

DIRECTOR OF COMMUNITY DEVELOPMENT



THE COMMUNITY

Located in San Mateo County, just twelve miles south of San Francisco, Pacifica feels worlds away from it, yet is easily accessible from Highway 1. The most panoramic coastal town in the San Francisco Bay Area, Pacifica is famous for its six miles of scenic coastline, classic northern California beaches, breathtaking vistas, and charming ambiance. The city is nestled in between small valleys, with Sweeney Ridge to the east, Montara Mountain to the south, and the Pacific Ocean's rocky bluffs and sandy beaches to the west. Pacifica encompasses roughly 12.6 square miles, of which approximately one-half is publicly owned open space. Numerous cities, county, and state parks provide panoramic views and a feeling of spaciousness rarely found in suburban areas. Several miles of coastal and ridge-top trails tie Pacifica to neighboring communities.

This natural connecting point of beaches, headlands, and hills provides a wide range of recreational opportunities from surfing, kayaking, paddle boarding, scuba diving, and paragliding to hiking, whale and bird watching, and cycling. Pacifica's one-quarter mile fishing pier is considered to be one of the best in the state and is ranked number one by anglers in the Bay area. Other recreational amenities include golf, bowling, archery, and team sports. Pacifica's natural beauty is enhanced by its Mediterranean-style weather

With a population of approximately 38,600, Pacifica is a unique family-oriented coastal community that prides itself on fostering a "small town" feel. Many of Pacifica's residents are highly engaged and involved in the community. Pacifica has excellent elementary and secondary schools, both public and private, and was recently named one of the Top 100 Safest Cities in America by Location, Inc.

The community enjoys a diverse economic base and has a significant number of smaller businesses. Tourism is very important to Pacifica's economy, with thousands of people annually attracted to its beaches, vistas, and open space. Unique shops and a variety of lodging are available, with restaurants offering relaxing sunset and coastal viewing. For live local theater and performing arts, Pacifica Spindrift Players is a local and popular favorite, along with Pacifica Performances, which regularly provide both musical presentations and performing arts as well. The world-class bromeliad nursery, Shelldance Orchid Gardens, is located just off Highway 1. Pacifica plays host to the

Pacific Coast Fog Festival each September, which showcases everything from artists and performers to children's activities and a hometown parade.

Pacifica is a place where one can step into the natural world and enjoy a variety of recreational offerings, sample a cultural arts performance or gallery opening, and later relax at a local restaurant and bask in a spectacular sunset. Pacifica's rich cultural heritage and unique personality make it a community worth uncovering.

To learn more about the City of Pacifica, please visit www.cityofpacifica.org.

THE ORGANIZATION

The City of Pacifica is a General Law City incorporated in 1957 and operates under the Council/Manager form of government. Legislative authority is vested in a five-member City Council elected by district for four-year overlapping terms. The Mayor is selected each year by a majority vote of the other Council members. The Council appoints the City Manager, City Attorney, and members of advisory commissions and committees.

Pacifica's City Manager, Kevin Woodhouse, is highly regarded in the profession for his collaborative, supportive and inclusive management style, fostering a supportive and collaborative work environment where every team member feels valued and empowered. Under his leadership, the city has thrived as a high-performing organization, achieving its goals and delivering exceptional services to our community. The City Manager upholds the highest ethical standards, ensuring transparency, integrity, and accountability in all operations and this commitment to excellence has created a dynamic workplace culture to attract and retain top talent, driving continuous improvement and innovation throughout the city's administration.

Pacifica is a full-service city (approximately 200.75 FTE) with a proposed FY 2024/25 general fund budget of \$48.1 million. The City delivers municipal services through seven departments: the City Manager's office (including the City Clerk, Economic Development, and contract City Attorney); Administrative Services (Finance, Human Resources, and IT Divisions); Parks, Beaches, and Recreation; Community Development; Public Works (Field Services & Engineering and Wastewater); Police; and Fire (via North County Fire Authority). Employees are represented by eight bargaining units.

The City Administration and Community Development services are located in a newly renovated City Hall located just two blocks from the Pacific Ocean. This prime location opens up various opportunities for recreational activities during a lunch break, such as a stroll along Beach Boulevard or a relaxing picnic by the waterfront, where you can clear your mind with the soothing view of the waves.

During the Spring of 2023, the City Council undertook a comprehensive strategic planning process, which resulted in the Pacifica Strategic Plan 2023-2030 establishing strategies to achieve the following five overarching goals during the seven-year period:

- Enhance organizational and fiscal stability.
- Improve and steward City infrastructure, streets, and facilities.
- Prioritize protection and development of affordable housing.
- Pursue climate change adaptation and mitigation.
- Broaden public communications and collaboration.

Progress on the Plan is provided through periodic updates, which can be found at the following link ([City of Pacifica Strategic Plan 2023 to 2030](#)).

THE DEPARTMENT

The Community Development Department provides timely, public-facing, and internal services related to the review of applications for development and building permits, as well as code enforcement of the City's development regulations. The Department has primary responsibility for the maintenance and implementation of the City's General Plan, Local Coastal Program, Zoning Regulations, and Building Code, as well as environmental review of City and private development projects in accordance with CEQA regulations. The Department provides staff support to the City's Planning Commission, Open Space and Parkland Advisory Committee, and Climate Action Adaptation Task Force.

The Community Development Department is staffed by 14 full-time staff along with the use of outside consulting agencies support as required. The Department is organized into three (3) divisions: Planning, Building, and Code Enforcement, and prides itself on providing a high level of services with a lean but talented team.

DESCRIPTION OF THE ROLE

The Pacifica Community Development Director position provides a rare opportunity for a motivated planning professional to work within one of the most beautiful communities in California. The Director will engage with partners such as the California Coastal Commission, National Parks Service, and others in the furtherance of championing Pacifica's land use planning and open space preservation.

The future Director will lead several City Council Strategic Plan priority items assigned to the Community Development Department. Additionally, the successful candidate will continue significant efforts currently underway, which are aimed at modernizing the City's planning documents, standards, processes, and procedures. This work will be aided by a talented and motivated team of professionals, including the recently added Deputy Director of Community Development, whom the Director will have the opportunity to hire after their appointment.

KEY RESPONSIBILITIES

The future Director will have hands-on involvement in many of the City's priorities and activities, which include:

- Ongoing efforts to update the Local Coastal Land Use Plan (LCLUP) and obtain California Coastal Commission certification for the Plan.
- Implementation of critical Housing Element programs.
- Comprehensive zoning update to implement the General Plan Update adopted in 2022.
- Safety Element update to implement improved hazard identification and mapping.
- Creation of a robust short-term rental (STR) ordinance and inspection/enforcement program.
- Processing of current planning projects, which include some of the largest developments proposed in Pacifica in decades.

The role of the Community Development Director provides an opportunity to create a planning legacy that will guide the City of Pacifica for years to come and work in a collaborative, supportive organization that values ongoing improvement and individual initiative.



THE IDEAL CANDIDATE

The ideal candidate will be a strategic thinker and experienced planning professional with exceptional communication and interpersonal skills. They will be a natural team-builder and mentor who can bring staff together as a high-performing team where relationships and collaboration are strong. The ability to work well with staff, colleagues in other departments, and outside agencies is a prerequisite for success in this organization that values collaborative working relationships.

The ideal candidate will be a unifying leader and team builder who is committed to maximizing their potential as well as the potential of others. A hands-on mentor, they will be actively engaged in the development of staff and lean in where needed to get critical projects completed. The new Director will be a motivating and inclusive manager with the ability to foster ownership and create momentum around Citywide and department priorities. A track record of setting high standards and holding staff accountable to such standards will be expected. Further, the individual selected will demonstrate the ability to be creative and resourceful in recruiting talented staff who add value in a cohesive environment.

This industry professional will be an outstanding verbal and written communicator who is comfortable interacting directly with a wide variety of stakeholders. They will be accessible to the public in this community's "hometown" atmosphere and possess a reputation for being responsive and transparent. With a collaborative and flexible style, they will be able to gain the trust and confidence of community

members, elected officials, and City staff in developing creative solutions that align with the City's priorities. A clear understanding of the planning challenges and legal framework facing California cities will be imperative for success in delivering high-quality projects and services.

The ideal candidate will be able to balance day-to-day operations with a constant eye toward the future and continuous improvement. Familiarity with contemporary urban planning practices and technology that contribute to departmental efficiency and effectiveness and enhanced customer service are critical for success. Experience in modernizing systems, processes, and practices will be important in this role. Previous experience managing change thoughtfully while respecting the value of history and institutional knowledge will be carefully assessed.

Superior project management skills coupled with a flexible and adaptive leadership style will be important in achieving the City's strategic goals and objectives. Experience in a coastal community and working with the Coastal Commission is desirable. In addition, the ideal candidate will exhibit impressive fiscal acumen and be able to apply creative strategies to be successful operating in a lean environment.

A minimum of five (5) years of increasingly responsible experience in community development services, including at least two (2) years of supervisory experience, along with a Bachelor's degree in Urban Planning or Regional Planning or a closely related field is required. A Master's degree is desirable.



Application & Selection Process

The closing date for this recruitment is midnight, **Sunday, September 8, 2024**. To be considered for this opportunity, upload a compelling cover letter, resume and a list of six professional references using the "Apply Now" feature at www.tbcrecruiting.com. This is a confidential process and will be handled accordingly throughout the various stages of the process.



COMPENSATION & BENEFITS

The salary range for this position is \$214,788 – \$229,824; placement within the range will be DOQE. In addition to salary, Pacifica offers a competitive benefits package that includes, but is not limited to:

Retirement: 2.5% @ 55 CalPERS (classic); 2% @ 62 formula for New Members. Pacifica does not participate in Social Security.

Health Insurance: Cafeteria style benefits. Employer contribution varies (maximum \$2,438 monthly).

Health In-Lieu Payment Plan: Monthly taxable \$550 in-lieu payment available to eligible employees.

Retirement Health Savings (RHS): 2% City contribution.

Deferred Compensation: City offers a 2% matching contribution through FY2024-25.

Dental: City has a self-funded dental plan (Delta) that typically covers 100% paid premiums of dental expenses and \$2,000 in orthodontic benefits.

Vision (VSP): City paid.

Vacation Leave: Annual accrual rate between 15 and 27 days per year based upon years of service with a California municipality. Up to two weeks of vacation can be cashed out annually.

Holidays: 13 paid holidays per year (includes 2 floating holidays).

Administrative Leave: 88 hours annually.

Sick Leave: 12 days accrued annually.

Deferred Compensation: Choice of three plans.

Long-term Disability Insurance and Life Insurance: City provides paid long-term disability and life insurance coverage through Voya Financial, and an Employee Assistance Program through CONCERN.

Auto Allowance: Up to \$450 per month.

The City also offers Medical and Dependent Care Flexible Spending Accounts and Tuition Reimbursement.

Suzanne Mason • 562.631.2500

Teri Black • 424.296.3111

TERI BLACK & COMPANY, LLC

www.tbcrecruiting.com

Following the closing date, applicants with the most relevant qualifications will immediately be granted preliminary interviews by the consultants. Candidates deemed to be the best qualified will be invited to participate in additional interviews and a meeting with the City Manager. The City anticipates making an appointment in a timely manner, once negotiations and background and reference checks are completed. Please note that references will not be contacted until mutual interest has been established.

