



OUTDOOR DINING AND ENTERTAINMENT: PROJECT SUMMARY

A NEW ERA OF DINING IN OUR CITY CENTRES

This summer Wyndham residents and visitors will be dining in the open air on footpaths, streets, parking spaces and pop-up alfresco areas, as metropolitan Melbourne celebrates the reopening of outdoor dining.

As those COVID-19 restrictions ease, Wyndham City is working with businesses to make it as easy as possible to welcome people safely back to our city centres, while meeting social distancing and density requirements.

Across the world, cities have embraced new modes of alfresco dining and here in Wyndham we want to make it as easy and as practical as possible for businesses to be able to bring the café and restaurant experiences that we love, outside.

With the support of grant funding from the Victorian Government's Outdoor Eating and Entertainment Package, Wyndham City will deliver a number of initiatives to support businesses with safe, practical and creative options as they adapt to new models of outdoor dining.

This will include streamlined permit and monitoring processes; permit fee waiver; city-wide marketing activities; and infrastructure and special projects delivering an additional 1938m² of extra fixed dining space, or the equivalent of an additional 700 customers per sitting and another 1484m² for pop up activations.

As we respond quickly to these changing conditions we'll continue to work with local businesses as we test, learn and adapt.

Project Snapshot

- Fast-Track Footpath Trading Permits
- New Temporary Commercial Use of Public Space Permit
- Parklets, Alfresco Pods and Outdoor Dining Kits
- Practical Partnerships
- Activations and Marketing



Footpath Trading Permits

As we enter the next phase of living with COVID-19, our Footpath Trading Permit system is more important than ever. This includes the use of things like tables and the display of goods and A-frame signs. Council's existing fee waiver to 28 February has now been extended to 31 August 2021, providing surety to businesses across the critical summer and autumn period. The review process has also been fast-tracked to 5 business days. Businesses can:

- Apply for a Footpath Trading Permit.
- Apply to extend an existing Footpath Trading Permit (eg additional furniture).
- Apply for a Footpath Trading Permit in front of neighbouring businesses (with their agreement)

✓ Applications Open

➔ Apply Now at www.wyndham.vic.gov.au/outdoortrading

Privately Owned Centres and Land

If your business is located within a privately owned and managed shopping centre contact your Centre Manager about options to extend your trading area.

In instances where use of Council-managed land such as streets, car parks and outdoor space may form part of an integrated outdoor dining solution, Council can then assist with advice on permits and access options.

Temporary Commercial Use of Public Space

Wyndham City has created a new, free permit process to support businesses with additional options for safe, practical and creative use of public space. Businesses in shopping strips and activity centres, may also apply to extend their outdoor trading or dining area with temporary use of Council-managed public space adjoining, adjacent or in close proximity to your business. This might include areas such as streets, carparks and open space within activity centres or shopping strips. This excludes parks and reserves. To be eligible your business must:

- Be located in a shopping strip or activity centre and seeking use of public space that adjoins, is adjacent to or in close proximity to your business; and
- Have a Footpath Trading Permit in place and be fully utilising the existing available space, including neighbouring properties (if applicable and with their approval).

Businesses that are not able to apply for a Footpath Trading Permit due to the width of the footpath, or for safety reasons, may also be eligible for a Temporary Commercial Use of Public Space permit.

Each application will be assessed on a case by case basis considering health and safety, accessibility, public impact and whether there is full use of other opportunities such as private land and footpath trading zones.

✓ Applications Open

➔ Apply Now at www.wyndham.vic.gov.au/outdoortrading

Parklets, Alfresco Pods and Dining Kits

Safety is a priority, particularly as businesses seek to expand their outdoor footprint into Council managed kerbside and street-based areas in our city centres and shopping strips.

With this in mind, Wyndham City is providing further support to businesses with free use of a flexible suite of outdoor dining infrastructure to help introduce this new model of kerbside dining, safely.

As part of the permit process for Temporary Commercial Use of Public Space, Council will work with businesses to determine if any of these elements may be suitable as part of their application.

Kits are limited and are for temporary use as part of permit conditions.



Parklets

Earlier this year, when restrictions were eased, Wyndham City developed six parklets through a pilot program which provided an additional outdoor dining space for patrons.

Through that process, we took feedback from local businesses on how they were used and what they offered. In response to this feedback, we've made changes to the design and use of these parklets, and their placement will be guided by the local business community.

We have also introduced smaller units in the form of alfresco pods and outdoor dining kits to provide businesses with more flexible configuration options.

Three parklets will be installed in Hoppers Junction in early November and up to three parklets will be available to interested businesses in Werribee City Centre with expressions of interest via the Temporary Commercial Use of Public Space Permit application process.

Each parklet includes 39m² (capacity six people) and can be located within three parking spaces. The units include a base frame with walled protection and decking to meet the kerb, timber bench seating, tables, market umbrellas, fairy lights and hand sanitiser stations.

 Hoppers Junction Installation Planned Early November
Werribee City Centre Expression of Interest Open
(via Permit)



Outdoor Dining Kits

We have up to eight pop up outdoor dining kits available for use. Each kit includes 26m² (capacity 10 people) that can be located within two parking spaces. Each kit includes decking to align with the kerbside (with options for parallel and angled parking), safety planter boxes, plants and sanitising station.

 Planned

Alfresco Pods

We have up to four alfresco pods available for use. Each pod includes 13m² (capacity 10 people) and can be located within one car park. These units feature walled protection, multiple options for shade/cover and internal ledge, providing flexible integration with business seating and/or tables.

 Planned

Practical Partnerships

Wyndham City is also providing support for dining precincts in Point Cook Town Centre and Point Cook Soho Village in the form of removable, engineered, in-road bollards – a key step for those precincts to be able to utilise a section of the Council-managed street to develop flexible outdoor dining options.

Point Cook Town Centre

Funding and installation for removable in-road bollards, with capacity to support an additional 740m² outdoor space during activation.

 Installation Completed


Point Cook Soho Village


Funding and installation for removable in-road bollards, with capacity to support an additional 740m² outdoor space during activation.

 Planned

Werribee City Centre – Station Place

Council will also install 10 temporary outdoor seating units in the existing grassed area of Station Place in Werribee City Centre to provide additional, shared space for customers to use.

 Find out more at www.wyndham.vic.gov.au/outdoortrading

 Installation Planned Early November



ACTIVATIONS AND MARKETING


West End Experience


In response to interest from local businesses and with further business consultation underway, Wyndham City is also exploring a pop up 'West End Experience' between Bridge Hotel and Wedge Street Piazza that could help businesses extend their outdoor dining offer in the form of a series of one-day pilot activations.

This new initiative would see the west end of Watton Street in the Werribee City Centre transformed into a must-visit, summer outdoor dining destination, with businesses able to expand their footprint into a larger alfresco space spreading out across the street.

This would be delivered in the form of a series of one-day pilot activations where the shared space is created and then de-installed at the end of the day, with the potential to build to a multi-day experience.

No single business would own the space, and all local businesses would be invited to participate, with provisions for delivery services, public car parking and emergency vehicle access.

 In Development with Business Consultation

 Find out more at www.wyndham.vic.gov.au/outdoortrading



Outdoor Dining Marketing Campaign

An outdoor dining marketing campaign will also help residents and visitors rediscover and find new dining favourites in a COVID-safe way.

All hospitality businesses and precincts in Wyndham will be able participate in and leverage this free marketing campaign.

 In Development