

ADOPTED BY COUNCIL: 24 JUNE 2024

## PURPOSE

This Policy aims to:

- 1 Deliver a clear and transparent framework to guide the decision-making and approval process for activity in the Crown Street Mall (Mall); and
- 2 Encourage various forms of activity both day and night that create a vibrant and revitalised Mall and a strong sense of place for the community, business and other stakeholders.

## POLICY INTENT

This Policy provides a framework for activity within the Mall that aligns with Wollongong City Council's Community Strategic Plan, 'Our Wollongong Our Future'. It acknowledges that in a mixed use environment, activity needs to be managed to foster a sense of place while at the same time protecting the public domain.

This Policy facilitates activity in the Mall in its current form. Should any changes be implemented or endorsed by Council that impact on this Policy, a review of this Policy will be undertaken.

This Policy is supported by the associated Crown Street Mall Activity Policy Procedures:

- Crown Street Mall Activity Procedures – Supported Activity
- Crown Street Mall Activity Procedures – Banner Program.

## WOLLONGONG 2032 OBJECTIVES

The Policy contributes to the delivery of Our Wollongong 2032 Goal 2 'We have an innovative and sustainable economy'.

It specifically contributes to the delivery of Objective 2.8 'Continue to build Wollongong as a vibrant modern City with a revitalised City Centre and an active evening economy'.

## POLICY

This Policy recognises that activity provides opportunities for large and small communities to connect and safely share enjoyable experiences.

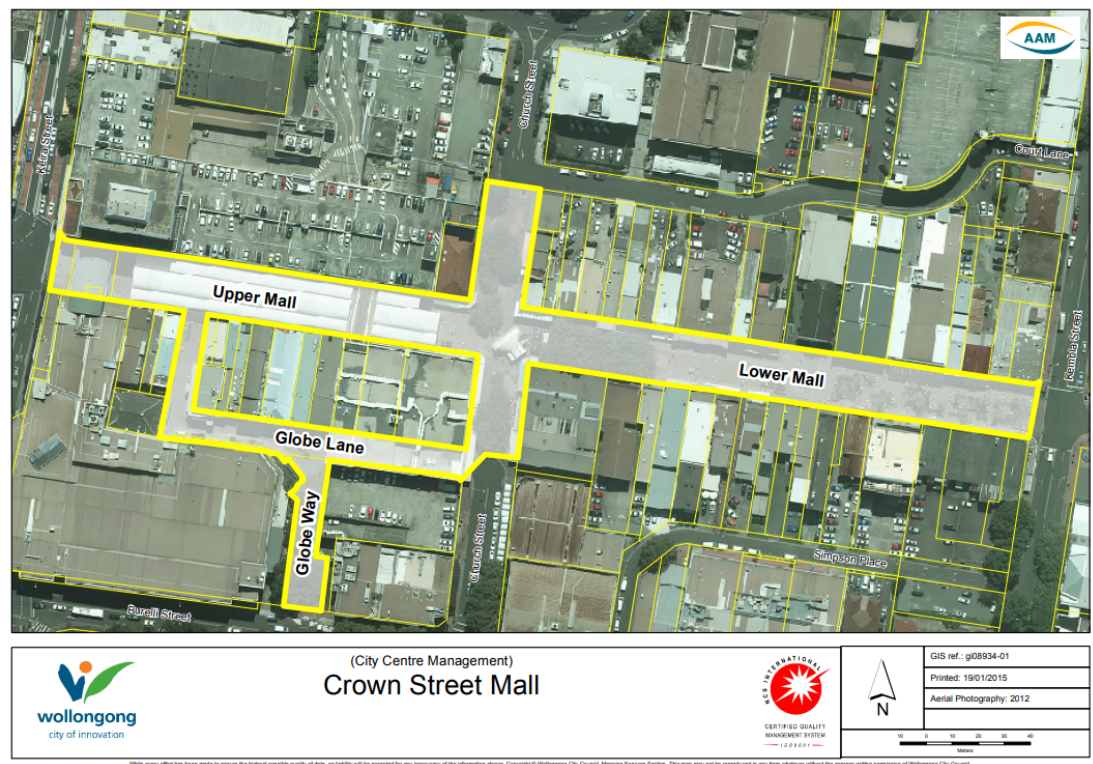
It also recognises that Council is responsible for the management of activities within the Crown Street Mall and therefore provides the following guidelines:

- Strategic direction for activities in the Mall
- Planning for activities through Council processes
- Promoting the health and safety of all who participate in an activity
- Monitoring compliance with approval and regulatory requirements.

## Crown Street Mall

For the purposes of this Policy, Crown Street Mall is a Council road situated on Crown Street between Keira and Kembla Streets, Church Street between Globe Lane and Court Lane and Globe Lane and Globe Way (see Figure 1 below).

Figure 1



## GUIDING PRINCIPLES

Council welcomes and encourages supported activity that delivers on the below guidelines:

### Appropriate Location

Council seeks to encourage Mall activity in appropriate locations to promote economic growth, cultural benefits and social integration, while understanding the needs of local businesses and users of the public domain. The location should be selected based on where the activity can enhance the vibrancy and positive experience.

Activities should be integrated into the Mall in a way that does not disrupt the community's engagement with the public domain (ie compromise existing users, pedestrian access, street furniture and building entrances).

While the whole of the Mall provides activation opportunities, the T-intersection at Church/Crown Streets and the area opposite the Wesley Church have been identified as major activation hubs with a capacity to support a number of different forms of activity occurring in tandem. There are four (4) specific busking activity locations: two (2) locations in the Upper Crown Street Mall, one (1) location in the Lower Mall and one (1) in Globe Lane.

### Safety and Accessibility

Mall activities should be delivered without compromising the safety of people or places. With safety in mind, well designed and maintained equipment, stalls and infrastructure are essential.

Accessible paths of travel located within the Mall against the perimeter of the public domain and private property lines are always to be kept clear. This aligns to Council's commitment for accessibility and inclusiveness for all people including those with a disability.

### **Authentic, Diverse and Engaging**

Council encourages new and interesting ideas that add to the life of the CBD, give another reason for people to visit, enhance the vitality of the Mall and create a sense of interest and curiosity. The range of Mall activities should reflect a uniqueness, depth and breadth of creative opportunities and may be seasonally orientated. Activities must not contain any content which is defamatory or likely to offend a reasonable person.

Activities within the Mall should be authentic with a strong 'local' focus. 'Local' refers to creatives and products designed by residents within the Wollongong LGA, surrounding LGAs or the Illawarra Region (can be manufactured elsewhere).

The originality of Crown Street Mall activity concepts should be demonstrated with a strong point of difference that complements the current retail offer.

Mall activities should be engaging and diverse in nature encouraging community participation.

### **Attractive and High Quality**

The design and appearance of structures should be innovative and vibrant, as well as being structurally sound to be able to withstand exposure to various climatic conditions. The overall design of any infrastructure should contribute to the Mall's physical characteristics and enrich the street culture.

The activity must be considered suitable and acceptable for presentation in the public domain.

### **Management and Operations**

Council encourages Mall activities that demonstrate sound management practices such as timeliness, reliability and professionalism. Any proposed activity should consider basic logistical matters such as safety, traffic, noise, waste and access before, during and after each activity. Evidence of how this is addressed will be required and will be used to address suitability.

Demonstration of compliance with Mall alcohol and smoke-free zone will also need to be clearly defined.

## **SUPPORTED ACTIVITY – SHORT TERM**

For the purposes of this Policy short term activity within the Mall is activity that extends any time from a part day to up to three (3) months. These activities are temporary in nature, may occur daily and are disassembled from the public place at the close of trade. These include:

### **Events and Festivals**

This is a private, community or commercial activity which is planned for a special purpose and involves a considerable number of persons attending. This includes festivals, parades, large-scale street parties, public concerts, sporting events or other activities.

### **Street Entertainment which includes Busking**

This is defined as a performance involving the playing of a music instrument, singing, conjuring, juggling, puppetry, mime, acrobatics, living sculptures, digital displays or dance act, where a donation may or may not be sought from the public.

'Busking' is where a donation is sought for Street Entertainment activities. There is no amplification allowed for this type of Street Entertainment due to the acoustic environment within the Mall.

### **Fundraising**

This is an activity that requests cash donations, direct debit arrangements or pledges from individuals, groups, or businesses for community and/or charity events. It does not include requests for cash donations, direct debit arrangements or pledges for an individual's personal use.

Fundraising activities include the selling of promotional items, toys, second hand or new goods, food, clothing, etc with the stated or declared intention of supporting a charity. Roaming fundraising activities or those operating on a commission basis are not permitted in the Mall.

### **Community Stalls**

This is a pop-up presence created to offer community groups the opportunity to reach out to the local community and share information relevant to the local community. Community stalls are limited to Fridays.

Community Groups include, but are not limited to, local interest and sporting group, service clubs, local volunteer groups, junior community groups, senior citizen's groups, multicultural groups, environmental and sustainable groups, political groups providing information to the community and special projects.

Political community stalls cannot be allocated two (2) days in the lead up to and on the day, of any election or referendum vote. This mimics the Australian Communications and Media Authority's requirements for broadcasting and online media coverage.

Community stalls are limited to two (2) per week and will be offered on a week-to-week rotational basis to ensure equity of access for community participation.

### **Promotions and Handbill Distribution**

This includes a placard, notice, book, pamphlet, paper, or advertisement other than an advertisement affixed to any building abutting the road. It does not include a newspaper, magazine or book sold by a newspaper vendor or other person authorised by Wollongong City Council, nor any Handbill containing material of an exclusively political nature distributed by hand to any person. It also does not include Handbills for products/services being provided by businesses outside of the Mall if these are already being offered by existing businesses in the Mall.

Promotion is any activity that includes any concept that promotes a service or a sample product and giveaways of sample product and/or sample merchandise. It does not include the sale of a product, service or any associated merchandise.

### **Occasional Retail Trading**

This is the selling of unique products and services from temporary infrastructure placed within the public domain which is removed from the public space at the close of trade each day. For the purposes of this Policy Occasional Retail Trading is classified as a short term activity that extends any time from a part-day to up to three (3) months. Occasional Retail Trading includes Occasional Retail stalls and occasional mobile food vans. Content cannot be offensive to the community in any way.

### **Banner Program**

This is the Crown Street Mall Banner Program.

'Local' refers to creatives and products designed by residents within the Wollongong LGA, surrounding LGAs or the Illawarra Region (can be manufactured elsewhere).

## **APPROVALS PROCESS**

All activity applications are evaluated against the content of this Policy. Approved activity will receive a Wollongong City Council Activity Permit which will identify the terms and conditions required to undertake any of the supported activities identified in this Policy.

Applications can be made either online or directly with the City Centre Team via email to [citycentre@wollongong.nsw.gov.au](mailto:citycentre@wollongong.nsw.gov.au), or phone (02) 4227 7111.

Processing time for applications is dependent on the type of activity, level of complexity and site capacity.

Wollongong City Council may withdraw an application at any stage if the applicant is unable to meet the requirements of this Policy.

## FEES AND CHARGES

A range of fees and charges may apply to your event within the Mall. Find out more about fees and charges by visiting [City Centre Management - Crown Street Mall Fees and Charges](#).

## SUPPORTED ACTIVITY – LONG TERM

This applies to activity that is of more than three (3) month's duration.

Long term activity by a third party including markets is evaluated and processed in line with Council's Procurement Framework Management Policy.

## NON-SUPPORTED ACTIVITY

In order to ensure that the Mall fosters an environment that supports and encourages a dynamic activity centre that is shaped by this Policy, Council does not support the below activities for the Mall.

### Vehicular Access in the Mall

The Mall is a vehicle-free zone. However there may be times when authorised vehicles require access to the Mall including:

- Emergency Service vehicles involved in active duty
- Public Utility Service vehicles involved in active maintenance; and
- Vehicles displaying a Council 'Vehicle Entry Permit'. These are permits are specific to the Mall and can be requested through Council's City Centre Team. They will only be granted for the purposes of dropping off material/goods for an approved activity or as part of an approved activity.

The owner or driver of any vehicle entering or parking contrary to any vehicle regulation sign or permit conditions in the Mall, or any person who fails to comply with such signs, may be issued with a Penalty Infringement Notice.

### Public Collections

Public collections such as requests for cash donations, direct debit arrangements or pledges for an individual's personal use fall outside of the fundraising activity supported in this Policy and as such are prohibited.

### Bill Posting

Council may issue a permit for the display of advertising posters within the Crown Street Mall. Council may prosecute any person who affixes or causes to be affixed any advertisement within the Crown Street Mall without the issue of a permit by Council.

The permit holder will be required to carry out remediation work (removal of posters) in connection with the carrying out of the activities. Failure to do so may result in legal action being taken.

### Skating

The use of roller blades, roller skates or skateboards within the Crown Street Mall is prohibited, unless as part of an approved activity. Council may confiscate any item of this nature it deems prohibited.<sup>1</sup>

### Spruiking

Spruiking by a person or persons is not an approved activity within the Crown Street Mall.

### Use of Public Address Systems

The use of a public address system or any type of amplification must not be used within the Crown Street Mall without the prior issue of a permit by Council.

---

<sup>1</sup> See section 681A, Local Government Act 1993



**Display and/or Sale of Food**

Food must not be displayed or sold unless permission has been granted by Council. Any food permitted to be displayed or sold must comply with all relevant statutory requirements and applicable Council Policy<sup>2</sup>.

**Horses**

Horses are not allowed to enter the Crown Street Mall without the prior issue of a permit by Council. Where a permit is issued, those persons responsible for the horse or horses will need to comply with the Crown Street Mall Traffic Management Plan.

**Dogs – *Companion Animals Act 1998***

Any dog in or on the Crown Street Mall is required to be under the effective control of some competent person by means of an adequate chain, cord or leash.

Failure to comply with this requirement is an offence under the *Companion Animals Act 1998* and may render the owner of the dog liable to a penalty.

The owner of a dog which defecates in or on the Crown Street Mall is guilty of an offence under the *Companion Animals Act 1998*. A penalty applies unless the faeces are removed and properly disposed of by the owner of the dog or by the person in control of the dog.

**Alcohol-Free Zones**

The consumption of alcohol within the Crown Street Mall is prohibited without approval by Council and an approved Liquor Licence from the office of Liquor Gaming and Racing that clearly delineates the approved Licenced Area.

During the Liquor Licence application phase, a Plan of Management detailing control over the site is to be submitted to Council as part of the process. This is to ensure the goals of the Alcohol-Free Zone are maintained and the amenity of the area is preserved.

**Smoke-Free Zone**

From 1 November 2013, the Crown Street Mall has been designated as a smoke-free area. This covers Crown Street between Keira and Kembla Streets, Globe Lane and Church Street between Globe Lane and Court Lane.

**LEGISLATIVE REQUIREMENTS**

This Policy is to be implemented in conjunction with other relevant Council policies and strategies and any relevant Acts or Regulations.

**REVIEW**

This Policy will be reviewed a minimum of once every term of Council, or more frequently as required.

**ROLES AND RESPONSIBILITIES**

The City Centre Management Team is responsible for the administration and review of this Policy.

---

<sup>2</sup> For example, Food Act 2003 and the Food Regulation 2015

**APPROVAL AND REVIEW**

Responsible Division	Community, Culture and Engagement
Date adopted by Council	24 June 2024
Date/s of previous adoptions	27 June 2016
Date of next review	24 June 2027