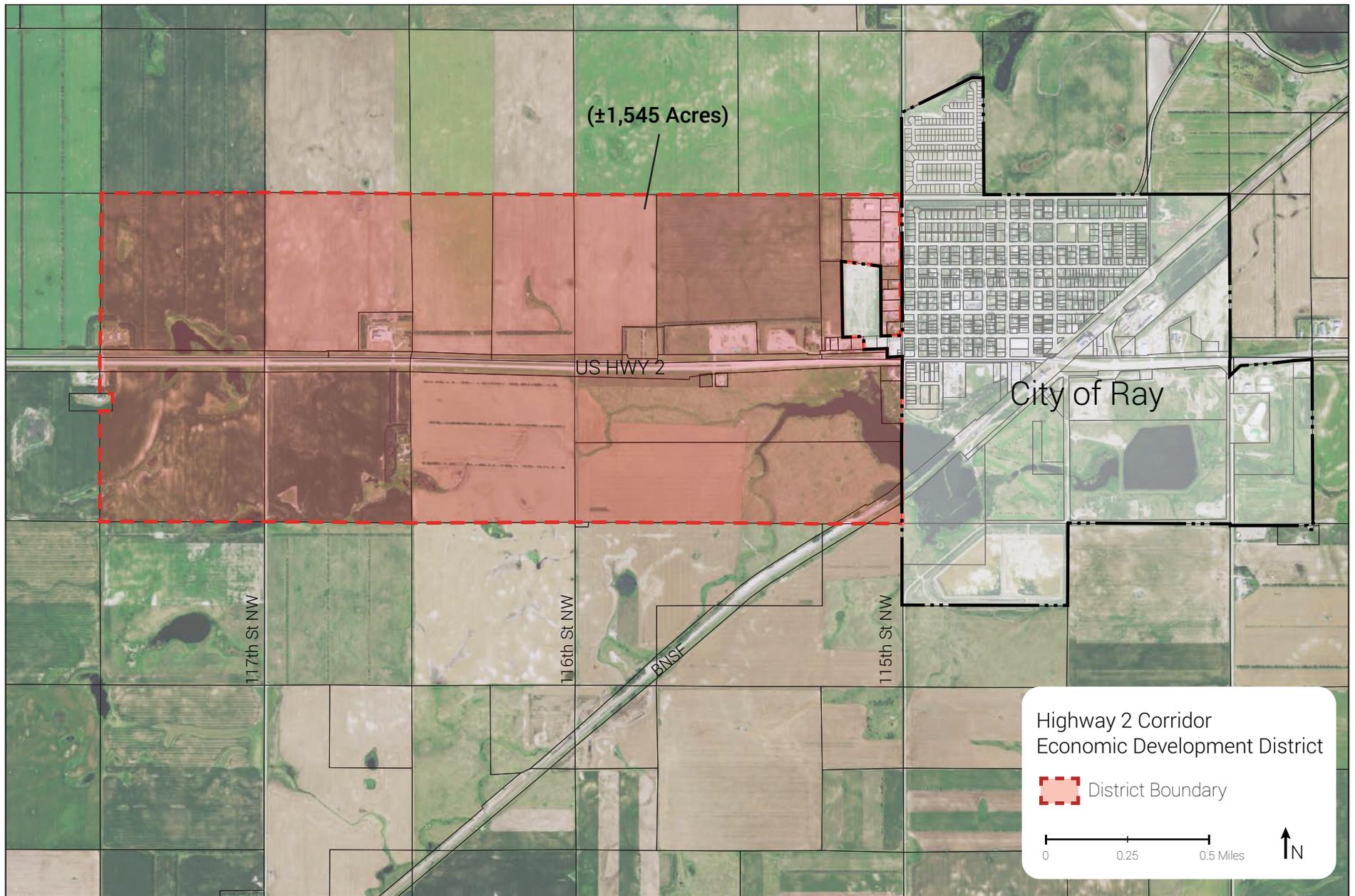




CITY OF RAY, NORTH DAKOTA

US HIGHWAY 2 CORRIDOR ECONOMIC DEVELOPMENT DISTRICT PLAN

Figure 1: The Highway 2 Corridor Economic Development District



Highway 2 Corridor Economic Development District Plan

Overview

The Highway 2 Corridor Economic Development District Plan is a sub-area plan of the Comprehensive Plan focused on providing long-range land use and economic development policy for lands buffering US Highway 2, seen in Figure 1. The Highway 2 Corridor Economic Development District (EDD) comprises lands that are not part of the original townsite, or part of any additions or platted subdivisions.

The Official Zoning and Subdivision Regulations currently administer development standards for new construction in zones in this district, which include the Highway Commercial (HC) and General Commercial/Industrial (GCI) zones. The Design Guidelines in this plan illustrate the Comprehensive Plan's vision for new growth. The Future Land Use Map (Figure 3) is included to identify the most appropriate locations for future subdivisions, annexations, or individual projects in the EDD.

The intent of the EDD plan is to promote the types of development that will

sustain and grow Ray in a way that will benefit current and future residents. Land use is incorporated in the Plan to ensure development occurs in the most appropriate areas given the market realities of today and tomorrow. The Future Land Use Map is a tool designed to guide the Planning and Zoning Commission and the City Commission in zoning and subdivision recommendations and decisions. Like the Comprehensive Plan, this Economic Development District Plan is intended to communicate a vision for future development, and to provide policies that will realize that vision.

North Dakota Century Code and Comprehensive Planning

The state legislation enabling comprehensive planning provides local jurisdictions with a framework through which long-range comprehensive and economic development plans can be created. Some applicable sections include:

- Chapter 40.05.1-06(11). Powers.
- Chapter 40-48-02. Official master plan may be established – Filing – Effect – Purpose.

Figure 2: Regional Map

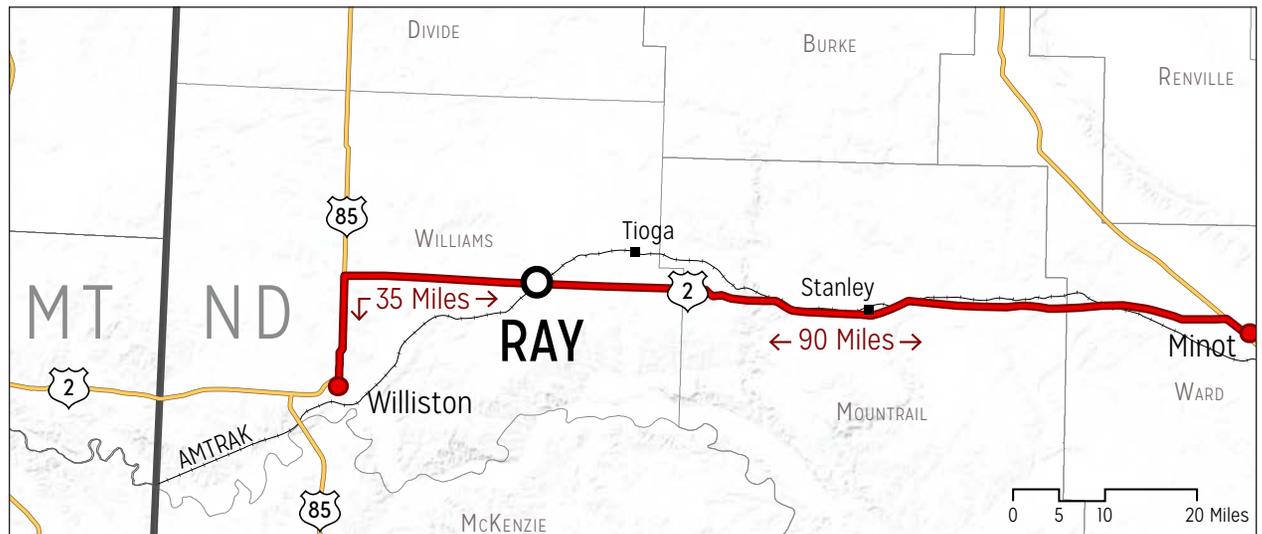
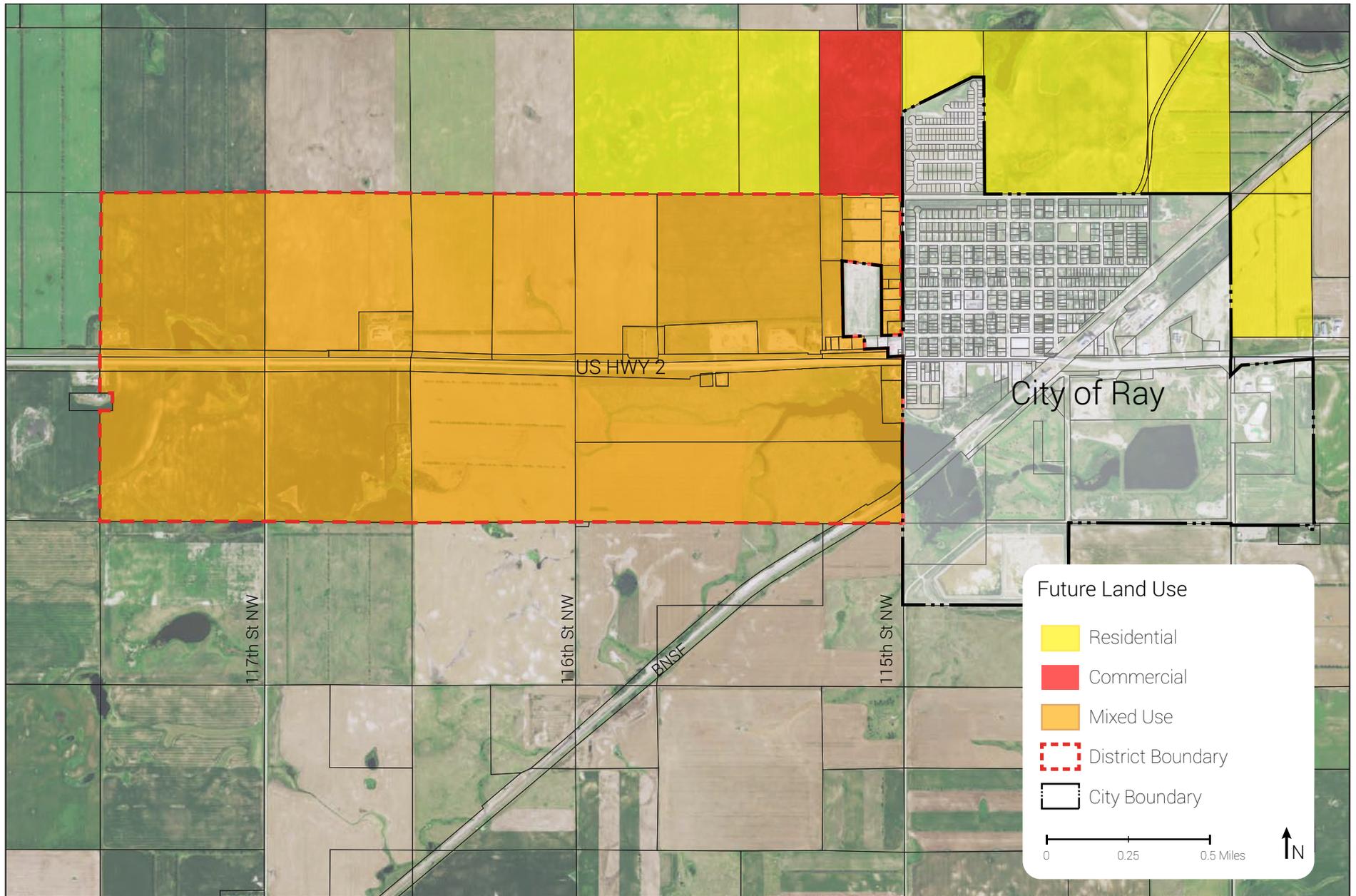


Figure 3: Future Land Use Map



Description of the Highway 2 Corridor District

The Highway 2 Corridor is characterized by large format buildings and facilities associated with commercial, industrial, and agricultural uses that require highly visible and accessible sites along the highway within and to the west of the municipal boundaries. Agricultural land is the prevailing land use along the corridor west of the municipal boundaries.

With increased vehicular traffic due to natural resource development in the Bakken, the North Dakota Department of Transportation completed a major transportation project that rebuilt the highway, widening it from two to four travel lanes, while incorporating traffic signals and slower speed limits.

The physical boundaries of the Economic Development District, shown in Figure 2, extend roughly two and a half miles to the west, to 7th Avenue N to the north, to the municipal boundary to the east, and include all parcels within approximately one quarter section to the south of US Highway 2.

Where Are We Now?

According to US Census American Community Survey estimates, the City of Ray saw **160 new people** move to town over the four-year period from 2010 to 2014.

An estimated **70 acres of private land** has been developed over the last four years.

The city has made a **\$4 million investment** in public infrastructure (including water, wastewater, and streets), enough capacity to serve an estimated population of 2,500.

As such, the leadership and stakeholders of Ray have invested considerable community time and resources into preparing for growth due to development pressure in the Bakken oil field. This has resulted in Ray being a progressive forward thinking community, invested in public infrastructure, updated zoning, market awareness related to housing need, workforce demand, and its ability to serve a larger regional area.

It's all about location. Ray is on the road between the Bakken's two regional centers of Williston (a 30 minute drive) and Minot (90 minute drive).

This location gives citizens proximity to good employment within a reasonable commute while still offering residents a rural lifestyle.

Where Do We Want to Be?

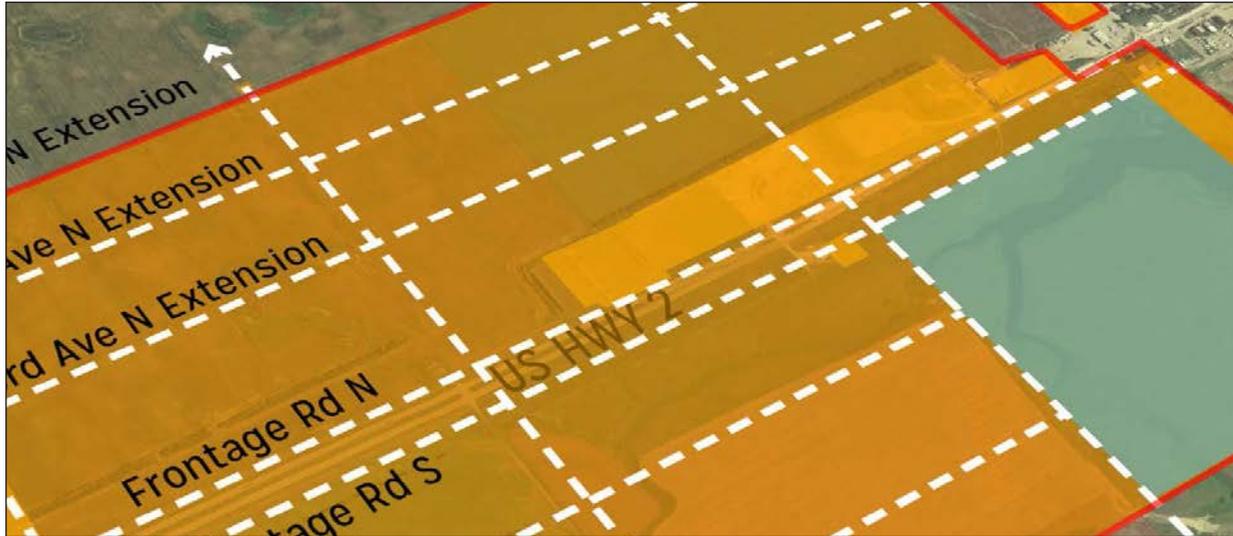
With almost two and a half square miles of highway-accessible land designated for development and a neighborhood-oriented community ready for housing growth, Ray is open for business. The City of Ray is set to become the emerging center of commerce and industry in the Bakken. A balance of job growth with new and diverse housing options will get Ray to where it wants to be.

How Do We Get There?

Focused economic development strategies including engaging developers, investing in infrastructure, simplifying the permitting and review process, and outreach and marketing will get Ray to its vision as a great place for new business start-ups or local business expansion.

An Opportunity for New Growth

The City has set the stage for future growth to the west of town. About 1,500 acres of land is designated for new development. In some cases city services will need to be extended and capacity increased to accommodate new growth.



Overview of the Economy

Ray has the benefit of being located near major employment centers, yet is still a safe and community-oriented small town, perfect for raising a family or just relaxing after a long work day. Some of the major employers within a short commute of Ray's residential neighborhoods include:

- Halliburton
- Nabors Drilling
- Williston Public Schools
- Wal-Mart
- Baker Hughes
- Key Energy
- Triangle Electric
- Hess Corp

In addition to major regional employers, it is a goal of this plan to attract and strengthen local, neighborhood serving businesses (retailers, eateries, grocers, cafe's, etc) that not only serve the growing population but also provide a diversity of employment opportunities.

Purpose

The purpose of the Ray Highway 2 Corridor Economic Development District Plan is to propose land use strategies that will enable the corridor to develop in a

Some of the major employers in the area are familiar icons in the retail and natural resources industries. (Jobs Service North Dakota)



way that best expresses the vision of the Ray 2015 Comprehensive Plan.

Economic development planning, particularly along a corridor, is a collaborative process that integrates a number of future development conditions including assessing future growth patterns, travel patterns, social drivers, economic conditions, environmental conditions and infrastructure.

The Economic Development District has the potential to attract new and local business development with various properties sized for a multiple use of commercial and light industrial development options that could include:

- Technology Centers
- Banks
- Gas Stations
- Large Format Retail Stores
- Parks and Recreational Open Space
- Breweries
- Hospitals / Clinics
- Movie Theatres
- Restaurants
- Multi-Use Complexes

- Hotels
- Self-Service Laundry
- Retail Center
- Sports Arena/Fields
- Business/Office Park
- Industrial Park

Implementation of economic development planning along the corridor will require creative and collaborative relationships for funding that will include partnerships between public entities, private ownership, and new development.

Issues

The City of Ray understands that existing land uses along Highway 2 will change as new market demands emerge.

Economic Development

There is a direct link between economic development of a community and quality of life.

When a community commits to economic development activities such as economic development plans, annexations, developer agreements and/or tax incentives, the potential to increase economic drivers such as additional

employment, workforce housing, and supporting services increase as well. Not only does it improve the livability of a community, economic development is an investment into the community allowing the community to be in the driver's seat regarding the geographic location of new development.

Increasing community visibility and providing a more stable tax base creates a more stable economy and also allows a recapture of some of the dollar "leakage" that goes out of the community by residents who cannot find needed services within the community.

This effort requires a stable political body that is committed to securing the necessary resources that work to attract new business development.

Available infrastructure such as water, sewer, electricity, gas, as well as ready access to transportation facilities such as commercial highways and rail are key components in attracting new development.

Planning and zoning issues are of high importance during a period of high economic change as these guiding tools will determine the physical landscape for future generations. Keeping the character and livability of the community a high priority.

Highway 2 Corridor: Redevelopment Inside the Municipal Boundaries

Creating a strategic physical plan for lands on the south side of US Highway 2 inside the municipal boundaries of Ray could assist the community in leveraging redevelopment. Historically this area has seen various agricultural, commercial and recreational uses. Residential land uses have not been significant in this area.

This Economic Development District Plan proposes a future condition where uses south of the highway (such as recreational facilities) may relocate to other areas within or outside of town, unlocking this land to transition into highway-oriented commercial uses.

Additionally any physical planning for the area should include policies for the adaptive reuse of existing structures and the realignment of public streets, leading to a more structured and consistent urban form. The diagram in Figure 4 illustrates the concept of extending the existing street grid along the south side of the highway.

Most of the land south of the highway is publicly-owned, with about half of the land belonging to the City of Ray (see Figure 5). About 50 acres (22%) is held by private owners, while the Ray Parks District owns about 15%, which includes the municipal golf course, baseball fields and the rodeo grounds. Land accumulation, which can be a hindrance to development elsewhere, may not be a major obstruction in this case. The Parks District therefore has several options to engage redevelopment in the area, including transferring the land to another public entity or selling the land on the private market.

Annexation

Annexation is the mechanism for a municipality to grow in a way that meets the demands of expansion in a socially, politically and financially responsible way. Benefits of annexation include a united and effective single form of government that oversees orderly growth through uniform regulations such as building codes, planning, and zoning standards. Annexation leads to an equal sharing of community resources and financial responsibility by people living in an area united by social, political and economic interests.

Chapter 40-51.2 of NDCC dictates the process by which a city annexes territory. Annexation can be initiated by a written petition to the city signed by at least three-fourths of the landowners in a designated area. The city may also annex land by resolution, where three-fourths of the landowners in the designated area must agree to the annexation.

Figure 4: Potential reorganization of street grid south of US Highway 2 within the City

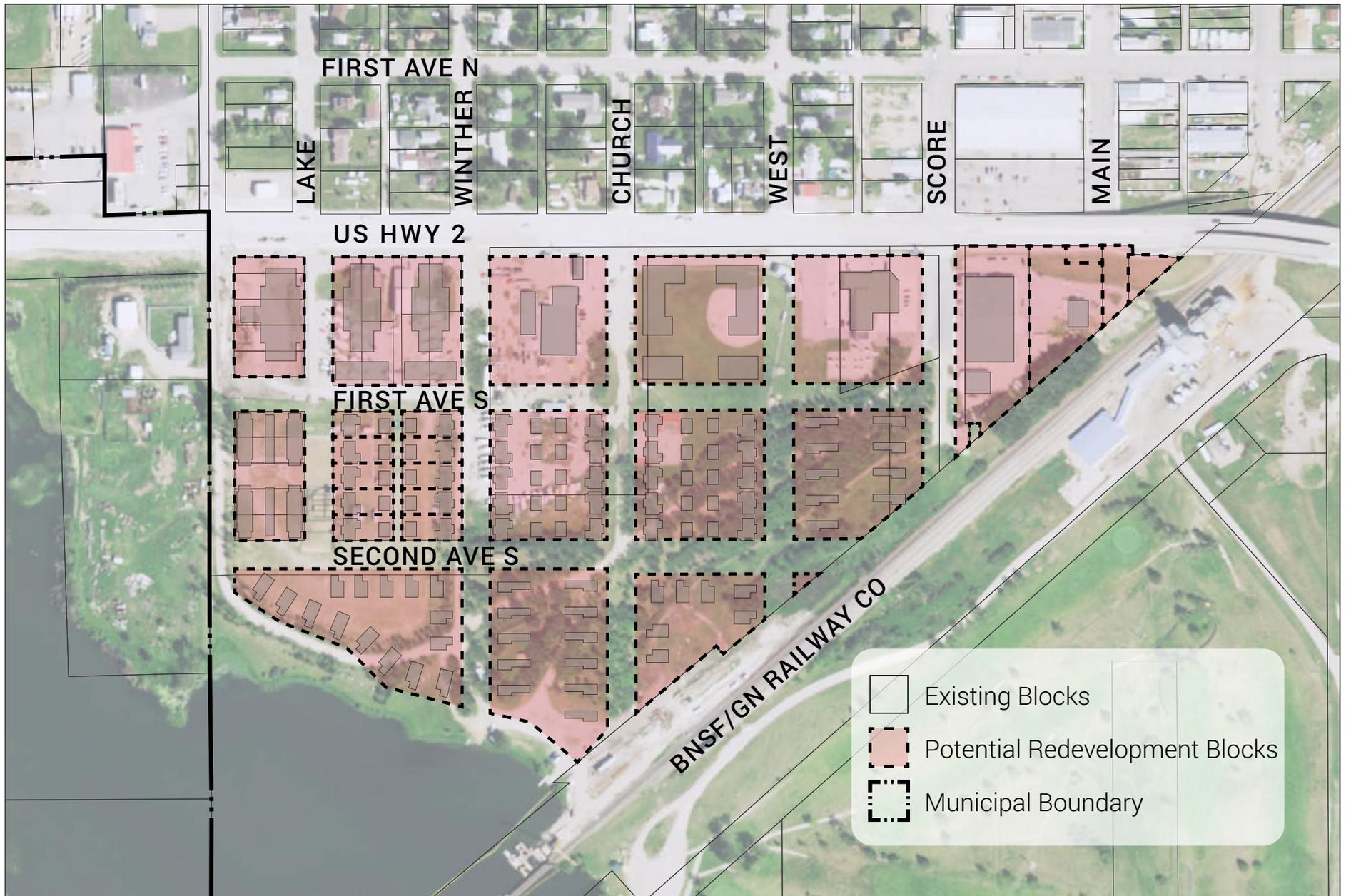


Figure 5: Ownership south of US Highway 2 within the city

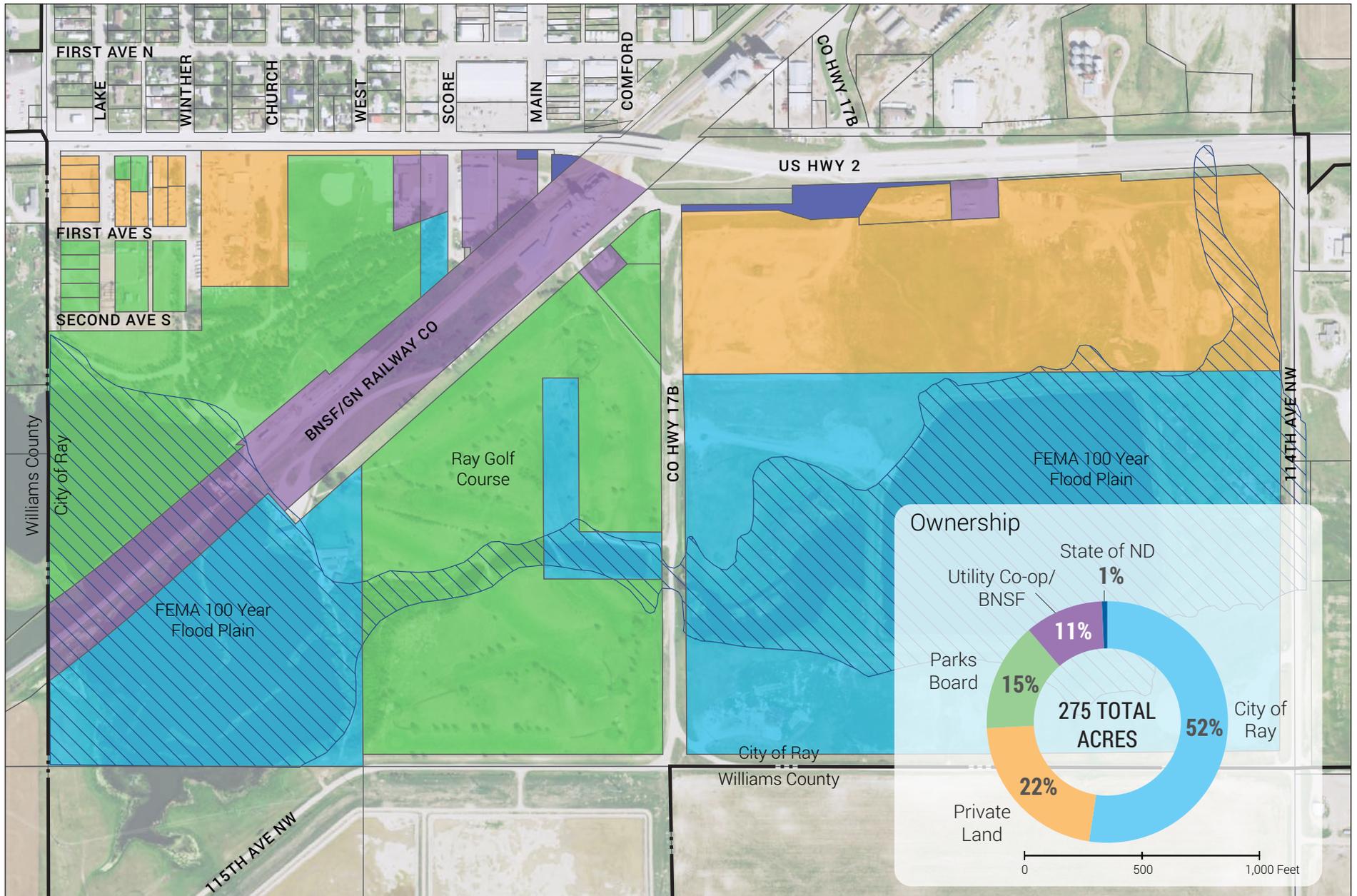
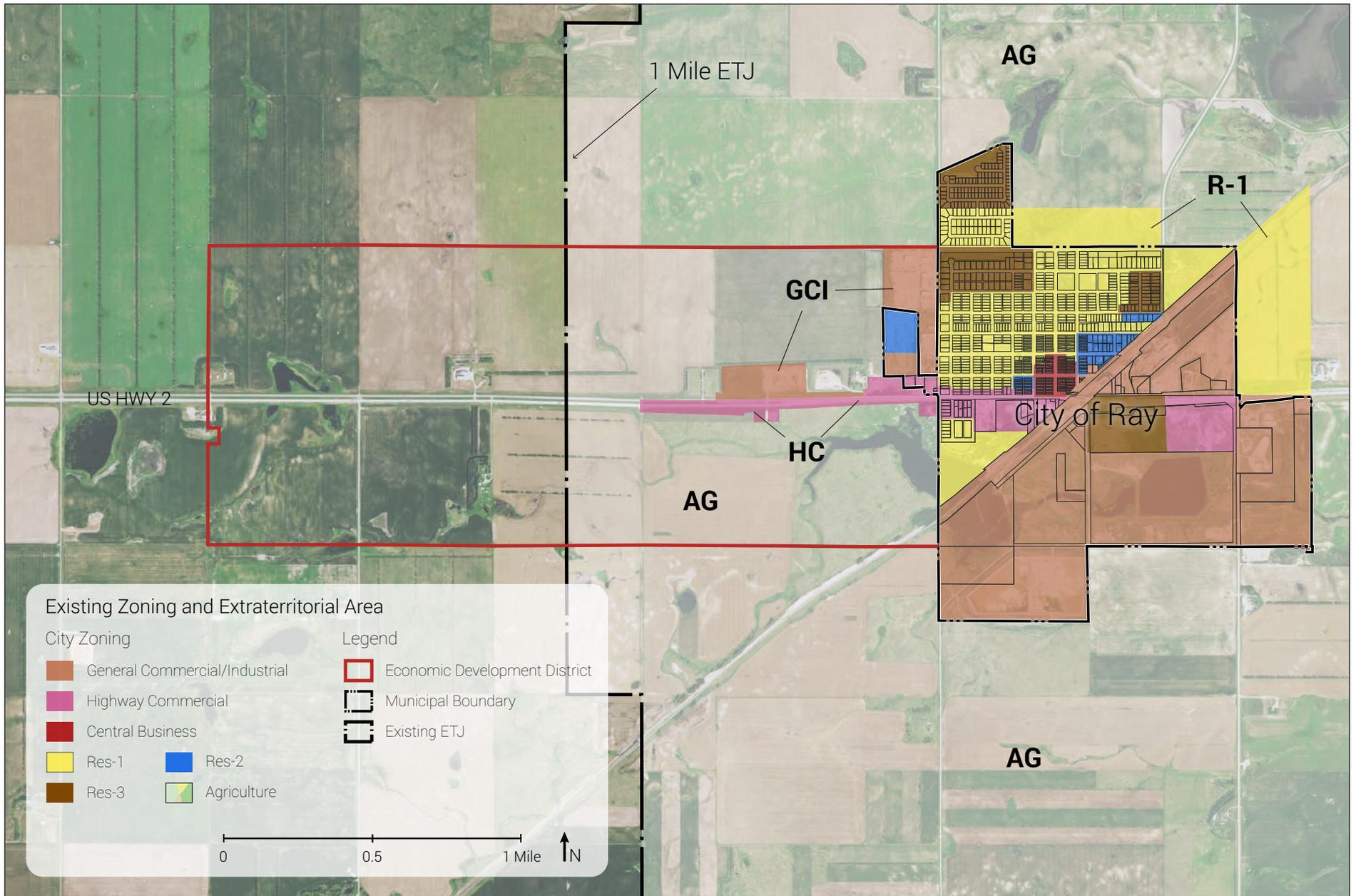


Figure 6: City of Ray Extraterritorial Jurisdiction and Existing City Zoning



This Economic Development District Plan considers that the city may annex any or all the area within the district as illustrated in Figure 1.

Because the city employs a one-mile extraterritorial jurisdiction (ETJ), the expansion of the municipal boundaries through annexation of the proposed EDD would expand the ETJ to include the area shown by the black dotted line in Figure 7. This would include about 3,300 additional acres of extraterritory in which the city would administer zoning and subdivision

Williams County Zoning

Williams County currently administers zoning and subdivision in the Highway 2 Corridor EDD. Williams County commercial zone districts are within the Highway 2 Corridor EDD. Should annexation occur, coordination would be required between the city and county to meet the land use goals for each jurisdiction. Figure 7 illustrates the county's existing zoning districts in the overlapping area.

Figure 7: City of Ray Extraterritorial Jurisdiction and Williams County Zoning

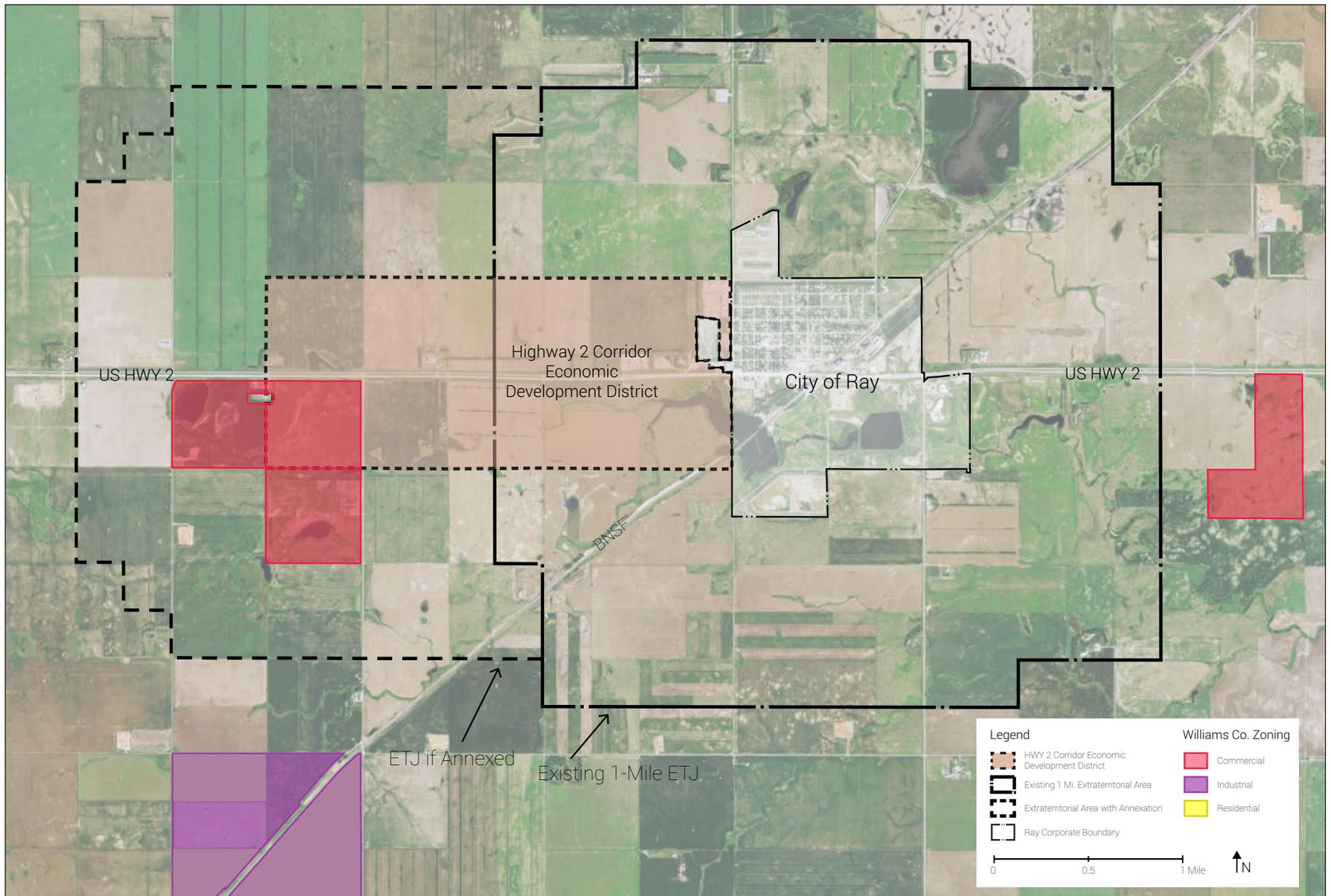
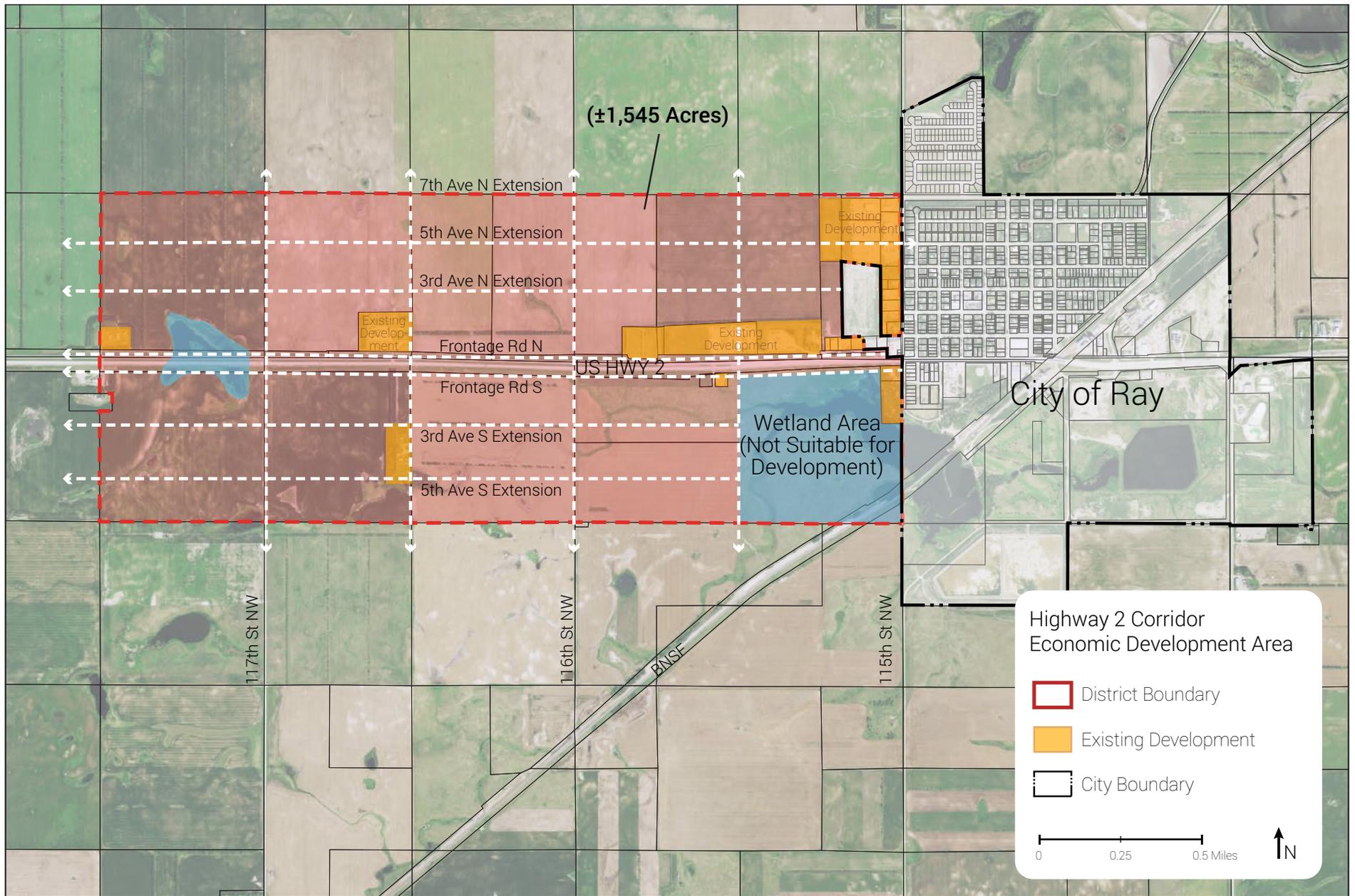


Figure 8: Highway 2 Corridor Economic Development District Growth Plan



Catalyzing Development

Projects and Partnerships

Much has been said about why and where development could occur to motivate economic growth in Ray, but how does new growth occur in the near and distant future?

In many cases a project or series of events will kick start activity. What these catalyst projects share is a common theme of partnership between stakeholders and local government entities. Ray's Highway 2 corridor offers several sites for potential catalyst projects. Locations are not, however, limited to the sites identified in this section, rather catalyst projects may happen at either end of the Economic Development District or at any point in between.

The high accessibility and visibility of the US Highway 2 corridor within the City of Ray provides an excellent opportunity for new projects to have a catalyzing effect on the highway corridor outside of the city. Considering the phasing of development, the lands within the city with access to municipal services will

likely develop first with uses such as hotels, service or gas stations, drive-through eateries, convenience stores, retail, or other vehicle-oriented uses.

The following describes in general the potential for catalyst projects in the Highway 2 Economic Development District.

SITE 1

This potential catalyst site is approximately one acre under single ownership. The development community has previously shown interest in developing this site for commercial uses. Located at the western gateway to Ray from Williston, the site's extremely high visibility lends it to any number of vehicle-oriented uses.

SITE 2

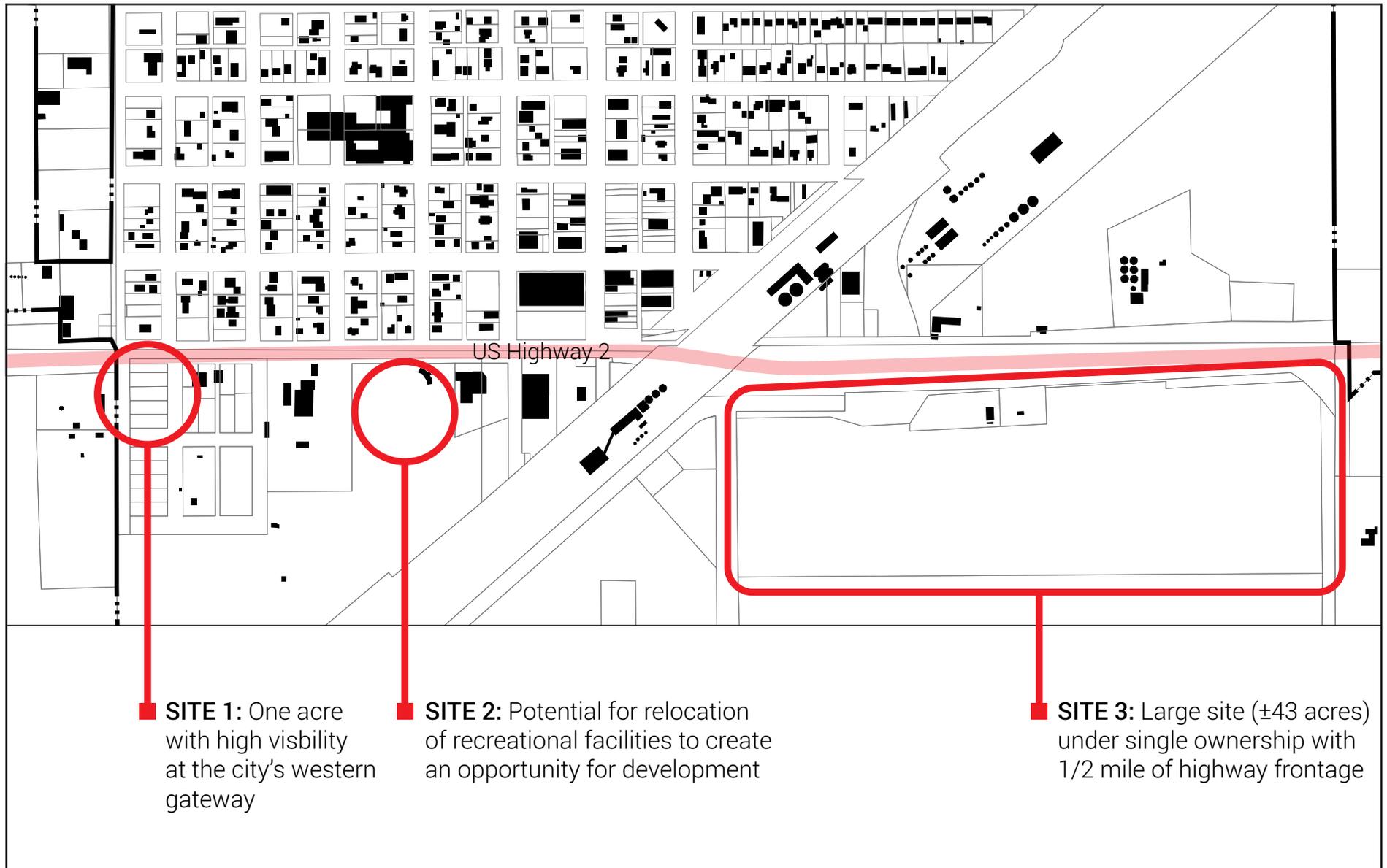
Potential catalyst Site 2 is the current location of the baseball fields, owned by the Ray Parks District. The development potential for this site is dependent on the relocation of existing recreational facilities to another location, freeing up approximately six to ten acres of land.

Existing low-intensity structures on the site such as storage sheds and bleachers provide relatively few obstructions to redevelopment. It is not the intent of the Comprehensive Plan to reduce the amount of recreational facilities in Ray, therefore it should be stated that redevelopment should be contingent on existing facilities being reproduced in similar size and number elsewhere in the area.

SITE 3

Roughly 43 acres of land on the east end of the city provides a large opportunity for a catalyst project. Development interest in the past has included a mixed-use plan with a large commercial component. The size of the parcel, the amount of highway frontage, and the site's singular ownership promotes Site 3's development potential.

Figure 9: Potential sites for catalyst projects along Highway 2.



Design Guidelines for the US Highway 2 Corridor Economic Development District



A | Size, Scale and Streetscape

The size and scale of new development should be compatible with the surrounding uses and structures. In existing industrial areas, for example, a new large-scale structure may be compatible because of the presence of warehouses or grain elevators. They are not, however, compatible with adjacent residential areas. Refer to the Future Land Use Map for general development densities.

B | Landscaping and Site Elements

Streetscape and landscape standards are administered in the official Zoning and Subdivision Regulations. Specific streetscape Design Guidelines for New Growth Areas are not warranted beyond those administered in existing land use regulations.

C | Transportation and Parking

Subdivisions in New Growth Areas should be designed to follow the historical street grid. New roads, where possible, should extend out from existing roads and should follow the historical naming conventions. Parking should be developed according to the land use that is assigned to the parcel.

The North Dakota Department of Transportation (NDDOT) has published

Guidelines for New Development that provide design recommendations for highway corridors. The intent of the guidelines are “to provide local land use and transportation practitioners, elected and appointed officials, and the development community general guidance when considering access placement or requests on the state and local transportation system.”

It is the intent of this plan to conform with the guidelines from the North Dakota Department of Transportation (NDDOT) publication. Some of the key design guidelines include:

- a. Frontage or backage roads could provide access to commercial property to control access points.
- b. Align streets and driveways opposite one another to create a logical pattern of traffic access.
- c. Locate driveways on the appropriate roadway type.
- d. Avoid driveways within Functional Areas of an intersection.
- e. Limit the number & type of driveways.

- f. Control medians and left turns.

The NDDOT brochure titled “Planning for Roadway Intersection and Driveway Access” provides diagrams illustrating proper roadway and access configurations, which are reproduced here in Figures 9-13. Guidelines generally follow US Federal Highway Administration design standards.

The guidelines, published in 2012, also describe the requirements and analyses needed for NDDOT approval of a new development. The intensity of the land use proposed will determine the level of analysis that is required. More information can be found at:

<https://www.dot.nd.gov/divisions/programming/docs/newdevelopment.pdf>

Figure 10: Access guidelines for high activity areas (NDDOT).

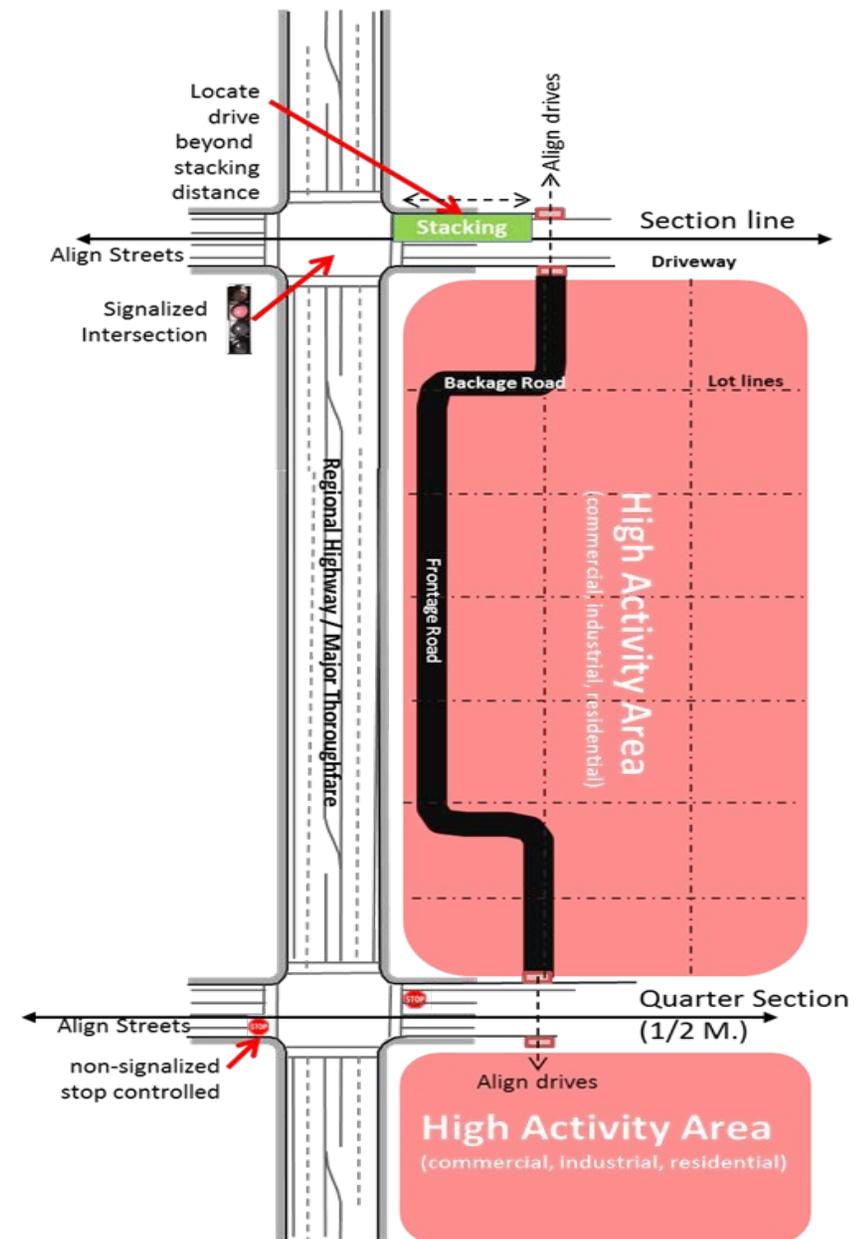


Figure 11: Locate driveway access on roads with least traffic volume (NDDOT).

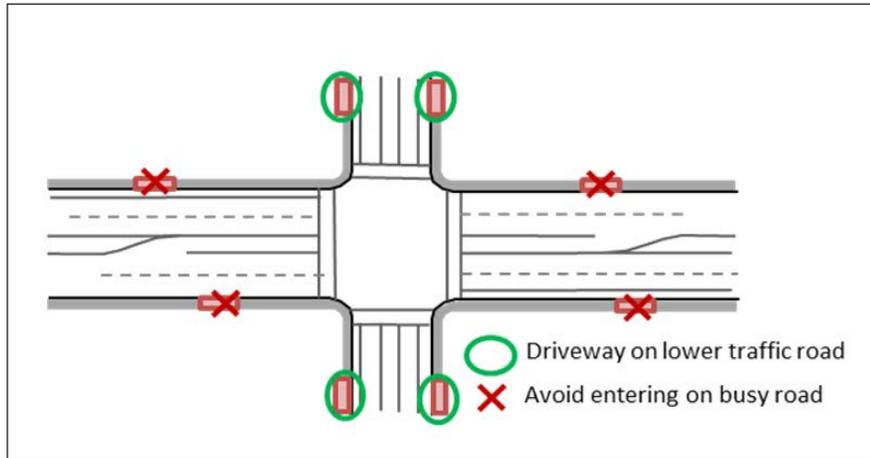


Figure 12: Crash percentages for turning movements to and from driveways. 72% of driveway crashes involve left hand turns as seen below (NDDOT).

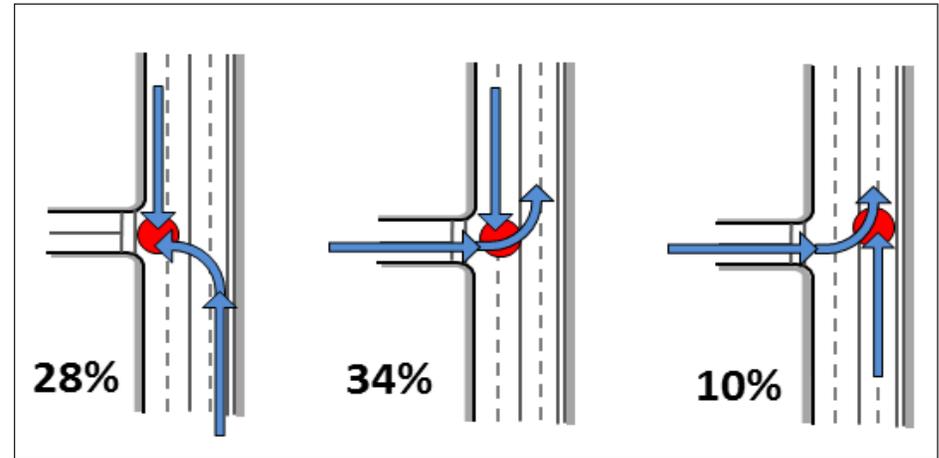


Figure 13: Functional and Physical Areas of an intersection (NDDOT).

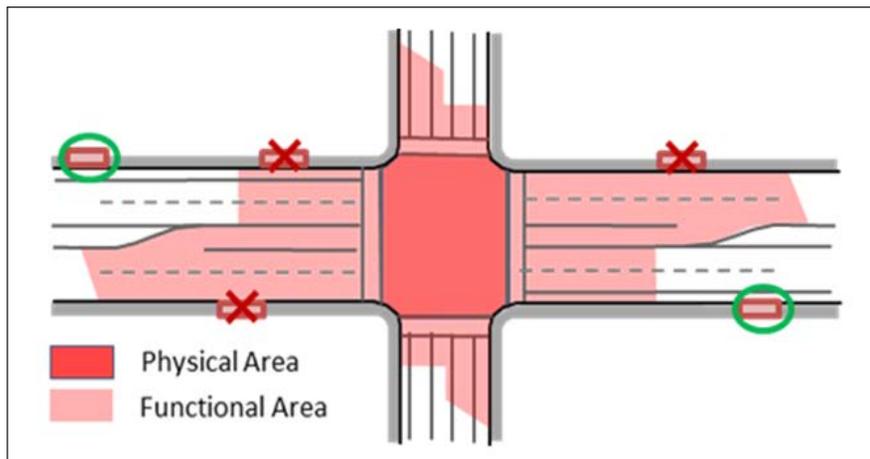
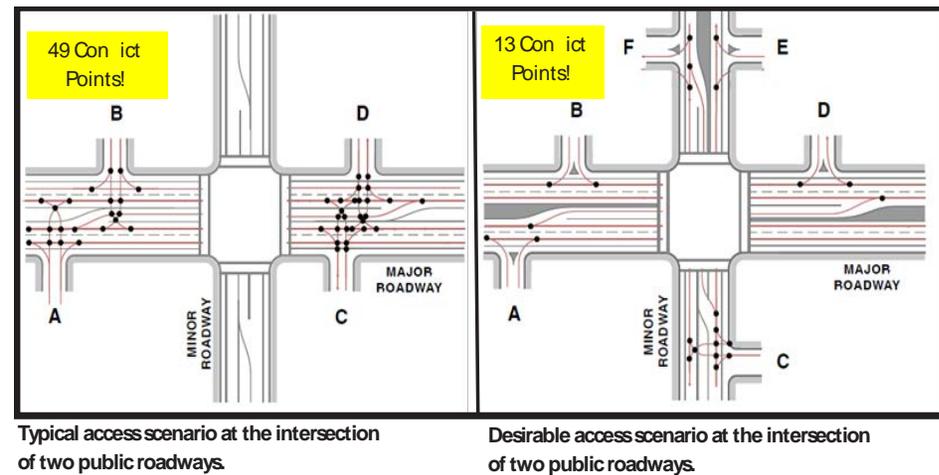


Figure 14: Functional and Physical Areas of an intersection (NDDOT).



D | Pedestrian Systems

New growth within the Economic Development District should connect to and enhance existing pedestrian pathways in a cohesive network. Everywhere possible, links should be provided to neighborhood parks and other “natural” or recreational areas. Pedestrian paths and sidewalks may not be warranted along the entire length of US Highway 2, but rather in nodes of areas where commercial or residential activities are concentrated, e.g. within parking areas in retail centers or throughout subdivisions.

E | Architectural Features and Materials

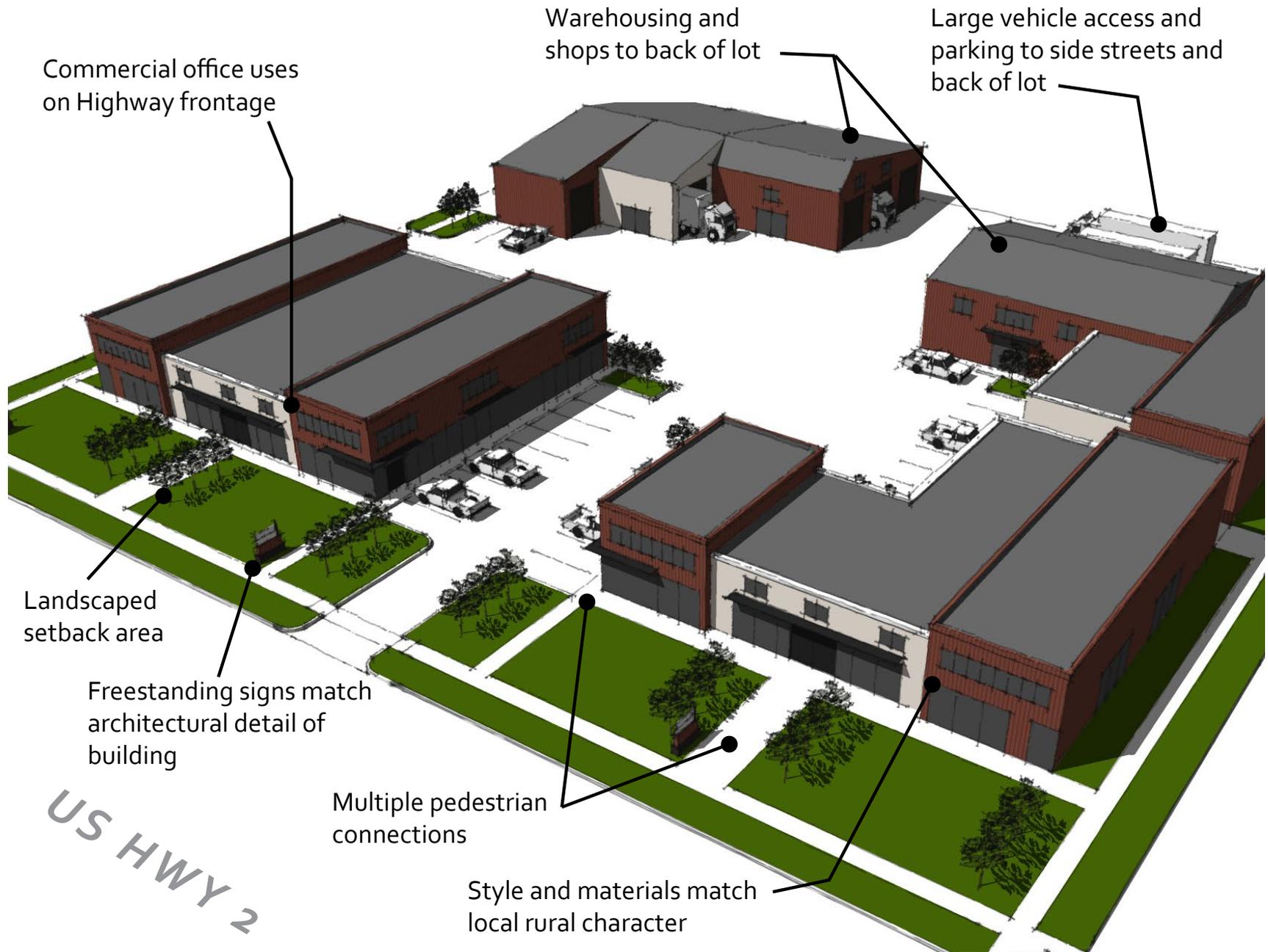
Architectural design is administered in the official Zoning and Subdivision Regulations. Specific Design Guidelines for architectural elements are not warranted beyond those administered in existing land use regulations. However, should the planning staff or Planning and Zoning Commission determine additional design guidance is required, it should be discussed on a project-by-project basis.

F | Future Land Use

The Future Land Use Map (FLUM) is a guide to appropriately locating new development in this district. The following future land uses for new growth inside the corporate boundary are described as follows:

1. Mixed-Use: envisioned to be a combination of future residential, commercial or recreational uses. Buffers between unlike uses should be incorporated; the extent and location of which should be determined during a site plan review process. The most appropriate use will be determined as the surrounding area develops. This land use designation covers the majority of the Highway 2 Corridor EDD and is designed to be flexible, allowing for review on a project-by-project basis.
 - a. Structure Type: any general commercial, light industrial or residential structure.
 - b. Parcel Size: Min 7,000 sq.ft. No maximum.
 - c. Building Sq.Ft.: No minimum or maximum.
2. Residential: envisioned to be comparable to Residential Zone Districts (R-1, R-2 and R-3) in the official Zoning and Subdivision Regulations. Residential uses are not designated for any specific area within the EDD, but will be determined on a project-by-project basis.
 - a. Structure Type: one family detached, two family, multiple family and institutional uses that are complimentary to the district, such as hospitals, senior/assisted living, and religious establishments. Where areas are adjacent to existing residences in the Neighborhood District, the use should be similar.
 - b. Residential uses are to be located and updated on the Future Land Use Map as developed, and should be sited to take advantage of local services, to promote a compact urban form, and to promote housing affordability.
 - c. Design of new subdivisions should comply with the Neighborhood District Design Guidelines.
 - d. Parcel Size: 3,500 sq.ft. to 21,840 sq.ft. (half acre)
 - e. Density (units per acre): 0.5 to 25

Figure 15: Highway 2 Corridor Design Guidelines



3. Commercial: envisioned to be comparable to the Highway Commercial (HC) and General Commercial/Industrial (GCI) Zoning District in the official Zoning and Subdivision Regulations. New commercial and industrial activities in this location will complement similar existing uses. Commercial uses may be located anywhere within the area designated "Mixed Use" on the Future Land Use Map, however the site currently zoned Commercial by Williams County (NE 1/4 Sec. 13, T156N, 98W) is concurrently designated for potential commercial within the Highway 2 Corridor EDD.
 - a. Structure Type: any general commercial or light industrial structures.
 - b. Commercial uses are envisioned to locate anywhere within the Economic Development District.
 - c. Parcel Size: Min 5,000 sq.ft.
 - d. Building Sq.Ft.: No maximum.
4. Recreational: envisioned to be comparable to the Agricultural District (AG) in the official Zoning and Subdivision Regulations. Recreational uses are not designated for any specific area.
 - a. Recreational uses are envisioned to be located anywhere within the Economic Development District.
 - b. Recreational facilities or open space is ideally suited to the area, and new development should dedicate recreational space or a cash-in-lieu fee as required by the Official Zoning and Subdivision Regulations standards in Section 6.0406 Parks and Open Space.