

# VIBRANT STREETS

PROGRAM

LIVERPOOL  
CITY  
COUNCIL

LOVE  
LIVERPOOL

# VIBRANT STREETS

## CONTENTS

What is the Vibrant Streets Program? .....	4
How will improving your façade and space help your business? .....	5
What can the funds can be used for? .....	6
Eligibility guidelines .....	7
Program funding .....	8
Best practice designs to consider .....	9
How to apply .....	10

## WHAT IS THE **VIBRANT STREETS** PROGRAM?

The Vibrant Streets Program enables Liverpool City Council to support owners and tenants of businesses in the Liverpool CBD to upgrade their façades, with the aim of creating vibrant streets around the City Centre.

To shape Liverpool as an attractive, unique and interesting destination, the Program provides partial funding for the purpose of:

- Upgrading public-facing building façades and shopfronts;
- Improving outdoor dining areas; and
- Integrating public art into building façades and outdoor spaces.

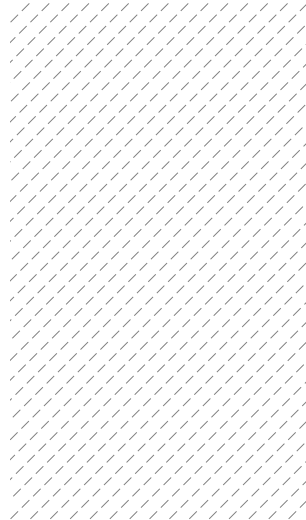
The Program is intended to help achieve the vision for the City Centre as per the Liverpool City Centre Public Domain Masterplan.



*Garden State Hotel Melbourne Victoria*  
[https://www.tripadvisor.com/Restaurant\\_Review-g255100-d10532886-Reviews-Garden\\_State\\_Hotel-Melbourne\\_Victoria.html](https://www.tripadvisor.com/Restaurant_Review-g255100-d10532886-Reviews-Garden_State_Hotel-Melbourne_Victoria.html)

## WHAT CAN THE FUNDS BE USED FOR?

- Façade upgrades (including rear and side entry service windows or entries);
- Improvements to signage (if part of a broader upgrade project);
- Permanent structures for outdoor dining (limited to specific locations and will be assessed on a case-by-case basis) such as bin screens, awning or shade structures, green walls, aesthetically pleasing protective fencing and lighting, fixed seating or benches, planter boxes and landscaping;
- Improved lighting for night-time trade (including under awning and/or back of house for outdoor dining); and
- Public art installations including murals, paintings, interactive lighting, or street art.



## ELIGIBILITY GUIDELINES



To be eligible for funding under the Vibrant Streets Program:

- The property must be located within the Liverpool City Centre area as outlined in the City Development Fund (CDF) Policy;
- The applicant is either the owner of the property or a business tenant (who has written consent from the building owner);
- Applicants are only able to apply for the Vibrant Street Program (formerly the Shopfront Façade Upgrade Program) once in a three-year period;
- The applicant must not be a national franchise, residential rental building (apartment), home-based business, church and/or other religious institution;
- The works have not yet commenced, and the applicant must be willing to enter into a funding agreement with Council; and
- The applicant has sought planning advice from Council's Duty Planners and obtained the relevant planning approvals prior to applying for the program.



Clement Coffee, South Melbourne, Victoria  
<https://www.taufulou.com/clement-coffee-south-melbourne-market/>



NOMA Architects - Twitter  
[https://twitter.com/noma\\_architect/status/858994151035092993](https://twitter.com/noma_architect/status/858994151035092993)

## PROGRAM FUNDING

Council will fund up to 75 per cent of the total cost of project (for example, if the applicant invests \$1000, Council will provide \$750) to the maximum value noted below.

Tenancy	Maximum value
Single tenancy	\$16,000
Multiple tenancy (two businesses)	\$20,000
Multiple tenancy (three or more businesses)	\$24,000



Shortstop Melbourne. Designed by Foolsap Studios

# BEST PRACTICE DESIGNS TO CONSIDER

## Interaction with street front

Businesses are encouraged to have a more permeable and interactive street frontage with openable façades and outdoor dining (where permissible).

Providing openable facades or portions of the shopfront can allow enhanced interaction with the street and pedestrian traffic. This can also enable window-bench seating arrangements in a café or food store and help enhance passive ventilation.

## Materiality and Finishes

Business owners are encouraged to select a contemporary style, high quality materials and finishes for the upgrade works that align with Council's vision for the Liverpool City Centre.

## Public art

Whether it is a mural, sculpture or interactive lighting, art is key to the development of public places which are innovative, vibrant and meaningful. It is a great way to encourage people to explore, stay and play in a space.

## Lighting – under awning and shopfront lighting

Upgrading the lighting can add to the overall pedestrian experience in the CBD and enhance the appearance of the shopfront when viewed from outside and during evenings. Better lighting can also enhance pedestrian safety and security.



## BEST PRACTICE DESIGNS TO CONSIDER



### Dual Access

Providing a secondary entry or access point for café ordering allows customers to order without entering the premises. This continues to be effective for many café businesses in Sydney during COVID-19 lockdown and strict social distancing periods.

The utilisation of back of house areas through the installation of furniture and other treatments can increase business capacity to service more customers in interesting spaces.

### Landscaping and Vegetation

Landscaping and vegetation can improve the visual amenity of the street frontage, soften the façade of the building and encourage people to use the space.

### Soffit and ceiling finishes

Upgrading the underside of awnings with refreshed finishes can add to the pedestrian experience in the CBD and provide a more welcoming arrival point for the shop.

### Window and door upgrades

Upgrading the framing and hardware that creates the shopfront can enhance the retail appeal of a store and increase security provisions. Added details to glazing can also be beneficial such as branded or patterned decals.

### Increasing accessibility

By increasing the accessibility of your business, it makes it easier for people to find, access and get around your business. Key design considerations include level access, clear sign lights, wide doors/doorways, and sufficient lighting.

### Window furnishings

Upgrading the furnishings that are immediately behind a window such as display shelves or seating furniture can enhance the shopfront and street appeal.

# HOW TO APPLY

- 1** Read through the Vibrant Streets Program Eligibility Guidelines
- 2** Book a meeting with a Council Officer to discuss your proposal via email at **business@liverpool.nsw.gov.au**
- 3** Obtain the required approvals and supporting documents
- 4** Before starting any works, send completed application and requested approvals to **business@liverpool.nsw.gov.au**
- 5** Wait to hear from us!



Hand & Land  
<https://www.architecturaldigest.com/gallery/most-beautiful-independent-stores-in-america>



LIVERPOOL  
CITY  
COUNCIL

LOVE  
LIVERPOOL