



12.3 BUSINESS PARKLET GUIDELINES 2023

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1. PURPOSE

1.1 To present revised Business Parklet Guidelines for 2023 onwards and to seek Council endorsement.

2. EXECUTIVE SUMMARY

- 2.1 The Business Parklet Guidelines are created to provide guidance as to what businesses need to do to establish a parklet within the City of Port Phillip and the various criteria they need to understand, consider and comply with.
- 2.2 The previous Business Parklet Guidelines were endorsed by Council in October 2021.
- 2.3 An overarching Outdoor Trading (Dining) Policy was endorsed by the Council in November 2022. This set out a range of policy outcomes that need to influence all Outdoor Dining opportunities in Port Phillip including business parklets.
- 2.4 Trader and community feedback on business parklets since the last guidelines were written – as well as formal trader consultation – was considered in the updating of these guidelines.

3. RECOMMENDATION

That Council:

- 3.1 Endorse the Business Parklet Guidelines 2023
- 3.2 Notes that the revised guidelines will be used to assess all business parklet applications and renewals from April 2023 onwards.

4. KEY POINTS/ISSUES

- 4.1 Business parklets were implemented across the City during the COVID pandemic at the end of 2021. Whilst initially implemented to assist hospitality venues in navigating patron restrictions, they have since been embraced as additional outdoor seating opportunities.
- 4.2 There are several key areas that these Guidelines differ from the past version:
 - 4.2.1 Increased focus on ensuring all parklet structures meet accessibility requirements and are Disability Discrimination Act (DDA) compliant
 - 4.2.2 Changes to the permitted numbers of parking bays for Ormond Road, Elwood (between Beach and Pine Aves) from 10 to 8, reflecting current status and Glen Eira Road, Ripponlea from 8 to 6.
 - 4.2.3 Clarification to the consent required from adjoining businesses/residents and the ability for Council to proceed without it should the positive outcomes to the street warrant this.



- 4.2.4 Strengthening requirement that any unused parklets must be made available for public use and promoted accordingly
 - 4.2.5 Greater focus on ensuring good design outcomes and the ability to revoke permits or reject applications where this is not the case.
 - 4.2.6 Clarification of compliance measures and alignment with the Local Law
 - 4.2.7 Requirement for any business requesting more than 4 parking bays to justify patron demand and risk losing spaces if this does not eventuate.
- 4.3 There is only one parklet currently erected in Glen Eira Road, Ripponlea. It occupies two parking bays and is well patronised by local community. The other parking bays permitted are in Glen Eira Avenue where there is reasonable parking availability on most days.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 Extensive community and trader consultation on business parklets was conducted in mid-2021. This found most survey respondents (135; 81.33%) were supportive of business parklets.
- 5.2 Due to the short time between the past guidelines and these ones, further community consultation was not undertaken, however traders were given the opportunity to provide feedback on what is proposed as they are the stakeholders most directly impacted by any changes.
- 5.3 A *Have Your Say* page was set up to collect trader feedback with businesses contacted via email, via Council's Business Newsletter; and in the case of Glen Eira, Ripponlea, in person, where traders were told directly about the opportunity to have their say.
- 5.4 Only 30 responses were received, indicating that there continues to be general acceptance of parklets, other than from those businesses who consider themselves negatively impacted due to loss of parking.
- 5.5 Of the 30 responses, 50% were positive/neutral around the guidelines, 12% mixed and 38% negative.
- 5.6 2 negative responses pertained to Glen Eira Road, Ripponlea and the sentiment that parking provision was insufficient to accommodate any parklets.
- 5.7 Other negative responses communicated the view that parklets were no longer necessary in a post-pandemic climate.
- 5.8 Positive comments revolved around the vibrancy and energy parklets had brought to precincts and that it was great to see people enjoying the outdoors. There was also positive commentary around the accessibility and design changes made to the guidelines.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 The implementation of these Guidelines would reduce risk to Council, traders, venue patrons and pedestrians.

7. FINANCIAL IMPACT

- 7.1 These Guidelines do not impact the business parklet fee structure endorsed as part of the 2022/2023 budget process. Fees will next be considered as part of the 2023/2024 budget process.



8. ENVIRONMENTAL IMPACT

8.1 To reduce and manage potential environmental impacts from the construction of Parklets, the Guidelines include requirements and guidance for sustainable design including:

- consideration of recycled and recyclable materials
- minimising emissions and water use
- use of sustainably and locally sourced materials

8.2 avoidance of materials and chemicals known to pose serious risks to human health and the environment.

9. COMMUNITY IMPACT

9.1 These guidelines and outdoor dining, in general, enable the community to support local traders as well as opportunities to socialise outdoors.

9.2 These guidelines are designed to support local traders in growing their patronage and increasing visitation to the Municipality.

9.3 These guidelines are designed to support access to high quality dining experiences as well as healthy and vibrant neighbourhood shopping strips for our community

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

10.1 The Business Parklet program aligns with the Vibrant Port Phillip Strategic Direction

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

11.1.1 Once endorsed, the revised guidelines will be used to assess all applications and renewals from April 2023 and onwards.

11.2 COMMUNICATION

11.2.1 The revised Guidelines will be placed on Council's website, promoted in Council's business newsletter and be distributed to all current permit holders and those who have made enquiries.

12. OFFICER DIRECT OR INDIRECT INTEREST

12.1 No officers involved in the preparation of this report have any material or general interest in the matter.

ATTACHMENTS 1. Business Parklet Guidelines 2023-[↓](#)