

**RESOLUTION NO. 2008 - 61**

**A RESOLUTION OF THE CITY OF DELAND, FLORIDA, AMENDING THE DOWNTOWN REDEVELOPMENT PLAN BY AMENDING THE REDEVELOPMENT PLAN OBJECTIVES TO INCLUDE MARKETING, PROMOTION AND DOWNTOWN EVENTS; AND BY PROMOTING A CLEAN AND SAFE DOWNTOWN AREA; BY ADDING THE RESTORATION OF THE ATHENS THEATRE TO CORNERSTONE PROJECTS; AMENDING THE REDEVELOPMENT PROGRAMS SECTION BY PROVIDING FOR INCREASED RESPONSIBILITIES FOR MAINSTREET DELAND ASSOCIATION AND THE CITY OF DELAND IN MARKETING AND EVENT PROMOTION; BY ENSURING HISTORIC PRESERVATION THROUGH PLAN AND PERMIT REVIEW; AND BY MAINTAINING DOWNTOWN IMPROVEMENTS; AND PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS,** The DeLand City Commission, acting as the Community Redevelopment Agency for the City of DeLand, Florida, adopted a Downtown Redevelopment Plan for the City in June 1985, as amended by Resolution No. 92-20, Resolution No. 94-14, Resolution No. 94-30, and Resolution 2005-38, which provides a framework for the Downtown District to evolve into a dynamic office, retail, service, financial and governmental center; and

**WHEREAS,** the downtown Redevelopment Plan encourages retail development which provides specialty shopping for downtown workers and dwellers and encourages the preservation and restoration of buildings of historic and/or architectural significance; and

**WHEREAS,** the downtown Redevelopment Plan provides a plan that focuses on systemic change that will transform the character of downtown, making it more attractive to residents and diversify its retail, business, and cultural environment; and

**WHEREAS,** the City of DeLand's challenge is now to provide for attracting local, regional and other consumers to the downtown area through marketing, promotion, downtown preservation of historical resources, completion of the Athens Theater restoration, and increased maintenance and cleaning of public infrastructure; and

**WHEREAS,** the Community Redevelopment Agency for the City of DeLand has recommended that the City Commission amend the Downtown Redevelopment Plan as recommended by staff; and

**WHEREAS,** the Plan Amendment will provide both a vision for the future of downtown DeLand, as well as, a practical and flexible framework to guide redevelopment activities for the City; and

**WHEREAS,** this Plan Amendment acknowledges and maintains previous redevelopment efforts and achievements and seeks to improve upon these assets; and

**WHEREAS**, the DeLand Planning Board has determined that the proposed amendments are consistent with the Comprehensive Pan of the City of DeLand.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF DELAND, FLORIDA:**

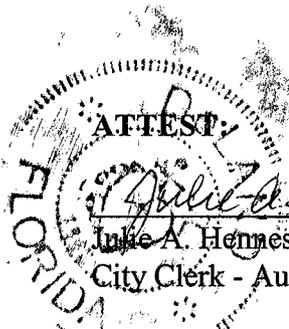
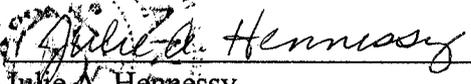
**Section 1.** The Downtown Redevelopment Plan for the City of DeLand adopted in June 1985, and amended by Resolution No. 92-20, Resolution No. 94-14, Resolution No. 94-30, and Resolution 2005-38 is hereby amended to include the following underlined additions as contained in the document attached hereto as Exhibit "A" and incorporated herein by reference.

**Section 2.** If any section, sentence, clause or phrase of this Resolution is held to be invalid or unconstitutional by any court of competent jurisdiction, that holding shall in no way affect the remaining portions of this Resolution.

**Section 3.** This Resolution shall become effective immediately upon its adoption.

**PASSED AND DULY ADOPTED** this 18<sup>th</sup> day of August, 2008.

  
\_\_\_\_\_  
Robert F. Angar  
Mayor-Commissioner

  
**ATTEST:**  
  
\_\_\_\_\_  
Julie A. Hennessy  
City Clerk - Auditor

**APPROVED AS TO FORM AND LEGALITY:**

  
\_\_\_\_\_  
Darren J. Elkind  
City Attorney

## EXHIBIT "A"

### AMENDMENTS TO THE "UPDATE DOWNTOWN DELAND REDEVELOPMENT PLAN" ADOPTED BY THE DeLAND CITY COMMISSION ON JUNE 6, 2005

#### **3.0 REDEVELOPMENT PLAN OBJECTIVES**

##### **3.5 Marketing, Promotion and Downtown Events**

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 would not only generate its own activities and promotions, but would coordinate 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 long term effect is that the consumer remembers the charm of the area and returns to shop after attending the event. The short term event is that the consumer makes purchases during the event at one of the downtown merchants. A second long term effect of events is that many 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 would be 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.

##### **3.6 Keep it Clean and Safe**

Downtown DeLand has been in the midst of major revitalization efforts for the past twenty-three years. The beautification and street-scaping of Woodland Boulevard and Indiana Avenue has contributed to the overall charm and appeal of the area for the pedestrian shopper. New park areas encourage visitors to explore downtown. Marketing of the area and special events and activities have generated large numbers of visitors to the downtown. With increased activity comes a greater maintenance responsibility to retain marketability. Activities below are designed to build upon previous efforts and set the stage for future initiatives to improve the downtown as a center of business and social activity:

- Increased levels of maintenance and repair of streetscape including landscaping, lighting, special paving and sidewalks in the downtown area in order to enhance the area's appearance and safety.
- Maintenance of all parking areas in a safe condition including pedestrian lighting.
- Replacement of broken, missing or worn-out street furniture to maintain uniform and fresh appearance.
- Continuation of uniform signage program to promote automobile and pedestrian circulation.
- Continual policing and monitoring of public park and public restroom areas for safety and hygiene.

#### **4.0 IMPLEMENTATION STRATEGY**

##### **4.1 Role Of CRA In Implementing “Cornerstone Projects”**

###### **G. Conference Project**

- Athens Theatre Restoration
- Land Assembly
- Determine economic Feasibility and marketability
- Analyzing economic costs and overall visibility
- Putnam Hotel development incentives
- Providing resources-hotel/resort tax

##### **4.2 Redevelopment Programs**

The following programs can be used to help fulfill the redevelopment objectives of the Plan Update.

###### **E. Main Street DeLand Association**

- Partner to CRA in implementing, promoting, and encouraging redevelopment activities.
- Façade Grants, Under-utilized building grants, second-story activation grants, pedestrian lighting grants, retail creation grants, residential creation grants and other grant programs that encourage redevelopment by the private sector.
- Support the businesses and retailers located within downtown.
- Branding and Promotion of Downtown DeLand to include development and execution of advertisement campaigns in all types of media, development of promotional materials, and internet based web and e-mail materials.
- Partner with the City of DeLand to conduct Monthly and Annual Event programming to attract consumers to the downtown area.

## **G. Historic Preservation**

- Review and assure that plans for repair or renovation of existing historical structures comply with Downtown DeLand Historic District guidelines.
- Review and assure that all new buildings are compatible with the historic district through application of appropriate core district design standards in the City Land Development Code.

## **H. Downtown Improvement Program**

- Improve visual appearance and safety of pedestrian accesses by maintaining streetscapes and parking areas in a fresh condition by cleaning and repairing street and sidewalks and lighting on annual basis and replacing street furniture when required
- Increase levels of maintenance and enforcement at public parks and public restrooms to assure hygiene and safety
- Strengthen relationship between parking areas and destinations for downtown workers and visitors through a uniform signage program.