



Footpath Trading Policy

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1. INTRODUCTION

1.1 Purpose

Warrnambool has many wide streets and footpaths which provide the opportunity for a range of activities including footpath trading. An activated footpath has a positive impact on the viability of retail businesses and the quality of city life.

Warrnambool City Council is committed to supporting and enhancing local business and activated streetscapes. This Policy aims to ensure a safe and vibrant environment that reflects Warrnambool's vision and continues to facilitate a wide range of street trading opportunities and an innovative approach to footpath trading.

This Policy seeks to provide support to local businesses, provide a framework for footpath trading, and manage the public realm and to meet the legal responsibilities in relation to footpath use. Council also requires that the development of street trading be in keeping with the character of the City and ensure that the visual amenity of our streetscape remains cosmopolitan, vibrant and consistent.

Whilst acknowledging the importance of street trading opportunities for traders, this Policy seeks to achieve a balance of facilitating footpath trading without compromising safety or creating an untidy and unattractive streetscape.

This Policy sets out clear obligations and requirements through the Footpath Trading application and permit process to ensure pedestrians can move through the streetscape in an orderly, safe and accessible manner.

Whilst acknowledging the importance of footpath trading opportunities for traders, public footpaths exist for all persons.

The Policy is implemented through the Footpath Trading Procedures available on Councils website www.warrnambool.vic.gov.au. The Procedures provide specific information to guide permit applications and provide certainty and consistency, although each application will be assessed on its merits and on a case by case basis to ensure flexibility is shown where appropriate in order to meet the Policy objectives.

1.2 Scope

This Policy applies to all public footpaths within the Municipality, and includes trading, merchandising, promotional activities, busking and street art, for commercial and not for profit. This Policy does not apply to private land, road closures and special events.

1.3 Definitions

Term	Definition
“Public Footpath”	A public path or laneway occupying part of the road reserve managed by Council for pedestrians.
“Trading”	The act of engaging in trade, includes outdoor dining, busking, fundraising, and advertising.
“Busking”	Perform for voluntary donations.
“Street Art”	Temporary decorative works of art.
“Fundraising”	Seeking financial support for a cause.
“Advertising”	Draw attention to or describe favourably goods or services in a public medium to promote sales.
“Trading items ”	Includes but not limited to chairs, tables, screens, heaters, planter boxes, umbrellas, A-frame signs, merchandise.

1.4 References

Acts	<ul style="list-style-type: none"> <input type="checkbox"/> Planning & Environment Act 1987 <input type="checkbox"/> Road Management Act 2004 <input type="checkbox"/> Local Government Act 2020 <input type="checkbox"/> Tobacco Act 1987 <input type="checkbox"/> Occupational Health and Safety Act 2004 <input type="checkbox"/> <input type="checkbox"/> Disability Act 2006 <input type="checkbox"/> Building Act 1993 <input type="checkbox"/> Liquor Control Reform Act 1998 <input type="checkbox"/> EPA Act 2017
Regulations	<ul style="list-style-type: none"> <input type="checkbox"/> Warrnambool City Council Local Laws
Standards or Guidance Materials	<ul style="list-style-type: none"> <input type="checkbox"/> Infrastructure Design Manual (IDM) <input type="checkbox"/> Council Standard Drawings <input type="checkbox"/> Council Streetscape Design Guidelines <input type="checkbox"/> Footpath Trading Procedures

2. POLICY OBJECTIVES

Council's Footpath Trading Policy provides direction for applicants to trade on the footpath. **2.1**

Policy Objectives

The objective of this policy is to ensure that:

- The City is vibrant and activated whilst being safe, visually appealing, cosmopolitan and consistent.
- Footpath trading and merchandising is conducted in a safe and visually attractive manner.
- Shopping centres and footpaths are accessible to the public and comply with the relevant legalisation.
- Orderly and responsible management of footpath infrastructure.
- The amenity and aesthetics of the streetscape are protected and enhanced.
- Pedestrian activity remains the principal activity on City footpaths.
- All permits issued under this Policy align with relevant Council guidelines, Local Laws and legislation.

2.2 Policy Statement Council

will:

- Manage and regulate secondary activities on roads including trading, placement of goods, advertising and collections so that it does not compromise the primary need for the passage of people and goods;
- Provide free and safe access for people with sight and movement impairment or disabilities; and
- Provide generally for the peace, order and good governance of the Municipality.

No items or activities as defined by this Policy may occur on the footpaths or road reserves unless in accordance with this Policy and Procedures.

Permits must be obtained before trading commences.

3. GOVERNANCE

3.1 Owner

The Director of City Infrastructure is responsible for monitoring the relevance and currency of this Policy and for updating it when required.

3.2 Review

The Director of City Infrastructure will review the policy for any necessary amendments no later than three years after its adoption or after the last review.

3.3 Charter of Human Rights Compliance

It is considered that this Policy does not impact negatively on any rights identified in the Charter of Human Rights Act (2006).

3.4 Footpath Trading Applications

Applications will be individually assessed based on merit, equity, subject to meeting the requirements of prevailing legislation and relevant Policy and Procedures.