

TACTICAL URBANISM

Alfresco Parklets in Wyndham



Purpose of Alfresco Parklets

- A Parklet is a small seating area or green space created as a public amenity on or alongside a pavement, especially in a former roadside parking space.
- As COVID-19 restriction were initially eased there was a need to act quickly and assist businesses in shopping strips and main streets to create conditions for a viable return to day-to-day trading, whilst paying heed to ongoing trading constraints and physical distancing requirements.
- Parklets were identified as having the potential to provide increased space and opportunity for business customers in the transition back to normal trading. The increased space created will provide amenity of waiting areas and dining options for all businesses in the vicinity of each Parklet as COVID-19 restrictions are eased in line with the roadmap to reopening.
- These Parklets will also provide the opportunity to derive greater business visitation, economic return and compliment COVID-19 Safe business principles.



Consideration

The following aspects should be considered in developing the concept and project.

LOCATION

- Stakeholder endorsement (Property owners, business).
- Business relevance-surrounding businesses-do they want/need it?
- Locations that achieve an economy of scale in terms of the business offering and had best prospects in benefitting from the pilot in the recovery phase.



Long Beach, California

PHYSICAL LANDSCAPE

- Is there available space? Is there adequate lighting or shade?
- Power and services-lighting at night is a worthwhile inclusion.
- Accessibility? Does the area lend itself to multiple users of varying abilities?
- Capacity of the street to accommodate the parklets without unreasonably impacting on car parking?
- Are the slope, drainage or traffic conditions such as proximity to intersections and vehicular traffic prohibitive?

DESIGN

- The type of building materials (and the associated cost) needs to be robust enough to last for the life of the pilot and, when finished, will the asset be repurposed or recycled.
- Maintenance, cleaning and sanitising requirements.
- Traffic management plan and risk assessments.
- Safety-barricades and enclosure of the space, separating public space vs vehicle space.
- Appropriate branding and aesthetic so it is vibrant & inviting and relevant to the chosen activity centre.



Hammersmith Parklet, London

VIABILITY & RESOURCES

- What internal/external support is needed to ensure viability? Who will pay for the ongoing cleaning, maintenance and sanitisation of the pilot and who will do this day-to-day?
- Think about any permits that may be needed for your locations/build. Such as Footpath Trading, Liquor Licencing and Road Occupancy.
- Communications plan running throughout the duration of the project from concept through to removal.
- Measurable-How do we measure and report back to the stakeholders?

Project Process

These are the steps to take in chronological order.

1. Identify the appropriate strategic objective and measurable benefits this project will help achieve.
2. Nominate a lead unit internally to keep the process clear, efficient and effective.
3. The purpose of this lead unit is to develop and present agreed parameters to Executive. Parameters including strategic objectives, locations, designs, concepts, budget and similar initiatives should all be considered and presented. The concept should service a variety of businesses and be agile in their application.
4. Approach local business groups, landowners groups and traders associations to secure agreement in principal for the concept objectives. Speak directly with businesses around identified key locations to assess their support of the proposal.
5. Speak directly with Council departments identified as key to project delivery and maintenance to gather their feedback and required permits for the pilot. Locations can be finalised based on the feedback from these main stakeholder groups.
6. Write a formal Executive Briefing presenting the final project specifics as outlined in *Step 3* above seeking approval to proceed. This step is likely to involve a Councillor briefing.
7. Once approved, work with procurement to develop the most efficient procurement model that supports the principles of Tactical Urbanism and Placemaking, being "*Lighter, Quicker, Cheaper.*" Apply for all necessary permits.
8. Select suppliers and secure quotes on fabrication and installation.
9. Contact all stakeholders and inform them of the intent to proceed. Provide them with dates for installation and a point of contact for any feedback they may have throughout the pilot period.
10. Installation should be conducted at a time that is mindful of impact on businesses and their customers and is safe.
11. Ongoingly, implement a daily cleaning program and a weekly inspection and response process for any maintenance issues.
12. Measurement of the impacts of the pilot including public perceptions, usage type, numbers, cleanliness, economic benefit, business perception.
13. Ongoing communications plan providing feedback internally and externally on the outcomes of the pilot and working with businesses in featuring their offerings.

Tactical Urbanism Note

Tactical Urbanism does involve an element of committing to a *'Leap of Faith'*. That said, building trust from stakeholders over time means they will have more confidence to support courageous and innovative projects. Thorough internal and external engagement and a commitment to monitoring and measuring are key Tactical Urbanism components. It is important to always bear in mind that projects such as these are "Pilots" or "Trials", so if it isn't a right fit, it isn't forever.



For more information contact:
Georgina Pikoulas
Place Activation & Marketing Lead
Vibrant City Centres | Wyndham City Council
P: 0412 176 229
E: georgina.pikoulas@wyndham.vic.gov.au