

QUALIFICATIONS

Bachelor of Urban Planning and Development,
University of Melbourne
Member of the Planning Institute Australia
Certified Practising Planner

BACKGROUND

Paul joined the Urban Enterprise team in 2005. He has since worked throughout Melbourne and Regional Victoria for both public and private sector clients in tourism, planning, development contributions and urban economic projects.

He has also developed a Urban Enterprise's retail model, which combines traditional modeling methodologies with tourism and population fluctuations to generate a unique and thorough picture of retail demand.

Paul's areas of expertise include:

STRATEGIC PLANNING

- *Development contributions*
- *Structure plans, urban design frameworks and masterplans*
- *Planning Scheme Amendments*

URBAN ECONOMICS

- *Property market analysis (retail, residential, commercial, industrial)*
- *Feasibility studies*
- *Demographic and economic profiling*
- *Retail and expenditure modeling*

TOURISM

- *Tourism market analysis*
- *Visitor research and analysis*
- *Economic impact assessments*

EXPERIENCE

URBAN PLANNING

STRATEGIC PLANNING

Structure plans/ UDFs

- Hastings
- Brunswick Urban Renewal
- Hampton Park
- Shepparton CBD
- Mildura CBD
- Gisborne ODP
- Lakes Entrance Commercial Area
- Barwon Coast Coastal Management Plan
- Mineral Springs Masterplan
- Air Services Australia planning advice

Growth Area Infrastructure Plan

- Lakes Entrance

Community Infrastructure and Active Open Space Assessment

- Bacchus Marsh

Planning Scheme Amendments

- Shepparton VicTrack
- Kyneton Racecourse
- Mt Macedon Hotel

DEVELOPMENT CONTRIBUTIONS

Development Contributions Plans

- Taylors Hill West
- Melton North
- Chirnside Park
- Bacchus Marsh
- Armstrong Creek North East Industrial Precinct
- Armstrong Creek East
- Armstrong Creek West
- Jetty Road
- Ballarat West

Development Contributions Advice

- Caroline Springs Town Centre
- Monash Village Open Space Contributions,
- City of Greater Geelong DCP Guidelines

DevCAP Accounting and Administration Program

- Greater Dandenong

ECONOMIC DEVELOPMENT

Economic development strategies

- Greater Shepparton
- Mansfield Shire
- Strathbogie Shire
- Wellington Shire

Business Surveys

- Mornington Peninsula Shire
- Mansfield Shire

Other

- Manningham Green Jobs Study
- Kingston Green Wedge Plan

EXPERIENCE - *continued*

LAND ECONOMICS

PROPERTY MARKET ANALYSIS

Commercial/ Retail Assessment

- Bacchus Marsh
- Beveridge
- Lakes Entrance
- Shepparton North
- Whitehorse Megamile
- Romsey
- Fyansford
- Brunswick
- Cranbourne Hardware and Trade Supplies
- Torquay Bunnings
- Kingston Green Wedge

Residential land supply and demand analysis

- Bacchus Marsh
- Beveridge
- Lakes Entrance
- Lindenow
- Omeo
- Rosedale

Industrial land demand and supply analysis

- Euroa
- Violet Town
- Nagambie
- Romsey
- Gisborne
- Woodend
- Kyneton
- Riddles Creek
- Yarram
- Maffra
- Stratford

FEASIBILITY STUDIES

Feasibility Studies

- Sandringham Golf Links Redevelopment
- State Library of Victoria: Queens Hall
- Sunbury Birthplace of the Ashes Museum

TOURISM PLANNING

TOURISM RESEARCH

Economic Impact Studies

- Bass Coast Shire
- Wilsons Promontory Bushfire
- Manfield Bushfire and Drought

Accommodation studies

- Carlton Hotel
- St Kilda Hotel
- Mornington Peninsula Tourism
- Destination Gippsland
- South Gippsland Shire
- Bass Coast Shire.

Visitor Market Analysis

- Mornington Peninsula Tourism Indicators
- Gippsland Sustainable Regions Project
- Macedon Ranges and Spa Country.

Visitor Surveys

- Bass Coast Shire
- South Gippsland Shire
- Destination Gippsland
- Mansfield Shire
- Mornington Peninsula Tourism
- Corangamite Shire.

VISITOR INFORMATION SERVICES

Visitor Information Services Strategies

- Yarra Ranges Shire.