



Burwood^{Inc.1874}
Burwood . Burwood Heights . Croydon . Croydon Park . Enfield . Strathfield

Late Attachments Excluded from Agenda
Burwood Council Meeting
Tuesday, 25 June, 2024
6:00 PM

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Reports to Council

32/24 Draft License to Play Policy

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Licence To Play

Draft Interim place
activation policy





Acknowledgement of Country

We acknowledge the Wangal Clan of the Eora Nation, the traditional custodians of the lands on which the Burwood Local Government Area is located. We pay our respects to their elders past, present and emerging. We acknowledge and respect their cultural heritage, beliefs, and ongoing relationship with the land.



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SECTION 01

Introduction



Introduction

The Licence to Play policy (L2P) represents an innovative and enabling approach to placemaking in the Burwood LGA. It is a comprehensive, interagency permitting policy that streamlines the delivery of trial and demonstration projects and public activations across the Burwood Local Government Area (LGA). It signals a new era for city-making, fostering opportunities for dynamic partnerships between local government, businesses, property owners, and the community.

Policy Context

The placemaking movement is at a pivotal juncture, with grassroots activities now effectively integrated into government planning strategies. This integration has led to more responsive planning approaches, marked policy shifts, and improved governance models. The Licence to Play policy embodies this shift.

L2P supports the Burwood Placemaking Framework, which sets out Council and the community's vision, priorities and aspirations for the creation of vibrant spaces and places in Burwood.

Purpose

The purpose of L2P is to provide guidance on permissibility, requirements and management responsibilities for Council and third party (applicant) proposals to deliver vibrant public spaces on Council owned and private land.



Key Objectives

The L2P policy seeks to empower others (particularly local businesses and residents) to act to facilitate investment in the public realm. Its objectives include:

1. Lower Barriers to Participation:

- Simplify the regulatory framework to encourage greater involvement from local businesses and residents.
- Provide clear guidelines and support to navigate the permitting process.

2. Streamline Permitting and Agency Review Processes:

- Create a more efficient and coordinated review process across multiple agencies.
- Reduce the time and complexity associated with obtaining necessary permits.

3. Create Self-Financing Opportunities:

- Develop mechanisms to support the long-term stewardship of public spaces.
- Encourage innovative funding models to sustain ongoing projects.

4. DefineParameters for Operations and Permit Terms:

- Establish clear operational guidelines and permit conditions.
- Ensure transparency and consistency in permit issuance and management.

5. Facilitate Greater Equity in Project Distribution:

- Promote equitable geographic distribution of projects across all neighbourhoods.
- Ensure that all communities benefit from public space activation.

6. Enabling Frequent, Diverse, and Free Public Activation:

- Supporting a wide range of activation events that are accessible to the public.
- Encouraging diverse programming to cater to various community interests and needs.

Scope

This policy offers enables the delivery of vibrant public activity on private and Council-owned land. It applies to the following:

Parks and Open Spaces

Land in which Council owns and is listed as the registered proprietor.

Road Reserve

The verge, kerb, carriageway and footpath areas adjacent to roads which Council has care, control and management of.

Streets and Laneways

The carriageway of streets and laneways designated as 'unclassified local roads', which are under the designation of Burwood Council.

Private land

Land which is not owned by Burwood Council but can play a role in creating a more vibrant and dynamic town centre.

Additional details on the geographic application of each provision is provided in Section 2 of this document

Proposal

The Licence to Play policy necessitates a shift towards a more flexible, adaptive, and responsive regulatory framework that supports the rapid implementation of public space activations for a trial period of 12 months.



BURWOOD

Permissibility and Assessment

The suitability of utilising public space to facilitate L2P proposals is site specific and dependent on the individual streetscape and context relevant to each proposal.

Permissions Based Approach

By adopting the permissions-based approach to the provisions set out in this policy, businesses in Burwood can save time, reduce costs, and operate more efficiently. This allows them to focus on innovation, expansion, and improving their products and services.

Moreover, a streamlined regulatory framework can attract investors and businesses from outside the area, boosting job opportunities, tax revenues, and overall economic development.

Benefits

By promoting a business friendly climate through the removal of unnecessary bureaucracy, Burwood can unleash the potential of local businesses, stimulate economic activity, and create an environment conducive to long-term prosperity. Its benefits are also social. They include:

Economic Impact:

- Streamline processes and removing red tape will positively impact the local economy and businesses.
- Enhance ease of doing business in Burwood, attracting investment, and stimulating economic growth.
- Encourage entrepreneurship and facilitating the establishment of new businesses, fostering a vibrant and competitive business environment.

Community Engagement and Empowerment:

- Engage and empower local businesses and residents to take an active role in placemaking.
- Leverage local knowledge, ideas, and potential to create vibrant public spaces.
- Encourage innovation and creativity through a permissive regulatory framework.

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SECTION 02

Licence to Play Provisions



PROVISIONS

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1 Busking

BURWOOD UNPLUGGED

Allow busking along the main streets and urban centres of the Burwood LGA, and in the following public spaces: Railway Square (1), Deane Street (2), Emerald Square (3), Unity Place (4) and Burwood Park (5). Suitable locations are open, have enough room for buskers and are not used for a specific purpose (such as a bus stop). Examples of appropriate busking areas include a plaza, wide footpaths, and outdoor dining areas that are not in-use. There is no fee to busk, but buskers must register through the **Licence**

To Play Online Portal and once approved carry their permit with them when they busk. Parent/guardian/carer consent is required for buskers under 18 years of age. Regulations concerning noise levels, crowd control, and maintaining pedestrian flow must be adhered to.

FREE **FULL FEE WAIVER**

[See Policy Outline →](#)



BURWOOD

2 Street Art Provisions

BURWOOD URBAN STREET ART WALLS

A laneway will be designated as an urban street art location. Bookings are free and vary in length and can be made on the **Licence to Play Online Portal**. Parent/guardian/carer consent and accompaniment is required for those under 18 years of age.

FEE FREE

See Policy Outline →

WALL TO WALL FESTIVAL

A pilot festival of street art where Council works with local businesses and property owners to install murals on selected walls. Artists can apply through the **Licence to Play Online Portal**. The program is competitive/has a theme proposed by Council.

FEE FREE

See Policy Outline →



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3 Outdoor Dining Provisions

EXTENDED EATS

Allow outdoor dining along adjacent building frontages. No fee is required for the extension, provided permission is granted by the neighbouring property owner and notification is issued to the business owner. Food and beverage businesses register through the **Licence to Play Online Portal**, and proprietor also provides some public seating and planter boxes/vegetation. This provision applies to all active retail frontages in the Burwood LGA.

FEE FREE

FULL FEE WAIVER

See Policy Outlines →

TEMPORARY TERRACE PARKLET PROGRAM

Allow outdoor dining in 1-2 on-street parking spaces in front of eligible food and beverage establishments on a temporary basis free. Businesses must submit an expression of interest and obtain a permit through the **Licence to Play Online Portal** and comply with Council guidelines and requirements, including traffic regulations and specific requirements based on the location.

FEE FREE

See Policy Outlines →



PROVISIONS

4 Streets Alive: Events in public space provision

Allow events and associated temporary arts, cultural, food and beverage, and commercial activities in public spaces such as on streets, in car parks, along footpaths and other public spaces as determined by Council.

Community members, businesses, and other interested parties must register and apply through the **Licence To Play Online Portal** through a streamlined process.

Application requirements and processes differ depending on whether the event is commercial in nature or not, however all applications are made through the same portal.

Pedestrian access, emergency routes, and waste management must be considered to minimise disruption to the surrounding area.

Event categories include:

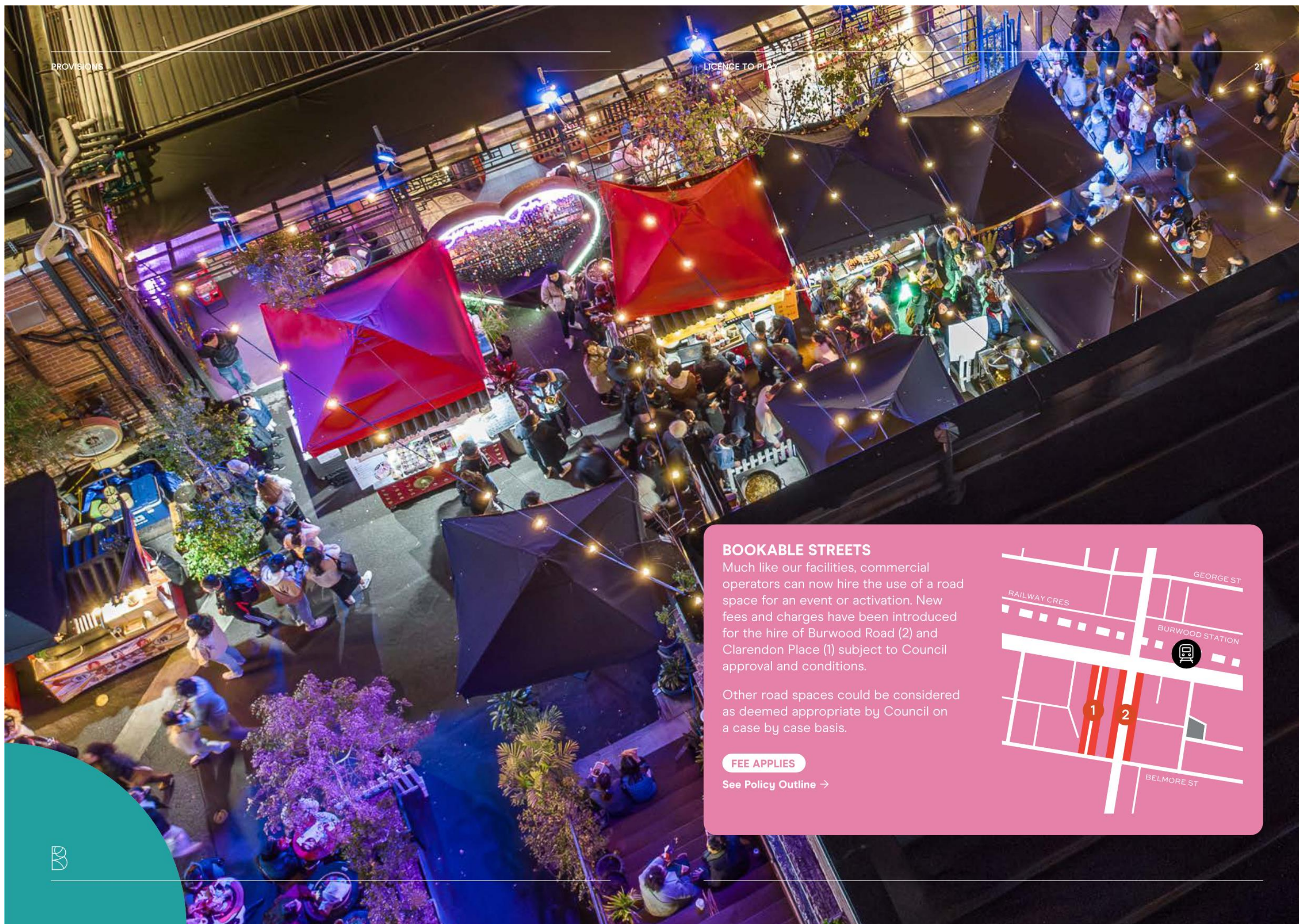
- Pop Up Food Trucks, carts and Market Stalls
- Music, Art, Cultural Festivals and Celebrations
- Seasonal Festivities
- Neighbourhood Street Parties
- Health and Wellness events, such as Yoga in the Park

Organisers can apply for individual events (such as a market stall one day along a footpath or a larger music and arts festival which also has market stalls and food trucks, which would require a street closure) or for a (temporary) recurring event such as a farmers' market in a public laneway.

For the initial 12-month trial period, fees would be waived for all non-commercial events, a fee would be charged for commercial events and the costs could be passed on by the organiser to individual operators.

[See Policy Outline →](#)





BOOKABLE STREETS

Much like our facilities, commercial operators can now hire the use of a road space for an event or activation. New fees and charges have been introduced for the hire of Burwood Road (2) and Clarendon Place (1) subject to Council approval and conditions.

Other road spaces could be considered as deemed appropriate by Council on a case by case basis.

FEE APPLIES

[See Policy Outline →](#)



BURWOOD

5 Shopfront Activations Provisions

STREET APPEAL

Invite and allow local business from across the Burwood LGA to make a proposal to improve their shopfront 'street appeal'. Businesses must register and apply via the **Licence To Play Online Portal** through a streamlined process. Funding to be provided by Council.

Note: this is an expansion of the existing Shopfront Improvement Program, bringing into effect the following changes

- Broaden eligible locations
- Remove the maximum funding cap of \$3,000
- Enable and encourage applications from co-located businesses in an effort to increase public benefit.
- Allow for the utilisation of funds for Council to deliver works on public land that contribute to the beatification of the streetscape and public realm.

GRANT FUNDED

See Policy Outline →



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VACANT TO VIBRANT

Invite and allow temporary art, lighting, and creative advertising installations in vacant shops and/or in collaboration with tenants. Participants and artists must register and apply through the **Licence To Play Online Portal**. Funding to be provided by Council and/or sponsors.

FEE FREE

See Policy Outline →

ART FRONT

Transform empty shopfronts into leasing showcases using artistic 'for lease' vinyl wraps commissioned by Council (provisions in line with Council's Hoarding Policy).

FEE FREE

See Policy Outline →



BURWOOD

6 Wayfinding, Outdoor Media and Public Art in Private Developments

BURWOOD WAYSIGN

Allow anchor commercial operators that meet Council's eligibility criteria to erect wayfinding signage at key locations as determined by Council. Registration with a fee is required with an application through the **Licence To Play Online Portal**. Applicants must propose a design to Council. Works will be undertaken by Council in the public realm. Proposal requirements and specifications will be streamlined for expedited review and approval by Council and will be considered on a case by case basis.

FEES APPLY

ILLUMINATE BURWOOD

Illuminate Burwood enables property owners in the Burwood LGA to transform Burwood with dazzling lighting installations, creating a vibrant atmosphere akin to Vivid Sydney on private property through a new streamlined and expedited approval process.

This program seeks expressions of interest from property owners wishing to exhibit temporary or permanent lighting artworks or projection installations in private spaces accessible or visible to the public throughout the Burwood LGA. Artworks should illuminate Burwood's streets, buildings, parks, rooftops and landmarks, turning them into mesmerising displays of light. The program aims to engage the community, attract visitors, and celebrate artistic innovation, making Burwood a radiant hub of creativity and light. Installations must be delivered in accordance with Council's Public Art Policy, particularly section 12: Public Art in Private Development.

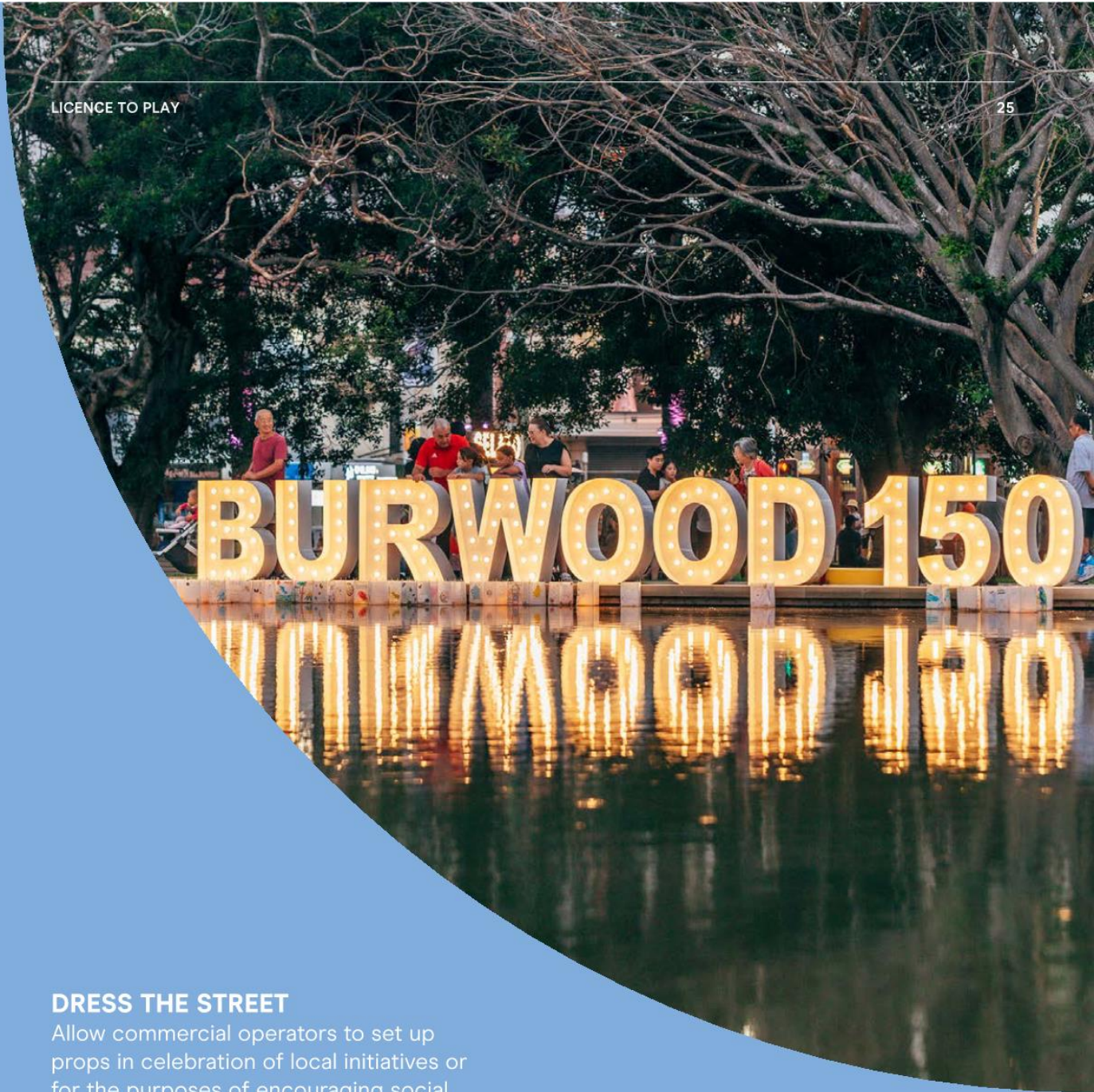
FEE FREE

See Policy Outline →



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DRESS THE STREET

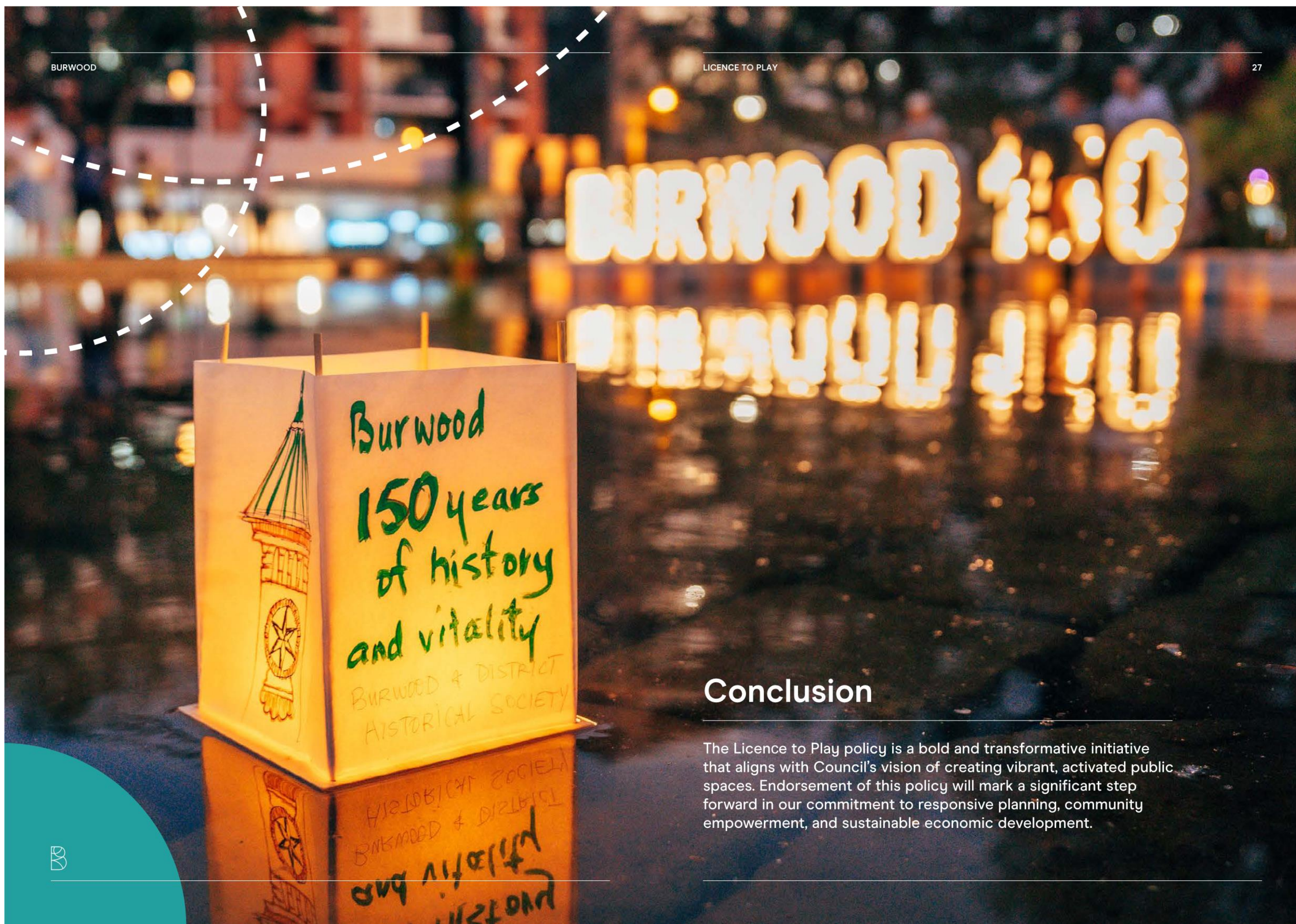
Allow commercial operators to set up props in celebration of local initiatives or for the purposes of encouraging social connection and interaction free of charge. Examples may include standalone signage and street props, floor graphics, or hanging installations e.g. Christmas decorations. Applications need to be lodged through the **Licence To Play Online Portal**. Proposal requirements and specifications will be streamlined for expedited review and approval by Council.

FEE FREE

FULL FEE WAIVER

See Policy Outline →





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Conclusion

The Licence to Play policy is a bold and transformative initiative that aligns with Council's vision of creating vibrant, activated public spaces. Endorsement of this policy will mark a significant step forward in our commitment to responsive planning, community empowerment, and sustainable economic development.



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SECTION 03

Policy Outlines

BURWOOD

Burwood Unplugged

1. Who the Policy Applies To:

This policy applies to all individuals who wish to perform as buskers along the main streets and urban centers of the Burwood LGA, specifically in Railway Square, Deane Street, Emerald Square, Unity Place, and Burwood Park.

2. Fees and Charges:

As part of this 12-month interim policy, all current fees and charges associated with busking are waived. Busking is permitted free of charge during this period.

3. Approvals:

- Buskers must register through the Burwood Council Licence To Play Online Portal.
- Upon approval, buskers will receive a digital permit, which they must carry with them while performing.
- Buskers under the age of 18 will be required to obtain consent from a parent, guardian, or carer.

4. Responsibilities:

- Buskers must adhere to regulations concerning noise levels, ensuring their performance does not exceed acceptable limits.
- They are responsible for managing crowd control to avoid disruptions and ensure public safety.
- Buskers must maintain pedestrian flow, ensuring that their performance does not obstruct pathways or access to public amenities.
- Performances should be conducted in open spaces with adequate room, avoiding locations used for specific purposes such as bus stops. Suitable locations include public plazas, wide footpaths, and parks.



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Burwood Urban Street Art Walls & Wall 2 Wall Festival

1. Who the Policy Applies To:

This policy applies to all artists who wish to participate in the Burwood Urban Street Art Walls program or Wall 2 Wall Festival.

2. Fees and Charges:

- Bookings for the urban street art location are free of charge.
- Materials, including paint and other supplies, are at the expense of the artist.

3. Approvals:

- Artists must book their time slot through the Licence To Play Online Portal. Participation in the program is subject to Council approval.
- Burwood Council will be responsible for seeking the approval of the private wall owner where applicable.
- Artists under the age of 18 must obtain consent from a parent, guardian, or carer, and must be accompanied by them during the installation of the mural.

4. Responsibilities:

- Artists are responsible for adhering to their booked time slots and ensuring their artwork is completed within the allotted time.
- They must maintain the cleanliness of the area and dispose of any materials or waste properly.
- Artists must ensure their activities do not obstruct pedestrian or vehicular traffic and do not damage public or private property.
- Council will facilitate any required temporary road closures should it be necessary for the installation of an artwork.

5. Artwork Design:

- All artwork designs must be appropriate for public display. This includes avoiding offensive, obscene, or discriminatory content.
- Artists are encouraged to submit their designs for approval through the Licence To Play Online Portal when expressing interest in the program. Written descriptions of the work accompanied by examples of previous work will also be accepted.
- Burwood Council reserves the right to review and approve all designs to ensure they meet community standards and respect cultural sensitivities.



Extended Eats

1. Who the Policy Applies To:

- This policy applies to all food and beverage (F&B) businesses wishing to extend their outdoor dining areas along adjacent building frontages within the Burwood LGA.
- This provision (extended dining area) applies to all active retail frontages that are not food or beverage businesses or vacant tenancies. Approvals may be amended if a vacant tenancy becomes occupied by a food or beverage premises.

2. Fees and Charges:

- There is no fee required for the extended al fresco dining area, provided permission is granted by the neighbouring property owner and business owner.

3. Approvals:

- Applications can only be made by businesses who have existing outdoor dining and wish to extend to their neighbouring premises. Applicants must have already utilised all potential outdoor dining space in front of their premises to be eligible.
- Food and beverage businesses must register through the Licence To Play Online Portal.

Approval will only be granted if:

- The adjoining business has been consulted about the proposal and an agreement has been reached.

- The adjacent business is not negatively impacted or concealed as a result of the expansion.
- There are no pedestrian safety or vehicular issues.
- Burwood Council reserves the right to amend approvals if a vacant tenancy becomes occupied by a food or beverage premises, deeming it no longer eligible.

4. Responsibilities of the Operator:

- The proprietor must provide tables and seating. Umbrellas and planter boxes/vegetation can also be delivered as part of the extended al fresco dining area.
- The operator is responsible for maintaining the cleanliness and aesthetic quality of the extended area.
- The operator must ensure the extended area does not obstruct pedestrian pathways or vehicular traffic.
- The operator must regularly communicate with adjacent businesses to address any concerns and maintain a positive relationship.
- The operator must maintain Public Liability Insurance which covers the extended outdoor dining area.

Temporary Terrace Parklet Program

1. Who the Policy Applies To:

This provision applies to food and beverage businesses within the Burwood LGA that wish to extend their outdoor dining area into one to two on-street parking spaces in front of their establishment.

2. Fees and Charges:

There is no fee required for utilising Council's Parklets for outdoor dining on a temporary basis or the use of the associated car parking space(s).

3. Approvals:

- Businesses must register, apply, and obtain a permit through the Licence To Play Online Portal.
- Approvals are granted based on compliance with Council guidelines and requirements, including traffic regulations and location-specific requirements.
- Priority will be given to businesses with very little capability to facilitate outdoor dining due to physical constraints, such as narrow footpaths. This policy aims to provide opportunities for better use of the public realm, to stimulate local economic development, and enhance place activation.
- The program allows businesses to request the use of one of the two Council-owned Parklets for a period of 3 months at a time. After this period, the Parklet will be moved to the next business on the eligibility list.

4. Responsibilities of the Operator:

- Operators must comply with all Council guidelines and requirements, including traffic regulations and location-specific conditions.
- Operators are responsible for maintaining the cleanliness and safety of the Parklet during their usage period.
- Businesses must ensure that the Parklet does not obstruct pedestrian pathways or create vehicular safety issues.
- At the end of the 3-month period, operators must accept that Council will facilitate the transition of the Parklet to the next business as scheduled by Council.



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Streets Alive

1. Who the Policy Applies To:

This policy applies to community members, businesses, and other interested parties who wish to organise events and associated temporary arts, cultural, food and beverage, and commercial activities in public spaces within the Burwood LGA. Public spaces include streets, car parks, footpaths, and other areas as determined by Council.

2. Fees and Charges:

- For the initial 12-month trial period, fees will be waived for the use of public spaces for all non-commercial events.
- A fee will be charged for commercial events, such as night markets along closed streets or laneways, and the costs may be passed on to the individual operators.

3. Approvals:

- All applicants must register and apply through the Licence To Play Online Portal using a streamlined process.
- Application information requirements and processes will differ depending on whether the event is commercial in nature.
- Event organisers must specify event dates/times, location(s), whether there will be commercial activities, safety measures, and waste management arrangements.
- Consideration of pedestrian access, emergency routes, and noise is required to minimise disruption to the surrounding area.

4. Responsibilities of the Operator:

- Event organisers are responsible for ensuring their event adheres to all Council guidelines and requirements.
- They must implement safety measures and waste management arrangements appropriate to the type and scale of the event.
- Organisers must ensure pedestrian access and emergency routes are maintained and minimise disruption to the surrounding area.
- Organisers must manage the bump in and bump out of the event in compliance with Council regulations.
- Organisers are responsible for securing necessary permissions for any commercial activities and adhering to the fee structure outlined by Council.

Bookable Streets

1. Who the Policy Applies To:

This policy applies to commercial operators who wish to hire road spaces for events or activations within the Burwood LGA. Specific roads identified for this policy include Burwood Road (between Railway Parade and Belmore Street) and Clarendon Place.

2. Fees and Charges:

- Clarendon Place: \$1,500 per day for the use of the whole road space during a road closure.
- Burwood Road (between Railway Parade and Belmore Street): \$7,000 per day for the use of the road space during a road closure.
- Other road spaces may be considered on a case-by-case basis, with fees and charges determined accordingly.
- Applicants must also pay all related traffic management fees and charges.

3. Approvals:

- Commercial operators must apply and gain approval through the Licence To Play Online Portal.
- Council approval is required for the use of identified road spaces.
- Applicants must provide a traffic management plan as part of their application. Council will support this process by lodging the road closure application to the Local Traffic Committee.
- Council has created a global traffic management plan for the two identified locations (Clarendon Place and Burwood Road) to streamline the process which can be used by applicants free of charge.

4. Responsibilities of the Operator:

- Operators are responsible for ensuring compliance with all Council guidelines and conditions associated with the hire of the road space.
- They must supply a traffic management plan and cover all related traffic management fees and charges.
- Operators must ensure the safety and smooth operation of their event or activation, including managing pedestrian and vehicular traffic effectively.
- The road space must be maintained in a clean and orderly manner during and after the event or activation.
- Operators must adhere to all specified conditions to minimise disruption to the surrounding area and ensure public safety including notifications to nearby residents and businesses.





Street Appeal

1. Who the Policy Applies To:

This policy applies to local businesses within the Burwood LGA that wish to improve their shopfronts to enhance their street appeal. The program invites proposals from individual businesses as well as co-located businesses to increase public benefit.

2. Fees and Charges:

- There are no fees or charges associated with applying for or participating in the Street Appeal: Shopfront Improvement Program. Funding for approved projects will be provided by Burwood Council.
- There is no maximum funding cap; projects will be funded based on their merit and potential impact.

- Funding can also be utilised by Council to deliver works on public land that contribute to the beautification of the streetscape and public realm as applied for by a third party.

3. Approvals:

- Businesses must register and apply through the Licence To Play Online Portal using a streamlined process.
- Applications will be reviewed and approved based on their potential to enhance the street appeal and public benefit.
- Proposals should include information on the shopfront improvements, budget and any collaboration with other businesses if applicable.
- Council will provide design and mentoring support through multilingual workshops to assist businesses in developing their proposals.

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4. Responsibilities of the Operator:

- Businesses are responsible for submitting proposals outlining their shopfront improvement plans.
- Operators must actively participate in the provided design and mentoring workshops to refine their improvement plans.
- Approved businesses must ensure that the funded improvements are carried out effectively and in compliance with Council guidelines.
- Operators are responsible for maintaining the enhanced shopfronts and ensuring they contribute positively to the overall streetscape.
- Co-located businesses must coordinate their improvement efforts to maximise the public benefit and beautification of the streetscape and public realm.
- The program encourages applications from co-located businesses to increase public benefit through coordinated improvement efforts.
- Collaborative proposals should demonstrate how the combined improvements will enhance the overall streetscape and public realm.
- Operators must allow Council to deliver any works on public land that contribute to the beautification of the streetscape and public realm, as part of the program's broader objectives.
- Businesses are responsible for the ongoing maintenance of the improved shopfronts to ensure they remain attractive and beneficial to the streetscape, with the exception of any works delivered by Council on public land.

Objectives:

1. Enhance Public Spaces:

- Improve the visual appeal and attractiveness of shopfronts across the Burwood LGA.
- Create a more vibrant and welcoming streetscape that encourages foot traffic and community engagement.

2. Support Local Businesses:

- Provide local businesses with the resources and support needed to enhance their shopfronts.
- Foster a supportive environment where businesses can collaborate and share ideas to improve their street appeal.

3. Stimulate Economic Activity:

- Attract more visitors and customers to local businesses by enhancing the visual appeal of shopping areas.
- Promote economic revitalisation and growth within the Burwood LGA through improved shopfronts.

4. Community Engagement and Activation:

- Encourage community pride and participation by creating visually appealing and engaging public spaces.
- Activate public spaces and create a sense of community through coordinated shopfront improvements.

5. Promote Innovation and Creativity:

- Encourage innovative and creative approaches to shopfront design and improvement.
- Showcase diverse and unique shopfronts that reflect the character and culture of Burwood.

6. Beautification of Public Realm:

- Utilise program funds to deliver works on public land that contribute to the overall beautification of the streetscape.
- Ensure that public spaces adjacent to improved shopfronts are also enhanced to create a cohesive and attractive environment.



BURWOOD

Vacant To Vibrant

1. Who the Policy Applies To:

This policy applies to property owners as well as real estate agents, artists and creative individuals or groups, who wish to create temporary art, lighting, and creative advertising installations in vacant shopfronts within the Burwood LGA. It also applies to those collaborating with current tenants.

2. Fees and Charges:

- While funding may be provided by Burwood Council through the Shopfront Improvement Program, participants are responsible for all expenses related to the design, fabrication, installation, maintenance and removal of the installation.
- Proposals should also include a budget outline.

3. Approvals:

- Participants and artists must register and apply through the Licence To Play Online Portal.
- Applications will be reviewed and approved by Council to ensure they meet the program's guidelines and objectives.
- Applications must include a detailed proposal of the installation, including design, materials, duration, and any necessary safety measures.

4. Responsibilities of the Operator:

- Operators are responsible for the design, installation, and maintenance of their installations.
- They must ensure that their installations are safe, do not obstruct pedestrian pathways, and comply with all relevant regulations.
- Operators are responsible for covering all associated costs, including materials, installation, power and any other expenses.
- Applicants who are not the property owner i.e. real estate agent or artists must work collaboratively with property owners and tenants (if applicable) to ensure the installations are appropriate.
- At the end of the installation period, operators must remove their installations and restore the shopfront to its original condition.
- Installations must be safe, secure, and comply with all relevant regulations.
- Designs should be visually appealing, engaging, and suitable for public display.

- Installations must not obstruct pedestrian pathways or create safety hazards.
- Participants are responsible for maintaining their installations in good condition for the duration of the display period.
- All installations must comply with relevant safety standards and regulations.
- Participants must implement any necessary measures to ensure public safety.
- Installations should not include offensive, obscene, or discriminatory content.

Objectives:

1. Enhance Public Spaces:

- Transform vacant shopfronts into vibrant, engaging spaces that contribute positively to the visual and cultural landscape of Burwood.
- Create visually stimulating and attractive installations that enhance the aesthetic appeal of the area.

2. Support Local Artists and Creatives:

- Provide opportunities for local artists, creatives, and commercial entities to showcase their work and engage with the community.
- Encourage collaboration between artists, property owners, and tenants to foster a supportive creative environment.

3. Stimulate Economic Activity:

- Attract visitors and increase foot traffic to local businesses by creating dynamic and engaging public spaces.
- Promote the economic revitalisation of areas with vacant shopfronts through creative and temporary uses.

4. Community Engagement and Activation:

- Encourage community participation and engagement through interactive and accessible art installations.
- Activate public spaces and create a sense of community pride and ownership.

5. Promote Innovation and Creativity:

- Encourage innovative and creative approaches to using vacant shopfronts and public spaces.
- Showcase diverse forms of artistic expression and creative advertising that reflect the unique character of Burwood both during the day and at night.



Art Front

1. Who the Policy Applies To:

This policy applies to all real estate agents operating within the Burwood LGA who wish to transform empty shopfronts into leasing showcases using artistic 'for lease' vinyl wraps commissioned by Council.

2. Fees and Charges:

The costs of commissioning the vinyl wraps will be paid for by Council. The cost to print and install the wraps will be borne by the applicant.

3. Approvals:

- Real estate agents must register and apply through the **Licence To Play Online Portal** to participate in the program.
- The application process will include a review to ensure that the proposed use of the vinyl wraps aligns with Council guidelines and objectives.
- This provision will override the existing Development Control Plan (DCP) provisions, to allow up to 100% of the shopfront window to be covered with the vinyl wrap.

4. Responsibilities:

- Real estate agents are responsible for collaborating with Council to ensure the timely installation and maintenance of the vinyl wraps.
- Agents must ensure that the vinyl wraps are kept in good condition, free from damage and vandalism.
- Agents must comply with all relevant provisions of Council's Hoarding Policy.
- At the end of the leasing period, agents are responsible for the removal of the vinyl wraps and restoring the shopfront to its original condition, if necessary.
- Agents must provide regular feedback to Council on the effectiveness of the vinyl wraps in attracting potential lessees during the program.
- Council will commission five different artworks for the vinyl wraps.
- Real estate agents can select from these pre-approved designs for their shopfronts.
- The use of agents logo on the artwork is permitted in the spaces as designated on the artwork.

Objectives:

1. Enhance Public Spaces:

- Transform empty shopfronts into visually appealing and engaging leasing showcases, improving the overall aesthetic of the streetscape.
- Create a vibrant and attractive environment that draws the attention of potential lessees and the community.

2. Support Local Artists:

- Wherever possible Council will seek to commission artworks from local artists, providing them with opportunities to showcase their work and contribute to the community's cultural landscape.

3. Stimulate Economic Activity:

- Encourage the leasing of vacant shopfronts by enhancing their visual appeal and making them more attractive to potential tenants.
- Promote economic revitalisation and growth within the Burwood LGAs.

4. Community Engagement:

- Foster a sense of community pride and ownership by involving local artists and real estate agents in the beautification of public spaces.
- Engage the community through visually stimulating and creative displays in vacant shopfronts.



Illuminate Burwood

1. Who the Policy Applies To:

This policy applies to property owners within the Burwood LGA who wish to transform their properties with dazzling lighting installations, either temporary or permanent. The installations should be accessible or visible to the public, contributing to the overall aesthetic and atmosphere of Burwood after dark.

2. Fees and Charges:

There are no specific fees or charges for submitting expressions of interest or applying for the Illuminate Burwood program. However, property owners are responsible for all costs associated with the design, installation, maintenance, and removal of their proposed lighting installations.

3. Approvals:

- Property owners must submit expressions of interest and detailed proposals through the Licence To Play Online Portal.
- Proposals will be reviewed and approved through a streamlined and expedited process to ensure timely implementation.
- All installations must comply with the Council's Public Art Policy, particularly section 12: Public Art in Private Development.
- Proposals should include detailed plans of the lighting artworks or projection installations, including technical specifications, safety measures, and maintenance plans.

4. Responsibilities of the Operator:

- Operators are responsible for designing, installing, maintaining, and, if necessary, removing the lighting installations.
- Installations must be safe, comply with all relevant regulations, and not cause any hazards to the public.
- Operators must ensure that the installations are in accordance with Council's guidelines and do not disrupt the surrounding community.
- Property owners must engage with the community and promote the installations to attract visitors and enhance the local atmosphere.
- Operators should regularly inspect and maintain the installations to ensure they remain in good condition and continue to meet safety standards.
- At the end of the display period, temporary installations must be removed, and the property should be restored to its original condition.

Dress the Street

1. Who the Policy Applies To:

This policy applies to commercial operators within the Burwood LGA who wish to set up props and decorations in public spaces to celebrate local initiatives or encourage social connection and interaction.

2. Fees and Charges:

There are no fees or charges for commercial operators to participate in the Dress the Street program. The procurement and setup of props and decorations is to be undertaken by and at the expense of the operator.

3. Approvals:

- Commercial operators must lodge applications through the Licence To Play Online Portal.
- Applications must include detailed proposals of the planned props and decorations, such as standalone signage, street props, floor graphics, or hanging installations (e.g., Christmas decorations).
- Each application will be reviewed to ensure alignment with Council guidelines and community standards.

4. Responsibilities of the Operator:

- Operators are responsible for submitting proposals that outline the design, placement, and purpose of the props and decorations.
- Operators must ensure that all props and decorations are safe, do not obstruct pedestrian pathways, and comply with all relevant regulations.
- Operators are responsible for the installation, maintenance, and timely removal of the props and decorations.
- They must ensure that the props and decorations are kept in good condition and do not cause any damage to public property.
- Operators are required to coordinate with the Council for any necessary logistical support and to address any issues that may arise during the installation period.

Style Guidelines for Burwood Council's Dress the Street! Policy

1. Design Aesthetics:

- Creativity and Innovation: Designs should be creative, innovative, and visually appealing, enhancing the overall aesthetics of the public space.
- Community Relevance: Props and decorations should reflect the local community's culture, values, and initiatives, celebrating Burwood's unique identity.
- Seasonal Themes: Incorporate seasonal themes (e.g., Christmas, Lunar New Year) and local celebrations to engage the community and attract visitors wherever possible.
- Consistency and Cohesion: Ensure a cohesive look that complements the existing streetscape and urban environment.

2. Materials and Construction:

- Durability: Use high-quality, durable materials that can withstand weather conditions and daily wear and tear.
- Safety: All props and decorations must be safe for public interaction, with no sharp edges, loose parts, or hazardous elements.
- Sustainability: Whenever possible, use sustainable and eco-friendly materials to minimise environmental impact.

3. Installation and Placement:

- Accessibility: Ensure props and decorations do not obstruct pedestrian pathways, entrances, or exits. Maintain clear and accessible routes for all individuals, including those with disabilities.
- Visibility: Place props and decorations in high-traffic areas to maximise visibility and engagement. Consider sightlines and ensure that installations are easily noticeable without causing visual clutter.
- Integration: Seamlessly integrate installations into the existing urban fabric, enhancing rather than disrupting the natural flow of the public space.

4. Content and Messaging:

- Positive and Inclusive: Ensure all content and messaging are positive, inclusive, and respectful. Avoid any offensive, discriminatory, or controversial themes.
- Clarity: Use clear and concise messaging that can be easily understood by a diverse audience.
- Engagement: Design props and decorations that encourage social interaction, engagement, and community participation.

5. Maintenance and Cleanliness:

- Upkeep: Regularly inspect and maintain props and decorations to ensure they remain in good condition throughout the display period.
- Cleanliness: Keep the installation area clean and free of litter. Ensure that the props and decorations do not contribute to environmental pollution or clutter.
- Removal: Timely removal of props and decorations at the end of the display period, restoring the public space to its original state.

6. Regulatory Compliance:

- Permits and Approvals: Ensure all installations comply with Council guidelines and obtain necessary permits and approvals through the Licence To Play Online Portal.
- Legal Requirements: Adhere to all local regulations, including safety standards, public health guidelines, and any other relevant legal requirements.





Policy Context

The Licence to Play policy serves as a statement of intended effects and will act as an evidence base for formal enabling changes to the Local Environment Plan (LEP) through the planning proposal process.

Moreover, it will serve as a catalyst for further policy reforms, to enable consistency through the instruments and assessment processes now being addressed through this Policy via the State Environmental Planning Policy (Exempt and Complying Development Codes) 2008, Local Government Act 1993 and Roads Act 1993. Council through various internal teams will facilitate instrument changes to reduce time and red tape associated with the delivery of the Licence to Play provisions.

This will encourage a culture of innovation and experimentation within local governance. By embracing this forward-thinking approach, Burwood Council can set a precedent for other municipalities, positioning itself as a leader in contemporary placemaking practices.

Related Information

The Licence to Play policy will take effect for a trial period of 12 months, ensuring a streamlined and cohesive approach to placemaking.

Related Legislation:

- Roads Act 1993
- Food Act 2003
- Local Government Act 1993
- Law Enforcement Powers and Responsibilities Act 2002
- Protection of Environment Operations Act 1997
- Environmental Planning and Assessment Act 1979

Related Council Policies:

- Footpath Activation Policy
- Temporary Road Closure (including Standing Plant) Policy
- Works on Council's Road Reserve Asset Policy
- Compliance and Enforcement Policy
- Busking Policy
- Shopfront Improvement Program Policy
- Public Art Policy
- Burwood Development Control Plan

