



CITY OF  
PARRAMATTA

# PARRAMATTA NIGHT CITY FRAMEWORK 2020-2024





# Good evening, Parramatta

## We are Sydney's Central City – open late for business

This is an exciting time for the City of Parramatta, as years of strategic planning and investment come to fruition. Parramatta's recent evolution can be seen in the rapidly changing skyline, its vibrant streets and the growing number of residents, workers, students and visitors.

Already the second largest night time economy by turnover in Greater Sydney and third largest in New South Wales, Council recognises the need to do more to ensure the long term prosperity and continued investment in our night time economy and ensure that our CBD and our centres are delivering a diverse night time offer.

With a growing 24/7 economy in our cities, Council must lay the foundations to transition our CBD to a true 24-hour centre, supplemented with later trading strategic and town centres with a greater mix of things to see, do and explore, to meet the emerging and future needs of our communities.

It is time for our City to take a bold step and secure our future as the Central City, the economic powerhouse of Global Sydney, open late for business.

**"A good city is like a good party  
– people stay longer than really  
necessary, because they are  
enjoying themselves."**

**– Jan Gehl**



# A message from the Lord Mayor

A safe and vibrant night time economy is paramount to the success of any great global city. Our night city is a celebration of amazing food, our sporting teams and arts, culture and performance that tell our city's story.

The narrative of the night city is changing. While food, beverage service and entertainment will always be paramount to our city's night time economy, we must ensure that we meet the needs of our community and our visitors, as the nature of work and play becomes progressively more 24-hours. We need to be a city of late trading businesses, a city of accessible services, a city of late night public transport options and a city of safe and vibrant centres to thrive as we move towards a 24-hour city here in Parramatta.

Our night city must reflect our diverse community and unique Parramatta identity. We must change perceptions and change the narrative about what engaging in our city at night means for our community.

The *Parramatta Night City Framework 2019-2024* considers everything we need to make our night city thrive; from urban design, strategic planning, business investment, marketing, arts and cultural planning and regulation. We know that to develop our city, we must consider all our centres, big and small – and what makes them unique.

This *Framework* will help us on our journey as '*Sydney's central city, sustainable, liveable, and productive – inspired by our communities*'.

The *Framework* will contribute to our capacity to build a world-class 24-hour city in our CBD and later trading and vibrant local centres. We are building much needed transport, cultural and social infrastructure, creating beautiful public places, managing growth in a sustainable way, and working in partnership to create a city that inspires creativity and enjoyment for both residents and visitors alike to come and experience everything great about our City at night.

I commend the *Framework* to our community; residents, business owners, workers and visitors.



Councillor Bob Dwyer  
**Lord Mayor**



# Recognition of the Darug Peoples

**NUNANGLANUNGDU BARAMADA GULBANGA MAWA  
NAA BARAMADAGAL DARUG NGURRAWA BADURA  
BARAMADA DARUG YURA**

**We respectfully acknowledge the Traditional Owners and Custodians of the land and waters of Parramatta, the Darug peoples.**

**Parramatta has been home to the Darug peoples for over 60,000 years, and they maintain an ongoing connection to Country.**

We know that Aboriginal people were the first people of our country, and that for thousands of generations they managed and nurtured the land and waters. Even with the disastrous impacts of colonisation, Aboriginal and Torres Strait Islander people played a vital role in the ecological, economic, social and cultural life of Parramatta; while maintaining a distinct culture built on the principles of Caring for Country, the primacy of family, and the dignity and governance of Elders.

We can learn from their resilience and community strength to ensure a socially sustainable future for all people in our City. Parramatta has always been an important meeting place for Aboriginal peoples, in particular, the Parramatta River.

City of Parramatta Council also recognises the significance of this area for all Aboriginal and Torres Strait Islander peoples as a site of early contact between Aboriginal and Torres Strait Islander people and European colonists.

City of Parramatta Council is committed to the process of Reconciliation and to ensuring Parramatta a place of choice to live, work and play for Aboriginal and Torres Strait Islander peoples.

City of Parramatta's Reconciliation Action Plan is available on Council's website: [cityofparramatta.nsw.gov.au](https://www.cityofparramatta.nsw.gov.au)

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# Executive summary

## Our vision for the Central City at night

City of Parramatta will transition to become a 24-hour city centred on the Parramatta CBD, supported by strategic and local centres, to cement our place as the Central City of Global Sydney.

Parramatta will be recognised as a thriving and well-co-ordinated night city that champions late night business, good universal design and accessibility, diverse and safe places, creativity and culture at its core and is a leader in urban governance and policy.

To order to achieve our vision, we have considered what we need to deliver and when to ensure we can both incentive and manage the growth of our night city.

This *Framework* focuses holistically on what Council, with our strategic stakeholders and our community needs to work towards to deliver on our vision.

## Why is Council doing this?

Our City is undergoing a once in a lifetime transformation. Council needs to harness the opportunities our growth and changing demographics present to further develop our night time offer. The City needs to diversify its night time offerings to meet our diverse community's needs and aspirations, as well as address the need to balance residential amenity with a thriving night experience and to ensure everyone feels safe in our city at night.

## What do we need to do?

- Create the right conditions to enable our CBD to transition to a 24-hour centre
- Promote our local centres as late-night destinations that needs of our communities
- Provide our businesses and our community with the capacity to be able to thrive in our city at night

## How will Council plan for the whole city, CBD and our centres?

Our LGA is large and diverse. Council needs to ensure that our *Framework* delivers on our vision for our major night city centre, Parramatta CBD and our local centres. Our action plan proposed actions for Parramatta CBD, our local centres and city-wide initiatives and reforms.

City-wide
Parramatta CBD
Local, Neighbourhood and Village Centres

Council wants to ensure that our local centres, as much as our CBD, have the capacity to trade later into the evening, deliver key services and night time offerings and service their local communities needs as the economy becomes progressively more 24-hours.

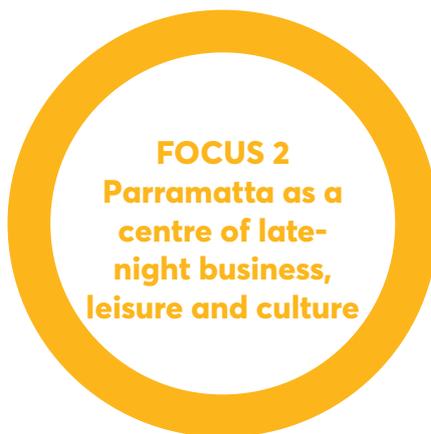
# Our focus areas

To achieve our vision, we must have clear focuses for Council and our external partners to work collaboratively together to achieve. Our focus areas are:



**FOCUS 1**  
Planning for a  
future 24-hour  
CBD and late  
trading centres

We will review our local planning controls and development processes to broker opportunities for greater night time uses and balance concerns around residential amenity.



**FOCUS 2**  
Parramatta as a  
centre of late-  
night business,  
leisure and culture

We will incentivise the diversification of our night city, utilise our assets, promote late trading retail and services; live music, events and activation.



**FOCUS 3**  
A night city  
supported by  
infrastructure

Through smart design, we will develop a night-friendly city that promotes community safety, an exciting and well-lit public domain encouraging passive surveillance and place dwelling.



**FOCUS 4**  
Promoting  
Parramatta as a  
thriving night time  
destination

We will leverage our strong night time food offering, sporting culture and unique experiences to market Parramatta as a vibrant and diverse night time place.



**FOCUS 5**  
Keeping our city  
safe and engaging  
our community

We will work to minimise late night crime and anti-social behaviour in our city and engage with our community to dispel negative perceptions of the city at night.



**FOCUS 6**  
Parramatta  
as a leading  
night city

We will advocate for night city policy reform to the State Government to unlock our CBD and our centres to more diverse uses, streamline existing planning and licensing processes and support night friendly projects.

# Project timeline



# Why are we doing this?

## The City needs to diversify our night city offerings to reflect our standing as Sydney's Central City

As the world becomes increasing 24-hours, the needs and wants of our community are changing.

The City needs to harness the economic and social opportunities that come with our massive population growth and significant infrastructure investment in our City. With a night city centred primarily on food, we need to look to ways that Council has support new, different and diverse businesses to enter our night time economy. Our community has told us they want more variety in the available night time experiences in our City.

Our community wants to see more family-friendly offerings, more retail and services open longer, more artistic, cultural and sporting opportunities available to appeal to more of our community and visitors and to make our night city accessible to everyone.

## The City needs to balance the growth of our night city with concerns around residential amenity

Our community has told us that while they would like to see a vibrant night city, they are concerned about the effects of late night sound on their local amenity.

Our community wants to see Council develop a framework around managing potential land use conflicts between night time uses and residents and identifying ways for new buildings built in existing entertainment precincts to have adequate sound attenuation measures in place.

This *Framework* outlines how Council is going to approach this balance, including the principle of agent of change, building controls and dealing with sound compliants.

## The City needs to change perceptions about Parramatta at night

More people on the street at night increases passive surveillance and people's feelings of safety. This is why it is so important for safety that our community feels safe and empowered to engage with the city at night. Our community wants to see Council invest in night friendly urban design, better lighting and CCTV to promote a safer night time experience.

Council need to work proactively to minimise crime hot-spots in our City, and where crime does occur, we work quickly and effectively with police to deal with these issues.

# Our night city vision

City of Parramatta will transition to become a 24-hour city centred on the Parramatta CBD, supported by strategic and local centres, to cement our place as the Central City of Global Sydney.

Parramatta will be recognised as a thriving and well-co-ordinated night city that champions late night business, good universal design and accessibility, diverse and safe places, has creativity and culture at its core and is a leader in urban governance and policy.

## How do we achieve it?

The Parramatta Night City Framework 2020-2024 sets out our strategic plan for the development of our night city; economically, socially, environmentally and culturally. In order to achieve our night city vision, we need to:



### CREATE

the right conditions to enable our CBD to transition to a 24-hour centre



### PROMOTE

our local centres as late-night destinations that meet the needs of our communities



### PROVIDE

our businesses and our community with the capacity to be able to thrive in our city at night

# A snapshot of our night time economy

The night city economy is an important part of our City's economy and identity as Sydney's Central River City and the economic and cultural powerhouse of Greater Sydney.

City of Parramatta's night city economy is growing and thriving, but there is more to do to ensure that we continue on this great momentum.

## Our night time economy is growing strongly:

Turnover increase of:

**\$277**  
million per year  
(2019 vs 2009)

**37%**  
increase since 2009



**8th largest NTE in Australia**



**3rd largest NTE in New South Wales**



**1.034 billion Gross product (2018)**



**8,000 employed in our City**

## Our core night time economy in numbers

Establishments		Turnover (\$)
<b>901</b> 77%	food	<b>\$496M</b> 48%
<b>46</b> 4%	beverage	<b>\$90M</b> 9%
<b>224</b> 19%	entertainment	<b>\$448M</b> 43%

## We are growing our night time economy, but we lack diversity.

**77%** of our core NTE business activity is food based

**30%** of turnover comes from licensed gaming

## We have:

**47** dedicated licensed venues

but only **2** of them are small bars (<120 patrons)

# We must reflect our community in what we do

## Why is planning for a night city in the City of Parramatta so important for our community's future?

### Young people are the future of Parramatta

In 2021, over 20 per cent of the population will be under 18. A nightlife that encompasses under 18 venues, and spaces for active participation will therefore provide more reasons for young people to stay in our City at night.

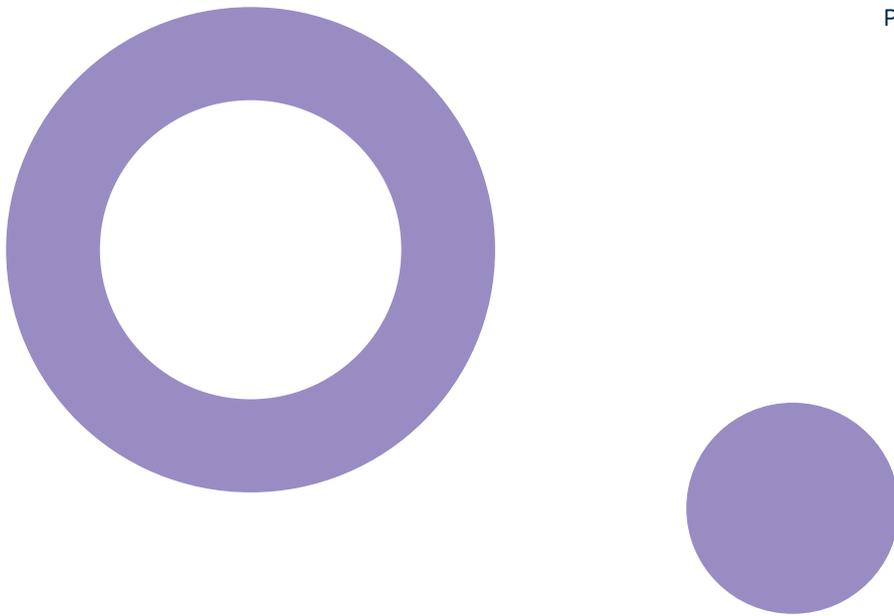
It is important that in planning for our night city that we consider the needs of children too; sparking a sense of playfulness and curiosity about the city at night. Council needs to ensure that we particularly provide opportunities for child-friendly night time activities, particularly between 5pm and 7pm, through an expanded art, sport and entertainment offering.

### City of Parramatta is a family oriented City

As the night begins, families look at ways to wind down in the City. Our City is young and family-oriented, with our community's median age at 34 years old. In considering how we plan for our night city, Council must ensure that we adopt actions that consider and plan for the concerns, needs and aspirations of our local families as they participate and navigate the city at night.

### This is a City of culturally and linguistically diverse backgrounds

City of Parramatta is a City of diverse voices. Our identity thrives on a strong presence of cultural and linguistic differences with over 140 languages spoken, and half our residents born overseas. Despite this, people born overseas are significantly more likely to have no engagement with social activities. Diverse and vibrant spaces in the evenings will offer new opportunities to encourage participation amongst our culturally and linguistically diverse communities.



## City of Parramatta must be a night city that caters for women

Participation levels in our City are not the same between males and females, reflecting how interactions at night are differentiated by gender. The City's residents are evenly split between males and females, but at night, only 36% of its visitors are female. This gender disparity is likely coloured by perceptions of safety, and a strong relationship between perceived safety and community engagement amongst women. The combination of increased safety measures and diverse offerings intends to make the City's nightlife a more open and attractive place for people of all gender identities.

## Inequality is an issue in our community

City of Parramatta is a very diverse local government area, with communities that span considerable differences in terms of socio-economic advantage, cultural diversity and age range.

There are people within our community who barriers to participation, particularly at night in which safe social opportunities to connect with the community are limited. Accessibility, cost and public safety are important to enable a diversity of available night time experiences in our City that increase community cohesion.

## The nature of work in our City is rapidly changing

As the world becomes progressively more globalised and the nature of trade in the City of Parramatta becomes ever more international, our workforce will be active both day and night.

Needs of a progressively 24-hour workforce, including goods, services, transport and night friendly spaces will be paramount in ensuring the liveability and market competitiveness of Parramatta.

# City of Parramatta needs a night city plan

**There are significant and exciting opportunities that come with growth, and we know that well-managed growth leads to positive outcomes for individuals, families and the broader community.**

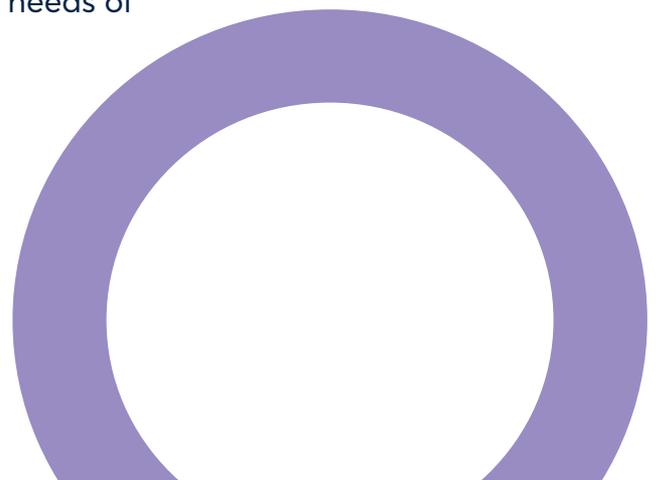
City of Parramatta is undergoing unprecedented development and attracting high-value investment from both the public and private sector. This fast-paced growth is seeing a huge influx of new residents, workers, students and visitors to our City.

Whilst already being home to the third largest night time economy by turnover in New South Wales, there is still so much untapped potential for a vibrant and diverse night time culture in the City of Parramatta meets modern expectations of lifestyle within cosmopolitan centres. No longer can the state afford for the Sydney CBD to be the only major night time destination in Greater Sydney.

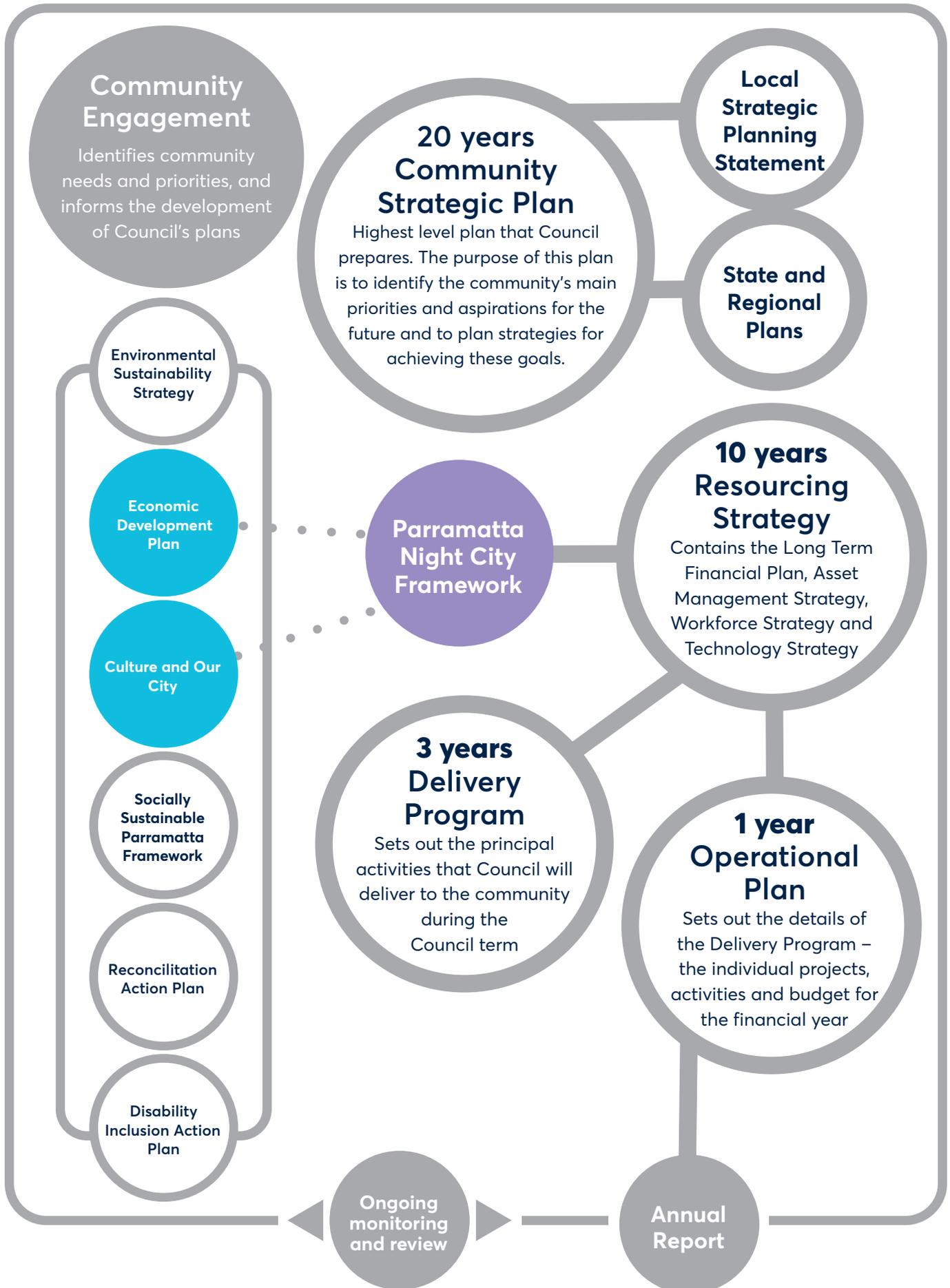
Council recognises that now is the time to clearly identify the opportunities and the barriers in the growth and management of a night city here in Parramatta that builds on our key strengths, and enables easier pathways to diversifying our City's offer, design and functions to be ready to meet the growing demands of a world-class city operating in the 24-hour economy.

Council needs to start planning now, while many parts of our City are under renewal or construction, to ensure we are building in contemporary night time uses that meet the needs of our communities.

If Council continues to invest and support the development of our night city through a holistic approach supported by policy, with our partners, our City will be a more resilient, productive, liveable and sustainable place.



## Integrating the Parramatta Night City Framework into Council's Planning



# Our community goals

Following the formation of the City of Parramatta in 2016, extensive community consultation was carried out to develop a community vision:

**Sydney's Central City: sustainable, liveable and productive – inspired by our communities**



**FAIR**

WE CAN ALL BENEFIT FROM THE OPPORTUNITIES OUR CITY OFFERS.



**ACCESSIBLE**

WE CAN ALL GET TO WHERE WE WANT TO GO.



**GREEN**

WE CARE FOR AND ENJOY OUR ENVIRONMENT.



**WELCOMING**

WE CELEBRATE CULTURE AND DIVERSITY – PAST, PRESENT AND FUTURE.



**THRIVING**

WE BENEFIT FROM HAVING A THRIVING CBD AND LOCAL CENTRES.



**INNOVATIVE**

WE COLLABORATE AND CHAMPION NEW IDEAS TO CREATE A BETTER FUTURE.

# Delivering on our community goals

Our Parramatta Night City Framework will contribute to our Community Goals in the following ways:

## FAIR

A night city of diverse experiences will provide greater opportunity for all to be able to engage with events, activities and offerings that cater for our diverse community. It will also provide greater employment opportunities locally as businesses diversify and thrive.

## ACCESSIBLE

Our night city must be universally accessible, safe and vibrant. It is imperative for the success of our night city economy that experiences are easy to get to, and easy to get home, regardless of who you are and how far you have travelled.

## GREEN

The night city economy values the natural assets of our City and through the enjoyment of local facilities will contribute to the awareness and importance of our green spaces and waterways.

## WELCOMING

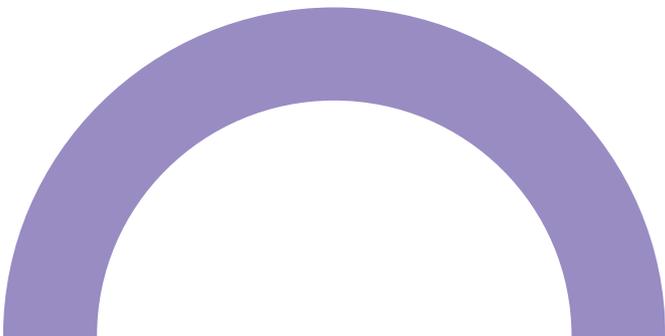
A great quality of life which includes a vibrant night city with a diversity of experiences and services across the city will provide greater amenity and make our City more interesting for both residents and visitors alike, celebrating our diversity and welcoming everyone.

## THRIVING

A vibrant and diverse night time economy will drive economic growth for our CBD and local centres. As businesses diversify and our night time offering enhances, we will investment into our City increase.

## INNOVATIVE

This strategy is a holistic and cross-collaborative approach to the development of our night city, enabling us to consider the development of our night time economy in all that we do. This framework will enable us, our businesses and communities to be empowered to innovate our night city economy to provide a uniquely Parramatta offering that appeals to all and drives economic growth in our city.



Parramatta Square



# A city that is transforming

**To ensure that our City makes the most of this unprecedented level of business and capital investment in our City, we must ensure our night city leverages these transformative projects to continue to develop and diversify our night time offerings and unlock our City through seamless transport options.**

## Parramatta Square

Parramatta Square is one of the largest urban renewal precincts in Australia. It will deliver major commercial, civic, education and residential buildings which will border a public square in the heart of the city, with retail and hospitality venues adding to our city at night.

Once complete, the precinct will host 23,000 workers and transform Parramatta's city centre into a unique and iconic space to live, work and play. The 23,000 incoming workers will not only interact with the existing night city but will also demand an expanded and diversified offering of night time activities. Parramatta Square epitomises the evolution of Parramatta and as the city evolves, so too will its people and their preferences in engaging with the City at night.

## 5 Parramatta Square

This architecturally designed civic and cultural centre will be our City's home to ideas, aspirations and expertise. It will

be a place for our community to connect, participate and learn, activating Parramatta Square day and night. It will be also be a civic centre that accommodates people of all ages as the new library, youth areas and maker spaces creates opportunities for even our youngest residents and visitors to engage with the City at night.

Meanwhile, the exterior of the building is designed to act as a canvas for artistic expression by displaying public artworks through digital projections and installations. It will transform the public space at night and, in its own right, anchor the Parramatta Square precinct as a key attraction for residents, workers and visitors to enjoy.

## Museum of Applied Arts and Sciences

Our City will welcome a world-class museum – the flagship site for the Museum of Applied Arts and Sciences (MAAS) relocating to the Parramatta Riverbank. Located alongside Riverside Theatres, MAAS will anchor Parramatta's Arts and Cultural Precinct and will serve as the central hub for residents and visitors across Sydney to interact with state-of-the-art exhibitions and creative expressions. Beyond expanding the cultural richness of the city, MAAS will also unlock the economic opportunities of Parramatta at night as more than 1 million visitors are

anticipated to visit the museum on an annual basis upon completion.

## Riverside Theatres

The re-development of Riverside Theatres is a central component to the realisation of a night city in Parramatta that celebrates arts, culture and performance at its core.

Already showcasing over 1,400 shows annually, Riverside Theatres has, and will continue to be a cultural anchor and centre of performance excellence for Greater Sydney.

The realisation of the re-development of Riverside Theatres as part of a broader arts and cultural precinct will cement Parramatta as a world-class destination for arts, culture and performance programming and will build on the 30-year legacy of this landmark institution.



**Our city is  
undergoing  
a once-in-  
a-lifetime  
transformation**

# A city that is transforming

## Bankwest Stadium

Part of the State Government's Rebuilding the Major Stadium Network Program, our new stadium will seat 30,000 people and deliver a multi-use venue for sports and large-scale outdoor entertainment events. The development of Bankwest Stadium will cement sport as a key ingredient of Parramatta's night city and will further support local restaurants, bars and entertainment offerings within our CBD. Beyond attracting domestic and international crowds across various codes of sport, Bankwest Stadium also operates as an exhibition venue with large conference spaces that have both day and night uses.

## Civic Link

Extending over four City blocks, the Civic Link will be a green, pedestrian, cultural spine connecting Parramatta CBD's transport, civic and riverfront spaces. It will provide connectivity and walkability from the city centre in the south to the recreational spaces in the north all while activating the day and night time uses in and around Civic Link. By incorporating

the natural surrounds into the built environment, Civic Link is designed to be a public space that is an attraction destination, a place for leisure and a safe and accessible walkway at night.

## A new aquatic leisure centre for our City

Within the Mays Hill Precinct of Parramatta Park, the new aquatic centre will meet the contemporary and recreational needs of our growing community and will provide sport and leisure opportunities both day and night.

## Parramatta Light Rail

The Parramatta Light Rail network will connect our City and local centres, unlocking new centres of night time activity and making it easier for residents and workers to participate in our night city. Urban renewal along light rail stations from Westmead to Carlingford will create opportunities for the organic growth of night time economies in our local centres, as mobility and connectivity across the LGA is unlocked. With an estimated 130,000 people living within walking distance of light rail

stops, travelling across the City of Parramatta will become more accessible at night.

## Sydney Metro West

The State Government has begun early planning for Sydney Metro West, connecting Greater Parramatta to the Harbour CBD, making our CBD and major centres easy to get to, and easy to get home at night. With stations at Westmead, Parramatta and Sydney Olympic Park, people from across Sydney will have significantly improved access to engage in our night city, be it for work or leisure. Rail capacity east-west will be doubled and travel times will be halved when the Sydney Metro West becomes operational, unlocking opportunities to cement Parramatta as a destination of choice at night.

A wide-angle photograph of Bankwest Stadium during a match. The stadium is filled with spectators, and the pitch is visible with players on the field. Large blue and orange flags with the text 'WELCOME HOME' are being waved from the stands. The stadium's roof structure is visible at the top of the frame. A large teal circle in the upper right corner contains the text 'Bankwest Stadium'.

Bankwest  
Stadium

# Major precincts

**Although many areas within our City will not undergo significant change, there are plans for precinct development in several areas across the City of Parramatta.**

## Parramatta North

UrbanGrowth NSW is planning to deliver new apartments and a village centre, as well as 7 ha of public open space, including a river foreshore park on NSW Government lands. Council will advocate for the retention and adaptive reuse of heritage buildings to accommodate arts, cultural, health and heritage endeavours.

## Westmead

More than \$3 billion has been committed by the NSW Government, universities and the private sector to upgrade and expand the precinct's health services, medical research facilities and public transport. As a world-class Innovation District, Westmead will see a significant increase in jobs and university students over the next 20 years. A masterplan is being undertaken to guide this and future investment in the precinct.

## Granville

Part of the Parramatta Road Corridor Urban Transformation Strategy area (north of the railway line), the strategy will see Granville transform into a high density, mixed-use town centre with high quality public domain, open space networks and transport links.

## Camellia

The long term vision for renewal at Camellia includes a high density mixed use town centre located on the future Parramatta Light Rail route with a proposed new primary school, community facilities, new jobs, housing and public open spaces on the riverfront.

### Telopea

A combination of new and revitalised social, affordable and private housing is planned, as well as a retail centre next to the forthcoming light rail station. This mix of housing, transport and social infrastructure will support a growing and more diverse community.

### Epping Town Centre

With significant new and redevelopment putting pressure on existing infrastructure, the Epping Planning Review seeks to introduce planning controls that better manage future growth. Stage 2 of the Epping Planning Review aims to address principles relating to heritage, commercial floorspace, public domain, traffic and planning processes.

### Rydalmere

The vision for Rydalmere involves its transformation into a high-tech and knowledge precinct. This will involve redevelopment for retail and commercial uses, suiting businesses seeking to build strong relationships with the adjacent Western Sydney University campus.

### Melrose Park

The urban renewal planned will result in significant public benefit for the new and existing community and surrounding neighbourhoods. Residential development, including a minimum of 150 affordable dwellings, will provide significant housing stock to the area to address housing choice and affordability.

### Wentworth Point

This precinct forms part of the wider area of urban renewal of former industrial and commercial lands on the Sydney Olympic Peninsula. A growing residential area is planned, as well as commercial centres and a maritime plaza. This precinct will continue to deliver new homes, open space, shops and services.

### Carter Street

South of Sydney Olympic Park, this area was rezoned in 2015 to support its transformation into a vibrant community with easy access to the M4 motorway. The precinct will provide more homes, better public spaces, a primary school, shops and cafes with access to public transport, international sporting facilities and entertainment venues.

### Sydney Olympic Park

The masterplan for this precinct seeks to promote the Park's role as a premier destination for cultural, entertainment, recreation and sporting events, and protect and enhance the public domain and parklands. Sydney Olympic Park will be transformed into a thriving urban centre providing employment opportunities, housing and retail.

# You spoke and we listened

In September 2018, we asked 300 local residents about where they visit at night, what they would like to see in our future night city and the barriers to participation:

## Our most frequented night time centres:



## What our community likes to do at night



**85%**  
eating out



**56%**  
entertainment



**40%**  
late night shopping



**28%**  
drinks with friends



**16%**  
sports and recreation

## Main barriers to night time participation



**42%**  
lack of parking

**35%**  
lack of an appealing offer or activity

**40%**  
feeling unsafe

**20%**  
lack of public transport

**29%**  
lack of a diversity of offer



# What our community has told us they want to see:

## Most frequently raised suggestions:



**40%**

night markets  
run in the City



**27%**

more car  
parking



**20%**

more small  
bars



**30%**

more live music  
programming



**20%**

better lighting and public  
domain improvements



**34%**

more diverse live  
events and festivals  
in more places

# Developing the Framework

In developing the *Parramatta Night City Framework*, Council collected input and feedback from over 1,500 participants, including a range of community members, businesses, organisations, workers and visitors.

Council have also considered past studies, other Council plans and strategies, approaches from other Local Councils in New South Wales and appropriate literature relating to cities at night, both from national and international experience.

This feedback and literature review informed the *City's Night Time Economy Discussion Paper* (August 2017) which proposed over 40 high level actions to develop the City's night time economy over the next five years, forming the basis of the Framework.

## Consultation

### Parramatta Police

One-on-one discussions were held with Parramatta Police to gather their input on the current night time economy, as well as feedback on related projects, such as the *Parramatta CBD Small Bars Policy*.

### Liquor Accord presentations

Draft findings from the night time economy research undertaken were presented to the Parramatta Liquor Accord, where members were given the opportunity to provide input from an industry perspective. Presentations were also given to the Flemington and Eastwood/ Gladesville Liquor Accords.

### City of Parramatta Youth Forum

Input was sought from young people through the Youth Forum, held on 27 April 2017 (City of Parramatta Council and Cred Consulting). There were approximately 60 participants present at the Forum who contributed to the discussion. Council's presentation described what the City's nightlife encompassed, and sought ideas on how to diversify the City at night.

### Submissions to the Parramatta CBD Small Bars Policy

Submissions to the *Parramatta CBD Small Bars Policy* were considered as part of the development of the Framework, as they detailed specific ideas for Council to investigate.



# Baseline research

Baseline research was conducted by Micromex Research.

## Resident survey

300 interviews were conducted with residents from Parramatta CBD, Harris Park, Epping and Granville. The raw data has been weighted to reflect the real community profile of our City.

## Visitor survey

300 interviews were conducted with visitors to the City. Participants were recruited on site followed by a Computer Assisted Telephone Interviewing (CATI) re-contact. This data is not weighted, but rather a random sample of visitors to the areas.

## Business survey

A total of 678 business surveys were completed across all industry sectors to understand the top line key issues as expressed by the business community. This report considers how businesses in Parramatta rate the night time economy, with regards to creative and cultural offerings, the look and feel of the city and the availability of cafés, restaurants and pubs.

## Workshops – businesses and key stakeholders

Two workshops were held in early April 2017 with 26 participant stakeholders with interest in our night city. They provided insight

into projects and ideas on how to grow and diversify our night city in the Parramatta CBD, Epping and Harris Park.

## Night city audit

Night audits of Parramatta CBD, Harris Park and Epping were undertaken to record what businesses were open and to observe the presence of customers, condition and effectiveness of lighting, cleanliness of the public domain and levels of anti-social behaviour. A total of four night audits took place – two in Parramatta CBD and one in Harris Park and Epping respectively. Each audit started at 6:00pm and finished at 1:00am, with researchers completing two to three loops in each area.

At Parramatta Lanes 2019, we asked our community what they would like to see from a 24-hour Parramatta, drawn by local artist Michael Black. This is what they told us:





# Planning for different times of night

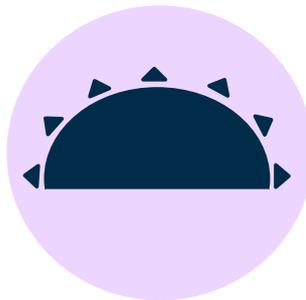
The night city is different as it transitions from the early evening into the depths of night. There is a change in the offerings and activities available in the night city and the differing needs and wants of our community. It is important that the City recognise this evolution in how we plan for our night city in this *Framework* and understand the different factors that contribute to this evolution, and when.

In developing this *Framework*, Council has considered the distant characteristics that various periods of time have in their character, activity and demographics. These have broad implications of how we approach holistic planning for our night city, for economic and social development, events, arts and cultural programming, land use planning, alcohol management, public domain and transport.





In this *Framework*, council has adopted the following time periods to form the basis of our time of night planning: In this *Framework*, we have adopted the following time periods to form the basis of our time of night planning:



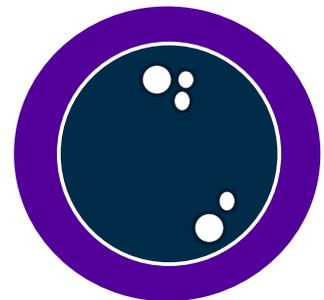
**Early evening economy**  
**5pm to 7pm**



**Twilight economy**  
**6pm to 10pm**



**Night time economy**  
**9pm to 1am**



**Late night economy**  
**12am to 5am**

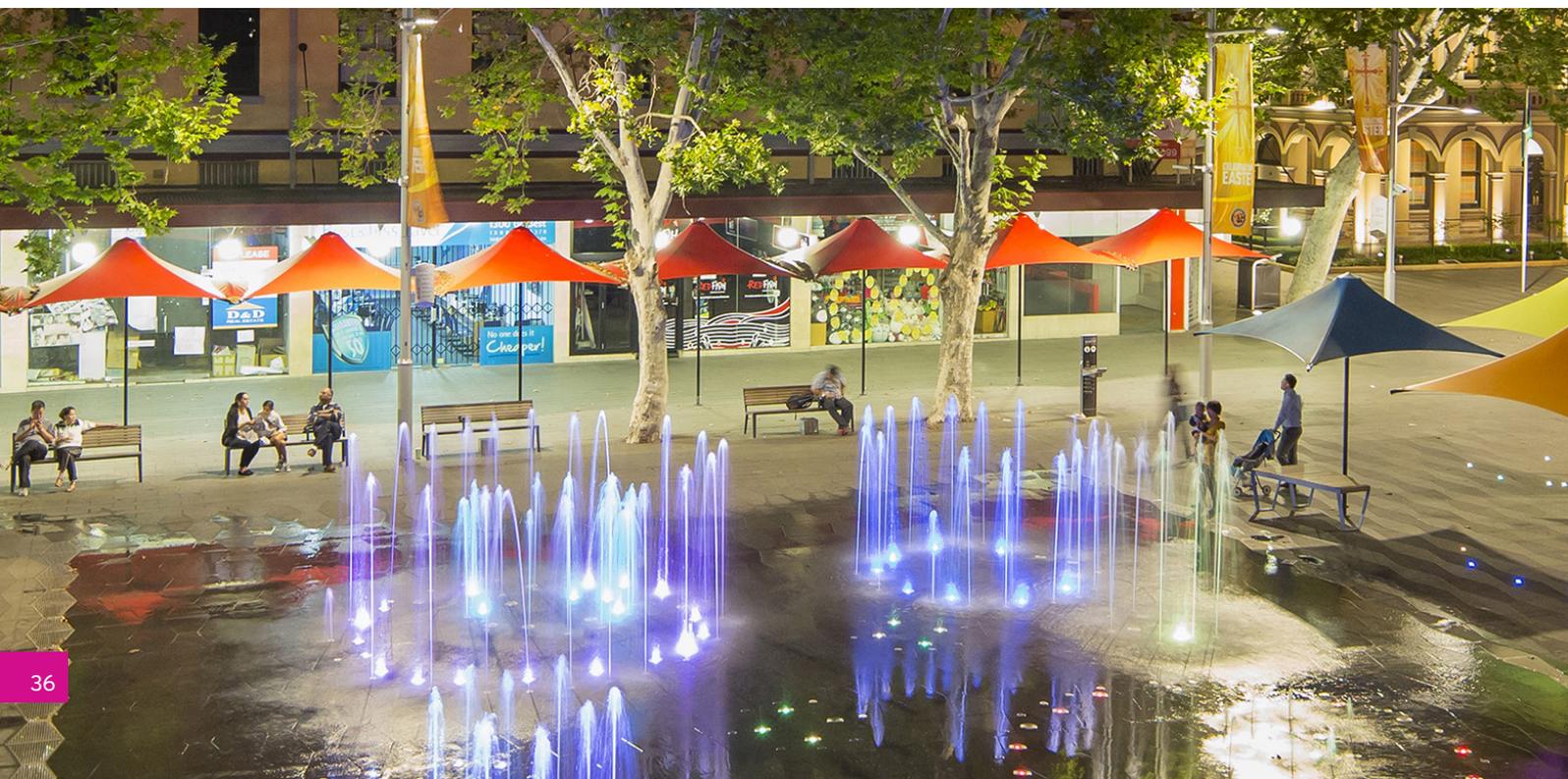
It is important economically that Council consider the opportunities and offerings available in our CBD and our centres at night for those who are finishing work, school or activities or returning home from elsewhere. It is important for the success of our night city economy that the City is able to retain people from the early evening into the late night.

# Homelessness in our night city

City of Parramatta Council acknowledges that the visible presence of people who are sleeping rough has the potential to impact on current and prospective resident, business, and visitor perceptions of the city. Council recognises the NSW State Government *Protocol for Homeless People in Public Spaces* and Council's *Homelessness Policy* acknowledges the rights of all members of the community to use public spaces, whilst also recognising everybody's right to enjoy the City in a safe and peaceful environment.

In working to support people sleeping rough, Council prioritises ensuring people have access to the services and assistance they need to improve their circumstances. Council only requires people to move on or to involve the police when anti-social behaviour is demonstrated, there is a concern for public safety or when there is concern for the personal safety of an individual.

Prince Alfred Square is an example of an important component of the night time domain, that is also a place where people who are homeless may sleep. A number of charitable organisations use Prince Alfred Square to provide food services to people financial disadvantage. It is to be expected that with the City's growth and transformation that people sleeping rough will continue to be attracted to Parramatta CBD and other locations in the City, and hence have an interest in the provision of an inclusive, safe and dynamic night time economy.



# Our role in shaping the night city

**The City has a significant and multi-faceted role in the development of our night city.**

## **PROVIDER**

We will continue to provide a range of high quality services, programs and Council facilities, including libraries, community centres, aquatic centres and street cleaning.

## **ADVOCATE**

We will give a voice to our community and leverage every opportunity to develop our night city through active and effective advocacy with industry and the State Government.

## **LEADER**

We will benchmark our City nationally. We will listen to our communities and drive innovative approaches to the development of a distinctive, world-class night city.

## **CONNECTOR**

We will identify and connect commercial, government and

third-sector parties to encourage innovation and maximise investment, from a broad range of sources.

## **PRODUCER**

We will invest in and produce conditions that enable businesses, community groups to flourish in delivering high quality night city offerings and experiences. We will produce events that provide new and exciting opportunities for our growing creative sector.

## **COLLABORATOR**

We will support and partner with businesses, our community and other government agencies to deliver on our night city objectives.

## **HOST**

We will create and maintain the right environment for large-scale events, festivals and sporting celebrations. We will create and maintain the right environment in our night city for visitors to feel welcome in our City, and to support cultural exchange to raise the City's profile and build understanding and reciprocity.

## **CAPACITY BUILDER**

We will work with businesses and our community to build the capacity to grow offerings, provide safe and vibrant centres and deliver on our night city objectives.

## **PLANNER**

We will work to strategically plan for the development of our night city through research, consultation and collaboration to identify and resolve conflicts and issues.

## **TRUSTED PARTNER**

We will provide an open, receptive and committed approach to foster opportunities for significant collaborations and partnerships with businesses, providers and the community.





# Our focus areas

Council has taken on board what you've told us.

Our community's ideas and priorities have confirmed the strategic direction we need to take to deliver on what the *Parramatta Night City Framework* needs to achieve.

**FOCUS 1**  
Planning for a future 24-hour CBD and late trading centres

**FOCUS 2**  
Parramatta as a centre of late-night business, leisure and culture

**FOCUS 3**  
A night city supported by infrastructure

**FOCUS 4**  
Promoting Parramatta as a thriving night time destination

**FOCUS 5**  
Keeping our city safe and engaging our community

**FOCUS 6**  
Parramatta as a leading night city



# Our action plan

## Understanding the action plan

Our action plan has been devised to provide deliverable and accountable actions aligned with the City's focus areas for the development of the night city.

Focus Area				Implementation Timeframe		
Action Number	Night city precincts	External Partners	Nature of project	Priority	Short Term	Medium Term
	e.g. Run night markets in the Parramatta CBD	City-wide Parramatta CBD Local, neighbourhood and village centres	New project Change to existing practice Ongoing	Short (S) 1-2 years	Medium (M) 2-3 years	Long (L) 3+ years



## Responding to our different night city precincts

In the development of the action plan, we have recognised that the character of our CBD differs greatly from our local, neighbourhood and village centres. Our goal is to develop and cultivate a thriving night city across the Parramatta LGA, not just in the Parramatta CBD. This is why we have identified particular actions for our CBD and local centres, while others we will work on city-wide.

<b>City-Wide</b>	All centres across the Parramatta LGA
<b>Parramatta CBD</b>	Applies only to the Parramatta CBD boundaries
<b>Local, Neighbourhood and Village Centres</b>	Applies to all centres whose primary function is to service their immediate local communities

# Focus 1: Planning for a 24-hour CBD and later trading centres

Central to the City's vision for a diverse and thriving night city is to set the foundations for Parramatta CBD to become a 24-hour centre in the future, cementing our place as the Central City of Global Sydney. This requires careful planning and management so that the City can function effectively, both day and night.

Our growing and diverse community has desires for a vibrant nightlife which may conflict in some places with the residential amenity in our City

and its centres. Council intends to proactively address concerns around noise and public behaviour through both the City's physical design: by future-proofing entertainment precincts against the impacts of night time sound, as well as through appropriate development controls.

Council will ensure that our night city is planned and managed in line with our regulatory and legislative obligations.





# Focus 1: Our actions

Focus 1: Planning for a future 24-hour CBD and late trading centres					Implementation Timeframe		
Action Number	Action Description	Night city precincts	External Partners	Nature of project	Priority (2020)	Short Term (2021-2022)	Medium Term (2023-2024)
<b>Strategic planning</b>							
1.1	Identify late night entertainment precincts for the purposes of place-specific activations plans, strategic planning and development controls	City-wide		New project			
1.2	Deliver a Retail Strategy for the Parramatta CBD to guide future retail mixes, ensuring a focus on promoting and curating night time retail uses at the ground floor	Parramatta CBD		New project			
1.3	Investigate changes to the Parramatta Local Environmental Plan to enable a diverse and compatible range of permissible uses across all zones at night	City-wide		New project			
1.4	Investigate permitting amusement centres in business and industrial zones throughout the City	City-wide		New project			
1.5	Investigate planning mechanisms to allow low-risk and small scale cultural uses to be classified as exempt or complying development in the Parramatta Local Environmental Plan	City-wide	Department of Planning, Industry and Environment	New project			
<b>Night time sound</b>							
1.6	Investigate options to undertake a sound mapping project in key entertainment precincts to inform responses to late night noise	City-wide	Department of Planning, Industry and Environment	New project			
1.7	Consider the application of the principle of 'agent of change' in the City to protect residential amenity	City-wide	Department of Planning, Industry and Environment	New project			
1.8	Investigate the inclusion of a clause into the Section 10.7 Planning Certificate detailing expectations of some reasonable night time sound when moving to key entertainment and night time precincts consistent with existing practice in Sydney Olympic Park	City-wide	Department of Planning, Industry and Environment	New project			

1.9	Develop a resource for new residents moving to late night entertainment precincts detailing expectations for reasonable night time sound	City-wide		New project			
1.10	Develop and maintain consistent regulatory guidelines to live music throughout the City	City-wide		New project			
<b>Development controls and trading hours</b>							
1.11	Explore policy options to ensure future residential and late trading business development in precincts of a mixed character incorporate appropriate acoustic minimisation measures.	City-wide		New project			
1.12	Review and amend the Parramatta Development Control Plan to support the growth and management of the night time economy of the Parramatta CBD and local centres	City-wide		New project			
1.13	Investigate allowing businesses in established local centres to trade until 10pm without the need for additional approval	Local, neighbourhood and village centres	Department of Planning, Industry and Environment	New project			
1.14	Undertake a review of the Parramatta CBD Small Bars Policy and integrate the Small Bars Policy into the Parramatta Development Control Plan.	Parramatta CBD	NSW Liquor and Gaming	New project			
1.15	Investigate planning mechanisms to enable conversion of existing food and beverage businesses into small bars with through minimum requirements of development applications	City-wide	Department of Planning, Industry and Environment; NSW Liquor and Gaming	New project			
<b>Policies</b>							
1.16	Develop and adopt a Good Neighbour Policy to provide a clear procedure in dealing with noise complaints from night time venues that balances between residential amenity and reasonable sound	City-wide		New project			
1.17	Develop criteria to assess the cumulative impact of licensed venues and electronic gaming machines and their geographic saturation across the City of Parramatta	City-wide	NSW Liquor and Gaming	New project			
1.18	Ensure that in the procuring of new tenants for vacant Council-owned tenancies, capacity for night time activity is considered through the Expression of Interest Process	City-wide		Change to existing practice			

KEEP  
CALM  
AND  
EAT  
PAAN





## Focus 2: a night city of diverse business, leisure and culture

Successful night cities are underpinned by a diversity of offer, supporting a variety of different needs and demographics. A night city with a multitude of business and venue offers will solidify itself as a true urban centre, by catering to various community needs for longer hours of the day.

Our goal is to support the growth of our night city economy so that people are compelled to stay in Parramatta well after they finish work, study or play; and compelled to leave their homes to engage with local businesses, events, cultural activities and other local services.

This includes incentivising businesses to operate outside the traditional business hours and supporting their exploration of new ideas and concepts to serve the community, grow their offerings and promote personal expression at night.



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MACQUARIE STREET



# A night city of art and performance

Artists reflect, interpret and reimagine our understanding of the world and retell stories in new ways. Our artists create work that we experience and provoke our senses, emotions and thoughts. Throughout the consultation process, you called for more pop-ups, laneway projects and artist-run spaces to incubate a thriving artistic night city.

## Parramatta Artists Studios

Parramatta Artists Studios (PAS) is the energetic home for creative production in the centre of Western Sydney. PAS is a significant incubator of ideas and creative production through the provision of vital studio spaces to artists and has become a key launch pad for artistic careers.

The studios are a place of making and activity day and night. Artists have 24-hour access to their studio spaces

and PAS is further activated in the evenings through a diverse program of art and literature workshops, exhibitions and talks that stimulate discussion and encourage valuable participation.

PAS partners with major festivals including Parramasala, Parramatta Lanes, Sydney Design Festival, Sydney Writer's Festival and Art Month Sydney to deliver engaging art installations and curated experiences for our community and audiences.

Parramatta Artists Studios is an initiative of the City of Parramatta and is supported by the NSW Government through Create NSW.

## Riverside Theatres

In 2018, Riverside Theatres celebrated 30 years of shared stories on our stages and screens. Already 200,000 people crowd through the doors of Riverside Theatres every year.

Riverside's legacy has given rise to new programming and organisations, including the National Theatre of Parramatta, FORM Dance Projects, Beyond the Square and the Dance Makers Collective to name a few.

The re-development of Riverside Theatres is a key component to the realisation of a night city in Parramatta that celebrates arts, culture and performance as the heart of creativity in our night city and provide a unique and diverse offer to those coming to Parramatta at night. Our community wants to see Riverside Theatres become an arts centre with flexible performance spaces and state-of-the-art cinematic equipment. The realisation of the re-development of Riverside Theatres as part of a broader arts precinct with cement Parramatta as the heart of arts, culture and performance for Greater Sydney.

# Live music and the City's soundtrack

We want to ensure that we provide all the necessary conditions required for businesses and venues to add live music to their night time entertainment programming, and for artists to be supported and to be given as many opportunities to perform in our City as possible. We are acutely aware of the conflicts between residential and commercial amenity, in which we plan to balance the wants of live music opportunities, and the needs of the rest of the community. Namely, we need to ensure that we address concerns surrounding additional entertainment noise and safety in the operation of licensed live music venues, whilst still allowing musicians and the live music scene to flourish.

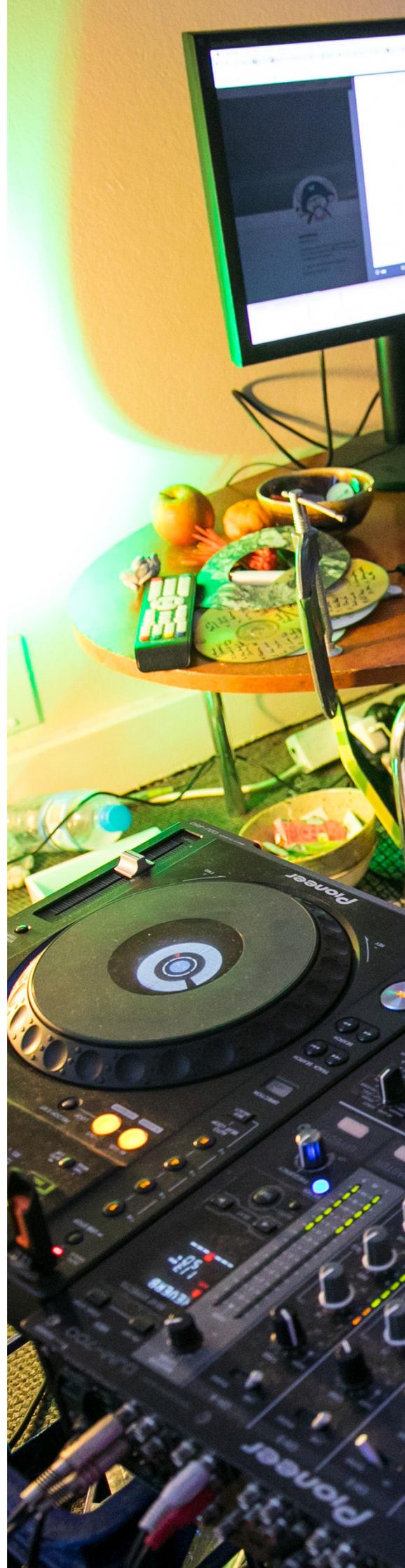
## Live and Local

For the past two years, an annual event called *Live and Local Parramatta* has been held in multiple venues in the Parramatta CBD. Last year's event saw 70 Western Sydney music artists perform at 17 different venues across Parramatta, with over 3,000 attendees.

## Amplify

*Amplify* is an ongoing partnership and brokering program, matching live musicians and local businesses to deliver an ongoing live music program in diverse businesses across the Parramatta CBD.

The program includes best practice advice on areas such as live music production, marketing, promotion and the engagement of audiences. City of Parramatta is working with a number of businesses currently to deliver the *Amplify* program including Port Bar, Albion Hotel, Collector Tavern, Uncle Kurts, Alex and Co, Coco Cubano, the Novotel Parramatta and the Park Royal in Parramatta. The result has been hundreds of performances in the above spaces and more broadly a greater optimisation of live music in the west.





# A city of night time events

City of Parramatta is home to a sensational program of night time events that celebrate everything great about our city after dark. You told us that you love our existing program of night time events but want to see our program grow bigger and better and to see more events in our local communities.

We are committed as part of this Framework to deliver an *Events and Festivals Strategy* for the City, to grow our night time event offer and broker opportunities to bring events, pop-ups and activations to more parts of our City.

Some of our successful night time events include:

## Winterlight

As one of Greater Sydney's premiere winter festivals, Winterlight transforms the heritage grounds of Prince Alfred Square into a winter wonderland that features Sydney's biggest open-air ice rink along with carnival rides, live music and ice-skating performances. Held annually in July in time for the school holidays, Winterlight invites residents and visitors to venture out and explore the city during winter, animating the city at a traditionally quiet time of the year.

As night falls, Prince Alfred Square becomes illuminated with dazzling lights and vibrant displays that can be observed from a Ferris wheel which oversees the city. It also serves as a great reason for visitors to frequent surrounding businesses and offers another night time attraction for people attending shows at Riverside Theatres or frequenting our local businesses on our famous Eat Street.

## Parramatta Lanes

Parramatta Lanes is the City's annual celebration of food, music and art that brings together communities across Sydney in a street festival that attracts over 100,000 people into Parramatta. Hosted over four days in October, Lanes showcases the local businesses and talents that make Parramatta unique while attracting some of the best chefs, artists and musicians across Greater Sydney to exhibit their best works.

Hidden spaces and laneways in Parramatta's CBD are transformed sonically, visually, and experientially as bustling pop-up bars, food stalls, and art installations fill the streets. The 14 themed laneways come to life at night with residents, local workers, and visitors drawn to explore every corner of the CBD as the diverse range of activities and attractions offers something for everyone.



# Focus 2: Our actions

Focus 2: A night city of diverse business, leisure and culture					Implementation Timeframe		
Action No.	Action Description	Night city precincts	External Partners	Nature of project	Priority (2020)	Short Term (2021-2022)	Medium Term (2023-2024)
<b>Business and Leisure Development</b>							
2.1	Implement a Night Time Economy Diversification Grants Scheme to incentivise the diversification of businesses and activities at night	City-wide		New project			
2.2	Delivery of business workshops, programs, or other services annually to support businesses to establish or grow their small bar operations and navigate regulatory requirements such as liquor licencing and development applications	City-wide		New project			
2.3	Investigate the potential to trial extended opening hours for Council facilities at night, such as libraries, community halls, indoor recreation facilities, and the Parramatta Town Hall	City-wide		New project			
2.4	Identify opportunities for greater children's and youth participation in the night time economy, including appropriate infrastructure and programs	City-wide		New project			
2.5	Collaborate with local Business Chambers, regional and state business forums and Local Liquor Accords to encourage the diversification of night city venues	City-wide	Local Business Chambers, Local Liquor Accords	Ongoing			
2.6	Explore greater options for evening activities within the City's over 55's programs and initiatives	City-wide		New project			
2.7	Explore options for encouraging expanded late-trading private child care centres	City-wide		New project			

2.8	Investigate the greater use of parks and sportsgrounds at night, and the necessary supporting infrastructure required	City-wide		New project			
2.9	Work with major retail tenants, developers and land owners to promote later trading past 6pm	Parramatta CBD	Major developers	On going			
2.10	Encourage non-alcohol based businesses to extend their operating hours further into the evening and/or allowing existing retail and commercial space to be activated at night	City-wide	Department of Planning, Industry and Environment	Change to existing practice			
2.11	Broker opportunities for social enterprise businesses to participate in the night time economy	City-wide		New project			
2.12	Work proactively with businesses to identify pinch points in development application and liquor licensing processes	City-wide	NSW Liquor and Gaming	Ongoing			
<b>Events and Activation</b>							
2.13	Run night markets in the Parramatta CBD	Parramatta CBD		New project			
2.14	Identify suitable local centre and neighbourhood locations outside of the Parramatta CBD for night time events, including markets	Local, neighbourhood and village centres		New project			
2.15	Develop a City-wide Events and Festivals Strategy that considers night time events	City-wide		New project			

Focus 2: A night city of diverse business, leisure and culture (continued)					Implementation Timeframe		
Action No.	Action Description	Night city precincts	External Partners	Nature of project	Priority (2020)	Short Term (2021-2022)	Medium Term (2023-2024)
2.16	Support the use of food trucks throughout the City to support place-based night time activations	City-wide		Ongoing			
2.17	Broker opportunities for night-friendly public art in the CBD, local centres and local parks	City-wide		New project			
2.18	Expand programming of Parramatta Artists Studios at night time, including art exhibitions, showcases and open nights	City-wide	Create NSW	Ongoing			
2.19	Broker opportunities to expand programming of Riverside Theatres at night time, including exhibitions, performances, showcases, open nights and other diverse offerings	City-wide	Create NSW	Ongoing			
2.20	Curate and promote complementary offerings to encourage fans to stay in the Parramatta CBD after night time events at Bankwest Stadium	Parramatta CBD	Venues NSW, Destination NSW, local businesses	Ongoing			
2.21	Identify and develop strategies for meeting the cultural needs of the City and its centres at night	City-wide	Create NSW, Destination NSW	Ongoing			
2.22	Identify opportunities to utilise and promote cultural and built heritage at night	City-wide	Create NSW, Destination NSW	Ongoing			
2.23	Work with key stakeholders to investigate an annual 'heritage open' event that showcases the City's cultural heritage and stories at night	City-wide	Destination NSW	New project			

Live Music							
2.24	Develop a Live Music Strategy for the City	City-wide	Create NSW, Music NSW, Live Music Office	New project			
2.25	Develop a Live Music Taskforce for the City to guide the development of the live music scene in Parramatta	City-wide	Create NSW, Music NSW, Live Music Office	New project			
2.26	Support an annual all-ages music event with mentoring for young musicians and event producers at night	City-wide	Create NSW, Music NSW, Live Music Office	New project			
2.27	Continue with Live and Local as a musician development program and Amplify as a CBD wide venue activation for live music at night	Parramatta CBD	Create NSW, Music NSW, Live Music Office	Ongoing			
2.28	Actively encourage licensed premises and other businesses to host live music programs at night	City-wide	Create NSW, Music NSW, Live Music Office, local licensed premises	Ongoing			



# Focus 3: A night city supported by infrastructure

Safety, good design and accessibility are universal cornerstones of a successful night city. Night time precincts require a co-ordination approach to public domain design, lighting, wayfinding and accessibility to provide the required infrastructure to ensure our CBD and local centres can support a

greater level of night time activity. The City will work to deliver capital improvements to promote night time centres that are more legible and safe for everyone, incorporating core civil infrastructure and creative art and lighting to enhance the user experience.

# Focus 3: Our actions

Focus 3: A night city supported by infrastructure					Implementation Timeframe		
Action No.	Action Description	Night city precincts	External Partners	Nature of project	Priority (2020)	Short Term (2021-2022)	Medium Term (2023-2024)
3.1	Provide connected wayfinding signage that is legible at night, which promotes safe pedestrian routes and follows relevant universal design principles, including to and from Bankwest Stadium	City-wide	Transport for NSW, Venues NSW	Ongoing			
3.2	Investigate and deliver lighting in key night time precincts of key public spaces such as parks, pathways, art installations and historical sites	City-wide		Ongoing			
3.3	Deliver public domain and capital work improvements in local centres that encourage night time uses	Local, neighbourhood and village centres		Change to existing practice			
3.4	Investigate the availability of, and explore options to enable more public toilets to be open at night	City-wide		Ongoing			
3.5	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	City-wide	Local real estate agents	Change to existing practice			
3.6	Investigate creative lighting opportunities and installations, such as digital projections, to provide points of interest at key city sights as part of the City's public art program	City-wide		Ongoing			



# Focus 4: Promoting Parramatta as a thriving night time destination

The night time economy in the City of Parramatta celebrates the City's unique identity, diverse community, enthusiasm for sport, love for food and our history. Promoting Parramatta as a thriving night time destination by building community and visitor awareness of our City's array of night time businesses and offerings is critical in driving greater night time activity and investment into the City.

Council, in association with businesses and stakeholders, will continue to work to develop marketing and promotional strategies to showcase Parramatta's night time offer, particularly as a centre of events, festivals, live music, cultural and built heritage, sport and business events.





# Focus 4: Our actions

Focus 4: Promoting Parramatta as a thriving night time destination					Implementation Timeframe		
Action No.	Action Description	Night city precincts	External Partners	Nature of project	Priority (2020)	Short Term (2021-2022)	Medium Term (2023-2024)
4.1	Develop 'Discover Parramatta' as the primary digital platform to promote night city events, activities, businesses and offerings	City-wide	Sydney Olympic Park Authority, Destination NSW	Ongoing			
4.2	Promote night time experiences through Council's communication and visitor services assets	City-wide		Ongoing			
4.3	Market Parramatta as a vibrant and diverse night-time destination	City-wide	Sydney Olympic Park Authority, Destination NSW	Ongoing			
4.4	Support the promotion of night time events at Bankwest Stadium	Parramatta CBD	Venues NSW	Ongoing			
4.5	Undertake a collaborative marketing campaign with artists and venues for live music in Parramatta at night	City-wide	Sydney Olympic Park Authority, Create NSW, Live Music Office	Ongoing			
4.6	Actively promote the City as a business event destination of choice to achieve night time economy outcomes	City-wide	Sydney Olympic Park Authority, Destination NSW	Ongoing			
4.7	Actively promote the City's existing pre-development application advice services to support night time businesses		Sydney Olympic Park Authority, Destination NSW	Change to existing practice			

# Uniquely Parramatta

## Discover Parramatta

Discover Parramatta inspires to capture the spirit of our City as a place that people love to work, live and play. Through curated content that is relevant, authentic and engaging, Discover Parramatta seeks to improve the experiences and change perceptions of both locals and visitors.

## A destination for fans

City of Parramatta is the proud home to the Parramatta Eels, the Western Sydney Wanderers, Greater Western Sydney Giants, Giants Netball and NSW Waratahs.

With night games and major sporting events running constantly throughout the year, Parramatta is a night city built on pride in our local teams.

As part of the NSW State Government's Rebuilding the Major Stadium Network Program, the State Government have built the new Bankwest Stadium to seat 30,000 people. This is a multi-use venue for sports and large-scale outdoor entertainment events. Council will continue to work with local business and our sporting community to develop city-wide events and activations.

## A celebration of food

Our night culture in Parramatta is built on food. Over 85% of our core night time activity is based in food retailing throughout our City. One of the biggest draws to our City for residents and visitors alike is the delicious selection of cafes and restaurants that we have on offer, each adding to the vibrancy and community spirit in their own ways.

## A celebration of our history and heritage

Our City has a long and proud heritage. The preservation and celebration of such iconic heritage items is at the forefront of our concerns in our Night City Framework because we recognise that these culturally significant sites are essential to the community spirit that makes the Parramatta LGA so special. We know that communities which focus on their heritage areas as tourism hotspots have a multitude of benefits which follow, including but not limited to 'community participation, local economic development and cultural and natural conservation.'

Our rich cultural heritage is more than just a key attraction for visitors to our City. It is the culmination of the unique experiences and characteristics that has endured throughout Parramatta's history which is now shared amongst residents and visitors. In addition to the key economic benefits that arise, the preservation of heritage locations serves the dual purpose of enhancing community engagement and strengthening community ties.

Our built heritage, such as the Old Government House and the significant Parramatta North Precinct hold significant cultural and historical value to the people of the City of Parramatta, and are key in preserving our past and celebrating our future.

# Focus 5: Keeping our night city safe and engaging our community

Ensuring that our City is safe is at the forefront of the development of our future night city. A key barrier to participation in our night city currently is the perception that the city is unsafe, especially for women and vulnerable communities. It is important for the City to lead initiatives to dispel these perceptions, promote vibrancy in the city to counteract dormancy, and work proactively with our partners to initiate best practice in crime prevention through environmental action, community education and management of crime and safety matters in our City. Council will implement

the City's Crime Prevention Plan in conjunction with the NSW Police Force and community partners to deliver tangible benefits to community safety in the City of Parramatta.

Council will work constructively with our key external partners and our community to ensure our City is engaged in shaping our future night city as it grows and transforms into the future.





# Focus 5: our actions

Focus 5: Keeping our city safe and engaging our community					Implementation Timeframe		
Action No.	Action Description	Night city precincts	External Partners	Nature of project	Priority (2020)	Short Term (2021-2022)	Medium Term (2023-2024)
5.1	Annually survey the community regarding perceptions of safety and vitality across the City at night	City-wide		Ongoing			
5.2	Deliver the Parramatta Crime Prevention Plan for the City, to develop and deliver strategies and infrastructure to promote community safety	City-wide	NSW Police Force, Liquor Accords, NSW Liquor and Gaming, NSW Health, NSW Department of Communities and Justice	New project			
5.3	Collaborate with external partners including Police Area Commands and Local Liquor Accords, to deliver community safety education initiatives, increase community and business engagement and improve education of responsible service of alcohol requirements	City-wide	NSW Police Force, Liquor Accords, NSW Liquor and Gaming	Ongoing			
5.4	Review alcohol-free zones and alcohol-prohibited zones through the City periodically to evaluate their effectiveness, and identify more appropriate locations where necessary in consultation with the NSW Police	City-wide	NSW Police Force, NSW Health	Ongoing			
5.5	Actively seek current research on reducing intoxication and use of other drugs, as well as managing impacts from licensed venues	City-wide	NSW Police Force, Liquor Accords, NSW Health	Ongoing			
5.6	Partner with Local Liquor Accords to increase their profile, effectiveness and strategic response to issues in key precincts. Collaborate with the Community Drug Action Team to provide response services for issues relating to alcohol and other drugs consumption	City-wide	NSW Police Force, Liquor Accords, NSW Department of Communities and Justice	Ongoing			



# Focus 6: Parramatta – a leading night city

The City of Parramatta is Sydney's Central City. Council is committed to ensuring that we are a night city destination of choice for both business and community alike, and we provide all the necessary regulatory and economic conditions to enable our night city to thrive. Council must be a leader in shaping our night city and position and promote ourselves as exemplars in how we respond to challenges and change as we continue to grow and transform.





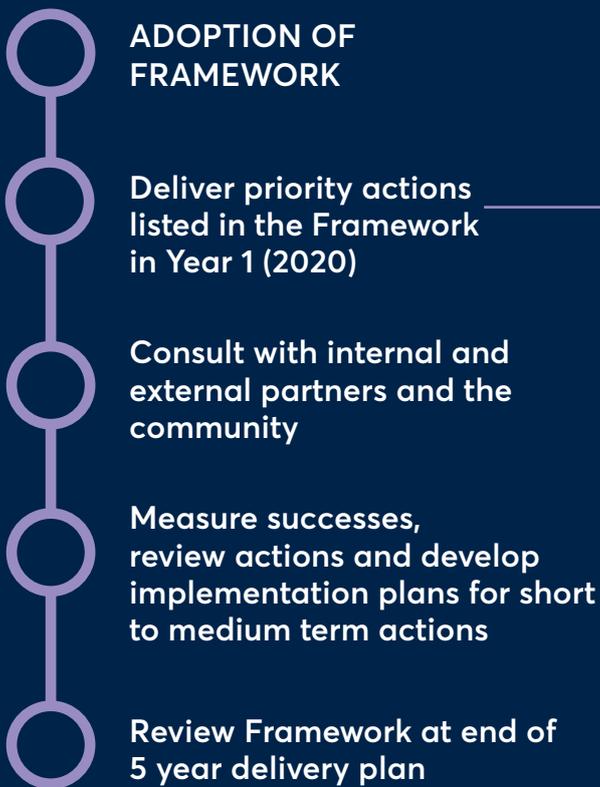
# Focus 6: our actions

Focus 6: Parramatta as a leading night city					Implementation Timeframe		
Action No.	Action Description	Night city precincts	External Partners	Nature of project	Priority (2020)	Short Term (2021-2022)	Medium Term (2023-2024)
6.1	Support the implementation of a NSW Night Time Economy Strategy in the City of Parramatta	City-wide	Sydney Olympic Park Authority, Department of Premier and Cabinet, Department of Planning, Industry and Environment, Create NSW	New project			
6.2	Work with the Department of Planning and Environment in the development of state-wide sound attenuation policy to inform building standards for new developments in late night late night entertainment precincts	City-wide	Sydney Olympic Park Authority, Department of Planning and Environment, Create NSW	New project			
6.3	Establish a night city advocacy group for the City of high-level thought leaders and decision makers across government and industry to advance the City's night time economy agenda	City-wide	Sydney Olympic Park Authority, Department of Premier and Cabinet, Create NSW, Department of Planning, Industry and Environment	New project			
6.4	Support the recommendations from the NSW Parliamentary Inquiry into the Music and Arts Economy and NSW Parliamentary Inquiry into Sydney's Night Time Economy	City-wide	Sydney Olympic Park Authority, Department of Premier and Cabinet, Create NSW, Department of Planning, Industry and Environment	New project			
6.5	Support cross-functional collaboration across agencies and councils to enhance the night time economy of New South Wales, such as the Night Time Economy Councils' Committee	City-wide	Sydney Olympic Park Authority, Department of Premier and Cabinet, Department of Planning, Industry and Environment, Create NSW, Local Government NSW, other local councils	Ongoing			

6.6	Continue to advocate for the inclusion of City of Parramatta in state government conversations about night time economy policy and strategy	City-wide	Sydney Olympic Park Authority, Department of Premier and Cabinet, Department of Planning, Industry and Environment, Create NSW	New project			
6.7	Support the use of existing spaces such as schools and universities as community spaces that can be utilised at night	Parramatta CBD	Department of Education	Ongoing			
6.8	Work with the Department of Planning and Environment in the development of state-wide sound attenuation policy to inform building standards for new developments in entertainment precincts	Parramatta CBD	Transport for NSW	Ongoing			
6.9	Advocate for night time uses as part of the Museum of Applied Arts and Sciences which support a vibrant cultural night time economy	Parramatta CBD	Create NSW, Infrastructure NSW, Department of Premier and Cabinet, NSW Treasury	Ongoing			
6.10	Advocate for appropriate cultural uses as part of the Parramatta North Re-development to support a vibrant cultural night time economy	Parramatta North	Infrastructure NSW	Ongoing			
6.11	Advocate for live music venue liquor licence standard trading across New South Wales	City-wide	Sydney Olympic Park Authority, NSW Liquor and Gaming	New project			
6.12	Advocate for the streamlining of the processes for modifying development consents for non-alcohol based businesses that are seeking to extend their trading hours	City-wide	Sydney Olympic Park Authority, Department of Planning and Environment, Service NSW, Small Business Commission	New project			

# Implementing the Framework

City of Parramatta will implement the Parramatta Night City Framework as follows:



## Our Priority Actions

- **Action 1.12** – Review and amend the Parramatta Development Control Plan to support the growth and management of the night time economy of the Parramatta CBD and local centres
- **Action 1.8** – Investigate the inclusion of a clause into Section 10.7 Certificates detailing expectations of some reasonable night time sound when moving to late night entertainment precincts
- **Action 1.9** – Develop a resource for new residents moving to late night entertainment precincts detailing expectations for reasonable night time sound
- **Action 2.1** – Implement a Night Time Economy Diversification Grants Scheme to incentivise the diversification of businesses and activities at night.
- **Action 2.2** – Delivery of business workshops, programs, or other services annually to support businesses to establish or grow their small bar operations and navigate regulatory requirements such as liquor licencing and development applications
- **Actions 2.12 and 2.13** – Run night markets in the Parramatta CBD and investigate locations for night markets in our local centres.
- **Action 4.3** – Market Parramatta as a vibrant and diverse night-time destination.

# Collaboration is key

Collaboration is imperative to the success of the implementation of the Framework.

Through the development of the Framework we have consulted widely to leverage opportunities, share stories and successes and to jointly advocate on behalf of the City of Parramatta.

## Some of our key stakeholders:

- Department of Planning, Industry and Environment
- Create NSW
- Liquor and Gaming
- Venues NSW
- NSW Live Music Office
- Sydney Olympic Park Authority
- Sydney Olympic Park Business Association
- Council of Capital City Lord Mayors
- APRA
- MusicNSW
- Committee for Sydney
- Clubs NSW
- Local Government NSW
- NSW Police Force
- Parramatta, Flemington, Cumberland and Eastwood/Gladesville Liquor Accords
- Parramatta and Epping Chambers of Commerce
- Sydney Business Chamber – Western Sydney
- Industry bodies, such as the Night Time Industries Association and Australian Hotels Association
- Other local government authorities

How will we collaborate with our partners?

Pool resources

Share knowledge and expertise

Leverage our partnerships

Advocate with one joint voice

# Measuring our success

**It is imperative that Council measure the success of our night city and measure how well this Framework is working to deliver on our strategic goals. The City has developed a series of economic, social and environmental indicators as part of this Framework in order to measure our successes and identify areas for improvement.**

**To measure our success, Council will:**

- Report annually on the economic performance of our night time economy, including the growth of key night time business sectors; food, beverage and entertainment;
- Monitor the changing demographic make-up of our centres, particularly new populations and changing family structures;
- Measure pedestrian flows and public transport usage at night in key night entertainment precincts;
- Monitor development applications and approvals for night time businesses and expanded trading;
- Monitor Bureau of Crime Statistics and Research data relating to anti-social behaviour and crime across the City to target responses to community safety, as well as alcohol management strategies and responses;
- Regularly survey our businesses and community on their views relating to the city at night through the Business Confidence Survey





## CITY OF PARRAMATTA COUNCIL

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To contact the Lord Mayor  
follow the link at:  
[cityofparramatta.nsw.gov.au](http://cityofparramatta.nsw.gov.au)

### ARABIC

إذا كنت بحاجة للمساعدة في ترجمة هذه النشرة، اتصل بـ TIS على الرقم 131 450 واطلب منهم الاتصال نيابة عنك بخدمة زبائن باراماتا على الرقم 9806 5050 من الإثنين إلى الجمعة بين الساعة 8:30 صباحاً و 5:00 مساءً.

### CHINESE

如果你需要翻译协助阅读这份新闻简报，请联系 TIS，电话131 450，要求他们代表你接通巴拉玛打市议会顾客服务处，电话 9806 5050。顾客服务处的工作时间是每星期一至星期五，上午8:30至下午5:00。

For non-English speakers, phone interpretation services are available by TIS National on **131 450**.

### KOREAN

본 소식지와 관련해 통역 지원이 필요하신 경우, TIS (131 450)에 전화하여 Parramatta Customer Service (9806 5050)를 연결해 달라고 요청하시면 됩니다. 업무시간은 월요일에서 금요일, 오전 8시 30분부터 오후 5시까지입니다.

### HINDI

यदि आपको यह सूचना-पत्र समझने में सहायता चाहिए तो कृपया TIS को 131 450 पर फ़ोन करें और उनसे कहें कि आपकी तरफ़ से पैरामाटा कस्टमर सर्विस को 9806 5050 पर फ़ोन करें। यह सेवा सोमवार से शुक्रवार, सुबह 8.30 बजे से शाम 5.00 तक उपलब्ध है।

