

**MARIELA A. ALFONZO, PhD, MURP**  
**URBAN DESIGN CONSULTANT**  
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**EDUCATION**

<b>Ph.D. in Urban and Regional Planning</b> , University of California, Irvine, CA <i>Concentration(s):</i> Urban Design, Redevelopment, Mixed-use, Site-Planning/Analysis, Sense of Community	Feb 2007
<b>Master in Urban and Regional Planning</b> , University of California, Irvine, CA <i>Concentration(s):</i> Neighborhood Design, Pedestrian environments	June 2003
<b>Bachelor of Arts</b> , University of Miami, Coral Gables, FL <i>Major:</i> Psychology; <i>Minor:</i> Architecture	Dec 1998

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**EXPERIENCE**

**Post Doctoral Fellow**

<i>Metropolitan Institute, Virginia Tech, Alexandria, VA</i>	Aug 07-Present
❖ Conducting and publishing independent and collaborative research on mall redevelopment, retail evolution, the social and economic value of urban design, sense of community and public space	

**Urban Design Consultant**

<i>Private Sector, Real Estate Industry Clients include: Cavan Commercial, Scottsdale, AZ; Cole Capital, Phoenix, AZ; The Olson Company, Newport Beach, CA; Regnum Properties, LLC; Houston, TX; Kansamento, LLC, Irvine, CA; Altius Partners, LLC, Houston, TX</i>	Mar 05-Present
❖ Conducting real estate investment and trend research on the national retail industry	
❖ Performing market, spatial, and demographic analysis for development opportunities	
❖ Creating conceptual site plan, design programs, and project narratives for infill development	
❖ Executing detailed site plan analysis and site layout recommendations for residential, mixed-use, and urban infill development	
<i>Public Sector and Research Clients include: Transportation for America/Reconnecting America, Washington, DC; Nathan Associates/HUD Office of International Affairs, Washington, DC; Solimar Research Group, Ventura CA &amp; City of Lawndale, Lawndale, CA; 002 Magazine, Houston, TX</i>	
❖ Conducted literature reviews of academic, advocacy, and professional research investigating the value add of transit, transit financing, and transit policy	
❖ Compiled resources related to GIS, urban design, and urban development for the HUD OIA website	
❖ Wrote and edited a report of Community Development Corporations, emphasizing lessons learned for an international audience	
❖ Performed market and spatial analysis of commercial corridor for the City of Lawndale, CA.	
❖ Provided strategic implementation and urban design recommendations to facilitate the revitalization of the City's retail district.	
❖ Created urban design audit tool to rank neighborhoods based on sense of place and walkability	

**Urban Design Researcher**

<i>Performance measures for Market Viability and Social Equity for Regionally Significant Walkable Urban Places</i>	Jan 08-Present
A grant proposal to the Rockefeller Foundation through the Brookings Institution; Co-Principal Investigator	
❖ Develop an operationalized definition and typology of walkable urban places	
❖ Establish performance metrics tied to successful, socially equitable walkable urban places	
<i>Real Estate Value and Community Design: Assessing How Walkable, Transit Supportive, Urbanism Performs in a Changing Market, Lead Investigator</i>	Mar 09-Present
Funded by Univ. of British Columbia, Bombardier Endowed Chair & The Brookings Institute, \$20,000 CAN	

- ❖ Examine whether housing values vary based on a places' land use classification, its accessibility to a regional transportation system, and its location within the metropolitan region.

*Research/Writing Consultant, Healthy Places*

Oct 09-Present

- ❖ Advising transdisciplinary research team at University of California Berkeley and University of Southern California on a project evaluating the health impacts of Smart Growth
- ❖ Writing results related to research methodology

*Evaluating mixed use redevelopment of failing malls-- (Santana Row, CityCenter Englewood & North Hills Raleigh)*

Feb 04-Feb 07

- ❖ Developed innovative method to study the social and economic impact of converting failing malls into mixed-use neighborhoods
- ❖ Conducted demographic, market, and archival research of over 30 mall redevelopment projects.
- ❖ Conducted urban design and site planning analysis of mixed-use centers
- ❖ Interviewed developers, architects, and public officials involved with 3 mall redevelopment projects.
- ❖ Conducted behavioral observations and analysis of users of mixed-use redevelopment projects
- ❖ Conducted focus groups to understand user satisfaction, perceptions, usage patterns, and preferences for mixed-use retail developments
- ❖ Surveyed over 5000 residents regarding use and satisfaction with mixed-use redevelopment

*Irvine Minnesota Inventory - Creating a reliable, objective urban design inventory*

Jan 03 - Jun 05

- ❖ Managed \$100,000 research project funded by the Robert Wood Johnson Foundation
- ❖ Developed a reliable urban design inventory to collect objective built environment data
- ❖ Conducted urban design assessments of over 30 urban, suburban and rural neighborhoods in California (including residential, commercial, mixed-use, entertainment, and employment centers)

*Evaluating the California Safe Routes to School Program*

Sep 01- Jun 05

- ❖ Managed \$100,000 state-issued CalTrans research contract – Safe Routes to School Study (SR2S)
- ❖ Evaluated the effectiveness of 16 state-funded SR2S traffic safety and design interventions
- ❖ Conducted pre and post field data collection (pedestrian/vehicular counts, vehicular speeds, neighborhood design inventory)
- ❖ Analyzed and synthesized field data and survey data of parental attitudes, behaviors, and decision making regarding their children's travel to school

**TEACHING, ADVISORY, SPEAKING, AND WRITING EXPERIENCE**

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- ❖ **Professor at Virginia Tech:** taught Introduction to Urban Design and The Value of Urban Design
- ❖ **ULI Technical Advisory Panelist (TAP)** on Mt. Pleasant Street's Commercial Corridor for Washington, DC; Town Center Redevelopment Strategy for Bladensburg, MD; Retail Revitalization Development Strategy for Mission Viejo, CA; and Special Needs Housing Strategic Recommendation for Orange County, CA.
- ❖ **Author** of publications in 7 refereed scholarly journals, 1 book chapter, 4 magazine articles, 4 professional reports (2 presented to the California State Legislature), 1 report of findings in annual conference proceedings.
- ❖ **Featured Speaker** at Houston's ULI Urban Marketplace, ULI Cincinnati, International Downtown Association
- ❖ **Speaker** at several national conferences including the Association of Collegiate Schools of Planning (ACSP), Environmental Design Research Association (EDRA), Active Living Research (ALR), Urban Land Institute (ULI)
- ❖ **Contributed** expertise on two Delphi Panels about Pedestrian-Oriented Environments, Sense of Community
- ❖ **Guest lecturer** on Greyfield Revitalization, Environmental Psychology, Pedestrian-Oriented Environments

**PROFESSIONAL OUTREACH**

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**Chair, University Outreach Subcommittee,** Young Leaders Group Executive Committee, Orange County District Council, Urban Land Institute (OCULI)

Nov 05-Aug 07

- ❖ Creating and programming events to bridge the gap between academia and ULI

**Web Content Manager, EDRA**

Feb 09-Present

**REFERENCES AVAILABLE UPON REQUEST**