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Peter Finley Fry AICP MUP PhD

Strategic Land Use Planning and Design

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MISSION

Peter Finley Fry Strategic Land Use Planning and Design is dedicated to the public's interest. The firm provides the following services:

- As a land use/development manager; the firm establishes the strategic path and facilitates acquisition of entitlements, resolves zoning, building occupancy issues, and enforcement actions, and manages environmental remediation.
- Participates in legislative policy development, Comprehensive Plans, State Goals, historic and environmental incentives, and other public policy.
- Construct transportation system plans and zoning codes.
- Acts as advisor and mentor to other professionals.

EDUCATION

Ph.D.: Portland State University, 6/13/99

Regional Science and Urban Studies

Masters of Urban Planning: Portland State University, 6/11/81

Urban Planning, Economics, and Computer Science

Bachelor of Science: University of Oregon, 6/12/77

Anthropology, Economics, and Computer Science.

PROFESSIONAL AFFILIATIONS

American Institute of Certified Planners

American Planning Association

International Urban Development Association

American Association for the Advancement of Science

National Trust for Historic Preservation

National Audubon Society.

EXPERIENCE

State-wide land planning

Multnomah County Planning Commission, 15 years

Oregon industrial resource assessments and economic opportunity analysis

Land Conservation and Development Commission Citizen Advisory Committee

Land use reviews: state-wide land use goals, objectives, and exceptions.

Regional land planning

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City of Portland

2012 Portland Comprehensive Plan update – member Economic PEG and Watershed/Economic Reconciliation Committees
Portland Central City Plan update
Portland Economic Opportunity Analysis
Economic Development Comprehensive Plan Policy.
Central Eastside Urban Renewal District formation
Portland Industrial Code revision and remapping project
Portland Central City Plan
Portland Central City Property Inventory
Central Eastside Real Estate Inventory (6 years)
South/North Light Rail project.
Portland Homeless Reconfiguration Plan.
Willamette River Industrial Task Force
Willamette Working Waterfront Coalition.

Other Jurisdictions

Metro: Functional Plan and Green Space Plan
Joint Policy Advisory Committee on Transportation
San Francisco: Mission Industrial District Market Development
Gresham contract: Land Use Reviews
Beaverton: Approved downtown zoning and parking regulations
Wheeler: Wrote approved Historic Preservation and Incentives code
Milwaukie – Milwaukie Light Rail alignment
Fossil – Oregon Paleo Land Institute
Gibson, British Columbia, Canada - city center plan
Tacoma – downtown area plan.

Private Sector land planning (partial list)

Production: Goodwill, Freightliner, Burns Brothers, Sunshine Dairy, Gunderson, Oregon Steel, Neil Kelly, Portland Mechanical, and @Large Studios.
Distribution: Disdero Lumber, Cargil Grain, Glacier Pacific, Union Pacific Railroad, Chown Hardware and National Builders
Retail: Chili's; Burger King; Trader Vic's; Kell's; Weston Hotel; Tonkin, Rasmussen, Lanphere, and Wentworth Dealerships; and Powell's Books.
Residential: Humphrey Heights, Deer Havens, Berk Road, and Northview Terrace subdivisions, REACH, Oregon Baptist -Assisted Living, and American Asset Trust.
Human Services: New Avenues for Youth, Volunteers of America, Transition Projects, Mental Health West, Human Solutions and Bradley Angle House.
Marine: Rocky Pointe Marina, Rivers Bend Marina, Weilert Marina, Fred's Marina, Sauvie Island Marina, Yacht Harbor, and Columbian Crossing.
Institutional/Public: Portland French School, Murray Hills Church, Grace Lutheran School, Corbett School District, Corbett Water District, Portland Opera,

Portland Teachers, Prestige Wound Care, Terwilliger Retirement Home, and Multnomah Athletic Club.

Professional: Bogle and Gates, Miller Nash, Swabe Williamson & Wyatt, and Dunn Carney Attorneys at Law, Palmer Groth, Biggi Invest., Morgan Fidelity, US Bank and OSU Trust, and Portland Business Alliance.

Agricultural: Parsons, Phelin, Wilsons Vineyard, Happy Valley Organic, Egger's, Mirsky Flowers, and Merrill and Gertz Tree Farms, and Davis Horse Farm.

Public Sector

National Endowment for the Arts –

University of Oregon 21st Century Production District (published).

Central Eastside Industrial Council Staff Land Use, 22 years.

NNE Business Association Business Promotion and Land Use Committee staff.

Participated in creation of Central Eastside Urban Renewal District and expansion of Convention Center Urban Renewal District.

Sited Portland's Men's shelter, Women's shelter, and two youth shelters.

Portland Streetcar Project – downtown and Central Loop.

Portland Main Fire Station 1 and Portland Fire Station 21.

Burnside Bridgehead Development Opportunity Strategy.

Portland Development Commission: Fulfilled 24 contracts to date.

Multnomah County: approvals of prisons, parole, and sheriff training facilities.

Multnomah County new Courthouse – 2015.

Waterfront Organization of Oregon.

Willamette River Working Waterfront Coalition.

East Multnomah Soil and Water District.

Portland Development Commission Urban Renewal District expansion, extension and closure Advisory Committee – 2014.

Portland Development Commission Central City Budget Advisory Committee – 2015.

Expert Witness

Expert witness before juries, judges, and judicial panels.

Public Land Acquisition

Assist attorneys and/or real estate brokers in real estate transactions between willing private sector sellers and public sector buyers. Transactions result in public parks, stream restoration, and rest areas for recreation facilities – Springwater Trail.

COMMUNITY INVOLVEMENT

Former Notary Public for the State of Oregon

Multnomah County Planning Commission (commissioner)

Portland State University Master Plan Committee (student body representative)

REACH Community Development

Portland Neighborhood Plans: Albina, downtown, and eastside neighborhoods

Oregon Council for Hispanic Advancement Board of Directors

Portland Business Alliance Transportation Committee
Portland Blueprint 2000 Stakeholder Advisory Committee
Portland Development Review Advisory Committee
Portland's Pedestrian Advisory Committee
East Multnomah Soil and Water District
Central Eastside Industrial Council Board of Directors
Co-chair of Land Use and Urban Development Committee
Verde – Secretary of the Board (founding). (\$2.8 million budget – 2015)

SELECTED WORK EXPERIENCE

- * 2015 Facilitate the land use entitlement for the new Multnomah County Courthouse.
- * 2014 – 2015 Portland Business Alliance: “Cost of Living and Doing Business in Portland”.
- * 2014 Facilitated transfer with the assistance of attorneys of strategically important land located privately owned parcel to Portland Parks in Marquam Park.
- * 2013 – 2014 Multnomah County Criminal justice – assisted in siting prisons and probation offices.
- * 2011 – 2013 Stark Firs: Acquired zone change and occupancy to legalize an affordable apartment building that was converted from 38 to 75 residential units.
- * 2011 – ongoing Trackers Earth; Develop business plan and land use approvals to enable a rapidly growing for profit company to train children in survival skills.
- * 2010 - 2011 Team member to implement comprehensive Central Eastside Parking and Transportation Demand Management Plan to facilitate multi-modal transportation, transit orientated development, parking access, commercial and industrial reinvestment and formation of a Transportation Management Association.
- * 2010 - 2012 Acted as the ‘Portland urbanist’ on team to reinvent East Burnside Bridgehead project in Portland’s Central Eastside.
- * 2008 – 2010 Weston – Worked for Gresham’s largest industrial office property owner and the City of Gresham to update Gresham’s industrial Code to be consistent with METRO’s Framework Plan.
- * 2008 - 2009 Consulted with lawyers, real estate brokers and private owners and Portland Development Commission to transfer 4.8 acres of private property to the City of Portland for a new park in Gateway area.
- * 2009 - ongoing Worked for Multnomah County Facilities Management to legalize and expand a regional probation/parole facility, sheriff training facility, and prison through a conditional use processes.
- * 2006 – ongoing Development Opportunity Strategies for multiple block properties; Weston Investments, Deauch Investments. and Gateway Residential Condominium Development. Managed sub consultants including traffic, economists, and architects. Identify the highest and best use and critical time frame to bring the properties on line.

- * 2006 - 2012 Burnside Bridgehead Project – Support Portland Development Commission in land use and development issues to enable private developers redevelop multiple properties into 1 million square feet of residential, office, and retail space.
- * 2006 – 2009 Tonkins: Engaged Portland’s Planning Bureau in a legislative process to change the zoning and Comprehensive plan on SE 122nd to allow expansion of multiple businesses that employed over 500 people on 12 acres of land.
- * 2005 - 2006 Coastal Condominium development – Support developers in Depoe Bay, Rockaway, and Lincoln City.
- * 2005 – 2006 Burns Bros Development Opportunity Strategy – Managed economic consultants and architects in identifying and programming development on multiple inner city blocks.
- * 2005 – 2006 Burnside/Couch Development Opportunity Strategy – Support Portland Development Commission’s land use and development investigation to identify development opportunities and three strategic multiple property project areas.
- * 2004 - ongoing Rescue high rise residential and commercial projects foundering in the design/historic review process and guide them to successful solutions.
- * 2004 – 2006 Portland Streetcar project – Land use and development consultant for the Portland Streetcar project to extend the streetcar across Willamette River.
- * 2002 – 2004 Protect Portland Fire Bureau’s interest for former Portland Commissioner Erik Sten and support implementation of Portland Central Waterfront .
- * 2002 – 2004 Support efforts of the owners of the Freeway Land Company, 100 acres of industrial land at Johnson Creek and I-205 in creating a development plan that satisfies the private owners objectives consistent with the needs of the Portland Bureau of Environmental Services for Johnson Creek flood mitigation, Portland Bureau of Planning and Sustainability’s and Metro’s environmental objectives, Portland Office of Transportation’s future street plan, and Portland Development Commission’s urban renewal goals and plans for Lents.
- * 2001 – 2011 Act as an expert witness in a variety of litigation that included jury trials, mediations, and presentations before a judge or judicial panel.
- * 2001 – 2006 Managed large comprehensive plan amendment and zone change process for six acres strategically located property at NE 33rd and Broadway from general industrial to high density mixed use retail/residential zoning. Developed as apartments and retail in 2013.
- * 2000 - 2011 Applied creative solutions to problems in consultation with City staff and private architects and engineers to implement new approaches that resulted in changes to the public’s regulatory zoning system, and street design.
- * 2000 – 2003 Flexible Project Management Contract with Portland Development Commission to included Portland’s largest quasi-judicial Comprehensive Plan change and zone change from Industrial Sanctuary to Open Space along the Willamette River’s east bank, complex lot line adjustment for Boys and Girls in Lents, Greenway and

