

PROFESSIONAL PROFILE

Jeff is an entrepreneurial renaissance planner with an eclectic background spanning experience with rural and urban municipalities, consulting firms, developers, NPOs, and First Nations. He started his own independent practice in 2017 and, through over four years of experience, has drafted land use plans, zoning by-laws, and development applications; applied rigorous research and analysis methods to a wide variety of high quality deliverables; built strong relationships with communities; and, assisted municipalities and First Nations with economic development. He is equipped with a Master in City Planning degree, competencies in ArcGIS and Adobe Creative Suite, and is eligible for membership with CIP.

Outside of work, Jeff is an active community member and is currently a Director with the Calgary Association of Skateboarding Enthusiasts. Through his academic work, he has had the opportunity to present his research on collaborative planning in skateboarding in Edmonton, Winnipeg, and Malmö, Sweden.

RELEVANT EXPERIENCE

Planner and Founder | 2017 - Present **Hanson Planning**

Coordinated and managed multiple complex projects simultaneously. Reviewed and drafted development plans, zoning by-laws, policies, and community land use plans. Conducted research and wrote reports to support client projects. Created maps and analyzed data for development plans, zoning by-laws, and development applications. Developed and managed engagement strategies. Developed and applied knowledge of relevant Federal, Provincial/State, and Municipal policies and legislation.

Master Planning Initiative Lead - Skateboarding | 2018 - Present **van der Zalm + Associates**

Conducted public engagement strategy development, execution, and reporting, engaged over 500 people. Developed and drafted skatepark master plans, urban design, and housing plans for Canadian and American municipalities. Analyzed and applied land use plans, architecture and design guidelines, and official regulations. Conducted site identification and development suitability analysis.

Planning Intern | 2016 **CentreVenture Development Corporation**

Conducted background research and assisted in drafting redevelopment project RFPs. Developed an integrated internal project database.

Planning Intern | 2015 **Stantec**

Designed project proposal elements using Adobe Creative Suite, contributing to winning proposals. Researched and interpreted plans and policies affecting development of current and future projects.

Municipal Intern | 2013 - 2015 **Municipal District of Foothills No.31 / Town of Turner Valley**

Managed land use planning applications including development and variance permits, and subdivision and rezoning applications. Managed land use, infrastructure, and environmental GIS data bases. Conducted building permit reviews. Designed and facilitated an inter-municipal public engagement land use design charrette. Replied to homeowner and developer inquiries in a friendly, timely, and accurate manner. Prepared and presented reports to Council.

EDUCATION

Master of City Planning University of Manitoba **Graduated 2018**

Thesis | Collaborate, Participate, and Skate: A Case Study on the Planning Process of Calgary Skateboarding Amenities

Bachelor of Arts – Film Studies University of Calgary **Graduated 2012**

Paper | Navigating the City as World of Strangers: An Analysis of Human Encounters in Social Space

SPEAKING PROFILE

Pushing Borders Conference Malmö Pushing Borders + Skate Malmö **Malmö, Sweden, 2019**

Spaces to Places Workshop Urban Systems + 8 80 Cities **Winnipeg, 2018**

Place 18 Conference University of Alberta **Edmonton, 2018**

Shift in Transit Planning Conference Dalhousie School of Planning **Halifax, 2017**

VOLUNTEERING

Calgary Association of Skateboarding Enthusiasts Director at Large | 2018 - Present

Calgary Creative City Collaboration Co-Founder + Director | 2012 - 2014