

JOB TITLE: Community Planning and Downtown Development Director

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DEPARTMENT: Community Planning and Downtown Development, City of Toccoa

JOB SUMMARY: This position is responsible for administering the downtown development program, permit, license, zoning, and planning programs in order to ensure compliance with relevant construction, city codes, and the comprehensive downtown development program.

MAJOR DUTIES:

- o Directs, supervises, trains, and evaluates personnel of the Planning, and Downtown Development Divisions.
- o Staffs for the Toccoa Downtown Development Authority (DDA), Toccoa Planning Commission (TPC), Historic Preservation Commission (HPC) and Toccoa City Commission (TCC).
- o Develops an action plan for implementation of downtown revitalization program based on the National Main Street 4 point approach, DDA/TCC, Annual Retreat Work Plan, UGA Market Study, Outline Planning document, and Main Street Committee's input.
- o Responsible for the administration of the community design ordinance: reviews all zoning amendments, variances, annexations or subdivision applications and the submission of annexation records to state agencies; ensures compliance with Georgia zoning procedures law, tree, historic preservation, sign, nuisance, and property maintenance ordinances, official zoning map changes, and review of census data.
- o Prepares and maintains comprehensive plan and five year capital improvements plan, conducts long range planning activities, researches for growth and development, and assists committees with work plan implementations.
- o Reviews all site plans, subdivision plans and plats, building construction plans, and the issuance of all city building permits and certificates of appropriateness for compliance with city regulations.
- o Writes, administers, and provides project management for federal and state grants and other funding sources; handles accounting, close-out, and audit associated with project.
- o Develops economic strategies to increase business downtown and to attract new consumers; maintains property inventory listing, utilizes market study for business recruitment/retention; monitors program's success by development of data to track and assess the program.

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- o Works with the City Manager on special projects and assists with other departments, agencies, groups, consultants, and internships with events, reports, and projects as needed.
- o Coordinates promotional and image building events to improve downtown's image; develops and conducts on-going awareness and educational programs designed to enhance appreciation of downtown, planning, and historic preservation goals and objectives.
- o Informs and assists property/business owners with physical building improvements.
- o Coordinates streetscape projects, seasonal decorations, public parking, pedestrian amenities, general landscape, and maintenance of Main Street district.
- o Maintains positive relations with all persons/entities involved with downtown development; conducts speaking engagements and public relations campaigns; recognizes outstanding renovation projects, volunteers, and new businesses annually and submits to DCA/ODD for consideration.
- o Supervises and/or develops promotional materials, joint ad campaigns, media scripts, rack cards, press kits, business directory, newsletter, recruitment package, and signage; prepares and implements tourism strategic plans for downtown and maintains annual media journal.
- o Develops financial tools including façade grant program, local loan pool, assistance with state financial programs, building expansions, and appropriate marketing materials.
- o Prepares and maintains budget for Main Street Program, downtown maintenance, planning, code enforcement, and capital improvements; exercises responsibility to ensure business license fees and property taxes are collected for Main Street.
- o Works with the Office of Downtown Development (ODD) to prepare a work program and assessment review annually; offers technical assistance to other communities and state training; works with other state/regional agencies regarding downtown revitalization; prepares monthly and annual reports to DCA/ODD, TCC, and NMSC.
- o Represents Main Street Program and Community Planning Division at various state and national conferences, GAZA, and Community Planning Institute workshops.
- o Establishes historic commercial and residential districts and promotes a safe downtown environment.

- o Performs other related duties as assigned.

KNOWLEDGE REQUIRED BY THE POSITION:

- o Knowledge of the principles and practices of public administration.
- o Knowledge of the techniques used in the grant application process.
- o Knowledge of city ordinances, policies and procedures.
- o Knowledge of the principles and practices of public financial management and budgeting.
- o Knowledge of public accounting principles.
- o Knowledge of downtown development techniques and processes.
- o Knowledge of the economic and demographic profiles of the city.
- o Knowledge of computer operations and applications.
- o Knowledge of the principles and practices of effective public relations.
- o Knowledge of the methods and practices of civil engineering.
- o Knowledge of the techniques, materials, and equipment used in building construction.
- o Knowledge of the state laws, local ordinances, and construction and trades codes governing the zoning, permitting, planning, and inspection processes.
- o Knowledge of planning principles, techniques, and practices.
- o Skill in planning diverse work activities.
- o Skill in management and supervision.
- o Skill in analyzing and compiling technical data.
- o Skill in interpreting blueprints and maps.
- o Skill in dealing with the public.
- o Skill in oral and written communication, including public speaking.

SUPERVISORY CONTROLS: The City Manager assigns work in terms of department goals and objectives. The work is reviewed through conferences, reports, and observation of department activities.

GUIDELINES: Guidelines include city ordinances, grant application instructions, city policies and procedures, directives from the DDA, Historic Preservation Commission, and City Commission, National Electrical Code, standard gas, plumbing and mechanical codes, construction codes, zoning and development regulations, state laws, fire protection codes, and relevant state laws. These guidelines require judgment, selection, and interpretation in application. This position develops department guidelines.

COMPLEXITY: This position consists of varied activities in planning and coordinating the downtown development program of the city. The variety of businesses, individuals, and governing entities contributes to the complexity of the work.

SCOPE AND EFFECT: The purpose of this position is to manage the operation of the downtown development and planning program. Successful performance facilitates the development and revitalization of the downtown area and affects the image of the city.

PERSONAL CONTACTS: Contacts are typically with co-workers, other city employees, members of the Downtown Development Authority, members of the Historic Preservation Commission, representatives of civic organizations, developers, business owners, builders, general contractors, property owners, local elected officials, architects, design professionals, law enforcement officials, federal and state officials, surveyors, engineers, and the general public.

PURPOSE OF CONTACTS: Contacts are typically to give and exchange information, motivate personnel, resolve problems, provide services, negotiate and settle matters, and justify decisions.

PHYSICAL DEMANDS: The work is typically performed while sitting, standing, walking, or stooping.

WORK ENVIRONMENT: The work is typically performed in an office and outdoors, where the employee may be exposed to noise, dust, dirt, and inclement weather. Some work may require the use of protective devices such as masks, goggles, or gloves.

SUPERVISORY AND MANAGEMENT RESPONSIBILITY: This position has direct supervision over City Marshal (1), Planner (1), Special Events Coordinator (1), and Downtown Development and Planning Assistant (1).

MINIMUM QUALIFICATIONS:

- o Knowledge and level of competency commonly associated with the completion of a master's degree in a course of study related to the occupational field.

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- o Experience sufficient to thoroughly understand the diverse objectives and functions of the subunits in the division/department in order to direct and coordinate work within the division/department, usually interpreted to require three to five years of related experience.
- o Possession of or ability to readily obtain a valid driver's license issued by the State of Georgia for the type of vehicle or equipment operated.