



# **PLANNING AND DEVELOPMENT SERVICES DIRECTOR**

City of San Marcos, TX



# The Community

Conveniently located in Central Texas between Austin and San Antonio, San Marcos truly is the center of everything. Founded in 1851 along the spring-fed San Marcos River, the city has a rich history dating back more than 12,000 years, with artifacts from ancient Native Americans discovered along its banks. Today, San Marcos offers a blend of natural beauty and modern convenience, with rolling hills, crystal-clear rivers, and outdoor activities like swimming, kayaking, and hiking at Purgatory Creek and Spring Lake.

San Marcos is home to Texas State University, bringing energy and educational opportunities to the community. The city also boasts the San Marcos Premium Outlets and Tanger Outlets — the largest outlet shopping destination in the Southwest. Its historic downtown features a thriving arts and music scene, with iconic venues like Cheatham Street Warehouse and the Texas Music Theater. Events like the Mermaid Festival and the Hill Country Jazz Festival add to the city's vibrant cultural life.

With a lower cost of living than the national average, San Marcos offers affordable housing and a family-friendly atmosphere. Its central location provides easy access to major cities while maintaining a laid-back, community-focused feel. Residents come from diverse backgrounds and are dedicated to a wide range of civic, cultural, and outdoor activities, making San Marcos not just a place to live, but a place to belong.

## Government

San Marcos operates under a council-manager form of government. The City Council holds the authority to enact local legislation, adopt budgets, and establish city policies. San Marcos is a home-rule city, giving it full power of local self-government, including the ability to amend its charter under Texas law.

The City Council consists of a Mayor and six Council Members elected at-large for staggered three-year terms, ensuring continuity in leadership. The Mayor serves a two-year term and represents the city at official functions while working with the Council to set strategic direction. The City Manager is responsible for administering city government, ensuring efficient operations, and executing the Council's policies.





# Planning & Development Services Department

The Planning & Development Services Department is widely recognized as a leader in innovative and community-driven planning. Over the past five years, the department has earned seven major honors from the Texas and Central Texas Chapters of the American Planning Association and the City's Main Street program. Most recently, San Marcos received two 2025 Texas APA Gold Awards: the Vision SMTX Comprehensive Plan of the Year, celebrated for its inclusive, long-range vision for growth, and the Blanco Gardens Neighborhood Area Plan, recognized for advancing environmental planning and flood resilience. These and other awards, including recognition for downtown design and neighborhood revitalization, highlight San Marcos' reputation for excellence and forward-thinking solutions.

Building on this record of achievement, Planning & Development Services serves as the primary liaison to multiple boards and commissions. The department plays a critical role in shaping growth and development through long-range planning, permitting, building inspections, and housing initiatives, while ensuring that projects align with City Council policies and community goals. With a strong focus on customer service, collaboration, and professional expertise, the department works to balance economic opportunity, preservation, and quality of life for all who call San Marcos home.





# The Position

The Planning & Development Services Director leads a dynamic department responsible for guiding the growth and development of San Marcos in alignment with City Council priorities and community values. Reporting to an Assistant City Manager, this position oversees four divisions: Planning, Permitting, Inspections, and Community Initiatives & Housing, and provides staff support to several boards and commissions, including the Planning and Zoning Commission and Historic Preservation Commission.

The Director serves as a trusted advisor to City leadership, elected officials, and community stakeholders, bringing expertise in long-range planning, development review, and policy implementation. This role requires balancing economic opportunity with environmental stewardship, historic preservation, and neighborhood resilience. The Director will also represent San Marcos in regional planning initiatives, engage with developers and residents, and ensure efficient, customer-focused services that support a high quality of life.

## Duties and Responsibilities

- Performs managerial and administrative functions including scheduling, monitoring and evaluation of departmental operations, financial management, staff development and employee relations. Ensures hiring and staff development to meet the operational requirements, incorporating a proactive and customer-oriented philosophy.
- Participates in regional planning efforts and meets with the development community, citizens, employees and Federal, State and County representatives to coordinate efforts and ensures compliance with all applicable rules, regulations and ordinances.
- Attends and makes presentations at various commission and City Council meetings and provides staff counsel to commission and council members (meetings are in the evening). Staffs the Planning and Zoning Commission, Historical Preservation Commission, Zoning Board of Adjustments, Construction Board of Appeals, and Human Services Advisory Board.
- Proposes department budget, plans program functions; including planning, scheduling, coordinating, organizing and evaluating departmental programs.
- Confers with City officials, other governmental representatives, developers and the public regarding planning and development activities. Assesses the feasibility of and prepares recommendations on development proposals. Prepares reports, studies, memoranda and general correspondence. Reviews written documents including maps and agenda packets.
- Drives to and from field sites, meetings, other governmental agencies, and travels to other professional functions in and out of state.





## Education and Experience

Qualified applicants will have a Bachelor's degree in a closely related field, and ten (10) years of progressively responsible related experience, including a minimum of seven (7) years of supervisory and managerial experience. Knowledge of collecting, compiling and analyzing data on economic, social, regulatory and physical factors affecting land use development is required; a Master's degree in Planning and an AICP certification is desired.

## The Ideal Candidate

The ideal candidate will be a strategic leader with deep knowledge of urban planning, development, and community engagement. They will bring a proven record of managing complex projects, balancing economic growth with preservation, and guiding a diverse team toward shared goals. A forward-thinking professional, the successful candidate will be adept at navigating evolving development challenges while ensuring that growth aligns with San Marcos' vision and long-term planning priorities.

Equally important, the next Director will be a collaborative communicator who thrives in a highly engaged community. They will demonstrate strong listening skills, transparency, and integrity in working with residents, developers, City Council, boards and commissions, and regional partners. The ideal candidate will have the ability to translate technical planning concepts into clear, accessible recommendations, and foster trust by building consensus around complex issues.

With a strong commitment to innovation and service, the ideal candidate will lead by example, mentoring staff, championing best practices, and ensuring San Marcos remains recognized as a statewide leader in planning and development.





# Salary

The City of San Marcos is offering a salary range between \$151,000 - \$191,000, commensurate with experience, and a comprehensive benefits package. Relocation assistance will be available for the successful out of area candidate.

# How to Apply

Interested applicants should forward a cover letter and resume to:

[resumes@affionpublic.com](mailto:resumes@affionpublic.com)

Reference: SMTXPDS

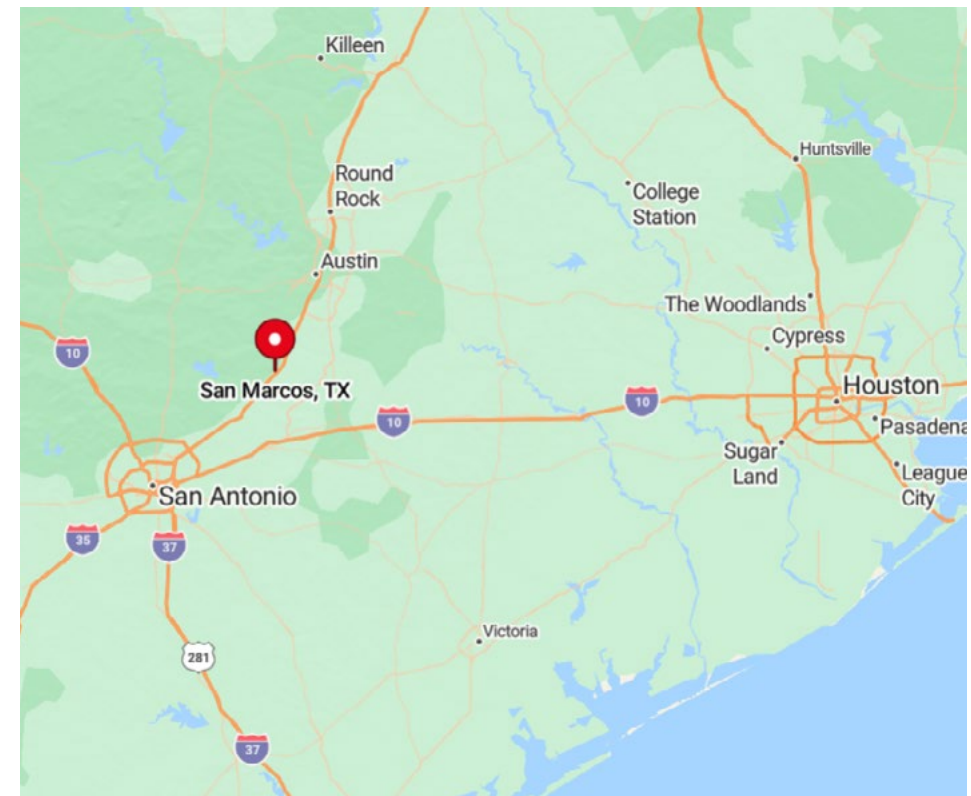
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