

PENRITH CITY CENTRE PUBLIC DOMAIN MASTERPLAN

PREPARED FOR

PENRITH CITY COUNCIL

JUNE 2013



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1.0 INTRODUCTION



1.1 OVERVIEW

In 2011, Council introduced a special rate variation for civic improvements to the public domain of City Centre. This Penrith City Centre Public Domain Masterplan (Masterplan) has been prepared by Place Partners (PP) in collaboration with Spackman Mossop Michaels (SMM) to guide the future delivery of these improvements.

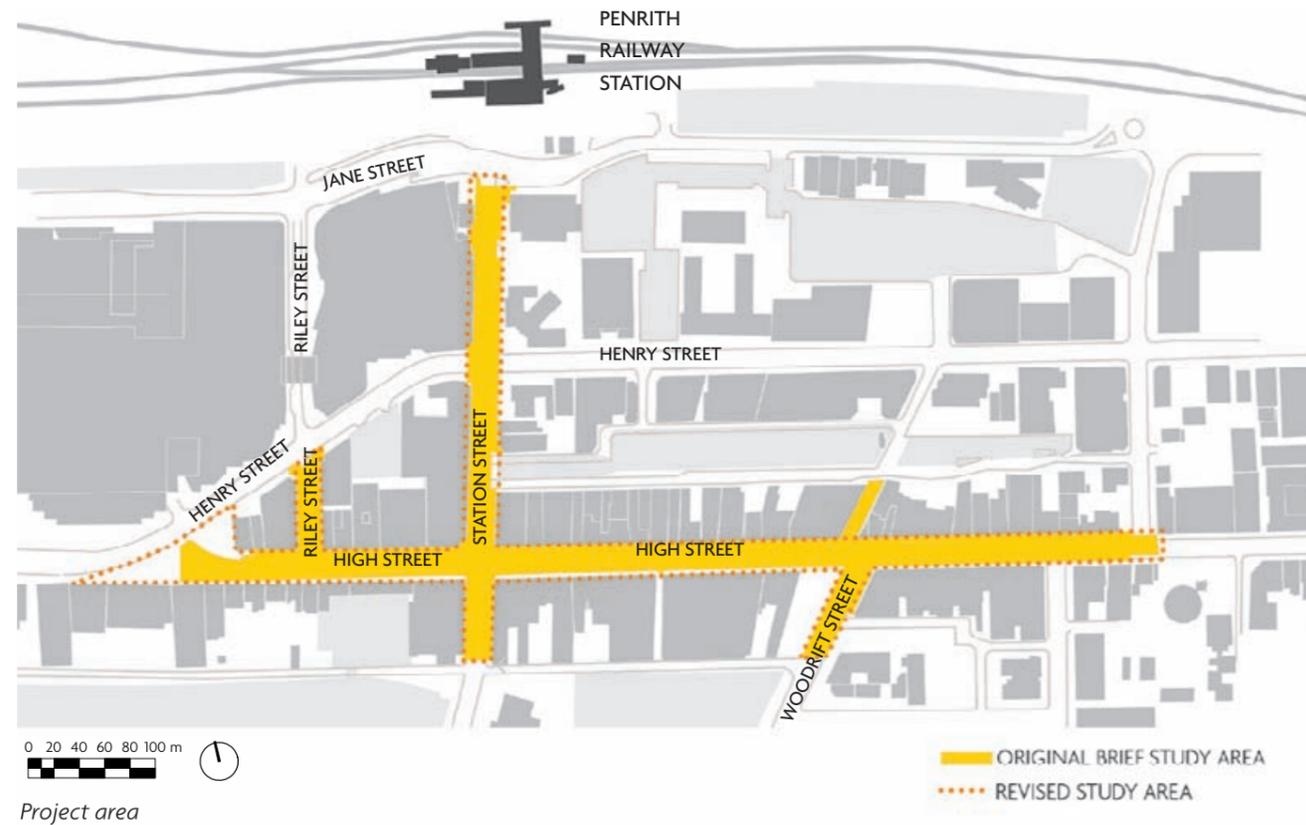
The project objectives, as set out by Penrith City Council at the commencement of the project, have guided the preparation and set the foundation of this Masterplan.

The project objectives were to:

- › Create a unique City Centre identity and sense of place that enhances the connection between people and place.
- › Improve the quality of the urban environment to encourage economic growth and support new investment.
- › Facilitate dining and a night time economy.
- › Increase property values, economic activity and business opportunities.
- › Enhance the visual and aesthetic qualities, livability and attractiveness of the City Centre, and address the economic, intellectual, social, cultural and sensory aspects.
- › Effectively engage the community throughout the preparation of the Masterplan. Achieve broad community and stakeholder support for both the Masterplan and the subsequent projects that are to be implemented.

This Masterplan is the result of 12 months of research, community engagement, stakeholder consultation, concept and design development. It includes the proposed overall approach for the enhancement of Penrith's City Centre to create a place that is attractive to community members, businesses, investors, shoppers, future residents and visitors.

The fundamental aim of the Masterplan is to provide the strategic framework and recommendations for the improvement of the public domain that Penrith City Council is responsible for, such as, the footpaths, streets and public spaces.



1.2 MASTERPLAN STUDY AREA

The total area of the Penrith City Centre is approximately 1.5km x 3km. The Masterplan area represents the core of this larger zone and is referred to in this document as the City Centre. The Masterplan area, as defined by the brief, is illustrated in the above diagram. It represents approximately 1200 linear metres of street length (c. 2000 linear metres of footpath or verge) and includes parts of:

- › High Street
- › Station Street and
- › Riley Street

During the course of the preliminary research, it was determined that additional areas be included in the Masterplan. Areas such as the proposed future City Park, plaza areas on Station St and Memory Park have been considered due to the important role they play in the public domain, but have not been included in this Masterplan. Others including the large asphalt area at the junction of High and Henry St and small niche spaces in front of the old Council Chambers and under the Allens St carpark ramp have been added to the Masterplan Area. These additional areas are noted in the above illustration.

1.3 METHODOLOGY

The process undertaken for the Masterplan has been influenced by a place making philosophy. Place making contends that for a place to be both successful and sustainable, it needs to be considered holistically. That is, all the potential influences on the place need to be identified; the social, economic, environmental and cultural, as well as needs and aspirations of the community and an understanding of the past, present and future.

The benefits of this approach are many. In the first instance, time has been taken to understand all aspects of place in order to inform a comprehensive design brief that responds to local conditions. This ensures that the design response is both appropriate and achievable. These have formed the primary objectives of this Masterplan and the process as a whole. Another key benefit is the involvement of local community and stakeholders in the development of the briefing directions. This allows for a fully integrated and participatory approach that builds ownership and personal investment in the outcomes.

The following methodology was devised to ensure that the hard infrastructure delivered as a result of this Masterplan, the delivery of which is being funded from a Special Rate Levy, support the creation of great places for both people and for business in order to catalyse local economic growth.

1.3.1 DEVELOPING A BRIEF WITH THE COMMUNITY

The first stage of the project was to develop a brief for the Masterplan. This brief is called the Place Framework, and is available as a separate document for review. The Place Framework was prepared as a response to a significant body of new research that was conducted to ensure that the Masterplan responded to both the constraints and opportunities of the site, as well as community concerns and aspirations.

Research undertaken in the formation of the Masterplan brief:

- › Desktop review of relevant Council documents pertaining to the centre
- › Urban analysis of the existing situation
- › Behaviour mapping of existing users and activities

Engagement undertaken:

- › Meetings with appropriate Council officers & Councillors
- › Discussions with relevant government agencies and organisations
- › 86 business surveys
- › 66 shopper surveys
- › Saturday street information stand
- › Online forum
- › Open invitation community workshop

The Place Framework provided the brief for the preparation of the Masterplan and included:

- › An analysis of the research
- › The public domain design approach (Masterplan Vision)
- › The functional brief
- › Identification of precincts and special places
- › Detailed design guidelines
- › Five options for the development of the Masterplan

1.3.2 MASTERPLAN OPTION DEVELOPMENT

Five conceptual approaches were developed in response to the Masterplan Brief. These were:

- Maximising Footpath Space
- Creating a Linked Network of Pocket Places
- Public Space 'Book Ends'
- Station St Boulevard
- Minimum Intervention

The project team undertook a variety of engagement methods to get feedback from the community regarding what they liked about each concept and what they had concerns about.

Engagement undertaken:

- › Staff and stakeholder workshop
- › Councillor workshop
- › Preferred concept survey
- › Online survey
- › Library display and survey
- › Staff and stakeholder workshop attendees survey
- › Access Committee Meeting

At the completion of this stage a Preferred Concept Report was produced and recommendations for the development of a Preferred Concept Masterplan given.

1.3.3 DRAFT MASTERPLAN DEVELOPMENT

Between October 2012 and February 2013 the team worked to refine a Draft Masterplan for Council endorsement and public exhibition. The Draft Masterplan was undertaken as an iterative process with high levels of consultation with Penrith City Council staff and engagement with Councillors.

Engagement undertaken:

- › Staff workshop and technical meetings
- › Councillor workshop
- › Landowner and business stakeholders around the proposed Triangle Park

At the completion of this stage a Draft Masterplan was put on public exhibition for review and feedback by the community.

1.3.4 FINAL MASTERPLAN

This document represents the final Masterplan that will guide future decision making and detailed design regarding the public realm. It has been amended where appropriate to reflect feedback from the feedback received during the public exhibition of the Draft Masterplan..

1.4 REPORT STRUCTURE

This report consists of six chapters, including the introduction. These are:

2.0 Site and Context

This chapter discusses the existing physical, social and place conditions that affect the public domain across key streets and places within the City Centre.

3.0 The Masterplan Vision

This chapter provides a summary of the briefing recommendations developed in partnership with the community and as a result of the research.

4.0 Masterplan

This chapter responds to the brief and provides strategic recommendations for the improvements across the City Centre. This chapter provides the macro context through to the micro areas in the following way:

- › The City Centre site.
- › Three character areas within the City Centre - where strategic recommendations and details design elements come together to achieve a high level of social sustainability.

5.0 Special Places

This chapter provides a series of individual projects with the intention that they contribute to briefs for the design development and implementation of future works.

6.0 Landscape Elements

This chapter addresses specific detailed elements in important areas across the City Centre.

1.5 REFERENCES

A number of background documents were referred to in the production of this Masterplan Report. These are:

- › Lighting Study
- › Penrith CBD Public Domain Technical Manual
- › 'City Park' endorsements
- › Penrith CBD, Draft Public Domain Technical Manual (PDTM) 29th April 2011
- › All Welcome Project
- › Guidelines on the application of the premises standards, version 2, Feb 2013, Australian Human Rights Commission
- › Advisory note on streetscape, public outdoor areas, fixtures, fittings and furniture, Feb 2013, Australian Human Rights Commission

Other documents were being undertaken and/or finalised while this report was being produced. In the future it will be necessary for future designers to refer to these to check their status. These are:

- › Penrith CBD Detailed Overland Flow Flood Study

1.5.1 IMAGE CREDITS

Unless credited otherwise, all images and drawings were produced by Place Partners and Spackman Mossop Michaels.

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2.0 SITE AND CONTEXT

2.1 OVERVIEW

The purpose of this chapter is to provide the urban design context and community engagement inputs into the guiding directions for the Masterplan.

The key physical urban factors that contribute to the character and functioning of the public domain in the Penrith's City Centre relate to:

- › Existing conditions.
- › Community input.
- › Opportunity and constraints.

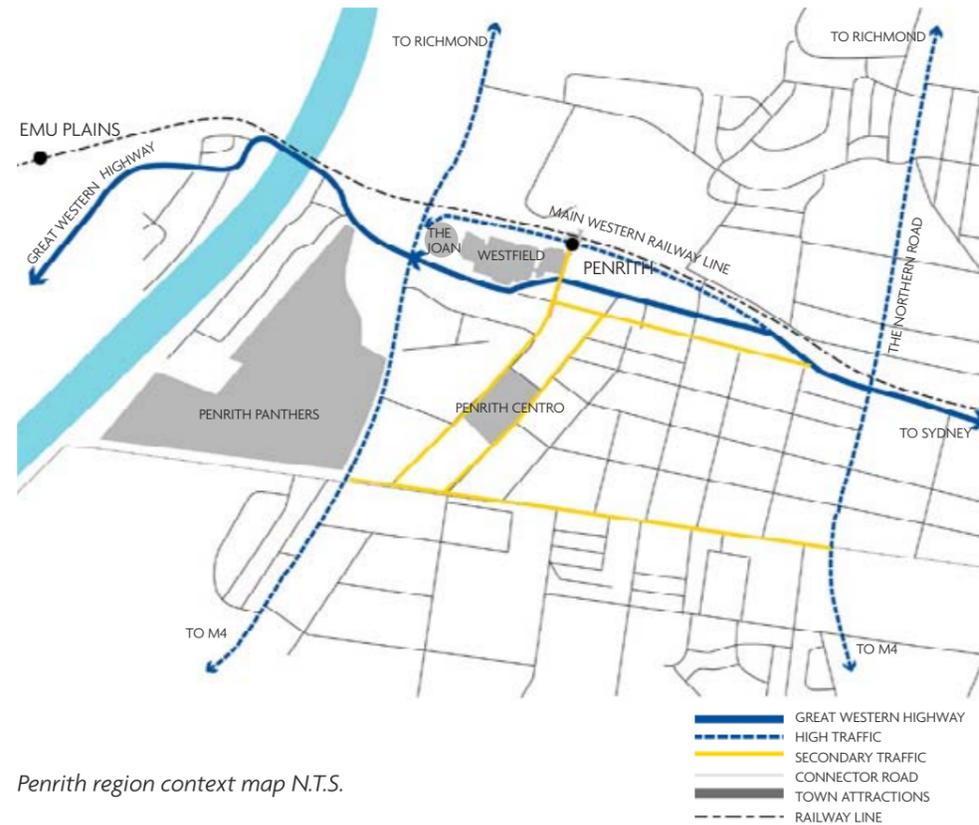
2.1.1 REGIONAL LOCATION

Located at the foot of the Blue Mountains and 55km west of Sydney is the Penrith City Centre, the commercial and business hub for the suburb of Penrith. The city centre is also a key commercial and business hub for Western Sydney, servicing a large regional catchment that includes parts of the lower Blue Mountains.

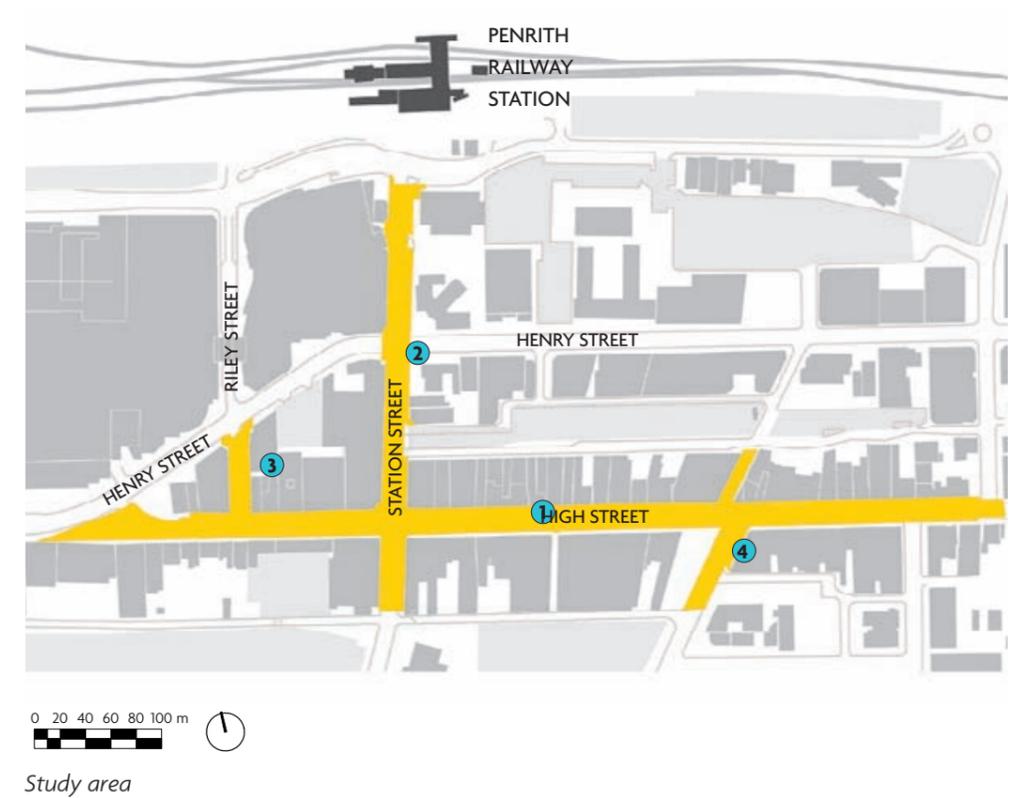
This Masterplan focuses on the key streets that make up Penrith's City Centre, which are:

- 1 High Street between Henry Street and Lawson Street.
- 2 Station Street between Penrith Railway Station and Union Lane.
- 3 Riley Street between High Street and Henry Street.
- 4 Woodriff Street between High Street and Union Lane.

It is noted that Penrith City Council is planning a new City Park within the City Centre. This new park was taken into consideration as part of this process, but is not included in this Masterplan.



Penrith region context map N.T.S.



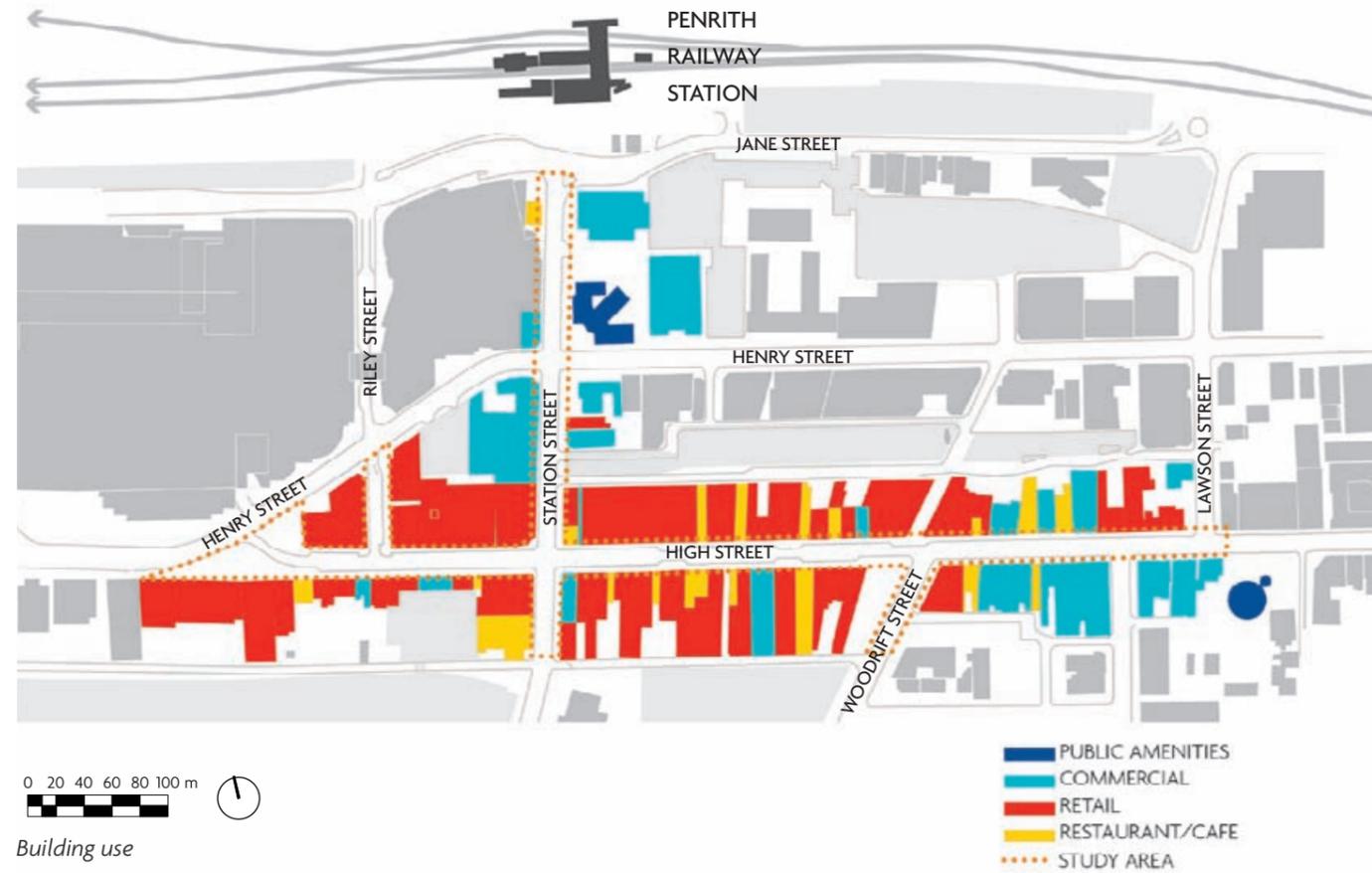
2.2 EXISTING CONDITIONS

This section provides an understanding of the existing physical and environment characteristics of the City Centre.

2.2.1 LAND USE

This mosaic of uses makes a significant contribution to the character of the City Centre. The land uses throughout City Centre vary from street to street, as well as along the streets.

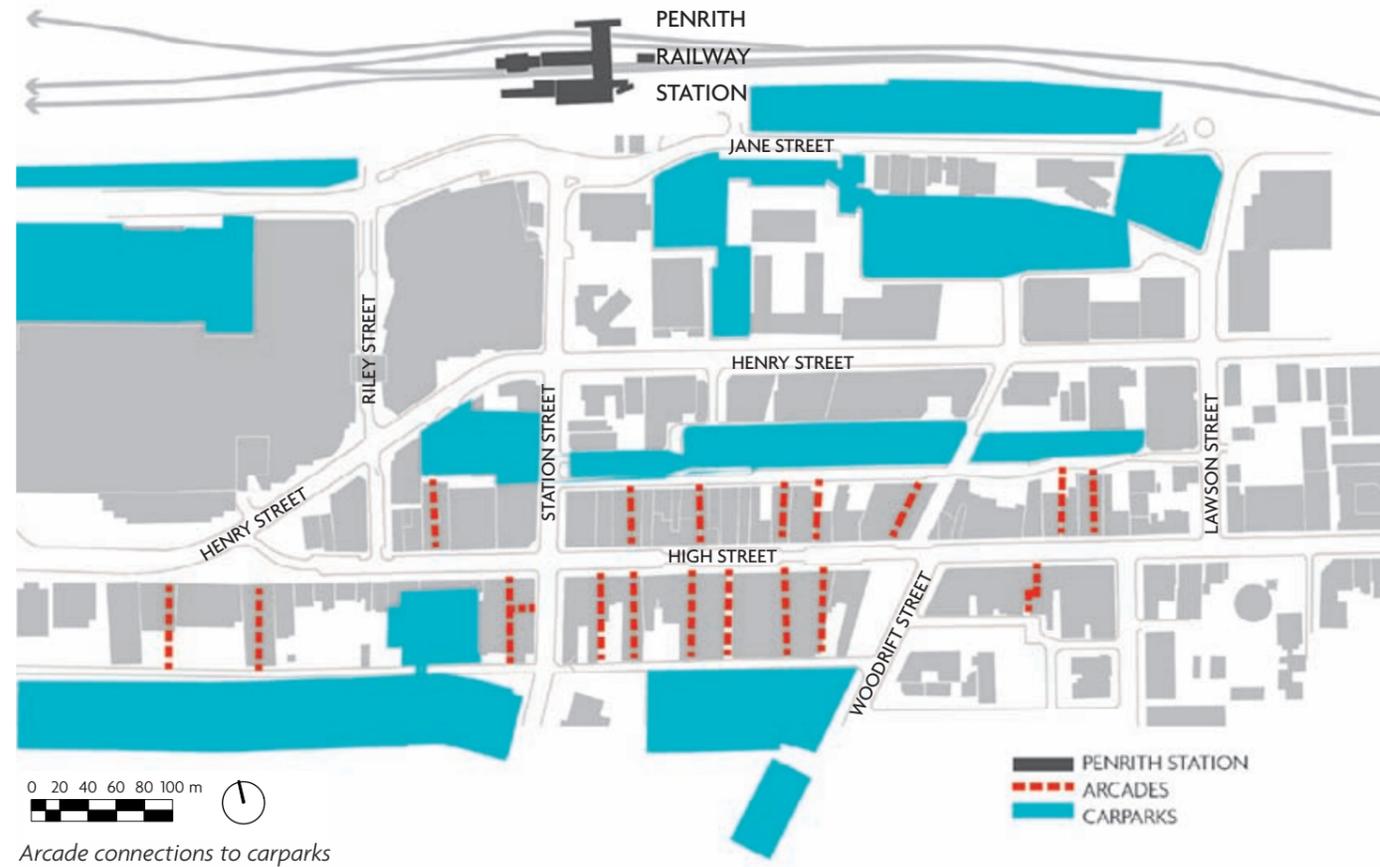
- › Westfield is a significant entity in the City Centre in terms of its size and business activity. It is internalised and disconnected from its surrounding urban context. It has large inviting entrances located between the railway station and High Street, which often intercept pedestrians before they reach the 'main street'.
- › The buildings along Station Street have predominantly commercial and community uses, with limited business shop frontages. These buildings tend to have larger floor plates. The NSW Government Offices at the northern end of Station Street is a large multi-storey office building.
- › Business uses outside of Westfield are concentrated along High Street, particularly between Henry Street and Woodruff Street.
- › The mix of land uses along High Street creates a cohesive street environment that is immediately recognisable as the 'main street' in the City Centre.
- › The business environment along High Street is predominantly local, with a wide mix of businesses including clothing stores, pharmacies, variety shops, Salvation Army, and hairdressers. The cafes and restaurants along High Street appear to be primarily fast food or take-away cafes.
- › A number of banks have local shop fronts clustered on Riley Street.



2.2.2 ARCADE CONNECTIONS

Arcades make a valuable contribution to the public domain. They provide enhanced pedestrian amenity and they create an urban “fine grain” that allows more specialised commercial uses to flourish.

- › A large number of arcades provide pedestrian connectivity between High Street and the surrounding public car parks.
- › The majority of the arcades are located between Woodriff Street and Station Street, providing valuable pedestrian cross connections within this long block.
- › Many niche local shops and other businesses are located within these arcades. These shops offer a unique business experience that complements the main street and provide different retail experience to Westfield.
- › The arcade entrances along High Street are often insignificant in appearance and poorly signposted. This makes them easily overlooked within the streetscape.
- › The arcade connections are generally under utilised due to their low street presence.
- › The arcade entrances along Allen Place and Union Lane, the ‘back’ of the main street shops, are limited in appearance and poorly signposted.



Arcade Connection High Street to Union Lane



Arcade on High Street

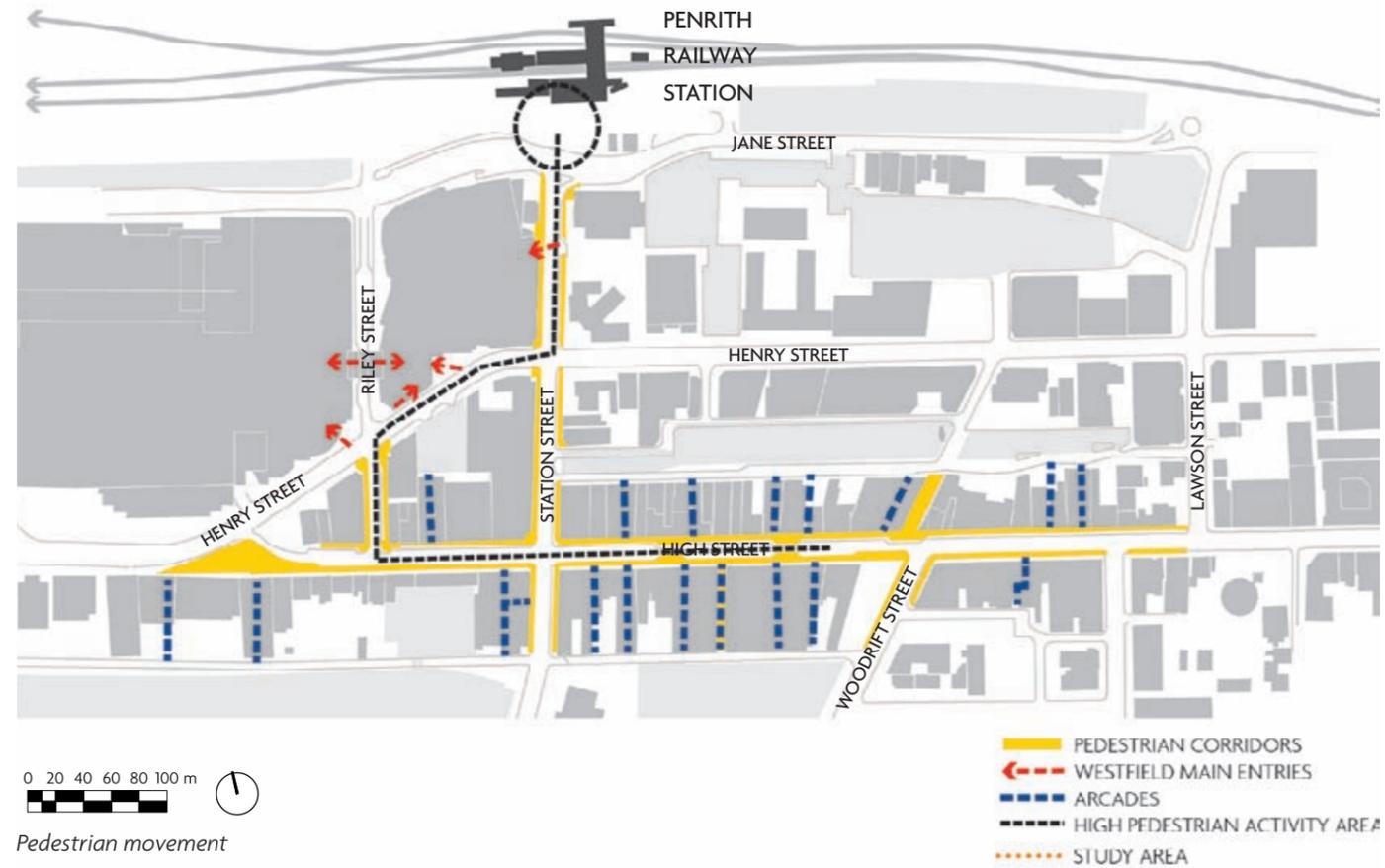


Arcade on High Street connecting to carpark

2.2.3 PEDESTRIAN MOVEMENTS

Streets are the fundamental building blocks of the public domain. Healthy vibrant streets create a positive economic environment for traders. Encouraging pedestrian amenity and comfort in the City Centre streets is therefore an important consideration in the formulation of the Masterplan.

- › Station Street provides the most direct pedestrian connection between High Street and Penrith Railway Station. However, this street is under utilised due to the inactive street frontages and a limited visual connection to High Street.
- › Visitors arriving to the Penrith City Centre by train tend to be drawn to the large Westfield entrance located on Station Street just south of the railway station.
- › Pedestrians tend to favour Henry Street and Riley Street as the preferred route between the station and High Street. This route avoids the largely inhospitable environment of Station Street south of Henry Street in favour of an environment where the buildings actively address the street. As a result, this route also tends to favour the western end of High Street.
- › Commercial and business activity along High Street are situated primarily between western end of Henry Street and Lawson Street. The distance between these two streets is 670 metres, which is about ten minutes walk at average walking speed. The length of the 'main street' is particularly challenging for less mobile members of the community.
- › In addition to Henry Street and Lawson Street, Riley Station and Woodriff Street also connect the High Street commercial and business core to the surrounding City Centre. These cross connections help to divide the 'main street' into more walkable blocks.
- › The length of the High Street blocks between Henry Street, Riley Street and Station Street, and Woodriff Street and Lawson Street, are relatively short and easily walkable.
- › The block between Station Street and Woodriff Street is very long. At 260 metres, it represents about half of the 'main street' and is about four minutes walk at average walking speed.



People leaving Penrith Railway Station



Pedestrian crossing High Street

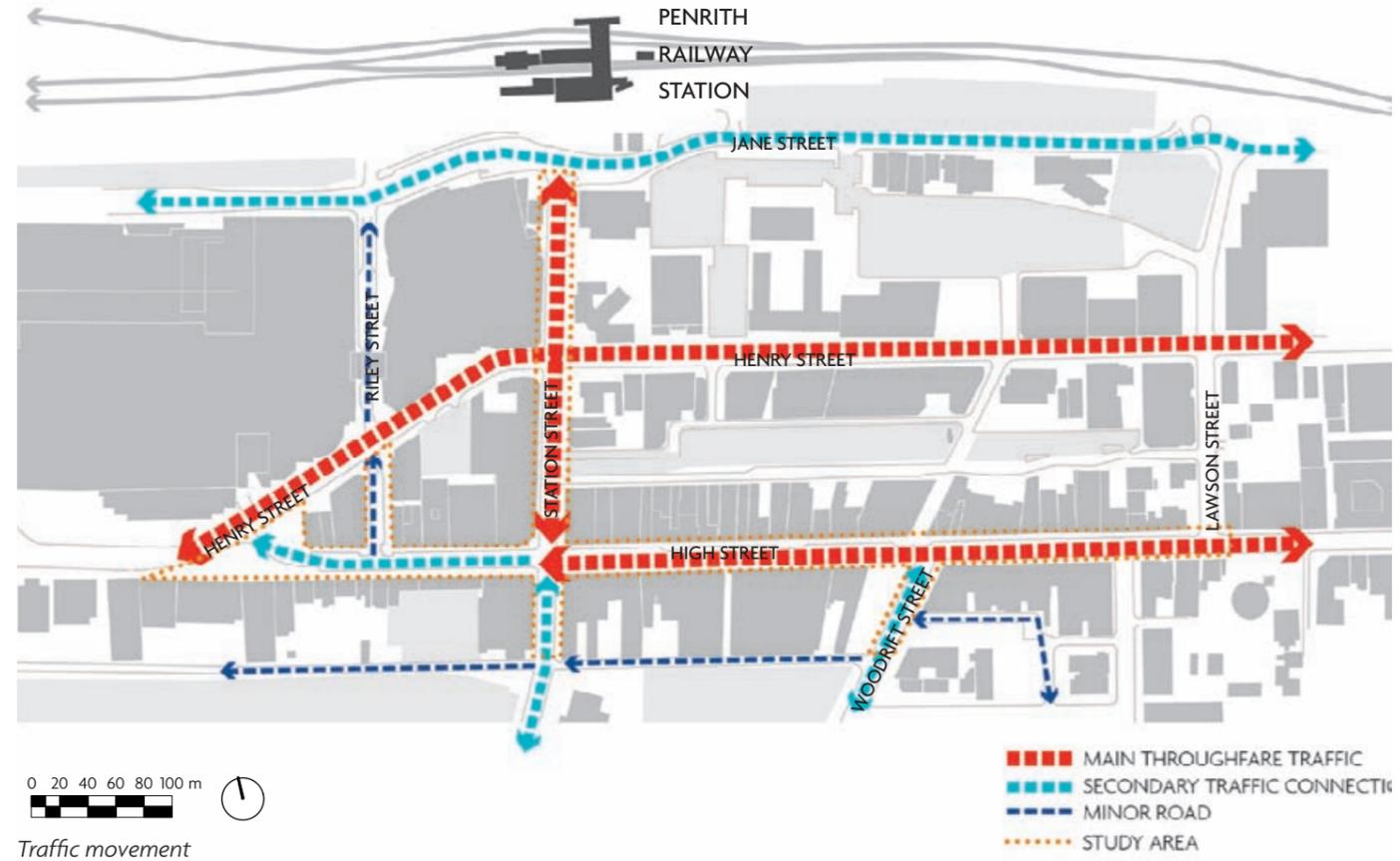


Pedestrian resting on Station Street

2.2.4 CIRCULATION AND TRAFFIC

The City Centre experiences both local and through traffic. High volumes of through traffic can have adverse impacts on the pedestrian amenity and liveliness of a street.

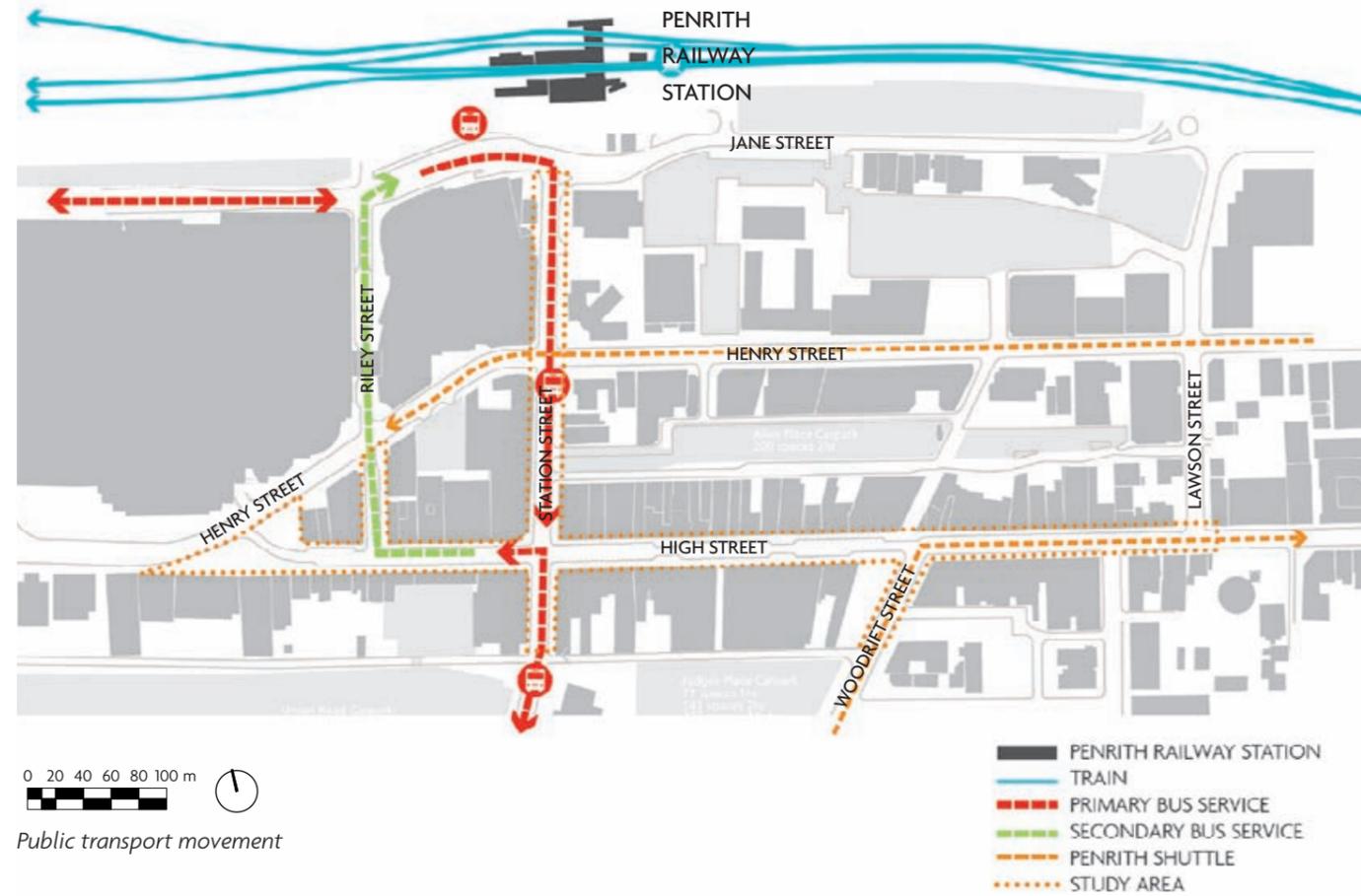
- › The primary through traffic route in the City Centre is Henry Street, which is the continuation of the Great Western Highway through Penrith. Henry Street is four lanes wide with limited on-street parking, which aids the flow of traffic.
- › High Street is a main transport corridor as well and experiences a large amount of through traffic heading west, as it provides a more direct connection to the Great Western Highway than Henry Street. High Street is one-way between west of Station Street, which limits through traffic heading east.
- › High Street is four lanes wide, with on-street parallel parking on both sides. The on-street parking helps to slow down traffic at the business core of the street.
- › The intersection between the Great Western Highway and Mulgoa Road, a key point of entry to City Centre from the west, is extremely busy because both Henry Street and High Street feed into it.
- › Station Street provides the primary north-south traffic connection through the City Centre. Along with High Street, Riley Street and Jane Street, it provides an important loop for vehicles moving around the City Centre.



2.2.5 PUBLIC TRANSPORT

Public transport facilities (bus and rail) are concentrated in the western side of the City Centre. They provide large amounts of pedestrian traffic that consequently tends to concentrate in this sector. An attractive public domain could help entice more movements to other parts of the City Centre.

- › Penrith Railway Station is the primary public transport connection into Penrith along the Main Western Railway Line, which continues east to Sydney and west through the Blue Mountains. The railway line forms the northern edge of the City Centre.
- › The Penrith Bus Interchange is co-located with the Penrith Railway Station situated at the northern end of Station Street. The transport plaza at the railway station and bus interchange is an important activity hub within Penrith's City Centre.
- › A large number of bus routes operate out of Penrith to connect with the surrounding region. Westbus provides services that connect to other areas of Western Sydney, such as Mt Druitt, St Marys, Richmond, Windsor, Glenmore Park and Warragamba. The Blue Mountains Bus Company provides services between Penrith and the Blue Mountains.
- › Penrith's City Centre is serviced by a free shuttle bus service to encourage visitors to use off-street parking or to park outside the City Centre. The shuttle bus connects Station Street, Woodruff Street, High Street and Henry Street. It operates from 9.00am to 2.30pm on weekdays, and 9.00am to 5.30pm on weekends.



0 20 40 60 80 100 m
Public transport movement



Bus stop and bus along Station Street



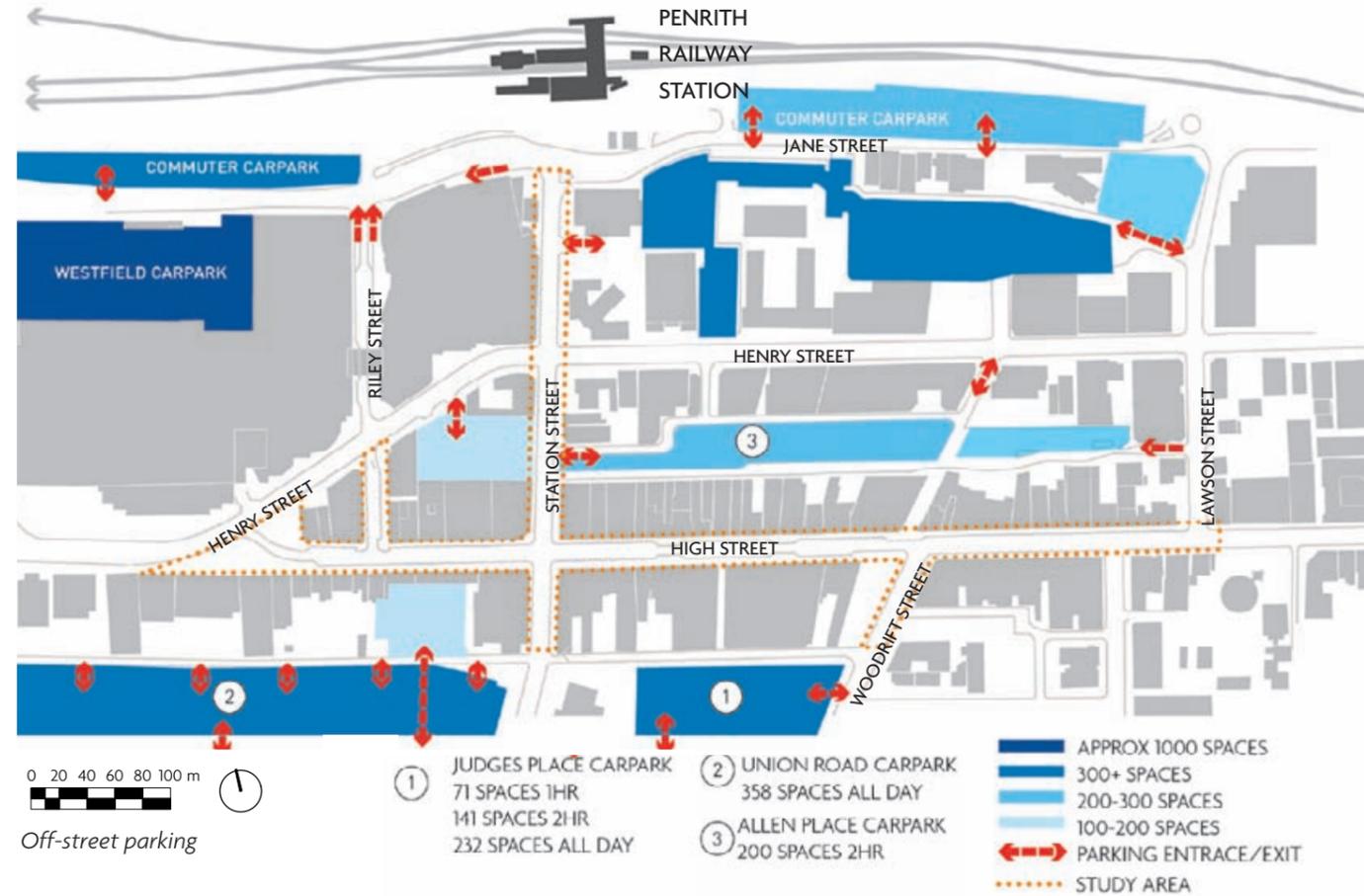
Penrith Railway Station

2.2.6 PARKING

Within the Penrith City Centre there are a large number of off-street parking stations, and most of the streets have on street parallel parking bays which are timed.

OFF-STREET PARKING

- › The City Centre is supported by a large number of open-air public car parks. These car parks are located adjacent to the railway station on Jane Street and Belmore Street, and along Allen Place and Union Lane, directly behind the High Street commercial and business core.
- › The car parks along Allen Place and Union Lane occupy about 60,000 square metres of land within the City Centre.
- › Westfield also provides a large internal carpark that accommodates over 1000 vehicles. The Westfield carpark offers its customers three hours' free parking, and paid parking for longer stays.
- › The public car parks provide large amounts of long-term paid and free parking for commuters, workers and visitors to Penrith's City Centre.
- › The public car parks at Allen Place and Union Lane are connected to the High Street business core by many pedestrian arcades. These car parks primarily support the commercial and business 'main street' and provide over 1,000 car spaces with time limits varying between two hours and unlimited.



Rooftop carpark Penrith between Station and Riley Street



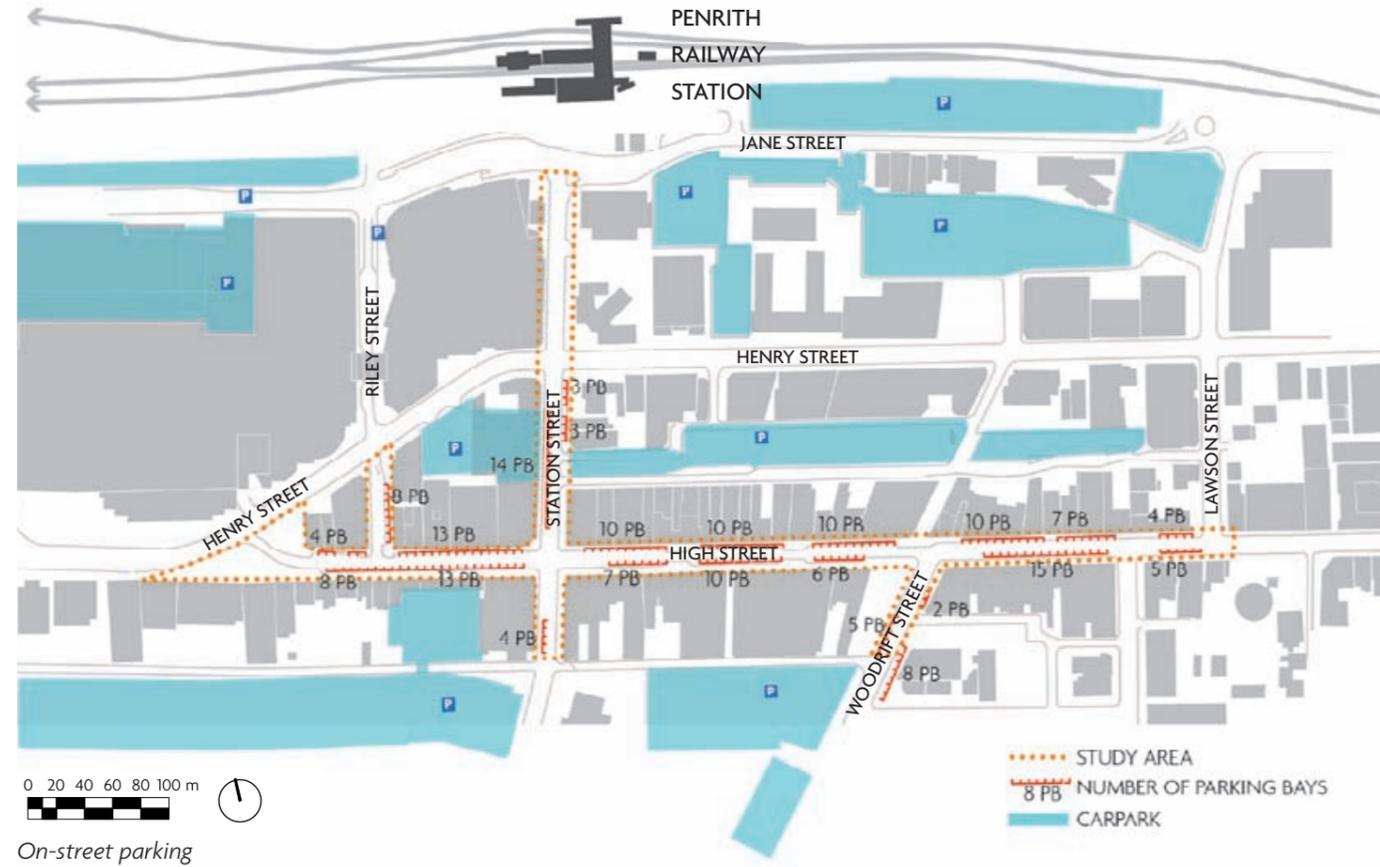
Union Carpark behind High Street



Allen Carpark adjacent to Station Street

ON-STREET PARKING

- › All of the streets within the City Centre provide on-street parking.
- › The majority of on-street parking consists of half-hour spaces, greatly increasing parking turnaround in this high activity area.
- › High Street has approximately 128 on-street parking spaces, spread relatively evenly along the length of the street.
- › Station Street provides approximately 24 on-street parking spaces, all located south of Henry Street. There is no on-street parking between Henry Street and the Penrith Railway Station.
- › Riley Street provides eight on-street parking spaces on the eastern side of the street, south of Henry Street. North of Henry Street, there is on-street parking on both sides of the street, associated with Westfield Shopping Centre.
- › Woodriff Street provides five parking spaces outside Memory Park and 10 spaces on the eastern side between High Street and Tindell Street.



On-street parking



Riley Street, on-street parking



Station Street, on-street parking



High Street, on-street parking

2.2.7 BUILDING HEIGHTS

Building scale (size) is a significant contributor to the character of the City Centre. The scale and use of the buildings throughout the City Centre varies from street to street, as well as along the streets.

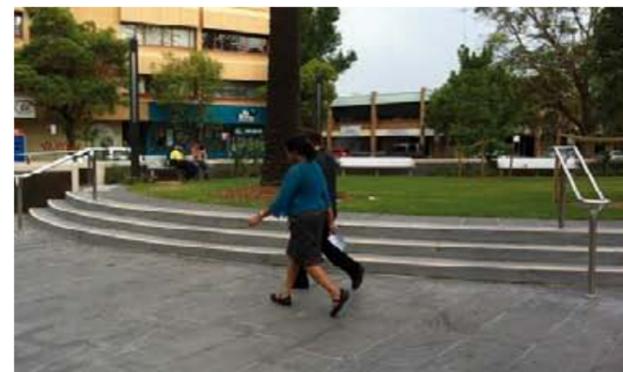
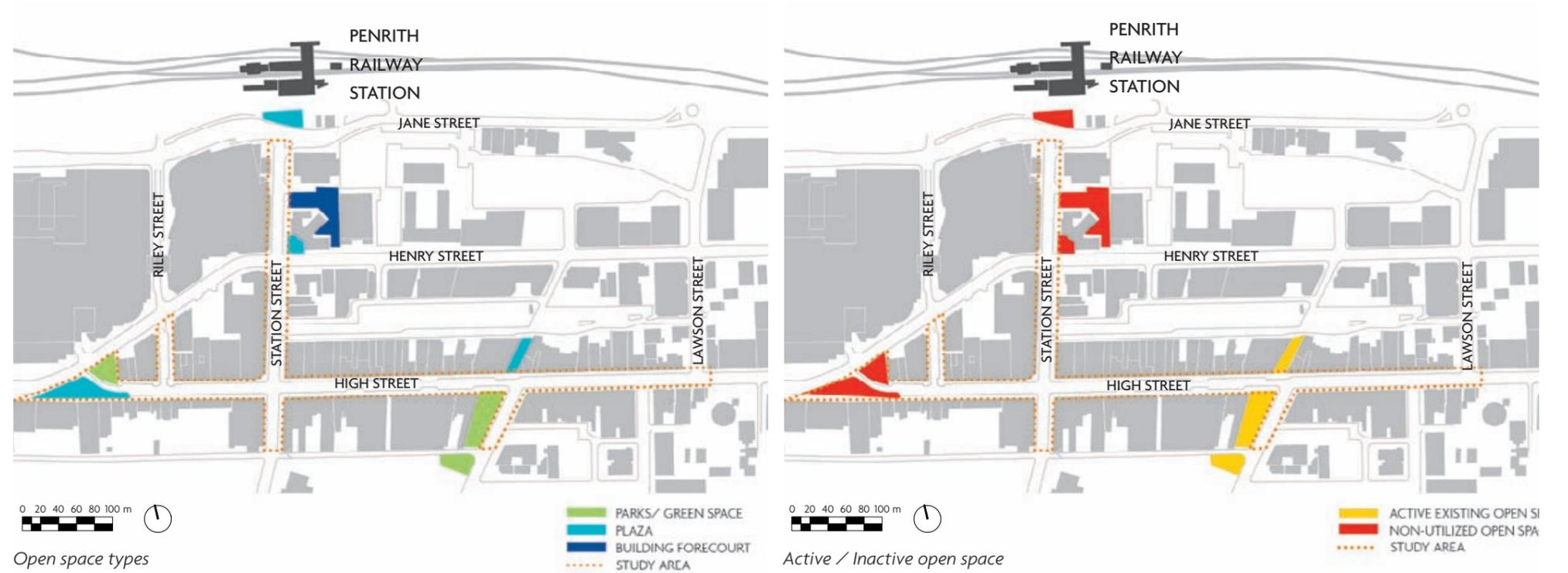
- › The Penrith City Centre is dominated by Westfield Shopping Centre, a large internalised shopping mall that occupies two large buildings at the north-western quadrant of the study area.
- › The buildings tend to be two to three storeys high, and generally have large floor plates.
- › The buildings along High Street are predominantly two storeys high with awnings over the footpath.



2.2.8 OPEN SPACE

There is limited amount of public open space within the City Centre. The main public open spaces are: the transport plaza at the railway station and bus interchange; Memory Park at the corner of High Street and Woodriff Street; the pedestrianised section of Woodriff Street between High Street and Allen Place; and the spaces on either side of High Street at the Henry Street intersection. Of these, only Memory Park is a 'green' open space.

With the exception of Memory Park and the Woodriff Street pedestrian closure, the open spaces within the City Centre are generally under utilised.



Memory Park



Inactive public space at High Street and Henry Street

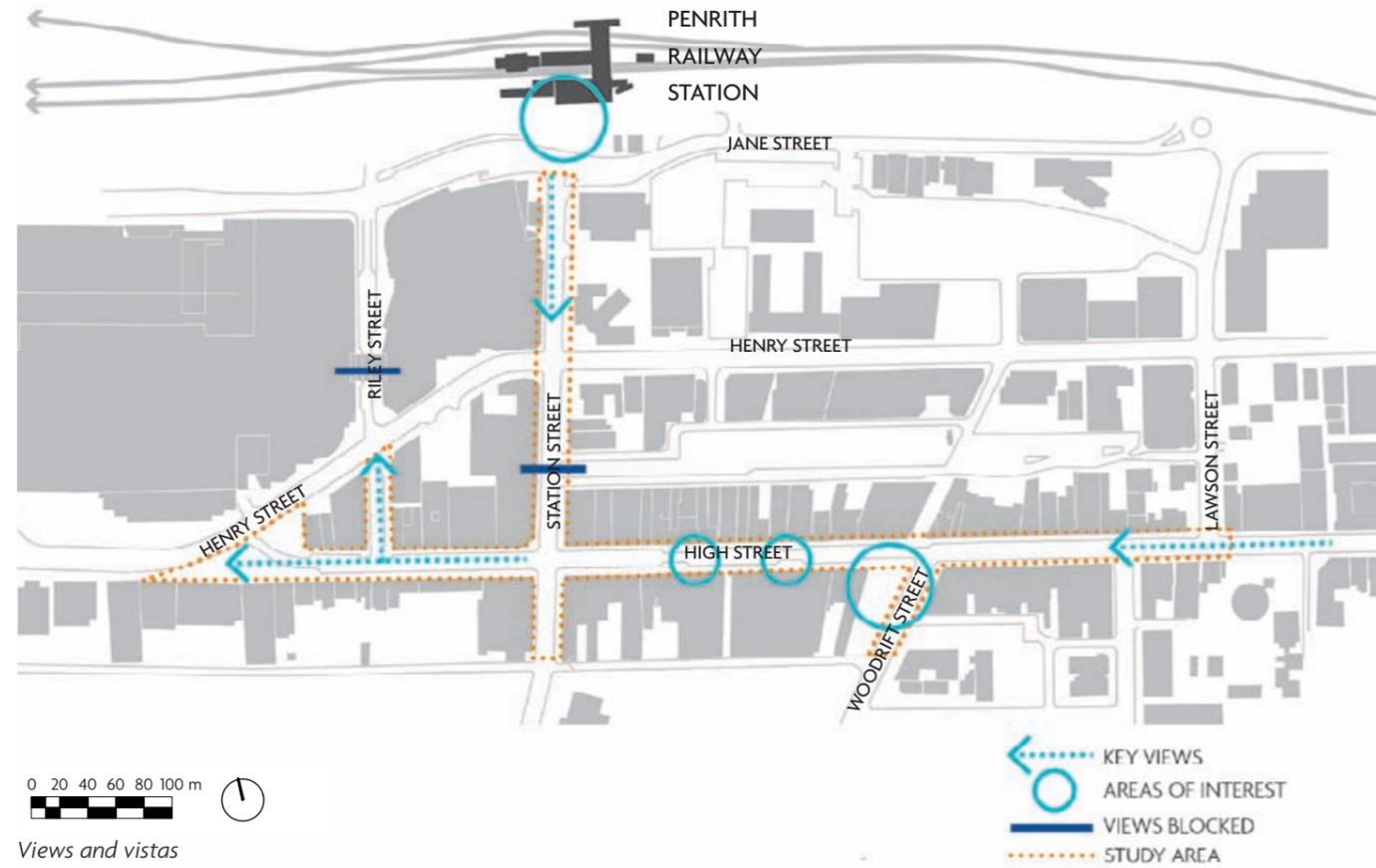


Woodriff Plaza

2.2.9 VIEWS AND VISTAS

The key vistas in the City Centre are towards the Blue Mountains and down Station Street towards High Street. Riley Street has strong vistas towards Westfield Shopping Centre. High Street has clear views towards the Blue Mountains as well as towards Memory Park, there is an open space here that has direct views into the park area.

Along Station Street views are blocked by the Allen Place Carpark overpass, which limits the sight lines down towards High Street.



View south down Station Street



View down High Street to pedestrian crossings

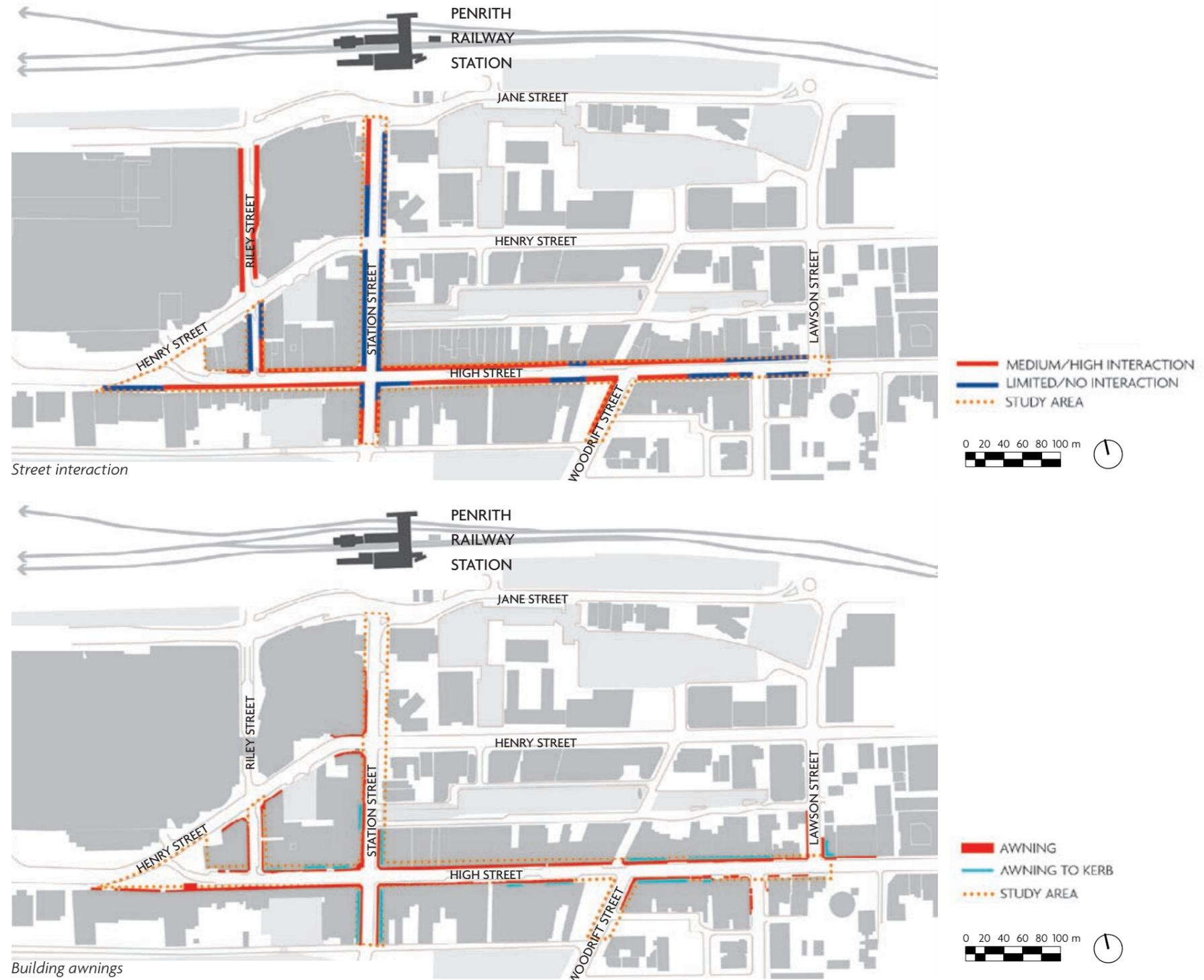


View west down High Street towards Blue Mountains

2.2.10 BUILDING - STREET INTERACTIONS AWNINGS

How buildings interact with the footpath at street level makes a significant impact on the character and liveliness of a street. Strong visual and physical interactions between building frontages and the footpath, where one can easily see and access into a building, greatly contribute to the possibility of an active public domain. The level of building/street interaction throughout Penrith's City Centre varies from street to street.

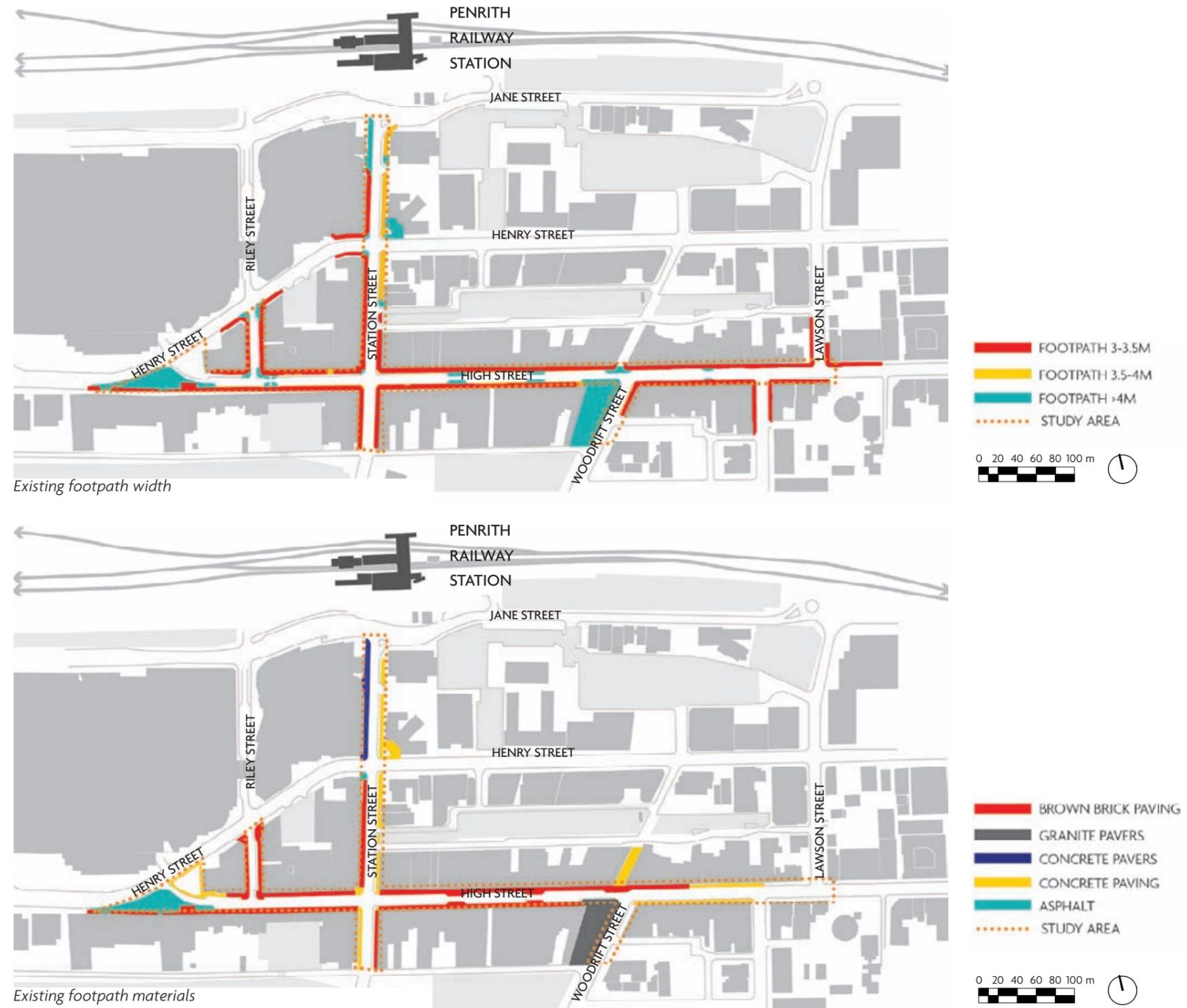
- › Station Street has large amounts of blank building facades, where there is little to no visual and/or physical interaction between the buildings and footpaths at street level.
- › A large number of buildings along Station Street also have wide setbacks from the footpath, further limiting the possibility of public interaction.
- › Most of the buildings along High Street are separate buildings with single-width frontages. Buildings with double-width (or more) frontages tend to include through-site linkages in the form of pedestrian arcades.
- › Many of the buildings along Station Street have awnings, particularly on the western side of the street.
- › Building awnings throughout the City Centre generally extend to the kerb, covering the footpaths entirely. This provides good weather protection for pedestrians, but limits opportunities for street trees.
- › Almost all of the buildings along High Street have awnings.
- › Many of the buildings along Station Street have awnings, particularly on the western side of the street.



2.2.11 FOOTPATH TYPES AND CONDITIONS

Footpaths should provide a consistent style and finish across the public domain. To this end Penrith City Council have prepared a draft policy for materials to be used for footpath construction. This palette will be implemented as part of the Masterplan process and the projects that arise out of it.

- › The footpaths throughout the City Centre are in generally good condition.
- › A variety of different paving types are found throughout the City Centre. Although the paving patterns differ, they are very similar in appearance and create a generally unified character.
- › The dominant paving type is dark brown brick, laid in three slightly different patterns throughout the City Centre. The dark brown brick paving is located along High Street, Riley Street south of Henry Street, and Station Street south of Henry Street.
- › The footpath areas outside Westfield Shopping Centre, located along Station Street and Riley Street north of Riley Street, are paved with concrete pavers that are distinct from the brick paving elsewhere in the City Centre.
- › The plaza area at the Henry Street intersection is asphalt.
- › Station Street has a number of paving types used inconsistently along its length. In addition to the concrete pavers and brick paving on its western side, the eastern side of the street is predominantly concrete paving.
- › The footpath areas along Woodriff Street have charcoal brick paving that differentiates it from High Street.
- › Footpaths throughout the City Centre are generous, with the majority being four metres or wider.
- › The narrowest footpath in the study area is 3.25 metre and is located on Riley Street.
- › The wide footpaths along High Street accommodate outdoor dining in places.
- › Parts of High Street have additional footpath space provided by 'blisters', which facilitate safer pedestrian crossing.

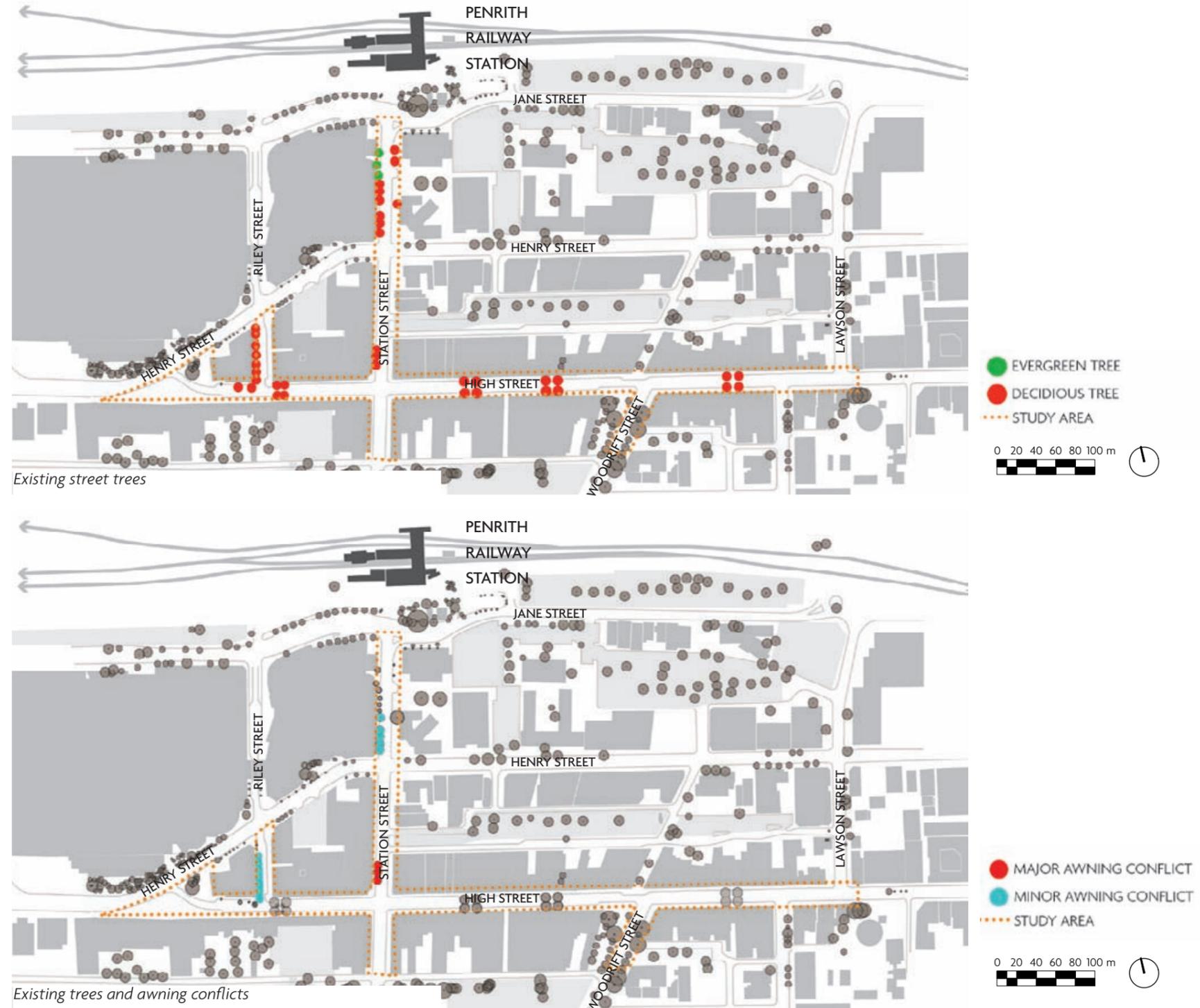


2.2.12 STREET TREES AND PLANTING

Penrith City Centre has a mix of street trees in varying conditions. There is minimal tree planting due to the substantial number of awnings along the street edges. At the main crossing points on High Street there are large Plane Trees that are important to the study areas character and provide significant visual connections as well as providing a large canopy for shade.

Along Station Street there are some existing trees that have growth defects due to the existing awnings. Future tree planting across the study area is limited by the existing awnings along.

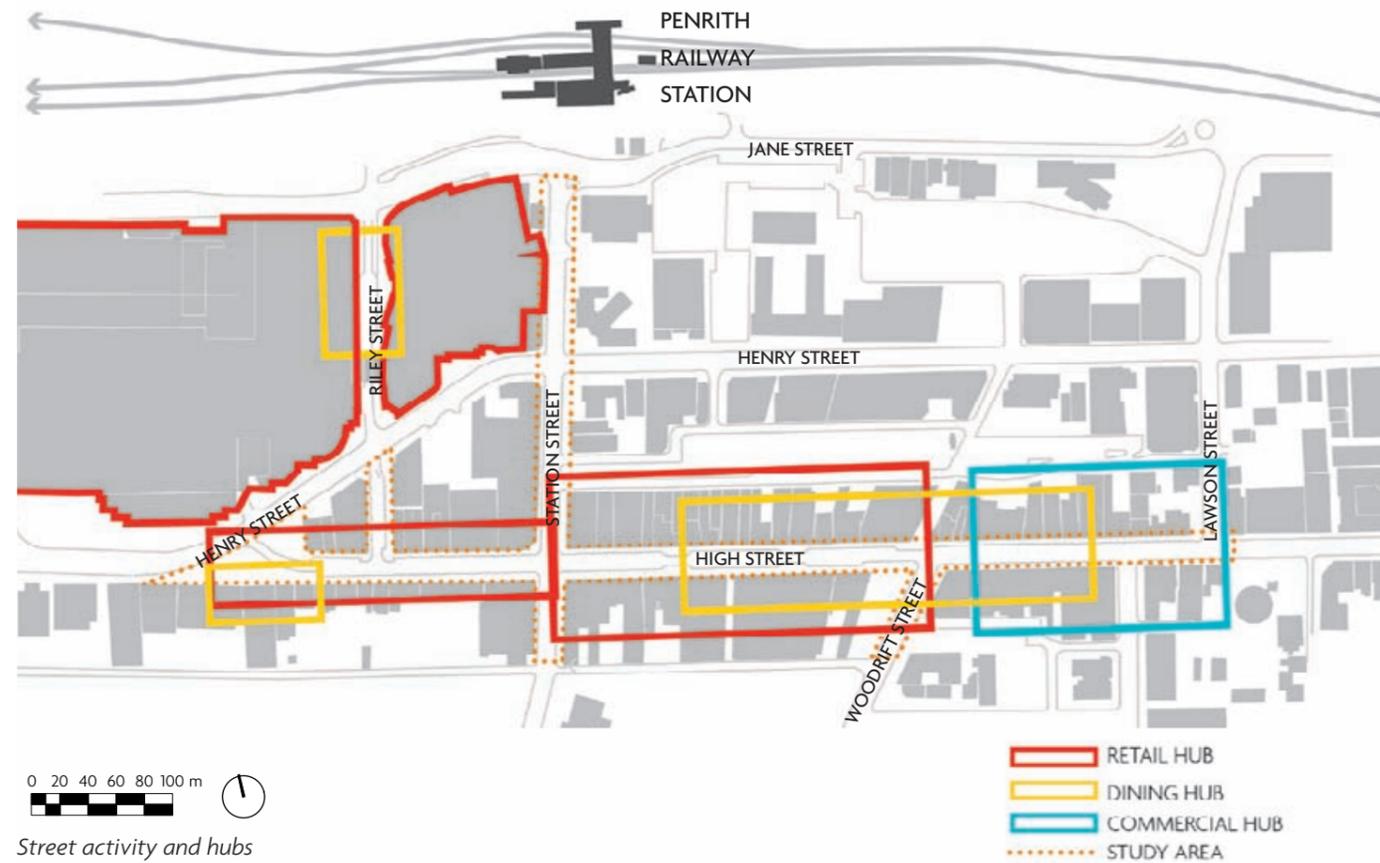
Wide canopy planting is important within town centres such as Penrith, as they can significantly reduce the heat island effect, and provide desirable micro climates for the pedestrians. Additionally, specially selected street trees can significantly contribute to defining the character of a street, they can be memorable and provide valuable places for gathering and resting.



2.2.13 STREET ACTIVITY / ACTIVITY HUBS

The promotion of street activity or 'liveliness' is an important consideration for the creation of a healthy public domain. Lack of such activity can result in a poor trading environment and ultimately lead to unsafe streets. The linking of existing activity hubs by making connections can have an amplifying effect that can strengthen the entire City Centre.

- › Westfield dominates the City Centre in terms of its size and business activity. It is internalised and disconnected from its surrounding urban context. It has large inviting entrances located between the railway station and High Street, which often intercept pedestrians before they reach the 'main street'.
- › Station Street has a largely inactive public domain that currently has limited pedestrian appeal. As a consequence, pedestrians tend to avoid Station Street, particularly between Henry Street and High Street.
- › There are two distinctly separate environments along Riley Street. North of Henry Street, Riley Street feels like part of Westfield, with shops and restaurants directly fronting the street. South of Henry Street, Riley Street is part of the City Centre, with small-scale business buildings and banks.
- › Distinctive precincts can be found along the 'main street' environment of High Street. The section of High Street between Henry Street and Woodriff Street is predominantly business, interspersed with a small number of take-away cafes. The section between Woodriff Street and Lawson Street is predominantly commercial, with limited business frontages. This commercial precinct is also interspersed with a take-away cafes.



0 20 40 60 80 100 m
 Street activity and hubs

2.3 COMMUNITY INPUT

2.3.1 APPROACH

Place Partners has conducted extensive primary and secondary research to support the development of this Masterplan. A particular focus of this Masterplan is on ensuring that physical design appropriately respects and responds to the needs of the local community in Penrith City Centre.

2.3.2 METHODOLOGY

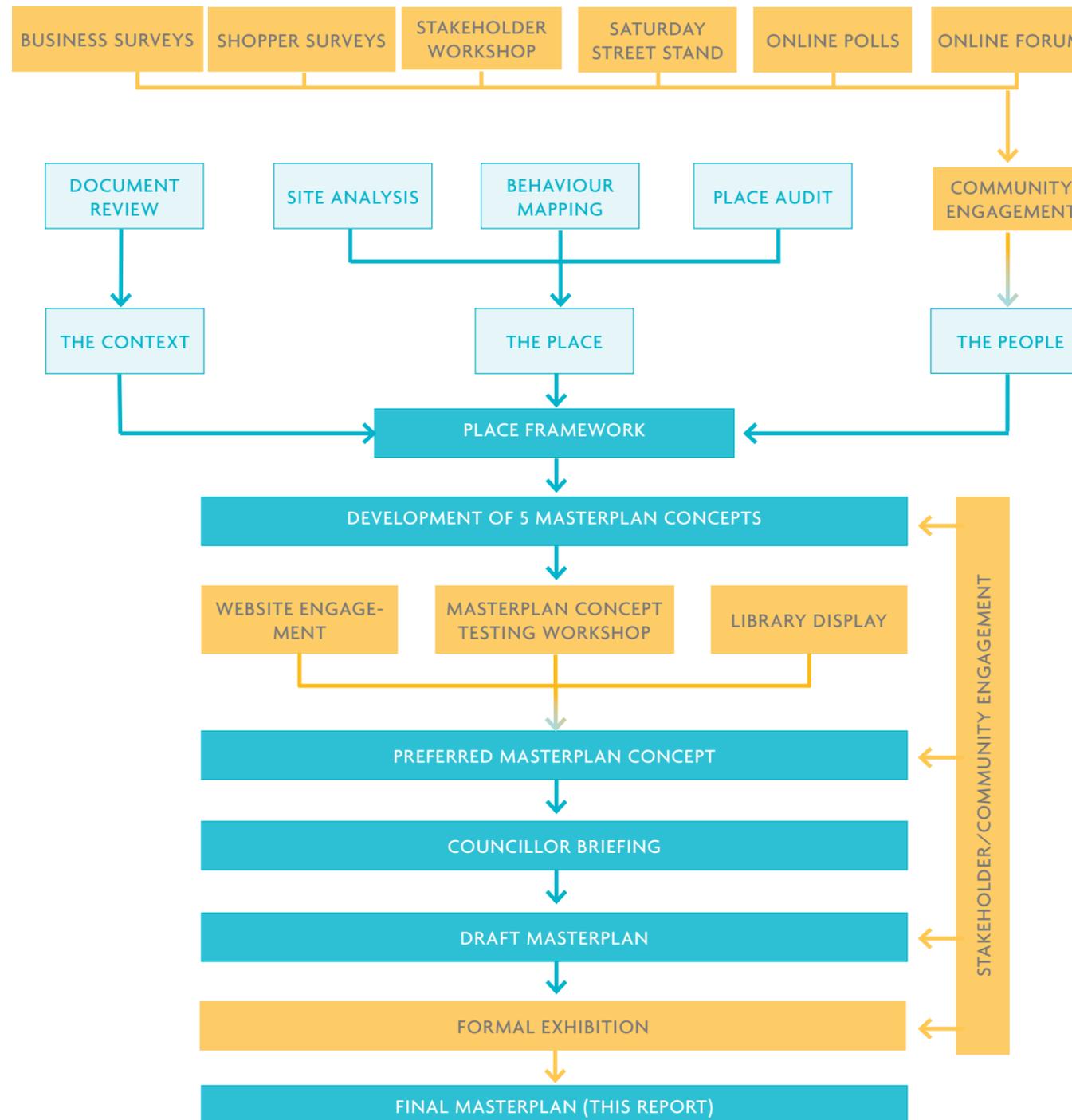
This section summarises the extensive community and stakeholder engagement undertaken as part of this masterplanning process.

A mix of engagement methods were utilised; allowing for quantitative and qualitative input from all stakeholders such as community surveys, online forums, stakeholder workshops and street stand initiatives.

The adjacent diagram illustrates the comprehensive project process and at which project stages the community engagement occurred.

The community inputs and opportunities and constraints identified during the preliminary research phase combine to form the foundation of the Masterplan Vision, Principles and Objectives, detailed in Section 3.

COMMUNITY ENGAGEMENT & OVERALL MASTERPLANNING PROCESS



Saturday street stand

GET INVOLVED!



Online engagement opportunities



Stakeholder workshop

2.3.3 SUMMARY OF COMMUNITY ENGAGEMENT

ENGAGEMENT DATE	ENGAGEMENT METHOD	EXPLANATION	TOTAL PEOPLE ENGAGED	DATA LOCATIONS
	Letter to business owners	Letters informing business owners of the project	Sent to approximately 125 businesses	
18 May	Project Information postcards	Postcards were distributed by Council to local residents, shoppers, businesses, community centres, schools, Council Chambers and Westfield to promote key project information and highlight opportunities to get involved.	2200	
Quarterly	Project newsletters	The newsletter is a one page, community friendly and informative snapshot of the project. A total of 4 newsletters will be distributed over the length of the project. 3 have been sent to date.	36 subscribers (website database) x two newsletters (72 letters distributed) Newsletters also distributed widely to Council and the public but this figure is unknown	Penrith City Centre Public Domain Website
15 - 18 May	Business surveys (S)	The survey asked businesses about their ideas for street improvements, favourite places in the area, preferences for streetscape elements, demographic and business characteristics	140 businesses approached 86 businesses completed the survey face to face or online	Penrith City Centre Public Domain Masterplan PLACE FRAMEWORK - Appendix A
2 June 2012	Shopper surveys (S)	Respondents were asked how they travel to the centre, ideas for street improvements, favourite places within the centre and their idea of the perfect city centre. They were also shown a collection of images and asked which they thought were the most appropriate for Penrith City Centre	66 completed surveys 15 of the surveys were completed face to face, with a further 51 completed online, for a total of 66 responses.	Penrith City Centre Public Domain Masterplan PLACE FRAMEWORK - Appendix A
2 June 2012	Saturday street stand (SSS)	Operated for 4 hours on a Saturday	Approximately 50 people actively engaged	Penrith City Centre Public Domain Masterplan PLACE FRAMEWORK - Appendix C
6 June 2012	Stakeholder workshop (SW)	Key stakeholders including representatives of business groups, service providers and Council staff were invited along with members of the general public. The workshop was designed to extract local knowledge from the participants such as key constraints, opportunities and the existing staying places in Penrith. The workshop finished up with early ideas for improving the centre	15 individuals attended, representing a wide variety of stakeholder groups.	Penrith City Centre Public Domain Masterplan PLACE FRAMEWORK - Appendix B
25 July - 8 August 2012	Preferred concept survey (PC)	Library display and online survey to gain feedback from a large number of respondents about their preferred concept option was undertaken. The survey was made available at the staff and stakeholder workshop, online, and at the Penrith Central Library wall display from	Total of 98 surveys completed	Preferred Concept Engagement Report
16 July 2012	Staff and stakeholder workshop (SSW)	Attendees were presented with the five concept options and invited to work in groups to review the strengths and weaknesses of each concept	The workshop was attended by 32 people: 13 members of Council staff and 19 community stakeholders	Preferred Concept Engagement Report
16 July 2012	Councillor Workshop (CW)	Councillors were presented with the five concept options and invited to work in groups to review the strengths and weaknesses of each concept. They also debated which concepts should go to further public consultation and agreed that all five should be shown to the public	The workshop was attended by 16 people: 9 Councillors and 7 members of Council staff	Preferred Concept Engagement Report
8 August 2012	Access committee meeting (AC)	The five concept options were discussed. They reviewed a number of elements of the designs including footpath details, car parking options, and bus stop design	5 Committee members and 15 Council staff	Preferred Concept Engagement Report
	Phone calls and emails received (PCE)		1 member of Penrith Business Alliance, 3 local residents and 1 business owner	Preferred Concept Engagement Report
27 November 2012	High Street Triangle Workshop (TP)	Landowners and business owners and operators located adjacent to the proposed High Street Triangle Park were invited to a workshop to discuss the future role, character, and function of the space as well as their needs (operational) and aspirations as businesses	8 (of 89 people invited) and 1 property/business owner who was unable to attend, contacted Place Partners after the workshop	HIGH STREET TRIANGLE PARK - Workshop Outcomes Report
May 14 2012 - current	Online engagement (OE)	May (from 14th) – 219 unique visits, 421 total visits June – 201 unique visits, 352 total visits July – 269 unique visits, 405 total visits August – 94 unique visits, 203 total visits September - 51 unique visits, 77 total visits		
4 March - 2 April 2013	Draft Penrith City Centre Public Domain Masterplan - Formal Exhibition Period	The Draft PDMP was exhibited at the Penrith Library and available for download through the PCC website. The exhibition period was formally advertised as well as being communicated informally through the project website, media articles and email.	20 formal submissions 23 informal comments related to news articles	Feedback and Recommendations Report
			THROUGHOUT THE MASTERPLANNING PROCESS 1486 PEOPLE HAVE BEEN ACTIVELY ENGAGED IN PROVIDING IDEAS AND FEEDBACK ON THE PDMP	

2.3.3 COMMUNITY THEMES FOR MASTERPLAN

The following themes are a synthesis of all the community input throughout the project process. They aim to capture what the community's key interests and concerns are regarding the future of the public domain in Penrith's City Centre. It should be noted that where possible differences in opinions between groups have been included and evidence to support the theme provided.

2.3.4 COMFORTABLE PLACES TO STAY

Engagement participants generally supported an increase in places to meet and spend time in between shopping. They shared a desire for a variety of places with different activities such as sitting and resting, having lunch or meeting friends, as well as the opportunity for events.

ENGAGEMENT EVIDENCE:

- › 42% of shoppers/residents prioritised green spaces opportunities as important to the future of Penrith (S*)
- › Survey respondents placed a high priority on making seating usable for older visitors (S)
- › Community ideas for change included creating an entertainment precinct for parents and kids during the day and dining at night, small intimate piazzas, more community meeting places, places for women (SW, TP)
- › Visitors to the Saturday Street Stand suggested improvements including a place for mothers and children on High St and protected/sheltered spaces (SSS)
- › Participants in the Preferred Concept Review stage supported creating spaces to meet and gather. Open spaces, parks and playgrounds that accommodate for children, families and group gatherings were popular (PC)

*letters in brackets, refer to engagement type on previous page

Image Strip: Result from the business, residents/shoppers surveys and the street stand results.

Respondents were asked to look at six categories of images and identify their ideal image across each one. The images represented approaches to each category to identify what is important to respondents. The first images focused on an overall view of the Penrith City Centre, with following questions focusing on individual streetscape elements.

Business percentages are in **red**
Shopper/resident percentages are in **blue**

- › Some wanted to see water features and some would like to see a theme reflect Penrith's connection to the Nepean River (PC)
- › 26% of businesses surveyed chose activities and events as the top masterplan priority, requiring the provision of spaces and facilities to cater for them (S)
- › When asked about the street in front of their shops, a quarter of business owners expressed a need for additional seating (24%)
- › A water feature was strongly supported by the Triangle Park participants (TP)
- › More shoppers and residents said they had no favourite place in Penrith than those that did (S)
- › Shoppers and residents said Westfield was their most popular place in Penrith because of it's because of the abundance of shopping and food options. It was also seen as the place where people could meet with friends in a casual setting. (S)
- › Support for increasing activity along High Street through the provision of seating, additional shade and diversified attractions as it would support economic development (CW)
- › Community, stakeholders and councillors alike could see merits in temporary, immediate, flexible and affordable interventions because they could provide a new 'breath of life' for Penrith (SSW, PC)



2.3.5 OUTDOOR DINING

Outdoor dining is seen as a key component of creating an active and attractive pedestrian experience in the Penrith City Centre. This included places to take your own lunch outside and sit comfortably as well as more cafés and restaurants and an increase in evening activity.

ENGAGEMENT EVIDENCE:

- › 45% of shoppers/residents prioritised outdoor dining opportunities as important to the future of Penrith (S)
- › Business respondents wanted a place where they could sit and have lunch (S)
- › Over 40% of both respondents picking outdoor dining as an important aspect of the streetscape (S)
- › Outdoor dining should be encouraged along High Street, and incorporated into new open spaces and alongside a new boulevard along Station St (PC)
- › Wider footpaths offer the chance to regrade at shop entries (links to Council's "All Welcome" program), as well as provides enough space for alfresco dining to be away from building (to allow shore-lining) and for adequate room for accessible spaces to load/unload (AC)

2.3.6 THE IMPORTANCE OF GREENERY

Through all the engagement opportunities participants strongly supported an increase in green spaces, trees and other vegetation in the City Centre. There were various views regarding the type of vegetation particularly in relation to the tree species. While some concerns were raised regarding the shedding of the Plane Trees it was by no means a major issue across the board.

ENGAGEMENT EVIDENCE:

- › 17% of business owners wanted more greener while 10% were concerned regarding current trees being a hazard for those with allergies and messy (S)
- › Shoppers/ residents were prepared to sacrifice parking for additional greenery (S)
- › Non-deciduous trees with good cover for climate protection were most popular with all respondents (S, CW)
- › Visitors to the Saturday Street Stand suggested improvements including better gardens and more greenery (SSS)
- › Street trees, grassed areas, flower beds and pot plants were popular ideas (PC, OE, CW)
- › Significant greenery such as street trees and in spaces was seen as an effective way to create a gateway and identity for the city and welcome visitors (PC, TP, SSW)
- › The High Street Triangle Park was seen as an opportunity to address local flooding issues (SSW)

Most Popular Seating



Least Popular

Most Popular Images for Future Penrith City Centre



2.3.7 PARKING AND TRAFFIC

While parking and traffic are a known challenge to the City Centre, it is interesting to note that reductions in parking and vehicular access were generally supported if the benefit to the public domain was significant. Participants in the engagement understood the relationship between additional people space and the reduction in car parking. There is unresolved conflict between community members who support reducing parking and traffic and those that either do not want change or would like to see an increase in parking.

ENGAGEMENT EVIDENCE:

- › Business and shopper/resident respondents had different priorities when viewing parking options for the Penrith City Centre. (S)
- › Business respondents were very sensitive regarding the parking situation in the Penrith City Centre, often citing the time pressure placed on employees and customers as a key issue. (S)
- › Shoppers/residents were less concerned with parking as an immediate issue, and ranked it as a lower streetscape priority than business respondents (30% vs 50%) (S)
- › 30% businesses and 50% of shoppers preferred the image of reduced parking and increased tree planting (S)
- › 35% business and 15% of shoppers/residents preferred the image of parking that suggested no change (S)
- › Only 11% of Shoppers/residents noted parking as a general issue, however councillors and business owners saw a reduction of parking as a negative (S, CW)
- › Workshop participants were happy to engage with alternative traffic options suggesting turning High Street from Woodriff Street to Station Street one-way (SW)

- › Visitors to the Saturday Street Stand suggested a need for more parking, longer stay parking and specifically senior and disabled parking (SSS)
- › Visitors to the online blog asked for bike racks along High St and an enclosed area at the station for bike security (OE)
- › Some made the point that Penrith can't afford to lose car parking spaces and some argued for more spaces including a new multi-storey car park (PC, PCE)
- › There were conflicting views regarding closing the end of High St at Henry, some believe reducing traffic will help make better places other were concerned regarding the perceived 'Mall concept' which did not work in the past (at a much larger scale) (PC)
- › There were many conflicting views regarding traffic arrangements along high street. Most businesses saw keeping the two directional traffic movement as being critical to the street's success while some argued it should be completely closed to traffic, others including the Access Committee argued that it should become a one way street. (S, AC)
- › Need for a city wide Accessible Parking Strategy (AC)

Most Popular Street Trees



Least Popular

Business Favourite Parking Shopper/Resi. Favourite



2.3.8 PUBLIC ART

Across all the engagement opportunities public art was not an area of high interest or conflict. When discussed it was viewed positively with a preference for smaller scale, intimate works that related to Penrith and its people.

ENGAGEMENT EVIDENCE:

- › All respondents preferred public art with a human scale that was interactive and felt represented them. (S)
- › More abstract art was viewed negatively, with many respondents identifying it as an option that they did not want (S)
- › Workshop participants suggested public art on the streets as an improvement idea (SW)
- › Visitors to the Saturday Street Stand did not bring up public art as an opportunity (SSS)

2.3.9 SAFETY AND CRIME

Across the engagement opportunities concerns regarding safety and crime were not an area of high interest or conflict. Nevertheless, when discussed participants generally wanted more activity and better lighting to help make the place feel and be safer.

ENGAGEMENT EVIDENCE

- › Improved lighting ranked 3rd highest in importance for both businesses and shoppers (S)
- › Visitors to the Saturday Street Stand asked for better lighting, especially at the western end of High St (SSS)

Most Popular Public Art



Least Popular

- › Safety and crime is seen as very important. People wanted improved lighting, spaces that are safe day and night, and no spaces that will facilitate criminal activity. People did not want spaces that will provide for loitering or encourage "beggars", drug dealers or gangs (PC)

2.3.10 MAINTENANCE AND CLEANLINESS

Across the engagement opportunities maintenance and cleanliness was not an area of high interest or conflict. However, when discussed, participants generally wanted a tidier city centre and more attractive retail shop fronts.

ENGAGEMENT EVIDENCE

- › When asked about the street in front of their shops, business owners expressed a need for increased cleaning/maintenance (26%)
- › 'Cleaning up the streets' and general amenity was valued most highest (20%) by shoppers when asked what they would change about the street (S)
- › General shop and building maintenance ranked as the third most popular street change with shoppers (S)
- › Negative places were associated with poorly maintained shop fronts and car parks (SSS)

Most Popular Paving



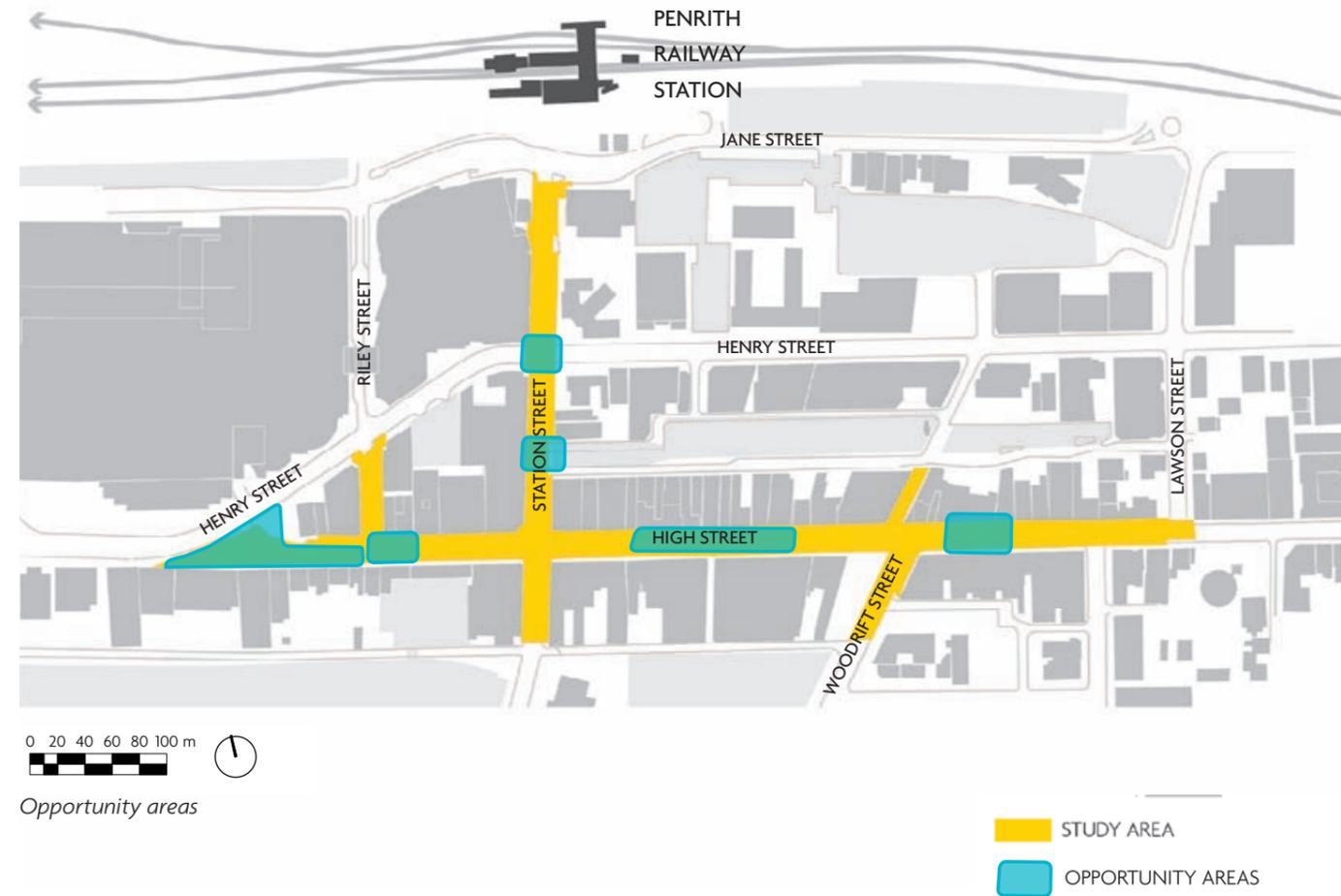
Least Popular

2.4 OPPORTUNITY AREAS

Public domain activity and liveliness varies within the City Centre. Social activity is concentrated at the business core of High Street, while Station Street in particular has very limited street activity. As a result there are a variety of different opportunities that could improve and reinvigorate the City Centre. Some of these opportunities include:

- › Reinforce the pedestrian connections between carparking and High Street. Provide additional cross connections wherever possible.
- › Strengthen wayfinding between the public car parks and High Street, particularly the arcades.
- › Improve wayfinding and pedestrian amenity along Station Street to draw people to High Street.
- › Under utilised open spaces along the street could be upgraded as part of the Masterplan, creating staying places.
- › Increase business along High Street and provide further areas for outdoor dining.
- › The corner of the Senior Citizens building on Station Street is a gateway location that could be utilised to draw people south towards High Street on Station Street.
- › The other main areas of interest are the Penrith Railway Station, which will increasingly act as a focal point for movement and arrival into the City Centre.
- › Another visual cue are the two crossings along High Street where the large existing plane trees mark dominate the streetscape.

Based on the comprehensive assessment of the existing condition and community input, a series of opportunity areas were identified that could be key activity generators in the Masterplan.



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3.0 MASTERPLAN VISION



3.1 OVERVIEW

This Masterplan is the result of a place making approach that has considered the site holistically, that is, the social, economic and cultural aspects of the place and their relationship to the physical environment. As such the Masterplan vision incorporates an overall approach to the desired character of the area as well as strategic directions for the enhancement of the public domain in order to attract more people to the City Centre and support economic development; specifically outdoor dining and an evening economy.

This section provides an overview of the vision for the Penrith City Centre Public Domain as well as Masterplan Objectives. It has been developed in response to community input as well as the physical site opportunities and constraints.*

* Content for this section has been adapted from the Penrith City Centre Public Domain Masterplan Place Framework July 2012 which formed the strategic brief for this Masterplan based on the research conducted during Stage 1 of the project.



Character images of people and places

3.2 PUBLIC DOMAIN VISION

The vision for the public domain was developed based on a macro approach to the City Centre and in response to what will make the public domain different from other places within the centre itself. It aims to build and support the broader place character of Penrith, as well as differentiate the main streets from the Plaza.

The vision for Penrith City Centre's Public Domain is to create a place that is:



HONEST

Honest is about being clear, real and authentic – what you see is what you get. It is the unpretentious celebration of what makes Penrith unique.

EASY

Easy is comfortable and well connected. It provides a relaxed atmosphere that is inviting and easy to be in. It's about keeping things simple, understandable, putting people at ease.

GENEROUS

Generous is about offering more than is expected. It suggests a sense of spaciousness and choice, and the confidence to be giving without expectation.

Public domain vision

3.3 PUBLIC DOMAIN PRINCIPLES & OBJECTIVES

The Public Domain Principles set out the four key directions that underpin the Masterplan while the Objectives have been designed to clarify how the principles will be achieved.*

3.3.1 INCREASE SOCIALISATION

Provide the opportunity and the invitation for different user groups to engage with each other in the public realm

Masterplan Objectives:

- › Increase the availability of staying/ meeting/gathering spaces that respond to different user needs
- › Improve accessibility for all people
- › Provide outdoor dining opportunities (paid and free)

3.3.2 CONCENTRATE THE CENTRE

Concentrate community and commercial activity in defined locations.

Masterplan Objectives:

- › Define the retail core and the area of concentrated commercial and community activity
- › Prioritise pedestrian desire lines between key destinations to activate the movement economy

* For more information refer to Public Domain Masterplan - Place Framework July 2012

3.3.3 IMPROVE SERVICES AND EXPERIENCE

Focus on the creation of a centre that offers a range of experiences for a range of people.

Masterplan Objectives:

- Identify key role and function of public open spaces within the Masterplan in order to provide a range of public realm experiences (family, youth, shady, sunny etc)
- › Increase the diversity of activities offered in the public domain
- › Create a comfortable, safe and engaging pedestrian/ shopper experience

3.3.4 BUILD ON PENRITH'S UNIQUE IDENTITY

Ensure that the valued attributes and assets of the existing centre are retained and integrated.

Masterplan Objectives:

- › Celebrate the local character of Penrith by integrating local heritage assets and stories through public art, adaptive reuse and restoration
- › Retain and strengthen unique laneway and arcade connections from car parking to the public domain
- › Capitalise on the Plaza and Main Street offer by improving connections and transitions between the two destinations

3.4 PLACE MAKING OPPORTUNITIES

The overriding aim of a place making approach is to make the public domain better for people. This improvement results in a place that attracts more people with the associated social and economic benefits. This coincides with the overall strategic vision for the Penrith City Centre Public Domain. This Masterplan aims to locate specific people places that offer a range of experiences to different users at different times of the day, week or year.

In this Masterplan a place making approach has defined specific opportunities for new spaces that meet the needs of different user groups currently not serviced by the public domain. As a whole the Masterplan offers something for everyone, a place where all community members feel welcome and safe. As a network of smaller places it offers a range of experiences and amenities that will suit different people at different times of the day, week or even their own lifetime - for example new play areas that can be played in as a child but that you can also bring your own children to in the future.

The following describes the amenity and character that will attract some of the specific user groups and activities. This Masterplan explores how new places across the City Centre can respond to the different user needs identified here:

PLACES FOR YOUTH

- › Niche spaces with an urban character
- › Well surveilled but not exposed
- › Visual cues such as street art

PLACES FOR ELDERLY

- › Easy to access spaces near public transport and food
- › Exposed but well sheltered from weather and traffic
- › Seating

PLACES FOR FAMILIES

- › Larger spaces with a variety of activities/options
- › Defensible edge separating children from traffic
- › Engaging and playful landscape
- › Places for diners (public)
- › Sunny and shady places
- › Singles through to groups
- › Quiet places and busy edges for people watching

3.4.1 PLACE MARKING & INFLUENCING BEHAVIOURS

This Masterplan incorporates an over arching 'behaviour change' program, that is, specific physical gestures that provide visual cues to visitors as to what activities are invited to occur. Public art, planting variations, seating configurations, material differentiation etc are utilized in the Masterplan to deliver the Masterplan Principles. For example, triangulated seating encourages groups to use a place as a meeting or socializing space while formal tree planting at pedestrian crossings aids wayfinding and differentiates the less formal tree planting that signifies a 'people place', a place where there is the opportunity to linger comfortably. These opportunities have been noted and/or illustrated throughout this Masterplan and should be considered during the detailed design stage as a core deliverable.

3.5 PUBLIC ART

The Public Art Strategy for Penrith's City Centre is to allow for a range of creative activities to occur, by installing both permanent and temporary artworks which could be functional or non-functional (e.g. street furniture or sculpture). The artworks should aim to create experiences of the public domain at multiple levels from the pedestrian experience to a city landmark to help wayfinding.

This Masterplan is concerned with the hard infrastructure of permanent art works or the platforms required for temporary works and/or programs. It aims to provide both a high level conceptual framework to inform the thinking around all future public art commissions and specific themes associated with key public spaces and parks throughout the development area.

This Masterplan supports this position and provides a range of opportunities for Council, community or developer led projects to be integrated into the City Centre over time under a common conceptual framework for all public art. It ensures a unified and integrated approach to public art, not only in terms of aesthetics and function but also as a secure platform which encourages and supports multi-disciplinary partnerships as public spaces around the City Centre are upgraded.

The Penrith Place Making and Public Art Policy states: "Council will look for opportunities for place making and public art in the development of the public domain improvement programs for centres in the City, particularly the Penrith City Centre and St Marys Town Centre. We will also look for opportunities to work with private developers in these centres to similarly contribute to the enhancement of the special character and identity of these places."

Council recognises that creating a rich and memorable public domain requires an appropriate budget commitment to achieve site specific and high quality outcomes for public art. However, it should be noted that only those opportunities mapped on the adjacent page are included in this Masterplan. Other opportunities should be pursued through alternate means such as strategic partners.

3.5.1 PUBLIC ART CONCEPTUAL FRAMEWORK

The goal of this conceptual framework, Embrace the Future, is to provide a mechanism through which the people of Penrith can have a debate about creating their future, to explore their different perspectives, diverse identities and relationship to Penrith as their place. It is about bringing meaningful cultural expression into the city's public spaces and generating interaction with the people of Penrith as they go about their daily lives.

The strategy for public art in the Masterplan is to create opportunities through contemporary art practice for individuals to engage in a collective narrative about the future of the city as a place to live, to grow and to connect with others. Cultural expression is a powerful tool to explore ideas, to turn the ordinary into the extraordinary, to challenge perceptions and to bring diverse people together with a sense of community and common purpose.

PUBLIC ART THEMES

Under the over arching concept of 'Embrace the Future' there are three themes:

1. People

The Penrith local government area is facing significant growth and change that will impact one way or another on peoples' way of life. These potential changes should be explored through the program, 'Embrace the Future' with artworks that investigate intergenerational and intercultural themes. This may include photography, graphic portraiture and videos of the local community to highlight the diversity and character of local people, to capture the essence of their dreams, aspirations and optimism.

2. Environments

Penrith Council's sustainability principles recognises that the "people of cities are the key drivers for transforming cities towards sustainability. This can be achieved effectively if the people living in cities are well informed, can easily access knowledge and share learning." There is an opportunity for the artists to engage with the community and explore the environmental issues facing the people of Penrith. This may involve artists generating debates about environmental

issues through temporary artworks and artists demonstrating environmental sustainability through the way they use materials and fabrication techniques in the creation of their permanent artworks.

3. Technology

We live in a world of rapid technological change that not only impacts on our personal lives through the change in personal computing and communications technologies but through advanced manufacturing technologies and medical technologies which have contributed to improvements in health care. Many artists are fascinated by advanced technologies and are exploring their impact on our lives through their artworks. This may include improvements in lighting technology such as LED lighting units to ensure sustainability and low maintenance or through the incorporation of computer programming to generate interactivity and responsiveness to environmental conditions or interaction with people.

3.5.2 OPPORTUNITIES

Contemporary public art practice has become an extremely diverse field where traditional practices such as sculptures in stone, bronze or steel and mural and mosaic techniques are still created and have relevance for specific place making or community development outcomes. Alongside these traditional techniques new and advanced technologies are being utilised by artists to achieve the conceptual outcomes they are seeking. This may involve the use of computer controlled machinery to create complex and detailed components for a sculpture or computer generated and digital output to a screen, amongst others.

Embrace the Future conceptual framework seeks to provide opportunities for artists to explore a wide range of art practices and technologies in order to engage in ideas about the future of Penrith from the perspective of the people. The range of public art practices should include opportunities such as but not limited to permanent artworks, temporary or intermittent programs on permanent 'platforms' (murals or projections on walls for example) or even installations and pop ups.

INTEGRATED ART

The Masterplan includes specific site opportunities for art to be integrated into the refurbishment of the public domain. These works are most likely to be permanent artworks which may include sculptural forms and/ or two dimensional artworks such as murals and designs inscribed in or applied to pavement surfaces. Sculptural works have an important role to play in our urban environment, they help to provide way finding markers to help us orientate ourselves within public spaces or provide a meeting place and bring a human counterbalance to the physical construct of the city.

Increasingly permanent artworks are being created by the use of advanced manufacturing technologies, featuring new technologies or new media and conceptually exploring local or global environmental issues.

Options for integrated art might generally include:

- › Representational or abstract sculptural forms integrated into landscape.
- › Sculptural works incorporating lighting technologies.
- › Sculptural forms incorporating digital technologies.
- › Pavement designs or text based works.
- › Artist designed urban infrastructure such as street furniture.
- › Artist designed lighting.



Images of permanent artworks in other places

PLATFORMS

The concept of a platform is to provide a place where a changing program of artworks can be exhibited. The value of a 'platform' is that there is an up front investment in some infrastructure which can then display temporary artwork for a predetermined period which may range from days to months. One of the advantages of platforms is that it provides opportunities for a much wider range of artists to be involved and have their artwork displayed in public places.

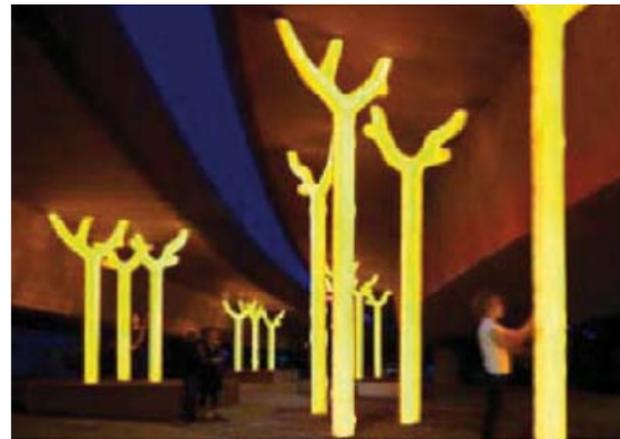
This provides opportunities for young and emerging artists and for partnerships with TAFE and Universities. Platforms also become a place where the community anticipate seeing new work appear on a regular basis and this can enliven their every day experience of the arts and the city.

NB: This Masterplan identifies opportunities for the creation of the platforms themselves but not for the programs to create or exhibit the works.

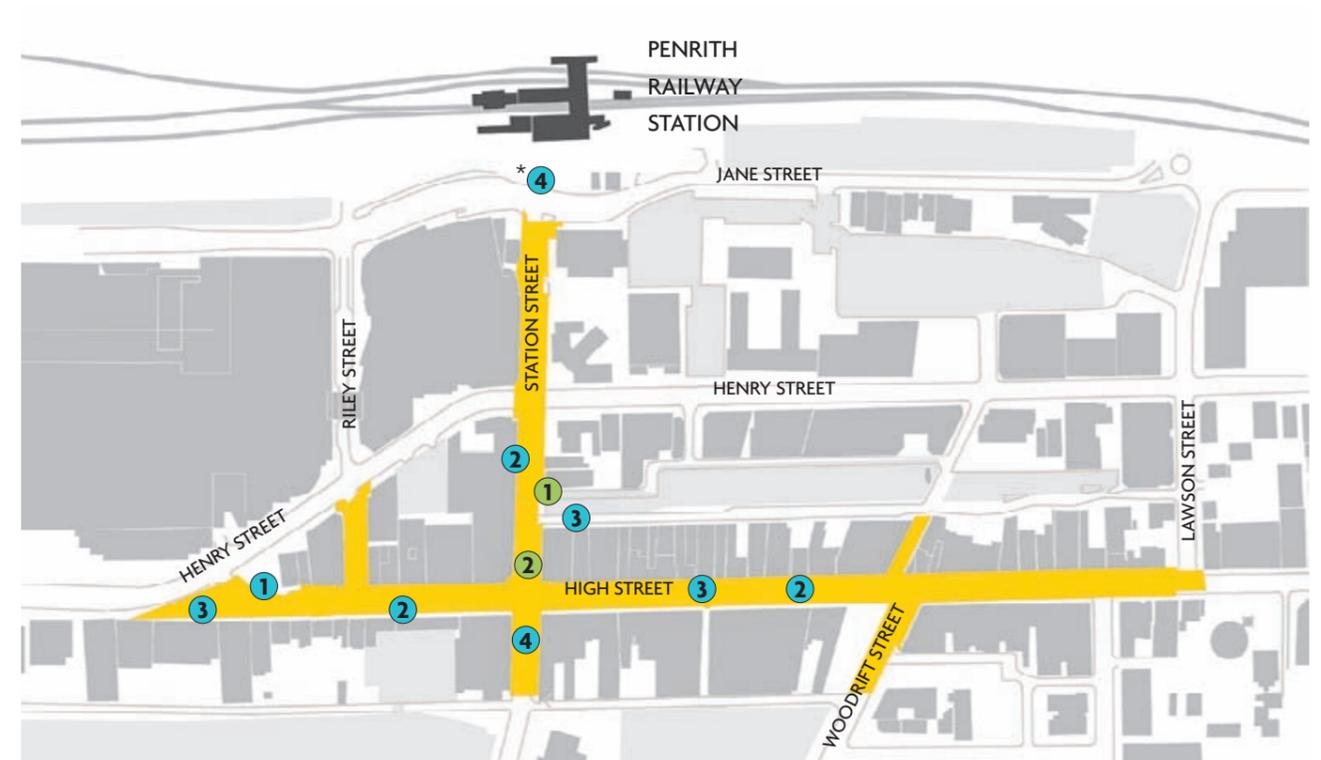
Platforms might generally include:

- › Plinth structures that could be used to display sculptural works on a temporary basis.
- › Showcases built into streetscape infrastructure that can be used as an outdoor gallery for the display of artworks that are fragile or made from materials that are unsuitable for an unsupervised environment.
- › Art billboards mounted on the walls of buildings or freestanding in public spaces that can be used for a changing program of digital printed artworks created by painters, photographers or artists working with computer graphics.
- › Light boxes that can be used to display a changing program of photographic works that are viable in day light and after dark. In addition to the concept of a fixed light box, by using a rear projection screen material as a blind on windows at night and projecting images or video onto the blind transforms the window into a light box.
- › Installing digital projectors that can project a changing program of imagery or video onto building façades or public infrastructure. Such projections have a night time transformative function with no physical impact on the structure.

- › LED screens that are bright enough to be viable both day and night and can be programmed from data on a computer or displaying a live feed from a remote source.
- › Public infrastructure. Such projections have a night time transformative function with no physical impact on the structure.
- › LED screens that are bright enough to be viable both day and night and can be programmed from data on a computer or displaying a live feed from a remote source.



Images of platforms in other places



Art opportunities

INTEGRATED ART

- 1 Functional art that is 'playable'
- 2 Pavement designs or text based works in pavement
- 3 Artist designed/ input into permanent seating
- 4 Possible future 'gateway' art work *

PLATFORMS

- 1 Temporary art work, installation or performance spaces
- 2 Existing walls for projections or murals

Note that banners on lighting poles can also act as platforms across the City Centre.

* This land is not owned by Council, therefore strategic partnerships will need to be considered.

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4.0 MASTERPLAN

4.1 OVERVIEW

In order to achieve the vision discussed in the previous chapter, this Masterplan identifies three distinct character areas within the City Centre. Each character area has its own purpose and identity, and is designed to be integrated into the broader story of the City Centre environment.

HIGH STREET WEST

This area of High Street is the main business area of Penrith and runs in an east west direction within the central business district. It is one of the main entry streets into Penrith and has strong visual connections to the Blue Mountains. This area is located between the west end of Henry Street and Station Street and includes Riley Street.

HIGH STREET EAST

This area of High Street has a high number of small businesses and is a destination place along the street. This area is located between Station Street and Lawson Street and includes Woodriff Street.

STATION STREET

Station Street is the main traffic and public transport corridor linking Penrith Railway Station to High Street. This area is located between Penrith Railway Station and Union Lane.

Within these three character areas there are six special places designated: Western Transition Node, Triangle Park, Chambers Court, Allen Place Undercoft, Eastern Transition Node, and the Linear Plaza which are explored further in Chapter 5.0 Special Places.

4.2 KEY FEATURES OF THE MASTERPLAN

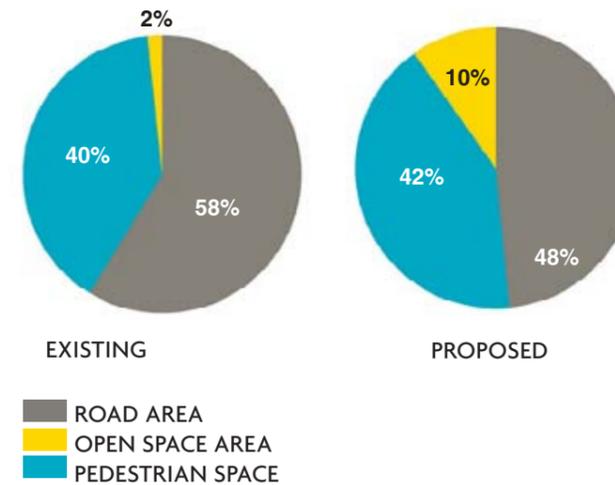
Establishing distinct character areas supports the development of a diverse city experience, and differentiates areas to improve the understanding of the place and the ability of users to navigate it. This is done through the establishment of 'bookend' special places that define the retail core.

Between these bookends are staying places, such as parks, pocket places and outdoor dining that are integrated through improved linkages between Station Street and High Street. Overall these improvements provide an enhanced user experience for pedestrians and customers of the local retailers.

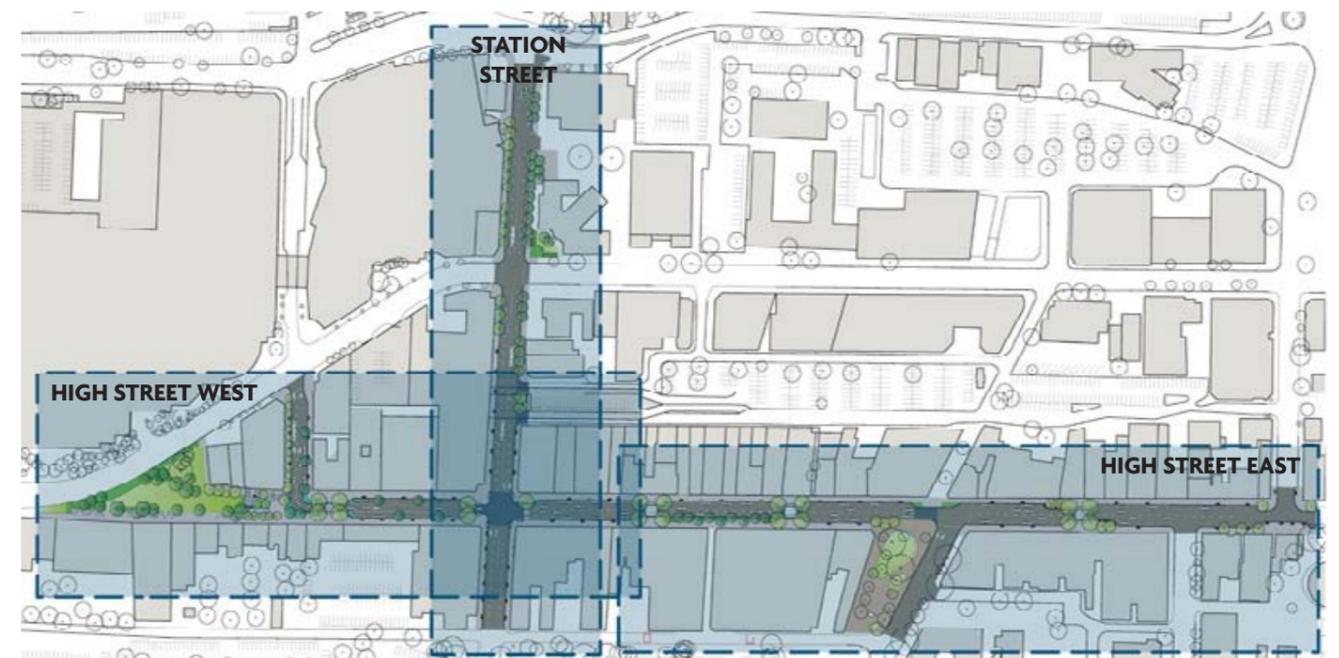
The key features of the Masterplan include:

- › Closure of High Street between Riley Street and Henry Street. Traffic travelling west along High Street would be redirected along Riley Street to Henry Street.
- › Creating a park on the Western end of High Street (as part of the street closure), that can be used by all, for active and passive play. This park will enhance opportunities for public seating, informal play spaces for different age groups, and passive recreation space.
- › Increase the pedestrian connections down High Street, with wider footpaths at crossings to provide better pedestrian amenity.
- › Footpath upgrade along High Street, including new kerbs and paving at Station Street intersection, with scramble crossing provide improved amenity for pedestrians.
- › Increase pedestrian amenity and areas for activation which has meant a potential loss of 32 on-street car spaces, or about 18% of the existing number along High Street and Riley Street.
- › Stormwater detention incorporated into the park areas to assist with flood mitigation.
- › Public art and cultural activation opportunities would be introduced at Station Street and Riley Street to define different character areas. (Refer to Section 3.5 Public Art.)

ALLOCATION OF SPACE PENRITH MASTERPLAN



Existing road: 14076 sqm	Proposed road: 11409sqm
Existing pedestrian space: 9474sqm	Proposed pedestrian space: 9825sqm
Existing open space : 406sqm	Proposed open space: 2316sqm



Three character areas

KEY BENEFITS OF THE MASTERPLAN

- More enjoyable experience for pedestrians and shoppers.
- Increased amount of 'green' space across the City Centre.
- Flexible spaces which are suitable for community and local business use.
- Creation of a range of staying and meeting places along the street.
- Increased opportunity for street tree planting.
- Strongly defined retail and dining core supported by centralised activity nodes.



- 1 Western Transition Place
- 2 Triangle Park
- 3 Chambers Court
- 4 Allen Place Undercroft
- 5 Linear Plaza
- 6 Western Transition Place

4.3 HIGH STREET WEST

High Street West (including Riley Street) is intended to be a staying place; creating a new community destination in the City Centre and taking advantage of the mountain views to the west and to the east along main street, as well as the connection to the Westfield Riley St 'Dining Hub.' The Riley Street connection will also draw people from Westfield and into High Street.

This character area will be visually recognisable as a green oasis in the City Centre, providing an attractive backdrop for alfresco dining and a quiet 'time out' space from shopping or working. It will provide a point of difference with shaded lawns, water feature, playful artworks and a variety of opportunities for people to sit down and stay.

The main feature of High Street West is the creation of a park on the western end of High Street that can be used by all, for enjoyment and recreation. This will be a gateway park that helps in defining the retail core of High Street creating both day and evening economy opportunities as well as passive recreation space for families. Additionally, wider footpaths at crossings along High Street will provide better pedestrian amenity.

4.3.1 HIGH STREET WEST IMPROVEMENTS

The proposed improvements for the High Street West character area include:

- › Increased visual prominence to the arcade entrances, possibly through markings in the paving.
- › Accessibility improvements integrated with the footpath upgrade, incorporating Councils 'All Welcome Project'.
- › Investigate the introduction of programmed events, at the park area.
- › New street furniture, including seating, bins, bike racks, pedestrian lighting and signage.
- › Extend opportunities for outdoor dining.
- › Closure of High Street between Riley Street and Henry Street to create a large new city park at the western end of High Street. Traffic travelling west along High Street would be redirected along Riley Street to Henry Street. Service access will be retained along the Northern edge.
- › Potential loss of 15 on-street car spaces, or about 10% of the existing number along High Street and Riley Street.
- › Water Sensitive Urban Design through the use of rain gardens and tree planting into the road.

4.3.2 KEY BENEFITS

The public domain upgrade would make High Street West and Riley Street more visually appealing and inviting. This would potentially attract more visitation and consequently facilitate increased business activity fronting the street.

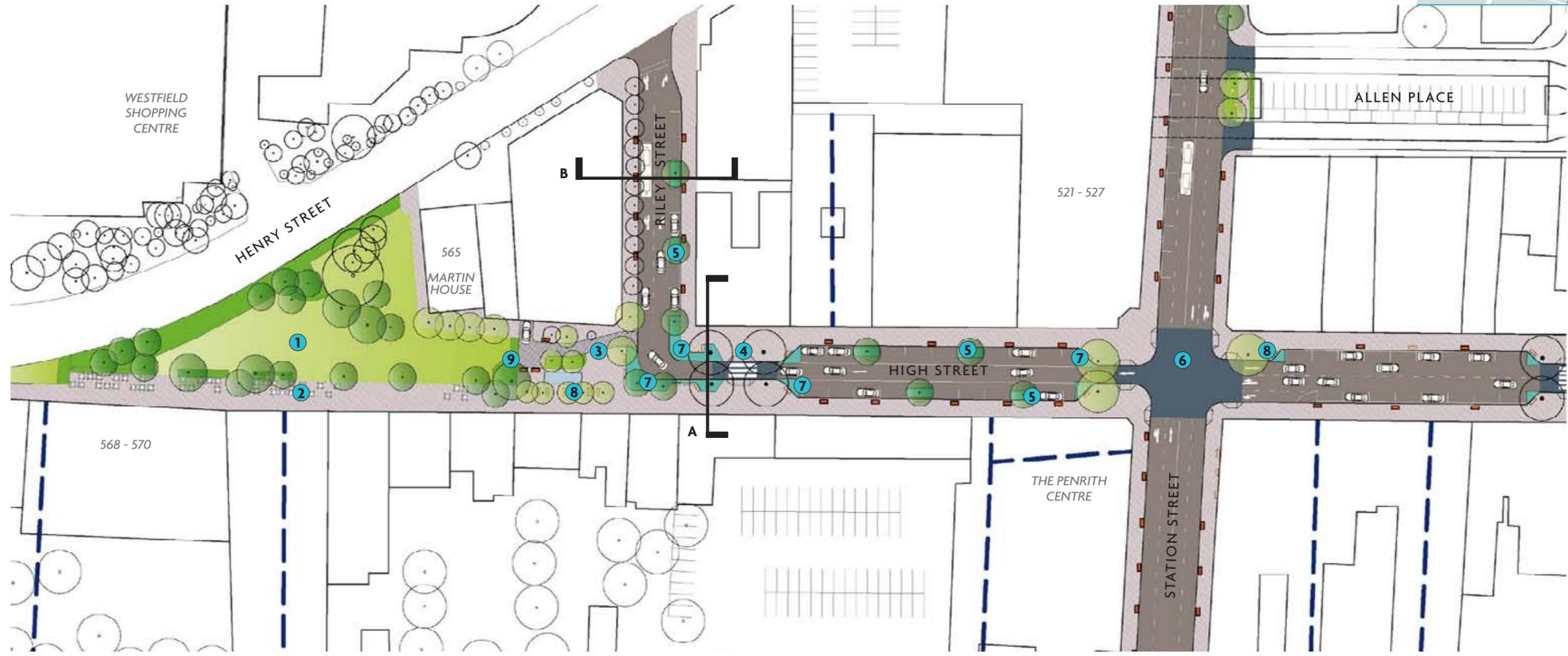
The key benefits include:

- › Increased green amenity.
- › Pedestrian priority environment.
- › Increased area for outdoor dining.
- › Opportunities for public art and cultural activation. (Refer to Section 3.5 Public Art.)
- › Improved vistas from Westfield, South towards Riley and High Street.

HIGH STREET WEST SITE PLAN



KEY PLAN



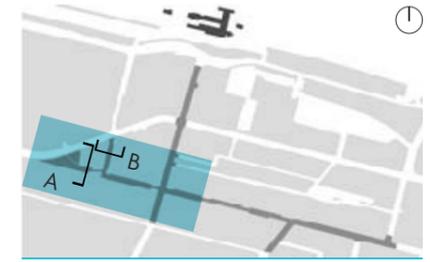
LEGEND

- | | | |
|---------------------------|-------------------------|----------------------------|
| Proposed paving | Proposed WSUD* planting | Proposed planter box |
| Existing paving | Proposed planting | Proposed seating |
| Proposed threshold paving | Proposed turf | Existing arcade connection |
| Existing road | Proposed trees | Existing awnings |
| | Existing trees | |

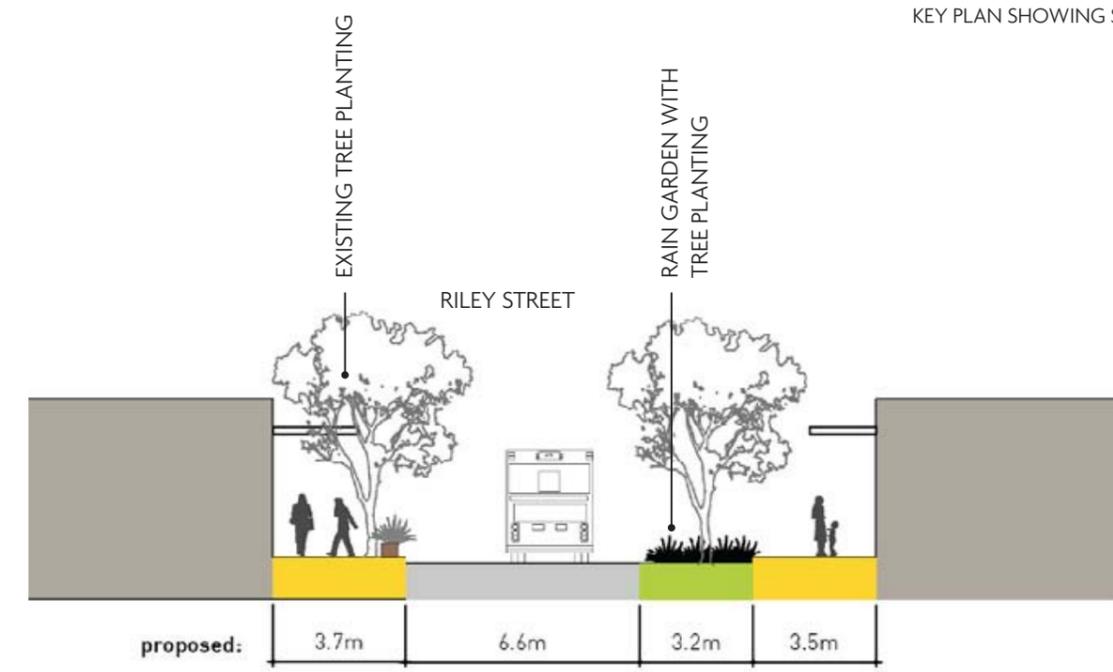
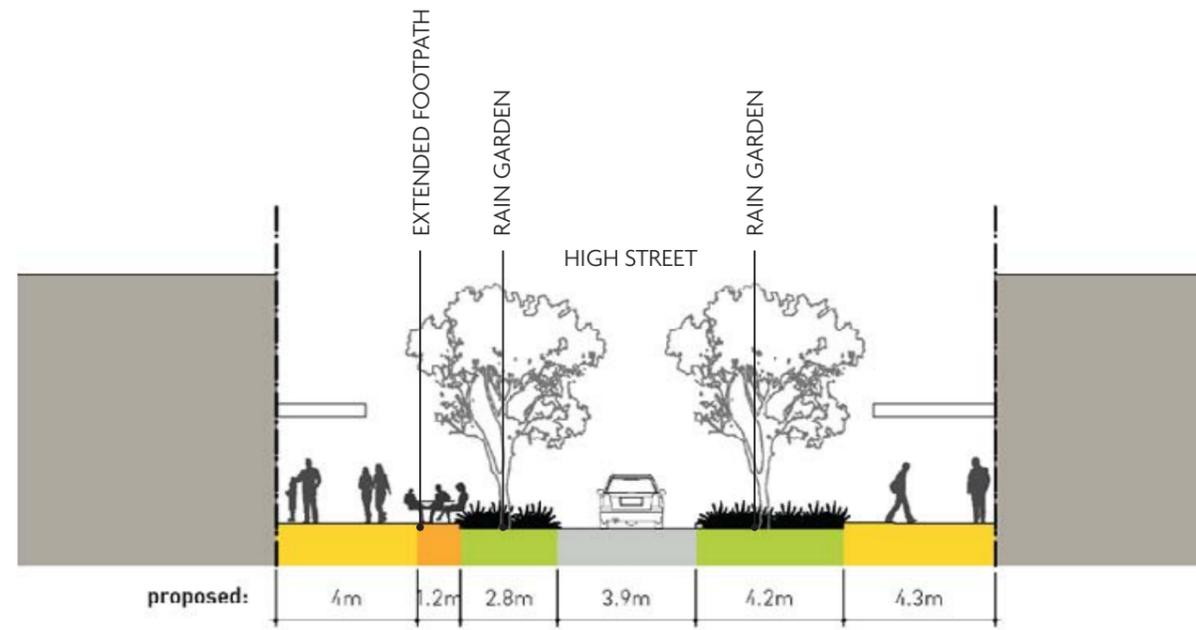
- | | |
|------------------------------------|------------------------------------------------------------|
| 1 Passive recreation area | 5 Tree planting between parking bays |
| 2 Outdoor temporary cafe seating | 6 Kerb extensions and scramble crossing |
| 3 Plaza area - with service access | 7 Water Sensitive Urban Design - Rain gardens and planting |
| 4 Pedestrian crossing point | 8 Shaded public seating |
| | 9 Functional art that is 'playable' |

* WSUD Water Sensitive Urban Design

HIGH STREET WEST SECTIONS



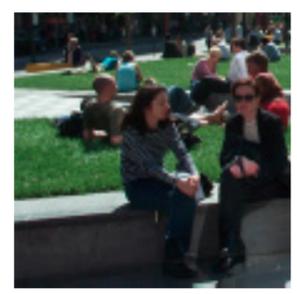
KEY PLAN SHOWING SECTION LOCATION



Children's play elements



Outdoor dining and seating



Water Sensitive Urban Design - Rain garden planting



Turf area with trees

HIGH STREET WEST ARTIST IMPRESSION



EXISTING



PROPOSED

4.4 STATION STREET

Station Street is the primary connection between two of Penrith's major anchors: the Penrith Railway Station and High Street. With limited availability to increase pedestrian or planting space due to road width constrictions, the Masterplan focuses on creating a series of pocket places to draw visitors to High St - a new movement economy.

These places will provide visual cues or attraction, 'points of pause', to eat lunch, to meet people, and to take a break along a busy street. An increase in street trees as well as the installation of planter boxes, will help to improve the physical and psychological comfort of pedestrians.

4.4.1 STATION STREET IMPROVEMENTS

The proposed improvements for the Station Street character area include:

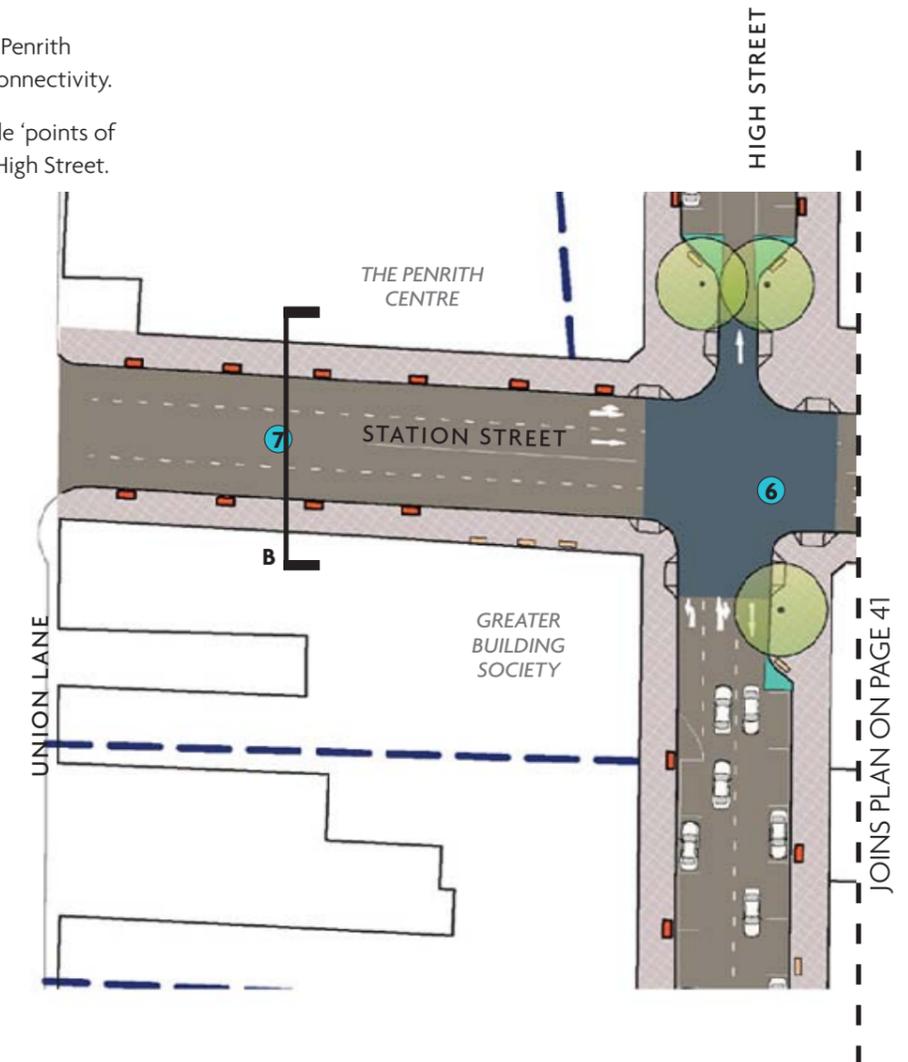
- › Create pocket places to draw people down Station Street towards High Street.
- › A major permanent public art project at the southern end of Station Street. This project could be embedded in the paving and/or a kinetic electronic display, responding to the dynamism of the street activity. (Refer to Section 3.5 Public Art.)
- › Accessibility improvements integrated with the footpath upgrade, incorporating Councils 'All Welcome Project'.
- › New street furniture, including seating, bins, bike racks, pedestrian lighting and signage.
- › Tree planting along the street preferably using a species with high visual impact and seasonal interest.
- › New planter boxes and planting areas in the footpath along the street.
- › Stormwater harvesting off building awnings, where applicable, to water street trees.
- › No loss of on street parking.

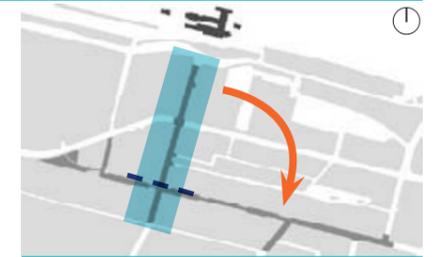
4.4.2 KEY BENEFITS

Reinforce the links towards High Street from the Penrith Railway Station, strengthening the north-south connectivity.

Additional space for the public domain to provide 'points of pause' and visual cues to move activity towards High Street.

STATION STREET SITE PLAN





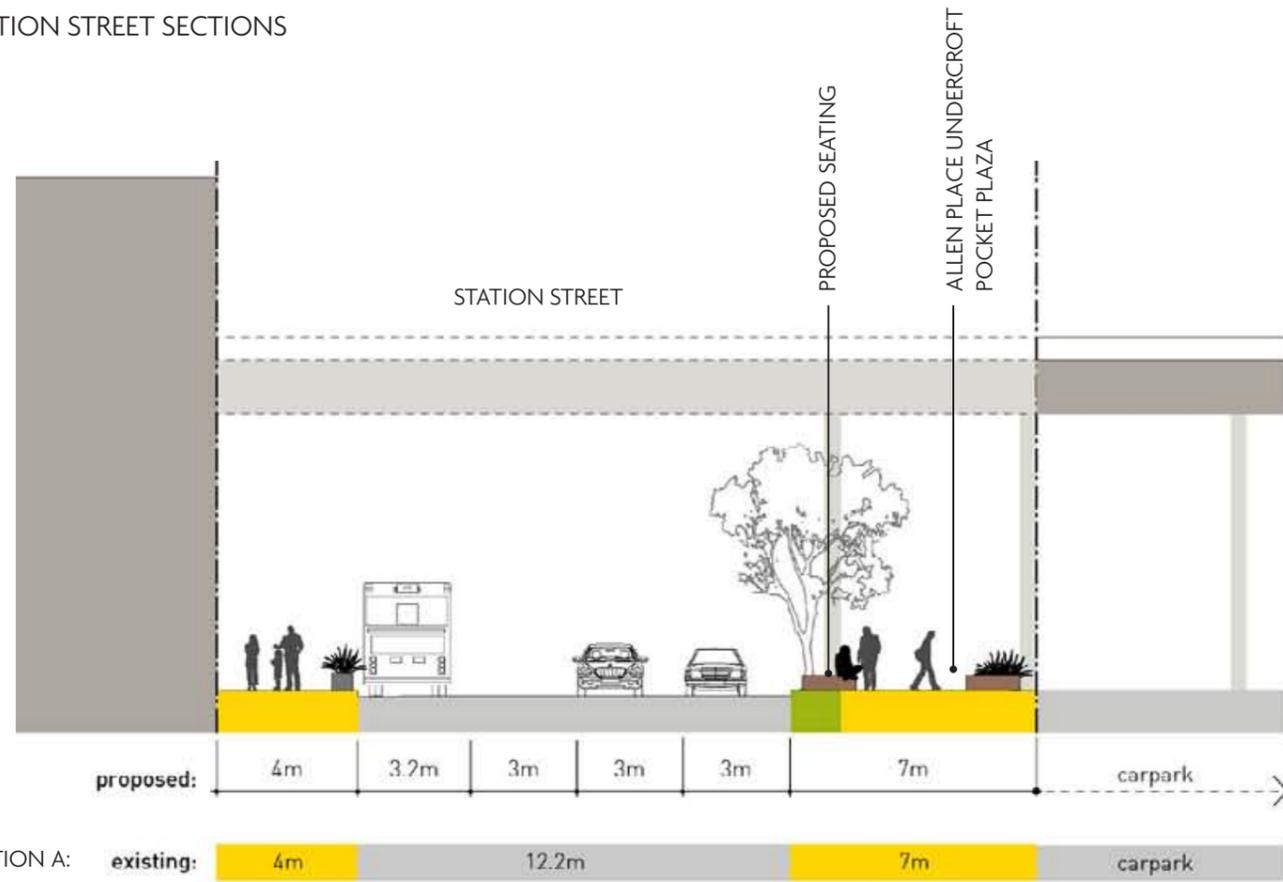
KEY PLAN - IS ROTATED 90° CLOCKWISE



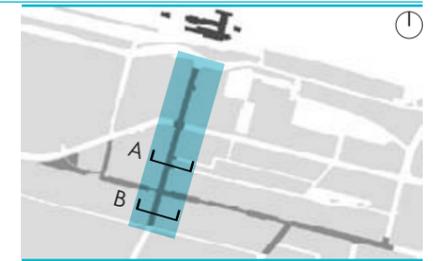
LEGEND									
	Proposed paving		Proposed WSUD* planting		Proposed planter box		1 Passive recreation area		5 Tree planting
	Existing paving		Proposed planting		Proposed seating		2 Water Sensitive Urban Design - Rain gardens and planting		6 Scramble crossing
	Proposed threshold paving		Proposed turf		Existing arcade connection		3 Pocket plaza		7 Artistic lighting over Station Street- gateway lighting
	Existing road		Proposed trees		Existing awnings		4 Pavement designs or text based works in pavement		8 Existing walls for projections or murals
			Existing trees				9 Temporary art work, installation or performance spaces		

* WSUD Water Sensitive Urban Design

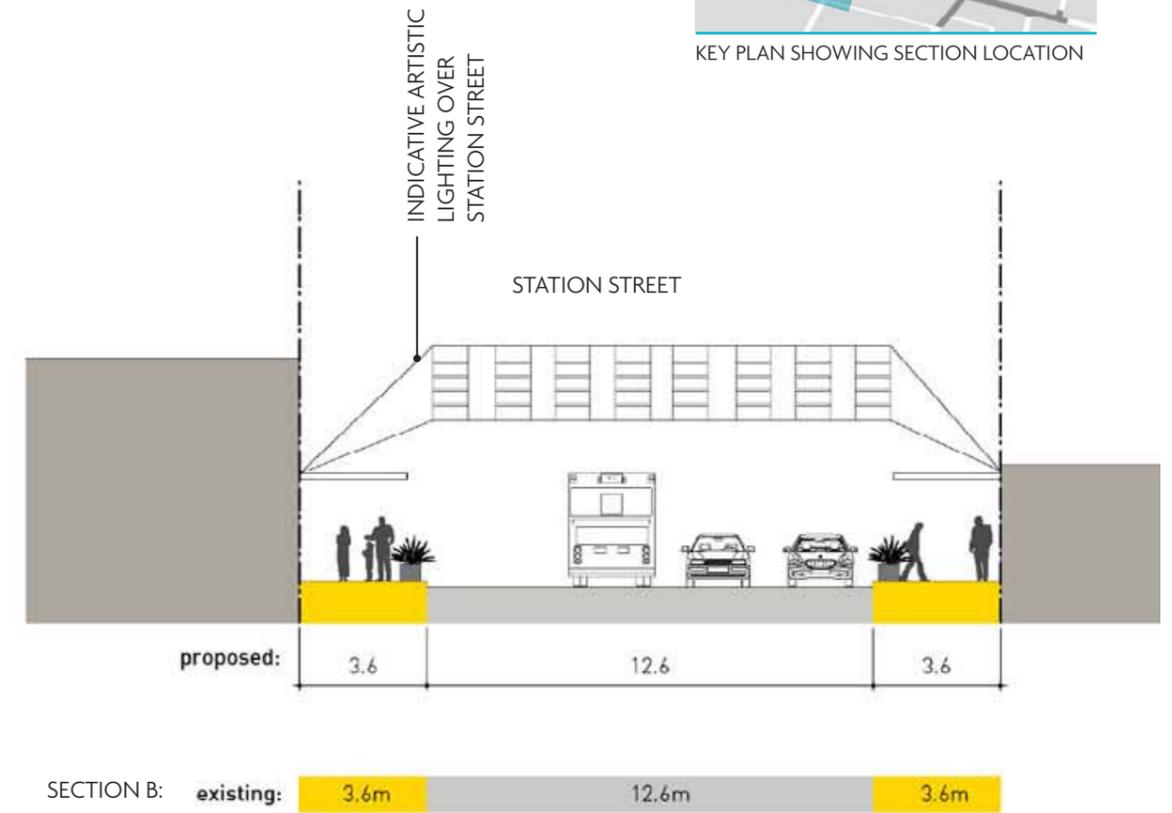
STATION STREET SECTIONS



SECTION A: existing: 4m 12.2m 7m carpark



KEY PLAN SHOWING SECTION LOCATION



SECTION B: existing: 3.6m 12.6m 3.6m



Permanent seating area



Water Sensitive Urban Design - Rain garden planting



Street tree planting

STATION STREET ARTIST IMPRESSION



EXISTING



PROPOSED

NEW TREE
PLANTING

PLANTING TO
EDGE OF KERB

PENRITH IS HERE

PAVEMENT DESIGNS OR TEXT
BASED WORKS IN PAVEMENT

NEW PAVING

4.5 HIGH STREET EAST

The focus of High Street East is on retaining and enhancing the traditional main street of the city, where people go to shop at boutique business stores, venture through the maze of arcades and to enjoy being part of a vibrant street life. Memory Park is the City's sophisticated urban space. Generous outstands (new shady staying places) along the street, frequent pedestrian crossings and an increase in street trees will improve the shoppers' experience and provide more opportunities for outdoor trading for local businesses.

4.5.1 HIGH STREET EAST IMPROVEMENTS

The proposed improvements for the High Street East character area include:

- › Widened footpath areas which are large enough to accommodate new planting, spaces for outdoor dining, public seating, and public art. (Refer to Section 3.5 Public Art.)
- › Accessibility improvements integrated with the footpath upgrade, incorporating Councils 'All Welcome Project'.
- › New street furniture, including seating, bins, bike racks, pedestrian lighting and signage.
- › Reinforce the connection between Memory Park and the Woodriff Street pedestrian place.
- › New tree planting.
- › Footpath widening at Lawson Street.
- › Increased visual prominence to the arcade entrances, possibly through markings in the paving.
- › Stormwater harvesting off building awnings, where applicable, to water street trees.
- › Potential loss of 16 on-street car spaces in High Street (between Station Street and Woodriff Street), roughly 13% of the existing number.

4.5.2 KEY BENEFITS

- › There will be a strong focus on the pedestrian/shopper experience in order to revitalise the City Centre.
- › The core business precinct will be strongly defined and the centralisation of activity supported by the built environment.
- › Increased opportunities for street trees and planting across the City Centre.
- › Creation of flexible spaces suitable for use by the community and local businesses.
- › Creation of a range of temporary 'pause' and meeting places along the street.
- › Provision for on-street parking is maintained along most of the northern and southern side of the street.

HIGH STREET EAST SITE PLAN



KEY PLAN



LEGEND

- Proposed paving
- Existing paving
- Proposed threshold paving
- Existing road
- Proposed WSUD* planting
- Proposed planting
- Proposed turf
- Proposed trees
- Existing trees
- Proposed planter box
- Proposed seating
- Existing arcade connection
- Existing awnings

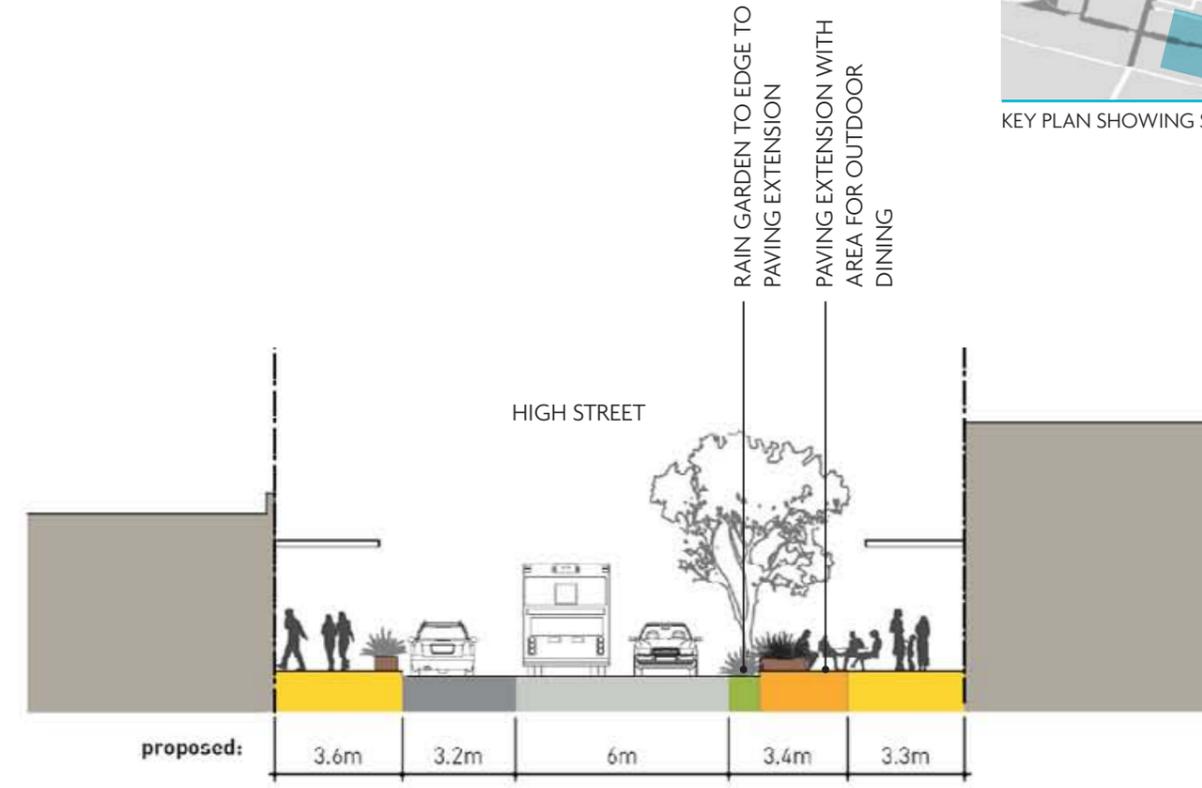
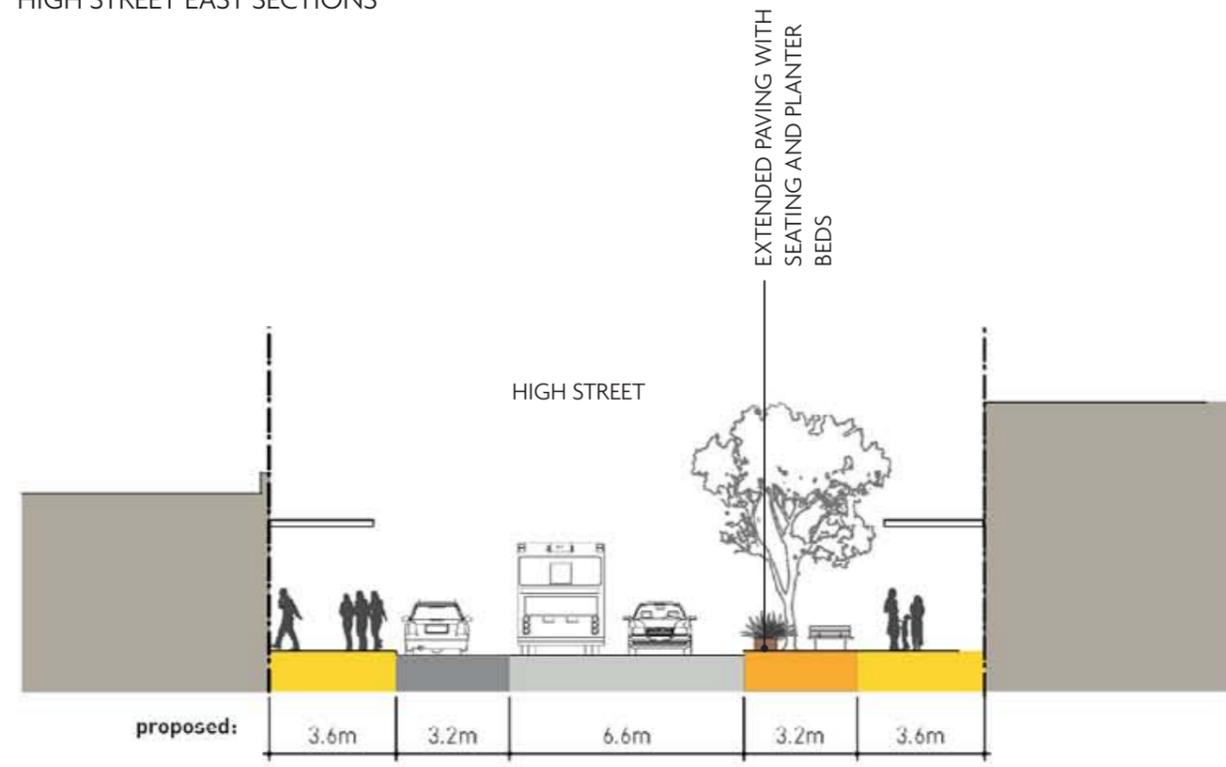
- 1 Pedestrian crossing point
- 2 Increased pedestrian footpath
- 3 Planting in footpath
- 4 Linear Plaza area
- 5 Artist designed/ input into permanent seating
- 6 Pavement designs or text based works in pavement

* WSUD Water Sensitive Urban Design

HIGH STREET EAST SECTIONS



KEY PLAN SHOWING SECTION LOCATION



Contemporary custom furniture



Water Sensitive Urban Design - Rain garden planting

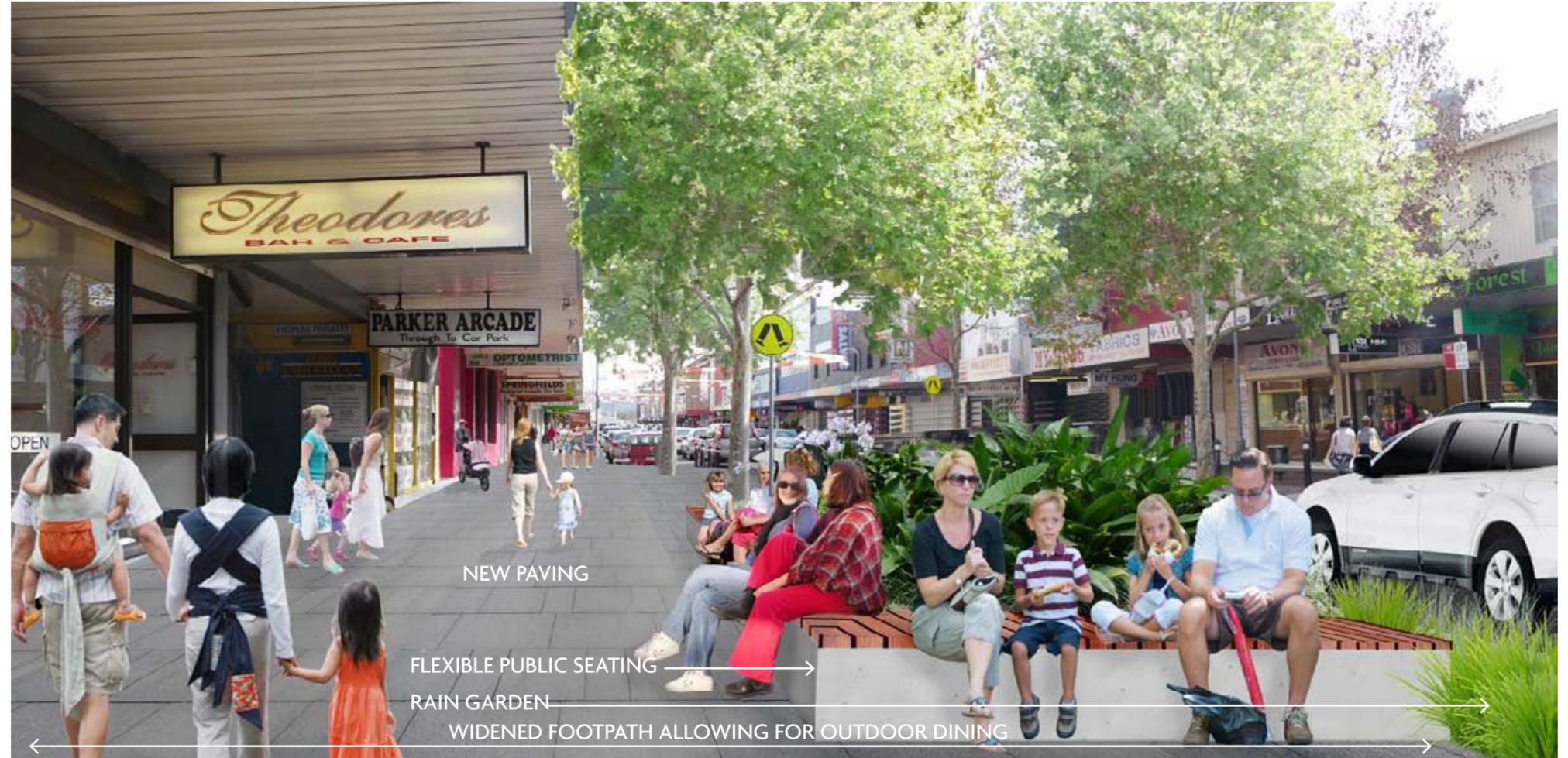


Wayfinding and signage - intuitive

HIGH STREET EAST ARTIST IMPRESSION



EXISTING



PROPOSED

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5.0 SPECIAL PLACES

5.1 OVERVIEW

This Masterplan aims to prioritise the creation of a new network of special places that will attract a range of different people to come to the city to spend time there, rather than just pass through to pick up some shopping. A great city has a wide range of public places both open and intimate, traditional and funky, shady and sunny.

5.2 A NETWORK OF SPECIAL PLACES

This Masterplan aims to greatly increase the number and variety of these special people places creating a centre of multiplicity and diversity rather than repetition and homogeneity, in order to attract more people to the centre, improving the economy, community feel and perception of safety.

As a whole, this Masterplan will deliver a mixture of passive and active spaces. The bigger places, due to their size and flexibility, such as Triangle Park and Memory Park will attract a wider range of people and cater for a number of different activities, whereas the smaller ones such as the transition nodes, will not necessarily become a 'landmark' in peoples minds when they think about the city, but instead will passively improve their perceptions of convenience and safety in the city.

The following table and diagram defines the network of people places across the City Centre and provides:

HIERARCHY: a summary of the hierarchy of these spaces in the wider context of the area and their significance to the greater community (ie how far people are likely to travel to visit).

PLACE NAME: a 'place name' for the space (this is a working title only, permanent naming of spaces will occur at a later stage).

PLACE CHARACTER: the proposed place character that expresses the desired personality of the place as a reflection of its place in the hierarchy as well as the network's diverse offer.

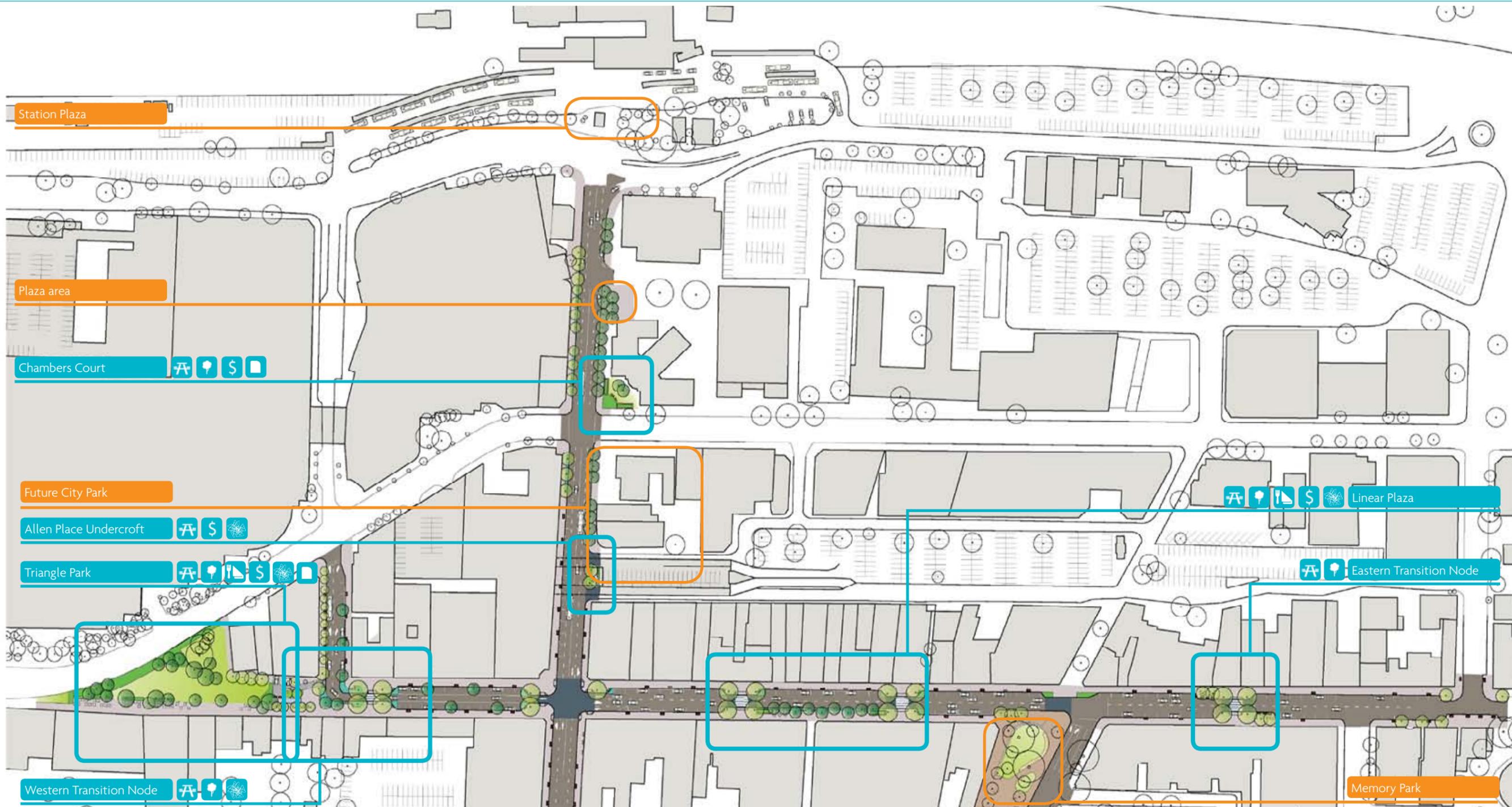
PLACE ATTRIBUTES: the landscape/urban design attributes that will help guide the detailed design in order to provide different experiences and spaces across the centre.

AMENITY: planned amenity or facilities to be included.

N.B. Existing and planned places that are not within the scope

HIERARCHY	PLACE NAME	LOCATION	PLACE CHARACTER	PLACE ATTRIBUTES		AMENITY & FACILITIES
REGIONAL/ DISTRICT ATTRACTION	City Park (Early stages of planning by Council)	Station Street	Green Landmark Grand	Formal Traditional Active	European Open	<i>TBC as project parameters are developed</i>
	Memory Park (2012 refurbishment complete)	High Street East	Ceremony Community Reflective	Formal Urban	Passive Open	<i>Completed: Anzac memorial, paved area for gathering, fixed bench seating, small lawn area</i>
DISTRICT/LOCAL ATTRACTION	Triangle Park	High Street West	Soft Green Generous	Informal Unprogrammed Green	Relaxed Enclosed	A passive & unprogrammed park, water management functions, outdoor cafe seating, public seating/tables, functional art work, playable, water feature, suitable for small events.
	Station Plaza (Land not owned by Council)	Station Street	Vibrant Gateway Bold	Formal Traditional	Urban	<i>TBC as an opportunity to work with State Rail on a new entry plaza from the Penrith Railway Station</i>
STAYING PLACES	Plaza Area (Land not owned by Council)	Station Street	Comfortable Urban Sophisticated	Informal Contemporary Open	Unprogrammed Urban	<i>TBC as a future opportunity for working with owner to soften hard scape, introduce planted boxes and seating</i>
	Chambers Court	Station Street	Traditional Soft Intimate	Formal Traditional	Programmed Passive	Enhancement and increase in size of pocket garden, seating and soft play areas, edge planting or planted boxes
	Linear Plaza	High Street East	Informal Lively Flexible	Informal Enclosed	Programmed Relaxed	Choice of fixed bench seating, integrated and open areas for outdoor dining or temporary trading, rain garden and informal shade tree planting, power and water for temporary traders, intergrated art in paving/seating.
POCKET SPACES	Western Transition Nodes	High Street West	Connected Safe Movement	Formal Open	Green	Pocket public seating areas to north side of street, outdoor dining opportunity on south side of street
	Eastern Transition Node	High Street East	Linking Safe Movement	Formal Open	Green	Temporary activation space/artworks/events, power and water for temporary traders, planted boxes
	Allen Place Undercroft	Station Street	Youthful Flexible Playful	Informal Urban	Programmed Active	Temporary activation space for pop ups, art works, community uses, power and water for temporary traders, hard plaza surfaces
CROSSINGS	High Street Crossings	High Street	Connected Safe Movement	Formal	Urban	Formal tree planting as wayfinding, widened crossings for improved access, waiting/seating areas, rain gardens

of this Masterplan eg Memory Park and the proposed future City Park off Station Street, are noted here with their role, attributes and if known, planned amenity, in the network of places. However, they are not detailed further in this Masterplan.



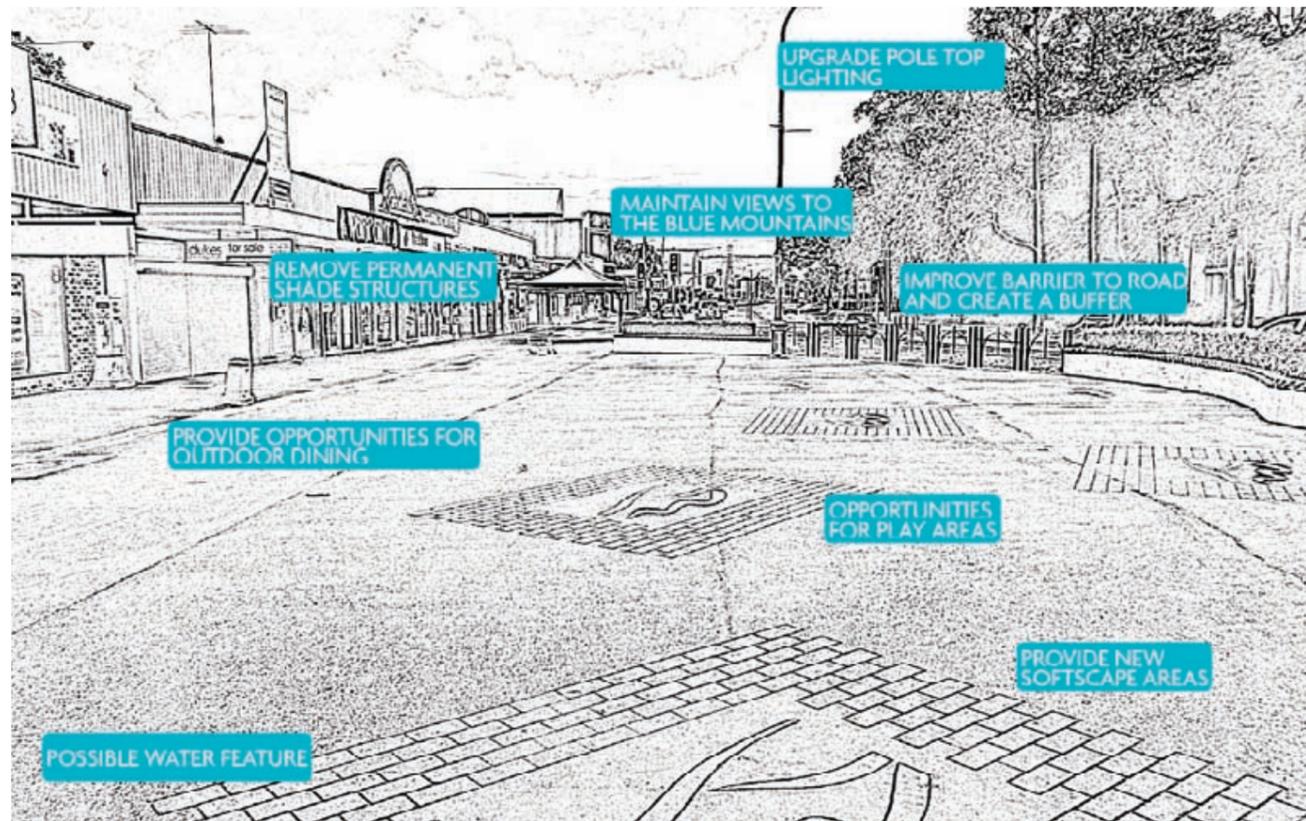
Key

- | | | | | | |
|--|----------------------------------------|--|----------------------|--|---------------------------------------------|
| | Special Places within Masterplan scope | | Public Seats | | Economy: temporary trade opportunities |
| | Outside of Masterplan scope | | Shade Trees | | Public Art/ Cultural activation opportunity |
| | | | Outdoor Cafe Seating | | Children's play |



5.2.1 TRIANGLE PARK

Triangle Park is one of three proposed and existing public spaces in City Centre forming 'book ends' to the retail core. It will be a large, multifunctional green park bound by Henry, High and Riley Streets, requiring a road closure and the removal of the large under utilised asphalt area that currently exists there. The park is intended to catalyse the way people understand, use and relate to this area of the city, providing opportunity for play, dining and leisure.



DESIGN IDEAS OVERLAY ON EXISTING CONDITIONS

DESIGN DESCRIPTION

The Triangle Park will be an incentive for people to purposefully come into the city to spend recreational and leisure time there. It will be visually recognisable as a green oasis in the City Centre, supporting outdoor dining and trading by providing high amenity and offering something for every user group.

Triangle Park responds to the following Masterplan objectives:

- › Create a unique City Centre identity and sense of place that enhances the connection between people and place.
- › Enhance the visual and aesthetic qualities, livability and attractiveness of the City Centre, and address the economic, intellectual, social, cultural, aesthetic and sensory aspects.
- › Facilitate an adequate amount of extended kerb side dining areas and promote a night time economy.
- › Establish a safe and accessible pedestrian friendly public realm with high aesthetic amenity.
- › Integrate placemaking/public art into infrastructure and identified special places.
- › Possible covered public seating for weather protection.

* Consult with the Zonta Womens group in the Triangle Park detailed design phase about the Zonta Rose Garden.

RECOMMENDATIONS

Seating

- › Outdoor dining and trading areas on the southern edge of the park.
- › Informal and permanent seating.

Landscape

- › Large trees to provide shade and amenity to the area.
- › Large family friendly spaces and areas for groups to gather.
- › Informal kick around areas.
- › Protect views to the mountains and down High Street.
- › Opportunity to integrate Water Sensitive Urban Design into park design.

Amenities

- › Public toilets should be provided (by PCC) near the park in a shopfront or arcade, but not within the park itself.
- › Investigate ways to provide rain shelter for area of Triangle Park when detailed design begins.
- › Facilities for parents and families.
- › Park elements that children can play with such as interactive public art or water features.
- › New security lighting and surveillance.

Access & Wayfinding

- › Maintain access to business loading docks on the northern edge of the park.
- › Recognise the value of the arcade connection between the park and Union Lane.
- › Attractive transition into High Street, including visual landmarks to draw people in.

Public Art

- › Potential for a significant piece of artwork to be installed in the park. (Refer to Section 3.5 Public Art.)
- › Water feature in plaza area at the end of High Street.

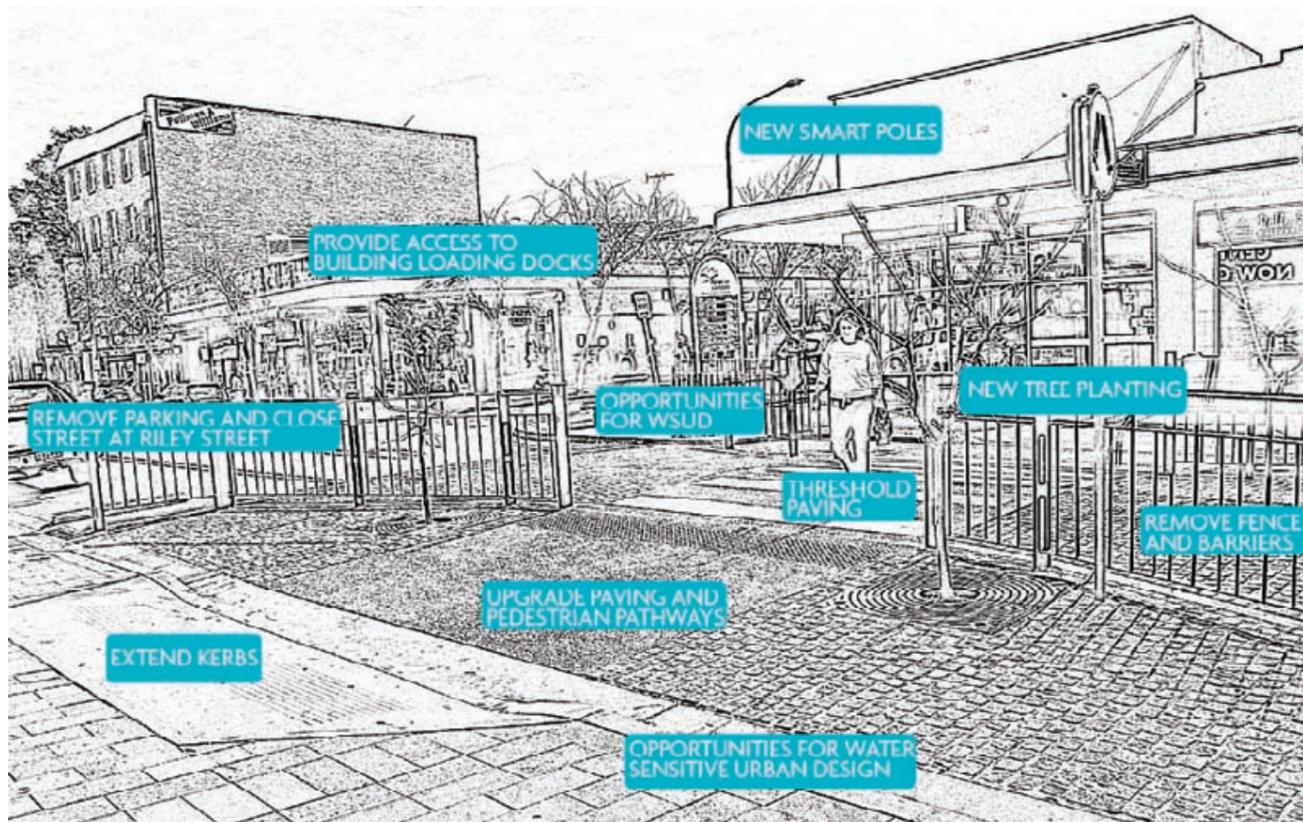


LEGEND

- | | | | | |
|---------------------------|-------------------------|----------------------------|---------------------------------------------------------------|---------------------------------------------------------------|
| Proposed paving | Proposed WSUD* planting | Proposed planter box | 1 Dense planting to control movement | 5 Extended paving for outdoor dining |
| Existing paving | Proposed planting | Proposed seating | 2 Permanent outdoor seating | 6 Opportunity for terracing |
| Proposed threshold paving | Proposed turf | Existing arcade connection | 3 Level changes to accommodate overland water flows | 7 Service and delivery driveway with lockable bollards |
| Existing road | Proposed trees | Existing awnings | 4 Permanent raised planter with public outdoor seating | 8 Functional art that is 'playable' |
| | Existing trees | | | |
- * WSUD Water Sensitive Urban Design

5.2.2 WESTERN TRANSITION PLACES

New major pedestrian crossing and footpath blisters at the Riley Street intersection of High Street improve the connection between the Triangle Park and centre of town, as well as to Westfield.



DESIGN IDEAS OVERLAY ON EXISTING CONDITIONS

DESIGN DESCRIPTION

The Western Transition Places aim is to encourage safe pedestrian amenity and a visual transition from the Triangle Park to the eastern end of High Street. The area will draw people down from Riley Street and Westfield. Views towards the Blue Mountains will be retained.

Western Transition Places respond to the following Masterplan objectives:

- › To improve the character of the street.
- › Strengthen pedestrian access into Triangle Park.
- › Create a unique City Centre identity and sense of place that enhances the connection between people and place.
- › Enhance the visual and aesthetic qualities, livability and attractiveness of the City Centre, and address the economic, intellectual, social, cultural, aesthetic and sensory aspects.
- › Establish a safe and accessible pedestrian friendly public realm with high aesthetic amenity.
- › Integrate placemaking/public art into infrastructure and identified special places.

RECOMMENDATIONS

Seating

- › Provide permanent seating under trees and along the street to encourage social interaction.

Landscape

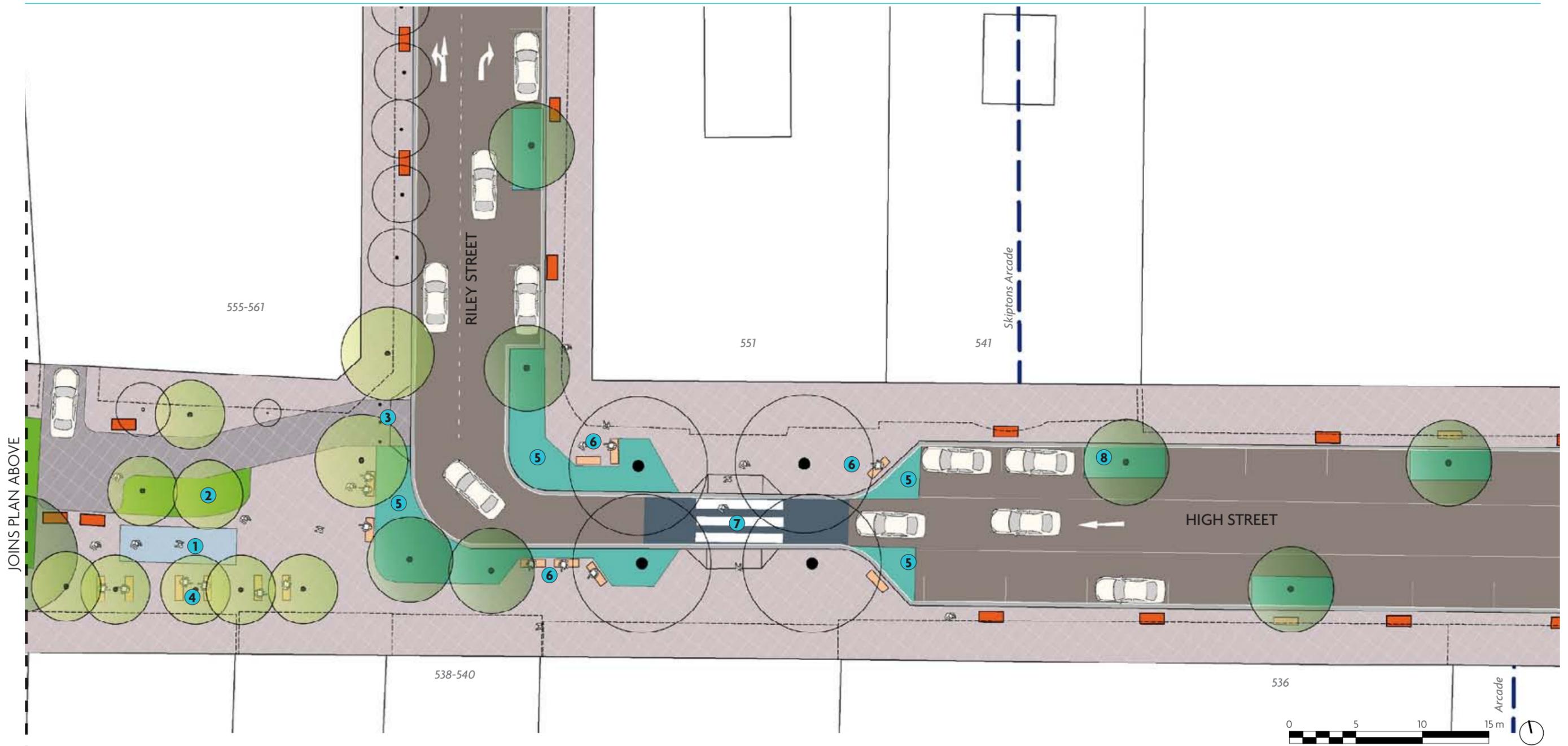
- › Large trees to provide shade and amenity to the area.
- › Protect views to the mountains and down High Street.
- › Opportunity to integrate Water Sensitive Urban Design along street edge.
- › Planter boxes along the street where other green features are unable to be applied.
- › Plaza area with water play as a feature.

Amenities

- › New lighting along the street using the Penrith Draft CBD Public Domain Technical Manual, smartpoles with banners and hanging baskets.
- › Maintain loading zone access to existing building with shared zone.

Access & Wayfinding

- › Ensure all building edges are kept clear of obstacles.
- › Retain current traffic movements.
- › New wide kerb ramps along the street providing access for all.
- › Improve the arcade connections and highlight them along the street.



JOINS PLAN ABOVE

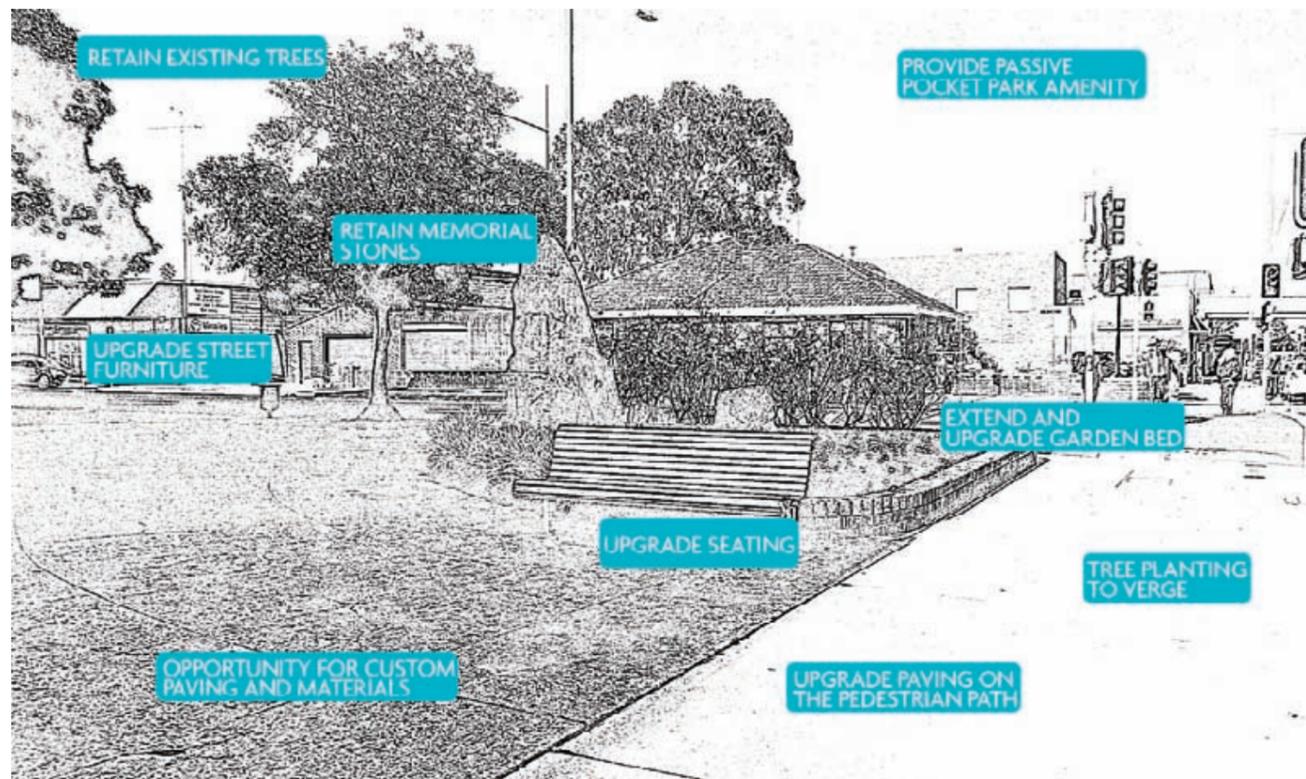
LEGEND

- | | | | | | |
|--|---------------------------|--|-------------------------|--|----------------------------|
| | Proposed paving | | Proposed WSUD* planting | | Proposed planter box |
| | Existing paving | | Proposed planting | | Proposed seating |
| | Proposed threshold paving | | Proposed turf | | Existing arcade connection |
| | Existing road | | Proposed trees | | Existing awnings |
| | | | Existing trees | | |
- * WSUD Water Sensitive Urban Design

- | | | | |
|--|--------------------------------------------------------|--|----------------------------------------------------|
| | 1 Possible water feature/children's play | | 5 Water Sensitive Urban Design - Rain garden |
| | 2 Vegetated buffer | | 6 Pause and meeting place |
| | 3 Service and delivery driveway with lockable bollards | | 7 Threshold paving demarcating pedestrian crossing |
| | 4 Permanent seating between trees | | 8 Tree planting between parking bays |

5.2.3 CHAMBERS COURT

Chambers Court currently functions as an under utilised drop off area for the Old Council Chambers Building on the corner of Henry and Station Streets. There is an opportunity to replace the concrete surfaces with lawn, add additional seating around the rose garden, shade trees to cool the space as well as screen unwanted views to major road corridors and the Westfield building. The intention is to create a beautifully eye catching garden that people will choose to spend time in.



DESIGN IDEAS OVERLAY ON EXISTING CONDITIONS

DESIGN DESCRIPTION

Chambers Court will be a soft and intimate pocket garden in the middle of Station Street, capturing the attention of passersby and drawing them in with cool shady seats - an urban oasis on a busy street.

Chambers Court responds to the following Masterplan objectives:

- › Create a unique City Centre identity and sense of place that enhances the connection between people and place.
- › Integrate placemaking/public art into infrastructure and identified special places.
- › Improve the character of the street.
- › To activate the eastern edge of Station Street.
- › Additional space for 'pause' areas and draw people towards High Street.

RECOMMENDATIONS

Seating

- › Additional permanent public seating around the rose bed.

Landscape

- › Retain culturally significant rose bed.
- › Replace concrete with lawn and planting.
- › New tree planting.
- › Streetscape improvements around with new lighting, street furniture and planting.

Access & Wayfinding

- › Information plaques about the site history.

Public Art

- › Creative lighting (eg trees lit up at night).
- › Possible art installations. (Refer to Section 3.5 Public Art).



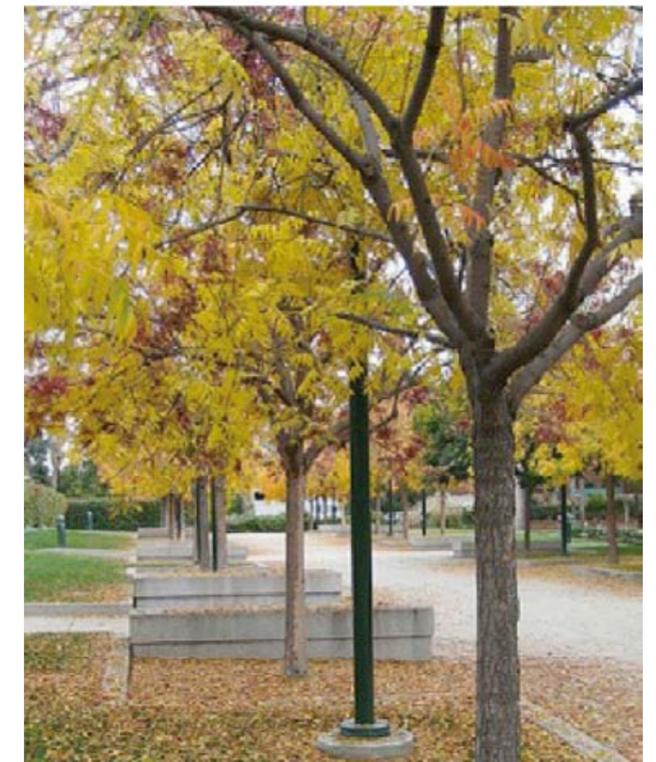
LEGEND

- | | | | |
|---------------------------|-------------------------|----------------------------|------------------------------------------------------|
| Proposed paving | Proposed WSUD* planting | Proposed planter box | Raised planters |
| Existing paving | Proposed planting | Proposed seating | Existing planting and boulders retained and upgraded |
| Proposed threshold paving | Proposed turf | Existing arcade connection | New tree planting |
| Existing road | Proposed trees | Existing awnings | Pavement designs or text based works in pavement |
| | Existing trees | | |

* WSUD Water Sensitive Urban Design



Informal seating area

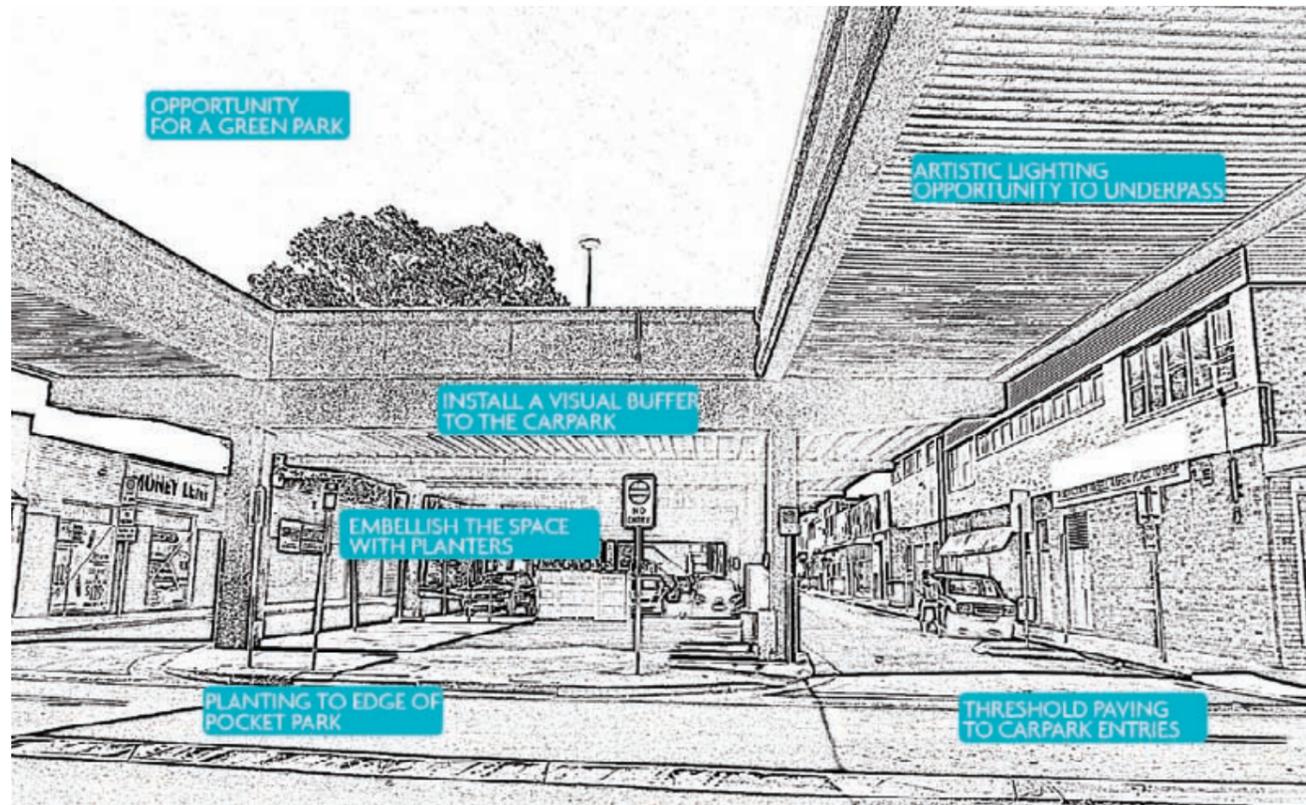


Tree planting

5.2.4 ALLEN PLACE UNDERCROFT

The Allen Place Undercroft intervention will transform a currently under utilised space into a bright and unusual pocket space.

The overpass above will provide a protective canopy, making this space usable in all weather conditions.



DESIGN IDEAS OVERLAY ON EXISTING CONDITIONS

DESIGN DESCRIPTION

Acknowledging Stations Street's role as the major connector route in City Centre, the Allen Place Undercroft will be a playful and dynamic stepping stone, attracting street vendors and performers, surprising people as they walk past with the frequently changing program of activities.

Allen Place Undercroft responds to the following Masterplan objectives:

- › Improve the quality of the urban environment to encourage economic growth and support new investment.
- › To establish a safe and accessible pedestrian friendly public realm with high aesthetic amenity.
- › To activate the eastern facade of Station Street.
- › Ensure existing community service use can be maintained.
- › Additional space for 'pause' areas and draw people towards High Street.

RECOMMENDATIONS

Seating

- › Provide permanent artistic and custom seating edges.

Landscape

- › Embellish the space with planter boxes and a planted 'green' wall to edge of carpark.
- › Planting to the edge of the pocket park to discourage users from stepping onto the road.

Amenities

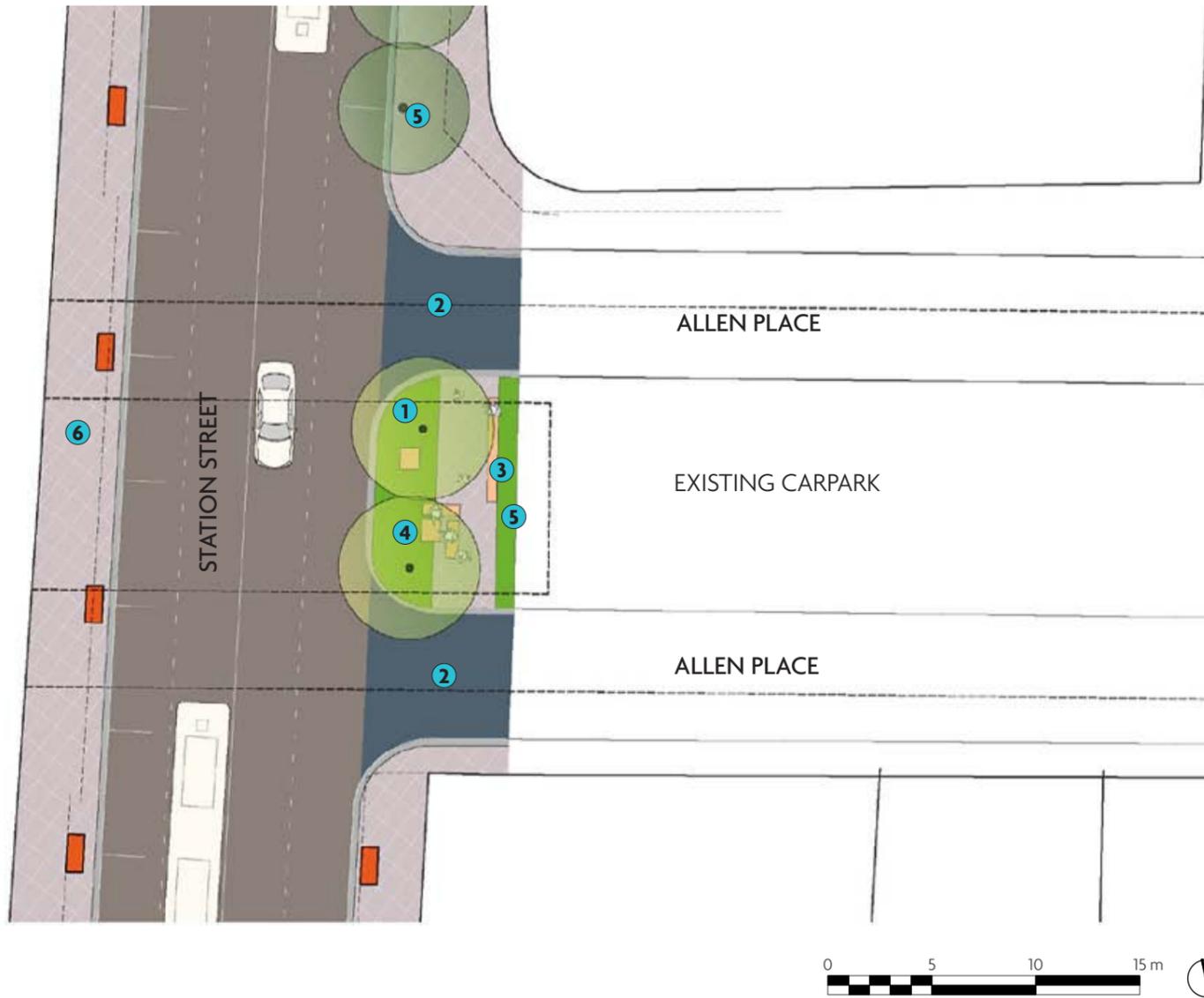
- › Flexible unprogrammed space for temporary street vendors, food stalls or gatherings.
- › Installation of lighting to undercroft.

Access & Wayfinding

- › Paving threshold to carpark entry. Promoting pedestrian priority areas.

Public Art

- › Low cost interventions to improve the space, such as brightly coloured painted columns and overpass. (Refer to Section 3.5 Public Art.)



LEGEND

- | | | | | |
|---------------------------|-------------------------|----------------------------|--------------------------------------------------|--------------------------------------------------------|
| Proposed paving | Proposed WSUD* planting | Proposed planter box | Planter boxes/ garden bed | Temporary art work, installation or performance spaces |
| Existing paving | Proposed planting | Proposed seating | Threshold paving demarcating pedestrian priority | Pavement designs or text based works in pavement |
| Proposed threshold paving | Proposed turf | Existing arcade connection | Raised permanent planter and seat | |
| Existing road | Proposed trees | Existing awnings | New tree planting | |
| | Existing trees | | | |

* WSUD Water Sensitive Urban Design



Temporary seating



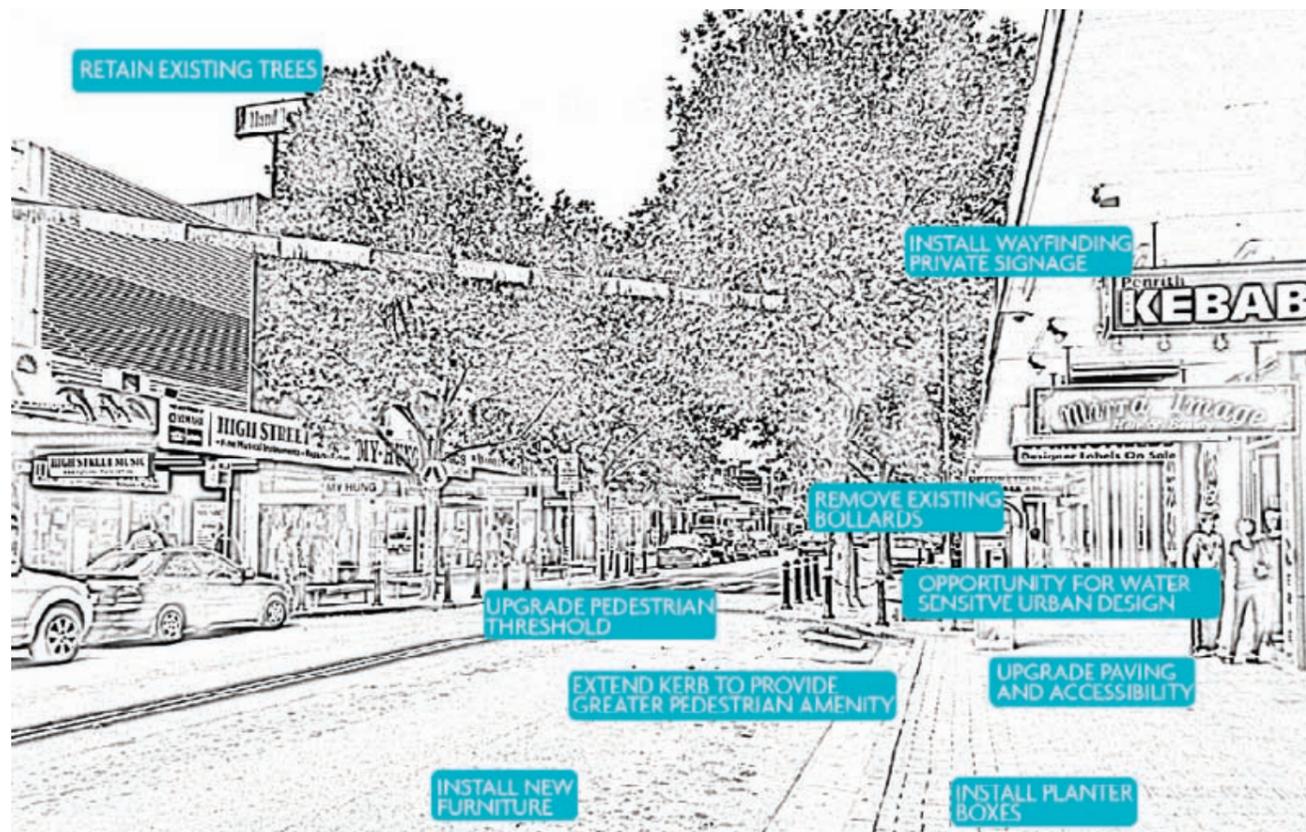
Colourful vertical planting wall and planters



Colourful raised planters.

5.2.5 LINEAR PLAZA

Situated between the two High Street ‘bookends’ of Triangle and Memory Parks, the Linear Park is a significant footpath extension on the southern side of the street, maximising solar access and connecting into ‘The Broadwalk’. The additional space can accommodate shady street trees, planter boxes, a range of fixed public seating, outdoor dining spaces and flexible spaces for temporary vending.



DESIGN IDEAS OVERLAY ON EXISTING CONDITIONS

DESIGN DESCRIPTION

The Linear Plaza will be a lively place where people can informally socialise, take a break, or enjoy outdoor dining along High Street. Informal tree planting and furniture will perform the dual function of protecting the space from vehicular traffic while giving people options for places and ways they like to sit. The Park could include a flexible space to accommodate a running program of street vendors and performances, making it a vibrant local attraction and repeatedly bring people back to see what’s on.

The Linear Plaza responds to the following Masterplan objectives:

- › To create a unique City Centre identity and sense of place that enhances the connection between people and place.
- › Improve the quality of the urban environment to encourage economic growth and support new investment.
- › To meet the current & anticipated demands of the city’s users.
- › Increase property values, economic activity and business opportunities.
- › Enhance the visual and aesthetic qualities, livability and attractiveness of the City Centre, and address the economic, intellectual, social, cultural, aesthetic and sensory aspects.
- › Facilitate an adequate amount of extended kerbside dining areas and promote a night time economy.
- › Integrate place making/public art into infrastructure and identified special places.

RECOMMENDATIONS

Seating

- › Widened footpath areas are large enough to accommodate new planting, space for outdoor dining, public seating, and public art.

Landscape

- › Create variety of spaces within the extended footpath area, buffered by plantings.
- › Raised planters with permanent seating along the edge.
- › Outdoor dining opportunities.
- › Small trees within the rain gardens to provide shade.
- › New street furniture, including seats, bins and bike racks.

Amenities

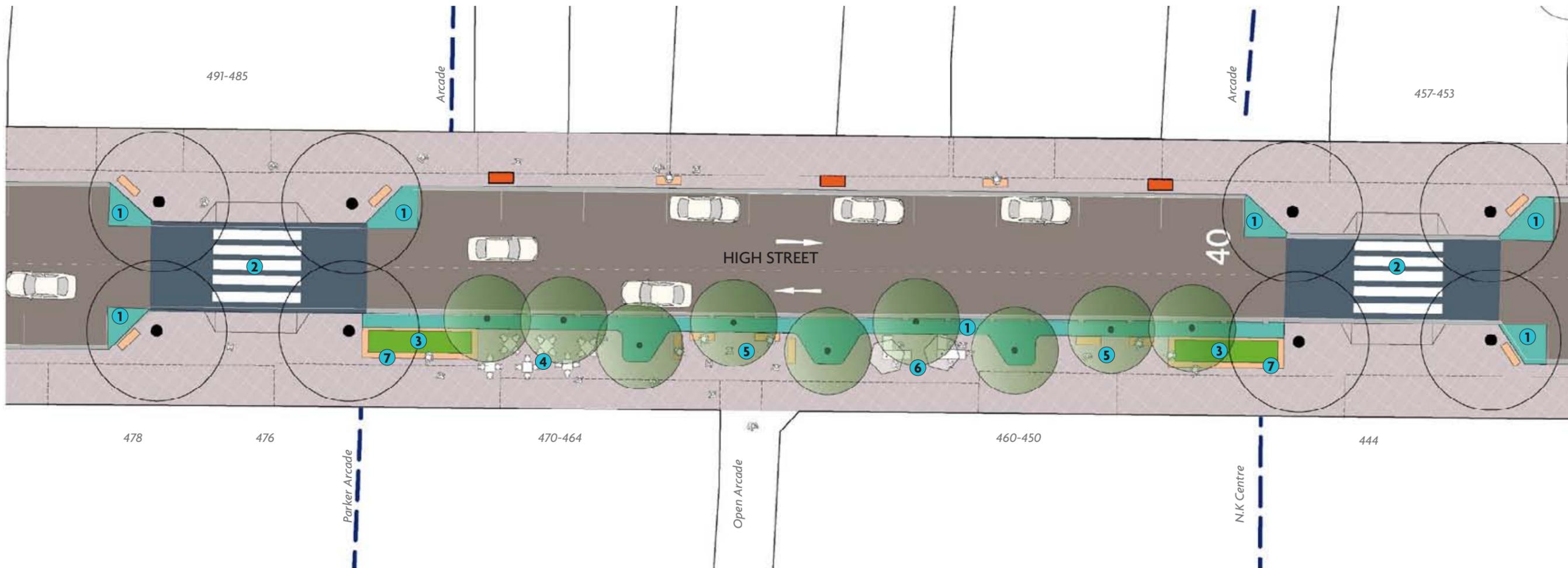
- › Facilities for parents and families.
- › Provide new lighting with smart poles to kerb edge.

Access & Wayfinding

- › Accessibility improvements integrated with the footpath upgrade.
- › Encourage people to spend time engaging in social and recreational activities.
- › New and upgraded arcade signage to provide visual entry points.

Public Art

- › Opportunity for public art sculpture pieces within the plaza.
- › Opportunity for innovative functional Public Art eg. street furniture. (Refer to Section 3.5 Public Art.)



LEGEND

- | | | | | |
|---------------------------|-------------------------|----------------------------|----------------------------------------------------|-------------------------------------------------|
| Proposed paving | Proposed WSUD* planting | Proposed planter box | ① Water Sensitive Urban Design - Rain garden | ⑤ Pause and meeting place |
| Existing paving | Proposed planting | Proposed seating | ② Threshold paving demarcating pedestrian crossing | ⑥ Outdoor trading area |
| Proposed threshold paving | Proposed turf | Existing arcade connection | ③ Raised permanent planter and seat | ⑦ Artist designed/ input into permanent seating |
| Existing road | Proposed trees | Existing awnings | ④ Outdoor cafe seating | |
| | Existing trees | | | |

* WSUD Water Sensitive Urban Design

5.2.6 EASTERN TRANSITION PLACES

The Eastern Transition Places are designated zebra crossings along High Street East. They will be formally planted and host pockets of permanent public seating areas, outdoor dining opportunities and extend footpath areas to ensure pedestrian amenity. Threshold paving surface on the approach to the crossings will help create a visual and tactile cue for drivers to be vigilant.



DESIGN IDEAS OVERLAY ON EXISTING CONDITIONS

DESIGN DESCRIPTION

The Eastern Transition Places will link the north and south sides of High Street, helping people feel as though they can easily move from one side of the street to the other, that the road is not a barrier. The Places will be visually recognisable to both drivers and pedestrians as places that prioritise pedestrian safety by the formal tree arrangements and narrowed road widths: the consistent design approach to pedestrian crossings across the City Centre.

Eastern Transition Places responds to the following Masterplan objectives:

- › Create a unique City Centre identity and sense of place that enhances the connection between people and place.
- › To establish a safe and accessible pedestrian friendly public realm with high aesthetic amenity.
- › To improve the character of the street.
- › Provide additional 'pause' spaces and areas for permanent seating and outdoor cafes.

RECOMMENDATIONS

Seating

- › Provide permanent seating under trees and along the street, to encourage social interaction.
- › Encourage outdoor dining on the south side of the street.

Landscape

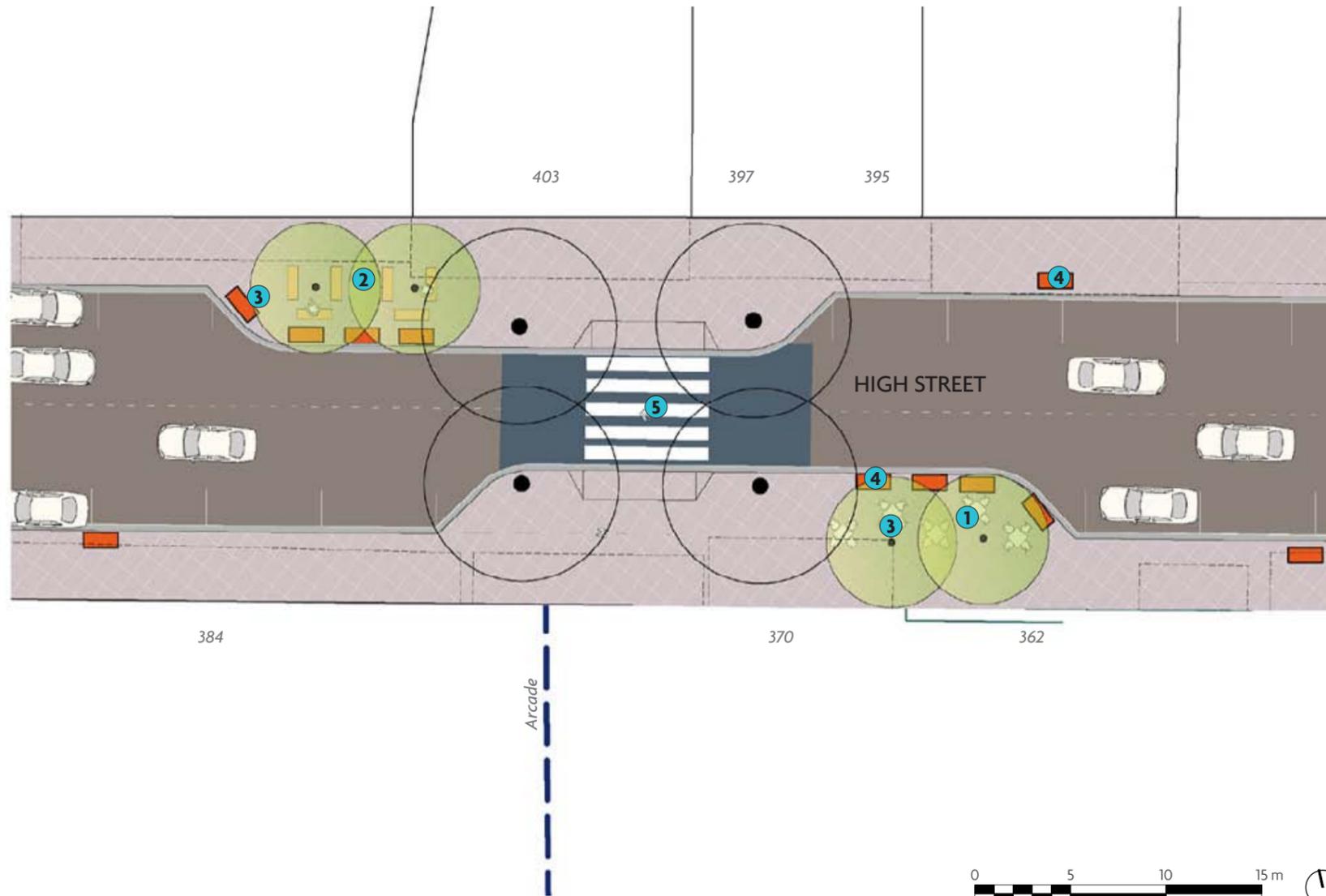
- › Large trees to provide shade and amenity to the area.
- › Protect views to the mountains and down High Street.
- › Opportunity to integrate Water Sensitive Urban Design along street edge.
- › Planter boxes along the street where other green features are unable to be applied.

Amenities

- › Facilities for parents and families.
- › New lighting along the street using the Penrith Draft CBD Public Domain Technical Manual, smartpoles with banners and hanging baskets.

Access & Wayfinding

- › Ensure all building edges are kept clear of obstacles.
- › Retain current traffic movements.
- › New wide kerb ramps along the street providing access for all.
- › Improve the arcade connections and highlight them along the street.
- › Pedestrian priority areas with threshold paving at crossings.



LEGEND

- | | | | |
|---------------------------|-------------------------|----------------------------|------------------------------------------------|
| Proposed paving | Proposed WSUD* planting | Proposed planter box | 1 Outdoor cafe seating |
| Existing paving | Proposed planting | Proposed seating | 2 Permanent seating and planter area |
| Proposed threshold paving | Proposed turf | Existing arcade connection | 3 Tree planting |
| Existing road | Proposed trees | Existing awnings | 4 Planter boxes |
| | Existing trees | | 5 Pedestrian crossing with threshold treatment |

* WSUD Water Sensitive Urban Design



Planting to edge of street



Water Sensitive Urban Design - Rain gardens to street



Pocket park

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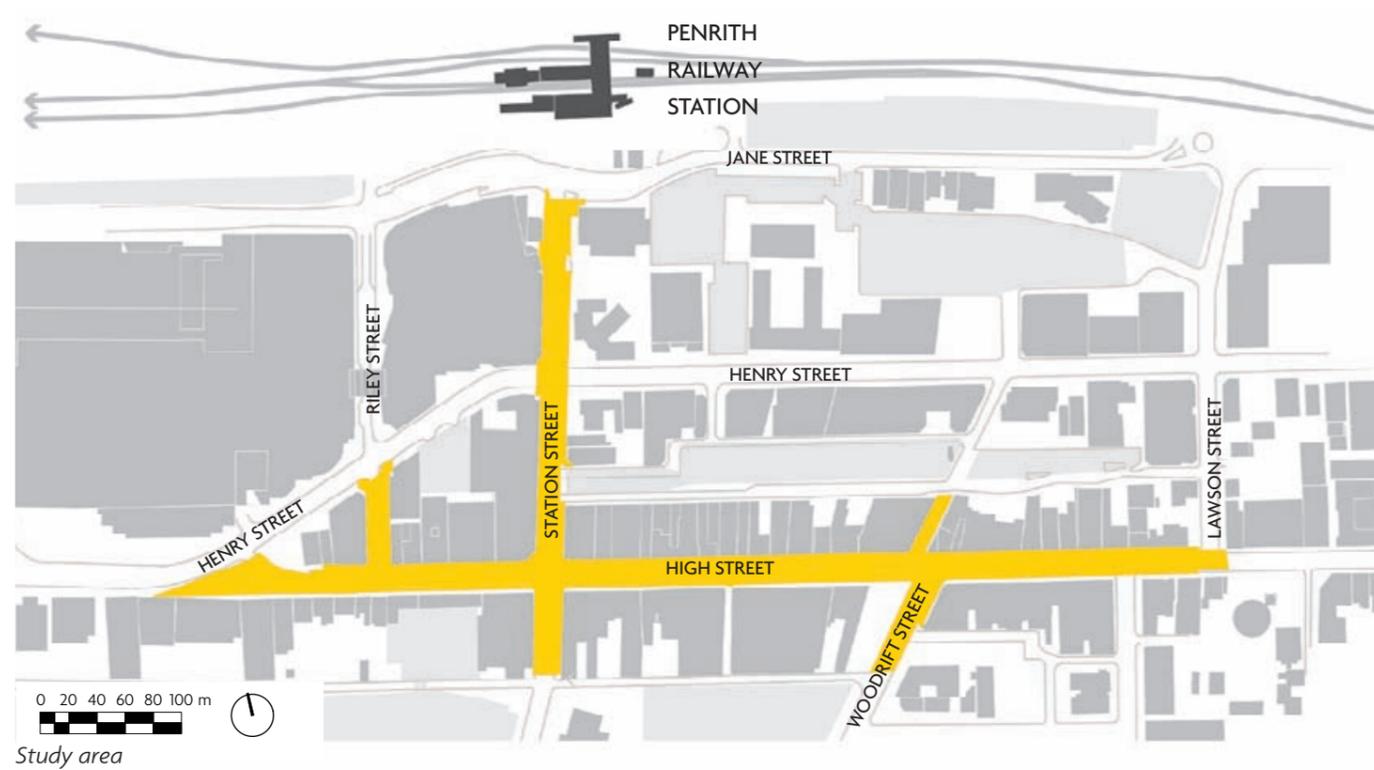
6.0 URBAN DESIGN & LANDSCAPE ELEMENTS

6.1 OVERVIEW

This chapter describes a series of landscape elements that form parts of the Masterplan. The design elements address specific aspects of public domain across the entire study area, with the goal of improving the overall quality of City Centre.

The project overlays incorporate the Penrith Draft CBD Public Domain Technical Manual and include:

- › Materials and Detailing
- › Furniture and Outdoor Dining
- › Street Trees and Vegetation
- › Environmental Sustainability
- › Access
- › Wayfinding and Signage
- › Lighting



6.2 MATERIALS AND DETAILING

DESIGN ELEMENT INTENT

- › To upgrade the public domain materials throughout the study area.
- › To choose materials which emphasise and reinforce the identity and sense of place and local character.
- › To introduce local variations in the standard palette at special places.

OPPORTUNITIES

- › At special places there are opportunities for local variations in the standard palette.

CONSTRAINTS

- › Shops still require public access from the street front as upgrade works occur.
- › Ensure consistency across the City Centre.

THE IMPLEMENTATION STRATEGY

- › Ensure materials within the City Centre are designed to provide an inclusive environment with universal access for all, that complies with the highest safety and design standards.
- › Footpath pavement that provides smooth and even flush jointed pavers with appropriate slip resistance and installed with a 1:40 maximum crossfall.
- › Implement the materials palette incrementally as capital works occur.
- › Select materials which are robust, long lasting and low maintenance. Raw material finishes should be used in preference to applied or clad finishes.
- › Introduce decorative paving insertions to all arcade entrances, to signalise the presence of through-site connections, ensuring they are consistently implemented throughout City Centre.
- › Select materials that minimise the impact on the environment.
- › Use materials so that they respond to local climatic conditions and provide thermal comfort from sun, wind and rain.

HIGH STREET & STATION STREET

- › Black granite paving - primary streets
- › Black granite (cobble) paving - pedestrian crossing points

RILEY STREET

- › Concrete pavers - secondary street



Granite Pavers - Primary Streets



Granite Pavers set for threshold areas - Special Places

6.3 FURNITURE AND OUTDOOR DINING

DESIGN ELEMENT INTENT

- › To improve and increase the provision of street furniture in accordance with the Penrith Draft CBD Public Domain Technical Manual standards.
- › To allow for place specific custom furniture where appropriate.

OPPORTUNITIES

- › At 'pause places' opportunity for custom furniture to be used.
- › Increased pedestrian priority areas allow for new furniture to be used.

CONSTRAINTS

- › Ensure that all building edges are clear of obstacles.
- › Footpaths are narrow and parallel parking minimises the area that street furniture can be placed.

THE IMPLEMENTATION STRATEGY - FURNITURE

- › Consolidate existing furniture.
- › Well designed rest seating consistent with AS1428 principles that is installed at appropriate intervals around the city centre.
- › Seek out opportunities to develop local variations through the selection and placement of furniture.
- › New furniture should be positioned to facilitate and encourage interactions between people.
- › Ensure furniture is placed to provide an inclusive environment with universal access for all, which complies with the highest safety and design standards.
- › Select furniture which is robust, long lasting and low maintenance.
- › Concentrate seating at bus stops, in special places and at arcade entrances.
- › Position rubbish bins close to pedestrian crossing points to ensure additional public amenity and easy maintenance.
- › Position temporary planter boxes setback from the kerb to increase the green amenity under awnings.
- › Ensure that no permanent weather structures are used and temporary shade structures such as umbrellas are to be positioned away from building edges as per the Penrith City Council 'All Welcome Project'.
- › Introduce nonstandard custom designed furniture items, for example, in special places such as High Street Pocket Place, Triangle Park and Station Street 'special places'. See Section 3.5 Public Art.



Custom furniture



Standard bench as per Penrith Draft CBD Public Domain Technical Manual.

6.4 STREET TREES AND VEGETATION

DESIGN ELEMENT INTENT

- › To improve green amenity around the study area.
- › To provide shade in summer and solar access during winter.
- › To use distinctive tree planting to reinforce pedestrian crossings and improve visual connections around the CBD.

OPPORTUNITIES

- › Increased pedestrian footpaths and public areas allow for new trees to be planted.

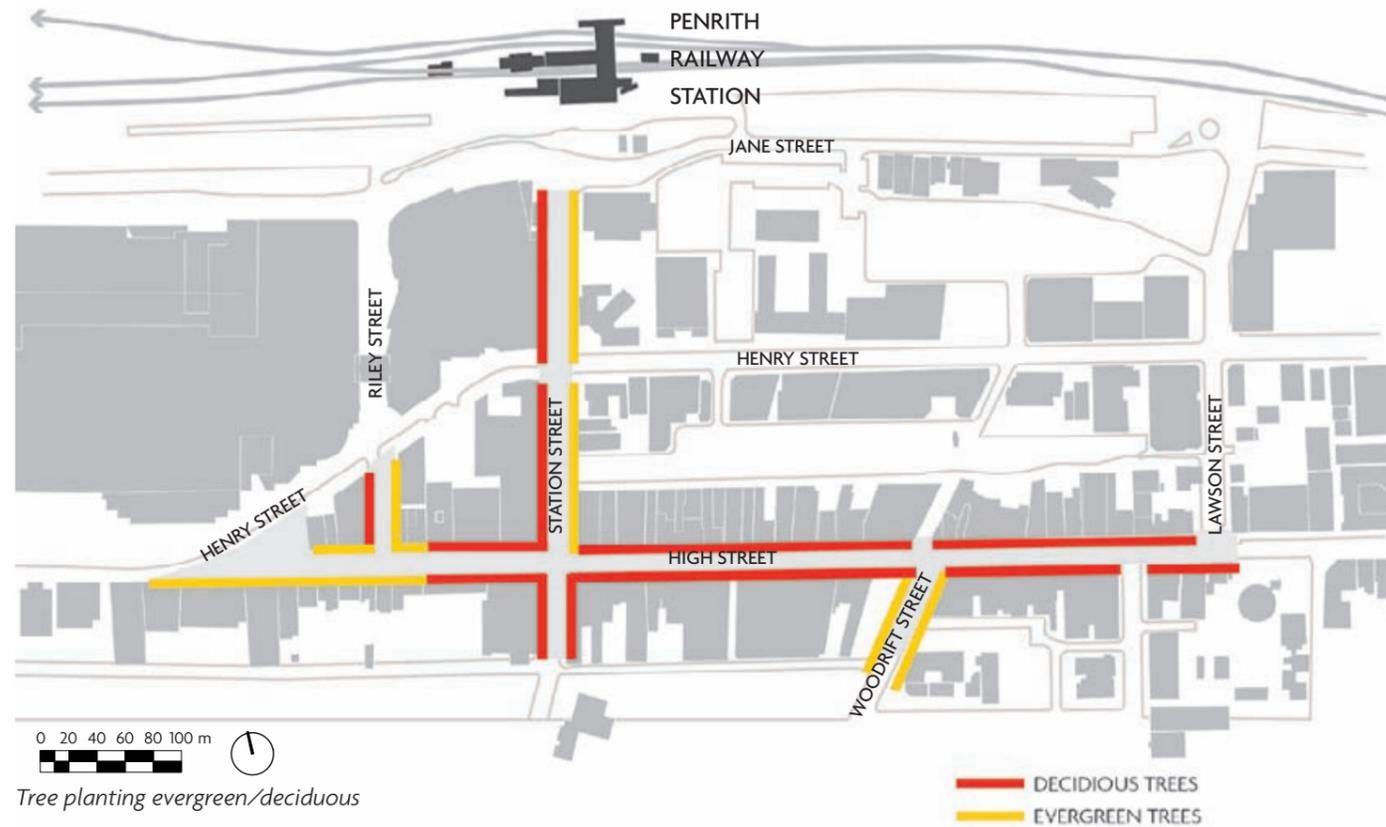
CONSTRAINTS

- › Along some sections of the street, the presence of awnings over the existing footpaths limit the opportunities for street tree planting.

THE IMPLEMENTATION STRATEGY - VEGETATION

The majority of new street trees will be located within new kerb extensions. Which have been carefully located, across the town centre, to provide additional opportunity for softscape.

- › Select trees that respond to local climatic conditions and provide thermal comfort from sun in summer and wind and rain in winter.
- › Avoid introducing any new Plane Trees however other deciduous species should be used along High Street.
- › Introduce evergreen trees along Station Street (east side.)
- › Introduce additional street trees wherever possible as part of each street.
- › Utilise specific tree species to demarcate pedestrian crossing points.
- › Choose appropriate species in keeping with the character of City Centre but ensure that they respond to local site conditions.
- › Provide additional colour and texture.
- › Remove trees that are struggling to grow due to existing awning coverings.
- › Increase softscape garden bed areas throughout Penrith wherever possible.
- › Planter boxes require maintenance strategy and ensure they meet access requirements, away from parking bays and building edges.
- › Formal and symmetrical planting at crossings to assist with wayfinding.
- › Informal and non-symmetrical planting to make rest/ staying places.
- › Install super advanced tree stock for shade provision in key areas of public seating.



Possible evergreen trees: *Tristaniopsis laurina* (Water Gum), *Cupaniopsis anacardioides* (Tuckeroo), *Lophostemon confertus* (Brush Box).



Possible deciduous trees: *Fraxinus pennsylvanica* (Ash Tree), *Koelreuteria sp* (Golden Rain Tree), *Ulmus parvifolia* (Chinese Elm), *Gleditsia*, *Lagerstromia* (Crepe Myrtle).

6.5 ENVIRONMENTAL SUSTAINABILITY

DESIGN ELEMENT INTENT

- › To improve the environmental sustainability of Penrith.
- › To reduce stormwater flooding and flow along High Street.

OPPORTUNITIES

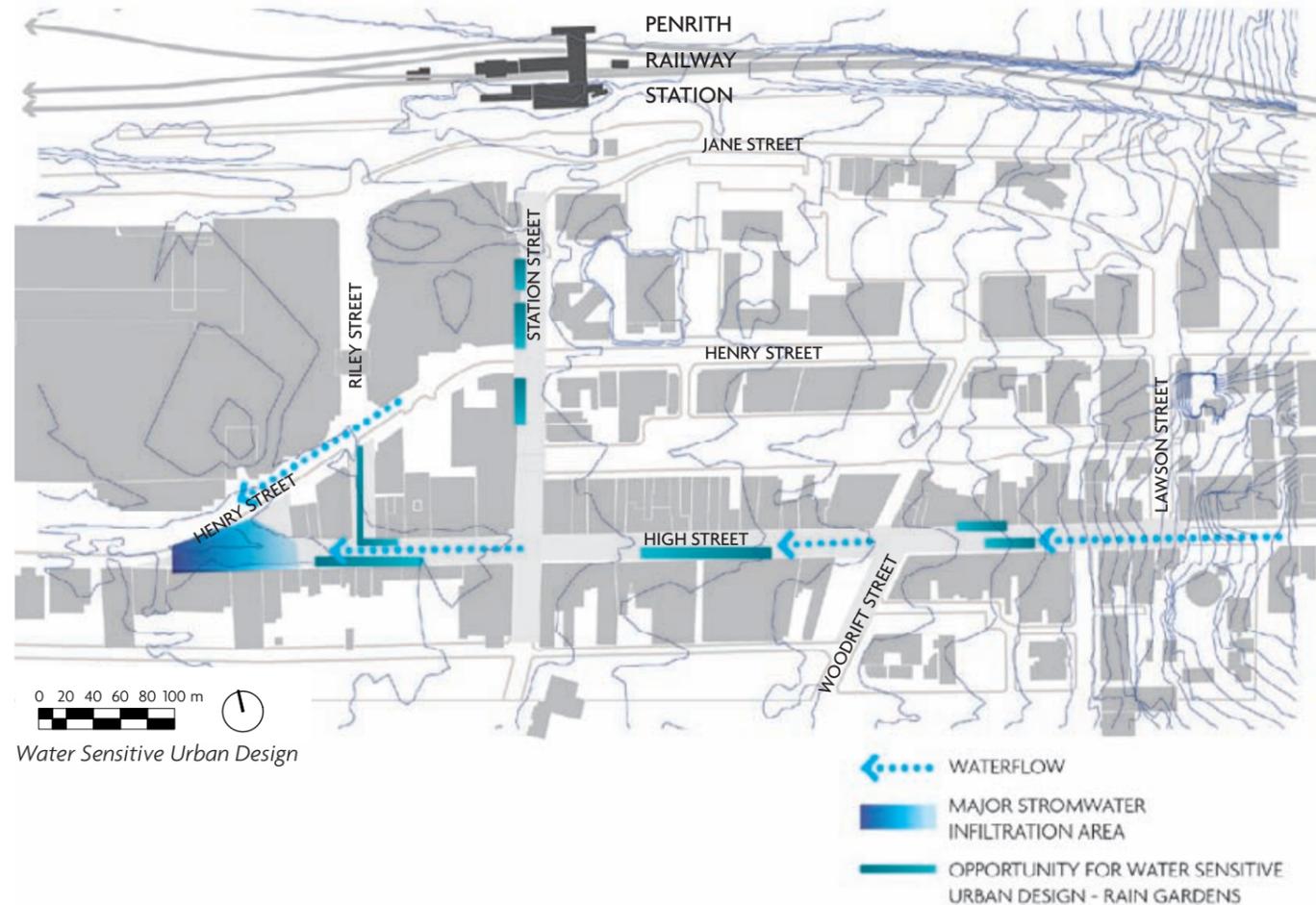
- › Based on the Penrith CBD Detailed Overland Flow Flood Study and the potential for new stormwater systems across the Penrith CBD. Increase the areas of Water Sensitive Urban Design used across the study area.

CONSTRAINTS

- › Maintenance required for rain gardens.

THE IMPLEMENTATION STRATEGY - WATER SENSITIVE URBAN DESIGN

- › Implement Water Sensitive Urban Design initiatives with each street upgrade, such as collecting stormwater off all awnings to water street trees.
- › Incorporate landscape Water Sensitive Urban Design solutions in order to minimise the level of untreated water injected to waterways.
- › Adopt Water Sensitive Urban Design measures including broken kerbs and permeable paving for trees and planting areas.
- › Install rain gardens in areas where kerbs have been extended and where the footpath width allow.
- › In rain gardens, plant appropriate species and encourage planting around large areas of paving.
- › Investigate the potential for major stormwater retention sites such as Triangle Park.
- › Allow for overflow from tree pits to be connected to drains.



Water Sensitive Urban Design - Rain gardens to street edge

6.6 ACCESS

DESIGN ELEMENT INTENT

- › To facilitate easy and generous movement for all people
- › To ensure that future design works incorporate facilities for all, using universal design principles and compliance with all relevant Australian Standards.
- › To ensure car parking is equitable for all users.

OPPORTUNITIES

- › Reinforce the pedestrian connections between carparking and High Street.
- › Reinforce pedestrian connections between Penrith Railway Station and High Street.
- › Provide additional pedestrian cross connections wherever possible.
- › Accessibility parking requires access to pedestrian footpath from the drivers side.

CONSTRAINTS

- › Due to the one way street at Riley and High Street West this gives opportunity for on street accessible parking.

PRINCIPLES

This Masterplan has been reviewed by an independent access consultant and consideration given to delivering on the following principles:

- › Ease of access from public transport to and within the study area
- › Accessible parking and access pathways to and within the study area
- › Footpath accessibility and general pedestrian amenity
- › Wayfinding and in particular matters relevant to people with vision impairment
- › Accessible interfaces to the community facilities adjacent to the study area

THE IMPLEMENTATION STRATEGY - ACCESS

Any future works should comply with all Australian Standards for access and mobility including AS1428 and AS4586.

FOOTPATHS AND KERBS

- › Consider Penrith City Council's 'All Welcome Project' when the placement of all pedestrian crossing connections are made. The Project requires that building edges are to be maintained as clear zones free from permanent and temporary obstacles.
- › Widen the footpaths where possible to facilitate free flow of movement across the City Centre.
- › Footpath areas adjoining the building lines to provide a clear path of travel unimpeded by street furniture, dining tables, free standing signage and other objects that can be hazardous for people with vision impairment.
- › Footpath pavement that provides smooth and even flush jointed pavers with appropriate slip resistance and installed with a 1:40 maximum crossfall.
- › Footpaths and kerb ramps that provide the paths of travel from the existing accessible parking spaces into the main street Study area be upgraded in accordance with all relevant aspects of AS1428 .
- › Kerb ramps are to be in accordance with AS1428 in all regards.
- › All pram ramp widths generally should exceed the relevant standards as shown in standard AS1428.
- › Use materials to help establish a hierarchy of users with easy pedestrian movement being facilitated within the City Centre.

SEATING

- › Well designed rest seating consistent with AS1428 principles that is installed at appropriate intervals around the City Centre.
- › Ensure there is a mix of seating types, including some seating with backrests, arm rests and heel area under the seat to enable easier movement to standup.

PARKING

- › Where there is opportunity for accessible parking, ensure that all Australian Standards are met including AS2890, "accessible parking spaces shall generally be located where the access or roadway has low traffic volumes." Accessible parking spaces shall generally be 90 degree parking with a shared space for access.
- › Accessible parking spaces shall be strategically located and accessible paths of travel to and from pedestrian generators and the streets in the study area shall be provided.
- › Signage is required to demonstrate where accessible off street parking is located.
- › Loss of on-street loading zones as a result of creating new pedestrian spaces shall be managed through timed access and shared zones for loading, so as to not adversely impact servicing for businesses.

MOVEMENT AND TRANSPORT

- › Encourage pedestrian and cycle movement so as to minimise use of vehicles moving through the space.
- › Provide facilities for cyclists, including additional bike racks, to encourage diverse modes of transport.
- › Bus stops shall comply with all relevant aspects of the DDA Transport Standard.
- › Facilitate pedestrian connections between Penrith Railway Station and High Street.

6.7 WAYFINDING AND SIGNAGE

DESIGN ELEMENT INTENT

- › To ensure clear signage is implemented across Penrith.
- › To introduce local variations in the standard palette at special places.

OPPORTUNITIES

- › Emphasise arcade connections and improve pedestrian traffic through them and therefore business opportunities.

CONSTRAINTS

- › Ensure that there is consistency across the study area for signage.

THE IMPLEMENTATION STRATEGY - WAYFINDING

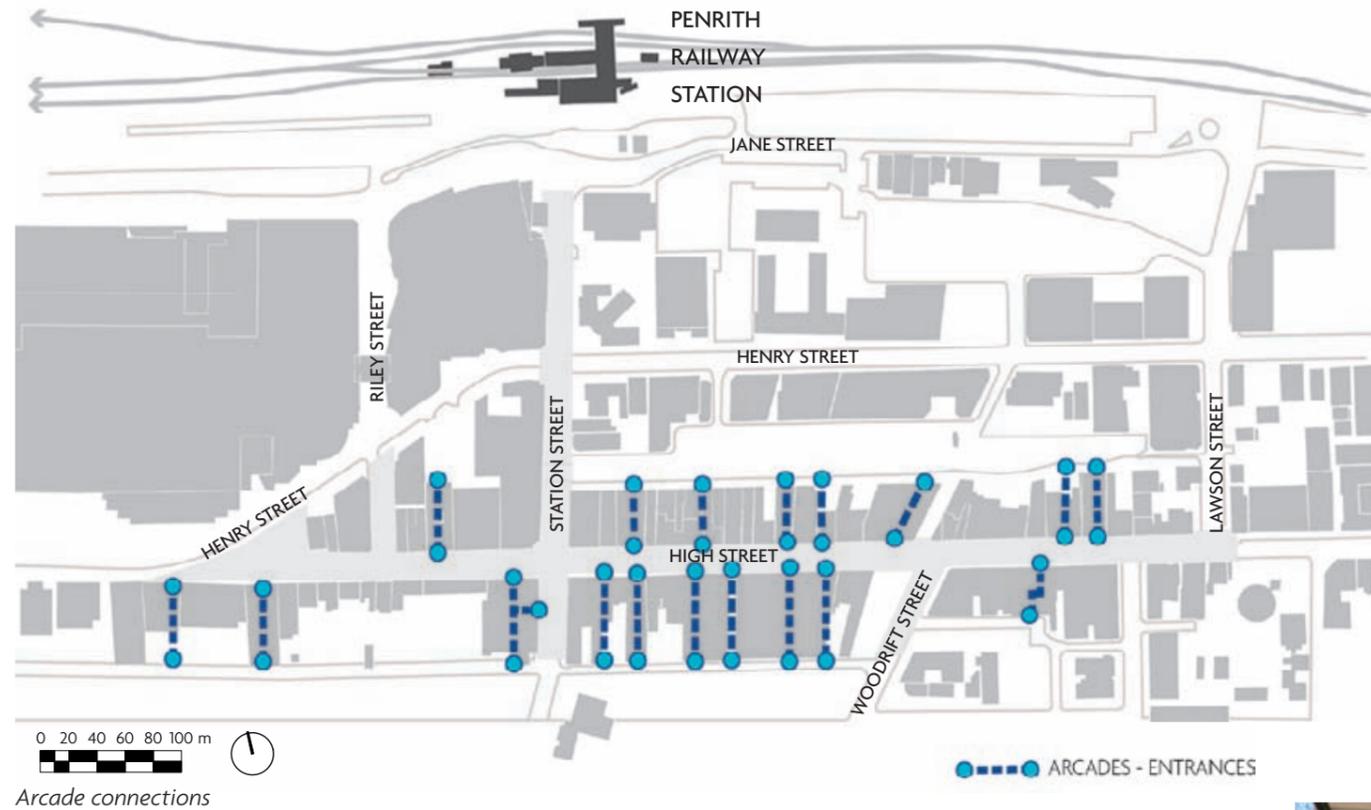
- › Ensure that a clear visual corridor down Station Street is achieved to reinforce views and vistas across the City Centre.
- › Minimise tree planting in the middle of Triangle Park to ensure view of the Blue Mountains are maintained.
- › Provide visual focal points down Station Street to encourage pedestrian movements.
- › Retain views and vistas to the Penrith Railway Station, down High Street and towards the Blue Mountains.
- › Maintain large trees at crossings to help with pedestrian wayfinding.

THE IMPLEMENTATION STRATEGY - SIGNAGE

- › Highlight entrances to arcades from carparks and along street frontages promoting connections between the two on High Street and Station Street.
- › Provide clear signage across the City Centre with a focus on highlighting civic buildings and parks.
- › Visual queues down Station Street, highlighting pedestrians entry points to the centre of High Street.

Note: As part of this strategy, reasonable wayfinding for people with disabilities is to include tactile surface elements, tactile/ Braille streets signs on traffic signal poles (with street numbering) and tactile/ Braille town maps.

Note: A more detailed lighting and wayfinding strategy to be commissioned by PCC in 2013-14.



Arcade connections



Possible wayfinding strategy at arcade entrances

6.8 LIGHTING

DESIGN ELEMENT INTENT

- › To improve public domain lighting throughout the study area.
- › To provide atmospheric and artistic lighting where possible.

OPPORTUNITIES

- › Multi-function poles can be used to enhance the street facade and add character.
- › Enhance security around the area at nighttime with lighting meeting standards.

CONSTRAINTS

- › Ensure that lighting upgrade occurs at the same time as other works to ensure minimal disruption.

THE IMPLEMENTATION STRATEGY - LIGHTING

- › Recognising that lighting makes a significant contribution to the sense of place, it is important to ensure that the need to improve pedestrian safety does not result in over-bright, characterless streets.
- › Update all existing light poles and where required provide new poles that meet existing Australian Standards as per the Penrith Draft CBD Public Domain Technical Manual.
- › Accentuate Station Street south of High Street with the installation of artistic lighting.
- › Use artistic lighting in the carpark at Allen Place and Station Street to create visual interest.
- › See Section 3.5 Public Art for reference to artistic lighting.
- › Provide surveillance at all open spaces and special places around the site.

