



## URBAN ENTERPRISE CURRICULUM VITAE

# PAUL SHIPP

**DIRECTOR** BUPD MCOM RPIA

**URBAN PLANNING & URBAN ECONOMICS**

### **ABOUT**

Paul is a Director of Urban Enterprise and draws on 14 years of consulting experience to lead our strategic planning and urban economic projects.

With qualifications in urban planning and economics, Paul offers public and private sector clients nuanced and independent advice based on an understanding of the economic and property market forces that influence how cities and regions develop and how strategic planning can best respond.

Paul specialises in the fields of strategic planning, infrastructure funding, economic impact assessment and land demand and supply assessments for a range of sectors including residential, retail, commercial, industrial and tourism. Paul often appears as an Expert Witness at Planning Panel, Advisory Committee and VCAT hearings in respect of urban economic matters.

Paul is committed to providing the highest quality analysis, evidence and approach to planning and is a Registered Planner with the Planning Institute of Australia. Paul advocates the importance of proper planning and ongoing professional development in the industry through recent volunteer roles on the Committee of the Victorian Division of PIA and as a co-editor of the monthly Planning News publication.

### **QUALIFICATIONS**

- Bachelor of Urban Planning and Development, University of Melbourne
- Master of Commerce, RMIT

### **AREAS OF EXPERTISE**

- Demographic and economic profiling
- Development contributions and open space contributions
- Land demand and supply and property market analysis for residential, retail, commercial, industrial and tourism sectors
- Retail analysis and expenditure modeling
- Economic impact assessments
- Structure plans and masterplans
- Planning policy and Planning Scheme Amendments

### **MEMBERSHIPS**

- Registered Planner (PIA)
- Member Planning Institute of Australia (PIA)
- Member of the PIA (Victoria) Committee (2014-2018)
- Member Victorian Planning and Environmental Law Association (VPELA)

### **URBAN ECONOMICS**

Urban economic projects and advice for developers, land owners, local government, State government and industry associations across Melbourne and regional Victoria, including:

- Employment needs and employment impact assessments;
- Employment land strategies and planning zone / policy analysis;
- Retail needs and retail impact assessments;
- Activity Centre Strategies;
- Commercial and office demand and supply assessments;
- Industrial land demand and supply assessments;
- Residential land demand and supply assessments;
- Residential property market analysis and development feasibility;
- Market assessment of land use opportunities for particular sites;
- Tourism research, market assessment and land use opportunities;
- Demographic and economic analysis;
- Facilities needs assessments (open space, community, etc);
- Economic, property and tourism input to Structure Plans and Masterplans;
- Economic impact, Benefit/Cost and Net Community Benefit Assessments;
- Economic assessment of rezoning proposals; and
- Expert evidence.

### **INFRASTRUCTURE FUNDING**

Specialised infrastructure funding advice, strategies and analysis for developers and public sector clients across Melbourne and regional Victoria, including:

- Preparation of 15 Development Contributions Plans for residential growth areas, activity centres and employment precincts in Melbourne and regional Victoria;
- Peer review of DCPs and s173 agreements for infrastructure funding;
- Advice and preparation of alternative infrastructure funding mechanisms including s173 agreements, Shared Infrastructure Funding Plans, permit conditions and open space contributions;
- Advice to Councils regarding implementation and administration of DCPs;
- Scoping studies for DCPs and Infrastructure Contributions Plans;
- Open space contributions plans and policies;
- General infrastructure and facility funding strategies
- Cash flow and financial analysis; and
- Expert evidence.

### **STRATEGIC PLANNING**

Preparation of long term strategic plans, planning policy and planning scheme amendments for local government, state government and developers, including:

- Structure plans and masterplans;
- Urban renewal and development strategies;
- Strategic plans for facilities (eg. Saleyards);
- Stakeholder, business and community consultation;
- Planning policy development and planning zone recommendations; and
- Planning Scheme Amendments.