

# Retail Trading in Public Footpaths & Spaces

## Guidelines



**CITY OF  
PARRAMATTA**

Retail trading is a valuable and commercial use of public domain. It can improve the look and feel of our streets and add life and vibrancy to retail areas.



## OVERVIEW



City of Parramatta seeks to promote a lively and activated street culture and encourages activities that contribute to the vibrancy of the public domain. Occasional business footpath trading of certain products can add colour and invigorate our retail precincts. Limited types of local established businesses are invited to trade immediately outside their premises in order to offer special displays of fresh fruit, vegetables and flowers.

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

City of Parramatta seeks to promote a vibrant and activated street culture. City of Parramatta is committed to supporting and enhancing the vibrancy of local communities and the sustainable growth of local businesses.

Council is obligated to ensure that such specific types of retail trading is fair and consistent, that the public is welcome and safe, and that the footpath provides an accessible path of travel for all.

### PURPOSE OF THIS GUIDE

This Guide has been created to encourage and manage high quality street activity, including retail activity on footpaths 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.

### OBJECTIVES

- Allow certain types of businesses to trade on the footpath within the city centre and surrounding local centres.
- To add variety and quality into the public domain through the expansion of certain permitted activities within public streets.
- To protect existing levels of public amenity and safety from the impacts of street trading activities by adequately addressing potential risks and issues.
- To ensure retail trading is compatible with other community uses of public space which contributes to the ambience of adjoining or nearby properties.

### WHERE DOES THIS GUIDE APPLY?

This Guide applies to the public domain 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.



### DEFINITIONS

'Retail trading' in this Guide refers to the occupation of the public domain, footpath or road carriageway specifically to display in an approved manner, and to sell fresh fruit and vegetables, and fresh flowers and floristry products, that acts as an extension of an existing local business onto the public domain immediately in front of the applicant's business.

### HOW TO APPLY

- Visit [cityofparramatta.nsw.gov.au/street-activity](https://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 retail trading application form and all required supporting documentation.
- The application form and supporting documentation must be received at least eight weeks prior to the proposed commencement date.
- Allow six 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 continuous twelve month period and the use of the nominated location in the public domain.

Current fees for Trading in Public Spaces can be found at [cityofparramatta.nsw.gov.au/street-activity](https://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 retail trading 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 permits retail trading in an appropriate location in order to promote economic growth, cultural benefits and social integration while still appreciating the needs of local businesses, adjoining properties and other users of the public domain.
- The location should contribute positively to an area's sense of place and character.
- Retail trading can be an extension of the area's current activities and services or may align with community events, cultural and sporting celebrations, and forthcoming plans for the area.

### Engaging and high quality

- Council supports original and creative retail trading that encourages community participation, is innovative or distinct, adds to the life of the place and offers a connection to our rich cultural surroundings.
- The activity should aim to engage with the surrounding public domain and people.

### Safety and accessibility

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

### Public amenity

- Retail trading should be designed to create a safe atmosphere for the community and never compromise public amenity.
- Retail trading should add to, rather than disrupt the community's engagement with the public domain.
- Council seeks retail trading that ensures unimpeded pedestrian access and is attractive and clean.

### Management and operations

- Council will approve retail trading that demonstrates sound management practices such as timeliness, reliability and professionalism.
- Any proposed activity should consider operational matters such as but not limited to, safety, traffic, noise, waste and access before, during and after each activity.

## 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](https://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 Trading in Public Spaces in the Parramatta LGA please visit [cityofparramatta.nsw.gov.au](https://cityofparramatta.nsw.gov.au) or call 9806 5050.

CITY OF PARRAMATTA  
STREET ACTIVITY POLICY

[cityofparramatta.nsw.gov.au](http://cityofparramatta.nsw.gov.au)