

## Masooma Ali

### Urban Planner



Masooma is an Urban Planner with a multidisciplinary background in policy, research, engagement and design. She holds a Honours Bachelor of Arts Degree in City Studies, Public Policy and Urban Governance from the University of Toronto and a Master of Planning Degree from Ryerson University's School of Urban and Regional Planning with research focused on transit equity and smart technologies. She is an advocate of inclusion and spatial equity in planning and community development.

With both private and public experience, Masooma has worked on projects in Canada, the US and Europe focused on development, smart cities, social planning, land-use, housing policy and facilitation. At Urban Strategies, Masooma is working on redevelopment strategies and development approvals for several sites in Toronto, including the new master-planned development of Cloverdale Mall. Internationally, Masooma is working on a building height strategy that supports the preservation and enhancement of Limerick's character and informs policies, as well as the development process, by providing clarity on the appropriate scale and massing of buildings in the City and along the several Quays and other areas along the Shannon River. In Dublin, she is exploring the strategic urban planning systems and experience of major cities facing the same housing, economic development, mobility and equity challenges as Dublin and explores the specific mechanisms put in place at the three critical scales for big city urban management – that of the entire city-region, that of the significant opportunity areas for renewal, and that of the individual development project.

#### EDUCATION

2020

**Master of Planning  
Urban Development**  
Ryerson University  
Toronto, ON

2016

**Honours Bachelor of Arts  
Public Policy + City Studies +  
Urban Public Policy &  
Governance**  
University of Toronto  
Toronto, ON

#### PROFESSIONAL BACKGROUND

2020 - Present	Planner, Urban Strategies Inc., Toronto
2019	Planning Intern, NYC Department of City Planning, New York City
2019	Planning Intern, Hemson Consulting, Toronto
2018 - 2020	Graduate Teaching Assistant, Ryerson University
2016	Research Supervisor, UTSC Department of Human Geography
2015	Research Assistant, UTSC Department of Human Geography

#### SELECTED PROJECT EXPERIENCE

2021 - Present	462 Wellington Development Approvals
2021 - Present	Under Concord, Toronto, ON
2020 - Present	Cloverdale Mall Master Plan and Redevelopment, Toronto, ON
2020 - Present	40 Rakely Court Planning Approvals, Toronto, ON
2020 - Present	5051 Yonge Development Approvals, Toronto, ON
2020 - Present	Dublin Height and Density Study, Dublin, Ireland
2020 - 2021	Limerick Building Height Strategy, Limerick, Ireland
2020	Yellowknives Dene First Nation Housing Strategy, Yellowknife, Northwest Territories*
2019	How To Live With Stones: Mine Remediation, Sardinia, Italy*

*\*completed prior to joining Urban Strategies*

#### SELECTED AWARDS

2020	Yeates School of Graduate Studies Grad Story Award
2019	Ryerson International Global Learning Award
2018	Ryerson Graduate Fellowship
2015 - 2016	University of Toronto Department of Human Geography Outstanding Student Award