

Holly Sovdi RPP, MCIP
Principal, Urban Planner



Holly is a Principal of Urban Strategies, an urban planner with a breadth of experience leading major initiatives for communities in British Columbia, Alberta and Saskatchewan. With over 15 years of experience, Holly's work encompasses community planning, policy development, community engagement, and project management.

Prior to joining Urban Strategies, Holly was a Senior Planner with the City of Vancouver for a decade, where he led major initiatives such as the American Planning Association award-winning Northeast False Creek Area Plan Project which sets the long-term vision for the last remaining piece of large undeveloped land in Vancouver's downtown along False Creek, proposing amenity-rich waterfront destination with new and renewed parks and open space, significant investment in social housing, and replacement of the viaducts with an at-grade street network that will connect Northeast False Creek to the downtown core. His other award-winning work at the City of Vancouver includes the Metropolitan Core Jobs And Economy Land Use Plan and the West End Community Plan, a multi-year project which focuses on neighbourhood character, housing, local business, heritage, and transportation and parking. In his previous consulting work, he contributed to the Capital City Downtown Plan for Edmonton, recognized with numerous awards.

Holly holds a degree in Regional and Urban Planning from the University of Saskatchewan and has completed specialized studies in facilitation and the built environment. Holly is a member of the Council for Tall Buildings and Urban Habitat's Urban Habitat / Urban Design committee, sharing knowledge and professional learning, leading public walking tours and discussions, and writing articles for CTBUH publications. He is a regular guest critic, lecturer, and Master's thesis committee member for the University of British Columbia's School of Architecture and Landscape Architecture and School of Community And Regional Planning, and regularly lectures at Simon Fraser University's City Conversations and Urban Studies program. He has also volunteered for several public space / public art related community installations in Vancouver.

EDUCATION

2005
Bachelor of Arts, Regional and Urban Planning
University of Saskatchewan

2005
The European Heritage of our Built Environment
University of Prague, CZ

PROFESSIONAL ASSOCIATIONS/ CERTIFICATIONS

Member, Canadian Institute of Planners (CIP)

Member, Planning Institute of British Columbia (PIBC)

Member, American Planning Association (APA)

PROFESSIONAL BACKGROUND

2021	Planning Coordinator, Cowichan Valley Regional District, Duncan, BC
2011 - 2021	Senior Planner, City of Vancouver, Vancouver, BC
2009 - 2014	Partner/Senior Planner, Advoco Consulting Ltd., Regina, SK
2011	Senior Planner, Dialog, Vancouver, BC
2009 - 2011	Senior Planner, City of Regina, Regina, SK
2008 - 2009	Planner 2, City of Vancouver, Vancouver, BC
2007 - 2008	Urban Planner, City of Edmonton, AB
2005 - 2007	Planner, Strathcona County, Sherwood Park, AB

SELECTED PROJECT EXPERIENCE

2016 - 2018	Northeast False Creek Area Plan, Vancouver, BC [†]
2014 - 2015	Northeast False Creek Conceptual Plan, Vancouver, BC [†]
2011 - 2014	West End Community Plan, Vancouver, BC [†]
2012 - 2013	Laneways 2.0 Design Guidelines, Vancouver, BC [†]
2011	University of Regina College Avenue Campus Master Plan, Regina, SK [†]
2009 - 2011	Regina Revitalization Initiative, Regina, SK [†]
2009 - 2010	Global Transportation Hub Master Plan, Regina, SK [†]
2008 - 2009	Metro Core Jobs and Economy Land Use Plan, Vancouver, BC [†]
2007 - 2008	Downtown North- Edge Neighbourhood Plan, Edmonton, AB [†]
2010	Canterbury Park Mixed Use Building & Public Realm Design, Regina, SK [†]
2010	Hill Tower III Urban Design Review, Regina, SK [†]
2010	Regina District Energy Study 2010, Regina, SK [†]

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SELECTED PROJECT EXPERIENCE (CONTINUED)

2008 Capital City Urban Design Guidelines, Edmonton, AB†

2007 Opus Urban Design Review, Edmonton, AB†

† completed prior to joining Urban Strategies

SELECTED AWARDS

2019 American Planning Association: Pierre L'enfant International Planning Excellence Award, Northeast False Creek Plan (Vancouver)

2018 International Downtown Association: Award Of Excellence, Northeast False Creek Plan (Vancouver)

2015 American Planning Association: Pierre L'enfant International Planning Achievement Award, West End Community Plan (Vancouver)

2015 Canadian Urban Institute: Brownie Award, Metropolitan Core Jobs And Economy Land Use Plan (Vancouver)

2014 Planning Institute Of British Columbia: Gold Award For Excellence, West End Community Plan (Vancouver)

2013 City of Vancouver: Employee Award of Excellence, Recognized by the City Of Vancouver for Demonstrating Interdepartmental Collaboration and Leadership.

2011 Alberta Emerald Foundation Award, Capital City Downtown Plan (Edmonton)

2011 Alberta Professional Planners Institute: Award of Merit, Capital City Downtown Plan (Edmonton)

2011 Canadian Institute of Planners: Honourable Mention Award for Neighbourhood Planning, Capital City Downtown Plan (Edmonton)

2011 Edmonton Urban Design Awards: Award Of Excellence, Capital City Downtown Plan (Edmonton)

2011 International Downtown Association: Downtown Achievement Award, Capital City Downtown Plan (Edmonton)

CONFERENCES, PRESENTATIONS, PUBLIC LECTURES

2014 - Ongoing Council for Tall Buildings and Urban Habitat (CTBUH) - Urban Habitat / Urban Design Committee (worldwide)

2013 - Ongoing Lecturer/Guest Critic/Thesis Committee Member, University of British Columbia School of Architecture and Landscape Architecture, Vancouver, BC

2013 - Ongoing Guest Lecturer, City Conversations and Urban Studies , Simon Fraser University Vancouver, BC

2011 - Ongoing Lecturer/Guest Critic, University of British Columbia, School of Community and Regional Planning, Vancouver, BC