

**RESOLUTION NO. 2010 - 28**

**A RESOLUTION OF THE CITY OF DELAND, FLORIDA, AMENDING THE DOWNTOWN REDEVELOPMENT PLAN BY AMENDING THE REDEVELOPMENT PLAN OBJECTIVES TO INCLUDE PUBLIC ART AS A REDEVELOPMENT PLAN OBJECTIVE; BY ADDING ART AS A CORNERSTONE PROJECT UNDER STREETScape; 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, Resolution 2005-38, and Resolution 2008-61 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, and promotion of the arts; 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 Plan of the City of DeLand.

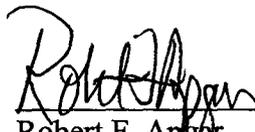
**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF DELAND, FLORIDA:**

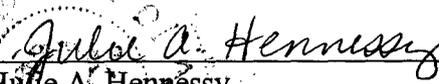
**Section 1.** The Downtown Redevelopment Plan for the City of DeLand adopted in June 1985, and amended by Resolution No. 92-20, Resolution No. 94-14, Resolution No. 94-30, Resolution 2005-38, and Resolution 2008-61 is hereby amended to include the following underlined additions as contained in the document attached hereto as Exhibit "A" and incorporated herein by reference.

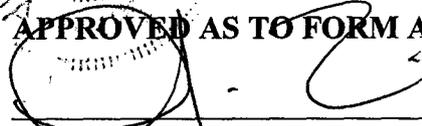
**Section 2.** If any section, sentence, clause or phrase of this Resolution is held to be invalid or unconstitutional by any court of competent jurisdiction, that holding shall in no way affect the remaining portions of this Resolution.

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

**PASSED AND DULY ADOPTED** this 3<sup>rd</sup> day of May, 2010.

  
\_\_\_\_\_  
Robert F. Apgar  
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 FOR THE DOWNTOWN DELAND REDEVELOPMENT PLAN" ADOPTED BY THE DeLAND CITY COMMISSION ON JUNE 6, 2005**

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

##### **3.5 Marketing, Promotion, Public Art 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.

The Museum of Florida Art and MainStreet DeLand also recognize that placement of art-- such as sculpture and murals, to name a few media-- can serve as an economic, cultural and visual stimulus for the downtown area. Outdoor exhibitions and permanent art works are integral to downtown's sense of community and will enhance opportunities to strengthen economic development and tourism, educate children and adults, promote livability of the downtown area, and enrich the pride and spirit of DeLand's citizens.

#### **4.0 IMPLEMENTATION STRATEGY**

##### **4.1 Role of CRA in Implementing "Cornerstone Projects"**

###### **C. Streetscape**

- **Prioritize corridors for street improvements**

- **Promote art including murals and street sculptures**
- **Provide seed money for grants**
- **Adopt capital improvement program**