

Puyallup Healthy Business Street Usage Food Truck Pilot Outdoor Dining & Retail Use Pilot

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A new way for local businesses to operate in new times

The COVID-19 pandemic has had unprecedented economic impacts on all types of businesses



Restaurants and retail stores allowed to reopen for dine-in services and in-store sales, with reduced occupancy and social distancing



Goal: Help businesses get through the pandemic by giving them space to serve customers at a capacity that will allow them to survive

Framework: Public Right-of-Way Use Pilot Program Suggestions to City Council



Companion programs to support mobile food vendors and brick and mortar businesses



Pilot with a defined end date to explore new types of uses



Open air commerce - allow restaurants and retail to access the right of way.



Utilize public spaces that have seen decreases in vehicle traffic and parking

Why a Pilot Program

- ▶ **Support local economies.**

- ▶ Ensuring that businesses can re-open safely and that people have job opportunities is key to our overall economic recovery.

- ▶ **Amplify & support public health guidance.**

- ▶ Increase available outdoor space to more easily comply with core public health strategy or physical distancing to foster public health and improve health outcomes for everyone.

- ▶ **Act now and adapt over time. Action is needed now.**

- ▶ Pilot with an end date of Oct 31, 2021 will allow for testing of concepts and community feedback

Food Truck Pilot Program

- ▶ Ten (10) food trucks permitted in 2020
- ▶ Biggest hurdle = proper insurance endorsement
- ▶ Program recently extended to Oct 31, 2021



Food Truck Pilot Notes

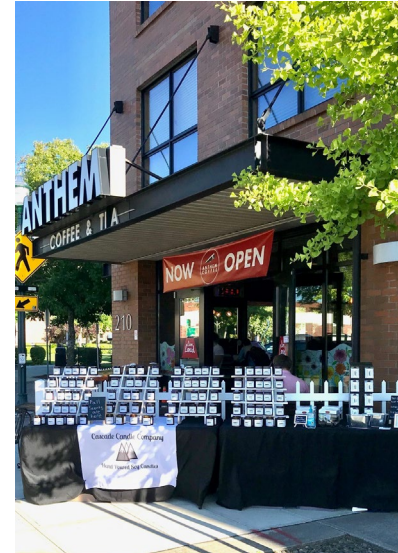
- ▶ Different locations during COVID - neighborhood HOAs and apartment complexes scheduled food trucks
- ▶ Community feedback - not much feedback, a few complaints about trucks parked near condo buildings early-on, nothing recently
- ▶ Businesses partnered with food trucks for pop up events to bring more customers to both
- ▶ Food Truck Fridays - partnership with Food Truck Association is very popular and extended through October
- ▶ Overall positive from both industry and community

Outdoor Dining and Retail Pilot Program

- ▶ **Sidewalk Dining and Sales** - No applicants yet, but lots of activity
- ▶ **Parking Lot Dining and Retail** - One permit issued, a little bit of interest
- ▶ **Parklets** - Four permits issued, and lots of interest, city owned parklets built and distributed
- ▶ **Street or Alley Closure** - One permit issued, not much other interest
- ▶ Program extended a year to 10/31/21

Sidewalk Dining & Retail

- ▶ No permits have been issued
- ▶ Substantially more sidewalk uses during COVID
- ▶ Sidewalk tables are the most popular right now
- ▶ Allowed as long as they maintain 4' of clear sidewalk space for pedestrians



Parking Lot Dining

- ▶ One permit has been issued (Daffodil Bowl)
- ▶ Reports 25% increase in restaurant business since outdoor patio opened
- ▶ Not a lot of interest from businesses in this option





Parklets

- ▶ 4 permitted so far, all for City owned parklets - a LOT of interest from others
- ▶ Feedback was that businesses don't have the money or energy to build a parklet right now
- ▶ City built 4 parklets to lease to businesses - had 10 applicants
- ▶ Benefits we have heard - visible vibrancy of diners encourages more shopping and "feet on the street"



Temporary Street & Alley Closures

- ▶ One permit has been issued (Nights on Meeker by PMSA)
- ▶ Allows space for local businesses to serve more customers, with outdoor café space and retail pop-ups
- ▶ Not much interest from individual businesses - needs more set-up and activation than many can do right now





Free Sign Permits

- ▶ Administrative waiver of permit fees for wall-mounted sign permits
- ▶ Expired on 8/31/2020 and was renewed administratively for another 90 days, will now expire 11/30/2020
- ▶ So far 4 businesses have benefitted from this program - one downtown, one on River Rd and two in South Hill

Wrap up/lessons learned?

- ▶ Think outside the box and act quickly
- ▶ Keep the process simple for businesses and staff
- ▶ A streamlined process may not be enough for businesses to implement these options

