

# *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

<b>Building a Better Wilson 1</b>	<b>Economic Development 2</b>	<b>Infrastructure 3</b>	<b>Homes and Neighborhoods 4</b>	<b>Downtown 5</b>	<b>Recreation and Parks 6</b>	<b>Community Involvement 7</b>
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<b>Department Goals and Initiatives</b>	<b>Link to Council Goals</b>
1. Continue implementation of the recommendations within the adopted 2043 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, Wilson Housing Authority, and others	1,2,4,5,7
3. Work on improving the appearance of Wilson by supporting public infrastructure improvements and beautification initiatives	1,3,4,5
4. Continue to implement the Comprehensive Bicycle Transportation and Pedestrian Improvement Plans with assistance of the Bicycle and Pedestrian Advisory Board	1,3,4,6
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	1,2,3,5,7
7. Seek to reduce dilapidated and abandoned housing and commercial structures by encouraging improvements and re-use	1,2,3,4,5
8. Be visible in the community by participating in community, civic, and neighborhood meetings which engage citizens in improving their City	1,7
9. Partner with Police, Human Relations, and other City departments on community improvements initiatives	1,5,6,7

**DEPARTMENT SUMMARY**

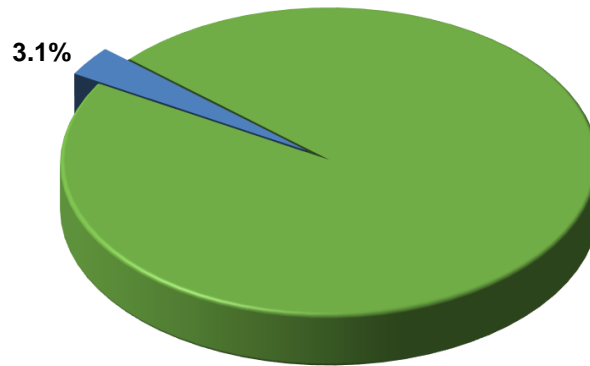
**PLANNING AND COMMUNITY REVITALIZATION**

**EXPENDITURE SUMMARY:**

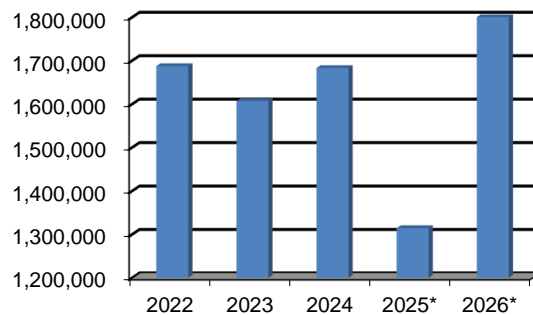
	2022-23 Actual	2023-24 Actual	2024-25 Original Budget	2024-25 Amended Budget	2025-26 Adopted Budget
Personnel Services	\$ 1,384,066	\$ 1,440,779	\$ 1,281,680	\$ 1,281,680	\$ 1,716,640
Operating Expenses	222,686	257,921	290,780	300,780	460,350
Recovered Costs	-	(15,933)	-	-	-
Capital Outlay	-	-	26,280	26,280	31,490
<b>TOTAL</b>	<b>\$ 1,606,752</b>	<b>\$ 1,682,767</b>	<b>\$ 1,598,740</b>	<b>\$ 1,608,740</b>	<b>\$ 2,208,480</b>

**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	2023-24 Authorized	2024-25 Authorized	2025-26 Authorized
<b>Planning and Community Revitalization (3401)</b>				
Director of Planning & Community Revitalization	27	0	0	1
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
Planner/Senior Planner	20,22	1	1	1
Center City Special Event Coordinator	20	1	1	0
Community Development Planner	20	1	1	1
Preservation Planner	20	1	1	1
Arts Innovation Coordinator	20	1	1	1
Downtown Events Specialist	19	0	0	1
Housing Rehabilitation Specialist	18	1	1	1
Administrative Technician II	16	1	1	1
<b>Downtown and Business Development (3402)</b>				
Downtown and Business Development Manager	24	1	1	1
Downtown Marketing & Events Strategist	22	0	0	1
Business Development Specialist I-II	19-20	1	1	2
<b>Full-time</b>		<b>12</b>	<b>12</b>	<b>15</b>

Note: Personnel allocated from/to Downtown Development reside in Planning and Community Revitalization for budgeting purposes in FY2026.

**CAPITAL OUTLAY**

**PLANNING AND COMMUNITY REVITALIZATION**

Item	New/ Replacement	2025-26 Budget
<b>Planning &amp; Community Revitalization Admin (3401)</b>		
One (1) Vehicle (Sedan/Van/Crossover)	R	31,490
<b>Total</b>		<b>31,490</b>

**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 2026 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, 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, 2043 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 and Historic Preservation Commission to improve the quality of life for residents of Wilson
- Support on-going efforts for the Brownfields Program, Safe Routes to School, 301 Revitalization, Hominy Creek Greenway and Educational Forest Plans

### EXPENDITURE SUMMARY:

	2022-23 Actual	2023-24 Actual	2024-25 Original Budget	2024-25 Amended Budget	2025-26 Adopted Budget
Personnel Services	\$ 1,300,788	\$ 1,354,741	\$ 1,130,900	\$ 1,130,900	\$ 1,296,370
Operating Expenses	214,525	201,357	183,210	183,210	274,920
Recovered Costs	-	(15,933)	-	-	-
Capital Outlay	-	-	26,280	26,280	31,490
<b>TOTAL</b>	<b><u>\$ 1,515,313</u></b>	<b><u>\$ 1,540,165</u></b>	<b><u>\$ 1,340,390</u></b>	<b><u>\$ 1,340,390</u></b>	<b><u>\$ 1,602,780</u></b>

### PERFORMANCE INDICATORS:

Department Goal(s)	Outputs	2023-24 Actual	2024-25 Estimated	2025-26 Goal
1,2,3,6,7,8	Historic Preservation cases total	21	26	30
1,2,3,4,5,6,7,8,9	Special initiatives and plans undertaken	7	7	8
5,6	Grants and Loans managed	8	9	9
1,3,7,8	Brownfield property assessments completed (grant dependent)	12	14	12

## DOWNTOWN & 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:**

	2022-23 Actual	2023-24 Actual	2024-25 Original Budget	2024-25 Amended Budget	2025-26 Adopted Budget
Personnel Services	\$ 83,278	\$ 86,038	\$ 150,780	\$ 150,780	\$ 420,270
Operating Expenses	<u>8,161</u>	<u>56,564</u>	<u>107,570</u>	<u>117,570</u>	<u>185,430</u>
<b>TOTAL</b>	<b><u>\$ 91,439</u></b>	<b><u>\$ 142,602</u></b>	<b><u>\$ 258,350</u></b>	<b><u>\$ 268,350</u></b>	<b><u>\$ 605,700</u></b>

### **PERFORMANCE INDICATORS:**

Department Goal(s)	Outputs	2023-24 Actual	2024-25 Estimated	2025-26 Goal
1,2,3,6,7	Incentive grants awarded	18	3	5
1,2,3 6,7	New businesses opened/expanded	6	3	2
1,2 6,7	Properties acquired and/or sold for redevelopment	3	1	2
1,2,6,7	Buildings renovated, expanded and/or new buildings constructed	7	5	2