

## Mark Bowers, AICP, PLA, ASLA, LEED AP



Mark brings 28 years of urban design and landscape architectural experience and has extensive experience in the project management and planning of comprehensive plans, corridor plans, downtown plans, area plans, zoning ordinances, streetscape projects, neighborhood park projects, trails projects, comprehensive parks and open space plans, campus master plans, transportation enhancement projects, and transit projects. His extensive background and skill set is sought after by clients, and his portfolio of work includes numerous repeat clients.

### Professional Credentials

- Master of Landscape Architecture, University of Colorado at Denver, 1988
- Bachelor of Science, Landscape Architecture, University of Texas at Arlington, 1986
- Professional Landscape Architect in Texas, #1587
- Registered AICP (American Institute of Certified Planners), #110145
- LEED Accredited Professional, #10344556
- American Planning Association, Member
- American Society of Landscape Architects, Member

### Relevant Experience

- Bulverde Land Use Plan, Official Zoning Map and Citywide Zoning Ordinance, Bulverde, TX
- Farmersville Zoning and Subdivision Ordinance Update, Farmersville, TX
- Rowlett Take Area Zoning Ordinance Rowlett, TX\*
- Rowlett Downtown Plan and Zoning Ordinance (2004), Rowlett, TX\*
- Rowlett Downtown Plan and Form-Based Code, 2012, Rowlett, TX\*
- Rowlett Zoning Ordinance, 1996, Rowlett, TX\*
- Realize Rowlett 2020 Form Based Code and Standards, Rowlett, TX\*
- Bayside Rowlett Form-Based Code, Rowlett, TX
- Main Street / Central Corridor Rezoning Initiative (Phases 2 and 3), Richardson, TX
- Fairview Commercial District Master Plan and Form-Based Code, Fairview, TX
- Northshore District Master Plan and Form-Based Code, Rowlett, TX\*
- West Spring Valley Corridor Design Guidelines and Code, Richardson, TX\*
- Village at Heath Form-Based Code, Heath, TX
- Kerrville 2050 Comprehensive Plan, Kerrville, TX
- Downtown Bulverde Village Vision Plan, Bulverde, TX
- South Padre Island Comprehensive Plan, South Padre Island, TX
- Weatherford General Plan, Weatherford, TX
- Frisco Comprehensive Plan Update, Frisco, TX
- Realize Rowlett 2020 Comprehensive Plan, Rowlett, TX\*
- College Station Comprehensive Plan, College Station, TX\*
- Princeton Comprehensive Plan Update, Princeton, TX
- OneMcKinney 2040 Comprehensive Plan, McKinney, TX
- Rowlett Comprehensive Plan 1996, Rowlett, TX\*
- Lancaster Comprehensive Plan Update, Lancaster, TX
- Dacono Comprehensive Plan, Dacono, CO

- Coppel Comprehensive Plan, Coppel, TX\*
- Bellaire Comprehensive Plan, Bellaire, TX\*
- Flower Mound Comprehensive Plan, Flower Mound, TX\*
- Canyon Comprehensive Plan, Canyon, TX\*
- Denton Comprehensive Plan, Denton, TX\*

\* - Projects completed prior to joining Kimley-Horn



## **Monica Heid, AICP**

---

1512 Concord Drive  
Richardson, TX 75081-5326

214-686-5370  
monica@prologueplanning.com

### **Experience**

---

More than 30 years in local government and four years in private sector planning

Eleven years as Director of Planning and 12 as Director of Development Services at the City of Richardson, Texas (some years overlapping)

Responsible for the three divisions of the department—Planning, Development and Engineering, Traffic and Transportation

Involved in numerous zoning and development applications, comprehensive plans, special projects and studies, code reviews, ordinance amendments, and a variety of policy matters

Left the City in 2013 to establish Prologue Planning Services, a woman-owned consulting practice specializing in planning-related services for cities

#### **City of Richardson:**

- *Comprehensive Plans (2009, 2000, 1997, 1993, 1988)*
- *Zoning Ordinance Amendments (multiple incremental amendments and one major update)*
- *Transit-Oriented Development Studies for the Spring Valley, Main Street, and Arapaho Stations*
- *University of Texas–Dallas Station Area Plan, Phase 1 (Visioning)*
- *Spring Valley Station Area Plan, PD Ordinance, and Interface Guidelines*
- *West Spring Valley Corridor, Main Street/Central Expressway, and Arapaho/Collins Redevelopment Studies*

#### **Prologue Planning Services:**

- *City of Kerrville, Texas – Kerrville 2050 Comprehensive Plan Update (2017-2018)*
- *City of Prosper, Texas – Downtown Prosper Assessment (2016-2017)*
- *City of Bulverde, Texas – Future Land Use Plan/Zoning Ordinance Update (2016)*
- *Town of Addison, Texas – Master Transportation Plan Update (2016)*
- *City of Farmers Branch, Texas – Eastside Comprehensive Plan Update (2016)*
- *City of Terrell, Texas – Advisory Services Contract (2015-2016)*
- *City of Bulverde, Texas – Down Bulverde Village Vision and Strategy (2015)*
- *City of Frisco, Texas – Comprehensive Plan Update (2014-2015)*

- City of Garland, Texas – *Eastern Hills Country Club Redevelopment Study (2014-2015)*
- Town of Addison, Texas – *Advisory Services Contract (2014-2015)*

### **Professional skills:**

- Lead responsibility for numerous amendments to zoning and related ordinances

*Creation of new zoning categories and regulations; update of definitions; standardization of language across categories; revisions to use lists; amendments to parking requirements; updating of landscaping requirements; strengthening of apartment development standards and residential exterior construction standards*

- Extensive work with stakeholders

*Work with citizens, neighborhoods, and civic groups; developers and zoning applicants; Plan Commission, City Council, Board of Adjustment; consultants and other partner professionals; outside agencies and organizations; responsible for the public involvement aspect of the Addison Master Transportation Plan update*

- Experience in all aspects of zoning review and analysis

*Work with applicants on zoning proposals and review; develop zoning regulations—standard zoning, planned developments (PD), mixed-use zoning, transit-oriented development (TOD), city-initiated rezoning requests, ordinance amendments; prepared/presented staff reports and PowerPoint briefings to the Plan Commission, City Council, neighborhood groups*

- Leadership and support roles in comprehensive planning

*Important support role in the development of the first modern Richardson Comprehensive Plan (1988); responsible for plan updates in 1993, 1997, and 2000; contributed and performed the master edit on the draft of the reformatted plan in 2009; responsible for public involvement in Bulverde and Kerrville Comprehensive Plan processes; responsible for infrastructure and public health and safety chapters and master edit of the final plan document in the Frisco Comprehensive Plan*

- Project management experience

*City lead on redevelopment/reinvestment strategies for four aging and underperforming corridors in Richardson totaling approximately 1,300 acres and co-leader of the consultant team for the Addison Master Transportation Plan update; scheduled, directed staff, coordinated with consultants; worked with citizens and property owners; conducted community meetings; presented interim and final briefings to Plan Commission, City Council, interested groups*

### **Education and Certification**

---

Oklahoma State University, B.A., Business and Public Administration  
Member, American Institute of Certified Planners

## Ignacio Mejia, LEED AP



Ignacio's work experience supports a variety of urban design and landscape architectural assignments. Over the last eight years, he has provided large-scale master planning, land use planning, park planning and design and detailed design of streetscape projects for communities throughout Texas. In addition to being a talented planner and designer, Ignacio is proficient in GIS, Adobe Suite, Revit, Sketch-Up, which is especially valuable in the public process.

### Professional Credentials

- Bachelor of Landscape Architecture, Oklahoma State University, 2006
- Bachelor of Landscape Contracting, Oklahoma State University, 2006
- LEED Accredited Professional
- American Society of Landscape Architects, Member

### Relevant Experience

- Bulverde Land Use Plan, Official Zoning Map and Citywide Zoning Ordinance, Bulverde, TX
- Realize Rowlett 2020 Form Based Code and Standards, Rowlett, TX\*
- West Spring Valley Corridor Design Guidelines and Code, Richardson, TX\*
- Rowlett Downtown Plan and Form-Based Code, 2012, Rowlett, TX\*
- Fairview Commercial District Master Plan and Form-Based Code, Fairview, TX\*
- Northshore District Master Plan and Form-Based Code, Rowlett, TX\*
- Main Street / Central Corridor Rezoning Initiative (Phases 2 and 3), Richardson, TX\*
- Kerrville 2050 Comprehensive Plan, Kerrville, TX
- South Padre Island Comprehensive Plan, South Padre Island, TX
- Weatherford General Plan, Weatherford, TX
- Frisco Comprehensive Plan Update, Frisco, TX\*
- Realize Rowlett 2020 Comprehensive Plan, Rowlett, TX\*
- Princeton Comprehensive Plan Update, Princeton, TX
- OneMcKinney 2040 Comprehensive Plan, McKinney, TX
- Lancaster Comprehensive Plan Update, Lancaster, TX
- Dacono Comprehensive Plan, Dacono, CO
- Downtown Bulverde Village Vision Plan, Bulverde, TX\*
- Old Town Keller East Enhancement, Keller, TX
- Mesquite Downtown Urban Design Plan and CIP, Mesquite, TX
- Lewisville Small Area Plans, Lewisville, TX
- Prosper Old Town Area Assessment, Prosper, TX
- Northwest Highway and Preston Road Area Plan, Dallas, TX
- Centerville Marketplace Reinvestment Strategy, Garland, TX\*
- New York Avenue Corridor Strategy, Arlington, TX\*

\* - Projects completed prior to joining Kimley-Horn