



Burwood ^{Inc.1874}

Burwood . Burwood Heights . Croydon . Croydon Park . Enfield . Strathfield

SHOPFRONT IMPROVEMENT PROGRAM POLICY 2021-2024

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1. Purpose

To provide 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.

2. Scope

Applies to business owners and/or tenants (with owner's consent) within eligible locations in the Burwood Local Government Area.

3. 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.

4. 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.

5. How Does Council Funding Work

Council will contribute 100% of the overall eligible project cost of the upgrade to a maximum of \$3,000 (inclusive of GST) for any eligible project.

Two quotes must be supplied as part of the application. 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:

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

6. What Work 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.

7. Eligible Locations

The Shopfront Improvement Program will be delivered in a staged approach over a three (3) year period in accordance with the 'eligible locations' outlined in the table below.

Business owners and/or tenants (with owner's consent) of each rateable property that fronts a roadway within the Burwood Town Centre or other local centres will be prioritised for funding in the financial year specified below.

YEAR	ELIGIBLE LOCATIONS
2021/22	Burwood Town Centre (ongoing) Enfield Local Centre (Year 1)
2022/23	Burwood Town Centre (ongoing) The Strand, Croydon and Croydon Park Local Centres (Year 2)
2023/24	Burwood Town Centre (ongoing) Strathfield Town Centre (Year 3)

8. 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:

8.1 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.

8.2 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).

8.3 Colours

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.

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.

8.4 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.

8.5 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 plant

- 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.

9. Shopfront Improvement Program Applications

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.

10. Assessment and Approval Responsibility

Applications will be determined by a panel of at least three Council Officers having regard to the content of this policy. The Elected Council Members or Burwood Local Planning Panel Members shall not influence the determination of applications.

11. Applicant's Responsibility

Applicant's responsibility includes but is not limited to:

- 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.

12. Breaches

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.

13. 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*