



# Guiding Principles of Street activity

## *Seasonal Street Trading*

Street activity is guided by eight principles that are designed to help create and manage street activities within the municipality. The principles are consistent with City of Melbourne's visions for a bold, inspirational and sustainable city.

People who wish to apply for a Seasonal Street Trading Permit must ensure that their proposed activity is aligned to these principles.

## **Selection Criteria**

### **1. Appropriate Location**

- Applicants may nominate an area in the public place to conduct street trading.
- The proposed street trading site area must not exceed nine (9) square metres.
- Trading areas will be considered on a case-by-case basis depending upon site specific constraints, existing street activities, pedestrian volumes, access, safety and appropriateness.
- Applicant must provide accurate plans, evidence of consideration of site constraints, and factors favouring street trading.
- Written consent - If a proposal for a street trading site seeks to occupy a public space immediately adjoining a retail business or commercial premises, the Council requires the applicant to seek permission in the form of written consent from the owner, occupier and /or body corporate of the adjoining building. The letter(s) of consent should be provided on official letterhead.
- If the proposal is located on the ground floor of a neighbouring multistorey building with multiple tenants, consent from the ground floor tenant(s) and building owner(s) is required.

### **2. Accessibility**

Street trading should be integrated into the street in a way that does not compromise existing street activities, circulation requirements, pedestrian and traffic safety through maintaining adequate clearances. The operation of street activity should:

- allow for pedestrian access through all public streets and laneways and between adjacent properties.
- allow for access to existing street infrastructure and furniture at all times.
- allow for regular servicing and maintenance access and operation.
- allow for the existing operation and loading activities of adjacent properties.
- facilitate a clear 'line of sight' around corners (applies to intersections).

### **3. Unique and Distinctive**

Melbourne has a distinctive character, on display with its unique laneways and living through its arts and cultural diversity. Seasonal Street Trading should be seen as a natural extension of this. As a creative city, inspiration is sought from street traders that are bold, inspirational and inventive.

The range and diversity of street trading should reflect the uniqueness and depth and breadth of artistic and creative opportunities. This extends to creative and innovative design in the built environment and in the creation of complementary street trading infrastructure.

The goods and services proposed should have particular regard to (but not limited) to the following criteria:

- Originality of concept - demonstration that the activity has a strong point of difference and does not duplicate existing activities and services in the city.
- Broad market opportunity and audience appeal.
- Best chance of successful venture.
- Innovation and diversity of offering.
- Creativity and local distinctiveness.
- Locally based enterprises and ventures (major brand/commercial operation is not preferred).
- Personality and character on the street.
- Convenience products and services.
- High quality design of infrastructure and equipment.
- Demonstrated level of business success, supported by financial documentation.
- High quality and well presented products/services.
- Development of appropriate technological systems.

#### **4. Safety & Amenity**

Well designed and maintained infrastructure and equipment is essential. The key to safer places is to improve the quality of the environment, minimise the opportunity for crime and promote accessible and lively areas that encourage a feeling of safety.

The following key criteria will be considered:

- Street activity should provide a clear 'line of sight' around corners which includes intersections. People feel comfortable using public places that provide well defined routes and clear sightlines so they can see and be seen.
- Entrances to buildings and access to other infrastructure should be safe and accessible without compromising safety and security.
- Street activity should invite participation by all members of the community, regardless of age or background.
- Street activity operation must be well-managed, balancing security with the ability to provide a lively activity in the public realm.
- The hours of trade or operation should be a good fit with the use, location, goods and services on offer.
- Street activity and surrounding site should be maintained in a neat, clean and tidy state at all times.
- The operation must not create undue detriment to the amenity of area caused by excessive amplified music or other nuisance.
- Presentation of traders and their equipment used as part of an activity or performance must be of high quality and attractive.
- Clearances and setbacks in site permit should be maintained.
- The street activity operation should be non-invasive.

## **5. Diverse & Engaging**

Street activity should be diverse and the offering should engage people to experience the various products and services on offer. The ability to use sight, smell and sound to draw in passers by can enhance the vitality of a street and create a sense of interest and curiosity.

The following key criteria will be considered:

- Variety and diversity of offerings.
- Seasonal product offering.
- Operation should be an engaging and lively operation (colours, sounds, smells).
- Street trading should be an active/interactive site (not static).
- Tourist appeal - the trader should have current knowledge of the city and its events and provide information professionally to visitors as an ambassador to the city.
- The street trader should engage with local traders in the area.
- Proficiency of customer service, punctuality and retail etiquette.
- Open for trade for a minimum of 5 hours per day and 5 days per week.
- The street activity should be seasonally oriented.

## **6. Attractive & High Quality Design**

Appropriate street trading infrastructure and equipment should contribute to a high quality urban space and attractiveness of design is an important consideration in the operation of a Seasonal Street Trading Site. The following key criteria will be considered:

- High quality design and appearance.
- Compact design, temporary in nature that can easily be removed from the public place.
- Quality of infrastructure and associated fittings.
- Product freshness, quality and visual presentation of produce.
- Attractive, vibrant, and innovative design.
- A layout that is appropriate to the setting.
- The provision and maintenance of high quality, durable fittings.
- Hygienic and state of cleanliness.
- Maintenance and cleanliness program.
- Appropriate waste management program.

## **7. Sustainable**

(a) Financially Sustainable - Street trader should be able to demonstrate their ability to be financially sustainable for the selected street trading activity and be able to demonstrate business readiness. The following criteria should apply:

- Related business and trade experience - experience in a retail environment or specific street activity venture proposed. Specific experience in operating a stall/kiosk in a street environment is desirable.
- Marketing and business Plan - evidence of a sound and comprehensive business plan, evidence of market research and targeted analysis of street trading site(s).
- Food Safety Plan and appropriate Food Act Registration.

- Customer Service - ability to maintain high levels of customer service, training of staff, accreditation, shifts and rosters, staff shortage contingencies.
- Past performance/ proven track record - evidence of performance in operating a successful street kiosk or similar business. References and appraisals by customers are desirable.

(b) Socially Sustainable - People-focused enterprises and micro businesses where there is a contribution to broader social objectives can enhance the city's social and cultural elements. The following key criteria may be considered:

- The applicant may be a micro business, which is defined as a for profit business with one or two owner-operators, at least one of whom is a former refugee, is homeless, indigenous, long-term unemployed or has a disability. The street trading operation may provide that micro business with a sustainable living.
- The applicant may be part of an overall social enterprise that operates with the primary goal of achieving a social/community outcome. A social enterprise is defined as an organisation that combines trade with social purpose, where that social purpose is a defining part of the business. Applicants may include social enterprises, charities, not-for-profit and other philanthropic organisations
- Regardless of the social objectives, the street activity proposal will be assessed against all criteria set out in this policy.

(c) Environmentally Sustainable - Street activity applicants are encouraged to integrate environmentally friendly practices in their operations. The following criteria will help guide applications:

- Consumer goods produced with a low ecological footprint.
- Products may be organic certified.
- Waste is collected and managed more economically and more efficiently to reduce waste generation.
- Alternative low energy sources may be applied such as solar energy.