

# Hill PDA Newsletter

Issue No. 2 – Oct 2008



## Gold for Hill PDA

Hill PDA is thrilled to congratulate employee, Malcolm Page, on his stunning gold medal win in the 470 Men's Sailing class in the Beijing Olympic Games.

Malcolm Page along with his skipper Nathan Wilmot, went into the Men's 470 medal race with a 22 point lead. They needed only to sail in the race to make the Gold medal a reality, but the Sydney pair sealed their victory with a race win, leading from start to finish.

Malcolm Page has been a regular crew member aboard Martin & Lisa Hill's Farr 40 yacht called Estate Master. Malcolm along with other Olympians Nathan Outteridge and Michael Blackburn are also regular crew members who will compete together with Martin & Lisa in the forthcoming Farr 40 World Championships in Sardinia in June 09.



Malcolm Page & Nathan Wilmot  
Winning Gold



Lisa Hill & Malcolm Page

## Annual Breakfast Seminar

On the 11<sup>th</sup> of September 2008, HillPDA held their annual breakfast seminar at the Westin Hotel, Sydney, titled "Rezone it and they will come?" The presentation was given by Hill PDA's Dr Garrick Small and was a great success.

The Hill PDA team would like to thank all those who attended, we hope you enjoyed yourself and we look forward to seeing you again next year!

Below is a quick overview of the Seminar:

How quickly will the current quiet residential market recover? Is this simply another cyclic downturn of the sort that harasses the property industry every decade or so? How should we read the signs in the residential market and where are they pointing to?

Garrick put the household economy under the microscope in order to answer these questions. The social and economic behavior of the household explains the behavior of the last forty years better than trends or common economic theory. It also suggests that the household has exhausted its available resources for supporting the pattern of capital growth that has defined the



market since 1970. This suggests a structural change in expectations and the need for innovation in the delivery of residential space.

Garrick revealed opportunities that lie within the apparent market melancholy and outlined innovations in the delivery of development infrastructure that have the ability to get residential development moving again without compromising quality or profitability, while restraining the potential for gains to be absorbed into land profits.

*Dr Garrick Small*

## Hill PDA Staff Profiles:



### ESTHER CHEONG – Senior Consultant

BEd, BCom (Property), DipArb, AAPI, MISM, MCI Arb

Esther is a Certified Practising Valuer and joined Hill PDA after working overseas for the last 10 years, in London and Kuala Lumpur. She has valued properties for mortgage, foreclosure / insolvency, compulsory acquisition compensation, mergers, acquisitions and disposals and litigation claims.

In addition to her valuation experience, Esther has carried out investment analysis, feasibilities and advised on proposed acquisitions and portfolio management. Other consulting experience includes advising financial institutions and their consultants on the adequacy and suitability of security and appropriate exit strategies, providing litigation support and the arbitration of property-related disputes.

Esther's Contact Details: 02 9252 8777 or [esther.cheong@hillpda.com](mailto:esther.cheong@hillpda.com)



### DAVID LITTLE – Consultant

BSc, MURP

David has completed a Masters of Urban and Regional Planning and a Bachelor of Science at the University of Sydney. Prior to joining Hill PDA, David worked for number of local governments within Sydney and the United Kingdom.

Since joining Hill PDA, David has specialised in Employment Lands Studies, Town Centre Studies and Social and Economic Impact Studies for various local governments and private organisations. His role also includes urban planning, market research and analysis, and demographics analysis.

David's Contact Details: 02 9252 8777 or [david.little@hillpda.com](mailto:david.little@hillpda.com)

• Market Research & Analysis • Property Valuation • Urban Planning • Policy Analysis  
• Feasibility Analysis • Retail Analysis • Economic Appraisal • Strategic Asset Management

## Recent Projects Undertaken by Hill PDA

### Principals

#### Managing Principal

Martin Hill  
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#### Property Economics

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#### Economic Planning

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#### Property Economics

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### Maitland Centres Strategy



Hill PDA has been commissioned by Maitland City Council to prepare a Strategy for centres within Maitland Local Government Area. The Policy provides strategic direction for existing and future planned commercial centres and employment lands.

The study will assist in the future review of the Maitland Urban Settlement Strategy and inform

the preparation of the Maitland Local Environmental Plan 2011.

Contact: Sarah Hill

### Forster / Tuncurry Employment Land Implementation Strategy



Hill PDA has been commissioned by Great Lakes Council to prepare an Employment Land Implementation Strategy for Forster / Tuncurry.

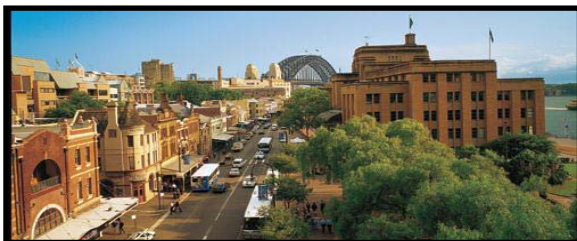
The Strategy is required to review and build on the Great Lakes Employment Land Strategy prepared for Council in 2006 and incorporate the principles and concepts identified in the Strategic Plan for the Economic Development of the Great

Lakes Area (2003).

The Strategy will provide Council with a clear framework on which to plan the provision of optimal areas for retail, commercial, bulky goods and industrial activities so as to satisfy demand over the next 25 years within the Forster / Tuncurry area.

Contact: Sarah Hill

### Cumberland Street, The Rocks



Hill PDA was recently instructed to provide an opinion of the value of a rental premium of a ground lease (converting annual lease payments to a single upfront, lump sum payment) to be paid for the remaining 82 year term of the ground lease on a property in Cumberland Street, The Rocks Sydney.

Contact: Robert Wilson

### Camden Employment Lands Market Assessment



Hill PDA has recently completed a market demand assessment for employment lands within the South West Growth Centre.

Hill PDA identified current industrial and employment land trends which may impact on the subject site, in addition to the characteristics of surrounding and competing industrial/employment precincts (tenant mix, product mix,

take up rates and forecast expansion).

As part of the assessment, Hill PDA investigated demand for additional uses that could be viable on the site over and above those permissible through the current zoning. The market research identified how compatible the existing zone was with the current market and analysed the type of tenants the site could expect to attract.

Contact: Victoria Tompsett

- Market Research & Analysis
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