



Annual Report

Progress of Implementation of the Doncaster Hill Strategy

1 July 2005 to 30 June 2006



**REPORT ON PROGRESS OF IMPLEMENTATION
OF DONCASTER HILL STRATEGY
1 JULY 2005 TO 30 JUNE 2006**

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- Attachment 1 - Development Contribution Policy
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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 2005 to 30 June 2006 to further the development and implementation of the Doncaster Hill Strategy. The report:

- highlights major achievements for the year;
- specifies the work completed; and
- outlines communications, planning amendments and applications, budget and work program delivery.

2 BACKGROUND

This Annual Report now earmarks the fourth implementation report. The Doncaster Hill Strategy, October 2002, is the key strategic document that sets the vision for the Doncaster Hill Activity Centre. The Strategy has been implemented through a series of Amendments into the Manningham Planning Scheme in 2004 and 2005. The Minister for Planning has approved these amendments. This has ensured that the Doncaster Hill Strategy has progressed from strategy formulation to implementation of the statutory controls in the planning system to uphold the visions, objectives and principles of the Doncaster Hill Activity Centre.

There are three previous progress reports that can be located on www.doncasterhill.com

1. Doncaster Hill Annual Report 2002/03
2. Doncaster Hill Annual Report 2003/04
3. Doncaster Hill Annual Report 2004/05

3 SUMMARY OF MAJOR ACHIEVEMENTS

Some of the major achievements for this financial year have included:

- Gazettal of Amendment C30 (8 September 2005) & C37 (18 August 2005) Development Contribution Plan (DCP), Open Space and Public Acquisition Overlay (PAO) into the Manningham Planning Scheme;
- Completion of the Precinct 1 Streetscape Works;
- Award of \$235,000 Creating Better Places grant funding for additional streetscape works along Doncaster Road by the Department of Sustainability;
- Nomination of Doncaster Hill as a Pilot Communications Case Study by the Department of Sustainability Melbourne 2030 Implementation Group;
- Successful delivery of the “Doncaster Hill – Through the Eyes of Children Art Exhibition at Westfield (11-17 July 2005)”; and
- Presentation of Doncaster Hill Strategy at the International Cities and Town Centres Conference.

4 ORGANISATION OF WORK

4.1 COUNCILLOR INVOLVEMENT

4.1.1 Council Meetings

Given the scope, importance and high priority of the Doncaster Hill project, all major items affecting the development of Doncaster Hill are discussed in briefings of Councillors and when necessary for determination, at full Council meetings. Councillors continue to take an active and leading role in the project's outcomes.

Given that a new Council was elected in November 2005, two detailed briefing sessions were held on 21 February and 21 March 2006.

On 21 February 2006, Council was presented the following:

- Outline of the Doncaster Hill Vision and Location;
- Presentation by the Regional Director of the Port Phillip Region: Peter Watkinson, Department of Sustainability and Environment on:
 -
 - Overview of Melbourne 2030;
 - Manningham's role/initiatives in delivering M2030; and
 - DSE's support for Doncaster Hill and other Manningham initiatives that are implementing State Policy;
- Manningham's response to *M2030* and overall program of Implementation (key strategies);
- Broad overview of Doncaster Hill background, package of implementation;
- Current Planning Applications on Doncaster Hill;
- Presentation by Brian Haratsis, Director MacroPlan on: -
 - Demand and Supply Analysis;
 - Triple Bottom Line Assessment;
 - Viability of Doncaster Hill; and
 - Future of the Hill – waves of development (case studies, new infrastructure changes for the UGB & implications); and
- Presentation by Terry Montebello, Maddocks Lawyers
 - A legal perspective on the implementation of Doncaster Hill.

On 21 March 2006, Council was presented the following:

- Presentation by Justin Krzywokulski, Development Executive, Westfield Group Limited
 - Presentation of expansion plans for Westfield Doncaster; and
 - Discussion about how the new Westfield integrates with the Doncaster Hill vision;
 - Implementation of the Strategy

- Package of tools that implement the Doncaster Hill Strategy; and
- Future Work Program
- Presentation by Christian Griffith, Director GTA
 - Review of the macro traffic and transport planning & justification; and
 - Paramics Model; and
- Current traffic conditions and Council's response.

4.1.2 Sustainable Design Task Force

The Sustainable Design Task Force continued to meet to discuss the merits of development applications in Doncaster Hill, providing advice and constructive feedback with respect to furthering urban design and ESD objectives to developers and their architects. The Taskforce now also meets to discuss all major applications in Manningham, due to the success of using the Taskforce for Doncaster Hill.

The Taskforce was reviewed last financial year and various initiatives put in place to further improve the use of the Taskforce. As part of this review, Council officers briefed the Sustainable Design Task Force of approved strategies and policies, gazetted amendments, exhibited and proposed amendments, Doncaster Hill and Major Applications. This will be performed on an annual basis.

The Task Force, which consists of two Councillors, plus the Ward Councillors relevant to the applications considered, relevant internal officers and external urban design and architectural professionals, has commented on one Doncaster Hill development proposal during this financial year:

- 812 Elgar Road and 4 and 5 Elgar Court, Doncaster – proposal for a 10 storey apartment development (23 February 2006).

With the Council election, two Councillors have now been appointed to the Taskforce, including Cr Ron Kitchingman (Chair) and Cr Warren Welsh.

4.1.3 Streetscape Committee

The Streetscape Committee continued to meet and have held discussions with respect to trees and boulevard treatment in relation to Doncaster Hill.

4.2 INVOLVEMENT OF OFFICIALS:

4.2.1 Executive Management Team (EMT)

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

4.2.2 Doncaster Hill Unit

At the commencement of the 2005/2006 financial year the members of the Doncaster Hill Unit Team consisted of a part time Project Manager (0.6 days), part time Strategic Planner (0.4 days) who resigned in July 2005 and was not replaced, and part time Administrative Officer (0.4 days), with consistent input provided by other relevant staff on an 'as needs' basis.

Other relevant staff have included Council's Director of Environmental Amenity, Economic and Environmental Planning Manager, Statutory Planning Manager, Urban Designer, Strategic Planning Coordinator and Team Leaders, Marketing manager, Project Management Client Services Engineer, Customer Service Engineer, Traffic Engineer, Environmental Engineer and Aged and Disabilities Social Planner.

The group meets on a monthly basis to discuss progress of the Doncaster Hill Strategy and relevant planning applications. Doncaster Hill Unit members have liaised with external bodies, including Department of Sustainability and Environment, Department of Education, Vic Roads, Alinta and Westfield.

4.2.3 Marketing Meetings

The marketing of the Doncaster Hill project has continued with the Manningham Marketing Unit working together with the Doncaster Hill Unit on overall marketing of the Doncaster Hill project.

Monthly meetings were held with the Marketing Manager prior to the change of management. Regular meetings will commence with the newly appointed Marketing Manager in 2006/2007.

4.2.4 Other resources

Where necessary, consultants have been utilised to augment internal capacity and to undertake specialist work.

This has included the finalisation of the Doncaster Hill Development Contributions Plan with SGS Consultants. Consultants GTA (traffic), MacroPlan (economic) and Maddocks (legal) were utilised for the detailed briefings with Council on 21 February and 21 March 2006, as detailed above in Section 4.1.1.

5 MAJOR AREAS OF WORK

5.1 AMENDMENTS TO PLANNING SCHEME

5.1.1 Amendment C30 and C37 Development Contribution Plan (DCP), Open Space and Public Acquisition Overlay (PAO)

Amendment C30 combines three separate, but related items, by introducing a Development Contributions Plan (DCP) within the Doncaster Hill Activity Centre; introducing a Public Acquisition Overlay over a number of properties within and surrounding the Doncaster Hill Activity Centre and specifies a mandatory public open space contribution rate of 5% for all subdivision applications within Doncaster Hill.

Amendment C37 is a corrective amendment to Amendment C30. It identifies properties to be covered by the Public Acquisition Overlay to enable the delivery of appropriate open space for the Doncaster Hill Activity Centre.

Amendments C30 and C37 (Development Contributions Plan, Open Space and PAO) were lodged for Ministerial approval and gazetting in June 2005.

The Minister for Planning approved the inclusion of both Amendments into the Manningham Planning Scheme and gazetted Amendment C37 on 18 August 2005 and Amendment C30 on 8 September 2005.

5.1.2 Amendment C50

Amendment C50 implements the Manningham Residential Character Guidelines (March 2005). The Amendment encourages increased densities around existing activity centres and along Main Roads, where there is access to a range of services. This enables the areas removed from activity centres and main roads to be developed at a lower intensity to provide more opportunities for private open space and landscaping to protect and enhance existing landscape qualities.

Precinct 2 applies to areas surrounding Activity Centres and along Main Roads. The precinct applies to the area surrounding the Doncaster Hill precinct. The Amendment identifies Doncaster Hill as the prime location for redevelopment for residential, commercial and community uses, and is identified as the only Principal Activity Centre in the municipality.

Amendment C50 was lodged for Ministerial approval in May 2006.

5.2 MAJOR REPORTS APPROVED BY COUNCIL

5.2.1 Doncaster Hill 2004/2005 Annual Report

The Doncaster Hill Annual Report 2004/2005 set out a summary of the major work that was undertaken between the period of 1 July 2004 and

30 June 2005, to further the development and implementation of the Doncaster Hill Strategy.

The report recommended that Council note the information provided by the Doncaster Hill Report including the future budget and work program for 2005/2006 and endorsed placing the report on the Doncaster Hill website.

The report was approved by Council at its meeting on 25 October 2006.

5.2.2 Frederick Street Petition

This report was prepared in response to Council receiving a petition from the residents of Frederick and Merlin Street, Doncaster. The report outlined that the petition of 60 signatories requested that Council address and resolve concerns about the possible re-opening of the road closure located in Frederick Street, and that entry and exit points to the planned apartment complexes on Doncaster Road at the northern end of Frederick Street be exclusively via main road frontages.

The report specified that in order to properly plan for the Doncaster Hill Activity Centre, Manningham City Council, along with an appointed consultant team, prepared a significant number of strategic reports over the past 5 years, including a number of detailed traffic and transport reports.

The reports concluded that the Doncaster Hill Strategy and growth forecasts to 2021 could be accommodated through the undertaking of infrastructure improvements and by meeting the targeted increase in both public transport and non-motorised transport without significant detriment to the operating conditions of the road network in Doncaster Hill. Through traffic would be discouraged through the installation of the additional signalised intersections on the main roads and the installation of traffic management devices in local streets.

Traffic management proposals for all precincts were developed to concept stage. Major infrastructure elements such as new roads, and intersection treatments along Doncaster Road were developed to a higher level of detail.

The report outlined that it is implicit in the road closure (or opening) process that Council must make the decision, and any recommendation would be presented to Council as part of a formal report.

Such a report would be expected to include advice on consultation with potentially effected residents. It is expected that this consultation process would include residents of Frederick Street and other effected

streets. It is anticipated that this process will not be initiated for some years, and is unlikely to be required in the next ten years.

It was recommended that Council reiterate its requirement that access to the Pinnacle and Montage developments be from Frederick Street north of the existing road closure and that Council proceed with consultation concerning traffic treatments proposed in the Doncaster Hill strategy when increased traffic volumes warrant a review.

The report's final recommendations included that Council:

- 1) *support the requirement that access to the Pinnacle and Montage developments be from Frederick Street north of the existing road closure and foreshadows that it sees no justifiable reason for any request to re-open Frederick Street for access to these developers within the next decade;*
- 2) *agree to retain the Frederick Street road closure in its current position for at least 10 years;*
- 3) *review the need to retain the road closure in Frederick Street, Doncaster, only when the revised access arrangements to Doncaster Shoppingtown as envisaged under Planning Permit 15005 are complete and increased traffic volumes within Precinct 2 of Doncaster Hill necessitate a review of the local area traffic management measures throughout the Precinct and at that time, with a specific objective of protecting the optimal level of residential amenity in the balance of Precinct 2; and*
- 4) *note that a local area traffic management review is presently underway arising from an expression of concern from Frank Street residents and that a report on the findings of this review will be presented once traffic data is to hand, analysis finished and appropriate consultation with residents in the precinct are finalised.*

The report was adopted by Council at its meeting on 27 September 2005.

5.2.3 Public Private Partnerships: A Possible Alternative Funding Model for Future Council Assets

The report investigates potential funding models to:

- more efficiently and effectively deliver Council core services;
- respond to an increasing demand to deliver services and associated infrastructure in the short-to-medium term; and/or
- generate additional future revenue for Council-owned land, where appropriate.

The report explores different funding models that sit under the Public Private Partnerships (PPP) umbrella, discusses relevant federal and State Policy for such projects, provides a number of case studies, issues and costs. The report lists possible future projects the Council

may wish to consider and recommends a series of PPP Principles and evaluation processes for Council should it wish to pursue such projects.

The report completes Council Plan Action Item 10.1.8, and was presented to the Executive Management Team on 17 May 2006.

6 OTHER RELATED AREAS OF WORK

6.1 DONCASTER HILL FINANCIAL MANAGEMENT SYSTEM - ONGOING DEVELOPMENT

As part of satisfying the requirements of introducing a Development Contributions Plan into the Manningham Planning Scheme as proposed by C30 and 37, a financial management system was prepared and implemented in July 2005.

The System, which was prepared by Council Officers from Economic and Environmental Planning and the Finance Unit, ensures a transparent process is followed and establishes an accounting and tracking system to capture all Doncaster Hill income and expenditure. The system constitutes one account to manage development contributions (as listed in the Development Contributions Plan, February 2005) and another account to manage expenditure and income derived from open space contributions collected from in and around the Doncaster Hill Activity Centre. The system will enable all financial activity to be captured for development and open space contributions for Doncaster Hill.

A new Council Policy has also been prepared as part of the new system, "Doncaster Hill Financial Management of Development Contributions", to guide relevant staff in the processes and procedures involved in managing the Doncaster Hill Development and Open Space Contributions System (Refer to Attachment 1)

Further communication materials will be developed (together with the Finance Unit), including the preparation of a process map and training sessions to educate staff on how the system will operate later in the new financial year (2006/2007). An annual audit will be prepared for the system and incorporated into next years Annual Report.

6.2 PURCHASE OF PROPERTIES (PUBLIC ACQUISITION OVERLAY - PAO & OTHERS)

No further properties were purchased during this financial year as part of implementation of the Public Acquisition Overlay and other provisions.

6.3 ACTIVITY CENTRE ZONE

In 2004/2005, Amendment C45 was prepared to introduce a Comprehensive Development Zone to replace the Business 2 Zone in land within Doncaster Hill as an interim measure to address the issue of

promoting mixed-use at Doncaster Hill. Amendment C45 was gazetted on 24 March 2005, introducing the interim zoning provisions until 31 December 2007.

The issue of the preferred zone for activity centre planning remains unresolved and it is anticipated that DSE will provide further certainty in the near future.

The experience of developing and implementing the Doncaster Hill Strategy has provided valuable input into the formulation of the Eastern Regional Housing Statement which was adopted by the Region in April 2006. Doncaster Hill makes a significant contribution to the Housing Statement's objectives:

- Ensure that the location of future housing is planned and managed to maintain and enhance the region's liveability.
- Ensure that housing development in dispersed residential locations maintains and enhances the valued character of the location and is designed to be sustainable and to engender a sense of community.
- Ensure that a diverse range of housing choices are available across the region to respond to changing household needs.
- Ensure that the design and built form of new residential development is sustainable, appropriate to the character of its location and engenders a sense of community.
- Ensure that new housing makes the most efficient use of available infrastructure and services and new infrastructure and services are timed and delivered to support new housing.
- Ensure integrated planning to retain, and provide good access to, economic and employment opportunities within the region.

Further the Housing Statement includes specific actions that will assist in resolving planning issues, namely:

- Planning tools that can effectively maintain a balance between commercial and residential activities within areas of mixed land use activity. This may include a mixed use zone which provides discretion over the extent/nature of residential use in accordance with local policy and the capacity for vertical zoning. In this context, 'vertical zoning' refers to tools and mechanisms to manage the mix of uses within building of more than one floor;
- Work to identify and achieve mechanisms to encourage interim or adaptable built form or uses for key sites in activity centres suitable for future housing and to discourage these sites from the long term loss of use for housing;
- Work collaboratively with the private development sector including developers and peak bodies such as the HIA, UDIA, Property Council and other stakeholders to investigate the economic viability

of different approaches and models for residential development in activity centres and identify and remove barriers to larger scale residential renewal projects within Principal and Major Activity Centres and major redevelopment sites and precincts;

- Establish a forum to share information regarding best practice activity centre planning.

6.4 DONCASTER HILL SUSTAINABILITY MANAGEMENT PLAN (SMP) PROCEDURAL MANUAL AND CHECKLIST AND TRAINING SESSIONS

Critical to the Doncaster Hill Strategy and the aim to achieve Best Practice environmental design on the Hill, two documents were prepared, including the Doncaster Hill Sustainability Management Plan Procedural Manual and Checklist by Council Officers and consultants DesignInc. The Procedural Manual is an in-house document prepared to assist Council Officers, principally Statutory Planners, in assessing SMP's. It examines each of the key elements and establishes benchmarks to assist in assessing the level of compliance and also identifies key references and resources. The checklist is a companion to the Manual and is used to summarise compliance in a spreadsheet format. Council Officers and DesignInc held additional Training Sessions in September 2005.

The experience of the Doncaster Hill Sustainability Guidelines has been used to develop similar Guidelines for the rest of the municipality.

6.5 MORELAND STEPS TRAINING SESSIONS

Training sessions for Manningham City Council staff were organised on 10 and 12 October 2005 with Moreland City Council to provide an understanding and knowledge of the STEPS program.

STEPS is an interactive, user-friendly, web-based residential building sustainability rating tool. It was developed as part of the Moreland Sustainable Tools for Environmental Performance Strategy (STEPS) project, however can be used by other Councils.

The web-based tool provides a comprehensive assessment of the environmental performance of a given planning application, and generates a report, which offers relevant information for increasing the sustainability performance of the proposed dwelling. The tool can play a significant role in simplifying the approval authority process and streamlining applications. The potential use of the tool by Manningham City Council will be reviewed in the future.

6.6 DONCASTER HILL LOCAL LAW

The preparation of a Local Law for Doncaster Hill was undertaken last financial year to ensure that the amenity of the precinct is maintained to a higher quality standard, in response to the fact that during this period

of a downturn in the development market, a number of key sites on the Hill remained vacant and degraded. The implementation of the Local Law was postponed until the Council election was held, and is now expected to be placed on exhibition in the 2005/2006 financial year.

6.7 CAPITAL WORKS

A number of Capital Works projects have been undertaken this financial year, including:

6.7.1 Precinct 1 Streetscape Works – Playhouse Theatre Frontage

Council has undertaken beautification works along the frontage of Council Offices and the Doncaster Playhouse, extending the original boulevard test strip. The works include paving, construction of new walls, landscaping and service relocation. The works are costed at approximately \$97,018. Works are expected to be completed by June 2006.

6.7.2 Carawatha Reserve

The need for a replacement of the outdated playground equipment at Carawatha Reserve has initiated an upgrade to this Reserve, as the very first upgrade of open space within the Doncaster Hill precinct. Carawatha Reserve is one of four urban parks that will service current and future Doncaster Hill residents. It is intended that each of these parks be developed as tranquil, treed, predominantly green open spaces which offer quality play opportunities, sheltered seating, viewing and other forms of passive recreation in well lit, well linked, safe environments. Each space will feature integrated public art to help express local cultural heritage values and underlying landscape character.

Having undertaken initial consultation with residents in June 2005, this year has involved concept design planning for the Carawatha Reserve. The reserve will feature a new play space, seating, shelter and landscaping, with sustainability initiatives such as the use of recycled materials. This Stage 1 was costed at \$6,900 for the design component. Stage 2, which will be implemented in 2006/2007, will involve further consultation and final construction.

6.7.3 Sovereign Point Public Art Feature

This year, Council has worked with the Sovereign Point Residents Working Group on the design of the public art feature to be installed on the complex property at 1 Sovereign Point Court, Doncaster. The public art feature has been fully funded through a \$50,000 public art contribution made by the developer Boulderstone Hornibrook as part of the planning application for the development of this apartment complex.

This year has involved the Sovereign Point Residents Working Group shortlisting 3 artists to prepare a concept for the public art feature, and

once the preferred artists has been chosen by the group, Stage 1 of the works will be finalised. The cost of the design and Stage 1 of this project has been costed at \$30,000 for this year, with the final stages to be completed next year are costed at \$20,000.

6.7.4 Streetlight Audit

An audit was completed this year by Council's Urban Designer of street lights along the major roads in the Doncaster Hill precinct. The Audit will assist in future planning for lighting in the precinct, as part of the requirements of the Doncaster Hill Developer Contributions Plan, to ensure that there is a consistent design theme.

6.8 AWARDS/GRANTS

6.8.1 Grants applied for:

Melbourne 2030 Creating Better Places Funding (2005/2006)

Council applied for \$945,550 funding for three stages of streetscape funding for Doncaster Hill through the Department of Sustainability's Creating Better Places Funding Program.

In April 2006, Council was successful in obtaining \$235,000 funding from the State Government for Stage 1 of works proposed by the application, which was the second highest amount of funding awarded to a local council across the state for this year.

Stage 1 will include the extension of the Doncaster Hill boulevard streetscape treatment along Doncaster Road from the Doncaster Playhouse to the Old Shire Hall (Doncaster and Templestowe Artists Society) to create a distinctive identity and form a conducive environment for vibrant pedestrian focused activity. The works aim to reaffirm this area's character as an arts/heritage civic precinct.

Works will feature an integrated suite of design elements including an attractive widened promenade, contemporary street furniture, lighting, themed planting and public art. Works will involve removal of an existing brick wall at the front of Doncaster Primary School and Doncaster Playhouse (located on the School grounds) to create this boulevard and urban space that better links the community with:

- Council Offices;
- Doncaster Primary School;
- Doncaster Playhouse;
- Doncaster and Templestowe Artists Society Hall; and
- Westfield Shoppingtown.

A new public art feature fence will be constructed along Doncaster Primary School providing security and safety for the school and yet allowing for some permeability and a better link to these facilities,

revealing their architectural form. It is anticipated that the Doncaster Primary School children will be actively involved in the development of the concept for the art fence, potentially with the use of their artwork in the design of the fence.

A Steering Committee has been coordinated to drive the delivery of the project, which is programmed for completion by end of June 2007, to ensure that Council work closely with all relevant parties. The Steering Committee will be chaired by Koonung Ward Cr. Bill Larkin, and will include representatives from the Department of Education, the Department of Sustainability and Environment, Doncaster Primary School and relevant Council Officers.

7 COMMUNICATIONS AND MARKETING

Further from Phase 1 (Content Formation) and 2 (Education and Participation) of the Doncaster Hill Marketing and Communications Strategy, Phase 3 continues the promotion of Doncaster Hill.

In light of the continued economic climate and media attention, the Marketing and Communications Plan Phase 3, Action Plan (July 2004/June 2005, July 2005/June 2006) promotes awareness of Doncaster Hill, it also emphasised the continued development and promotion of the Virtual Reality Model, the need to proactively address risk management, the need to proactively engage the community and the developer sector as well as continue Council's efforts to build Doncaster Hill as a destination, and a future place for the whole community.

7.1 CONSULTATION AND COMMUNICATION

7.1.1 Internal

Due to budgetary restraints, no funds were allocated to marketing collateral or to specialist marketing consultancy advice. The Doncaster Hill Project Manager participated in regular meetings with the Marketing Unit, ensuring all issues and media concerns were approached strategically and reflected a cross Council position.

Council's Doncaster Hill project group with representatives across Council was used as an internal forum to update key parties involved in the project on its progress including all communications actions and events.

Furthermore internal communication was regularly sought over the phone, and via e-mail to circulate documentation for comment and seek general consensus on communication actions.

Information Summary updates were forwarded to members of EMT and Council, and meetings were sought with the Director and CEO on specific issues.

7.1.2 External

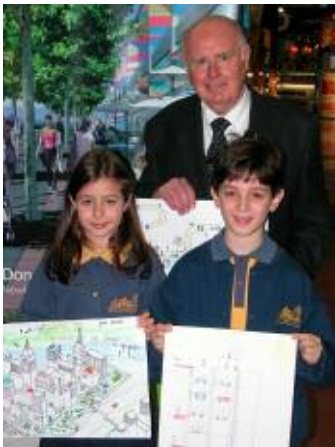
Consultation and communication continued to occur with key stakeholders, including developers, consultants, referral authorities, the planner community as well as the Manningham and Doncaster Hill communities.

Furthermore the doncasterhill.com website was continually updated and improved, articles and media releases were generated to continue to generate awareness of the Doncaster Hill project overall, and its specific components both among the community and our professional peers.

7.2 COMMUNICATIONS ACTIVITIES

The last 12 months included a number of communication activities for Doncaster Hill including the following:

7.2.1 Doncaster Hill – Through the Eyes of Children Exhibition (Westfield Shoppingtown, 11-17 July 2005)



This project involved a partnership between Manningham City Council, Doncaster Primary School and Westfield Shoppingtown Doncaster. The children of Doncaster Primary School were asked to draw their vision of what Doncaster Hill will look like in 20 years time, as they, as future residents, will be key users and visitors of this civic hub when fully developed. The artwork was exceptional, with a number of the children's drawings being used for flags and hoardings in the precinct.

Council and the Primary School approached Westfield with regard to providing free exhibition space to display the artwork for the community to see. Westfield agreed to provide their Centre Court space free between 11 and 17 July 2005.

As part of the exhibition, Council Officers were available to discuss the project with the community for the seven days at Westfield. Brochures, pamphlets and the Virtual Reality Model were featured in Council's display.

The response from the community was overwhelmingly positive, with many of the questions focused on timelines of the development, public transport and the commencement of the Westfield redevelopment.



7.2.2 Doncaster Hill – DSE Communications Pilot

The Department of Sustainability and Environment Melbourne 2030 Implementation Group has approached Manningham City Council to be a pilot for communications. This will involve a partnership approach with DSE to providing regular information and raise awareness about Doncaster Hill in the context of Melbourne 2030. DSE will make marketing officers and materials available to Council and will work together to devise a work program for the next financial year, targeting various initiatives and timelines to provide information to the local and major media, as well as for the Manningham community, and other key stakeholders.

7.3 NEW MARKETING COLLATERAL

7.3.1 Doncaster Hill Hoarding and Flags

New flags based on the artwork by Doncaster Primary School children were re-printed and placed back onto the flagpoles in the Doncaster Hill precinct.

The hording that also featured artwork by Doncaster Primary School children was repaired and has since been placed back along the fence line of 659 Doncaster Road, Doncaster.



7.4 PUBLIC RELATIONS

Communication undertaken in the last 12 -month period continued to focus on raising awareness in the Manningham Community and by key stakeholders about Doncaster Hill and generating awareness of the various milestones in the 20 -year strategic approach.

7.4.1 Media

Media interest continues to focus on Doncaster Hill. Council has undertaken significant effort in promoting the project's milestones, including the gazettal of the last two Amendments C30 and 37. A total of 67 articles appeared in the local press and Manningham Matters.

The following table outlines all the articles appearing in newspapers covering Doncaster Hill from 1 July 2005 to May 2006.

Date	Topic	Newspaper
24 August 2005	Shoppingtown to be expanded	Manningham Leader
24 August 2005	Big change to affect local shops	Manningham Leader
21 September 05	Notice of Approval of Amendments C30 & C37	Manningham Leader
28 September 05	Roadblock to stay: Council	Manningham Weekly
October 2005	Residents protest Doncaster Hill	The Local Paper
5 October 2005	Roadblock to remain	Manningham Weekly
5 October 2005	Seven-storey Hill units OK	Manningham Leader
19 October 2005	Anger over Hill traffic concern	Manningham Weekly
2 November 05	Backing views	Manningham Weekly
2 November 05	Traffic meetings	Manningham Weekly
16 November 05	City's vision for hill 'flawed'	Manningham Leader
9 November 05	Critics want Hill shelved	Manningham Leader
30 November 05	Council strategy faces new threat	Manningham Leader
8 February 06	Government urged to provide transport alternative	Manningham Weekly
8 February 06	Car study focus on Frank St	Manningham Leader
8 February 06	Fears over new plan	Manningham Leader
15 February 06	Trio Pick up from developer	Manningham Leader
15 February 06	'No attempt to be secretive' on payout	Manningham Leader
15 February 06	Campaign poster 'a fluke'	Manningham Leader
22 February 06	Tower Street, Doncaster proposed	Manningham Leader
22 February 06	Tower Street, Doncaster proposed Restriction of Use of Road	Manningham Leader
22 February 06	Tower Street, Doncaster Road Discontinuance and Restriction of use of Road	Manningham Weekly
22 February 06	Tower Street, Doncaster proposed Road Discontinuance	Manningham Weekly
22 February 06	Tower Street, Doncaster Proposed Restriction of Use of Road	Manningham Weekly
1 March 2006	Apartment impact	Manningham Weekly
8 March 2006	'Suitable' time for corridor upgrade	Manningham Weekly
8 March 2006	State urged to act on corridor	Manningham Leader
15 March 06	'Extend tram route' call	Manningham Weekly
15 March 2006	Tramline on the books	Manningham Leader
15 March 2006	Railway priority	Manningham Leader
22 March 2006	Meeting airs Hill concerns	Manningham Weekly
22 March 2006	Residents slam VCAT	Manningham Weekly
22 March 2006	High-rise hill plan 'not a goer'	Manningham Leader
22 March 2006	Shoppingtown beef-up hovers	Manningham Leader
29 March 2006	Hill precinct works attract \$235,000 grant	Manningham Weekly
29 March 2006	Let's not pretend here	Manningham Leader
April 2006	\$235,000 Creating Better Places grant to spruce up Doncaster Hill	The Local Paper
5 April 2006	Attack on precinct planning	Manningham Leader
5 April 2006	Grant for Hill	Manningham Leader
5 April 2006	Call for \$10m bus upgrade	Manningham Leader
5 April 2006	Rail the way to go, says lobby group	Manningham Leader
5 April 2006	We lack drawcards	Manningham Leader
5 April 2006	Pretending it's 1960	Manningham Leader

Date	Topic	Newspaper
5 April 2006	Expand the question	Manningham Leader
12 April 2006	Traffic meeting becomes a muddle	Manningham Weekly
12 April 2006	Citizens' jury on Hill issue urged	Manningham Weekly
12 April 2006	Meeting takes wrong turn	Manningham Weekly
12 April 2006	People meet to help drive away traffic	Manningham Leader
12 April 2006	Latte longing	Manningham Leader
19 April 2006	Stick with councillors	Manningham Leader
19 April 2006	Section missed	Manningham Leader
19 April 2006	Time to bow out of politics, councillor	Manningham Weekly
19 April 2006	Ratepayers ignored	Manningham Weekly
26 April 2006	Hotel plan on the table	Manningham Weekly
26 April 2006	Free advice: 'Pull your head in, Meg'	Manningham Weekly
26 April 2006	Issues confused	Manningham Weekly
26 April 2006	Howled down	Manningham Weekly
26 April 2006	Hill plan 'breakthrough'	Manningham Leader
3 May 2006	Car dealers in new Hill push	Manningham Leader
3 May 2006	Don't base your criticism on age	Manningham Weekly
3 May 2006	Vested interests	Manningham Weekly
3 May 2006	Honesty, please	Manningham Weekly
10 May 2006	Summit over Doncaster Hill	Manningham Weekly
10 May 2006	Out of order	Manningham Weekly
10 May 2006	No secrets	Manningham Leader
17 May 2006	No extra lanes for Doncaster Road	Manningham Weekly
17 May 2006	Westfield jobs safe	Manningham Leader

7.4.1.1 Media Briefings

The Manningham Leader has had significant staff turnover in the last 12 months. As a result, meetings have occurred with journalists and the editor from Manningham Leader early this financial year to provide the new team with the project background and profile. However, a new briefing will be planned for early next financial year due to further staff changes.

7.4.1.2 Media Releases and Statements

Two media statements were released this year relating to the financial expenditure by Council for the Doncaster Hill Strategy. Two media releases were also released regarding Doncaster Hill this financial year, including:

DONCASTER HILL PLANNING SCHEME APPROVED (13 September 2005)

The media release advised that the Minister for Planning, The Hon Rob Hulls had approved Amendment C30 to the Manningham Planning Scheme on 8 September 2005, incorporating the Development Contributions Plan into the Manningham Planning Scheme

MANNINGHAM RECEIVES \$235,000 GRANT FOR DONCASTER HILL

This media release advised that Manningham City Council was awarded one of the largest grants from the State Government's Creating Better Places program to fund stage one work on the Doncaster Hill Boulevard and Urban Space project.

It specified that Manningham would receive \$235,000 of the available \$3 million offered this year by the program, which provides funding for projects that enhance public space and preserve valuable community facilities.

The money will contribute to the extension of the Doncaster Hill Boulevard streetscape treatment on the north side of Doncaster Road, from Doncaster Playhouse to the old Shire Hall. This work will create a distinctive identity and provide a vibrant pedestrian environment, thereby reaffirming the character of this area as an Arts/Heritage precinct.

7.4.1.3 Articles

During the period a total of 40 articles on or related to Doncaster Hill appeared in the media, of which 42% were positive, 28% negative and 30% neutral.

7.4.1.4 doncasterhill.com – Web Communications

The doncasterhill.com website was continuously reviewed and updated throughout 2005/2006.

Due to the change in the Council server network, statistics in terms of website hits was unavailable for this financial year. They will be available for next financial year's annual report.

7.5 DONCASTER HILL 3D VIRTUAL REALITY MODEL

The Doncaster Hill 3D digital Virtual Reality Model continues to be used as a major communication and marketing tool for the Doncaster Hill Project.

The current model now resides in GIS, who have developed protocols for data requirements to ensure developer's proposals can be easily placed within the model. The residential development at 18-20 Tower St is for a four and five storey apartment complex. The building will comprise of 45 dwellings, and is made up of 24 one-bedroom and 21 two-bedroom apartments. The complex provides associated basement car parking and is located east of Westfield Doncaster Shoppingtown.

The development of in-house skills to use and to continue to develop a 3D- VRM model of Doncaster Hill and future terrain models/ building

envelopes by Council is anticipated to be managed by GIS with involvement by the Economic and Environmental Unit.

An internal virtual terrain modelling capacity at Council will be crucial in the delivery of the Doncaster Hill Project in the future especially once market forces enable new developers to approach Council with proposals for the site.

7.6 PROFESSIONAL PROFILING

During the course of this financial year stakeholders continued to display a keen interest in learning from the Doncaster Hill Project experience.

Council and the Doncaster Hill Team in particular received several requests from local, interstate and regional Councils specifically requesting copies of the Doncaster Hill Strategy, Sustainability Guidelines and CD-rom profiling the Hill's Virtual Reality Model.

Evidence suggests that the doncasterhill.com website has been visited by representatives of the media, local government and planners as well as the community. Comments relayed by telephone indicated that users have found the information useful and interesting.

7.6.1 Presentations

Presentations on the Doncaster Hill Project and its aspects have been delivered to the following:

- **International Cities and Town Centres Conference (6-9 June 2006)**
Manningham City Council has been invited to present on the Doncaster Hill Strategy at the International Cities and Town Centres Conference on 7 June 2006. The topic being presented is "When Developers Don't Come To The Party! Doncaster Hill: Holding On To The Vision". The Paper will examine how, with the current downturn in the development market, Councils like Manningham are facing the continual challenge of ensuring that the vision for such revitalisation projects are realised and sustained during the ups and downs of the economy. A significant issue throughout the implementation period is the pressure to review the strategic direction of activity centre planning. This includes succumbing to interim uses and fighting off inconsistent uses that may negatively impact on the long-term vision of centre planning.

The paper will look at some of the innovative processes and tools being used by Manningham in response to such pressures. These include having an integrated framework that goes beyond planning tools and responses, incorporating

marketing and communications, incentives for developers, and clear policy direction.

- **Sustainable Melbourne: 2030 and Beyond (14-15 June 2006, Melbourne)**
Manningham City Council has contributed to the session being presented at the Sustainable Melbourne: 2030 and Beyond Conference in June 2006, on “Activity centres and Structure Planning: What Have We Learned? Where to Now?”. The session will use Doncaster Hill as one of the case studies to review progress with activity centre structure planning.
- **Department of Sustainability Activity Centre Planning Implementation Group (ACPIG),**
Presentation on implementation of Doncaster Hill and the Manningham Activity Centre Strategy (16 November 2005);
- **Manningham Rotary – Overview of the Doncaster Hill Project** (15 August 2005); and
- **Doncaster Rotary – Overview of the Doncaster Hill Project** (22 February 2006).

8 PLANNING APPLICATIONS

8.1 DEVELOPMENT APPLICATIONS

During this period, applications were progressed as follows:

Development	Date Lodged	Date Approved	No of Objections	Status
642-654 Doncaster Road (PA 12606) - Montage	25/05/01	24/1/02	0	Extension of commencement time approved until 24 January 2008.
584-588 Doncaster Road (PA 13073) – Ultra 819	22/10/01	03/05/02	0	Extension of time issued new expiry 03/05/06
632-640 Doncaster Road (PA 13161) - Pinnacle	23/11/01	03/05/02	0	Extension of time issued new expiry 03/05/06
632-640 Doncaster Road (PA 17487) – Stand-alone Car Showroom and Dealership	11/05/06	-	-	Further information required by applicant prior to consideration.
95-99 Tram Road (PA 13230.01)	16/08/05	17/01/06		Plans endorsed 12/02/06
682 Doncaster Road (PA 13879.01) – Doncaster Hill Hotel	27/03/06	-	21	Application advertised in April 2006.
619 Doncaster Road (PA 15005) - Westfield	9/10/03	31/05/04	0	Detailed planning to satisfy planning application requirements continues.

1 Firth Street (PA 16892)	15/09/05	25/01/06	0	Permit issued 25 January 2006.
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8.2 PROPOSALS CURRENTLY BEING DEVELOPED

18-20 Tower Street is in the final stages of construction.

It is anticipated that the first stage of the Westfield redevelopment will commence in August/September 2006. Detailed planning and finalisation of planning application requirements have continued to be resolved between Council Officers and Westfield.

9 PERFORMANCE EVALUATION

9.1 REVIEW PROCESSES

9.1.1 Doncaster Hill Unit

Approximately 95% of work tasks specified to be undertaken in 2005/2006 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 previous financial year (2004/2005) and in planning for the forthcoming years, 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 Doncaster Hill Project Manager now dedicates 0.7 days to the project, with a part-time Administration Officer at 0.3 days. 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 continued on a monthly basis. Key actions for the forthcoming financial year have been included in the Manningham Council Plan for next year, as part of a proposed Council Plan Action Item:

Continue the implementation of the Doncaster Hill Strategy via a programme of integrated actions including:

- Streetscape improvements to enhance the amenity and civic function opportunities of Precinct One;
- Implementation of the Communications Strategy to raise community, developer and other key stakeholder awareness and understanding; and
- Furthering work on the Doncaster Hill Community Plan, in light of the Westfield redevelopment.

9.1.2 Sustainable Design Task Force/Development Application Process

The development application process for Doncaster Hill was enhanced with the preparation of an in-house process manual, particularly focussing on the assessment of ESD requirements. A briefing was initiated in November 2005 to inform the Task Force of major strategies, policies, amendments and applications, which was the first briefing to be now performed annually.

9.1.3 Communications

It is expected that a major review of communications this next financial year with the Marketing Unit, as part of the Marketing Unit's broader analysis of Council's process of communications. This review will be coordinated as part of a proposed Council Plan Action Item for 2006/2007 which the Marketing Unit will lead, specifying:

"Review the adequacy of Council's consultative and participatory mechanisms and specifically address the potential for innovative inclusion methods such as citizens panels, citizens juries, consensus conferences and other relevant methodologies".

9.2 COMPLETION OF COUNCIL PLAN ITEMS

The only Council Plan Item for Doncaster Hill this financial year was completed on time, being:

3.2.1 "Continue the implementation of the vision and objectives of the Doncaster Hill Strategy".

9.3 PERFORMANCE INDICATORS

With the completion of the financial system for development contributions to Doncaster Hill, the forthcoming 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. The Doncaster Hill Unit will also provide input into the proposed Council Plan Item for 2006/2007 that will set up a Triple Bottom Line Framework for Council, and will also input into the Municipal Opinion Survey which will assist in the monitoring process.

10 BUDGET / WORK PROGRAM

10.1 OPERATING COSTS.

Attachment 2 shows the operating costs and capital expenditure for the past 2 years, the current financial year projected costs for the following two financial years.

It should be noted that the operating budget continues to be significantly reduced for the 2006/2007 financial year.

Attachment 3 sets out the work program for the Doncaster Hill Unit for the period July 2006 to June 2007.

ATTACHMENT 1



Policy number: [To be completed by ODU]

Policy title: **Doncaster Hill Financial Management of Development Contributions¹**

Policy context:

Council is required to implement an accounting and payment tracking system as part of the management of the Doncaster Hill Development Contributions Plan, February 2005.

The Doncaster Hill Financial Management System will capture and record all income and expenditure from funds collected relating to Doncaster Hill development contributions.

Planning and Environment Act 1987

The responsibilities of municipal councils in relation to Development Contributions Plans (DCPs) is outlined in Section 46Q of the *Planning and Environment Act 1987*.

Section 46Q(1) states:

'A municipal council must, in accordance with the Local Government Act 1989, keep proper accounts of any amount of levy paid to it as a collecting agency or a development agency under this Part.'

Section 46Q(2) states *'a municipal council to which an amount of levy is paid as a development agency under this Part must apply that amount only—*

(a) for a purpose relating to the provision of works, services and facilities in respect of which the levy was imposed; and

(b) in accordance with the approved development contributions plan.'

The *Planning and Environment Act 1987*, while clearly stating that it is Council's responsibility to *'keep proper accounts of any amount of levy paid'*, does not detail how this could or should be managed.

Development Contributions Guidelines, June 2003

The Department of Sustainability and Environment have developed the *Development Contributions Guidelines, June 2003* for the purpose of providing guidance to the development, implementation and management of Developments Plans in Victoria. In terms of establishing an accounting and payment tracking system, the Guidelines outline Council's responsibilities for the collection and management of levies through a DCP, specifying what a tracking system involves and when such as system should be established.

Significantly, it outlines what the accounting and payment tracking system should deliver. The Guidelines detail that the financial management system must be capable of:

- *'establishing one account per DCPO schedule (charge area) as a minimum requirement*
- *providing details for which individual infrastructure projects levies have been paid*
- *allocating the payment received against the relevant DCPO schedule*
- *matching the payment of the levy with the relevant property*
- *matching the payment to a particular planning or building permit*
- *recording the amount and date of individual payments*
- *issuing receipts for payments*
- *recording when works are provided by the developer in lieu of payment of a levy*
- *allowing for upfront payment for an infrastructure project by one developer and reimbursement as other payments are made over time*
- *notifying council if a payment has not been made by the due date, and*
- *presenting on an annual basis what levies have been collected for the year per DCPO schedule area and what funds have been spent delivering infrastructure projects'*

(Development Contributions Guidelines, June 2003: 95)

The ***Doncaster Hill Financial Management of Development Contributions*** policy is consistent with the abovementioned requirements.

Doncaster Hill Development Contributions Plan, February 2005

The Doncaster Hill Development Contributions Plan, February 2005¹, identifies the 56 infrastructure projects that are subject to development contributions. The projected level of income and expenditure for each of the projects, as well as both the developer's and Council's projected contribution, is outlined at Table 1 – Summary of Infrastructure Projects.

The projects are categorised under the following infrastructure type:

Development Infrastructure

Transport
Streetscape
Public Art
Social

Community Infrastructure

Social

(see Doncaster Hill Development Contributions Plan, February 2005: 16)

¹ The Doncaster Hill Development Contributions Plan, February 2005 has been updated in line with the Independent Panel's recommendations from the Amendment C30 & C37 Panel Report, December 2004. The costings contained in the Plan however are current as at June 2003. Costs are subject to change in accordance with the Consumer Price Index (CPI).

Levies for development infrastructure projects are generally collected through conditions on planning permits.

Levies for community infrastructure projects are collected through the building permit process. The building permit applicant must pay the community infrastructure levy prior to the building permit being issued.

Any Section 173 agreements Council has with any developers, as well as any grant funding obtained, will also be collected and reflected in the ***Doncaster Hill Development Contributions Spreadsheet***.

At its discretion Council may accept offsets, i.e. works undertaken by the developer that counterbalance the works intended to be administered by Council, in lieu of a cash payment for an infrastructure project. These offsets should be recorded in the ***Doncaster Hill Development Contributions Spreadsheet*** and subsequently deducted from the agreed upon Development Contribution charge for that developer.

Policy audience:

Staff from the following Service Units: Aged & Disability, Assets Coordinator, City Parks, Civic Buildings, Culture & Leisure, Economic & Environmental Planning, Finance, Project Management, Social & Community Services and Statutory Planning, but particularly those spending capital works monies.

Policy content:

The policy seeks to ensure that Doncaster Hill income and expenditure is managed responsibly. It proposes to do this by capturing and recording the funds contributed towards these infrastructure projects into a Doncaster Hill Financial Management System – Development Contributions. It will also be necessary to monitor payments to ensure comparisons are made between projected and actual cash flow.

In terms of **Income**, the policy is as follows: -

- Recognise that a property within or around the DHAC is subject to development contributions (refer to Manningham Residential Character Guidelines Map).
- Use the DCPO schedule to ascertain the extent of development contribution and for what type of infrastructure contributions will be made (refer to the Schedule to Clause 45.06 of the Manningham Planning Scheme).
- That if a property falls within the 'Areas along Main Roads' and 'Areas around Activity Centres' as identified in the Manningham Residential Character Guidelines, March 2005, that it's subject to a development contribution to be negotiated by the Statutory Planner.
- Obtain monetary contribution from the developer for development infrastructure at the planning permit stage (within 3 months of issue of the planning permit).

- Obtain monetary contribution from the developer for community infrastructure at the building permit stage [if applicable] (within 3 months of issue of the planning permit).
- Recording the payment of levies against property records to ensure accurate tracking of owner of payment (to prevent double payment as well as to track payer in the event funds are to be returned).
- Ensure that any monies obtained from developers for Doncaster Hill development contributions (either from within the DHAC or outside) are captured and recorded in the ***Doncaster Hill Development Contributions Spreadsheet***.
- If a property is affected by a Public Acquisition Overlay (PAO7 – Transport) that the related expenditure and income associated with the property is contained in the ***Doncaster Hill Development Contributions Spreadsheet*** (i.e. purchase price, rental, property maintenance costs, etc).
- Ensure that any monies obtained from developers under a Section 173 agreement are captured and recorded in the ***Doncaster Hill Development Contributions Spreadsheet***.
- That any urban design/public art/transport or social grant funding obtained should be directed into the ***Doncaster Hill Development Contributions Spreadsheet***.
- Should Council agree to any offsets proposed by developers, that the extent of work and the total sum agreed upon to offset should be reflected in the ***Doncaster Hill Development Contributions Spreadsheet***.

In terms of **Expenditure**, the policy is as follows: -

- Recognise that a property within or around the DHAC is subject to development contributions (refer to Manningham Residential Character Guidelines Map).
- Use the DCPO schedule to ascertain the extent of development contribution and for what type of infrastructure contributions will be made (refer to the Schedule to Clause 45.06 of the Manningham Planning Scheme).
- Ensure that Council's contribution is consistent with what has been apportioned, as is contained in the Doncaster Hill Development Contributions Plan, February 2005.
- Once the developer's portion has been secured, ensure that Council's contribution is recorded and reflected in the ***Doncaster Hill Development Contributions Spreadsheet*** within a 3-month period.
- Any costs associated with the maintenance of Public Acquisition Overlay 7 (PAO7 - Transport) purchased properties should be recorded and reflected in the ***Doncaster Hill Development Contributions Spreadsheet***.

It is essential that monies be received prior to Council organising the commencement of the works. In the instance that a development for which development contributions were received does not proceed, Council is

responsible for providing the developer with a full refund (pursuant to Section 46Q(4) of the *Planning and Environment Act 1987*).

For consistency reasons Council will, where possible, organise and administer the works required. Council does however have the discretion to ask that developers organise such works.

This policy should be read in conjunction with the ***Doncaster Hill Development Contributions Process Map*** and ***Doncaster Hill Development Contributions Spreadsheet***.

Policy non-compliance:

The consequence of not complying with the ***Doncaster Hill Financial Management of Development Contributions Policy*** would jeopardise the operation of responsibly managing Doncaster Hill income and expenditure. This would in turn cause detriment to the accuracy and transparency of tracking the extent of Doncaster Hill funds available to develop various development contributions projects. This could adversely affect the Doncaster Hill community and broader Manningham and regional communities.

Responsible Officer: [DEA]

Authority: [To be completed by ODU]

Responsible Officer:	Director Environmental Amenity	
Authority:	Executive Management Team	[insert date]
<i>End of Section</i>		

ATTACHMENT 2

DONCASTER HILL OPERATING BUDGET July 04 to June 08

	Actual 04 to 05	Actual 05 to 06	Actual 06 to 07	Projected 07 to 08
Amendment and related statutory costs:	20,000	0	0	0
Specialist costs re corporate plan items	5,000	0	0	0
Marketing & Promotion	58,000	0	2,549	2,549
Statutory Planning	0	0	0	0
Legal Advice as required	20,000	1,324	5,000	0
General Consultants	20,000	5,822	0	0
Administration Costs	5,000	0	5,000	5,000
sub total	128,000	0	0	0
Doncaster Hill Unit Salaries	171,000	110,151	86,782	84,782
Total Operating	299,000	117,297	99,331	92,331

DONCASTER HILL CAPITAL BUDGET July 05 to June 07

	Actual 04 to 05	Actual 05 to 06*	Actual 06 to 07**	Projected 07 to 08**
Developer Contribution Infrastructure	0	97,018	476,000	350,000
Open Space	0	6,900	180,000	331,000
Soveriegn Point Artwork	0	30,000	20,000	0
Total	0	133,918	681,000	\$686,000

* This figure is a projection to 30 June 2006. ** This figure is based on the Draft Five Year Capital Works Program. Includes \$235,000 of State Government Creating Better Places Funding.

DONCASTER HILL WORK PROGRAM – 2006/2007

ATTACHMENT 3

ACTION	DUE DATE	RESPONSIBLE OFFICER	Comments and Budget
Council Plan Items			No funding available
<p>“Continue the implementation of the Doncaster Hill Strategy via a programme of integrated actions including:</p> <ul style="list-style-type: none"> • Streetscape improvements to enhance the amenity and civic function opportunities of Precinct One; • Implementation of the Communications Strategy to raise community, developer and other key stakeholder awareness and understanding; and • Furthering work on the Doncaster Hill Community Plan, in light of the Westfield redevelopment.” 	Q4	EEP (Lead – Sofi), CLS, SCS, SP, ADS, Marketing, PM	\$0
“Review the adequacy of Council’s consultative and participatory mechanisms and specifically address the potential for innovative inclusion methods such as citizens panels, citizens juries, consensus conferences and other relevant methodologies”		Marketing (Lead), EEP (Sofi)	-
Undertake detailed planning and concept design for the construction of the Manningham Cultural Centre as part of the Doncaster Hill development		CLS (Lead), EEP (Sofi)	-
Advocate for improvements to public transport in Manningham through participating in the regional North Eastern Integrated Transport Study and securing State Government funding to develop and implement a long-term integrated, sustainable, public transport system that meets the needs of the Manningham community		Project Management, EEP (Sofi)	-
Amendments			Funding via Strategic Planning Budget
Permanent Activity Centre Zone solution	Y1-Y2	Sofi Natasha Swan	To be commenced late 2006.
Capital Works			
Creating Better Places Grant Streetscape Improvements	Q4	Gary Bateman, Sofi	See Attachment 2 Capital Budget
Carawatha Reserve	Q4	Paul Goodison, Mandy Banks	See Attachment 2 Capital Budget

Sovereign Point Public Art – final construction of public art	Q4	Paul Goodison	See Attachment 2 Capital Budget
MARKETING AND COMMUNICATIONS	Q4	Sofi/Jeanette/Marketing Unit	\$2,549
Preparation of the Phase 4 Marketing and Communications Plan	Q2	Sofi/ Jeanette/ Marketing	\$0
Develop Partnership with Westfield to communicate & market expansion of Westfield as a Doncaster Hill initiative	Q1	Sofi/ Jeanette/ Marketing	\$0
Official Opening of the new Doncaster Boulevard – work with DSE to promote the streetscape improvements funded by Creating Better Places: Official Ministerial Opening in June 2007.	Q4	Sofi/ Jeanette/ Marketing	\$1,549
Doncaster Hill DSE Communications Pilot – continue developing partnership approach: Implement work program for 06/07	Q1 & 2	Sofi/ Jeanette/ Marketing/DSE	\$500
Preparation of a Presentation to Major Developers	Q4	Sofi/Jeanette	\$200
Website Update Regular update of website: Inclusion of new articles & news; Removal of old articles, news; Image update	Ongoing	Jeanette	\$300
Hoardings & Flags Reprint or repair when required	Ongoing	Urban Designer	Funding via Urban Design Budget
Media Releases	Quarterly	Sofi/Jeanette/Marketing	\$0
Infosum Update Bi-monthly	Quarterly	Sofi/Jeanette	\$0
SBS Updates Annual Update via Annual Report	May 2007	Sofi/Jeanette	\$0
Key Stakeholders/Presentations Preparation of Powerpoint & kits Contact Companies Yarra Valley Water Melbourne Water VicRoads Etc	Q4	Sofi/Jeanette/Marketing	\$0

MAV DSE			
Funding Opportunities – Grant sourcing	Ongoing	Jeanette/Sofi	\$0
Awards	Ongoing	Sofi/Jeanette/Marketing	\$0
Media Liaison Leader, etc. – improve relationship with local media	Ongoing	Marketing/Sofi/Jeanette	\$0
Other Doncaster Hill Projects			
Development of the Doncaster Hill Green List with RMIT	Q4	Natasha/ Sofi	\$0
Finalisation of the Doncaster Hill Local Law	Q4	HLL – Lead Sofi – support	\$HLL
Complete Training and auditing system for the Doncaster Hill Finance Management System for the DCP	Q4	Sofi Finance Unit	\$0