dropped significantly from 71% pre-construction to 15% post-construction. Conversely, the percentage of respondents who agree or strongly agree that Linwood Village is an appealing place to spend time increased from 14% pre-construction to 56% post-construction.

Building on the village's character

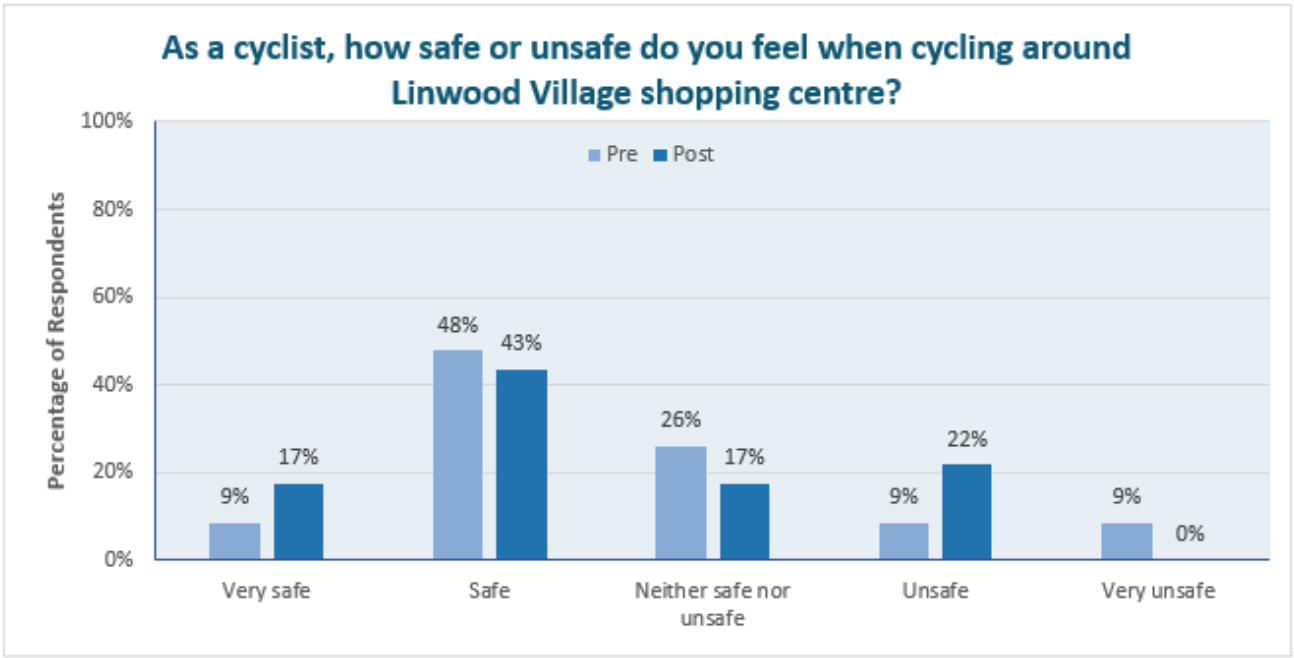


The percentage of respondents who considered the streetscape upgrade *reflects local character* positively (good or extremely good) increased from 32% pre-construction to 66% post-construction, with their negative assessment (poor or extremely poor) dropping from 45% pre-construction to 15% post-construction.

The proportion of respondents who rated the *identification of the shopping centre* also increased from 26% to 57%.

Improving safety

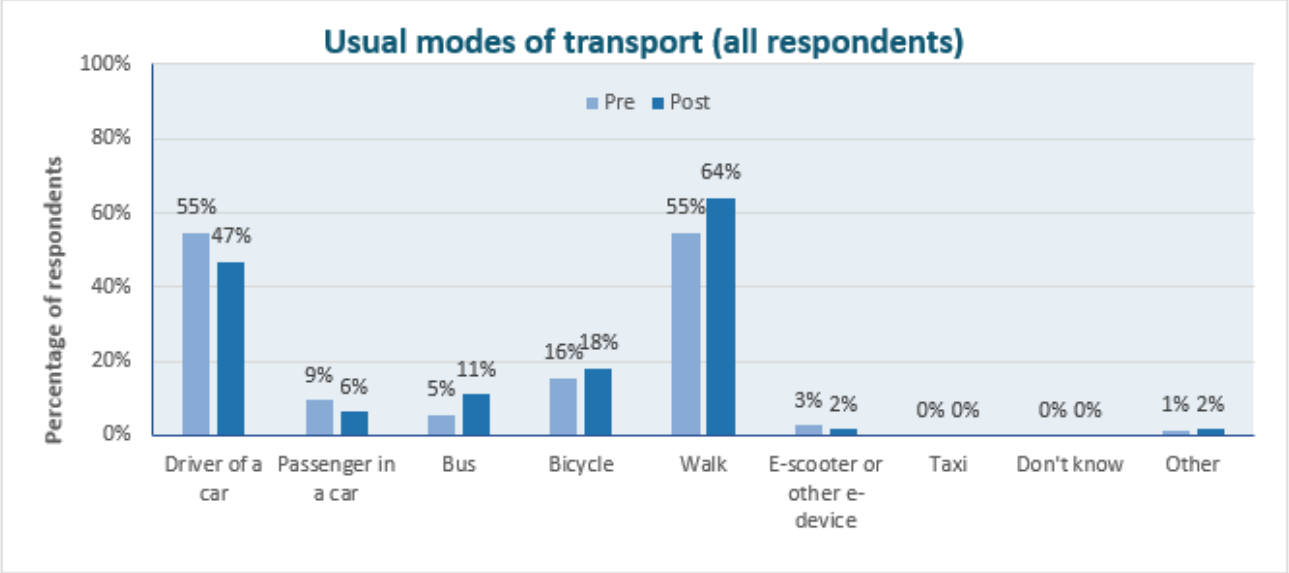
The percentage of respondents who feel safe or very safe when *driving through Linwood Village shopping centre* rose from 54% pre-construction to 79% post-construction. Meanwhile, the proportion of respondents who feel correspondingly unsafe or very unsafe dropped from 31% pre-construction to 7% post-construction.



Perceptions of *cyclist safety* have improved slightly overall since the streetscape upgrade, from 57% feeling safe or very safe when cycling through the shopping centre pre-construction to 60% post-construction. Interestingly, the proportion of respondents who feel unsafe when cycling through the shopping centre rose from 9% preconstruction to 22% post-construction, but those feeling very unsafe dropped from 9% to 0%. This may be because, while ideal, there wasn't enough space in the overall road width to achieve a separated cycle lane. However, the reduced speed of moving vehicles (to 30kph) post-construction results in inherently better safety outcomes, so cyclists are actually safer than they feel.

Perceptions of *pedestrian safety* rose from 30% of respondents feeling safe or very safe when walking around Linwood Village pre-construction to 64% post-construction, while the 44% of respondents who felt unsafe or very unsafe pre-construction fell to 15% post-construction.

Supporting good transport infrastructure



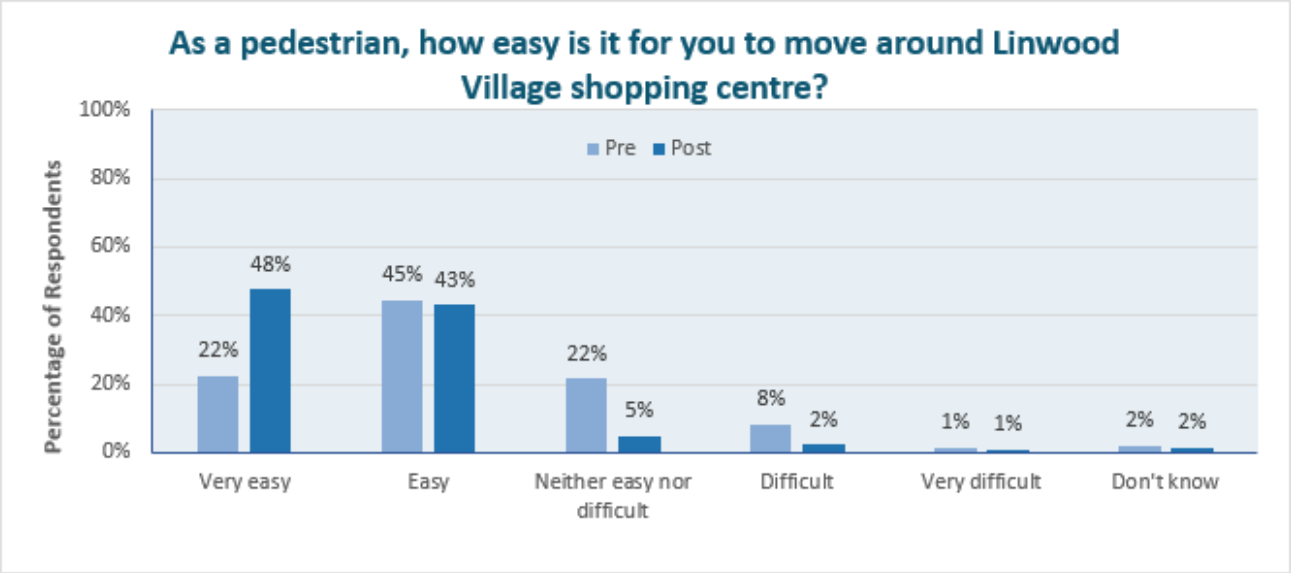
In terms of respondents' usual modes of transport to and from Linwood Village, the streetscape upgrade's support of good transport infrastructure across all modes has seen a favourable shift between them post-construction:

- The proportion travelling by car (either as a driver or passenger) dropped from 64% pre-construction to 53% post-construction;
- Those cycling rose slightly from 16% to 18%;
- Respondents who usually walk increased from 55% to 64%; and
- Bus passengers increased from 5% to 11%.

The quality rating for transport infrastructure features of Linwood Village's streetscape increased from pre-construction to post-construction as follows:

- Road functionality and safety rose from 36% to 75%;
- Vehicle parking rose from 31% to 45%;
- Cycleways rose from 24% to 56%;
- Cycle parking rose from 14% to 41%;
- Footpath surfaces rose from 36% to 86%;
- Width of footpaths rose from 55% to 87%;
- Safe crossing points for pedestrians rose from 49% to 80%; and
- Bus stops rose from 38% to 71%.

Creating a quality space for people

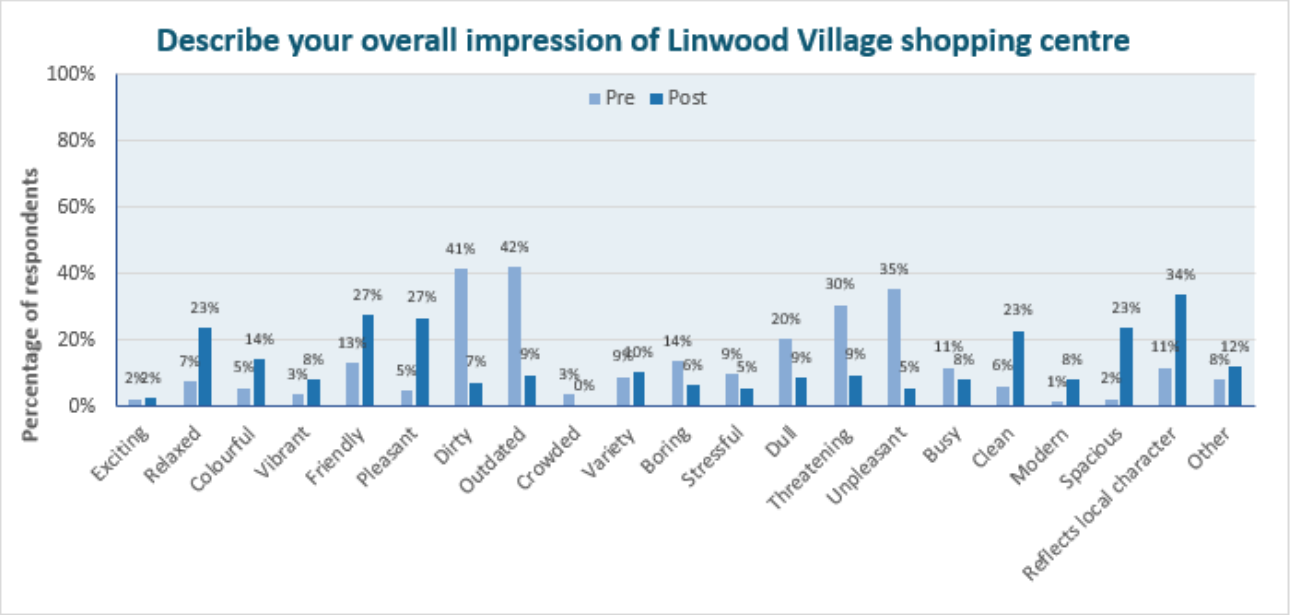


Respondents' assessment of how easy or very easy it is to *move around Linwood Village as a pedestrian* improved significantly as a result of the streetscape upgrade, from 67% pre-construction to 91% post-construction.

The quality rating for the amenity infrastructure features of Linwood Village's streetscape also increased from pre-construction to post-construction as follows:

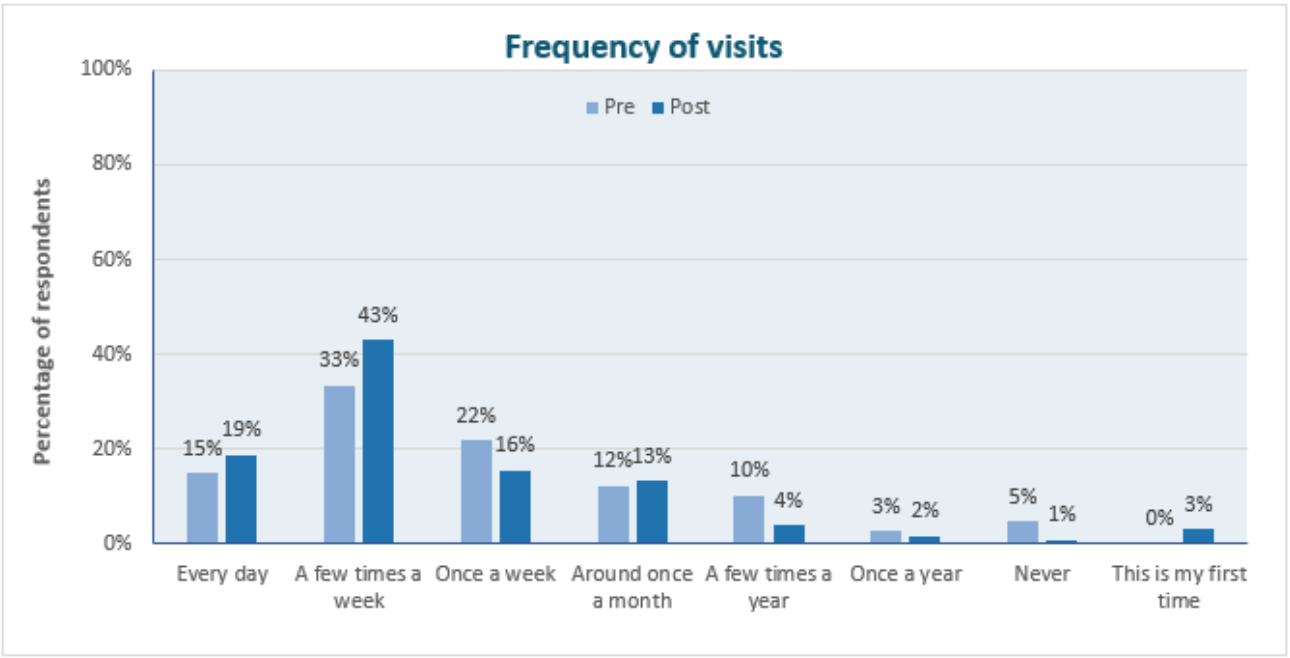
- Street planting rose from 20% to 74%;
- Street furniture rose from 13% to 61%;
- Availability of rubbish bins rose from 23% to 49%; and
- Street lighting at night rose from 30% to 46%.

KEY FINDINGS: IMPACT ON THE PERCEPTIONS OF LINWOOD VILLAGE

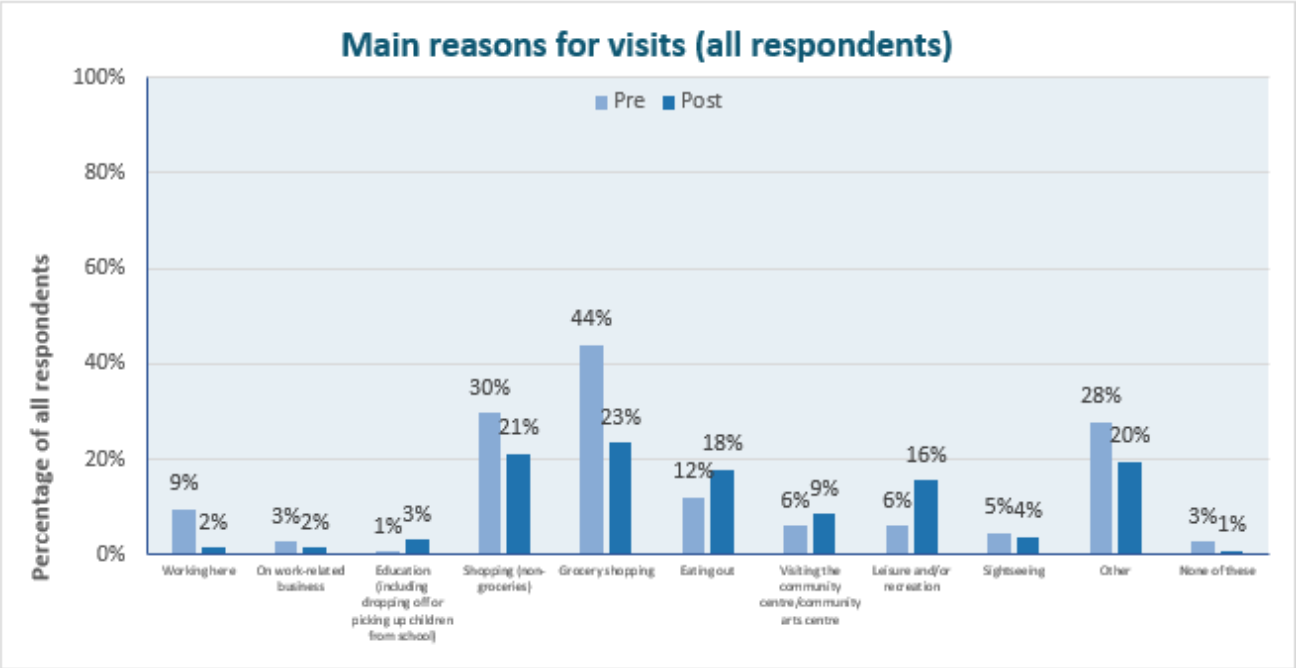


The streetscape upgrade has positively impacted the perceptions of Linwood Village. The respondents' top three descriptors used for Linwood Village improved from 'Outdated,' 'Dirty' and 'Unpleasant' pre-construction to 'Reflects local character', 'Friendly' and 'Pleasant' post-construction.

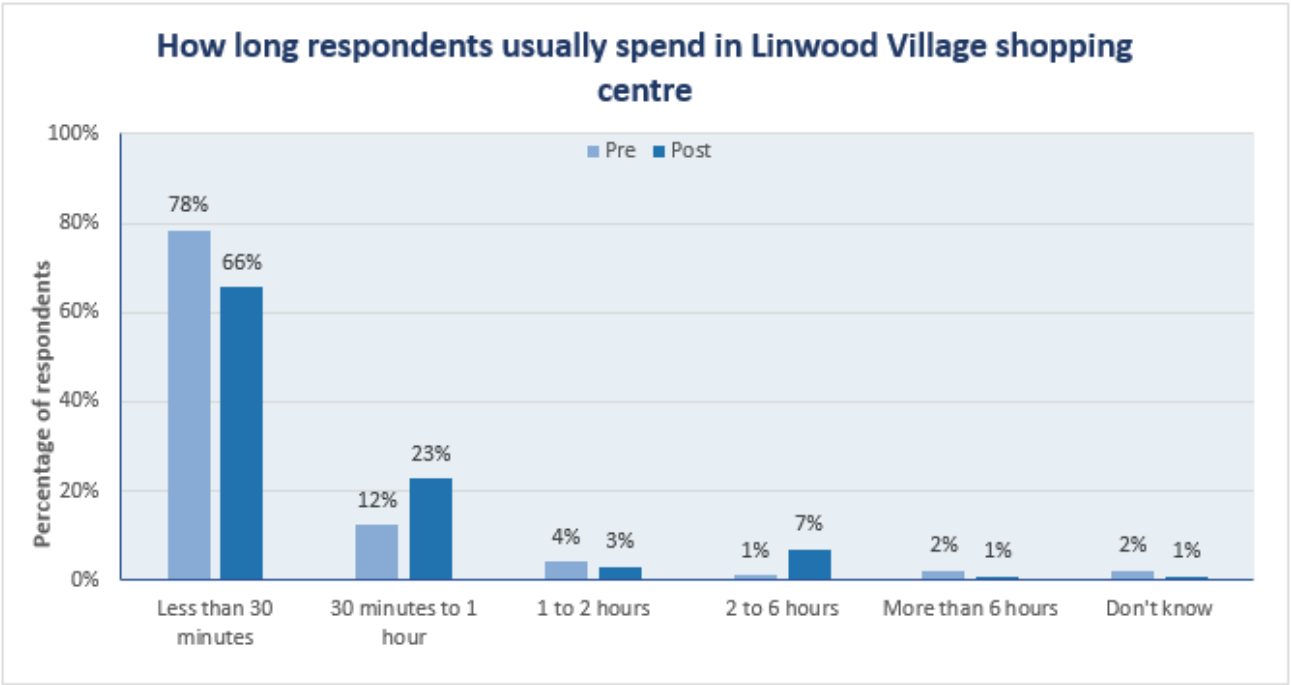
KEY FINDINGS: IMPACT ON THE USE OF LINWOOD VILLAGE



In terms of how the streetscape upgrade has impacted the use of Linwood Village, although respondents to both surveys were most likely to visit Linwood Village a few times a week, the percentage of respondents doing so rose from 48% pre-construction to 62% post-construction.



Pre-construction, respondents' main reason for visiting was for shopping (74%) – either grocery shopping (44%) or non-grocery shopping (30%). However, post-construction, respondents reported a wider range of reasons for doing so. Although shopping is still the most popular reason for visiting (44%) - grocery shopping (23%) or non-grocery shopping (21%) – eating out and leisure and/or recreation respectively rose from 12% and 6% pre-construction to 18% and 16% post-construction.



The percentage of respondents usually spending over one hour in the shopping centre rose from 9% pre-construction to 12% post-construction (with those spending two – six hours increasing from 1% to 7%), while the percentage usually spending less than 30 minutes there dropped from 78% to 66%.