



Town Centre Public Space Permit Guidelines

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Contents

Introduction	3
Objectives	4
Who do the Guidelines apply to?	4
What is the application process?	4
Submission Process.....	4
Are there any fees payable?	5
Permit Duration	5
Conditions on Permit	5
Cancellation of Permit	5
Change of Ownership.....	5
Definitions.....	5

Introduction

The Shire of Exmouth supports the development of the town centre as the primary focus for retail and hospitality services for local residents and visitors to Exmouth.

To sustain our tourist town into the future, it requires a healthy and vibrant commercial town centre.

Ensuring sustainable retail growth around a core town centre area has been highlighted as a key design element of the Shire's Exmouth Town Centre Revitalisation Plan (Hassell, 2012).

“The core will be the centre of action, the central meeting place and the area people are naturally drawn to. It will be the magnet of activity in Exmouth's town centre. The core must be tight – that is, it must contain a mix of activities in a defined and accessible area that allows for activation throughout the day and into the evening. Activities must therefore be appropriate to the core and build on each other - – retail, entertainment, lifestyle, culture, dining and short stay functions are some activities appropriate to town cores. The built form within the core also must have an intensity and character that contains activity – in this way the core is defined, easily recognisable and the logical heart of Exmouth.”

Source: Hassell Report “Defining the Core”

The Public Space available for use will be clearly described through the use of “Delineation Markers” on the ground installed by the Shire.

The size of designated Public Space area may vary for each tenancy and will take into consideration pedestrian safety and access. A minimum of 1.8m clear area for pedestrian circulation is required for thoroughfares. The Shire of Exmouth reserves the right to vary the width to accommodate areas with heavy foot traffic.

With the exception of the shopfronts located at 3 Kennedy Street (refer to Figure 2) the Public Space area must commence from the front of the tenancy boundary extending out to a distance no greater than 1200mm and across the length of the tenancy frontage. Notwithstanding the above, where this is impracticable due to two or more different levels and thoroughfares in front of the tenancy, the Shire may allow an alternate Public Space area subject to suitable pedestrian safety and wheel chair access being provided.



The Town Centre Public Space Permit is a tool to encourage town centre traders to create greater vibrancy, improve opportunities to extract visitor spend and reinforce the atmosphere of a popular holiday town destination.

The permit allows town centre traders to utilise the public space in front of their tenancy for greater advertising, merchandising and/or seating opportunities.

For shopfronts located at 3 Kennedy Street (refer to Figure 2), the Public Space area may commence east, from outside of the edge of awning columns and posts of the tenancy boundary to a distance no greater than 1200mm and across the length of the tenancy frontage.

These Guidelines are set under the Shire of Exmouth's Activities on Thoroughfares and Trading in Thoroughfares and Public Places Local Law and the Advertising Signage, Town Centre Public Space Permit, and Outdoor Eating Permits Policy 6.8.

Objectives

The objective of these guidelines is to encourage traders with tenancies located within the town centre to better utilise their adjoining public space for commercial activity without impacting on public safety or access.

To achieve the above, the Shire will give due regard to:

- The Shire of Exmouth's Disability Access and Inclusion Plan July 2015.
- The Shire of Exmouth's Strategic Community Plan – Exmouth 2030.
- Creating vibrancy and enhancing amenity through improved retail experiences.

Who do the Guidelines apply to?

The guidelines apply to:

- Commercial operators with tenancies within the town centre area as defined in Figure 1.

What is the application process?

To apply for a Town Centre Public Space permit, you will need to complete and submit the appropriate application and have Public Liability Insurance for not less than \$20 million.

Prior to making the application you will need to ensure:

1. You are the owner or lessee of a commercial tenancy located within the town centre precinct.
2. Have a tenancy fronting the public place where the permit will be operating.
3. Have clear and unobstructed access and views of the area.

Submission Process

Please follow the following steps to submit your application:

1. Choose an appropriate site based on the parameters identified above.
2. Prepare site plans. Site plans can be hand drawn on graph paper but need to be to-scale, neat and legible.
3. Submit application with payment of the application fee. When you submit your application please ensure it is accompanied by a copy of the Certificate of Currency for the Public Liability Insurance.
4. The Shire will assess the application and contact the applicant if additional information is required. Please note an application can take up 3 weeks to process.
5. If a permit is issued it will state the dimensions of the approved space. Shire officers will install permanent guides on the ground that define the approved space.
6. It is the responsibility of the applicant to ensure the permit conditions are complied with.

Each application will be assessed on a case-by- case basis.

Are there any fees payable?

There is a fee applicable when lodging the application. If the application is approved there is a permit approval fee payable in advance. Please refer to the current Shire of Exmouth Fees & Charges schedule.

Permit Duration

Permits are valid for up to 3 years.

Conditions on Permit

The Shire may impose conditions on the permit where necessary. The conditions will be based on the requirements of the Activities on Thoroughfares and Trading in Thoroughfares and Public Places Local Law.

Cancellation of Permit

Cancellation of a Town Centre Public Space Permit by the permit holder will need to be via written notice. Once received the Shire will process the cancellation within 14 days.

The Shire reserves the right to cancel a Town Centre Public Space permit where conditions are not being adhered to, subject to notifying the applicant within 14 days.

Change of Ownership

Change of ownership can be notified in writing. Once received the Shire will process the change of ownership.

Definitions

Applicant

The business or representative of a business located within the town centre as defined in Figure 1, formally applying to use the public space immediately in front of and abutting the applicant's tenancy.

Town Centre

The area zoned "Town Centre" as per Shire's Local Planning Strategy and described in Figures 1 attached to these guidelines.

Town Centre Public Space Permit

A permit, approved by the Shire that allow the use of the nominated area in a public place for retail, advertising or customer seating.

Permit Holder

The business or representative of the business that holds a Town Centre Public Space permit.

Delineation Markers

Small flat disks fastened to the outer edge of the permit area, identifying the boundary of the area.

Public Place

A public place is defined by the Shire of Exmouth's Activities on Thoroughfares and Trading in Thoroughfares and Public Places Local Law as any thoroughfare or place which the public are allowed to use, whether or not the thoroughfare or place is on private property, but does not include –

- (a) Premises on private property from which trading is lawfully conducted under a written law;
- (b) Local government property

Figure 1 – Town Centre zone (delineated in light blue).

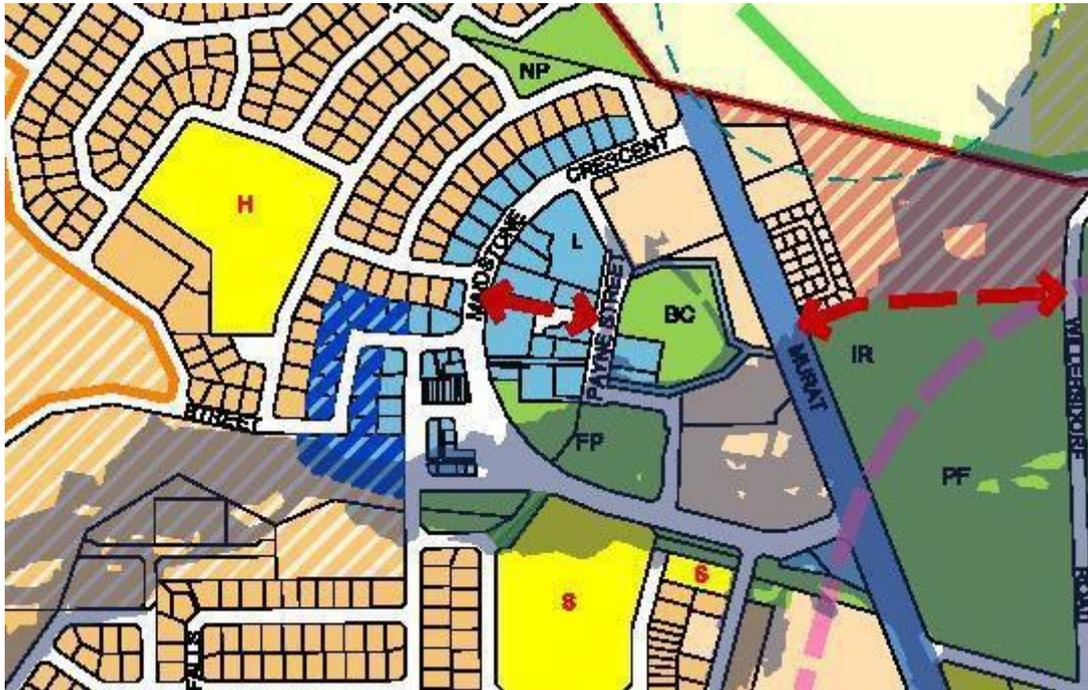


Figure 2 – 3 Kennedy Street

