

Planning and Community Revitalization

The Planning and Community Revitalization department provides future direction for self-generating community and economic development for the City through a program of plan development and implementation; supports neighborhoods through homeowner assistance and community improvement programs; promotes economic development and redevelopment, particularly in historic and underserved areas of the community; protects, preserves and redevelops Wilson's historic resources; increases the livability and walkability of our community through coordinating improvement programs and projects; works with Wilson Economic Development, Wilson Downtown Development Corporation, Wilson Downtown Properties and Wilson Housing Authority to support their missions; and, in all we do, work with citizens to ensure that they have meaningful input into decisions that impact their daily lives. The Planning and Community Revitalization department is comprised of the Planning, Community Development, and Downtown and Business Development divisions.

PLANNING AND COMMUNITY REVITALIZATION

COUNCIL GOALS

Building a Better Wilson 1	Economic Development 2	Infrastructure 3	Homes and Neighborhoods 4	Downtown 5	Recreation and Parks 6	Community Involvement 7
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Department Goals and Initiatives	Link to Council Goals
1. Continue implementation of the recommendations within the Recommended 2030 Comprehensive Plan, "Wilson Growing Together"	1,2,3,4,5,6,7
2. Maintain an active role in center city redevelopment through partnerships with Wilson Downtown Development Corporation, Wilson Downtown Properties, 301 Area, Wilson Forward, Barton College, Wilson Community College, and Wilson Housing Authority	1,2,4,5,7
3. Work on improving the appearance of Wilson by supporting the activities of the Appearance Commission	1,4,5
4. Continue to implement the Comprehensive Bicycle Transportation and Pedestrian Improvement Plans with assistance of the Bicycle and Pedestrian Advisory Board	1,6
5. Continue to implement the Safe Routes to School Action Plan by pursuing related grant and funding opportunities	1,3,4,5,7
6. Promote and actively seek opportunities for business development along aging business corridors such as Highway 301 and in Historic Downtown Wilson	1,2,6
7. Seek to reduce dilapidated and abandoned housing and commercial structures by encouraging improvements and re-use	1,3,5
8. Be visible in the community by participating in community, civic, and neighborhood meetings which engage citizens in improving their City	7
9. Partner with Police, Human Relations, and other City departments on community improvements initiatives	7

DEPARTMENT SUMMARY

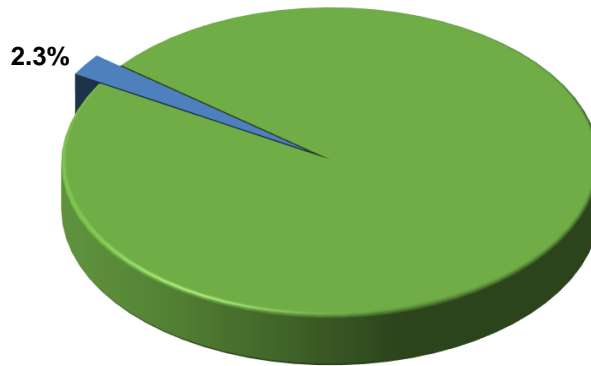
PLANNING AND COMMUNITY REVITALIZATION

EXPENDITURE SUMMARY:

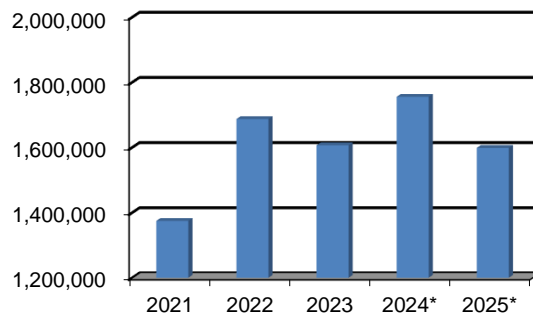
	2021-22 Actual	2022-23 Actual	2023-24 Original Budget	2023-24 Amended Budget	2024-25 Adopted Budget
Personnel Services	\$ 1,485,708	\$ 1,384,066	\$ 1,629,700	\$ 1,629,700	\$ 1,281,680
Operating Expenses	250,907	222,686	302,900	335,364	290,780
Recovered Costs	(49,313)	-	-	-	-
Capital Outlay	-	-	-	-	26,280
TOTAL	\$ 1,687,302	\$ 1,606,752	\$ 1,932,600	\$ 1,965,064	\$ 1,598,740
OFFSETTING REVENUES	\$ 78,642	\$ 90,295	\$ 70,000	\$ 70,000	\$ 75,250

EXPENDITURES

**Planning and Community Revitalization
as a % of General Fund Expenditures**



**Planning and Community Revitalization
Expenditures
by Fiscal Year**



* Estimated

Previous Fiscal Year budgets reflected Planning/Community Revitalization and Development Services as one department. Effective Fiscal Year 2025, the departments will be shown separately. Historical amounts have been separated for comparative purposes.

PERSONNEL SUMMARY

PLANNING AND COMMUNITY REVITALIZATION

Class Title	Salary Range	2022-23 Authorized	2023-24 Authorized	2024-25 Authorized
Planning and Community Revitalization (3401)				
Chief Planning and Development Officer	28	1	0	0
Planning and Community Development Manager	24	1	1	1
Senior Planner - Long Range	22	1	1	1
Senior Community Development Planner	22	1	1	1
Center City Special Event Coordinator	20	1	1	1
Community Development Planner	20	1	1	1
Preservation Planner	20	1	1	1
Arts Innovation Coordinator	20	1	1	1
Housing Rehabilitation Specialist	18	1	1	1
Planner/Senior Planner	20,22	1	1	1
Administrative Technician II	16	1	1	1
Downtown and Business Development (3402)				
Downtown and Business Development Manager	24	1	1	1
Business Development Specialist	20	1	1	1
Full-time		13	12	12

Note: Business Development (3402) was reassigned from the Downtown Development Fund in FY 2022-23.

Redistribution Notes:

	From:	To:	Percent:
Director of Planning and Community Revitalization	Downtown Development 8501	Planning and Community Revitalization 3501	80%
Downtown and Business Development Manager	Downtown and Business Development 3402	Downtown Development 8501	50%

CAPITAL OUTLAY

PLANNING AND COMMUNITY REVITALIZATION

Item	New/ Replacement	2024-25 Budget
Planning & Development Services Admin (3401)		
One (1) Vehicle (Sedan/Van/Crossover)	R	26,280
Total		26,280

Impact of Capital Outlay on Operating Budget:

Note: Any direct impact on the operating budget from capital items identified for replacement or new purchase in FY 2025 will result from a reduction to the maintenance and/or repair costs previously experienced on the older items. This amount of reduction varies and for this reason is not extrapolated and built into the operating budget.

PLANNING AND COMMUNITY REVITALIZATION

DESCRIPTION OF SERVICES:

Planning and Community Revitalization is responsible for supporting the Historic Preservation Commission, Bicycle and Pedestrian Advisory Board, Wilson Appearance Commission Board, strategic and comprehensive planning, historic preservation planning, community development, public participation, safe routes to school, population and economic analysis, and Brownfields programs.

PROGRAM GOALS AND INITIATIVES:

- Support the implementation of the Wilson Forward, Comprehensive Transportation Plan, 2030 Comprehensive Plan, Bicycle and Pedestrian Comprehensive Plans recommendations
- Proactively plan for Wilson's future
- Plan, support, and implement community economic development, revitalization, and redevelopment activities
- Support revitalization efforts for at-risk neighborhoods, downtown and business corridors by offering grants and/or loans to property owners and by redeveloping areas plagued by severe dilapidation and urban blight
- Be a leader in community planning efforts, including preparation of new neighborhood and recreational plans
- Promote and encourage quality rehabilitation of historic districts and landmark properties
- Provide administration, special project guidance and research to the Bicycle and Pedestrian Advisory Board, Wilson Appearance Commission and Historic Preservation Commission to improve the quality of life for residents of Wilson
- Partner with Wilson Housing Authority on the development of the Choice Neighborhood Initiative Plan
- Support on-going efforts for the Brownfields Program, Safe Routes to School, 301 Revitalization, Hominy Creek Greenway and Educational Forest Plans
- Continue implementation of design review standards for new development and expansions
- Continue evaluation of Unified Development Ordinance and suggest amendments as needed
- Implement the 301 TIGER grant in cooperation with Engineering and NCDOT

EXPENDITURE SUMMARY:

	2021-22 Actual	2022-23 Actual	2023-24 Original Budget	2023-24 Amended Budget	2024-25 Adopted Budget
Personnel Services	\$ 1,329,474	\$ 1,300,788	\$ 1,436,740	\$ 1,436,740	\$ 1,130,900
Operating Expenses	243,039	214,525	195,280	257,744	183,210
Recovered Costs	(49,313)	-	-	-	-
Capital Outlay	-	-	-	-	26,280
TOTAL	<u>\$ 1,523,200</u>	<u>\$ 1,515,313</u>	<u>\$ 1,632,020</u>	<u>\$ 1,694,484</u>	<u>\$ 1,340,390</u>

PERFORMANCE INDICATORS:

Department Goal(s)	Outputs	2022-23 Actual	2023-24 Estimated	2024-25 Goal
1,2,3,6,7,8	Historic Preservation cases total	20	25	30
1,2,3,4,5, 6,7,8,9	Special initiatives and plans undertaken	8	8	8
5,6	Grants and Loans managed	7	10	10
1,3,7,8	Brownfield property assessments completed (grant dependent)	0	5	5

DOWNTOWN AND BUSINESS DEVELOPMENT

DESCRIPTION OF SERVICES:

Downtown and Business Development is responsible for the identification of business recruitment, business retention, and property redevelopment opportunities in priority redevelopment areas, as established by City leadership and City Council.

PROGRAM GOALS AND INITIATIVES:

- Develop and execute plans to promote and market the economic attributes of the city to businesses, developers, and investors
- Promote and market real estate in redevelopment areas, industrial centers, and other properties for new, expanding, and existing businesses
- Design and implement a business development strategy for commercial corridors and neighborhoods, in priority redevelopment areas in the City of Wilson

EXPENDITURE SUMMARY:

	2021-22 Actual	2022-23 Actual	2023-24 Original Budget	2023-24 Amended Budget	2024-25 Adopted Budget
Personnel Services	\$ 156,234	\$ 83,278	\$ 192,960	\$ 192,960	\$ 212,130
Operating Expenses	<u>7,868</u>	<u>8,161</u>	<u>107,620</u>	<u>77,620</u>	<u>72,500</u>
TOTAL	<u>\$ 164,102</u>	<u>\$ 91,439</u>	<u>\$ 300,580</u>	<u>\$ 270,580</u>	<u>\$ 284,630</u>