

# Tim Hays

## Urbanist

*A brief narrative of my journey*





## Tim Hays

### Urban Planning and Design

I'm an urbanist with over ten years of experience working on built environment projects. Over this time, I have learnt to apply a public health lens to my work to achieve high quality, people-focussed planning and design outcomes that create thriving and liveable environments. I advocate for greener public spaces where people can walk and cycle, seeking to improve the quality of health and life in cities.

### Professional Experience

#### Senior Urban Designer - Healthy Communities 11/2024-Present

*Campbelltown City Council, Sydney Australia*

- **Design management:** leading multidisciplinary teams to develop walking and cycling infrastructure from concept to detailed design, through the implementation of a strategic design approach to achieve best design outcomes. This includes preparing site analysis plans and coordinating successful grant applications to ensure additional funding for construction;
- **Subject Matter Expert:** for walking and cycling infrastructure on various projects ranging from street scapes, parks and for the general public domain. This includes providing specialist advice at Local Transport Forums, design review panels and for community engagement;
- **Referrals:** providing urban design advice and assessments focusing on the public domain for development applications across the Campbelltown LGA.

#### Founder & Urbanist 09/2023-Present

*VIVA Urbanism*

- VIVA inspires change to make cities and neighbourhoods healthier places for everyone advocating for better urban planning and design outcomes.

#### Project Officer > Senior Healthy Places Urban Designer

*Liverpool City Council, Sydney Australia 10/2020-07/2023*

- **Project management:** managing and developing a range of projects related to healthy placemaking and design, including the application of the Healthy Streets approach (<https://www.healthystreets.com/>). This includes projects relating to Healthy Streets Assessments, Structure Plans, Street Design Guidelines and developing a Tree Management Framework i.e. policy, strategy, guidelines and planning controls;
- **Referrals:** providing urban design advice and assessments for development applications across the Liverpool local government area. Applications range from residential, industrial and commercial uses as well as master plans for parks and other open spaces;
- **Workshops:** providing urban design and healthy placemaking advice for projects regarding the future development of the Liverpool city centre and growth areas in South West Sydney;
- **Tenders and quotes:** preparing and evaluating tenders for various projects related to the provision of social infrastructure such as parks and sites for urban renewal.

#### Urban Planner 02/2019-10/2020

*Tait Network, Canberra Australia*

- **Report/Place Plan writing:** preparing and organising written documentation for a range of projects such as planning reports for estate development plans and place plans for sites. This included the interpretation of community engagement documents for sites targeted for urban development to ensure future community needs are considered prior to development. For examples please refer to my portfolio;
- **Workshops:** providing urban planning and design insights into projects regarding the development of the public realm for various projects across Canberra;
- **Research:** researching for various projects in the built environment including the preparation of site analysis plans, selecting precedent projects and providing inputs into sustainability projects such as the effects of urban heat island.

#### Intern > Assistant > Urban Planner/Designer 12/2017-11/2018

*City of Melbourne & Freelance, Melbourne Australia*

- **General admin tasks:** report writing, policy analysis, budgeting and fee proposals.

### Volunteer/Advocacy Experience

- **Illawarra Bicycle User Group (IBUG)** - Committee Member - 02/2025-Present;
- **Healthy Cities Australia** - Member - 02/2025-Present.

### Professional References

Ariz Ashraf Coordinator Urban Design <i>Liverpool City Council</i> Phone: +61 408 365 983 Email: AshrafA@liverpool.nsw.gov.au	Ian Andrews Executive Manager Strategic Design <i>Campbelltown City Council</i> Phone: +61 419 279 270 Email: Ian.Andrews@campbelltown.nsw.gov.au
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### Contact

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- 🌐 [www.vivaurbanism.com](http://www.vivaurbanism.com)

### Education

Cycleway Design Course, UNSW 2023

Healthy Streets Foundation Course 2022

Cert IV in Project Management, CIT 2021

Master of Urbanism and Environment, RMIT 2017-2019

Bachelor of Development Studies (Urban Studies), ANU 2012-2016

Bachelor of Languages (Italian, French, Latin), ANU 2012-2016

### Areas of Expertise

- Street Design Concepts
- Policy, Strategy & Guidelines
- Cycleway Design
- Mobility Planning
- Healthy Placemaking

### Skills

- Project Management
- Adobe Suite InDesign, Illustrator, Photoshop
- AutoCAD
- Google Suite
- Microsoft Office (Word, Excel, Power Point, Outlook)
- ACT Class C Driver Licence

### Conferences

- VeloCity 2024, Ghent Belgium
- Urban Futures 2024, Rotterdam Netherlands
- EU Living Spaces Program 2024 (Public Design Manual), Prague Czech Republic
- Placemaking Week Europe 2023, Strasbourg France
- Micromobility 2021, Sydney Australia

### Languages

- English - Native
- Italian - Bilingual
- French - Professional

[G]Arden-Innovation Precinct, Melbourne, Australia.....3

Watson Section 76 Place Plan & Development Concept, Canberra.....4

Urban Heat Island Study, Canberra Australia.....5

Austral Town Centre Structure Plan, Liverpool Australia.....6

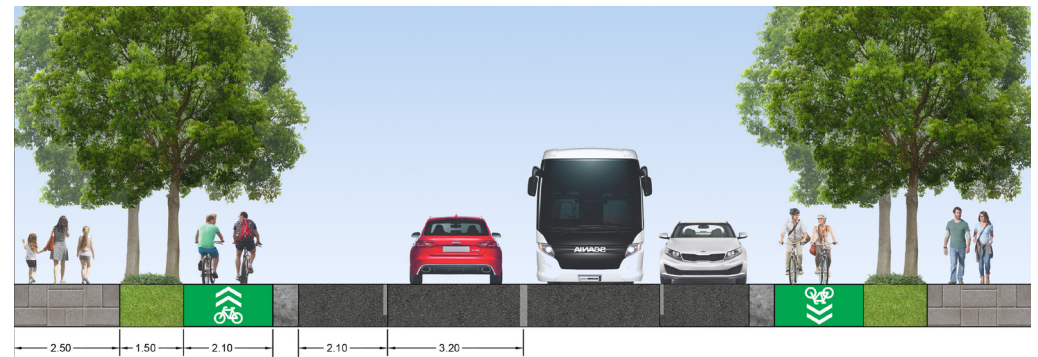
Healthy Streets Assessment of Railways Street, Liverpool Australia.....7

Healthy Street Design Guidelines, Liverpool Australia.....8

Alfred Street Cycleway, Parramatta Australia.....9

Menangle Road Active Transport Upgrades, Campbelltown Australia.....10

The objective of the project was to create a masterplan for a new inner city urban precinct based on the concept of the 20-minute city. The overall concept design consisted of three districts that are connected to public transport via a network of streets that prioritise walking and cycling. The design addresses key issues and challenges including flood mitigation of the former swamp land, achieved through reintegrating the nearby creek, as well as shifting a major road and rail corridor. As an urban planner, my role on the project was to provide an analysis of the current state of the site, before developing a vision, design principles and strategies for its future development. This was presented through imagery of carefully selected precedent projects and design images in collaboration with architects, urban designers and civil engineers.



The Watson Section 76, Place Plan was a first of its kind project working to provide a vision for the future development of a greenfield site. Working for Tait Network on behalf of the ACT Government, the project involved research and analysis of community feedback and interpreting it into a place vision, themes, design principles, precedents and a development concept plan. The objective of the document is to provide communication between government and the community on how the site could potentially be developed. The intention is to inform government on the appropriate planning controls and zoning for the site that reflects the community's vision before releasing it to private developers.



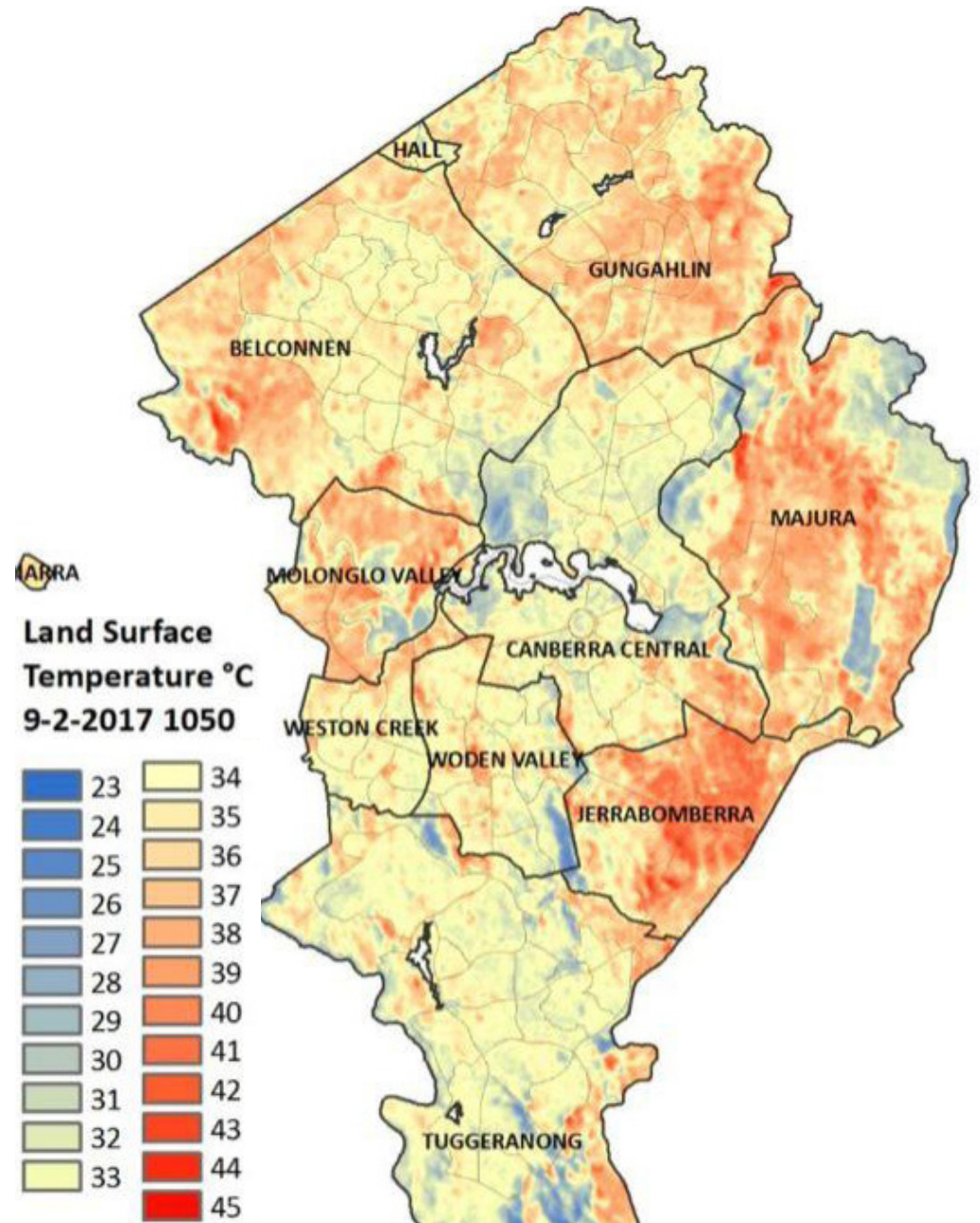
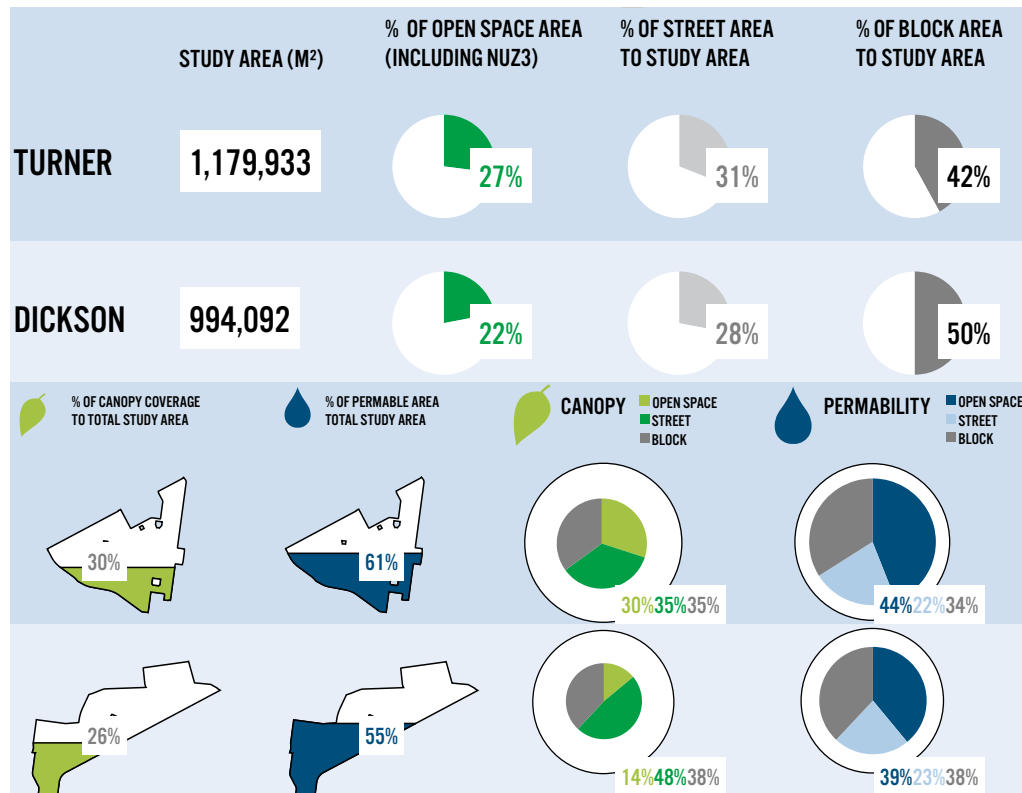
Key Takeaways
Streets are designed compact and on short blocks to create a permeable pedestrian network
A balanced ratio between public space and built form
Residential buildings provide natural surveillance through windows and terraces facing the public realm
Retention of existing mature trees

Key Takeaways
Parks with a range of activities and exercise equipment for people of all ages
A multifunctional walking and cycling route surrounds and connects the various activities
Adult exercise equipment is located next to children's playgrounds

## Place Vision

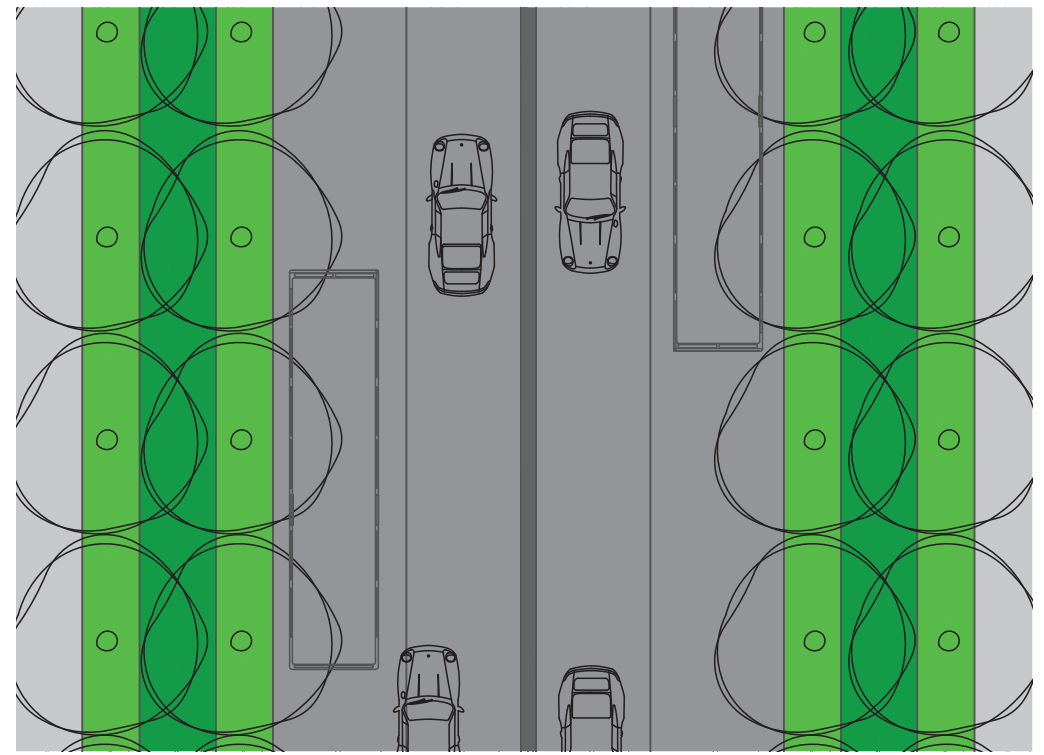
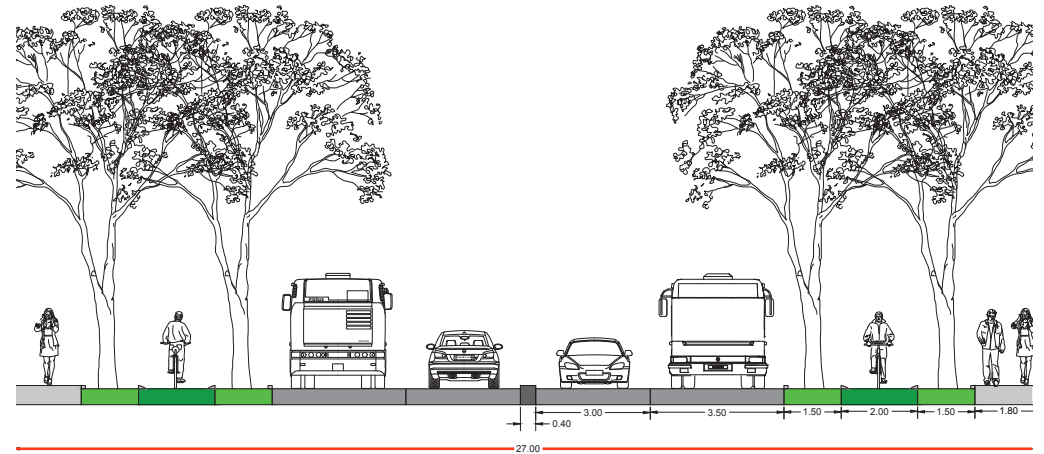


The project aimed to measure urban heat on a proposed greenfield suburb before providing recommendations on how it could be mitigated. Working for Tait Network, the project focused on the effects of urban heat in the public realm measuring the suburb's plot coverage, shadow and vegetation. This data was then evaluated and compared against existing suburbs in Canberra with various levels of canopy cover and permeable land. The suburbs were then assessed against a previous heat mapping study, in order to determine the appropriate levels of canopy cover and permeable land required for the new greenfield suburb.



The aim of this project was to establish an overall vision to guide the development of a new town centre in one of south west Sydney's key growth areas. Working with SJB Architects, the design of the town centre included a range of uses and activities to address the needs and demands of the growing community, including the provision of community facilities, retail and residential apartments within a mixed use precinct. This also included the concept design for the key arterial streets which was used to inform the detailed design of the streets.

The structure plan included two design options. The first, depicts the town centre using the existing zoning and planning controls as developed by the state government. The second, presents a deviation to the zoning and planning controls through a design led process. The project concluded with a list of key recommendations for Council to pursue including the submission of a planning amendment.



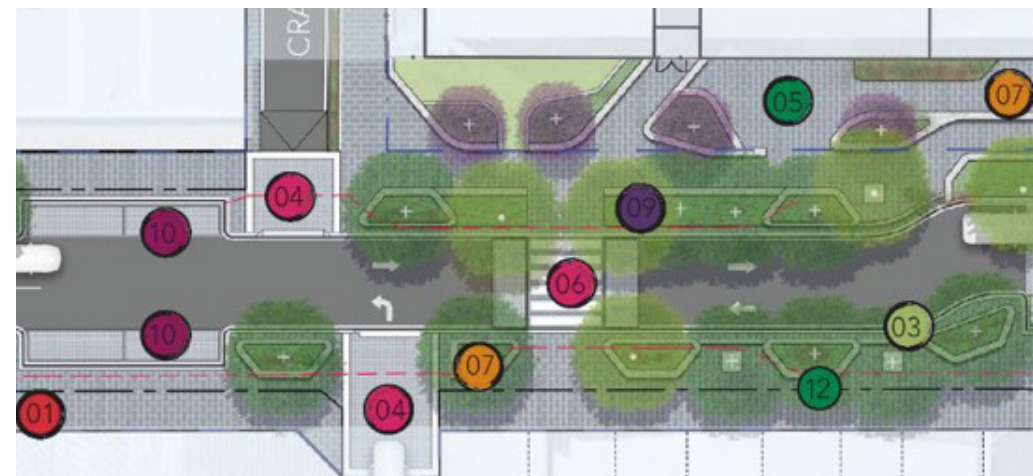
The project aimed to test and apply the Healthy Streets approach – a public health lens to redesigning streets. Working as part of the City Design & Public Domain team, the intention was for the results of the assessment to directly inform the concept and detailed design of Railway Street. The assessment consisted of collecting data on the street using three methods:

1. Healthy Streets Design Check;
2. Community Questionnaire; and
3. Place Audit (On-street counts of people using the street).

These assessments provided data on how the street looks and functions, what people think of it, and how people are using it. This project set a new benchmark for upgrading and designing streets at Liverpool City Council. It was used to update Council’s processes and approach to upgrading and designing streets.



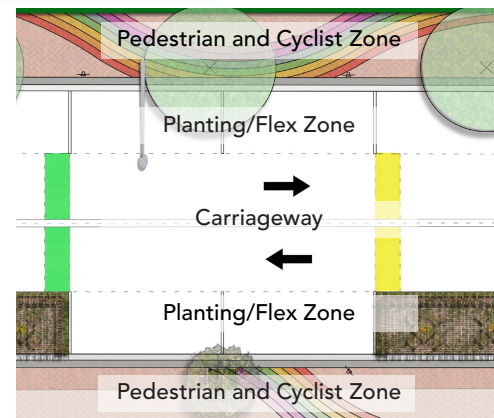
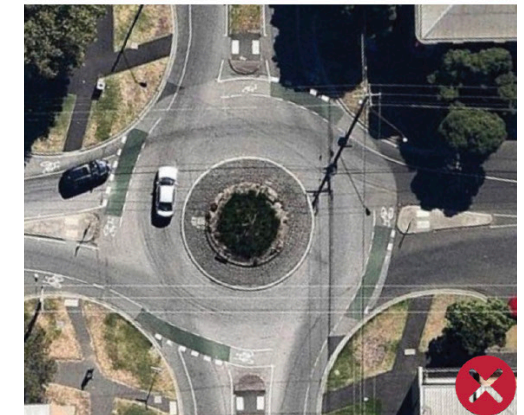
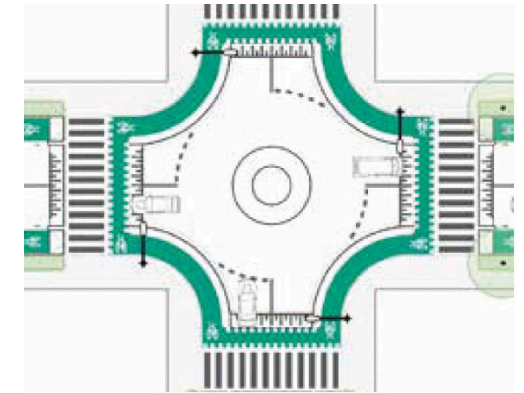
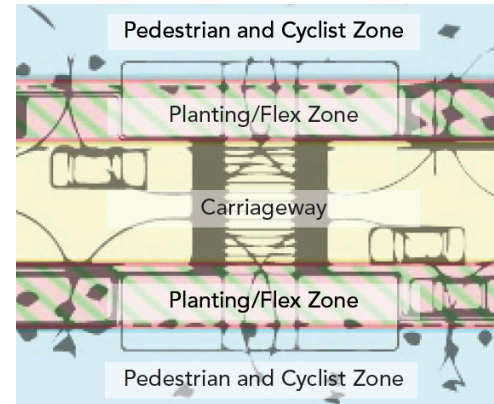
	Existing Layout Score	Proposed Layout Score
<b>Healthy Streets Score</b>	<b>40</b>	<b>75</b>
Everyone feels welcome	37	72
Easy to cross	57	90
Shade and shelter	17	67
Places to stop and rest	27	47
Not too noisy	53	93
People choose to walk and cycle	37	72
People feel safe	39	75
Things to see and do	17	58
People feel relaxed	37	72
Clean air	78	100



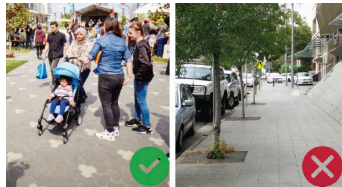
- 01 Existing retail frontage, 3m wide awning over pedestrian path retained;
- 04 Existing kerb line to be demolished;
- 05 Proposed new kerb extension, extended pedestrian space;

The purpose of the guidelines was to assist Liverpool City Council staff and practitioners in delivering best practice street design outcomes which contribute to safer, healthier, greener, and more livable streets. The document included a step-by-step guide on the process for designing streets within Liverpool. This included the integration of the Healthy Streets assessment based on the previous Railway Street project and how these relate to the street design objectives.

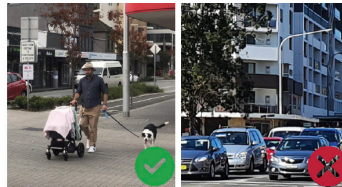
The document also provided detailed guidance for designers and engineers with reference to street profiles for the various street typologies found in the municipality. This also included a detailed breakdown of streets identifying the various zones. This was followed by design guidance and requirements for the appropriate placement and arrangement of various street components such as roundabouts.



Streets Encourage Social Activation Through Their Design

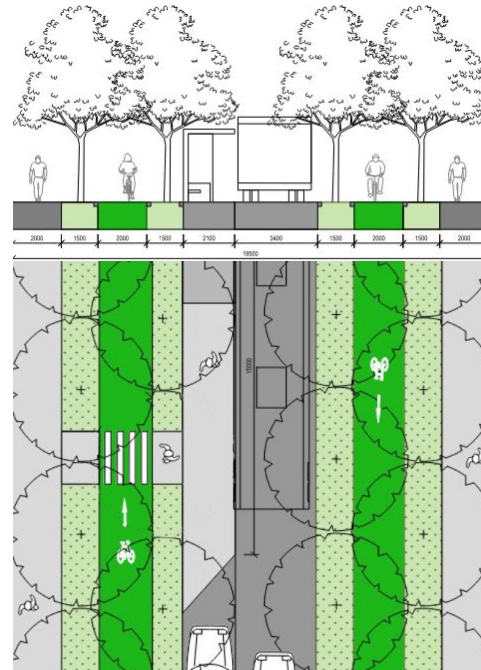
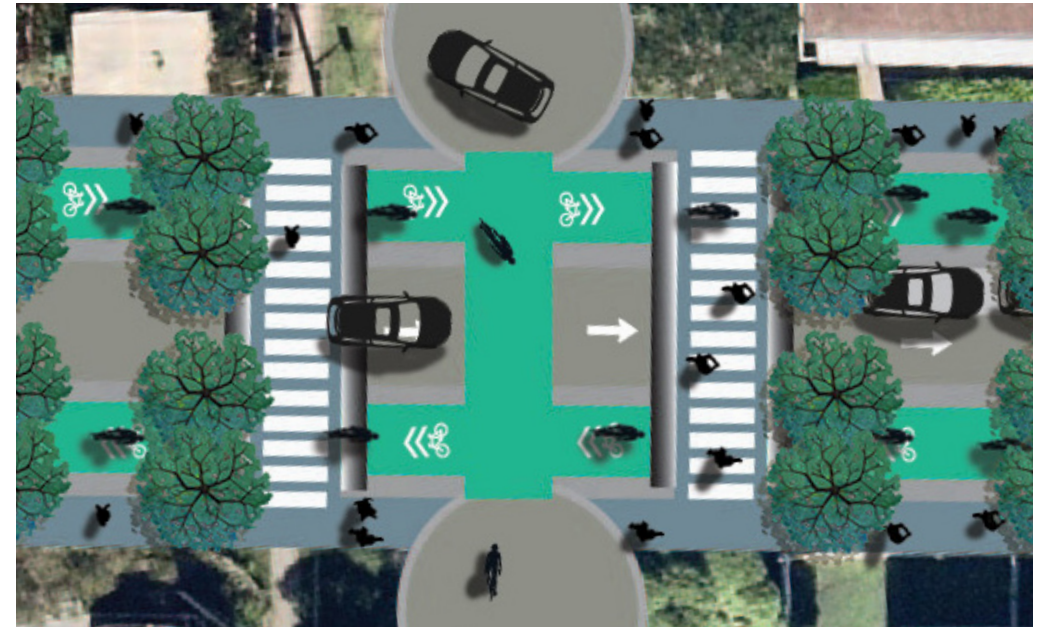


Streets Are Self-Explaining Slow Environments That Are Safe And Comfortable For All Users

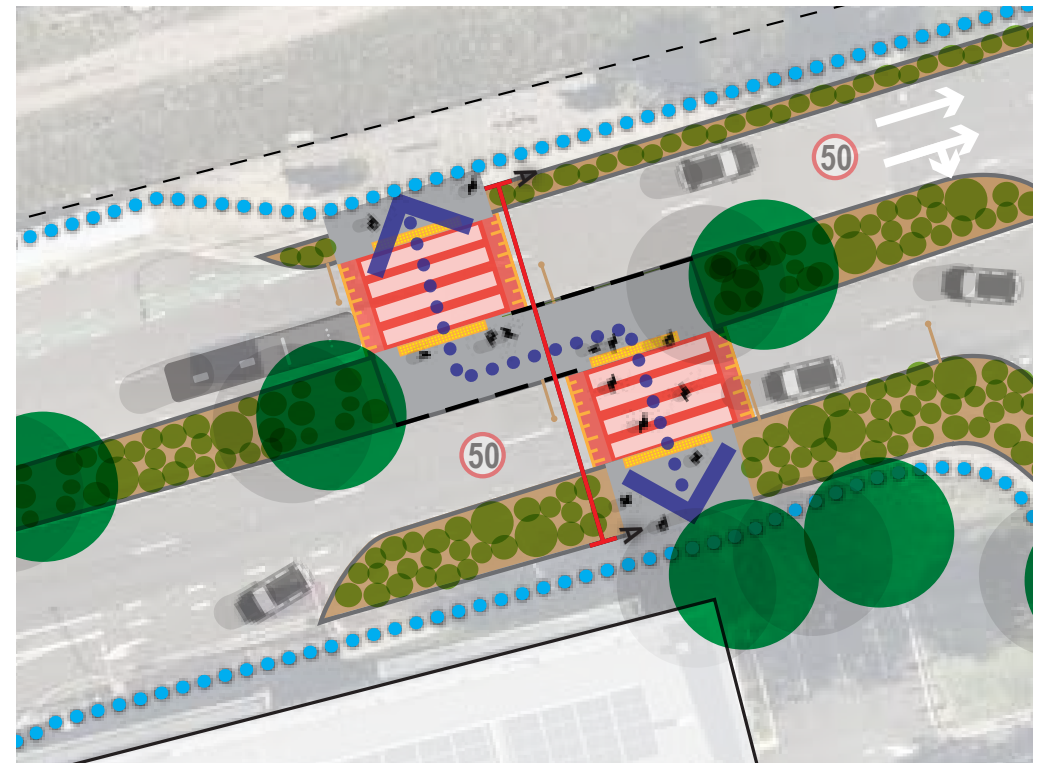
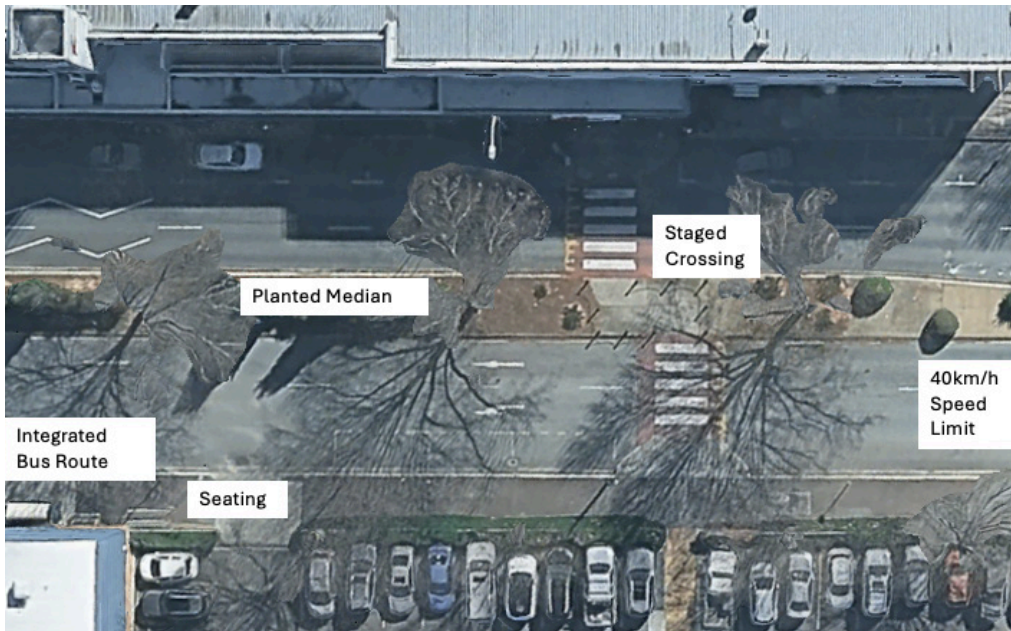
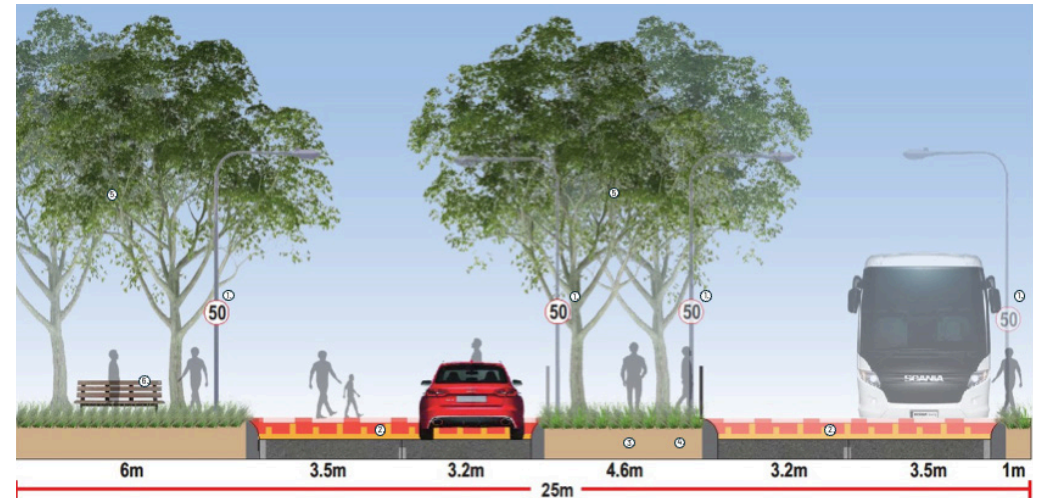


# Alfred Street Cycleway, Parramatta Australia

The Alfred Street Cycleway project was a submission for the Active Transport Cycleway Design Course. The aim of the project was to redesign the street to accommodate a new protected cycleway that would complete a missing link in Parramatta's cycling network. The project team consisted of a traffic engineer, landscape architect, urban planner and myself as the project manager/urban designer. The project involved the reallocation of existing infrastructure such as bus stops, along with the planting of new trees for increased canopy cover. This also included the introduction of traffic calming measures and the rearrangement of intersections in order to prioritise people who walk and cycle. The concept design was developed using Illustrator, before developing the detailed design in AutoCAD.



The purpose of the project was to improve the safety for people crossing Menangle Road. The existing road lacked safe pedestrian crossings making it difficult for people to walk between the Macarthur Train Station and Shopping Centre. The project was identified to address this issue, proposing urban design interventions including narrowed carriageways and planted medians. This was informed through developing a design matrix criteria, selecting precedents and developing a concept and section before advocating to Transport for NSW on how to improve the streetscape. The project was led by myself as the strategic design lead, consisting of a team of landscape architects, traffic engineers and urban designers. This multidisciplinary approach provided a benchmark for public domain projects demonstrating how to achieve people focused design outcomes.





*Inspiring  
healthier cities*

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