

The Art of Historic Preservation and Its Influence As a Driver Of Economic Development

**Planning and Zoning Association
Meeting February 17, 2017**

Does Historic Preservation Influence Economic Development?

Historic preservation provides 5 recognized variables which influence local economic opportunities:

- Sense of Place**
- Sense of Identity**
- Sense of Evolution**
- Sense of Ownership**
- Sense of Community**



Sense of Place

Both the man-made and natural environment should be utilized to express the distinctiveness of *this* place. That this community is special and unduplicated anywhere else.



Sense of Identity

In economics it is the unique product that commands the highest price. A community wanting to become a "valuable place", needs to identify and promote the attributes that make it stand out from anywhere else

Sense of Evolution

Living historic communities cannot remain frozen in time like museum displays - or look like they were built yesterday.



The physical fabric of a community should reflect its functional, cultural, aesthetic and historical evolution.



Sense of Evolution

Stetson Welcome Center



Sense of Evolution Courtyard Marriott





Sense of Ownership

A sense of responsibility and “ownership” instilled in all local stakeholders is necessary to create and maintain an economically healthy community. Not “ownership” in a legal sense, but a more broad feeling of having an individual stake in the success of that particular place and fellow citizens.

Sense of Community

A sense of community acknowledges the obligations to and interconnectedness with the other residents of that place.



DeLand is Doing Very Well Now, But it Wasn't Always Like This

- In the past three decades, downtown DeLand has emerged as a model of a thriving downtown, gaining national attention for its mix of restaurants, bars and shops, as well as events held year-round to attract visitors.
- Yet, downtown hasn't always been so lively or successful.

DeLand Before MainStreet

- In 1984, 55 percent of the storefronts were vacant in downtown DeLand.
- Another estimate put the vacancy rate as high as 75 percent in 1985, according to a 1997 article by the National Trust for Historic Preservation's National Main Street Center.

DeLand Before MainStreet

- ❑ The shopping mall had just been built in Daytona.
- ❑ A shopping center had just been built south of town.
- ❑ Businesses were leaving the old buildings downtown and going to these new locations.
- ❑ The downtown vacancy rate was spiraling out of control – the future of DeLand looked bleak.

DeLand Before MainStreet

- Business leaders were meeting monthly to discuss what could be done to reverse the decline, and then we learned of the state launching a new program.
- The program was created by the National Trust for Historic Preservation, which came up with the idea in 1977 after seeing similar decay in urban areas across the country.
- The trust proposed a three-year demonstration program: the Florida Main Street Program.

The Dawn of MainStreet DeLand

- On a shoestring budget, a small group of DeLand leaders successfully applied to be one of the first five Florida cities in the National Main Street program.
- This program came with \$10,000 in grant money to improve our deteriorating historic building facades downtown.
- It was slow going the first few years, but eventually hard work paid off.

MainStreet Program in Progress

- A tax-financing district was formed to provide the city with a continuing pool of money to spruce up downtown.
- In 1984, property values in the district were set as a baseline — about \$20 million at the time and a Downtown CRA was established.
- As things improved, property tax revenues on all the increase in values went to the redevelopment agency to be used downtown.

MainStreet Program in Progress

- By 1988 the city had invested millions of dollars in downtown projects — some 50 in all — and 155 jobs were created downtown.
- Projects included grants to help business owners repair crumbling facades, sidewalk improvements, new streetlights and landscaping. Property values began to rise significantly in just a few years

MainStreet Program Today

- Last year, the Downtown CRA collected taxes on \$43.5 million in taxable values for the downtown, down from a high in 2006 of \$66 million, but a far cry from the \$20 million valuation of 1984.
- This has provided the City with a source of revenue to spend on continued downtown improvements.

Downtown CRA Grants Awarded FY 2015/16

<u>Company</u>	<u>Address</u>	<u>Grant</u>	<u>Amount</u>	<u>Status</u>	<u>Paid</u>	<u>Project Cost</u>
Carelli Holdings, LLC	123 South Florida	Façade	\$1,625.00	Completed	\$1,625.00	\$13,380.00
James Cottingham Trustee	100 South Woodland	Façade	\$1,625.00	Completed	\$1,625.00	\$7,900.00
Mar-Les, Inc	112-116 N Woodland	Façade	\$1,625.00	Completed	\$1,625.00	\$6,307.60
<i>Anna Bananas</i>	<i>128 S. Woodland</i>	<i>Façade</i>	<i>\$1,625.00</i>	<i>Withdrawn</i>	\$0.00	\$0.00
Sandra Presley	129 N. Woodland	Façade	\$1,625.00	Completed	\$1,625.00	\$5,277.00
WWNT, Inc.	145 W. Wisconsin	Façade	\$1,625.00	Completed	\$1,625.00	\$23,260.00
<i>Dan Reed</i>	<i>111 N. Woodland</i>	<i>Façade</i>	<i>\$1,625.00</i>	<i>Withdrawn</i>	\$0.00	\$0.00
Trilogy Coffee Roasting Co.	123 South Florida	Façade	\$1,625.00	Completed	\$1,625.00	\$8,600.00
Trilogy Coffee Roasting Co.	123 South Florida	Lighting	\$520.00	Completed	\$520.00	\$1,664.10
Trilogy Coffee Roasting Co.	123 South Florida	Retail	\$1,625.00	Completed	\$1,625.00	\$12,798.50
James Cottingham Trustee	108 S. Woodland	Lighting	\$650.00	Completed	\$592.80	\$1,824.00
Trilogy Coffee Roasting Co.	123 South Florida	Underutilized Bld.	\$4,127.50	Completed	\$4,127.50	\$33,751.54
Original Amount Approved			\$19,922.50	<u>Total Pay Out</u>	<u>\$16,615.30</u>	
Additional Downtown Investment by Businesses as a Result of CRA Grant Program						<u>\$114,762.74</u>

DeLand Today is a Great Example

- Historic Preservation Has Served DeLand Well
 - Historic Downtown Keeps Getting Better
 - Nationally Recognized MainStreet DeLand Association Celebrating over 30 Years
 - 97% Occupancy Rate Downtown at Street Level
 - MSDA Sponsors Monthly Business Improvement Programs
 - MSDA Reviews CRA Building Improvement Grant Applications and Makes Recommendations to the City
 - MSDA Sponsors 87 Downtown Events Per Year

One of Many Downtown DeLand Events



Building a Strong Community Through the Promotion of Historic Preservation Is An Art

- ❑ Requires Work and Resources
- ❑ Wealth of Community Volunteers
- ❑ Town Loyalty
- ❑ Diversity of Businesses
- ❑ Constant Review and Evolution.
- ❑ Stagnation = Decline



Building a Strong Community Through the Promotion of Historic Preservation Requires Strategic Partnerships

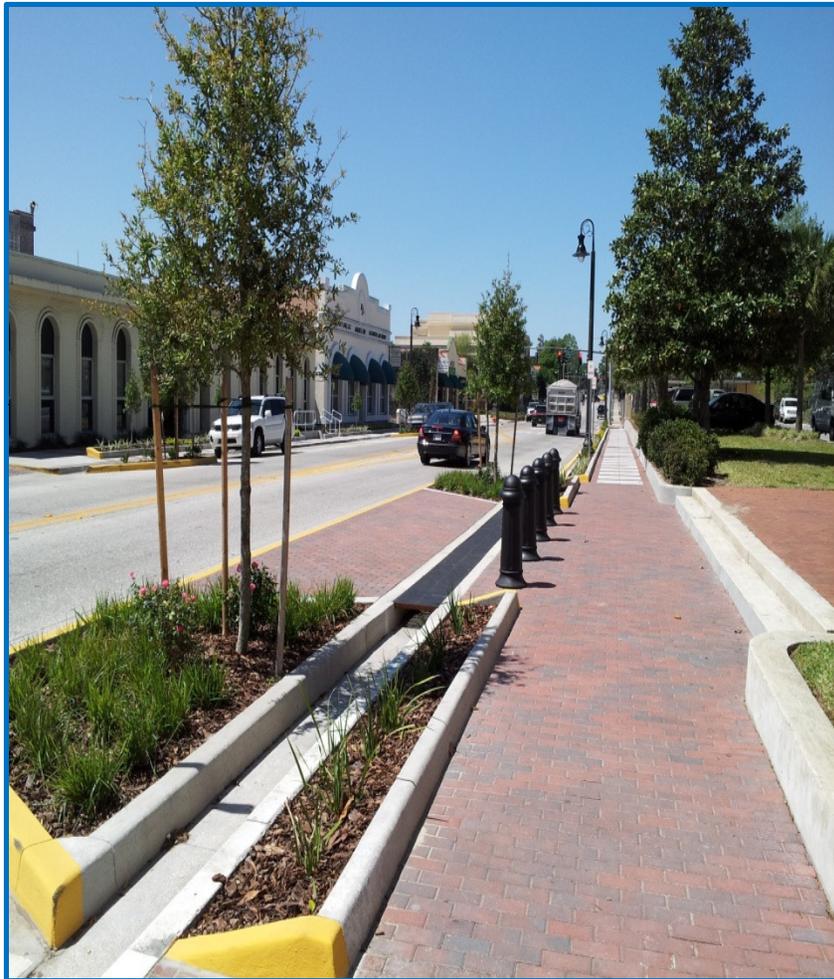
- MainStreet DeLand
- DeLand/West Volusia Chamber of Commerce
- Stetson University
- Discover DeLand
- West Volusia Tourism Advertising Authority
- Social and Service Clubs and Organizations
- Multitude of Public/Private Partnerships



Freedom Playground – an Example of Public/Private Partnerships

The playground completely rebuilt by public and private partnerships is on the grounds of the restored historic Memorial Hospital.

So Historic Downtown DeLand Continues to Move Forward



- ❑ NY Ave Streetscape
- ❑ Steady First Floor Occupancy of 97% + -
- ❑ New Businesses Arriving Downtown
- ❑ Artisan Hotel Renovation.
- ❑ Artisan Alley/Farmers Market.
- ❑ Marriott Courtyard is Underway Downtown

Community Challenges

- ❑ Transportation in and Around DeLand, i.e., Bus Services, Trolley or Shuttle Service.
- ❑ Need for Regional Connectivity - Bus Services, SunRail
- ❑ Continue to Grow a Base of Diverse Businesses to Help Downtown Evolve and Withstand Downturns in Specific Markets.
- ❑ **Preserve Historic Nature of Downtown – and Preserve Our Small Town Ambiance – in the Face of Accelerating Regional Growth.**
- ❑ <https://m.youtube.com/watch?v=Kgt7qwyFUd4>

The View 30 to 60 Years From Now

- The TCC district in the City of DeLand is an outdoor museum of historic art and architecture where people actually live and work.
- Its open-air public art gallery has continuously added to its collection with fountains, sculptures, and murals that bring to the core of the City the very best of our historic past and the new.
- The DeLand Historic District's growing popularity and reputation have been recognized around the country, but nowhere is it held in higher esteem than in DeLand by its citizens.
- The neighborhoods around the core Historic District have changed. Luxury condominiums have risen around the district attracting upper-income individuals and young professionals with new consumer demands, but with a sense of pride in the district's unique historic attributes and "place."

Questions?

