

Position Available: Associate (Masterplanning)

Masterplans present unique opportunities to instigate revitalisation, growth and economic development. Inherent in the process is a need for an effective integration of expertise in planning, economics and feasibility. That is the very essence of Hill PDA. Our Masterplanning team are well respected for providing creative, strategic and realistic advice on a range of major projects.

As a result, Hill PDA is currently looking for an **Associate** to join their expanding Masterplanning team in the **Sydney** office. Hill PDA is a specialist property consultancy, providing a fully integrated capability in property economics, urban planning and real estate valuation. Our ever expanding team includes highly qualified land economists, urban planners, valuers and geographers. Whilst Hill PDA's head office is located in Sydney, we are currently expanding into **Melbourne** and have affiliated offices in **Dubai**.

Hill PDA has successfully gained an enviable reputation for professional, unbiased and independent advice. We are respected for our creative, diligent and balanced approach to all facets of our consultancy activities. A particular strength of Hill PDA is the diversity of areas in which we are actively involved. We deal with a full spectrum of land uses including residential, retail, office, industrial, hospitality, recreation and community-based activities.

We have extensive experience in a diverse array of projects for government bodies at all levels as well as private sector corporations, institutions and other organisations. Furthermore, Hill PDA is the consulting arm of **Estate Master Property Software** – we assist clients with a variety of services relating to the Estate Master suite of property development and management software.

At the heart of the Hill PDA service is independence and creativity. It is a service that reflects experience, enthusiasm and dedication.

The Position

Due to our continued growth, an opportunity exists for an Associate to join our team. Whilst the role is focussed on Masterplanning and strategic development advice, there will be opportunities for the successful applicant to participate in many of our other projects including valuations, commercial centre studies, retail economic impact assessments, employment studies, and other special research projects.

This creative role will involve:

- Critically evaluating a clients request in the relevant business and strategic context rather than just responding to instruction given.
- Critically understanding and evaluating the implications of planning controls, demographics, government decisions, and market factors on:



- Design options;
- Feasibility of development;
- Delivery of the Masterplan over time; and
- Management and funding structures for redevelopment.
- Participation in consultation and delivering presentations to a wide range of clients and user groups.
- Financial modelling, reporting and proposal writing.
- Correspondence directly with clients and relevant authorities.
- Site inspections, field work and office based computer work (internet searching, MS Excel, MS Word, Powerpoint, MS Access and other relevant databases).
- Collaboration with multi-disciplinary teams for major projects and Masterplans for a wide range of private and public clients.
- High level of project management skills with responsibility for delivering projects on time and to budget.
- Regional and interstate travel.
- Maintaining and building on Hill PDA's strong Masterplanning client base and successful track record, and contributing to the ongoing growth of the company and its profile.
- Contribution and participation in Hill PDA's in-house education program .
- Management, mentoring and training of other staff.

Selection Criteria

The successful candidate should have the following skills and attributes:

- A sound knowledge of the property industry and a genuine interest in the area of Masterplanning;
- Strong analytical, technical, problem solving and strategic property skills;
- Strong report writing and MS Excel skills;
- Communication and interpersonal skills;
- A good network of clients and/or industry contacts;
- A collaborative, consultative and team orientated approach;
- A willingness to learn and to be involved in a wide range of projects; and
- Organisational and time management skills.
- Is actively involved with professional and industry bodies and committees.

The candidate should have 5-10 years experience in the property industry, preferably in property consulting, and have professional qualification(s) in Property Economics, Town Planning or an associated degree(s).

Hill PDA provides ongoing education and training for all staff through their in-house education program. Whilst experience in Masterplanning and advanced skills in feasibility analysis are desired, extensive training will be provided to the successful applicant.

Apply now by sending your CV to Vesa Bashford at Hill PDA vesa.bashford@hillpda.com. If you would like to discuss this role and opportunity further please contact Victoria Tompsett at victoria.tompsett@hillpda.com. Vesa and Victoria can be contacted in our Sydney office on (02) 9252 8777.

If you would like to discuss opportunities in our expanding Melbourne office, please don't hesitate to also contact Victoria Tompsett.

The Masterplanning Process

Masterplanning projects can range from a single site/single stage development, to a large harbourfront regeneration project, to a new residential suburb in one of Sydney's growth centres. The diverse range of projects cover regional and metropolitan locations, and can include an element of travel either in NSW or interstate.

One of Hill PDA's strengths in the Masterplanning process is our ability to understand the commercial realities of property development, which aids in matching planning, social and environmental objectives with economic development initiatives.

Hill PDA adds value to the process through our ability to identify those incentives needed to instigate property development in different market conditions and different timeframes.

Often these team based projects involve local and state government authorities, architects, urban designers, transport and traffic consultants, engineers, planners and quantity surveyors. Consultation with a range of stakeholders and community members is also often a key part of the process. This collaborative approach ensures the outcome of the project is both practical and realistic.

Hill PDA's Masterplanning team has recently participated in the following key projects:

- **Callan Park Masterplan (current)** – In May 2010 Leichhardt Council unanimously resolved to begin Masterplanning for Callan Park. Victoria Tompsett of Hill PDA has joined McGregor Coxall and a team of specialists to work with the community to develop the Masterplan for the entire Callan Park site. The Plan will protect, preserve and promote the historic Callan Park site. Issues such as the Callan Park Act, heritage, social values, landscape, maintenance, financial management, design and uses will all be addressed as part of a detailed community consultation process.
- **Nowra CBD Masterplan (current)** – Most recently, Victoria Tompsett of Hill PDA attended the Enquiry by Design workshop with ARUP (the lead consultant), the Nowra CBD Liaison Committee and members from the local community to investigate potential urban design options for the Nowra CBD Masterplan. Victoria presented the various issues and opportunities impacting on Nowra CBD relating in the first instance to - population growth, demographic change, demand for retail and commercial floorspace, the residential market, and viability of redevelopment.
- **Riverside Wagga Masterplan (2010)** - Riverside Wagga Wagga is a major economic development initiative focused on cultural infrastructure development and building social capital. Hill PDA together with Kiah Infranet, Aurecon, Ian Lawrence and DLA worked on the Wagga Riverside Masterplan. The 96ha study area is located adjacent to Wagga CBD and is traversed by the Murrumbidgee River. The project team considered a range of land uses for the study area (cultural/civic, recreational, retail, commercial, seniors living) that will meet environmental, social and commercial objectives. This includes innovative ways of addressing both the opportunities and constraints the existing flood levee has with the town. Hill PDA's role is specifically related to analysing the market potential for proposed land uses, followed by an analysis of the viability of Masterplan development options.

- **Mary Harbour Masterplan QLD (2009)** - Hill PDA carried out a feasibility analysis of the Mary Harbour Masterplan considering the effects of different delivery methods, including a joint venture arrangement and as if the owner developed the site themselves. The Masterplan envisages the existing sugar cane farm fronting Mary River being redeveloped into a new mixed use community. Delivering around 1,300 residential dwellings, there is also capacity for a retail and commercial centre, as well as other recreational (hotel, parks and amenities) and industrial (marina berths and boat dry storage) land uses associated with the waterfront.
- **Sydney Olympic Park Masterplan (2007-2009)** – Martin Hill and Victoria Tompsett of Hill PDA joined a working group whose aim was to review and amend the existing Masterplan. Issues with regards to viability of the existing Masterplan lead to its revision, particularly around the town centre site. In this regard, Hill PDA undertook retail demand analysis, feasibility testing of key sites, leasehold versus freehold modelling, and a market demand assessment for future potential land uses. Hill PDA also provided economic input into the review of the infrastructure funding plan, including the modelling of different funding mechanisms.