

License To Play

Interim place
activation policy



Burwood
Inc.1874





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 License 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 License 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. Define Parameters 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 License 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.

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.



SECTION 02

License to Play Provisions





1 Busking

BURWOOD UNPLUGGED

Burwood's streets are set to come alive with music, performance, and creative expression through Burwood Unplugged, a new initiative inviting buskers to showcase their talents in key public spaces across the Burwood Town Centre.

With no fees to participate and a fast-tracked approval process for predesignated locations, buskers simply need to register via the **Licence to Play Online Portal**, agree to the policy provisions, and carry their digital permit while performing.

To ensure a safe and enjoyable experience for all, performers must adhere to noise, crowd control, and pedestrian flow regulations. Additionally, buskers under 18 require parental or guardian consent.

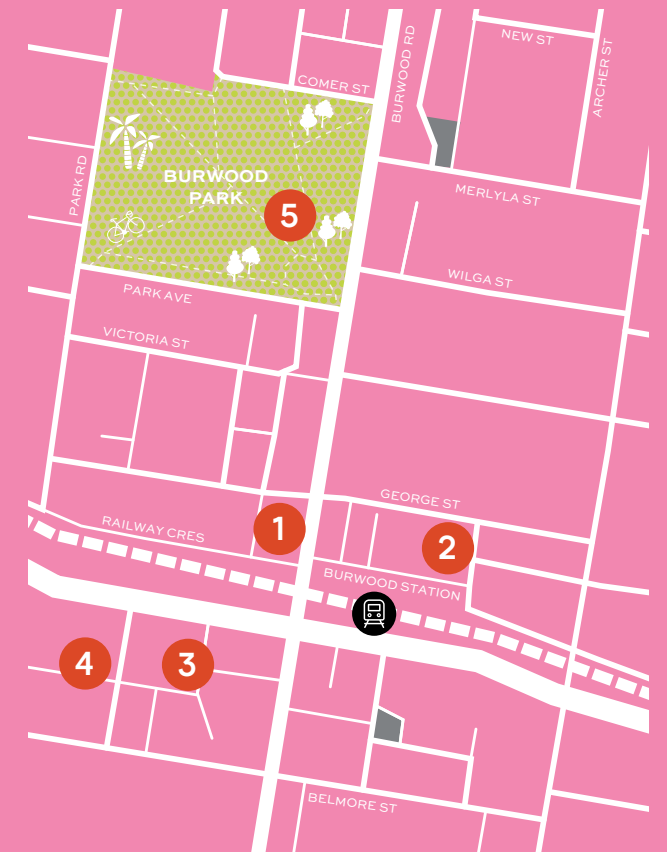
Whether it's music, street performance, or other creative arts, Burwood Unplugged is about celebrating talent, enhancing public spaces, and enriching the local cultural scene—one performance at a time.

FREE

FULL FEE WAIVER

Map Key

1. Railway Square
2. Deane Street
3. Emerald Square
4. Unity Place
5. Burwood Park



2

Street Art

BURWOOD URBAN STREET ART WALL

Burwood’s laneways are set to ignite with colour, creativity, and culture through the Burwood Street Art Wall Program, a bold initiative transforming a designated lane in the Burwood Town Centre, into a dynamic outdoor gallery. Timed with the laneway night markets, this program invites pre-selected street artists to contribute to an evolving masterpiece that grows throughoutA the year.

Each quarter, a new section of the wall will come to life, with Council selectingA participating artists, and in an exciting twist, an “art battle” at the end of the 12-month trial, to determine the standout mural of the year.

To make participation as seamless as possible, artists only need to submit a simple concept description and a portfolio link, letting their work speak for itself.

The Burwood Urban Street Art Wall is more than just a space for murals, it’s a celebration of artistic expression, community engagement, and public placemaking, evolving each season into a powerful reflection of Burwood’s creative identity.

FEE FREE



3

Outdoor Dining

EXTENDED EATS

Burwood’s dining scene is set to expand beyond traditional boundaries with Extended Eats, an initiative that allows food and beverage businesses to extend their outdoor dining areas along adjacent building frontages, creating more vibrant, welcoming, and community-focused streetscapes.

With no additional fees to participate, businesses simply need written permission from the neighbouring property owner and must register with Council before activating their extended space. Registration is fast and easy through the **Licence to Play Online Portal**.

The provision applies to active adjacent retail frontages that are not occupied by another food or beverage business or a vacant tenancy.

Applications are open to businesses with existing outdoor dining approval, that have fully utilised their own frontage, and have written permission from the adjacent property owner to extend.

Beyond increasing dining capacity, participating businesses can enhance their setup with public seating, optional planter boxes, and greenery, adding to the atmosphere and liveliness of Burwood’s streets.

Extended Eats transforms Burwood’s public spaces into thriving social hubs, maximising the potential of active retail frontages while fostering a dynamic, outdoor dining culture that benefits both businesses and the community.

FEE FREE

FULL FEE WAIVER

TEMPORARY TERRACE PARKLET PROGRAM

Burwood’s streets are set to become livelier, more social, and more inviting with the Temporary Terrace Parklet Program, an initiative allowing eligible food and beverage businesses to temporarily convert one to two on-street parking spaces into outdoor dining areas—free of charge.

This program provides expanded trading opportunities while transforming parking spaces into welcoming social hubs where people can gather, dine, and connect. By fostering vibrant street life, parklets enhance both local businesses and the community experience.

Businesses interested in trialling a parklet dining space must submit an Expression of Interest via the **Licence to Play Online Portal** and obtain a permit, ensuring compliance with Council guidelines, traffic regulations, and location-specific requirements.

With a strong focus on placemaking and public space activation, this initiative offers a unique opportunity for businesses to redefine their street presence while contributing to a more engaging and people-friendly urban environment.

FEE FREE



4 Streets Alive

EVENTS OR ACTIVITIES ON PUBLICLY ACCESSIBLE PRIVATE LAND

Imagine car parks transformed into dynamic activated spaces, filled with arts, culture, food, and entertainment, this is the vision behind the Streets Alive: Events in Publicly Accessible Private Land Program.

This initiative allows for the activation of eligible privately owned spaces with temporary pop-up events and cultural experiences, creating a more vibrant and engaging urban environment.

In a thriving and densely populated area like Burwood, this initiative maximises the potential of existing public spaces.

To support activations, Council will facilitate fast-tracked assessment for temporary use development applications under the Temporary Use Provisions, ensuring a quicker, more efficient approval process for events that align with this policy.

Event categories include:

- Pop-up food trucks, carts and market stalls
- Live music and entertainment
- Health and Wellness events

Organisers can apply for individual events such as a market stall one day or a series of temporary recurring activations such as a farmers' market in a publicly accessible car park.

To maintain safety and accessibility, event organisers will need to consider pedestrian flow, emergency access, and waste management, minimising disruption to the surrounding area.

By reimagining how we use public spaces, this initiative fosters a thriving, energetic, and community-focused atmosphere, bringing people together in new and exciting ways.





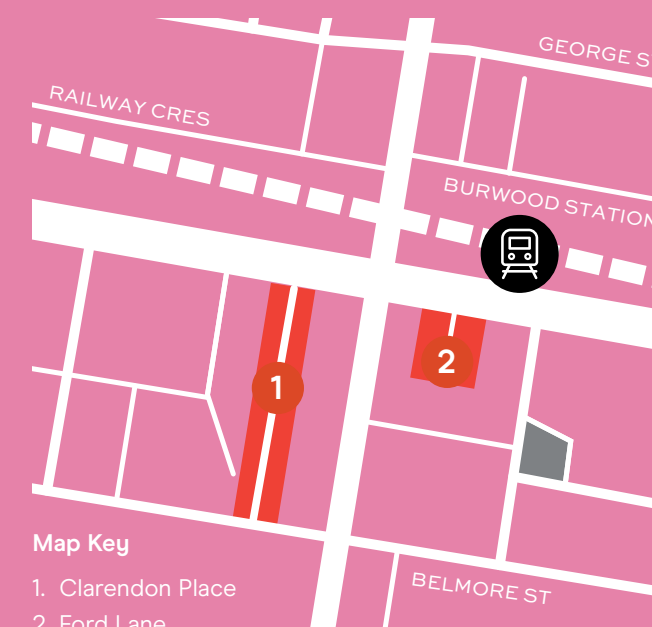
BOOKABLE STREETS

Burwood's streets are more than just thoroughfares, they're potential destinations for events, activations, and community experiences. Through Bookable Streets, commercial operators can now hire designated road spaces to host vibrant events, pop-ups, and activations, creating new opportunities for engagement and placemaking.

Clarendon Place and Ford Lane are now available for hire, with new fees and charges introduced, subject to Council approval and conditions. Other road spaces may also be considered on a case-by-case basis, allowing for a flexible and dynamic approach to urban event planning.

By unlocking roads as bookable event spaces, this initiative breathes new life into Burwood's streets, offering businesses and organisers a unique platform to create memorable experiences for the community.

FEE APPLIES



5 Shopfront Activations

STREET APPEAL: SHOPFRONT IMPROVEMENT PROGRAM

Burwood’s streets are set to become more vibrant, welcoming, and visually engaging with Street Appeal, an expansion and evolution of Council’s existing Shopfront Improvement Program. This initiative broadens eligibility to more locations, removes the previous \$3,000 funding cap, and encourages co-located businesses to collaborate, maximising public benefit and creating a more dynamic, attractive streetscape.

Council will also waive all fees associated with conducting works on council property for successful applicants undertaking work funded by this program.

Businesses can propose their shopfront upgrades by registering via the **Licence to Play Online Portal**, with a streamlined application process and Council-provided funding to support their improvements.

By investing in the look and feel of Burwood’s commercial areas, the Street Appeal Program helps businesses enhance their street presence, attract customers, and contribute to a thriving urban environment.

GRANT FUNDED



VACANT TO VIBRANT

Burwood’s vacant shopfronts are bursting with potential, and the Vacant to Vibrant program is here to unlock it, transforming empty spaces into dynamic showcases of art, light, and creativity.

This initiative invites property owners with the support of real estate agents, artists and creatives, to activate vacant storefronts with temporary art installations or digital displays, creating visually engaging and culturally enriching spaces that align with Burwood’s Cultural Strategy. Council will assist by facilitatingA connections between the creative industry, real estate agents, and property owners, helping to revitalise commercial areas.

Participants simply register and apply via the **Licence to Play Online Portal** to bring their ideas to life.

More than just a beautification project, Vacant to Vibrant showcases the value of short-term pop-ups, proving that empty spaces can be transformed into thriving cultural and commercial assets.

FEE FREE



ART FRONT

Empty shopfronts don’t have to feel empty. Art Front is transforming them into bold, artistic leasing showcases that energise the streetscape and attract potential tenants.

Commissioned by Burwood Council, this initiative allows real estate agents to install high-impact ‘for lease’ vinyl wraps featuring pre-approved artwork by local artists. These artistic displays enhance public spaces, support local creatives, and drive economic activity by making vacant properties visually engaging and commercially appealing.

By turning vacancies into vibrant showcases, Art Front creates a win-win, providing a platform for artists, improving the look and feel of commercial precincts, and helping real estate agents connect with potential tenants faster.

FEE FREE

Wayfinding

DESTINATION BURWOOD WAYFINDINGA

Burwood is a modern, dynamic urban centre, and the Destination Burwood Wayfinding Program is set to enhance navigation, visibility, and the streetscape through vibrant, illuminated signage at key locations across the LGA.

This initiative allows select anchor commercial operators to sponsor and participate in the creation of striking wayfinding signage, helping visitors and customers easily locate points of interestA while contributing to Burwood’s distinctive urban identity.

Council will lead the design and installation process, ensuring a high-quality, cohesive aesthetic that integrates seamlessly into the public realm. While operators can provide input into the design, Council retains final approval to maintain consistency and visual impact.

To participate, eligible operators must register via the **Licence to Play Online Portal**. Approved businesses will sponsorA fabrication and installation, while Council manages installation in the public realm.

By combining practical wayfinding with bold urban design, Destination Burwood Wayfinding facilitates access to frequented and sought after landmarks; enhancingA the pedestrian experience, and reinforcingA Burwood’s status as a vibrant, connected city.

FEES APPLY





Conclusion

The License 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.

SECTION 03

Policy Provisions



Burwood Unplugged

Introduction

The Burwood Unplugged initiative allows individuals and gorups to perform as buskers in designated public spaces within the Burwood Local Government Area, promoting creativity, cultural expression, and vibrant street life. This policy outlines the requirements, responsibilities, and regulations for buskers to ensure their performances enhance public spaces while maintaining safety and accessibility.

Definitions

Term	Definition
Busker	An individual who performs in public spaces for voluntary donations or exposure. Performances can include, but are not limited to, music, dance, juggling, magic, or visual arts.
Public Spaces	Designated areas where busking is permitted, including: Railway Square, Deane Street, Emerald Square, Unity Place and Burwood Park.

Objective

1. Foster a vibrant and dynamic street culture in Burwood
2. Provide opportunities for artistic and cultural expression.
3. Ensure busking activities are conducted safely and harmoniously with the community.
4. Encourage community engagement and support local talent.

Eligibility Criteria and Locations

Eligibility Requirements:

1. Buskers must adhere to all regulations outlined in this policy.
2. Performances must be appropriate for a public audience and adhere to community standards.

Designated Locations:

Busking is allowed in designated areas that:

- Are open spaces with sufficient room for performances and audiences.
- Do not interfere with specific uses (e.g., bus stops, vehicle zones).
- Examples of suitable locations include plazas, wide footpaths, and parks.

Responsibility

Buskers must comply with the following responsibilities:

- 1.A **Noise Control:** Ensure performances remain within acceptable noise levels as determined by Council guidelines. Amplified sound must not disrupt surrounding businesses or residents.
2. **Crowd Management:** Performers must ensureA audiences do not block pedestrian pathways or create unsafe conditions.
- 3.A**Pedestrian Flow:** Ensure performances do not obstruct entrances to businesses, or access to public amenities.
- 4.A**Public Safety:** Performances must be safe for both buskers and the public, avoiding any hazardous activities or equipment.
- 5.A**Cleanliness:** Keep the performance area clean and dispose of any waste responsibly.
- 6.A**Permit Display:** Carry the approved digital permit at all times while performing and present it upon request by Council staff.A

Decision making principles

To ensure fairness, safety, and the alignment of busking performances with community values, Burwood Council will assess applications quarterly based on the following principles:

- 1.A **Artistic Merit and Quality**
 - Performances should showcase creativity, originality, and skill.
 - Preference may be given to performances that enhance the cultural and artistic diversity of the Burwood LGA.
- 2.A **Public Safety and Accessibility**
 - Performances that adhere to Council regulations.
 - Buskers must demonstrate how they will manage noise levels, crowd control, and pedestrian flow to avoid disruptions or hazards.
 - Performances must not involve unsafe or prohibited activities (e.g. fire, sharp objects, or acts posing a risk to the public).
- 3.A **Suitability for Public Spaces**
 - Performances must be appropriate for a family-friendly audience and uphold community standards.
 - The type and style of performance should be suitable for the designated location and compatible with the existing use of the space.

4. **Contribution to Vibrancy and Engagement**
 - Buskers who can engage audiences and contribute to creating a lively and inclusive atmosphere will be prioritised.

5. **Diversity and Inclusivity**
 - Council encourages applications from performers of diverse backgrounds, including youth, culturally diverse artists, and individuals with disabilities.
 - Performances that reflect and celebrate the cultural diversity of Burwood will be highly regarded.

6. **Practical Feasibility**
 - The performance must be feasible for the proposed location, considering space requirements, environmental conditions, and any equipment used.
 - Applications will be evaluated for their ability to comply with Council's conditions of use and logistical requirements.

7. **Fair Distribution of Opportunities**
 - Council will aim to provide fair opportunities for all applicants, ensuring a variety of performers are featured throughout the trial period.
 - Efforts will be made to avoid over representation of any single performer or style to maintain a dynamic mix of entertainment.

Conditions of Use

1. Performances must enhance the public domain and contribute positively to the community.
2. Buskers must not display offensive materials or engage in inappropriate behavior.
3. Busking is not permitted in areas that could compromise public safety, such as roadways or areas with high vehicular traffic.
4. Council reserves the right to relocate or terminate performances if they conflict with events, traffic management, or community use of the space.

Monitoring and Compliance

Burwood Council will monitor compliance with this policy. Failure to comply with the policy may result in:

- Revocation of the busking permit.
- Suspension of the ability to busk in the Burwood LGA.
- Other actions deemed appropriate by Council.

Review and Evaluation

This policy will be reviewed after the 12-month trial period to evaluate its impact and determine the potential for long-term implementation.

Expression of Interest Opportunity

Process

To participate in the Burwood Unplugged program, individuals must follow these steps:

- 1.A **Registration:** Submit an application through the Burwood Council **Licence to Play Online Portal**.
- 2.A**Documentation:** Provide required information, including:
 - o Contact details.
 - o Description of the performance type.
 - o Parental/guardian consent for applicants under 18 years of age.
- 3.A**Permit Issuance:** Upon approval, buskers will receive a digital permit, which must be carried while performing.

Costs

- There are no fees associated with busking during the 12-month trial period.
- Burwood Council is waiving all charges to encourage participation and support local creativity.

Locations

Busking is permitted in the following designated public spaces within the Burwood LGA:

1. Railway Square
2. Deane Street
3. Emerald Square
4. Unity Place
5. Burwood Park

These locations have been chosen for their suitability, including open spaces, wide footpaths, and areas conducive to public performances. Performances must avoid spaces used for specific purposes, such as bookable spaces, bus stops or vehicle zones. Council reserves the right to approve or deny applications based on site-specific considerations.



Burwood Urban Street Art Wall

Program Introduction

The Burwood Street Art Wall Program is a vibrant initiative to transform public spaces and promote artistic expression. The program will see a lanewayA designatesd for urban street art. This initiative invites artists to showcase their talent and creativity through a permissions based community-driven approach.

Definitions

Term	Definition
Street Art Wall	A designated portion of a wall for murals and urban art.
Art Battle	An annual competition where artists complete their murals, and the public votes to select a winner.
EOI	Expression of Interest process managed by Burwood Council to select participating artists.

Objective

- 1. Enhance the urban environment with unique, high-quality street art.
- 2. Provide opportunities for emerging and established artists to display their work.
- 3. Foster community engagement and participation through art competitions and public voting.
- 4. Activate Clarendon Place as a vibrant cultural and artistic hub.

Eligibility Criteria

Who Can Apply:

- Open to individuals or groups of artists, aged 18 and above.
- Applicants under 18 years require parent/guardian/ carer consent and accompaniment during the event.

Application Requirements:

- Submit a description of the proposed artwork.
- Provide a link to a portfolio of previous works.
- Ensure all designs are appropriate for public display and free from offensive, obscene, or discriminatory content.

Program Structure

Timeline:

- The wall will be divided into sections, with one portion painted each quarter.

Art Battle:

- The public will be invited to gather to watch artists create their murals
- Attendees will vote on their favorite artwork to determine the winner.

Wall Preparation:

- Council will prepare the wall in advance, including cleaning, marking a grid for artist spaces, and ensuring it is ready for use.
- Murals must be painted at standing level; no lifts are required.

Responsibility

Council:

- Coordinate wall access and wall preparation.
- Manage the EOI process and artist selection.
- Organise and promote the quarterly art battles and annual public voting.

Artists:

- Deliver the approved artwork within the allocated time.
- Comply with risk management protocols and conditions of use.
- Supply materialsA
- Ensure the work area is left clean after completion.

Decision making principles

To ensure fairness, quality, and alignment with the Burwood Street Art Wall Program's objectives, Burwood Council will evaluate artist submissions based on the following principles:

1.A Artistic Quality and Creativity

- The proposed artwork must demonstrate originality, creativity, and artistic merit.
- Designs should reflect a high standard of skill and technique, showcasing the artist's unique style.

2.A Alignment with Program Objectives

- The artwork should enhance the vibrancy of theA designated laneway and contribute to its cultural and artistic appeal.
- Designs should align with the program's vision of fostering community engagement and celebrating creativity in public spaces.

3.APublic Appropriateness

- All submissions must be suitable for public display and adhere to community standards.
- Artwork must avoid offensive, obscene, or discriminatory content, ensuring inclusivity and respect for Burwood's diverse community.

4.AFeasibility and Practicality

- The proposed design must be practical to execute within the allocated two-day timeframe.
- Submissions should align with the program's logistical constraints, such as painting at standing level and the use of Council-marked grid spaces.

5.ACommunity Engagement Potential

- Preference will be given to designs that are engaging, thought-provoking, or culturally enriching for the public.
- Submissions that encourage interaction or storytelling and resonate with the community will be prioritised.

6.APortfolio and Experience

- The artist's portfolio should demonstrate a track record of high-quality work and experience in similar projects.
- Emerging artists with compelling proposals and potential for growth will also be considered.

7.AContribution to Diversity and Inclusion

- Submissions from artists of diverse backgrounds, including First Nations artists, culturally and linguistically diverse artists, and underrepresented groups, are highly encouraged.
- Designs that celebrate Burwood's diversity and cultural richness will be favorably regarded.

8.AFair Distribution of Opportunities

- The selection process will aim to feature a variety of artistic styles and perspectives over the course of the program.
- Council will ensure opportunities are distributed equitably among applicants to maintain diversity and inclusivity.

9.ASustainability and Safety

- Submissions should consider the use of environmentally friendly materials and practices where possible.
- Designs must comply with Council's risk management protocols to ensure safety during the creation process.

Conditions of Use

Risk Management:

- Artists must follow a risk management process provided by Council.
- Ensure safe handling and use of materials.
- Adhere to Council-provided traffic management protocols during installation.

Materials and Insurance:

- Artists are responsible for providing their own materials, including paint and brushes.
- Artists must have public liability insurance

Public Appropriateness:

- All artwork must align with community standards and avoid offensive, obscene, or discriminatory content.

Timeline Adherence:

- Artists must complete their murals within the two-day period allocated during laneway closures.

Wall Access Coordination:

- Council will coordinate access to the wall four times per year, coinciding with quarterly competitions.

Risk Management Protocols

1.A General Safety Measures

- Public Safety: Artists must ensure that their activities do not pose any risk to pedestrians or other participants.
- Workspace Boundaries: Artists must remain within the designated work zone provided by Council, marked clearly on the wall and surrounding area.
- Material Safety: All materials, including paints and tools, must be supplied by the artist and stored safely to prevent spills, accidents, or injuries.
- No Hazardous Substances: The use of flammable, toxic, or hazardous substances is strictly prohibited.

2.A Traffic Management

- Restricted Access: No vehicles, except those authorisd by Council, will be allowed in the work zone during the mural installation period.

3.APersonal Protective Equipment (PPE)

- Mandatory PPE: Artists must wear appropriate PPE during mural installation, including:
 - o Closed-toe shoes.
 - o Gloves for handling paint and chemicals.
 - o Eye protection if using sprays or chemicals.
- First Aid: Artists are encouraged to have a basic first aid kit on hand.A

4.AEnvironmental Considerations

- Weather Monitoring: Artists should monitor weather conditions and halt work during severe weather, including high winds or heavy rain.
- No Lifts Required: All murals must be painted at standing level.

5.AInsurance Requirements

- Public Liability Insurance: All participating artists must have public liability insurance to cover any potential risks, including property damage or personal injury. Proof of insurance must be provided during the EOI process.

6.ACouncil Responsibilities

- Wall Preparation: Council will prepare the wall and work area in advance, ensuring it is safe and ready for use.
- Supervision: Council staff will monitor the work area during mural installations to ensure compliance with protocols and address any issues that arise.
- Emergency Support: Council will provide emergency contact details for staff on-site during the event.

7.ACompliance with Regulations

- Adherence to Guidelines: Artists must comply with all relevant Council guidelines, State Acts, Regulations, and Codes.
- Non-Compliance: Failure to follow these protocols may result in immediate removal from the program.A

Monitoring and Compliance

1. Oversight and Inspections

- Burwood Council will oversee all aspects of the program to ensure that artists and participants adhere to the program’s guidelines and conditions.
- Regular inspections will be conducted during and after the mural installation process to ensure compliance with:
 - o Risk management protocols.
 - o Public safety standards.
 - o Timely completion of artwork.

2.ACompliance with Conditions of Use

- Artists must:
- Follow the risk management process provided by Council to ensure safe handling of materials and compliance with traffic management protocols.
 - Adhere to the agreed timeline for completing the mural (within the allocated two-day period).
 - Ensure that artwork aligns with community standards and does not include offensive, obscene, or discriminatory content.
 - Maintain a clean and safe workspace during and after the mural installation.

3.AReporting Requirements

- Artists are required to report any incidents, accidents, or issues encountered during the mural creation process to Burwood Council immediately.
- Any damage to the wall or surrounding areas caused by the artist must be reported and resolved in consultation with Council.

4.ANon-Compliance Consequences

- If an artist fails to comply with the program’s guidelines or conditions, Burwood Council reserves the right to:
- Halt the artist’s participation in the program.
 - Remove or modify artwork that breaches community standards or safety protocols.
 - Exclude the artist from future Council programs or opportunities.

5.APublic Feedback

- The public will be invited to provide feedback on completed murals, ensuring alignment with community expectations and program objectives.
- Complaints or concerns raised by the community will be reviewed and addressed by Burwood Council accordingly.A

6.AProgram Evaluation

- Burwood Council will monitor the program’s overall success by evaluating public engagement, artist participation, and the quality of completed murals.
- Insights gained through monitoring and feedback will inform adjustments to future iterations of the program.

Evaluation

- Artistic quality and originality.
- Alignment with community standards and program objectives.
- Feasibility of completing the artwork within the allocated time.
- Ability to enhance the cultural and artistic value of Clarendon Place.
- Community sentimentA

Public Engagement

The public will play a key role in the program by voting for their favorite artwork at the annual art battle. Winners will receive recognition and may have future opportunities to collaborate with Burwood Council.

Review and Expansion

At the end of the first year, Burwood Council will review the program’s success and consider expanding its scope or adding more sections of the wall for future projects.

Expression of Interest Opportunity Process

- Submission:
 - o Artists interested in participating in the Burwood Street Art Wall Program must submit an Expression of Interest (EOI) via the **Licence to Play Online Portal**.
 - o Applications must include:
 - A description of the proposed artwork.
 - A link to a portfolio of previous works.
 - Parent/guardian consent for applicants under 18 years of age.
- Selection:
 - o Submissions will be reviewed by Burwood Council based on artistic merit, alignment with community standards, and feasibility.

- o Selected artists will be notified and provided with further guidelines, including risk management protocols and allocated mural space.
- Art Battle Participation:
 - o Selected artists will create their murals during the designated two-day painting period.
 - o The public will vote for their favorite artwork atA the end of the 12 month pilot determining the quarterly winner.

Costs

- No Participation Fees:
 - o There is no cost to participate in the Burwood Street Art Wall Program.
 - o Council will cover the cost of wall preparation, including cleaning, grid marking, and traffic management during the event.
- Artist Responsibilities:
 - o Artists are responsible for providing their own materials, including paints, brushes, and other supplies required for their mural.
 - o Artists must secure their own public liability insurance to participate.

Locations

- Designated Street Art Location:
 - o Murals will be painted on a designated wall, asA advised by CouncilA
- Access and Timing:
 - o Artists must adhere to the allocated timeframes and guidelines provided by Burwood Council.



Extended Eats

Introduction

The Extended Eats program allows food and beverage (F&B) businesses in the Burwood LGA to extend their outdoor dining area along adjacent building frontages, provided permission is obtained from the neighbouring business and property owner. This initiative supports vibrant street life, encourages community interaction, and maximises the use of public space for dining.

This policy sets out the conditions, responsibilities, and approval process for participating businesses to ensure safe and harmonious integration with the surrounding streetscape.

Definitions

Term	Definition
Extended Outdoor Dining	The temporary use of an adjacent footpath for additional seating and dining space, subject to permission from the neighbouring business & property owner.
Active Retail Frontage	A building frontage that is occupied by a retail business (excluding food and beverage businesses) and engages with the public through window displays, customer entry points, or other forms of street activation.
Neighbouring Property Owner	The legal owner of the adjacent commercial property or their authorised representative who provides consent for the use of their frontage for extended outdoor dining.
Food and Beverage Business	A commercial establishment that primarily serves food and/or beverages for consumption, such as cafés, restaurants, and takeaway shops.
Vacant Tenancy	A retail or commercial space that is currently unoccupied and does not have an active business in operation
Licence to Play Online Portal	Burwood Council’s digital platform where businesses can submit applications for the Extended Eats program and access program guidelines.

Objective

1. Provide additional space for outdoor dining, supporting business growth and an active economy.
2. Activate Burwood’s streets and retail precincts by creating a lively and inviting atmosphere.
3. Encourage businesses to enhance the streetscape with public seating, greenery, and high-quality dining experiences.
4. Ensure pedestrian access, public safety, and the fair use of shared spaces.

Eligibility Criteria and Locations

Eligibility Requirements:

1. This policy applies to all food and beverage (F&B) businesses seeking to extend their outdoor dining areas along adjacent building frontages within the Burwood LGA.
2. Businesses must have an existing outdoor dining permit and must have already utilised all available space in front of their premises.

Designated Locations:

The Extended Eats provision applies to active retail frontages that are not occupied by food or beverage businesses or vacant tenancies.

If a vacant tenancy becomes occupied by a food or beverage business, the approval for extended dining in that space may be revoked or amended.

Fees and Charges

No fees and charges will apply to the Extended Eats area. All other fees and charges relating to businesses existing outdoor dining still apply.A

Approvals

Eligibility Requirements:

- Applications are only open to businesses that:
 - o Have an existing outdoor dining approval.
 - o Have utilised all available outdoor dining space in front of their premises before seeking an extension.
 - o Obtain written permission from the adjacent business and property owner to extend into their frontage.

Approval Conditions:

- Neighbouring Business Consent:
 - o The adjoining business must be consulted about the proposal, and an agreement must be reached.
 - o The extended area must not obstruct, conceal, or negatively impact the neighbouring business.

- Pedestrian and Traffic Safety:
 - o The extension must not interfere with pedestrian flow, accessibility, or vehicular movement.
 - o Pathways must remain clear, and appropriate space must be maintained for pedestrian circulation.
- Vacant Tenancies:
 - o If a currently vacant tenancy becomes occupied by a new food or beverage business, the approval for extended dining may be amended or revoked to ensure fair use of space.
 - o Council reserves the right to review approvals in response to changes in tenancy.
- Council Discretion:
 - o Burwood Council reserves the right to modify, revoke, or refuse approvals if the extended area is misused, becomes a safety concern, or is no longer deemed suitable.
- Compliance with Council's Footpath Activation PolicyA

Responsibility

Businesses participating in the Extended Eats program must adhere to the following responsibilities:

- Provision of Seating & Streetscape Enhancements:
 - o The operator must provide tables and seating.
 - o Additional enhancements such as umbrellas, planter boxes, and vegetation are encouraged to create an inviting streetscape.
- Cleanliness and Maintenance:
 - o The operator is responsible for maintaining the cleanliness and aesthetic quality of the extended dining area.
 - o Waste must be managed appropriately, and litter must be removed regularly.
- Public Safety and Accessibility:
 - o The extended area must not obstruct pedestrian movement, emergency access points, or key pathways.
 - o The operator must ensure compliance with all accessibility requirements to allow safe access for all community members.
- Business Engagement:
 - o The operator must maintain positive relationships with neighbouring businesses and address any concerns that arise regarding the extended dining area.
 - o Any disputes or issues should be communicated to Council for resolution if necessary.
- Public Liability Insurance:
 - o The operator must hold a valid Public Liability Insurance policy to the value of \$20,000,000 that covers the extended outdoor dining area.



Decision making principles

To ensure fairness, safety, and the successful implementation of the Extended Eats program, Burwood Council will assess applications based on the following key principles:

1.A Feasibility and Eligibility

- Applications must be submitted by businesses with existing outdoor dining approval.
- The applicant must demonstrate that they have fully utilised their available outdoor dining space before seeking an extension.
- The proposed extended dining area must be within an active retail frontage and comply with program guidelines.

2.A Neighbouring Business and Property

Owner Consent

- The adjacent business owner and property owner must provide written consent for the use of their frontage.
- The extended dining area must not obstruct, conceal, or negatively impact the adjacent business's operations.

3.A Public Safety and Accessibility

- The proposed extension must not obstruct pedestrian movement, accessibility ramps, or emergency exits.
- The application must consider safe pedestrian flow and ensure compliance with accessibility standards.
- The extension must not interfere with traffic sightlines, bus stops, or designated loading zones.

4.A Contribution to the Streetscape and Public Realm

- Applications should contribute to a high-quality and visually appealing public domain, incorporating elements such as:
 - o Well-maintained tables and seating.
 - o UmbrellasA
 - o Cleanliness and upkeep of the extended space.
- The extended dining area should support street activation and improve the overall dining experience in Burwood's commercial precincts.

5.A Fair Use and Equity

- Council will assess applications equitably, ensuring that opportunities for extended outdoor dining are fairly distributed across different precincts.

6.A Compliance with Regulations and Conditions

- The applicant must hold valid Public Liability Insurance covering the extended dining space.
- The operator must comply with all local, state, and federal laws, including food safety, noise control, and environmental health regulations.
- Burwood Council reserves the right to modify or revoke approvals if businesses fail to meet compliance requirements.

7.A Adaptability and Review

- Applications will be assessed with a flexible and trial-based approach, with Council monitoring the program's effectiveness.
- Approvals may be subject to periodic review to ensure alignment with Council's placemakingA priorities and community feedback.

Conditions of Use

Permitted use and compliance

- The extended outdoor dining area must only be used for food and beverage service and must not be repurposed for storage or other non-approved activities.
- Businesses must comply with all local, state, and federal regulations, including food safety, public health, and environmental standards.
- Burwood Council reserves the right to modify, suspend, or revoke approvals if a business fails to comply with the policy.
- If a vacant tenancy becomes occupied by another food or beverage business, the extended dining approval may be reassessed by Council.

Public safety and accessibility

- The extended dining area must not obstruct pedestrian access, footpaths, or accessibility ramps.
- There must be a clear and unobstructed pedestrian pathway of at least 1.8 metres at all times.
- Outdoor dining elements must be positioned to avoid hazards for pedestrians, cyclists, and people with disabilities.
- The extended area must not interfere with traffic sightlines, emergency exits, or designated transport zones (bus stops, loading zones, taxi ranks, etc.).

Setup and Streetscape Enhancements

- The operator must provide and maintain high-quality outdoor dining furniture (tables and seating).
- With Council approval, businesses may also include:
 - o Planter boxes or greenery to enhance the streetscape.
 - o Umbrellas and shading (must be securely fixed and removed in extreme weather).A

Cleanliness and Maintenance

- Businesses must keep the extended dining area clean and free from litter at all times.
- Waste must be disposed of correctly, and public bins must not be used for business waste.
- Any food spills, debris, or hazards must be cleaned up immediately to prevent safety risks

Hours of Operation

- Extended outdoor dining must operate within the approved trading hours of the business.
- Furniture and other outdoor elements must be removed or secured outside business hours, unless otherwise approved by Council.

Public Liability Insurance

- The operator must hold and maintain Public Liability Insurance to cover any risks associated with the extended outdoor dining area.
- Proof of insurance must be provided upon application and updated as required.

No Exclusive Use of Public Space

- While the extended outdoor dining area directly benefits the participating business, the space remains part of the public domain.
- The operator cannot block public access or prevent general community use of the space.

Review and Amendments

- Council reserves the right to:
 - o Amend, suspend, or revoke an approval if conditions are not met.
 - o Reassess approvals if changes occur, such as new business tenancies.
 - o Modify the policy based on community feedback, safety considerations, or placemaking priorities.

Monitoring and Compliance

- Council Oversight:
 - o Burwood Council will monitor compliance with the program's guidelines to ensure the space is used responsibly and enhances the public domain.
- Periodic Reviews:
 - o The program's effectiveness will be reviewed periodically, with adjustments made as necessary based on community feedback, business participation, and overall impact.
- Non-Compliance:
 - o If businesses fail to comply with the policy requirements, Council reserves the right to revoke the extended dining approval.

Review and Evaluation

This policy will be reviewed after the 12-month trial period to evaluate its impact and determine the potential for long-term implementation.

Expression of Interest Opportunity Process

Businesses interested in participating must:

- 1.A Register via the **Licence to Play Online Portal**.
- 2.A Submit a formal request, including:
 - o Confirmation of existing outdoor dining approval.
 - o Written consent from the adjacent business andA property owner.
 - o Description of proposed enhancements (e.g. seating, umbrellas).
- 3.A Await Council approval, which will be granted based on eligibility, safety considerations, and site-specific conditions.

Locations

The Extended Eats program applies to all active retail frontages within the Burwood LGA, excluding food and beverage businesses.

These locations have been chosen to maximise the use of underutilised public space while ensuring fairness among businesses. By allowing F&B businesses to extend their dining areas into adjacent retail frontages (with permission), the program enhances street activation, pedestrian engagement, and the overall vibrancy of commercial precincts. This approach also supports businesses with limited outdoor dining space, fostering a more inclusive and community-driven dining experience without negatively impacting neighbouring properties or obstructing pedestrian movement.



Temporary Terrace Parklet

Introduction

Burwood Council is providing businesses with expanded opportunities for trade including the temporary use of on-street car parking spaces for outdoor dining.

Parklets provide additional public space for people to stop rest and socialise and encourages a stronger sense of community through the creation of safe public gathering spaces.

Council is seeking expressions of interest from suitable businesses who wish to trial the use of a Parklet during the period July 2022 to June 2023.

Definitions

Term	Definition
Temporary Terrace Parklet	An extension of the footpath that uses on-street parking to provide temporary seating, greenery and space for passersby. Mobile parklets are designed for quick and easy removal for emergencies or other maintenance requirements.
On-street parking	Designated parking spaces located on public roads that may be occupied by a vehicle for a specified period.

Objective

1. Support the economic recovery of Burwood.
2. Promote an activated and vibrant street culture.
3. Encourage and facilitate safe high quality outdoor dining that takes into account the needs of the public as well as businesses.
4. Enhance the provisions set out in existing Council policies and support the State and Federal Government's commitment to encourage the use of public spaces for outdoor dining post-lockdown.
5. Maintain a high quality public domain that contributes to public amenity.
6. Facilitate opportunities for expanded outdoor dining that does not impact or obstruct pedestrian traffic.

Eligibility Criteria

In order to be eligible, applicants must:

- Be a café or restaurant that serves food and drinks for consumption at the premises. The exceptions are stand-alone bottle shops, tobacco shops, venues with an electronic gaming machine or other gambling components.
- Be a businesses located in the Burwood Local Government Area.

- Have an existing footpath dining approval and a registered COVID Safety Plan.
- Have appropriate kerb side road space next to or adjoining their business which would not interfere with the movement of traffic.

All applications are considered on a case-by-case basis due to the complexity of our streets, and the specific context of your location, the parking restrictions and the neighbouring businesses and road environment.

Road Spaces

Unsuitable road spaces Potentially suitable road spaces

- Bus stops or bus zones
- Roads with speed limits of more than 50km/hr
- Clearways
- Parking for police, fire, ambulance, or car share
- Mail zone
- No stopping zones
- Bike lanes
- Accessible parking
- Taxi zone
- Where there is a permanent fence fixed between the road and footpath
- Kerb ramps
- Services or pits

Potentially suitable road spaces

- Hourly parking, including metered parking
- Permit exempt parking spaces
- Drop off/pick up 15-minute parking
- Loading zone
- No parking zone

Responsibility

Burwood Council will install and remove the Temporary Terrace Parklet from the selected site at no cost to the business/operator.

Once installed, the business/operator is responsible for the day to day maintenance of the Parklet and ensuring that the area remains clean and attractive.

Public Liability Insurance

Operators will be required to maintain a public liability insurance policy with an insurer acceptable to Council to cover any legal liability of property damage and personal injury to the public.

Maintenance and Cleanliness

The Parklet is to be:

- Kept clean and maintained in good order suitable for its purpose

Waste and litter is to be well managed by:

- Removing waste promptly from the outdoor seating area
- Disposing of any waste properly (public litter bins are not to be used for the disposal of waste from outdoor seating areas).

Decision making principles

Council's decision to issue a temporary approval for reallocated road space for outdoor dining is based on the following five guiding principles to ensure fairness, safety and consistency.

1. Appropriate location

- The venue must be located within the Burwood Local Government Area and have development consent to serve food for eating at the premises.
- The location should contribute positively to an area's retail environment, sense of place and character, and must take into account COVID-19 safety considerations.
- Consider pedestrian and vehicular flow, the convenience and safety of the public and patrons, neighbouring properties, other uses of the public domain and existing street fixtures.

2. Safety and accessibility

- The business must have a Covid safe plan
- The extension to a venue's trading parameters must still allow adequate access for pedestrians, residents and essential vehicles.
- Outdoor dining should be integrated into the public domain in a way that does not compromise existing uses, furniture, buildings, entrances, exits, disability access and pedestrian safety.

3. Public amenity

- Outdoor dining should add to, rather than disrupt, the community's engagement with the public domain.

4. Management and operations

- Any proposed dining area expansion should consider operational matters, such as, but not limited to safety, traffic, noise, waste and access. Approved businesses must comply with all relevant State Acts, Regulations, Codes and applicable laws.

5. Increased opportunity

- Where possible, the Parklet should support businesses who currently have limited space for outdoor dining, maximising opportunities for trade.

Conditions of Use

- 1.A The business operator must keep the Parklet in good condition during the trial period.
- 2.A While businesses will directly benefit from theA

2.Aplacement of the Parklet outside their premise, the Parklet must remain accessible to the general public at all times i.e. businesses do not have exclusive use of the Parklet.

3.ARegular inspections of the Parklet will be held and if it is deemed not to be kept in a reasonable condition, the Parklet will be removed from the location.

4.AAny damages or repairs must be reported to Council immediately including photos.A

5.AIf damages are incurred as a result of neglect or carelessness by the hirer, the hirer will be liable to pay costs of damages/repairs to Council.

6.ANo alcohol is to be served on the Parklet.

7. A copy of the hirer's Pubic Liability Insurance Policy must be supplied to Council prior to activation.

8.AThe Parklet umbrella must be lowered and secured in the event of severe weather

9.APlants must be watered regularly, i.e. once a week

10.ACouncil has the right to remove the Parklet from any approved location due to changes in traffic conditions, special event clearways, roadworks or to support the delivery of council run events.

11.ABusinesses are not permitted to make any alterations or additions to the reallocated road area or erect or place any structures or fixtures or display any advertisement, signs or hoarding.

12.ACouncil reserves the right to select Parklet proposals at its discretion based on the merits of individual applications. Council may at any time relocate the Parklet for use at council run community events or activations.

Expression of Interest Opportunity Process

Suitable businesses within the Burwood Local Government Area are invited to submit an EOI for review and selection by Burwood Council.

Parklets will operate outside the premises of each participating business for a period of 3 months, after which Council may choose to extend or relocate the Parklet.

Costs

Council will not charge fees for use the Parklet during the trial period.

Locations

The Parklet trial is available to businesses who operate a hospitality business in the Burwood Town Centre.

Council will not approve Parklets where it deems that traffic flow and safety will be compromised.

Review and Evaluation

This policy will be reviewed after the 12-month trial period to evaluate its impact and determine the potential for long-term implementation.



Streets Alive: Events or Activities on Publicly Accessible Private Land

Introduction

Burwood Council supports the activation of publicly accessible private spaces, such as privately owned car parks and forecourts, by enabling temporary pop-up activations in otherwise underutilised spaces.

This policy facilitates fast-tracked assessment by Council for temporary use development applications under the relevant temporary use provisions for one-time or recurring events, ensuring a more rapid implementation of events that are safe, accessible, and minimally disruptive to surrounding areas.

Definitions

Term	Definition
Bump in bump out	The setup and pack-down period before and after an event, during which temporary structures, equipment, and installations are put in place and later removed.
Traffic Management Plan	A document required for events that impact roads or pedestrian flow, detailing how vehicles, public access, and emergency routes will be managed safely.
Event Noise Management	Strategies to control sound levels from performances, music, or amplified speech, ensuring events do not disrupt surrounding businesses or residents.

Objective

- 1.A Expand opportunities for activation spaces and commercial activities in a high-density area, making better use of available public spaces like car parks, forecourts and plazas, to enhance community engagement and economic activity.
- 2.A Support local businesses, creatives, and entrepreneurs by enabling temporary event opportunities.
- 3.A Ensure pedestrian access, emergency routes, and waste management are maintained to minimise disruption.
- 4.A Provide a clear, efficient approval process for property owners.

Who the policy applies to

This policy applies to business and property owners who wish to host events on privately owned land that is publicly accessible, such as:

- 1. **Privately Owned Car Parks**
 - o Ideal for pop-up markets, food truck activations, or recurring events (e.g. farmers’ markets).
 - o Must ensure pedestrian safety and appropriate vehicular access where required.
- 2. **Privately Owned Forecourts and Plazas**
 - o Suitable for small-scale cultural performances, seasonal festivities, and arts activations.
 - o The event must not obstruct access to commercial buildings or residences.
- 3. **Privately Owned Laneways**
 - o Can be used for small-scale street festivals, art installations, and pop-up activations.
 - o Requires Council assessment to ensure suitability based on access and safety considerations.
- 4. **Other Publicly Accessible Private Spaces**
 - o Other locations may be considered on a case-by-case basis, provided they are open to the public and align with Council’s urban activation priorities.

Council will assess each application based on the specific location’s suitability, accessibility, and compliance with safety and operational guidelines.A

Eligible event categories include:

- Pop-up food trucks, carts and market stallsA
- Live music and entertainmentA
- Health and Wellness events (e.g., outdoorA yoga, fitness pop-ups)A

Eligibility Criteria

Eligibility Requirements:

To be eligible for hosting an event or temporary activation under the Streets Alive policy, applicants must meet the following criteria:

- 1. **Applicant Type**
Applications must be submitted by the property owner or an approved third party with owner consent.
- 2. **Event Type:**
The event must fall within an eligible category approved by Council.
- 3. **Location**
Events must take place on privately owned land that is publicly accessible.
- 4. **Regulatory Compliance:**
Events must maintain pedestrian access, emergency routes, and essential services, with waste and noise management measures in place. Required licenses and approvals must be secured for food, beverage, or retail activities.
- 5. **Insurance & Safety**
Organisers must have Public Liability Insurance and outline key safety measures, including crowd control, traffic management, and emergency access.

Fees and Charges

Standard fees apply. Participants are responsible for their own event costs. There are no fees payable to Council for expediting applications as part of the Streets Alive program. Council Food Safety and Health Inspection Fees may apply (where applicable).

Approvals

Applications will undergo expedited assessment by Council as temporary use development applications under the relevant temporary use provisions.

Applications must include:

- Event details (date, time, location).
- Nature of the event.
- Pedestrian access, emergency routes, and noise considerations.
- Commercial activities (if applicable).
- Safety and waste management plans appropriate to the scale of the event.
- Any other information deemed appropriate byA Council including relevant insurances.A

Council will assess applications based on site suitability, safety, accessibility, and compliance, ensuring a fast-tracked approval process.

Council will then provide changes to the property’s conditions of consent on a temporary basis in line with the application and Licence to Play Policy 12-month trial period.

Responsibility

Approved property owners must:

- Maintain clear pedestrian pathways and emergency access routes at all times.
- Implement noise management to minimise disruption to nearby businesses and residents.
- Comply with traffic and safety regulations when using car parks or modifying public spaces.
- Provide waste management to keep event areas clean, ensuring prompt and responsible disposal.
- Manage event setup and pack-down (bump-in and bump-out) within approved timeframes, minimising disruption.
- Obtain necessary approvals for food, beverage, or retail sales and pay any applicable fees for commercial events.
- Adhere to Council guidelines and relevant laws, maintaining Public Liability Insurance to cover event-related risks.

Decision making principles

Site Suitability and Landowner Permission

- The event must be appropriate for the location and fit within the space’s intended use.
- Applications must be lodged by the private landowner for approval.
- Events should not interfere with existing businesses, tenants, or public users.

Public Access and Safety

- Events must keep pedestrian pathways clear and maintain accessibility for all users.
- Emergency vehicle access must be maintained, and traffic management measures implemented if required.
- Risk assessments and safety plans must be provided to ensure compliance with regulations.

Community Benefit and Activation

- Priority will be given to events that enhance placemaking, culture, and economic activity.
- Events that create vibrant spaces, engage the community, and support local businesses, artists, and entrepreneurs will be favoured.

Noise and Environmental Impact

- Applicants must have noise management strategies to limit disruption to nearby residents and businesses.
- Events should prioritise sustainability through waste management and responsible resource use.
- Council may set operating hours to minimise disruption.



Regulatory Compliance and Operations

- Events must comply with all Local, State, and Federal laws, including food safety and liquor licensing.
- Vendors and market stalls must be registered and licensed as required.
- Applications must include an operational plan covering event setup, security, crowd management, and infrastructure needs.

Event Duration and Frequency

- One-time events must outline their schedule and pack-down procedures.
- Recurring events (e.g. weekly markets) must show how they will maintain compliance and minimise disruption.
- Periodic reviews may be required for ongoing events.

Economic Impact and Fees

- Commercial events will be assessed based on their contribution to the local economy and impact on public spaces.

Trial-Based Approach and Adaptability

- As part of a 12-month trial, Council will monitor applications and adjust requirements as needed.
- Successful activations may influence future policies or expand location options.

Conditions of Use

1.A Landowner Permission and Council Approval

- Applications must be lodged by the privateA landowner for approval.A
- Applications must be lodged via the NSW Planning Portal. A 'how to fast track yourA application' checklist can be accessed via the **Licence to Play Online Portal.A**
- Council may modify or revoke approvals if event conditions are breached or unforeseen issues arise.

2.A Public Safety and Accessibility

- Pedestrian pathways must remain clear, with at least 1.8 metres of unobstructed space.
- Emergency vehicle access must be maintained, with clear entry and exit points.
- Events must comply with accessibility standards to ensure safe participation for all, including people with disabilities.

3. Waste Management and Cleanliness

- Organisers must provide sufficient waste and recycling bins and ensure waste is disposed of responsibly.
- The event area must be cleaned and restored to its original condition immediately after the event.
- Public bins must not be used for event waste.

4. Noise and Environmental Considerations

- Noise levels must be kept within acceptable limits and comply with Council regulations.
- Sound and live performances must be managed to avoid disruption to surrounding businesses and residents.
- Sustainable practices, such as reducing single-use plastics and responsible waste disposal, are encouraged.

5. Commercial Activities and Food Safety

- Commercial activities such as food stalls and retail pop-ups must be registered and licensed under NSW regulations.
- Food and beverage vendors must comply with food safety laws.
- If alcohol is served, organisers must obtain the necessary liquor licensing approvals.

6. Insurance and Risk Management

- Organisers must hold Public Liability Insurance covering event-related risks.
- A risk management plan must be provided, outlining:
 - o Public safety measures.
 - o Crowd control strategies (if applicable).
 - o Plans for managing weather-related risks and hazards.

7. Event Setup and Pack-down (Bump-in and Bump-out)

- Setup and pack-down must occur within the approved timeframe to minimise disruption.
- Temporary structures (e.g marquees, tables, signage) must be securely installed and meet safety regulations.

8. Traffic and Transport Considerations

- If the event impacts traffic, organisers must provide a traffic management plan detailing:
 - o Vehicle and pedestrian flow management.
 - o Access to parking facilities.
 - o Coordination of deliveries and setup.

Monitoring and Compliance

Regular inspections will be conducted to ensure events comply with approved conditions.

If an event causes excessive disruption, safety issues, or breaches approval conditions, Council reserves the right to:

- Modify, suspend, or revoke the event approval.
- Deny future applications from non-compliant organisers.

Council may impose additional conditions based on the event's location and scale. By agreeing to these conditions, event organisers commit to delivering a safe, well-managed activation that benefits the community while respecting adjacent businesses, property owners, and public spaces.

Review and Evaluation

This policy will be reviewed after the 12-month trial period to evaluate its impact and determine the potential for long-term implementation.



Bookable Streets

Introduction

The Bookable Streets program offers commercial operators the opportunity to hire designated road spaces for events and activations, creating dynamic and engaging public spaces. This initiative provides a structured and regulated framework for activating key laneways while ensuring public safety and accessibility.

Under this policy, two locations have been identified for hire:

- 1. Clarendon Place
- 2. Ford Lane

Additional road spaces may be considered on a case-by-case basis, subject to Council approval and suitability assessment.

Definitions

Term	Definition
Commercial Operator	A business, event organiser, or brand that applies to hire a road space for commercial purposes, such as food markets, pop-up retail, entertainment events, or cultural activations.
Road Space Hire	The temporary use of a designated road or laneway for an approved event or activation, which requires a formal booking, payment of fees, and compliance with Council conditions.
Traffic Management Plan (TMP)	A detailed plan that outlines how road closures, pedestrian access, and emergency vehicle movement will be managed safely during an event. A Council-approved TMP is required for all road space hires.
Global Traffic Management Plan	A pre-approved Council traffic management framework for Clarendon Place and Ford Lane, available for use by applicants free of charge to streamline aligned road closure approvals.
Waste Management Plan	A plan that outlines how waste will be managed, collected, and disposed of to ensure the event space is clean and restored after use.

Objective

1. Provide new opportunities for commercial operators to activate road spaces in a safe and regulated manner.
2. Enhance public space utilisation by allowing activations that support business, cultural, and community engagement.
3. Ensure that pedestrian safety, traffic flow, and emergency access are maintained at all times.
4. Establish a transparent, fair, and structured process for road space hire through the **Licence to Play Online Portal**.

Eligibility Criteria and Locations

Eligibility Requirements:

This policy applies to commercial operators seeking to hire and activate designated road spaces within the Burwood LGA, including but not limited to:

- Market operators
- Retail and hospitality businesses
- Event organisers
- Corporate and brand activations
- Health and wellness pop-ups
- Entertainment and cultural event producers

Designated Locations:

The Bookable Streets program designates two key road spaces within the Burwood LGA for hire by commercial operators:

- 1.**ClarendonPlace** – A high-profile laneway suitable for food markets, cultural activations, entertainment events, and brand activations. This space offers a vibrant setting for community engagement and placemaking initiatives.
- 2.**FordLane** – A flexible and evolving road space ideal for small-scale markets and pop-up retail. Its location provides opportunities for intimate ticketed activations that integrate with the surrounding business precinct. The laneway is currently being beautified with additional murals and a lighting installation, enhancing its appeal as a vibrant and creative activation space.

Additional road spaces may be considered on a case-by-case basis, subject to Council approval.

Fees and conditions have been determined based on site suitability, safety considerations, and expected community impact, as outlines in Council's Fees and Charges.

All locations must adhere to strict traffic and pedestrian management protocols to ensure public safety, minimal disruption, and compliance with Council's Placemaking Frameowrk..

Fees and Charges

The following fees apply for road space hire:

Road Space	Hire Fee	Inclusions
Clarendon Place	\$1,500 per day	Use of entire road space during a road closure
Ford Lane	\$1,500 per day	Use of entire road space during a road closure
Other Road Spaces	Case-by-case	Fees determined based on location and event impact

Traffic Management Fees: Operators must cover all related traffic management costs, including road closure applications.

Approvals

- All applicants must apply through the **Licence to Play Online Portal**.
- Council approval is required for all applications before the event can proceed.
- Applicants must submit a Traffic Management Plan (TMP) detailing how they will manage road closures, pedestrian safety, and emergency access.
- To streamline the process, Council has developed a Global Traffic Management Plan for Clarendon Place and Ford Lane, which can be used by applicants free of charge for complying activations.A
- Council will submit road closure applications to the Local Traffic Committee on behalf of applicants.
- Subsequent Council approval must be soughtA before road closures can take place.A

Responsibility

Operators hiring road spaces under the Bookable Streets program must adhere to the following responsibilities to ensure a safe, well-managed, and compliant activation:

- 1.A **Compliance with Council Guidelines and Approvals**
 - Operators must obtain Council approval through the **Licence to Play Online Portal** before closingA the road space.
 - All activities must comply with Burwood Council's policy, local laws, and relevant state and federal regulations.

- Operators must follow all conditions of use set by Council, including traffic management, waste disposal, noise control, and pedestrian safety.

2.A**Traffic Management and Public Safety**

- Operators must submit a Traffic Management Plan (TMP) as part of their application.
- Road closures must be coordinated with Council and relevant authorities, ensuring minimal disruption to surrounding businesses and traffic.
- Adequate signage, barriers, and safety measures must be in place to protect pedestrians, event attendees, and road users.
- Operators must maintain clear pedestrian pathways (minimum 1.8m clearance) and ensure unobstructed emergency access at all times.

3.A**Event Setup, Operations, and Pack-Down**

- Operators must ensure a smooth bump-in and bump-out process, adhering to the allocated event timeframe.
- Temporary structures (e.g. stalls, stages, marquees) must be securely installed and comply with safety standards.
- Operators must mitigate noise impacts, ensuring respect for surrounding businesses and residents.
- Any deliveries or vehicle movements related to the event must be managed responsibly to avoid congestion or hazards.

4.A**Community and Business Engagement**

- Operators must notify nearby businesses and residents as prescribed by Council in writing at least 14 days prior to the event.
- Any complaints or concerns from the public must be addressed promptly and reported to Council if necessary.
- Operators must work collaboratively with Council to ensure their activation contributes positively to the precinct.

5.A**Waste Management and Environmental Responsibility**

- Operators must provide waste and recycling bins and ensure all litter is removed immediately after the event.
- The event space must be returned to its original condition, with no damage to public property.
- Single-use plastics should be minimised, and sustainable practices are encouraged.



6. Insurance and Risk Management

- Operators must hold Public Liability Insurance (minimum \$20 million coverage) and provide proof of insurance before approval.
- A risk management plan must be in place to address potential hazards, crowd control, and emergency procedures.

7. Noise and Operational Limitations

- Sound amplification and entertainment must be managed responsibly to avoid disruption to nearby businesses and residents.
- Events must operate within approved hours, with any extensions requiring Council approval.

8. Security and Crowd Management

- For large events, operators must implement a security and crowd control plan.
- If required, licensed security personnel must be engaged to manage large crowds and ensure public safety.
- Safe and accessible entry and exit points must be established for event attendees.

9. Financial and Legal Responsibilities

- Operators must pay all required fees before the event, including:
 - o Road space hire fees (\$1,500 per day for Clarendon Place and Ford Lane).
 - o Traffic management fees (where applicable).
- Any fines or penalties resulting from breaches of policy or failure to meet conditions will be the responsibility of the operator.

10. Compliance and Enforcement

- Council reserves the right to inspect the event at any time to ensure compliance.
- If an operator fails to meet requirements, Council may:
 - o Suspend or revoke event approval.
 - o Issue fines or legal action for breaches..
- Operators must cooperate fully with Council officers, emergency services, and relevant authorities.

Decision making principles

Burwood Council will assess all applications based on the following principles:

1. Suitability of the Event for the Location

- The proposed activation must align with the intended purpose of the space and complement surrounding businesses and public use.
- Events must not cause excessive disruption to local residents or businesses.

2. Public Safety and Accessibility

- Applications must comply with Councils Universal Traffic Management Plan (TMP) and demonstrate how:
 - o Pedestrian access will be maintained.
 - o Emergency access routes will remain unobstructed.
 - o Traffic control and road closures will be managed.
- Events must comply with NSW road safety laws and Burwood Council regulations.

3. Minimal Impact on Surrounding Areas

- Organisers must notify nearby businesses and residents in advance.
- Noise, waste, and disruption must be managed effectively.
- Council may impose operating hours or additional conditions based on location-specific considerations.

4. Contribution to the Public Realm and Economic Benefit

- Events should enhance public space activation and support local businesses and cultural engagement.
- Priority may be given to activations that support community or economic development in Burwood.

5. Compliance with Legal and Regulatory Requirements

- The event must meet all local, state, and federal laws, including those relating to:
 - o Noise management
 - o Public liability insurance
 - o Food and beverage licensing
 - o Occupational health and safety standards

Conditions of Use

Approved operators must comply with the following conditions:

1. Traffic Management and Safety

- Operators must comply with Council's Universal Traffic Management Plan or submit a Traffic Management Plan (TMP) for Council approval.
- Road closures must be managed according to Council and NSW traffic regulations.
- Organisers must implement clear signage and barriers to ensure public safety.

2. Pedestrian and Emergency Access

- A minimum 1.8m pedestrian clearance must be maintained at all times.
- Emergency access must not be obstructed.

3. Waste and Clean-Up Responsibilities

- Operators must provide adequate waste bins and ensure all rubbish is removed immediately after the event.
- Any damage to public property will be charged to the operator.

4. Noise and Environmental Considerations

- Noise levels must be kept within acceptable limits.
- Use of environmentally friendly materials and sustainable waste management is encouraged.

5. Business and Community Notification

- Operators must notify adjacent businesses and residents about the event at least 14 days in advance.

6. Insurance and Liability

- Operators must hold a minimum of \$20 million Public Liability Insurance.
- The applicant is responsible for any injury, damage, or claims arising from the event.

7. Security and Crowd Management

- For larger events, operators must provide trained security personnel and have a crowd control plan in place.

8. Compliance and Enforcement

- Council reserves the right to inspect, modify, or cancel approvals if conditions are breached.
- Non-compliance may result in fines, or exclusion from future bookings.

Monitoring and Compliance

- This policy will be reviewed annually to assess effectiveness, community impact, and operator compliance.
- Adjustments may be made to fees, conditions, or eligible locations based on feedback and operational needs.

By establishing the Bookable Streets program, Burwood Council ensures that road spaces are safely and effectively activated, supporting commercial, cultural, and community engagement while maintaining public safety and accessibility.

Review and Evaluation

This policy will be reviewed after the 12-month trial period to evaluate its impact and determine the potential for long-term implementation.

Street Appeal: Shopfront Improvement ProgramA

Introduction

The Street Appeal: Shopfront Improvement Program seeks to enhance the visual appeal of shopfronts across the Burwood LGA. This program expands upon the existing Shopfront Improvement Program, making the following key amendments:

- Broadened eligibility to include businesses throughout the entire LGA (not just specific precincts).
- Removal of the previous \$3,000 funding cap, allowing funding to be based on project merit and impact.
- Encouraging co-located businesses to submit joint applications, maximising public benefit and improving entire streetscapes.

This policy provides advice and guidelines for local business owners and tenants who want to improve the appearance of their shopfront and/or building façade. Approval for such works is required and this policy details the process for obtaining consent.

Definitions

Term	Definition
Shopfront Improvement	A physical upgrade or enhancement made to the exterior of a business premises to improve its visual appeal, accessibility, and contribution to the streetscape. This may include façade upgrades, painting, signage improvements, lighting installations, and decorative elements such as greenery.
Co-located businesses	Two or more businesses that share a common building, retail strip, or commercial precinct, who may apply jointly for funding to create a cohesive and visually enhanced streetscape. Collaborative applications are encouraged to maximise public benefit and broader precinct improvements.
Licence to Play Online Portal	Burwood Council’s digital application platform where businesses can submit expressions of interest (EOIs) and access program guidelines for the Street Appeal: Shopfront Improvement Program. The platform streamlines the approval process, making it easier for businesses to apply for funding.

Objective

To support the growth of local businesses whilst ensuring the overall look and impression of the Burwood Town Centre and other eligible local centres is enhanced for visitors and customers.

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 businesses with funding and resources to improve their shopfronts.
 - Encourage businesses to collaborate and create a unified and engaging retail environment.
3. **Stimulate Economic Activity**
 - Attract more visitors and customers by enhancing the visual identity of shopping precincts.
 - Support economic growth and revitalisation through shopfront beautification.
4. **Community Engagement and Activation**
 - Foster a sense of community pride through shopfront enhancements.
 - Activate streetscapes and create engaging public spaces through coordinated shopfront improvements.
5. **Promote Innovation and Creativity**
 - Encourage innovative and creative approaches to shopfront design.
 - Celebrate diverse and unique shopfronts that reflect Burwood’s vibrant cultural character.
6. **Beautification of the Public Realm**
 - Utilise program funds to deliver improvements to public land that complement shopfront enhancements.
 - Ensure that public spaces adjacent to businesses are also beautified to create a cohesive urban environment.

Eligibility Criteria and Locations

This policy applies to business owners and/or tenants (with owner’s consent) seeking to enhance their shopfronts across the Burwood Local Government Area.

Fees and Charges

Council will contribute 100% of the overall eligible project cost of the upgrade for any eligible project. There is no maximum funding cap, projects will be assessed on merit and potential impact.

Two quotes must be supplied. Quotes must be from registered businesses and/or licensed contractors experienced in the types of work being applied for under the program (e.g. licensed painter).

The funding will be paid directly to the applicant upon completion of the works. Council will require the following documentation in order to release the funds:

1. Written advice that the works have been completed
2. Photos of the completed work
3. A receipt from the contractor (including ABN) showing that the project works have been paid in full
4. A tax invoice (including ABN) to Council for the agreed funding amount (inclusive of GST)
5. Confirmation that the work has been completed within 12 months of the funding approval from Council.

Council will waive all fees associated with conducting works on council property for successful applicants undertaking work funded by this program.A

Application Requirements

Any person wishing to apply to improve the appearance of their shopfront and/or building façade under this policy must:

- Complete the required application form
- Obtain owners consent (as required)
- Provide supporting documentation that describes the proposed design
- Submit any structural certificates from certified organisations (as required)
- Provide a copy of \$20 million public liability insurance ensuring that such policy covers the type of work involved
- Complete any additional application forms required as part of the works (e.g. work zone, temporary road closures, hoardings etc.
- Provide two quotes from registered businesses and/or licensed contractors.

Council Officers will assess the application and all applicants will be notified of the outcome. It is important to note that the submission of the application form does not guarantee approval and no work is to begin until a formal approval has been given.

Eligible Improvements

Funding can be used for projects that enhance shopfronts and the surrounding streetscape, including but not limited to:

- Painting and façade upgrades (excluding routine maintenance).
- Signage improvements (ensuring compliance with Council regulations).
- Awning repairs or replacements to improve street-level aesthetics.
- Lighting enhancements to increase safety and visual appeal.
- Removal of graffiti or unsightly elements that detract from the streetscape.
- Installation of greenery or decorative elements that improve shopfront visibility.
- Public space enhancements directly linked to businesses, such as street furniture, planter boxes, and façade lighting.

What is not funded?

- Routine maintenance (e.g., window cleaning, gutter clearing).
- Interior renovations.
- Works that require Development Application (DA) approval without prior Council consent.
- Advertising or branding unrelated to shopfront improvements.
- Projects already funded by another grant program.

What will not be funded?

Council will not fund the following:

- Works already commenced or completed at the time of application.
- Works which require consent under a Development Application, and where that consent has not yet been approved by Council or other Consent Authority.
- Routine maintenance or interior work (e.g. carpet cleaning, cleaning of gutters).
- Works for which another organisation is providing grant funding.
- Any work that, in the opinion of Council Officers and at their discretion, would not improve the appearance, detail, fabric or finish of the premises.
- Any work that, in the opinion of Council Officers and at their discretion, is not in keeping with the general intent of Council’s development controls, plans or policies.
- Any work that, in the opinion of Council Officers and at their discretion, would preclude more worthy applications from being funded.





Guidelines and requirements

The signage, colours, facade treatment and awnings on individual shopfronts contribute to the overall look of the Burwood Town Centre or other eligible local centres. Businesses which apply for funding should consider the following information:

Façade

The objective of any upgrade should be to improve the building and contribute to the sense of harmony within the streetscape. Facade material should enhance the architectural quality of the building and be in harmony with its neighbours.

Preference will be given to projects which provide a genuine and discernible improvement to the appearance of a shopfront within its streetscape.

Examples of such façade works include:

- The relocation of air conditioning units away from the street-facing façade of retail/commercial premises.
- The removal of obtrusive elements upon a façade, such as projecting signs, satellite dishes and the like.
- The reinstatement of heritage or architectural features of merit.
- The removal of graffiti.
 - The repair of damaged, distorted or rusted awnings.

Signage

Signage should be in keeping with the scale and character of the building and conform to Council regulations. Generally, Council will limit signage to one under-awning sign, one fascia sign and one top hamper sign on each shopfront, but even fewer may be permitted in the case of a significant façade or heritage properties. Council's Burwood Development Control Plan details guidelines for commercial signage.

Council encourages businesses to work with their neighbours on a standard approach to colour and signage if possible.

Funding will be directed to improving the identification of businesses, e.g. street numbers and business names. Funding will not be provided to general advertising of products and services (e.g. Coca-Cola).

The use of colour can contribute to a building's character and help to achieve a coordinated look along the street. The use of appropriate colour on a building can promote its attributes, minimise its deficiencies and even reduce the appearance of its scale and bulk.

Each shop or commercial facade should consider its own colour scheme but the colours should be in harmony with the rest of the colours in the streetscape. When choosing colours the era of the building should be considered.

Colours

The colour scheme of heritage properties should be appropriate to the architectural period and style of the building. Applications involving heritage properties will be referred to Council's Heritage Advisor for advice. Council's Fact Sheet 'Preparing a Heritage Paint Scheme' (can be found on Council's website) may be a useful resource for applicants.

Preference will be given to painting projects which provide a genuine and discernible improvement to the appearance of that shopfront. Solid colours painted over significant heritage or architectural features of a building will not be supported. Corporate colour schemes and overly dominant or bright paint colours will not be supported.

Awnings and Associated Structures

Awnings attached to buildings and free-standing awning/shade structures including semi-permanent umbrellas provide weather protection for pedestrians and contribute to the creation of a comfortable environment for people to walk, shop and dine in the public domain. Awnings and associated structures should be designed to enhance the character of the streetscape.

Under-awning lighting should be installed to increase pedestrian safety and shopfront security and should be concealed unless they are consistent with the character of the building.

Refer to Council's Burwood Development Control Plan for specific details on awnings and associated structures.

Additional Approvals

Should the proposed shopfront improvement works require any of the following on public property (footpaths, roads, reserves), an application shall be submitted to, and approved by, Council prior to the commencement of the works associated with such activity:

- Work zone
- Temporary closure of roadway/footpath
- Mobile crane or any standing plan
- Scaffolding/Hoardings (fencing on public land)
- Road works including vehicle crossing/kerb and guttering, footpath, stormwater provisions etc.
- Installation or replacement of private stormwater drain, utility service or water supply

Approvals

The Program is intended to facilitate work which is simple in its execution and would not typically require complex approvals or consents. In most instances, it is anticipated that the supported projects will fall under Exempt Development provisions and, as such, not require the formal development consent of Council or other consent authority.

Where a Development Application is required – for example outdoor awnings and permanent free standing shelter structures – it is expected that the Development Application has been lodged and consent granted prior to the application for funding under the Streetscape Improvement Program.

Note: Given the limited funding available some applications may be denied. Council reserves the right to deny applications on the basis that it believes more worthy applications will be submitted in later funding rounds.

Applications will be determined by a panel of at least three Council Officers having regard to the content of this policy.

- Businesses must register and apply through the **Licence to Play Online Portal**.
- Applications must include:
 - Detailed proposal outlining the planned shopfront improvements.
 - Budget breakdown of proposed works.
 - Photographs of the existing shopfront and reference images for proposed changes.
 - Collaborative plans (if applying as a group of businesses).
- Council will assess applications based on impact, feasibility, and contribution to the streetscape.
- Funding approvals will be prioritised for projects that:
 - Offer clear public benefits.
 - Improve the aesthetic and commercial appeal of the area.
 - Enhance public safety and accessibility.
- Council will waive all fees associated with conducting works on council property for successful applicants undertaking work funded by this program.
- Successful applicants must complete their projects within 12 months of approval

Applicants Responsibility

- Ensuring that the application form is completed correctly and truthfully
- Providing owners consent where required
- Ensuring the plans provided are legible and adequately describe the proposed shopfront improvement works
- Ensuring any structural certificates are included from certified organisations where required
- Providing a copy of a current public liability insurance certificate such that the policy covers the type of work that is involved in the proposed shopfront improvement works
- Completing any additional application forms required as part of the works such as work zone, temporary road closures, hoardings etc.
- Providing two quotes from licensed contractors.
- For co-located businesses:
 - Coordinate improvements to maximise impact.
 - Demonstrate how the collective project enhances the streetscape.

Breaches to any of the approved conditions imparted by Council will result in an infringement notice being served. Continued non-compliance may result in the cancellation of the approval and withdrawal of the funding. Infringement notices may be issued as prescribed in the fixed handbook submitted by the State Debt Recovery Office.

Decision making principles

Burwood Council will assess all applications based on the following criteria:

1. **Visual Impact and Streetscape Enhancement**
 - Will the project significantly improve the appearance of the shopfront and surrounding area?
 - Does the proposal align with Council’s urban beautification objectives?
2. **Public Benefit and Economic Activation**
 - Will the improvement increase foot traffic and stimulate economic activity?
 - Does the project contribute to a more inviting and engaging retail environment?
3. **Feasibility and Deliverability**
 - Is the project practical, cost-effective, and achievable within the funding guidelines?
 - Does the applicant demonstrate a clear and realistic plan for implementation?

4. Collaboration and Innovation

- Does the project involve multiple businesses working together for a greater collective impact?
- Are there creative or unique elements that make the activation stand out?

5. Long-Term Maintenance and Sustainability

- Has the applicant outlined how the improvement will be maintained long-term?
- Will the changes remain visually appealing and functional over time?

Monitoring and Compliance

- Council will inspect completed projects to ensure compliance with approved plans.
- Failure to comply may result in:
 - Revocation of funding approval.
 - Exclusion from future funding rounds.
 - Potential reimbursement of funding if conditions are not met.
- Businesses are responsible for maintaining their improved shopfronts.

Review and Evaluation

This policy will be reviewed after the 12-month trial period to evaluate its impact and determine the potential for long-term implementation.

Expression of Interest Opportunity

- Process
- Register and Apply
 - Submit an online application via the **Licence to Play Online Portal**.
 - Council Review
 - Applications are assessed based on impact, feasibility, and public benefit.
 - Approval and Funding Agreement
 - Successful applicants receive formal approval and funding conditions.
 - Implementation
 - Businesses complete their shopfront improvements within 12 months.
 - Final Inspection
 - Council verifies completion of the project and compliance with approved plans.
 - Maintenance Commitment
 - Businesses maintain improvements for long-term benefit.

Related Information

- Burwood Development Control Plan
- Roads Act 1993
- Outdoor Eating Policy
- Temporary Road Closure (including Standing Plant) Policy
- Work Zone Policy
- Code for Activities Affecting Roads



Vacant to Vibrant

Introduction

The Vacant to Vibrant program invites artists, creatives, property owners, and real estate agents to activate vacant shopfronts through temporary art, lighting, and creative advertising installations within the Burwood LGA. This initiative aims to beautify vacant spaces, support local artists, and demonstrate the potential of short-term pop-up opportunities for property owners and developers.

Installations will align with Burwood’s Cultural Strategy and may include:

- Art studios and exhibition spaces
- Lighting and digital art displays
- Creative advertising and branding activations
- Other artistic interventions that enhance the public realm

Council will facilitate connections between real estate agents, property owners, and the creative industry to activate these spaces while also providing employment opportunities for local artists.

Definitions

Term	Definition
Vacant Shopfront	A commercial space that is currently unoccupied and available for temporary activation under the program. These spaces are identified in collaboration with property owners, real estate agents, and Council to ensure suitable locations for creative installations.
Creative Activation	A temporary artistic intervention designed to enhance the visual appeal and engagement with a vacant space. This may include art installations and lighting displays.A

Objective

1. **Enhance Public Spaces**
 - o Transform vacant shopfronts into vibrant, engaging, and visually appealing spaces.
 - o Encourage creative placemaking that aligns with Burwood’s Cultural Strategy.
2. **Support Local Artists and Creatives**
 - o Provide opportunities for local artists to showcase their work in a highly visible, public-facing setting.
 - o Foster collaboration between artists, property owners, and tenants.

3. **Stimulate Economic Activity**
 - o Increase foot traffic to local businesses by turning underutilised spaces into attractions.
 - o Demonstrate to property owners and developers the viability of short-term pop-ups as a commercial activation strategy.
4. **Community Engagement and Activation**
 - o Encourage community participation through accessible, interactive, and engaging public art.
 - o Create a sense of pride and ownership in the streetscape.
5. **Promote Innovation and Creativity**
 - o Encourage bold, experimental, and creative approaches to revitalizing vacant spaces.
 - o Showcase a diverse range of artistic expressions both day and night through lighting, projection, and digital installations.

Eligibility Criteria

This policy applies to:

- Property owners and real estate agents who have vacant shopfronts in the Burwood LGA.
- Artists, designers, and creatives seeking to install temporary activations.
- Businesses and tenants collaborating on creative shopfront activations.

Approvals Process

- Participants must register and apply through the **Licence to Play Online Portal**.
- Applications must include:
 - o Detailed proposal (concept, materials, and intended impact).
 - o Safety measures to ensure public safety and pedestrian flow.
 - o Proposed duration of the installation.
 - o Collaboration agreements with property owners/tenants (if applicable).
- Council will assess applications based on creative merit, feasibility, safety, and alignment with program objectives.
- This provision does not enable land owners toA change the property's approved use. It doesA however promote the activation of vacant spacesA visible from footpath (not involving physical accessA to the premises).A
- Final approval will be granted by Council, ensuring all activations contribute positively to the public realm.

Program Structure

Phase	Key Activities
Expression of Interest (EOI) Submission	Artists, creatives, and property owners submit proposals via the Licence to Play Online Portal .
EOI Assessment & Shortlisting	Council reviews applications based on creative merit, feasibility, and public benefit. Shortlisted applicants are invited to proceed.
Creative-Property Owner Matchmaking	Council facilitates introductions between artists, property owners, and real estate agents to establish agreements.
Final Approvals & Agreements	Approved applicants sign agreements, confirming timeline, and other responsibilities.
Installation Phase	Participants execute their installations.A
Program Launch & Promotion	Council supports the promotion of the activity including via social media, and eNewsletters.A
Display & Public Engagement	Installations remain in place, with ongoing monitoring and engagement opportunities.
Removal & Restoration	Participants remove installations and restore shopfronts to their original condition.
Program Evaluation & Adjustments	Council assesses program success andAgathers feedbackAto inform future application.A

Responsibility

Property Owners mustA

- Design, install, and maintain their activation in good condition for the duration of the display period.
- Ensure installations are:
 - o Safe and structurally sound, meeting all relevant safety standards.
 - o Visually appealing and suitable for public display.
 - o Non-obstructive to pedestrian pathways and access points.
 - o Free from offensive, obscene, or discriminatory content.
- Ensure installations are appropriate for the location.
- At the end of the display, remove all materials and restore the shopfront to its original condition.

Decision making principles

1. **Public Benefit and Community Engagement**
 - Does the proposed installation enhance the streetscape and improve the visual appeal of the area?
 - Will it engage and attract the community, encouraging foot traffic and activation of underutilised spaces?
 - Does the project provide opportunities for public interaction, cultural expression, or creative engagement?
2. **Alignment with Burwood’s Cultural and Strategic Priorities**
 - Does the proposal align with Burwood’s Cultural Strategy and Council’s broader placemaking goals?
 - Does it support the growth of Burwood’s creative sector, showcasing local artists or designers?
 - Will it contribute to a vibrant and diverse urban environment, encouraging further creative interventions?
3. **Creative Merit and Innovation**
 - Is the project concept innovative and unique, bringing a fresh perspective to public space activation?
 - Does the project introduce new ways of engaging audiences, such as through interactive or illuminated elements?
4. **Feasibility and Deliverability**
 - Is the project realistic, cost-effective, and achievable within the proposed timeline?
 - Does the applicant have a clear plan for installation, maintenance, and removal of the activation?
 - Are the materials, construction, and setup practical and suitable for the environment?
5. **Safety, Compliance, and Accessibility**
 - Does the installation comply with all safety regulations?
 - Has the applicant included appropriate risk management and public liability considerations?
 - Will the installation avoid obstructing footpaths, doorways, emergency exits, or visibility for existing tenants?



6.ACollaboration and Stakeholder Support

- Has the proposal demonstrated a clear plan for collaboration, ensuring alignment between creatives and commercial stakeholders?
- For co-located projects, does the submission showcase a cohesive approach, benefiting multiple businesses or spaces?

7.ALong-Term Activation and Economic Impact

- Does the proposal help showcase the viability of short-term pop-ups as aA successful ongoing strategy?
- Will the activation increase commercial interest in the space and contribute to economic revitalization?
- Does the project have the potential to influence future leasing models for vacant properties in Burwood?

Fees and Charges

- Participants are responsible for costs related to design, fabrication, installation, maintenance, and removal of the installation.

Risk Management Protocols

- **Safety & Structural Integrity**
 - o Installations must be secure, stable, and free from hazards.A
 - o Installations should be visible from the footpath.
 - o Installations should not be disracting toA motoristsA
- **Fire & Electrical Safety**
 - o All electrical components must meet Australian safety standards, with fire-resistant materials used where required.
- **Public Liability Insurance**
 - o A minimum of \$20 million in Public Liability Insurance is required, with proof submitted before approval.
- **Accessibility & Pedestrian Flow**
 - o A 1.8m clear pedestrian pathway must be maintained at all times.
- **Compliance & Permits**
 - o Installations must comply with Council regulations, with further approvals obtained if necessary.
- **RemovalA**
 - o Participants must restore spaces to theirA original condition after removal, covering anyA associated costs.A

Monitoring and Compliance

- Council will conduct inspections to ensure installations remain safe, well-maintained, and compliant.
- If an installation poses a safety hazard, is poorly maintained, or fails to meet agreed conditions, Council reserves the right to rescind approval forA the activation.
- Participants who fail to comply with program guidelines may be ineligible for future funding opportunities.

Review and Expansion

This policy will be reviewed after the 12-month trial period (April 2025) to evaluate its impact and determine the potential for long-term implementation.A

Location

The Vacant to Vibrant Program applies to eligible vacant shopfronts and across the Burwood LGA, with a focus on:

- High-foot-traffic ground floor retail areas within the Burwood Town Centre and neighbourhood centres including The Strand, Croydon.
- Commercial precincts with vacant shopfronts that would benefit from activation.
- Properties where owners, real estate agents, or tenants support creative activation.

Council will determine final locations to ensure activations align with urban planning and placemaking strategies.



Art Front

Introduction

The Art Front Program aims to transform vacant shopfronts into visually appealing leasing showcases through the use of artistic ‘for lease’ vinyl wraps commissioned by Burwood Council. This initiative enhances public spaces, supports local artists, and stimulates economic activity by increasing the attractiveness of vacant properties for potential tenants.

This provision allows real estate agents to install up to 100% vinyl wrap coverage on shopfront windows, using pre-approved artwork designed by local artists to activate these spaces while also providing employment opportunities for local artists.

Definitions

Term	Definition
Artistic Vinyl Wrap	A high-quality, adhesive material used to cover vacant shopfront windows, displaying Council-commissioned artwork alongside leasing information. These wraps transform empty spaces into visually appealing leasing showcases while supporting local artists.
Shopfronts For Lease	Vacant shopfronts that are temporarily transformed into visually engaging leasing spaces using artistic vinyl wraps to increase visibility and interest from potential tenants.

Objective

- **Enhance Public Spaces**
 - o Convert empty shopfronts into attractive leasing showcases, improving streetscape aesthetics.
 - o Create a vibrant and engaging environment that draws attention from potential lessees and the community.
- **Support Local Artists**
 - o Wherever possible, Council will commission artworks from local artists, providing opportunities for exposure and cultural contribution.

- **Stimulate Economic Activity**
 - o Improve the leasing potential of vacant properties by making them more visually appealing.
 - o Encourage economic revitalisation through increased interest and foot traffic in key commercial precincts.
- **Community Engagement**
 - o Foster community pride by engaging local artists and real estate agents in beautifying public spaces.
 - o Create visually stimulating, creative displays that activate shopfronts while awaiting new tenants.

Eligibility Criteria

This policy applies to:

- Real estate agents operating within the Burwood LGA who wish to use artistic vinyl wraps as a leasing tool.
- Property owners partnering with agents to enhance their vacant shopfronts.
- Local artists commissioned by Council to create artwork for the vinyl wraps.

Approvals Process

- **Application Submission**
 - o Real estate agents or property owners must register and apply through the **Licence to Play Online Portal**.
 - o Applications must include:
 - Details of the vacant property.
 - Confirmation of property owner consent.
 - Selection of a pre-approved Council-commissioned design.
- **Council Review & Approval**
 - o Council will review applications to ensure:
 - The location is suitable for vinyl wrap installation.
 - The selected artwork aligns with Council guidelines.
- **Installation & Compliance**
 - o Once approved, agents must print and install the vinyl wraps within four weeks.
 - o Council will monitor compliance and conduct periodic site inspections.

Responsibility

Real Estate Agents and/or Property Owners

- Print, install, and maintain the vinyl wraps.
- Ensure wraps remain clean, undamaged, and free from vandalism.
- Comply with all provisions of Council's Hoarding Policy.
- Remove wraps and restore shopfronts once leased.
- Provide feedback to Council on the effectiveness of the program.

Burwood Council

- Commission four different artworks for vinyl wraps, selecting high-quality, engaging designs.
- Maintain a catalogue of pre-approved artworks for real estate agents to choose from.
- Facilitate the application and approvals process through the **Licence to Play Online Portal**.

Decision making principles

1. **Public Benefit & Streetscape Improvement**
 - Does the proposed installation enhance the visual appeal of the streetscape?
 - Will it contribute to a vibrant and attractive leasing environment?
2. **Feasibility & Compliance**
 - Is the property suitable for vinyl wrap installation?
 - Can the wrap be installed and maintained without causing damage or safety issues?
3. **Economic Impact & Leasing Potential**
 - Will the installation increase interest from potential lessees?
 - Does the program support economic revitalization of key commercial precincts?
4. **Community & Stakeholder Engagement**
 - Does the real estate agent commit to maintaining the wrap in good condition?
 - Will the program encourage ongoing collaboration between artists, businesses, and Council?
5. **Compliance and Monitoring**
 - Council will conduct periodic inspections to ensure vinyl wraps remain in good condition.
 - Council reserves the right to remove any wrap that does not meet program guidelines or has exceeded the permitted leasing display period.
 - Failure to comply may result in removal from the program or restrictions on future participation.

Fees and Charges

Council will commission and fund the artwork designs for the installation of up to 20 vinyl wraps. Real Estate Agents or property owners must cover the cost of printing and installation of the vinyl wraps thereafter. Designs will consistently be available for use free of charge. No Council permit fees will be charged for participation in this program.

Monitoring and Compliance

Real Estate Agents and Property Owners are responsible for maintaining the wraps, addressing any damage, vandalism, or deterioration promptly. Once a property is leased, agents must remove the vinyl wrap and restore the shopfront to its original condition.

Council reserves the right to remove non-compliant wraps or restrict future participation for agents who fail to uphold program requirements.

Review and Expansion

At the end of the first year, Burwood Council will review the program's success and consider expanding its scope for future projects.

Expression of Interest Opportunity Process

- **Application Submission**
 - o Agents provide property details, owner consent, and artwork selection from Council's pre-approved designs.
- **Council Review & Approval**
 - o Applications are assessed for suitability, compliance, and alignment with program objectives.
- **Printing & Installation**
 - o Approved agents print and install the vinyl wraps within four weeks of approval.
- **Monitoring & Compliance**
 - o Council inspects wraps to ensure maintenance and compliance throughout the leasing period.
- **Wrap Removal**
 - o Agents remove wraps once the property is leased and restore the shopfront.

Location

The Art Front Program applies to vacant shopfronts across the Burwood LGA, with a focus on:

- Retail and commercial precincts on main streets with high foot traffic.
- Shopfronts in key business and activation zones identified by Council.

Final locations will be determined by Council based on assessment of suitability and impact.



Burwood Waysign

Introduction

The Destination Burwood Wayfinding Policy provides a framework for select commercial operators to participate in the creation and installation of vibrant, illuminated wayfinding signage at key locations within the Burwood LGA.

This initiative aims to improve navigation, enhance the public realm, and create visually striking landmarks that align with Burwood’s modern, dynamic urban identity. Council will oversee the design and installation of wayfinding signage, ensuring a consistent and high-quality aesthetic that integrates seamlessly into the streetscape. Selected commercial operators will have the opportunity to contribute to the design process, but Council will make the final decision on all design elements.

Operators will be required to fund the fabrication and installation costs, while Council will manage the project’s execution in the public realm.

Term	Definition
Wayfinding Signage	A publicly installed sign designed to guide pedestrians and visitors to key commercial locations, transport hubs, and attractions within the Burwood Town Centre. The signage is intended to improve navigation, visibility, and accessibility for businesses while enhancing the urban streetscape.
Anchor Commercial Operator	A major business, retailer, shopping centre, entertainment venue, or cultural institution within the Burwood Town Centre that contributes significantly to economic activity, visitor engagement, and foot traffic. Only eligible anchor commercial operators may apply for wayfinding signage.
Public Realm	The shared urban spaces that are accessible to the public, including footpaths, plazas, transport hubs, and main streets. Under this program, wayfinding signage will be installed in the public realm, ensuring maximum visibility and accessibility for pedestrians.

Objective

- 1. Enhance wayfinding and navigation by providing clear, visually engaging signage at key commercial locations.
- 2. Support anchor commercial operators by improving their visibility through strategically placed signage.
- 3. Ensure design consistency and aesthetic appeal by creating vibrant, illuminated wayfinding assets that align with Council’s urban design principles.
- 4. Streamline the approval process for wayfinding signage while maintaining Council’s control over design and integration into the public domain.
- 5. Encourage collaboration between Council and selected commercial operators to develop signage that reflects the identity of key locations.

Eligibility Criteria and Locations

- Eligibility Requirements:
- Applicants must be significant commercial operators (e.g., major retailers, shopping centres, entertainment venues, or cultural institutions) contributing to local economic activity.
 - Businesses must demonstrate the need for wayfinding signage to improve accessibility for customers or visitors.
 - Applicants must commit to funding the fabrication and installation costs as per Council’s approved pricing.
 - Selected businesses will participate in the design process, but Council will have the final say on design, placement, and materials.

Council reserves the right to determine eligibility and approve signage locations on a case-by-case basis.

Designated Locations:

The Destination Burwood Wayfinding Program applies to major commercial operators located within the Burwood Town Centre.

The exact placement of wayfinding signage will be determined at Council’s discretion to ensure maximum visibility and public benefit. Signage will be strategically positioned in high-traffic areas for example transport hubs such as Burwood Station and at the intersection of key main streets, to enhance navigation and accessibility for visitors, shoppers, and commuters.

Council will assess each location in consultation with selected businesses to ensure it aligns with urban design principles, pedestrian flow, and wayfinding effectiveness while maintaining the integrity of the streetscape.

Fees and Charges

- Commercial operators will be responsible for all costs related to the fabrication and installation of the signage.
- A registration and application fee is required to apply through the **Licence to Play Online Portal**.
- Council will cover the costs of developing the signage design and will manage the installation in the public realm.
- Fees will be determined based on materials, complexity, and installation requirements and will be reviewed annually.
- Council will provide the selected applicants with full terms and conditions in a lease agreement prior to delivery.

Approvals

- Applicants must submit an expression of interest via the **Licence to Play Online Portal**.
- Council will assess applications based on eligibility criteria, location suitability, and public benefit.
- Selected businesses will participate in a collaborative design process led by Council to ensure a cohesive and high-quality outcome.
- Council will:
 - o Develop all wayfinding designs, ensuring consistency with Burwood’s urban identity.
 - o Determine the materials and lighting specifications, with a focus on illuminated and visually impactful signage.
 - o Select the final location and integration method within the public realm.
- Businesses will not be permitted to develop or propose independent designs, ensuring consistency across all wayfinding assets.

Once designs are finalised, Council will manage fabrication and oversee installation, ensuring compliance with safety, planning, and accessibility regulations.

Responsibility

- Approved businesses must:
- Submit a formal application through the **Licence to Play Online Portal**.
 - Fund all costs related to the fabrication and installation of the signage.
 - Collaborate with Council in the design process, adhering to the approved style guide.
 - Adhere to Council’s final design decisions, including materials, placement, and lighting specifications.
 - Ensure ongoing participation in the signage maintenance program as determined by Council.

Decision making principles

- Burwood Council will assess all applications based on the following criteria:
- 1. Public Benefit and Accessibility**
 - Does the signage enhance wayfinding for pedestrians, visitors, and customers?
 - Will it improve navigation and visibility for a key commercial destination?
 - 2. Design and Streetscape Integration**
 - Does the proposal align with Council’s urban design and public realm strategy?
 - Will the signage be aesthetic, illuminated, and visually cohesive within the streetscape?
 - 3. Suitability of Location**
 - Is the proposed location high-traffic and appropriate for wayfinding purposes?
 - Will the signage be positioned to maximise visibility without obstructing pedestrian movement?
 - 4. Compliance with Regulations**
 - Does the proposed signage comply with Burwood Council’s signage regulations?
 - Are there any safety or planning restrictions that need to be considered?
 - 5. Financial and Operational Feasibility**
 - Can the commercial operator cover the fabrication and installation costs?
 - Will the signage be durable and easily maintained by Council?

Review and Evaluation

This policy will be reviewed after the 12-month trial period (April 2025) to evaluate its impact and determine the potential for long-term implementation.



Expression of Interest Opportunity Process

1. Registration and Application Submission

- Eligible major commercial operators within the Burwood Town Centre must submit an EOI application through the **Licence to Play Online Portal**.
- Applicants must provide:
 - o Business details (name, location, ABN, contact information).
 - o Justification for signage (why it is needed and how it benefits navigation and accessibility).
 - o Proposed signage location preference (Council will have final discretion on placement).
 - o Confirmation of commitment to fund signage fabrication and installation costs.

2. Council Review and Selection

- Council will assess applications based on:
 - o Eligibility criteria (major commercial operator contributing to local economic activity).
 - o Public benefit and accessibility impact.
 - o Integration with Burwood's wayfinding and public realm strategy.
- Successful applicants will be notified, and selected businesses will be invited to participate in a collaborative design process with Council.

3. Design and Approval

- Council will:
 - o Develop all wayfinding signage designs, ensuring consistency with Burwood's streetscape.
 - o Consult with selected operators for input while maintaining final design authority.
 - o Determine signage placement at key locations near transport hubs and main streets.
- Once the design is finalised, Council will provide cost estimates for fabrication and installation, which must be covered by the commercial operator.

4. Payment and Installation

- Selected businesses must:
 - o Confirm acceptance of the final signage design and location.
 - o Pay the full fabrication and installation cost before production begins.
- Council will oversee fabrication and installation in the public realm to ensure quality and compliance with safety regulations.

5. Maintenance and Compliance

- Council will retain responsibility for ongoing maintenance of installed wayfinding signage.
- If a business relocates or ceases operations, Council may remove or repurpose the signage.
- Council reserves the right to revoke approvals or remove signage if applicants fail to meet financial commitments or attempt to modify Council-approved designs.





Policy Context

The License 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 License 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 License 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



Burwood

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