

Yiwen Zhu

Principal, Urban Designer



Yiwen is an Urban Designer with extensive experience in Europe, Asia and North America. Trained as an architect, she uses a systematic approach to understand urban complexity, and brings thoughtful consideration to each project with clear design ideas bridging theory, policy and the pragmatics of technical details. She works with multi-disciplinary teams on a broad range of urban projects, including waterfront development, commercial site redevelopment, urban mixed use community master planning and campus planning. Yiwen is a design lead on Urban Strategies' various local and international projects. She was the project manager on a 97ha award winning public housing community master plan in Singapore, Bidadari Estates. She led a multi-disciplinary team winning an urban design competition for a city centre master plan near Shenzhen, China, setting up a framework for a new city to accommodate 2million projected population in the next 20 years. She also worked on a Historical Downtown Revitalization Plan for Ningbo - a major port city in Yangtze Delta Region. In the United States, she played a key role in the 2018 Campus Master Plan for Princeton University. She is currently working as a project manager and lead designer on University of Virginia Grounds Framework Plan. In Canada she is the lead urban designer providing a vision and development framework for Pinewood Film Studio in Toronto. She is currently working on several community design concepts for various sites across GTA and in Ottawa. She has also participated a number of large-scale development application projects, including 2150- 2194 Lake Shore Boulevard (former Christie's Cookie Factory Site), Canada Square, and the RioCan Colossus Centre Site. Yiwen is currently a member of the Design Review Panel for Toronto Community Housing Corporation.

EDUCATION

2004
**Master of Architecture Urban
Renewal and Redesign**
Delft University of Technology
The Netherlands

2001
Bachelor of Architecture
Zhejiang University, PRC
Zhejiang, China

BOARDS & COMMITTEES

2018 - Present
**Member, Toronto Community
Housing Design Review Panel**

PROFESSIONAL BACKGROUND

2022 - Present	Principal, Urban Strategies Inc.
2018 - 2022	Senior Associate, Urban Strategies Inc.
2017 - 2018	Associate, Urban Strategies Inc.
2012 - 2017	Urban Designer, Urban Strategies Inc.
2009 - 2012	Associate, Senior Urban Designer, AECOM Shanghai
2004 - 2009	Urban Designer, EDAW/AECOM Shanghai
2003 - 2004	Intern Architect, Krill Architecture, Stadsontwerp & Onderzoek, The Netherlands
2001 - 2002	Architect, City Architecture, China

SELECTED PROJECT EXPERIENCE

2021 - Present	University of Virginia Grounds Framework Plan
2020 - Present	Cardinal Creek Master Plan
2020 - Present	RioCan Colossus Site Redevelopment Plan (OPA)
2020 - 2021	York Region Rapid Housing Initiative Due Dilligence
2020	Durham Region Social Housing Due Dilligence
2019 - Present	Upper Kerr Village Concept Plan Oakville (OPA)
2019 - 2020	Canada Square Master Plan (OPA/ZBA)
2019 - Present	Village of Vaughan Mills Master Plan
2019 - Present	Pinewood Toronto Studios Vision & Development Framework
2019 - Present	2150-2194 Lake Shore Boulevard West Master Plan (OPA/ZBA/SUB)
2018 - 2019	Shenshan Cooperation Zone Central Area Master Plan, China
2018	Ningbo Historical Downtown Revitalization Plan
2016 - 2018	Princeton 2026 University Campus Plan
2016	Fredericton Growth Plan
2015 - 2016	Brock University Campus Master Plan
2013	Toronto Community Housing Vendor of Record

Yiwen Zhu

Principal, Urban Designer

SELECTED PROJECT EXPERIENCE

2013	Liangjiang New District Core Area Master Plan, Chongqing, China
2012 - 2014	Master Plan & Urban Design for Bidadari Estate, Singapore
2012 - 2013	Ontario Place Due Diligence, Infrastructure Ontario
2012	Kam Sheung Road, Master Plan and OZP, Hong Kong
2012 - 2015	Urban Design Analysis of 481 University Ave, Toronto
2011 - 2012	Hada Bay Master Plan & Core Area Urban Design, Jinlin, China*
2010 - 2011	'China Holiday' MGM Entertainment District Master Plan, Chengdu, China*
2009 - 2010	Yangcheng Lake Eco Development, Kunshan, China*
2008 - 2009	Longchi Tourism Town Master Plan & Key Area Urban Design, Chengdu, China*
2007 - 2008	Longchi National Forest Park Conceptual Plan, Chengdu, China*
2007 - 2008	Jiangxin Island Master Plan, Nanjing, China*
2006 - 2007	Chongming North Lake District Master Plan, Shanghai, China*

**completed prior to joining Urban Strategies*

PUBLICATIONS

2017	Urban Design in Commercial Complex Urban China Magazine, Issue 78
------	---

SELECTED AWARDS

2018	Society for College and University Planning Excellence in Planning for an Existing Campus, Merit Award - <i>Princeton University Campus Plan</i>
2014	Singapore Institute of Architects Award Bidadari Community Master Plan, Singapore
2011	Merit Award for Urban Design, Hadawan Master Plan & Core Area Urban Design, AIA Hong Kong Awards
2009	Merit Award for Urban Design, Sichuan Chengdu Longchi Tourism Town Master Plan, AIA Hong Kong Honor Awards
2009	"Good Design is Good Business" China Awards/ Best Planning Design Award Sichuan Chengdu Longchi Tourism Town Master Plan, McGraw-Hill Construction's Architecture Record Award
2008	"Good Design is Good Business" China Awards/ Best Planning Design Award, Shanghai Chongming Beihu District Planning Design McGraw-Hill Construction's Architecture