



Business Presentation



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We provide specialist professional advice, documentation and representation on all urban and rural planning permit applications for developers, residents, businesses, Councils and other authorities

What is Big Picture Urban Rural (BPUR)?

BPUR is the planning consultancy¹ led by Matt Gorman BA MUP. Matt is a town planner who completed his Master of Urban Planning degree at the University of Melbourne in 1994, and has over fifteen years' combined experience as a local government statutory planning officer and as a consultant. Matt began BPUR in 2003 and has a range of both public and private clients.



Matt and his office

The "*Big Picture*" part of the name is to indicate that the business is about creating a long-term reputation for facilitating the best possible outcomes. It is also about clients' personal *big pictures* - their need for responsive, cost-effective services that produce results.

"*Urban Rural*" is to show that, unlike other consultants, our expertise is not limited to Melbourne but *covers the entire state*. In addition to his earlier experience at Delatite, South Gippsland, Manningham, Yarra and Greater Geelong, after starting BPUR, Matt has provided statutory planning services (directly) to the following Councils: Macedon Ranges; Glenelg; Campaspe; Nillumbik; Mount Alexander; Casey; Brimbank; Hepburn; Maroondah; and Melton (current client). Matt has also done work for a number of private clients in relation to numerous sites in various other cities and shires.

BPUR has a strong emphasis on rural, township, environmental and coastal planning, as well as broadacre subdivision at the urban fringe and multi-dwelling/multi-level development. Being CBD-based BPUR is also fully familiar with inner or middle suburban issues such as heritage, small lot development, liquor licensing, neighbourhood character and tree protection.

What services does BPUR provide?

BPUR's motto is "taking the pain out of planning". BPUR provides cost effective, responsive, specialist professional *advice*, *documentation* and *advocacy* regarding planning permits, development plans, and appeals and other planning and liquor licensing issues for: small business; design and development professionals, including architects, designers, land surveyors, building surveyors, solicitors and other planning consultants; Councils; and residents.

For Councils, BPUR processes planning permit applications; write reports for delegates, and Councillor Meetings. BPUR also provides statutory planning advice, does counter duty, mentors staff, does research, and provides representation at VCAT. For Referral Authorities, BPUR provides representation at VCAT.

For businesses, developers and community organisations, BPUR gets planning proposals happening and save time and resources. This includes advice on planning scheme interpretation, site feasibility, design and strategies for dealing with the planning system, documentation of planning applications (such as for ResCode), and, advocacy, including negotiating with Councils and objectors. BPUR also prepares planning permit application and appeal submissions on behalf of other planning consultants.

¹ BPUR is a formal partnership between Matt and his wife Georgie, who is responsible for its financial management

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For landowners/residents, BPUR provides the best strategies to protect your interests, whether you are permit applicants or objectors. This includes representing you at Council meetings, mediation and VCAT hearings, lodging objections or simply providing advice and help.

What's different about BPUR?

Broad planning experience - BPUR has a breadth of experience in urban and rural planning matters (below) far greater than most similar-sized planning consultancies.

Diverse clientele - BPUR doesn't just represent one sector of the planning community (eg Councils or developers) but work on different sides of the planning "counter". This gives us a broad perspective on our work that is useful both in problem solving and understanding other parties' points of view.

No involvement in "local politics" - Being physically removed from the local situation can be a good thing. In some towns, close relationships often exist between professionals involved in the planning industry and local developers, to the exclusion of other parties - for Councils and residents in particular. On the other hand, some Councils are very closely associated with particular law firms. BPUR addresses this lack of choice by being free of existing local affiliations.

Personalised service - Larger consultant planning firms can be like larger Councils. Files are handed from planner; clients are put on hold; telephone calls get returned slowly. Being a small business, BPUR does not have these problems.

Cost effectiveness - BPUR's hourly rates are very competitive when compared to other consultant planners and even professionals who do not specialise in planning.

What planning issues does BPUR specialise in?

BPUR has a wide range of experience in both urban and rural planning. Since 2003, BPUR has prepared, assessed or presented submissions regarding permit applications submissions on the following planning issues - in the following local government areas:

- Multi-dwelling development – Macedon Ranges, Mount Alexander, Casey, Greater Dandenong, Moreland, Glenelg, Melton, Boroondara, Hobsons Bay, Campaspe, Surf Coast, Maribyrnong, Moonee Valley, Manningham, Mornington Peninsula, Warrnambool, Greater Geelong, Darebin, Hepburn, Mornington Peninsula, Bass Coast, Brimbank, Greater Dandenong, Yarra, Maroondah.
- Urban residential subdivision, including adjoining or creating/altering a road in a Road Zone Category 1 - Macedon Ranges, Mount Alexander, Glenelg, Melton, Hume, Campaspe, Casey, Hepburn.
- Residential development of four or more storeys - Moonee Valley, Melbourne, Yarra, Moreland, Port Phillip, Whitehorse.
- Urban small lot single dwelling development - Glen Eira, Port Phillip, Yarra, Stonnington, Melton, Hobsons Bay, Bayside, Moreland.
- Bars/taverns/other licensed premises (including Cumulative Impact Assessments and Noise and Amenity Action Plans) - Yarra, Melbourne, Port Phillip, Stonnington, Boroondara, Darebin, Macedon Ranges, Whittlesea, Knox, Hobsons Bay, Melton, Moonee Valley, Hepburn.
- Advertising signs – Macedon Ranges, Mount Alexander, Whitehorse, Melton, Casey, Yarra, Brimbank.
- Assessment/waiving/reduction of car parking requirements – Macedon Ranges, Stonnington, Yarra, Casey, Moreland, Melton, Brimbank.
- Industrial or commercial use or development– Macedon Ranges, Yarra, Glenelg, Melton, Greater Bendigo, Nillumbik, Moonee Valley, Moreland, Campaspe, Casey, Melton, Brimbank, Hume.
- Retirement villages, nursing homes etc – Macedon Ranges, Glenelg, Melton, Campaspe.
- Childcare centres, Education centres, Community centres and Display villages – Melton, Moreland, Whittlesea, Yarra, Melton, Casey, Ararat.
- Rural dwellings and subdivisions - Macedon Ranges, Mount Alexander, Hepburn, Glenelg, Melton, Greater Bendigo, Campaspe, Casey, Yarra Ranges, Golden Plains, Moorabool.

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- Agricultural use/development, including private and commercial dog keeping/breeding - Macedon Ranges, Glenelg, Melton, Brimbank, Hepburn, Campaspe.
- Native vegetation removal - Mount Alexander, Macedon Ranges, Glenelg, Melton, Casey, Hepburn, Nillumbik, Yarra Ranges, Bass Coast.
- Development in areas of particular landscape, environmental (including water catchments and flood-prone areas) or heritage significance– Macedon Ranges, Yarra, Melbourne, Glenelg, Surf Coast, Mount Alexander, Melton.
- Timber production – Glenelg.
- Extractive industry - Mount Alexander, Melton.
- Telecommunications facilities – Casey, Glenelg, Melton.
- Removal, variation or creation of reserves, restrictive covenants, restrictions, Section 173 agreements, easements etc - Macedon Ranges, Melton, Nillumbik, Casey, Glenelg.
- Development/use pursuant to existing use rights – Yarra, Melbourne, Macedon Ranges.

BPUR has also been involved in the following

- Enforcement of permit conditions - Mount Alexander.
- Approval of Development Plans under DPOs- Macedon Ranges, Glenelg, Melton.
- Planning scheme amendments – Ballarat, Yarra Ranges, Casey.

What are BPUR's professional standards?

BPUR will:

- Abide by the Planning Institute of Australia Code of Practice.
- Not make representations on your behalf that BPUR considers contrary to the principles of good town planning or established planning case law.
- Explain the planning process to you at the beginning of each project, as necessary.
- Tell you our opinion of the prospects of success, in planning terms, of the outcome(s) to be achieved through each project.
- Encourage you to engage other, reputable consultants if their skills would facilitate each project.
- Encourage negotiated/mediated outcomes to planning disputes where practicable.
- Be available to you outside normal office hours where necessary to carry out each project, or as previously agreed with you.
- Respect your need for cost-effective service and not waste the billable hours for each project.
- Tell you, at any time upon request and without charge, the hours spent on each project.
- Provide, upon request and without further charge, a timesheet setting out all billable hours undertaken for each project.
- Only use a qualified planner to carry out or supervise the professional component of each project.

Where is BPUR located?

BPUR is located at Level 7, 221 Queen Street, Melbourne but is focused is on the whole of Victoria. BPUR is able to service most of Victoria. BPUR meets with our clients at our office in Melbourne or, if relevant, at our clients' offices. BPUR communicates with clients by phone and email. After each project is finished, we return files etc to our clients by registered mail or in person.

Attachment 1: Resume of Matt Gorman BA MUP Town Planner

Demonstrated abilities/attributes:

- Exceptional skills in planning scheme analysis, report writing, problem solving, negotiation, communication, leadership, consultation, customer service, and time management.

This includes communicating to a variety of clients and in a variety of formats.

- Advanced knowledge of planning applications and appeals process, Planning & Environment Act 1987, Subdivision Act 1988, Victoria Planning Provisions including "ResCode", and case law on various planning issues.
- Extensive (fifteen years) local government and private statutory planning experience, in particular applications involving both residential and non-residential uses/developments including multi-dwellings, industrial development, subdivision, liquor licensing, heritage, native vegetation removal, rural dwellings, animal keeping and planning, in inner, middle and outer metropolitan, regional, township, rural and/or coastal settings.
- Strong commitment to supporting clients, and achieving effective planning outcomes.

Current employment:

Feb 2003- **Consultant Town Planner – Big Picture Urban Rural** (*own business*)
www.bpur.com.au

- Provide town planning consultant services on various issues to a wide range of urban and rural Councils, as well as to private clients, including other planning consultants, architects, small developers and objectors, with a focus on written and verbal communication.
- Main past and present clients include:
 - Melton Shire Council (in house applications assessment/report writing, May 2007 –).
 - Priority Planning Pty Ltd, Direct Planning, and ARG Planning (services to these planning consultants involves report or submission writing only; all are intermittent ongoing clients).
 - Orbit Homes Australia Pty Ltd (project management of planning permit applications, report writing and provision of advice on development feasibility, August 2011 -)
 - Maroondah City Council (off-site report writing , August – September 2011)
 - Hepburn Shire Council (off-site report writing and application processing - intermittently - July 2006- May 2011).
 - Mount Alexander Shire Council (appeals representation, Dec 2004 – May 2006; in house report writing, application processing and customer service - September- December 2010).
 - Nillumbik City Council (in house report writing and application processing, May-June 2010)
 - Brimbank City Council (off-site report writing - December 2009 - February 2010)
 - Casey City Council (appeals representation, April 2003 – Sept 2005 and in house report writing, August 2008 – December 2009).
 - Campaspe Shire Council (vacancy replacement, ("in house" general senior statutory planning duties, Jan 2008 – March 2008).
 - Glenelg Shire Council (in house leave replacement and offsite applications assessment/report writing, Sept 2006 - May 2007).
 - Macedon Ranges Shire Council ("in house" general senior statutory planning duties, May 2003 – June 2004; offsite, applications assessment/report and letter writing, and appeals representation, June 2004 – April 2007).
- A range of other private clients, mainly for permit applications, zoning changes etc.
- Manage all aspects of own business.

Previous employment:

2002 **Contract Town Planner - City of Greater Geelong**

- Reported to Council and delegates on a wide range of permit applications, with emphasis

on ResCode, and local policy.

Nov 1997 -
Feb 2002

Senior Town Planner and Town Planner (pre-5/00) - City of Yarra

- Undertook all aspects of assessment of planning permit applications, with emphasis on ResCode, Good Design Guide, Council policy, and PLAN/Proclaim dbase. Provided extensive advice re customer enquiries.
- Prepared and presented appeals for Council at VCAT, including cross-examination. Coordinated additional appeals including correspondence, and briefing of solicitors & consultants, including two weeks of specialist appeals mentoring at Maddocks Solicitors.
- Chaired/participated in consultation meetings between applicants and objectors, to achieve negotiated and inclusive planning outcomes
- Played active role within Branch, in supervising junior staff, advising coordinators/managers, providing IT support and participating in committees - *Yarra Design Guide Working Group, Statutory Planning Service Review, and Stormwater Management Committee* –including formulation of policies.

Sep-Oct 97

Town Planner (contract) - Manningham City Council

Jun-Sep 97

Senior Planner (contract) -South Gippsland Shire Council

1996

Town Planner (contract) - Delatite Shire Council

1993-94

Work experience Planner - City of Melbourne

Education:

1993-1994

Master of Urban Planning, by coursework, including: *First Class Honours in Planning Law & Statutory Planning; First Class Honours in State & Metropolitan Planning*; and minor thesis: "Contemporary Chinatown in Melbourne" (Honours 2A), University of Melbourne

1992

Master of Environmental Studies (Preliminary), University of Melbourne

1985-88

Bachelor of Arts (History/Politics), University of Melbourne

Professional development:

Professional development has been an ongoing theme of my career from 1994, including more recently:

2008

Project Management (Planning Institute Australia), part of Certified Practising Planner program

2008

Public Land and Statutory Planning (Planet)

2008

Rural Planning: Assessing Intensive Animal Industries (Planet)

2006

Coastal Planning (DSE)

2006

Subdivision and Approved Building Envelopes (PIA)

Referees:

Mr Louis Petrentsis
Director - Priority Planning P/L
47 Bourke Street
Melbourne 3000
Ph: 9339 9599

Mr Steven Finlay
Statutory Planning Co-ordinator
Shire of Melton
PO Box 21, Melton 3337
Ph: 9747 7162

Attachment 2: Feedback from BPUR clients² and VCAT

Matt Gorman

From: Ron Loncar <Ron.Loncar@maroondah.vic.gov.au>
Sent: Tuesday, 27 September 2011 11:01 AM
To: Matt Gorman
Subject: Re: Files

Hi Matt,

We just had a management meeting this morning to discuss outsourcing more files and we are going to hold off as we had 2 new planners start in the last 2 weeks that should help in bringing the backlog down.

Things always change hence I am sure I will contact you again down the track. BTW the feedback on your reports has been excellent.

Ron Loncar

Co-ordinator Statutory Planning



Maroondah City Council | Braeside Ave Ringwood
03-92984359

rloncar@maroondah.vic.gov.au

www.maroondah.vic.gov.au

From: "Matt Gorman" <matt.gorman@bpur.com.au>
To: <Ron.Loncar@maroondah.vic.gov.au>
Date: 27/09/2011 09:48 AM
Subject: Files

Ron

A courier came to my office yesterday and picked up the files I had, but did not however drop off any new ones - which he said would be sent separately.

Do you know when the new ones would arrive?

Matt

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² Some client details have been obscured for privacy reasons

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Matt Gorman

From: marcus <marcus. [REDACTED]>
Sent: Monday, 12 September 2011 12:36 PM
To: 'Matt Gorman'
Subject: RE: marcus re [REDACTED] time extension build request

Hi Matt,

We now have till the end of 2015 to finish our build, so four years should be a great help.

Thanks again for your services.

Best wishes,

Marcus

From: Matt Gorman [<mailto:matt.gorman@bpur.com.au>]
Sent: Thursday, 8 September 2011 4:38 PM
To: 'marcus'
Subject: RE: marcus re [REDACTED] time extension build request

Yes, I received the letter today, and I have forwarded it to you by mail (you should get it tomorrow).

From: marcus [[mailto:marcus. \[REDACTED\]@interna \[REDACTED\].au](mailto:marcus. [REDACTED]@interna [REDACTED].au)]
Sent: Thursday, 8 September 2011 3:21 PM
To: 'Matt Gorman'
Subject: marcus re [REDACTED] time extension build request

Hi Matt,

I just logged on to MCC and see this. Sounds Approved . I guess we wait for paperwork.

Cheers marcus

Matt Gorman

From: Scott Ellis <sellis@ausdraft.com.au>
Sent: Friday, 5 August 2011 2:21 PM
To: 'Matt Gorman'
Subject: PERMIT ISSUED: [REDACTED]
Attachments: PLANNING PERMIT [REDACTED].pdf

Hey Matt,

Please find attached a copy of the planning permit. If it's not too much trouble, can you please have a quick read of the conditions and let me know if there is anything strange or of concern. All appears to be fine to me

Thank you so much for all your help in getting this across the line for us.
My parents and I are unbelievably happy with the result!

Kind Regards,

Scott Ellis
Director

Ausdraft Pty. Ltd.
215 Waverley Rd. Malvern East VIC 3145
Ph. (03) 9571 5525 Fax. (03) 9571 5523 www.ausdraft.com.au

BPUR Business Profile

Matt Gorman

From: Justin Fiddes <jfiddes@hepburn.vic.gov.au>
Sent: Monday, 15 November 2010 10:29 AM
To: Matt Gorman
Subject: RE: 10499 - 361 Ascot Road, Creswick

Good Morning Matt,

Thanks you for all of your efforts and great reports for the planning files. I will be in touch if we need to outsource more work in the future.

Thanks again. Regards,

Justin Fiddes
Manager Planning
Hepburn Shire Council
Phone : 03 5321 6458
www.hepburnshire.com.au

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-----Original Message-----

From: Matt Gorman [<mailto:matt.gorman@bpur.com.au>]
Sent: Thursday, 11 November 2010 3:17 PM
To: Justin Fiddes
Cc: Jane Hunt
Subject: 10499 - 361 Ascot Road, Creswick

Justin

Here is my report on the above application. I will put the file and a hard copy of the report in tonight's mail.

This is the last of the applications given to me earlier this year, and I would like to thank you and your staff for giving me the work in the first place, and for all the assistance that I have received (particularly from Jane, Shirley and Norman) in doing it.

If you need any further assistance in future (including if you need someone to provide coverage during staff absences) please do not hesitate to contact me.

Regards

Matt

It is always a matter of fact and degree in each case when an activity ceases being ancillary to residential use of the land and converts to something separate to domestic or residential use...

- 56 I was referred to numerous other cases. Ultimately, they are of limited assistance. As noted by Mr Testro, they can all be distinguished in one way or another. The case before me must be considered in the light of such factors as the zoning, the size of the land, the non-commercial activity and the nature of abutting land uses.
- 57 Sixthly, I consider that the form of fencing on the subject land is of limited relevance. Many of the objectors raised concerns about visual aspects of the boundary fencing. At the hearing comments were made about the billowing plastic, the poor construction, fraying material and holes after just 2 years. Mr Manning tendered an example of a frayed section attached to bracken. The fire risk associated with the plastic covering was also of concern.
- 58 Although Mr Gorman argued that the black plastic is *somewhat out of character with the rural area of the site*, he submitted that no planning permit is required to construct a fence in this zone, or pursuant to the overlay controls. Mr Gorman's officer report cited various cases to support that view.
- 59 I accept that there is no discretion in relation to the legally erected fences. However, it is highly relevant whether the type of fence that is legally erected is an appropriate boundary for the dog compounds, in terms of enclosure and screening. I consider those matters later.
- 60 Seventhly, I accept Mr Gorman's submission that in considering the location of Compound 1 and the dog shed I should not be influenced by the fact that there has been substantial investment in the existing infrastructure and relocation would be costly. I acknowledge that Mrs Parkhouse has invested in the property after obtaining consents required by the Council. The Council's belated requirement for a planning permit is highly regrettable. Nevertheless, I need to consider the application on its merits and determine the best outcome for the site.
- 61 Eighthly, I note that the Tribunal and its predecessors have long held that an officer's report is a relevant consideration taken into account in proceedings such as this. While a Council is, of course, not obliged to blindly follow the advice of its officers, such reports represent the professional advice available at the time a Council reaches its decision [See *Modern Living Design & Construction Pty Ltd v Box Hill CC & Ors*, 1 AATR 166]. I accept Mr Testro's submission that Mr Gorman's report was thoroughly prepared, comprehensively addressed all relevant issues, and is a document to which I should give weight. It supported the issue of a permit, albeit with different conditions.
- 62 Lastly, part of the context is the relationship between the parties. As succinctly put by Mr Gorman in his report to the Council, *the application is*