

Melbourne Planning Scheme
Amendment C407melb

Arden Structure Plan and DCP:
Review of Development Projections

Expert Witness Evidence

Alex Hrelja, Principal, Hill PDA
Pty Ltd

Instructed by Harwood Andrews on
behalf of Victorian Planning
Authority

24 January 2022

CONTENTS

1.0	Instructions	3
	Instructions.....	3
	Expertise Relevant to the Topic.....	3
	Information Relied Upon	3
2.0	Summary of Development Assumptions	5
	Structure Plan.....	5
	Development Contributions Plan (DCP)	5
3.0	Summary of Submissions.....	7
4.0	Review of Capacity	8
5.0	Residential Projections	10
	Review of Residential Projections	10
	Short Terms Implications.....	11
6.0	Commercial Projections.....	12
	Review of Commercial Projections.....	12
	Short Term Implications	14
7.0	Retail Projections	16
8.0	Feasibility Considerations	17
9.0	Conclusion and Declaration	18

Tables

Table 1: Development Data Used in Development Contributions Plan to 2046	6
Table 2: Potential Floorspace Capacity Needs	8
Table 3: Benchmark Residential Development Rates.....	10
Table 4: Office Stock Data, Selected Areas.....	13

Figures

Figure 1: Extract from Background Report	5
Figure 2: Arden Built Form Controls.....	9
Figure 3: Extract from Built Form Testing.....	12
Figure 4: Images of Office Development Example in Arden	15
Figure 5: Extract from Retail Report.....	16

1.0 INSTRUCTIONS

Instructions

1. I was instructed by Harwood Andrews on behalf of the Victorian Planning Authority (VPA) to review development data shown in the Arden Structure Plan (August 2021) and draft Arden Development Contributions Plan (DCP) (August 2021).
2. My review responds to the following questions:
 - Is the anticipated development scenario (i.e. dwelling and non-residential floorspace yields) for Arden as described in the Arden Structure Plan and ordinance package realistic?
 - Is the assumed timing of development reasonable, having regard to likely demand?
 - Are there any matters that require further consideration?

Expertise Relevant to the Topic

3. Attachment 1 provides a profile of HillPDA. Attachment 2 provides a profile of myself.
4. This statement provides a high level review of development data shown in the Structure Plan, DCP and supporting material. In order to support an opinion on development matters, I have provided benchmark data in parts of this statement. A detailed property market assessment has not been undertaken by me.

Information Relied Upon

5. The information relied upon for this statement is as follows:
 - Arden Structure Plan August 2021, Victorian Planning Authority
 - Arden Precinct Draft Development Contributions Plan August 2021, Victorian Planning Authority
 - Arden Precinct Background Report August 2021, Victorian Planning Authority
 - Arden Retail Demand (Deep End Services for Victorian Planning Authority, 6 December 2018)
 - Arden Structure Plan Community Infrastructure Needs Assessment (ASR Research for the Victorian Planning Authority and City of Melbourne, August 2021)
 - Arden Built Form Testing (Hayball for the Victorian Planning Authority, 23 April 2021)
 - Arden Social and Affordable Housing Strategy, Phase 2: Detailed Feasibility of Options for Arden (Urbis for the Victorian Planning Authority, Final Report, March 2021)
 - Submissions made regarding the amendment
 - Benchmark data quoted in this statement as follows:
 - Census of Land Use and Employment 2020, City of Melbourne

- Cordell Connect data (January 2022)
- Domain APM, Melbourne House and Unit Prices September Quarter 2021
- Forecast ID Consulting online (selected residential growth projections)
- Property Council of Australia Office Market Report, January 2020
- Savills Research Q2 2021 Quarter Time National Office
- Victoria in Future 2019, Department of Environment, Land, Water and Planning.

2.0 SUMMARY OF DEVELOPMENT ASSUMPTIONS

Structure Plan

6. The Structure Plan nominates an aspiration for Arden to accommodate approximately 34,000 jobs and 15,000 residents by 2051 within a highly liveable mixed-use precinct with innovation at its heart.
7. The Background Report for the Structure Plan notes that the projections for Arden were derived from transport modelling as noted below.

Figure 1: Extract from Background Report

2.1.4 ARDEN JOBS AND RESIDENTS ASPIRATIONS

The *Draft Arden Structure Plan (VPA & CoM 2020)* aspired to accommodate approximately 34,000 jobs and around 15,000 residents by 2051.

The population and employment figures included in the **Arden Structure Plan** and the **Arden Vision** are derived from the Melbourne Metro Business Case (DEDJTR 2012).

The business case references the levels of population that could be feasibly supported with the level of public transport connectivity proposed for Arden, trends in Melbourne's growth, availability of land for an intensification of uses and the precinct's proximity to the central city.

Source: Arden Precinct Background Report August 2021, Victorian Planning Authority

8. The Structure Plan does not nominate a number of dwellings to be constructed, however supporting information for social infrastructure by ASR Research estimates that approximately 7,000 dwellings will accommodate the 15,000 residents.
9. The Structure Plan states that Arden is ideally placed to be an international innovation and technology precinct. Arden station is a major catalyst for development, providing rapid connections to the Parkville National Employment and Innovation Cluster, the Central Business District (CBD) and Melbourne's western suburbs.
10. The precinct will also accommodate two activity centres and a mix of dwelling types including affordable housing. The Structure Plan supports and encourages the provision of 6% affordable housing in new developments.

Development Contributions Plan (DCP)

11. The draft Development Contributions Plan (DCP) states that the Arden precinct has 18.89 ha (188,900 sqm) of net developable area. This figure is assumed to be correct but was not able to be verified in the scope of this review.
12. The DCP is based on a development scenario to 2046 that nominates 6,300 dwellings and 539,400 sqm of employment floorspace.

- 13. The employment figure in the DCP is based on approximately 23,452 jobs (i.e. 539,400 sqm of commercial and retail space at an average job density of 23 sqm per job).
- 14. The DCP uses an estimate of employment floorspace development to 2046 for DCP cost apportionment purposes.

Table 1: Development Data Used in Development Contributions Plan to 2046

Charge area	Label	Units	Measure
MCA1	Residential	6,300	dwelling units/lots
	Commercial	516,900	sqm gross leasable floorspace area
	Retail	22,500	sqm gross leasable floorspace area

Source: Arden Precinct Draft Development Contributions Plan August 2021, Victorian Planning Authority

- 15. The DCP development data to 2046 is within the development horizon of the Structure Plan to 2051.
- 16. It is my understanding that the DCP is proposed to be revised to explain that the development data in the DCP does not reflect the total forecast yield for the precinct but rather reflects forecast development that is likely to be levied under the DCP.

3.0 SUMMARY OF SUBMISSIONS

17. This section provides a summary of submissions to the Arden Structure Plan Amendment C407melb relating to development projections. The content below is a summary of the points made in submissions that refer to development projections (shown in alphabetical order).

City of Melbourne:

- The development density of the plan is too high.
- The application of discretionary floor area ratios lack justification.
- The development yield in the Arden Structure Plan conflicts with built form and public realm objectives.
- Aspirational targets with a discretionary framework are not appropriate where a DCP is being employed to forecast and fund future infrastructure needs.
- The proposed planning scheme amendment does not provide sufficient controls to deliver floorspace to accommodate 34,000 jobs.
- The proposed decision guidelines and local policy provisions are unlikely to mitigate the market delivering development according to “highest and best use” principles, resulting primarily in residential development.

Private (Submission 85):

- A greater commercial component is appropriate for innovation outcomes.

Private (Submission 88):

- Office uses are unlikely to take up the nominated land use budget in the Arden Precinct.

Property Council of Australia:

- Opposes the artificial limitation of growth aspirations for the Arden Precinct; says growth targets should be revised over the life cycle of the project to allow for highest and best use and job creation.

Urban Development Institute of Australia:

- Floor area ratio requirements may be too restrictive to meet yield targets.

Other:

- There are several submissions generally opposed to the scale of the Arden Precinct, modification of which would imply changes to development projections.

4.0 REVIEW OF CAPACITY

18. The built form of the precinct is intended to be guided by the plan shown as Figure 2 below, with building heights ranging from 3 to 40 storeys across a range of mixed use and commercial sub-precincts. Building heights and Floor Area Ratios (FARs) are used in the plan.
19. The total floorspace capacity (or capacity range) of the plan was not located in the amendment material.
20. The table below shows some scenarios of employment densities and average dwelling sizes to determine required floorspace capacity to accommodate the aspirations for Arden. The scenarios below suggest up to 1.65m sqm would accommodate the plan (which includes a 20% buffer). A lower number could apply if higher density development is assumed.

Table 2: Potential Floorspace Capacity Needs

	Jobs:	34,000	Dwellings:	7,000		
Scenario	Average Jobs / SQM	Employment SQM	Ave. Dwelling Size	Residential SQM	Total SQM	Total SQM with 20% Margin
Higher density	15	510,000	65	455,000	965,000	1,158,000
Medium	20	680,000	70	490,000	1,170,000	1,404,000
Lower Density	25	850,000	75	525,000	1,375,000	1,650,000

Source: HillPDA

Figure 2: Arden Built Form Controls



Source: Arden Structure Plan August 2021, Victorian Planning Authority

5.0 RESIDENTIAL PROJECTIONS

Review of Residential Projections

21. The Arden precinct is based on an aspiration to accommodate approximately 7,000 dwellings and 15,000 residents by 2051. This allocation is based on planning objectives for the area in the context of expected metropolitan population and housing growth.
22. According to Victoria in Future 2019, the metropolitan area is expected to grow from approximately 5.3m residents in 2021 to approximately 8.5m residents in 2051. These estimates may be revised down marginally as a result of the COVID-19 pandemic.
23. In this context, and based on benchmarks with other development areas, the residential growth projection of 7,000 dwellings in Arden by 2051 appears achievable if not conservative.
24. It is possible residential growth could be higher in the area. This will depend on market conditions over time and the strength of the commercial property market (see next section of this evidence for commentary on the office market).
25. Over a 30 year development period, the allocation of 7,000 dwellings in the precinct equates to growth of 233 dwellings per year on average. This average growth rate is well within observed rates experienced in other development precincts in the recent past. Table 3 below shows selected benchmark data.

Table 3: Benchmark Residential Development Rates

Precinct	Annual dwelling growth average 2016-2021
Docklands*	847
South Yarra	552
Moonee Ponds	432
Coburg	350
Footscray	306
Arden scenario	Planned dwelling growth average 2021-2051
Arden - 30 years	233

Source: Forecast ID Consulting online; *estimate based on CLUE, City of Melbourne

26. The growth rate in Docklands has averaged 487 dwellings per years over 20 years and around 847 dwellings per year over the past five years. Arden is expected to have a relatively lower take up rate than Docklands, which is larger and based on development of super-lots. Arden’s smaller area and existing development conditions means it should develop slower than Docklands.
27. Residential growth in South Yarra mainly relates to the Forrest Hill precinct. That precinct is similar to Arden in that it was a light industrial area located next to a train station.

Short Terms Implications

28. The key matters in achieving the dwelling numbers (and commercial office development projections) in the short term mainly relate to the CBD and surrounds recovering from the COVID-19 pandemic and feasibility matters.
29. In the longer term it is possible that apartment demand could be greater than shown in the plan. However, at the current time, the pandemic has negatively impacted demand for inner Melbourne apartments, which had experienced relatively weak leasing and buyer demand conditions over the past two years.
30. In contrast, apartment market conditions in suburbs and regional areas are more buoyant and demand for separate houses and townhouses across the state is strong and prices are at or near record highs.
31. The apartment market in inner Melbourne has been significantly impacted by the halt to international migration and in particular the suspension of the overseas student market.
32. It is possible that as apartment projects in construction are completed, the pressure on the inner city apartment market may continue until immigration number increase.
33. A factor that is working to support the inner city apartment market is the recent surge in house prices. As at September 2021 (according to Domain APM), Melbourne's median house prices broke through the one million dollar mark (\$1.04m) based on 16.8% growth during the previous 12 months. Median unit prices reached \$576,879 based on 6.1% growth during the same time. The implication of this surge is that there is renewed pressure on housing affordability and inner city apartments may become relatively more appealing from 2022.

6.0 COMMERCIAL PROJECTIONS

Review of Commercial Projections

34. The commercial office projections in the Arden Structure Plan material are as follows:
- Commercial jobs target in Structure Plan to 2051: 34,000 jobs
 - Implied commercial floorspace in Structure Plan (based on job density ratios shown earlier in this report): between 487,500 sqm and 827,500 sqm
 - Commercial floorspace in DCP 2021 to 2046: 516,900 sqm.
35. Office market information in the amendment material is based on background transport modelling (which allocated commercial jobs to the area), design and built form analysis and policy directions. A specific office market demand report is not available.
36. Built form analysis provides guidance on the types of commercial sectors that are expected in the area. One example is shown in Figure 3 below.

Figure 3: Extract from Built Form Testing

Development scenarios were based on a set of agreed assumptions as follows:

Building Efficiency	NLA/ NSA estimated at 85% of GFA for Office and Residential
Residential tower floor plate size	600m ² min (800m ² + preferred)
Commercial tower floor plate size	2000m ² + for Premium/A grade office / 1000m ² + for B grade office
Residential floor plate depths	Typical max depth 20m (to comply with Clause 58 requirements)
Commercial tower floor plate depths	Preferred max depth 30m (assume 15m to windows)
Innovation Sector (Life sciences and Research) floor plates size	University research centres and institutes total area ranging from 10,000 – 20,000 sqm Larger Bio-Tech / Medical research buildings of total area approx. 30,000 sqm (2500- 4500m ² typical floor plates)
Innovation Sector Floor plate Depths	Preferred max depth of 35m for typical floor plates or 50m for wide atrium types
Tower slenderness ratio	Assume maximum height to depth ratio of 10:1 to allow for structural efficiency.
Apartment sizes	75 m ² Average based on 30% x 1B/60% , 60% x 2B, 10% x 3B
Car parking ratios	0.32 spaces per 100 m ² GFA 0.29:1 maximum/ dwelling (rate established in GTA Dec 2020 report, consistent with 10% modal share for private vehicles) No visitor parking
Area per carpark	40m ² per carpark (allowing for services/ storage/bike parking)

Source: Arden Built Form Testing (Hayball for the Victorian Planning Authority, 23 April 2021)

37. The Structure Plan assumes a range of office types will locate in the area including large floorspace prime office tenants (premium and A-Grade) through to smaller strata offices.

38. In order for a significant quantum of commercial office space to be developed in Arden, the precinct will need to become a popular destination for large firms and health and education institutions, occupying large floorspace quantities per organisation in prime space.
39. This segment of the office market can pay prices in the range of \$7,000/sqm to \$11,500/sqm for floorspace in CBD fringe locations and \$13,000/sqm to \$21,000/sqm in CBD locations (according to Savills Research Q2 2021 Quarter Time National Office). This segment of the office market can compete with and outbid residential apartment end sale values, which are typically in the \$8,000/sqm to \$12,000/sqm range in the area.
40. The local office market (including strata occupancies in A-grade and B-grade space) typically command much less in end sale value, typically around \$4,000/sqm to \$8,000/sqm, and are usually outbid by apartments in inner urban locations. Nevertheless, this type of space is expected to be provided in mixed use buildings.
41. The quantum of commercial space expected in the area is assumed to be 516,900 sqm between 2021 and 2046 (in the DCP). This implies approximately 20,700 sqm of office development per year on average.
42. A review of office market data from the Property Council of Australia Office Market Report was undertaken to benchmark whether the total quantum and take up per year could be reasonable. The office market report shows that:
- The CBD had 3.6m sqm of office space
 - Docklands had 1m sqm of office space
 - Southbank had 447,000 sqm of office space
 - St Kilda Road had 645,000 sqm of office space.
43. Most growth in office stock over the decade to January 2020 occurred in Docklands. Docklands averaged approximately 48,000 sqm of office growth per year in that decade to 2020.

Table 4: Office Stock Data, Selected Areas

	Melbourne CBD	Melbourne CBD excl. Docklands	Docklands	Southbank	St Kilda Road
Jan-11	4,092,457	3,568,265	524,192	431,967	745,770
Jan-20	4,608,924	3,605,067	1,003,857	446,869	644,157
Change 2011-20	516,467	36,802	479,665	14,902	-101,613
Average	51,647	3,680	47,967	1,490	-10,161

Source: Property Council of Australia Office Market Report, January 2020

44. As Docklands nears completion, other office growth fronts are planned to emerge, including Arden. Others are Fishermans Bend and city fringe areas like Cremorne.

45. Arden is expected to have a relatively lower take up rate than Docklands (which is based on development of super-lots). As noted above, Arden's location, smaller area and existing development conditions means it should develop slower than Docklands.
46. Nevertheless, the total planned quantum of floorspace and average rate of development (20,700 sqm per annum) appears plausible in the context of the other areas noted above.

Short Term Implications

47. It is expected that the rate of office growth would be lower in the early years of development and then build up over time. This is particularly the case at the current time because of the impact of the COVID-19 pandemic on the office sector.
48. The Melbourne office vacancy rate has moved from approximately 4% in late 2019 to approximately 10%-15% in 2021. Recovery is expected to take some time, possibly two years.
49. The CBD and fringe office markets are sensitive to COVID-19 outbreaks and related movement and business restrictions. The trend to working from home and social distancing has reduced the use of office space at the current time.
50. Some agents have reported an increase in demand for suburban office space as firms look to establish operations outside of the most densely populated parts of the city.
51. Moreover, demand for flexible workspaces are likely to increase as tenants seek to accommodate staff demands for more flexibility and to better manage business growth uncertainty.
52. Arden may be in a position to capitalise on these trends, particularly given the construction of the Arden train station (which will boost demand for property in the area) and the ability of the state government to use its land holdings to stimulate development.
53. An example commercial office development in Arden is 86-108 Laurens Street, North Melbourne. The project is currently under construction. According to Cordell Connect data (January 2022), the project is being delivered by the Accord Property Group Pty Ltd at a cost of \$75m. The floorspace is quoted as 17,830 sqm over 12 levels which implies a Floor Area Ratio of 6.67. Uses include offices, medical centre, restaurant and take away premises. Images of the site and proposed development are shown below.

Figure 4: Images of Office Development Example in Arden

Aerial image of site (Nearmap 24
December 2021)



Project Graphic (Accord Property
Group online as at January 2022)



7.0 RETAIL PROJECTIONS

- 54. The basis for the retail projections is shown in the report ‘Arden Retail Demand,’ (Deep End Services for Victorian Planning Authority, 6 December 2018).
- 55. The report identifies demand for two activity centres for Arden and Macaulay. The main centre is proposed for central Arden, which will provide retail and support services for the local population, workforce and visitors. A smaller neighbourhood centre is located in the north of the precinct.
- 56. The expected demand profile for the centre is estimated by Deep End Services to be partly based on the local population and mainly workforce and visitor demand, as shown in Figure 5 below.

Figure 5: Extract from Retail Report

		Retail floorspace demand sources (2051)			
		Resident population	Workforce	Other inbound sources (residents, visitors, students)	Total
Population	At capacity (2051)	15,000	34,000	n.a.	n.a.
Retail floorspace provision	(sqm per capita)	0.30	0.20		
	sqm	4,500	6,800	5,566	16,866
	% by source	27%	40%	33%	100%
Non retail floorspace	(@25% of total shop front)				5,622
Total shop front space	sqm				22,488

Source: Arden Retail Demand (Deep End Services for Victorian Planning Authority, 6 December 2018)

- 57. Given the extent of employment floorspace planned for the area and accessibility provided by the future Arden train station, the retail space allocation is considered reasonable.
- 58. A check of the space allocation can be considered in terms of the broader catchment. The broader catchment (within which there are numerous centres) is projected to accommodate 39,430 residents at 2051. That population will support approximately 87,000 sqm of retail space across the retail economy and the net share for Arden in this context would be approximately 26%, which is typical for centres that perform neighbourhood and local roles.
- 59. The allocation of 22,500 sqm of shopfront retail space is reasonable for the Structure Plan area.

8.0 FEASIBILITY CONSIDERATIONS

60. In order for redevelopment to occur on sites with existing occupied properties, redevelopment must be viable. This means that the value of properties as redevelopment sites must be higher than the existing use value as (mainly) industrial and commercial properties.
61. Factors working in favour of viability are:
- Rezoning to enable higher density mixed use development from a relatively low value industrial and mix use zone basis
 - Arden train station development
 - State government owned land
 - Planned open space and amenity improvements in the area.
62. Factors that could work against development viability in the area are:
- Land ownership fragmentation
 - Potential for land contamination and possible need for remediation costs
 - Precinct specific costs (especially those that do not apply in nearby competing areas) such as DCP levies, affordable housing contributions and potentially the Windfall Gains Tax
 - Impacts of the pandemic on the inner city residential and commercial property sectors.
63. Sites with low value improvements (redundant uses) and government owned land are likely to be developed in the early phase of the planning period.
64. Sites with higher value improvements and / or feasibility challenges are likely to be developed later in the planning period.
65. Some feasibility information is available in the amendment material. Selected feasibility examples are provided in the Urbis report that explores affordable housing options (i.e. Arden Social and Affordable Housing Strategy, Phase 2: Detailed Feasibility of Options for Arden (Urbis for the Victorian Planning Authority, Final Report, March 2021). Urbis make the point that one delivery model is unlikely to work for all sites.
66. If this matter requires further investigation, evidence could be sought from developers in an 'open book feasibility / valuation' process, whereby feasibility models are submitted by developers for review if a change to approvals or conditions is sought.

9.0 CONCLUSION AND DECLARATION

67. In my opinion, the long term projections shown in the Structure Plan appear plausible.
68. It is not possible to say with certainty how development and land use mix will actually be delivered over time, noting that:
- Residential projections could be conservative and could be higher over the long term
 - Commercial projections are plausible if the prime office market (corporate and institutional uses) establishes in the precinct, which is possible as Docklands nears completion
 - Retail projections are reasonable.
69. An item to confirm in the Structure Plan is the total potential floorspace capacity of the plan in relation to projected floorspace. This data was not located in the information package.
70. I am not aware of any other matters that the Panel should be aware of.
71. I provide this statement for the benefit of the Panel.
72. I have made all the inquiries that I believe are desirable and appropriate and no matters of significance which I regard as relevant have, to my knowledge, been withheld from the Panel.



Alex Hrelja

Principal, Hill PDA Pty Ltd

24 January 2022

ATTACHMENT 1: ABOUT HillPDA

HillPDA is a specialist consulting firm with a highly skilled and experienced team of economists, valuers and urban planners.

Established in 1990, it has successfully gained an enviable reputation for professional, unbiased and independent advice. Today we are respected for our creative, diligent and balanced approach to all facets of our consultancy activities. The strengths of the practice are derived from the depth and breadth of our experience, our multidisciplinary expertise and our determination to ensure the highest level of professionalism and integrity.

At the heart of the HillPDA service is independence, integrity and creativity. It is a service that reflects experience, enthusiasm and dedication. It is a service that provides the advantage of a fully integrated multi-disciplinary capability.

Our client base is equally diverse, ranging from Commonwealth, State and Local Government agencies, financial institutions, development organisations, private corporations, professional firms and both large and small landowners and investors.

In the provision of advice in property land economics, HillPDA has considerable experience throughout Australia and internationally. This experience extends from the broad strategic level to detailed site-specific investigations and analysis.

HillPDA was the author of Estate Master property software. In 1991, HillPDA began developing the Estate Master software, and since then it has developed into a suite of powerful, flexible and easy-to-use property development software. Its financial models play a pivotal role in decision-making between developers, financiers and valuers for development feasibility, development management and valuation practices.

Our core value adding service areas embrace:

- Property economics
- Planning
- Valuation
- Advisory

PROPERTY ECONOMICS



Development Feasibility Analysis
Market Research & Appraisal
Cost Benefit Analysis
Economic Appraisal
Economic Impact Assessment
Expert Witness

Financial Modelling & Audit
Retail Demand & Forecasting
Highest and Best Use Assessment
Property Valuation
Demand Analysis
Value Uplift & Modelling

PLANNING



Policy Analysis
Demographic & Trend Analysis
Stakeholder Engagement
Economic Development Strategies
Employment Land Studies
Expert Witness

Master Planning
Due Dilligence
Socio-Economic Assessment
Centre Studies
Residential Demand Studies
Affordable Housing Studies

VALUATION



Current Market Value
Land Tax
Stamp Duty

Capital Gains
SMSF
Leasehold Interests

ADVISORY



Business Cases
Strategic Asset Management
Portfolio Analysis
Due Diligence

Project Governance & Delivery
Corporate Peer Review & Strategy
Board / Assessment Panels

ATTACHMENT 2: ALEX HRELJA

Alex Hrelja

Principal, HillPDA

- Master of Business (Property) (RMIT University)
- Master of Urban Planning (University of Melbourne)
- Bachelor of Planning and Design (First Class Honours) (University of Melbourne)
- Member Planning Institute of Australia



Alex manages HillPDA's Melbourne office. Alex is a specialist in property economics, urban economics, strategic planning and economic development and has over 25 years of consultancy experience in those fields.

Alex has worked across Australia in his fields of expertise. Clients include local, state and Commonwealth governments, developers and infrastructure agencies. Much of his work is based on an expert understanding of regional economic and social patterns and drivers, reviewing supply side conditions and forecasting demand conditions for specific projects to complex urban and regional development areas. His work ranges from feasibility studies for specific sites through to regional urban economic plans for all land use sectors, such as growth corridor economic plans.

His specific areas of expertise are:

- Infrastructure Funding and Development Contributions
- Property Advisory and Feasibility Studies (Estate Master)
- 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

Prior to joining HillPDA, Alex was a Director of an urban economics consultancy firm for eight years. He has also worked in research roles in higher education and in strategic planning and economic development roles within public agencies.

A brief sample of Alex's project experience follows.

PROPERTY ECONOMICS

Market Research and Feasibility

- Braybrook Regeneration Project - Housing Market Research, Feasibility Analysis and Growth Model Projections, Victorian Planning Authority
- Greening the Greyfields Project: Review of Development Viability and Projections, Maroondah City Council
- Green Our City Action Plan Strategic Justification - Feasibility Analysis of Case Study Developments, City of Melbourne
- Footscray Metropolitan Activity Centre - Feasibility Study of Built Form Controls, Maribyrnong City Council
- Glen Eira Design Guidelines Review - Property Economics Analysis, Glen Eira City Council
- Feasibility Study for Defence Site Maribyrnong, Victorian Planning Authority
- Market Research and Feasibility Analysis - Monash Sites, VicTrack
- Fishermans Bend Urban Renewal Area Business Case Inputs, Aurecon for Fishermans Bend Taskforce
- Affordable Housing Planning Provision - Feasibility Analysis, Moreland City Council
- Major Activity Centre Car Parks Feasibility Assessment, Bayside City Council
- Housing Market Research and Feasibility Analysis, Hume City Council

Property Advisory

- Braybrook Regeneration Project - DHHS Asset Strategy, Victorian Planning Authority and DHHS
- Land Strategy, Greater Metropolitan Cemeteries Trust (GMCT)
- Property Advisory Services, Australian Gas Infrastructure Group
- Torquay Major Landholding Study, Surf Coast Shire Council
- Valuation Advice Budget Estimates for Proposed School Sites, Department of Education (Victoria)
- Property Advisory Services - Victorian Operation Business Case, APA Group
- Property Advisory Services - Thomastown Depot, APA Group
- Swan Hill Riverfront Commercial Development Strategy, Swan Hill Rural City Council

Urban Economics

- Economic Assessment for Distinctive Areas and Landscape Assessment, Department of Environment, Land, Water and Planning
- Boronia Renewal Project - Economic Demand, Land and Site Options Analysis, Knox City Council
- Camberwell Junction Structure Plan Review, Boroondara City Council

- Economic Supply and Demand Study for Major Activity Centres, Stonnington City Council
- Neighbourhood Activity Centres Framework, Greater Dandenong City Council
- Hampton Park Integrated Water Management Plan Cost Benefit Analysis and Business Case, Casey City Council
- Greville Street Precinct Social and Commercial Impact Assessment, Stonnington City Council
- Wallan South and Wallan East PSPs - Retail and Economic Assessment, Victorian Planning Authority
- Plumpton and Kororoit PSP Economic Assessment, Victorian Planning Authority
- Tarneit Major Town Centre Economic Impact Assessment and Alternative Design and Development Outcomes, Global South and Wyndham City Council
- Retail and Economic Assessment for PSP74 and PSP75 (Sunbury Township), Victorian Planning Authority
- Dowling Forest Precinct Property Market and Economic Analysis, City of Ballarat
- Commercial Office Market Assessment, Mirvac

Disclaimer

1. This report is for the confidential use only of the party to whom it is addressed ("Client") for the specific purposes to which it refers and has been based on, and takes into account, the Client's specific instructions. It is not intended to be relied on by any third party who, subject to paragraph 3, must make their own enquiries in relation to the issues with which this report deals.
2. HillPDA makes no representations as to the appropriateness, accuracy or completeness of this report for the purpose of any party other than the Client ("Recipient"). HillPDA disclaims all liability to any Recipient for any loss, error or other consequence which may arise as a result of the Recipient acting, relying upon or using the whole or part of this report's contents.
3. This report must not be disclosed to any Recipient or reproduced in whole or in part, for any purpose not directly connected to the project for which HillPDA was engaged to prepare the report, without the prior written approval of HillPDA. In the event that a Recipient wishes to rely upon this report, the Recipient must inform HillPDA who may, in its sole discretion and on specified terms, provide its consent.
4. This report and its attached appendices are based on estimates, assumptions and information provided by the Client or sourced and referenced from external sources by HillPDA. While we endeavour to check these estimates, assumptions and information, no warranty is given in relation to their reliability, feasibility, accuracy or reasonableness. HillPDA presents these estimates and assumptions as a basis for the Client's interpretation and analysis. With respect to forecasts, HillPDA does not present them as results that will actually be achieved. HillPDA relies upon the interpretation of the Client to judge for itself the likelihood of whether these projections can be achieved or not.
5. Due care has been taken to prepare the attached financial models from available information at the time of writing, however no responsibility can be or is accepted for errors or inaccuracies that may have occurred either with the programming or the resultant financial projections and their assumptions.
6. This report does not constitute a valuation of any property or interest in property. In preparing this report HillPDA has relied upon information concerning the subject property and/or proposed development provided by the Client and HillPDA has not independently verified this information except where noted in this report.
7. In relation to any valuation which is undertaken for a Managed Investment Scheme (as defined by the Managed Investments Act 1998) or for any lender that is subject to the provisions of the Managed Investments Act, the following clause applies:

This valuation is prepared on the assumption that the lender or addressee as referred to in this valuation report (and no other) may rely on the valuation for mortgage finance purposes and the lender has complied with its own lending guidelines as well as prudent finance industry lending practices, and has considered all prudent aspects of credit risk for any potential borrower, including the borrower's ability to service and repay any mortgage loan. Further, the valuation is prepared on the assumption that the lender is providing mortgage financing at a conservative and prudent loan to value ratio.
8. HillPDA makes no representations or warranties of any kind, about the accuracy, reliability, completeness, suitability or fitness in relation to maps generated by HillPDA or contained within this report.

Liability limited by a scheme approved under the Professional Standards Legislation



MELBOURNE

Suite 114, 838 Collins Street

Docklands VIC 3008

t: +61 3 9629 1842

f: +61 3 9629 6315

e: melbourne@hillpda.com

SYDNEY

Level 3, 234 George Street

Sydney NSW 2000

GPO Box 2748 Sydney NSW 2001

t: +61 2 9252 8777

f: +61 2 9252 6077

e: sydney@hillpda.com

WWW.HILLPDA.COM