



HONG KNOWLING

SENIOR CONSULTANT MBus (Prop), MUrbRegPlan, BUrbRegPlan

URBAN PLANNING & PROPERTY ECONOMICS

ABOUT

Hong joined Urban Enterprise in 2018, after working at the City of Casey. Hong has over a decade of experience in urban planning both in Australia and internationally.

Over the course of her career in the public sector in South Australia and Victoria, Hong has led and managed a variety of projects across the fields of land use planning, development contributions, land economics, structure plans, property development and business planning.

Hong also has experience in planning projects with buffer considerations including bushfire, flooding and landfill projects.

Hong has a strong understanding of property economics and regularly prepares feasibility assessments for residential and non-residential development proposals.

QUALIFICATIONS

- Master of Business (Property), RMIT
- Master of Urban and Regional Planning, University of South Australia
- Bachelor of City Planning, Guilin University of Technology, China.

AREAS OF EXPERTISE

- Development Contributions
- Structure Plans and Master Plans
- Planning Scheme Amendments
- Property Market Analysis
- Property Demand and Supply Analysis
- Feasibility Assessments
- Planning Permit Assessments
- Economic Impact Assessments
- Retail and Expenditure Modelling
- Demographic and Economic Profiling
- Bushfire Planning
- Development within Bushfire Prone Areas

MEMBERSHIPS

- Member Planning Institute of Australia (PIA)
- Member of Urban Planning Society of China

PROJECT EXPERIENCE

STRATEGIC PLANNING

- Hume Central Structure Plan
- Cranbourne North Employment Precinct Development Plan
- Casey Central Town Centre Precinct Structure Plan
- Cranbourne North Stage 2 Precinct Structure Plan
- Berwick Waterways Precinct Structure Plans
- Various Structure Plans for Land Surrounding the Cranbourne Gardens
- Urban Growth Boundary – Logical Inclusions / Exclusions
- Site-Specific Re-zoning Project in Lakes Entrance
- Review of the Municipal Strategic Statement of the Casey and Wellington Planning Schemes
- Mixed-use Development Policy for Adelaide City Council

DEVELOPMENT CONTRIBUTIONS

- Cranbourne West Local Roads DCP and Priority List Implementation Strategy for Cranbourne West DCP
- Clyde North DCP and Priority List Implementation Strategy
- Cranbourne North Stage 2 DCP and Priority List Implementation Strategy
- Berwick Waterways DCP
- Various infrastructure agreement negotiations

PROPERTY ECONOMICS

- Low Density Residential Land Review within the City of Casey
- New Wollert Town Centre Feasibility Assessment
- Various Multi-dwelling Development Feasibility Assessments

STATUTORY PLANNING

- New Town Centre Development in Wollert
- Industrial Development in Burwood
- Multi commercial development across Melbourne and Gippsland
- Various Multi-dwelling Development and Subdivisions across Melbourne and Gippsland

INTERNATIONAL EXPERIENCE

- Master Plan and Regulatory Detailed Plans for Xiangsi Lake New Zone, China
- Assessment of Development Applications in Xiangsi Lake New Zone, China
- Various Structure Plans for Major Cities and Regions within Guangxi Province, China