



Community Redevelopment Agency

210 Sams Avenue • New Smyrna Beach, Florida 32168 • (386) 424-2266 • Fax: (386) 409-4759

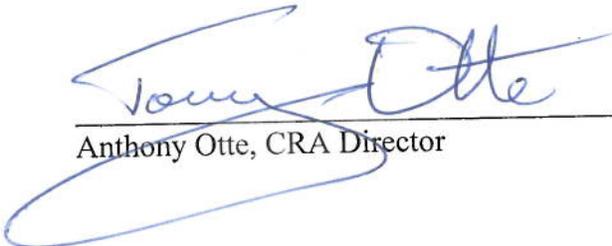
February 15, 2011

MEMORANDUM

Charles Belote, Chair
Steve Dennis, Vice Chair
James Kosmas
Doug Hodson
Thomas Williams
Chad Schilsky
James Peterson

May this serve as your official notification of a **SPECIAL WORKSHOP** of the Community Redevelopment Agency to be held on **Monday, February 21, 2011 at 11:30 am**. The meeting will be held at the **City Hall Commission Chambers, 210 Sams Ave. New Smyrna Beach, FL 32168** to discuss the attached Agenda pursuant to Florida Statute 163 and Local Ordinance 23-85.

Respectfully submitted,



Anthony Otte, CRA Director

cc: Mayor and City Commission
City Manager
Members of the Press
Flagler Merchants Assoc.
Canal Street Historic District
Public Notice

Attachment

**SPECIAL WORKSHOPS AGENDA
COMMUNITY REDEVELOPMENT AGENCY
MONDAY, FEBRUARY 21, 2011 AT 11:30 A.M.
CITY COMMISSION CHAMBERS, CITY HALL, 210 SAMS AVE.
NEW SMYRNA BEACH, FLORIDA 32168**

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **PUBLIC PARTICIPATION**

As this is a workshop meeting, comments will pertain to only those agenda items addressed below. In accordance with the City Commission Resolution #11-89, a three-minute limitation will be imposed unless otherwise granted by the CRA Commissioners.

4. **OLD BUSINESS**

- A. Development Assistance and Incentives Program

5. **ADJOURNMENT**

Pursuant to Chapter 80-15 of the Florida Sessions Laws, if an individual decides to appeal any decision made with respect to any matter considered at a meeting or hearing, that individual will need to ensure that a verbatim record of the proceedings is made.

In accordance with the Americans with Disabilities Act, persons needing assistance to participate in any of these proceedings should contact the Board Secretary listed below prior to the meeting:

Claudia Soulie, CRA Administrative Assistant, City of New Smyrna Beach, 210 Sams Avenue,
New Smyrna Beach, FL 32168, (386) 424-2265.



COMMUNITY REDEVELOPMENT AGENCY

CITY OF NEW SMYRNA BEACH
210 SAMS AVENUE
NEW SMYRNA BEACH, FLORIDA 32168

DEVELOPMENT ASSISTANCE AND INCENTIVES PROGRAM

Introduction

The Community Redevelopment Agency, in its Master Plan update has allocated funds in a five year program for redevelopment. One of the funded programs is entitled "Development Assistance and Incentives." A program of the same name is hereby created to provide specific guidelines for the uses of those funds.

The Development Assistance and Incentives Program has two key components that are identified in the CRA Master Plan update.

1. Certain areas and types of businesses identified in the CRA Master Plan update are hereby provided development incentives as provided in the remainder of the program description below. The program encompasses a wide range of activities in order to achieve the Master Plan's objectives in realizing redevelopment activity in the areas of:
 - a. Retail
 - b. Hospitality
 - c. Residential infill to support retail development
2. The City/CRA currently owns a number of key parcels located throughout the CRA district that provide the opportunity for redevelopment. These include two lots on Florida Avenue, a parcel on the North Causeway, and a one half block at 103 Faulkner Ave. All three of these properties have been or are scheduled to be publicly offered for development through a negotiated development agreement. It is anticipated that the agreements will call for the sale or lease of the property, and the development of one or more buildings on the property for specific uses, to be constructed in accordance with an approved schedule. Funding from the Development Assistance and Incentives Program may be made available as a part of the negotiated development agreement.

The CRA updated Master Plan identified a number of "Essential Elements for Downtown" among them is the need to "Broaden Hospitality Options". Hospitality/Tourism is our core industry, with accommodations and restaurants leading the way as "destinations" for visitors and citizens alike. In addition, these two activities provide 7 day and after 5pm operations both of which are critical to bringing additional visitors and citizens into the core areas.

For purposes of this grant, the CRA defines "Hospitality" as accommodations and restaurants in the Redevelopment area. Accommodations may include, but are not limited to, hotel, motel, condominium and bed & breakfast. Restaurants may include, but are not limited to, food establishments with seating, bars who prepare and serve food, bars that adjoin or are attached to food establishments under a single business name.

The Residential element of this program is designed to create a market base that will support business activities in the core areas of the CRA. These should be focused on smaller more efficient living units that encourage walkability to the core areas, with the inclusion of commercial spaces on ground level spaces. Applicants are encouraged to review the RCLC document provided the City and CRA focusing on housing trends.

It is anticipated that the award of incentives through this program will be done through a negotiated contract, and therefore there can be no expectation on the part of an applicant that since they meet the program eligibility guidelines that they will receive funding. Awards will be based on a number of factors and this program provides applicants with the “opportunity” to apply for and negotiate a contract with the CRA/City for funding.

Project Goals

The primary goals of this program are to:

1. Eliminate blighting influences and prevent further deterioration of commercial and residential properties in targeted CRA areas.
2. Stimulate renewed interest in the core areas and preserve the traditional retail district and establish the CRA area as a location for convenient pedestrian/visitor commercial activities over extended hours of operation that are compatible with the Master Plan Update.
3. Encourage the development of multiple businesses activities on major streets to function as anchors in the targeted areas.
4. Encourage the preservation of existing employment or the creation of new employment in the core areas.
5. Encourage the utilization of existing building stock within the targeted CRA areas
6. Encourage the utilization of existing vacant land within the targeted CRA areas.

Program Objectives

The primary objectives of this program are to:

1. Implement key recommendations in the CRA Master Plan update: page 37, 42, 43
2. Promote the redevelopment of Canal St and Flagler Ave by incentivizing the expansion or location of targeted business types
3. Promote sustainable redevelopment by incentivizing the development of residential in the Canal St area.
4. To encourage the development of retail, restaurants, and accommodations within the targeted CRA areas
5. To incentivize business operations who have extended hours of operations.
6. To encourage the development of cross marketing opportunities between hospitality businesses and other business activities.

THERE IS NO OBLIGATION ON THE PART OF THE CRA TO AWARD A GRANT TO AN APPLICANT WHO MAY MEET THE GUIDELINES, THE APPLICATION ONLY PROVIDES THE OPPORTUNITY TO BE CONSIDERED.

Program Guidelines

The CRA has developed a series of Matrixes that are required to be completed by the applicant this will determine the level of possible funding.

1. Applicants should provide "Marketing" data documenting:
 - a. A business plan to be reviewed by the Director of the Small Business Development Center of Daytona State College.
 - b. What business operations are currently being performed,
 - c. What additional business operations will be proposed,
 - d. What increases in revenues, number of visitors/guests/customers, sales taxes, resort taxes will be achieved with the proposed project,
 - e. What markets are currently being served and what changes the proposed project will have on those markets or new markets,
 - f. What number of jobs are preserved or created,
 - g. What cross marketing opportunities with other local businesses, if any, are created by the proposed project?
 - h. Residential projects should provide residential market data for targeted markets, proposed unit sales prices, square footage of units and the inclusion of any commercial activities.
2. **No work for which a grant is sought shall commence until authorized by the CRA**
3. Funds shall only be used for fixed improvements where the business is located (or going to be located in the CRA district) for purposes of expansion, change the use of the building, increase the use of the building.
4. Funds may be used for parking and driveway improvements and signage
5. Funds may be used for interior and exterior building improvements, including interior renovation to expand restaurant seating or to create additional retail space.
6. Funds be used in conjunction with the Independent Business Move In Program.
7. Funds cannot be used for business equipment, operating expenses, or to make building repairs that would be normally expected of the building owner. An exception would be made for the renovation of buildings that have been vacant for more than 3 years.
8. Funds to perform general repairs and/or construction to comply with current city, county and state codes to occupy the buildings shall be allocated on a first come first served basis and only one (1) grant shall be awarded per structure
9. Tenants must provide written consent from the building/property owner.
10. **Applications must be submitted to CRA staff at least three (3) weeks prior to the CRA meeting date (CRA meets every first Wednesday of the month)**
11. A grant for a new or relocating business may be awarded contingent upon the applicant providing an executed lease agreement for the property for which the grant is sought within ninety days (90) of grant approval. Applicable only if tenant is applicant.
12. Project must commence within ninety (90) days and be completed within 365 days of CRA approval.
13. This is a reimbursement grant program. All grant funds will be awarded on a 50/50 matching funds basis not to exceed \$50,000. (example: Total approved project cost by applicant \$60,000 – CRA grant match maximum \$30,000; example Total approved cost by applicant \$125,000 – CRA grant match maximum \$50,000)

14. Improvements/ Repairs shall be designed, constructed and maintained to compliment the architectural features of the building and shall be in harmony with overall character.
15. No grants shall be awarded to government owned properties or to tenants within government owned properties unless they are leased from the government as part of a development agreement. Non-profit organizations, or residential conversions are not eligible to participate in this program.
16. Applicant is responsible for obtaining any permits required to design and construct the project and the **costs of permitting fees shall not be included in the CRA grant funding**
17. Any unapproved changes may void the Grant (at the discretion of the CRA)
18. The applicant is required to attend an on-site meeting with CRA staff, the Chief Building official and Planning Staff at the property for which the grant is sought. Applicant is responsible for providing access to the interior of the building.
19. Upon CRA grant approval, applicant will be required to place signage recognizing the CRA participation (furnished by the CRA) and viewable to the general public, for the duration of the project
20. Applicant and Property Owner (if not applicant) agree to maintain the completed project in its approved design for a period of three (3) years from the date of completion.

Program Procedures

1. Only completed applications including all supporting documentation will be accepted, including but not limited to detailed information on the proposed business, proposed hours of operation, projections on the number of customers, etc.
2. Completed applications must include two (2) estimates from an architect or licensed contractor related to the proposed building improvements
3. CRA staff reviews program applications for compliance with submittal requirements
4. CRA staff schedules an on-site meeting with the Chief Building Official, Planning staff and the applicant.
5. CRA staff schedules compliant program applications for the next available regular CRA meeting agenda, which occur on the first Wednesday of each month
6. Upon approval by the CRA Commissioners, a letter of commitment is provided to the applicant, however no work shall start until written notice is received from CRA staff
7. Applicant is responsible for obtaining any permits required to construct the project and funds received as part of the CRA program **shall not be used for permit and/or design fees**
8. Applicant must submit paid invoice(s) to CRA staff for reimbursement with indication from the contractor certifying that they have been paid in full for the work as submitted
9. Reimbursement – This grant is a reimbursement program, the applicant will have two options for reimbursement
 - a. Upon inspection of the completed project by CRA staff, and verification that all project construction tasks have received final inspection and approval by Building Department staff, the applicant will be reimbursed the grant awarded or 50% of the total approved project costs, not to exceed the CRA maximum reimbursement amount \$50,000.

- b. Upon inspection and approval by building Department staff of each task/phase, the applicant may submit proof of inspection and approval by building Department staff and paid invoices for project costs for that task/phase for reimbursement. Upon verification of an inspection and approval by building Department staff and paid invoices by CRA staff, the applicant may be reimbursed up to 50% of the paid project cost for that task/phase. The total reimbursement may not exceed the awarded amount or up to 50% of the total cost not to exceed \$50,000.

10. CRA reserves the right to grant additional funds to targeted projects that they believe will have a significant positive impact on the CRA area

Eligibility Requirements

The program shall be available to anyone meeting the program eligibility requirements, and no one shall be denied the benefits of the program because of race, color, national origin, or sex. Applicants must comply with the following criteria and submit a complete application containing all required submittals. Approval of applications by the CRA will be based on the consistency of the proposed project with the goals of the adopted CRA Redevelopment Plan.

1. Property for which the grant is sought must be located within the CRA district
2. Must be a new or existing business relocating from outside of CRA district (Existing businesses relocating within the CRA District are ineligible. It is not the intent of the CRA to engage in any revitalization activities that require vacating property within the CRA district.)
3. The applicant must be the owner of the building, although a tenant may qualify upon written consent by the owner of the building
4. Governmental entities, tenants of government owned buildings, non-profit organizations, and residential conversions are not eligible
5. Property taxes, both City and County and appropriate Occupational licenses must be current
6. Proposed business must commit to hours of operation that extend beyond 5:00PM and preference will be afforded to businesses who propose a commitment to extend hours of operation beyond 7:00PM and/or add additional days of operation.
7. Business must be a permitted use as outlined in the City of New Smyrna Beach Land Development Code and meet the intent of the zoning code

Florida Building and National Electric Code related items include, but are not limited to:

- Floor repairs and upgrades
- Installation of Heating unit
- Hot water heater
- Bathroom repairs and upgrades
- Exhaust hood
- Commercial Sinks
- Grease trap
- Electrical upgrades
- Wall/Ceiling repairs and upgrades
- Fire sprinkler system

This list of items is a reference only and final eligibility will be determined during the on-site meeting with the Chief Building Official.

Development Assistance and Incentives Program Matching Grant Check list – (CRA Approval required prior to any construction/repair/renovation work commencing)

- 1. Located within the CRA District
- 2. First Grant for this structure (Only one Grant shall be awarded per structure)
- 3. Not a Government owned property being used for governmental activities, non-profit organization or residential conversion
- 4. New or existing business locating to CRA District (Does not leave another property within the CRA district vacant)
- 5. Completed application form
- 6. Written Consent from the property owner (if applicable)
- 7. Two (2) Project estimates from licensed contractors or architects (if applicant is licensed contractor, he or she may not submit their own estimate)
- 8. Hours of operation extend beyond 5:00 p.m. with preference given to businesses who propose a commitment to extend hours of operation beyond 7:00 p.m., additional business days of operation, current activities, expanded activities.
- 9. “Marketing” data, including but not limited to, demonstrating increases in revenues, visitors/citizens/customers increases, changes in markets or additional markets and preservation or creation of jobs, sales tax generation, resort taxes, property taxes and any other supporting data deemed pertinent to the project.
- 10. Permitted use as outlined in the City of New Smyrna Beach Land Development Regulations (to be determined by Planning and Zoning Department)
- 11. Property taxes, both City and County, In the case of businesses any and all occupational licenses must be current.
- 12. Upon CRA grant approval, applicant will be required to place signage recognizing the CRA participation (furnished by the CRA) and viewable to the general public, for the duration of the project
- 13. Completed Matrix as provided by the CRA for the appropriate activity.
- 14. Onsite meeting set for _____ at _____

RESIDENTIAL
MATRIX

	A	B	C	D	E	F	G
	DESCRIPTION	Current	Proposed	%	100 Max.	Awarded	COMMENTS
1	Location						
2	East Canal Street						
3	Rush to Washington						
4	Fronting Washington						
5	Washington to Mary Avenue						
6	Fronting Side Street						
7	Waterfront						
8	West Canal Street						
9	Fronting Washington						
10	Washington to Mary Avenue						
11	Fronting Side Street						
12	US 1						
13	Flagler Avenue						
14	Fronting Side Street						
15	Waterfront						
16	Structure						
17	New						
18	Existing						
19	Zoning Classification						
20	Construction						
21	Concrete/Block						
22	Wood/Frame						
23							
24							
25							
26							
27							
28							
29							
30							
31							
32							
33							
34							

RESIDENTIAL
MATRIX

	A	B	C	D	E	F	G
35	Type of Building						
36	Apartment/house/complex						
37	Loft Apartment						
38	Town House						
39	Condominium						
40							
41	Number of Residential Units						
42							
43							
44	Commercial						
45	Number of Units						
46	Square Footage/unit						
47							
48							
49	Project Plans						
50	Submitted						
51	In Review						
52	In Revision						
53	Approved						
54							
55							
56	LEED Certified						
57	Platinum						
58	Gold						
59	Silver						
60							
61							
62	Market Data						
63	Estimated Sales Price of Units						
64	Targeted Demographic						
65							

Hospitality
Existing/Proposed Matrix

	A	B	C	D	E	F	G
	DESCRIPTION	Current	Proposed	%	100 Max.	Awarded	COMMENTS
1							
2	Location						
3	East Canal Street						
4	Fronting Canal Street						
5	Rush to Washington						
6	Fronting Washington						
7	Washington to Mary Avenue						
8	Fronting Side Street						
9	Waterfront						
10							
11	West Canal Street						
12	Fronting Washington						
13	Washington to Mary Avenue						
14	Fronting Side Street						
15							
16	US 1						
17							
18	Flagler Avenue						
19	Fronting Flagler Avenue						
20	Fronting Side Street						
21	Waterfront						
22							
23	Business Classification						
24	Individual						
25	Partnership						
26	Corporation						
27							
28	Business						
29	New						
30	Existing						
31	Franchise						
32							

Hospitality
Existing/Proposed Matrix

	A	B	C	D	E	F	G
33	Hospitality Business Category (P.37)						
34	Restaurant						
35	Carry out Food						
36	General Food Service						
37	Food Service/Bar						
38	Exterior Seating						
39	Interior Seating						
40							
41	Accommodations						
42	Hotel						
43	Motel						
44	Bed & Breakfast						
45							
46	Employees						
47	Management/Salaried(indicate #)						
48	Hourly (indicate #)						
49							
50	Hours of Operation						
51	Monday - Friday						
52	7 Day Operations						
53	Hours after 5PM						
54							
55	BENEFITS OF PROPOSED PROJECT						
56	Project plans						
57	Submitted						
58	Under Review						
59	In Revision						
60	Approved						
61							
62	Facility						
63	Additon to existing facility						
64	Redesign of interior to expand retail space						

Hospitality
Existing/Proposed Matrix

	A	B	C	D	E	F	G
65							
66	Hours of Operation						
67	Monday - Frinday						
68	Increase to 7 Day Operations						
69	Increase Hours after 5PM						
70							
71	Business Activities						
72	Expand Current Business Activities						
73	Add additional Business Activities						
74							
75							
76	Tourism Data (Return on Investment)						
77	Number of additional visitors						
78	Number of additional customer/visitor vehicles						
79	Amount of increased Sales taxes						
80	Amount of increased resort taxes						
81	Business Plan - to be reviewed by third party						
82	Increase in Property value/Taxes						
83	Jobs Created						
84	Jobs Preserved						
85							
86	TOTALS			0	0	0	0
87							
88							
89							
90							
91							
92							
93							
94							
95							
96							

RETAIL
EXISTING AND PROPOSED PROJECT MATRIX

	A	B	C	D	E
	DESCRIPTION		MAX POINTS	AWARDED POINTS	COMMENTS
1	Current	%	100		
2					
3	Location				
4	East Canal Street				
5	Fronting Canal Street				
6	Rush to Washington				
7	Fronting Washington				
8	Washington to Mary Avenue				
9	Fronting Side Street				
10					
11	West Canal Street				
12	Fronting Washington				
13	Washington to Mary Avenue				
14	Fronting Side Street				
15					
16	US 1				
17					
18	Flagler Avenue				
19	Fronting Flagler Avenue				
20	Fronting Side Street				
21					
22	Business Classification				
23	Partnership				
24	Partnership				
25	Corporation				
26					
27	Business				
28	New				
29	Existing				
30	Franchise				
31					

RETAIL
EXISTING AND PROPOSED PROJECT MATRIX

	A	B	C	D	E
32	Retail Business Category (P.37)				
33	Apparel				
34	Books				
35	Bakeries				
36	Carry Out Food				
37	Florists				
38	Personal Services				
39	Bank				
40	Groceries				
41	Mail Centers				
42	Home Furnishings				
43	Jewelry				
44	Sporting Goods				
45					
46					
47	Hours of Operation				
48	Monday - Frinday				
49	7 Day Operations				
50	Hours after 5PM				
51					
52					
53	PROPOSED PROJECT				
54	Facility				
55	Additon to existing facility				
56	Redesign of interior to expand retail space				
57					
58					
59	Business Activities				
60	Increasing space for existing activity				
61	Increasing space for additional activity				
62					