

Engagement Findings Report

Expanded Outdoor Dining Trial
Pakington Street, Geelong West



ENGAGEMENT SUMMARY

This report summarises community and business stakeholder feedback on the City's proposal to establish expanded outdoor dining areas (parklets) on a trial basis along sections of Pakington Street, Geelong West.


ENGAGEMENT APPROACH

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

The information sought was kept simple. Respondents were asked to identify the category that best represented them, and a text box was provided for feedback. Respondents were also required to provide their full name and email address.



14 DAYS
of engagement



57
Online feedback
submissions received via
'Have 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 and business stakeholders on the draft proposal to trial expanded outdoor dining areas in Pakington Street, Geelong West.

The online page opened on Friday 29 January 2021 and closed 5pm on Friday 12 February 2021.

The page had 312 online visitors and 57 submissions.

NOTIFICATION DROP

To help inform local business owners about the project, printed notifications were delivered to businesses located in Pakington 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 Pakington Street were hand delivered a notification about the engagement on Thursday 28 January 2021.

A social media post (on Facebook) promoted the engagement. Footpath decals (stickers) were also installed in Pakington Street to promote the engagement.

WHO WE ENGAGED WITH

During the engagement period (29 January to 12 February 2021) we received 57 contributions. All of the contributions were received online via the City's 'Have Your Say' page.

Online contributions included 13 submissions from business owners/operators in Pakington Street, 24 from local residents in Geelong West, 17 from local residents outside Geelong West and two from members of the general public/visitors and one from someone who identified as other (a worker in the area). There were no submissions from business owners/operator outside Pakington Street,

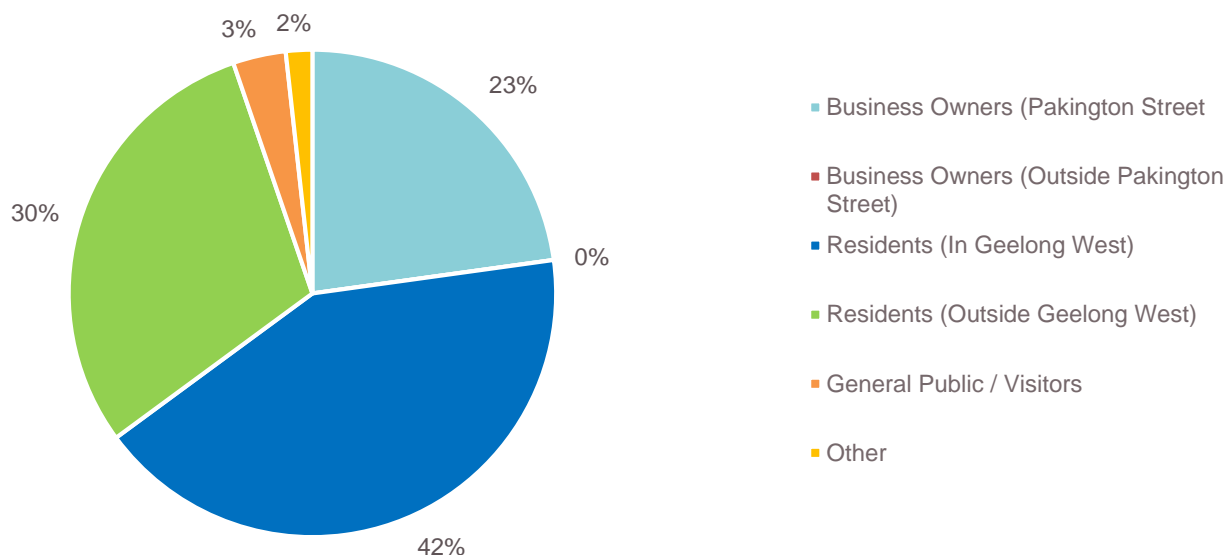


Chart 1: Overall Participation

WHAT WE HEARD

OVERALL SENTIMENT

In considering all 57 contributions to the engagement, 37 (65%) were positive in terms of overall sentiment, nine (16%) were negative and 11 (19%) were considered to have mixed views.

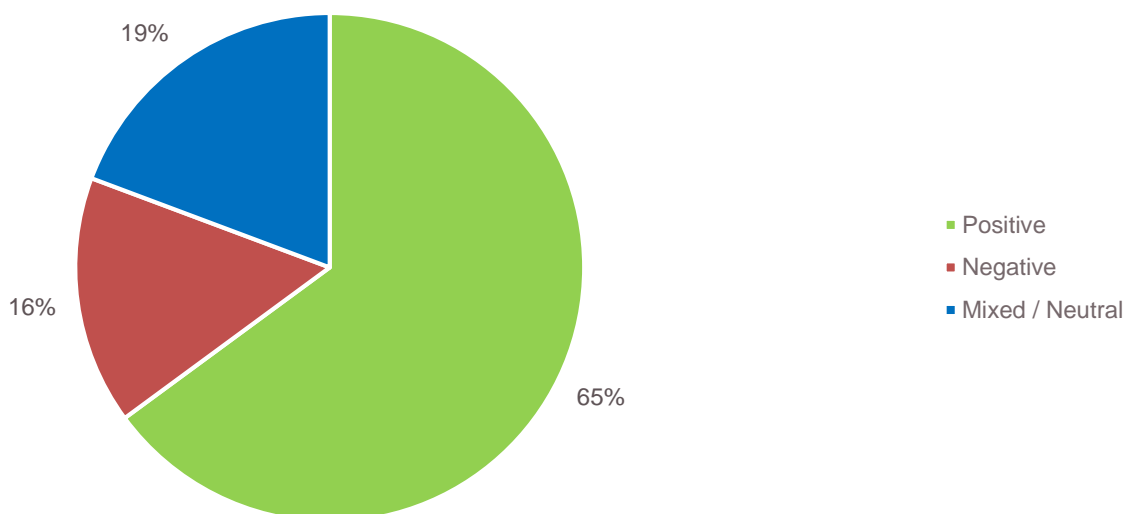


Chart 2: Overall Sentiment

KEY FINDINGS & THEMES

Most of the respondents were supportive of the proposal (65%). Respondents non-supportive (16%) raised themes mostly relating to the loss of on-street parking or traffic flow, amongst other concerns which were raised less frequently amongst the feedback received. 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:

Being a cafe owner, I think that this is a great idea. It will attract more people to the street and give it a similar vibe to little malop street.

(Pakington Street Business Owner)

"I'm a Pakington street retailer of over 10 years and find the idea of taking away parking and loading zones for extended eating zones a complete fail in regard to helping all businesses."

(Pakington Street Business Owner)

Worth a trial but if not successful or too disruptive to normal pedestrian traffic flow must be prepared to return trading to normal

(General Public / Visitor)

This is a great idea and will further enhance Pakington Street as a people-friendly space. I will certainly use such parklets when stopping for refreshments.

(Local Resident Outside Geelong West)

"I'm thrilled to see this proposal. Regardless of COVID it builds on Geelong's great outdoors lifestyle and amenities."

(Local Resident Outside Geelong West)

Strongly support parklets to create additional seating space, as the footpaths in Pakington Street are narrow. It will also reduce the dominance of the 'car' in the streetscape. There is sufficient car parking at the rear of most shops for customers to access instead.

(Geelong West Resident)

"I am very supportive of this proposal and would love to see Geelong West thriving as a hospitality destination. I am regularly shopping and dining on Pakington Street and there is ample parking in the carparks behind the shopfronts, so the loss of the parking spots is not a concern."

(Geelong West Resident)

"This is exactly what the area needs. The hospitality industry is still struggling with recent COVID restrictions. Now that people are feeling more confident getting out and about. More open options for dining is a must. Pakington street is becoming the next new food hub and everything we can do to maximize this is a bonus."

(Geelong West Resident)

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 Pakington 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 in February by the City and will be communicated to all respondents who have provided the City with an email address.

Businesses in Pakington Street will be notified directly.