

**GERRY
MULHOLLAND**
DULE
Curriculum Vitae

Vice President
Development Strategies



Biography

Gerry Mulholland joined G.P. Rollo & Associates (GPRA) in 2004 and is a senior land economist. He is responsible for producing all of the firm’s financial templates that are used in feasibility studies, land valuation, highest and best use studies, amenity contribution analyses, and real estate development strategy analyses.

Gerry provides comprehensive financial services to clients dealing with diverse real estate planning and development issues, including: determining the highest and best use of property; financial feasibility of mixed use, phased and long term development; the potential to incorporate affordable housing into real estate developments; assisting non-profit organizations to use their real estate holdings to enhance and pursue their organizational mandates; land lift and amenity contribution policy, determining amenity contributions and assisting government and developers to negotiate amenity contributions.

Gerry frequently works on multi-disciplinary planning teams where he provides direction regarding market potential, development viability and development strategy. He is often called upon to present the findings of his work in public forms to municipal Councils and community stakeholders.

EDUCATION

2013
Diploma in Urban Land
Economics
Sauder School of Business
University of British
Columbia

PROFESSIONAL EXPERIENCE

2004-Present
VP, Development Strategies
(formerly Associate)
G.P. Rollo & Associates Ltd.
Vancouver, BC

1999-2004
General Manager
(formerly Manager)
Chapters Bookstores
Various Locations, BC

TEACHING + PRESENTATIONS

2006-Present
Simon Fraser University
City Program
“Economic Fundamentals for
Planners” course.

2010 & 2013
BC Housing Affordability
Symposium
Presentation on Municipal
Impacts on Housing
Affordability

Select Project Experience

City of Edmonton, AB
Financial analyses of commercial, residential and mixed use development in the McCauley Neighborhood.

City of Nanaimo, BC; City of Victoria, BC; City of Vancouver, BC; City of Richmond, BC; City of Maple Ridge, BC; Nanaimo Regional District, BC and others
Community Amenity Financial Analyses and Implementation Strategies.

City of Richmond, BC
Financial analysis of management of the City's Affordable Housing Reserve Fund and assistance with updating the City's Affordable Housing Strategy.

City of Port Moody, BC
Prepared economic analysis of development opportunities and constraints for residential, commercial and mixed use development for the St. John's Street development corridor.

City of Vancouver, BC
Market and financial analyses to demonstrate opportunities for development in the C3A Broadway corridor.

City of New Westminster, BC
Financial analyses of alternate land use plans for the City's Queensborough area.

City of Surrey, BC
Examined the economics of a proposed land exchange between SFU and the City; assisted the City in determining potential levy required for a greenspace corridor in Grandview; various financial feasibility studies for private clients looking to develop in the City.

City of Maple Ridge, BC
Financial feasibility analysis for a 260,000 square foot shopping center development, Albion commercial area.

City of Coquitlam, BC
Assessed the market and financial potential for residential, commercial, and other land uses in the Coquitlam Town Centre.