

from novice to navigator

STARTING YOUR DIGITAL URBAN PLANNING JOURNEY

July 2025

NEON.URBAN
DIGITAL URBAN PLANNING ADVISORY

what's coming

PLANNING IS NO LONGER JUST ABOUT PLACE – IT'S ABOUT PACE!



Digital Planning Readiness

- foundations
- tools
- strategy
- next steps

why digital, why now

THE SHIFT

Planning is under pressure—housing, climate, infrastructure coordination, ‘the great planner shortage’.

Digital is enabling **speed, scale and trust**.

Digital is a **skillset**, not a silver bullet. You don’t buy it. You built it.

Planners must lead the adoption. This is not happening enough.

what is it?

DIGITAL URBAN PLANNING

Digital tools used to support planning.

Some familiar faces?

- **Geographic Information Systems (ArcGIS, QGIS, MapInfo)**
- **Dashboards (Power BI, Tableau, UrbanFootprint)**
- **3D Modelling (Esri CityEngine, SketchUp, Rhino, Unreal Engine)**
- **Digital Twin Platforms (Bentley iTwin, Azure Digital Twins, Cityzenith, Giraffe)**
- **Building Information Modelling (Autodesk Revit, Navisworks)**
- **Scenario Modelling (Envision Tomorrow, UrbanSim, CommunityViz)**
- **Collaborative Planning (CoUrbanize, Social Pinpoint)**

digital tools

FOR ALL USE CASES

New technologies, new capabilities.

- **Archistar: Combines GIS mapping with digitised planning codes**
- **MyLot: A generative AI planning assistant that offers site-specific guidance**
- **PropCode: A web-based tool that instantly checks property eligibility**
- **DAISY: Natural language processing that guides applicants through DA process**
- **Forecaz: A platform that uses AI to provide accurate urban growth forecasts**
- **MapAI: A geospatial AI tool with data through natural language queries**
- **Giraffe: A platform that integrates real-time mapping, modelling, and analytics**
- **NovoPlan: SaaS platform to streamline infrastructure contribution processes**

don't be fooled by

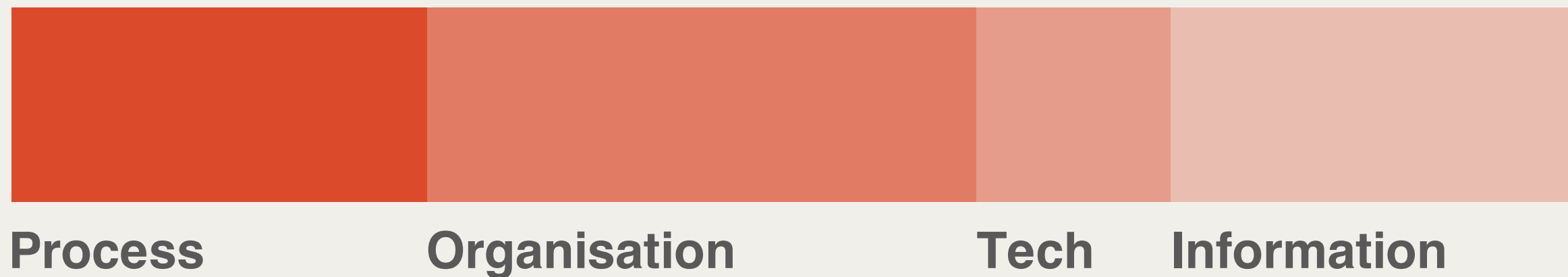
DON'T BE LAZY, PLEASE!

**“digital is too complex /
it's for IT to deal with /
it'll replace planners”**

the opportunity

WHY DIGITAL PROJECTS FAIL

They are treated as digital transformation projects, not business transformation projects...



to be clear

SAY IT OUT LOUD



**“digital planning is
about planning
transformation,
NOT digital
transformation”**



WHY PLANNERS MUST BE DIGITAL LEADERS



PROCESS



ORGANISATION
& CULTURE



TECHNOLOGY

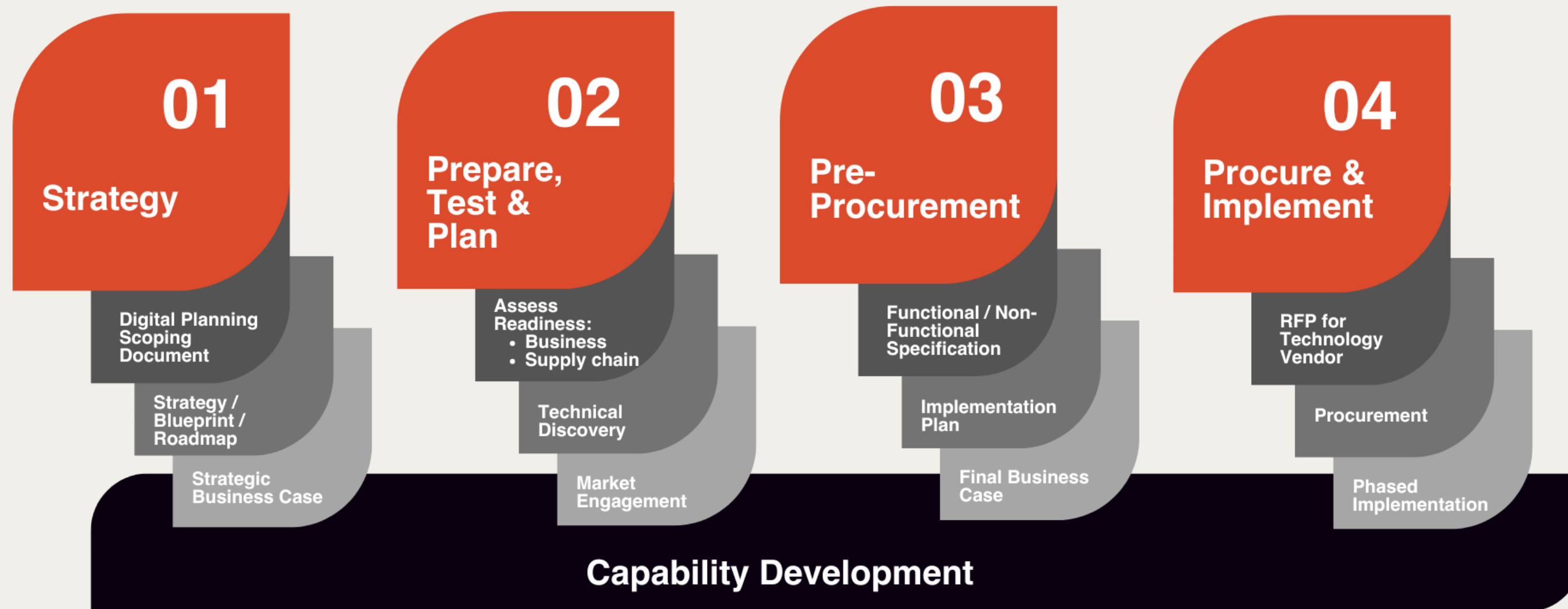


INFORMATION



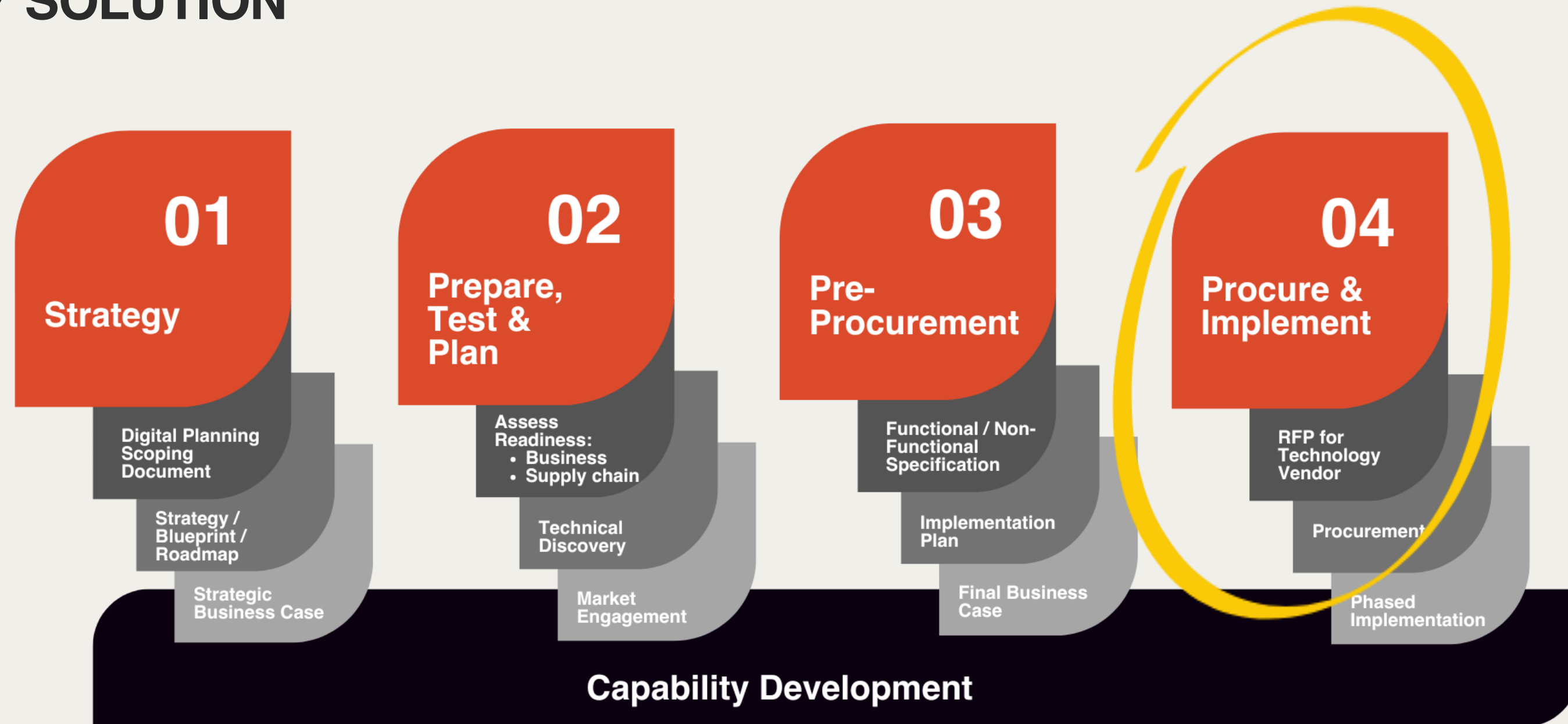
the digital planning journey

BRINGING METHOD TO UNCERTAINTY



don't be fooled by

“BUY MY SOLUTION”



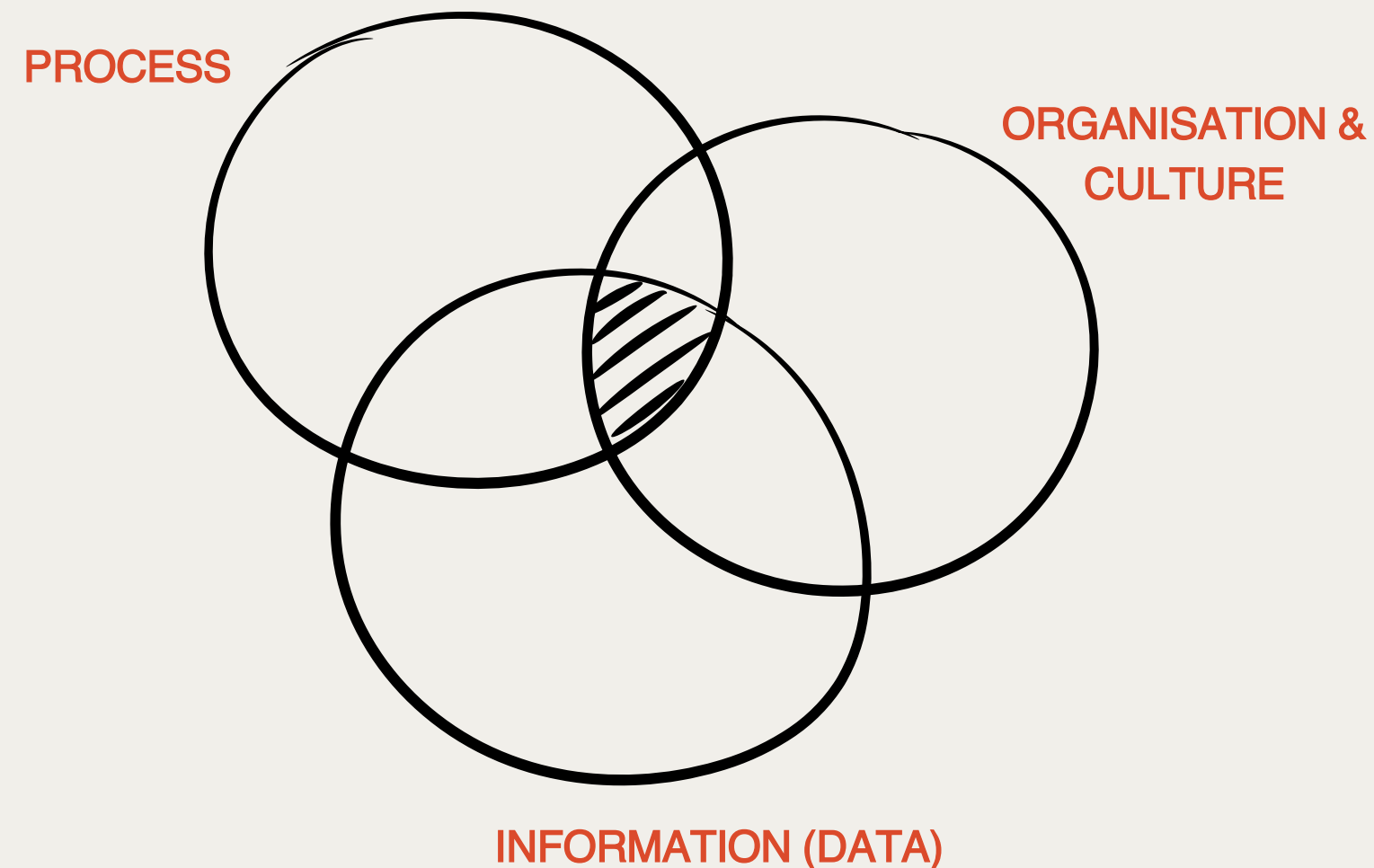
what's the problem , solution?

THE 'WHY'



strategy

THE ROLE OF STRATEGY - KEEPING DIGITAL 'REAL'



Many technology investments are either ill-defined in terms of their ability to deliver value or deployed with a lack of appreciation for the ongoing operations and maintenance.

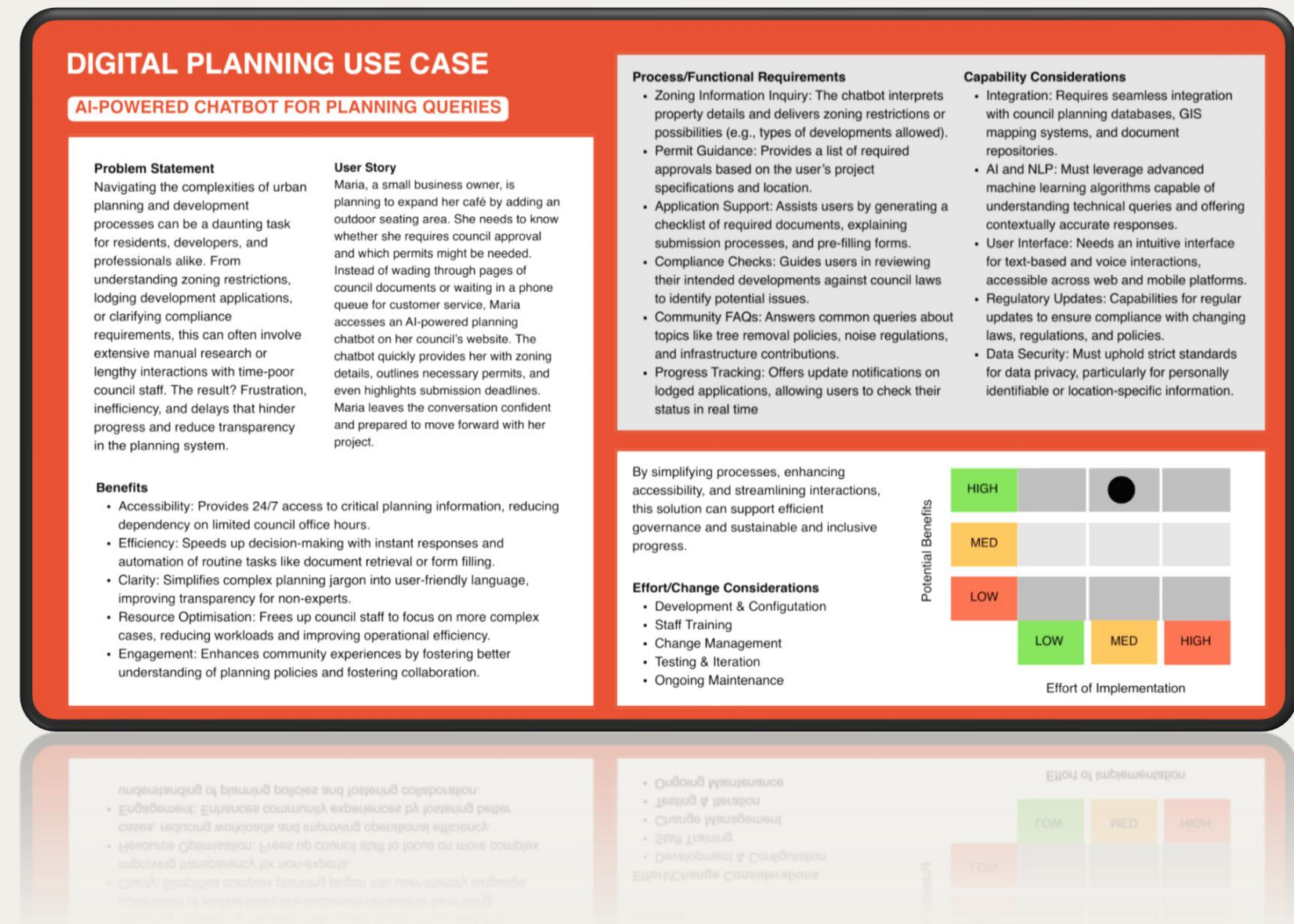
It is your job to ensure the right digital strategies and tools are identified, assessed, scoped, procured and deployed in response to the outcomes being sought.

strategy

KEEPING DIGITAL ‘REAL’ WITH USE CASES



Digital investments must be driven by use cases.



next steps

BUILD READINESS

The journey is ongoing. Set realistic expectations.

Digital doesn't replace planners - it amplifies them.

Your next step? ***Digital Planning Scoping Paper.***

“The best time to start your digital planning journey was yesterday.
The second-best time is now.”



SCAN ME for digital planning resources

thank you

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