

SPOTLIGHT GROUP REGIONAL DISTRIBUTION FACILITY AND SPECIALISED RETAIL CENTRE

121 - 133 BLAIKIE ROAD, JAMISONTOWN, NSW

PROGRESS UPDATE PRESENTATION TO PENRITH CITY COUNCIL

BUCHAN



Purpose

1. Brief Penrith City Council on how the project has evolved since the pre-lodgement meeting, in October 2025.
2. Present the full project concept and design rationale for the project and how the surrounding interface has been accounted for.
3. Outline the planning approval approach.
4. Discuss design issues and opportunities.

Agenda

1. Introduction
2. The Spotlight Group
3. Urban Context
4. Architectural Design Response
5. Evolution of Development
6. Visual Impact Analysis
7. Appendix A - Plan , Sections, Elevations



Introduction

01

Project Timeline



The Spotlight Group

02

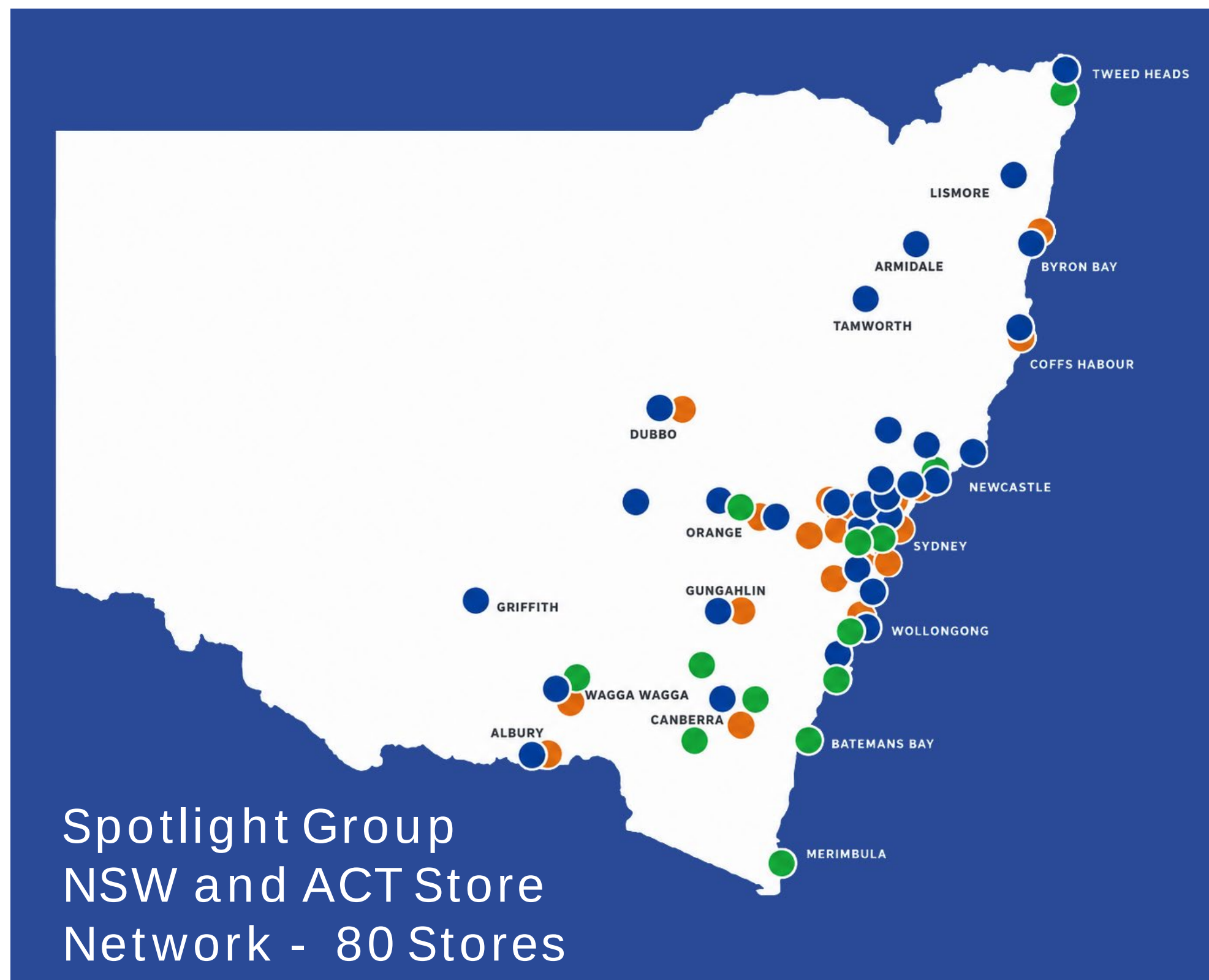
The Spotlight Group

- Spotlight Group develops, owns and operates a growing portfolio of large formal retail and mixed-use commercial assets across Australia.
- Spotlight Group operates iconic retail brands Spotlight Anaconda, Harris Scarfe and Mountain Designs.
- A growing network of 300 stores across Australia employs 13,500 people.
- The retail store network has a global supply chain including distribution centres in major urban centres.
- The proposed regional distribution centre will service a network of 80 Spotlight Group stores across NSW and the ACT.

SPOTLIGHT

ANACONDA

Harris Scarfe



New Regional Distribution Centre – Critical Strategic Infrastructure

The proposed Regional Distribution Centre is critical to the Spotlight Group operational network because:

1. Existing NSW distribution capacity is presently constrained and future growth in the store network requires more distribution.
2. Increasing supply chain efficiency requires a purpose built facility with advanced Autonomous Mobile Robot (AMR) sortation system.

Regionally Significant Industrial Land



Draft Sydney Plan Industrial Lands Map, site indicated in red.

1. It is a 2ha vacant site in an otherwise developed precinct.
2. The site is located close to the M4 and Mulgoa Road strategic transport network.
3. The site is zoned for warehouse & distribution centre and large format retail development.
4. Efficient use of scarce land with multi-level warehouse building.
5. The proposal will be Australia's first integrated logistics and retail development.
6. The proposal represents a \$150 million investment by Spotlight Group, continuing its 40 year commitment to employment in the Penrith LGA

Urban Context

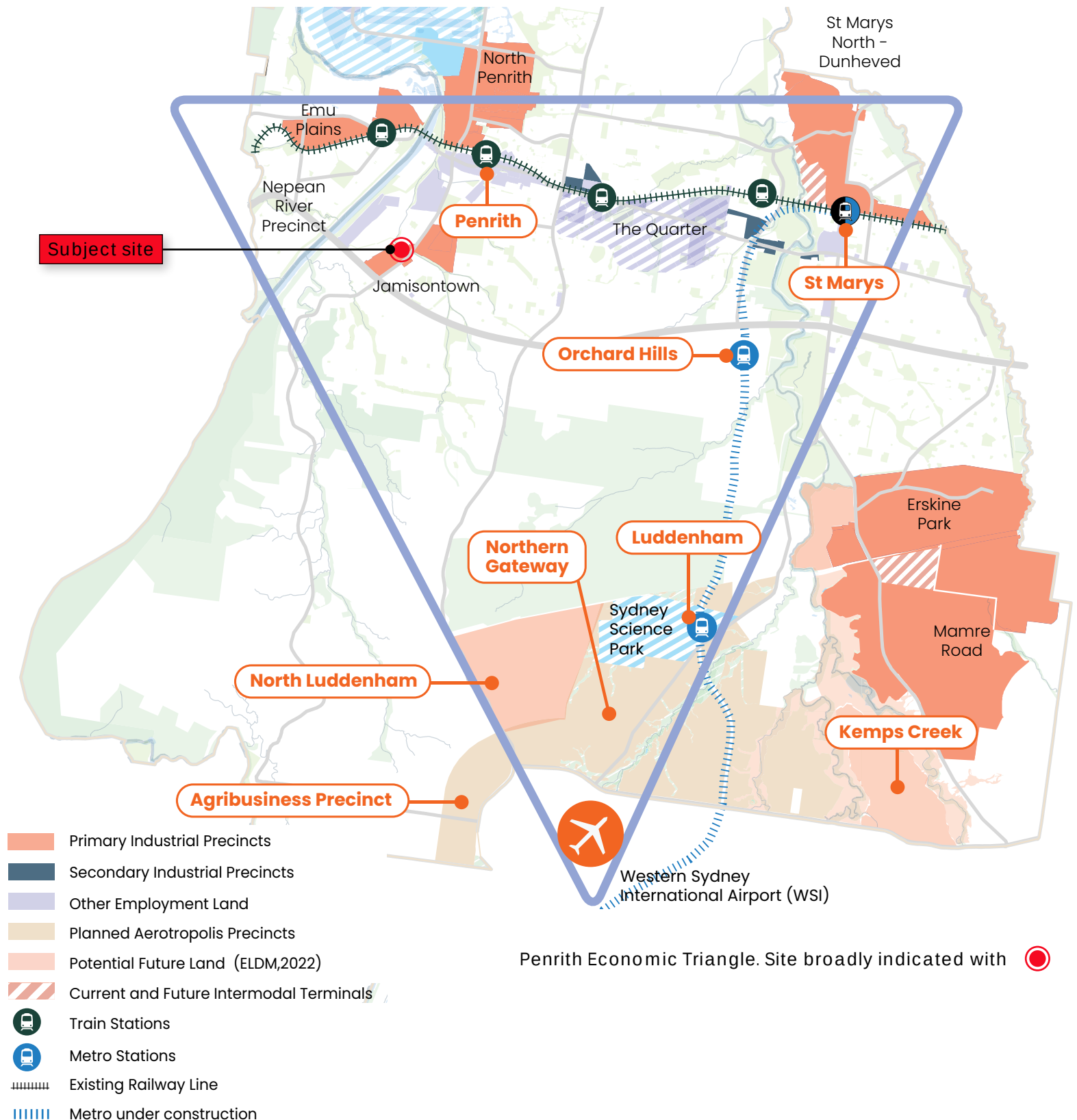
03

Strategic Industrial and Employment Development

Penrith Employment Lands Strategy – Strategic Direction 3 – Action 15

“Reviewing zoning, height limits and development controls to offer greater flexibility for business operations while preventing land use conflicts and ensuring controls are appropriate to lot size and location”. (pg. 65).

- The Employment Lands Study recognises that greater flexibility in height limits and other development standards can support new employment generating uses within existing industrial precincts.
- Jamisontown is identified as one of the five primary industrial precincts.
- The site is well suited to distribution and large format retail uses, supporting industrial operations, employment uses in the surrounding precinct and the broader retail supply chain.
- The site offers a strategic opportunity to expand the existing retail trade and homemaker centre while reinforcing its industrial context.
- Where amendments to height limits are proposed, the Employment Lands Study notes that particular consideration should be given to the potential impacts on views, vistas, and the amenity of surrounding communities.



Urban Structure

- The site sits within a larger employment precinct along Mulgoa Road that accommodates a range of large format industrial and commercial buildings that include warehouses, retail and factory uses.
- Rural land west of the employment precinct lies within the Nepean River floodplain and is unlikely to accommodate additional residential development due to flood risk.
- Buildings are generally in accordance with a 12m height limit typically ranging from 8–12m in height. Development is commonly setback from the street, with car parking located within these setbacks.
- Separately, the adjoining Penrith Homemaker Centre has received approval for an increase in building height up to 19m.
- Streets within the precinct are typically 20m wide, with minimal tree canopy and sub-standard footpaths to one or both sides of the carriageway.

Key Insights:

- The precinct reads as a long continuous business precinct along Mulgoa Rd with large footprint buildings and visible signage and car parking which continues along Blaikie Rd to the site.

Street Views



View of large format employment zone



View of large format employment zone



View from Mulgoa Road looking North-East



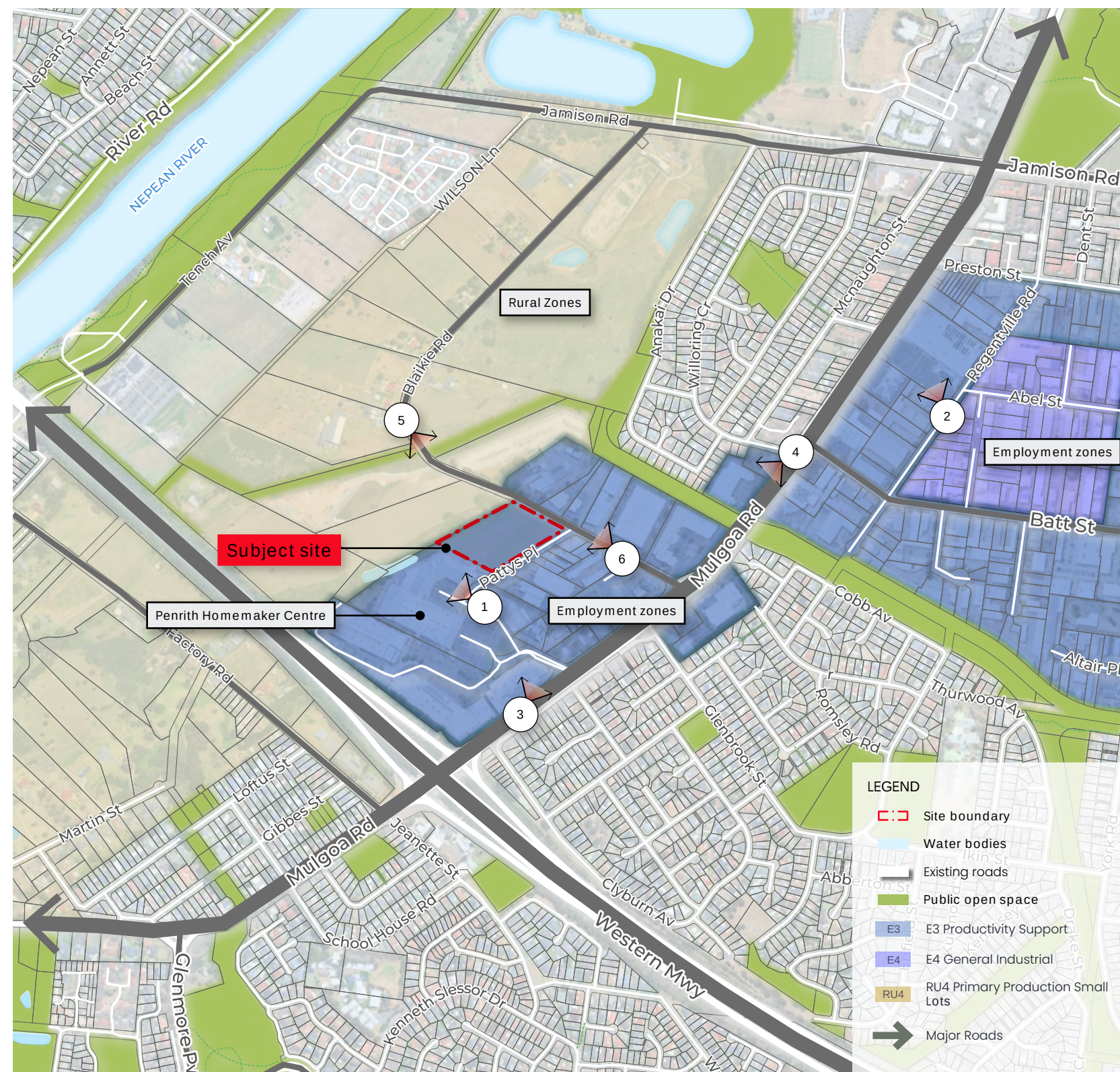
View from Mulgoa Road looking South-West



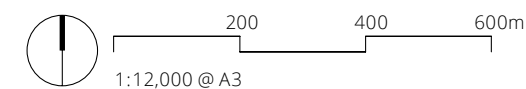
View from Blaikie Road looking South-East



View from Blaikie Road looking North-West



Urban Structure



Site Context & Built Form Character

Key Insights:

- The surrounding area features built form with large-volume, substantial buildings depths and highly visible commercial facades.
- The scale and character of these buildings confirm that large expansive structures are complementary to existing built form character.



Homemaker Centre



138 Blaikie Road



72-82 Mulgoa Road

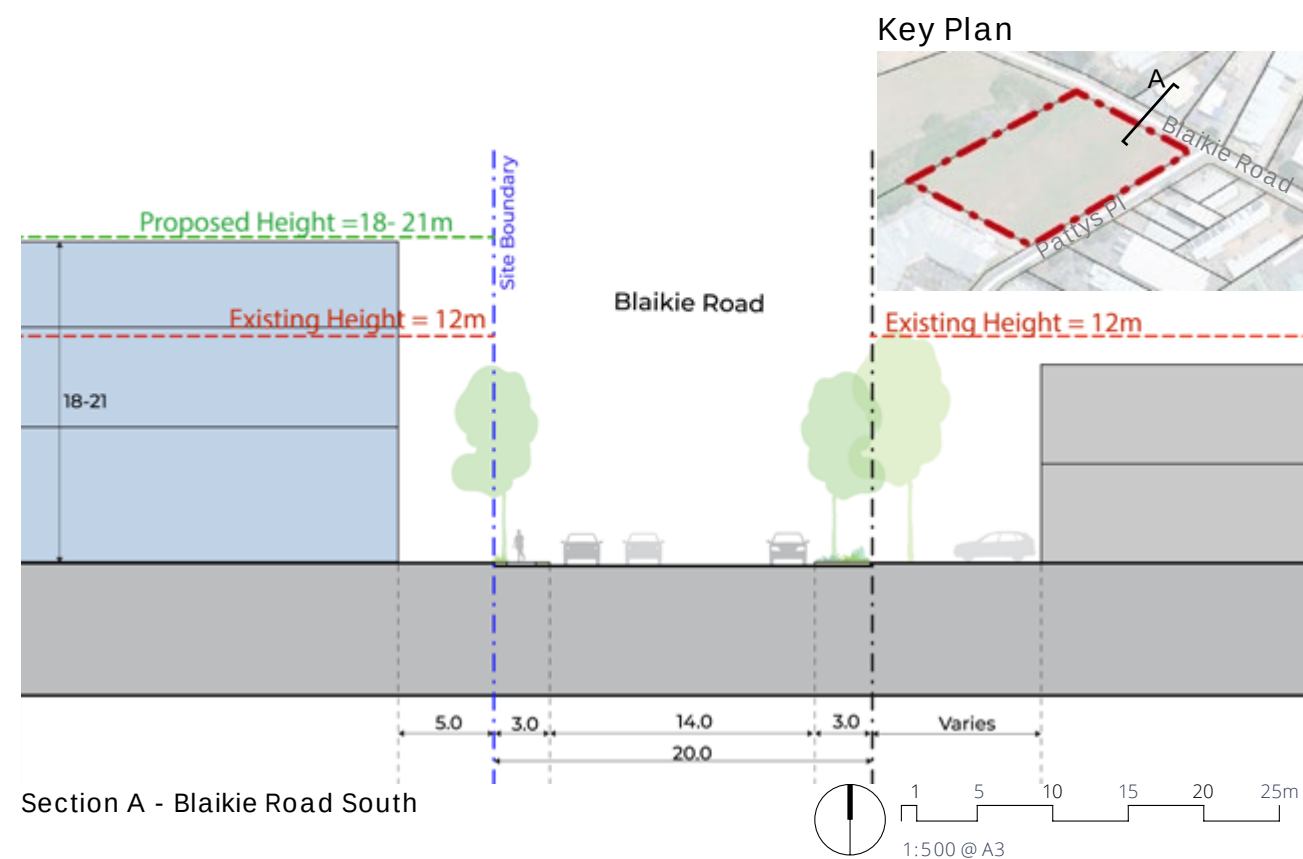


Streetscape & Built-form Analysis - Blaikie Road South

- This view is taken from Blaikie Road looking toward the site.
- The height of the proposed building (18-21 metres) together with clear signage, street setbacks and building modulation sits comfortably within the existing streetscape character and proportions.
- The proposed development reads as part of the continuous employment precinct along Blaikie Rd that is marked by visible business signage.

Key Insights:

- The bulk and scale of the building does not overwhelm the proportions of the street and surrounding context.
- The proposed development has an overall height of approximately 20m, which creates a 1:1 height-to-street-width ratio, helping maintain a balanced streetscape proportion and daylight amenity.



Existing view from Blaikie Road (from South-East looking North-West).



View from Blaikie Road with proposed development (from South-East looking North-West).

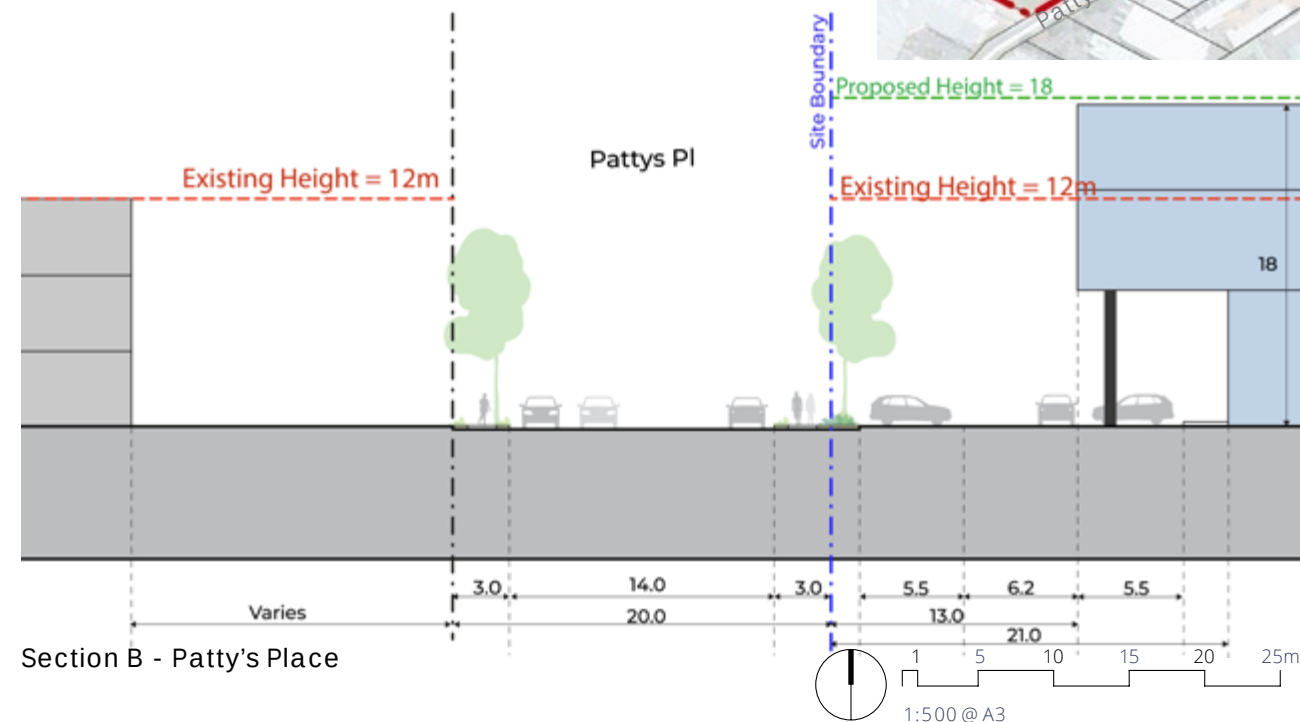
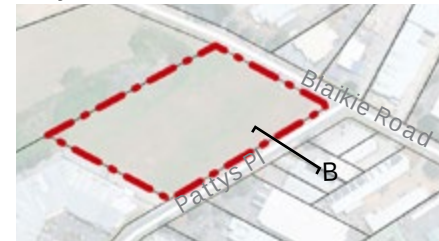
Streetscape & Built-form Analysis - Pattys Place

- This view is taken Pattys Place looking toward the site and existing Homemakers Centre in alignment with the eastern elevation of the development.
- A 13-metre building setback is provided at ground with undercroft parking space which modulates the scale and form of the building. This treatment establishes a human scale at ground level which respects the existing streetscape character and proportions.

Key Insights:

- The bulk and scale of the building does not overwhelm the proportions of the street and surrounding context .
- An improved streetscape condition is created by the proposed development including a pedestrian path and increased landscaping.

Key Plan



Existing view from Pattys Pl (from North-East looking South-West)



View from Pattys Pl with proposed development (from North-East looking South-West)

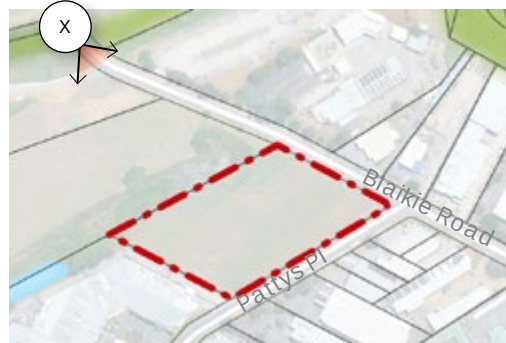
Streetscape & Built-form Analysis - Blaikie Road North

- This view looks toward the employment precinct from the west.
- From this view, the building is expressed via horizontal and vertical elements which further modulate the scale and form of the development.
- Additional vegetation and landscaping within the site's riparian zone expresses the transition from urban to rural landscape.
- The proposed building is proportional with the scale of adjoining and surrounding buildings in the employment precinct.

Key Insights:

- The proposed building is proportional with the scale of adjoining and surrounding buildings in the employment precinct and reads as a collection of large format warehouse buildings.
- Spaced landscaping along the western boundary is consisted with scattered trees across the broader landscape assisting to break down the scale of the building.

Key Plan



Existing View from Blaikie Road (from North-West looking South-East)



View from Blaikie Road with proposed development & adjacent Homemaker Centre planning proposal (from North-West looking South-East)

Architectural Design Response

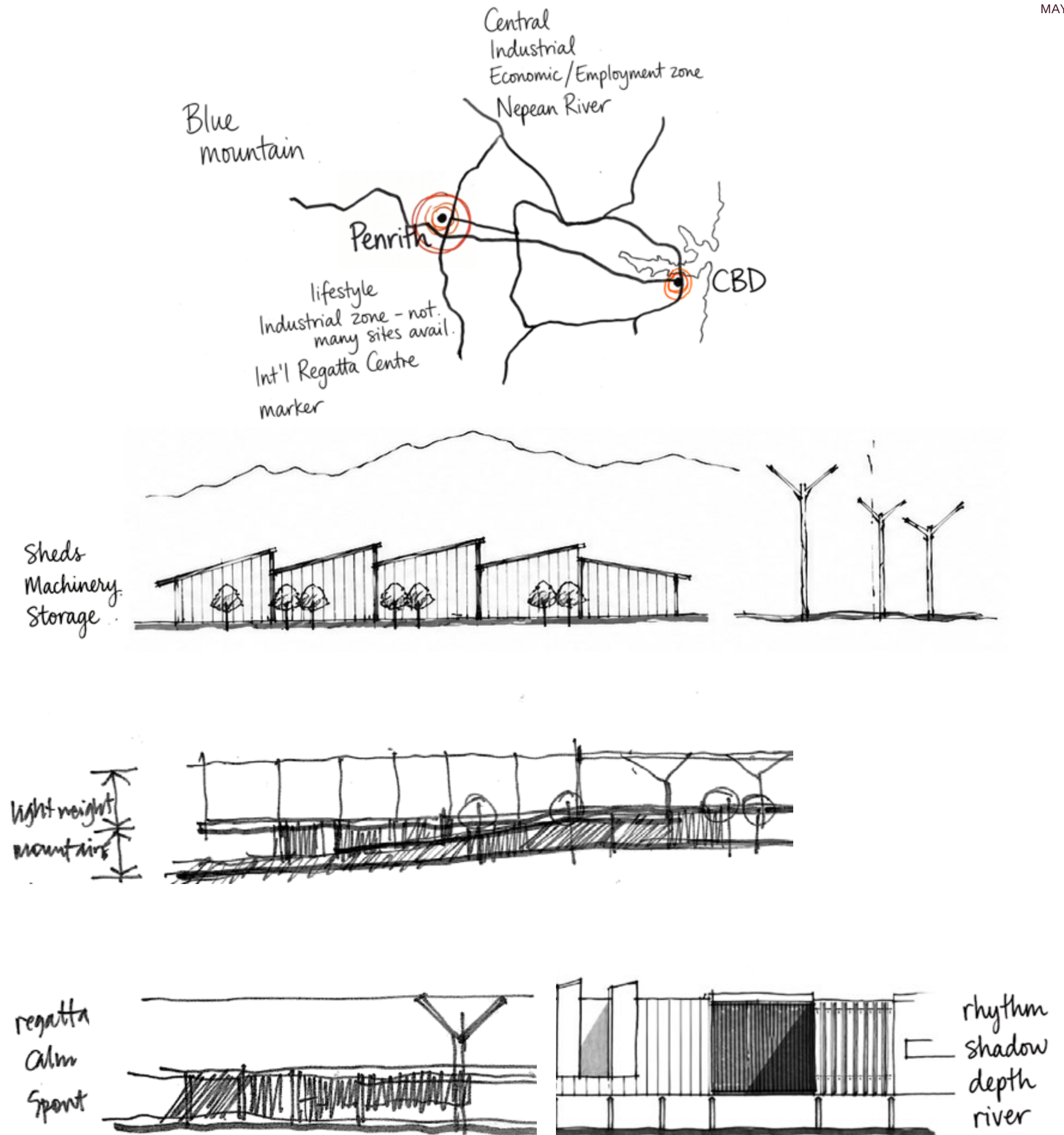
04

Concept Design Statement

The architectural approach draws from the **broader agricultural and productive history of Penrith and the Nepean district**. Historically, this part of Western Sydney was shaped by farming, dairying, orchards, market gardens, livestock movement and produce-related activity. The built forms associated with these uses were typically practical, robust and direct: large sheds, barns, storage buildings, machinery structures and produce facilities. These buildings were not decorative. They were functional structures designed for span, shelter, access, ventilation and durability. The proposal takes reference from this **rural-industrial lineage and reinterprets it in a contemporary large-format retail and warehouse context**.

The larger forms are conceived as contemporary working sheds — simple, robust and purposeful. Corrugated metal facades reference the utilitarian material language of agricultural and industrial buildings common to productive landscapes, and are articulated to avoid flat, anonymous warehouse elevations through a **cascading profile that introduces relief through rhythm, depth, play of light and shadow**, breaking down the visual scale of the buildings and creating a more considered relationship with the public domain, while the robust shed forms sit comfortably alongside the Nepean River—inspired landscape within the broader Penrith precinct, historically shaped by production, transport, industry, and its associated productive landscapes. **Structural exposed Y-columns** expresses a loose reference the trees and riparian landscape of the Nepean corridor and strengthens the building's identity beyond a standard warehouse elevation.

The intent is not to replicate historic farm buildings literally. It is to take the **logic of those buildings — span, shelter, durability, economy and directness** — and apply it to a contemporary LFR and warehouse environment. In doing so, the proposal creates buildings that are honest about their use and scale, while still being grounded in the character, history and landscape identity of Penrith. This provides a more place-based response than a generic warehouse typology. The architecture acknowledges the operational requirements of large-format retail and warehouse uses, but elevates them through material expression, structural clarity and contextual reference.



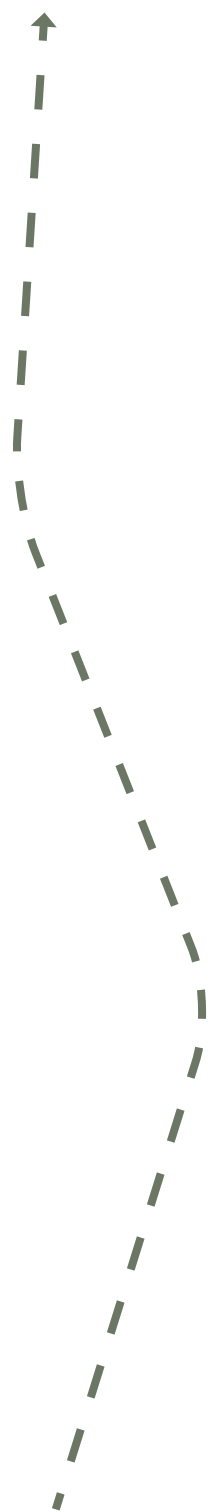
Concept Design Inspirations

Sky

Bridge

River

Ground



Open Air



Sky



Regatta



Water Stream



Level Transition



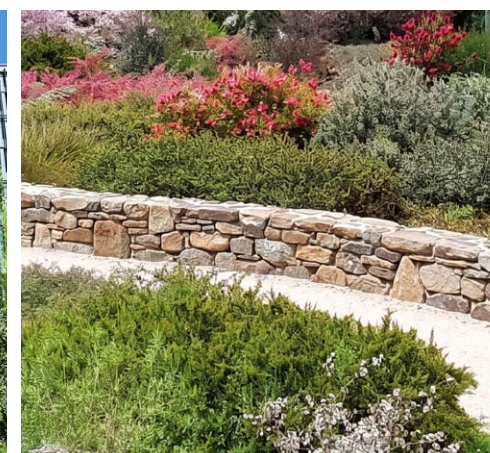
Flowing Expression



Growth

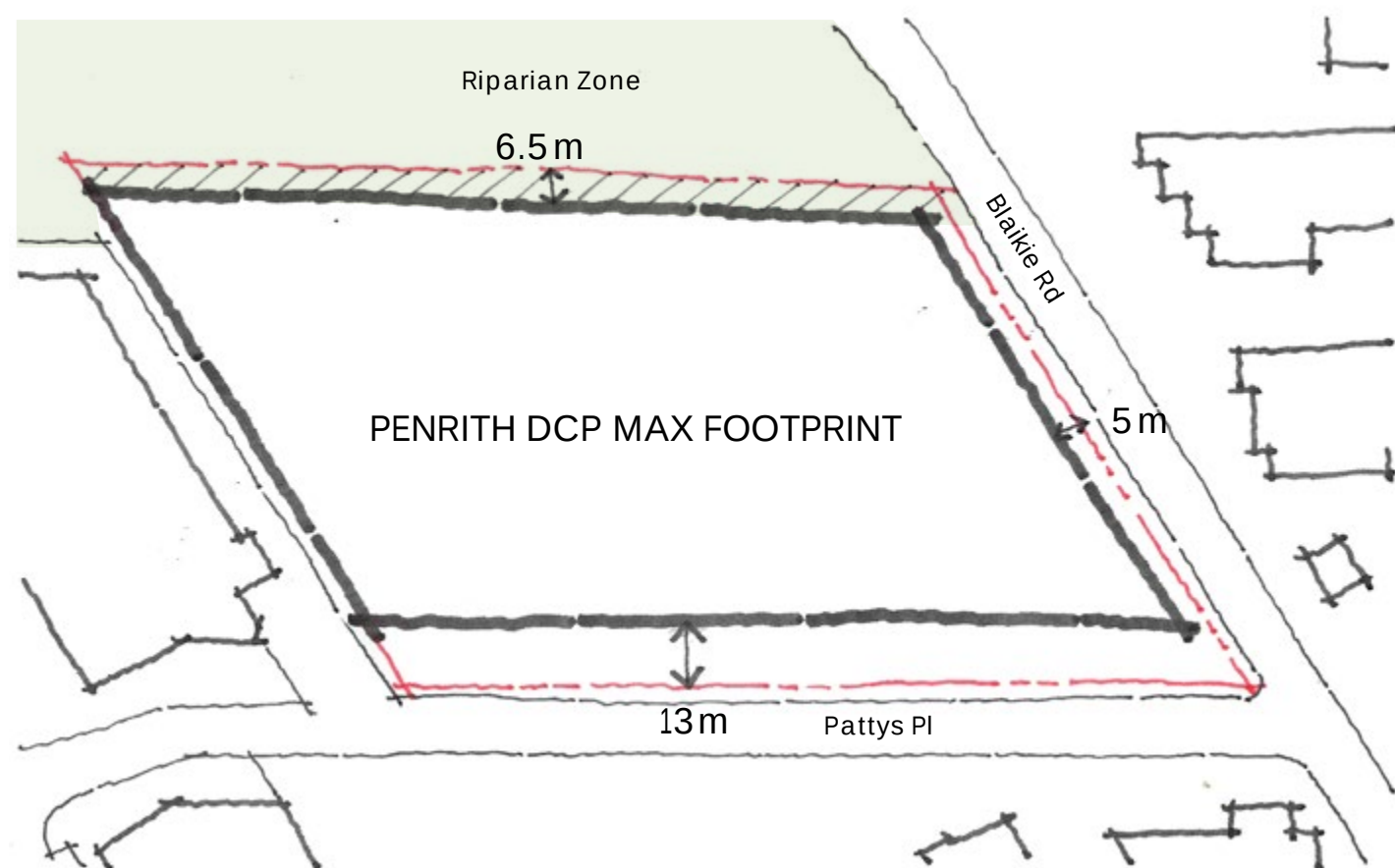


Green Tranquility



Building Envelope

DCP Setbacks



Penrith DCP Setback Requirements

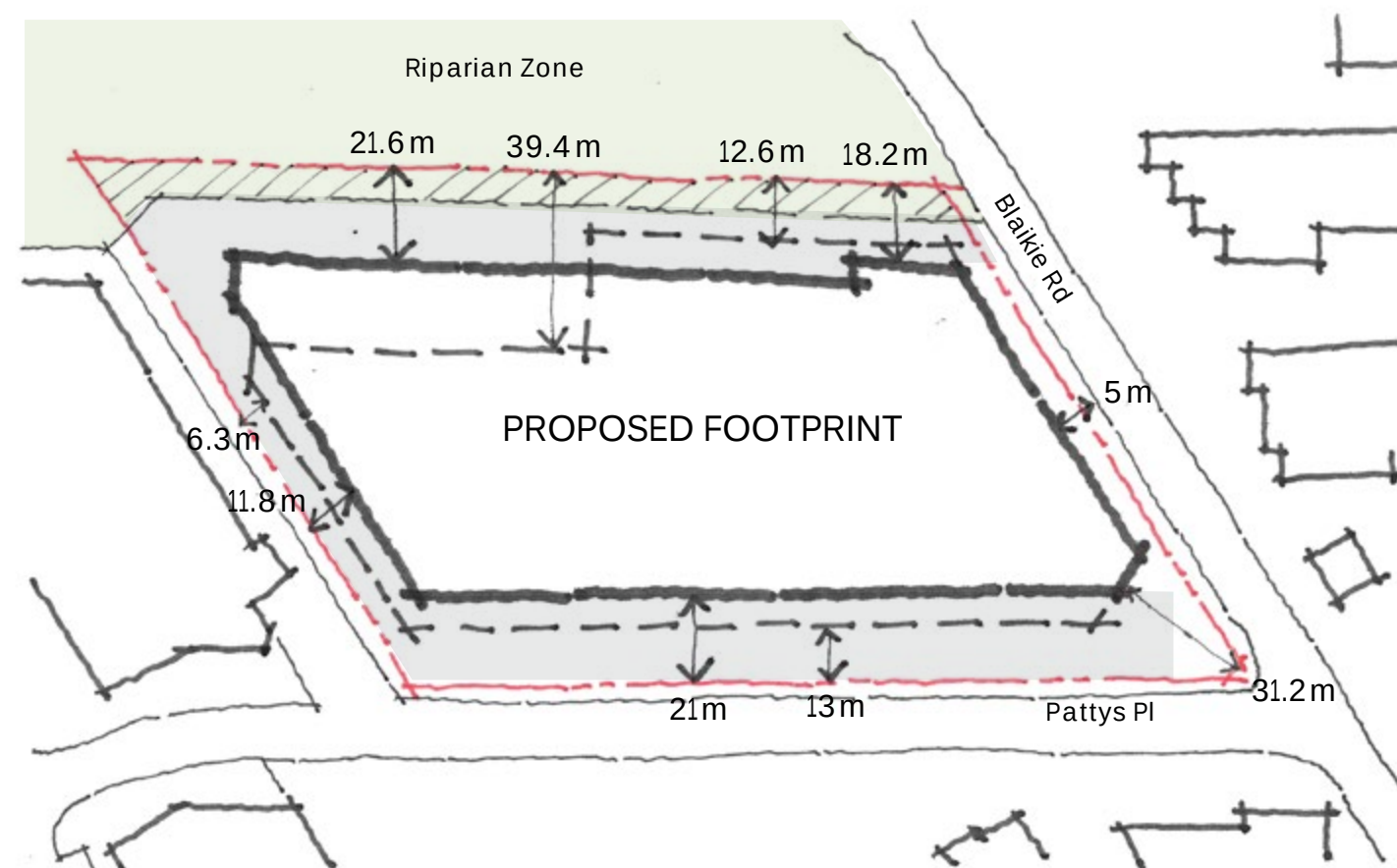
Primary Frontage (Patty's Place): South
Min 5m

Secondary Frontage (Blaikie Road): East
Min 13m

Western Interface:
Boundary Line (0m)

Riparian Interface: North
Min 6.5m

Proposed Setbacks



Proposed Setbacks (Primary Enclosure)

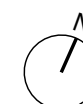
Primary Frontage (Patty's Place): South
5m

Secondary Frontage (Blaikie Road): East
21m

Riparian Interface: North
18.2m - 21.6m

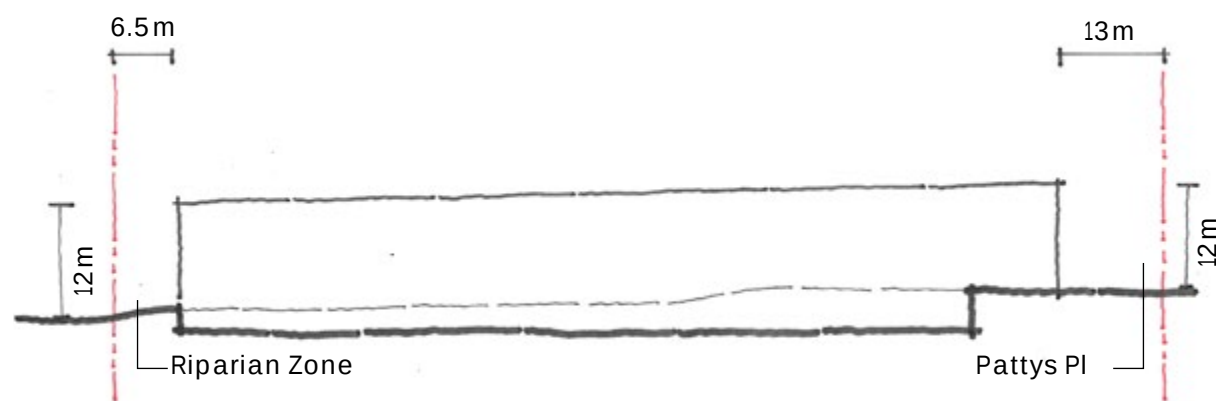
Western Interface:
11.8m

Riparian Interface: North
18.2m - 21.6m

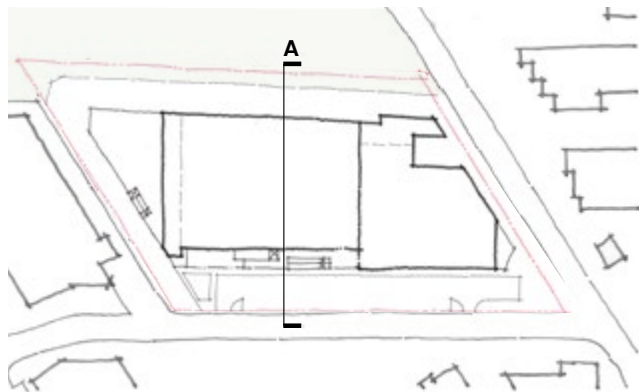
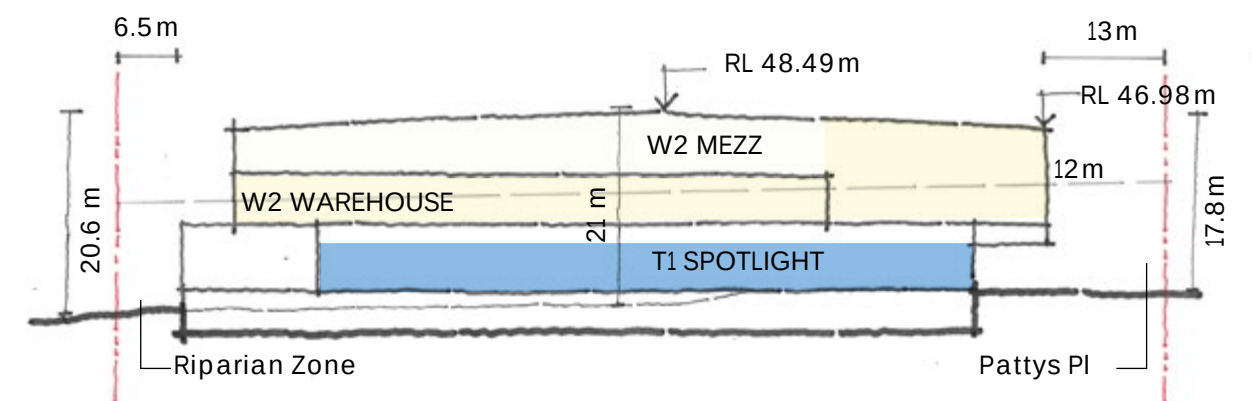


Building Height

LEP Height

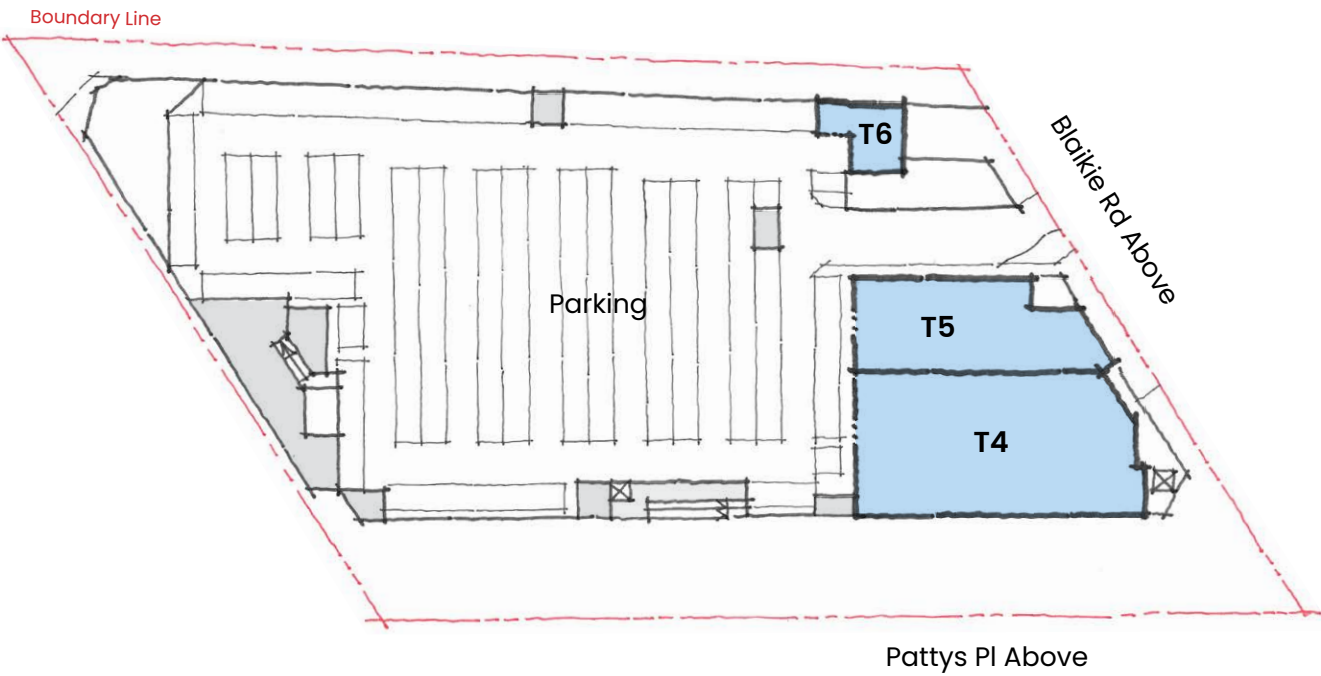


Proposed Height



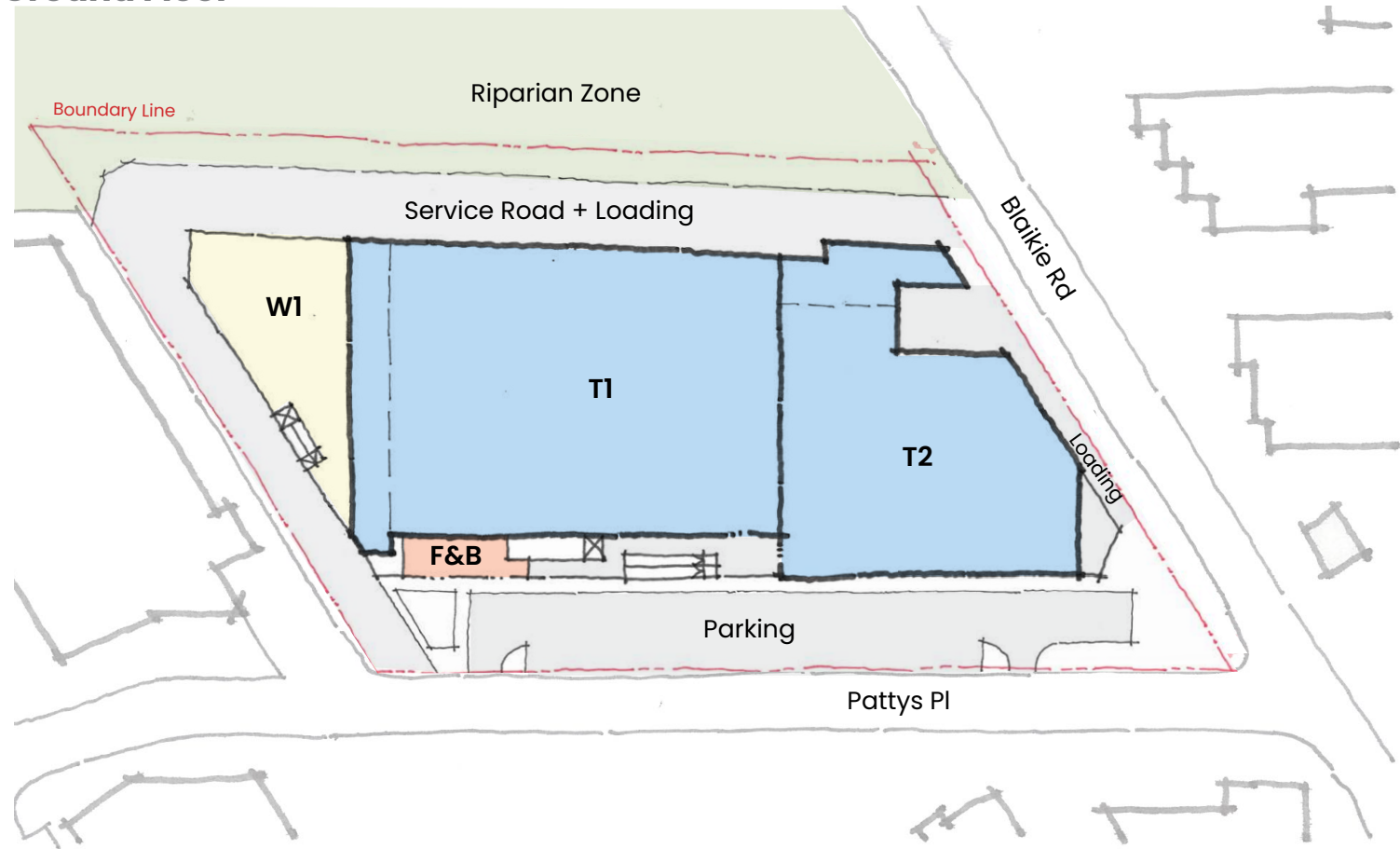
Building Program

Basement Floor



Area Program	
Specialised Retail (T4, T5 ,T6)	2880 M²
Total Parking	409 Cars

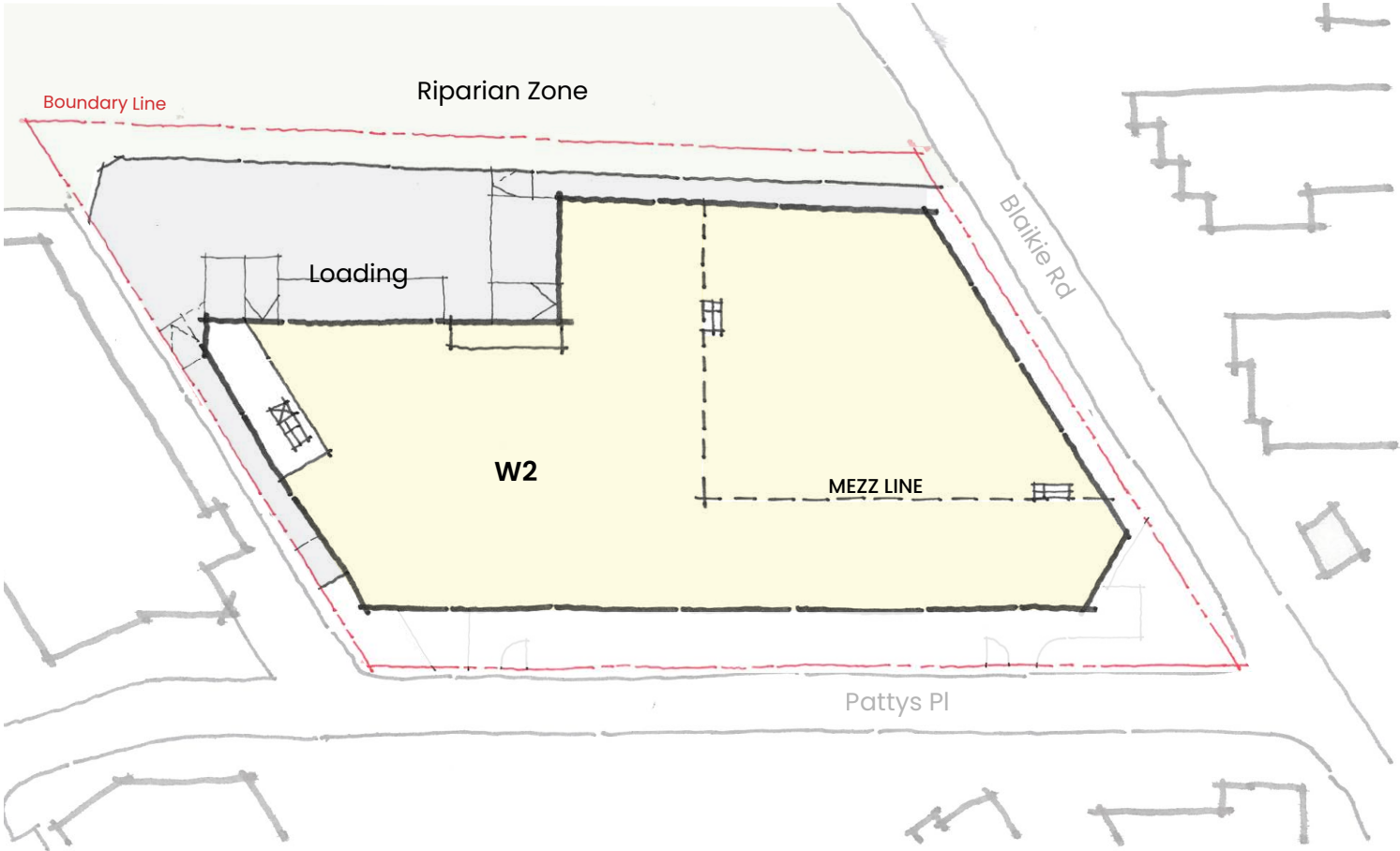
Ground Floor



Area Program	
Specialised Retail (T1,T2)	9956 M²
F & B	217 M²
Warehouse (W1)	1323 M²
Total Specialised Retail	
Total Warehouse	18960 M²
Total GFA	32014 M²

Building Program

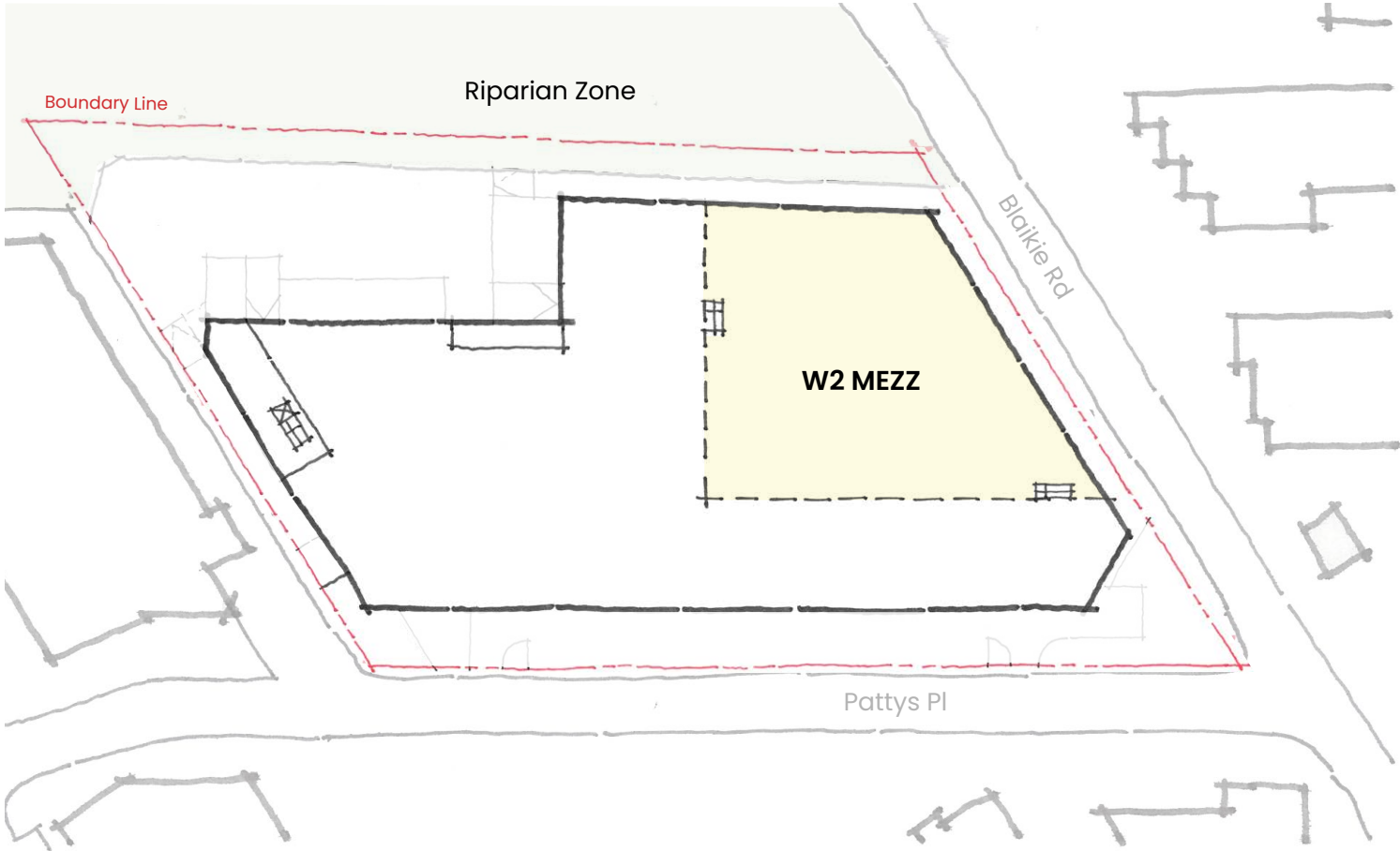
Level 1 Floor



Area Program

Warehouse (W2) **13303 M²**

L1 Mezzanine Floor



Area Program

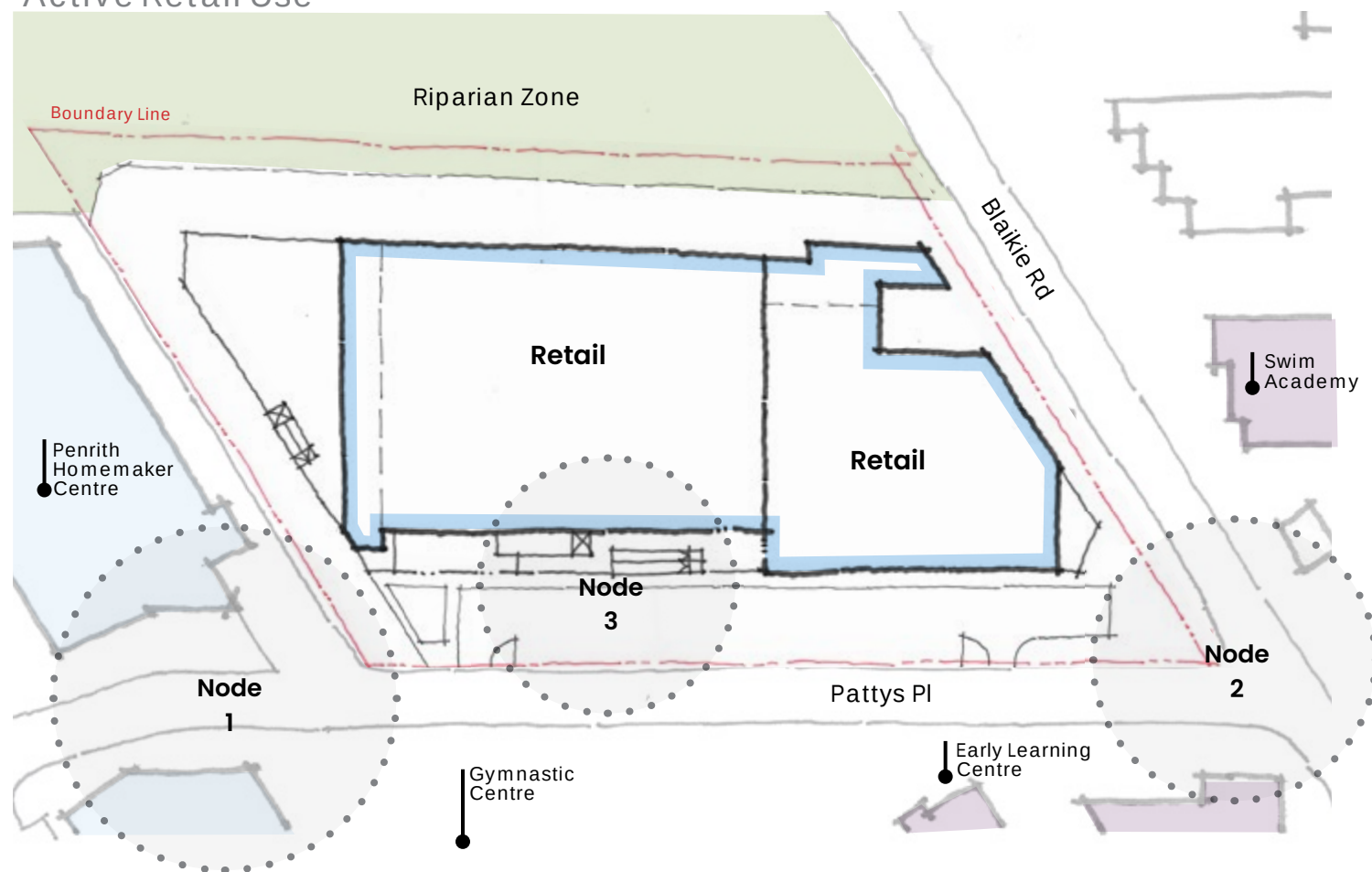
Warehouse (W2 Mezz) **4334 M²**

Total Specialised Retail
Total Warehouse
Total GFA

13054 M²
18960 M²
32014 M²

Precinct Integration & Connectivity

Active Retail Use

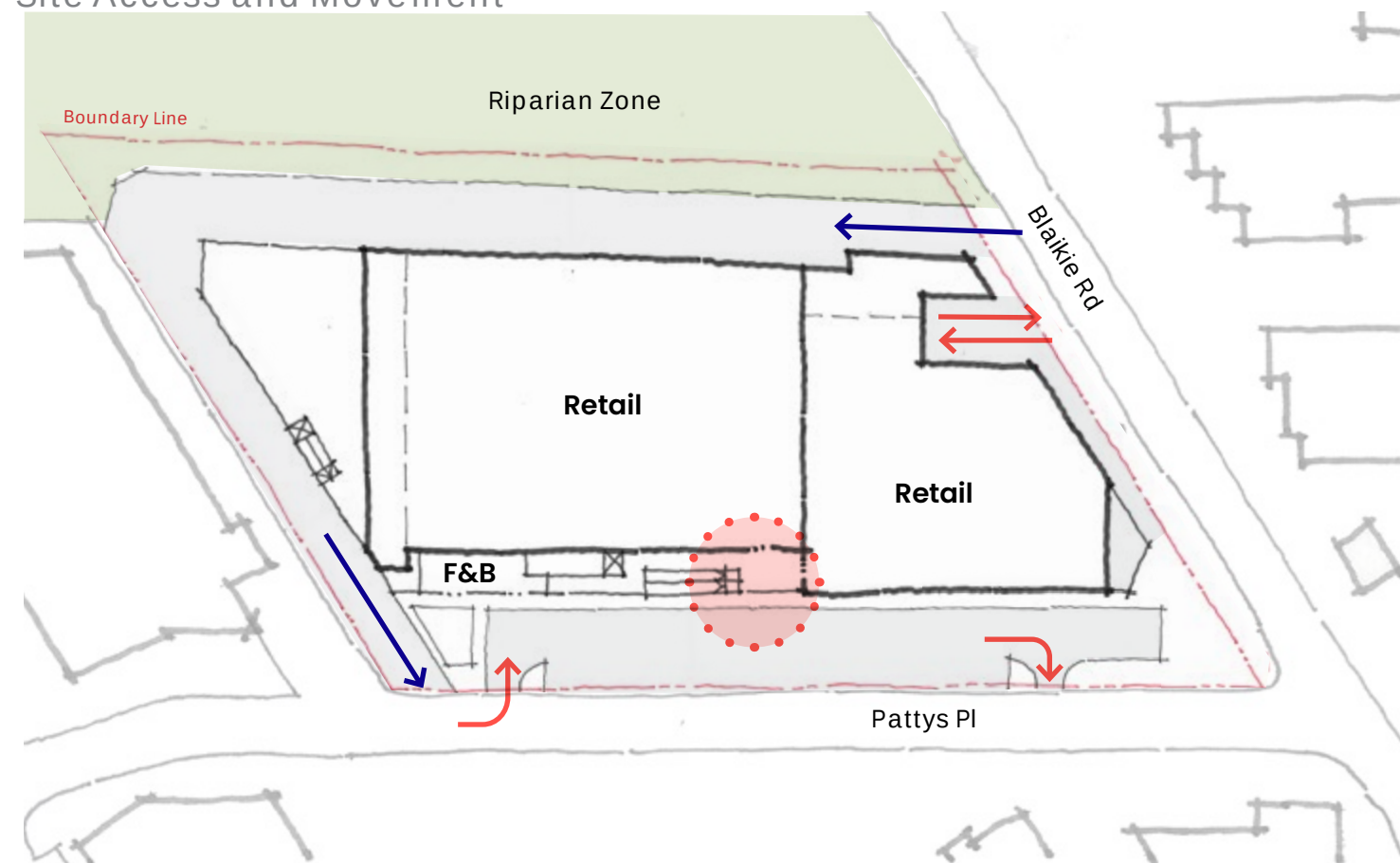


Node 1 - Anchors visual, pedestrian and vehicular connections to the established building blocks of the adjacent Homemaker Centre, serving neighbouring retail consumers

Node 2 - Preserves critical sightlines to ensure maximum visibility and safety for the neighbouring Early Learning Centre and Swimming Academy, catering to family and youth users.

Node 3 - Retail front Integrates an elevated pedestrian-friendly crossing with an outdoor seating area, F&B and open, transparent ground-level shopfronts.

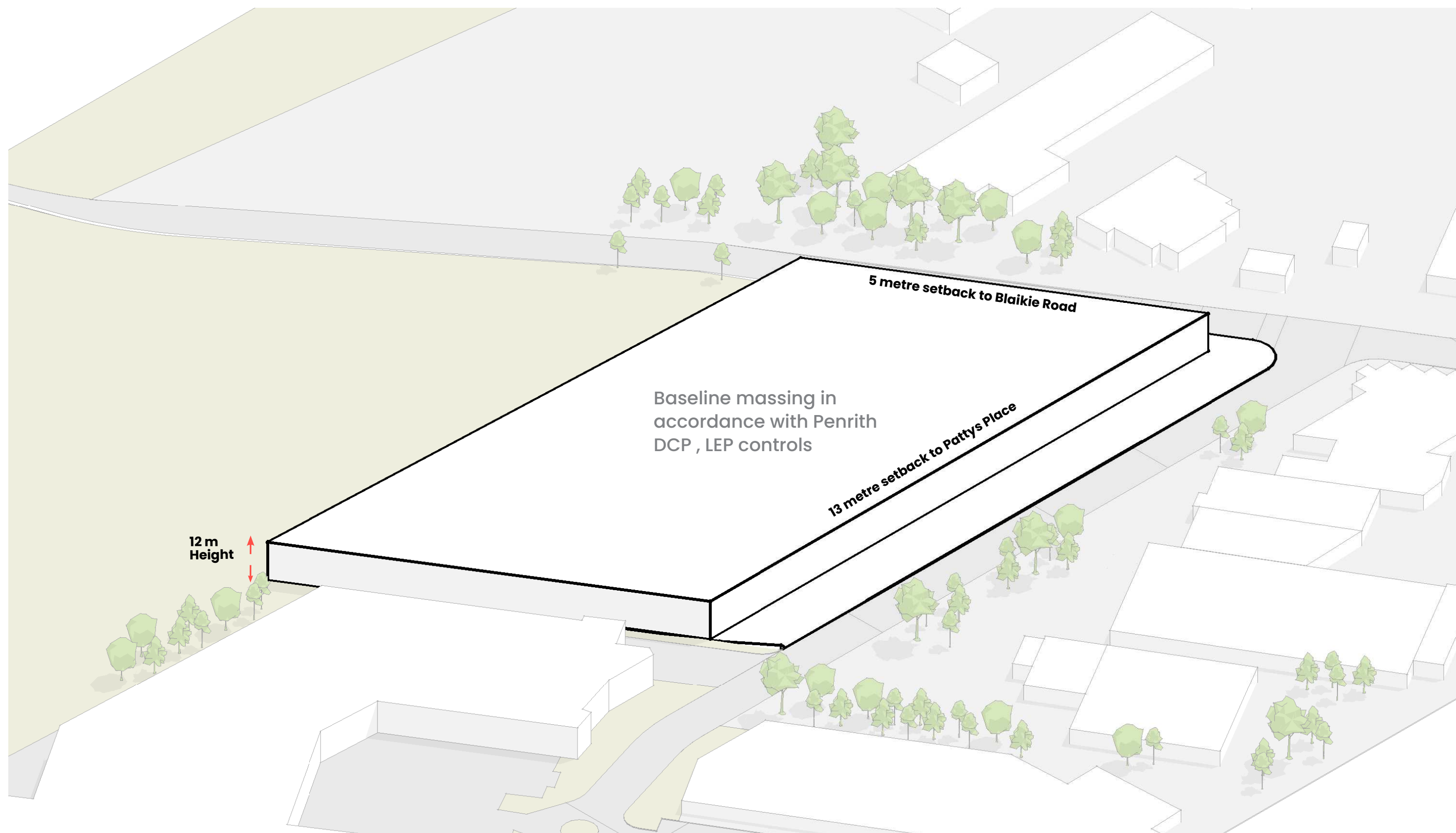
Site Access and Movement



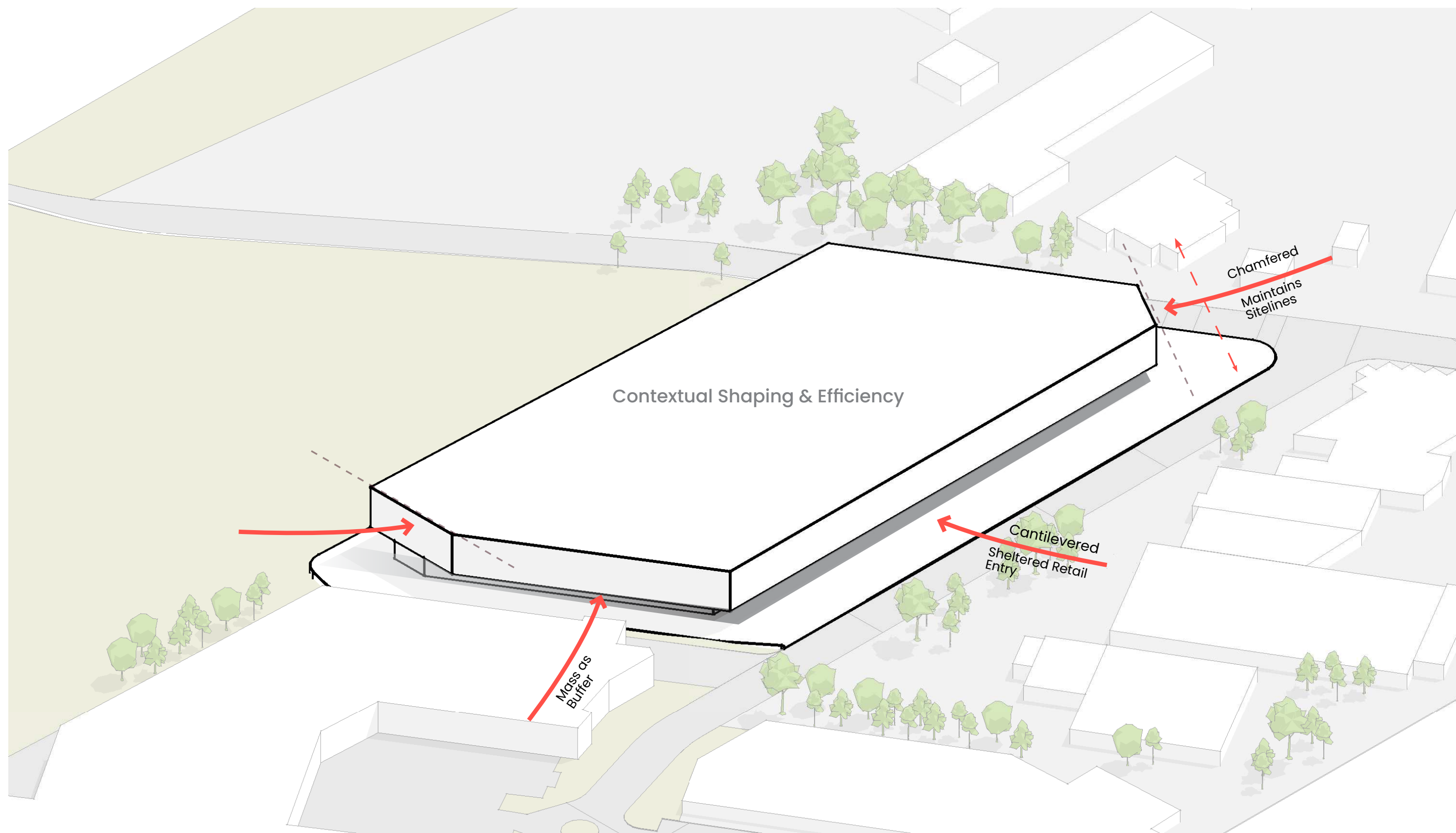
→ Customer Access
→ Loading Access

○ Customer Entrance

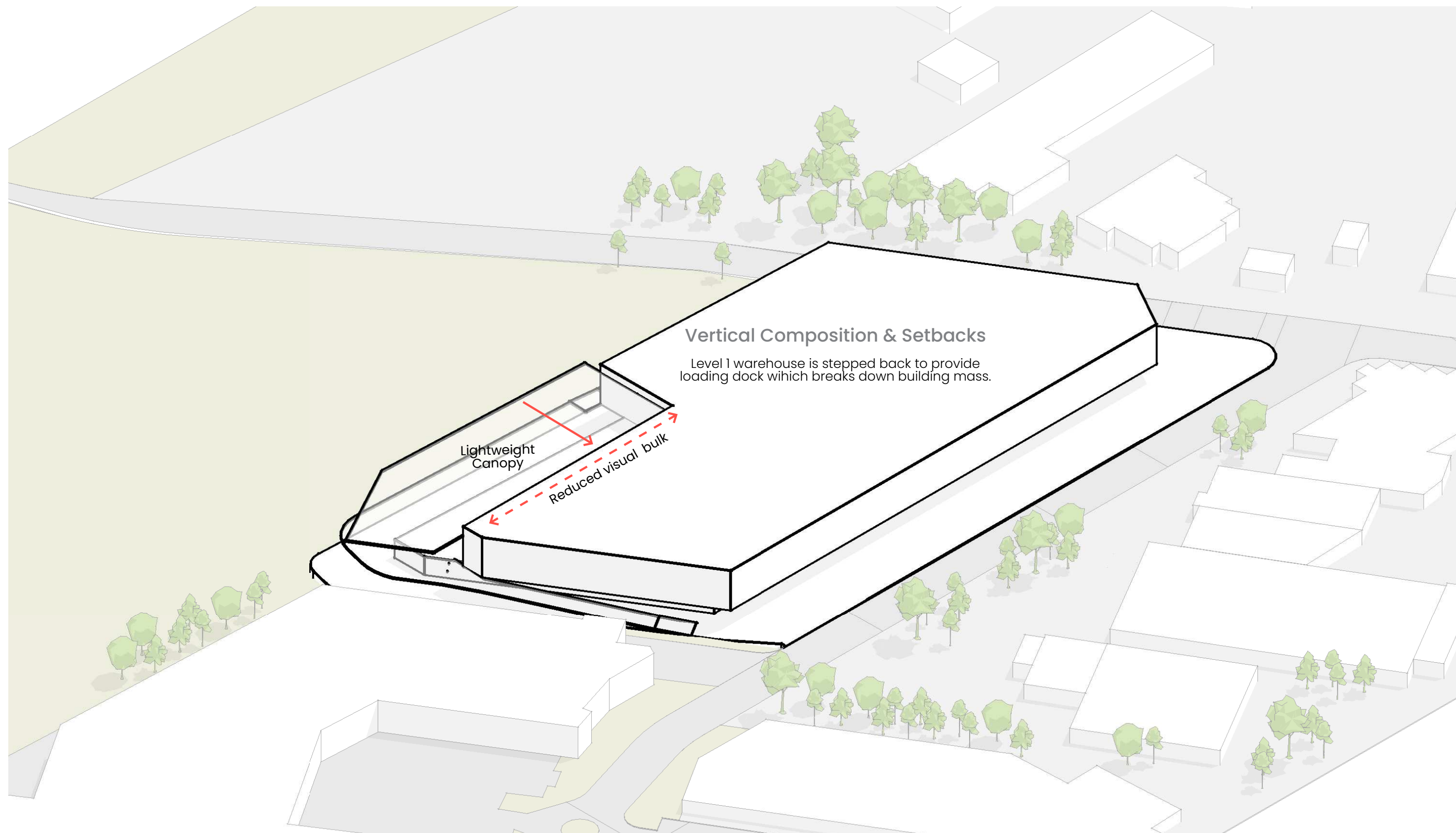
Massing - Refining the Envelope



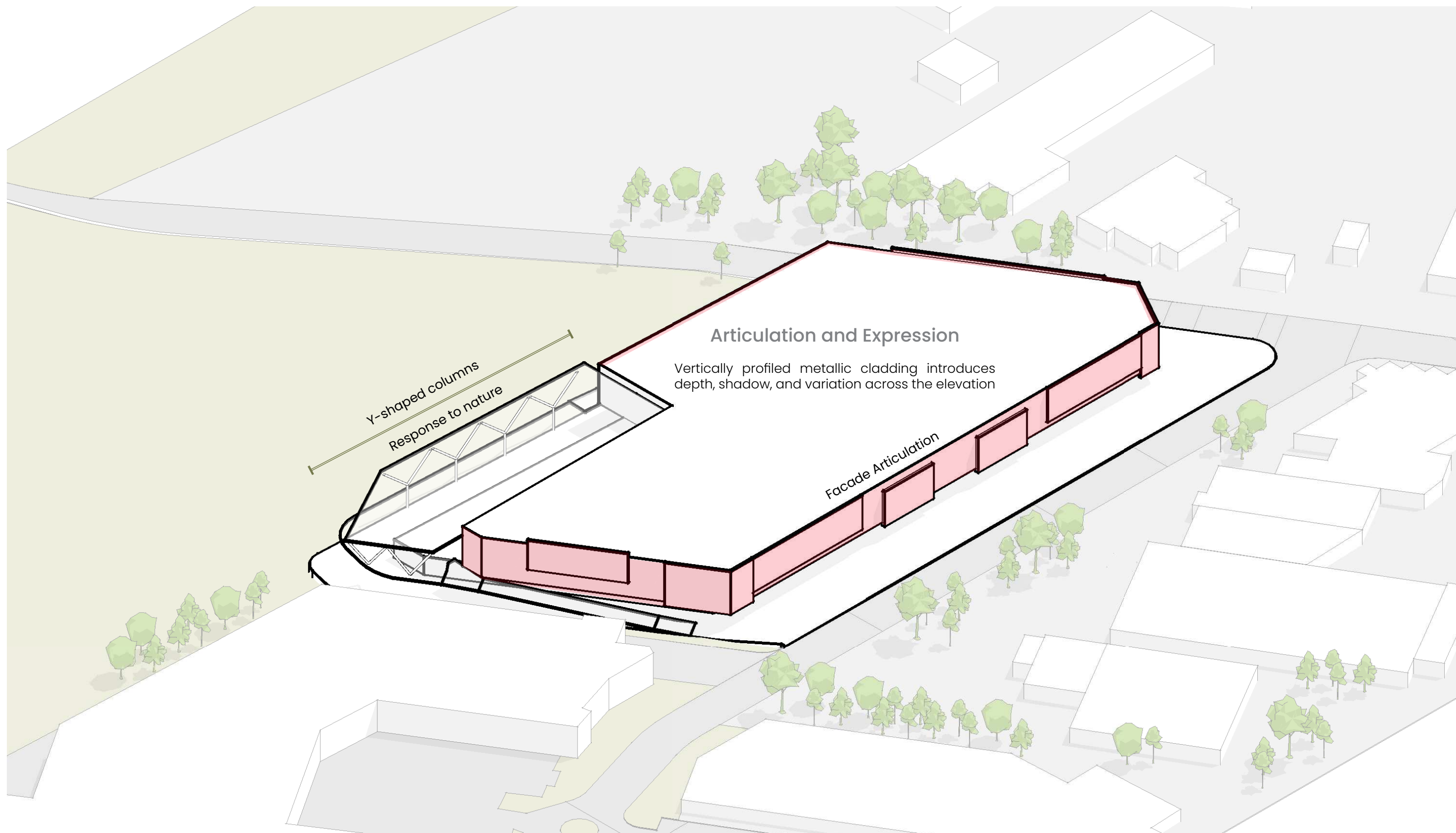
Massing - Refining the Envelope



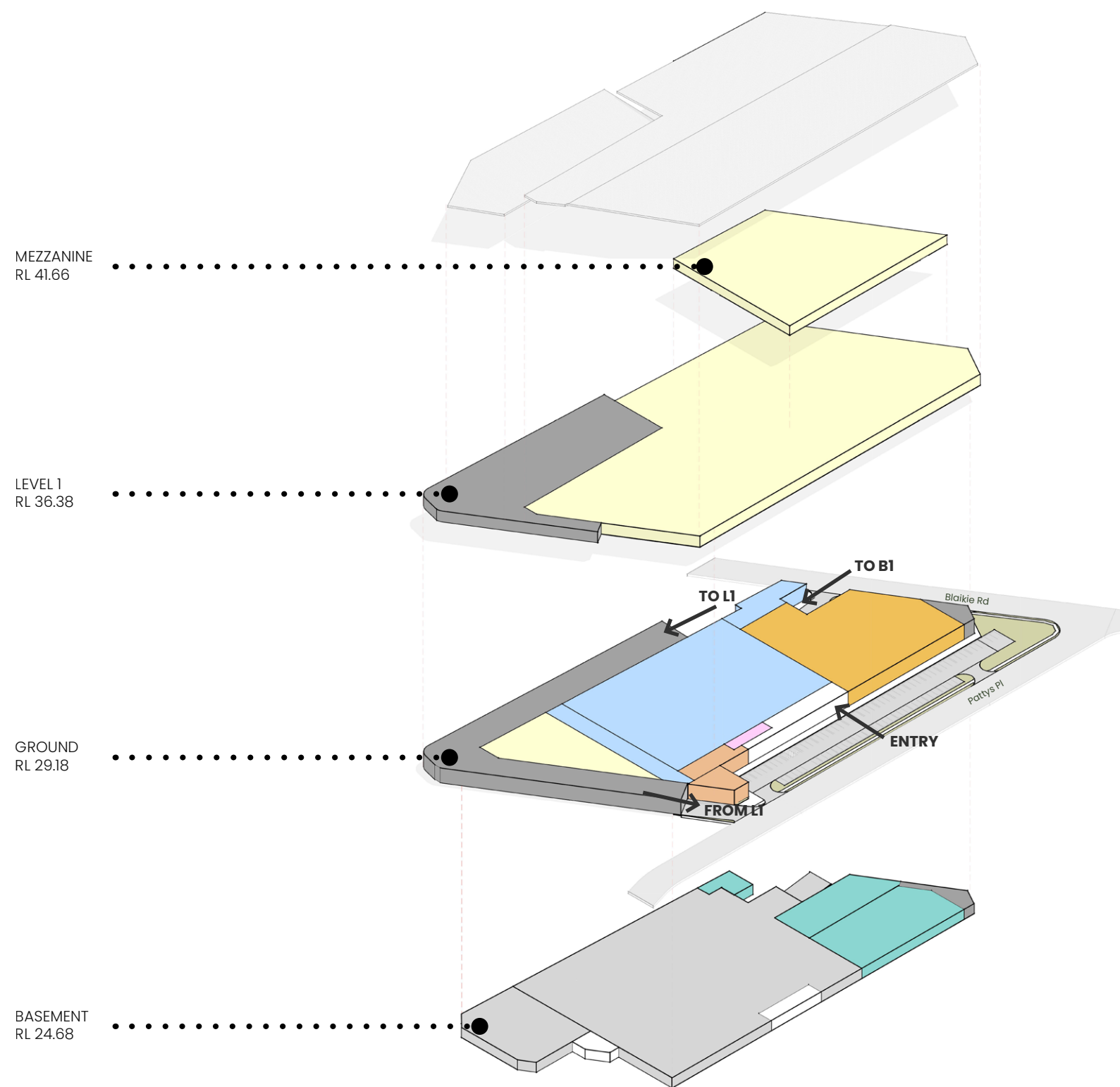
Massing - Refining the Envelope



Massing - Refining the Envelope



Functional Layout



Legend

- Warehouse
- Loading
- Spotlight
- Anaconda
- F&B with outdoor seating
- Entrance lobby
- Amenities
- Retail
- Parking

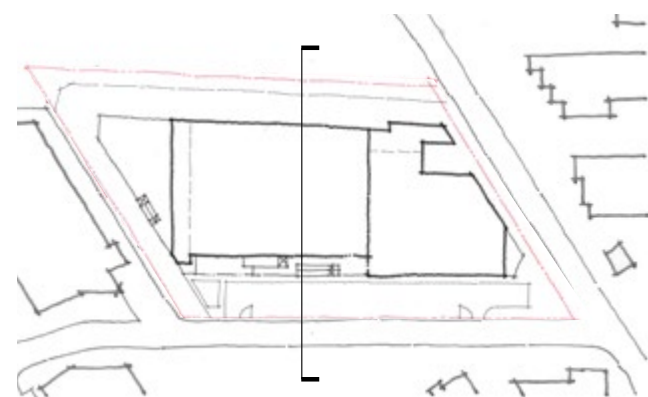
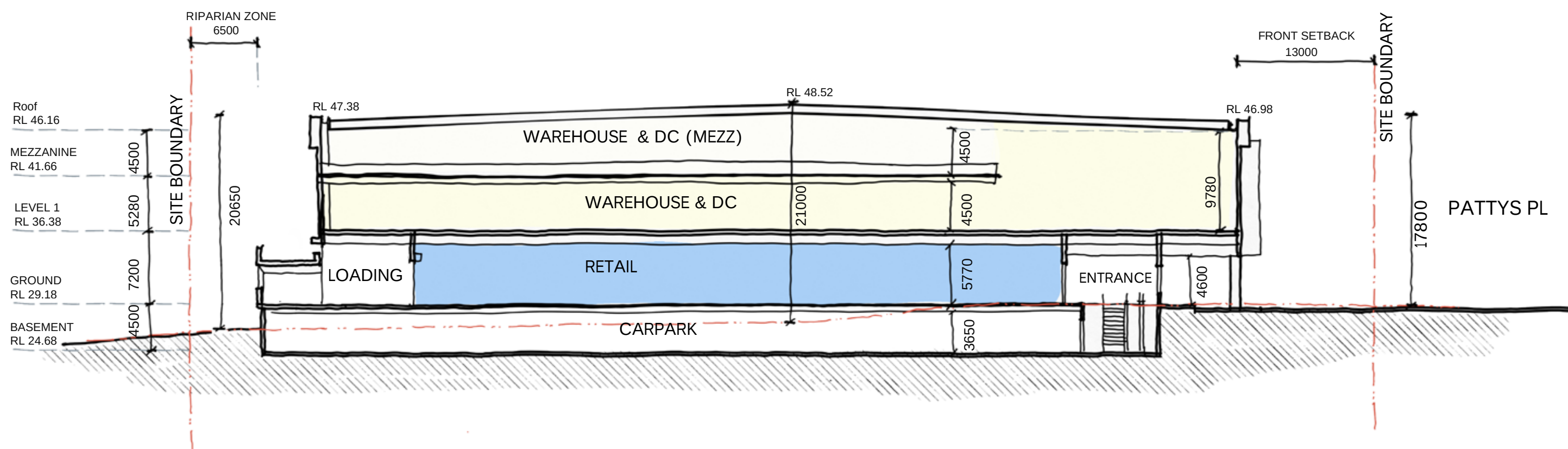
Building Section - Minimum Internal Floor Heights

Upper-Level Logistics:

The distribution and warehouse operations are fully enclosed in a lifted architectural form to minimize visual and acoustic impacts from heavy vehicles on the street.

Ground-Level Activation:

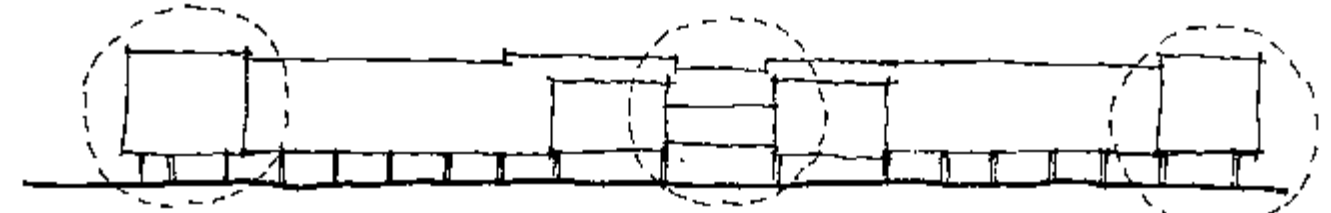
The street level is highly transparent and inviting, featuring full-height glazed shopfronts, sheltered entries, and outdoor seating.



Facade Concept



Simple Box
Transparency at ground



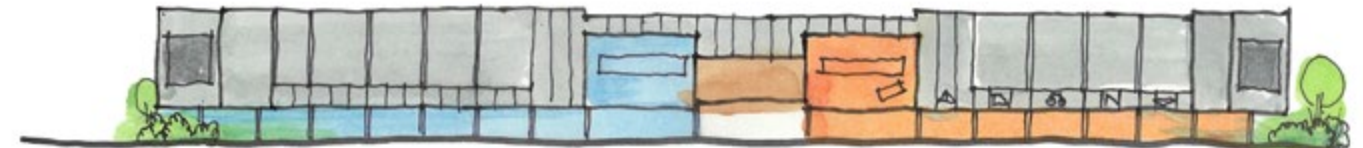
Gateway
Corners

Portal
Entry

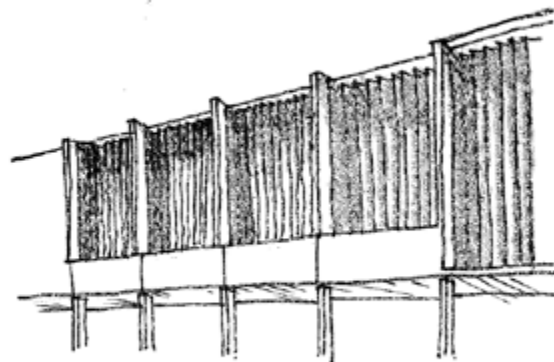
Gateway
Corners



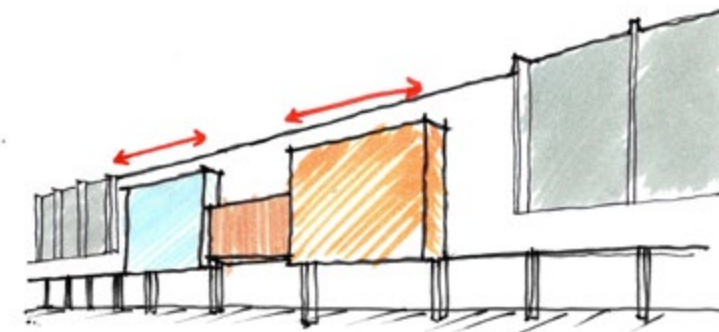
Vertical Fins & linings
Breakdown of linear form



Timber Look + Feature colour for Brands
Adds warmth



Rhythm + Shadow
Minimal but playful



Push - Pull articulation for
Depth + hierarchy

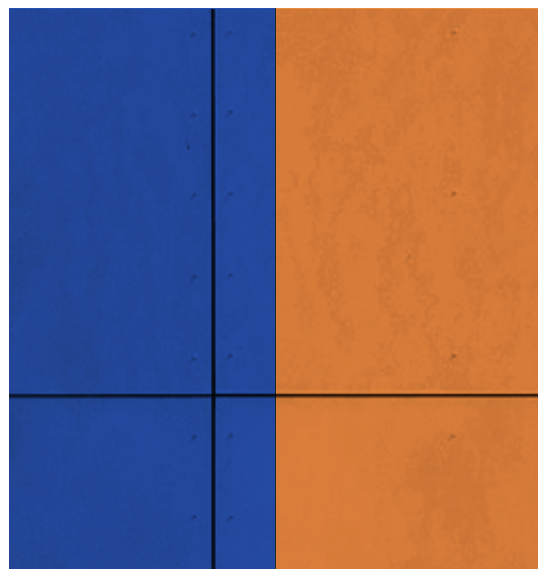
Facade Visualisations



Facade & Materiality



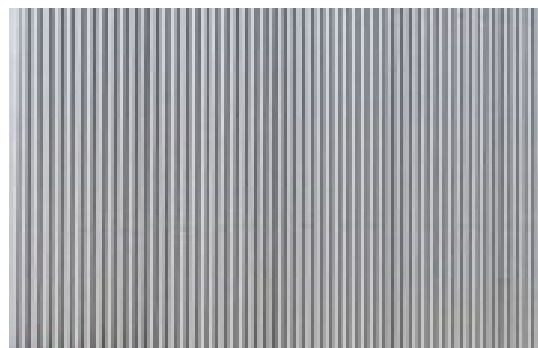
1 Spantech Longreach
Paint Finish Bluegum®



2 Concrete Wall
Exposed Texture Finish



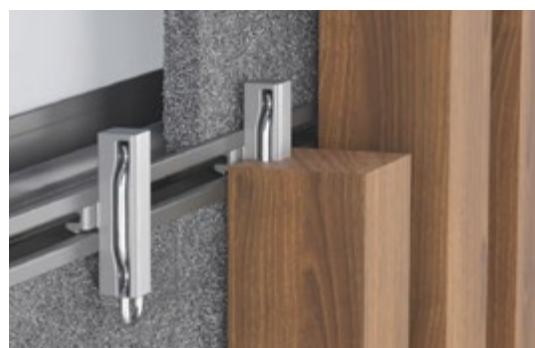
3 Sculptform Metal Cladding
Paint Finish Monument®



4 Metal Cladding to Steel Column
Paint Finish Basalt



5 Sculptform Metal Cladding
Andonised Silver Finish



6 Aluminium Click-on Batten
Timber Finish



Facade Visualisations



Facade Visualisations



Facade & Materiality



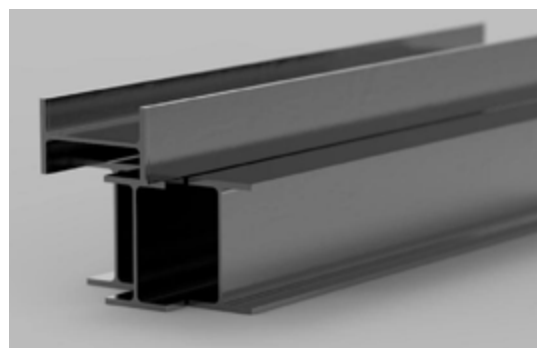
1 Spantech Longreach
Paint Finish Bluegum



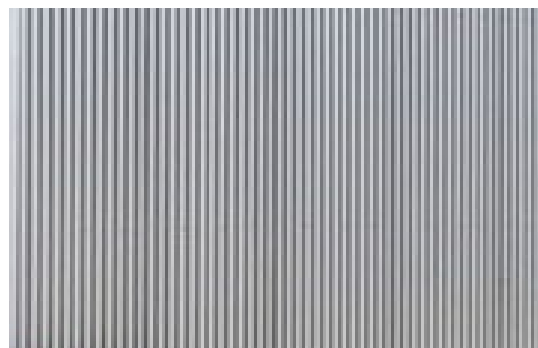
2 Concrete Wall
Exposed Texture Finish



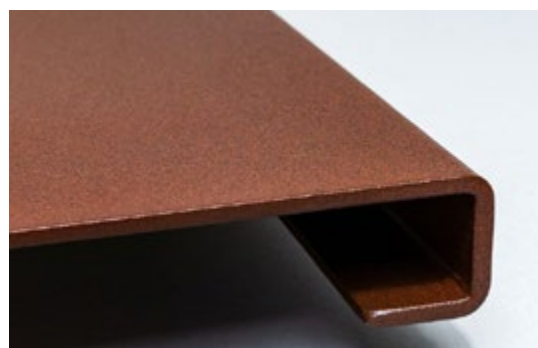
3 Sculptform Metal Cladding
Paint Finish Monument



4 Steel Column
Paint Finish Basalt



5 Sculptform Metal Cladding
Andonised Silver Finish



6 Structural Facade Member
Corten Powdercoat Finish



Facade Visualisations



Evolution of Development

05

Evolution of Development Pre-lodgment Meeting to Now



Pre - lodgement Meeting



Current Proposal

Evolution of Development Pre-lodgment Meeting to Now



Pre - lodgement Meeting



Current Proposal

Visual Impact Analysis

06

Visual Impact Analysis

Land with Scenic and Landscape values Objectives:

- To identify and protect areas that have particular scenic value either from major roads, identified heritage items or other public places.
- To ensure development in these areas is located and designed to minimise its visual impact.

The primary visual catchment comprises the Blue Mountains foothills that rises to the west beyond the Nepean River, forming a strong visual backdrop that contrasts with broad plains and undulating hills.

This scenic landscape generally has high visibility from places people often visit, such as along major transport corridors and popular visitor destinations. This includes:

- Viewpoint 1: Penrith Valley Bridge – Identified as a key visual gateway
- Viewpoint 2: Blaikie Road (west) – A key road corridor.
- Viewpoint 3: Blaikie Road and Patty's Place – A highly visible location when entering Patty's Place from Blaikie Road.
- Viewpoint 4: Robinson Park – A key public place.



Viewpoint 1: Penrith Valley Bridge

Key Insights:

- Limited visibility from this key visual gateway; the proposal does not break the skyline formed by existing trees.



Existing View: Penrith Valley Bridge



Proposed View: Penrith Valley Bridge

Viewpoint 2: Blaikie Road (West)

Key Insights:

- The proposal is consistent with and visually approximate with the large-scale horizontal building forms visible to the left and right in the horizontal axis.
- Proposed and existing trees and landscaping in the mid-ground along the north-western boundary visually soften the proposed building form.
- The proposal does not result in significant additional visual impact compared with a height compliant building form.



Existing View: Blaikie Road (West)

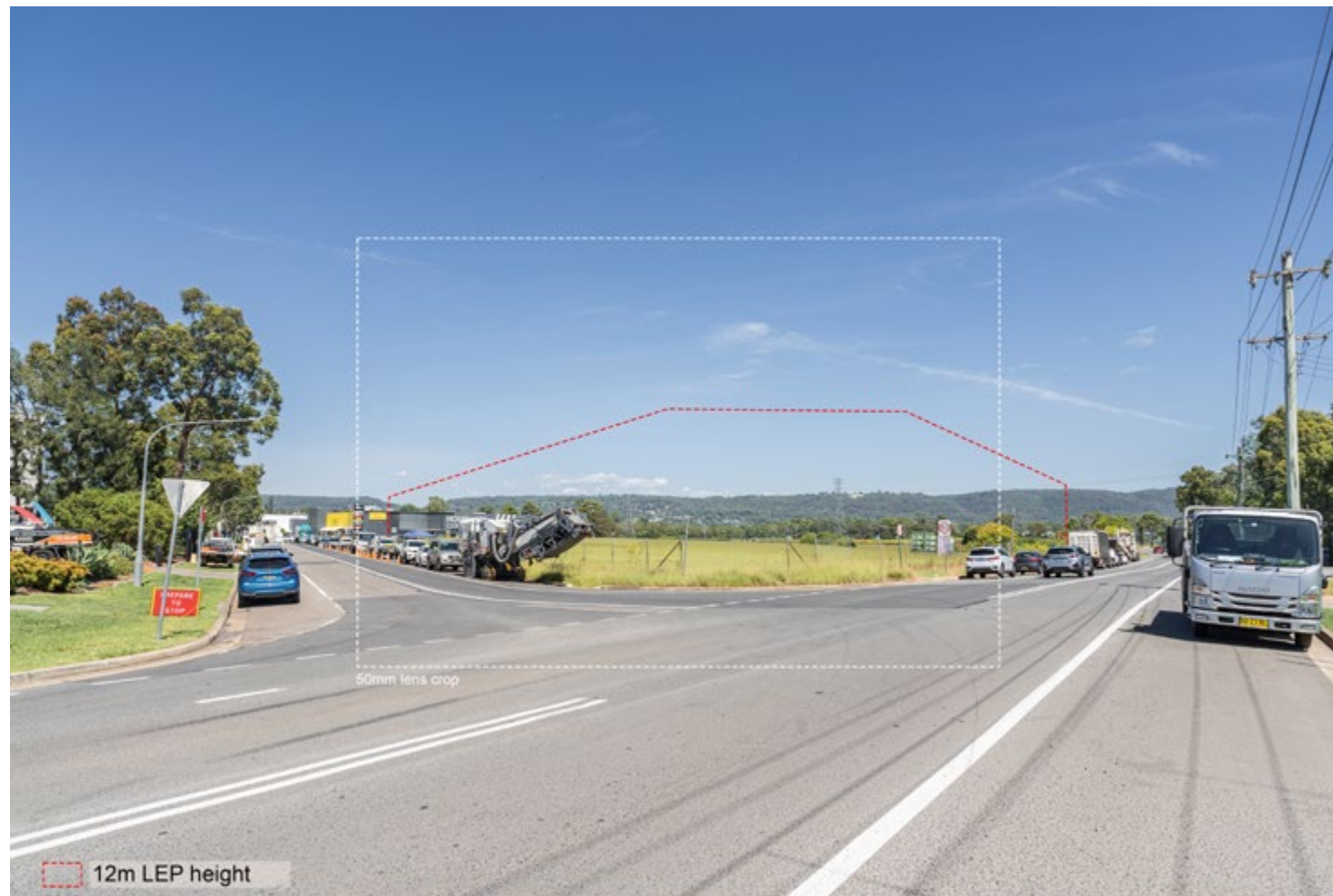


Proposed View: Blaikie Road (West)

Viewpoint 3: Blaikie Road and Patty's Place

Key Insights:

- This location is not a key viewing location, and visibility is retained down Blaikie Road towards the Blue Mountains foothills.
- The proposal is consistent with expected and reasonable level of impact given high visual exposure and proximity to this viewpoint.
- The proposal does not result in significant additional visual impact compared with a height compliant building form (noting that views through to the ridgeline of the foothills would be visually blocked by a height compliant form).



Existing View: Blaikie Road and Patty's Place



Proposed View: Blaikie Road and Patty's Place

Viewpoint 4: Robinson Park

Key Insights:

- Limited visibility from this key public place; the proposal does not break the skyline formed by trees, and views to the Blue Mountains foothills are retained.



Existing View: Robinson Park



Proposed View: Robinson Park

Visual Impact Analysis Summary

The proposal has an acceptable visual impact from key viewpoints within the visual catchment noting:

1. Limited visibility from key gateways.
2. Limited visibility from a key public place.
3. The proposal is consistent with expected level of development of the site.
4. The proposal is consistent with and visually approximate with the large-scale horizontal building forms when viewed from Blaikie Road.
5. The proposal does not result in significant additional visual impact compared with a height compliant building form.
6. Proposed and existing trees and landscaping in the mid-ground along the north-western boundary visually soften the proposed building form when viewed from Blaikie Road (west).

State Significant Development Pathway Compliance

SSD Criteria	Complies
Planning Systems SEPP – Schedule 1 – Section 12	
Warehouse and distribution centre in one location related to the same operation	✓
Warehouse and distribution centre estimated development cost greater than \$50 million	✓
The large format retail development is sufficiently related to the warehouse and distribution centre component physically, functionally / operationally and temporally.	✓

Building Height

The proposal will achieve the objectives of the height of building standard, notwithstanding non-compliance with the 12m height limit.

First Method	Response
Clause 4.6 Variation Request	
<i>The objectives of the standard are achieved notwithstanding non-compliance with the standard</i>	The proposed development will continue to be compatible with the existing and future character of the Jamisontown Industrial Precinct, and broader employment corridor along the Mulgoa Road.
	The site is not located in proximity to any sensitive uses, nor does it obscure visual privacy.
	The amenity of surrounding low-density residential areas will be preserved.
	The development will activate Blaikie Road and Patty’s Place, providing a finer grain pedestrian environment.

Next Steps

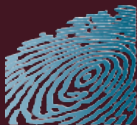
1. Project Team will meet with DPHI and formally lodge scoping proposal.
2. Continue engagement with Council through EIS preparation.
3. Lodgement of EIS targeted July/ August 2026

Questions

BUCHAN



Blueprint
Planning | Development | Management



SITE IMAGE
Landscape Architects