



Understanding the Future of Outdoor Dining Parklets and Pop Up Parks

Engagement Recommendations
Report

June 2022

Conversation Co.

 **Banyule**
CITY COUNCIL



Executive Summary

This report provides recommendations for Council based on the key findings from community engagement conducted during April-May 2022 to determine the longer-term future of the outdoor dining parklets, and the visitor experience at the pop-up parks. As this engagement report is primarily a Recommendations report, the Executive Summary will contain a general overview of the key engagement findings.

Overall 389 people participated in the community engagement activities - there were eleven telephone interviews with businesses; four place-based pop-ups at outdoor dining parklets and pop-up parks and an on-line survey for completion by local residents, visitors and businesses. The majority of participants were Banyule residents (79%) from 17 different suburbs primarily Ivanhoe, Heidelberg, East Ivanhoe, Eaglemont and Greensborough. Business owners made up 8% of the engagement participants, workers 7% and visitors to Banyule, 4%.

Key Findings - Pop-up Parks

Reported visitation was highest at the Ivanhoe Library and Cultural Hub (53%) particularly by people aged 45-64 years or 65+ years; and Ivanhoe residents. Visitation was substantially lower for Greensborough Walk (13%) and Burton Crescent, East Ivanhoe (7%). The low visitation number for the Burton Crescent pop-up park was expected given that the site opened on 28 April, halfway through the engagement period. Just over half of all survey respondents had visited one pop-up park (55%) whilst 29% had not visited any of the pop-up parks.

The benefits of the Ivanhoe Library and Cultural Hub pop-up park were recognised by the majority of participants (from 73% to 79%) - it helps to create a feeling of community, attracts visitors from outside Banyule, is a good spot to meet with friends/family, encourages people to shop local and is easy to park nearby. Many participants had not yet visited Greensborough Walk (60%) and a much smaller percentage of the park's visitors recognised the benefits of the park (from 12% to 18%).

Most businesses reported that the parks had made positive impacts on their own business or had no impact on their business. The noted positives were that people are attracted to the parks to sit down, to chat with others, and to eat or drink coffee. Only two businesses responding to the on-line survey reported that the parks had a negative impact on their business. Some of the individual businesses or Trader Associations representatives who participated in the telephone interviews were

more critical, citing the loss of car park spaces (Burton Crescent) and a lack of consultation about the location of seating and planting.

Engagement participants suggested potential improvements to each of the pop-up parks:

- Greensborough Walk - add food trucks and/or coffee carts, more creative design and look, repositioning of seating and planters.
- Ivanhoe Library and Cultural Hub - more comfortable seating, rubbish bins shade.
- Burton Crescent, East Ivanhoe - more community spaces, improved amenities e.g. public toilets, improved pedestrian safety.

Key Findings - Outdoor Dining Parklets

The outdoor dining parklets are currently clustered in the southern part of the Banyule municipality in Upper Heidelberg Road, Ivanhoe; Burgundy Street, Heidelberg; and Silverdale Road, Eaglemont.

The frequency of visitation is affected by a number of factors other than the appeal of the parklet itself, such as the opening hours of the adjoining food premises and the type of venue (pub, restaurant, cafe, takeaway food) which attracts particular patrons. As expected, parklets outside cafes or take-away food businesses were more frequently visited than the parklets outside restaurants and hotels. Outdoor dining parklets, understandably, attracted higher proportions of residents who lived locally in the same suburb. Patrons aged 25-44 years were more likely to report regularly visiting the four parklets in Burgundy Street whereas patrons aged 45-64 years were more likely to report regularly visiting the parklets in Ivanhoe and Eaglemont.

The residents, visitors or workers who participated in the community engagement activities were overwhelmingly positive about the outdoor dining parklets, noting (in their own words) how they add to the community atmosphere, are good for business in the area, allow for COVID-safety and are a better use of space compared to car park spaces. Only 5% spontaneously mentioned the loss of car parking spaces as a negative outcome of the outdoor dining program.

Residents, visitors and workers were asked in the on-line survey if the availability of parking had changed in any way compared to pre-COVID-19 conditions - 64% reported no change in parking availability or time it takes them to find a park, with only 13% reported that parking availability was worse.

When asked about their opinions about the outdoor dining program, seven of the individual businesses interviewed were generally supportive and saw the uptake of the program as part of a change process. However the two representatives from the Ivanhoe Traders Association were highly critical of the program in response to several interview questions, highlighting the inequity of the program's purpose and the loss of car parking spaces.

Of the 21 businesses who completed the on-line survey, nine reported that the parklets had a positive impact on their business, five reported that the parklets had a negative impact on their business with the remainder saying the parklets had no impact or were too far away from their own business.

Engagement participants suggested potential improvements to each of the outdoor dining parklets. Common themes across most or all parklets were the addition of outdoor heating and covers/enclosures for cold and wet weather, Council to grant permanency, and an expansion of the parklet 'footprint' or new parklet locations added in Banyule. Removal of the parklets was usually mentioned as the fourth or fifth most common "improvement".

Regarding Council's pending decision on the future of the outdoor dining parklets, the consistent view was that Council should expand the program to other locations, improve the parklets for use in colder weather, or just keep the original parklets as they are currently (same locations, no expansion).

There was a range of views from businesses about future funding models and any future process for seeking additional outdoor dining parklets. Of the 32 businesses, ten believed that businesses who directly benefit should fully fund the costs and ongoing maintenance and another eight proposed an alternate option that the relevant businesses and Council should share the costs by formal agreement. A number of options were mentioned for new businesses seeking additional outdoor dining parklets including consulting with the Traders Associations, conducting an annual expression of interest/application process with a set Council budget or assessment on a case-by-case basis.

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1. Introduction

In response to the impact of COVID-19 restrictions on the hospitality sector, the Victorian Government introduced a Temporary Outdoor Dining Initiative. This Initiative encouraged local councils to support the implementation of temporary extended outdoor dining spaces, including the installation of parklets and pop-up parks. Following community consultation in April 2021, Council approved the extension of the outdoor dining initiative through to 30 June 2022.

In 2022, Council conducted a second round of engagement to determine the longer-term future of the outdoor dining spaces (parklets) and visitor experience at the three pop-up parks. The Greensborough Walk park opened for use in November 2021, Ivanhoe Library and Cultural Hub park in mid-January 2022, and Burton Crescent park opened on 28 April 2022.

2. Methodology

Engagement Objectives

The objectives of the research and engagement program were to:

- Determine local community/visitor usage of each of the outdoor dining parklets and the three pop-up parks
- Gather perception of benefits (and any negative outcomes) of each of the outdoor dining parklets and the three pop-up parks
- Gather ideas to maximise usage of the outdoor dining parklets and the three pop-up parks
- Understand the conditions under which the outdoor dining and space activation program could continue.

Community engagement was conducted from 4 April to 22 May 2022. The Outdoor Dining Parklets and Pop-Up Parks project was hosted on the *Shaping Banyule* engagement portal, at <https://shaping.banyule.vic.gov.au/OutdoorSpaces>. Project promotion and communications were conducted by Council with support from Conversation Co. Promotional flyers and posters were delivered to individual businesses in Ivanhoe, Eaglemont, Heidelberg, Greensborough and East Ivanhoe.

Methodology

The engagement activities for the project were:

- Eleven telephone interviews (average of 30 minutes duration) with businesses located next to parklets/pop-up parks and a sample of Trader Association representatives.
- Four place-based pop-ups (of 120 minutes duration) over two days at outdoor dining parklets and pop-up parks (during school holidays and during school term) to reach different visitors and users.
- On-line survey for completion by local residents, visitors and businesses.

Key Engagement Questions

For residents and visitors to the outdoor dining parklets and pop-up parks, the key questions focused on:

- Visitation to the outdoor dining parklets and pop-up parks
- Assessment of benefits of pop-up parks and improvement ideas
- Positive and negative aspects of the outdoor dining parklets and improvement ideas
- Views about the future of the outdoor dining program.

For businesses (located next to parklets/pop-up parks and wider locations), the key questions focused on:

- Positive and negative impacts of the outdoor dining parklets and pop-up parks on own business
- Views about the future of the outdoor dining program
- Improvement ideas for the outdoor dining parklets and pop-up parks
- Funding options for the outdoor dining program if continued.

3. Who Participated?

Figure 1 shows a summary of the engagement activities which involved at least 389 participants (attendance at the four community consultations may have been higher than estimated).

The on-line survey was open to any residents, visitors or businesses interested in providing feedback - overall there were 334 surveys completed by 281 residents, 13 visitors to Banyule, 21 business owners and 19 workers in Banyule.

Figure 1: Participation by Engagement Activity

On-line Survey 334 surveys completed – 281 residents, 13 visitors, 21 business owners and 19 workers	Community Pop-ups At least 44 participants 195 unique comments received Four video vox pops produced
Business Interviews Eleven telephone interviews: Businesses located next to pop-up parks or next to outdoor dining parklets Business with outdoor dining parklet Trader Associations representatives	Project Promotion (Conversation Co) Social media artwork (4 images) 1000 Project Flyers (A5) 20 Project Signs (A4 corflute for display at sites) Printed images of parklets and parks

Of the 21 business owners who completed the survey, four businesses had outdoor dining parklets. The types of businesses were classified as Accommodation and Food Services (4), Administrative and Support Services (1), Arts and Recreation Services (1), Financial and Insurance Services (1), Professional, Scientific and Technical Services (3) and Retail Trade (10). Geographically the businesses were located in Ivanhoe (8), Heidelberg and East Ivanhoe (4 each), Rosanna and Eaglemont (2 each) and Heidelberg Heights.

The four community consultations (pop-ups) were held in two of the parks (Greensborough Walk and Burton Crescent, East Ivanhoe) and outside two of the outdoor dining parklets (Burgundy Street, Heidelberg and Upper Heidelberg Road, Ivanhoe). It is estimated that a minimum of 44 people participated in these discussions (that is 44 people completed the personal details postcards). Visitor attendance at the Greensborough Walk Easter event was low.

Eleven telephone interviews were conducted with a range of individual businesses and four Trader Associations representatives. The individual businesses were a mix of businesses located next to the three pop-up parks (five businesses) or near outdoor dining parklets (one business), and one business using an outdoor dining parklet.

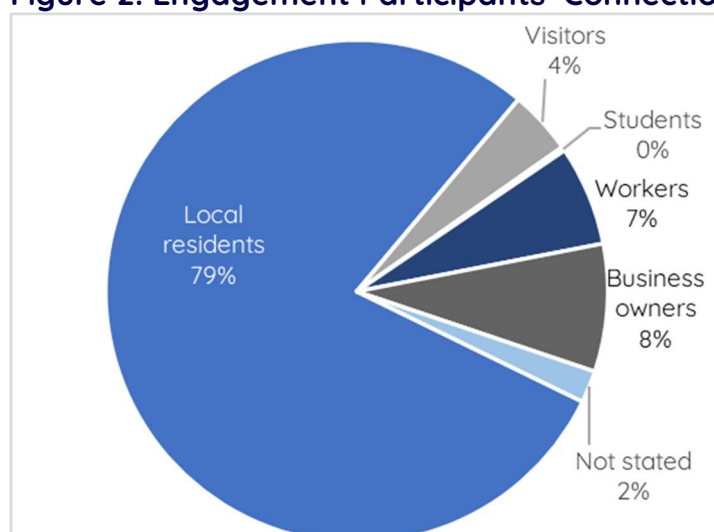
Across the three engagement activities, the majority of participants were Banyule residents (79%), business owners (8%), workers (7%) or visitors to Banyule (4%). Given the small numbers of workers and visitors in the survey feedback (and the high number of local residents), further analysis by participants' connection to Banyule would not yield any valid insights.

Engagement participants (pop-ups and on-line survey) lived in 17 different Banyule suburbs or came from one of 14 suburbs outside Banyule. Ivanhoe residents made up 18% of the participants, Heidelberg residents 16%, East Ivanhoe residents 8%, Eaglemont residents 5% and Greensborough 3%. Further analysis by the suburb of residence will focus on Ivanhoe, Heidelberg and East Ivanhoe as these suburbs had at least 30 survey respondents each.

Table 1: Participants' Connection to Banyule by Engagement Activity

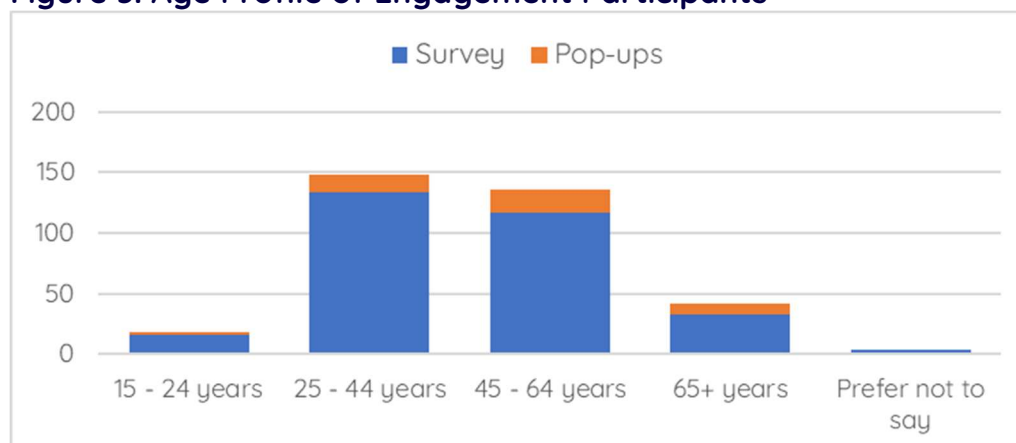
Connection	Interviews	On-line Survey	Community Pop-up Sessions	TOTAL
Local residents	-	281	26	307
Visitors	-	13	3	16
Students	-	0	1	1
Workers		19	6	25
Business owners/Trader reps	11	21	0	32
Not stated/known	-	-	8	8
TOTAL	11	334	44 (min.)	389

Figure 2: Engagement Participants' Connection to Banyule



A large percentage of engagement participants (pop-ups and on-line survey) were aged 25-44 years (43%) or 45-64 years (39%). Young adults aged 15-24 years made up 5% of participants and 12% were aged 65 years or over.

Figure 3: Age Profile of Engagement Participants



Note: Total participants (n=348) as 30 participants did not provide age group details.

4. Key Findings

In this section of the report key findings are presented in tables with only brief commentary as this engagement report is primarily a Recommendations report.

Pop-up parks - Greensborough, Ivanhoe and East Ivanhoe

Table 2 shows the reported visitation to each of the three pop-up parks and some demographic sub-groups who were more likely to report visiting these parks. As expected the Ivanhoe Library and Cultural Hub had the highest visitation. Just under one-third of survey respondents (29%) had not visited any of the pop-up parks. The survey feedback relevant to the Burton Crescent pop-up park was limited as the Burton Crescent site opened on 28 April, halfway through the engagement period.

Participants who attended the face-to-face consultation sessions (community pop-ups) also answered a question about park visitation. However, it should be noted that two of the four sessions were conducted on-site at Greensborough Walk and Burton Crescent pop-up parks. Overall 28 participants answered the visitation question with 21 nominating Burton Crescent, 16 nominating the Ivanhoe Library and Cultural Hub, two nominating Greensborough Walk and two reporting that they couldn't remember which one they visited.

As an aside, the Conversation Co staff who conducted the face-to-face consultations reported that the terminology "pop-up park" was confusing for visitors to Greensborough Walk, and they also did not consider the Ivanhoe Library and Cultural Hub as a "park".

Table 2: Visitation to Pop-up Parks

Pop-up Parks	No. visited (%)	Higher percentage of:
Greensborough Walk	42 (13%)	Aged 25-44 years
Outside the Ivanhoe Library and Cultural Hub	166 (53%)	Aged 45-64 years, 65+ years Ivanhoe residents
Outdoors in Burton Crescent, East Ivanhoe	22 (7%)	NA - small sample
Visited one pop-up park	173 (55%)	Aged 45-64 years, Ivanhoe residents
Visited two pop-up parks	27 (9%)	NA - small sample
Visited all three pop-up parks	1 (<1%)	NA - small sample
Had not visited any of the pop-up parks	92 (29%)	Aged 25-44 years
Not stated	20 (6%)	NA - small sample
TOTAL	313	

Note: Survey respondents who were residents, visitors or workers (n=313), multi-response question for the three parks

Benefits of Pop-up Parks

Survey respondents who were residents, visitors or workers were asked to comment on particular benefits of the three Banyule sites (refer to Table 3). About half of the 313 survey respondents answered these questions (see sample sizes shown in brackets).

Table 3: Benefits of Pop-up Parks

Benefits of Pop-up Parks	Greensborough Walk	Ivanhoe Library & Cultural Hub	Burton Crescent
Good spot to meet with friends/family (n=200)	16%	76%	8%
Easy to access/park nearby (n=185)	18%	73%	9%
Helps create a feeling of community (n=186)	12%	79%	9%
Encourages people to use/shop local (n=183)	16%	76%	8%
Attracts visitors outside Banyule (n=152)	13%	78%	9%
Haven't been there yet (n=147)	60%	31%	10%

Note: Survey respondents who were residents, visitors or workers (n=313). Survey question was intended to be multi-response (answer for more than one park) but was set as single response.

Participants who attended the face-to-face consultation sessions (community pop-ups) also answered a question about park benefits:

- 22 participants mentioned the benefits of having outdoor spaces to use, with seating provided
- 9 participants mentioned positive sentiments about the parks without mentioning any specific elements
- 6 participants mentioned the benefits of having greenery to combat the look and heat of the surrounding concrete areas
- 3 participants mentioned the safety benefits of having a pedestrian-friendly area and less car parking activity
- 3 participants mentioned the improved sense of community created in the parks
- 2 participants mentioned the potential of the parks to attract shoppers to local businesses.

The individual businesses and Trader Associations representatives who participated in a telephone interview were asked about their personal visits to other pop-up parks in Banyule and six of the seven people interviewed had not visited any other parks. When asked about their broad opinion about the pop-up park concept for Banyule, they said:

- *I think that would be a great idea to have more. If businesses and precincts like them (Trader Association representative).*
- *I think they're great. Depends on the area, how much space they take up and the look of the pop-up park. As long as it fits in with the personality of the area (Trader Association representative).*
- *I think it's a good idea. For the people complaining about car parks, just walk 10 to 20 minutes to get to another car park (East Ivanhoe business).*
- *I think it's a good idea. Makes the area more enticing to spend time in, especially when the weather is good. People are out and about which is nice. Good vibe (Greensborough business).*
- *I frequently use this park and believe there would be a benefit to the community to have more around (WaterMarc in Greensborough).*

The interviewees were also asked for their views about the value of having a pop-up park in their shopping centre - they said:

- *The overwhelming response has been so great. Being able to have that extra space has been phenomenal during COVID (Trader Association representative).*

- *I think it revitalises the area. That's the key, then it also turns it into a nice environment to meet. There is a café that looks out to the area and I can't comment on whether it has improved business, but I think more people are using the area (Trader Association representative).*
- *The parklets for each business are fine, but not when parking spaces are taken away. The pop-up park shouldn't be there. You shouldn't be pulling out trees to just replace with new ones (East Ivanhoe business).*
- *Most people see that the Council is doing something. The first impression is it's good (East Ivanhoe business).*
- *I think it's really good, I've not heard any negative feedback really (aside from ATM), people often comment that it's a great idea (Greensborough business).*
- *People love the seating and love sitting out there. People have commented they enjoy being part of nature at the Library. Highly valuable in summer (Ivanhoe Library).*
- *I think it's great, I've been working in this building for seven years, it's the first time we have had something like this. Looks much nicer, and creates more connected space (WaterMarc in Greensborough).*

Positive and Negative Impacts of Pop-up Parks

Businesses who answered the on-line survey were asked to rate the impact (positive or negative) on their own businesses due to the improvements made to create the three parks. Of the 21 businesses who completed the survey,

- 6 reported that the parks had a positive impact on their business
- 6 reported that the parks had no impact on their business
- 2 reported that the parks had a negative impact on their business
- 6 reported that the parks were too far away from their own business.

The individual businesses and Trader Associations representatives who participated in a telephone interview were asked about their personal observations of the impacts of the park in their area. Table 4 below summarises their observations and comments.

Table 4: Impacts of Pop-up Parks

Impact	Comments
Positive Impacts (n=5)	<ul style="list-style-type: none"> ● Creates a much nicer space visually, more people sitting out there having a chat, has increased business, provided more space (Greensborough Walk)

	<ul style="list-style-type: none"> Has brought people to that space, having coffee and waiting for a friend, during summer people sitting under the trees, families coming to return library items, supported local traders, seen people out there eating food, people reading books (Ivanhoe Library) Nice to see people out there, seats encourages people to hang out (Greensborough Walk) Can use for more 'activations' that bring people to the shopping precinct. More attractive amenity, a good community meeting space, seating is deceiving but it's very cleverly done, materials used were good quality (Burton Crescent) Everyone says how nice it looks, makes it connect with nature, looks like Council is doing something, not many people used the car parks anyway (Burton Crescent)
Negative Impacts (n=6)	<ul style="list-style-type: none"> If anything, loss of the car park spaces. Nobody has raised this in a big way, don't think people are going to miss them (Burton Crescent) Taken away business from us, waste of money, nothing there that is inviting for people to sit there, two bench seats that face the wall, not a nice garden, people that want to stop by and have a coffee but they can't now, should have left the car parks, a waste of space, it has given the wine bar slightly more space, but taken car parks away from others, get rid of half the planter boxes, trees don't bring people - tables and chairs do (Burton Crescent) May hear one or two people complain, most people like it, 98-99% of people like it (Burton Crescent) Only negative is one of the seats outside our business is close to an ATM, elderly customers withdrawing money from the ATM worry around safety, table and chairs set could be moved (Greensborough Walk) In colder weather people aren't using it as much, not really a big issue, really don't see any negatives (Ivanhoe Library) Taken over space previously used for outdoor activities, now the area is too small – negative impacts on shade/rain, want to be consulted about placement of plants (Greensborough Walk)
No Impact (n=1)	<p><i>eg. may have expected something to change but didn't eventuate</i></p> <ul style="list-style-type: none"> Communal tables were communicated to us, but never delivered (Burton Crescent).

Improvements to Pop-up Parks

Participants who attended the face-to-face consultation sessions or answered the on-line survey were asked about their suggested improvements to the three parks (refer to Table 5)..

Table 5: Suggested Improvements to Pop-up Parks

Greensborough Walk (n=26)	Ivanhoe Library and Cultural Hub (n=94)	Burton Crescent (n=27)
Food trucks/coffee carts (6)	Positive sentiment/no improvement suggested (21)	More community spaces without parking loss (3)
Creative design and look (5)	More seating, more comfortable (6)	Improved amenities - bike rack, public toilets (3)
Positive sentiment/no improvement suggested (5)	Rubbish bins (5)	Improve pedestrian safety - make a mall, bollards, slow down cars (3)
More greenery/landscaping (4)	Shade in summer/heating in winter (5)	Interactive childrens area (3)
Programming of events (4)	Garden maintenance/watering (3)	More greenery/landscaping (2)
Interactive childrens area (3)	Negative sentiment/no improvement suggested (3)	Extend the area (2)
Shaded areas (2)	Negative feedback about outdoor dining parklets (3)	Shade in summer/heating in winter (2)
Other single comments (4)	More promotion by Council (2)	More seating (2)
	Other single comments (3)	One-way street/move infrastructure to other side (2)
		Other comments (4)

Note: Number of respondents in table heading, number of comments in bracket beside suggestion.

Participants who attended the face-to-face consultation sessions made some improvement suggestions about the parks (not site-specific) about similar things - their suggestions were:

- Beautify the parks “by ensuring the trees are alive”, and landscaping.
- More bins for recycling and rubbish.
- Prefer traditional bench seats with a backrest not park bench style, “slats allow them to dry quickly but the wood ones stay wet longer”.
- Provide an interactive area to keep kids occupied.
- Weatherproofing - shade from the harsh sun.

The individual businesses and Trader Associations representatives who participated in a telephone interview were asked about potential improvements to the parks:

- Burton Crescent - add umbrella shade, more tables and chairs, should have left at least two or three parking spaces.
- Greensborough Walk - repositioning tables and chairs, and planters (as previously noted under Negative Impacts).

Outdoor Dining Parklets

The outdoor dining parklets are clustered in the southern part of the Banyule municipality in Upper Heidelberg Road, Ivanhoe; Burgundy Street, Heidelberg; and Silverdale Road, Eaglemont. The Conversation Co staff who conducted the face-to-face consultations at Greensborough Walk reported that some participants did not know about the outdoor dining parklets and had never visited one.

The individual businesses and Trader Associations representatives who participated in a telephone interview were asked about their overall views about the value of having outdoor dining parklets in their area. When asked about their broad opinion about the outdoor dining concept for Banyule, they said:

- *There's value provided not taking car parking (Trader Association representative).*
- *I think it should stay, I quite like them and people get used to them. Initially, they might arc up about parking, but then you realise they belong here. In the beginning, I complained that this was where I parked, but I don't think that way now. You quickly forget. Top of Heidelberg has weatherproofing, that is definitely a plus. (Trader near to one outdoor dining parklet)*
- *It's a good idea, I think because of COVID the idea of dining out, people prefer to eat outside as much as possible, regardless of the weather. Don't know what the future holds for that (COVID), may come back. Hospitality from a suburban point of view, more people choosing fewer days to get out and rely on the feeling of being comfortable and safe (Parklet owner).*
- *The overwhelming response has been so great. Being able to have that extra space has been phenomenal during COVID (Trader Association representative).*
- *They should not continue. I am a representative of a large group of traders in the area and believe it is ridiculous to consider extending the initiative. There are businesses that have accepted the parklet, and of course they would, it's free, but it is not fair to other traders and the lack of parking as a result (Trader Association representative).*
- *I think the parklets are great, good to be able to eat outside when the weather is good. Issues with car parking sometimes, but they increase businesses' footprint (Ivanhoe organisation).*

The frequency of visitation is affected by a number of factors other than the appeal of the parklet itself, such as the opening hours of the adjoining food premises and the type of venue (pub, restaurant, cafe, takeaway food) which attracts particular patrons. It is expected that visitation patterns will be different for a restaurant that opens for lunch and dinner hours only, compared to a cafe or takeaway food business that is open for 10-12 hours per day.

Table 6 shows the frequency of visitation to outdoor dining parklets by survey respondents who were residents, visitors or workers. As expected parklets outside cafes or take-away food businesses were more frequently visited than the parklets outside restaurants and hotels.

Table 6: Frequency of Visitation to Outdoor Dining Parklets

Outdoor Dining Parklet	Frequency of Visits (percentages)					
	Never visited / not sure	Every day or weekly	1 - 2 times a month	Every few months	Couple of times a year	<i>Not stated</i>
Upper Heidelberg Road - Caffe Strada, Woodfire Pizzeria	23	16	27	14	12	8
Upper Heidelberg Road - Souva So Good, Gotham Doughnuts, Gelateria	27	12	27	12	13	9
Burgundy Street - The Alleyway cafe	25	25	19	11	5	15
Burgundy Street - Sir Henry Barkly Hotel	34	10	18	12	9	17
Burgundy Street - Little Black Pig & Sons	44	6	9	13	9	19
Burgundy Street - Elia Greek Tavern	44	4	11	13	8	20
Silverdale Road - Eaglemont Cellars	40	6	10	12	12	20

Note: Survey respondents who were residents, visitors or workers (n=313)

Table 7 shows the demographic characteristics of visitors to each parklet, for those who reported regular visits and those who reported no visits.

Table 7: Visitor Characteristics - Outdoor Dining Parklets

Outdoor Dining Parklet	Higher percentage of:	Higher percentage of:
	Never visited/ not sure	Visitor (regular or occasional)
Upper Heidelberg Road - Caffè Strada, Woodfire Pizzeria	Aged 25-44 years Heidelberg residents	Aged 45-64 years, Ivanhoe residents
Upper Heidelberg Road - Souva So Good, Gotham Doughnuts, Gelateria	Aged 65+ years (small n) Heidelberg residents	Aged 45-64 years, Ivanhoe and East Ivanhoe residents
Burgundy Street - The Alleyway cafe	Aged 45-64 years, 65+ years (small n) Ivanhoe residents	Aged 25-44 years, Heidelberg residents
Burgundy Street - Sir Henry Barkly Hotel	Aged 45-64 years, 65+ years (small n) Ivanhoe residents	Aged 25-44 years, Heidelberg residents
Burgundy Street - Little Black Pig & Sons	Aged 45-64 years, 65+ years (small n) Ivanhoe residents	Aged 25-44 years, Heidelberg residents
Burgundy Street - Elia Greek Tavern	Aged 45-64 years, 65+ years (small n) Ivanhoe residents	Aged 25-44 years, Heidelberg residents
Silverdale Road - Eaglemont Cellars	Aged 25-44 years, Heidelberg residents	Aged 45-64 years, Eaglemont and East Ivanhoe residents

Note: Survey respondents who were residents, visitors or workers (n=313). The abbreviation “small n” refers to a very small number of respondents.

Participants who attended the face-to-face consultation sessions (community pop-ups) also answered a simpler question about which outdoor dining parklets they had visited in the past six months. Again it should be noted that two of the four sessions were conducted on-site at The Alleyway cafe and Souva So Good.

Overall these 44 participants said they had visited the following outdoor dining parklets:

- Upper Heidelberg Road (Souva So Good, Gotham Doughnuts, Gelateria) - 21 participants.
- Upper Heidelberg Road (Caffe Strada, Woodfire Pizzeria) - 8 participants
- Burgundy Street (The Alleyway cafe) - 6 participants.
- Burgundy Street (Elia Greek Tavern) - 3 participants.
- Silverdale Road (Eaglemont Cellars) - 3 participants.
- Burgundy Street (Sir Henry Barkly Hotel) - 1 participant.
- Burgundy Street (Little Black Pig & Sons) - 1 participant.

In addition, five participants said they had visited an outdoor dining parklet but couldn't remember which one.

Perceptions (Positive and Negative) of Outdoor Dining Parklets

Participants who attended the face-to-face consultation sessions or answered the on-line survey were asked for their views about the outdoor dining parklets. Table 8 shows the positive or negative sentiments most commonly mentioned by participants.

Table 8: Visitors Perception of Outdoor Dining Parklets

Nature of Comment	Number of Comments (% of 357 participants)
General positive comments (eg fantastic, amazing, big fan)	126 (35%)
Positive - adds to community vibe/atmosphere, meeting places	97 (27%)
Positive - good for business, more trade for the area	23 (6%)
Positive - COVID-safety outdoors	18 (5%)
Positive - Better use of space compared to car parks	15 (4%)
Positive - Look attractive, adds visually to the area	8 (2%)

Positive - Makes area safer (cyclists, less anti-social behaviour)	4 (1%)
Positive - Family friendly, good for prams	4 (1%)
Negative - loss of parking	18 (5%)
Negative - not weather resistant enough during colder months	9 (3%)
Negative - not used, a waste of money	8 (2%)
Negative - unsafe sitting near the roads	7 (2%)
Negative - infrastructure needs to be improved	6 (2%)
General negative comments	3 (1%)
Negative - unfair advantage to some businesses, inequitable	2 (1%)
Negative - block/clog up footpaths	2 (1%)

Note: Survey respondents who were residents, visitors or workers (n=313) and participants at face-to-face consultation sessions (n=44). Multiple views may be provided by participants so total percentages will exceed 100%.

Businesses who answered the on-line survey were asked to rate the impact (positive or negative) on their own businesses due to the introduction of outdoor dining. Of the 21 businesses who completed the survey,

- nine reported that the parklets had a positive impact on their business
- two reported that the parklets had no impact on their business
- five reported that the parklets had a negative impact on their business
- five reported that the parklets were too far away from their own business.

Some businesses provided a comment about the nature of these impacts and these are summarised in Table 9 below. Table 9 also shows the impacts noted by the five individual businesses or Trader Associations representatives who participated in a telephone interview.

Table 9: Impacts of Outdoor Dining Parklets

Impact	Business Comments
Positive Impacts	<u>Businesses who answered the on-line survey</u> Has brought more people to the street/brings the bustling atmosphere to the streets Brings more new customers into the area/encourages local residents to support local businesses People like to sit outside in the fresh air and can maintain distance (COVID-safe)

	<p>Experienced a lot of positive impact with the community</p> <p><u>Businesses/Trader Associations interviewed</u></p> <p>Limited positives due to weather conditions and businesses not open during the day</p> <p>Good for business during COVID/offering outside dining as a point of difference</p> <p>Looks great and makes the street look lively</p>
Negative Impacts	<p><u>Businesses who answered on-line survey</u></p> <p>Parking for patrons must be a priority providing safe, secure, quick and easy access to and from parking spaces</p> <p>Two businesses have closed at 187-209 Upper Heidelberg Road since the parklets were introduced (and were parklet beneficiaries)</p> <p>Less parking for customers/parking in the street has been impacted/parking in Ivanhoe is difficult with lack of spaces</p> <p>Reduces the amount of available on-street parking during winter periods where people prefer to park closer, customers have said it's a deterrent</p> <p>Take up too much of the footpath</p> <p><u>Businesses/Trader Associations interviewed</u></p> <p>Received feedback that parklets are taking away directly from other businesses - customers can't park on the street and parklets not being utilised a lot so perception is parklets are empty and customers can't find parking. Parklets have divided the street - parklet owners versus all other traders. Parklets were forced on us, and the 2021 deadline was not honoured.</p> <p>Only meant to be there until 30 June 2021, weren't notified by Council about the extension, massive reservations, 9 out of 9 members voted against the extension.</p> <p>One of the parklets was quite large for one evening business, had three spaces and they didn't make it as useful.</p>
No Impact or Business Located Too Far Away	<p><u>Businesses who answered the on-line survey</u></p> <p>Only one outdoor dining area near me that is well controlled and unintrusive (no impact).</p> <p>Still reduced parking availability to our customers (too far away)</p> <p><u>Businesses/Trader Associations interviewed</u></p> <p>Don't experience any major parking issues as there is other parking available nearby, and most visitors walk.</p>

Improvements to Outdoor Dining Parklets

The top ten improvement suggestions are listed for each of the outdoor dining parklets in Table 10; however it should be noted that respondents commonly mentioned the same improvement suggestion for multiple sites.

Table 10: Suggested Improvements to Outdoor Dining Parklets

Outdoor Dining Parklet	Suggested Improvements or Changes
Upper Heidelberg Road - Caffe Strada, Woodfire Pizzeria (n=62)	Heating/covers/enclosures for cold and wet weather (17) Make permanent/longer period to operate (11) Positive sentiment but no changes suggested (10) No changes suggested (8) Remove them, return to car parks (6) Expand size of parklets or add parklets (4) Add more greenery/trees (4) Provide shade options (4) Review due to shops closing (3) Negative sentiment but no changes suggested (2)
Upper Heidelberg Road - Souva So Good, Gotham Doughnuts, Gelateria (n=58 surveys, N=8 pop-ups)	Heating/covers/enclosures for cold and wet weather (14) Positive sentiment but no changes suggested (12) Make permanent/longer period to operate (10) Remove them, return to car parks (7) No changes suggested (6) Expand size of parklets or add parklets (4) Make it feel safer re anti-social behaviour (4) Add more greenery/trees (3) Make more room on the footpaths (3) Provide shade options (3)
Burgundy Street - The Alleyway cafe (n=63 surveys, n=36 pop-ups)	Heating/covers/enclosures for cold and wet weather (24) Positive sentiment but no changes suggested (23) Make permanent/longer period to operate (13) Expand size of parklets or add parklets (7) No changes suggested (6) Remove them, return to car parks (6) More investment from Council (6) Provide adequate parking in nearby areas (6) Make it feel safer regarding traffic barriers (5) Reduce traffic speed, accessibility (4)
Burgundy Street - Sir Henry Barkly Hotel (n=40)	Positive sentiment but no changes suggested (10) Make permanent/longer period to operate (8) Heating/covers/enclosures for cold and wet weather (5) Remove them, return to car parks (4) No changes suggested (3) Add more greenery/trees (3) Expand size of parklets or add parklets (2) Reduce traffic speed, remove bollards (2)

	Negative sentiment but no changes suggested (1) Make more room on the footpaths (1)
Burgundy Street - Little Black Pig & Sons (n=36)	Make permanent/longer period to operate (6) No changes suggested (5) Positive sentiment but no changes suggested (5) Remove them, return to car parks (5) Add more greenery/trees (3) Heating/covers/enclosures for cold and wet weather (3) Negative sentiment but no changes suggested (2) Expand size of parklets or add parklets (2) Revitalise-look elsewhere for examples (2) Make it feel safer re crowding (2)
Burgundy Street - Elia Greek Tavern (n=34)	No changes suggested (6) Make permanent/longer period to operate (6) Remove them, return to car parks (5) Positive sentiment but no changes suggested (4) Heating/covers/enclosures for cold and wet weather (4) Expand size of parklets or add parklets (2) Add more greenery/trees (2) Provide shade (2) Negative sentiment but no changes suggested (1) Revitalise-look elsewhere for examples (1)
Silverdale Road - Eaglemont Cellars (n=45)	No changes suggested (9) Positive sentiment but no changes suggested (8) Heating/covers/enclosures for cold and wet weather (6) Make permanent/longer period to operate (5) Expand size of parklets or add parklets (5) Remove them, return to car parks (5) Negative sentiment but no changes suggested (2) Lighting for night (2) Make it feel safer re anti-social behaviour (2)

Note: Survey respondents who were residents, visitors or workers (n=313) and participants at face-to-face consultation sessions (n=44). Multiple views may be provided by participants so total percentages will exceed 100%.

Businesses who answered the on-line survey were also asked to suggest improvements to the outdoor dining parklets. Of the 21 businesses who completed the survey, seven suggested the following:

- two suggested that the parklets be closed and the car parking spaces restored
- two suggested that heating be provided in colder months
- Other improvements - prevents roofing or side walls (too dark), more cleaning of footpaths and emptying bins, ensuring all people can enjoy the spaces.

Two individual businesses or Trader Associations representatives (who participated in a telephone interview) suggested improvements to the outdoor dining parklets - one mentioned heating and cooling, lighting and shelter (have to be conducive to people wanting to sit in them) and watering of plants.

Parking Availability

Residents, visitors and workers were asked in the on-line survey if the availability of parking had changed in any way (compared to pre-COVID-19 conditions) assuming they usually travelled by car to the outdoor dining areas. In total 227 participants answered this question, from a possible 313 participants:

- 64% reported no change in parking availability or time it takes them to find a park.
- 17% were not car drivers and used other modes of transport.
- 13% reported that parking availability was worse than pre-COVID-19 conditions.
- 6% reported that parking availability was better than pre-COVID-19 conditions. Due to small sample size, further analysis of those who reported that parking availability was worse was not conducted.

Due to small sample size, further analysis of those who reported that parking availability was “worse” was not conducted.

Pending Council Decision

Table 11 shows the opinions expressed by various participants on the question of the pending Council decision about the future of the outdoor dining program. With the exception of the 21 businesses who answered the on-line survey, the consistent view was that Council should expand the program to other locations, improve the parklets for use in colder weather, or just keep the original parklets as they are currently (same locations, no expansion).

Table 11: Council Decision on Future of Outdoor Dining Parklets

Participants by Connection to Banyule	Council should keep them as they are currently are (No.)	Council should improve them for use during colder weather (No.)	Council should re-instate the footpath/car parking spaces (No.)	Council should provide more outdoor dining parklets (No.)	Council should add events and activities for shoppers (No.)
Residents - on-line survey	51	144	11	61	6
Visitors and workers - on-line survey	3	12	3	8	1
Dotmocracy activity at pop-ups	KEEP = 46	IMPROVE = 19	REMOVE = 1	EXPAND = 22	na
Postcards completed at pop-ups	11	18	0	19	na
Businesses - on-line survey	1	9	10	1	0
Businesses/Trader Assoc. reps - interviews*	6	6	3	8	6
TOTAL	118	208	28	119	13

Notes: Businesses/Trader Assoc. reps interviews and postcards completed at pop-ups - participants able to choose multiple options. Five options for Council were presented in the on-line survey, some of which could be combined with other options (eg. expand the program and provide cold weather protection) . However responses to this question were limited by a technical issue with the on-line survey - it was intended as a multi-response question however it was only collected as a single response question. Interpretation of the respondent's choice is that the option selected was their main preference. The "Dotmocracy" activity conducted at the face-to-face consultation sessions involved a simpler set of options being KEEP, IMPROVE, REMOVE or EXPAND.

Only a small number of participants (one or two each) made suggestions for other options for Council to pursue - these suggestions were:

- Provide more outdoor dining in other locations only if they do not impact parking.
- Reconfiguring Grimshaw Street Greensborough to allow for bike paths and permanent outdoor dining.

- Reconfiguring Burgundy Street Heidelberg (between Cape and Hawdon Streets).

Future Funding Models

The 21 businesses who answered the on-line survey and the 11 businesses interviewed provided their opinion about the most sustainable way to cover the costs if the outdoor dining parklets continued into the future.

Their responses were:

- Ten believed that businesses who directly benefit should fully fund the costs and ongoing maintenance.
- Eight proposed an alternate opinion - that businesses and Council could agree to share costs by formal agreement.
- Five believed that Council should seek further grant funding from State and/or Federal governments.
- Four believed that Council should fully fund using income from rates/fees and charges.
- Two believed that Council should partially fund using income from rates/fees and charges.
- Three businesses provided other (non-specific) responses.

The 11 businesses who did a telephone interview were also asked “If these outdoor dining areas continue into the future (or made permanent), how should Council best manage requests from other traders for new parklets, or requests for more Council funding?”. In summary their responses were:

- Consult the Traders Association (Trader Association representative).
- Conduct an annual expression of interest or application process with a set Council budget (Trader Association representative).
- Assess on a case-by-case basis (Trader Association representative).
- Expression of interest and assess based on the activities programmed for the space, prioritise community connection.

These 11 businesses were also able to make a closing comment at the end of the interviews and they said:

- *Council as a whole it's been really nice having the parklets, shows they want to reinvigorate the local business community. If they were serious, they would really listen to business owners. They would look at removing the heritage overlay, you can't put your own branding. If you're putting your own money into something you would want to be able to have this there. This is a sticking point for businesses not coming to Ivanhoe (Business located near outdoor dining).*
- *I don't think parklets fit in every centre, it's important to know that it comes down to the area/location. Not sure whether parklets along the spine of a*

major shopping centre would work. I think they're great for streets like Burton Cres, shopping precincts that have maybe offshoot streets that can be utilised. We don't like to lose car parks, but the benefit outweighs the loss in that sense (Trader Association representative).

- *I think outdoor dining is fantastic. You may hear people that didn't get outdoor dining at the start and they were angry. All my customers say "that's why it's like Europe, outdoor dining everywhere and it's amazing" everyone talks about the atmosphere in Europe, the community gets together, sit outside and people get a buzz. Lots of people have pets and it even helps them more. It helps more income. People saying why will it stop? They have been sitting there for the last year, nobody getting injured or upset. At the end of the day we sell more alcohol on hot days with people sitting out there. It's a win for everyone. Even if they said we have I was the first one to get onto it (Burton Crescent business).*
- *I think they have just been a great idea. It allows customers to sit and relax, and myself to eat lunch outdoors in a nice space. It connects the area and makes it a little more lively. I would love to be kept up to date on how the meeting in June goes (WaterMarc in Greensborough).*
- *It's about asking the right questions. Even the questions today aren't getting beneath the surfaces. "How do you feel about these parklets impacting other businesses?" (Trader Association representative).*
- *Thank Council for being so great and supportive and supporting continuation. Very visionary (Trader Association representative).*

5. Recommendations

Based on the key findings from community engagement conducted during April-May 2022, the following recommendations are made:

Pop-up parks - Greensborough, Ivanhoe Library and East Ivanhoe

1. That Council prepares and implements an ongoing communications plan to inform residents, local workers and visitors of the purpose and features of the three pop-up parks. The use of the terminology “pop-up park” should be reviewed and explained to residents.
2. That Council prepares a year-round events program to increase awareness and visitation to the three pop-up parks, focusing on Greensborough Walk and Burton Crescent.
3. That Council consider programming mobile food and drink vendors (on event days or where appropriate) for Greensborough Walk patrons.
4. That Council liaise with the adjoining bank in Greensborough Walk regarding the perception of safety issue noted by residents (seating and teller machine location).
5. That Council liaise with the recreation providers from WaterMarc regarding the location of Greensborough Walk infrastructure and its impact on their services.
6. That Council ensure that infrastructure maintenance, vegetation maintenance, rubbish removal and street cleaning is of the highest standard at the three pop-up parks.
7. That Council investigate options for provision of public toilets facilities close to Burton Crescent, East Ivanhoe.
8. That Council monitor actual and perceived pedestrian safety in Burton Crescent, East Ivanhoe.
9. That Council monitor opportunities to install additional pop-up parks in Banyule to capitalise on the noted benefits for local amenity, support to small businesses and community connection.
10. That Council continue to liaise with the East Ivanhoe Trader Association and individual traders regarding patron use of Burton Crescent over the remainder of the 2022 year, in particular the need for outdoor heating during colder weather.

Outdoor Dining Parklets

11. That Council retains an ongoing program of outdoor dining parklets in Banyule, for the remainder of the current Council term.
12. That Council considers the preparation of a new Council policy that articulates the purpose of the outdoor dining program, the criteria for maintaining the current locations or adding new locations, patron comfort requirements, occupational health and safety and accessibility and the funding model to be used for the establishment and maintenance of parklets. Policies have recently been introduced by several local governments in Victoria.
13. That Council 'fast-track' the preparation of an outdoor dining policy or in the interim, review the utilisation of specific parklets where food businesses have closed since early 2021 (187–209 Upper Heidelberg Road); or where the parklet is only open for limited hours (eg. only after 5pm).
14. That Council liaise with current parklet owners to ensure patron comfort and maximum utilisation during colder weather in 2022 through the provision of outdoor heating and/or enclosures subject to occupational health and safety requirements.
15. That Council actively promote the car parking options and likely availability near to the current outdoor dining parklets, and promote sustainable transport where appropriate.
16. That Council prepares and implements an ongoing communications plan to inform residents, local workers and visitors of the purpose and features of the outdoor dining parklets. Case studies of non-parklet owning businesses benefitting from the additional visitors would be helpful to demonstrate the indirect benefits of the program. In the interim a communications plan targeting residents in the northern part of the municipality would increase awareness of the current outdoor dining parklets.
17. That Council actively program community activities, entertainment or trader promotions in the parklet spaces when not in use by food businesses, to emphasise the value of these community meeting places and spaces.
18. That Council liaise with the current restaurant and hotel parklet owners to discuss ideas to promote winter use of the parklets and alternate uses of the spaces outside venue opening hours. That Council also liaise with the current restaurant and hotel parklet owners regarding shade options during summer months.
19. That Council reviews traffic speeds, bollards/screens and patron perception of safety at all current outdoor dining parklets to identify any potential enhancements.
20. That Council reviews footpath access and pedestrian movements at all current outdoor dining parklets to identify any potential safety enhancements.

21. That Council review infrastructure in the adjoining car parks to ensure car users can easily and comfortably move from the car park to the outdoor dining parklets and surrounding shops.
22. That Council benchmark other councils' funding models to determine how parklet owners and Council can share the costs of an outdoor dining program.
23. That Council continue to monitor car parking availability across the municipality in the light of behavioural changes due to the COVID-19 pandemic.

Project Communications

24. That Council prepares and implements a communications plan across all channels to provide an update on the project, the next steps for Council and to thank the participants for sharing their views and time.
25. That Council publishes and promotes the infographic summary to help stakeholders to digest the engagement feedback in an easy to understand format.