

## **MARK REID**

Mark Reid is an urban designer, landscape architect and Partner of Urban Strategies. With over 18 years of experience with the firm, Mark has developed a particular interest in waterfront and public realm design, greyfield/brownfield redevelopment and transit oriented intensification. Mark routinely directs complex community, downtown, institutional and parks master plans and leads large multidisciplinary project teams. Mark is adept at engaging public and private sectors in the design and redevelopment process and routinely facilitates workshops, panel discussions, community round tables and design charrettes.

### **EDUCATION**

**1991**

**Bachelor of Landscape Architecture,  
University of Toronto**

**1984**

**Bachelor of Arts,  
University of Alberta**

Mark is currently leading a Brownfield redevelopment master plan for a 2000 acre former industrial site in South Buffalo. The site will be transformed through New York State, City of Buffalo and private sector funds to create a mixed use and employment district targeted to attract business, research and institutional investment in the areas of alternative energy, emerging green industries and state of the art brownfield remediation technologies. In Ontario, Mark is leading the preparation of a new official plan for the City of Vaughan, as well as preparing a masterplan and secondary policy framework to guide the City of Vaughan's future downtown district centered about a new subway extension. Mark is leading a number of studies in the Town of Niagara-on-the-Lake, including the development of a sustainable community vision for 'Old Town' aimed at heritage preservation, economic diversification and the establishment of an improved tourism management strategy.

In Western Canada, Mark is leading an exciting initiative to determine a new urban design and streetscape vision to reassert Jasper Avenue as Edmonton's premier business and shopping address and coincide with the City of Edmonton's planned improvements to the below street Central LRT Station. Mark completed an Urban Design Action Strategy for the entire city of Guelph, Ontario, as well as a master plan for the renewal and redevelopment of the City Hall Square precinct, scheduled to be complete in 2011. He played a lead role in preparing a sustainable Physical Development Plan for Barbados, as well as a development and implementation plan for the island's first National Park, a vast coastal region comprising one fifth of the island.

Mark has completed a number of park and open space master plans, including a revitalization plan for Manhattan Square Park and its neighbourhood in Rochester, NY. He led the development of conceptual options as part of the Development Framework for the renewal of New York City's Governors Island. Mark has been involved in a number of projects for the Toronto Waterfront, including the Central Waterfront Strategy for Toronto's most important and intensively used waterfront spaces, which has resulted in an international design competition to implement improvements along the waterfront.

Mark has received numerous awards and recognition for the work he directs, and has served on numerous public advisory committees including a position as Vice Chair of the City of Toronto's Art Committee for Public Places.

### **CONTACT**

**T 416 340 9004 x224**

**F 416 340 8400**

**mreid@urbanstrategies.com**

**www.urbanstrategies.com**

## **CURRICULUM VITAE**

## MARK REID

### PROFESSIONAL BACKGROUND

2005	Partner, Urban Strategies Inc.
1998 - 2005	Associate, Urban Strategies Inc.
1991 - 1998	Urban Designer, Urban Strategies Inc.
1989 - 1991	Landscape Designer/Project Coordinator, Gerrard and Mackars, Landscape Architects
1987 - 1989	Urban Designer, du Toit, Allsopp, Hillier, Toronto

### SELECTED PROJECT EXPERIENCE

2008 -	Guelph Urban Growth Centre Secondary Plan & Design Strategy
2008 -	New Vision for Jasper Avenue, Edmonton, AB
2008 -	Vaughan City Centre Plan Review, Vaughan, ON
2008 - 2009	Baker Street RFP Development, Guelph, ON
2008	Guelph Civic Precinct Vision, Guelph, ON
2007 -	City of Vaughan Official Plan, ON
2007 -	South Buffalo Brownfield Opportunity Nomination Document
2007 -	Highland Avenue Brownfield Opportunity Area Nomination Document
2006	Implementation, Niagara Falls Strategic Master Plan, Niagara Falls, NY
2006	Conference Centre Master Plan, Fredericton, NB
2005 - 2006	Spring Garden Public Lands Plan, Halifax, NS
2005 - 2006	Glendale Gateway Urban Design Study, Niagara on the Lake, ON
2006 -	Queenston Secondary Plan, Niagara on the Lake, ON
2006 -	Cuyahoga Community College Master Plans, Cleveland, OH
2006 -	Downtown Hamilton Multi-model Transit Terminal EA Consultation Hamilton, ON
2006 - 2009	Guelph Urban Design Action Plan
2005 - 2006	Mayfield West Community Peer Reviews, Caledon, ON
2005	Danforth Avenue Study, Toronto, ON
2005	Central Waterfront Strategy, Toronto, ON
2005	Phase 1 Martin Goodman Trail Improvements, Toronto, ON
2004	Governors Island Land Use Plan, Manhattan, NY
2004	Don Mills Shopping Centre Redevelopment Plan, Toronto, ON
2003	Sarasota County Regional Plan, Sarasota, FL
2003 - 2005	Niagara Falls Strategic Master Plan, Niagara Falls, NY
2003 - 2005	Thornhill Yonge Street Study, Markham/Vaughan, ON
2002 - 2004	Downtown Ottawa Design Strategy, Ottawa, ON
2002 - 2004	Hamilton Streetscape Initiative, Hamilton, ON
2002 - 2003	Revitalization of Mills and Colonial, Orlando, FL
2002 -	Hamilton West Harbour Secondary Plan, Hamilton, ON
2001 - 2003	Port of Rochester Master Plan, Rochester NY
2001 - 2003	Revitalization of Manhattan Square Park, Rochester NY
2001 - 2002	Elmwood Transit Oriented Development, Minneapolis, MN
2000 - 2001	Skyline Park Revitalization Initiative, Denver, CO

## CURRICULUM VITAE

## MARK REID

### SELECTED PROJECT EXPERIENCE, CONTINUED

2000	Rosemont Management Plan, University of Minnesota
1999	Providence New City Master Plan, Providence, RI
1999	Meadowvale Business Park, Mississauga, ON
1999	Bowmanville West Main Central Area, Clarington, ON
1998	University of Toronto Open Space Master Plan
1997 - 1999	Barbados National Park Master Plan
1997 - 1999	Barbados Physical Development Plan
1996	Toronto Carpet Factory Redevelopment, Toronto, ON
1996	East Riverside Community Plan, Windsor, ON
1995	Cornell Streetscape Guidelines, Markham, ON
1994 - 1995	Cathedral Community Plan, Markham, ON
1993	University of Western Ontario Master Plan, London, ON
1993	City of Vaughan Structure Plan, Vaughan, ON
1992	Thornccliffe Urban Design Plan, Toronto, ON
1991	Garrison Common Master Plan, Toronto, ON
1996	Toronto Carpet Factory Redevelopment, Toronto, ON
1996	East Riverside Community Plan, Windsor, ON
1995	Cornell Streetscape Guidelines, Markham, ON
1994 - 1995	Cathedral Community Plan, Markham, ON
1993	University of Western Ontario Master Plan, London, ON
1993	City of Vaughan Structure Plan, Vaughan, ON
1992	Thornccliffe Urban Design Plan, Toronto, ON
1991	Garrison Common Master Plan, Toronto, ON

### SELECTED AWARDS

2005	American Planning Association, New York Upstate Chapter Outstanding Planning Award - Niagara Falls Strategic Master Plan
2004	American Society of Landscape Architects Award for Planning and Analysis - Downtown Ottawa Urban Design Strategy 2020
2003	Congress for New Urbanism Charter Award Sarasota 2050
2001	American Society of Landscape Architects Merit Award University of Toronto Open Space Master Plan
2001	Canadian Society of Landscape Architects National and Regional Merit Awards - University of Toronto Open Space Master Plan
2001	City of Toronto Architecture and Urban Design Award of Excellence University of Toronto Open Space Master Plan
1999	CIP International Grand Prize for Excellence Environmental Management and Land Use Planning for Sustainable Development, Barbados
1996	CIP Award for Planning Excellence Making Choices: Guidelines for Alternative Development Standards

## CURRICULUM VITAE

**MARK REID**

PROFESSIONAL ASSOCIATIONS

Full Member, Ontario Association of Landscape Architects  
Vice Chair, Art Committee for Public Places, City of Toronto  
APA , Member, North West Upstate New York Chapter  
Member of Kensington Market Safety Committee