

# Summarised Business owners parklet feedback report

Summary of responses as at Friday 19 February 2021

## Business owner parklet feedback report for Council

### Response count

	Count	Percent
Complete	113	90.4%
Partial	12	9.6%
Total	125	100%

### Does your business have a temporary parklet?

Value	Percent	Count
Yes	39.0%	48
No	61.00%	74
	Totals	122

### If you don't have a parklet, what is your business type?

Value	Percent	Count
Cafe and restaurant	23.50%	16
Other retail	14.70%	10
Fashion	13.20%	9
Bar and pub	11.80%	8
Professional services	8.80%	6
Grocery and fresh food	7.40%	5
Other	7.40%	5
Health care	5.90%	4
Hair and personal services	4.40%	3
Homeware	2.90%	2
	Totals	68

### If you do have a parklet, what type of parklet do you have?

Value	Percent	Count
On the street in one or more car parking bays	96.0%	46
In a laneway or side street that has been closed off	4.0%	2
	Totals	48

**Did you receive a \$5,000 Outdoor Eating and Entertainment Package Business Grant from the Victorian Government?**

Value	Percent	Count
Yes	79.0%	38
No	15.0%	7
Unsure	6.0%	3
	Totals	48

**Excluding any grants, how much money did you invest into your temporary parklet?**

Value	Percent	Count
None	4.0%	2
Between \$1 and \$1,000	10.0%	5
Between \$1,001 and \$5,000	29.00%	14
Between \$5,001 and \$10,000	29.00%	14
More than \$10,000	27.00%	13
	Totals	48

**If you do have a parklet, what do you like about your parklet?**

**Tick all that apply or write your own**

Value	Percent	Count
My customers love it	98.00%	47
Increased customer capacity for my business	96.00%	46
Increased revenue for my business	92.00%	44
Freedom to design and fit out the space myself	73.00%	35
Outdoor dining is safer than indoor dining (COVID-19)	83.00%	40
Creates a positive vibe/atmosphere for the area	92.00%	44
Council supporting local businesses	81.00%	39
Better use of public space	92.00%	44
No permit fees	73.00%	35
Other	13.00%	6

**If you do have a parklet, what do you like about your parklet?**

**“other” responses**

Customers continually ask if we can make it a permanent feature.

Helps activate our shopfront so people now know we are there

Hoping it may continue past March 31

Reduces traffic in the area

Enables instant flexibility to lockdowns as we have seen this week

It gives the area character and it's own vibe that has the potential to put us on the dining map far and wide

***If you don't have a parklet, what do you like about the temporary parklets in Yarra?***

**Tick all that apply or write your own**

Value	Percent	Count
Creates a positive vibe/atmosphere for the street/neighbourhood	70.00%	50
Better use of public space	56.00%	40
Council supporting local businesses	55.00%	39
Outdoor dining is safer than indoor dining (COVID-19)	48.00%	34
My customers love them	25.00%	18
Increased foot traffic to my business	21.00%	15
Increased revenue for my business	10.00%	7
Other	21.00%	15

**"other" responses**

Nothing

Absolutely unfair that several businesses were denied the use of parklets. No compensation either.

I find it unfair for those who can't use them, some businesses are doubling what they could hold before covid due to this system which is insane to me. Why should they get to hold more then they usually can without restrictions because they have access to parking spaces or other shop fronts when a lot of us can't and still have to survive under capacity?

I think they were necessary while hospitality venues had greatly reduced capacity's inside their businesses

Increased capacity for venue

It is a disaster as it takes away from valuable parking spaces for my customers

More vibrant streets and community atmosphere

My Customers have complained and don't like them.

Personally, we don't particularly like them and feel there is a lot of wasted space on footpaths

which has not been efficiently used which would have removed the requirement for introducing as many parklet spaces.

Restricts vehicular traffic

Worst city in Australia

**If you have a parklet, what economic impacts has your parklet had on your business?**

Value	Percent	Count
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Enabled me to continue trading	83.00%	39
Enabled me to keep my staff employed	96.00%	45
I didn't need to reduce trading hours/days	43.00%	20
I didn't need to increase trading hours/days	21.00%	10
Other	11.00%	5

**“other” responses**

Assisted in a reliable income post lockdown to approx. 90% of pre-covid meaning I could maintain staffing levels and continue with a similar product as before.

Creates a point of difference in our area.

Employ more staff

It has been hugely beneficial for our business (to be honest it probably saved us) and customers love it.

enabled me to trade at a similar and even improved capacity as before. With restrictions we can't have so many people inside.

**Thinking about your temporary parklet specifically, has your parklet increased your businesses revenue? If so, by how much \$ per month?**

Response	Count
\$500	2
\$1,000	2
\$2,500	2
\$3,000	2
\$4,000	11
\$5,000	11
\$6,000	2
\$7,000	2
\$7,500	2
\$8,000	2
\$10,000	11
\$15,000	7
\$17,000	2
\$20,000	9
\$24,00	2

**Total 46**

**Question to business owners with parklets:**

**By creating parklets we've had to temporarily remove some car parking spaces.**

**What impacts do you think this has had on your business and/or the surrounding area?**

Value	Percent	Count
Very positive impact	64.00%	30
Some positive impact	15.00%	7
No impact	19.00%	9
Some negative impact	2.00%	1
Very negative impact	0%	0
	Totals	47

### **Very positive impact**

It's created more opportunity for customers to experience our venue where previously we would often be at our capacity limit and not have enough seating.

Customer feedback has consistently indicated the additional outdoor space is something they'd like to see us retain, as it positively improves the ambience at the pub and the streetscape. The loss of the single car park has not been missed.

Closed street is now safer for the area. Residents are finding the street much quieter and more enjoyable

We are utilising 2 car spaces. Now about 20 people get to use that space at any one time during the day and into the night to socialise and enjoy in a safe and sunny outside environment

We are using 15mins car park spaces which are usually for people stops by anyway. Without the cars parking in front of our cafe, it surely gives us the exposure to the passing trades a lot more. It helps business a lot.

More people are coming to the area on foot and bicycle. With more people in the area, the shops are busier and the energy is great. The car parks we are occupying were mostly used by Uber drivers taking a nap anyway.

More people are coming to the area on foot and bicycle. With more people in the area, the shops are busier and the energy is great. The car parks we are occupying were mostly used by Uber drivers taking a nap anyway.

There are still plenty of empty spaces at all times of the day. I don't believe the parking has suffered.

Visually very appealing, customers love the extra space and safety they feel when dining outdoors. Makes us look open for business and just makes the area more lively in general. Zero complaints regarding lack of parking.

#### **Some positive impact**

Because locals are now even more willing to walk and the area has become an absolute amazing place to be out, enjoy food and drinks. I really believe the parklets have transformed Collingwood/Fitzroy into an even better place to be.

Because there is no shortage of parking around our business. So many side streets. The locals love it. It feels like a European city and it's really progressive

#### **No impact**

There is plenty of other parking for people to park at.

#### **Question to business owners without parklets:**

**By creating parklets we've had to temporarily remove some car parking spaces.**

**What impact do you think this has had in this location?**

Value	Percent	Count
Very positive impact	30.00%	21
Some positive impact	11.00%	8
No impact	18.00%	13
Some negative impact	18.00%	13
Very negative impact	18.00%	13
Unsure	4.90%	3
	Totals	71

#### **Very positive impact**

As much as this has taken away parking for my customers to my business, the positive impact outweighs the negative. I think that my clients enjoy the atmosphere more than needing a parking space. They either ride their bikes, take public transport etc..

Encourages less cars in Yarra. Yarra should introduce local mini buses to transport people through Yarra so they dont need to use their cars to the door of a restaurant or a business

These spaces offer better usage for a greater amount of people (rather than what one car space offers for one car)

**Some positive impact**

Fantastic idea, should be adopted every year during warmer months. Cooler months return the parking spots to use.

More seats at venues, creates slower moving traffic and less cars which draws more pedestrians as they feel safer.

**No impact**

No impact at all, parking was situational to begin with and the businesses need the extra space to maintain an income, who greatly outweighs the need for a 15 minute car spot!

**Some negative impact**

Limits parking options on the street especially for customers and deliveries

Customers voicing some little frustration at loss of parking in the vicinity of our business

Parking is difficult in City Of Yarra but probably not at the moment with only 50% of the workforce allowed back in the office. Not sure what will happen when it's 100%

**Thinking about vehicle traffic, how safe do you feel your parklet is?**

Value	Percent	Count
Very safe	91.00%	43
Somewhat safe	9.00%	4
	Totals	47

**Very safe**

It actually feels safer than having regular footpath trading with temp barriers. Having the bollards and a permanently erected solid barrier around the parklet creates a much safer divide between people and cars.

Concrete bollards, high visibility with umbrellas trees etc. Unless there was an intentional terrorist attack would be hard for a car to cause damage or injury

**Somewhat safe**

The concrete bollards have been hit twice (not serious - very low speed impacts by people doing U-turns in the street) all on occasions when we are not trading, so no risk to patrons and staff, but I think that even though they are huge covered in bright pink material they are in the blind spot when people u turn in the street - you can't help poor decisions by hasty/lazy people.

I think the council could provide some stronger barriers like the city of Melbourne has done. But blocks work pretty well though



**To business owners without parklets: Have you experienced any challenges with our temporary parklets? If so, what were these challenges?**

Parking!!!!

Yes they are a terrible idea as they take away from customer parking.

Negotiating the footpath needs improvement. Some hospitality premises have the road and the footpath covered in furniture so it's regularly difficult to Social Distance when passing pedestrians. The pedestrian width could be increased to solve this.

Many if not most are using them for drinking only and for smoking, which was not the intention. I support the ones that are used for dining but not drinking and smoking additions to businesses.

**To business owners with parklets, have you experienced any challenges with your temporary parklet? If so, what were these challenges?**

Some logistical issues with access to our business for deliveries & collections but nothing that can't be managed with a bit of pre planning.

Cost - we had to take out a loan and spent over \$30,000.

The design was hard but the council has been great as well as the government.

It took way too long to get approved (Two months) and I'm now just hoping I get to use our parklet properly.

We have not experienced any challenges. Our customers are enjoying it. The locals love it. We have had no complaints. Great for the area.

None. It has been one of the best things that has happened to our business and is a great dining area for our patrons. Under the tree, elevated off the ground it looks sensational for passers by and a great dining experience.

Heating and cover - we would like to invest more money in heating and permanent cover. However, have not been unable to do so due to the permit ending at the end of March. if the permit becomes permanent we will definitely invest in this area at our cost

Council placing a time limit reducing our willingness to spend money on it, and to plan for the future. The most recent lockdown clearly demonstrates how outdoor space must remain going forward.

To businesses with parklets, what days of the week is your business open?

	Open		Closed	
	Count		Count	
Monday	21	51.2%	20	48.8%
Tuesday	34	82.9%	7	17.1%
Wednesday	42	97.7%	1	2.3%
Thursday	43	100.0%	0	0%
Friday	43	100.0%	0	0%
Saturday	43	100.0%	0	0%
Sunday	38	88.4%	5	11.6%

Of the days your business is open, how often is your parklet used by customers?

Value	Percent	Count
More than 80% of the time we're open	62.00%	29
Between 60% and 80% of the time we're open	26.00%	12
Between 40% and 60% of the time we're open	9.00%	4
Between 20% and 40% of the time we're open	4.00%	2
Less than 20% of the time we're open	0%	0
Totals		47

To businesses without parklets, if the option was made available to your business type, would you consider applying for a parklet in the future?

Value	Percent	Count
Yes, on a temporary basis (during spring/summer months only)	14.00%	10
Yes, on a temporary basis (only if COVID-19 restrictions limit capacity in my business)	7.00%	5
Yes, on a permanent basis (year-round)	29.00%	20
No	50.00%	35
Totals		70

**Yes, on a temporary basis (during spring/summer months only)**

To create a different atmosphere that doesn't come uniquely from the hospitality industry. To have fair access to benefits that are otherwise only for hospitality.

It increases the amenity of the neighborhood.

**Yes, on a temporary basis (only if COVID-19 restrictions limit capacity in my business)**

Permanent or during spring/summer would be amazing

Customers vs cars? It's a no brainer. We want customers! Parklets would also be great for pop-up performances, fashion shows etc.

Because enriching the area and thereby assisting small business after such a difficult & challenging time is far more important than car parking.

**No**

Less appropriate for our business, but strongly feel increased outdoor dining adds value to the community and a permanent option should be considered.

Why would anyone want to sit in full sun on the bitumen with trams, ambulances, police vehicles thundering by, not three metres away.

My business does not require one. However, I absolutely love seeing them! I hope they stay permanently! It brings so many people into the area!!

Not all businesses have access to these parklets.

**To businesses with parklets, if we ran a similar initiative in the future, would you apply for a parklet again?**

Value	Percent	Count
Yes, on a temporary basis (during spring/summer months only)	11.00%	5
Yes, on a temporary basis (only if COVID-19 restrictions limit capacity in my business)	2.00%	1
Yes, on a permanent basis (year-round)	87.00%	41
No	0%	0
	Totals	47

**Yes, on a temporary basis (during spring/summer months only)**

We'd love to offer the space year round, however your current position of not allowing heating in the area (which does not make any sense) renders the space effectively useless over the winter months. COVID isn't going away, this is something we have to live with now, and we need to adapt the way we live. The parklet's have been a wonderful initiative for businesses and for the neighbourhood. It should also be a year round initiative – what do you expect businesses to do with all the infrastructure/furniture they've invested in if you remove the parklets? Many businesses invested their own money to make these spaces operational. Many would not have the space to store this additional furniture/infrastructure over winter without being able to place them out. Taking this away from businesses is penalising them when it's still an incredibly tough environment out there, and so fragile. We know it's safer to be outside, why not promote this?

**Yes, on a temporary basis (only if COVID-19 restrictions limit capacity in my business)**

Money is still very tight from no income for most of 2020 so we couldn't afford it all year round yet.

**Yes, on a permanent basis (year-round)**

Increased sales, the pandemic is not over and won't be over instantly on 31st March, so I would feel safer having customers outdoors rather than crammed inside. There has been a huge increase of sales revenue for us because previously we didn't have enough capacity to cater for everyone.

Because it's the only way I can keep the business alive and pay all employees.

The vibes are very positive!! Customers love it, we love it!!! Why not?!?

It is making such great use of the space. The area feels much more vibrant with all of the outdoor dining. Like a European city. People come on bikes or with their dogs to enjoy a meal in the fresh air. We really appreciate the council taking the initiative to make it happen, and hope it is here to stay.

We honestly believe this is the future of drinking and dining. Would happily pay annual fees to keep this ongoing all year round

beautifies and cleans up the suburb, provides a social presence in troubled drug areas, allows safe trading during COVID, allows greening of the city

**To businesses with parklets, how much would you be willing to pay (per month) to retain your temporary parklet?**

Response	Count
\$0	42.00%
\$500	44.00%
\$1,000	7.00%
\$1,500	2.00%
\$2,000	2.00%
\$5,000	2.00%

**To businesses without parklets, how much would you be willing to pay (per month) for a temporary parklet?**

Response	Count
\$0	44.00%
\$500	28.00%
\$1,000	13.00%
\$1,500	9.00%
\$2,000	3.00%
\$10,000	3.00%

**Any additional feedback?**

We would be happy to pay annual fees to keep the parklet given we invested \$40,000 building it, we are also wanting to recover from restricted trading in 2020 and recoup the parklet investment

Park let pricing should be the same as outdoor seating permits , by the amount of tables chairs etc

Thank you for your support!! We would love to keep the parklet whilst social distancing is still enforced. Staying in business would be almost impossible without it which is evident when looking around the city. I consider ourselves to be very lucky and fortunate to have the opportunity to use the space. We are all very grateful.

From my perspective, this parklet has saved my business. It has been warmly received by the community with over 300 customers signing a petition to keep the parklet as a permanent arrangement.

As a new business the parklets have kept us alive and viable. Without them the new indoor social distancing mandates would have seen us shut our doors for good. People love the space and feel safe out there. Coming back into flu season its fantastic to be able to offer our customers a much safer dining experience.

It greatly disadvantages businesses that don't have access to these additional spaces . But for those fortunate to have access it's a great option

From what I have observed the vast majority of temporary parklets are extremely underused so I would wonder why they would be considered as a more permanent addition. The funding for these as grants from council could have been better used I think. Also, the introduction of these more permanently would be an unfair and anti competitive advantage for those businesses that have them over venues that cannot because of where they are located, in addition to those that have spent large amounts of money on permanent outdoor spaces within their own premises. Also, there seems to be some concern from residents that the process for allowing these have been rushed and that many residents have not been properly consulted.

Most Parklets are empty most of the time. Many of these businesses trade limited days and hours. Perhaps we need to look at shared parklets rather than one each for cafes and bars? A balance needs to be struck somehow so all residents and all traders have amenity. (Ps: I wouldn't pay 500 dollars but the question above only gave 500 as the minimum)

We think they are great. Less cars, more people. Much better

I think it is great having these parklets available to businesses, even if I do find parking places hard to find. It is good to see people out and about relaxed and enjoying themselves after the COVID restrictions were lifted.

If you are looking to attract amazing businesses and ensure CoY is one of the greatest LGAs to live in, why would want to charge for this? Stop moving "traffic management" instruments around endlessly and use the money saved to fund this program.

