

ADAM SMITH CONSULTANT

Adam is a qualified strategic planner with experience in a wide range of planning, urban design and community projects. He possesses both a breadth and depth of planning knowledge, combining this with digital media strategies and GIS approaches to develop innovative but rigorous methodologies and applying them to complex planning problems and issues.

In 2011 Adam co-founded Harvest Digital Planning, a specialist planning consultancy focused on utilising digital methods to enhance the planning and design practices. The aim of his work is to leverage advances in technology to create better outcomes through the empowerment of stakeholders in the participation process, better communication of planning and design ideas, and more sophisticated research and analysis.

PROJECT EXPERIENCE

Land Use Favourability and Character Area Study Macedon Ranges Shire Council

Adam is leading an innovative project on the peri-urban fringe of Melbourne to document the diverse and rich communities of the Macedon Ranges. The project consists of two major parts: the creation of a series of character area profiles that summarise information relating to heritage, settlement, economy, and natural environment, and; the analysis of various spatial information to model the opportunities and constraints of the land to support various land use functions.

Adam was the lead project manager and was responsible for developing the analytical framework used to model land use favourability. He will also oversee the development of the web delivery, as this project is intended to become a “living report” that allows information to be added over time.

Retail and Activity Centre Strategy Melton Shire Council

Adam is currently supporting Tim Nott in the development of a retail and activity centre strategy for this growth area council. Adam will be responsible for advancing a spatial approach to planning the future activity centre network, using GIS techniques to ensure future centres are located in appropriate locations. The project will also involve online participation and a project-specific web-page, which Adam will oversee.

Housing Strategy Whitehorse City Council

Adam is currently working with Planisphere to deliver a housing strategy for the middle-ring suburb of Whitehorse. The project involves the revision of neighbourhood character profiles and an analysis of development opportunities in order to create a strategic framework for the management of future housing



growth. Adam is responsible for overseeing the online components of the project which include the creation of an interactive web platform and will incorporate opportunities for online participation.

Housing Strategy Interactive Website
Darebin City Council, VIC

Adam was responsible for developing the online strategy for the Darebin's forthcoming Housing Strategy. Adam worked closely with Council to develop this innovative approach which aimed to better engage with residents through better communication of information and provided opportunities for online participation.

Adam was responsible for developing the content which included text, mapping, data visualisations and info graphics, as well as designing the user interactions for the platform.

Neighbourhood Character Study
City of Boroondara, VIC

Adam was responsible for conceiving a custom-built online consultation that was used to communicate information about Council's upcoming Neighbourhood Character study, and illicit feedback in an efficient and productive way. Designing the tool in association with Council and a multi-disciplinary team, this approach helped engage a broad spectrum of citizens in the planning process. This tool demonstrates Adam's ability to envision simple yet effective online engagement tools that add value to projects without adding significant costs.

Barwon Head Walkability Analysis
Greater Geelong City Council

Working with Equity, Access, Justice, Adam advanced supported the understanding of walkability considerations in Barwon Heads. Advanced spatial analysis techniques to document walking conditions and understand the service catchments of key walking destinations. This work was then able to be used to identify strategic improvements to the walking network that would make walking more efficient and convenient, thereby helping to encourage people to walk.

Non-Harvest Experience (David Lock Associates)

Young Rural Land Use Planning Study
Young Shire Council

Working with Sue Haertsch Planning, Adam advanced a new approach to planning for rural living in Young Shire, a small rural community in NSW. In this location, demands for rural living blocks are placing pressure on the productive agricultural lands surrounding the town. Using myriad data-sets, GIS was employed to model and map land use suitability for both agriculture and rural living purposes. Following this, these two newly created datasets were overlaid to determine where there was conflict, and where there was clear preference for one or another. This formed a strong and defensible basis on which to set planning directions relating to which areas should be protected and which areas should be allowed to be

subdivided for living purposes. The process involved structuring a logical and rigorous methodology which identified data-metrics for effectively using available data to address specific planning challenges.

Greater Shepparton Housing Strategy
Greater Shepparton City Council

Adam led and project managed the development of a municipal-wide housing strategy for a rapidly growing regional area in Victoria's north. The draft Strategy set out a comprehensive policy framework to manage residential development and present a coherent strategy for meeting key housing challenges into the future. The Strategy seeks to deliver a range of housing improvements aimed at enhancing its design, affordability and environmental performance while at the same time promoting locally-focused neighbourhoods that facilitate active and healthy lifestyles and social equality.

Swan Street Structure Plan
Yarra City Council

Adam project managed the development of a structure plan for the Swan Street Major Activity Centre, Richmond. This inner city location has unparalleled access to public transport and is strategically positioned within the metropolitan geography. However, large portions of the area are underutilised and it is failing to reach its full potential. The structure plan, currently in draft form, outlines a strategic land use framework for the area, identifies appropriate built form for new development, proposes opportunities for improving access and movement, and identifies a program for improving the public realm that will contribute to its amenity, safety, functionality and overall quality.

Brunswick Major Activity Centre Structure Plan Review
DPCD / Moreland City Council

Adam was involved in refining the existing Brunswick Structure Plan to improve the effectiveness, efficiency and usability of the document. The project has included extensive research and consultation including a desktop review of exemplar structure plans and interviews with a wide range of people involved in different aspects of structure planning. This was used as a basis for making recommendations to streamline the Brunswick Structure Plan. Adam has implemented these recommendations which will result in a new framework of structure plan documents for the Brunswick Major Activity Centre.



PROFFESIONAL EXPERIENCE

Director

HARVEST DIGITAL PLANNING
2011

Senior Planner

DAVID LOCK ASSOCIATES (DLA)
Melbourne, Australia
2006 – 2011

Planner

RATIO CONSULTANTS
Melbourne, Australia
2006

Student Planner

GREATER JAMESTOWN EMPIRE ZONE
New York, United States of America
2002

Student Planner

CITY OF JAMESTOWN,
PLANNING DEPARTMENT
New York, United States of America
2001

QUALIFICATIONS

Master in Urban Planning

Melbourne University
2006

PGradDip in Urban Planning

Melbourne University
2005

BA in Environmental Design

State University of New York at Buffalo
2004

Member of Planning Institute of Australia

Member of American Planning Association

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