



CUMBERLAND
CITY COUNCIL

BUILDING A BETTER GUILDFORD

Guildford Town Centre
Community Improvement District (CID)

**INFORMATION PACK
FOR LOCAL COMMUNITY**

SEPTEMBER 2025



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Help us build a better Guildford!

What is a Community Improvement District?

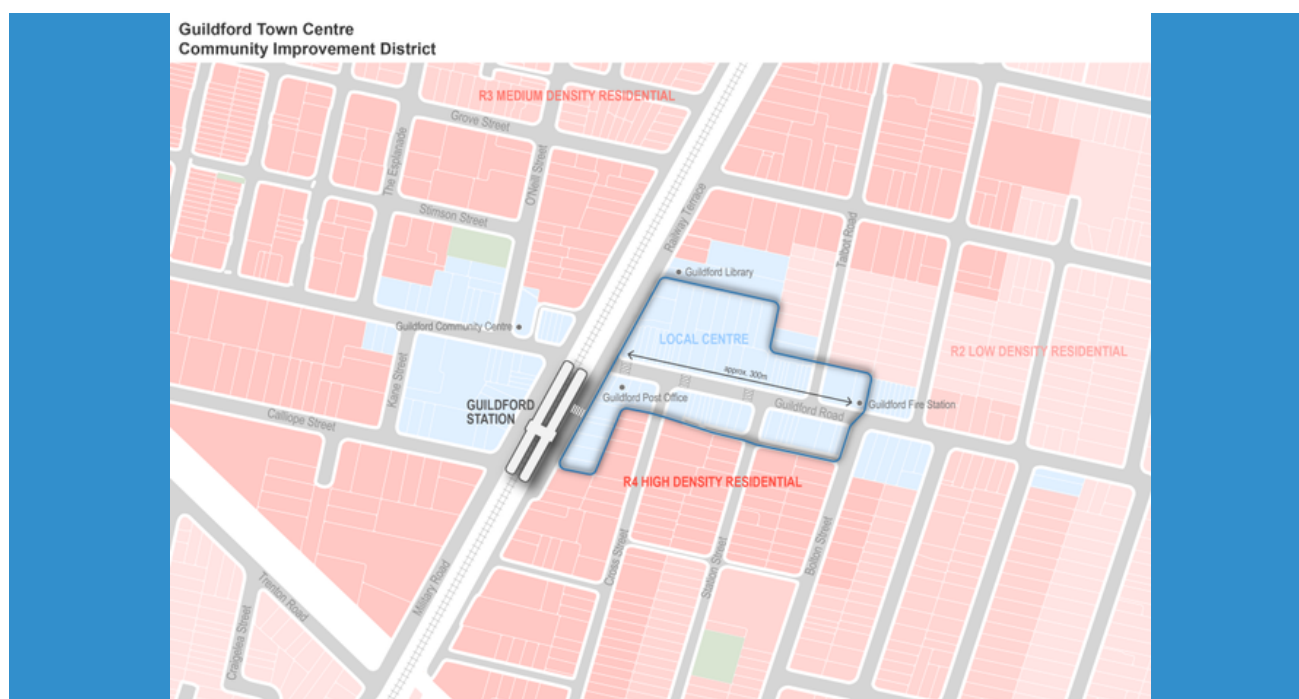
A Community Improvement District (CID) is a place-based partnership between local government and the community, led by local businesses, to support and grow local economies, town centres and main streets.

Within a CID, stakeholders work together for a common goal of improving local spaces. CIDs can be a way to enhance the local trading environment, foster community collaboration and enable economic growth.

What is the 'Building a Better Guildford' - Guildford Town Centre Community Improvement District?

Council has identified Guildford Town Centre as an ideal location to use grant funding and bring businesses together to support revitalisation as a Community Improvement District (CID).

The Guildford Town Centre CID will focus on bringing together tenants and landowners along Guildford Road to be involved and help guide the vision and direction.



Find out more by visiting our
Council website here



Welcome Belong Succeed

The role of local business

Involvement of local business is a vital component of a CID with its focus on support and grow local economies, town centres and main streets - that's why we're seeking your input and support.

The Guildford Town Centre CID is an opportunity to make improvements that will support economic activity and growth for the existing businesses, and encourage opportunities for new businesses.

Initial workshop with business - what we heard

Our recent visioning session on 12 September brought together some of the local businesses to help define priorities for the Guildford Town Centre. Here's what we heard:

Guildford has strengths to build upon

- Strong food scene that draws visitors from across Sydney - opportunity to better communicate this appeal to potential customers
- High investment interest in the area showing confidence in future growth
- Later trading hours compared to other centres

We've got some challenges to address

- **Connectivity issues:** Physical barriers (rail line) and unclear connections between front and back parking areas limit foot traffic flow
- **Safety perceptions:** Addressing stigma and safety concerns to encourage broader community engagement
- **Outdoor dining space:** Footpath constraints limit expansion of popular outdoor dining

Promising opportunities

- **Regular activation:** Building on successful events like "Return to Guildford" with consistent, smaller-scale programming
- **Better wayfinding:** Connecting front and back areas more clearly for visitors
- **Coordinated marketing:** Promoting the food diversity and appeal beyond the local area





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What next? We want your input!

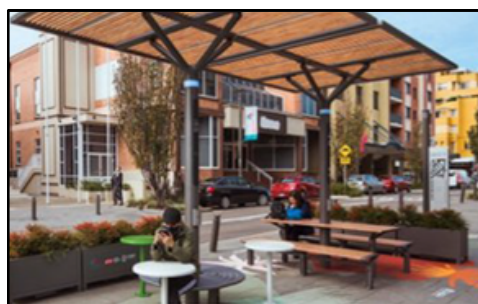
Your perspective on Guildford's future is vital to this initiative's success. Please share your thoughts through our [online survey by following the link here](#).

Place improvement

The survey includes examples of potential physical improvements you can vote on, such as:

Outdoor gathering
spaces

Places to sit and work



Social seating



Sculpture

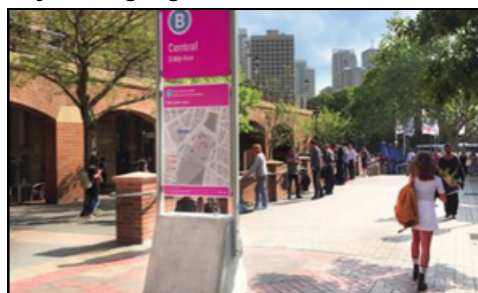


Murals



Public art

Physical signage



Digital signboard



Wayfinding

Street lighting



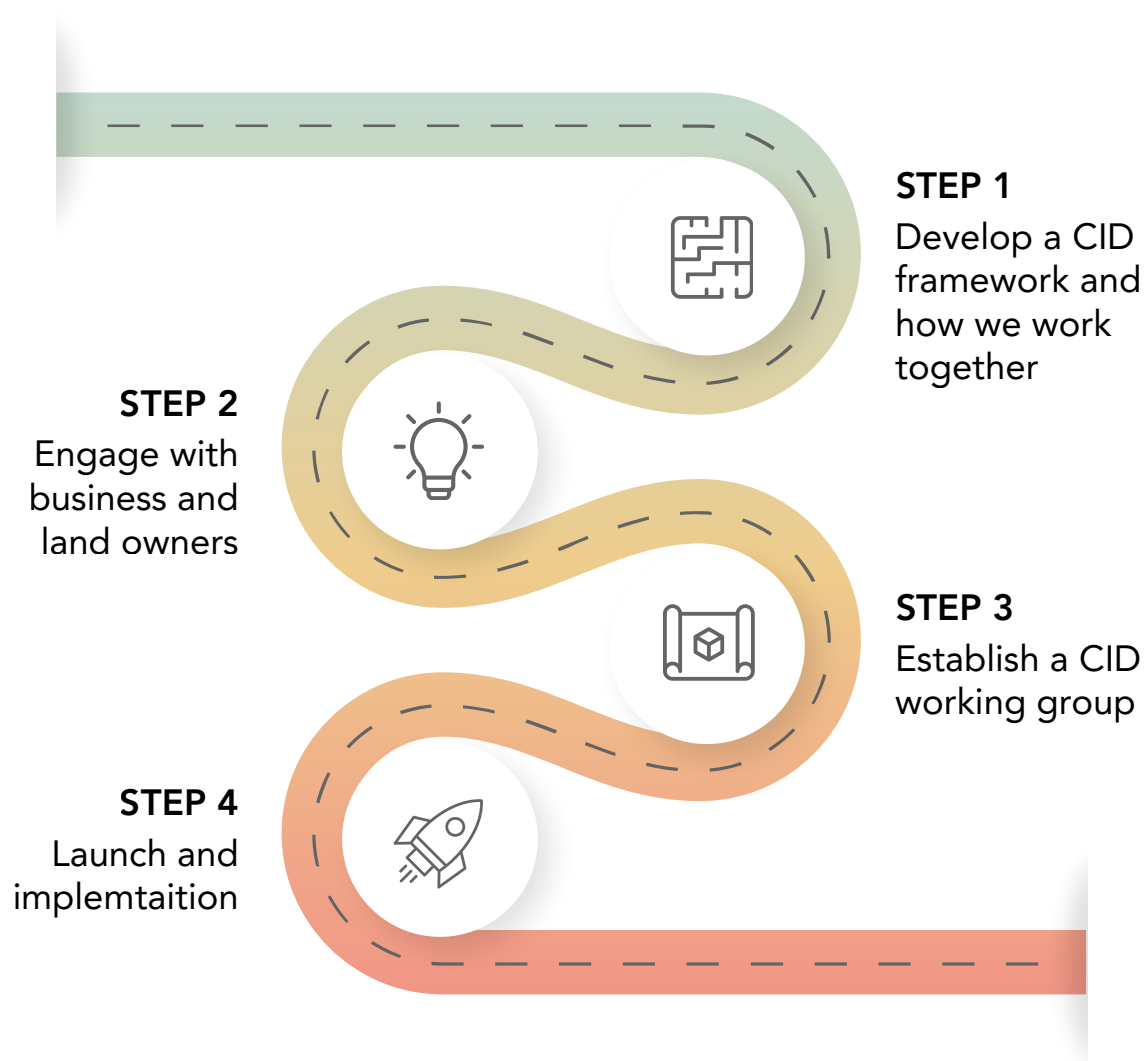
Landscaping



Urban
streetscapes

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What's next?



Stay connected

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Follow the link to
Council website to
find our more and
stay up to date

