

MAYFAIR

PENRITH



Information Memorandum

Retail and Commercial Areas
160-172 Lord Sheffield, Circuit, Penrith

Artist's impression is subject to change. Indicative for illustrative purposes only, and not intended to be representative of the final product. Amenity and other aspects of the project may differ from this illustration.



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Developed & Built by

URBAN

Urban Property Group (“Urban”) is a dynamic and respected family-owned property developer and builder based in Sydney. Specialising in creating vibrant communities, Urban delivers a wide range of residential, mixed-use, retail, and placemaking projects. With nearly 40 years of experience, the company combines meticulous craftsmanship with unwavering attention to detail. This commitment to excellence ensures each home is aesthetically pleasing and of the highest quality.

Urban sets new standards for reliability and homeowner confidence by being the first Australian developer to offer 10-year Latent Defects Insurance, providing lasting peace of mind. Additionally, the NSW Government-endorsed iCIRT rating recognises Urban as a trusted builder, showcasing its dedication to high-quality construction.

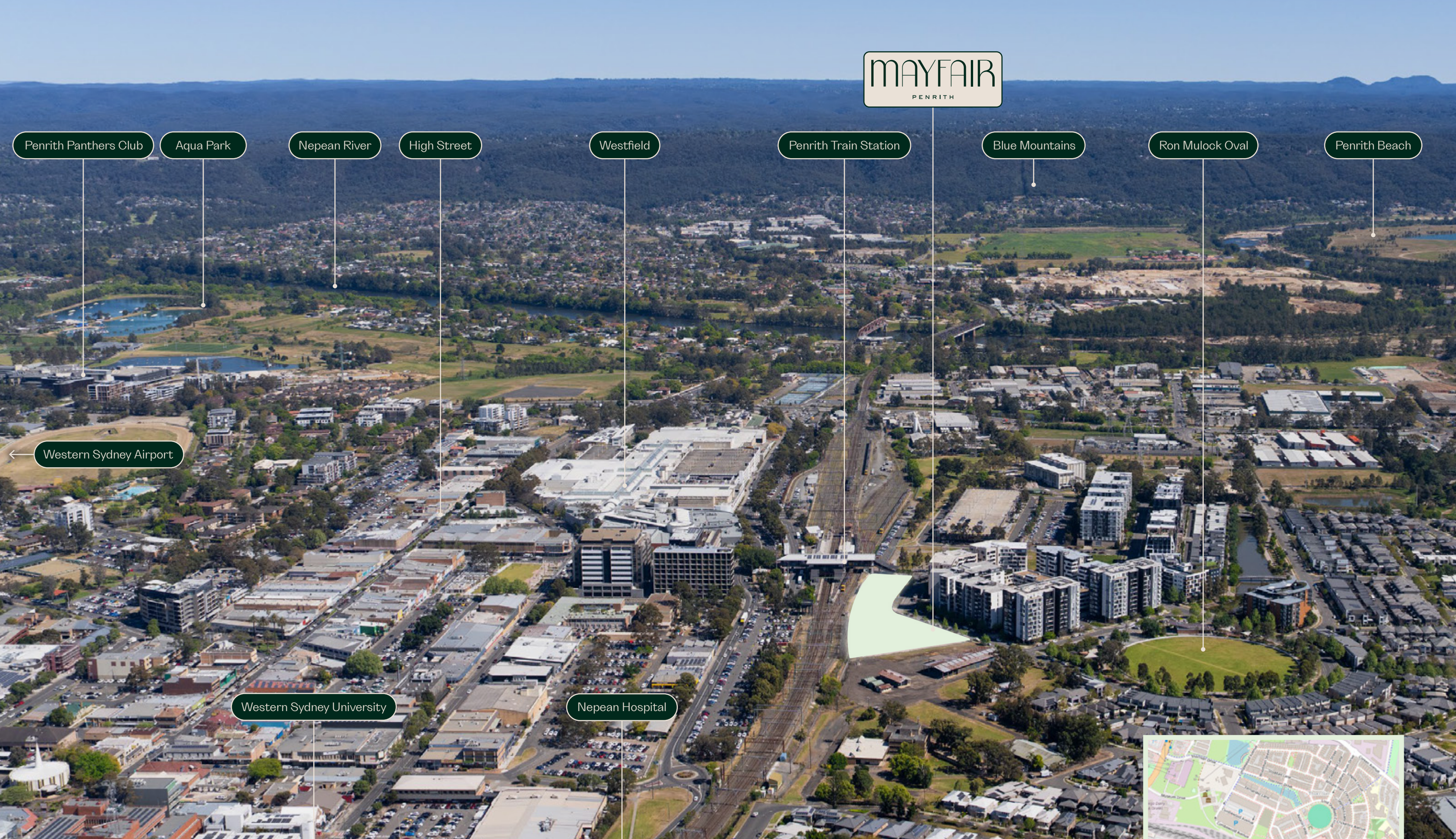
No shortcuts. No compromises. Built smarter. Made to matter.



Executive Summary

Address	160-172 Lord Sheffield Circuit, Penrith NSW 2750
Developer & Owner	Urban Property Group
Title Details	Lot 3001 DP 1184498, Lot 3002 DP 1184498 and Lot 3011 DP 1184498
Description	Mayfair Penrith will comprise 431 apartments over 14 storeys*. The ground floor is activated with up to 15 retail tenancies across 1,800m² commercial space on Level 1 over, 3,300m² of commercial space on level 1 and a retail/ commercial tenancy located in basement 1 1,900m²)
Location	The Mayfair retail tenancies have been strategically positioned to benefit from excellent exposure to Penrith train station and high pedestrian activity from the surrounding development. This proposal represents the largest approved retail offering on the northern side of Penrith train station
Car Spaces	Parking is available for lease undercover within a secure car park accessed via the rear driveway off Lord Sheffield Circuit
Street Frontages	Lord Sheffield Circuit 170.44m
Local Government Area	Penrith City Council
Local Environmental Plan	Penrith Local Environmental Plan 2010 (PLEP 2010)
Zoning	B2 Local Centre Zoning
Leasing Process	The properties will be offered to the market for lease via a Heads of Agreement (HoA), before an Agreement For Lease (AFL) is formalised
Target Completion	Q3 2027
Outgoings	TBC

* Subject to development consent



MAYFAIR
PENRITH

Penrith Panthers Club

Aqua Park

Nepean River

High Street

Westfield

Penrith Train Station

Blue Mountains

Ron Mulock Oval

Penrith Beach

Western Sydney Airport

Western Sydney University

Nepean Hospital

Location & Points of Interest

Mayfair is a centrally located project adjacent to Penrith train station. Located at the foothills of the Blue Mountains, Penrith is a fast-growing hub in Western Sydney located 29km from Parramatta and 50km from Sydney CBD.

Mayfair is located in the Thornton precinct of Penrith surrounded by previously completed developments including a growing community of 3000 + dwellings constructed by Urban Property Group.



LOCATION

Penrith

Penrith’s future evolution is underpinned by a flurry of strategic growth and infrastructure developments, promising a future brimming with potential. Central to this promise is the Western Sydney Airport, forecasted to turbocharge the local economy with an influx of jobs, establishing a hub of global connectivity. New transport arteries, including the Sydney Metro - Western Sydney Airport line, are set to seamlessly integrate the community, placing residents and professionals within an easy commute to urban and regional destinations.

Ideally located near the foothills of the Blue Mountains, enjoy nearby access to the Ron Mulock Oval and the Great River Walk for scenic outdoor leisure activities. Nearby access to excellent educational facilities and the local Nepean hospital provides a sense of wholistic wellbeing for all ages.

10,000,000

Travellers to Western Sydney airport by 2031¹

23,000

Jobs created by 2031²

61%

More (1,028 HA) of Greater Sydney’s potential future employment lands located near Penrith³

1. Employment Lands Strategy, commissioned by Penrith City Council, pg 6.
2. Western Sydney Airport Fact Sheet 2020, commissioned by Australia Government, Department of Infrastructure, Transport, Regional Development and Communications, pg 1.
3. Penrith City Council Economic Development Strategy 2023-2031, pg 27.





Project Overview

Mayfair Penrith will comprise 431 apartments over 14 storeys. The ground floor is activated with up to 15 retail tenancies over ~1,800m², commercial/retail tenancies on Level 1 over ~3,300m² and a retail/commercial tenancy located in basement 1 ~1,900m²).

Mayfair has commenced construction and will be delivered in a single stage with completion targeted for late 2027.

The Mayfair development has been designed by SJB architects and will a mix of 1 bedroom, 2 bedroom and 3 bedroom apartments for sale and will deliver apartments to be managed by a Community Housing Provider.

The project will see Urban's contribution of housing to the Thornton and Penrith area to close to 1,000 dwellings.

Project Team

URBAN
PROPERTY

Mayfair is brought to you by a collaboration of trusted industry leaders, spearheaded by Urban Property Group, a progressive, iCIRT-rated property company that has been delivering high-quality homes for 37 or 40 years.

Conceptual design and exteriors have been carefully crafted by the experts at SJB architects, while upscale residential living and amenities have been delivered by COX Architecture. Lush greenery amidst the communal areas has been sculpted by Arcadia Landscape Architects, framing the development in splashes of life.

Drawing on decades of experience in delivering high-quality urban spaces, the project team's collective expertise ensures that Mayfair will embody the best of local life, setting a new standard for future developments and reimagining contemporary living.



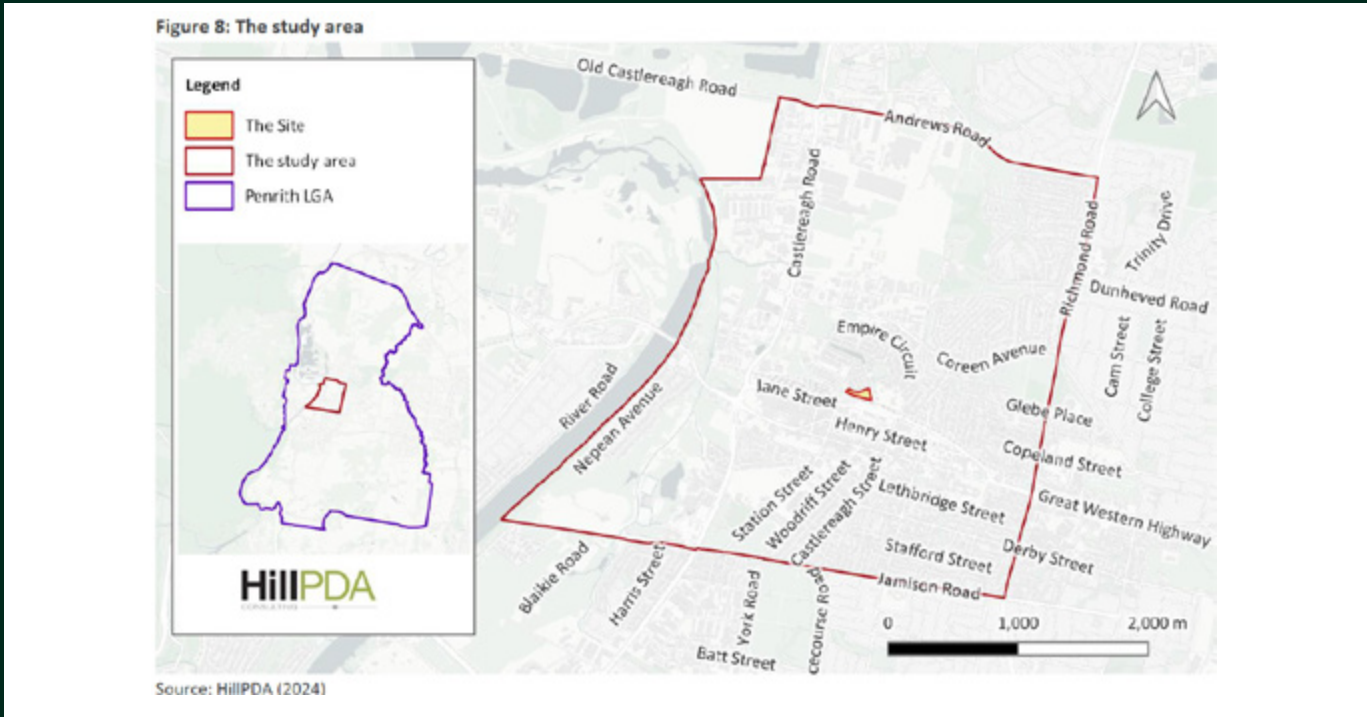
Project Team



SJB is a multi-studio collective of experts in architecture, urban design, interiors and planning. All of our work is based on a simple guiding principle: empathy. We pride ourselves on the strength, quality and longevity of our professional relationships. We cultivate an inclusive workplace where diverse perspectives and talents can flourish and we listen to, understand and interpret our clients’ needs with zeal.



Demographic Summary & Market Analysis



2021 census

Approx

Approx

Median household income

17,966

people living in the study area

17.1%

over 65 years old

14.9%

aged under 15 years old

\$1,397

per week

Average number of people per households is 2.6 in

Median personal income

2021

\$812

per week

19.7%

have a bachelor's degree or above

57.2%

of those aged 15 or over
were in the workforce

Median age

36

years old

57.1%

of those in the workforce
worked full time

24.7%

of those in the workforce
worked part time

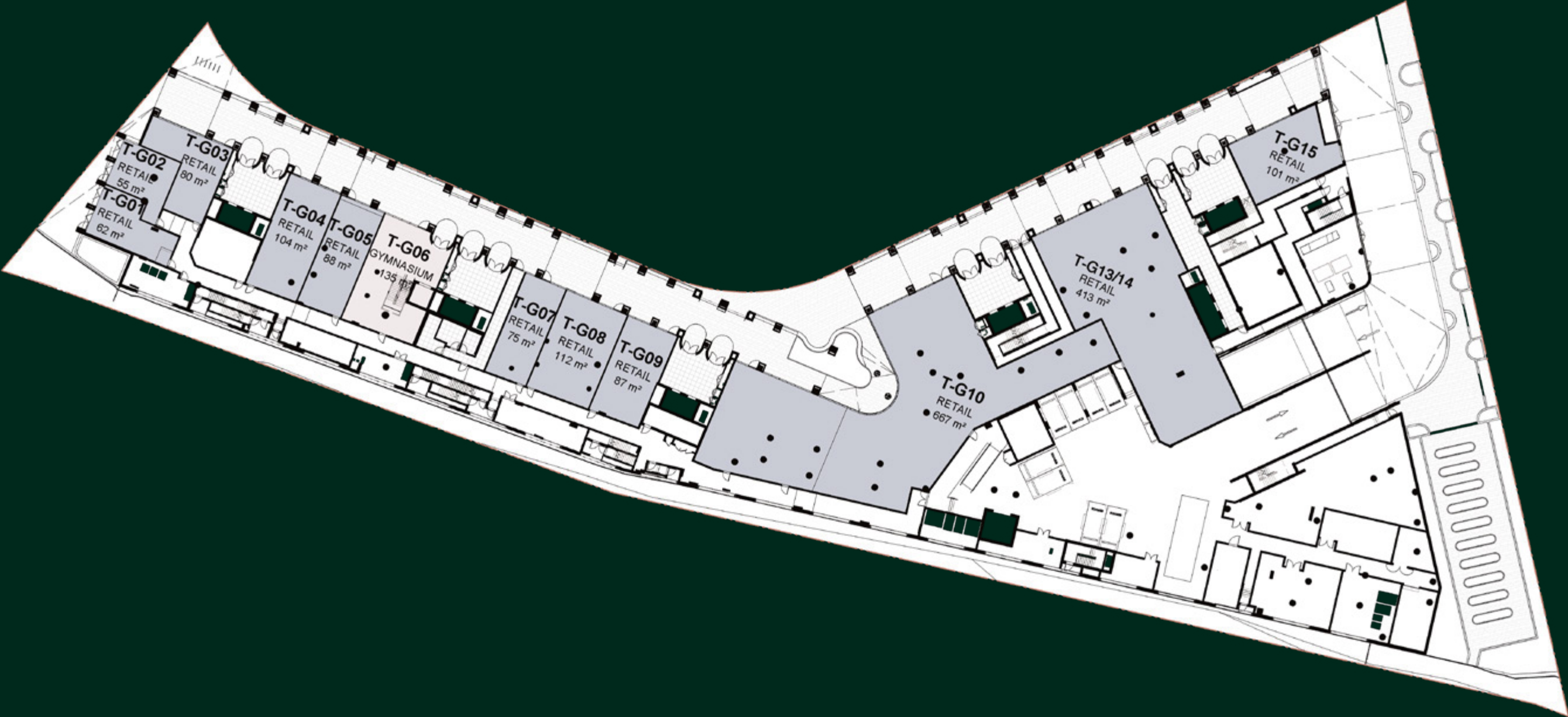
1,417.

1.411 of the study area's

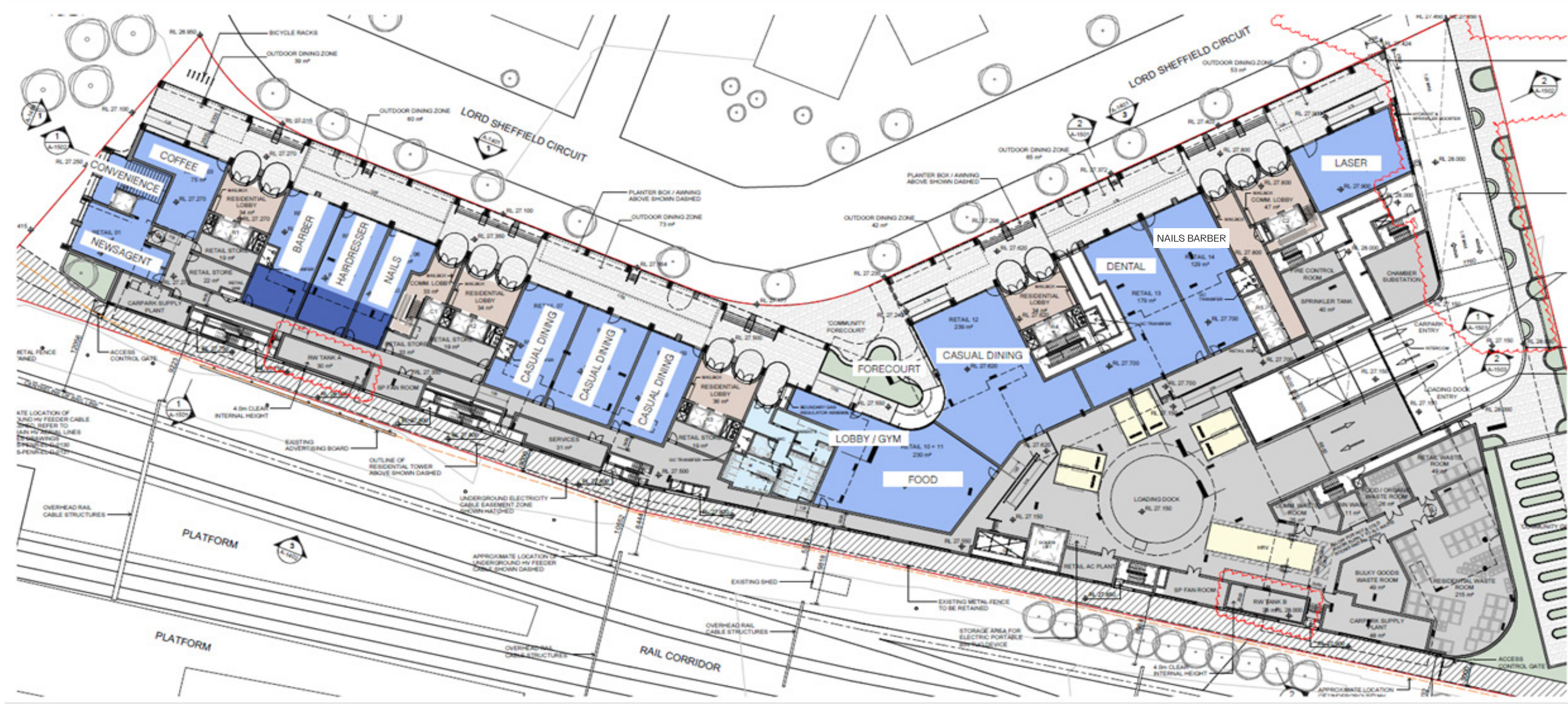
usual residential population aged 15 years and over were employed as key workers in 2021



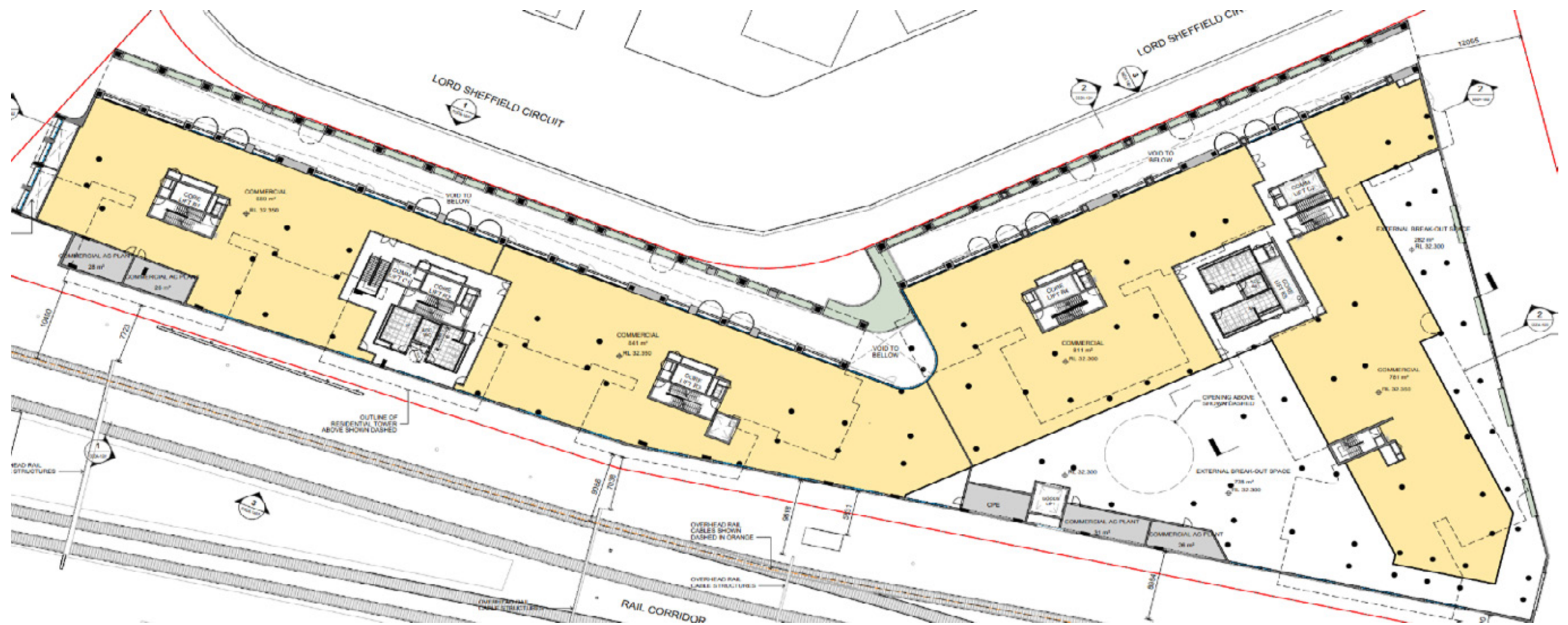
Retail Masterplan



Retail Masterplan



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RETAIL

Commercial Amenities

Mayfair comprises an active retail frontage that addresses Lord Sheffield Circuit that sits beneath a grand two storey colonnade. The western edge addresses the Penrith train station forecourt.

The width of the colonnade is approximately 4.5m to allow for retail exposure, seating and space for pedestrian movement.

The retail spaces have been designed for future flexibility for a variety of uses and tenancy sizes. Floor to ceiling heights are at least 3.6m within the tenancies.

Some tenancies will be designed with a provision for commercial kitchen exhaust and grease trap collection. Refer to the services matrix for more details on the proposed allocation to each of the retail and commercial tenancies.

Mayfair retail and commercial areas will benefit from the following shared facilities within the Project.

- 24 hour a day access to the loading dock and service vehicle spaces located on ground floor to service the entire development. The Loading Dock is designed to accommodate a Heavy Rigid Vehicle for waste collection.
- Dedicated waste rooms for the retail and commercial areas will be located on ground floor for the collection of the following waste types: general waste, recyclables and organic waste.
- Bathroom facilities on ground floor to service the ground floor retail areas.

End of Trip facilities for the retail and commercial workers dedicated commercial lobby / lift access has been provided from the colonnade along Lord Sheffield Circuit for access to the commercial areas on level 1.

Staff parking and storage areas are available for lease.



Retail & Commercial Precinct

Tenancy Matrix

Level	Tenancy no.	Target use	Internal GLAR	Outdoor area	Total Area
G	RG01	Convenience / F&B	60	Potential	
G	RG02	Convenience	52	Potential	
G	RG03	Convenience	80		
G	RG04	Service	102		
G	RG05	Service	86		
G / B1 / L1	RG06	Health & Wellness	3,840		
G	RG07	F&B	74		
G	RG08	F&B	110		
G	RG09	F&B	88		
G	RG010-12	F&B	667		
G	RG013	Allied Health / Service	135		
G	RG014	Allied Health / Service	140		
G	RG015	Allied Health / Service	102		
L1	Suite 1	Childcare / Commercial / F&B	779	1,028	
L1	Suite 2	Medical / Commercial	1,095		

Lease Process

Due Diligence.
Further due diligence information is available upon request:

- Heads of Agreement
- Agreement for Lease and draft Lease
- Floor Plans
- Outgoing estimates

Lease Details

For all legal matters concerning the leasing of the premises, please refer to the Lessor’s legal representative noted below:

Company Name	UPG Consulting Pty Ltd
Contact:	Jayde Gillard
Phone:	0413 573 064
Email:	j.gillard@urbanpropertygroup.com.au
Address:	Suite 110, Level 1, 180-186 Burwood Rd, Burwood NSW 2134





mayfairpenrith.com.au

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