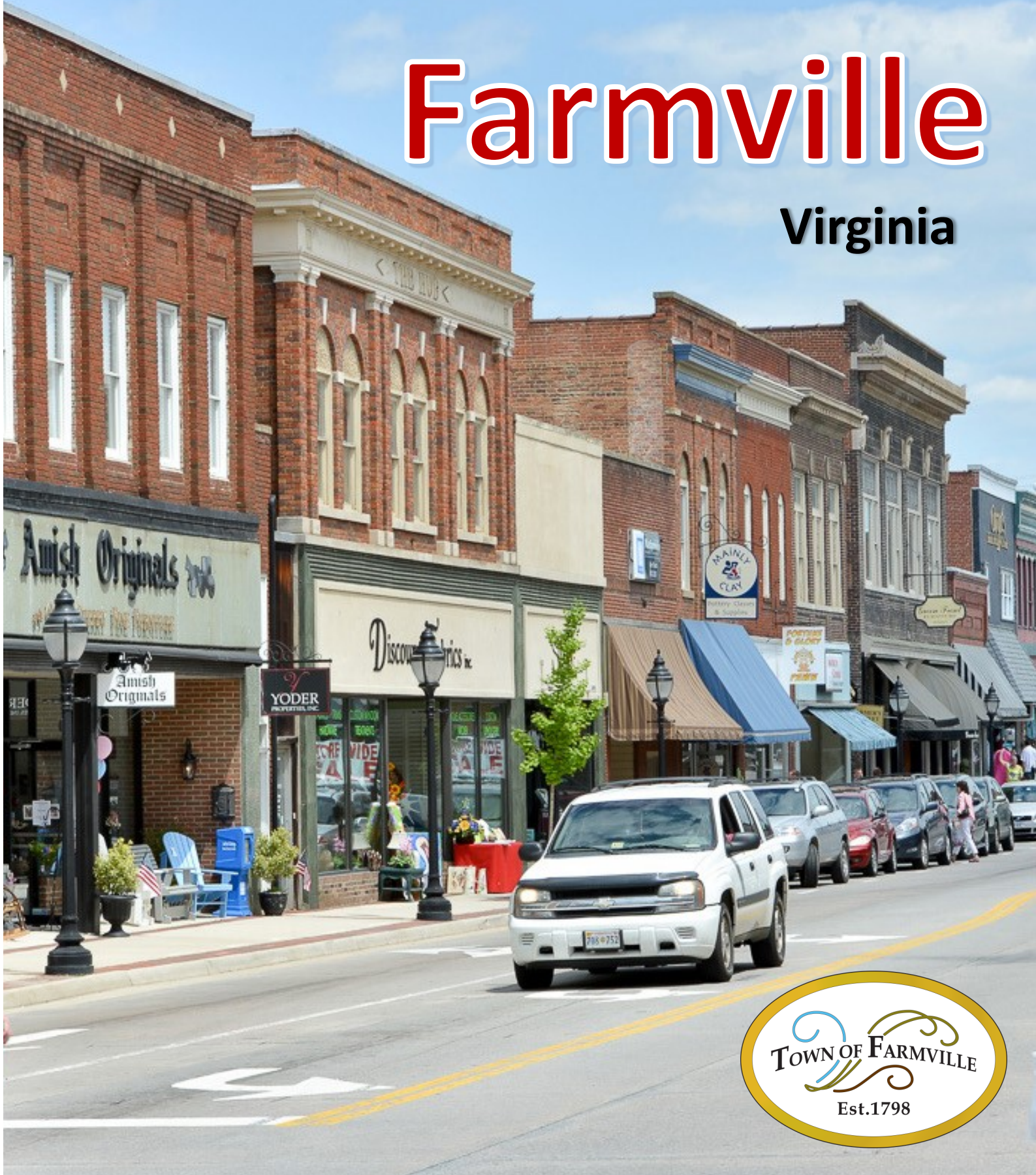


Director of Community Development Recruitment Profile

Farmville

Virginia





TOWN OF FARMVILLE

The Town of Farmville is seeking an experienced local government planning professional to serve as Director of Community Development. The Director of Community Development reports to the Town Manager and is responsible for managing all Town planning, building, zoning compliance, and other community development operations.

This recruitment profile provides background information on the community, its government operations, and its aspirations. It also outlines the qualifications, experience and characteristics determined to be necessary and desirable for success as the Director of Community Development.

Qualified candidates are encouraged to submit a cover letter and resume, with salary expectations and professional references, via email to Margaret M. Schmitt at mschmitt@farmvilleva.com



Farmville, VA

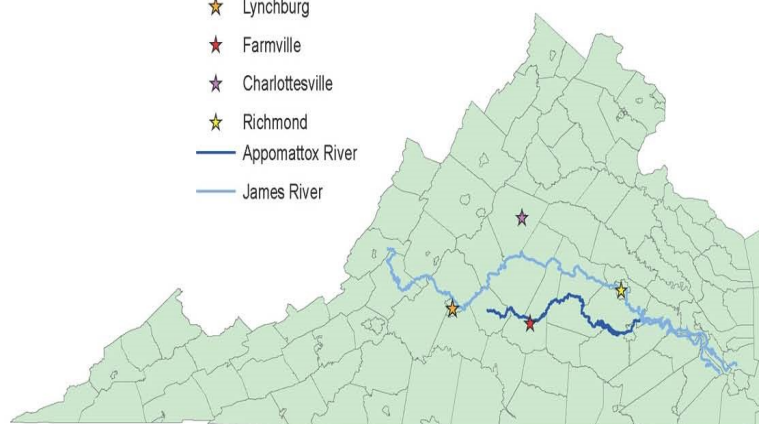
Community Background

The Town of Farmville is a center of trade, education, law, and finance for a seven-county area that makes up “Virginia’s Heartland.” Its residents describe it as “unique, vibrant, successful, and friendly;” “charming, yet progressive;” and, “possessing a sense of excitement and high expectations.” The Town is located in both Cumberland and Prince Edward Counties, at the intersection of Routes 15 and 460, in the Piedmont area of South-Central Virginia. The largest municipality between Richmond and Lynchburg, Farmville is within an hour of both, as well as an hour from the Charlottesville metropolitan area.

Farmville is one of the oldest two-college towns in the country. It is home to both Hampden-Sydney College and Longwood University. The Town of Farmville can justifiably claim to be, “Where the Civil War ended, and Civil Rights began.” It sits along “Lee’s Retreat,” a 100-mile, self-driving tour that traces the path of the opposing armies from Petersburg to Appomattox. High Bridge Trail State Park and Sailor’s Creek Battlefield Historical State Park commemorate two of the final battles of the Civil War.

Legend

- ★ Lynchburg
- ★ Farmville
- ★ Charlottesville
- ★ Richmond
- Appomattox River
- James River



The town is also a part of the Civil Rights in Education Heritage Trail with the Robert Russa Moton Museum telling the story of a 1951 student strike that became a part of the Supreme Court’s historic ruling for desegregation in Brown v. Board of Education and helped to ignite the Civil Rights era. The former Moton High School is a National Historic Site and Virginia’s only civil rights museum, a thriving entity that honors and shares the community’s important civil rights history to a steadily increasing stream of visitors from around the region and nation.

Farmville’s vibrant and inviting downtown is characterized by historic buildings and unique shopping and dining experiences. A wide variety of shops, many offering locally crafted products,

cater to residents and tourists alike. Green Front Furniture and the Appomattox River Company bring visitors from across the Commonwealth to shop in downtown Farmville. The Farmville Farmers' Market is a popular destination to enjoy locally grown fruits and vegetables, meats, home-baked goods and hand-crafted items. The Town is a Virginia Main Street community, administered by "Farmville Downtown," a non-profit organization of local stakeholders with the mission of bringing together the residents, merchants, and students of Farmville to preserve downtown's role as the center of the historic community, and to plan for the future of Farmville as an exciting and profitable place to live, learn, open a business, and visit. The Farmville Industrial Development Authority works with Town officials and staff to attract and retain business in Town.

Opportunities for outdoor adventure abound in the Farmville area. The High Bridge Trail State Park, a thirty-one-mile trail for hiking, biking or horseback riding goes right through the town and offers a dramatic view from its bridge 125 feet above the Appomattox River. Wilck's Lake, a 150-acre natural area, including a 55-acre lake, is the head of the 4.5 mile Farmville Blueway, a protected stream corridor maintained for recreational canoeing and kayaking, that traces a path across the lake, into Buffalo Creek, and down to the Appomattox River with a take-out at Riverside Park. Local outfitters can provide bike, canoe, and kayak rentals. Three other nearby state parks and three state forests are also available for outdoor enthusiasts of all interests.

Farmville students attend Prince Edward County public schools, located just south of town. Fuqua School, a private, pre-kindergarten – 12th grade college preparatory school with a student population of more than 500 students from 13 counties, is also located in Farmville. Southside Virginia Community College offers post-secondary educational opportunities through a wide range of technical, vocational, and community service programs. In addition to Longwood University and Hampden-Sydney College, prominent state universities, The University of Virginia and Virginia Commonwealth University, and other private institutions are within an hour's drive of Farmville.



Farmville's population of 8,452 (2017) is approximately 67% white, 24% African American, 7% Hispanic and 1% Asian. Its demographics are heavily influenced by Longwood University students. The Median Household Income is \$36,703 (2017) and the poverty rate is 35.9%, both reflecting a high proportion of students. Regional employment is focused on higher education, public administration, health care, and lodging, food and retail services. Southside Community Hospital, an 86-bed, not-for-profit facility operated by Centra Health, provides healthcare to residents of the region.

Town Services and Government

The Town is governed by a seven-member Town Council and a popularly elected Mayor. Council appoints the Town Manager who is responsible for the day-to-day operations of the town government, appoints and supervises employees, implements policies and addresses priorities adopted by Council.

The Town of Farmville provides an array of municipal services complementing the more broadly delivered services, such as public education and social services, provided by Prince Edward County. Services include general government administration, public safety, public works, parks, recreation, and community development. The Town also owns and operates a municipal golf course and regional airport. Town staff provide planning and zoning, building inspection, and erosion and sediment control services. The Farmville Area Bus also operates the Prince Edward County Transit (PERT) serving designated areas of the county. The Farmville Area Bus Paratransit Service is available to anyone who, because of a disability, is unable to use the fixed route transit system.

The Town of Farmville has 155 full and part-time employees, with an annual budget of approximately \$22.2 million, including a General Fund budget of \$13.5 million, a Street Maintenance Fund budget of \$1.7 million, a Water Fund of \$1.8 million, a Sewer Fund of \$2.2 million, an Airport Fund of \$1.7 million and a Transportation Fund of approximately \$1.1 million.



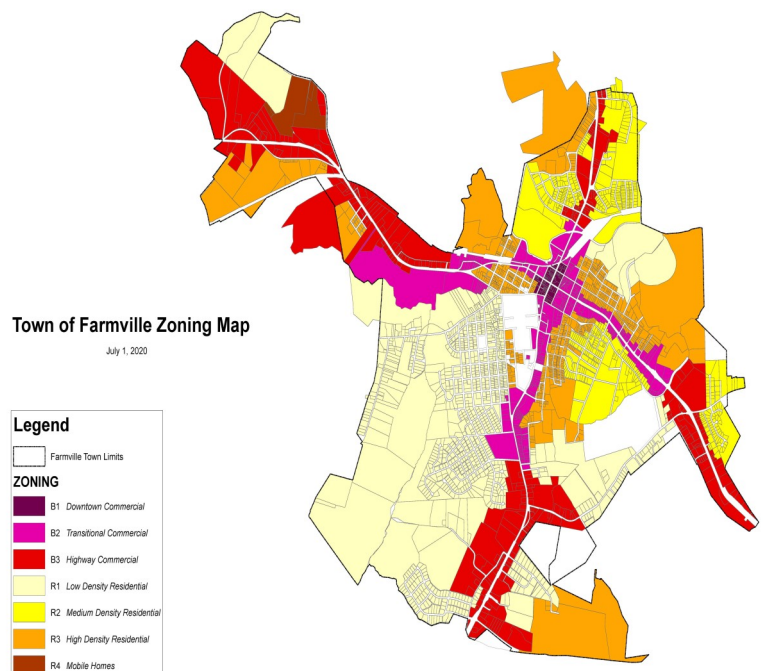
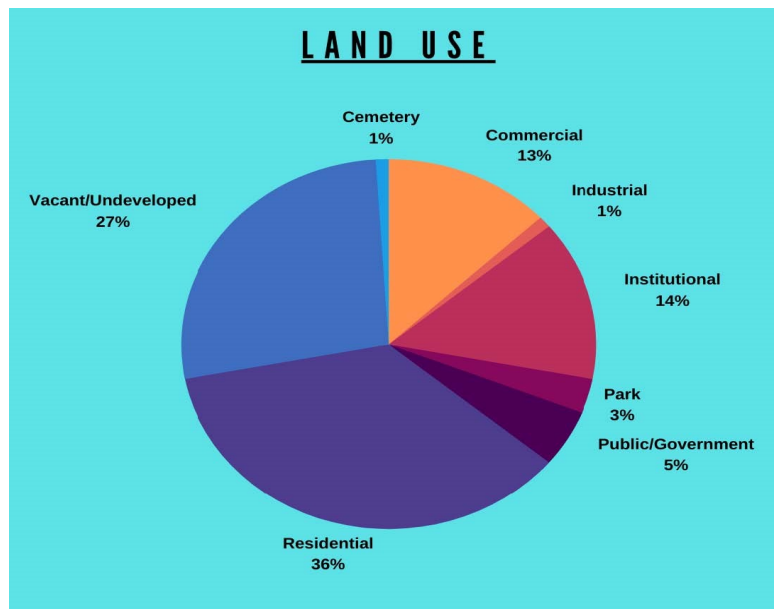
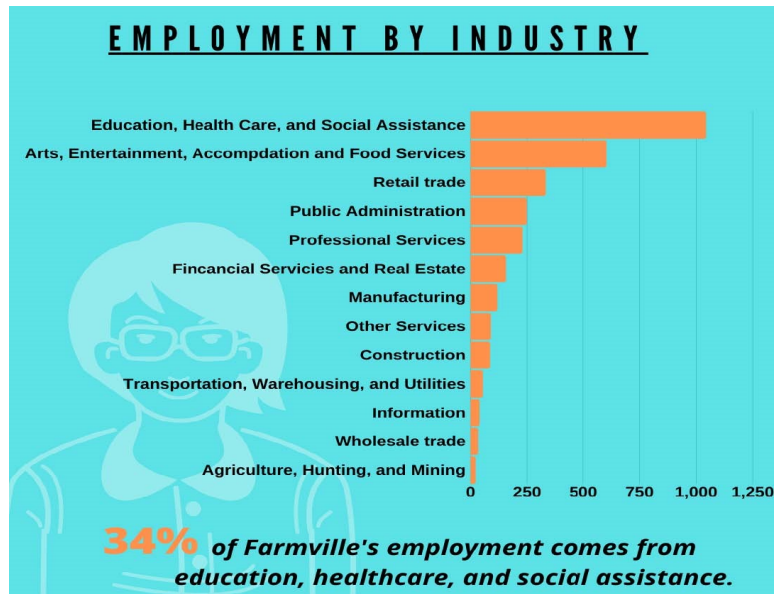
The Position

The Director of Community Development works under the general supervision of the Town Manager and manages the functional areas of Planning & Zoning, Survey, Building Inspections, GIS, Farmville Area Bus and Farmville Regional Airport as well as supporting the Planning Commission. The Director provides oversight of the Town's Long-Range Planning and Current Planning processes. The Director supervises a variety of staff including the Building Official, Surveyor, GIS Analyst, Transit Manager and others.

Challenges, Issues & Opportunities

An immediate challenge and opportunity for the successful candidate will be filling a newly funded position. There is a need for strong leadership and guidance of employees in the community development department.

- There is the opportunity to work with the Town Manager on reviewing current processes and plans.
- Implementing a new comprehensive plan
- Developing a database of existing short-term rentals
- Forming a new application form for short term rentals
- Working with developers
- Working with existing businesses
- Working with a local housing coalition
- Evaluate the use of planned unit developments as a zoning opportunity





Position Profile

Director of Community Development

Qualifications, Education & Experience

The following education and experience factors are the expected qualifications for successful performance:

- Bachelor's degree from a four-year college or university with a major in public administration, planning, architecture, urban design, geography, business administration, or a related field; Master's degree is preferred.
- Five years of increasingly responsible technical and managerial experience in community development, planning, or closely related field and some experience in economic development.
- AICP certification and Certified Zoning Administrator (CZA) designation are preferred.
- Demonstrated ability to interpret, explain, and apply applicable laws, codes, regulations, and design standards.
- Ability to prioritize, organize, and manage multiple projects.
- Demonstrated ability to work successfully in a team environment, functioning for the good of the organization over the individual.
- Customer-focused while understanding the impact of decisions on other departments' work.
- Ability to assess environmental cues and maintain situational awareness.
- Demonstrated ability to effectively manage people and programs, providing clear direction and establishing accountability.
- Model strong work ethic and commitment to the community.

Personal Traits and Desired Characteristics

- Absolute integrity, ensuring ethical, equitable, honest, fair, open, and personable interactions with the Town Council, Town Manager, Town employees, and the community.
- Professionally competent, with confidence tempered by humility.
- Excellent communication and interpersonal skills, including the ability to listen and understand differing views.

Performance Expectations

- A commitment to open and transparent government; promoting a positive and interactive relationship with Town officials, employees and stakeholders.
- Effective verbal and written communications with all stakeholders; presenting information in a form understandable to various audiences.
- A focus on promoting intra and interdepartmental communication, cooperation, and collaboration.
- Fair and equitable treatment of department employees and a demonstrated commitment to staff development, support, and accountability.

Compensation & Benefits

Compensation for the Director of Community Development will be competitive, depending on qualifications and experience. The successful candidate will be provided the Town's benefits package including the Virginia Retirement System (VRS), health/dental/vision insurance, paid time off, professional development support, and other benefits provided Town employees.

Application Process

Initial review of candidates will begin on September 1, 2021, with an anticipated hire date of October 1, 2021. It is anticipated that preliminary interviews with select candidates will be conducted in early September. Timely submittal will ensure the most advantageous review. To be considered, please submit a cover letter and resume, with salary expectations and professional references, to Margaret M. Schmitt, via email at mschmitt@farmvilleva.com.

Questions may be directed to:

Margaret M. Schmitt
HR Consultant
Town of Farmville
Email: mschmitt@farmvilleva.com
Mobile: (434) 851-5814

For Additional Information

Visit <https://farmvilleva.com/>



The Town of Farmville is an Equal Opportunity Employer