

# **NAPIER MARINE PARADE FORESHORE RESERVE BUSINESS CONCESSIONS POLICY**

## **VISION**

To stimulate and enhance community enjoyment of Napier's Marine Parade, by providing opportunities for mobile concessionaires to operate on this Foreshore Reserve.

## **AIM**

To facilitate the selection and management of any Marine Parade concessionaires, for the benefit of all users of the Napier Foreshore Reserve environment, (including coastal pathway users).

## **OBJECTIVES**

- To facilitate the provision of concessionaires on the Marine Parade Foreshore Reserve that shall be compatible with, and appropriate to, the nature and style of enhancing the recreational experience of the public
- To ensure public safety and quality of experience is paramount
- To ensure that all concessionaires conform to the license and permit conditions as prescribed by the Council
- To facilitate a balance in the level of commercial activity permitted on the Marine Parade in respect to the communities' wishes and the economic impact on other city retailers
- To recognise and consider any future development implications on the Marine Parade, in the facilitation of commercial activities on the foreshore.

## **IMPLEMENTATION**

The scope of the policy covers all commercial activity on the area of the Marine Parade Foreshore Reserve, from the Mardi Gras site to the north, to the Ellison Street car park to the south. The area of this Foreshore Reserve includes all land between State Highway 2 and the sea, including the coastal pathway.

Priority will be given to:

- Concessionaires that enhance appropriate activities on the Marine Parade and positively impact on the aesthetic presentation of the Reserve and coastal pathway.
- Concessionaires that demonstrate sustainability and professional business management skills.
- Activities that have minimal impact on the Marine Parade and adjoining coastal pathway environment, and do not restrict any public access or enjoyment.
- Business activities that complement the professional and unique landscape character of the Marine Parade Foreshore Reserve.
- Concessions which comply with accepted standards of presentation and appearance as outlined in the 2000 'Marine Parade Strategic Development Plan' and the 2001 'Marine Parade Design Guide'.
- Activities that enhance the public enjoyment of the Foreshore environment.

## **CRITERIA**

Evaluation and approval of all concessionaires will take into consideration the following criteria:

1. Provision of information.

*Applications will provide the following information:*

- a. A description of the proposed activity.
- b. A description of the potential effects of the proposed activity and any actions which the applicant proposes to take to avoid, remedy or mitigate any adverse effects, (including any potential impact on the land associated with entry and egress).

- c. Details of the proposed duration of the concession and the operating hours of the concession, including the minimum hours of operation. Concessions of a long term, stable nature will be encouraged.
  - d. Relevant information relating to the applicant, including any information relevant to the applicant's ability to carry out the proposed activity.
  - e. The type and size of the structure or facility, fixtures and fittings proposed and adequate visual representation of such facility (to include colour, materials, signage, accurate scale). Converted caravans will be discouraged. (*Refer to 2001 Marine Parade Design Guide*).
  - f. How the facility will be suitable for daily removal. No permanent structures will be allowed. Design standards for concessions will be strictly enforced.
2. Meeting the requirements pursuant to the Reserves Act 1977, the current Management Plans for Recreation Reserves, Council Bylaws and any other relevant legislation consistent with the Napier City Council planning policies and requirements. (*This information is available from the Council's Reserves Asset Manager*).

## **REQUIREMENTS**

- Avoiding duplication of products and services on offer, wherever practicable.
- Demonstrate a high standard of excellence and quality of service.
- Public safety.
- Potential to add to the recreation experience of the Marine Parade Foreshore Reserve users, including the adjoining coastal pathway.
- There is a limit of four (4) food and drink concessionaire sites and four (4) recreation activity sites. There will be no controls placed on the types of food sold.
- Concessions will be limited to one per person.
- Portable generators will be allowed, at the discretion of the Reserves Asset Manager.
- That each concession will have a standard area of 10 square metres, with a maximum allowable area of up to 20 square metres.
- A limited number of tables and chairs will be allowed (within the total concession area).
- No vehicles associated with a concession will be permitted to park on Reserve land.
- No advertising will be permitted away from the concession site.
- No powered, free ranging vehicles will be allowed, (apart from children's cars within a restricted site).
- No animal ride concessions will be permitted on the Marine Parade Reserve. Animal ride concessions (if applied for), will be allowed on the Foreshore Reserve south of the Ellison Street car park.
- The standard term for a Licence to Occupy as Marine Parade concessionaires is one year.
- The term of the Licence to Occupy may be extended and/or renewed and/or revoked according to the satisfactory performance by the concessionaire and at the discretion of the Reserves Asset Manager.
- All site rentals will be based on commercial rates assessed by the Council's registered valuer and will be assessed on the standard site area occupied. Any additional area occupied will be calculated on a pro-rata basis.