

ITEM 6. SHOPFRONT IMPROVEMENT GRANT PROGRAM – FUNDING REQUESTS**FILE NO: S082943****SUMMARY**

On 6 December 2010, Council adopted a Shopfront Improvement Matching Grants Program into the greater Redfern commercial precinct to stimulate revitalisation of the area.

The Program was initially adopted by Council to encourage building owners or tenants to make improvements to a shopfront which, without financial assistance, may not occur. The program aimed primarily to remove roller shutters from street fronting shops to improve the visual appearance of the area, improve general lighting and security on the street and change the broader community's perception of the area.

The Shopfront Improvement Grant Program provides matched cash funding of up to \$6,000 to remove roller shutters from shopfronts in designated areas of Redfern, Darlington, Chippendale, Alexandria, Waterloo and Oxford Street. An amount of \$1,000 matched funding is also considered for each additional roller shutter removed from the same building.

Following a grants and sponsorships review, on 10 December 2012, Council resolved to extend the Program to include Oxford Street and place an end date on applications for the greater Redfern commercial precinct area of 30 June 2013. The deadline proved a major incentive, attracting 15 additional new applications totalling \$82,636.50, which are the subject of this report.

A panel of three City officers have assessed the grant applications against the criteria, objectives, guidelines and the defined geographical area as outlined in the Grants and Sponsorships Policy.

This report recommends that cash grants, totalling \$82,636.50 (exclusive of GST), be awarded for all of the 15 applications received.

The grant amounts recommended will be subject to the applicants receiving all relevant permits and approvals for the work. Grants are also subject to applicants not having any outstanding notices from the City of Sydney relating to their buildings.

RECOMMENDATION

It is resolved that:

- (A) Council approve the Shopfront Improvement Grant Program 2013/14 cash grant recommendations for a total of \$82,636.50 listed as follows (all values are exclusive of GST):

Shopfront Address	Total cost	Amount requested	Cash Grant Amount Recommended	Building works
195 Regent Street, Redfern	\$12,602	\$6,000	\$6,000	Remove existing roller door and replace with new bifold doors with clear glass. Provide FC cladding, repaint.
256 Abercrombie Street, Chippendale (Chippendale Scoop)	\$6,000	\$3,000	\$3,000	Remove 2 x roller shutters. Supply and install security gate inside shop.
272 Abercrombie Street, Darlington (Halo Telecom)	\$6,000	\$3,000	\$3,000	Remove 2 x roller shutters, supply and install security gate inside shop.
30 Botany Road, Alexandria (Wild Cockatoo) (falls within geographic catchment)	\$1,000	\$500	\$500	Remove security bars. Replace existing glazing and reglaze shopfront window.
89 Pitt Street, Redfern – Cnr of Pitt and Redfern Streets (Coffee Tea Room)	\$10,909	\$6,000	\$5454.50	Remove broken awning, repair supporting struts, install new awning. Paint exterior wall.
93a Redfern Street, Redfern (Ambour's Hardware)	\$16,364	\$9,000	\$8,182	Removing 4 x roller shutter doors, install new windows and display shelves. Install new camera security system. Paint exterior wall.
130 Redfern Street, Redfern (Redfern Newsagency)	\$6,000	\$3,000	\$3,000	Remove sliding doors and windows. Install aluminium sliding doors, repair supports for lightbox, repaint.
155 Redfern Street, Redfern (Benson Australia)	\$26,950	\$9,000	\$9,000	Removing 4 x roller shutters, construct new timber awning frame.
13-17 Cope Street, Redfern	\$18,878	\$8,000	\$8,000	Remove 3 x roller doors, install bifold door to open up frontage (part of a larger project to redevelop site into a new café).
185 Regent Street, Redfern	\$21,000	\$6,000	\$6,000	Remove roller shutter, install bifold door, fix broken awning, sheet internal and external walls, repaint.

Shopfront Address	Total cost	Amount requested	Cash Grant Amount Recommended	Building works
187 Regent Street, Redfern	\$19,000	\$6,000	\$6,000	Remove steel roller door and steel frames and replace with new door and windows, sheet internal and external walls, relocate electrical services.
189 Regent Street, Redfern	\$13,000	\$8,000	\$6,500	Remove 2 x steel roller doors, remove and dispose of ceiling boards and free, sheet internal and external walls, repaint, install digital surveillance security system.
191 Regent Street, Redfern	\$14,000	\$6,000	\$6,000	Remove and dispose of steel roller door, ceiling boards and frame. Sheet internal and external walls. Install digital surveillance system, repaint.
70 Regent Street, Redfern	\$29,090 (quote for both shops)	\$6,000	\$6,000	Remove existing steel roller shutter, install new glass door and tall window, install internal vertical security screen shutters, remove steer door and install new glass door to access level one, repair underside of existing awning, remove unused signs, repaint.
72 Regent Street, Redfern	\$29,090 (quote for both shops)	\$6,000	\$6,000	Remove existing steel roller shutter above shopfront, install new glass shopfront door and tall window, install internal vertical security screen shutters, remove steer door and install new glass door to access level one, repair underside of existing awning, remove unused signs, repaint.

(B) authority be delegated to the Chief Executive Officer to enter into agreements with the above applicants.

ATTACHMENTS

Nil.

BACKGROUND

1. The Shopfront Improvement Matching Grants Program was initially adopted by Council on 6 December 2010. The Program aimed to create renewed interest and vibrancy within the greater Redfern commercial precinct which includes parts of Darlington, Chippendale and Alexandria, to improve the visual presentation, lighting and safety of the area.
2. Roller shutters and unsightly shopfronts in commercial village centres create a lifeless, unsightly and hostile environment. They can obscure products or services, reduce ambient light on the street, potentially screen illegal activity and present a target for graffiti. Roller shutters contribute to a general perception that an area is unsafe and may have little to offer the local community or visitor.
3. The program aimed primarily to remove roller shutters from street fronting shops to improve the visual appearance of the area, improve general lighting and security on the street and change the broader community's perception of the area.
4. The applicant must make a matched contribution of cash only, not value in-kind, to the project. This contribution must not be obtained through any other subsidy from State or Federal Governments. Matched grants of up to \$6,000 will be considered for this Program. An amount of \$1,000 matched funding will be considered for each additional roller shutter removed from the same building.
5. Eight grants totalling \$34,543 have been approved since the Program was adopted, resulting in more than \$100,000 worth of investment into properties in the Redfern area.
6. On 10 December 2012, Council resolved to place an end date of 30 June 2013 for applications to the Shopfront Improvement Grant Program for the greater Redfern commercial precinct, and extend the Program to Oxford Street. The deadline proved a major incentive, attracting 15 additional new applications seeking grants totalling \$85,500, which are the subject of this report.
7. The 15 new applications have been assessed by a panel of three City staff and meet the evaluation criteria in regard to their location and demonstration of a clear and substantial visual improvement to the streetscape. Grant funds are paid once the work is complete to Council's satisfaction and upon satisfactory acquittal and demonstration that all Development Approvals and Health and Safety requirements have been met.
8. The 15 applications represent a total investment of \$229,883 into the greater Redfern commercial precinct directly as a result of the Shopfront Improvement Grant Program.
9. All applications are based on matched cash contributions to the project. The cash grant may cover costs including, but not limited to:
 - (a) removal of roller shutters;
 - (b) making good the structure and finishes around shutter cavity;
 - (c) replacement of an approved security device or alarm system;
 - (d) laminating or double glazing;

- (e) removal of unused signs;
 - (f) security lighting;
 - (g) application of anti-graffiti treatments;
 - (h) shopfront painting;
 - (i) fixed display shelves within the window frame; and
 - (j) repairs to the under awning.
10. Evaluation criteria also specifies that the property must be located on Redfern Street between Elizabeth and Regent Streets, Regent Street between Cleveland Street and Henderson Road, Cope Street between Redfern and Turner Streets or Abercrombie Street between Ivy and Codrington Streets. All properties which are the subject of this report lay within these boundaries.
11. The Wild Cockatoo Café at 30 Botany Road, Alexandria, is included in the recommendation for a grant. The property is located on and faces on to Regent Street between Cleveland and Henderson Road, within the designated area, however retains a Botany Road address. Properties up to the Henderson Road intersection are eligible under the Policy.

KEY IMPLICATIONS

Strategic Alignment - Sustainable Sydney 2030

12. *Sustainable Sydney 2030* is a vision for the sustainable development of the City to 2030 and beyond. It includes 10 strategic directions to guide the future of the City, as well as 10 targets against which to measure progress. The Shopfront Improvement Grant Program is aligned with the following strategic directions and objectives:
- (a) Direction 6 - Vibrant Local Communities and Economies – in that it aims to create renewed interest and vibrancy in an area undergoing significant transformation, improve the visual presentation of the streetscape, increase safety and change perceptions of the area.

Economic

13. The Shopfront Improvement Grant Program has played a significant role in helping to revitalise the greater Redfern commercial precinct. It signals owners' commitment to invest in their property or business. The eight grants approved to date have helped to attract new business to the area, and anecdotal evidence points to increased turnover for existing businesses.
14. Fifteen new improved shopfronts will further enhance the visual attractiveness of the area, assist customer retention and provide a platform to more effectively market the Redfern commercial precinct area as a shopping destination. Council's contribution of \$82,636.50 will provide the catalyst for additional private investment of \$147,247. This figure is considered a conservative estimate of the additional financial investment in the area.

15. Several of the shopfronts being recommended for funding are in high profile sites, and the proposed building works will significantly change the streetscape. One applicant will remove three double shutter doors and refurbish the premises to become a café offering outdoor dining on Regent Street; a street that has been highlighted as having the most to benefit from this Program.

BUDGET IMPLICATIONS

16. Funds for the Program are available in the Business Precincts Grants Budget for the 2013/14 financial year. There is a total of \$120,000 available in this budget. Once these funds are allocated, \$37,363.50 will remain.

RELEVANT LEGISLATION

17. Section 356 of the Local Government Act 1993.

CRITICAL DATES / TIME FRAMES

18. Copies of quotations for all the projects have been supplied to the City. A number are time dependent. In the interests of the revitalisation of Redfern, an early decision would enable work to be commenced as soon as practicable.

ANN HOBAN

Director City Life

Kylie Wiik, Business Precinct Coordinator
Robyn Simon, Business Precincts Manager