



# PAUL SHIPP

**DIRECTOR** BUPD MCOM MPIA CPP

URBAN PLANNING | URBAN ECONOMICS

## ABOUT

Paul joined the Urban Enterprise team in 2005 and was appointed a director in 2014. He has provided advice in the fields of strategic planning and urban economics to local councils, state government and developers.

Paul is a Certified Practising Planner and offers sound, evidence-based advice to clients drawing on a wide range of experience and skills. Paul has developed specialisation in the development contributions and land demand and supply fields, and has contributed to and managed numerous studies across the State in these areas.

## QUALIFICATIONS

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

## AREAS OF EXPERTISE

- Development Contributions
- Open Space Contributions
- Economic Impact Assessments
- Structure Plans, Urban Design Frameworks and Masterplans
- Planning Scheme Amendments
- Property Market Analysis (Retail, Residential, Commercial, Industrial)
- Land Demand and Supply Studies
- Demographic and Economic Profiling
- Retail and Expenditure Modeling

## MEMBERSHIPS

- Member Planning Institute of Australia(PIA)
- Member of the PIA (Victoria) Committee (2014-2016)
- Certified Practising Planner
- VPELA

## KEY PROJECTS

### CHIRNSIDE PARK MAJOR ACTIVITY CENTRE DCP, YARRA RANGES SHIRE

Urban Enterprise prepared a Development Contributions Plan for the Chirnside Park Major Activity Centre. The report was a thorough assessment and included infrastructure items to be funded, calculation of levies, DCP administration and an implementation strategy.

### CITY OF GREATER GEELONG DCP GUIDELINES & ARMSTRONG CREEK DCP PROGRAM, 2011-2014

Urban Enterprise prepared a comprehensive infrastructure funding, governance and administration policy review for the City of Greater Geelong which culminated in the preparation of a DCP Manual. Paul has been involved in the preparation of all Armstrong Creek DCPs over the period 2011-2014.

### MONASH NEC RETAIL NEEDS STRATEGY, METROPOLITAN PLANNING AUTHORITY

Urban Enterprise undertook a retail market assessment and a review of the impact of planning controls and policies on the use of the Monash National Employment Cluster for employment and supporting commercial uses. The study found that significant additional retail floorspace will be supportable in the cluster, but that planning controls were likely to be restricting retail and employment growth in certain areas.

Our recommendations to support future growth and retention of businesses in the area have been used by the MPA to inform the preparation of a Framework Plan for the Cluster.

### ARARAT SUSTAINABLE GROWTH PLAN, CITY OF ARARAT

Urban Enterprise was engaged by Ararat Rural City Council to conduct an economic and tourism evaluation to identify opportunities to increase employment and investment in Ararat. The purpose of the project was to define the role and function of the Shire's settlements and provide a framework for their growth and development as well as provide high level strategic direction to inform the update of Council's Municipal Strategic Statement.

### FERNTREE GULLY VILLAGE STRUCTURE PLAN, KNOX CITY COUNCIL

This project included analysis of key demographic and economic trends impacting the centre, and a detailed supply and demand analysis for dwellings, retail floorspace and employment. Recommendations for future land use directions and potential development sites were provided. This included a development feasibility analysis for a number of scenarios at varying height limits. Following a Panel Hearing the structure plan was incorporated into the Knox Planning Scheme (Amendment C129).

## CURRICULUM VITAE

PAUL SHIPP

DIRECTOR

## CONTACT

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## URBAN PLANNING

### STRUCTURE PLANS / URBAN DESIGN

#### FRAMEWORKS:

Ferntree Gully, Nyora, Woodend, Upper Ferntree Gully, Hastings, Brunswick Urban Renewal, Hampton Park, Shepparton CBD, Mildura CBD, Gisborne, Rosedale, Lakes Entrance Commercial Area, Barwon Coast Coastal Management Plan, Mineral Springs Masterplan, Air Services Australia Planning Advice.

#### HOUSING AND SETTLEMENT STRATEGIES:

Maribyrnong Housing Strategy, South Gippsland Housing and Settlement Strategy, Frankston Housing Strategy, Wyndham Housing Strategy

#### INFRASTRUCTURE ASSESSMENTS:

Bacchus Marsh Community and Open Space, Lakes Entrance Northern Growth Area.

#### PLANNING SCHEME AMENDMENTS:

Shepparton VicTrack, Kyneton Racecourse, Mt Macedon Hotel, Nagambie, Bannockburn Primary School.

## DEVELOPMENT CONTRIBUTIONS

### DEVELOPMENT CONTRIBUTIONS PLANS:

Marong Business Park, Traralgon North, Lakes Entrance Northern Growth Area, Taylors Hill West, Melton North, West Maddingley, Armstrong Creek North East Industrial Precinct, Armstrong Creek Horseshoe Bend Industrial Precinct, Armstrong Creek East Precinct, Armstrong Creek West Precinct, Jetty Road, Ballarat West, Armstrong Creek Town Centre, Bass Coast DCP review, Moreland DCP (expert evidence), Southbank and City North DCP (expert evidence).

#### DEVELOPMENT CONTRIBUTIONS ADVICE:

Wodonga Development Contributions Advice, Caroline Springs Town Centre, Fishermans Bend Options Study, Baw Baw DCP Health Check and Accounting Review, Huntly Development Contributions Advice, North Sale Development Contributions Advice, Swan Hill South West, Lilydale Quarry.

### OPEN SPACE CONTRIBUTIONS:

Geelong Open Space Strategy, Stonnington 52.01 (expert evidence), Melbourne 52.01 (expert evidence), Glen Eira/Monash Village VCAT expert evidence, Lend Lease Armadale.

## PROPERTY MARKET ANALYSIS

### RETAIL/COMMERCIAL ASSESSMENTS:

Wodonga Activity Centres Strategy Review, Bacchus Marsh Commercial Assessment, Beveridge Activity Centres Analysis, Lakes Entrance Commercial Area, Shepparton North Peer Review, Whitehorse Megamile Retail Assessment, Romsey Town Centre - Evidence, Bathurst Business Rezoning (objection), Cranbourne Hardware and Trade Supplies Assessment, Torquay Bunnings Evidence, Corio Norlane Business Rezoning Assessment, Swan Hill Business Rezoning Assessment, Traralgon North Retail Assessment, Gaffney Street Coles (retail evidence).

### RESIDENTIAL LAND SUPPLY & DEMAND ANALYSIS:

Bacchus Marsh, Beveridge, Lakes Entrance, Lindenow, Omeo, Rosedale Structure Plan, Woodend Structure Plan, Bass Coast Shire, Macedon Ranges Rural Living, Warrnambool Hopkins Hill, Ocean Grove, St Leonards Dandenong.

### INDUSTRIAL LAND DEMAND & SUPPLY ANALYSIS:

Euroa, Violet Town, Nagambie, Romsey, Gisborne, Woodend, Kyneton, Riddles Creek, Yarram, Maffra, Stratford, Warrnambool, Moriac.

### FEASIBILITY STUDIES:

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

## ECONOMICS

### ECONOMIC DEVELOPMENT STRATEGIES:

Greater Shepparton, Mansfield Shire, Strathbogie Shire, Wellington Shire.

### GENERAL ECONOMIC DEVELOPMENT:

Mornington Peninsula Shire Business Survey, Mansfield Shire Business Survey, Manningham Green Jobs Study, Kingston Green Wedge Plan, Fishermans Bend Repositioning Study.

### SALEYARDS:

Geelong Saleyards Feasibility Study, Kyneton Saleyards Strategic Masterplan, Asset Management Plan & Business Case.

### ECONOMIC IMPACT STUDIES:

Bass Coast Shire Tourism Impact, Wilsons Promotory Bushfire, Mansfield Bushfire and Drought, Destination Gippsland, South Gippsland Shire, Foster Streetscape Works, Kingswood Golf Course, Westhall Road Extension, Delays in Greenfield Residential Development.