



CITY OF BASTROP, TEXAS

# Planning Director







## **CITY OF BASTROP, TEXAS**

### **PLANNING DIRECTOR**

#### *THE COMMUNITY*

Known as the “Heart of the Lost Pines,” Bastrop, Texas, is a unique community that couples historic small-town charm with big-city amenities and an exceptional quality of life. The City covers approximately 9.4 square miles and is the county seat of Bastrop County. Bastrop is strategically and centrally located on State Highway 71, with convenient access to Austin-Bergstrom International Airport, and within an easy distance of three major metropolitan areas. With Austin just 30 miles to the west, Houston two hours southeast, and San Antonio one-and-a-half hours to the southwest, Bastrop is in an advantageous position for cultural and economic development.

Bastrop is among the oldest towns in Texas. Originally the site served as a meeting ground for the Tonkawa and other Southwestern Indians. It also provided a vital Colorado River crossing on the Old San Antonio Road, a major part of the El Camino Real de los Tejas. The area was settled in 1804 and

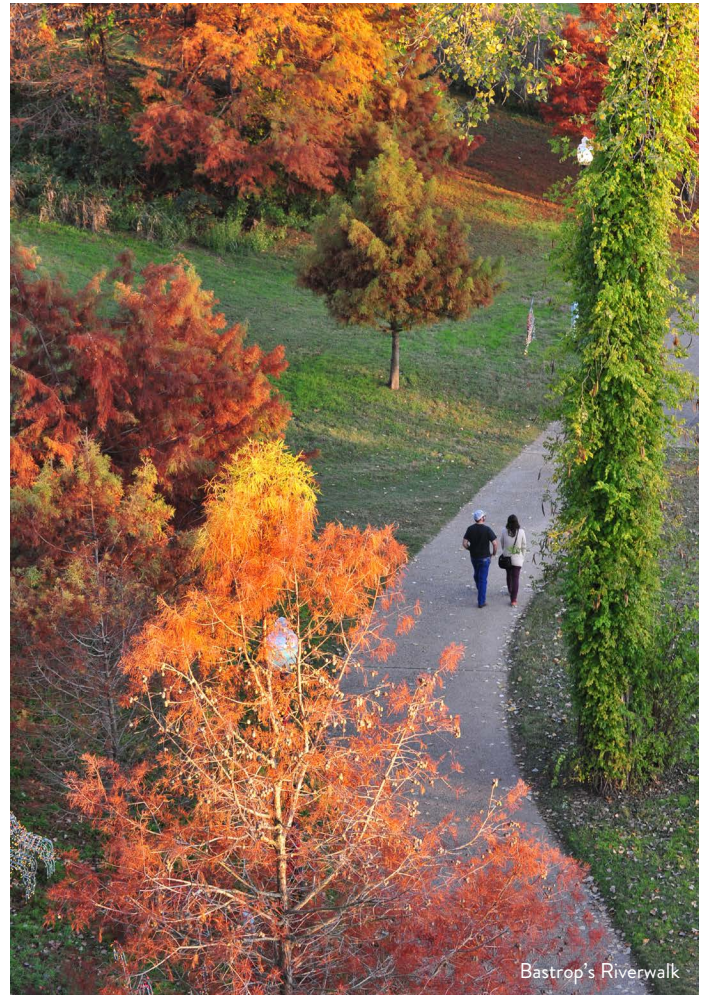
the City was officially established on June 8, 1832. Bastrop founder Stephen F. Austin named the City for his longtime friend and co-worker, the Baron de Bastrop. The City takes pride in its cultural heritage. A rich harvest of classic Texas folklore and well-preserved architecture and artifacts provide a glimpse into Bastrop’s past.

Today, this dynamic city is growing. With a current population of approximately 8,600, Bastrop proudly preserves its historic past while embracing the challenges of modern-day growth and economic needs. It has been named an official Texas Main Street City by the Texas Historical Commission, a designation that helps the City preserve its past, as well as promote responsible growth. The 2010 census showed the City of Bastrop’s population increased 30.93% from the previous census in 2000. It is estimated the City has grown an additional 20.14% since 2010. The projected population for 2021 is 9,345. It is important to note that many individuals who are part of the Bastrop community do not live within the City limits, but do use City services such as the Bastrop Public Library. The City has about 18 square miles under annexation agreements and an additional 154.7 square miles of extraterritorial jurisdiction. Austin was named the



Number 1 place to live in the U.S. News and World Report, which will have a direct impact on the growth that Bastrop will experience throughout the next decade.

Bastrop's tranquil setting amid the natural beauty of Central Texas' Lost Pines region includes extensive Colorado River frontage and abundant recreational opportunities. The Colorado River runs through Bastrop and is perfect for kayaking, canoeing, and fishing. The El Camino Real Paddling Trail is about six miles long and runs from Fisherman's Park to a take-out point near Tahitian Village. Other nearby attractions include three golf courses, two state parks, a nature preserve, Lake Bastrop, and the world-renowned Hyatt Regency Lost Pines Resort, which draws many tourists from all over the world who were previously unaware of this charming little town. Encouraged by the extremely positive response from these visitors, the City has added several community events that attract tourists from all over the state. Annually, Bastrop plays host to numerous events, such as, the Patriotic Festival, Homecoming & Rodeo, Halloween Festival, Veteran's Day Car Show, Juneteenth Celebration, and Lost Pines Christmas, which features a Wine Swirl, Lighted Parade, River of Lights, and historic home tours. Several events are hosted on the Colorado River throughout the year, including the Colorado River 100 and the SUP Cup. Downtown Bastrop represents a unique blending of the old and new. Nestled on the banks of the Colorado River, the historic district is filled with a variety of shops and restaurants. The historic ambiance of downtown is complemented by nearby neighborhoods containing over 130 historical sites. At the First Friday Art Walks, downtown businesses have



Bastrop's Riverwalk

wine and snacks for visitors, and the Lost Pines Art League hosts their featured artist of the month, with live music and entertainment provided.

Bastrop's proximity to Austin makes it easy to take advantage of the abundant recreational and cultural activities offered there, including the new NLand Surf Park —North America's first surf and wave park — as well as Formula 1 racing, Austin City Limits, and SXSW.

As part of a greater metro area of more than 2 million people, Bastrop has experienced tremendous economic growth and is poised for future growth and development. AEI Technologies has relocated its medical equipment manufacturing facility from Pittsburgh, Pennsylvania. Seton Medical recently announced they will be building a new medical facility within the City. The Coghlan Group, a Bastrop-based company



Bastrop City Councilman Bill Peterson





Snow day in Fisherman's Park.

District, which has an enrollment of over 10,000. Bastrop ISD's boundary covers an area of nearly 450 square miles and includes the communities of Bastrop, Cedar Creek, Red Rock, Rockne, Paige and vast rural areas of Bastrop County. The District's Colorado River Collegiate Academy was one of only 400 institutions that earned all possible Academic Distinctions in 2016, with other schools in the district earning distinctions in social studies, science, math, and postsecondary readiness.

The cost of living in Bastrop is 8.4 percent lower than the overall U.S. average. The City has a median income of \$46,363 and average home value of \$163,783.

specializing in the handling of clinical trial material, recently moved into a new 60,000 square-foot building. Wholesale electrical parts distributor, Elliott Electric Supply, recently opened its new facility in the Bastrop Business and Industrial Park. Major area employers include Bastrop Independent School District, Hyatt Regency Lost Pines Resort, Bastrop County, MD Anderson Cancer Center, Walmart, Bastrop Federal Correction Institute, and H.E.B. Food Stores.

There are several major development projects currently underway. Construction has begun on Pecan Park, a 312-acre mixed-use development. The master-planned community consists of 530-plus home sites on 230 acres along the Colorado River, plus the 70-acre commercially zoned Pecan Park Center. The Bastrop Fine Arts Guild recently opened the Lost Pines Art Center and Sculpture Garden at the sight of the historic Powell Cotton Seed Mill on Chestnut Street. The 9,000 square-foot building includes a state-of-the-art gallery, classroom spaces, artist studios, gift shop and a wine/coffee shop.

Area students are served by Bastrop Independent School

## GOVERNANCE & ORGANIZATION

The City of Bastrop is a home rule city with a council-manager form of government. The City Council consists of the Mayor and five Council Members, all elected at-large, who serve three-year terms limited to six consecutive years. The Council appoints the City Manager, City Attorney, and the Judge of the Municipal Court.

The City of Bastrop has an annual budget of over \$42 million and 125 employees. The City's ad valorem tax rate is \$0.564 per \$100 of assessed valuation.

## ABOUT THE DEPARTMENT

The Planning Department helps ensure the community develops in a safe, efficient and attractive manner. The Department strives to achieve quality development, while preserving the strong historic character of the downtown area. The Department is also involved with the City's long-range planning efforts to encourage new development and redevelopment that advances Bastrop's vision for the future. The Department has an authorized staff of four, and an FY 18



The MS 150 bike ride brings 15,000 through Bastrop every April.

budget of \$466,000.

The Planning Department serves three major functions:

- Long Range Planning. The Department is responsible for overseeing the implementation of the City's Comprehensive Plan, which was adopted in 2016. It also participates in a variety of planning and special projects, including feasibility studies, utility rate analyses, and transportation plans.

- Zoning and Development Review. In coordination with the Engineering and Development Department, the Planning Department oversees the administration of the City's development-related ordinances and procedures. It serves as liaison to several municipal boards, including the Planning and Zoning Commission, Zoning Board of Adjustment, and the Historic Landmark Commission. The Department also leads the development application and review process.

- Geographic Information Systems (GIS). The Department provides mapping, addressing, and asset management services to customers and other City departments. It maintains the official Bastrop Zoning Map, as well as demographic information.

### COMPREHENSIVE PLAN 2036

In 2016, the Bastrop City Council adopted a Comprehensive Plan that outlines a strategic plan to address the physical and economic needs of the community. It provides a framework for a managed-growth approach to development, while protecting the historic character and natural features unique to Bastrop. The complete plan document can be found on the City's website at [www.cityofbastrop.org](http://www.cityofbastrop.org).

The Comprehensive Plan builds on the strong community spirit of Bastrop to create an ambitious, yet realistic, plan for the future. Throughout its 20-year time horizon, the Plan provides measurable goals and objectives to support near-term priorities and identify long-range capital investments. It also provides the tools needed to incorporate new opportunities and respond to changes in the development landscape.

While much of the City's incorporated area remains undeveloped, the Comprehensive Plan provides an approach to encourage in-fill development and renovation of existing uses within and around the City's downtown area. It also discusses the growth opportunities along the Highway 71 corridor and the efforts needed to manage growth in these areas. The Plan received a Comprehensive Planning award from the Central Texas Section of the Texas Chapter of the American Planning Association in 2017.



Citizens participate in Bastrop's Comprehensive Plan.

### BASTROP FORM-BASED CODE

In 2015, the Bastrop City Council adopted a Form-Based



# PLANNING DIRECTOR

# THE POSITION

Code to provide a clear and vibrant vision for Downtown Bastrop. This comprehensive long-term vision takes advantage of Bastrop's regional location and historic fabric to transform it into a true urban neighborhood, anchoring existing and new local and regional businesses with civic and arts destinations.



The Code provides the regulatory tools for new development and redevelopment consistent with the Illustrative Vision for Downtown Bastrop as a mixed use, walkable destination for both residents and visitors.

Since the Form-Based Code's adoption in 2015, several residential and commercial projects have been successfully built using its standards and guidelines. In 2015, the Planning

Department received the Current Planning Award by the Texas American Planning Association for its efforts in preparing the Code. The City of Bastrop was recognized for planning excellence in municipalities at the 2017 Annual Conference of the Texas Chapter of the American Planning Association.

## *ABOUT THE POSITION*

Under the supervision of the City Manager, the Director of Planning directs, organizes, and oversees all leadership and management activities for the Planning Department. The Director is responsible for setting goals and objectives and reviewing and approving employee actions for the various activities within the Department, including assisting the public and development communities, reviewing development applications, preparing and presenting staff reports to various boards, commissions and the City Council, and providing assistance to other city departments.

This position has the responsibility for oversight of managing boards, commissions, and committees; making recommendations to management and Council; working with community organizations and private industry; and developing alliances to identify and complete goals. Other duties include but are not limited to, implementing strategic goals identified by the City Council, facilitating operations of



Live music at Neighbors Kitchen & Yard.



state and federal programs, and creating affordable housing opportunities.

## LEADERSHIP AND INNOVATION

The candidate selected as Planning Director will be expected to take a talented and highly skilled departmental workforce to the next performance level, creating a culture of excellence, employing best practices, and promoting continuous improvement. Ensuring that the needs of residents will be met with the highest degree of professionalism and outstanding customer service will be an on-going priority.

Although the most important and time critical priorities for the incoming Director of Planning are outlined in the Work Plan, a multitude of other issues must also be addressed by the selected candidate:

- Promotion of growth and development
- Beautification of gateways and major transportation corridors
- Historic preservation
- Development of affordable housing
- Improvement of the quality of life in Bastrop overall

## IDEAL CANDIDATE

The Planning Director will be a strong, creative, collaborative, and results-driven leader with an entrepreneurial spirit who has the skills and abilities to strategically facilitate the City's

evolution into a uniquely livable and sustainable community. The selected candidate will be a visionary, but grounded planning professional with a bias toward action who will passionately, artfully, and often personally champion high priority City initiatives.



The person selected to lead the Planning Department will be a subject expert in planning, zoning, subdivision development, building code administration, and code enforcement. They must also have advanced economic development skills and the ability to properly administer federal grant programs. The incoming Planning Director will be expected to promote growth and business development while ensuring that City policies and personnel are “development and business friendly” without compromising quality or public safety.



The Planning Director will be a solutions-oriented critical thinker, who is willing to take well-reasoned risks. The ideal candidate will be politically astute, but never political, and always model the City's stated values. The Director must be a good listener with exceptional oral and written communication skills. The ability to bridge communication gaps with calm, tactfulness, and diplomacy is important. The person selected must also be a highly effective negotiator and mediator, who can build consensus and forge



County Judge Paul Pape sings at the Farm St. Opry

strategic partnerships, internally as well as externally.

The individual selected will have the ability to unite the Planning Department with a shared sense of purpose, promote teamwork, fully articulate expectations, delegate responsibility with clarity, and create a culture of accountability. The Director will lead by example, coach as well as mentor subordinates, and frequently play a hands-on day-to-day roll in service delivery. The ability to establish and maintain positive, trusting, and highly productive relationships within and outside the City of Bastrop organization is essential. The ideal candidate will ask how we can, not why we can't.

## EDUCATION, EXPERIENCE AND SKILLS

Candidates must:

- Have a Bachelor's Degree with major course work in Urban Planning, Public Administration, Business Administration, or related field.
- A Master's degree in Urban Planning or a related field is preferred.
- American Institute of Certified Planners (AICP) certification is also preferred.
- Have extensive knowledge in the principles and practices of urban planning and seven (7) to ten (10) years of experience in urban planning, preferably in a municipal environment, of which at least five (5) must be in a managerial capacity. Experience in excess of ten (10) years is preferred.
- Be knowledgeable concerning Federal, State, and local laws and regulations as they apply to urban planning and development.
- Have an understanding of Historical Preservation and a vibrant downtown revitalization program.

- Have a strong background in the development and redevelopment process.
- Have experience in administering a form-based code is preferred.
- Have a record of innovation, addressing policy issues creatively, with an entrepreneurial spirit, and with a view toward synergies with other departments and stakeholders.
- Have demonstrated experience in development and implementation of comprehensive plans, small area plans, and major revisions in development regulations.
- Possess strong presentation skills with the ability to convey complex and technical information to elected officials, stakeholder groups, and City staff.
- Be an effective communicator, orally and in writing, and possess strong negotiation skills.
- Be familiar with information technology applications used in the urban planning and development fields.

## MANAGEMENT STYLE AND PERSONAL TRAITS

The successful candidate should be:

- One of integrity who practices an open style, embracing and welcoming community engagement, viewing stakeholders as partners in problem solving and service delivery, and dealing with all in a professional, fair, straightforward, and responsive manner.
- Customer focused, who actively gathers information about customer needs, suggestions and feedback.
- Naturally collaborative, with a desire and ability to be able to work effectively with City management, departments, employees, neighborhood groups, and other stakeholders.
- A self-starter, able to take a project or initiative from start to finish.
- Able to think in innovative and creative ways, challenging self and the organization to set high expectations.





- Willing to question the status quo and be a force for constructive and positive change.
- A calm, disciplined leader and manager with the ability to distill information into clear direction and policy; be a critical thinker who brings a strategic approach to programs and problems.
- Has a high degree of self-confidence, an ability to make and explain unpopular decisions, and an ability to handle criticism in a professional manner.
- Able to lead and motivate by personal example, encouraging high standards of performance, productivity, and ethical conduct from all Department personnel.
- A leader who is engaged, who actively manages his/her department, and who is an effective member of the City's management team.
- A leader who champions diversity in the workplace and is committed to making progress in enhancing diversity in the department.
- One who is patient, resilient, and visionary leader with the ability to focus on the "big picture" and to anticipate, rather than react to problems and opportunities.

## COMPENSATION & BENEFITS

Salary Range: \$83,969 -- \$121,611, depending on qualifications and experience. In addition to a competitive salary, the City of Bastrop provides a generous benefits package that includes a mandatory retirement plan through Texas Municipal Retirement System (TMRS) at a 6% employee deposit rate with a municipal matching ration of 2:1, a voluntary 457 plan, as well as comprehensive medical coverage, life insurance, paid vacation, paid sick leave, and 12 paid holidays.

For more information on this position, contact:  
Tanya Cantrell, Human Resources Director  
tcantrell@cityofbastrop.org  
Phone: 512-332-8812

The City of Bastrop is an Equal Opportunity Employer and values diversity in its workforce. Applicants selected as finalist for this position will be subject to a comprehensive background check and drug/physical screening.



'Table on Main' in Downtown Bastrop.