



Burwood After Dark Strategy

2023



Burwood
Inc.1874

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

Acknowledgment of Country

Burwood Council acknowledges the Wangal Clan of the Eora Nation, the traditional custodians of the lands in 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.



Mayor's message

After months of research and engagement with our residents, visitors, businesses and services, I am excited to present the Burwood After Dark Strategy to our community. This document represents a significant milestone in our journey towards creating a vibrant and thriving night time economy in our community.

The Burwood Local Government Area (LGA) has made leaps and strides in the past decade to become known as a lively, diverse and vibrant destination to rival any LGA throughout NSW. Our multiculturalism and entrepreneurship are known through Sydney, and now it is time for our night time economy to take the spotlight.

We are not starting from scratch – you only need to take a stroll through Clarendon Place, down Burwood Road, or through Unity Place after dark to be struck by the colour, entertainment and dining options on offer already. Our foundation is strong, and we have only scratched the surface of our true potential.

This Strategy is a blueprint that reflects our commitment to seizing and creating opportunities to

make our town centre more vibrant and diverse than ever, with a variety of activities and experiences that attract visitors whilst meeting local resident needs.

One of our key priorities as we move forward is safety. Burwood already enjoys a reputation as a safe, welcoming LGA, and we are dedicated to seeing this reputation extend into our expanded night time offerings.

Achieving our shared vision requires collaboration and partnership, and we will be working closely with businesses, local services, and our community to see Burwood's nightlife fulfil its enormous potential.

Thank you to all who have contributed their time and insight to this Strategy, and we look forward to delivering a dynamic night time economy with a range of exciting opportunities for all members of our community.



Cr John Faker,
Mayor of Burwood

Contents

Acknowledgment of Country	2	Our strategy	26
Mayor's message	2	Focus Areas	27
Executive summary	3	Focus Area 1 – Place	28
Our night vision	4	Focus Area 2 – Connection	31
Our focus areas	5	Focus Area 3 – Experience	34
What we heard	6	Focus Area 4 – Destination	37
Making it happen	9	Implementing the Framework	40
Spotlight on Burwood	11	Our precincts after dark	41
What is the Night Time Economy?	11	Measuring our night time activity	44
Our Night Time Economy	12	Existing Night Time sub-precincts	47
Strategic Alignment and Opportunities	13	Future Night Time sub-precincts	50
Who we are	14	References	51
Economic Trends	16		
Connected to Sydney and beyond	19		
Place Audit	20		
Lighting Audit	21		
Journey Mapping	22		
Drivers of Change	23		
Barriers and Challenges	25		





Executive summary

Burwood is expanding its after dark identity. Recent population growth, an emerging destination identity, and transformative urban projects are pushing our Night Time Economy (NTE) to the next level. A bold vision for Burwood's Night Time Economy is in order to help our area transition. This After Dark Strategy heralds that change.

The Burwood After Dark Strategy (the strategy) sets a long-term vision and a cohesive 10-year roadmap for Burwood's night time economy. Focused on Burwood (referring to Burwood Town Centre and Burwood North area), this Strategy will make the area a more vibrant place with a diverse range of cultural activities, events and entertainment after dark.

Burwood is well-placed between the two CBDs of Sydney and Parramatta, allowing it to not only embrace, but champion the opportunities presented by the night time economy. With investment into new infrastructure and a significant amount of urban renewal underway, now is the time to ensure our renowned offering continues to grow and expand for generations to come.

This strategy has been informed by the preparation of the Burwood Economic Development and Night Time Discussion Paper, and a thorough round of community consultation with our local residents, key private and government stakeholders, and local champions. The implementation of a vibrant, diverse and safe night time economy in Burwood is contingent on a successful After Dark Strategy. This Strategy explores how this vision can be achieved through four focus areas – Place, Connection, Experience and Destination.



Our night vision

In 2033, the Burwood Town Centre is a **captivating and welcoming destination after dark. Burwood is a thriving metropolitan experience, renowned for its authentic and polished night time offerings, centred around progressive ideas.**

Burwood is at a crossroads of change, with city-shaping projects unfolding to support a growing population. Burwoods established retail and dining scene is illuminated with complementary cultural and creative activities.



Renowned as a cross-cultural late-night **destination**, Burwood attracts visitors from across Greater Sydney and corners of the globe.



Burwood is well-**connected** to established and emerging centres of Sydney, Parramatta, and Sydney Olympic Park, enriched by new world-class transport infrastructure.

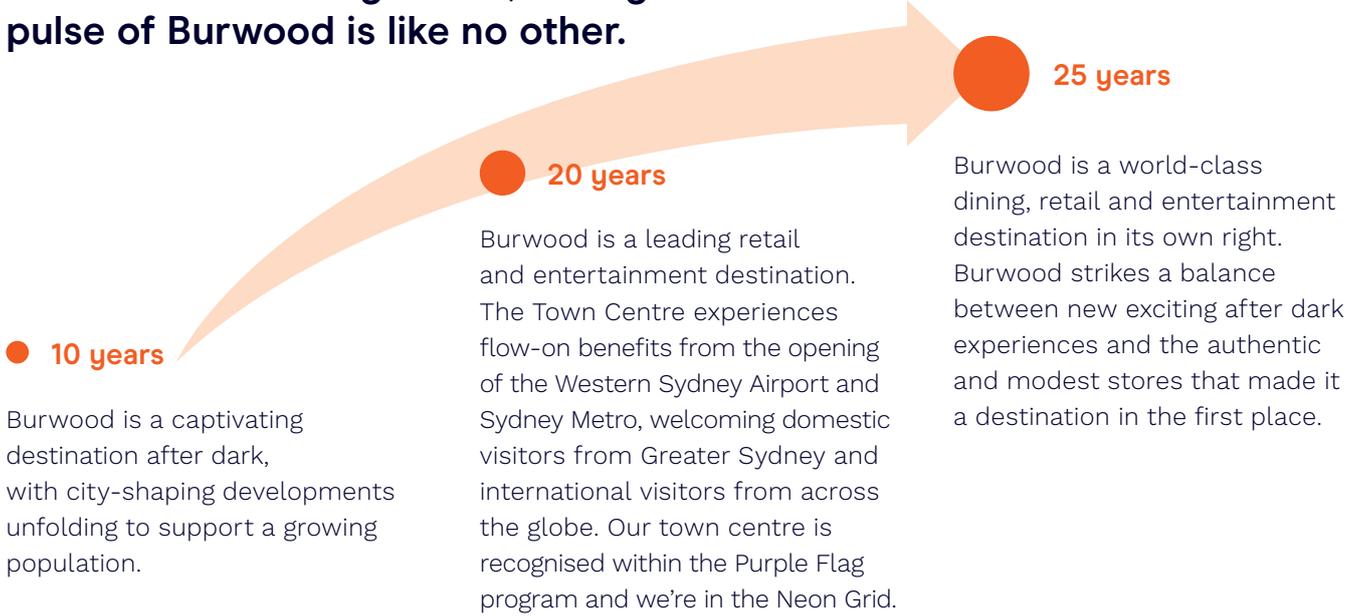


Burwood offers diverse **experiences**, from food and gaming to live family-friendly entertainment.



Burwoods urban fabric is a vibrant, safe and welcoming **place** that meets the needs of both locals and visitors by night.

Authentic and unforgettable, the night pulse of Burwood is like no other.



Our focus areas

The Burwood After Dark Strategy is supported by four pillars that achieve our exciting vision for Burwood.

These focus areas have been shaped through community consultation and research on different aspects of the night time economy and its management. Beginning with 'Place' (i.e. Burwood's current state of the night), these focus areas build towards positioning Burwood as a 'Destination' (i.e. Burwood's future late-night potential).

Pillar	Justification	Description	Focus
Place 	<p>The physical place-based components such as streets, spaces and buildings that support everyday life.</p>	<p>Burwood's night time economy is anchored by the foundations of a great place that is safe, vibrant, and diverse.</p>	<p>Physical Infrastructure and Placemaking</p> <ul style="list-style-type: none"> • Safety and community experience • Placemaking and integrated planning • Public spaces • Amenities • Capacity building
Connection 		<p>Burwood's night time economy is strengthened by well-connected transport and infrastructure.</p>	<p>Transport and Infrastructure</p> <ul style="list-style-type: none"> • Public transport • Road infrastructure • Geographic advantage • Movement and Place
Experience 	<p>The destination-based components that support the quality of visitor experience.</p>	<p>Burwood's night time economy is revitalised by a diverse range of experiences.</p>	<p>Businesses and Restaurants</p> <ul style="list-style-type: none"> • Retail and dining hospitality • Business diversification • Tailored experiences • Creative and cultural spaces
Destination 		<p>Burwood's night time economy is recognised as a destination with local and visitor appeal.</p>	<p>Marketing and Promotion</p> <ul style="list-style-type: none"> • Complementary assets • Place branding and marketing • Domestic and international appeal

What our community values

The Burwood Community Strategic Plan, Burwood2036, identifies key principles to guide Council's decision making processes:

1. Sustainability now and for the future
2. Bound by social justice – equity, access



What we heard

As part of the Strategy, over 400 participants and 40 businesses were engaged in meaningful conversations about Burwood's late-night potential.

Our community and local businesses are the driving force behind our night time economy. To ensure we're building a night time that works for everyone, Burwood Council has undertaken a thorough round of community consultation. This includes:



Online Survey



2 x Business Door Knocks through Burwood Town Centre



Online Ideas Wall



3 x Late Night Pop-ups between 6pm to 8pm



Social Media Posts



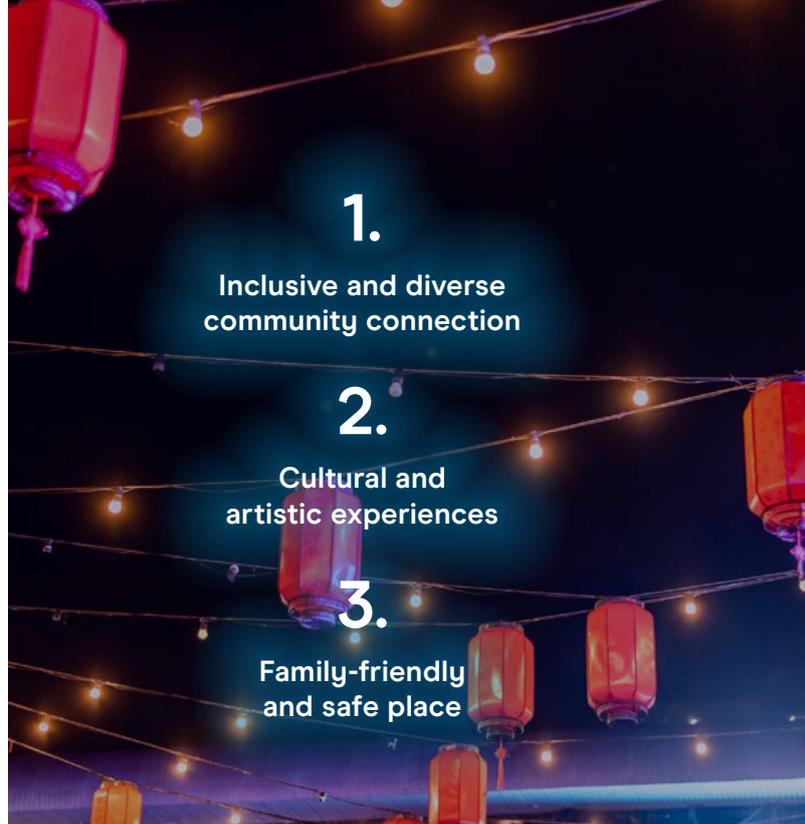
2 x Late Night Intercept Surveys



A workshop with existing businesses



Multiple meetings with key local and external stakeholders



1.

Inclusive and diverse community connection

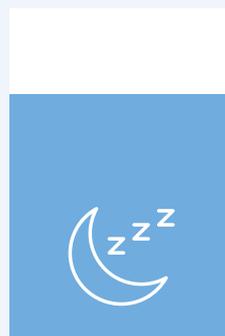
2.

Cultural and artistic experiences

3.

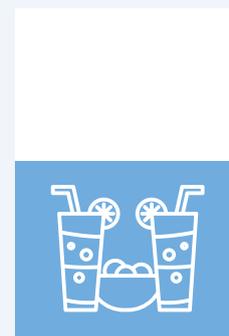
Family-friendly and safe place

What are our priorities?



74%

of people surveyed said they **currently go home** by 9pm.



54%

of people surveyed said they **wanted to stay out** till at least midnight.



This represents a three hour gap between when people currently go home, and when they'd like to stay out

Staying out late



Our community currently go home by 9pm, but there is a strong appetite to stay out.

74% of participants currently stay out in Burwood until 6pm – 9pm. However, 54% of participants expressed they would like to stay out until 11pm and onwards.

Trading late



Businesses in Burwood felt they closed too early and are willing to extend trading hours.

Based on a typical Friday evening, 67% of surveyed businesses trade until 10pm, with a number of businesses closing by 7pm. All surveyed businesses expressed interest in extending business hours – evenly spread across 9pm, 10pm, 12am, 1am, 2am, and 3am or later.

Barriers



Burwood's biggest night time barriers for visitors and community members are associated with diversity of offering, late-night trading, parking and awareness.

When prioritising what prevented them from staying out, 51% of participants nominated “there’s not enough to see and do/I’d like more diversity of things on offer”, 42% thought “nothing is open late enough”, 22% said “it’s hard to get a parking space”, and 22% also expressed “I don’t know what’s on.”

Expenditure



Burwood's night time patrons currently spend less – though are willing to spend more.

Based on a typical per person night time spend, 35% of community participants budget \$20-\$49 for a night-out, 28% spend \$50-\$99, and 20% spend \$19 or less. When compared to potential spending habits, participants were willing to spend more – 35% are willing to spend \$20-\$49, 30% are willing to spend \$50-\$99, and 28% are willing to spend \$100-\$199.

Opportunities



Burwood's night time opportunities are manifold and point to diversification beyond food activities to cultural, creative and recreational uses.

When asked to rank priorities for business programming, 83% of business survey respondents prioritised “outdoor recreation/gaming activities”, 67% nominated “outdoor art activities” and 67% selected “food activities.”



51%

Say there's **not enough to see or do** and nothing is open.



60%

Of people surveyed said they'd **stay out later if there were more creative entertainment.**



50%

Of people surveyed were **willing to spend more than they currently do on a night out.**

50% of people who spend \$20-49 were willing to spend over \$50-99. 53% of people who spend \$50-99 are willing to spend over \$100-199.



Making it happen



This Strategy builds on a strong foundation of existing Council strategies, alongside detailed desktop research and community consultation as part of this project. This Strategy is complemented by an Economic Development Discussion Paper and Visitation and Future Investment Prospectus, providing a holistic ‘state of the night’ of Burwood after dark. Combined, this suite of documents provides a roadmap to position Burwood as a more attractive night time destination to entice new visitors while meeting local resident needs.



Economic Development Discussion Paper

Provides a comprehensive overview of Burwood’s existing night time economy and destination values, testing an economic development vision and roadmap underpinned by community aspirations.



Burwood After Dark Strategy (this document!)

Provides the direction and an implementation plan to deliver a dynamic night time economy that includes cultural, hospitality and entertainment opportunities, which meet the needs of residents, visitors and business.



Visitation and Future Investment Prospectus

Highlights the key attributes and features of our area that make Burwood a dynamic destination for business, entertainment and recreation.

Strategic alignment

This Strategy sits within a broader strategic context and considers the input of the following local and state government policies and frameworks:

Burwood Council	NSW Government
<ul style="list-style-type: none"> Burwood 2036: Community Strategic Plan (CSP) Burwood Local Strategic Planning Statement (LSPS) Research into Local Employment and Investment in Burwood Burwood Place Management Framework (in development) 	<ul style="list-style-type: none"> Greater Sydney 24-hour Economy Strategy Future Transport Strategy NSW Visitor Economy Strategy 2030

Drivers of change

This Strategy considers and responds to several driving forces shaping the experience of Burwood at night, including:

- High population growth
- Retail floorspace demand
- Urban renewal
- Destination qualities
- Public transport
- Local focus
- Social and demographic changes

These drivers of change are described in further detail in page 23 of this Strategy, with research provided in the Economic Development Discussion Paper.

The night time economy consists of all non-domestic activities which take place as the traditional 'business day' ends – between the hours of 6pm and 6am.





Spotlight on Burwood

What is the night time economy?

In an urban environment, night time activities form a distinct environment to the day-time equivalent, organised within three distinct periods of time. Each phase has unique dynamics and community needs¹:

- Evening 6pm to 9pm
- Night time 9pm to 2am
- Late night 2am to 6am

The first conceptualisation of the night time economy in planning and urban governance appeared in Britain in the early 1990s². Over the past three decades, many cities across the globe have deliberately fostered night time economies as a renewal strategy and to deliver objectives of safety, diversity, and productivity. Night time economies are defined by the unique factors of place, connection, experience and destination, meaning no two night time economies will be the same³.

The night time economy is diverse and vibrant, comprising a range of industries and activities. As identified in the Sydney 24-Hour Economy Strategy, these are classified as:

- Core night time businesses
 - Entertainment (e.g. clubs, sports, galleries, and performing arts)
 - Food (e.g. cafes and restaurants)
 - Drink (e.g. pubs and bars)

- Supporting night time businesses
 - Health (e.g. pharmacies and gyms)
 - Groceries (e.g. supermarkets and convenience stores)
 - Hospitality (e.g. accommodation, clothing and department stores)
 - Transport (e.g. public transport and on-demand services)
 - Services (e.g. dry cleaning and beauticians)
 - Social infrastructure (e.g. open space and community centres)*

**NB: 'Social Infrastructure' is not included in Sydney 24-Hour Economy Strategy but is a crucial consideration for Burwood's night time economy*

1 Sydney 24-Hour Economy Strategy, Investment NSW, 2020
 2 Night Time Economy Strategy, City of Ryde, 2016
 3 Sydney Night Time Economy: Cost Benefit Analysis – A Report for the City of Sydney Council, Bevan & Turnham, 2011



“ Each phase [of the night time economy] has unique dynamics and community needs. ”

Our night time economy

Our night time economy

Burwood is an established retail and dining destination within Greater Sydney. Burwood is currently home to vibrant late-night activity that reflects an equally vibrant international community. Significant regional drawcards such as Burwood Chinatown, Burwood Westfield and Emerald Square attract locals and visitors alike and drive traffic into the evening.

Burwood's current state of the night can be summarised in the following points of difference:

- ✔ Burwood has a **major contribution of Chinese restaurants** – 36% of total NTE businesses
- ✔ Burwood has a **mixed NTE business contribution** of bar, restaurant, karaoke and community use establishments
- ✔ Burwood has a **high average-rating of NTE venues** – 3.84 based on an average of 293 reviews
- ✔ Burwood has a **high proportion of newly established venues** which compete directly with long-standing venues across Greater Sydney
- ✔ Burwood has a **majority of early night time establishments** – 27% of total venues shut from 12am

These strengths position Burwood as an attractive destination after dark characterised by authentic, diverse and high-quality offerings.

However, there are several barriers that have limited Burwood's night time prosperity to date. These barriers are described in further detail on page 25 of this Strategy and in the *Burwood Economic Development Discussion Paper* (which supports this After Dark Strategy).

- ✘ **Activity drop-offs** – Burwood has a noticeable decline of business activity and pedestrian movement after 10pm.
- ✘ **Limited economic diversity** – Burwood has limited diversity in culinary and activity offerings.
- ✘ **Lack of creative and cultural drawcards** – Burwood does not have a central cultural or entertainment drawcard.
- ✘ **Marketing and branding** – Burwood is not strongly marketed as a night time destination to wider communities within Greater Sydney.
- ✘ **Place-based challenges** – related to lighting, safety and transport connectivity.
- ✘ **Limited 'spill-out' spaces** – Burwood Town Centre has limited public open space and outdoor store trading for people to utilise during or after a meal, limiting their ability to stay in the centre for long periods of time.

Importantly, these barriers within the NTE context present corresponding opportunities to unlock the night time potential of Burwood as a local, regional and international destination. Relevant opportunities for Burwood after dark have been identified in various strategic documents, outlined on the following page.



I don't cook at home anymore. There's so many options (in Burwood) for food I just get takeaway!

Pop-up participant



When it comes to food, Burwood has everything

Pop-up participant



Strategic alignment and opportunities

The following key takeaways relate to the key strategic documents related to this strategy. Further detail of the content of each document is provided in the supporting Discussion Paper.

Burwood 2036: Community Strategic Plan (CSP)

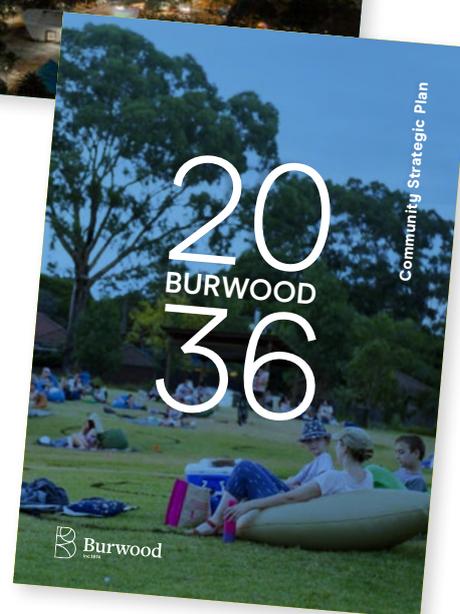
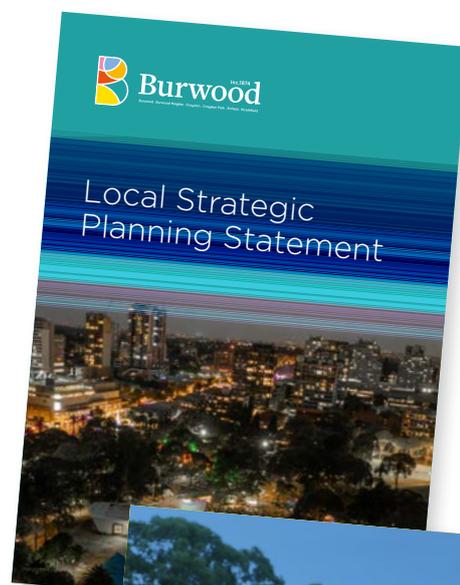
- The Burwood community desires public places that are safe and activated by day and night
- Transport and accessibility is a top value of the community, and similarly, traffic and transport is a key area residents would like to see improvement

Burwood Local Strategic Planning Statement (LSPS)

- Burwood's existing night time economy is strong, and can therefore be strengthened by improving and diversifying the current offer
- Burwood's competitive edge is the town centre's restaurants, hotels, and entertainment facilities
- Programming interventions, including public art and music, is a key strategy to diversify the night time economy and attract visitation

Research into Local Employment and Investment in Burwood

- Burwood can leverage its night time economy by providing a diverse range of offerings, extending opening hours, and focusing on non-alcohol-based activities
- Retaining current planning controls that facilitate mixed-use development and late-night trading in the town centre will support a strong night life



Who we are

Burwood is home to a growing, young population with a notable proportion of students and tertiary qualifications. The LGA is characterised by a high level of cultural diversity – over 1 in 2 residents were born overseas, and nearly 2 in 3 residents speak a language other than English at home.

Finances

\$1,867 Household income

\$500 Median weekly rent

\$2,500 Media monthly mortgage repayments



Employed %

48.2% Work full-time

32.3% Work part-time

7.1% Unemployed

Top industry sectors %

14.6% Healthcare and Social Assistance

11.1% Professional, Scientific and Technical Services

9.3% Retail Trade

ECONOMICS

\$2.83b

Gross Regional Product (2021)

15.5%

Live and work in the area (2016)

37.8%

University qualification (Bachelor Degree or higher)



People

40,397

Median age

34 years

Population density

5,651 people per km²

49%

male



51%

female





People with Disability
5.1%

Life stages %

- 3.8% (0–4) Babies and pre-schoolers
- 5.6% (5–11) Primary schoolers
- 5.1% (12–17) Secondary schoolers
- 14.5% (18–24) Tertiary education and independents
- 21.9% (25–34) Young workforce
- 18.1% (35–49) Parents and homebuilders
- 10.9% (50–59) Older workers and pre-retirees
- 8.9% (60–69) Empty nesters and retirees
- 8.4% (70–84) Seniors
- 2.9% (85 and over) Elderly aged



57.7%

were born overseas

- 18.1% China
- 7.6% Nepal
- 3.1% India
- 2.7% Vietnam



Aboriginal and Torres Strait Islander people 0.4%

PEOPLE

62.9%

Language other than English used at home



- 19.9% Mandarin
- 8.2% Cantonese
- 7.3% Nepali
- 3.5% Arabic

*All data is ABS 2021 Census data unless stated otherwise
Sources: ABS, 2021 and ProfileID, 2021*

A total of 14,817 families call Burwood home, with the majority (65.7%) living in medium to high density houses. Burwood's population is projected to grow by 17,781 (44%) in the 20 years between 2021 and 2041. This reflects more than double the projected population increase for New South Wales over the same period (21%). Migration in and out of Burwood is primarily from nearby LGAs of Bayside, Parramatta, Liverpool, and Cumberland.

Housing

Private dwellings **16,168**

Dwelling type of dwellings are medium to high density **65.7%**

Tenure type %

- 25.4% Fully Owned
- 21.6% Mortgage
- 45.4% Renting

Vehicle ownership %

- 22.5% No vehicle
- 41% 1 vehicle
- 21.6% 2 vehicles
- 8.9% 3 or more vehicles

Families **14,817**



Family composition

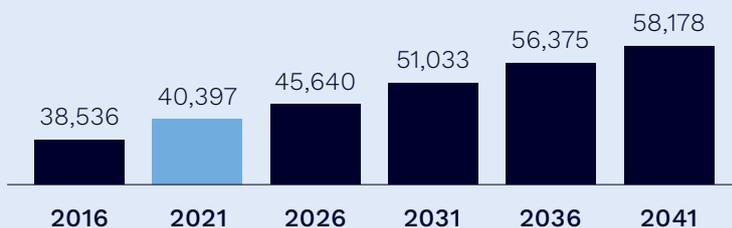
- 27.4% Couples with children
- 24% Couples without children
- 9.4% One parent families

Household size %

- 22.7% 1 person
- 31.4% 2 persons
- 19.7% 3 persons
- 16% 4 persons
- 6.2% 5 persons
- 3.9% 6 or more persons

People

Burwood Population Forecast



Local in migration

- 35,243 Bayside
- 16,308 Cumberland
- 14,079 Parramatta
- 11,371 Liverpool



Local out migration

- 37,596 Bayside
- 22,261 Parramatta
- 20,737 Liverpool
- 17,529 Cumberland

All data is ABS 2021 Census data unless stated otherwise
Sources: ABS, 2021 and ProfileID, 2021



Economic trends

In developing this strategy, a number of economic and retail conditions have been analysed and observed. These will impact how our competitive strengths can be leveraged.



Macroeconomic conditions:

- Short-term challenges of economic uncertainty within the next 12-24 months, before an expected pick-up in consumer confidence from 2025
- Night time spending is more discretionary than day time spending so providing an attractive experience will be critical to support the night time economy
- Household spending is split as there has been strong wage growth and additional savings, offset by higher interest rates and inflationary pressure



Broader night time economy conditions:

- Burwood Burwood has an existing but limited night time economy, with a smaller proportion of night time activity and smaller proportion of drink-related activities than other night time areas in Sydney
- The majority of Australia's core night time economy establishments belong to the food sector (63%), followed by entertainment (30%) and drink (7%)



Market conditions:

- Burwood's market is strong, agile, and well-positioned for future growth
- The property market in Burwood is characterised by relatively low long term vacancy, steady transactions and rents that reflect the strong retail turnover densities and demand



Retail trends:

- **Expanding retail offerings:** Retail environments are increasingly leveraging interactive offerings. Stores with opportunities for customers to engage in leisure and play can provide a rejuvenating escape to counteract the busy lifestyles and constant connectivity of the digital age.
- **Crafting immersive retail experience:** The experience economy is permeating the retail sector and heralding a focus on crafting sensory-rich environments. Many retail and hospitality brands are creating a destinational appeal as customers continue to seek the memorable over the material.
- **Blending digital and physical environments:** Augmented and virtual reality technology (AR and VR) is emerging within the retail world as a complement to instore experience and as an opportunity to expand the boundaries of traditional retail floorspace⁴.



Statistical analysis:

- Burwood has 112 core NTE venues and 52 supporting NTE venues
- Burwood has a unique mix of night time activities, with venues classified as 62% food activities, 30% entertainment, and 7% drink activities.
- A growing proportion of new high-rating venues are out-performing more established venues
- The majority of NTE venues in Burwood close by 10pm, however over 27% shut at midnight or after.

⁴ Brickfields Consulting, *Responsive Retail (The Place Report Trend #55)*, 2018.



We can create more jobs if we support the night time economy

As of 2021, the Burwood LGA had a total of 17,649 employed local residents persons. Analysing our resident workforce, nearly 40% of employed persons directly or indirectly intersect with the night time economy (see figure below).

Despite the night number of residents directly or indirectly employed within the night time economy, 81% of the resident workforce are employed outside the LGA. Accordingly, encouraging expansion of the night time economy would likely increase the self-containment of jobs in the LGA.

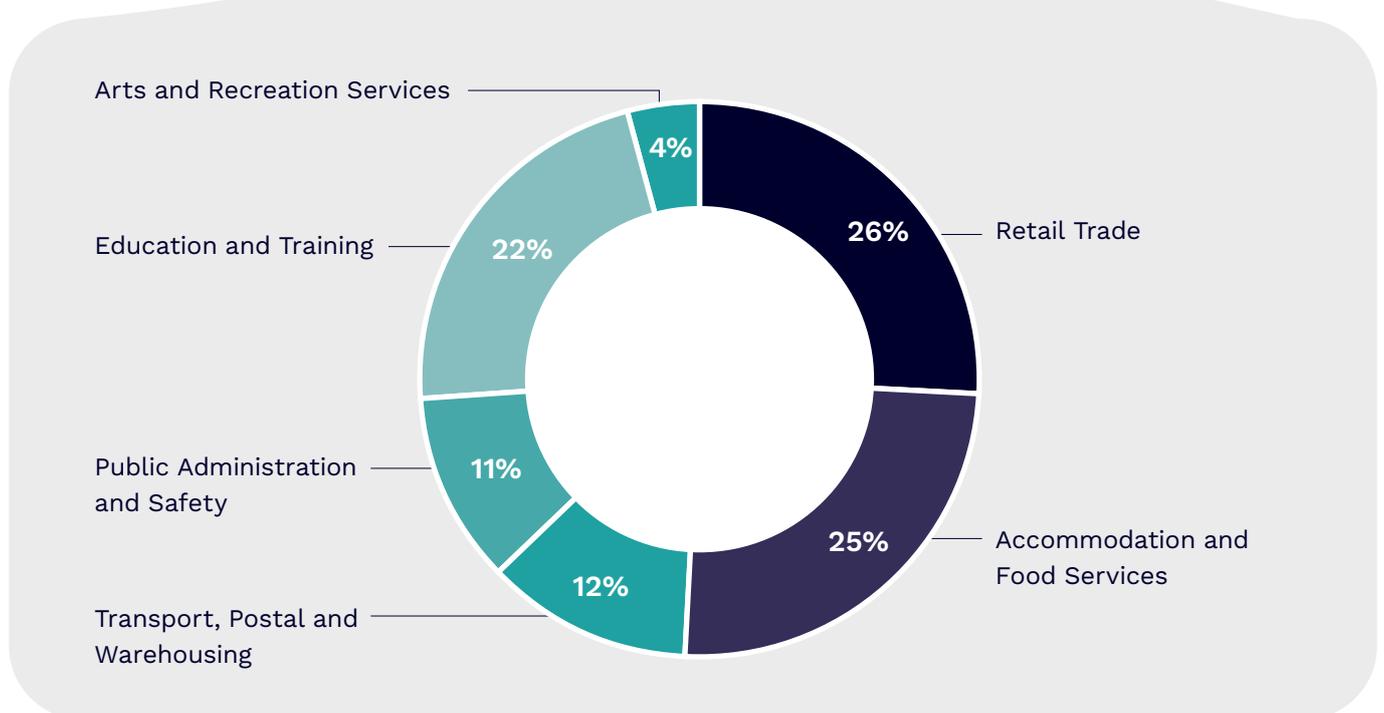
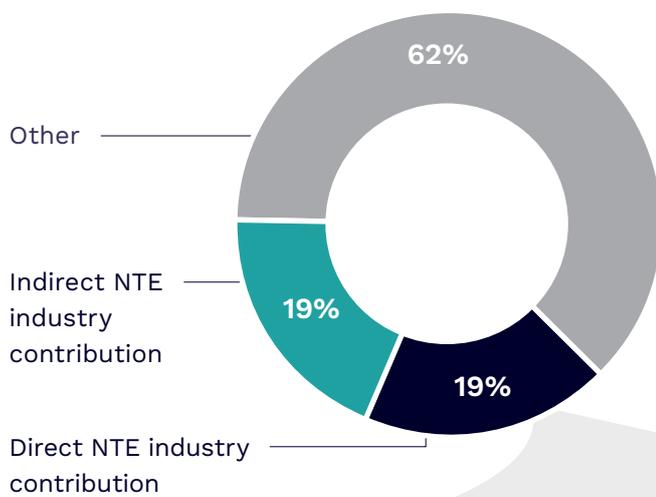


Figure 2: Employed Residents in the Burwood LGA
Source: Australian Bureau of Statistics, 2021

Connected to Sydney and beyond

Burwood is strategically located within the inner west of Sydney, only a 15min train ride to Parramatta and the Sydney CBD.

Burwood has great north-south permeability and is well-served by various transport routes with great frequency and efficiency – a 15-minute train from Central Station with services every few minutes. Coupled with the development of major city-shaping transport projects – such as Sydney Metro Burwood North Station and WestConnex – Burwood can be positioned as a well-known and accessible night time destination.

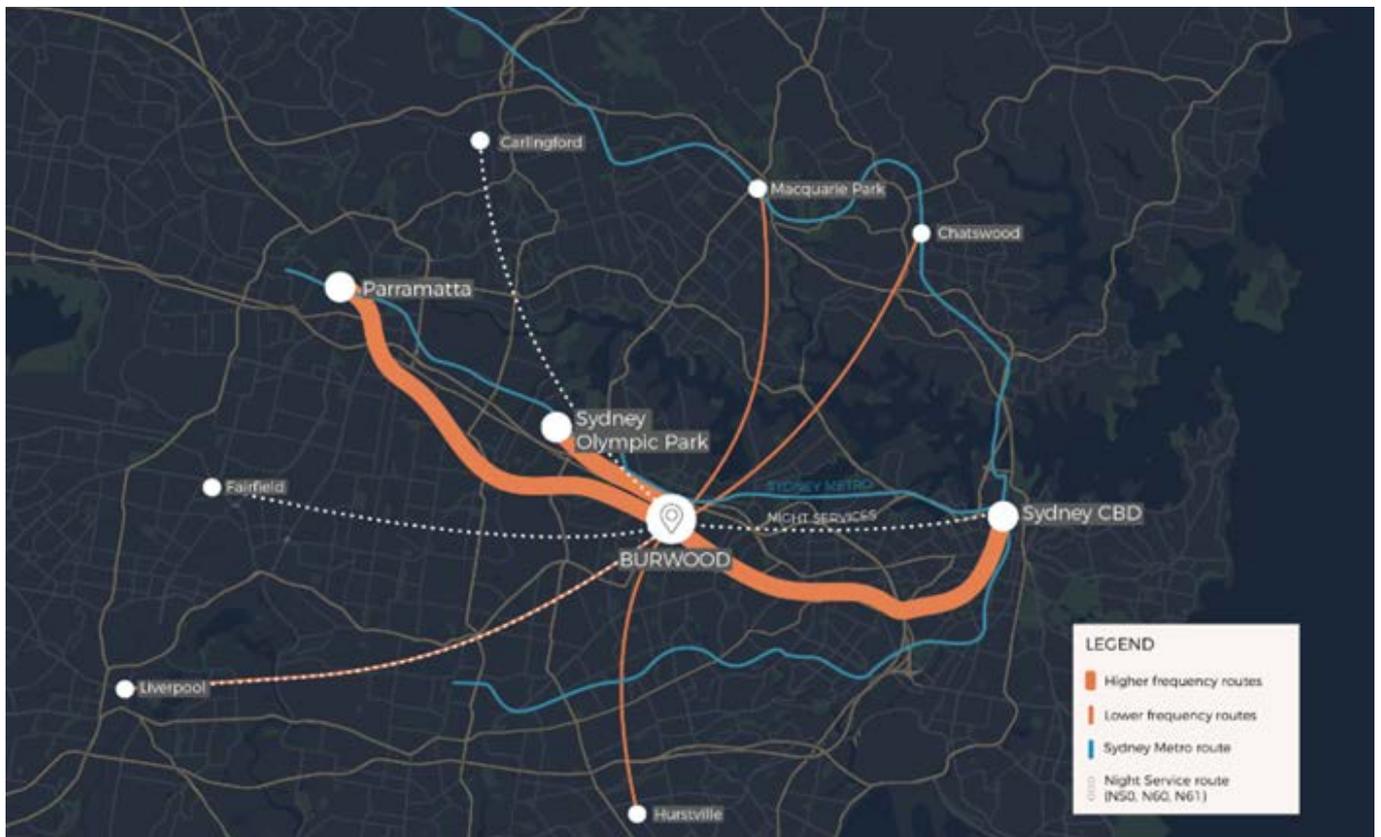
Public transport

Burwood is serviced by several modes of transport from across Greater Sydney. This includes approximately 4 train lines, 20 unique bus routes, and the future Sydney Metro. Several of these routes capture Burwood as an origin and end destination, including M90 Liverpool to Burwood and 461X City Domain to Burwood. Burwood Station is the major

transport hub in the precinct – in 2019, Burwood was ranked the 15th busiest station on the Sydney Trains network, recording some 20,040 entry and exit movements on a typical weekday⁵.

Several dedicated night services also operate passing through Burwood – N50 (Liverpool to City Town Hall via Strathfield), N60 (Fairfield to City Town Hall via Strathfield), and N61 (Carlingford to City Town Hall via Strathfield). These bus services provide late-night connections to the CBD throughout the week, passing through Burwood Station every 30 minutes between 12:30am and 4:30am.

The following transport map highlights Burwoods primary connections to Sydney CBD, Parramatta and Sydney Olympic Park, in addition to second-order connections, Sydney Metro and night bus services.



5 Monthly Opal Usage Data, Transport for New South Wales, 2023.

Place audit



An audit was undertaken of the Burwood Town Centre on a Tuesday night between 6pm and 8pm in July 2023. Winter months traditionally see lower patronage for late night venues. No events were underway on the night of the audit. Despite this, the three anchor late night uses being Westfield, Burwood

Chinatown and Emerald Square were noticeably busy with activity. Burwood Railway Square and the entrance to Burwood Westfield had a high number of pedestrian movement activities, averaging over 2000 pedestrians an hour between 6pm to 7pm.

1. Burwood Railway Square
(cnr Burwood Rd & Railway Pde)

2202

pedestrians an hour

2. Burwood Westfield
(Burwood Rd entrance)

2142

pedestrians an hour

3. Emerald Square

1482

pedestrians an hour

4. Deane Street Plaza

459

pedestrians an hour

5. Cnr Clarence Street & Burwood Road

372

pedestrians an hour

6. Burwood RSL

60

pedestrians an hour

7. Burleigh Street

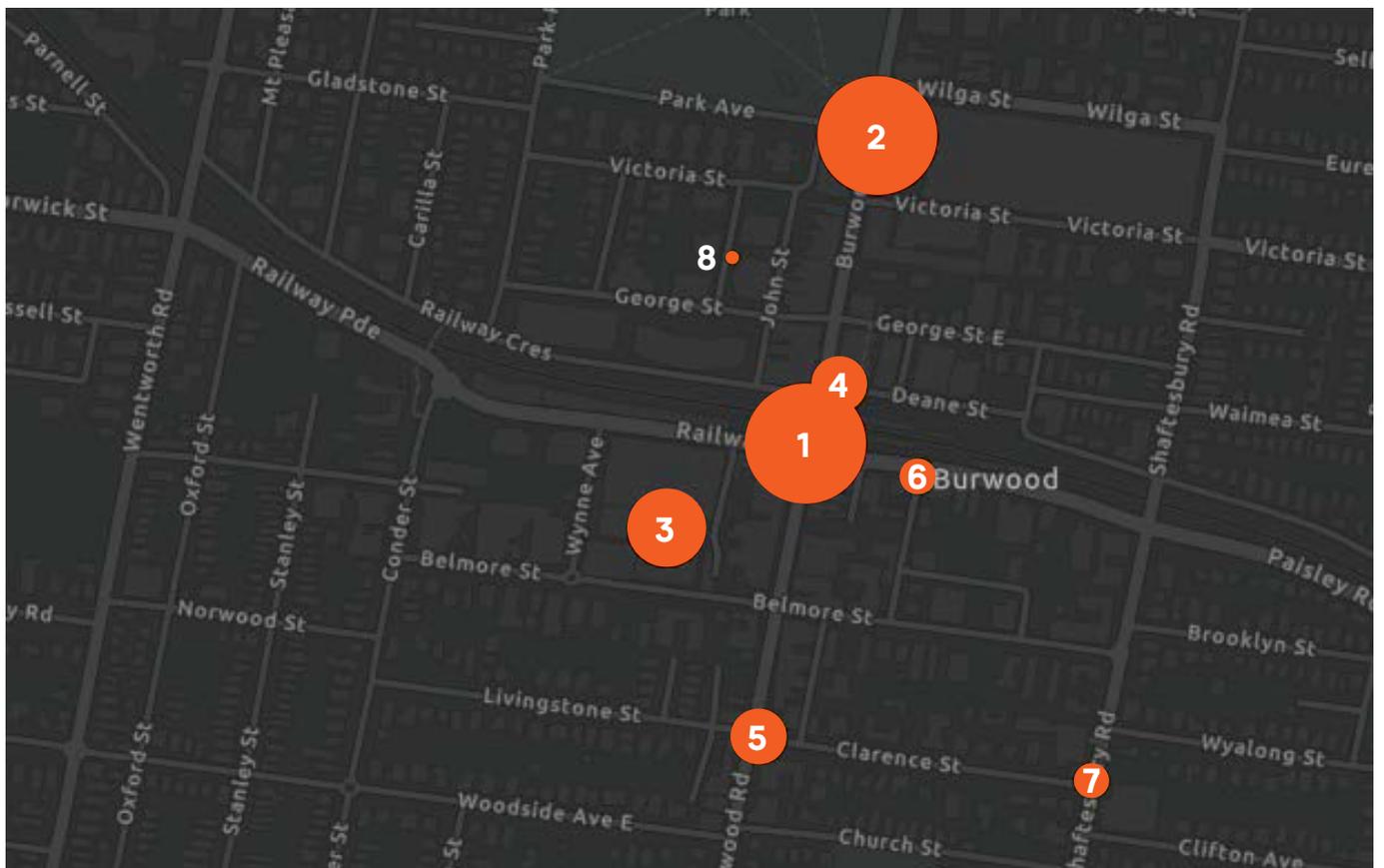
55

pedestrians an hour

8. Elsie Street
(Service NSW entrance)

25

pedestrians an hour



Lighting audit

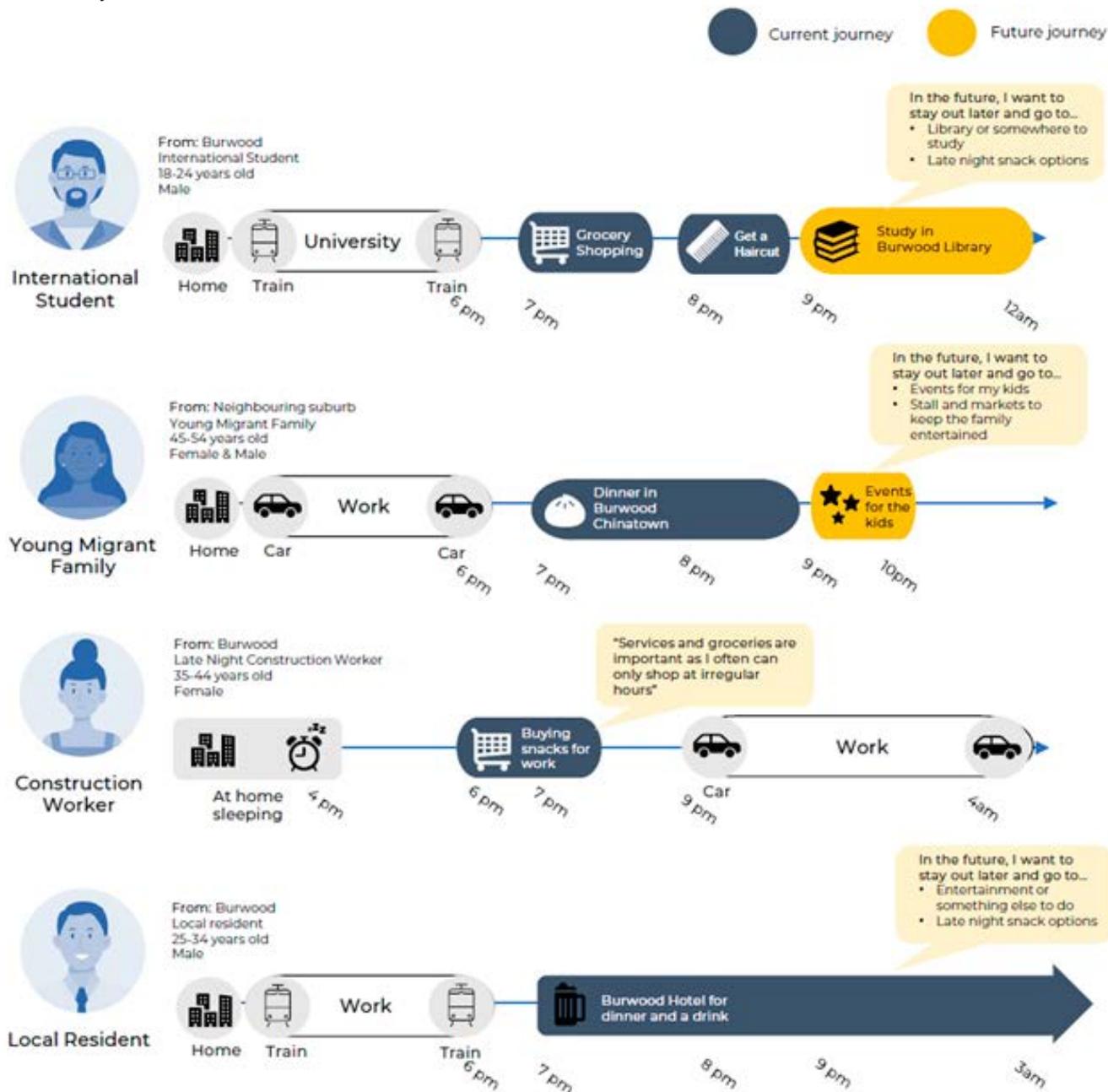
Lighting at night is a crucial component of safety and wayfinding for users of a town centre. A lighting audit was conducted, testing each location against a series of questions informed by CPTED principles.

The outcome of this audit is detailed below. Four key areas were identified that required short-term prioritisation to address gaps in lighting.



Journey mapping

As outlined in the Discussion Paper, the Burwood Town Centre attracts a wide and diverse crowd. During our engagement, we heard from a variety of different groups. Their journey across the town centre, and desires for its night time economy have been detailed below.



Our Late Night Workers

Burwood is home to a growing number of residents who work outside the traditional 9am to 5pm window. These workers have a very different set of needs and requirements compared to those who work day-time hours. Over 50% of survey respondents stated they do

their grocery shopping in the evening, and an analysis identified that up to 40% of residents who live in the Town Centre are employed directly or in-directly with late night businesses. This strategy will therefore also explore how our town centre can better support our late shift workers alongside expanding our destination qualities.

Drivers of change

Burwood is subject to several external factors that are driving and shaping trends and demand. These drivers present an immense opportunity for council to capitalise on their existing strengths and deliver

lasting changes that shape the way residents and visitors use the area's night time economy. The key drivers of change have been listed below, with their opportunities identified.

	Description	Opportunity
High population growth 	The Burwood LGA is forecasted to receive substantial population growth – more than double the projected population increase for NSW over 2021 – 2041.	Explore new retail models and businesses to capture a growing cohort of ethnically diverse young adults.
Retail floorspace demand 	Burwood is one of the largest retail centres in the area and will experience significant retail floorspace demand met by new development.	Leverage existing and dedicate new spaces for night time economy anchor uses, such as a large entertainment venue or late night hub.
Urban renewal 	Burwood will undergo significant urban renewal and redevelopment, particularly those with prominent locations along Burwood Road.	Fix legacy public domain issues within the town centre that impact the night time economy as sites are redeveloped in key locations.
Destination qualities 	Burwood has a growing reputation as a food and dining destination with an authenticity that is rivalling both established and upcoming markets.	Diversify the offering of the town centre that leverages the existing crowd and reputation and continues to grow the space.
Public transport 	The Burwood North Metro Station under construction will notably impact the urban fabric of Burwood and strengthen connections to a range of key destinations, including the future Western Sydney Airport.	Explore how Burwood, and in particular Burwood North, can cater for potential tourism opportunities that arise from the direct connection to Sydney Olympic Park and the Western Sydney Airport.
Local focus 	Burwood will experience an increased demand for local services as additional residents work from home and on flexible arrangements.	Leverage changing consumer patterns to encourage more activity and capture spending locally.
Social changes 	Burwood will capitalise on broader social attitudes and behaviours towards the night time economy, demanding more late night activities that do not centre on alcohol.	Capitalise on the demand for late night venues that do not rely on alcohol, such as entertainment, cultural and creative venues.



Barriers and challenges

Burwood is a highly successful example of the organic growth of a local night time economy. Despite its success, there are a number of barriers that are preventing the area from reaching its true potential

as a late night destination within Greater Sydney. The following barriers have been identified as part of the background research undertaken for this Strategy.

	Description	Opportunity
Marketing and branding 	Burwood has a strong food and restaurant scene popular within south Asian diaspora, though not strongly marketed to other communities within Greater Sydney.	Market Burwood to Sydney's residents, linking to larger regional events such as Sydney Fringe or Sydney Comedy Festival.
Limited economic diversity 	Burwood has a local and regional reputation as a hub of restaurants and food offerings, though limited diversity in culinary and activity offerings is a barrier to building on this reputation to bring in a broader audience.	Diversify local business offerings within Burwood, such as entertainment and cultural activations, to bring in a broader audience.
Activity drop-offs (after 10pm) 	The Burwood Town Centre has a noticeable drop-off of business activity and pedestrian movement after 10pm; businesses do not feel there is enough demand to open later, and pedestrians won't come out as it feels empty after 10pm.	Incentivise businesses to open up later and trade in public places, while fostering safe public spaces for pedestrians and vibrant business activity.
Place-based challenges 	The Burwood Town Centre has several sub-precincts with unique place-based challenges, related to poor lighting, safety, or transport connectivity – fine grain changes are critical to helping improve perceptions and dwell time in Burwood after dark.	Develop a targeted approach for each sub-precinct based on improvements to amenity, safety, and public enjoyment in Burwood.
Lack of creative and cultural drawcards 	Existing cultural draw-cards such as Burwood Chinatown are heavily food based. After having dinner, there are limited options for things to see and do. Burwood does not have a dedicated creative or cultural expression space that can draw a crowd, unlike other key night time destinations in Sydney. To continue diversifying the offering at Burwood, creative and cultural venues will need to be pursued.	Investigate opportunities to bring in a drawcard cultural venue of a complementary use to Chinatown, including opportunities emerging from the Burwood Place development – Arts and Cultural Centre.
Limited 'spill out' spaces 	Burwood currently has limited public open space within proximity to the existing late night activity on Burwood Road and Chinatown, preventing businesses from trading outside of stores and impacting pedestrian flows to and from the station.	Leverage opportunities presented by existing pedestrianised spaces such as Deane Street and new developments such as Burwood Place.

Our strategy

Burwood is a highly successful example of the organic growth of a local night time economy. Despite its success, there are a number of barriers that are preventing the centre from reaching its true potential as a late night destination within Greater Sydney. The pillars and actions in the following strategy will explore how we can continue to grow our night time economy.

Day-time economy



Day-time
6am to 6pm

Burwood has a lively 'Evening Economy', with almost 60% of businesses open until 10pm. This is largely driven by a growing restaurant and dining scene that draws in a regular crowd of residents and visitors alike.

Our community, local businesses and visitors want us to be here



Evening
6pm to 9pm

However, our community and local businesses have a **strong desire trade later** into the evening, and transition the town centre into a '**night time economy**'. The following focus areas and associated actions will help us achieve this.

Focus of this strategy



Night time
9pm to 2am

Burwood could transition into a 24-hour economy into the future. This should be an iterative process that occurs at the conclusion of this strategies lifecycle, and will require a focused investigation into key gaps such as acoustic management and place management.



Late night
2am to 6am

24 hour economy

Focus areas

A 10-year vision for improving the night time economy across Burwood Town Centre is supported by four focus areas.



PLACE

Burwood's night time economy is anchored by the foundations of a great place that is safe, vibrant, and diverse.



CONNECTION

Burwood's night time economy is strengthened by well-connected transport and infrastructure.



EXPERIENCE

Burwood's night time economy is revitalised by a diverse range of experiences.



DESTINATION

Burwood's night time economy is recognised as a destination with local and visitor appeal.

Our community's ideas and priorities have confirmed these focus areas as key priorities for the Burwood After Dark Strategy.

The focus areas will help take Burwood's current stage of growing night time economy into an established stage where activity and investment is self-sustaining.



Focus Area 1 – Place

Burwood is a special place on the cusp of an urban transformation. Rapid urban growth provides an opportunity to embed safe and vibrant places within Burwood’s public domain, nurturing a growing culture of placemaking. Ignited at night, Burwood is celebrated as a place for people.

Context

At the core of any city’s successful night time economy is a well-designed place. From large-scale public domain works to fine-grain placemaking activations, there are a range of factors that contribute to a positive experience and the overall ‘feel’ of a place after dark. The safety, walkability, and activation of public space are essential considerations for the night time economy. These interventions need to be complimented with well-designed new development to ensure the amenity of existing and future residents.

The current state of the night

A range of large scale urban renewal projects and placemaking initiatives have been delivered such as the Deane Street Precinct transformation, Burwood Laneways, Unity Place Activation and Burwood Bounce Back. Commonly, these activations integrate arts and cultural development outcomes, such as public art and programmed entertainment that support local artists.

Burwood is also recognised as a generally safe area, with lower incident rates compared to the rest of NSW. Maintaining a safe night time environment and positive community perception of Burwood during late hours will be key to increasing night time activity and visitation.

What we heard



- Local residents living in new nearby residential development was the largest customer base of Burwood at night, and were strongly supportive of increasing the local offerings. Local residents cautioned the need to find a balance between activity and noise management.
- Participants identified that Burwood was ‘suffering from success’ with footpaths often overflowing to and from key anchor uses.
- Businesses and residents expressed a need for more placemaking interventions and public art to make the night time more exciting.
- Visitors identified there is limited space to spend time that aren’t inside restaurants, and wanted more outdoor public space to spend time in.

Our future state

- Burwood undergoes a **transformative change** driven by city-shaping developments, such as Burwood Place, which includes the creation of the Burwood Urban Park Arts and Culutral Centre.
- **Creative placemaking initiatives** are utilised to enhance safety measures and lighting across the city, creating an environment that feels secure and inviting.
- New interventions and events are introduced to redefine Burwood as a unique and vibrant place, attracting a **diverse range of residents and visitors**.
- **Pedestrianisation efforts** and human-scale placemaking initiatives are implemented, providing an enhanced experience for pedestrians and creating an inviting environment for people to explore.



Actions

No.	Action	Role	Timeframe
1.1	<p>Investigate amendments to local planning policy, including:</p> <ul style="list-style-type: none">• Implementation of a ‘agent of change’ principle such as a SEP to recognise the growing role of the NTE for Burwood• Investigate strengthening noise attenuation requirements for new residential developments in the city, particularly for those within adjoining existing hubs of activity• Enable later closing times for low impact venues through a simplified approval process• Investigate planning mechanisms to allow low-risk and small scale cultural uses to be classified as exempt or complying development in the Burwood Local Environmental Plan (BLEP)• Incentivise new cultural and creative floor space in new developments through planning controls• Investigate land use controls to encourage the promotion of hotels and short-term stays within the Burwood Town Centre	Implement	Ongoing, S, M, L
1.2	Support and encourage community and business led placemaking initiatives within night time sub-precincts, such as busking, events and activations	Advocate	Ongoing
1.3	Increase the provision of public open spaces for people to sit and socialise using temporary or permanent measures	Implement	Ongoing, S
1.4	Identify the Burwood Town Centre as a late night precinct in Section 10.7 certificates	Implement	M
1.5	Encourage and work with developers and existing venues to enable new spaces for new cultural and creative venues to establish themselves within the Burwood Town Centre	Collaborate	Ongoing, L
1.6	Explore improvements to lighting on a place-based approach, building on gaps identified in the lighting audit	Implement	L
1.7	Regularly audit and identify vacant commercial and Council-owned buildings and identify sites that may support pop-up, short or long term lease arrangements that support night time uses, with a focus on cultural and creative uses (such as live music)	Implement	Ongoing, M
1.8	Undertake detailed bi-annual lighting audits of the Burwood Town Centre to monitor safety	Implement	Ongoing, M
1.9	Partner with public art, cultural and creative operators to enable new placemaking events in Burwood	Collaborate	Ongoing, S



I want Burwood to be a place that invites, inspires and infuses a sense of place that is cosmopolitan, elevated and internationally flavoured

Survey participant



We want more lighting! People are drawn to 'instagrammable' places

Pop-up participant



We want VIVID to come to Burwood!

Pop-up participant



The Burwood Town Centre needs to balance the needs of residents who reside in and around the town centre whilst having an exciting night culture

Survey participant





Focus Area 2 – Connection

Burwood is well-connected with a world-class transport system and geographical advantage. New infrastructure such as WestConnex and Sydney Metro West allow Burwood to leverage its strategic position between Sydney CBD, Parramatta and Sydney Olympic Park to facilitate movement for residents, commuters and visitors alike.

Context

A successful night city is one that is well-connected and universally accessible. Public and active transport options are critical to ensure that night time experiences are easy to get to and allow for a safe and easy trip home. Internal connections such as well-lit footpaths, laneways and wayfinding are equally important to allow visitors to connect and move through a space at night.

The current state of the night

Burwood is strategically located as a central hub between Sydney CBD and Parramatta CBD. Burwood is generally well-served by the bus and train network during the day, with four train lines and over 19 existing bus routes operating through the Burwood Town Centre. Night bus services operate to Carlingford, Fairfield and Liverpool to the Sydney CBD.

Nearly two thirds of visitors to the town centre at night either take public transport or walk. In-fact our centre was so successful at night, a number of visitors stated the footpaths needed widening to accommodate the number of night time participants. Visitors positively responded to efforts to pedestrianise the town centre, but noted further work was still required.

Approximately one third of all participants said they drove to Burwood at night. Of those who drove, they experienced issues finding a parking space, or weren't aware of other carparks available across the centre.

What we heard



- Two thirds of visitors either walk or take public transport to Burwood at night.
- Safety was a top priority for businesses, visitors and residents. It is noted that participants stated that Burwood felt much safer than other centres at night.
- Residents identified that while the high streets (such as Burwood Road) were well-lit, the back streets leading to residential apartments were dark and felt unsafe.
- A number of visitors identified it was hard to find venues at night, and were unaware of key anchor tenants in the town centre (such as Emerald Square).
- Finding a parking space was an issue for those who drove. It is noted that most participants were unaware of alternative parking spaces in the town centre (such as the Council owned carpark on George Street).

Our future state

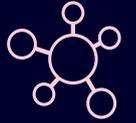
- **Active and public transport** continue to be the primary way our visitors move to and from Burwood at night
- **Parking** is available for residents and visitors in our centre at night
- Transport and parking across the town centre is **safe, easy and accessible** at night
- Key areas of activity feel visibly connected through **creative and functional wayfinding**



Actions

No.	Action	Role	Timeframe
2.1	Collaborate with public transport providers to encourage additional train and bus services that match business closing times within the city centre at night	Advocate	Ongoing, L
2.2	Explore the further pedestrianisation of sub-precincts, focusing on Burwood Road Eat Street and Entertainment Central	Implement	S, M
2.3	Encourage businesses to implement outdoor dining as streetscapes are pedestrianised across the Burwood Town Centre and investigate opportunities to increase business take-up or expansions	Collaborate	Ongoing, S
2.4	Investigate parking schemes, including a modification to current parking policy for council owned carparks at night (e.g. timed parking after 6pm)	Implement	M
2.5	Develop and implement creative night time wayfinding to key anchor uses and precincts, building on the gaps identified in the Lighting Audit (e.g. between Chinatown and Emerald Square)	Implement	S
2.6	Investigate the use of defined set-down and pick-up points for Rideshare within the town centre	Implement	M
2.7	Advocate for the Burwood Town Centre to be accredited under the Purple Flag program and become part of a wider Neon Grid of Greater Sydney	Advocate	M





Buses, specifically the 410/420, only run every hour late at night

Survey participant



We need to activate Burwood Road and remove the cars

Survey participant



The footpaths are full, we need wider streets!

Pop-up participant



Burwood would be better if the main road was closed and only open to pedestrians and parking was better

Survey participant





Focus Area 3 – Experience

Burwood is a place where you'll experience food, restaurants and dining that is found nowhere else in Australia. We have organically cultivated an authentic hub of diverse businesses and non-alcoholic offerings. This core business of night time activity needs to be supported and compatibly expanded into the future. This night time activity will also support our late night workers.

Context

The most successful night time economies around the world provide a mix of attractions that consider a diversity of cultures, ages, income-levels and interests – rather than focusing on strengthening a single sector. A range of offering types and costs means that residents and visitors are able to contribute to the night time economy in accordance with their needs and desires. There is an interdependency amongst every part of the night time ecosystem – restaurants, services and cultural institutions are integral to this mix.

The current state of the night

The evening dining appeal of Burwood is already strong, championed by a number of key anchor tenants such as Burwood Chinatown, Burwood Westfield and Burwood RSL. Burwood also has a unique constellation of non-alcoholic offerings compared to other popular night time centres across Sydney. With this established identity of great international food and authentic dining, Burwood can leverage opportunities for complementary creative and cultural activities that complete the night time experience.

Burwood also has a growing resident workforce who work night shifts. Compared to those who work day-time hours, our resident night time workforce currently have limited access to the basic everyday services and stores needed such as groceries, pharmacies, doctors etc.

What we heard



- Both businesses and community expressed they'd like to stay out much later than they currently do in the Burwood Town Centre but stated there was little to do after dinner.
- Visitors strongly desired more to see and do after dinner, such as indoor performance spaces with creative and cultural entertainment, dessert options and events at night.
- Businesses would like to trade later, but identified issues around getting approval, staff safety, outdoor dining permits and getting staff.
- Over half of participants surveyed were happy to spend double of what they currently spend now in Burwood, but found that there was a lack of places to spend on high end experiences and restaurants.
- Local residents wanted to access a number of key community venues such as Burwood Library and Burwood Park after dark, but weren't able to due to limited opening hours or limited lighting.



Our future state

- **Businesses open later** to meet the demand of residents, with areas of Burwood transitioning to 18-hour economies
- **Business diversification**, focused on encouraging a broader mix of offerings (cultural and creative uses) and price (both high end and low cost options)
- **Stores, services and community facilities**, are open later to support our growing number of late night workers, and residents who want access to services at night
- **Live music**, entertainment and recreational uses are drivers of night time activity across our town centre
- **Arts and cultural expression** are a part of Burwood's urban fabric, showcased across the Town Centre in both visible and unexpected places



Lots of Western Sydney artists want to perform but can't find anywhere locally. They either perform in the east and feel out of place, or just don't perform at all and don't get a chance to grow. If we could perform locally we'd love to.



Indoor performance spaces

was overwhelmingly identified as the number one priority by the community to stay out later

Actions

No.	Action	Role	Timeframe
3.1	Encourage core late night businesses (e.g. restaurants and food vendors) to open later (e.g. 12am) in alignment with the sub-precinct focus areas for trading hours	Collaborate	Ongoing, S
3.2	Encourage late night businesses to stay open later (e.g. 10pm) to service a growing population and late night workers	Collaborate	Ongoing, S
3.3	Attract or deliver a key landmark cultural events or festivals which complement the existing community and local businesses (e.g. adjoining Chinatown)	Implement	Ongoing, M
3.4	Investigate the potential to trial extended opening hours for Council facilities at night (such as Burwood Library) to become a 24hour hub	Implement	Ongoing, S
3.5	Maintain a dialogue with major retail tenants, developers and land owners to encourage business diversification that complement our existing offering, with a focus on attracting higher end restaurants and uses, and entertainment and cultural uses	Advocate	Ongoing
3.6	Ensure existing and future performance and cultural spaces (such as the Burwood Urban Park Arts and Cultural Centre) open late and are accessible to local artists	Collaborate	Ongoing, M
3.7	Encourage and work with existing and future licensed venues to adopt and make space for live music within the Burwood Town Centre	Advocate	L
3.8	Partner with social enterprise businesses/entertainment anchor tenants to participate in the night time economy (e.g. Sydney Fringe Festival)	Collaborate	S, M
3.9	Trial the extended opening hours of community venues such as Burwood Library and Burwood Park	Implement	S
3.10	Establish a Public Art Program that promotes the role of interactive public art in unexpected places, such as an interactive night time public art trail	Implement	M



Live music, arts is where
Burwood is lacking

Survey participant



I work late and its hard to
get groceries after dark

Pop-up participant



Can we make the library
open later? I often study
late into the evening

Pop-up participant



If Chinatown has late night
events we also stay open later
and get lots of trade from it

Local business owner





Focus Area 4 – Destination

Burwood is a late-night destination that is well-promoted for its cross-cultural identity. With a distinct domestic and international appeal, Burwood is the place to be – people feel genuinely attracted to visit and enjoy the business diversity on offer.

Context

The most iconic and memorable places at night are those which are defined as a late-night destination – providing services and experiences after dark that cannot be matched elsewhere. These destinations are established through a combination of a uniquely diverse night time offering, and marketing and promotional strategies that place it on the map. With a unified night vision cities can successfully attract domestic and international visitation to drive greater night time activity and investment – in turn supporting their daytime counterpart.

The current state of the night

Burwood is an established dining and retail destination well-known amongst the South-East Asian diaspora living in Sydney. Anchor tenants and individual groups have undertaken marketing campaigns and local place branding which has helped foster local awareness of Burwood. However, broader community and visitor awareness across Greater Sydney is limited.

Burwood's role as a destination for overseas migration has helped create an informal international profile for the town centre. The centre is also fortunate to be the home of well-known international chains and brands that are found nowhere else in Australia, reflecting our international reputation.

What we heard



- Participants would like to see the Burwood Town Centre become a renowned destination for late-night unique dining, cultural and leisure activities, drawing inspiration from vibrant Asian cities such as Hong Kong, Singapore, and Seoul.
- Late night businesses that did not operate in the Burwood Town Centre were unaware of the existing night time economy that had established in Burwood, but were actively interested in how they could open up and compliment the offerings of the centre.
- Within Sydney, we aspire to be livelier and a bigger cultural hub than Newtown and the Sydney CBD.
- The Burwood Town Centre is a go-to destination for international brands and companies to setup within Sydney.

Our future state

- Burwood is a **leading night time destination** within the Greater Sydney region
- **Domestic and international visitors** are aware of the availability and exciting things on offer in our town centre
- We attract businesses that **complement our anchor night time uses** such as Chinatown, Burwood RSL and Emerald Square
- Leveraging opportunities for **international appeal** by providing a range of cross-cultural experiences
- Burwood's cultural and creative identity is celebrated, **expanded and recognised across Greater Sydney** and beyond



Actions

No.	Action	Role	Timeframe
4.1	Prepare a Visitation and Investment Prospectus that highlights Burwood's key assets	Implement	S
4.2	Develop place branding for the Burwood Town Centre	Implement	M
4.3	Collaborate with local venues and operators to deliver a business-led place activation program (e.g. Uptown Program that markets the Burwood Town Centre)	Collaborate	S
4.4	Undertake marketing campaigns targeting Sydney residents to raise the awareness of Burwood's Night Time Economy	Implement	Ongoing, M
4.5	Investigate and reach out to international partners who are marketing the Burwood Town Centre overseas	Collaborate	Ongoing, L
4.6	Consult and collaborate with international brands who have setup in Burwood to understand why they setup in the town centre, and how we can continue to attract new overseas businesses	Collaborate	Ongoing, L
4.7	Broker opportunities for potential anchor tenants in culture or entertainment to participate in the night time economy (e.g. within the future Burwood Cultural Centre)	Collaborate	L
4.8	Establish a Community Public Art Project or similar collaborative initiative focused on creating a landmark cultural piece for Burwood Town Centre	Implement	Ongoing, M
3.9	Trial the extended opening hours of community venues such as Burwood Library and Burwood Park	Implement	S
3.10	Establish a Public Art Program that promotes the role of interactive public art in unexpected places, such as an interactive night time public art trail	Implement	M



I want Burwood nightlife to be similar to the nightlife in Asia, where nightlife is not only about drinking

Survey participant



We could be renowned for our Singaporean hawker stores and late night shopping

Survey participant



We should be Like Hong Kong, a city that never sleeps with art and culture

Survey participant



We aspire to have a night-life like Hong Kong, Bangkok, Kuala Lumpur, Shibuya, Taipei, Seoul, Shanghai

Survey feedback



Implementing the Framework

Delivery Types

Council recognises our responsibility in helping foster an inclusive and diverse night time economy. However, it is important to note that while Council can help enable and facilitate the late night economy, Council's capacity to directly act can be limited. To achieve our vision, it will require a collaborative effort with many different stakeholders who all play different roles in our cities future. The role of Council in delivering this strategy is outlined below:

Role	Description
Implement	Being the lead for the implementation of an action within the town centre. This can also involve being the leading collaborator with other stakeholders to deliver an action.
Collaborate	Working, supporting and partnering with a variety of stakeholders to enable a vibrant late night economy, where often Council is not the lead stakeholder.
Advocate	Council will pro-actively elevate the sentiment of our community, and use our platform and organisation to advocate changes from external bodies, such as State Government and Industry.



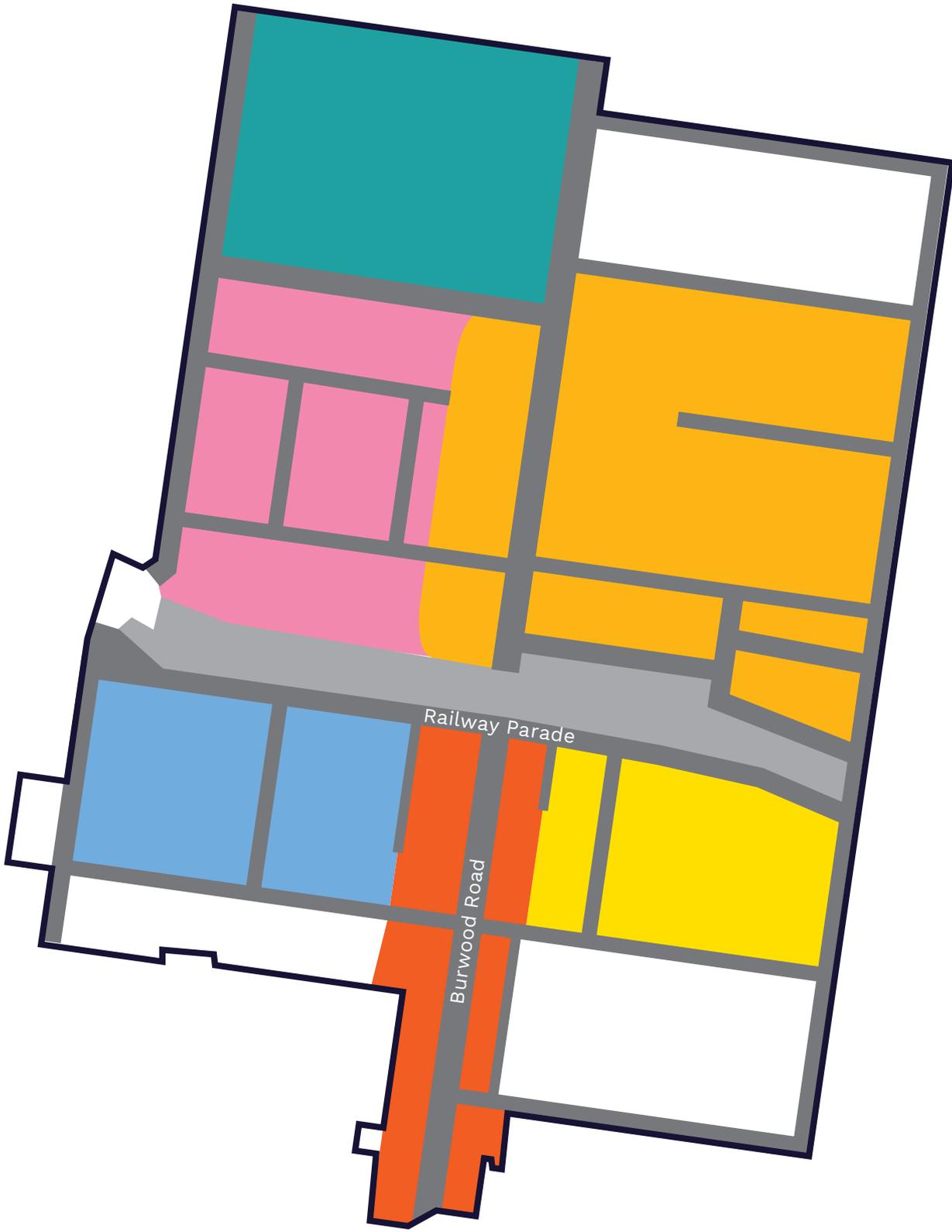
Delivery Timeframes

Our action plan has been developed to provide deliverable and accountable actions aligned with Council's various strategies and reporting to enable the development of our city.

Ongoing	Short	Medium	Long
Council to continue over the lifetime of this strategy	0-1 years	2-5 years	6-10 years

Our precincts after dark

Burwood is comprised of a diverse and dynamic network of places, each with their own unique identities and offering. These sub-precincts can be distinguished through clusters of local business, public assets, catalytic projects and initiatives, and key landmarks. Each sub-precinct has unique opportunities to leverage and diversify Burwood's night time economy, positioning our centre as a desirable place to live, learn, work, rest, and play.



Legend

- Burwood Road Eat Street
- Cultural Quarter
- Innovation Hub
- Entertainment Central
- Commercial Hub
- Burwood Park

The following pages identify seven core sub-precincts within the Burwood Town Centre based on their respective existing and emerging economic and cultural identities. Broadly, they are summarised as:

Current

Future



Burwood Road Eat Street



Commercial Core



Burwood Park



Cultural Quarter



Innovation Hub



Burwood North



Entertainment Central



Measuring our night time activity

The night time economy of Burwood is driven by the growth in a number of sub-precincts that span across the Town Centre. To help with the management of these sub-precincts, a series of benchmarking classifications have been developed which cover across the various social, environmental and economic attributes of place. These benchmarking classifications are intended to act as qualitative targets to achieve. As they are place-based, the hard targets of total businesses may not be applicable from one precinct to another.

Economic Activity

The primary driver of the night time economy are the local businesses that attract an audience to a space. The classifications are heavily linked to the number of late night businesses that define both the activity and attraction to the area. Businesses trading hours and the diversity of offering are a large factor in driving the night time economy. Council, state government and local businesses play a role in the economic activity attribute.

Environmental Place Measures

The Power of 10+ is a placemaking principle that contributes to the physical infrastructure of a space. A quality destination requires good infrastructure to support it. To compliment the economic data, sub-precincts are also analysed to understand how people can use and move across a space. Places with limited infrastructure will be constrained and prevented from growing. Both council and private businesses can contribute to this outcome.

Social Place Branding

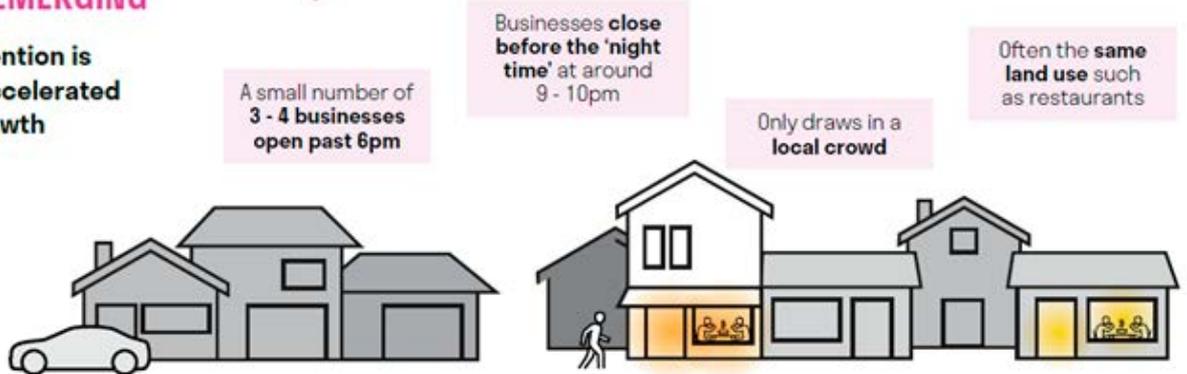
A softer and difficult to measure component of the night time economy is whether a place is in the public consciousness. A social place branding is crucial in generating interest and foot-traffic in a space, but will often require the combination of the economic and environmental attributes to help get it to this stage. While council can play a role in defining the brand of a space, this attribute is driven by the local businesses and visitors of a space.

Classification	Economic Activity	Environmental Place Measures	Social Place Branding	Draw
Emerging	A small grouping of businesses with minimal impacts	One to three factors	No branding	Local
Growing	A growing group of local businesses with a noticeable presence on the public domain	Three to five factors	Limited branding	Local
Established	A collection of established businesses with a regular crowd and event program	Six to eight factors	Established reputation	Regional
Destination	A go-to location for new hospitality and late night businesses and visitors	Nine or more factors	Regional icon	Regional



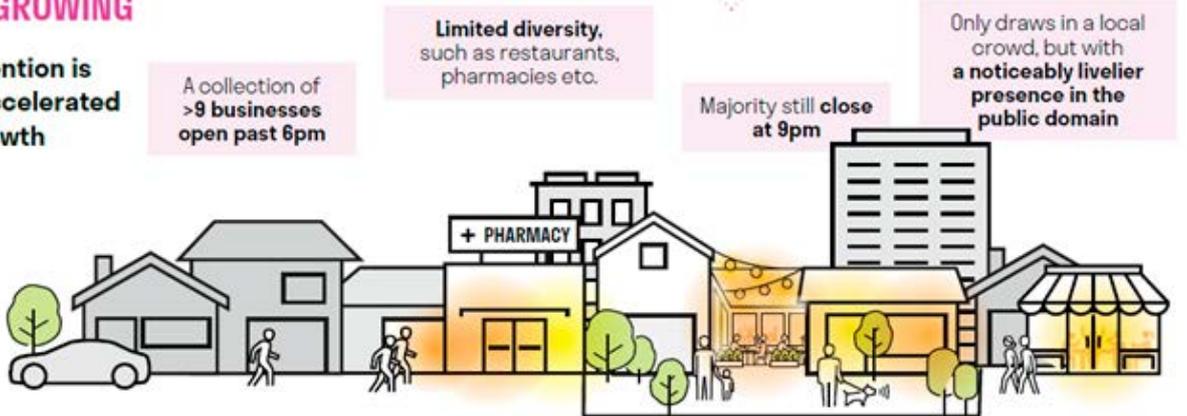
STAGE 1: EMERGING

Council intervention is required for accelerated short-term growth



STAGE 2: GROWING

Council intervention is required for accelerated short-term growth



STAGE 3: ESTABLISHED

Council's role is to support and manage the space, rather than direct intervention



Existing night time sub-precincts

Below is a summary of the key existing night time economy sub-precincts within the Burwood Town Centre. These sub-precincts already attract a consistent crowd to the area and will continue to do so into the future.



Burwood Road Eat Street

Status: Established (Stable)

Time	We're here				We want to be here								
	6pm	7pm	8pm	9pm	10pm	11pm	12am	1am	2am	3am	4am	5am	6am
% businesses open	100%	97%	97%	82%	28%	13%	8%	3%	0%	0%	0%	0%	0%

The go-to destination for new visitors arriving in Burwood, the Burwood Road Eat Street is an established night time activity hub that draws in a regular crowd. Driven by Burwood Chinatown and the restaurants along Burwood Road, this sub-precinct has helped cement Burwood's night time branding as a food and non-alcoholic driven area. Connections of this sub-precinct to other key venues in the area such as the Burwood RSL are also critical in helping continue the growth of our night time economy.

Noting the types of businesses that already operate, and the availability of current and future public open space for events, this sub-precinct will continue to be the focus of the night time economy of Burwood. There is significant potential for this area to open well into the 'Night time' (9pm to 2am) given its limited alcohol offerings.





Cultural Quarter

Status: Growing (Stable)

Time	We're here			We want to be here				1am	2am	3am	4am	5am	6am
	6pm	7pm	8pm	9pm	10pm	11pm	12am						
% businesses open	100%	86%	86%	57%	21%	21%	21%	3%	0%	0%	0%	0%	0%

The Cultural Quarter is a quickly growing sub-precinct that is primarily driven by the diversity of restaurants and entertainment available in Emerald Square. Despite being new to the area, this space has grown a reputation for its late night offering. It is important to note that this space will likely be impacted by the approved redevelopment of Burwood Place. Upon the completion of Burwood Place, this sub-precinct will gain a significant drawcard and benefit from the new public open spaces and residents living in the area.





Entertainment Central

Status: Growing (Stable)

Time	We're here				We want to be here								
	6pm	7pm	8pm	9pm	10pm	11pm	12am	1am	2am	3am	4am	5am	6am
% businesses open	100%	97%	93%	79%	41%	31%	14%	14%	10%	10%	3%	3%	0%

This sub-precinct contains a number of well-established businesses that benefit from the spill-out of visitors moving between Burwood Station and Burwood Westfield. Restaurants and dessert stores drive late night traffic and attract a regular audience to businesses. Westfield Burwood plays an important role as a source of consistent traffic, but can also have an expanded role as a late night destination itself.



Future night time sub-precincts

Council recognise that there are a number of additional sub-precincts that currently have limited late night activity, but are likely play a larger role in the future.



Burwood North

Status: Growing (Increasing)

Burwood North will transition into a night time destination as new development occurs alongside the opening of Sydney Metro. This sub-precinct has an established retail offering that should be actively encouraged to open later to serve existing and future residents within the area.



Commercial Hub

Status: Emerging (Increasing)

This sub-precinct has experienced recent urban renewal, which has allowed for new late night businesses to begin establishing themselves within the town centre. As additional development occurs, there will be further opportunities for population serving retail and hospitality stores to operate at night.



Innovation Hub

Status: Emerging (Stable)

The Innovation Hub sub-precinct doesn't contain any existing late night businesses. It is anticipated this will change as urban renewal of key sites occurs, providing opportunities for ground floor activations. Population serving late night uses should be encouraged as this sub-precinct redevelops.



Burwood Park

Status: Emerging (Stable)

Burwood Park is the sole land use within this sub-precinct. At night it serves as a local hangout space for residents after dark, with periodic large scale events. There is immense opportunity for further programming of this space to enable population serving uses, such as local sports and programmes.

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