



collaborate.  
innovate.  
solve.

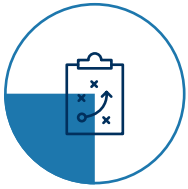
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**Planning and urban  
design experts**

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Strategic planning  
Urban design  
Planning policy development  
Statutory planning  
Site feasibility  
Development advice  
Exempt and complying  
development training





## We help our clients navigate the planning system to achieve planning and design excellence

Our extensive expertise in strategic and statutory planning and urban design means we can facilitate the sustainable growth of metropolitan and regional centres, unlock the development potential of land, provide greater certainty in achieving planning approvals, and deliver place making outcomes.

We have a thorough understanding of place making, city shaping and the complexities of the planning system. We offer our clients a wealth of knowledge derived from our experience working at all levels.

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### How we work



#### evidence based

Our projects are informed by in-depth urban research, data analysis, urban analytics and 3D massing to deliver innovative solutions.



#### place based

We focus on having a thorough understanding of 'place' to deliver positive place-making outcomes.



#### multi-disciplinary

We understand the complexities of city-making and are skilled in the intricacies between planning and the political, social, economic and environmental processes. We bring a team of experts with the required skills and experiences for each project based on the project scope.



#### holistic advice

We support our clients across a broad spectrum of planning and urban design services, from vision to strategy and policy implementation.

We help our clients throughout the lifecycle of a project, from inception to obtaining development approvals.

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## What we do

Our highly qualified and award-winning team has proven experience in a wide range of small and large-scale urban design and planning projects. We work with a range of Local and State government agencies and the private sector across New South Wales, delivering best practice planning and urban design services for urban renewal, brownfield and greenfield developments, city-wide strategies and state-wide policy development. Our services include:

### Policy development

- Develop and review planning and design legislation, policies and guidelines for government
- Provide advice to councils on planning and design policy amendments and requirements issued by the State government

### Strategic planning & urban design

- Prepare city-shaping strategies, precinct plans, master plans and structure plans
- Assess and prepare rezoning plans for State significant precincts
- Prepare public domain plans and place plans
- Prepare and assess planning proposals
- Develop public domain activations/interventions
- Project manage complex strategic planning and urban design projects, including management of consultants

### Statutory planning & urban design

- Prepare and assess local and State significant development (SSD) applications
- Provide advice on Complying development and prepare reports to support certifiers and applicants
- Prepare and assess development applications
- Provide urban design and heritage advice on development proposals

### Planning advice & site feasibility

- Provide planning advice for applicants and neighbours, including neighbour submissions
- Provide advice on planning approval pathways
- Provide expert testimony for Land and Environment Court appeals
- Provide planning advice to unlock development potential, including due diligence and feasibility reports
- Provide advice and assessment on Crime Prevention Through Environmental Design

### Data analysis & graphic design

- Spatial and data analytics to support planning & urban design initiatives
- Mapping and manipulating data using GIS and Adobe Illustrator
- Graphically designed documentation and deliverables suitable for public consultation

### Training

- Conduct exempt and complying development training for government and private clients

## Our team



**Lynne Sheridan**

Executive Director, Planning and Environment

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Lynne is a highly-recognised leader in the property development industry, with 30 years' experience as a town planner and project director within the local government, state government and private sectors. Lynne has held senior executive roles at the NSW Department of Planning and Environment and has applied experience in a wide range of strategic and statutory planning roles. She was instrumental in developing significant planning reforms for the NSW Government and received a Premier's Award for the development of the Simplified House Code. She has also led several heritage projects for local and state government.

Lynne holds a Bachelor of Arts and a Post Graduate Diploma in Urban and Regional Planning and is currently an Acting Commissioner in the NSW Land and Environment Court. She is also an active member of the Planning Institute of Australia.



**Haley Rich**

Principal Planner

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Haley is an experienced town planner, with over 15 years' experience in land release planning, strategic and statutory planning, environmental planning policy and environmental impact assessment.

At Element, Haley supervises and manages the delivery of a broad range of projects, on time and to a high standard. Some of her key projects/activities include the provision of detailed technical planning advice on complex development and land use situations, preparation of development applications for local and state significant projects, preparation of strategic plans and studies for councils and the State government, client management, mentoring and supporting team members.

Haley has a strong industry profile in strategic planning and planning policy having previously been a team leader in the Codes team at the Department of Planning and Environment, where she delivered a number of complying development Codes including the Low-Rise Housing Diversity (Medium Density) Code.



**Renata Ferreira**

Principal Urban Design & Strategy

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Renata is a leader in land use strategies, place-based plans, urban renewal, place making and program management with 20 years' experience in local government and the private sector in Australia. She has extensive experience managing the delivery of complex strategic urban design and planning projects and leading multidisciplinary teams.

She led the preparation and delivery of complex master plans such as St Marys 2041, Campsie Town Centre and Bankstown City Centre. She played a leading role in improving the design quality of development proposals and planning proposals and providing urban design, architectural and heritage advice on a range of small to large scale residential, commercial, and mix-use developments for various local councils.

Renata has won several awards including the most recent Local Government NSW Planning Award 2023 in the category of Culture Change, Innovation and Excellence for St Marys 2041.

## Our team



**Danielle Lopez**  
Senior Planner

Danielle is a dedicated town planning professional with over 6 years' experience in the government and private sector with a strong focus in strategic planning and statutory planning and environmental impact assessment of social housing developments, private residential, mixed-use developments and industrial developments across Greater Sydney and regional NSW.

Danielle possesses a comprehensive understanding of both NSW and Commonwealth planning approval requirements, acquired through her extensive experience in preparing and assessing applications in accordance with both Part 4 and Part 5 of the Environmental Planning and Assessment Act 1979 (EP&A Act) for local and state significant developments.



**Paris Wojcik**  
Senior Planner

Paris is an urban planner with 10 years' professional experience in strategic and statutory planning, and project management. Paris has a detailed knowledge of planning processes in NSW including local and state planning policy and legislation. She has experience in preparing and assessing planning proposals, state significant development applications, local development applications, review of environmental factors reports and due diligence planning. She also has experience providing strategic planning input to broader master planning projects, urban design studies and development control plans.

Paris is highly motivated and has strong written and verbal communication skills that have assisted her in achieving quality planning and design outcomes.



**Elaine Yong**  
Strategic Planner / Urban Designer

Elaine has a diverse skillset across both urban design and planning which allows her to deliver a wide variety of projects across urban design, GIS and data analytics, strategic and statutory planning. Utilising her wide skillset, she is able to communicate and present compelling evidence-based narratives that support city shaping strategic planning and development.

Elaine has collaborated with professionals at all levels to deliver a wide range of projects across Australia, New Zealand and the Middle East. Through her work she is committed to ensuring that the best outcomes are sought for our environment, cities, and regions.



## About Element

Element is a specialised environmental, planning and social sustainability consultancy serving the infrastructure, waste, water, resources, residential and government sectors.

**Our approach is underpinned by our commitment to wellbeing – of our people, planet, communities and clients.**

Our expertise covers:

- strategic and statutory planning, urban design
- environmental assessment, management and compliance
- community and stakeholder engagement and communications
- social impact assessment
- social research, planning and implementation.

Our reputation is founded on our collaborative approach, attention to quality and our overarching values of integrity and wellbeing.

