

PENRITH COMMUNITY PANEL: THE CITY WE WANT





The Community Panel recognises and acknowledges the current efforts and initiatives undertaken by Penrith City Council which have been highlighted throughout this consultation process.

Many of these initiatives, while implemented, have not been known by many of the Community Panel (who represents a diverse Community demographic). As such we recommend increased promotion via effective communication to the residents of Penrith City to ensure the residents and rate payers of Penrith Local Government Area are aware of the work the Council is achieving. We also encourage Penrith City Council to better celebrate their achievements among the broader Community, in addition to improving the advertising of Penrith as a city as the place to be.

The Community Panel wishes to note that we have made recommendations in good faith for Council to implement to the best of their ability and control.

We would also encourage Penrith City Council to maintain a Community Panel as part of the broader Community consultation process to encourage Community involvement in event planning and business initiatives.







CONTENTS

Criteria	5
Getting Around the City	7
Health and Community Spirit	12
Income and Expenditure	.19
Jobs Close to Home	.22
Our Environment	.25
Planning for Future Growth	.30
Safe and Vibrant Places	.33



CRITERIA

Guiding Principles for our recommendations:-

- Must be within Council's control
- Must be specific, measurable, achievable, relevant, timely, innovative and enterprising

Our specific criteria for deciding on recommendations:

- Should provide broad direct benefit or benefit indirectly the majority of the Community
- Should be cost effective: not necessarily the least cost; should not overburden Council with debt; the funding requirements should be specified; the values should outweigh the investment
- Should be sustainable: environmental, social and economics; it should provide for current generation without disadvantaging future generations
- Should be mindful of future needs and be able to be expanded on while keeping it unique
- Should be aligned with recognized Community strategic direction for Penrith LGA

Our prioritization tools:

 Prioritise areas where there is a lack of service to fulfill short and long terms needs of the Community





GETTING AROUND THE CITY



Regional Roads	Upgrade for Mulgoa Road, The Northern Road and Mamre Road
Airport Rail	Community supports the Airport subject to a rail line connection – the South West Rail Link to the North West Rail Link via Badgerys Creek Airport and St Marys
Station Parking	Advocate increased multi deck parking for St Marys, Kingswood, Penrith and Emu Plains Stations
Local Bus Service	Advocate increase in local bus services between suburbs and the CBD
M4 Widening	Ensure the M4 has a minimum of 4 lanes in both directions for the full length of the Motorway
Rail	Western Line – duplication of train line between St Marys and Penrith
Registration of bicycles	Advocate to State Government for a system of bicycle registration that has as its intention being Community safety

FOCUS AREA	SMART ACTIONS	CRITERIA/PRINCIPALS	SERVICE Level	TIME	HOW TO PAY FOR IT
CBD Parking	Multi storey parking at Judges Place and Soper Place	 ☑ Broad benefit or indirect Community ☑ Cost effective ☑ Sustainability ☑ Vision ☑ Community Strategic Direction 	More	0-10 years	Section 94 Development contributions
Street Parking	Increased patrols of on street parking in CBD to ensure fast turnover of vehicles Make allowances for dedicated Loading Zones in CBD areas	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☑Vision ☑Community Strategic Direction 	Increase	Immediate	Existing Resources

Green Loop Bus	Reinstate the Green Loop Bus to service key locations to be determined through Community consultation	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☑Vision ☑Community Strategic Direction 	Add and more	0-10 years	Advertising on bus and bus stops plus rates or Government grant
Cycle Ways	Investigate further bike path opportunities Introduce a bike hire service Increase bike parking stations and before and after facilities Undertake educational activities and install signage to promote safe cycling around pedestrian zones	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☑Vision ☑Community Strategic Direction 	More Add Add	15 years	Fee for use
Local Roads	Mandate minimum quality standards (establish a warranty for work) in all road maintenance and repair works with strict compensation for faulty work Investigate the cost and impact of one way roads throughout the CBD areas, specifically Henry and Jane Streets to achieve better flow	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☐ Vision ☐ Community Strategic Direction 	Maintain	ongoing	Nil cost
Car Share	Provision of car share spaces	□ Broad benefit or indirectCommunity⊠Cost effective	Add	5 - 10 years	Funded by provider

		⊠Sustainability			
		☐ Vision			
		☐ Community Strategic Direction			
Local Bus Shelters	All bus stops with cover and solar lighting	 ☑ Broad benefit or indirect Community ☑ Cost effective ☑ Sustainability ☑ Vision ☑ Community Strategic Direction 	More	0-5 years	Paid by advertising



Health and Community Spirit



Homelessness and affordable housing	State policy to mandate minimum 25% affordable housing
Domestic violence and other social issues	Advocate for increased support for local shelters
Cultural Heritage	Legislation to include minimum maintenance of standards for local heritage items
Community Health Services	Help expand options for 24 hour GP services
Community Health Services	Increase advocacy of vaccinations and awareness of their importance in the Community.

FOCUS AREA	SMART ACTIONS	CRITERIA/PRINCIPALS	SERVICE LEVEL	TIME	HOW TO PAY FOR IT
Homelessness and affordable housing	Council policy minimum 25% affordable housing for developments over 8 dwelling units Investigate partnerships with and incentives for, developers and investors to provide affordable housing Expand medium density zonings to increase housing Modify controls to increase terrace style housing	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☑Vision ☑Community Strategic Direction 	Review	Immediate	Developers and Investors

Cultural Heritage	Increase local heritage grants (ie maintenance for local items) Increase funds/support for interpretive signage Dedicated heritage expert on staff (ie heritage advice, promote tourism) Establish and promote listing of state and local heritage items Encourage and promote broad membership of Council's Heritage Committee	⊠Broad benefit or indirect	More	Now	Private developer or owners of the property, State or Federal Government grants Destination NSW
Knowledge and innovation (including childcare)	Re-evaluate and increase use of Library services including digital technology (ie digital hubs and even consider a modern café within the Library). Access to study space, modem hub, internet cafe Partner with WSU to create book borrowing and services network Advocate for more pre- schools in local primary schools	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☑Vision ☑Community Strategic Direction 	Add	Consider for future	Cafe can self fund Asset already owned

Aged care and welfare	Council to maintain use of Community Halls as aged care Community hubs Work with Rotary groups to help provide additional services or options	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☐ Vision ☐ Community Strategic Direction 	Maintain	Ongoing	Possibly minimal cost as it's likely there are already other events or services available – may simply be advertising
Community gardens and greening	Convert under used or pocket parks into Community gardens (central area in neighbourhood): Sponsors eg Bunnings Small members fee Council to provide basic materials Utilise "Community service" to maintain Locals/neighbours to maintain, grow vegetables etc Council to establish guidelines around suitable planting on nature strips (ie native, height, drought resistant etc) to enable planting without Council involvement Increase tree plantings in parks and reserves to provide natural shade as per the Greening the City Strategy	□ Broad benefit or indirect Community ☑Cost effective ☑Sustainability □ Vision □ Community Strategic Direction	Review	Immediate	Donations Community service Volunteers Community Groups

	1		1		
	Plant appropriate native trees and shrubs on roadside / median strips leading into Penrith LGA and main roads within it (eg Mulgoa Road and the Northern Road) Tree planting and water features (eg misting facilities)				
Community health and fitness	Expand running tracks through parks and suburbs and increase publicly available outdoor gym equipment	 ☑ Broad benefit or indirect Community ☑ Cost effective ☑ Sustainability ☐ Vision ☐ Community Strategic Direction 	More	Progressive	None required to funding from rates / grants / local groups
Community events/activities	Review all parks and sporting fields for usage: Establish network or multiuse or dual purpose Identify specific areas for upgrade eg Werrington Lakes Incorporate increased relevant activities for aged/people with disability in Community events Recognise, participate in and promote Heritage Week (NSW) events		Add and review	Within next 5 years	Potential sponsorships Work with Community groups such as sporting teams using the park/facilities Grants Rates Certain events can self fund themselves through entry fees

including	(Chalk the Walk, river
Heritage open house, local history tours/talks around LGA	boating etc)
Multicultural festivals similar to Parramasala to be held in and around LGA. Expand on Penrith Show (Penrith Festival)	
Utilise river for more regular activities (ie weekly growers market of a substantial scale and seasonal activities such as Christmas Carols)	
Utilise sponsorship by the local Community to build and upgrade sporting facilities	
Encourage more free events and activities Regular farmers and boutique markets (eg Windsor Riverside Markets)	
Grow Penrith Market to include weekends and more emphasis on arts and crafts (avoid flea market)	
Chalk the Walk event, which is where people pay	

	\$10 for some chalk and then get to colour/draw on a section of pathway			
Heritage	Greater standards of maintenance for local heritage items	Review	Future	Minimal cost – mostly changes to specific Council by-laws or development applications





Income and Expenditure

FOCUS AREA	FOCUS AREA SMART ACTIONS		SERVICE LEVEL	TIME
Reduce allocated Council bulky pickups from 4 to 2 collections per year if a reduction in collection creates a cost saving	Reduce allocated pickups from 4 to 2 with additional pickups to be on a user pays basis to generate income Voucher codes on rates, request online	 ☑ Broad benefit or indirect Community ☑ Cost effective ☑ Sustainability ☑ Vision ☑ Community Strategic Direction 	Less	Now
Reduce street sweeping frequency	Prioritise the areas that need street sweeping and review annually	 ☑ Broad benefit or indirect Community ☑ Cost effective ☑ Sustainability ☑ Vision ☑ Community Strategic Direction 	Less	Now
Utilise TAFE and University student services for catering, landscaping, IT etc	Lead by example. Setting the tone. Use students for special projects, ie setting up Adventure Capital website: internships	 ☑ Broad benefit or indirect Community ☑ Cost effective ☑ Sustainability ☑ Vision ☑ Community Strategic Direction 	Review	5 years
Increase property portfolio and utilise vacant land	Redeveloped Heritage sites to become venues / conference facilities 99 year lease arrangements on vacant land	 ☑ Broad benefit or indirect Community ☑ Cost effective ☑ Sustainability ☑ Vision ☑ Community Strategic Direction 	Review	10 years
Scrap plans that double up on services already provided by other businesses such as free Wi- Fi	Private enterprise already provides Wi-Fi, doing this does not encourage usage of certain venues	 ☑ Broad benefit or indirect Community ☑ Cost effective ☑ Sustainability ☑ Vision ☑ Community Strategic Direction 	Less	Now

Council structure	Review Council staff structure to identify any possible cost savings	 ☑ Broad benefit or indirect Community ☑ Cost effective ☑ Sustainability ☑ Vision ☑ Community Strategic Direction 	Less	Now
Sponsorships	Implement programs with local sporting clubs so that field sponsorship can be bought by local businesses to pay for field upgrades Work with event organisers for sponsorship with local and bigger businesses	 ☑ Broad benefit or indirect Community ☑ Cost effective ☑ Sustainability ☑ Vision ☑ Community Strategic Direction 	Review	Now
Maintenance of Council facilities	Investigate use of volunteer work opportunities to maintain Council facilities (eg engage with local business to act as volunteers as a team building exercise)	 ☑ Broad benefit or indirect Community ☑ Cost effective ☑ Sustainability ☑ Vision ☑ Community Strategic Direction 	New	Now
Before and after school care	Council to tender to operate care facilities at Government primary schools	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☑Vision ☑Community Strategic Direction 	New	5 years
Local cemetery	Council to investigate new release land for a cemetery and/or expand existing cemetery (eg Castlereagh) to generate income Investigate avenues to minimise or decrease maintenance/operational costs	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☑Vision ☑Community Strategic Direction 	New	5 years
Energy efficiency for Council facilities	Consider alternative energy sources (eg install solar panels and energy efficient lighting)	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☑Vision ☑Community Strategic Direction 	New	5 years



Jobs Close to Home

FOCUS AREA	SMART ACTIONS	CRITERIA/PRINCIPALS	SERVICE LEVEL	TIME	HOW TO PAY FOR IT
Market, advocate and approve development for business park (Jordan Springs, Ropes Crossing, central precinct)	Promote as energy efficient, technological advanced (technology –NBN) Mix of commercial / business / accommodation	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☑Vision ☑Community Strategic Direction 	Add or maintain at a high quality	Medium to long term	Partner with developers
Increase traineeships and work experience opportunities	Create, expand and promote opportunities though links with local businesses, education providers, Centrelink and Courts to provide opportunities for students to gain practical work experience	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☑Vision ☑Community Strategic Direction 	More	Short term	Business
Support marketing campaign around attracting businesses here	Support Council's New West Strategy to promote Penrith as a place to do business (eg city tours, case studies, brochures, websites)	 ☑ Broad benefit or indirect Community ☑ Cost effective ☑ Sustainability ☑ Vision ☑ Community Strategic Direction 	Review	Short and ongoing	Business rates
Promote Penrith / Hawkesbury as "Food Bowl" of Sydney	Partner with local councils to promote the area's agricultural products and industry (eg Hawkesbury Harvest and Farm Gate Trail) Encourage growth of existing agricultural business by maintaining rural zoning	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☑Vision ☑Community Strategic Direction 	Review	Short term	No cost associated, local producer to become involved





Our Environment

Green Bridge needs to be prioritised	Advocate for completion of Green Bridge within planned timeframe.
Boat Ramp	Current boat ramp is sufficient. Council to balance the promotion of the River with effective regulation of boat usage noting capacity and the environmental sustainability of the River.

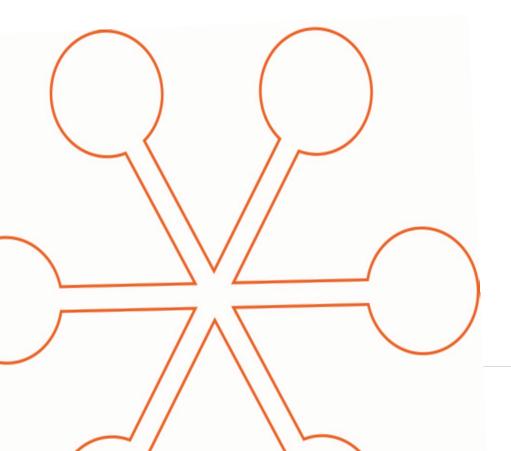
FOCUS AREA	SMART ACTIONS	CRITERIA/PRINCIPALS	SERVICE LEVEL	TIME	HOW TO PAY FOR IT
The Nepean River	Spread out activities across the whole riverbank area with added facilities (eg BBQs, seating, bins, dog litter facilities, permanent shaded/weatherproof areas, bubblers and exercise equipment) on both sides of the river. Consider permits for food trucks/ pop up cafes along river reserves.	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☑Vision ☑Community Strategic Direction 	More and maintain	0 – 2 years	Rates and permits
Nepean River banks	Utilise volunteers groups (eg high schools, Centrelink, Community service orders) to remove invasive weeds and replace with appropriate vegetation.	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☑Vision ☑Community Strategic Direction 	More	Immediate	Pays for itself

Water play area for children	Multiple free water play areas across the city's suburbs (splash pads) e.g. Robinson Park, Jamisontown, St Clair, Cranebrook, South Penrith, Emu Plains side of the river to even out where people spend time.	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☑Vision ☑Community Strategic Direction 	Add	0 – 2 years	Rates or other other revenue
Centrally located stage for Community events in River precinct	Assess the feasibility of constructing a permanent facility on a cost neutral basis	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☑Vision ☑Community Strategic Direction 	Add	0 – 2 years	Rates
Information Centre	Council to investigate the development of a centrally co-located tourist information facility at existing location/attraction (accessible 7 days per week), supported by appropriate signage directing drivers from M4 motorway Council to increase online tourist information presence.	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☑Vision ☑Community Strategic Direction 	High	Short Term	In conjunction with a private developer
Replace bins in CBD with closed lid recycling options	Review and implement a cleaner option to ensure rubbish remains in bins, and includes recycling options in line with sustainability plans in cleaning up of the city	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☑Vision ☑Community Strategic Direction 	Review	Short term (low priority)	Rates

Night time economy for High Street	Investigate possibility of widening of footpaths to accommodate outdoor seating. Council to provide permits for outdoor dining along High Street. Utilise current pop up parks and improve dining/ night time economy in high street area	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☑Vision ☑Community Strategic Direction 	Review	Medium	Rates and fees
---------------------------------------	---	--	--------	--------	----------------



Planning for Future Growth



Transport	Continue advocacy for State and city growth, including M9 motorway and rail
Badgerys Creek Airport	Advocate for supporting services and infrastructure to accompany construction of Airport. Advocate for local economic development leveraging off construction of the Airport.

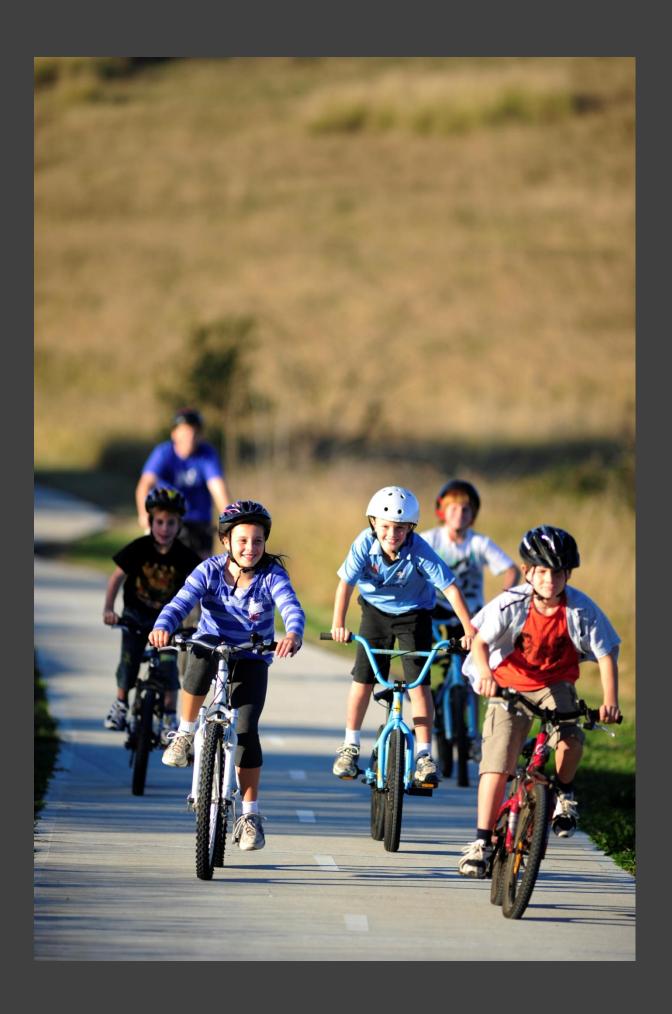
FOCUS AREA	SMART ACTIONS	CRITERIA/PRINCIPALS	SERVICE LEVEL	TIME	HOW TO PAY FOR IT
Identify / rezone for jobs growth	Council to review its current employment land strategy to identify further land for expansion (eg business park on Forrester Road St Marys, new business parks at Erskine Park)	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☑Vision ☑Community Strategic Direction 	Add	0 – 2 years	Existing resources
Tourism Accommodation	Promote and facilitate a variety of accommodation options, including caravan parks	 ☑ Broad benefit or indirect Community ☑ Cost effective ☑ Sustainability ☑ Vision ☑ Community Strategic Direction 	Add	0 – 5 years	Existing resources and partnerships
Housing	Provision of medium and high density housing within CBD locations close to infrastructure and services Investigate options for use of transportable homes in residential parks to supplement traditional housing types	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☑Vision ☑Community Strategic Direction 	Add	5 – 10 years	Existing resources



Safe and Vibrant Places



FOCUS AREA	SMART ACTIONS	CRITERIA/PRINCIPALS	SERVICE LEVEL	TIME	HOW TO PAY FOR IT
Street lighting	Review street lighting across the LGA to determine where additional lighting is needed	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☑Vision ☑Community Strategic Direction 	More and review	0 – 2 years	Rates
ССТУ	Install CCTV cameras for general public protection to act as a deterrent for crime and public safety rather than just protecting Council property	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☑Vision ☑Community Strategic Direction 	Review	0 – 2 years	Incentives for businesses to install their own CCTV
Promote and support public art	Engage with Community Groups and educational institutions to display artworks in Council buildings and public spaces by putting together a yearly schedule with time frames of exhibits	 ☑Broad benefit or indirect Community ☑Cost effective ☑Sustainability ☑Vision ☑Community Strategic Direction 	Maintain and add	0 – 5 years	Rates



THANK YOU

The members of the Community Panel wish to acknowledge and thank Penrith City Council for their willingness to share information requested as part of the recommendation deliberations and for supporting a system of transparency.

The Panel also wishes to extend their thanks to newDemocracy for their assistance and facilitation efforts during this consultation process – their guidance has assisted the Panel in gaining consensus on recommendations outlined in this Report.

