

straight Talk



Hear every voice
Know where you stand

Nepean Green Project

Pre-lodgement consultation outcomes report to support
Environmental Assessment for Concept Plan and Project
Application for development of 164 Station Street, Penrith

DATE

26 July 2012

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Introduction

This consultation outcomes report documents pre-lodgement consultation activities undertaken to support the planning process for a Concept Plan and Project Application to redevelop land at 164 Station Street in Penrith that will be determined under Part 3A of the Environmental Planning and Assessment Act.

This report has been independently prepared by Straight Talk, who were part of the project team, to document key issues of community interest identified through the consultation process.

These issues identified through consultation informed a number of technical studies and have been considered through the environmental assessment process.

Consultation identified minimal community interest in the proposal to redevelop the site, which may reflect a generally accepted view that that redevelopment of the site is inevitable given its location. The main issues identified through the consultation included:

- Potential traffic and parking impacts
- Need for a Masters Home Improvement store at the proposed location
- Density of residential area.

This report provides:

- Background details of the project and planning process, including requirements for pre-lodgement consultation
- An outline of consultation activities undertaken
- A summary of the feedback received and issues identified
- Copies of all consultation promotional and display materials used.

Background

Project outline

The Nepean Green project site is located at 164 Station Street in Penrith's Central Business District. Parkview Penrith Pty Ltd is proposing to redevelop the former industrial site into a new living and retail precinct that will include:

- 570 residential apartments in new buildings between four and eight storeys in height
- A two storey tavern (1,800m²) and a neighbouring retail/commercial area (995m²)
- A Masters Home Improvement store and garden centre (13,603m²).

Penrith is recognised as a major commercial centre in Western Sydney and has several large shopping centres and multiple manufacturing hubs. Over recent years, Penrith has grown and there has been significant new residential and commercial development to support local population growth.

The site is adjacent to Centro Nepean, a large shopping centre with anchor stores such as Kmart, and is opposite the showground and regional sport stadium.

The site is currently zoned for high density residential development and has been earmarked for redevelopment for a number of years. The proposed Masters store is not permitted under the current local planning controls; however, it can be approved by way of a Concept Plan under the Part 3A transitional arrangements.

Planning process

The proposal will be determined under Part 3A transitional arrangements of the Environmental Planning and Assessment Act and requires a thorough environmental assessment process be undertaken to document potential impacts and proposed mitigation measures to ensure sustainable development outcomes.

In accordance with the requirements of Part 3A transitional arrangements the proponent, Parkview Penrith, is preparing a Concept Plan and Project Application for the first stage of development.

Once the Concept Plan has been lodged, the Department of Planning and Infrastructure will coordinate the planning assessment process before a determination is made by the Minister for Planning and Infrastructure.

Parkview Penrith assembled a team of technical specialists to undertake planning studies required to inform the Concept Plan and Project Application.

Straight Talk, a consultancy that specialises in engagement, was appointed by Parkview Penrith to independently manage and report on pre-lodgement consultation activities to input to the environmental assessment process. Straight Talk's role was to identify the diversity of views about the proposal so that Parkview Penrith could refine the proposal before finalising and lodging the Concept Plan with the Department of Planning and Infrastructure.

Consultation requirements

While the site is well located and suitable for redevelopment, any new sizeable development can attract community interest.

The Department of Planning and Infrastructure recognises community consultation as an important component of the environmental assessment process and requires that proponents undertake consultation to identify community views prior to lodging proposals for assessment. Consultation must demonstrate:

- Community members, including neighbours and special interest groups, with a stake or interest in the proposal have had an opportunity to provide feedback
- Accurate information about the proposal has been promoted and made widely accessible
- Feedback on the proposal has been actively invited and accurately recorded and reported to reflect the diversity of views and opinions.

The Department of Planning and Infrastructure require that proponents prepare a consultation report. The report must provide an outline of the consultation process, analysis of issues identified and description of how issues were addressed through the assessment process, and if appropriate, where issues resulted in changes to the proposal.

This report has been prepared to satisfy the Department of Planning and Infrastructure's requirements for pre-lodgement consultation and complies with the *Guidelines for Major Project Community Consultation* (2007) prepared by the former Department of Planning.

Process outline

Consultation objectives

The purpose of consultation was to inform the community about the proposal through a robust and inclusive process that allowed for two-way communication between the Parkview Penrith project team and relevant stakeholders, including local residents. Through consultation, it was possible to understand and address possible key issues of community interest. As such, the consultation process helped the project team to understand and where possible incorporate community views into the proposal with the aim of it being broadly acceptable to and supported by relevant stakeholders. Accordingly, the objectives of the consultation were to:

- Fulfil the Director General's Requirements for the provision of consultation during the environmental assessment process
- Engage with the full range of stakeholders, including residents, local businesses, relevant community groups and government authorities to support the lodgement of the proposal during the public exhibition
- Create and maintain stakeholder awareness of the proposal and proposed mitigation measures to manage impacts
- Identify and understand stakeholder issues, values and concerns related to the proposal
- Incorporate stakeholder feedback into the planning and development process to improve the proposal through possible design, construction and operational measures that could mitigate environmental, economic and social impacts.

This report relates to consultation undertaken with community stakeholders. Consultation with regulatory bodies and government agencies has been managed by Parkview Penrith and documented separately through the environmental assessment process.

Consultation activities

Community consultation included:

- A 'display and discuss' session open to the whole community
- A number of targeted stakeholder meetings, including one phone briefing.

Display and discuss session

A display and discuss session held on Thursday 28 June 2012, took place in the Jamison room at the Penrith Panthers Sports Club, in close proximity to the project site. The session was held on a weekday evening to allow for all interested members of the community to take part after business hours. Details of the session were broadcast to the local community via a promotional flyer (distributed to 2,750 surrounding properties on Sunday 17 June 2012) and inclusion in local newspapers (Penrith City Star on Thursday 21 June and Penrith Press on Friday 22 June 2012). Appendices A and B provide a copy of the flyer that was letterbox

dropped and the advert. Appendix C provides a map to show the flyer distribution catchment of properties invited to attend the session.

Council identified a number of stakeholders with potential interest in the project who were invited to attend the session, including:

- Political and government stakeholders (such as all local councillors, the state Member for Penrith and the NSW Minister for Planning and Infrastructure)
- Local businesses (such as Penrith Panthers, Centro Nepean, and Penrith Valley Chamber of Commerce)
- Community organisations (such as the Aboriginal Catholic Ministry, Aboriginal Men's Group - South Penrith Youth and Neighbourhood Services, communityNet , Family Planning NSW The Warehouse, Jamison Gardens Aged Care Centre, Lions Club of Penrith, Mountainview Nursing Home, Nepean Area Disabilities Organisation , Nepean Community College, Nepean Interyouth Services, Penrith Youth Interagency, Riverlands Christian Church, and Westcare Community Services)
- Local services (such as Penrith City Library, Penrith PCYC (Police and Community Youth Club), Penrith Swimming Centre, Penrith RSL and Penrith Women's Health Centre).

A series of display boards provided information about the proposal and outlined the technical assessment process and some of the preliminary findings of technical studies undertaken through the environmental assessment process. Project team members were in attendance to have one-on-one discussions and answer questions in an informal environment. A copy of the display boards is provided in Appendix D.

Project team members were able to take notes and record issues of interest identified through discussions with attendees. Written feedback was made possible via the use of reply paid feedback forms, giving respondents until Friday 6 July 2012 (eight days) to return their feedback. A copy of the feedback form is included in Appendix E.

In total nineteen people attended the display and discuss session. Three feedback forms were returned at the session and a further two were returned via the post.



Stakeholder meetings

Targeted briefing sessions were held with the following stakeholders:

- Penrith Panthers Sports Club (Thursday 14 June 2012 - phone briefing)
- Stuart Ayres MP (Wednesday 4 July 2012)
- Penrith Valley Chamber of Commerce (Monday 9 July 2012)
- Penrith City Council (Friday 20 July 2012)
- Penrith Business Alliance (Friday 20 July 2012).

The meetings provided an opportunity for members of the Parkview Penrith team to brief stakeholders and discuss key issues of interest. Informal notes were taken at meetings to record discussion points.

Feedback and outcomes

Feedback received

Feedback was gathered in the following ways:

- Recorded verbal discussion via project team members at the display and discuss session
- Written comment via feedback forms
- Notes from meetings with individual stakeholders.

| Activity | Number |
|-----------------------------|---|
| Display and discuss session | 19 attendees |
| Returned feedback forms | Six forms |
| Stakeholder meetings | Four face-to-face meetings and one phone briefing |

The display and discuss session was widely advertised in local media and promoted via the letterbox drop to local residents and emails to community stakeholder networks. The relatively low number of attendees at the display and discuss session indicated minimal community interest in the proposal to redevelop the site, which may reflect a generally accepted view that that redevelopment of the site is inevitable given its location.

Summary of outcomes

Feedback received via the channels listed above has been collated and summarised into the points listed below. The majority of respondents were in support of the proposal, but one or two were uncertain or opposed the proposal. Those people who objected to the proposal were concerned about traffic impacts, density of residential areas or the appropriateness of another large home improvement outlet.

Feedback on the residential development and tavern:

- **Traffic and parking** - view that new internal roads should carry one-way traffic to maximise on-street parking provision without having to make the roads too wide. View that provision of sufficient off-street undercover parking was also important. There was concern about traffic impacts on existing road networks, especially the roundabouts on Jamison Road, and the need for road and intersection upgrades. The need for the right-hand turn into Mulgoa Road to be improved was noted. There was also some concern about parking issues on game days as the site is currently used as an over-flow parking area for the stadium.
- **Density of residential provision** - mixed views about proposed development density. Some people felt that more than eight storeys would be appropriate and in keeping with surrounding buildings in the area, whereas others thought that 573 apartments

was too many for the site and would cause traffic and parking problems. Someone suggested that the new apartments should be sold individually, rather than in bulk to a property trust, to ensure the overall amenity was maintained to a high standard over the long term.

- **Economic feasibility** - view that producing feasible density residential development within Penrith was a challenge.
- **The tavern** - people generally supported the tavern and its location next to the stadium, particularly for visiting sports teams. People suggested staging the development of the tavern earlier to provide a more attractive streetscape for potential purchasers. Noise and anti-social behaviour associated with the tavern were identified as potential issues for those living in the new apartments.
- **Importance of retail** - some people recognised the importance of maintaining an element of retail within the residential precinct to enhance amenity and create a desirable living environment. People suggested there is potential for a café or independent bakery at the bottom of the apartments and thought that maintaining links with Centro was important.
- **Mix of units** - view that to ensure three bedroom units as well as one and two bedroom units were included in the designs to provide for people living on their own who wanted extra space.
- **Open space** - people supported the plaza. People wanted to see seating areas, bus shelters in designated bays rather than on the road.

Feedback on the Masters Home Improvement store:

- **Traffic impacts** - concern that Masters customers would drive to the store which would have a significant effect on the local road network, particularly the roundabouts on Jamison Road and at weekends. Concern over traffic noise and visual impact of car park on nearby properties. Queries about truck movements and travel paths.
- **Job creation** - people were positive about the creation of employment opportunities in the area and thought that the Masters store would provide a catalyst for further employment opportunities.
- **Proximity to Bunnings** - view that it may be better to locate the Masters store further out of Penrith given the area is serviced by two Bunnings home improvement stores.
- **Acceptance of bulky goods** - question over the need and suitability of Masters on a site zoned for residential use. Alternative non-residential uses (e.g. educational, health, conference / hotel facilities) were suggested if the Masters store was deemed to not be suitable through the environmental assessment process.

The majority of conversations held by the Masters representatives at the display and discuss session related to questions about the company itself and how its offer in the home improvement market differed to existing services offered by Bunnings, rather than the proposal itself.

Some stakeholders asked for information on why the site had been selected and why others had been discounted.



Summary and next steps

The following key issues identified through consultation will need to be further considered by Parkview Penrith to finalise the proposal and the supporting Concept Plan and Project Application:

- Potential traffic and parking impacts
- Need for a Masters Home Improvement store at the proposed location
- Density of residential area.

Once the Concept Plan has been lodged with the Department of Planning and Infrastructure and has been checked to confirm it adequately addresses technical requirements, the Department will coordinate a public exhibition. Government agencies, regulatory bodies and members of the community will have the opportunity to make written submissions to be considered through the assessment process.

Parkview Penrith will need to consider issues raised in submissions received through the statutory consultation process and determine whether changes need to be made to the proposal before the Department finalises the assessment process and the Minister makes a determination as to whether the proposal should proceed.

If approval is granted, Parkview would continue to keep adjoining landowners informed of project progress and would manage the construction process to mitigate impacts on neighbouring properties.

Appendix A - Letterbox drop flyer

Nepean Green Development

Parkview is pleased to invite local residents to a special community information session on the proposed Nepean Green development at Station Street in Penrith.

Parkview want to create a living and retail precinct in the heart of the city that will include new apartments, tavern and a large hardware store and garden centre.

The proposal will be determined by the Department of Planning and Infrastructure under Part 3A of the Environmental Planning and Assessment Act.

You are invited to view the proposal and provide feedback prior to the lodgement of the application.


Thursday 28 June 2012

DROP IN ANYTIME between 6.00pm and 9.00pm

The session will be held in the Jamison Room, Penrith Panthers, Mulgoa Road, Penrith

Please join us. An overview of the proposed plans and information from the environmental assessment studies will be on display. Members of the project team will be on hand to answer your questions and gather feedback.

For further information please call the Parkview project team on 02 9506 1500. We look forward to meeting with you.



Community Information Session

Appendix B - Advert



**Community
Information Session**

Parkview is pleased to invite local residents to a special community information session on the proposed Nepean Green development at Station Street in Penrith.

We want to create a living and retail precinct in the heart of the city to include new apartments, tavern and a large hardware store and garden centre.

You are invited to view the proposed plans and environmental assessment studies, talk to members of the project team and provide your feedback prior to the lodgement of the application with the Department of Planning and Infrastructure.

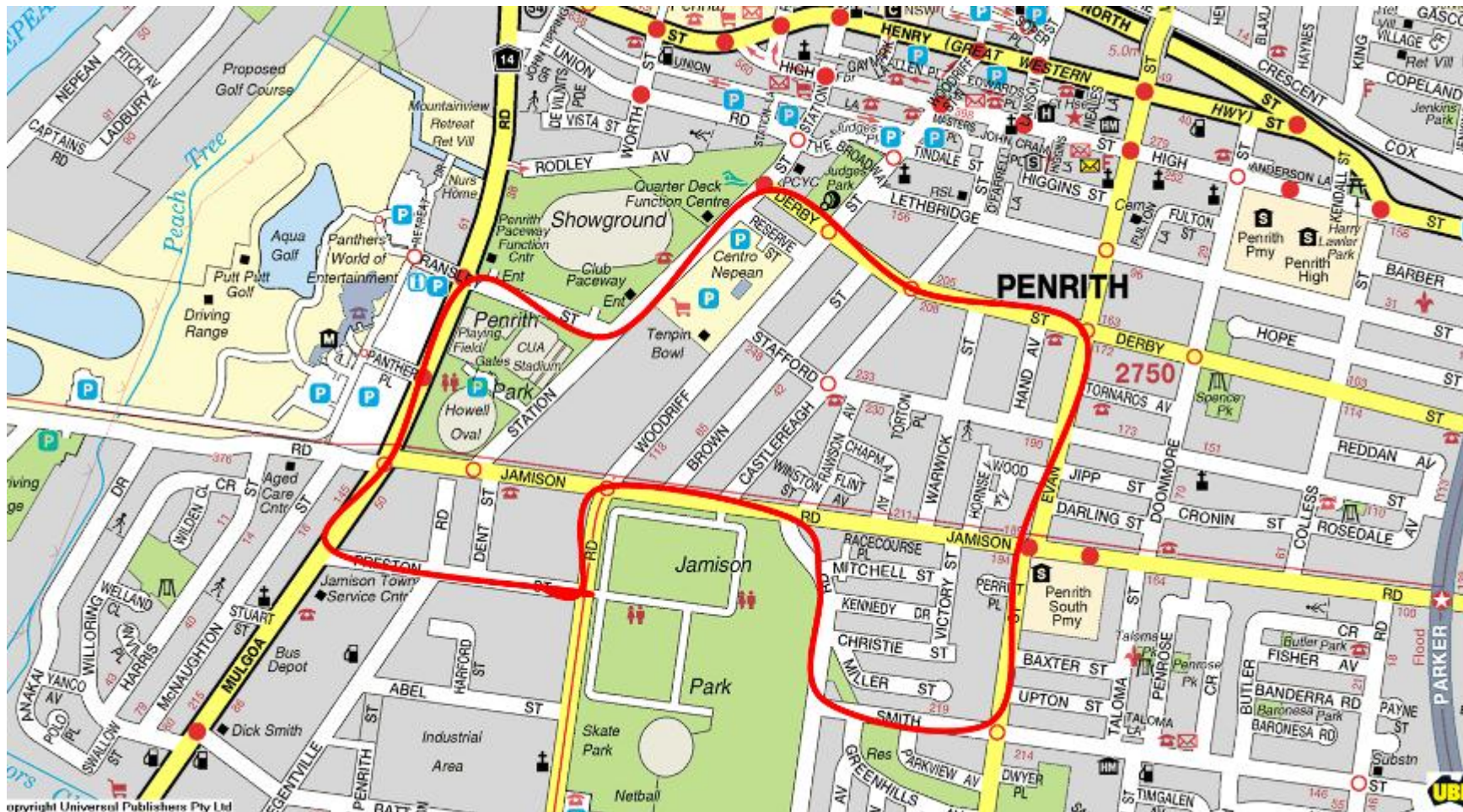
Thursday 28 June 2012

DROP IN ANYTIME between 6.00pm and 9.00pm

Jamison Room, Penrith Panthers, Mulgoa Road, Penrith

For further information please call the Parkview project team on 02 9506 1500.

Appendix C - Flyer distribution catchment



Appendix D - Display panels

June 2012

Nepean Green

Station Street



Parkview is lodging a Concept Plan and Project Application with the NSW Department of Planning and Infrastructure, for the proposed Nepean Green development at Station Street in Penrith. Parkview want to create a living and retail precinct in the heart of the city that will include new apartments, a tavern, a hardware store and garden centre.

Welcome to today's community information session



The purpose of today's session is to:

- Describe the proposal and explain the planning process
- Present information from the environmental assessment studies
- Answer your questions to assist you in understanding the proposal

Your role today - we invite you to:

- Have a look at all the information on display
- Talk to members of the project team and ask questions
- Provide us with feedback on the proposal prior to the lodgement of the Concept Plan and Project Application

About Parkview

Parkview provides services in construction and development, and aims to continuously exceed customer expectations and maintain long-term relationships. Since inception in 1997, our focus on service has allowed us to develop strong relationships with a diverse range of clients and to build a portfolio across multiple sectors and scales within the development and construction arena. Our past accomplishments have included the successful delivery of residential, commercial, retail, hospitality, industrial and education projects.

Meet the project team

Development and project management
Amy Romero and Jenny David (Parkview)

Planning
Jennifer Cooper (Urbis)

Masters store representative
Matt Twohill (Masters)

Architecture and design for residential
Kevin Driver (Turner + Associates)

Consultation
Dave Woolbank and Mel Tadhunter (Straight Talk)











June 2012

Nepean Green

Station Street

Project and process overview

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The Nepean Green development at Station Street in Penrith will include:

- 573 new residential apartments with a mix of unit types between 4 and 8 storeys in height, with basement and street parking
- 2 storey tavern covering an area of 900 m² on each floor
- Masters Home Improvement store and garden centre up to 13 metres in height, covering an area of 13,702 m² with 380 car parking spaces

The 7.85 hectare area will support a mix of residential, retail and associated uses. The site, commonly known as the 'Panasonic Site', is located at 164 Station Street in Penrith and is bounded by Station Street to the west, Woodriff Street to the east, Jamison Road to the south and Nepean Square to the north. The northern section of the site is earmarked for the residential development and tavern, and currently houses a number of single storey warehouse style buildings which have been used historically for light industrial purposes. The southern section of the site is the intended location for the retail development and is the subject of the Project Application – this area is currently vacant.

Parkview is currently finalising the Environmental Assessment. Any comments received from the community today will be fed into the final Environmental Assessment prior to lodgement with the Department of Planning and Infrastructure. The key issues addressed in the Environmental Assessment include:

- Planning policy and guidelines
 - strategic context
- Economic impact assessment
- Residential densities and housing supply
- Built form and urban design
- Environmental and residential amenity
- Noise and vibration assessment
- Ecologically Sustainable Development (ESD)
- Transport and accessibility impacts
 - construction and operational
- Staged construction
- Public domain and open space
- Drainage, groundwater and flooding
- Heritage
- Community consultation

The proposal will be determined by the Department of Planning and Infrastructure under Part 3A of the Environmental Planning and Assessment (EP&A) Act. The planning process and history of the proposal is explained below.

2008

The site is zoned as 'High Density Residential' in the LEP to be used for "housing needs of the community within a high density residential environment" and to "enable other land uses that provide facilities and services to meet the day to day needs of the residents" – this can include entertainment facilities and retail, business or office premises. Penrith City Council issued planning approval for over 1,100 residential units up to 10 storeys in height, however, the approval was not proceeded with for financial reasons.

2010

The Department of Planning and Infrastructure authorised that the Nepean Green proposal be determined under Part 3A and issued a set of Director-General's Requirements (DGRs) to guide the preparation of an Environmental Assessment for a mixed-use development comprising retail, commercial and residential activities.

2012


Parkview has undertaken technical studies to prepare the Environmental Assessment and further refined the proposed designs in line with the DGRs issued in 2010 (and supplementary DGRs issued in June 2012) and are now preparing to submit the Concept Plan and Project Application for determination by the Department of Planning and Infrastructure.

June 2012

Nepean Green

Station Street

Concept Plan




Key features

- 573 new residential apartments between 4 and 8 storeys in height
- 2 storey tavern covering an area of 900 m² on each floor
- Masters Home Improvement store and garden centre up to 13 metres in height, covering an area of 13,702m² with 380 customer car parking spaces
- New internal road layout with on street parking
- Underground parking with provision for the tavern
- Residential buildings set back from Centro to improve connectivity with surroundings
- Open paved public plaza as a gateway to Penrith Park and public landscaped areas between residential blocks
- Building materials and design to contribute to sustainability features
- Landscaping and tree planting throughout site

The subject of future detailed applications

The subject of the detailed Project Application

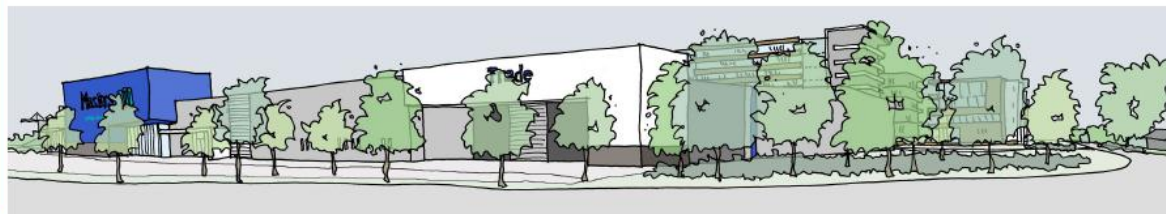
June 2012

Nepean Green

Station Street

Concept Plan

PARKVIEW
COMMUNITY DEVELOPMENT TRUST



Following approval of the Concept Plan, Parkview proposes gradual redevelopment of the site with up to 8 construction stages.

Stage 1 will deliver the Masters Home Improvement store and garden centre. The upfront construction of the retail component of the development creates funding opportunities for future stages and minimises commercial risk.

Development of future residential stages and the tavern will take place from 2014 onwards, subject to market demand.

June 2012

Nepean Green

Station Street

Masters Home Improvement store



Masters Home Improvement stores offer DIY and home improvement products, competitive prices, great service and the full range of home improvement goods and services, from hardware whitegoods to timber and trade supplies. The Masters store has been designed by Lefler Simes Architects who specialise in the design and planning of retail, commercial and industrial projects.

The predicted levels of population growth and targets for new housing provision in and around the Penrith Local Government Area mean that there is significant demand for home improvement products and services.



Key features

- Each store on average, represents an investment of some \$20 million in the local economy
- In addition a new store creates approximately 150 full-time jobs, and some 185 jobs during the construction phase
- Masters store covering 13,702 m² and up to 13 metres in height
- Customer car parking spaces for approximately 380 cars
- Masters store has been orientated to the South West facing Jamison Road
- The Garden centre orientated towards the North West facing Station Street
- Entry and exits to customer car park off Jamison Road and Station Street as well as pedestrian access to the store from both roads
- Generous building setbacks from Woodriff Street, Station Street and Jamison Road
- Significant landscaped areas in the building setback areas on Station and Woodriff Street and throughout the car park



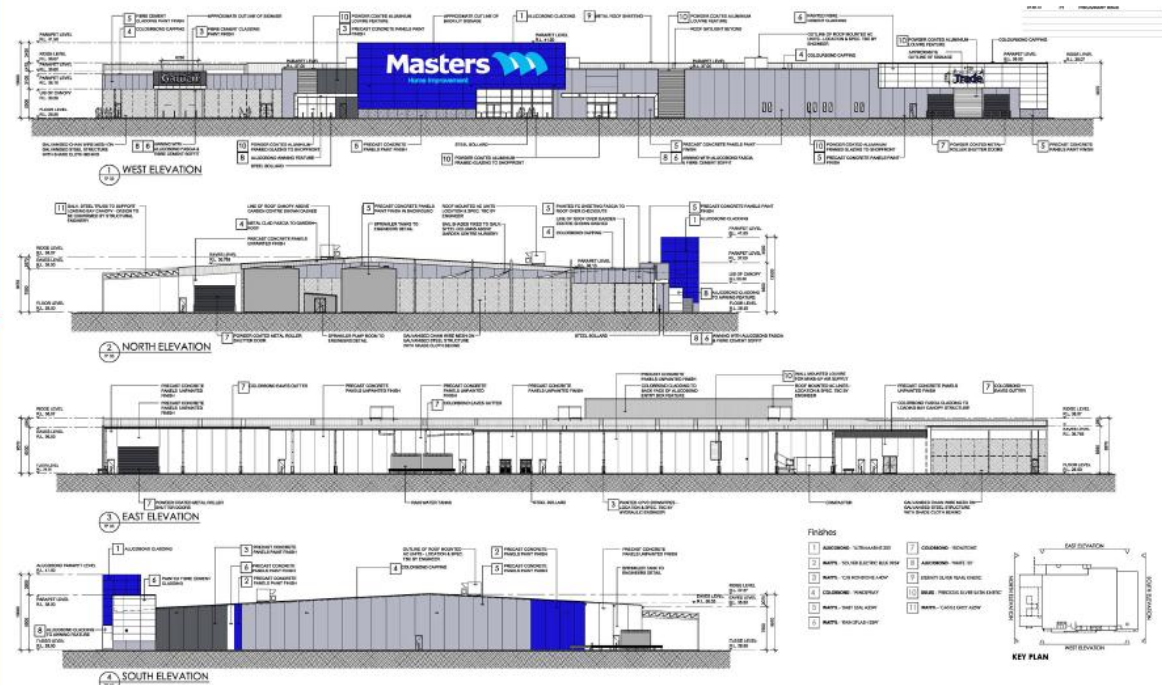
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Nepean Green

Station Street

Masters Home Improvement store

PARKVIEW
COMMUNITY DEVELOPMENT PROJECTS



Key features

- The building's signature element is the blue facade feature which identifies the store entrance and provides a background for the Masters signage.
- Generous areas of glazing activate the front of the store.
- Large walls are divided into smaller elements which creates a more human scale.

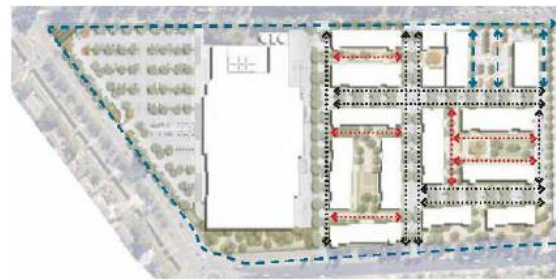
- The variety of colour and grooved panels soften the impact of the building.
- Louvers contribute to the mix of materials used and provide natural ventilation which contributes to Ecologically Sustainable Development (ESD) principles.



June 2012

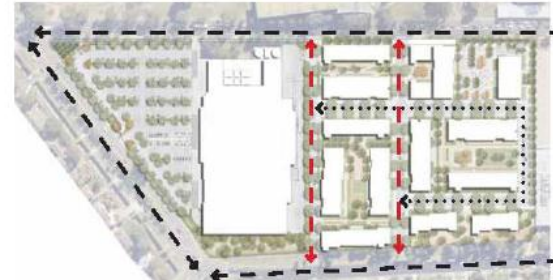
Nepean Green

Station Street



PEDESTRIAN CIRCULATION NETWORK

PUBLIC PEDESTRIAN PATHS
PRIMARY ESTATE PATHS
INTERNAL ACCESS PATHS



VEHICULAR CIRCULATION NETWORK

PUBLIC ROAD
PRIMARY ACCESS ROAD
SECONDARY ACCESS ROAD

Traffic and access

A traffic assessment is being undertaken by specialist traffic consultants, Colston Budd Hunt & Kafes. The assessment is considering site access and road layouts, parking requirements, basement configuration and design, effects of generated traffic on the surrounding road network and intersections and opportunities to encourage walking, cycling and public transport usage.

New internal road network

- New roads through the site will connect Station Street and Woodriff Street
- New internal streets will also be provided, connecting to these roads
- The new roads will be public roads, provided in accordance with Council's standards and after construction is proposed to be dedicated to Council for ongoing management and maintenance

Parking provision

- 380 customer car parking spaces in front of the Masters store and garden centre
- Underground parking in basements of residential blocks with provision for the tavern
- Some on street parking on the new internal road network

Access and traffic considerations

- New internal roads and streets will provide vehicular access to the residential buildings
- Vehicular access to the Masters store will be provided from both Station Street and Jamison Road. The Jamison Road access will be 'left in/left out'
- Service vehicle access for the Masters store will be from one of the new roads between Station Street and Woodriff Street
- The traffic assessment will examine the effects of traffic on the surrounding road network, including the need for any intersection improvements

Opportunities for public transport

- Nepean Green is within walking distance of the services and facilities in Penrith CBD
- Penrith Railway Station is approximately one kilometre away and the site is well connected by bus services along Station Street and Woodriff Street

PARKVIEW

Colston Budd Hunt & Kafes Pty Ltd



June 2012

Nepean Green

Station Street

Landscape and environmental considerations



Key landscape features

- Attractive landscaping formalises the gateway to Penrith Town Centre
- Use of new mixed height vegetation will provide visual screening at key interface boundaries between commercial/residential and existing land uses
- Each residential lot will provide communal landscape open space
- Streetscapes will be enhanced by street tree planting and quality finishes, lighting, seating and other public amenities
- The public plaza, flanked by a mix of residential, commercial and existing development, will ensure an activated and lively addition to the development

Environmental considerations

Part of the application requires a wind assessment and high level review of Ecologically Sustainable Development (ESD) principles. A detailed assessment of the ESD requirements for the residential stages will be submitted with subsequent Project Applications.



SITE IMAGE

Landscape Architects










LEGEND

1 - GATEWAY PRESENTATIONAL LANDSCAPE
 2 - LANDSCAPE CORRELATION AREAS
 3 - VISUAL VEGETATIVE BUFFERS
 4 - PUBLIC PLAZA
 5 - UPGRADE EXISTING FOOTPATH

 PROPOSED STREET TREE

 PROPOSED FEATURE TREE

 PROPOSED COURTYARD TREE

 PROPOSED BUFFER TREES





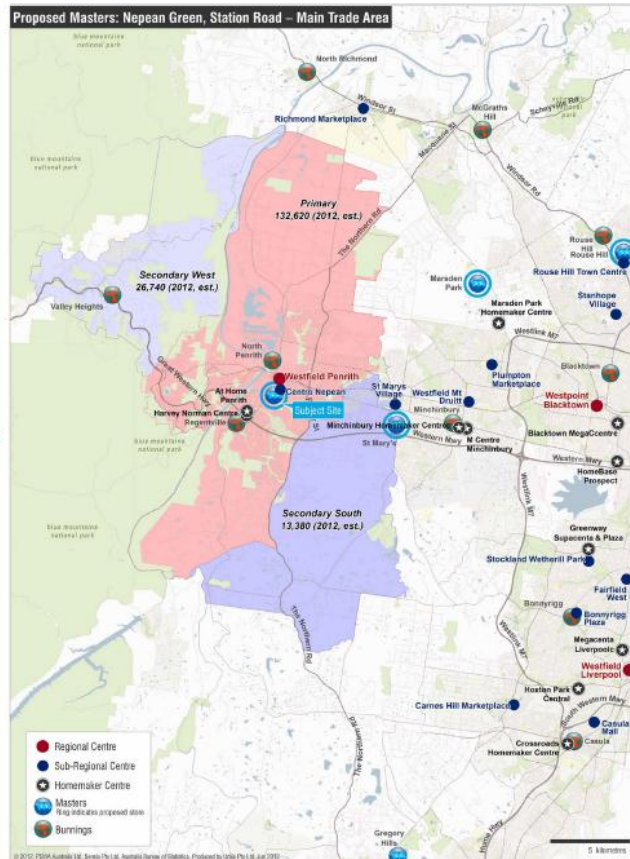


June 2012

Nepean Green

Station Street

Economic and social impacts and benefits



The 'Primary Trade Area' covers Penrith and surrounding suburbs, extending to Castlereagh in the north, Glenmore Park and Wallacia to the south, Werrington and Claremont Village to the east and Emu Plains to the west. The 'Secondary West Trade Area' extends into the Blue Mountains Local Government Area (LGA) as far as Springwood. The 'Secondary South Trade Area' covers the predominantly rural residential lands south of the Western Motorway as far as Luddenham and Twin Creeks.

With a total value of \$185 million and no significant costs to the public, the project will provide significant positive social and economic benefits, and employment opportunities for the Penrith region.

Social benefits

- The site is currently disused so activation of the space with vibrant residential and retail development is a positive outcome for Penrith.
- The development will generate some 600 full time operational and construction jobs and create retail opportunities.
- Nepean Green is well located being near to community, open space and commercial uses and the area is generally well serviced with community facilities.

The Home Improvement market

- The map shows the Main Trade Area (MTA) for the proposed Masters store, which has a population of approximately 172,740 people. A 'trade area' is the area in which a retailer is most likely to draw custom. The size and scale of trade areas vary due to the geographical context of the retail development.
- Population growth in the MTA averaged 1.1% per annum between 2006 and 2011 and was forecast to grow by 1.7% (or 2,840 persons) per annum between 2006 and 2012. Approximately 30,000 new dwellings are planned for the Penrith Local Government Area between 2011 and 2035.
- Masters stores sell products within the home improvement market and the trade sector. This encompasses a number of retail spending categories including hardware and garden, home decoration, furniture, floor coverings, whitegoods and recreational equipment. In 2012, spend within the MTA home improvement market is estimated as \$315.6m.
- Currently, people spend money at home improvement and bulky goods retailers both within the MTA (e.g. Bunnings, At Home Penrith, Harvey Norman Centre Penrith) as well as at large competing centres beyond the MTA at key homemaker destinations such as Prospect, Castle Hill and Crossroads.
- With the expected housing and population growth, there is likely to be significant demand in the home improvement sector which is a large and expanding market within the North West subregion.

June 2012

Nepean Green

Station Street

Next steps

PARKVIEW
CONSTRUCTIONS • DEVELOPMENTS • PROJECTS • INTERIORS



Thank you for taking the time to attend today's community information session. We really appreciate your valuable feedback.

Once the proposal is finalised, Parkview will submit the Concept Plan, Project Application and supporting Environmental Assessment to the Department of Planning and Infrastructure. The Department determines whether the Director-General's Requirements (DGRs) have been met. Parkview will make any revisions required and address any outstanding matters.

After the proposal is submitted and the 30 day public exhibition period commences, written submissions can be sent to NSW Department of Planning and Infrastructure, GPO Box 39, Sydney NSW 2001 or online at <http://majorprojects.planning.nsw.gov.au/> (click 'on exhibition').

Parkview will consider issues raised in the submissions and respond where appropriate, before the Department of Planning and Infrastructure finalises its assessment. The NSW Minister for Planning approves or disapproves the carrying out of the project and determines the conditions that apply to implementing the proposal.

Subsequent Planning Applications for future stages of the project that are consistent with the overall approved Concept Plan would be submitted for approval to Penrith City Council or other relevant consent authority.

Please complete one of our feedback forms and hand it to a member of the project team.

If you would like more time to consider your response, please use the reply paid envelope and send us your completed form by Friday 6 July 2012.

Timeline

August 2012
Lodge Environmental Assessment and Project Application to the Department of Planning

End January 2013
Target determination

Early 2013
Start construction of Stage 1 Masters Home Improvement store

Early 2014
Completion of Stage 1 Masters Home Improvement store

2014
Launch Stage 2 residential

2014 onwards
Future residential stages subject to market demand



Appendix E - Feedback form

Nepean Green development
164 Station Street, Penrith

Community information session: Thursday 28 June 2012

Feedback form

Thank you for attending today's community information session for the proposed Nepean Green development in Penrith. We would appreciate your feedback.

Overall, how do you feel about the proposed development?

☐ Strongly support ☐ Support ☐ Neutral ☐ Oppose ☐ Strongly oppose

Do you have any comments on the plans for the Masters Home Improvement store and garden centre?

Do you have any comments on the plans for the residential apartments or the tavern?

Do you have any other comments about the proposed development or the information on display?
Think about things like open space, landscaping, parking, traffic and access, building height, design features...

Please turn over...

Which describes you best? (tick one or more)

☐ Resident – I live within walking distance of the site

☐ Resident – I live in the local area

☐ Local business owner

☐ Member of a local group / organisation

☐ Other (e.g. councillor, family member of a resident)

Contact details (optional)

Name _____

Email _____

Postal address _____

Telephone _____

Thank you for your feedback. Please hand this form to a member of the project team or place it in the box provided. If you would like more time to consider your response, please use the reply paid envelope to send us your completed form by Friday 6 July 2012.