

INTRODUCED: March 14, 2016

AN ORDINANCE No. 2016-090

To amend and reordain City Code § 2-298, concerning the functions of the Department of Economic and Community Development, and to amend ch. 2 of the City Code by adding therein a new art. VIII, concerning development planning, consisting of div. 1 (§§ 2-1371—2-1374), concerning general matters, and div. 2 (§§ 2-1391—2-1393), concerning the planning process, for the purpose of requiring a comprehensive economic development plan, an economic development implementation strategy, and a process for including economic growth areas in the City’s master plan.

Patrons – Ms. Robertson and Ms. Graziano

Approved as to form and legality
by the City Attorney

PUBLIC HEARING: MAR 28 2016 AT 6 P.M.

THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. That section 2-298 of the Code of the City of Richmond (2015) be and is hereby **amended** and reordained as follows:

Sec. 2-298. Functions.

The Department of Economic and Community Development shall be responsible for the following:

AYES: 9 NOES: 0 ABSTAIN: _____

ADOPTED: MAR 28 2016 REJECTED: _____ STRICKEN: _____

- (1) Developing and staffing an overall economic and community development strategy for the City;
- (2) Promoting business development and expansion;
- (3) Providing technical assistance to emerging businesses;
- (4) Identifying investment opportunities;
- (5) Administering special assistance loan and CARE programs;
- (6) Staffing the Economic Development Authority;
- (7) Administering contracts relative to economic and community development initiatives;
- (8) Serving as a regranting agency;
- (9) Marketing the city relative to new business ventures;
- (10) Supervising and coordinating the work and activities relating to the acquisition and disposal of certain real estate by and for the City as may be required by the Chief Administrative Officer;
- (11) Coordinating of all City agencies toward the attainment of orderly community development;
- (12) Encouraging and promoting economic development within the city through cooperation with other governmental and private economic development organizations;
- (13) Administering community development finance programs, including but not limited to programs under Title I (Community Development) of the United States Housing and Community Development Act of 1974, as amended, or any other federal legislation or program under which the City may receive and use or administer the use of federal funds for housing, community development or economic development purposes; ~~and~~

(14) Developing the comprehensive economic development plan pursuant to Section 2-1373;

(15) Developing the economic development implementation strategy pursuant to Section 2-1374; and

(16) Such other powers and duties as may be assigned to the Department by law or ordinance.

§ 2. That Chapter 2 of the Code of the City of Richmond (2015) be and is hereby amended and reordained by **adding therein a new** Article VIII, consisting of Division 1 with sections numbered 2-1371 through 2-1374 and Division 2 with sections numbered 2-1391 through 2-1393, as follows:

ARTICLE VIII

DEVELOPMENT PLANNING

DIVISION 1

GENERALLY

Sec. 2-1371. Definitions.

The words, terms and phrases defined in this division, when used in this article, have the meanings ascribed to them in this division, except where the context clearly indicates that a different meaning is intended.

Sec. 2-1371.1. City expenditure.

“City expenditure” means a disbursement of City funds, a granting of an interest in or other right to use City-owned property, or the provision of any other City asset or in-kind service with monetary value.

Sec. 2-1371.2. Economic growth area.

“Economic growth area” means a specific geographic area within the boundaries of the city of Richmond that is designated in the master plan as such pursuant to Section 2-1393.

Sec. 2-1371.3. Master plan.

“Master plan” means the most current Master Plan for the City of Richmond adopted pursuant to and in accordance with chapter 17 of the City Charter and applicable state law, as that document may be amended from time to time.

Sec. 2-1371.4. Small area plan.

“Small area plan” means a plan that is a subordinate component of the master plan and that contains all of the elements of the master plan set forth in section 17.01 of the City Charter for a particular strategic growth area.

Sec. 2-1372. Notices and reports.

For purposes of this article, any notice, report, or other document required to be submitted to the City Council, whether through the City Clerk or otherwise, shall be submitted in an electronic format in which the text may be manipulated using word processing computer programs commonly used by City officers and employees at the time of submission. Nothing in this section shall prevent the provision of public copies in an electronic format such as the Portable Data File format that cannot be manipulated by a person viewing the file.

Sec. 2-1373. Comprehensive economic development plan.

There shall be a comprehensive economic development plan. The comprehensive economic development plan shall be (i) consistent with the master plan and the economic growth areas incorporated therein, (ii) developed with public input, and (iii) effective as of the date on which the City Council adopts a resolution approving it. The comprehensive economic development plan shall be submitted for approval to the City Council no later than December 31

of the fourth fiscal year covered by the previous comprehensive economic development plan and shall apply to a period of five fiscal years beginning on the second July 1 following the deadline for its submission to the City Council. The comprehensive economic development plan shall do all of the following:

- (1) Identify targeted industry clusters.
- (2) Set forth recommended project review criteria.
- (3) Recommend a policy for developing potential incentive packages.
- (4) Identify potential economic growth areas for designation as such in the master plan.
- (5) Set forth a marketing plan for the complete execution and implementation of the comprehensive economic development plan designed to do all of the following:
 - a. Achieve the goals and priorities of the comprehensive economic development plan.
 - b. Attract new development to the city.
 - c. Give highest priority to the economic growth areas designated in the master plan and to the targeted industry clusters identified in the comprehensive economic development plan.

Sec. 2-1374. Economic development implementation strategy.

There shall be an economic development implementation strategy. The economic development implementation strategy shall (i) set out the goals, objectives, and strategies for the ensuing fiscal year, (ii) be consistent with the resource levels included in the City's annual budget, the comprehensive economic development plan adopted pursuant to Section 2-1373, the master plan, and the economic growth areas designated therein, (iii) set out the manner in which the

requirements of Section 2-302 will be addressed when evaluating potential projects, and (iv) effective as of the date on which the City Council adopts a resolution approving it. The economic development implementation strategy shall be submitted for approval to the City Council no later than July 1 of each fiscal year and shall apply to the fiscal year commencing on the deadline for its submission to the City Council.

DIVISION 2

ECONOMIC GROWTH AREAS

Sec. 2-1391. Process generally.

The Department of Planning and Development Review shall ensure that the master plan includes a small area plan for each economic growth area.

Sec. 2-1392. Criteria for designation of economic growth areas.

The Department of Economic and Community Development and the Department of Planning and Development Review jointly, or such other agency as the Chief Administrative Officer may designate, shall develop criteria, including public input, for the designation of a geographic area as an economic growth area in the master plan and shall furnish the City Council with a written report setting forth the recommended criteria and the basis therefor. Only criteria adopted by the City Council by resolution may be used as the basis for the designation of an economic growth area in the master plan.

Sec. 2-1393. Identification of economic growth areas.

Based on the criteria adopted pursuant to Section 2-1392, the Department of Economic and Community Development and the Department of Planning and Development Review jointly, or such other agency as the Chief Administrative Officer may designate, shall identify proposed economic growth areas for inclusion in the master plan, when the master plan is updated and with

public input, and shall develop a proposed small area plan for each proposed economic growth area. Economic growth areas will be identified as such in the master plan.

§ 3. That (i) the initial comprehensive economic development plan required by the new section 2-1373 of the Code of the City of Richmond (2015) adopted by section 2 of this ordinance shall apply to the period commencing July 1, 2017, and ending June 30, 2022, and shall be submitted for approval to the City Council no later than July 1, 2017, and (ii) the initial economic development implementation strategy required by the new section 2-1374 of the Code of the City of Richmond (2015) adopted by section 2 of this ordinance shall be submitted to the City Council no later than September 1, 2016.

§ 4. This ordinance shall be in force and effect upon adoption.



Richmond City Council

The Voice of the People

Richmond, Virginia

Office of the Council Chief of Staff

Ordinance/Resolution Request

RECEIVED

MAR 04 2016

OFFICE OF CITY ATTORNEY

TO Allen Jackson, Richmond City Attorney
Richmond Office of the City Attorney

THROUGH Lou Brown Ali *LB*
Council Chief of Staff

FROM William E. Echelberger, Jr, Council Budget Analyst *WEE*

COPY Ms. Ellen F. Robertson, 6th District Council Member
Haskell Brown, Deputy City Attorney
Vincent Jones, Deputy Council Chief of Staff *V. Jones*
Kiya A. Stokes, 6th District Council Liaison

DATE March 4, 2016

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TITLE Economic Development Plans

This is a request for the drafting of an **Ordinance** **Resolution**

REQUESTING COUNCILMEMBER/PATRON

Ms. Ellen F. Robertson, 6th District Council Member

SUGGESTED STANDING COMMITTEE

Finance and Economic Development

ORDINANCE/RESOLUTION SUMMARY

The Patron requests an ordinance to require:

- A Comprehensive Economic Development Plan for the City of Richmond,
- An Economic Development Execution and Implementation Strategic Plan, and
- Identification of Economic Development Strategic Growth Areas for inclusion in the City's master plan
- Add to the functions set out for the Department of Economic and Community Development in §2-302 of the City Code new requirements for development of an Economic Growth Development Plan and an Economic Development Execution and Implementation Strategic Plan. These plans shall be consistent with the City's Master Plan, and shall be approved by Richmond city Council.

Comprehensive Economic Development Plan

- The Comprehensive Economic Development Plan set out the City's major economic development goals and priorities for the next five years.
- The initial Comprehensive Economic Development Plan shall be for the fiscal year beginning July 1, 2017 and ending June 30, 2022. It shall be presented to City Council no later than July 1, 2017.

- Subsequent five year Comprehensive Economic Development Plans shall be presented to City Council not later than December 31 of the fourth fiscal year covered by the five year Comprehensive Economic Development Plan.
- Council may amend the Comprehensive Economic Development Plans to reflect its priorities, and its amendments to the budget.

Economic Development Implementation Strategy

- The Economic Development Implementation Strategy shall define the strategies to achieve economic growth for the next fiscal year (July 1 to June 30), and shall include measurable objectives and performance measures.
- The Economic Development Implementation Strategy for FY 2017 shall be presented to City Council by July 1, 2016, but not later than September 1, 2016. The Economic Development Implementation Strategy for FY 2018 and for each subsequent fiscal year shall be presented to City Council not later than July 1 of the fiscal year.
- Council may amend the Economic Development Implementation Strategy to reflect its priorities, and its amendments to the budget.
- The Economic Development Implementation Strategy shall be adopted by Council annually.

Planning

- The master planning process for the City of Richmond shall include *Small Area Plans* for designated *Economic Growth Areas* within the City.
- *Economic Growth Areas*: A geographic area within the City of Richmond that is designated by ordinance or resolution for redevelopment or development with the assistance of the City.
 - Criteria for designation as a *Economic Growth Areas* shall be developed jointly by the Department of Planning and Development Review and the Department of Economic and Community Development, or such other agency as the Chief Administrative Officer may designate, and adopted by City Council in the form of a resolution.
 - Potential *Economic Growth Areas* shall be identified for inclusion in the City's Master Plan jointly by the Department of Planning and Development Review and the Department of Economic and Community Development.
- *Small Area Plan*: A detailed plan as described in Sec. 17.01. - *Power of Council to adopt master plan*, Richmond City Code for development or redevelopment of a designated area within the City of Richmond. *Small Area Plans* shall be developed by the Department of Planning and Development Review in cooperation with the Department of Economic and Community Development, or such other agency as the Chief Administrative Officer may designate, as part of the Master Planning Process.
- The Department of Economic and Community Development shall undertake marketing of *Economic Growth Areas*. First priority shall be given to marketing each *Economic Growth Areas* for projects that conform to the *Small Area Plan* for that *Economic Growth Areas*.

BACKGROUND

Summary: Richmond's unique governing structure presents a challenge for implementing an economic development program that is not present for local governments in the Commonwealth. In Richmond governance is shared between the Legislative (City Council) and the Executive (Mayor). The Chief Administrative Officer reports to the Mayor, rather than the governing body, as is the case in other Virginia localities. Provision of a formal plan for the City's economic development to City Council will increase awareness of, and support

for planned activities.

- The Economic Development Implementation Strategy is related to and strengthens the requirement for development of a Comprehensive Economic Development Plan.

Implementation of *Economic Growth Areas*, with corresponding *Small Area Plans*, will allow the City to better target areas in need of redevelopment.

Fiscal Impact: It is the patron's intent that the departments will use existing resources within their budgets to implement this legislation. If costs exceed current budget, it is expected that the departments will request additional funds as needed to support implementation. Actual cost incurred by the departments will vary depending on the amount of original material developed exclusively for the required plans, the amount of detail included, and the extent of community outreach undertaken.

FISCAL IMPACT STATEMENT

Fiscal Impact Yes No

Budget Amendment Required Yes No

Estimated Cost or Revenue Impact

Fiscal Summary

The fiscal impact cannot be determined at this point. See Background.

Attachment/s Yes No