



Jeff Thierfelder

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Jeff has 18 years of high-level diverse experience in architecture and urban design. Jeff's primary expertise is in the master planning of residential and mixed-use precincts, including activity centres, transit-oriented developments, and new communities. He has experience designing a variety of residential and mixed-use building types, as well as creating form based codes and design guidelines.

Jeff's employment history includes senior level appointments with leading consulting firms and property developers. Having worked in the US, Europe and Australia, he draws on this diverse perspective to help overcome project challenges and generate novel design solutions for clients. Jeff is currently a member of a number of design review committees, including those at City of Vincent, Town of Victoria Park, and the City of South Perth.

Work Experience

Principal / Owner

Edgefield Projects
Mundaring, Western Australia
Mar 2015 - current

Founder and Principal of a boutique housing and urban design consultancy based in the Perth Hills. Edgefield Projects designs custom homes and small subdivisions for individuals, with a particular focus on passive solar design. They also provide urban design expertise to the broader development industry. Key areas of focus include density / infill sites, town centres, residential estates, development control (local development plans, design guidelines, and design assessments), and property graphics.

Director - Urban Design

Urbis
Perth, Western Australia
Oct 2011 - Mar 2015

Director of Urban Design for a national multidisciplinary consulting firm, managing a business unit comprising 11 urban design and landscape architecture staff. Project types include master planning for mixed-use infill sites, medium density housing, townsite expansion, new communities, industrial estates, activity centres, and transit-oriented developments. Key responsibilities include project oversight, client liaison, business development, financial reporting / projections, and strategic business planning.

Design Manager

Estates Development Company
Nedlands, Western Australia
Apr 2010 - Oct 2011

Design Manager for private family land development company. Principal project was the Jindee Estate, a 1,000 block New Urbanist project which introduced a new town planning scheme to facilitate a radical built form coding process that will set a new benchmark for built form in Perth. Jeff authored the Architectural Pattern Book for the new community based on local historic precedents.

Director / Owner

Evoke Design Group
Leederville, Western Australia
Mar 2006 - Sept 2010

Cofounder of a multidisciplinary consulting firm specialising in the design of compact, walkable communities and thermally-efficient buildings. Designed a range of groundbreaking sustainable projects, including new residential estates, eco-villages, TOD's, grouped housing / small lot developments, retirement villages, and individual homes. Roles included urban design, building design, site assessment, and BD / client liaison.

Business Unit Manager

Cardno BSD
Subiaco, Western Australia
Feb 2005 - Jun 2007

Business Unit Manager (Planning) for Cardno BSD, a large multidisciplinary consultant specialising in land development. Jeff's role included managing 12 staff, business development, monthly financial performance reporting, client liaison and managing general business operations. As the urban design lead, Jeff worked on the company's major projects including large greenfield subdivisions, TODs, design guidelines and town centres.

Urban Design Manager

Myhre Group Architects (USA)
Nov 2003 - Dec 2004

Manager of Urban Design, heading up a team of 5 people reporting directly to the Managing Principal, within a 40 person architecture firm specialising in mixed-use buildings, multi-family housing and resorts. Jeff produced design concepts for a host of urban design and architectural projects in Oregon, California and Idaho.

Urban Designer

Mirvac Fini (HPA Architects)
Perth, Australia
Mar 2002 - Jun 2003

Urban Designer for the New Business Section of Mirvac Fini, a national real estate development company. Jeff's role focussed on producing site and urban design solutions and building concepts for a range of projects including large integrated master planned communities, commercial town centres/main streets, office buildings, land subdivisions and housing.

Urban Designer

Lennertz Coyle + Associates (USA)
Oct 1998 - Oct 2001

Project Manager for a Portland-based New Urbanist architecture and urban design consultant, working on large urban design projects and charrettes throughout western USA.

Education

Graduate Certificate Property Development

- One Year Course - Awarded 2004
- Portland State University - Portland, Oregon

Master of Urban & Regional Planning

- Land Use Specialization
- Two Year Professional Degree - Awarded 2001
- Portland State University - Portland, Oregon

Master of Architecture

- Urban Design Emphasis
- Three Year Professional Degree - Awarded 2000
- University of Oregon - Eugene, Oregon

Bachelor of Arts in Economics + Int'l Studies

- Four Year Course - Awarded 1995
 - University of Oregon - Eugene, Oregon
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Industry Profile

Committees / Affiliations

- Design Advisory Consultant, City of South Perth (2014-current)
- Design Advisory Committee, City of Vincent (2014-current)
- Design Review Committee, Town of Victoria Park (2011-current)
- Design Advisory Committee, City of Perth (2010-2014)
- UDIA Built Form Committee (2010-2015) / Climate Sensitive Design Subcommittee (2013)
- UDIA Sustainable Development Committee (2008-9, 2009-10)
- Alkimos Housing Working Group, Lend Lease (2012-2014)
- Member - Planning Institute of Australia (PIA)
- Certified Practicing Planner (CPP)

Presentations / Panels

- 'Form Based Codes - Lessons Learned,' PIA Urban Design Forum, Feb 2015
- Expert Panelist, EIU (The Economist Magazine) Green City Workshop, Apr 2013
- Study Tour Leader, Cockburn Central Town Centre, UDIA National Congress, Mar 2012
- Expert Panelist, Liveable Neighbourhoods Review, PIA Breakfast, May 2011
- 'Passive Solar Design - Designing for Perth's Climate,' UDIA Sustainability Conference, Sept 2009
- 'Placemaking - The Missing Link,' PIA Young Planners Event, Feb 2006

Events

- 'Density Wars,' PCA One Day Conference, Mar 2013
- ACNU Perth Light Rail TOD Master Class, 3 Day Workshop led by Stef Polyzoides, Sept 2011
- UDIA State Conference, 2005, 2006
- Congress of New Urbanism, ACNU, Sydney, 2005
- Frequent attendee at UDIA, PIA, and PCA lunches and breakfasts

Awards

- McLaren St Residence, South Fremantle, HIA Greensmart, Custom Built Home Award Winner (WA, National) 2012
- McLaren St Residence, South Fremantle, HIA Greensmart, Home of the Year Winner (WA) 2012
- Flinders St Residence, Mount Hawthorn, HIA Greensmart, Energy Efficiency Finalist 2009 (WA)
- Eco-Retirement Village, Chidlow, HIA Greensmart, Concept Design Award Finalist 2009 (WA)
- The Peninsula, Burswood, HIA Greensmart, Best Estate of the Year Award Winner 2009 (WA)
- Cockburn Central Regional Centre, PIA Ministers Award for Planning Excellence 2008 (WA)

Other

- LinkedIn Premium Account, 1000+ Connections, 8 Recommendations
- Sessional Lecturer, Curtin University, School of Built Environment, 'Site Planning' Unit (lecture and studio) 2011
- 'Planning for Food Cities,' article for Permaculture West newsletter, Apr 2012

Business Management

Bendelta

Evolve - D1 Level, Professional Services Leadership Development Program, 2012-13

Australian Institute of Management / UDIA

Emerging Leaders Program, Frontline Management (Property Focus) 2006-07

Director - Urbis

Manage design business unit (11 staff), business planning, financial reporting 2011-current

Owner - Evoke Design Group

Cofounder of sustainable design consultancy, managed team of 6 staff, 2006-2010

Business Unit Manager - Cardno BSD

Planning manager, managed team of 12 staff, financial reporting to board, 2004-2007

Key Projects

Transit-Oriented Developments

Goddard St Housing Precinct, Rockingham WA
Shenton Park Rehab Hospital Site, Perth WA
Cockburn Central West, Cockburn WA
Cockburn Central Town Centre, Cockburn WA
The Peninsula, Perth WA
Pleasant Hill BART Master Plan, S.F., California
Jenkins and Murray Towers, Portland, Oregon

Greenfield Master Plans

Catalina Village, Tamala Park WA (500 lots)
Rosehill Waters Estate, South Guildford (800 lots)
Springtime Estate, Southern River WA (400 lots)
Newman Townsite Expansion, Newman WA (1500 lots)
Bluff Point Structure Plan, Geraldton, WA (75 lots)
Emu Point Sustainable Village, Albany, WA (200 lots)
Mandogalup Master Plan, Kwinana, WA (4,000 lots)
Emerald Park ODP, Kwinana, WA (845 lots)
Tuart Ridge CDP, Rockingham, WA (650 lots)
Lot 56 Gomalling Road, Toodyay, WA (800 lots)
Flynn Farm Master Plan, Missoula, Montana (750 lots)
Safari Estates Master Plan, Winston, OR (1,500 lots)
Harbour Hills Master Plan, Brookings, OR (4,000 lots)

Retirement Villages / Resorts

Whiteman Park Retirement Village, Swan, WA
Chidlow Eco-retirement Village, Chidlow, WA
Still Creek Resort, Government Camp, Oregon
Cascade Lake Waterfront Plan, Cascade, Idaho
Sandpines Golf Course Plan, Florence, Oregon

Grouped / Multiple Dwelling Projects

Council Ave Housing Concepts, Rockingham, WA
The Mews at Cambridge Waters, Canningvale, WA
Hampton Road Terraces, Beaconsfield, WA
5 Wright Street, Highgate, WA
The Vale Grouped Housing, Swan Valley, WA
Devreaux Glen, Portland, Oregon

Town Centre / Mainstreet Projects

Mirrabooka Town Centre, Mirrabooka WA
Carousel Shopping Centre Expansion, Canning WA
Warton / Holmes Town Centre, Southern River WA
Commerce Parkway, Battleground, Washington
Stirling Regional Centre Master Plan, Stirling WA
North City Master Plan, Shoreline, Washington
Downtown Florence Master Plan, Florence, Oregon

Design Guidelines / Codes

Westfield Stirling City Centre DAP
Mirrabooka Town Centre DAP
Carousel Shopping Centre Expansion DAP
Jindee Community Design Code + Transect Area Plan
Jindee Architectural Pattern Book
East Newman Estate Design Guidelines
The Crest Estate Design Guidelines and DAPs
Cockburn Central Built Form Codes
Chianti Private Estate - Woodvale Design Guidelines
Cape Farm Design Guidelines
Flynn Farm Land Development Code
Gresham Urban Infill Code Assistance
Pleasant Hill BART Development Standards
Ashland Railroad Property Development Framework