



Chapter 12

Economic Development Element

CHAPTER 12

ECONOMIC DEVELOPMENT ELEMENT

Goals, Objectives, and Policies



INTRODUCTION

The City of DeLand Economic Development Element provides strategies to maintain and enhance the City's existing businesses and industries and explore future economic opportunities by establishing goals, objectives, and policies that support the growth of a healthy economy.



GOAL econ1: Retain and recruit quality jobs and actively seek to attract new businesses and expand existing businesses.

Objective econ1.1: Build relationships with businesses to identify opportunities for expansion and assist with locating sites and/or facilities for expansion.

Policy econ1.1.1: Explore options for grants, pilot programs, and other funding at the county, regional, state and federal level, for businesses looking to locate within City limits.

Policy econ1.1.2: Work with Team Volusia, Volusia County Economic Development, DeLand Chamber of Commerce, and other agencies to promote the DeLand Airport and other properties to bring diverse industries.

GOAL econ2: Increase the development, redevelopment, and reuse potential of properties and buildings by providing information, incentives, and programs to potential businesses.

Objective econ2.1: Review depreciating and underutilized commercial and residential property for revitalization and redevelopment.

Policy econ2.1.1: In cooperation with Volusia County, encourage and enhance Spring Hill redevelopment through the Spring Hill Community Redevelopment Agency and incentives found in the existing opportunity zones.

Policy econ2.1.2: Develop a subarea plan for the downtown node, as identified in the 2050 Vision Plan, to enhance and support commercial development in downtown DeLand.

Policy econ2.1.3: Update the City's Land Development Regulations to include infill, redevelopment, and adaptive reuse standards to encourage development of existing or underutilized sites within the downtown core, gateways and redevelopment areas.



Policy econ2.1.4: Identify infrastructure improvements needed to support existing and new development and incorporate infrastructure priorities into the City's capital improvement program.

Objective econ2.2: Encourage business development in and around the City of DeLand Municipal Airport and the northwest industrial base.

Policy econ2.2.1: Update the City's Land Development Regulations to include creative options and solutions to adjust, reallocate, and reduce required plant material in and around the Airport. Options should also include the creation of a preferred tree species and planting list to mitigate wildlife hazards in and around the airport.

Policy econ2.2.2: Create an enhanced and distinct perimeter landscape, entryway, and airport branding plan.

REMAINDER OF THIS PAGE INTENTIONALLY LEFT BLANK