



Name			
Position Title	Deputy Director – Planning and Development	Department	Planning and Development
FLSA	Exempt	Reports To	Director of Planning and Development
Pay Grade	15	Unit	Non-represented

Purpose of Position

The Deputy Director of Planning and Development is responsible for assisting with both long-range and short-range planning activities and programs that ensure the continued viability, prosperity, and quality of life in the City of La Crosse. The purpose of this position is to perform senior-level planning duties for the Planning and Development department as well as assisting the Director in planning, organizing, and directing the economic and community development, redevelopment, heritage preservation, neighborhood revitalization, and urban renewal efforts. The work is performed under the general direction of the Director of Planning and Development.

Essential Duties & Responsibilities

The following duties are normal for this position. The duties and responsibilities are not to be construed as exclusive or all-inclusive. Other duties may be required and/or assigned.

- Conducts and manages complex planning related studies such as comprehensive planning, neighborhood planning, redevelopment planning, corridor planning and historic preservation planning, downtown planning, and area planning to support the commission and committees staffed by the City Planning and Development department.
- Conducts updates to the City’s Comprehensive plan and other small and large area plans. Prepares and presents designated plan elements of the Comprehensive Plan. Assists in the implementation of Comprehensive Plan recommendations. Reviews and/or processes complex Comprehensive Plan amendments.
- Cultivates relationships with local municipalities and is involved in discussions relating to boundary agreements and any other agreements between the City and other local municipalities.
- Works to implement the overall vision of how the Department of Planning and Development can transform and revitalize the City of La Crosse for its residents, businesses and institutions as designed by the Director, staff, Mayor and Common Council.
- Manages and budgets for all Capital Improvement Project requests for the Department.
- Conducts complex reviews of site plans and rezoning, annexation, plats and development applications.
- Develops project budgets, administers bidding process, verifies contract expenditures and compliance.
- Assists with development, implementation and management of department annual budget along with Director.
- Participates in engagement of public in the process of community planning and redevelopment for each planning activity and major development project.
- Assists in the preparation of the monthly City Plan Commission reports and provides advice and recommendations to the City Plan Commission.

- Assist the community and economic development staff in site plan review for compliance in the International Business Park, other Industrial Parks and other sites as needed.
- Provides staff support to the Historic Preservation Commission. Reviews nominations to the Local Register of Historic Places. Reviews applications for Certificate of Appropriateness for historic buildings and applications for all other responsibilities of the Heritage Preservation Commission. Provides education to the community on the benefits of historic preservation.
- Oversees the work and staff support of the Neighborhood Revitalization Commission, Commercial and Multi Family Design Review Committee, Bicycle-Pedestrian Advisory Committee, Climate Action Plan Steering Committee and Human Rights Commission.
- Assists in the research, preparation and implementation of zoning code regulations and revisions.
- Advises Mayor and Common Council on state and federal regulations that may impact planning and development policies.
- Attends meetings of the Common Council, Judiciary and Administration and Finance and Personnel Committees either in collaboration with or in the absence of the Director.
- Writes and administers grants for the department. Maintains database of local, federal and state grant opportunities. Tracks applications and successes.
- Direct supervision of the Planners within the Department. Participate in the selection of staff; provide or coordinate staff training and conduct employee evaluations. Work with staff to correct deficiencies and implement discipline procedures if needed. In conjunction with the GIS Coordinator, assists in coordinating GIS data accessibility within the City and with other jurisdictions and with creating and maintaining GIS data layers and databases. Provides technical assistance in GIS projects. Performs GIS based analysis for various projects and departments.
- Assists in evaluation and selection of consultants.
- Meets with and advises architects, builders, contractors, developers, realtors, City officials and the general public regarding the implementation and interpretation of applicable City development regulations and processes.
- Provides other support to the Department and community at the direction of the department Director.

Knowledge of: customer service principles; modern office procedures, methods, and equipment; Municipal planning principals; research methods; mathematical concepts; planning terminology, methods, materials, practices, and techniques; applicable Federal, State, and Local laws, ordinances, codes, rules, and regulations; philosophies, principals, practices & techniques of planning; planning disciplines, such as urban design, affordable housing, economic development or land use; construction processes; methodology, practices of research and data collection; effective writing techniques; knowledge of computer hardware and software programs, which may include Microsoft Office, Internet applications, and GIS; principles of supervision, training and performance evaluation, principles of public speaking.

Additional Duties & Responsibilities

While the following tasks are necessary for the work of the department, they are not an essential part of the purpose of this position and may also be performed by other department staff.

- Provides support to other Human Resources staff as needed, especially with special projects or annual processes that require additional assistance. Provides back up assistance for other Human Resources staff in their absence.
- Accompanies safety inspectors during routine or non-scheduled inspections.

- Assists and participates in risk management and loss control issues and liability claims.
- Assists in the coordination of the bi-annual safety seminar.

Minimum Training & Experience Requirements

- Master's degree in Geography, Planning or related field plus five to six years' experience with exposure to planning principles and knowledge of GIS, or any combination of education and experience that provides equivalent knowledge, skills and abilities.
- Strong communications skills required.
- Possession of an AICP certification from the American Institute of Certified Planners is highly desirable
- Valid driver's license required.
- Proficient in Microsoft Office preferred.

Physical & Mental Requirements

- Ability to analyze data and information using established criteria, in order to determine consequences and to identify and select alternatives. Ability to compare, count, differentiate, measure, copy, record and transcribe data and information. Ability to classify, compute, tabulate, and categorize data.
- Ability to advise and provide interpretation to others on how to apply policies, procedures and standards to specific situations.
- Ability to exercise supervision by providing training and instruction, assigning work, and reviewing work performed by administrative and technical staff.
- Ability to utilize a variety of advisory and design data and metadata such as surveys, maps, DOT data, computer languages, site plans, permits, deeds, and planning reports.
- Ability to establish and maintain effective working relationships with City employees, other governmental agencies and to deal with the public in a courteous/tactful manner. Excellent interpersonal skills for facilitating relationships with elected/appointed officials or other decision-makers
- Ability to communicate effectively both orally and in writing for preparing and presenting planning reports and projects.
- Ability to demonstrate creative problem-solving skills to gather relevant information to solve less well- defined planning problems
- Ability to provide group facilitation skills for use with community workshops
- Ability to work on several projects or issues simultaneously
- Ability to provide effective supervision and staff management
- Ability to manage projects effectively and meet firm deadlines
- Ability to explain and interpret planning and zoning programs to the general public.
- Ability to analyze and compile technical and statistical information.
- Ability to respond effectively to difficult and sensitive public inquiries.

- Ability to provide high quality customer service.
- Ability to speak in public and make effective presentations.

Physical Ability

- Ability to operate and maneuver equipment and machinery requiring simple but continuous adjustments such as motor vehicle, computer terminal, typewriter, printer, telephone, calculator/adding machine and photocopier.
- Ability to coordinate eyes, hands, feet and limbs in performing movements such as data entry and database design.
- Ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and pulling.
- Ability to recognize and identify individual characteristics of colors, shapes and sounds associated with job-related objects, materials and tasks.

Environmental Adaptability

- Ability to work under safe and comfortable conditions where exposure to adverse environmental factors is minimal and poses a very limited risk of injury.

The City of La Crosse is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.