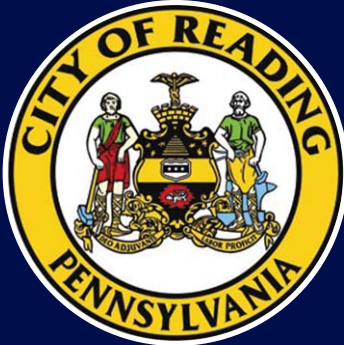


City of Reading, PA

Deputy Director of Community Development



Neher &
Associates®

The City of Reading

The Director of Community Development and the City Managing Director of the City of Reading are seeking a knowledgeable and experienced professional to fill the newly created position of Deputy Director of Community Development in this community of about 82,000 citizens. Initially incorporated as a borough in 1783, Reading became a city in 1847, and now ranks as the fifth largest city in Pennsylvania and the sixth largest municipality.

The City of Reading is the county seat of Berks County, Pennsylvania and the center of the Greater Reading Area. The City covers just under ten-square miles in southeastern Pennsylvania and is largely bounded on the west by the Schuylkill River, on the east by Mount Penn, and on the south by Neversink Mountain. Reading is approximately one and one-half hours from Philadelphia and two and one-half hours from New York (by auto). The City lent its name to the now-defunct Reading Railroad, which brought anthracite coal from the Pennsylvania Coal Regions. The railroad is one of four railroad properties in the classic English-language version of the Monopoly board game.

Reading was one of the first localities where outlet shopping became a tourist industry. The City's cultural institutions include the Reading Symphony Orchestra and its education project Reading Symphony Youth Orchestra, the Goggle Works Gallery, the Reading Public Museum and the Historic Society of Berks County. The Reading Pagoda, located atop Mount Penn, is also a popular recreational stop for tourists and residents and is the most visited attraction in Berks County. Residents also enjoy a variety of choices of outdoor activities and sports including the Reading Phillies (a double-A Eastern League baseball team), the Reading Royals (East Coast Hockey League Ice Hockey team), the Reading Express (an American Indoor Football League team), Reading United (Soccer), and Reading Buccaneers (Drum and Bugle Corps). Reading has more than six million visitors annually.

Five institutions of higher education are also located in Reading: Albright College, Alvernia College, Berks Technical Institute, Pace Institute, and the Reading Community College. The federal and state highways system allow good entry and egress to and from Reading and airline service is provided by the Reading Regional Airport (general aviation) with commercial service being provided with a short drive to Harrisburg International Airport, Lehigh Valley International Airport, and the Philadelphia International Airport.

In December, 2007, NBC's Today show featured Reading as one of the top four "Up and Coming Neighborhoods" in the United States as showing potential for a real estate boom based on areas for big change, renovations, cleanups of parks, waterfronts, and warehouses. The reviewer also noted Reading's

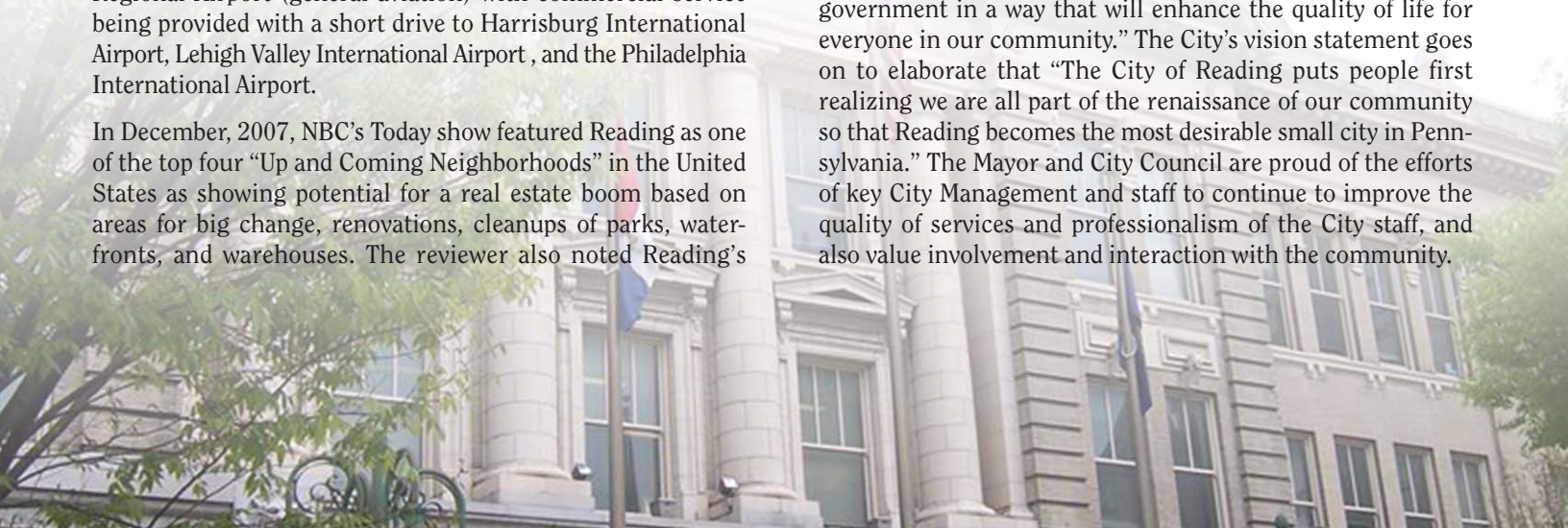
proximity to Philadelphia, New York and other cities. Today the overall community offers a wide range of housing from extremely modest to luxurious homes.

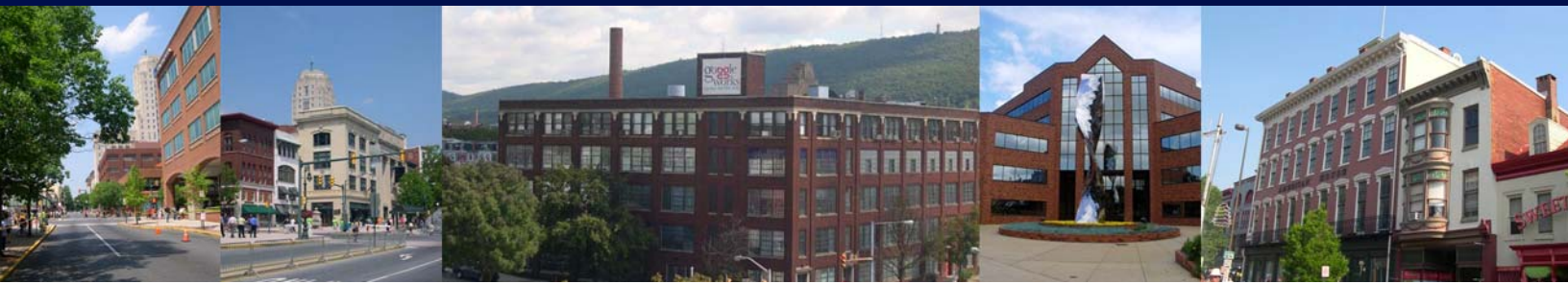
The City of Reading operates under a Home Rule Charter with a strong Mayor form of government. The new form of government was approved by voter referendum on November 7, 1993 and began in 1996. The Mayor is elected at large for a four year term and is accountable for the executive branch of City Government. There are also seven members of the City Council, six of whom are elected by districts and one (the Council President) is elected at large. The Council serves in overlapping four-year terms. The current Mayor is Thomas McMahon and the Council President is Vaughn Spencer. The Mayor is the Chief Executive Officer of the City and is responsible for enforcement of the laws of the Commonwealth of Pennsylvania and the ordinances of the City of Reading. He/she also has the authority to appoint all Department Directors with the confirmation of the City Council. The City Council is charged with the responsibility of developing legislative initiatives and budget priorities. It also oversees the performance of the management of the government to improve delivery and outcomes and monitors spending to ensure compliance with the approved budgets and financial plans of the City.

The City of Reading was designated a financially distressed municipality under Pennsylvania's Financially Distressed Municipalities Act, also known as "Act 47," on November 12, 2009. Act 47 provides for the restructuring of debt of financially distressed municipalities; allows for the levying of taxes not normally authorized and/or at rates above statutory maximums, provides for an outside consultant to review the municipalities finances, prepare a recovery plan, and give assistance in the implementation of the recovery plan; authorizes municipalities to participate in Federal debt adjustment actions; and provides for consolidation or merger of contiguous municipalities to relieve financial distress.

Public Financial Management in Philadelphia was assigned to prepare Reading's recovery plan and after much Community, City, County, and Commonwealth input, the final version of the recovery plan was adopted by City Council on June 11, 2010.

The mission of the City is to "Provide responsive dynamic government in a way that will enhance the quality of life for everyone in our community." The City's vision statement goes on to elaborate that "The City of Reading puts people first realizing we are all part of the renaissance of our community so that Reading becomes the most desirable small city in Pennsylvania." The Mayor and City Council are proud of the efforts of key City Management and staff to continue to improve the quality of services and professionalism of the City staff, and also value involvement and interaction with the community.





The Position

A new position in the Department of Community Development, the Deputy Director is responsible to the Director of Community Development for the administration of the Divisions of Planning, Historic Preservation, Zoning, Property Maintenance/Codes and Buildings & Trades.

The Deputy Director manages personnel within the Divisions noted including hiring, training, work supervision, problem solving and counseling. He/she is also responsible for the facilitation, creation and day to day implementation of the City Housing strategy.

The overall Community Development Department provides leadership in Neighborhood Planning, Economic Development, Land Development and Subdivision Review and Historic Preservation. This includes responsibility for review of proposed development activity to determine compliance with City regulations for subdivisions, land development, historic development and zoning; neighborhood target programs to identify planning objectives for neighborhoods throughout the City; administration of the Community Block Grant (CDBG), Home Investment Partnership (HOME), and Emergency Shelter Grant (ESG) programs. Activities funded by these programs include a variety of public improvements, public services, economic development actions, and housing and planning activity. The City of Reading has a 2010 adopted expense budget of approximately \$836,000 for the Community Development Department. The overall Department has and approved staffing for 2010 of 18 which is projected to grow to 41 positions in the 2011 budget. The Deputy Director is responsible for the majority of these employees.

Typical duties and responsibilities of the position include:

- Plans, organizes directs and supervises the services, programs and activities of the Planning Division, Zoning, Property Maintenance/Codes, and Buildings & Trades; facilitates interface with zoning, codes and planning, and provides leadership in the City Housing strategy.
- Works to continuously improve the Trades Program in order to maintain structural integrity and safety considerations for all City residents and ensures planning reviews of proposed development including subdivision, land development, historic preservation and zoning.
- Works closely with the Department Director and has frequent interaction with other departments in the City, as well as with various associations and individuals in the business community to promote good communication and service delivery.

- Interacts with public service agencies and citizens groups, and confers with architects, engineers, developers, consultants, and the public on planning and development matters including receiving and responding to inquires, concerns, and complaints regarding planning projects and other functions.
- Provides advice and assistance to the City Council, Planning Commission, Zoning Board, Trades Division, and other bodies in matters pertaining to City planning.
- Develops, implements and evaluates goals and objectives, policies and procedures, program guidelines, and short and long range plans for the divisions.
- Monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures including opportunities for improvement.
- Assists the Department Director to ensure that the policy decisions are implemented efficiently and that priorities, strategies and timelines are met.
- Assists the Department Director in preparation of Division and the Department annual budget, and in recommending appropriate service and staffing levels within available resources.
- Helps to identify revenue sources to fund new and existing programs.
- Assumes other duties and responsibilities as assigned by the Director.

Issues, Challenges, and Opportunities

Challenges/opportunities include:

- Revitalization and redevelopment of the Reading residential and commercial areas including involvement in rehabilitation and vacancy issues in many neighborhoods.
- Assisting with the transition, and assuming leadership of the Property Maintenance/Code Enforcement functions and staff from the Police Department to the Community Development Department.
- Assist with Departmental response and follow-up to the Act 47 Municipal Financial Recovery Program including such items/issues as: Process Improvement, Community/Development Department Integration, Improving the Downtown Streetscape, Strengthening Neighborhoods, Implementing Comprehensive Planning in Target Neighborhoods, etc.
- Other challenges and opportunities include continuing to maintain high professional service standards of the Department and Division staff in the face of current revenue shifts.

The Candidate

Education and Experience

- Possession of a four-year college or university undergraduate degree or Masters Degree in Urban or Regional Planning, Public/Business Administration, or a closely related field and
- Five or more years of progressively responsible experience or ten or more years with any combination of education, training and experience that provides the required knowledge, skills, and abilities to perform the essential functions of this position.

Knowledge, Skills and Abilities

The successful candidate will have strong team building, leadership, and communication and public relations skills, as well as the ability to work well with the community.

This person should also have knowledge/skills in:

- Advanced principles and practices of urban planning and development.
- Research methods, trends, recent developments, current literature, and sources of information related to urban growth and development.
- Pertinent federal, state, and local laws, codes, ordinances and regulations.
- The principles and practices of public administration, finance and budget preparation and control.
- An understanding of municipal government or other organizations of similar complexity.
- Public management practices including human resources, employee supervision, training and performance evaluation, planning, community relations, organization management, and communications.

In addition, he/she should be able to:

- Work effectively in a community environment with diverse ethnicity and interests.
- Establish and maintain effective working relationships with a wide variety of people, including members of the public, business, staff and colleagues, City elected and appointed officials.

Management Style and Personal Traits

The successful candidate will be someone who is not afraid of challenge, enjoys public contact and interface, and is professional and collegial.

The person should be a good analytical thinker and strategic planner who is people friendly, communicates well, and has a strong customer service orientation.

The selected individual must also have a high degree of integrity, and be able to establish clear direction and consistency in code & zoning process as well as in planning and other services. He/She should also be a strong decision maker and team builder.

Finally, the person selected should truly enjoy the complexities of local municipal planning and community development. He/She should be a believer in quality service, provide good follow-through, establish collaborative partnerships to maximize resources, and be a strong advocate to initiate and support programs that revitalize neighborhoods and the business community.

Compensation

The salary range for this position is currently \$65,000 to \$75,000. The City of Reading also offers a competitive fringe benefits package. Details are available upon request.

How to Apply

If you are interested in this outstanding opportunity, please submit a detailed resume as soon as possible to:

Robert Neher, Jr., President or
Raymond Massie, JD, Vice President

Neher & Associates

299 Westlake Drive
Suite 200
West Sacramento, CA 95605
Telephone: (916) 443-2421
Facsimile: (916) 443-5949

Applications are preferred electronically at:
robertneher@executivesearchneher.com

Should you have any questions with regard to your own interest, or a recommendation of a colleague, please contact us at the numbers above. Leading candidate applications will likely be reviewed with the City in late December to early January.

An Equal Opportunity/AA Employer.

