WESTFIELD PENRITH LIVING CENTRE

PLANNING PROPOSAL DESIGN REPORT

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scott carver

SCENTRE GROUP

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1.0
INTRODUCTION



PENRITH WESTFIELD LIVING CENTRE

OUR VISION IS FOR A **CONNECTED** PRECINCT.

A PRECINCT THAT BRINGS PEOPLE TOGETHER AND CREATES A **COMMUNITY**, A DYNAMIC MIX OF RETAIL PATRONS, CREATIVE WORKERS, MILLENNIALS AND HOTEL GUESTS LOOKING TO EXPERIENCE THE LOCAL LIFESTYLE.

IMAGINE A TRULY MIXED USE PRECINCT THAT LEVERAGES OFF THE SUCCESS OF EXISTING FACILITIES AND ENGAGES WITH THE MOUNTAIN & THE RIVER.

A NEW LIVING CENTRE SUPPORTING THE VISION OF A 24 HOUR CITY.

PUTTING PENRITH CBD ON THE MAP

Westfield Penrith Living Centre

Penrith is a thriving regional city that is a stones throw from the Nancy-Bird Walton Airport. It is a rapidly transforming and flourishing city with a growing population and workforce, the heart of the New West.

Penrith City has outlined lofty aspirations that aim to bring quality of life, energy and prosperity to its local economy through the revitalisation of the city centre. Initiatives such as the High Street Redevelopment and City Park showcase the potential for Penrith to deliver a vibrant and active lifestyle that compliments its position as the Adventure capital of NSW

Penrith Westfield, occupying a large portion of the city economic centre, represents a key opportunity to delivery city shaping buildings that aspire to the vision of the Growth City. Two separate towers address key corners of the site.

The Hub is the opportunity to create an iconic gateway that addresses commuters from the historic Penrith Railway Station and Jane Street. The podium will contain a renewed retail and dining destination that addresses a new public forecourt. Above, 10,000m² of A-grade commercial office will attract commercial offices looking to expand and decentralise, and take advantage of the increase in business travel in the region as a result of the new Airport. To crown the tower, a 150 key hotel with sky lobby and dining will offer sprawling views across the Nepean River, Blue Mountains and the Dividing Range.

At the opposite corner facing the future City Park, Borec House will become a thriving commercial tower that extends the Justice and Health precincts that line Henry Street. A green building stepping up from the street, it will become an extension of the city park and create a welcoming corner extending along Station St and Henry St.

Together, **Westfield Penrith Living Centre** can act to unify a large portion of the Penrith City centre with continuous bands of quality public domain and provide new retail, dining and work destinations, and deliver new and exciting economic opportunities.

2.0
CONTEXT


Westfield
Penrith Plaza
STARBUCKS
STARBUCKS
40
AREA
ONE WAY

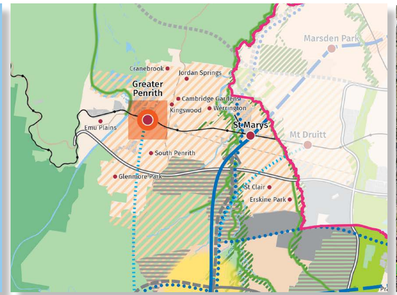
Strategic Context

Penrith lies at the intersection of several large scale planning policies, identifying the massive potential for growth and expansion within the city, and aspiring for quality, livable outcomes.

GREATER SYDNEY COMMISSIONS VISION (2017)

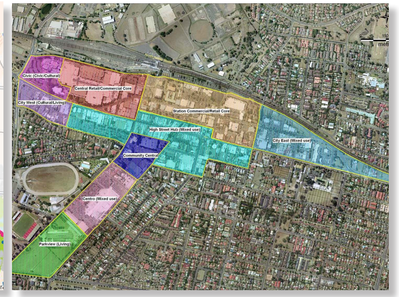


SOURCE: WESTERN CITY DISTRICT PLAN



SOURCE: WESTERN CITY DISTRICT PLAN

COUNCIL'S VISION (2006)



PENRITH IS IDENTIFIED AS A METROPOLITAN CLUSTER

+ Penrith is located in the Western Parkland City and is positioned as one of the key Metropolitan Clusters
+ New connection to the future airport is proposed which will support higher density development.

GREATER PENRITH COLLABORATIVE AREA

+ Collaborative Area to grow up to 50,000 jobs over the next 25 years
+ Revitalize and grow the Penrith CBD
+ Support and enhance a viable commercial core.

PENRITH CITY CENTRE - ACTIVITY PRECINCTS & PUBLIC DOMAIN

+ City Centre strategy to achieve quality built environment through visual and functional continuity:
+ Defining activity precincts and the public domain.
+ Connecting precincts and establishing key nodes in the city.
+ Street edge, defined ground and upper storey.

The Greater Penrith Collaboration Area

The Collaboration Area for Greater Penrith covers the Penrith CBD, the health and education precinct and the tourism precinct from Penrith Lakes along the current length of the Great River Walk to the M4 Motorway. It has the potential to grow up to 45,000 jobs – a 35 per cent increase – over the next 20 years.

The site sits in the heart this Collaborative area, surrounded by commercial / cultural and community and civic uses. Forming the retail precinct the site has the opportunity to strengthen Penrith's CBD core through a number of initiatives as outlined on the next page.

