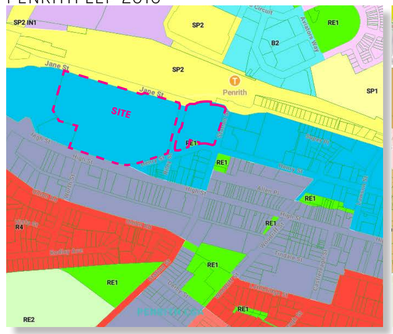
2.0 CONTEXT

Current Planning Polices

Current regulations limits the site's potential to become a metropolitan cluster.
As a result, a structure that will enable meaningful development options for the sites is required, as well as respond to a developing civic context.

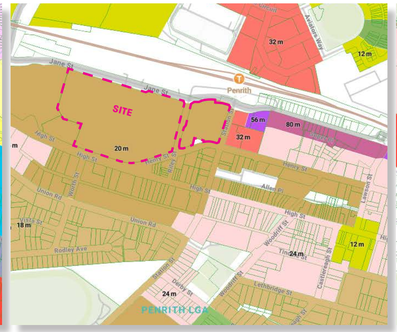
PENRITH LEP 2010



ZONING PLAN

Zone	
B1	Neighbourhood Centre
B2	Local Centre
B3	Commercial Core
B4	Mixed Use
B5	Business development
B6	Enterprise Corridor
E1	National Parks and Nature Reserv
E2	Environmental Conservation
E3	Environmental Management
E4	Environmental Living
IN1	General Industrial
IN2	Light Industrial
R1	General Residential
R2	Low Density Residential
R3	Medium Density Residential
R4	High Density Residential
R5	Large Lot Residential
RE1	Public Recreation
RE2	Private Recreation

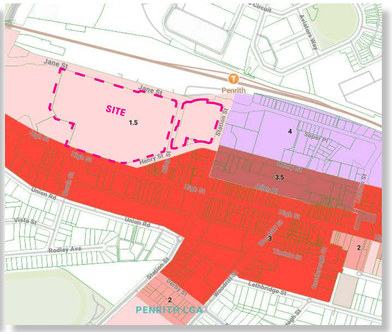
+ Site is Zoned B3 - Commercial Core.



BUILDING HEIGHTS PLAN

Maximum Building Height	
A	0
C	5
D	8.5
F	9
K	10
M1	12
M2	12.5
O	15
P	18
Q1	19
Q2	20
R	21
S	24
T	27
U	32
Z	56
AA	80

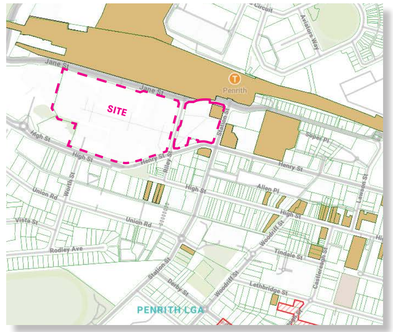
+ Building Height applicable to site is 20m
+ Height of developments across Station Street ranges from 32m,56m and 80m.



FSR PLAN

Maximum Floor Space Ratio	
A	0
B	0.4
D	0.5
H	0.7
I	0.75
N	1
O	1.1
S1	1.5
S2	1.6
T	2
U	2.5
V	3
W	3.5
X	4

+ Current FSR on site is 1.6:1
+ FSR of surrounding areas ranges from 3:1 to 4:1.

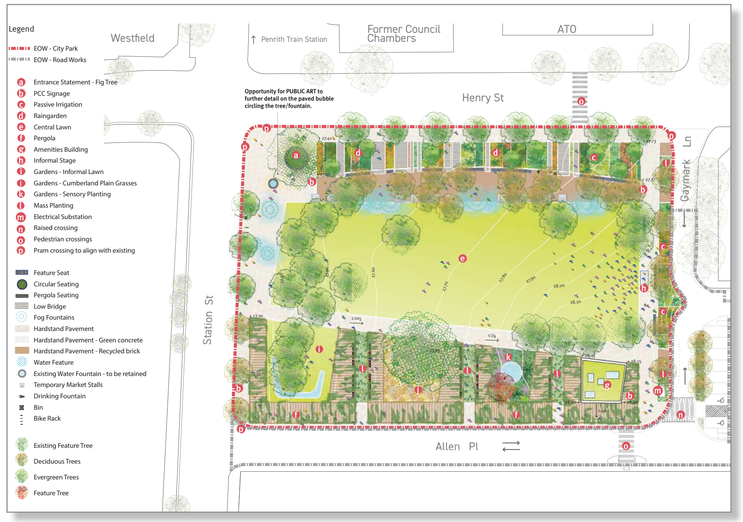


HERITAGE

Heritage
Conservation Area - General
Item - General
Item - Archaeological

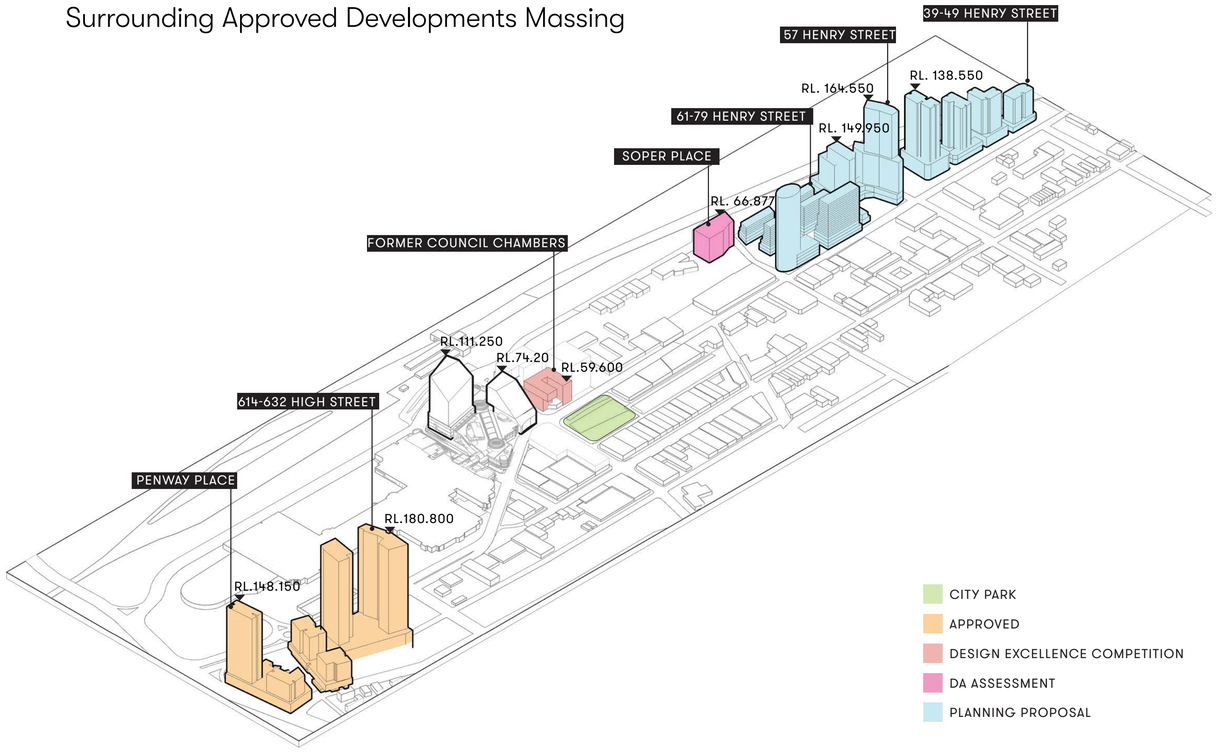
+ There is no heritage overlay on the localised sites
+ Heritage Item 690 (Red Cow Hotel) is on the corner of the overall Westfield lot (General Heritage)

PENRITH CITY PARK PLAN

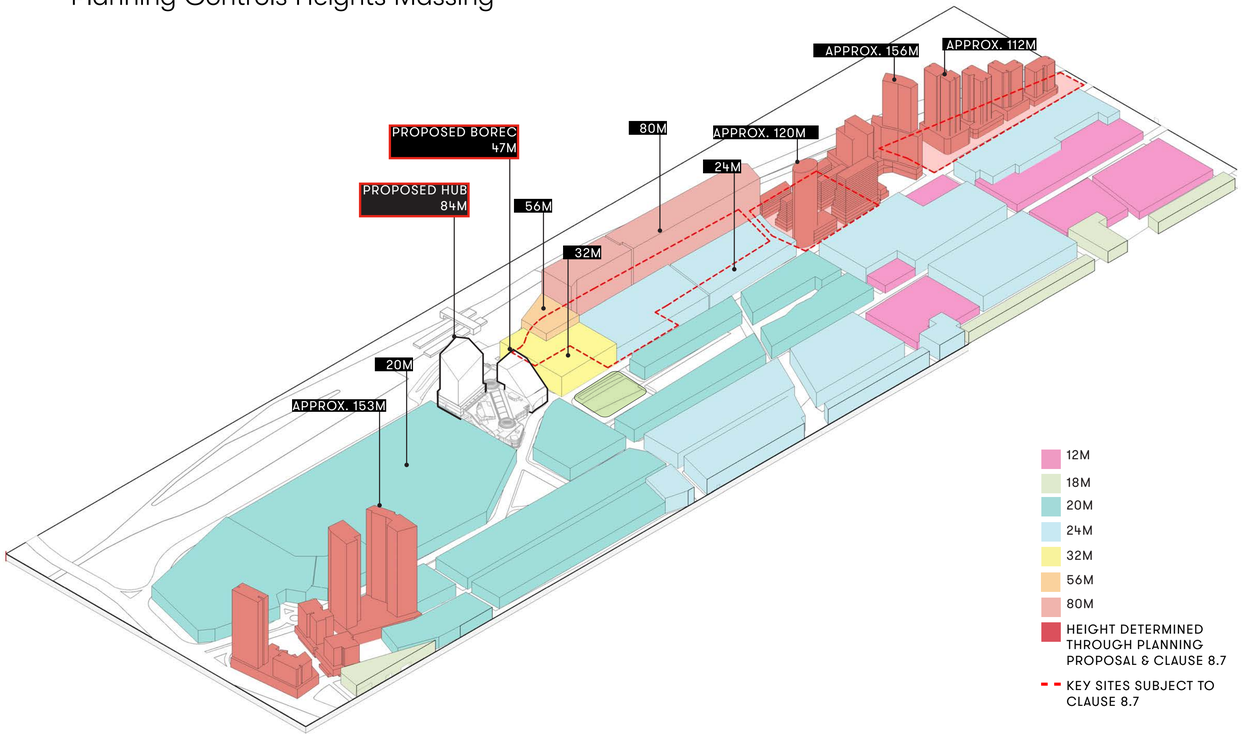


PENRITH WESTFIELD PLANNING PROPOSAL REPORT

Surrounding Approved Developments Massing



Planning Controls Heights Massing



3.0
VISION



Penrith Collective Ambition

Penrith City Council has developed policy to guide the development and growth of Penrith, and ensure that the city unlocks its maximum potential through well thought out public spaces and well rounded economic growth.

PENRITH PROGRESSION - A PLAN FOR ACTION - 2015

Penrith Progression identifies the council desire to respond to the future development of Penrith as the Growth City, with projected population growth to over 1 million residents by 2031. Key planning principles are documented with the intention of fostering a lively community heart supported by high pedestrian amenity, entertainment offerings, innovative commerce and 24/7 activity.

2.2 PENRITH GROWTH SNAPSHOT

State Government plans such as *A Plan for Growing Sydney* recognise the role Western Sydney plays now and into the future, in terms of driving future productivity of Sydney and NSW. The Plan estimates that in 20 years, 900,000 more people will live in Western Sydney. The emergence of the new airport as a hub of economic activity and improved transport infrastructure and connections will enable centres such as Penrith, Liverpool and Campbelltown-Macarthur to continue to grow as regional centres.

Penrith's growth over the next 15 years is shown below. As shown in Figure 4, Penrith's economic catchment is expected to reach more than one million by 2031.

	PEOPLE LOCAL GOVERNMENT AREA	PEOPLE ECONOMIC CATCHMENT	HOUSES	JOBS
Now	200,000	500,000	70,000	70,000
2031	260,000	1 Million+	100,000	120,000

Figure 4 *Penrith's growth snapshot.*



PENRITH ECONOMIC DEVELOPMENT STRATEGY

PENRITH PROGRESSION - A PLAN FOR ACTION - 2015

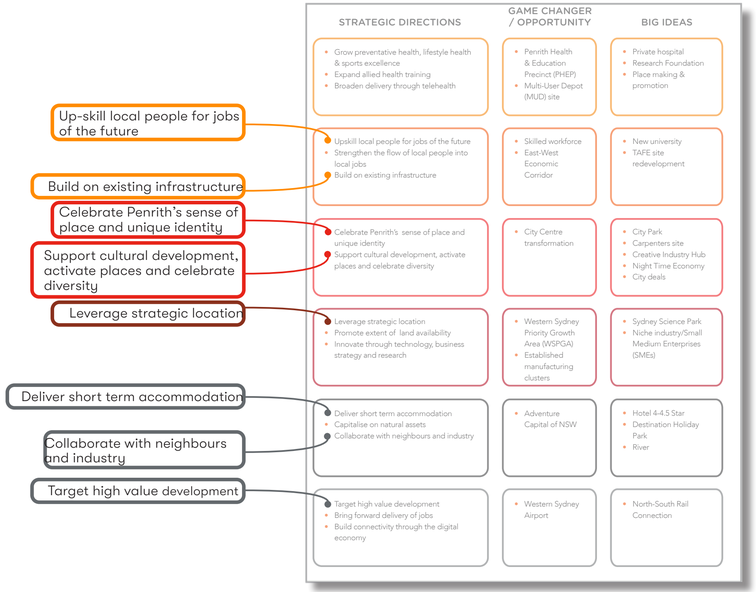
PENRITH CITY COUNCIL ECONOMIC DEVELOPMENT STRATEGY 2017

Penrith City Council also produced an Economic Development Strategy that identifies opportunities for growth and investment in commerce, culture and accommodation.

Important to note is the strategic direction to compliment and collaborate with existing industry, creating holistic and sustainable economic growth



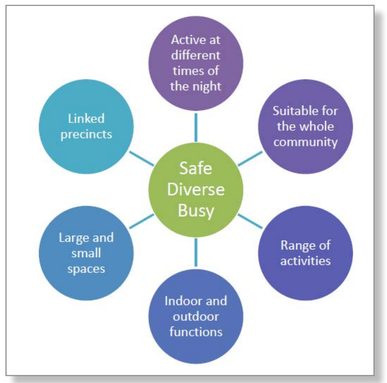
PENRITH PROGRESSION - A PLAN FOR ACTION - 2015



PENRITH ECONOMIC DEVELOPMENT STRATEGY

PENRITH NIGHT TIME ECONOMY STRATEGY - 2016

As identified in the Plan for Progression 2015, Penrith City Council intends for the city to accommodate 24/7 activation. The Night Time Economy Strategy expands upon this aspiration, providing direction and strategy on opportunities for collaboration, potential for growth and overall goals.



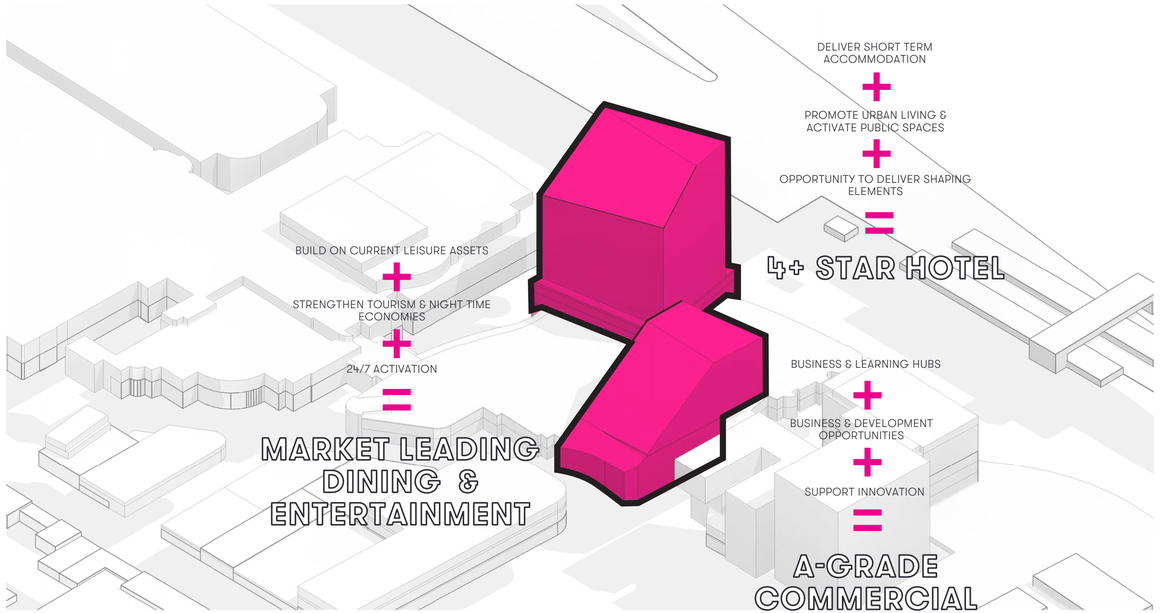
PENRITH NIGHT TIME ECONOMIC STRATEGY

This strategy aims to:

- Build on Penrith's current strengths:
  - The diverse business base – including the range of retail, commercial, food and beverage outlets, including banks, clothes shops, estate agents, gymnasiums
  - The civic and cultural assets – such as the Joan Sutherland Performing Arts Centre, Penrith City Council chambers, Penrith City Library and the Nepean College campus
  - Existing nigh time economy – The popular restaurant and dining areas, take away food shops, and well established licensed premises
  - Significant leisure and recreation assets – including the Penrith Panthers, Penrith RSL, and Joan Sutherland Centre, which attract a large number of patrons from a regional catchment to Penrith regularly
  - The diverse urban landscape – appreciating the potential opportunities related to the different precincts within the city and the unique built environment, opportunities associated with public plazas, strip shopping, and arcades
  - Existing access arrangements – including abundant car parking and public transport access
  - Potential for growth – both in terms of increasing populations within the city, and also opportunities generated through major developments
- Change perceptions: Penrith is active!
  - Create an environment to support diverse range of activities and attractions
  - Become a living City with an integral NTE
  - Create more opportunities for growth

PENRITH NIGHT TIME ECONOMIC STRATEGY

Translating into a built vision



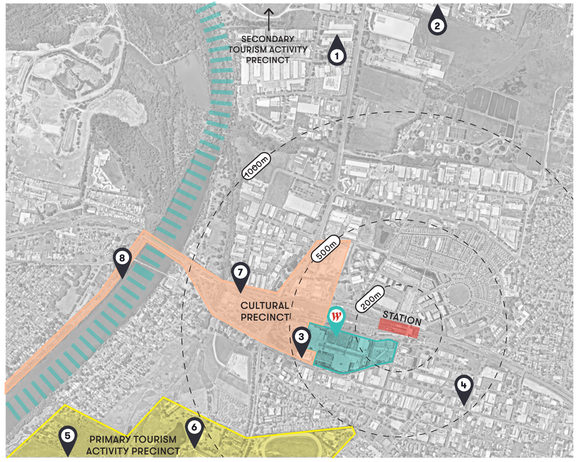
Current Entertainment Offering

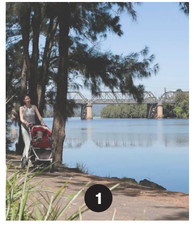
Currently marketed as the "adventure capital" of NSW, Penrith offers a range of outdoor sporting and adventure activities that take advantage of it's outdoor amenity.

These tourism activities however, generally occur further from the city centre, drawing patrons away form the city and reducing street activation.

There is potential for new indoor, centralised entertainment options to activate and invigorate Penrith and compliment it's current outdoor offering.

1. THE CLIMBING CENTRE
2. NEPEAN AQUATIC CENTRE
3. JOAN SUTHERLAND PERFORMING ARTS CENTRE
4. PENRITH RSL
5. CABLES AQUA PARK
6. PENRITH PANTHERS CENTRE
7. THE MUSEUM OF FIRE
8. GREAT RIVER WALK



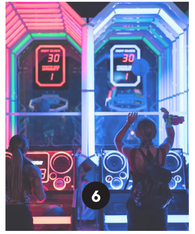












Proposed Entertainment & Dining Destination



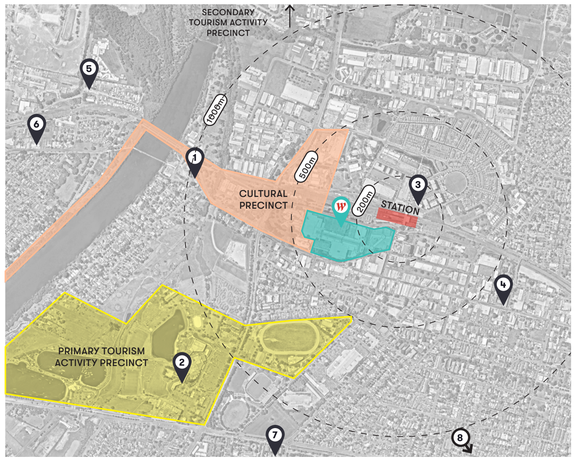
Current Accommodation Offering

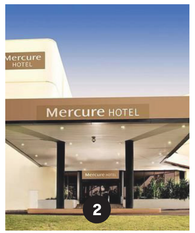
Current offerings for accommodation are decentralised and market more towards boutique resort and motel style stays. Some are clustered around current outdoor/adventure activity precincts, and are of 3/4 stars and below.

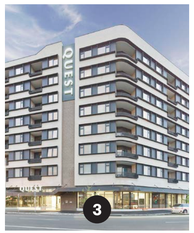
A centralised 4+ star offering can bolster the town centre F&B and entertainment offerings, and unlock tourism opportunities for travellers to the Blue Mountains and for business travel.

Quality accommodation offerings are key the success of a 24/7 economy

1. PENRITH VALLEY INN
   4-star hotel
2. MERCURE HOTEL
   4-star hotel
3. QUEST PENRITH
   Serviced Apts
4. PENRITH HOTEL MOTEL
5. INGENIA HOLIDAYS NEPEAN RIVER
   4-star hotel
6. VALUE SUITES PENRITH
   3-star hotel
7. ASTINA PARKSIDE
   Serviced Apts
8. NIGHTCAP (JAMISON HOTEL)
   3-star hotel















Proposed 4+ Star Accommodation with views

