

# **CITY OF REDWOOD CITY**

## **PLANNING, HOUSING & ECONOMIC DEVELOPMENT DIRECTOR**

### **DEFINITION**

To plan, organize, manage, and review the activities of the Planning, Housing and Economic Development functions of the City and provide strategic leadership, direction, and resource management to these functions. Additionally, the director will provide oversight to the City's Redevelopment Agency.

### **SUPERVISION RECEIVED AND EXERCISED**

Administrative direction is provided by the City Manager.

Direct supervision of management and administrative staff, and general direction over professional, technical, and clerical staff.

### **EXAMPLES OF DUTIES** – Duties may include, but are not limited to, the following:

Provide leadership and staff oversight as it relates to the functions of planning, housing, economic development and redevelopment.

Represent the City in development and land use matters; housing and economic development issues.

Direct the preparation of staff reports and agenda items for the City Council, Planning Commission, and other Committees, Commissions, and Boards involved with the functions of planning, housing, economic development, and redevelopment.

Negotiate complex and highly technical agreements and real property transactions involving acquisition, rehabilitation, land use entitlements and zoning between the City, agency, property owners, businesses and other agencies.

Develop and administer commercial real estate development strategies and programs and redevelopment.

Develop and administer federally funded community development and affordable housing strategies and programs for targeted populations.

Oversee the administration and implementation of the Consolidated Plan to proactively encourage affordable housing for targeted populations.

Oversee the administration and implementation of the General Plan including the Economic Development and Housing Elements.

Establish long-term professional relationships with the development community as a means to proactively encourage implementation of land use plans for downtown and other focus areas through private investment.

**CITY OF REDWOOD CITY**  
**PLANNING, HOUSING, AND ECONOMIC DEVELOPMENT DIRECTOR**  
***(Continued)***

Establish long-term professional relationships with public and non-profit human services providers to ensure that Redwood City's disadvantaged needs are provided for in the implementation of the Consolidated Plan.

Foster relationships with local and regional agencies to ensure that Redwood City's interests are appropriately represented in matters related to community development and the provision of housing.

Work in a partnership with the Director of Building, Infrastructure, and Engineering Department to ensure coordination and linkage between the planning efforts of each group.

Research complex community development challenges and problems and prepare a variety of comprehensive plans, reports, and presentations.

Manage, coordinate and monitor all Redevelopment Agency financial matters and legal issues to ensure compliance with State Redevelopment Law and agreements.

Supervise the preparation and administration of the Department budget.

**QUALIFICATIONS**

**Knowledge of:**

Principles and practices of city and regional planning, redevelopment, and housing.

Economics, statistics, research methods, and sources of information related to urban growth and economic development.

Laws and intergovernmental programs underlying general plans, zoning, environmental matters, land divisions, housing, and redevelopment land divisions.

Federal, State and local laws, policies and regulations dealing with economic development, community development and redevelopment.

Federal, State and local laws, policies, and regulations governing housing development, lending programs, disproportionate housing needs, supportive housing and best practices developing affordable housing units.

Principles of management and supervision and community relations.

**CITY OF REDWOOD CITY**  
**PLANNING, HOUSING, AND ECONOMIC DEVELOPMENT DIRECTOR**  
***(Continued)***

**Ability to:**

Plan, prioritize, assign, and coordinate the work of professional, technical, and clerical personnel.

Delegate authority and responsibility; schedule and program work on a long-term basis.

Interpret and explain planning, zoning, redevelopment and community development programs to the general public.

Identify, coordinate, and resolve a variety of interests in the development of land use policy.

Effectively manage redevelopment, affordable housing and economic development functions, including the application of appropriate laws and regulations.

Guide staff in its effort to serve the City Council; five boards and commissions including the Planning Commission and Housing and Human Concerns Committee; other City departments, and community groups on planning, housing, redevelopment and related matters.

**Experience and Education:**

*Any combination equivalent to experience and education that could likely provide the required knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:*

**Experience:**

Five years of progressively responsible experience in municipal management and community development, planning, urban planning, redevelopment, housing, economic development, and/or real estate development including two years in a supervisory capacity. Some experience/knowledge of social service programs and needs relative to community development.

**Training:**

Equivalent to a Bachelor's Degree from an accredited college or university with major coursework in planning, business or public administration. A Master's Degree in planning, urban design, architecture, public administration, business, or related field is desirable.

**License or Certificate:**

Possession of a valid California Driver's License.

**CITY OF REDWOOD CITY**  
**PLANNING, HOUSING, AND ECONOMIC DEVELOPMENT DIRECTOR**  
***(Continued)***

**Effective Date:** July 14, 2009

**Bargaining Group:** Unrepresented

**Status:** Executive Management / Exempt / At-Will