

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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1. CREDENTIALS

1.1 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 Director 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)
4. My business address is Suite 114, 838 Collins Street, Docklands 3008.

1.2 STATEMENT OF EXPERTISE REGARDING THIS SUBJECT

5. 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
6. 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.

7. **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.**

1.3 INSTRUCTIONS

8. **The Victorian Planning Authority instructed me to provide Expert Evidence in relation to the Report, for the benefit of the Panel.**
9. **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.**

1.4 INFORMATION RELIED UPON

10. **I have relied principally on the Report for this Expert Evidence. The Report is attached separately.**
11. **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.**

2. SUMMARY OF REPORT

2.1 OVERVIEW OF PURPOSE

12. 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.
13. 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.
14. 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.

2.2 OVERVIEW OF FINDINGS

15. Refer to the Report for details of the findings.
16. 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.
17. 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

	Plumpton		Kororoit		Total	
Home Based Business	525	4.1%	441	23.2%	965	6.6%
Local Town Centre (LTC)*	454	3.6%	942	49.6%	1,396	9.5%
Community Infrastructure**	508	4.0%	517	27.2%	1,025	7.0%
Major Town Centre (MTC)***	4,925	38.5%	0	0.0%	4,925	33.5%
Employment Area	6,370	49.8%	0	0.0%	6,370	43.4%
Total	12,782	100.0%	1,900	100.0%	14,681	100.0%

*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

Source: HillPDA 2015

Table 27 - Jobs per Household Potential

	Jobs	Households	Population	Jobs per Household
Plumpton	12,782	10,494	29,383	1.20
Kororoit	1,900	8,811	24,671	0.23
Total	14,681	19,305	54,054	0.76

Source: HillPDA 2015

3. CONCLUSION

18. I provide this statement for the benefit of the Panel.

19. I have made all inquiries that I believe are appropriate for the instructions I have been given.

A handwritten signature in black ink, appearing to read "Alex Hrelja". The signature is fluid and cursive, with the first name "Alex" and last name "Hrelja" clearly distinguishable.

Alex Hrelja

Principal, Hill PDA Pty Ltd

18 November 2016

APPENDIX 1 – RECENT EXPERIENCE

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