

Appendix 10

Consistency with Council's local strategy and strategic plan

Penrith Community Plan 2013

Outcome	Strategy	Consistent
1 We can work close to home	1.1 Diversify the region's economy and attract investment, particularly targeting new and emerging employment sectors	Yes – the ability to trade, lease, or develop the land will facilitate commercial, mixed use and residential developments, attracting investment and creating new jobs, both ongoing and in the operation of the new developments. Welch Place – the ability to trade, lease or develop the land will facilitate the construction of a new access ramp that will unlock 107 car parking spaces. This will support the city's economy and existing retail employment sectors.
	1.2 Secure infrastructure that improves economic opportunities for existing and new businesses	Yes - the ability to trade, lease, or develop the land will facilitate development that may include new or improved physical infrastructure, such as a multi-decked carpark in the Centre. Optimum utilisation of Council's existing car parking provisions is required for the City to grow and evolve into a more complex place with an increasing commercial emphasis, social and cultural focus and a broader range of services. New or improved infrastructure will also service existing businesses.
	1.4 Provide access to education and training to improve residents' ability to take advantage of current and future employment opportunities	Yes – Union Road. New housing choices which would be included as part of any future mixed use development, provides a greater range of opportunities for resident to get access to education and training facilities offered in the City Centre. In addition, the generation of new employment uses may also include education and training providers. Welch Place – Unlocking existing car parking spaces will support access to education and training in the city centre. The reclassification will also allow future development of the site and adjoining site to be investigated.
2 We plan for our future growth	2.1 Facilitate development that encourages a range of housing types	Yes – Union Road - the ability to trade, lease, or develop the land would increase the amount of land available in the Penrith City Centre for future high density residential and mixed use developments.
	2.2 Protect the City's natural areas, heritage and character	Yes – Union Road - increasing the amount of land available in the Penrith City Centre for high density residential and mixed use developments will reduce pressure on the use of rural land or land with scenic, natural or heritage values.
	2.3 Ensure services, facilities and infrastructure meet the needs of a growing population	Yes – the ability to trade, lease, or develop the land will facilitate development that may include new or improved physical infrastructure such as a multi-level car parking structure. Improved management of Council car parks is essential for the creation of a vibrant, accessible and sustainable City Centre. New or improved infrastructure will also service existing businesses.
3 We can get around the City	3.1 Secure an effective public transport network	Yes – Union Road - encouraging and facilitating the delivery of new homes in Penrith City Centre Town Centre will encourage more people to use public transport. The NSW Government will be challenged to provide new and upgraded services to respond to the increased demand.
	3.2 Provide a safe and efficient road network supported by parking	Yes – the ability to trade, lease, or develop the land will facilitate development that may include new roads and paths. Any new development will also have to provide car parking and provides the opportunity to better organise existing car parks in the City Centre.
	3.3 Improve the City's footpaths and shared pathway network	Yes – the ability to trade, lease, or develop the land will facilitate development that may include new roads and paths.
4 We have safe, vibrant places	4.1 Improve our public spaces and places	Yes – the ability to trade, lease, or develop the land will facilitate development that may include new or improved physical infrastructure such as public domain works.
	4.2 Grow and revitalise our centres and neighbourhoods	Yes – the ability to trade, lease, or develop the land will facilitate development that will contribute to the growth and revitalisation of the City Centre. New development has the potential to generate jobs (during construction), during the ongoing operation of commercial developments and attract visitors and shoppers to the City Centre. This will increase the vibrancy, activity and safety in the City Centre. In turn, this will attract further development. Removal of the Allen Place ramps will remove a significant restraint on the City Park site which contribute to a revitalised City Centre and be a vibrant drawcard for community and cultural events.
5 We care about our environment	5.1 Protect and improve our natural areas, the Nepean River and other waterways	Yes – any development of the land will need to contribute to the 'greening' of the City Centre, introducing trees or vegetation where they do not currently exist. This will help reduce erosion and improve water quality.
6 We're Healthy and Share Strong Community Spirit	6.1 Provide opportunities for our community to be healthy and active	Yes – Union Road - the ability to trade, lease, or develop the land will facilitate development that may include new or improved physical infrastructure such as public spaces. Well-connected public spaces – cycle paths, public transport, recreation spaces and gathering spaces provides greater range of movement choices in the community. The provision of a multi-decked car park on the periphery of the City,

Outcome	Strategy	Consistent
		will develop the form and function of the City Centre and improve pedestrian's safety and mobility in the City Centre.
	6.2 Encourage social connections and promote inclusion in our community	Yes – the ability to trade, lease, or develop the land will facilitate development that may include new or improved physical infrastructure such as public spaces. Integrating land uses and creating new public spaces can contribute to an area's enhanced social inclusiveness. More walkable neighbourhoods with easy access to services and infrastructure, and community spaces enhance access, inclusion and participation. In addition, providing a variety of housing choices can direct the development of a more equitable mix of housing types across the city and allow more people to live closer to work.
	6.3 Support cultural development, activating places and creativity.	Yes – the ability to trade, lease, or develop the land will facilitate development that may include new or improved physical infrastructure such as public spaces and improved public domain. The opportunity to develop the underutilised site (at Union Road) and integrate land uses will serve to activate the City Centre by influencing the functionality and attractiveness of the Penrith City Centre for future investment. Quality public domain is required to create liveable local cities and will provide opportunities to promote Penrith's cultural development. The reclassification of Welch Place car park will allow the Allen Place ramps to be demolished which will support the City Park development to progress.
7 We have confidence in our Council	7.1 Demonstrate transparency and ethical behaviour	Yes – Council is undertaking a community consultation for the Planning Proposal, which includes a public exhibition and independently chaired public hearing. The consultation process also provides people with the opportunity to make submissions and have their concerns considered.
	7.2 Ensure our finances and assets are sustainable and services are delivered efficiently	Yes – the proposed reclassification of the land provides Council with the ability to effectively manage its assets, including the trade, lease, or development of the land. This allows Council to utilise its property portfolio to stimulate growth and development opportunities in the City Centre.
	7.3 Provide opportunities for our community to participate in making decisions about the City's future.	Council is undertaking a community consultation for the Planning Proposal, which includes a public exhibition and independently chaired public hearing. The consultation process also provides people with the opportunity to make submissions and have their concerns considered.

City Strategy

Outcome	Goals	Consistent
Places: Revitalise our major centres to create vibrant places and offer quality living, working and leisure experiences	P10 Revitalise our major centres to create vibrant places and offer quality living, working and leisure experiences	Yes – Union Road - as a significant land owner in the Penrith City Centre, Council is committed, and has the capacity, to directly leverage positive change by strategically using the publicly owned land to deliver transformative change and positive community outcomes in line with the goals of the City Strategy.
	P11 Our centres are vital, vibrant and attractive places with a creative edge	Union Road - As part of the EOI process, Council is seeking innovative and creative projects to deliver on the vision for the Penrith City Centre and is therefore open to considering a range of project concepts and delivery models and commercial structures that may include Council retaining a commercial interest in the land.
	P12 Our centres focus activities for community services, retail, employment, and housing around key transport nodes	Welch Place – Development for a new access ramp for the site has been approved, this will allow the demolition of the existing Allen Place ramps. Unlocking inaccessible car parking spaces and contributing to the long term strategic goal of a City Park will contribute to creating a vibrant City Centre and offer quality leisure and working experiences.
	P13 Our centres are connected and accessible	
	P14 Our centres celebrate our unique character and sense of place	The reclassification of the land will enable Council to prepare its landholdings to respond to future development opportunities on this site to meet the goals of the City Strategy, particularly in regard to making the City Centre a vibrant and attractive place to live, work and for leisure.

Penrith Progression

Outcome	Strategy	Consistent
2 Active City	2.3 Retain urban growth in the city Centre by identifying the next site for it to develop another city-shaping living village	Yes – Union Road - the ability to trade, lease, or develop the land will facilitate commercial, mixed use and residential developments, attracting investment and creating new jobs, both ongoing and in the operation of the new developments.
	2.7 Promote high-density development on accessible sites that support sustainable travel options	Yes – Union Road - Council's EOI for the subject land sought innovative and creative projects to help implement the Penrith Progression. Mixed use, high density residential and multi storey car parking will be considered. The site is strategically placed to support existing retail and commercial surrounding uses.
7 City Transit	7.2 Manage and prioritise central parking to balance the needs of shoppers, workers, and commuters	The EOI states that there must be 1000 public car spaces provided as part of any redevelopment of the site. This is an increase from the existing 412 spaces currently provided at-grade level. As it is intended that there will be an increase in the number of car spaces to be provided on site as a result of any future development, this Planning Proposal is consistent with the strategy to manage and prioritise parking in the City Centre.
8 Infrastructure	8.4 Seek interest for construction of a multi-level car park at the eastern end of Soper Place, and in other identified City Centre locations	Welch Place car park reclassification will enable the City Park to progress with the demolition of the Allen Place ramps being able to go ahead and the site to be redeveloped with the new access ramp. The provision of car parking in the City Centre will support the parking needs of shoppers, workers and commuters.

Penrith City Centre Plan - Vision

Outcome	Strategy	Consistent
11 Future Actions	1 Promote office development in the commercial core	Yes. Union Road - As part of the EOI process, Council is seeking innovative and creative projects to deliver on the vision for the Penrith City Centre and is therefore open to considering a range of project concepts and delivery models and commercial structures that may include Council retaining a commercial interest in the land. The reclassification will allow greater flexibility should the lands be considered suitable to be included in a future mixed use development.
	2 Promote Government office accommodation options for the city centre	
	3 Develop strategies to add to educational facilities within the city centre	Council's EOI for the subject land states that there must be 1000 public car spaces provided as part of any redevelopment of the site. This is an increase from the existing 412 spaces currently provided at-grade level. As it is intended that there will be an increase in the number of car spaces to be provided on site as a result of any future development, this Planning Proposal is consistent with the plan to manage and prioritise parking in the City Centre.
	8 Investigate options to improve access, car parking and traffic management within the city centre	

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	9 Establish Penrith as a centre of excellence for substance buildings within the city centre.	The reclassification of the land will enable Council to prepare its landholdings to respond to future development opportunities on this site to support the Future Actions in the Penrith City Centre Plan – Vision.
	10 Encourage increased residential densities with the city centre and in key locations adjoining the city, and investigate affordable housing opportunities.	

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