

proposed reclassification of the Land is the result of and assists in the implementation of Council's adopted Strategy and Masterplan for the Town Centre.

Council's Framework – Local Planning Documents

In 2010, Council zoned the entire Town Centre, including the Land, with a *B4 Mixed Use* zone and supporting planning controls. This permits a diversity of land uses including high density housing and mixed use developments to generate activity and economic viability. Council has also published detailed development controls to promote high quality developments and create friendly and attractive places. Appendix 7 provides relevant extracts of *Penrith Local Environmental Plan 2010* and *Penrith Development Control Plan 2014*.

A *Development Contributions Plan* also applies to the Town Centre, setting out Council's policy for the raising and spending of contributions for the provision of parking. Any development of the Land once it has been reclassified will be required to provide replacement car parking on-site or elsewhere in the Town Centre.

The proposed reclassification of the Land, when complete, will allow Council to consider the trade, lease, or development of the Land in a manner that is consistent with and implements the strategic planning framework for the Town Centre.

Section C – Environmental, Social and Economic Impacts

Environmental Impacts

This Planning Proposal does not recommend the amendment of those provisions in LEP 2010 that require new development to identify and manage its environmental impacts, such as the preservation of trees and vegetation and the management of stormwater. These provisions will continue to apply to the Land.

Lang Park and Kokoda Park both contain mature trees with some landscape significance. No critical habitat or threatened species, populations or ecological communities are affected. The Land is not identified on the *Natural Resources Sensitive Land Map* in LEP2010.

The landscape significance of the existing trees is recognised by the *Scenic and Landscape Values Map* and associated provisions in LEP 2010. This Planning Proposal does not recommend any amendment of this map or provisions, which will continue to apply to the Land. The provisions require any new development to be located and designed to minimise its visual impact. DCP 2014 also provides detailed development controls for the preservation of trees and vegetation.

The subsequent development of the Land may help manage existing environmental impacts and respond to a changing climate. The replacement of large areas of car parking with new buildings with reflective or green roofs will help manage urban heat. Public domain improvements will include improved street tree planting, green walls, shade structures and water, which contribute positively to the cooling of the Town Centre and providing places of respite.

New development also provides the opportunity to improve the current stormwater management systems in the Town Centre helping to reduce flooding.

Social Impacts

Lang Park and Kokoda Park occupy an area of approximately 2.2 hectares. The sale, lease or development of the Parks following their reclassification will change the way they can be used and their size and configuration. A recent study suggest that the area is currently underutilised and can be better served by a redeveloped town square at Coachmans Park that caters for residents, workers and visitors in St Marys and provides space for activities such as community events, festivals, performances, markets etc. A copy of this study, prepared by SGS Economics and Planning, will be available during the public exhibition of this Planning Proposal.

The suburb of St Marys is well served by open space. Current open space in the suburb totals 105 hectares and consists of *District Parks*, *Local Parks*, *Pocket Parks*, *Natural Areas* and *Linear Drainage* (as defined in Council's adopted *Open Space Action Plan* (2007) (Appendix 9).

St Marys' population will increase to approximately 20,000 by 2031. The application of contemporary rates of open space provision (2.99 hectares of open space per thousand of population) creates a demand for approximately 60 hectares of open space in 2031 in the suburb. This leaves a surplus of approximately 45 hectares. Even if Natural Areas (41 Hectares) are removed from this equation because of limitations on the utilisation of the full area of natural areas (because of the presence of creeks, habitats etc), a surplus of 4 hectares of open space would be retained.

The development of parts of Kokoda and Lang Parks does not adversely affect the overall provision of open space in the locality.

These calculations only examine the total area of open space and do not take into account the value of:

- the potential relocation and upgrade of the junior cricket facilities currently located on Lang Park to the Kingsway Playing Fields.
- The linear link between the Town Centre, Ripples Leisure Centre (with potential flow-on increases in visitation) and South Creek Natural Areas.
- The ongoing improvement of existing open space with improved landscaping and embellishment to ensure that it continues to meet the recreational needs of current and future communities and observed/predicted changes in recreational trends.
- The enhancement of Coachman's Park into a town square that provides space for activities such as community events, festivals, performances, markets etc.
- The increased amenity afforded to a town square if co-located with an improved civic and community offering (library, art gallery (identified need in our Recreation and Cultural Strategy), child care, community centre etc.).
- The provision of an enlarged, central town square is proposed to provide an offset to the loss of the amount of (underutilised) open space through the provision of more functional and appropriately located open space for a Town Centre.

The naming of Kokoda and Lang Parks has historic significance. Kokoda Park is built on the site of Kokoda Court, and has been named to preserve the association of St Marys Munitions Factory with the Kokoda Campaign of World War 2. Lang Park

was named after the Late Alexander (Sandy) Lang who was a well-known identity active in the community.

Kokoda Park contains the "Robin Wiles Walkway" dedicated to the memory of Robin Wiles, who grew up in St Marys, serving the community as a Councillor of Penrith City Council and President of the St Marys Development Committee. Lang Park contains a piece of public art constructed from remnants of the nearby Munitions Factory.

Any proposed redevelopment of the Parks following their reclassification will be required to address (retain or reinterpret) these historic associations.

Economic Impacts

Recent investigations into the economic performance of the Town Centre identified that it is performing poorly. These investigations, carried out by SGS Economics and Planning, will be available during the public exhibition of this Planning Proposal. These investigations also examined the economic impact of redeveloping and increasing the retail floor space of the two shopping centres. It found that the expansion of one or both of the Shopping Centres would improve the overall economic performance of the Town Centre. It also found that if the expanded shopping centres are integrated with Queen Street, then the potential for spillover shopping to Queen Street could mitigate and even improve any negative impacts.

The development of the currently underutilised land with uses that support the Town Centre will maintain and enhance the role of the Centre, generate economic activity and employment, increase activity outside normal retail trading hours, meet demand for housing, improve accessibility and connections through the Town Centre, and generate revenue for investment in community infrastructure and the public domain.

Section D – State and Commonwealth Interests

Note: section will be updated following the gateway determination and consultation with State Agencies.

Infrastructure Provision

This Planning Proposal will not generate a need for additional public infrastructure as it does not seek the rezoning of land for additional uses. Any subsequent proposal to develop or use the Land will need to address the suitability of current infrastructure, proposing, funding and delivering solutions to overcome any identified shortfall. The Land is located in the Town Centre which is well provisioned with community, education and health services and facilities.

State and Commonwealth Public Authorities

The Gateway Determination will outline the State and Commonwealth public authorities to be consulted. However, it is noted that:

- The Governor's approval is required for the extinguishment of public reserve status and other interests in the Land.

- Local Planning Direction 1.3 requires Council to consult the Director-General of the Department of Primary Industries about resources and any extraction operations occurring in the area subject to this Planning Proposal.

Part 4 - Mapping

This Planning Proposal does not recommend any changes to the maps in LEP 2010. An extract of the current maps is provided in Appendix 8. Alternatively, the maps can be viewed online on the NSW Legislation website: www.legislation.nsw.gov.au.

Part 5 – Community Consultation

Note: This part of the Planning Proposal may be revised to reflect any change to the community consultation requirements specified in the Department of Planning and Environment's Gateway Determination.

It is recommended that this Planning Proposal be publicly exhibited for 28 days. Exhibition venues will include Penrith Civic Centre, Council's Queen Street Office and library branches. All exhibition material will also be available on Council's website.

Public notice of the public exhibition will be given in local papers and on Council's website. Notification letters will also be sent to key stakeholders, including:

- St Marys Town Centre Corporation
- Member for Mulgoa, Tanya Davies MP
- The owners of Station Plaza and St Marys Village Shopping Centre
- St Marys Primary School
- St Marys District Band Club
- St Marys Leisure Centre (Ripples)
- Penrith Junior Cricket Association

An independently chaired public hearing will also be arranged for the Planning Proposal. This will take place approximately three weeks after the close of the public exhibition. Notice of the public hearing will be given in local papers and on Council's website. Notification letters will also be sent to key stakeholders and those who have made a submission in response to the public exhibition.

Part 6 – Project Timeline

Note: The project timeline will be assessed by the Department of Planning and Environment and may be amended to provide the necessary level of confidence that the proposed amendments to Penrith Local Environmental Plan 2010 will be finalised within a reasonable time.

No.	Action	Anticipated Date
1.	Commencement date (date of Gateway Determination)	5 June 2015
2.	Completion of required technical information (if instructed by Gateway Determination)	19 June 2015
3.	Completion of government agency consultation	13 July 2015
4.	Commencement of public exhibition	22 June 2015
5.	Completion of public exhibition	20 July 2015
6.	Public hearing	17 August 2015
7.	Completion of consideration of submissions	September PRC (if sufficient briefings available)
8.	Submission to Department of Planning and Environment	2 weeks later
9.	Making of Plan (if delegated)	2 weeks later
10.	Department of Planning and Environment notified	2 weeks later

Appendix 1

St Marys Town Centre Strategy



ST MARYS TOWN CENTRE STRATEGY

July 2006

ACKNOWLEDGEMENTS

Strategy preparation - MG Planning Pty Ltd

Financial assistance - NSW Department of Infrastructure Planning and Natural Resources (DIPNR)

Workshop held 31 March 2005 - participants including Penrith City Centre Association, St Marys Town Centre Management Inc, DIPNR, NSW Government Architect's Office, Deborah Mills, GL Glazebrook, SKM, Penrith City Council staff

Martin Hill - Hill PDA

Michael Collins

Village Well

Individuals and organisations that have participated in the Our City Centres – Vitality and Viability Review surveys, discussions, consultations and workshops

Tim Williams – Timothy Williams & Associates

Margaret Petrykowski - NSW Government Architect's Office.

TABLE OF CONTENTS

PART 1 – BACKGROUND.....	1
INTRODUCTION.....	1
A NEW DIRECTION FOR OUR CITY CENTRES	3
THE PURPOSE OF THE STRATEGY	5
OVERVIEW OF ST MARYS TOWN CENTRE	7
<i>Land Use Systems.....</i>	8
<i>Economic Systems.....</i>	10
<i>Social Systems.....</i>	12
KEY CHALLENGES FACING ST MARYS	16
PART 2 – STRATEGIES AND ACTIONS FOR CREATING A VIABLE AND VITAL ST MARYS TOWN CENTRE	17
IMAGINING THE FUTURE – THE VISION	17
<i>Creating a Vision for St Marys Town Centre.....</i>	17
<i>What is the Vision?.....</i>	18
RECOMMENDED STRATEGIES AND ACTIONS	19
STEP 1: BUILDING COMMUNITY SUPPORT.....	20
<i>Step 1: Strategies and actions involving the community in the short and long term.....</i>	23
STEP 2: ACHIEVING AN ECOLOGICALLY SUSTAINABLE CENTRE.....	24
<i>Step 2: Strategies and actions for Achieving a Sustainable Town Centre.....</i>	25
STEP 3: FORGING STRONG PARTNERSHIPS	26
<i>The role of the private sector in St Marys.....</i>	<i>Error! Bookmark not defined.</i>
<i>Strategies and actions for forging partnerships in the town centre revitalisation.....</i>	27
STEP 4: CREATING FRIENDLY AND ATTRACTIVE PLACES AND SPACES.....	28
<i>St Marys existing pedestrian environment.....</i>	29
<i>Step 4: Strategies and Actions for Creating Friendly and Attractive places and spaces in St Marys:.....</i>	30
STEP 5: CREATING A CULTURAL/ENTERTAINMENT PRECINCT	33
<i>What opportunities exist to improve/enhance/expand cultural activities in St Marys?.....</i>	33
<i>Step 5: Strategies and actions for improving provision of Cultural Services and Activities.....</i>	35
STEP 6: MAKING HOUSING AND MIXED USE A PRIORITY.....	37
<i>Step 6: Strategies and actions to deliver housing choice within the town centre:.....</i>	38
STEP 7: MANAGING PARKING AND IMPROVING ACCESS.....	39
<i>Problems with the existing transport and parking situation in St Marys.....</i>	40
<i>Step 7: Strategies and actions for improving car parking and access to the St Marys Town Centre.....</i>	42
STEP 8: FOSTERING ECONOMIC INVESTMENT	44
<i>Step 8: Strategies and actions to foster economic investment in St Marys.....</i>	45
STEP 9: ACHIEVING A QUALITY BUILT ENVIRONMENT.....	47
<i>The built form in St Marys Town Centre.....</i>	47
<i>Step 9: Strategies and actions to achieve a high quality built form in St Marys.....</i>	48
STEP 10: PROVIDING THE RIGHT PLANNING, DEVELOPMENT AND IMPLEMENTATION FRAMEWORK	49
<i>Step 10 Strategies and Actions to provide the right planning, development and implementation framework.....</i>	51

Part 1 – Background

INTRODUCTION

St Marys Town Centre is one of the two main retail/commercial districts within the Penrith Local Government Area. It is an older style district-sized commercial centre, located towards the eastern boundary of Penrith LGA with a total commercial and retail floor area of 63,600m². The main catchment area for St Marys is the suburbs of St Marys, Colyton, Oxley Park and Claremont Meadows, Erskine Park and St Clair with a wider trade area overlapping with that of Mount Druitt in neighbouring Blacktown Council Area and potential new centres at ADI and Werrington.

St Marys is uniquely positioned as a commercial and business district. It is accessible from the M4 motorway, the Main Western Railway line and the Great Western Highway. Sited on St Marys western fringe are the Penrith Campus of the University of Western Sydney and the Western Sydney Institute of TAFE.

St Marys Town Centre has traditionally served as a local or district retail centre for the nearby residential areas. Its viability has, however, come under threat in more recent times due to the growth of other district centres in the region and the range of services they are able to provide. This did result in the St Marys Town Centre becoming less attractive for shopping or conducting business. A major challenge facing St Marys is its ability to compete with centres such as Mount Druitt and the future retail and commercial developments within the Werrington Enterprise Living and Learning (WELL) Precinct and ADI.

In late 2002 Penrith City Council commenced the Our City Centres – Vitality and Viability Review. The Review aims to develop a framework and provide future direction for the role and operation of Penrith City Centre and St Marys Town Centre as vital, viable and sustainable centres.

The Review was given added impetus in 2004 when the former Department of Infrastructure, Planning and Natural Resources provided funding under the Planning Reform Funding Program in recognition of the role of both Penrith and St Marys as “Centres” in the Metropolitan Strategy.

The Review is being undertaken in two stages. The first stage has comprised extensive community consultation, involving dialogue with all individuals and groups with an interest in the Centres, including users of the Centres, business owners, property owners, workers, community organisations and services, relevant government departments and authorities, community groups, identified target groups (such as the City’s younger and aged communities), visitors, and individuals in the City’s wider communities.

A community vision for the Town Centre underpinned by values and principles was also developed. The Community Visioning Process Report was completed in June 2005 and establishes a clear set of objectives for urban development, based on the strengths and opportunities within ST Marys town centre. Ensuring that growth responds to community desires and expectations for the city is a key challenge.

The first stage has also involved a review of the principal systems which bear upon the operation, development and growth of the Centres, including –

- land use systems e.g. access, public transport, parking, urban design analysis
- economic systems, e.g. economic viability, servicing constraints, existing market trends, retail, commercial, residential and tourism activities, and
- social systems e.g. existing social and cultural values, constraints to recognising/expressing the social and cultural elements of the Town’s communities, encouraging cultural diversity.

Specialist consultants were engaged to undertake an analysis of these principal systems and a number of technical studies were produced. The technical studies provide a broad analysis of the Centres' existing systems, and identify elements that constrain current activities.

The second stage of the Review has involved more focused investigations, and the development of strategies to guide the future planning directions and the development of revised planning controls for the Centres. The St Marys Town Centre Strategy is the culmination of this work and identifies the key strategies required to deliver a vital, viable and sustainable Town Centre into the future.

A NEW DIRECTION FOR OUR CITY CENTRES

The image of a great city stems largely from the quality of its public realm – its streets, boulevards, parks, squares, plazas, and waterfronts...A well-designed and well-managed public realm evokes community pride and creates a strong, positive image. The environment, in conjunction with a strong and diversified economic marketplace, attracts the development investment needed to sustain and enhance the economic and social heart of the city.¹

We certainly know those qualities which characterise an unappealing town centre – feeling unsafe, a lack of quality outdoor public spaces, empty buildings and vacant land, vast tracts of surface car parking, a lack of variety and interest, and little or no pedestrian connectivity between different areas.

By contrast, a vibrant centre contains two key elements:

- A mix and concentration of different uses which attract pedestrians and create a lively social environment, and
- Attractive, inviting and safe public spaces that make people want to visit them and generate a sense of community ownership and commitment to those spaces.

These qualities in a town centre are worth striving for because they create significant and long lasting benefits for the community. It is important to build a vital and viable centre for and with the City's residents and communities. Attractive and vibrant centres help to spur investment in commercial, retail and residential development in the area bringing with them new jobs and economic growth

The NSW Department of Planning's Metropolitan Strategy has nominated St Marys as a Town Centre within its hierarchy of centres. This has implications for the future growth of St Marys Town Centre with housing targets in the order of between 4,500 –9,000 dwellings to be provided within the town centre itself. The potential growth of St Marys will be further affected by the nomination of Penrith as a Regional City and Mount Druitt as a future potential major centre within the Metropolitan Strategy.

Apart from the economic benefits that can potentially accrue from town centre revitalisation, there are also many social and environmental benefits. A town centre, which contains a high quality public realm and a range of activities to attract visitors, creates a positive image for the region and engenders a strong sense of community pride. It also provides for a healthy lifestyle enabling people to walk or cycle to a variety of destinations thus reducing car dependency and increasing opportunities for community interaction and hence community 'connectedness'. Within the context of St Marys the revitalisation of the town to a thriving livable small town centre is expected to be the most significant opportunity and strength promoting new development.

Where public spaces are well-maintained and used both during the day and at night, people are more likely to feel safe and crime is less likely to occur. A safe and attractive town centre in turn helps to attract housing which can take advantage of the proximity to services and transport, as well as add to the vibrancy and diversity of uses in the centre.

¹ Cy Paumier, "Creating a Vibrant City Center", Urban Land Institute, Washington 2004

Town centre housing plays an integral role in helping to meet the increasingly complex housing needs of a changing population. Whereas traditionally new housing largely comprised single dwellings on greenfield sites, there is now a shift towards providing a diversity of housing types across all communities so that all households, whether there are single person households, "empty nesters", couples with children or group households etc, can access appropriate housing.

Concentrating a diverse range of activities within a town centre and within walking distance of the town centre also reduces the number of trips taken by private vehicles. Where services are concentrated in the one area, there is no need to undertake multiple car trips in order to access such services. Providing better pedestrian linkages and attractive public spaces, encourages people to walk around the centre rather than use their car. This increase in physical activity can result in improved health and well being at the same time as providing opportunities for community interaction and the development of a 'sense of community'.

Concentrating a mix of uses in town centres also enables the provision of more efficient and effective public transport. This is in stark contrast to the situation where retailing and other services are dispersed across a wide area making the provision of a viable public transport system untenable.

The benefits that can emerge from creating a vibrant and attractive town centre for St Marys are significant and long lasting. The key to achieving these benefits is critically dependent on a clear articulation of the many strategies and actions needed to achieve an appealing centre and a commitment from all those involved to their effective implementation.