



Case study: Activating outdoor trade for small business - Ipswich City Council Street Patio program

Ipswich City Council has initiated a Queensland-first Street Patio pilot program as a way to make the city more pedestrian friendly and encourage people to spend more time outdoors. The Street Patio will be trialled at four locations around Ipswich Central.

A Street Patio is a semi-permanent footpath extension that takes up one carpark space and creates a new environment for people to sit and spend some time to engage with the community. Each patio is prefabricated with built-in features including garden beds, a cover, ramps and solar lighting.

Ipswich Central Redevelopment Committee Chairperson Councillor Marnie Doyle said the program was the latest in Ipswich City Council's efforts to revitalise Ipswich Central.

"The Street Patio program will create additional outdoor dining and a place for people to sit, stop and refresh if they are walking between the Nicholas Street Precinct and Bell Street through to the hospital," Cr Doyle said.

Ipswich City Council's Creating Places for People program to revitalise Ipswich Central has been developed through Council officers engaging with local businesses to garner interest and support for projects that generate outdoor activation. The Street Patios complement several other initiatives such as the newly completed Bottle Alley mural showcasing historical Ipswich Central buildings and Shop Top Living, which aims to unlock housing potential in non-residential buildings.



Other programs include the Green Walkable Streets Artwork Project that saw 11 vinyl artwork wraps on electrical boxes and the Building Better Blocks and Neighbourhoods, a placemaking and city shaping thought leadership event for emerging local leaders.

Councillor Andrew Fechner said there would be ongoing consultation with the community during the Street Patio pilot. Local businesses and members of the community are encouraged to join the conversation on the Street Patio program by completing an online survey.

Current survey results have revealed 77% of people enjoyed the outdoor dining experience the Street Patio program offered. In addition, 86% of participants said the patios made sitting outside more appealing and that they would like to see more street patios across Ipswich. The survey also highlights that the local community values the accessibility provided by the street patio ramps.

“This program is about trialling and testing to see what works and we want the community to help us identify the best outcomes for the area,” Cr Fechner said.

“Ipswich Central remains the cultural hub and beating heart of the Ipswich community and we want to continually improve and revitalise the area by providing additional public open space in this built-up inner-city area.”

The Street Patio is an initiative under the 'Activating outdoor trade for small business - a guide for Queensland councils'. The guide is designed to help councils activate outdoor trade and support their local small businesses while revitalising and creating vibrant public places where people want to stop, shop, eat and drink.

Feedback from the public and businesses will be considered for future Street Patio trial locations across Ipswich Central to encourage further outdoor activation for small businesses. Visit: www.shapeyouripswich.com.au/ipswich-central/creating-places-people