

Urban Activation Project: Trend Data Overview

Draft

August 2018 – March 2019

The Urban Activation Project provides businesses with infrastructure to support the activation of places, within the City of Marion. The value of the project was \$250,000. To capture data from each project, a Kepler Data Analytics tool has been installed at each site. The data captured includes: number of visitors to the site, average dwell time and return visits. Business owners have also been asked to provide data at key intervals as per their reporting requirements.

The five successful applications of the Urban Activation Project include:

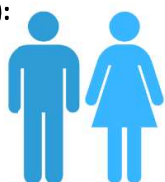
1. Lampshade Coffee Lounge
2. Once and Again Book Café
3. Trott Park Local Shopping Precinct (Little Bici Bakery)
4. SA Aquatic and Leisure Centre
5. Next Chapter Gourmet Café

Key Statistics for all Projects:

Total number of people outside all sites (with a smart device):

1,353,673

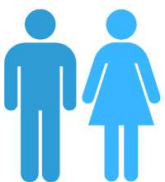
People



Total number of converted customers to all sites:

489,949

People



Average dwell time for all projects:

11 minutes, 52 seconds



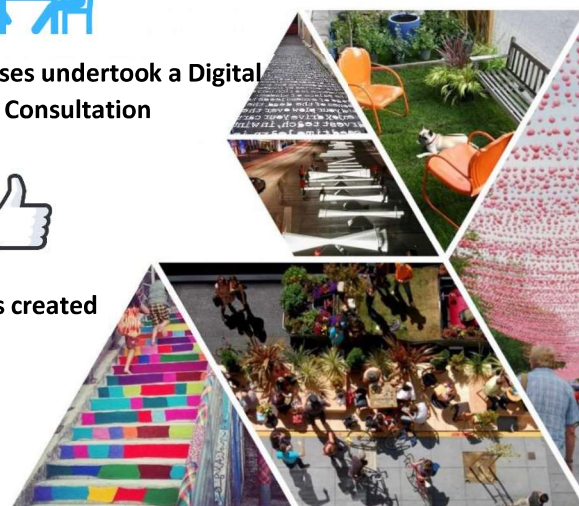
5 Business participated in the Southern Adelaide Business Advisory Session



4 Businesses undertook a Digital Growth Consultation



2 New jobs created



1. Lampshade Coffee Lounge Trend Data

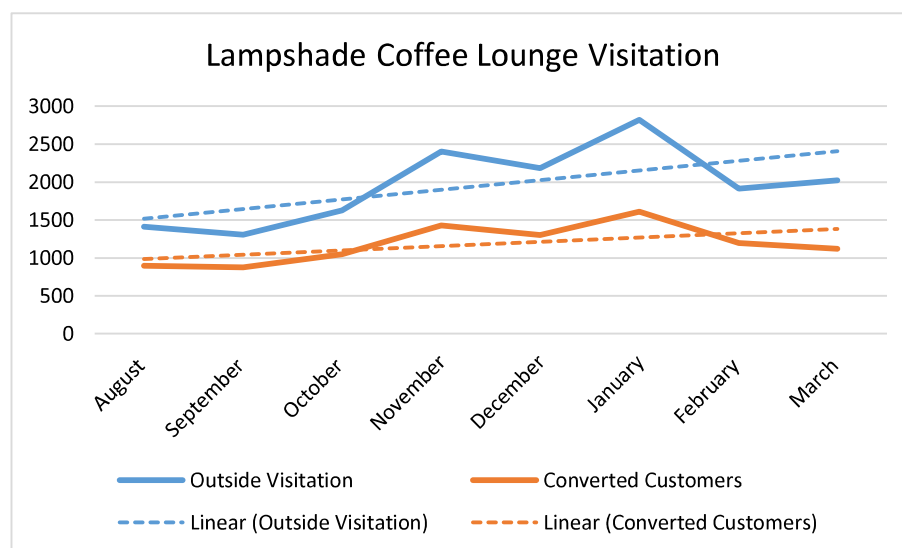
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The aim of the Lampshade Coffee Lounge Urban Activation Project was to create a vibrant, generous space outside the café that enhances the streetscape and encourages community interaction.

The project at lampshade consists of a parklet, micro-community garden, pergola, lighting and public art. The space can accommodate small gatherings that engage the community, enhance interaction between neighbours and encourage visitors.



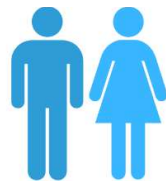
Budget:
\$82,335



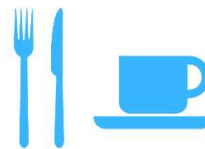
**Total number of people outside
Lampshade (with a smart device):**

15,680

People



**Total number of customers (people within range
for more than 3 minutes):**



9,457

Customers

Total number of return visits:

1,288

Customers

Average dwell time:

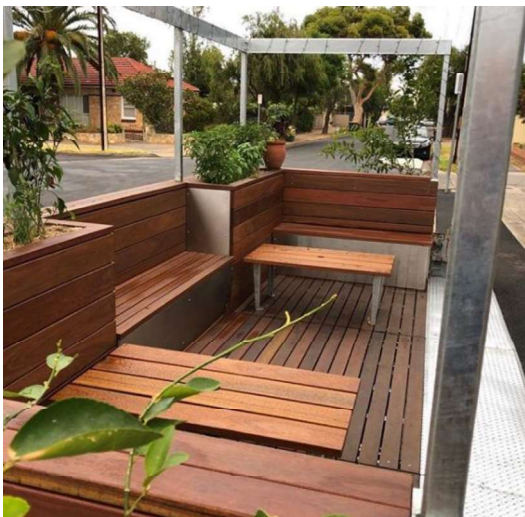
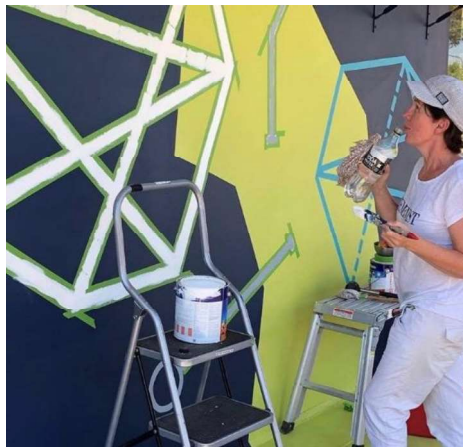


14 minutes, 25 seconds

Before:



After:



2. Once & Again Book Cafe Trend Data

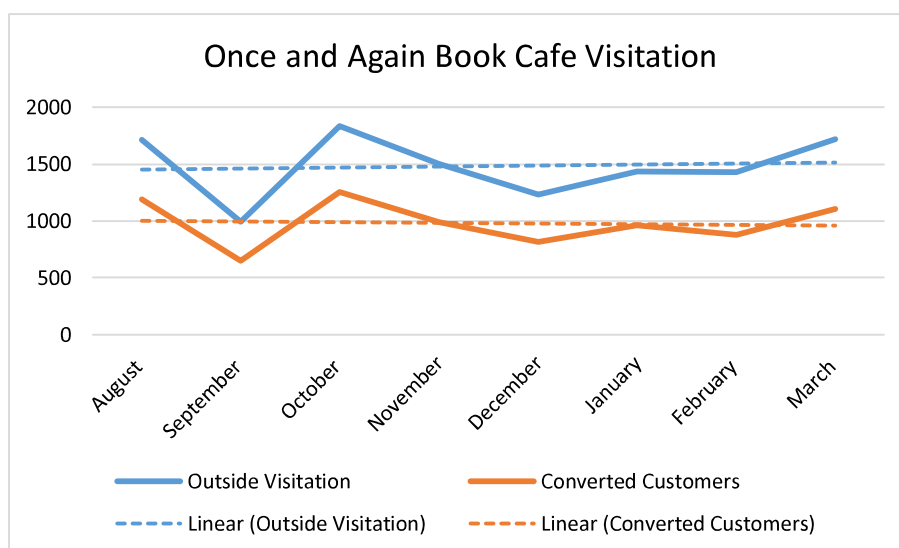
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The aim of the Once & Again Urban Activation Project was to become a destination for the community and to support local artists, musicians, authors and local producers/microbusinesses through the creation of a community hub where local residents can feel a sense of place. The goal was to create a more 'palatable' street frontage and outdoor dining area where locals could walk from their home or business to support their health and wellbeing, purchase from local accessible businesses, rather than travel by car, and attend community activities such as mini markets, Fringe and SALA events.

Elements of this project includes: the rejuvenation of the Façade through paint, shutters and artistic stencil on the footpath, installation of planter boxes and installation of fencing to separate properties for events/use of outdoor entertaining in side driveway.



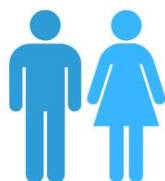
Budget:
\$17,957



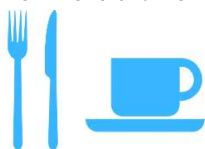
**Total number of people outside
Once & Again (with a smart device):**

11,861

People



**Total number of customers (people within range
for more than 3 minutes):**



7,845

Customers

Total number of return visits:

985

Customers

Average dwell time:



11 minutes, 13 seconds

Before



Community Quotes:

- “Place is looking good, you should be very proud of what you have achieved” – Shane Ince
- “That looks like a gorgeous space to enjoy a coffee. Well done Judy and team.” – Sophie Weaver
- “Fabulous, I drive past and see the changes – I must pop in one day” – Heather Portway

After



3. Trott Park Local Shopping Precinct Trend Data

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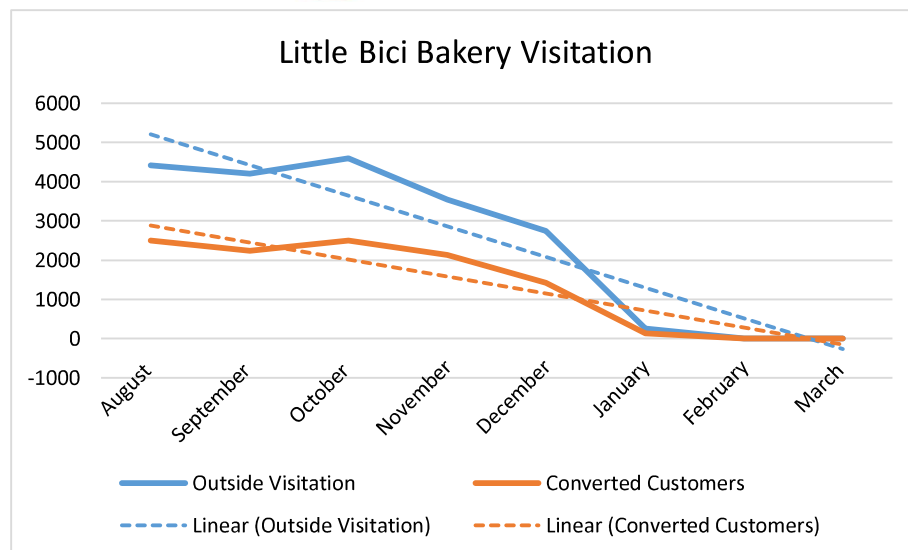
The aim of the Little Bici Bakery/Trott Park Precinct Urban Activation project was to revitalise the tenancies and surrounding area. Through the development of the precinct, the end results were aimed to be engaging, safe, attractive and be a place of convenience. At the time, three vacancies were present.

Elements of this project include: creating an ambient outdoor decking area, installation of bike racks and bike tool station, remodel the gardens and surrounds, repairs and remodelling of the carpark including line marking.

Little Bici Bakery officially closed in early January 2019. The former Little Bici tenancy is currently available for lease through Whan Holdings Business Brokers.

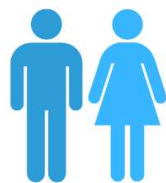


Budget:
\$48,400



**Total number of people outside
Little Bici (with a smart device):**

19,779
People



**Total number of customers (people within range
for more than 3 minutes):**



10,915
Customers

Total number of return visits:

983 Customers

Average dwell time:



9 minutes, 23 seconds

Before



After



4. SA Aquatic and Leisure Centre Trend Data

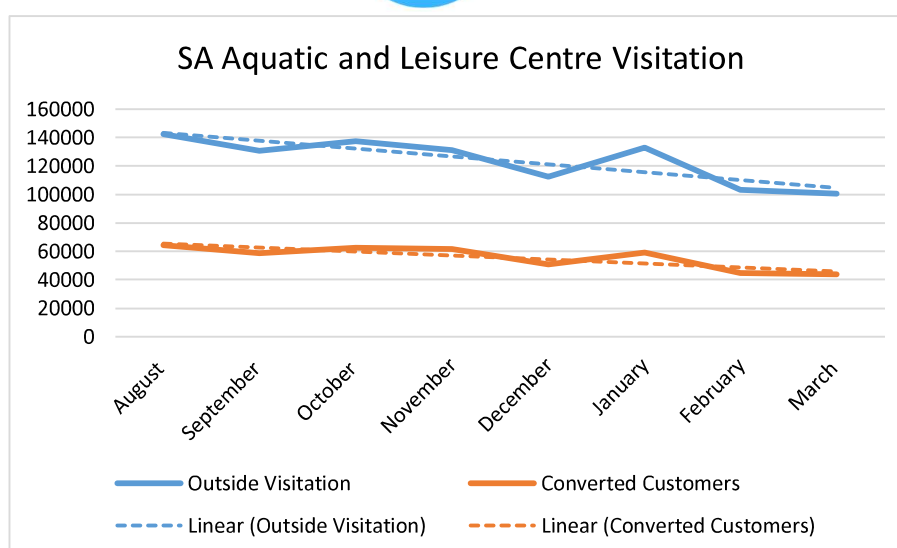
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The intention of the SA Aquatic and Leisure Centre's Urban Activation Project was to achieve more foot traffic in the plaza which will benefit the local café and increase recreation and swimming.

This project consisted of installing two art bench spaces within the Marion Central Plaza. The benches aim to be a talking piece with the added benefit of greening for the purpose of reducing the heat island and umbrellas to protect customers from the sun. Public Wi-Fi was installed to encourage people to linger longer in the area.

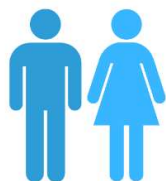


Budget:
\$36,850

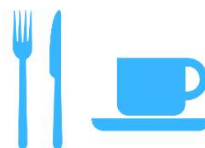


**Total number of people outside
SAALC (with a smart device):**

991,611
People



**Total number of customers (people within range
for more than 3 minutes):**



445,642
People

Total number of return visits:

75,370
Customers

Average dwell time:



7 minutes 30 seconds

After



5. Next Chapter Gourmet Cafe Trend Data

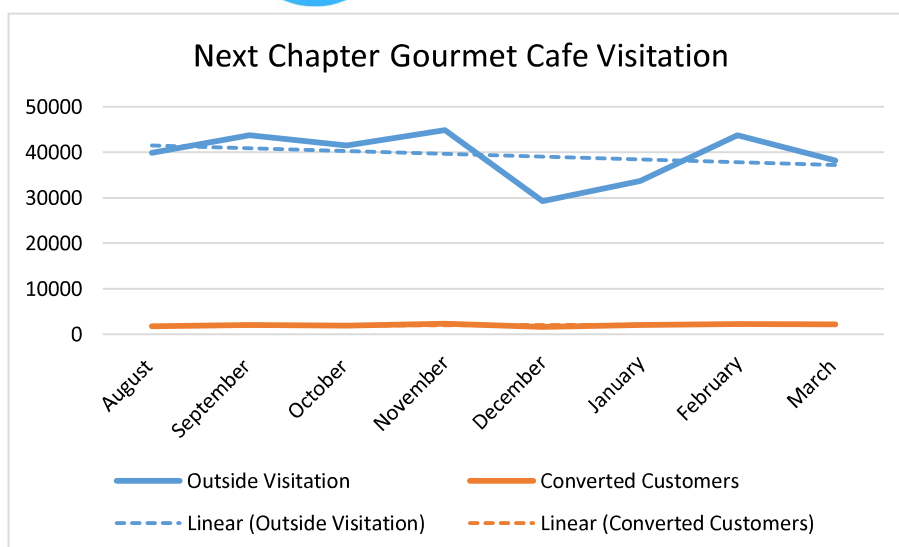
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Council endorsed the allocation of up to \$10,000 from the Urban Activation Project budget to undertake a 'Lighter Quicker Cheaper' approach to the Marion Cultural Centre Plaza and Next Chapter Café area to increase the amenity in front of the café.

Elements of this project include: installation a benching that frames the outdoor dining area, tables and chairs and planter boxes that originally contained herbs that could be used in the kitchen but due to theft they have now been replaced with grasses.

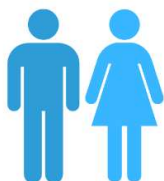


Budget:
\$10,000



**Total number of people outside
Next Chapter (with a smart device):**

314,742
People



**Total number of customers (people within range
for more than 3 minutes):**



16,090
Customers

Total number of return visits:

1,924
People

Average dwell time:



16 minutes, 35 seconds

Before



After

