



DELAND 2050

Guiding DeLand to Sustainability

Public Participation to Joint Planning Agreements



FCCMA Onsite Training
Session
October 24, 2012



Today's Discussion:

- **Why Deland 2050**
- **Our plan to engage citizens**
- **The Results**
- **What worked and didn't**
- **If we could do it again**





Development Trends: City

City had been experiencing development and inquiries all around the City:

- Downtown
- Southwest Activity Center
- I-4 Interchanges
- New Subdivisions
- US 17/92 Area



Development Trends: County

At the same time, Volusia County was also experiencing development with:

- Ridgewood Crossing (Ridgewood & Beresford Avenues)
- Pelham Square (Commuter Rail area)
- Oaks Landing Shopping Center (SR 15A & US 17)
- Jordan Life Style Center (Southwest Activity Center)



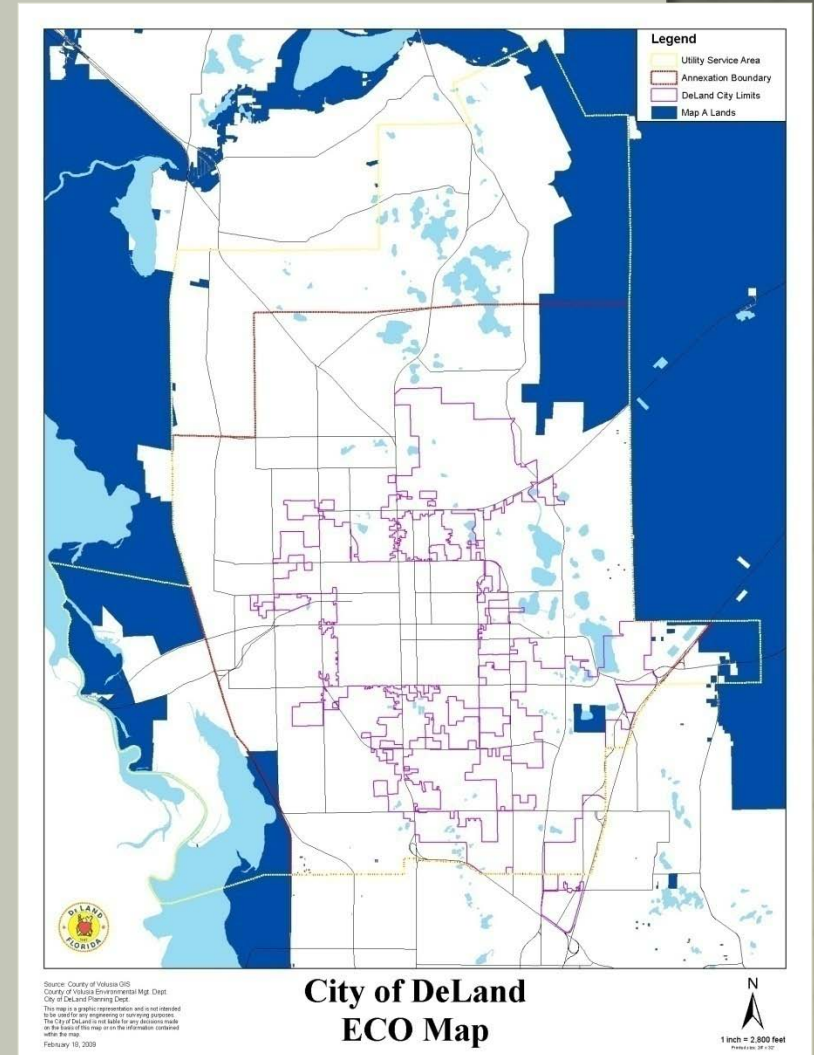


Joint Planning Efforts

City's participation with County to-date:

Participation in County Smart Growth Initiatives:

- Smart Growth Committee
- ECO Map (Map A)
- Conservation Development



➤ In 2050, the nation's elderly population will have more than doubled.

Working Towards Sustainability

City participated in several long-range planning efforts:



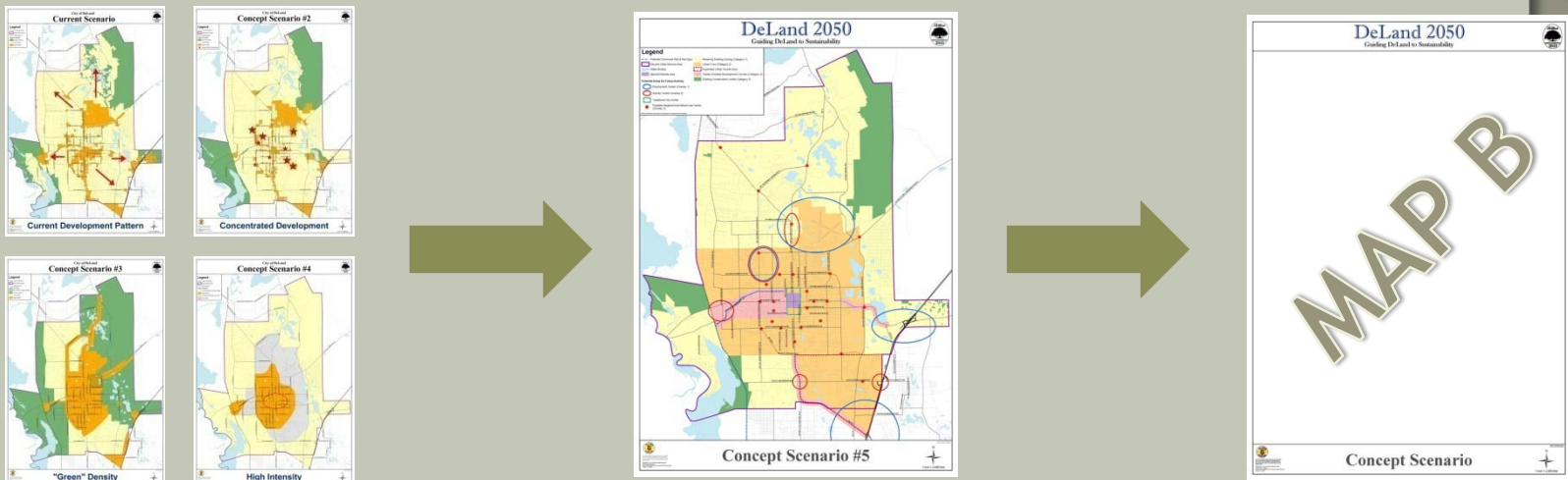
- "How Shall We Grow"
- South West Regional Transportation Study
- MPO 2035 Long Range Plan
- Water Supply Plan

➤ Currently one-third of the U.S. population, minorities are expected to become the majority in 2042, and at a projected 54 percent in 2050.



Future Possibilities

The City started pursuing the development of Smart Growth Initiative - Map B tentatively titled the “*Sustainable DeLand Map*”, part of the DeLand 2050 visioning effort.



Visioning: DeLand 2050



- ❖ All this led to the City Commission deciding that the City needed to look beyond the typical planning horizon of 10 years, or even 20 years.
- ❖ City initiated the 2050 visioning process.

Public Participation



Inform and educate the public

- ✓ Develop information packages
- ✓ Website
- ✓ Conduct community workshops throughout region



Provide updates to the City Commission/County Council

- ✓ Keep Staffs updated on program
- ✓ Present updates & revisions on DeLand 2050
- ✓ Receive direction on areas to be further analyzed for specific plans

Public Participation in Vision



Efforts to inform & educate the public

- ✓ Develop info packages
- ✓ DeLand 2050 website
- ✓ Create a Library
- ✓ Conduct surveys
- ✓ Encourage people to come to work shops
- ✓ Design and Conduct (very interesting!)community workshops throughout Greater Deland Area

Public Participation in Vision



Engage the Public at Workshops

October 5, 2010	City Hall, Commission Chambers
October 14, 2010	Southwestern M.S., W. New Hampshire Ave.
October 27, 2010	Carlton Union Bldg., Stetson University
November 10, 2010	DeLand Family YMCA, E. Int'l Speedway Blvd.
November 13, 2010	First Christian Church, 1401 W. New York Ave.
November 18, 2010	First Assembly DeLand, 551 S. Kepler Ave.

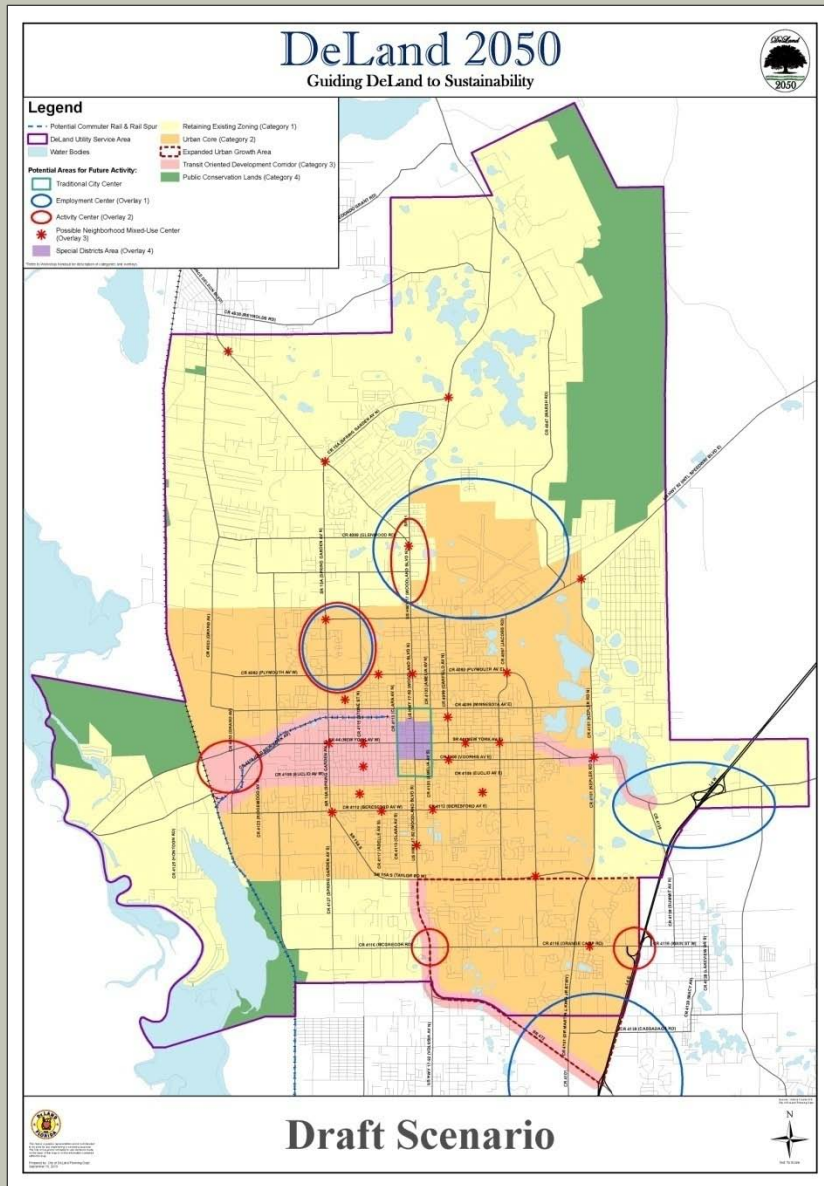
Workshop Agenda



- ✓ Brief overview of trends that will impact development in 2050
- ✓ Present Survey #1 questions
- ✓ Group discussion
- ✓ Presented concept of DeLand 2050
- ✓ Group discussion
- ✓ Map exercise



Concept Scenario Map



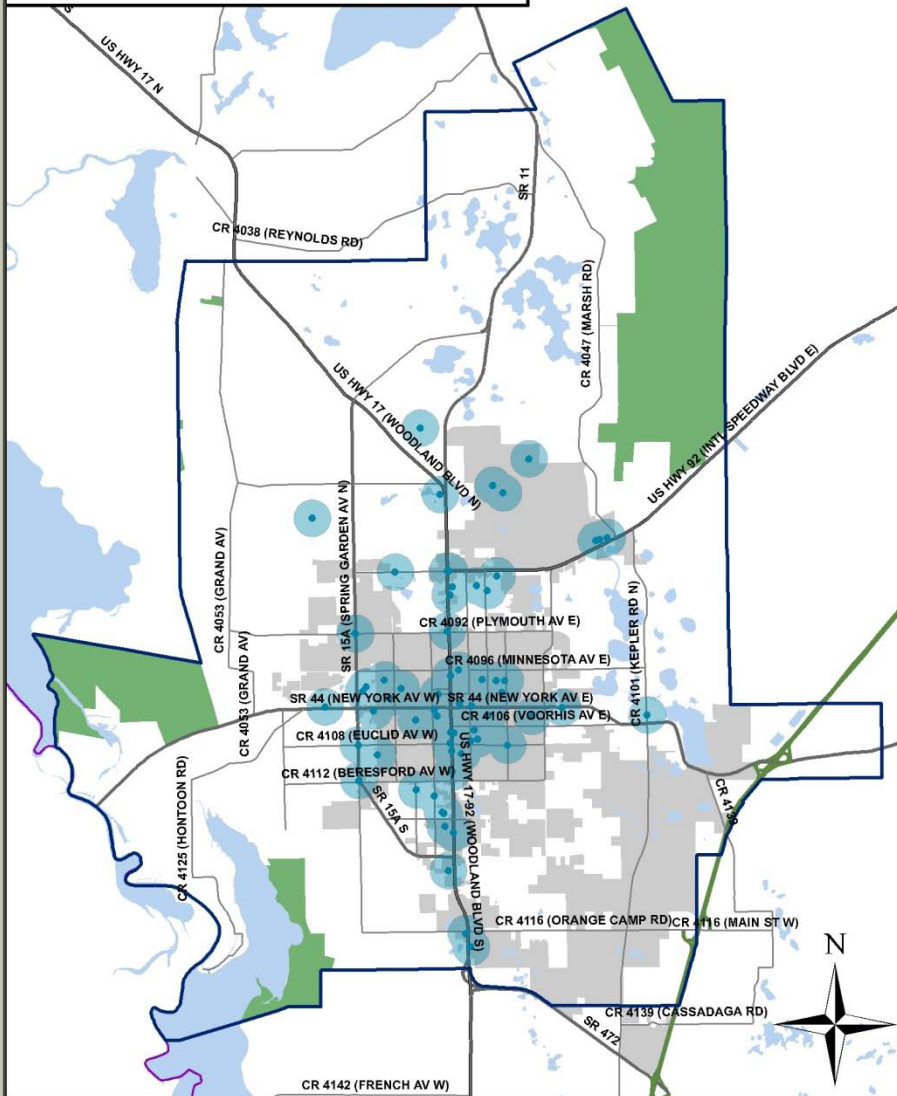
Example of map
used during
community
workshop series



Where Do You Want Growth?



Proposed Areas of Redevelopment & Infill



Density Dots Exercise

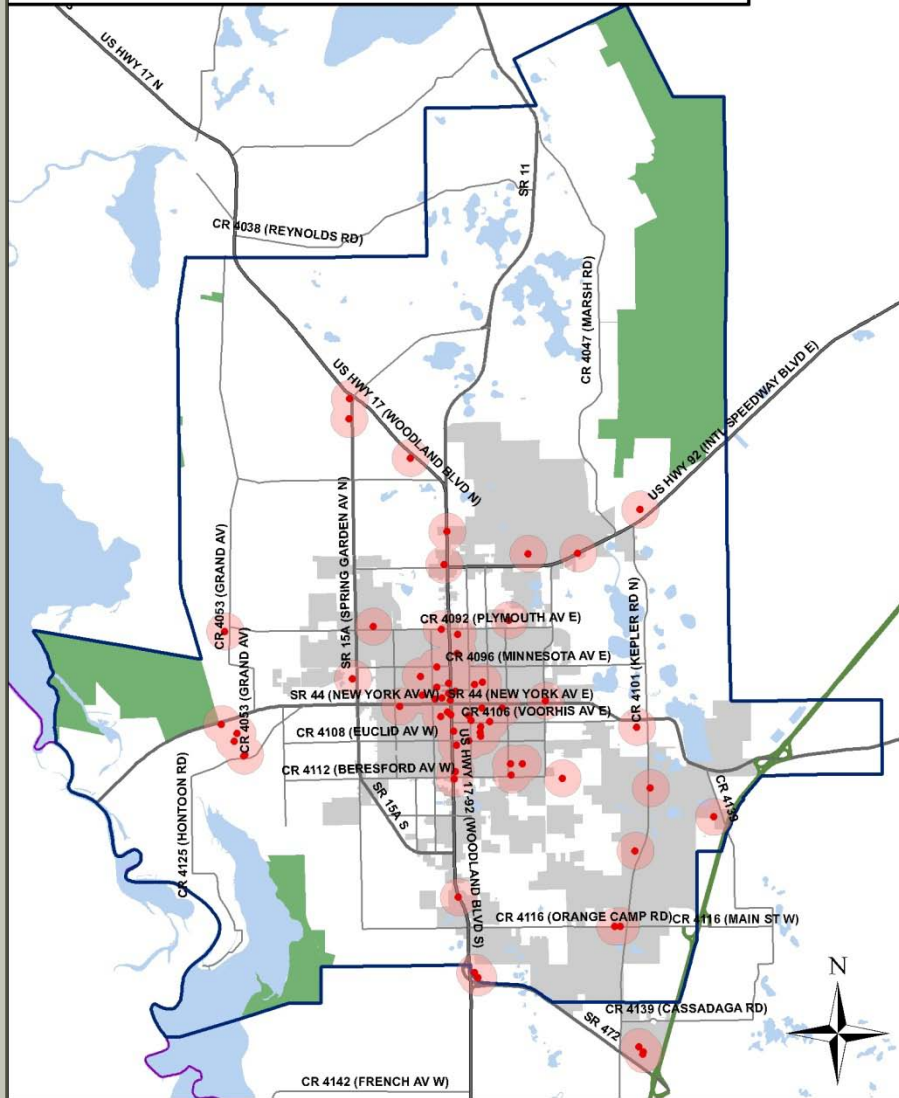
Areas citizens wished to see infill or redevelopment



Where Do You Want Growth?



Proposed Areas of High Density/Concentrated Development



Density Dots Exercise

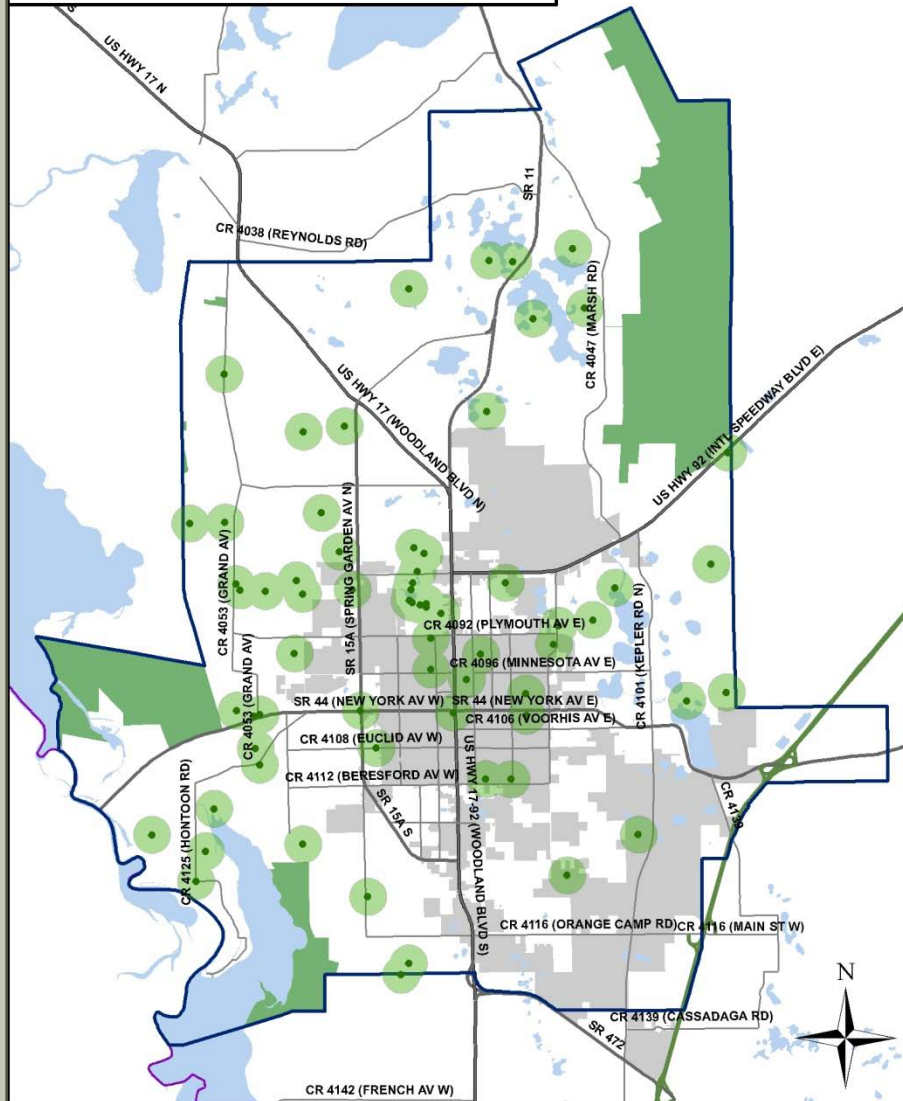
Areas citizens
wished to see
higher density



Where Do You Want Growth?



Proposed Areas of Low Density/No Change



Density Dots Exercise

Areas citizens
wished to see low
or no change in
density



Vision Participants



► 99 residents total participated in visioning effort:

- 81 attended the workshops
- 18 completed surveys from website

► Age of Participants (ranging from age 19-90):

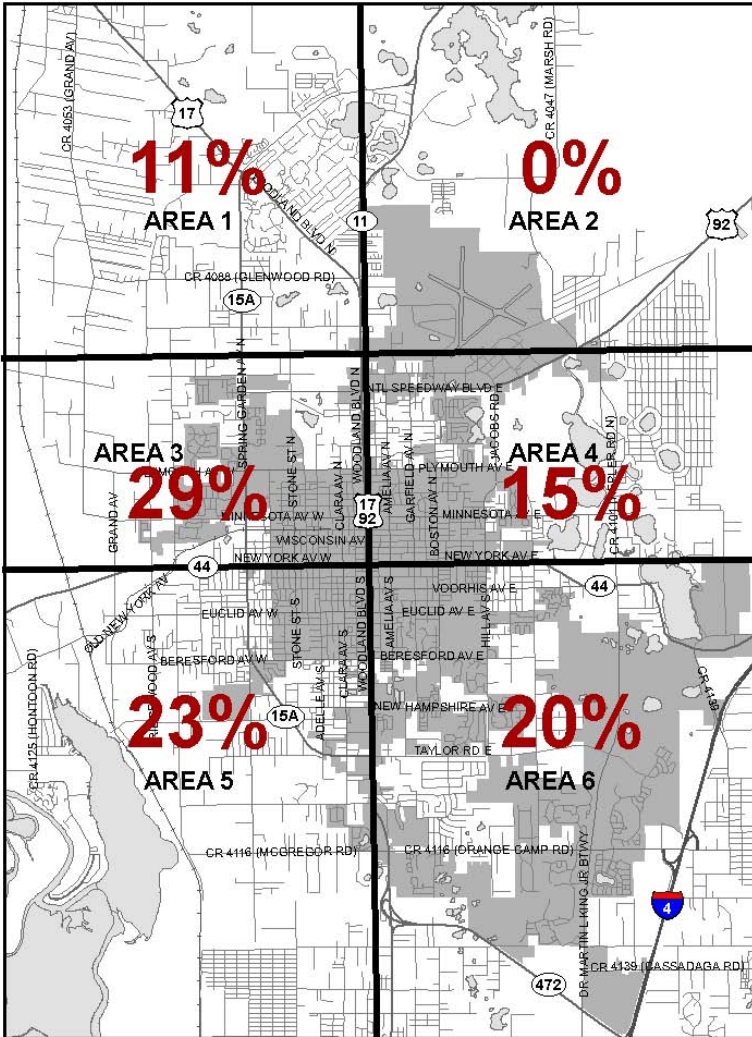
- 25% < 50 years
- 45% between 50 & 60
- 30% >60

► Length of Residence (ranging from <1-77 years):

- 25% <10 years in area

**most considered long time residents*

Location of Participants



- ▶ **Age of Participants**
(ranging from age 19-90):
 - 25% < 50 years
 - 45% between 50 & 60
 - 30% >60
- ▶ **Length of Residence**
(ranging from <1-77 yrs):
 - 25% <10 years in area

Where Do You Want Growth?



RESULTS OF DENSITY DOT EXERCISE

(Listed in order of number of most responses.)

DOT LOCATION	WANT HIGHER DENSITY	WANT REDEVELOPMENT	WANT LOW DENSITY/ NO CHANGE	TOTAL RESPONSES
Core	26	17	8	51
Downtown	13	9	2	24
N.W.	2	2	13	17
17/92 S.	6	8	0	14
Lake Gertie	0	1	11	12
17/92 N.	5	6	0	11
S.E.	9	0	2	11
Commuter Rail	5	0	5	10
Airport	2	6	0	8
East*	2	2	2	6
SW	0	3	4	7
North of Airport	0	0	7	7
Hontoon Island	0	0	4	4

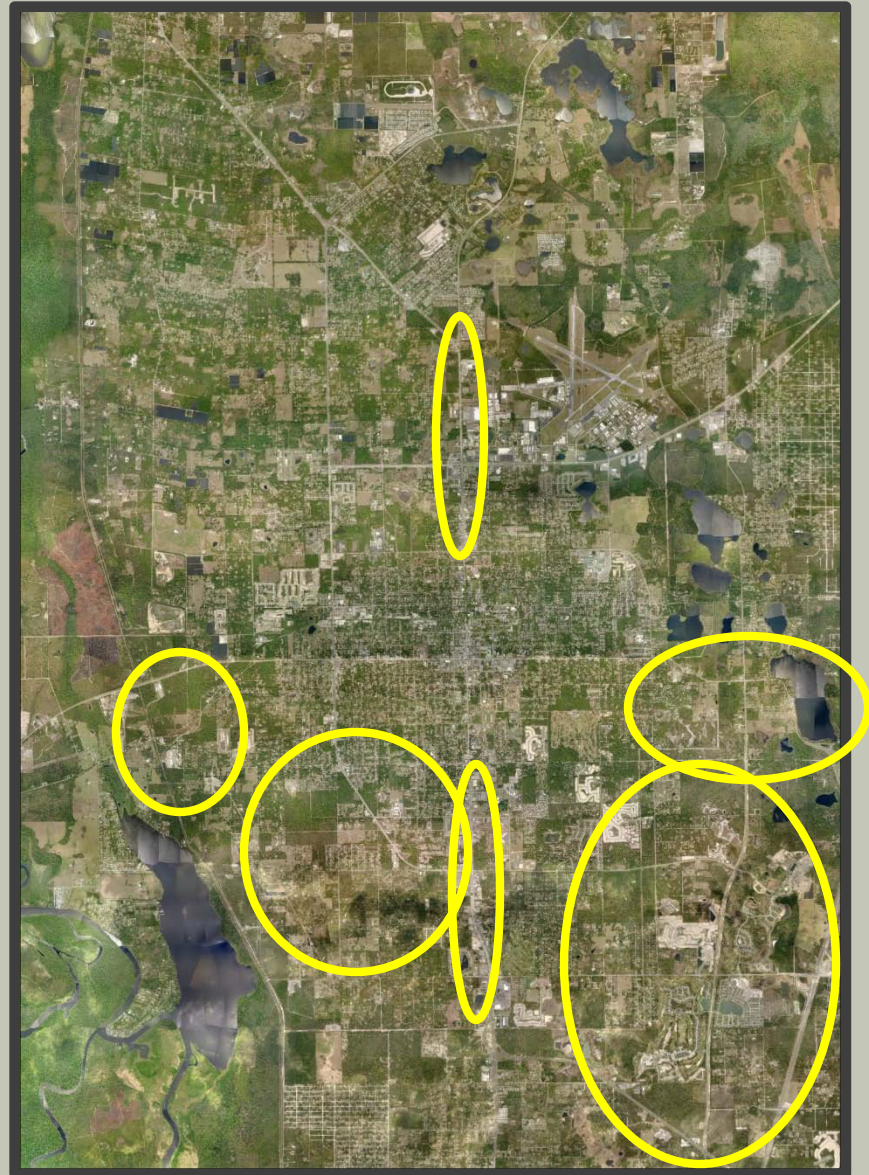
*Received additional individual requests to address SR 44, but separate from map exercise

Joint Planning



Priority Areas:

- ✓ Commuter Rail
- ✓ US 17/92 – North
- ✓ US 17/92 – South
- ✓ Southeast
- ✓ Southwest (incl. Spring Hill)
- ✓ East



Conclusions of Public Involvement



- 
1. Continue DeLand 2050 project with smart growth principles as foundation.
 2. Growth focused in existing developed-areas & core portion of City, with higher intensity in additional select areas.
 3. Most areas outside growth areas should be reserved for maintaining existing low-density patterns; or for environmental protection, open space, & recreation (with exception of possible Transit Oriented Development near train station).
 4. Need for other modes of transportation to service the area other than cars.
 5. Creating/preserving sense-of-place through urban design standards, in particular in Gateway Corridors.

Next Steps



- ▶ Prioritization of areas for Joint Planning Agreements (JPA's)
- ▶ DeLand 2050 plan updated & approved
- ▶ Work with Volusia county on Developing JPA's
 - ▶ Develop JPA content
 - ▶ Approve JPA(s)
 - ▶ Initiate first area for JPA(s)



Lessons Learned



- ▶ Partnering with Stetson University was critical to our success
 - ▶ Low cost
 - ▶ Critical thinking in development of workshop tools
 - ▶ Training and supply of facilitators
 - ▶ Student Labor
 - ▶ Meeting Space



Lessons Learned



- ▶ There is nothing like the “Personal Touch”
 - ▶ Phone calls
 - ▶ Personal written invitations
 - ▶ Invite groups to attend
 - ▶ Social media



Lessons Learned

- ▶ It is much less work to hold one huge meeting than six small meetings:
 - ▶ Limit meeting choices
 - ▶ Avoid participant procrastination
 - ▶ The more the merrier



Lessons Learned

- ▶ Obtain surveys at meeting
- ▶ Go to where the young people are
- ▶ Spend time thinking out end results and develop, fun, engaging exercises to obtain data
- ▶ Prep table moderators for difficult questions and people
- ▶ Have snacks
- ▶ Don't disparage low turnouts—data may still be meaningful
- ▶ Some people may become more engaged than you would expect





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