

## Naden Scarfone

**Role:** Urban Planner, Hames Sharley

**Age:** 25

**Qualifications:** Bachelor of Arts (Hons) Urban and Regional Planning

**Brief Biography:** I am a qualified urban and regional planner, who joined the Urban Development team at Hames Sharley in April 2014. My passion for planning is underpinned by a desire to see sustainable growth and development implemented across Perth and to challenge the status quo.

The work I undertake as a planning consultant at Hames Sharley is as diverse as it is exciting. I have worked on several strategic planning and urban design projects, which range from the preparation of local planning strategies to urban renewal with a number of public and private sector clients across Western Australia, New South Wales, Northern Territory and South Australia. In addition to my work, I am a sports obsessed lover of food.



**Q: What challenges do you see the property industry facing in the next 5 years?**

**A:** In my view the greatest challenge in the property industry, within the Perth context will be how we approach urban consolidation. The continued sprawl of our urban areas has resulted in pressure on the State's ability to provide employment opportunities and deliver equitable access to hard and soft infrastructure in our outer-suburbs. The greatest challenge will be to align all levels of government, industry bodies and the private sector to lead a shift in thinking and to challenge our traditional patterns of development.

**Q: Within the urban development industry what is the most significant project that you have worked on/been part of within your career to date?**

**A:** The most significant project I have been involved in is the preparation of the Joondalup Activity Centre Plan. The Joondalup Activity Centre is the primary centre in Perth's northern suburbs encompassing an area larger than the Perth CBD. The importance of the Activity Centre Plan is underpinned by the City of Joondalup's desire for the city centre to provide 45,000 jobs and 17,000 residents. My involvement in the project included the preparation of a master plan and development controls which would ensure that the planning framework and vision for the centre were aligned.

**Q: Within the urban development industry what influence does your role have on the future of our state (Building design, new estates, etc.)?**

**A:** My role as an urban planner has a significant influence on the urban development industry, we impact urban development projects at various stages of the project lifecycle, including preliminary strategic land use planning, site analysis/assessment and approvals. In addition, we provide strategic guidance to ensure that future development aligns with State and local government policy objectives.