

# LISA WISE, AICP

## President, CEO

LWC

As a certified planner and public accountant, Lisa has over 30 years of experience in long-range planning (Specific Plans, TOD Plans, Downtown Plans), land development codes, housing policy, financial feasibility analysis, and land use economics. Lisa's approach and vision for the firm assures that LWC policies, programs and implementation strategies reflect the perspective of the community and are feasible given the market and demographic conditions. She has led dozens of complex planning engagements from small jurisdictions to fast-growing metro areas, all aimed at making stronger, more attractive, and more resilient cities. Lisa combines decades of hands-on planning and project management, best planning practices from around the country, and experience as adjunct faculty at California Polytechnic State University in San Luis Obispo, where she teaches courses in real estate finance and housing.

Lisa has been directly responsible for over 20 successful specific and corridor plans, almost 40 code updates, 35 economic projects, 30 housing elements, several inclusionary housing ordinances, density bonus programs, and employee housing studies. Prior to working in planning, Lisa was a Manager at PricewaterhouseCoopers (PwC), one of the "Big Four" international accounting, financial services and management consulting firms from 1990 to 1999.

### RELEVANT PROJECT EXPERIENCE:

- Austin, TX | Land Development Code Update
- Beaumont, CA | General Plan Update, Economic and Fiscal Element
- Beverly Hills, CA | Economic Development Strategic Plan
- Columbus, OH | Comprehensive Zoning Code Assessment and Update
- Flagstaff, AZ | Zoning Ordinance Update
- Grover Beach, CA | Zoning Code Update, West Grand Ave. Master Plan
- Hayward, CA | Downtown Specific Plan and Form-Based Code
- Khaybar, Saudi Arabia | Khaybar UNESCO World Heritage Area Master Plan
- Lompoc, CA | Zoning Code Update
- Long Beach, CA | Code Audit and Update Strategy, Housing Element Update (6<sup>th</sup> Cycle)
- Malibu, CA | Zoning Code and Local Implementation Plan Update
- Marin County, CA | Objective Design and Development Standards and Financial Feasibility Analysis
- Mesa, AZ | Form-Based Code and Regulating Plan
- Oklahoma City, OK | Code Audit and Update Strategy
- Pismo Beach, CA | Implementation Plan and Zoning Code Update
- Rancho Cucamonga, CA | Code Update, Industrial Zones Update, and North Eastern Sphere Annexation Specific Plan
- Rancho Cucamonga, CA | Economic Development Strategic Plan
- Richmond, CA | Livable Corridors Plan, Form-Based Code, Richmond Bay Specific Plan, and Housing Element Update (4<sup>th</sup>, 5<sup>th</sup>, and 6<sup>th</sup> Cycles)
- San Luis Obispo, CA | Economic Development Strategic Plan
- Santa Maria, CA | General Plan Update and Fiscal Impact Analysis
- South San Francisco, CA | Citywide Code Update and Form Based Code
- Riyadh Development Corporation, Saudi Arabia | Citywide Form Based Coding Strategy



### PAST WORK EXPERIENCE

- California Polytechnic State University  
San Luis Obispo, CA, Adjunct Faculty, 2002 - Present
- Crawford, Multari & Clark Associates  
San Luis Obispo, CA, Professional Consultant,  
2001 - 2006
- San Luis Obispo County  
San Luis Obispo, CA, Staff Planner, 2000 - 2001
- Governor's Office of Planning & Research  
Sacramento, CA, Intern, 1999 - 2000
- PricewaterhouseCoopers, LLP  
New York, NY, Financial Services Manager, 1990-1999

### EDUCATION

- California Polytechnic State University  
San Luis Obispo, CA, Master of City & Regional  
Planning, 2001
- DePaul University  
Chicago, IL, M.S. Accountancy, 1990
- University of Cincinnati  
Cincinnati, OH, B.S. Business Administration in  
Marketing & Finance, 1987

### CERTIFICATIONS & MEMBERSHIPS

- American Planning Association (APA)  
2001 - Present
- Certified Public Accountant, 1991
- Congress for the New Urbanism (CNU)  
2003 - Present  
Paul Crawford Award for Excellence in Planning, 2017
- Form-Based Code Institute  
Chair, 2015 - 2018; Treasurer, 2014 - 2015
- Dean's Leadership Council  
California Polytechnic State University, College of  
Architecture & Environmental Design, 2018 - Present