

Mark Holland Principal

B.L.A., M.Sc., MCIP, LEED

Mark is a LEED™-accredited planner who holds professional degrees in both Landscape Architecture and Community and Regional Planning.

Mark's consulting work focuses largely on integrating sustainability principles into the mainstream development industry, with an eye to developing competitive advantage for his clients and their projects. He frequently works closely with development teams to find cost-effective ways of developing in a more sustainable manner, including projects from small infill to large-scale master-planned communities, in both the rural and urban context.

Mark also works extensively with the public sector, including serving as the City of Vancouver's first Manager of its Sustainability Office, with a focus on strategic planning and greenhouse gas management. Prior to private practice, he served as a city planner with the City of Vancouver, both as a rezoning planner and as the sustainable development planner and project coordinator for the Southeast False Creek model sustainable urban development project, now the site of the Athlete's Housing for the 2010 Olympics.

Mark is one of the more innovative thinkers in his field of his generation including developing concepts such as the 8 Pillars of a Sustainable Community, the 10 Pillars of Sustainable Business, Agricultural Urbanism (incl a book to be published in 2010), Urban Magnets and subculture precincts for urban vitality, and others, including the acclaimed Resilient Cities Manifesto in 2009.

He has served on the Board of Directors of the Community Energy Association, the Ecodesign Resource Society and the 30 Days of Sustainability Society. He has taught at both SFU and UBC, and has lectured on a wide range of issues. He was selected as one of Vancouver's top 40 *under 40* in 2004 by Business in Vancouver Magazine.

An acclaimed speaker, Mark is widely known for his ability to "make sense of sustainability" in a pragmatic way that leads to action. In 2009, Mark was appointed to the City of Vancouver's Greenest City Action Team alongside such leaders as Dr. David Suzuki and former BC Premier Mike Harcourt.



Education

2002	LEED™ Certified Professional
1999	Master of Science: Community and Regional Planning -UBC
1995	Bachelor of Landscape Architecture - UBC

Professional Consulting Experience

2008 - present	Principal - HB Lanarc Consultants Inc , Vancouver, BC, Canada Holland Barrs is merged with Lanarc Consultants to become a full
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service planning, sustainable development and design company.

2000 - 2008 **Principal - Holland Barrs Planning Group**, Vancouver, BC, Canada
Co founder and principal of a planning firm with a specialty in sustainable development.

Recent Projects

Ongoing **Sustainability education** – Regular instructor and presenter on sustainability issues for many organisations and universities including sustainable community planning, sustainable economic development strategies, green business strategies, city management strategies to support sustainability, sustainable transportation strategies, LEED ND, sustainable food systems and Agricultural Urbanism, downtown vitality and “Urban Magnet Theory,” and many other issues.

2009-present **West Vancouver Strategic Transportation Plan** – Sustainability consultant and facilitator with iTrans Transportation Consultants on the District’s strategic transportation plan.

2009 – present **Town of Qualicum Beach** – Leading the development of a sustainability strategy for the Official Community Plan update.

2009 – present **City of Courtenay** – Developed the City’s strategic plan with Council and staff.

2009-present **New Monaco Developments** – Lead planner on the planning and approvals process for a mixed use development project in the Okanagan.

2009- present **University of BC** – Leading the development of the new Campus Sustainability Plan in support of UBC’s Sustainability Office, including an indicator dashboard for monitoring performance.

2009 – present **Concert Properties** – Working with the developer on a sustainability strategy for several significant waterfront projects in the Vancouver region.

2009 - present **University of BC Okanagan** – Led the development of its sustainability strategy and indicator monitoring system.

2009 – present **University of BC** – Serving on the advisory groups at the university for the School of Community and Regional Planning, as well as for the the SCARP/SALA building project.

2008-2009 **Town of Ladysmith Visioning** – Led the development of a sustainability strategy and Character Vision for the Town of Ladysmith ~ this project won the top award in the country for small town planning in 2009 from the Canadian Institute of Planners.

2009 **City of Vancouver’s Green City Action Team** – Served at the request of Mayor Gregor Robertson on the City’s GCAT to develop a 10 yr plan to make Vancouver the greenest city in the world.

- 2009** **Southeast False Creek / Olympic Village LEED ND** – Worked with the team that completed the LEED ND certification process for this new neighbourhood. This work was based on years of work on this project including energy, water, waste and urban agriculture studies. SEFC has won many prestigious planning awards in Canada.
- 2008-2009** **BC Climate Action Toolkit** – Worked with UBCM and the Province to develop the web-based climate action toolkit, including facilitating the small and rural communities working group.
- 2009** **City of Parksville** – Led the development of strategic plan elements including public visioning workshops.
- 2007-present** **Snuenymuxw First Nation, Nanaimo** – Led the development of the SFN’s comprehensive community plan addressing social needs, economic development and land use planning.
- 2008-present** **Nanaimo Airport** – Serving as the sustainability advisor to the Airport for its expansion project.
- 2008-present** **City of Surrey** – Served as a strategic advisor to the City on its Sustainability Charter and facilitated its Indicators and Targets Task Force on developing a monitoring system for the Charter.
- 2007-2009** **Comox Valley Sustainability Strategy** – Led the development of a comprehensive sustainability strategy for the four local governments in the Comox Valley, including detailed performance targets.
- 2008-2010** **Abu Dhabi** – Regional planning team member for large scale charrette and planning processes for both Western and Eastern Regions of the Abu Dhabi Emirate.
- 2008-2009** **Century Group: Southlands** – Led work on developing the concepts of Agricultural Urbanism for the Southlands development project in Tswassen, BC, including work on DPZ charrette.
- 2008-present** **MK Delta Lands** – Working with a team to develop concepts for a sensitive site in Delta.
- 2009** **Regional District of Nanaimo** – Developed the 2009-2011 Strategic Plan for the Regional District.
- 2007-2009** **The Beedie Group** – Served as a sustainability advisor on a large mixed use waterfront redevelopment project in BC’s Lower Mainland.
- 2006-2008** **City of Albuquerque** – Developed a comprehensive sustainability strategy, climate change plan, Architecture 2030 implementation plan and sustainable food strategy, along with strategic advising to Mayor and senior management group.
- 2007** **City of Esquimalt** – Developed a sustainable development strategy for the Township of Esquimalt.
- 2007-2008** **District of Sooke** – Developed a sustainable development strategy for the District of Sooke with the Holland Barrs team.
- 2007-2008** **City of Parksville** – Served as a strategic advisor on the planning and

- development of a sustainable development strategy for the City of Parksville.
- 2006-2008 **British Pacific Properties** – Developed a sustainable development strategy on the Rodger’s Creek Neighbourhood plan in the District of West Vancouver.
- 2006-2009 **Hynes Developments** – Oversaw the development of a sustainable development strategy and the approvals process for a radically green development project locating a 700 unit mixed use tower development in an existing low density area.
- 2006-2008 **Townline developments** – Created sustainable development strategies and choreography of charrettes for Townline on several projects including a heritage densification project in downtown Victoria (The Hudson – redevelopment of the old Hudson’s Bay building and site) and others.
- 2007-2008 **The Mission Group** – Sustainable development advisor on several projects in Kelowna including a high density tower proposal on the waterfront.
- 2006-2007 **First Northern Equity** – creation of a sustainable development strategy for a mixed use project in South Surrey, BC.
- 2007 **Garibaldi at Squamish Resort** – Created a sustainable development strategy for the resort proposal’s environmental assessment process.
- 2006-2007 **Revelstoke Mountain Resort** – Created a sustainable development, green building, and energy strategy for the Revelstoke Mtn Resort.
- 2007-2008 **City of Revelstoke OCP** – Sustainable development advisor to the City and consultant team for OCP review.
- 2007 **Emaar Developments Intl.** – Created sustainable development strategy for a medium density infill project in Vancouver, including development of a footprinting methodology for performance targets.
- 2006-2008 **Regional District of Nanaimo** – Served as a strategic advisor on a wide range of issues on sustainable development, growth management, and overall leadership and innovation in the region.
- 2007-2008 **The City of Nanaimo** – Served as a sustainable development advisor to the City of Nanaimo for corporate sustainable development initiatives, including a draft overall sustainable development strategy for the City.
- 2007 - 2008 **US Green Building Council / US Conference of Mayors** – Oversaw the development of the USGBC’s Green Playbook website on climate change – with a sponsorship group of many cities and organizations – to be the primary portal on climate change for these organizations.
- 2007-2008 **BC Provincial Government** – Green Community Rating System – Oversaw the development of preliminary development of a rating system for “green communities” in BC.

- 2006-2008 **Bowen Island** – Developed a sustainable development strategy and green development checklist for the Island municipality of Bowen Island.
- 2007-2008 **Hotson Bakker Boniface Hayden Architects / Bowen Island** - Served as the green infrastructure and sustainable development strategists for a team developing the concept plan for Snug Cove, the central village on Bowen Island.
- 2006-2007 **SFU Continuing Studies** – developed the concept and foundation curriculum strategy for Simon Fraser University’s professional certificate on sustainable development.
- 2007 **BC Recreation and Parks Association** – Led the development and drafting of the current strategic plan for the BCRPA including workshops with the Board and stakeholders.
- 2007 **Parkhurst, Whistler** – Served as the sustainable development and green infrastructure strategies for a development proposal in Whistler to be highly advanced in environmental performance.
- 2007 **GVRD / Metro Vancouver Water Resources Centre** – Served as the lead planners for a project to develop a concept water resources
- 2006-present **Design Workshop Board** – Serves as an outside director on the Board of Directors for a 200 person landscape / planning company in the USA.
- 2005 **The Holborn Project / Holborn Group** – Developed a sustainability strategy for a residential project in Whistler in the town centre.
- 2005 **Alpha Creek Project / OKA Holdings** – Developed a sustainability strategy for a mixed use project in Whistler adjacent wetlands
- 2005 **BC Hydro Engineering Div** – Worked with Hydro staff and Abbott Strategies to develop a strategic action plan on sustainability for their Engineering division.
- 2005 **Bell Canada** – Worked with the Mark Pezzaro and Abbott Strategies to develop Bell’s Olympic Sustainability Strategy.
- 2005 **Green Fleets Accreditation System / National Fleets Challenge** – Led the development of an accreditation system on green performance (similar to LEED) for vehicle fleets of all types across Canada.
- 2005 **Economic Development / City of Burnaby** – Worked with Triumph Communications to develop the sustainability technologies and environmental industries part of Burnaby’s economic development strategy.
- 2005 **Grandview Nanaimo Mixed Use project/ Charleton & Assoc** – Led the development approvals process for a C-1 Mixed Use project in Vancouver for initial phases.
- 2004 - 2005 **Arbutus Visioning Process / James Hoggan & Assoc / CPR** – Led the sustainability planning and consultation process to create a vision for

- the Arbutus Lands Railway Corridor.
- 2004 - 2005 **Natures Shores / The Mission Group** – Developed a sustainability strategy for a residential project on a difficult site north of Kelowna on Okanagan Lake.
- 2004 - 2005 **University of British Columbia - South Campus** – Developed a sustainability strategy for the South Campus neighbourhood at University Town for the University.
- 2004 - 2005 **University of British Columbia** – Completed complex comparison study of leading sustainable community projects in the lower mainland.
- 2004 - 2005 **University of British Columbia** – Served as strategic advisor on organizational integration and communications strategies around sustainability for the University.
- 2002 - present **East Fraser Lands / Parklane Homes** – Served as sustainability advisor on East Fraser Lands development planning team including work on a sustainability strategy, an energy strategy, and a songbird habitat strategy. EFL has won many prestigious planning awards in Canada.
- 2003 - 2004 **City of Vancouver / Manager of Sustainability Office** – Served on contract as a senior manager with the City of Vancouver to establish their sustainability office and lead a wide range of projects, including the Cool Vancouver Climate Change Plan project.
- 2004 - present **Eco-industrial Solutions/Town of Hinton** – Assisted EIS in the development of eco-industrial Park Planning and Development Guidelines
- 2002 - 2004 **Brook Development Planning** – Sustainability advisor on development strategy teams
- City of North Vancouver Civic Precinct
 - Glenrobin redevelopment strategy
- 2000 - 2004 **Pottinger Gaherty Environmental Consultants Ltd -**
- Inuvialuit Land Administration System Development – the creation of a comprehensive land administration system for the Inuvialuit First Nation;
 - Governance system advisor – Kamloops First Nations;
 - Sustainability advisor for 22nd/23rd Ave – North Vancouver; and
 - Sustainability advisor to Silver Valley OCP team.
- 2003 - **Highbridge / Channel Ridge Properties** – Served as sustainability advisor on many issues and planning support for 90 acre town centre on Saltspring Island.
- 2000 - 2006 **Green Municipal Enabling Funds Reviewer / FCM** – Served as a peer reviewer for GMEF funding applications for leading sustainability projects across Canada.

- 2003 **Green Seed Foundation** – Developed a strategic plan for non-profit foundation.
- 2001 - 2003 **Maplewood / District of North Vancouver** – Planning for Maplewood Community Design Charrette with Eco-Industrial Business Park plan – included leading a large design charrette.
- 2002 - 2004 **Resort Municipality of Whistler** –
- Strategic advice and assistance on Whistler’s Comprehensive Sustainability Plan (CSP);
 - Assistance in the scoping of a “sustainable food strategy” for Whistler; and
 - Sustainability Planning Workshops planning and facilitation for community.
- 2001 - 2002 **City of Vancouver / Compass Resource Management** – Served as the planner and strategist on a team to develop the Southeast False Creek Community Energy Plan.
- 2001 - 2002 **City of Vancouver / Keen Engineering** – Served as the planner and strategist on a multi-firm team to develop the Southeast False Creek Water and Waste Management Strategy.
- 2001 **Industry Canada / Mark Jeffrey Consultants** – Served as the planners and central consultants in the development of Eco-Industrial Networking Protocol for the Federal government.
- 2000 - 2001 **City of North Vancouver / Busby + Assoc** – Served as project coordinator for the Foot of Lonsdale Planning & Design Study for the waterfront in the City of North Vancouver.
- 2001 **University of British Columbia – Graduate Program in Landscape Architecture** – Served as the lead instructor for first year of the graduate school of landscape architecture – design studio.
- 2001 **Centre for Integral Economics / Northwest Environment Watch BC** –
- Led a study on municipal scale tax shifting for sustainability;
 - Provided strategic planning for organizational development fo CIE.
- 2000 - 2002 **Busby + Associates Architects** –
- Rezoning – Concord’s Beach Neighbourhood – provided planning support for the rezoning project in a high density waterfront neighbourhood;
 - Served as project manager for the site planning project – the Cambie Bridgehead Study; and
 - Served as the planner on Busby’s Sustainable Prototype development team.

- 2000 - 2002** **The ORCAD Consulting Group Ltd / CMHC –**
- Served as the planner on a team that developed a manual on public participation for CMHC; and
 - Served as the planner in the development of manual on management of design charrettes for sustainable urban developments.
- 2000** **Herold Development Services Ltd/ Rapid Transit Project 2000 Ltd.–**
Served as the Planning Coordinator on the Port Moody-Coquitlam Skytrain project management team.
- 2000** **BC Hydro – Alternative Energy Division –** Served as a consultant on a Community Energy Planning program at Hydro.
- 2000 - 2003** **Omni Productions: The Natural Home –** Served as an advisor and featured expert on internationally syndicated television series on “green” homes.
- 2000 - present** **Liahona Security –** Developed and assist in the delivery of education modules for RCMP/Police on CPTED and community planning.