

**ITEM 9. MARKETS POLICY AND GUIDE – OUTCOME OF PUBLIC EXHIBITION****FILE NO: S048212-01****SUMMARY**

At its meeting on 23 February 2015, Council unanimously approved the public exhibition of the draft:

- Markets Policy, subject to minor amendments to the paragraph on Community Consultation;
- Guide to Setting up a Market on Council Land; and
- Schedule of Fees and Charges for Markets.

The proposed fees and charges for markets have since been included in the draft Schedule of User Fees and Charges, which is part of the 2015/16 draft Operational Plan that is currently on public exhibition.

The draft Markets Policy and Guide were publicly exhibited from 23 March to 19 April 2015 and three submissions were received.

The comments and feedback in the submissions were generally positive and commended Council on the Markets Policy and Guide. No amendments are proposed to the Markets Policy or Guide to Setting up a Market on Council Land.

**RECOMMENDATION**

It is resolved that Council:

- (A) adopt the City of Sydney Markets Policy as shown at Attachment A to the subject report;
- (B) adopt the Guide to Setting up a Market on Council Land as shown at Attachment B to the subject report, noting that authority has previously been delegated to the Chief Executive Officer to make amendments to the Guide as necessary from time to time; and
- (C) note the Community Consultation Summary on the public exhibition of the Policy and Guide as shown at Attachment C to the subject report.

**ATTACHMENTS****Attachment A:** City of Sydney Markets Policy**Attachment B:** Guide to Setting up a Market on Council Land**Attachment C:** Community Consultation Summary

**BACKGROUND**

1. The City of Sydney currently has various agreements with organisations that operate markets on Council-owned or controlled land.
2. In addition, the City receives regular requests from market operators, community groups and not-for-profit organisations about the establishment of new markets on Council and private lands.
3. A review of existing arrangements for the approval and operation of markets in the City of Sydney Local Government Area (LGA) identified opportunities for improvement, including a need for:
  - (a) a clear policy framework and procedures to guide the evaluation of requests for new markets;
  - (b) strategies to better manage the City's relationship with market operators and members of the community who may be affected by the market activities; and
  - (c) a fair, equitable and consistent fee structure for the operation of markets.
4. A draft Markets Policy and draft Guide to Setting up a Market on Council Land were developed to address existing procedural gaps, respond to the relevant key directions in Sustainable Sydney 2030, encapsulate legislative requirements and incorporate non-statutory community consultation into the market application process.
5. A proposed new Schedule of Fees and Charges for Markets was also developed to bring fees and charges for markets in line with the City's current event application fees, community notification fees, development application fees (where applicable), and consider existing fees set out in current market agreements.
6. On 23 February 2015, Council resolved to approve the draft Markets Policy, draft Guide to Setting up a Market on Council Land and draft Schedule of Fees and Charges for Markets for public exhibition.
7. Council also delegated authority to the Chief Executive Officer to approve and amend the Guide as necessary from time to time and approve any required transition plans for existing markets moving to the new arrangements.
8. The approved fees and charges for markets have since been included in the draft Schedule of User Fees and Charges, which is part of the 2015/16 draft Operational Plan that is currently on public exhibition.

**PUBLIC EXHIBITION SUMMARY**

9. The draft Markets Policy and Guide were placed on public exhibition for 28 days, supported by:
  - (a) notification to all current managers of markets within the City LGA;
  - (b) a dedicated consultation webpage;
  - (c) public notice advertising across local newspapers including the Australian Chinese News Weekly; and

- (d) making available printed copies of the exhibition documents in the City's One Stop Shop (CBD) and the Neighbourhood Service Centres.
- 10. More than 100 individuals visited the webpage during the public exhibition period.
- 11. Comments received during the public exhibition period are summarised in the report at Attachment C.
- 12. In general, the comments were positive and no significant issues were raised that require changes to the Markets Policy or Guide.

## KEY IMPLICATIONS

### Strategic Alignment - Sustainable Sydney 2030

- 13. *Sustainable Sydney 2030* is a vision for the sustainable development of the city to 2030 and beyond. It includes 10 strategic directions to guide the future of the city, as well as 10 targets against which to measure progress. The Policy and Guide are aligned with the following strategic directions and objectives:
  - (a) Direction 5 - A Lively and Engaging City Centre – the City Centre is home to ongoing and annual markets such as the annual Night Noodle Market, weekly Chinatown Market and other ongoing market operations on private land. It is important that the community can continue to enjoy markets, whilst the City and market operators ensure markets minimise social, economic and environmental impact on sites and surrounds.
  - (b) Direction 6 - Vibrant Local Communities and Economies – markets contribute to encouraging consumers to stay shopping in the local area by providing goods and services that complement local retail product and service offerings. Markets contribute to community character and liveability of an area by reinvigorating neighbourhoods. Markets also provide places for people to connect and build a sense of community.
  - (c) Direction 7 - A Cultural and Creative City – as a gathering place for the local community, markets can bring together demographically, economically and culturally diverse communities. Markets foster interaction and cohesion by connecting communities over food, children and cultural diversity. Markets also help build a shared sense of identity.
  - (d) Direction 9 - Sustainable Development, Renewal and Design – the City supports successful markets in places varying from Taylor Square public plaza, to Chinatown pedestrian mall and Kings Cross Car Park. Ensuring public spaces are designed for multi-purpose use enables the City to continually meet this objective.

## GARRY HARDING

Director Operations

Melissa Bajugi, Manager Venue Management