

Architectural Design Statement

Westfield Penrith Alterations & Additions - Dining, Leisure Retail Precinct

October 2019

Following the creation of Scentre Group ('SCG') in July 2014, the business have been challenged to consider how we can better deliver our company purpose, **"creating extraordinary places, connecting and enriching communities"**. With this in mind SCG have a vision to transform Westfield Penrith into a vibrant centre that contributes to the life and activity of the Penrith Central Business District (CBD). As Penrith evolves into a diverse and increasingly dense central business district, there is the opportunity for Westfield Penrith to contribute to the success of the CBD by providing safe and vibrant experiences and spaces for the community.

The vision for the Westfield Penrith Alterations and Additions project is to revitalise the Southern gateway arrival into the existing centre and provide market leading, family dining experiences that activate and compliment the quality of public space and pedestrian amenity within the public courtyard and adjacent Joan Sutherland Performing Arts Centre (JSPAC). The proposed development will repurpose the existing non-activate edge condition to a vibrant, active and landscaped thread into the South West entry of the centre. The retail precinct and mix will establish a vibrant all day & night-time destination for the residents of Penrith.

The proposal is considered a 'refurbishment' to the existing centre whilst creating a destination for people to dwell and enjoy the natural daylight, open air and soft landscaped gardens through the 'courtyard' precinct, whilst reinforcing the visual connection to the retail centre from pedestrian approaches. The proposed 'Atrium' entry will create a new 'front door' to the centre whilst providing a seamless connection to the southern side of the site and to future residential developments to the South. The architectural design response seeks to maximise solar access into the courtyard areas noting the orientation of the built form is to the South of the existing centre. Pedestrian amenity will be enhanced with covered/glazed pathways, that are sleaved with established landscape gardens, quality lighting and activated shopfronts.

GENERAL SUMMARY OF PROPOSED SCOPE:

The proposal will offer approximately 1,456 sqm of incremental GFA of retail over 2 levels.

Level 1 Retail:

- Reconfigure portion of existing external courtyard area into internal common mall arrangement including new public amenities. The existing multi-deck car park is to be reconfigured and sleaved with new retail to complete a new loop connection back to the existing retail centre.
- Existing external shopfront arrangement fronting the existing courtyard to be reconfigured, creating vibrant/activated alfresco dining & associated covered seating areas.
- Existing multi-deck car park will be sleaved with new landscaped garden beds that complement the existing courtyard.
- Demolish existing high level colonnade awning/roof structure. Replace with new steel and cantilevered glass awning, maintaining covered pedestrian arrival from existing car parks and pedestrian network.

Level 2 Retail:

- Proposal includes two new retail tenants adjacent to existing car park pedestrian bridge (connection between carpark and retail centre). Relocated mall entry at L2 to extend retail and interface with carpark.

Owner and Operator of  in Australia and New Zealand

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DESIGN RESPONSE/BUILT FORM TO EXISTING

The proposed development establishes a new urban character along the Southern edge of the existing shopping centre. The bulk and scale has been maintained along the Southern frontage whilst a new double height atrium compliments the existing scale and materiality of glass and steel of the JSPAC. The proposal maintains solar access into the courtyard area by retaining the existing structural roof profile to the Southern edge of the building whilst replacing the existing concrete and steel colonnade with a steel glass cantilevered awnings over the pedestrian pathway below. The proposed awning height has been designed both in response to the building overhang/soffit of the JSPAC and also to provide adequate shopfront arrangement for restaurants and maintain human scale. The glazed awnings lead to a double height glazed atrium arrival into the centre (also within the fully compliant envelope) with glazed canopy overhang at high level, to provide weather protection and dappled light to the existing concrete forecourt below.

PLACE MAKING & COURTYARD ACTIVATION

The existing fixed shopfront arrangement is to be replaced with activated and operable enclosures that offer a variety of dining experiences and allows tenants to have the flexible enclosure to mitigate/protect against prevailing winds, predominantly from the West in colder Winter months. Provision of covered seating areas that have integrated and sleaved landscaped gardens will frame the existing courtyard with greenery at the Eastern edge whilst maintaining view corridors through to the centre entry. The existing forecourt will be maintained for seasonal and community and events and a new contained kids playscape will be located within the proposed atrium arrival to the centre. This will ensure a true point of difference to surrounding playground options, providing an all-weather protected destination, whilst being contained within the operational centre and will enhance this family dining precinct.

The proposed active frontages and landscaped edges will improve pedestrian amenity, promote foot traffic and increase casual surveillance over the public domain, and it is expected to increase safety both during and outside operational hours of the precinct.

NIGHT TIME ACTIVATION

The precinct will incorporate several dining and leisure offers that would be aligned to the council's vision to improve night time economy within the city centre. This reinvigorated precinct will create a destination for the community that promotes eyes on the courtyard and passive surveillance. Lighting will provide high quality amenity conditions for a dining and hospitality precinct as well as for safety during and outside of trading hours.

PEDESTRIAN THROUGH LINK

The proposed development seeks to reinforce the existing through-site link which is considered as part of the future vision for the entire Westfield centre. The pedestrian amenity will be enhanced with new concrete paving, extensive landscape gardens, generous 4m wide covered pathways leading to the centre entry. The pedestrian pathways leading towards to centre will have glazed awnings overhead, together with a variety of active frontages and clear view corridors leading to the glazed atrium entry/arrival.



Image 1
 Artist impression only - Perspective looking North along covered pedestrian pathway from High Street



Image 2
 Artist impression only - Perspective looking East from Joan Sutherland Performing Arts Centre Lobby