



# PRECINCT STRATEGY 2004



as adopted by Penrith City Council  
1 November 2004



# **WERRINGTON ENTERPRISE LIVING + LEARNING**

## **PRECINCT STRATEGY 2004**

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# SECTION 1: **CONTEXT**

## 1.1 INTRODUCTION

The Werrington Enterprise, Living & Learning (WELL) Precinct represents key strategic lands within both Penrith City and the broader region, given their scale, proximity to urban service and infrastructure and co-location with tertiary educational facilities and new transport linkages.

Recent planning initiatives and decisions such as the adoption of a plan for the future development of the Werrington Mixed Use Area, the University of Western Sydney (UWS) focusing its academic activities on its southern campuses and plans to establish a new Railway Station between Kingswood and Werrington presents an unparalleled opportunity to demonstrate sustainable models of new urban development through a mix of living, learning and enterprise activities.

However, these opportunities can only be fully realised if their planning occurs within a coherent and coordinated framework that fosters the synergies between the various land holdings and integrates them in a seamless fashion.

This report presents a Strategic Plan for the Precinct which outlines a framework within which the areas potential can evolve into realisable quality urban outcomes for the City of Penrith and greater metropolitan region. It aims to provide guidance for landowners in the Precinct in the advancement of specific development proposals and establishes the principal land use arrangements upon which future plans should be based. Importantly, it seeks to provide a blueprint for the future of the area which is understood and endorsed by landowners, the local community and government.



## 1.2 PROJECT OBJECTIVES

The opportunities for the future development of the WELL precinct have been formally recognised through the attraction of Urban Improvement Program Funding administered by the State Government and the willing participation of key project partners in a collaborative strategic planning process for the area.

The Urban Improvement Program (UIP) is based on partnerships for creative, innovative problem solving and collaboration between the community, Local Government, State Government and other organisations.

The key project partners are:

- Penrith City Council
- Department of Infrastructure, Planning and Natural Resources
- TAFE NSW Western Sydney Institute
- University of Western Sydney
- Landcom
- Private Landowners

Other stakeholders, including the local communities and government agencies and service authorities, have also been engaged throughout the project to assist in the leveraging of identified project objectives.

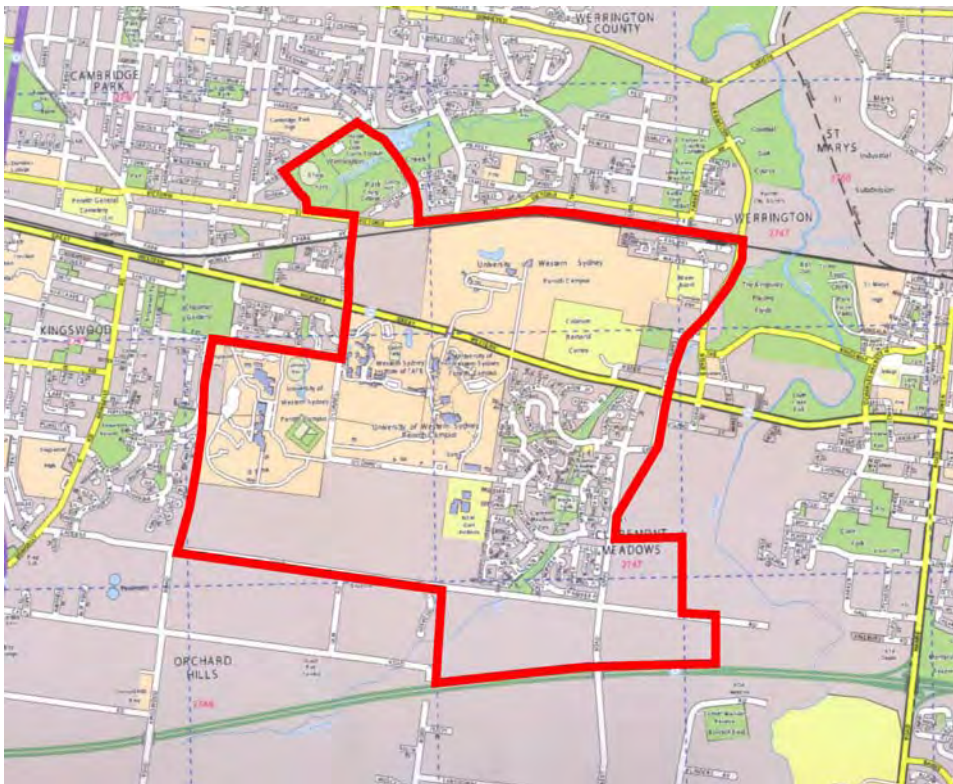
The following key objectives for the planning of the Precinct have been identified:

- Seeking the creation of quality working, living and learning environments, delivering a viable, vital community, energised by the interactions and synergies of adjacent education, living and employment opportunities.
- Incorporating principles of sustainability into the Precinct Strategy, and incorporating principles of sustainability into the planning and design of the Precinct's built elements.
- Encouraging the development of innovative housing to support the needs of the facilities and the local community, add to the viability of public transport systems, and contribute to the vibrancy and safety of the area.
- Ensuring high quality public transport access to these facilities and the surrounding areas, aimed at reducing growth in car use.
- Identification and establishment of a Precinct Centre conveniently located to optimise synergies between existing and proposed communities, education and enterprise activities. The Centre will provide shopping, entertainment and social services to the surrounding community.

### 1.3 THE PRECINCT

The WELL Precinct comprises an area of approximately 670 ha, situated south of the railway line and co-located with the University of Western Sydney (UWS) and the Western Sydney Institute of Tertiary and Further Education (TAFE).

The site is approximately 4 km east of the Penrith CBD. The location of the Precinct is shown at Figure 1. An aerial photo of the Precinct is provided at Figure 2.



**FIGURE 1: LOCATION OF PRECINCT**



**FIGURE 2: AERIAL PHOTO OF PRECINCT**



## 1.4 COMMUNITY INVOLVEMENT

An 'Enquiry By Design' forum was held in July-August 2003, to examine opportunities for future development of the Precinct. 'Enquiry by Design' (EbD) is an intensive and collaborative planning process where all stakeholders including the community and residents are engaged in a design studio environment to develop plans for the precinct.

The forum was facilitated by design professionals and was attended by community groups, residents, the project partners and officers from a broad range of government agencies and service authorities. Community feedback during after the forum was then used as a basis for refining the plans that evolved from the enquiry by design forum. A number of issues were raised by the community and stakeholders as part of the forum and a number of responses were identified to address these issues.

The following summarises the main issues raised during the EbD forum:

- Perceived inadequate consultation / notification process.

A small section of the community considered that the notification process employed to advise and engage involvement in the EbD exercise was inadequate. A comprehensive process of notification was undertaken which advised people of the investigation into future land use and development directions and invited them to participate or attend a program through which their input could be gathered. Nonetheless, Council has responded by reviewing the structure of the Steering Committee membership to include Councillor and private landowner representatives, thereby providing more direct and continued representation of community viewpoints.

- Connections to the Kingswood Residential Area.

Residents raised some concern about this concept. The idea of allowing for vehicular connections between the existing Kingswood residential area and the Caddens Road Release Area was discounted given the potential for through-traffic to establish alternative routes through existing residential streets, however pedestrian connectivity remains a viable and desirable planning objective.

- Residential development on the western edges of the WELL precinct.

The concept of housing located on the 'hilltop' area adjoining Caddens Road in the south-western corner of the precinct, adjacent to the Kingswood residential neighbourhood has been discounted by Council, given the level of community concern expressed and that given this concept has not been previously canvassed in earlier planning for the area.

- Scale, design and social character of medium density housing in Kingswood / Werrington.

There is a perception within the community that much of the medium density housing in the Kingswood and Werrington localities is poorly designed and has resulted in undesirable social outcomes. The majority of housing proposed in the WELL precinct is likely to be in detached forms, however, opportunities do exist, around the Precinct Centre and the railway stations for some multi-unit forms of housing to be established, including student housing, including student housing and home based business activities. It has been emphasised they would need to be designed to a high standard and to present an attractive streetscape image, street front connections and relationships to existing development.

- Safety impacts associated with increases in traffic along Caddens Road

Concern was expressed about Caddens Road and its ability to accommodate significant increases in traffic arising from the development of both the Caddens Release Area and the WELL precinct generally. These concerns are acknowledged and the future of Caddens Road in its current form and alignment will need to be closely considered as planning of the WELL continues.

- Sale of UWS Land

Some concern was expressed that the University has decided to dispose of some of its lands, without consulting the surrounding community. The University is reviewing the planning of its Penrith campuses and has approached the WELL project as an exercise which can help inform its campus planning. The University has indicated it will continue to examine the ideas this exercise has yielded to date, without pre-conception of which if any, of its lands will be disposed.

- Infrastructure Delivery

It was highlighted that Council not allow any development until transport infrastructure, including the proposed University Railway Station has been provided to cater for the incoming community. It is widely recognised that the success of the project will rely upon the early delivery of infrastructure to support those who live, learn and work in the precinct. Council has already been pressing government for firm funding commitments to both the proposed new Railway Station and Stage 1 of the Werrington Arterial Link.

- Inclusion of Claremont Meadows in the WELL Precinct.

During the EbD forum, a number of residents questioned the rationale on including Claremont Meadows Expansion Area, which was already zoned for residential purposes.

The Claremont Meadows Estate was included in the WELL Precinct given its relationship adjacent to the UWS Campus, Caddens Road Release Area and adjacent strategic transport links. It was acknowledged that the planning investigations of the Claremont Meadows Expansion Area could be undertaken in parallel with the WELL Strategy and the two processes could inform each other. It was subsequently recognised that there was no benefit to be obtained by delaying the advancement of the Claremont Meadows Expansion Area planning, pending the realisation of outcomes from the WELL Precinct Strategy, given that the adopted principles for the Claremont Meadows Expansion Area were found to be appropriate planning direction and not inconsistent with the concepts generated by the WELL EbD.

These matters have been considered in the refinement of the concept principles, which have been further developed since the EbD forum, and are discussed further in this Strategy.



## SECTION 2: **PRECINCT ANALYSIS**

## 2.1 INTRODUCTION

An understanding of the local built and natural environments is required as part of the development of a strategy that seeks to shape the sustainable future use and development of the Precinct.

Detailed investigations in relation to the existing environment were therefore undertaken as preliminary steps in the development of the Precinct Strategy.

Key elements of the local environment include:

- natural features.
- existing land uses.
- connections and linkages within and external to the Precinct.

The key characteristics of this local environment are represented in Figures 3-6.

## 2.2 KEY NATURAL FEATURES

There are a number of important natural features on site. These include the existing remnants of Cumberland Plain bushland, the creeks and drainage system across the site incorporating Werrington and Claremont Creeks, both of which provide corridors for bird life and arboreal mammals.

The relative openness and green character of the central ridge running north-south through the site (from the north to the South Werrington UWS campus) is also considered important for the long-range views it presents of the site, and for the views that it allows from high points within the Precinct.

Key natural features are identified in Figures 3 & 4.

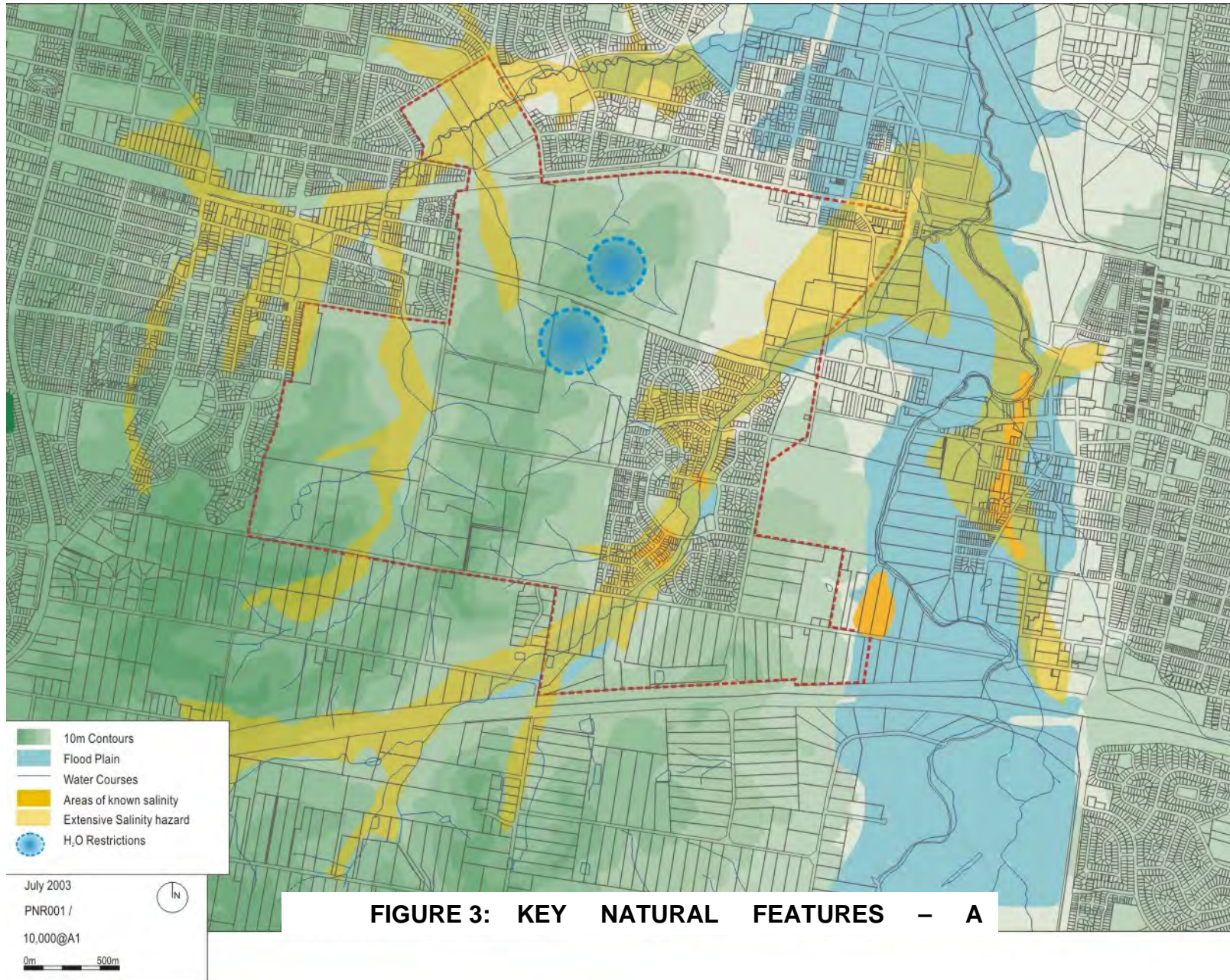
## **2.3 EXISTING LAND USE**

The most prominent land uses in the Precinct are institutions including the University of Western Sydney, the Western Sydney Institute of TAFE Kingswood Campus, Cobham Remand Centre and the NSW Government Archives site. The suburb of Claremont Meadows represents the most significant non-institutional land use within the Precinct, with the rest of the Precinct currently represented as either rural or informal open space, vacant and undeveloped lands. Other isolated uses include agricultural, retail, industrial and commercial uses.

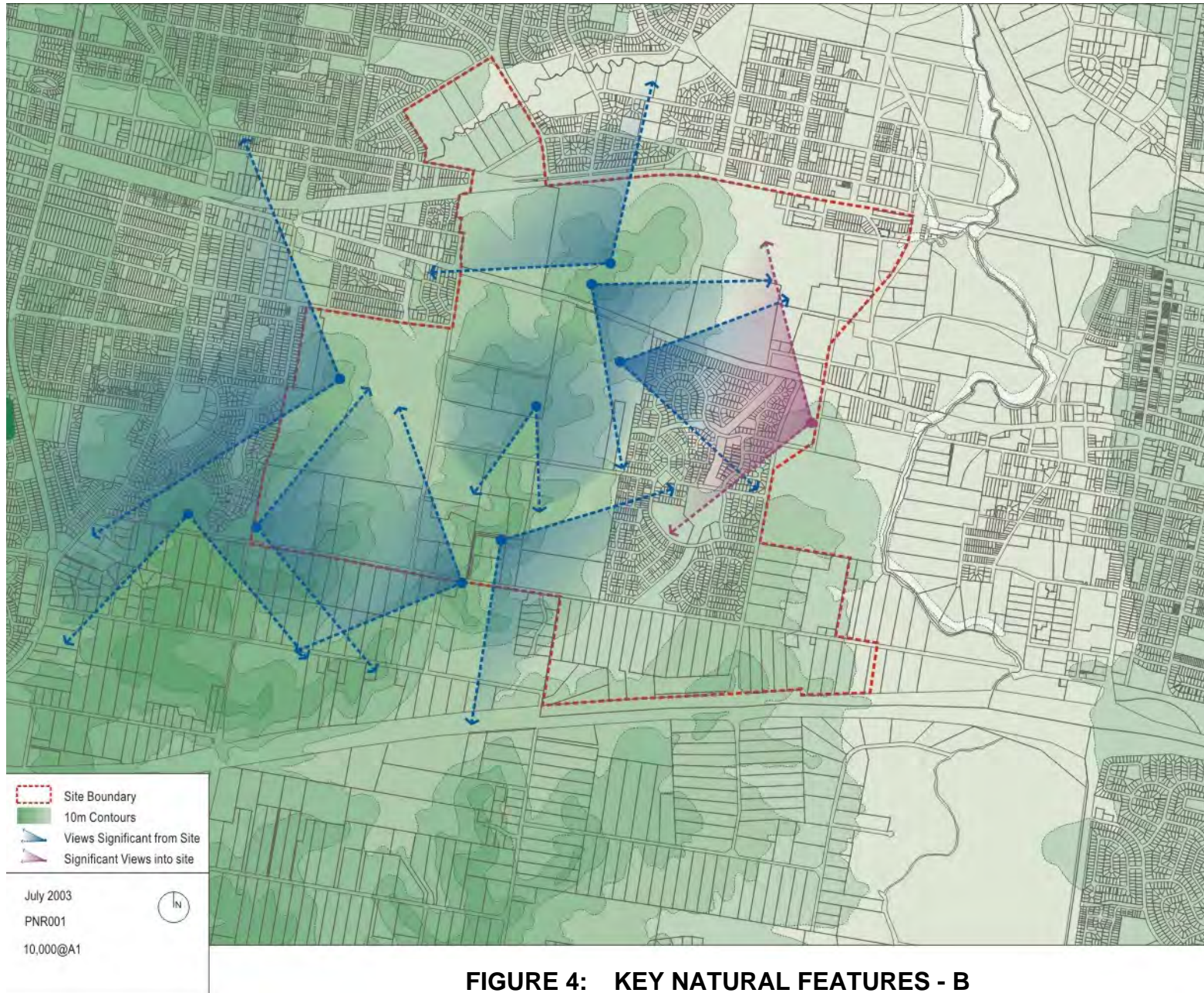
Residential areas within the Precinct accommodate approximately 1,440 dwellings and 4,400 residents, mainly located in the existing Claremont Meadows estate.

Surrounding land uses located in close proximity to the Precinct include the suburbs of Orchard Hills and Kingswood which provide rural and residential land use patterns.

Future development already determined to occur within the Precinct includes the development of the Werrington Mixed Use Area for medium density housing and employment uses and the Claremont Meadows Stage 2 area, which is expected to accommodate approximately 500 dwellings. The Caddens Road Release Area has been identified by the State Government for future urban development and is included on the Metropolitan Development Program.







**FIGURE 4: KEY NATURAL FEATURES - B**

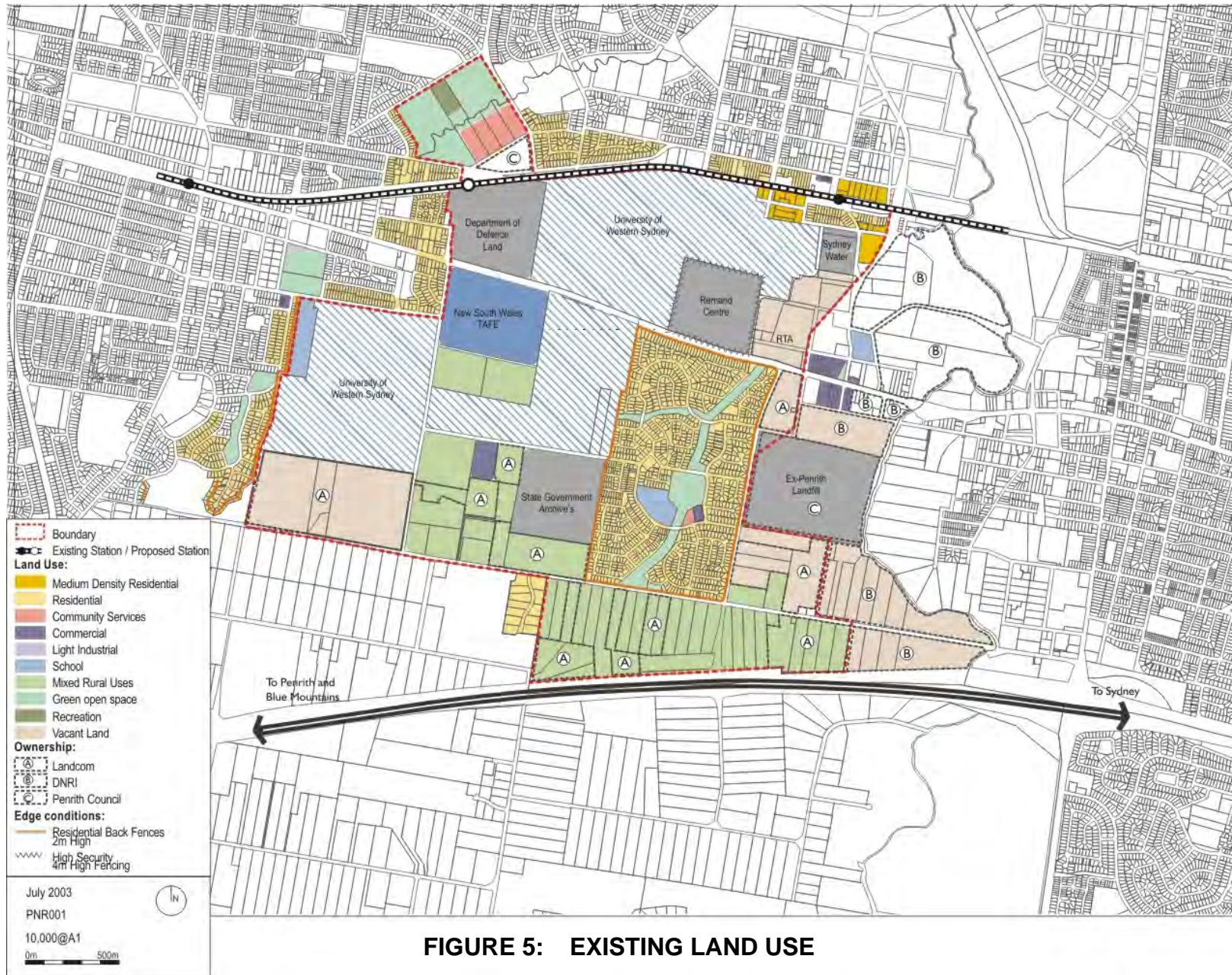
## 2.4 TRANSPORT & LINKAGES

Primary vehicular movement through the Precinct is accommodated along two (2) key arterial routes – the M4 Motorway and the Great Western Highway. Access from these routes is limited, with only three road connections onto the Great Western Highway within the Precinct. Traffic from the M4 must enter the site via either The Northern Road (to the west), or Mamre Road (to the east). The alignment of the Werrington Arterial, a proposed arterial roadway that is proposed to connect the site directly to the M4 and the Western Sydney Orbital, forms the eastern boundary of the site. This road currently does not appear on the RTA's current 5-year program or budget, indicating that it should be considered a longer-term intervention.

Public transport incorporates the train services and a local, privately operated bus network. Two railway stations are located either within or nearby to the Precinct. Werrington Railway Station is located in the northeastern corner of the site, while Kingswood Station is approximately 1 km to the west. A new station is proposed where French Street meets the railway line, and has an expected completion date of 2007. This station has been primarily planned to service the transport needs of UWS & TAFE.

Local bus services are currently limited, particularly in the evenings and on weekends when none operate. They primarily serve the University, TAFE and the Claremont Meadows community. The University also subsidises the cost of providing a campus shuttle service.





**FIGURE 5: EXISTING LAND USE**



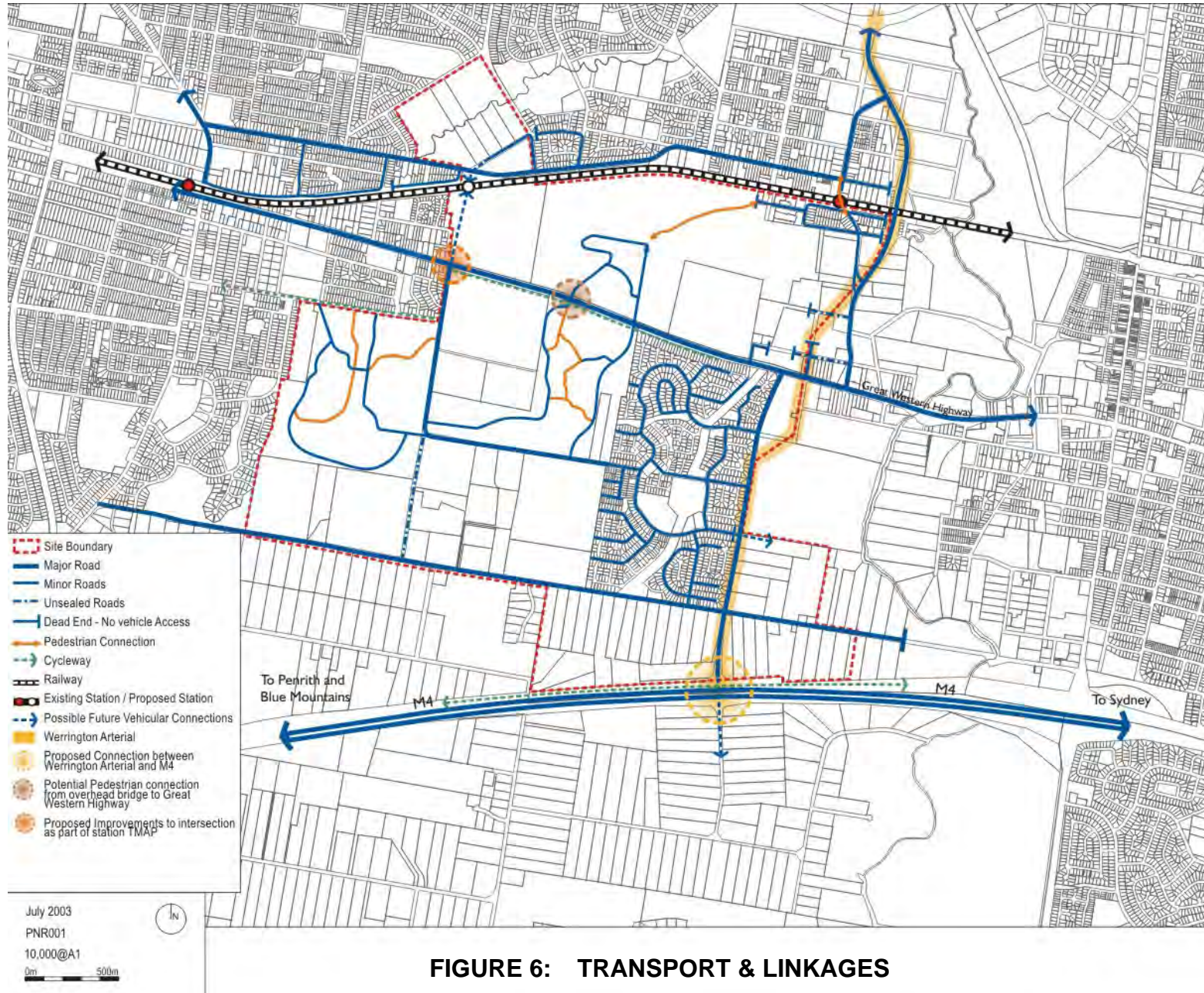


FIGURE 6: TRANSPORT & LINKAGES



## SECTION 3: **OPPORTUNITIES & CONSTRAINTS**

### 3.1 INTRODUCTION

An examination of the key site characteristics reveals a number of elements that present both opportunities and constraints to the achievement of the project objectives outlined in Section 1.

This section of the report identifies those key opportunities and constraints.



## 3.2 KEY PRECINCT OPPORTUNITIES

- Enjoys excellent accessibility from existing and planned transport linkages.
- No significant local environmental constraints to future development of precinct.
- Topography and transport linkages ensure prominent location and high visual amenity.
- Parts of the Precinct are within the State Government's *Metropolitan Development Program* and are receiving advanced infrastructure planning.
- Presence of the UWS represents prestige value in attraction of businesses to Precinct.
- Large and relatively un-fragmented land parcels facilitates future development opportunities.
- UWS and TAFE resources present opportunity to spark and foster new enterprise and employment opportunities.
- *NSW WSI TAFE* already possess strong partnerships with business and industry.
- High performance computing node at UWS provides opportunity for IT business cluster.

### **3.3 KEY PRECINCT CONSTRAINTS**

- Stressed local water quality in South Creek, its tributaries and broader catchment.
- Precinct and broader area known to experience soil salinity.
- Existing tertiary education facilities provide limited facilities or cultural amenity typically associated with campus life.
- Adjoins established communities that are seeking to maintain existing amenity and environmental quality.
- The UWS campus is isolated from adjoining communities.
- The current statutory planning framework accommodates only more traditional land use and urban forms.
- Limited access to the M4 Motorway.

## SECTION 4: **PRECINCT VISION**

## **4.1 INTRODUCTION**

The development of a vision for the WELL Precinct is considered to be a key element in the identification and definition and of a shared view as to the future use and activity within the Precinct.

To assist in the development of that vision, a facilitated forum was convened involving the project partners and key government agencies. This section of the report represents the outputs of that forum.

Demonstrating a model for sustainable urban development, that captures its potential arising from proximity to transport linkages and tertiary educational facilities, the WELL Precinct will be an internationally renowned destination of choice for business, residents and students.

The synergies arising from the collective presence of these groups will energise the Precinct and represent a catalyst for the emergence of creativity and innovation demonstrated in the enterprise, living, and learning activities undertaken with the Precinct.

Whilst attracting and accommodating a diverse range of land use activities and people, the desirability of the place will be a function of the seamless integration of those people and activities and the cosmopolitan lifestyle choices it subsequently generates and offers.

## **4.2 ENTERPRISE**

The WELL Precinct will provide a prosperous economic environment for the development of a broad range of enterprises that will deliver significant new and local employment opportunities for the region.

These enterprises will include larger scale businesses not suited to a CBD location and wishing to locate in a campus style environment. However, small to medium scaled enterprises will contribute the majority of new enterprise activity in the Precinct, and will be represented as clusters of business activity, filling globally competitive niches, whose prosperity is fed not only by their shared knowledge, but also from the wealth of creative activity occurring with the broader Precinct.

All enterprise activity, regardless of their scale, will be attracted to the Precinct by their ability to lever competitive advantages that arise from co-location with tertiary educational facilities. Such advantages will be represented as both operational and prestige or image-value, with the operational elements derived from access and linkages to technology and research functions undertaken in those centres of learning.

Additional advantages will also be derived from the Precincts ability to provide a diverse range of business environments that allows the seamless transition of enterprises as they move through the key phases of inception, incubation growth and development.

### **4.3 LIVING**

The WELL precinct will demonstrate ecologically sustainable models of urban living, recognising and promoting the diversity inherent in the Precinct.

This diversity includes cultural diversity that may be initially derived from the continued attraction of both local and international students to the Precinct, and will be enhanced by the retention of those students post their participation in those learning activities, together with the attraction of a broader demographic base and a wider range of people.

The diversity will also be demonstrated in the broad range of housing forms that reflect the diverse needs of that community and contributes to an innovative urban form that supports the operation of an active and vibrant village centre.

The convergence of this diversity will provide the impetus and contribute to the evolution of a cosmopolitan and enriched cultural experience for residents, students and businesses alike. This enriched cultural experience will be demonstrated by access to quality recreation, entertainment, shopping, community services and facilities, and events within the Precinct.

## **4.4 LEARNING**

The WELL Precinct will be recognised as an internationally competitive centre of education, research and learning that provides the resources and intellect to spark and foster new and creative enterprise activity. It will offer an unparalleled opportunity to participate in life long learning, including vocational and workplace training programs.

This reputation will have its basis in the continued and significant growth of the University of Western Sydney within the Precinct, but will also be represented in the ongoing and active presence of the TAFE, together with the development of secondary and primary education facilities that demonstrate levels of excellence within those tiers of the education system.

The integration of learning opportunities, represented through the opportunity for people to seamlessly move through all learning facilities, will be one of the key attractions of the Precinct.

Future rationalisation and expansion of the UWS Penrith campus will see new development, particularly non-learning facilities, being integrated as part of the urban fabric of the broader Precinct, with the campus itself becoming a highly permeable centre, whose facilities and services are accessible to the entire community.

In return, the UWS Penrith campus will provide a richer and enhanced campus experience for its students, energised through its integration with uses, activities and people beyond the limits of programs of the University.



## SECTION 5: **DESIGN PRINCIPLES**

## **5.1 INTEGRATING 'TOWN + GOWN'**

The WELL Precinct aims to be an established, internationally recognised centre for education, learning and research. Importantly, changing approaches to education recognise that learning is a life long process that no longer needs to occur solely in the traditional, institutionalised classroom environment. This opens up opportunities for teaching and learning environments to become better integrated with the whole community and with existing and new businesses and development in a manner consistent with that found in many successful and internationally recognised universities. Activities associated with educational, recreational, retail, residential and employment uses can be integrated in a seamless, vibrant and interdependent environment. The existing presence of UWS and TAFE within the Precinct offers an excellent opportunity to begin realising this vision.

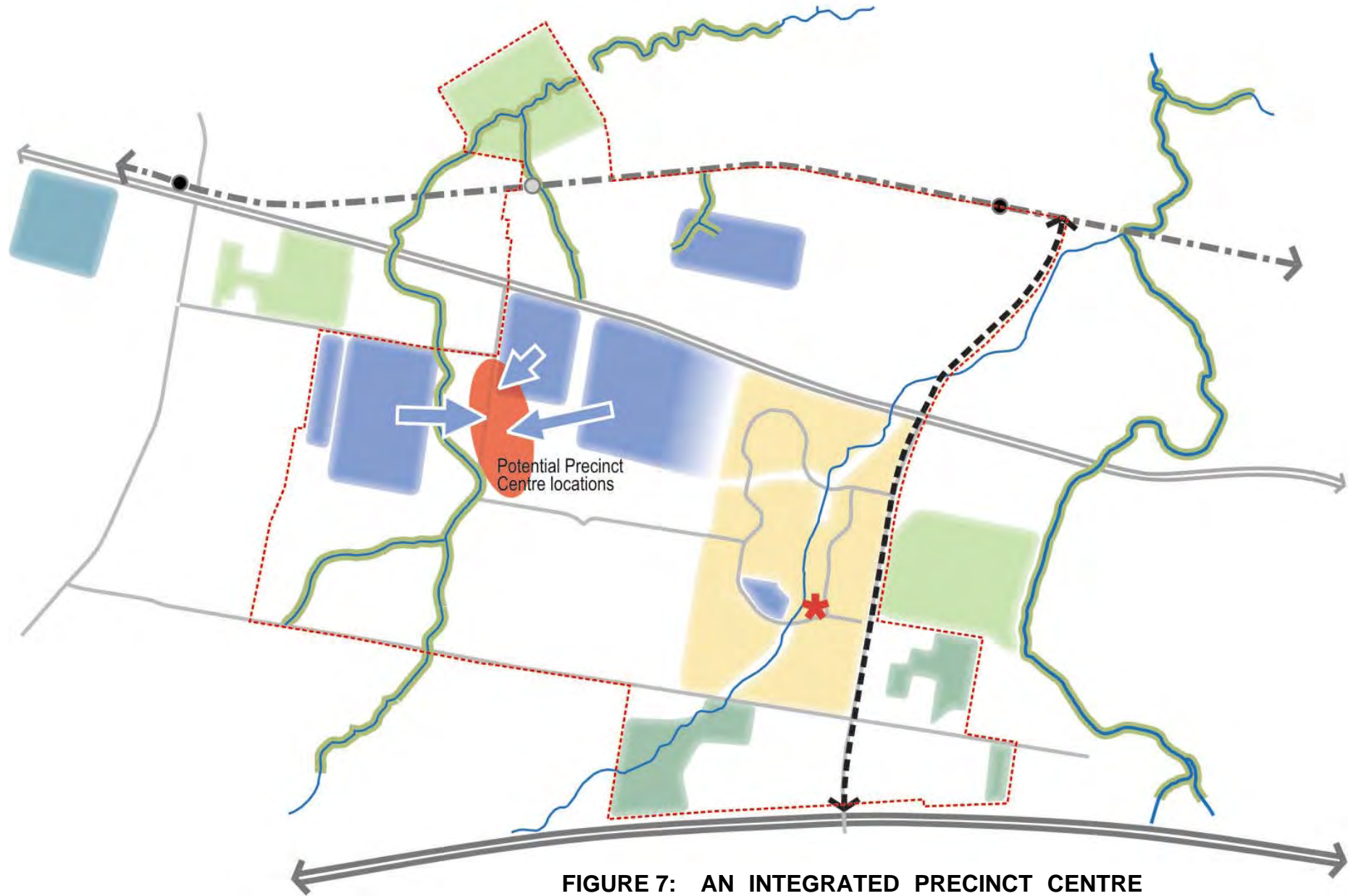
The scale of new residential development already planned for the Precinct alone, generates a demand for a new Precinct Centre to service that new community. The co-location of this Centre with neighbourhood shops, and retail and community services and facilities and the administrative functions, both current and new which will be demanded by the expected growth of the UWS & TAFE, can generate a critical mass to support an active and vibrant community hub.

Locating this proposed Centre near the intersection of Second Avenue and O'Connell Street and encouraging the University and TAFE to grow towards each other – and therefore towards this location - will create a seamless Precinct Centre in this vicinity comprising and accommodating University, TAFE, business and community activity.

This location capitalises on the following attributes that will better support the viability of the centre and allow the better integration of the university and TAFE with wider community and business facilities:

- It utilises the demand from the 15,000 existing students and staff members to support and enliven the centre and makes UWS and TAFE more a part of everyday community life. Student and staff numbers are expected to grow significantly in the future.
- It will facilitate passing trade from students accessing each campus from the railway stations and student services located within the centre.
- It is located on a main connecting road leading from the WELL Precinct to the Great Western Highway and (via the proposed new Caddens Road bypass – see Design Principle 10) to the M4 thereby facilitating ease of access and convenience to the surrounding residential population and facilitating passing trade from residents on their way to destinations beyond the Precinct.
- It is adjacent to the Werrington Creek – making it more special and more representative of its specific geographical location.
- It is located on two existing bus routes and strengthens support for a potential third route linking the Glenmore Park residential community with the new railway station via this Centre.
- It is relatively central within that part of the Precinct south of the highway, which is intended for predominantly residential development, encouraging trips to it by foot or cycle.

Incorporating the main point of entry to both the UWS and TAFE campuses along with their student services and facilities into the Precinct Centre will further increase its diversity and vibrancy. Importantly, it will also act as a 'front door' for these institutions which presently lack a clear physical statement and identify them in the City's structure and character.

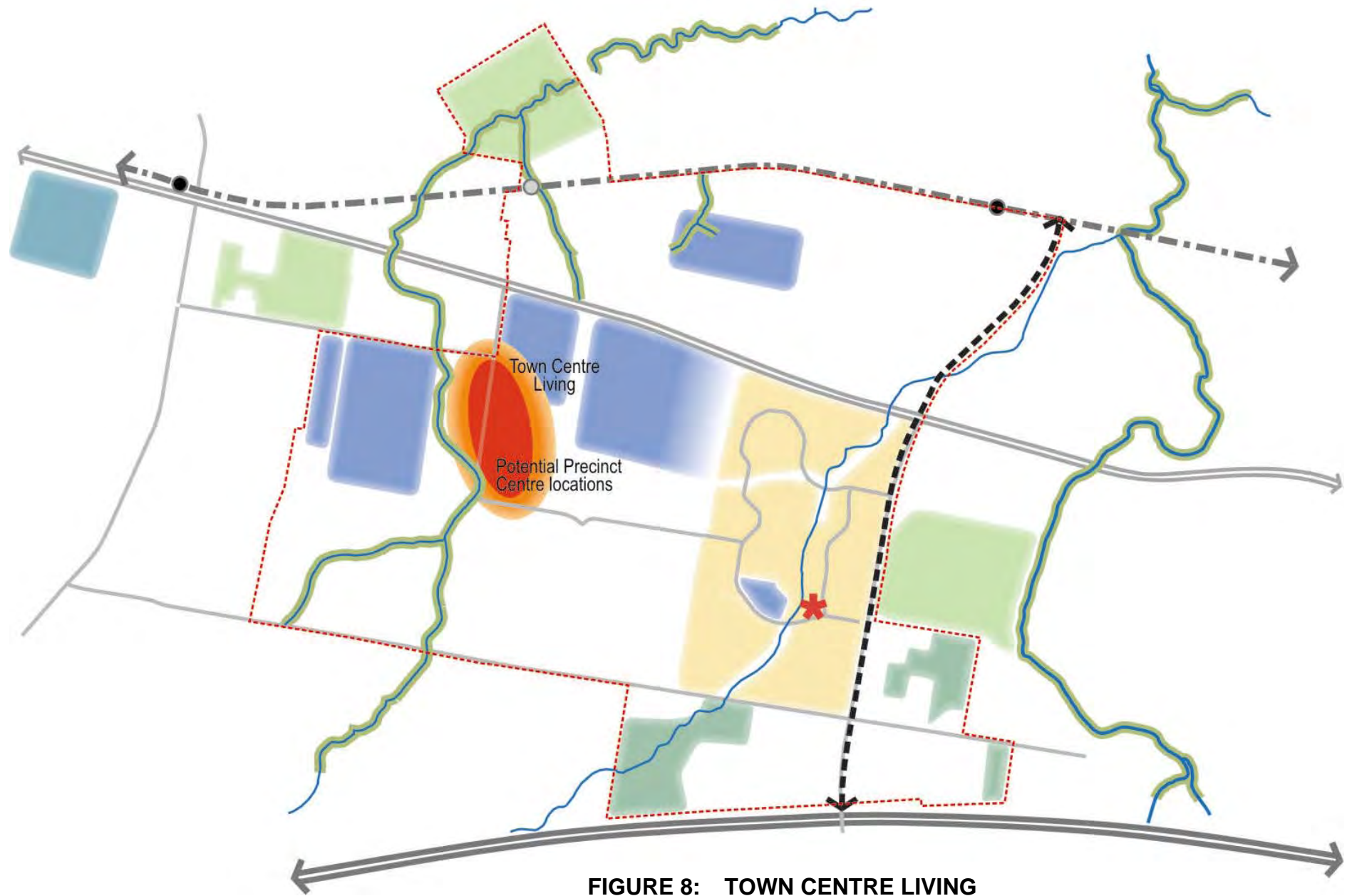


## **5.2 TOWN CENTRE LIVING**

Town centre living has many advantages and benefits for the vitality and viability of the centre and for new residents seeking an increasingly urban lifestyle and is considered to provide a more sustainable living option than many contemporary urban forms.

Establishing housing in the Precinct Centre ensures that it is an active place outside traditional business hours and, importantly for the WELL Precinct, outside of University and TAFE holidays. This increased year round patronage will add support for commercial services within the Precinct Centre, local bus services (which currently don't operate on weekends) and the new railway station. It will also contribute to the vibrancy, safety and interest of the Centre's public domain as a result of an increased number of people circulating within the Centre throughout the day, and the natural 'surveillance' provided by residential properties facing the street.

Town centre living also offers an additional 'cosmopolitan' housing and lifestyle choice for residents seeking accommodation in Western Sydney. This is particularly relevant to students, both local and international, the local nursing population based at the Nepean Hospital, and to an elderly population who would benefit from close access to town centre facilities, community services, good access to the train station and bus services, as well as to the interest surrounding the concept of life-long learning.



**FIGURE 8: TOWN CENTRE LIVING**

## **5.3 MAINTAIN GREENWAYS AS A NETWORK OF CONNECTED OPEN SPACES**

Integral to vision of creating a healthy, sustainable environment is the desire to retain and enhance the natural attributes that will make the WELL Precinct an attractive environment and a desirable place to be. This will involve the enhancement of natural features such as the creek systems, native flora and fauna habitats and the maintenance of a relatively natural or green setting.

Deliberate proposals that capitalise on these natural attributes will add value to these assets and help to mitigate the environmental degradation evident in the region and often associated with new development. They will ensure that the WELL Precinct retains its valued natural characteristics and remains a desirable living environment well into the future. Key proposals include:

- maintaining the scenic and aesthetic values of the principle ridge lines
- maintaining the creek corridors
- maintaining Cumberland Plain Woodland remnants

### **5.3.1 MAINTAINING AND ENHANCING THE VALUE OF THE RIDGE**

The importance of the central ridge running north-south through the University of Western Sydney Campus (both Werrington South and Werrington North campuses) is twofold.

Firstly, it has a strong cultural significance for the community of Western Sydney, being highly visible from many vantage points within and outside the broader region as well as representing the historical boundary in the natural landscape between St Mary's and Penrith. The importance of this geographical marker separating the communities, and its relative green, open character between two urbanised environments, is paramount. Travellers approaching Werrington and Penrith from the east (along the M4 or the Great Western Highway) are treated with a panoramic view to the west, with the ridge forming an obvious green, open landscaped foreground, with

the rolling lower mountains and Blue Mountain escarpment creating a visually dramatic backdrop. If destroyed, or over-developed, it will be difficult to interpret its cultural value or appreciate the contribution it makes to the natural and visual landscape. Retaining the unique values of the WELL Precinct demands that the relative openness of the ridgeline is retained.

Secondly, the top of the ridgeline offers almost unhindered 360-degree views, with particularly attractive long views looking west to the Blue Mountains. Development of this land for exclusive private use will remove this valuable asset from the community's enjoyment. This land is however most attractive to development, indeed parts of the ridge already contain important built forms such as the UWS library that contribute to the landmark status and prominence of the Precinct.

It is proposed that the central ridge be utilised as a linear, landscaped corridor that is inclusive of quality built forms that offers pedestrians and cyclists a continuous public passage along its length. The built forms would be limited to iconic or landmark buildings provided primarily for public or institutional purposes, but may include business activities, in a setting which allows public access and enjoyment.

### **5.3.2 MAINTAINING CREEK CORRIDORS**

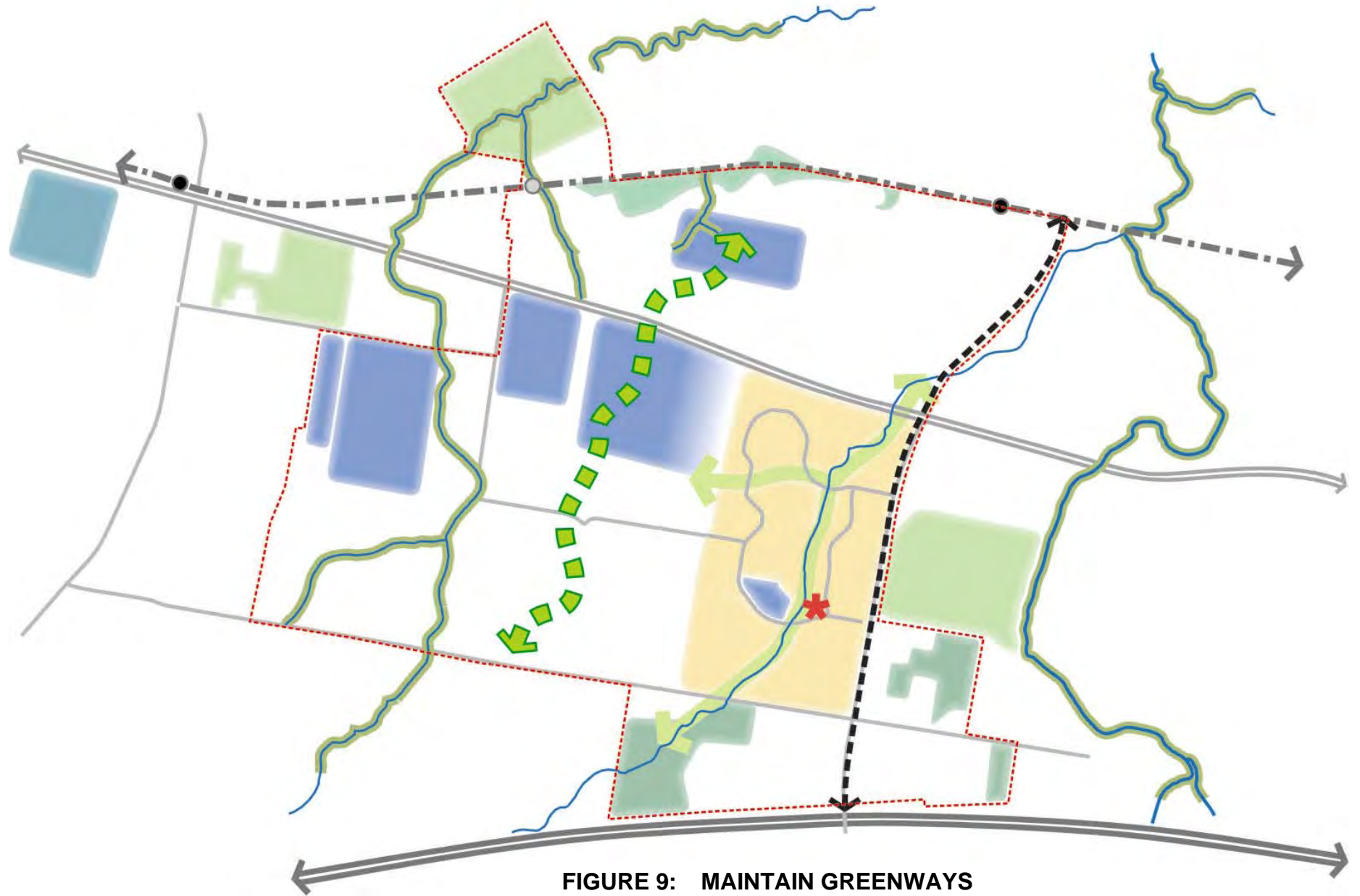
The creek corridors of Claremont & Werrington Creeks already provide environmental and amenity values to the Precinct. Maintenance and enhancement of the native flora and fauna habitats within these corridors provides an opportunity to not only improve the health of the local environment but also to develop an network of green spaces running through the precinct that could form the basis of active and passive recreational assets, available to all users of the Precinct.

The creek corridors also present opportunities to provide both ecological and human linkages between the Precinct and adjoining land uses and its broader environs.



### **5.3.3 MAINTAINING CUMBERLAND PLAIN WOODLAND**

Remnants of Cumberland Plain Woodland are scattered across the Precinct and provide a mosaic of both ecological and aesthetic values. These areas of remnant woodland should be conserved and integrated as part of the broader interconnected network of open spaces that will be provided to the Precinct.



## 5.4 PROVIDE EMPLOYMENT OPPORTUNITIES

Penrith Council's economic policy seeks to achieve a better balance between the number of residents in the Penrith area and the number and quality of local employment opportunities available and aims to provide one job for every member of the labour workforce residing in Penrith. Current levels are at 62% (6.2 jobs for every 10 residents). It also seeks to increase Penrith's share of higher-order professional and technical jobs, and to foster opportunities in under-represented business and service sectors which are experiencing job growth elsewhere.

The WELL Precinct offers attractive development prospects for new employment. Attributes of the area that may prove attractive to this type of business include:

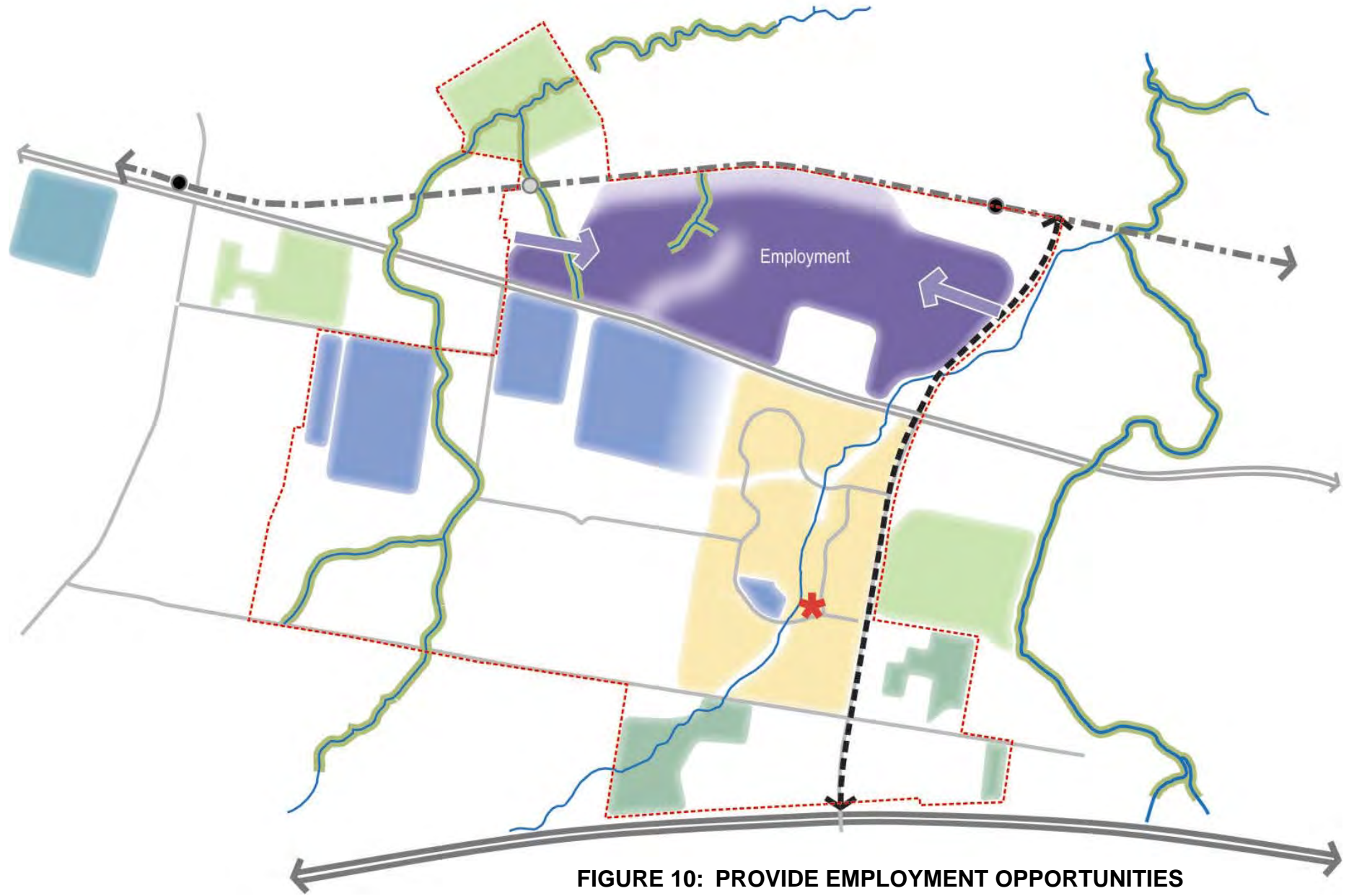
- A high level of visibility to passers-by.
- Direct access to two existing and one proposed railway stations.
- Direct access to the M4 Motorway (via the proposed Werrington Arterial)
- Frontage to the Great Western Highway.
- Older building stock that can be practically utilised for affordable space for start-up and infant businesses.
- Prestige associated with locating in an established University address.
- Potential synergies through research partnerships with the University and TAFE.
- Good access to Penrith CBD and services.
- Green setting and excellent views to the Blue Mountains and surrounding suburbs.
- New, high quality housing planned in Penrith LGA.

This collection of attributes is relatively unique to this region. Indeed, there are very few such sites available in the Sydney area. This emphasises the strategic importance of this site in the greater Sydney area for the provision of a high quality, higher order 'campus style' employment precinct.

The type of employment that would be desirable at this location would be higher order jobs that would help to diversify the employment base in the local economy. This would preclude industrial and manufacturing that are better located in other areas of the City. Commercial activity that would directly compete with the Penrith and St Marys Town Centres should also be precluded.

A key opportunity to attract enterprise and provide employment in the Precinct can be provided by the 80 hectares of UWS land, north of the Great Western Highway. This area, at its western and eastern edges could also accommodate a limited measure of residential development and other mixed uses to ensure that its public domain maintains vibrancy through the night and on weekends.

Other areas within the Precinct would also capture future business opportunities, particularly the area adjacent to the Precinct Centre. The sites at the corner of French Street and the Great Western Highway present great opportunities to provide large built forms that will serve as a landmark gateway to the Precinct. Other land surrounding the new Precinct Centre would also be available to foster business and other enterprises.



## 5.5 CREATIVE ENTERPRISES PRECINCT

Emerging analysis identifies key opportunities for future employment growth to emerge in creative enterprises and endeavours. Arts and culture activities have also been shown to work as tools of urban revitalization. Cultural and media activities employ creativity to generate new ways of working, new ideas and new products, contributing significantly to a city's economy. Creative arts activities can be harnessed to provide the catalyst for physical and environmental renewal. It can attract new investment, increase spending, generate economic activity and jobs and significantly change or enhance an area's image.

Whilst the definition of creative enterprises is broad, the University and the TAFE both offer courses in design, media, fine arts and performance disciplines and make the Precinct well suited to capture some of those emerging opportunities.

These courses are currently undertaken within purposely built facilities co-located within the University's South Werrington campus, and the eastern end of the TAFE campus. Further growth and consolidation of this precinct will create an environment where the exploration and cultivation of new enterprises and ideas within the 'cultural' and 'creative' industries of fine arts, media and design fields can thrive.

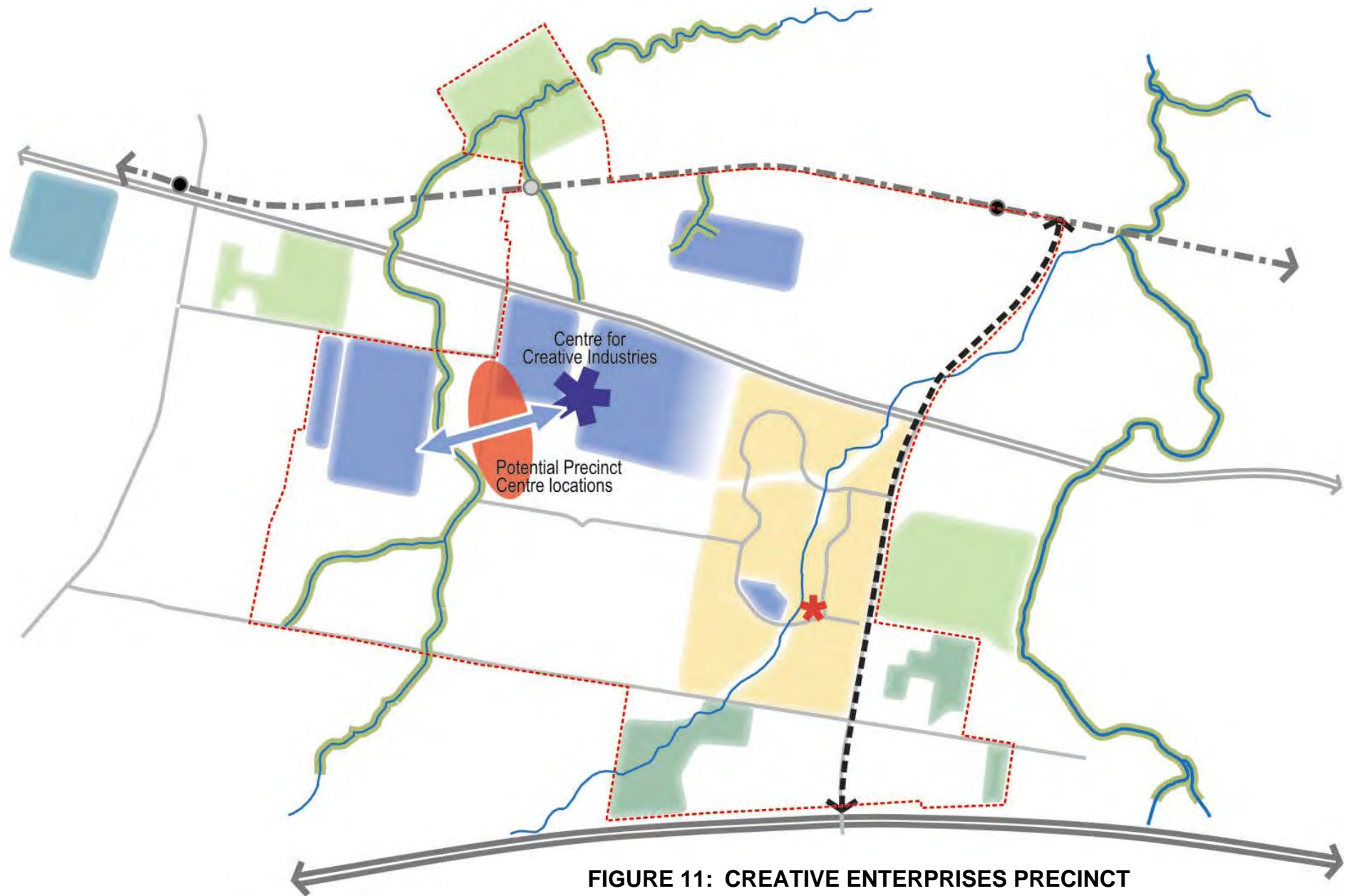
The provision of new community and commercial arts spaces, studio facilities, business support services and performance spaces will allow this community to grow and become a leading arts destination. It will provide excellent opportunities for creative industries, businesses and enterprise, and the learning and teaching disciplines to collaborate on commercial and community arts-based projects.

Direct, legible, comfortable and safe pedestrian routes to the new Precinct Centre and other University and TAFE services from this Precinct can be created by providing a vehicle and pedestrian linkage along the southern boundary of the TAFE campus. This link will also facilitate the extension of the activities and land uses associated with the new Arts Precinct towards the Precinct Centre. It also

provides possible locations for small, related creative enterprises, for example studio spaces, performance spaces and related retail outlets such as printers or arts supplies.

Present investigations are advancing to establish an incubator based around the concept of creative enterprises. Ideally, that could be located in or adjoining the Precinct Centre, but it is recognised that economic realities may require the use of existing buildings elsewhere.





**FIGURE 11: CREATIVE ENTERPRISES PRECINCT**



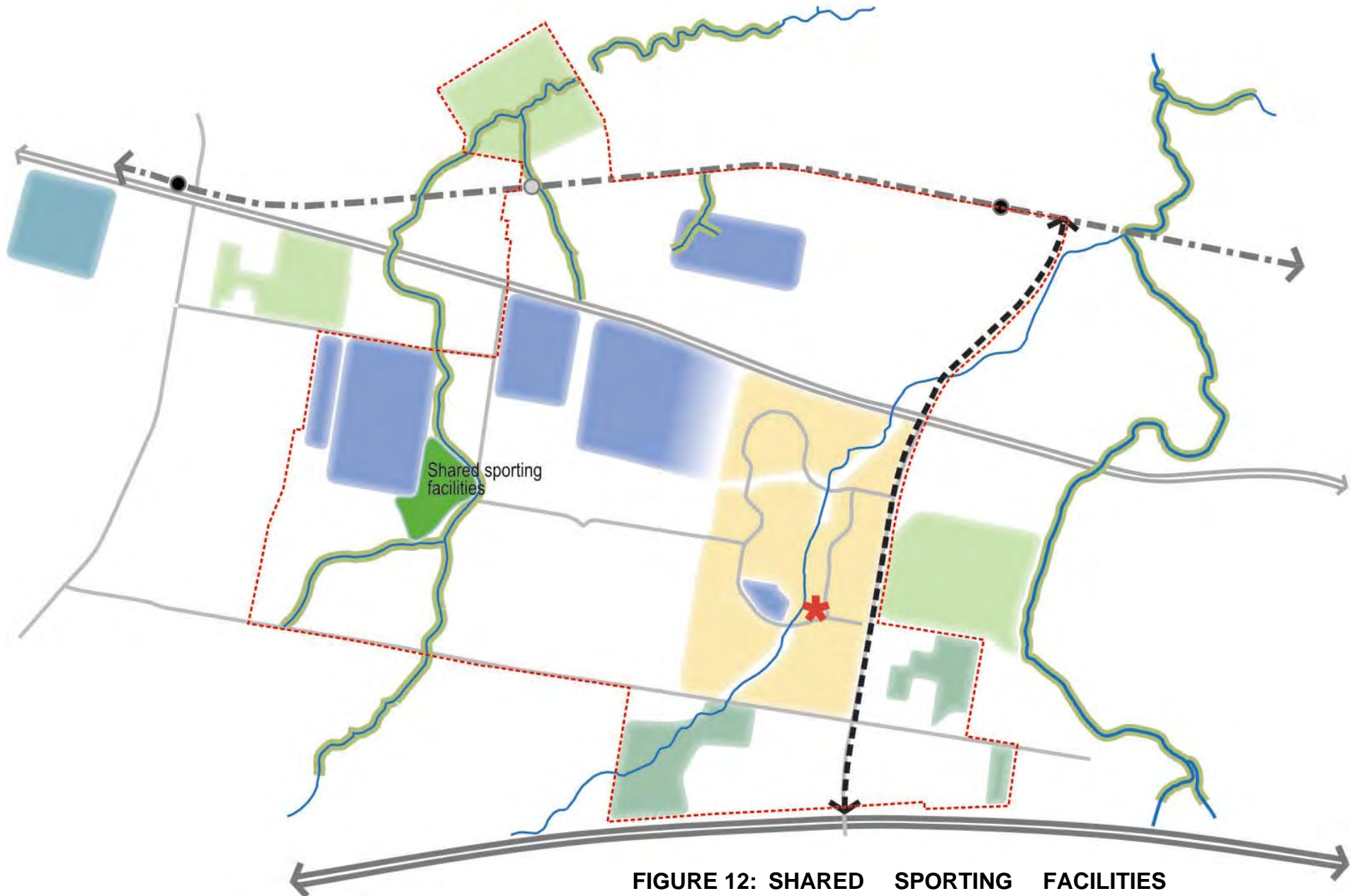
## 5.6 SHARED SPORTING FACILITIES

New sporting facilities are an important asset to any new urban area, but particularly Penrith, which enjoys high participatory rates in organised and non-organised sporting activity. Quality sporting facilities are also typically associated with a University Campus and considered to represent part of that enhanced cultural amenity that campus life offers. With this in mind UWS is currently proposing to expand its existing range of sporting facilities.

There is therefore an opportunity to co-locate expanded campus sports facilities, with those demanded by new urban development and create a quality sporting sub-precinct. This would not be at the expense of the other recreation needs such as neighbourhood parks, playgrounds and passive open space corridors required to be spread through the new residential area.

The identified location for the sporting sub-precinct is lands immediately to the south of the existing Hockey Centre. This location is both in easy walking distance from the TAFE and UWS campuses as well as much of the new population that will emerge from the Caddens Release Area. It is also easily accessible to future primary and secondary school sites that are likely to develop in the Precinct and therefore allows shared use by all user groups.

Shared use allows maintenance and construction costs to be either shared amongst all users or for UWS to subsidise construction and maintenance costs by leasing this facility to other users. It avoids the additional environmental impact of maintaining duplicated, yet under-utilised, playing fields (including additional costs in water usage) and encourages interaction between the different groups, establishing relationships and providing opportunities for other synergies to evolve.



**FIGURE 12: SHARED SPORTING FACILITIES**

## 5.7 SEAMLESS EDUCATION

Creating a consolidated educational hub within the WELL Precinct will capitalise on the existing mix of education facilities and the changing trends in learning practices to establish an innovative and world-ranking learning environment.

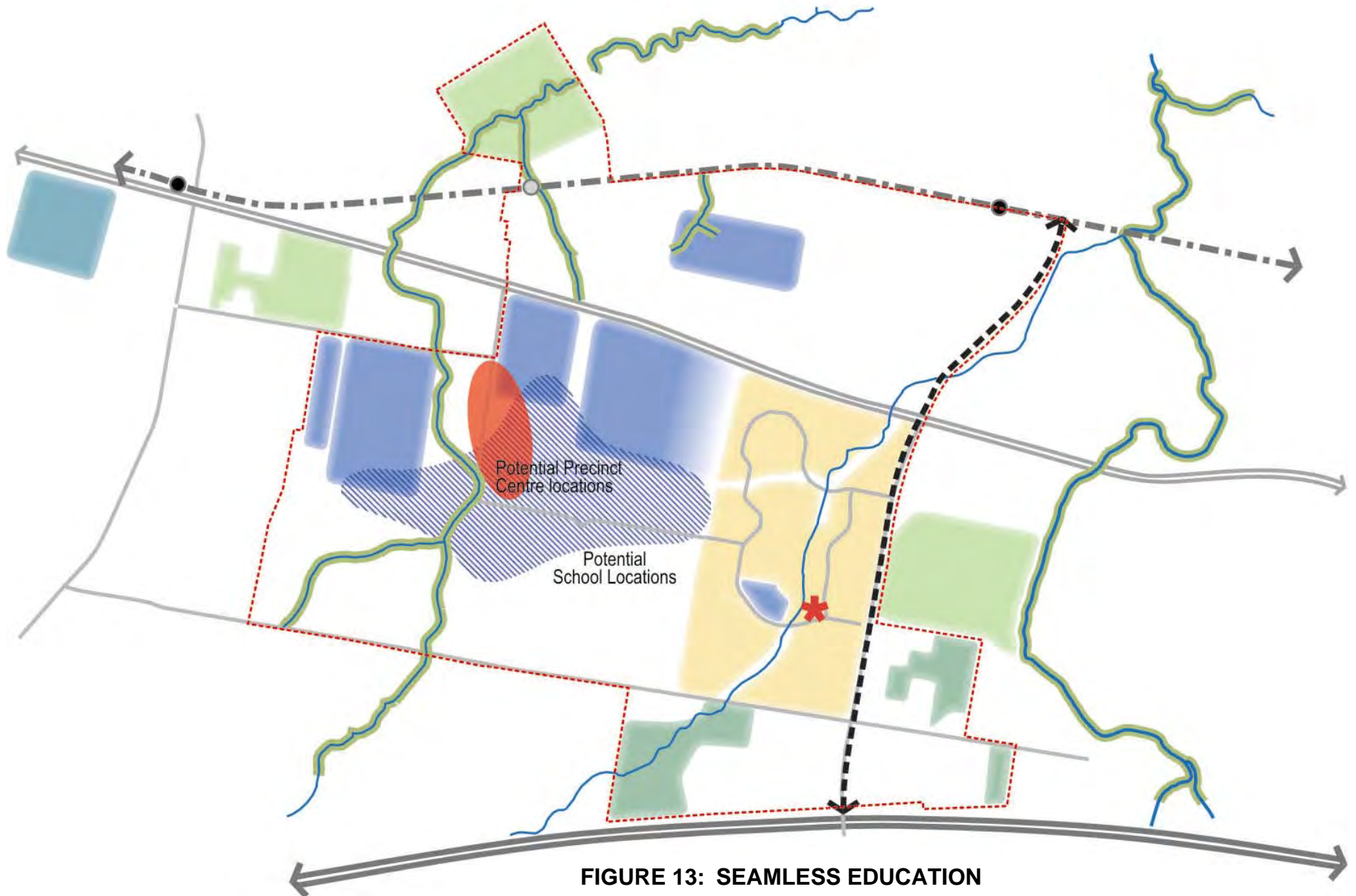
The immediate demand arising from planned residential development within the WELL Precinct could possibly include two new public primary schools and a new public high school. There has also been direct interest by private school operators wishing to locate within the area.

There has been a trend to locate new school facilities in rural areas which are detached from primary residential catchments. This can have implications for the quality of living of surrounding rural residents and also often suffers from remoteness, water and sewer servicing difficulties and lack of transport connections. The expansion of existing educational facilities and new primary or secondary schools are therefore encouraged to co-locate within an expanded educational precinct so that they can work with existing learning facilities to offer flexible, creative and innovative approaches to the delivery of education that better meet the needs of the whole community.

This includes the possibility to remove barriers established through our traditionally rigid, tiered education system and look at alternative education models such as shared delivery across institutions and campuses, access programs for local students to UWS or TAFE facilities, interrelated research projects, teaching exchanges and, overall, increase opportunities to create new synergies through greater integration within a larger teaching and learning community.

Locating schools within easy access of the Precinct Centre will also support bus services in the centre and provides the opportunity for trip-sharing for parents and school children wishing to access the neighbourhood centre and other nearby services. Primary schools are also more appropriate within a town centre, with the possibility of trip sharing more likely as larger numbers of students will be driven to school. High schools do not necessarily have to be located in close proximity to town centres due to the reliance on bus transport. High school students can also be expected to walk further distances than primary school students.

The location for an education sub-precinct is shown on the relevant plan (Figure 13). This location responds well to the above-mentioned criteria and also captures the potential for shared use of both tertiary educational and sporting facilities. Ownership and an unknown future demand for schools and their space requirements are issues that will affect their precise location. Similarly other areas within the Precinct may prove to be equally attractive for some educational institutions, particularly locations in the south Werrington and UWS north Werrington campus areas.



**FIGURE 13: SEAMLESS EDUCATION**

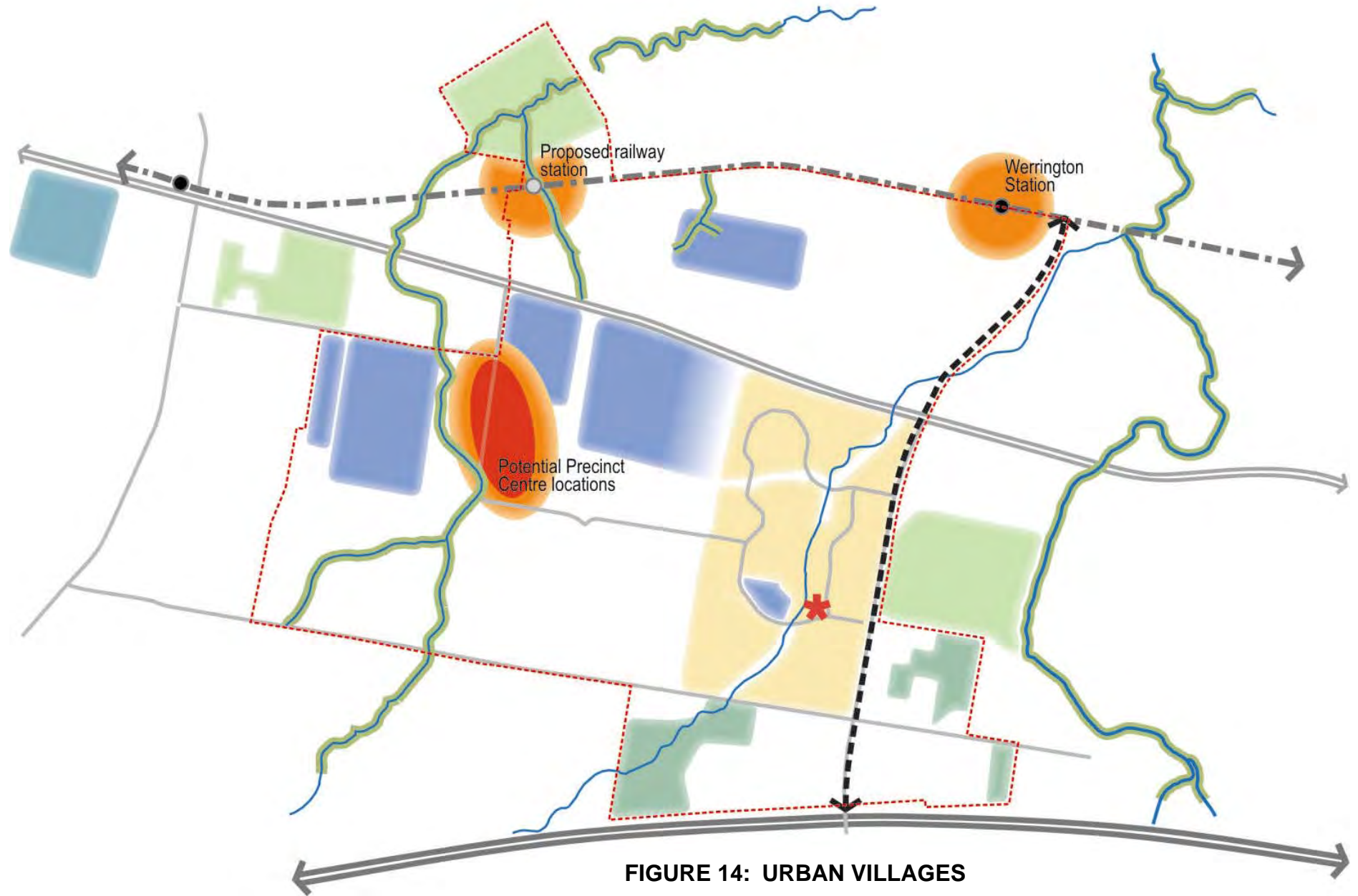
## 5.8 URBAN VILLAGES

Encouraging new mixed-use development and a high quality public domain around the existing and proposed train stations within the Precinct will establish robust urban villages that will revitalise the quality of the existing residential environment and provide a high level of service for new residents of the Precinct.

Incorporating higher densities of housing will provide additional patronage for shops and services located at each railway station. An increased number of residents will also contribute to improving safety and activity on the streets, particularly in the evenings and on weekends.

Importantly, the two urban villages should incorporate the area surrounding the stations on all sides, not just those locations within the WELL Precinct boundary. The pedestrian crossings at the stations should provide comfortable, safe and easy access across the railway tracks through all times of the day.



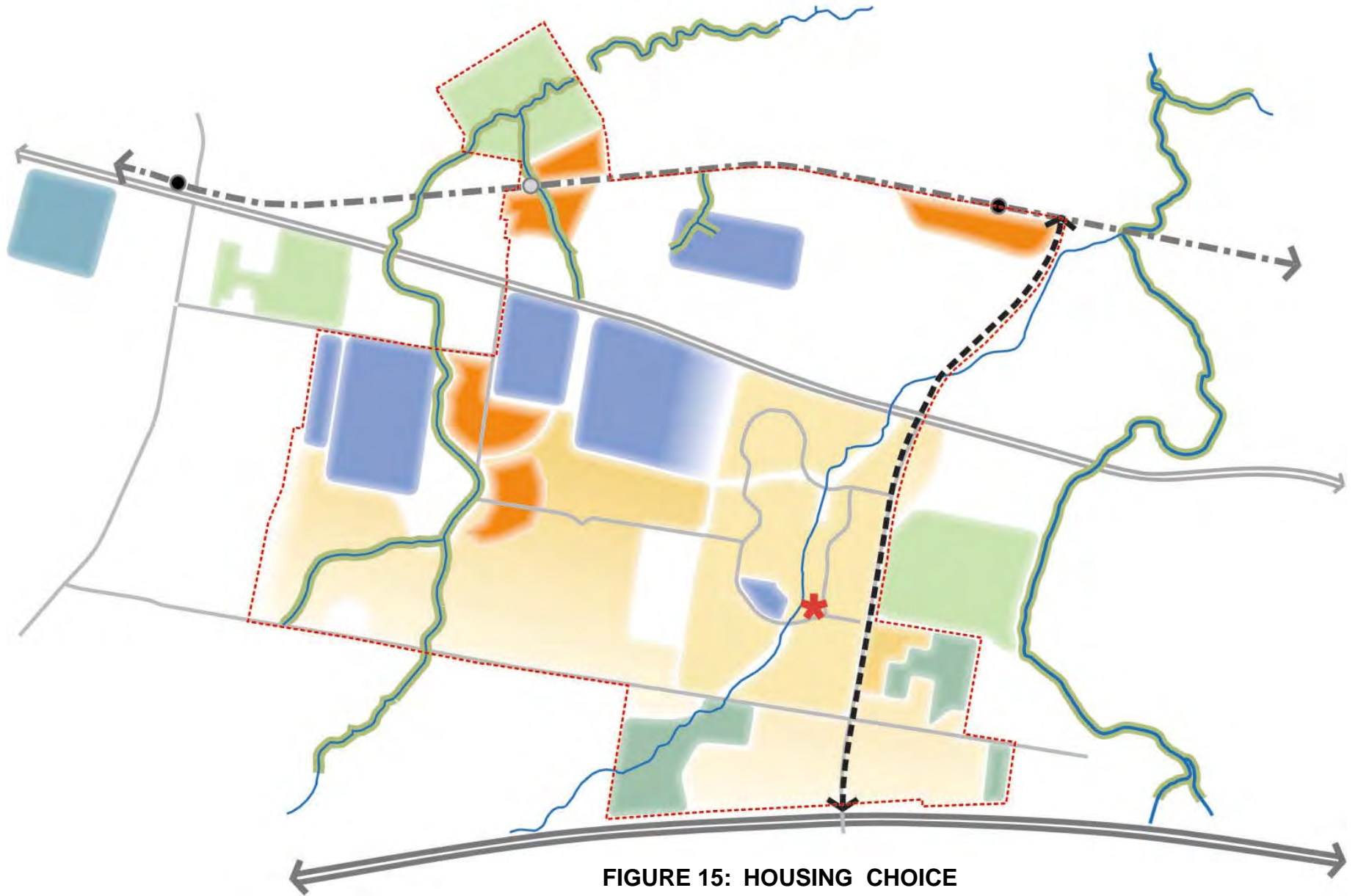


**FIGURE 14: URBAN VILLAGES**

## **5.9 HOUSING CHOICE**

Offering a variety of housing types is important to better respond to market preferences, meet lifecycle needs of residents maximise market appeal and encourage a diverse residential population base that in turns leads to a diverse precinct community. A range of housing densities should be proposed to establish a wide mix of housing typologies and housing choices that best reflect their strategic location. The lowest densities are proposed along Caddens Road, adjacent to Orchard Hills and Kingswood. This respects the character of these established neighbourhoods and ensures that new residential precincts are able to develop and maintain their own neighbourhood characters. The highest densities will occur nearest to the railway stations and the Precinct Centre, encouraging a higher population density to live within walking distance of the railway stations, bus routes, and services and facilities located in the future Precinct Centre.





**FIGURE 15: HOUSING CHOICE**

## **5.10 AN INTEGRATED ACCESSIBLE PRECINCT**

One of the principal objectives underpinning this Strategy is the opportunity to provide reliable, safe, and convenient movement within and surrounding the Precinct, with an emphasis on sustainable outcomes, by maximising patronage of public transport and pedestrian/cycle networks and minimising private vehicle use. The key transport elements, which will contribute to an integrated and accessible Precinct include:

- Caddens Road bypass
- UWS Railway Station
- Werrington Arterial Link
- Internal shuttle bus
- Pedestrian connectivity

### **5.10.1 CADDENS ROAD BYPASS**

New main roads are proposed linking the southern end of O'Connell Street with the areas to the southwest and the southeast. This will avoid a significant increase in traffic volumes on the existing alignment of Caddens Road, which is a dangerous road with a history of fatal road accidents, and provides direct access to the main destinations within the WELL Precinct from the M4 Motorway and the existing community to the southwest. These include the UWS campuses, the TAFE campus and the new Precinct Centre. The new roads are designed to respond to the topographical limitations, thereby creating a safer vehicular route than the present Caddens Road design.

### **5.10.2 UWS RAILWAY STATION**

A new railway station is proposed to be located at the northern-most point of French Street. The proposed station has importantly been planned for to meet the existing future transport needs of primarily UWS and TAFE, however will also meet the demands of the

future residential communities which are proposed to surround it. The UWS Station has current funding commitment from the State Government.

### **5.10.3 WERRINGTON ARTERIAL LINK**

The alignment of the proposed Werrington Arterial link forms the eastern boundary of the WELL Precinct, and is generally coincident with the existing alignment of Gipps Street. The Werrington Arterial links the M4 Motorway with the future ADI development to the north of the WELL Precinct. There is no State Government funding commitment to the first stage of the Arterial link from the Motorway to the Great Western Highway. The Werrington Arterial will be the principal means of vehicular access from the M4 and provides important 'gateways' to the Precinct at both Caddens Road and the Great Western Highway. It also will provide a connection to the east-west link road which will traverse the UWS Northern Campus and the Werrington Mixed Use Area adjacent French Street.

### **5.10.4 INTERNAL SHUTTLE BUS**

A high frequency shuttle bus service is proposed to ensure that public transport, particularly rail use, is maximised from the outset of development occurring in the Precinct. This will ensure that a 'culture' of public transport use is entrenched from the beginning amongst all the sub-precincts within the WELL Precinct. A mechanism for funding the short and medium term operation of such a service would need to be examined and accommodated.

### **5.10.5 PEDESTRIAN CONNECTIVITY**

The achievement of sustainable outcomes, which maximise use of train and bus services, relies upon the provision of a network of safe and convenient pedestrian and cycleway paths, within and throughout the Precinct. It is intended that these be located so as to accord with natural desire lines, and offering passive surveillance opportunities and which make use, where appropriate, of open space corridors.



**FIGURE 16: TRANSPORT & ACCESSIBILITY**

## SECTION 6: **PRECINCT CONCEPT PLAN**

## 6.1 INTRODUCTION

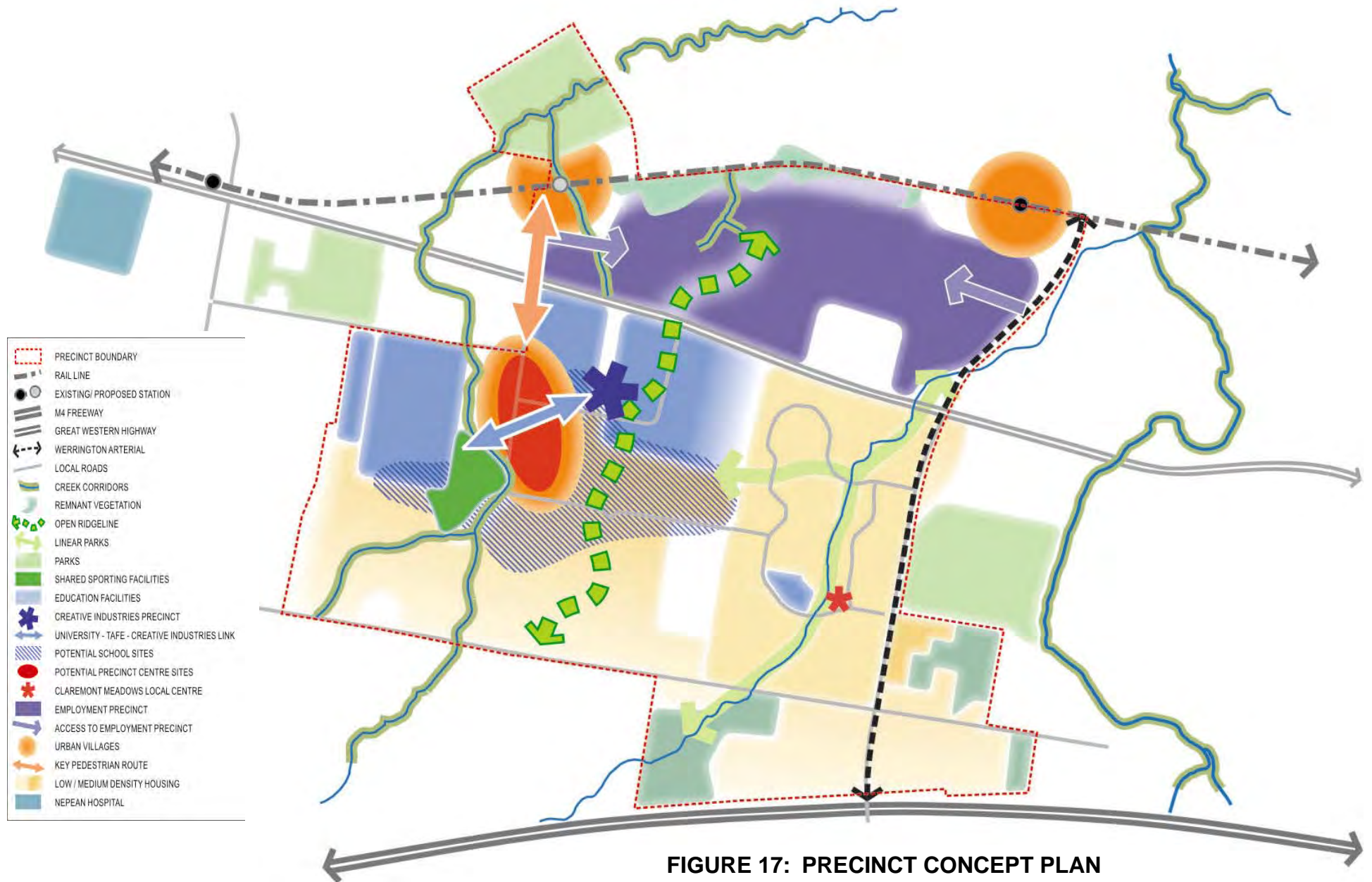
The amalgam of the design principles discussed in Section 5, are represented in the Precinct Concept Plan presented as Figure 17.

The spatial arrangement represented in the concept plan provides several key sub-precincts that warrant further detailed analysis and description. These key sub-precincts are:

- Precinct Centre
- UWS Northern Campus
- Centre for Creative Industries
- Urban Villages
- Caddens Release Area

Further detail as to how these key sub-precinct may 'look, feel and operate' is provided in the detailed vision and character statements which follow.





**FIGURE 17: PRECINCT CONCEPT PLAN**



## **6.2 PRECINCT CENTRE**

### **6.2.1 DESCRIPTION**

The Precinct Centre is located on O'Connell Street. It will be a compact centre, with continuous shopfronts facing O'Connell Street at ground floor level, similar to a traditional 'main street'. It will also be a diverse place that incorporates typical neighbourhood retail outlets (convenience shopping), community services, small office-based businesses and medium density housing.

However, the Centre's point of distinction will be its role as a 'front door' to the adjoining campuses of the UWS and TAFE, seeing these places are now lacking presence in the City. More particularly, the UWS and TAFE will be encouraged to build all non-teaching components (administration and social) of its campus in the Centre. Consequently, it will be a vibrant, 'buzzing' anchor for the WELL Precinct that will cater for (and be supported by) not only the existing and proposed residential community, but also the significant University and TAFE staff and student populations.

### **6.2.2 DESIGN ELEMENTS**

Key elements that could anchor the establishment of a strong, unified, educational and community Centre include:

- Retail space to provide convenience retailing for the surrounding residential communities
- Student housing associated with the University
- Commercial office space
- Restaurant space
- Entertainment space
- Community facilities, eg. Childcare centre and community hall

- UWS and/or TAFE student services (including bars, food outlets, bookshop, stationers, etc).
- Hotels and serviced apartments
- Conference Facilities
- Medical services
- Gymnasium
- Place of worship – possibly incorporated within the community hall

It is difficult to determine the extent of demand for the Precinct Centre. However, if it grows beyond the limits outlined above, it should be encouraged to grow northwards towards the proposed UWS Rail Station, with 2-3 storeys of office or residential accommodation above ground floor shops and offices. However, this should not be at the expense of the retail activity within the core area outlined above, which should be maintained to ensure its commercial viability and pedestrian friendliness.

Encouraging a high level of integration between retail and non-retail functions throughout the Precinct Centre will provide an animated, safe and compact environment. Different functions can be accommodated within the same building, with education and non education-based services and retail outlets encouraged to mix as much as possible. For example, the University facilities may operate above retail outlets on the ground floor.

The potential for community facilities to be shared with local school, university, commercial or other organisations should be maximised. They are best located at the southern end of the centre where they can be integrated with a possible future school, and where they are closest to the critical mass of a proposed residential population. A public meeting place could form a landmark building marking the southern entrance to the Centre.

Outdoor dining areas related to cafes and restaurants on O'Connell Street will further animate the public domain. The supermarket, too, will have an active frontage, either through clear glazing or a 'skin' of small shops at the street frontage.

Both UWS and TAFE are encouraged to establish main pedestrian entrances at the Precinct Centre. This will contribute a strong identity and provide good access for staff and students from each campus into the Centre. Providing direct pedestrian access routes into the TAFE from O'Connell Street north of the Centre is also important to ensure easy access from the future UWS railway station.

Opposite the main route to the Centre for Creative Enterprises, a pedestrian route will lead to the University's Kingswood campus. This will provide a direct route from the Kingswood and South Werrington campuses to each other and to the Centre. East of the creek, it will ideally be addressed by new, active-fronted University-related facilities and potentially integrated with key facilities behind.

The buildings on the northern side of the path will need to be distinctive in form and design to provide a landmark at the termination of the route from the Centre for Creative Industries. The Kingswood campus will be encouraged to grow towards the Centre, with new teaching space providing built frontage to the path. Together, this will shorten the length of path not bounded by buildings, increasing its safety. The lighting and landscaping along the path will also be upgraded to enhance its amenity and ensure its safety.

A public square could be created at the intersection of O'Connell Street and the path to the two University campuses, to act as the focal point for the Centre and community activity. This location will ensure it is 'fed' with a steady stream of activity. More active uses – particularly those that can 'spill out' into the public domain, such as cafes, restaurants and bars – will be encouraged to locate on the square, to ensure its vitality.

The path from the Centre to the Kingswood campus and University expansion in this area will need to address Werrington Creek appropriately. In particular, buildings should be set back appropriately and sufficient vegetation maintained to promote the survival of this important ecosystem. Landscaping of this corridor may also incorporate 'University Lawns' to provide a sunny, open and green space for enjoyment by students and the broader community.

The residential component of the Precinct Centre will be apartments, both above the shops on O'Connell Street and adjacent. These will potentially provide affordable housing for local students, nurses, or anyone interested in a live-work lifestyle. New apartment development will also occur at the fringes of the Centre.

The additional residents will help to support the Centre's businesses and services, and improve pedestrian safety by increasing natural surveillance. The apartment developments will also provide an appropriate transition between commercial uses within the Centre and the conventional housing beyond.

Ensuring the Centre offers the latest standards in technology will also expand its attractiveness to the market, and best showcase the WELL Precinct and its educational and employment base as a world-leading destination. For instance, wireless Internet nodes could be provided throughout the Centre.

The design of the streetscape will enhance the amenity and experience of pedestrians, while sensitively accommodating vehicular access. A central median could be provided along the length of O'Connell Street to slow traffic, provide an opportunity for substantial trees, both greening and contributing to a distinct identity for the centre and, most importantly, to enable pedestrians to cross safely where it is most convenient to them.

Appropriate landscaping and urban design approaches, including seating, broad footpaths and verandahs, will further enhance the pedestrian experience. New high-quality bus stops within the Town Centre will cater for existing and proposed bus services. Short-term kerbside parking will provide easy access to local shops and services, thereby encouraging convenience shopping in the Centre by local residents.

Servicing of the Centre's businesses will be facilitated by rear lanes behind the proposed shops, maximising the space available in the main street for pedestrians and parking. These lanes will also provide access to on-site parking for staff and residents.

## **6.3 UWS NORTHERN CAMPUS**

### **6.3.1. DESCRIPTION**

The existing UWS North Werrington Campus has the potential to be a significant new address for higher order employment in Western Sydney, taking advantage of the attractive attributes that the site offers to businesses and investors.

This area should accommodate a variety of employment uses and building typologies to maximise its appeal to the market, however it will exclude industry and service businesses more appropriately located elsewhere in Penrith. It could also contain, adjoining at its eastern and western edges, a measure of residential accommodation to support business and to ensure the public domain is active throughout the evenings and weekends.

This opportunity is also considered appropriate to extend to the private landholdings to the east of the campus adjacent to the proposed Werrington Arterial link, immediately south of the existing Werrington urban area.

The open, green character of the central ridge will be retained to protect the important cultural and environmental value of the ridgeline (see Design Concept 1) and the landscape setting of the observatory, Frogmore House, the cluster of buildings currently operated by the University and the landscaped avenue from the Great Western Highway (currently the University entrance to this campus). New, freestanding buildings will be well-spaced and present attractive facades on all sides to maintain the character and safety of the public domain. In essence they should be 'sculptures' in the landscape and be designed to a high level if located on the ridgeline.

### **6.3.2. DESIGN ELEMENTS**

The nature of the site suggests potential for a wide range of business accommodation to be developed to meet the varied needs of businesses of different types and at different stages in their life cycle. This could include older and newer building stock, multi-tenanted buildings and owner-occupied sites, various building lot sizes, high profile, highway-frontage lots and low profile, secluded lots. In particular, the existing older buildings will provide more affordable accommodation for start-up and embryo businesses, so their retention and reuse is encouraged to foster new, local enterprise.

A new road through the middle of the site from French Street to the Werrington Arterial will form a main address. The existing road access from the Great Western Highway and the vehicular and pedestrian connection across it to the UWS South Werrington Campus should remain as the other key routes. A further street will provide access directly to and from Werrington Station. The axis of this street is centred on *Frogmore House*, recognising its important historic role in the WELL Precinct and providing a legible and visually attractive landmark.

The Great Western Highway and Werrington Arterial frontage should be landscaped to contribute to the creation of a distinctive, 'boulevard' frontage to the sub-Precinct, with the potential for large landmark buildings that provide a gateway to the precinct being provided at the corner of the Great Western Highway and French Street.

New development will back onto the Remand Centre, minimising both its visual impact and its potentially adverse influence on the image of the sub-precinct. New development should address its street frontage in order to enhance the character and safety of the public domain.

Access through the site would be significantly enhanced with the introduction of a pedestrian overpass of the railway line, west of the Colonial Hotel on Victoria Avenue (opposite the existing reserve).

The vegetation adjacent to the railway line will be retained and enhanced. Development alongside pedestrian paths will provide passive surveillance, increasing safety for users. The pedestrian network will provide an attractive connection to both train stations, to the surrounding residential communities (including those north of the railway line) and to the pedestrian and cycle path proposed along the ridgeline to the south. It should continue east via a cycle and pedestrian underpass beneath the Werrington Arterial to South Creek, to further enhance the permeability and accessibility of the cycle and pedestrian network.

## **6.4 CENTRE FOR CREATIVE ENTERPRISES**

### **6.4.1 DESCRIPTION**

The existing University and TAFE Media, Fine Arts and Design programs will provide the focus for the establishment of a creative enterprises hub within the Precinct. This will involve the future development of studios, workshops and associated media, arts and design facilities in close proximity. New development along the ridge will continue in a similar manner to the recent freestanding buildings, for example, the design and performance centre at the southern end of the UWS campus. This respects the open space character of the ridge and will be a continuation of the landscaping solution discussed in Design Concept 1.

### **6.4.2 DESIGN ELEMENTS**

A new link would be provided south of the TAFE to provide a direct connection to the Centre for Creative Enterprises from the proposed Precinct Centre. Landowners should be encouraged to accommodate functions along this connection complementary to the establishment of an innovative centre for creative enterprises. That could include small studio spaces, workshops, and support businesses to the production and design of new media, fine arts, to facilitate a stronger relationship between arts and business, and



reinforce the link to the Precinct Centre 's facilities and services. It may also include business enterprises, which have a relationship to other activities in the precinct and may include technology development and other innovative product creation.

Residential accommodation is also proposed along this route, in the form of apartments incorporated into studio, workshop or small business developments. This will further increase the intensity of activity occurring along this route, contributing to the creation of safer streets, and also the establishment of a thriving and desirable urban living environment closely associated with a world-leading arts community.

Connections to the Northern Campus via the existing bridge over the Great Western Highway will be retained and reinforced.

## **6.5 URBAN VILLAGES**

### **6.5.1 DESCRIPTION**

Urban villages are proposed around the two train stations to stimulate new investment in high quality housing. The villages will each incorporate a mix of residential and employment uses in a relatively dense form, focused on the railway stations. This will predominantly consist of medium-high density housing along with a small number of convenience shops and cafes, and small workplaces. The streets will provide a permeable and safe environment for pedestrians, offering direct routes to the stations and bus stops. This will result in a vibrant public domain offering a cosmopolitan lifestyle with distinct qualities from that found elsewhere in the Precinct. It will also ensure support for walking and public transport as primary travel modes.

### **6.5.2 DESIGN ELEMENTS**

The urban village centred on the proposed station at the northern end of French Street incorporates the Werrington Signals Site, for which a draft local environmental plan has been prepared.

The Werrington Mixed Use Area plan proposes medium-high density residential development in the northern half of the site, while the southern half is set aside for employment use. It also indicates a small number of local convenience shops located opposite the station. Streets within the masterplan are all fronted by residential dwellings, promoting natural surveillance onto the streets. A linear park runs along the spur of Werrington Creek leading towards the south east of the site. This protects the existing vegetation and promotes conservation and enhancement of the natural creek systems. The creek and adjacent open space areas are also fronted by residential development. An east-west road connection is provided through the centre of the site, which can continue eastwards into the UWS Northern Campus, providing a direct, legible, safe and walkable connection between it and the proposed station.

The Department of Defence will retain a portion of the land on the eastern side of Werrington Creek to develop as a Multi User Depot (MUD) for training purposes.

The triangular piece of Council-owned land between the railway line and Shaw Park has been identified as being appropriate for medium-density housing, which will enhance the safety of the adjoining park through increased activity and natural surveillance. All new residential development will be required to address its street frontages to create a high quality residential environment and public domain through an increase in passive surveillance and pedestrian activity. The street design will be of a high quality, incorporating generous footpaths and street trees, further enhancing pedestrian amenity.

Increasing the housing density around the station will revitalise the quality of the residential environment and accommodate a larger population, which will increase the commercial viability of the railway service, the local shops and small businesses located at the stations, on French Street.

The existing neighbourhood around Werrington Station currently accommodates a mixture of housing densities and typologies. Encouraging an extension to the existing community and a mixture of uses, including employment, near the station will help to revitalise the character in this area and assist in creating a robust, healthy urban village.

All new development will be required to address the street frontages, to increase the quality of the public domain through increased levels of activity, passive surveillance and therefore public safety throughout the day and into the evenings.

It will also provide additional support for existing commercial outlets on Victoria Street, north of the railway station. A high quality pedestrian crossing will be provided to improve public safety, comfort and amenity when crossing the railway line.

Vehicular access into this area will be retained in a similar location to that currently provided and will afford good access from the proposed Werrington Arterial. Landscaped, sculptural walls will be installed along the Werrington Arterial to minimise the impact that increased traffic noise will have on the adjoining residential community. Acoustic building design treatments may also be required.

## **6.6 CADDENS ROAD RELEASE AREA**

### **6.6.1 DESCRIPTION**

This part of the WELL Precinct is designated primarily for residential development. It will offer a wide range of housing types, from large, single dwelling lots, to low-rise attached houses and apartments. The layout of the Caddens Road Release Area will take maximum advantage of the site's existing natural features to create a highly attractive living environment. In particular, public open space will be provided along the Werrington Creek Corridor, main ridgeline and at other key vantage points and local streets will be aligned to ensure their safety and easy access.

### **6.6.2 DESIGN ELEMENTS**

The new street network will include a 'bypass' of Caddens Road, providing a safer, more direct route to the main destinations within the WELL Precinct, and ensuring that traffic levels along the dangerous stretches of Caddens Road are kept to a minimum. Local street patterns will be designed to respond best to the natural topography, soil salinity and facilitate low impact drainage systems, such as bio-retention swales. Local streets should be designed to provide direct access to a main road and a park wherever possible.

The design of new local street alignments will also explore opportunities to provide pedestrian connections to existing street court heads in the adjacent communities to provide improved access and permeability into the WELL Precinct.

Residential development will occur in graded densities across the site, with the highest densities occurring in proximity to the Precinct Centre, and adjacent to the Kingswood campus of the University. This places the largest population of people within comfortable walking distance of the Precinct Centre facilities and services, and close to large green, open spaces. Residential development close to the University may also incorporate student accommodation typologies. The lowest densities, large residential lots, are proposed

opposite the Orchard Hills suburb along Caddens Road to respect the rural character of this neighbourhood. The remainder of residential development is expected to be more typical residential lots, with higher densities incorporating medium density and mixed-use forms of housing closer to the Precinct Centre and Creative Industries sub-precincts.

Public access to key vantage points along the ridge will be retained to ensure that the views are available for public enjoyment and amenity. A consistent landscape treatment is required along the ridgeline to protect important views from the site and to retain its valued open space character. New freestanding development in this location must incorporate attractive facades on all sides to maintain the character and safety of the public domain. Formal public pedestrian and cycle paths will be established along the length of the ridge. These will connect to the Business Park and the existing bike paths along the M4 (via Caddens Road). Appropriate widths and treatments of the ridge are yet to be determined, and will establish the best means to protect its aesthetic, scenic and cultural values. This will be subject to further detailed investigation to ensure its values are protected for the wider public benefit.

The Werrington Creek system will also be retained and enhanced throughout this area. This requires that significant setbacks are provided and that care is taken in future to allow this ecosystem to flourish. The incorporation of WSUD responses will further improve the quality of this system.



## SECTION 7: **IMPLEMENTATION STRATEGY**



## 7.1 INTRODUCTION

This section of the report outlines the strategies for pursuing the project objectives and identified key outcomes and actions.

It is recognised that individual project partners will make their own decisions independently and in accordance with their own responsibilities and statutory obligations, and in their own time. The strategy therefore does not represent a statutory or legally binding document. Rather, it represents a principal reference document that provides a context and framework for the Project Partners to continue to plan, liaise and consult to collaboratively deliver the identified outcomes for the WELL Precinct.

The WELL precinct Strategy seeks to bring together a range of partners, in order to combine a series of independent actions, occurring or potentially occurring under independent charters, at different times and paces. Some of these activities included UWS involved in the master planning of their campus, Landcom wishing to advance planning of the Caddens Road Release Area, and TAFE recognising the opportunities available by contributing to a precinct wide master planning process.

This plan represents a planning solution and a vehicle for delivering a structure, which provides an integrated planning model, which would deliver significant benefits both locally and regionally. If committed to, this model could achieve over time the desired outcomes in a way which allowed development of the sub-precincts to move ahead in their own time and pace.

This outcome is dependent upon:

- Arrangements which would guarantee the Precinct Centre does develop; and
- Pre-commitment from the Project Partners that they would maintain their responsibilities set out in this Strategy document.

If there is confidence that these conditions can be met, there is no need to provide status or authority to this document to drive the processes forward. Subsequently, there is no need for a single precinct-wide LEP to be recommended at this stage. Rather, a series of individual Local Environmental Plans (LEPs), based at the sub-precinct level are contemplated which could, in time, be coalesced into a single document if required.

Six (6) key strategic themes, based on the key sub-precincts are identified and discussed in the following section:

1. Precinct-wide Urban Structure
2. Precinct Town Centre
3. Caddens Release Area
4. South Werrington
5. UWS Northern Campus
6. Werrington Mixed Use Area

## **7.2 KEY OUTCOMES & ACTIONS**

### **7.2.1 PRECINCT WIDE URBAN STRUCTURE**

#### **OUTCOMES:**

- Development of the WELL Precinct evolves in manner consistent with the 10 design principles outlined in Section 5 of this report and in doing so, demonstrates a model for sustainable urban development that will become an internationally renowned destination of choice for enterprise, living and learning.
- A robust management framework, involving membership and participation of all Project Partners and key Government agencies, supports the Precinct. This framework will adopt a 'place' based approach to planning and development of the Precinct and will have an ongoing role beyond those phases in areas such as marketing and service provision.
- Timely and effective delivery of physical and human infrastructure to meet the demands of existing and proposed communities and to ensure protection of the local and broader environment.

#### **ACTIONS:**

- All Project Partners make a commitment to an ongoing and long-term role in implementing the WELL Precinct Strategy, including the development of an agreed ongoing management framework.
- The Precinct Centre concept is agreed by the Project Partners and a process defined for its advancement.
- UWS Campus planning be informed by the principles outlined in this Strategy.
- Landowners within the Precinct can advance more detailed plans for the identified sub-precincts for consideration by Council based on the key principles enunciated in this Strategy.
- All Project Partners commit to development of outcomes and the establishment of new communities, which respects their neighbours.
- Pursue fibre optic rollout options throughout the Precinct and ensure wireless Internet nodes are available at key locations.

- Future planning to include comprehensive and inclusive community consultation and participation in development of future land use and development outcomes.
- DIPNR to provide a coordination role in ensuring infrastructure delivery.
- Government commitment is sought, and received, on major transport infrastructure, including the UWS Railway Station and the Werrington Arterial Link.
- Environmental management funding and ongoing responsibility to be incorporated as part of a developer agreement.
- Adopt development standards for housing and other development types that ensure benchmark sustainability standards are met.
- Adopt development standards that promote diverse and adaptable housing forms.
- Facilitate new primary and secondary school locations as part of sub-Precinct Planning.
- Opportunities for increased integration between secondary and tertiary education streams to be examined by UWS and TAFE.
- UWS, in developing new sporting facilities, consider locations and opportunities which explore potential for shared use, management and maintenance.
- UWS consider in their Campus planning, opportunities for shared use of Campus facilities by local communities.
- Council, in collaboration with the Project Partners, co-ordinate Precinct wide detailed investigations, as a precursor to the sub-precinct studies and plan formulation, including:
  - A Transport Management and Accessibility Plan (TMAP) for the Precinct is developed and adopted;
  - Hydrology and catchment management (including an EMP for water cycle, biodiversity and soil salinity);
  - Precinct Centre form, scale, design, education campus interactions and viability; and
  - Greenways Network and Viewscape Study (treatment of central ridgeline, open space connections and viewscape conservation).

## **7.2.2      PRECINCT CENTRE + INTEGRATED CAMPUSES**

### **OUTCOMES:**

The Precinct Centre will provide the opportunity for people to seamlessly move through retail, community, service, educational and administration and social facilities, as a place within the urban fabric of the Precinct. The campuses will become highly permeable, with their facilities and services accessible to the entire community. In turn, an enhanced, living Centre and Campus experience for students, residents and business people alike will result through the integration of non-university land uses, activities and people.

### **ACTIONS:**

- A Precinct Centre concept and masterplan is agreed and a process defined for its advancement.
- Early delivery of community, social, and retail facilities to match the first wave of residential occupation in the Caddens Road Release Area.
- Undertake further study to understand the likely existing and future demand for enterprise and employment activities suited to the Precinct Centre and its best location.
- UWS to consider an expanded incubator business fostering program, with a focus on 'creative' industries.
- TAFE to consider developing a suite of educational products specifically tailored to needs of targeted businesses.
- Innovative and adaptable accommodation opportunities are examined for the occupancy of employment and enterprise activities.
- Advancement of UWS railway station.
- Commitment to a high frequency 'shuttle-bus' service within the Precinct.

### 7.2.3 CADDENS ROAD RELEASE AREA

#### OUTCOMES:

A mainly residential sub-precinct, which, enjoys high levels of accessibility and amenity within the Penrith LGA as evidenced by direct access to public transport services, local retail and community facilities, education and employment opportunities, and walkable neighbourhoods.

#### ACTIONS:

- Ensure Master Planning provides a highly permeable street network.
- Early delivery of community, social and retail services and facilities associated with the Precinct Centre.
- State Government commitment to advancing the Werrington Arterial link (between the Great Western Highway and the M4 Motorway).
- Environmental and urban capability investigations and studies to be undertaken including:
  - Catchment management, hydrology and water quality;
  - Physical Infrastructure;
  - Community Infrastructure and Social Services;
  - Housing character, forms and density;
  - Infrastructure funding;
  - Aboriginal and European heritage;
  - Flora and fauna;
  - Noise and air quality;
  - Transport, local road systems and accessibility;

- Geology, geomorphology, contamination and salinity;
- Recreation and open space planning;
- Relationship to adjoining lands and development, and development staging;
- Employment Development Strategy; and
- Bushfire Hazard Assessment.

#### **7.2.4 SOUTH WERRINGTON**

##### **OUTCOME:**

The development of a business, employment and residential environment, which demonstrates a high quality 'landmark' and 'gateway' presence to the WELL Precinct, and which ensures the efficient utilisation of existing and proposed adjacent transport infrastructure.

##### **ACTIONS:**

- State Government commitment to advancing the northern part of the Werrington Arterial link (between the Rail line and the Great Western Highway) and establish an alignment to allow planning for the eastern edge of the WELL Precinct to advance.
- 'Housing' and 'Employment /enterprise' proving exercises to establish the suitability, extent, and types of such forms of development in this sub-precinct.
- Environmental and land capability investigations and studies to be undertaken including:
  - Catchment management, hydrology and water quality;
  - Physical Infrastructure;
  - Community Infrastructure and Social Services;
  - Housing character, forms and density;
  - Infrastructure funding;
  - Aboriginal and European heritage;



- Flora and fauna;
  - Noise and air quality;
  - Transport, local road systems and accessibility;
  - Geology, geomorphology, contamination and salinity;
  - Recreation and open space planning;
  - Relationship to adjoining lands and development, and development staging;
  - Employment Development Strategy; and
  - Bushfire Hazard Assessment.
- Masterplan to provide for a 'landmark' presence on the corner of the Great Western Highway and the Werrington Arterial, being one of the principle gateways to the WELL Precinct.

### **7.2.5 UWS NORTHERN CAMPUS**

#### **OUTCOMES:**

The unique attributes of the WELL Precinct and Penrith City are exploited to attract a diverse array of new businesses and significant employment generation for the region.

#### **ACTIONS:**

- Proving investigations to examine the nature and form of enterprise and employment activities in this location (and other relevant locations in the WELL Precinct).
- UWS explore a range of land management and tenure options to allow appropriate enterprise and employment opportunities to develop.

## **7.2.6 WERRINGTON MIXED USE AREA**

### **OUTCOME:**

Development of a compact, lively and diverse mixed-use sub-precinct, which sets new standards for urban design, amenity and environmental management.

### **ACTIONS:**

- Council to assist in resolution of stormwater management issues between Rail Corp and Department of Defence.
- Gazettal of Local Environmental Plan and adoption of Masterplan.
- Rail Corp to advance development, construction and operation of UWS Railway Station.