



Chapel Hill

North Carolina



Invites your interest in the position of

Planning Director



Why Chapel Hill?

- Equidistant from mountains and beaches
- Minutes away from Research Triangle Park with access to research and tech companies
- Home to University of North Carolina – CH
- Fare free bus system
- Well-educated and diverse citizenry
- Community-minded businesses
- Political activism and public engagement
- James Beard award winning restaurants
- Seasonal festivals and community events
- Active, local music scene
- Iconic Downtown
- National champion Tarheel basketball team
- Passion for Carolina Blue!



Chapel Hill by the Numbers

- Population: 59,376 residents, 29,135 UNC enrollment
- Median Age: 25.7
- Budget: \$100.7 Million for all funds
- Property Tax Rate: 52.4 cents / \$100 assessed value
- Public Schools: Ranked No. 1 in North Carolina and No. 202 nationally out of 10,754 districts (Niche.com, 2018)
- Chapel Hill Transit: 7 million fare free rides / year
- Parks, Open Space and Greenways: 740+ acres
- Median household income - \$86,400
- Median Home Value: \$486,733
- Affordable Housing Stock: 1,156 subsidized units
- Race and Ethnicity: White 73%, Asian 12%, Black 10%, Hispanic or Latino of any Race 6.4%
- Cultural Diversity: 17% born outside United States
- Education: 73% earn Bachelor or greater
- Number of Nobel Prize winners: 2!

Are you a change agent? Do you believe that planning and community go hand in hand? Chapel Hill is seeking a unique individual who is interested in creating win-win solutions for community goals, changing the narrative of stereotypes about how municipal planning, communities and developers work together, and doing so by leveraging, mentoring, and motivating a young and talented staff.

The Town of Chapel Hill, North Carolina, seeks a proactive and creative collaborator to be our next **Planning Director**. The Director will lead a team of competent and dedicated staff in responding to the community vision around growing a connected community. With an organizational culture of collaboration and teams, the Town of Chapel Hill is committed to community engagement and the Planning department plays a critical role in working with a diverse and participatory community, regional partners, the University of North Carolina at Chapel Hill, and the Town Council to achieve strategic goals.

About the Community:

The Town of Chapel Hill, founded in 1819 and chartered in 1851, was named for the Church of England New Hope Chapel, which once stood atop the hill's crossroads. This thriving, multicultural university town has a population of over 60,000 and frequently appears in national "best place to live" listings and was also recognized as [one of the best towns in the U.S. by the Guardian](#). As home to the nation's first public institution of higher learning and a lively and successful Tar Heel sports program, Chapel Hill is a picturesque community of 21 square miles filled with trees, historic and mid-century architecture, and a thriving downtown.

Chapel Hill is a recognized pioneer in education, research, and innovation – a place where ideas are born. Home to brilliant minds, award-winning restaurants, innovative businesses, highly rated public schools, museums, galleries, festivals and athletic events, and a vibrant music and performing arts scene, community members and visitors have an abundance of opportunities in this creative town. The Town's fare free transit system provides community members with accessible transportation.

Town community members, who are passionate about supporting the Tar Heels and showcasing their Carolina Blue, are equally passionate about equity and inclusion, environmental sustainability, and community character. Our community enjoys pedestrian-friendly neighborhoods, greenways, and trails, and more than 700 acres of parks and open space. Lovely in springtime with woodland wildflowers, greenways and trails, dazzling gardens with azaleas blooming in multicolor, Chapel Hill clearly has a thing for nature. Its love affair with trees dates back to 1889, when cutting down a tree in town was punishable as a misdemeanor and carried a \$20 fine.

Located in the beautiful piedmont region of central North Carolina, Chapel Hill sits within a few hours of the coast and the beautiful Blue Ridge Mountains and is less than a 30-minute drive from Research Triangle Park and the RDU International Airport. Our major employers are the University of North Carolina at Chapel Hill, UNC Health Care, Chapel Hill/Carrboro City Schools and Blue Cross/Blue Shield of NC. These thriving institutions help account for a stable employment base that is consistently rated above state and national benchmarks. Our emerging entrepreneurial community is led by LaUNCH, an internationally recognized business accelerator program and collaborative venture of the Town, Orange County, and University. Demographically, the racial composition of the town in the 2020 census was 71% white, 14% Asian, and 10% black. About 7% of the population was Hispanic or Latino of any race.

About the Organization:

Operating under a Council-Manager form of government, the Town Manager reports to the Mayor and eight at-large Council members. The Town’s [values](#) – RESPECT (Responsibility, Equity, Safety, Professionalism, Ethics, Communication, and Teamwork) serve as a compass in accomplishing their mission and objectives. Furthermore, our values are reflected in our behavior and daily decisions. As a result, residents have consistently rated Chapel Hill as “high-performing” in [biennial community surveys](#). Chapel Hill’s [strategic focus](#) including Environmental Stewardship, Economic and Financial Stewardship, Affordable Housing, Connected Community, Vibrant and Inclusive Community, Safe Community, and Collaborative & Innovative Organization is guided by the community vision established in the [Chapel Hill 2020 Comprehensive Plan](#) and is incorporated into the organization’s departmental business plans. The Town has an approved [\\$129 million budget](#) for FY 22 – 23 with 715 benefitted full-time positions and 200 non-benefitted positions. More information about the Town can be found [here](#).

About the Department and the Position:

With a budget over \$2M and 15.5 FTE employees, the Planning Department is committed to collaborative leadership to create and implement policies, plans, and programs that reflect Chapel Hill values as an equitable, livable, and sustainable town today and in the future. With three divisions: Current Development, Long Range Planning, and Transportation Planning, the Department is responsible for promoting a strong community and vital public realm, preserving, and enhancing Chapel Hill’s diverse neighborhoods, fostering quality environments, involving stakeholders in planning for the Town’s future, and helping the Town’s government administer its programs and operations consistent with the community’s vision for a sustainable future.

Reporting to the Town Manager, the **Planning Director** oversees and directs long-range planning, transportation planning, historic preservation, and current development functions for the Town. This is an advanced professional, administrative and leadership position. The position is responsible for leading and directing the Planning staff in coordination with other Town Departments. The **Planning Director**, who appears before the Town Council, advisory boards and commissions, and public groups, represents the Manager’s interests and assists the Manager in fulfilling the mission of the department.

Our Values	
Responsibility	We acknowledge that our duties impact the jobs of many other employees. We take ownership over our roles within the organization as a way to demonstrate our consideration for the time and efforts of our fellow employees as well as pride in our own work.
Equity	Although we may hold different roles in the organization, we all work toward the common goal of serving the Town and the Town’s residents and customers. Therefore, we seek and support policies and actions that are administered consistently and fairly to everyone regardless of rank, tenure or personal background.
Safety	We strive to maintain our own mental and physical well-being and the well-being of those around us. We are dedicated to a work environment that minimizes risk of injury or accident. We are also dedicated to an environment that provides for honest and courteous discussion of workplace issues without fear of repercussion.
Professionalism	We are committed to the excellence and accountability of our own performance as well as the performance of the organization. We carry out our jobs efficiently and effectively, are open to feedback about our performance and show a willingness to learn.
Ethics	We conduct ourselves in a way that is consistent with and deserving of the level of trust that has been placed in us by the community members of Chapel Hill.
Communication	We take part in constructive dialogues and set clear goals and expectations so we may better understand our roles in the workplace. Our organizational values serve as a common language when discussing each other’s decisions and actions.
Teamwork	We participate in a cooperative work environment in order to support each other in our service to the community. We encourage an environment that fosters innovation and creativity.



The next **Planning Director** will join a town that is passionate about planning and development as evidenced by various exciting initiatives including:

- **Complete Community Framework:** The Town is collaborating with an internationally known consultant to build consensus around a new approach to housing that clarifies where and how we build to be inclusive, sustainable, and an economically competitive community. The new Planning Director will work closely with the Economic Development team, the consultant, the Council, and the community as we implement this framework.
- **Charting our Future: Land Use Management Ordinance Rewrite Project:** After adoption of a new Future Land Use Map in December 2020, we have embarked on the next phase of this project: to update our Transit Oriented Development (TOD) plan and Land Use Management Ordinance. Our Planning staff is working in partnership with other Town Departments including Transit, Economic Development, and Affordable Housing and Community Connections, and internationally renowned consultants to achieve the project goals of creating vibrant, walkable places within identified growth areas across Chapel Hill. These areas will provide homes, services, jobs, attract riders to transit, link to surrounding neighborhoods, and connect public and private sectors to achieve a sustained implementation of our Complete Community framework.
- **Housing Choices for a Complete Community Text Amendments:** Affordable Housing has been a priority of the Town for decades. Our next Planning Director will lead the team as they develop key amendments to our Land Use Management Ordinance to improve housing access in the community. Developed in partnership with the Town's Affordable Housing and Community Connections team, the amendments will shorten the approval time for affordable housing projects and hope to encourage gentle density by allowing small-scale residential developments up to four units in most zoning districts.

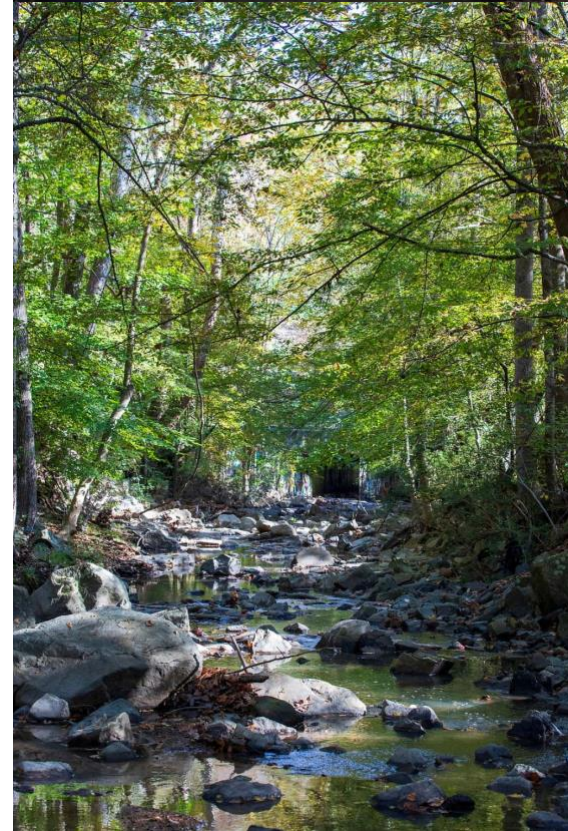
Among key priorities, the next **Planning Director** will prioritize realigning the Current Development function in line with the Complete Community Strategy currently under development while also sustaining success. Additionally, the **Planning Director** will scale-up the Transportation Planning function and support the continued start-up of the Long-Range Planning function.

Qualifications:

Qualified candidates will have any combination of education and experience equivalent to graduation from an accredited college or university with a Master's degree in urban planning, architecture, public administration, business administration or closely related field; at least 3 years of supervisory experience; extensive progressive responsibility with managerial experience in urban planning; or any equivalent combination of acceptable education and experience which provides applicable knowledge, abilities, and skills.

The Successful Candidate:

- builds partnerships with community, regional and inter-governmental stakeholder groups;
- embraces and enjoys engagement in the community to clearly and proactively communicate Town values and initiatives to stakeholders;
- excels at innovative problem solving, seeking win-win solutions while keeping strategic goals in mind;
- communicates well including one on one, in small groups, and public speaking to community members and groups, elected officials, and staff;
- has experience establishing budgets and business plans including developing, planning, organizing, and directing all of the staff and activities to meet the established goals;
- is knowledgeable about and will administer sound planning, land use management, and transportation planning programs for the Town;
- has an extensive track record of successfully building and collaborating with cross-functional teams, removing barriers and building bridges to achieve organizational goals;
- evaluates existing organizational, service, and staffing structures and works with the planning team to maximize clear and coherent practices both internally and externally to meet the strategic objectives of the Town; and,
- is an empowering leader equally dedicated to maintaining a cohesive team throughout the department as well as the development of individual employees.



Employee Offered Benefits

- Health Insurance
- Dental Insurance
- Retirement Health Savings Plan
- Paid Time Off (Vacation, Sick, Holidays, Funeral Leave, Parental Leave)
- Local Government Retirement System
- Supplemental Retirement Plans (5% contribution to NC 401K and Optional 457 Deferred Compensation Plan).
- Disability Insurance (Short Term, Long Term, Optional Voluntary Short Term)
- Life Insurance
- Employee Assistance Program
- Direct Deposit
- Credit Union
- Free Parking
- Annual longevity payment after year 5
- Tuition Assistance



Salary and Benefits:

The hiring range is \$126,000 - \$145,000. Base salary and compensation are negotiable based on experience and qualifications. The Town's excellent benefits package can be viewed [here](#).

To apply, please visit

<https://www.governmentjobs.com/careers/developmentalassociates> and click on the **Planning Director – Town of Chapel Hill, NC** title. To learn more about the selection process, visit

<https://developmentalassociates.com/client-openings/>, select “Client Openings” and scroll down to “Important Information for Applicants.” All applications must be submitted online via the Developmental Associates application portal – NOT the Town Employment Application portal, nor any other external website; it is not sufficient to send only a resume. Resumes and cover letters must be uploaded with the application. Applicants are encouraged to apply by December 11, 2022. Successful semi-finalists will be invited to participate in virtual interviews and skill evaluation on January 5 - 6, 2023. Candidates are encouraged to reserve these dates for virtual meetings should they be invited to participate. All *inquiries* should be emailed to hiring@developmentalassociates.com.

The Town of Chapel Hill is an Equal Opportunity Employer.



The recruitment and selection process are being managed by Developmental Associates, LLC.

