



Reclassification of Public Land

St Marys Town Centre

7 Economic Effects

Background

It's an exciting time for St Marys...

For many years the community and Penrith City Council have recognised its potential to become a vibrant, vital and sustainable city and invested appropriately to make this happen. But the Town Centre's viability has been limited by the growth of nearby centres and the range of shops and services they provide.

Between 2002 and 2006, Council conducted the *Our City Centres – Vitality and Viability Review* to ask the St Marys community what it wanted for the Town Centre in the future. The community's vision was captured in the adopted *St Marys Town Centre Strategy*. This Strategy outlines how to create attractive public places, encourage new investment, deliver new infrastructure, and generate jobs.

In 2007, Council created the *St Marys Town Centre Masterplan* to show how these things could be achieved. Actions included a new town square, residential development near the train station, a new east-west street and the expansion of Station Plaza and St Marys Village Shopping Centres towards Queen Street.

The next step for Council is to reclassify parts of the land near existing shopping centres, so we can consider opportunities and start realising the vision. This Planning Proposal does not propose the sale, lease or development of the land – these matters will be considered by Council in the future and will include community consultation. It also does not prevent the current use of the land from continuing.

Economic Effects

A recent study found that:

- The shopping centres contribution to the Town Centre is limited because of their separation from Queen Street by distance, open space, car parking and degraded service areas.
- The expansion of the St Marys Village Shopping Centre, Station Plaza Shopping Centre, or both would be beneficial for St Marys in the longer term, increasing the retail vitality and viability of the centre as a whole.
- If the expanded centres are integrated with Queen Street, then the potential for spillover shopping into Queen Street could mitigate and even reverse any negative impacts on Queen Street.

The *Draft Concept Plan* accompanying the public exhibition identifies how major developments could be linked to Queen Street to distribute shoppers throughout the Town Centre.

Further Information

If you have any questions, please visit one of the exhibition venues or contact the City Planning Team on (02) 4732 7703 or at: cityplanningteam@penrithcity.nsw.gov.au.