

City of Ryde Night Time Economy Study #RydeAfter5

Strategic directions	
1.	A diverse, vibrant, and quality night-time experience
	<i>Including diverse and family friendly options, quality venues and a range of permanent and temporary activities in appropriate town centres</i>
2.	A safe, welcoming and functional place
	<i>Including a well-lit and designed public domain, improved wayfinding for pedestrians, improved transport, a more activated street life, and secure places and venues</i>
3.	A responsive city
	<i>Supporting local business and the community to activate and manage the NTE through simplified processes, localised planning, support, and marketing and promotion.</i>

Timeframe	Years
Short term	1 to 2 years
Medium term	2 to 5 years
Long term	More than 5 years

Strategic direction 1: A diverse, vibrant, and quality night-time experience

Including diverse and family friendly options, quality venues and a range of permanent and temporary activities in appropriate town centres.

ACTIONS		Timeframe
1.1	Write a City of Ryde Night Time Economy Policy providing guidance on Council's objectives relating to creating a more diverse, vibrant and quality night-time experience in appropriate town centre and responding to the community's desire for a more activated place at night while considering the impacts of competing land uses. This Policy can be used to guide future development, business start-ups and decision-making around night time activities.	Short term
1.2	Continue to implement and expand an innovative late night library program delivering late night events from the Ryde and West Ryde libraries. Ryde Library is well placed to deliver a regular night time program given the success of previous events.	Short term
1.3	Explore night time food markets, night-time cinema and family-friendly events in parks and public spaces and link to Council's Event Strategy. Pilot a regular cultural food market in West Ryde in the West Ryde Plaza. There is potential for this event to be run by local community or cultural groups who could access one of Council's small grants as seed funding for the event.	Short term
1.4	Audit vacant commercial buildings/shopfronts that could support pop up, short or long term lease arrangements for creative of cultural activities or events (Empty Shopfronts Project).	Short to Medium term
1.5	Work with developers to consider opportunities for street activation and infrastructure to support night time activities and venues at Central Park in Macquarie Park includes street activation, and infrastructure to support night time activities and venues. This space presents an opportunity to activate the NTE in Macquarie Park with retail and dining shop fronts facing the park, creative lighting, and the provision of public open space for night time activities including markets and street performers.	Medium Term
1.6	Implement a Ryde Food Truck Program with pilot projects in Macquarie Park and Meadowbank Wharf and Memorial Park, Meadowbank – utilising these temporary activations as a way to encourage more permanent activities. See City of Sydney Food Truck Policy. Food Trucks and pop-ups will require approvals and inspections prior to commencing.	Short term

Strategic direction 1: A diverse, vibrant, and quality night-time experience Including diverse and family friendly options, quality venues and a range of permanent and temporary activities in appropriate town centres.		
ACTIONS		Timeframe
1.7	Work with developers to consider opportunities in the future Macquarie Centre redevelopment for street and public facing development and activity (including Macquarie Library and Creativity Hub).	Short to medium term
1.8	Through the Ivanhoe Estate redevelopment, consider opportunities for street facing development (to activate streets) and the revitalisation of Shrimpton Creek including lighting and Wi-Fi for active recreation and night time events.	Short to medium term
1.9	Consider opportunities as part of the Eastwood Plaza redevelopment for street facing activity such as outdoor dining, active shop fronts, and seating and tables.	Short to medium term

Strategic direction 2: A safe, welcoming and functional place		
Including a well-lit and designed public domain, improved wayfinding for pedestrians, improved transport, a more activated street life, and secure places and venues		
ACTIONS		Timeframe
2.1	Promote night time parking options in town centres (eg free parking after certain times) to business and community members to encourage more people to use town centres at night.	Short term
2.2	<p>Review town centre delivery plans to identify opportunities to develop improved lighting throughout town centres for wayfinding, increased night activity by pedestrians, and perceptions of safety.</p> <p>Prioritise the following town centres for lighting for wayfinding improvements:</p> <ul style="list-style-type: none"> West Ryde Town Centre Gladesville Town Centre Eastwood Town Centre Meadowbank Wharf Shrimpton's Creek to ESL Hall Park in Macquarie Park 	Short to medium term
2.3	Work with private property owners to creatively and sustainably light their building facades in identified streets in town centre.	Short term and ongoing
2.4	<p>Through the Place Activation Strategy, identify actions to improve the amenity in all town centres including improved seating, shading, shelter, Wi-Fi connectivity, and power outlets to support night time activities. This will encourage people to engage in town centres at night.</p> <ul style="list-style-type: none"> Prioritise amenity improvements in the Shrimpton's Creek corridor and West Ryde Plaza. 	Short to medium term
2.5	<p>Creative lighting installations (eg. Angel Place in the Sydney CBD) can provide a sense of place, joy, and safety and activate lanes and spaces at night. Investigate opportunities for creative lighting in:</p> <ul style="list-style-type: none"> Trim Place, Gladesville and the block bounded by Linsley St, Coulter St and Victoria Road Rowe Street pedestrian mall, and in the Wysteria, with reference to previous Council studies for this area 	Short term

Strategic direction 2: A safe, welcoming and functional place Including a well-lit and designed public domain, improved wayfinding for pedestrians, improved transport, a more activated street life, and secure places and venues		
ACTIONS		Timeframe
	<ul style="list-style-type: none"> ▪ Walkley Plaza, West Ryde Plaza and/or commercial precinct on Eastern side of rail line in West Ryde ▪ Meadowbank Wharf 	
2.6	Council's Sport and Recreation Strategy identified parks across the LGA for improved lighting. Continue to implement the sportsfield flood lighting renewal program. This could encourage events in park and increase night time uses.	Ongoing

Strategic direction 3: A responsive city Supporting local business and the community to activate and manage the NTE through simplified processes, localised planning, support, and marketing and promotion.		
ACTIONS		Timeframe
3.1	Review Council's online Events Calendar to promote night time events across all City of Ryde's town centres and ensure businesses are linked to events so they can leverage off them.	Short term
3.2	Communicate the findings of the NTE Study particularly relating to the community's desire for a more activated night time economy, later retail trading hours, and more diversity of offer, through existing business and economic development forums,.	Short term
3.3	As part of Council's Events Strategy, review Council's event approvals processes to a more simplified format to encourage more small events.	Short term
3.4	As part of the review of Council's Footpath Activity Policy to provide guidance about what is permissible at night (including for example, pop up stalls, eat streets, and street performers) to encourage more diverse night time activity that is not just restaurants and pubs. The Policy should set out who is responsible for granting approvals.	Short term
3.5	Create a "RydeAfter5" section on Council's website, providing policy or guidance for businesses wanting to open small bars in appropriate town centres (e.g. Gladesville, West Ryde, Eastwood, Top Ryde) and other information about night time events and activities (including Food Truck policy, Outdoor dining, Busking, and Event approvals)	Short term
3.6	Utilise social media to promote night time activities in Ryde and to brand Ryde's town centres as place to go at night. <ul style="list-style-type: none"> Continue to use the #RydeAfter5 hashtag on all social media posts related to the night time economy Promote the use of the #RydeAfter5 hashtag among the business community via the business / Macquarie Park E-newsletter. 	Ongoing
3.7	Continue to work with Macquarie Park Innovation District to facilitate evening activities in Macquarie Park, including opportunities to partner with the University for delivery of events in local venues (for example, projects such as Raising the Bar).	Ongoing