



## Strategy 4

2620 Bristol Circle, Suite 100  
Oakville, On L6H 6Z7  
t : (905) 829-2544 w : www.strategy4.ca

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### **Jeff Kenny, BES, Cert ELD., MCIP RPP., Partner Curriculum Vitae**

#### **EDUCATION:**

##### **OPPI Continuous Learning Certificate**

Managing Skills for Professional Planners

May 2019

Presented by the Ontario Provincial Planner's Institute

##### **OPPI Continuous Learning Certificate**

Planner at the OMB

June 2017

Presented by the Ontario Provincial Planner's Institute

##### **Mohawk College**

Communicating Powerfully Professional Development Seminar Series

May 2015

Presented by the Ontario Provincial Planner's Institute

##### **Sheridan College CAD/CAM Institute, Brampton, Ontario**

AutoCAD Level 1

February 2009

##### **York University, Toronto, Ontario.**

Degree completed. Member of the Dean's graduating honour roll.

Final GPA: 7.43 / 9.0

B.E.S., Spec. Hons. Environmental Studies (Area of Concentration: Urban and Regional Environments)

2007

Certificate of Environmental Landscape Design

2007

##### **Ontario Secondary School**

Nelson High School, Burlington, Ontario

Completed grades 9 – OAC (1998 – 2003)

Final GPA: 83 / 100



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### PROFESSIONAL

**ASSOCIATIONS:** Member of the Ontario Professional Planner's Institute – Registered Professional Planner, April 2013 – Present.

Member of the Canadian Institute of Planners – Registered Professional Planner,  
April 2013 - Present

### PROFESSIONAL

**EXPERIENCE: Strategy 4 Inc (Formerly Salmona Tregunno Inc)**

Partner / Planner  
2012 – Present

- Continued in leadership role coordinating planning applications and directing junior staff on production and coordination of planning applications as detailed in previous experience sections.
- Continued direction of up to 5 design professionals; direction of project production with involvement in site design, site grading, landscape design and planning approvals.
- Lead consultant on variety of complex, interdisciplinary land use planning approval and construction projects across the institutional, residential, commercial and industrial sectors.
- Ability to manage up to 20 sub-consultants for large, complex projects.
- Produced proposals and secured contracts related to approximately \$500,000 in professional fees yearly.
- Managed company accounting – accounts payable and receivable – in tandem with staff

### **Salmona Tregunno Inc., Oakville Ontario**

Associate Landscape Architect & Planning Applications Coordinator  
2009 – 2012

- Managed and coordinated office workload including a diverse range of projects in the industrial, residential, commercial and institutional fields.
- Oversaw and directed up to 3 design professionals; direction of project production with involvement in site design, site grading, landscape design.
- Coordinated planning applications including: Official Plan Amendments, Re-Zonings, Site Plan Approvals, Minor Variances, Consents for Severance and Building Permits etc.
- Managed tender processes for multiple industrial, commercial, residential and institutional projects.
- Coordinated letter of credit release for various projects in municipalities around Southern Ontario for a variety of clients.
- Created detailed hand drawing site and landscape designs for a variety of residential, commercial, industrial and institutional projects.



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- Managed a variety of clients including contacts at Halton District School Board, Halton Catholic District School Board, The Effort Trust Company, Shopper's Drug Mart, City of Burlington.
- Handled monthly invoicing for projects independently.

### **Salmona Tregunno Inc., Oakville Ontario**

Landscape Architect & Project Manager / Planning Applications Coordinator  
2008 – 2009

- Development Consultancy providing services in the fields of site planning, environmental and recreation planning, landscape architecture, and project management.
- Experience coordinating municipal approvals and permits for commercial, industrial, residential and institutional projects with budgets ranging from \$100,000 – 2.5 Million.
- Experience coordinating applications for zoning by-law and official plan amendments.
- Managed tender processes for multiple industrial, commercial, residential and institutional projects.
- Experienced in construction and contract management for up to 10 projects simultaneously.
- Actively interfaced and coordinated with outside consultants such as Civil Engineers, Architects, Environmental Planners, Traffic Engineers and Geotechnical Engineers.
- Experience working with AutoCAD to generate site plans and landscape plans.
- Experience working with Photoshop to generate photo renderings and graphics.



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### **SELECT SCOPE OF EXPERIENCE:**

*Jeff Kenny* and the staff at Strategy 4 Inc have been involved in a broad range of projects. *Jeff Kenny* has been involved in the production and compilation of development applications as a project coordinator for five years prior to receiving his accreditation and has continued in this role for a further five years up to the present for a total of 10 years of experience. *Jeff Kenny* has been a registered professional planner since 2013. His experience includes serving both public and private sector clients in the capacity as a planning consultant, development advisory and independent business person.

Strategy 4 Inc begun as a landscape architectural business and over the years, has successfully branched into site engineering, urban design and, with *Jeff Kenny's* involvement, land use planning. The interdisciplinary nature of the firm has afforded Jeff unprecedented technical experience across multiple disciplines which he and the firm consider its biggest asset.

Strategy 4 Inc, since its inception, has focused on serving a 50 percent client base of public sector clients and a 50 percent client base of private sector clients.

Strategy 4 Inc's scope and experience is very broad and has encompassed a great many types of land uses from Commercial to Industrial to Residential and Institutional.

*Jeff Kenny* has provided support to expert witnesses at the Ontario Municipal Board and recently the Local Planning Appeals Tribunal.

*Jeff Kenny* has provided expert witness testimony at the OMB and recently the Local Planning Appeals Tribunal.

*Jeff Kenny's* partners have provided expert witness testimony at the OMB and the LPAT on a number of different occasions.



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### **INSTITUTIONAL AND COMMUNITY PLANNING PROPOSALS**

The scope of experience has included approximately 350 assignments for the Halton District School Board and Halton Catholic District School Board ranging from new elementary and secondary school capital projects to medium sized site improvements such as sports field construction.

The scope of experience has also included significant community planning work for the Synod of the Diocese of Niagara with assignments ranging from relocation of heritage structures to placement of modular buildings to serve as satellite food banks.

The interdisciplinary nature of Strategy 4 Inc's practice and the varied nature of its client-base have afforded *Jeff Kenny* a great range of experience in projects which fit the ideal notion of community planning.

### **INFILL, INTENSIFICATION AND HIGH RISE RESIDENTIAL**

Since 2008 *Jeff Kenny* and Strategy 4 Inc have been retained to provide services in connection with a number of infill, intensification and high rise residential developments in, but not limited to, the *Cities of Toronto, Mississauga, Burlington and Oakville*. The scope of experience has encompassed Official Plan Amendments, Zoning By-Law Amendments and Site Plans at a site based level.

*Jeff Kenny* has significant experience in overseeing the production of the above noted applications and their coordination and submission. The scope of experience has included significant experience in resolving land use conflict through sensitive site design, innovative engineering and creative landscaping.

*Jeff's* known ability to work productively with a variety of municipal staff and personality types has benefitted his and Strategy 4 Inc's clients over the course of their numerous assignments.

Over the course of the past year *Jeff Kenny* has overseen the production of development applications for numerous assignments comprising approximately 1,400 high rise residential units. These condominium projects have included land use planning scope as the principal project planner but also significant interaction with the landscape and civil disciplines.

### **OFFICE, COMMERCIAL & INDUSTRIAL**

Since 2008 *Jeff Kenny* and Strategy 4 Inc have been retained to provide services in connection with a number of site based commercial, office and industrial project proposed in the *Cities of Toronto, Mississauga, Burlington, Oakville and Milton*. The scope of experience has encompassed Official Plan Amendments, Zoning By-Law Amendments and Site Plans at a site based level.

Since 2014 *Jeff Kenny* has been the principal consulting planner to Sanofi Pasteur, a world class leader in the manufacture of healthcare solutions and has recently completed the approval of an 800 Million Dollar state of the art vaccine manufacturing facility which will provide the majority of certain vaccines to the North American market. This project represents the largest private investment in the life sciences sector in Canadian History.