

Purdon Associates was established as an independent, Canberra based consulting firm in 1985, providing expert and practical advice on urban planning and social policy issues, based on an understanding of clients' needs and appropriate research.

Our broad range of complementary skills and expertise allows us to respond to the needs of clients and add value to all projects through cost effective and timely responses.

AREAS OF EXPERTISE

Purdon Associates provides an integrated range of urban planning and research services for its diverse client base:

- Urban Planning including:
 - Strategic Planning Research
 - Master Plans
 - Site Assessments
- Residential Subdivision
- Statutory Planning including:
 - Development Applications
 - Lease Variations
 - Rezoning
 - Planning Appeals
- Rural and Regional Planning
- Aged Care Accommodation
- Community Consultation
- Environmental Impact Assessment
- Project Management
- Housing Policy
- Social Research



CLIENT FOCUS

The following key principles are used in our approach to all projects:

- Close liaison with clients
- Involvement by company Directors
- Cost effectiveness
- High professional standards
- High quality of service
- Combination of skills to focus on specific issues.
- Client confidentiality

AWARDS

Our commitment to innovation and quality has resulted in a number of awards including:

- PIA (ACT Division) Certificate of Merit for 'Perisher Range Master Plan' (2003)
- RAPI (ACT Division) Certificate of Merit for 'Woden Town Centre Stakeholder and Community Brief' (2002)
- RAPI National Award for 'Local Government and Housing'
- RAPI National Award for 'Guidelines for the Management of Telecommunications Infrastructure'
- RAPI (ACT Division) Award for Planning Excellence for 'Construction and Demolition Recycling Strategy ACT'
- MBA Professional Consultant of the Year 2000



RECENT PLANNING PROJECTS

A selection of recent projects by Purdon Associates demonstrates the breadth of professional interest and expertise contained by our company.

Urban Planning & Master Plans

- ANU Student Housing
- Canberra Centre Expansion
- Greenway Waters - Tuggeranong
- Capital Business Park - Phillip
- Canberra City Section 56/84
- Bay Waters Inn - Bateman's Bay
- Huskisson Hotel site
- Barton Macquarie Hostel site
- Orange Island (China)
- Oasis Residential Subdivision (China)
- Moon Lake (China)
- Perisher Range
- Capital Business Park
- Cessnock Allendale expansion



Residential Subdivision

- Casey (suburb) Concept Plan - 2,000 dwellings
- West Macgregor Concept Plan - 850 dwellings
- Ngunnawal 2C Concept Plan - 440 dwellings
- North Watson (Majura Rise) Estate Development Plan - 250 dwellings
- Dunlop 5 West Concept Plan - 270 Dwellings
- McKellar Estate Development Plan - 120 dwellings
- Dunlop 4 East (Ginninderra Ridge) Development Control Plan - 100 dwellings
- Dunlop 4 West (The Meadows -Stages 5&6) Estate Development Plan - 120 dwellings

Statutory Planning

- Territory Plan Variations
- Lease purpose clauses
- Rezoning
- Lease & Development Conditions

Aged Care Accommodation

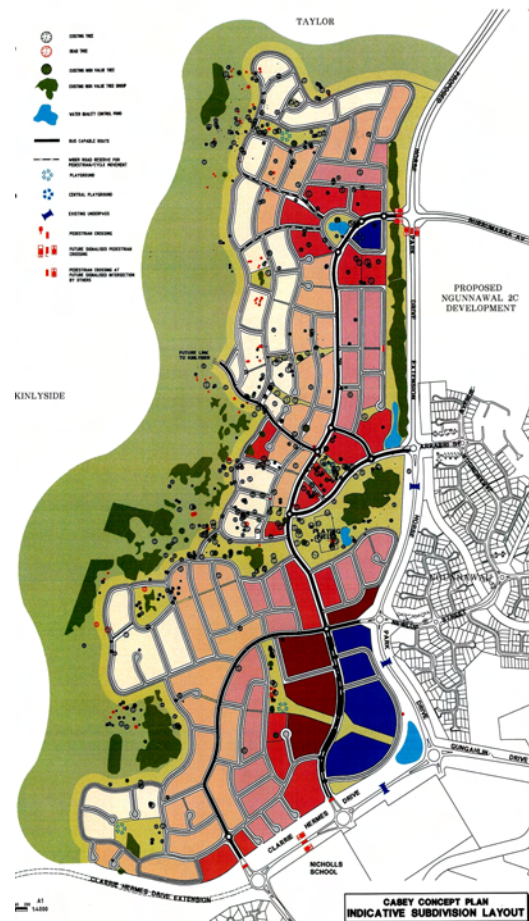
- Belconnen - Lake Ginninderra Supportive Housing Development
- Symonston Assisted Living Development
- Page Ridgecrest expansion
- Cessnock Allendale expansion

Preliminary Assessment Reports (ACT)

- Civic (Sec 84) Mixed Use Development
- ACT Prison Project (Hume)
- Emergency Services Authority Headquarters
- Capital Business Park Phillip
- Gungahlin Drive Extension
- Greenway Mixed Use Development
- Belconnen Aged Care Development
- Woden Office Development
- Belconnen Licensed Club
- Bruce Residential Development

Environmental Assessments (NSW & ACT)

- Jindabyne Waste Management Facility
- Queanbeyan Concrete Products EIS
- Oxley Highway Upgrade (NSW)
- Wollongong Northern Distributor EIS
- Canberra Concrete Recyclers Environmental Management Plan
- Queanbeyan Waste Services Plan of Management
- ACT Construction and Demolition Material Recycling Strategy
- Sydney-Melbourne Optical fibre Cable route
- Cawdor (NSW) Local Environmental Study
- Bushrangers Creek (NSW) LES





MARKET RESEARCH

Market research of all types has been a key element of our business activity over many years and has augmented various planning and program evaluation projects.

A range of projects have been undertaken over recent years including: Greening Australia; Tallwoods Golf Course Estate (NSW); ActewAGL New Services; M.H. O'Rourke Funerals; ACCC; Eastlands (Vic) Shopping Centre; Canberra Airport, ACTEW GreenChoice Marketing; TransACT Communications Project; Defence Housing; Mining Industry Council; ACT Dept of Education and Community Services.

Housing Studies

- Yass Medium Density Housing Development Control Plan
- Residential supply & demand
- Access Categories for ACT Housing
- Viability and Cost Effectiveness of Community Housing
- Holroyd Local Government Housing Strategy
- Social Housing Policy (Canada)
- Aged Persons Housing and Facility Policy

Social Planning

- ArtsACT Facilities Review
- Healthy Cities Canberra
- Housing Needs of Low Income Renters
- Planning for Older Persons
- Gungahlin (ACT) Community Facilities Strategy
- Regional Social Plan
- Local Government and Families in the Community
- ACT Library Strategy

Retail and Commercial Centre Studies

- Canberra Centre & Section 84 City
- Homeworld Centre (ACT)
- Gungahlin Town Centre
- Dubbo (NSW) Riverdale Centre Study
- Toowoomba (Qld) Retail Study
- Bateman's Bay CBD (NSW)
- Lismore (NSW)
- Bulky Goods (ACT)
- Coffs Harbour (NSW)

Rural Planning Studies

- Uriarra Village
- ACT Non-Urban Land Study (Shaping Our Territory)
- Stromlo Sustainability Study (Social)
- Uriarra Sustainability Study (Social)
- Pierce's creek Sustainability Study (Social)
- Kinleyside Land Use Study
- North Gungahlin Land Use Study
- Rural residential subdivision
- ACT Horse Paddock Management Plan
- ACT Land Management Agreement

COMMUNITY CONSULTATION

Community consultation is a core element of Purdon Associates business. Specific consultation projects include:

- Community information displays for residential planning Projects at Macgregor, North Watson, McKellar, Forde, Ngunnawal and Casey
- Port Macquarie Ring Road
- ACT Water Strategy
- Fairbairn Ave upgrade
- Oxley Highway Upgrade
- ACT Pay Parking Implementation
- Heritage Legislation
- Yass S94 Infrastructure Funding Plan
- Woden Town Centre Master Plan
- Wollongong Northern Distributor Extension
- Langdon Avenue Traffic Management
- ACT Heritage Register Review
- Fairbairn Avenue Duplication
- ACT Prison
- Emergency Services Headquarters.



STAFF & PROFESSIONAL COLLEAGUES

Purdon Associates is privately owned and operated by its two full-time Directors.

Our full time senior professional staff, supported by research assistants and administrative staff work closely with a wide range of colleagues in related professional fields, including architecture, landscape design, engineering, valuation, urban economics, heritage, environmental sciences, graphic design and legal affairs.

We are able to assemble a team of skilled professionals at short notice to meet project requirements, or work as part of other project teams.



COMMUNITY & BUSINESS CONNECTIONS

Directors and staff are actively involved in community and business organisations including:

- Planning Institute of Australia
- ACT Master Builders Association
- Canberra Business Council
- ACT Housing Advisory Committee
- Property Council of Australia (ACT)
- ACT Planning & Development Forum
- University of Canberra
- Apex Canberra
- Ministerial Planning & Development Forum
- Central Area Task Force

CLIENT BASE

Over recent years we have completed assignments for a wide range of public sector clients at all levels of government, as well as private organisations and community groups. Our ability to work for both sectors helps bring an understanding of issues and perspectives to projects. Recent clients have included:

ACT Government • ACT Planning and Land Authority • Land Development Agency • Urban Services • ACT Housing; Heritage • Environment ACT • Justice and Community Safety • Roads ACT • Education • Gungahlin Development Authority • Kingston Foreshore Authority • Bushfire Recovery Task Force • ActewAGL and TransACT Communications.

NSW State Government DIPNR • RTA • Treasury • NPWS • Premiers Department • Public Works and Snowy Mountains Hydro Electricity Authority.

Local Councils • Snowy River • Hastings • Queanbeyan • Yass • Wollongong • Cessnock • Lismore • Byron Bay • Blue Mountains • North Coast Region • Orange • Greater Taree.

Commonwealth Government • Dept of Communications • Information Technology and Arts • Overseas Property Group • Social Security • Defence • Local Government and Employment & Youth Affairs.

Private Clients • Queensland Investment Corporation • Boulderstone Hornibrook • Doma Group • Hindmarsh Group • Multiplex • NDH • Techno Build • Village Building Co • Rolfe Group • University of Canberra • Bachrach Nominees • CBL • Landco • Kondouris Group • Liangis • Lend Lease • Aldi • Coles Myer • Theiss • CCR • Westpac • ANU • Tallwoods • Bonville Golf Course • Stocklands • Bunnings.

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