



**VERITAS FACT-FINDING SERIES – OCTOBER 22<sup>ND</sup>, 2020 –11:00AM EST**



**JOE BERRIDGE  
PARTNER, URBAN STRATEGIES INC.**

Joe Berridge is an urban planner and city builder who has had an integral role in the development of complex urban planning and regeneration projects in Canada, the U.S., the U.K., Europe and Asia. He has been strategic advisor for the development of the city centres of Manchester, Belfast and Cardiff and for the waterfronts of Toronto, Singapore, Sydney, Cork, London and Governors Island in New York City. He has prepared campus master plans for the University of Manchester and Waterloo, Queen's and Western in Canada and is now planning the new hub for Toronto Pearson International Airport. Joe teaches at the University of Toronto. His book '*Perfect City*' was published by Sutherland House in April 2019.

“Joe Berridge’s recent article in the Globe and Mail on the post-pandemic city drew widespread praise and commentary as a thoughtful and comprehensive look at the future for big city life, development and community.”

<https://www.theglobeandmail.com/opinion/article-the-resilient-city-why-canadian-metropolises-will-thrive-despite-the/>

“Joe Berridge is the author of '*Perfect City*', (Sutherland House, 2019), a wide ranging look at a number of world cities, including Toronto, to try to discern secrets of their successes and failures. It’s an entertaining and insightful global journey that has received wide-ranging recommendations from city experts such as Richard Florida, Dan Doctoroff and Sir Howard Bernstein.”