

Doncaster Hill Strategy

Annual Progress Report



1 July 2008 to 30 June 2009



TABLE OF CONTENTS

1. ABOUT THIS REPORT	3
2. SUMMARY OF MAJOR ACHIEVEMENTS	4
3. COUNCIL COMMITTEES	6
3.1. Council Meetings	6
3.2. Doncaster Hill Implementation Committee	6
3.3. Sustainable Design Task Force	6
3.4. Strategic Transport Advisory Committee	7
3.5. Strategic Open Space and Streetscape Design Taskforce	7
3.6. Doncaster Hill Boulevard Pedestrian Underpass Steering Committee	7
3.7. Doncaster Hill Pedestrian and Cycling Link Improvements Steering Committee	8
3.8. Manningham Tourism Advisory Committee	8
3.9. Internal Officer Committees	9
4. CAPITAL WORKS	11
4.1. Capital Works Plan	11
4.2. Saxon Reserve	11
4.3. Doncaster Hill Boulevard and Pedestrian Underpass	12
4.4. Pedestrian and cycling improvements	13
4.5. Carawatha Reserve	13
5. DEVELOPMENT UPDATE	14
5.1. Amendments	14
5.2. Westfield Doncaster redevelopment	16
5.3. Planning applications and permits issued	17
6. PRECINCT 1	19
6.1. Precinct 1 Masterplan	19
6.2. Stage 1: The Civic Precinct	20
7. OTHER PROJECTS	21
7.1. Department of Planning and Community Development (DPCD) Memorandum of Understanding	21
7.2. Expert Assistance Panel	23
7.3. Box Hill Institute partnership	24
7.4. Doncaster Hill Pedestrian and Cycling Plan Review	21
7.5. Integrated transport improvements	25
7.5. 600 Doncaster Road land rationalisation	28
7.6. Ecologically Sustainable Development (ESD) initiatives	29
8. GRANTS / ADVOCACY	31
8.1. Precinct 1 Advocacy Plan and Civic Precinct (Community Hub) Design Assistance (\$300,000)	31
8.2. Living Libraries funding (\$500,000)	31
8.3. Federal Community Infrastructure Program (\$5 million)	32
8.4. Community Support Grants Program (\$1.5 million)	32
8.5. Department of Planning funding (\$1.5 million)	32
8.6. Children's Capital Program (\$500,000)	32
8.7. Smart Energy Zone (\$515,000)	33
9. MARKETING AND COMMUNICATIONS	34
9.1. Marketing and Communications Plan	34
9.2. Stakeholder engagement	39
10 BUDGET	41

1. ABOUT THIS REPORT

This Annual Report provides a summary of major work undertaken from 1 July 2008 to 30 June 2009 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 sixth Annual Report on the progress of the Doncaster Hill Strategy implementation.

Previous Annual Reports are available at
www.doncasterhill.com/KeyDocuments_Reports.htm

Front cover photographs:

1. The redeveloped Westfield Doncaster from the intersection of Doncaster and Williamsons Roads.
2. Participants at a workshop during consultation on the Precinct 1 Masterplan.
3. A cyclist on the newly constructed shared path behind Doncaster Primary School.

2. SUMMARY OF MAJOR ACHIEVEMENTS

The 2008/09 year saw a number of achievements in planning, implementation and on-the-ground works on Doncaster Hill, as well as significant State and Federal Government funding announcements that will ensure the continued progression of the Doncaster Hill Strategy.

Department of Planning and Community Development (DPCD)

Memorandum of Understanding

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

- i. Encouraging a higher level of dwelling completions than the market would otherwise deliver;
- ii. Maximizing 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.

This MoU included the establishment of a Doncaster Hill Working Group with Officers from MCC and DPCD. See Section 7 for a detailed summary of the MoU and Doncaster Hill Working Group.

Major private sector projects

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

- Completion of the \$650 million Westfield Doncaster redevelopment, with the Centre officially opened on 10 October 2008.
- The announcement that Intercontinental Hotel Group (IHG) will manage the Hotel at 682 Doncaster Road as a Crowne Plaza Hotel.



Above: Premier John Brumby, with Westfield Group Managing Director, Stephen Lowy, at the Westfield Doncaster grand opening on 16 October 2008.

Below: A concept image of the Doncaster Hill Crowne Plaza Hotel.



- Planning permits approved for:
 - 6-12 Berkeley Street – 6 storey building, 69 apartments; and
 - 10-12 Hepburn Road – 5 storey building, 53 apartments.

Capital works

Key capital works included:

- The completion of the Doncaster Hill Pedestrian Underpass upgrade;
- The completion of shared paths linking Precincts 1 and 3, and Westfield;
- Stage 1 works on the upgrade of Saxon Reserve; and
- Installation of Doncaster Hill boulevard treatment on the north-west corner of Doncaster and Williamsons Roads.

Communication and consultation

Key communications and consultation activities included:

- Four meetings of the Doncaster Hill Issues Forum;
- Three local developers' breakfast meetings;
- Continued update of the Doncaster Hill website and distribution of three eNewsletters;
- Exhibition of the Precinct 1 Masterplan and the Pedestrian and Cycling Plan review, and associated consultation for both.

Funding

Council successfully applied for around \$10 million worth of State and Federal Government grants during 2008/09. These were:

- **\$5 million:** Federal Government Community Infrastructure Program
- **\$1.5 million:** DPCD Urban Renewal Program
- **\$1.5 million:** DPCD Victorian Community Support Grants Program
- **\$515,000:** Sustainability Victoria Smart Energy Zones
- **\$500,000:** Living Libraries grant for the Doncaster Branch library
- **\$500,000:** State Government Children's Capital Program
- **\$300,000:** DPCD Expert Assistance Program

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



Above: Doncaster Hill boulevard treatment opposite Westfield on the corner of Doncaster and Williamsons Roads.

Below: IHG Director of Design for Australia, New Zealand and the South Pacific, Bryan Abbott, presents to the Doncaster Hill Local Developers Breakfast meeting on 12 June



3. COUNCIL COMMITTEES

3.1. Council Meetings

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.

With six new Councillors elected in November 2008, information packs and a series of briefing sessions were also provided in early 2009.

3.2. Doncaster Hill Implementation Committee

The Doncaster Hill Implementation Committee continued to meet throughout 2008/09, in its role overseeing the implementation of Doncaster Hill Strategy. The membership was revised for the new Council term, and now comprises all nine Councillors as well as senior Council officers. Four meetings were held - on 17 July, 15 September, 30 March and 1 June.

The purpose of the Committee is to facilitate the progress of the Doncaster Hill project on behalf of Council, and provide advice and recommendations on key project management issues to ensure informed and timely decisions.

3.3. Sustainable Design Task Force

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

- 107 Whittens Lane (Oct 2008)
- 91-93 Tram Road (Nov 2008)

- 1 Grosvenor Street, (February 2009);
- Doncaster Hill Community Centre (April 2009);

3.4. Strategic Transport Advisory Committee

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 a number of local service improvements have been implemented, including the commencement of both the Manningham Mover and Red Orbital SmartBus services. Two further services, the Doncaster Area Rapid Transit (DART) bus program, and the Green Orbital SmartBus route, are expected to commence operations in 2010.

3.5. Strategic Open Space and Streetscape Design Taskforce

The Streetscape Taskforce continued to meet bi-monthly during 2008/09 and has held discussions with respect to the Doncaster Hill boulevard treatment, signage, paths and other streetscape and open space projects.

3.6. Doncaster Hill Boulevard Pedestrian Underpass Steering Committee

Appointed in 2007, this committee oversaw the Doncaster Hill Boulevard pedestrian underpass upgrade. With works completed in mid-late 2008 and the project launched in October, they are no longer required to meet and held the final meeting in September 2008.

The Committee comprised two Ward Councillors; Council Officers and representatives from the Department of Infrastructure, Doncaster Primary School, Doncaster and Templestowe Artists' Society, the Doncaster Hill Residents' Association, the Retail Association, and Brecknock Consulting.

See section 4.3 for more details on this project.



Inside the upgraded Doncaster Hill Pedestrian Underpass, with art feature 'Immerse' by Warren Langley

3.7. Doncaster Hill Pedestrian and Cycling Link Improvements Steering Committee

Appointed in July 2007, this committee oversaw the implementation of improvements of pedestrian and cycling links between Precinct 1 and Westfield Doncaster. With the project completed in mid-late 2008, the Committee is no longer required to meet and held their final meeting was in September 2008.

The Steering Committee comprised Ward Councillors, Council Officers, and representatives from Doncaster Primary School, Westfield Doncaster, the Department of Infrastructure, Doncaster and Templestowe Artists Society, and Manningham Bicycle User's Group (BUG).

See section 4.4 for more details on this project.

3.8. Manningham Tourism Advisory Committee

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 the City of 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.

The group is in the process of overseeing a series of tourism brochures for Manningham, including a dining guide, which will include a number of restaurants in Westfield Doncaster.



One of the new, widened shared paths, in front of the Old Shire Hall, looking north along Council Street from Doncaster Road.

3.9. Internal Officer Committees

3.9.1 Executive Management Team (EMT)

Updating EMT on the progress of the Doncaster Hill project continued to occur regularly during 2008/09.



3.9.2 Doncaster Hill Unit

The Doncaster Hill Unit 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 Sustainability and Environment (DSE); the Department of Education (DoE); the Department of Infrastructure (DoI); Melbourne Water; Yarra Valley Water; VicRoads; Sustainability Victoria and Westfield.

Sofi DeLesantis resigned from the position of Doncaster Hill Project Manager in May 2009, with her replacement Sofia Adams commencing in early July 2009.

3.9.3 Civic Precinct Executive Steering Committee

This Committee was established in 2008, meeting as required to progress the Precinct 1 Masterplan and Civic Precinct (Community Hub), and explore opportunities for community infrastructure within the community centre building including library, cultural facilities, family services and other related facilities. See Section 6 for a detailed overview of Precinct 1.

3.9.4 Communications and Marketing meetings

Communications and marketing for Doncaster Hill continued with involvement of Council's Communications and Marketing Unit through the Doncaster Hill Unit, and other meetings and working groups, and providing assistance with marketing materials. See section 9 for more details.

3.9.5 Westfield meetings

With the completion of the Westfield redevelopment during 2008/09, monthly meetings were no longer required. However representatives from Westfield have continued their involvement with the Doncaster Hill Local Developers Breakfasts and Issues Forum.

3.9.6 Other Resources

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

- With funding assistance of the Expert Assistance Program, Council engaged a development facilitation consultant to assist current developers with their projects and to promote Doncaster Hill to new developers and investors.
- Council engaged consultants with planning and ESD engineering expertise to assist in preparing the Doncaster Hill Smart Energy Zone.
- An economic planner was engaged to provide some economic analysis for the permanent zone solution for Doncaster Hill. Planning consultants have also been engaged via the Expert Assistance Program to assist with the permanent zone solution.
- Urban design and streetscape consultants were appointed to assist in the design improvements to the Doncaster Road pedestrian underpass, canopy and Precinct 1 pedestrian and cycling links.
- 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

4.1. Capital Works Plan

Successful grant funding and developer contributions have provided the opportunity to deliver substantial works on Doncaster Hill in 2008/09.

As part of the budget process, the capital works program details expenditure for Doncaster Hill projects for the next three years (refer Appendix 2). All works proposed are to be funded from the Doncaster Hill Reserve, and grant funding.

4.2. Saxon Reserve

Stage 1 works for the upgrade of Saxon Reserve commenced in October 2008, in line with the Development Plan prepared in 2007/08.

Stage 1 is to be completed in July 2009 and has 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 (dependent of 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.



Above: Saxon Reserve before the commencement of upgrade works.

Right: Landscaping works and the new playground installed as part of Stage 1 works



4.3. Doncaster Hill Boulevard and Pedestrian Underpass

The upgrade of the Doncaster Hill Pedestrian Underpass was completed in mid-late 2008 with the installation of two canopy shades at the Doncaster Primary School end that provide shelter and mark the entrance to the underpass.

The project was launched, along with the shared path links between Precinct 1 and Westfield, by State Member for Eastern Metropolitan Region, Brian Tee in October 2008.

The upgraded underpass incorporates innovative wall treatments and lighting, as part of an art piece titled *Immerse* by renowned artist Warren Langley, which features a striking montage of colour and light and helps to brighten the underpass to encourage greater use. It is now a safer, more inviting and attractive space for pedestrians.

The project was undertaken as part of Council's efforts to improve pedestrian accessibility on Doncaster Hill and create appealing public open spaces.

The upgrade was jointly funded through the Doncaster Hill Developer Contributions Reserve (\$150,000) and a \$150,000 grant through the State Government's Local Area Access Program.



The two newly installed canopy shades, marking the entrance to the Doncaster Hill Pedestrian Underpass



4.4. Pedestrian and cycling improvements

The creation of a network of pedestrian and cycling links throughout Doncaster Hill progressed significantly in 2008/09, with the completion of a shared path linking Doncaster Hill's Precinct 1 and Westfield Doncaster.

Widened paths have been constructed behind Doncaster Primary School, along the east side of Council Street, from the Doncaster Road Boulevard to Goodson Street and along south side of Goodson Street to Westfield.

The project, which was jointly funded by Council and the Victorian Government through a \$173,195 Local Area Access Program (LAAP) grant, also included 'way-finding' signage at key locations.

Council will also seek to secure funding in the future to develop improved pedestrian and cycling links between Precinct 1 and Ruffey Lake Park.

4.5. Carawatha Reserve

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 safety 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 newly constructed shared path at the rear of Doncaster Primary School

5. DEVELOPMENT UPDATE

5.1. Amendments

5.1.1 Amendment C72 - Removal of restrictive covenants

Amendment C72 applies to the properties at 16, 18, 20, 22 and 24 Hepburn Road, Doncaster and 1 Short Street, Doncaster. It removed the restrictive covenants from these properties to enable them to be developed in accordance with the Manningham Planning Scheme controls applying to the property, and to facilitate development consistent with the objectives of the Doncaster Hill Strategy.

The amendment implements one of the recommendations made in the report from the Priority Development Panel (December 2007). The Panel recommended that Council prepare an amendment to have the restrictive covenants in Doncaster Hill removed, as a matter of urgency.

Summary of key dates

ACTIONS	DATE
Council resolution to seek authorisation from the Minister for Planning to exhibit Amendment C72	29 January 2008
Authorisation received	17 March 2008
Panel hearing	19 August 2008
Council consideration of Panel report	30 September 2008
Amendment gazetted	18 December 2008

5.1.2 Amendment C76 - 600 Doncaster Road and 2 Elgar Court

Amendment C76 rezones Council owned land (600A Doncaster Road, 2 Elgar Court, 101 Tram Road) and privately owned land (3 Elgar Court and part of Elgar Court - road) in Doncaster Hill, to a Comprehensive Development Zone (CDZ1). The Comprehensive Development Zone will assist in implementing the objectives of the Doncaster Hill Strategy.

Council worked closely with Sue Nominees Pty Ltd to undertake a land rationalisation and consolidation of the above properties to fulfil the objectives of the Doncaster Hill Strategy and enable the properties to be

developed in accordance with some of the other planning scheme controls applying to the subject area.

Summary of key dates

ACTIONS	DATE
Council resolution to seek authorisation from the Minister for Planning to exhibit Amendment C76	1 April 2008
Authorisation received	8 May 2008
Exhibition Period	29 May - 30 June 2008
Consideration of 3 non-objecting submissions	29 July 2008
Amendment gazetted	23 October 2008

5.1.3 Amendment C77 – Permanent zone solution for CDZ1

Amendment C77 proposes to provide a permanent zone solution for Doncaster Hill, which includes replacing the interim Comprehensive Development Zone due to expire on 31 December 2009. The amendment is required to replace the interim controls but also introduce a more appropriate permanent zone solution that would attract more development on Doncaster Hill.

The review of the Doncaster Hill Strategy conducted by the Priority Development Panel (PDP) in 2007/08 included a review of the strategic objectives and the statutory controls that apply to the subject area. The PDP review identified an immediate need to prepare and exhibit an amendment to introduce a more appropriate permanent zone solution.

In early 2009, DPCD undertook a review of the Activity Centre boundary for the Centres nominated for Development Assessment Committees (DACs). Three submissions were received by the due date (11 March 2009) and were referred to an independent Advisory Committee. An informal hearing regarding the proposed changes to the Doncaster Hill Activity Centre boundary was held on 2 and 3 April 2009, providing the opportunity for Council to present to the Committee. Only one community submission was presented to the Panel. Council has yet to be advised of the final decision.

Summary of key dates

ACTIONS	DATE
Meetings regarding preparation of permanent zone solution with Coomes and DPCD	August - October 2008
Attendance at new Activity Centre Zone Working Group	November 2008 - May 2009

5.1.4 Amendment C81 – Minor change to the CDZ1 to change the amount of retail floor space permitted for a shop

Amendment C81 made a minor amendment to Schedule 1 to the Comprehensive Development Zone (CDZ1) to change the amount of retail floor space permitted for a shop in the CDZ1. In particular, Council sought to change the condition in the Section 2 Table of Uses in order that a shop could be located at the entire ground level, or 15 per cent of the total lot area, whichever is the greater.

Summary of key dates

ACTIONS	DATE
Correspondence with Minister for Planning to support minor change to CDZ1	22 December 2008
Amendment Gazetted	30 April 2009

5.2. Proposed New Activity Centre Zone (ACZ)

Manningham Council were advised in mid 2009 by DPCD that Doncaster Hill had been selected as the first centre for the proposed introduction of the new Activity Centre Zone and Schedule 1 to the Activity Centre Zone - Doncaster Hill Principal Activity Centre.

The Activity Centre Zone and Schedule 1 to the Activity Centre Zone are currently being finalised by DPCD and, subject to Ministerial approval, will be introduced into the Manningham Planning Scheme. The new schedule will replace 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 application of the ACZ to Doncaster Hill will assist in streamlining existing controls and implement a permanent zone solution to replace the CDZ, which is due to expire at the end of 2009. DPCD have advised that a review will be undertaken 12 months after the introduction of the ACZ to provide opportunity to ensure translation has not raised any unintended outcomes.

5.3. Westfield Doncaster redevelopment

The long-awaited \$650 million redevelopment of Westfield Doncaster was completed in October 2008, 21 months after work commenced in January 2007.

The transformation has increased total retail space to around 120,000 m² with approximately 420 stores. New retailers include David Jones, Big W and Target, as well as a selection of leading local and international designer brands, refurbished Myer, Coles and Safeway supermarkets. Village Cinemas also reopened with a state-of-the-art multi-screen complex, including gold class cinemas and VMax screens.

New restaurants and a larger café court now offer diners over the two levels sweeping views of the skyline towards the city. The revitalised Westfield Doncaster introduces a new era in retail sophistication in Australia and is the glittering centrepiece of commercial and retail activity in the heart of Doncaster Hill.

Car parking has increased from 3,480 spaces to 5,000 spaces.

Officially opened by Premier John Brumby on 16 October 2008, the Doncaster complex is set to become Westfield's flagship centre in Victoria, joining premium centres at Bondi Junction in Sydney, Century City in Los Angeles, the San Francisco Centre and Westfield London.

5.4. 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.



'The Doncaster complex is Westfield's flagship centre in Victoria, joining premium centres at Bondi Junction in Sydney, Century City in Los Angeles, the San Francisco Centre and Westfield London'



Address	Description	Status
<p>Westfield Doncaster</p> <p>619 Doncaster Road, Doncaster</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 (bowling alley) 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>8-12 Hepburn Road & part 684 Doncaster Road, Doncaster</p> <p>(Application no. 18881)</p>	<p>Received 18/10/2007. Construction of a four storey building comprising 53 dwellings and basement car parking.</p>	<p>Approved by Council on 20 October 2008 and an NOD issued. VCAT appeal lodged. Hearing held July 2008.</p> <p>Permit directed to be issued September 2008.</p>
<p>14-16 Berkeley Street & 14 Tower Street, Doncaster</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 to issue.</p>
<p>6-12 Berkeley Street</p> <p>(Application no. 19755)</p>	<p>Received 1/9/2008. 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>1 Grosvenor Street Doncaster</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>682-684 Doncaster Road, Doncaster</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>Application advertised July 2009</p>
<p>91-93 Tram Road, Doncaster</p> <p>(Application no. 20211)</p>	<p>Received 2/4/2009. Construction of a ten storey apartment building, comprising 85 dwellings and associated basement car parking, in addition to creation of access to a Road Zone 1 and relocation of an easement.</p>	<p>Advertised and 3 objections received. Application to be considered by Council in July 2009.</p>

6. PRECINCT 1

6.1. Precinct 1 Masterplan

During 2008/09 the Draft Doncaster Hill Precinct 1 Masterplan was prepared and placed on public exhibition.

Precinct 1 is situated 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.

The vision for Precinct 1 is:

“The creation of a consolidated, prominent and accessible civic centre with an expanded community and education focus, with gateway presence. It will also include a major urban open space / green spine for Doncaster Hill Activity Centre residents and the wider Manningham community. It is also envisaged to incorporate strong pedestrian links to other areas of the Doncaster Hill Activity Centre and enhance the historic / arts sub-precinct.”

(Manningham Planning Scheme - Clause 21.21-1)

The purpose of the Masterplan is to guide future development options for Precinct 1 and to provide a common focus and understanding of the objectives for all stakeholders.

The Masterplan was placed on exhibition from 29 April to 15 June, during which time a number of meetings and consultation sessions were held with stakeholder and community groups, as well as a community information session. Precinct 1 Masterplan Brochures with feedback forms were distributed to approximately 1500 stakeholders.

Seventy submissions were received, including 58 completed feedback forms. The response to the Masterplan as a whole was largely positive, with 56 per cent of respondents saying that they are ‘Very Satisfied’ or ‘Somewhat Satisfied’ with the overall direction of the Masterplan. With 19 per cent expressing a neutral response, 25 per cent of respondents said that



The Draft Doncaster Hill Precinct 1 Masterplan being presented to the Doncaster Hill Issues Forum for discussion.

they were 'Dissatisfied' or 'Very Dissatisfied' with the direction of the Masterplan.

6.2. Stage 1: The Civic Precinct

Stage 1 of development, development of the Civic Precinct, will involve the construction of a new environmentally sustainable community facility adjacent to the existing municipal offices. A report was endorsed by Council at the 24 June 2008 Council meeting, outlining the direction of the Stage 1 development.

It seeks to co-locate a number of cultural, social and community facilities and services in a central location to meet the growing needs of the community.

Key components of the Civic Precinct facility as part of Stage 1 will include:

- Library/Cultural Centre/Community Arts/Café facilities
- Family Services/Childcare/MCH/Preschool facilities
- Community/Youth Activity Space
- Doncare service delivery/Office Accommodation facilities
- Underground Parking facilities; and
- Civic Forecourt / Shared pedestrian/bicycle facilities.

A Civic Precinct Executive Steering Committee was established in July 2008, which oversaw preparation of the Masterplan, Civic Precinct opportunities and funding and advocacy. The tender for the Civic Precinct design was awarded in October 2008 to Haskell Architects.

In February 2009 Council approved the Civic Precinct Financial Capacity Analysis Second Report.

Stage 1 of the Masterplan is expected to be completed within the next three years.



7. OTHER PROJECTS

7.1. Doncaster Hill Pedestrian and Cycling Plan Review

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 review of the 2003 Plan provided the opportunity to reflect on the range of works completed to date and to also identify future works to be undertaken. It also ensures stronger links to public transport and responds to health and social elements of pedestrian and cycling issues and opportunities. The purpose of the Plan is to facilitate the delivery of the range of physical works and initiatives as identified in the Actions Plan.

This Plan is to 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 therefore 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. It is envisaged to be a centre that provides ready access to an efficient public transport network that can sustain the local population and offers links to a range of destinations. Shared paths will be well connected with appropriately located way finding signage and amenities that make walking and cycling an achievable and enjoyable activity for all ages.

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. Consultation and distribution of brochures is ongoing during the exhibition period.

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

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. Maximizing 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.

In line with its commitment to facilitating development and redevelopment in Activity Centres, the MoU outlines DPCD's intention to promote the delivery of a meaningful and robust approach to community engagement, provide expert assistance to support selected design and project management activities, and additional co-ordination with other Government departments and agencies in terms of the design and staged funding of initiatives.

The MoU also outlines Council's intentions, including to ensure Council resources are employed sufficient to create and implement an agreed program of projects, to adjust existing Council plans and programs as necessary to dovetail with funding opportunities that may arise as a result of the partnership, to adopt a meaningful and robust approach to community engagement, and to provide regular reports on project management to DPCD.

Through the MoU, both parties have also agreed to establish a Doncaster Hill Working Group. This Working Group will operate 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, and

ensure the coordinated management and delivery of significant land use planning and public realm projects.

The Working Group is intended to enable a joint approach between State and Local Government to the delivery of agreed planning, infrastructure and community development projects with an appropriate emphasis on meaningful and robust community engagement.

7.3. Expert Assistance Program

As part of a review of the Doncaster Hill Strategy in 2007, the Priority Development Panel recommended that Doncaster Hill would be a key project to receive strategic support and assistance from the Expert Assistance Program and 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 is funded by the Department of Planning and Community Development. The \$3 million Expert Assistance Program gives councils in Melbourne's activity centres access to experts who can offer technical advice on a wide range of planning issues.

The Melbourne 2030 Activity Centres Expert Assistance Program (EAP) aims to assist Councils:

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

In 2008/09 Manningham City Council was successful in the approval of an additional four briefs associated with design work to progress Masterplan concepts and details for the Civic Precinct (Community Hub). Three briefs related to progressing design on public realm:

- WSUD in the landscape

- Urban Forest and Viewing Platz
- Civic Forecourt

The fourth brief related to development of a Youth Strategy with respect to opportunities afforded by Stage 1 of the Precinct 1 Masterplan.

Work continued during the year on the three briefs approved in 2007/08:

- a. Developing a permanent zone solution for the Doncaster Hill Activity Centre;
- b. Advocating a coordinated and strategic response for the application of State and Federal Government funding to ensure a 'whole of government' approach for Precinct 1.
- c. Facilitating development opportunities in Doncaster Hill Activity Centre by means of active promotion, nurturing partnerships with key stakeholders and attraction of investment.

7.4. Box Hill Institute partnership

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 green business incubator
- A biotechnology centre
- Future sites within the Hill for a paleotechnology laboratory
- Links with hotels in Doncaster Hill and Box Hill's beauty school
- Student housing
- Advocacy for light rail and green travel options
- Civic Precinct opportunities

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

Green business incubator

Council partnered with Box Hill Institute in January 2008 to investigate the feasibility of sourcing Federal funding for the development of a green business incubator in Doncaster Hill.

Given the global emergence and increasing emphasis on business sustainability, it is anticipated that an incubator in Doncaster Hill – purposefully designed to assist environmentally sustainable start-up businesses become established and profitable in their early stages – will further augment Council's resolve to create a 21st century urban village promoting positive economic, environmental and social performance.

7.5. Integrated transport improvements

Actions in relation to Doncaster Hill transport are summarised below:

7.4.1 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 proposes to release the final report and findings from the bus reviews undertaken for Monash, Manningham and Whitehorse Councils later in 2009.

7.4.2 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. A further Council report is to be prepared following confirmation of the views by the stakeholders and the release of the final report by the Department of Transport on the local bus service reviews.

7.4.3 Manningham Integrated Transport Strategy

A draft Strategy was prepared for initial comment. Consultation with stakeholders has been undertaken and comments have been received with a report anticipated to be presented to Council in the second half of 2009.

7.4.4 Bus service improvements (SmartBus and DART)

Plans and implementation of the SmartBus and Doncaster Area Rapid Transit (DART) services continued in 2008/09.



The Red Orbital SmartBus service commenced operation within Manningham in April 2009. 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. Planning and detailed designs are in progress for the Green and Yellow orbital bus services, anticipated to commence operations in 2010 and 2011 respectively.

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 operations in early 2010.

7.4.5 Bus priority measures

During the year, senior officers from the Cities of Manningham, Yarra, Melbourne, the Department of Transport and VicRoads held 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.

7.4.6 Victorian Transport Plan

The State Government released its \$38 billion Victorian Transport Plan in December 2008. The Plan has delivered a range of short, medium and long term projects aimed at setting the strategic directions for Victoria's transport network into the future. Details on the Plan and its impacts on Manningham, the region and the broader metropolitan context, was the subject of a Council report in March 2009.

7.4.7 Pedestrian and cycling connectivity

Two key projects were completed during the year that delivered significant improvements to the Doncaster Hill Activity Centre's pedestrian and cycling connectivity.

Shared path connections

Shared paths between Precinct 1 and Westfield Doncaster were constructed, at the rear of Doncaster Primary School to Council Street and



Above: The newly constructed shared path at the rear of Doncaster Primary school.

Below: Inside the upgraded Doncaster Hill Pedestrian Underpass.



from there along the south side of Goodson Street to Westfield, and along the east side of Council Street from Goodson Street to Doncaster Road.

This project included the development and placement of way-finding signage at key strategic locations to identify and promote the improved pedestrian and cycling network and major destination links.

This project was jointly funded by Council and a \$173,195 grant through the State Government's Local Area Access Program.

Doncaster Hill Pedestrian Underpass

This project aims to deliver significant improvements to the Doncaster Hill Activity Centre by upgrading the physical appearance of the pedestrian underpass that currently connects the north and south sides of Doncaster Road, located near the Municipal Offices, the Playhouse Theatre and Doncaster Primary School.

Council also completed Stage 2 of the Doncaster Hill Pedestrian Underpass upgrade which included:

- Detailed designs for the canopy, signage, and wall and ceiling treatments
- Remedial works to the underpass as suggested in structural and drainage reports
- Construction of a well-lit steel and glass canopy on the north side of the underpass, approximately 12 metres in length
- Fabrication and installation of high quality public art in the refurbishment treatments to the walls and ceiling of the underpass tunnel and ramps
- Installation of improved lighting within the underpass (integrated with art work), and within the canopy area
- Construction of pedestrian and cyclist way-finding signage near the underpass entrance. Signage will indicate the underpass location as well as key destinations such as Westfield Shopping Centre, Schramms Reserve, Ruffey Creek Park, the Main Yarra Trail to the north, and Koonung Creek Trail to the south
- Project evaluation.

This project was jointly funded by Council and the State Government through a \$150,000 Local Area Access grant.

7.5 600 Doncaster Road land rationalisation

A report was presented to a Council meeting on 29 May 2007 outlining an offer from Sue Nominees Pty Ltd to undertake a land rationalisation of 600 Doncaster Road, 600A Doncaster Road, 2 Elgar Court, 3 Elgar Court and 101 Tram Road, with the intention of creating two larger development sites.

The subject area is situated on a prime arterial intersection in Doncaster Hill, bounded by Doncaster, Elgar and Tram Roads. It is identified as a gateway location in the Doncaster Hill Strategy, and is a prime development site in the Doncaster Hill Activity Centre. To facilitate a land swap processes needed to be undertaken including:

- The discontinuation of part of the Elgar Court road;
- The rezoning of part of the land included in Public Use Zone – Local Government (PUZ6), part Public Park and Recreation Zone and part Residential 1 Zone;
- The consolidation of existing titles and the re-subdivision of the subject land.

Subsequently, the subject land was rezoned on 23 October 2008 from a Public Use Zone – Local Government (PUZ6), part Public Park and Recreation Zone and part Residential 1 Zone to a Comprehensive Development Zone.

At its meeting on 21 October 2008, Council resolved to discontinue the identified section of Elgar Court and its intention to execute the draft land Exchange Agreement with Sue Nominees Pty Ltd.

The Land Exchange Agreement also requires an agreement pursuant to Section 173 Agreement of the Planning and Environment Act 1987 to be entered into by Sue Nominees Pty Ltd with Council which defers the obligation to pay the public open space contribution payable in respect of each lot on plan of subdivision no. PS608338X until that respective lot is further subdivided.

Council has also satisfactorily complied with the requirements of Section 189 and 223 of the Local Government Act 1989 advertising its intention to sell its part of the land referred to in the Land Exchange Agreement. No submissions were received during the 28 day period.

At its meeting on 30 June 2009 Council resolved to execute the Land exchange Agreement, the Section 173 Agreement and the Deed of Agreement and to sell the Council land known as Part of Lot 1 (PS 608338X), 2 Elgar Court and 600A Doncaster Road, Doncaster to Sue Nominees Pty Ltd in accordance with the conditions outlined in the Land Exchange Agreement. Following the council resolution on 30 June 2009, part of Elgar Court was discontinued following notice being placed in the Victorian Government Gazette on 9 July 2009.

A planning application for a two lot subdivision of the site has been lodged with Council. The advertising period has been completed. Council is currently assessing the application.

7.6 Ecologically Sustainable Development (ESD) initiatives

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.

7.6.1 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.

In December 2008 the Doncaster Hill Smart Energy Zone project was short-listed by Sustainability Victoria and Council received \$15,000 to prepare a detailed proposal by April 2009. The Doncaster Hill SEZ Draft Action Plan 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 Centre, 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 tri-generation facility, as part of the SEZ project.

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.

7.6.2 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.'

The Doncaster Hill Water Plan tender brief represents a cutting edge and internationally progressive approach to water planning which will be widely applicable to other activity centres across Melbourne. Consultants were appointed by Melbourne Water early 2009 to undertake modelling and investigate precinct wide solutions. Draft results will be able in August / September 2009.



A wind monitoring system, installed on the roof of the Council Civic Offices on Doncaster Hill, is testing the feasibility of wind-generated energy in the Civic Precinct.

8. GRANTS / ADVOCACY

In 2008/2009 Council received more than \$10 million in government grants towards projects in Doncaster Hill. Major funding included:

8.1 Precinct 1 Advocacy Plan and Civic Precinct (Community Hub) Design Assistance (\$300,000)

DPCD, through the Expert Assistance Program awarded Council a number of grants worth \$300,000 (including GST) to assist with the renewal and expansion of the heart of Doncaster.

This funding consisted of six briefs:

- \$50,000 to continue to encourage investment in diverse land uses or developments for key sites in the area and facilitate funding advocacy for the Civic Precinct;
- NABERS energy assessment
- Youth strategy
- Water Sensitive Urban Design
- Civic Forecourt
- Urban Forest.

8.2 Living Libraries funding (\$500,000)

In November 2008 Council received \$500,000 through the State Government's Living Libraries program to go towards the development of a new library in the Doncaster Hill Civic Precinct.

The state-of-the-art library will be part of the Civic Precinct development and provide significantly improved public library infrastructure as well as being a place for people to meet and access technology, information and reading resources. The new building will enable further development of library services to respond to the identified areas of growth in the community such as the culturally diverse, young people and older people.

The new Doncaster Hill Library will be the principal public library branch in Manningham, and will also service residents from surrounding municipalities.

8.3 Federal Community Infrastructure Program (\$5 million)

In May 2009 Council secured grant funding through the Federal Government's Community Infrastructure Program to help fund the Civic Precinct community centre building.

The Civic Precinct community centre will provide a one-stop shop for services to Manningham residents including family services, child care, maternal and child health, pre-school facilities, aged care and volunteer services, a community activity space, library, art gallery, community arts facility, public transport hub and underground parking.

8.4 Community Support Grants Program (\$1.5 million)

In early June 2009, Community Development Minister, Peter Batchelor, announced that Manningham would receive \$1.5 million under the State Government's Community Support Grants Program as a contribution towards the development of the Civic Precinct community hub, and for the employment of a Community Engagement Officer for at least three years to work with residents, business and community organisations and implement activities local people consider important.

8.5 Department of Planning funding (\$1.5 million)

At the same time as the Community Support Grants Program funding, Minister for Planning, Justin Madden, announced that Council would also receive funding of \$1.5 million from the State Government's planning portfolio for external works, such as walking paths, streetscape improvements and furniture.

8.6 Children's Capital Program (\$500,000)

In late June 2009 the State Government also announced grant funding of \$500,000 for the construction of a Children's Centre in the new community centre, under the State Government's Children's Capital Program 2008/09.

This program helps fund well progressed strategic plans for significant redevelopment of community-based childhood education and care facilities.



Member for Eastern Metropolitan Region, Brian Tee, Manningham Mayor, Cr Charles Pick, Minister for Infrastructure and Local Government, Anthony Albanese, and Manningham Chief Executive, Lydia Wilson at the announcement of the \$5 million Community Infrastructure Program funding.

8.7 Smart Energy Zone (\$515,000)

In December 2008 the Doncaster Hill Smart Energy Zone project was short-listed by Sustainability Victoria and Council received \$15,000 to prepare a detailed proposal.

In July 2009, Sustainability Victoria announced \$500,000 funding for the Doncaster Hill Smart Energy Zone project, which includes the construction of a highly energy efficient Community Centre 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 tri-generation facility.

The project will consider a range of energy efficiency and energy supply measures and showcase Council's continuing commitment to sustainability. Smart meters and controls will be located throughout the Civic Precinct to enable real time sustainability monitoring of all demand and supply aspects of energy generation.

A Sustainability Victoria initiative, Smart Energy Zones demonstrate how communities can cut their greenhouse emissions with a combination of local energy solutions that bring demand and supply-side energy efficiency technologies together in building sites.

9 MARKETING AND COMMUNICATIONS

9.1 Marketing and Communications Plan

The Doncaster Hill Marketing and Communications Plan outlines the ongoing public relations, marketing and events promotion for Doncaster Hill, with Phase 5 of the Plan guiding the strategic direction and key actions for 2008/09. This included ongoing public relations, stakeholder engagement, website update and promotion, and community consultation.

9.1.1 Events

Launch of Doncaster Hill Pedestrian Underpass and Shared Path links

Two major projects to improve pedestrian and cycling connectivity in Doncaster Hill, the upgrade of the Doncaster Hill Pedestrian Underpass and creation of shared path links between Precinct 1 and Westfield, were launched in October 2008 by Eastern Metropolitan MP, Brian Tee.

In total, Council received more than \$320,000 for the two projects through the State Government's Local Area Access Program (LAAP).

Manningham Spring Festival

Doncaster Hill brochures, fact sheets and displays were incorporated into the corporate tent at the Manningham Spring Festival on Sunday 30 November 2008 at Ruffey Lake Park. Council staff were also on hand throughout the day to answer queries from residents.

Funding Announcements

Council hosted funding announcement events during 2008/09, attended by State and Federal Ministers and local media. They included:

- Visit by Federal Minister for Infrastructure and Local Government, Anthony Albanese to announce \$5 million funding under the Community Infrastructure Program
- Visit by State Planning Minister, Justin Madden, and Community Development Minister, Peter Batchelor, to announce \$3.3 million funding from DPCD, for the Civic Precinct development



Community Development Minister, Peter Batchelor, Manningham Mayor, Cr Charles Pick, and Planning Minister, Justin Madden, at the announcement of \$3.3 million worth of State Government funding.

- Visit by State Member for Eastern Metropolitan Region, Brian Tee, to announce \$500,000 funding under the State Government's Children's Capital Program.

Westfield Doncaster grand opening

About 20 months after work began on redevelopment, the new look Westfield Doncaster was officially opened on 16 October by Victorian Premier, John Brumby. Two days later, on Saturday 18 October, celebrity Megan Gale visited the centre to officially open the new David Jones store with the Mayor Councillor Geoff Gough.

As part of the \$650 million redevelopment, the centre more than doubled in size and expanded from 200 to around 420 stores, creating one of Melbourne's premier retail destinations. The Doncaster complex is Westfield's flagship centre in Victoria, joining premium centres at Bondi Junction in Sydney, Century City in Los Angeles, the San Francisco Centre and the soon-to-open Westfield London.



9.1.2 Briefings

A number of Ministerial briefings occurred during the year.

9.1.3 Conferences/seminars

The Doncaster Hill project was showcased at the National Mainstreet Conference in Fremantle, WA, where Place Manager, Sofi De Lasantis spoke about Place-Making Doncaster Hill.

9.1.4 Promotional material

Doncaster Hill promotional brochures

Two promotional brochures are being prepared that highlight the features of Doncaster Hill. One will target developers, and the other will be used as a general introduction to the Doncaster Hill project for interested residents and other stakeholders.

Doncaster Hill fact sheets

Doncaster Hill fact sheets continue to be distributed and include:

- Facilitated planning process
- Doncaster Hill Local Law
- Local Developer Breakfast Forum
- Doncaster Hill Place Manager
- Doncaster Hill pedestrian underpass
- Doncaster Hill boulevard and public art fence
- Ecologically sustainable development
- Doncaster Hill Issues Forum.

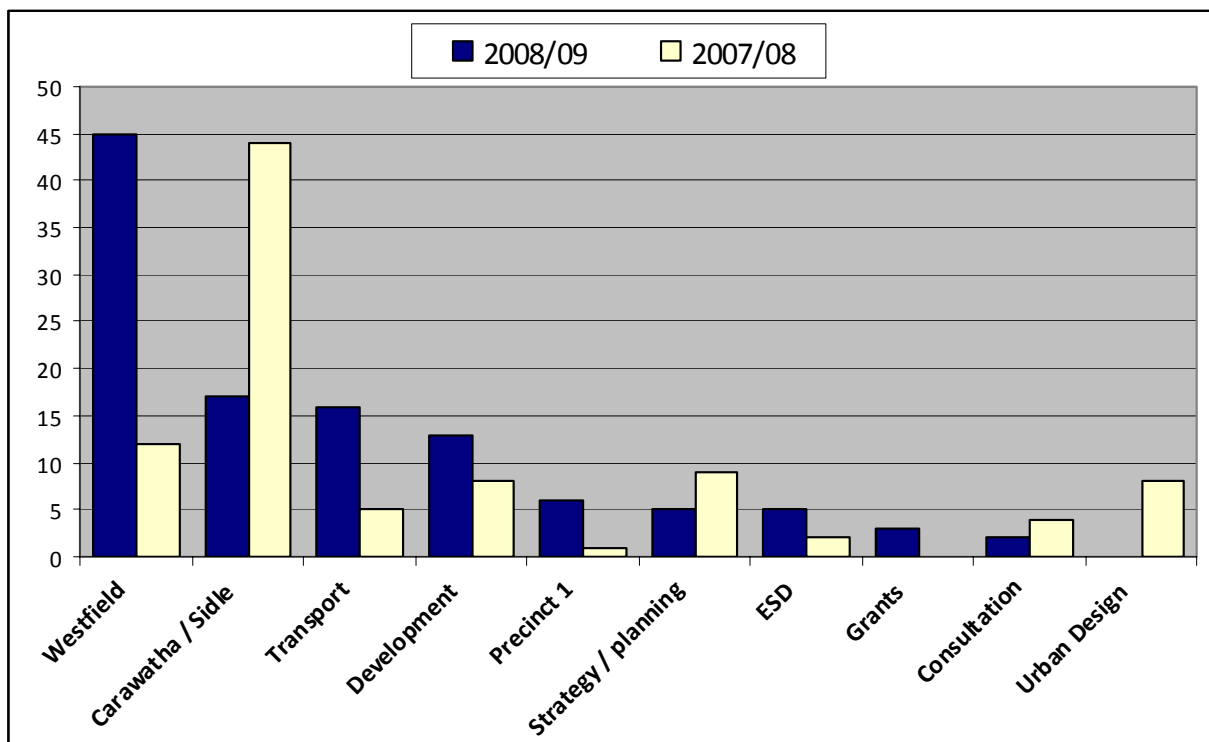
9.1.5 Manningham Matters

Doncaster Hill also continues to be promoted through dedicated pages in Manningham Matters, which was published and distributed to residents in August, October and December 2008, and February and May 2009.

9.1.6 Media management

In total between 1 July and 30 June there were 109 newspaper articles published relating to Doncaster Hill, compared with 97 in 2007/08. While most appeared in the Manningham Leader, a handful were published in the Melbourne Weekly Eastern, and the opening of Westfield Doncaster drew coverage in metropolitan newspapers, 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 this year for Doncaster Hill, two of which were covered in at least one of the local newspapers. They were:

POSTS RISE FOR STYLISH ENTRY TO UNDERPASS (10 July 2008)

Installation of posts for the canopy at the entrance to the Doncaster Hill Pedestrian Underpass, as part of the final stage of the upgrade.

MOMENTUM INCREASES ON DONCASTER HILL (30 July 2008)

Council endorsement of the Doncaster Hill Annual Report 2007/08, and major achievements from the year.

TAKE A WALK ON THE HILL (22 October 2008)

Official completion of works on the Doncaster Hill Pedestrian Underpass and new shared path links between Precinct 1 and Westfield Doncaster.

RESIDENTS TO HAVE THEIR SAY ON PRECINCT 1 MASTERPLAN (23 April 2009)

Exhibition of the Draft Doncaster Hill Precinct 1 Masterplan, and related community information sessions and submission details.

FEDERAL FUNDING BOOST FOR COMMUNITY CENTRE AND LOCAL ECONOMY

Council's successful application for \$5 million funding for the Civic Precinct project, through Federal Government Community Infrastructure Program.

RESIDENTS INVITED TO HAVE THEIR SAY ON DONCASTER HILL PEDESTRIAN AND CYCLING PLAN (23 June 2009)

Exhibition of the Draft Doncaster Hill Pedestrian and Cycling Plan and related community information session, and submission information.

CHILDCARE FUNDING FOR TOWN CENTRE (23 June 2008)

Receipt of \$500,000 funding from State Government Children's Capital Program, to go towards construction of a Children's Centre in the Civic Precinct Community Centre.

9.1.7 Doncaster Hill Website

The total number of visits to www.doncasterhill.com from 1 July 2008 to 30 June 2009 was 85,407.

The following shows a breakdown of the page requests between 1 July 2008 and 30 June 2009:

2008/09		2007/08	
Page	Page requests	Page	Page requests
Home	53,827	Home	93,637
Image library	3363	Current development	2016
Current development	2019	Image library	1681
Development proposals	1848	Dev'pment proposals	1388
Location	947	Westfield	1172
Sustainable Hill	925	Sustainable Hill	877
What is Doncaster Hill?	917	Vision	815
Westfield	869	Planning process	716
Virtual Reality Model	773	Location	606
Planning process	756	News	599

9.1.8 eNewsletter

Council continued to publish editions of the Doncaster Hill eNewsletter on a quarterly basis, and promote the newsletter through various mediums.

During 2008/09, four editions were published, in August 2008, and February, April and June 2009. The timing was sometimes scheduled to coincide with

important consultations, such as the exhibition of the Precinct 1 Masterplan and Pedestrian and Cycling Plan. Since June 2008 the subscription database for the eNewsletter has grown substantially from 93 to 130.

9.1.9 Westfield promotion

Council continued to liaise closely with Westfield's Community Relations Manager to inform residents and the wider community about the redevelopment of Westfield Doncaster up until the completion of redevelopment works in late 2008.

Information regarding the final stages of the redevelopment was communicated through Manningham Matters, the Council and Doncaster Hill websites and the Doncaster Hill eNewsletter. Westfield also provided support to the Doncaster Hill information stall at the Manningham Spring Festival in November 2008.

The Westfield Community Relations Manager completed his role with the organisation in December 2008, however Westfield continue their involvement with the Doncaster Hill project through representation on the Doncaster Hill Issues Forum and at Local Developer Breakfasts.

9.2 Stakeholder engagement

9.2.1 Doncaster Hill Issues Forum

Meetings of the Doncaster Hill Issues Forum continued, providing residents and key stakeholders the opportunity for input on issues related to the Doncaster Hill Strategy. The Issues Forum met four times in 2008/09:

- **23 July 2008** - Presentations from transport and traffic experts, followed by discussion and workshopping of opportunities in Doncaster Hill;
- **22 October 2008** - Discussion and workshop on the group's 20-year vision for public transport, pedestrian and cycling access, and traffic and parking in Doncaster Hill
- **1 April 2009** - Presentation of the Draft Precinct 1 Masterplan and workshop to gain ideas and feedback.

- **10 June 2009** - Presentation of the Draft Pedestrian and Cycling Plan and workshop to gain ideas and feedback.

Right: Members of the Doncaster Hill Issues Forum discuss the Precinct 1 Masterplan.

Below: Todd Wynne-Parry and Bryan Abbott from Intercontinental Hotel Group, with Manningham Mayor, Cr Charles Pick.



9.2.2 Local Developer Breakfast Forums

Council also continued to host Local Developer Breakfast Forums, as part of efforts to actively facilitate future development on Doncaster Hill. They were held on 15 August 2008, 20 March 2009 and 12 June 2009.

Guest speakers included Jim Connor from Jim Connor and Associates; Julian Hill, Executive Director of Urban Development, DPCD; and Todd Wynne-Parry, Director of Development, and Bryan Abbott, Director of Design for Australia, New Zealand and the South Pacific, from Intercontinental Hotel Group (IHG), who provided their perspective and insights on Doncaster Hill.

The Local Developer Breakfast Forums have continued to be an effective method for Council to receive an update on current planning and openly discuss issues with developers.

9.2.3 Consultation and information sessions

Consultation was undertaken as part of the exhibition period for both the Draft Doncaster Hill Precinct 1 Masterplan and the Draft Doncaster Hill Pedestrian and Cycling Plan.

Consultation for both Plans included the availability of the full plans, specially prepared information brochures and feedback forms in hard copy and online; meetings with community groups; direct mailing of brochures to stakeholders and interested individuals; notifications online, in Manningham Matters and in the Manningham Leader; and community information sessions to obtain ideas and feedback.



10 BUDGET

Appendix 1 shows the operating costs and capital expenditure for the past 3 years, the current financial year, and projected costs for the 2009/10.

Appendix 2 details expenditure for Doncaster Hill projects for the next three years. All works proposed are to be funded from the Doncaster Hill Reserve.

APPENDIX 1: Doncaster Hill Budget July 2006 to June 2009

	Actual 06 to 07	Actual 07 to 08	Actual 08 to 09
Amendment and related statutory costs:	0	2500	3900
Specialist costs re corporate plan items	31,961	53,000	75,000
Marketing & Promotion	14,189	13,677	4553
Statutory Planning	0	0	0
Legal Advice as required	0	10,000	5567
General Consultants	0	30,000	101,524
Administration Costs	4000	11,000	6667
sub total	42,549	120,177	197,211
Doncaster Hill Unit Salaries	56,782	166,942	151,160
Total Operating	99,331	287,119	352,723

*This includes \$90,908 of grant funding

Doncaster Hill Capital Budget Expenditure (\$)

	Actual 06 to 07	Actual 07 to 08	Actual 08 to 09
Streetscape Infrastructure	458,707	225,000	131,000
Transport Infrastructure		334,000	276,000
Public Art (Art fence, Underpass, Canopy)	202,347	286,000	46,000
Open Space (Carawatha, Saxon reserves)	103,440	140,000	111,000
Sovereign Point Artwork (not DCP Feb 05)	(20,000)	0	0
Total delivered against items in DCP Feb 05	764,494	985,000	564,000

** Refer to appendix 2 Doncaster Hill Capital Works (draft) which includes Precinct 1 redevelopment.

APPENDIX 2: Doncaster Hill Capital Works (Draft)

Expenditure (\$'000s)

TYPE OF WORK	07/08	08/09	09/10	10/11	11/12
Streetscape (boulevard, signage, lighting, street furniture etc)	225	131	50	50	50
Public Art (underpass canopy)	286	46	0	0	0
Transport infrastructure (pedestrian/cycle paths, traffic treatments)	334	276	50	50	50
Precinct 1 (Community Centre)		285	9849	15,450	9437
Social Infrastructure (Family Service Centre)		0	1386	2200	600
Open Space	140	111	50	500	1500
TOTAL	985	849	11,385	18,250	11,637

INCOME (\$'000s)

INCOME SOURCES	07/08	08/09	09/10	10/11	11/12
Westfield S173	4,782	4,782			
Sale of assets	0	0	900	5000	1500
Grants	325	10,750	1,500	600	900
Developer Contribution/other	0	0	0	243	243
Open Space reserve	125	112	200	575	450
TOTAL	5232	15,644	2600	6418	3093