

Swan Street Festival of Sport



Source: <https://cohere.city/parking-day-2017-recap/>

More seating, more customers, more profit



Prepared by: Streets Alive Yarra

www.streets-alive-yarra.org

facebook.com/streetsaliveyarra/

More seating, more customers, more profit

Swan Street is already popular during sporting events such as the Australian Open or the Boxing Day Test. Groups of customers enjoy meeting up at the outdoor seating offered by cafes, bars and restaurants. Traders can attract and retain even more customers by increasing the area for footpath seating - by temporarily enclosing the car parking bay with a “parklet”.



Source: <http://www.levitch.com/projects/cheeseboard-parklet/>

Streets Alive Yarra proposes that Swan Street traders and the City of Yarra can collaborate to trial the benefits of parklets during selected January 2019 sporting events.

This would be 100% voluntary - each trader can choose whether they would like a parklet installed outside their premises during the sporting event.

Swan Street traders can experiment in a low-risk manner by testing parklets for a day, a weekend, a week or even over a full 2-week sporting event such as the Australian Open.

The first step is to collect expressions of interest from traders, and then collaborate with the City of Yarra to plan the details of the trial.

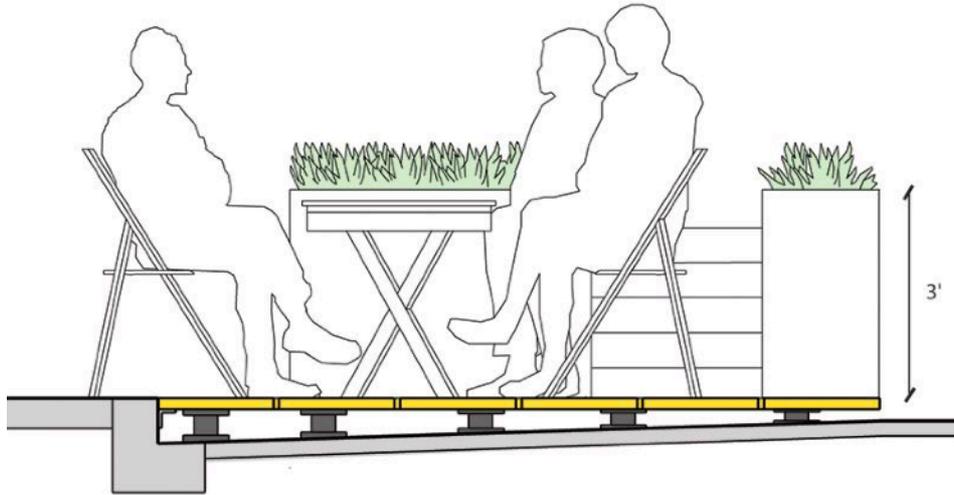
Please contact Streets Alive Yarra to register your interest to participate:

<https://www.streets-alive-yarra.org/contact>

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Parklets

Parklets are temporary structures that provide extra footpath seating.



Source: <https://nacto.org/publication/urban-street-design-guide/interim-design-strategies/parklets/>

Parklets can be pre-fabricated and dropped into place using a forklift. They can be stored by Yarra City Council and brought out for each sporting event, and are available from a variety of vendors.



Type 2 - pared back mobile steel shell unit with temporary fixtures

Source: <https://www.parksleisure.com.au/documents/item/3687>

About us

Streets Alive Yarra is a community group who advocate for:

- shopping streets that build wealth for traders by attracting regular business from local residents;
- a network of safe streets that enable those who wish to use active transport to do so, thus freeing up space on the streets for those who prefer to drive; and
- evidence based and economically rational investment in transport infrastructure.

Our vision is for vibrant and profitable local businesses, owing to increased patronage, and traffic that still flows freely. Parking is easy to find because the first 5-10 spots on each side street are allocated for shoppers and deliveries. We see our streets being safely, comfortably, and conveniently used by people from 8 to 80 years old, irrespective of whether they choose to walk, cycle, use public transport or drive.



Image credit: OCULUS Landscape Architecture and Urban Design

Streets Alive Yarra was founded in 2017 and now has over 1,200 likes on Facebook, increasing by 20-30 per week. A network of local champions develop concepts and proposals for how to improve their local street or precinct. Streets Alive Yarra is also Yarra's Walkability Action Group (WAG) representative for Victoria Walks.

Further information is available at:

- www.streets-alive-yarra.org
- facebook.com/streetsaliveyarra/