



# CITY OF BERKELEY

## *Director of Planning*







## THE CITY OF BERKELEY

The City of Berkeley covers approximately 10 square miles with a population of 112,000 residents. The population is highly educated and ethnically, economically, socially and politically diverse. Berkeley is noted for its activism and community involvement.

Sheltered by rolling hills and bordered by the San Francisco Bay, Berkeley enjoys a mild climate year-round. Acres of open space, neighborhood parks and City bike lanes offer numerous opportunities to explore the outdoors. The mild coastal climate allows the community to enjoy Berkeley's wide variety of recreational and leisure opportunities whatever the season.

Berkeley has a wealth of cultural life, and there is much to enjoy within the City's few square miles. The public marina, panoramic bay views, international shops and restaurants, arts / theater district, and the UC Berkeley campus are but a few of its attractions. Berkeley's beautiful setting, pleasant climate, and recreational and cultural activities offer a wide variety of leisure opportunities.

Berkeley is only 12 miles from the shops, restaurants and entertainment of San Francisco, and the Bay Area Rapid Transit (BART) train system and the ferry at Oakland's Jack London Square provide easy access between the two. Getting around within Berkeley is easy on foot, by taxi, or via public transportation. The City is served by three BART stations, a network of buses, and the UC Berkeley campus shuttle.

## CITY GOVERNMENT

The City of Berkeley operates under its own charter with a Council/Manager form of government. The City Council consists of eight Councilmembers, elected by districts for four-year terms, and one Mayor, elected "at large" for a four-year term. The City of Berkeley provides a comprehensive set of services to the community. In addition to the traditional municipal services, the City operates its own Health, Housing & Community Services Department providing public health, mental health and environmental health services to the community. The City operates its own residential and commercial solid waste collection, recycling and disposal service. The City's Parks, Recreation and Waterfront Department offers a number of summer camps, and operates a 1,000 berth marina. The City's adopted FY 2020 budget is \$460 million, of which \$197 million is allocated from the General Fund. The City has a workforce of 1,400 employees.

## DEPARTMENT OF PLANNING & DEVELOPMENT

The Department's mission is to enhance safety, livability and resilience in the built environment and to work together with the community to promote and protect Berkeley's distinctive neighborhoods, vibrant commercial areas, unique character and natural resources for current and future generations. The Department of Planning & Development has 103 budgeted FTE's and consists of five divisions:

### LAND USE PLANNING

The division is responsible for preparing long-range policy plans for the future development of Berkeley. The regulation of proposed development projects under the Zoning Ordinance and Subdivision Ordinance is also managed by this division. The division is staff to several Council-appointed commissions and boards, including the Planning Commission, the Zoning Adjustments Board, and the Landmarks Preservation Commission. It also staffs various standing and temporary committees/task forces related to land use planning.

### BUILDING AND SAFETY

The division provides information and reviews plans for development projects for conformance with the Uniform Building Code as amended by the City of Berkeley, inspects projects to ensure that construction conforms to approved building plans, and manages programs to mitigate seismic risk.

### PERMIT SERVICE CENTER (PSC)

The division provides direct customer service to those seeking building permits and zoning information. The Permit Specialists at the PSC coordinate review of building permit applications with other City agencies as needed.

### TOXICS MANAGEMENT DIVISION (TMD)

The division is responsible for ensuring the safe management of toxic substances within the City of Berkeley. TMD acts as the City's Certified Unified Program Agency (CUPA) under State law, charged with enforcing various state regulations related to the control and management of toxic substances, including underground tanks and hazardous material storage facilities. TMD is staff to the City's Community Environmental Advisory Commission which advises the Council on environmental concerns.

## THE OFFICE OF ENERGY AND SUSTAINABLE DEVELOPMENT

The division seeks to reduce energy use and greenhouse gas emissions in both City operations and the greater Berkeley community. The Office of Energy and Sustainable Development leads the City's sustainability and resilience efforts through the Climate Action Plan and Resilience Strategy by helping Berkeley residents, businesses, and city government create a healthy urban environment. In addition, the Office of Energy and Sustainable Development develops policies and programs to encourage building green, including creating green building permit guides and offering programs and rebates that promote energy efficiency, water conservation, solar, and other sustainable practices. This division staffs the City's Energy Commission which advises the Council on climate protection, energy conservation and alternative energy development in Berkeley.



## THE POSITION

The Director of Planning is an at will executive leadership position and a key member of the City's leadership team. Reporting to the Deputy City Manager, the Director is the city official with the primary responsibility for all aspects of City planning including advising the City Manager and City Council on all planning, building safety, sustainability, and resiliency matters. The Director of Planning provides overall leadership of the planning department with the technical expertise and advice of five direct reports in the planning, organization, financial management and effective operation of the department and its programs and services. These areas include comprehensive City planning, building code enforcement, zoning, redevelopment, toxics management and sustainability/resilience. The Director is responsible for managing the department's budget of \$24.5 million. The City Planning Director works closely with the City Manager, City Council, City departments, boards and commissions, other public agencies and the private sector in developing a comprehensive, integrated and equity focused approach to formulating specific policy, goals and work standards. These support the efficient implementation of community general plans, zoning, and transportation plans, that align with the department's mission and meet city-adopted goals and objectives. The Director ensures the City is in compliance with all local, state federal planning, housing, and development regulations.

The position also provides technical assistance, directly or through subordinate staff, to a variety of citizen boards and commissions, including the Zoning Adjustment Board, the Landmarks Preservation Commission, the Transportation Commission and the Design Review Committee. The Director regularly appears before the City Council, Council Committees, City Planning Commission, public agencies, community groups, officials from other jurisdictions, and other organizations regarding the City's planning needs, goals and policies, and is expected to be visible and maintain successful working relationships with all City stakeholders.

## KEY PRIORITY INITIATIVES

- Develop and institute a city-wide universal development agreement for all large development and specific plan projects.
- Evaluate and prioritize the current projects in alignment with the Council's priority referrals.
- Planning for development at Ashby and North Berkeley BART Developments.
- Adeline Corridor Specific Plan finalization.
- Implement new zoning ordinance amendments.
- Facilitate the update of the City's general plan that integrates a racial equity lens and the use of equity tools.
- Continue implementation of the department's customer service improvement initiative which includes enhancing IT systems so that all transactions including payments, permitting, and plan submissions can be completed online and/or contactless.
- Through the work of the resiliency team, lead and oversee the City's resilience recovery from COVID-19.
- planning development matters and often serves as the City's representative to these officials; supervises or participates in the preparation of comprehensive studies in these areas;
- Develops general departmental administrative policies and procedures; reviews staff work, specific policies and operating procedures for conformance to established standards and makes final decisions for the department regarding questions of interpretation of City regulations;
- Develops a strategic plan which translates the City's and Area Plan's broad goals and policies into short and long-term implementation projects;
- Administers a comprehensive enforcement program of municipal, state and federal codes and regulations governing housing and building construction; administers inspection programs of construction work in progress requiring permits, such as new construction, remodeling, rehabilitation, demolition, changes of occupancy, and sign installation; and administers zoning, Neighborhood Preservation and Subdivision Ordinances;
- Directs the selection, supervision and the work evaluation of departmental personnel; employee relations and grievances; provides supervisory training and staff development programs;

## KEY RESPONSIBILITIES

- The Planning Director is responsible for all aspects of city planning, meets with community groups with land use, zoning and development proposals for City consideration; provides written and graphic material for explanation of City policies and programs to the public; conducts workshops, hearings and other public forums for bringing pending city projects/programs to public attention, replying to questions from the public and receiving public feedback;
- Plans, prioritizes and provides overall direction to the work of the department through division managers;
- Confers with a variety of public and private officials on
- Coordinates the preparation of reports for the City Manager, City Council, boards and commissions, and outside funding agencies; reviews division budgets and coordinates the preparation, presentation and control of the departmental operating budget;
- Monitors developments related to delegated service areas; evaluates their impact on City operations and implements policy and procedural improvements;
- Performs other related duties as assigned.



## THE IDEAL CANDIDATE

The ideal candidate is a pragmatic, communicative, and collaborative people and administrative leader with technical credibility in land use planning. The ideal candidate has outstanding people and management skills, a track record for building a culture of sustainability and equity in planning and building and a commitment to ensuring professional growth among all staff. The ideal candidate will have direct experience affecting organizational change through leading a highly trained, functional and responsive department. The successful candidate will be politically astute, but apolitical, with a high level of sophistication and cultural competence in working effectively with diverse stakeholders in highly political environments. The successful candidate will possess excellent oral and written communication skills, and be quick to understand how the city functions and the what the department's critical role is within the city. A background in public sector planning as director or assistant director in a complex and diverse urban environment, and a demonstrated commitment and experience with community-based, planning, zoning and building experience that ensures equitable development that is sustainable will be essential to the success of the next director.

### **The candidate will have:**

- A transformational leadership style that supports the mission of the department and values the community and customer experience;
- Commitment to equity and inclusion; including the use of equity tools for planning and development and vision of equitable development;
- Steadfast ethical standards, decisive decision-making style, and transparent communication skills;
- A commitment to stimulate and manage growth while preserving the cultural, historic, and ethnic richness of Berkeley;
- Proven ability to convene, collaborate with, and galvanize stakeholders to work together to benefit Berkeley, including a track record of authentic community engagement participatory processes, and valuing the voice of the underrepresented;
- Demonstrated experience in successful cross-department collaboration to get things done;
- Experience working in partnership with developers, affordable housing activists, community planning groups, neighborhood associations, neighborhood development corporations and other community based organizations and the public in seeking input, coordinating planning and land development/infrastructure matters;
- Knowledge of experience implementing best practices in urban planning, architectural and urban design, land use and long-range planning; as well as the principles and practices in civil engineering, design and construction; and engineering standards and legal guidelines for building projects, code compliance, plan check and seismic safety;
- Knowledgeable and abreast of federal, state, and local laws, regulations, ordinances and codes governing building, housing, planning, zoning and environmental impact;
- Experience partnering with staff, City Management, City Council and Commissions to facilitate process improvement changes and modernize internal policy/rules to enhance the effectiveness of the planning department and proactively anticipate pending housing/development legislation;

- Ability to utilize innovative, thoughtful, and flexible approaches to solve planning, building and development challenges;
- Demonstrated knowledge and experience with affordable housing programs and financings, and a willingness to look at new, innovative and non-traditional approaches to streamline the process to provide affordable housing expeditiously and in compliance with pending legislation;
- A balanced approach that incorporates all stakeholders into the decision-making process.
- Technical expertise in land use/strategic/long range planning is highly desirable.

## MINIMUM QUALIFICATIONS

- Equivalent to graduation from a college or university with major course work in planning, economics, business or public administration, or a close related field, and six (6) years of progressively responsible paid, full-time equivalent professional experience in urban planning with responsibility for at least some of the following: building and zoning code administration, capital improvements, or transportation development.
- At least four (4) years of this experience must have been at a managerial level with responsibility for program planning and development, supervision, training and evaluation of a large professional and technical staff, and must have included budget preparation and management. Experience with federally funded programs and with citizen boards is required.
- An advanced degree may be substituted for the non-supervisory experience on a year for year basis, for up to two (2) years of the required experience.

## COMPENSATION & BENEFITS

The current salary range for the position is \$162,253 - \$233,051. The City of Berkeley offers an attractive benefits package.

## SELECTION PROCESS

The Director of Planning recruitment is being conducted on a regional basis by The Hawkins Company. The Hawkins Company will review all written materials submitted, and will screen and evaluate all candidates. Only those deemed qualified will advance to the next level of the recruitment process. All questions must be addressed to The Hawkins Company.

## HOW TO APPLY

Submit a letter of interest and resume by **February 26, 2021**, electronically to [berkeley.planning@thehawkinscompany.com](mailto:berkeley.planning@thehawkinscompany.com). Preference is for electronic submissions however, materials may be mailed to:



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For additional information or confidential inquiry, please contact a member of our consulting team (The Hawkins Company):

Brett Byers at 323-403-8279, [brett@thehawkinscompany.com](mailto:brett@thehawkinscompany.com)  
Cary Jordan at 718-753-4008, [cary@thehawkinscompany.com](mailto:cary@thehawkinscompany.com)

*The City of Berkeley is an Equal Opportunity Employer*