

PARKLET & STREATERY PROGRAM

goals & successes

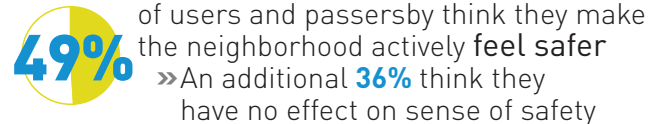
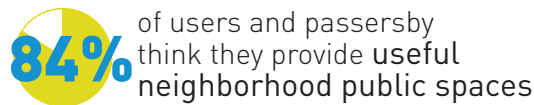
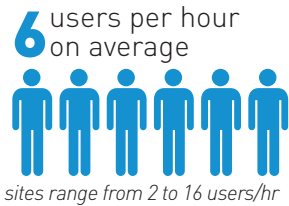
WHAT ARE PARKLETS AND STREATERIES?

Since 2013, the Seattle Department of Transportation (SDOT) has encouraged local businesses and organizations to host parklets, a new type of small public space in the right of way. Parklets—and streateries, a parklet-like opportunity for restaurants—convert a few on-street parking spaces into open space. All parklets and streateries are privately-funded and privately-maintained installations, and are a cost-effective way to activate streets, create more vibrant neighborhoods, and promote economic vitality. Research conducted by SDOT staff demonstrates that they have been successful spaces based on their performance related to program goals.



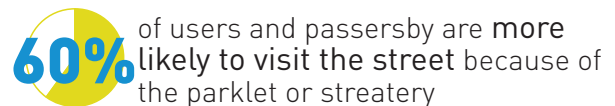
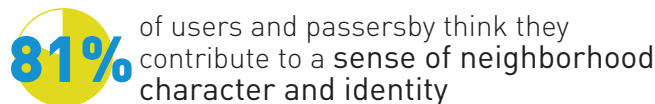
Provide safe, comfortable, and useful public spaces within the right of way.

» Overall, these spaces are both well-used and well-liked.



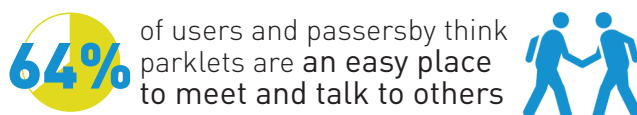
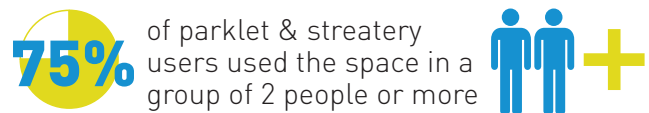
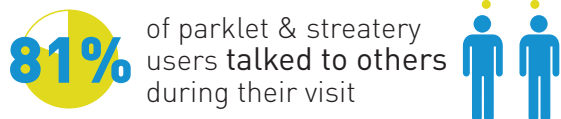
Activate Seattle's streets through unique, community-driven projects.

» Because they are well-liked, parklets & streateries bring additional activity to the street.



Supply new spaces for community interaction.

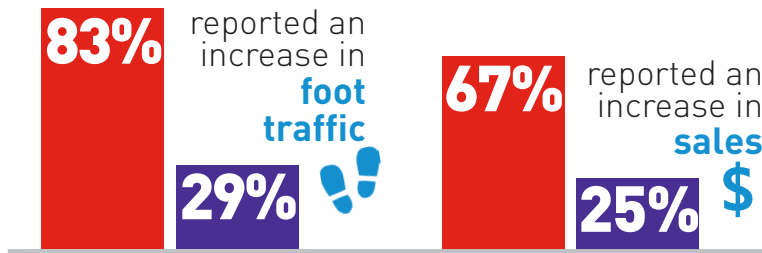
» Parklets & streateries are social places, with opportunities for spontaneous interactions.



Support local businesses and promote economic vitality in commercial districts.

» Increased activity on the street in turn increases foot traffic and supports businesses.

Of **hosting businesses** and **nearby businesses** surveyed...

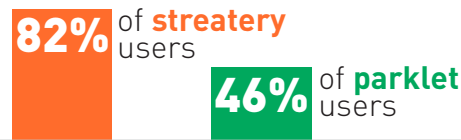


...as a direct result of the parklet or streatery

100% of hosting businesses...

- » said their parklet or streatery benefits their business
- » believe their parklet or streatery benefits the local business community
- » would recommend a parklet or streatery to other businesses

55% of users purchased something from the block (either from the hosting business or a nearby business) during their visit, including:



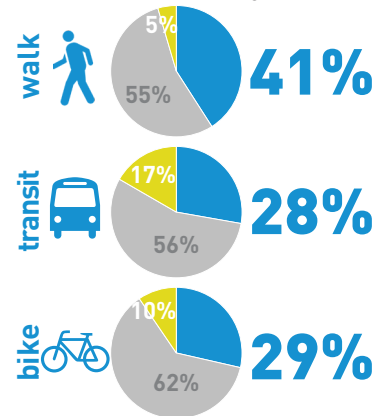
Encourage walking, biking, and the use of transit.

» Some businesses are seeing a shift towards transit and active transportation modes among their customers.

Of **hosting businesses** and **nearby businesses** surveyed, **67%** reported an increase in their customer base who walk, ride transit, or bike after parklet or streatery installation

Percentage of businesses surveyed that reported changes in customers' travel patterns, by travel mode:

- more customers using travel mode
- no change in customer travel mode
- fewer customers using travel mode



Methods: Between July 2015 and April 2016, data were collected across nine parklet and streatery sites in Seattle, including: (1) intercept surveys with 138 passing pedestrians and parklet/streatery users, (2) surveys with seven of the hosting businesses or organizations, (3) surveys with 26 businesses located on the same block as a parklet/streatery, and (4) all-day observations of parklet and streatery sites over the course of one weekday and one weekend day at each site.

More information about the Parklet Program and Streatery Pilot Program can be found on our website:

<http://www.seattle.gov/transportation/projects-and-programs/programs/public-space-management-programs/parklets-and-streateries>
or by emailing us at parklets@seattle.gov