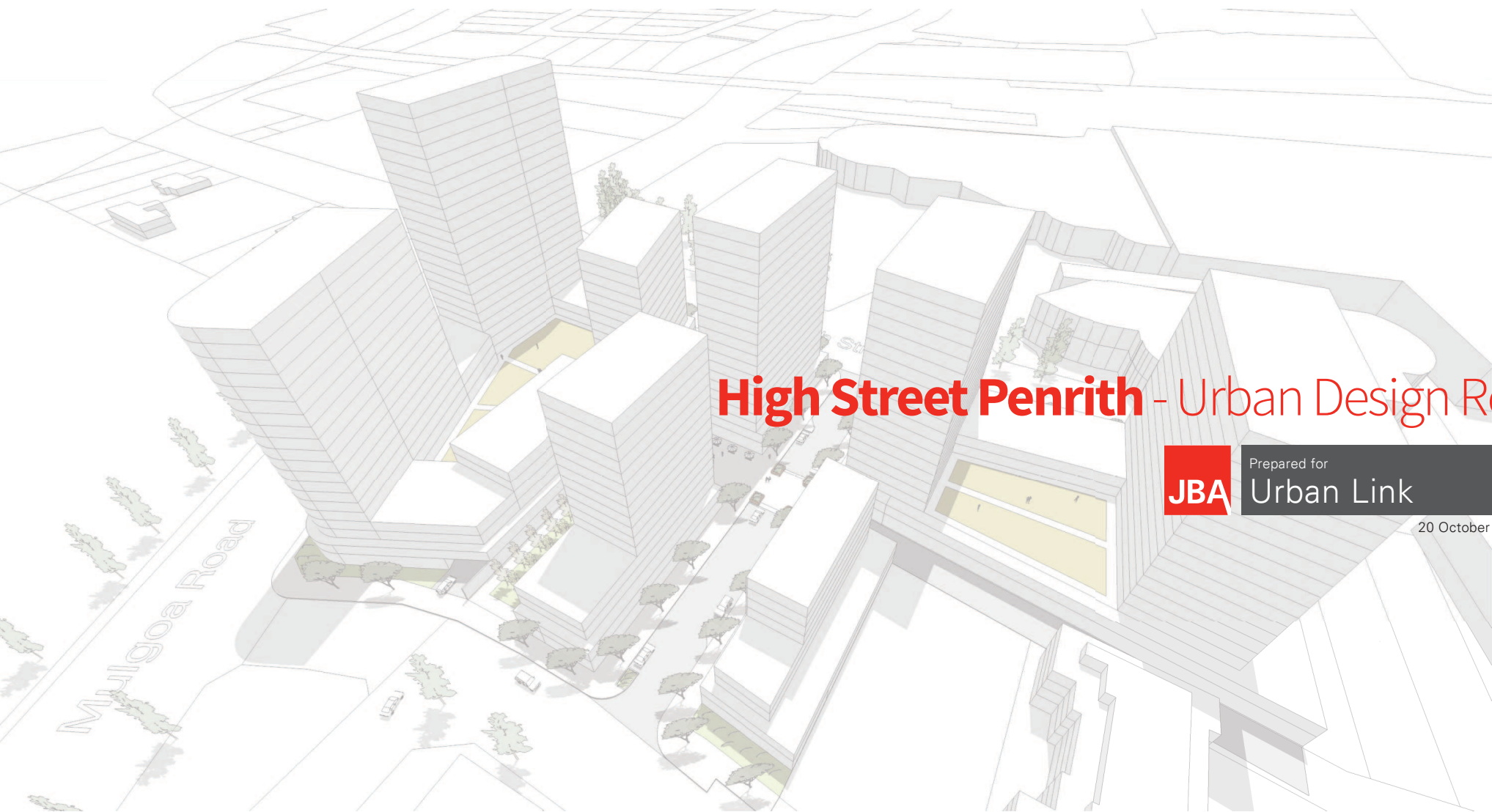




High Street Penrith - Urban Design Report



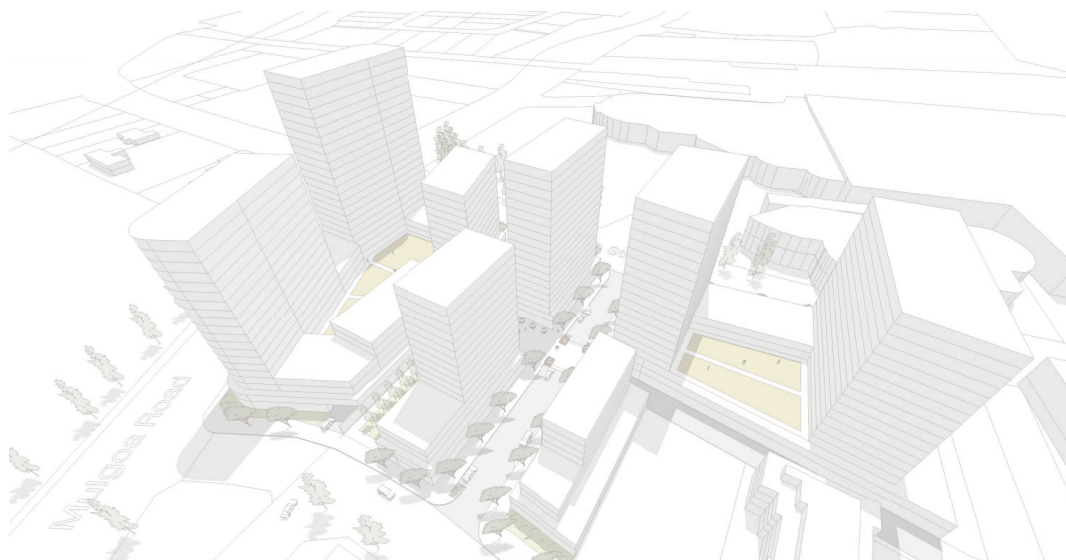
Prepared for
Urban Link

20 October 2015 ■ 15073

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01 Introduction

Introduction

This report is about the strategic design proposed at the corner of High Street and Mulgoa Road, Penrith New South Wales (the Site) in the City of Penrith. It was prepared by JBA on behalf of the prospective developers of the Site for the consideration of Penrith Council. The purpose of the report is to show how a design rationale that supports the Proposal in its context.

We take the approach that the Proposal must be based upon reasoned arguments about the existing and likely future context of surrounding built form and uses.

Accordingly, we refer to the metropolitan strategic context

articulated in A Plan for Growing Sydney; the local context articulated in Penrith Progression Plan – A Plan for Action; and the Preliminary Planning Proposal to amend Penrith LEP, by JBA August 2015

The report arrives at a master plan for the Site. We express master plan principles relating to the pattern of subdivision, the ground floor environment, the public domain, active frontages and building height. The report presents the quantities of proposed floor space and building height, the proposed distribution of uses, and the proposed character and quality of development.

Summary

The strategic design of the Proposal is founded on the revisioning of the Penrith CBD, specifically the wester end, and the completion of the urban edge of High Street to Mulgoa Road.

The site is located in a unique position to help transform Penrith into a more sustainable city through a combination of increased residential density to support the local economy with opportunities for new public domain, shops, cafes, restaurants and offices, all located within a 5 minute walk to the Penrith Train Station.

The site also plays an important role in linking the CBD east/

west to the Nepean River and north/south between the major attractors of the Westfield Mall, Council Offices and the Penrith Panthers Leagues Club, Penrith Park, Pepper Stadium and the Penrith Showground.

Such a proposal requires forward thinking and the articulation of a desired future character for Penrith. This proposal seeks to built upon existing visionary Council plans to complete what is currently a missing portion of the CBD's urban fabric and to help Penrith compete with other Sydney centres well into the future.



02 Strategic Context

A Plan for Growing Sydney identifies Penrith as a Regional City Centre in the hierarchy of centres on the same order as Liverpool.

Other major centres to consider for comparison include Hornsby and Bankstown, both of which share some similar locational and infrastructure characteristics as well as aspirations for growth and revitalisation.



03 Local Context

Local Context

The immediate context of the Site is influenced by the arterial roads High Street and Mulgoa Road, and the intersection of these north-west of the Site.

The property that is aligned to High Street and Mulgoa Road has developed as a mix of residential, commercial and retail uses, and open space.

Penrith Westfield Shopping Centre is located approximately 200m to the north-east. It includes a department store, mini majors, supermarkets and specialty retail.

Retail and commercial premises are located along High Street (between Mulgoa Road in the west and Colless Street to the east) forming the traditional retail street of Penrith.

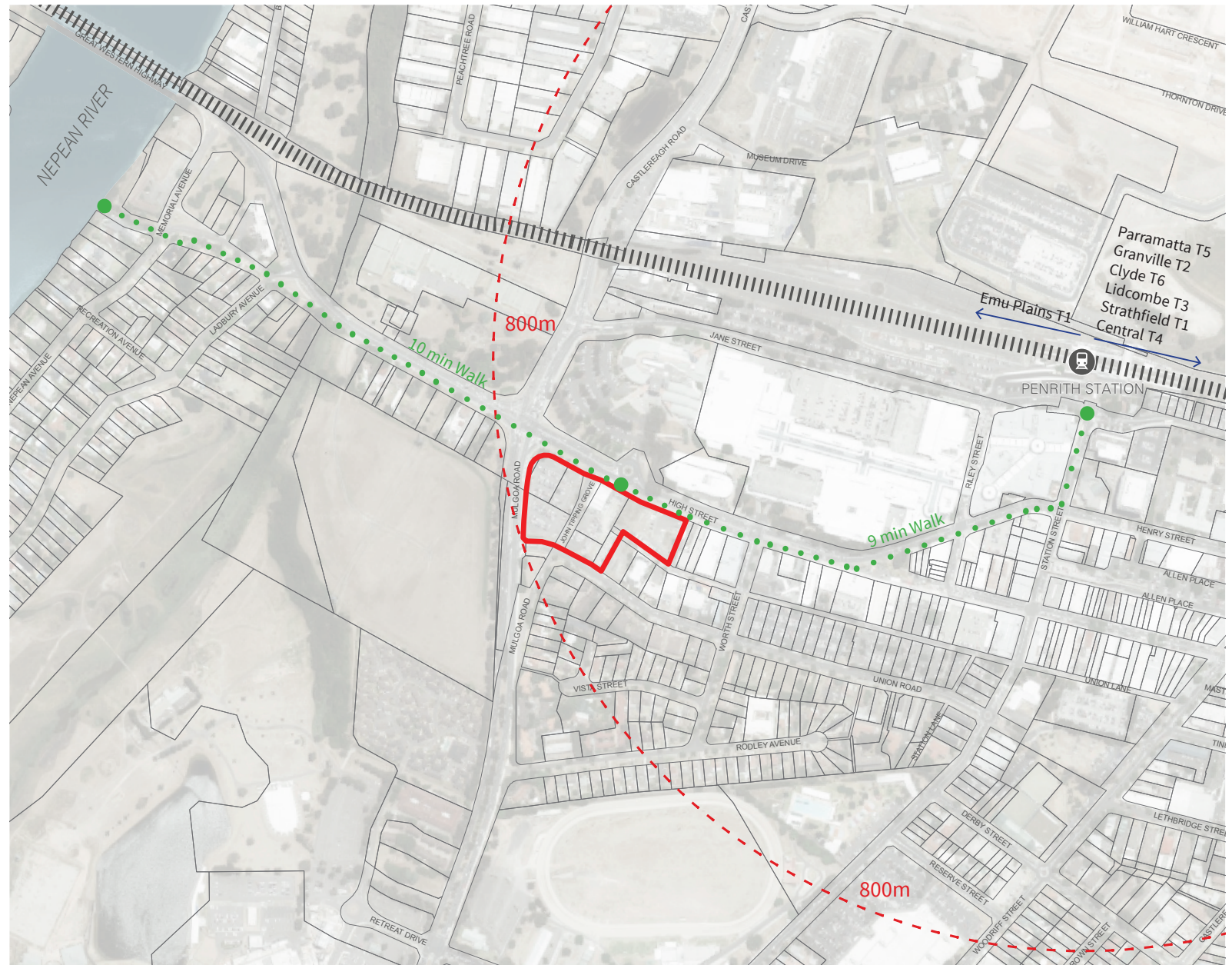
Community and civic uses are associated with the Joan Sutherland Performing Arts Centre and Council offices on the northern side of High Street.

Significant at-grade parking areas occur along the rear of the main retail precincts, particularly along Union Lane and the railway line.

The Site is well-served by public transport. Penrith Railway Station is approximately 5-minutes by foot and provides connections east-bound to all metropolitan lines:

- Blacktown City Centre – approximately 20 minutes;
- Parramatta CBD – approximately 30 minutes;
- Sydney CBD - approximately 50 minutes.

Mulgoa Road provides direct access to the M4 Motorway and Great Western Highway.



04 Complete Street (Mulgoa Road to Station Street)



Penrith Progression - A Plan for Action

We adopt the positions expressed in Penrith Progression – A Plan for Action. The references in Penrith Progression to High Street apply to our site and to Eat Street.

In particular,

A 24-hour city – vibrant, lively and safe; extended hours for dining, entertainment and rooftop bars, night-time economy and laneway culture

More density and Diversity – Compact residential, commercial and retail use; cafes, restaurants and bars; more housing types; business and development opportunities

Connect to the River – High Street is directly aligned with the Nepean River and in the Proposal it becomes more attractive to pedestrians.

Notably in the Plan for Action the Site is identified as being within an Opportunity Precinct that should host 'community, culture and civic' uses.

The beneficiary of this Opportunity Precinct is identified as the community of Penrith – local residents - and visitors.

Activities in the Precinct should be family friendly and accessible.

The Opportunity Precinct encourages and facilitates a 'signature village development on the south-eastern corner of Mulgoa Road and High Street, with opportunities for apartments, hotels, restaurants and roof top bars.'

The Plan for Action includes 'Complete Street' and relies on the Site to realise this plan.

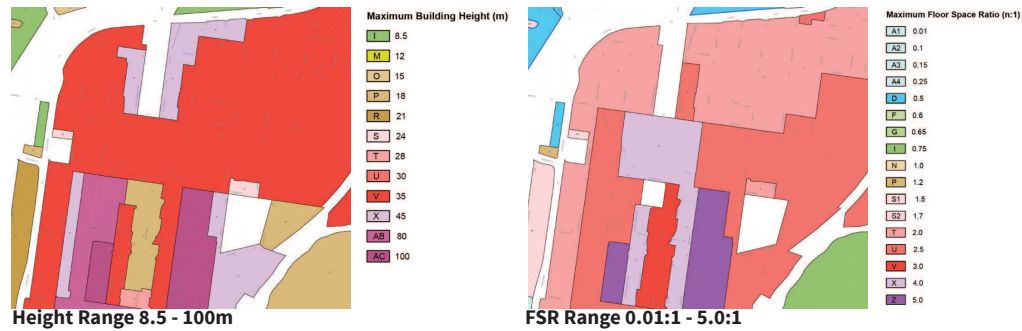
Source: Penrith Progression - A Plan for Action

05 LEP comparisons

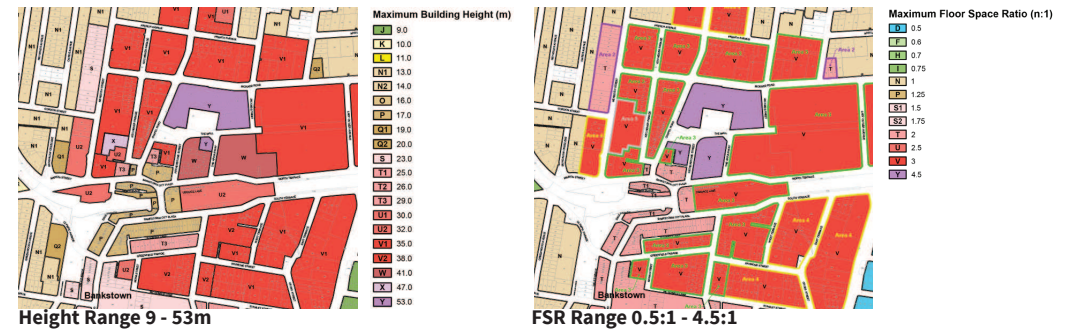
Higher and Greater Development near rail:

Liverpool, Hornsby and Bankstown Rail Stations are surrounded by permissible height and FSR allowances as shown below.

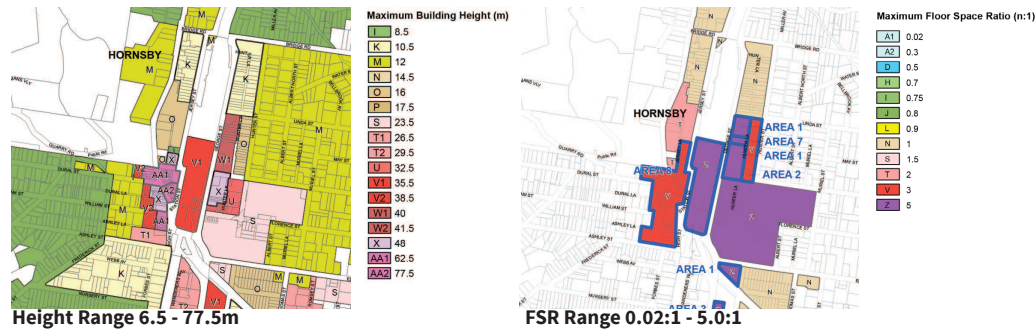
Liverpool



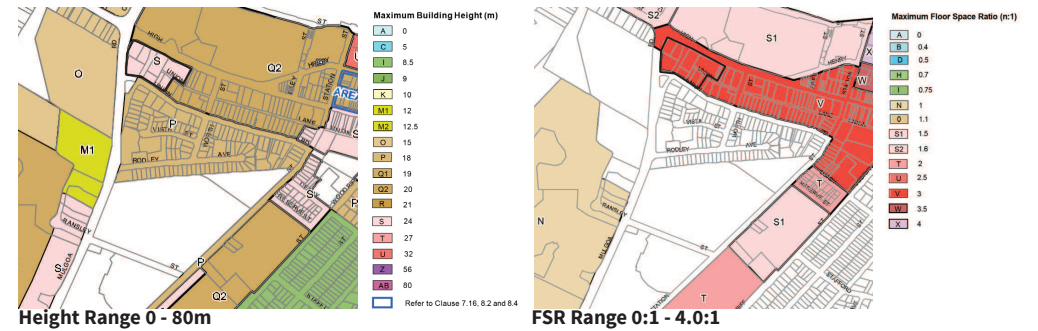
Bankstown



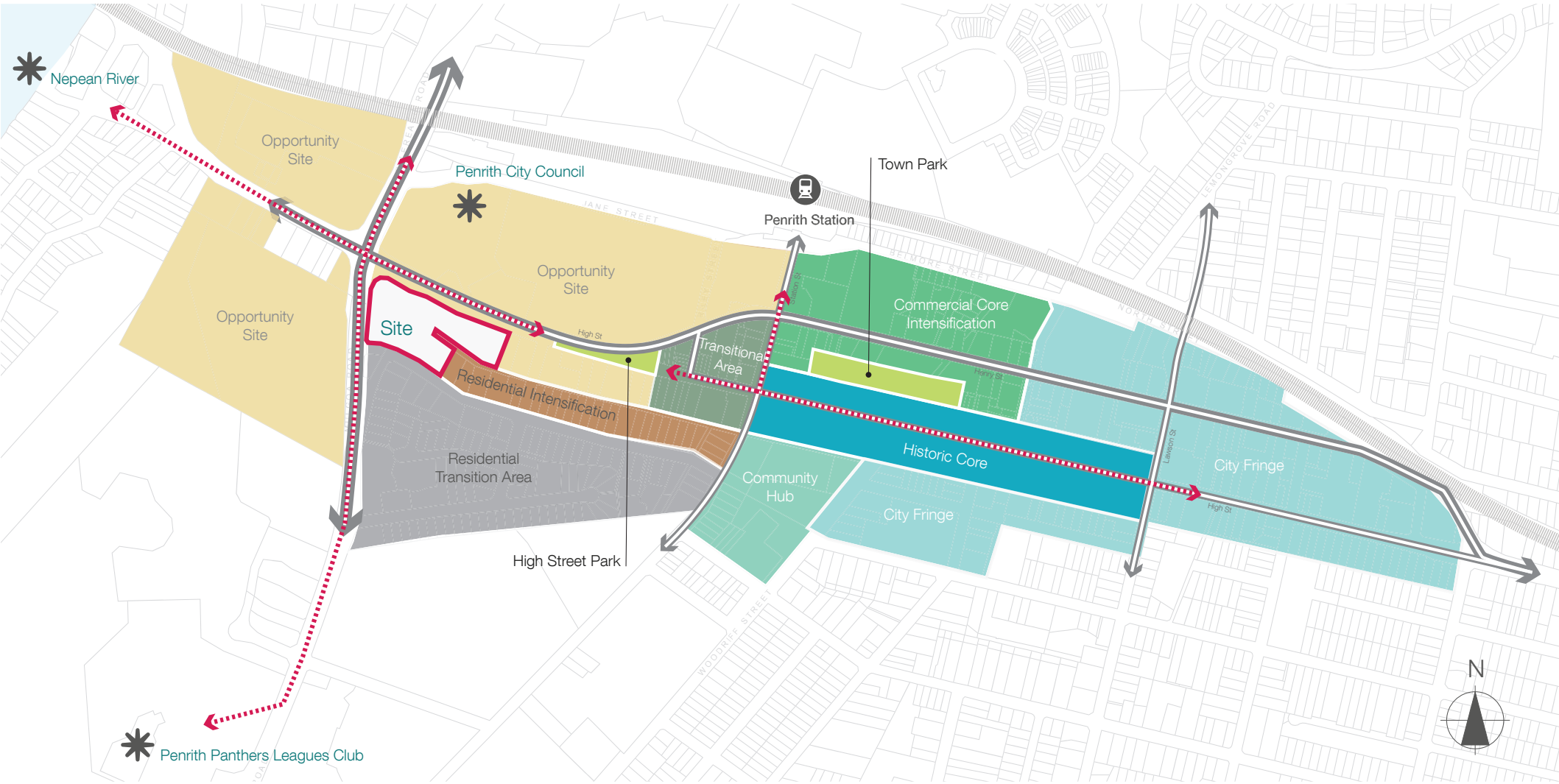
Hornsby



Penrith

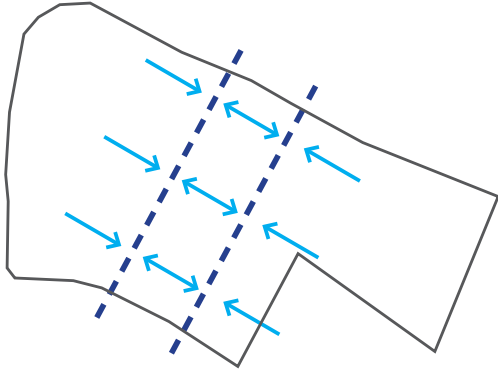


06 Urban Character and Future Use

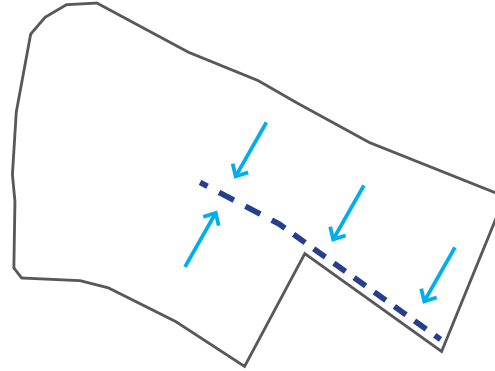


07 Master plan principles

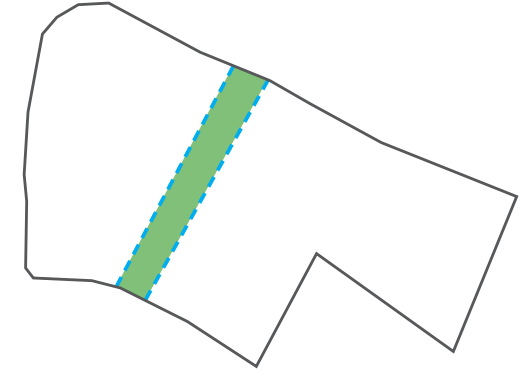
The strategic design of the Proposal is founded upon six simple but important moves, which are themselves based on Principles expressed in JBA's Preliminary Planning Proposal (August 2015):



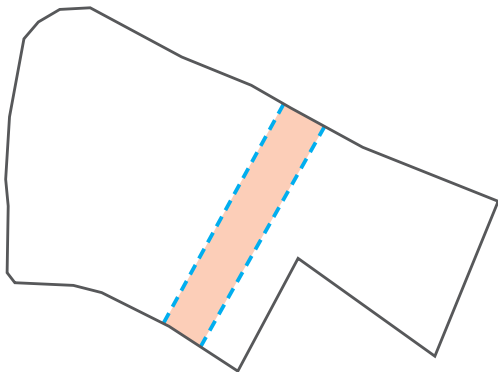
01 Separate the buildings in a North-South direction using Eat Street and The Grove.



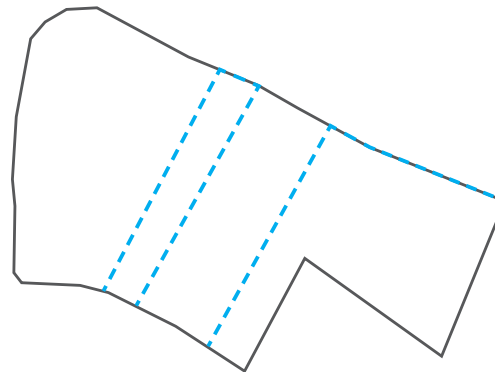
02 Separate the Site East-West along Union Street.



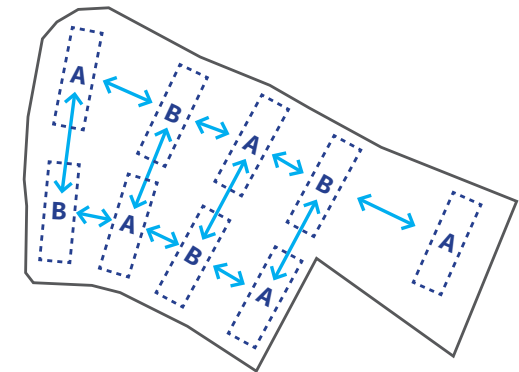
03 Define the character of The Grove as a gardenesque place of repose.



04 Define the character of Eat Street as a vibrant pedestrian street.



05 Create active street frontages



06 Locate high-rise buildings in pairs; define their architecture as similar and complementary but aesthetically different.

07 Apply the principles of SEPP-56 and Apartment Design Guide

Proposed Subdivision Plan



LEGEND

- Site boundary
- Site areas

Following the masterplan principles the Site is readily separated into four subdivisions of development parcels, and a parcel of John Tipping Grove.

Parcel 1: Area 7.147 m²

Parcel 2: Area 4.181 m²

Parcel 3: Area 4.871 m²

Parcel 4: Area 1.050 m²

The total area of development parcels is 17.249 m²

Proposed Public Domain Plan



- LEGEND
- The Grove
 - Union square
 - Eat street
 - Union lane
 - Union lane extension

Following the masterplan principles, the public domain of the Site is arranged around The Grove and Eat Street, which are bisected by Union Lane and a newly proposed Union Square. The Grove aligns with John Tipping Grove.



Potential development of Eat Street



Potential development of the Grove



Potential development of Union Lane

Proposed Ground floor uses



LEGEND

- Showroom/retail uses
- Cafe /Restaurant uses
- Commercial uses
- Residential sleeve
- Parking

Following the masterplan principle to create active street frontages, The Site is proposed to be activated by:

- Retail on Mulgoa Road and High Street
- Cafes and restaurants on Eat Street

The Grove is proposed to be more subdued than Eat Street - more fitting to a residential area - and accordingly the cafes and restaurants that animate Eat Street should cross-flow to the Grove as a place of repose.

The Grove also has a frontage of residences.



Example of Showroom on Mulgoa Road



Example of Retail on High Street



Example of through-site cafes on Eat St.

Proposed Active Frontage, awning and access



LEGEND

- Awning locations
- Active frontages
- Semi active frontages
- Residential frontage
- ↔ Vehicular access

Following the masterplan principles, it is proposed to develop active frontages, awnings and access that is fitting to the Street character:

- Eat Street as a vibrant commercial cafe and restaurant strip will be improved by awnings
- High Street retail will be improved by awnings
- Mulgoa Road and High Street intersection with high volume traffic will be semi-active -potentially with destination-type retail.



Example of Retail



Example of Eat Street



Example of Union Square

Proposed Setbacks and landscaping edge



LEGEND

- 0m Setback(urban edge character)
- 2m Upper level setback
- Variable Upper level setback
- Landscaped edge

The character of streets around the Site will influence the character of the ground-level frontages.

Another effect of the street type is the setback of buildings on the Site between 0m and 4m.

On Mulgoa Road the setbacks are intended for a landscape treatment to animate the ground level frontage.

On High Street and Eat Street the ground level is proposed to align with the subdivision alignment and is setback 2m above - creating a personable scale for pedestrian.

Proposed Tower locations and heights

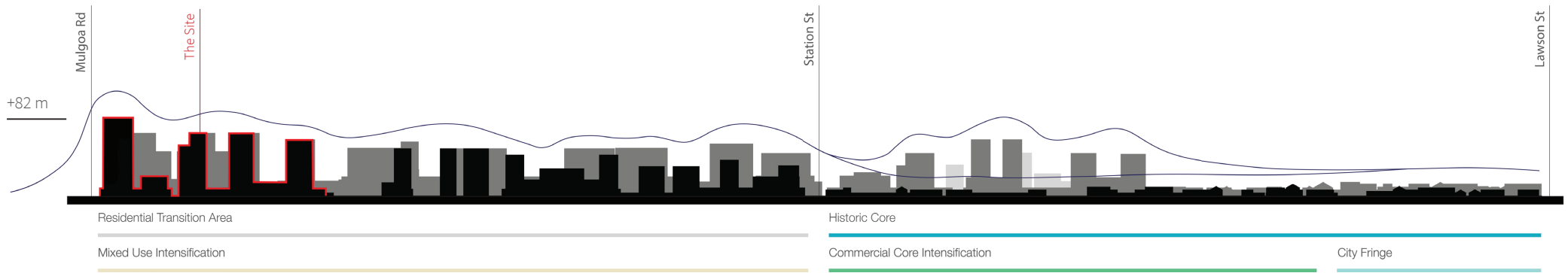


Following the masterplan principles to arrange buildings generally in pairs, it is proposed to locate buildings between 25- and 4-storeys as:

- Higher buildings near the intersection of Mulgoa Road and High Street
- Paired 20-storey buildings at the intersection of Eat Street and High Street
- Paired buildings 18- and 20-storeys north-east on High Street
- Paired buildings 25- and 20-storeys on Mulgoa Road north and south ends of the Site

The proposed towers in pairs will benefit from having different architectural expressions.

08 Cross Sections



The Site has a silhouette that rises to the west in the context of Penrith from Lawson Street in the east to Mulgoa Road in the west