

# Doncaster Hill Strategy

## Annual Progress Report

1 July 2009 to 30 June 2010



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# 1. ABOUT THIS REPORT

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This Annual Report provides a summary of major work undertaken from 1 July 2009 to 30 June 2010 to further implement the Doncaster Hill Strategy.

It outlines major achievements for the year and highlights the work undertaken by Manningham City Council, its partners and the Manningham community to achieve the Doncaster Hill vision.

The Doncaster Hill Strategy (October 2002 - revised October 2004) is the key strategic document outlining Manningham City Council's vision for the Doncaster Hill Principal Activity Centre. This is the eighth Annual Report on the progress of the Doncaster Hill Strategy implementation.

Previous Annual Reports are available at  
[www.doncasterhill.com/KeyDocuments\\_Reports.htm](http://www.doncasterhill.com/KeyDocuments_Reports.htm)

Front cover photographs:

1. Kevin Andrews MP, Chief Executive Lydia Wilson and Mayor, Cr Charles Pick at the official unveiling the Civic Precinct Community Hub hoardings on 3 June 2010.
2. An artists' impression of Council's new \$37.7 million Civic Precinct Community Hub, to be completed in mid-2012.
3. Students from Doncaster Primary School in front of the Community Hub hoarding, erected on 3 June 2010.

## 2. SUMMARY OF MAJOR ACHIEVEMENTS

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The 2009/10 year saw a number of achievements in planning, implementation and on-the-ground works on Doncaster Hill. The staging of a very successful Developer Expo showcased the work Manningham and other key stakeholders are doing to attract further investment to the Hill.

### **Doncaster Hill Developer Expo: *Doncaster Hill on the Rise***

The inaugural Doncaster Hill Developer Expo: *Doncaster Hill on the Rise*, held on Friday 4 June was a tremendous success, with more than 300 people attending the Expo, a networking cocktail event on 3 June, a developer breakfast and the launch of the Civic Precinct Community Hub construction site hoardings.

The Expo showcased the work Council is doing on Doncaster Hill and highlighted that Manningham is leading the way in promoting the Hill and engaging with developers to attract further investment to Manningham.

Positive feedback has been received from developers, real estate agents, State and Local Government staff and community members on the quality of the speakers and presentations and the information provided by exhibitors.

For more information on the Expo, refer to Section 9.1.

### **Doncaster Hill Activity Centre Zone**

Doncaster Hill is the first centre to apply the new Activity Centre Zone. Doncaster Hill is Schedule 1 to the Activity Centre Zone and was introduced into the Manningham Planning Scheme as a Ministerial Amendment on 17 September 2009. The new schedule replaced the Comprehensive Development Zone (CDZ1), Design and Development Overlay (DDO2 and DDO6), Clause 22.13 Doncaster Hill Sustainability Management Plan Policy and other components from the Manningham Planning Scheme to reduce duplication.



*Above: Brian Haratsis from Macroplan presents to attendees at the 'Doncaster Hill on the Rise' Developer Expo.*

*Below: Exhibitors manning stalls at the Expo.*



The application of the ACZ to Doncaster Hill streamlined and simplified controls. A review of the ACZ is due to be undertaken in September/October 2010.

### **Civic Precinct Masterplan**

Following extensive community consultation, a Masterplan for the future development of Precinct 1 was adopted by Council in August 2009.

### **Civic Precinct Community Hub**

A significant amount of work was undertaken during the year to progress Council's vision for the Civic Precinct, within Precinct 1 of Doncaster Hill.

Stage 1 of the development of Precinct 1 focuses on the construction of a contemporary, sustainable community facility adjacent to the existing municipal offices. The Civic Precinct Community Hub will co-locate a number of cultural, social and community facilities and services in a central location to meet the growing needs of the community.

Council endorsed the Civic Precinct Community Hub planning permit in February 2010. See Section 6.2 for more details.

### **Strategic partnerships**

During the year, Council continued to work in partnership with a number of stakeholders, including DPCD, Yarra Valley Water, Melbourne Water and Box Hill Institute.

Refer to Section 7 for more detail on these partnerships.

### **Doncaster Hill Development Assessment Committee**

The introduction of a Development Assessment Committee for the Doncaster Hill Principal Activity Centre will allow for future decisions on significant developments to be jointly made by the State Government and Manningham City Council.

The Minister for Planning has appointed an Advisory Committee to work with Council to formally establish the DAC and provide advice on the classes of applications to be assessed by the Committee.

Initial consultation has been undertaken with Council and it is anticipated that further work to formalise the DAC will be carried out over the coming months.



### Major private sector projects

During the year a number of key private sector development projects progressed, including:

- The \$39.7 million Affordable Housing development at 99 Tram Road
- 14-16 Berkeley Street and 16 Tower Street – 7 storey development of 49 apartments
- 6-12 Berkeley Street – 6 storey development of 69 apartments

There are currently 15 live planning applications on Doncaster Hill. Major developments set to commence later this year include:

- Council's \$37.7 million Civic Precinct Community Hub
- Doncaster Hill's first five star hotel (Crowne Plaza) at 682-684 Doncaster Road
- The Pinnacle 12 storey mixed use office/residential development The apartments
- A five storey development comprising 57 apartments at 7-11 Berkeley Street.

During 2009/10 the Madison development was called in by the Minister for Planning and a permit was issued by the Governor in Council.

The Victorian Civic and Administrative Tribunal (VCAT) approved a planning permit for a site owned by Westfield at 1 Grosvenor Street, Doncaster in March 2010. Development of 185 apartments within five towers is not set to commence until 2014.

### Capital works

Key capital works included:

*Above: Construction is scheduled to commence in July 2010 at the Pinnacle, 632 Doncaster Road.*

*Below: Pictured at the sod turning ceremony for 99 Tram Road in December 2009 are Steve Sweeney, Galvin Constructions; Antoinette Daniher, LMHS; Housing Minister, Richard Wynne and Mayor, Cr Charles Pick.*





*Above: Matthew Tully and his daughter Paige at the Doncaster Playhouse heritage soundpost. The Tully family have strong connections to Doncaster Primary School and Matthew, Paige and the late Lionel Tully's voices feature in stories about the school on this soundpost.*

- Completion of the Doncaster Hill Heritage Trail project on 2 June 2010. This included the development and installation of a number of sign posts with an audio functionality, interpretive signage as well as the development of a brochure, to promote and enhance the rich heritage past of Doncaster Hill, within the context of an evolving Principal Activity Centre.
- Completion of works to upgrade Carawatha Reserve, following community consultation in August 2009. Works were completed in January 2010 and included the installation of play equipment, a shelter and barbecue.
- Continuation of works to upgrade JW Thomson Reserve (formerly Saxon Reserve) with final planting completing Stage 1 of the project in September 2009.

### **Communication and consultation**

Key communications and consultation activities included:

- Staging of the inaugural Doncaster Hill Developer Expo
- A community engagement project involving local school students who designed artwork for the Civic Precinct Community Hub construction site hoardings
- Employment of a Community Engagement Officer for the Civic Precinct Community Hub
- Hosting Department of Planning and Community Development Activity Centre tours for Local Government Planners and Place Managers in October 2009 and April 2010
- Four local developer breakfast meetings in September and November 2009 and February and June 2010
- A meeting of the Doncaster Hill Issues Forum in 28 October 2009
- Continued updating of the Doncaster Hill website and distribution of three eNewsletters
- Creation of a new tagline – Doncaster Hill on the Rise
- Production and distribution of a Doncaster Hill promotional brochure and Civic Precinct Community Hub brochure

- Production of a Green Business Prospectus, 'Doncaster Hill: Endless Prospects'
- Production of 16 Doncaster Hill fact sheets, 12 flags and eight banners
- Positive coverage of Doncaster Hill in the Manningham Leader newspaper in April and May and the Herald Sun in June 2010

For a comprehensive report on marketing and communications activities refer to Section 9.

### **Funding**

In addition to the \$10.75 million funding Council secured in 2008/09 for the Civic Precinct Community Hub, the following funding was successfully applied for in 2009/10:

- \$ 37,727 Doncaster Hill Heritage Trail project (Department of Water, Environment, Heritage and the Arts)
- \$120,000 Department of Human Services
- \$45,454 Expert Assistance Program (Department of Planning and Community Development)
- \$1.5 million Green Precinct funding (Federal Government funding)

For more details about these grants see Section 8 of this report.

Council remains optimistic that with the continuing support of DPCD and other project partners, development on Doncaster Hill over the next 12 months and beyond will continue to flourish.



*Development facilitator Doug Owens (right) with Darrell Cain, Deputy CEO of Box Hill Institute at a local developer breakfast forum.*

## **3. COUNCIL COMMITTEES**

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### **3.1. Council Meetings**

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Given the scope, importance and high priority of the Doncaster Hill project, Councillors are briefed on all major items. Where necessary, issues are referred to a Council meeting for Council resolution. Councillors continue to take an active and leading role in the project's outcomes.

### **3.2. Quarterly updates to SBS (replacing Doncaster Hill Implementation Committee)**

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The Doncaster Hill Implementation Committee met for the final time in August 2009.

The updates provided through the Implementation Committee continue on a quarterly basis, presented to SBS meetings with any topics requiring discussion allocated time at those Council meetings.

As well as the Implementation Committee meeting held on 18 August 2009, quarterly updates were provided in January and April 2010. This Annual Progress Report serves as the third quarterly update for 2010.

### **3.3. Sustainable Design Task Force**

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The Sustainable Design Task Force continued to meet to discuss the merits of development applications, and provide advice and constructive feedback to developers and their architects with regard to furthering urban design and ecologically sustainable development (ESD) objectives.

The Task Force comprises four Councillors, the Ward Councillors relevant to the subject application, relevant internal officers and external urban design and architectural professionals. It considered three Doncaster Hill development proposals during this financial year:

- 13 Berkeley Street
- 584-588 Doncaster Road

- 7-11 Berkeley Street

### **3.4. Strategic Transport Advisory Committee**

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The Strategic Transport Advisory Committee was established in February 2007 to develop and implement an integrated and sustainable transport system for Manningham.

In the past 12 months local services have been improved with the commencement of the Green Orbital SmartBus service and creation of bus lanes along Williamsons and Doncaster Roads. The Doncaster Area Rapid Transit (DART) bus program is expected to commence operations in 2011.

### **3.5. Strategic Open Space and Streetscape Design Taskforce**

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The Streetscape Taskforce continued to meet bi-monthly during 2009/10 and has discussed the Doncaster Hill boulevard treatment, signage, paths and other streetscape and open space projects.

### **3.6. Doncaster Hill Heritage Trail Steering Committee**

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Appointed in December 2009, this Committee guided the implementation of the Doncaster Hill Heritage Trail project. The Committee held three meetings, on 17 December, 11 February and 15 April. The project is due to be launched in July 2010.

The Steering Committee comprised Ward Councillors, Council Officers, and representatives from Doncaster Primary School, Doncaster Church of Christ, Doncaster and Templestowe Artists Society, Doncaster Templestowe Historical Society, and Box Hill Institute.

See Section 7.8 for more details on this project.

### **3.7. Manningham Tourism Advisory Committee**

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Formed on 5 December 2007, the Manningham Tourism Advisory Committee oversees the implementation of the Tourism Strategic Plan for Manningham City Council and facilitates the progress of tourism development in Manningham.

The Committee comprises three Councillors, Council officers, industry and local business representatives and community members.

The Tourism Strategic Plan recommends a whole-of-Council approach to tourism business support and sector development in Manningham. The complex nature of the tourism sector means that there are inherent links between the goals of improving transport services and infrastructure and issues such as land-use planning, recreation and other social and environmental issues. It is the Advisory Group's role to work cooperatively to integrate all of these issues for the benefit of the community and tourism sector.

Significant achievements of the Committee during 2009/10 included:

- Hosting the second, and highly successful Melbourne Food and Wine Festival's Warrandyte World's Longest Lunch with a 56% increase in attendance levels
- Delivering Manningham's 2010 Dining Guide
- Engaging with Destination Melbourne and Ballarat University to participate in groundbreaking research looking into the Visiting Friends and Relatives sector.

Now officially half way into its implementation, more than 60% of all actions outlined in the Manningham Tourism Strategic Plan (2007) are either complete or in advanced stages of delivery.

### **3.8. Civic Precinct Community Hub Governance Committee**

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The Governance Committee was established in late 2009 and aims to drive the vision for the Civic Precinct Community Hub and establish and enhance relationships at a senior level between the services to be located in the building and in the Civic Precinct generally. It also oversees a Memorandum of Understanding established between the organisations to be located in the Community Hub to ensure that the facility is closely aligned with community needs and expectations.

Membership of the Committee comprises of senior representatives from each of the agencies located in the building who meet every two months. Relevant members of Council staff attend as required to provide advice and facilitate completion of Committee business. The Committee met four times during the year.

### **3.9. Internal Officer Committees**

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#### **3.9.1 Executive Management Team (EMT)**

The EMT were updated regularly on the progress of the Doncaster Hill Strategy during 2009/10.

#### **3.9.2 Doncaster Hill Working Group**

The Doncaster Hill Working Group comprises relevant staff across the organisation and discusses the various aspects relating to progression of the Doncaster Hill Strategy. Members continue to liaise with external bodies, including the DPCD; the Department of Transport (DoT); Melbourne Water; Yarra Valley Water; VicRoads and Sustainability Victoria.

On 7 September 2009, Council's Strategic Communications and Marketing Coordinator Nic Daws took on a 12 month secondment as the Acting Doncaster Hill Place Manager, following the resignation of Sofia Adams.

#### **3.9.3 Civic Precinct Executive Steering Committee**

This Committee was established in 2008 and comprises the Chief Executive and members of the EMT, the Project Manager, project consultants, architect and senior Council officers.

The Committee met fortnightly throughout the year to oversee progress of the Civic Precinct Community Hub development and explore opportunities for further funding of the building and associated services. See Section 6 for a detailed overview of Precinct 1 and the Civic Precinct Community Hub.

#### **3.9.4 Communications and Marketing meetings**

Communications and marketing support for Doncaster Hill continued with involvement of Council's Communications and Marketing Unit through one-on-one meetings.

The Unit worked closely with the Doncaster Hill Place Manager to produce high quality promotional material for the Doncaster Hill Developer Expo and to seek media opportunities for the Hill. See Section 9 for more details.

### **3.9.5 Westfield**

Representatives from Westfield have continued their involvement with Doncaster Hill through the Doncaster Hill Local Developers Breakfasts and attendance at the Doncaster Hill Developer Expo. Westfield also provided \$5,000 funding towards the Doncaster Hill Heritage Trail project.

### **3.9.6 Other Resources**

Where necessary, consultants have been engaged to undertake specialist work:

- With funding assistance of the Expert Assistance Program, Council continued to engage a development facilitation consultant, Doug Owens to assist current developers with their projects and to promote Doncaster Hill to new developers and investors.
- Macroplan were engaged in May 2010 to update information on development opportunities and constraints, including identifying competitive positioning for the Hill.
- Consultants continue to be engaged by Council, Melbourne Water and Yarra Valley Water to assist with the development of a Doncaster Hill Water Plan.

## **4. CAPITAL WORKS**

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### **4.1. Capital Works Plan**

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Successful grant funding and developer contributions have provided the opportunity to deliver substantial works on Doncaster Hill in 2009/10.

As part of the budget process, the capital works program details expenditure for Doncaster Hill projects for the next three years. All works proposed are to be funded from the Doncaster Hill Reserve and grant funding.

### **4.2. JW Thomson Reserve (formerly Saxon Reserve)**

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Following community consultation undertaken in mid-2009, Council resolved in September 2009 to rename Saxon Reserve JW Thompson Reserve.

Works for the upgrade of JW Thomson Reserve were completed in October 2009 and included:

- Re-grading of the bank to create a better visual link and pathway system between upper and lower levels
- Investigation of power lines to go underground (dependant on funding)
- Construction of a new playground
- Provision of natural play elements and landscape features
- Provision of seating opportunities
- Enhancement of southern entrance

Stage 2 will take place in future years and is likely to include three entry points to the reserve, final landscaping and paths, and improved lighting.

### **4.3. Carawatha Reserve**

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As part of the Doncaster Hill Open Space Strategy, Carawatha Reserve was earmarked for improvement and to link to future pedestrian trails within Doncaster Hill. The Carawatha Reserve upgrade was the first upgrade of open space as part of the Doncaster Hill Strategy, with Stage 1 taking place during 2007/08.

In July 2008 the shelter art piece, *Sidle*, was removed due to concerns from the community. Consultation, including site meetings, with residents was ongoing through 2008/09 to finalise the remaining works to be completed in the reserve.

A draft plan was presented to the Strategic Open Space and Streetscape Design Taskforce in March 2009, then with revisions to the Doncaster Hill Implementation Committee in June 2009.

The draft plan was circulated to 300 residents for comment in July 2009, with 47 responses received and considered before the public exhibition and final approval of works in September 2009.

Works commenced in December, with the installation of play equipment, a new shelter and a barbecue, and were completed in February 2010.

A community celebration barbecue was held on 25 March 2010 to mark the completion of the reserve's upgrade.



*Councillor Ivan Reid, Council officers and local residents attended a community BBQ to try out the new facilities at Carawatha Reserve.*

## **5. DEVELOPMENT UPDATE**

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### **5.1. Amendments**

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#### **5.1.1 Activity Centre Zone (ACZ)**

Doncaster Hill is the first centre to apply the new Activity Centre Zone. Doncaster Hill is Schedule 1 to the Activity Centre Zone and was introduced into the Manningham Planning Scheme as a Ministerial Amendment on 17 September 2009. The new schedule replaced the Comprehensive Development Zone (CDZ1), Design and Development Overlay (DDO2 and DDO6), Clause 22.13 Doncaster Hill Sustainability Management Plan Policy and other components from the Manningham Planning Scheme to reduce duplication. The new zone schedule better reflects Council's vision for each of Doncaster Hill's seven precincts and has significantly reduced the complexity of planning controls that now apply to the Hill.

An innovative partnership approach was used to develop the ACZ. Doncaster Hill is one of five 'market ready' Principal Activity Centres identified by the Department of Planning and Community Development. Together with the DPCD and four other centres (Camberwell Junction, Coburg, Central Geelong and Preston) a new ACZ was collaboratively developed over an intensive eight-month period.

The application of the ACZ to the Doncaster Hill Activity Centre goes a long way to ensuring the implementation of the Doncaster Hill Strategy and assists in place making by clearly articulating the Hill's vision. The introduction of the new controls also sends a message to the development community that the area is development ready and able to be more responsive to facilitating development.

A corrective amendment (C87) was introduced into the Manningham Planning Scheme on 3 June 2010 to address a number of minor anomalies in Schedule 1 to the ACZ. A review of the ACZ is due to be undertaken in September/October 2010.

## 5.2. Planning applications and permits issued

The following table details the progress of existing planning applications during 2008/09 and summarises planning permits issued during the year.

Address	Description	Status
<p><b>Westfield Doncaster</b></p> <p><b>619 Doncaster Road, Doncaster</b></p> <p>(Application no. 15005)</p>	<p>Use and development of the subject land for the purpose of buildings and works in association with extensions to the existing shopping centre, for the purpose of shops, offices, food and drink premises, cinemas and indoor recreation facility including buildings and works outside the Westfield Shoppingtown Doncaster Concept Plan 1998, a reduction in car parking, access to a Road Zone Category 1, and removal of native vegetation.</p>	<p>Permit issued 1/06/04.</p> <p>Construction completed.</p> <p>Controlled parking amendment lodged October 2008, currently being assessed.</p> <p>Application received March 2009 for animated signage in road reserve to assist with car parking accessibility. Currently in discussions with VicRoads. Revised plans submitted for discussion.</p>
<p><b>14-16 Berkeley Street &amp; 14 Tower Street, Doncaster</b></p> <p>(Application no. 19453)</p>	<p>Received 15/5/2008. Construction of a seven storey apartment building comprising 45 dwellings and two basement level car parks including 62 car spaces.</p>	<p>Six objections received. Approved by Council on 20 October 2008 and an NOD issued. VCAT appeal against conditions allowed. Amended permit issued.</p> <p>Construction has commenced.</p>
<p><b>6-12 Berkeley Street</b></p> <p>(Application no. 19755)</p>	<p>Received 11/9/2008. Construction of a six storey apartment building consisting of 69 dwellings, gymnasium, swimming pool and basement car parking.</p>	<p>No appeals lodged. Planning Permit issued April 2009.</p> <p>Construction has commenced.</p>
<p><b>1 Grosvenor Street Doncaster</b></p> <p>(Application no. 20023)</p>	<p>Received 23/12/2008. Use, buildings and works associated with the construction of 185 residential apartments in a ten storey building, four storey building, and three storey building, provision of 201 car parking spaces in three levels of basement car park, buildings and works outside the designated building envelope, and reduction in the required amount of car parking spaces.</p>	<p>Application refused June 2009.</p> <p>VCAT resolved to issue a permit.</p>
<p><b>682-684 Doncaster Road, Doncaster</b></p> <p>(Application no. 20036)</p>	<p>Received 24/12/2008. Construction of a nine storey building and three level basement for a Residential Hotel, comprising 163 hotel rooms, 19 serviced apartments, function centre, restaurant, café, alteration of access to a Road Zone Category 1, a reduction in the car parking requirement, and demolition of a heritage building.</p>	<p>Six objections received. Approved by Council on 27 October 2009. Appeal lodged by objectors with hearing scheduled for 2 February 2010.</p> <p>VCAT resolved that a permit be issued.</p>

Address	Description	Status
<p><b>91-93 Tram Road, Doncaster</b></p> <p>(Application no. 20211)</p>	<p>Received 2/4/2009. Construction of a building (for the purpose of multiple dwellings), creation of access to a Road Zone Category 1, and relocation of an easement, in accordance with endorsed plans.</p>	<p>Advertised and three objections received. Approved by Council on 11 August 2009.</p> <p>Application appealed and subsequently called in by the Minister for Planning. Minister approved development and directed a permit be issued.</p> <p>Matter heard at the DPCD on 18 December 2009.</p> <p>Permit issued on 2 February 2010.</p> <p>Plans endorsed 28 June 2010.</p>
<p><b>685 - 699 Doncaster Road &amp; 2-12 Council Street, DONCASTER</b></p> <p>(Application no. 20476)</p>	<p>Received 24/7/2009. Use of the land for an Office, Restaurant (Café) and Community Centre including Library and Gallery in a four storey building with basement car park, forecourt and landscaping, alterations to access to a Road Zone Category 1 (Doncaster Road) and the removal of heritage trees and the existing fountain.</p>	<p>Advertised and seven objections received. Application approved at the 2 February 2010 Council Meeting.</p> <p>Appeal lodged by four objectors, called in by the Minister for Planning.</p>
<p><b>Westfield Doncaster</b></p> <p><b>619 Doncaster Road, Doncaster</b></p> <p>(Application no. 20626)</p>	<p>Received 2/10/2009. Erection four (4) Major Promotion Signs - 3 internally illuminated and 1 animated sign</p>	<p>Application advertised and 8 objections received.</p> <p>Awaiting referral comments from VicRoads.</p>
<p><b>95 Tram Road, Doncaster</b></p> <p>(Application no. 13230.03)</p>	<p>Received 16/10/2009. Amendment to permit PL01/013230 (issued for the construction of a ten (10) storey building comprising ninety eight (98) apartments by way of modifications and minor internal changes to basement car park.</p>	<p>Amended permit approved 19/11/09.</p> <p>Plans endorsed.</p> <p>Construction commenced.</p>
<p><b>584-588 Doncaster Road, Doncaster</b></p> <p>(Application no. 20753)</p>	<p>Received 25/11/2009. Use and development of the land for motor vehicle sales, workshop, showroom and an office in a four (4) storey and an eight (8) storey building and associated carparking, alterations to access to a Road Zone 1 and business identification signage, in two stages.</p>	<p>The application has been presented to the Sustainable Design Taskforce and the Strategic Briefing Session in June 2010. It has recently been advertised and one (1) objection has been received.</p> <p>The application will be reported to a future Council meeting.</p>
<p><b>7-11 Berkeley Street, Doncaster</b></p> <p>(Application no. 20793)</p>	<p>Received 8/12/2009. Construction of fifty seven (57) apartments in a five storey building.</p>	<p>Application advertised and no objections received.</p> <p>Approved by Council on 27 April 2010.</p>

Address	Description	Status
<p><b>632-640 Doncaster Road, Doncaster</b></p> <p>(Application no. 18663.01)</p>	<p>Received 19/1/2010. Amendment to Planning Permit No. PL07/018663 for amendment to the permit description, deletion and variation to conditions and renumbering of all remaining conditions, modification to the twelve (12) storey building to increase number of apartments to 158 generally within approved building footprint, deletion of the motor vehicle sales use and inclusion of shop floor area on ground floor.</p>	<p>Amendment approved 5 February 2010.</p> <p>Plans endorsed.</p> <p>Demolition commenced.</p>

*Loddon Mallee Housing Services' affordable housing project at 99 Tram Road.*



## 6. PRECINCT 1

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### 6.1. Precinct 1 (Civic Precinct) Masterplan implementation

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The Precinct 1 Masterplan was adopted by Council in August 2009 and guides future development of the Civic Precinct and surrounds. Stage 1 of the Precinct 1 Masterplan is the construction of the Civic Precinct Community Hub adjacent to the Council offices.

Precinct 1 is located around the Municipal Offices, Doncaster Primary School and Doncaster Bowling Club, and extends to Schramms Reserve. Precinct 1 is intended to be a focal point where people can meet and participate in community events, and access social and civic services and facilities.

Implementation of the Precinct 1 Masterplan progressed in 2009/10, with a number of exciting projects and actions completed. These were:

#### **Action 1.3 *Community Wellbeing*: Appointment of a Community Engagement Officer**

In April 2010, Council appointed Lyndal Mackintosh as the Community Hub Engagement Officer. Lyndal's three year appointment is funded by the Department of Community Planning and Development (Community Support Fund). *See also Section 6.2 Civic Precinct Community Hub.*

#### **Action 2.1 *Being Active*: Development of the Precinct 1 Youth Plan**

Research and consultation undertaken to inform the development of a Precinct 1 Youth Plan was assisted by the work of EDAW/AECOM which was funded by the Department of Planning and Community Development's Expert Assistance Program.

The Doncaster Hill Working Group was involved in workshops and in overseeing the work. Consultation included engagement of Manningham's Youth Forum and input from local schools.

The Precinct 1 Youth Plan was completed in December 2009 and has informed the design of Civic Precinct Hub building internal and external spaces and the position description for the Community Engagement Officer.

### **Action 3.8 *Getting around*: Shared path construction**

Work is currently underway to construct a 60 linear metre section of footpath along the southern boundary of the Doncaster Bowling Club. This section of path assists in linking the east-west shared path at the rear of the Doncaster Primary School to JJ Tully Drive. This path will assist in providing a safe pedestrian environment for primary and secondary students.

### **Action 5.3 *Creating Identity*: Installation of Heritage Soundposts and Interpretive signs**

Funding of \$37,727 received from the Department of Environment, Water, Heritage and the Arts in October 2009 to develop a series of innovative interpretive signage and audio soundposts and a self-guiding trail map within Doncaster Hill. Council worked with a number of project partners to successfully complete the project. *See also Section 7.8 (Doncaster Hill Heritage Trail).*



*Above: The Doncaster Tower/first electric tram soundpost is located adjacent to the former Shire offices.*

## **6.2. Civic Precinct Community Hub**

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Doncaster Hill includes seven key precincts each with specific objectives and urban design requirements. Precinct 1 is identified as the Civic Hub for Manningham, and contains existing civic and educational facilities.

Council's vision for Precinct 1 is the creation of a consolidated, prominent and accessible Civic Centre, with expanded community and education facilities that meet the needs of existing and future residents, a major civic urban space, and well-defined pedestrian links to Precinct 2, 3 and Westfield.

Stage 1 of the development of Precinct 1 focuses on the Civic Precinct with the construction of a contemporary, sustainable community facility adjacent to the existing municipal offices. The Civic Precinct Community Hub will co-locate a number of cultural, social and community facilities and services in a central location to meet the growing needs of the community. It is anticipated to be completed by June 2012.

During 2009/10, significant progress was made on the \$37.7 million Community Hub project and a comprehensive report was tabled at the Council meeting of 29 June 2010.

Tenders for construction of the Community Hub are due to close on 6 July 2010. The project was called in by the Minister in May 2009. A planning permit is anticipated to be issued by the Governor in Council in early July and works are anticipated to commence in mid-August.

### ***Community Hub Engagement Officer***

Council employed Community Hub Engagement Officer, Lyndal Mackintosh in April 2010. This position has been funded for a three year period by the Department of Community Planning and Development (Community Support Fund).

A major component of this position is to resource the Governance Committee, establish a Service Liaison Committee and manage the day to day liaison and relationship building between all future tenants to be located in the Community Hub.

The Engagement Officer is currently establishing a three year Engagement Plan that will focus on activities to engage with Community Hub organisations, Doncaster Hill organisations and the broader Manningham community.

## **7. OTHER PROJECTS**

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### **7.1. Doncaster Hill Pedestrian and Cycling Plan Review**

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In 2008/09 Council commenced work on the review of the Doncaster Hill Pedestrian and Cycling Plan (June 2003) and preparation of the Doncaster Hill Pedestrian and Cycling Plan (May 2009).

The purpose of the Plan is to facilitate the delivery of the range of physical works and initiatives as identified in the Actions Plan. It will also be used to guide decision-makers and other relevant key stakeholders, at the State, regional and local level regarding the works and initiatives to be undertaken, and will play an important role in being used as a basis for securing future funding.

The vision for Doncaster Hill is for a vibrant, safe, healthy and socially cohesive community. Pedestrian and bicycle users' amenity and accessibility will be a priority in the development of any circulation networks developed for Doncaster Hill.

The reviewed Draft Doncaster Hill Pedestrian and Cycling Plan was placed on exhibition in June 2009, until 5 August 2009. Consultation undertaken as part of the exhibition period included a community information session, workshop with the Doncaster Hill Issues Forum and distribution of Pedestrian and Cycling Plan brochures and feedback forms to approximately 1000 stakeholders.

Preparation of the Plan included advocacy with DoT and VicRoads through high level meetings and an Issues Paper presented at the Eastern Region Council Cluster meeting on 18 November 2009.

Twenty-eight submissions were received and feedback was incorporated into the Plan. A final report was endorsed by Council on 23 February 2010.

## **7.2. Department of Planning and Community Development (DPCD) Memorandum of Understanding**

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In December 2008, Council signed a Memorandum of Understanding (MoU) with DPCD to promote a collaborative and supportive relationship between Council in the pursuit of the following shared objectives:

- i. Encouraging a higher level of dwelling completions than the market would otherwise deliver
- ii. Maximising opportunities for and measures to leverage private sector investment
- iii. Securing improvements to the public realm to increase the quality of life for existing and new residents and to act as an attractor for new residential and commercial development
- iv. Achieving a stronger integration of the State and Local Government approaches to land use, infrastructure and community planning and development issues, and
- v. Achieving these objectives through meaningful and robust community stakeholder engagement principles.

Through the MoU, both parties have agreed to establish a Doncaster Hill Working Group. This Working Group operates as a strategic partnership between MCC and DPCD and other State agencies as appropriate to deliver on the key objectives agreed to under the MoU. It also ensures the coordinated management and delivery of significant land use planning and public realm projects.

The Working Group met four times during 2009/10 and two high level meetings were held. Issues such as development facilitation; Doncaster Hill transport, pedestrian and cycling priorities; community engagement and funding opportunities were discussed and actioned.

## **7.3. Expert Assistance Program**

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The Expert Assistance Program (EAP) is funded by the Department of Planning and Community Development and gives councils in Melbourne's activity centres access to experts who can offer technical advice on a wide range of planning issues.

The EAP provides an opportunity for the State Government and Manningham to work together as part of the government's initiative for a 'whole of government' approach to planning.

The Expert Assistance Program aims to assist councils to:

- progress or implement structure planning in activity centres;
- facilitate development 'on the ground' and to ensure the ongoing economic success of the centres;
- access advice and assistance from other Government agencies to finalise and implement structure plans;
- identify blockages or gaps in knowledge and expertise that is hindering the completion or implementation of activity centre structure plans.

In 2009/10 Manningham City Council was successful in securing funding for the appointment of a development facilitator to further development opportunities in Doncaster Hill Activity Centre by nurturing partnerships with key stakeholders and actively pursuing investment in Doncaster Hill.

Doug Owens was appointed in this role and worked with Place Manager Nic Daws until 30 June 2010. A key highlight of the EAP work was the successful staging of the Doncaster Hill Developer Expo on 4 June 2010. A number of one on one meetings were held with developers and further investment opportunities will be pursued in 2010/11.

#### **7.4. Box Hill Institute partnership**

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During the year Council officers continued to work with representatives from Box Hill Institute to explore opportunities to work together on projects such as:

- A biotechnology centre
- Future sites within the Hill for a paleotechnology laboratory
- Civic Precinct opportunities
- The Doncaster Hill Heritage Trail project

Representatives from Box Hill Institute also attended Developer Breakfasts and Issues Forum meetings.

### 7.4.1 Green Business Prospectus

Manningham City Council's first enterprise investment prospectus, launched on Thursday 3 June, showcases the competitive advantages of doing business in Doncaster Hill.

The investment prospectus aims to heighten the profile of existing businesses, attract new sustainable jobs and broadly increase the commercial attractiveness of Manningham's only Principal Activity Centre. It also aims to promote Box Hill Institute's Green Jobs Program and Associated research.

The prospectus has compelling data and showcases four existing businesses in case study format discussing why they chose to locate in Doncaster Hill in an attempt to persuade potential enterprise investors to base themselves in Doncaster Hill. A 'green business' theme intentionally dominates the prospectus and provides a strong argument for environmentally sustainable businesses to relocate to the Hill.

The prospectus was distributed to developers at the Doncaster Hill Developer Expo and will also be sent to real estate agents, Invest Victoria, Regional Development Australia and individual prospective investors.

### 7.5. 101-105 Tram Road Expression of Interest

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The consolidation of 101-105 Tram Road and 600 Doncaster Road was finalised during the year through a land swap that resulted in Council and Sue Nominees each achieving a more regular parcel of land.

An Expression on Interest (to be formally advertised in mid-2011) was displayed at the Developer Expo. This high profile gateway site is zoned for mixed use high density development and has a prime location diagonally opposite Westfield Doncaster.

Further work will be undertaken by Council prior to advertising of the Expression of Interest to package up the site and maximise the economic and environmental return to Manningham and Doncaster Hill.



*Above: The Endless Prospects Green Business Prospectus was launched at the Doncaster Hill Developer Expo on 3 June.*

## 7.6. Integrated transport improvements

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Actions in relation to Doncaster Hill transport are summarised below:

### 7.6.1 Local Area Bus Service Reviews

Community consultation sessions were held by the Department of Infrastructure in 2008 to seek feedback from residents on the draft plans for the revised and improved bus service routes within Manningham. The sessions were well attended by Manningham residents.

The Department of Transport released the final report in April 2010 and findings from the bus reviews undertaken for Monash, Manningham and Whitehorse Councils. The Summary Report contains little more than initiatives already promised in the Victorian Transport Plan and it is unlikely that the full report (still to be received) will contain anything more substantial.

### 7.6.2 Tram Extension Feasibility Study

A draft report on the tram feasibility study prepared by GHD consultants was referred to the Stakeholder Steering Committee for consideration in October 2008. Council requested a Peer Review of the GHD report, which was undertaken by Dr Max Lay. Council will continue to advocate strongly for extension of the North Balwyn tram to Doncaster Hill.

### 7.6.3 Manningham Integrated Transport Study

The strategy 'Making Manningham Mobile' was adopted by Council on 30 June 2009.

### 7.6.4 Bus service improvements (SmartBus and DART)

Plans and implementation of the SmartBus and Doncaster Area Rapid Transit (DART) services continued in 2009/10.

The Green Orbital SmartBus service commenced operation within Manningham on 5 April 2010. All bus stops along the route have been upgraded to meet Disability Discrimination Act (DDA) standards and include real time information at specified bus stops.



*Above: 2009/10 saw the commencement of the Green Orbital SmartBus service, which joins the Red Orbital route in servicing Doncaster Hill.*

The Department of Transport has prepared designs for bus stops along the DART bus route and Council officers have provided comments on the designs. The bus service is expected to commence operation in early 2011.

#### **7.6.5 Bus priority measures**

The Department of Transport undertook a public consultation exercise on the Doncaster Road clearway and bus lane proposals that closed on 10 December 2009. Approximately 300 responses were received, with about half supportive and half not supportive.

Senior officers from the Cities of Manningham, Yarra, Melbourne, the Department of Transport and VicRoads have been in discussions to explore opportunities to improve bus flows, bus travel times and reliability for the Doncaster Smartbus service through the implementation of bus lanes along key arterial roads within the CBD. Various options and lane treatments to implement the bus lanes along the major arterial roads that would include assessments of technical, environmental, economic and community issues are being developed for consideration by the Committee.

Dedicated bus lanes now operate along parts of Tram and Williamsons Road, and part-time bus lanes run along parts of Doncaster Road.

## **7.7 Ecologically Sustainable Development (ESD) initiatives**

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The Doncaster Hill Strategy sets a new benchmark in architectural and sustainable development, with ESD Guidelines that establish a process for the creation of sustainable, mixed-use buildings in the Activity Centre. These buildings will be the model for healthier, accessible and ecologically responsive environments, where occupants will collectively enjoy the benefits of living in a sustainable urban village.

### **7.7.1 Smart Energy Zone (SEZ)**

Council was approached by Sustainability Victoria in early 2007 about involving Doncaster Hill in its Smart Energy Zones project. Smart Energy Zones demonstrate the benefits of integrating multiple technologies in one location, for greater energy efficiency and security.

The SEZ project seeks to achieve the following outcomes:

- An innovative energy plan incorporating a vision and pathway for achieving sustainable energy developments within Doncaster Hill;
- Establishment of an estimated energy capacity baseline;
- An implementation strategy that sets out the short, medium and long term goals for the realisation of the sustainable energy plan; and
- Identification of a potential project(s) that will form the basis for developing a project submission to the SEZ Project Review Panel.

In early 2009, with funding from Sustainability Victoria, Council prepared a Draft Smart Energy Zone Action Plan, which was placed on public exhibition from 25 February to 29 May 2009.

In June 2009 Council was awarded \$500,000 grant funding from Sustainability Victoria, to help with the implementation of an energy efficient tri-generation facility in the Civic Precinct Community Hub, which will be connected by a micro-grid to the existing Council Offices and will supply heating, cooling and power generated locally by a gas-fired trigeneration facility, as part of the SEZ project.

Council endorsed the Doncaster Hill Smart Energy Zone Action Plan on 25 August 2009.

An Expression of Interest for supply of the Trigeneration System for the Civic Precinct Community Hub was advertised in The Age on 23 January 2010. Ten submissions were received and a shortlist of seven preferred suppliers will be assessed by early July 2010.

### **7.7.2 Doncaster Hill Water Plan**

The Doncaster Hill Water Plan is a joint initiative between Manningham City, Yarra Valley Water and Melbourne Water, aiming to provide a benchmark for other councils in terms of identifying systems and actions that will:

- reduce the demand for potable water through the use of water saving features and the reuse of wastewater and stormwater
- reduce the volume of wastewater through conservation and re-use
- improve stormwater quality run-off and a reduction in peak flows through appropriate treatment and reuse; and
- showcase water sensitive design.

Under a three-way Memorandum of Understanding signed in October 2008 all three organisations agreed to develop an ‘integrated urban water management strategy for the Doncaster Hill area that is more environmentally sustainable than traditional planning methods, and accordingly produce a template for others to use in future planning.’

Consultants, Bonnaci Water, have undertaken modelling and presented options for future water management solutions to developers and other key stakeholders in early 2010.

Council is awaiting formal approval from Yarra Valley Water regarding the mandatory inclusion of a third pipe into all future developments on Doncaster Hill.

### **7.8 Doncaster Hill Heritage Trail Project**

Council received \$37,727 funding from the Department of Environment, Water, Heritage and the Arts in October 2009 to develop a series of innovative interpretive signage and audio soundposts and a self-guiding trail map within Doncaster Hill.

The project promotes and enhances the rich cultural past of the Arts/Heritage precinct within the context of an evolving Principal Activity Centre. There is a substantial amount of history associated with the area that no longer has a physical presence and the project aims to convey this information to the local community and visitors to the area.

Council worked with project partners Box Hill Institute; Doncaster Primary School; Doncaster Church of Christ; Doncaster and Templestowe Historical Society and Westfield Doncaster, who also provided \$5000 funding towards the project.

An official launch of the Doncaster Hill Heritage Trail will be held on 28 July 2010.

## **7.9 Doncaster Hill 3D virtual model**

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Council's GIS Unit has worked collaboratively during the year with the Economic and Environmental Planning and Statutory Planning Units to progress development of a 3D Virtual model for Doncaster Hill.

A 3D virtual model is a computer simulation of a landscape or physical object. Manningham City Council use 3D virtual models as a tool to express proposed developments in the current built environment in a digital format.

By adding proposed constructions from plans stakeholders can realistically view the impact the development would have on current and future environments in areas such as overshadowing, neighbourhood character and line-of-sight.

Manningham's 3D Data Contribution Scheme details provisions for developers and architects to supply 3D models to Council when:

- A concept design is proposed
- When any major amendments are made, and
- When plans are endorsed

The innovative scheme will help provide Manningham City Council with quality 3D building models to visually track the changes made throughout the development of each site within Doncaster Hill.

Attendees at the Doncaster Hill Developer Expo viewed the 3D model and provided positive feedback. Further work will need to be undertaken in 2010/11 to finalise the Doncaster Hill 3D virtual model and potentially upload it to the Doncaster Hill and Manningham websites to be viewed by the general public.



*Above: Council's GIS Officer, Michael Johnson, demonstrates the 3D Virtual Model at the Doncaster Hill Developer Expo.*

## **8. GRANTS / ADVOCACY**

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In 2009/2010 Council received \$1,708,181 in funding towards projects in Doncaster Hill. Major funding included:

- Green Precincts (Civic Precinct Community Hub) – Federal Government (\$1.5 million)
- Interact Australia (Civic Precinct Community Hub) – Department of Human Services \$120,000
- Doncaster Hill Heritage Trail – Department of Water, Environment, Heritage and the Arts (\$37,727)
- Doncaster Hill Heritage Trail – Westfield Doncaster (\$5,000)
- Expert Assistance Program – Department of Planning and Community Development (\$45,454)

### **8.1 Green Precincts (\$1,500,000)**

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In July 2009 Manningham received \$1.5 million through the Federal Government's Green Precincts program for the Doncaster Hill Civic Precinct Community Hub.

Sustainability is a key element of the development of the Civic Precinct and this project will involve local energy generation that produces heat, cooling and power.

The project marks the first time any local government authority has invested in tri-generation technology and will mean that 90 percent of the Community Hub's energy will be generated on site.

The Civic Precinct will also showcase leading edge examples of sustainability such as:

- A microgrid for electricity, heating and cooling will extend between the new community building and the existing Council offices
- Water sensitive urban design that includes bio-filtration of stormwater and grey water treatment and re-use.

## 9. MARKETING AND COMMUNICATIONS

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### 9.1 Marketing and Communications Plan

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The Doncaster Hill Strategic Marketing and Communications Plan outlines Hill, with Phase 6 of the Plan guiding the strategic direction and key actions for 2009/10. This included ongoing stakeholder engagement, website update and promotion and community consultation.

#### 9.1.1 Events

##### **Doncaster Hill Developer Expo: *Doncaster Hill on the Rise***

In excess of 300 people attended the Doncaster Hill Developer Expo and associated events on Thursday 3 and Friday 4 June. The Expo highlighted achievements and the extensive efforts of Manningham City Council and DPCD/State Government to engage developers to ensure development succeeds on Doncaster Hill.

Development facilitator, Doug Owens was the convenor of a comprehensive program of speakers on the day:

- Understanding the Manningham property market (Colin Keane, VicUrban)
- The changing face of Doncaster Hill - a developer's perspective (Paul Huggins, Momentum Melbourne)
- Investment Potential of Doncaster Hill 2020 - lessons learned (2000-2010) (Brian Haratsis, MacroPlan)
- Why and how the State is helping to facilitate the Doncaster Hill vision (Julian Hill, DPCD)
- Sustainable development is good development. (Wayne Wescott, Principal, Wescott and Wyman Global)
- Doncaster Hill – From Frustration to Fruition (Lydia Wilson, Manningham Chief Executive)



*Above: Council's Director Planning and Environment, Paul Molan; Mayor, Cr Charles Pick; Chief Executive, Lydia Wilson; Mary Wooldridge MP and Executive Chairman Fletchers Real Estate, Tim Fletcher at the Doncaster Hill Developer Expo breakfast.*

- Affordable Housing – why it should be at the heart of any major development (Ken Marchingo, Chief Executive, Loddon Mallee Housing Services)

More than 22 exhibitors were present at the Expo, including:

- AECOM
- Bonacci Water
- Box Hill Institute
- Department of Planning and Community Development
- Department of Transport
- Intercontinental Hotels Group
- Loddon Mallee Housing Services
- MacroPlan
- Manningham City Council
- Melbourne Water (with Clearwater)
- Monash University (Cities as Water Supply Catchments)
- Stormwater Victoria
- Sustainability Victoria
- Taylors Development Strategists
- Ventura Buses
- Yarra Valley Water

DPCD was an exhibitor at the Expo and both Julian Hill from DPCD and Lydia Wilson highlighted in their presentation the support provided by DPCD for the ongoing implementation of the Doncaster Hill Strategy.

Very positive feedback has been received from developers, State and Local Government officers, real estate agents and industry professionals. A sample is provided below:

“The event was outstanding in every way possible - the quality of the speakers and content, the range of events over the two days, the display stands, the ongoing refreshments throughout the event and the meticulous attention to detail. I have already had considerable feedback from participants to say that the event was one of a kind and unbelievably innovative for Local Government.

A number of Councillors also indicated that they learned more about Doncaster Hill and its history and evolution than they had during their whole time as Councillors". **Lydia Wilson, Chief Executive, Manningham City Council**

"Just a quick note to say well done and congratulations! An excellent day! The event really showcased the potential of Doncaster Hill. All your hard work meant the sessions went off just so well for the participants.

I found the Expo was a really stylish and useful. For me it was an excellent way to get an update, and I personally appreciated the depth of the information. A very useful networking day for me too. Congratulations again!" **Julie Wilson, Manager Eastern Region, Regional Development Victoria**

"Congratulations on staging what can only be described as a most professional and successful Expo. As a dual land holder on Doncaster Hill the promotional assistance from this event and the associated marketing material will be of great assistance.

The various presentations were exceptionally educational and professionally presented and were further complimented by the exhibition. Many thanks for the invitation and your support. It is very much appreciated and I am confident that it will be to our mutual benefit." **Ron Englehart, Managing Director, Englehart Group**

"A quick hello and thank you, I just want to express our sincere thanks to you, Teresa and your staff at Manningham who have spent so many hours on the Expo program last week.

It was a great success and IHG and my staff all wish to thank you and the Manningham Council supporters for your boundless energy." **Ronald Di Pietro, Doncaster Hill Hotel Group**

### ***Unveiling of Civic Precinct Community Hub hoardings***

Federal MP for Menzies, Kevin Andrews and Manningham Mayor, Cr Charles Pick officially unveiled the hoardings for Council's \$37.7 million Civic Precinct Community Hub construction site on 4 June.

The first signs of activity have begun to appear around the site, adjacent to the Manningham Council Offices, with the erection of hoardings designed by local primary school children. The hoarding project was funded by Council's Community Development Grants Program and was managed by well known community artist Jeanette Jennings.



*Above: Mayor, Cr Charles Pick with Kevin Andrews MP and students Nicholas and Chloe from Carey Baptist Grammar School at the launch of the new Community Hub hoardings.*

Ms Jennings engaged local school students from St Gregory's, Carey Donvale, Templestowe Heights, Doncaster Gardens, St Kevin's and Doncaster Primary School in the design of the artwork panels to beautify the future construction site.

### ***Manningham Spring Festival***

A Doncaster Hill and Civic Precinct display, brochures and fact sheets were Festival on Sunday 15 November 2009 at Ruffey Lake Park. Council staff were available throughout the day to answer queries from residents.

#### **9.1.2 Doncaster Hill branding**

A new tagline for Doncaster Hill – *On the Rise* was created to highlight that Doncaster Hill is currently experiencing a renewed period of planning activity, with 15 live planning applications on the Hill and a number of projects either under construction or about to commence construction.

#### **9.1.3 Promotional material**

##### ***Doncaster Hill promotional brochures***

A glossy promotional brochure was produced in May 2010 that highlights the features of Doncaster Hill. Council obtained permission from Demographer, Bernard Salt to use the quote, *"Projects like ... Doncaster Hill are transforming the suburbs and the way we live by creating mini-cities on the outskirts of the CBD. This type of development enhances urban life and creates an interesting and cosmopolitan city."* in the brochure.

A brochure on the Civic Precinct Community Hub was produced and distributed to stakeholders, future building tenants and attendees at the Doncaster Hill Developer Expo.

The Endless Prospects Green business prospectus was also produced. See Section 7.4 for more information on this innovative publication.

### ***Doncaster Hill banners and flags***

A suite of Doncaster Hill on the Rise banners was produced during the year and included:

- Generic Doncaster Hill on the Rise banners
- Smart Energy Zone
- Celebrating Heritage and the Arts
- Civic Precinct...connecting our community
- Doncaster Hill...a lifestyle choice

Twelve flags were also produced for the flagpoles at the entry points to Doncaster Hill.

### ***Doncaster Hill fact sheets***

Doncaster Hill fact sheets continue to be distributed as required, predominantly at events such as the Developer Expo and Manningham Spring Festival. Current fact sheets include:

- Doncaster Hill facilitated planning process
- Local Developer Breakfast Forums
- Doncaster Hill Place Manager
- Doncaster Hill pedestrian underpass
- Doncaster Hill boulevard and public art fence
- Doncaster Hill Smart Energy Zone
- Civic Precinct Community Hub
- Pedestrian and Cycling Plan
- Precinct 1
- Smart Energy Zone
- Trigeneration
- Doncaster Hill Water Plan
- Public Transport

- Barak Sculpture
- Westfield Doncaster
- Doncaster Hill website

The Doncaster Hill planning applications map was also updated regularly to reflect the status of current planning permit applications.

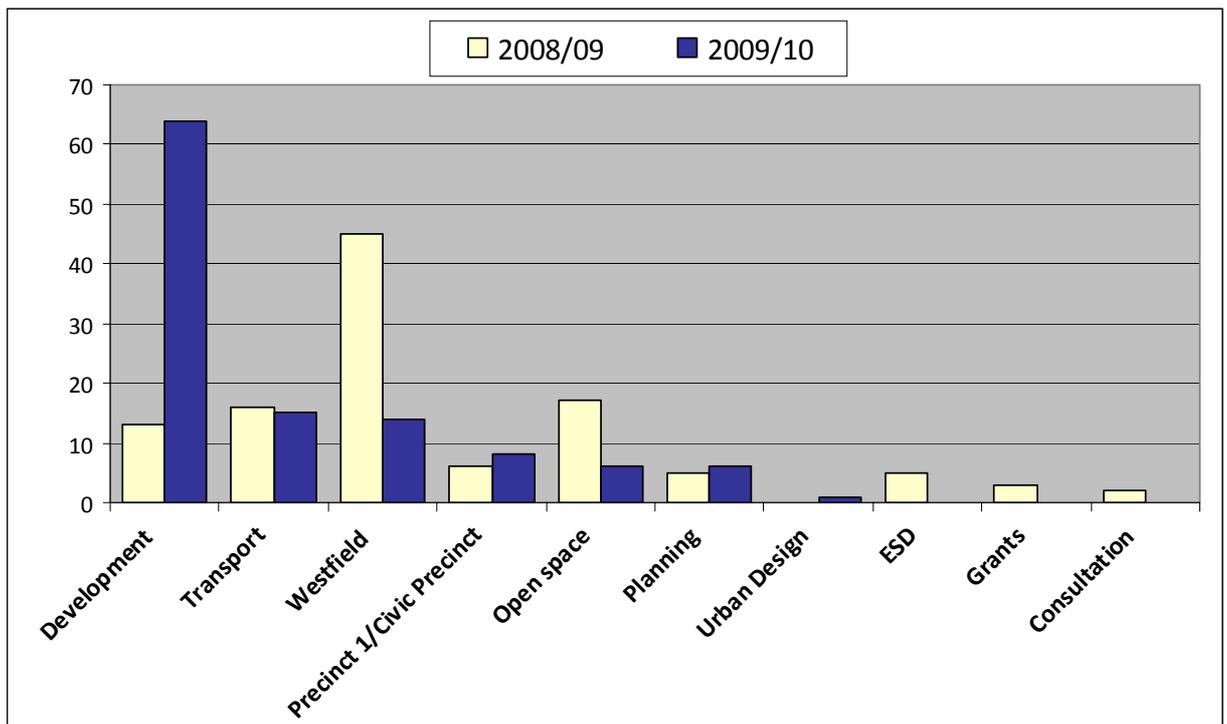
#### 9.1.4 Manningham Matters

Doncaster Hill and the Civic Precinct Community Hub continued to be promoted through dedicated pages in Manningham Matters, Council's bi-monthly community newsletter, which was published and distributed to residents in July, September, October and December 2009 and February and April 2010.

#### 9.1.5 Media management

In total between 1 July and 30 June there were 112 newspaper articles published relating to Doncaster Hill, compared with 109 in 2008/09. While most appeared in the Manningham Leader, articles also appeared in Melbourne Weekly Eastern and The Age and the Herald Sun.

The following table shows a breakdown of the issues covered in these articles (some articles cover more than one topic).



### ***Media Releases***

Seven media releases were issued by Council this year for Doncaster Hill. They were:

#### **\$500,000 SMART ENERGY ZONE FUNDING FOR MANNINGHAM**

(6 July 2009)

Manningham City Council's vision for an ecologically sustainable Doncaster Hill is a step closer, with the announcement on Monday 6 July by the Minister for Climate Change and Environment Gavin Jennings MLC that Council will receive \$500,000 for its Doncaster Hill Civic Precinct, which includes the new \$28.35 million Community Centre.

#### **GREEN LIGHT FOR STATE-OF-THE-ART \$34.953 MILLION CIVIC PRECINCT** (8 July 2009)

The Doncaster Hill Civic Precinct Project has now reached a significant milestone, with Manningham City Council endorsing the exciting design concept and approving the \$34.953 million Budget and Project Program for Stage 1 works at a Special Council Meeting held last night.

#### **CLEAN ENERGY HUB RECOGNISED** (23 July 2009)

Manningham Mayor Cr Charles Pick has welcomed the Federal Government's Green Precincts announcement of \$1.5 million in funding for the Doncaster Hill Green Civic Precinct and Community Centre.

#### **COUNCIL DISAPPOINTED BY VCAT REFUSAL** (24 March 2010)

Manningham Council is disappointed at the recent decision by Victorian Civil Appeal Tribunal (VCAT) to set aside Council's appeal relating to the Westfield development at 1 Grosvenor St, Doncaster.

#### **DONCASTER HILL: A COSMOPOLITAN CITY ON THE RISE**

(12 May 2010)

Manningham City Council invites developers to attend the ***Doncaster Hill Developer Expo 2010: Doncaster Hill on the Rise*** an innovative event to be held on Friday 4 June to showcase development opportunities at Doncaster Hill.

## **PRIMARY SCHOOL STUDENTS ADD COLOUR TO CIVIC PRECINCT**

(2 June 2010)

The first signs of activity have begun to appear around the site of Manningham community's \$37 million Civic Precinct with the erection of a Doncaster Hill Community Art Fence Project designed by local primary school children.

### **iName, iWin, iPad** (25 June 2010)

Manningham Council is calling on local residents to help them name the new \$37 million community development, which is to be located next to the Council Civic Centre on Doncaster Road,

#### **9.1.6 Doncaster Hill Website**

Due to the fire at the Council Offices on 24 July 2009, software used to track Doncaster Hill website visits was lost, and not replaced until October 2010. Therefore, the following figures cover nine months of the past twelve.

However, the new software used, Google Analytics, has been able to produce far more accurate and detailed statistics.

The total number of visits to [www.doncasterhill.com](http://www.doncasterhill.com) from 16 October 2009 to 30 June 2010 was 7,427.

The following gives a breakdown of the page visits between 16 October 2009 and 30 June 2010, compared to 2008/09:

<b>2009/10 (top 10 pages)</b>		<b>2008/09 (top 10 pages)</b>	
<b>Page</b>	<b>Page visits</b>	<b>Page</b>	<b>Page visits</b>
Home	4033	Home	unknown*
Development proposals	3618	Image library	3363
Current development	2204	Current development	2019
Image library	1714	Development proposals	1848
What is Doncaster Hill	1098	Location	947

Location	869	Sustainable Hill	925
Precinct 1	585	What is Doncaster Hill?	917
Planning process	569	Westfield	869
Virtual Reality Model	505	Virtual Reality Model	773
Development trends	481	Planning process	756

\*old website statistical software did not provide accurate figure

### **9.1.7 eNewsletter**

Council continued to publish editions of the Doncaster Hill eNewsletter on a quarterly basis and promoted the newsletter through various mediums, including the Doncaster Hill Developer Expo, Manningham Spring Festival and local developer breakfasts.

During 2009/10, three eNewsletters were published, in July and December 2009 and April 2010. Since June 2008 the subscription database for the eNewsletter has grown substantially from 93 to 231.

## **9.2 Stakeholder engagement**

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### **9.2.1 Doncaster Hill Issues Forum**

The Doncaster Hill Issues Forum provided interested residents and other key stakeholders with the opportunity to have input on issues relating to the Doncaster Hill Strategy. In November 2009 a review was conducted in line with the Issues Forum Terms of Reference (February 2008), which states:

*“The Issues Forum will conduct its activities for a term of two years. At the expiry of the initial term Council will assess the future direction of the Forum and review its membership.”*

A major consideration of the review was attendance at meetings, which was high initially, but dropped off in 2009 with attendances of just 22, 13 and 10. A small group of members have attended all or most meetings, however many have not attended any since the initial meetings.

At the 28 October meeting the Issues Forum reviewed a draft survey to be sent to members. The survey was then amended with feedback from the meeting and sent to all members in November 2009.

A total of 12 responses were received and the majority of respondents were happy to be kept up to date on Doncaster Hill issues through the website, newsletters and direct consultation. In December 2009, all members were notified that Council had resolved to disband the Issues Forum.

### 9.2.2 Local Developer Breakfast Forums

Council continued to host Local Developer Breakfast Forums to actively facilitate future development on Doncaster Hill. They were held on 11 September 2009, 27 November 2009, 26 February 2010 and 4 June 2010.

Guest speakers included Paul Katz from Haskell Architects; Ken Marchingo, CEO of Loddon Mallee Housing Services; Dr Peter Coombes from Bonnaci Water and Tim Fletcher, Executive Chairman of Fletchers Real Estate, who provided their perspective and insights on Doncaster Hill.

In March 2010, a questionnaire was sent to developers to determine if a breakfast meeting was the preferred option for future forums. Eight responses were received and more than 75% per cent of respondents were happy to attend future breakfast meetings.



*Local developer breakfasts have continued to be an effective method for Councillors and Council officers to receive an update on current planning and openly discuss issues with developers.*

## 10. BUDGET

Appendix 1 shows the operating costs and capital expenditure for the past two years, the current financial year.

Appendix 2 details expenditure for Doncaster Hill projects for the next two years.

### APPENDIX 1: Doncaster Hill Budget July 2007 to June 2010

	Actual 07 to 08	Actual 08 to 09	Actual 09 to 10
<b>Amendment and related statutory costs:</b>	2500	3900	250
<b>Specialist costs re Council Plan items</b>	53,000	75,000	36,077
<b>Marketing and promotion</b>	13,677	4553	17,492
<b>Statutory Planning</b>	0	0	
<b>Legal advice as required</b>	10,000	5567	30,574 #
<b>General consultants</b>	30,000	101,524	46,545 ##
<b>Administration costs</b>	11,000	6667	20,801
sub total	120,177	197,211	151,739
<b>Doncaster Hill Unit salaries</b>	166,942	151,160	135,888
<b>Total operating</b>	<b>287,119</b>	<b>352,723</b>	<b>287,627</b>

# This expenditure was off set by sale of land to consolidate 600 Doncaster Rd

## This expenditure was off set by EAP grant funding

### Doncaster Hill Capital Budget Expenditure (\$ 000s)

	Actual 07 to 08	Actual 08 to 09	Actual 09 to 10
<b>Streetscape infrastructure</b>	225	131	53*
<b>Transport infrastructure</b>	334	276	29
<b>Public art</b> (art fence, underpass, canopy)	286	46	0
<b>Open space</b> (Carawatha, Saxon Reserves)	140	111	120
<b>Civic Precinct</b>		285	1,848
<b>Total</b>	<b>985</b>	<b>564</b>	<b>202</b>

\* This includes \$37,727 of grant funding and \$5,000 Westfield contribution

## APPENDIX 2: Doncaster Hill Capital Works 2008 to 2012

### Expenditure (\$'000s)

<b>TYPE OF WORK</b>	<b>08/09</b>	<b>09/10</b>	<b>10/11</b>	<b>11/12</b>
<b>Streetscape</b> (boulevard, signage, lighting, street furniture etc)	131	53	50	50
<b>Public art</b> (underpass canopy)	46	0	0	0
<b>Transport infrastructure</b> (pedestrian/cycle paths, traffic treatments)	276	29	50	50
<b>Precinct 1</b> (Community Centre)	285	1,848	tbc	tbc
<b>Open Space</b>	111	990*	500	1500
<b>TOTAL</b>	<b>849</b>	<b>2,920</b>	<b>tbc</b>	<b>tbc</b>

\* This includes land purchase for open space of a PAO property 15 Hepburn Road

### INCOME (\$'000s)

<b>INCOME SOURCES</b>	<b>08/09</b>	<b>09/10</b>	<b>10/11</b>	<b>11/12</b>
Westfield S173	4,782	79		
Sale of assets	0	922	5000	1500
Grants	10,750*	157	600	900
Developer contribution/other	0	0	720	500
Open Space Reserve	112	200	432	374
<b>TOTAL</b>	<b>15,644</b>	<b>1,358</b>	<b>6,752</b>	<b>3,274</b>

\* Payments scheduled over a number of years