



## Snapshot

Manly's 24-Hour Economy



northern  
beaches  
council

## The Premier Gateway into the Northern Beaches

Manly is a welcoming, bustling, and creative seaside town centre that offers a mix of cultural, tourist, retail and entertainment experiences. As an iconic tourist destination, Manly is an important employment centre and a transport and recreational hub for the Northern Beaches.

The 24-hour economy is crucial in making Manly a vibrant, safe and prosperous place. Consulting firm Hill PDA has recommended principles and strategies to strengthen Manly's 24-hour economy through implementing and delivering the Manly Place Plan. The Manly Night-Time Economy Strategy was developed to support and enhance the 24-hour economy while balancing the competing needs of all stakeholders in Manly.



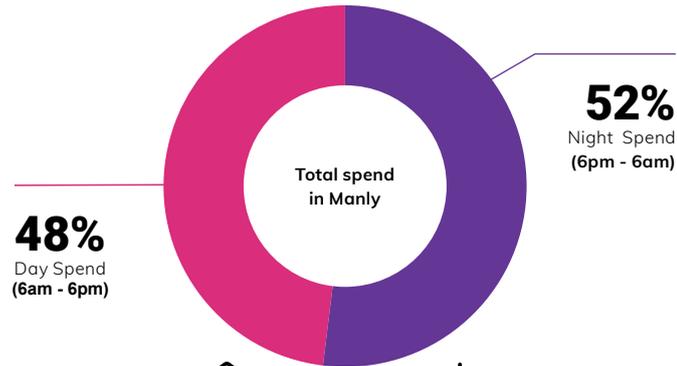
# \$337m

Spent in Manly in 2022/23  
between 6pm - 6am  
(Spendmapp - 22/23)



# 34%

Expenditure in Manly  
is from visitors outside of  
the Northern Beaches



# 20%

of all cafe and  
restaurant jobs on the  
Northern Beaches are  
in Manly



# 40%

of all accommodation  
jobs on the Northern  
Beaches are in Manly



# 27%

of all jobs in Manly  
relate to the night-  
time economy  
(6pm to 6am)



# 16%

of all Northern  
Beaches night-time  
economy jobs are in  
Manly



## 4 Principles for Manly's 24-Hour Economy

### Foster a thriving and creative Night-Time Economy reflecting local identity



Manly is a place that's fun and interesting, cultural and friendly, social and entertaining. It will be significantly enhanced by activating public spaces year-round to create flexible, comfortable, and exciting spaces to dwell and interact.

Upgrading the public domain and strengthening these connections will enhance Manly's key spaces, especially where compatible land uses are co-located. For example, the western section of The Corso is the cultural hub, anchored by the Manly Town Hall and within proximity of Manly Art Gallery & Museum. The eastern section of The Corso has an existing night-time presence and is the entertainment precinct.

Certainty will be provided to stakeholders through implementing planning controls, which clearly identify the responsibility and considerations that new development must have for existing uses.

#### Strategies

- Implement land use clusters identified in the MAP on page 5 to manage community expectations around noise generating development and acoustic requirements for new buildings.
- Activate and improve public places to create comfortable, safe, and interesting places which encourage social interaction and productivity.

#### Actions

- Develop and implement concept designs for Manly's key places informed by the Manly Night-Time Economy Strategy.
- Develop a program of events supporting activities at different hours of the day and across all key places.

### Legend

- Study area
- Zone of influence
- Key Places of this Place Plan
- The Corso
- Sydney Road
- Laneways
- Pittwater Road

### NTE Clusters from the NTE Strategy

- Corso East
- Corso West
- Manly Cove
- Ocean Beach
- Sydney Road



## 6 Principles for Manly's 24-Hour Economy

Build partnerships and capability for businesses and the community to deliver exciting and unique night-time experiences



Businesses and Council will deliver a range of goods and services that meet the community's evolving needs and aspirations by being flexible and adaptive to emerging trends.

Businesses will be supported by safe, exciting and accessible public spaces that encourage visitors and residents to spend time and engage.

All users are aware of their shared responsibility to deliver a safe and vibrant 24-hour economy.

### Strategies

- Build partnerships with the Manly Business Chamber and community groups and investigate opportunities for shared facilities, sponsorships, mentoring and other initiatives to support local businesses and boost innovation/productivity.
- Adopt the Manly Night-time Strategy and implement the 'agent of change' approach that facilitates greater certainty for all stakeholders. This includes planning controls to implement land use clusters and acoustic requirements for buildings.

### Actions

- Connect landowners of vacant tenancies with individuals and groups looking for short-term or temporary space. Encourage short-term leases for pop-ups and temporary activation in current vacancies.
- Introduce planning controls that provide certainty and consistency to all stakeholders where noise mitigation measures rest with each development in the Manly centre. For example, all development (including residential) is to be designed and constructed with noise mitigation measures.
- Encourage outdoor dining in designated areas for approved food and drink premises as a complementary use subject to approval.



## Principles for Manly's 24-Hour Economy

### Encourage a diversity of night-time offerings catering to all demographic categories

Manly is a place where families, young people, older people, tourists, workers and people of all abilities can come together in the evening or night- time to enjoy a diverse range of activities that broadens the appeal of Manly to a variety of users.

From outdoor dining on Sydney Road, a pop-up cinema on the beach, street art, late trading for retail, intimate live music in the vibrant laneways, to performances and gallery showings in The Corso West – there is something for everyone.

#### Strategies

- Identify key places based on shared attributes and implement land use clusters to provide certainty for stakeholders and provide opportunities for a variety of compatible uses.

#### Actions

- Develop a program of events to support local businesses and encourage additional family-friendly late afternoon and night-time activities. The program will span the calendar year and consider all key locations and public spaces
- Encourage and promote cultural activities and events e.g. gallery events, pop-ups, Indigenous storytelling, food festivals and markets.
- Investigate opportunities to trial late-night trading hours in identified low-impact areas and shared use of public spaces and buildings.

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#### Image Right

Outdoor Cinema- Play Manly  
© Salty Dingo 2022



## 8 Principles for Manly's 24-Hour Economy

Create a night-time economy that leverages and enhances natural beauty in the built environment



The dual water frontages to both Sydney Harbour and Manly Beach provide a high level of amenity which is highly desirable to local, domestic and international visitors, and an anchor for the local economy.

### Strategies

- Provide flexible public spaces that complement identified land use clusters and enhance interaction with the environment. For example, The Corso East is the Northern Beaches' home of entertainment with live music, pubs, clubs, and bars. The Corso West provides a connection to culture with its proximity to Manly Art Gallery & Museum and Town Hall. Activated public spaces in these areas must be compatible with the surrounding uses to support potential events, performances, and other temporary activities.
- Investigate new cultural opportunities through the sensitive adaptive reuse of public and private buildings.

### Actions

- Develop and deliver the public space concept plan improvements.
- Public art installations enhance and celebrate the unique landscapes, cultural and architectural fabric in Manly.

## Principles for Manly's 24-Hour Economy

Support safe and accessible places that welcome locals, workers, and visitors.



Activated public spaces will connect and enhance Manly's activity hubs. These spaces will increase foot traffic and provide high levels of passive surveillance. Well-lit and signposted areas link the variety of accessible transport options for locals, workers, and visitors.

### Strategies

- Incorporate Safer by Design principles into all public space activation and improvements.

### Actions

- Deliver the public space concept plan improvements, including lighting and wayfinding signage.
- Continue to implement alcohol-free zones in appropriate locations and times.



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### Image Right

Wayfinding Lights- Play Manly

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## Pathway to a 24-Hour Economy

Actions and strategies will be implemented in a balanced and equitable way that provides certainty for all users. Business operators, residents and visitors will be aware of their obligations in contributing to a vibrant and safe night-time economy.

Council will adopt an 'agent of change' approach which recognises that the primary responsibility for noise attenuation rests with those who are proposing changes in development or land uses. This will balance activations with the protection of existing uses and noise sensitive developments.

Council will review planning controls to reduce tensions between conflicting land uses. This will include the implementation of activity clusters, review of business operating hours and acoustic requirements for new buildings.

A noise planning map will be prepared to clearly identify locations and land uses requiring greater acoustic consideration. This map will form part of new controls which must be considered in the assessment of new development.





Scan for more information  
on the 24 Hour Economy  
and Manly Place Plan



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