

Street Trading Design Brief for Units

Unit proportions

The external height of the trailer must not exceed 2.5 metres

External size of the units must not exceed 2.2 metres x 4.8 metres

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).

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 one colour

Signage must be ARIAL font no larger than 30 cm in height.

Graphics or logos must be no more than 2 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 and/or products being sold and not contain 3rd party advertising.

No more than one sign (encompassing text and graphic or logo) should be sited on a single elevation.

Food stalls menu boards must be sited internally or on shutters.

All signage designs must be approved by the Local Planning Authority 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 must 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 must have a public waste bin sited next to the stall. This must be black and managed by the trader.

Lighting

The unit must have no external lighting.