



Report on Progress of Implementation of Doncaster Hill Strategy

1 July 2003 to 30 June 2004



**REPORT ON PROGRESS OF IMPLEMENTATION
OF DONCASTER HILL STRATEGY
1 JULY 2003 TO 30 JUNE 2004**

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1 PURPOSE OF REPORT

This report sets out a summary of the major work that has been undertaken in the period 1 July 2003 to 30 June 2004 to further the development and implementation of the Doncaster Hill Strategy into the Manningham Planning Scheme. It outlines the major achievements for the year, sets out how work was completed throughout the course of the year and outlines performance evaluation processes.

2 BACKGROUND

The Doncaster Hill Strategy, October 2002 is the key strategic document encapsulating the vision for the Doncaster Hill Activity Centre. Work during the July 2003 to June 2004 period has successfully progressed the Doncaster Hill Strategy from research development and strategy formulation to implementing the statutory controls into the planning system that uphold the visions, objectives and principles of the Doncaster Hill Activity Centre. This financial year also saw the formulation of development contributions and parking planning controls for future implementation into the Manningham Planning Scheme in the following financial year (July 04-June05).

3 SUMMARY OF MAJOR ACHIEVEMENTS

3.1 Doncaster Hill Unit

The Doncaster Hill Unit continued to work together to implement the Doncaster Hill Strategy, and develop the controls for the Development Contributions, PAO, Open Space and Parking Precinct Plan. Despite the social planner and traffic engineer returning to their normal posts, their input has continued through their work on the DCP and Parking Precinct Plan (in the case of the engineer).

3.2 Doncaster Hill Strategy, October 2002

The implementation of the Doncaster Hill Strategy into the Manningham Planning Scheme was progressed; with the Strategy now having statutory weight as the policy objectives and visions are now formally incorporated into the Planning Scheme.

3.3 Planning Scheme Amendments

An Independent Planning Panel heard Amendment C33 Doncaster Hill Activity Centre in August 2003. After the Panel came back with its recommendations, Amendment C33 Part 1 was developed and formally approved by the Minister for Planning in February 2004.

Also during this period, approval was given by Council to exhibit Amendments C30 and C35. Amendment C30 (DCP, Open Space and PAO) was exhibited in August 2003 and submissions considered by Council while Amendment C35 (Parking Precinct Plan) was exhibited in November 2003.

3.4 Corporate Plan Items

All eleven (11) items listed in the Corporate Plan 2002-2005 were completed. Please refer to the Board Report or Annual Report for details on each item.

3.5 Key Reports and Studies

Despite the focus on implementing planning controls, five (5) major reports/studies were also completed to further the work on the Doncaster Hill Activity Centre. Three of the most significant studies included the Community

Attitudes Study: Doncaster Hill, November 2003, The Assessment of Development Opportunities and Constraints – Doncaster Hill Precinct, Macroplan, February 2004 and the Doncaster Hill Sustainability Guidelines, June 2004.

3.6 Planning Permit Approvals

A further two (2) development applications were granted and one (1) subdivision approval. The most significant was Council's resolution to grant Westfield Doncaster Shoppingtown a permit to expand their current shopping centre by an additional 58,000m².

The application for a 45 dwelling apartment complex at 18-20 Tower St, Doncaster was given planning permission after a hearing at VCAT. Southpoint Apartments at 8 Clay Drive were issued a permit to subdivide.

Plans were endorsed for 95-99 Tram Road under the permit issued on 4 October 2002.

Preliminary discussions took place with developers of 537 Doncaster Road at the Sustainable Design Taskforce on 26 February 2004, for a four level residential apartment development.

A new planning application by Mercedes for a car dealership at 632-640 Doncaster Road (PA15375) was lodged on 19 February 2004. At its meeting on 29 June 2004, Council determined to refuse to grant a planning permit for this application.

A new planning application by Audi for a car dealership at 584 Doncaster Road (PA15197) was lodged on 3 December 2003. At its meeting on 27 July 2004, Council determined to refuse to grant a planning permit for this application

3.7 Construction on the Hill

Significantly, the first Doncaster Hill development South Point Apartments at 8 Clay Drive proceeded to the construction phase and is approximately 80% built.

3.8 Doncaster Hill Phase 3 Strategic Marketing Plan

A continued effort to increase the awareness levels and acceptance of the Doncaster Hill project has seen the amendment of the Phase 3 Plan to incorporate risk management in response to changing political and economic climates and the increase in media attention. The amended plan incorporates a series of proactive responses and key tasks that target the needs identified in the Community Attitudes Survey completed for Doncaster Hill in November 2003.

A number of the tasks have already been implemented as part of the plan, including a major feature article in the Manningham Leader on 30 June 2004, publication of two further Doncaster Hill newsletter and regular updates to the Doncaster Hill website.

Further internal and external consultation has continued in progressing the implementation of the Phase 3 Plan. There has been an increase in media coverage, both in the local Leader Newspaper and coverage in statewide papers: The Age and Herald Sun.

3.9 Awards/Grants

While no formal awards were received, the Doncaster Hill Strategy has become a much renowned and applauded document. The invitation by the Unit to speak to other local councils, including the ESD Coordinator being asked to present in Brisbane, is an example of peer recognition in the planning industry as to the advanced level of the Doncaster Hill concept.

In terms of grants, Council obtained a \$70,000 grant from the Melbourne 2030 Base Funding and \$25,000 towards the upgrade of the Virtual Reality Model.

4 ORGANISATION OF WORK

4.1 Councillor Involvement

4.1.1 SBS/Council Meeting

Given the scope, importance and high priority of the Doncaster Hill project, all major items affecting the development of Doncaster Hill are considered by SBS and/or full Council meetings. Councillors continue to take an active and leading role in the project's outcomes, especially in this period having had the responsibility of making some major decisions that have assisted in shaping the future of the Doncaster Hill Activity Centre.

4.1.2 Sustainable Design Task Force

The Sustainable Design Task Force continues to meet to discuss the merits of development applications, providing advice and constructive feedback with respect to furthering urban design and ESD objectives to developers and their architects. The Task Force, which consists of two Councillors, relevant internal officers and external urban design and architectural professionals, has commented upon a number of Doncaster Hill development proposals during this period, including the Westfield proposal.

4.1.3 Streetscape Committee

The Streetscape Committee continued to meet bi-monthly and have discussed treatments in relation to Doncaster Hill. The Committee approved the prototype for the pedestrian lights for the Doncaster Hill Boulevard.

4.2 Involvement of Officials:

4.2.1 Executive Management Team (EMT)

Updating EMT on the progress with regard to the Doncaster Hill project continues to occur regularly.

4.2.2 Doncaster Hill Unit

At the commencement of the 2003/2004 financial year, the full time members of the Doncaster Hill Unit Team consisted of a Project Manager, Urban Designer, ESD Co-ordinator and Administrative Officer. The strategic planner, whilst a job-share position, carried a full time workload. The senior Statutory Planner continued to work part time for Doncaster Hill and part time as Statutory Planning Coordinator. In

addition, a student planner was employed till April 2004 in a supporting capacity to specifically assist the Doncaster Hill Unit during an intense period. In August, the Project Manager was internally promoted to Manager Economic and Environmental Planning (EEP) but continued to hold both roles until the former Project Manager returned from maternity leave, initially on a part-time basis in October 2003 and for full time responsibilities in January 2004. In November 2003, the Strategic Planner returned from maternity leave for three days a week, having decreased from a full time role. In December 2003, the ESD Co-ordinator resigned and her post was left unfilled. In February 2004, the Urban Design Co-ordinator decreased his work commitment from full time to 0.4. The Statutory Planning Officer continued to her role as part time Doncaster Hill staff to June 2004. While the primary focus of the group is Doncaster Hill work, various members undertook other responsibilities and tasks, which included co-ordinator roles.

Consistent input from other internal staff continued, including both the traffic planner and social planner. Other part time members of the team include 4 Statutory Planners, including the Manager, Co-ordinator and 2 Senior Planners. The Manager EEP and the Director Environmental Amenity are also members of the Unit. The Doncaster Hill Unit continued meeting fortnightly up until April 2004 yet communicated more frequently during busy periods, to provide updates, share ideas and work together to form decisions on progressing work.

Various sub groups and workshops have met on a more regular basis to further progress matters, specifically to hasten the process that would see the implementation of the planning controls. Doncaster Hill Unit members have liaised with external bodies, including Department of Sustainability and Environment officers and private consultants to further seek advice, particularly with regard to the development of policy work to progress the implementation of environmentally sustainable development and urban design, as well as to progress the development contributions and parking precinct plan. The Doncaster Hill Unit meets on a monthly basis since April 2004.

4.2.3 Marketing Meetings

The marketing of the Doncaster Hill project has continued with the internal work of the Manningham marketing team working together with the Doncaster Hill Unit on overall marketing of the Doncaster Hill project. Marketing has also input into the project by among other things, developing media releases relating to the project. Also, the services of marketing consultant Sally Carbon continued until late 2003. Meetings were held with the Doncaster Hill marketing consultant and the Manningham marketing team to further promote and increase the awareness of the project. Council's Economic Development Officer also worked a day a week on the Marketing for Doncaster Hill.

Attempts to continue the consultation between a Co-operative Marketing Group, was unsuccessful with a lack of development on the Hill to be held accountable for the downturn in interest from developers and real estate agents.

4.2.4 Other resources

Where necessary consultants have been utilised to augment internal capacity and to undertake specialist work. This has included the development of the Development Contributions Plan, the Doncaster Hill Parking Precinct Plan, MacroPlan's assessment of the current economic conditions, Community Attitudes Study: Doncaster Hill, ASR Precinct 1 Community Infrastructure Report, and the Doncaster Hill ESD Guidelines.

5 MAJOR AREAS OF WORK

5.1 Amendments to Planning Scheme

5.1.1 Amendment C33 Doncaster Hill Activity Centre

This amendment was heard by an Independent Planning Panel chaired by Ms Helen Gibson. The Panel, appointed by the Minister for Planning, heard Amendment C33 in August 2003 across a period of ten days.

The amendment, introduced provisions into the Manningham Planning Scheme to ensure that the environmental, social, economic, cultural, landscape and visual objectives of the Doncaster Hill Activity Centre are met. The amendment was viewed favourably by the Panel, who commended the strategy for its innovation, pro-active approach and example of integrating planning with ESD principles and urban design initiatives.

The completed Panel report, received by Council in late September, generally contained nine (9) recommendations. The more straightforward recommendations were acted upon and the Panel's suggestions incorporated, and with Council approval, endorsed as part of Amendment C33 Part 1, approved by the Minister for Planning in February. Having the planning controls formally incorporated into the Manningham Planning Scheme gives the Doncaster Hill Strategy, its vision and objectives, as well as its support for ESD and urban design initiatives, statutory weight and ensures the controls are non-negotiable.

5.1.2 Amendment C35 Parking Precinct Amendment

This amendment was placed on exhibition during the period of 20 November 2003 to 22 December 2003 with a total of nine (9) submissions received. In January, Council resolved to appoint an Independent Panel to hear the submissions and a Panel Hearing occurred on April 23 2004. Council's submission was supported by traffic consultants, GTA, while two verbal submissions were also heard; one by David Hansen on behalf of his client, Sue Nominees Pty Ltd, and the other by Nick Zoides, President of the Doncaster Hill Residents Group. Council received the Panel Report in June, with three (3) recommendations noted by the Panel for Council's consideration. Due to the uncomplicated nature of the recommendations, a report has been prepared for Council's approval in July 2004.

The implementation of the Parking Precinct Plan and the accompanying controls into the Planning Scheme sets out the parking rates for developments and its installation will provide certainty and guidance to developers and the community as to the parking provisions on Doncaster Hill.

5.1.3 Amendment C30 Development Contribution Plan (DCP), Open Space and Public Acquisition Overlay (PAO)

An approval to place this Amendment on exhibition was given at the June 2003 Council meeting. The amendment, which is required to put in place mechanisms to collect development contribution levies from developers, to secure land for necessary road and open space works and to set open space contributions at 5% for all subdivision applications, was placed on exhibition during the period 24 July 2003 to 24 September 2003.

During this exhibition period, it was brought to the attention of officers that Amendment C30 had a number of mapping errors. Subsequently a corrective amendment, C37 was placed on public exhibition from 11 September 2003 to 13 October 2003, with an extension of the exhibition period till 3 November 2003. In response to a number of petitions tabled by residents, Council on the 28 October 2003 noted that consideration of the submissions made in relation to Amendment C30 be deferred until December 2003. As a result, a further consultation process was undertaken with main submitters.

A total of twenty-nine (29) submissions were received with respect to Amendments C30 and C37. At its December meeting, Council resolved to have an Independent Panel hear submissions to the amendments. A Panel Hearing was scheduled for April with Council officers to present as expert witnesses for the traffic & transport, public art & streetscape and social & community infrastructure.

On day two of the Panel hearing, it was uncovered that the exhibited Doncaster Hill DCP contained a systemic data entry error thus altering the figures in the exhibited version. Consequently, the necessary changes were made and notification of the revised Plan occurred. The re-notice period was held from 10 May 2004 to 10 June 2004. Council received four (4) submissions to the re-notification of Amendment C30/C37 and these submissions will be considered at the Panel Hearing in August 2004

5.2 Reports:

5.2.1 Major Reports Approved by Council

This financial year, the emphasis has been on the implementation of the planning controls into the Manningham Planning Scheme. Therefore, the work program of the Doncaster Hill Unit has been focused on finetuning policy that will further the planning objectives of the Doncaster Hill Strategy. However, reports have also been developed to further the general awareness of the Doncaster Hill concept and re-instate the Doncaster Hill vision.

The key reports are:

Doncaster Hill Precinct 1 Community Infrastructure Assessment, July 2003

This report, completed by ASR Research, was developed to present and assess community infrastructure development options for Precinct 1 and formulate recommendations for a preferred development option for this precinct. It will assist in the planning for Precinct 1, to ensure the vision detailed in the Doncaster Hill Strategy, October 2002, for this precinct is upheld. This report reviews the findings of previous studies, reviews additional literature, and presents and assesses a number of development options for consideration, including potential locations within Precinct 1, estimated costs, an indicative time-frame, and an assessment of ability to satisfy demand and potential funding sources. The assessment makes twenty-two (22) recommendations that vary in terms of level and complication of work required.

Doncaster Hill Open Space Requirements – Background Paper, October 2003

This paper was developed to provide the background of the Council reserves for sale including justifying their selection. It explained the classification system contained in the Open Space Strategy, 1999 and identified that all the reserves for sale were listed as Category 4. The paper explained the purpose of the sales: to obtain funds in order to create better recreational and open space opportunities for the Doncaster Hill Activity Centre. The affected Category 4 reserves, Frederick, Coolabah, Daphne and Council Reserve were profiled and an invitation for comment and to attend an information session was enclosed.

Community Attitudes Study: Doncaster Hill, November 2003

TNS consultants, along with Council officer's input, undertook this market research study. The overall objective of the study was to gain a greater understanding of community attitudes and perceptions towards Doncaster Hill. This would enable more effective marketing and communication tools to be developed to ensure the themes associated with the Doncaster Hill Activity Centre were spelled out. The Study aimed to identify the key issues relating to Doncaster Hill, test key attitudinal statements in relation to Doncaster Hill and assess the effectiveness of past communication pertaining to Doncaster Hill. The Study highlighted the key areas, which could be more effectively communicated due to low awareness levels.

The Assessment of Development Opportunities and Constraints – Doncaster Hill Precinct, February 2004

This report was undertaken by planning and economic consultants, MacroPlan, in response to recent downturn of the apartment market in Melbourne. This assessment specifically examined the Doncaster Hill Activity Centre and identified the key reasons for this downturn. It assesses that despite the reports of the downturn in the apartment market, significant underlying demand for the type of high-density dwellings proposed in Doncaster Hill remains. The report suggests that the apartment market will strengthen and grow within the next 3 to 5

years. Further, demand in Manningham will continue to grow as the population ages and the price of detached homes in the municipality begins to exceed the cost of building high quality apartments. MacroPlan consulted landowners and developers to assess some of the constraints and opportunities contained in the report.

Doncaster Hill Sustainability Guidelines, June 2003

Manningham City Council, together with DesignInc, prepared the guidelines that aim to assist development applicants with their Sustainability Management Plans (SMP). The Guidelines will further assist in the implementation of sustainable building practices, furthering the Doncaster Hill concept from the research and policy to practical advice that details how sustainability can be achieved. The Guidelines are based on the eight Ecologically Sustainable Development (ESD) elements as detailed in the Doncaster Hill Strategy and included in the Manningham Planning Scheme. A comprehensive number of resources, including publications and websites, are also enclosed to assist applicants and the community to locate further information on sustainability.

In August/September 2004, the procedural manual training will be rolled out to further assist the process of adopting sustainable practice. The training of relevant Council officers as well as Councillors will ensure that the planning application process for Doncaster Hill developments, with regard to ESD assessment, will be more efficient and consistent.

6 OTHER RELATED AREAS OF WORK

6.1 Doncaster Hill Open Space Requirements

As mentioned above, a background paper for the Doncaster Hill Open Space requirements was exhibited during the period of October 29, 2003 and November 28, 2003. An information session was held in November with approximately 100 persons in attendance. Eighty three (83) written submissions were received to the background paper, including a petition with 1023 signatures. Almost all of the submissions opposed the sale of Category 4 Reserves and the majority of the submissions were protesting against the sale of Coolabah Reserve. As a result of the community's support for Coolabah Reserve, the Property Sales (Special) Committee, (which was set up to hear the verbal submissions) recommended that Council abandon the sale of Coolabah Reserve, proceed with the sale of Council Reserve and Daphne Reserve with a Section 173 agreement limiting the development of the two reserves to a single residential dwelling each and proceed with the sale of Frederick Street Reserve. In March, the three reserves were sold at auction for a combined total selling price of \$1,133,500.

6.2 Purchase of properties (PAO & others)

Following approaches by three of the owners of properties that had the PAO applied on them as part of Amendment C30, Council negotiated the purchase of 14 Roseville St, 2/49 Walker St and 13 Hepburn Rd, Doncaster.

At its final Council meeting for the 2003/2004 financial year, Council resolved to purchase properties at 12 and 12A Clay Drive, Doncaster to complete the purchase of 3 of the 4 properties necessary to create the Hepburn Rd extension.

6.3 Activity Centre Zone

Following on from the Activity Centre workshop held at the conclusion of the Panel for Amendment C33, Council hosted DSE in June 2004 to discuss zoning issues for Doncaster Hill as a Principal Activity Centre.

As a result, Council has prepared a Comprehensive Development Zone, which is viewed as an interim measure to address the issue of promoting mixed-use at Doncaster Hill. Amendment C45, currently with the Minister for Planning for approval, proposes to introduce this zone to two key sites in Doncaster Hill to further clarify use.

6.4 Other Committees, Organisations, Processes

6.4.1 Manningham Residential Guidelines (draft)

In June, the Draft Manningham Residential Guidelines were presented to the Doncaster Hill Unit, with particular emphasis on the impact of the Guidelines to the area surrounding the Doncaster Hill Activity Centre. The guidelines direct where it is suitable for 3-storey development and therefore will be influential, particularly in shaping the area on the outside of the boundary.

The Draft Manningham Residential Guidelines have been presented to Council and at SBS. The document has been out for public exhibition and comment.

6.5 Capital Works

6.5.1 Sample Boulevard Treatment

A 32-metre stretch of the sample strip of the proposed boulevard streetscape was constructed. The Boulevard treatment was completed in July 2003. The sample boulevard is lined with plane trees and flowering pear trees. The strip is situated on Council land at the front of the municipal offices and includes a park bench, and rubbish bin (made from recycled aluminium and wood). Using these materials for the street furniture is consistent with the sustainable design approach for Doncaster Hill.

6.6 Awards/Grants

6.6.1 Award nominations:

Local Government Awards, Planning Institute of Australia (PIA)

The Doncaster Hill ESD Guidelines as well as the overall Doncaster Hill concept (including the planning controls and ESD policy in the planning scheme) were nominated for a Local Government award, an award's program facilitated by the Planning Institute of Australia (PIA). The award submission detailed the applicability of ESD into the built environment, showcased its practicality into planning policy, highlighted the innovative nature of the Guidelines and

explained the overall social, economic and environmental benefits of implementing ESD practices. It provided a background to the Doncaster Hill project and highlighted the extensive research undertaken, including community consultation. Manningham City Council's application has now been shortlisted.

6.6.2 Grants applied for:

Melbourne 2030 Implementation – Targeted Funding

In August, Council applied for Melbourne 2030 Targeted Funding to enhance the Virtual Reality Model (VRM) for the Doncaster Hill Activity Centre. The Virtual Model of Doncaster Hill is an important tool in allowing councillors, officers and developers to understand and evaluate the future urban environment for the whole activity centre. The tool is used to make confident judgements regarding scale, height, relationship to context and long distance views and vistas. This funding is directed to support Councils who have demonstrated commitment to the implementation of Melbourne 2030. Council was successful in receiving \$25,000 in funding.

Melbourne 2030 – Base Funding

Council obtained \$70,000 in base funding which was put towards the Doncaster Hill budget to subset the evaporation of budgeted funds as a result of the higher than expected Panel costs for Amendment C33. This funding also enabled completion of a number of major studies that assisted in the further development of the Strategy and amendments.

Melbourne 2030 Implementation Local Government Assistance Grants 2003/2004

In February, Council submitted the Doncaster Hill Activity Centre Economic Development Strategy for a local government assistance grant. The application detailed the need for a sustainable local economy and identified the challenges involved in planning for the future development of a principal activity centre. It was identified particularly significant to determine the economic impact such a centre can have on the other activity centres. The application asked for \$90,000, however, Council was unsuccessful in receiving this grant.

7 COMMUNICATION AND MARKETING STRATEGY–

Further from Phase 1 (Content Formation) and 2 (Education and Participation) of the Doncaster Hill Marketing and Communications Strategy, this financial year saw the development of Phase 3 - Doncaster Hill Marketing and Communications Strategic Plan (March 2003-June 2006). Parts of this Plan are already commenced.

In light of the current economic climate and increased media attention, the Marketing Plan was strengthened through the inclusion of a proactive strategy to address risk management. Undertaking a SWOT analysis and ensuring an ongoing process of reviewing strengths, weaknesses, opportunities and threats will now ensure appropriate proactive responses to any issues that may arise. The amended plan also includes needs identified through the Community Needs Study.

7.1 Consultation and Communication

7.1.1 Internal

The Doncaster Hill Unit continued to meet on a regular fortnightly basis until April 2004. During this time, however, more frequent meetings and workshops were scheduled on a needs basis, on many occasions in specialist teams to collaborate on a current issue. Internal communication occurred regularly via the phone, and often by e-mail to schedule meetings and to circulate documentation for comment. Outside the Unit, the team liaised with other Council service units for specific projects and continued to inform and present to members of EMT and Council. After April 2004, meetings were scheduled on a monthly basis due to the decrease in activity concerning the Hill.

7.1.2 External

Consultation and communication continued to occur with key stakeholders, including developers, consultants, referral authorities, other council officers and the Manningham and Doncaster Hill communities.

Two Information sessions were held for Amendment C30 in August, one in particular was hosted to address traffic issues relevant to the amendment.

Due to the extent of activity in Precinct 2 and the formation of the Doncaster Hill Residents group, three meetings were held specifically with the residents of Precinct 2 to discuss various issues pertaining to them.

Also, as part of the sale of the Category 4 Reserves, a session was also held with the community to hear their opinions regarding the proposal. The unity of the Coolabah St community was evident in their fight to retain their reserve. This consultation proved that Council responded to the request of residents to retain a part of Manningham that is significant to the community.

Articles continued to appear in the Manningham News Council Community Notices Section of the Manningham Leader and Manningham Matters to keep Manningham residents abreast of the progress of the Doncaster Hill Activity Centre. All in all, 1759 people are registered on the mailing list for receiving information relative to progress on the Hill, including the Doncaster Hill newsletter.

7.2 Marketing

7.2.1 Newsletters

Two further newsletters were produced in the 2003-2004 financial year, one dated July 2003 and the other November 2003. Both have been distributed along with Amendment documentation, the July edition with Amendment C30 and November accompanied Amendment C35. The July edition focussed on the streetscape works for Doncaster Hill, including an update on the sample boulevard treatment and public works. An update on the amendments was also provided and the SouthPoint development was highlighted as a case study of sustainable excellence. The November edition highlighted the positive response received by the Panel for Amendment C33 and updated the progress of the Virtual Reality Model (VRM). It reported on the construction of the completed

sample boulevard, provided a progress report on amendments and placed into perspective the 20-year vision for the Doncaster Hill Strategy. Approximately 1767 copies of each newsletter have been distributed to affected and interested parties.

Ongoing discussions with marketing resulted in a review of the distribution of Doncaster Hill material. In June 2004, a feature spread was developed and appeared in the Manningham Leader. This article aimed to inform the reader of the entire Doncaster Hill urban village concept from the background concepts to the current proceedings.

In the new financial year, to continue reaching a wider audience, to increase the profile and awareness of Doncaster Hill, this method is expected to continue. The opportunity of using a new look Manningham Matters in the future as a communication tool is also being discussed with Marketing as part of reaching the broader community.

7.2.2 Virtual Reality Computer Model

The VRM is one of the major communication tools stemming from the Doncaster Hill Marketing and Communication Strategy. This financial year Manningham City Council together with Urban Futures Foundation (UFF) at RMIT was awarded a grant of \$25,000 by DSE to incorporate further technology into the Virtual Reality Model (VRM), develop it into a more portable system and promote the use of VRM technology in planning for Activity Centres as part of Melbourne 2030. This allowed for the most recent aerials to be used in the model, inclusion of the Westfield proposal and inclusion of enhanced digital images. The VRM has been made portable, so that it can now be viewed on an ordinary pc. Council has been working with UFF and Red Hat Productions to use the VRM model as part of a 4 minute multimedia DVD and CDROM that can be used in promoting the vision of Doncaster Hill to key stakeholders, including developers, media, agencies and the community. The CDROM will be used as part of the Doncaster Hill Promotional Material Package for developers and other interested parties. A launch of the Doncaster Hill VRM is anticipated to occur at the end of 2004, to which the Minister for Planning will be invited to launch. A series of seminars are anticipated to occur in the following months, as required by the grant conditions, to promote the VRM to other Councils and organisations. These are to be jointly coordinated by DSE, the Municipal Association of Victoria and Manningham City Council.

7.3 Media

7.3.1 Media Briefings and Coverage

As momentum has built on the Hill there has been an increase in media interest. As a result, meetings have occurred with journalists from the Herald Sun, The Age, Leader Newspaper and the Local Paper to discuss a variety of events and issues. Some feature articles included the Age's *'Councils, developers aim high to change landscape'* and *'Plans for city up in the air'*, the Herald Sun's *'Up, Up & Out There – a look at high rise in the*

suburbs’ with the Southpoint project featured and their reporting of *‘Parks go so Council can build...parks’* and *‘Battlers defy eviction’*.

The Leader newspaper has kept abreast of all the milestones involving Doncaster Hill, reporting on the expansion of Westfield Shoppingtown and updates on the major developments on the Hill, to name a few.

7.3.2 Media Releases

Four media releases were posted on the Doncaster Hill website to continue providing information to enhance the community’s understanding of the development of Doncaster Hill.

The August release confirmed Council was not endeavouring to eject residents from their homes as a result of the proposed application of a PAO on properties in and around the Doncaster Hill Activity Centre. In September, the media release re-stated the 20-year vision of the project and put in perspective the downturn in apartment sales and loss of confidence with the project. Macroplan managing director, Brian Haratis’ expertise was utilised to confirm that this was a reflection of current economic conditions and that would be only a minor setback in the success of the Doncaster Hill project, expected to rebound in 3 to 5 years.

The other two releases were developed in October; the first to inform that owners of two properties had requested that Council purchase their Doncaster properties and the second to share the news of the Amendment C33 Panel’s accolades for the Doncaster Hill vision, including the praise for its proactive approach and its commitment to sustainability.

7.4 Web site

The doncasterhill.com web site was updated throughout the year continuing its use as a tool to inform interested persons and the general public. The site is updated on a consistent basis to showcase the latest news concerning the project and has all archived information still available, from key documents to amendment documentations, press releases to a general overview of the project. The site continues to be accessible via general search engine searches but is also linked to Council’s website www.manningham.vic.gov.au including google and yahoo. Officers in Council’s IT Unit are working towards a system that will help to regularly monitor number of visits to the site with the aim of assessing awareness levels of the site and interest in the Doncaster Hill project, particularly during the peak Marketing campaign periods.

Dreamweaver Training, September 2003

To enhance the marketing of Doncaster Hill, Doncaster Hill’s Administration officer and support officer attended a two-day website training session. This training enabled the officers to post updates onto the website and provided an overall session on how to improve doncasterhill.com.

7.5 Professional Profiling

As this financial year saw the progression of the implementation of the planning controls, more time was devoted to assessing development applications and refining planning policy. Having said that, stakeholders continued to display a keen interest in accessing information and learning from the various parts of

experience of the Doncaster Hill work. Briefing sessions/workshops occurred with the Department of Sustainability and Environment, Vic Roads, Building Commission, Melbourne Water, Yarra Valley Water, Plumbing Institute, Sustainable Energy Authority and Doncaster Primary School. A number of Victorian and interstate councils have enquired about Doncaster Hill. The Doncaster Hill Unit were invited to present to Brisbane City, Yarra and Moreland City Councils to share experiences.

The following lists some new activities contributing to professional profiling:

PIA Planning Dinner, August 2003

The attendance by 5 members of the Doncaster Hill Unit provided the opportunity to network with fellow planners and further share the experiences of the Doncaster Hill project. The unit sponsored a table to ensure that the Doncaster Hill project could be profiled.

Celebrating Melbourne Awards, August 2003

After submitting for the Celebrating Melbourne Awards, two representatives of the Doncaster Hill Unit were invited to attend the awards evening. Despite not winning an award, the strategic planner and ESD Co-ordinator were heavily praised for the project.

VPELA September 2003 Victorian Planning Conference Sponsor

Doncaster Hill was one of the sponsors of the conference. As a sponsor, information on Doncaster Hill was included in the conference delegates pack, including a one page advertisement/article in the VPELA newsletter.

Green Building Conference, Property Council of Australia, Sydney, October 2003

Doncaster Hill's ESD Co-Ordinator attended this two-day conference with the purpose of obtaining accreditation with the Green Building Council of Australia.

The Metropolitan Planning Development & Design Summit, Melbourne October 2003

This summit covered topics ranging from integrated transport planning, public/private partnerships, revitalisation of town centres, water sensitive urban design, among others. Attendees of this summit found the topics useful to the assist the learning process associated with Doncaster Hill.

The following lists some ongoing activities contributing to professional profiling:

Membership on DSE Urban Sustainability Reference Group

The Unit's ESD co-ordinator continued to sit on the Urban Sustainability Reference Group. This Group assists with contributing to practical guidance with respect to the implementation of sustainability for the built environment through the planning system.

Activity Centre Workshop

Further to the Amendment C33 Panel Hearing, an Activity Centre workshop was held with the three panel members, representatives from DSE and Council officers to workshop ideas concerning the Activity Centre Zone.

Victorian Planning and Environmental Law Association (VPELA)

Doncaster Hill officers continue to attend VPELA workshops and lectures to be informed of the current issues in the planning circle. The Association leads discussions and provides a forum to share views on planning and environmental issues.

8 PLANNING APPLICATIONS

8.1 Developments with Approved Planning Permits

During this period, the follow major proposals were granted planning permits:

Development	Date Lodged	Date Approved	No of Objections	Status
Westfield Doncaster Shoppingtown	9/10/03	16/12/03	6	Permit Issued 31/05/04 Note: ongoing discussions are taking place with Westfield regarding compliance with conditions including sustainability requirements.
18-20 Tower Street	22/03/02	19/01/04	0	VCAT determined a permit to issue 19/01/04
8 Clay Drive (Subdivision)	2/9/03	23/01/04	0	

8.2 Development applications submitted and subject to approval/refused

Development	Date Lodged	No of Objections	Status
588 Doncaster Road (Audi Car Dealership) (PA 15197)	3/12/03	0	Refused at the 28 July 2004 Council Meeting
632-640 Doncaster Road (Mercedes) (PA 15375)	19/02/04	0	Refused at the 29 June 2004. VCAT hearing dates 14, 15, 18 and 19 October 2004.

Also, preliminary discussions have taken place with the developers of 537 Doncaster Road with feedback given at the Sustainable Design Taskforce on 26 February 2004.

8.3 Proposals currently being developed

8 Clay Drive is the current proposal nearing completion on Doncaster Hill.

9 PERFORMANCE EVALUATION

9.1 Review Processes

9.1.1 Doncaster Hill Unit

Approximately 90% of work tasks specified to be undertaken in 2004/2005 had been satisfactorily completed. In addition considerable additional work had also been undertaken.

The Doncaster Hill Unit reviewed the structure and work program for the unit over the last financial year (2003/2004) and in planning for the forthcoming year, significant changes have been made. In light of the substantial progression of the project and the completion of major tasks, as well as the current downturn in the apartment market, the Urban Design post has been reduced to part time. With the resignation of the ESD Coordinator, the Doncaster Hill Unit has also been working with the Project Management Unit's Sustainability Engineer to coordinate a shared approach to assessing the ESD component of Doncaster Hill planning applications, the monitoring/auditing process and other tasks. The Doncaster Hill Unit meetings have also been reduced from fortnightly to monthly from April 2004. Key actions for the forthcoming financial year have been included in the Manningham City Council Corporate Plan for next year.

9.1.2 Sustainable Design Task Force/Development Application Process

It is anticipated that the Sustainable Design Task Force as well as the Development Application Process is to undergo a significant review in the upcoming 2004/2005 financial year. The Sustainable Design Taskforce is to be evaluated and improved to ensure that Best Practice ESD and Urban Design continues to be achieved. The Economic and Environmental Planning and Statutory Planning Unit's will jointly manage this review process. This will be important to assessing the process in light of the new provisions now incorporated into the Manningham Planning Scheme for Doncaster Hill.

The development application process for Doncaster Hill is to be enhanced with the preparation of an in-house process manual in the first half of the coming financial year (July 04-June05), particularly focussing on the assessment of ESD requirements. This will be rolled out to the organisation by end of December 2004. The development application process will also be documented in a process map as part of this process to ensure quality in service delivery.

9.1.3 Communication and Marketing

A review of the Marketing and Communications Phase 3 Plan amended the Plan to incorporate risk assessment and a number of proactive tasks in response to recent negative press and the downturn in the market. These changes aim to increase levels of awareness and understanding about the project, therefore raising levels of acceptance. A review of the internal management of the communications and marketing for Doncaster Hill by Marketing and the Doncaster Hill Unit has also lead to some changes, including the appointment of a Council Officer to work between 1 and 3 days per week on Doncaster Hill marketing. This will allow for key tasks including regular articles in The Manningham Leader, regular infosum and SBS updates, updates to the website, and ongoing programs of promoting Doncaster Hill to key audiences is continued successfully.

9.2 Completion of Corporate Plan items

All 11 Doncaster Hill Corporate Plan Items were completed.

9.3 Performance Indicators

The upcoming year will be used as a base line around which to put in place indicators to ensure both the assessment and monitoring of progress, and the monitoring of impacts with respect to broader ESD, social, traffic and economic issues as well as site specific monitoring of developments. This will also involve ensuring that ongoing measurement and monitoring systems are in place.

10 BUDGET / WORK PROGRAM

- 10.1 Attachment 3 shows the operating costs for the past 12 months, outlines the budget for the coming year and gives projected costs for the following 2 financial years. Attachment 4 sets out the work program for the Doncaster Hill Unit for the period July 2004 to June 2005.

List of Doncaster Hill reports – July 2003 to June 2004 (TO BE COMPLETED)

DATE	NAME OF REPORT	MEETING
01/09/03	Doncaster Hill Market Research	EMT
29/09/03	Doncaster Hill Phase 3 Marketing – CP Item 3.2.2	Council
28/10/03	DONCASTER HILL – AMENDMENT C33 TO THE MANNINGHAM PLANNING SCHEME, PANEL REPORT & ADOPTION OF PART 1 OF THE AMENDMENT (COUNCIL PLAN ITEM 3.2.4)	Council
16/12/03	DONCASTER HILL PROPOSAL TO SELL CATEGORY 4 RESERVES - REPORT ON COMMUNITY CONSULTATION	Council
20.01.04	DONCASTER HILL PHASE 3 STRATEGIC MARKETING PLAN AND MID YEAR BUDGET REVIEW (COUNCIL PLAN ITEM 3.2.2) (INFOSUM 16.01.04)	SBS
27/01/04	AMENDMENT C35 TO THE MANNINGHAM PLANNING SCHEME, DONCASTER HILL PARKING PRECINCT PLAN (PPP) – (COUNCIL PLAN ITEM No 3.2.7) –	Council
27/01/04	DONCASTER HILL - PRECINCT 1 COMMUNITY INFRASTRUCTURE ASSESSMENT	Council
28/01/04	ATTITUDES TO MEDIUM DENSITY HOUSING RESEARCH PROJECT (CP ITEM)	EMT
24/02/04	DONCASTER HILL – LAND ACQUISITION – FEBRUARY 2004 (CONFIDENTIAL REPORT)	Council
17.02.04	"ASSESSMENT OF INCONSISTENT LAND USES IN THE DONCASTER HILL ACTIVITY CENTRE"	SBS
23.03.04	DONCASTER HILL – MACROPLAN CONSULTANTS PRESENTATION	SBS
23.03.04	DONCASTER HILL - STANKON NOMINEES P/L, 8 CLAY DRIVE, DONCASTER PRESENTATION	SBS
23.03.04	DONCASTER HILL - BAULDERSTONE HORNIBROOK PRESENTATION	SBS
07.04.04	IDENTIFICATION OF CREATIVE SOLUTIONS FOR CAR PARKING REQUIREMENTS THAT PROMOTE THE USE OF PUBLIC TRANSPORT FOR DONCASTER HILL. (COUNCIL PLAN ITEM No 2.3.2)	EMT
13/04/04	DONCASTER HILL DEVELOPMENT & OPEN SPACE CONTRIB	
21/04/04	DONCASTER HILL – DEVELOPER AND OPEN SPACE CONTRIBUTIONS MANAGEMENT OF FUNDS (COUNCIL PLAN ITEM 10.4.3) - NEW HEADING - CONTRIBUTION MANAGEMENT SYSTEM FOR	EMT
27.04.04	DONCASTER HILL DEFERRAL OF PANEL HEARING FOR AMENDMENTS C30 & C37 - DEVELOPMENT CONTRIBUTION PLAN, PUBLIC ACQUISITION OVERLAY AND OPEN SPACE CONTRIBUTION. (COUNCIL PLAN ITEM 3.2.6)	
26/05/04	PREPARATION OF AN ECONOMIC/BUSINESS DEVELOPMENT STRATEGY FOR DONCASTER HILL THAT PROVIDES GUIDELINES TO DIRECT AND ATTRACT APPROPRIATE BUSINESS USES (COUNCIL PLAN ITEM 8.2.2)	EMT
08/06/04	PREPARATION OF AN ECONOMIC/BUSINESS DEVELOPMENT STRATEGY FOR DONCASTER HILL THAT PROVIDES GUIDELINES TO DIRECT AND ATTRACT APPROPRIATE BUSINESS USES (COUNCIL PLAN ITEM 8.2.2)	SBS
09/06/04	DEVELOP AND IMPLEMENT A PROGRAM TO PROMOTE ECOLOGICALLY SUSTAINABLE PRACTICES IN DESIGN, DEVELOPMENT AND CONSTRUCTION FOR DONCASTER HILL (COUNCIL PLAN ITEM 3.2.8)	EMT
09/06/04	DONCASTER HILL DCP, PAO, OS CONTRIBUTION AND PPP (COUNCIL PLAN ITEMS 3.2.6 & 3.2.7)	EMT
29/06/04	DONCASTER HILL - AMENDMENTS C30/C37 CONSIDERATION OF SUBMISSIONS BASED ON THE EXHIBITION OF VARIATIONS IN THE DONCASTER HILL DEVELOPMENT CONTRIBUTIONS PLAN (COUNCIL PLAN ITEM 3.2.6)	COUNCIL
	DEVELOP A SYSTEM TO MONITOR PROGRESS TOWARDS THE SUSTAINABILITY OBJECTIVES OF THE DONCASTER HILL STRATEGY (COUNCIL PLAN ITEM 3.2.1)	

Attachment 2

LIST OF DEVELOPMENT APPLICATIONS PROPOSALS CONSIDERED – JULY 2003 TO JUNE 2004

Application No.	Status	Address	Known as	Contact Details	Proposal	Cost of D'ment	Precinct	Land Area	Height	Date Lodged	Date Decided
15005	Permit issued 31/5/04	619 Doncaster Road (Westfield Shoppingtown)	Shopping Town expansion	Westfield Developments Level 21, 100 William Street, Sydney 2100 Justin Krzywokulski (justink@westfield.com.au)	Redevelopment of Westfield Shoppingtown	\$220 million	4	1.4 hectares approx	-	9/10/03	16/12/03
13446	VCAT Determined a permit to issue 19/01/04	18-20 Tower Street	Petridis Cornetta / Matt Ryan Proposal	Petridis Cornetta Architects Level 1, 173 Upper Heidelberg Road Ivanhoe 3079 Ph: 9499 8826	Residential Development (four and five storey apartment building comprising 45 dwellings with associated basement car parking)	\$5 Million	3A	1960 m ²	4 & 5 storey buildings	22/03/02	19/01/04

Attachment 3

DONCASTER HILL OPERATING BUDGET July 03 to June 06

	03 to 04	04 to 05	05 to 06	06 to 07
Amendment and related statutory costs:	129,000	20,000	20,000	20,000
Specialist costs re corporate plan items (plus staff replacement)	75,000	5,000	50,000	50,000
Marketing & Promotion	50,000	58,000	58,000	58,000
Statutory Planning	50,000	0	0	0
Legal Advice as required	20,000	20,000	20,000	20,000
General Consultants	20,000	20,000	20,000	20,000
Administration Costs	35,000	5,000	5,000	5,000
sub total	379,000	128,000	165,000	165,000
Doncaster Hill Unit Salaries	310,000	171,000	84,000	84,000
Total Operating	611,000	299,000	249,000	249,000