

Guide to Setting Up a Market on Council Land



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Introduction

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This guide is designed for market operators seeking to set up markets on Council Land in the City of Sydney Local Government Area.

Its purpose is to guide market operators through the market application process, assist in identifying suitable sites, obtain consent to use the site (including development consent) and ensure the market meets legislative requirements.

The City supports markets in the following ways:

- A Markets Coordinator to help you through the approval and community consultation
- A Markets Panel to provide consultative advice to the Market Coordinator
- Quarterly reviews and support during initial 12 months term
- Templates and pro formas for developing operational plans
- Simplified application process for markets held four or less occasions in a year

Market Policy

The City's Markets Policy complements this guide in providing guiding principles for supporting markets. The Markets Policy is on the City's website at www.cityofsydney.nsw.gov.au/business/city-spaces/markets



Six Steps to Setting Up Market

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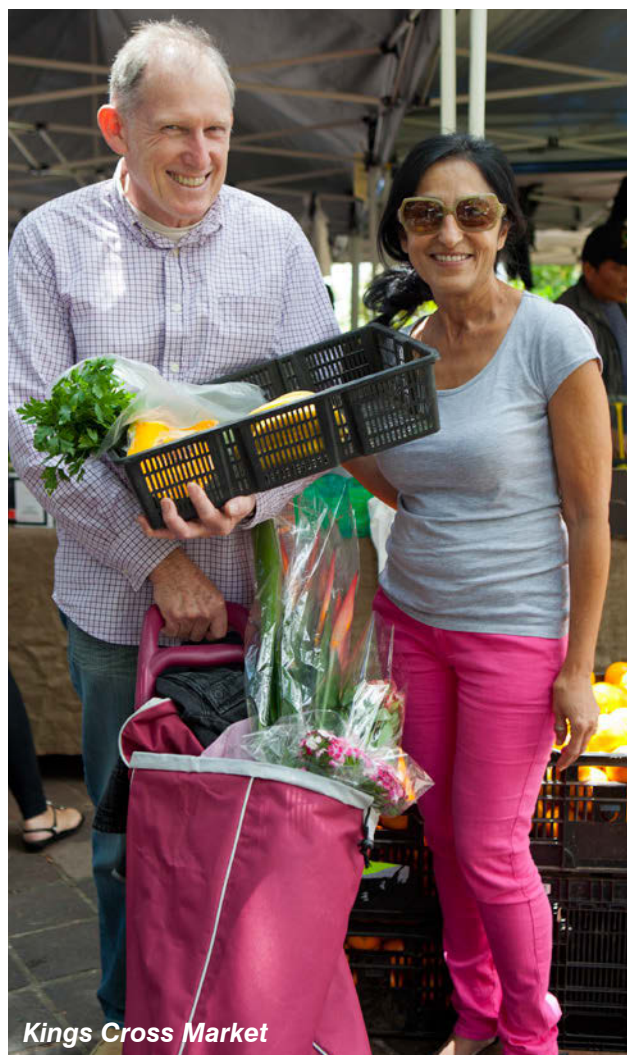
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Markets provide for the needs of the community, ranging from the provision of fresh food to the provision of goods and services. Markets serve as an anchor for community to come together, get to know one another and celebrate everything local.

New markets can be approved on a 12 months trial with quarterly reviews. There are six steps to getting your market up and running.



Which markets do not follow the steps outlined in this guide?

The Markets Policy and Guide do not apply to temporary markets on Council land. Temporary markets are markets that operate on up to four occasions in their first 12 months of operation.

The City's Event Guidelines, intended for one-off and temporary events, apply to temporary markets. A copy of the Event Guidelines is available on the City's website and at the City's Neighbourhood Service Centres and One Stop Shops.

Land owner's consent and development consent must be obtained for markets that are not on Council's land. The Markets Policy and Guide do not apply to those markets.

STEP 1

Identify Your Market Type

Market Type

Successful markets begin with identifying the goods and services best suited to a community, by taking time to understand what goods and services exist or are lacking in an area. The City asks that you identify with a Market Type to ensure your market offering remains consistent with the needs of a community and as set out in your market charter:

MARKET TYPES



Fresh Food/Farmers Market – a predominantly fresh food market that provides farmers and food producers opportunity to sell farm-origin and associated value-added processed food products directly to customers



Goods Market – a predominantly goods-based market that provides craftspeople, goods or service providers opportunity to sell new or used goods and services direct to customers



Specialty Market – a goods or service based market that provides one predominant type of goods or service direct to customers. Examples of specialty markets include Camera Markets, Antique Markets or Flower Markets



Did you know?

Research commissioned in the UK by the London Development Agency in November 2005 to inform the Mayor's Food Strategy¹² found that customers shopping for food at street markets spend between £3,000 and £15,000 a day on nearby shops, and local retailers were almost universally supportive of markets.

Source: The retail markets alliance / BCSC Educational trust, Markets 21, a policy and research review of UK retail and wholesale markets in the 21st century, p6

STEP 2

Select a Site

A well located market provides a strong foundation for a successful long term operation. Select a site to suit your Market Type. Use the Site Suitability Checklist (Appendix A) to assess potential Market Sites and determine how market use affects a site and its surrounds. The checklist provides performance criteria to help you select the most suitable site.

Typically markets are held outdoors, however, the City has a suite of landmark venues and community venues for hire. They include town halls, halls and auditoriums. You can find more information about these venues on the City's website at <http://www.cityofsydney.nsw.gov.au/business/city-spaces/landmark-venues-for-hire>, or by speaking to the Venue Management Team at the City.

While the City encourages creative use of sites, some sites are better suited to erection of structures and vehicular access than others. Some market formats include:

MARKET FORMATS

✓	Stalls and marquees – Best suited to sites with hardstand such as concrete, bitumen, brickwork and other paved surfaces. Overhead shelters are mandatory for food preparation and display of unpackaged food.
✓	Trestle tables and displays on the ground – Best suited to indoor sites, sites with overhead cover, grassed surfaces and natural landscapes.
✓	Other formats – More recently, the City has received creative market proposals such as car boot sale markets, rooftop markets and markets comprised of portable trolley displays and tricycle stands.



Sydney Sustainable Market, Taylor Square

You are encouraged to speak to the Market Coordinator to discuss the capacity of a site before proceeding to the next step. The Market Coordinator is able to help you identify whether a market may be permissible on a site in accordance with the Sydney Local Environment Plan 2012 (Sydney LEP).



Surry Hills Market

STEP 3

Submit a Market Site Application

The Market Site Application form can be submitted at the City's One Stop Shop or Neighbourhood Service Centres or by emailing openspacebookings@cityofsydney.nsw.gov.au. The City will determine whether a site is appropriate for market use by assessing the site against the performance criteria listed in the Site Suitability Checklist. The City will also identify any conflicting use such as proposed infrastructural works, existing uses and inconsistencies between your proposal and if applicable, the site's plan of management.

Did you know?

There are currently more than 17 regularly scheduled markets in the City, of which eight are 'fresh food markets' and seven are on Council land. In addition to regular markets, there are a handful of non-ongoing or annual market-events that are enjoyed by the community.

The City's Customer Service and Venue Management Teams receive regular requests from the community about wanting a market in their area and enquiries from market operators about where they are permitted to set up new markets. The City has developed this Guide to Setting Up Markets on Council Land to streamline application processes and make sure everyone benefits from having markets in their area.



Kings Cross Market

STEP 4

Plan Your Market

All market operators are required to prepare a Market Proposal and Market Impact Report, with the exception of one-off and temporary markets approved through the Events Application process.

The Market Proposal is the key document that describes the layout, management and operational plan for your market. Details of what is required of Market Proposals are listed on pages 24 and 25.

The Market Impact Report addresses the impact of your market on surrounding residents, businesses and the environment. Irrelevant of whether you are a commercial or not for profit market operator, key to your market proposal is how you plan to engage the community and collaborate with stakeholders, such as nearby businesses and community groups in setting up market. The Market Impact Assessment template is at Appendix C.

The City requires all markets to have a minimum 10% stallholder participation by community groups, social enterprises, not for profit organisations and new start-up businesses. This is in addition to the requirement of a free community meeting space or entertainment area within market grounds.

Once the City reviews your Market Proposal and Market Impact Report, you will be advised whether a development application (DA) is required. Any DA will be assessed by City Planners.



Kings Cross Market

STEP 5

Community Consultation

The City may undertake consultation with the local community about your market proposal. This consultation is undertaken by the City to consider community comments. It may include:

- Letters to residents and businesses surrounding a site about new market proposals
- Notification displayed on the site
- Details of the Market Proposal exhibited on the City's website

Community consultation is undertaken in addition to any public notices required by law.

The feedback the City receives from the community about your market will be used in the overall assessment of your application. The City will also provide you with comments from the community to refine your Market Proposal.

Did you know?

Increasingly planners see public markets as a vital tool in addressing a range of concerns in cities: the need to bring people of different ethnic and socioeconomic backgrounds together; the need to make inviting and safe public spaces; the need to reinvigorate low- and moderate-income neighbourhoods and to support small-scale economic activity; the need to provide fresh, high-quality produce to inner-city residents; and the need to protect open space and preserve farming around cities.

Source: Project for Public Spaces, 2003, Public Markets as a Vehicle for Social Integration and Upward Mobility.



Sydney Sustainable Market, Taylor Square

STEP 6 **Set Up Market**

The City will provide approval for your market once your Market Proposal is updated to reflect final comments from the City about your proposal.

Once your market is granted approval, apply for relevant permits and licences as soon as possible. Page 25 provides further information on permits and licences.

You will need to enter into an agreement with the City. This agreement (or consent or approval if the market is on land governed by the Roads Act) will have conditions that apply to the use of the land and operation of the market. At this point, if you are eligible, consider applying for appropriate support under the City's Grants and Sponsorship program and put your community building initiatives into place.

Especially during the first year of holding your market, regular meetings with the City will assist in improving your operation.

Did you know?

The City has a number of Grants and Sponsorship programs designed to support the community to develop projects and work which directly benefit 1 or more of the following key areas:

- celebrating culture and creativity
- supporting the economy and business
- ensuring environmental sustainability
- building community.

Developing markets may be eligible to apply for a Matching Grant program. The City's Matching Grant program works with community groups to support events, services and projects in their local neighbourhoods which aim to deliver local, community-based projects that engage the community, develop skills, build capacity and/or share funding arrangements. The matching grant program is also open to for profits who can demonstrate that the project will activate their local precinct (laneways and previously unused spaces) and partner with one or more local business or community groups to deliver the project.

The program supports projects that involve genuine community participation. By 'matching' what the community contributes, the City is building a sense of community and strengthening partnerships as people work together on the project.

Funding available

The matching grant program recognises any community contribution towards a project and can offer up to \$10,000 support to match this contribution. Contributions from the community or the City can be made in cash or value-in-kind. Recognised in-kind community contributions include:

- in-kind contributions such as donated supplies, materials, venues or services
- volunteer time such as labour, meeting times and project management. The rate of volunteer time is calculated as \$20 per hour. For professional or contracted services the rate is \$75 per hour.

Contacts

For more information about this program or how to apply, please see <http://www.cityofsydney.nsw.gov.au/community/grants-and-sponsorships/community-grants/matching-grants> or contact:

Grants Team

02 9265 9333
communitygrants@cityofsydney.nsw.gov.au



Fees

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FEES

The following application fees are applicable for markets on Council land. Note: Fees are subject to change.

APPLICATION FEES		
✓	Market Site Application Form	\$200 for commercial organisations and \$100 for not for profit organisations (inc. GST)
✓	Market Proposal and Impact Assessment	\$0
✓	Community Notification and Public Exhibition	As applicable. You may obtain a quote from the City if required
✓	Development Application, if required	As applicable. You may obtain a quote from the City if required
✓	Procurement process, if required	Market Site Application fee applies to all applicants, see above

The following Land Use Fees apply for use of a market site.

SITE TYPE	LAND USE FEE	SITE MAINTENANCE FEE
✓ Council Land	<p>Commercial Market Operator: 20% of gross annual revenue*, estimated "at the beginning of each year.</p> <p>Not-for-profit Market Operator: 10% of gross annual revenue No fee charged for the initial 12 month term of new sites set up by not for profit market operators</p> <p><i>*The gross annual revenue is calculated by the approved stall numbers multiplied by the amount charged by Market Operator to stallholders.</i></p>	<p>Site Maintenance Fee is estimated at the beginning of the year by assessing utility use and maintenance required on your site, as a result of market use. It is charged incrementally to your monthly invoice.</p>



What to include in a Market Proposal

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The Market Proposal communicates your market plans to the City and the community. This section sets out what to include in a market proposal.

Section 1

1.1. Description of Market

- a) Name of the market and its purpose
- b) A market charter should explain why this market is good for the community and the philosophy that underpins it
- c) Time, location, frequency of market including bump in and out times
- d) Production schedule and equipment to be used on site
- e) Description of stall types, numbers and market activities including entertainment, workshops and any children's activities

1.2. Site Plan

- a) Provide a site plan to show location of structures and access ways; including portaloos, stages, seating, generators, refrigeration, stallholder loading areas, entry and exit points
- b) Provide at least two site configurations (one as a wet weather contingency) if there is grass on your site

1.3. Site Impact Report

- a) Prepare a Site Impact Report using the Site Impact Assessment (appendix B). Provide information on how you will protect the site and surrounding environment, minimise impact on the community and ensure your market complements local economy.

1.4. Market Administration

- a) Anticipated patron numbers
- b) Community engagement plan and provision of community space
- c) Marketing and promotion plan
- d) Product consistency and service quality assurance
- e) Stallholder manual and agreement
- f) Stallholder fees
- g) Stallholder retention strategy

Section 2

2.1. Risk Management Plan

- a) Crowd management plan
- b) Emergency management plan and chain of command
- c) All weather protection, wet weather contingency and market cancellation procedure
- d) On-site contacts, name of the market manager and a staff absentee back-up plan
- e) Work, health and safety plan

2.2. Waste Management and Sustainability Plan

- a) Waste minimisation plan
- b) Waste contractors and waste disposal procedures
- c) Reuse and resource recycling initiatives
- d) Whole market sustainability initiatives

2.3. Transport and Traffic Management Plan

- a) Traffic management plan and traffic redirection plan
- b) Active transport provisions; including safe parking for bicycles, way finding signage and accessible pathways
- c) Communication of public transport information
- d) Stallholder off-street all day parking arrangements
- e) On-site vehicle impact minimisation

2.4. Public Health

- a) Portaloos and accessible toilet numbers and locations
- b) First aid and public health provision
- c) Security and money handling procedures
- d) Noise management plan, if applicable
- e) Weighting of temporary structures

2.5. Permits

Applications for approval of the following to be made to the City (if applicable)

Market Impact Assessment

- Impact on diverse social groups
- Temporary Food Vending Permits
- Temporary Road Closures

You may also require additional services at your market. Applications for the following are to be made direct to respective service provider:

- Temporary Event Liquor Licences (Office of Liquor, Gaming and Racing)
- User Pays Police (NSW Police)
- Sydney Buses (State Transit Authority)
- Road Occupancy Licence, Special Event
- Clearways (Roads and Maritime Services)
- City Rail (Rail Corp)
- Taxi Council
- St John Ambulance or other first aid provider
- NSW Ambulance Service

Fees and charges may be applicable, each service provider will advise.

Did you know?

The popularity and number of farmers markets in Australia is growing. Farmers markets, along with other alternatively fresh food retail markets, have been reported to represent about 7% of the market for fresh food in Australia. By comparison, supermarkets have about 50% of the Australian food market.

The total number of farmers markets in Australia has more than doubled between 2004 and 2011. In addition, a majority of customers (71%) want to shop at farmers markets more often, according to a survey by the Victorian Farmers Markets Association in 2010. That survey also indicated that many customers travel some distance to shop at a farmers market if their nearest farmers markets is not operational.

Source: Victorian Farmers Markets Association 2010, Inquiry into farmers markets, Victorian Farmers Markets Association submission to the Outer Suburban/Interface Services and Development Committee, Parliament of Victoria, Victoria

Market Operational Requirements

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This section provides additional market operational requirements and recommendations.

Insurance

You must obtain a Public Liability Insurance Policy for a minimum of \$10,000,000 noting City of Sydney Council as an interested party on the public liability certificate of currency. The City requires you to provide this certificate before entering into an agreement with you.

The City is not responsible for the risks you incur from operating a market. It is recommended you hold a current Workers Compensation Insurance Policy and other forms of business and operational protection.

Performance Bond / Security Deposit

You may be required to provide a performance bond/ security deposit.

Payment Terms

The Market Operator is required to pay a minimum of one months land-use fee in advance.

Make Good and Site Maintenance

Where possible always locate market stalls and infrastructure on hardstand areas rather than on grass. Ground surface protection mats (Terratrack, Trakmat or similar) are to be used where operation will be on grass. Guide patrons to walk on hardstand where possible .

A Site Maintenance Contribution fee is collected for the City to undertake works arising from market use. The City will undertake the following works:

- Landscape and general property maintenance
- General cleansing of the site
- Remediation of grass

The City will assess grass and landscape conditions periodically. Grassed areas may be closed for 6 weeks consecutively for remediation. Sites on grass may incur higher Site Maintenance Contribution fees.

This Site Maintenance Contribution fee does not include waste collection. You are required to organise commercial waste pick up at the conclusion of each market.

Resource and Waste Management

The City's Sustainable Events Management Policy is a helpful place to start when looking at ways to reduce market impact on the environment. You can obtain a copy of this policy from the Market Coordinator. Key principles for developing your Resource and Waste Management Plan include:

Minimise resource use:

- Encourage stallholders to minimise waste through reducing use of plastics bottles, plastic bags, plastic utensils, paper and minimising packaging.
- Consider implementing whole market sustainability initiatives; such as "plastic bag free" with stallholders only offering paper bags and boxes, encouraging market patrons to bring their own bags and making the market 'bottled water free'

Recycle and reuse

Use biodegradable or compostable products wherever possible. Provide adequate waste and recycling bins on the site; particularly placing additional bins adjacent to Council bins. Council bins do not have the capacity to service market operations.

Remove all waste immediately and sustainably from the site

At the conclusion of the market operation waste must be collected by a commercial waste service provider. Depending on waste disposal arrangements, recycling bin caps are to be used on bins. Bins should be placed:

- At key entry and exit points
- In areas where food and beverages are consumed
- Adjacent to existing Council bins
- Beside designated walkways and high traffic areas
- Where they can be effectively emptied and serviced, especially in peak periods

Make sure your site is returned back to the original condition at the end of each market event. You are required to remove litter from the streets surrounding your market site (up to 50 meters from your site boundary) or as specified in your agreement with the City for the use of the site.

Sustainability Education and initiatives

Include in the Waste Management Plan how you plan to work with the City's waste education and community gardens programs. For example:

- Encourage stall holders to take back food waste to their farms or return to suppliers for onsite composting
- Consider running workshop programs to educate customers on seasonal buying, composting, worm farming at home, cooking to minimise food waste, meal planning and growing food at home
- Consider including an organic waste collection as part of your recycling system. For example Eveleigh Markets is linked in with a local resident who collects the food waste and composts it off site
- Where possible, place educational information at your market to inform patrons where waste and recyclable items from the market will go to, the distances in which produce or products travelled to reach the market, packaging minimisation initiatives, water bottle refilling points and other initiatives you have implemented

Community Involvement and Collaboration

Make sure your market involves the local community by engaging community groups, sporting clubs, schools and community centres to participate in market activities. Provide space for the community to meet, participate in activities, perform and enjoy live entertainment. Ensure local services and community groups are given access to free or low cost stalls. Markets help connect communities and enliven public domain.

Stallholder and Supplier Selection

A good way to start is by choosing stallholders that operate sustainably and safely. Consider stallholders that operate or produce goods locally. Thereby minimising the distance in which goods sold at your market have travelled to get there.



Did you know?

Sydney Sustainable Markets at Taylor Square in Darlinghurst has a focus on sustainability and serving the specific needs of its community. It received a grant from City of Sydney to run a series of 15 sustainability workshops and cooking demonstrations in a pop-up education area. In addition to education, the pop-up area also provides a space for informal information exchange between local sustainability organisations, community groups and residents. The environment grant assisted with acquiring equipment for setting up the pop-up area and for the delivery of workshops.

Pedestrians and Cyclists

A market with well-designed access routes and adequate space for gathering around stallholder displays are integral to safe and accessible environments for patrons.

Under the Disability Discrimination Act it is unlawful to discriminate against someone if they have a disability. A person with a disability has a right to obtain goods and use services and facilities in the same way as people without a disability. Refer to the City of Sydney Access DCP 2004 and comply with the Disability (Access to Premises – Buildings) Standards 2010 to provide equitable access to buildings, use of services and facilities.

The Building Code of Australia provides requirements for site design, such as provision of accessible parking and circulation space to allow maneuverability of wheelchair turns and passing through doorways and access ways.

Provide ample bicycle parking to encourage patrons to cycle to the market. For example, the City regularly engage not for profit providers such as BikeSydney to provide bicycle racks at events.

It is important for you to ensure provision for this as the City has a 10% mode share target for bicycles. Always promote the use of public transport when promoting your market. Communicate public transport and active transport access provisions clearly on your promotional material.

Traffic and Parking Management

If you require road closure or alterations to the public road, traffic and parking arrangement, approval by the Local Pedestrian Cycling and Calming Committee is required.

Prepare a detailed Traffic Management Plan, including a Road Closure Plan, for the Committee. You can obtain more information about preparing these plans by contacting the City's Market Coordinator or Outdoor Events Team. Start this application process as early as possible.

You may be required to obtain the services of a traffic management company to redirect traffic over the duration of your market and to provide road signs in affected streets.

Ensure pedestrian paths, cycleways and shared zones are clearly marked. If vehicles are going onto site, ensure safety for pedestrians. For emergency vehicles to access the market site, a 4 metre wide access way is required.

The City recommends you try and arrange all day off-street parking for each participating stallholder to ensure no additional pressure is placed on local street parking. Reduce the need for patron parking by ensuring your market location is easily accessible by public transport, walking and cycling.

Hours of Operation

The City will assess proposed operating hours by considering surrounding site uses. Set up and pack down permissible times are dependent on impact on surrounding use and zoning.

Set up and pack down

Consider how your stallholders will access their trading sites. Provide them with a route that ensures protection of grass and natural landscape. Allocate loading zones and a schedule for loading for sites that are narrow or not easily accessible for vehicles. Ensure pedestrian safety during set up and pack down as public domain is used by everyone at all times.

Continual Improvement

During the initial 12 months term agreement, you are scheduled to meet the Market Coordinator every three months to review feedback from the community and the City. The Market Coordinator will ensure that any community issues notified to the city are raised in a timely manner with the operator and follow up any resulting actions. The Market Operator will be asked to conduct a survey of customers after 6 months and 12 months of operating. The markets coordinator will be able to assist the operator in how to set up and conduct the surveys.

The Market Operator is responsible for the continual improvement of the market.

The City's Environmental Health Officers, Rangers and Markets Coordinator are responsible for inspecting markets and providing feedback on all market matters to ensure public health and safety.



Frequently Asked Questions

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Question 1

Is it necessary to undertake the Market Impact Assessment?

The Market Impact Assessment (Appendix B) helps you understand your market impact on the local area, particularly social, economic and environmental issues and implement strategies to mitigate these. Your Market Impact Report must be submitted to the City along with your Market Proposal (Section 6).

Question 2

How do I set up a Market on property not owned by Council?

If the land you are proposing to run your market on is not Council land, contact the land owner to discuss the proposed use. You will require land owner's consent before lodging a development application. We recommend you speak to a City Planner about your proposed location before lodging the development application.

Question 3

Is operating a night-time market different to operating a day-time market?

The City's Open Sydney Strategy and Action Plan outline key directions for late night economy. Evening and night time markets are subject to zoning controls and plans of management for community land and Crown reserves. If your market trades between the hours of 10pm-7am and is located within a premise, the Sydney Development Control Plan 2012 applies. Speak to a City Planner about your proposed evening or night time trading hours.

Question 4

Why are there different types of consents and agreements?

Different types of land controlled by the Council require different types of agreement for use.

If your market is on community or operational land (which is land owned by Council), Council may grant you a lease or licence to run your market.

If the proposed site of your market is on a part or a reserve which is Crown land (land owned by the State of NSW but managed by Council), Council can grant you a lease or licence to operate on the site, but the proposed lease or licence must have prior approval of the Department of Crown Lands.

If your market is on land which is classified as 'road', in accordance with the Roads Act 1993, the City, as roads authority, grants you a 'consent' to use the road for the purpose of your market, on conditions set out in the consent document.

Question 5

Why does the City give public notice of proposal to grant a lease or licence?

If the City proposes to grant a lease or licence on community and Crown lands, it is required to give public notice of the proposal in accordance with the Local Government Act 1993 and Crown Lands Act 1989. The City is not required to give public notice for use of operational land, roads and footways.

Community consultation is an additional step the City undertakes to inform and consult the community where it considers it appropriate.

Question 6

I have a question or concern about the market application process or particular market, what can I do?

Contact the City on 02 9265 9333 and speak to the Markets Coordinator. If the question or concern is unable to be resolved, it will be directed to the Markets Panel. The Markets Panel meets quarterly to review and address outstanding issues. Alternatively, you can submit your question or concern to council@cityofsydney.nsw.gov.au, along with your contact details. You will receive a reply once the committee has discussed your query.

Question 7

Why does the Events Approval Process apply to markets that occur four times or less in its first year?

The City supports innovation and testing of new ideas. We offer the opportunity to test new market models through the Events Approval Process, which is designed for non-ongoing or one-off events.

Question 8

I've run four market occasions in the past year and I now plan to run additional market occasions in the coming year, do I need approval?

Yes, your first four market occasions were most likely approved under the City's Events Approval process. Thereafter, irrespective of how many more market occasions you plan to run, you are required to submit a new Market Site Application form to indicate your on-going request to use the site.

Question 9

Is my market proposal considered exempt development?

You will need to seek your own planning advice on whether your market is considered exempt development.

If it is not exempt, you will need to submit a development application. The City will review your development application in accordance with the Environmental Planning and Assessment Act 1979.

Question 10

Can the City alter decisions, amend processes or set additional criteria at any time?

The City may alter, amend and add market processes and criteria at any time. If the City receives multiple appropriate applications for a site, it may run an expression of interest or similar process.

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APPENDIX A

Site Suitability Checklist

The list below provides an initial checklist for assessing a site's physical capacity for market use. In assessing your application the market co-ordinator will discuss this check-list with you to assess the site suitability.

In considering the market impact on the environmental, community and local economy, please refer to the Market Impact Assessment (Appendix C) and Market Operational Requirements (Section 5)

	SITE EVALUATION	CRITERIA	CRITERIA PERFORMANCE MEASURE	Y/N
✓	Capacity & Conditions	Location	Highly visible sites, such as high pedestrian or vehicle traffic routes, provide recognition and attract passing traffic.	
		Landmark	Sites with a well-known landmark provide increased location recognition.	
		Slope	Levelled sites are preferable to sites on a gradient, particularly for erection of stalls and stages. Ensure site slopes and landings meet access standards.	
		Heritage	Sites with heritage listed items are not always recommended for markets. Development consent must be obtained for use of sites with heritage listed items.	
		Surface	Fully grassed or landscaped sites are not recommended for markets. Hardstand is preferred for storage of goods, erection of temporary structures, vehicle travel and pedestrian access.	
		Patron and stallholder capacity	Estimate site capacity to ensure it will accommodate anticipated stallholder and patron numbers. Consider how patrons will move through the site and the stall layout.	
		Seating and community space	Ensure adequate seating is available. Providing seats and tables for patrons is a great way to ensure patrons stay longer at your market. Provide space for the community to meet and gather, in the form of sheltered space, space for information sharing or entertainment. If the site is within proximity to a community centre, find ways to link your market with the centre by way of involving the centre or way finding between the centre and your market.	
		Amphitheatre and entertainment space	Grassy slopes, wide steps, raised surfaces form a natural stage. These spaces encourage live music and a place for people to gather.	
		Distance to existing markets	Ensure the site is located beyond reasonable walking distance of an existing market similar in product or service offering to your proposed market type.	

	SITE EVALUATION	CRITERIA	CRITERIA PERFORMANCE MEASURE	Y/N
✓	Utilities & Infrastructure	Water and power	Access to power (preferably 3-phase) reduces need for use of portable generators. Sites with running water assists with vendor needs and points for patrons to refill water bottles.	
		Toilets	The City's Public Toilet Strategy provides a guide on temporary public toilet facilities and accessible toilets.	
		Overhead cover	A degree of cover at a market site provides weather protection and reduces uncertain trading conditions.	
		Storage	Sites with store rooms or cages are ideal for storage of ongoing use items such as banners, seats, tables, sun shade, traffic control equipment and ground protection mats.	
		Sound amplification	Sites with an in-built announcement system increase the opportunity for live entertainment. Always consider how market noise and sound amplification may impact adjoining or neighbouring properties.	
✓	Accessibility & Transportation	Parking capacity	Consider where your stallholders may access all-day off street parking to ensure no additional traffic pressure is placed on the local area.	
		Public transport	Regular public transport service connections to major transport interchanges reduces the need for provision of patron car parking and encourages visitation.	
		Active transport	Consider how the site caters for people walking or riding bikes to the market. Are there accessible routes to and throughout the site? Would you require bike parking?	
		Loading zones and emergency access	Where vehicles are unable to drive onto site, consider how the stallholders would be unable to load and unload their vehicles. Sites that are too narrow for emergency vehicle access are not ideal for operating markets.	
		Equitable access	The Disability Discrimination Act 1992 requires nondiscriminatory access for all people regardless of disability. Review your site circulation space, doorway space, and navigation throughout the site such as uneven surfaces, surface material and raised footpaths.	

	SITE EVALUATION	CRITERIA	CRITERIA PERFORMANCE MEASURE	Y/N
✓	Long term potential	Potential to expand	Consider the availability of nearby sites such as laneways, parks, car parks, vacant properties, school grounds and other Council owned sites. All sites require land owner's consent and may require development consent as well.	
		Minimising long term impact	Review how the market impacts existing uses in the surrounding area and how you can minimise market impact. Use the Market Impact Assessment (Appendix B) to consider social, economic and environmental impacts.	
		Proximity to other markets and retail shops	Ensure your market does not duplicate goods and services offered by businesses within the local area and nearby markets.	

APPENDIX B

Market Impact Assessment

Market Operators are required to use the following Market Impact Assessment to develop a Market Impact Report. Market Impact Reports are submitted alongside Market Proposals for the approval process and form part of the Market Performance Review. When considering these impacts note some may be of a positive nature.

IMPACT CONSIDERATION		ANTICIPATED IMPACTS DURING OPERATION	LEVEL OF IMPACT NEGLECTIBLE/ MINIMUM/ MODERATE	MITIGATION MEASURES DESCRIBE ACTIONS & MEASURES	LEVEL OF IMPACT AFTER MITIGATION IMPLEMENTED NEGLECTIBLE/ MINIMUM/ MODERATE
✓	ENVIRONMENT				
	Traffic <ul style="list-style-type: none"> Impact resulting from market activities eg. road closure, traffic redirection, loading zones and increased traffic in local streets Number of all-day parking spots required for stall holders Parking provisions for patrons conflicting with people who currently use parking in the area 				
	Waste <ul style="list-style-type: none"> Collection, storage, handling and disposal of compostable, recyclable and general waste Resource and packaging minimisation Gray water and cooking oil Use of compostable and recyclable packaging and utensils instead of one-off use products 				
	Water use and run off <ul style="list-style-type: none"> Liquid spillage by patrons and stall holders Use of public taps and drainage 				
	<ul style="list-style-type: none"> Site surface Grass, soil and landscaping, protection and protection monitoring 				
	Visual impacts <ul style="list-style-type: none"> Visual amenity, site design and types of activities held in highly visual areas Blocking or damage to trees, vegetation and landscaping 				
	Heritage <ul style="list-style-type: none"> Heritage listed and conservation items on site and surround site 				

IMPACT CONSIDERATION		ANTICIPATED IMPACTS DURING OPERATION	LEVEL OF IMPACT NEGLECTIBLE/ MINIMUM/ MODERATE	MITIGATION MEASURES DESCRIBE ACTIONS & MEASURES	LEVEL OF IMPACT AFTER MITIGATION IMPLEMENTED NEGLECTIBLE/ MINIMUM/ MODERATE
✓	SOCIAL				
	Public access and safety <ul style="list-style-type: none"> Safety during daytime operation Safety during evening markets (if applicable) Site configuration and structures creating unsafe conditions Access and points of congestion around stalls or displays 				
	Community facilities and services <ul style="list-style-type: none"> Likely impact on local communities, community facilities or services 				
	Noise <ul style="list-style-type: none"> Noise and disturbances from patrons and vehicles entering and exiting site General noise and equipment noise generated by the market 				
	Community engagement and capacity building <ul style="list-style-type: none"> Interaction with City projects, programs and other events in the local area Interaction with the local community Impact on diverse social groups (including but not limited to young people, older people, aboriginal people, people from CALD backgrounds, GLBT people and people with a disability) 				
	Stallholders and suppliers <ul style="list-style-type: none"> Ensure ethical, local and sustainable stallholders and suppliers Ensure market meets public health and safety requirements 				

IMPACT CONSIDERATION		ANTICIPATED IMPACTS DURING OPERATION	LEVEL OF IMPACT NEGLIGIBLE/ MINIMUM/ MODERATE	MITIGATION MEASURES DESCRIBE ACTIONS & MEASURES	LEVEL OF IMPACT AFTER MITIGATION IMPLEMENTED NEGLIGIBLE/ MINIMUM/ MODERATE
✓	ECONOMIC				
	Local businesses <ul style="list-style-type: none"> Impact on business activities surrounding the site Ensure complementary to existing retail offering in surrounding areas Impact on nearby markets 				
	Reputation and Image <ul style="list-style-type: none"> Impact of market reputation and image for the local area 				
	Cost to Council <ul style="list-style-type: none"> Additional costs to City of Sydney in increased maintenance (waste, transport, rangers and environmental health inspectors, ground surface) 				
	Wider and long term economic benefits <ul style="list-style-type: none"> Engagement of local businesses and main street retailers Other economic benefits arising from the market 				

