

MARCI Z. ROSENBERG

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PROFESSIONAL PROFILE

Well-connected and respected Urban Planner accomplished in navigating the development approval process. Effective in writing, consensus building, and public speaking. Possess a well-rounded comprehension of land use and development issues; governmental organization and administrative procedures; and policy development. Adept at communicating with the public and with a broad-range of industry professionals, including public officials, developers, planners, title companies, civil engineers, architects, traffic engineers and attorneys.

AREAS OF EXPERTISE

- Rezoning, Variances, Use Permits
- Site Plan & Lot Split Approvals
- Easements & Abandonments
- Transit-oriented Development
- Consensus Building
- Public Education Campaigns
- Advocacy and Lobbying
- In-fill Development
- Professional Services Coordination
- Research and Analysis/Due Diligence
- Arizona State Trust Land issues
- Affordable Housing

PROFESSIONAL HISTORY

Land Use Planner / Project Manager

Lazarus & Associates, PC - Phoenix, Arizona 2004-2009

Secured entitlements for developers and individual landowners. Drafted complex rezoning applications. Prepared detailed presentations for rezoning and variance cases heard before municipal and county public bodies. Researched and analyzed municipal and county zoning ordinances, codes, and development standards and restrictions. Evaluated site plans and architectural and engineering documents for conformance with city and county requirements. Facilitated neighborhood and stakeholder consensus-building through organized message campaigns, community meetings, and door-to-door grassroots activities. Specialized in affordable housing development projects, in-fill and transit-oriented development.

Development Entitlement and Public Policy Consultant

MZR Services - Phoenix, Arizona 1998-2004

Facilitated approvals of zoning, variances and use permits. Solicited bids, selected and managed consultants. Performed due diligence research, including water and mineral rights, legal access, and service of public utilities. Developed and implemented community relations and lobbying campaigns. Performed analysis and policy recommendations for public service agencies and non-profit organizations.

Legal Assistant

Newmark Irvine Associates, PC - Phoenix, Arizona 1994-1998

Assisted legal counsel for the Maricopa County Stadium District in performing due diligence and valuation of properties targeted for acquisition to develop Chase Field. Managed property tax appeal cases.

Real Estate Legal Assistant

O'Connor Cavanaugh, PC - Phoenix, Arizona 1993-1994

Performed title analysis, ALTA survey review, due diligence research, and document production for complex property transactions, including purchase of The Esplanade and the Arizona Biltmore Hotel.

Land Use Planner

Streich Lang, PC - Phoenix, Arizona 1984-1988 and 1991-1993

Project manager for development entitlement approvals. Performed property due diligence and coordinated documentation for property acquisitions. Monitored land use-related bills in the Arizona legislative process.

Urban Lands Project Manager

Arizona State Land Department – Phoenix, Arizona 1980-1984

Designed and implemented multi-faceted public information program and presented to business and civic organizations around the state. Administered planning contracts and permits for urban lands, included budget review, consultant contract compliance and coordination with local jurisdictions. Ghost writer for the Governor responding to constituents' questions/concerns on State Trust land issues. Appointed by State Land Department Commissioner to chair committee to write Department's Annual Report.

EDUCATION

- Bachelor of Science, Urban and Regional Planning, University of Illinois, Champaign-Urbana
- Candidate for LEED certification
- Continuing education through workshops and seminars sponsored by various community and professional organizations

PROFESSIONAL AFFILIATIONS AND APPOINTMENTS

- Member of Arizona Housing Alliance
- Member of AZ CREW (Arizona Commercial Real Estate Women)
- Presenter for public education program "Making Sustainable Communities Happen"
- Guest Lecturer for Arizona State University Planning and Design Program
- Former Board Member of the Arizona Planning Association and Editor of its bi-monthly newsletter
- Participant in 91st Arizona Town Hall "Land Use: Challenges and Choices for the 21st Century"

COMMUNITY INVOLVEMENT

- Active Member of the National Charity League
- Member of Phoenix Sister Cities Program and Host for Student Ambassadors
- Site-Base Management Committee for Madison Heights, past Member
- Community Relations Council of the Phoenix Jewish Federation, past Board Member
- Volunteer at the New Day Center (United Methodist Outreach Ministries)
- Volunteer at St. Mary's Food Bank
- Volunteer for Susan G. Komen Race for The Cure
- Chaired numerous fundraising and special events for school, faith-based and civic groups

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REPRESENTATIVE PROJECTS

Community Relations and Lobbying for Land Development Approvals

(Note: all projects listed in this section also included coordinating the preparation and processing of applications for Development Entitlements)

Melrose Pointe on 7th Avenue

Launched a door-to-door campaign for a mixed-use mid-rise project in a blighted section of the up-and-coming Melrose neighborhood. Reversed the poor community relations established by previous consultant by mobilizing existing neighborhood and merchants association support, reaching consensus on vital issues, such as traffic and height, and eventually winning community support and City Council approval for the project.

Goodrich - North Phoenix facility

A highly complex rezoning case compounded by the intricate nature of the engineering and science associated with the use, as well as the political challenges and substantial neighborhood opposition. Goodrich Universal Propulsion Systems needed approval of a General Plan Amendment, rezoning and a waiver for use of explosives to expand its facility. Coordinated a team of professionals in a major community outreach effort to address numerous concerns including water and air quality, noise and general public safety issues. The City Council unanimously approved the requested entitlements.

Goodrich – South Phoenix facility

One of two manufacturers world-wide of commercial airline evacuation slides, Goodrich needed a second explosives waiver from the City to expand its South Phoenix facility where it had been producing slides for many years. Through a concerted and well-managed community relations effort, support from the surrounding neighborhood was accomplished, and the City Council approved the waiver.

Ascend Behavioral Health Hospital

Ascend Health Corporation, one of the top nationally recognized developers and operators of psychiatric facilities, needed a special permit to redevelop a portion of the Kivel Campus of Care as a behavioral health facility. Through strategic neighborhood consensus building and revisions to the site plan addressing neighbors' concerns, the case was unanimously approved by the Camelback East Village Planning Committee, the Planning Commission, and the City of Phoenix Council.

Amber Pointe

Development plan approvals for an affordable senior apartment project in South Phoenix were brought to an abrupt halt when the developer, The NRP Group, Inc., was informed of requirements for additional street right-of-way, utility and irrigation easements, and relocation of an SRP line. Negotiated with various City departments and SRP to delete these requirements, saving tens of thousands of dollars.

Steingard Medical Center

Approvals were needed for annexation, a General Plan Amendment and rezoning for Dr. Paul Steingard's group to develop a medical office project on north 19th Avenue. Neighborhood opposition to the project was reversed to full support through numerous meetings resulting in changes to the site plan and other considerations, improving the project's compatibility with the residential use and rural character of the area. Deer Valley Village Planning Committee recommended a nearly unanimous approval, followed by Planning Commission and City Council approvals.

Development Entitlements

Cielo Phoenix

Coordinated all aspects of rezoning application process to obtain development entitlements for a high-rise mixed-use project proposed for development adjacent to light rail on Central Avenue. Secured approval of eleven variances and preliminary site plan approval. Coordinated purchase of adjacent City-owned land.

Summit at Copper Square

Facilitated approval of government entitlements and site plans for the first new construction high-rise condominium/loft development on Jackson Street in Downtown Phoenix. Successfully negotiated a settlement agreement with downtown community group who had opposed the process and temporarily halted the project.

Affordable Housing on East Van Buren Street

On behalf of The NRP Group, Inc. and the United Methodist Outreach Ministries, obtained development entitlements for workforce rental housing for working individuals and families.

Community Relations, Education, and Lobbying on Public Policy

Indian Gaming Initiative Campaign

Performed a statewide media relations effort to educate newspaper editors and local community organizations throughout Arizona, seeking their endorsement of one of three Indian gaming propositions on the ballot in 2002. Travelled throughout Arizona conveying the benefits of the initiative to neighborhood leaders and individual homeowners.

Arizona State Statutes Reform

Represented Arizona School Boards Association on a panel of professional planners from various interests charged with the task of identifying specific criteria and a methodology for assessing and identifying State Trust Lands suitable for conservation. Reported to a committee which integrated the proposed criteria and process into proposed state statutes reform.

State Transportation Board Approval for Freeway Interchange Improvements

Facilitated a successful lobbying campaign that persuaded the State Transportation Board to include funding for design and improvements to the interchange at I-17 and Pinnacle Peak Road in the current five-year state budget. Required education of and coordination with numerous area property owners.

Town of Cave Creek Annexation Information

In concert with the Town's efforts to annex Spur Cross Ranch and surrounding properties, authored public information materials that summarized annexation procedures and the impacts upon affected property owners with regard to public services, property taxes, traffic and other concerns.

Public Policy and Program Analysis (in association with Research Advisory Services)

Maricopa County Community Action Program (CAP) Funding Allocation Study

Conducted an analysis of current methodologies of funding distributions to County CAP agencies and made recommendations on alternative allocation formulae in order to accommodate changes in source funding.

Neighborhood Preservation and Investment Initiative

Contracted by the Governor's Office and the League of Arizona Cities and Towns to prepare a GIS data base and analysis component for a preliminary study of key social and economic indicators to be used in crafting a statewide initiative for neighborhood preservation programs.

City of Phoenix JTPA Program Analysis

Contracted by the City of Phoenix to examine long-term workplace outcomes for Phoenix residents trained under the City's Job Training Partnership Act Programs (JTPA); provided an evaluation of programs and policy options for Phoenix in preparing for increased demand resulting from federal and state welfare reform.