

PENRITH

QUEEN
STREET

ST MARYS



Streetscape Improvement Plan Queen Street, St Marys

NOVEMBER 2013



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QUEEN STREET

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Streetscape Improvement Plan Queen Street, St Marys

Part A
Public Exhibition Report

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DOCUMENT CONTROL

This report has been prepared by Place Partners for Spackman Mossop Michaels and Penrith City Council.

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PENRITH CITY COUNCIL

NOVEMBER 2013

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1 INTRODUCTION

This report details the community and stakeholder feedback that was received for the Draft Streetscape Improvement Plan, Queen Street St Marys (SIP).

The four week formal exhibition period was between 30th August to the 30 September 2013. It considers all formal submissions received during this feedback period and, as appropriate, suggests amendments to the SIP document.

Penrith City Council (PCC) advertised the Draft SIP formal exhibition period through multiple channels and made the project material available in multiple ways. These included:

- › A display of the report and plans in both the Penrith and St Marys libraries, as well as at Fusion on the day of the Spring Festival on 7 September 2013.
- › Online viewing of the SIP document and feedback forms via the PCC website.
- › Advertisement in The Western Weekender on the Council page on the 30 August and 6 September 2013.
- › The Mayors Radio ad on Vintage FM, which aired on the 9 September 2013 and was repeated daily for the week.
- › Various articles in other local newspapers including the Daily Telegraph.

PCC received 21 formal submissions from the public regarding the exhibition of the SIP.

- › Three feedback forms were submitted after the community workshop.
- › Ten feedback forms were handwritten and sent to PCC.
- › Four feedback forms were submitted online.
- › Four people submitted a direct email with feedback to PCC.

Appendix A contains copies of the original feedback forms received. Due to privacy restrictions this Appendix A is not available for public viewing.

In addition two submissions were made after the exhibition period, which are also included in Appendix A. However, these comments have not been formally included in the report summary.



Community workshop #1.



Saturday street stand.



Concept plan preference selection activity used by the community.

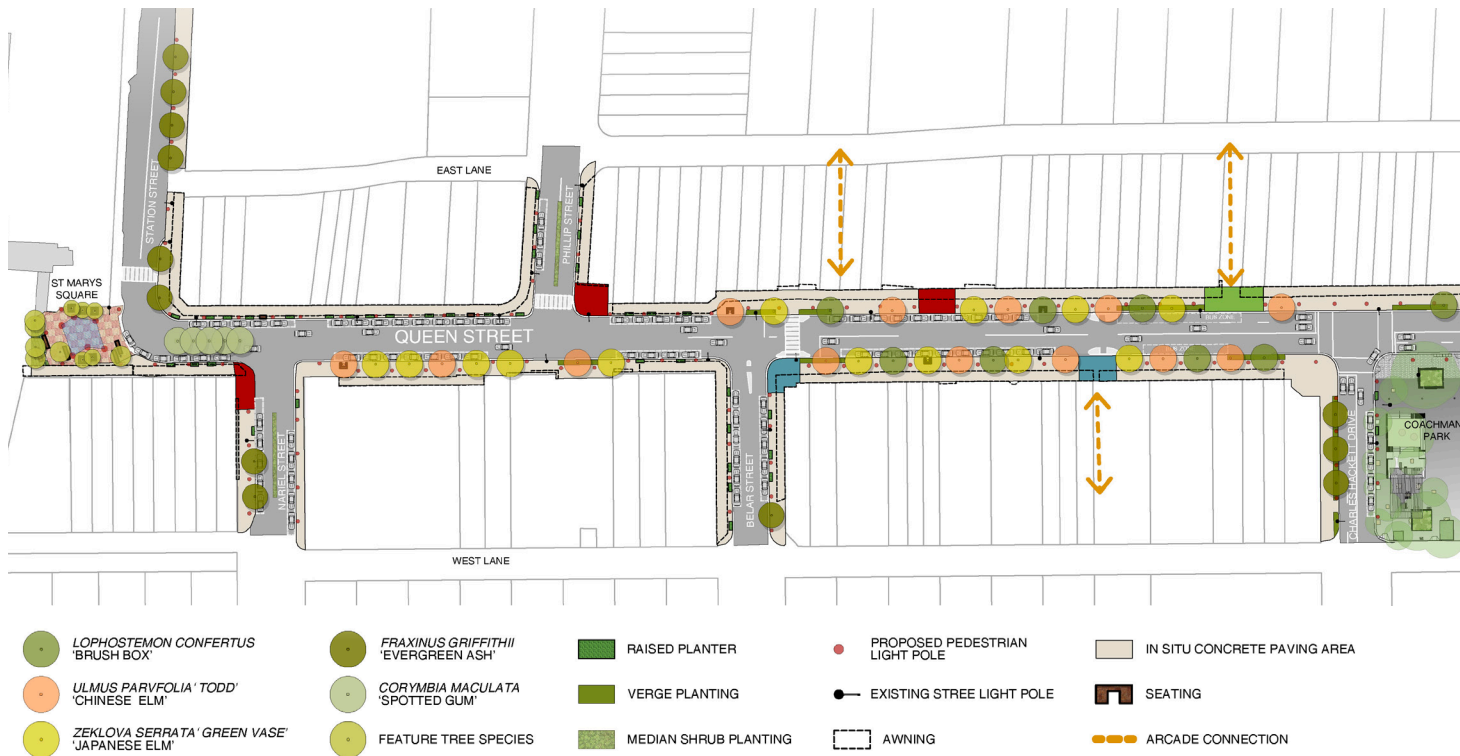
2 GENERAL SUMMARY

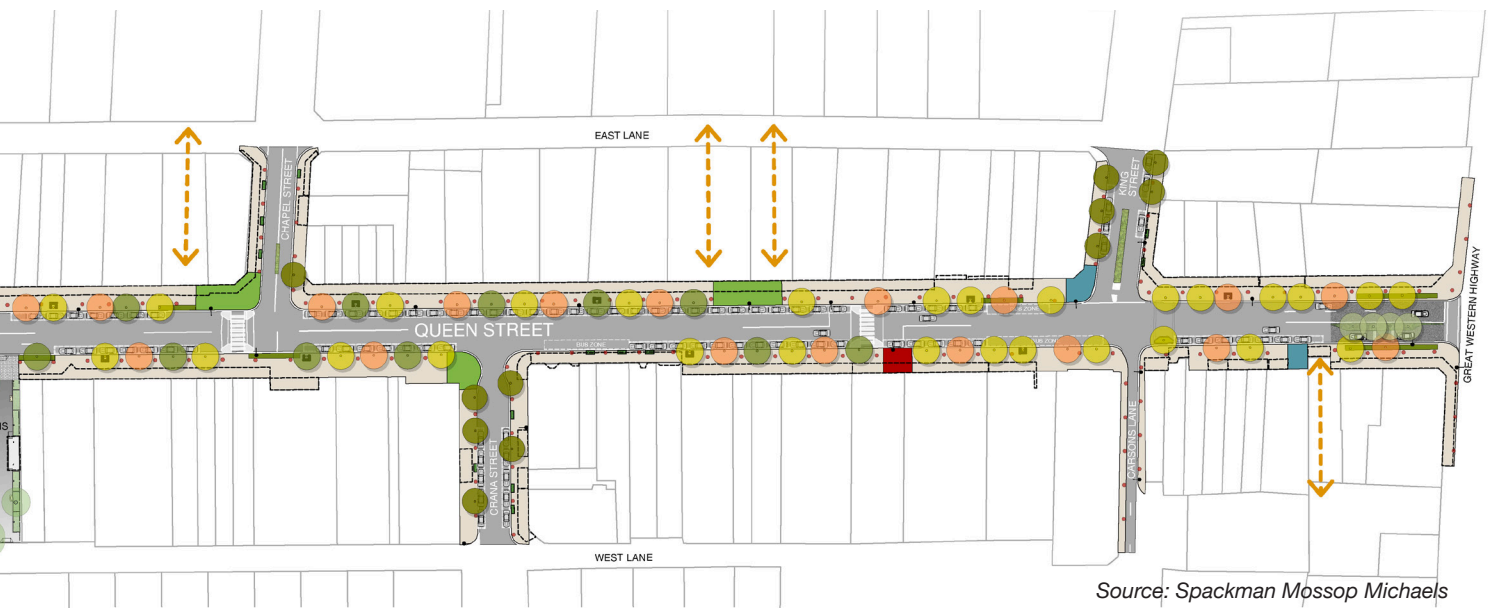
The 21 formal submissions were a mix of multiple page, detailed letters and one or two dot points comments. Overall, the Draft SIP Queen Street, St Marys received comments from nine people that were supportive of the project as a whole.

St Mary's Square was the most commented on element, with eight people voicing their opinion. A large portion of these comments were concerning the impacts on accessibility to the station with the relocation of the informal pick up/drop off area at the northern end of Queen Street.

Other concerns were about the square providing a place for methadone clinic clients and subsequently wont be used by other people. Three people were supportive of the concept without any additional concerns.

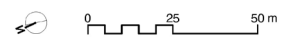
Street trees were the next most commented element of the SIP, with four people raising concerns about the types of species that have been chosen.





Source: Spackman Mossop Michaels

- HISTORY & ART ACTIVATION AREA
- FEATURE PAVING AREA
- GREENSCAPE ACTIVATION AREA
- CATENARY LIGHTING FEATURE
- LIGHTING & ART ACTIVATION AREA



3 PUBLIC COMMENT

The following themes are a synthesis of all of the feedback during the Draft Streetscape Improvement Plan, Queen Street St Marys formal exhibition period. They represent the 'hot topics' which are the things that were talked about the most - both in positive and negative terms.

The comments listed under each of the themes are, in essence, as the community members have written them. As such, these comments have not been edited for grammatical mistakes or political sensitivity. Comments not relevant to the project have not been included in this report, however the full transcripts of the submissions are available in Appendix A.

Place Partners has worked with Spackman Mossop Michaels to provide a response for each of the comments where appropriate, as well as recommendations for changes to the Draft SIP Queen Street, St Marys if needed.

Note: Numbers in brackets after comments provide a reference number for the table in Appendix A.

3.1 GENERAL COMMENTS

COMMUNITY & STAKEHOLDER FEEDBACK:

SUPPORTIVE

- › I have attended all the meetings for the Queen Street, St Marys Streetscape Improvement plan. It has been a wonderful opportunity to be heard in the improvements to be made in Queen Street. The sooner these plans are approved and begun would be a positive for our slowly dying community. It will boost the economy in the local area with more people returning to St Marys and building up the sales of the local businesses. (#1)
- › Great work. Best news for St Marys in 40 years. With all the multiple housing taking over, we have the choice to return to glory or die. Where will all these people spend their money. Do it soon and don't lose the opportunity. (#2)
- › I am very impressed about the changes that are going to be made and look forward to more positivity in the area. Thank you for your input. Very much appreciated. (#3)
- › I just want to say that the consultants did fine job and presented a plan to the specifications of the job they were charged with. (#8)
- › I think the draft improvement plan is really going to improve the image that most people hold of the suburb of St Mary's. I am currently in the process of opening a brand new gourmet café on Queen Street and I am extremely happy with this plan. I believe it will make a significant impact in the volume of economic activity in the street and in my case the quality of customers that will be visiting my cafe. (#11)
- › It's good that finally some money is being spent in St Marys. We see the improvements in more favoured suburbs and feel resentful when we are forgotten. (#12)
- › The new streetscape improvement looks attractive and is much needed. (#14)
- › I have been a local for 20 years to this area and I like the overall design, but I think a few more things need to be considered. (#16)
- › The proposed plan provides a consistent approach to the entire street. (#17)



Source: Spackman Mossop Michaels

Potential design option for St Mary Square

3.2 ST MARY'S SQUARE

COMMUNITY & STAKEHOLDER FEEDBACK:

SUPPORTIVE

- › Big improvement to the station area. (#2)
- › This should take priority - it is the ugliest park of St Mary's. (#14)
- › I generally like the concept of it. I think it should be extended to include the whole area up to the roadway (to the bus terminal) not just the entrance of the Railway Station stairs. (#18)
- › During peak drop off/pick up times (people park their cars in the pick-up area). This creates many safety issues because there are many cars in a small confined space picking up their loved ones, it looks very unsafe. I believe an creation of a proper roundabout or (the rationalised pick up and drop off zone as suggested in the draft report is a good thing). (#22)

CONCERNS

- › Maybe the undesirables may have to shore the area and learn to mix in a social manner. But hopefully the clinic and adult shop will not take over. It was once a good place left to rot. It time to return to this area. I feel it will bring better businesses to the area, therefore more people better economy. (#2)
- › I do understand the benefits of a public area near the station however the over riding priority if access for the station and that public transport passengers can be picked up and set down and effectively close to the station. (#7)
- › Concerns that the proposed new drop off area will not be suitable due to required No Stopping distances around the adjacent crossing, turning of buses and vehicles, number of spaces available, proximity to the station and safety. Current proposal requires additional investigations and consultation before the changes to pickup and set down on the southern side of the station and safety. (#7)

- › Now let us look at the north end of Queen Street with the rearrangement of the set down pick up area at the railway. All very dinky but; no right minded person hangs around the methadone clinic, now isn't clinic a silly word to call it. 'Clinic' conjures up the picture of an establishment in pristine white and efficiency so I will say methadone shop. If PCC go ahead with this plan I foresee nothing but broken trees and any hard surface covered in 'Wall Scrawl' the council will not look after it. (#8)
- › Also people want to feel safe, especially around the station (#12)
- › The whole path up to the bus interchange is underutilised now - no need to create more space. (#12)
- › The only people who sit in this area are waiting to a) be picked up or b) waiting for the methadone clinic to open. I would in no way let my children wait in this zone (#12)
- › Being able to be dropped off at the Train Station just near the stairs or lift is very good if you are disabled or less mobile. With this plan there is nothing close enough to make it a disabled friendly station. (#13)
- › I also think it is important that the pickup/drop off is retained for practical purposes. I realize that removing it provides a more aesthetic look, but is it more practical to those who use it? I imagine they will continue to drop off and pick up passengers there, but do so in ""no standing"" zones, which will create traffic congestion and possible safety concerns. (#16)
- › The Draft is somewhat vague on the finer details of the Square's presentation. What will the integrated seating be made of? and look like? Colour? which historical or cultural elements will be used to celebrate St Marys? Whatever choices get made here, they will have a lasting impact on how that space feels and looks. I think it is ambitious to say in the Draft that the Square will "provide a moment in which the people of St Marys can take back home with them." That is quite a grand statement to make about the Square - I doubt it will be ever be the case for most people, to feel that emotionally connected to the Square (except for maybe a visitor/ tourist to some small degree). (#18)
- › Creation of a designated parking spot for 15 minutes for people to wait to pick up their loved ones. (#22)

3.3 PEDESTRIAN LIGHTING

CONSULTANT TEAM RESPONSE:

- › **General comment about the drop off/pick up zones:** The existing formal pick up/drop off zone on Station street is not being altered or removed. Disabled access to the station will remain the same as it is now. The turn around bay at the end of Queen Street (where St Mary's Plaza is proposed) is not an official round about or drop off zone. The SIP proposes that this bay be closed and in essence 'replaced' with an official drop off zone along the left side of Queen Street leading up to this area in an effort to rationalise traffic congestion and create a safer more effective place to pick up people from the station.
- › **General comment about the Methadone Clinic:** Council has had multiple discussions with the Methadone Clinic, and it cannot be moved at this stage. The Clinic has very strict protocols for the behaviour of it's clients that prevents them from 'loitering' (among other things). In addition to these rules, the operating hours are designed to avoid any contact with school children.
- › **Re comments #12:** The existing pathway up to the station is currently owned by Rail Corp and out of the project scope (not possible to control what happens in that space). St Mary's Square aims to create a pedestrian friendly and activated space next to the station to not only attract more people to the area and invite them to stay, but to also improve safety by doing so.
- › **Re comments #18:** Noted. These decisions will be made in the detailed design phase of the project. For example, the artist may decide what part of the St Mary's historical narrative they want to celebrate through their artwork.
- › **Re comment #22:** Wait times at the new pick up/drop off area will be addressed by Council when the design is finalised.

RECOMMENDATIONS:

- › Add an additional note to page 17 of the SIP Queen Street, St Marys report about additional study required during the detailed design phase of this project.

COMMUNITY & STAKEHOLDER FEEDBACK:

Supportive

- › The proposed plan addresses the concerns of poor pedestrian lighting. It would appear that the proposed heights of these light poles are sufficient to reduce the likelihood of vandalism. (#17)

CONCERNS

- › It is a bad idea to use the same pedestrian lights as the ones used in Coachman's Park (for the pedestrian lighting along Queen Street). (#18)
- › There are a very large number of pedestrian light posts that will be installed along Queen Street, these pedestrian lights and their design should add another layer of interest to the street not take away from the street. Coachman's Park pedestrian lights are very ordinary and nondescript to look at. These light posts in Coachman's Park are light grey and very boring in design. From the Draft and it's reasoning presented, I don't think it is a good enough reason to link those lights from Coachman's Park to allow for continuity for the rest of Queen St. Coachman's Park must stand out alone because it wasn't part of this consultation process for Queen Street at all and must stand alone. (#18)
- › If people are going to be seeing these permanent pedestrian lights on the street, something attractive and in a colour that adds aesthetic value to the street needs to be used instead. Use a classic colour like black, if everything is going to be ultra conservative and uncoordinated.....black will add a degree of sophistication. (#18)
- › The car park off Carson's Lane between the Band Club, Department of Family and Community Services and Fusion needs appropriate lighting to dissuade loiterers and vandals. (#10)
- › The rear of our office (Department of Family and Community Services) has been the target of graffiti vandalism and perhaps worse, our rear entry door is repeatedly used as a urinal by intoxicated persons during the night.(#10)

- › There is a need for more under awning lighting to soften Queen Street further at night. Those pedestrian lights still won't be able to reach and light up the upper corner sections of the awning (where it meets the top of the shop front). (#18)

CONSULTANT TEAM RESPONSE:

- › **General comments about light pole choice:** The will have different illuminative and light spill qualities from those at Coachmans Park despite being the same pole structure. In addition, there is an option for them to be a different colour. Lighting consultants were hired for the SIP and they have confirmed that these lights will be able to reach under the awnings of shops. Light fittings by shop owners to their awnings is also possible and encouraged.
- › **General comments about Department of Family and Community Service's issues:** Agree that there should be more lighting in that location, however the site is not within the scope of this project.

RECOMMENDATIONS:

- › Add an additional note to page 18 of the SIP Queen Street, St Marys report about the colour of the light poles is to be determined in the detailed design phase of this project.

3.4 STREET TREES & VEGETATION

3.4.1 STREET TREES

COMMUNITY & STAKEHOLDER FEEDBACK:

SUPPORTIVE

- › The trees are the best part of the street. On our very hot days you can "tree hop" because the shops use the awnings. How long will it be till the new trees have the same shade foot print? (#13)
- › I think it's a good idea to replace all of the Plane trees with suitable smaller trees. (#18)
- › The gateway features area a good idea. I would extend that idea and incorporate it in to at least one more location, at the junction of Queen Street and Charles Hackett Drive - so there are three individual gate way features added here, two on Queen St and one on Charles Hackett drive. (#18)
- › I love the addition of the grass plants by the road side. (#16)

CONCERNS

- › Will the trees be mature plants or will they take years to be big enough to provide shade? (#13)
- › *Gleditsia triacanthos* as street trees: surely after the problems with this variety of trees that were planted in Herby Street and along Mulgoa Rd, they wouldn't consider it again as a street tree - pretty as they are, as sometime with age and suckering they develop thorns. (#14)
- › Queen Street is a nightmare for hay fever sufferers in strong winds and spring, and although I noticed a lot of the trees are being replaced, maybe consider ones that don't drop leaves, or flower excessively. (#16)
- › The proposed plan identifies species of trees that are proposed along Queen St which attempts to control solar access to the pedestrian areas during the warmer months by providing shade and during the cooler months increasing solar radiation via the reliance on deciduous or semi-deciduous trees. The proposed species, as some of those currently along Queen St, are problematic as they roof block gutters and down pipes. These species should be considered if current drainage infrastructure on buildings is sufficiently designed to negate this. I don't believe that this is the case for the majority of buildings along Queen St. If these buildings were on average higher this may not be an issue either. (#17)

- › I don't like the idea at all of mixing up the tree types along Queen Street. Visually it will create a mottled effect on the streetscape. If Council won't use one type of tree along the street, seriously consider using blocks of one tree type on a street block to bring dramatic interest and effect as well as visual contrast to the street with foliage e.g. from the Great Western Highway to King St use one type of tree, on the opposite side of the street there use a 2nd type of tree. From King Street to Chapel Street use a 3rd type of tree and on the opposite side of the street use a 4th type of tree and repeat that sequence all the way up towards the train station. (#18)
- › Where the activation areas are, have at least two of the same feature trees either side of these areas. Having one tree will be lost visually; it needs to have the impact that is intended. It is not clear from the Draft whether they will all be planted the same or have diversity of plantings? (#18)
- › The plants chosen need to have some decorative quality about them for people to enjoy and appreciate looking at. (#18)
- › Given Queen Street has been divided into 3 distinct areas consider using selected plants that only pertain to that zone i.e. zone 1 - train station end, plants are not repeated in zone 2 or zone 3 (near Great Western Highway). That way you will have visual markers through the plants to define each zone. (#18)

CONSULTANT TEAM RESPONSE:

- › **General comments about the maintenance of certain tree species:** It is noted that all trees need a level of maintenance, however if they are planted correctly it will reduce future maintenance issues. Different cultivators of tree species can be selected that are non fruit producing and thornless species.
- › **General comments about the 'mix' of tree types:** Comments noted. The mix of tree species provides for a healthy tree environment, rather than a monoculture.
- › **Re comment #13:** The trees will be big enough to provide shade, however they will not be mature. Trees of about 4m in height have been recommended and will fill out the canopy cover as they grow.
- › **General comments about zones:** The SIP presents 1 design concept that has 3 character zones and design strategies to achieve the main objectives of each zone. The streetscape design project has always considered the whole of Queen Street and the SIP reflects this logic.

- › **Re comment #14:** *Gleditsia triacanthos* are not being used as a traditional street tree, they are used at selected points along Queen Street as feature trees.

RECOMMENDATIONS:

- › Add an additional note to page 19 of the SIP Queens Street, St Marys report about the option to select non fruiting, thornless and low maintenance tree species is to be determined in the detailed design phase of this project.

3.4.2 PLANTED ROAD MEDIAN

COMMUNITY & STAKEHOLDER FEEDBACK:

CONCERNS

- › The plan allows for median strip planting of tall trees at both ends of Queen Street. Accidents waiting to happen. When the council put what I will call urban buffers at the Great Western Highway end of Queen I was talking to one of the crew inspecting the work and he told me that was so that drivers can recognize they are entering an urban area, I did fall apart laughing. I have been watching the cars coming through the lights and no one slows down it is still a race of who can get to where they need to go the quickest and having space taken up with trees will not be in the drivers favour. If for some strange reason drivers are careful and wait to enter Queen Street how much traffic will bank up at the lights; what a waste of money. (#8)

CONSULTANT TEAM RESPONSE:

- › **Re comment #8:** Noted but respectfully disagree based on successful case studies elsewhere in the city where median planting has had a positive impact on the traffic environment.

RECOMMENDATIONS:

- › Add an additional note to page 20 of the SIP report about precedent locations in Sydney where median planting has been proved to be successful in slowing traffic.

3.4.3 VERGE AND PLANTERS

COMMUNITY & STAKEHOLDER FEEDBACK:

SUPPORTIVE

- › I think they are a great idea, they will soften the footpath, bring visual appeal and life into those areas. (#18)

CONCERNS

- › To proposed plan uses areas of the current footpath area for ground vegetation cover, or verges, which needs to consider low maintenance plants and not only as suggested to be drought tolerable, provide vibrancy in colour and appearance, and importantly consider the life cycle of maintenance to enable Council to respond to a manageable cycle within a realistic serviceable period considering its other obligations. Other considerations in the finalisation of these areas this potential loss of footpath area in providing extended space for uses such as café's, restaurants and the like. It is possible that outer areas, adjacent to the kerb, can be utilised with planter verges, street furniture, as well create an area that provides for uses expressed previously. (#17)
- › They need to be used as another layer of visual interest to the street with real consideration given to the colour choice for the overall contribution they will make to the streetscape. The pictorial examples in the Draft were nondescript - boring. I would still like to see creative elements on the planter boxes as suggested in my last letter. (#18)
- › Use smaller version planter boxes from Queen Street for East and West lanes. (#18)
- › Also consider using some plants that flower - maybe annually to bring another layer of visual interest to Queen Street throughout the year. (#18)
- › I'd like to see versions of these verge plantings incorporated into the two main public walkways near the Great Western Highway and St George Bank. (#18)
- › More consideration needs to be put into adding elements of interest to both East and West lanes in the form of plants - shrubs, low growing trees and/or the addition of decorative small planter boxes etc. Those laneways need beautifying. It is really important that this needs to be done so that it is linked to whatever is done on Queen St in some way so there is a connection and cohesion. (#18)

CONSULTANT TEAM RESPONSE:

- › **General comments about colourful plants:**
Comments about colour and diversity noted. The SIP is indicative for the ground planting palette. Species and the size/type of planter boxes will be determined in the detailed design phase of this project.
- › **General comments about verge planting:** verge planting included as appropriate and where it does not conflict with street parking.
- › **Re comment #18, laneways:** Laneways are out of scope however the planting palette can be applied to other areas in St Mary's in the future.

RECOMMENDATIONS:

- › Add an additional note to page 20 of the SIP Queen Street, St Marys report about the plant species selection is to be determined in the detailed design phase of this project.

3.5 FOOTPATH PAVING

COMMUNITY & STAKEHOLDER FEEDBACK:

SUPPORTIVE

- › The proposal paving options, whilst welcome in providing a softer and warmer pedestrian thoroughfare, they do require increased maintenance. Areas will vary in that dependency however consideration by Council to a regular inspection program will negate the likelihood of mishaps as well as maintain the state of the access ways. (#17)

CONCERNS

- › I don't think using a concrete base is a good idea at all for the footpaths with a decorative concrete top. I think full decorative paving would be a better solution... Geographically this areas soil structure is clay - a highly reactive soil type....If this Draft gets passed as is and movement in the soil occurs (in some cases this can take very little time to show up on the surface in the form of cracks) would mean future repairs. Avoidable in this case, even with expansion joints you cannot rule out cracks developing in the middle of a slab of concrete and future repairs being done that will have to be paid for by the Community. Even with drainage installed below the footpaths, it will not be possible to control all the natural elements that will impact on a rigid structure like concrete. If Council is genuine about making this project sustainable, seriously think about the consequences of putting concrete down in the way it is described within the Draft. Otherwise Council will be deliberately misusing Community financial resources. The natural environment cannot be ignored given the amount of money (millions) that will be spent on this project. (#18)
- › It would seem that using these permeable grey (not sure if they come in other colours) water absorbing pavers will most probably be a certainty within the footpath design. If this is the colour limitation, this will impact greatly on how the footpaths look overall. The addition of polished concrete and the final design and colour combinations as per the Draft will further complicate the end result in terms of how it looks if it is not chosen with some careful design merit and with aesthetics in mind.

- › Who gets to decide/ co-ordinate the final colour/ design for the finished concrete surface if it is used? I don't like the elements shown in the Draft with the light and dark concrete finishes and the rectangular patterning. I'm well aware; part of the reasoning for this was due to any future repairs that may be needed to essential utilities beneath the footpath. This is an important question because the footpath pattern will be replicated along the majority of Queen Street. That design pattern will ultimately create a final look that will be a visual mish mash if it is adopted, there will be too much visually going on with that design. (#18)
- › The polished surface of the concrete is also an issue for pedestrian safety especially when it rains. Will people slip and injure themselves when it rains as they walk along the polished concrete footpath? If so this will open Council up to litigation? (#18)
- › Once again who gets to make the final design decisions, colour choice of pavers for these activation areas? These questions all add up in terms of overall design aesthetics for the street and how it looks in the end. Is there some sort of linking feature that will be used in the paving throughout the some 12 activation areas within the 3 precincts or do they all stand alone? (#18)

CONSULTANT TEAM RESPONSE:

- › **General comments about street cohesiveness:** Council will decide the final colour selection of the concrete surface and paving, ensuring that the street feels cohesive in the next phase of this project.
- › **Re comment #18 - paving solutions:** Noted. There are multiple ways to pour the concrete slab and designs on it's surface. The best solution will be determined in the detailed design phase of this project.
- › **Re comment #18 - polished surface:** Council is required to meet public safety standards and will ensure that the surface finish of the footpath is non slip.

RECOMMENDATIONS:

- › Add an additional note to page 21 of the SIP Queen Street, St Marys report about the engineering methods to be determined in the detailed design phase of this project.

3.6 ACTIVATION

COMMUNITY & STAKEHOLDER FEEDBACK:

SUPPORTIVE

- › I think projecting the images of people from community groups/ activities on a blank wall is an acceptable idea. People may tire of seeing the same thing over the long term. What other ways can this be used to maintain Community interest? That has to be considered. (#18)
- › Perhaps interactive street art that is designed for children to experiment with? Look at what the water play park in darling harbour did for that area, which was always a bit of a dead spot since sega world collapsed. (#16)

CONCERNS

- › Projected images? Couldn't we spend the money on better bin services?(#12)
- › I think those interactive lights in the activation areas are a tacky idea. People will more than likely get bored with the concept of them quickly and lose interest in them as a feature on the street. Consider the use of custom made lights with a strong decorative feature to them in these areas. This is a more sustainable idea rather than something novel that will date quickly. (#18)
- › It is not clear from the Draft how an outdoor seating area for diners of cafes/ restaurants will be catered for and allocated space on the footpath. Will it be open, sectioned off in some way? It is not clear at all. Whatever is chosen will impact on the look of Queen Street. (#18)
- › If you can engage mothers to the area, businesses will improve. The best way to do this is for a playground, or other interest point for them to gather. Cafe's are good, but not a lot of cafe's and restaurants cater for small children, which forces people to rely on places like food courts, and fast food outlets. (#16)

CONSULTANT TEAM RESPONSE:

- › **General comments about lighting:** Custom made lights could be included in the detailed design phase of the project. The SIP report does not limit lighting in St Mary's Square to the catenary structure or preclude other options.
- › **General comments about outdoor seating:** Shop owners with outdoor seating have to comply with current Council policy. A policy for outdoor dining arrangements was not within the scope of this project, however we support the idea to develop a future strategy.
- › **General comments about parent friendly spaces:** The activation areas on the concept design have been identified as social activity generators. These areas will be designed to provide comfort and encourage community engagement with the street and the local businesses. The activation of some of these areas could be specific programmed to could provide a child and parent friendly spaces, near cafes and shops for convenience.

RECOMMENDATIONS:

- › A revision to the text on page 22 of the SIP Queen Street, St Marys report provides additional clarification regarding whom the activation areas should be designed for during the detailed design phase of the project.

3.7 STREET FURNITURE

COMMUNITY & STAKEHOLDER FEEDBACK:

CONCERNS

- › Draft is vague about what type of furniture will be used. How does that decision get made? Once again issues like design, aesthetics and colour are raised because collectively they will contribute to the overall look of the street. (#18)
- › I'm concerned that from the workshop the gentleman who was doing the main presentation put an emphasis on the word "cheap" when talking about the street furniture. You get what you pay for, if it really is cheap and nasty it will only degrade the look of Queen Street and the overall contribution it makes. Council has already trodden that path before more than once; it would be sheer stupidity and irresponsible to make the same mistake. Refer to my detailed letter from earlier in the year - about public seating, something decorative is needed so it can add another layer of interest to the street not detract from it.
- › There was no mention of the use of cigarette ash trays/ sand bins; will they be used on Queen St at all? (#18)
- › Any seating here would be better served if it was incorporated into whatever features may be located within that area i.e. seats that are part of any permanent structures like vertical or raised planter boxes/ stands. That way they become part of this separate space which is supposed to reflect something different to the main body of Queen Street. (#18)

CONSULTANT TEAM RESPONSE:

- › **General comments about furniture choices:** the furniture suite will be determined in the detailed design phase of this project. We agree that good quality products should be chosen and that feature seating and integrated seating options could form part of that final furniture suite. It is possible to incorporate ash trays into existing bins (at the discretion of Council).

RECOMMENDATIONS:

- › Add an additional note to page 23 of the SIP Queen Street, St Marys report highlighting that the furniture palette will be determined in the detailed design phase of this project.

3.8 PUBLIC ART

COMMUNITY & STAKEHOLDER FEEDBACK:

CONCERNS

- › Very limited explanation on what constitutes "art" other than conservative from the workshop/ Draft, what does this mean? Art means different things to different people - how and who is going to define what conservative art means? and how that is interpreted in the public spaces of Queen Street - this is all very vague in the Draft. I would like to see some of the ideas from my detailed letter used on Queen Street like colourful murals. (#18)

CONSULTANT TEAM RESPONSE:

- › **General comments about art:** An artist (s) will be engaged in the detailed design phase of the project to develop ideas that are appropriate for the space. Activation zones could include interactive art pieces that are 'playable' for children.

RECOMMENDATIONS:

- › Add an additional note on page 24 of the SIP Queen Street, St Marys report referring to the Place Making Strategy, Part D: Public Art Strategy for more detail on the type of art envisioned for St Marys.

3.9 MISCELLANEOUS

3.9.1 PROJECT SCOPE

COMMUNITY & STAKEHOLDER FEEDBACK:

- › Could you please extend this plan up to the Coles shopping centre. This is a very high pedestrian traffic area due to supermarket Centre link, Job service/ employment agencies located in this block. (#5)

CONSULTANT TEAM RESPONSE:

- › Agree with comments, however this was not in the scope of the SIP.

RECOMMENDATIONS:

- › No change to the SIP Queen Street, St Marys report.

3.9.2 PLACE CHARACTER

COMMUNITY & STAKEHOLDER FEEDBACK:

- › How do you translate an idea like “confident” into the street scape? which is what people wanted for Queen St? From what I can see from the Draft there is nothing really cohesive. For any of what has been suggested that would project confidence other than it all being new. Each of the 6 main concepts presented has been addressed independently of each other with no real regard to the collective impact they will have on the street. Is that wise? I am really not confident myself with whatever the final look of Queen St will be when Council will rely on this type of flawed logic. This in my opinion can only lead to a very bad design and an expensive one at that. (#18)

CONSULTANT TEAM RESPONSE:

- › **General comments about ‘confidence’:** Translating ‘confidence’ into a streetscape is through all aspects of the streetscape plan. It is about the physical transformation of the street to build a psychological confidence that it is a special and unique place. The enhanced look and feel aims to bring the pride back to Queen Street and encourage more positive behaviour of business owners and residents to take care of Queen Street. For example, the lighting concept focuses on pedestrian lighting which improves the feeling of safety, particularly at night. This in turn will create a more comfortable night time space and give residents greater

confidence in terms of personal safety and as a place they can come at night. The visual transformation, particularly with the street trees, St Marys Square, Great Western Highway gateway and street furniture also contributes to building business, resident and investor confidence in Queen Street as a place to visit, do business and socialise - once again a place to be proud of and celebrate.

RECOMMENDATIONS:

- › No change to the SIP Queen Street, St Marys report.

3.9.3 SHOP FRONTAGES

COMMUNITY & STAKEHOLDER FEEDBACK:

- › Unless it (the master plan) delivers better quality shops and restaurants opening in Queen Street, the improvements will be purely cosmetic at present, the shops are very shabby and certainly don’t encourage shoppers to spend much time in Queen Street. (#12)
- › Reasons why people don’t shop in St Mary’s: too hot in summer when shopping centres have air conditioning, online shopping, (#13)
- › Listening to what was being said at the three meetings of the Streetscape meetings most people kept saying it isn’t the street itself it is the shops. What would be an idea is a meeting convened with the property owners, the Chamber of Commerce and the Council to try and bring all the street frontage of the premises into line under one style so there is uniformity. (#8)
- › Another separate issue I have is about the improvements that may or may not occur to the shop fronts. Council is assuming that Landlords and Business owners will take their own initiatives to clean up and improve these buildings. If it occurs in this manner there will still be no controls over the quality or the final look of these types of improvements especially in relation to the colour palette. If this happens, Queen St will be bombarded again with a cleaned up version of what already exists on Queen St today – mismatched and unregulated colours, bad signage combinations and a visual eye sore. (#18)
- › Other Councils impose colour restrictions on buildings other than Heritage listed buildings, why wont Penrith

City Council do the same? - other than it couldn't be bothered? Council seriously needs to do something to restrict the way these shop front changes can be improved, (so they don't not negatively impact on the overall look of the Queen St). If Council is really genuine about wanting to see improvements to the other parts of Queen St that aren't connected to the footpaths, then it has to do something like my suggestion. (#18)

CONSULTANT TEAM RESPONSE:

- › People generally feel more supportive of the SIP Queen Street, St Marys as a whole than unsupported.
- › Re #13 concern: One of the aims of the SIP is to change the perception of St Mary's and attract better businesses to the area through streetscape upgrades. The project demonstrates Council's commitment and investment in the future.
- › **General comments about shop fronts:** Agree with comments about the need for improved shop fronts. We support the need for the development of a program for shop front upgrades, however this was not in the scope of the SIP and private property.

RECOMMENDATIONS:

- › No change to the SIP Queen Street, St Marys report.

3.9.4 THE METHADONE CLINIC

COMMUNITY & STAKEHOLDER FEEDBACK:

- › Council has dismissed the protest from residents about the Methadone Clinic, but it is a real worry to us. (#12)
- › The new plaza will give the Methadone Clinic clients a place to stay and sit all day. Shoppers don't want to be greeted by these anti-social people. This will be a disaster, the new plaza will be destroyed within six months. (#13)
- › The methadone clinic should be moved. (#14)
- › The station has the methadone clinic nearby, and I think that street furniture there (although intended for travellers) would only encourage loitering of those who use the clinic. Which would not encourage anyone to use that area regardless of how well lit, new or interesting a design it had. In the past that has been the case. (#16)

CONSULTANT TEAM RESPONSE:

- › **General comment about the Methadone Clinic:** Council has had multiple discussions with the Methadone Clinic, and it cannot be moved at this stage. The Clinic has very strict protocols for the behaviour of its clients that prevents them from 'loitering' (among other things). In addition to these rules, the operating hours are designed to avoid any contact with school children.

RECOMMENDATIONS:

- › No change to the SIP Queen Street, St Marys report.

3.9.5 PARKING

COMMUNITY & STAKEHOLDER FEEDBACK:

- › Fourth, the parking off queen street should have easy access for mother with prams, and the disabled. There are a few narrow arcades, or ones with steps. If these were more open and had easier access, they would be used more. People tend to avoid the area if you can't get quick parking for a quick errand. (#16)
- › More on street parking (Queen Street). (#21)

CONSULTANT TEAM RESPONSE:

- › **General comments about parking:** There has been no net loss or gain or parking spaces on Queen Street as this was outside the scope of this project.

RECOMMENDATIONS:

- › No change to the SIP Queen Street, St Marys report.

3.9.6 CCTV

COMMUNITY & STAKEHOLDER FEEDBACK:

- › I would like to see the installation of additional CCTV cameras around the station and popular areas such as St Mary Square and the activation areas and east and west area car parks. (#4)

CONSULTANT TEAM RESPONSE:

- › **General comments about CCTV:** Well lit, active pedestrian environments have been proven to create better results in terms of minimising anti-social behaviour in general: proactive rather than reactive. Additionally, CCTV is expensive to implement and has high operating and maintenance costs.

RECOMMENDATIONS:

- › No change to the SIP Queen Street, St Marys report.

3.9.7 AMENITIES

COMMUNITY & STAKEHOLDER FEEDBACK:

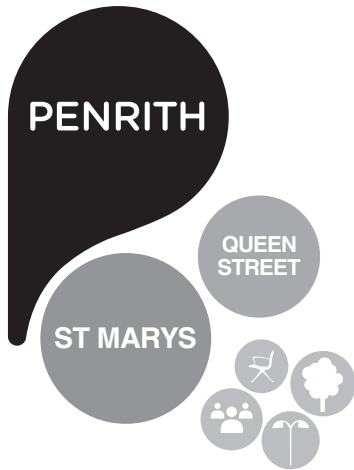
- › Could you please consider public toilet facilities that are safe and suitable for family and elderly use. (#5)

CONSULTANT TEAM RESPONSE:

- › Agree with comments, however this was not in the scope of the SIP.

RECOMMENDATIONS:

- › No change to the SIP Queen Street, St Marys report.



Draft
Streetscape Improvement Plan
Queen Street, St Marys
Public Exhibition Report

APPENDIX A:
ORIGINAL SUBMISSIONS

CONFIDENTIAL - ON RECORD AT COUNCIL

**PLACE
PARTNERS**
Place Making Consultancy

PENRITH

QUEEN
STREET

ST MARYS



Streetscape Improvement Plan Queen Street, St Marys

Part B

PLACE MAKING STRATEGY

PREPARED BY:

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MICHAELS**

DOCUMENT CONTROL

This report has been prepared by Place Partners for Spackman Mossop Michaels and Penrith City Council.

No.	Issue	Date	Completed by	Authorised by
01	Draft	12/04/13	A. McCabe	K. Legge
02	Final Draft 1	24/05/13	A. McCabe	K. Legge
03	Final Draft 2	30/05/13	A. McCabe	K. Legge
04	Final Draft 3	11/06/13	A. McCabe	K. Legge
05	Final	22/08/13	A. McCabe	K. Legge

**PENRITH
CITY COUNCIL**

AUGUST 2013

PLACE PARTNERS

Place Making Consultancy



STREETSCAPE IMPROVEMENT PLAN QUEEN STREET, ST MARYS

Place Making Strategy

August 2013
FINAL



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The Place Making & Public Art Strategy has been prepared for the Streetscape Improvement Plan for Queen Street, St Marys commissioned by Spackman Mossop Michaels on behalf of the Penrith City Council

PENRITH
CITY COUNCIL

**SPACKMAN
MOSSOP ^{AND}
MICHAELS**

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01 INTRODUCTION

Place Partners has been commissioned by Spackman Mossop Michaels on behalf of Penrith City Council to prepare a Place Making Strategy. This strategy is the first stage of the process, supporting the Streetscape Improvement Plan for Queen Street, St Marys.

This document sets the strategic framework to inform the streetscape design, implementation of the Streetscape Improvement Plan, Queens Street, St Marys and future decision making of Council for the physical enhancement of the street and activities that may occur.

This document contains the following sections:

Part A: Understanding the Place

Provides the foundation research and context for the Place Framework. It identifies the key social, economic, environmental and cultural (SEEC) findings, challenges and opportunities influencing the current and future identity the people and place.

Part B: Community Aspirations

Provides a summary of the key community themes that emerged through the engagement activities specifically designed to understand the community aspirations for the future Queen Street.

Part C: Place Framework

Outlines the key Place Drivers and ideal future Place Character of Queen Street, St Marys. Using this strategic framework, we are able to establish Place Making Directions to guide the Streetscape Improvement Plan (SIP) - Queen Street, St Marys to achieve the future place character.

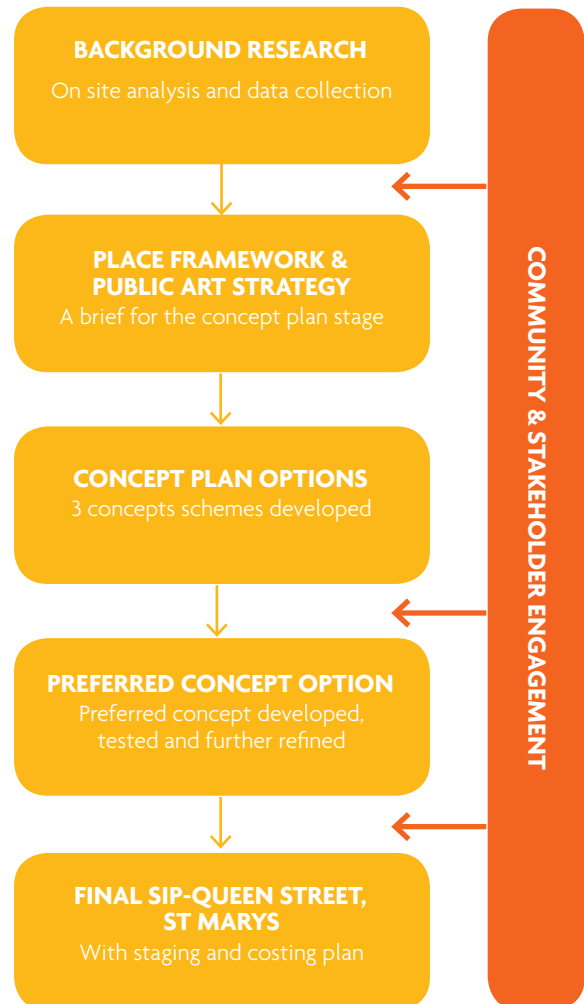
Part D: Public Art Strategy

Provides the conceptual framework and curatorial approach for the integration of public art into the streetscape that is meaningful to the local community of St Marys.

Appendix 1: Community Engagement Summary

Provides a summary of the engagement process undertaken for the Streetscape Improvement Plan project and the input from the community that has informed the preparation of this strategy. The adjacent diagram illustrates project process and the community engagement conducted as part of the project.

THE PROJECT PROCESS



02 ABOUT PLACE MAKING

Place making is the process of creating places that people inherently understand, participate in and feel ownership of. These places respond to the unique 'essence' or character of their location and build authentic and meaningful relationships between people, and between people and their environments.

Place Partners contends that a successful people place is a living system of relationships where each element plays an important role in the making of the whole - a civic ecosystem. It is difficult to know how the removal of even one element might impact the whole. Like a game of pick-up sticks, the infrastructure of the place (soft and hard) could hold together with any number of its elements removed, or fall apart if a single relationship is altered.

There are many definitions of place making. Perhaps the most commonly held is that regarding the activation of a place. Place making is much more than this; it is the creation of meaningful environments that reflect the values and aspirations of the people who will use the place, as well as the layers of narrative that contribute to the essence of that place - its 'genius loci'.

PLACE

Place is defined as a location that has meaning for the people who use it, has a unique character that reflects the needs and aspirations of the community and the narrative of the site's history.

PLACE MAKING

The aim of place making is the creation of meaningful environments that respect the unique qualities of each different location.

PLACE MAKING MUST:

- › Respond to the essential character of the place
- › Be meaningful to people; emotionally and spiritually
- › Involve people in the place's production
- › Be attractive to people; physically and intellectually
- › Provide a choice of experiences
- › Be sustainable economically and environmentally

PLACE MAKING OBJECTIVES:

A place making approach has a number of key objectives:

- › Being appropriate for each unique place and its people through the facilitation of meaningful experiences
- › Putting people first by prioritising the experience of the pedestrian over all other modes of movement
- › Prioritising the 'every day' through an understanding that the greatest attractor of people is other people. Everyday uses attract every day users (and can still cater for special events) which leads to organic/natural activation that is sustainable and low cost
- › Building relationships between people and places to create an inter-dependent network of businesses, public spaces and users

PRINCIPLES OF SUCCESSFUL PUBLIC PLACES

There are three broad dimensions of the public realm - rights, needs and meanings. "Successful public places are ones that are responsive to the needs of their users; are democratic in their accessibility; and are meaningful for the larger community and society" (Francis 2003).

RIGHTS

Queen Street, St Marys needs to be both inviting and welcoming to the existing community as well as those attracted to the place in the future. The precinct needs to ensure that in substance over gesture it provides:

- › for the public good
- › a welcome to all members of the community
- › accessibility to all members of the community
- › for participation in the process by members of the community

NEEDS

Meeting user needs is the simplest method of guaranteeing a place that attracts people, yet is often the primary cause of a place's failure. Identifying primary users of a place, providing them basic amenity in the form of comfortable seating, play areas, meeting places, toilets etc and supporting this with appropriate services whether coffee shops, banks, nightclub or library will attract people, who in turn will attract more people.

MEANING

For the enhancement of existing places, place making must reveal the embedded history and requires the integration of cultural and social narratives, values association and ritual in order to create connection with the community and importantly, to provide the cues that will enhance their ability to read or understand the place.

THE MOVE BACK TO PLACE

While historically place making was the responsibility of all people in a community, there has been a discernible move away from the creation of place over the last two centuries; philosophically, economically and socially. Interestingly it is the last, the social, that has given rise to the current trend that is seeing the rise in value of place as a measurable commodity. Places that attract people have economic value in a competitive market and as such are increasingly being seen as an objective of the development of urban public spaces. Today's development market is responding to worldwide concern for the loss of places that the community values, the loss of cultural diversity and local autonomy that is occurring in the face of globalisation. In capital cities where 'city image' or place brand is the key to sustainable tourism this is particularly important.

PLACE MAKING SUPPORTS:

- › Competitive and marketable destinations
- › Leisure and recreation society
- › Community demand for better urban experiences
- › Community wellbeing and sense of belonging

03 EXECUTIVE SUMMARY

This Place Making Strategy provides the strategic framework to guide the future enhancement and development of Queen Street, St Marys. It synthesises the key findings from primary and secondary research and identifies the influences, community aspirations and desired attributes to reveal the unique place character of Queen Street.

The benefit of this approach is that by understanding all aspects of place to inform the Streetscape Improvement Plan the design recommendations will respond to local conditions and be both appropriate and achievable. The Place Framework has three key elements:

Place Drivers: describe the key factors (social, cultural historical, political, economic) and mind set that has influenced the place as it is and also the vision and future place character.

Place Character: articulates the future we aim to achieve for Queen Street, St Marys and allows for the alignment of stakeholders in the design and delivery of future streetscape improvements.

Place Directions: illustrate how we can achieve a place that is 'Confident & Lively through the design of specific streetscape elements. They also provide a robust mechanism for testing the concept and details of the Streetscape Improvement Plan, Queen Street, St Marys.

COMMUNITY ASPIRATIONS

The involvement of the local community and stakeholders has allowed for a fully integrated and participatory approach, helping to build ownership, strategic partnerships and personal investment in the outcomes. Throughout the engagement process, the following community aspirations emerged and have informed the development of the place framework as well as the streetscape concept design for Queen Street:

- › **Safety** - feeling and being safe
- › **Things to do** - reasons to spend time in the area
- › **Staying local** - building pride and responsibility
- › **Street design** - general streetscape improvements

- › **Connections** - taking advantage of community assets and neighbouring offer
- › **Street trees & vegetation** - valuing street trees and increasing greenery
- › **Art & heritage** - intimate, integrated and related to local culture and heritage

DESIRED STREETScape CONCEPT & ATTRIBUTES

Three concept schemes were prepared and discussed with the community to enable the development of a preferred streetscape concept. Each scheme offered a design concept that activated the station plaza and street edges, create community places and a sense of entry into Queen Street.

Concept 1: Green Way incorporated lush planting and landscaping throughout the street and created a gateway at the station with a pedestrian plaza and a row of median trees at the Great Western Highway entrance.

Concept 2: Lighting & Art concept integrated lighting features and public art as focal points along the street with a gateway feature within the station plaza.

Concept 3: Market Place provided spaces to facilitate a range of economic activities (both temporary and permanent) and gateway feature structures.

The community preference was for the Lighting and Art and Green Way concepts, but felt that the final design could incorporate aspects from all three schemes. The desired attributes identified by the community that has informed the overall streetscape concept and detailed design recommendations are:

- › **Overall streetscape & vegetation** - Greenery (both trees and ground vegetation); colour; shade and seating; variety
- › **Things to do** - soft & green; fun; interactive; play, seating and general activity spaces
- › **Seating & shelter** - comfortable; practical; functional; integration of colour; creates social spaces; bespoke design
- › **Materiality & Public Art** - modest, variety of materials & textures; practical, green & lush, lighting
- › **Street trees** - combination of a standard and feature tree along the street. Use of colour and shape to be used as a feature.
- › **Lighting** - as an artistic feature and to improve safety

PLACE DRIVERS



PLACE CHARACTER



Imagine a future Queen Street that is confident and lively, where people feel safe and proud, where they want to spend time and money.

The streetscape will contribute to this overall character by providing colour, movement, interactivity and fun. It will support improved safety and economic activity through lighting, outdoor dining spaces and more things for people to do which in turn will help create a confident and lively place. The overall feeling should be relaxed and generous, comfortable and interesting, local and connected

PLACE DIRECTIONS



04 METHODOLOGY

Place Partners has conducted extensive research and community engagement as a basis for the preparation of the Place Making Strategy. As place makers, we believe that each place should respond to the needs of the local community and reflect the stories of the particular location.

Place making takes a holistic approach to the making of places. As such, both primary and secondary research was conducted, including quantitative and qualitative data to inform the preparation of this Strategy.

SEEC RESEARCH

A detailed review of relevant policy documentation, census data and the Social, Economic, Environmental and Cultural (SEEC) context has been undertaken to provide a thorough understanding of the people and the place.

KEY DOCUMENT & POLICY REVIEW

The following documents and resources have been reviewed in order to understand the influences on Queen Street and its future streetscape improvements.

Planning Policies & Masterplans

- › Coachman's Park Masterplan, St Marys 2011
- › Penrith City Council Local Environment Plan 2010
- › Penrith City Council Development Control Plan 2010 (E5)
- › St Marys Town Centre Revised Masterplan 2007

Council Policies & Plans

- › Alcohol Free Public Spaces Policy 2011
- › Community Engagement Strategy 2011
- › Place Making and Public Art Policy 2011
- › PLANS: People's lifestyles Aspiration and Needs Study, Strategy and Recreational and Cultural Strategy 2011
- › St Marys Neighbourhood Action Plan 2010
- › Youth Action Plan 2010 - 2013
- › Inclusion Plan – People With Disability 2009 - 2013
- › Penrith City Council Cultural Framework 2007-2011
- › Energy Saving Action Plan 2007

- › St Marys Town Centre Strategy 2006
- › Recreation and Cultural Strategy 2004
- › Public Domain Lighting Policy 2004

Council & Consultants Reports

- › Street Tree Assessment Report 2013
- › Situation Analysis: For The Revitalisation of St Marys Town Centre 2012
- › St Marys Community Engagement Report 2010

Web Resources

- › 2006 Census data (www.abs.gov.au)
- › 2011 Census data (www.abs.gov.au)
- › St Marys Community Profile (www.penrithcity.nsw.gov.au)

COMMUNITY ENGAGEMENT

In addition to reviewing existing documents and resources, new primary data research was undertaken by Place Partners, actively engaging a total of 296 people through the following activities:

- › **Online Survey:** 25th February to 25 March 2013
162 respondents
- › **Business Survey:** 27th to 28th February 2013
40 respondents
- › **Councillor Workshop:** 18th March 2013
8 participants
- › **Community Workshop #2:** 26th March 2013
26 participants
- › **Councillor Briefing:** 6th May 2013
14 participants
- › **Saturday Street Stand:** 11th May 2013
25 participants
- › **Community Workshop #2:** 14th May 2013
21 participants



Part A

Understanding the Place

A1 INTRODUCTION

Successful places, those that attract people can be considered as a civic ecosystem. They are made up of a complex system of inter-dependent elements across the social, physical, economic and cultural aspects that influence how it has and will continue to develop and evolve

This section provides a high level review of all relevant Penrith City Council policy documents and the relevant data available to provide a holistic understanding of the place and the aspects that may influence decisions regarding the public realm in Queen Street.

A VISION FOR ST MARYS

The St Marys Town Centre Strategic Plan (2010) defined the following 'vision statement' for the St Marys Town Centre:

St Marys is the vibrant heart of the district, providing diverse experiences and services in a friendly atmosphere.

As part of the 2010 consultation, the community identified the following to describe their future vision for St Marys:

- › Respect
- › Security
- › Diversity
- › Beauty
- › Integrity
- › Community
- › Inclusivity
- › Sustainability

This combined with research conducted for this project; provide a solid foundation for the development of the Place Framework and the Streetscape Improvement Plan, Queen Street, St Marys. Together they will provide a point of reference, ensuring that future improvements are appropriate and meaningful for the community and the place.

PLANNING CONTEXT

Penrith City Council has a number of key strategic and regulatory documents that are specifically relevant to the Streetscape Improvement Plan project, including:

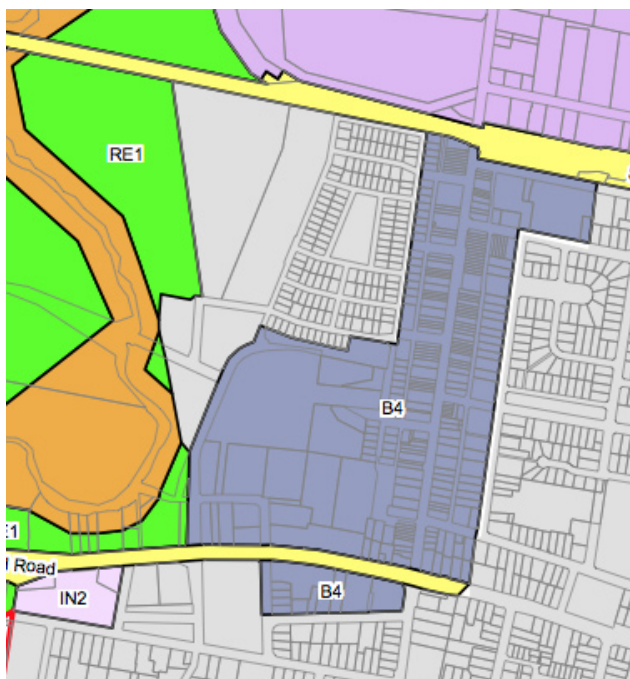
- › Place Making and Public Art Policy 2011
- › Penrith City Council Local Environment Plan 2010
Penrith City Council Development Control Plan 2010 (E5)
- › St Marys Neighbourhood Action Plan 2010
- › St Marys Community Engagement Report 2010
- › Youth Action Plan 2010 - 2013
- › Penrith City Council: Inclusion plan – People With Disability 2009 - 2013
- › St Marys Town Centre Strategy 2006
- › Public Domain Lighting Policy 2004

These documents provide the regulatory and policy context for the project and for the future development of Queen Street, St Marys. The following provides a summary of the key objectives goals, which are specifically relevant to the Queen Street:

- › Build attractive, inviting and safe public spaces that make people want to visit them and generate a sense of community ownership and commitment to those spaces.
- › Protect and enhance the public domain
- › Balance social, economic and environmental outcomes
- › Contribute to growth whilst maintaining and enhancing the character of place
- › Build and support community partnerships
- › Address local business sustainability
- › Encourage mixed use development
- › Control and align the future built form, with desired place characters
- › Maintain historic buildings of local or deemed importance
- › Maintain important vistas

In addition, the Penrith City Council Development Control Plan 2010 (E5) outlines specific design provisions for streetscape upgrades in Queen Street. These included:

- › Queen Street to emphasise itself as a gateway at both ends, north to the railway and south to the highway
- › Chapel Street to be redesigned as primary east west axis cutting through Queen Street
- › The corner of Queen Street and Chapel Street is to form a public square
- › Where possible emphasise and highlight mountain views
- › Use native plants and evergreens to offset the green waste produced by the Plane Trees
- › Energy efficient design



Queen Street, St Marys B4 Mixed Use zone
(source: Penrith City Council Local Environmental Plan 2010)

PAST COMMUNITY ENGAGEMENT

In 2010, Penrith City Council as part of the development of a Neighbourhood Action Plan for St Marys, engaged the community to gain a better understanding of people's interests and needs.

The engagement report concluded that local residents feel a strong connection to the surrounding bush land and the Queen Street Plane Trees, especially when they had fairy lights in them. The residents felt the suburb was largely a safe place to live, however, the northern end of Queen Street was considered unsafe. The Methadone Clinic, poor street lighting and a lack of evening trade were noted as contributing factors to this perception.

A key finding was the pride that the local community feel for St Marys. The report noted that many residents spoke about 'loving' St Marys and that they viewed the suburb as a great place with one resident commenting, that "the people here help each other. We have good neighbours". The history of St Marys was also a theme that the community were passionate about.

Through this process, the community also identified a number of priorities including:

- › Social activities and programs: specifically for young people, existing programs for older residents and families and addressing the issues and perceptions at the northern end of Queen Street
- › Traffic and Transport: including, public transport connectivity, pedestrian safety and infrastructure upgrades
- › Public place maintenance, parks and unique sites: that included Queen Street, Victoria Park, Monfarville Reserve and Byrnes Creek area
- › Business, employment and training: to provide for specific groups work and training opportunities and new business opportunities on Queen Street.

A2 THE PLACE

Queen Street is the main street of the St Marys Town Centre. The town centre is situated approximately 46 km west, north-west from Sydney, bordered to the east by Mt DrUITt and is the second largest retail centre within the Penrith Local Government Area.

Queen Street, St Marys is located approximately 7 km from the Penrith City Centre and 5 km from Mount DrUITt. The St Marys town centre is located toward the eastern border of the Penrith Local Government Area (LGA) with the retail largely located on or near Queen Street.

ABOUT QUEEN STREET

Queen Street runs on a north south axis and is bookended by the St Marys Railway Station to the north and Great Western Highway to the south. Queen Street is approximately 900m long from the Great Western Highway entry to the railway station entry.

Queen Street is a traditional main street with a one-two storey buildings fronting the street. On site observations note the general appearance and quality of current building stock is old, however there is evidence of recent improvements having been made to the façades of some premises. The quality, location and amount of signage on shop fronts and within shop windows also was observed as contributing to a visual disorder and lack of uniformity along the streetscape.

The ground floor business mix consists of hospitality, personal services, professional services and retail uses. The upper floor appears to be used for both commercial and residential purposes, which is in keeping with the mixed use zoning (B4) of Queen Street.

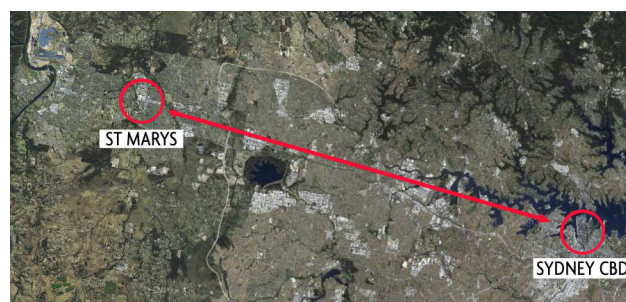
A number of public laneways and private arcades connecting Queen Street to the surface car parking are located at the rear of the shops and are highly utilised access points. While Council have no control over the private arcades, comments throughout the engagement process noted that the amenity and maintenance of the public laneways requires improvement

One of Queen Street's most defining and positive features

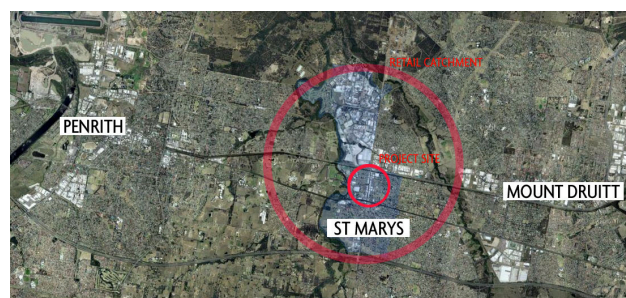
is it's wide footpaths (varying width of 4m-9m) sheltered for most part by established street trees (Plane Trees) and deep building awnings. The trees create a strong visual connector, summer shade and greenery particularly between King and Phillip Street. North of Philip Street the row of street trees ends due in part to the narrower footpath widths. This, in combination with the building quality and presentation does create a distinctively different feel to the streetscape in this northern section.

The footpath widths provide ample space for pedestrian movement along the majority of the street. The management of this space is subject to a unique ownership arrangement, whereby the footpath area from shopfront to awning edge (approximate) is under private ownership and the remaining area (approximately 3-6m) from the kerb is under Council ownership. Ongoing management, maintenance and regulation of the entire footpath area is undertaken by Council.

The St Marys Community Engagement Report (2010) found that the community enjoy the shade and aesthetic qualities that the trees bring to Queen Street. However business owners have expressed concern about maintenance, the quantities of falling leaves and pollen, trip hazards on the sidewalk due to tree root growth and having views of their shop fronts obstructed by the trees.



Location of St Marys from Sydney CBD



St Marys Suburb boundary (blue), St Marys retail catchment (faint red) and the project site (red)



Streetscape Improvement Plan - Queen Street, St Marys study area

LOCAL ENVIRONMENT

The St Marys Community Engagement Report (2010) found that both long term and new residents to the area hold a high regard for the local parklands, nature reserves as an important part of the character of the place.

Coachmans Park, located at the central point of Queen Street, on the corner of Kungala Street, is a small urban park, providing shaded seating areas and a small stage area. While it is predominately a hard standing, paved environment, the raised garden beds provide landscaping throughout and tree planting defines the edges of the park.

A landscape plan for Coachman's Park was prepared in 2011, with construction planned for 2013. While the new design retains much of the hard surface, it does provide for new trees, landscaping and a new grassed area within the park, as well as additional seating and a location for future community artworks.

HISTORY

St Marys has a rich history that is valued by the local community (Community Engagement Report 2010). A key narrative is the industrial labour force and large factories, which have remained prominent through the generations until the present day. Other local historical events include:

- › Area settled in 1804 from initial land grants
- › Stories of local Indigenous people, as the First people
- › 1830 Rev. Samuel Marsden, began employing local Indigenous people to help with farming and clearing land
- › Naming of St Marys - Named after the parish church of St. Mary Magdalene, built between 1837-40 and consecrated by Bishop Broughton in 1840, it is one of the few townships in the world actually named after a church
- › Queen Street re-named in 1897 to celebrate the Queen's Diamond Jubilee
- › Queen Street was originally cottages to house industry workers
- › Original industry was primarily tanning and wagon building
- › World War II munitions factory (over 3500 staff)

The telling of local history and stories is an important part of building a unique place character. Public art is one medium that these local stories and historical information could be translated through and enhance the social and aesthetic aspects of the place.

LOCAL ECONOMY

Queen Street is a well-positioned retail and commercial district accessible from the M4 Motorway and the Great Western Highway however, local residents and workers appear to be the primary customers to the area.

A preliminary analysis of premises along Queen Street undertaken for the project estimated an approximate vacancy rate of 12% (or a total of 23 premises) along the street. Anecdotally it is understood that many have remained vacant for more than 2 years. Trading conditions were observed to be more challenging within the northern end of Queen Street evidenced by the concentration and quantity of vacant shop fronts and permanently closed roller shutters.

The businesses mix along Queen Street includes hospitality (cafés, restaurants & takeaway food shops), professional services (financial, legal, property etc), medical services (including pharmacies), personal services, and retail and speciality food stores.

The largest business grouping was hospitality (12.4% of total businesses), with the personal services the second largest (8.6%). Medical services and professional services each represented 8.2% of the total businesses located in Queens Street.

As identified in the St Marys Town Centre Strategy (2006), St Marys, and specifically Queen Street needs to clearly define itself, as a destination. It does not currently present the characteristics of the three main types of retail centre 'destination/regional centre', 'convenience centre' or 'big-box retail centre'.

The majority of the retail and commercial businesses on Queen Street are independent local stores. Other than the banks and real estate agencies there are no franchise stores. The dining options on offer are largely cafes, fast food shops Asian cuisine restaurants. The hours of operation of a high proportion of businesses along the street do not encourage extended stays or evening activity.

LOCAL ANCHORS

There are no identifiable retail anchors located on Queen Street. Instead it offers a large number professional and personal services such as, banks, dentists, doctors, hair salons, financial advisors, legal services, banks, and real estate agencies, that would service the local community and possibly a wider catchment on a weekly basis.

Non retail destinations and anchors include:

- › Train Station (northern end of Queen Street)
- › Bus Interchange (northern end of Queen Street)
- › Coachmans Park (cnr Queen Street & Charles Hackett Drive)
- › St Marys Library and Community Centre (on Queen Street)
- › Fusion HUB (Youth focused centre)
- › St Marys Band Club
- › St Marys Corner Community and Cultural Precinct
- › Various surrounding parks, such as Kokoda Park and Bennett Park



St Marys bus interchange, on Station Street at the northern end of Queen Street



Fusion HUB, St Marys

source: fusionhub.org.au

QUEEN ST BUSINESS MIX

A preliminary review of storefronts and on site observations indicate 23 storefronts either vacant or not currently being advertised as being for commercial purposes and 158 ground level businesses operating. The table below categorises businesses and provided a breakdown of these types operating in Queen Street.

Business Category	Number of Businesses
Hospitality (cafes, restaurants, take away)	25
Retail	
Convenience (food/daily needs retail)	26
Comparison (general & speciality retail)	26
Professional Services	
Medical	17
Financial and Legal	16
Property services	11
Travel	2
Trade services	8
Personal Services	
Health and beauty	21
Bank	5
Post Office	1
Newsagency	3
Drycleaners	2
Government Services	
St Marys Library	
St Marys Community Services Centre	

Source: data collected from Google Street View (Jan 2010) and confirmed on site

MAJOR COMPETITORS

St Marys' major retail competition comes from the two nearest Westfield shopping centres, Westfield Penrith and Westfield Mount Druitt. Both shopping centres are approximately 8km by car from Queen Street and are both near their respective train stations.

To a lesser extent, St Marys competes with smaller grocers and local stores in surrounding suburbs including Werrington, Colyton, Oxley Park, Claremont Meadows, Erskine Park and St Clair.

Located on either side of Queen Street in walking distance are three 'big box' retail centres: They are the:

- › Station Street Plaza, with approximately 7,500m² of retail floor space. Major tenants include a Coles Supermarket and a Fosseys store (200m from Queen Street)
- › Astley Centre with approximately 800m² of retail floor space. (30m from Queen Street)
- › St Marys Village Centre with around 15,600m² of retail floor space. Major tenants include Target, Woolworths and McDonalds. (650m from Queen Street)

EVENING AND WEEKEND TRADING

Based on observations (February 2013) Queen Street experiences an influx of customers between 3:30pm and 5:30pm after which trade significantly drops off and the streets become quiet. This results in few retailers remaining open past 5:30pm, the majority being food and hospitality retailers. A high proportion of restaurants are located at the southern end of Queen Street, located at the Great Western Highway entry to Queen Street.

Anecdotally, some local businesses have tried evening trading hours but reported that it was not profitable due to the lack of customers.

TRANSPORTATION

Visitors to St Marys have access to a range of transport modes. Queen Street shoppers are generally drivers, parking close to their destination either on the street or in car parks. Commuters are more likely to drive to the centre and then connect to the train station.

The potential movement economy that the commuters offer is currently a largely missed opportunity due to the proximity of parking to the station and the by pass effect this has on Queen Street.

Over 1100 vehicles per hour use Queen Street during the morning period, however traffic speeds have been reported as low and safe (Sinclair Knight Merz, 2008). In St Marys, 15% of people used public transport while 70% used a private vehicle, compared with 11% and 73% respectively in Penrith City (2011 ABS). 15% of households in St Marys do not have access to a private vehicle, suggesting a possible correlation between this and the proportion of public transport users.

RAIL

The train station anchors Queen Street at its northern end point. The station is on the Western Line, offering all stops and limited stops services to Central Station to the east and terminating at Penrith or Emu Plains to the west. The station also services the Blue Mountain Line providing limited services to Lithgow via Katoomba.

City rail passenger counts, for an average weekday in 2011, show 4270 passengers entering the St Marys train station over a 24-hour period. This is down from 2009 figures of 4,450 passengers (NSW Government Bureau of Transport Statistics).

BUS

Located on Station Street, the bus interchange is effectively 'hidden' from Queen Street. Only 0.8% of the St Marys population take the bus to work (slight increase from 0.5% in 2009) though statistics show that there is a slightly higher daytime use. Poorly timed timetables that do not align with the train arrivals/departures (as concluded by Sinclair Knight Merz, 2008) is a contributing factor to low bus usage as well as safety concerns about the bus interchange area raised through previous community engagement.

PARKING

The significant amount of surface car parking available provides ample car parking within an easy walking distance to Queen Street and the wider centre area. The large car parks to the east of the Queen Street shops and to the north of the train station limit the need for commuters to move along Queen Street, however Queen Street is the main pedestrian link between car parking on the western side and the train station.

ACCESSIBILITY

A total of 5.9% of the St Marys population is reported as needing assistance with core activities, compared with 4.3% for Penrith City. The majority of the people that need assistance are over the age of 60 years and with approximately 25% of the St Marys population over the 55 years (2011 census), it is an issue that should be considered.

The wide, flat footpaths provide a high level of accessibility for less mobile people, elderly and people with prams. However, through discussions with the community concerns have been raised regarding the maintenance of the footpaths and a number of trip hazards, mainly due to the intrusion of tree roots.



Surface car park areas within walking distance to Queen Street (indicated in red)

SAFETY

Street surveys undertaken in 2010 revealed that the community's main safety concerns are mostly localised in areas surrounding the railway station. Specifically, concern related to the methadone clinic adjacent to the railway station and public set down point at the end of Queen Street. A number of residents requested increased policing around this area (St Marys Community Engagement Report 2010).

The general condition of the northern end of Queen Street appears to be more deteriorated and less maintained than the southern end. This is evidenced with vacant storefronts and provides less opportunities for passive surveillance of the area.

The level of deterioration is made all the more visible due to the absence of street trees. On the eastern side of Queen Street the row of trees ends at Philip Street and on the western side the trees end at Nariel Street. Importantly this is a defining visual shift that changes the look and feel of the northern end of Queen Street.

The community perception, lack of signage and location of the methadone clinic within this section of the street presumably does little to settle the community's anxieties and concerns around safety. However, contributing to this is the lack of active street frontages, for example the pub and also telephone exchange buildings, as well as the number of vacant shops.

Lighting of the rail and bus interchange has been recently upgraded (2009-10) and the findings of the Sinclair Knight Merz (2008) report note that both visibility and lighting are at a satisfactory level. However, through community consultation poor illumination of this area has been raised as an issue contributing to an increased feeling of being unsafe. The public alcohol consumption at the northern end of Queen Street and in Coachman's Park has also been identified as contributing to the issue of safety, although the entire area of Queen Street is designated as an alcohol-free zone.



Amenity, quality of building stock and activities such as the methadone clinic and pub at the northern end of Queen Street the negative perception of safety



High walls framing the laneways and lack of lighting contributing to a negative perception of safety

St Marys Town Centre Accessibility Map

A3 THE PEOPLE

The people of a place, its community, whether permanent or temporary, play a significant role in determining its place character. In the first instance they are the ones who 'read' it, they interpret the local narratives and give them meaning through their personal relationship with them. Secondly, the people themselves contribute to the overall character of a place, by being 'of it', or part of the experience.

In 2011 the suburb of St Marys had a population of 10,961, representing an increase of 12% since 2006 (ABS). St Marys is more culturally diverse than neighbouring suburbs; with the Filipino community accounting for 3.4% of the local population. St Marys also has a larger Aboriginal and Torres Strait Islander community than its neighbours (4.0% St Marys & 2.9% Penrith).

St Marys has a younger median age of 35, than NSW at 38. Both St Marys and Penrith have less than the NSW average of people in the age brackets of 55+. St Marys also has a significantly high percentage (8.0%) of its population in the 0-4 year age group

The below table shows a comparative age break down of the populations of St Marys, Penrith, NSW and Australia, all data is taken from the 2011 St Marys Census findings.

	Median age	0-4 years (%)	5-20 years (%)	21-30 years (%)	31-45 years (%)	46-55 years (%)	55 years + (%)
St Marys	35	8.0	18.5	15.4	20.9	12.7	24.2
Penrith	34	7.7	21.4	14.6	21.8	13.2	21.4
NSW	38	6.6	19	13.3	20.9	13.8	26.4
National	37	6.6	19.2	13.8	21.1	13.7	25.6

2011 ABS Census data
Source: www.idforecasts.com.au

LOCAL CULTURE

St Marys has a strong sense of community. A number of community groups are located at the St Marys Corner Community and Cultural Precinct but limited physical connections to Queen Street are available. The Don Bosco Youth Centre and the Nepean Immigrant Centre are also located in close proximity on the Great Western Highway and offers art classes, dance classes, pottery exhibitions, kids groups and language classes.

The cultural life of Queen Street is regarded by some locals as dull with the lack of night trading and alfresco dining. The lack of lighting also has contributed to the perception of it being unsafe after dark.

The annual St Marys Spring Festival in September was conceived in the 1970s by local business owners. The event runs all day with stalls, carnival rides and farm animals, it attracts as many as 30,000 people to the area. There are a number of local clubs, associations and local businesses that are actively involved in this festival.

The residents of St Marys are proud of their suburb and report having strong emotional connections to the areas natural settings and heritage. 77% of respondents in the PLANS For Our Future Project 2010 surveys said they participate in activities such as walking, picnics and socialising in the local area. It could be assumed that residents value the availability of free informal recreation opportunities.

EMPLOYMENT AND INCOME

63% of St Marys residents are engaged in full time employment with a slightly lower proportion than Penrith in part time employment (22% vs 25%). St Marys has a higher level of unemployment than compared to Penrith (8.2% vs 5.1%) The majority of the work force is employed in clerical, trades and labour type employment, however there has been an increase of the proportion of residents in professional types of employment between 2006-2011.

St Marys residents have a significantly lower median weekly incomes compared to Penrith (\$996/\$1423), This difference could in part be affected by the high number of single occupant households (30.4%) combined with a high proportion of Department of Housing (DoH) tenants who are reliant on income support.

Only 5% of the population earned high incomes of over \$1500 per week and the majority (47.2%) earning low incomes between \$200-\$799 per week.

EDUCATION

15.8% of St Marys residents hold a bachelors or advance diploma, similar to the Penrith LGA average (17.7%), and a higher proportion of people with no formal qualifications (53.2% compared to 49.7%).

HOUSING TENURE

St Marys residents are likely to rent (41.9% of residents), with lower than average numbers owning or having a mortgage on their own homes. Analysis of the 2011 census data shows that there was a smaller proportions of households who owned their dwelling in St Marys when compared to Penrith (22.3% vs 26.0%) and a significantly smaller proportion purchasing their dwelling (27.5% vs 42.4%).

The high proportion of renters may be influenced by the high number of DoH dwellings in St Marys, which accounting for 8.9% of all dwellings within the suburb and over 25% of the DoH stock located within the Penrith LGA.

St Marys has a high number of three bedroom homes, however semi detached houses and townhouses are the most common building types. 42% of St Marys dwellings are medium or high density, compared to 19% in Penrith and medium density dwellings have seen the largest growth between 2006-2011 of all housing types in St Marys (id profile)

HOUSEHOLD STRUCTURE

St Marys has a high percentage of single person households at 30.4% compared to the NSW average of 24.2%, whilst Penrith LGA is almost half at 19.9%. Single parent families account for 18.1% of all families in St Marys, compared with 14.3% for the Penrith LGA.

Couples with children make up 25% of St Marys households compared with 39% in Penrith LGA. The proportion of couples without children was 18.0% compared to 21.6% in the Penrith LGA.

Household composition	St Marys (%)	Penrith LGA (%)	NSW (%)	National (%)
Family	65.7	77.6	71.9	71.5
Single	30.4	19.9	24.2	24.3
Group	3.9	2.5	3.8	4.1

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Part B

Community Aspirations

B1 INTRODUCTION

The creation of great places relies on an interactive process that considers a wide range of inputs. Place Partners has conducted extensive engagement to ensure that the needs and aspirations of the St Marys community have been integrated into the preparation of the Streetscape Improvement Plan – Queen Street, St Marys.

Place Partners undertook a variety of community engagement activities that were specifically designed to understand what the community wanted the future place to be and priorities for the future streetscape improvements for Queen Street, St Marys.

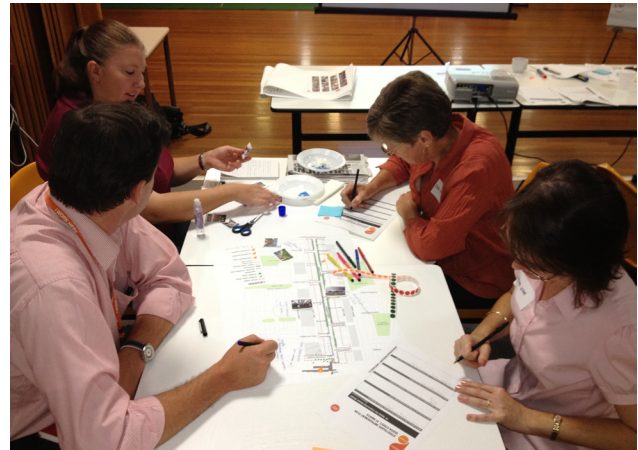
This section provides an overview of the key community themes that emerged through the engagement activities. Detailed summaries can be found in Appendix 1 of this report.

METHODOLOGY

A mix of consultation methods were utilised allowing for both quantitative and qualitative input from stakeholders throughout all stages of the project including:

- › Face to face and online surveys
- › Community workshops
- › Street stall
- › Briefing with Councillors and Council staff
- › Focus group
- › Formal public exhibition of concepts

The table adjacent provides a summary of the engagement undertaken throughout the project and the total number of people engaged.



TOP: Participants at community workshop; MIDDLE: Saturday Street Stand on Queen Street; BOTTOM: 'Dotmocracy' feedback from the community on concept schemes

Engagement Date	Engagement Method	Description	Total Engaged
18-22 February	Mail Out #1	Provide information about the project, online survey and the first community workshop sent to businesses, stakeholders, property owners and residents of St Marys, North St Marys and South St Marys.	7000+ letters
25 February to 25 March	Community Survey (CS)	An online survey aiming to understand what the wider community liked about Queen Street and needed improvement, why they visited Queen Street and what their ideal future Queen Street was.	162
27-28 February	Business Survey (BS)	Like the online survey, the face to face surveys asked businesses what they liked and what needed improvement. They were also shown a collection of images and asked what best captured their ideal future Queen Street.	40
27-28 February	Project Poster #1	Information about the SIP project, and how to get involved distributed to shops along Queen Street and surrounding area.	40+
13-15 March	Mail Out #2	Invitation to the first community workshop sent to key stakeholder, Queen Street businesses, stakeholders and landowners.	640 letters
18 March	Councillor Briefing Workshop (CBI)	Discussion focused on two key questions: What are the key issues that need to be considered and what are the priorities for the SIP – Queen Street, St Marys.	8
26 March	Community Workshop #1 (CW1)	Participants were provided with an overview of the project and asked to discuss the challenges and opportunities for Queen Street, their ideas for the SIP project and what their priorities for future improvements were	26
29 April	Mail Out #3	Invitation to second community workshop via letter and email to key stakeholders, Queen Street businesses, landowners and previous workshop participants.	776 letters/ emails
29 April	Poster #2	Invitation to the Saturday street stand and community workshop distributed to shops along Queen Street and surrounding area.	20
6 May	Councillor Briefing (CB2)	Formal briefing - Presentation of the Place Strategy and 3 concept schemes. Discussion focused on the details of the concept schemes and stage 2 community engagement	14
11 May	Saturday Street Stall (SS)	Located on corner Queen Street & Charles Hackett Drive (outside Westpac Bank) to for local residents and shoppers to view the 3 concept schemes and provide feedback as to their preference via Dotmocracy or one-on-one discussions with the Place Partners & SMM staff	25
14 May	Community Workshop #2 (CW2)	Participants were provided with the 3 concept schemes and asked to identify the positive and negative aspects of each. In groups, participants also identified their preferences for 5 different streetscape elements/details and asked to discuss what their top 3 priorities were to inform the staging plan	21
TOTAL PEOPLE ACTIVELY ENGAGED			296*

* Total people informed = 8000+

B2 COMMUNITY ASPIRATIONS

The community aspirations are a synthesis of the community input throughout the process. They aim to provide a snapshot as to the key community priorities that have informed the future place character and directions for the Streetscape Improvement Plan - Queen Street, St Marys.

Evidence to support each of the following themes has been provided and the bracketed initials behind each refers to the engagement type as outlined on the previous page.

SAFETY

A constant theme was the negative perception of safety in Queen Street. Participants characterised the deteriorated shop fronts, untidy and empty footpaths and insufficient lighting as contributors this and supported significant improvements.

Although outside the scope of the project, concern was expressed about the location of the methadone clinic and that it contributed to the northern end of Queen Street feeling more unsafe than the rest of Queen Street.

Engagement evidence:

- › Describing Queen Street now workshop participants now used words such as “scary, anti social and dirty”. (CW1)
- › 54% of the community felt that safety needs significant improvements (OS)
- › 22% of all survey respondents identified safety as the most important streetscape element to improve. (OS/BS)
- › Lighting and footpaths, identified as key priorities to improve. (CW1/CB1/CW2)
- › Retention of the ‘drop-off’ function at the St Marys Railway Station was a valued attribute for convenience and safety (SS/CW2)

THINGS TO DO

Engagement participants strongly supported an increase in the variety of things to do on Queen Street. This included activities such as outdoor dining, markets, live entertainment and family friendly activities to attract more people to stay longer, both through the day and in the evening.

Engagement evidence

- › Increase of outdoor dining and seating options was desired (OS/BS/CW1/CW2/SS)
- › Half of all survey respondents agreed that things to do on Queen Street needs significant improvement. (OS/BS)
- › The majority of shoppers and visitors are staying for less than one hour in Queen Street (OS)
- › 66% of all survey respondents agreed that comfortable places to sit, eat and meet friends needed significant improvement. (OS/BS)
- › Family friendly and activities for children were ideas for improvement (CW1/CW2)

STAYING LOCAL

A strong sense of community and a general desire for the place to be more attractive was clearly evident. A number of participants identified the friendly community and the local history as being a source of pride.

Engagement evidence

- › 36% of online respondents live in the local area of St Marys, St Marys North and St Marys South (OS)
- › 30% of online respondents visit Queen Street to use the range of services, such as banks etc (OS)
- › 40% of businesses surveyed have been operating in Queen Street for more than 10 years (BS)
- › Businesses identified the friendly community (11%) as an aspect they loved about Queen Street (BS)
- › Community feels a strong sense of pride for Queen Street and the St Marys stories and history (OS/CW1/CW2)

STREETSCAPE DESIGN

The physical attributes of Queen Street, primarily its length and wide footpaths were expressed as both things participants loved and opportunities to improve upon. Participants commonly listed street furniture and pavements as needing improvements and felt that the recent improved street crossings have been positive.

Engagement evidence:

- › 16% of businesses felt that general streetscape upgrades i.e footpaths and seating, could be improved (BS)
- › Improvement to the railway station and its connection to Queen Street was a key priority. (CB1/CW1/BS/OS/SS/CW2)
- › Creating a welcoming gateway at the train station and Great Western Highway ends of Queen Street was an opportunity identified. (CW1/CW2/SS)
- › Survey respondents and workshop participants indicated a preferred for seating that was comfortable, with back support, made of natural material and not 'off the shelf' (CW1/CW2/OS/BS)

CONNECTIONS

The physical connection between Queen Street and surrounding key facilities and the connection between people and the place emerged as a key theme, The physical length as well as the visual difference between the northern end and the rest of Queen Street makes it difficult to consider Queen Street as a cohesive place. Improved physical connections from car parking areas, to nearby shopping centres and surrounding key community assets was also recognised as a way to create a more connected and accessible place.

Engagement evidence

- › Make the train station feel safer and accessible as transport option. (CW1/CW2)
- › Direct access to car parking areas behind (east and west) Queen Street, particularly in the evening was a key issue (CB)
- › Connecting the two shopping malls back to Queen Street as the central point should be a priority. (CW1/CW2/CB)
- › Queen Street should have more social space to connect with younger people, with a family friendly and sociable feel the length of Queen Street. (CW1/CW2)

STREET TREES & VEGETATION

Street trees were seen as a key element of Queen Street's unique identity. While many value the trees, the species and maintenance of them posed a major concern for businesses. Vegetation and greenery would be a welcome addition to Queen Street, particularly to soften the northern end of the street

Engagement evidence:

- › Concept 1: Green Way was one of the preferred concept schemes for the SIP (SS/CW2)
- › 16% of online respondents said that the street trees are something that they love about Queen Street and was the most popular response for the question. (OS)
- › Ongoing maintenance and management of street trees was a key priority for the future streetscape improvements. (BS/CW1/SS/CW2)
- › Survey respondents and workshop participants choose the streetscape images with large shade trees that represented their future image of Queen Street. (BS/OS/CW2)

ART AND HISTORY

Public art of a more modest nature was preferred for Queen Street with elements of playfulness and colour. There was a general desire for an expression of 'the local' through the integration of the local storytelling through public art opportunities and street furniture reflecting the community's pride and creating an attractive place.

Engagement evidence:

- › Lighting and Art was supported as a possible concept for future improvements (SS/CW2)
- › The community preferred examples of more modest pavement art, traditional figurative and colourful sculptures as being appropriate. (OS/BS/CW1/CW2)
- › Historical information, a landmark fountain and activities for kids were mapped as streetscape features. (CW1)

B3 DESIRED FUTURE FOR QUEEN STREET

The preferred concept scheme and the attributes desired by the community for the future look and feel of Queen Street and streetscape elements were identified through the survey findings, street stand discussions and workshop exercises. These findings have informed the place making directions and detailed design of the Streetscape Improvement Plan - Queen Street, St Marys.

The community's preference was for Concept 2: Lighting and Art and Concept 1: Green Way. However, the community also identified the retention of the railway station plaza 'drop-off' point and the development of a plan to ensure the ongoing management and maintenance of the streetscape as being important to the design and its delivery.

DESIRED DESIGN ATTRIBUTES & CHARACTERISTICS

The combined survey results and workshop #2 discussions indicated an alignment of the community's preference about the design attributes desired for the future streetscape. The following pages provide a detailed summary of what the community valued and did not value as a result of the survey findings and discussions at workshop #2.

Overall streetscape & vegetation:

Survey respondents and workshop #2 participants were aligned in their preferences about look and feel of the streetscape. Additional vegetation images were included for workshop #2. Streetscape and vegetation attributes that the community valued were:

- › Greenery (trees and ground level planting)
- › Colour
- › Variety of plants
- › Shade and seating

Things to Do:

Survey respondents and workshop #2 participants agreed that outdoor dining was a desired activity for Queen Street. While survey respondents favoured markets, workshop participants expressed concern about the possible impact on existing businesses.

Activities and elements that the community valued were:

- › Provision of seating
- › Soft and green
- › Fun and interactive
- › play areas for children

Seating & Shelter:

Survey and workshop #2 participants indicated a clear preference for the type and design of seating. Shelter images were only included for workshop #2. Seating and shelter attributes that the community valued included:

- › Comfortable
- › Practical and functional (ie. arm rests and backs, good weather protection)
- › Colour,
- › Bespoke design - a bit modern and fun
- › Creates a social space

Materiality & Public Art:

Public art and material choices demonstrated a desire for a more modest approach with a variety of textures. Materiality images were only included for workshop #2. Attributes that the community valued included:

- › Green and lush
- › Variation of materials & textures
- › Practical
- › Modest artworks (integration of history)

Street Trees:

Street trees were not included in the survey. However, the discussions at workshop #2 indicated the following attributes as being valued:

- › Having a standard tree type combined with a feature tree to define special places along the street
- › Colour (as a feature)
- › Shapes (as a feature)

The following images are those selected through the survey and at the second community workshop that best illustrate the desired future for Queen Street and what community did not want

OVERALL STREETScape & VEGETATION*

What the community valued:



This image was the most preferred by all survey respondents and definitely yes at workshop #2.

Valued attributes:

- > seating provided
- > natural shade
- > greenery

45%



This image was the second most preferred by all survey respondents and a definite yes at workshop #2

Valued attributes:

- > comfortable seating
- > shade (trees & umbrella)
- > greenery

35%



This image was definitely yes at workshop #2

Valued attributes:

- > flowers
- > colour



This image was a maybe at the workshop

Valued attributes:

- > colour
- > variety of plants

Concerns:

- > bit haphazard
- > abstract shapes
- > hard edges

% Total proportion of total survey respondents

What the community do not want:



This image was the least preferred by all survey respondents but was a definitely yes at workshop #2

5%

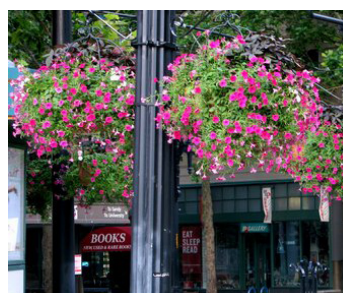


This image was the least preferred by all survey respondents and definitely no at workshop #2.

Concerns:

- > too many trees

7%



This image was definitely no at workshop #2.

Concerns:

- > safety
- > vandalism of baskets



This image was definitely no at workshop #2.

Concerns:

- > hard edges
- > trip hazard

* Images from the survey were used at the workshop as well as additional images selected based on the findings of both the survey and first community workshop. The survey did not provide the opportunity to offer comments on the images selected, therefore comments noted about have been summarised from workshop #2 discussions. Appendix 1 provides a full summary of the findings from both the business and online survey as well as the image play exercise at community workshop #2

THINGS TO DO*

What the community valued:



35%

This image was the second most preferred by all survey respondents and a definite yes at workshop #2

Valued attributes:

- > seating
- > place to meet



42%

This image was the most preferred by all survey respondents but a definite no at workshop #2.

Concerns:

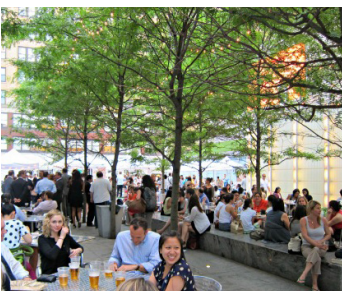
- > impact on existing business



This image was definitely yes at workshop #2

Valued attributes:

- > kids able to play
- > soft
- > green
- > fun
- > interactive



This image was a maybe at workshop #2

Valued attributes:

- > outdoor seating
- > could be used by businesses
- > long benches

What the community do not want:



1%

This image was the least preferred by all survey respondents and a definitely no at workshop #2.

Concerns:

- > too bulky
- > compete with existing businesses



8%

This image was the second least preferred by all survey respondents and definitely no at workshop #2.

Concerns:

- > boring
- > been done before
- > eventually not get used



This image was definitely no at workshop #2.

Concerns:

- > no outdoor commerce
- > compete with existing businesses



This image was definitely no at workshop #2.

Concerns:

- > compete with existing businesses

% Total proportion of total survey respondents

* Images from the survey were used at the workshop as well as additional images selected based on the findings of both the survey and first community workshop. The survey did not provide the opportunity to offer comments on the images selected, therefore comments noted about have been summarised from workshop #2 discussions. Appendix 1 provides a full summary of the findings from both the business and online survey as well as the image play exercise at community workshop #2

SEATING/SHELTER*

What the community valued:



42%

This image was the most preferred by all survey respondents and at workshop #2

- Valued attributes:
- > arm rests & high back
 - > comfortable
 - > looks social & open



21%

This image was the third preferred by all survey respondents and a definite yes at workshop #2

- Valued attributes:
- > looks social & open
 - > colourful
 - > light



This image was definitely yes at workshop #2

- Valued attributes:
- > good weather protection
 - > practical & functional



22%

This image was a maybe at workshop #2 but the second preferred seating option by all survey respondents

- Valued attributes:
- > grass is nice
 - > looks modern & hip
 - > fun for kids

% Total proportion of total survey respondents

What the community do not want:



11%

This image was the least preferred by all survey respondents and a definitely no at workshop #2.

- Concerns:
- > looks 'off the shelf'
 - > dull
 - > looks like St Marys now



This image was definitely no at workshop #2.

- Concerns:
- > boring
 - > been done before



This image was definitely no at workshop #2.

- Concerns:
- > no seats
 - > no sun protection
 - > impractical

* Images from the survey were used at the workshop as well as additional images selected based on the findings of both the survey and first community workshop. The survey did not provide the opportunity to offer comments on the images selected, therefore comments noted about have been summarised from workshop #2 discussions. Appendix 1 provides a full summary of the findings from both the business and online survey as well as the image play exercise at community workshop #2

MATERIALITY/PUBLIC ART*

What the community valued:

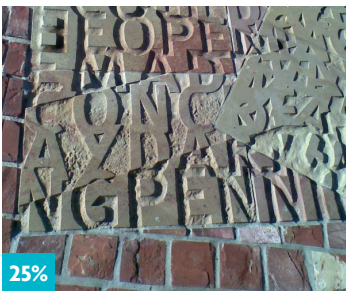


48%

This image was the most preferred by all survey respondents and a definite yes at workshop #2

Valued attributes:

- > visual (on the path)
- > clear
- > like the statues



25%

This image was the equal second preferred by all survey respondents and a definite yes at workshop #2.

Valued attributes:

- > artistic
- > a good wall feature



This image was definitely yes at workshop #2

Valued attributes:

- > tidy
- > variation of materials and textures



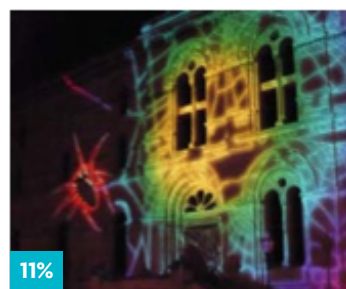
This image was definitely yes at workshop #2

Valued attributes:

- > green
- > looks lush & rich
- > could get businesses involved

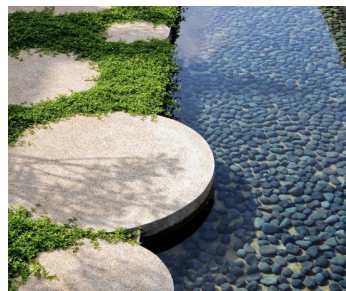
% Total proportion of total survey respondents

What the community do not want:



11%

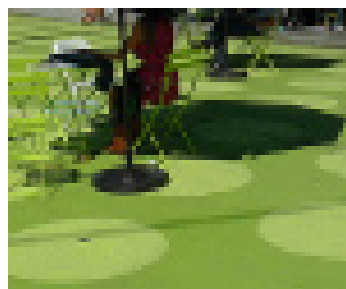
This image was the least preferred by all survey respondents and a definitely no at workshop #2.



This image was definitely no at workshop #2.

Concerns:

- > no practical



This image was definitely no at workshop #2.

Concerns:

- > looks cheap

* Images from the survey were used at the workshop as well as additional images selected based on the findings of both the survey and first community workshop. The survey did not provide the opportunity to offer comments on the images selected, therefore comments noted about have been summarised from workshop #2 discussions. Appendix 1 provides a full summary of the findings from both the business and online survey as well as the image play exercise at community workshop #2

STREET TREES*

What the community valued:



This image was suggested as being an appropriate standard tree for Queen Street



These two images represent a number of images selected as being suitable for Queen Street as a feature tree

Valued attributes

- > colour variations
- > shape



What the community do not want:



These four images were selected by workshop #2 participants as not being appropriate for Queen Street



* Street trees was only included for workshop #2 and not an image category in the survey. Appendix 1 provides a full summary of the image play exercise at community workshop #2

IDEAS & PRIORITIES FOR IMPROVEMENTS

The engagement process provided the opportunity for the community to discuss their ideas and priorities for the future improvements. The following categories were constant across all community engagement activities.

RAILWAY STATION PLAZA

The beautification of the Railway Station precinct was identified as a key priority for the community to improve the safety and for Queen Street to be more inviting. Retaining a drop off zone at the station was importance to the community as part of any future improvement to the space.

Ideas to improve this specific area of Queen Street discussed included:

- › Good shopping to meet the train station and those entering Queen Street
- › History and heritage narratives at Railway Station
- › More attractive gateway entry into Queen Street

ACTIVATION AND ATTRACTIVENESS

Participants identified a strong desire for a transformation of Queen Street from being perceived as a 'dingy, unsafe and scary' place to 'green, soft, family friendly, inviting and attractive' place. Creating an attractive railway station plaza was identified both to improve the attractiveness of the whole of Queen Street, but also as a way to improve safety.

The incorporation of lighting, trees, soft landscaping and greenery as well as the introduction of more outdoor dining and places to sit, and play attract people to Queen Street were identified as being priorities for the community.

To achieve the desired activation outcomes desired, particularly in regards to Concept 3: Market Place, there was some discussion that this would rely on a specific program of activities managed by a local coordination group and/or Council.

Ideas to improve the attractiveness and activities offered in Queen Street included:

- › Outdoor dining
- › Buskers and other live entertainment
- › Events in Coachmans Park (such a regular markets and music events)
- › Family friendly activities and points of interest for kids (dispersed along Queen Street)

LONG TERM MANAGEMENT

The long term management and maintenance, in particular the street trees was a constant point of discussion. Ensuring a realistic maintenance program for the trees, traffic and parking and the use of the footpaths by shop owners was identified as being important to the future success of the place.

Ideas to improve function and long term success of Queen Street included:

- › Provision of disabled parking
- › Keep on street parking on Queen Street
- › Limit the amount of visual merchandising on foot paths
- › Create better connections with shops and a better mix/offer
- › Extend the tree line north and east/west connections
- › Laneways to connect to nice seating/activity spaces



Part C

Place Framework

C1 CREATING A SENSE OF PLACE

The Place Framework establishes the future character, key drivers and directions that set the strategic direction for the enhancement of Queen Street, St Marys as a unique and meaningful ‘place’.

This section of the report aims to identify the underlying drivers that influence the future place character and directions to inform the preparation of the Streetscape Improvement Plan - Queen Street, St Marys.

Sense of place (place essence, character, genius loci) describes the personality or character of a place; whether it is relaxed, calm and modest or edgy, urban and challenging. How people perceive the character of a place is a combination of social aspects; the people, economic; the businesses, environmental; what it looks like and the cultural; behaviour and self expression.

The character of a place can differ greatly between two locations even if the land uses and designs are similar. Fundamental to this difference is the people; how they behave, what they are allowed to do, what kind of businesses they run, and how they communicate and express themselves. As such, place making relies on creating environments that reflect local values and aspirations by providing the invitation to behave (walk, sit outside, gather etc) in the ways that local people are likely to enjoy.

Place Making aims to build on the strengths of a place and its community to ensure the future place reflects their culture, stories and aspirations.

The Queen Street, St Marys Place Framework provides the strategic framework to guide the future enhancement of the place that reflects the values and aspiration of the local community. It synthesises the, community engagement findings, and place drivers to determine the emerging character of the area and provides recommendations for the creation of a place that will be attractive to people and invite self sustaining activity.

The following pages articulate the future story for Queen Street, St Marys.

PLACE FRAMEWORK SUMMARY DIAGRAM



C2 PLACE DRIVERS

Place Drivers are the synthesis of the contextual research and identify the long term strategic opportunities Queen Street, St Marys. They also provide a set of measures for the delivery of the Streetscape Improvement Plan as well as any other programs and plans that may occur for the enhancement of the place.

Place Partners has undertaken a contextual research (Part A) to understand the key influences or 'drivers' which underpin both the desired future Place Character of Queen Street, St Marys as well as the Place Making Directions for the Streetscape Improvement Plan.

COMMUNITY ENGAGEMENT THEMES

Understanding the concerns and aspirations of the community and their priorities for the future is an important contributor to the Place Drivers and Place Character. Throughout the engagement undertaken as part of this project, the community directions for Queen Street, St Marys include:

- › Safety - feeling and being safe
- › Things to do - reasons to spend time in the area
- › Staying local - building pride and responsibility
- › Street design - general improvements to the built environment
- › Connections - taking advantage of community assets and neighbouring offer
- › Street trees and vegetation - valuing street trees and increasing greenery
- › Art and heritage - intimate, integrated and related to local culture and heritage

INFLUENCES ON QUEEN STREET

A detailed review of the existing policy framework and data analysis to establish the social, economic, environmental and cultural (SEEC) aspects influencing Queen Street, St Marys was undertaken. The following provides the key findings of this research.

Social

- › General negative perception of personal safety
- › Strong overall population growth of St Marys
- › High proportion of lone households (30%)
- › Increasing number of single parent households (29% increase between 2006 & 2011)
- › 8.9% of all dwellings in St Marys are social housing

Economic

- › Household incomes are significantly lower when compared with the Penrith LGA average (\$996 v \$1432)
- › Dominance of professional and personal service businesses
- › A number of vacant shops along the street and strong local competition from enclosed shopping centres in close proximity
- › Potential of train station as economic generator
- › Limited evening economy

Environmental

- › High car dependence despite the proximity of the train station and bus interchange to Queen Street
- › Significant growth and development potential with LEP building heights and permissible land uses
- › Street trees strongly linked to the local identity though current maintenance issues
- › Wide footpaths provide for comfortable pedestrian movement along the majority of the street

Cultural

- › Traditionally anglo saxon but increasing diversity (Filipino, Indigenous, Croatian, Islanders)
- › Limited wayfinding to key community and cultural facilities
- › Strong pride in the community but not to the place
- › Location of banks and other services provides a weekly destination for local residents

PLACE DRIVERS

SAFE & SOCIAL

Creating a place that is **'SAFE & SOCIAL'** relates to both the physical attributes and community perceptions of the place. This driver is about the ways we can provide an enhanced feeling of safety and a variety of experiences, activities and offer that will attract people to socialise.

Research Foundation

- › Generally a negative perception of safety, particularly near the railway station
- › Number of vacant shops, the pub and methadone clinic contribute to the specific concerns about the northern end of the street
- › Queen Street not considered an evening destination due to lack of activities on offer and safety

EVOLVING CULTURE

Creating a place where the community can be positive, confident and proud contributes to the **'EVOLVING CULTURE'**. This driver is about embracing and actively supporting opportunities for positive behaviour change, building on the local uniqueness, community values and stories.

Research Foundation

- › Increasing cultural diversity of the local population
- › High proportion of visits to Queen Street are less than one hour in duration and mainly through the day
- › Street trees and wide footpaths are streetscape elements strongly connected to the identity of the place

ATTRACTING INVESTMENT

Creating a place that **'ATTRACTS INVESTMENT'** is built upon the first two drivers of safety and positive culture change. This driver is about the ways we can enhance and attract opportunities for local and external investment of time and resources into the area.

Research Foundation

- › Penrith LEP provides significant development opportunities, particularly around the railway station
- › Local retail competition from enclosed shopping centres in close proximity
- › The location of the railway station, library, open space, community services and facilities are key assets for Queen Street

CONNECTED

Creating a place that feels and is **'CONNECTED'** is about both physical accessibility as well as the psychology of the place. This driver is about the ways people can build relationships between each other and with their place as well as how this place can better connect to other places.

Research Foundation

- › Train station located at the northern end of Queen Street, however the majority of people arrive by car
- › High proportion of lone households and increasing number of single parent families in St Marys
- › Physical length and the visual difference between the northern end and the rest of the street create a psychological disconnection

C3 PLACE CHARACTER

The Place Character describes, in words, the look and ‘feel’, personality and experience of the place we are trying to create or enhance. The Place Character responds to the Place Drivers as well as the specific community aspirations for the type of place that they want to live, work and play in.

DESIRED FUTURE PLACE CHARACTER

CONFIDENT & LIVELY

Confident is about bringing the passion and pride back to the street, about being safe and relaxed and comfortable being a bit different and uniquely St Marys

Lively is about being attractive to people of all cultures, ages and at all different times of the day and week.

Imagine a future Queen St that is confident and lively, where people feel safe and proud, where they want to spend time and money.

The streetscape will contribute to this overall character by providing colour, movement, interactivity and fun. It will support improved safety and economic activity through lighting, outdoor dining spaces and more things for people to do which in turn will help create a confident and lively place. The overall feeling should be relaxed and generous, comfortable and interesting, local and connected



Images most selected by the community to represent their ideal future Queen Street, St Marys

PLACE DRIVERS

SAFE & SOCIAL

EVOLVING CULTURE

ATTRACTING INVESTMENT

CONNECTED

C4 PLACE MAKING DIRECTIONS

PRECINCTS & PLACES:

DEFINE THE WHOLE OF QUEEN STREET AS ONE PRECINCT WITH A VARIETY OF EXPERIENCES ON OFFER ALONG THE JOURNEY.

MATERIALS:

USE MATERIALS THAT ARE EASY TO MAINTAIN AND PROVIDE SAFE SURFACES, HOWEVER HIGHLIGHT WITH COLOUR, TEXTURE AND DETAIL.

STREET FURNITURE:

STREET FURNITURE SHOULD BE COMFORTABLE AND OF HIGH QUALITY, HOWEVER SPECIALITY HANDMADE ITEMS WITH COLOUR & DETAIL SHOULD BE LOCATED IN SPECIAL PLACES.

TREES & VEGETATION:

USE VEGETATION THAT PROVIDES SHADE AND UNIFIES THE STREET WHILE INCORPORATING 'SOFT LEAFED' SPECIES, SEASONAL CHANGE AND COLOUR.

LIGHTING & SAFETY:

PROVIDE LIGHTING FOR SAFETY BUT ALSO ATMOSPHERE AND USE VEGETATION & DESIGN TO CREATE ZONES AND PATHS THAT GIVE PEOPLE OPTIONS REGARDING LEVELS OF PERSONAL COMFORT.

WAYFINDING

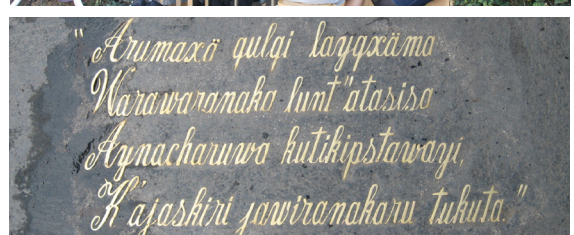
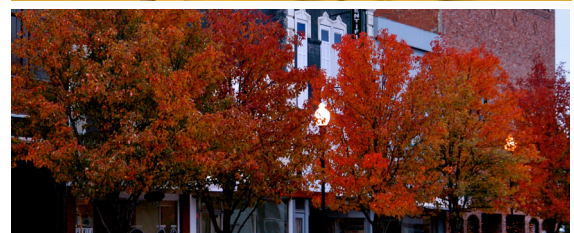
DIFFERENTIATE AREAS OF THE STREET TO CREATE CHARACTER ZONES AND HIGHLIGHT SAFE CROSSING POINTS AND 'STAYING PLACES' ALONG THE STREET. SIGNAGE NEEDS TO WORK BOTH WAYS; ORIGIN & DESTINATION.

STREET LIFE

FOCUS ON SELF SUSTAINING ACTIVITIES THAT ENCOURAGE A DIVERSITY OF PEOPLE AND EXTEND THE VISIT LENGTH AS WELL AS SHOPPING OPPORTUNITY.

ART & HERITAGE:

INTEGRATE INTIMATE ART, CULTURE AND HERITAGE INTERPRETATION OPPORTUNITIES INTO THE FABRIC OF THE STREET IN A WAY THAT IS INTERACTIVE AND MEANINGFUL.



C4.1 Direction - Precincts & Places

How a place 'reads' or is legible to users impacts how it is used. The differentiation of the northern end of Queen Street physically and socially has disconnected it from the community. Unifying Queen Street and then providing positive people places along the street will respond to community concerns.

PLACE MAKING DIRECTION:

DEFINE THE WHOLE OF QUEEN STREET AS ONE PRECINCT WITH A VARIETY OF EXPERIENCES ON OFFER ALONG THE JOURNEY.

CONSIDERATIONS:

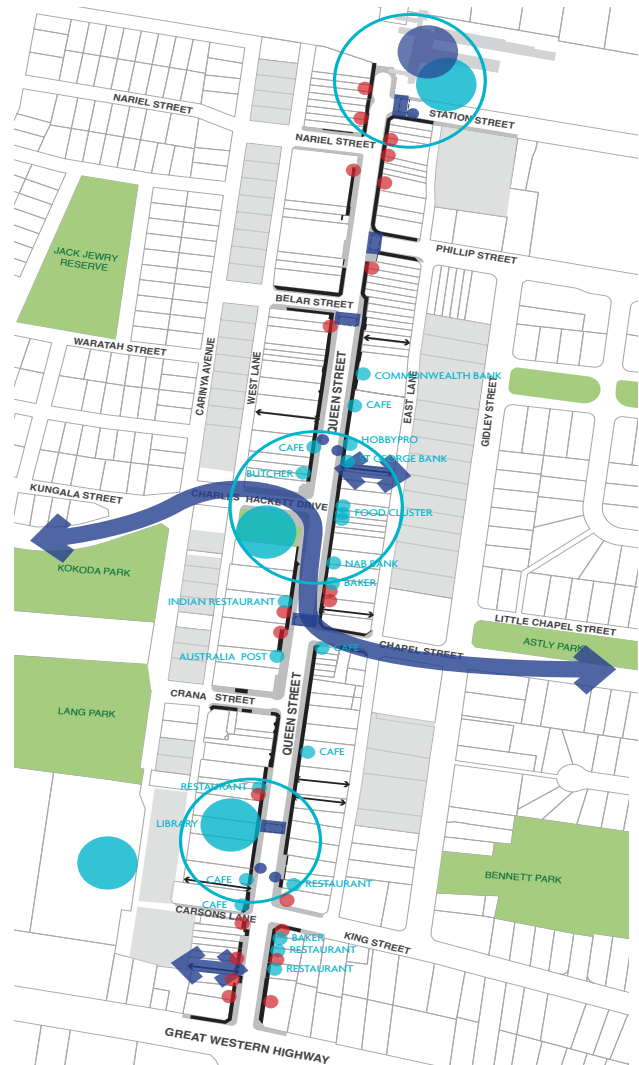
- › how to connect the train station to Queen Street rather than keep it separate
- › the east west link - possible green walking corridor
- › using existing clusters of services and facilities to catalyse activity and change
- › how to connect to surrounding community, recreation and cultural facilities

COMMUNITY ENGAGEMENT FINDINGS:

"St Marys Library [as a good place as a] hive for high school and primary activity, ie. homework club with late night closing" - Community Workshop #1

Railway Station precinct was a specific area identified as a priority for improvement and create a gateway into Queen Street - Community Workshop #1 & #2

ASSET & OPPORTUNITES MAP*



LEGEND

- CAR PARK AREA
- CADASTRE
- PEDESTRIAN FOOTPATH
- PARK / OPEN SPACE AREA
- AWNING
- CROSSING
- ARCADE / THROUGH CONNECTION
- VACANCY OR POORLY PERCEIVED
- +VE COMMUNITY/RETAIL ASSET
- +VE MOVEMENT/TRANSPORT ASSET



* Based on ideas from Community Workshop #1 participants

C4.2 Direction - Materials

The materiality of a place and the way elements are detailed reflects the perception of overall quality and investment in the place. A balance needs to be delivered between maintenance and embedding quality and character.

PLACE MAKING DIRECTION:

USE MATERIALS THAT ARE EASY TO MAINTAIN AND PROVIDE SAFE SURFACES, HOWEVER HIGHLIGHT WITH COLOUR, TEXTURE AND DETAIL.

CONSIDERATIONS:

- › using colour to support wayfinding
- › changes in texture that do not impact the less mobile
- › reflecting a more vibrant and positive future

COMMUNITY ENGAGEMENT FINDINGS:

Ideas for improvement included bolder, more contemporary street design - Community Workshop #1

Workshop and survey participants choose images that illustrated a variety of materials and textures, green, practical and colourful - Online/Business Surveys & Community Workshop #2

IMAGE EXAMPLES:



C4.3 Direction - Street Furniture

The creation of 'staying places' provides the direct invitation for users to interact with the street for more than just services or shopping. The quality and experience offered by the street furniture will reflect how people respect and use them.

PLACE MAKING DIRECTION:

STREET FURNITURE SHOULD BE COMFORTABLE AND OF HIGH QUALITY, HOWEVER SPECIALITY HANDMADE ITEMS WITH COLOUR & DETAIL SHOULD BE LOCATED IN SPECIAL PLACES

CONSIDERATIONS:

- › providing sheltered public seating
- › creating places for people to meet and socialise
- › differentiating seating pods along the street with different arrangements/colour/planting
- › utilising street furniture to create protected areas for safe children's play
- › accessibility in the location and design

COMMUNITY ENGAGEMENT FINDINGS:

Survey and workshop #2 participants identified seating images that illustrated a more bespoke design with a hint of colour, using natural materials (ie. wood) that also provided shading/shelter and landscaping

"Like the playground at Rouse Hill Town Centre, kids have funky seats to climb on, a water feature to play in and cafes around" - Comment, Community workshop #1

IMAGE EXAMPLES:



C4.4 Direction - Trees & Vegetation

Linking the natural to the urban softens hard landscapes and improves the overall perception of place. The existing Plane Trees are recognised for their value in creating a positive atmosphere as well as the challenges inherent with deciduous planting.

PLACE MAKING DIRECTION:

USE VEGETATION THAT PROVIDES SHADE AND UNIFIES THE STREET WHILE INCORPORATING 'SOFT LEAFED' SPECIES, SEASONAL CHANGE AND COLOUR.

CONSIDERATIONS:

- › vegetation to delineate different area and provide choices in the routes/pathways
- › planting that is lush and verdant rather than dry/spiky
- › providing shade over seating areas
- › providing protection from the summer sun and allow solar access during winter

COMMUNITY ENGAGEMENT FINDINGS:

Street trees were the most popular response when asked what people loved about Queen Street now (16%) and the streetscape element most valued by the community- Online survey results

"Still need the maintain the amenity that the trees create, but consideration for a different species or reducing how many there is in relation to street furniture" - Comment, Councillor Workshop

IMAGE EXAMPLES:



Orange - Business Survey results; Blue - Online survey results

C4.5 Direction - Lighting & Safety

Personal safety as well as the perception of general safety is a base requirement of any main street. Creating a place that feels safer and manages traffic impacts will attract a greater number and diversity of people, thus actually making is safer.

PLACE MAKING DIRECTION:

PROVIDE LIGHTING FOR SAFETY BUT ALSO ATMOSPHERE AND USE VEGETATION & DESIGN TO CREATE ZONES AND PATHS THAT GIVE PEOPLE OPTIONS REGARDING LEVELS OF PERSONAL COMFORT.

CONSIDERATIONS:

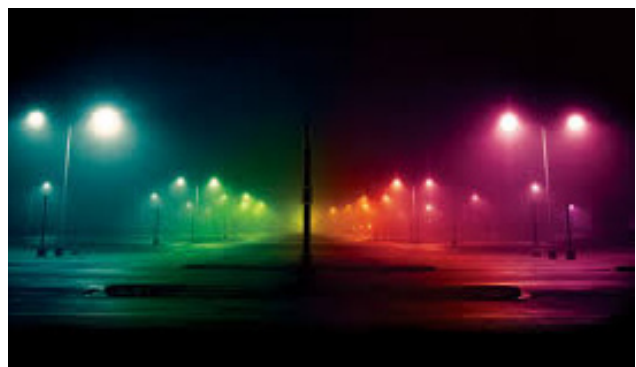
- › provide colour changes
- › appropriate street and pedestrian lighting
- › creation of a nighttime safe zone with lights, taxis, and late opening businesses
- › under awning lighting
- › light/art/safety function integration
- › coordination of tree and lighting locations

COMMUNITY ENGAGEMENT FINDINGS:

Improved lighting, particularly around the train station was a priority of Councillors, business and the wider community - Councillor Workshop, Online & Business Survey

Improvement of lighting for safety and as an artistic element was identified as a key implementation priority - Community Workshop #2

IMAGE EXAMPLES:



C4.6 Direction - Wayfinding

Queen Street is long with little differentiation and no clear connections to adjoining amenity and facilities. Clarifying and identifying paths, parking and places will encourage people to explore further than they may usually.

PLACE MAKING DIRECTION:

DIFFERENTIATE AREAS OF THE STREET TO CREATE CHARACTER ZONES AND HIGHLIGHT SAFE CROSSING POINTS AND 'STAYING PLACES' ALONG THE STREET. SIGNAGE NEEDS TO WORK BOTH WAYS; ORIGIN & DESTINATION.

CONSIDERATIONS:

- > encourage easy and safe crossings
- > extend the pedestrian journey - provide clear and safe links
- > highlight street assets such as the library
- > create a sense of welcome, inviting people to want to stay in Queen Street
- > ensure pathways and access points are accessible

COMMUNITY ENGAGEMENT FINDINGS:

“Need to create a more pedestrian friendly/pedestrian focused street [as a key priority]” Councillor Briefing

“Sometimes Queen Street just seems long and all the same. I would like a landmark to know where I am” - Comment, Community workshop #1

IMAGE EXAMPLES:



C4.7 Direction - Street Life

Retail is not the activator it once was, people are looking for leisure and pleasure opportunities from their town centres. Self sustaining activity from commuter desire lines to meeting places or places where children can safely play while parents relax will attract more people to use them. Events and other programs are a secondary layer and opportunity.

PLACE MAKING DIRECTION:

FOCUS ON SELF SUSTAINING ACTIVITIES THAT ENCOURAGE A DIVERSITY OF PEOPLE AND EXTEND THE VISIT LENGTH AS WELL AS SHOPPING OPPORTUNITY.

CONSIDERATIONS:

- > primary focus self sustaining daily activity ie commuter movement, local workers, daily shoppers
- > low maintenance and management
- > attract a range of ages and cultures
- > outdoor dining related to business
- > free seating for take away meals
- > temporary trading opportunities in key locations
- > activities to attract people at different times of the day and week

COMMUNITY ENGAGEMENT FINDINGS:

Outdoor dining was identified by 35% of all survey respondents as a preferred activity that best represents the future image of Queen Street - Online & Business Survey

Consideration for temporary vending opportunities, such as a coffee cart identified as an idea catering for commuters and activate the area near the train station - Councillor Workshop & Community Workshop #1

IMAGE EXAMPLES:



C4.8 Direction - Public Art & Heritage

Public art and heritage integration & explanation provide the opportunity to engage with public domain users in a personally meaningful way. High quality and interactive elements can celebrate what makes St Marys unique; its local stories, histories, heritage and culture.

PLACE MAKING DIRECTION:

INTEGRATE INTIMATE ART, CULTURE AND HERITAGE INTERPRETATION OPPORTUNITIES INTO THE FABRIC OF THE STREET IN A WAY THAT IS INTERACTIVE AND ENGAGING.

CONSIDERATIONS:

- > interactive and integrated
- > modest but fun and colourful
- > multi functional ie could be lighting or play equipment also seating or bins
- > reflects the local culture and history
- > supports local artists

COMMUNITY ENGAGEMENT FINDINGS:

“What I would like to see is a photograph of what was there ... in a place of prominence. .. with dates and a map of Queen St showing where they once were” Comment, Online survey respondent

Survey respondents chose public art images that were colourful sculptural, integrated as a way to tell the local story of St Marys

IMAGE EXAMPLES:



Orange - Business Survey results; Blue - Online survey results

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Part C

Public Art Strategy

in association with



C1 CONCEPTUAL FRAMEWORK

Local product is a rationale for the production, distribution and consumption of artwork that will enhance the economy, environment and community wellbeing of the St Marys' community and Queen Street.

Around the world there is a growing recognition of the importance of 'local product', be it through initiatives such as the Slow Food Movement that emerged from Italy in the 1980's or the spread in Australia of Farmers Markets where local artisan products are also featured. Not only is this about access to quality but about building local sustainability and sense of belonging to a wider community.

Culturally this concept of 'Local Product' shifts from the exchange of commodities to an exchange of ideas and knowledge about the local and creative products that are about place and have a resonance with the people going about their everyday lives.

The conceptual framework and artwork opportunities respond to the 'Lively and Confident' place character for Queen Street. They build on the engagement findings specific to the Streetscape Improvement Plan - Queen Street, St Marys project as well as previous community engagement undertaken by Council and discussions with Penrith City Council officers.

The artwork opportunities proposed are appropriate for Queen Street (ie. modest sculptural works, not too abstract) by encouraging works that are engaging, interactive, colourful and contribute to the local storytelling and history of St Marys and Queen Street.

C2 OPEN FOR BUSINESS

Open for Business is an artist in residency program designed for artists to create a dialogue with local shop owners, shoppers and the local community to build an understanding of and comment on, in a light-hearted way, the changing social and cultural environment of Queen Street as well as the wider St Marys area.

Following the community engagement process artists would display temporary artworks. Artworks may be in the form of installations, painted murals or quirky signage.

The aim of the opportunity is to 'distribute' local stories, culture and everyday experiences through the use of otherwise disused spaces to create a greater sense of community and inclusiveness.

It is proposed that Council, in collaboration with local shop owners, nominates vacant shop fronts and/or closed roller shutters to display artworks. Another way of 'distributing' the artworks may be through a series of platforms installed by Council on the footpaths in front of shops to create an intriguing, thought provoking, changing artwork display.

Different platform approaches could be considered, using specially fabricated 'produce crates' would be a quirky option (refer to image on the next page) or more generic display cases could be utilised.

LOCATION:

Use of vacant shop fronts and the roller doors on shop premises as well as display platforms distributed along the street. The existing ownership arrangement of the footpaths would need to be considered when siting either platforms or small scale works



C3 HIDE AND SEEK

The opportunity is for contemporary integrated works which expresses the history of the area, past industries and labour force.

Artist may wish to draw inspiration from past industries such as the tanning and wagon building or the World War II munitions factory. There is opportunity for artists to creatively represent the area's historic timeline or industrial roots through a 'local produce trail' of artworks.

This would invite the community and in particular children to creatively discover the history of the area by seeking out the next artwork. Options could include historic poems, quotes or imagery.

Artworks integrated into the pavement may be in the form of paving inserts or applied applications. Integration with street furniture, such as bollards, tree grates and inspection service covers could also be adopted.

LOCATION:

Distributed along Queen Street and at key seating nodes and nominated activity areas

C4 RETAIL THERAPY

Retail therapy is “*shopping with the primary purpose of improving the buyer’s mood or disposition.*” (Wikipedia, accessed 2013)

In reference to the definition, artworks are intended to engage the shoppers and lift their ‘mood’, through humour.

Artists would be invited to respond to the modern day consumption of mass produced products in a quirky and light-hearted way. It is intended that the works would be fun, engaging and tactile.

Options to incorporate lighting within the works could be explored by the artists to create a night-time experience and bring life to the street after dark. The artwork may also function as seating or resting points along the street.

LOCATION:

A series of small scale works distributed along Queen Street, potentially at key transition locations such as the arcade connections/through-ways or activity areas.





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Appendix 1

Community Engagement Summary

SURVEY FINDINGS

Between 25 February and 25 March, a total of 202 surveys (face to face and online) were completed by business owners, employees, residents and shoppers. The purpose of the surveys was to understand what the community liked about Queen Street, what needed to be improved, and what they envisioned their ideal future Queen Street would look and feel like.

METHODOLOGY

Both the face to face and online survey asked a mix of open ended and closed questions. Responses to all of the open ended questions have been coded into common themes for ease of reading and comparison. The percentage for each of these questions has been calculated by the total number of responses provided and not the total number of surveys completed.

Questions that an answer was not provided were also categorised to determine the total percentage of non-responses for each question.

KEY FINDINGS

Street Tree Debate:

The street trees are seen as key to Queen Street's identity. However both business and online respondents were conflicted. While they valued the attractiveness of the trees, business respondents were concerned with the impacts of the trees on the streetscape and their businesses.

Having a place to be comfortable:

Providing a comfortable place to sit, eat and meet people was something all survey respondents felt was lacking. Outdoor dining was also seen as a key component of the ideal future Queen Street and attracting people in the evening

Focus on the look and feel of Queen Street:

Overall place character was a key priority for improvement. Creating a greater sense of safety in Queen Street was something that both business and the community agreed needed to be a priority for the SIP - Queen Street, St Marys project.

What people value most:

The three aspects of Queen Street now most valued by business and online respondents were:

Community	Business
Street trees	Variety of shops
Parking	Friendly community
Variety of shops	Convenience

Interestingly, while almost half of the business have been operating for over 10 years in Queen Street, 17% of respondents said that there was nothing that they liked about it.

What concerned people most:

Although outside the scope of the project, the location of the methadone clinic and the anti-social behaviour believed by the local community to be associated with this service, was an issue that concerned both business and online respondents.

While outside the scope of the project, online respondents also expressed concern with the current condition of the buildings and shopfronts, while business respondents were almost equally concerned with the general condition of the streetscape such as seating, landscaping etc.

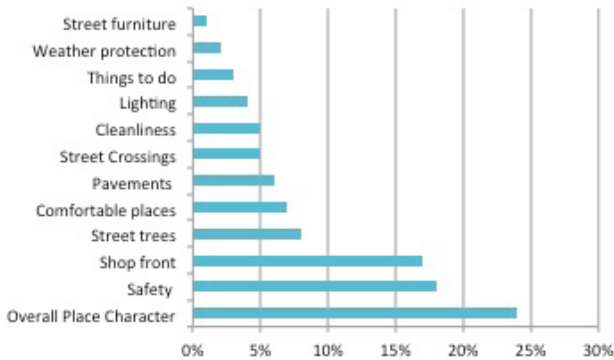
Priorities for future improvements

Comfortable place to eat, sit and meet and shopfronts were two streetscape elements that all survey respondents agreed needed significant improvement.

Streetscape Elements Needing Significant Improvements: Top 3	
Community	Business
Shopfronts	Comfortable places
Comfortable places	Safety
Overall place character	Shopfronts

Safety was also a priority, rated within the top 3 for business and the fourth highest response by online respondents. This was also reflected with safety being rated as the second most important streetscape element to be improved by business and online respondents combined.

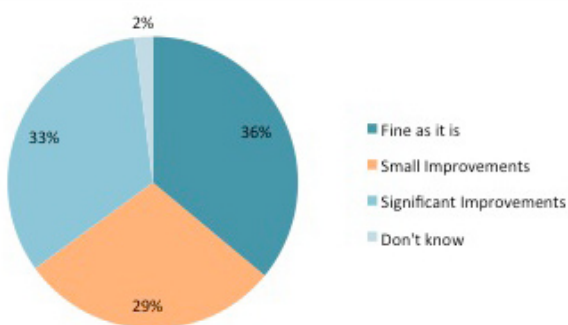
Most important streetscape element to improve



General conflict as to the level of improvements required:

Regarding the need for improvement, street trees proved to be a point of contention amongst both business and online respondents. Combined, an almost equal amount of respondents felt that they are fine as they are to those that felt they required significant improvement.

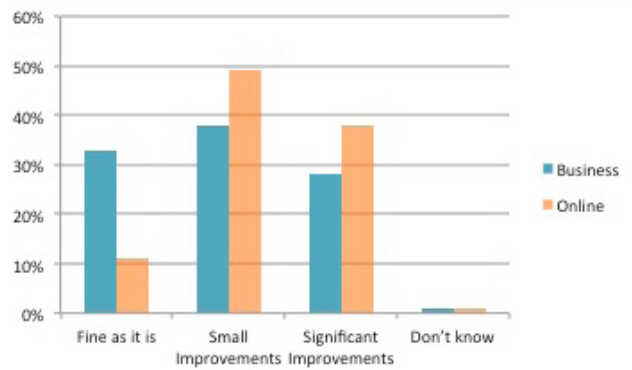
Street trees



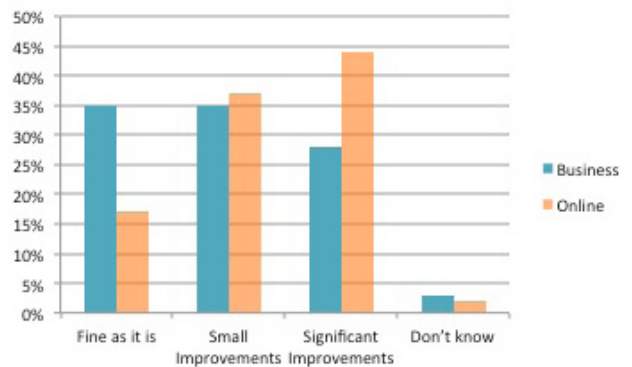
Different perceptions of business and the wider community:

The current condition of street furniture and the cleanliness of Queen Street were 2 streetscape elements that the business and online respondents differed in their opinion of it being fine as it is.

Street Furniture



Cleanliness



THE FUTURE QUEEN STREET

The following images had the most support by both business and online respondents combined. They capture the desired character and feel of the future streetscape for Queen Street and provide a clear direction as to the types of materials, design elements, and infrastructure to be considered through the preparation of the preferred concept developed for Queen Street, St Marys.



Business Surveys

On 27 and 28 February 2013, Place Partners conducted 40 face to face survey with business along Queen Street. The majority of businesses approach were keen to talk about what they felt were important for the future improvements Queen Street.

The surveys were conducted with ground floor businesses due to the limited occupation of the upper floors. Based on the categories of businesses and quantity of each existing along Queen Street, the businesses targeted aimed to provide a representative sample of the current mix.

ABOUT THE QUEEN STREET BUSINESSES & EMPLOYEES

The majority of respondents were female (73%), aged between 26 to 45 years (40%) and 46 to 55 years (25%).

Almost half of respondents were the owners of the business (48%) and the concentration of personal service type businesses (ie. hairdressers) that are more likely owned by females could have contributed to the high proportion of female respondents.

This may also have contributed to issues such as safety and cleanliness rating highly as the most important streetscape elements to be improved.

Interestingly, one-quarter of respondents listed a language other than English being spoken at home reflecting the increasing cultural diversity of the local community.

WHERE PEOPLE LIVE & HOW THEY GET TO QUEEN STREET

Over half of people working on Queen Street live outside the Penrith Local Government Area (LGA) with only a small proportion living within St Marys (5%) and 33% living elsewhere within the Penrith LGA.

Despite business owners and employees were more likely to live outside of the area, 40% of the businesses have been operating in Queen Street for more than 10 years and 28% over 5 years.

The combination of people coming from outside the LGA and the amount of car parking available, it is not surprising that the most common mode of transport was by car (95%) and no one walked to work.

It is noteworthy that only 5% of people use the train or bus to get to work, particularly given the proximity of St Marys Station, bus interchange and the multiple bus stops along Queen Street.

QUEEN STREET NOW

A range of responses were provided in answer to questions 5 and 6 and as such have been categorised into common themes for ease of comparison.

Q4. What are the 3 things you love about Queen Street (open ended – up to 3 answers)

The variety of shops, the convenience of Queen Street's location and the friendly community were aspects most liked by businesses. The existing street trees was the only streetscape element that rated within the top 5 responses as something people liked about Queen Street now.

Despite 40% of the businesses having been operating in Queen Street for more than 10 years and 28% over 5 years, 17% of respondents did not like anything about Queen Street and was the highest response to this question.

THINGS LIKED ABOUT QUEEN STREET	% OF RESPONSES
Nothing	17% (12)
Variety of shops	11% (8)
Friendly community	11% (8)
Convenient (location)	10% (7)
Trees	10% (7)
Wide footpaths/streets	6% (4)
Available services (banks etc)	4% (3)
Pedestrian Crossing	4% (3)
Character "high street feel"	4% (3)
Cultural diversity/people	4% (3)
Parking	3% (2)
Things to do/events	3% (2)
Fine as it is	1% (1)
Green spaces	1% (1)
Cleanliness	1% (1)

Q5. If you could improve anything about the streetscape what would it be? (open ended)

Further improvements and upgrades to the streetscape in general was the most common response from businesses as to what they felt could be improved. However, 9% of respondents (third highest response) liked the streetscape the way it currently is.

Interestingly, while 10% of respondents identified the street trees something they liked about Queen Street now, an equal number (10%) wanted the street trees either removed or replaced with a different species. Surveyors noted that the reasons provided related to the leaf debris, damage to footpaths and the general maintenance required.

Although not within the scope of the SIP project, the removal of the methadone clinic was the second highest response to improve the look and feel of Queen Street.

STREETSCAPE IMPROVEMENTS	% OF RESPONSES
General streetscape upgrades (footpaths, seating, landscaping etc)	16% (11)
Methadone clinic	12% (8)
Like it the way it is	9% (6)
Cleanliness	9% (6)
Parking (more & management)	9% (6)
Trees: remove	7% (5)
Traffic management/ pedestrian safety	7% (5)
Safety (lighting etc)	7% (5)
Revitalise building/ shopfronts	4% (3)
Don't know	4% (3)
Variety of shops	3% (2)
Trees: replace with different types	3% (2)
More activities	3% (2)

Q6. To what extent do you think that each of the following streetscape elements could be improved? (closed question)

More than half of all business respondents felt that comfortable places to met, sit and eat, safety and shopfronts along Queen Street require significant improvement. It was also agreed by over half of respondents that street crossings were fine as they are, which could be attributed to the recent improvements undertaken by Council.

This agreement amongst businesses provides a clear direction regarding their priorities for the future streetscape improvements that are required.

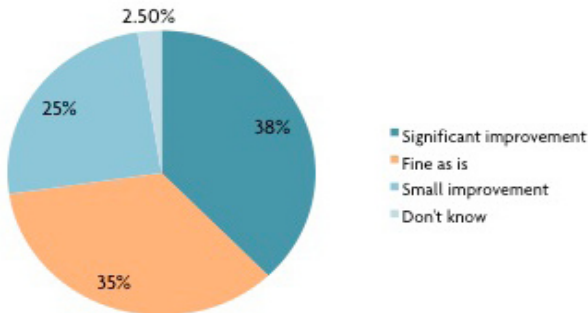
The table below illustrates the top 3 streetscape elements that were rated fine as they were, needed small or significant improvement. Interestingly when asked about lighting, 13% did not know the level of improvement required. Antidotally, a common reason for this was that respondents did not visit Queen Street in the evening.

TOP 3		
Fine as it is	Small improvement	Significant improvement
Street crossings (58%)	Street Furniture (38%)	Comfortable places (63%)
Cleanliness/ Maintenance (35%)	Cleanliness/ Maintenance (35%)	Safety (53%)
Street trees (35%)	Overall Place Character (35%)	Shopfronts (50%)

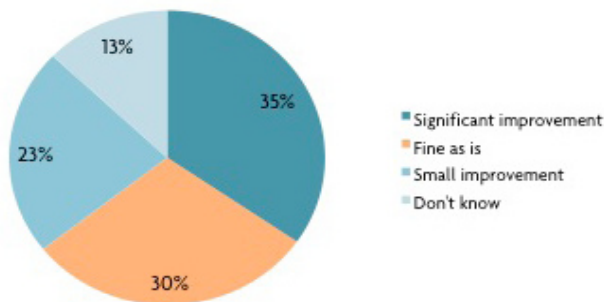
However, the survey results also reveal a conflict amongst the business community regards some of the streetscape elements listed. The graphs below show those streetscape elements that revealed some conflict amongst the business respondents as the whether they require significant improvement or are fine as they are.

Like when asked in general about Queen Street now they liked and needed improvement, results for this question again reveal a disagreement between business respondents. While 35% felt that they were fine as they are an almost equal proportion (38%) felt that significant improvements were needed.

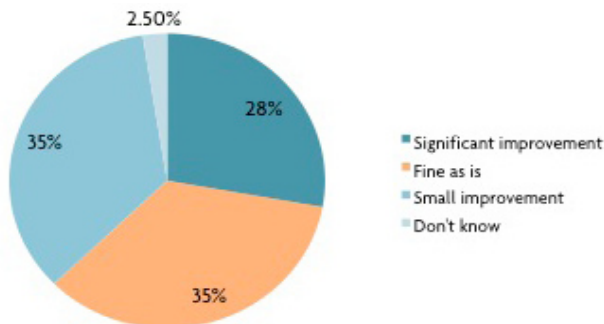
Street trees



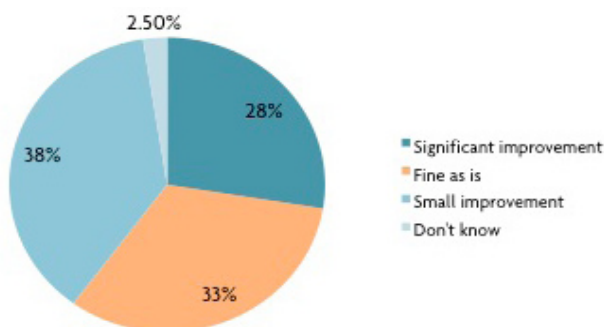
Lighting



Cleanliness/maintenance



Street furniture

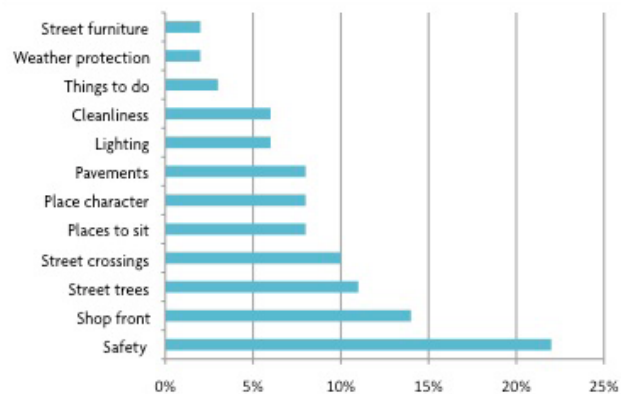


Q8. Out of the list, which do you think is the most important to be improved in the streetscape improvement plan? (closed question)

Respondents were asked to identify which streetscape element that they felt was the most important to address through the future streetscape improvements.

A clear priority of businesses was the improvement of safety with almost one-quarter of total responses, which could be reflective of the high proportion of young female respondents to the business survey. Interestingly, the top 2 priorities for improvement, being safety and shopfronts are outside the scope of the SIP project.

While a majority of respondents in the previous question agreed that comfortable places to meet, sit and eat required significant improvement only 8% rated it as being a priority within the future streetscape improvements



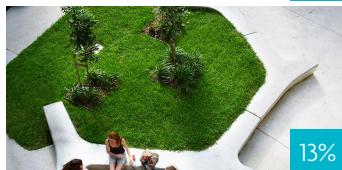
OVERALL STREETScape



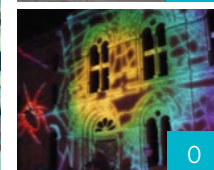
ACTIVITIES



SEATING



PUBLIC ART



THE FUTURE QUEEN STREET

Q9. Which of [the following] examples best captures your image of the future Queen Street? (closed question)

Aiming to understand local business aspirations for the future character, look and feel of Queen Street, respondents were presented with 5 images and they were asked to choose which best represented their ideal vision of Queen Street in the future. The images offered examples from conservative to an option that provides a design and style aiming to push the perceptions of what people would expect for Queen Street and all were selected as being appropriate and viable options for Queen Street.

The images on the adjacent page illustrate the preferences of businesses as to what their ideal future Queen Street might look like, feel like and the types of things to do.

The results illustrate that businesses have a clear preference for a green, shaded streetscape that provides seating and opportunities for outdoor dining. A more bespoke design of seating was preferred by businesses in softer materials that are still easy to maintain.

Free activities within the public realm was the most popular image that best represented the future ideal Queen Street for business. Markets and outdoor dining opportunities also rated highly (28% and 24% respectively).

An equal number of respondents (30%) preferred the 3 more modest examples showing pavement art, traditional figurative and colourful sculptures as being appropriate for Queen Street.

Q10 What type of activities would you come to Queen Street for in the evening? (open ended question)

The provision of outdoor dining and restaurant options along Queen Street (38%) was an activity that businesses felt would attract people to Queen Street in the evening.

Other activities that were felt would attract people in the evening included; family and youth activities (13%), live performances (11%) such as music and theatre and outdoor movies or cinema (7%).

It is also noteworthy that 7% of respondents said they wouldn't visit Queen Street in the evening. Anecdotally, the reasons discussed for this response was the perception of safety, even if improvements were made.

Q11 What aspects of St Marys' culture or heritage should be part of the future improvement to Queen Street? (open ended question)

Almost one-quarter of business respondents (24%) did not know what specific elements of the local history and culture would be important to be integrated within the future Queen Street improvements. This may be a result of over half of the respondents living outside the LGA.

22% of businesses felt that the provision of general information about the history of Queen Street and the area within the streetscape was important and could be achieved through a variety of ways, such as signage, information within the pavement and through public art and better connections to the library and surrounding parks, community and cultural facilities.

The recognition of the cultural diversity (9%) of the area was also an aspect of the local story that respondents identified as being important.

Community Survey

Between 27 February and 25 March 2013, a total of 160 community surveys were completed online by residents, shoppers, landowners, business owners and employees. It aimed to understand the current positive and negative perceptions regarding the streetscape as well as get a picture of the community's aspirations are for the type of place they would like Queen Street to be.

DEMOGRAPHIC PROFILE OF RESPONDENTS

The response to the online survey by females was slightly higher than males (58% and 42% respectively). Only 12% of younger people under the age of 25 responded which is an under representation of this age group that make up 32% of the St Marys population.

The highest proportion of respondents were visiting Queen Street from outside the LGA, however the residents from St Marys, St Marys North and St Marys South combined represented 36% of total respondents. An additional 25% of visitors are coming to Queen Street from other suburbs within the Penrith LGA.

Unlike business respondents, only 3% listed a language other than English being spoken at home.

VISITING QUEEN STREET

The most common mode of transport to Queen Street was by car 83%. Unlike businesses, 13% of online respondents walk to Queen Street, while only 4% came to Queen Street via public transport (bus and train).

Interestingly the total percentage of people that walk to Queen Street is similar to the proportion of households that do not have access to a private vehicle (15%) within the local area.

Access to services such as banks and medical (30%) and shopping (29%) were the most common reasons to visit Queen Street. This, combined with 59% visiting Queen Street at least once per week and the majority of visits (76%) being less than 2 hours in duration, reinforces Queen Street's role as a destination to access local and convenient services, rather than a place to stay and spend time.

The percentage of respondents that visit Queen Street daily (26%) closely correlated to the total of people that came to Queen Street for work (26%)

QUEEN STREET NOW

A range of responses were provided in answer to questions 5 and 6 and as such have been categorised into common themes for ease of comparison.

Q5. What are the 3 things you love about Queen Street (open ended – up to 3 answers)

While the types of things that people liked most about Queen Street are those that are outside the scope of the SIP project, the street trees was the most popular that respondents like about Queen Street. 11% of respondents nominated the available parking as an aspect of Queen Street they liked, which is not surprising given the abundance of parking in close proximity to the street

12% of respondents (second highest response) did not answer the question, which may indicate that there is nothing that they like about Queen Street.

THINGS LIKED ABOUT QUEEN STREET	% OF RESPONSES
Trees	16% (47)
Not answered	12% (36)
Parking	11% (30)
Variety of shops	10% (29)
Wide footpaths/streets	9% (26)
Convenient (location)	6% (17)
Available services (banks, medical, etc)	6% (17)
Character "high street feel"	5% (13)
Nothing	3% (8)
Pedestrian Crossing	3% (9)
Cultural diversity/people	2% (5)
Green space	2% (5)
Things to do/events	1% (4)
Cleanliness	1% (4)
Activities/Events	1% (1)

Q6. If you could improve anything about the streetscape what would it be? (open ended)

Respondents were encouraged to specifically think about the streetscape, however the majority of aspects that respondents identified a desire to see improved are those outside the scope of the SIP project, such the revitalisation of buildings, removal of the methadone clinic and the variety of shops.. Interestingly, responses provided related to the attractiveness of Queen Street, safety and things to do.

Of the 10% of responses categorised as ‘Other’ the majority related to visual improvements to the streetscape such as: “Improve hotel, less vacancy in shops and they need to take better care” and “Enrich the railway end of Queen Street creating a safe and welcoming feeling to visit and live in St Marys”.

STREETSCAPE IMPROVEMENTS	% OF TOTAL
No answer	18% (47)
Revitalise building shop fronts	14% (36)
Move methadone clinic	10% (27)
Other	10% (26)
Variety of shops	8% (22)
General streetscape improvements	8% (21)
More greenery	7% (18)
Cleanliness	7% (18)
Safety (lighting etc)	6% (17)
Traffic management and pedestrian safety	4% (10)
Replace trees with different species	3% (7)
More activities	3% (6)
Remove trees	2% (5)
Fill vacant shops	2% (4)
More parking and management of parking	1% (2)



Q7. To what extent do you think that each of the following streetscape elements could be improved?

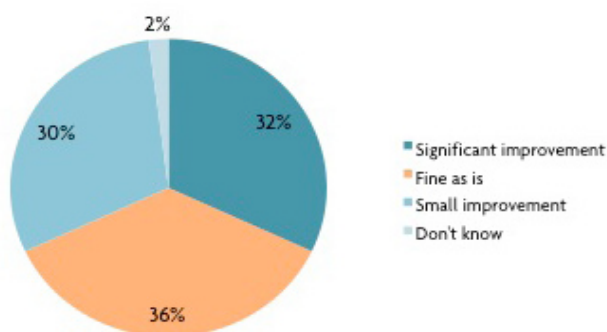
More than half of all online respondents felt that shopfronts (74%) and comfortable places to meet, sit and eat (67%) along Queen Street require significant improvement. The overall place character (63%) also rated highly and over half of respondents also identified safety as elements needing significant improvement. This provides a clear direction regarding the community's priorities for the future streetscape improvements.

Street crossings was the streetscape element that almost half of respondent felt was fine as it. This agreement amongst businesses provides a clear direction regarding their priorities for the future streetscape improvements that are required.

However, the survey results also reveal a conflict amongst the wider community in regards the street trees and whether they were fine as they are or needed significant improvement. The graphs below shows this lack of clarity and may indicate that future options for the street trees in Queen Street may be contentious.

TOP 3 STREETScape ELEMENTS		
Fine as it is	Small improvement	Significant improvement
Street crossings (45%)	Pavements (50%)	Shop front (74%)
Street trees (36%)	Street furniture (49%)	Comfortable places (67%)
Pavements (18%)	Weather protection (42%)	Overall place character (63%)

Street trees

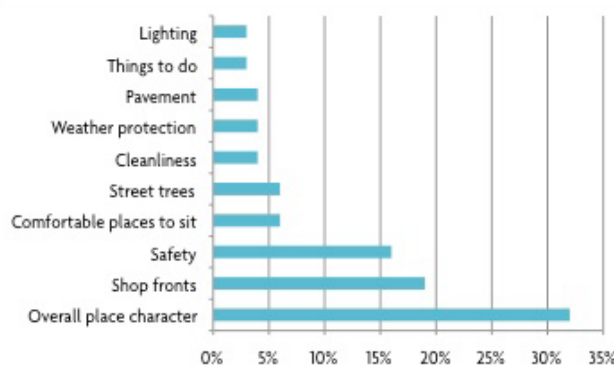


Q8. Out of the list, which do you think is the most important to be improved in the streetscape improvement plan? (closed question)

Clearly the community priority for the future streetscape improvement of Queen Street is related to the overall place character with approximately one-third of total responses.

Interestingly, the next 2 highest priorities identified by the community, shopfronts (19%) and safety (16%) are outside the scope of the SIP project.

The prioritisation of overall place character and shopfronts by the community closely correlates with the response to the previous question with both ranking as the highest and third highest of all streetscape elements that need significant improvement.



THE FUTURE QUEEN STREET

Q9. Which of [the following] examples best captures your image of the future Queen Street? (closed question)

Aiming to understand local community's aspirations for the future character, look and feel of Queen Street, like with the business survey, the images on the adjacent page illustrate the preferences of respondents to the online survey as to what their ideal future Queen Street might look like, feel like and the types of things to do.

In regards to the overall streetscape, seating and activities for Queen Street, the community provided a clear direction to information the place making strategy.

In regards to the public art preference, similar to the business respondents, an almost equal number of respondents preferred the 3 more modest examples as being appropriate for Queen Street.

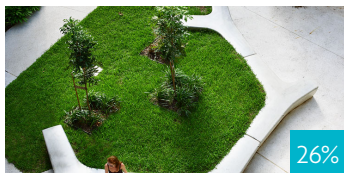
OVERALL STREETScape



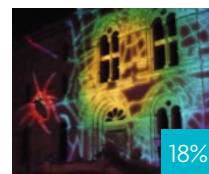
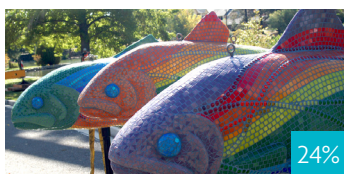
ACTIVITIES



SEATING



PUBLIC ART



Q10 What type of activities would you come to Queen Street for in the evening? (open ended question)

As with businesses the provision of outdoor dining and more restaurants options would attract them to Queen Street in the evenings with over one-quarter of the total responses.

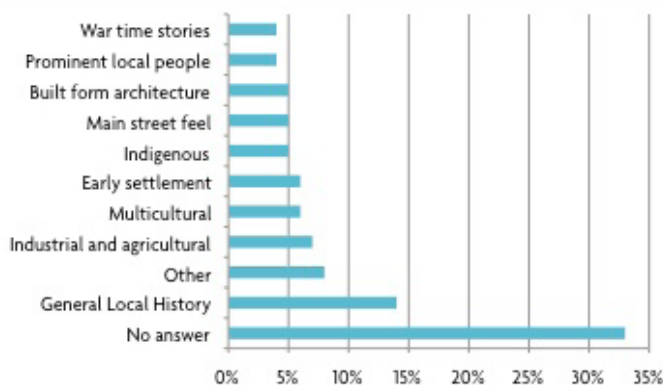
Other activities that were identified included; markets (15%), live performances (1%) and more events and activities in general (10%). Even with improvements to the streetscape, 4% of respondents said that nothing would attract them to Queen Street in the evening as it was not safe.

Anecdotally the 20% of respondents that did not answer this question may also indicate a similar feeling to those that answered nothing, being unable to visualise Queen Street as an evening destination due to the current perceptions of safety and the current lack of things to do.

Q11 What aspects of St Marys' culture or heritage should be part of the future improvement to Queen Street? (open ended question)

The lack of stand out responses to specific cultural and historical aspects can be taken to confirm that there is no one aspect of the local history or culture that should be dominant within the streetscape.

33% of respondents did not answer this question; anecdotally this could be indicative of a portion of the community not knowing the specific stories of St Marys. However, there was a desire for information about the general local history and stories to be integrated into future streetscape improvements.



COUNCILLOR WORKSHOP & BRIEFING

A Councillor workshop with Penrith City Councillors was facilitated by Place Partners with Spackman Mossop Michaels on 18 March 2013, with a formal briefing on the engagement process, Place Framework and 3 concept schemes provided to Councillors on 6 May 2013.

COUNCILLOR WORKSHOP: 18 MARCH 2013

The purpose of the workshop was to provide a briefing about the SIP Queen Street, St Marys and key findings of the research to date, gain input regarding the engagement process and discuss what area the challenges, opportunities and key priorities for Queen Street. A total of 8 Councillors attended, including 4 Councillors representing the East Ward

KEY ISSUES

Councillors were asked what they thought were the key issues that the SIP Queen Street, St Marys project should consider. While a number of aspects of Queen Street were raised, discussions focused on the following 5 key issues:

- › Look and feel of the railway station and surrounding area;
- › Shopfronts
- › Footpaths
- › Lighting
- › Access

Train station and northern area of Queen Street

This was the key issue discussed at the workshop. Councillors described the area as currently looking sparse, unattractive and 'grubby' creating a feeling of being unsafe. Although one Councillor commented that the statistics do not reflect this perception.

The location of the methadone clinic, unattractiveness of the shops in this area, a lack of lighting, people/traffic movements and having 'eyes on the street' were reasons identified as to why this area felt unsafe.

The lack of activity and the hours of operation (8.30am-5pm) of surrounding shops not providing for commuters as well as the decreased frequency of the trains later in the

evening were also identified as contributing factors.

Possible solutions discussed to improve the look and feel of safety in the area included:

- › Location of a coffee cart to activate the space and provide for commuters using the station
- › General streetscape improvements ie. more seating and better lighting within the area
- › Changing the current turning circle from being a road space into a shared space
- › Alteration to the traffic arrangements to direct more traffic along Station Street and therefore increase surveillance through greater traffic movements.
- › Turning the section of Phillip Street (where it intersects with Queen Street) into a mall creating an alfresco dining area to increase the traffic movement along Station Street
- › Activities to attract more people at all hours to increase the surveillance in this area
- › Increase of residential development opportunities in the area
- › More lighting near the railway station and also from the shops in the surrounding area.

While one Councillor suggested the installation of CCTV as a solution, another felt that this will not provide a long term solution, as it just moves the issues to another area.

Shopfronts

The condition and presentation of shop fronts along Queen Street and how they contribute to the current negative image of the place was another key issue discussed.

One Councillor noted that there has already been an attempt by Council with an offer to paint the window shutters but that only 6 shops took up the offer and while they look great, it has had little impact. As a response to this, a suggestion was for Council to focus any future enhancement program in one section of Queen Street to try and create a 'wow' factor and the impact needed to encourage other shop owners to be involved.

Through the discussions, Place Partners suggested that Council should look at ways to ensure value for money of any future improvement program. Examples include a dollar for dollar scheme, so both Council and shop owners are involved and invested in the improvement of

the shopfronts along Queen Street. Other examples of successful shopfront enhancement programs in Windsor (NSW) and London for the Olympics were cited as how it can help change the look and feel of a place.

Footpaths

The unique ownership arrangements of the footpath along Queen Street was seen as being both an advantage and disadvantage to activating Queen Street.

In some cases, the footpath space to the edge of the awning is owned by the landowner, though Council manage and maintain it. While this allows for the additional width of the footpaths, which is seen as an asset, the ability for Council to control what happens and make changes within this space was also highlighted as a challenge.

Lighting

The discussion about lighting was primarily focused on the northern area of Queen Street, though it was an issue that one Councillor felt was the key problem across the whole of Queen Street.

The lack of illumination from shop signage and also the shops themselves, due to the number of vacancies and the shutters was identified as a contributing factor. Also discussed was the need for lighting to be more focused on the footpaths and people, rather than the road area to increase safety for pedestrians.

Access

The limited physical and direct access in the evenings from the car parking through to Queen Street was raised as a key issue.

Currently there are only 1-2 laneways that pedestrians can access through to Queen Street as the others are privately owned and closed in the evening. The most used laneway is located near the Commonwealth Bank however Councillors felt that its cleanliness does not provide a nice impression for people coming to Queen Street.

KEY PRIORITIES

The key priorities identified by Councillors to consider through the SIP included:

- › Lighting that is focused more on the footpaths and people not the road. The fairy lights that were previously in the trees was cited as an example of making the street attractive and increasing the feeling of being safe.
- › Need to create a more pedestrian friendly/focused street
- › Need to increase the variety of shops and more restaurants along Queen Street
- › Increasing surveillance through altered traffic arrangements to direct traffic along Station Street and also ways to attract more people into the area at different hours of the day and night through programming and 'soft' infrastructure.
- › Create a balance between the trees and street furniture providing along Queen Street. Still need to maintain the amenity that the trees create, but that consideration for a different species or reducing how many there are with the location of street furniture is needed.
- ›

COUNCILLOR BRIEFING: 6 MAY 2013

The purpose of this formal Councillor briefing was to provide an update on the engagement process undertaken for the project, present the Place Framework for Queen Street and the 3 concept scheme options, developed to reflect the desire future place character and information gained through the surveys and community workshop #1. A total of 14 Councillors attended.

Generally all 3 concepts were positively received, with some Councillors commenting that the preferred direction for the SIP could incorporate elements from each one.

SIP CONCEPT SCHEME OPTIONS

The majority of Councillors commented that Concept 1: Green Way was attractive, in particular the greening and soften of the street edges through landscaping. Overall Councillors liked the amenity that the trees and landscaping provided however concerns with the maintenance continued to be an issue.

Street trees dominated discussions in relation to the species, installation and long term maintenance. It was agreed that the future design concept and implementation for the SIP must ensure that the current challenges can be adequately managed in the future.

The retention of the drop off area and the Railway Station Plaza being a shared space within Concept 2: Lighting and Art was seen as a definite positive aspect. Councillors commented that the current drop off arrangement at the railway station was heavily utilised and this function should be retain and a pedestrian only area was not ideal in terms of safety and function.

There was some concern as to the acceptance of the Market Place scheme and the possible impact that this may have on businesses in Queen Street.

Other comments raised at the briefing included:

- › Importance of implementing temporary solutions in the interim. It was seen that these 'quick wins' may help to encourage participation from local business and community organisations, such as Fusion.
- › Management of the current footpath ownership arrangements
- › Partnerships with local business for future improvements
- › Importance to form strong connections to the surrounding shopping centres
- › Importance to form strong connections to the surrounding shopping centres

COMMUNITY WORKSHOP #1

On 26 March 2013, the first community workshop was facilitated by Place Partners. A total of 31 residents, business owners and council staff participated in the workshop. The purpose was to understand the community's vision for the future place character of Queen Street and ideas for improvement to inform the preparation of the SIP.

The workshop was divided into the following process:

- › Presentation of research findings and overview of the SIP project
- › Identify the key challenges and opportunities for Queen Street
- › Define the qualities that make Queen Street unique now that traits that the community wanted expressed in the future
- › Identify, spatially and describe in words ideas that would enhance of Queen Street
- › Identify the key priorities for future improvement

KEY WORKSHOP FINDINGS

The workshop provided both quantitative and qualitative information regarding community concerns and aspirations for Queen Street. The following provides a summary of key takeaways from the workshop that are relevant to the SIP for Queen Street, St Marys.

- › The community is proud of Queen Street, but expressed a desire for positive change
- › Some long term residents seemed to find it difficult to visualise Queen Street different to how it is now
- › The community were aware that the overall visual improvement of different street elements can have positive impact on the character of the street.
- › Participants also understood that the place character is a key contributor to the perception of safety
- › Participants expressed concern with the condition of the shop frontages and the negative impact this has on the character of Queen Street
- › The community want Queen Street to be clean and attractive



CHALLENGES AND OPPORTUNITIES FOR QUEEN STREET?

Participants were invited to identify what they felt were the challenges and opportunities in terms of the SIP for Queen Street. The aim of this exercise is to understand the key issues that currently exist and the key opportunities that current influence the perception and function of the place. From all the individual responses, a number of themes emerged.

CHALLENGES:

THEME	RESPONSES
Community Expectations	Meeting diverse expectations (2)
	Make a place people come to do there shopping
	Attract development
	Better retail mix, better quality goods
	Creating community alignment with diverse population
	Making it friendly and accessible to all
	Sense of pride about change
Anti-social behaviour	Vandalism and graffiti (4)
	Theft and petty crime
	Smoking
Cleanliness	Cleaning up frontages (2)
	External management for shop fronts (2)
	Cleaning footpaths
	Overall presentation of properties
Street Trees	Street tree management (3)
	Drainage maintenance and flooding
	Constant root issues – impacting safety and aesthetics
Physical Infrastructure	Parking (2)
	Footpaths and pavers uneven, un-safe
	The station ends buildings and footpaths
	Crossing the street during rain
Scope of the project	Budget (2)
	Edge to kerb making enough difference
	The length of Queen Street
	Methadone Clinic

OPPORTUNITIES

THEME	RESPONSES
Safety	Improve night time safety (4)
	Keep the street clean and better lighting
Physical Infrastructure	Wide footpaths (3)
	More loading zones
	Railway station as gateway
	Improved parking and public transport
	Use wide footpaths to make interesting places for people
	North south aspect of shopping strip
Connections (Physical & Social)	Open spaces
	Connecting Queen Street with the streets behind it (east and west)
	Community to have sense of ownership
	Connect the two shopping malls back to Queen Street as the central point
	Make the centre a friendly meeting place
	Involve all stakeholders and maintain interest and involvement
	More social space for younger people, teens and children
Attractiveness	Improve the shopping to compete against Internet
	Attract outsiders to come for shopping, history and the people
	Focus on areas where land lords are in favour of improving their shop frontages
	Bold in terms of the changes that can be made
	Heritage
Heritage	The story of St Marys, historical and current signage and art (2)
	Incorporate historical elements

PERSONALITY AND CHARACTER OF QUEEN STREET

As a group, participants were asked to discuss what the existing place character of Queen Street was and the traits they would like the place to be in the future. The aim of this exercise is to understand the existing place characteristics that are valued by the community to build on and understand their place aspirations.

The existing traits that participants wanted the future place character of Queen Street to maintain are shaded in blue.

QUEEN STREET NOW	QUEEN STREET IN THE FUTURE
Pride	Pride
Multi-Cultural	Multi-Cultural
Down to earth	Down to earth
Quirky	Quirky
Educated	Educated
Diverse	Diverse
Singlet and Stubbies	Interesting
Basic	Fun
Sad, melancholy	Rich
Anti social	Energetic
Scary	Positive
Dirty	Social and community orientated
Revealing character (scratch the surface and find out more interesting points)	Artistic
	Christian values
	Clean neat and tidy
	Relaxed – but diverse
	Open

IDEAS FOR IMPROVEMENTS TO QUEEN STREET

To build ownership for the solutions to the identified challenges and opportunities for Queen Street, participants in groups of 4-5, participants were asked to document their ideas for improvement. Groups were asked to write and illustrate their ideas on a map.

Groups were asked to share the 3 of their ideas with the wider group. The ideas for improvement were:

- > More restaurants, outdoor dining (3)
- > Beautify the Railway Station and northern end of Queen Street (2)
- > Roaming buskers and other live entertainment (2)
- > Events in Coachmans Park (such a regular markets and music events) (2)
- > Family friendly the length of Queen Street
- > Activities and points of interest for kids (dispersed along Queen Street)
- > A fountain for children
- > Create a mid Queen Street zone with increased seating and old person friendly access and facilities
- > More attractive entry gateway from the Great western Highway.
- > Create better connections with shops and a better mix/offer
- > Extend the tree line north and east/west connections
- > Laneways to connect to nice seating spaces
- > Have dual shop frontage to car parks
- > Provision of disabled parking
- > Keep on street parking on Queen Street
- > Limit the amount of visual merchandising on foot paths
- > Good shopping to meet the train station and those entering Queen Street
- > History and heritage narratives at Railway Station
- > Lights in trees

The map on the adjacent page provides a summary of all the community ideas for improvements participants illustrated on the maps provided.

COMMUNITY IDEAS FOR IMPROVEMENT



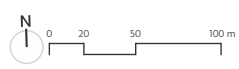
- CONNECTION**
- Welcoming space
 - Draw people down Queen Street
 - Start of a journey, a heritage trail through St Marys
- BEAUTIFICATION**
- Public art
 - Easier to access/ more useable
 - Evening safety & lighting
- HISTORY & CULTURE**
- Key moments in time
 - General history
 - Story telling
 - Pavement art
 - Understandable, recognisable, traditional heritage interpretation, quality, longevity

- SOCIAL ZONE**
- Outdoor activities
 - Outdoor dining
 - Public seating & shade
 - Free games
- STREET DESIGN**
- Bolder, more contemporary
 - Diverse streetscape
 - Trees and more greenery
 - Connect to Coachmans Park and Charles Hackett pedestrian link
 - Access, consider disabled and elderly
- COACHMANS PARK**
- More activities
 - Markets
 - Live music and performance
 - Better connected to Queen St
 - Activities for children

- ENTRY ZONE**
- Formal, emphasis on treelined boulevard
 - Magnetic, attractive, draws eyes in
 - Beautiful
 - Link to the journey, tell a story
 - Vibrant, fun for the kids
 - More attractive entry
 - Mark the corner and link to what is down the street

LEGEND

- CAR PARK AREA
- CADASTRE
- PEDESTRIAN FOOTPATH
- PARK / OPEN SPACE AREA
- AWNING
- CROSSING
- ARCADE / THROUGH CONNECTION



KEY PRIORITIES FOR THE FUTURE

Participants were asked about what they thought were the key priorities. This exercise aimed to inform the preparation of the 3 SIP concept schemes and provide a key direction for the types of issues and opportunities that should be integrated into the next design stage.

Four key directions identified were:

Northern Queen Street and train station:

Participants felt that this area needed to be prioritised in the SIP. Ideas focused on making it a more visually attractive and therefore safer and more social feeling at this end of the street.

Creating great people places:

Participants felt that the integration of bright, enjoyable streetscape features such as water fountains, art and

decorative lighting in the trees, as well as social activities and facilities such as outdoor dining, night markets, and buskers would help to attract people to Queen Street and create a more social family friendly feel.

Place management:

Participants felt that an approach that could encompass a wide range of challenges was needed. This included the improvement of shop fronts, regulation of visual merchandising on streets, improvement to the general cleanliness as well as the long term maintenance for the streetscape and trees.

Pedestrian and vehicle access:

Participants wanted to see improved footpath lighting, disabled parking, signage and way finding. As well as improved physical access to rear car parking areas and better traffic and parking management on Queen Street.

PRIORITIES FOR QUEEN STREET	THEME
Improve station end (8)	SAFETY
Remove methadone clinic (8)	
Visual improvements, create feeling of wellbeing and cleanliness (6)	
Retail stuff of footpath (5)	
Lighting (5)	
Sidewalk safety (4)	
Traffic and crossing management (3)	
CCTV (1)	
Transition from afternoon to night (1)	
Street furniture and place to sit, eat and meet (8)	
Outdoors dining (6)	
Better mix of shops (4)	
Art (4)	
Family friendly activities (3)	
Regular markets (2)	
Connections to shopping centres (6)	ACCESS & CONNECTIONS
Signage and way finding (4)	
Landmarks along Queen Street to mark zones (2)	
Disabled parking (2)	
Street trees (3)	VEGETATION & TREES
Greenery (3)	
History (2)	OTHER
Economic improvements (2)	

SATURDAY STREET STAND

As part of the second stage of community engagement Place Partners operated a street stand on Saturday 11 May 2013 from 9.30am-1.30pm. The street stand provided the opportunity to present the 3 concept schemes - Green Way, Lighting & Art and Market Place, and understand the community's preference to inform the SIP. A total of 25 community members visited the street stand.

The stand was located on Queen Street (cnr Charles Hackett Drive) in front of Westpac). This location was chosen based on the on site observations and discussions with Council being the main area pedestrian activity. Posters illustrating the 3 concept schemes, the base streetscape upgrades and typical pedestrian areas were provided for participants to review.

Community members that visited the stand were given 1 red dot and asked to 'vote' on their preferred concept scheme (Dotmocracy engagement method) as well as more detailed feedback through one-on-one discussions with Place Partners and SMM staff at the stand.

While the Green Way concept was slightly preferred, in general, participants were positive about all 3 concepts. The majority of participants felt that a combination of the concept schemes could be beneficial, with some finding it difficult to state a particular preference. The retention of the 'drop-off' zone at the railway station was a feature that most of the participants commented on and expressed a desire for it to remain.

The base improvements (footpath upgrade, tree replacement, pedestrian lighting improvements and creation of activation spaces) presented were seen as a positive and necessary part of the SIP by a majority of participants. While improvements to the shopfronts is outside the scope of the SIP project, some participants expressed concern about this aspect of the street and its contribution to the overall look and feel.

CONCEPT 1: GREEN WAY

This concept was the most preferred (12 votes). The overall natural qualities and the informal and soft feel that it were aspects valued by participants. Some commented that it would cool the area and that its eclectic mixture

of planting styles reminded them of the Blue Mountains and other rural places that they were fond of. Most people expressed some concern in regards to the future maintenance and management of trees along the street, citing the issues relating to the current street trees

CONCEPT 2: LIGHTING & ART

This concept scheme received 8 votes. A key aspect participants liked was the shared space of the Railway Station Plaza, as opposed to the pedestrian only in the other 2 concepts. The reference images were commented on as being too "city" and not having the right character or feel to represent Queen Street St Marys. However the respondents felt that this concept scheme would make overall improvements to safety and they liked the lighting embedded into the pavement and the illustrations of strung lighting overhead.

CONCEPT 3: MARKET PLACE

This concept scheme received 9 votes. Participants like the seating and gathering places that it provided, in particular the image showing outdoor dining as an edge treatment. They felt that it would help with safety by bringing more people into the area. The ability for Queen Street to host farmers and other markets was appealing. Participants felt that for this scheme to have the greatest effect on Queen Street the shop fronts would need to be improved.

Other suggestions and consideration for the project raised in discussions with participants included:

- › Existing assets need to be utilized to aid attracting financial investment into the area, including residential development potential
- › Lighting under awnings to improve visibility, feel and safety
- › Security cameras for car park entry points and areas of low visibility
- › Future improvement to attract a diversity of people
- › Need provisions for more things to do to increase stays and dwell time
- › Preferred concepts need to be low maintenance and have good maintenance plans
- › Railway Station Plaza currently creates a situation with problematic people hanging around

CONCEPT SCHEME 1 - GREEN WAY

- STATION PLAZA AS LUSH, PASSIVE RECREATION SPACE
- STREET EDGE FOR DENSE PLANTING TO SOFTEN FOOTPATH EDGES
- COMMUNITY PLACES DESIGNED WITH "GREEN" FEATURES
- GATEWAY FEATURE PLANTING AT ENTRIES TO QUEEN STREET

PENRITH CITY COUNCIL STREETScape IMPROVEMENT PLAN, QUEEN STREET, ST MARYS

SPACKMAN MOSSOP = MICHAELS PLACE PARTNERS *Place Making Consultancy*

CONCEPT SCHEME 2 - LIGHTING & ART

- STATION PLAZA AS ACTIVE SHARED ZONE SPACE
- STREET EDGE WITH RAISED PLANTERS WITH LIGHTING
- COMMUNITY PLACES DESIGNED WITH ART, MUSIC AND LIGHTING
- GATEWAY LIGHTING STRUCTURES

PENRITH CITY COUNCIL STREETScape IMPROVEMENT PLAN, QUEEN STREET, ST MARYS

SPACKMAN MOSSOP = MICHAELS PLACE PARTNERS *Place Making Consultancy*

CONCEPT SCHEME 3 - MARKET PLACE

- STATION PLAZA FOR ACTIVE "MARKET" SPACE
- STREET EDGE WITH RAISED PLANTERS ALONG FOOTPATH
- COMMUNITY PLACES DESIGNED TO PROMOTE MARKETS
- GATEWAY FEATURE STRUCTURES

PENRITH CITY COUNCIL STREETScape IMPROVEMENT PLAN, QUEEN STREET, ST MARYS

SPACKMAN MOSSOP = MICHAELS PLACE PARTNERS *Place Making Consultancy*

ABOVE: Dotmocracy results for each concept scheme from the street stand

COMMUNITY WORKSHOP #2

On the 14th May 2013, Place Partners facilitated the second community workshop at the Fusion HUB. A total of 25 business owners, community members and Council staff participated in the 2 hour workshop. The purpose of the workshop to discuss with the community the 3 concept schemes - Green Way, Lighting & Art and Market Place - developed to inform the preferred direction for the SIP.

The workshop was divided into the following process:

- › Summary of the key engagement findings, the Place Drivers, future Place Character, and Place Directions that together form the strategic brief for the SIP
- › Presentation of the 3 concept schemes developed to inform the future streetscape improvements
- › Identify what the community's preferred direction for the SIP based on the 3 concept schemes developed
- › Understand the community preference for specific streetscape details, including street trees, streetscape/vegetation, seating & shelter, materiality, and things to do
- › Identify the implementation priorities to inform the staging plan

KEY WORKSHOP FINDINGS

Based on the discussion at the workshop, participants demonstrated a preference for the lighting and art concept as well as the green way concept, although the importance of ensuring a realistic and ongoing maintenance plan was a key point of discussion.

RAILWAY STATION PLAZA

The beautification of the Railway Station precinct was a key priority for the community. The improvement of this area was seen as potentially being a catalyst to improve the safety and for Queen Street to be more inviting. Retaining a drop off zone at the station was importance to the community as part of any future improvement to the space.

LONG TERM MAINTENANCE

There was a lot of discussion regarding the long term maintenance and upkeep of any future streetscape improvement program. In particular, this concern was expressed in discussions specific to the Green Way concept and the trees, however other concerns included

- › Ensuring a realistic maintenance program
- › Traffic and parking management
- › Ownership by businesses and the individual upkeep of shops and their area of the street

ACTIVATION AND ATTRACTIVENESS

Participants identified a strong desire for Queen Street to be transformed it from being perceived as a 'dingy, unsafe and scary' to 'green, family friendly, inviting and attractive' place. Creating an attractive railway station plaza was identified both to improve the attractiveness of the whole of Queen Street, but also as a way to improve safety.

Lighting in general was an important element of future improvements and may be been a reason for a strong preference towards concept 2: Lighting and Art. Participants associated lighting was a way to enhance safety, as a way to express creativity and the improve the aesthetics of the area may have influenced the

Despite the reservations about the long term maintenance, the incorporation of trees, soft landscaping and greenery was seen as something to attract more people and evident through the images chosen, the implementation priorities identified and concept 1: Green Way being favourable.

Activities such as outdoor dining and places to sit, and play attract people to Queen Street. Despite concept 3: Market Place not receiving support at the workshop, there was some discussion about opportunities to use temporary trading, such as a coffee cart at peak times and in specific locations and incorporating elements into other schemes

Other key considerations for future improvements were:

- › Provision of seating, both free and outdoor dining
- › Incorporation of colour into furniture, artworks and through the landscaping choices
- › Temporary uses need to consider the impact on existing business
- › Green spaces for sitting and playing

EXERCISE 1: PREFERRED DIRECTION FOR QUEEN STREET

In response to the previous engagement and the strategic framework as outlined in the Place Strategy, the following 3 concept schemes were developed

- › Concept 1: Green Way
- › Concept 2: Lighting & Art
- › Concept 3: Market Place

To understand the streetscape characteristics that the community liked and did not like, participants were divided into 6 groups and invited to discuss each of the 3 concept schemes and on the worksheet provided identify the specific aspects that they liked about it and aspect that they didn't like. As a group, they were also asked indicate which of the 3 scheme was preferred by a ranking of 1-3.

CONCEPT 1: GREEN WAY

GROUP	POSITIVE ATTRIBUTES	NEGATIVE ATTRIBUTES
01	N/A	<ul style="list-style-type: none"> › Maintenance time and cost › Cleaning leaves from trees
02	<ul style="list-style-type: none"> › No cars [but concern with possible] crime at station New trees [but need to] solve current tree issues + keep tree lined avenue › Mixture of green uses › Gardens – focus on road crossing safety › Green entry 	<ul style="list-style-type: none"> › No disabled parking on Queen Street
03	<ul style="list-style-type: none"> › Greenery › Coachman's Park/community places › Visitors to the area comment on the attractiveness of the trees in Queen Street 	<ul style="list-style-type: none"> › Concerned about no drop off area › Central median planting needs to be kept low
04	<ul style="list-style-type: none"> › Accessible for everyone – you don't have to have money to enjoy it › Making booths out of trees (seating blisters) 	<ul style="list-style-type: none"> › Hanging plants look old fashioned and trying to hard
05	<ul style="list-style-type: none"> › Can incorporate play, but safe (Methadone clinic could be moved near to Fusion) › Railway Station Plaza treatment is good › Like planters but need access points (a la Rouse Hill) 	<ul style="list-style-type: none"> › Drop off could be over near current taxi rank
06	<ul style="list-style-type: none"> › Like the green, but no hanging baskets – too dangerous › Not too many large trees because of safety and breakage of local social economic people in our society 	<ul style="list-style-type: none"> › No trees down the centre of Queen Street as is very busy › No furniture or green space on the footpath – who will maintain
Other Comments		<ul style="list-style-type: none"> › The trees have maintenance issues that go beyond just the leaves and this needs to be considered › Raised planters will encourage people to drop cigarette butts

CONCEPT 2: LIGHTING & ART

GROUP	POSITIVE ATTRIBUTES	NEGATIVE ATTRIBUTES
01	<ul style="list-style-type: none"> › Gateway lighting. › Lights in pavement. › Lighting under awnings. › Opportunity for integrated CCTV 	N/A
02	<ul style="list-style-type: none"> › No cars [but concern with possible] crime at station › Lighting under greenery to reduced crime 	<ul style="list-style-type: none"> › No disabled parking on Queen Street
03	<ul style="list-style-type: none"> › Railway Station Plaza shared space › Planters with lighting › Gateway lighting structure 	<ul style="list-style-type: none"> › Need to control use of pedestrian space
04	<ul style="list-style-type: none"> › Could help address safety issues at both ends and at Coachman's Park 	N/A
05	<ul style="list-style-type: none"> › Under awning lighting creates a consistent look › Love the string lights (a la Singapore) › Changing colours (a la rocks argyle steps) › Good opportunity for young people on street to create or be involved like New Orleans projects 	N/A
06	<ul style="list-style-type: none"> › Safe and bright › Less crime if good lighting 	<ul style="list-style-type: none"> › Be mindful of breakage and damage by vandals – re certain styles of lighting

CONCEPT 3: MARKET PLACE

GROUP	POSITIVE ATTRIBUTES	NEGATIVE ATTRIBUTES
01	<ul style="list-style-type: none"> › Bring people to area 	<ul style="list-style-type: none"> › Needs management
02	<ul style="list-style-type: none"> › No cars [but concern with possible] crime at station › Life in St Marys streets to reduced crime › Experience 	<ul style="list-style-type: none"> › No disabled parking on Queen Street
03	<ul style="list-style-type: none"> › Gateway feature structures Community places designed to promote local economic activity 	<ul style="list-style-type: none"> › Railway Station Plaza for active market place at the cost of the drop off zone
04	<ul style="list-style-type: none"> › Could be integrated into other concepts › Opportunities for coffee cart at peak commuter times 	<ul style="list-style-type: none"> › Can have a negative impact on traders › Have to have money to enjoy
05	<ul style="list-style-type: none"> › Like the sales in street 	<ul style="list-style-type: none"> › Loss of income to existing shops › Needs volumes to make it viable
06	<ul style="list-style-type: none"> › Excellent concept 	<ul style="list-style-type: none"> › No raised planters, cigarette butts will be thrown in
Other comments	<ul style="list-style-type: none"> › Small temporary trading like coffee carts is a good opportunity 	<ul style="list-style-type: none"> › Visual merchandising causes problems they are not supposed to do what they do

As part of exercise 1, groups were also encouraged to mark their preferred for specific reference images. The following images were those specifically identified by one group as being the preferred approach for the Green Way concept scheme. Interestingly, visitors to the street stand also indicated preference towards the same edge treatment illustrated below.



In regards to Concept 3: Market Place, the image below was identified by one group as being preferred, however another group singled this out as the only reference image shown that they did not like. Interestingly, visitors to the street stand also identified this image as an appropriate edge treatment.



In addition to providing comments on each of the concept schemes, groups were asked to rank them according to their preference. One group ranked all 3 schemes equally, suggesting that the future streetscape improvement incorporate elements of each into a hybrid approach,]and another group did not indicate any preference.

Of the four remaining groups, Concept 2 - Lighting and Art was ranked #1 by all; Concept 1 - Green Way was rank #2 by three of the four groups and Concept 3 - Market Place ranked #3 by the majority of groups. Through the group discussion, participants were also asked to individually nominate their preferred scheme (totals are indicated within the brackets):

- > Lighting and Art (16)
- > Green Way (4)
- > Market Place (1)

It was clear that ongoing maintenance was a significant factor of Concept 1: Green Way. Workshop participants were asked whether their preference would change if, hypothetically the Green Way concept could be achieved without the perceived maintenance issues. A total of 7 participants indicated that they would change their preference to this scheme.

Therefore based on the results of the group and individual ranking, the Lighting & Art and Green Way concept schemes were preferred by participants.

EXERCISE 2: IMAGE PLAY

The purpose of image play was to get an understanding as to the attributes, character and feel that the community prefer to inform the detailed design elements of the streetscape improvements

10-12 images were used for illustrative purposes only and were grouped within the following five categories:

- › Street trees
- › Streetscape and vegetation (Overall streetscape)
- › Seating and shelter (Seating)
- › Things to do (Activities)
- › Materiality (Public Art)

Each category, except for street trees, included the images identified as being most preferred from the surveys to enable a comparative analysis of results (the survey categories are indicated in the brackets above). Participants were asked to form five groups and the image categories were randomly allocated to each.

Participants were then asked to categorise each image into one of three categories: Definitely Yes, Maybe or Definitely No. As there were more images than positions on the worksheets some groups chose to nominate which category they should be in by placing them alongside the sheet, other groups chose not to include them.

STREET TREES

This group found it challenging to state a preference without first understanding the maintenance requirements of each species. Participants were encouraged to make general statements about what were the desired characteristics and amenity features that street trees provide that they would like for Queen Street. The specific design characteristics preferred by participants included:

- › Tall trees that have their bulk above the awnings
- › Trees that blossom only for a short duration - no pollen
- › Like the idea of a 'standard' tree (appears as the normal - see opposite)
- › Feature trees that emphasis key points along Queen Street

For the ease of analysis and understanding the community preference, images defined as Yes, Maybe and Definitely No based on discussions and feedback of participants

STREETSCAPE & VEGETATION

Images chosen by workshop participants included 2 that were strongly supported streetscape images from the surveys combined The specific design characteristics preferred by participants included:

- › the combination of seating and planting
- › incorporating colours into the streetscape
- › Having soft edges and clear lines of sight

SEATING & SHELTER

Images chosen by workshop participants also reinforced the seating preferences identified through the combined survey findings. The specific design characteristics preferred by participants included:

- › Bespoke design, not 'off the shelf' which was identified as what St Marys has now
- › Practical and functional
- › Use of natural materials and soft landscaping
- › Shelter with seating

THINGS TO DO

While markets was an activity that 42% of all survey respondents felt represented their future image of Queen Street, temporary trading, such as markets was seen by workshop participants as something that could have an impact on existing business. The specific design characteristics preferred by participants included:

- › Play areas for children - interactive
- › Green (grass) and soft
- › Provision of outdoor places to sit/eat

MATERIALITY

Images chosen by workshop participants aligned with the public art preferences identified through the surveys The specific design characteristics preferred by participants included:

- › Incorporating colours
- › Diversity of materials/treatments used
- › Creating a rich, lush feeling for Queen Street

STREET TREES*

DEFINITELY YES



REASONS WHY:

- > Colour as a feature
- > Nice standard tree (middle bottom row)
- > Shapes

MAYBE



REASONS MAYBE:

- > Possible feature tree
- > Attractive
- > Concern with blossoms on street

DEFINITELY NO



REASONS NOT:

- > Pollen
- > Dropping leaves

*See 'Street Trees' on previous page regarding group discussions

STREETScape & VEGETATION

DEFINITELY YES



REASONS WHY:

- > Colour
- > Seating provided
- > Trees
- > Shading
- > Green

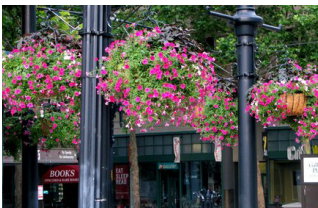
MAYBE



REASONS MAYBE:

- > Flowers
- > Clean & clear
- > Bit haphazard

DEFINITELY NO



REASONS NOT:

- > Untidy
- > Trip hazards
- > Hard edges
- > Safety
- > Rubbish
- > No baskets

SEATING & SHELTER

DEFINITELY YES



REASONS WHY:

- > Open & social
- > High backs/arm rests
- > Timber material
- > Bespoke
- > Good shade (built and trees)
- > Practical
- > Attractive trees

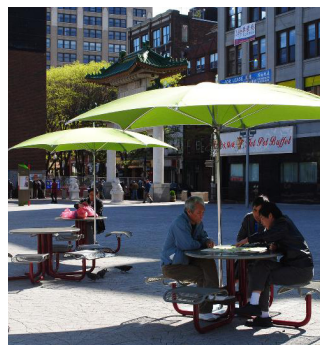
MAYBE



REASONS MAYBE:

- > Incorporate the local story
- > Incorporate green
- > Funky & modern

DEFINITELY NO



REASONS NOT:

- > 'Off the shelf'
- > Boring
- > No seating
- > Not functional

THINGS TO DO

DEFINITELY YES



MAYBE



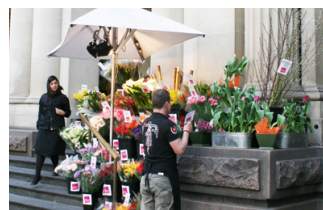
REASONS WHY:

- > Kids playing
- > Green (grass)
- > Soft
- > Water
- > Interactive
- > Outdoor seating (long benches)
- > Place to sit/met

REASONS MAYBE:

- > Fun
- > Artistic
- > Interactive

DEFINITELY NO



REASONS NOT:

- > Temporary trading (impact on existing business)
- > Boring (chess)
- > Has been done before

MATERIALITY

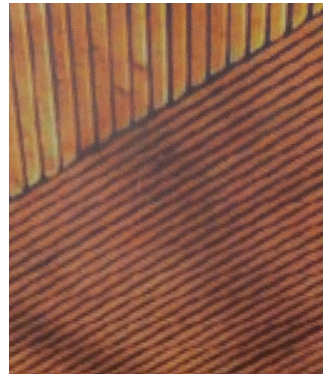
DEFINITELY YES



REASONS WHY:

- > Green & lush
- > Feels rich
- > Clear to see
- > Artistic
- > Material variety

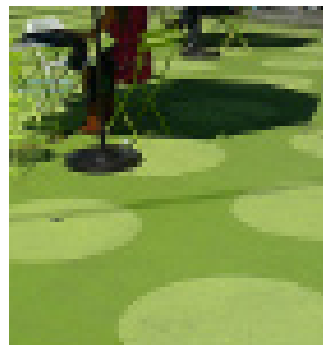
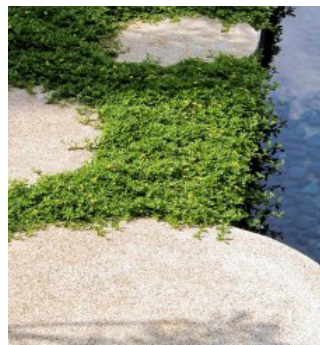
MAYBE



REASONS MAYBE:

- > Colourful
- > Cheerful
- > Storytelling
- > Plain but practical

DEFINITELY NO



REASONS NOT:

- > Not practical
- > Cheap looking

EXERCISE 3: IMPLEMENTATION PRIORITIES

Participants individually listed their top 3 priority areas for the future streetscape improvements. The objective of this exercise was to understand where in Queen Street, or what aspect of it the community felt needed priority attention for improvement and to inform the preparation of the staging and costing plan.

Participants were asked to nominate their number 1 priority to see if there was an alignment amongst workshop participants. The table below captures all priorities and orders the combined responses from most popular to least, numbers in brackets indicate the quantity of same or similar responses.

Priority 1	<ul style="list-style-type: none"> › Station precinct upgrade (10) - including drop off area; trees and lighting, things to do, being an entry point to Queen Street. › Activity spaces and opportunities for positive behaviour changes (2) › Lighting upgrade (3) › Lighting and art (2) › Safety (2) › Seating (with planting, such as flower beds) › Disability parking › Maintenance and alcohol ban
Priority 2	<ul style="list-style-type: none"> › Trees and garden beds (5) › Lighting upgrade (2) › Lighting and art (2) › The gateway at southern end (2) › Maintenance of trees and rubbish removal (2) › Creation of activity zones (2) › Station precinct upgrade › Improved aesthetics – trees, greenery and lights › Footpath upgrade (no pavers) › Install CCTV
Priority 3	<ul style="list-style-type: none"> › Vegetation and seating (4) › Station precinct upgrades (2) › Lighting (2) › Works of art and sculpture › Activities to attract outsiders › Things that invite children to play › Seating and shelter materiality beautification › Affordable scheme for guaranteed implementation › Strategy to take back the footpaths – Council ownership and cultural › Planning for quick implementation on the ground › Practicability – economic, utilitarian › Integrated lighting and CCTV in key locations › Address traffic conditions related to location of bus stops › Install flashing ‘Cat Eyes’ on roads

The upgrade of the Railway Station area was clearly the highest priority for the staging and implementation of future streetscape improvements. Other key implementation priorities that the community identified were:

- › For safety reasons, to make the end of Queen Street an integral part of Queen Street and look more attractive
- › Lighting to improve safety
- › Opportunities to bring more creativity to St Marys and Queen Street
- › Lighting to improve aesthetics and beautify the area
- › Low pedestrian focused lighting and high road focused for security and safety
- › More greenery and a softening of Queen Street
- › The trees and landscaping could be an attraction and will bring more people to the place.
- › Provide green spaces where small groups of people can enjoy sitting in the space

PHONE INTERVIEW & WRITTEN SUBMISSIONS

The location of the methadone clinic in Queen Street was an issue that a number of community members raised. Therefore a phone interview with the Director of the New Beginning Centre (formerly Queens Court Methadone Clinic) was conducted on 25 March 2013. Items discussed included the operation of the centre, a general understanding of who their clients are, the experiences of clients and staff particularly in regards to safety.

The centre is a private operation that client pay for their place in the program. opening hours are from 6.30am-7.50am & 9.00am-12noon. It was noted that the closing of the centre between 7.50am and 9.00am was because children are travelling to school during this period.

The majority of clients are coming to the centre between 6.30am-7.00am and they must sign an agreement not to arrive before 6.25am and to leave immediately after treatment. This is to avoid clients just 'hanging around'

Safety is an issue for clients as they are at high risk from other people that know they have methadone attempting to rob them, however was unable to provide an specific numbers or incidents. It was noted that on the whole the area being unsafe due to the centre was a perception and that it was easy to label because of the services it provides.

In the longer term, the centre plans on taking more clients as they have the capacity and possibly providing additional counselling services to clients.

Opportunities for the northern end of Queens Street that were identified:

- › General clean up of the northern end of the street
- › Area and shops to look more presentable
- › More lighting in the public space at the front of the clinic and also at the back in the car parking area.
- › It would be great to have more coffee shops in the area so clients have a place they are allowed to sit if they have to wait (as they are not allow to sit and wait outside the clinic). Particularly in the morning – she explained this as having 'somewhere to be and allowed to be' for clients.
- › Better understanding by the community of the methadone clinic and the services that it provides.
- › In general it would be great for the place to just look nicer.

In response to the letter sent out (February 2013) to residents, business and landowners informing them about the project and the community engagement, Council received three submissions for residents. Most issues raised were identified through the survey responses and discussed at the two community workshop The key issues raised through these submissions included:

- › Concern with the length of time it has taken to improve Queen Street, St Marys
- › Changes made need to accommodate for the future needs of the community
- › Increased maintenance and upkeep of the buildings along Queen Street
- › Excessive signage on shopfronts and consideration for how the shops present to the street
- › People need to reinvest in Queen Street and Penrith Council needs to help attract businesses
- › Sex industry restrictions, such businesses are in direct conflict with creating a safe and attractive public realm
- › Presence of the methadone clinic in Queen Street

Enhancement opportunities identified included:

- › Bold changes are needed for the long term of St Marys
- › Replacement of existing trees with more suitable species
- › Introduction of seating and tables and outdoor dining, like Church Street, Parramatta
- › Build on the multicultural population which is a strength and reflected in the mix of shops on the main street
- › St Marys could be recognised for its speciality shops and diversity as a place to come
- › St Marys should be a point of different in the LGA and become a real village with a cosmopolitan atmosphere built on its multicultural community
- › More public art, with contributions from the local indigenous community and community in general
- › Consideration of art and photographic competitions to be displayed within the street (ie. on perspex sideboards, like what they have at the London Olympic site)
- › Allocation of areas (by colour or pavement treatment) for busking and stage areas
- › Garden boxes that also provide seating



Showcase
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