Raleigh, North Carolina, is seeking candidates to serve as

ASSISTANT DIRECTOR OF THE
CITY PLANNING DEPARTMENT

with a focus on zoning administration, enforcement, maintaining the Unified Development Ordinance and interface with Current Planning in the City’s Development Services Department.
CITY PROFILE

During the past 30 years, growth in Raleigh, and the surrounding Research Triangle Region, has consistently and significantly outpaced the nation. Fueled by an impressive mix of education, ingenuity and collaboration, North Carolina’s capital city has become an internationally recognized leader in life science and technology innovation. It also happens to be a really nice place to live.

(source: Raleigh Office of Economic Development)
The Community

Raleigh, founded in 1792, is North Carolina’s second largest city. It is situated in the heart of the Piedmont region, which is centered between the sandy Atlantic beaches and the Great Smoky Mountains. The City is both the county seat of Wake County and the capital of North Carolina. Raleigh covers an area of more than 146 square miles, has a planning jurisdiction of 181 square miles, and is home to a growing and diverse population. Together with Chapel Hill and Durham, Raleigh forms the Research Triangle Park, which was founded in 1959 as a model for research, innovation and economic development and is now the largest research park in the nation. The Raleigh-Cary metropolitan area also includes Wake, Franklin and Johnston counties and has a population of 1.24 million.

Raleigh has been listed as one of the fastest growing cities for many years. The City’s current estimated population is nearly 460,000 people, up from 291,141 in the 2000 Census. Raleigh is known for its high quality of life. In the 2018 City-wide Citizen Satisfaction Survey, 89 percent of respondents were satisfied with Raleigh as a place to live, 37 percent higher than the national average.
Below are some recent national recognitions for the city:

- **#3 Among the Top Cities for the Best Quality of Life in the World (Raleigh)**
  - Numbeo.com, February 2019

- **#2 Among the Most Family-Friendly Cities of 2019 (Raleigh)**
  - Homes.com, February 2019

- **Among the Best Cities for Singles in the United States (Raleigh)**
  - Insurify.com, February 2019

- **Among the Best Places to Go in April (Raleigh)**
  - Town & Country Magazine, February 2018

- **#6 Among 10 Cities Primed for Economic Growth and Opportunity in 2018 (Raleigh)**
  - CardRates.com, February 2018

- **Raleigh is #2 in The 10 Best Big Cities to Live in Right Now**
  - Money, November 2018

- **#3 Among America’s Biggest Boomtowns (Raleigh)**
  - Magnify Money, August 2018

- **#2 Among Best-Performing Cities (Raleigh MSA)**
  - Milken Institute, January 2018

Managing growth and development pressure in a way that builds on the City’s character and enhances quality of life is a key priority for the City Council and the community. In a summary introduction from the City’s 2018 Citizen Satisfaction Survey, the report stated, “When asked to indicate which three issues will be most significant to Raleigh over the next five years, 68 percent selected affordable housing, 63 percent selected the pace of growth and 60 percent selected transportation.” This Assistant Director position will play a key leadership role in administering the City’s UDO and in providing expert support to the Department Director, Planning Department peers and subordinates, partner department, community partners and the City Council.
Raleigh Development, Zoning and Growth Management Context

Raleigh was founded as one of two planned capitals in the United States. Surveyor and former North Carolina State Senator William Christmas was hired to develop the plan for the City. Modelled after William Penn’s Philadelphia Plan, the Christmas Plan created a one-square-mile grid of perpendicular streets with integrated green space, centered on Union Square (now Capitol Square), out from which radiated four axial streets, and around which were four additional squares. The City’s first Comprehensive Plan was prepared in 1913 by pioneering consultant Charles Mumford Robinson and was followed by new Comprehensive Plans in 1979, 1989 and 2009. The most recent plan led to a major overhaul of the City’s development code. A hybrid form-based Unified Development Ordinance was adopted in 2013 and a third of the City’s land area was rezoned in 2015 replacing all the City’s commercial and multifamily districts with mixed-use districts.
From its founding, the City of Raleigh has been on a growth path. From 1900 to 2000, the City of Raleigh grew from a town of fewer than 14,000 people to a city of more than 270,000. The City added population in every census year, with an annualized growth rate ranging from 2.0 to 4.3 percent. The annualized growth rate was 3.5 percent in the 1980s, 2.7 percent in the 1990s, and 4.2 percent in the early 2000s. Raleigh is now one of the fastest-growing cities in the United States with a growth rate of about 3.4 percent per year. A Forbes study in 2018 found the Raleigh metropolitan area was the fastest growing in the United States, increasing 47 percent from 2000 to 2012. It is predicted that Raleigh will remain the fastest-growing metro area through 2025.

As growth and development pressure has grown, the City has worked to respond to the increased workload and project complexity. In 2006, the City commissioned the “Farragut Study” that identified opportunities to improve development processes. Since that time, the City has made several changes to its planning- and development-related functions to be responsive to community needs and concerns. These include:

- Creation of a consolidated customer service intake center for all development applications
- Reorganization of the development review, permitting and inspection functions
- Implementation of a new software system for managing permitting and records

This position will play a critical role in identifying and implementing additional improvement opportunities.

In 2009, the City initiated its 2030 comprehensive planning process, which envisioned future development with greater focus on centered growth, mixed use, walkability and transit-supportive

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density. The previous zoning code, commonly known as the Part 10 Code, was perceived to create obstacles for walkable urban development. The City initiated the creation of its current Unified Development Ordinance in 2011. The goals of the UDO development process included:

- Shifting away from traditional density controls to form-based concepts that prioritize the relationship of buildings to the public realm
- Making the code easier to use by consolidating formerly disparate sections and making heavier use of tables and illustrations
- Emphasizing standards-based, predictable administrative processes instead of discretionary approvals

The UDO was adopted in February of 2013, which necessitated a process to remap a substantial part of the City into the new zoning classifications. The map was adopted in 2015.

Since the adoption of the UDO, a significant number of text changes has been introduced by stakeholders, City staff and City Council to address code shortcomings and issues regarding development outcomes. Many of these can be tied to the scale and location of growth that the City is experiencing, particularly infill redevelopment both in residential areas and commercial corridors.

Workload and scrutiny for both the Planning and Development Services departments have been high. The charts depicting residential and non-residential permit volumes on this page demonstrate that.

Additionally, demand for training and guidance in interpreting and applying the new code language from current planning staff has grown. This Assistant Director role has been reconfigured to provide executive leadership responsibility for both the work of the Zoning Administration staff and for the communication, training, and ongoing coordination and collaboration with the Development Services Department.
Department Profile

The Planning Department employs 56 full-time employees. Close partner Development Services has 159 full-time employees. The proposed FY20 Planning operating budget is $5.6 million. The Department Director is supported by two Assistant Director positions. They are this position, which is responsible for zoning administration, enforcement and coordination with Development Services, and a second position, which is responsible for the City’s long-range and comprehensive planning, and urban design and preservation functions. The Department also has a Real Estate Services division that provides support for the entire City organization and a business unit that provides administrative support to the department and several boards and commissions. Review, issuance and necessary inspection of plot plans, site plans, building permits and other necessary permits related to development are managed by the City’s Development Services Department. This requires significant coordination between Zoning Administration, which drafts, maintains, enforces and interprets the code, and Current Planning in Development Services, which applies the code through the development review and inspection processes. Improving coordination and outcomes in both units will be a focus of this position.

Some of the department’s objectives in the FY19 business plan include:

• Keep the UDO current by ensuring regular, timely updates to the code text based on Council priorities and staff-identified needs; increase capacity to draft and process UDO text amendments.

• Leverage infrastructure and transit investments to create walkable, mixed-use and mixed-income neighborhoods.

• Promote design excellence in our neighborhoods, mixed-use developments and public sector projects.

• Initiate one area study in a Council-prioritized location per year (three are being initiated in FY2020).

• Protect and enhance the character of Raleigh’s historic and established neighborhoods, pedestrian business districts and architectural landmarks.

• Improve internal and external communication between the department, other city departments, the manager’s office, the City Council and the public, to increase awareness of rezoning requests, the Comprehensive Planning process and Area Planning.

• Make the department a national leader in citizen engagement and public participation in planning.
Planning Policies and Goals

Raleigh’s Comprehensive Plan compiles in one place the relevant policies and actions for the physical development of the City. The Planning Department tracks progress on implementation annually. The creation and adoption of the UDO implemented over a hundred code-related action items identified in the plan. The plan is organized around these vision themes: Economic Prosperity & Equity, Expanding Housing Choices, Managing Our Growth, Coordinating Land Use & Transportation, Greenprint Raleigh, Sustainable Development, and Growing Successful Neighborhoods & Communities.

Planning-related goals, objectives and initiatives can be found throughout the City’s Strategic Plan, with a concentration in the Growth and Natural Resources key focus area. The plan states that the City should, “identify capacity, regulations, and resources that are needed to improve the quality and character of infill development to include studying existing deficiencies and identifying enhanced code standards and review processors that may address deficiencies.”

The Department released in March 2019 an RFQ for consulting services to aid in public engagement. The scope of the work includes the evaluation and improvement of current community engagement strategies used for planning projects. This work in planning will compliment an effort to address direction by the City Council to find opportunities to better reflect equity principles in the work of the City, including potential modifications to the Comprehensive Plan, the City’s Strategic Plan and departmental business planning processes. The APA “Planning for Equity Guide” is an important resource for both efforts.
Candidate Profile

The City is looking for an exceptional leader with 7 to 10 years of experience in the areas of zoning administration and development review processes that includes significant management and supervisory experience. The successful candidate needs to be able to serve as a change agent to improve the City’s regulatory framework and its implementation, including coordination with Development Services. Experience with conventional and form-based codes in a growth environment is preferred. Experience in states with limited authority and significant pre-emption will be helpful. Applicants may substitute an equivalent combination of education and relevant experience to successfully perform the essential duties and responsibilities of the job.

Qualified candidates will clearly exemplify the City’s organizational values of responsiveness, integrity, respect, collaboration, honesty, diversity, stewardship and initiative. Advanced skills in community building and engagement and an understanding of equity principles are critical. Successful candidates will also have a commitment to an ethic of continual improvement in the development code and its application through the development review and enforcement processes.
Compensation and Benefits

The City of Raleigh offers a competitive salary commensurate with the successful candidate’s qualifications and experience. The City provides a comprehensive benefits package as part of its “total rewards” program to support employees through important events in their life, to enhance their life outside work and to help them plan and prepare for the future. The City participates in the North Carolina Local Governmental Employees’ Retirement System (NCLGERS).

Application and Selection Process

Qualified candidates should submit their cover letter and resume at www.governmentjobs.com/careers/raleighnc. This position will remain open until filled; however, interested applicants are strongly encouraged to apply no later than Oct. 1, 2019. Following this date, applications will be screened against criteria outlined in this brochure. Onsite interviews with the City of Raleigh will be offered to those candidates named as finalists, with reference and background checks, and academic verifications conducted after receiving candidates’ consent. A pre-employment screening to include controlled substance tests will be conducted by the City.

For more information, please contact:

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