

DeLand Downtown Community Redevelopment Agency

Annual Report

FY 2010- 2011

Prepared by

City of DeLand

City Manager's Office and Finance Department

With Assistance from the:



Downtown Community Redevelopment Agency

2010 -11 Downtown Community Redevelopment Agency

Board Membership

Robert F. Apgar, DeLand Mayor, Seat 1

Charles Paiva, DeLand Commissioner Seat 2

Vonzelle Johnson, DeLand Commissioner Seat 3

Phil Martin, DeLand Commissioner Seat 4

Leigh Matusick, DeLand Commissioner Seat 5

Scott Price, Downtown Business Representative

Joe Valente, Downtown Business Representative

Introduction

The City of DeLand's Downtown Community Redevelopment Area (CRA) was created in 1984, and the first Community Redevelopment Plan was adopted in 1985. For over twenty-five years the DeLand Community Redevelopment Agency has played an integral role in the revitalization of the downtown area and the surrounding community. The downtown area has faced many challenges similar to those in other areas of Florida and the nation. The vision of the downtown area was established by residents who attended workshops in the 1980's and 90's and determined a set of goals and priorities that have evolved over the years. The last full update of the redevelopment plan, adopted in 2005, provides a foundation for redevelopment and maintenance operations in the downtown area.

Today, Downtown DeLand is an award winning MainStreet community where we have learned to cherish that which is special about our past while embracing the 21st Century. Residents and businesses love to share the history and small town charm of their City and offer a yearlong schedule of programs and events that bring people together. Beautifully restored buildings hold an eclectic mix of high quality shops, restaurants and art galleries that line the downtown boulevard and intersecting streets. Workers associated with the operation of the County Seat contribute to the lively bustle. A variety of small parks, murals, and flowers on every corner make it a special place to spend an hour or a day.

The downtown DeLand Community Redevelopment Agency does not rest on its past achievements. DeLand is dynamic and its redevelopment plan calls for many new strategies including:

- Development of mixed use projects on undeveloped parcels
- Maintaining a wide variety of retail and service uses
- Creation of new streetscapes and public amenities
- Establishment of residential units within the downtown area
- Creation of a hospitality and conference area to complement the restored Athens Theatre

In Fiscal Year 2010-2011, the Community Redevelopment Agency took bold steps to envision the addition of new mixed-use buildings on infill lots by approving a Letter of Intent for Redevelopment of city owned property; amending the downtown plan to provide for installation of street sculpture; and soliciting construction bids for a new streetscape along West New York Avenue. The projects are aimed at increasing the area's capacity to accommodate new growth while preserving the historic character of the community. These projects will help the City attract sustainable growth and maintain a unique sense of place and a central community of which all residents and downtown workers can be proud.

The Downtown CRA encompasses approximately 92.6 acres of land located in the heart of DeLand. Properties on both sides of Woodland Boulevard are included within the CRA which is roughly bounded on the west by the western block face of Florida Avenue and on the east by Alabama Avenue. Michigan Avenue serves as the northern boundary for the CRA and Voorhis Avenue is the Southern border.

Revenues

Historically, the Downtown CRA has had a steady, but low, Tax Increment Revenue each year since the inception of the CRA. However, in FY 2005-06, the CRA Trust Fund increased significantly due to the “real estate bubble” experienced throughout Florida. The subsequent national economic downturn that we have experienced since that time has caused revenues to fluctuate.

Table One: Tax Increment Revenues by Year

FY03-04	FY04-05	FY05-06	FY06-07	FY07-08	FY08-09	FY09-10	FY10-11
246,231	282,407	436,436	498,600	420,780	462,716	359,294	227,474

The Tax Increment Financing (TIF) revenues for the Downtown CRA have been unpredictable. Revenues increased substantially until FY06-07 and then began an erratic decline to FY 10-11. In 2008 the CRA completed several significant projects including the construction of Chess Park with the County of Volusia and the Historic Adaptive Reuse of the Fish building for the Florida Women Artists with the assistance of ECHO grant funds. In 2009-10, the CRA elected to amend its redevelopment plan to promote visual arts in downtown, as well as embark on some new projects that otherwise would not have been possible without saving some of the previous years’ revenues.

The Downtown CRA has participated in a number of projects in the 10-11 Fiscal Year:

- Entering into a Letter of Intent to Create a Mixed Use Development on undeveloped and underutilized city property
- Acquisition of Abandoned Property
- Rotate and Increase the Number of Street Sculptures
- Downtown Event Sponsorship and Marketing
- Façade, Underutilized Building Improvement, and other Grant Programs
- Construction Bid for New York Avenue Streetscape

Prepare for Mixed Use Development

A Public Lands and Parking Space Needs Analysis was prepared by Walker Parking Consultants and Pizutti Solutions in 2008. The land use analysis indicated that the residential presence in the downtown area is very limited, and should be promoted as an opportunity in any future redevelopment efforts by the City. An increased level of residential uses in the core downtown is thought to have a positive effect on the overall area. In FY 2008-09 DeLand Planning staff processed an amendment to the Comprehensive Plan that would allow increased densities in the very specific target area of the downtown CRA. This was approved and subsequently adopted by the DeLand City Commission in early 2009.

Another recommendation contained in this study was for the Commission to consider redevelopment of the Old YMCA site with a mixed-use project that could include a footprint of retail at the corner of Woodland Boulevard and Church Street.

Second and third story space could be developed into office or live/work units. Additionally, the recommendation included the development of approximately 40 condominium or townhouse units further to the east within the areas that currently contain parking and open space. Although developing rental residential units would also attract vitality to the area, the creation of owner-occupied units would bring an increased level of stability and long-term neighborhood feel. During the summer of FY2008-2009, City planning staff began working with a citizens committee to determine whether to move forward with this recommendation. These work efforts resulted in a formal presentation to the CRA in November 2009, and a determination to issue an RFP for a redevelopment project. In December 2009, the CRA voted to issue a request for a mixed use project on 1.86 acres of property owned by the City of DeLand and located at the intersection of Woodland Boulevard and Church Street. On August 2, 2010, the CRA authorized staff to commence negotiations with White Challis Redevelopment Co.



Downtown DeLand is the envy of many cities due to its small-town charm, eclectic mix of retail establishments, & sense-of-place. While city planners appreciate the regular flow of visitors, they seek to make it possible for more people to live Downtown.

That's the motive behind an initiative that would add lofts, townhouses, retail shops, & more parking to the Downtown area.

The White Challis Redevelopment Co. proposal provides for fourteen loft condominiums, each having approximately 1,000 sq. ft., above 3,900 square foot of commercial space located at the intersection of Woodland Boulevard and Church Street; eight 1,250 sq.ft. townhouse units on Church Street and eight townhouse units off of Rich Avenue. In addition to the covered parking provided for the residential units, 90 public parking spaces are provided in a surface lot accessible from one entrance off of Church Street and two entrances off Rich Avenue. Five on-street public spaces are also provided on Rich Avenue.

A storm water management system is also proposed. The group is requesting that the City convey the land at no cost and eliminate all impact and building permit fees.

In May 2011, the CRA and City Commission approved the Letter of Intent for this project and directed staff to negotiate an acquisition and project agreement. In September 2011, the CRA and DeLand City Commission authorized Staff to process the PD application while negotiating the contract with White Challis Redevelopment Co and to bring them back to the boards concurrently with the Rezoning

application. Negotiations regarding the public private redevelopment of this parcel are still underway and should be concluded in the Spring of 2012.

Acquisition of Abandoned Property

The City of DeLand acquired an historic home in the CRA at 117 West Howry Avenue through a foreclosure action in November 2010. In July 2011, the City authorized staff to develop a request for proposals so that the property could be sold or leased to a private business or individual who would restore the building and redevelop the site for commercial uses. This RFP has been issued and responses are due in early 2012.

Street Sculptures

On May 3, 2010, the CRA and the City Commission considered and adopted an amendment to the Downtown Redevelopment Plan to promote visual arts in the downtown CRA and provide for the possibility of expending CRA funds for this purpose. This amendment was made following a request by the Florida Museum of Art and was endorsed by MainStreet DeLand, Inc. At that meeting, several members of the CRA expressed the opinion that a visual arts program that includes street sculpture would serve as an economic, cultural and visual stimulus for the downtown area.

The CRA and the Museum cooperated throughout the summer, and the first of twelve sculptures was installed on September 19, 2010. The sculptures are on loan from the artists, who receive stipends for the use of their work from the Museum, and the statuary is installed and maintained by the CRA. The CRA and museum share the costs of insuring the works. The DeLand Sculpture Walk is looking forward to many years in Downtown DeLand. In FY 2010/11 the CRA met its goal is to rotate the sculptures every year in October and to gradually increase the number of sculptures that are on display from twelve to eighteen, by adding three additional locations.



"LIL BLADER"

Nilda Comas

Ft. Lauderdale, FL

Bronze

2010

Greenway Trails: NW Corner of Alabama Ave & E.

New York Ave

Landscaping and Upgrades

The CRA has replaced plantings, lighting and street furniture throughout the downtown area. The CRA provides for general maintenance of the area and all unique streetscape infrastructure within the CRA. Although the CRA purchases the pots, mulch and annual flowers throughout the downtown area, DeLand Garden Club Circles plant and maintain many of the spectacular displays found throughout the streetscape and park areas.



Business Promotion and Marketing

The City of DeLand works with the MainStreet DeLand Association (a private not for profit 501(C) 3 organization) to sponsor several downtown events each year. The MainStreet DeLand Association organizes the “Cruise In” events, Tropical Nights, Hot Summer Nights, the DeLand Fall Festival of the Arts, and several Christmas events. Additional duties undertaken by MainStreet DeLand include: annually formulating and executing a plan to promote and market the Downtown area; coordination of public participation in CRA meetings; dissemination of CRA information to downtown property owners including schedules for capital improvement and maintenance projects that would affect the downtown business community; certain maintenance activities; as well as advertising, ranking for CRA consideration, and administering the CRA grant programs. Funding in the amount of approximately \$70,000 has been allocated for MainStreet DeLand coordination and event promotion. The topic of marketing, promotion and downtown event sponsorship was identified as the top priority for implementation during a MainStreet DeLand Workshop held on April 9, 2008. During this workshop, the need to establish a series of continuous, business promotion activities was identified as a way of creating stronger relationships with local residential areas, Stetson University, and regional residents to attract consumers to downtown DeLand. MainStreet DeLand Association is equipped to take the lead in promoting business in the downtown area. MainStreet DeLand not only generates its own activities and promotions, but coordinates with other entities including the City of DeLand, the Chamber of

Commerce, and others in creating marketing materials, maps and brochures; media promotions; and web site and e-mail advertisements, to name a few examples.

Downtown events were also identified as a very effective way of attracting consumers to the Downtown DeLand marketplace, especially those consumers who are unaware of the merits of the area for shopping and dining. The effects of an event are both long term and short term. The short term effect is that the consumer makes purchases during the event at one of the downtown merchants. This is evidenced by a survey conducted by MainStreet DeLand Association which found that eleven busiest days for restaurants in the downtown area coincided with special event days. The long term effect is that the consumer remembers the charm of the area and returns to shop after attending the event. A second long term effect of events is that some event participants may be candidates for opening a new retail or dining establishment within the downtown area. MainStreet DeLand, with the assistance of the City of DeLand's special events coordinator and appropriate support staff, are responsible for the effort to conduct at least one event per month with several larger signature events each year, such as the Fall Festival of the Arts or a concert of regional significance.

At present, over 50 different events being conducted on an annual basis. Every third Saturday of the month the area hosts antique automobiles and classic cars at Downtown DeLand Cruisin' Car show; and once a month the Fourth Friday in Artisan Alley and DeLand Art Walk is celebrated during the evening. A monthly listing of singular events conducted in the downtown area is provided below. Only seven of these receive any type of funding for additional services (such as street sweeping or policing) from the CRA. These are indicated with an asterisk (*).

October

- DeLand Women's Organization Wine Tasting
- *Homecoming parade
- DeLand Chili Cook-off
- *Monsters on MainStreet



November

- Veteran's Day Celebration
- *Fall Festival of the Arts
- DeLand Original Music Festival

December

- *Christmas parade
- Merchant Open House

January

- MLK Parade
- Cruisin' Classic Car Show
- Taste of DeLand



February

- Craft Beer Festival
- *Mardi Gras Dog Parade



March

- *Bike Rally
- Saint Patrick's Day celebration
- Stetson Homecoming
- DeLand Craft Beer Festival
- Wildflower and Garden Festival

April

- Green Street Fair
- Mystic Crew of Maravedi Port of Call Crawl
- Relay for Life
- Fireman's Pub Crawl

May
Latin Fiesta



June
MainStreet DeLand 25th
Birthday Party

July
Tropical Nights

August
Dog Days of Summer
Hot Summer Nights
Cruisin' Classic Car Show

September
CORS Great American Bed
Race
*Rivertown Craft Show
Thursday Night Thunder

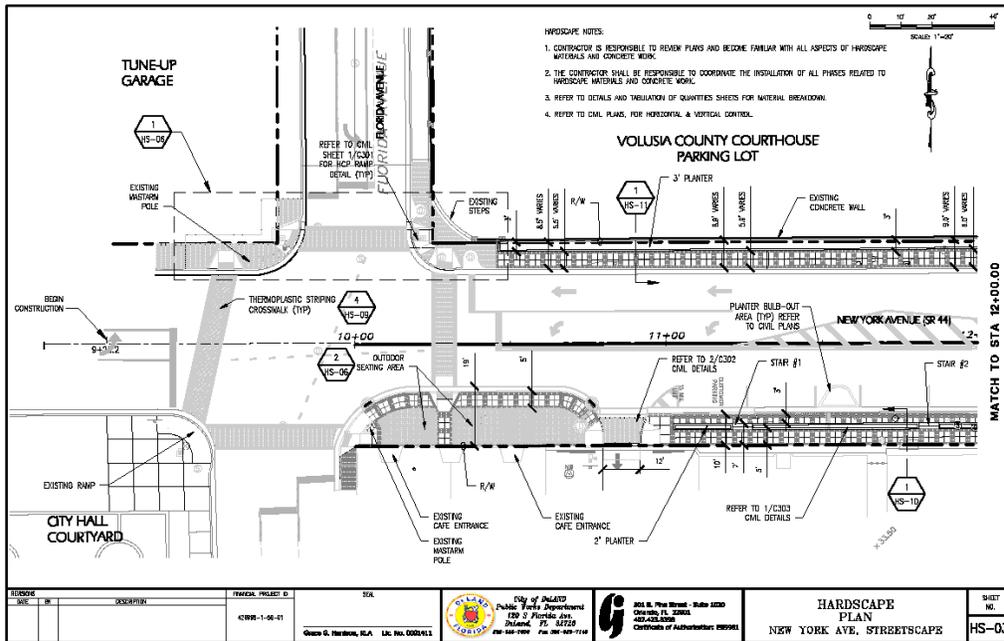
Façade Improvement and Other Grant Programs

The CRA redevelopment plan outlines a variety of grant programs that enable individual property owners to make improvements to their structures with a grant from the CRA. Programs are designed to place vacant structures back in use and make appropriate historical façade improvements. A minimum of 50% cash match (in kind services or sweat equity is not allowed under grant program rules) is required, with the exception of “green” building projects which may receive an additional incentive if they meet program requirements. City staff created the Policies and Procedures Manual, funding agreement, and grant application; and MainStreet DeLand advertises, receives, and ranks grant applications for CRA consideration and administers the grant award. No applications were submitted for the FY 10-11 funding cycle and the only funds expended this year were for previously approved projects that did not submit their requests for reimbursements in time to be closed out in the fiscal year in which they were approved.

NEW YORK AVENUE STREET SCAPE PLAN

The New York Avenue Streetscape Plan is a wide-scale pedestrian enhancement project intended to correct ADA deficiencies in the block between Florida Avenue and Woodland Boulevard and visually connect the Volusia County Historic Courthouse, Chess Park, DeLand City Hall and the businesses along New York Avenue to Woodland Boulevard. The project will adjust the horizontal alignment, provide greater pedestrian activity, shaded areas, on-street parking, include directional signage, wider sidewalks, landscaping, and removal of overhead utility lines. The following items were completed this fiscal year:

- Electrical relocation project plans completed
- Local Agency Program (LAP) agreement approved with FDOT
- Progress Energy authorized to relocate overhead utilities from the project route and rewire high voltage wiring, replace transformers and service drops to existing customers.
- ATT authorized to convert its overhead wiring to underground conduits during the Streetscape project
- Bid documents prepared



Below is a brief timeline of the project:

Approval of LAP Agreement
 Construction document preparation
 Approval of Agreement with progress Energy
 for relocation of overhead lines
 Construction bid documents advertised
 Bid negotiations and award of contract
 (both construction and inspection)
 Construction
 Grand Opening

October 2010
 September 2010 through June 2011
 April 2011

 June through September 2011

 November through January 2012
 May 2012- December 2012
 January 2013

City of DeLand, Florida
Downtown Community Redevelopment Fund
Financial Statement
For The Year Ended September 30, 2011

	Actual
REVENUES	
	\$
Ad Valorem Taxes	227,474
Fish Building Rental Receipts	22,692
Special Events	0
Local Grants	0
Donations	0
Miscellaneous Revenues	35,900
Total Revenues	286,066
 EXPENDITURES	
Operating Expenses	203,616
Capital Outlay	139,260
Debt Service:	
Principal	55,186
Interest and Fiscal Agent Charges	5,155
Grants and Aid	6,681
Contingent Expenditures	0
Total Expenditures	409,898
 OTHER FINANCING SOURCES (USES)	
Funds Carried Over From Prior Years	0
Transfer from General Fund	0
Transfer from Reserves	0
Total Other Financing Sources (Uses)	0
 Change in Fund Balance	\$ (123,832)

Charting A New Course

MainStreet DeLand has recognized that change is the only constant and that the Downtown DeLand Community Redevelopment Area still has “great potential” and many unrealized hopes for future development. To this end, they have organized a steering committee to prepare a new vision document for the downtown area. City of DeLand planning staff is working with this group to identify concepts and projects for future consideration by the CRA Board in 2012.