

LISA WISE, AICP

President, Owner

Lisa has over 25 years of professional experience in land development codes, specific plans, housing policy, financial feasibility analysis, and the economic assessment of land use. Her resume includes over 16 years in the assessment and creation of land use policy in the State of California and Western Region and over nine years on Wall Street managing audit teams in the securities and commodities industry. Lisa is considered a National expert in the field of zoning and housing and speaks regularly at planning industry conferences. As President and co-founder of Lisa Wise Consulting, Inc. in 2006, Lisa has acted as Director on high profile projects such as: Ashland Cherryland Business District Specific Plan (Alameda County); and the City of Richmond, Richmond Bay Specific Plan which aims to develop strategies to integrate economic impacts of the Lawrence Berkeley National Laboratory's 5.2 million acre research facility. Lisa also led the successful completion of the Soledad Downtown Specific Plan and Visioning, City of Malibu Code Update, Merced Bellevue Corridor Community Plan and the San Luis Obispo Economic Development Strategic Plan.