

Street Trading Design Brief for Units

Unit proportions

The external height of the unit must not exceed 2.6 metres

External size of the units must not exceed 2.3 metres x 4.9 metres

These dimensions do not include the tow bar.

It is recognised that units may not be a uniform shape and uniqueness is supported but will generally only be considered if the unit is within the proportions outlined above and compliant with the other conditions outlined in this design brief.

This design brief gives a maximum size (to accommodate standard food trailers), however applicants are advised to consider the size of trading unit that will be appropriate in the location that they are suggesting.

Special consideration will be given in relation to food units/trailers. Where a food trader can establish that (a) the design brief size requirements would be inadequate for the technical operation of their business which would otherwise be granted a consent and (b) that the location in question can support a larger unit, then the council will be willing to consider some modifications of the design size requirements.

Unit design

Units must be of a high quality, bespoke design that complements and enhances its surrounding environment. The proposed unit design must be agreed by Birmingham City Council.

(It is suggested traders do not purchase a unit until the proposed design has been agreed by Birmingham City Council).

The unit must not have protruding signage from the top, side or any element of the unit.

Colour

The colour of the unit must be approved by Birmingham City Council. Consideration will be given to the proposed location of the unit and how the colour will help the unit enhance its surroundings.

Signage

Signage must be painted (or attached via vinyl sticker) onto the trailer / stall. No other signage can be utilised by traders (such as hanging, floor sited A boards, etc)

Signage must be in no more than two colours.

Graphics or logos must be no more than three colours of which one is the same as the signage colour and not cover more than 1/3rd of an elevation. Graphics must directly relate to the business.

Where graphics associated with branding/logos are considered too dominant then these will not be considered acceptable.

Temporary signage or product pictures are not permitted on any elevation and must be contained on the product/menu board or within the trading unit.

Product/menu boards must be sited internally or on shutters.

All signage designs must be approved by the Birmingham City Council as part of the street trading consent application process.

Siting of stock & trading area

Goods cannot be displayed outside the areas of the unit e.g. via build-outs, externally hung on the unit, sited on the public realm around the unit, or by any other means. All produce / stock must be located and displayed within the unit.

Goods cannot be displayed directly on the ground and must be presented from a product specific display unit (e.g. tiered shelving for flowers)

The unit should aim to have at least 3 opening or glazed elevations.

Subject to above, signage can be used to help enhance blank elevations.

Canopies

No goods can be hung or displayed on or from the canopy.

Canopies should only be located on the serving or opening size of the unit, for shading purposes only.

Canopies should not project any more than 1m from the unit.

The colour of canopies must complement or be the same, as the unit colour. The design and appearance of the canopy will be approved by BCC as part of the wider unit design.

Waste

Commercial waste must be stored within the stall / trailer.

Food stalls should aim to have a public waste bin sited next to the unit. This should be black and managed by the trader with waste removal forming part of the trader's commercial waste contract. The need for such a waste receptacle will be considered on a case by case

basis acknowledging that there may be instances where the provision of a waste receptacle will be required.

Lighting

The unit must not have external lighting.

City Centre additional design requirements

Trading units within the city centre (within the inner ring road) will be expected to align with the vision for the city centre as a high-quality retail destination. Units should be high in both quality and design. Any trading unit in the city centre will only be permitted if it reflects these requirements. The following examples are provided to illustrate the types of unit that may be permissible:



