

THE GATHERING - KEY FINDINGS

8 May 2014



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Gathering of Participants

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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.

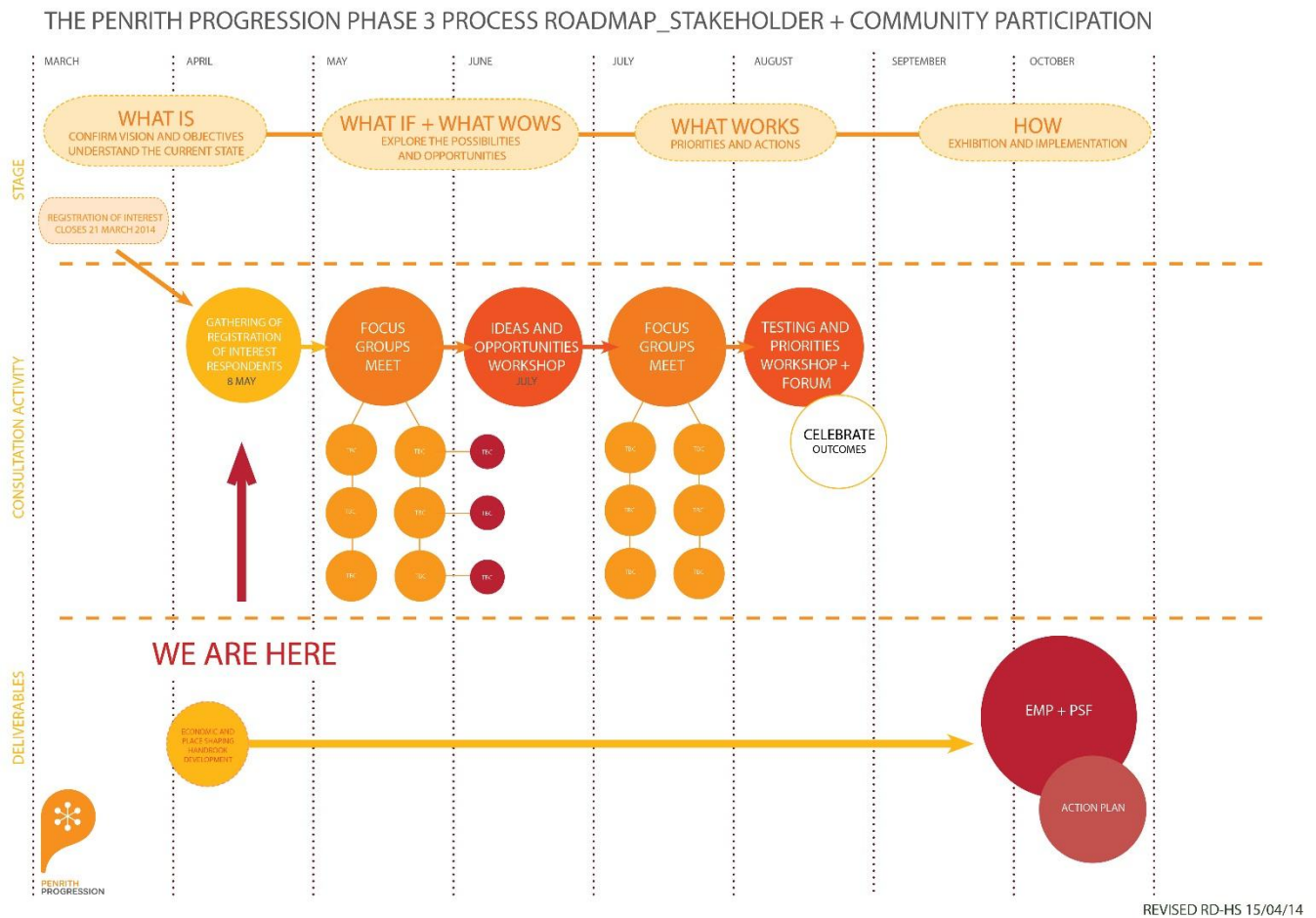
The second half of the session included two activities in table groups. The first focused on issues and defining the outcomes for success. The second was a World Café where participants were able to sit on two topic tables and discuss the issues, strengths and opportunities for improvements in further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



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, 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 20th 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)
Jobs closer to home	15	16
Slow investment	14	7
Lack of identity and clear future direction	13	9
Traffic congestion/inadequate public transport	15	10
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		1
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.

Sustainability Pillar	Outcomes for success identified
Economic	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

Sustainability Pillar	Outcomes for success identified
Social	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 wifi
	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

Sustainability Pillar	Outcomes for success identified
Environmental	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

Sustainability Pillar	Outcomes for success identified
Governance	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

Issues	Strengths	To be improved
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	The raw/gritty nature – this can help shape our identity	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.	Riley Street eatery area	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	Hospital	Lack of access across the river
Need to have activities and services that complement residential living e.g. parks, leisure activity, cultural stuff etc)	River	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	Train Station	Need good restaurants
Cost of constructing residential parking for the development of apartments – issue of underground car parking hitting the water table	Jamison Park	
Setbacks in High Street to accommodate outdoor dining for cafes and restaurants – issues with heritage properties causing a constraint to setbacks	University and TAFE	
Limited linkages between north and south of the city centre	Cultural facilities – e.g. Joan Sutherland Theatre – however limited exposure	
Parking	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	The Lakes	

Attracting Business in the City

Issues	Strengths	To be improved
The look of the City affects people's confidence	State Government Services within the City	Get rid of low rise development (small piecemeal ownership)
Non entrepreneurial culture – people sit and wait – need education to change attitude	Wide Streets (good vehicle movement and parking)	Upgrade old buildings (paint and promote business)
Encouragement of start-ups is lacking	Penrith City Centre Association – guiding small business	Eyesores to be rid of
Lack of techshop (joint hardware) to attract start-ups	Infrastructure	A green city – vertical gardens and rooftops
Perception that Council and Land Lords is non business friendly – need assistance for small business	Sense of community and pride	Need to attract big business
No uniformed vision within the city – need incentives to expand retail and complementary shopping	NBN	Taller buildings
Grouping of industries	Willing and available workforce	NBN – more help and understanding to business
Need to create an easier process for fitout (Council)	Plenty of scope for redevelopment	Improve transport and traffic flow
Size and design of buildings in High Street	Wide streets	Mini shuttle bus (free) only around the city
Sleazy retailers (tattoos/ sex shops)	Health community – bring together all the services in the city centre	Focus and condense medical facilities
Need more parking	Local	Incubate retail to generate precincts (Council)
Traffic congestion – takes too long to get in and out – need one way streets and angled parking	Passionate community that want stuff	Community Green Zone
Need businesses that we want to use	Recent growth	More wedding venues
Risk capital	Access to Sydney via Westconnex	Better accommodation
Creating jobs	Creative fringe	Accommodate the West, Southbank style accommodation on river
Need more age diversity of entrepreneurs – need to attract 18-35 year olds	New mind – new approaches	Private Boarding School
Need to create opportunities – not wait for them		Need to attract business growth – lack of ambition
Concentrate business in the city centre – start to live and eat there		Need a good eat precinct
Not having a story or vision		
Lost many large employers in the last 15 – 20 years		
Need more business and workers in the city – more qualified staff		

Investment and Development in the City Centre

Issues	Strengths	To be improved
Need better public transport	Open space	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	Street is your garden	How do we development it?
How will the airport affect the city?	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	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?	Train service is excellent	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.	Close to the river – unutilised resort around CBD and river need bike lanes, cafes etc	Shared space for entrepreneurs – mix ideas with experience and money. Business mentors and hubs.
Need to widen the Main Street	Council led the way on revamping High Street (pop up park) – would have preferred it to be permanent not temporary	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	Council is approachable to discuss change and improvements	Need to become more vibrant
Need more places to go		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		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		No where to stay – bring in accommodation
Need to bring more students from UWS and TAFE into the city		No access to NBN when ready for it
Need a shared 'tech shop' e.g. San Francisco in the city		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		Family friendly restaurants to support existing businesses

Issues	Strengths	To be improved
There are few people investing in the city centre		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		Lack of parking
Poor amenity of High Street – can we close streets and have a market lifestyle like The Rocks in Sydney?		Easier to get around in a car than the walk within the city
High Street worked well until Westfield opened		Need more signage on arcades and way finding to parking
Nothing for people to do – RSL needs more competition		Penrith is a car city
Need people living in the CBD		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		Over 55's villas for elders e.g. Old Council Chambers building



Working and Jobs in the City Centre

Issues	Strengths	To be improved
Slow roll out of NBN	NBN digital economy strategy – although it is not well known	Old town, ugly shutters, older landlords
Difficult to market to outside business	Access to train station	Need signage to the river and activities to activate
Building design – does it support and encourage co-working?	Ability to distinguish Penrith from other city centres (e.g. Health and Education)	Health – better health care in homes (tele-health)
Small landowners, not a lot of movement for landowners/ investment	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	Could install light rail on High Street to health hub
Upstairs tenancies are not suitable – at the moment they are brothels or storage	There is better signage on the M4	Digital economy – need an arts hub, work hub, more wifi – with high amenity – need more forums for businesses to discuss opportunities
Need a community hub – not enough destinations in the city centre	River as a destination, soothing, place to stop and revive/ recharge	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	University, hi-tech, 3D, NIDA moving to UWS, engineering, computing and maths	Better transport network
Mindset in Penrith is that it is too far west	Relatively flat	Need to attract knowledge workers
Young professionals and families are moving in but have to travel back into Sydney for work	Affordability of premises	Leverage current arcades, green space and other areas to reshape the city centre
Lots of trade based jobs do their work in the city	Large local labour force	Need to focus on pedestrian activity – integrate High Street and Westfield
Lack of economic differentiator to open a business in the city centre	Close proximity of most needs	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	Lifestyle for locals	Accommodation in the CBD
Parking for staff is an issue – the city has proved not viable for hubs due to parking	Large employer of hospital which is continually changing and expanding	Need to create a 'Lifestyle City' 'Water City' needs to be capitalised on – career choices are based on desire for

Issues	Strengths	To be improved
		'lifestyle'
Limited feasibility for mixed use in the city centre	Airport will attract more residents, businesses and culture	Investment into research and smart manufacturing facilitated by university
Isolated river precinct	Specialist vet technology and manufacturing in St Marys	Increase density of housing
Too much insular business – need to collaborate in hubs, interaction with similar businesses	Penrith's broadcast during racing at the paceway worldwide	Penrith needs to distinguish itself from other regional cities
Lack of funding for developments		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		
Penrith is an ugly town – need new signage and to clean up streets		



Getting Around the City

Issues	Strengths	To be improved
Connectivity between bike paths and footpaths – need better connections – challenge to become a useable network	Flat city – good for bike paths, accessible modes of transport and safe accessibility network	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	Train Station	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	Coffee Shop at the river is extremely popular – could have cycle paths, walking paths, exercise infrastructure to promote healthy living, good shade etc.	Get rid of the ugly driving range
Station car parking inadequate – greater potential for parking on southern side of station	Use the river for transport	More attractive to walk – safer, higher amenity
CBD road layout needs to change to support different types of development	Joan Sutherland – could be further improved to create a meeting place	More light at night
Jane Street bypass	Walking is ok – Emu Plains to St Marys	Regional parking near the river
No all day parking for workers	Bike track is brilliant	More seating and rest points
Victoria Bridge too narrow	The laneways configuration is good for connections	Car fee CBD
Emu Plains Station awkward to get to	Increasing housing density in the city centre	Free parking?
Need an overhead connection over the rail line		Pedestrian bridge from Station to Plaza and Thornton
Connections around a Green Park/ Central Park – to promote pedestrian activity		Periphery parking – but only with good links
Need connections along Woodriff Street		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		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		Jobs in the city centre to reduce driving
Need more parking at the hospital		Canal system to connect to the river
More parking at the CBD (free or not?) More parking needed for grocery shopping		Put bus terminal underground at Penrith Station
Traffic at Worth Street and Union Lane intersection		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		Water features to attract people to gather

Issues	Strengths	To be improved
Jane Street intersection is very poor		Light rail
Need disability access to all areas		Widen footpaths and cycle lanes may lose parking
People travel to work outside Penrith		Link Penrith Rail to Badgerys's Creek
Drive to Penrith Station vs. bus to Penrith		Developers pay for public transport
Penrith is hard to get around		Need education initiatives around bike riding
Difficult access for the elderly and disabled		Need exercise stations and paths along the river
Things are dispersed and difficult to work to all activities, functions and services		Need more scramble crossings
No appeal for the pop up park		Close some roads to vehicles
Hard to cycle into the city centre – insufficient infrastructure		Intersections take too long
Footpaths need to be improved		Improve and install more bus shelters
Traffic lights at Mulgoa Road		Footpaths should be updated
Need more commuter parking		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		Need pedestrian crossing near the courthouse
Need connections to the surrounding areas e.g. Kellyville, Windsor		Remove barriers between the station and destinations in the city centre
City centre is too inwardly focused around the Plaza (Westfields)		

Greening the City Centre

Issues	Strengths	To be improved
Need more walkways and cycleways	Mondo	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	Jamison Park	Green the city centre – put parking underground
Sprawl is not supported	Lakes	Connect north and south with green linkages
Securing land for open space, funding and making it happen	River – restaurants, cafes, walking	High Street needs to be amalgamated with higher buildings
Land ownership is fragmented, not a shared vision		Need friendly spaces
Traffic and parking – need decent public transport	Foot of the Blue Mountains, gateway to and from the west	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	Natural environment	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	Opportunity to link the parks Lots of room and potential	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

Issues	Strengths	To be improved
		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

Social life in the City

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

Issues	Strengths	To be improved
		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

Issues	Strengths	To be improved
Example of a City with a good story/ identity – Adelaide? Munich, Vienna, Christchurch	Proximity to the Blue Mountains and River, features characterise the areas	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	Historical aspect – Coreen Avenue mansions, many heritage buildings, need showcase for heritage past – maybe a historical tour Heritage is positive and negative	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.	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	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	Potential	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'	Lot of space at neighbourhood level – potential to reduce surface parking to compress the city	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.	University	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	Hospital	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	Sporting facilities	Need more parks – ADI site for a regional park
Haphazard design and planning, plaza, centro, heritage buildings etc	River	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	Evan Street view	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	Penrith Markets – has great energy – Photography project, can speak with artists	Social education is required to improve treatment of public domain e.g. anti littering campaigns

Issues	Strengths	To be improved
Cycleways are there by locals aren't cycle aware	Hawkesbury Harvest on Saturday – great grower's market but need to increase stalls	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		More cafes like Henri Marc
Westfield is inward looking		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

Issues	Strengths	To be improved
Penrith doesn't have a university campus in the CBD	Lewers Gallery	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	Joan Sutherland Theatre	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	UWS campus	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	Hospital – connection with Sydney University of positive	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)	TAFE within city centre – a building block	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	There are lots of services in the City Centre, core is reasonably compact, it is flat so easy to walk from car park	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	Bus/ rail interchange	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	Vacant land has potential for development	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	WELL precinct	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

Issues	Strengths	To be improved
activities – it doesn't need a lot of money just some alternatives.		education
Accessibility and transport into the CBD is constrained	Link to the river, water cycleway	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	Council, library and Joan Sutherland Theatre being collocated – near Plaza	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	Growing area of service demand – ageing population has sparked industry – will attract more jobs, same with disability – specialist services	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	Sapphires Café at Glenmore Park	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	Exercise equipment – need more of this closer to the city centre	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	Headspace is good, close to the Plaza but no youth friendly GPs, there is no safe place for homeless youth to go	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	Penrith has a diverse range of medical services and medical options – they are just not directly connected	Paid parking should be considered – every other city centre has paid parking
Cycleways are not practical for	Library	Any new infrastructure needs

Issues	Strengths	To be improved
all but are important to get people into the city – need alternative options though		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	Flat city	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	You can live, work and eat at High Street – there is currently a lot available at High Street	Use solar power more, have innovative places that play music as people come through it.
Some shop owners require more training in customer service	Riley Street restaurant precinct is working – creating a safer vibe	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.	Tattersall's pub redevelopment is great – but awareness and activity around it is slow	There is not enough hotels and short term accommodation. Need conference facilities.
Accessible parking needs to be considered for people with disabilities		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		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)		River and lakes connection back to the CBD.
High Street currently doesn't have a positive identity – need to support trail blazers and entrepreneurs		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		There is educational disadvantage in Penrith – however potential to 'grow your own' graduate through working with schools.
Health care regions are		

Issues	Strengths	To be improved
disconnected – could collaborate and integrate more		
The 'pubs and clubs' mentality has damaged Penrith's opportunities for a diversity of cultured places to go out		
The type of housing may discourage youth to stay – not many options		
These isn't a sense of urbanity in Penrith – the life of the big city takes people away		



Future of Penrith

Issues	Strengths	To be improved
People designing around 20 th century government organisational structures don't understand how things are changing – they get left behind	Networking technologies	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.	Developers and investment trusts are starting to think what's next	Need to provide health facilities and start to take leadership to deliver sustainable healthcare
We lack diversity in housing and diversity of people	High Street – space available to be used	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?	Young population	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	Can increase diversity	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?	Opportunity focuses on the city centre	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

Issues	Strengths	To be improved
		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.

Bright Ideas
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.

Bright Ideas

Disabled parking along High Street as there are a lot of people that cannot get walking frames and some people cannot walk more than 25-30m so that stops them from shopping in High Street.

Clumping Services shops, banks and post offices together and more Government services (state and federal).

Future proof the CBD to account for future climate predictions. Cool spaces – trees, greener, water, shade structure.

Make people want to live and shop in Penrith.

Vandal proof bubblers on walks and parks.

Left hand turn lanes when planning intersections.

Graffiti removal particularly at stations.

Energy efficient garden high rise.

Multi storey car parking with hanging gardens and roof top gardens.

Garbage bins close to shops

Glenmore Park access to freeway over the central drainage channel.

High Street Amalgamation and high rise with connections between shops.

Shops over the rail line to join north to south.

Encourage height over ground cover (more green space).

Grass on parks and footpaths (not weeds).