
Western Parkland City Authority

Bradfield City Centre
Master Plan Application

24 Hour Economy Strategy – Summary Statement

Prepared by Macroplan

October 2023

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Acknowledgement of Country

Aboriginal people have had a continuous connection with the Country encompassed by the Western Parkland City (the Parkland City) from time immemorial. They have cared for Country and lived in deep alignment with this important landscape, sharing and practicing culture while using it as a space for movement and trade.

We Acknowledge that four groups have primary custodial care obligations for the area: Dharug/Darug, Dharawal/Tharawal, Gundungurra/Gundungara and Darkinjung. We also Acknowledge others who have passed through this Country for trade and care purposes: Coastal Sydney people, Wiradjuri and Yuin.

Western Sydney is home to the highest number of Aboriginal people in any region in Australia. Diverse, strong and connected Aboriginal communities have established their families in this area over generations, even if their connection to Country exists elsewhere. This offers an important opportunity for the future of the Parkland City.

Ensuring that Aboriginal communities, their culture and obligations for Country are considered and promoted will be vital for the future of the Parkland City. A unique opportunity exists to establish a platform for two-way knowledge sharing, to elevate Country and to learn from cultural practices that will create a truly unique and vibrant place for all.



Garungarung Murri Murri Nuru
(Beautiful Grass Country)

Artwork created by Dalmarrri artists Jason Douglas and Trevor Eastwood for the Western Parkland City Authority

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Executive Summary

WPCA has a vision for the establishment of a 24-Hour economy in the Bradfield City Centre (BCC), which will become an Indo-Pacific hub for innovation, research and advanced manufacturing and offer new services and attractions for Western Sydney.

Early consultation with the 24-Hour Economy Commissioner indicates support for the development of a strategy to guide the development of a modern, active and vibrant city centre. As part of the process of developing the Master Plan, the WPCA has had a number of specific strategic reports prepared which will inform the development of the Bradfield City Centre and guide the delivery of commercial, housing and retail space in Bradfield City Centre. To complement these strategies this report has been asked to look at strategies for the development of a night-time economy (NTE) in Bradfield City Centre.

The development of a successful NTE in the Bradfield City Centre will be an important factor in attracting a residential and worker population, firms and their workforces, and also (visitors in) short-term accommodation (hotels/serviced apartments) and students in educational institutions. The projected growth in Bradfield City Centre population, employment, visitor and student numbers outlined in the Masterplan supports the development of a 24-hour economy and a vibrant night-time economy in Bradfield City Centre.

Based on published empirical studies and case studies, the optimal strategy for supporting development of a successful NTE should consider the following principles and elements:

- NTE activity is optimized where operators are able to be located in a concentrated space, to maximise the agglomeration benefits.
- NTE activity will benefit from being located in close proximity to public transit (metro/bus), higher level retail, hotels and event facilities, entertainment facilities (cinema) and community facilities – all drivers of foot traffic for the NTE. It works both ways - other activities (hotels, higher retail) also benefit from co-location with NTE activity.
- A strong DTE is a prerequisite for a strong NTE. DTE activities will develop first, but this will create an environment which sets up the Bradfield City Centre for NTE to follow.
- Public open space such as the proposed Central Park can be an important driver of a NTE, if implemented well.

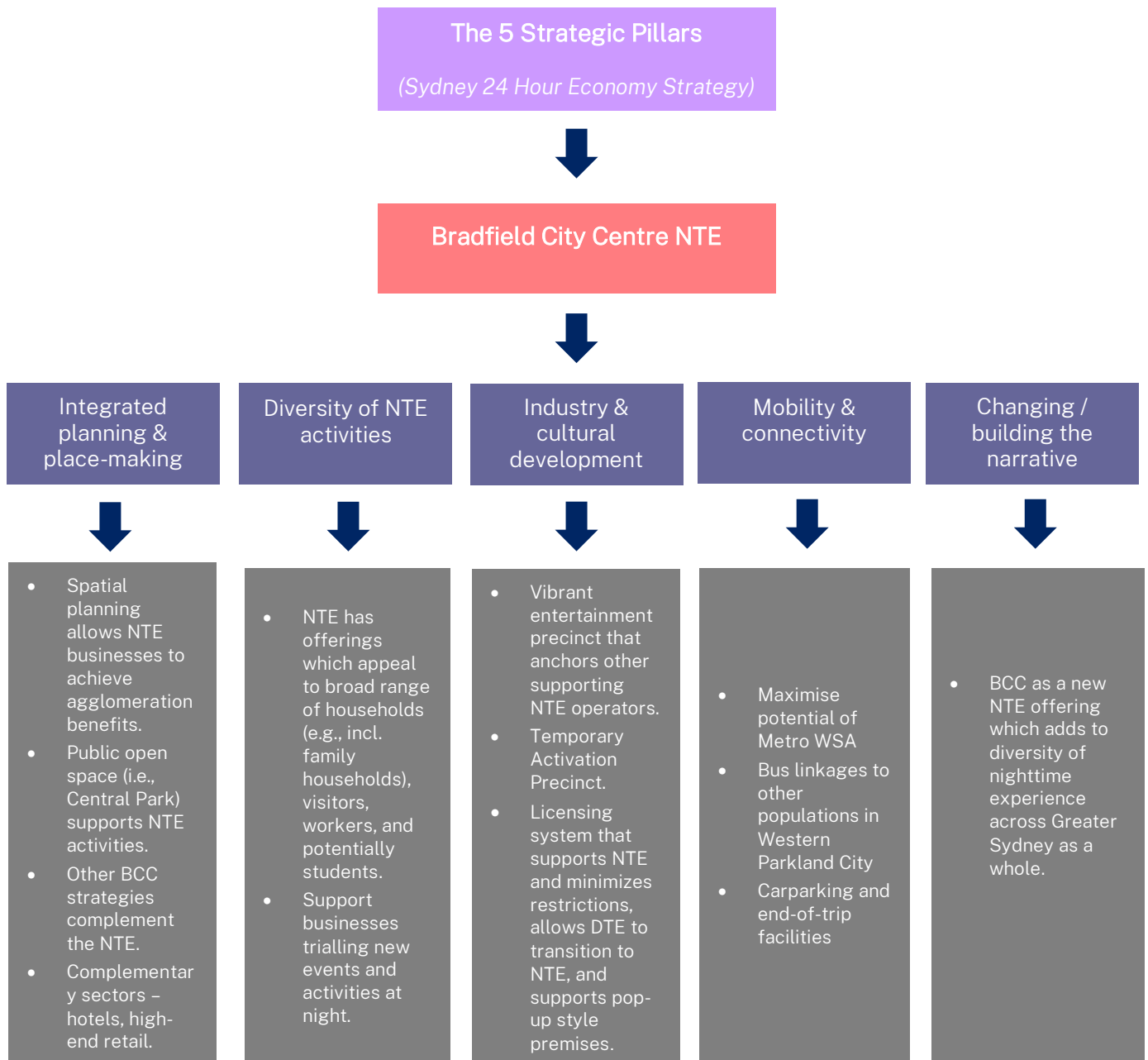
The Masterplan and the accompanying strategies appear to be broadly consistent with these principles, but they need to be borne in mind in the subsequent, more detailed, implementation. Some specific points:

- In relation to public space and the proposed Central Park, public open space is not always conducive to night-time activity due to safety factors. However, in places typically with dense populations (which the BCC will be), with the right design mechanisms (e.g., lighting, surveillance) and effective management approach, these public spaces can be a major plus. The Masterplan for the Bradfield City Centre has Central Park being an active contributor to NTE activity.
- In terms of public investment supporting a NTE, the potential investment in some artistic and cultural institutions such as the temporary activation precinct which will serve the Western Parkland City and draw foot traffic to the Bradfield City Centre, would help underpin its NTE.
- As the Sydney 24 Hour Economy Strategy¹ has highlighted, the flexible application of licensing requirements needs to encourage not constrain the development of NTE businesses, while giving due consideration to issues of public safety. A 24/7 Airport at its doorstep will create a demand for NTE activity and this opportunity needs to be harnessed.
- While proximity to public transit is a major positive for the Bradfield City Centre, consideration needs to be given to car parking capacity to cater for potential customers from outside the Bradfield City Centre where access via the metro/bus will likely not be a reasonable or preferred option.

The Sydney 24 Hour Economy Strategy sets out 5 pillars (Chart 1 below) for a successful NTE and

incorporates the broad principles outlined above and many of the points seen in the case studies. It sets out a strategic framework for the WPCA to develop its NTE and achieve the vision for the Bradfield City Centre to develop as a mixed-use 24-hour economy and international business hub.

Chart 1



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Glossary of Terms

Aerotropolis	Western Sydney Aerotropolis
Aerotropolis SEPP	Western Sydney Aerotropolis State Environmental Planning Policy
DCP	Development Control Plan
DPE	Department of Planning and Environment
LGA	Local Government Area
NSW Government	State Government for NSW
Precinct Plan	Western Sydney Aerotropolis Precinct Plan
SEPP	State Environmental Planning Policy
WPCA	Western Parkland City Authority
WSA	Western Sydney Nancy Bird Walton International Airport
WSA Metro	Sydney Metro Western Sydney Airport
WSAP	Western Sydney Aerotropolis Plan
Western Parkland City	Includes the Blue Mountains, Camden, Campbelltown, Fairfield, Hawkesbury, Liverpool, Penrith, and Wollondilly LGAs
24/7	24 hours 7-days a week
NTE	Night-time Economy
DTE	Day-time Economy

References

Ref	Title	Author	Date
1	<i>Sydney 24 Hour Economy Strategy</i>	NSW Treasury	2020
2	<i>Lectures in Urban Economics</i>	Breuckner, J. K.	2011
3,4	<i>"How Segregated is Urban Consumption?" Journal of Political Economy, August 2019.</i>	Davis, D., J. Dingel, J. Monras, and E. Morales	2019
3	<i>"Urban Revival in America" Journal of Urban Economics, Volume 119, September 2020</i>	Couture, V. and J. Handbury	2017
3	<i>"Shopping externalities and retail concentration: Evidence from Dutch shopping streets" Journal of Urban Economics Volume 114, November 2019</i>	Koster H., Pasidis I. and J. van Ommeren,	2019
3,5	<i>"The Agglomeration of Urban Amenities: Evidence from Milan Restaurants", NBER Working Paper 29663 (2022)</i>	Leonardi, M. and E. Moretti	2022
6	<i>Safer by Design - Crime Prevention through Environmental Design</i>	NSW Government and NSW Police Force	2023

1 Introduction

1.1 Purpose of this report

This report accompanies the Master Plan Application for the Bradfield City Centre submitted to the Department of Planning and Environment (DPE).

As part of an economic strategy for the Bradfield City Centre, the 24-Hour Economy Strategy (The Strategy) accompanies its Master Plan Application submitted to the Department of Planning and Environment (DPE).

The Strategy supports WPCA's vision for the establishment of a 24-Hour economy in the Bradfield City Centre, which will become an Indo-Pacific hub for innovation, research and advanced manufacturing and offer new services and attractions for Western Sydney.

The purpose of the report is to address the Master Plan Requirements and demonstrate how The Strategy supports the vision of an international hub for business activity in the Indo-Pacific region.

In preparing this report consultation was undertaken with the following organisations:

- Macroplan

All matters were considered to have been adequately addressed within the Master Plan Application or in the accompanying appendices.

1.2 Night-time economy

While most economic activity takes place during the day-time economic (DTE) window (6am-6pm) and Monday-Friday, modern economies are very much operating 24 hours 7-days a week (24/7), with night-time (6pm-6am) work or activities accounting for an increasing share of economic activity. Manufacturing (multiple shifts), health (illness does not sleep) and retail (late night shopping) operate beyond the old parameters, while the Western Sydney Nancy Bird Walton International Airport will be a 24/7 operation in terms of visitors arriving and leaving and in terms of its workforce and services it provides.

Night-time economic (NTE activity) can be defined in terms of 'core businesses' which includes food and beverage (restaurants, cafes, pubs/bars, markets) and entertainment (cinema, theatre/performing arts, sport, festivals, and live music). For the purposes of this study, NTE refers to these core activities. However, these core NTE activities are complimented and supported by 'non-core' businesses, including transport, accommodation, retail, and a range of service industries.

1.3 The Western Sydney Aerotropolis

The Western Sydney Aerotropolis is an 11,200-ha growth area within the Western Parkland City, the gateway and economic powerhouse of Western Sydney.

The Aerotropolis surrounds the new Western Sydney International Airport and includes 10 precincts which focus on advanced manufacturing, technology, research, training, education, freight and logistics, agribusiness, and mixed-use development.

The first phase of the Western Sydney Aerotropolis Planning Package was finalised in September 2020, and includes the Western Sydney Aerotropolis Plan (WSAP), Western Sydney Aerotropolis (Aerotropolis) State Environmental Planning Policy (Aerotropolis SEPP) and the Western Sydney Aerotropolis Development Control Plan (DCP) Phase 1.

On 1 March 2022, the Aerotropolis SEPP was consolidated into the State Environmental Planning Policy (Precincts – Western Parklands City) 2021 (Western Parkland City SEPP). The Aerotropolis Planning Package and supporting technical studies for the initial precincts was finalised on 25 March 2022. The Planning Package included amendments to the Western Parkland City SEPP and Aerotropolis Precinct Plan.

The proposed Master Plan Application for the Master Plan Site has been formed by the requirements of the WSAP, Western Parkland City SEPP, Final Aerotropolis Precinct Plan, and the Phase 2 DCP, as required by the Master Plan Guidelines.

2 Bradfield City Centre

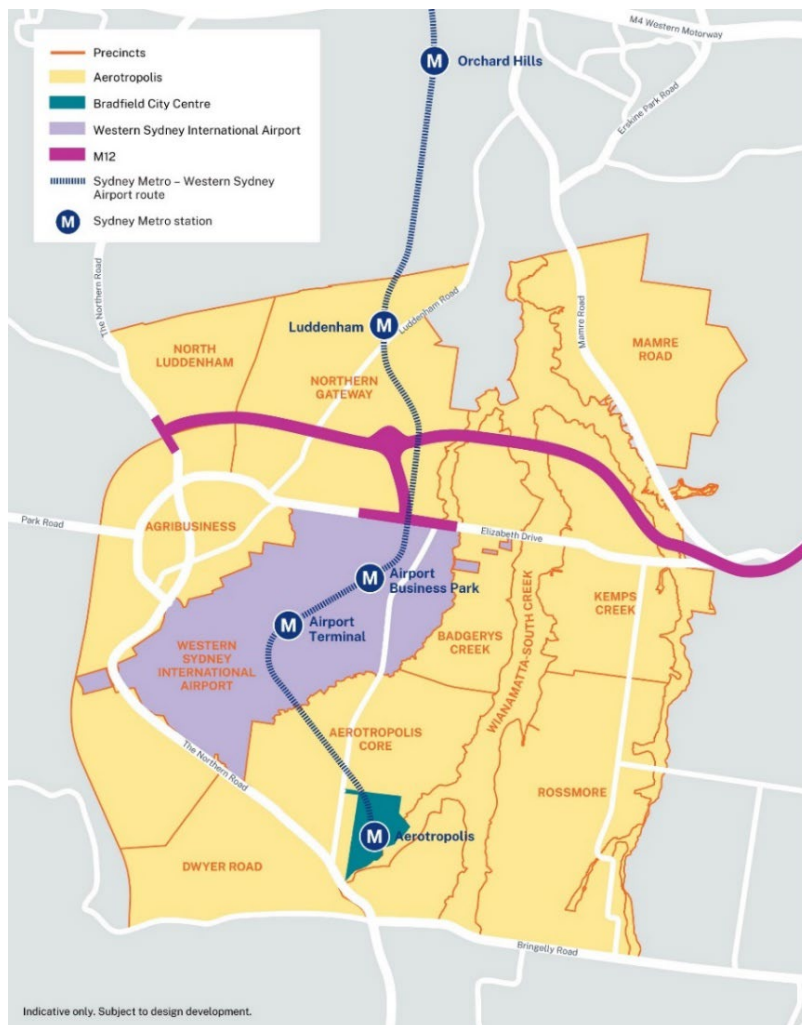
2.1 Strategic Context

The Bradfield City Centre is located to the south-east of the new Western Sydney International (Nancy-Bird Walton) Airport at the intersection of Badgerys Creek Road and the Northern Road (see **Figure 1** below).

The Sydney Metro Western Sydney Airport line runs through the site, providing connections from the key centre of St Marys through to stations at Orchard Hills, Luddenham, Airport Business Park, Airport Terminal and the Aerotropolis which is located within the site.

The site is surrounded by several key roads and infrastructure corridors including Bringelly Road, Badgerys Creek Road, Elizabeth Drive, M12 and The Northern Road.

Figure 1 Strategic Context



Set on natural waterways, Bradfield City Centre presents a rare opportunity to showcase the best urban design and to create a thriving, blue and green, connected City in which Australians will want to live, learn and work. The Bradfield City Centre will be a beautiful and sustainable 22nd Century City. It will foster the innovation, industry and technology needed to sustain the broader Aerotropolis and fast track economic prosperity across the Western Parkland City.

2.2 The Master Plan Site

The street address for Bradfield City Centre is 215 Badgerys Creek Road, Bradfield (the Site) within the Liverpool Council Local Government Area (LGA). The site is legally described as Lot 3101 DP 1282964 and has an area of 114.6 hectares, with road access to Badgerys Creek Road located at the north-western corner. The site spans across the Aerotropolis Core and Wianamatta-South Creek Precinct, within Western Sydney Aerotropolis. The Site is outlined in **Figure 2** below.

The Site is predominantly zoned Mixed Use under the Western Parkland City SEPP, with a small portion of Enterprise zoned land located on the north-western corner of the site. The site also includes Environment and Recreation zoned land mostly along Thompsons Creek.

Figure 2 Master Plan Site



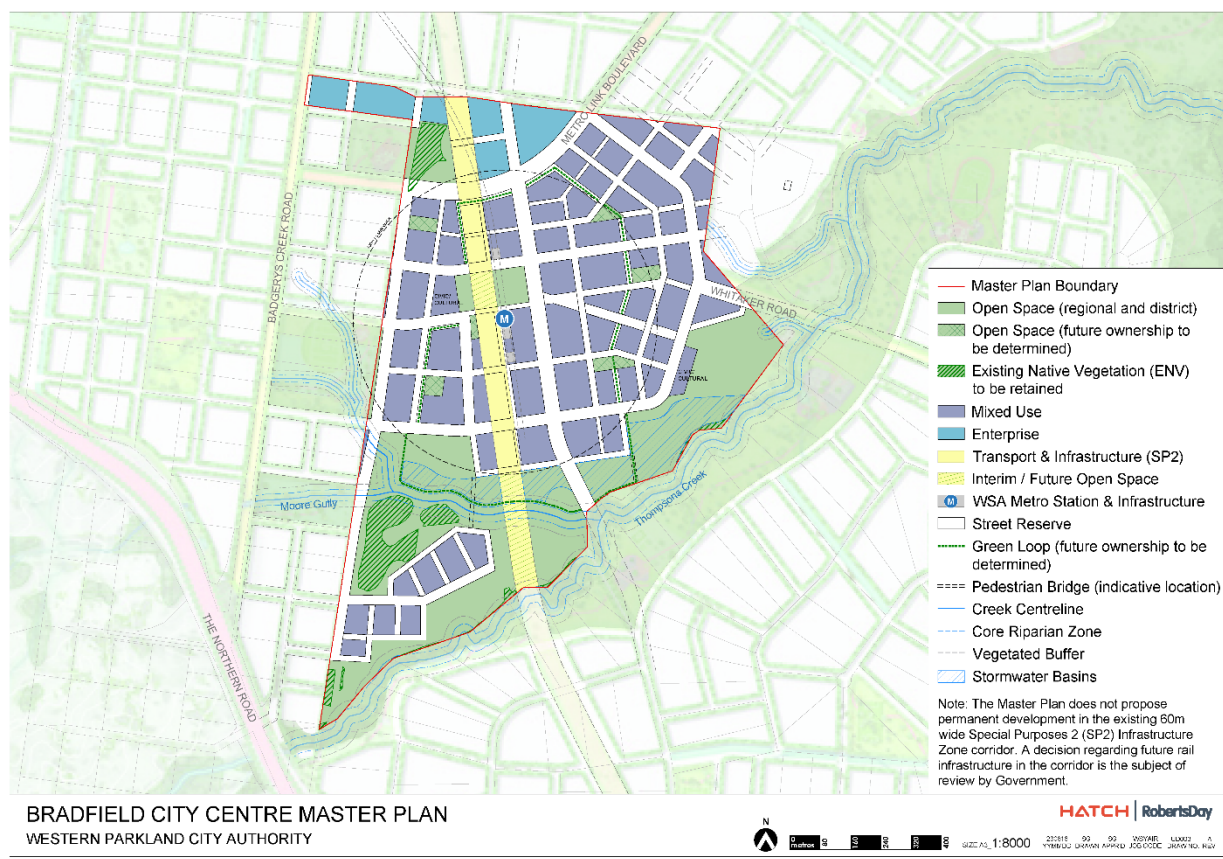
2.3 The Bradfield City Centre Master Plan

The Western Parkland City Authority has prepared a Master Plan (**Figure 3** below) in accordance with the DPE Master Plan Requirements.

The Master Plan sets out a framework for future development within the Bradfield City Centre which includes:

- Road network, key connectors to adjoining land and the regional road network (existing and future)
- Block structure
- Indicative open space network
- Sustainability strategy
- Social and infrastructure strategy
- Arts and culture strategy
- Infrastructure servicing strategy

Figure 3 Bradfield City Centre Master Plan



2.4 The Proposal

The Bradfield City Centre Master Plan is intended to facilitate the growth of the centre over time. The Master Plan has established the following three planning horizons for technical assessments.

Table 1 - Planning & Development Horizons

Phase	Indicative Timeframe	Estimated employment	Estimated residential population	Estimated Gross Floor Area (cumulative)
Immediate	2026	1,000 - 1,200 jobs	0 residents	48,500 sqm
Medium-term	2036	8,000 - 8,300 jobs	3,000 - 3,100 residents	341,000 sqm
Long-term	2056	20,000 – 24,000 jobs	15,000 – 15,200 residents	1,258,000 sqm

Note: The table above is an estimate of the population and employment forecast used for the purposes of modelling only.

The master plan has the capacity to accommodate ~10,000 residential dwellings. In accordance with NSW Government policy a proportion of the residential dwellings will be affordable housing. The timing and delivery of residential dwellings will be subject to market demand and future master plan reviews that consider the impact of additional population on the scope and timing of social and physical infrastructure.

3 Key infrastructure

The Strategy includes an overview of key infrastructure and planned infrastructure which will influence development of the Bradfield City Centre, and which have been incorporated into the development of a likely scenario and timeline for evolution of a NTE in Bradfield City Centre.

The construction of the **Western Sydney Nancy Bird Walton International Airport (WSA)** is currently underway, with operations expected to commence in December 2026.

The **Sydney Metro Western Sydney Airport** metro line is also expected to commence operation in December 2026.

Furthermore, Bradfield City Centre will benefit from the NSW and Federal Government investment program to upgrade the following key arterial roads including:

- **Bringelly Road** upgrade (completed in December 2020)
- **Elizabeth Drive** (expected completion in 2024)
- **M12 Motorway** linking the M7 Motorway to the WSA (expected completion by 2026)
- **The Northern Road** upgrade (completed in November 2021)

The WSA Metro Line and the infrastructure that is built around it (Central Park area) provides the key ingredient for a successful NTE. The WSA Metro will provide convenient access for potential customers within its market catchment, as will the arterial roads which will draw development and jobs to the Aerotropolis and drive growth in the region which will underpin growth in Bradfield City Centre.

The WSA, which will operate 24/7 and will generate growing passenger volumes, will similarly underpin growth in the area but also be a source of demand for growth in the accommodation sector and short-term visitors who are a crucial source of spending in a NTE. It will also support the development of convention and business meeting facilities which are an essential ingredient in driving business visitors.

4 Literature review

4.1 Urban theory

Urban economic theory² provides some generally accepted principles on the reasons for spatial concentration of related activities, such as food and beverage (F&B) and/or entertainment activities. Agglomeration economies result from the benefits to consumers of the spatial concentration of service providers.

Agglomeration benefits do not explain why a location is chosen initially. Davis et al (2019)³ confirm that external factors which draw foot traffic are the key drivers of location of F&B and entertainment premises. For example, a metro station generates significant flows of potential customers in its proximity which makes it a location-driving factor. The foot traffic drawn by the metro also makes it a good location for community facilities and retail activities which in turn draw foot traffic which might be over and above that drawn by the metro station. That is, there are agglomeration economies in types of activities locating in proximity which then makes that location favourable to other activities.

4.2 Empirical evidence

Studies which relate to NTE activity⁴ have found that establishments tend to be spatially concentrated, particularly in the case of F&B premises. This concentration reflects the agglomeration economies which result from the benefits to consumers of the spatial concentration of outlets or service providers - namely reduced cost (time) of trips and the benefits of comparison spending (eating/drinking). These consumer benefits increase customer traffic, which benefits business turnover and the viability of the business which in turn leads those businesses to locate close to their competition. Leonardi and Moretti (2022)⁵ in their study of Milan find significant evidence of positive demand externalities arising from spatial agglomeration of F&B premises. That is, the concentration of F&B premises increased the volume of the businesses in that spatial cluster.

4.3 Key points

The economic literature suggests the following broad points for consideration:

- The literature points to significant agglomeration benefits in a spatial concentration of F&B and entertainment activities in one location within Bradfield City Centre. The case studies (Section 6) also confirm the desirability of a concentration of restaurants and bars. Likewise, it follows that dispersed locations for restaurants and bars within Bradfield City Centre would not be consistent with a strategy to maximise the night-time economy potential.
- There would be significant agglomeration benefits in co-location of metro/bus transit, retail, community, short-term accommodation, and F&B and entertainment activities within Bradfield City Centre. In the case of retail, discretionary retail such as clothing stores are more likely to favour spatial concentration with NTE businesses than say supermarkets. For hotels, for example, proximity to F&B and entertainment activities has benefits in terms of attracting additional customers to those hotels. Again, the case studies tend to confirm these co-location benefits.

While F&B and entertainment activities might operate at night-time hours when other activities are closed, they also benefit from the business generated in day-time hours when those other activities are drawing people to the area.

5 Case studies

Case studies of a number of recognised successful NTE precincts within Australia provide some additional understanding of the key factors which can guide the successful development of a Night-time Economy in the Bradfield City Centre. Key elements of urban centres with successful NTEs are:

- **Access/connectivity** – public and private transport infrastructure positively impact on the capacity of a NTE precinct to draw in local residents, workers, visitors and tourists. In case of Bradfield City Centre, the metro is a significant plus for access but there will be significant potential pool of customers for whom availability of carparking will be a determinant of their propensity to use the Bradfield City Centre NTE.
- **Retail Activation** – in most of the case study NTE precincts, retail provides a supporting draw card but a major shopping mall with large department store is no prerequisite and smaller specialty (apparel) stores are more typical.
- **Strong Day-time Economic Activity** – for restaurants, cafes and bars, there is a crossover between DTE and NTE and businesses that can operate in both can use the floorspace more productively. For example, many restaurants will operate at lunchtime (serving retail customers and day-time workers) and then also open in the evenings as part of the NTE. In the Melbourne CBD, some cafes transform from eateries for breakfast and lunch to operating as bars in the evening.
- **Capacity to accommodate visitors** – In each of the case study NTE precincts, there is a range of short-term accommodation options for visitors/tourists and business travellers, ranging from serviced apartments to hotels, either located within the precinct itself or (in case of Federation Square/Geelong Waterfront) nearby.
- **Tourism-Entertainment Drawcard** – In most instances, a water/river-front location and/or cultural institutions (including theatres) independently draw tourism visitors and create demand for short-term accommodation and NTE activity. Bradfield City Centre does not have the tourism drawcard of most case study precincts, however, the WSA will have a steady flow of flight crews resting between flight rosters, needing short-term accommodation in proximity to restaurant and leisure activities during their stayovers. Public space which can accommodate outdoor events to draw people to the Bradfield City Centre could add to the entertainment potential. A cinema and/or theatre complex might be considered as an entertainment draw for local visitation, but a critical mass will be needed before the business case can be made.
- **Event Facilities** – In the case study precincts, major convention facilities and/or significant cultural facilities are a major drawcard driving foot traffic for NTE activities. Typically, the initial features of the precinct locality have made it an attractive/logical location for such facilities which has then reinforced the location's overall attraction. Bradfield City Centre is starting from scratch, albeit with initial impetus from proximity to a 24-hour airport which will generate some demand for conference facilities from its business passengers. It will need time to build the case for major convention facilities which would be competitive with those in the CBD. Meeting and conference venues within hotels for smaller scale business conferences – as with Parramatta CBD – are probably the most efficient scenario for Bradfield City Centre to establish a presence in this market.
- **Seasonality** – the performance of NTEs in urban centres is affected by the seasonality (low/high periods) of demand. Urban centres with a mix of sources of demand (employment, residential, students, and

tourism/leisure (linked to short-stay accommodation), and NTE events) are best able to mitigate that seasonality.

6 Scenario for emergence of NTE in the Bradfield City Centre

6.1 Timing of NTE growth

Overall, the projected growth in Bradfield City Centre population, employment, visitor and student numbers outlined in the Masterplan supports the development of a 24-hour economy in Bradfield City Centre. The forecast is aligned with indicative scale and composition of retail uses within the Bradfield City Centre Master Plan, and with key infrastructure and planned infrastructure proposed in the Aerotropolis and Western Sydney. The phases of the growth in NTE are outlined below.

Immediate phase (2026)

In the 'Immediate Phase' to 2026, with no residential or hotel development in those initial years, the local worker and student population will not have sufficient critical mass to support more than a limited retail or F&B offering (such as a small lobby café and pop-up retail) and most demand is likely to be met from F&B businesses outside Bradfield City Centre which cater to existing populations. To generate interest in the Bradfield City Centre once the Bradfield Metro Station opens, and to bring audiences in from further afield, a range of DTE activation initiatives are being planned in a temporary activation precinct and the planned Central Park.

Medium-term phase (to 2036)

Diversification and enlargement of the worker and student base, in conjunction with the emergence of residents/households and visitors in short-term accommodation (hotels) – linked to the WSA growth - will see F&B spending in this period market sufficient to support the beginnings of a nascent night-time economy in Bradfield City Centre. It will be largely focussed on restaurants in the 'evening' period (6-9PM) with a small amount of late evening activity likely to be catered for by bars in hotels.

Long-term phase (to 2056)

In the period 2036-56, the Bradfield City Centre will see substantial growth which by 2056 will see it emerge as an established mixed-use city which will have the critical mass to support an active DTE but also a vibrant NTE to cater to a diverse mixture of residents, workers, visitors, and students. The significant increase in residents, workers and students over this period will allow for growth in both the day and night-time economy. Overnight visitors at hotels and serviced apartments will support the DTE but will also provide a substantial demand for NTE activity.

There will be substantial growth in the restaurants and cafes servicing the DTE but also increasing its presence in the NTE. It is also expected to see the emergence of a broader range of bars, pubs and potentially

some nightclubs.

The growth potential will be linked to the development of cultural, recreation and leisure facilities in the Bradfield City Centre, with cinemas, theatre and outdoor entertainment – if developed – having the capacity to draw visits to the Bradfield City Centre. The projected expansion of the apparel offering will also be a factor lifting the market share of F&B sector.

In this period, the Bradfield City Centre's night-time economy is expected to grow significantly through an increase in restaurants, food delivery services and entertainment venues which will generate a boost in spending during the 'evening' period (6-9PM) and 'night-time' period (9PM-2AM). The 'late night' period (2-6AM) is expected to remain relatively small.

6.2 Consideration of additional floorspace demand

From a NTE perspective, the F&B services sector is defined more broadly than restaurant and cafes – spending components of retail - to include other businesses such as bars, pubs and clubs. The total spend on F&B by residents and workers is larger and additional demand for F&B services to be generated from short-term visitors (temporarily residing within in local hotels and serviced apartments) and student (i.e., people attending local education facilities) population groups will also drive the NTE spend.

Reflecting this demand, it is estimated there could be additional supportable retail floorspace of circa 1,000 sqm by 2036, increasing to 5,000 sqm by 2056. Benchmarked against the central scenario for growth in the retail floorspace and floorspace by all sectors (Table 2), this additional floorspace should be readily accommodated within the scope of the Master Plan for the Bradfield City Centre.

Table 2 – Preliminary floorspace allocations, 2016 to Post 2061, Bradfield City

Estimated floorspace m ² (GFA)									
	2026	2031	2036	2041	2046	2051	2056	2061	Post 2061
Retail	1,000	11,000	25,000	42,000	60,000	78,000	96,248	114,248	152,730
Residential	0	40,000	115,000	205,000	305,000	425,000	561,203	723,203	969,716
Commercial	47,500	107,500	169,000	244,000	319,000	394,000	470,749	558,749	718,467
Education	0	0	10,000	20,000	30,000	40,000	50,831	54,831	68,216
Cultural & Community	0	0	5,000	10,000	15,000	21,891	21,891	21,891	25,174
Hotel / Serviced Aps	0	7,000	17,000	27,000	37,000	47,000	57,083	67,083	89,306

Source: BCC Master Plan, Macroplan

7 Sydney 24 Hour Economy Strategy – 5 Strategic Pillars

In 2020, the NSW Government released a major report on a Sydney 24 Hour Economy Strategy. This report identified five key strategic pillars that comprise the core of the 24 Hour Economy Strategy and their purpose is outlined below. While it focused on the Greater Sydney market and the revival of the night-time economy in the Sydney CBD, it did recognize that there were other locations in Greater Sydney with a significant NTE presence.

In Chart 1 in the Executive Summary, the five Pillars are presented in terms of the key factors and issues for activation of the 24-hour economy in Bradfield City Centre.

Pillar 1 - Integrated planning & Place-making emphasizes the importance of having a holistic view of the city to allow for a consistent standard to work towards in terms of public amenity, safety, diversity of offering and regulation. To strengthen the connection between people and places, it requires assessing the functionality of a place as well as its aesthetic and cultural expression is paramount. This pillar is relevant to the benefits of agglomeration economies to co-location of activities.

Pillar 2 - Diversification of night-time activities that cater to a broad range of demographics will be critical to the sustainable development of a night-time economy as it creates more opportunities for community-building and economic growth.

Pillar 3 - Industry & cultural development relates to supporting and nurturing all industries that contribute to the creation of a functioning 24-hour economy (such as live performance, music and art).

Pillar 4 - Mobility & improved connectivity focuses on the importance that having an efficient, reliable and safe public transport system – supplemented by car parking and end-of-trip facilities - has on the development of a successful night-time economy.

Pillar 5 - Changing the narrative relates to the desire for a more diverse night-time experience across Greater Sydney as a whole. Despite Sydney's rich art and cultural scene there had been triggers that had led to the perception that Sydney's night-time offering is (or was) too restrictive.

As a new city, the Bradfield City Centre will be about building a narrative for this new night-time hub which will play a role in changing the narrative for Greater Sydney.

8 Other considerations

8.1 Public open space

The Master Plan for the Bradfield City Centre has earmarked an abundance and large variety of greenspace and open space areas within the Bradfield Master Plan boundary. At the forefront is the 2-hectare (ha) Central Park which has been identified as part of Stage 1 delivery of the public domain (from 2026). The park itself is set to develop as a major cultural attraction for Bradfield and will include greenspace, tree canopy and an outdoor swimming area. Central Park will be located within the core of the city centre, connected to the Bradfield Metro Station (2026 delivery), adjacent to a proposed multi-purpose cultural precinct and primarily surrounded by high-rise, mixed-use buildings consisting of upper level residential or commercial and ground level retail, food catering, F&B and entertainment enterprises.

Central Park will have ‘24/7 potential’ which would ultimately allow for an even greater demand boost for DTE and NTE operators alike, as well as providing an opportunity to support a more diverse range of events, activities, and merchants at the park during the evening and daytime period.

It is important to acknowledge that some public open space is not conducive to night-time activity due to safety issues at night. In places typically with dense populations - it can be a major focus of night-time activity. However, in places typically with dense populations (which BCC will be) and with the right design ingredients⁶ (e.g., lighting, surveillance) and effective management approach which address these issues, these public spaces can be a major positive attribute to Bradfield’s DTE and NTE.

8.2 Temporary activation precinct

Bradfield City Centre could include a temporary activation precinct which would be a hub of cultural, social and economic activity that celebrates the powerful connection of Bradfield City Centre and the urban agglomeration with the WSA. This temporary activation precinct could include a large multi-purpose hall, covered outdoor areas, artist in residence studios, gallery spaces, a library pop-up space, maker spaces, rehearsal space, workshop space, start-up spaces, community workshop space, a micro-brewery, ‘Town Hall’ (i.e., a meeting and presentation space), and storage facilities. This precinct will have ‘24/7 potential’ which would provide a significant demand boost to DTE and NTE operators alike.

It is also noted that, until 2035, the temporary activation precinct will offer the most potential to service the fresh food needs of the early residents in the Capital Partners Superlot through the curation of a farmer’s market 1-2 times a week.

These proposed land uses and facilities have broad based appeal with a brewery/wine bar attractive to workers, university students and tourists alike while families with children can enjoy open space and creative facilities.

8.3 Multiversity

There is potential for the University of Newcastle, UNSW, the University of Wollongong, Western Sydney University and TAFE NSW to join forces to establish the Multiversity.

If delivered, the Multiversity will specialise in STEM (science, technology, engineering and mathematics) and be part of the Aerotropolis precinct. The Multiversity could provide a further benefit to Bradfield City Centre by adding incremental additional demand for local food and beverage outlets and entertainment venues.

8.4 Licensing of premises

Liquor licences are assessed and issued by the NSW Liquor and Gaming Authority (ILGA). However local councils have an important role to play through overseeing the development approval (DA) process, involvement in the Community Impact Statement (CIS) process and establishing the strategic framework for future land uses. In the case of Bradfield City Centre, the process will be different, but Liverpool City Council would be consulted.

Trading hours in NSW can differ based on the liquor licence type and the location of the licensed premises but most are governed by standard trading periods of: 5am–midnight, Monday to Saturday; and 10am–10pm on Sunday.

In 2020 the Liquor Amendment Bill removed outdated entertainment conditions on liquor licenses and continued work to align liquor license and planning processes within NSW. Sydney as a 24-Hour city has expressed its aim to build on this positive momentum by committing Government to seek further opportunities to streamline approval processes for licensing and planning applications, and to reduce overall approval timeframes and duplication.

From the perspective of licensing operators in the Bradfield City Centre NTE, there are three points. Firstly, given the presence of the 24/7 Western Sydney Nancy Bird Walton International Airport and the visitors it will bring to BCC, the optimal trading hours might be wider than the standard trading hours. Secondly, there needs to be the flexibility for businesses operating in the DTE to seamlessly transition to NTE. Thirdly, in making changes to operating hours, consideration needs to be given to extended operating hours enhancing the potential for live music and cultural venues developing which would make a very positive contribution to a successful, vibrant night-time economy (NTE).

9 Conclusion

The projected growth in Bradfield City Centre population, employment, visitor and student numbers outlined in the Master Plan will deliver the foundation customer base for the development of a NTE. Likewise, as the Sydney 24 Hour Economy Strategy has recognised and emphasised, a successful and vibrant NTE will be an important attractor drawing new residents and visitors to the BCC.

There are significant synergies between two core NTE areas – entertainment (e.g., clubs, sports and performing arts) and food and beverage (e.g., cafes restaurants, pubs and bars) which makes it optimal for these activities to be located in a concentrated space, to maximise the agglomeration benefits.

The benefits of co-location also apply to retail, particularly high-end retail, business conference facilities, and short-term accommodation. In the case of short-term accommodation, the very close proximity of BCC to a 24/7 airport via a short metro ride, means that hotels located within short walking distance of the Metro station, will be an attractive proposition for short-stay visitors. If BCC offers F&B and entertainment also in close proximity, the cumulative synergies or agglomeration benefits are only enhanced. There might be upside growth potential in short-term accommodation.

In terms of optimising the potential for the NTE economy to grow, a number of issues present:

- Bearing in mind that BCC has the challenge of starting from scratch, the potential investment in some artistic and cultural institutions such as the proposed temporary cultural precinct would serve as a means to kickstart a NTE and encourage private investment in F&B and entertainment activities. It would serve the broader Western Parkland City and draw foot traffic to the Bradfield City Centre which would help underpin its NTE.
- As the Sydney 24 Hour Economy Strategy has highlighted, the flexible application of licensing requirements needs to encourage not constrain the development of NTE businesses, while giving due consideration to issues of public safety. A 24/7 airport at its doorstep will create a demand for NTE activity and this opportunity needs to be harnessed.
- In relation to the proposed Central Park, it is noted that in some places, while strongly supportive of a DTE, public open space is not conducive to night-time activity due to safety factors. However, in places typically with dense populations (which BCC will be) and with the right design ingredients (e.g., lighting, surveillance) and effective management approach, these public spaces can be a major plus. The Masterplan for the Bradfield City Centre has Central Park being an active contributor to NTE activity.
- Bradfield City Centre's location at the Aerotropolis station on the Metro WSA line is a critical advantage from many angles. One aspect of that is the close proximity (timewise) it will give future resident populations in the Metro WSA corridor (Luddenham, Orchard Hills stations) to a night-time economy hub in Bradfield City Centre. The major infrastructure investment in this metro line would suggest optimising the growth in this corridor which could expand the catchment for a BCC NTE economy.
- While proximity to the Metro WSA is a viable and safe option for many potential visitors, it is not for many residents in the Western Parkland City. For this important potential catchment, consideration needs to be given to car parking capacity to cater for potential customers from outside the Bradfield City Centre where access via the metro/bus will likely not be a reasonable or preferred option.

Overall, the Strategy underpins the critical and multifaceted role that the NTE will play in achieving WCPA's vision for the Bradfield City Centre to develop as a mixed-use 24-hour economy and international business hub.

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