

# Business and Housing Development Planner

## Draft Job Description

### Key to Breakdown of Work Tasks

- New functions – not currently being provided
- Existing functions – some current provision, but needs improvement

### Primary Job Duties

- **Downtown Planning 50%**
  - Monitor and facilitate implementation of the City's downtown master plan
    - Advance downtown plan recommendations through City committees, Common Council, and private sector partners
    - Identify funding resources including applying for grants
  - Serve as liaison to downtown businesses and point person for prospective businesses
    - Respond to inquiries regarding downtown zoning, real estate, assistance programs, and other City resources
    - Welcome new businesses that locate in the downtown
  - Provide support to the Farmers Market Committee
    - Serve on the Farmers Market Committee
    - Support the Farmers Market Manager with guidance on City procedures and communications
  - Provide support to Downtown Manitowoc Association (MCCA)
    - Serve on the Downtown Manitowoc Association Committee
    - Support the Association with guidance on City procedures and communications
  - Work with Progress Lakeshore on offering the downtown revolving loan program
    - Promote the loan program in relationships with downtown businesses
    - Direct interested businesses to Progress Lakeshore
- **Housing Planning 20%**
  - Assess conditions in the City's residential neighborhoods
    - Collect and analyze data regarding housing conditions
    - Assist with identifying housing issues and priorities for enforcement and rehabilitation programs
  - Implement property acquisition under the blighted property elimination program
    - Gather supporting information from Building Inspection, City Attorney, and consultants
    - Facilitate the acquisition process through the Community Development Authority and Common Council
  - Implement the down payment assistance program
    - Develop program materials and promote its availability with local lenders, realtors, and employers
    - Monitor program utilization and compliance
  - Assist with CDBG housing grant and loan programs
    - Respond to borrower and lender inquiries on existing loans
    - Assist the City's consultant on identifying and underwriting projects for new loans

- **Urban Design and Marketing      20%**
  - Update and produce marketing pieces for City-owned and strategic privately-owned development sites
    - Create print and digital marketing pieces for use on the City's and other allied agency websites
  - Collaborate with Progress Lakeshore, The Chamber, and MAVCB on marketing efforts
    - Serve on joint effort committees/boards with this shared goal
    - Regularly communicate with these allied agencies
  - Improve community and economic development web presence and resources; create and maintain social media presence
    - Review and update the City's Community Development content
    - Create and maintain social media sites specific to planning and community development
  - Produce concept plans, site plans, and 3d images
    - Utilize CAD, GIS, and Adobe Design Suite as appropriate
    - Provide graphic support to Community Development initiatives
    - Enhance site plans and maps produced by others where required
  - Assist with downtown design review activities for CDA; assist with administration of façade improvement program if available
    - Evaluate and make recommendations on façade design proposals
    - Monitor compliance on CDA and grant program approvals
  
- **Planning Projects      10%**
  - Monitor implementation of the City's comprehensive plan
    - Regularly review comprehensive plan goals, policies, and recommendations
    - Provide recommendations from the comprehensive plan on related City initiatives
  - Facilitate comprehensive plan amendments and updates
    - Process periodic amendments to the comprehensive plan when requested by developers/property owners
    - Assist with comprehensive updates to the comprehensive plan when such projects are initiated by the City (next due in 2019)
  - Assist with grant writing efforts
    - Assist with applications for various state, federal, and private foundation grants related to Community Development initiatives
  - Assist with blighted area redevelopment planning
    - Monitor and evaluate implementation of the City's existing redevelopment plan
    - Create additional redevelopment plans where directed by the Common Council and Community Development Authority

#### Skills and Abilities

- Working knowledge of planning and community development fields
- Basic knowledge of marketing and graphic design
- Adobe Design Suite required
- GIS and/or CAD desirable
- All other standard Community Development job description competencies

**Education and Experience**

- Bachelor's degree in planning, economics, community development, geography, or related field
- 1 to 2 years planning, economic development, community development experience required; 3 to 5 years preferred

**Cost and Source of Funding**

- Full time position at grade K, assuming family health and dental plans
  - Budget impact: \$79,954
- Use a portion of TID 13 housing programs extension
  - 25% available for other housing stock improvements programs
  - \$290,000 of annual revenue, therefore \$72,505 available
  - Proposal: use \$35,000 of TIF funds for this position
- Final budget impact: \$44,954

**Justification****Benefits of Business and Housing Development Planner position:**

- Fills a gap in downtown business and organizational support.
- Fills a gap in housing and neighborhood improvement support.
- Creates capacity to pursue plan implementation – from Downtown Master Plan to the Mayor's 22 Point Plan.
- Creates capacity for other CD staff to take on work that we have been outsourcing to consultants at a premium, from TIF work to long range planning.

**Why the Business and Housing Development Planner position is needed:**

- With the \$50 million downtown TIF district the City is creating, and the \$130,000 the City is directly investing in downtown planning right now, the City and downtown businesses will have a dedicated person to focus on implementing those plans.
- As the City's population and housing stock continue to age, there is a growing risk that neighborhood deterioration will accelerate. This position will staff the Sold on Manitowoc program and coordinate our blight elimination efforts for accelerated results.
- Expanding the impact of the Community Development Department helps improve future budget conditions for all other Departments by growing the City's tax base.
- The cost of the position to the general fund is offset by TIF housing program funds.