

PENRITH PROGRESSION

THE GATHERING

8 MAY 2014



PENRITH
PROGRESSION

.....●

WELCOME

PENRITH MAYOR, CR ROSS FOWLER OAM

CHAIR OF PENRITH BUSINESS ALLIANCE, PAUL BRENNAN

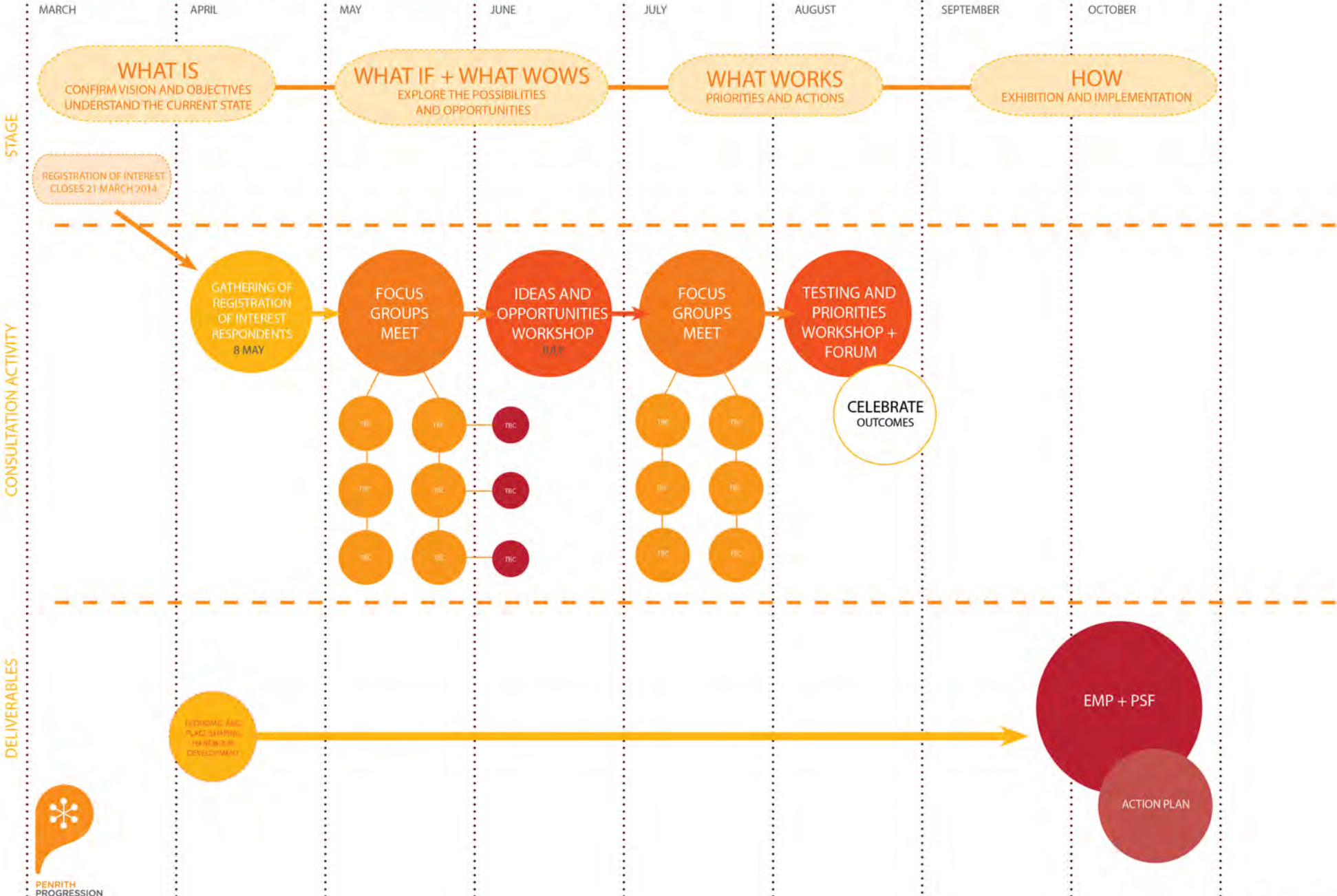


**PENRITH
PROGRESSION**

AGENDA

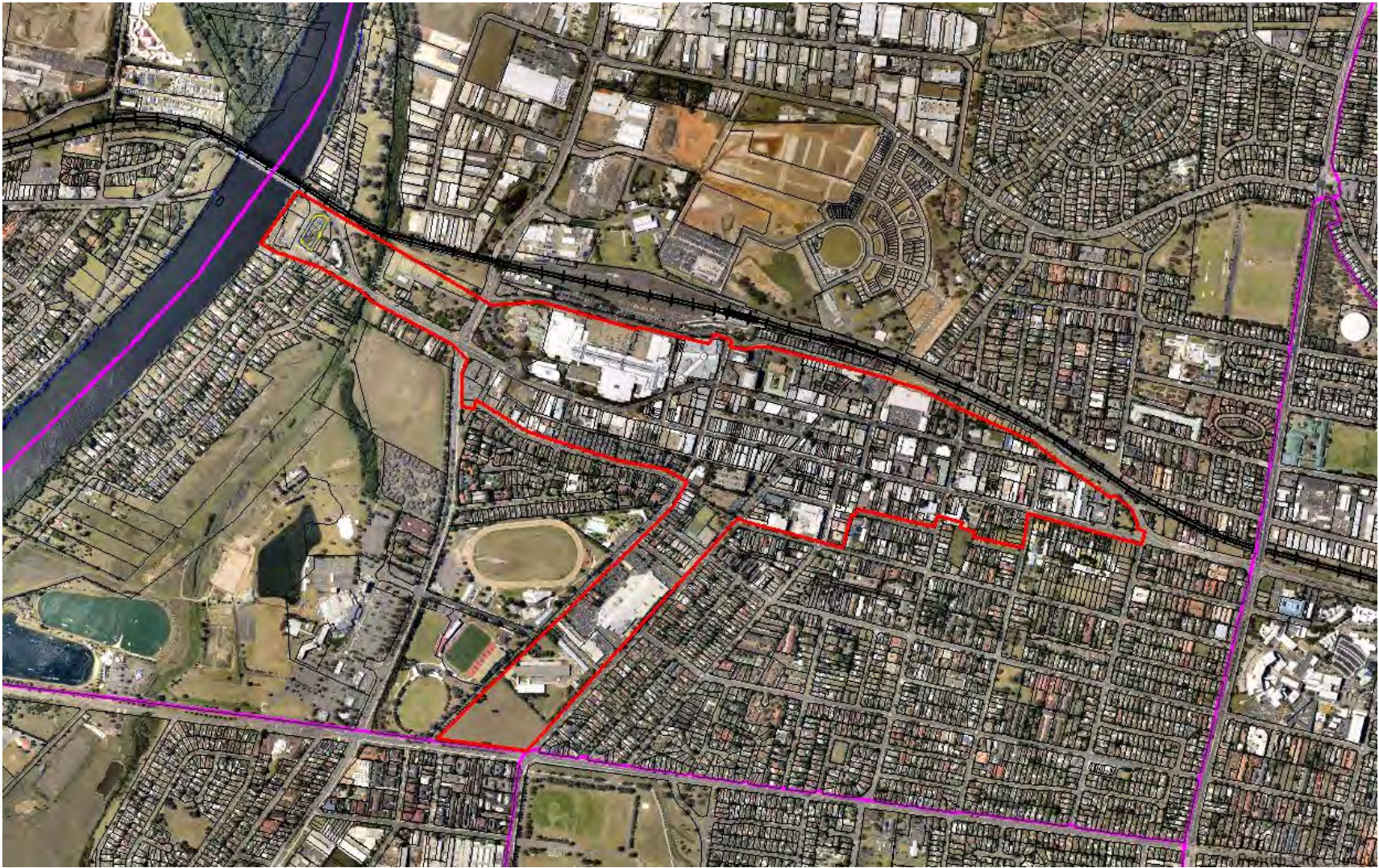
Time	Activity	Presenter
9:00 – 9:30am	Arrival	
9:30 – 9:40am	Welcome	Penrith Mayor Cr Ross Fowler OAM and Chair of Penrith Business Alliance, Paul Brennan
9:40 – 10:00am	Introduction and work done to date	Mike Day, RobertsDay and Ruth Goldsmith, Penrith City Council
10:00 – 11am	Looking forward – Penrith into the future	Michael McAllum, Global Foresight Network
11:00 – 11:15am	Break	
11:15 – 11:50	Activity 1 – Outcomes for success	Mike Day
11:50 – 12:45pm	Activity 2 – World Café – impacts on growth and vitality	Mike Day
12:45 – 1:00pm	Next steps	Mike Day and Ruth Goldsmith

THE PENRITH PROGRESSION PHASE 3 PROCESS ROADMAP_STAKEHOLDER + COMMUNITY PARTICIPATION



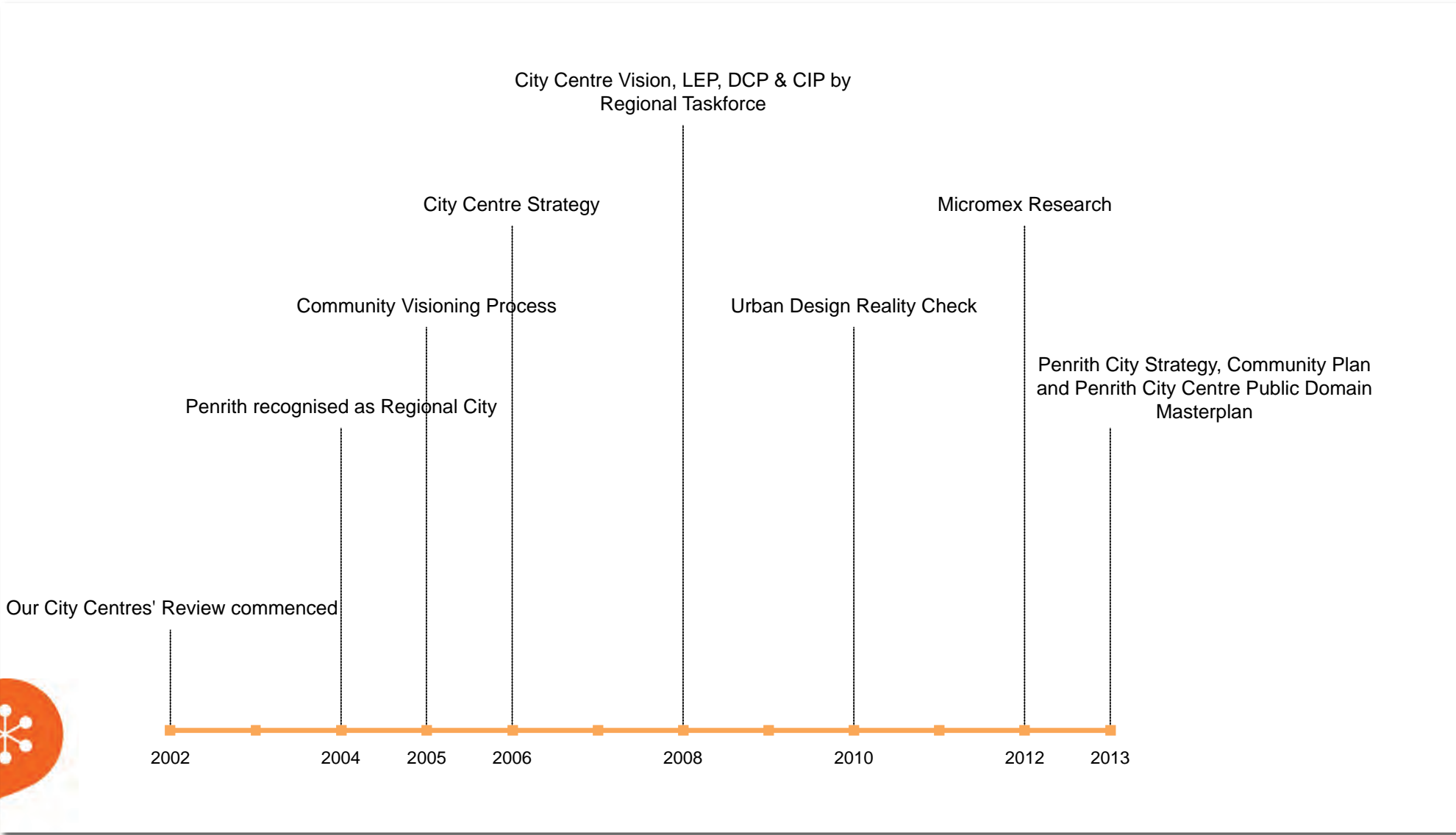


LOCATION PLAN





TIMELINE



'OUR CITY CENTRES' REVIEW 2002- 2006

Review of the vitality and viability of the City Centre commenced in December 2002.

The Review was undertaken in two stages:

Stage 1: Community consultation to develop a community vision for the city centre
(Community Visioning Process)

Stage 2: Technical studies to provide analysis of current systems and the development of strategies (City Centre Strategy)



Penrith City Centre Vision



The words on this page have come from the people of Penrith. They have been developed by the Penrith City Council in a community consultation process called 'Our City Centres' that listened to the passions and concerns of the many different people who live, work and play in Penrith City Centre.

Current Issues

- Lack of identity and clear future direction
- Traffic congestion / inadequate public transport
- Lack of quality public spaces and greening
- Lack of leisure options beyond shopping
- Lack of arts/culture presence
- Becoming a divided city: 'haves' and 'have nots'
- Under-representation of marginalised groups - addressing their needs and creating opportunities for cultural visibility, e.g. indigenous community, young people
- The natural environment is not reflected well in the city centre

Strengths

- Has all the conveniences of a city
- Relaxed pace of life
- Transport hub
- Access to unique valley setting, river and mountain
- Good climate
- Town Centre Management

Vision

Penrith City Centre is a vibrant, forward-looking regional centre that provides the best of urban and rural opportunities for all

Principles

- We are a city for everyone
- We are safe, attractive and healthy
- We have a strong and evolving sense of self
- We are open to positive change and continual learning
- We respect our past
- We foster innovation and creativity
- We respect and nurture our environment and our assets
- We are committed to a collaborative approach to governance
- We provide leadership to the region

Values

- Integrity
- Justice
- Tolerance
- Connection
- Courage
- Generosity
- Sustainability

Opportunities

PLACE

- Create a more people & pedestrian-friendly CBD
- Create stronger mixed-use public domain places
- Establish a distinct, people-friendly city square
- Improve attractiveness of streetscape
- Encourage residential development in the city
- Strengthen connections to the natural landscape

PRODUCT

- Expand business/commercial mix to better reflect regional role
- Expand night time entertainment options
- Create a café/restaurant precinct

PROGRAM

- Develop creative partnerships that celebrate the diversity and culture of the people of Penrith
- Promote benefits of the city centre to Sydney business
- Build governance relationships between council and the city stakeholders

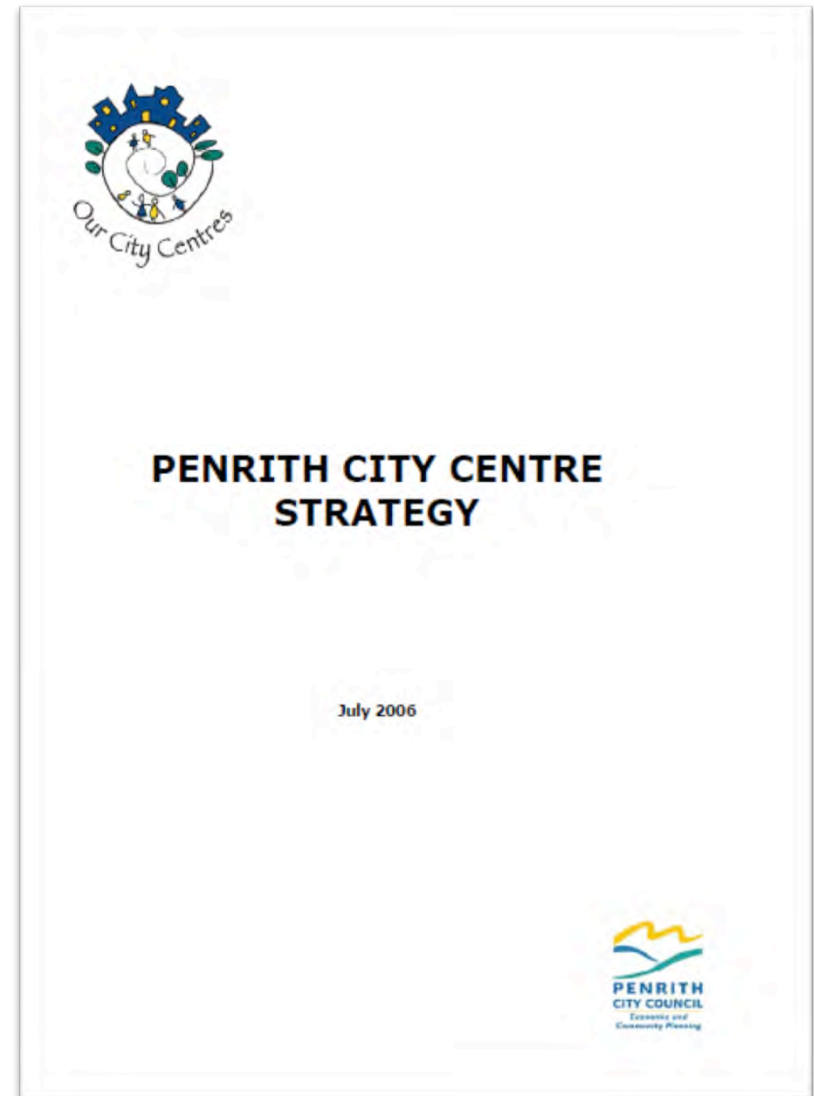
Penrith City Centre will be

- A soulful city with a proud sense of place and past
- A safe, clean, social place where people want to go
- A vibrant, contemporary retail centre
- A major transport hub and an easy place to get around
- A gateway destination for tourists exploring the region
- A regional centre for arts, culture and leisure activities
- A one-stop shop for business services
- A place to live and work in close proximity to natural beauty
- The leading city in outer Western Sydney



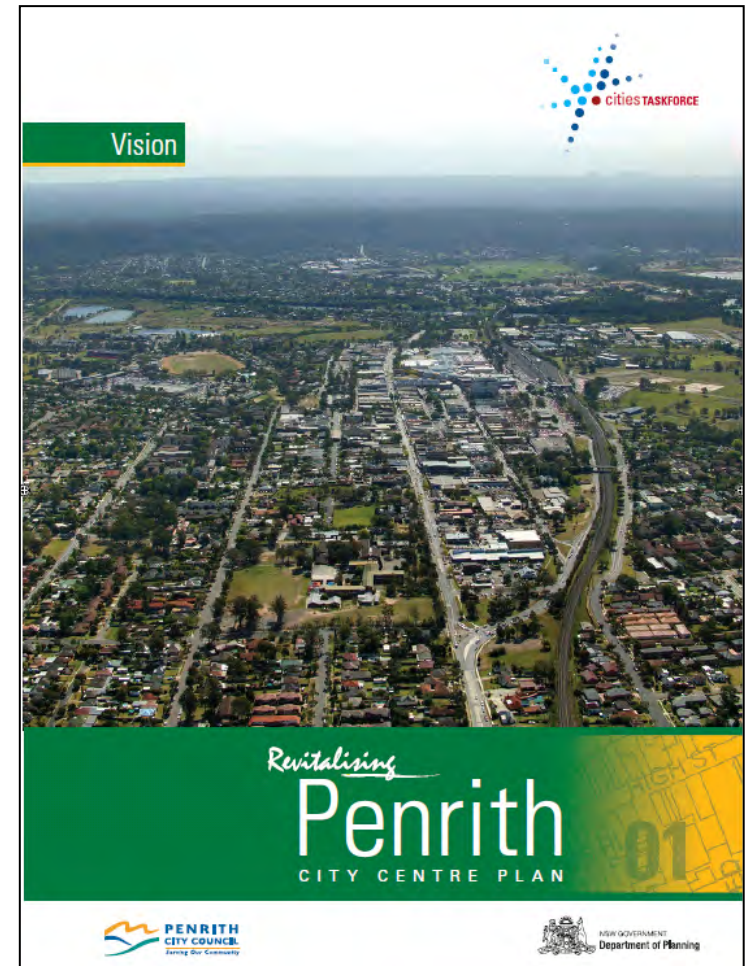
PENRITH CITY CENTRE STRATEGY (2006)

- Identifies the actions required to deliver key directions
- Provides future planning direction and a set of principles for the development of the city centre.
- These principles informed the work undertaken by the Regional Cities Taskforce and informed the development of:
 - the City Vision;
 - Penrith City Centre LEP (2008);
 - Penrith City Centre DCP; and
 - The City Centre Civic Improvements Plan (CIP)



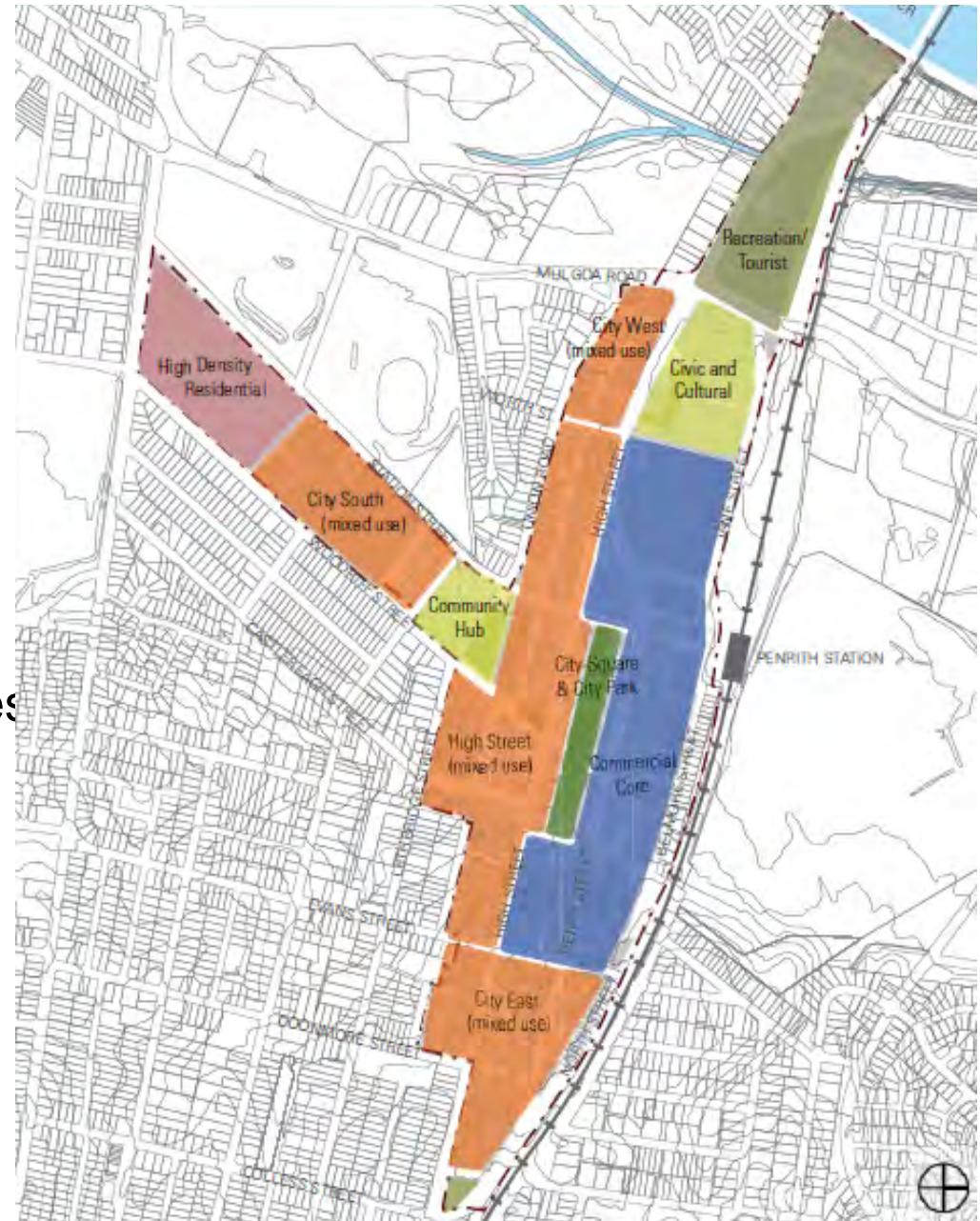
PENRITH CITY CENTRE VISION (2008)

- Includes an action plan to facilitate the city centre's growth. Key actions include:
 - promoting office development in the commercial core with appropriate planning controls
 - promoting Government office accommodation options for the city centre
 - investigating options for the development of a city park, and
 - developing strategies, involving TAFE and UWS to add educational facilities in the city centre.



CHARACTER & ACTIVITY PRECINCTS

- High St Mixed Use
- Commercial Core
- City East/Mixed Use
- City South/ Mixed Use
- High Density Residential
- Civic & Cultural Precinct & City West Mixed Use
- Community Hub
- Recreation/Tourist

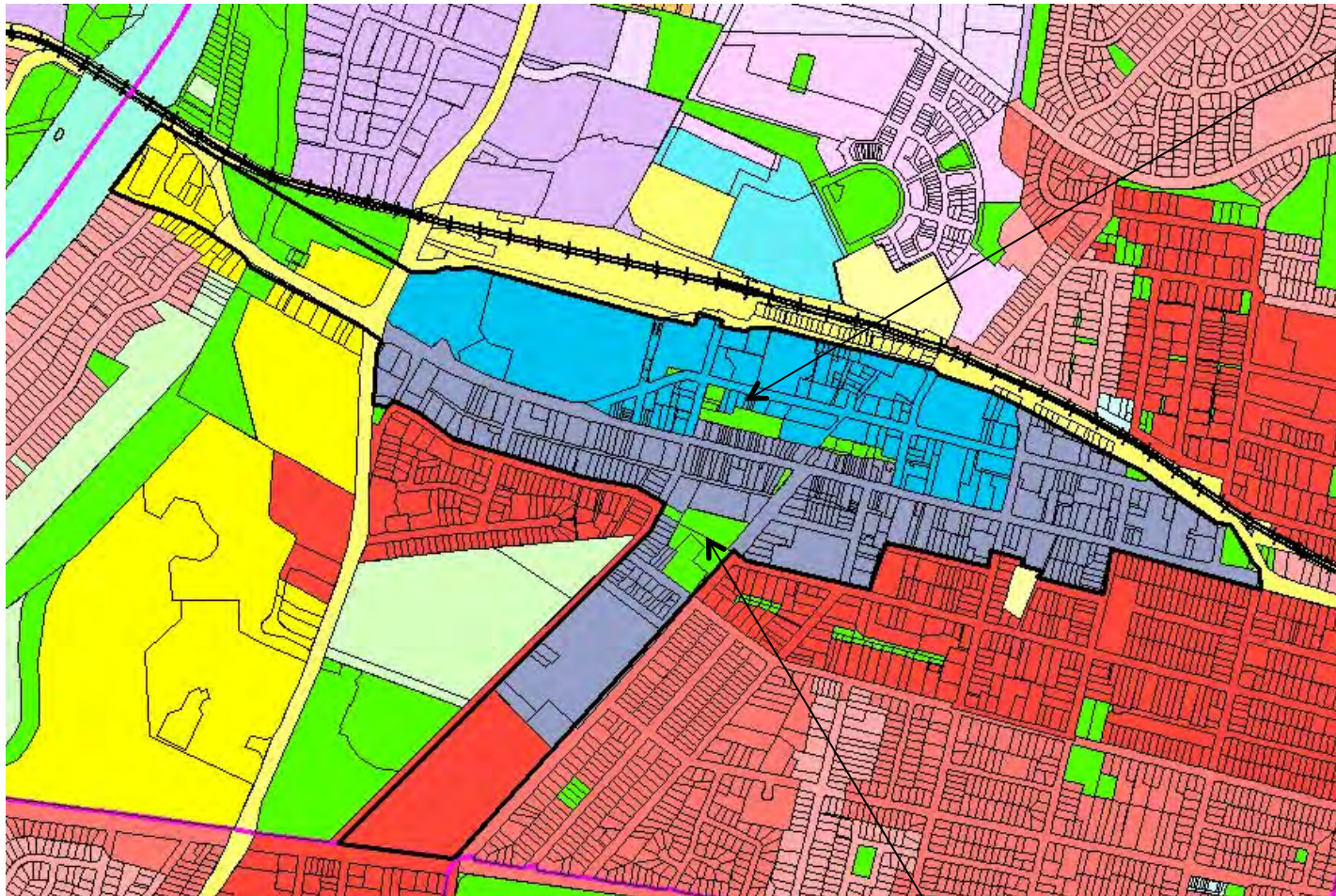


Commercial Core

'Gateway' to Penrith on arrival by rail, potential for intensification of commercial development that reflects Penrith's role as a regional city

Proposed City Park

Recreation/Tourist
Connection between the river and the commercial/retail core essential to establish Penrith as a 'River City'



Mixed Use
An activated hub and the focus of the city centre

High Density

Live/ work opportunities within walking distance to the centre

Community Hub

Focus of community functions and space for community groups

PROPOSED URBAN FORM



Update/Active Date: 01/06/2008

Penrith CBD

RETAIL	CAR PARK	COMMERCIAL	RESIDENTIAL	TO BE RETAINED	OPEN GREEN SPACE	EDUCATION	PUBLIC PLAZA	PEDESTRIAN ARCADE	ROADWAY



THE FUTURE OF PENRITH – PENRITH OF THE FUTURE (2011-2012)



COMMUNITY RESEARCH (2012)

Key Findings...

1. What would improve your lifestyle?

- *Jobs closer to home and better community services key areas that would improve lifestyle*

2. For a greener city, what should we do?

- *No singular preferred action, the outcomes indicating that a variety of measures need to be undertaken*

3. For a more liveable city, what needs to improve?

- *Strong focus on improving roads and public transport. Footpaths and cycleways following.*

4. For more vibrant, safe and healthy neighbourhoods, what should we do?

- *Create clean and safe public spaces and encouraging health and wellbeing.*



COMMUNITY RESEARCH (2012)

5. *What should Council plan for in the future?*
 - *Managing population growth, lobbying Government for services and making sure Council finances are sound and sustainable.*
6. *If the Council only focused on one thing over the next 5 years, what should it be?*
 - *Roads, public transport and infrastructure*
7. *What would make you want to stay in the Penrith area for the next 20 years?*
 - *A safe, friendly community, with quality services and local employment opportunities*
8. *What is the biggest challenge facing the Penrith community in the next 20 years?*
 - *Population growth and its subsequent effects.*

COMMUNITY PLAN & CITY STRATEGY (2013)



CITY CENTRE PUBLIC DOMAIN MASTERPLAN (2013)



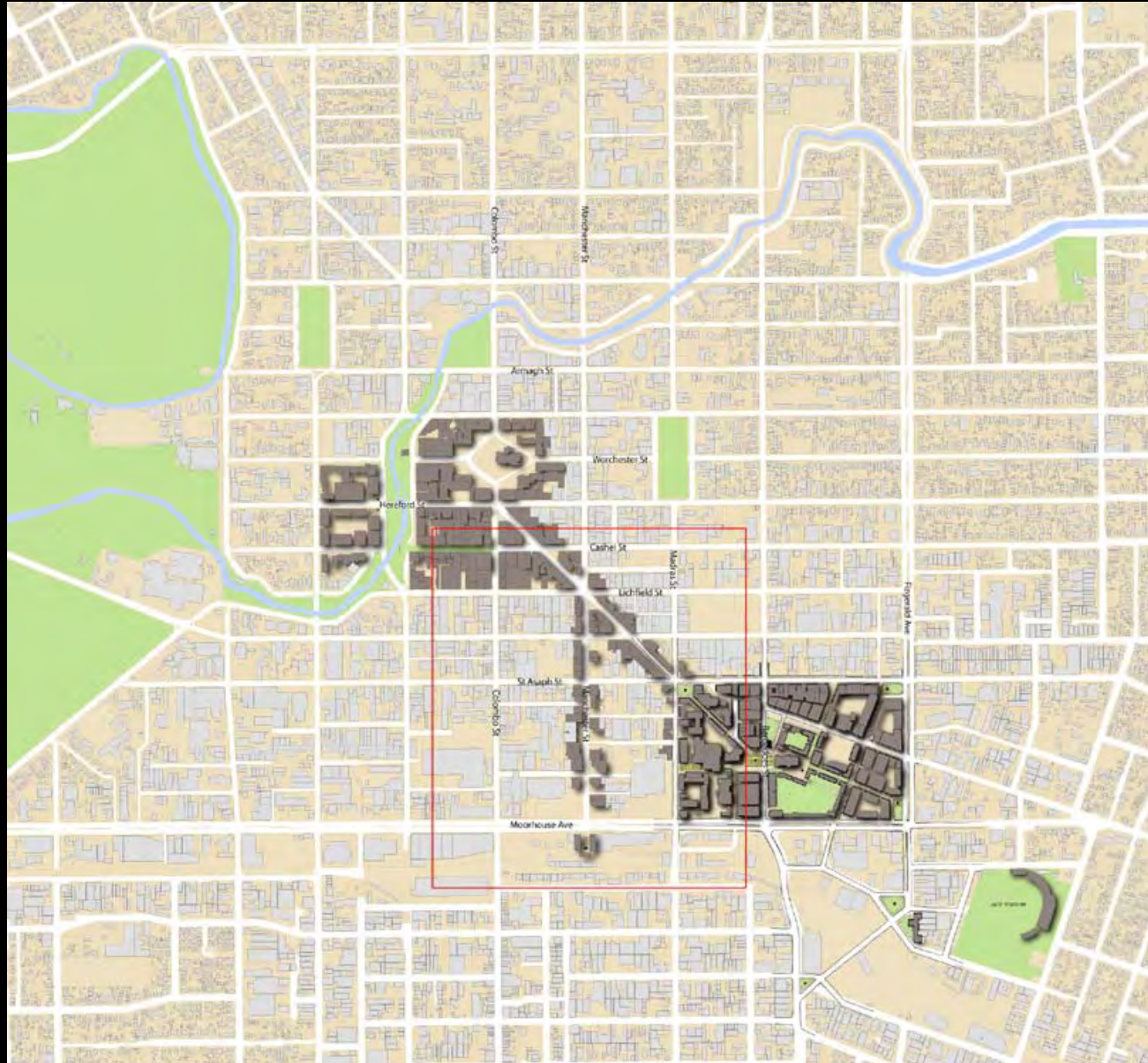


REVITALISATION | CHRISTCHURCH + IPSWICH CITY COUNCIL



PROJECT central city south





INTRODUCTION

The Christchurch Central City South Planning charrette was convened by the Christchurch City Council under its Central City Revitalisation Project. DPZ Pacific along with Roberts Day Town planning + Design and Seth Harry and Associates undertook the charrette over five days from March 20th to March 24th 2006. A copy of the charrette programme is depicted in Figure 1.

Entitled "Future Directions," this urban planning and design workshop focused primarily on the Central City south area – contained within the area bounded by Colombo, Lichfield and Madras streets and Moorhouse Ave. Throughout the proceedings the design team was requested by participants to consider the influence of significant business, civic and cultural facilities outside the perimeter of the study area.

Convened in the old Municipal Chambers of Our City the design team had immediate access to the central south neighbourhood and was able to meet with a diverse range of community and business representatives in facilitated forums within Our City and on site throughout the neighbourhood.

Many of the ideas within this study emanated from the array of reports, plans and images assembled by the Central City Revitalization Team of the Christchurch City Council and additional material provided by interested members of the local community. Exploration of a broad range of issues and ideas relating to the locality and a guiding plan for the future of the area were specific objectives of the process.

It was evident at the commencement of the workshop that extensive change is occurring in the central city south locality with increasing levels of residential living, mixed use retail and commercial development. This activity is exemplified by the recent development and investment underway along High and Lichfield streets, including fashion boutiques, fine dining and entertainment in Lichfield Lanes – testament to the potential of the area.

In addition to gleaning much information from meetings convened in Our City the last three days of the charrette involved several of the team members inspecting specific distinct sectors within the study area. These site visits included:

- Prime retail streets – Campbell Ballantyne, John Suckling and Derek Anderson
- Music hub and community interests – Yani Johanson and Lisa Coulter
- City schools – Paul Bradley and Gillian Heald
- Cathedral of the Blessed Sacrament – Don Whelan and John Dryden
- CPIT Christchurch Polytech – Grant McPhail, Dean Snelling and Rex Verity

A full list of programme participants is found in the Appendix of this Charrette Document.



CLOSING PRESENTATION



CLOSING PRESENTATION



CHARRETTE VENUE OUR CITY BUILDING



MEWS, LANES & ALLEYS

Based on the existing redevelopment of Lichfield, Ash and Poplar the design team believes the point of difference for Central City South is its rear lanes and alleys. To encourage the continuation of this a coordinated vision for an extensive system of predominantly pedestrian rights of way [ROW] are recommended. These will comprise a loop, which will ultimately extend from the Cathedral Square down through to Lichfield and onto Tuam and St Asaph, Welles, Dundas, looping back up through to Tuam on the east side of Manchester, via Eaton, Allen, Southwark and St. Asaph. The system would continue on to Cashel and Worchester.

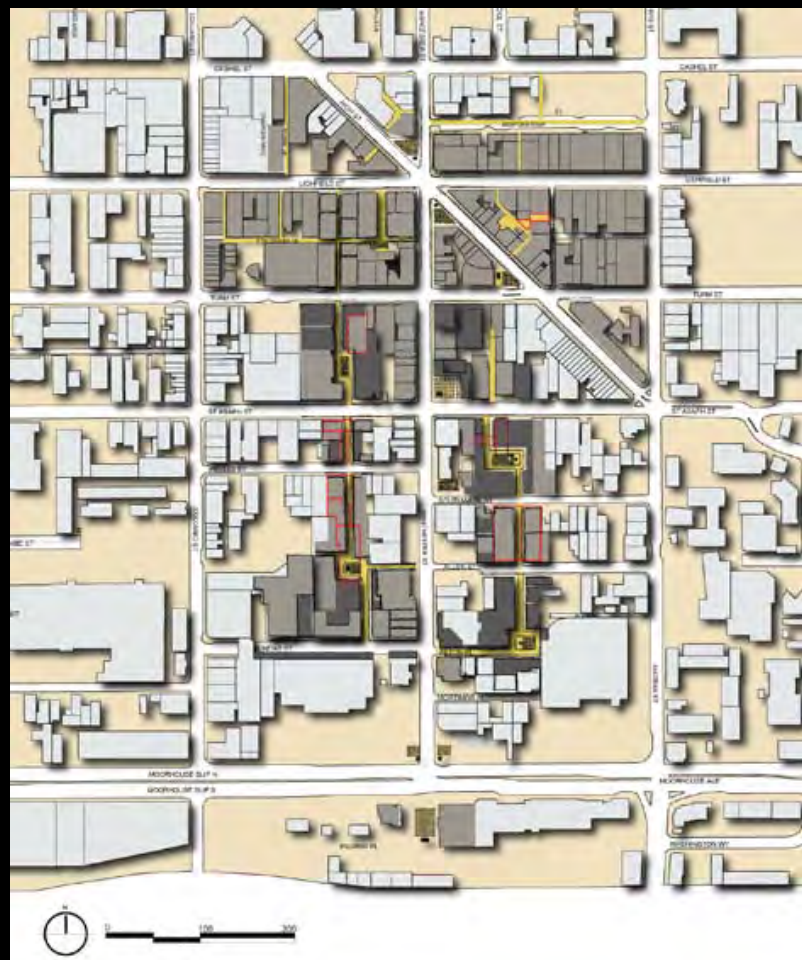
The system would offer a variety of urban environments catering to a broad demographic. Mews and lanes would be predominantly residential, with some limited commercial opportunities such as consultancies, small home office uses, and boutique hotels and bed and breakfasts allowed along lanes. Alleys would provide the commercial-entertainment-retail environment with accommodation and some residential opportunities. Paving materials, lighting and street furniture (if warranted) would be selected to reinforce the predominant use. Windows, doors, and shopfronts would activate the public space and serve as a deterrent to crime. At strategic intervals the mews, lanes and alleys would open to a public open space, which could take the form of a pocket park for residential areas or an open plaza for commercial areas. These would allow for a variety of uses and can be programmed by the adjoining user. Pocket parks could be designed as quite contemplative spaces for sitting, reading, or walking a pet. Plazas can be designed to offer outdoor seating for restaurants, overflow parking during the day, markets for produce and art or for outdoor performance.

At strategic intervals along the routing of the pedestrian system developments offering regional destination opportunities would serve to anchor the neighbourhood and draw the tourist, visitor, and local market into and through the study area (See COUNCIL PROPERTIES). These would cater to the Christchurch region and can include cinemas, large format retail, and performance halls for a variety of cultural groups, such as symphonies, ballet companies and theatre groups, both professional and from academic institutions such as the CPIT. If enough such organisations exist, the focal points along the system could be co-anchored by culturally oriented activities.

Each scale of redevelopment, from the small and medium private sector infill along the mews, lanes and alleys to the large scale projects, which could be joint venture developments between the public and private sectors, would offer opportunity to address: laneway character, tenure, widths, landscaping, lighting, parking, length, storm water retention and water quality requirements in a coordinated manner.

This work should be the subject of an independent study modelled on the East Perth Redevelopment Authority's [EPRA in Western Australia Small Streets] project.

SPECIFIC RECOMMENDATIONS



Ludwig Fontalvo-Abello

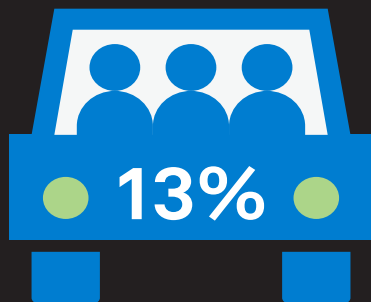


LOOKING
FURTHER
WITH FORD
13 TRENDS
FOR 2013

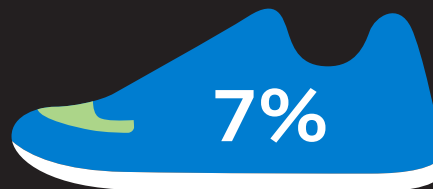
13



Surveys show that 13% of Gen Yers
carpool to work...



while 7% walk.
88% want to be in an urban setting



City Growth

Suburb Growth

City growth in 2011 surpassed or equaled
that of suburbs in roughly 33 of the nation's
51 large metro areas, compared to just five
in the last decade.



The 2011 Profile of Homebuyers and
Sellers from the National Association
of Realtors (NAR) points out that:

18% of homes purchased from
mid-2010 to mid-2011 were
in urban areas

26% Of the 18% of buyers in
these places, the largest
share were first-time
buyers

65% Of those who purchased in
urban/central city areas,
65% were concerned with the
quality of the neighborhood

56% with the convenience
of the home to their jobs

35% with convenience to enter-
tainment

20% with convenience to public
transportation



LOOKING
FURTHER
WITH FORD
13 TRENDS
FOR 2013



13



PENRITH
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CASE STUDIES

BIKE SHARING PROGRAMS

Across the globe, bike sharing programs are booming. Cities are favoring them not only as a cost-efficient transportation solution, but also because bicycles embody quality of life fundamentals such as access, mobility and good health. The Hangzhou Bicycle program in China is the largest bicycle sharing system in the world, with approximately 61,000 bicycles and more than 2,400 stations. Paris's Vélib is the second largest with 20,000 bicycles and 1,450 bicycle stations.

CARMEL, INDIANA

The mayor of this little-known Midwestern suburb has set out to design a city for "people first and automobiles second." At the heart of the city's surge is the reconstruction of the one-mile "Old Town": An \$800 million public/private partnership funded new streets, sidewalks and an arts district, drawing people from Indianapolis and beyond. Galleries and restaurants line Main Street, with upscale condos above them. The mayor's plan is paying off: In 2012, Money magazine ranked Carmel the No. 1 best place to live.



ZAPPOS' THE DOWNTOWN PROJECT

Tony Hsieh's \$350 million urban experiment to build "the most community-focused large city in the world" in downtown Las Vegas came into being when Hsieh leased the former Las Vegas City Hall to relocate his 1,200 employees from nearby Henderson, NV. His goal was bigger than a new corporate campus: He sought to lure "upwardly mobile, innovative professionals" to the area through an investment strategy called "return on community." In exchange for seed money, the Downtown Project asks budding Vegas businesses not just for a stake in the companies but also requires that these entrepreneurs live and work in downtown Las Vegas. In expectation of all these newcomers, the project has already set up at least 30 real estate companies, bought more than 15 buildings and broken ground on 16 construction projects.

Other Corporate Headquarter Relocations

Twitter: Silicon Valley → San Francisco

Davita: Los Angeles → Denver

Sara Lee/Hillshire Farms:

Downers Grove → Chicago

Motorola: Libertyville → Chicago

UBS: Stamford → Manhattan



DOWNTOWNPROJECT



LAS VEGAS DOWNTOWN PROJECT



It all started with the plan to move Zappos Headquarters to the former City Hall building in Downtown Las Vegas. What could that campus look like? How could it influence the city around it? How could it help to revitalize Downtown?



APPLE



The Google, Nike, and Apple campuses are all amazing. And Zappos considered creating a similar HQ and polled their employees about what kinds of amenities they would like at their workplace.



NIKE



Or what about Nike's World Headquarters? They have a swimming pool, soccer fields, volley ball courts, workout facilities, and more.



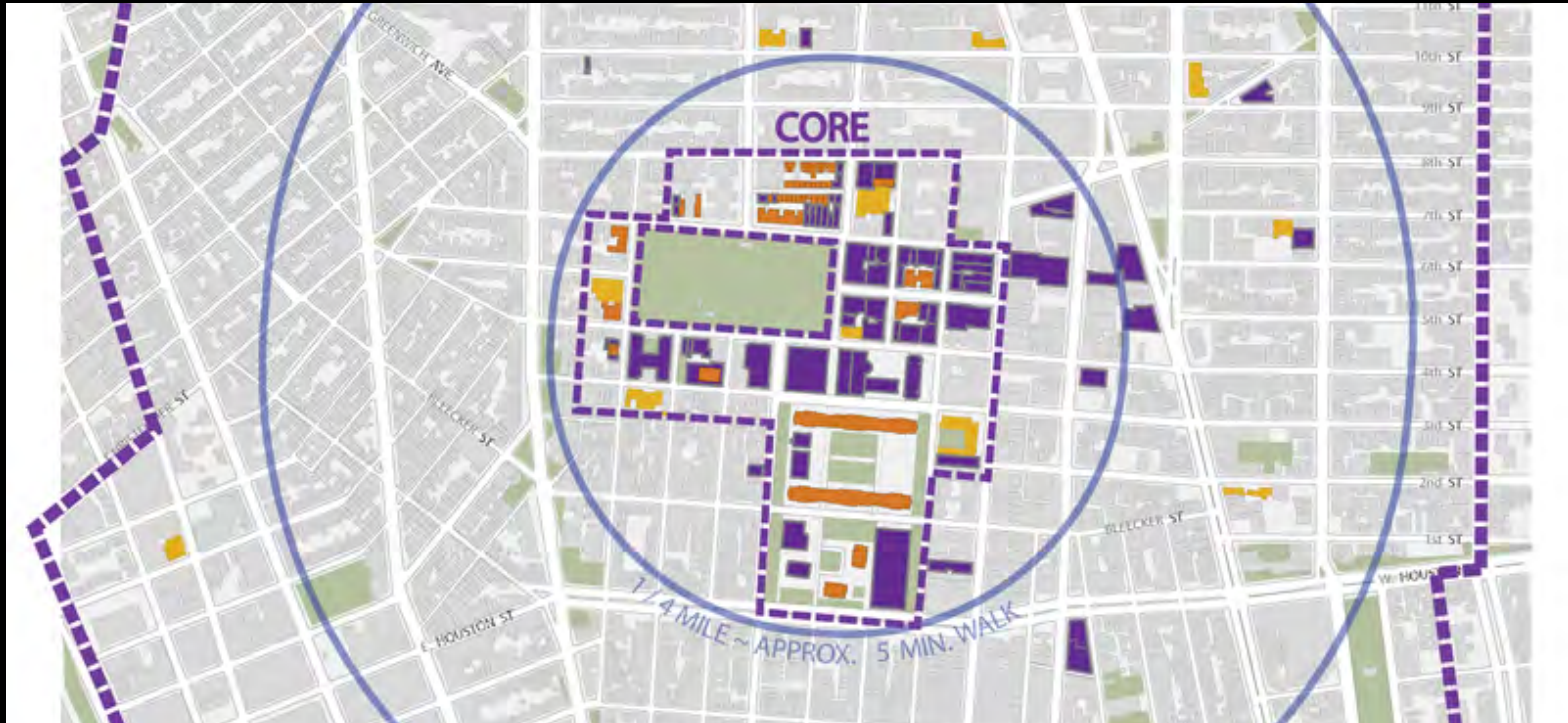
GOOGLE



There are some corporate campuses that you never have to leave—with dining options, outdoor recreation, gardens, even your dog. But how do the people there interact with the community around them?



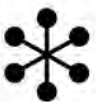
NYU CAMPUS



Rather than build a campus that's insular, that doesn't create reasons for people to leave, Zappos decided that it would be more interesting to create a campus that interacts with the community around it, that encourages people to interact serendipitously with people they might not otherwise meet. A campus that functions not only as a workplace, but also as a community gathering space.



Downtown Project Map



DOWNTOWN PROJECT GOALS

Live/Work/Play – Walking Distance

The Most Community-Focused
Large City in the World

The Co-working Capital of the
World



DOWNTOWNPROJECT





A BEACON IN THE SMOG

NEWS / gristmill

Zappos CEO wants to lure Las Vegas residents out of their cars

By David Roberts

Regular readers are aware that my hopes for sustainability are largely bound up with cities. By the simple act of bringing people together in close proximity, cities encourage diversity, health, innovation, and economic growth. They are the proving grounds where we will test new, more sustainable patterns of work, play, and mobility. I wrote a series of posts about this a while back called “Great Places.”

To me, one of the key barriers to truly green and enjoyable urbanism is the continued domination of urban spaces by cars (and parking). Cities, especially cities that grew up in the post-WWII era, are designed for cars; people scurry around on the margins, perpetually nervous about their safety. There’s really no way around this as long as car ownership is required to attain a convenient level of mobility, which it still is in the vast majority of cities.

Most public-transit alternatives to personal cars require a substantial investment of time and cognitive energy. Most people, like it or not, just want things to be easy. And so traffic congestion remains the rule in cities, even cities with robust public transit systems.

Tony Hsieh, the celebrated CEO of Zappos.com, wants to change that. (Side note: I *never* read management books by corporate titans, but for some reason I ended up reading Hsieh’s, and damned if it wasn’t pretty inspiring. He’s an interesting guy.) Hsieh moved Zappos to Las Vegas a while back and ever since he’s been investing heavily in making the city a vibrant, livable hub for tech innovation. Now he’s dreamed up something truly ambitious and (to me, anyway) exciting.

The idea is to provide an alternative to personal cars that is fast, flexible, multi-modal, and personalized — something that is easy the way returning shoes to Zappos is easy. It’s called Project 100. Ace reporter Katie Fehrenbacher has a great write-up of the plan, but to quickly summarize, Hsieh wants to populate downtown Las Vegas with:

- 100 Tesla Model S sedans with professional drivers (think Uber),
- 100 shared small, short-range neighborhood electric vehicles,
- 100 shared bicycles, and
- a system of buses with, yup, 100 shuttle stops.



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RD
great places
RobertsDay
planning.design.place



NEW YORK



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a New York
perspective
on residence

The Nature of Urban Design

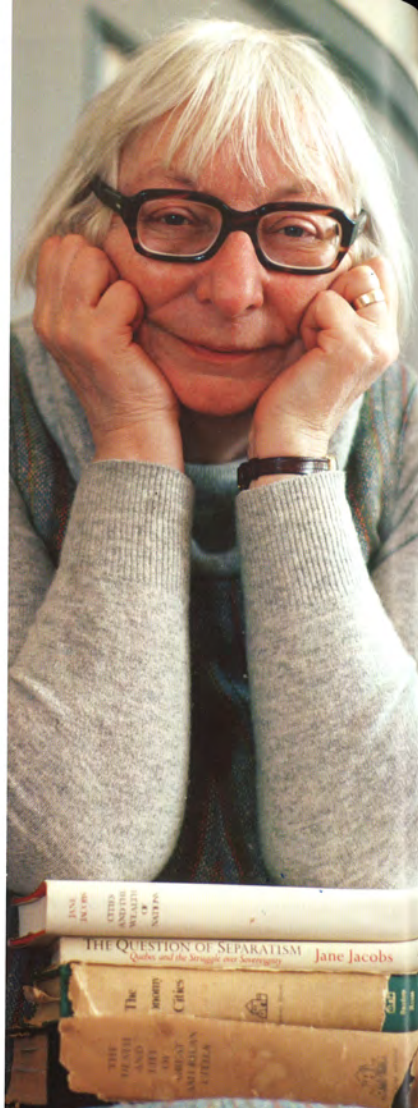
ALEXANDROS
WASHBURN



NEW YORK





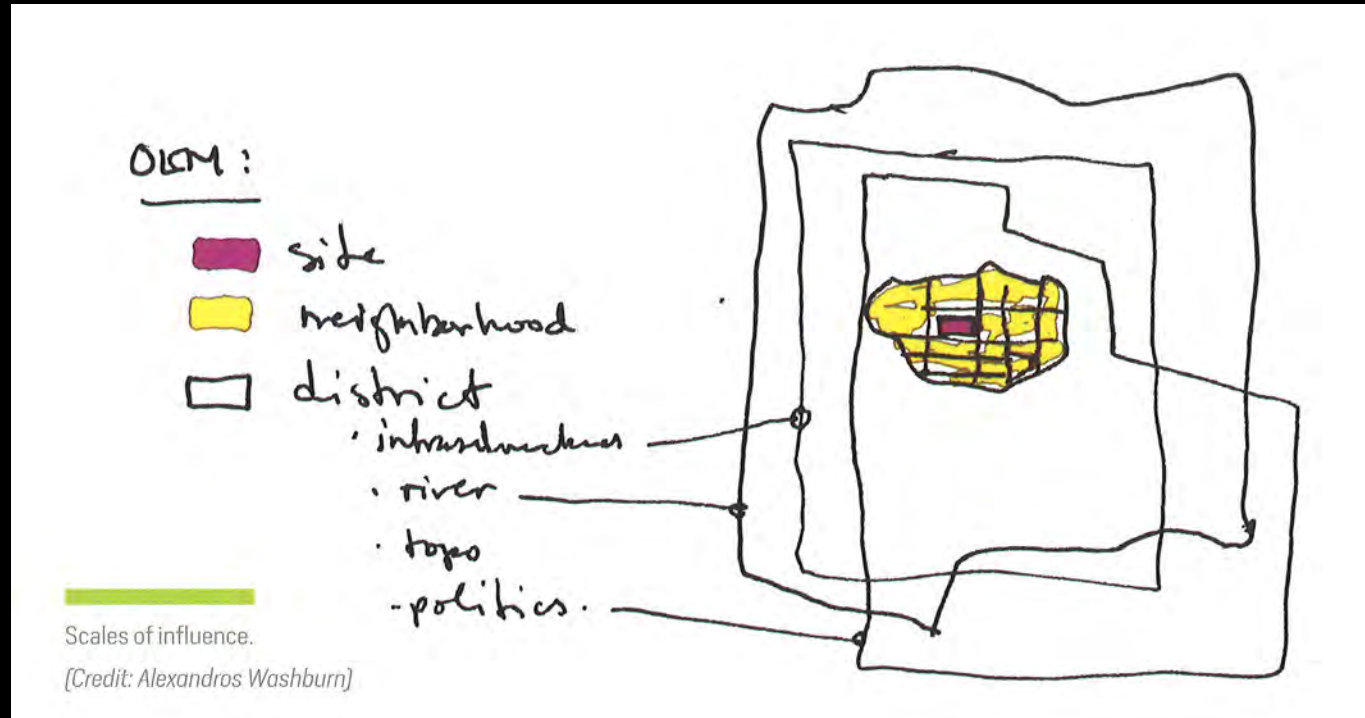


My three bosses: Fred, Jane, and Bob. In every project we do, we need the nature of Frederick Law Olmsted (a), the quality of Jane Jacobs (b), and the quantity of Robert Moses (c). (Credits: (a) Painting by John Singer Sargent; (b) Photo by Maggie Steber; (c) Getty Images)

35



NEW YORK



Know the Neighborhood

Go

Chelsea, New York



Very bikable
Flat terrain
Citi Bike Share

99

Walker's Paradise

Daily errands do not require a car.



What is Walk Score?

What's Nearby



Find neighborhood restaurants, coffee shops, grocery stores, schools, parks, and more.

Transportation Choices



Get a commute report and see options for getting around by car, bus, bike, and foot.

Local Insight



See what locals are saying, ask questions, browse nearby photos and popular places.

Over 10 million scores viewed per day.

[My Location](#)

99

100

87

Add more features to your site

Chelsea is the 8th most walkable neighborhood in New York with 46,546 residents.

Chelsea has world-class public transportation and is very bikeable.

Nearby neighborhoods: West Village, Flatiron District, Clinton, Garment District, Greenwich Village, Nolita and SoHo.



United States · New York · New York · Chelsea



Add a Photo

99

Walker's Paradise

Daily errands do not require a car.

Walk Score®

Cities & Neighborhoods

Find Rentals

Why It Matters

Professional

Get a Score:

Go



Walk Score®

RD
great places

RobertsDay
planning design place

Data Products

Walk Score
87

Walk Score

Measures walkability on a scale from 0 - 100 based on walking routes to destinations such as grocery stores, schools, parks, restaurants, and retail.

Transit Score
57

Transit Score

Measures transit accessibility on a scale from 0 - 100. Calculates distance to closest stop on each route, analyzes route frequency and type.

Bike Score
68

Bike Score

Measures bike accessibility on a scale from 0 - 100 based on bike infrastructure, topography, destinations and road connectivity.

Travel Time Analysis

Travel Time Analysis

Map food deserts, park deserts, or play deserts. Analyze school walkability or compute the number of people or jobs within a given travel time.



Pedestrian Friendliness

Pedestrian friendliness metrics include average block length, intersection density, link/node ratio, and route directness index.



Public Transit Data

Public transit data is available for [hundreds of transit agencies](#). Includes location of all transit stops, routes, route frequency, and route type.



Points of Interest

Point of interest data includes grocery stores, parks, restaurants, coffee shops, transit locations, farmer's markets, and other nearby businesses.



Car and Bike Shares

Car share and bike share locations aggregated from the leading providers in the United States. Includes car make and model where available.

Walkability and Real Estate

Walkability Raises Home Values

The walkability of cities translates directly into increases in home values. Homes located in more walkable neighborhoods—those with a mix of common daily shopping and social destinations within a short distance—command a price premium over otherwise similar homes in less walkable areas. Houses with the above-average levels of walkability command a premium of about \$4,000 to \$34,000 over houses with just average levels of walkability in the typical metropolitan areas studied. [Source: CEOs for Cities](#)

Walkability Raises Commercial Property Values

A 10-point increase in Walk Score increases office and retail property values by up to 9% depending on property type. For example, all else being equal, an office or retail building with a score of 80 is worth 54% more per square foot than one scoring 20. The study also found that walkability was associated with lower cap rates and higher incomes, suggesting it has been favored in both the capital asset and building space markets. [Source: Gary Pivo, University of Arizona](#)

Walkable Urban Places Perform Better Economically

This study of economic performance across the Washington, D.C. metropolitan area found that the average vacancy-adjusted annual office rent in walkable areas is \$37 per square foot, compared to \$21 for drivable sub-urban office rents, a 75% rental premium. And among for-sale housing, per-square-foot values in walkable places are 71% higher than the average of all other places. By itself, Walk Score is found to explain 67% of the increase in economic performance of walkable areas. [Source: The George Washington University School of Business](#)

In a related study of places within metropolitan Washington, higher walkability was shown to be related to higher economic performance, controlling for a place's household income. On average, each step up the walkability ladder adds \$9 per square foot to annual office rents, \$7 per square foot to retail rents, more than \$300 per month to apartment rents and nearly \$82 per square foot to home values. [Source: Metropolitan Policy Program at Brookings](#)

Walk Score®

Cities & Neighborhoods

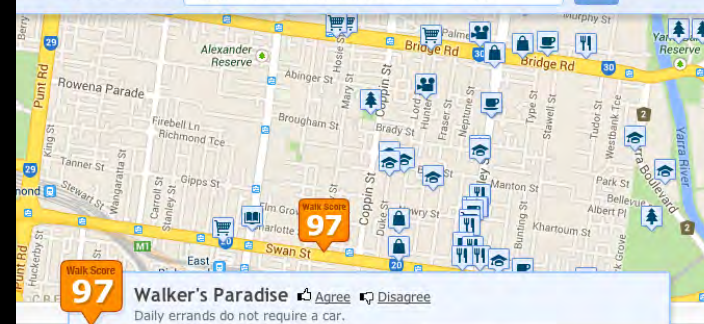
Find Rentals

Why It Matters

Get a Score:

Type an address, neighborhood or city

Go



Walk Score
97

Walker's Paradise Agree Disagree

Daily errands do not require a car.

Near Mary Street

Melbourne, AU-VIC Richmond

Add Nearby Photos

- Restaurants & Bars**
Red Rooster 11 m
- Coffee**
Cafe 271 48 m
- Groceries**
Berties Butcher .37 km
- Outdoor Places**
Barkly Gardens .28 km
- Schools**
Amok Edged Weapon Solutio .17 km
- Art & Community**
Richmond Library .27 km



More places: Shopping, Entertainment, Health, Errands

Public Transit
Clifton Hill Station 4.09 km

Your Commute: Type an address to see your commute time and cost.

Where do you commute?

See Commute

Australia • Victoria • Melbourne • Richmond

Add score badges to your site

Richmond Neighborhood

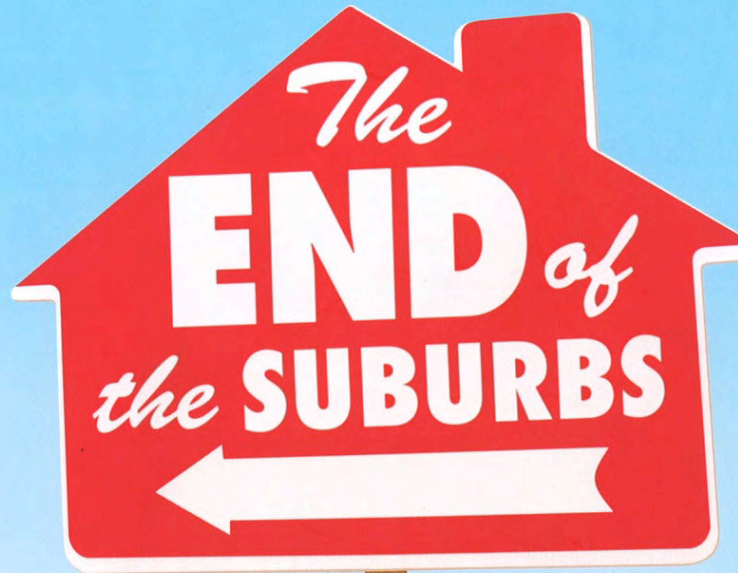
This location is in the Richmond neighborhood. Richmond is the 12th most walkable neighborhood in [Melbourne](#) with a neighborhood Walk Score of 90.

Learn More About Richmond

Learn More About Melbourne



Where the American Dream Is Moving



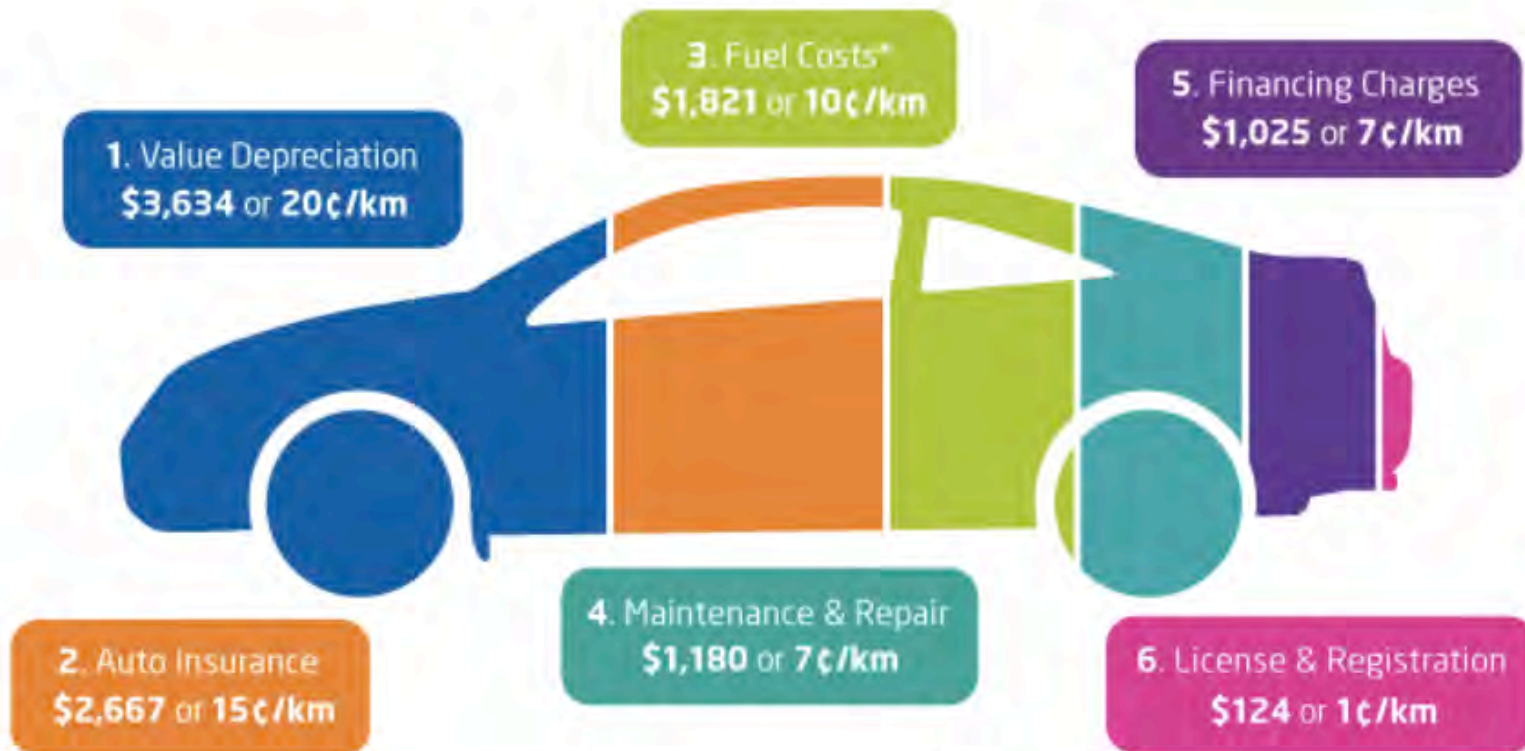
LEIGH GALLAGHER

ASSISTANT MANAGING EDITOR, FORTUNE



Average Annual Cost of Owning a Car: **\$10,452**

Based on 18,000km of driving per year



*Based on Canadian Automobile Association 2012 Driving Costs. *\$1.23/L*





The findings of the survey

No change among top cities

With Vancouver slipping down the ranking slightly in 2011, Melbourne remains the most liveable location of the 140 cities surveyed, followed by the Austrian capital, Vienna. In fact, there has been no change among the top tier. The score and ranking of the top 65 cities remain identical to

Prepare for opportunity™ Economist Intelligence Unit The Economist

A Summary of the Liveability Ranking and Overview

August 2012



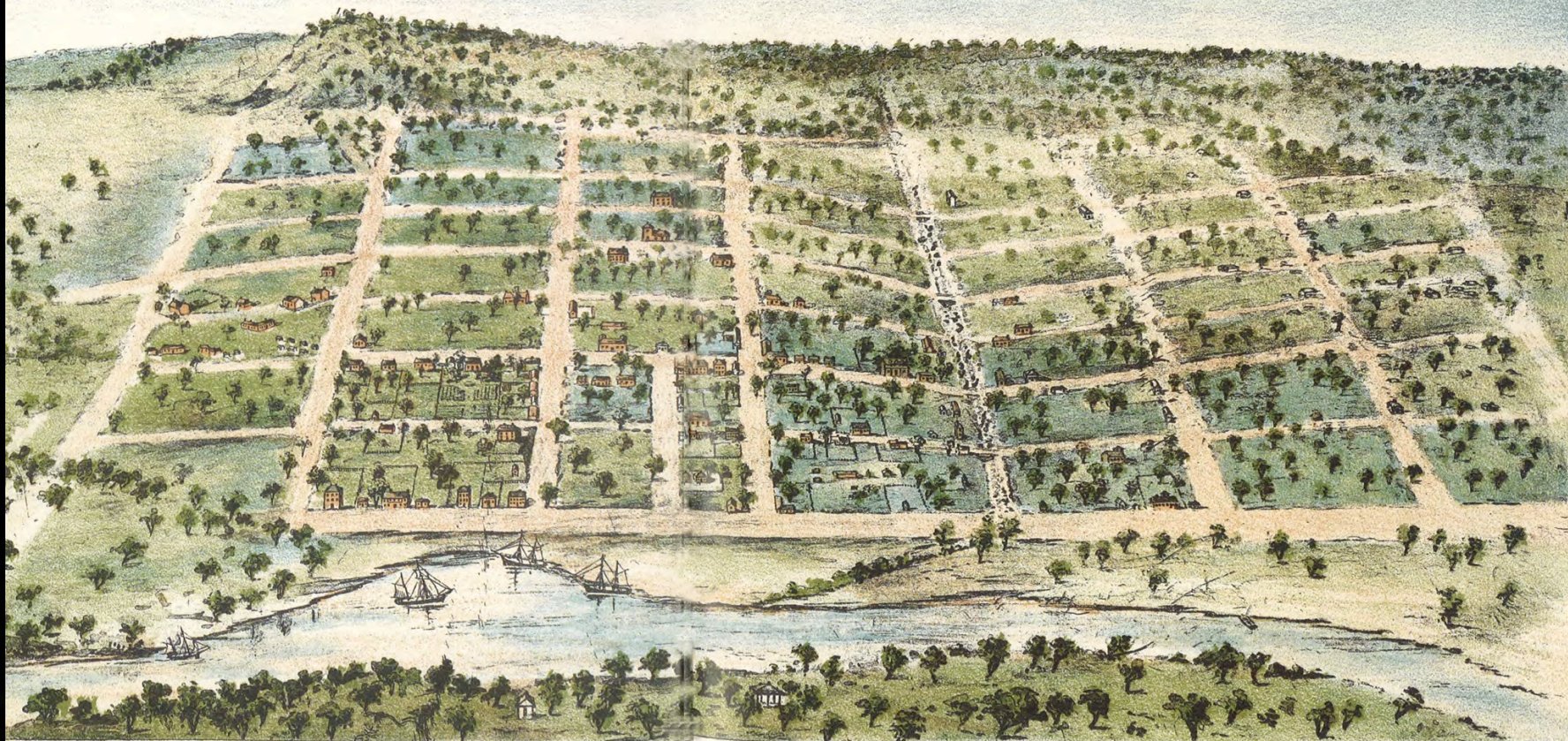
www.eiu.com



PENRITH
PROGRESSION

YARRA YARRA 1888

duhet



Exhibition 1888.

MELBOURNE IN 1838, FROM THE YARRA YARRA.

Prepared for the City Council by Monsieur Drouhet



'[an] illuminating natural history of Melbourne...much more than an exploration of how man shaped the landscape.' *The Age*

The Place for a Village

how nature has shaped the city of Melbourne

Gary Presland



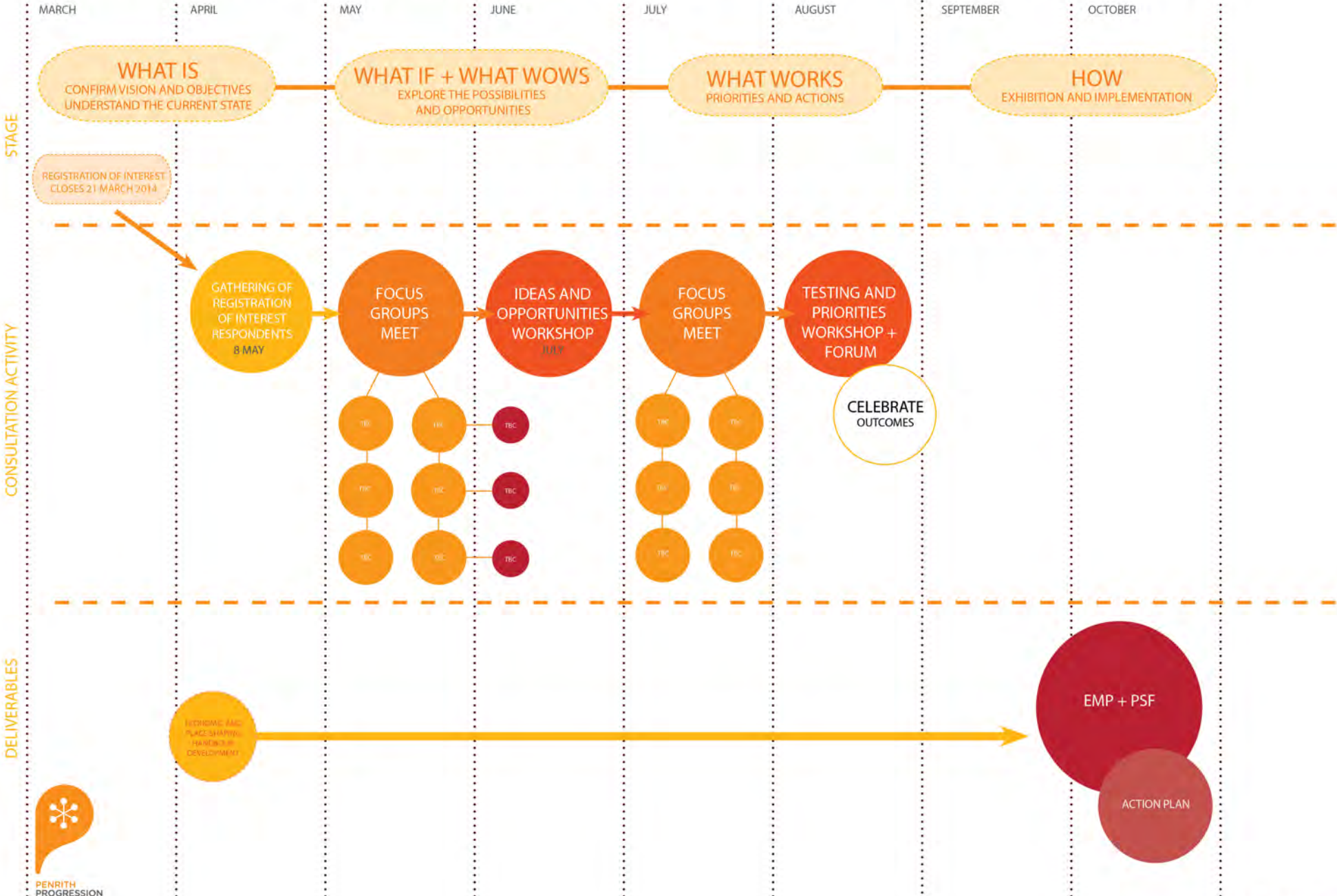
THE CITY OF MELBOURNE, AUSTRALIA.

PLANS BY W. BARTHOLOMEW, ASSISTANT SURVEYOR AND JOHN BARTHOLOMEW, SURVEYOR OF MARYBOROUGH, AUSTRALIA.

- | | | | | | | | |
|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| 1. Melbourne Harbor | 11. Melbourne Harbor | 21. Melbourne Harbor | 31. Melbourne Harbor | 41. Melbourne Harbor | 51. Melbourne Harbor | 61. Melbourne Harbor | 71. Melbourne Harbor |
| 2. Melbourne Harbor | 12. Melbourne Harbor | 22. Melbourne Harbor | 32. Melbourne Harbor | 42. Melbourne Harbor | 52. Melbourne Harbor | 62. Melbourne Harbor | 72. Melbourne Harbor |
| 3. Melbourne Harbor | 13. Melbourne Harbor | 23. Melbourne Harbor | 33. Melbourne Harbor | 43. Melbourne Harbor | 53. Melbourne Harbor | 63. Melbourne Harbor | 73. Melbourne Harbor |
| 4. Melbourne Harbor | 14. Melbourne Harbor | 24. Melbourne Harbor | 34. Melbourne Harbor | 44. Melbourne Harbor | 54. Melbourne Harbor | 64. Melbourne Harbor | 74. Melbourne Harbor |
| 5. Melbourne Harbor | 15. Melbourne Harbor | 25. Melbourne Harbor | 35. Melbourne Harbor | 45. Melbourne Harbor | 55. Melbourne Harbor | 65. Melbourne Harbor | 75. Melbourne Harbor |
| 6. Melbourne Harbor | 16. Melbourne Harbor | 26. Melbourne Harbor | 36. Melbourne Harbor | 46. Melbourne Harbor | 56. Melbourne Harbor | 66. Melbourne Harbor | 76. Melbourne Harbor |
| 7. Melbourne Harbor | 17. Melbourne Harbor | 27. Melbourne Harbor | 37. Melbourne Harbor | 47. Melbourne Harbor | 57. Melbourne Harbor | 67. Melbourne Harbor | 77. Melbourne Harbor |
| 8. Melbourne Harbor | 18. Melbourne Harbor | 28. Melbourne Harbor | 38. Melbourne Harbor | 48. Melbourne Harbor | 58. Melbourne Harbor | 68. Melbourne Harbor | 78. Melbourne Harbor |
| 9. Melbourne Harbor | 19. Melbourne Harbor | 29. Melbourne Harbor | 39. Melbourne Harbor | 49. Melbourne Harbor | 59. Melbourne Harbor | 69. Melbourne Harbor | 79. Melbourne Harbor |
| 10. Melbourne Harbor | 20. Melbourne Harbor | 30. Melbourne Harbor | 40. Melbourne Harbor | 50. Melbourne Harbor | 60. Melbourne Harbor | 70. Melbourne Harbor | 80. Melbourne Harbor |



THE PENRITH PROGRESSION PHASE 3 PROCESS ROADMAP_STAKEHOLDER + COMMUNITY PARTICIPATION





LOOKING FORWARD – PENRITH INTO THE FUTURE

Mike McAllum – Global Foresight Network



MORNING TEA

Break - Morning tea available



ACTIVITY 1 – GROUP DISCUSSIONS

Are these issues still relevant ?

How can we create a successful Penrith City Centre?

ACTIVITY 2 – WORLD CAFÉ - TIME TO SHARE IDEAS AND INSPIRATIONS

Table	Focus Area	
1	Living in the City	Housing types, density, design, amenity, retirement , affordability
2, 3	Attracting Business	Role of small business, clusters, investment, development, training and programs
4,5	Investment and Development	Redevelopment of public land, innovative funding models, deal structuring methods, incentive programs, quality and design
6,7	Working and Jobs	Jobs, business types by sector, clusters and hubs, technology and the business economy
8, 9	Getting Around	Walkability, public transport, access for all, car parking, roads
10	Greening the City	Public spaces, green infrastructure, footprint, climate adaptation
11, 12	Social Life	Arts and culture, public art, entertainment, community support, visitors, history, safety and amenity, night economy
13	Look of the City	Reinforcing Penrith's identity, strengthening a sense of place, built form and scale, design, public domain, natural environment
14, 15	Health and Community	Training, education and skills, health / community services and facilities, recreation, government services
16	Future of Penrith	Employment of the future, resilience, future proofing, change

ECONOMIC MASTER PLAN

BEN ARTUP
PENRITH BUSINESS
ALLIANCE

LAND

Owners, managers or representatives with interests of land within the Penrith City Centre Study Area.

LABOUR

Individuals or organisations that train, educate or skill residents or businesses. Those with a capacity to attract skilled people or provide services that support improvements in training and education.

CAPITAL

Groups or individuals who can help mobilise money or capital into Penrith, including banks, investors, institutional lenders and those who can raise capital for businesses, entrepreneurs or developers.

ENTERPRISE

Groups involved directly or indirectly with local business people, or that foster the growth of the entrepreneurial capacity of the area.

PLACE SHAPING FRAMEWORK

JENI POLLARD
PENRITH CITY
COUNCIL

INCLUSIVE CITY

Community organisations, community support, safety, advocacy, cultural organisations, creativity and arts, community leaders (plus other).

SOCIAL CITY

Registered clubs, social clubs, restaurants, cafes, food entrepreneurs, after dark activity (plus other).

ACCESSIBLE CITY

Public transport, private transport, pedestrian links, cycling (plus other).

HOUSING IN THE CITY

Housing supply, social housing, dwelling types, living in the city, community life in the city (plus other).

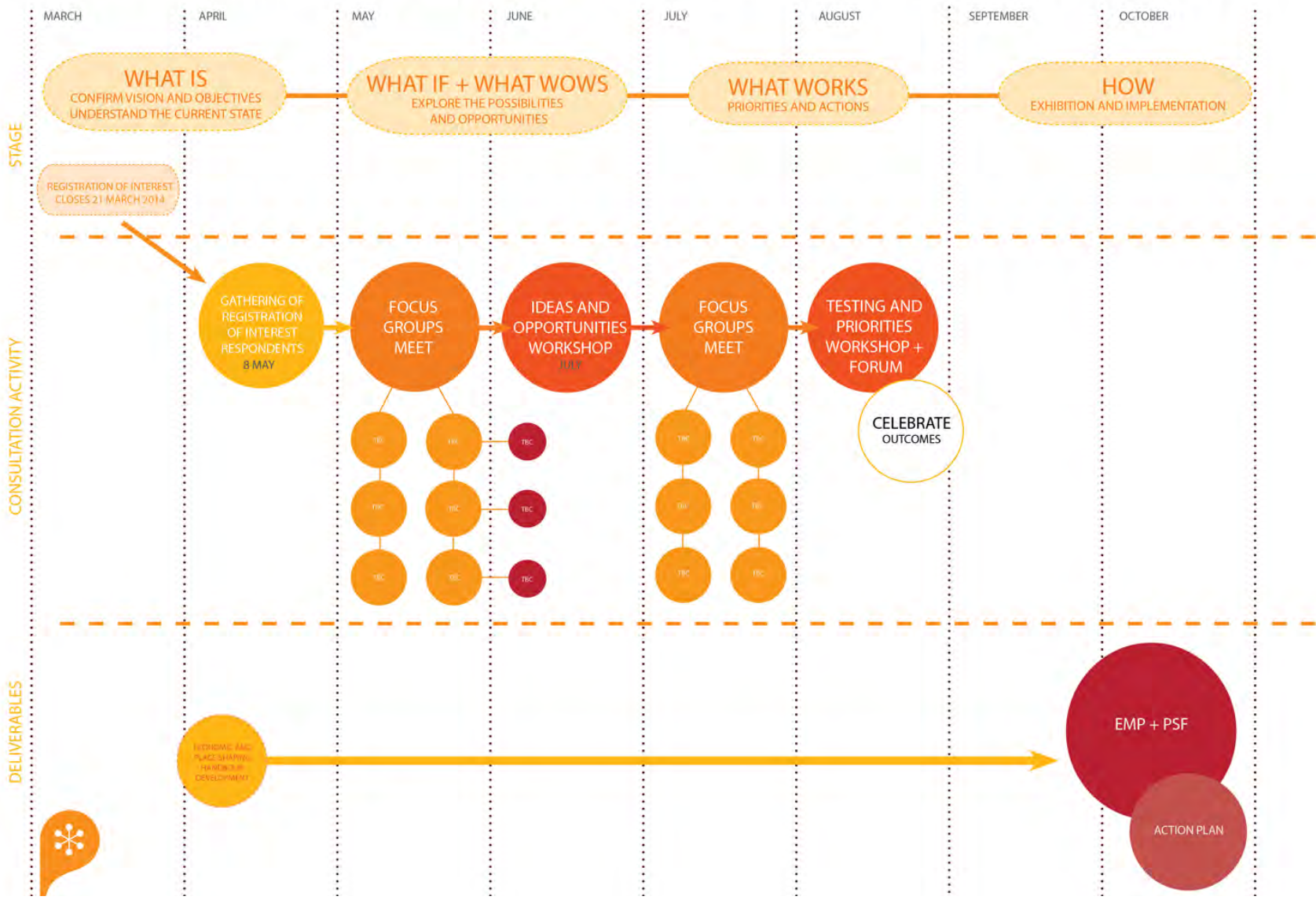
GREENING THE CITY

Housing design, commercial design, green spaces, sustainability initiatives, community involvement, transport options (plus more).

NEXT STEPS

KEY DATES

THE PENRITH PROGRESSION PHASE 3 PROCESS ROADMAP_STAKEHOLDER + COMMUNITY PARTICIPATION





CONCLUSION

Please put your name down at the registration desk for your preferred focus area

Thank you, and see you next time!

AGENDA

Time	Activity	Presenter
9:00 – 9:30am	Arrival	
9:30 – 9:40am	Welcome	Penrith Mayor Cr Ross Fowler OAM and Chair of Penrith Business Alliance, Paul Brennan
9:40 – 10:00am	Introduction and work done to date	Mike Day, RobertsDay and Ruth Goldsmith, Penrith City Council
10:00 – 11am	Looking forward – Penrith into the future	Michael McAllum, Global Foresight Network
11:00 – 11:15am	Break	
11:15 – 11:50	Activity 1 – Outcomes for success	Mike Day
11:50 – 12:45pm	Activity 2 – World Café – impacts on growth and vitality	Mike Day
12:45 – 1:00pm	Next steps	Mike Day and Ruth Goldsmith



HEADING TITLE



Walking the Walk

How Walkability Raises Home Values in U.S. Cities

Joe Cortright, Impresa, Inc.,
for CEOs for Cities
August 2009

**CEOs
FOR CITIES**
INSPIRE · CONNECT · SUCCEED

*2/6 - Joe Cortright - Impresa - talent value -
2-21-09 Penry - walkability -
3-21-09 Penry - talent value -
4-21-09 Penry - talent value -*

