



Staff Report – CP-2-16

Comprehensive Plan Amendment

Staff recommends four changes to the Economic Development element of the 2030 Comprehensive Plan to reflect a new Economic Development Toolkit and new criteria for Economic Development Priority Areas.

Item 1: Economic Development Element – Areas of Intervention Box

This request would revise the Areas of Intervention text box on page 155 of the Comprehensive Plan to reflect new criteria used in the creation and administration of Map ED-1: Target Areas for Economic Development. The new criteria focus economic development resources in industrial areas and provide greater specificity for targeting resources to “high poverty” areas zoned for non-residential uses.

Areas of Intervention: A Geographic Focus for Economic Development

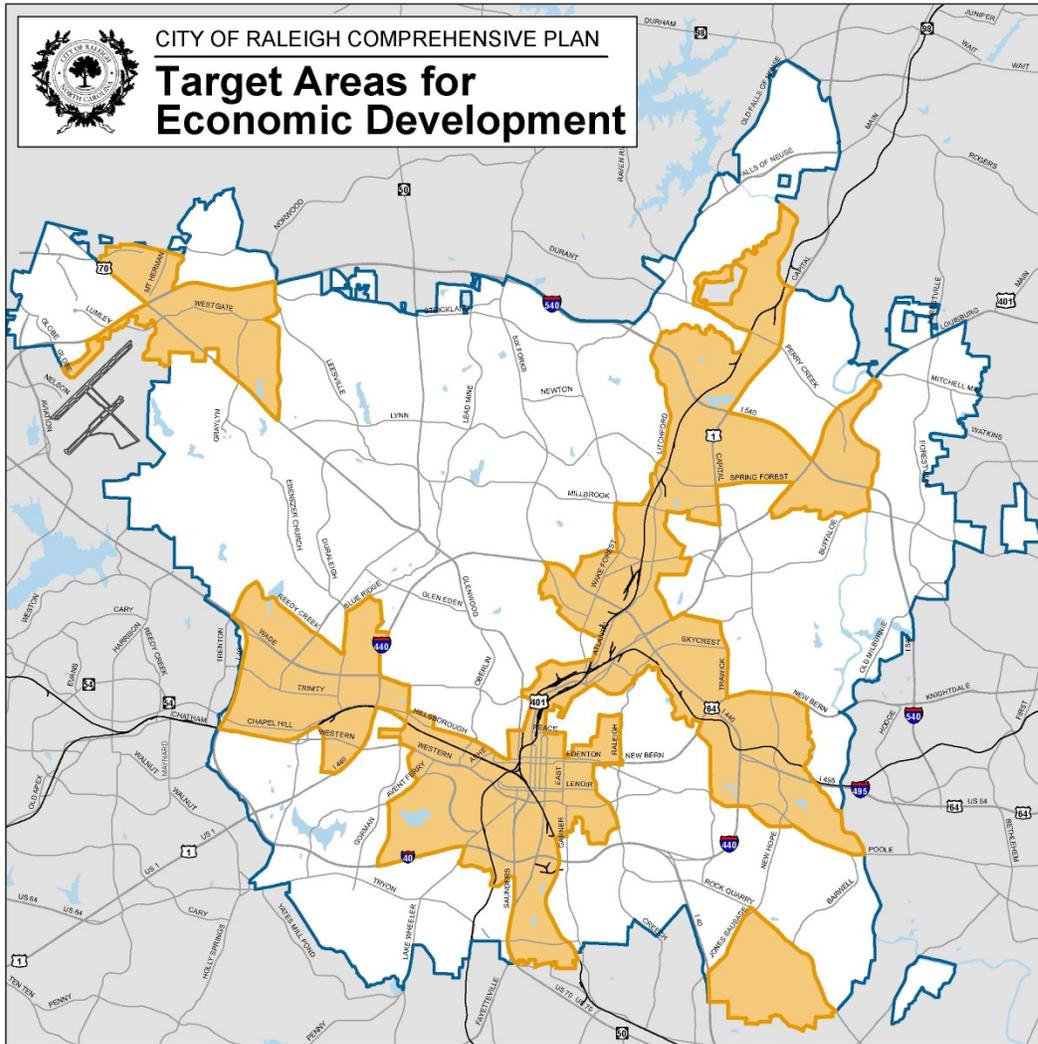
An analysis of Raleigh was conducted to identify areas that demonstrate a need for economic development intervention and that also present opportunities for economic development. Areas were scored according to a number of variables. Each of these areas appears on **Map ED-1: Target Priority Areas for Economic Development**. Areas shaded in ~~red~~ **orange** correspond to geographies, **measured in block groups, that meet one or both of the following criteria:**

- 1. Census Block Groups in which 40% or more of the Block Group are zoned for non-residential uses; and that are considered “high poverty” or are adjacent to “high poverty” block groups.**
- 2. Census Block Groups in which 40% or more of the Block Group are zoned for industrial use.**

~~with both an abundance of housing code violations and instances of tax arrears (need), as well as concentrations of underutilized land (opportunity).~~ The map is based upon quantitative analysis and is intended to provide the City with an identification of under-performing areas that can benefit from economic development activities.

Item 2: Map ED-1: Target Priority Areas for Economic Development

This request would revise Map ED-1: Target **Priority** Areas for Economic Development to reflect new economic development criteria, which focus economic development resources in industrial areas and provide greater specificity for targeting resources to “high poverty” areas zoned for non-residential uses.



MAP ED-1

 Economic Development Target Areas

 Raleigh Jurisdictional Limit



0 0.5 1 2 Miles

Map created 2/1/2016 by the City of Raleigh
Department of City Planning

CONSIDERATIONS FOR THE PLANNING AND DEVELOPMENT OFFICER’S REVIEW AND RECOMMENDATION:

Item 3: Policy ED 5.11 – Targeting Investment

This request would make the following revisions to Policy ED 5.11 – Targeting Investment. These revisions reflect proposed new criteria for the Economic Development Toolkit.

Target incentives and programs for public and private investments in ~~residential~~, commercial and industrial areas based on criteria evaluating need and effectiveness. Need is demonstrated by socio-economic indicators. Effectiveness means that the target area has a significant amount of land zoned for economic development. Undertake analysis as-needed, but at least every 2 years to update quantitative data reflected in Map ED-1.

The following lists of considerations for the Planning and Development Officer's review and recommendations regarding a proposed Comprehensive Plan amendment are not all-inclusive. Review and recommendations of proposed Comprehensive Plan amendments may consider whether:

1. The proposed amendment corrects an error or meets the challenge of some changing condition, trend or fact;

The proposed amendment strengthens the City's commitment to economic development in two important sectors of the city's economy:

1. Areas (census block groups) zoned for non-residential uses that are located in or adjacent to areas considered to be "high-poverty."
2. Areas in which a significant portion of the land (40%) is zoned for industrial use.

2. The proposed amendment is in response to changes in state law;

N/A

3. The proposed amendment constitutes a substantial benefit to the City as a whole and is not solely for the good or benefit of a particular landowner or owners at a particular point in time;

The proposed amendment will focus economic development resources toward areas that together constitute approximately one quarter of all land in the city.

4. The proposed amendment is consistent with other identified Plan policies and adopted area plans;

The proposed amendment is consistent with these key Comprehensive Plan policies:

Policy LU 11.2 Location of Industrial Areas

Accommodate industrial uses – including municipal public works facilities – in areas that are well buffered from residential uses (and other sensitive uses such as schools), easily accessed from major roads and railroads, and characterized by existing concentrations of industrial uses. Such areas are generally designated as "General Industrial" on the Future Land Use Map.

Policy ED 1.1 Corridor Revitalization

Stimulate the revitalization and redevelopment of Raleigh's aging commercial corridors and centers through the use of targeted economic development programs, zoning, land use regulations, public investments in infrastructure, and incentives.

Policy ED 2.1 Neighborhood Reinvestment

Encourage reinvestment to improve existing neighborhoods and to attract skilled workers to Raleigh.

Policy ED 2.3 Focusing Redevelopment

Focus redevelopment efforts on a small number of neighborhoods each year. Continue public involvement until the economics shift and private investment can take over.

Policy ED 2.4 Attracting Investment to Emerging Neighborhoods

In neighborhoods with little private investment and low social and economic indicators, encourage additional development and density to enhance these neighborhoods and create a larger market base to support more and better goods and services for existing and new residents.

Policy ED 2.5 Blight Abatement

Reverse conditions of decline and deterioration that have affected some older areas of Raleigh. These conditions are detrimental to economic and equitable growth.

Policy T 4.1 Promoting Transit

Promote and support quality transit services to enhance mobility options and to meet the needs of the City's residents and visitors, with a focus on transit-dependent households.

Policy ED 5.11 Targeting Investment

Target incentives and programs for public and private investments in residential, commercial, and industrial areas based on criteria evaluating need and effectiveness. Need is demonstrated by socio-economic indicators and evidence of physical disinvestment. Effectiveness means that the target area is appropriate and ready for economic development.

5. The impact the proposed amendment has with regard to:

A. Established property or proposed development in the vicinity of the proposed amendment;

The proposed amendment is specific to two broad geographies - high-poverty areas where non-residential zones predominate, and areas where industrial zones predominate. The proposal to dedicate economic development resources to these geographies will improve their economic performance, in addition to improvements to the built environment and public realm.

B. Existing or future land use patterns;

The proposed text amendment is consistent with land use goals and policies contained within the Comprehensive Plan. With regard to industrial areas, the proposal encourages the clustering of industrial uses, a key recommendation of the Comprehensive Plan. Regarding areas zoned for non-residential uses that are also considered "high poverty," the proposal will strengthen the performance of non-residential uses.

C. Existing or planned public services and facilities;

The proposed amendment will focus economic development resources in the targeted areas. Increased public and private investment in businesses and communities will lead to improved public services and facilities in those areas.

D. Existing or planned roadways;

The proposed amendment will attract development, which typically devotes resources to improving roadways in the vicinity of the development.

E. The natural environment, including air, water, noise, stormwater management, wildlife and vegetation;

The concentration of industrial land uses, a key component of the proposed amendment, limits potential negative impacts of such uses on the city at large. Investments in both target geographies could lead to cleanup and redevelopment of brownfields.

STAFF RECOMMENDATION:

Approval based on the above list of considerations for the Planning and Development Officer's review.

STAFF COORDINATOR:

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