

Outdoor Markets

Guidelines



**CITY OF
PARRAMATTA**

Occasional
street markets
and stalls can
invigorate and
add excitement
to retail areas.



OVERVIEW



City of Parramatta Council seeks to promote a lively and activated street culture and encourage activities that contribute to the vibrancy of the public domain. Markets can enhance the shopping offer, product mix and the experience for residents and visitors whilst ensuring that the neighbouring commercial premises are not adversely affected.

Market stalls can become obstacles in the public thoroughfare, and clutter the retail precinct. Effective controls are therefore required in order to protect the amenity of the public domain. Market operations should be professional, environmentally friendly and add value to the local community.

It is also acknowledged that in a competitive environment, opportunities to use the public domain should be regulated for equity and fairness to all existing business owners. Further, any use of the public domain must comply with Council's guiding principles to ensure it is consistent with the City's vision.

PURPOSE OF THIS GUIDE OBJECTIVES

This Guide has been created to encourage and manage high quality street activity, including outdoor markets that can complement existing community, retail and commercial activities, and balance the needs of local residents and the public.

It also seeks to maintain and enhance the character, heritage, ambience and safety of the public domain, enriching both the community and visitor experience.

- Enable the development of a diverse range of market types, sizes and frequencies across the Local Government Area
- Ensure that outdoor markets are managed in an appropriate and efficient way across the City. This includes but is not limited to appropriate location choice, environment measures, risk management and pedestrian traffic controls.
- Manage the demand for the use of public spaces in an effective and efficient manner that delivers cultural,

social, environmental and economic benefits for the Parramatta Local Government Area.

WHERE DOES THIS GUIDE APPLY?

This Guide applies to public space across the Parramatta Local Government Area, including but not limited to public streets, footpaths, laneways, malls, squares, plazas and car parks.

This Guide does not apply to parks or reserves located across the Parramatta Local Government Area.

GUIDELINES



DEFINITIONS

Market: A market is an organised gathering of four or more stall holders/vendors in a public place who sell or offer goods and services. *Note that very large markets may be asked to apply in the Street Activity category of Festival & Events.* A market usually recurs on a regular basis and in specific locations.

Markets for the purpose of this Guide include;

1. 'One-off' and/or short term market operations
2. Regular market operations
eg daily, weekly, monthly

Permit Holder: The person or organisation that holds a permit to operate a market, and who is responsible for the compliance of stall holders.

Stall Holder: The person/s or organisations to whom a stall site is issued by the permit holder.

HOW TO APPLY

- Visit cityofparramatta.nsw.gov.au/street-activity and see the User Guides, Application Forms, Terms and Conditions and other important information for an application form, a list of terms and conditions and other important information.
- Complete the outdoor markets application form and all required supporting documentation.
- The application form and supporting documentation must be received at least six weeks prior to the intended commencement date.
- Allow four weeks for an assessment of application.
- Approvals and other correspondence will be issued via email. In the event of an unsuccessful application Council may, at its discretion, provide feedback to assist future submissions.



PERMIT AND FEES

Any permit issued will allow for a maximum of continuous twelve hour period, including set up and pack down in the nominated location within the public domain.

Current fees for Outdoor Markets can be found at cityofparramatta.nsw.gov.au/street-activity and follow the link to Fees and Charges.

Please note that these fees may be adjusted according to Council's Schedule of Fees and Charges.

INSURANCE

All outdoor market applications should provide evidence of current public liability insurance with a minimum cover of \$10,000,000.

City of Parramatta Council must be named as an additional third party insured under the policy for its respective rights and interests.

PRINCIPLES

Council's decision to approve a permit for this activity will be based on the following five guiding principles. Council will refer to these principles in the decision-making process to ensure each application conforms to the Policy and is assessed fairly, consistently and appropriately.

Appropriate location

- Council seeks outdoor markets in an appropriate location in order to promote economic growth, cultural and social benefits, while still appreciating the needs of local businesses, adjoining properties and other users of the public domain.
- The activity should be harmonious with, and contribute positively to an area's sense of place and character.
- Outdoor markets can stand alone or be an extension of the area's current activities and services or may align with community events, cultural and sporting celebrations.

PRINCIPLES CONTINUED

Engaging and high quality

- Council supports original and creative outdoor markets that look appealing and avoid discounting, that encourage community participation, are innovative and distinct, add to the life of the public domain and offer a connection and enhancement to our rich culture.
- The activity should aim to engage with the surrounding businesses and community.

Safety and accessibility

- Outdoor markets should be delivered without compromising the safety of people or places.
- Outdoor markets should ensure that responsible and appropriate measures are in place to minimise risk and danger.
- Outdoor markets should be integrated into the public domain in a way that does not compromise existing uses, furniture, buildings, entrances, exits, disability access and pedestrian safety.

Public amenity

- Outdoor markets should be designed to create a safe atmosphere for the community and never compromise public amenity.
- Outdoor markets should add to, rather than disrupt the community's engagement with the public domain.
- Council seeks outdoor markets that ensure unimpeded pedestrian access and ensure the public domain remains attractive and clean.

Management and operations

- Council will approve outdoor markets that demonstrate consistently good management practices such as timeliness, reliability and professionalism.
- Any proposed activity should consider and provide operational plans for matters such as traffic impact, vehicle movements, noise, waste and site access before, during and after each market.

TERMS & CONDITIONS



As a permit holder, your understanding of your responsibilities and the community's expectation is important.

Please ensure you have read and understood the terms and conditions. Please visit cityofparramatta.nsw.gov.au/street-activity and download the relevant Application Form for your activity, with the Terms and Conditions attached.

The Local Government Act gives Council the power to assign special terms and conditions to any permit issued for an activity in the public domain. These conditions will be specified in any written approval or permit granted by Council.

MORE INFORMATION

For more information about Outdoor Markets in the Parramatta LGA please visit cityofparramatta.nsw.gov.au or call 9806 5050.

CITY OF PARRAMATTA
STREET ACTIVITY POLICY

cityofparramatta.nsw.gov.au