

Resolution #23-0338
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**RESOLUTION APPROVING MODIFICATIONS TO ELIGIBILITY CRITERIA FOR
FINANCIAL ASSISTANCE UNDER THE REVITALIZING COMMERCIAL AREAS
(RCA) PROGRAM**

WHEREAS, in the 2002 Strategic Plan, City Council recognized the impact that declining commercial areas had on the health of the city and its neighborhoods and noted that underutilized, unutilized, and blighted properties were in need of assistance to halt and reverse the disinvestment trend; and

WHEREAS, in 2006 the Revitalizing Urban Commercial Areas (RUCA) program was established as a means of reinvigorating commercial areas in a state of decline; and

WHEREAS, as part of the 2018 Bond Referendum, the Commercial Revitalization of Blighted Areas (CRBA) program was allocated \$2 million dollars to be administered similar to the RUCA program; and

WHEREAS, approximately \$1.6 million of the CRBA funds remaining available; and

WHEREAS, Planning and Development Services staff conducted a new analysis of 46 commercial activity center in Winston-Salem; and

WHEREAS, individual site conditions were holistically evaluated based on recent visits by Planning staff and ranked based on the following factors: Access, Presence of Alternative Transportation Facilities, Site Condition, Building Condition, and Vacancy; and

WHEREAS, Council provided feedback when preliminary recommendations were presented as a Finance Committee information item in late 2022, as well as subsequent City staff meetings with individual Council Members who had expressed interest in providing additional feedback on activity centers in their wards; and

Winston-Salem City Council
APPROVED
October 16, 2023

WHEREAS, based on the analysis of the activity centers and feedback from Council, City staff has developed recommendations for program eligibility.

NOW, THEREFORE, BE IT RESOLVED, by the Mayor and City Council of the City of Winston-Salem, upon recommendation of the Finance Committee, that the City hereby approves the following modifications to eligibility of financial assistance in designated areas of commercial revitalization: (1) Commercial properties located in RCAs rated as Tier 1, Tier 2, or Tier 3 are eligible for future City funding; (2) Commercial properties within 250 ft. of the boundary of eligible RCAs are also eligible for funding; (3) Property owners must be in good standing with the City in order for their RCA application to be accepted; (4) Ten percent of remaining RCA funds (\$160,000) be designated for public infrastructure improvements in eligible areas.

BE IT FURTHER RESOLVED, in order to better reflect the geography of these eligible areas and the purpose of this initiative, the program's name is changed to *Revitalizing Commercial Areas*.