



PEOPLE
CAPABILITY
EXPERIENCE
2023



WE TAKE AN **ACTIVE**
HANDS ON APPROACH
WITH THE DESIGN AND
APPROVAL OF
DEVELOPMENT PROJECTS

YOUR PROJECT



Think Planners provides engaged professional town planning services. Our approach is to work in collaboration with our clients to assist in shaping their project concepts, testing project potential, advising on design development, striving for design excellence and remaining engaged through to approval.



Think Planners have established relationships, strong connections, and considerable experience throughout the Sydney region, and throughout Western Sydney.



Think Planners has a genuine commitment to delivering successful design and planning outcomes. We have experience in dealing with complex development applications, strategic planning proposals, design excellence processes and assisting with master planning of projects.

PEOPLE



Think Planners operational model is firmly based on the principle that Directors and Managers of the business remain intrinsically involved in the day to day work on current projects. Unique to planning firms, when you engage **Think Planners**, the people you meet with at the inception of the project, will be the same people who work with you throughout the project, until its final delivery.



Think Planners has a proven track record in strategic and statutory planning. Our experience includes guiding clients throughout the master planning of their projects, whether the sites are small or significant, identifying the right outcome and the planning pathway to achieving the desired outcome.



Think Planners confidently offers exceptional planning services, particularly given our method of ensuring that senior members of the organisation are involved in the day to day work on your projects. The Directors and Planning Manager are supported by postgraduate town planners, and administrative staff.

PEOPLE

Adam Byrnes

Director

Adam has over 25 years' experience as a Town Planner in both the public and private sectors. Sound experience in both statutory and strategic planning, along with an appreciation of the commerciality of projects and their delivery, has served Adam well in his ability to serve clients, whether multinational companies or first time developers.

Jonathon Wood

Director

Jonathon has over 10 years' experience as a Town / Urban Planner in both the public and private sectors. Jonathon has extensive statutory planning experience across a wide variety of complex development proposals, including urban release area planning.

Brad Delapierre

Planning Manager

Brad brings 20 years of local government experience to Think Planners. Brad's approach centres on building collaborative relationships with stakeholders, including Council staff and clients to deliver projects that meet their expectations in a timely manner.

Ben Creighton

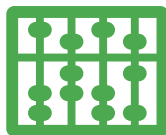
Executive Planner

Ben has deep planning experience in local government and private practice. Ben is completing a Masters in Urban Design and takes carriage of a number of the strategic planning and design projects within the office.

CAPABILITY



Think Planners understands the task at hand and has extensive experience in all facets of town planning, good design and the making of urban spaces and places.



Adam and Ben's strengths and predominant experience lay in having worked on numerous strategic planning studies and strategies. Whether it is a master planning exercise for a large land holding, or a new multi-use tower in a town centre. We get what needs to be done, the various stages of the process, and the way in which to deliver projects. They are also accomplished in Design Excellence and the related competitive or design panel processes associated with the design excellence process.



Jonathon and Bradley's strengths and predominant experience lay in statutory planning having been directly involved in delivering planning guidance to numerous development proposals, of a great variety of scale, throughout the Sydney metropolitan region.

THINK PLANNER'S CAPABILITIES

Preparation and submission of Statements of Environmental Effects with supporting reports.

Administration of Design Excellence Competition Strategies including preparation of Design Excellence Strategy and Competition Brief document packages.

Liaising with local government and state government agencies in relation to development projects.

Reviewing sites and identifying planning and development opportunities.

Reviewing and applying relevant planning controls.

Guiding our clients from initial development idea to successful approval.

Preparation of rezoning proposals for changes to zone, height and FSR controls, and permissible uses.

Assisting on large master-planning and urban design projects for release areas and urban renewal projects.

Managing the design development process in consultation with relevant design experts, working to a fully designed and documented development proposal.

Reviewing sites and identifying planning and development opportunities. Where necessary, obtaining approvals through the Land and Environment Court.

Preparation of complementary planning reports such as Crime Prevention, Social Impact Comments, Plans of Management, etc

Representing clients and advocating for great outcomes to relevant consent authorities.

PROJECT EXPERIENCE



Attached is a summary of some recent projects **Think Planners** has been involved with and demonstrates the breadth of our experience and ability to assist you with your project. We would be pleased to expand upon these further.



Think Planners has a proven track record in strategic and statutory planning. Our experience includes guiding clients throughout the master planning of their projects, whether the sites are small or significant, identifying the right outcome and the planning pathway to achieving the desired outcome.



Think Planners is well accustomed to dealing with individual or peculiar projects and has experience in sites with Aboriginal and European archaeology requiring archaeological excavation, European heritage, site contamination, environmental constraints (flora, fauna, water courses), complex mixed use and CBD sites, and land with multiple layers of planning controls.

STATE DESIGN COMPETITION AND SSD (2022 – 2023)

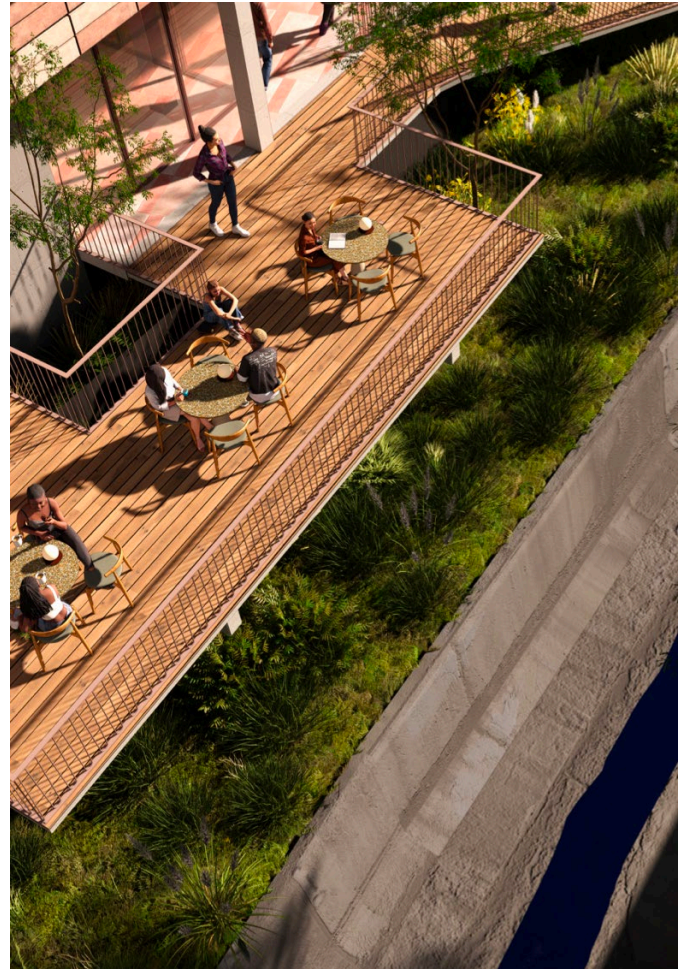


Image: 3D Perspectives and Images of BTR SSD Submission in Parramatta CBD

PROPERTY

BTR Mixed Use Tower
39-43 Hassall Street
Parramatta

Engaged by NOVUS to undertake:-

- ✓ A Planning Strategy
- ✓ Design Excellence Competition with GANSW
- ✓ SSD Application with Department of Planning

CATEGORY

Mixed Use + BTR

CLIENT

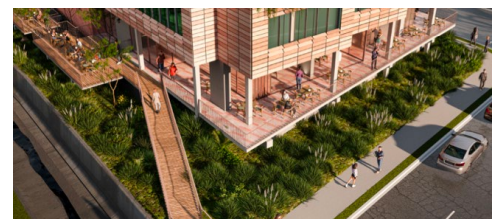
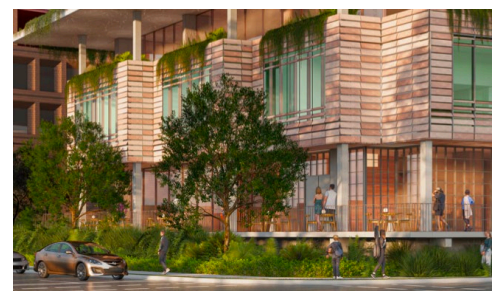
NOVUS

PROJECT VALUE

\$115 million

OUR INVOLVEMENT

- Administer Design Excellence Competition process with GANSW including:
 - (a) write Design Excellence Strategy
 - (b) write Design Excellence Competition Brief
 - (c) work collaboratively with GANSW on the Design Integrity Strategy, then administering the Process, and finally ensuring that design excellence is recognised.
- Collaborate with and guide the project team on the requirements for SSD application and associated timeframes. Instrumental in the compiling of the State Significant Development Application.
- Lodgement of the SSD Application on the Planning Portal in March 2023.



STATE DESIGN INTEGRITY AND SSD (2022 - 2023)



Image: 3D Perspectives of NSW first BTR approval in the Rapid Assessment Framework

PROPERTY

BTR Mixed Use Tower
12 Hassall Street Parramatta

Engaged by Gurner to undertake:-

- ✓ A Planning Strategy
- ✓ Design Integrity Process with GANSW
- ✓ SSD Application with Department of Planning

CATEGORY

Mixed Use + BTR

CLIENT

Gurner

PROJECT VALUE

\$450 million

OUR INVOLVEMENT

- Provide planning advice on Design Excellence Process with GANSW and ensure that Design Excellence is endorsed.
- Work collaboratively with GANSW on the Design Integrity Strategy, then administering the Process, and finally ensuring that design excellence is recognised.
- Collaborate with and guide the project team on the requirements for SSD application and associated timeframes. Instrumental in the compiling of the State Significant Development Application.
- Post lodgement of the application being the point of contact with the Rapid Assessment Team at the Department to ensure that all matters arising are addressed.
- Coordinate, prepare and lodge Responses to Submissions (RTS) in a thorough and timely manner. Remain engaged with client, the assessment team and project team throughout.
- Obtaining SSD consent for the first BTR approved in NSW under the Rapid Assessment Framework.



DESIGN EXCELLENCE COMPETITION (2021 – 2022)

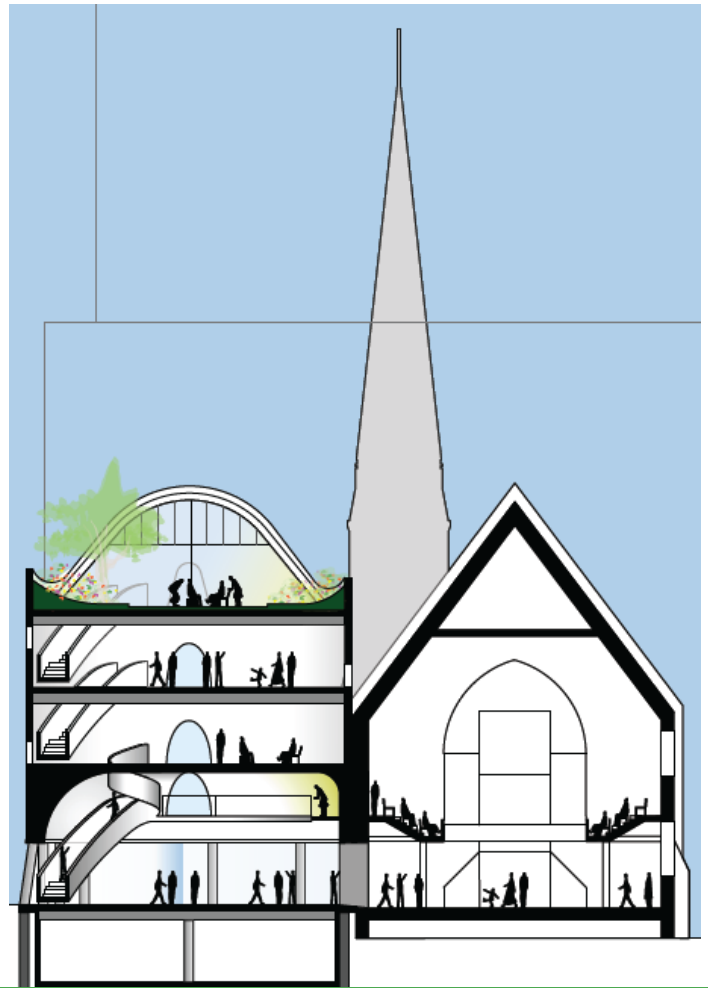


Image: 3D Perspective taken from Macquarie Street looking towards Parramatta Square

PROPERTY

Community Building

**119a Macquarie Street
Parramatta**

Engaged by the Parramatta Mission to undertake:-

- ✓ A Planning Strategy
- ✓ Design Excellence Competition
- ✓ Facilitation of the approval with future Pre DA and Statement of Environmental Effects.

CATEGORY

Community Building

CLIENT

Parramatta Mission

PROJECT VALUE

\$7 million

OUR INVOLVEMENT

- Provide planning advice on development options and relevant planning controls.
- Representation during the preparation and consultation periods for site specific development control plan.
- Collaboration with architect urban designer, stormwater engineer, traffic consultant and landscape consultant.
- Preparation of Design Excellence Brief.
- Management of the Design Excellence Competition.
- Finalisation of Design Excellence Jury Report.
- Commencing work shortly on Pre DA report.

DESIGN EXCELLENCE COMPETITION + PROPOSAL (2018 – 2020)



Image: 3D Perspective taken from Parramatta Road looking south

PROPERTY

Mixed Use Development

**373 residential apartments
within a 25 storey tower**

61 Cowper Street Granville

Engaged by Starryland to undertake preparation of:-

- ✓ A Planning Proposal
- ✓ Design Excellence Competition
- ✓ Pre DA services
- ✓ Preparation of the Statement of Environmental Effects
- ✓ Facilitation of the approval.

Consent was granted from the Sydney Central Planning Panel.

CATEGORY

Mixed Use Development

CLIENT

Starryland

PROJECT VALUE

\$142 million

OUR INVOLVEMENT

- Provide planning advice on development strategy to achieve a higher yield to align with strategic planning framework
- Consultation with the City of Parramatta
- Collaboration with architect urban designer, stormwater engineer, traffic consultant and landscape consultant.
- Management of the Design Excellence Competition ensuring the client's interests are represented.
- Negotiations with the planning team and technical experts throughout the DA process
- Preparation of Statement of Environmental Effects addressing all relevant strategies and planning controls.
- Presentation to the Sydney Central Planning Panel
- Currently working on Section 4.55 Application to minor revisions to the design.

HOSPITAL PROPOSAL (2021 – 2022)



Image: Artist's impression of ~\$52 million, four-storey world-class integrated cancer centre and research hub

PROPERTY

Health Care Precinct

Think Planners were thrilled to assist in the preparation and lodgement of a regionally significant private hospital for NorthWest Healthcare Properties Management ("NorthWest").

- ✓ Urban Design Review
- ✓ Development Consent

The site comprised 27,840m² of land proximate to Campbelltown CBD in South West Sydney.

The site will contribute to a significant healthcare precinct in partnership with the landowner and Campbelltown City Council.

The application represents an initial investment of \$76.6 million.

CATEGORY

Private Hospital

CLIENT

Norwest

OUR INVOLVEMENT

- Early input on design development. Articulation of development options and relevant planning controls
- Liaising with Campbelltown City Council at the Pre Lodgement phase to ensure that the design and the response to planning controls are understood and supported.
- Preparation of Statement of Environmental Effects.
- Assist in guiding inputs from specialist and sub consultants.
- Application Lodgement.
- Liaise with Regional Planning Panel and facilitate approval in a 8 month timeframe.

PROJECT VALUE

\$76.6 million

Health related projects align with the values of Think Planners. In recent time we have received approval for 6 private hospitals from the Northern Beaches, to Penrith and Campbelltown.

MIXED USE TOWERS (2015 – 2021)



Image: 3D aerial perspective taken from Cowper Street looking South

PROPERTY

38 Cowper Street, Granville
Planning Proposal - Land

Engaged by Ausboa to undertake:-

- ✓ Pre DA services
- ✓ Preparation of the Statement of Environmental Effects
- ✓ Facilitation of the approval.

CATEGORY

Planning services

CLIENT

Ausboa

PROJECT VALUE

\$175 million

OUR INVOLVEMENT

This project has been operational since 2015 and to date comprises 6 separate development applications all managed by Think Planners and specifically involved:

- Provide planning advice on development options and relevant planning controls.
- Consultation with the City of Parramatta.
- Collaboration with architect urban designer, stormwater engineer, traffic consultant and landscape consultant.
- Presentation to Pre DA Panel, Urban Design Review Panels and Sydney Central Planning Panel.
- Preparation of Statement of Environmental Effects addressing all relevant strategies and planning controls.
- Negotiations with external stakeholders including Transport for NSW for acceptable "General Terms of Approval".
- Preparation of a Planning Proposal to reconcile maximum building height permitted with the current permitted floor space ratio – Gateway issued.

OUR PURPOSE
IS TO WORK CLOSELY
WITH OUTSTANDING
CLIENTS TO
ACHIEVE **PLANNING AND
DESIGN EXCELLENCE** IN
THEIR DEVELOPMENT
PROJECTS



EDUCATION & QUALIFICATIONS

1989 – 1993
University of New South Wales

Bachelor of Town Planning.
1995 – 1996
Macquarie University, School of the Environment

Post Graduate Diploma in Environment Studies.

WORK EXPERIENCE

2012 - Present
Think Planners Pty Ltd
Director & Partner
Planning – statutory and strategic

2008 - Present
Byrnes PDM Pty Ltd – Plan Design Manage
Director & Owner
Planning & Development Management

2007 – 2008
Becton Property Group, Sydney
Development Manager

2003 – 2007
Estate Constructions of Australia, North Sydney
Development Manager

2003
Auburn Council
Team Leader Strategic Planning

2001 – 2002
An Bord Pleanala, Ireland (Irish Planning Board)
Planning Inspector

1998 – 2001
Warringah Council
Principal Strategy Co-ordinator

1997 – 1998
Manly Council
Strategic Planner

1991 – 1997
Hornsby Shire Council
Town Planner (Development Assessment + Strategic)

ADAM BYRNES DIRECTOR

Adam has over 25 years' experience as a Town Planner in both the public and private sectors.

Adam commenced his planning experience in Local Government at a number of Councils within the Sydney metropolitan area (Hornsby, Manly, Warringah and Auburn). Following a year working for the Planning Appeals Board in the Republic of Ireland, Adam joined the private sector as a Development Manager for Estate Property Group and then Becton.

In 2008 Adam established Byrnes PDM (Plan Design Manage) a planning and development management firm. In 2011 David Borger and Adam Byrnes established Think Planners, a town planning firm with a Western Sydney focus.

Sound experience in both statutory and strategic planning, along with an appreciation of the commerciality of projects and their delivery, has served Adam well in his ability to serve clients, whether multinational companies or first time developers.

Adam, along with fellow Directors Jonathon Wood and David Borger, have grown Think Planners in a short period of time into a medium sized planning firm



that has an excellent client base and a long list of successfully approved and completed projects.

In recent times, Adam has focused his attention on providing high level planning advice in relation to progressing and delivering significant projects; liaising with Government; presenting to Design Panels and Planning Panels on behalf of clients; running Design Excellence Competitions; and appearing as an Expert Witness at the Supreme Court and the Land and Environment Court of NSW.

Adam's professional and personal interests include an 8 year commitment as a Director of Christadelphian Aged Care; and he is a partner in Bal/nce – a creator and operator of surf parks and resorts.

Adam's core interest and motivation is to work closely with outstanding clients to achieve planning and design excellence in their projects; and contributing to public places and spaces

EDUCATION & QUALIFICATIONS

2007-2010
University of New England

Bachelor of Urban and Regional Planning

2006
University of New South Wales

Bachelor of Planning

WORK EXPERIENCE

2014 - Present

Think Planners Pty Ltd

*Associate Director
Planning – statutory and strategic*

2011-2013

Think Planners

*Senior Planner
Planning- Statutory*

2007-2011

Penrith City Council

*Environmental Planner
Planning- Statutory*

2005-2007

City Coast and Country Developments

Project Manager

JONATHON WOOD DIRECTOR

Jonathon has over 10 years' experience as a Town/Urban Planner in both the public and private sectors.

Jonathon commenced his planning experience at Penrith City Council and then progressed his studies at the University of New South Wales whilst working as a Project Manager for a small development firm.

Returning to Penrith City Council during, and following completion of, a Bachelor of Urban and Regional Planning Jonathon then progressed to the private sector and joining Think Planners in 2011.

In 2014 Jonathon became a Director of Think Planners and has been working, along with fellow Directors Adam Byrnes and David Borger, in continuing to grow Think Planners into a medium sized planning firm that has an excellent client base and a long list of successfully approved and completed projects.

Jonathon has extensive statutory planning experience across a wide variety of complex development proposals, including urban release area planning.





EDUCATION & QUALIFICATIONS

1992 - 1998
University of New England
Bachelor of Urban and Regional Planning

WORK EXPERIENCE

2015 - Present

Think Planners Pty Ltd
Planning Manager
Planning – statutory and strategic

2002-2015

City of Parramatta
Development Assessment Team Leader
Planning – Statutory

1995 - 2002

The Hills Shire Council
Planning – Statutory and Strategic

- *Strategic Planner*
- *Development Control Planner*
- *Senior Development Control Planner*
- *Town Planning Co-Ordinator*

BRAD DELAPIERRE PLANNING MANAGER

Brad Delapierre brings 20 years of local government experience to Think Planners.

Brad left Melbourne in 1995 and commenced his planning career as a planner at Baulkham Hills Shire Council. Brad progressed to becoming a team leader of the Central Area of the Baulkham Hills Shire Council responsible for assessing development applications in the Norwest Business Park as well as the Castle Hill and Baulkham Hills Town Centres.

In 2003 he joined Parramatta City Council as a Team Leader of the Major Projects Team and had oversight of up to ten planners and associated technical specialists. Brad was involved in assessing a wide range of development applications from large commercial buildings in the CBD, industrial buildings in the Camellia precinct, shop top housing developments, medium density to dual occupancy developments. Brad's role included the liaison role with the Sydney West Joint Regional Planning Panel.

Brad joined Think Planners in 2015 and has been responsible for both project managing a wide range of development applications and preparing complex Statement of Environmental Effects as



well as representing clients at IHAP, JRPP and Council meetings.

Having worked in both a rural release area Council and Sydney's Second CBD, Brad understands a wide range of development applications from rural residential developments, release area subdivisions, educational establishments, childcare centres, boarding houses, Seniors Living developments, residential, places of worship, commercial, and industrial.

In relation to Education Projects, Brad was the point contact for the Building Education Revolution that occurred in 2008 and has been responsible for liaising with the Department of Education, and oversight of numerous development applications for both public and private educational establishments throughout Western Sydney.



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