



CITY OF ALLENTOWN

No. 30527

RESOLUTION

R167 - 2022

Introduced by City Council on November 16, 2022

Director of Planning Appointment

Resolved by the Council of the City of Allentown, That

Pursuant to the Municipal Planning Code, City Council does hereby give advice and consent to the following appointment as Director of Planning at an annual amount of \$95,696 (Ninety-five Thousand Six Hundred and Ninety-Six) Dollars:

Jennifer Gomez

	Yea	Nay
Candida Affa	X	
Ce-Ce Gerlach	X	
Daryl Hendricks	X	
Natalie Santos	X	
Joshua Siegel	X	
Ed Zucal	X	
Cynthia Y. Mota, President	X	
TOTAL	7	0

THIS IS TO CERTIFY, That the above copy of Resolution No. 30527 was adopted by the City Council of Allentown on the 16th day of November, 2022, and is on file in the City Clerk's Office.

City Clerk

Jennifer Gomez, AICP, LEED® AP ND

2804 NW 12th Avenue, Wilton Manors, FL 33311 • (412) 860-8534 • Jenn.Gomez@gmail.com

EXPERIENCE

City of Pompano Beach, Assistant Development Services Director 2009* - Current

- Supervised all Planning & Zoning Division staff, either directly or indirectly through senior staff. P&Z staff includes approximately 25 staff members in the areas of Planning, Zoning, Urban Forestry, and Business Tax Receipt. Coordinated with other Development Services divisions including Code Compliance and Building Inspections
 - Directed the P&Z division's operations including preparing the annual \$3.3 million budget, monitoring spending, managing all personnel matters, expanding staff, and preparing contracts
 - Developed departmental goals, objectives, policies and procedures
 - Implemented and/ or oversaw special projects related to topics such as comprehensive planning, strategic planning, zoning text amendments, corridor studies, transit-oriented development, sustainability, historic preservation, short term rentals, group homes, affordable housing, etc.
 - Assigned work to professional staff and reviewed/ approved all department reports and presentations
 - Advised the Development Services Director and senior management on all planning-related matters
 - Represented the department and/or served on advisory boards including: Planning and Zoning Board, Zoning Board of Appeals, Public Art Committee, Historic Preservation Committee, Affordable Housing Advisory Committee, Broward Metropolitan Planning Organization TCC
 - Coordinated the City's first staffed grants program. In the first several years of the program, \$16.5 million in funds was awarded city-wide
 - Launched the City's first public art program including a \$2.2 million ten-year budget, Ten Year Public Art Master Plan, Public Art Committee, staffing and project implementation
 - Managed the transition to 100% remote work throughout the duration of the Covid-19 crisis
- *Employment period includes role as Principal Planner

Iler Planning, Senior Planner 2008 - 2009

- Drafted sustainability plans, master plans, technical studies, comprehensive development master plans and land development codes for the firm's clients. Project examples include: *City of Doral*: Green Master Plan: Green Design for a Sustainable Future; Capital Improvement Element Update. *City of Florida City CRA*: Finding of Necessity; Redevelopment Master Plan Update; Palm Drive Improvement Plan; general annexation work. *City of Homestead*: Residential Development Capacity Analysis; EAR-based Comprehensive Plan Amendments
- Headed the firm's green planning initiatives
- Provided technical support in the areas of graphic design, layouts, presentations and mapping
- Assisted with marketing materials such as press releases, newsletters, postcards, etc.
- Prepared proposals to submit in response to Requests for Proposals (RFPs)

City of Pittsburgh/ Urban Redevelopment Authority, BART/Business Dev. Specialist 2007

- Identified a team of business and development professionals to serve on an economic panel
- Reviewed proposals and selected neighborhoods to receive 2008 "Mainstreets" funding
- Created an overview of neighborhoods receiving 2007 "Mainstreets" funding
- Assisted in the creation and management of a contract for neighborhood revitalization

City of Pompano Beach, Principal Planner 2004* - 2007

- Supervised the division's planning staff of three planners and two zoning technicians
- Managed the division's workload by determining priorities and distributing projects
- Interviewed, hired and trained new staff
- Analyzed and provided recommendations for complex development projects
- Regularly presented before the City Commission and Planning & Zoning Board

- Acted as director of department in Zoning Director's absence
 - Served as the lead planner on over 160 major developments and 400 building permits
 - Researched and responded to over 500 public inquiry and research requests
 - Served as an English/ Spanish translator for various departments
 - Acted as director of department in Zoning Director's absence
- *Employment period includes role as Zoning Technician and Planner

Oakland Business Improvement District, *Economic Development Intern* 2003 – 2004

- Assisted in economic development initiatives including designing programs, website design, preparing grant applications and creating marketing materials
- Compiled a comprehensive portfolio of market and demographic data in Oakland
- Participated in other major projects including a business development action plan, a business retention study, a needs assessment study and a baseline inventory of the district

EDUCATION

University of Pittsburgh, *Master of International Development* April 2004

- Graduate School of Public and International Affairs
- Major: Development Planning and Environmental Sustainability

University of Pittsburgh, *Bachelor of Arts* April 2002

- Political Science/ Communications/ Global Studies (Magna Cum Laude)

Institute for Shipboard Education, *Semester at Sea* Spring 2001

- Completed 12 credits on a ship, incorporating coursework in ten different countries

AWARDS/ HONORS/ ADDITIONAL TRAINING

- Urban Land Institute (ULI) Leadership Institute (8-month professional development program). Best Team Project award for West Palm Beach Land Use and Zoning Analysis (2022)
- Certificate in Crime Prevention Through Environmental Design (2019)
- Leadership Management International, Inc., Leadership for Women (2018)
- Florida Planning and Zoning Association, Outstanding Study and Plan Award for the Public Art Master Plan (2016)
- Lien Six Sigma, Green Belt (2015)
- University of South Florida, Certificate in Community Real Estate Development (2012)
- German American Chamber of Commerce of the Midwest "Transatlantic Program: Young Technology Leaders." Traveled with 12 young leaders for an 8-day visit to Germany focused on Sustainable Architecture & Urban Planning. (2010)
- US Green Building Council, South Florida Chapter: Emerging Professional Scholarship (2010)
- City of Doral Green Master Plan: Green Design for a Sustainable Future
 - Florida Planning and Zoning Association, Outstanding Innovation Award (2009)
 - American Planning Association, Florida Chapter, Award of Excellence (2009)

CONFERENCES/ PROFESSIONAL AFFILIATIONS

- Annual Conference Presentations: *Emerging Issues in Vacation Rentals*, Florida American Planning Association (APA) 2018 Annual Conference; *Building Your Creative Infrastructure*, Florida APA 2016 Annual Conference; *Transit-Oriented Redevelopment and Form-Based Codes*, National APA 2015 Annual Conference, Seattle; *Making it Through the Recession: Our Success Stories* Florida APA 2011 Annual Conference
- American Planning Association; Broward Section of the APA (Past Governing Board Member, Past Treasurer); U.S. Green Building Council, Broward Branch (Past Vice Chair and Programs Chair); Greater Fort Lauderdale Sister Cities International (Past Events Committee)




**MATT TUERK
MAYOR**

435 Hamilton Street
Allentown PA 18101

OFFICE ♦ 610.437.7546 EMAIL ♦ Matt.Tuerk@allentownpa.gov

To: The Honorable Cynthia Mota, City Council President
And Members of City Council

From: Matt Tuerk, Mayor 

Date: November 15, 2022

Subject: Nomination of Jennifer Gomez for the Director of Planning

Jennifer Gomez is the candidate coming before you on November 16, 2022 for approval to assume the position of Director of Planning in the Department of Community and Economic Development.

Jennifer was born and raised on 8th Street in Allentown and is a William Allen High School graduate. Her family still resides here in our city. She has over 18 years of municipal and county planning experience and has an advanced degree from the University of Pittsburgh.

Jennifer speaks fluent Spanish and will be an invaluable asset as we engage our community in our Zoning re-write. She will also work with our team to fill several key positions within the department that are vacant.

I strongly recommend Jennifer Gomez as Planning Director.