Downtown DeLand
A Gathering Place

Florida City and County Management Association
May 24, 2013
DeLand: Past to Present
Michael Pleus, City Manager
It wasn’t always bustling.... DeLand, 1984
1984 Conditions:

- 45% occupancy rate
- Many buildings dilapidated or in need of repair
- Base Year Property Value - $20,000,000
Secrets of Our Success:  
4 Key Strategies

- Creative initiators
- Good economics
- Partnerships
- Public support & volunteers
Small group of community volunteers banded together to find solutions to dilapidated conditions of downtown.

November 1984, started MainStreet DeLand Association & began raising money from merchants.

By February 1985, raised $22,000.

“Magnificent 7” led by Dick Kelton, became first Board of Directors.
Program of Work:

- Raise $150,000, over 3 years, by obtaining funds from merchants & the City
- Hire a manager & utilize the remaining funds for façade restoration on Woodland Boulevard
- Work on redevelopment plan, which would become basis for Downtown Community Redevelopment Agency (CRA)
Following creation of the MainStreet DeLand Association, Board filed an application with the newly-formed Florida Main Street program.

DeLand became Florida’s 1st Main Street program in the state.

Opened door for grant funding, redevelopment expertise, & support.
### Funding:

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
<th>Revenue</th>
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<tbody>
<tr>
<td>1985 (Base Year)</td>
<td>$20,034,463</td>
<td></td>
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<tr>
<td>2012 (Past Year)</td>
<td>$31,961,225</td>
<td></td>
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<tr>
<td>Tax Increment</td>
<td>$11,926,762</td>
<td></td>
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<tr>
<td>Multiply tax increment by millage rate of taxing authorities</td>
<td>15.6728</td>
<td>$176,908*</td>
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*Revenue can only be spent on activities within the district, which are included in the redevelopment plan & allowable by State Law.*
Downtown CRA

- 92.6 Acres
- 340 Parcels in CRA
- 55 Parcels Owned by City or County
- 68 Historic Buildings
Major Initiatives:

- Façade improvements
- Underutilized building grants
- Woodland Boulevard Streetscape
- Indiana Avenue Streetscape
- Athens Theatre restoration
- Pioneer Park
- Chess Park
- Florida Museum for Women Artists
- Mural program and arts
Great Places

Arts & Crafts Fairs

Pocket Parks (Sunflower Park)

Bike-Friendly

Gathering Places

Urban Beautification
Great Places

DeLand Greenway Trail

Chess Park

Painter’s Pond Park

Pioneer Park

Chess Park
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.

New Agreement with White Challis Redevelopment Company

- Fourteen 1,000 sq. ft. loft condos, above 3,900 sq. ft. of commercial space, located at intersection of Woodland Blvd. & Church St.
- Eight 1,250 sq. ft. townhouse units on Church St. & eight on Rich Ave.
- Covered parking provided for residential units & 90-space public parking lot. Five on-street spaces along Rich Ave.
- Marketing studies for the public-private redevelopment should be completed by Summer 2013

Never Rest on Your Laurels...
Wide-scale pedestrian enhancement project intended to correct ADA deficiencies in the block between Florida Ave. & Woodland Blvd. - visually connecting Volusia Co. Historic Courthouse, Chess Park, DeLand City Hall & businesses along New York Ave. to Woodland Blvd.

**Project will:**

- Adjust the horizontal alignment
- Provide greater pedestrian activity, shaded areas, on-street parking, directional signage, & landscaping
- Widen sidewalks
- Remove overhead utility lines – contracts with Progress Energy & Bright House

**The New York Avenue Streetscape**
The New York Avenue Streetscape
The New York Avenue Streetscape
Artisan Alley
4th Fridays in Artisan Alley

Artisan Crafted

Local Produce

Family Atmosphere

Places to Eat

Artisan Alley
Whether an art festival, craft beer festival, fitness event, party or pub crawl, Downtown DeLand is the place to be.

DeLand: The Perfect Canvas for Events & Gatherings
DeLand Dining: An international experience

- Cress honored by Zagat as Orlando area’s #1 restaurant in 2013
- Santorini (Greek)
- De La Vega (Mexican)
- Oudom (Thai)
- Bellini’s (Italian)
- The Perfect Spot (International)
DeLand Shopping:
A unique & all-inclusive hometown experience

- Shop local, support your community
- Shopkeepers are neighbors & friends
- Excellent service & anticipation of needs
- Fun, casual, & affordable shopping experience
Dining, shopping, entertainment, and community events create a quality of life unique to DeLand.
Small Town, Big Ideas
Cultural Excellence

Giuli Schacht
CEO, Rational Developments, Inc.
1876 - Henry DeLand’s Vision for DeLand:
Among the orange groves, just off the St. Johns River, Henry DeLand envisioned a cultural and educational mecca. His personal fortune was invested in building schools and roads, guaranteeing orange crops, and financing the county courthouse.
DeLand: Truly a Unique Place
Quality of Life Matters

- 9 museums (art, history, natural)
- Renown Sculpture Walk (public art - changes bi-annually)
- DeLand relives history in their downtown murals
- Public schools committed to Creative Arts education
- Home to world class artists from all disciplines
DeLand is Truly a Unique Place
Museums:

- Museum of Florida Art
- African American Museum of the Arts
- Gillespie Natural History Museum at Stetson University
- West Volusia History Museums
- DeLand Naval Air Station
- Florida Museum for Women Artists
Public Art:

- 2010 - DeLand Public Art Sculpture Walk established
- Historic Murals
- Chess Park
- Landscaping & Natural Space
Public school K-12 curricula include art, music, & language arts.

DeLand H.S. has full-fledged TV station that includes green screen, animation, & editing suites. Students intern with Bright House sports production.

Stetson University recently combined 4 arts programs into the Creative Arts School that represent fine arts, digital arts, humanities, & theatre arts.

Museum of Florida Art offers to the public, Camp Create.

Private art classes abound.
2012 - The DeLand Area Chamber of Commerce initiates an Arts and Culture promotional committee.

Mainstreet Art and Culture primary purpose is to collectively market & promote the art, cultural, & historic institutions in DeLand area.

2013 - City of DeLand & Museum of Florida Art partner to apply for an NEA Grant for creative place making. MAC DeLand shoots the PSA “For a Moment”.
“For A Moment”
Creative Alliance Catalyst for Economic Growth:

- Economic development is enhanced by concentrating creativity through both physical density and human capital. By locating firms, artists, and cultural facilities together, a multiplier effect can result.
- A community’s arts and culture assets are an important element of economic development. Creatively acknowledging and marketing community assets can attract a strong workforce and successful firms, as well as help sustain a positive quality of life.
- DeLand’s arts and cultural events and activities have drawn crowds from within and around the community. Increasing the number of visitors as well as enhancing resident participation has built economic and social capital.
- DeLand’s leaders and planners make deliberate connections between the arts and culture sector and other sectors, such as tourism and manufacturing, to improve economic outcomes by capitalizing on local assets.
DeLand High School student Lauren Watford was recently recognized with a national award for her talent in capturing the world in paint.

Watford, 17, won the 2013 Congressional Art Award with her painting “Are You Listening?”
DeLand: A Community United
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