



Name: Elliot J P Hartley

Current Position: Associate

Key skills: 3D Geodesign, city and parametric modelling Specialist, Consultant, Planner, GIS Analyst, ArcGIS CityEngine instructor

Profile

Elliot Hartley is a 3D GIS, digital twin and development planning professional. Elliot is also an internationally recognised 3D geodesign expert. He is also a pioneer and an instructor in the use of Esri's ArcGIS CityEngine for 3D city modelling and urban planning projects.

Elliot has accumulated more than 20 years of professional experience in the fields of GIS, planning, 3D urban modelling and geodesign. He has served as a Senior Planner in private practice, as well as a Development Control officer within UK local authority planning Departments.

He has consulted for and trained teams in some of the world's leading planning and architectural consultancies in Europe, North America, and the Middle East. In addition, he has also provided training and services for local government/city authorities in Europe, North America, and the Middle East.

As a subject matter expert in 3D urban modelling Elliot has spoken and conducted workshops/webinars/seminars at numerous international events on topics of planning, 3D urban modelling and geodesign.

Elliot has a Masters in Geographical Information for Development (MSc Dunelm) and Town and Country Planning (MA UWE), as well as a degree in Geography (BA Hons RHUL). He also maintains a long running 3D geospatial and planning blog called GeoPlanIT.

<https://www.linkedin.com/in/elliiohartley>

<https://www.geoplanit.co.uk/>

Professional Experience

October 2015 to present	Managing Director, Garsdale Design Ltd
2006 - October 2015	Director
2004 - 2006	Senior Planner/GIS Specialist

Independent Design Company offering architectural, urban planning and heritage consultancy for the Yorkshire Dales and Lake District, as well as overseas consultancy for planning and urban design projects. Responsible for Geodesign, GIS and IT support for planning projects worldwide.



3D, CityEngine and Urban Modelling Related Training and Projects

Training and projects for academic, business, local government and military customers in the UK, USA, Middle East, Ireland, Finland, Sweden, Denmark, Switzerland, Malta, Malaysia and the Philippines.

Planning/Architecture Projects

Planning and architecture projects for customers in the UK and Middle East.

June 2003 - to present

**Managing Director
Howgill Planning Ltd**

Specialist Design Company set up to provide services to Iraqi clients for strategic planning, master planning and urban design projects.

June 2018 - 2021

**3D Geodesign Expert
Fastr Property Limited**

Senior 3D geodesign consultant to a startup property and planning technology startup seeking to transform housing development and delivery in the UK.

October 2023 - to present

**Client and Technical Services Manager (Esri),
CyberCity 3D Inc.**

CyberCity3D is a state-of-the-art 3D geospatial modelling company specialising in 3D GIS buildings. Based in Southern California, the Company provides best-in-class information for the built environment. Elliot is part of the management team and provides 3D modelling (CityEngine focused) related services within the company. Part of Elliot's role is helping clients use their data and providing promotional imagery to the company.

August 2006 - April 2007

**Planning Officer
Eden District Council (Penrith, UK)**

Planning Officer within a busy Development Control section dealing with a wide range of duties including: processing householder, commercial, minor and major planning applications and providing planning advice to the public. Duties also include working on appeal statements as well as enforcement cases.



January 2005 - August 2006

**Planning Officer/Systems Manager
London Borough of Merton (Morden, UK)**

Full time employment as a Planning Officer and Systems Manager within a busy Development Control section dealing with a wide range of duties including: processing householder, commercial, minor and major planning applications and providing planning advice to the public. Duties also included working on planning appeal statements. Elliot was also responsible for updating information on the department's internet and intranet pages using Obtree's Content Management System as implementing a number of e-Government initiatives including working towards full points on the Pendleton Criteria as well as a mobile working initiative using tablet PCs for Development Control officers.

May 2004 - January 2005

**Planning Technician
London Borough of Merton (Morden, UK)**

Employment in the Development Control section dealing with a wide range of duties including: processing householder and minor commercial planning applications and providing planning advice to the public. Also responsible for updating information on the Department's internet and intranet pages using Obtree's Content Management System.

October 2000 - August 2001

**Survey Assistant/CAD Technician
WS Atkins Consultants Ltd (Pewsey, UK)**

Preparation of CAD drawings for a number of projects requiring the use of AutoCAD. Elliot was employed specifically to work on the Ordnance Survey's rural revision programme.

Summer 1999

**Assistant in graphics section/Acting IT manager
WS Atkins International (Muscat, Oman)**

Paid work experience in a leading multi-disciplinary company. Assisted with the production of offer documents and project submissions using the industry standard Adobe Graphics Suite (Illustrator, PageMaker and PhotoShop) as part of this work. Setting up of a new office network based on MS 'Back Office', with back-up and quality assurance procedures. Also developed a format for the information Webpage for use on the company Intranet.



Positions/Additional

Sponsor of the British Cartographic 3D Mapping Award since 2018
3D Special Interest Group convenor at the British Cartographic Society 2017-2019
Lancaster University March 2019 to present - Impact Acceleration Account Executive Board
MS in Geodesign Advisory Board Member 2016 - 2018 Philadelphia University
Member GISWORK 2018 - Excellence in GIS Awards committee member
GISWORK 2017 - Excellence in GIS Awards committee member
GISWORX 2016 - Awards dinner speaker
GISWORX 2014-2016 - Excellence in GIS Awards committee member

Awards

Esri UK Customer Success Awards 2016 for 3D mapping work
Third Place - Most Innovative Map - EsriUC 2019 - London Walk
Third Place - 3D Map, EsriUC 2019- Sedbergh and District The WW1 Fallen

Qualifications

2008 Master of Arts (Town and Country Planning), University of West England
2003 Master of Science (Geographical Information for Development), University of Durham
2000 Bachelor of Arts (Hons) (Geography), University of London, Royal Holloway College, University of London

Computer Skills

ESRI ArcGIS Pro
QGIS 3.32+
ESRI ArcGIS CityEngine all versions
Autodesk AutoCAD LT 2006 onwards
Autodesk Revit LT
Trimble SketchUp Pro all versions
Adobe Creative Suite
Microsoft: Windows (all versions)

Outside interests

Chair of Governors at Sedbergh Primary School
SEND Link Governor at Settlebeck High School

CV last updated: February 2022