

**PLANNING AND DEVELOPMENT SERVICES DEPARTMENT  
GOALS, OBJECTIVES & PERFORMANCE MEASURES**

**Key Objectives:**

- Increase Public Participation & Awareness.
  - Access to Department information through the City's website.
  - Engage the public in a more open development review process.
  - Use the Department's data to the maximum potential.
  - Rewrite the Land Development Code into a more user-friendly document.
  - Encourage consensus building of projects within the community during development review.
  - Respond expeditiously to all phone and email inquiries.
  - Provide information on the activities that are occurring in the City.
- Effectively Plan for Future Redevelopment of Core Urban Areas.
  - Seek a balance of land uses between non-residential uses serving residential uses.
  - Provide for more pedestrian-oriented facilities by working with the VMPO for sidewalks, etc.
  - Encourage mixed-use transit oriented design.
  - Implement a Unified Land Development Code and Comprehensive Plan Amendments in support.
- Promote Economic Development for the City.
  - Conduct business retention visits.
  - Update the City's 5-Year Strategic Economic Development Plan.
  - Research and apply to grants opportunities for local, state and federal opportunities.
  - Facilitate Economic Develop Advisory Board.
- Create a Comprehensive Citywide Beautification Plan.
  - Implement the Commission approved design standards for public and private development.
  - Provide a priority list of public beautification projects for funding.
  - Focus on intersection enhancement at key locations to establish a pattern.
  - Work with the community on their preference for design from the Pattern Book.
- Promote Environmental Awareness throughout the City.
  - Provide resources to citizens and organizations.
  - Promote Green Building Standards and LEED Certification for Public Buildings.
  - Establish a TDR Program for Map "A" Lands.
  - Coordinate with local jurisdictions and the VCOG.
- Assist clients to facilitate project process; provide a streamlined development review process.
  - Work with clients from concept to the completion of a project.
  - Work to minimize the number of DRCs and public hearings by doing a thorough review process.
  - Encourage public participation for projects.
  - Expand automation capabilities of the development review process.
- Be the Affordable Housing Department for the City.
  - Implement the Neighborhood Stabilization Program per a contract with HUD.
  - Properly manage and utilize the CDBG program.
  - Provide assistance to the community by using the SHIP program.
  - Increase customer service to potential recipients in all programs.
  - Extend the housing programs into the community through promotional activities.

**PLANNING AND DEVELOPMENT SERVICES DEPARTMENT  
GOALS, OBJECTIVES & PERFORMANCE MEASURES – Continued**

**Performance Measures:**

- Number of major projects
- Number of inquiries
- Number of visits
- Present Annual Report
- Number of grants
- Number of press releases
- Number of meetings

<b>Actual FY 2008/09</b>	<b>Estimated FY 2009/10</b>	<b>Budget FY 2010/11</b>
30	25	20
70	2,500	2,000
25	1,000	500
1	1	1
6	30	20
8	25	10
12	50	100

**DEPARTMENTAL PERSPECTIVE, TRENDS & HIGHLIGHTS**

The Planning and Development Services Department was very active and internally-oriented towards the completion of work products, rather than using outside consultants to perform tasks. The Department also went through several staff changes that results in the use of cross-training of existing employees and the need to make the development review process more efficient.

The following are notable accomplishments, perspectives, trends, and highlights from the prior year:

- Seeing the Howland Crossings project through from development review to construction and completion. This provided finished vacant lots for City municipal projects, as well as for future economic development.
- Taking the Thornby project through from land acquisition, grant award, Management Plan approval, site design, site permitting (underway), and bid award for construction.
- Completion of new commercial/retail development for economic growth in the City; to include the new Lowe's, Shoppes of East Deltona, AutoZone, Family Dollar at Elkcam Blvd., Top Shelf Car Wash, new water storage tanks at municipal sites, and a new EOC communication tower.
- There was completion of redevelopment projects that enhance beautification, such as the PIX and McDonald's along Howland Blvd. and the potential for the same at the Wachovia Bank site along Providence Blvd.
- Reached approval with State and local governments for the Water Supply Work Plan, the Osteen Local Plan, the Fernanda Landing RPUD, and the Deltona Village BPUD for a new movie theatre.
- Working with State and local governments for the approval of the EAR-Based Comprehensive Policy Plan Amendments, the Unified Land Development Code, and the Florida Hospital site going through the County for adoption.
- The Department is processing phase I of the Neighborhood Stabilization Program (NSP) for acquisition of homes/property by the end of September 2010.
- Rewrote the CDBG 5-Year Action Plan and received a new Grant Agreement. This has led to park and recreation improvements, in the form of assistance at Harris Saxon Park, Wes Crile Park, and the Thornby property.
- Efforts have been made to improve subrecipient receipt of awards from CDBG, which will be reflected in the coming year.
- The Department has improved the SHIP program for Owner-Occupied Home Repair through the selection of General Contractors within the City's procurement process for increased efficiencies.