



Attachment 1 to Item 4.3.1

Draft South Windsor Shopfront and
Facade Improvement Guidelines

Date of meeting: 10 October 2023
Location: Council Chambers
Time: 6:30pm

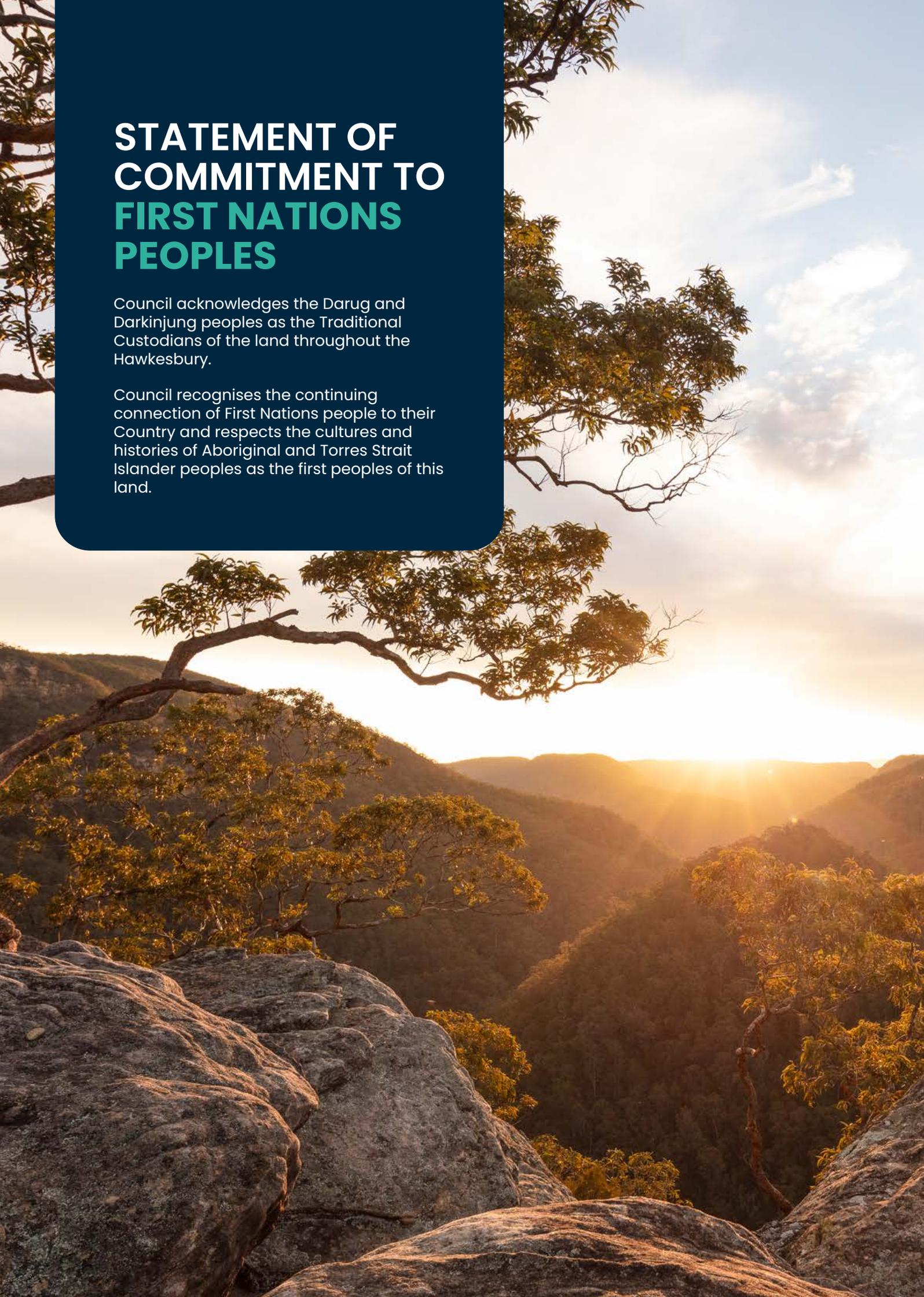
**DRAFT
SOUTH WINDSOR
SHOPFRONT & FAÇADE
IMPROVEMENT
GUIDELINES**

OCTOBER 2023



PREPARED BY:





STATEMENT OF COMMITMENT TO FIRST NATIONS PEOPLES

Council acknowledges the Darug and Darkinjung peoples as the Traditional Custodians of the land throughout the Hawkesbury.

Council recognises the continuing connection of First Nations people to their Country and respects the cultures and histories of Aboriginal and Torres Strait Islander peoples as the first peoples of this land.



Introduction to the Shopfront & Façade Improvement Program

The South Windsor pilot Shop Front and Façade Improvement Program is a grant program designed to encourage building owners and operators along George Street in South Windsor's Town Centre to invest in façade and shop front improvements. The aim of the Program is to develop a partnership between Council and businesses to make the Centre more attractive to visitors and customers.

Businesses are seeking ways to revitalise town centres and attract patrons. Improving shop fronts and façades can improve a town centre's atmosphere and has proven a successful tool in enhancing town centres as destinations. This is backed up by numerous international studies that show how design improvements and upgrades to shop fronts change the perception of businesses, attract more people and increase sales over time.

If implemented, the Program promises to activate frontages and enhance South Windsor's vibrancy while supporting the retail rebirth of the Town Centre.



The Program will focus on improvements that contribute to the street appeal for pedestrians and enhance the identity of South Windsor as a retail and dining destination. Improvements that provide shade, points of interest, aesthetic appeal and opportunities to pause and rest contribute to the walkability of our streets, which in turn has health, environmental, social and economic benefits.

This Program follows a similar shop front improvement scheme that was implemented in 2019 to assist business owners, tenants and landlords to improve the external appearance of their premises within Windsor Mall.

“ The Program provides a unique opportunity to enhance South Windsor as a retail and dining destination with a pedestrian friendly experience and improved overall appeal ”

How the Program **Works** For South Windsor

Objectives for South Windsor

This program is about bringing new life to South Windsor’s retail and streetscape vibrancy in a post-Covid-19 reality where businesses are seeking ways to revitalise the town centre and attract patrons.

Eligible Works

- Painting and/or cleaning of façade;
- Window or door upgrades;
- Removal of outdated assets such as signage, air conditioning units and hoardings;
- Minor repairs to existing façade tiles or stone accents, or structural façade elements and awnings;
- Installation of new business signage;
- Installation of window/shop front planters;
- Outdoor seating;
- Installation of new store lighting visible from the street; and/or
- Other external façade works proposed by a landlord/business owner that reflect the intent and purpose of the fund.

Program Boundary Area – South Windsor Town Centre





Places like Parramatta, NSW and Ipswich, QLD have instituted similar improvement programs and found success.

For example, in Ipswich applicants can apply for a dollar-for-dollar matched funding of up to \$15,000 (exclusive of GST) in contribution from Ipswich City Council. This is available once per business, per premises, per annum. The total pool of funding is capped at \$100,000.

Easy Tips for **Improving** Façades & Shopfronts

Invite Customers In

Design will be an important part of improving façade and shopfronts and key to attracting more patrons. Outlined below are best practice tips to easily adapt shopfronts under this program.

01 **Create a 'Living Room' Outside the Shop front**

People attract people. Create a living room outside your shop front by putting out a simple bench or al fresco dining seats and tables.





02 Turn the Footpath into a Park

Turning your little piece of sidewalk into a park by using a few house plants. Ensure Clear passing zone for pedestrians and disabled access.

Easy Tips for **Improving** Façades & Shopfronts

03 **Increase Shopfront Transparency**

Transparent frontages allow for a positive interaction with the inside shop and patrons on the footpath. Using that transparency to your advantage is easy by making things happen just on the other side. "You're putting on a show".





04 Enhance Identity with Variety & Detail

Put what makes your shop unique front and centre. Frontage details and unique signage provides the first impression to customers. A collection of narrow shopfronts that are varied creates a sense of place, character and identity.

Easy Tips for **Improving** Façades & Shopfronts

05 **Create Vibrant Window Displays**

Encourage pedestrians on the footpath to stop and engage with your shop front, encouraging them to step into the shop and become a customer.





06 Create Multiple Points of Exchange

Open up the shop to create multiple points of exchange between the streetscape and interior. For example, a cafe's take-away counter can open onto the street while still serving customers inside.

Easy Tips for **Improving** Façades & Shopfronts

07 **Improve Lighting fit for Night Time Trading**

Sometimes making your shopfront stand out is as simple as switching out light bulbs. Both on the interior and exterior, attractive lighting can improve sense of safety and boost the centre's night time economy.





08 Utilise Paint and Art

A fresh lick of paint is a simple strategy to increase your shopfront's vibrancy.

Painting murals with local artists on nearby laneways, arcades or blank walls can enhance the entire centre's identity.

How to Apply

Who Can Apply

A property owner or a tenant holding owner's consent (which must be evidenced in writing), for a business physically located in the eligible Program Boundary Area. Present an appropriate business registration (ABN), including that of sole trader if applicable.

Eligibility Criteria

Applications for a grant under this scheme will only be considered if they meet the following criteria:

- Where required, a planning permit or building permit must be obtained and compliance with such permit followed.
- Works have not commenced or been completed prior to submitting an application.
- The project involves carrying out work on Retail Façade Infrastructure within South Windsor Town Centre.
- The applicant will match grant funds on a dollar-for-dollar basis

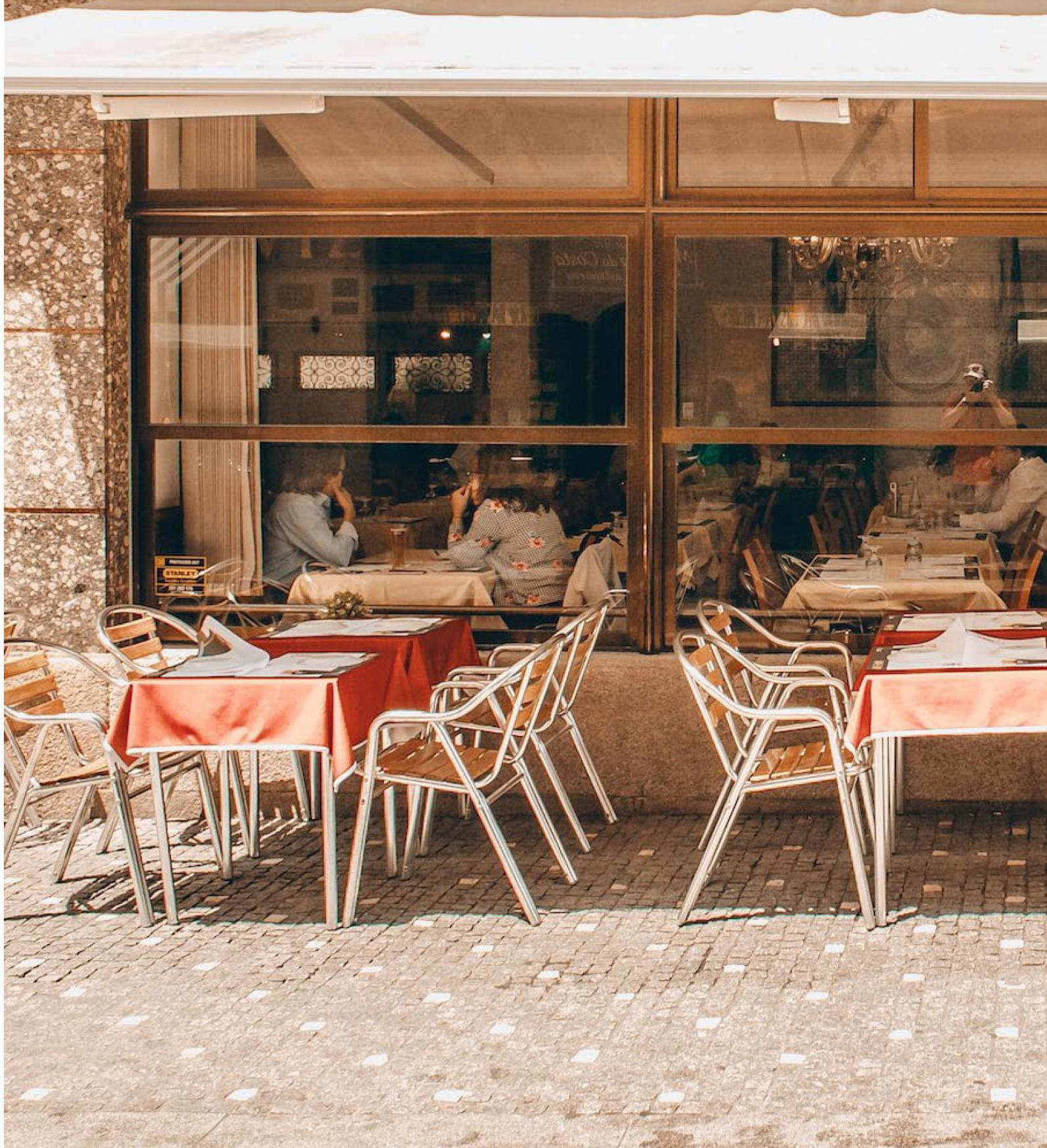
Application Process

Before starting the application process, applicants should call Council to discuss their shopfront improvement project. Applicants can contact Hawkesbury City Council, at (02) 4560 4444 or council@hawkesbury.nsw.gov.au

Council staff will work with applicants to review preliminary plans and colour palettes before the proposal is fully developed. Eventually, applicants will be required to sign a funding agreement that outlines works to be carried out and conditions for payment.

Following the completion of the works, the applicant is required to contact Council via written request for the payout of the funds. The applicant should also provide relevant receipts and tax invoices. Council staff will undertake a site visit to ensure that the work complies with the funding agreement. Provided that works are completed as per the funding agreement, Council will dispense the rebate within 30 days.

Café Bar



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