The Athens of Florida
Welcome to DeLand

A White Paper on MULTI-FAMILY RESIDENTIAL For Downtown DeLand, Florida Submitted by MainStreet DeLand Association


MainStreet DeLand Association
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White Paper
MULTI-FAMILY RESIDENTIAL
Downtown DeLand, Florida

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To view or download this free report go to: www.mainstreetdeland.org
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Wanted
MULTI-FAMILY DEVELOPERS/OWNERS

Invest in DeLand

DeLand is a traditional historic community actively seeking developers/owners for MULTI-FAMILY RESIDENTIAL in the core community.

Community leaders and the City of DeLand will assist you in your endeavors to bring a PROJECT to downtown DeLand.

Welcome to a new day of opportunities to participate in the growth and development of downtown DeLand.

DeLand has won numerous awards for its MainStreet projects. “It is one of Florida’s small town treasures based on culture and education, with neighborhoods canopied by large oak trees, . . .” according to Mary Lu Abbott, editor of Where to Retire magazine. See full article in the April issue 2013.
EXECUTIVE SUMMARY

This white paper is issued for the purpose of soliciting MULTI-FAMILY RESIDENTIAL developers/owners to design and construct RESIDENTIAL LIVING UNITS in downtown DeLand.

“DeLand ...... is one of Florida’s small town treasures.” DeLand hosts and helps to coordinate over 58 plus events each year on the streets of downtown DeLand; “Where to Retire” magazine used the phrase “Catching the Spirit in Festive Deland, Florida.” These events draw tens of thousands of visitors regionally and out of state.

A common concern typically expressed by many community residents and visitors is that they would like to live within walking distance of the busy social scene in the downtown area. The aging population is seeking living accommodations that afford opportunities to enjoy the amenities provided by Stetson University, the MainStreet DeLand Association and various other community groups without the use of a car. The young professionals are also seeking housing in an urban setting for a more enjoyable social and professional life.

DeLand, with its quaint historical architecture, has become a tourist and cultural destination appealing to the baby boomers and the young professionals who wish to spend more time enjoying the amenities that DeLand has to offer; e.g. sky diving (international visitors), fishing, museums, theaters, ecological (St. Johns River), historical sites, Stetson’s educational programs for seniors, restaurants including one recognized as the best in the Orlando area (in downtown DeLand), boating, and the beach which is only 45 minutes away or the vast entertainment parks only 1 hour away.
EXECUTIVE SUMMARY - continued

DEVELOPMENT OPPORTUNITY

The opportunity exists to design, build and manage multi-family residential projects to attract more downtown patrons and high quality events and help the City of DeLand maintain strong tourism, entertainment, cultural and professional events. The projects must be consistent with the City’s Strategic Plans that relate to its historic downtown core and the dynamic business district.

WHY DELAND

Located in the heart of Florida, DeLand is truly a remarkable community in west Volusia County. The City of 28,000 people serves a region of 152,000+ residents with backgrounds and cultures as diverse as the Florida landscape. From cattle ranchers to high tech entrepreneurs, retirees, NASCAR enthusiasts, etc., the area is home to a mix of people that have come to appreciate an unmatched quality of life. While retaining its small town feel, DeLand prides itself on offering a wide array of cultural amenities with an abundance of outdoor recreational opportunities. It’s easy to understand why DeLand ranks as one of America’s most livable cities.

DeLand is one of the fastest growing areas in the region. The County government center is located in the downtown area along with the No. 3 ranked university in the South. DeLand is well positioned as a competitive, attractive and inspiring location to conduct business, live, recreate or earn a degree. DeLand is home to Stetson University, a thriving, liberal arts university with a multi-million dollar impact on the community. Visiting university alumni, parents and students will have significant impact on the downtown core.

The potential of the DeLand market has never been greater. With the expansion of Stetson University’s academic programs and sport programs, and its related employment of more people, the need for housing in the downtown area will only grow as the community enhances its attractiveness with the amenities as previously noted.

DeLand was the first community in Florida to receive the MainStreet designation. Moreover, our community was the recipient of the “Great American MainStreet Award” and has been voted as the best MainStreet in Florida five times.
DeLand is a community of opportunity for a multi-family residential developers and the City. With the addition of a new housing, the downtown core will attract and retain unrelated businesses and skilled workers and further enhance the City’s livability and economic development. These developments have the potential to radically change the future of DeLand.

The Objective
- Continue revitalization. Making the Downtown core sustainable.

The Solution
- Multi-family residential housing that caters to a diverse clientele including young professionals and retiring baby boomers.

The Payoff
- Gains in livability, diversity, jobs, and income.
- Enhancement of social and economic development.
- Continuation of revitalization efforts.
- Enhanced quality of life.

The purpose of this document is to implement the City’s 2050 Vision Plan and to continue improving the historic downtown. Sustainability rest on urban residential opportunities.
When Henry A. DeLand laid the foundation for the city that would bear his name, he envisioned a center of culture, education and beauty like the Athens of ancient Greece. DeLand, the Athens of Florida is the cultural, spiritual and educational hub of the greater West Volusia region. Home to Stetson University and the Museum of Florida Art, the City provides a full slate of cultural offerings. DeLand’s national award-winning MainStreet features an eclectic mix of boutiques, antique shops, book stores, restaurants, and gift shops. The city is bordered on the west by the historic St. Johns River, recently designated an American Heritage River.

DeLand is the home of nine museums and the restored historic Athens Theater, keeping residents and visitors busy with year-round weekend festivals and art events in the quaint downtown area as well as concerts, sports and life-long learning opportunities at Stetson University. A recent whirlwind weekend of activities included three events; a craft fair starting at 10 am, a quilt show in the afternoon, and an international micro beer festival at 5 pm. These year-round events have the full cooperation of the City staff, police and fire departments. The strong volunteer force is key to keeping the activities meaningful.

### Quick Facts about DeLand, Florida

| Population: | 28,000 |
| Location: | Seat of Volusia County |
|           | 40 miles N. of Orlando |
|           | 23 miles S-W of Daytona |
| Climate: | January high 69, low 44 |
|           | July high 91, low 72 |
| Sales Tax: | 6.5% |
| Medium Home Value: | $168,000 |
|           | Of owner occupied Housing (2007-2011) |
| Universities: | Stetson University |
|           | Daytona State College (branch) |
|           | Florida Technical College |
| Transportation: | Easy access to I-4 & I-95 |
|           | 15 & 30 minutes respectively |
| Airports: | Orlando International – 1 Hr. |
|           | Daytona Beach - 30 min. |
|           | Orlando– Sanford - 40 min. |
| Health care: | State of the art Florida Hospital, part of the Adventist Health System |
| Visitor Lodging: | No lodging or meeting rooms exist in the immediate downtown area |
| State income Tax: | None |
| Golf: | Victoria Hills, Sandhill Golf Course |
DeLand is home to Stetson University. Stetson is a vital partner to the community. *U.S. News & World Report* ranks Stetson at number 3 in the south in 2012 as well as denoting Stetson as a best value in higher education. *Forbes Magazine* ranks Stetson in the top 20% of undergraduate universities, while *U.S. News* ranks Stetson College of Law number one in trial advocacy among all law schools. The bottom line is that Stetson greatly impacts the economic development of DeLand.

**MainStreet DeLand Association**

Do you know what makes Downtown DeLand hum?

The MainStreet DeLand Association.

MainStreet DeLand is responsible for bringing 200,000 shoppers downtown each year. This nonprofit organization also assists in the revitalization of Downtown DeLand by administering grant programs, supporting economic development, and coordinating special events. *Gallup & Knight’s “Soul of The Community” survey found that the quality of a place’s social offerings was the #1 factor that people said creates attachment to their community.* The soul and festive spirit is alive and thriving in downtown DeLand. By keeping the central business district strong, MainStreet helps “not just downtown, but all around town.”

New multi-family residential units will add value to MainStreet DeLand’s mission, to “support and enhance the continuing economic development of Downtown DeLand, while protecting and promoting its historic heritage.” To find out more, visit: [www.mainstreetdeland.org](http://www.mainstreetdeland.org) and other web sites in the resource section of this paper.
THE VISION / THE NEED

Multi-family residential living units will add value to downtown DeLand.

DeLand is a vibrant community, however to grow and be sustainable it will require an infusion of multi-family residential living units in the downtown area to meet the needs of the community. The choices currently available are practically non-existent. There is one project on the boards, however the timing is still uncertain. According to author, activist and urban planner Jane Jacobs for each block of commercial activity, 2000 living units are required in order to be sustainable.

“...marketing downtown housing can go beyond the usual suspects (young people, retirees, etc.) to include those...who work downtown and would like to cut their commute or who are otherwise drawn to living downtown because of its amenities. According to Donovan Rypkema (2005), downtown residents typically spend three to four times as much money downtown as do downtown employees. And Randall Gross...reports that downtown residents, on an annual basis, spend more on downtown retail than do their downtown ‘destination counterparts’, making them clearly a prized retail market segment.” (From Downtown Planning for Smaller and Midsized Communities, by Phillip L. Walker, APA Planners Press, 2009).

In addition, according to the National Chamber of Commerce statistics, urban residents will spend 4 to 5 times more than visitors when a diverse mix of uses are available. Thus without urban housing you need a lot of visitors to compensate for fewer residents living in the immediate area of DeLand traditional town center.

The sustainability of the Traditional City Center (TCC) requires an investment of numerous residential living units. Although physical improvements are relatively straightforward and simple to implement, economic and market issues are equally important for DeLand. “Two
of the most important ingredients to a downtown’s success are a density of people and a
diversity of uses,” according to an article published in The Commissioner in 2010 by the
American Planning Association. Jane Jacobs introduced this same idea 60 years ago.

The ultimate goal among City leaders, the Chamber of Commerce, MainStreet DeLand
Association and many others is to create a sustainable, vibrant, and economically healthy
downtown with the focus on enhancing the TCC destination for both visitors and everyday
users. As noted earlier, DeLand hosts over 58 events every year.

Business opportunities will be enhanced with more urban residents living in the downtown
core.
At the present time there is limited competition for multi-family residential living units in the downtown area. As noted earlier there is one project on the boards which includes 14 loft units and sixteen townhouses; nowhere near the quantity need for sustainability.

There is a need for multiple projects in downtown DeLand. Downtown DeLand has such great potential. People like historic downtowns. The TCC as identified in the City’s 2050 Vision Plan is not attracting enough of the trade area’s residential base to maximize its potential. Retail, lodging with meeting rooms and a stronger RESIDENTIAL BASE in the immediate TCC area are essential to the health of downtown DeLand. The TCC, while it is beloved by residents and visitors alike for its beauty and charm, has increasingly become a challenging place to run a business. MULTI-FAMILY RESIDENTIAL LIVING UNITS are one key to making the TCC sustainable. Like capital attracts capital, people attract people and businesses attract more businesses; it becomes a self-driven mechanism.
Assumptions with respect to MULTI-FAMILY RESIDENTIAL PROJECTS:

- Development will probably involve public and private participation and investment via landowners and development partners.

- It is anticipated that tax exempt bonds may be required to fund construction and associated improvements.

- It is also anticipated that to cover debt service various incentives may be required such as incremental property taxes, parking garage revenue, etc.

- Site contributions and landowner equity partnerships may be required.

- Various incentives are available and proposals will be considered upon request. See Incentives section of this paper.
THE CITY CENTER & SITES FOR MULTI-FAMILY RESIDENTIAL PROJECTS

There are various sites for Multi-family projects in downtown DeLand.

Projects must be in close proximity to the downtown marketplace and there are sites that are within ¼ to ½ mile of Woodland Blvd. and Indiana Avenue which is functionally the center of the Traditional town core.

There are many potential sites available that are in close proximity to the functional heart of the city. Dependent upon potential building footprint, a variety of locations may avail themselves to assemblage to meet developer requirements. For illustrative purposes one location is the area at the Northeast corner of Florida Ave. and Howry Avenue consisting of two parcels with two owners; private ownership of land. Another potential site is an area on the east side of South Woodland Blvd. at Voorhis Avenue primarily held in private ownership (multiple owners). Another site which provides a close connection to the Stetson Campus and the downtown activity center is located at Hayden Avenue and Wisconsin Avenue with only one owner.

There are other potential sites within ¼ to ½ mile walking distance to heart of the City with different issues that may be considered.

Please contact The City of DeLand or the Executive Director at MainStreet DeLand Association to review potential sites.

City of DeLand, Office of Economic Development: 386-626-7021
MainStreet Deland Association Executive Director: 386-738-0649
BACKGROUND DATA

The Athens of the South
DeLand
Florida

CITY OF DELAND
Community Development Director
120 S. Florida Avenue
Deland, Florida 32720
386/626-7023
deland.org

Volusia County
ECONOMIC DEVELOPMENT
700 Catalina Drive, Suite 200
Daytona Beach, FL 32114
386/248-8048 • 800/554-3801
floridabusiness.org

Data revised: September 2010
Location, location, location

Situated along the high-tech corridor that serves two growing metropolitan areas—Daytona Beach and Orlando—the City of DeLand has quick, easy access to the third largest consumer region in the United States with a population of more than 17 million. International airports in Daytona Beach and Orlando, a local airport/business park complex, railroad and nearby port facilities enhance DeLand’s efforts to provide a cost-effective and logistically important location to do business while providing an exceptional quality of life.

About DeLand

DeLand was founded in 1876 by Henry DeLand while touring the St. Johns River. He and other early pioneers had a vision to build the “Athens of the South” along the lake-studded shores of the St. Johns.

DeLand excels at preserving its past, while building for the future. Interest in historic preservation includes three neighborhoods on the National Historic Register. Its main street business district received national honors as a Mainstreet USA. The solid copper dome of the historic Volusia County Courthouse and a new courthouse nearby are the centerpieces of the city. Town and gown meet on the beautiful campus of nationally ranked Stetson University, Florida’s first private university.

The City of DeLand

1.843 square miles

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<th>Significant Statistics</th>
<th>2000 census</th>
<th>2010 update</th>
<th>2015 forecast</th>
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<tr>
<td>Population</td>
<td>20,904</td>
<td>24,944</td>
<td>25,271</td>
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<tr>
<td>Households</td>
<td>8,375</td>
<td>9,944</td>
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<td>Families</td>
<td>4,634</td>
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<td>Average household size</td>
<td>2.22</td>
<td>2.27</td>
<td>2.28</td>
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<td>Owner-occupied households</td>
<td>4,540</td>
<td>5,946</td>
<td>6,056</td>
</tr>
<tr>
<td>Renter-occupied households</td>
<td>3,835</td>
<td>3,998</td>
<td>4,005</td>
</tr>
<tr>
<td>Median age</td>
<td>37.5</td>
<td>40.6</td>
<td>41.3</td>
</tr>
</tbody>
</table>

Projected Growth Rate 2010 - 2015

| Population | 0.26% | 0.76% |
| Households  | 0.23% | 0.78% |
| Families   | -0.02% | 0.64% |
| Owner households | 0.37% | 0.82% |
| Median households income | 3.74% | 2.36% |

Median household Income: * $39,068.00 (2010 est)
Average home value: * $126,478.00 (2010 est)
Florida price level index: ** 95.39 (2009)

Hospitals
Florida Hospital - DeLand
Florida Hospital - Fish Memorial

Elementary/secondary schools ***
Public: 25
Private: 7

Colleges/Universities
Advanced Technology College
Angley College
Bethune-Cookman College
Daytona State College
Embry-Riddle Aeronautical University
Keiser College
Palmer College of Chiropractic Florida
Stetson University
University of Central Florida/Daytona Beach

** Source - Florida Price Level Index – BEER Economic Analysis Program University of Florida
*** Source - Tanner Williams Group, Inc. dba; Schools K-12
www.schoolsk-12.com
Open for business

DeLand is an active retail, residential and manufacturing market in the dynamic Deltona-Daytona Beach-Ormond Beach MSA. A growing industrial and commercial base combines with the renaissance of its picturesque downtown area. The DeLand airport/business park, designated as a foreign trade zone, has a diverse and growing selection of manufacturers.

Recent studies show the workforce to be educated, productive and competitive with 10 percent underemployed. Seven highly ranked colleges and universities and the acclaimed Advanced Technology Center support business needs with career advancement, workforce development and research. Education, health care and government are the area’s largest employers.

Among the numerous corporate partners that call DeLand home are Aluma Shield (prefabricated metal buildings); Country Pure Foods (manufacture tea, fruit and vegetable juices); Sky Dive DeLand (skydiving charter); DaVita Labs (renal disease laboratory); Intellitec (defense systems); Flomet (fabricated metal products); Performance Designs (fabricated textile products); Tyco Kendall (medical products); Sunflower Carriers (truck); Technetics Corporation (aircraft engines), Frontier Communications (telecommunications); Florida Gourmet Foods International (gourmet sauces); and American Ghiles Aircraft (aircraft).

Opportunities

Whether expanding or relocating your business, DeLand provides unlimited opportunities for success for the development and growth of smaller homegrown businesses and large corporate enterprises. It’s a community with a talented and diverse workforce. Access to road, air, rail and water transportation, DeLand Airport business sites ready for development, and a supportive city government make DeLand a preferred business location.

Qualified businesses may be eligible for federal, state, county, and city assistance programs, incentives and opportunities, depending on the specifics of the business proposal.

If you’re considering an expansion of a current business or a relocation of your operations, explore the opportunities in DeLand as your new business address.
The City of DeLand: “Means Business”
The City strives to ensure a high quality of life for residents and visitors alike by facilitating a well-planned, economically-sustainable, attractively designed and a safely-built environment that promotes and enhances the existing community identity.

An important element of the mission of the City of DeLand and the MainStreet DeLand Association has been to enhance the many attributes offered by the City. This includes the encouragement of the development of owner-occupied residential and upscale hotel projects in the downtown core; projects that would serve to enhance the existing businesses and the quality of life for all. To help accomplish this mission the City Commission has established new Land Development Regulations (LDRs) for the downtown core. The City Commission has also established methods and procedures to ensure the streamlined permitting process necessary to allow development to move from planning to production in the shortest time possible.

The City and the MainStreet DeLand Association have a long and highly successful history of working as partners to enhance and promote the community through the support of existing businesses and attraction of quality development. The City funds a number of business assistance and grant programs, many in partnership with MainStreet DeLand which are designed to promote community development through support of local businesses. Information about opening a new business and assistance programs may be downloaded from the City website (www.DeLand.org), or you may contact the City’s Economic Development Office at 386-626-7021 for information.

Every development project is different with unique needs and requirements. Most financial incentives, grants, and/or loan programs to support these development projects have specific requirements and each requires the submission of a written application and financial information to the City. A presentation to and discussion with City Staff and others may be required. The needs of each development project and applications for any applicable incentive programs will be reviewed and evaluated on a case-by-case basis.

Potential Incentives for Development

- Municipal Ad Valorem Tax Abatement process
  - The City’s current program only provides abatement opportunities for manufacturing and selected retail industries meeting established wage thresholds.

- Expedited permitting process
  - The City offers expedited permitting with a three business day turn-around. The usual fee for this service is $100 for each 1,000 square feet of commercial space.

- One stop shop – bldg & fire services
  - The City provides a one stop shop for building and fire services.
• **INCENTIVES – continued**

- **Land Development Regulations**
  - City Government is always willing to help facilitate meetings to review Land Development Regulations (LDR’s) and help project representatives “walk through the regulations” with City staff.

- **Expedited Plan Review services**
  - The City provides expedited plan review services.

- **Business Assistance Information**
  - Information about opening a new business and assistance programs may be downloaded from the City website ([www.DeLand.org](http://www.DeLand.org)), or you may contact the City’s Economic Development Office at 386-626-7021 for information.

- **On site walk thru services**
  - Representatives of the City will meet and provide courtesy walk through inspections of existing buildings.

- **Economic Enhancement Districts**
  - “Economic Enhancement Districts” is the term we use to designate “Brownfield Areas.” This is a designation the developer must request. Once the developer initiates the request the City can assist in getting the designation established. Once an EED is established the site becomes eligible for the developer to apply to the state for the Brownfield Grant Program.

- **Next day inspection services**
  - The City offers next day inspection services.

- **Impact Fee Waivers**
  - Full impact fee waivers are not available. *However for full building permits received by the City no later than September 30, 2014 the City is offering a 66% discount on the impact fees for police, fire, local government buildings and parks and recreation. No discounts are available for water and sewer.*

- **Realtor referral fee program**
  - Only available for realtors who successfully refer a client to the City’s Airport Business Park properties.

- **Thermal Imaging Program**
  - The City does provide a thermal imaging service for existing buildings within the City.

- **Public/private partnership opportunities**
  - This program is funded through the City’s CRA and all funds are obligated at present.

- **Tax Increment Financing (TIF)**
  - No TIF revenue is available at present.
INCENTIVES – continued

- Development Financing Programs
  - The City is presently investigating the use of Industrial Revenue Bonds (IRBs) for projects other than industrial.

- Special Exceptions to LDRs
  - This classification has no application to any projects related to the development referenced in this document.

PLEASE NOTE: All incentives, loans and grants are subject to and require approval of the City of DeLand City Commission.
We are dedicated to help create opportunities for economic development through desirable business growth, expansion, retention and attraction in working as partners to develop a climate conducive to maintaining and the quality of life we all enjoy in the City of DeLand.
CONCLUSION

The opportunity is BRIGHT . . . . .

A quaint, historic active downtown with many options for residents presents an opportunity like no other for RESIDENTIAL developers.

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 the small town charm of their City. MainStreet DeLand offers a year-long 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 Government (Seat) contribute to the lively bustle. A variety of museums, a restored historic theater, music venues enhance the experience of residents and visitors alike. Small parks, murals, street sculpture, historic markers, and flowers on every corner make it a special place to spend an hour, a day, a weekend, several days or a lifetime.

The downtown DeLand Community Redevelopment Agency (CRA) does not rest on its past achievements. DeLand is dynamic and its redevelopment plans call 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 facility to compliment the restored Athens Theatre

This white paper is a major milestone in the City’s long-held goal to have multi-family living units in the downtown core. The concept of a stronger residential base has been considered a key part of the downtown’s revitalization.

For more information contact:
City of DeLand 386-626-7021
RESOURCES

- MACDeLand.com
- Discoverdeland.org
- www.mainstreetdeland.org
- Visitwestvolusia.com
- Deland Area Chamber of Commerce – www.delandchamber.org
- Team Volusia – www.teamvolusiaedc.com
- Volusia County
- DeLand Downtown Community Redevelopment Agency Annual Report FY 2011-2012
- Wikipedia.org/wiki/DeLand,-Florida

Recommended Reading: “Walkable City” . . . by Jeff Speck
Of particular note is Step 2 in Part II, “It’s usually housing…”