
James Reid

Director, Planning – BTRP, BPD, FPIA, MVPELA



James has over 30 years' experience as a strategic and statutory planner and manager, working on a diversity of projects in both urban and regional contexts.

His experience comprises:

- 10 years as a Director of Ethos Urban Pty Ltd (formerly Planisphere Pty Ltd)
- 5 years in government senior management positions, which included strategic and statutory planning portfolios
- 5 years as a senior planning consultant and manager undertaking both strategic and statutory planning projects
- 10 years as a statutory and strategic planner in local government, culminating in management roles.

At Ethos Urban, James leads multi-disciplinary teams on a diversity of projects including structure plans, development plans, visual impact assessments, planning scheme reviews, planning applications, policy preparation, regional planning, and social infrastructure provision.

James is a former Victorian President of the Planning Institute of Australia and editor of Planning News. He is a Registered Planner and Fellow of the Institute. He is also a member of the Victorian Planning & Environmental Law Association.

James' main areas of expertise include strategic and statutory planning, policy development, advocacy and expert evidence at planning tribunals and panels, community engagement and facilitation.

James' experience in providing expert planning evidence and advocacy includes:

- Glen Eira Amendment C155 Panel – East Village (Expert Evidence)
- Whitehorse Amendment C219 Panel – Tree Controls (Expert Evidence)
- Greater Dandenong Amendment C213 Panel – Housing Pt2 (Expert Evidence)
- Mt Waverley Mixed Use Project VCAT (Expert Evidence)
- Latrobe Amendment C105 – Live Work Latrobe (Expert Evidence)
- Bayside Amendment C157 – Rezoning (Expert Evidence)
- Bayside Mixed Use Project VCAT (Expert Evidence)
- Greater Dandenong Amendment C182 Panel – Housing Pt1 (Expert Evidence)
- Monash Amendment C125 Panel – Housing (Expert Evidence)
- Ararat C32 Panel – Rural Zones (Submission)
- Bayside Amendments C100-103 Panel – Major Activity Centres (Expert Evidence)
- Bayside Amendment C98 – Gaming Local Policy (Expert Evidence)