



**PENRITH  
PROGRESSION**



# COMMUNITY ENGAGEMENT REPORT

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## Introduction

The Penrith Progression consultation, collaboration and engagement involved a series of workshops, focus groups and forums to explore ideas, opportunities and potential catalyst projects to revitalise the City Centre. The project launch, two workshops, two focus groups and finale event brought together over 550 participants representing investors, landowners, business groups, government agencies, not-for-profit / community sectors, creative and educational groups. An on-line forum received 39 responses and over 500 views.

Our communications strategy has seen regular E-newsletter updates; press releases, postings on Facebook and twitter; the launching of an online Forum; and sponsorship of the Western Sydney NRMA *Business Wise* breakfast on 20 June 2014.

Alongside the engagement program, an economic analysis was undertaken by Jacobs Ltd and Arup. The analysis identified five key industry sectors with the capacity to stimulate future growth in Penrith City Centre. The 'sectors of comparative advantage' are Advanced Engineering, Manufacturing and Construction, Lifestyle Health, Creative Information, Digital Media and Telecommunications, Global Advanced Education, and Advanced Logistics, supported by greater diversity and density in housing, amenities and lifestyle opportunities. The analysis recommended attracting these sectors and land uses to specific City Centre precincts.

## **Engagement summary**

### **Launch - 7 February 2014**

More than 250 business people from across Sydney attended the launch of the Penrith Progression by the former Premier, Barry O'Farrell.

### **Gathering - 8 May 2014**

All registrants of the Penrith Progression were invited to discuss what was required to revitalise the city centre and create local jobs. The top issues identified for the City Centre were lack of jobs, traffic congestion/public transport and lack of identity or clear direction. Futurist Mike McAllum painted a picture of a networked city where we all collaborate to create our own future market place at the forum. Key themes which emerged are:

1. Collaboration not competition
2. Diversity in terms of employment and jobs closer to home, housing types, arts and culture, restaurants and cafes, night time economy
3. Better connections (transport, NBN, a walkable city which connects key work and leisure activities such as the university, stadium, hospital, station, river, Thornton)
4. Creating an identity and place where people, workers and families want to visit (i.e. central hub, green space).

One hundred and sixty participants attended the Gathering.

### **Economic Focus Group - 11 June 2014**

Twenty-seven participants attended the Economic Focus Group to explore game changing ideas and events to drive economic investment and jobs in the City Centre.

### **Place Shaping Focus Group - 13 June 2014**

Place shaping ideas for the Penrith City Centre were generated under the themes of vibrancy, green, inclusiveness, movement and connection and housing. Nineteen participants attended the Place Shaping Focus Group.

### **Ideas and Opportunities Workshop - 8 August 2014**

The Ideas and Opportunities workshop provided an overview of the economic drivers, potential areas of competitive advantage and future investment in the City Centre. The key industries providing the best opportunities for future growth identified are: Advanced Engineering, Manufacturing and Construction; Lifestyle Health; Creative Information, Digital Media and Telecommunications; Global Advanced Education; and Advanced Logistics supported by greater diversity and density in housing, amenities and lifestyle opportunities. Participants at the workshop drew on the ideas gathered at the public forum held in May and focus group sessions held in June to shape potential projects and opportunities for renewal and revitalisation in the City Centre. Forty-eight participants took part in the Workshop.

### **Online Forum - June – September 2014**

Participants were asked there bright ideas for improving the city centre around five questions:

1. Tell us your bright idea for bringing people to the city centre
2. For a more inclusive city, what would make Penrith City Centre more accessible?
3. What would make you want to walk, cycle or use public transport more in Penrith City Centre?
4. What do you think when you talk about 'greening' or improving sustainability of the Penrith City Centre
5. What types of housing would make you want to live in Penrith City Centre?
6. What would attract residents of Penrith to spend more time in the Penrith City Centre?

The forum collected some fantastic new ideas, and a number of ideas that build on the opportunities identified in previous consultations. Diversity in terms of housing, arts and culture, entertainment, dining options, a night time economy and connectivity have been key themes across all workshops and focus groups. There is a strong desire to create a more vibrant city, by increasing density and activity within the centre. Accessibility and connections to key activity nodes (i.e. Penrith Station, CBD, hospital, university, Nepean River and Thornton), for pedestrians, cyclists, and public transport has been identified as an area that needs improvement. The perception of safety at night has also been identified as key issue that deters people from the city centre. When asked what type of city Penrith should be, participants chose lifestyle, followed closely by a vibrant city. Interestingly, this is the same result as when the survey was done at the economic and place shaping focus group meetings.

#### **Meetings - August-September 2014**

Meetings were held with the different sectors of comparative advantage to test the analysis with local industry knowledge.

#### **Finale - 10 December 2014**

The last step in the collaborative phase, the Penrith Progression 2014 Finale, was held on 10 December 2014 to test with over 50 key stakeholders the thinking around opportunity precincts and catalyst projects for the City Centre. An Action Plan to transform the City Centre and deliver jobs of the future around the opportunity precincts and potential catalyst projects is currently being prepared and informed by feedback received at the Finale. The launch of the final plan is scheduled for the end of February 2015.

# THE GATHERING – KEY FINDINGS

8 MAY 2014



## **Gathering of Participants**

Prepared by: Nicole Dennis, Senior Urban Planner, RobertsDay

The Gathering of Participants, as part of the Penrith Progression, was held on 8 May 2014 at the Chairman's Lounge Penrith Panthers, Level 3, Centrebet Stadium, Mulgoa Road, Penrith. It was attended by over 115 participants from a range of community members, community groups, business representatives, government and non for profit stakeholders.

The session was facilitated by Mike Day from RobertsDay with a key note presentation by futurist Michael McAllum.

The second half of the session included two activities in table groups. The first focused on issues and defining the outcomes for success. The second was a World Café where participants were able to sit on two topic tables and discuss the issues, strengths and opportunities for improvements in further detail for their selected topics.

The report summarises the activities and key findings of the day.



## Roadmap

The Gathering forms the first consultation meeting of the Penrith Progression as illustrated in the Penrith Progression Roadmap below.

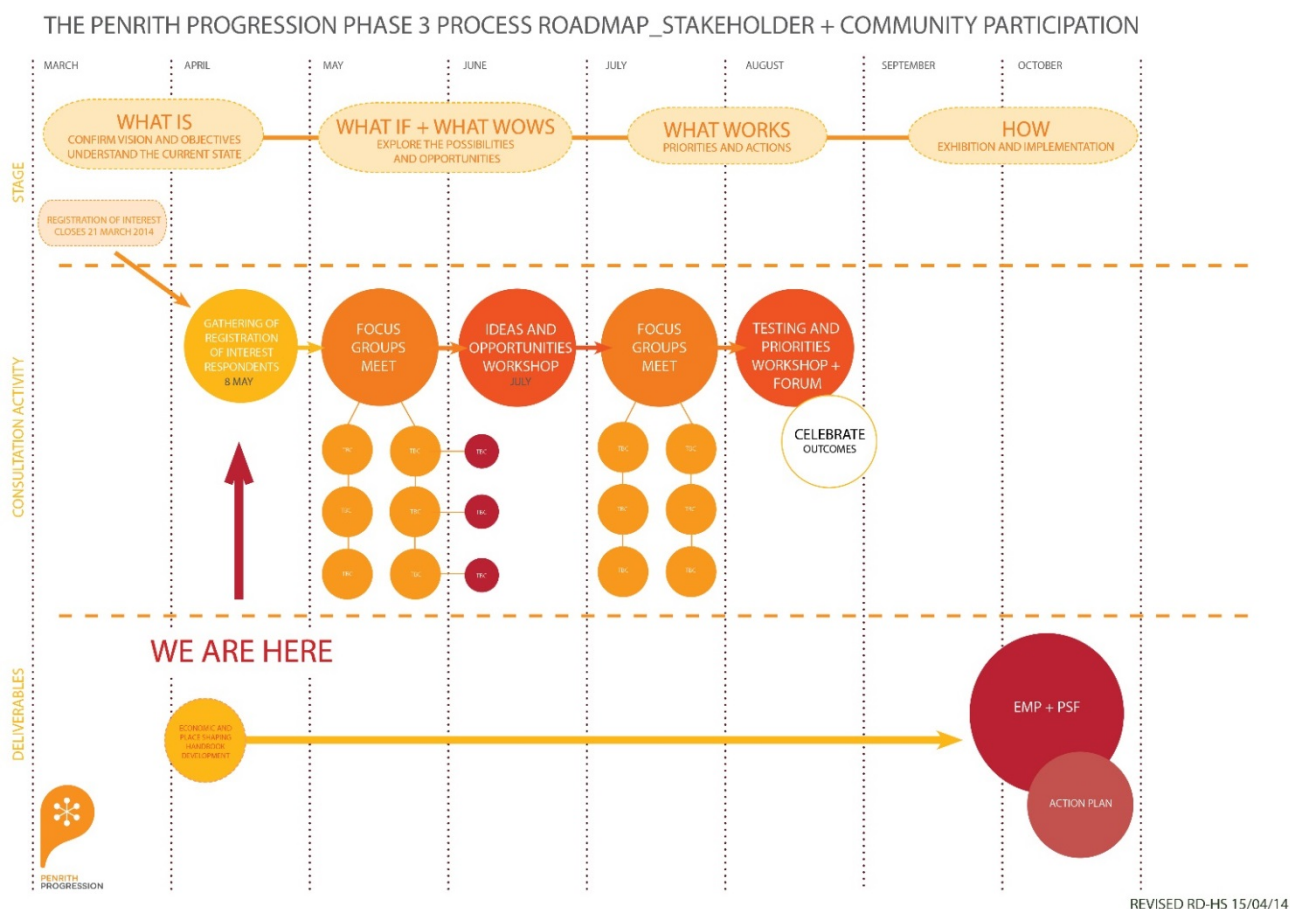


Figure 1: The Penrith Progression Phase 3 Process Roadmap - Stakeholder + Community Participation

The roadmap figure shows the gathering of registration of interested respondents occurred on 8 May 2014, followed by focus groups meetings. The ideas and opportunities workshop was held in July, followed by more focus group meetings. The testing and priorities workshop and forum was held in August/September 2014.

## Key Findings

The following key findings were drawn out from an analysis of the community feedback from both activities:

- Jobs close to home is the biggest issue followed by traffic congestion/ inadequate transport, and lack of identity/ clear future direction.
- There was strong support for encouraging living in the city including high rise apartments, student accommodation, and hotels.
- Support for increasing building height and residential and commercial/ retail density to create a vibrant city and minimise the development footprint (i.e. develop up not out).
- Interest in improving connections to and from the city centre physically, technologically and intellectually in the form of improving transport, walkability, cycling and parking; connecting the city to the river and connecting the city centre to major employment and activity nodes within the LGA including the hospital, lakes, University of Western Sydney, surrounding suburbs and other regional cities.
- A desire to see a vibrant, lively, safe and active 24/7 city with places for people to live, work and spend their leisure time. This would require more people to live in the city, which was tied by their ability to work or telecommute and use co-working spaces in the city centre. Participants then saw the activity created by people moving into the city attracting business and fuelling investment.
- The need for the local identity of Penrith and its community to be realised in the built form and activities of the city centre was important to participants. Building on the past, existing activities and developing a 'story' that is unique to working towards a common vision that the community can invest their energy into and feel proud of.
- Recognition that previous planning controls and strategies have been based on 20<sup>th</sup> century models of development – new thinking of how cities can revitalise, retrofit, redevelop and enliven were discussed as opportunities to grow and adapt the city centre. Some participants however, saw the future as more traditional approach of amalgamating sites to develop new buildings.
- Participants were interested in seeing diversity in the city centre whether it is people, jobs, eating places, entertainment or transport options. It was recognised that entertainment, the night time economy and cultural activities are currently limited and could be expanded to reflect and support the creativity of the local community.
- Connecting High Street to the Plaza and the train station was seen as important to capitalise on foot traffic and to create a central hub (park/ plaza/square) that could act to unite these three places.
- High Street was seen as the future location for the main activity and vibrancy. Currently, it is run down, however recent Council initiatives have seen recent improvements including free Wi-Fi, Pop up park, and new cafes and businesses. Participants sought to build on this and to encourage more people to live in shop top housing including student accommodation and a hotel to create a 'snow ball effect'.

- Overall, many participants remarked that the city centre needs more activities to draw people in and once they get there – ‘places to stay’.

## Activity 1 Vision and Values

### Issues

The following issues were identified as part of previous community engagement prior to the Penrith Progression. Participants were seated at 16 tables and asked to determine if they were still relevant and to prioritise their top 3. Additional issues were also identified by some table groups.

Issue	Still relevant (table votes)	Top 3 (table votes)
<b>Jobs closer to home</b>	<b>15</b>	<b>16</b>
Slow investment	14	7
Lack of identity and clear future direction	13	9
<b>Traffic congestion/inadequate public transport</b>	<b>15</b>	<b>10</b>
Lack of quality public spaces and greening	14	6
Lack of leisure options beyond shopping	10	2
Lack of arts/culture presence	115	3
Becoming a divided city: 'haves and 'have nots'	12	1
Under-representation of marginalised groups	8	-
The natural environment is not reflected well in the city centre	14	-

### Additional issues identified by groups

- Capitalise on low cost profile in non-growth world ( received 1 table vote in Top 3)
- Insulated – not connected, few incentive for development
- Accommodation – few hotels, B&Bs and places to stay and play
- Being a diverse city – high income earners leaving to live in the city
- Plaza is internally focused and a block to the river
- There are few links between the city centre and the hospital and university
- Few boutique shops to differentiate from the chain stores
- The utilisation of technology could be a driving force bring the haves and have nots together (currently isn't)
- Heritage, value the past
- Need more apartments/ density
- Parking, lack transport and parking is spread out
- Renewables

### Outcomes for success

The following outcomes for success were identified by the participants grouped under economic, social, environmental and governance sustainability pillars.

**Economic Sustainability pillar.** The outcomes for success identified for the Economic Sustainability pillar were:

- Co-operation not competition - collaboration
- Develop a centre of well-being – push education, arts and NBN etc. – develop specialised sites based on the NBN in the centre
- Develop multi-use facilities e.g. tying in transport – currently parking is on most valuable land
- Create a point of difference
- ‘Own’ something
- Work closer to home – grow your business, diversification
- Community within the city – public spaces to run a business
- Live, work and play in one building
- To be a strong well connected local and global sustainable business
- Service providers based locally
- Diversity of industry
- Underground parking, manage parking – shuttles, periphery parking
- Better alternative transport (cycling, walking and public transport)
- More walking in the centre and restaurants
- More high tech – information driven city
- More diversity of employment
- Increase in GRP (gross regional product)
- Higher buildings, more business
- People living in the city – to create community and place and to support economy
- IT access – fast internet available
- No empty shops, business hubs, co-working, flexible working space/ office space as an alternative to travelling to the city everyday
- Café culture – restaurants and food
- Need to improve connectivity to the CBD – university, across the railway line, bring an arm of the university into the CBD
- Need to create more activities and things to do in the City Centre
- Need more jobs in the City Centre – they keep people in town
- A place for all age groups not just business

**Social Sustainability pillar.** The outcomes for success identified for the Social Sustainability pillar were:

- Jobs and opportunities for everyone
- Internet access – fast, readily available, free, hubs, infrastructure
- Meeting places – vibrant hub, public places
- A civic heart – celebrate, relax, share, experience
- Welcoming centre/ square meeting place with food, places to more
- More free Wi-Fi
- More open areas
- More high rise – less ground cover
- Maintain identity (heritage, rural)
- Less commuting
- More local living/ working
- More collaborative co-working
- More vibrant after hours/ night time economy, City alive at night
- Attract more health professionals across knowledge base of all ages
- More diverse arts and culture
- Engaged families – activities for families
- Perception of safety improved
- People want to stay out after work
- Hubs of home grown entertainment

- Healthy community groups, sporting groups
- Create social connections/ events for people (all ages including young people and older generations) in Penrith so they don't go into the city or other lifestyle precincts for entertainment – need more gathering places
- Education opportunities available in CBD – need more people with purpose in the CBD
- Identity needs to be marketed to a positive perception of High Street, need to improve perception including perception of safety
- Assist people in need in the city centre, need more government services for our community
- Need more major events
- Joan Sutherland Theatre could be a bigger attraction including cafes and restaurants to support it – with outdoor dining and better publication of arts and cultural programs raising public awareness
- Encourage musicians like at The Rocks to bring people together and to watch i.e. school students
- Create an arts and culture festival (do we have one)? Or build the profile of existing festivals that are unique to the area
- A 'gathering' for people to come together and eat, bring their children after working hours and continue on after business hours

**Environmental Sustainability pillar.** The outcomes for success identified for the Environmental Sustainability pillar were:

- Free buses, more regular, identifiable
- Bike plans – paths, safe, end of trip facilities
- Station Street is disjointed and should be redeveloped to include recreation areas
- The north and south of the station could be linked with green buildings, a visitor centre and community green areas
- Renewable energy, solar heating, tank water
- Obvious recycling in the city centre
- More trees, placed strategically to keep buildings cool
- Central Park
- Connect the river to the city centre
- More facilities provided in naturally greener areas e.g. the Emu Plains side of the river
- Create a green connection (park ) from the Plaza across the railway line
- Create a canal system that links the river to the city
- Greater connectivity and accessibility (cycleways, walkways etc.)
- Need places for office workers to sit and have lunch, fountain and green areas – beautification to make it more attractive and welcoming e.g. public art and sculpture
- Result in a safer place
- Community living
- More aged care

**Environmental Sustainability pillar.** The outcomes for success identified for the Environmental Sustainability pillar were:

- Place based treasury, everything to be owned by the community, they say how much to distribute and manage
- Funding mix of public and private
- Mentoring program – make connections

- Future proof business
- Council holding onto old non function properties e.g. former Council Chambers that could be redeveloped
- Abolish state government
- Clear accountability and visibility in the community
- Transparency

## Activity 2 World Cafe

The second activity was a 'World Café' where participants were given the opportunity to choose two topics to provide more detailed information and feedback for. Each participant could participate in two groups, each for 25 mins, to discuss in further detail the relevant issues, strengths and opportunities for improvement for that topic.

### Living in the City

The issues of living in the City together with strengths and any improvements identified are as follows:

- Perception that Penrith is a ¼ acre block place – hard to market small lot holdings – there is a lack of residential dwellings in the city centre.  
*Strengths:* The raw/gritty nature – this can help shape our identity  
*To be improved:* Is lacking a central park/ plaza/ community hub – 'centre of town'
- Feasibility of construction apartments in the city centre, e.g. Thornton is great but it is more expensive.  
*Strengths:* Riley Street eatery area  
*To be improved:* Lack of green space, parks and connections to the river.
- Lack of life in the city, dead at night – need places to be connected and more events  
*Strengths:* Hospital  
*To be improved:* Lack of access across the river.
- Need to have activities and services that complement residential living e.g. parks, leisure activity, cultural stuff etc.)  
*Strengths:* River  
*To be improved:* Need better access to the railway station for commuters (parking and transport to rail)
- Connections are essential (e.g. Thornton needs to be connected to the City Centre), need to widen streets, need access across the railway  
*Strengths:* Train Station  
*To be improved:* Need good restaurants
- Cost of constructing residential parking for the development of apartments – issue of underground car parking hitting the water table  
*Strengths:* Jamison Park
- Setbacks in High Street to accommodate outdoor dining for cafes and restaurants – issues with heritage properties causing a constraint to setbacks  
*Strengths:* University and TAFE
- Limited linkages between north and south of the city centre  
*Strengths:* Cultural facilities – e.g. Joan Sutherland Theatre – however limited exposure
- Parking  
*Strengths:* Sporting precinct
- Penrith is a split city between people in the suburbs and business in the City Centre. Zoning around the City Centre causes a constraint  
*Strengths:* the Lakes.



## Attracting Business in the City

The issues of attracting business in the City together with strengths and any improvements identified are as follows:

- The look of the City affects people's confidence  
*Strengths:* State Government Services within the City  
*To be improved:* Get rid of low rise development (small piecemeal ownership)
- Non entrepreneurial culture – people sit and wait – need education to change attitude  
*Strengths:* Wide Streets (good vehicle movement and parking)  
*To be improved:* Upgrade old buildings (paint and promote business)
- Encouragement of start-ups is lacking  
*Strengths:* Penrith City Centre Association – guiding small business  
*To be improved:* Eyesores to be rid of
- Lack of techshop (joint hardware) to attract start-ups  
*Strengths:* Infrastructure  
*To be improved:* A green city – vertical gardens and rooftops
- Perception that Council and Land Lords is non business friendly – need assistance for small business  
*Strengths:* Sense of community and pride  
*To be improved:* Need to attract big business
- No uniformed vision within the city – need incentives to expand retail and complementary shopping  
*Strengths:* NBN  
*To be improved:* Taller buildings
- Grouping of industries  
*Strengths:* Willing and available workforce  
*To be improved:* NBN – more help and understanding to business
- Need to create an easier process for fitout (Council)  
*Strengths:* Plenty of scope for redevelopment  
*To be improved:* Improve transport and traffic flow
- Size and design of buildings in High Street  
*Strengths:* Wide streets  
*To be improved:* Mini shuttle bus (free) only around the city
- Sleazy retailers (tattoos/ sex shops)  
*Strengths:* Health community – bring together all the services in the city centre  
*To be improved:* Focus and condense medical facilities
- Need more parking  
*Strengths:* Local  
*To be improved:* Incubate retail to generate precincts (Council)
- Traffic congestion – takes too long to get in and out – need one way streets and angled parking  
*Strengths:* Passionate community that want stuff  
*To be improved:* Community Green Zone
- Need businesses that we want to use  
*Strengths:* Recent growth  
*To be improved:* More wedding venues

- Risk capital  
*Strengths:* Access to Sydney via Westconnex  
*To be improved:* Better accommodation
- Creating jobs  
*Strengths:* Creative fringe  
*To be improved:* Accommodate the West, Southbank style accommodation on river
- Need more age diversity of entrepreneurs –need to attract 18-35 year olds  
*Strengths:* New mind – new approaches  
*To be improved:* Private Boarding School
- Need to create opportunities – not wait for them  
*Strengths:* New mind – new approaches  
*To be improved:* Need to attract business growth – lack of ambition
- Concentrate business in the city centre – start to live and eat there  
*Strengths:* New mind – new approaches  
*To be improved:* Need a good eat precinct
- Not having a story or vision  
*Strengths:* New mind – new approaches
- Lost many large employers in the last 15 – 20 years  
*Strengths:* New mind – new approaches
- Need more business and workers in the city – more qualified staff  
*Strengths:* New mind – new approaches

## Investment and Development in the City Centre

The issues of investment and development in the City together with strengths and any improvements identified are as follows:

- Need better public transport  
*Strengths:* Open space  
*To be improved:* Get rid of low level businesses in High Street and Henry Street
- Need to look at a point of difference – we have the river and the lakes  
*Strengths:* Street is your garden  
*To be improved:* How do we development it?
- How will the airport affect the city?  
*Strengths:* Has potential – community to build on its strengths – need construction and communicative support between shop owners to grow their businesses and draw the public in  
*To be improved:* Do we look at different precincts e.g. arts, food, that work together as a whole – the old Main Street is dead
- How do we bring business in?  
*Strengths:* Train service is excellent  
*To be improved:* Need better connectivity – connect the river to the city – using a canal into the city lined with pathways and mixed use all the way
- Developers don't think that Council is right on density and height. Need a mix of housing, commercial and retail space.

*Strengths:* Close to the river – unutilised resort around CBD and river need bike lanes, cafes etc.

*To be improved:* Shared space for entrepreneurs – mix ideas with experience and money. Business mentors and hubs.

- Need to widen the Main Street  
*Strengths:* Council led the way on revamping High Street (pop up park) – would have preferred it to be permanent not temporary  
*To be improved:* Need to explain what we have to offer, what we want to be – harness this for marketing
- Need to get more people into the Main Street  
*Strengths:* Council is approachable to discuss change and improvements  
*To be improved:* Need to become more vibrant
- Need more places to go  
*Strengths:* Council is approachable to discuss change and improvements  
*To be improved:* Look at the quality and design of the pop up park – too small, not enough trees, need a centred park and open space
- Connect Thornton to the CBD – make it accessible  
*Strengths:* Council is approachable to discuss change and improvements  
*To be improved:* Need a few more government agencies in the city – to bring jobs and growth
- Need more cafes like Henri Marc – need to get people into the CBD - Need foot traffic to sustain businesses – lack of foot traffic – lack of business = lack of investment  
*Strengths:* Council is approachable to discuss change and improvements  
*To be improved:* Nowhere to stay – bring in accommodation
- Need to bring more students from UWS and TAFE into the city  
*Strengths:* Council is approachable to discuss change and improvements  
*To be improved:* No access to NBN when ready for it
- Need a shared 'tech shop' e.g. San Francisco in the city  
*Strengths:* Council is approachable to discuss change and improvements  
*To be improved:* Infrastructure access
- There are no incentives to be in High Street – need to integrate High Street and Westfield – it is not a pleasant journey between  
*Strengths:* Council is approachable to discuss change and improvements  
*To be improved:* Family friendly restaurants to support existing businesses
- There are few people investing in the city centre  
*Strengths:* Council is approachable to discuss change and improvements  
*To be improved:* Too much traffic on High Street, Need footpath development on High Street, one way between High Street and Henry Street
- Need a 24/7 city – work and play in one place  
*Strengths:* Council is approachable to discuss change and improvements  
*To be improved:* Lack of parking
- Poor amenity of High Street – can we close streets and have a market lifestyle like The Rocks in Sydney?  
*Strengths:* Council is approachable to discuss change and improvements  
*To be improved:* Easier to get around in a car than the walk within the city
- High Street worked well until Westfield opened

*Strengths:* Council is approachable to discuss change and improvements  
*To be improved:* Need more signage on arcades and way finding to parking

- Nothing for people to do – RSL needs more competition  
*Strengths:* Council is approachable to discuss change and improvements  
*To be improved:* Penrith is a car city
- Need people living in the CBD  
*Strengths:* Council is approachable to discuss change and improvements  
*To be improved:* Uncertainty of Penrith amplified on how much land Council owns and zoning – developers are worried that Council may develop large competition for them. Need certainty on the future of Council land. Council may have to sacrifice the land and take the initial upfront cost out.
- Need businesses in adjoining ownership to work together  
*Strengths:* Council is approachable to discuss change and improvements  
*To be improved:* Over 55's villas for elders e.g. Old Council Chambers building

Figure 2: People taking part in one of the workshops



## Working and Jobs in the City Centre

The issues of working and jobs in the City Centre together with strengths and any improvements identified are as follows:

- Slow roll out of NBN  
*Strengths:* NBN digital economy strategy – although it is not well known  
*To be improved:* Old town, ugly shutters, older landlords

- Difficult to market to outside business  
*Strengths:* Access to train station  
*To be improved:* Need signage to the river and activities to activate
- Building design – does it support and encourage co-working?  
*Strengths:* Ability to distinguish Penrith from other city centres (e.g. Health and Education)  
*To be improved:* Health – better health care in homes (tele-health)
- Small landowners, not a lot of movement for landowners/ investment  
*Strengths:* Not far away from many places – Gateway to Blue Mountains, Liverpool, Windsor, Hawkesbury etc.) - Appealing to drive from other regional cities – potential stop over for those travelling to the Blue Mountains  
*To be improved:* Could install light rail on High Street to health hub
- Upstairs tenancies are not suitable – at the moment they are brothels or storage  
*Strengths:* There is better signage on the M4  
*To be improved:* Digital economy – need an arts hub, work hub, more Wi-Fi – with high amenity – need more forums for businesses to discuss opportunities
- Need a community hub – not enough destinations in the city centre  
*Strengths:* River as a destination, soothing, place to stop and revive/ recharge  
*To be improved:* Need to encourage business connections in an appropriate environment, attract large employers and head offices
- Need bigger white collar businesses in town to have a critical mass e.g. Deloitte, KPMG – they bring in support businesses too. Hard to find specialist workers  
*Strengths:* University, hi-tech, 3D, NIDA moving to UWS, engineering, computing and maths  
*To be improved:* Better transport network
- Mindset in Penrith is that it is too far west  
*Strengths:* Relatively flat  
*To be improved:* Need to attract knowledge workers
- Young professionals and families are moving in but have to travel back into Sydney for work  
*Strengths:* Affordability of premises  
*To be improved:* Leverage current arcades, green space and other areas to reshape the city centre
- Lots of trade based jobs do their work in the city  
*Strengths:* Large local labour force  
*To be improved:* Need to focus on pedestrian activity – integrate High Street and Westfield
- Lack of economic differentiator to open a business in the city centre  
*Strengths:* Close proximity of most needs  
*To be improved:* Tourism opportunities with the link to the river
- The city centre is very depressed and lacks connection in the CBD – it lacks relevance – everything is separated in a difference precinct  
*Strengths:* Lifestyle for locals  
*To be improved:* Accommodation in the CBD

- Parking for staff is an issue – the city has proved not viable for hubs due to parking  
*Strengths:* Large employer of hospital which is continually changing and expanding  
*To be improved:* Need to create a 'Lifestyle City' 'Water City' needs to be capitalised on – career choices are based on desire for 'lifestyle'
- Limited feasibility for mixed use in the city centre  
*Strengths:* Airport will attract more residents, businesses and culture  
*To be improved:* Investment into research and smart manufacturing facilitated by university
- Isolated river precinct  
*Strengths:* Specialist vet technology and manufacturing in St Marys  
*To be improved:* Increase density of housing
- Isolated river precinct  
*Strengths:* Specialist vet technology and manufacturing in St Marys  
*To be improved:* Increase density of housing
- Too much insular business – need to collaborate in hubs, interaction with similar businesses  
*Strengths:* Penrith's broadcast during racing at the paceway worldwide  
*To be improved:* Penrith needs to distinguish itself from other regional cities
- Lack of funding for developments  
*Strengths:* Penrith's broadcast during racing at the paceway worldwide  
*To be improved:* Taller buildings towards the outskirts of the city and river – people need to see from M4
- Road and bike access to station is an issue  
*Strengths:* Penrith's broadcast during racing at the paceway worldwide
- Penrith is an ugly town – need new signage and to clean up streets  
*Strengths:* Penrith's broadcast during racing at the paceway worldwide

## Getting Around the City

The issues of getting around the City together with strengths and any improvements identified are as follows:

- Connectivity between bike paths and footpaths – need better connections – challenge to become a useable network  
*Strengths:* Flat city – good for bike paths, accessible modes of transport and safe accessibility network  
*To be improved:* Pedestrian Bridge (Green Bridge) and log cabin site should be designed together – it will have visual impacts
- Safety is a concern e.g. Jamison Road unsafe  
*Strengths:* Train Station  
*To be improved:* Bike shop initiative e.g. San Francisco
- Shuttle bus was too big and went to the wrong places – should have gone to the hospital – it is important for the elderly and needs to be improved  
*Strengths:* Coffee Shop at the river is extremely popular – could have cycle paths, walking paths, exercise infrastructure to promote healthy living, good shade etc.

*To be improved:* Get rid of the ugly driving range

- Station car parking inadequate – greater potential for parking on southern side of station  
*Strengths:* Use the river for transport  
*To be improved:* More attractive to walk – safer, higher amenity
- CBD road layout needs to change to support different types of development  
*Strengths:* Joan Sutherland – could be further improved to create a meeting place  
*To be improved:* More light at night
- Jane Street bypass  
*Strengths:* Walking is ok – Emu Plains to St Marys  
*To be improved:* Regional parking near the river
- No all-day parking for workers  
*Strengths:* Bike track is brilliant  
*To be improved:* More seating and rest points
- Victoria Bridge too narrow  
*Strengths:* The laneways configuration is good for connections  
*To be improved:* Car free CBD
- Emu Plains Station awkward to get to  
*Strengths:* Increasing housing density in the city centre  
*To be improved:* Free parking?
- Need an overhead connection over the rail line  
*Strengths:* Increasing housing density in the city centre  
*To be improved:* Pedestrian bridge from Station to Plaza and Thornton
- Connections around a Green Park/ Central Park – to promote pedestrian activity  
*Strengths:* Increasing housing density in the city centre  
*To be improved:* Periphery parking – but only with good links
- Need connections along Woodriff Street  
*Strengths:* Increasing housing density in the city centre  
*To be improved:* Another river crossing
- Challenge to cross Davidson Road – need to give priority to pedestrians – people who don't have cars use trolleys to go shopping  
*Strengths:* Increasing housing density in the city centre  
*To be improved:* Bike hire system e.g. Brisbane
- Change in bus routes about 6 years ago – routes still need to be redefined – need more frequent buses – need more buses after 5pm  
*Strengths:* Increasing housing density in the city centre  
*To be improved:* Jobs in the city centre to reduce driving
- Need more parking at the hospital  
*Strengths:* Increasing housing density in the city centre  
*To be improved:* Canal system to connect to the river
- More parking at the CBD (free or not?) More parking needed for grocery shopping  
*Strengths:* Increasing housing density in the city centre  
*To be improved:* Put bus terminal underground at Penrith Station
- Traffic at Worth Street and Union Lane intersection  
*Strengths:* Increasing housing density in the city centre  
*To be improved:* Reduce cars in the city centre – car free zone



- Too many cars on the road in the city centre – traffic flows need to be better  
*Strengths:* Increasing housing density in the city centre  
*To be improved:* Water features to attract people to gather
- Jane Street intersection is very poor  
*Strengths:* Increasing housing density in the city centre  
*To be improved:* Light rail
- Need disability access to all areas  
*Strengths:* Increasing housing density in the city centre  
*To be improved:* Widen footpaths and cycle lanes may lose parking
- People travel to work outside Penrith  
*Strengths:* Increasing housing density in the city centre  
*To be improved:* Link Penrith Rail to Badgerys's Creek
- Drive to Penrith Station vs. bus to Penrith  
*Strengths:* Increasing housing density in the city centre  
*To be improved:* Developers pay for public transport
- Penrith is hard to get around  
*Strengths:* Increasing housing density in the city centre  
*To be improved:* Need education initiatives around bike riding
- Difficult access for the elderly and disabled  
*Strengths:* Increasing housing density in the city centre  
*To be improved:* Need exercise stations and paths along the river
- Things are dispersed and difficult to work to all activities, functions and services  
*Strengths:* Increasing housing density in the city centre  
*To be improved:* Need more scramble crossings
- No appeal for the pop up park  
*Strengths:* Increasing housing density in the city centre  
*To be improved:* Close some roads to vehicles
- Hard to cycle into the city centre – insufficient infrastructure  
*Strengths:* Increasing housing density in the city centre  
*To be improved:* Intersections take too long
- Footpaths need to be improved  
*Strengths:* Increasing housing density in the city centre  
*To be improved:* Improve and install more bus shelters
- Traffic lights at Mulgoa Road  
*Strengths:* Increasing housing density in the city centre  
*To be improved:* Footpaths should be updated
- Need more commuter parking  
*Strengths:* Increasing housing density in the city centre  
*To be improved:* Shops in the CBD should be more accessible e.g. doors need to be pulled open
- There should be more support for cycling infrastructure as Penrith is flat  
*Strengths:* Increasing housing density in the city centre  
*To be improved:* Need pedestrian crossing near the courthouse
- Need connections to the surrounding areas e.g. Kellyville, Windsor  
*Strengths:* Increasing housing density in the city centre



*To be improved:* Remove barriers between the station and destinations in the city centre

- City centre is too inwardly focused around the Plaza (Westfield)

## Greening the City Centre

The issues of greening the City Centre together with strengths and any improvements identified are as follows:

- Need more walkways and cycleways  
*Strengths:* Mondo  
*To be improved:* Increase height and density to reduce footprint – not sprawling out – high rise living is the way of the future
- Need more green in the city centre  
*Strengths:* Jamison Park  
*To be improved:* Green the city centre – put parking underground
- Sprawl is not supported  
*Strengths:* Lakes  
*To be improved:* Connect north and south with green linkages
- Securing land for open space, funding and making it happen  
*Strengths:* River – restaurants, cafes, walking  
*To be improved:* High Street needs to be amalgamated with higher buildings
- Land ownership is fragmented, not a shared vision  
*To be improved:* Need friendly spaces
- Traffic and parking – need decent public transport  
*Strengths:* Foot of the Blue Mountains, gateway to and from the west  
*To be improved:* Create green buildings, cogeneration plants – no more ‘cheap and nasty’ buildings’
- To bring in more open space need to remove some surface car parking (put parking underground under a park) or decked e.g. Belmore  
*Strengths:* Natural environment  
*To be improved:* Want the city to inspire people to move around and be connected – to be inviting with connected active links
- People commute then don’t want to go out again at night  
*Strengths:* Opportunity to link the parks; Lots of room and potential  
*To be improved:*
  - Park and ride with free bus sponsored by green energy
  - Need to get rid of bindies in the parks
  - More trees
  - More bubblers
  - Link city centre with a green corridor of parks to the river e.g. Southbank
  - Green infrastructure
  - Link Panthers with the river
  - Create a central park – needs to be quality
  - Rooftop gardens (e.g. Victoria, Vancouver Island, London)
  - Supporting people to be more green in their lives ( e.g. community gardens)  
Council could promote more
  - Station Street needs to be improved
  - High Street needs to be improved

- Climate adaption – reduce black that absorbs the heat, shading from trees is needed, rooftop gardens
- More local energy production, solar panels, double glazing, better building design, Council to lead the way (i.e. like with the bins)
- Visible recycling bins in the city
- Legislate minimum green requirements
- Multi-use of buildings and shared spaces to utilise buildings better
- Carbon footprint for the city centre – can we measure and track it?
- Reduce cars in the city centre and reduce the visibility of surface car parking (go underground) – parking also needs to be shaded – manage parking better
- Encourage and support bicycle use
- Encourage a more walkable city centre
- Old High Street next to Woodriff Gardens – opportunity to activate
- Rework the commercial core
- ‘We want awesome’ – people attract people – coffee club

Figure 3: People involved in discussion at a workshop



## Social life in the City

The issues of social life the City Centre together with strengths and any improvements identified are as follows:

- Pubs and clubs offer is too limited  
*Strengths:* Pop up park – good for kids  
*To be improved:* Utilise eastern side of the river better
- Underutilisation of the existing Penrith lakes scheme is impacting on the city centre. The range of entertainment options is too limited. River activation not being utilised in the social life of the city.

*Strengths:* Joan Sutherland Centre

*To be improved:* Capture the contributions of the 'have nots' – cheaper food prices in cafes and restaurants

- More meeting places are needed for entertainment. Access to entertainment spaces is limited. The railway is impacting on the connections between north and south of the city centre.  
*Strengths:* Lewers Gallery  
*To be improved:* Engage youth in activities and employment
- Music scene is not diverse  
*Strengths:* River is an asset  
*To be improved:* Public transport – more services and more frequent
- Not safe at night  
*Strengths:* Panther Clubs and Stadium  
*To be improved:* Better architecture to make Penrith more attractive
- Lack of affordable entertainment  
*Strengths:* Good environment  
*To be improved:* Develop a laneway culture
- Need to broaden the range of activities, limited offer  
*Strengths:* Sports facilities and green areas e.g. Panthers Stadium  
*To be improved:* More balanced decisions between community interested and developers.
- Tourists can't find information  
*Strengths:* Safe during the days  
*To be improved:* Redevelop the Station areas as a 'Third Place' node to capture people before they go home
- Accommodation needs to be in the centre of town  
*Strengths:* Historical links – tap into long and rich history – preserve essential sites like Combewood House  
*To be improved:* Improve city centre cleanliness
- Need better information on what events are on in the city for out of towners – need a city app  
*Strengths:* Proximity to food and wine trails  
*To be improved:* Reduce signage
- Arts and culture lacks a strong presence in the city centre, lack of acknowledgement of the value of arts and culture  
*Strengths:* More night time economy is beginning to happen with restaurants open in the evening appealing to all age brackets  
*To be improved:* More music venues and free sheet music
- Arts and culture is too constrained – have to buy a ticket  
*Strengths:* Riley Street – eat street e.g. Henri Marc, The Union  
*To be improved:* Night time safety and behaviour
- Improve lighting in parks – some have no vitality at night time  
*Strengths:* Not as many vacant shops – a bit more happening – will have snowball effect  
*To be improved:* Be more inclusive to all groups
- Need additional leisure facilities  
*Strengths:* Areas like Thornton providing living close to the CBD  
*To be improved:*

- More diverse entertainment opportunities
- Create a destination entertainment precinct / river bank precinct – entertainment on rivers edge, better pedestrian connection to the river – improve the amenity and make more inviting
- Create purpose walks e.g. heritage, arts, sport, entertainment etc.
- Hang baskets of flowers, flags, murals to improve the attractiveness of streets
- High Street to have a greater diversity of fashion shops that are different to Westfield
- Free activities for kids on weekends including craft
- Foster local artists in community engagement in public areas
- Green central gathering place – preferably with a stage e.g. London, New York – need storage space and covered performance spaces
- Walkability/ accessibility
- Simple way finding
- Dedicated bus lanes/ improved bus services
- Shared zones – cars and pedestrians dual purpose
- More access and support for volunteer cultural groups e.g. pop up in Parramatta and Addison Road in Marrickville
- Better integration of facilities – e.g. nowhere close to have pre show meal near the Joan Sutherland Theatre (it seems isolated)
- More lighting – make people feel safe in the CBD
- Better use of existing spaces
- More participatory grass roots arts and culture, street art, public art
- More accommodation in the CBD – hotels and apartments
- More awareness/ recognition of other natural areas from shops within the CBD e.g. selling canoe hire from shops in High Street
- More restaurants/ outside eating in High Street
- Attract investment to city and to the developments that will bring density and vibrancy

## Look of the City

The issues of the look of the City together with strengths and any improvements identified are as follows:

- Example of a City with a good story/ identity – Adelaide? Munich, Vienna, Christchurch  
*Strengths:* Proximity to the Blue Mountains and River, features characterise the areas  
*To be improved:* Need solar fairy lights (part of the first to receive fairy lights story) – showcase the surrounds and bring people to the city through light.
- River – casino, alcohol, bulky goods  
*Strengths:* Historical aspect – Coreen Avenue mansions, many heritage buildings, need showcase for heritage past – maybe a historical tour. Heritage is positive and negative  
*To be improved:* Exceptional architecture makes a liveable space and adds to the identity.
- Penrith has been hijacked by big business models of takeaway franchises which has resulted in a loss of community – there is a ‘sameness’. Council needs to expand and encourage variety in the urban environment.  
*Strengths:* Go back to entrepreneurial roots and think what a new city could look like – having a story is enticing to people. Penrith was first to receive electricity and will be first to receive the NBN  
*To be improved:* Need light and space around the river – Council has not progressed this.

- The current architecture is poor and needs to reflect history and embrace the future  
*Strengths:* Potential  
*To be improved:* Create a canal of water into the CBD from the river.
- The pop-up park is a 'race to the bottom' not attracting the 'better demographic'  
*Strengths:* Lot of space at neighbourhood level – potential to reduce surface parking to compress the city.  
*To be improved:* Improve public transport and increase cycle pathways across the city which may influence the demographic.
- Need to better demonstrate local culture in the look of the city – Asian cities have local culture e.g. Cabramatta has followed this model. Need a stronger, defined identity that has clearer spaces.  
*Strengths:* University  
*To be improved:* Better public space with improved facilities i.e. theatre productions accessing the river need storage facilities etc.
- Need jobs close to home – low rise commercial enterprise needed to activate the city  
*Strengths:* Hospital  
*To be improved:* Better weed management at river (currently only 2 full time employees).
- Need more culture and art in the strip – we are losing artists to other cities  
*Strengths:* Sporting facilities  
*To be improved:* Need more parks – ADI site for a regional park.
- Haphazard design and planning, plaza, Centro, heritage buildings etc.  
*Strengths:* River  
*To be improved:* Planning – complying to the lowest common denominator, looks 'hotchpotch' and messy.
- Main arteries are narrow – parking has to be prioritised or public transport needs to be improved  
*Strengths:* Evan Street view  
*To be improved:* Council took the river out of the logo – 'not good'.
- Need to create balance between the past and new buildings – this affects the spacing and setbacks of new buildings  
*Strengths:* Penrith Markets – has great energy – Photography project, can speak with artists  
*To be improved:* Social education is required to improve treatment of public domain e.g. anti-littering campaigns
- Cycleways are there by locals aren't cycle aware  
*Strengths:* Hawkesbury Harvest on Saturday – great grower's market but need to increase stalls  
*To be improved:* A vibrant Main Street would attract investment and encourage people to move to the city
- Initiative to develop buildings in adaptive design tied up to slow investment e.g. York Road – creative fringe – desk rentals for artists and creative – beautiful warehouse conversion  
*Strengths:* Hawkesbury Harvest on Saturday – great grower's market but need to increase stalls  
*To be improved:* More cafes like Henri Marc
- Westfield is inward looking

*Strengths:* Hawkesbury Harvest on Saturday – great grower’s market but need to increase stalls

*To be improved:*

- High Street is ‘B Grade’ heritage listings are impractical, shutters down at 6pm. Heritage listing preserve the storytelling of the city but these buildings aren’t commercially viable and don’t function well. Need refurbishment e.g. Seattle new tech companies use historical buildings are entrepreneurial hubs - adaptive design, maintain façades.
- River – needs more eating cafes, pubs and commercial development – the River Strategy will get activity going e.g. Yarra River had hurdles of floodplains, challenge with activating investment
- Connection to the river – point of difference – log cabin development
- Ambulance station relocating
- Put a new train station at the river – ‘Riverside Station’ in combination with developing commercial and entertainment activities
- Can we activate the river and plan around that?

## Health and Community

The issues of health and community together with strengths and any improvements identified are as follows:

- Penrith doesn’t have a university campus in the CBD  
*Strengths:* Lewers Gallery  
*To be improved:* Can become a university city – UWS has more land than other unis, Penrith has more low priced housing, Parramatta has UWS in their city centre, why not Penrith? E.g. UTS used to be small but proximity to transport made it big.
- Sydney University has a presence at the hospital – the city is not capturing the students that come out here  
*Strengths:* Joan Sutherland Theatre  
*To be improved:* Create a civic centre with a density of services.
- Patients coming to the major hospital but they are not connected with the city centre – no services for them and their families when they stay here  
*Strengths:* UWS campus  
*To be improved:* The city centre looks underdeveloped, there is room/ opportunity to link the Plaza with High Street – they can complement each other, could also be linked with the river.
- It is difficult to access the CBD  
*Strengths:* Hospital – connection with Sydney University of positive  
*To be improved:* NBN having instant high quality Wi-Fi connectivity, young people don’t have a lot of money – cost of data needs to be free, it’s the key the young people move, gravitate to each other.
- Things aren’t connected – different services all over the place but they are not close to each other – can’t collaborate – don’t know about each other – like the idea of a hub (but not a ghetto of a single use)  
*Strengths:* TAFE within city centre – a building block  
*To be improved:* NIDA working with the community is an upcoming opportunity, capitalising on Penrith cultural diversity, young people who have come here won’t stay here if there is not craft coffee culture, local artisan shops and the opportunity to rent space in the city centre e.g. Newcastle cross section of society enjoying the city centre.
- TAFE is large but not connected to the city centre – it could be the building block of activation for the city centre

*Strengths:* There are lots of services in the City Centre, core is reasonably compact, it is flat so easy to walk from car park

*To be improved:* Community and the arts go together – need dynamic community space where they can relate and cross over.

- Need for more positive recreation opportunities, a places to pause, there are lots of places to get to but not many to sit, there are little parks but they don't have shade  
*Strengths:* Bus/ rail interchange  
*To be improved:* Light rail links to UWS, hospital and city centre – if we develop too much you can miss opportunities to fit it in at a later date.
- Need more places that are kid friendly – with fences  
*Strengths:* Vacant land has potential for development  
*To be improved:* Healthy places – encouraging places to walk and interact with each other.
- Need things for Youth to do – high youth unemployment, need youth opportunities or recreation not just sport or hanging out in the Plaza. There is a lot of formally funded activities – it doesn't need a lot of money just some alternatives.  
*Strengths:* WELL precinct  
*To be improved:* Need to develop programs for youth at risk of leaving school – develop programs to boost their confidence, soft skills, coaching, homework, getting into tertiary training and education.
- Accessibility and transport into the CBD is constrained  
*Strengths:* Link to the river, water cycleway  
*To be improved:* City centre needs to stay inclusive – cover all the demographics, multicultural, help build the story of Penrith – continuation of the vision.
- Need spaces to be utilised for different uses at different times of the day  
*Strengths:* Council, library and Joan Sutherland Theatre being collocated – near Plaza  
*To be improved:* Libraries are still the hub for community, story time for young children, kids are learning social skills, programs should be supported.
- There is nowhere in the city centre to walk and look up at the trees – Penrith is a place where you whizz past on the highway – there needs to be a place for people to stop, look at how to 'feed people in' to the city centre  
*Strengths:* Growing area of service demand – ageing population has sparked industry – will attract more jobs, same with disability – specialist services  
*To be improved:* Need to consult with youth and the next generation as we are building Penrith for them.
- Community services are spread out all over the LGA – they are not connected or integrated – fragmented city centre – it was acknowledged that high rents within the best locations within the city centre push services further out to cheaper sites where parking for disabled and unwell patient is needed – there could be a health hub in the city centre though  
*Strengths:* Sapphires Café at Glenmore Park  
*To be improved:* VET is designed to get people into jobs – i.e. they need attention to achieve this – need more encouragement to get kids into TAFE, traineeships, apprenticeships.
- There is a limited night time economy, after 5:30pm there is nothing in the city centre – need activities and things for people to do, there are limited shows, restaurants or cafes open in the evening  
*Strengths:* Exercise equipment – need more of this closer to the city centre



*To be improved:* Need community education to prevent the need for health care-education outside the narrow economic outcomes or services/ departments that currently exist.

- Need to promote existing leisure opportunities e.g. paceway – there is a perception that the paceway and panthers is too far away from the city centre  
*Strengths:* Headspace is good, close to the Plaza but no youth friendly GPs, there is no safe place for homeless youth to go  
*To be improved:* Install wireless throughout the entire city centre to act as a catalyst for people to come, especially youth – need to promote existing Wi-Fi availability.
- Need satellite parking and better public transport to make the city centre a more people friendly environment  
*Strengths:* Penrith has a diverse range of medical services and medical options – they are just not directly connected  
*To be improved:* Paid parking should be considered – every other city centre has paid parking.
- Cycleways are not practical for all but are important to get people into the city – need alternative options though  
*Strengths:* Library  
*To be improved:* Any new infrastructure needs to be safe (well lit) and to encourage physical activity – link to health education, encouraging people to be active to address obesity crisis.
- It is expensive to retrofit old buildings to install kitchens – they cost at least \$150,000  
*Strengths:* Flat city  
*To be improved:* Recognise the needs for higher builders to facilitate people living in the city and redevelopment – 7-8 storeys was considered appropriate by the table however they didn't want buildings to block key views of the Blue Mountains or to overshadow streets. Living in the city centre is the future. Need to increase residential density and student accommodation in the city centre.
- One late night café with a liquor licence opening in the city centre but closed due to safety concerns for patrons accessing it from parking  
*Strengths:* You can live, work and eat at High Street – there is currently a lot available at High Street.  
*To be improved:* Use solar power more, have innovative places that play music as people come through it.
- Some shop owners require more training in customer service  
*Strengths:* Riley Street restaurant precinct is working – creating a safer vibe  
*To be improved:* Encourage more mixed business – single use areas not supported.
- Walkability is key, if we keep giving people places to park they will drive – need to provide parking on the periphery with safe, active and lit paths to access key destinations.  
*Strengths:* Tattersall's pub redevelopment is great – but awareness and activity around it is slow  
*To be improved:* There is not enough hotels and short term accommodation. Need conference facilities.
- Accessible parking needs to be considered for people with disabilities  
*Strengths:* Tattersall's pub redevelopment is great – but awareness and activity around it is slow  
*To be improved:* Support the growth of the night time economy for a broader range of the community (all ages) e.g. Church Street Parramatta.



- Currently no logical grouping of industry, service, restaurants – precincts of activity or ‘eat street’s to attract people e.g. Parramatta  
*Strengths:* Tattersall’s pub redevelopment is great – but awareness and activity around it is slow  
*To be improved:* TAFE is expanding services – look to address and activate the city centre.
- Attracting investment into Penrith is difficult – investors want mixed use development (commercial and development)  
*Strengths:* Tattersall’s pub redevelopment is great – but awareness and activity around it is slow  
*To be improved:* River and lakes connection back to the CBD.
- High Street currently doesn’t have a positive identity – need to support trail blazers and entrepreneurs  
*Strengths:* Tattersall’s pub redevelopment is great – but awareness and activity around it is slow  
*To be improved:* Need to create places rather than control them – don’t want a monoculture
- Difficult to attract professional staff to fill roles in the health service in Penrith – they don’t want to live in Penrith – many commute from Sydney  
*Strengths:* Tattersall’s pub redevelopment is great – but awareness and activity around it is slow  
*To be improved:* There is educational disadvantage in Penrith – however potential to ‘grow your own’ graduate through working with schools.
- Health care regions are disconnected – could collaborate and integrate more  
*Strengths:* Tattersall’s pub redevelopment is great – but awareness and activity around it is slow  
*To be improved:* There is educational disadvantage in Penrith – however potential to ‘grow your own’ graduate through working with schools.
- The ‘pubs and clubs’ mentality has damaged Penrith’s opportunities for a diversity of cultured places to go out  
*Strengths:* Tattersall’s pub redevelopment is great – but awareness and activity around it is slow  
*To be improved:* There is educational disadvantage in Penrith – however potential to ‘grow your own’ graduate through working with schools.
- The type of housing may discourage youth to stay – not many options  
*Strengths:* Tattersall’s pub redevelopment is great – but awareness and activity around it is slow  
*To be improved:* There is educational disadvantage in Penrith – however potential to ‘grow your own’ graduate through working with schools.
- There isn’t a sense of urbanity in Penrith – the life of the big city takes people away  
*Strengths:* Tattersall’s pub redevelopment is great – but awareness and activity around it is slow  
*To be improved:* There is educational disadvantage in Penrith – however potential to ‘grow your own’ graduate through working with schools.

## Future of Penrith

The issues of the Future of Penrith together with strengths and any improvements identified are as follows:

- People designing around 20th century government organisational structures don't understand how things are changing – they get left behind  
*Strengths:* Networking technologies  
*To be improved:* The employment of the future will pull together health and education recognition, teaching hospitals, centres of wellbeing.
- High cost of health care, demand v capacity to pay.  
*Strengths:* Developers and investment trusts are starting to think what's next  
*To be improved:* Need to provide health facilities and start to take leadership to deliver sustainable healthcare.
- We lack diversity in housing and diversity of people  
*Strengths:* High Street – space available to be used  
*To be improved:* Universities need to radically think how they operate – to be financially viable, to respond to technology and to become relevant and meaningful places of connection for people.
- Need to overcome the competition barrier within business – how do we connect people, not just places?  
*Strengths:* Young population  
*To be improved:* Free high speed Wi-Fi in the city centre within 2 years.
- Planning has been tailored to big business but things are changing now – planning and design needs to adapt  
*Strengths:* Can increase diversity.  
*To be improved:* Renewables close to services of consumption in the city centre within 5 years.
- Marginalised groups don't feel empowered or may not feel able to contribute – how to we encourage them to contribute to the initiatives? How do we engage those who may not volunteer?  
*Strengths:* Opportunity focuses on the city centre  
*To be improved:*
  - High speed internet in hospitals for remote consultants – equivalent to paving High Street 100 years ago!
  - My story for Penrith would be to have the most advantaged community in the world – needs strategic intent – can become a tourist attraction
  - People will use technology as a way not to travel
  - Mixed use centres are the key
  - Can market living in Penrith
  - Collaborative conversation on how we can reduce the percentage of commuters – how can we keep people working or teleworking in Penrith?
  - Pop up bars, dance studios, sponsoring a competition, food celebration, street food, invite chefs – in 6 months
  - Speed dating for businesses
  - Create serviced offices, hotels, cafes that will support city workers and residents
  - Need affordable places for start ups
  - Need more people living in the city to connect the community – to create demand and then encourage investment
  - Want a 24/7 city – need to create life – 'Industrial symbiosis' – people in the city at night
  - The dotted line of the city boundary needs to be broken to understand the interconnected dependencies that affect the city i.e. infrastructure
  - Put cars on the edge of the city, let people enjoy the process of walking
  - The future is a smaller more modular city, not big and isolated
  - Introduce 'aperitivo' (4-8pm drinks with free food) for people to stop past on their way home from work or before another event

- High Street should be the cultural and entertainment hub
- Create a competition to receive proposals to activate dead space i.e. car parks
- Put schools in big box retailers
- Clear cars out of council car park
- Co-design with the community – deliver quick wins.

## Bright Ideas

The following bright ideas were contributed by participants in additional to the activities.

- Pedestrian bridge to link station to (or station car park)
- Maximise the river – clean up Great River Walk area – pretty dreary now and add a better pathway and a café or two
- One way traffic down High Street and up Henry Street so the area between shops can be used for ‘café’ society after high rise happens in High Street
- Light rail corridor from Penrith to St Marys – Blight Street returning back down Derby or Jamison – linking UWS, TAFE, hospital and Penrith CBD
- 3D printing – what can we do in Penrith?
- Make better use of Penrith as a ‘lifestyle city’. Penrith is flanked by river on one side and a beautiful wildlife corridor on the other. Preserve both and build the reputation of Penrith – clean green, fresh air, great place to live, raise kids etc.
- Build a walking bridge across Henry Street to link the Plaza and High Street.
- Creating a zen garden for meditation relaxation near the river. A place for quiet and meditation. This is unique (nothing like this in Sydney). It will not only attract overseas tourists but also everyone else who needs timeout. Especially where Penrith has sister cities in Japan and other strong ties and a sake factory.
- Make the CBD internet enabled.
- Park and ride on Mulgoa and Great Western Highway.
- Offer tax/rate rebates to new business.
- Airport connection line being made possible to Penrith rather than St Marys.
- Canal systems to connect river and city centre which allows green spaces walk/cycle ways and provides a point of differentiation.
- Green the streets with vegetation to improve democracy of space, encourage walkability and provide urban cooling e.g. green or white roofs, green walls, verge planting and canopy targets. Start now!
- Utilisation of underutilised city services e.g. car park inspection, collecting unused parking space data in a car parking app.
- Focus on the name of Penrith Valley / Nepean Valley?
- Freeway to airport
- Resorts hotels
- A main drag to the river, lots of trees
- Make Penrith a big country town
- Build a massive business centre
- More police
- To have another bridge across the river from Mullen Road/ Coreen Ave to a new road through the current quarry at Emu Plains as the quarry will be closing over the last few years this new bridge and roadway around the prison would greatly relieve traffic flow in the Western segment of the CBD.

- Before you can encourage more people to shop in the CBD we need better traffic flow around the perimeter of the CBD and better parking. One way streets and left turn only option would reduce the need for so many intersections and traffic lights.
- Make High Street between Woodriff and Riley one way (one lane) west direction – provide angle parking on one side.
- Compulsory purchase of properties around Allen Place. Compile, knock down and rebuild with high rise and green spaces.
- Green concept, energy efficient green balconies and roof tops. Gardens on top of car park open green space in between high rise.
- Traffic lights in Woodriff Street near Nepean Centro for Elderly Disabled.

# ECONOMIC AND PLACE SHAPING FOCUS GROUPS

11 AND 13 JUNE 2014



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Prepared by: Nicole Dennis, Senior Urban Planner, RobertsDay

The first meeting of the Economic and Place Shaping Focus occurred from 9am – 12:30pm on the 11<sup>th</sup> and 13<sup>th</sup> of June at Penrith City Council.

The Economic Focus Group was attended by approximately 30 participants and the Place Shaping Focus Group was attended by approximately 19 participants representing the community, key stakeholders, industry, non-profit, creative and educational groups.

Both groups were facilitated by Martine White with economic activities guided by Mark Vassarotti from Arup and place shaping activities guided by Anna Robinson from Hames Sharley.

The report summarises the key findings of each focus group.

Both focus groups completed “Activity 1 Confirmation of Direction”. All draft objectives were confirmed and some additional objectives proposed. Feedback on the draft objectives is documented below and will be considered in finalising the objectives before Workshop 1. The compiled results are below:

## Activity 1 Confirmation of Direction

### Draft objectives:

- Create jobs closer to home  
*Comment:* Diversity of jobs is important, target growth sectors (e.g. health), provide flexible and smart workspaces, not business places, integrate into the city
- Tell the story of Penrith and its people through the urban fabric and its activities  
*Comment:* Idealistic/ “fluffy”
- Create a place that reflects the strong local identity of the Penrith community  
*Comment:* Need to create an ‘identifiable’ city centre, Capture and reflect significant arts and culture
- Ensure Penrith is a place of the future that attracts people and provides unique experiences
- Create a vibrant and safe urban lifestyle with many things to do
- Lay the foundations for a more urban lifestyle by providing opportunities for people to live in the city centre
- Connect people to and within the city centre
- Provide access to good public transport and reduce traffic congestion  
*Comment:* Ease of transport most important, needs to flow, be simple and have clear navigation, needs to be integrated, public transport is critical for a successful city
- Stimulate growth and investment, retrofit, renew and construct new buildings, parks, and a quality public domain.

### New objectives suggested

- Accessible city, paths and cycleways
- Sustainable outcome, a sustainable city
- Infrastructure is important, for ease of movement and alternative forms of transport
- Need to market Penrith more, Penrith Progression needs to bring people from outside Penrith in, need to make Penrith a visitor attraction, create a visitor economy, need to attract people, Penrith as a hub of entertainment
- Penrith needs to be seen as a business enabling city, needs to attract business, encourage business to relocate to Penrith, look at opportunities and specialise
- Need to create and target specific markets, e.g. seniors, a marketing strategy to promote and attract the people we want
- Digitally connected
- Penrith is the centre of the region
- Create a night time economy
- Create a central focus, needs a clear centre
- Connect with the River – ‘River Hub’
- Youth trends, target young people
- Need to create the lifestyle to attract business people
- Attract people through short term accommodation and crisis accommodation
- Community support for more disadvantaged members of the community, place for community services in the city centre
- Do we need a sporting events objective?

## City Types

The following city types received votes by tables when asked to select their top 3. Lifestyle, Vibrant and Innovation Cities were considered by most of the participants to represent the desired future Penrith. The votes collected from each table is documented below. Definitions of each City Type are provided at Appendix A.

City Type	Vote
Collaborative City	1
<b>Lifestyle City</b>	<b>10</b>
Networking City	2
Knowledge/ Talent City	1
Diverse City	3
Healthy City	3
Inclusive City	1
<b>Vibrant City</b>	<b>6</b>
Digital City	
<b>Innovation City</b>	<b>6</b>
Suggested: Leadership/ Well managed	1

## Economic Focus Group meeting 1 – 11<sup>th</sup> June 2014

### Activity 2 Ideas – annual events exercise

January/February

- Sports and recreation holiday destination, lakes and river instead of beach
- Leverage off Sydney Festival, have different events in Penrith, movies at the river like at the Botanical Gardens
- Citywide 'get fit' program, post-Christmas and NYE in the early morning or evening
- New city park program, to draw people into the city centre during the hottest months and boost business opportunities for local businesses that might ordinarily close down in January.

March/April

- Camping at the Lakes with family rowing event
- Easter Show alternative
- St Patricks Day Parade in Penrith
- Concert/ Gala event
- Ulysses Event
- International Regatta
- Penrith Festival/ Harvest Festival.

May/June

- Food
- River
- Storytelling (writers festival).

July/August

- Juniors football competition coinciding with NRL games and school holidays, interstate tournament with all leagues



- Health Spa with Food and Wine Country Winter Show
- Dance Festival – there are lots of dance schools in the area
- Farmers markets.

#### September/October

- Football Festival
- Spring Carnivale
- Music Festival
- Adventure weekend and camping.

#### November/December

- Night market food carnival
- Summer music festival
- Melbourne Cup Festival
- Uni break.

### **Activity 2 Ideas – game changing ideas**

The following additional ideas were generated by the table groups.

- Theme Park unique to the region, inland park or lagoon e.g. Botoga – connect to the airport
- Increase density
- Seniors living in the city, build on baby boomers market
- A central park for the city that is multifunctional
- Night time economy entertainment
- Access economy – sharing resources and assets
- Remove red tape and permits that prevent temporary pop up performances and use of public space, e.g. using car parks for performance during the night
- Provide better lighting to improve safety
- Open High Street to lots of cafés, change the culture and perception that businesses close early
- Need Council assistance in unravelling red tape
- Provide a bus from the city centre to the river
- Need to balance night time economy jobs with higher paid jobs including manufacturing on the fringe
- Provide aged care in the city centre
- Create a sharing hub/ business park building on the NBN
- Create an airport hub, leverage off Badgerys Creek
- Provide a range of accommodation from budget school camp mode, serviced apartments for families/ parents at the hospital, hotels – accommodation hub, leveraging Badgerys Creek, Step down care accommodation, leverages hospital
- Health and wellness focus, building on the sporting character
- Business incubation/ venture capital, creative commons
- Executive housing and city accommodation for young workers
- Vehicle exclusion zone in the city centre
- River restaurant precinct

- UWS presence in the city centre
- Cycle City, linking venues, create a commuter strategy, connecting to open space, new bike routes, bike renting, events e.g. 'Tour Down Under', mountain bike events
- Terminal City, train connection, Penrith can be a base for short to longer stays, 24hr city, hotels, business community to respond and provide the development, communicate to wider community
- Council Incentives, deregulation to improve efficiency and pressure on Council resources, provide incentives and discounted rates to deliver accommodation, Council to support investment, Council to provide discounted DA fees and remove barriers to business, need controls to allow 24/7 activity and flexibility to sublet spaces within leases
- Entertainment/ Conference Centre, location is not as busy and congested as Sydney CBD, generate funding to be self sufficient
- Co-located educational facility, provide flexible educational spaces that can be used by all educational levels including child care that allows parents the bring their children into the city centre with them rather than making an additional trip to drop them off before work e.g. South West Melbourne
- Central health and wellbeing facility, help trainers and service providers to provide high quality, integrated offers, improved service for people and staff.

## Place Shaping Focus Group meeting 1 – 13<sup>th</sup> June 2014

Five focus groups were formed focused on the themes of:

- Vibrancy
- Greening
- Inclusiveness
- Movement and Connection
- Housing

### Activity 2 Focus Group Questions

The following results that came out from each focus group are summarised below.

#### ***Vibrancy***

What would attract residents of Penrith to spend more time in the city centre?

- Active High Street
- A central civic park, lots of small parks
- Food, dining, music, small bars, art and shows, youth and kids, play areas
- Mixed use, businesses and housing on High Street
- Victoria Bridge turned into a park with a new bridge for cars built adjacent
- Car free areas with traffic diverted around the city centre
- Improved signage and way finding, telling people how to get around and what's on.

What would attract people from across Sydney?

- The Joan Sutherland Theatre
- The River
- Students – create a university city
- Creative curator – programming cultural events and advertising them
- Winter Lights (like Vivid but with local western Sydney artists, providing a draw card for the west) supporting by a variety of creative shows/ performances
- Summer Lakes Festival
- Creative Hub – like Newcastle
- Shuttle buses to support events
- High quality Sunday markets
- Camping on the show ground to provide accommodation for events
- Support for small businesses
- Art and educational spaces in the CBD

What would a vibrant city centre look like in 10 – 20 years?

- High quality, unique, innovative buildings in the city centre
- Multi-storey car parking on the periphery of the city centre, redevelop large surface car parks – high use of public transport
- West part of High Street closed to create a pedestrian priority area and connect to the Joan, existing High Street shops, Westfield, and the train station
- Cultural dining hub

#### ***Greening***

What do you think of with regards to improving the sustainability of Penrith City Centre

- Bulldoze High Street and start again, create an urban form with more access to light and green spaces, start the pop up park again (it is hard and not inviting)
- There is not enough shade
- Very hard paved environment
- Need to connect to surrounding green space better

Which sustainability initiatives are you aware of the have:

Worked in the past?

- Pop up park
- Vegetable garden at AMF (Batt St) as part of a 3 bin system (one of Council's best)

Have not worked?

- Closing the Mall – not sure why
- Pop up park
- Arcades in Penrith don't seem to work
- Landscaping design doesn't seem to work – too uniform
- People aren't cycling/ walking – commute times are already too long

What would a greener city centre look like in 10 – 20 years?

- More holistic approach
- A healthy city – lower obesity levels
- Better designed buildings (to allow for bike transport)
- Rooftop gardens, good for building a sense of community
- Individual themes throughout the city centre
- Pop up park with trees and seating

### ***Inclusiveness***

What would make Penrith more accessible?

- Need a defined centre in the heart
- Equal opportunities to participate – not exclusive
- Place based activities, attractive spaces, functional, free activities
- Improve public transport, introduce light rail and shuttle buses
- More shade and seating
- More accessible design

How can we create a stronger sense of community within the City Centre?

- Precincts to connect e.g. business to health, retail etc.
- Scope what we are doing and who are we doing this for?
- Provide activities to encourage accessibility and activation
- Create lifelong learning communities
- Recognise the diversity of the community

What would an inclusive city centre look like in 10 – 20 years?

- Encourage social enterprise, recognise what is already here
- Quality public domain, invest and attractive to the community

- Community will become far more diverse (multicultural)
- Create harmony
- Places to pray – a spiritual place
- Somewhere people can be visually excited, art, library in the street
- Shelter, seating, art
- Employment inclusiveness – lifelong, create industries in the community
- Consolidate what we have and enhance, recognise change does not happen quickly

### ***Movement and Connection***

What would make you want to walk, cycle or use public transport more in the city centre?

- More destinations (entertainment, shops, restaurants etc.)
- Improve perception of safety
- Improve lighting
- Improve passive surveillance
- Improve frequency of public transport
- Better designed buses, more accessible
- Bike share scheme, better cycling facilities, bike lanes

What are your thoughts on the current balance between pedestrians, cyclists and vehicle movement around the city centre?

- Vehicles dominate the road space, enforcement of road rules needed
- Education of all users of the road spaces is needed

What would a better connected city centre look like in 10 – 20 years?

- Remove vehicles from the centre of the city through the construction of satellite car parking on the periphery of the centre
- Good transport from car parks to centre
- Improved safety for bikes
- More connection across the railway line (people, bikes, cars, public transport)

### ***Housing***

What types of housing would make you want to live in the city centre?

- Medium and high density
- Affordable housing
- Mixed use with shop top housing
- 2-3 storeys around park
- Not necessarily high rise
- Is there a market for apartments higher than 8 storeys?
- Redevelopment around the city centre could be terraces and townhouses

What other amenities would you want if you were to live in the city centre?

- Lifestyle, food and entertainment
- Accessible transport and infrastructure
- Safety/ inclusiveness
- Open space
- Culturally rewarding experiences

- Historical context to make people want to return
- Markets
- Connectivity to North Penrith

What would housing in the city centre look like in 10 – 20 years?

- Connection to North Penrith, with some of those housing forms within the city centre
- Greener

## **Activity 3 Ideas**

### **Ideas by focus group:**

#### **Vibrancy**

- Passionate Penrith – a group of community/ governance leaders to promote and build trust and influence around the activation of catalyst, on the ground initial implementation of the initiatives that come out of the Penrith Progression. Bringing together entrepreneurs, young people, small business, government and community leaders it seeks to communicate activities, projects, ideas, training and form a driving force to see things get done.
- Digital signage to provide interim way finding and update the community on events and activities within the city centre, to be located on key roads and the train station
- Online and publish content driven promotion and marketing – creating websites and apps that provide articles providing information, background and content to build a community and interest in the city centre – connect with young people
- Small bars
- Winter Lights Festival – Vivid of the west, focusing on supporting local artists
- Events of the Mondo – live music
- City story as a walking tour of the city centre – led by artists describing the past, present and future
- Screening of old building photos onto new buildings to interpret the history and create visual interest and a sense of place
- Pop up art and small business co-working spaces
- Food Festival at the Mondo
- Victoria Bridge pedestrianized – open up Victoria Bridge similar to the plans for Sydney's defunct goods line. Create green spaces, seating. It facilitates a pedestrian and cycling east – west link from the city centre to the river. Create a new road bridge to the south of the existing bridge.

#### **Greening**

- Residential rooftop gardens
- Commercial rooftop gardens
- Public bike scheme
- Public exercise equipment in parks
- Waste dealt with in 'precinct' i.e. shared bins
- More sustainable/ improved lighting e.g. LED lights to improve safety
- City Park
- Focus health and wellbeing in the core
- Sustainable shared strata offices focused on High Street
- Smart Work Hub.

#### **Inclusiveness**

- Free bus service within the city centre to support disadvantaged groups
- Look at best practice in other cities such as Singapore
- Scoping study of disadvantage in the city – this would inform a strategy to encourage inclusiveness

- Accessible pathways, activation, provide a variety of services, social enterprise to encourage use of facilities, section 94 funding
- Community facilities becoming community hubs
- Integrated health care in the community
- Public exercise equipment in parks
- Engage with university to understand its role education future workers for the city
- Create green open and engaging spaces that encourage people to stay and linger and build opportunities for community, in the public domain where it is free, includes all people.

### **Movement and Connection**

- Additional north south connections across the railway for all modes
- Increase public transport range of destinations
- Accessible buses that are safe, clean with better bus shelters – promote public transport
- Decentralised multi-storey car parks on the periphery
- Walking, cycling, eatery corridors
- Pedestrian focused place
- Traffic bypass.

### **Housing**

- Accessible housing
- Adaptable housing through design for singles, elderly, families, special needs
- Provide incentives to deliver through council controls
- Incentives to provide short term accommodation in the city centre near open space
- Redevelopment of the RSL for short term accommodation and seniors living
- Shop top housing around the city park
- Replication of north Penrith housing forms in the eastern end of the city centre.

*\*Note – The findings of the focus groups should be read in conjunction with the results of the Gathering which are available at the Penrith Progression website ([www.penrithprogression.com.au](http://www.penrithprogression.com.au)).*



## **Activity 4 Best Idea**

### **Ideas by focus group**

#### **Vibrancy**

Passionate Penrith – a city that is passionate about Penrith – a steering group will provide leadership, support the development of the city identity, focus on getting things done and share knowledge and information. Key words:

- Visibility
- Implementable
- Vibrant
- Scaleable
- People focused
- Identity building
- Strong
- Resonates
- Inclusive
- Leadership
- Focused
- Accountability

#### **Greening**

City Park – to create a healthy city along with community roof gardens, bike scheme, sustainable buildings, and exercise equipment. Key words:

- Health
- Wellbeing
- Safety
- Community
- Sustainability

#### **Inclusiveness**

City heart – inclusive place. Key words:

- Beating green heart with arteries of green through the sea of tar
- Life giving for all
- Encourage interaction both formal and informal

#### **Movement and Connection**

Decentralised multi-storey car parks on the periphery of the city centre. Key words:

- Reduced congestion
- Move road space for pedestrian, bicycles and public transport
- Better health outcomes
- Better public amenities and spaces
- Free up space for development

## **Housing**

Housing surrounding new city park. Key words:

- Vibrant
- Sense of place
- Magnet
- Deliverable
- Greening

## **Appendix A Types of Cities**

Definitions for the types of cities are described below.

### **Collaborative City**

Enables communities to efficiently and safely share all kinds of assets (from spaces to cars, skills and utilities) to create a stronger, healthier and more connected community.

### **Lifestyle City**

Has a focus on quality of life in the acceptance of place as a good place to live.

### **Networking City**

Based on the concept of leveraging the relationship between more than one centre to make the region or connection competitive.

### **Knowledge/ Talent City**

Nurtures knowledge, possesses an economy that is knowledge based and provides an environment that fosters knowledge creation and dissemination.

### **Diverse City**

Embraces a broad range of uses and users to achieve social, cultural, demographic and economic robustness.

### **Healthy City**

Considers causes, effects and solutions that relate to population health, sustainability, natural resource management, transport, climate change and urban design.

### **Inclusive City**

Based on economic, social, environmental and culturally sensitive policies that allow every aspect of a city to improve.

### **Vibrant City**

Competes for people and investment by thriving as an active, engaging and prosperous city.

### **Digital City**

Connected community that combines broadband communication infrastructure and innovative services to meet the needs of citizens, employees and businesses.

### **Innovation City**

A city at the forefront of inventing and introducing new ideas, methods or products to the way we live, work and play.

# IDEAS AND OPPORTUNITIES WORKSHOP

8 AUGUST 2014



## Summary

*Prepared by: Nicole Dennis, Senior Urban Planner, RobertsDay*

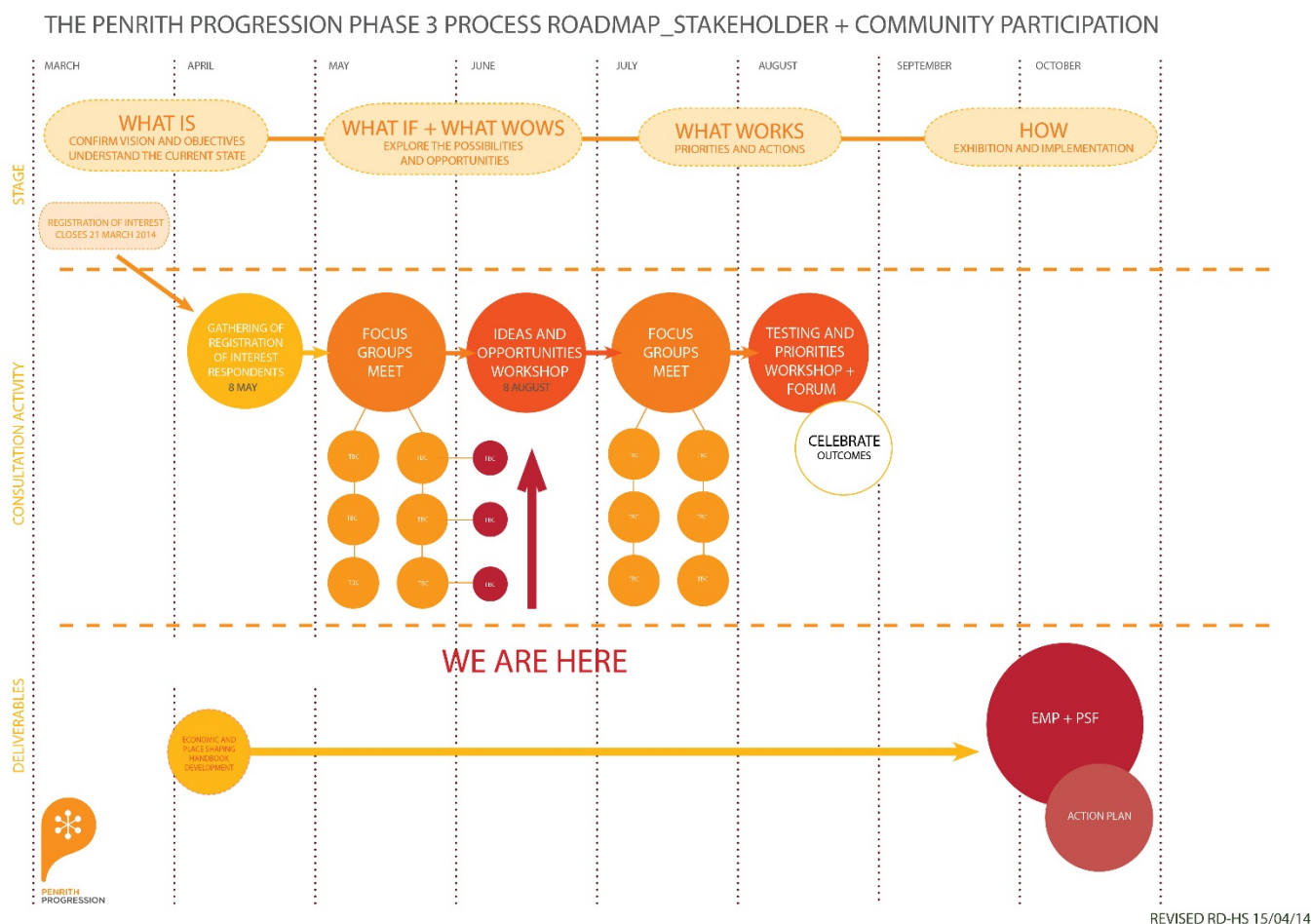
The Ideas and Opportunities Workshop (Workshop 1) was held on 8 August, between 9am – 1:00pm at Penrith City Council. The workshop was attended by 48 participants representing industry, government agencies, community, key stakeholders, not-for-profit /community sector, creative and educational groups.

The session was facilitated by Mike Day of Roberts Day. A presentation on the emerging economic sectors of comparative advantage in Penrith was given by Dr Ed Blakely of Jacobs Pty Ltd with an introduction and summary provided by Michael McAllum of Global Foresight. A copy of the agenda is included at Appendix A.

The report summarises the key findings of the session.

The following diagram illustrates where we are in the process. The diagram indicates we are at the 'ideas and opportunities workshop' point.

**Figure 4: Phase 3 Process Roadmap**



## Activity 1

Activity 1 consisted of generating projects and initiatives to respond to the economic market sectors identified through Ed Blakely's economics presentation. These included Creative Digital Media, Health and Lifestyle Health, Global Advanced Education and Advanced Logistics. Housing, retail and potential catalyst projects in the City Centre were also canvassed. Whilst not discussed specifically at the workshop, Customised Engineering has also been identified as a sector for further consideration to be pursued.

The compiled results are below:

### Projects and initiatives for each sector (*Worksheet 1*)

#### Catalyst Sector

- Digital economy
- Home based initiatives/ business
- Using local resources
- Leveraging our strength in health and medicine:
  - greater focus on medicine at the University of Western Sydney (UWS)
  - need housing choice to attract medical staff, specialists etc.
  - right schools to attract medical specialists
- Financial services
- Housing choices and support infrastructure to attract all forms of professionals
- Marketing our strengths

#### *Top 3 Projects/Initiatives in the Catalyst Sector:*

- Housing Choice and Lifestyle
- River Resort
- Art and Culture

#### Global Education Sector

- Opportunities for education in secondary and tertiary study in Australia
- Improved public transport links from university
- Accommodation/ facilities connecting to Penrith City Centre
- Accommodation based in the City Centre
- Environmental Education promotion to Asia
- Cumberland Plain endangered community is a resource for environmental education
- Disaster management education (fire and flood, Museum of Fire)

#### *Top 3 Projects/Initiatives in the Global Education Sector:*

- Asian Education
  - Health (obesity)
  - Language (English, other Asian languages)
  - Western Culture
  - Wellness
- Environmental Education
  - Endangered species/ communities management

- Tourism
- International Students
- Disaster Management Education

## Global Education Sector

- Perception of Penrith by potential students, university does not integrate with the city
- Global education – online university, TAFE, need to tap into UWS, 4 tertiary providers scene and already global sector, can learn at home
- Digital hubs – many opportunities
- Technology, Wi-Fi hubs, iPads, internet access
- Public Transport
- Employees working from home - NBN
- Learning hubs, different places
- Gallery updated Wi-Fi opportunities for students to be a training opportunity not just formal intern
- New economy capacity
- Hubs can be for many specialties, many courses can be completed online or unique faculties
- Artists need spaces identify courses that cannot be done online
- Community college is disconnected with university, need an initiative to bring together
- Build connections for delivery
- Have presence in the city
- Parking issues for students – growth of Parramatta
- Education for all communities – diversity

### *Top 3 Projects/Initiatives in the Global Education Sector:*

- UWS in the city centre
- Hubs breaking down silos
- Governance/ coordination educational institutions to create learning communities

## Housing Sector

- High rise in the middle of Penrith on High Street
- Development around the River to the North – e.g. Brisbane
- Student (international) accommodation city centre – condensed
- Housing that is attractive to academics professionals/ specialists (lack of associate lifestyle)
- Well done density – communities
- Activity zones – housing for older residents staying in their own house – servicing
- Housing that stimulates economic opportunities (studios etc. for work from home or additional rental)
- More from small town – city: walkability, public transport, tall buildings, density done well
- Density done well
- Housing along the River – public access
- Redefining the city
- Diversity of student housing

#### *Top 3 Projects/Initiatives in the Housing Sector:*

- Density – redefining the city/ options along the river in town and out of town
- Diversity of housing choice, students, aged, professional

### **Second Airport – Advanced logistics Sector**

- Hotel – key support for airport – ‘travellers and flight crew’
- Link from Airport to Penrith – initially cargo but most cargo comes in via passengers
- Cargo – storage in Western Sydney Employment Area, but head office in Penrith, Advanced Logistics technology
- Defence use portion of civil airfields, not stand alone – Defence hub Pitt Street/ Glenbrook/ Richmond
- Flight crew etc. – loft/ studio accommodation
- Offer ‘entertainment’ over our competition (Liverpool/ Campbelltown)
- Penrith is a ‘Lifestyle City’- build on sport and lifestyle
- Make an offer to a key airport/ airline player i.e. do a deal with Virgin/ Jetstar regarding logistics/ etc. Make it compelling to base in Penrith
- Package the offer for people to leave immediate airport
- Fly in / fly out services (medical/ lifestyle)
- Have an offer i.e. Produce/ food/ lifestyle/ conferencing/ events
- Provide ‘check in’ service in Penrith

#### *Top 3 Projects/Initiatives in the Second Airport – Advanced logistics Sector:*

- Strategic Alliance with stakeholders – target the key people/ firms i.e. airlines logistics/ support firms to base in Penrith
- Penrith ‘check in’ – bring people here to spend time
- Magnetic Cultural Precinct – Events/ Conferences

### **Health & Lifestyle Sector**

- Western Sydney Sports Stadium (multi precinct)
- Fitness & Health Festival (Corporate Games)
- Medi Hotels
- Penrith Ironman (Triathlon)
- Incentives for fitness events
- Invest in the River Master Plan (food and beverage) with transport shuttle to train station

#### *Top 3 Projects/Initiatives in the Health & Lifestyle Sector:*

- Stadium Sports Precinct
- River Activation
- Medical (medi hotel)

### **Retailing – City Sector**

- Restaurants & Cafes (High Street)



- Weekend markets (good quality)
- Entertainment facilities
- Street dining
- River restaurant precinct
- Mixed use in the City Centre
- Bring back night economy
- 'Medical' side (physios etc.) in the City Centre
- Online retailing – physical presence
- 'Virtual' shopping wall
- Boutique shops
- 'Collection' sites
- 'Entertain' while shopping
- 'Multi-dimensional' shopping
- Support local as well as larger community
- Smaller 'retail space' with housing further out – same day delivery
- 'Pop-up' Retailing

*Top 3 Projects/Initiatives in the Retailing - City Sector:*

- High Street Café / Restaurant Precinct
- Local shopping and entertainment experiences
- Virtual shopping wall

## **Creative and Digital Economy Sector**

- Blue Mountains – insular protecting their space
- More major cultural institutions from Sydney to Penrith – Powerhouse
- Lack of narrative in context of Digital Economy

*Top 3 Projects/Initiatives in the Creative and Digital Economy Sector:*

- Major Cultural Institution
- Branding: Identity, Magazine, Aspiration
- Digital catalyst, broadcast media hub

## Prioritised Projects/ Initiatives (*Worksheet 2*)

### Catalyst Sector

*What is needed?*

**River Resort** - Hotel/ motel, café, conference facilities

**Housing choice** –

- Student accommodation
- Accelerate Penrith Lakes for executive style housing
- Retiree Housing
- Urban housing for younger people

*Who is needed?*

**River Resort** - Key developer/ partner

**Housing choice** – Council – LEPs, Flood engineering

*Are there any barriers?*

**River Resort** – Flooding

**Housing choice** –

- Flooding/ evacuation for the Penrith Lakes/ River Precinct
- Night time economy
- Safer public transport, perception of lack of safety
- Fragmented ownership

*What are the accelerants or initial opportunities to deliver the project?*

**River Resort** - Market testing in conjunction with owner

**Housing choice** - Urban housing project around city park

### Global Education Sector

*What is needed?*

**Disaster Management Education** - Institute for Disaster Management (accommodation)

**Asian Education** - Public transport, integration of education sectors, Memorandum of Understanding (MoU) between participants

**Governance/ coordination – Listen/ Link/ Lead -**

- The Vision needs to capture the diversity of providers
- Practical opportunities to gain wins
- Civic pride/ reputation/ story
- Protection of intellectual property
- Attract intellectuals/ inventors, increase capacity

*Who is needed?*

**Disaster Management Education** - Major stakeholders:

- Emerging agencies
- SES, Defence focus, RFS Museum of Fire
- UWS TAFE, Schools, State Government Council

**Asian Education** - Major education institutions, Federal/ /State government/ Council

**Governance/ coordination – Listen/ Link/ Lead -**

- Forum that has authority, decision makers
- Community engagement/ educate community on options
- Partnerships with industry/ arts/ culture/ library etc., build capacity
- Self-directed learning, schools industry partnership

*Are there any barriers?*

**Disaster Management Education** –

- Stakeholder reluctance (silos), Lack of leadership
- Recognition of expertise/ credibility

**Asian Education –**

- Perception of lifestyle offer for academics/ teachers/ students
- Public transport
- Accommodation range and affordability
- Lack of lifestyle opportunities

**Governance/ coordination – Listen/ Link/ Lead -**

- Digital enterprise project already meeting – agendas
- Organisation culture, Institutional agendas Requires leadership Resources
- Not core business
- Protection of intellectual property
- Culture of KPI's, Science Park, Badgerys Creek

What are the *accelerants or initial opportunities to deliver the project?*

**Disaster Management Education –**

- Stakeholder agreement
- Review worldwide examples – research

**Asian Education –**

- Council facilitation of different parties
- Marketing/ promotion
- MoU between parties

**Governance/ coordination – Listen/ Link/ Lead -**

- Look at other examples e.g. Geelong, Geraldton,
- Free introduction to UWS Pensioners pass
- Bring community into university, listen, link, lead
- Land – providing resources to new companies – magnet for education – increase reputation/ capacity
- Werrington Business Incubator what is happening now?

## Housing Sector

*What is needed?*

**Density –**

- Incentives from Council
- Finding the right sites, collaboration
- Finding community (Camberay)
- Amenity (food, retail, play and open space)
- Walk proximity – clustering

**Diversity**

- Options to downsize
- A mix of housing premium and affordable, built product, energy efficient, close to options such as the river
- Making noise about our good schools
- Access to technology
- St Pauls, Penrith Anglican
- Talking up the Joan
- Talking about connections, understanding more about the market/ research, students, professionals, ARV model servicing
- Community economy
- Having housing with space for a service provider

*Who is needed?*

**Density**

- Investors, Developers
- People who want an alternative environment
- People who understand 'lifestyle' living
- Consultants/ professionals who can advise

#### **Diversity**

- Students/ international students
- Service/ care providers interested in a new model
- Developers interested in non-traditional models
- The Mayors, public office – talking it up and doing it differently

*Are there any barriers?*

#### **Density**

- Consumer mindset fearful of different housing forms
- Concerns about change
- Legislation and planning restrictions
- Infrastructure (public transport parking)
- Not the right amenity in the City Centre – shuts off at 5pm'
- Lack of lifestyle options and wine bars

#### **Diversity**

- Young people being able to afford to get into the market
- Mindset on traditional
- Transport/ connectivity (University Train Station)
- Capturing international students
- Challenging the bricks and mortar (attitudes to housing building)

*What are the accelerants or initial opportunities to deliver the project?*

#### **Density**

- Pilots/ examples of density done well (Newcastle and Cammeray)
- Putting ideas on exhibit (shopfront)
- Promoting the good story of areas such as Thornton
- Building in 'lifestyle'- coffee/ eating/ wine bars, activity below and above

#### **Diversity**

- Demonstration model such as innovative aged care
- Modular housing centre
- WELL precinct
- Incentives for international students
- Manufacturing opportunity to become a centre for modular housing

### **Airport scenario – capture value Sector**

*What is needed?*

#### **Strategic Alliance –**

- Alliance with SAC
- Target the relevant firms
- Identify their needs and our competitive advantage
- Government organisations – providing support service

#### **Magnetic Cultural Precinct –**

- International significant drawcard e.g. Guggenheim
- Some 'local' i.e. Australian and South Pacific Flavour
- Uniqueness
- Narrative as to why it is Penrith
- A suitable site

*Who is needed?*

#### **Strategic Alliance –**

- Champions
- Private sector
- High level political support
- International Partners e.g. China

***Magnetic Cultural Precinct –***

- Cultural institutions
- Politicians
- Arts community

*Are there any barriers?*

***Strategic Alliance –***

- Timelines uncertainty
- Distance from Airport

***Magnetic Cultural Precinct –***

- Geographical Inertia
- Funding
- Develop brand/ perceptions to overcome cultural snobbery

*What are the accelerants or initial opportunities to deliver the project?*

***Strategic Alliance –*** Relationships (Council sister cities etc.)

***Magnetic Cultural Precinct –***

- Partnerships to display 'storage' items from Art Gallery NSW or others
- Powerhouse who only have fraction of collections on display
- Regatta East

## Health and Lifestyle Sector

*What is needed?*

***Medical -***

- Medi Hotels
- Funding capital
- Research centre (Private fund)
- Tele health
- Continuing investment – private and state
- Acute care (Mental Health)
- Better executive living for specialists

***River Activation –***

- World class rowing facility
- Function/ Boat access
- Better transport link/ connections to the city
- Community bike scheme
- More parking
- Carpenters site as the pivot point
- Safer better bike links
- Masses with transport – 80/20 rule
- Green bus (free)
- Light rail Hospital to River on rail corridor (or shuttle)

***Stadium/Sports Precinct –***

- Multi-purpose Stadium (gym/pool/aquatic/therapy)
- Sports & entertainment
- More public and political support (including Western Catchment)
- Mulgoa Road and Infrastructure upgrade
- Professional Health/Sport/ Fitness Training

*Who is needed?*

**Medical -**

- Private Investors
- Treasury Support
- NGO (Partnerships)/ other sector Partners
- Medical Focused University (Clinical School)

**River Activation –**

- Council
- Open minded town planning (flooding)

**Stadium/Sports Precinct –**

- Trotting Assistant
- Council/ State Government/ Federal
- Panthers
- Public
- Media
- Tourism NSW

*Are there any barriers?*

**Medical -**

- NBN (State Departments Communication)
- Attracting Private Investment
- Private Public Partnerships

**River Activation –**

- Flooding
- Roads and traffic
- Parking

**Stadium/Sports Precinct –**

- Funding
- Formalising Land Tenure
- Infrastructure

*What are the accelerants or initial opportunities to deliver the project?*

**Medical -**

- High level political support
- More focus on Private Investments

**River Activation –**

- Development of the carpenters site
- Buses/ parking
- Parking first, as a stepping stone

**Stadium/Sports Precinct –**

- More political support
- More community support
- Infrastructure

## **Retail Sector**

*What is needed?*

**Virtual Shopping Wall –**

- A wall
- IT infrastructure (retailers & wall)
- Warehousing and logistical support
- Marketing and promotion
- Connectivity
- Location

**High Street Café and Restaurant Precinct**

- Between Station Street and Henry Street on High Street

- Traffic needs to be 1 way
- Cafes allowed out to the curb
- Services infrastructure
- Incentives

***Local Shopping, Entertainment and Arts***

- Pop Up Shops
- Designated spaces – flexible
- Connectivity between retailers
- Supporting experience (arts/live entertainment etc.)
- Laneway activation
- Safety and traffic control
- Public transport

*Who is needed?*

***Virtual Shopping Wall –***

- Retailers
- Technical support
- Software investor

***High Street Café and Restaurant Precinct***

- The right mix of operators
- Owner's education
- A forum to bring owners and tenants together
- Council support

***Local Shopping, Entertainment and Arts***

- Retailers (online, arts, and public artists)
- Retailers
- Entertainers

*Are there any barriers?*

***Virtual Shopping Wall –***

- Resistance from traditional retailers
- Funding
- Parking
- City Centre corporations and land owners communicate

***High Street Café and Restaurant Precinct***

- Approval barriers
- Suitable premises (old buildings)
- Services and infrastructure
- Land ownership

***Local Shopping, Entertainment and Arts***

- Need a “face lift” for areas
- Council – approval process
- Traffic and parking
- Funding

*What are the accelerants or initial opportunities to deliver the project?*

***Virtual Shopping Wall –***

- Seed funding
- Targeting existing online B12
- Who are the early adopters - incentives

***High Street Café and Restaurant Precinct***

- Get people living in the City Centre
- Get Council to develop based on social requirements (e.g. over 55s)

***Local Shopping, Entertainment and Arts - Mural competition***

### ***Major Cultural Institution***

- Expert and modernist
- Political will

***Branding and Identity*** - A series of 'perfect' days targeting different segments

### ***Catalyst for Digital Media***

- Infrastructure
- Magnet for creative hubs
- Broadcast
- Research
- Trigger

*Who is needed?*

### ***Major Cultural Institution***

- Arts Minister
- Western Sydney Minister
- Local Minister
- Western Sydney Cultural Ambassador
- Building Owner
- Engage Art Education

### ***Branding and Identity***

- Council
- Tourism
- Sponsors for the different days
- User generated content
- Trade and investment

### ***Catalyst for Digital Media***

- TV Broadcaster
- Telstra/ Samsung – research
- Internet gaming industry

*Are there any barriers?*

### ***Major Cultural Institution***

- Funding
- Politics

### ***Branding and Identity***

- Business doesn't understand social media and power of marketing
- Funding for a campaign

### ***Catalyst for Digital Media***

- Location
- Funding
- Interest – Identity value to anchor

*What are the accelerants or initial opportunities to deliver the project?*

***Major Cultural Institution*** - Art Prize for Modernism

***Branding and Identity*** - Tourism website for the City Centre and Perfect Day – every quarter

### ***Catalyst for Digital Media***

- Fair Go for the West
- Existing game retailers
- Free Wi-Fi

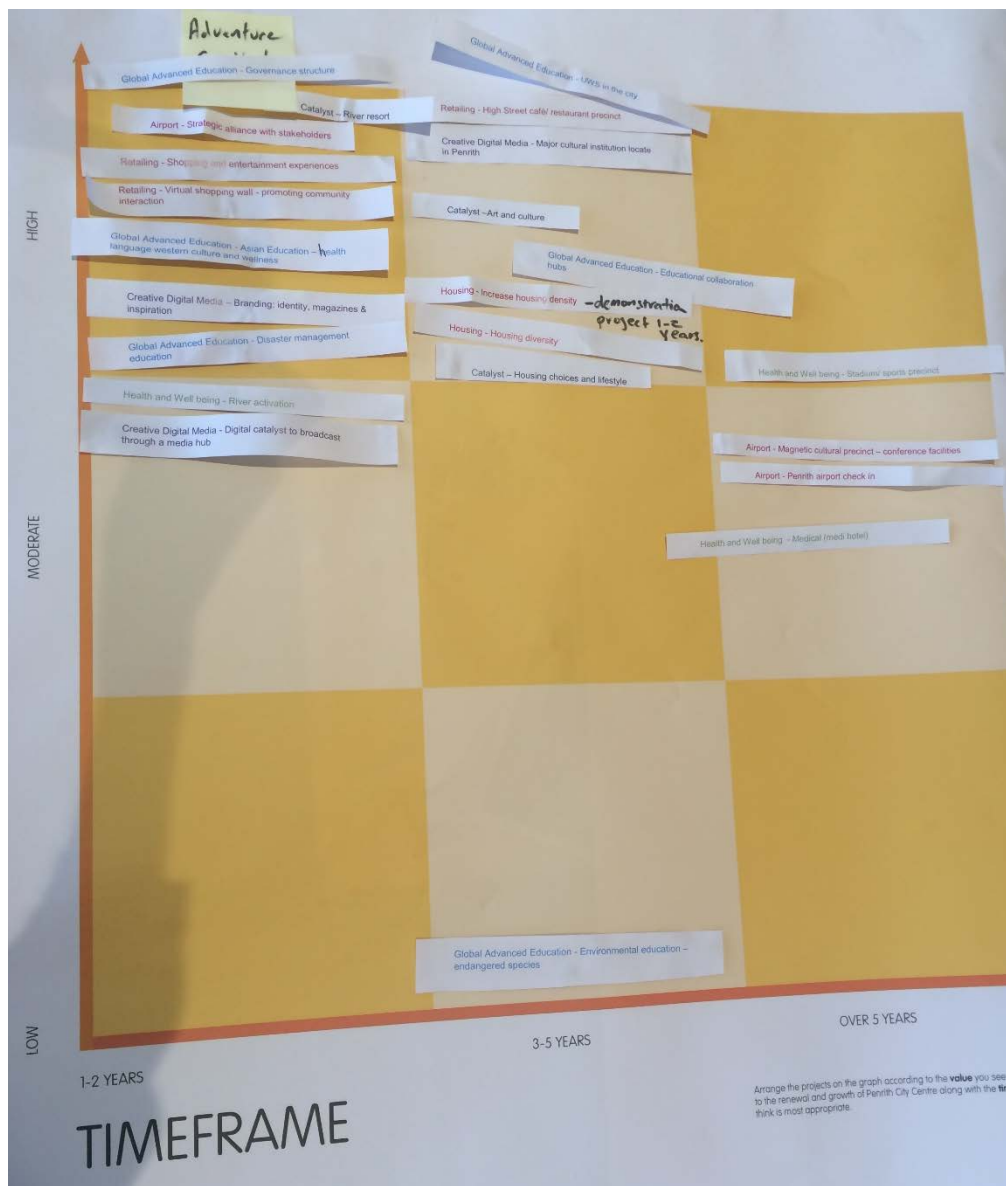


## Activity 2

With new table groupings each facilitator lead a discussion on prioritising the top 2-3 projects identified in Activity 1 in terms of the value that they could add and their timeline for delivery. Timeframes were divided into 1-2 years, 3-5 years and over 5 years.

There was a variety of responses, demonstrating the complexity of overlapping issues and diversity of views in which projects could add the most value and at what time they should be sequenced to instigate renewal. A group discussion was facilitated amongst all the table groups with the photo below summarising the results. There was a variety of opinions on how projects should be prioritised with the graph below not representing a group consensus, but rather the outcomes of a discussion.

Figure 5: Timeframe showing priorities from workshop discussion



## **Priority projects value and potential timeframes**

### **High Value**

#### **1-2 Years**

- Global Advanced Education – Governance structure
- Catalyst – River Resort
- Retailing – Shopping and entertainment experiences
- Retailing – Virtual shopping wall
- Global Advanced Education – Asian education – health language, western culture and wellness
- Creative Digital Media – Branding identity, magazines and inspiration
- Global Advanced Education – Disaster management education
- Adventure Capital

#### **3-5 years**

- Global Advanced Education – UWS in the city
- Retailing – High Street café/ restaurant precinct
- Creative Digital Media – Major cultural institution locate in Penrith
- Catalyst – Art and culture
- Global Advanced Education – Educational collaboration
- Housing – Increase housing density (demonstration project 1-2 years)
- Housing – Housing diversity
- Catalyst – Housing choices and lifestyle

#### **5 years**

- Health and wellbeing – Stadium/ sports precinct

### **Medium Value**

#### **1-2 years**

- Health and wellbeing – River activation
- Creative Digital Media – Digital catalyst to broadcast through a media hub

#### **5 years**

- Airport – Magnetic cultural precinct – conference facilities
- Airport – Penrith airport check in
- Health and wellbeing – Medical (medi hotel)

### **Low Value**

#### **3-5 years**

- Global Advanced Education – Environmental education endangered species

## Appendix A - Agenda Penrith Progression Ideas and Opportunities Workshop

Date: 8 August 2014

Time: 9:00am – 1:00pm

Location: Nepean Room, Level 2 Penrith Civic Centre, 601 High St, Penrith

<b>Time</b>	<b>Program</b>
8:45 – 9:00am	Arrive, tea and coffee is served
9:00 – 9:15am	Welcome, workshop objectives and context
9:15 – 9:45am	<b>Economics presentation</b>  <i>Overview of key findings from the preliminary economics analysis and sectors for Penrith to encourage growth and renewal</i>
9:45 – 11:05am	<b>Projects and initiatives responding to economic opportunities</b>  <i>How to implement and achieve projects and initiatives to stimulate growth and renewal</i>
11:05 -11:20am	<b>Morning Tea</b>
11:20 – 12:30pm	<b>Timing and value of projects and initiatives across all sectors</b>  <i>Prioritising projects and initiatives over time and in accordance with the value that they add</i>
12:30 – 12:50pm	<b>Future perspective</b>  <i>Future context and outcomes of the day</i>
12:50 – 1:00pm	<b>Conclusion</b>  <i>Next steps in the Penrith Progression process</i>

# THE PENRITH PROGRESSION ONLINE FORUM

JUNE – SEPTEMBER 2014

Web address for Online Forum: <http://ourfuture.com.au/our-future-penrith>



## Introduction

The Penrith Progression online forum was launched in June 2014 to consult with stakeholders and the community about how we can transform the heart of Penrith. The forum was created to build upon the planning and research that had already been done, identifying real projects, partnerships and capital investment to create local jobs. The forum was open to all stakeholders who had registered an interest to be part of the Penrith Progression (over 600 people). Participants were invited to join the forum through the Penrith Progression e-newsletter. Links to the forum were also posted on the Penrith Progression Facebook and Twitter accounts. The forum had over 39 responses and over 500 views.

Participants were able to provide feedback on the following six questions:

1. Tell us your bright idea for bringing people to the city centre
2. For a more inclusive city, what would make Penrith City Centre more accessible?
3. What would make you want to walk, cycle or use public transport more in Penrith City Centre?
4. What do you think of when you talk about 'greening' or improving the sustainability of Penrith City Centre?
5. What types of housing would make you want to live in Penrith City Centre?
6. What would attract residents of Penrith to spend more time in the Penrith City Centre?

## Forum Results

Participants were asked about their bright ideas for improving the city centre.

1. Tell us your bright idea for bringing people to the city centre
  - Closing off high street for Summer night markets
  - Using Allen Place car park for markets
  - Creating a pedestrian walkway from the Civic Centre through Woodriff Gardens to the river
  - Upgrades to the eastern side of the river
  - Free outdoor cinema nights on the river
  - Jazz evenings with food stalls
  - A light show on the Nepean River depicting the crossing of the Blue Mountains
  - Penrith CBD festival
  - Buildings where you can live, work, shop, retire and play
  - More high rise buildings with vertical and roof gardens
  - High rise residential
  - Reflect the State Government's desire to be a major regional city, sitting only behind Sydney and Parramatta in size and scale

- Create a night time economy
- Support the new airport with secondary businesses/services
- Affordable CBD housing for young people
- A Penrith *Vivid* festival
- Greater promotion of events within the city such as Hawkesbury Harvest markets and Lewer's Forage and Feast markets
- Re-locate the parking that will be lost for the City Park

2. For a more inclusive city, what would make Penrith City Centre more accessible?

and

What would make you want to walk, cycle or use public transport more in Penrith City Centre?

- A free bus service, similar to Perth, Kuala Lumpur etc.
- Improved shop facades and lighting to make pedestrians feel safer at night
- Create a lively 'cappuccino strip' with alfresco dining in a central hub. This would improve the feeling of safety day and night.
- Pedestrian networks connecting Thornton to the station and CBD
- Improved cycle ways in central locations such as High Street
- Improved traffic flow and designated cycle ways on Mulgoa Road

3. What do you think of when you talk about 'greening' or improving the sustainability of Penrith City Centre?

- Council offers recycling initiatives

4. What types of housing would make you want to live in Penrith City Centre?

- Apartments hidden behind and over shops
- Apartments with the bottom level reserved for public parking
- Housing should be mainly freestanding in Penrith's outer suburbs
- Townhouses and flats close to the station with sufficient parking

5. What would attract residents of Penrith to spend more time in the Penrith City Centre?

- Good coffee
- Wider variety dining options
- Increased accessibility between parking and the night time economy (laneways often dark or closed at night)

- High Street to become a corso of eateries, specialty shops and greenery
- Improved shop facades and some sort of “Penrith Shop’ branding
- Family friendly spaces down High Street with cafes, music and less discount stores
- Turning Panthers into more of a ‘Lifestyle Precinct’ and Thornton’s ‘Canal Precinct’ proposals are good examples
- Being able to live and work within the City, more housing options and jobs to bring density
- Revitalising the restaurants and cafes in High Street
- Building low rise residential apartments above High Street shops to increase density and safety
- Increased safety at night time, more police patrols
- More alfresco dining
- More employment options in the area – more workers = more people around and the amenities will come with this
- Create a large entertainment centre like Acer Arena but on a smaller scale
- Create an indoor sports centre
- A database/website of local groups and activities, something to do apart from shopping in Westfield
- Better car access and parking
- More outdoor entertainment and small restaurants with different food options
- Turn Riley Street into a ‘restaurant promenade’ – Close off the street and relocate businesses under Hoyts to encourage a wider variety of restaurants

## Survey – City Typology

As well as the forum questions, participants were surveyed on the type of city they thought Penrith should become. These city typologies have emerged from the project through workshops and other consultation. Participants could select up to three ‘types of city’, the results were as follows:

City Typology	Votes
<b>Collaborative</b> Enables communities to share assets (such as spaces, cars, skills and utilities) to create a stronger, healthier, more connected community	2
<b>Networked</b> Based on the idea of leveraging the relationship between more than one centre to make the region or connection competitive	6
<b>Diverse</b> Embraces a broad range of uses and users to achieve social, cultural, demographic and economic robustness	2
<b>Inclusive</b> Based on economic, social, environmental and culturally sensitive policies that allow every aspect of the city to improve	3
<b>Vibrant</b> Competes for people and investment by thriving as an active, engaging and prosperous city	7
<b>Lifestyle</b> Has a focus on quality of life	9
<b>Knowledge/Talent</b> Nurtures knowledge creation and dissemination	2
<b>Healthy</b> Considers causes, effects and solutions that relate to population health, sustainability, natural resource management, transport, climate change and urban design	6
<b>Digital</b> Combines broadband and infrastructure and innovative services to meet the needs of citizens, employees and businesses	3
<b>Innovation</b> A city at the forefront of inventing and introducing new ideas, methods or products to the way we work, live and play	5



## Conclusion

The forum collected some fantastic new ideas, and a number of ideas that build on the opportunities identified in previous consultations. Diversity in terms of housing, arts and culture, entertainment, dining options, a night time economy and connectivity have been key themes across all workshops and focus groups. There is a strong desire to create a more vibrant city, by increasing density and activity within the centre. Accessibility and connections to key activity nodes (i.e. Penrith Station, CBD, hospital, university, Nepean River and Thornton), for pedestrians, cyclists, and public transport has been identified as an area that needs improvement. The perception of safety at night has also been identified as key issue that deters people from the city centre. When asked what type of city Penrith should be, participants chose lifestyle, followed closely by a vibrant city. Interestingly, this is the same result as when the survey was done at the economic and place shaping focus group meetings.

Thank you to all who participated in the online forum and survey. All ideas have been taken into consideration, and will help to inform the Economic Masterplan and Place Shaping Framework.

# PENRITH PROGRESSION FINALE

10 DECEMBER 2014



## **Health Precinct**

- Issue of attracting doctors to day surgeries
- Good idea to have presence in city Centre – allied or community health would be preferred rather than a hospital which could compete with Nepean Hospital.
- Location – traffic concerns. There is an expectation for staff to be able to park close to the hospital. As a user – the precinct is disjointed by the rail and not easy to commute by public transport.
- Specialists won't be attracted until housing and lifestyle opportunities are established.
- Approaches were from overseas with up-market specialised hospitals, medi-hotels and convalescence facilities
- Allied health and private hospitals will be encouraged.

## **Commerce and Education Precinct**

- Good central and easy access – a link proposed for campuses of UWS and TAFE
- Question about proposed ring road. Ring road should be further out – away from city centre.
- Need to engage with TAFE and UWS (we are not about diluting other campuses)
- Commercial core around station – unresolved.

## **Central Hub Precinct**

- Limitations having parking underneath the park?
- Getting more people into Penrith – more money to be earned in the City – have we looked at the types of jobs and levels of income – higher level jobs?
- Investment and aggregation of capital – silos – community organisations. Is there future in the plan? Need to work with big players but might miss the community organisations.
- Projects have synergies and relationships
- Viable and diverse
- Demographics – what percentage in LGA are from overseas. 14% of people come from non-English speaking backgrounds.

## **Nest Stage Living Precinct**

- Conscious of quality of what's offered – mix of people – growing number of single women who can't afford to purchase. Design needs to be clever so there are no ghettos or enclaves for the rich.
- An opportunity to extend to east between Tindale and Lethbridge Streets
- A huge shortfall in Penrith. Done well in Mornington Peninsular and Wollstonecraft. Key to success is not having dormitory style, having mix and surrounding infrastructure. Need social, recreation, commercial, easy access to support systems.

- Local Government on one side of coin, and developers on the other side – need to create an environment to make it happen.

## **Culture and Community Precinct**

- Penrith doesn't have a town hall – a place to connect people and present.
- Federation Square model – space is successful. More culturally focused.
- American standard problem – restricts the market place. Park is breathing place and somewhere to sit and rest. Cultural space is distinct – intense and active.
- Where would big events (like carols by candlelight) take place?
- Mixed use, social amenity – areas need to be vital and commercial all the time as well. Interactive activities.
- Intersection of Mulgoa Road and Great Western Highway very busy and noisy
- Elderly – how do they get to these cultural precincts?
- Regatta Centre attracts international people – a lot of residential facilities are booked all the time – has this been considered?
- Airport will bring visitors – need to attract people – need to have a big space that makes a statement – buildings and areas for meetings and gatherings.
- How is JSPA linked to these areas?
- Mix of activities will help
- Curating the space

The **Justice Precinct** and opportunities in the **Advanced Logistics / Advanced engineering, Manufacturing and Construction** sector was overviewed by Ruth Goldsmith.