



# **SPECIAL PLACES USAGE POLICY (PENRITH CITY CENTRE AND ST MARYS TOWN CENTRE)**

**Adopted**

## CONTENTS

SPECIAL PLACES USAGE POLICY .....	2
1. TITLE.....	2
2. PURPOSE .....	2
3. BACKGROUND.....	2
4. DEFINITIONS .....	2
5. OBJECTIVES .....	3
6. COMMENCEMENT DATE .....	3
7. SCOPE.....	3
8. HIERARCHY OF SPECIAL PLACES.....	5
9. SPECIAL PLACES GUIDING PRINCIPLES.....	5
10. CONDITIONS OF USE OF SPECIAL PLACES .....	5
11. ENFORCEMENT OF THE POLICY .....	6
APPENDIX 1: PLACES HIERARCHY .....	7

# SPECIAL PLACES USAGE POLICY

## 1. TITLE

This Policy (“the Policy”) is called the Special Places Usage Policy.

## 2. PURPOSE

Penrith City Centre and St Marys Town Centre provide vibrant and dynamic retail, hospitality and mixed-use opportunities, with distinctive landscapes and public spaces in both centres.

The primary purpose of this policy is to provide a framework of guiding principles of decision-making criteria for the designated special places in the Penrith City Centre and St Marys Town Centre. By clarifying expectations, the aim is to foster an environment that encourages and enables appropriate activations in these important public spaces.

The network of Special Places delivers a mixture of passive and active spaces in our centres. The bigger places, due to their size and flexibility, such as Triangle Park in Penrith and Coachmans Park in St Marys attract a wider range of people and cater for several different activities. Whereas the smaller ones such as the Linear Plazas in Penrith and the Crana Street Junction in St Marys, have the ability to passively improve their perceptions of convenience and safety in the city, improving wayfinding and reinforcing a unique identity.

## 3. BACKGROUND

The Penrith City Centre Public Domain Masterplan and the St Marys Streetscape Improvement Project lists a network of special places that have a unique offering in order to attract people to the centre improving the economy, community and perception of safety. The vision is for the city to be a place where people live, work and play in welcoming, vibrant and accessible spaces.

Both strategic documents aim to greatly increase the number and variety of these special places creating a centre of multiplicity and diversity rather than repetition and homogeneity, in order to attract more people to the centre, improving the economy, community feel and perception of safety.

Council has range of existing policies and guidelines that impact the usage of Special Places that should be considered in conjunction with this Policy when considering an activity. The documents include, Alcohol Free Public Spaces, Outdoor Dining, Smoke Free Outdoor Areas, Street Performers, Fees and Charges and Sustainable Events Policy.

## 4. DEFINITIONS

**Authorised person:** An appropriately delegated employee of the Penrith City Council or a police officer.

**Council:** Means Penrith City Council.

**Designated area:** A designated area is defined as an area of public land approved by an authorised person.

**Hierarchy:** A summary of the hierarchy of the Special Places in the wider context of the area and their significance to the greater community.

**Place Attribute:** The urban design attributes that will help guide the activity and experiences in the Special Places.

**Place Character:** The proposed place character of the Special Places that expresses the desired personality of the place.

**Public Space:** Spaces that are generally open and accessible to people. Including the pavement, public squares, parks and open spaces.

## 5. OBJECTIVES

The Policy aims to:

- (a) Create a unique city centre identity and sense of place that enhances the connection between people and place.
- (b) Minimise any potential adverse impacts on nearby businesses, properties or community members.
- (c) Provide a clear and transparent framework of guiding principles for the special places.
- (d) Encourage city activation programs both large and small scale and specific to the vision for the public space.
- (e) To provide a single approval pathway for people intending to undertake activities on public lands.
- (f) To ensure that Council fulfils its obligations to the community in relation to public safety and amenity and the public interest generally.
- (g) To provide clear guidance to people intending to undertake activities on public land of Council's requirements
- (h) Ensure that activation does not unduly interfere with pedestrian traffic, conduct of business, community safety and public amenity.

## 6. COMMENCEMENT DATE

The Policy was adopted by Council on X XX XXXX and will come into operation on X XX XXXX.

## 7. SCOPE

This policy provides the framework for appropriate activity within the city centres Special Places network, while acknowledging that in a mixed-use environment, that activity must be carefully managed for equity and fairness to all. This policy does not apply to public spaces not listed below. A summary of the networks and their locations are as follows:

### a) Penrith City Centre Network:

- Future City Park
- Memory Park
- Triangle Park
- Mondo
- Woodriff Lane
- Chambers Court
- Linear Plazas

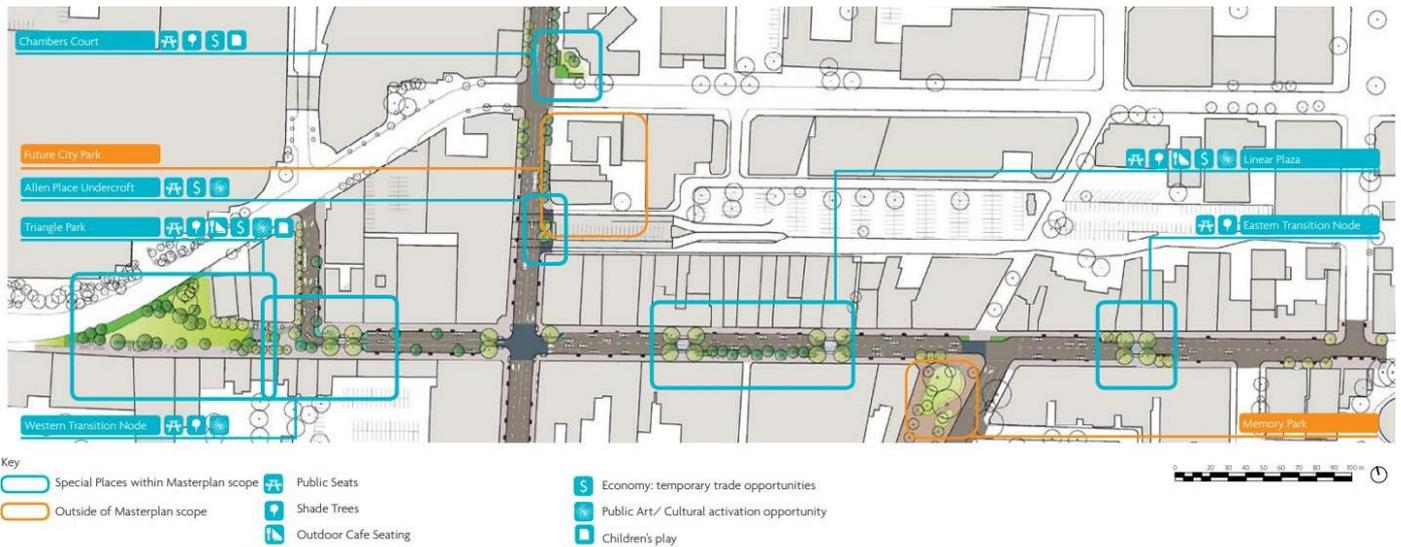


Figure 1 - Penrith City Centre Special Places

**b) St Marys Town Centre Network:**

- Coachmans Park
- Highway gateway
- King Street Bus Stop
- Library
- Crana Street Junction
- Post Office
- Baldo's Laneway
- Mid Block Laneway
- Oxley Arcade
- Telstra Exchange
- Nariel Street
- Station Plaza

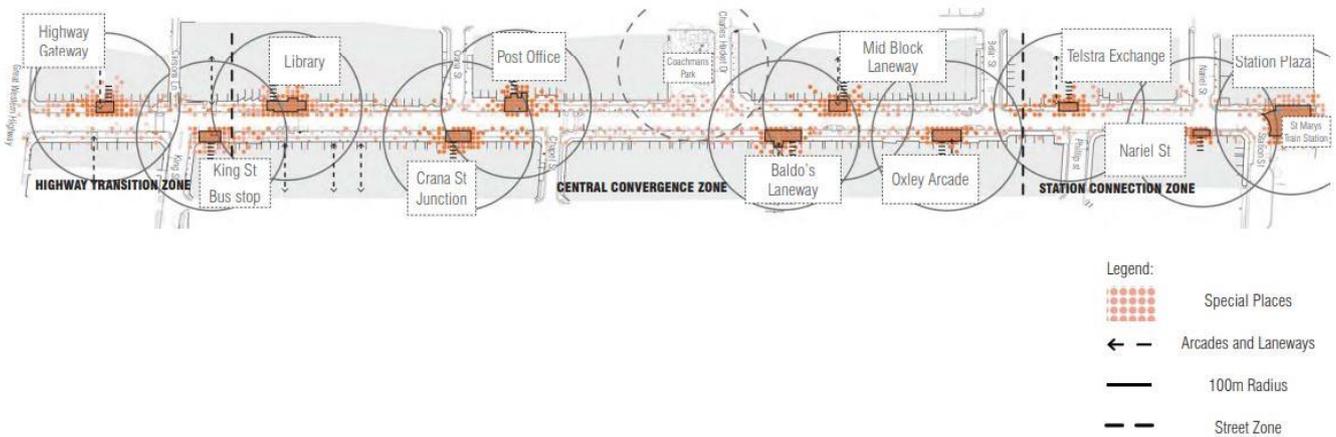


Figure 2 - St Marys Town Centre Special Places

## 8. HIERARCHY OF SPECIAL PLACES

A summary of the hierarchy of the Special Places in the wider context of the area and their significance to the greater community is provided in Appendix 1.

The hierarchy identifies where the Special Places sit in the context of the centres and Penrith Local Government Area. It defines their role as a mixture of passive and active spaces. The hierarchy identifies the following roles of the spaces:

- Regional/District Attraction – Increase social and economic activation
- District/Local Attraction – Establish and reinforce a unique town centre identity
- People Places – Improves pedestrian amenity, wayfinding and comfort

## 9. SPECIAL PLACES GUIDING PRINCIPLES

The following guiding principles will be taken into consideration when assessing a request to hire a Special Place in the Penrith City Centre and St Marys Town Centre.

- a) Appropriate activity  
Council seeks to encourage activity that promote economic growth, cultural benefits and social integration, while understanding the needs of local businesses.
- b) Attractive and High Quality  
The activity must be considered to be suitable and acceptable for presentation in the public domain.
- c) Authentic, Diverse and Engaging  
Council encourages new and interesting ideas and activities that add life and colour to streetscape.
- d) Safety and Accessibility  
Activities should be delivered without compromising the safety of people nor disrupt the communities' engagement with the local businesses ie. Compromise pedestrian access, use of street furniture and building entrances.
- e) Management and Operations  
A person or organisation intending to undertake an activity, event or temporary use of land owned or managed by Council must obtain prior approval in writing from Council.

Council encourages activities that demonstrate sound management practices, such as planning, timeliness, reliability and professionalism. Proposed activities should consider basic logistical matters such as safety, traffic, noise, waste and access before, during and after the activity. Evidence of how this is addressed will be required and used to assess suitability.

Park activity applications should provide evidence of current public liability insurance with a minimum cover of \$20,000,000. Council reserves the right to waiver this requirement when appropriate.

## 10. CONDITIONS OF USE OF SPECIAL PLACES

All applications for hire of a Special Place must comply with the Council's Terms and Conditions and specific operational guidelines where available for hire as well as the

below specific conditions. All the identified special places will be subject to change of usages as required.

Applications for use of identified special places will not be considered for the following activities:

- a) Activities or events that directly contravene existing Council policy.
- b) Activities or events that do not align with Council's Community Strategic Plan.
- c) General fundraising and spruiking activities.
- d) Activities or events that support political activities or activities that could be perceived as benefiting a political party or political campaign.
- e) Activities or events that support religious activities that could be perceived as divisive within the community.
- f) Activities or events that support activities that deliberately exclude any individuals or groups from participating or attending.

## **11. ENFORCEMENT OF THE POLICY**

Council will consider the criteria outlined in this Policy and current Terms and Conditions for hire when determining bookings for any of the special places identified in this Policy.

Failure to obtain written approval for the use of land owned or managed by Council or failing to comply with the terms of any approval issued under this policy will result in action in accordance with Council's adopted Enforcement Policy.

Unless specifically varied by a condition of approval or a direction of an authorised person, the relevant provisions set out in this Policy and Appendix 1 must be satisfied when undertaking an event or activity within one of the defined Special Places.

# APPENDIX 1: PLACES HIERARCHY

The following table defines the network of Special Places across the city. The Special Places network provides a framework for future activities and creative programs in our centres.

## Penrith City Centre Network

Special Place	Location	Place Character	Place attributes	Amenity & facilities
<b>Hierarchy - Regional/ District Attraction</b>				
Future City Park	Station Street	Central Heart Green Grand	Active Civic Gathering	The proposed area with the land bound by Station Street, Henry Street, Allen Place and Woodriff Street. The vision is to create a contemporary green space in the heart of our city.
Memory Park	High Street, Eastern end	Ceremony Community Formal	Passive Historic Commemorative	ANZAC Memorial and Honour roll, paved area for gathering, fixed seating, grass area and decorative garden beds.  Limited activity that respects and reflects the memorial nature of the public space.
<b>Hierarchy – District Local Attraction</b>				
Triangle Park	High Street, Western end	Landscaped Breakout Relaxed	Relaxed Pedestrian Gathering	Seating, grassed area, timber stage, pergola, interactive splash pad, water refill bubbler, garbage bins, creative lighting and adjacent commercial outdoor dining.  Commercial opportunities including markets, trade fairs and music activations on stage.  Approved Street Performers location.  Venue capacity: 1,200

The Mondo	The outdoor area between the western end of Westfield Plaza, The Joan Sutherland Performing Arts Centre and Penrith Civic Centre	Civic Arts Precinct Green Movement	Informal Break out Unprogrammed Relaxed	Shade, seating, giant chess set, water refill station and bubbler, artificial grass and grass area with garden beds.  Venue capacity: 650
<b>Hierarchy – People Places</b>				
Woodriff Lane	Woodriff Street North	Playful Connected Active	Lively Pedestrian	Outdoor pedestrian laneway connecting High Street to Allen Place carpark and the future City Park.  Approved Street Performers location.
Chambers Court	Station Street located in the front of the old council chambers	Informal Intimate	Gathering Pedestrian	Quality public domain on the northern edge of the future City Park.  Approved Street Performers location.
Linear Plazas	High Street between Stations Street and Woodriff	Informal Lively Flexible	Informal Relaxed Contained	Choice of fixed bench seating, integrated and open areas for outdoor dining, power, garden beds, shade trees, and interactive light bollards.

## St Marys Town Centre Network

Special Place	Location	Place Character	Place attributes	Amenity & facilities
<b>Hierarchy - Regional/ District Attraction</b>				
Coachmans Park	Queen Street	Central Heart Paved Landmark	Active Gathering Open Civic	Seating, grassed area, stage, pergola, tables, public art, garbage bins, lighting and adjacent commercial outdoor dining.  Commercial opportunities including markets, trade fairs and music activations on stage.  Approved Street Performers location.  Venue capacity: 1,500
<b>Hierarchy – People Places</b>				
Highway Gateway	Corner Great Western HWY and Queen Street	Gateway Movement	Active Gathering	Arrival place, celebrating the history and heritage of St Marys including bespoke public seating, public art, paving overlays and planting.  Approved Street Performers location.
Library	Queen Street	Connected Safe	Gathering Formal	Community meeting space celebrating the rich history of the place featuring bespoke tables and seating, planting, paving overlays and creative lighting inset to ground at the Library entrance.
Station Plaza	Queen Street – located at St Marys Train Station	Gateway Gritty Bold	Active Urban Gathering	This is the transport gateway that caters to a transiting audience and encourages a safe, passive respite spot. Features bespoke seating, public art, paving overlays, planter boxes and garden beds.  Approved Street Performers location.

Special Place	Location	Place Character	Place attributes	Amenity & facilities
King Street bus Stop	Queen Street	Pedestrian Safe	Gathering Relaxed	Sheltered bespoke bus stop with public seating, planting and paving.
Crana Street Junction	Queen Street	Connected Safe	Gathering Relaxed	Generous and comfortable gathering environment with bespoke public seating, paving and planting.  Approved Street Performers location.
Post Office	Queen Street	Connected	Gathering Interactive	Children's play element, paving, planting and bespoke seating.
Baldo's Laneway	Queen Street	Connected Pedestrian Safe	Pedestrian Flexible Relaxed	Promotes a use of laneway access, featuring a bespoke sheltered bus stop incorporating lighting with paving and public seating.
Mid-block	Queen Street	Connected Safe	Relaxed Intimate	Smaller bespoke public seating, paving and planting.
Oxley Arcade	Queen Street	Connected Pedestrian	Gathering Relaxed	Promote arcade connection to parking and a northern meeting place. Features bespoke public seating, planting, paving.
Telstra Exchange	Queen Street	Pedestrian Safe	Gathering Relaxed	Bespoke public seating with raised planting, paving and public art.
Nariel Street	Queen Street	Pedestrian Safe	Gathering Relaxed	Smaller bespoke public seating, paving and planting.