

BURT

Braddon's United
Retailers & Traders

REPORT ON THE:

1. Views of businesses regarding proposed ACT Government upgrades in Braddon
2. Impact of COVID-19 on operations, revenue & staffing levels:
 - a. during business operations & social restrictions
 - b. continuing during easing of business restrictions
3. Views of businesses regarding support from ACT & Federal Governments during COVID-19 restrictions & current easing of restrictions

CONTENTS

1. Contents
2. Contact details
3. Letter of Introduction
4. About BURT
5. Background
6. Method
7. Key Findings
8. Detailed Results
9. Further Comments
10. Solutions & Recommendations
11. Images: The Good, The Bad & The Ugly
12. Attachment A – Survey

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CONTACT DETAILS

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ATTN: Braddon business owners & manager
via email:

Dear owner/manager

Business priorities re. proposed ACT Government upgrades post-COVID-19 stimulus

Braddon's United Retailers & Traders (BURT) is pleased to provide this report on:

- the infrastructure priorities of local businesses
- the impact of COVID-19 on business revenue & operations during 'shutdown'
- the ongoing impact of COVID-19 since restrictions have been eased
- the support programs & policies of the ACT & the Commonwealth Government.

This report details the collectively identified infrastructure &/or improvement priorities that will best help to improve their revenue & the customer/client experience.

The origins of this specific survey & report lies in the ACT Government's announcement last month that Braddon would benefit from "*infrastructure upgrades over the next 18 months as part of the Canberra's Recovery Plan.*"

While BURT welcomes the announcement & upgrades in principle, we are concerned the infrastructure actually needed by business will not be delivered. We see this report as an opportunity to communicate clearly about the needs of the commercial sector & shape the work that will finally be undertaken by the Government.

- 71% of businesses said parking was their primary upgrade need
- 93% of businesses identified parking as an upgrade priority
- 58% of businesses said improvements to traffic flow was needed
- 85% of businesses were concerned upgrade works would hurt business operations

With the ACT Government specifically linking the upgrades to helping local businesses recover from the COVID-19 shutdown, we have also provided detail on how business was impacted by restrictions on operations, as well as the ongoing & current impacts on business since restrictions began to ease.

In providing their response to the BURT survey, many businesses have also identified a need for 'recovery' as vital to the last seven to eight months of operations, with the bushfire crisis & impact of smoke also having a deep impact on revenue, staff & operations.

The following pages will give you a clear understanding of the current state of business in Braddon & the significant challenges still being faced. It is clear that the crisis faced by businesses is far from over. As of 30 July 2020, approximately:

- 70% of Braddon's businesses are still operating below normal revenue
- Almost 40% have not yet been able to return to normal staffing levels

- Less than 50% of business currently have the support from the ACT & Federal Governments they need
- Around 50% of businesses could go out of business if another shutdown were to occur.

The last decade's transformation of the Braddon business precinct has been driven largely by the private sector's investment of finances, belief & commitment. While the ACT Government is a valued & welcome partner in Braddon, local traders do not wish to see government policies & activities – *no matter how well intended* – disrupt or derail the work of local commercial operators.

Upgrades & government investment is greatly needed in Braddon. Private investment has delivered artistic design & touches of class not usually seen in the average workplace or consumer experience. Sadly, the public areas beyond the control of commercial operators have not kept pace.

With proposed upgrades clearly intended to help businesses, we must be listened to & get the upgrades we need to survive. This does not require any funding beyond what has been proposed. It simply requires our voices to be heard.

This report is being provided to:

- ACT Government Ministers
- ACT Shadow Ministers
- Federal Member for Canberra, Ms Alicia Payne MP
- Senators for the ACT, Hon Zed Seselja & Ms Katy Gallagher
- MLAs for Kurrajong
- City Renewal Authority (CRA)
- ACT Election candidates for Kurrajong
- ACT Media outlets
- Canberra Business Chamber
- Trader organisations representing other ACT business precincts
- Braddon Collective

We look forward to working with you to help Braddon's business precinct emerge from the recent months of crisis into a thriving & enjoyable district.

Yours sincerely



Kel Watt
on behalf of Braddon's United Retailers & Traders

ABOUT BURT

Braddon's United Retailers & Traders (BURT) has been established to advocate for all commercial operators located in Braddon.

The traders represented range from micro-traders & the self-employed, through to large operations, franchises & multi-nationals. We estimate around 300 commercial operations & 3500+ individuals are employed in Braddon's private sector.

BURT represents & communicates interests of concern to governments, industry organisations, like-minded organisations & others where an interest may arise, such as event organisers.

BURT will also engage positively with community organisations & residents' representatives to advance the interests of the entire Braddon community.

While our chief goal is to ensure Braddon is an excellent place to establish & run a business, we also aim to promote the suburb as a great destination for shopping, dining & services; an ideal place to work & recreate, & an exceptional place to live.

BURT will issue media statements on issues of importance to Braddon business owners & staff. We also make submissions to governments & other decision-making authorities when we have a stake in their policies, programs & activities.

BURT operates positively & cooperatively with all stakeholders. We see a positive future for Braddon in finding ways to complement the work & interests of nearby business & residential precincts.

BURT can be contacted via:

Email: hello@braddon.online
Website: braddon.online
Social Media: [@BraddonOnline](https://www.instagram.com/BraddonOnline)

BACKGROUND

On 3 June 2020, ACT Chief Minister Andrew Barr MLA issued the following media statement:

Upgrades for Braddon and Dickson to support local jobs

Two of Canberra's most popular entertainment and dining strips will get significant infrastructure upgrades over the next 18 months as part of the Canberra's Recovery Plan.

Infrastructure works will be undertaken on Lonsdale Street Braddon and Woolley Street Dickson to make the area safer, more accessible and more attractive.

The City Renewal Authority has appointed two locally based teams to undertake the design works with SMEC to lead the Braddon upgrades and AECOM leading the Dickson upgrades.

As part of this \$13.9m ACT Government investment, up to 20 construction, design and engineering jobs will be created and supported.

The first stage of works include Lonsdale Street, Braddon, between Cooyong and Girrawheen streets, and Woolley Street, Dickson. The upgrades will improve parking and active travel options and provide better connections to neighbouring areas and the light rail.

Designs for the upgrades will draw upon the Braddon and Dickson Place Plans, completed by the City Renewal Authority in 2019, which included pedestrian-friendly footpaths, new street furniture, improved lighting and higher quality landscaping.

This investment will also provide new public space plans for the broader Dickson and Braddon commercial precincts and the next stage of detailed design and construction in each area.

Work will commence in early 2021 and is scheduled to be completed early 2022.

The City Renewal Authority will work with local businesses and the community to minimise the construction impacts while we improve these areas for the benefit of the entire community.

While BURT supports the upgrades & its objectives strongly *in principle*, & recognises government investment is greatly needed, it comes with hesitation.

For example, consultation has been minimal, upgrade specifics are still undefined & the observations of other upgrades around Canberra lead us to worry that a lack of cooperation with the precinct as a whole, or individual business, could see operations again negatively impacted.

That is why BURT initiated the survey & this report. Specifically, we are lobbying for:

- priority to be given to projects identified by local businesses
- the prevention of shutdowns that drove customers away during Civic's Bunda Street upgrades.

METHOD

BURT prepared & distributed the survey at Attachment A.

The survey was presented in person to all businesses in Braddon, with the exception of those that continued to be closed for remote work or waiting until business operation restrictions are eased further.

Approximately 300 surveys were circulated. Of these, approximately 100 were completed on the spot & collected. Around 50 more were returned via email or collected during a return visit.

The surveys were distributed and collected for a four-week period, including data entry & analysis from late June to late July 2020.

While acknowledging the proposed ACT Government upgrades will focus on Lonsdale Street between Cooyong Street & Girrawheen Street, BURT surveyed the small number of businesses along Northbourne Avenue & the Ainslie Avenue area in order to deliver a suburb-wide view of business needs & operations, including impact of COVID-19.

No responses were received from businesses located around Ainslie Avenue.



KEY FINDINGS

UPGRADES & PARKING

- 75% of businesses support the proposed ACT Government upgrades in principle.
- 93% of Braddon businesses nominated improvements to parking as a priority.
- 71% of Braddon business identified parking upgrades as their number one priority.
- Every sector of business identified parking as the most important upgrade.
- The next most desired upgrades are improvements to traffic flow, security & lighting, public toilets & loading zones.
- 85% of businesses were concerned upgrade works would hurt business operations.

BRADDON PLAN, CRA & UPGRADES

- Only 37% of business are aware of the Braddon Plan.
- Only 44% of businesses are aware of the CRA.
- Only 10% of businesses say they have been consulted about the Braddon Plan or upgrades.

REVENUE LOSSES CAUSED BY COVID-19

- Over 60% of businesses were partially or completely shut down during COVID-19 restrictions.
- 84% of businesses suffered revenue loss during restrictions.
- 68% of businesses lost between 50% & 100% of revenue during restrictions.
- 68% of businesses continue to experience revenue loss.
- 17% of businesses continue to experience revenue loss of between 50% & 100%.

STAFF LOSSES CAUSED BY COVID-19

- 44% of businesses reduced staff during restrictions, by an average 70%.
- 37% of businesses continue to operate on reduced staff, by an average 40%.
- 55% of businesses believe they would close or face serious threat to staying open if another shut down occurred.

GOVERNMENT SUPPORT & COMMUNICATIONS

- An approximately equal number of businesses believed Government support during shutdown & easing of restriction was 'about right/more than needed' or 'not enough'
- Perception of government communications regarding COVID-19 is equally regarded as 'poor', 'average' & 'good'
- 56% of information on COVID-19 was received via media & social media channels.

DETAILED RESULTS

BURT had 147 respondents to the survey.

This represents a data set that delivers a clear understanding of the opinion of business operators & their needs to ensure they can be given the best possible chance to 'recover', as far as government support & investment is concerned.

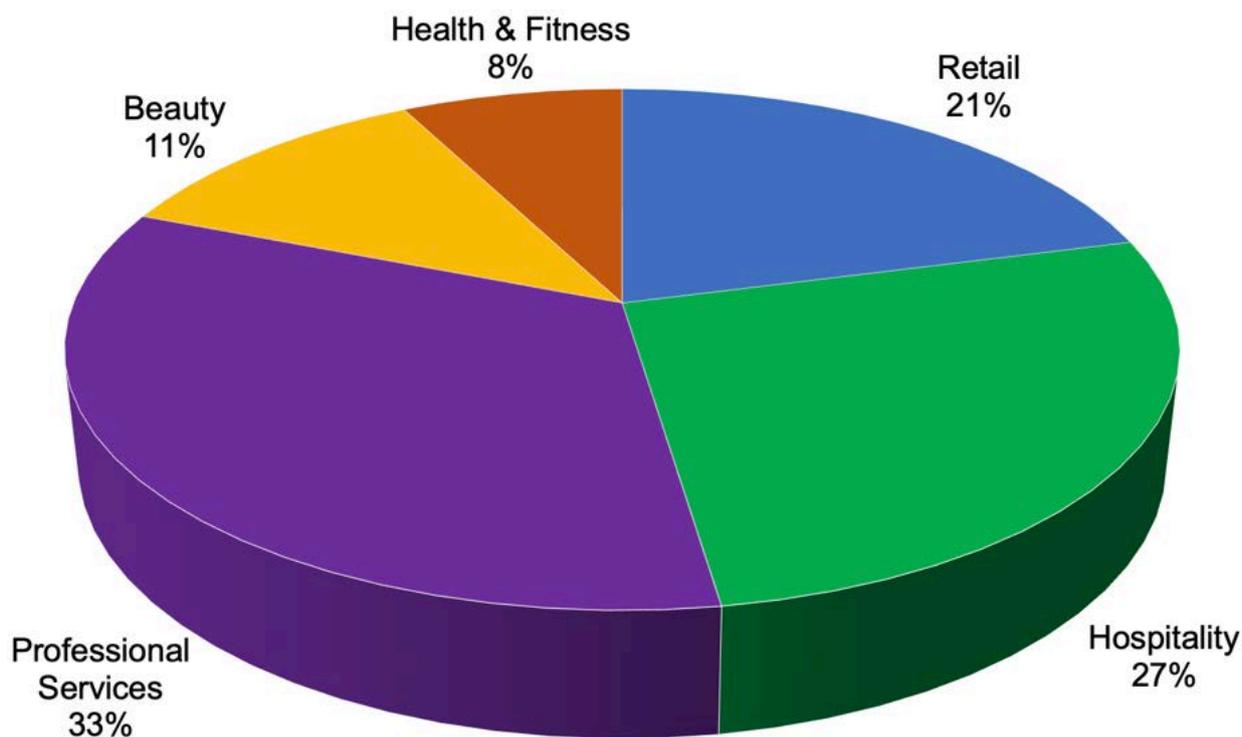
Responses to individual questions & further additional comments were collected & are provided via the below charts & graphs.

The results are presented in percentage terms, with a rounding to the nearest whole number.

Commentary & additional comments are providing in following sections, with the data sets simply being presented here:

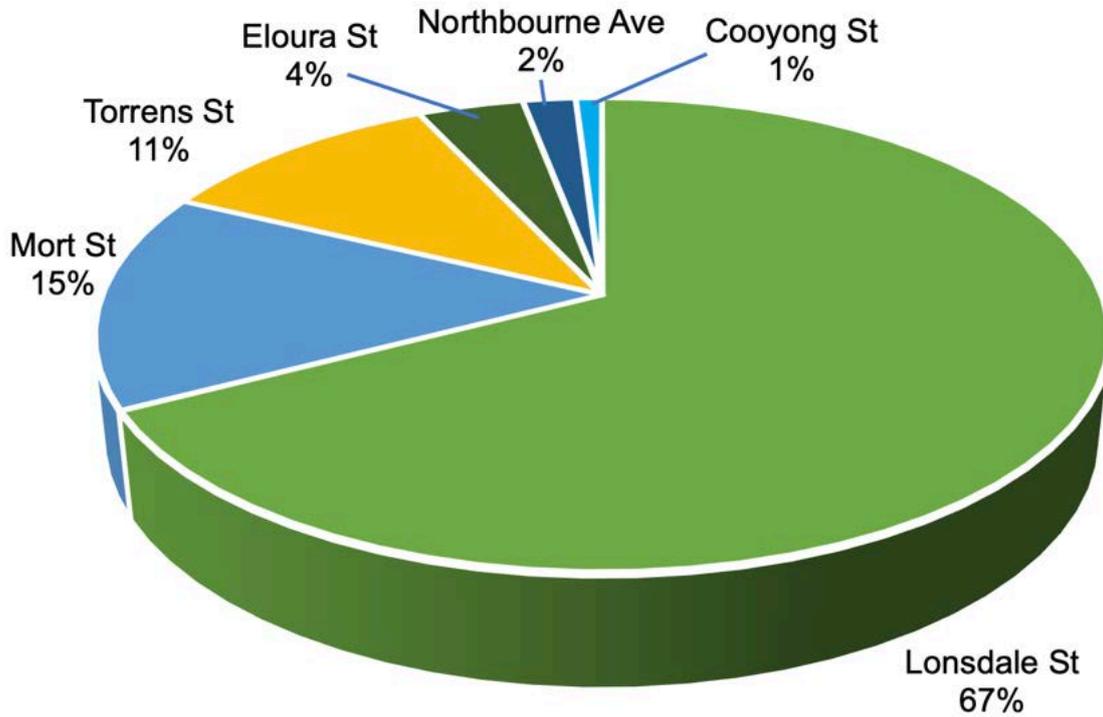
RESPONSES BY SECTOR

Businesses were asked to identify the sector they represent & the industry in which they operate. The results on specific upgrade priorities & impact of COVID-19 came from the following:



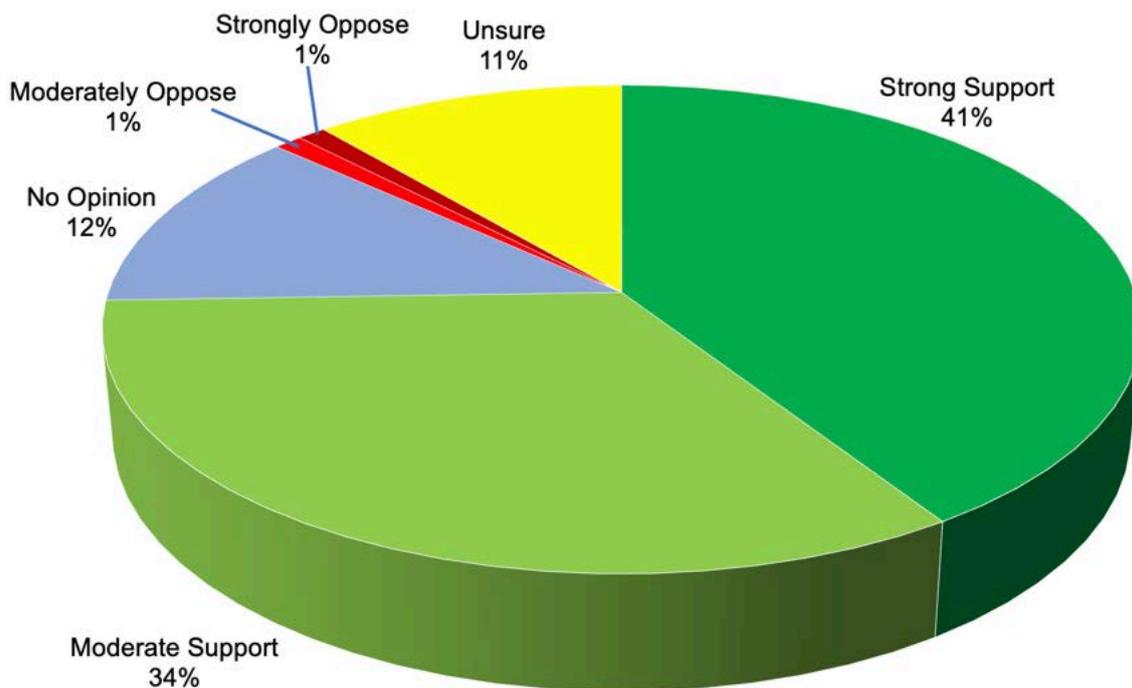
RESPONSES BY LOCATION

Responses were received from businesses operating in the following locations:



SUPPORT FOR UPGRADES

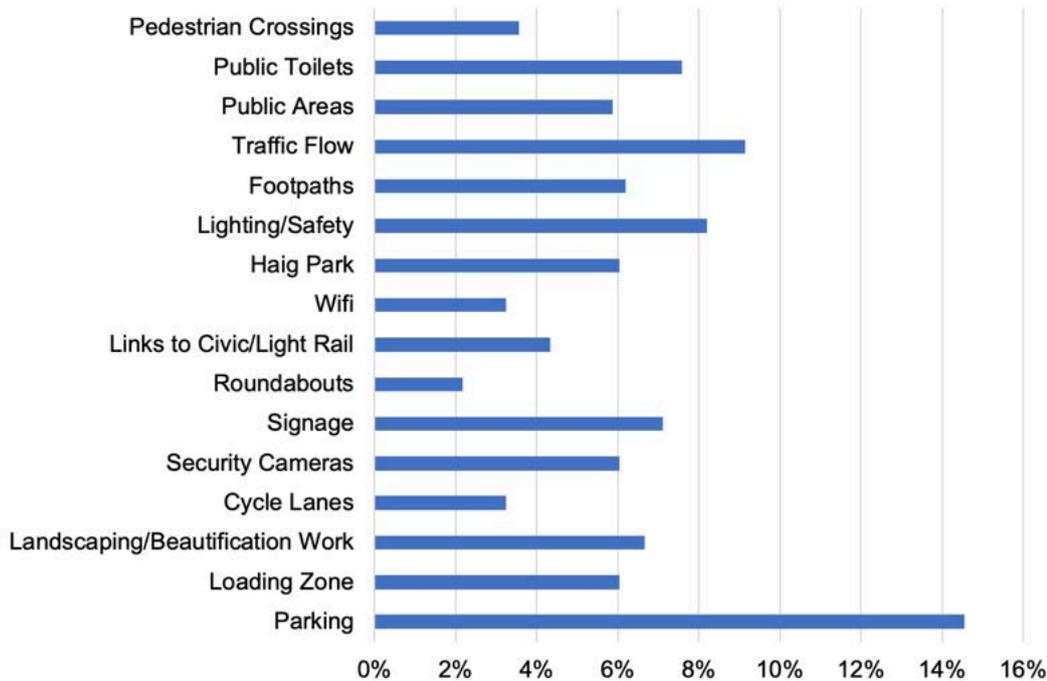
The combined show of support for all surveyed business was:



UPGRADE PRIORITIES

The combined responses of all businesses (at least five preferences) produced 969 individual 'votes' for various projects.

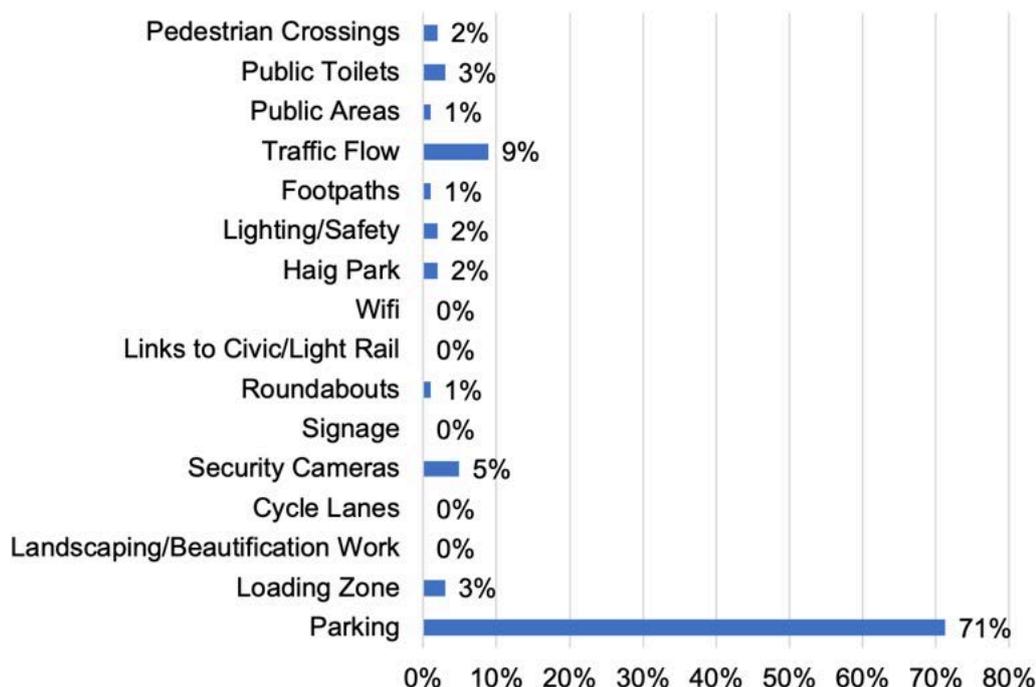
Businesses were able to nominate infrastructure or projects beyond those contained in the survey.



FIRST PREFERENCE FOR UPGRADE PRIORITIES

The respondents were asked to nominate their priority by indicating a preference from at least 1 to 5.

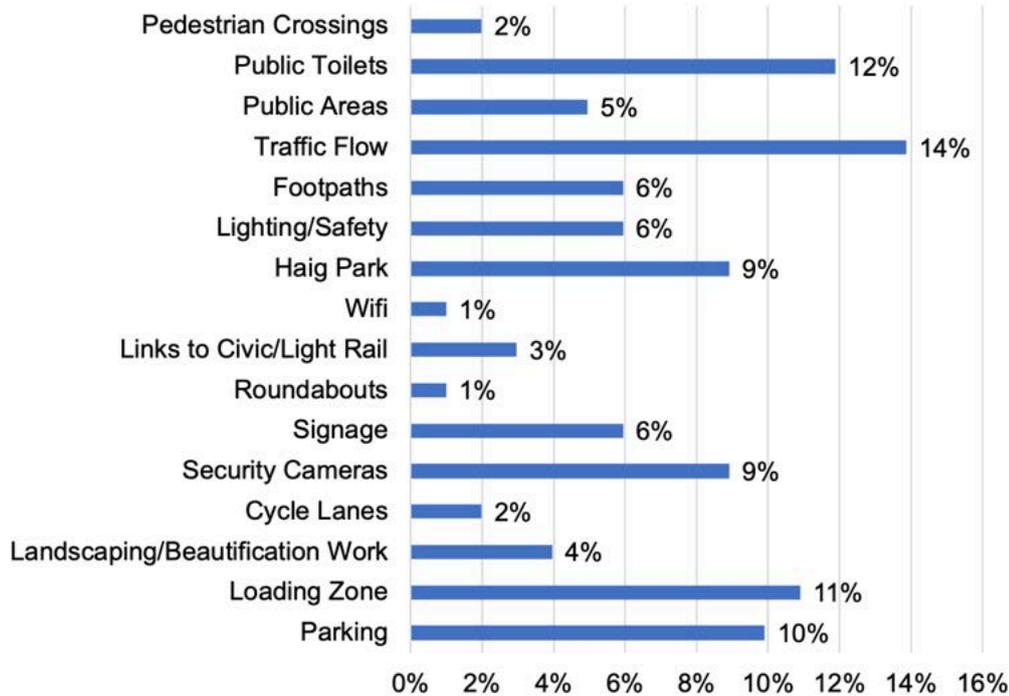
Of the 147 first preferences, the following items were nominated as the priority by all businesses combined:



SECOND PREFERENCE FOR UPGRADE PRIORITIES

The respondents were asked to nominate their priority by a indicating a preference from at least 1 to 5.

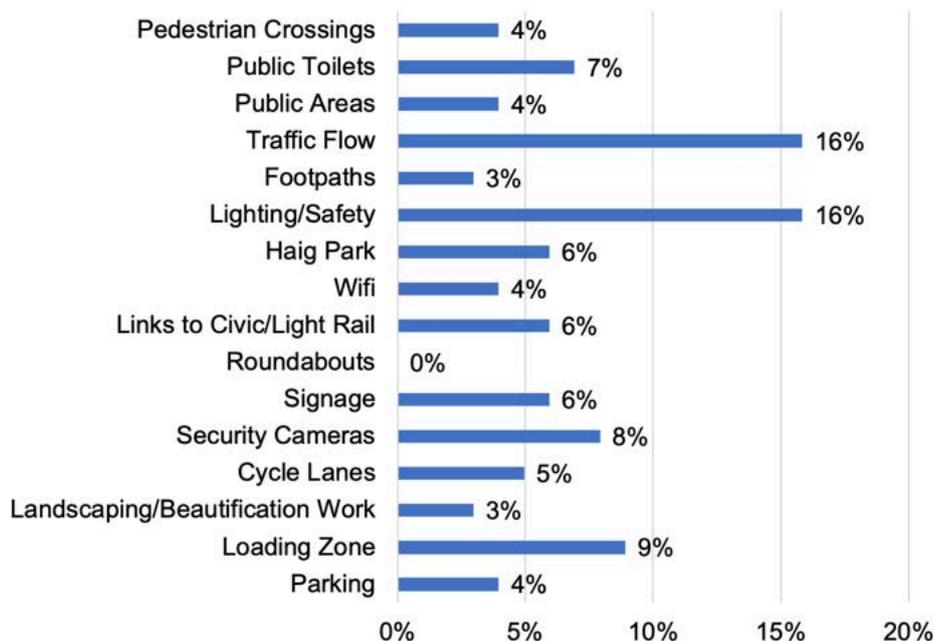
Of the 147 preferences, the following items were nominated as the second priority by all businesses combined:



THIRD PREFERENCE FOR UPGRADE PRIORITIES

The respondents were asked to nominate their priority by a indicating a preference from at least 1 to 5.

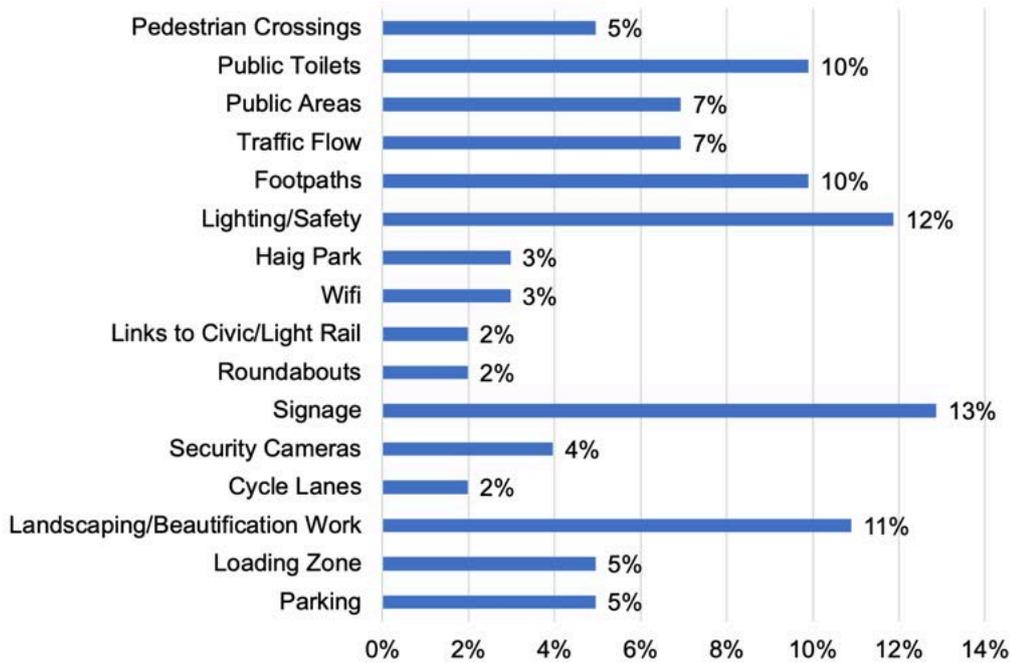
Of the 147 preferences, the following items were nominated as the third priority by all businesses combined:



FOURTH PREFERENCE FOR UPGRADE PRIORITIES

The respondents were asked to nominate their priority by a indicating a preference from at least 1 to 5.

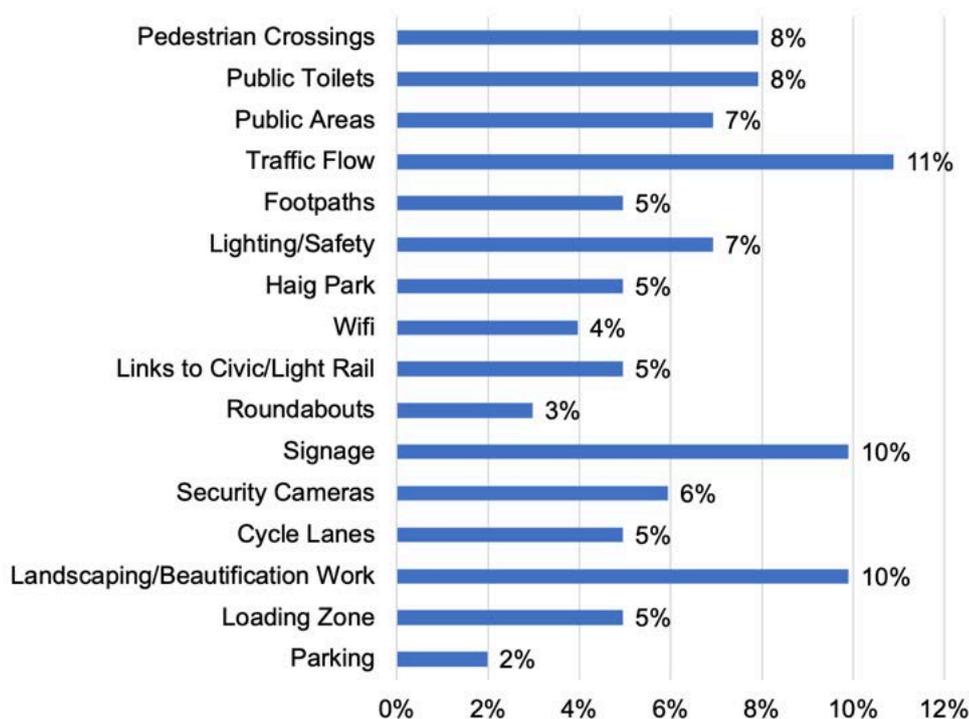
Of the 147 preferences, the following items were nominated as the fourth priority by all businesses combined:



FIFTH PREFERENCE FOR UPGRADE PRIORITIES

The respondents were asked to nominate their priority by a indicating a preference from at least 1 to 5.

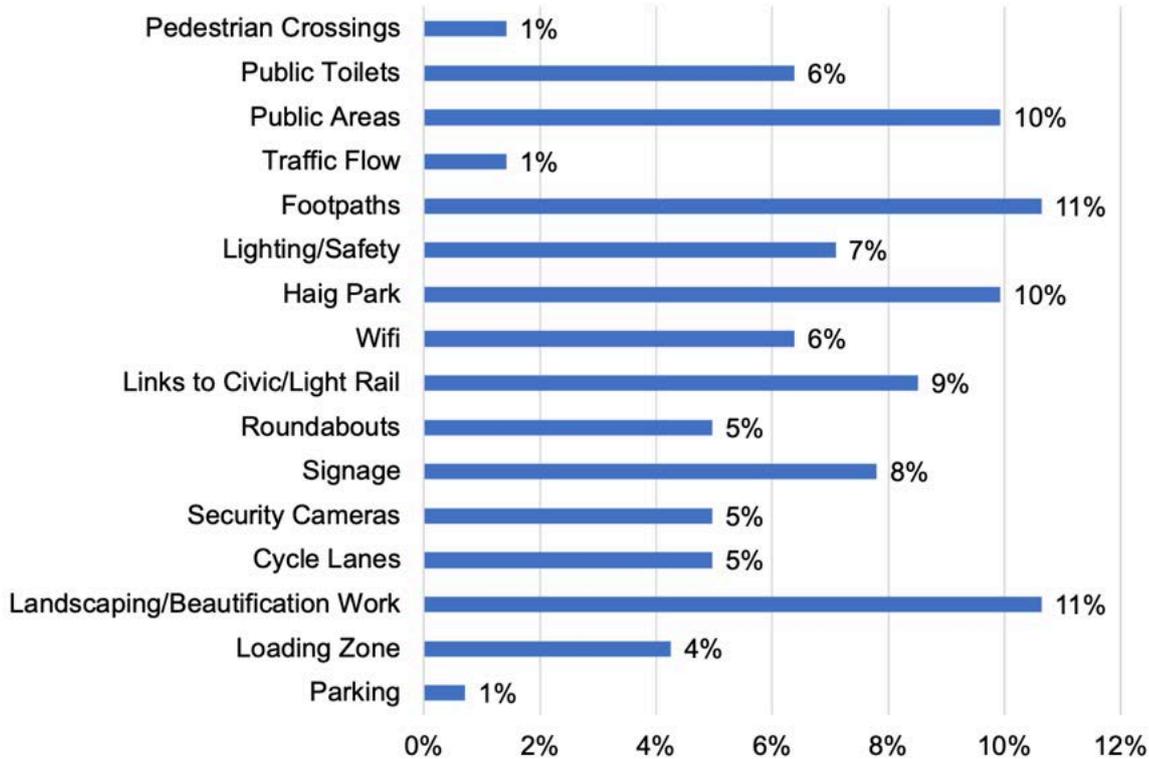
Of the 147 preferences, the following items were nominated as the fifth priority by all businesses combined:



SIXTH OR LOWER PREFERENCE FOR UPGRADE PRIORITIES

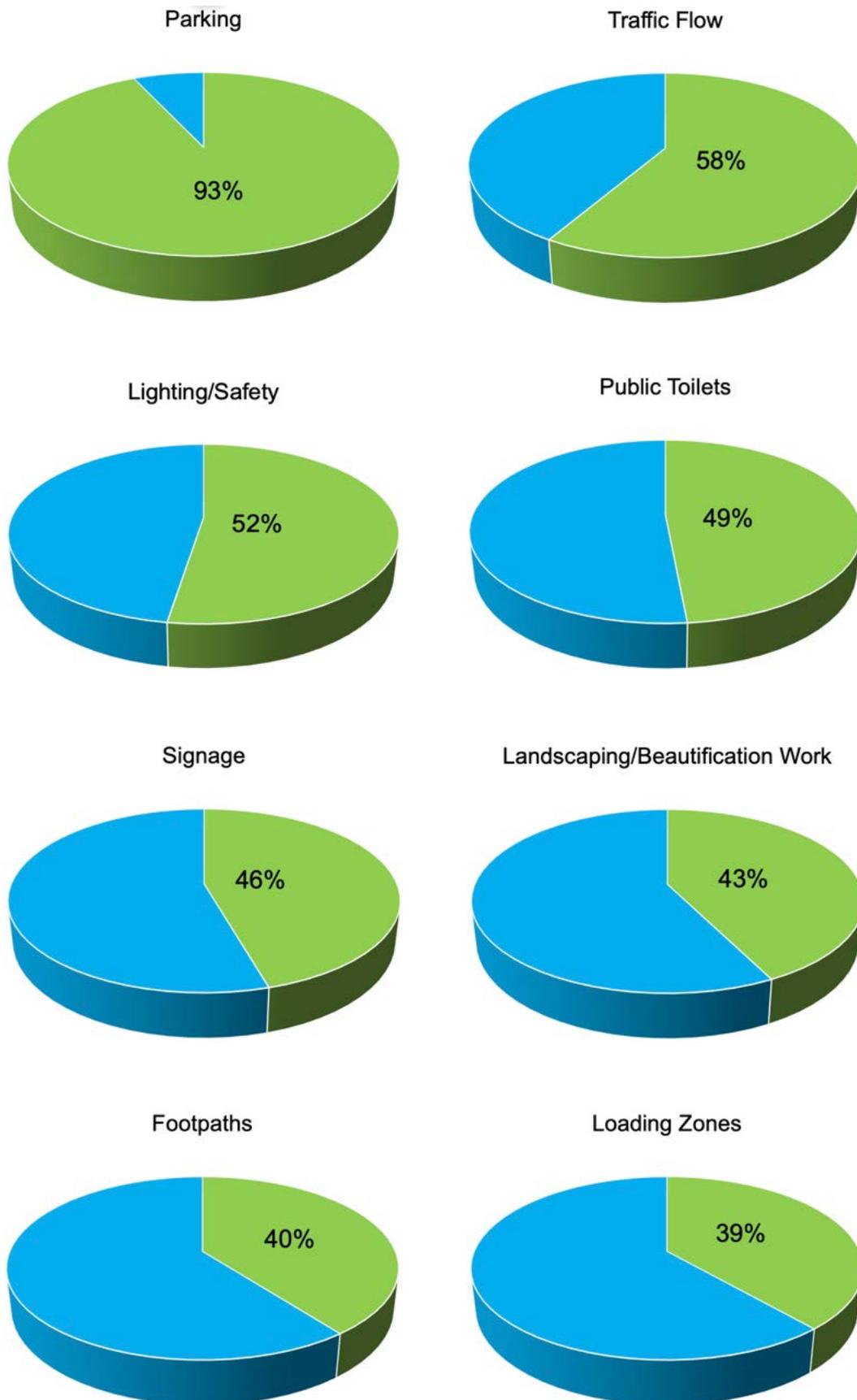
The respondents were asked to nominate their priority by indicating a preference from at least 1 to 5.

Of the 127 preferences, the following items were nominated as the sixth to 16th priority by all businesses combined:

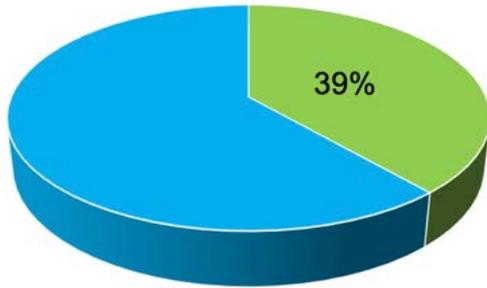


SUPPORT FOR SPECIFIC UPGRADES

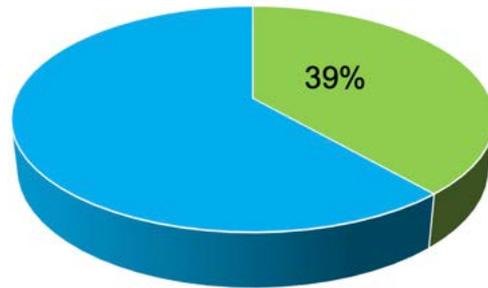
Of the 16 upgrades nominated by businesses, items received support via a preference nomination of any kind at the following levels:



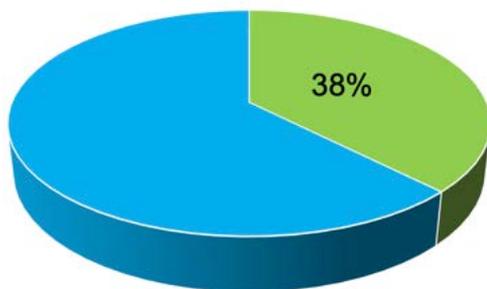
Security Cameras



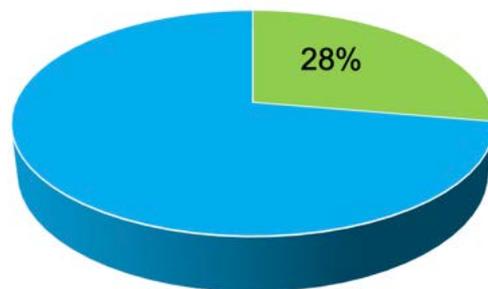
Haig Park



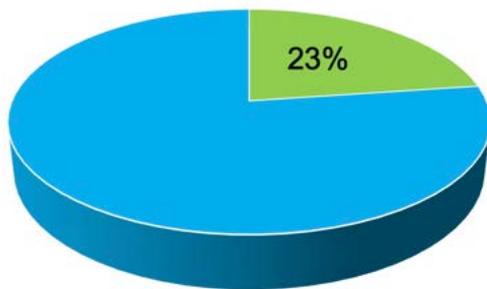
Public Areas



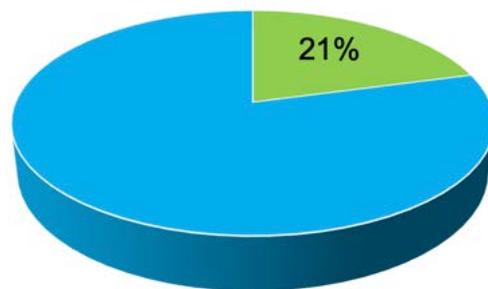
Links to Civic/Light Rail



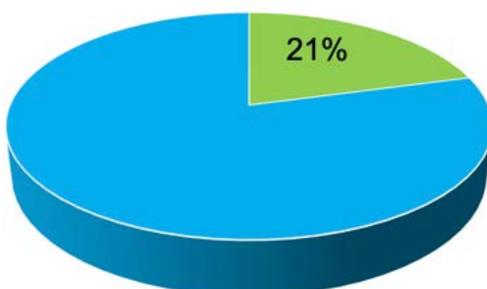
Pedestrian Crossings



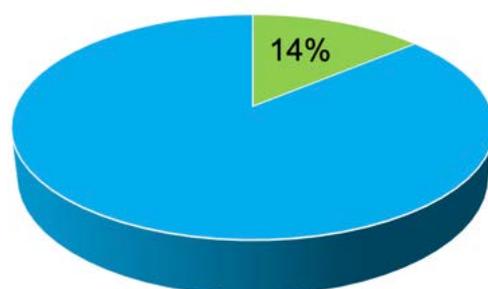
Cycle Lanes



Wifi



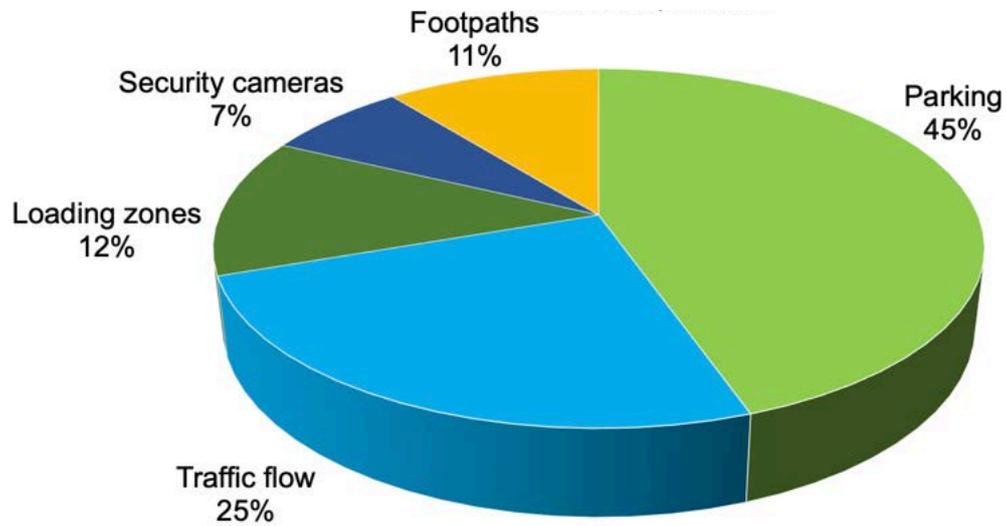
Roundabouts



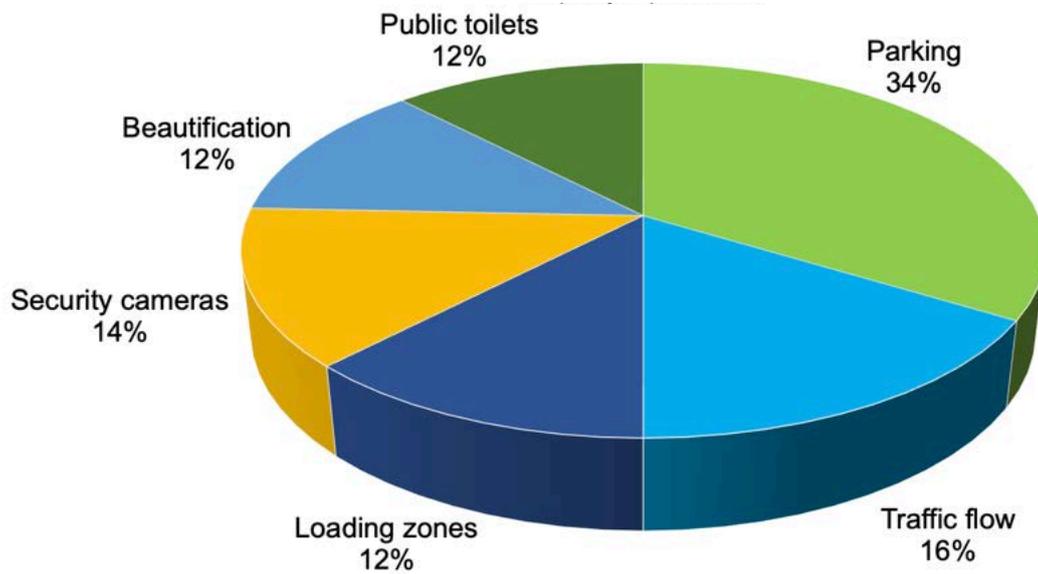
TOP 5 UPGRADES BY SECTOR

The five business sectors nominated their five most important priorities as being:

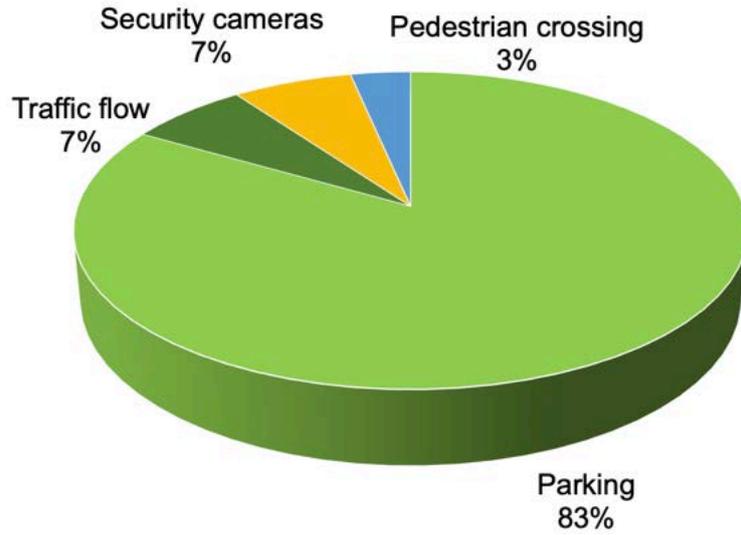
Professional services



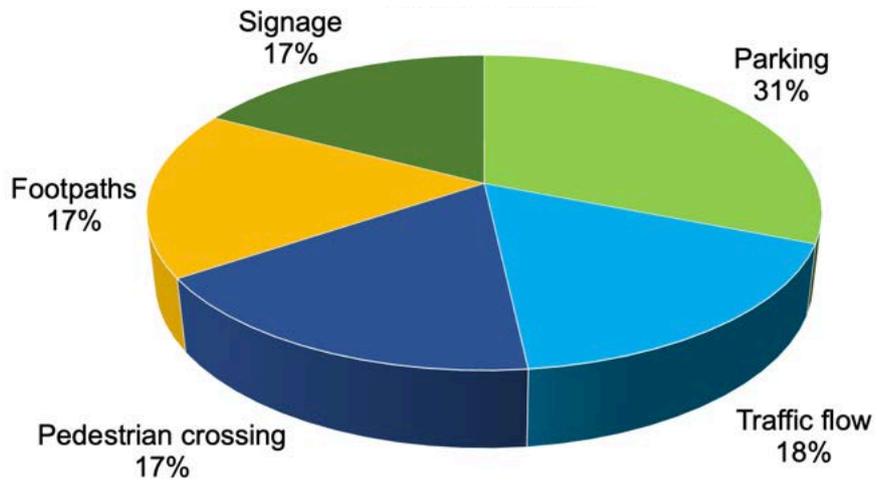
Hospitality



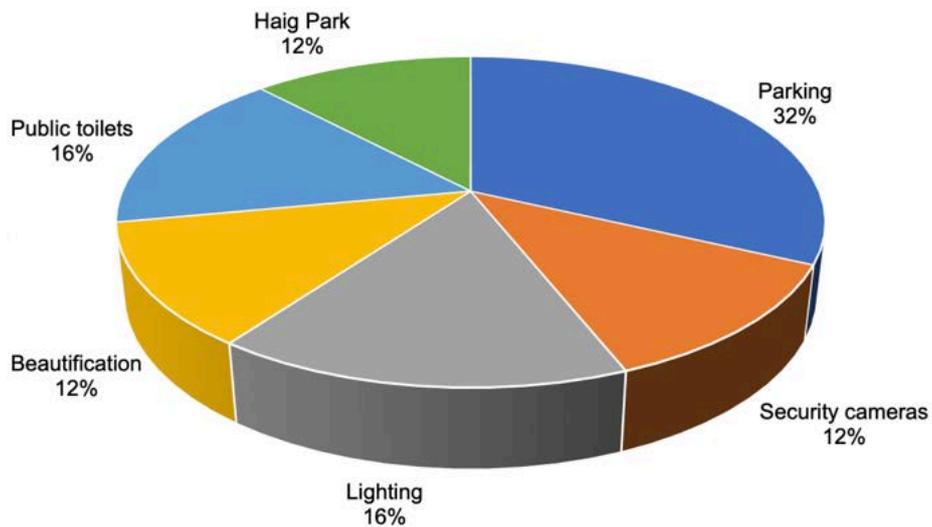
Retail



Beauty



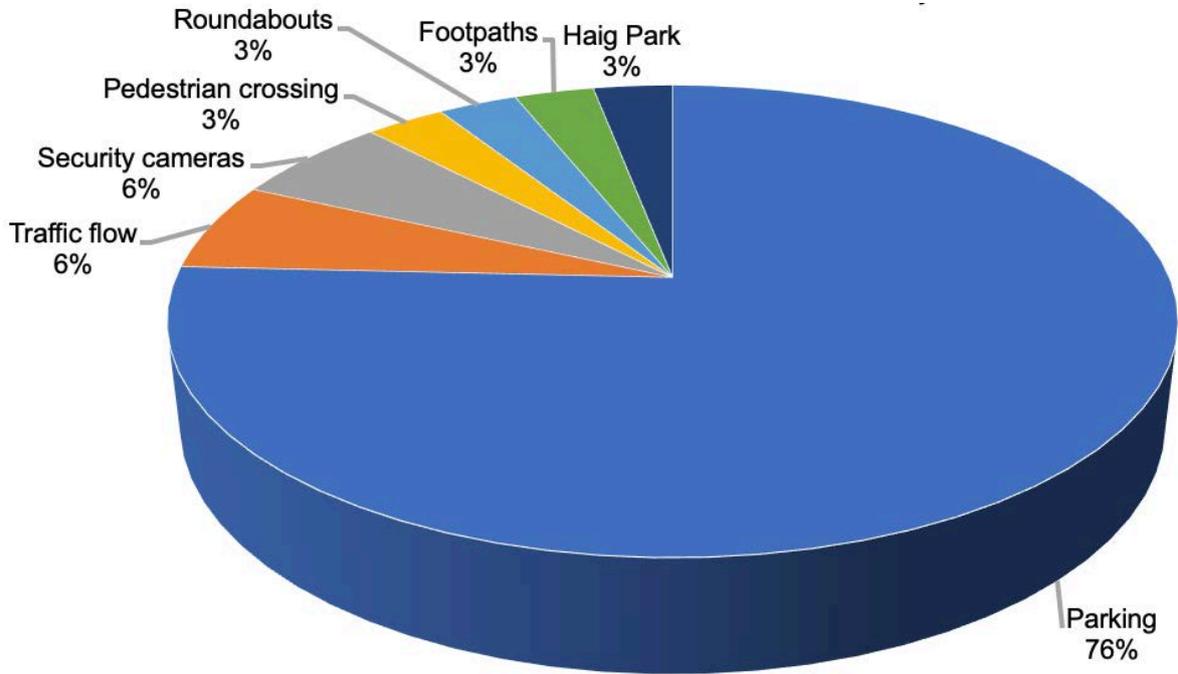
Health & fitness



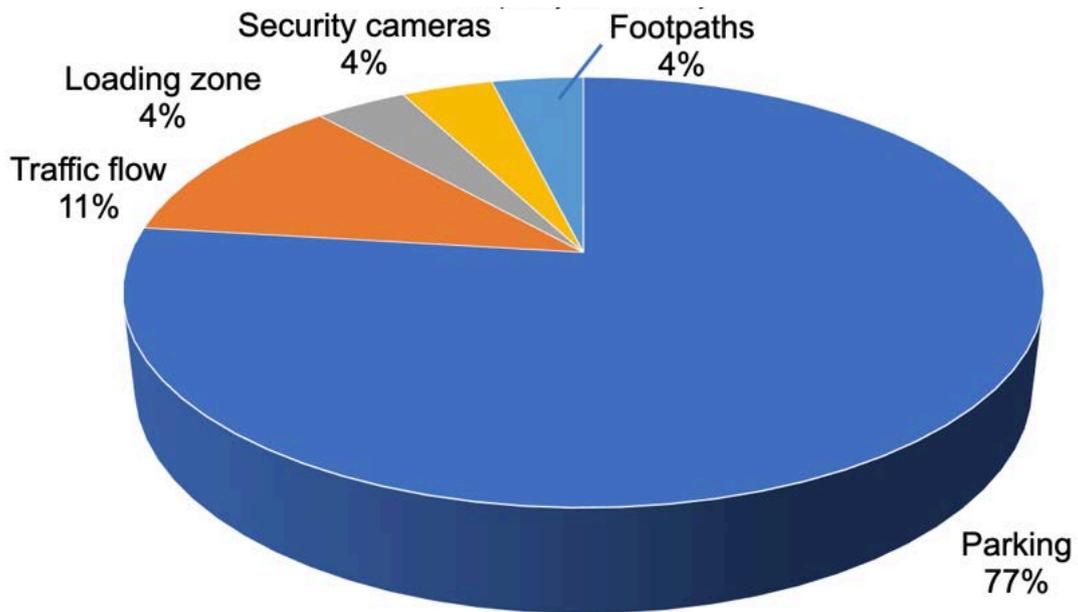
NUMBER 1 UPGRADE PRIORITY BY SECTOR

The five business sectors nominated their most important priority as being:

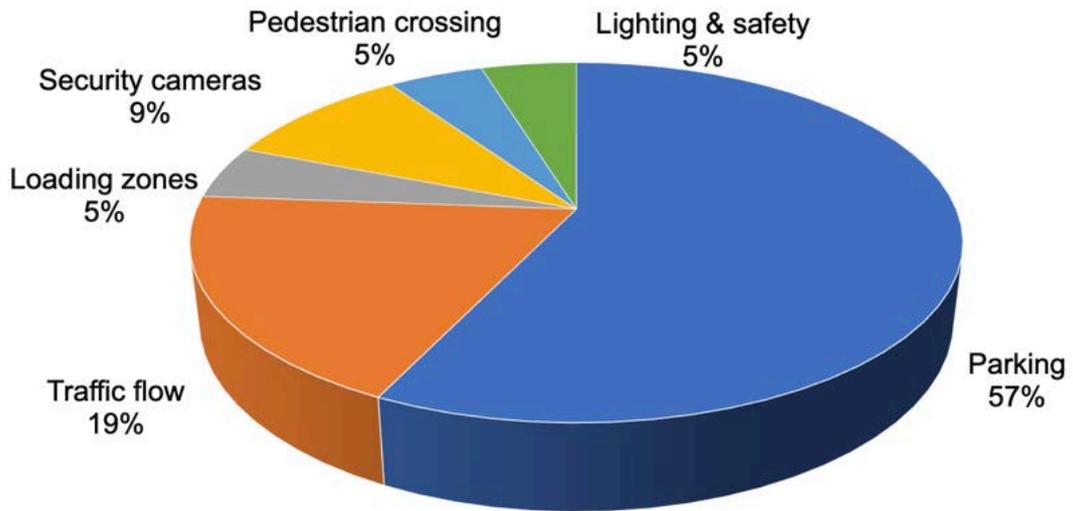
Professional services



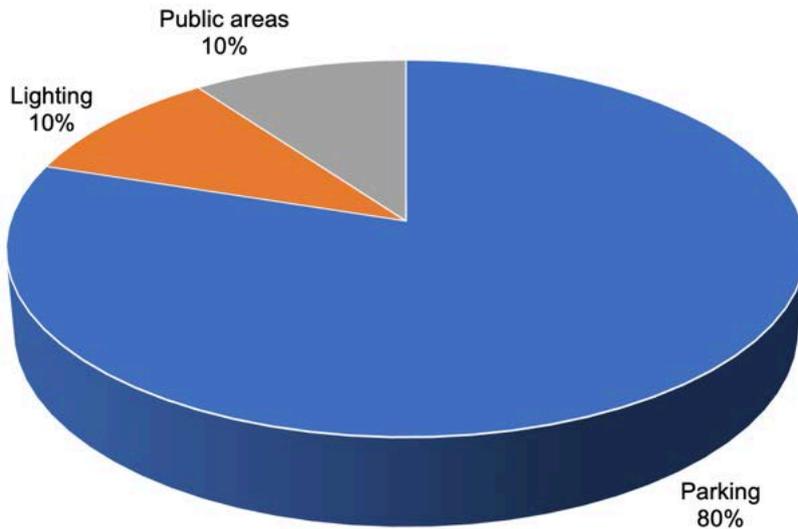
Hospitality



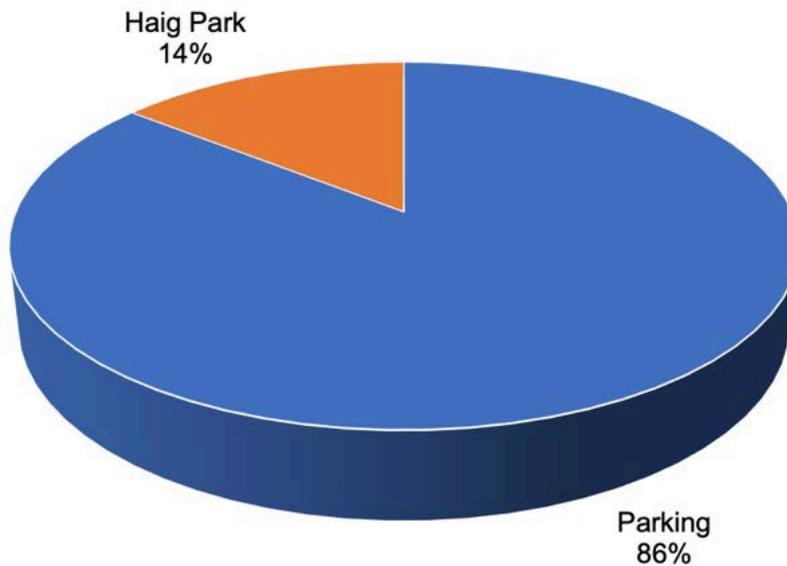
Retail



Beauty



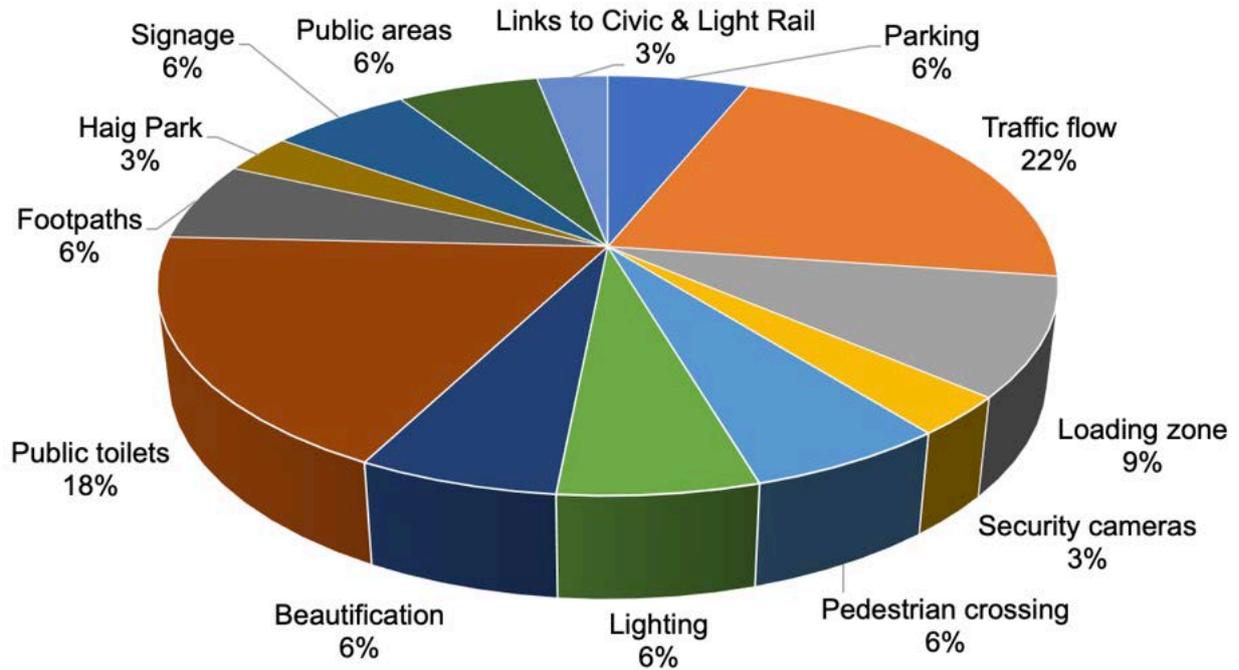
Health & Fitness



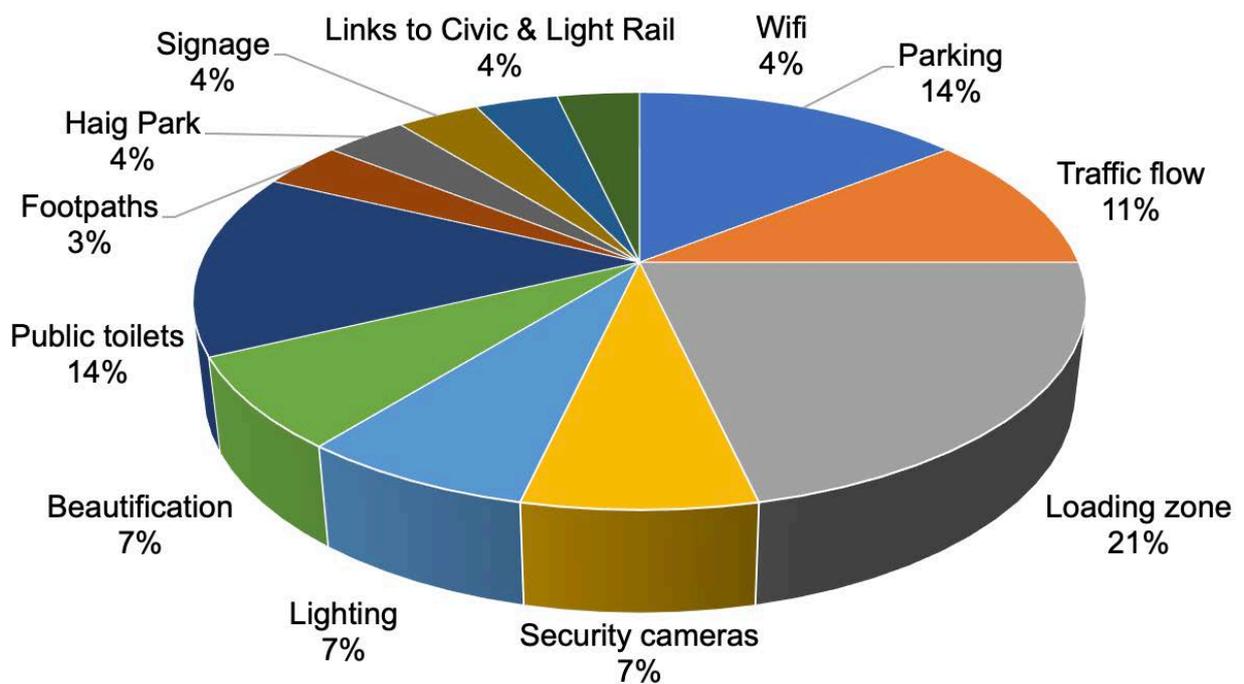
NUMBER 2 UPGRADE PRIORITY BY SECTOR

The five business sectors nominated their second most important priority as being:

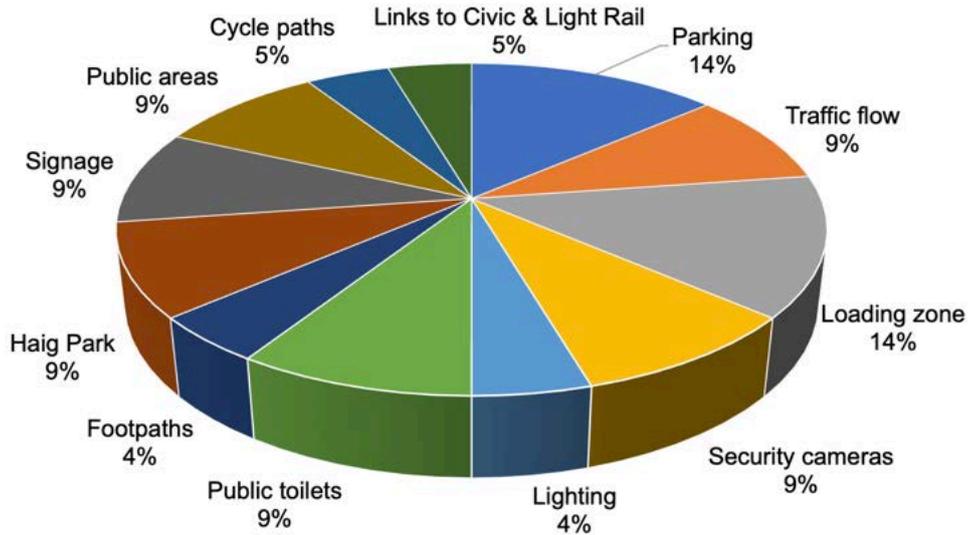
Professional services



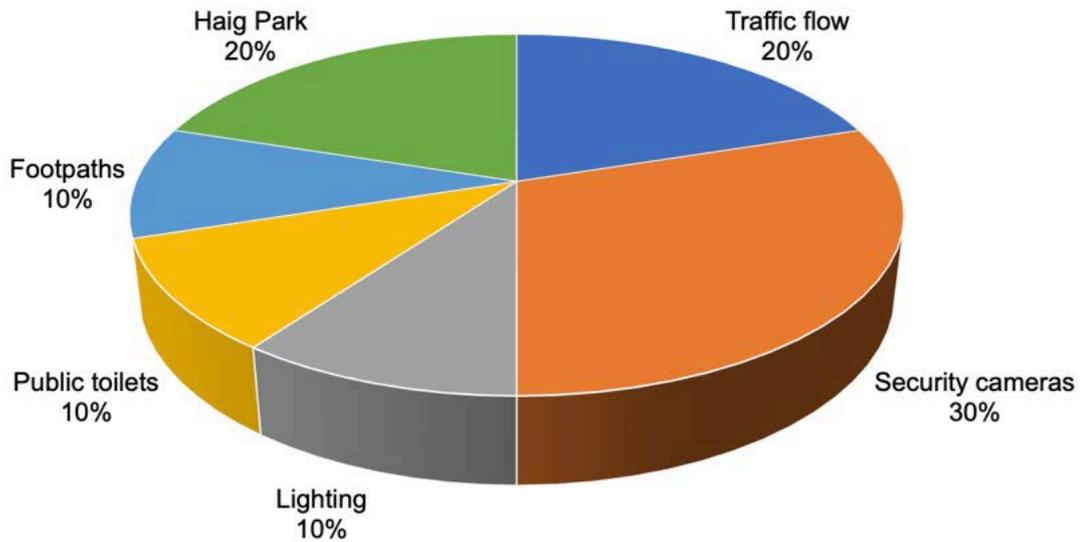
Hospitality



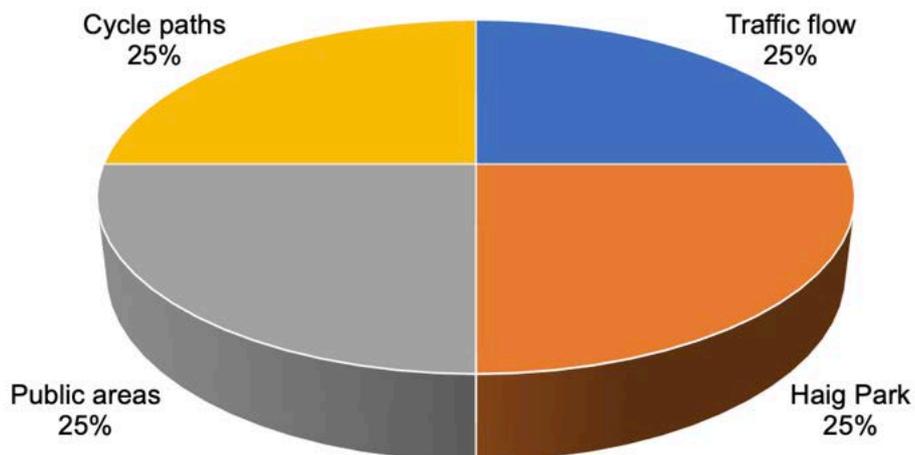
Retail



Beauty

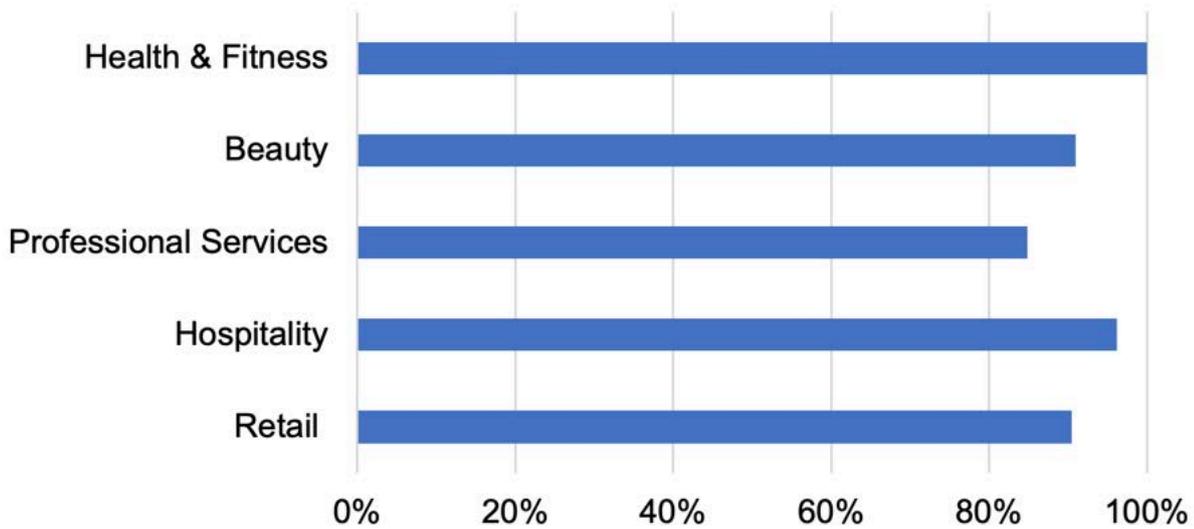


Health & Fitness



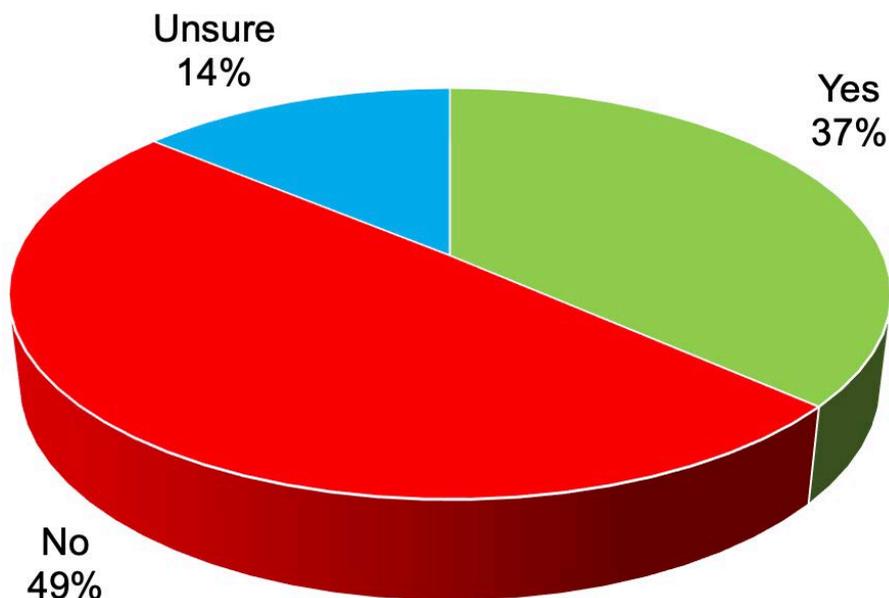
SUPPORT FOR PARKING UPGRADES BY SECTOR

93% of businesses identified parking upgrades as a priority. By sector, business supported parking upgrades by the following figures:



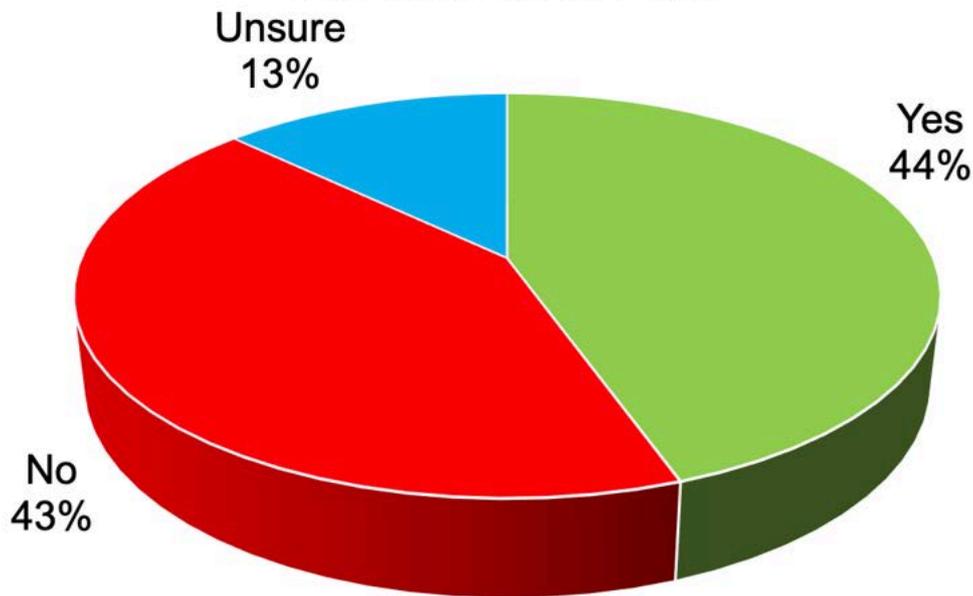
AWARENESS OF BRADDON PLAN

When asked if they were aware of the ACT Government's 'Braddon Plan', businesses gave the following responses:



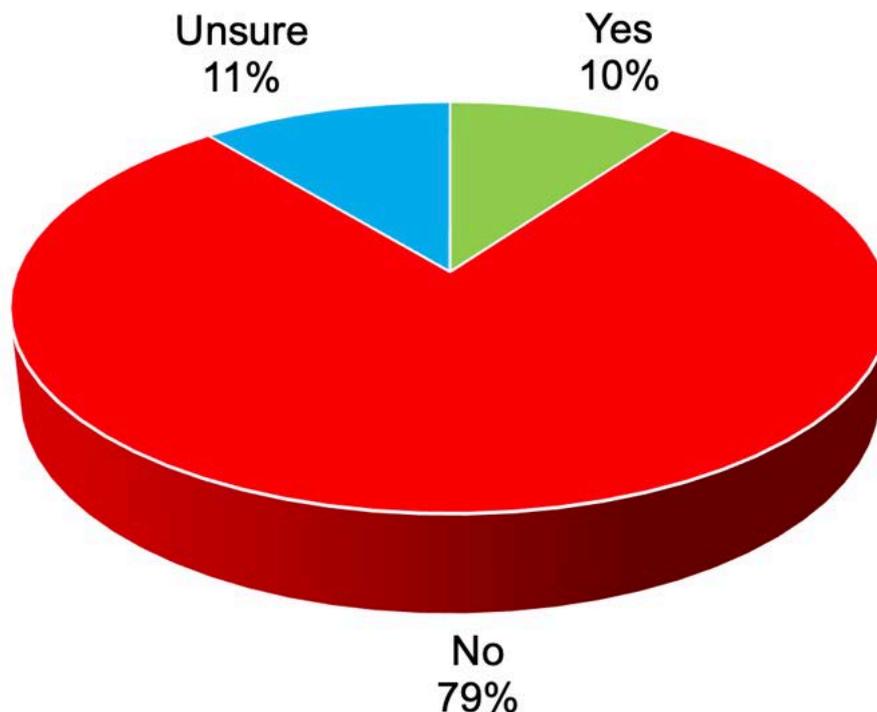
AWARENESS OF CITY RENEWAL AUTHORITY (CRA)

When asked if they were aware of the ACT Government's City Renewal Authority (CRA), businesses gave the following responses:



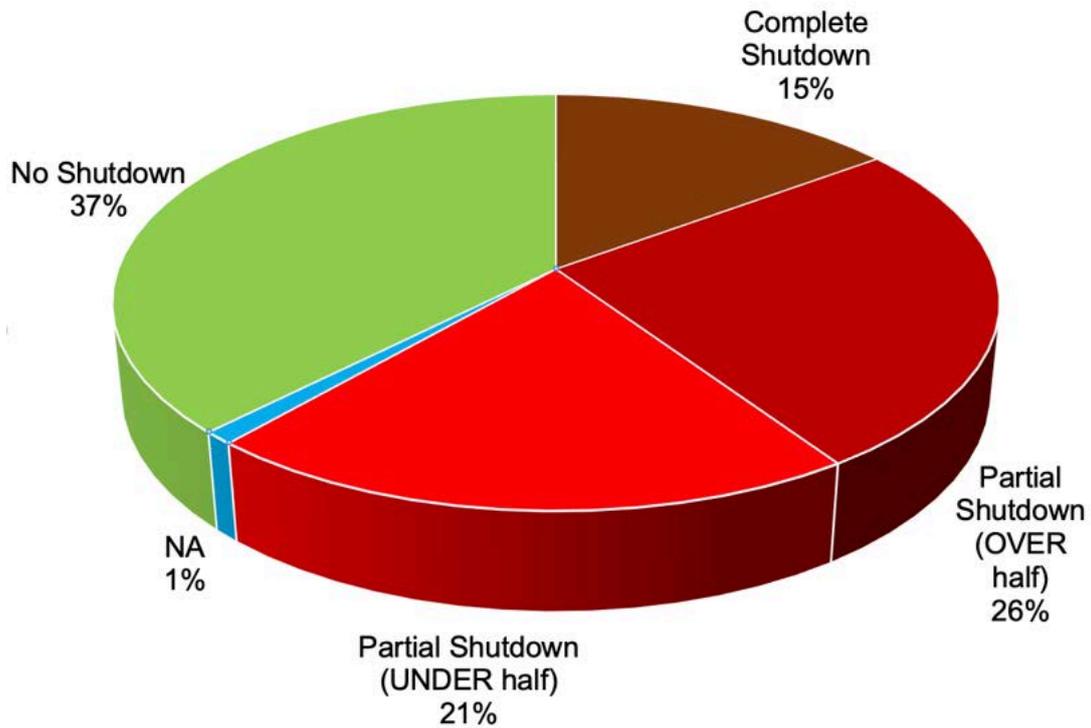
CONSULTATION REGARDING 'BRADDON PLAN' &/OR UPGRADES

When asked if they had been consulted by the ACT Government about the 'Braddon Plan' or any upgrade proposal's, businesses gave the following responses:



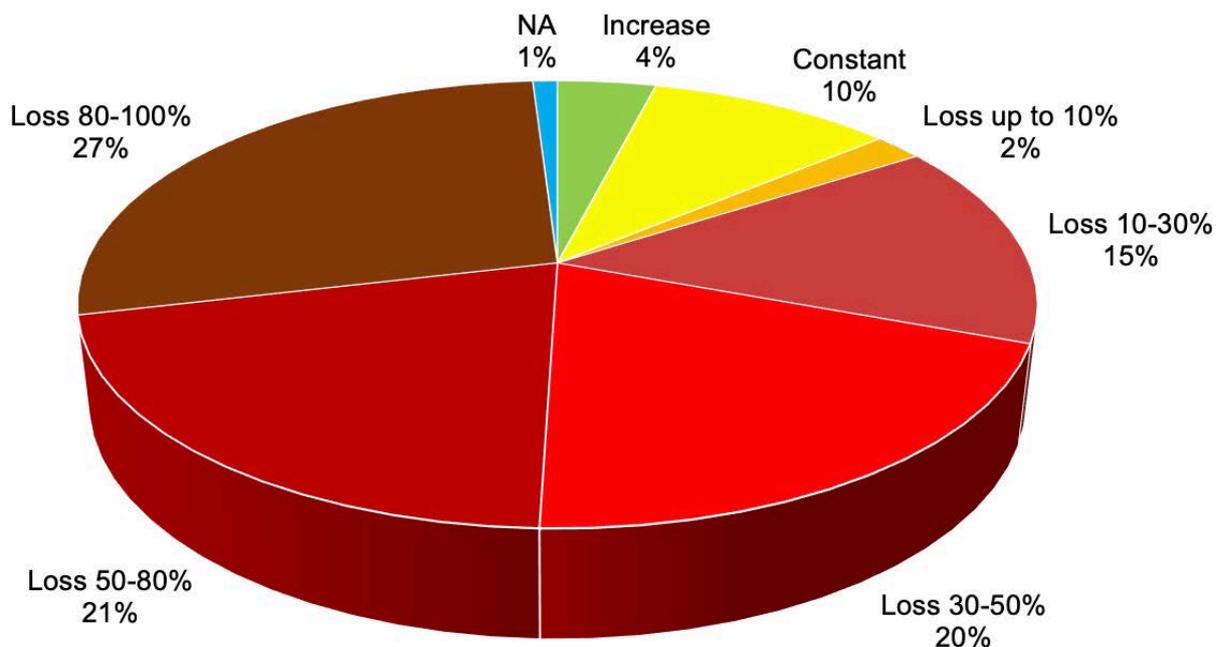
IMPACT OF COVID-19 ON BUSINESS OPERATIONS

When business & social restrictions were implemented, Braddon businesses had their operations impacted in the following way:



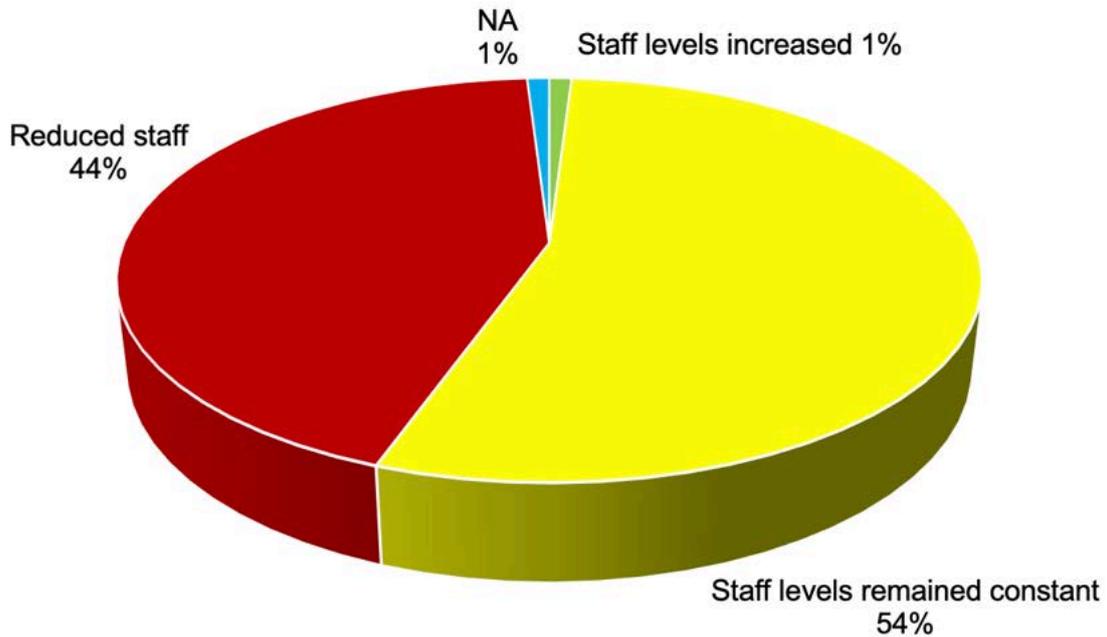
IMPACT OF COVID-19 ON BUSINESS REVENUE

When business & social restrictions were implemented, Braddon businesses had their revenues impacted in the following way:



IMPACT OF COVID-19 ON STAFFING LEVELS

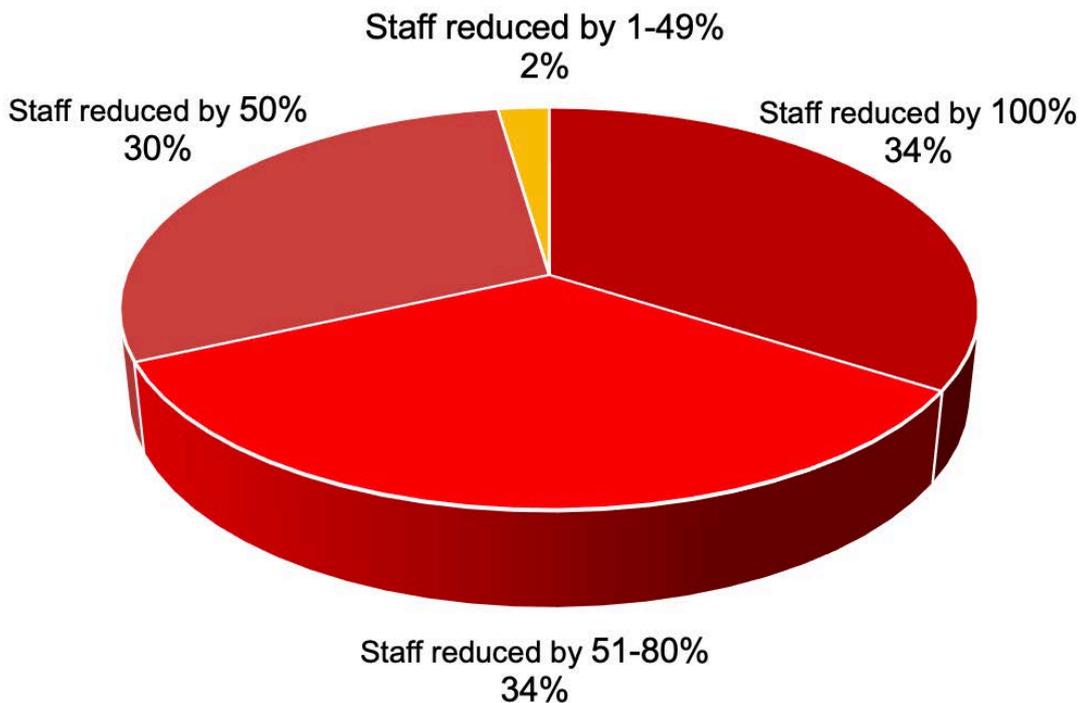
When business & social restrictions were implemented, Braddon businesses staffing levels were impacted in the following way:



STAFFING LEVELS OF BUSINESSES WHO REDUCED EMPLOYEES

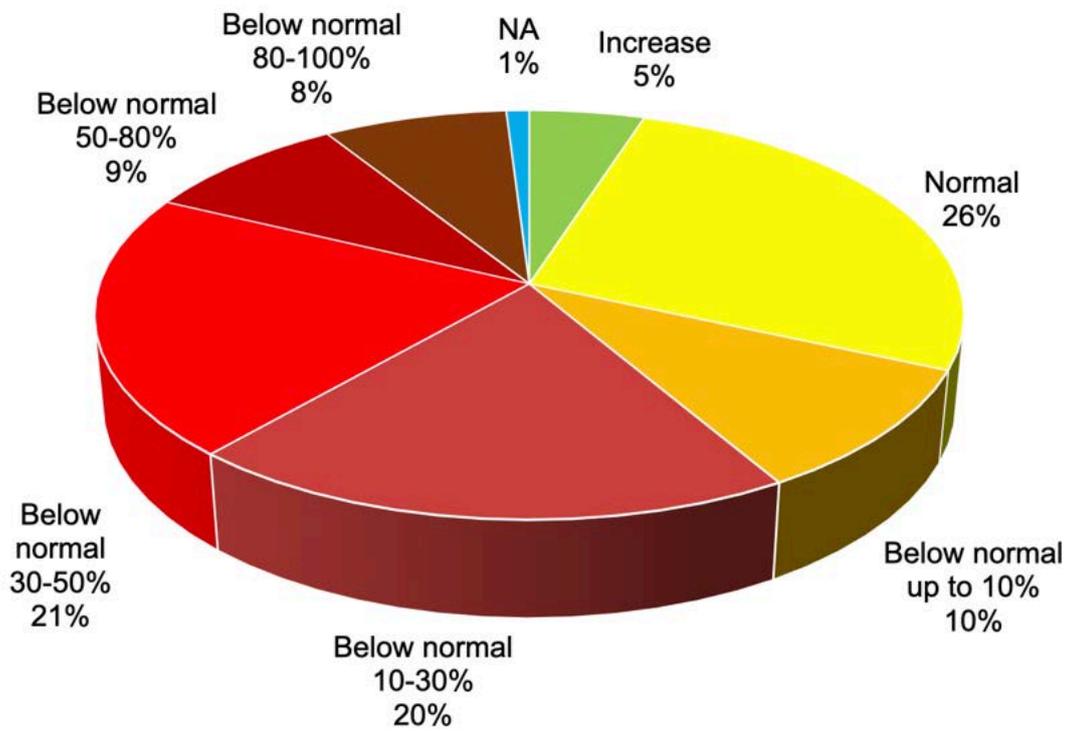
Of those businesses that reduced staff during restrictions, the staffing levels were impacted in the following way:

The average reduction in staff by businesses that reduced levels was 70%



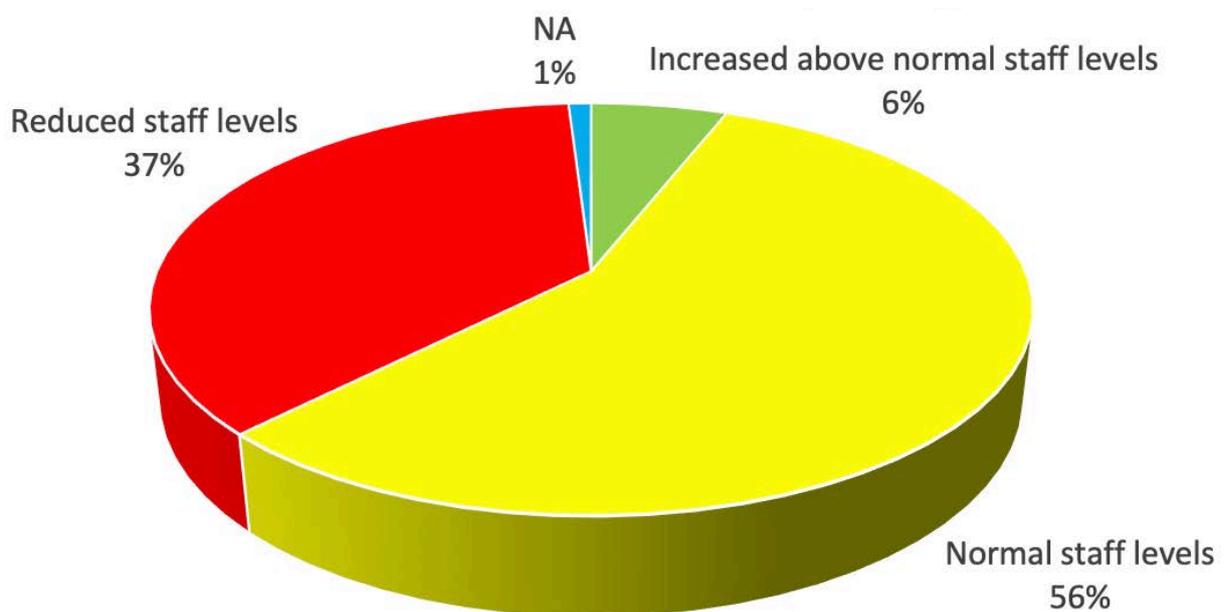
BUSINESS REVENUE SINCE EASING OF RESTRICTIONS

Since business & social restrictions have started easing, Braddon businesses continue to have their revenues impacted in the following way:



STAFFING LEVELS SINCE EASING OF RESTRICTIONS

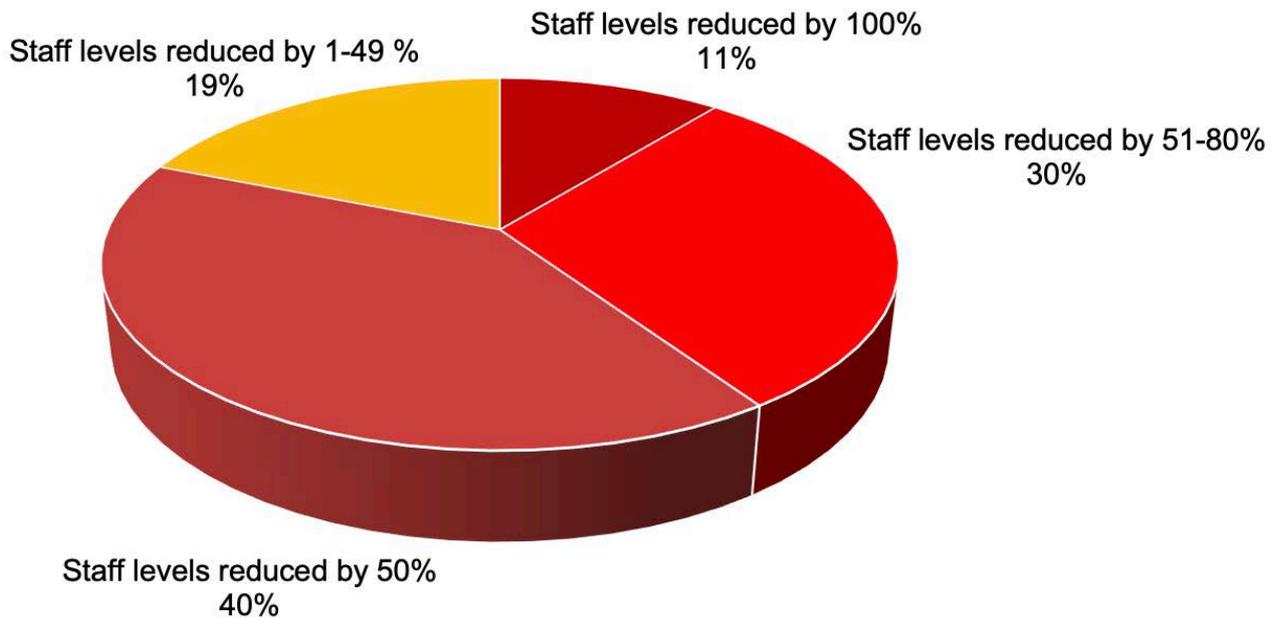
Since business & social restrictions have started easing, Braddon businesses continue to have their staffing levels impacted in the following way:



ONGOING STAFFING LEVELS OF BUSINESSES WHO REDUCED EMPLOYEES

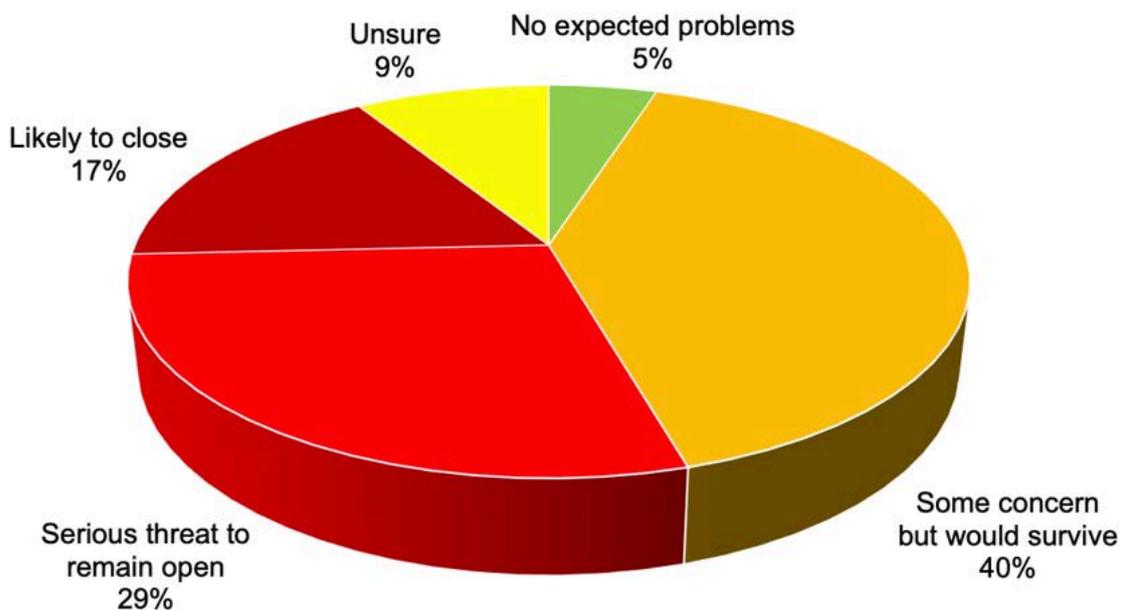
Of those businesses that reduced staff during restrictions, the staffing levels continue to be impacted in the following way:

The average current reduction in staff by businesses that reduced levels is 40%



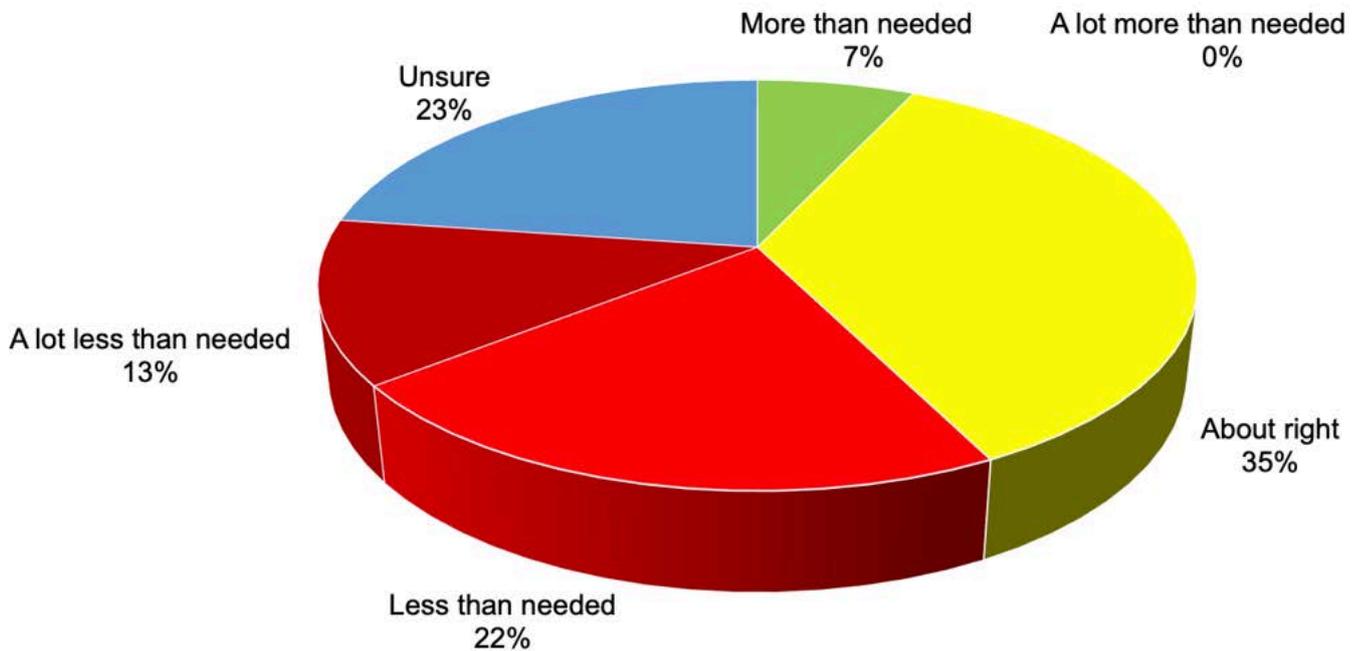
CONFIDENCE IN SURVIVING ANOTHER SHUTDOWN OR TIGHTENING OF RESTRICTIONS

When asked about their ability to survive another shutdown within the next 12 months, businesses gave the following responses:



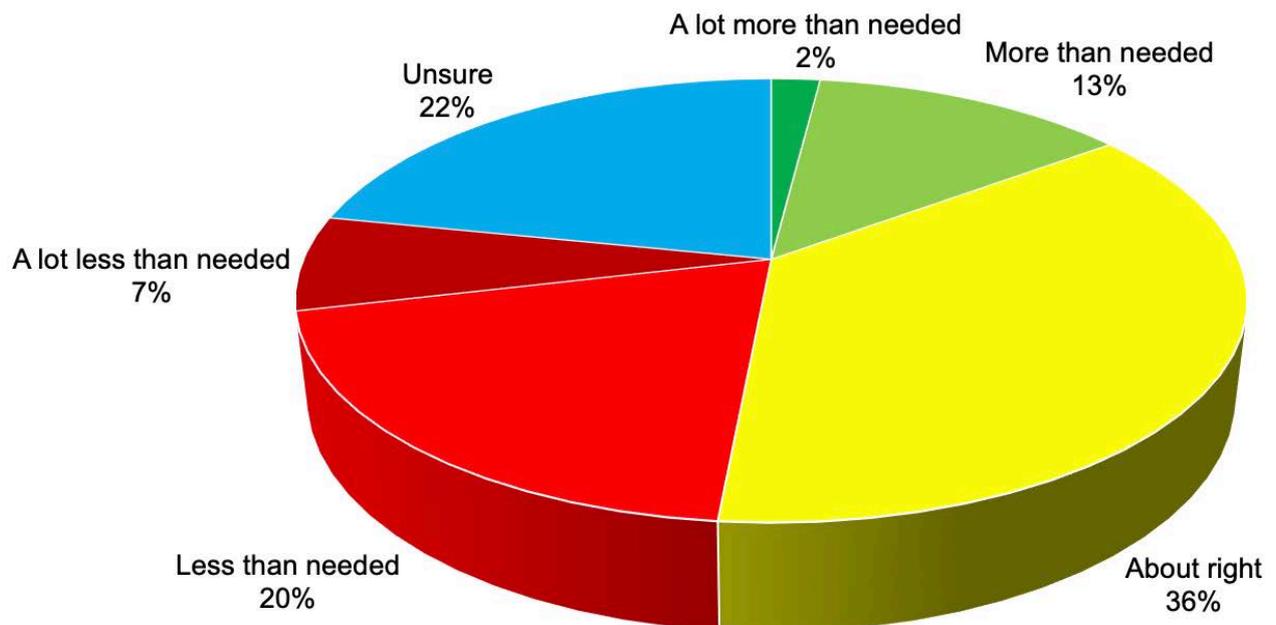
ACT GOVERNMENT SUPPORT FOR BUSINESS DURING SHUTDOWN

When asked about their experience & perception of ACT Government support during restricted operations, businesses gave the following responses:



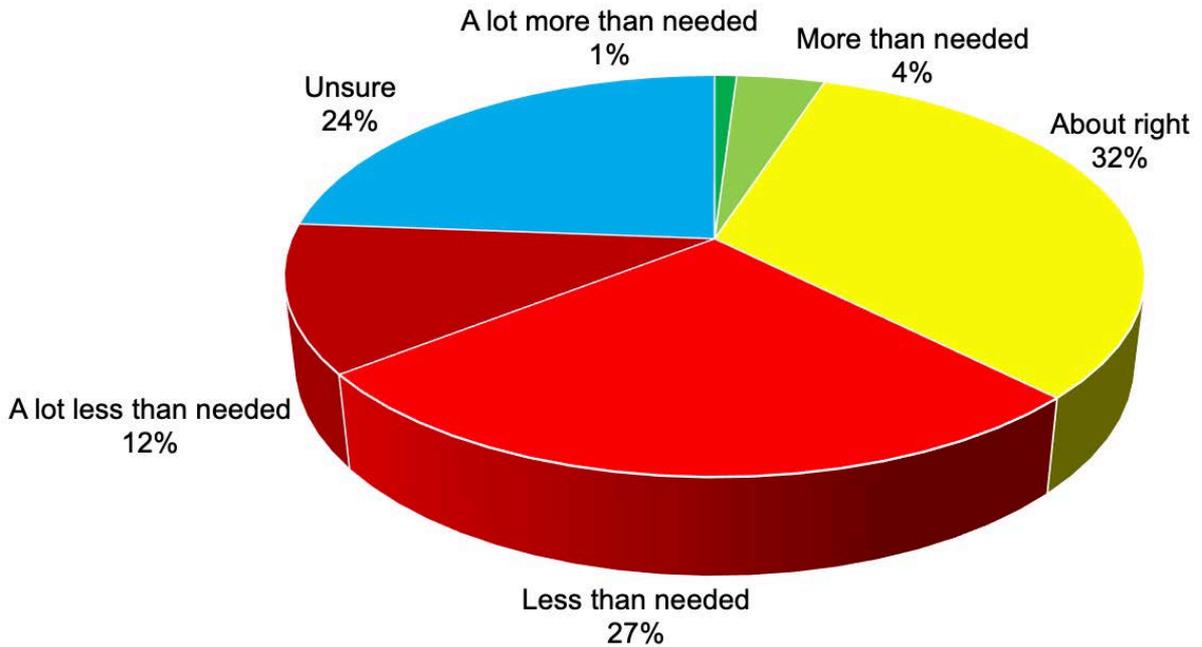
FEDERAL GOVERNMENT SUPPORT FOR BUSINESS DURING SHUTDOWN

When asked about their experience & perception of Federal Government support during restricted operations, businesses gave the following responses:



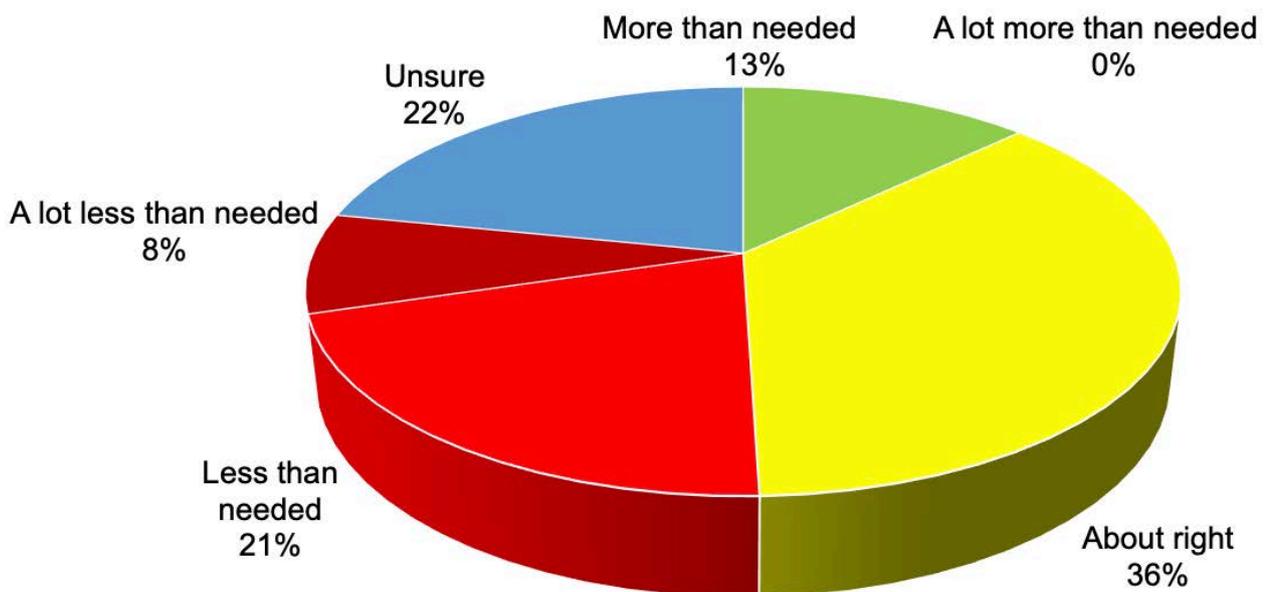
ACT GOVERNMENT SUPPORT DURING EASING OF RESTRICTIONS

When asked about their experience & perception of ACT Government support during the easing of restricted operations, businesses gave the following responses:



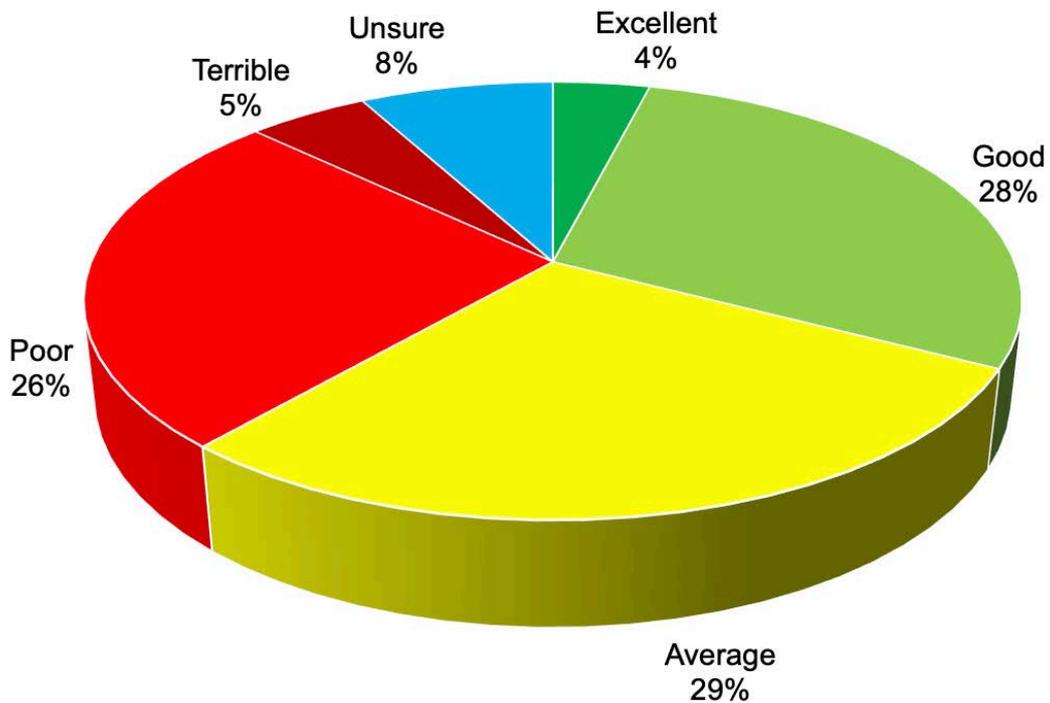
FEDERAL GOVERNMENT SUPPORT DURING EASING OF RESTRICTIONS

When asked about their experience & perception of Federal Government support during the easing of restricted operations, businesses gave the following responses:



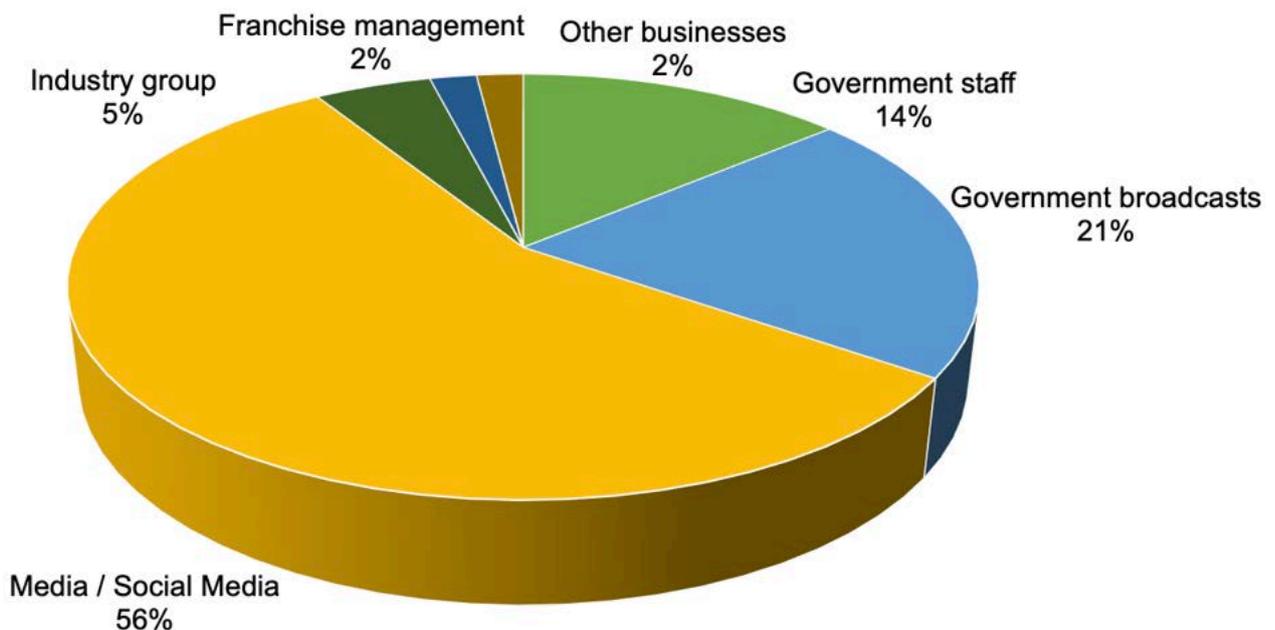
GOVERNMENT COMMUNICATIONS REGARDING COVID-19 CRISIS

When asked about their assessment of communications by the ACT & Federal Governments on business restrictions from shutdown commencement until the present, businesses gave the following responses:



PRIMARY METHOD OF RECEIVING INFORMATION ON COVID-19

When asked about the main way they received information on business restrictions, the following responses were received:



FURTHER COMMENTS - UPGRADES

While business indicated support for upgrades (75% in favour & 2% opposed), a majority of businesses expressed concerns around the impact on their operations & customer/client access to their premises during construction period.

ITEMS TO CONSIDER

When asked to nominate what they believe the most important consideration the ACT Government should be during the construction period, approximately 85% stated some version of:

- prevention of road closures
- no loss of parking spaces
- no fencing, blocking of foot traffic that gave the impression their shopfront/business was closed or could be easily accessed.

PARKING & TRAFFIC

In relation to parking improvements & traffic flow, the unanimous verdict was 'more' car spaces were needed.

Suggestions that parking should be directed to Civic & clients/customers encouraged to walk to Braddon was soundly rejected. Experience shows frustration with parking or failure to secure a park within a short distance of a business led to people choosing other shopping options outside Braddon.

In order to secure more parking & improve traffic flow, business owners suggested:

- angled parking (approximately 50%)
- additional parking spaces near Haig Park, including expansion of existing parking spaces along Girrawheen Street
- more short-term parking (5, 15 & 30minutes spaces) in some locations around the Post Office, pharmacy, childcare centre, & a couple of locations suitable for pick-up meals
- better identified & evenly spaced loading zones
- measures to reduce speed, including lowered speed limit, clearly marked pedestrian crossings & traffic calming options
- Lonsdale Street & Mort Street converted into a one-way 'loop'

Other suggestions including conversion of Lonsdale Street into a pedestrian mall or shared zone similar to Bunda Street were also raised.

Several businesses expressed a strong desire to retain U-turns on Lonsdale Street.

A multi-storey car park was also suggested.

SAFETY & LIGHTING

Safety & lighting were consistently raised by businesses, especially those within the hospitality sector. Their major concern was staff, especially younger females, walking to their car through Haig Park into residential areas, & to the residential areas east of Fawcner Street.

This consideration was also linked by several businesses to the general need for ‘more parking’.

GENERAL BEAUTIFICATION ISSUES

The state of footpaths was consistently raised by businesses, with narrow, broken & uneven footpaths identified as concerns. The quality & size of footpaths along the front of the Mode3 building was nominated as the ideal standard.

While appreciation for recently placed public seating & tables were expressed, concerns around the quality & longevity of these were raised.

The value of tree lights along Lonsdale Street, flowerpots on light poles & the asphalted areas adjacent to the Rainbow Roundabout was consistently raised, with many stating it was a waste of money & did nothing to enhance the area for business or consumers.

The asphalted area was raised many times as being “ugly” & a “missed opportunity”, especially as it ran counter to the ACT Government policies around climate change abatement & adaptation.

Public artworks were popular, with several businesses suggesting artworks designed as public seating, as seen in Brunswick Street Melbourne, would add value. Many businesses supported investment in public art by local Canberra artists. Suggestions included murals, sculptures & public areas where events could be held.



There was a strong preference to retain trees along Lonsdale Street & to protect the green areas in & around the business precinct. Business owners were deeply protective of Haig Park, in particular, although many believed it should be enhanced for public use, such as events, dining, recreation & fitness activities, & the addition of an enclosed off-lead area of fencing approximately one metre high.

These were seen as value to the community, the residents & the ‘vibe’ of Braddon, while also encouraging consumers to conduct business in the area.

OTHER UPGRADES

There was strong support to retain the Rainbow Roundabout or to replace it with a similar iconic landmark on its location if traffic adjustments resulted in the removal of roundabouts.

BURT continues to support the enhancement of the roundabouts on Eloura Street/Torrens Street intersection, Eloura Street/Mort Street intersection & the Girrawheen/Torrens Street intersection with artwork similar to the Rainbow Roundabout.

Suggestions for artwork include Reconciliation/Recognise, multiculturalism, Climate Change/environment, women’s suffrage/equity issues or other landmark causes or achievements around the ‘International Year of ...’ or major charitable events.

BURT believes public engagement would enhance these initiatives by a public ‘vote’ as undertaken by the ACT Government for the bettong vs wallaby mammal emblem.

There is very strong support for public toilets in the business precinct.

Pedestrian crossings are also strongly supported, as are safety measure or pedestrian crossing options to access the Rainbow Roundabout.

Improvements to signage is strongly desired.

Businesses also expressed a strong desire to better connect Braddon to Civic for pedestrian traffic, & the commuters using the Light Rail who could alight at the Eloura Street stop. It is widely believed the Civic & Light Rail opportunities are being missed as they are seen as irrelevant to consumers.

FURTHER COMMENTS – COVID-19

As supported by the survey data, Braddon businesses are still facing significant downturn in trade, revenue & staffing due to the coronavirus restrictions. This is further compounded by the smoky summer & bushfire crisis over summer that disproportionately hurt the hospitality sector.

Therefore, while ACT Government upgrades are welcomed, businesses consistently expressed concerns around the impact of construction on their operations, with many stating a *de facto* 'closure' due to vehicle or foot traffic would see their business fail & close.

The hospitality, beauty & retail sectors with street frontage require additional assistance from both the ACT & Federal Governments. While Commonwealth policy would largely focus on direct financial assistance, the ACT Government could play a direct assistance role through a small number of measures such as temporarily halting paid parking & investing in promotional & marketing activities.

At both a territory & federal level, significant improvements to communication could be made. It is clear that without businesses actively seeking information, especially through social media channels, they would have been blind to specific restrictions or their easing.

Given that governments have contact information & databases for taxation, business registration, licensing & health checks, to name a few, it should be reasonably straight forward to contact businesses by email.

This would be especially useful & effective for the different business sectors as they faced varying degrees of restrictions.

Many businesses reported frustration with having to contact government departments as they had not been contacted or were receiving contradictory information from different agencies. Several businesses in the beauty sector expressed particular frustration with contacting the ACT Government's ability to verify information in relation to infectious disease control, given the shutdown & restrictions related to a highly contagious virus.

REVENUE & STAFF

As you can see from the data, the reduction in revenue & staff levels was (& continues to be) widespread.

However, you will note that the loss of revenue was far more severe than staff reductions. Many businesses made the decision to support staff & maintain the highest possible levels, absorbing costs from savings or loans.

This act of goodwill was strategically undertaken by businesses to support staff who did not qualify for government assistance such as the JobKeeper payments. Many staff members who did qualify for JobKeeper stepped down temporarily, even though it was on a reduced income level, in order to allow their colleagues to maintain a wage.

Business owners & their staff should be recognised for this selflessness & initiative to support the community. Businesses believe that all too often the ACT Government is quick to categorise the private sector as selfish & not supportive of good conditions, pay & supportive environment. Some business owners said the Government often painted an adversarial climate of business owner vs staff, & business owner interests vs residents' interests.

The desire to keep money in their team's pockets & support for upgrades that enhance the environment for residents & the community should end this generalisation once & for all.

SOLUTIONS & RECOMMENDATIONS

We have sought affordable & practical solutions to upgrades that can improve business in Braddon, while also enhancing the area for consumers, residents & the community at large.

Based on survey results, & long-standing business interests, BURT recommends:

1. additional parking spaces in the Braddon precinct, delivered by angle parking
2. improvements to traffic flow, including reductions in speed & the alleviation of current confusing & dangerous turns, exits & entries. Pedestrian & bicycle traffic would also benefit
3. investment in public areas & artwork by local artisans, specifically sculptures that can be used for dining & recreation
4. improved signage
5. additional short-term car park spaces
6. improvements to footpaths
7. improved lighting & security measures
8. installation of security cameras
9. high quality & attractive beautification works that enhance the 'green' areas & increases the presence of greenery & flora in the business precinct
10. improvements to Haig Park, including initiatives to encourage dining, recreation & off-lead enclosed area
11. active & proactive consultation with businesses in the immediate & nearby areas of upgrades when work is undertaken in order to ensure minimal/nil negative impact on business operations
12. the construction of public toilets at appropriate places in the business precinct
13. pedestrian crossings in Lonsdale Street & Girrawheen Street
14. additional waste & recycling bins
15. additional Loading Zones
16. public seating & tables be extended to include all of Lonsdale Street
17. initiatives to link the business precinct to the Eloura Street light rail stop & Civic, such as through signage & public art
18. improved direct communication methods to business
19. increased consultation processes with the private sector prior to any plans being finalised or works being undertaken.

Where appropriate, BURT supports evidence-based research & engineering in order to establish the most appropriate way to deliver additional car parking in Braddon.

We also support consultation & cooperation with appropriate organisations to ensure the community benefits from upgrades. Examples include disability advocates on accessibility issues.

These recommendations & requests are made to reflect the desires of business, based on experience that identifies specific ways to deliver increased business activity, while supporting staff, residents & enhancing the quality of life for the community.

These recommendations can be largely delivered through smart design & without expenditure beyond that already budgeted for upgrades. In many instances, a change in processes, rather than expense, will deliver desired results.

BURT would be happy to consider other specific upgrade proposals, especially those mentioned in this report. We have limited the recommendations at this stage to just the most strongly supported priorities.

THE GOOD, THE BAD & THE UGLY

The following images are provided as a demonstration for the requested upgrades. All have been taken in the last week of July 2020.

In many instances images also demonstrate how smart design & alternatives to current practices, at no additional expense, will deliver better results for business & the community.

BUNDA STREET

In addition to the delays in construction & the negative impact building sites had on Bunda Street businesses, Braddon businesses have expressed concern the “beautification” work will quickly fall into disrepair & actually harm the aesthetics of the Braddon precinct. The disrepair sitting alongside well-constructed paths & roadsides makes the unkept look even more stark.



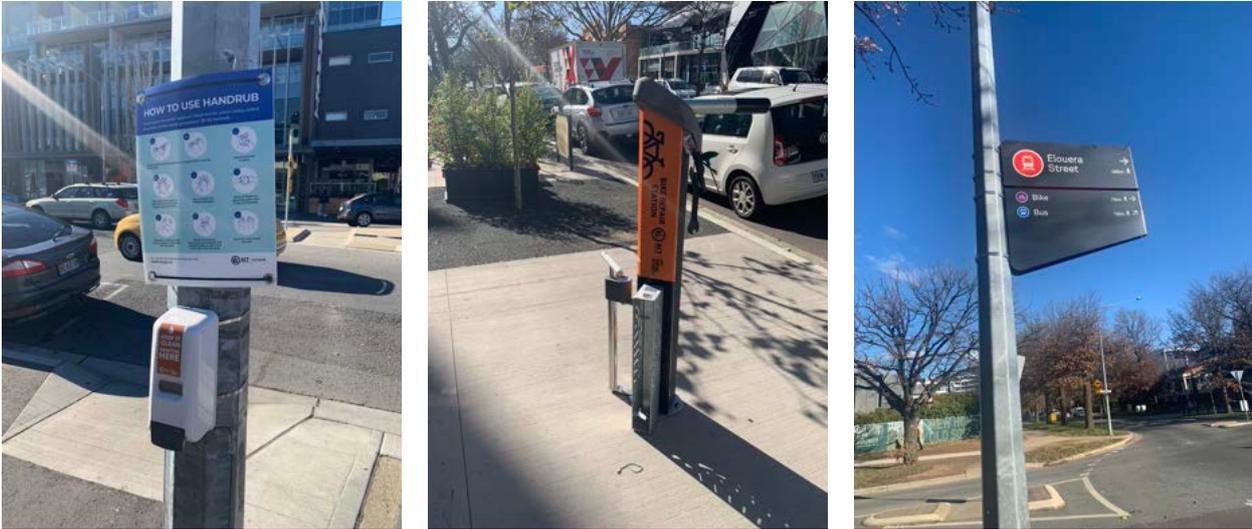
THE GOOD: Footpaths

Footpaths on the northeast sides of Lonsdale & Mort Street are substantially constructed appear to have a longer life & resistance against cracking.



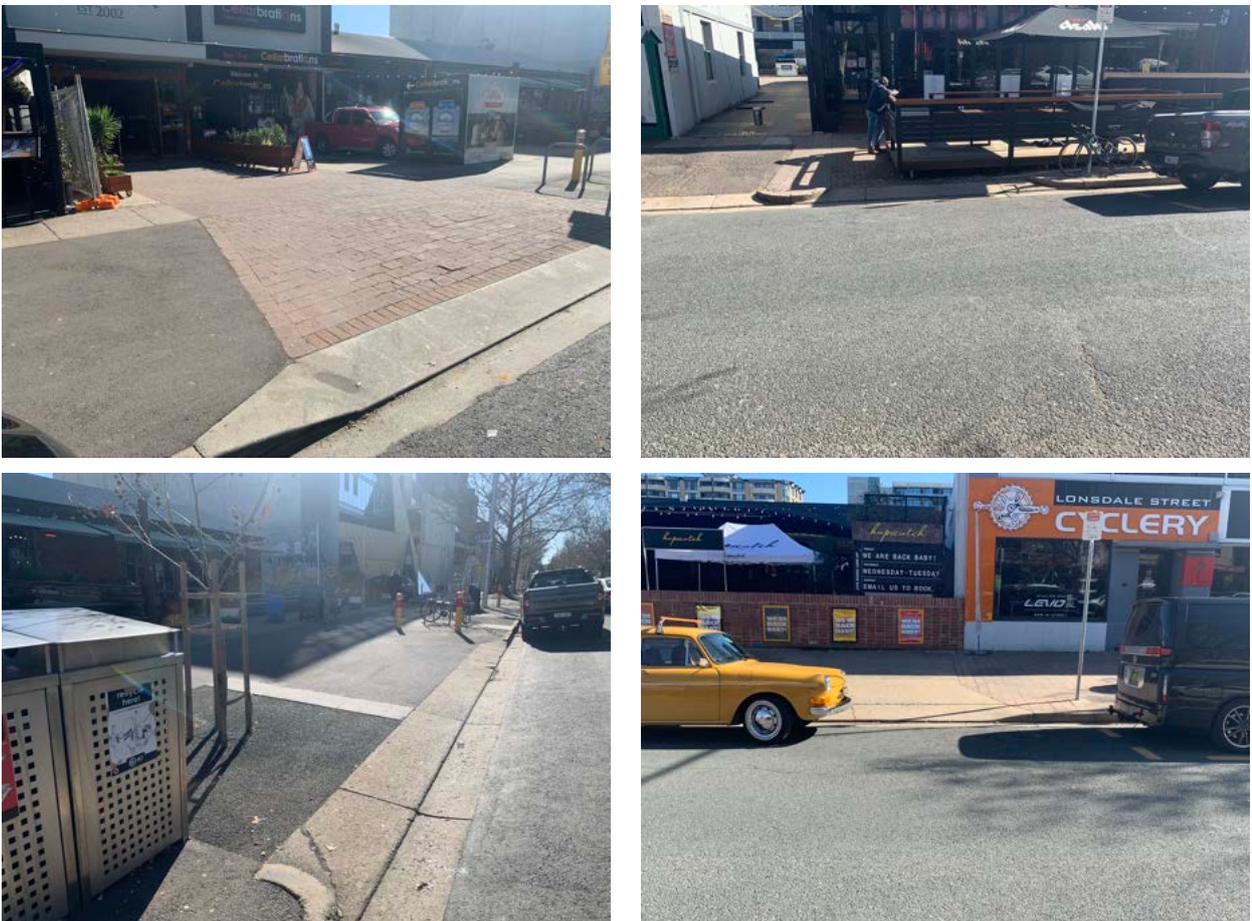
THE GOOD: Public facilities & initiatives

Provision of sanitiser has been well-received, in addition to combatting COVID-19. The bicycle station is well-used & others could be installed in the precinct, reflecting high cycling rates. The Light Rail signage on Eloura Street/Torrens Street intersection is an example of the signage that could benefit consumers & businesses alike.



THE GOOD: Parking

Legacy driveways that are no longer in use due to building changes & development can be easily converted into guttered areas with parking, rather than clearways.



Lonsdale Street & Mort Street are wide enough to allow new parking arrangements, including angled park, as well as adjustments to traffic flow. Haig Park has a small number of areas currently utilised for parking. These could be expanded without removing trees or lessening the use & enjoyment of the park.



THE BAD: Parking & traffic flow

Limited numbers of poorly placed Loading Zones prevent trucks from accessing many, & often results in driveway & traffic blockages.

Poorly designed traffic flow means the northern end of Lonsdale Street has residents & commercial operators/consumers turning away from & then into traffic, resulting in confusion & high-risk accident zones. Torrens Street businesses consistently expressed concerns about the danger of turning 'right', or south towards Civic.

Pedestrian crossings or other safety & traffic calming measures are needed.





THE BAD: Footpaths

Many legacy footpaths have been 'expanded' by asphalt. In addition to running counter the ACT Government's climate change abatement & adaptation policies, it has led to dangerous uneven paths & has created an eye sore.

Even worse are areas where wide, well-constructed paths suddenly meet with older, narrow paths, causing pedestrian & aesthetic issues. Accessibility issues also result.



THE BAD: Haig Park

Haig Park is a much-loved iconic landmark area for locals & visitors. However, it is currently underutilised & needs investment.

The widely supported off-lead area means many people visit & enjoy the area with their pets & create huge amounts of foot traffic that benefits business. However, with only spaced-out log fencing providing no real barrier for dogs or children, business supports the allocation of an area that is fenced in with approximately 1 metre high fencing that eliminates concerns of animals running onto the road. as seen here, Haig Park runs to the road & car parks, creating risk.

The removal of the off-lead zone *is not* supported.

Businesses identified opportunities for events, dining, fitness & recreational activities that are lost with its current state.



The BAD: Juxtaposition

Poor & inconsistent construction has led to well-built & functional areas sitting immediately alongside run-down & useless areas. Above are the wide, beautified area outside the Midnight Hotel on Mort Street, sitting across the road from a barely useable footpath & open space that cannot be used for trade, dining, recreation or events.

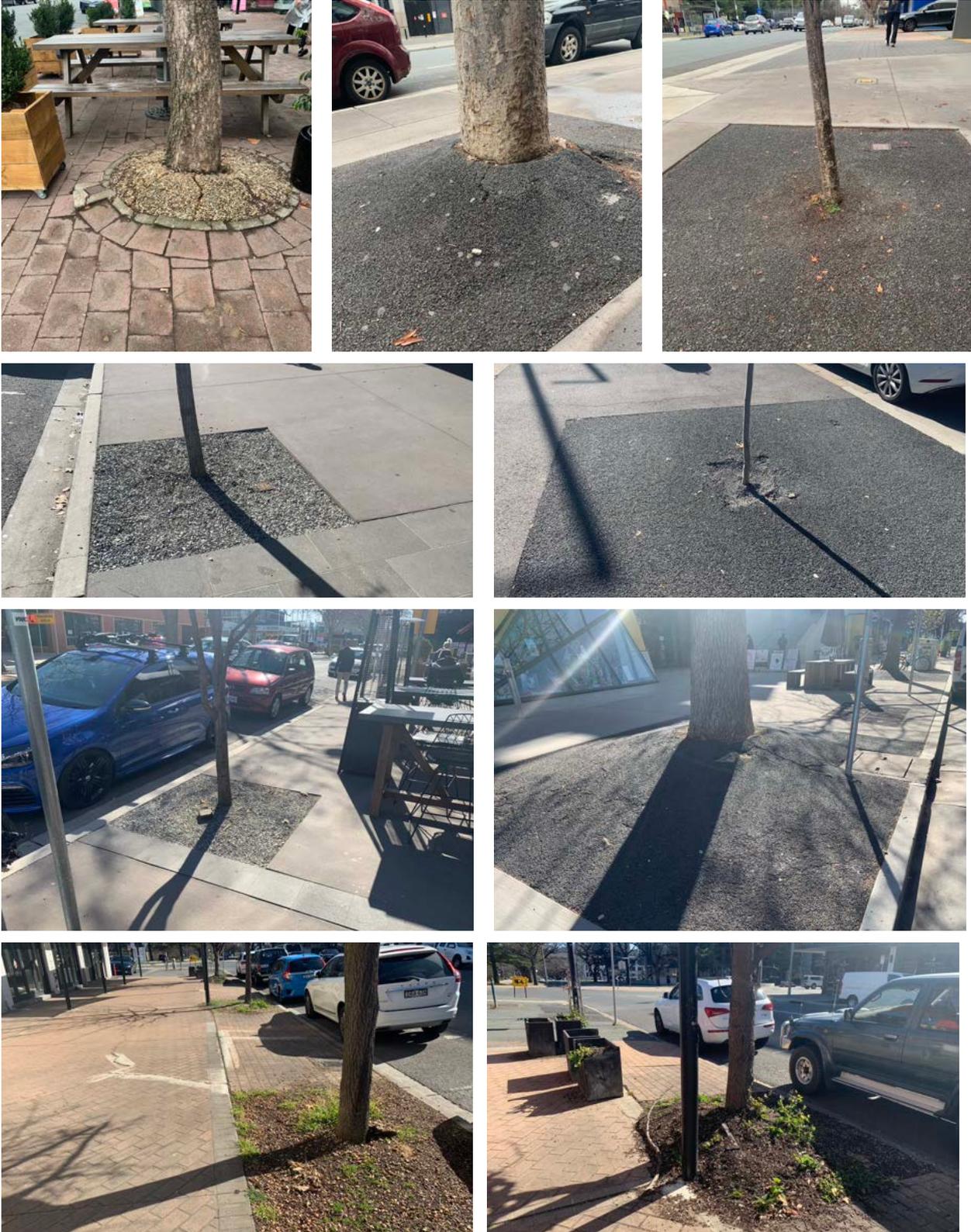


THE BAD: Trees

Trees & green areas are strongly supported by businesses. They are the major item business owners wish to retain. However, the upkeep & constructions to accommodate trees are low quality, cheap & quickly fall into disrepair.

What begins as a small, neat planting becomes a cracked uneven pathway limiting access & pedestrian/dining areas very quickly.

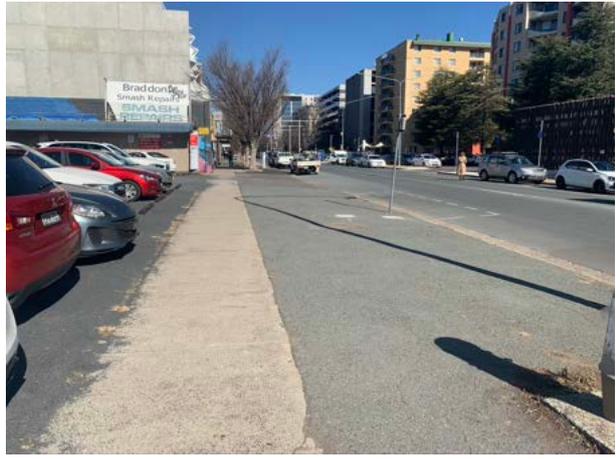
It is disappointing to see the newest plantings continue to use these poor methods.



THE BAD: Footpaths

With the exception of footpaths outside the Mode3, Ori, Palko & Nibu buildings on the northern end of Lonsdale Street, Braddon footpaths are in poor repair & very often dangerous. Accessibility is a major issue. Even many newly constructed areas have already begun to crack, lift & develop dangerous holes. Using asphalt in recently covered areas has been a waste of money & created eye sores. The method also runs counter to climate change polices.





THE BAD: Lights

Tree lights can be an attractive & welcome addition to a precinct. The ones currently draping trees in Lonsdale Street are not in this category. They are often not working, are unattractive & actually make the area look worse in both the day & the night. These need to be replaced by better quality lights.



THE BAD: Barriers to vehicle & pedestrian traffic

The number one concern for businesses during construction is barriers preventing foot traffic & east access. Given the Bunda Street experience & the experiences in Braddon's construction period over recent years, this is a legitimate fear.

Construction & upgrades must involve direct conversations with businesses in the immediate vicinity to develop suitable plans.



THE UGLY: Targeted Upgrades are needed & long overdue







ATTACHMENT A - SURVEY



Braddon's United
Retailers & Traders
hello@braddon.online

BUSINESS SURVEY

July 2020

ACT GOVERNMENT UPGRADES TO BRADDON CORONAVIRUS RESPONSE

The ACT Government has announced upgrades to make Braddon "safer, more accessible and more attractive."

Braddon's United Retailers & Traders (BURT) is lobbying for:

- **priority to be given to projects identified by local businesses**
- **the prevention of shutdowns that drove customers away during Civic's Bunda Street upgrades.**

Your response is vital to ensuring upgrade work delivers the best for your business, revenue, customers and staff.

Your individual information and responses will be kept confidential.

DETAILS:						
Business name:						
Contact person:					Phone:	
Email:			@	Website:		
1. SECTOR:	Retail	Hospitality	Professional Services	Beauty	Health & Fitness	Other:
2. SUPPORT FOR UPGRADES:	Strong support	Moderate Support	No opinion	Moderately oppose	Strongly oppose	Unsure
3. YOUR UPGRADE PRIORITIES - RANK at least 1 to 5:						
	Parking		Security cameras		Haig Park	
	Loading Zones		Signage		Lighting & Safety	
	Beautification & Landscaping		Roundabouts		Footpaths	
	Pedestrian Crossings		Links to Civic and Light Rail		Traffic flow	
	Cycle Lanes		Wifi		Public areas Seating, Tables, Areas for events	
	Public Toilets		Other:			
4. The most important project/infrastructure needed is:						
5. Current infrastructure that should remain the same is:						
6. Most important consideration by ACT Government during upgrades should be:						
7. Are you aware of the Government's proposed 'Braddon Plan'?	Yes	No	Unsure			
8. Are you aware of the City Renewal Authority (CRA)?	Yes	No	Unsure			
9. Has the ACT Government consulted you on the proposed upgrades, Plan or work undertaken by the CRA?	Yes	No	Unsure			

CORONAVIRUS						
1. Was your business shutdown?	Complete shutdown	Partial shutdown (over half)	Partial shutdown (up to half)	No shutdown		
2. Revenue during restrictions:	Increase / seasonal upturn	Constant / no seasonal downturn	Loss of approximately:			
			Up to 10%	10-30%	30-50%	50-80%
3. Revenue since restrictions lifted:	Improved beyond normal levels	Remain/Returned to normal levels	Remained below normal levels:			
			Up to 10%	10-30%	30-50%	50-80%
4. Staff during restrictions:	Increased	Remained constant	Reduced by _____% or _____ people			
5. Staff since restrictions lifted:	Increased beyond normal levels	Returned/remain at normal levels	Below normal _____% or _____ people			
6. How do you rate ACT GOVERNMENT support for business during RESTRICTIONS / SHUTDOWN?						
A lot more than needed	More than needed	About right	Less than needed	A lot less than needed	Unsure	
7. How do you rate ACT GOVERNMENT support for business during RESTRICTIONS EASE / REOPENING?						
A lot more than needed	More than needed	About right	Less than needed	A lot less than needed	Unsure	
8. How do you rate the FEDERAL GOVERNMENT support for business during RESTRICTIONS / SHUTDOWN?						
A lot more than needed	More than needed	About right	Less than needed	A lot less than needed	Unsure	
9. How do you rate FEDERAL GOVERNMENT support during the RESTRICTIONS EASE / REOPENING?						
A lot more than needed	More than needed	About right	Less than needed	A lot less than needed	Unsure	
10. If another shutdown were to occur in the next 12 months, how do you feel your business would manage?						
No expected problems	Some concern but would survive	Serious threat to remaining open	Likely to close	Unsure		
11. How do you rate Government communication to business regarding the COVID-19 restrictions?						
Excellent	Good	Average	Poor	Terrible	Unsure	
12. Your main channel of receiving information on restrictions impacting your business operations:						
Direct from Government agency staff	Government broadcasts	Media/ Social media	Industry group	Franchise management	Other businesses	None