

## The road to ruin for Clarendon St?

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Traders Paul Brush, Christian Dios, Roland Semaarian, Jo and Deanna Boucher in South Melbourne.  
PIC: RICHARD SERONG N49CK507

SOUTH Melbourne traders want their streets to be a ticket-free zone.

Traders are demanding all ticketed parking be removed so customers are more inclined to shop locally.

Trader Deanna Boucher, of Zola Therapies, said foot traffic had dropped by at least 60 per cent in the past year and admitted even she would be reluctant to shop in Clarendon St.

“You can go to Port Melbourne, Albert Park or Middle Park and not pay to park there, so why would you come here?” she said.

“My figures are way down. I’m definitely struggling and I’m not the only one. Your walking traffic is your bread and butter.

“Why are people not coming down here? Is it because they can’t get a park? Absolutely.

“Is it because they have to pay for parking? Absolutely.”

Ms Boucher said the council did not do enough to promote the shopping strip.

“I give it six months until more people close - it’s already a ghost town,” she said.

The frustrated trader said the council “has its head in the sand” and regular clients were frustrated by the likelihood of being stung with fines while shopping.

E34 Consulting principal Damien Pound, representing South Melbourne traders on a pro-bono basis, said foot traffic in the suburb was very low compared with Bay St, which has “less restrictive parking”.

Mr Pound said the council commitment to review parking at every shopping strip ("Parking cuts likely," *Leader*, May 18) would take at least six months.

"This is an unbelievable response and a long time to wait – as the council completes its review, more businesses will fall over," he said.

## **Outcome**

**As a result of E34 Consulting's lobbying of the council, the parking restrictions were relaxed (inside the six month normal review period)**