



Ashley Bailey, AICP

Education

MASTER'S DEGREE
MBA- Public Administration
University of Phoenix 2008

BACHELOR OF SCIENCE
Urban and Regional Planning
Texas State University 2001

Expertise

Planning and Project Management
Collaborative Leadership
Public Speaking
Budgeting

Certifications and Awards

CERTIFICATION
AICP - 2008
Texas Women's Leadership Institute
Sequoia Class
Management Connection
Effective Leadership Development

AWARDS
2014 Texas APA Current Planning Award
Downtown Mixed-Use Zoning Ordinance
2015 Texas APA Planning Award Taylor
Downtown Plan
APA Planning Excellence – Hutto
2018 - 2020 and 2022 - 2024

Experience

DIRECTOR OF DEVELOPMENT SERVICES
Hutto, Texas - February 2018 to present

- Serve as key member of City's executive leadership team, directing Planning, Building, and GIS departments for the City of Hutto with comprehensive oversight of operations, strategy, and staff development
- Manage approximately \$2.5M departmental budget while maintaining cost-neutral implementation of all new programs to comply with City Council's no-new revenue rate policy, demonstrating strong fiscal stewardship and operational efficiency
- Coach and motivate cross-functional teams to enhance performance through streamlined development processes, improved response times, and comprehensive metrics tracking
- Directed the Hutto Soar 2040 Comprehensive Plan team through successful plan adoption and subsequent comprehensive Unified Development Code revision
- Served on key committees for the adoption of the city's Mobility Master Plan and Parks Master Plan, contributing to long-term strategic infrastructure planning
- Spearheaded permitting software implementation that reduced operational costs while enhancing customer service interface and user experience
- Created an annexation policy for the city to accomplish extraterritorial jurisdiction growth management in tandem with working with the Public Utility Commission to expand the City's wastewater CCN area

DEVELOPMENT SERVICES DIRECTOR
Taylor, Texas - September 2015-February 2018

- Rebuilt Planning, Building, GIS, and Code Enforcement departments for the City of Taylor, strategically creating essential positions and recruiting five new staff members to establish comprehensive municipal services
- Negotiated economic development agreements and served as primary liaison to Taylor's Economic Development Corporation, guiding high-profile development cases through approval processes, conducting ROI analyses, monitoring performance-based agreement compliance, and calculating annual tax reimbursement payments
- Managed TIRZ District operations and presented annual budgets to both the TIRZ Board and City Council, ensuring transparent fiscal oversight and strategic investment planning
- Organized and executed the inaugural Growth Summit – Taylor 2017, facilitating panel discussions and collaborative brainstorming sessions for over 140 community leaders and development stakeholders
- Revised development fee ordinance to align review fees with actual service costs and developed analytical tools to project future development fee revenue streams
- Implemented comprehensive development tracking software to enhance transparency throughout the development review process for applicants and stakeholders
- Amended and reinstated the Subdivision Ordinance, eliminating redundancies and conflicting requirements to create a more efficient and user-friendly regulatory framework



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Experience *continued*

SENIOR PLANNER

Round Rock, Texas - September 2006- September 2015

- Reviewed and processed development applications within City Limits and the ETJ
- Maintained excellent relationships with developers and citizens while providing technical and professional guidance for topics including annexation, zoning, and subdivision processes
- Key member in expanding public notification requirements and processing ordinance amendments to codify the updated standards
- Assisted in updating the Subdivision Ordinance for the Unified Development Code
- Created an annexation database with maps identifying potential annexations with the tracts' tax exemption status
- Created a database of all recorded plats, including historic plats, utilized in the implementation of project tracking software

PLANNER

Queen Creek, Arizona - December 2004 – August 2006

- Maintained a caseload of over 1,300 acres
- Project manager for an approximate 985 acre development including rezoning, platting and site plan review
- Reviewed applications/proposals from neighboring jurisdictions and generate comments on projects
- Provided technical and professional guidance to developers and the general public
- Maintained excellent relationships with developers and citizens while providing information regarding zoning policies and procedures and other pertinent requirements
- Presented projects to Planning Commission, Town Council, and other boards in a concise manner

PLANNER I

Chandler, Arizona - July 2002 – December 2004

- Executed over 60 zoning cases and revised both the Cellular Collocation Ordinance and Airpark Area Plan
- Performed technical planning functions including research, review, analysis, presentation, and coordination of rezoning, annexation, and development cases.
- Developed and maintained GIS-based care home database
- Performed GIS generated mapping, land use analysis, and graphical support

PLANNING TECHNICIAN

Plano, Texas - August 2001 – July 2002

- Explained zoning and development requirements, application processes, and ordinance to developers, consultants, other City departments, and the general public
- Reviewed site plans for the administrative conformance process
- Researched and compiled information for use by senior staff in presentations to the Planning and Zoning Commission, City Council, and other groups for the development or amendment of ordinances, codes and policies.