



stephen
cooke

portfolio



Thank you for taking the time to view my portfolio of selected academic and work projects.

Throughout my studies in Urban and Regional Planning at Ryerson University, I have had the opportunity to continually improve existing skills and learn new ones that will be beneficial to my career in the field of urban planning.

This portfolio highlights selected projects I've completed which demonstrate my abilities in the areas of data analysis, Geographic Information Systems and design and layout.

-STEPHEN

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STEPHEN COOKE

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Profile

Reliable, hard working individual experienced in a professional planning office environment with strong interpersonal and time management skills. Experienced in interpreting architectural plans, Zoning Bylaw regulations and municipal policies. Proficient in a variety of computer software including Microsoft Office, Adobe Creative Suite, Geomedia and ESRI ArcMap. Proven ability to work well, both individually and as part of a team, to complete project tasks within competing deadlines.

Working

Planning Technician II November 2015 — Present
City of Edmonton, Development Services, Zoning Bylaw Implementation

- Provide research and graphic design support to a team of planners by querying databases, compiling information, modeling outcomes of zoning changes, and maintaining project web pages
- Perform spatial analysis using Geomedia GIS software to create maps, synthesize information and solve problems
- Respond to information requests from City Councillors and other sections within the City
- Analyze development permit application data and prepare reports and memos for City Council
- Design resources for City Council reports including maps, diagrams and statistical analysis reports
- Coordinate public engagement event logistics and record meeting minutes at public workshops and Community Infill Panel meetings

Planning Technician I January — November 2015
City of Edmonton, Development Services, Residential Approvals

- Reviewed and rendered decisions on new housing, showhome, minor development, and home occupation permits, ensured conformity to the City of Edmonton Zoning Bylaw and statutory plans
- Granted minor variances to Zoning Bylaw regulations for development applications when applicable
- Wrote reports and provided evidence for appealed Development Permit decisions at Subdivision & Development Appeal Board hearings
- Provided customer service at intake counter, ensured applications were complete and accurate
- Responded to requests for specialized property related research and information from developers, Subdivision & Development Appeal Board members and the public

Development Services Technician June — December 2014
City of Edmonton, Permits & Licensing Service Centre

- Received and approved minor development permits and processed zoning compliance certificates, ensuring conformity to the City of Edmonton Zoning Bylaw
- Processed transactions, booked building and electrical inspections, and provided direction to residents on development services and permit inquiries in a high volume call centre environment
- Answered inquiries from applicants and the public regarding zoning matters and application submission requirements through in-person, telephone and email channels

Work Term Student - Survey Assistant May 2012 — May 2014
City of Toronto, Strategic Initiatives, Policy & Analysis, Research & Information

- Collected and verified employment and land use data from over 8,500 places of employment through field survey and telephone interviews as part of the annual Toronto Employment Survey
- Created reports profiling built form and employment characteristics for assigned mapping divisions
- Trained new colleagues on proper use of GIS software and in-field surveying methods

Program Manager January — May 2014
corecode (creating opportunities for resident engagement and community development)

- Co-founded a non-profit organization which provided community engagement and training services
- Developed and presented workshops on resident engagement and community asset-based mapping to community groups and organizations
- Designed various graphic materials for the non-profit organization including presentations and reports based on client needs, updated and maintained website, tracked visitor statistics

Sales Clerk May 2007 — May 2014
Bayard Presse Canada Inc.

- Researched customer markets for potential accounts, presented findings to the Sales Manager
- Created customer account mailing databases and mailed promotional materials to customers
- Performed clerical tasks which included reception duties, mail sorting and digital archiving
- Responded to customer inquiries and sold books at various trade conferences and street festivals
- Introduced a Point of Sale system for use during conferences and sales events which reduced the amount of resources required to track inventory and reconcile conference sales

Community Asset Mapping Consultant August 2012 — December 2013
United Way Toronto & York Region - Action for Neighbourhood Change

- Co-managed a team of nine colleagues to create online interactive asset maps of Toronto's 13 Priority Investment Neighbourhoods to visualize current services available to community members
- Researched, visited and mapped various local neighbourhood services and public facilities
- Conducted in-person interviews with local residents about service provision within their community
- Presented software training tutorials to residents and provided mapping support for ANC staff

Survey Analyst Consultant February 2013
United Way Toronto & York Region

- Conducted needs assessment telephone surveys with key stakeholders at Toronto-based community development organizations to evaluate and receive feedback on current capacity building programs
- Performed qualitative data analysis and compiled survey responses in a report for Board Members to aid in the recommendations of capacity building programs in response to current sectoral needs

Learning

Geomedia Professional Level I & II February—March 2016
Northern Alberta Institute of Technology

B.U.R.P.I., Bachelor of Urban and Regional Planning September 2009 — April 2013
Ryerson University

- Completed courses in planning law, policy, ethics and program evaluation; led teams as project manager in client-based studios for United Way Toronto and City of Toronto, Tower Renewal Office



data.
analysis

In my position of Planning Technician II with the City of Edmonton, Zoning Bylaw Implementation Unit, one of my responsibilities is to prepare the Annual Development Permit Variance Report for City Council.

Attachment 1

Issued Development Permits and Variance Analysis

Total issued permits

Administration issued a total of 20,801 permits between January 1, 2015, and December 31, 2015.

Frequency of variances

Nine development types were selected for detailed analysis of variances issued, including:

- Single Detached Housing
- Garage and Garden Suites
- Semi-detached Housing
- Multi-family Residential Projects
- House Additions
- Accessory Buildings
- Uncovered Decks
- Residential Sales Centres
- Major Commercial and Industrial Projects

During 2015, a total of 9,372 development permits were issued city wide for these development types. Of this total, 1,381 (15 percent) were issued with at least one variance. Within the Mature Neighbourhood Overlay boundary, 1,373 permits were issued under the nine development types, 302 (22 percent) of which included at least one variance. The frequency of variances is summarized in the sections below and detailed in Tables 1 and 2 found at the back of this attachment.

Variances by Building Type

Single Detached Housing

This category includes Single Detached Housing and Single Detached Housing with Secondary Suites.

Within the Mature Neighbourhood Overlay boundary, a total of 248 Single Detached Housing development permits were issued, 67 (27 percent) of which had variances. The most common variance within the Mature Neighbourhood Overlay was to the required rear setback. There were six Subdivision and Development Appeal Board appeals submitted. In each case, the Board upheld the Development Officer's original decision.

Outside of the Mature Neighbourhood Overlay boundary, a total of 3,652 development permits were issued, 422 (12 percent) of which had variances. Variances to Grade were the most common type granted, a majority of which related to the development of Single Detached Housing with walkout basements. There was one appeal to the Subdivision and Development Appeal Board and the Board upheld the Development Officer's original decision.

On July 6, 2015, a text amendment to Zoning Bylaw 12800 went into effect under Bylaw 17062, which changed the method of how Height and Grade are calculated. This change resulted in Single Detached Housing with walkout basements now approved as

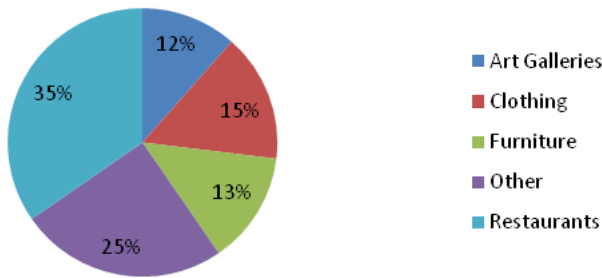
This report provides analysis of the number of permits issued for select permit types in addition to the number and types of variances granted by residential Development Officers and the number of development permits appealed to the Subdivision and Development Appeal Board.

The 2015 Development Permit Variances Annual Report (Council Report 3617) can be viewed by visiting:

<http://sirepub.edmonton.ca/sirepub/mtgviewer.aspx?meetid=1604&doctype=MINUTES>

In this group assignment, I was tasked with coding, compiling and analyzing selected retail establishments within Toronto's Historic Distillery District using the North American Industry Classification System (NAICS). The data was presented in a final report detailing the District's commercial aspects and market trade area.

Most Frequently Occurring Establishment Type, by Category

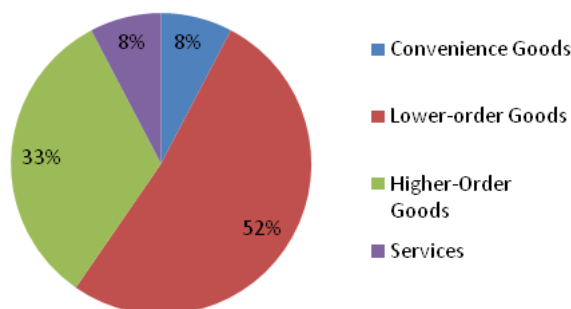


NAICS Coding Analysis

A total of 29 unique NAICS codes were assigned to the District establishments. The most frequently occurring code is shared between 722511 Full-Service Restaurants, representing six establishments and 722512 Limited-Service Eating Places, representing seven establishments. The NAICS coding for art galleries: 453920 Art dealers, retail was the third most common type of establishment, accounting for six establishments.

When sorted using NAICS coding, a detailed description of business activity is made available. The top five business activities within the Distillery District are in the fields of Food Services and Drinking Places 27% (14 units), Miscellaneous store retailers 17% (9 units), Clothing and clothing accessories stores 15% (8 units), Furniture and home furnishings stores 10% (5 units) and Food and beverage stores 4% (2 units). This mix of retail supports the District as a destination for entertainment and culture.

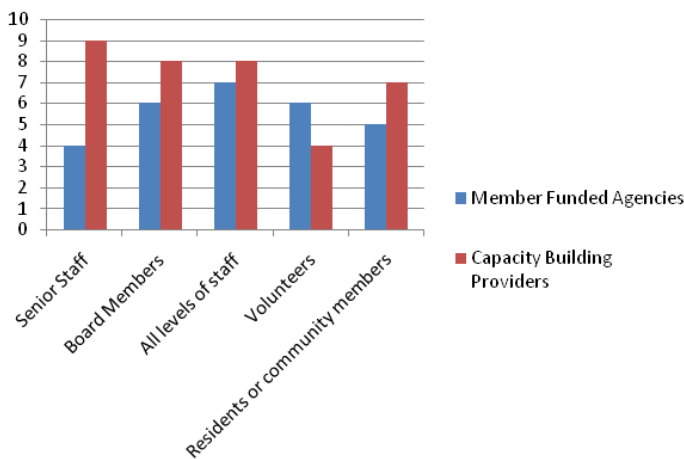
Store by Goods Type



Category Type	Number of Stores
Higher- Order Goods	17
Lower-Order Goods	27
Convenience Goods	4
Services	4

In my previous position as a Survey Analyst, I worked alongside a colleague to conduct a needs assessment survey with stakeholders at Toronto-based community development organizations. The purpose of this exercise was to evaluate and receive feedback on capacity building programs. I performed qualitative and quantitative data analysis and compiled survey responses in a report for staff to aid in the recommendations of programs in response to current sectoral needs.

Target Audience Identified by Respondents



- CB Providers generally have a greater focus on upper levels of management compared to Member Funded Agencies. Both cohorts identified a similar target audience of All levels of Staff. Of participants surveyed, 54% of Member Funded Agencies and 67% of Capacity Building providers selected this audience.
- A larger percentage of Capacity Building Providers identified Residents or Community Members as their target audience compared to member Funded Agencies. 58.3% of CB providers identified Residents or Community Members as their target audience compared to 38.4% of Member Funded Agencies.
- A larger percentage of Member Funded Agencies identified Volunteers as their target audience compared to Capacity Building Providers. 46.1% of Member Funded Agencies identified Volunteers as their target audience compared to 33.3% of CB providers.

Survey Design and Analysis Methods

For this project, a unique survey has been created for each of the four participant cohorts, (External Capacity Building Providers, Member/Funded Agencies, Residents and Resident Groups, Volunteers and Consultants), by United Way staff members. The surveys contain a mix of quantitative and qualitative questions.

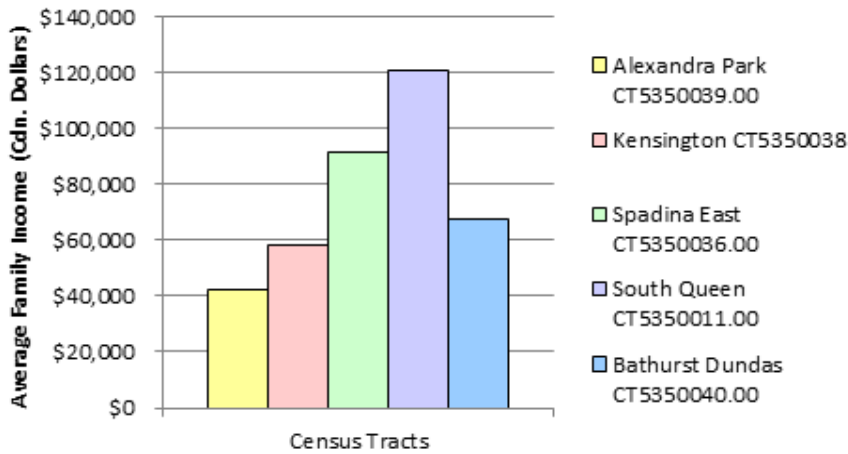
Survey question analyses were initially completed by entering quantitative survey response information into Microsoft Excel spreadsheet software and tabulating responses to create a graphical representation of the data.

Survey question analyses for qualitative data were compiled into the Microsoft Excel spreadsheet. Qualitative responses were tabulated and categorized based on the most frequently occurring responses. Common themes among participant responses were then identified and coded, allowing conclusions to be made about the participant data.

This report provides an analysis for each participant cohort question by providing the related data for each response. A summary of key findings, including visual representation and conclusions are provided at the end of each chapter.

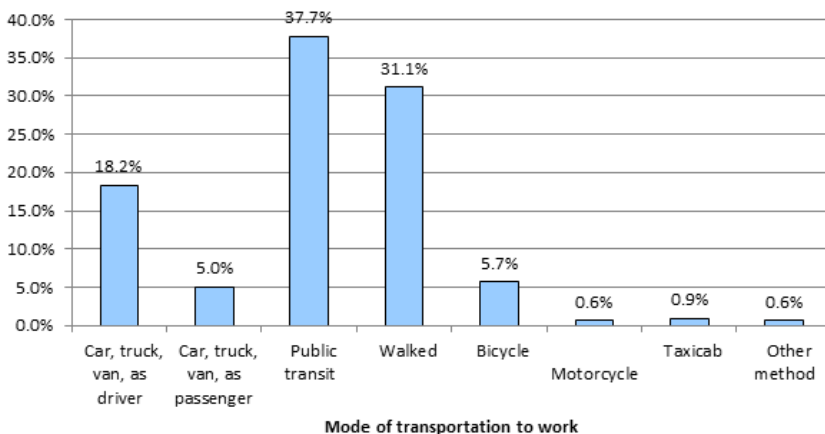
This group project required the re-visioning of the downtown Toronto neighbourhood of Alexandra Park and the creation of a Secondary Plan with policies related to future development. My major responsibilities for this project was neighbourhood demographic analysis, GIS work and report layout.

Average Family Income, Alexandra Park and Surrounding Area, 2005



As illustrated by Figure 7, Alexandra Park has the lowest household average income compared to the surrounding area at \$42,391. This is in contrast to the census tract south of Queen Street West which has an average income of \$120,750. A large percentage of individuals within Alexandra Park earn an annual income of less than \$20,000 (Statistics Canada, 2006). This may be a result of the amount of social housing within the neighbourhood. The provision of services is especially important for these residents who need to be considered in the neighbourhood revitalisation..

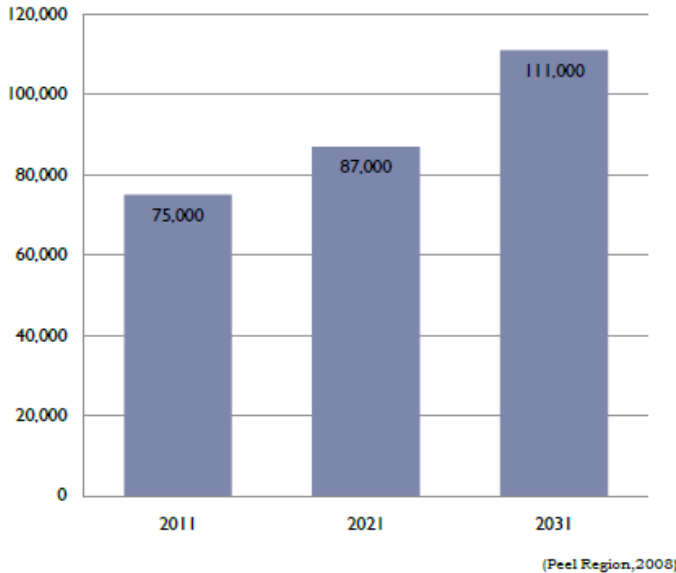
Total Employed Labour Force 15 Years and Over, by Mode of Transportation (20% Sample Data)



This neighbourhood is well served by transit services and located within walking distance to many amenities. The two most used modes of transportation to work include public transportation and walking. This is a positive aspect of the neighbourhood which should be retained and improved. Cycling to work is encouraged and with the revitalisation, it is expected that both utilitarian and recreational cycling trips will increase with the addition of new bike infrastructure. Ideally, the number of cyclists who ride to work and for pleasure will increase with this revitalisation.

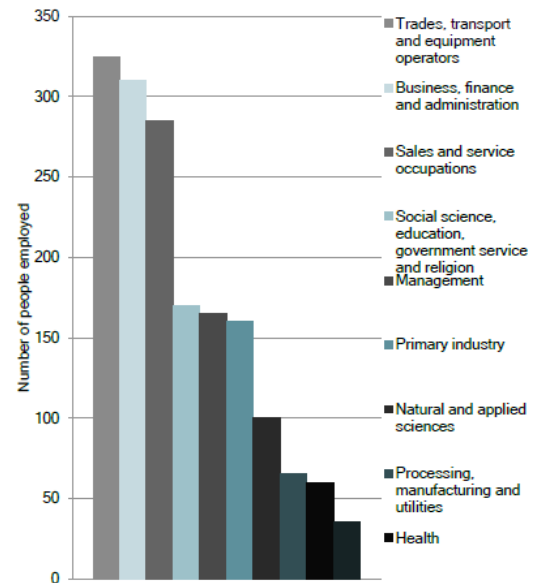
This group assignment involved studying a rural area in Caledon, Ontario and making general planning recommendations on future growth and employment opportunities. I was responsible for compiling demographic and employment data for the study area.

Peel Region Population Projections, 2011 - 2031

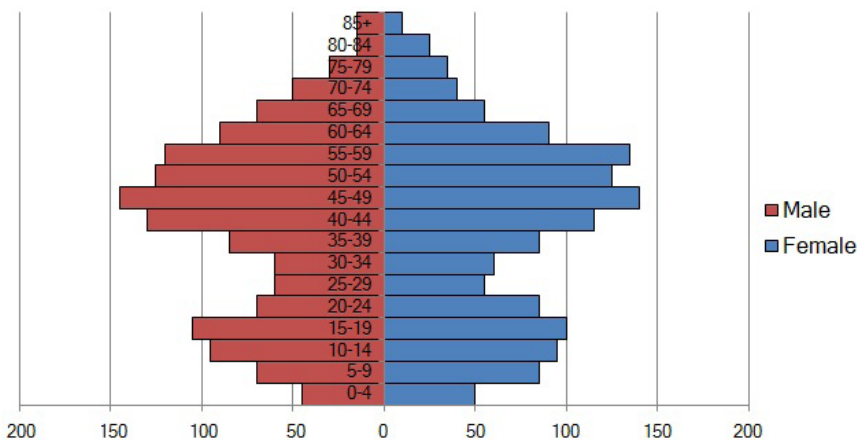


These graphs of the site study area were created using Statistics Canada Census Data obtained through GIS shapefiles.

Employment by Occupation, 2006, for Census Tract 0586.02



2006 Population Pyramid for Census Tract 0586.02





geographic
information
systems

Asset-Based Community Mapping in Toronto's Priority

geographic information systems

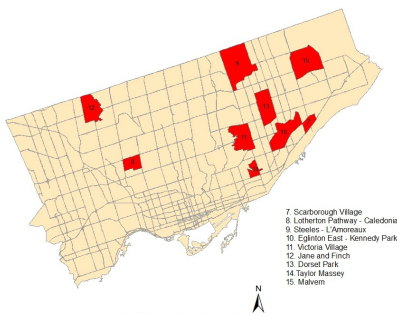
April 2012

Advanced Planning Studio, Ryerson

Enrolment in two introductory Geographic Information Systems courses allowed me to learn the basics of creating maps and working with geospatial data in ESRI Arcmap. I currently continue to improve my skills in GIS by learning Quantum GIS, an open source GIS software program. I am familiar with thematic mapping procedures and geoprocessing methods, in addition to editing shapefiles and their associated attribute tables.

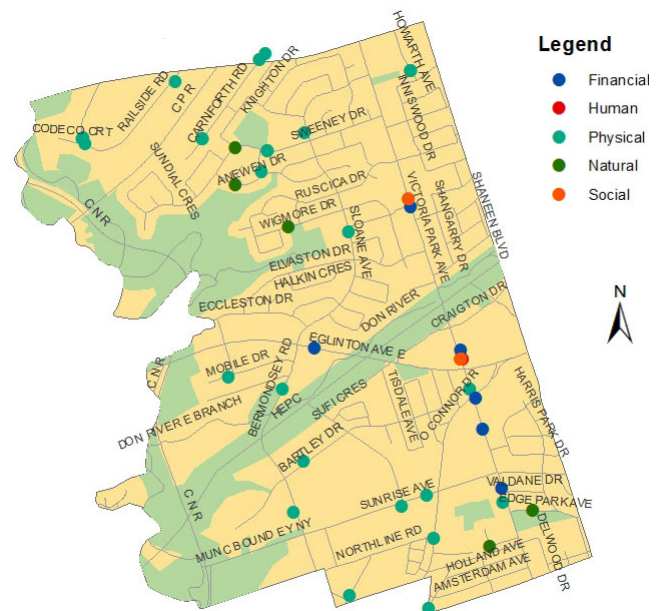
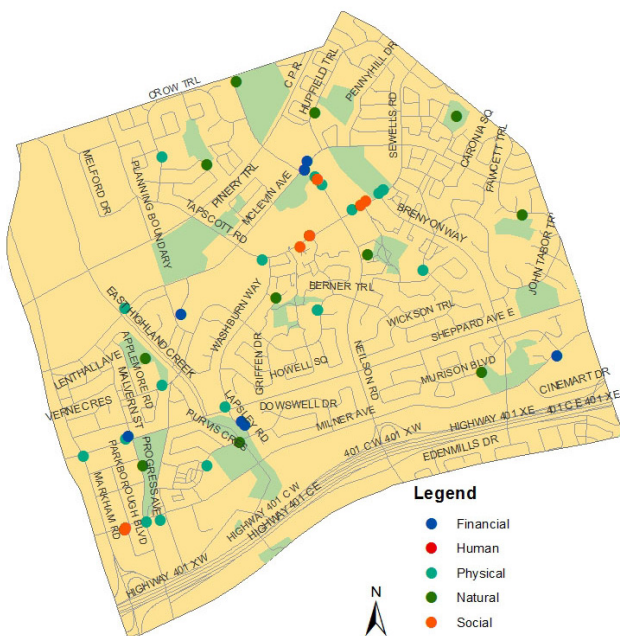
Map of Priority Neighbourhood Study Areas

ESRI ArcMap was used to create these maps.



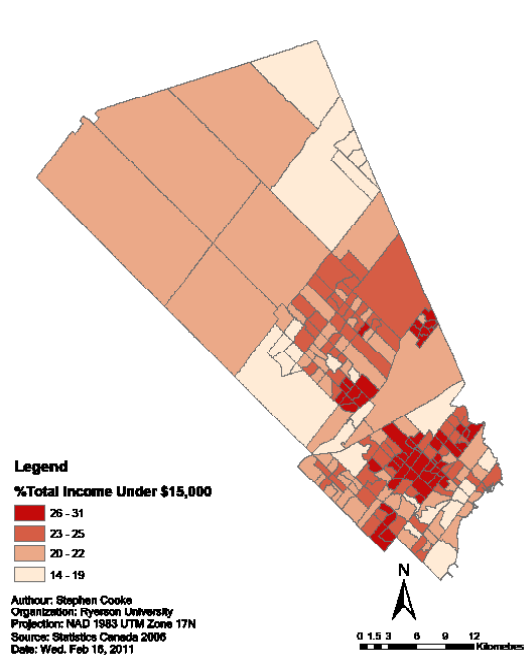
Malvern Neighbourhood Asset Map

Victoria Village Neighbourhood Asset Map

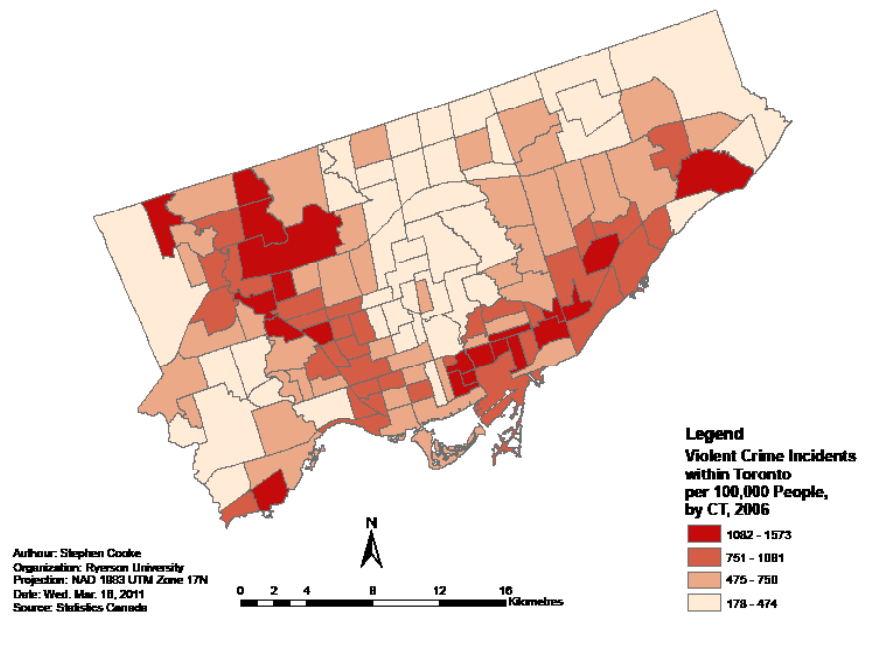


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% Total Income Under \$15,000 in Peel Region, 2006



Toronto Violent Crime Rate per 100,000 People, by Census Tract



design +
layout

In addition to research, I was responsible for the overall layout of the group interim and final reports.

Apartment Community Improvements Report cover page



Adobe InDesign and Photoshop were used to produce this Studio group report.

A rendering of new street furniture within Thorncliffe Park



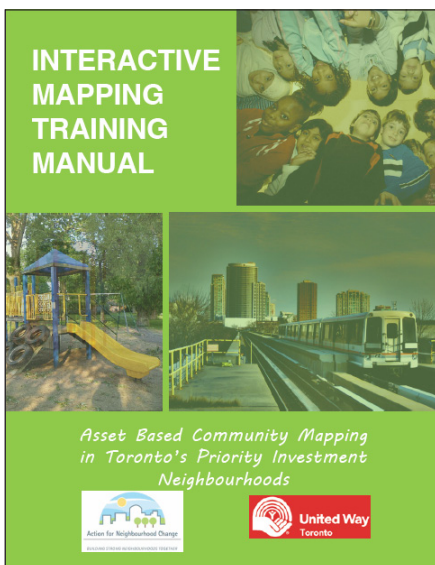
Asset-Based Community Mapping in Toronto's Priority Neighbourhoods

design + layout

August 2012

In my position as Asset-Based Mapping Consultant, one of my responsibilities was creating a user manual for residents and staff for the interactive priority neighbourhood asset maps our studio group created. This step-by-step guide instructs users how to maintain and update their online asset map. Below is the manual cover and one of the spreads from the manual.

Interactive Mapping Tutorial Cover



Adobe InDesign and Photoshop were used to produce this Studio group report.

Interior Spread

STEPS TO CREATING A MAP

- 1 Create or update your Excel spreadsheet and then save it to your Dropbox account as a .CSV (comma delimited) file

ADDING A NEW ASSET CATEGORY

- 2 Upload desired delimitated file to CSV (comma delimited) file to Geocommons

UPDATING AN EXISTING ASSET CATEGORY

- 2 Retrieve desired spreadsheet from Dropbox. Edit information, save and re-upload to Dropbox. Next you upload the updated spreadsheet file to your Geocommons Library

- 3 Add uploaded file to your neighbourhood map
- 4 Add desired asset icon to the map

Map Complete

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YOUR LIBRARY OVERVIEW

Your Library on Geocommons contains all the files you need to place the asset data into your map. Updating and adding new data to your map will require you to first upload your .CSV (comma delimited) spreadsheets to Your Library.

- 1 To access your files, click on the Your Library tab.

Your uploaded map files will be displayed in your library. Within the dataset tab are all the files you'll need to update your maps. Newly uploaded spreadsheets will be stored in the Pending Datasets until you follow the steps to complete the spreadsheet for uploading.

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