Melton Planning Scheme

Planning Panel – Planning Scheme Amendment C146

Expert Witness Evidence

Re: Plumpton and Kororoit - Retail and Employment Land Assessment (March 2015)

Alex Hrelja, Principal, Hill PDA Pty Ltd

Instructed by Victorian Planning Authority

18 November 2016

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# Credentials

## Overview of Credentials

1. **I, Alex Hrelja, make this statement to assist the Panel appointed to hear matters in relation to proposed Amendment C146 to the Melton Planning Scheme.**
2. **I am an urban economist and planner, having qualifications in planning and a business (property) degree. I am a Member of the Planning Institute of Australia. I am a Principal Consultant of Hill PDA Pty Ltd and have managed the Melbourne office of the firm for over three years. I was previously a Direction of SGS Economics and Planning Pty Ltd for approximately 8 years. I have worked in the field of urban economics for about 21 years.**
3. **Qualifications:**
* **Master of Business (Property) (RMIT University)**
* **Master of Urban Planning (University of Melbourne)**
* **Bachelor of Planning and Design (First Class Honours) (University of Melbourne)**
1. **My business address is Suite 114, 838 Collins Street, Docklands 3008.**

## Statement of Expertise Regarding this Subject

1. **My areas of expertise are:**
* **Property Advisory and Feasibility Studies**
* **Strategic Land Use Planning**
* **Economic Development**
* **Market Research and Demand Studies**
* **Urban Economics for Growth Areas and Activity Centres**
* **Retail Economics and Impact Studies**
* **Industrial Land Strategies**
* **Community Facility Provision Plans**
* **Infrastructure Funding and Developer Contributions**
1. **I have prepared over 50 projects that relate to industrial and activity centre analysis and planning over approximately 21 years. A recent list of projects is shown in Appendix 1.**
2. **Specific to this subject, I was principal author of the report: ‘Plumpton and Kororoit - Retail and Employment Land Assessment’, hereafter called ‘Report’, That Report was prepared by Hill PDA Pty Ltd for the Metropolitan Planning Authority (March 2015). Other staff in my office assisted in the preparation of the Report.**

## Instructions

1. **The Victorian Planning Authority instructed me to provide Expert Evidence in relation to the Report, for the benefit of the Panel.**
2. **I have been asked to provide an overview of the method used to prepare the Report, explain the findings and recommendations and to specifically focus on the industrial / employment land needs assessment.**

## Information Relied Upon

1. **I have relied principally on the Report for this Expert Evidence. The Report is attached separately.**
2. **I have viewed the proposed amendment documentation and submissions received in relation to the proposed amendment that relate to economic matters. I understand that some submitters have queried the size of land uses in the economic plan.**

# Summary of Report

## Overview of Purpose

1. **The purpose of the Report is to provide guidance on the potential economic structure for the Plumpton and Kororoit PSP areas, with specific reference to activity centres (i.e. retail, commercial and community service uses) and industrial uses.**
2. **Prior to the Report’s preparation, the Metropolitan Planning Authority had drafted the Kororoit and Plumpton Draft Future Urban Structure (November 2014 for Consultation). The initial task of the Report was to review the Draft Future Urban Structure. The second task was to either nominate an alternative structure or confirm the structure. The third task was to develop details for the recommended economic plan.**
3. **The Report found that the Draft Future Urban Structure is appropriate in structure for the area and that matters that required further analysis were details of industrial, office, retail and activity centre concepts, especially relating to floorspace and land area size potential and type of businesses that may be attracted to the area.**

## Overview of Findings

1. **Refer to the Report for details of the findings.**
2. **In summary, the Report found that the following structure is reasonable and workable in the study area:**
* **One Major Town Centre;**
* **Three Local Town Centres; and**
* **One Industrial Employment Area.**
1. **This nominated economic structure has potential to deliver around 0.76 jobs per household, which is less than the state government policy target of 1 job per household for growth areas. See extract from Report in Figure 1 below for the estimates.**

**FIGURE 1 – EXTRACT FROM PAGE 61 OF REPORT**

Table 26 - Assessed Employment Potential



\*1 in Plumpton and 2 in Kororoit

\*\*Assumed Community Infrastructure is in addition to Town Centre / Local Town Centre community facility allowance

\*\*\*A share to be allocated to Interface Area

* + 1. HillPDA 2015

Table 27 - Jobs per Household Potential



* + 1. HillPDA 2015

# Conclusion

1. **I provide this statement for the benefit of the Panel.**
2. **I have made all inquiries that I believe are appropriate for the instructions I have been given.**



**Alex Hrelja**

**Principal, Hill PDA Pty Ltd**

**18 November 2016**

# Appendix 1 – Recent Experience

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| --- |
| **Sample of Urban Economics Assignments (Multiple Land Uses)** |
| **Plumpton and Kororoit - Retail and Employment Land Assessment** | **Metropolitan Planning Authority** |
| **Sunbury PSP74 and PSP75 Retail and Economic Assessment** | **Metropolitan Planning Authority** |
| **Armstrong Creek Urban Growth Area Economic Plan – Activity Centres and Industrial Areas** | **City of Greater Geelong** |
| **Melton-Caroline Springs Growth Area Plan: Economic Consultancy** | **Department of Sustainability and Environment** |
| **Hume Growth Corridor Economic Study** | **Department of Sustainability and Environment** |
| **Job Possibilities and Targets at Maribyrnong Defence Site** | **Places Victoria (VicUrban)** |
| **Mount Peter Structure Plan: Economic Analysis and Planning** | **Cairns Regional City Council** |
| **WestConnex Corridor Economic and Land Use Analysis** | **Urban Growth NSW** |
| **Macquarie Park Supply and Demand Assessment** | **Mirvac** |
| **Camberwell Junction Structure Plan Review – Economic and Property Analysis** | **Boroondara City Council** |
| **Sample of Retail / Activity Centre Assignments** |
| **Hume City Retail Strategy** | **Hume City Council** |
| **Assessment of 45 Neighbourhood Activity Centres** | **City of Greater Dandenong** |
| **Berwick Waterways PSP Retail and Activity Centre Assessment** | **Keystone Design and Build Pty Ltd** |
| **Economic Assessment of Greenvale Lakes Activity Centre Development Proposal** | **Hume City Council** |
| **Diggers Rest Commercial and Industrial Analysis** | **Growth Areas Authority** |
| **Castlemaine Commercial Centre Study** | **Mount Alexander Shire Council** |
| **Swanston Street Retail Prospects Study** | **City of Melbourne** |
| **Sunbury Activity Centre Analysis** | **Hume City Council** |
| **Craigieburn Restricted Retail & Showroom Precinct Demand Analysis** | **Growth Areas Authority** |
| **Goulburn Valley Highway Kialla Retail Assessment** | **City of Greater Shepparton** |
| **Activity and Retail Review of Wyndham** | **Department of Planning and Community Development** |
| **Sample of Industrial / Employment Area Assignments** |
| **Thomastown Industrial Area Analysis** | **Whittlesea City Council** |
| **Truganina Industrial Site Assessment**  | **Private Land Owner** |
| **Industrial Change and Demand Study** | **City of Greater Dandenong** |
| **Commercial and Industrial Site Assessments** | **APA Group** |
| **Scoresby-Rowville Industrial Area Review** | **Knox City Council** |
| **Southern Grampians Industrial Land Strategy** | **Southern Grampians Shire Council** |
| **Maribyrnong Industrial Land Use and Development Strategy** | **Maribyrnong City Council** |
| **Bayswater Industrial Areas Strategy** | **Cities of Knox and Maroondah** |
| **Marrickville Industrial Land Assessment** | **Mirvac** |