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Mr Tim Blythe
Regional Director
Urbis Pty Ltd
GPO Box 5278
Sydney NSW 2001

Our ref: MP09_0192

Dear Mr Blythe

**Concept Plan for mixed use development and stage 1 Masters home improvement store,
164 Station Street Penrith – MP09_0192**

Thank you for your letter of 20 February 2013 and in particular your response to the urban design comments from the department's Centres and Urban Renewal team.

The department has carefully considered your response and acknowledges the need to achieve a viable commercial outcome for the site. However, the Department is strongly of the view that the development as currently proposed does not represent the best long term outcome for the site. The concept plan remains inconsistent with the strategic intent for the site, being high density residential and will not provide for a suitable gateway development.

From a strategic perspective the Department strongly favours the siting of the Masters store on the northern part of the site, closer to the commercial centre of Penrith and other retail outlets. Furthermore, this approach has less impact on Council's strategic objectives for the site, which seek an eventual high density residential and possible mixed use outcome.

Accordingly, should you decide to proceed, you should amend the proposal and submit a Preferred Project Report accordingly.

I am happy to discuss the above at your convenience.

Yours sincerely

25.4.13

Chris Wilson
Executive Director
Development Assessment Systems and Approvals