

Goods on Footpath Guidelines and Specifications



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1. Introduction

1.1 Purpose of the Technical Guideline

Goods on the footpaths are an integral part of the shopping experience in Launceston. They advise shoppers that the business is open and indicate the goods and services on offer. However, circulation and safety of pedestrians and visual amenity are Council's priority.

Launceston City Council is working towards a fully accessible City that is safe and easy for people to move around. Public footpaths and malls should provide safe and unimpeded access to the many businesses and services that Launceston has to offer.

Launceston also has high quality heritage streetscapes to protect. If the quality of the streetscapes is not protected then the attraction of the city is lost and so too are shoppers and tourists.

As a result, trading activities on the footpaths and in malls must be regulated and limited to locations where public safety and visual amenity can be maintained.

These Technical Guidelines have been developed to maintain the balance between pedestrian safety and on-street trading activities. They provide simple urban design guidelines and acceptable solutions to design and placement of goods in public places.

The use of public footpaths and malls by businesses is not a right - a licence may be granted to traders only where there is no pedestrian impediment or danger and where amenity is retained.

Every existing and new business will need to comply with these Guidelines. Separate Guidelines relate to On Street Dining (18-HLPr-002) and Portable Signs (18-HLPr-003)

1.2 Areas of Application

These Guidelines apply to the Central Activities District (CAD) area detailed in the map at Attachment 1.

1.3 Definitions

Arcades

Any private arcades that adjoin a Council owned footpath or mall.

Building line

A straight line that follows the edge of the building and is generally also the property boundary in shopping areas.

Business

Any commercial activity including retail or wholesale sale of goods/food, professional services, restaurants, amusement centres, nightclubs, etc.

Where more than one commercial activity occurs in a single premises (e.g. hotel and accommodation or takeaway and lotto agency), they shall be deemed to be one business for the purpose of this Guideline.

Business frontage

The part of the business that fronts onto a footpath or mall by which a customer can gain access to the business or view goods which are displayed in a window.

FoSM

A Front of Shop Module (FoSM) which may be positioned immediately adjacent to the business property to allow for the display of goods on the footpath.

Road Reserve

The area of public reserve between property boundaries, including a footpath, road reserve or pedestrian right-of-way, under the control of Launceston City Council that is not a mall as defined below.

Goods on footpath

A selection of goods available for purchase and/or advertising displayed immediately outside a business premises.

Kerbside Zone

As described in the On Street Trading Activities Policy (Ref 18-PI-011).

Laneways

Any narrow private lanes that are used mostly by pedestrians and adjoin a Council owned footpath or mall.

Licence

A licence issued by Council to allow placement of a FoSM in the Trading Activity Zone. The approved activity must comply with the guidelines and specifications as detailed in this document and the conditions listed in the licence.

Mall

For the purpose of this technical guideline the word 'mall' shall apply to the Brisbane Mall, the Quadrant and Civic Square. Also any laneways owned and maintained by Council.

On Street Dining & Portable Sign Zone

As described in On Street Trading Activities Policy.

Trading Activity Zone

As described in On Street Trading Activities Policy.

Walkway Zone

As described in On Street Trading Activities Policy.

2. Goods on Footpath

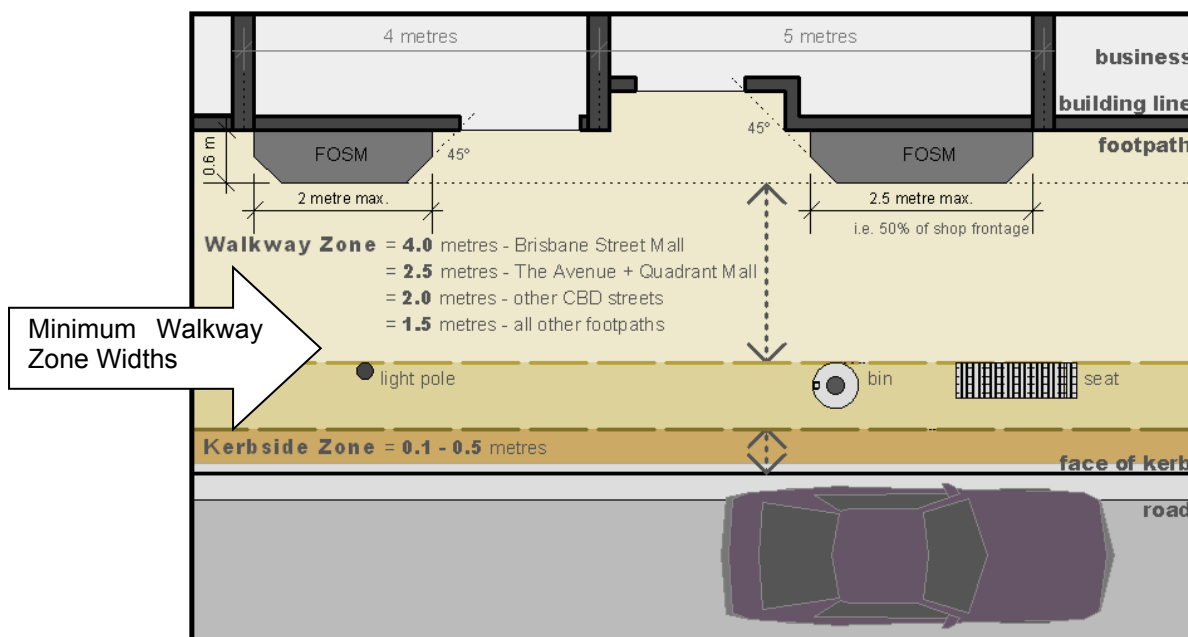
2.1 Front of Shop Modules (FoSM)

Any goods displayed on the footpath must be wholly contained within a Front of Shop Module (FoSM). No goods shall overhang the FoSM.

The FoSM shall:

- Be positioned immediately adjacent to the business façade. However the FoSM may overlap the adjacent business frontage by no more than 1.2m provided the written consent of the adjacent business owner is provided and the maximum display area is not exceeded.
- Be removed (including any goods) during the hours when the business is closed
- Not be located closer to a doorway opening than as shown in Diagram 1

Diagram 1

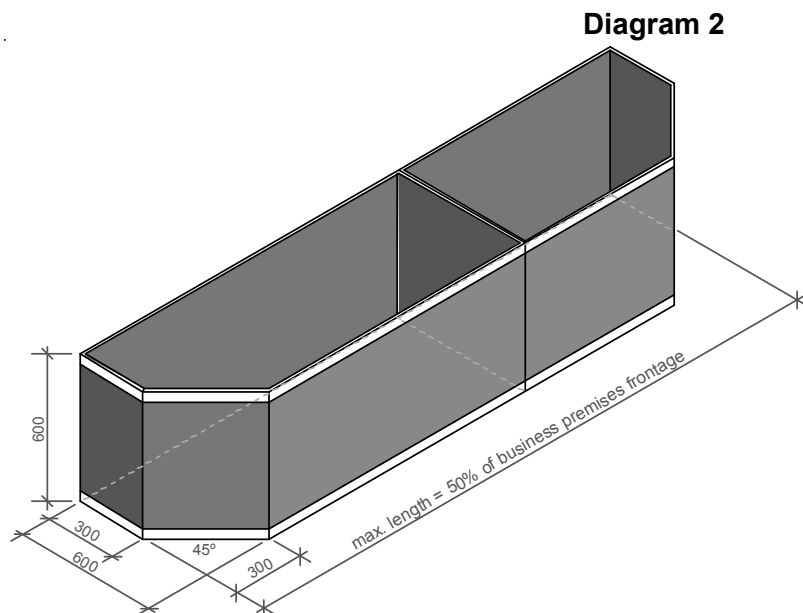


2.2 Design Guidelines for a FoSM

The FoSM shall:

- Be constructed to the exact dimensions specified in Diagram 2.
- Be of solid construction of timber or metal or other material without sharp edges or corners and have fixed an aluminium angle 40 x 12 x 1.4mm around the top and base edge of the FoSM.
- Be painted or powdercoated AS 2700 S - G55 Lichen.
- Have only the name or corporate image of the business painted on the face to a **maximum** of 50% of the face area of the FoSM.
- Not contain any offensive words or images.
- Not have reflective or mirrored finishes.
- Be of sufficient weight to ensure stability.

When goods are displayed in the FoSM, the goods must achieve a minimum height of 1 metre (1,000mm) measured from pavement level.



Note: The FOSM must be exactly

- 600mm in width
- 600mm or 900mm (for table top) in height

2.3 Goods on Footpath Restrictions

2.3.1 The minimum width of the Walkway Zone must be maintained and any residual area along the building façade becomes the Trading Activity Zone.

2.3.2 A FoSM will not be allowed where the Trading Activity Zone is less than 600mm wide.

2.3.3 The FoSM must have a width of 600mm and a maximum length equivalent to 50% of the Business Premises frontage.

2.3.4 The FoSM can not be used unless goods are displayed in the unit and such goods achieve a minimum height of 1000mm measured from the pavement level. (Note: An empty FoSM shall be removed immediately).

2.3.5 Where a licence has been issued to a business for a FoSM no Portable Sign will be allowed on the same business frontage.

2.4 Maintenance

All FoSMs must be maintained in good condition.

2.5 Single Length Bus Stops Only

Provided a distance of 2.5 metres from the centre of a doorway can be maintained on each side of the doorway, the balance of the kerb line will be deemed a No Parking zone in relation to placement of FoSMs and Portable Signs.

3. Administration

3.1 Applications

Application may be made to Council for a FoSM by contacting Council's Customer Service Centre:

In Person: Customer Service Centre
St John Street, Launceston

By phone: 6323 3000

The use of a FoSM is subject to a licence to be issued by Council. A FoSM cannot be used until a valid licence is issued by Council.

Applications for a licence must include:

- Completed application form.
- Annual fee.
- Certificate of Currency for Public Liability insurance.

3.1.1 Any variation to these guidelines must be sought in writing and will be subject to the approval of the Director Resident & Leisure Services.

3.1.2 A minor intrusion of a up to 1.2m of a FoSM in front of an adjacent premises may be approved by the Director Resident & Leisure Services if written approval of the occupier and land owner of the adjacent premises has been sought and is provided to Council.

3.2 Insurance

An applicant must have public liability insurance that covers the area designated for a FoSM before the applicant is issued with a licence. The insurance cover is to be for the sum of \$10million and be in a form acceptable to Council. A licence holder must produce a Certificate of Currency of the insurance which provides a clear statement that acknowledges the insurer is aware of the FoSM.

3.3 Fees

An annual licence fee applies for FoSMs.

3.4 Compliance Processes

Any goods on footpath or FoSM may be removed immediately by a responsible council officer or a delegate if:

- it is considered to be a hazard to public safety, or
- it is remote, or
- it does not have a valid licence or does not comply with the conditions on the licence.

In lieu of removing the FoSM or goods, the officer may invite the business operators to remove them, but it must be done immediately.

If goods on footpath continue to reappear, other than in compliance with these Guidelines, they will immediately be removed.

If the goods on footpath or FoSM are removed the business operator may collect it within 72 hours of receiving notification of their removal. If not collected the articles may be disposed of or destroyed.

No compensation is available for any FoSM or goods that have been removed by Council.

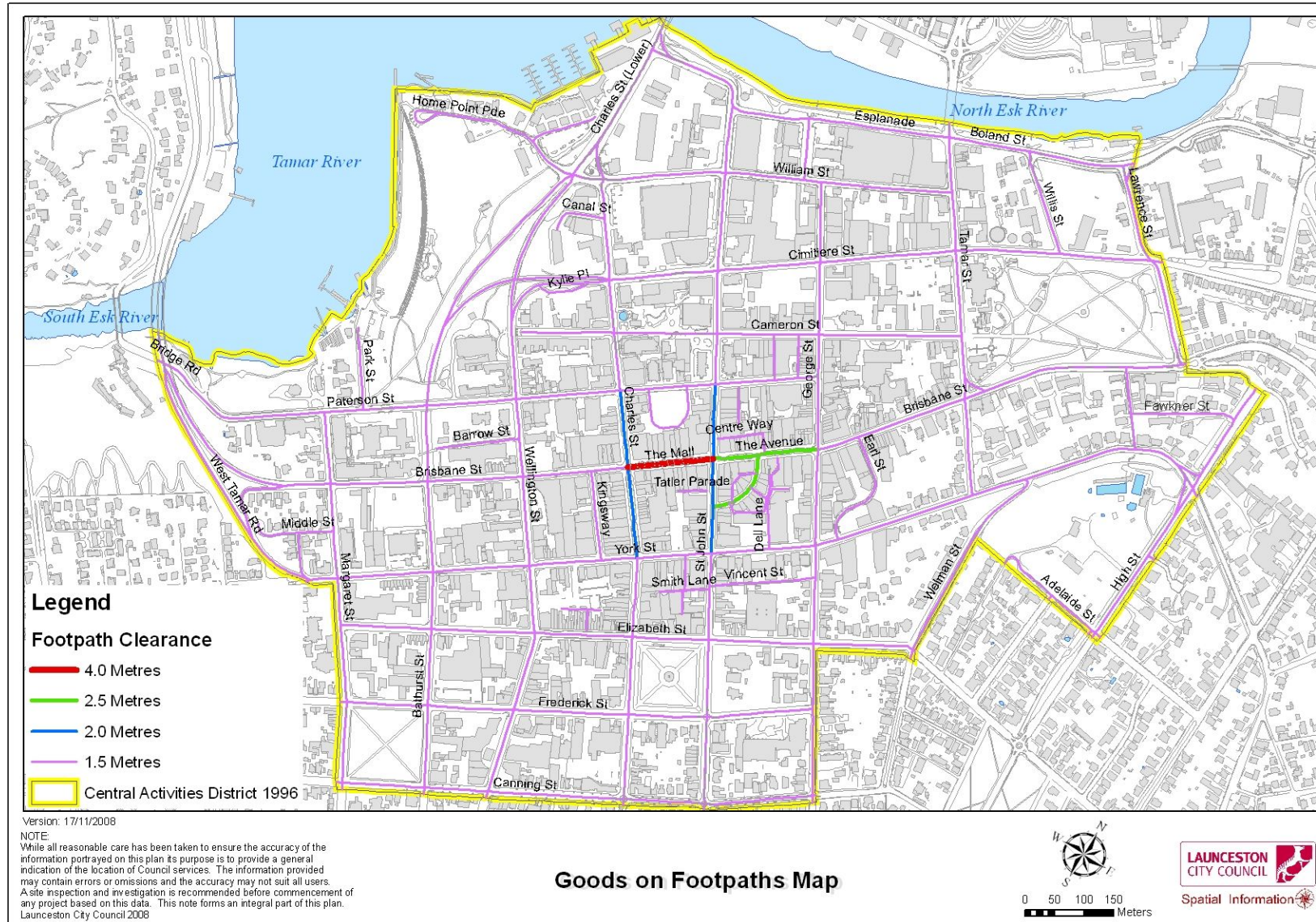
3.5 Termination

The Director Resident and Leisure Services may terminate the licence at any time if:

- The licensee fails to maintain the FoSM in accordance with these Guidelines and any condition attached to the licence.
- The licensee fails to comply with a notice issued by an authorised officer to bring the FoSM into compliance.

Council carries out works in the road reserve and changes the nature of the footpath such that a clear 600 mm cannot be achieved for a FoSM in the Trading Activity Zone.

Attachment 1 - Central Activities District Area Map



PURPOSE

<< A broad statement about what the flowchart, form or checklist sets out to achieve. >>

SCOPE

<< To whom, what and where the flowchart, form or checklist is applied. >>

- << You can use subheadings and dot points, as appropriate. >>

RELATED POLICIES & PROCEDURES

<< List the procedure this flowchart, form or checklist underpins and any related forms etc. A change in one document may require review of another.>>

- << You can use subheadings and dot points, as appropriate. >>

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