

EDUCATION

1991

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

1984

**Bachelor of Arts,
University of Alberta**

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MARK REID

Mark Reid is a Partner, urban designer, and landscape architect at Urban Strategies. With two decades of experience with the firm, Mark brings considerable expertise in all aspects of city building and is adept at managing the complex processes involved in community and urban transformation. Mark directs transit-oriented, waterfront, downtown, institutional, brownfield and community redevelopment projects across Canada and North America, and often leads large multidisciplinary teams to achieve project goals. Mark creates a collaborative design and problem solving environment which fully engages the client group, special interests and the broad public in the planning process. Mark's focus is to assist clients and communities in understanding and evaluating development choices and implications resulting in sustainable solutions to best enhance long-term social, economic and environmental performance. Mark is regarded as an expert facilitator and is well skilled in bringing different interests together toward common, clear outcomes.

Mark, with partner Melanie Hare, led the largest Brownfield Opportunity Area Master Plan in New York State for the City of Buffalo, N.Y. This project assessed complex market, environmental and physical issues to guide the transformation of over 2000 acres of vacant and industrial lands toward new research and mixed use and employment precincts within an enhanced and restored open space sustainable community design framework.

Mark has created an extensive consultation program for the City of Saskatoon - 'Saskatoon speaks' – to achieve a City wide vision for 2030. The consultation process included various social media applications, two city summits, a range of visioning workshops including those geared toward youth engagement and self facilitated community toolkits to engage the community in key choices about the present and the future.

Mark prepared an urban design precinct strategy for the City of Edmonton, repositioning Jasper Avenue as Edmonton's premier business and shopping address through significant streetscape investment and focused development intensification. Mark's has completed a number of park and open space master plans; including the revitalization master plan for Manhattan Square Park in Rochester, NY, and the Development Plan for Barbados first National Park. Mark has been involved in a number of projects on the Toronto Waterfront, including the Central Waterfront Trail Strategy and the Martin Goodman Trail Twinning project.

In Ontario, Mark has led numerous planning studies, including the preparation of a new official plan for the City of Vaughan, and the secondary plan for Vaughan's Downtown. Mark has completed urban design and policy strategies for the City of Guelph, Hamilton, and the Town of Niagara on the Lake, and is currently preparing a strategic Master Plan for the University of Queen's Research and Innovation Park.

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

CURRICULUM VITAE

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PROFESSIONAL BACKGROUND

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

SELECTED PROJECT EXPERIENCE

2010	City of Saskatoon, Community Visioning Initiative, SK
2010	University of Queen's Innovation Park Master Plan, ON
2009- 2010	Downtown Area Redevelopment Plan, St. Albert, AB
2009-	Saint John Municipal Plan and Growth Strategy, Saint John NB
2008 -	Guelph Urban Growth Centre Secondary Plan & Design Strategy, ON
2008 - 2010	Jasper Avenue: New Vision, Edmonton, AB
2008 - 2010	Vaughan City Centre Plan Review, Vaughan, ON
2008	Niagara-on-the-Lake, Old Town Vision and Dock Area Secondary Plan, ON
2008 - 2009	Baker Street RFP Development, Guelph, ON
2008	Guelph Civic Precinct Vision, Guelph, ON
2007 - 2010	City of Vaughan Official Plan, ON
2007 - 2009	South Buffalo Brownfield Opportunity Nomination Document
2007 - 2009	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 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	Revitalization of Manhattan Square Park, Rochester NY
2001 - 2002	Elmwood Transit Oriented Development, Minneapolis, MN
2000 - 2001	Skyline Park Revitalization Initiative, Denver, CO

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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	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

2008	Niagara Community Design Award, Policy & Plans The Queenston Secondary Plan
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

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

CURRICULUM VITAE