



Church Street Mall Policy

4.1 Introduction

Parramatta City Council is committed to enhancing urban life and to encourage activities that contribute to the life and vitality of Church Street Mall (Argyle to George Streets).

There are several benefits from allowing activities in Church Street Mall. This includes revitalization of the area, enhancing social interaction, preventing vandalism and other forms of street crime as a result of the casual surveillance. The overall benefits is the enhancement of the city's image and lifestyle.

4.2 Purpose

The purpose of this policy is to provide guidelines to address competing demands upon the space in Church Street Mall. This policy enables Council to monitor, regulate and enforce the range of activities in Church Street Mall.

4.3 Aims and objectives of the policy

- To promote a high quality visual environment.
- To support local economic development and commercial vitality.
- To ensure activities in Church Street Mall contribute to the improvement (i.e function and safety) of the streetscape.
- To ensure that pedestrians and other forms of traffic are not unduly obstructed by any activities.
- To ensure that activities in Church Street Mall contribute to the amenity of adjoining or nearby properties.
- To ensure that any activities are compatible with other community uses of public space.
- To ensure that Council clearly communicates its desires and responsibilities for activities in Church Street Mall and that the controls are easily regulated.

4.4 Area to which this policy applies

This policy applies to Church Street Mall between Argyle and George Streets in Parramatta CBD.

4.5 Specified locations for permitted activities

To assist in reducing the congestion and conflict between activities in Church Street Mall the following areas specify where permitted activities can be located:

- more than 3m from an existing business.
- more than 5m away from the front of the Parramatta Town Hall
- within a 1 metre radius of trees in Church Street Mall
- not between Argyle Street and the end of Queensland Arcade

4.6 Activities Permitted in Church Street Mall

The following activities are permitted in Church Street Mall after gaining written approval from Council:

- collections of donations.
- handing out of flyers by charitable / political Groups. (see 4.8 for guidelines)
- handing out of flyers for commercial gain. (see 4.9 for guidelines)
- displays and exhibitions.
- entertainment / events.

school holiday programs / sport promotions.
indigenous ceremonies.
taking of photographs, videos or movies for financial reward.
busking. (see Busking Policy)
market stalls.
drawing / painting.
mobile massage.
religious, political, cultural activities and gentle exercise.
BBQ's for charity groups, lunch time promotions.
commercial mobile vending carts. (See Commercial Mobile Vending Policy)
vehicles used as a promotional tool i.e radio stations.
large vehicles used for activities such as blood drives or displays. (see figure 1 next page)
access by emergency services and council vehicles.
delivery vehicles are permitted between midnight and 6am for delivery of goods and services.
construction vehicles permitted after application to Council. No more than 2 vehicles per construction site.
amplification of sound approved for performances in the Amphitheatre and Civic Events at Parramatta Town Hall.
amplification may be used however, Council reserves the right to impose a decibel limit or stop the activity if it is deemed that the activity is causing offence to the public.

Parramatta City Council reserves the right to refuse or restrict temporary promotional or commercial activity that will unreasonably impact on permanent retailers in the mall.

Note:

Food must not be displayed or sold otherwise than in accordance with the relevant provisions of the Food Act 2003, and food safety standards adopted therein, other food related legislation or any Council policy. All food must be pre-packaged with the exception of whole fruits and vegetables.

A separate permit to sell living plants will need to be obtained from the Department of Agriculture.

All BBQ facilities must be fully partitioned with suitable barriers to prevent injury to the public. All waste from BBQs must be managed to not litter or impact on the pavement or surrounding area.

4.7 Activities prohibited in Church Street Mall

The following are prohibited activities in Church Street Mall:

use and placement of A frames.
consumption of alcohol.
use of bicycles, skateboards, roller blades or roller skates unless as part of an act/event that permission has been granted by Council.
no live animals other than assistance* animals, are permitted. (*such as those animals used by people with a visual impairment), or unless as part of an act/event that permission has been granted by Council.
feeding of birds
offensive activities or behaviours
hawking of wares.
spruiking from shops or stalls.
distribution of handbills, leaflets or other written materials unless specific permission is granted and part of booking of stall or space.
leaving of litter or rubbish.

4.8 Non commercial activities / charitable organisations

must register and apply in advance to Council
must have proof of charity status
must always carry Council permit while working in Church Street Mall
must operate from a stall and keep stall and area free of rubbish
The area be left free of rubbish
a maximum of two staff permitted from approved organisation
a maximum of 3 consecutive days and a maximum total of 6 days per year permitted from approved organisation

only one charitable organisation allowed in the Mall at any one time to reduce impact on pedestrians and existing businesses. More than one group be allowed to operate in the mall so long as they occupy different areas in the mall and this be left to the discretion of the Facilities Services Supervisors.

4.9 Commercial activities

must register and apply in advance to Council
must always carry Council permit while working in Church Street Mall
must operate from a stall and keep stall and area free of rubbish
a maximum of two staff permitted from approved organisation
a maximum of 3 consecutive days and a maximum total of 6 days per year permitted from approved organisation
only one commercial organisation allowed in the Mall at any one time to reduce impact on pedestrians and existing businesses

4.10 Fees

Relevant fees are outlined in Council's Schedule of Fees and Charges

4.11 Insurance

The proprietor must maintain a minimum of \$10 million Public Liability policy or any other amount as Council may stipulate from time to time for the use of the footpath/roadway or public space. Evidence of that policy must accompany the proprietor's application. Council is to be named as an additional insured under the policy for their respective rights and interests. Council may also from time to time request a Certificate of Currency of the policy from the proprietor. Council is to obtain a certificate of currency of the policy from the proprietor prior to him or her being able to operate from the Church Street Mall.

4.12 Application process

Application forms and advice to run any approved activities in Church Street Mall can be obtained from **Parramatta Town Hall Booking Office in Church Street Mall or telephone 9806 5140 or 9806 5141.**