



# EVOKE

DESIGN GROUP

architecture  
urban design  
town planning

## CURRICULUM VITAE

### JEFF THIERFELDER

#### COMPANY POSITION

Director

#### QUALIFICATIONS

Master of Architecture,  
University of Oregon

Master of Urban and Regional Planning,  
Portland State University

Bachelor of Arts Economics and Int'l Studies,  
University of Oregon

Graduate Certificate Real Estate Development,  
Portland State University

UDIA Professional Dev Course in Frontline  
Management (Australian Institute of Management)



#### AFFILIATIONS / ACCREDITATIONS

Committee Member - Design Advisory Committee,  
City of Perth

Member - Sustainable Development Committee,  
Urban Development Institute of Australia (UDIA)

Corporate Member and Certified Practising Planner  
(CPP) - Planning Institute of Australia

Member - Project Management Institute of Australia  
(WA Chapter)

Member - Housing Industry Association (HIA)

#### AREAS OF EXPERTISE

Working in Australia, Europe and the United States, Jeff has gained 12 years of high-level diverse experience in architecture and urban design. Jeff's primary expertise is in the design of residential and mixed-use projects, including town centre development, transit-oriented development, master planned communities, and a variety of residential building types. He has become expert at delivering design solutions that achieve thermal efficiency (passive solar) and a strong sense of place (urban design). Jeff is a founding Director of Evoke Design Group, a consulting group offering specialized expertise in sustainable urban design, building design and town planning.

Highlights of Jeff's career include leading roles on major award-winning projects. In 2001-03, he acted as lead urban designer in the conceptual building design and structure planning of Mirvac's multi-award winning high-density community 'The Peninsula' at Burswood. In 2007, Cockburn Central, Landcorp's flagship transit-oriented development, won the coveted PIA Minister's Award. Jeff played a critical role in the project, leading a multi-disciplinary team to deliver the Cockburn Central structure plan, subdivision, and built form codes. In 2008, Jeff designed an eco-retirement village in Chidlow that was recently a Finalist for the HIA Greensmart Concept Design Award.



**PROFESSIONAL HISTORY**

**Director** **Mar 2006 – present**  
**Evoke Design Group**  
**Leederville, Western Australia**

As Director of a boutique multi-disciplinary sustainable development consultancy specialising in the design of compact, walkable neighbourhoods and thermally efficient buildings, Jeff's role is diverse. Jeff's areas of focus include building concept design, site planning, project management of larger projects, client liaison and business development.

**Planning Manager** **Feb 2005 – Jun 2007**  
**Cardno BSD**  
**Subiaco, Western Australia**

Jeff was the Planning Business Unit Manager for Cardno BSD, a large multi-disciplinary consultancy specialising in land development. Jeff's role included managing 12 staff, business development, monthly financial performance reporting, client liaison and managing general business operations. As the Principal Urban Designer for Cardno, Jeff worked on the company's major projects including large greenfield subdivisions, transit-oriented developments, design guidelines and town centres.

**Urban Design Manager** **Nov 2003 – Dec 2004**  
**Myhre Group Architects**  
**Portland, Oregon**

Jeff was the Manager of Urban Design, heading up a team of 5 people reporting directly to the Managing Principal, within a 40 person architecture firm specialising in mixed-use buildings, multi-family housing and resorts. Jeff managed the design of a 506 unit apartment in Portland, Oregon for Trammell Crow, the largest multi-family developer in the US and produced planning/design concepts for a host of urban design projects in Oregon, California and Idaho.

**Housing Developer** **Aug 2003 – Nov 2003**  
**Portland Community Land Trust**  
**Portland, Oregon**

Jeff consulted to Portland Community Land Trust, a non-profit housing developer, providing technical assistance in land acquisition, market and feasibility analysis, responding to RFP's and RFQ's, contract negotiation, housing design and project management. Projects included single family, duplex and multi-family units.

**Urban Designer** **Mar 2002 – Jun 2003**  
**Mirvac Fini (HPA Architects)**  
**Perth, Western Australia**

Jeff was the Urban Designer for the New Business Section of Mirvac Fini, a major Australian real estate development company. Jeff's role focussed on producing site and urban design solutions and building concepts for a range of projects including large integrated master planned communities (incorporating low, mid and high rise housing), commercial town centres/main streets, office buildings, land subdivisions and housing.

**Project Manager / Urban Designer** **Oct 1998 – Oct 2001**  
**Lennertz Coyle and Associates**  
**Portland, Oregon**

Jeff was a Project Manager for Lennertz Coyle, a New Urbanist consultancy, working on large urban design projects throughout western US. Jeff's responsibilities included facilitation of over 20 intensive public design charrettes and the management and production of urban design master plans for new residential neighbourhoods, brownfield redevelopment sites, new town centres, main street revitalisation and transit-oriented developments.



**KEY PROJECTS**

**Transit-Oriented Developments**

- Cockburn Central, Cockburn, Western Australia
- The Peninsula, Perth, Western Australia
- Pleasant Hill BART Master Plan, San Francisco, California
- Gateway Town Centre, Portland, Oregon
- Jenkins and Murray Towers, Portland, Oregon
- Orenco Station Master Plan, Portland, Oregon

**Greenfields Master Plans**

- Bluff Point Structure Plan, Geraldton, Western Australia (75 lots)
- Rockingham Rd. Concept Plan, Munster, Western Australia (200 lots)
- Emu Point Sustainable Village, Albany, Western Australia (200 lots)
- Mandogalup Overall Master Plan, Kwinana, Western Australia (4,000 lots)
- Emerald Park ODP, Kwinana, Western Australia (845 lots)
- Tuart Ridge CDP, Rockingham, Western Australia (650 lots)
- Lot 56 Gomalling Road, Toodyay, Western Australia (800 lots)
- Flynn Farm Master Plan, Missoula, Montana (750 lots)
- Seher Thoss Master Plan, Jackson, Wyoming (800 lots)
- Monrovia Nursery Master Plan, Azusa, California (1,000 lots)
- Crown Point Master Plan, Coos Bay, Oregon (400 lots)
- Safari Estates Master Plan, Winston, Oregon (1,500 lots)
- Harbour Hills Master Plan, Brookings, Oregon (4,000 lots)

**Resorts**

- Still Creek Resort, Government Camp, Oregon
- Cascade Lake Waterfront Plan, Cascade, Idaho
- Sandpines Golf Course Plan, Florence, Oregon

**Grouped / Multiple Housing**

- Council Ave Housing Concepts, Rockingham, Western Australia (200 units)
- The Mews at Cambridge Waters, Canningvale, Western Australia (10 units)
- Hampton Road Terraces, Beaconsfield, Western Australia (18 units)
- 5 Wright Street, Highgate, Western Australia (15 units)
- The Vale Grouped Housing, Swan Valley, Western Australia (28 units)
- Devreaux Glen, Portland, Oregon (506 units)

**Retirement Accommodation**

- Whiteman Park Retirement Village, Swan Valley, Western Australia
- Chidlow Eco-retirement Village, Chidlow, Western Australia

**Town Centre / Main Street Projects**

- Warton / Holmes Town Centre, Southern River, Western Australia
- Commerce Parkway, Battleground, Washington
- Stirling Regional Centre Master Plan, Stirling, Western Australia
- North City Master Plan, Shoreline, Washington
- Downtown Florence Master Plan, Florence, Oregon
- Medford Village Centre, Medford, Oregon
- Raleigh Hills Town Centre Plan, Portland, Oregon
- Raymond Town Centre Plan, Raymond, Washington

**Design Guidelines / Codes**

- Chianti Private Estate Design Guidelines, Woodvale, Western Australia
- Cockburn Central Design Guidelines, Cockburn, Western Australia
- Cape Farm Design Guidelines, Bunker Bay, Western Australia
- Flynn Farm Land Development Code, Missoula, Montana
- Gresham Urban Infill Code Assistance, Portland, Oregon
- Pleasant Hill BART Development Standards, San Francisco, California
- Ashland Railroad Property Development Framework, Ashland, Oregon
- Eugene Code Assistance, Eugene, Oregon
- Newberg Code Update, Newberg, Oregon