

Mark Reid OALA, ASLA, APA
Partner



Mark Reid is a Partner, urban designer and landscape architect at Urban Strategies. With 29 years 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 client and project goals.

Mark has successfully led a number of large-scale complex brownfield redevelopment projects in the United States, including the Largest Brownfield site in the state of New York located in South Buffalo. These initiatives involved directing large multi-disciplinary teams to deliver a range of tasks and products consistent with the requirements of the New York Department of State, while also achieving specific municipal goals related to economic rejuvenation and involving broad based consultation with local communities, groups and stakeholders. Mark has also recently led a multidisciplinary team to complete a Comprehensive Plan with a significant focus on developing and advancing a Downtown Economic Strategy for the city of Troy, NY. Mark also completed a downtown revitalization strategy for Empire State Development in Olean, NY. Closer to home, Mark recently completed Phase 1 of new secondary plan Weston and Highway 7, one of 5 growth centers within the city of Vaughan, Ontario and he has led a team of consultants to prepare comprehensive policy and master plans for two designated Urban Growth Centres in Ontario, the Vaughan Metropolitan Centre and Downtown Guelph.

EDUCATION

1991
Bachelor of
Landscape Architecture
University of Toronto
Toronto, ON

1984
Bachelor of Arts
University of Alberta
Edmonton, AB

**PROFESSIONAL
ASSOCIATIONS**

Full Member,
Ontario Association of
Landscape Architects

Past Vice Chair, Art
Committee for Public Places,
City of Toronto

APA, Member, North West
Upstate New York Chapter

Mark has led a number of initiatives in Niagara Region in Ontario including the Lakefront Enhancement Strategy, aimed at the creation of a 50% matching grant program through the Niagara Region to support municipal projects focused on improving existing and future open space assets, recreational amenities and economic activities along Niagara Region's waterfront. This initiative involved meeting with the mayors and economic development directors of eleven local municipalities and distilling a range of potential improvement strategies that were supported by the local municipality and could meet the goals and funding criteria of the region. Mark has directed a number of municipal planning and master plan initiatives for the community of for Niagara-on-the-Lake, including the Old Town Dock Study and the Queenston and Glendale secondary.

Mark led a city-wide consultation program for the City of Saskatoon - 'Saskatoon Speaks' - to craft a long-term vision for the fast-growing city and provide directions for a more sustainable pattern of growth. The resulting strategic plan focused on advancing five pillars of successful city specific to Saskatoon: Strengthening transit use, continued reinvestment in the downtown, stabilizing residential communities, recognizing innovation and education as key catalysts, and enhancing the riverfront as the central city asset. Leading a multidisciplinary team in Edmonton, Mark directed the Jasper Avenue New Vision initiative which established a new streetscape design for the area between 100 to 102 Streets implemented in 2013.

Mark is currently preparing a master plan and sustainability strategy for Pinewood Film Studios within the Toronto Portlands and has recently completed three campus master plans for Sheridan College's three campuses. He has also completed a number of park and open space master plans, including the revitalization master plan for Manhattan Square Park in Rochester, NY and a redevelopment framework for Governor's Island in New York, NY and the Development Plan for Barbados' first National Park.

PROFESSIONAL BACKGROUND

2005 - Present	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

Mark Reid OALA, ASLA, APA
Partner

SELECTED PROJECT EXPERIENCE

2019 -	Guelph Innovation District, ON
2019 -	Sheridan College Campus Master Plan, ON
2018 -	St. Albert Municipal Development Plan, AB
2018 -	Weston Road and Highway 7, Vaughan, ON
2018 - 2018	Centennial College Highest and Best Use Study, Toronto, ON
2017 -	Downtown Revitalization Initiative, Olean, N.Y.
2017 - 2019	Central Peninsula Neighbourhood Plan, Saint John, NB
2016 -	Centennial College Master Plan & Planning Approvals, Toronto, ON
2016 - 2017	Fredericton Growth Strategy and Municipal Plan, NB
2016 - 2017	Goodridge Corners Community Design Plan, Edmonton, AB
2015 - 2018	Railyard Renewal Project, Regina, SK
2015 - 2016	Colchester Growth Management Strategy, Strathcona County, AB
2015 - 2016	Tsuut'ina Nation Land Development Strategy, Calgary, AB
2014 - 2015	Niagara Region Centres and Corridors Strategy
2014 - 2018	City of Troy, NY Comprehensive Plan
2014 - 2016	City of Edmonton, 104 Avenue LRT Intensification Study, AB
2014 - 2015	Buffalo Downtown Infrastructure & Public Realm Master Plan, NY
2013 - 2015	Bremner Growth Management Strategy, Strathcona County, AB
2012 - 2013	Niagara Region Lakefront Enhancement Strategy, ON
2012	Maple GO Station Area Secondary Plan Peer Review, Vaughan
2012	Deerhurst Resort Master Plan, ON
2011 - 2016	Amacon Grandin Mall Redevelopment and Approvals Process, St. Albert, AB
2011	Port McNicoll Community Master Plan, ON
2011 - 2013	Mill Woods + McKernan/Belgravia Transit Station Area Plans, Edmonton
2011	Three Buffalo Brownfield Opportunity Area Studies, NY
2010 - 2012	City of Saskatoon, Community Visioning Initiative, SK
2010 - 2011	Queen's University Innovation Park Master Plan, ON
2009 - 2010	Downtown Area Redevelopment Plan, St. Albert, AB
2009 - 2011	Saint John Municipal Plan and Growth Strategy, Saint John NB
2008 - 2012	Guelph Downtown Secondary Plan, 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 & Dock Area Secondary Plan
2008	Guelph Market Place Urban Design Plan, Guelph, ON
2007 - 2010	City of Vaughan Official Plan, ON
2007 - 2009	South Buffalo Brownfield Opportunity Nomination Document
2007 - 2009	Highland Ave. Brownfield Opportunity Area Nomination Document
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 - 2009	Guelph Urban Design Action Plan
2005	Danforth Avenue Study, Toronto, ON
2005	Central Waterfront Strategy, Toronto, ON
2005	Phase 1 Martin Goodman Trail Improvements, Toronto, ON

Mark Reid OALA, ASLA, APA

Partner

2004	Governors Island Land Use Plan, Manhattan, NY
2003 - 2005	Niagara Falls Strategic Master Plan, Niagara Falls, NY
2003 - 2005	Thornhill Yonge Street Study, Markham/Vaughan, ON

SELECTED AWARDS

2014	APPI Award of Merit, McKernan-Belgravia Station Area Plan, Edmonton
2013	Ontario Professional Planners Institute Excellence in Planning Award, Downtown Guelph Secondary Plan
2012	Canadian Association of Municipal Administrators (CAMA), Willis Award for Innovation, Plan SJ: A Bold New Plan to Guide Saint John's Future
2012	CIP Honourable Mention: City and Regional Planning, Plan SJ
2008	Niagara Community Design Award, 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

INDUSTRY LEADERSHIP

2018	Presenter, 2018 Canadian Institute of Planning National Conference "Reinforcing the Soul: Strategic Growth Plans in Fredericton and Saint John"
2017	Interview, July 2017 Public Sector Digest "Tips And Tricks for Implementing Effective Planning Solutions in Your Community"
2017	Presenter and Panel Discussion, Build Toronto "Change in Toronto's Downtown"
2016	Presenter, New Partners for Smart Growth Conference, St. Louis: "Realize Troy: Actionable Plans Lead to Investment"
2015	Presenter, ULI "the Mixed Use Challenge"
2013	Jury member: Edmonton Urban Design Awards
2012	Article, Sept. 2012 Building Magazine "Revitalizing From The Inside Out"
2012	Presenter and Panel Discussion, "Guelph shaping growth Downtown"
2010	Presenter and Panel Discussion, St. Albert "Getting downtown right"
2010	Presenter and Panel Discussion, City of Vaughan: Urban Design and Place making
2009	Presenter, NY State Spotlight Program, "Buffalo Brownfield Revitalization"

VOLUNTEER CONTRIBUTIONS

OALA Professional Development Program Advisor
OALA Professional Development Program Reviewer
Past Vice Chair of the City of Toronto's Art Committee for Public Places
Member of Kensington Market Safety Committee
Member of the Kensington Residents Association