



City of Deltona: OED Report, November Edition, 2016

1. **Medical Services Village:** The City and Halifax Health are in discussions regarding a medical services village at the Deltona Activity Center area and at Halifax Crossings. This incorporates the three phases: 1. emergency facility; 2. medical office building(s), offering extensive treatment facilities; and, 3. the hospital facility, which has received the State of Florida's approval (Certificate of Need). The development of a strategic 2-5-10 year plan for the area concept is underway, based on the completion of the various phases. There are several projects being advanced to initiate a major medical hub to spur development within the Deltona Activity Center area.
2. **RaceTrac/Welcome Center Drive:** RaceTrac has cleared the lot and building construction for this third Deltona location is underway. This RaceTrac is located at Dirksen Drive, Deltona Boulevard, and Welcome Center Drive.
3. **Halifax Health/Halifax Crossings:** The physical construction of the Halifax Health emergency facilities building, located on Halifax Crossings Boulevard is underway toward the. This is to be an expanded emergency room and a supporting medical office building and facilities (Phase 1), to be followed by a future hospital (Phase 3). Halifax Health has the approved Certificate of Need for the hospital project. This initial expansion into the City will initially mean the creation of 60, or more, new, in-city medical jobs, and will become a major job creator and economic driver for the Deltona Activity Center 'Medical Arts District' and the City of Deltona.
4. **Halifax Health/Bella Vista:** The current plans are to build the primary medical office building with construction starting in late 2016. Conceptual plans are that it will offer an urgent care center, family medical, Ob/Gyn, pediatrics, cardiology, gastroenterology, and compatible additional development (ALF, physical therapy, etc.).
5. **Central Florida Regional Hospital:** (a division of Hospital Corporation of America) has publically announced plans for the construction of a free standing emergency facility in the Deltona Activity Center. CFRH has received the rezoning for the property. Projections are for a 2016-2017 construction start. When completed, this expansion into the City will initially mean the creation of 50 or more new, in-city medical jobs and become a major part of the City's 'Medical Arts District'.
6. **Honest-1 Auto Repair** –An Honest-1 franchisee plans to locate on Howland Boulevard, adjacent to the Top Shelf Car Wash. This location has been approved by this franchisee and franchisor. This business will be new construction, and the City is waiting for Honest-1 to come forward to complete the final development process.
7. The **Golden Choice Assisted Living Facility:** Construction has begun at their location is on N. Normandy Boulevard, just north of Firwood Avenue. On September 29th a ceremonial ground breaking was held. This project is to provide 30 full time jobs.
8. The **Saxon Commercial Sewer** study was completed for the I-4/Saxon Boulevard to N. Normandy Boulevard, connecting it to the Fisher Waste Water Treatment Facility and upgrading the sewer lines connecting those locations. It is a City of Deltona infrastructure project, with the engineering/planning done for this commercial sewer expansion. This project would facilitate future commercial growth in the corridor. The engineering plans are complete, with the estimated cost of construction at \$1.4 million. The City is budgeting (2016-2017 budget year) for a grant match to partner with other (State and/or Federal) agencies to complete this project. This will be a part of the new Community Redevelopment Area and will greatly assist in the recruitment of businesses (economic development) to that area.

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9. **Community Redevelopment Area:** On July 7, 2016, the City of Deltona was formally approved by the Volusia County Council for delegation of Authority. This new CRA is known as the Southwest Deltona Community Development Area and incorporates over 250 acres, from Saxon Boulevard, N. Normandy Boulevard, and Deltona Boulevard to Dirksen Avenue. The main goal is utility and transportation improvements based on renewing commercial growth in the CRA. This is Deltona’s first CRA and will become a redevelopment backbone for the City.

10. **TRAIL PROJECTS:** (I) **Lakeshore Trail Loop:** This trail construction has started. This is a 1.4 mile loop trail that connects to the River-2-Sea pedestrian/bicycle trail (*‘Rails to Trails’*) at Thornby Park and Green Springs Park via the Lakeshore Drive corridor. Regarding the larger trail network within Volusia County, the ‘Trail Bridge’ over SE 415 is currently under construction. This project will be instrumental in the City’s EcoTourism Project and is expected to be completed in the upcoming 2016-2017 fiscal year.

(II) **Providence Boulevard Trail:** A feasibility study is being reviewed by the River-to-Sea Transportation Planning Organization for a shared use path along Providence Boulevard. The path would consist of a 5 foot concrete sidewalk on the east side of the street and an 8-10 foot paved trail on the west side of the street.

(III) **The City of Deltona’s Ecological Destination Project** was presented to the City’s Commission in workshop and was well received. This is a project to connect Thornby Park (and improvements at that park) to the existing Lakeshore Community/Senior Center (as a freshwater marine research and educational center and economic driver) with the Lakeshore Trail Loop (above). The Lakeshore Trail Loop is a ‘linear park’ that is now under construction.

12. **Residential Development:** In discussions with the City’s Planning & Development Services Staff, there are five (5) residential sub-divisions in either processing or discussion, as follows:

| | | |
|-------------------------|------------|--|
| a. Lake Baton Estates | 138 | lots-approved, in construction |
| b. Arbor Ridge, Phase 5 | 77 | lots-approved, in construction |
| c. Fernanda Place | 284 | lots-approved |
| d. Lake Gleason Reserve | 53 | lots-approved |
| e. Vineland Reserve | 407 | in review (approved 1 st reading 08.01.16-09.06.16) |
| | 959 | lots total |

The City of Deltona currently is approaching a population of 90,000! A “City On the Move!”

13. **Expansion & Retention Project:** The City’s OED has undertaken a “BR&E” Program (Business Expansion & Retention). Businesses are being called, appointments are made, and physical interviews held with the idea of developing a criteria of assisting existing business to become more efficient and profitable, to expand, and to remain in the City of Deltona. Partnerships with SCORE, Small Business Development Center, and BOUNCE Marketing have resulted, or will result, in small business workshops being help in the City of Deltona. City staff also works closely with retail plazas within the City to assist in “in-fill”. Once occupancy reaches a maximum level, then new construction will become the demand item. The OED is currently working with several businesses on expansion or consolidation into Deltona.

WORKFORCE DEVELOPMENT

Ed = EcD [education = economic development]

Rx = EcD [medical = economic development]

Ed + Rx = EcD² (education + medical = economic development squared)