

G.C.

MEMORANDUM

June 10th, 1960.

W.G.C.

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SUBJECT

An Australian organisation to carry out real estate research, city planning and urban design work.

Scope of Services

The proposed organisation would be a consultative firm, established as soon as possible on a national level, and offering to both governmental and private clients the services outlined below:-

- Real estate research;
- Market analyses;
- Development-potential surveys and calculations;
- Statutory civic surveys and planning schemes;
- Negotiations with and representations to planning authorities;
- Expert evidence at planning enquiries and appeals;
- Private land-use surveys and plans;
- Development and re-development plans;
- Environmental and architectural design;
- Presentations and promotions of development and re-development schemes.

Client Potential

A. Governmental

I. Local

Metropolitan-scale studies and surveys, varying schemes and other special planning tasks for metropolitan or regional planning authorities such as the Cumberland County Council.

Residential redevelopment surveys and schemes for central city governments such as the Sydney City Council.

Statutory town-planning schemes, overall and detail,

as well as special investigations of other kinds, for local Municipal Councils.

## II. State

Development and re-development schemes such as the proposed Government Centre along Macquarie and Phillip Streets, Sydney.

Town Planning and urban development tasks associated with large-scale State public works, and with the properties of State enterprises such as the Department of Railways.

Decentralisation studies for such Bureaux as the office of Industrial Development in the Premier's Department, N.S.W.

New Towns, housing and redevelopment schemes for State Government Housing Commissions.

## III. Federal

Housing and other schemes for the National Capital Development Commission .

New Towns and other town planning or urban development tasks associated with large-scale Federal public works, defense or development projects, such as the Snowy Mountains Hydro-electric Scheme.

## B. INSTITUTIONAL

Development plans for Universities such as the Australian National University, Canberra, for large hospitals and medical centres. Housing schemes for institutional staffs.

Research studies and planning projects for public-service organisations such as City Development Associations.

## C. PRIVATE

### I. Real Property Development Companies

Surveys of the development and re-development potential of selected areas.

Market research, economic and physical analyses, planning and overall design for shopping centres, office and other commercial projects, and for all kinds of housing

projects

District Centre re-development schemes, such as for the Chatswood, Sydney, business centre.

Inner-metropolitan high-density housing and related re-development schemes for areas such as the Rocks and Paddington, Sydney, and for similar areas in major cities.

Central city commercial area re-development projects.

## II. Other Private Companies

Town planning and housing tasks associated with the establishment of new, or the expansion of existing operations such as Mt Isa Mines, the B.H.P. and Zinc Corporation, oil refineries and similar large-scale extractive or developmental industries.

## Personnel

W. George Clarke, B.Arch. (Sydney), Dip. T.P. and E.A. (London), M.C.P. (M.I.T.), Registered Architect, Chartered Town Planner, (Local Government Certificate as Town Planner, N.S.W., pending). Major employment experience with Cumberland County Council, London County Council, I.M. Pei and Associates, N.Y. Returned to Australia after four years abroad, October, 1959. Currently in private practice, covering sub-divisions, urban development projects, varying schemes (development control plans) for the Cumberland County Council, the planning and overall design of Jindabyne New Town for the Snowy Mountains Hydro-electric Authority, and of the Australian National University, Canberra, the latter two jobs being in collaboration with Professor Denis Winston, the planning consultant.

*market researcher*

Peter Yeomans, retail development analyst, and ~~planner~~. Three years design studies, East Sydney Technical College, two years employment in shop development and shopfitting, Sydney, one year similarly in England. E. Saarinen Scholarship to Cranbrook Academy, Detroit, travel and study in the U.S.A. and Canada, specialising in shopping centres and city planning. Five years private practice in Sydney; major role in economic and physical planning and design

*Italy*

of Top Ryde Shopping Centre and other similar shopping centres in Sydney and other parts of N.S.W. Consultant to many property development companies and to almost all retailers of consequence in N.S.W., undertaking all phases of the implementation of large retail projects.

Donald Gazzard, A.R.I.B.A., Registered Architect; five years architectural employment in Sydney with H. Seidler and another architectural firm; four years with the London County Council Architect's Department, Housing Division, on research and development work concerning housing types, residential densities and site planning, construction techniques, prefabrication, negotiated contracts, modular co-ordination. Two years in Canada, one spent on design and construction of a \$6 million shopping centre, Rocklands, in Montreal, the other with Affleck, Desbarats, Dimakopoulos, Lebensold and Size working on a large urban renewal project for the Place des Arts, Montreal. Also a competitor in four international architectural competitions - the Enrico Fermi complex in Chicago, the City Hall, Winnipeg, (one of first twenty, selected for exhibition), the University Library, Otago, (Third Prize), and the Sydney County Council offices (now on exhibition). Returned to Sydney, May, 1960, after five years abroad.

Miss Rita Orleans, B.A. (Brooklyn College) majoring in City Planning; Fulbright Scholar studying Town Planning at Sydney University, 1952-4. Employed with Cumberland County Council as Planning Officer. Now employed in senior executive position by City Of New York Planning Commission on capital budget planning. Present salary \$9,000 per annum. Expresses real interest in returning to Australia .

Miss L.... A..... Graduate in Economics, considerable experience in real estate research, currently in charge of a branch office of the Real Estate Research Corporation . Expresses interest in joining a pioneering effort along similar lines in Australia, probably only for a one or two ~~year~~ year contract term.

Other junior personnel can be recruited from the United States, Canada and from England, and also from other planning organisations throughout Australia. Such personnel can be obtained by personal solicitation of foundation members of the new organisation.

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