

Invest in...

NEW WEST

Invitation to partner





COME AND BUILD PENRITH WITH US

Penrith is transforming.
A robust and diverse local economy.
A progressive City Council.
Spirited community leadership.
A bold vision for the future.

Penrith is the New West.
It's a place of limitless opportunities.
We're open for business and
I invite you to join us.

COUNCILLOR KAREN MCKEOWN
MAYOR OF PENRITH

Email us at InvestNewWest@penrith.city or call Craig Butler on +612 4732 7716 or Kylie Powell on +612 4732 7580.



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PENRITH is the NEW WEST

It's a place, an attitude and a world of opportunities

Just 55 kilometres from Sydney's CBD and covering 404 square kilometres, Penrith is a dynamic regional city located at the foot of the Blue Mountains and alongside the Nepean River.

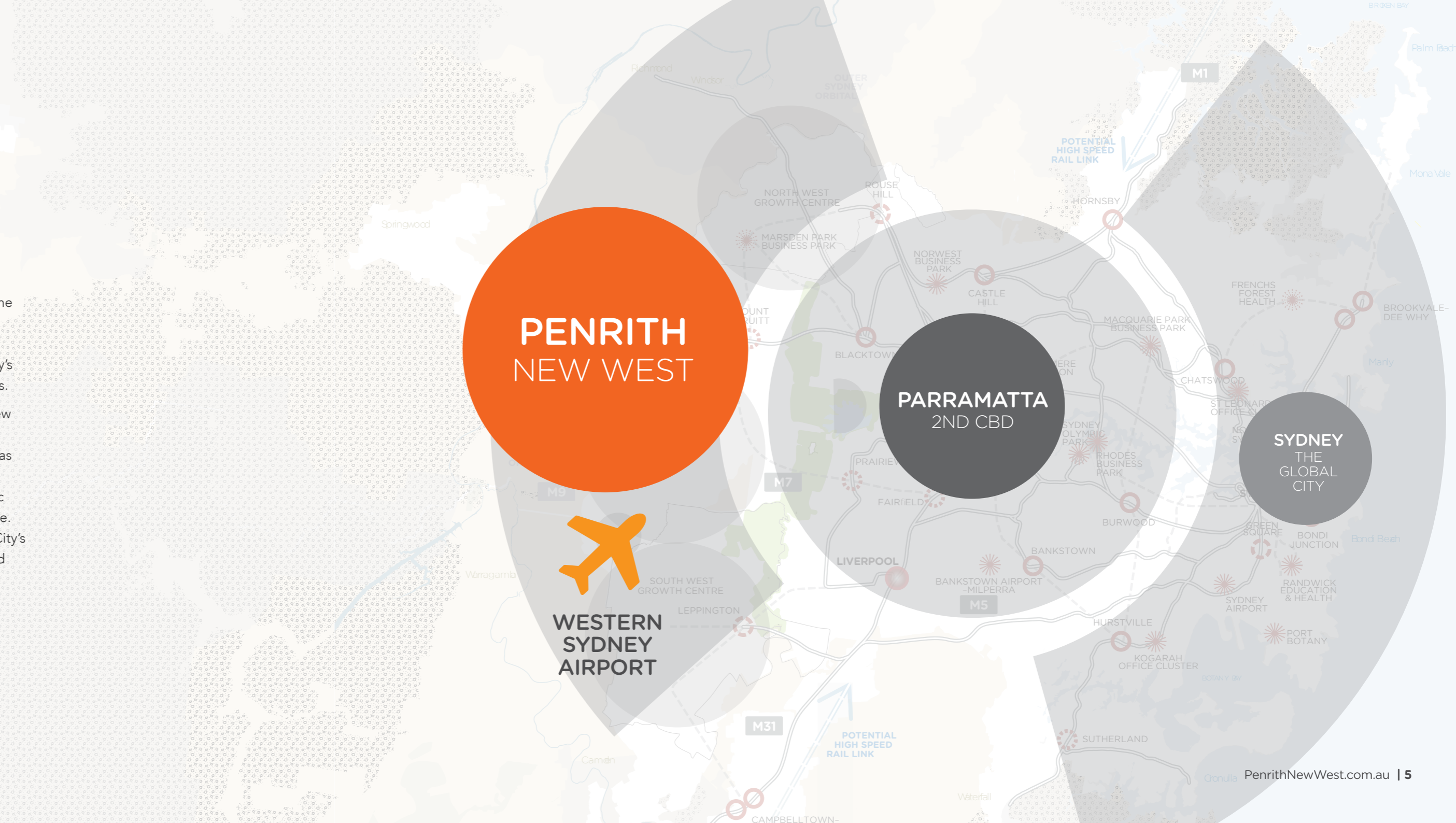
Our Council and community are uncompromising about our aspirations, and excited about maximising the City's potential. We're working to create around 25,000 new dwellings and 40,000 new jobs by 2031.

Given the future Western Sydney airport is located on our doorstep, Penrith is more than ever a place of limitless opportunities.

We're perfectly positioned to service both northwest and southwest growth centres and the Western Sydney Priority Growth Area. Penrith provides a critical link, connecting Western Sydney's regional cities and major centres.

Penrith is open to new ideas, new people and new ways of doing things. We want to turn big ideas into reality. Council can directly leverage change by using public land to transform the City Centre.

We need partners to grow the City's economy, attract investment and create jobs.



PENRITH growth snapshot



PEOPLE
LOCAL GOVERNMENT AREA



PEOPLE
ECONOMIC CATCHMENT



HOUSES



JOBS

Now

195,000

500,000

70,000

70,000

2031

260,000

1 Million+

100,000

120,000

Why PENRITH?



Location

23 mins by train to Parramatta.
20 mins to the future Western Sydney Airport.

Gateway to NSW central west and link to southwest and northwest growth areas.



Land

47.8ha of City Centre land owned by Council. **40%** City Centre land owned by government.

City Centre planning controls under review including heights, parking requirements and FSR to promote development.



Labour

56% of Penrith's workforce are local residents. **40%** of residents have post-school qualifications.

Penrith is a leading skills city, with residents more likely to be educated vocationally than most other 'growth' cities in the region.



Lifestyle

Only 5.8% of residents moved away from Penrith in 2012-13. We have Sydney's 3rd lowest departure rate.

Excellent education, executive housing and beautiful natural environment.

Pipeline PROJECTS



Sydney Science Park

A fully integrated science park including education, research and development, commercial/office space, centre-based residential, student housing, retail and town centre uses. The proposal will provide 12,200 jobs and 3,500 dwellings.



Health and Education Precinct

The Penrith Health and Education Precinct (PHEP) is a specialist zone for health, education, research and related industries. It will deliver 13,000 jobs, 4,500 dwellings and facilities for an additional 15,000 students.



Western Sydney Airport & Priority Growth Area

A State Government Priority Growth Area has been established around the Western Sydney Airport site to maximise economic and strategic benefits. It includes the Western Sydney Employment Area (WSEA) which will create 57,000 jobs in the next 30 years and 212,000 jobs in the longer term.



Western Sydney Science Centre

To be established at Western Sydney University's Penrith Campus, this centre will attract young people to careers in science, technology, engineering and mathematics – required to support high-tech industries that will emerge along the Innovation Corridor and around the new airport.



Panthers Penrith Precinct

The Panthers Club will expand its entertainment, leisure, lifestyle and sporting precinct. This development will be complemented by a mix of new homes, offices, parks and open spaces, connected by walking and cycling tracks.

Investment offer at a **GLANCE**

- ✓ Penrith City's Gross Regional Product is \$7.61 billion, which represents 1.6% of the state's Gross State Product
- ✓ The Western Sydney Priority Growth Area, including WSEA and Sydney Science Park, will be the largest new employment zone in NSW
- ✓ Penrith Lakes - a 2000 Sydney Olympics venue - will become Western Sydney's premier destination for boating, sailing, fishing and swimming
- ✓ Easy access to Western Sydney University and Western Sydney Institute of TAFE
- ✓ 47 primary schools, 21 high schools and 3 special support schools
- ✓ New transport infrastructure or upgrades to Werrington Arterial, The Northern Road, Mamre Road, Mulgoa Road, Elizabeth Drive, outer Sydney orbital and South West Rail Link Extension
- ✓ More than \$1 billion to upgrade the Western Sydney Rail Network
- ✓ Additional \$30 million dedicated to arts and culture in Western Sydney



WE'RE ONLY 20 MINS DRIVE FROM THE FUTURE WESTERN SYDNEY AIRPORT, WHICH WILL PROVIDE 24/7 SERVICES. \$3.6 BILLION IN MAJOR ROAD INFRASTRUCTURE UPGRADES UNDERWAY.

- ✓ Innovative commercial office and research collaboration spaces at Werrington Park Corporate Centre
- ✓ Another \$4 million committed to redevelopment of Nepean Hospital
- ✓ Planning proposals being advanced for more than 4000 apartments in the Penrith City Centre

Opportunity PRECINCTS

Penrith has developed six Opportunity Precincts... zones of activity to achieve our City Centre vision. These include Central Park Village (1), Living Well (2), Commerce + Education (3), Health Link (4), Community, Culture + Civic (5) and Justice (6).



1 | CENTRAL PARK VILLAGE



The future Central Park Village includes a contemporary public space, a vibrant drawcard for community and cultural events, and is surrounded by apartment living and specialist retail.

Opportunities in this precinct...

- ✓ City Park
- ✓ Restaurants, cafes, bars
- ✓ Apartments
- ✓ Hotel, serviced apartments
- ✓ Commercial and retail
- ✓ Shop-top housing
- ✓ Markets

2 | LIVING WELL PRECINCT

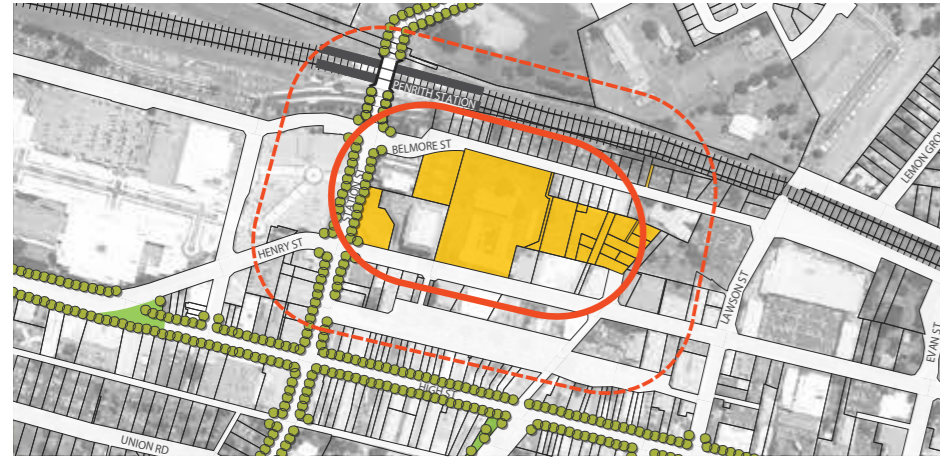


The future Living Well Precinct offers a modern village in the City Centre for baby boomers, with ready access to social and recreational opportunities as well as support services.

Opportunities in this precinct...

- ✓ Apartments
- ✓ Shop-top housing
- ✓ Aged care and seniors' housing
- ✓ Restaurants, cafes, bars
- ✓ Residential care facility
- ✓ Community services hub
- ✓ Commercial and retail

3 | COMMERCE + EDUCATION PRECINCT



The Commerce + Education Precinct, including a future university campus, will be a hub of activity day and night. The digital economy will drive innovation and change and refresh and renew meeting places.

Opportunities in this precinct...

- ✓ TAFE NSW - WSI and a future university campus
- ✓ 5G lab and TV studio
- ✓ Advanced engineering/startups
- ✓ Restaurants, cafes, bars
- ✓ Hotels, serviced apartments, student accommodation
- ✓ Commercial offices (government)
- ✓ Creative arts, information and graphics

4 | HEALTH LINK PRECINCT

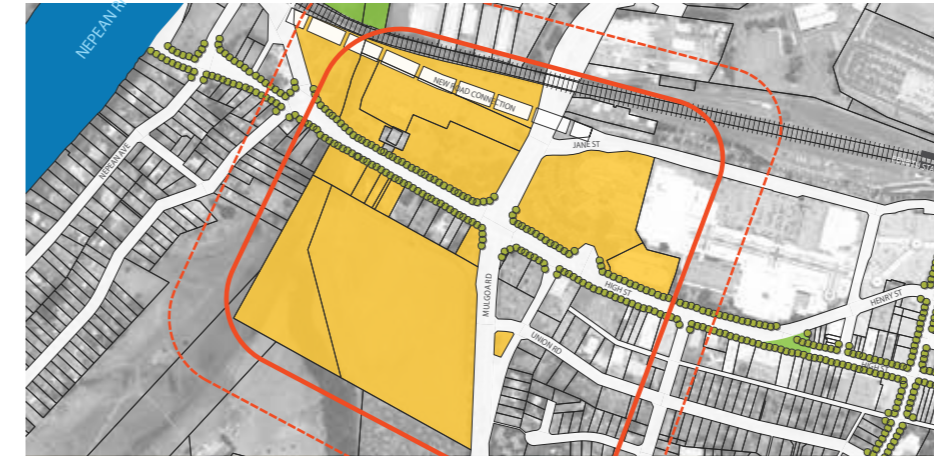


The future Health Link Precinct connects Thornton with a range of commercial, health and wellbeing services, including health innovation and startups in the Penrith City Centre.

Opportunities in this precinct...

- ✓ Private hospital
- ✓ Day surgery and after hours medical
- ✓ Health innovation and startups
- ✓ Allied health and wellbeing services
- ✓ Hotels, serviced apartments
- ✓ Restaurants, cafes, bars
- ✓ Commercial offices (government)

5 | COMMUNITY, CULTURE + CIVIC PRECINCT



The future Community, Culture + Civic Precinct links the City Centre to the Nepean River and enables a range of community, cultural and recreational activities for residents and visitors.

Opportunities in this precinct...

- ✓ Conference venue
- ✓ Cultural activities
- ✓ Hotels and visitor accommodation
- ✓ Restaurants, bars, cafes
- ✓ Gallery and museum
- ✓ Lagoon, urban beach

6 | JUSTICE PRECINCT



The Justice Precinct brings a formality to the eastern boundary of the City Centre and houses a range of government services including courts and police, providing a place of work for many.

Opportunities in this precinct...

- ✓ Government services including courts and police
- ✓ Legal and professional services
- ✓ Office accommodation
- ✓ Restaurants, bars and cafes



Opportunity SITES

Opportunity SITES

1 | CITY PARK PRECINCT

The City Park within the Central Park Village Precinct will be a contemporary public space surrounded by a mix of housing and specialist retail opportunities. The development of a new open space will enhance the feel of the Penrith City Centre, as well as foster investment in the City and redevelopment of private land within the Precinct. It will provide a diverse range of cultural and civic needs for residents, workers and visitors.

STATUS: Vision and expectations being determined with a view to seek Expressions of Interest (EOI) in early 2016.



2 | UNION ROAD

Two key mixed use sites, just 400m south of Penrith Station, can be used to provide a broad mix of housing and valuable connections between High Street and residential land to the south.

STATUS: EOI for development proposals to be advertised shortly.

SITE AREA	ZONING	FSR	HEIGHT
3,836 m ²	B4 Mixed Use	3:1 (11,508 m ²)	24m & 20m
15,627m ²	B4 Mixed Use	3:1 (46,881m ²)	20m

3 | RESERVE STREET

The Reserve Street site is located within the Living Well Precinct. The Precinct will provide urban living and diverse housing options in a City Centre location. The site has the potential to provide aged care and seniors' housing as well as associated services and facilities.

STATUS: EOI for development proposals to be advertised shortly.

SITE AREA	ZONING	FSR	HEIGHT
3,114 m ² + 1,209	B4 Mixed Use	2:1 (8,646 m ²)	24m
2,168 m ²	B4 Mixed Use	2:1 (4,336 m ²)	24m

4 | CARPENTERS SITE

This prime City gateway at the western end of Penrith's City Centre is within the Community, Cultural + Civic Precinct and is a valuable link between the City Centre and Nepean River. This site could be developed for a range of uses including civic, cultural, entertainment, education and tourism.

STATUS: Further information available on request.

SITE AREA	ZONING	FSR	HEIGHT
90,351m ² & 29,751 m ²	SP3 Tourist & RE1 Public Recreation	No stnd	15m & no stnd

5 | Q SITE

Opposite Penrith Station and close to the City Park and Health Link Precinct, this site offers a significant commercial development opportunity in the heart of the City.

STATUS: Negotiations underway on this site.

SITE AREA	ZONING	FSR	HEIGHT
2,754 m ²	B3 Commercial Core	4:1 (11,016 m ²)	56m

6 | SOPER PLACE

Soper Place is perfect for medi-health, alternative medicine and wellbeing as well as commercial medical activities in the heart of the City Centre. This site is key to the Health Link Precinct. It is close to the vibrant cultural and residential activities in the Central Park Village and the adjacent Commerce + Education Precinct.

STATUS: Further information available on request.

SITE AREA	ZONING	FSR	HEIGHT
Portion of carpark east of Woodriff Street 7,538 m ²	B4 Mixed Use	4:1 (30,152 m ²)	24m & 20m

7 | MULTI-USER DEPOT (MUD) SITE

Thornton is an award winning development located just north of Penrith Station. UrbanGrowth NSW has transformed the former Department of Defence site into a highly sought after housing and employment estate.

A 3.66ha site has been retained by the Department of Defence. The site offers an opportunity to complete critical transport and access elements, and deliver on the Thornton masterplan. It could also provide opportunities for job creation through developments such as a private hospital and other medical facilities.

STATUS: Council is advocating for the development of this site.

SITE AREA	ZONING	FSR	HEIGHT
36,600 m ²	SP1 Special Activities (Defence)	No stnd	No stnd

WE WANT TO TALK TO YOU ABOUT INVESTING IN THE

NEW WEST

To get more information on opportunities and how we might partner in the future, contact our New West team:

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ECONOMIC INITIATIVES MANAGER
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Mobile +61 466 365 812
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Come and build Penrith with us.

Our commitment TO YOU

- ✓ We are passionate about everything we do
- ✓ We fast track proposals whenever possible
- ✓ We exceed customer service expectations
- ✓ We constantly refine and improve our business processes
- ✓ We establish a dedicated liaison team for all major proposals

Businesses already investing in Penrith...



and Shanghai Minhang Real Estate (Group)

Build **PENRITH'S** future with us



**COUNCILLOR
KAREN MCKEOWN
MAYOR OF PENRITH**

Western Sydney's population is set to rise to 2.9 million by 2031.

As the Growth City, and a thriving Regional City Centre, Penrith's regional economic catchment will expand to 1 million people.

Penrith is the New West.

We are committed to making Penrith a great place to live, work and invest. We're inviting you to partner with us, to help build and shape Penrith's future.

Penrith has a bold attitude and a bright future.

We invite you to join us

- MAYOR KAREN MCKEOWN
- DEPUTY MAYOR ROSS FOWLER OAM
- CR JIM AITKEN OAM
- CR BERNARD BRATUSA
- CR PRUE CAR MP
- CR MARCUS CORNISH
- CR KEVIN CRAMERI OAM
- CR GREG DAVIES
- CR MARK DAVIES
- CR MAURICE GIOTTO
- CR BEN GOLDFINCH
- CR JACKIE GREENOW OAM
- CR TRICIA HITCHEN
- CR JOHN THAIN
- CR MICHELLE TORMEY



PROPERTY DEVELOPMENT ADVISORY PANEL

Our commitment to capitalising on Penrith's development potential has seen Council appoint a **Property Development Advisory Panel (PDAP)**. Panel members bring extensive public and private sector experience to the table and are helping us to transform the City Centre and deliver jobs for the future. Panel members include:



Sean O'Toole
Chair of PDAP. Former Managing Director of Landcom/UrbanGrowth NSW. Has broad experience in property development and town planning.



Peter Dransfield
Chairman of Devine Limited. Former Director of Housing – NSW Government, Multiplex Group and Walker Corporation.



John Elvy
Chairman of Vinta Funds Management and Madison Marcus Law Firm. Formerly Chairman and Director Leighton Properties Pty Ltd.



Michael Scott
Chairman of Homeworld and provides specialist advice to UrbanGrowth NSW, Lend Lease, Department of Planning NSW and Rio Tinto.



PENRITH
CITY COUNCIL

PenrithNewWest.com.au