

**GEORGE
PARKER**

BA, MUP
Curriculum Vitae



Associate

Urban Planning, Land Economics, Market Analysis, Development Strategy

Biography

George is a Master of Urban Planning with experience as a land use planner, knowledge of economic development principles, and years of research on land use, transportation systems, and sustainable community development.

George has a passion for understanding the dynamics that determine neighbourhood change, and has applied this passion to economic development strategies and economic impact assessments in Quebec and British Columbia. He is a creative problem-solver, and can build custom market demand and financial models to meet unique project needs.

At GPRA, George is involved in financial modelling, comprehensive demographic and employment forecasting, business plans and development strategy analyses. His diverse skill set allows him to formulate successful land use plans based on a sound understanding of market and financial realities faced by our clients.

EDUCATION

2013
Master of Urban Planning
School of Urban Planning
McGill University

2011
Bachelor of Arts (First Class
with Distinction),
Geography
Simon Fraser University

2011
Extended Minor, Political
Science
Simon Fraser University

2011
Urban Studies Certificate
Simon Fraser University

PROFESSIONAL EXPERIENCE

2014-Present

Associate
G.P. Rollo & Associates Ltd.
Vancouver, BC

2014

Planning Assistant
PlaceSpeak
Vancouver, BC

2012-2013

Research Assistant
McGill Community-University
Research Alliance
Montreal, QC

2012

Land Use Planner
Genivar (now WSP)
Montreal, QC

TEACHING + PRESENTATIONS

2005-2014

Private tutor, GIS, statistics,
and mathematics
Vancouver, BC & Montreal,
QC

2013

Developer and presenter of
a presentation at the 2013
Urban Affairs Association
Conference.

Presentation: "Gentrification
and Quality of Life in
Montreal"

2012

Teaching Assistant
McGill University School of
Urban Planning
Montreal, QC

Select Project Experience

Grosvenor Americas

Market and economic impact analysis for a mixed use residential and commercial development in the Edgemont area of North Vancouver District, BC.

Symphony Resorts Ltd.

Market and financial feasibility study for the \$325M 5-star Klahanie resort at Squamish, BC.

Town of Canmore, AB

Commercial needs study and visitor accommodation study.

City of Port Moody, BC

Feasibility study examining the potential for alternate land uses for a 20 acre site owned by the City. Examined the potential for municipal, residential, commercial and industrial uses of the site.

Rocky View County, AB

Market study for residential and commercial development in the Hamlet of Bragg Creek located near Calgary, AB.

City of New Westminster, BC; City of Port Coquitlam, BC and City of Surrey, BC

Prepared feasibility study and economic impact assessment of stadium developments in each of the above cities regarding the potential creation of a Whitecaps 2 Football Club franchise.

Borough of Ahuntsic-Cartierville, Montreal, QC

Impact assessment, commercial repositioning, and transit-oriented development strategy for the L'Acadie-Chabanel neighbourhood.

Genivar (now WSP)

Used GIS to develop a harmonized zoning system to integrate the fourteen regional plans of Trinidad, taking into account environmental, economic, and transportation factors.

City of Montreal, QC

Neighborhood plan for the Marconi-Alexandre neighbourhood,