

## Design guidance for Street Trading in Hull City Centre

### Purpose of this guidance

This is to complement the Street Trading Policy criteria used to determine an application, in particular the “**Appearance of the Stall, Trailer or Vehicle**”.

This guidance is needed to ensure that the Street Trading Policy is aligned with the aims and design standard requirements set out in the authority’s Local Plan and City Centre Public Spaces Strategy, which reflect the ambitions of the city set out in the City Plan, in particular, “*to become a world-class visitor destination*”. The recent large scale public realm investment in the City Centre together with the City of Culture 2017’s busy programme of events have transformed the vitality of the city centre and provided the momentum to achieve the city’s ambition.

Street traders are welcome as they contribute to this vitality. While the traders benefit from this high quality urban setting and the associated increase in visitors, their trade should contribute to this quality and not detract from it.

### Street Trading Zones

For the purpose of Street Trading, the City is split into two zones, an ‘Inner Zone’ which comprises Hull City Centre and an ‘Outer Zone’ which includes all other areas within the City Boundary. A map of the Outer Zone can be found in Appendix A.

### The Inner Zone

The following streets have been identified as preferable for permanent street trading:

1. **King Edward Street (South);**
2. **King Edward Street (North); and**
3. **Jameson Street (East).**

A map can be found in Appendix C.

### Who does this apply to?

This guidance applies to stand-alone street traders (i.e. not integral part of an event or market) who apply for a license to trade with a **vehicle, trailer/cart/barrow or portable stall** (all referred to as a ‘**unit**’ in the guidance) from a specific site within the City Centre.

## How is this guidance applied?

The guidance is to be considered by the Licensing Committee when making decisions on applications for street trading from a specific site within the Inner Zone. The guidance is not a strict requirement but is to help the decision makers assess the impact of the application on the character of the street scene and area. Applicants are advised to follow the guidance in order to achieve a successful application outcome.

## Design criteria

### 1. Main principle:

The stall, trailer, or vehicle to be used under a street trading licence or consent will be of a **high quality design and build, clean and in excellent condition, and will complement the character of the street scene.**

### 2. Style and colour:

The **style can be modern or traditional** as long as the unit is of high quality design, clean and in excellent condition. A stylish/high quality design can get away with any colour but as a general rule, in order to minimise detracting from the wider street scene, **fluorescent and saturated colours should be avoided.**

A **sense of fun** is encouraged, in particular, through imaginative design. **Vintage vehicles and trailers that are refurbished to a high standard are strongly supported** as they combine both **fun and character** and will add character to the street scene.

Mobile trading vans must have a **side and/or rear hatch** to serve customers.

### 3. Massing (shape and size) and impact on important views

As a guide, it is preferable that the unit **does not exceed 4.5m in length, 2.5m in height and 12m<sup>2</sup> total area.**

A **self-contained unit is preferable to a spread of display** e.g. display boxes, unless they are limited in number, arranged neatly and within the dimensions indicated above.

All display should be at a **reasonable height** (as a guide, a minimum of 0.5m) and should **not be laid on the floor.** This is to avoid trip hazards.

The location and position of the unit **should not block important views in the city centre** e.g. view towards Queen Victoria Square and King Edward Square from surrounding streets **or obstruct movement along the street.** Fig.1 below shows the views to be protected. The impact on the views will depend on the shape and size of the unit e.g. a stall without any wall will enable a see-through view and the length of a van positioned along the view as opposed to a perpendicular position will avoid blocking the view.

#### 4. Access

The unit design should ensure the unit is **fully accessible** for all customers to buy the goods / use the service offered and does not obstruct movement along the street. Units should **remain within allocated location**; this is to comply with the Street Charter.

#### 5. Signage and floor

The unit must be clearly identifiable as a trader and the **signage will be limited to the name of the stall, the type of product sold and a simple price list.**

Sign writing and scrollwork must be finished to a standard acceptable to the City Council.

Advertisements on stalls will be subject to advertisement consent where necessary.

The **use of advertising 'A' boards is not allowed** in accordance with the Street Charter.

Examples of acceptable designs:

- Modern, simple, functional stalls with umbrellas, canopies or awnings.
- New/recent or refurbished vintage handcarts, barrows or tricycles.
- Small trading van or trailer with side hatch to serve customers.



Handcart in a pedestrianised area



Refurbished vintage mini van

## Examples of unacceptable designs:

- Large or/and over-dominant unit.
- Badly maintained stall or vehicle e.g. dirty vehicle or with flicking paint, dirty or discoloured awning/canopy.
- Poorly looking unit e.g. with untidy cardboard signs, overly large lettering for prices.



Too large



Poor signage and overall low quality appearance

## 6. Electricity connection

When electricity connection is required, silent running generators are encouraged but stand-alone generators, placed on the street, are not allowed. This is to protect the amenity of local residents and businesses, and, overall, to maintain the character and attractiveness of the street.

## 7. Process

**Photographs and drawings** must be submitted as part of the application (or any variation to replace a unit). Drawings **must include dimensions and exact location and orientation** of the unit within the street.

Applicants are encouraged to seek advice from the Council as to their choice of unit prior to purchase or submission of an application. No expenditure on units or equipment should be made until the Council has granted consent and the unit design has been approved.

Application forms and full Policy on Street Trading are available on Hull City Council website at:

Ctrl+Click [hull.gov.uk/business/licences-and-permits/street-trading](http://hull.gov.uk/business/licences-and-permits/street-trading)