

Engagement Findings Report

Expanded Outdoor Dining Trial
Yarra Street, Geelong



ENGAGEMENT SUMMARY

This report summarises the results from the engagement process that the City of Greater Geelong undertook to help us understand stakeholder views on the City's proposal to establish expanded outdoor dining areas (parklets) on a trial basis along sections of Yarra Geelong.

ENGAGEMENT APPROACH

The two-week (14 day) consultation period allowed time to reach stakeholders, including traders who own/operate businesses locally in Yarra Street, and other business owners, residents and the general public.



14 DAYS

of engagement



16

Online feedback
submissions received via
Council's 'Your Say' page.

HOW WE ENGAGED

HAVE YOUR SAY ONLINE PORTAL [YOURSAY.GEELONGAUSTRALIA.COM.AU](https://yoursay.geelongaustralia.com.au)

An online feedback page was designed to share information and invite submissions from the community on the draft proposal to trial expanded outdoor dining areas in Yarra Street, Geelong. The online page opened on Friday 29 January 2021 and closed 5pm on Friday 12 February 2021. The page had 113 online visitors and 16 submissions were provided.

NOTIFICATION DROP

To help inform local business owners about the project, printed notifications were delivered businesses located in Yarra Street.

WRITTEN SUBMISSIONS

Open at any time during the public engagement period. Submissions could be provided online or by email.

COMMUNICATIONS AND PROMOTION

Business owners/operators located in Yarra Street were hand delivered a notification about the engagement on Thursday 28 January 2021.

The City provided a social media post to promote the engagement. Footpath decals (stickers) were also installed in Yarra Street to promote the engagement.

WHO WE ENGAGED WITH

During the engagement period (29 Jan to 12 Feb) there were 16 contributions. All of the contributions were received online via the 'Your Say' page.

Online contributions included one submission from a business owners/operator in Yarra Street, one submission from a business owners/operator outside Yarra Street, six from local residents in Central Geelong, seven from local residents outside Central Geelong and one from a member of the general public/visitor.

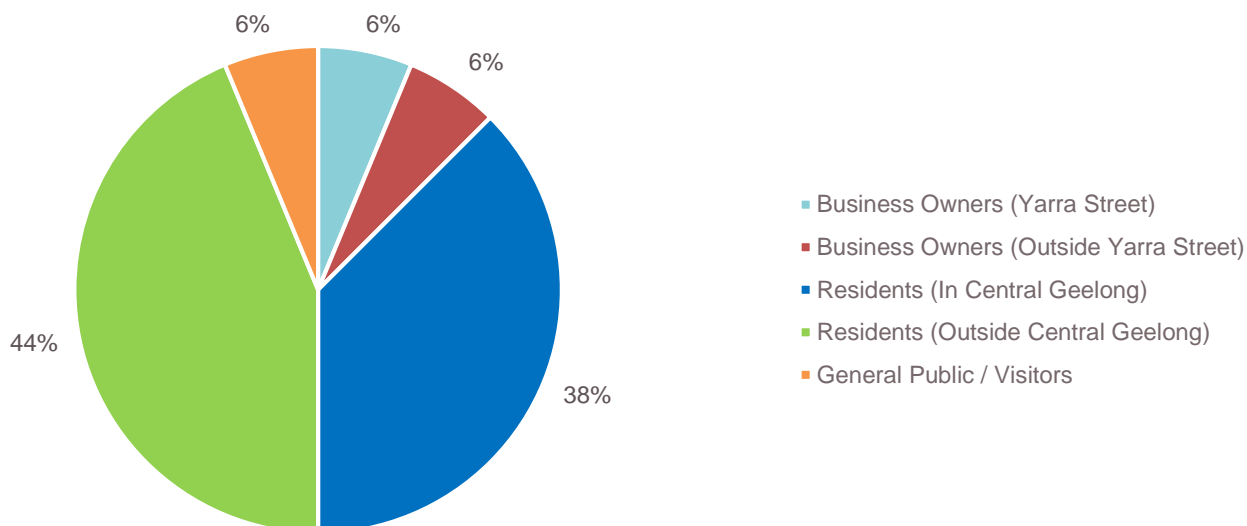


Chart 1: Overall Participation

WHAT WE HEARD

OVERALL SENTIMENT

In considering all 16 contributions to the engagement, 13 (81%) were positive in terms of overall sentiment, 1 (6%) was negative and 2 (13%) were considered to have mixed views.

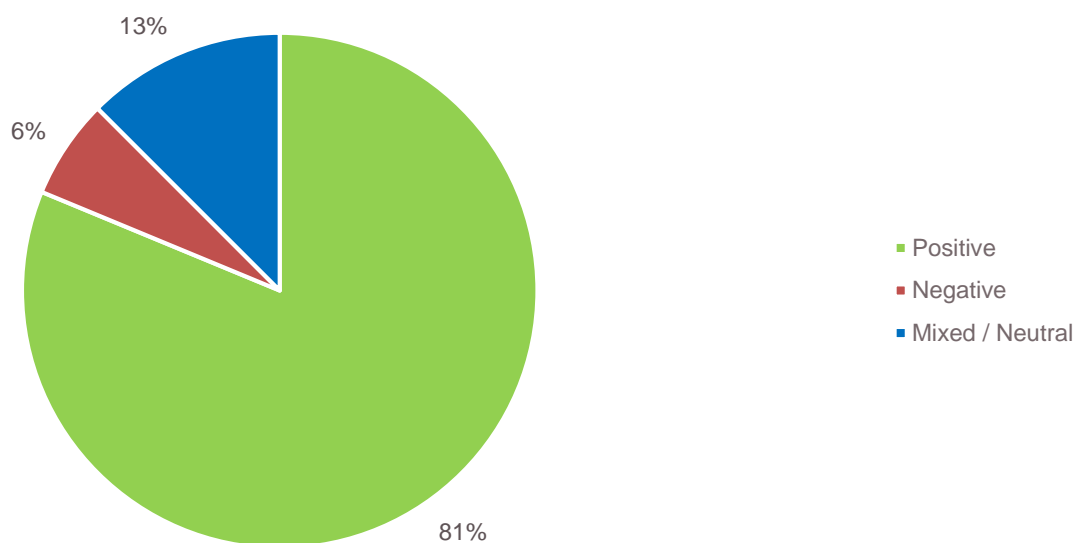


Chart 2: Overall Sentiment

KEY FINDINGS & THEMES

Most of the respondents were supportive of the proposal. Respondents with concerns raised themes mostly relating to the loss of on-street parking. Respondents who were supportive raised themes mostly relating to the improvements to the street atmosphere and the benefits to the hospitality businesses.

A representation of some of the themes raised via the online feedback are noted below in the form of quotes from individual respondents:

Can't wait for this to happen. We look forward to the outcome 🙌

(Yarra Street Business Owner)

Would be nice if you could include Moorabool street in those plans considering it's the first point of contact for tourists entering Geelong from the waterfront.

(Business Owner Outside Yarra Street)

"You should implement more of these throughout Geelong and the Bellarine.

They are a great idea!"

(Central Geelong Resident)

"Love the concept but unfortunately as street parking is already a problem taking parks away is not a good idea."

(Central Geelong Resident)

"Absolutely need the parklets. It has added new life and vibrancy to Melbourne and would do the same here. Would be super popular. What the city needs."

(General Public / Visitor)

"I think these dining areas are a fantastic idea, it would really put Geelong on its way to being on par with areas such as degrades st and hardware lane in the Melbourne CBD."

(Resident Outside Central Geelong)

NEXT STEPS

The engagement findings report provides an essential step in helping us to understand all stakeholder views regarding the draft proposal to trial expanded outdoor dining areas in Yarra Street.

These findings will inform any changes to the plans and help us to determine if the proposal should go ahead. This decision is expected to be made shortly and will be communicated to all respondents who have provided the City with an email address.

Businesses in Yarra Street will be notified directly.