

3 Dunheved Business Park Revitalisation Strategy

Compiled by: Tony Crichton, Senior Environmental Planner
Terry Agar, City Centres Co-ordinator

Authorised by: Jeni Pollard, Place Manager

Outcome	<i>We have safe, vibrant places</i>
Strategy	<i>Grow and revitalise our centres and neighbourhoods</i>
Service Activity	<i>Work with the community to deliver priority infrastructure and activation projects in identified established areas of the City</i>

Executive Summary

The Dunheved Business Park (DBP) is one of the major employment precincts within the Penrith LGA and plays a strategic role for business and employment growth in the City. A alliance between Council and the Penrith Valley Chamber of Commerce was formed to improve the long viability of the DBP through the preparation of a Revitalisation Strategy.

The purpose of the Dunheved Business Park Revitalisation Strategy (the Strategy) is to provide a vision for Council, land owners, business owners, the community and service providers of how the DBP may be developed in the future. The Strategy's vision is proposed to be achieved through a range of supporting improvement programs for infrastructure and public domain assets.

The preparation of the Strategy involved wide ranging internal investigations into the state of the current infrastructure and public domain assets. It was also informed by a survey of businesses on the state of the infrastructure and public domain. The Strategy proposes infrastructure upgrades of the following assets:

- roadworks and drainage improvements
- signage for wayfinding and identity creation,
- street lighting
- street trees
- electricity and telecommunications services

Allied to these proposed infrastructure improvements, will be Council's continued improvement in the delivery of maintenance and community protection services such as rubbish removal, drain cleaning, road repairs, ranger patrols etc

Implementation of the strategy will take many years and will require additional funding over time. In the shorter term, it is proposed to utilise available recurrent funding within Council's allocated works program to undertake more minor works. Advocating to electricity and telecommunications authorities to improve their levels of service is a key action in the Strategy. Over the medium to longer term, more complex or major works will be the subject of resource bids proposed to Council to secure funds for their implementation. Opportunities for funding major works will also be pursued through State and Federal grants programs.

The DBP Revitalisation Strategy is based on research into the infrastructure and approach that are required to support and grow a diverse and dynamic place of enterprise. The programs within the strategy respond to the practical needs of the DBP in a logical systematic way. Over time the implementation of the Strategy will produce the improvements to the infrastructure and public domain that will result in more intense business activity, economic growth and more jobs.

This report recommends that the information contained in the report on Dunheved Business Park Revitalisation Strategy be received and that the Revitalisation Strategy is adopted as its policy for the ongoing improvement of the business park.

The report further recommends that Council continue to work with the Penrith Valley Chamber of Commerce and the Penrith Business Alliance on the revitalisation of Dunheved Business Park.

Introduction

The DBP is located immediately adjacent to the suburb of St Marys and the main Western Railway Line to Penrith and Sydney. It is divided into Northern, Southern and Eastern precincts, as illustrated in Figure 1.

The draft Dunheved Business Park Revitalisation Strategy ("the Strategy") has been prepared to guide the ongoing improvement of the infrastructure and public domain of the DBP by Council, service authorities, developers and existing businesses. The Strategy defines a future vision for the DBP and a set of objectives with a supporting framework of actions and investigations to achieve them.

The initial impetus for revitalisation of DBP originated from discussions between Council and the Penrith Valley Chamber of Commerce (the Chamber) in mid 2009. Council has demonstrated a long history of upgrades and maintenance in areas such as pavement and kerb and gutter. However, Council and the Chamber both felt that it was appropriate to seek a comprehensive and strategic approach to revitalise the appearance, public domain and infrastructure of the DBP, with particular emphasis to be given to the North and South precincts.

DBP is one of the major employment precincts within Penrith City and plays a strategic role due to its high employment densities. DBP has an area of approximately 290 hectares and according to ABS data, employs over 4300 people. Continuing improvements are deemed necessary to attract workers, developers and investors to this place to sustain it in the long-term.

DBP is well placed to take advantage of the future infrastructure expansion that will occur in the next few decades across Western Sydney. One of the drivers for this expansion will be the proposed development of the Badgerys Creek Airport site and the planned major road and rail expansion in this region. DBP can take advantage of the manufacturing spin offs that will result from this development.

Partnership Approach

A partnership was formed with the PVCC to address concerns they had raised about the perceived under investment by all levels of government in the revitalisation of the DBP. The agreed approach to the improvement of this significant employment area was to jointly prepare an infrastructure revitalisation strategy to methodically assess what needs to be done and how it should be done. The draft Dunheved Business Park Infrastructure Revitalisation Strategy attached to this report has been prepared in consultation with the PVCC.

A first step in the preparation of the Strategy was a survey of businesses in the North and South Precincts. This survey was jointly funded by the PVCC and the Penrith Business Alliance who also expressed an interest in the results. Consequently, a survey was undertaken by Council in conjunction with students from UWS. The results of this survey were reported to Council on 24 March 2014.

Together with other research undertaken by Council, the survey provided valuable user information that better informed the preparation of the Strategy.

Vision for Dunheved Business Park

In consultation with the PVCC a future vision for the long term development of the DBP was prepared to assist in providing direction for the preparation of the Strategy. The vision stated in the Strategy is as follows:

As a major employment area for western Sydney, the Dunheved Business Park will be a sustainable, attractive and dynamic place of industrial enterprise that provides quality jobs, with easy access to its markets.

The vision enables all stakeholders in the DBP to understand what Council and partners are working together to achieve.

Business Survey Key Issues

The results and analysis of the Business Survey (the Survey) were reported to Council on 28 April 2014. The 211 businesses surveyed nominated following key issues that to be addressed:

- stormwater drainage improvements
- signage for way finding and identity
- electricity supply reliability
- telecommunications improvements
- public transport availability;
- rubbish dumping
- safety and security
- street lighting improvements
- streetscape improvements
- additional road access to the northern precinct

The survey results and issues identified by the Survey have informed the preparation of this Strategy and the actions recommended by this report.

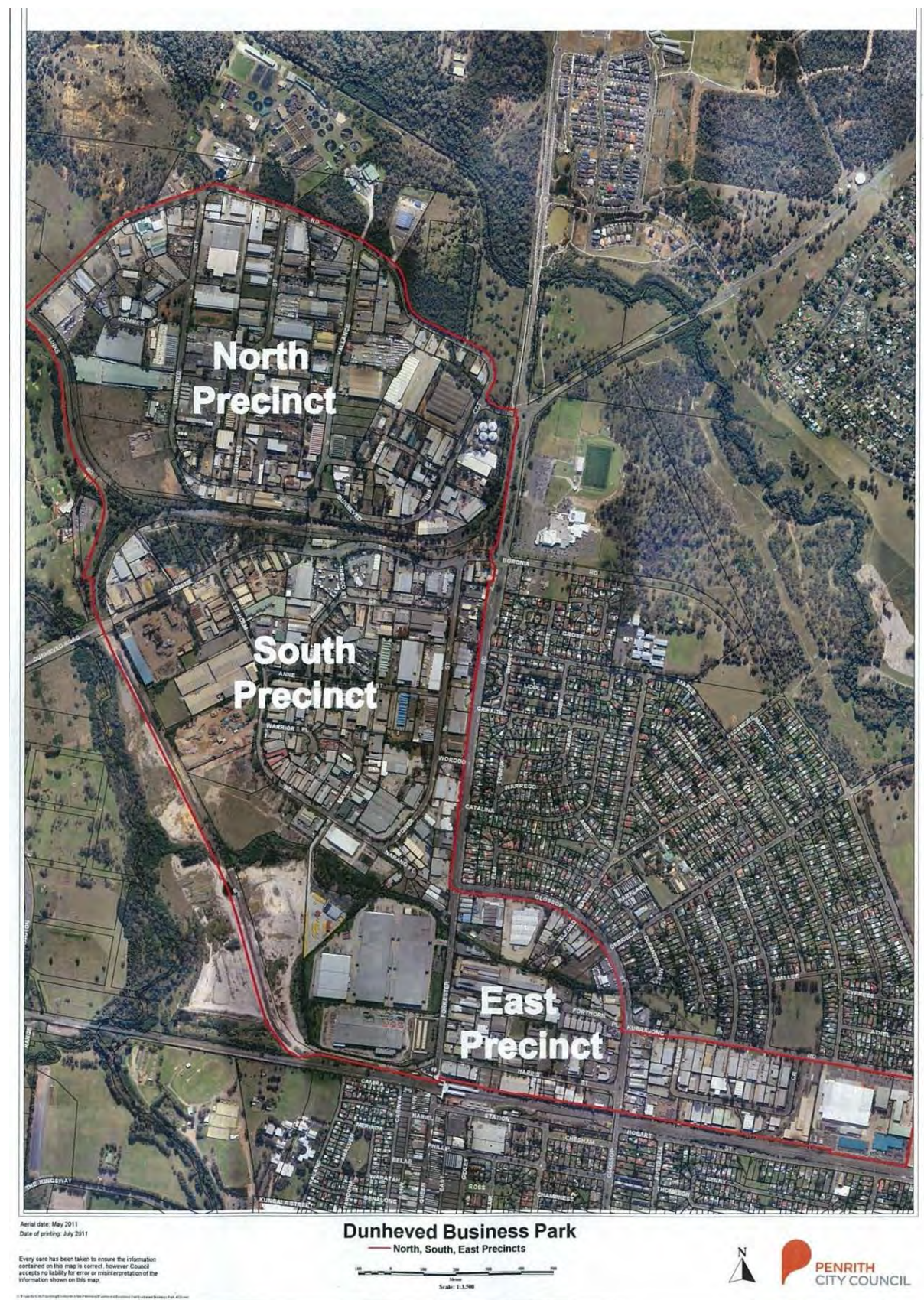


Figure 1: Dunheved Business Park and Precincts

Strategy Components

The Dunheved Business Park Revitalisation Strategy proposes a range of infrastructure and public domain improvements. These improvements are identified under a number of themes including:

- Opportunities and priorities for the revitalisation and upgrade of Council-owned infrastructure
- Priorities and strategies for revitalisation and upgrade of the public domain
- Public utilities infrastructure
- Determine other matters requiring investigation and a place management approach.

Not all elements of the DBP Revitalisation Strategy are funded, some elements require adjoining development to go ahead and others will require advocacy to other levels of government. Importantly it is also recognised that significant improvements to the amenity of the business park will be made through the efforts of the property owners and businesses themselves, through their own actions and presentation of their sites.

This Revitalisation Strategy is aspirational in approach, many elements will take years to achieve and require the partnership of other levels of government. Council has over many years made improvements to the area and these will continue. Further funding will be sought for a comprehensive 'way finding' system that will be developed as a component of the proposed Signage and Estate Entrance Plan. A Streetscape Improvement Plan is also proposed.

The Dunheved Link Road and proposed rail corridor re-development is proposed to be funded by the subdivision and land sales generated by the signing of the draft Planning Agreement.

A summary of the key strategies proposed and why they are considered necessary for revitalisation is outlined below.

Dunheved Link Road and Rail Corridor

The Dunheved Link Road is a key priority for stimulating the expansion of the Dunheved Business Park and the establishment of new industrial areas on the former ADI site. The Dunheved Link Road will provide a new direct access between the northern and southern precincts of the DBP. It will 'link' DBP with the future 'employment' precincts now owned by Lend Lease (former ADI site) and will enhance the connectivity of both areas to their markets and help grow and sustain jobs.

A Deed of Agreement to facilitate the construction of the Link Road is programmed to be signed this year and the filling of the rail corridor to be completed by the end of 2015.

Roadworks and Resealing

Council's Roadworks and Resealing Program has overcome a previous backlog of road pavement and kerb works throughout the DBP. This program will continue with preliminary proposals for work to be done at the following sites:

- The sealing of roadside parking areas at three sites within Dunheved Circuit, Vallance Street and Power Street.
- Kerb and gutter works between Christie Street and Dunheved Circuit along the northern and western side of Links Road potentially to be carried out by developers
- Footpath paving works to rectify "missing links" within DBP.

Signage and Estate Entrance Plan

A detailed signage design for way finding and place identity will be prepared to improve navigation to and around the DBP. In general terms the signage design will be based on a hierarchy with entrance walls, lighting and landscaping at major entrances and directional signage at secondary entrances and within the business park.

Streetscape Improvement

An upgrade to the streetscape and general appearance of the business park will help to enhance the image of the area and encourage new investment. Street tree planting and landscaping is recognised as a key element in improving the appearance of DBP. Attractive streetscapes are known to improve property values and encourage civic pride in an area.

Other matters

In addition to the four main actions outlined above, there are a number of issues that will require advocacy such power supply and internet issues. Other matters requiring investigation include public transport, dumping and security, parking on turfed footpath areas, and the longer term provision for a Business Park Centre Facility to service employees.

Conclusion

The draft Dunheved Business Park Revitalisation Strategy has been prepared to guide the ongoing improvement of its infrastructure and public domain. The DBP has a unique status as one of the major employment precincts within the Penrith LGA and plays a strategic role for business and employment growth in the City. The Strategy describes a vision for the future of the place and a program of actions for all stakeholders to improve, it in partnership, in the long term. Its adoption by Council will facilitate an integrated response to its ongoing improvement.

RECOMMENDATION

That:

1. The information contained in the report on Dunheved Business Park Revitalisation Strategy be received
2. Council adopt the Dunheved Business Park Revitalisation Strategy as its policy for the ongoing improvement of the place.
3. Council continue to work with the Penrith Valley Chamber of Commerce and the Penrith Business Alliance on the revitalisation of Dunheved Business Park. .

ATTACHMENTS/APPENDICES

1. Dunheved Business Park Revitalisation Strategy 16 Pages Attachments Included



Dunheved Business Park Revitalisation Strategy

June 2014

Dunheved Business Park Revitalisation Strategy

Executive Summary

The Dunheved Business Park (DBP) is one of the major employment precincts within Penrith and plays a strategic role for business and employment growth in the City. It has an area of 290 hectares and employs over 4300 people. A partnership between Council and the Penrith Valley Chamber of Commerce (PVCC) was formed to improve the long-term viability of the DBP. The first step in this partnership has been to prepare a strategy for improving infrastructure and the general presentation.

The purpose of this Strategy is to provide a vision for Council, land owners, business operators, the community and service providers of how the DBP may be developed in the future. The Strategy proposes to achieve a vision for DBP as a sustainable and dynamic employment area through a range of supporting revitalisation programs for infrastructure and public domain assets.

The preparation of the Strategy involved wide ranging internal investigations into the state of the current infrastructure and public domain assets. It was also informed by a survey in July 2013 of 211 businesses in the northern and southern precincts of the DBP seeking their opinions on a range of issues regarding the look and function of the business park. The survey jointly funded by Council, PVCC and the Penrith Business Alliance (PBA) identified localised flooding, business park identity, electricity outages, telecommunications and security as key issues. To address these and other issues the Strategy proposes infrastructure upgrades of the following assets:

- roads and drainage
- signage for wayfinding and identity,
- street lighting
- street trees as well as
- electricity and telecommunications services

Allied to these proposed infrastructure improvements, will be Council's continued improvement in the delivery of maintenance and community protection services such as rubbish removal, drain cleaning, road repairs and responses to litter and illegal dumping. A place management approach is proposed, working with local partners such as the PVCC to bring property owners and business operators together to work collaboratively on improving the amenity of business park.

Implementation of the strategy will be over many years and will require additional funding over time. In the shorter term, it is proposed to utilise available recurrent funding within Council's allocated works program to undertake more minor works. Advocating to electrical and telecommunications authorities to improve levels of service is a key action identified within the Revitalisation Strategy. Over the medium to longer term, more complex or major works will be the subject of resourcing bids proposed to Council to secure funds for their implementation. Opportunities for funding major works will also be pursued through State and Federal grants programs.

The DBP Revitalisation Strategy is based on research into the infrastructure and approach that are required to support and grow a diverse and dynamic place of enterprise. The programs within the strategy respond to the practical needs of the DBP in a logical and systematic way. Over time the implementation of the Strategy will produce the improvements to the infrastructure and public domain that will result in more intense business activity, economic growth and the provision of more jobs.

1. Vision for Dunheved Business Park

A future vision for the long-term development of the DBP has informed the preparation of this Strategy. The vision enables all stakeholders in the DBP to understand what Council and partners are working together to achieve.

Dunheved Business Park Vision

As a major employment area for western Sydney, the Dunheved Business Park will be a sustainable, attractive and dynamic place of industrial enterprise that provides quality jobs, with easy access to its markets.

This vision will be achieved through the offer a small commercial core to facilitate business and provide employee services, as well as being highly accessible by road, public transport, bicycle and on foot.

People will be attracted to invest and work in the business park by its standard of building and landscape design and the cleanliness and safety of its streets. An ample supply of water, sewerage services, electricity, gas and telecommunications to contemporary standards will be immediately available to new and existing businesses.

Businesses will work collaboratively, supporting the vision by being aware of their own presentation and liaising with Council and the Chamber of Commerce to market and promote the DBP. Together with the provision of high quality street lighting, signage and entrance treatments, the business park will be known widely as a leading place of enterprise.

2. Background and Context for Strategy

The purpose of this Strategy is to provide a rationale for revitalisation of DBP infrastructure and public domain, a mechanism for how it will be achieved and an explanation of particular outcomes for delivery. The Strategy has been developed to attract new businesses to DBP as well as supporting those operators that are currently located in the area.

The land that much of Dunheved Business Park is situated on was first developed in 1941 as the St Marys Industrial Estate. Some of the infrastructure on the business park, particularly drainage and street patterns in the north and south precincts were developed at this time and have not been upgraded since.

Strategic Employment Context

The DBP is located immediately adjacent to the suburb of St Marys and the main Western Railway Line to Penrith and Sydney. It is divided into Northern, Southern and Eastern precincts, as illustrated in Figure 1.

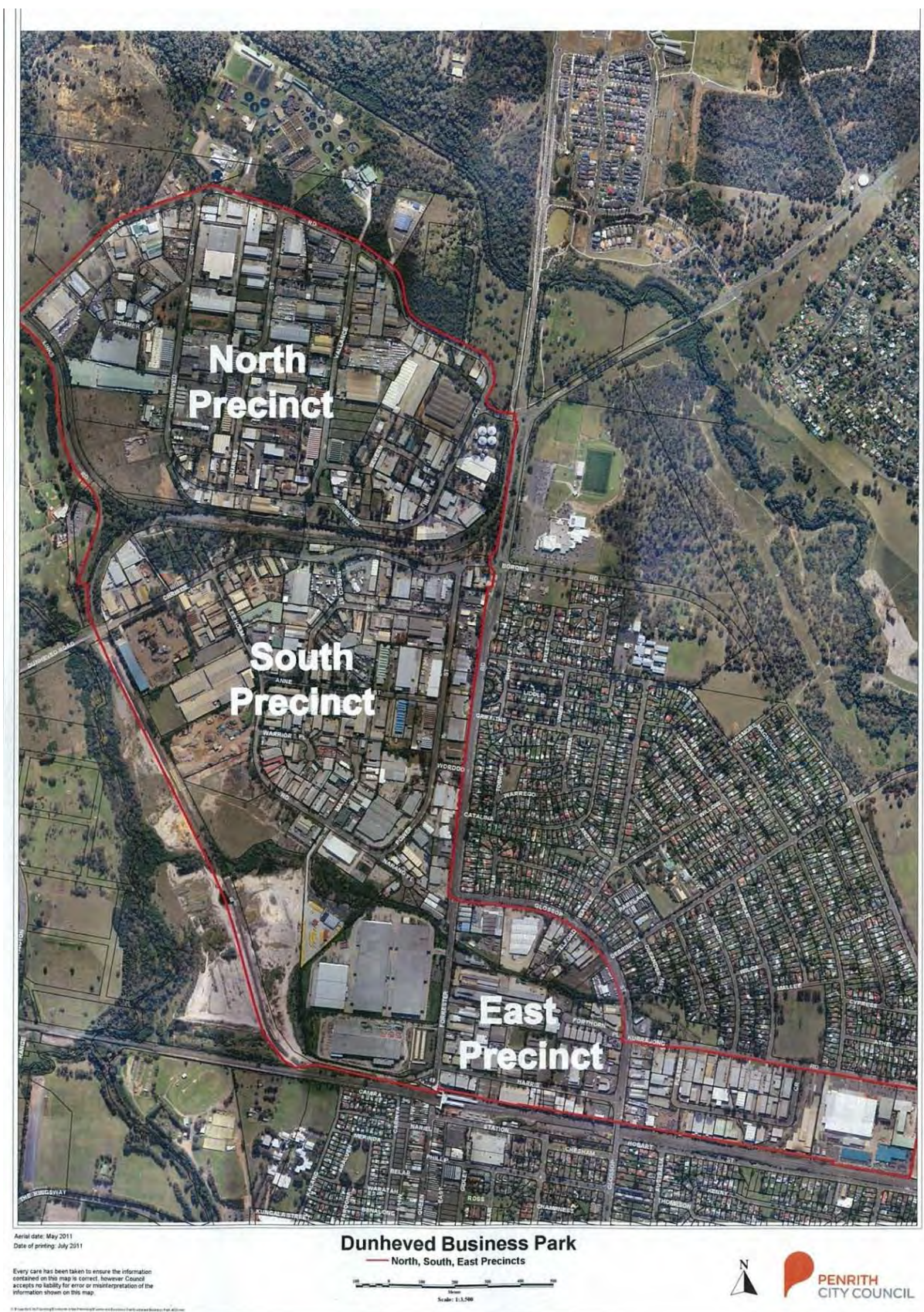


Figure 1: Dunheved Business Park and Precincts

DBP is one of the major employment precincts within Penrith City and plays a strategic role due to its high employment densities. DBP has an area of approximately 290 hectares and according to ABS data, employs over 4300 people.

Council is committed to ensuring the continued growth and viability of this important employment area by supporting a coordinated approach to infrastructure and public domain improvements.

DBP is well placed to take advantage of the future infrastructure expansion that will occur in the next few decades across Western Sydney. One of the drivers for this expansion will be the proposed development of the Badgerys Creek Airport site and the planned major road and rail expansion in this region. DBP can take advantage of the manufacturing spin offs that will result from this development.

The initial impetus for revitalisation of DBP originated from discussions between Council and the Penrith Valley Chamber of Commerce (the Chamber) in mid 2009. Council has demonstrated a long history of upgrades and maintenance in areas such as pavement and kerb and gutter. However Council and the Chamber both felt that it was appropriate to seeking a comprehensive and strategic approach to revitalise the appearance, public domain and infrastructure of the DBP with particular emphasis to be given to North and South precincts.

3. Dunheved Business Park Survey

Survey Background

An important step in the development of the DBP Revitalisation Strategy was a survey to produce a data base of business operators, gain a greater understanding of employment levels across the survey area and seek feedback on a range of Council and other services.

The survey area for this project was limited to the northern and southern precincts, as illustrated in Figure 1. These areas were developed first and reflect a lower level of amenity. The survey demonstrated that approximately 3,000 people are employed in the north and south precincts which includes the undeveloped rail corridor lands (15 ha). These two areas, with a total area of 244 ha have also been identified as the prime focus of the Dunheved Business Park Revitalisation Strategy.

The survey was carried out by students from the University of Western Sydney between March and July 2013 with a total of 211 businesses participating. A report on the DBP survey including a comprehensive analysis was presented to Council on 28 April 2014.

Survey Results

Initial land use investigations have showed that approximately 80% of DBP has been developed to date. However, the survey has revealed that a significant number of properties are either vacant, used for storage or include a number unoccupied units. This is demonstrated by data that indicates that the percentage of North DBP with 'operating' businesses (showing signs of active daytime employment) is 51.6%, for South DBP is 53.9% and overall for both North and South DBP is 52.7%. This reflects that there is significant latent employment potential across the DBP.

The results of the survey of DBP provides project partners with an indication 'snapshot' of the health of the place that will inform the development of this Strategy.

Key Issues Emerging from Businesses Survey

The survey raised the following key issues:

1. Council-owned infrastructure – drainage, signage and street lighting;
2. Public utilities infrastructure – power supply, telecommunications and internet and public transport;
3. Streetscape appearance;
4. Dumping and security issues and
5. Entry points to DBP and the need for a second (northern) entrance to the estate.

The DBP Survey revealed that there are a number of infrastructure issues of concern to businesses that Council would be in the best position to address. This includes road pavement works, kerb and gutter works, path paving, street lighting, signage and estate entrance treatments, street tree planting and bus shelter infrastructure.

The survey not only provided substantial information on businesses, but also allowed officers to gain a better understanding and appreciation of issues and required actions necessary to revitalise DBP. The results and issues identified by the survey have therefore significantly informed the preparation of the Dunheved Business Park Revitalisation Strategy.

These issues are discussed in more detail in Appendix 1 to this report. A map showing the location of streets within DBP appears at Figure 2.



4. Dunheved Business Park Revitalisation Strategy

Strategy Components

The Dunheved Business Park Revitalisation Strategy proposes a range of infrastructure and public domain improvements. These improvements are identified under a number of themes including:

- Opportunities and priorities for the revitalisation and upgrade of Council-owned infrastructure
- Priorities and strategies for revitalisation and upgrade of the public domain
- Public utilities infrastructure
- Determine other matters requiring investigation and a place management approach.

Not all elements of the DBP Revitalisation Strategy are funded, some elements require adjoining development to go ahead and others will require advocacy to other levels of government. Importantly it is also recognised that significant improvements to the amenity of the business park will be made through the efforts of the property owners and businesses themselves, through their own actions and presentation of their sites.

This Revitalisation Strategy is aspirational in approach, many elements will take years to achieve and require the partnership of other levels of government. Council has over many years made improvements to the area and these will continue. Further funding will be sought for a comprehensive 'way finding' system that will be developed as a component of the proposed Signage and Estate Entrance Plan. A Streetscape Improvement Plan is also proposed.

The Dunheved Link Road and proposed rail corridor re-development is proposed to be funded by the subdivision and land sales generated by the signing of the draft Planning Agreement.

A summary of the key strategies proposed and why they are considered necessary for revitalisation is outlined below.

Dunheved Link Road and Rail Corridor

The Dunheved Link Road has been identified as a key priority for stimulating the expansion of DBP and the new industrial areas on the former ADI site. The Dunheved Link Road will provide direct access between the northern and southern precincts of the business park. It will 'link' DBP with the future 'employment' precincts owned by Lend Lease (former ADI site) and will enhance the viability of both areas and the ability of these estates to grow and sustain jobs. It is proposed that a new, signalised 4-way intersection will be provided at the intersection of Christie Street and Lee Holm Road to connect with Links Road.

Council estimates that the Dunheved Link Road will cost in the order of \$8 million, based on preliminary concept designs. The land is 66% owned by companies associated with Lend Lease and 34% owned by Penrith City Council.

Penrith City Council and Lend Lease commenced discussions in 2006 on the development of lands owned by both parties located within the disused rail corridor land located between Christie Street and Dunheved Circuit.

On 8 November 2010, Council resolved to undertake negotiations with Lend Lease to enter into a Deed of Agreement to enable a funding mechanism for the delivery of the Dunheved

Link Road and accordingly profits generated through joint land sales will be applied to the funding of the proposed Link Road.

The Chamber of Commerce, PBA, business operators and Councillors alike have long expressed a desire for an additional second entrance to the estate to be provided at Christie Street and Lee Holm Road. One of the key issues that emerged from the survey was the need for a second northern entrance to the estate, both for access and safety reasons.

Investigations have commenced to identify opportunities for forward funding of the Link Road as it is nominated for delivery in Council's Delivery Program 2013-2017. Council has advocated for the State Government to accelerate construction of the Dunheved Link Road via a grant or an interest-free loan with repayments matched to land sales. Council officers will continue to ensure that the Dunheved Link Road stays on the Government's agenda.

Revitalisation of the DBP will be assisted through the filling, re-subdivision and development of Lend Lease corridor land with Council-owned land located between Christie Street and Dunheved Circuit. It offers the opportunity in the medium term to expand the area of DBP by 15 ha to create a new development precinct with direct frontage to Christie Street.

The Plan proposes to facilitate the delivery of the new link road by preparing a business case which would examine the costs and socio-economic benefits of the project and, in particular, estimates the economic multiplier effects resulting from the project.

It is currently anticipated that the Deed of Agreement will be signed this year and the filling of the rail corridor to be completed by the end of 2015. The next steps in this project are as follows:

- Finalise design of signalised intersection with RMS and Lend Lease at Christie Street, Links Road and Lee Holm Road;
- Finalise and sign Deed of Agreement (Planning Agreement);
- Fill and subdivide rail corridor lands;
- Market and sell land;
- Construct link road.

It is proposed that this work will be funded by the sale of jointly owned lands.

Roadworks and Resealing

Road condition and repair are important issues within areas such as DBP with many heavy traffic movements per day. The loads on the roads within and surrounding the area are significant and careful attention is required to ensure that surfaces do not fail and lead to damage of plant and transported materials.

Council's Roadworks and Resealing Program has resulted in the road pavements within DBP being regularly upgraded over the past 40 years. Since investigations commenced in DBP in November 2009, Council's City Works Department has re-sheeted all remaining roads within DBP so that all 21 roads are now considered to be in good condition. In addition, Council has completed kerb and gutter works along the northern side of Links Road west to Dunheved Circuit and in the northern end of Vallance Street. Council has also repaired and re-sheeted roadside parking areas along Power Street between Anne Street and Bent Street.

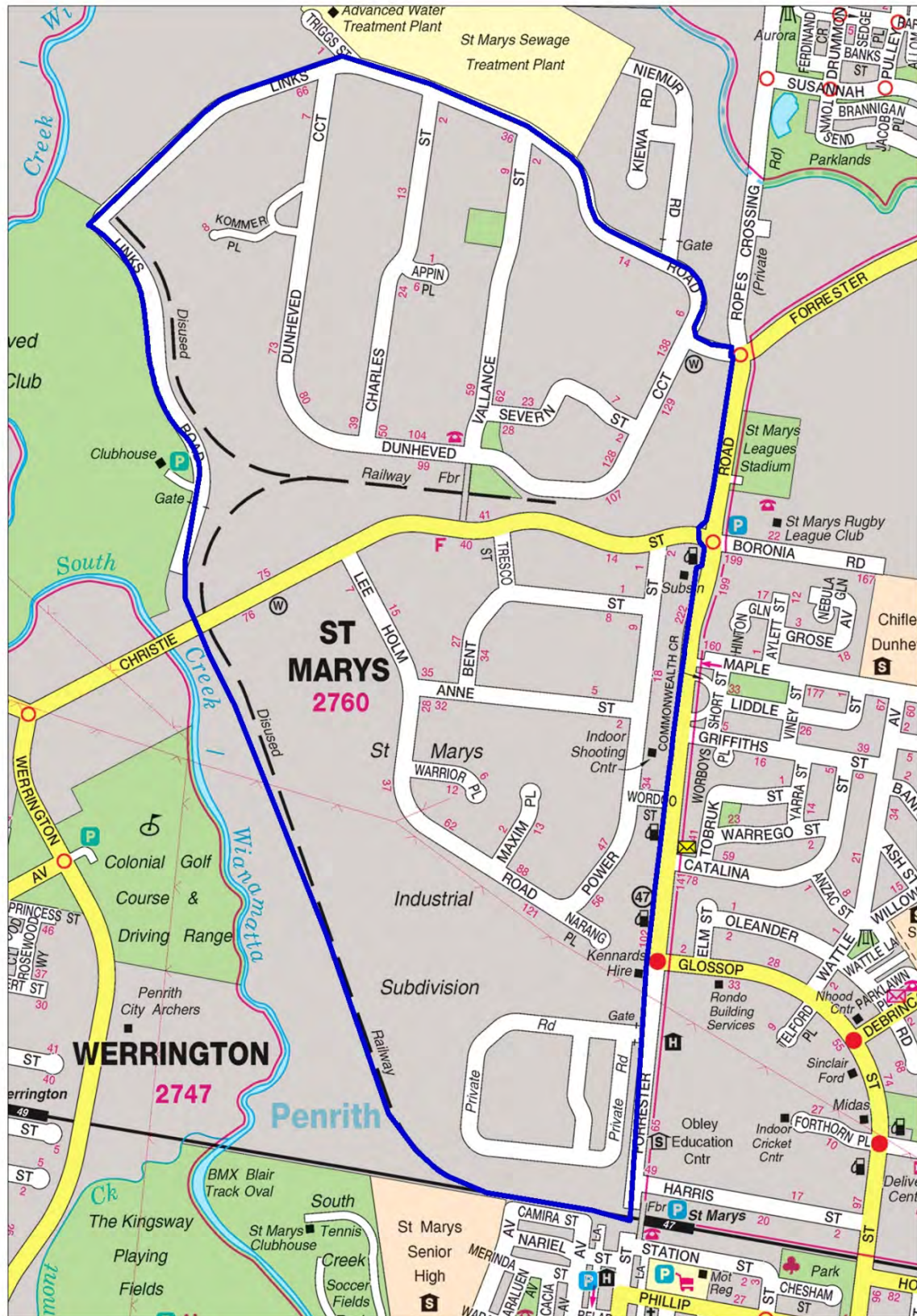


Figure 2
Street Map – Dunheved Business Park

This Plan proposes the completion of remaining works:

- The sealing of roadside parking areas at three sites within Dunheved Circuit, Vallance Street and Power Street. It is proposed that this is to be funded by the City Works Program over subsequent years,
- Kerb and gutter works between Christie Street and Dunheved Circuit along the northern and western side of Links Road to be carried out by the developer Lend Lease at the time of construction of the proposed Dunheved Link Road,
- Footpath paving works are proposed at various identified sites identified by the strategy to connect “missing links” within DBP. The completion of the remainder of the sites is yet to be fully programmed, as this will be a long-term objective.

These proposed works, along with ongoing timely responses to road maintenance issues will support the revitalisation of the business park.

Signage and Estate Entrance

One of the key findings identified in the report on the DBP survey has been the need for identifiable entrances to the business park, with attractive landscaped entrance statements. In addition to this is the requirement for a second northern entrance to DBP. This approach has been confirmed by feedback to the Chamber.

The Revitalisation Strategy proposes the following work:

- Installation of new signage to identify entrances to the business park
- Design and construction of entrance treatments including entrance walls, lighting, landscaping including public art identifying the name of the business park and the four major entrances to DBP. These sites are located at
 - Christie Street (at the bridge crossing over South/Wianamatta Creek),
 - Forrester Road & Links Road,
 - Christie Street & Lee Holm Road and finally at the proposed future intersection at
 - Christie Street & Links Road – refer to Figure 2 for street map.
- Installation of signage at two locations
 - Forrester Road & Wordoo Street and
 - Christie Street & Power Street.

This work will require the appointment of a suitably qualified consultant with graphic design experience, enabling detailed cost estimate for future resource bids.

Streetscape Improvement

Feedback from property owners and businesses through the survey have indicated that an upgrade to the streetscape and general appearance of the business park would enhance the image of the area and encourage new investment. Street tree planting and well maintained landscaping is recognised as a key element in improving the appearance of DBP.

This Revitalisation Strategy proposes a number of elements that support public domain enhancement including:

- A selective and staged program of street tree-planting and landscaping that will target the most suitable locations and streets within DBP to establish more presentable streetscapes, within this program Christie Street to be identified as a ‘presentation street’,
- Tree-planting along the major loop roads within DBP (Links Road, Dunheved Circuit, Lee Holm Road and Power Street).

These works will be the subject of a detailed design and budget proposal that would be further considered by Council.

Other Matters for Investigation and Recommended Actions

In addition to the four priority issues outlined above, it is also proposed that a number of other matters are further investigated or referred to other agencies for resolution.

The DBP Survey of Businesses identifies three key issues of concern for business and property owners. A number of other matters have also been identified either through discussion with the Chamber or by Council.

Drainage Investigation

A primary issue raised concerning Council owned infrastructure is drainage. The drainage network is prone to localised flooding problems and drainage failures during periods of intense or prolonged rain. The drainage network was constructed in the 1940s, explaining the limitations of the current system.

Although a major drainage upgrade of the northern and southern precincts would be desirable, it would require significant funding. Council currently prioritises flood studies in residential and commercial areas ahead of industrial areas due to the lower risk profile of industrial areas.

As funds become available an audit of existing drainage infrastructure in DBP would contribute to Council's overall strategy for flood studies within the LGA.

Power Supply

Power supply blackouts and fluctuations have been identified as a key concern for local businesses for reasons of loss of operating time and inconvenience. Power surges cause damage to machinery and computers, resulting in down time for businesses. Many surveyed felt there was a need for power supply authorities (Endeavour Energy) to better inform businesses during power outages so that operators can make informed decisions about when power will be re-established to sites.

Potential loss of business time is an impediment to attracting new operators to the area and it is proposed to actively engage with the energy supply company to address concerns of businesses and support an interim communication strategy.

Telecommunications and Internet

Many of the businesses within the DBP have identified significant level of dissatisfaction with phone and Internet services. Typical issues include complete loss of phone service, noise on the line, intermittent loss of internet connection coupled with slow internet speeds and limited telephone, mobile and internet service in some areas.

This issue will require advocacy with Telstra and appropriate service providers to raise awareness of the concerns and seek a resolution.

Public Transport

DBP is currently not well served by public transport, impacting on employment options particularly for younger people. Currently the most frequently used form of transport for work related journeys are by private vehicle. This limits options for people who are reliant on public transport; it also results in many businesses having inadequate provision for car parking with many private vehicles spilling onto the road network or footpath network.

Enhanced bus servicing of the business park is the most likely option for improving public transport. The first step is to promote existing bus services to businesses within the area to

ensure that they are aware of options for employees. Further to this an investigation into the existing and future demand for bus stops and shelters along Christie Street and Forrester Road is required.

Dumping and Security Issues

A number of operators have identified that litter and illegal dumping in the business park contributes to a poor overall amenity. Council has a Litter Management Strategy that applies to all areas of the city. In DBP a street-sweeper service operates twice per week and a litter pick-up and dumping patrols operate monthly.

Businesses require further information and support to understand the importance of reporting illegal dumping quickly, rather than waiting for the dumping patrol, to reduce the impact on the business park.

Unauthorised Parking on Council Footpaths

Parking on footpaths has become a chronic problem on some sites, leading to damage to the footpath network and creating a barrier and safety issue to pedestrians. Anecdotal information supports that the most incidents occur where approved on-site parking areas are used as storage or where particular land uses such as smash repair stations are operating.

This issue will be identified to business operators and resolved prior to any street- tree planting programs being initiated.

Business Park Centre Facility

An opportunity exists for a centrally-located Business Park Centre Facility to be established on Council-owned land on Christie Street adjacent to the existing footbridge. This facility could potentially include a conference and training facility, convenience store, post office and café/paved meeting place to service the daily needs of local employees.

Council will investigate the business case and commercial feasibility of establishing a Business Park Centre Facility or 'hub' to service the daily needs of employees on centrally-located Council-owned land fronting Christie Street. This facility would be located to take advantage of existing bus and pedestrian routes.

Truck Parking

Truck parking on streets or vacant land is a chronic issue in DBP. Unauthorised truck and car parking adjacent to Dunheved Circuit occurs frequently and has resulted in significant damage to the reserve near Kommer Place. Workers from nearby factories in lunch breaks also use this reserve. This requires further investigation now for the possible installation of bollards to prevent unauthorised parking and damage.

The provision of a sealed truck parking facility has been raised by a number of business owners within the DBP. This issue requires further investigation including detailed costing.

Special Development Projects

Many of the issues raised regarding the amenity of the DBP could be addressed through greater cooperation between business operators. The overall 'poorly kept' appearance could be improved through businesses themselves taking greater care in the maintenance of their buildings and surrounds.

The DBP will benefit from a greater place management approach, bringing land owners and businesses together to share information and assess their willingness to participate in the revitalisation process.

5. Conclusion

The Dunheved Business Park (DBP) is one of the major employment precincts within Penrith and plays a strategic role for business and employment growth in the City. The purpose of this Strategy is to provide a vision for Council, land owners, business operators, the community and service providers of how the DBP may be developed in the future. The Strategy proposes to achieve a vision for DBP as a sustainable and dynamic employment area through a range of supporting revitalisation programs for infrastructure and public domain assets.

The Strategy seeks to enhance the streetscape and general appearance of the public domain with the aim to support businesses already located within the business park as well as attracting new development and investment. Other issues of importance to businesses as identified during a recent survey have been incorporated into the Strategy, including a number of advocacy issues that relate to State and Federal government and utilities providers.

Penrith City Council has undertaken considerable works across DBP with all roads having been resheeted in recent years and considered in good condition. Lighting upgrades have been completed and a number of clean ups organised. The Revitalisation Strategy builds on these works and the recently completed business survey to bring a coordinated approach to future works and activities.

The Penrith Valley Chamber of Commerce has expressed an interest in partnering on future activities within the DBP. The ongoing engagement of business and property owners will be a key consideration in the enhancement and marketing of the park as a sustainable, attractive and dynamic place.

Key Issues Emerging from Businesses Survey

The business community nominated five key issues emerging from the survey to be addressed and these are summarised below:

1. Council-owned infrastructure – drainage, signage and street lighting;
2. Public utilities infrastructure – power supply, telecommunications and internet and public transport;
3. Streetscape appearance;
4. Dumping and security issues and
5. Entry points to DBP and the need for a second (northern) entrance to the estate.

The DBP Survey revealed that the category of infrastructure that Council would be in the best position to address would be those matters under its direct control. This includes road pavement works, kerb and gutter works, path paving, street lighting, signage and estate entrance treatments, street tree planting and bus shelter infrastructure.

The results and issues identified by the survey have informed the preparation of the Dunheved Business Park Revitalisation Strategy and the actions recommended by this report.

These issues raised by businesses are summarised below.

Council-Owned Infrastructure

Drainage

The primary issue raised concerning Council owned infrastructure is localised flooding problems and drainage failures which can be explained by the limitations of the original drainage network which was constructed in the 1940s. Although a major drainage upgrade of the northern and southern precincts would be desirable, it would require significant funding from State or Federal Governments, which is presently not available. Furthermore, Council prioritises flood studies in residential and commercial areas ahead of industrial areas due to the lower risk profile of industrial areas.

Any audit of existing drainage infrastructure in DBP must form part of the prioritised drainage works and Council's overall strategy for flood studies within the LGA.

Signage

Businesses have requested a major upgrade to signage within the business park that clearly indicates the locations of North and South DBP and the access points for these two precincts.

We recognise that an upgrade to signage and estate entry points within the business park is required to provide for readily identifiable estate entrances with landscaped entrance statements. A strategy has been prepared to address this issue.

Street Lighting

The third ranked issue for business operators concerning Council infrastructure is street lighting. Council has now completed street lighting upgrades to a P4 lighting standard for the entire estate including intersections along Christie Street.

Other Issues

The Survey also uncovered some other more minor issues to be addressed including road upgrades, on-street parking, speeding, truck parking. Council has addressed the first and last issues and the others are addressed in the Survey report.

Public Utilities Infrastructure

Power Supply

Power supply blackouts and fluctuations have been identified as the most frequently raised concern by local businesses for reasons of loss of operating time and inconvenience. Power surges have caused damage to machinery and computers and down time in businesses. Many surveyed felt there was a need for power supply authorities (Endeavour Energy) to better inform businesses during power outages so that businesses can make informed decisions about when power will be re-established to sites.

Telecommunications and internet

Dissatisfaction with phone and internet was the second most frequently raised issue in relation to utilities. Typical issues include loss of phone line, noise on the line, loss of internet connection and slow internet speeds and there is limited telephone, mobile and internet service in some areas of the estate.

Public transport

The third most important issue raised by businesses in relation to State Government services was the lack of public transport especially buses at peak hour and has been identified as an issue for young employees who do not drive. There is a need to investigate the demand for public transport and options for improving access to public transport and publicising these services to current employees.

Streetscape Improvements

Some survey responses indicated that an upgrade to the streetscape and general appearance of the business park would help to enhance the image of the area and encourage new investment. This upgrade includes both public domain and private domain where there is a role for both Council and private property owners.

Survey comments indicate that maintenance of the public domain should include litter reduction, tree-planting, maintenance of kerb and gutter, footpaths and other infrastructure, maintenance of mown Council nature-strips (footpath areas) and construction of additional Council footpaths.

Two major Council clean-ups in recent years have signalled Council's commitment to enhancing the appearance of DBP and the business community has also shown a heightened awareness of the need to mow and remove litter from the footpath areas adjacent to their individual properties.

Dumping and security issues

Illegal Dumping

Illegal dumping of rubbish at night is a problem common to the whole of DBP that needs to be managed consistently.

Security

Business owners, especially those in quieter streets, advised survey staff that break-ins, theft and street racing were a concern. A multi-pronged approach needs to be adopted to address this problem which may include additional upgraded lighting, weekend police patrols and possibly installation of CCTV could improve security.

Estate Entry Points and Second (Northern) Estate Entrance

One of the key findings of the Survey were requests for identifiable estate entrances with attractive landscaped entrance statements. There was also strong support for an additional (northern) entrance to the estate.

Estate Entry Points

The main entry to the north side of DBP at Forrester Road and Links Road is very unsightly and respondents suggested that this could benefit from an upgrade. It was suggested by survey respondents that this entry requires the name, a business directory board and a substantial landscaped entrance statement.

Second (Northern) Estate Entrance

Businesses surveyed indicated that an additional (second) entrance to the northern end of the business park would be of substantial benefit as traffic becomes a problem particularly in the afternoon peak. Businesses suggested that the construction of a new of a new link road between north and south is a good way to achieve this, but point out that the footbridge or alternative pedestrian/cycleway link should remain as it is used by many employees.

The survey results and issues identified by the Survey have informed the preparation of the Dunheved Business Park Revitalisation Strategy and the actions recommended by this report.