

JOE BERRIDGE

Joe Berridge, a partner at Urban Strategies, has played a key role in some of the largest and most complex urban regeneration projects in Canada, the U.S. and the U.K. Currently, he is helping shape the future of the Toronto waterfront, as master planning coordinator for the Toronto Waterfront Revitalization Corporation, preparing a master plan for the riverfront of Cork, Ireland and advising Salford and Manchester on a new vision for their riverfront and central areas.

Joe has played a major role in the regeneration of Manchester, first as strategic advisor to the reconstruction after the 1996 city centre bombing and more recently by preparing regeneration plans for two decayed districts. He has undertaken similar downtown planning assignments in St. Louis, Detroit and Niagara Falls, NY. His development plans for Silvertown Quays and Canada Water, the last large sites in the London Docklands, both recently won intense design and development competitions. He prepared the master plan for Governors Island in New York harbour. Joe has extensive campus planning experience and provides ongoing advice to the University of Waterloo, most recently in the design of their new 120-acre Research and Technology Park. He was an advisor on the development of World Financial Center in New York and Canary Wharf in London and master planner for the waterfronts of Nassau, Bahamas, and San Juan, Puerto Rico.

Joe's paper on the failure of Canadian cities to re-invest has helped focus media and political attention on this important issue. He has lectured at universities in Canada and the US and has served on many urban design award and competition juries. He is a regular conference speaker, frequent contributor to planning journals, and writes book reviews for the Globe and Mail. He is a recipient of the Toronto Arts Award and was made a Fellow of the Canadian Institute of Planners and of the Institute for Urban Design in 2002.

PROFESSIONAL BACKGROUND

1986 - Present	Partner, Urban Strategies Inc.
1978 - 1985	Partner, Coombes Kirkland Berridge Ltd., Toronto, Canada
1977 - 1978	Project Coordinator, Frankel Lambert Development, Toronto Housing
1973 - 1977	Manager, City of Toronto, Planning Department
1971 - 1973	Economist, Province of Ontario

EDUCATION

1971

**Master of Arts, Urban Geography,
University of Toronto**

1968

**Bachelor of Arts, Social Studies,
University of Sussex, U.K.**

CONTACT

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CURRICULUM VITAE

JOE BERRIDGE

SELECTED PROJECT EXPERIENCE

2006 -	University of Waterloo West Campus Master Plan
2006 -	Excel Exhibition Centre, London UK
2006 -	Royal Docks Concept Plan and Strategy, London, U.K.
2005 -	Cork Docklands Plan, Ireland
2005 -	'Places to Grow' Regional Plan, Toronto, Ontario
2005 -	Central Salford Vision, U.K.
2005 -	Manchester/ Salford Riverfront, U.K.
2004 -	Elevate East Lancashire, U.K.
2004 -	Amacon Mississauga Development Plan
2004 -	Governors Island, New York Harbour
2004 -	Lower Don Valley, Sheffield, U.K.
2003 -	Canada Water Master Plan, U.K.
2002 -	Inner Harbour Plan, Saint John, New Brunswick
2000 -	Toronto Waterfront Revitalization Corporation
2000 - 2001	East Manchester Regeneration, U.K.
1999 - 2000	Liverpool Vision, U.K.
1998 - 1999	St. Louis Downtown Plan
1998	Dundas Square, Toronto
1997 - 1998	Downtown Detroit Reinvestment Strategy
1996 - 1998	Manchester, U.K., City Centre Reconstruction
1995	Greater Toronto Area Task Force
1994	Speke-Garston Regeneration Plan, Liverpool, U.K.
1993 - 1994	University of Western Ontario Master Plan
1992 - 1993	University of Waterloo Master Plan
1991	Canary Wharf, U.K., Context Plan
1990	San Juan, Puerto Rico, Waterfront Master Plan
1990 - 1995	National Trade Centre, Toronto
1980 - 1986	World Financial Center, New York

CURRICULUM VITAE

JOE BERRIDGE

SELECTED AWARDS

2007	OPPI Leonard Gertler Award of Distinction Growth Plan for the Greater Golden Horseshoe
2007	American Planning Association - Greater Golden Horseshoe
2007	CIP - Greater Golden Horseshoe
2005	American Planning Association - Nlagara Falls
2005	CIP - Silvertown Quays
2005	The Waterfront Center - Silvertown Quays
2001	OPPI - Reinvesting in Toronto
2000	Toronto Architecture & Urban Design Award - Waterfront Plan
1994	Toronto Arts Award - Architecture and Design
1994	CIP - Speke-Garston Regeneration Plan, Liverpool
1994	CIP - Peel Region Structure Plan
1993	CIP - University of Waterloo Master Plan

PROFESSIONAL ASSOCIATIONS

Fellow, Canadian Institute of Planners
Fellow, Institute of Urban Design
Hon. Campaign Chair, Environmental Studies, University of Waterloo
Governors Council, Toronto Library Board