



**CITY OF NEW SMYRNA BEACH  
ECONOMIC DEVELOPMENT ADVISORY BOARD AND AIRPORT ADVISORY BOARD  
JOINT MEETING AGENDA  
WEDNESDAY, JUNE 15, 2011 – 6:00 PM\*  
NEW SMYRNA BEACH GARDEN CLUB  
2000 TURNBULL BAY RD., NEW SMYRNA BEACH, FLORIDA**

(\*or immediately following the Special City Commission Meeting)

**PLEASE NOTE THE MEETING LOCATION**

**1. CALL TO ORDER**

**2. ROLL CALL**

**3. CONSENT AGENDA**

A. Approval of EDAB Meeting Minutes - May 18, 2011

**4. NEW BUSINESS**

1. Airport Operation

- A. Summary of Master Plan Process
- B. Airport Capital Improvement Projects
- C. Update on FAR Part 150 Noise Study
- D. City Manager's Proposed FY 11/12 Airport Operation Budget

2. Economic Development

- A. Airport Industrial Park Development
- B. Brownfield Designation
- C. Future US1 CRA (to include the Airport) for FY 15-16 and beyond
- D. Marketing of Airport
  - 1. FBO/Fuel
  - 2. Airport Properties

**5. BOARD MEMBER COMMENTS**

**6. REPORTS AND COMMUNICATIONS**

A. Economic Development Director's Report

**7. ADJOURNMENT:**

Pursuant to *Florida Statutes* 286.0150, if an individual decides to appeal any decision made by the Economic Development Advisory Board with respect to any matter considered at this meeting, a record of the proceedings will be required and the individual will need to ensure that a verbatim transcript of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based. Such person must provide a method for recording the proceedings. In accordance with the Americans with Disabilities Act, persons needing assistance to participate in any of these proceedings should contact the Community Redevelopment Office in person or by mail at 210 Sams Avenue, New Smyrna Beach, Florida 32168, (386) 424-2265, prior to the meeting.

# ***CONSENT AGENDA***

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**CITY OF NEW SMYRNA BEACH  
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)  
REGULAR MEETING MINUTES  
MAY 18, 2011  
City Hall Commission Chamber, New Smyrna Beach, FL**

Mayor Adam Barringer called the meeting to order at 6:00 P.M.

**ROLL CALL:**

The following members answered to roll call:

Mayor Barringer  
Jack Holcomb  
Arlen Stauffer  
Randy McHenry  
Paul Mayer  
Bill Hall (Ex Officio)

Also present were CRA/EDAB Director Tony Otte; CRA Administrative Assistant Claudia Soulie; members of City staff and the public. Board Member Jill Carlton was (excused) absent and City Manager Pam Brangaccio had to attend a different meeting.

**CONSENT AGENDA** – Approval of Regular EDAB Meeting May 18, 2011

**Mr. Mayer made the motion to approve the May 18, 2011 EDAB minutes as written; seconded by Mr. McHenry. Motion carried unanimously on roll call vote.**

**PRESENTATION**

A. President and CEO of Team Volusia - Helen Cauthen

33 Mr. Otte stated that on August 17, 2010 a representative of Team Volusia (TV) made a  
34 presentation to the EDAB asking that the EDAB recommend to the City Commission that the  
35 City of New Smyrna Beach join Team Volusia. Mr. Otte continued that at the September 14,  
36 2010 meeting the City Commission approved the EDAB recommendation and joined Team  
37 Volusia at the Executive Committee level. Since then Team Volusia has hired a number of staff  
38 members; established an office and is now conducting meetings and moving forward. Mr. Otte  
39 introduced Executive Director and CEO Helen Cauthen.

40  
41 Ms. Cauthen thanked the EDAB for their time and gave a presentation on the mission of Team  
42 Volusia, its accomplishments to date, and future plans. Ms. Cauthen stated that TV was working  
43 on bringing Cities and Counties together and form public/private partnerships. She continued  
44 that the southeast is a prime area of relocation and that Florida was well positioned.

45  
46 Ms. Cauthen commented on their current investors and stated that TV was working on  
47 increasing their private sector investor base. Ms. Cauthen elaborated on the steps TV has taken

48 to facilitate participation in their programs. Ms. Cauthen ended her presentation by stating that  
49 in order for everybody to be the most successful, teamwork was necessary.

50  
51 A brief question and answer session ensued about aligning and combining the investors' efforts  
52 to bring the most benefit and how TV was tracking and capturing the leads that were generated.  
53 Ms. Cauthen explained their partnership efforts and that TV was in the process of creating a  
54 very comprehensive website in which lead tracking would be a component.

55  
56 The Board thanked Ms. Cauthen for her presentation.

57  
58 **OLD BUSINESS**

59  
60 A. Review of Recent Annexations including the area of SR 44 and Colony Park, and  
61 Plans for that Area

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63  
64 Mayor Barringer recognized fellow City Commissioner Lynne Plaskett in the audience.

65  
66 Mr. Otte introduced Planning Manager Gail Henrikson. Ms. Henrikson gave a brief review of  
67 recent annexations that have the potential for economic development, including the area at the  
68 NE corner of SR 44 and Colony Park Rd. Ms. Henrikson informed the EDAB that the City  
69 Commission, at their May 10, 2011 meeting, approved the annexation on second reading and  
70 that the owner of this area is planning to subdivide for several proposed new businesses.

71  
72 Ms. Henrikson commented that staff was looking at the possibility of linking ingress and egress  
73 to vacant land onto SR 44 in a functional yet esthetic fashion as well as reducing the minimum  
74 Planned Unit Development (PUD) size requirements to facilitate redevelopment.

75  
76 Ms. Henrikson suggested that, in an effort to alleviate some of the traffic on SR 44 especially on  
77 weekends, looking at a possibility of extending and paving Paige Ave.

78  
79 Mr. Otte inquired if there was already a funding source in place for extending Paige Ave. Ms.  
80 Henrikson stated that none was in place yet.

81  
82  
83 B. Update of Sewer Assessment Project: Southside of SR 44 between Glencoe and Wild  
84 Orange

85  
86 Ms. Henrikson gave an update of the sewer assessment project that is underway for the area on  
87 the south side of SR 44 between Glencoe Rd and Wild Orange and stated that there are several  
88 businesses planned for this area including an "ABC Fine Wine and Spirits" location (moving  
89 from US 1) as well as medical offices. She stated that an informational meeting with property  
90 owners was held on April 19, 2011 to review estimates of assessed costs per parcel and that staff  
91 would be sending out formal petitions which would determine how staff would proceed with the  
92 assessments.

93 Mr. Otte gave a general summary on the steps a City has to take in order to implement  
94 assessments.

95

96 The EDAB thanked Ms. Henrikson for her update.  
97  
98

99 **NEW BUSINESS**  
100

101 A. Report on Meeting with Dr. Rob Owen, Embry Riddle Aeronautical University:  
102 Aerospace Institutes  
103

104 Dr. Arlen Stauffer gave a report on a meeting he attended with Dr. Rob Owen of Embry Riddle  
105 Aeronautical University (ERAU), Tony Otte and Jim Tager (Principal of New Smyrna Beach  
106 High School) for the purpose of exploring a program offered by ERAU, which provides an  
107 Aerospace career track within the high school curriculum of participating high schools. Dr.  
108 Stauffer continued that there are currently four Florida counties enrolled with this program.  
109

110 Dr. Stauffer felt that this program was in line with economic development as it would create a  
111 future workforce that could attract aviation related companies to relocate to this area.  
112

113 The EDAB stated that they would be very interested in having Dr. Rob Owen make a  
114 presentation at a future EDAB meeting.  
115

116 **Mr. McHenry made the motion to authorize staff to extend an invitation to Dr Owen to**  
117 **make a presentation to the EDAB about the “Aviation Institute” program; seconded by**  
118 **Mr. Mayer. Motion carried unanimously on roll call vote.**  
119  
120

121 B. Review of the Capital Improvement Plan for the Utilities Commission  
122

123 Mr. Otte stated that the Utilities Commission (UC) website makes available their Five Year  
124 Capital Improvements Plan and that EDAB staff wishes to review the plan to understand where  
125 water and sewer utilities are being planned, as these utilities are necessary for Economic  
126 Development. Mr. Otte continued that a UC staff member may be available for the August  
127 EDAB meeting.  
128

129 Mr. Bill Hall, Ex Officio EDAB member and UC Commissioner commented that the UC was  
130 ready to move ahead with their projects as part of the Economic Development efforts.  
131  
132

133 **BOARD MEMBER COMMENTS**  
134

135 Mr. Holcomb commented on finding ways to better utilized and market the Sports Complex as a  
136 revenue asset.  
137

138 Dr Stauffer commented on the increase in public/private partnerships efforts to organize events  
139 that are great economic stimulators.  
140

141 Mr. McHenry informed the EDAB that a committee has been formed to attempt to bring a Junior  
142 Naval ROTC program to the New Smyrna Beach High School and commented on all the local

143 support they have received. Mr. Mayer stated that an event is being held in support of this ROTC  
144 program.

145  
146 Mayor Barringer stated that the Balloon Fest was a great success.

147  
148 Mr. Otte informed the EDAB that the City was going to partner with the Southeast Volusia  
149 Chamber of Commerce (SVCC) to create a business survey and asked Ms. Samantha Bishop to  
150 comment. Ms. Bishop, Vice President of the SEVCC, stated that a prior survey had been  
151 prepared and distributed and that new questions had arisen, thus creating the need for a revised  
152 survey. Ms. Bishop elaborated on the Chamber's efforts and stated that they had an increase in  
153 membership and were seeing existing businesses expanding.

154  
155 A brief discussion ensued about a group of businesses on West Canal branding themselves as  
156 "The Garden District".

157  
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159 **REPORTS AND COMMUNICATIONS**

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161 a. Director's Report

162

163 The Members had no questions.

164

165 **ADJOURNMENT:**

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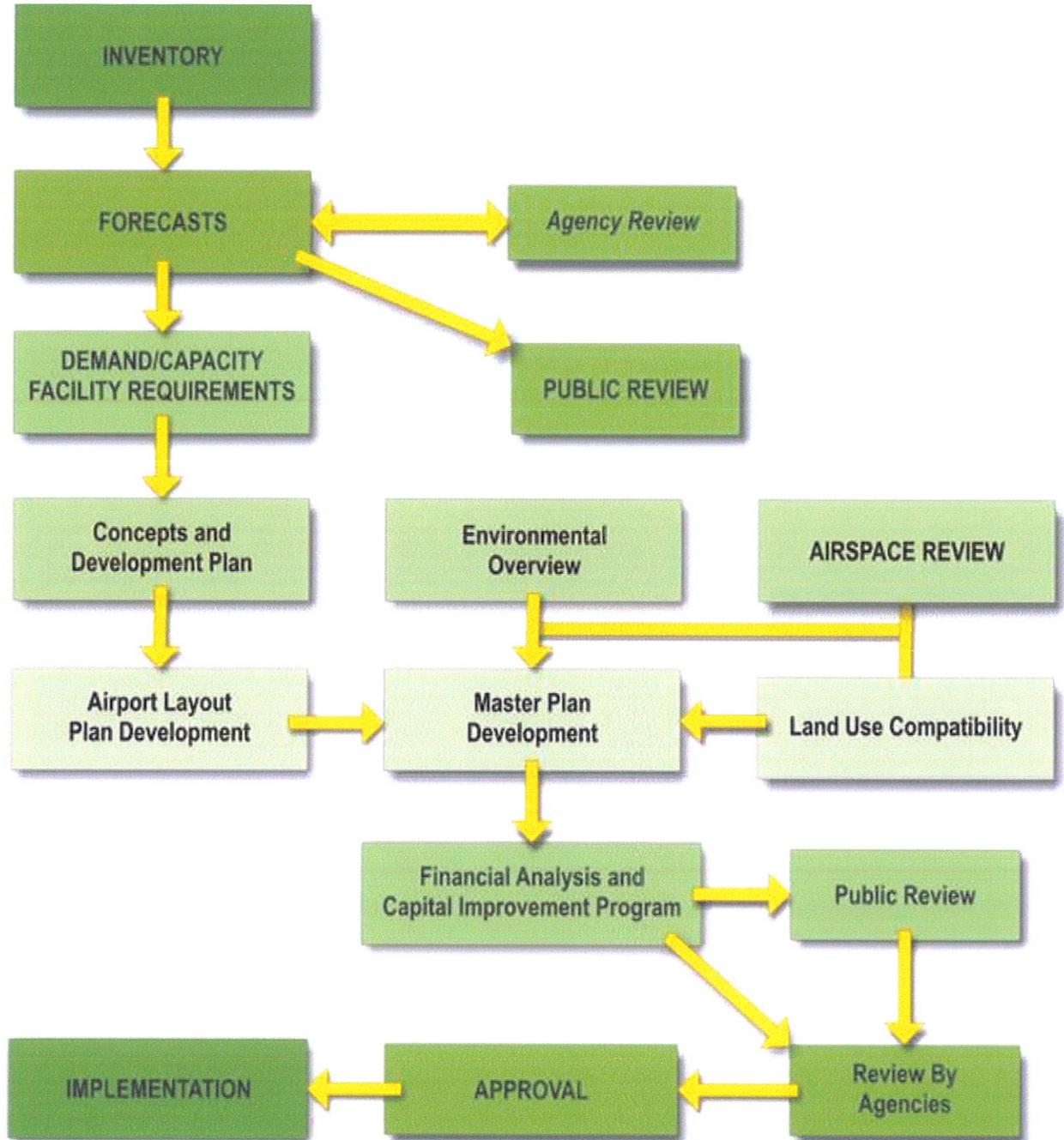
167 There being no further business, the meeting was adjourned at 8:00 p.m.

# ***NEW BUSINESS***

## AGENDA ITEM SUMMARY

Department Making Request: New Smyrna Beach Municipal Airport		
Meeting Date: June 15 <sup>th</sup> , 2011		
Action Item Title: <b>Summary of the Master Plan Process</b>		
<p>Summary Explanation and Background:</p> <p>The Master Plan process assists local agencies such as the New Smyrna Beach Municipal Airport in developing the airport into a facility that is financially reliable and compatible with the surrounding environment. Projects that will be addressed in a Master Plan update for the airport can include the development of aviation-related and alternate commercial and industrial uses to support making each airport more financially self-sufficient.</p> <p>The next Airport Master Plan Update is intended to address the steps over the next twenty-years, although primary focus will be on the short and intermediate-term actions, to improve and maintain airport facilities, air safety, and maximize development and economic impact to generate resources to support the airport. The goal of the Airport Master Plan Update is to provide alternative options for airport development that address current and future demand, identify the role of the airport in the local, regional and national aviation system, and provide potential utilization or re-use options for existing infrastructure and airport facilities. The typical Airport Master Plan Update includes a capital improvement program for future development of the airport, as well as an overview of land use compatibility issues in the airport environs. In addition, this planning effort will result in the development of a computerized Airport Layout Plan (ALP) drawing set meeting Federal Aviation Administration (FAA) criterion. As such, an Airport Master Plan Update will provide the City of New Smyrna Beach with a comprehensive overview of the airport's needs over the next twenty years, including issues relating to the timing and costs of proposed development based upon appropriate activity triggers.</p> <p>A professional consultants experience and support will assist the City in its ongoing development efforts when coupled with feasibility studies, terminal planning analyses, aviation forecasts, airfield geometry and justification analyses, benefit cost studies, DBE programs, community outreach programs, airport layout plans, and capital improvement programs.</p> <p>At the beginning of the project, the consultant will perform in-depth discussions with City and stakeholder representatives to ensure that the detailed scope of work meets the needs of the City of New Smyrna Beach, FAA, and Florida Department of Transportation (FDOT) requirements. At times, planning projects will require interaction with users, key stakeholders, tenants, and the local community. Using a simple approach, the consultant will involve members of these groups early and often throughout the planning process to insure a successful outcome. This process can be accomplished in person through Airport Advisory Board, Economic Development Advisory Board, and City Commission meetings, presentations, workshops, and open houses, via the airport or project website, and through the use of social media.</p> <p>A Master Plan update is necessary to secure FAA and FDOT grants for all capital projects and with the current economic downturn funding of those projects is essential to the implementation of the plan.</p>		
Recommended Action/Motion: Discussion		
Funding Analysis: Budgeted <input checked="" type="checkbox"/> Future Budget-contingent upon receiving grant.		
Exhibits Attached: Master Plan Flow Chart		
Reviewed By:	Name	Signature
Department Director:		
Asst. PW Director/Airport	Rhonda Walker	<i>Rhonda Walker</i>

**Master Plan Process**



## AGENDA ITEM SUMMARY

<b>Department Making Request:</b> New Smyrna Beach Municipal Airport
<b>Meeting Date:</b> June 15, 2011
<b>Action Item Title:</b> Airport Capital Improvement Projects
<p><b>Summary Explanation and Background:</b></p> <p><b>FY 10-11 Projects:</b>            Airport T-Hangars- FDOT grant 80%, Airport funds 20%            Budgeted amount - \$899,646            Project completed 4-6-11</p> <p>Airport Taxiway A &amp; E Rehabilitation-FAA grant 95%, FDOT grant 4%, Airport funds 1%            Budgeted amount - \$ 644,483            Project completed 4-16-11</p> <p>Airport Apron Expansion and Fuel Farm Infrastructure            Budgeted amount- \$1,034.430            Grant received for Design and Construction phase of project.            Construction bids were opened 6-9-11 for project.            Staff will apply for FDOT grant based on the bid amount for construction cost of the project.</p> <p><b>FY 11-12 Projects:</b>            Airport Taxiway E (Phase 2), Taxiway D and Rehab of Runway 11/29- Grants have not currently been approved.            Estimated Cost - \$ 1,707,000            Applied for 95% grant from FAA, FDOT 4% grant contingent on FAA approval.</p> <p>Airport Fuel Farm Equipment            Estimated Cost-\$254,900            Staff will apply for FDOT grant for the purchase and installation of equipment based on the bid amount.            The fuel farm is project should be completed and operational in January 2012.</p> <p><b>FY 12-13 Projects:</b>            Airport Master Plan Update            Estimated Cost-\$400,000            Staff will apply for apply for a 95% grant from FAA, 4% grant from FDOT, and the remaining 1% will be paid for from Airport funds.</p>

**Funding Analysis:** Staff submits grant request to the Federal Aviation Administration (FAA) and Florida Department of Transportation (FDOT) for all CIP projects. Funding if approved is on varying levels from 50% to 99% depending on the priority level of the project.

Reviewed By:	Name	Signature
Department Director:	Rhonda Walker	<i>Rhonda Walker</i>

## AGENDA ITEM SUMMARY

Department Making Request: New Smyrna Beach Municipal Airport

Meeting Date: June 15<sup>th</sup>, 2011

Action Item Title: Update on FAR Part 150 Noise Study

### Summary Explanation and Background:

The 14 CFR Part 150 Study was conducted in two phases. The first phase developed the Noise Exposure Maps (NEMs) for the Airport. Two NEMs were developed to represent the existing (2009) noise environment, and the future (2014) noise environment. The NEMs were submitted to the FAA for review and acceptance in December 2009. The FAA accepted the NEMs on July 8, 2010.

The second phase, known as the Noise Compatibility Program (NCP), was completed in March 2011. The NCP analyzes abatement, mitigation, and administrative alternatives to address the noise concerns expressed by the local residents. The NCP resulted in 39 different alternatives being reviewed: 29 abatement (operational) alternatives, five mitigation (land use) alternatives, and five administrative alternatives. Of the 39 alternatives reviewed, 24 recommendations are being forwarded for consideration by the City and FAA.

A public hearing was held on April 19, 2011 to allow the public an opportunity to review and comment on the Study process and recommendations.

### Abatement Recommendations

- Request through the Airport's voluntary noise abatement procedures, that pilots follow limits on days and times for flight training activities.
- Recommend the Airport increases the traffic pattern altitude from 800 Ft. to 1,000 Ft. MSL
- Recommend, in cooperation with ATC, establishing a rotating runway plan in calm wind conditions for Runways 02, 20, 07, 25
- Request that all aircraft follow AIM guidelines and turn crosswind no lower than 300 Ft. below traffic pattern altitude
- Recommend, in cooperation with ATC, the use of left hand traffic patterns for specific runways or all runways during times of low activity
- Request the continuation of a voluntary limit on the number of touch and go operations by a single aircraft to no more than eight
- Recommend the Airport develop educational materials for the community regarding the types of operations being conducted
- Recommend the Airport, through the voluntary noise abatement program, educate pilots on the importance of optimum propeller settings
- Request that pilots climb out at V<sub>x</sub> speed, or closely relative speed, while operating at EVB
- Recommend that student pilots continue to climb out at V<sub>y</sub> speed until they are proficient enough to use V<sub>x</sub>
- Recommend that the Airport, through its voluntary noise abatement procedures, restrict engine maintenance run-ups between 10:00 p.m. and 8:00 a.m.
- Recommend the Airport install noise abatement reminder signs at the ends of each runway to create better pilot awareness
- Request that pilots follow NBAA recommended noise abatement procedures (Jet Powered Aircraft)
- Request that pilots follow AOPA recommended noise abatement procedures (Piston Powered Aircraft)

- Recommend that the Airport continues to publish maps that identify noise sensitive areas around the airport

**Mitigation Recommendations**

- Recommend the Airport continue to rely on the City of New Smyrna Beach overlay zoning codes for land use compatibility around the airport by providing updated noise contours from FAA-approved NCP and by participating in City meetings related to development of updated overlay zones
- Recommend that additional overlay be further explored with local government that would provide for notification with the 50 db DNL contour
- Recommend that Airport staff work with the City of New Smyrna Beach to ensure existing building codes associated with the overlay zones remain in place, and work with the City to facilitate the building codes to broader areas around the airport.

**Administrative Recommendations**

- Recommend that the Airport Manager manage the implementation of the NCP
- Recommend that the Airport continues accepting noise complaints via phone, email, and dedicated Airport Comment form
- Recommend the Airport update their webpage on noise abatement, and be accessed from the main Airport webpage providing the public with a more comprehensive site regarding noise abatement programs at EVB
- Recommend that the Airport continue with the Noise Abatement Committee to discuss current issues regarding noise abatement programs as well as discuss implementation progress of the recommendations from this Study
- Recommend the Airport purchases a flight track monitoring system to aid in the research of noise concerns for both airport personnel and citizens
- Recommend Airport staff continue to routinely examine the operating characteristics of EVB to determine if significant changes have occurred that would require an update to the NEMs

Recommended Action/Motion: The FAR Part 150 Noise Study will be placed on the August 9<sup>th</sup> City Commission agenda for approval. Upon approval the final draft will be forwarded to the FAA for review and approval.

Exhibits Attached: Complete FAR Part 150 Noise Study can be viewed on line at [www.cityofnsb.com](http://www.cityofnsb.com) and enter the Airport page and click on the quick link.

Reviewed By:	Name	Signature
Asst. PW Director/Airport	Rhonda Walker	<i>Rhonda Walker</i>

## AGENDA ITEM SUMMARY

Department Making Request: City Manager

Meeting Date: June 15<sup>th</sup>-EDAB & AAB Joint Meeting

Action Item Title: City Managers' Proposed FY 11-12 Airport Operations Budget

**Summary Explanation and Background:**

**Phase I- FY 11-12 Proposed Budget:**

Currently the Airport is managed by the Asst. Public Works Director/Airport Manager (the position is funded 50% by the Airport Fund). The City Manager is currently preparing the FY 11-12 Budget for presentation to the City Commission on June 28<sup>th</sup>. The staff is completing a review of the Airport Fund and Reserves, as \$625,000 was expended in May 2011 for the purchase of 1531 Airway (the Foote Property). If financially possible, the City Manager would present to the City Commission, a funding reallocation of 100% for a full-time Airport Manager. Attached is a draft job description for the position. If funded, the Airport Manager position will be recommended for placement in the City Organizational Chart as reporting to the Economic Development/CRA Director, who reports directly to the City Manager. This alignment reflects the synergy of economic development and the airport, with marketing of airport properties and operations an important step for the long-term fiscal health of the City and the Airport.

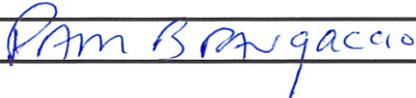
**Phase II- FY 12-13 and beyond-Funding of Marketing Efforts**

The cities of Deland and Ormond Beach are successfully marketing fixed-based airport operations and their Commerce Parks. In FY 11-12, if the funding of a full-time funding of an Airport Manager and alignment with the Economic Development Office occurs (the Ormond Beach model), the City of New Smyrna Beach will be moving into this arena. It is thought that the current CRA Marketing efforts, the Team Volusia Partnership with the City and the County Economic Development Offices, will provide a jump-start to NSB Marketing efforts. Funding, as available, would be allocated from the Airport Funds to support an expansion of these efforts.

Recommended Action/Motion: Review and Discussion with the two Advisory Boards.

Funding Analysis: FY 11-12 Budget is currently under preparation for presentation to the City Commission.

Exhibits Attached: Draft - Airport Manager job description

Reviewed By:	Name	Signature
Department Director:	Tony Otte	
City Manager	Pam Brangaccio	

**DRAFT**

**CITY OF NEW SMYRNA BEACH  
CLASS SPECIFICATION**

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<b>CLASS TITLE:</b>	<b>AIRPORT MANAGER.</b>	<b>JOB CODE: 7010</b>
<b>DEPARTMENT:</b>	<b>AIRPORT</b>	<b>DATE: 06/2011</b>
<b>REPORTS TO:</b>	<b>CRA EXECUTIVE DIRECTOR/ECONOMIC DIRECTOR</b>	

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**PRIMARY JOB FUNCTION:**

Responsible for the overall day-to-day operation of the airport.

Directs, coordinates and reviews all airport operations, building and field maintenance, construction plans, community relations, financial and personnel matters at the airport.

Supervises and coordinates with general aviation tenants regarding use of airport facilities.

Reviews airport tenant activities for compliance with terms and leases and other agreements.

Supervises enforcement of aircraft air and ground traffic and other applicable regulations as deemed appropriate by FAA.

Confers with tenants, the FAA, FDOT and others regarding airport regulations, facilities and related matters.

Participates in planning for increased aircraft traffic capacity and facilities expansion.

Determines and recommends airport staffing requirements.

Compiles and submits for review an annual airport budget.

Coordinates airport activities with construction, maintenance, and other work done by departmental staff, tenants, public utilities and contractors.

Promotes acceptance of airport-oriented activities in surrounding communities.

Negotiates with and obtains Federal and State Grants for improvements of airport infrastructure.

Coordinates other airport revenue generating sources such as automobile tent sales, carnivals, air shows, vintage automobile activities and motorcycle vendor activities during biking events.

Coordinates all activities of the Airport Advisory Board from agenda generation and preparation, subject presentations and production of minutes of all meetings.

Attends all City Commission Meetings when applicable airport topics are to be discussed.

Conducts daily inspections of all airport facilities and periodic inspections of T-Hangars. Insures that corrective measures are initiated and completed, including issuance of NOTAMS (Notice To Airmen) advising pilots of hazardous conditions existing at the airport.

On call 24-7 to respond to all airport emergencies and failures of airport lighting or radio facilities.

Provide primary coordination with tenant and local area flight schools, such as Embry –Riddle Aeronautical University, to insure that student pilot activities meet all established operating conditions.

Coordinates all security and emergency activities with City Police and Fire Departments.

**MATERIAL AND EQUIPMENT USED:**

Calculator                                      Computer                                      General Office Equipment

**MINIMUM QUALIFICATIONS REQUIRED:**

**Education and Experience:**

Bachelor's degree in Airport Management or Business Administration.

Five years of airport management experience

Direct experience in planning, financing, and construction of large capital projects and experience in the provision of fixed base operator type aircraft services.

An American Association of Airport Executive accreditation is desirable.

Equivalent education and experience will be considered.

**Licenses and Certifications:**

Valid Florida Driver's License

**KNOWLEDGE, SKILLS, AND ABILITIES:**

**Knowledge of:**

Aviation and airport operations, planning, engineering, economic development and budgeting.

FAA and FDOT regulation, standards and grant process.

Federal, and state tax return requirements.

Enterprise fund budgeting, grant budgeting, and contract budgeting.

Related computer applications.

Record keeping, report preparation, filing methods and records management techniques.

Administrative principles and practices, including goal setting and program budget development and implementation.

Methods and techniques of research, statistical analysis and report presentation.

**Skill in:**

Using tact, discretion, initiative and independent judgment within established guidelines.

Analyzing and resolving office administrative situations and problems.

Organizing work, setting priorities, meeting critical deadlines, and following up assignments with a minimum of direction.

Researching, compiling, and summarizing a variety of informational and statistical data and materials.

Communicating clearly and effectively, both orally and in writing.

Preparing clear and concise reports, correspondence and other written materials.

**Mental and Physical Abilities to:**

Write reports, correspondence, procedure manuals.

Read, analyze and interpret professional periodicals and journals, technical procedures and government regulations.

While performing the essential functions of this job the employee is regularly required to sit, use hands to finger, handle, or feel, reach with hands and arms, talk or hear, and lift and/or move up to 10 pounds.

Occasional lifting, carrying, pushing, and pulling.

Some walking or standing may be required.

Expressing or exchanging ideas by spoken work or perceived sound by ear.

Good eye sight for production or safety of self and others.

## AGENDA ITEM SUMMARY

**Department Making Request:** New Smyrna Beach Municipal Airport

**Meeting Date:** June 15<sup>th</sup>, 2011 Special Meeting of the Airport Advisory Board & Economic Development Advisory Board

**Action Item Title:** Airport Industrial Park Development - Roadway Improvement Alternatives

Summary Explanation and Background: Roadway Improvement Alternatives to Allow Access to Buildable Parcels-

**Option A:** Extend Airway Circle to platted cul-de-sac limits providing access to potentially five buildable parcels (minor subdivision required).

**Option B:** This infrastructure improvement extends Airway Circle northward approximately 750 lineal feet and creates potentially six new buildable parcels.

**Option C:** This option is not directly connected with Airway Circle or the Industrial Park roadway system, but is served by means of an existing access drive to Industrial Park Avenue. This option provides direct access to the taxiway and could potentially create seven new buildable lots.

All three options have their pros and cons and will need to be further studied to evaluate the cost benefit analysis of each depending upon the attainable number of buildable lots versus the cost to extend the roadway and utilities to each. Based on current information options A & B appear to be the most challenging with regard to State permitting which will elevate the unit price cost for the infrastructure, but option C eliminates the current Police Department fire arm training facility and requires a greater extension of the supporting infrastructure.

Each of the alternatives present their own challenges and the cost to address such cannot be fully determined until all of the following tasks are researched and representative fees to perform such are known:

- Surveying Tasks:
  - 1) Re-plat / Subdivision
  - 2) Boundary survey
  - 3) Topographic survey
  - 4) Wetland delineation
  - 5) Construction / Baseline
- Archaeological Preservation
  - 1) Research State reports / studies
  - 2) Perform preliminary field tests
  - 3) Monitor construction activity
  - 4) Report to SHPO / Curate artifacts
- Geotechnical Evaluation
  - 1) Mobilize drilling rig to perform borings'
  - 2) Perform soils analysis in laboratory
  - 3) Provide geotechnical report: SHWL, permeability, pavement recommendations
- Environmental Assessment
  - 1) Wetland determination / flagging
  - 2) Endangered / Threatened Species Evaluation
  - 3) State / SJRWMD permitting
- Utilities Commission City of New Smyrna Beach
  - 1) Comply with UCNSB Developers Agreement regulations and design criteria
  - 2) Pay UCNSB Inspection and Infrastructure Fees
  - 3) Determine UCNSB Capacity fees for buildable lots

- Permit Fees
  - 1) Application fees to various agencies including SJRWMD, DEP (solid waste and sewer), FWC, DOH, FAA, etc.
- Wetland Mitigation
  - 1) On site plantings and conservation easements
  - 2) Mitigation banking credits (if available to perform on site)
- DEP Solid Waste Compliance (primarily options A & B)
  - 1) Removal or stabilization of existing buried solid waste material
  - 2) Additional monitoring wells, sampling and reporting

The aforementioned items are presented to reveal the complexity of developing the alternatives and additional research is needed to specify costs associated with each option. It should be noted that all three options exceed the allowable cul-de-sac length requirements currently allowed in the City Land Development Regulations thereby requiring a variance.

**Recommended Action/Motion:** Discussion

**Funding Analysis:** Future Budget-contingent upon receiving a development grant and demand.

**Exhibits Attached:** Proposed Re-Plat Map with Options A, B & C Road Extensions

Reviewed By:	Name	Signature
Asst. PW Director/Airport	Rhonda Walker	
City Engineer	Kyle Fegley	

**Rehabed Taxi "Echo"**

**Option B**

**Option C**

**Future RehabTaxi "Echo"**

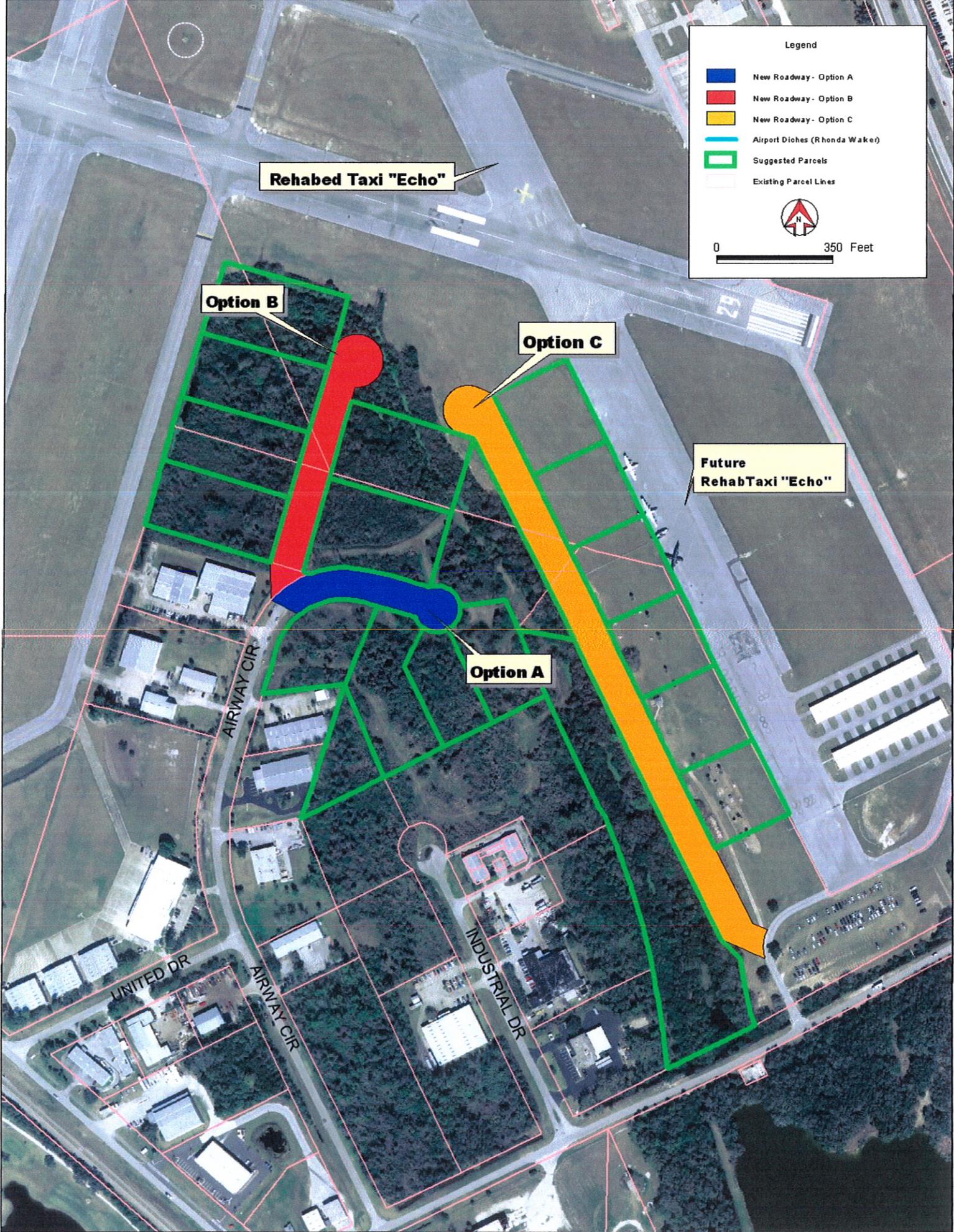
**Option A**

**Legend**

- New Roadway - Option A
- New Roadway - Option B
- New Roadway - Option C
- Airport Ditches (Rhonda Wake)
- Suggested Parcels
- Existing Parcel Lines



0 350 Feet



## AGENDA ITEM SUMMARY

Staff Member Making Request: Tony Otte

Meeting Date June 15, 2011

Action Item Title: Brownfield Designation

Agenda Section: Consent\_\_\_\_\_ Public Hearing\_\_\_\_\_ Special Items\_\_x\_\_

### Summary Explanation and Background

The State of Florida Brownfields Redevelopment Program has a number of benefits (please see the attached program summary) that are attractive to businesses wishing to relocate. City staff proposes to add these benefits to the list of incentives that are available for recruiting businesses to the airport and the surrounding area (please see the attached draft map). The City Commission has previously designated two other areas as a Brownfield: the Community Redevelopment Agency district and a lot on Tionia Rd.

The Airport industrial area has several empty buildings that City staff is working to fill with new tenant businesses. Staff believes the Brownfields designation will assist in these recruitment efforts. It is anticipated that there are approximately 25 industrial properties in this area that are not owned by the City. As a part of the designation process, these private owners will be notified of the proposed designation and the public hearings.

The process for designating an area as a Brownsfields is outlined in Florida Statutes Chapter 376. Staff has prepared a schedule for the designation (please see the attached schedule) which includes the following key events:

- Mail out of letters to notify property owners within the district of the proposed Brownfield designation.
- Publish a notice regarding the two required public hearings and the proposed adoption of the Brownfields designation resolution.
- Announce the date, time, and location of the two public hearings at the June 14 City Commission meeting. Staff is finalizing these details and will be prepared to announce this information at the June 14 meeting.
- Hold the first public hearing at a time, date, and location to be determined. As required by state law, the location shall be within the district proposed for designation. It is anticipated that the date of the hearing will be the week of June 20.
- The second public hearing is scheduled for the June 28 City Commission meeting, with the consideration of the resolution that declares the Brownfields designation immediately following the public hearing.

**Recommended Action/Motion:**

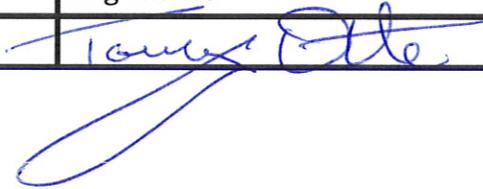
No action at this time. Florida Statutes only require an announcement at a City Commission meeting regarding the public hearings (date, time, and place) and the proposed adoption of the Brownfields designation resolution. City staff will finalize the public hearing information and make the announcement.

**Funding Analysis:** Budgeted \_\_\_N/A\_\_\_x\_\_\_ If not budgeted, recommend funding account:

There is no funding required for the announcement. It is anticipated that the hard costs for the mailout and holding the special meeting will be nominal. Staff has received approval from the EPA representative to have these nominal expenses paid for by the City's Brownfield's assessment grant.

**Exhibits Attached:**

1. Florida Brownfields Redevelopment Program summary
2. Location Map of the proposed Brownfields designation area.
3. Schedule: Designation of the Airport and Airport Industrial Park Area as a Brownfield
4. Copy of Newspaper Ad – appeared on p. 10A of the Wednesday, June 8 edition of the Daytona Beach News Journal

Reviewed By:	Name	Signature
EDAB Director	Tony Otte	

**Commission Action**



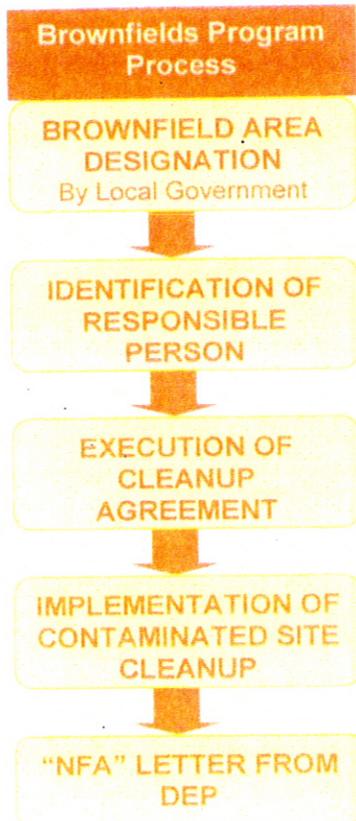
# FLORIDA BROWNFIELDS

## REDEVELOPMENT PROGRAM

TRANSFORMING COMMUNITIES

**Brownfield site** means real property, the expansion, redevelopment or reuse of which may be complicated by actual or perceived environmental contamination. 376.79(3), F.S.

**Brownfield area** means a contiguous area of one or more brownfield sites, some of which may not be contaminated, and which has been designated by a local government by resolution. Such areas may include all or portions of community redevelopment areas, enterprise zones, empowerment zones, other such designated economically deprived communities and areas, and Environmental Protection Agency-designated brownfield pilot projects. 376.79(4), F.S.



### BROWNFIELD PROGRAM TERMS

**Responsible Person**—Person Responsible for Brownfield Site Rehabilitation or PRFBRSR

**Agreement**—Brownfield Site Rehabilitation Agreement or BSRA

**NFA**—No Further Action (i.e., Site Rehabilitation Completion Order or SRCO)

### BROWNFIELDS PROGRAM BENEFITS

#### Brownfield Area Designation

- Bonus refund for job creation—up to \$2,500 per job
- Loan guarantees for primary lenders
  - ◆ Up to 50% on all sites
  - ◆ Up to 75% when end use is affordable housing
- Sales tax credit on building materials
- Brownfield area benefits administered by Enterprise Florida, Inc.

#### Brownfield Site Rehabilitation Agreement

- All benefits of Brownfield Area
- Regulatory framework for cleanup (Chapter 62-785, F.A.C.)
- Dedicated staff—expedited technical review
- Liability protection
- Tax credits
  - ◆ Florida corporate income tax
  - ◆ Credits may be transferred one time
- Brownfield Site Rehabilitation Agreement benefits administered by DEP

#### Summary of Available Tax Credits

Tax Credit Type	Application Frequency	Maximum Credit for Costs Incurred after 6/30/06	
Site Rehabilitation	Annually	50%	\$500,000
No Further Action (i.e. SRCO)	Once	25%	\$500,000
Affordable Housing, health care facility or health care provider	Once	25%	\$500,000
Solid Waste (Removal, Transport, and Disposal)	Once	50%	\$500,000

## SCHEDULE

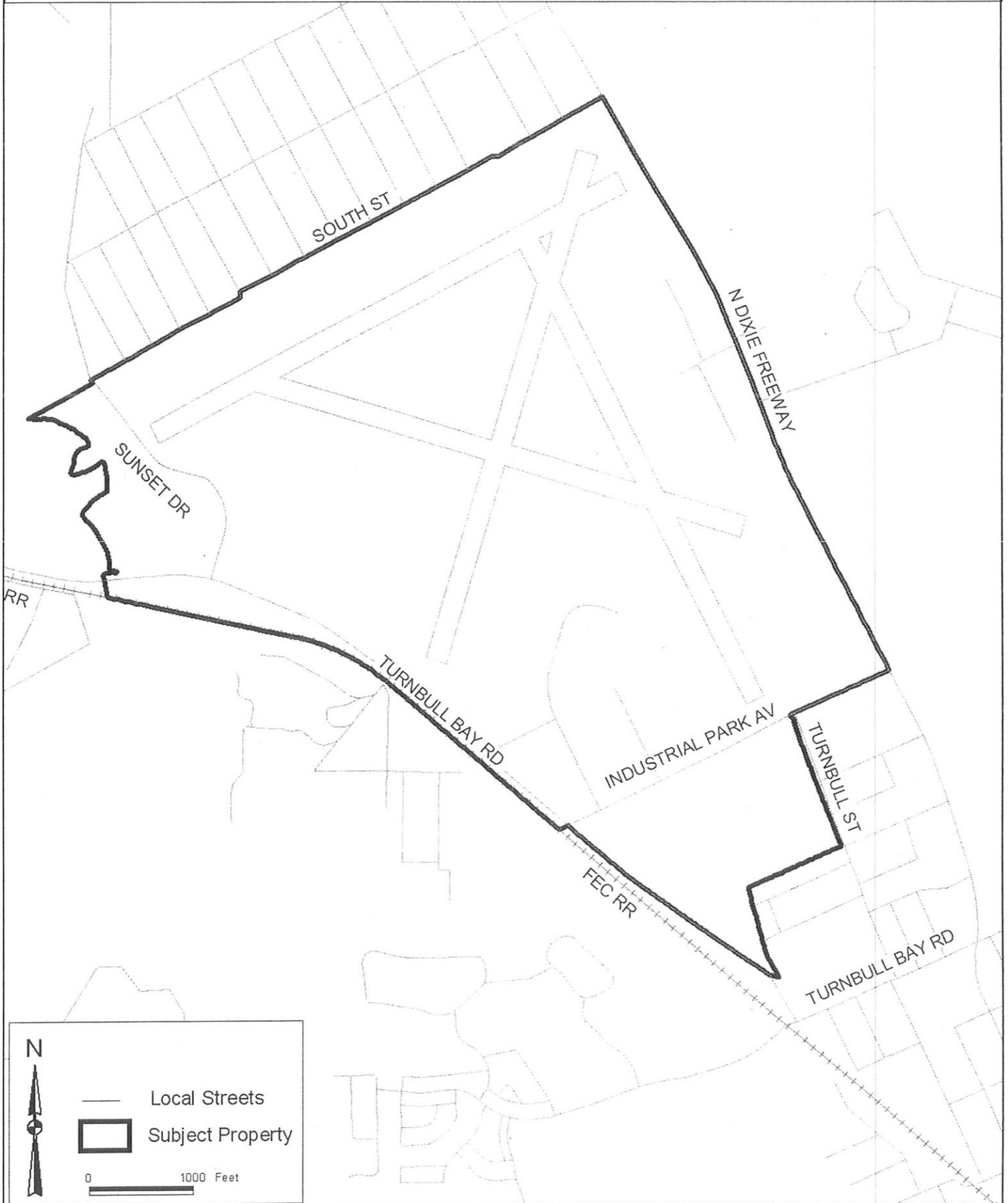
### DESIGNATION OF THE AIRPORT AND AIRPORT INDUSTRIAL PARK

#### AREA AS A BROWNFIELD

City staff believes that the airport area meets the criteria for designation as a “brownfield area”. Staff wishes to present a resolution to the City Commission at the June 28 meeting to declare the airport area as a brownfield. The following is a schedule and list to tasks:

Tuesday	May 31	discuss with Marissa the feasibility of utilizing one of the environmental contractors for assisting with the designation
	No later than June 7	Mail out letter regarding brownfield designation to property owners in the area to be designated
	10 AM June 6	Turn in ad for First Public Hearing
	June 8	Publish ad in the News Journal for the first public hearing. Numerous Ad requirements apply; must be 16 inches in size (order June 6)
	No later than June 10	Notify local residents in the area through local newsletters and postings in the area to be designated
Tuesday	June 14	The two public hearings are announced at the June 14 City Commission meeting
	June 15	Hold the first public hearing by the City Commission at the Garden Club building.
	June 17	Turn in ad for Second public hearing
	No later than June 22	Publish notice of second public hearing
Tuesday	June 28	Hold the second public hearing by the City Commission and adopt resolution

# LOCATION MAP



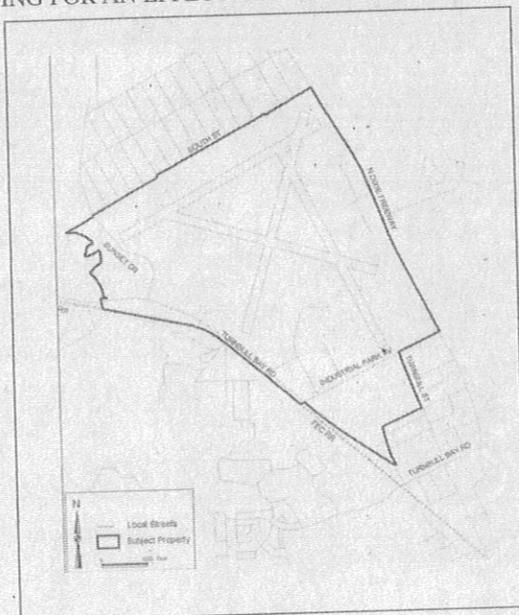
## NOTICE OF BROWNFIELD AREA DESIGNATION

The City Commission of the City of New Smyrna Beach, Florida is considering the designation of the Municipal Airport and the Airport Industrial Park area as a Brownfield. As required by Florida Statutes, there will be two public hearings on this matter and the consideration of a resolution (Resolution 25-11) for adoption of the Brownfield designation for this area at a public meeting. These meetings will be held as follows:

- First Public Hearing: Wednesday, June 15, 2011, at 5:30 pm at the New Smyrna Beach Garden Club, 2000 Turnbull Bay Rd, New Smyrna Beach, Florida.
- Second Public Hearing: Tuesday, June 28, 2011, during the regular City Commission meeting at 6:30 pm in the City Commission Chambers, at the New Smyrna Beach City Hall, 210 Sams Ave, New Smyrna Beach, Florida.
- Consideration of a Resolution (Resolution 25-11) for Designation of the Municipal Airport and the Airport Industrial Park area as a Brownfield: Tuesday, June 28, 2011, following the Second Public Hearing, during the regular City Commission meeting at 6:30 pm in the City Commission Chambers at the New Smyrna Beach City Hall, 210 Sams Ave, New Smyrna Beach, Florida.

### RESOLUTION 25-11

A RESOLUTION OF THE CITY OF NEW SMYRNA BEACH, FLORIDA DESIGNATING THE NEW SMYRNA BEACH MUNICIPAL AIRPORT AND THE AIRPORT INDUSTRIAL PARK AREA AS A FLORIDA BROWNFIELD AREA FOR THE PURPOSE OF ENVIRONMENTAL REMEDIATION, REHABILITATION, AND ECONOMIC DEVELOPMENT; ESTABLISHING A BROWNFIELD REDEVELOPMENT PROGRAM TO IDENTIFY, CLEAN UP AND REDEVELOP BROWNFIELD SITES; ESTABLISHING A BROWNFIELD ADVISORY COMMITTEE; AUTHORIZING THE CITY CLERK TO NOTIFY THE FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION OF SAID DESIGNATION AS REQUIRED; PROVIDING FOR CONFLICTING RESOLUTIONS; AND PROVIDING FOR AN EFFECTIVE DATE.



For additional information please contact Tony Otte, CRA/Economic Development Director, City of New Smyrna Beach, Florida, at (386) 424-2265 or totte@cityofnsb.com.

## CITY OF PALM COAST NOTICE OF CITY COUNCIL PUBLIC HEARING ON REMEDIAL COMPREHENSIVE PLAN AMENDMENTS

Notice is hereby given that a public hearing will be held before the City Council of the City of Palm Coast on June 21, 2011 beginning at 9:00 A.M. in City Council Chambers, at 30 Palm Coast Parkway Northeast, Palm Coast, Florida. The purpose of the hearing is to hear all interested parties and act upon proposed Remedial Amendments to the City of Palm Coast Future Land Use Map. The title of the Ordinance is as follows:

### ORDINANCE NO. 2011-XX REMEDIAL COMPREHENSIVE PLAN AMENDMENT AMENDMENT TO ORDINANCE 2010-12

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF PALM COAST, FLORIDA, PROVIDING FOR AN AMENDMENT TO ORDINANCE 2010-PURSUANT TO THE STIPULATED SETTLEMENT AGREEMENT REGARDING DOAH CASE NOS. 10-10104GM AND 10-10544DRI; APPROVING A REMEDIAL COMPREHENSIVE PLAN AMENDMENT WHICH AMENDS THE FUTURE LAND USE MAP (FLUM) ADOPTED BY ORDINANCE 2010-12; PROVIDING FOR LEGISLATIVE AND ADMINISTRATIVE FINDINGS, EXHIBIT CONFLICTS, INCORPORATION INTO THE COMPREHENSIVE PLAN, SEVERABILITY, AND AN EFFECTIVE DATE.

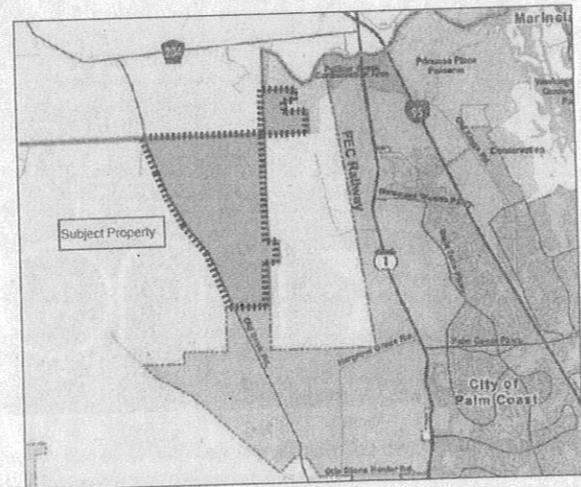
The proposed Remedial Amendments are being made pursuant to a Stipulated Settlement Agreement intended as a complete and final settlement of all claims raised by the Florida Department of Community Affairs, Petitioner, and Florida Wildlife Federation (FWF) Intervenor, in Division of Administrative Hearing (DOAH) Case Nos. 10-10104GM; 10-10544DRI, which cases relate to Comprehensive Plan Amendment 10-D1 adopted under Ordinance No. 2010-12 on September 7, 2010 and the Development of Regic Impact Development Order adopted under Resolution No. 2010-114 on September 7, 2010 for the Old Brick Township project, respectively.

A copy of this notice, the file relating to the proposed Remedial Amendments and the proposed ordinance are available for public inspection during regular business hours Monday through Friday from 8:00 a.m. to 5:00 p.m. in the Palm Coast City Offices located at Cypress Point Parkway, Suite B-106. All interested parties are invited to appear at the hearing and be heard with respect to the proposed legislation. Any person wishing to express his/her opinion may also submit written comments regarding the proposed legislation to the City through the Community Development Department. Comments should be made as early as possible to ensure full consideration.

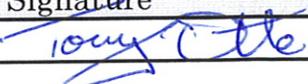
If a person decides to appeal any decision made with respect to any matter considered at the above referenced hearing, he/she will need a record of the proceedings. For such purpose it may be necessary to ensure that a verbatim record of the proceedings is made, and the record includes the testimony and evidence upon which the appeal is to be based.

In accordance with the Americans with Disabilities Act, persons needing assistance to participate in any of these proceedings should contact the City Clerk's Office at 386-986- at least 48 hours prior to the meeting.

### Location Map



## AGENDA ITEM SUMMARY

Department Making Request: City Manager		
Meeting Date: June 15 <sup>th</sup> Joint Meeting (EDAB and AAB)		
Action Item Title: Future US 1 CRA (to include the Airport) for FY 15-16 and beyond		
<p>Summary Explanation and Background:</p> <p>In March 2011 the City Commission included in a long-term planning workshop, a discussion on a future New Smyrna Beach-US 1/Mainland CRA to support the redevelopment of US 1. At the suggestion of the County's Economic Development Director, the Airport was included in the draft map. This would make the available future CRA Incentives for development of the airport commerce park properties, as well as provide monies for infrastructure improvements, such as road network enhancements, stormwater and utilities.</p> <p>A new CRA would be required to meet the goals of the City and County for economic development, and would only occur if the two governing bodies could agree on the boundaries of the CRA, level of County fiscal contribution, capital projects to be funded, time length of the CRA, and joint goals and objectives. This discussion is on-going with the County and the City for future action.</p>		
Recommended Action/Motion: Review and Discussion for the Advisory Boards		
Funding Analysis: A Complete Financial Analyses would be required before FY 15-16		
Exhibits Attached: City Commission March 2011 Planning Session materials		
Reviewed By:	Name	Signature
Department Director:	Tony Otte	
City Manager	Pam Brangaccio	

# New Smyrna Beach Future-US 1/Mainland CRA

## Brainstorming Discussion

(City Commission Planning Session on March 9<sup>th</sup>)

- New CRA required to meet County and City goals for economic development
- Study required to identify blighted areas (commercial, residential, and vacant properties) and establish goals and objectives for CRA
- Time length of CRA limited to specific joint goals and objectives
- New CRA- 5 City Commissioners, 1-2 residents or business within CRA boundaries; and Ex-officio County Council member
- Inclusion of SE Volusia Hospital District not recommended
- County contribution equal to City contribution
- Beachside ad valorem back into City and County General Funds
- Transportation Concurrency Exception Area along US 1 and possibly for the entire future CRA
- New CRA Area to include:
  - US 1 corridor, including the FEC property (length of City)
  - Historic areas East of US 1 including E Canal St, E Washington St, North Causeway, Flagler Ave, area around the medical district, and proposed arts/cultural/historical overlay districts
  - Historic areas West of US 1 including Historic Westside, SR 44 corridor to Mission/Wallace
  - Airport (private & public) Industrial and Commercial properties
- Projects
  - US 1 Corridor Improvements, to include:
    - partnerships with County, FDOT and City for improvements at intersections: Canal, Washington, Wayne, and Turnbull Bay
    - drainage, utilities, landscaping, and streetscape improvements

- infrastructure to support the redevelopment of the FEC property
- adjacent commercial redevelopment
- stabilize and enhance adjacent neighborhoods
- CIP improvements to industrial parks
- Transit/Transportation related, including:
  - Multi-modal station: rail, bus, and trail station at US 1 near Canal Street
  - Improved access to Medical District
  - Improved access to Historic Downtown from SR 44
- Medical District improvements to include:
  - streetscape improvements
  - stormwater improvements
  - joint parking facilities
  - reuse of City-owned sites
- Infrastructure improvements
  - Drainage and streetscape improvements for E Washington, the gateway to North Causeway and Flagler Ave
- Historic Westside:
  - Commercial and residential property revitalization
  - Neighborhood stabilization through property improvements
  - Enhancement of City, School Board, County, and not-for-profit facilities in support of the Westside neighborhood plan
  - Reestablishment of a neighborhood commercial district
  - North/South linkages to West Canal Streetscaping
  - Revitalization of Housing Authority properties

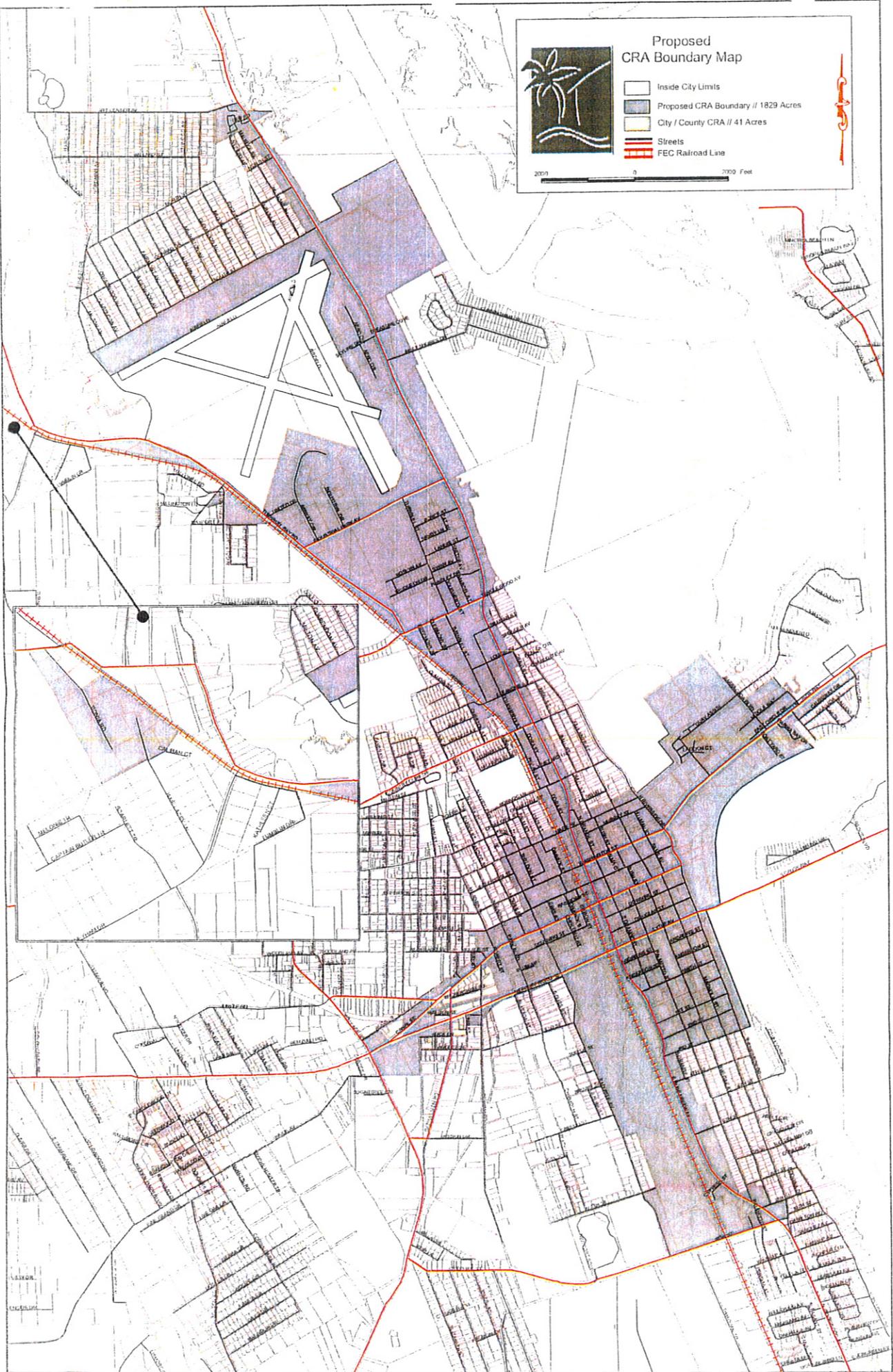
Next Steps: City Commission to review and provide direction for future CRA

**Proposed  
CRA Boundary Map**



-  Inside City Limits
-  Proposed CRA Boundary // 1829 Acres
-  City / County CRA // 41 Acres
-  Streets
-  FEC Railroad Line

2001  2000 Feet

## AGENDA ITEM SUMMARY

<b>Department Making Request:</b> New Smyrna Beach Municipal Airport
<b>Meeting Date:</b> June 15, 2011
<b>Action Item Title:</b> Marketing of Airport
<b>Summary Explanation and Background:</b>  Open discussion for marketing of Airport to include: 1. FBO/Fuel – Staff will initiate discussion on these items: <ul style="list-style-type: none"><li>• FBO Services</li><li>• Fuel Operations</li><li>• Airport Facilities</li></ul> 2. Airport Properties – Please see the attached list of available properties. Staff will initiate discussion on this item.

<b>Funding Analysis:</b> N/A		
<b>Reviewed By:</b>	<b>Name</b>	<b>Signature</b>
Department Director:	Rhonda Walker	<i>Rhonda Walker</i>

*Available Properties	#	Street	City, State, Zip Code	Property Owner	#	Mailing Address	City, State, Zip Code
•	1994	Aero Circle	New Smyrna Beach, FL 32168	Airport / City of New Smyrna Beach	124	Industrial Park Ave	New Smyrna Beach, FL 32168
•	1996	Aero Circle	New Smyrna Beach, FL 32168	Airport / City of New Smyrna Beach	124	Industrial Park Ave	New Smyrna Beach, FL 32168
•	2022	Aero Circle	New Smyrna Beach, FL 32168	Airport / City of New Smyrna Beach	124	Industrial Park Ave	New Smyrna Beach, FL 32168
•	2096	Aero Circle	New Smyrna Beach, FL 32168	Airport / City of New Smyrna Beach	124	Industrial Park Ave	New Smyrna Beach, FL 32168
•	2098	Aero Circle	New Smyrna Beach, FL 32168	Airport / City of New Smyrna Beach	124	Industrial Park Ave	New Smyrna Beach, FL 32168
•	2100	Aero Circle	New Smyrna Beach, FL 32168	Airport / City of New Smyrna Beach	124	Industrial Park Ave	New Smyrna Beach, FL 32168
•	1495	Airway Circle	New Smyrna Beach, FL 32168	Air Specialists of Volusia County	1495	Airway Circle	New Smyrna Beach, FL 32168
•	1496	Airway Circle	New Smyrna Beach, FL 32168	Cable Industries	260	Jimmy Ann Dr.	Daytona Beach, FL 32114
•	1500	Airway Circle	New Smyrna Beach, FL 32168	Robert Kayal	1500	Airway Circle	New Smyrna Beach, FL 32168
•	1501	Airway Circle	New Smyrna Beach, FL 32168	Airport / City of New Smyrna Beach	124	Industrial Park Ave	New Smyrna Beach, FL 32168
•	1510	Airway Circle	New Smyrna Beach, FL 32168	Black Pearl Marine	1510	Airway Circle	New Smyrna Beach, FL 32168
•	1512	Airway Circle	New Smyrna Beach, FL 32168	MFG, Inc.	1510	Airway Circle	New Smyrna Beach, FL 32168
•	1519	Airway Circle	New Smyrna Beach, FL 32168	Carpenter Arthur E. Jr. & Della	2115	S. Riverside Dr.	Edgewater, FL 32141
•	1521	Airway Circle	New Smyrna Beach, FL 32168	Higginbotham Aviation, LLC	104	South Riverside Drive	New Smyrna Beach, FL 32168
•	1522	Airway Circle	New Smyrna Beach, FL 32168	Higginbotham Aviation, LLC	104	South Riverside Drive	New Smyrna Beach, FL 32168
•	1531	Airway Circle	New Smyrna Beach, FL 32168	Higginbotham Aviation, LLC	104	South Riverside Drive	New Smyrna Beach, FL 32168
•	504	Industrial Park Ave	New Smyrna Beach, FL 32168	Airport / City of New Smyrna Beach	124	Industrial Park Ave	New Smyrna Beach, FL 32168
•	1410	Industrial Dr.	New Smyrna Beach, FL 32168	Airport / City of New Smyrna Beach	124	Industrial Park Ave	New Smyrna Beach, FL 32168
•	1419	Industrial Dr.	New Smyrna Beach, FL 32168	Cathy S. Thurst TR	5200	Burlington Rd.	Atlanta, GA 30349
•	1420	Industrial Dr.	New Smyrna Beach, FL 32168	Gess, Inc	1511	Route 8	Glenshaw, PA 15116
•	1480	Industrial Dr.	New Smyrna Beach, FL 32168	The Salt Group	PO Box 2250		Universal City, TX, 78148
•	1500	Industrial Dr.	New Smyrna Beach, FL 32168	New Salt Group	PO Box 2250		Universal City, TX, 78148
•	1502	Industrial Dr.	New Smyrna Beach, FL 32168	Ruby Management Company	PO Box 824		New Smyrna Beach, FL 32170
•	1504	Industrial Dr.	New Smyrna Beach, FL 32168	Abacos R. E	661	Beville Rd, STE 110	South Daytona, FL 32119
•	1504	Industrial Dr.	New Smyrna Beach, FL 32168	Holdings, LLC	2806	Bay Vista Ct.	New Smyrna Beach, FL 32168
•	1504	Industrial Dr.	New Smyrna Beach, FL 32168	Judith Smith	720	Magnolia St	New Smyrna Beach, FL 32168
•	1506	Industrial Dr.	New Smyrna Beach, FL 32168	AAA Industrial Park of NSB	2035	S. Ridgewood Ave	South Daytona Beach, FL 32119
•	1508	Industrial Dr.	New Smyrna Beach, FL 32168	Volusia Vertical & Shutter, Inc	2035	S. Ridgewood Ave	South Daytona Beach, FL 32119
•	1589	Industrial Dr.	New Smyrna Beach, FL 32168	Shutter, Inc	2035	S. Ridgewood Ave	South Daytona Beach, FL 32119
•	1592	Industrial Dr.	New Smyrna Beach, FL 32168	Volusia Vertical & Shutter, Inc	2035	S. Ridgewood Ave	South Daytona Beach, FL 32119
•	1597	Industrial Dr.	New Smyrna Beach, FL 32168	Volusia Vertical & Shutter, Inc	2035	S. Ridgewood Ave	South Daytona Beach, FL 32119
•	504	Industrial Park Ave.	New Smyrna Beach, FL 32168	DEG Properties, LLC	2035	S. Ridgewood Ave	South Daytona Beach, FL 32119
•	1294	Industrial Park Ave.	New Smyrna Beach, FL 32168	DEG Properties, LLC	2801	Barranca Pkwy	Irvine, CA 92606
•	246	Industrial Park Ave.	New Smyrna Beach, FL 32168	DEG Properties, LLC	2801	Barranca Pkwy	Irvine, CA 92606
•	1.12 Acres		New Smyrna Beach, FL 32168	DEG Properties, LLC	2801	Barranca Pkwy	Irvine, CA 92606
•	0.77 Acres		New Smyrna Beach, FL 32168	DEG Properties, LLC	2801	Barranca Pkwy	Irvine, CA 92606
•	238	Industrial Park Ave.	New Smyrna Beach, FL 32168	DEG Properties, LLC	2801	Barranca Pkwy	Irvine, CA 92606
•	0.68 Acres		New Smyrna Beach, FL 32168	DEG Properties, LLC	2801	Barranca Pkwy	Irvine, CA 92606
•	600	Skyline Dr.	New Smyrna Beach, FL 32168	DEG Properties, LLC	2801	Barranca Pkwy	Irvine, CA 92606
•	602	Skyline Dr.	New Smyrna Beach, FL 32168	DEG Properties, LLC	2801	Barranca Pkwy	Irvine, CA 92606
•	604	Skyline Dr.	New Smyrna Beach, FL 32168	DEG Properties, LLC	2801	Barranca Pkwy	Irvine, CA 92606
•	1190	Turnball Bay Rd	New Smyrna Beach, FL 32168	DEG Properties, LLC	2801	Barranca Pkwy	Irvine, CA 92606
•	1248	Turnball Bay Rd	New Smyrna Beach, FL 32168	DEG Properties, LLC	2801	Barranca Pkwy	Irvine, CA 92606
•	1290	Turnball Bay Rd	New Smyrna Beach, FL 32168	DEG Properties, LLC	2801	Barranca Pkwy	Irvine, CA 92606
•	1364	Turnball Bay Rd	New Smyrna Beach, FL 32168	DEG Properties, LLC	2801	Barranca Pkwy	Irvine, CA 92606
•	1368	Turnball Bay Rd	New Smyrna Beach, FL 32168	DEG Properties, LLC	2801	Barranca Pkwy	Irvine, CA 92606
•	1376	Turnball Bay Rd	New Smyrna Beach, FL 32168	DEG Properties, LLC	2801	Barranca Pkwy	Irvine, CA 92606
•	1450	Turnball Bay Rd	New Smyrna Beach, FL 32168	DEG Properties, LLC	2801	Barranca Pkwy	Irvine, CA 92606
•	1480	Turnball Bay Rd	New Smyrna Beach, FL 32168	DEG Properties, LLC	2801	Barranca Pkwy	Irvine, CA 92606
•	1486	Turnball Bay Rd	New Smyrna Beach, FL 32168	DEG Properties, LLC	2801	Barranca Pkwy	Irvine, CA 92606

*-Available Properties	#	Street	City, State, Zip Code	Property Owner	#	Mailing Address	City, State, Zip Code
	1494	Turnbull Bay Rd	New Smyrna Bch, FL 32168	Randolph & Sharon McHenry	701	N. Atlantic Unit 801	New Smyrna Beach, FL 32169
	2000	Turnbull Bay Rd	New Smyrna Bch, FL 32168	Airport / City of New Smyrna Beach	124	Industrial Park Ave	New Smyrna Beach, FL 32168
	1311	Turnbull St	New Smyrna Bch, FL 32168	Ocean Aire Estates, LLC	10870	Bayshore Drive	Windermere, FL 34786
	333	South St	New Smyrna Bch, FL 32168	Baker Aviation	333	South St	New Smyrna Bch, FL 32168
	600	South St	New Smyrna Bch, FL 32168	City of New Smyrna Beach	124	Industrial Park Ave	New Smyrna Beach, FL 32168
	703	South St	New Smyrna Bch, FL 32168	c/o Epproperty Tax Dept 201	PO Box 4900	Scottsdale, AZ 85261-4900	
	801	South St	New Smyrna Bch, FL 32168	Airport / City of New Smyrna Beach	124	Industrial Park Ave	New Smyrna Beach, FL 32168
	404	United Dr	New Smyrna Beach, FL 32168	Airport / City of New Smyrna Beach	124	Industrial Park Ave	New Smyrna Beach, FL 32168
*	405	United Dr	New Smyrna Beach, FL 32168	Aqua Sun Motorsports LLC	405	United Dr	New Smyrna Beach, FL 32168
*	408	United Dr	New Smyrna Beach, FL 32168	Airport / City of New Smyrna Beach	124	Industrial Park Ave	New Smyrna Beach, FL 32168
*	412	United Dr	New Smyrna Beach, FL 32168	Airport / City of New Smyrna Beach	124	Industrial Park Ave	New Smyrna Beach, FL 32168
*	Vacant	Industrial Dr		CROASMUN-HENRIKSON LLC	2494	TOMOKA FARMS RD	PORT ORANGE FL 32129
*	Vacant	Industrial Dr		REDDY ICE CORPORATION	PO BOX 2250	UNIVERSAL CITY, TX 78148	
*	Vacant	Industrial Dr		DEG PROPERTIES, LLC	2801	BARBANCA PKWY	IRVINE, CA 92606
*	Vacant	Industrial Dr		TIMBLIN JOYCE E TRUSTEE	59	CUNNINGHAM DR	NEW SMYRNA BEACH, FL 32168
*	Vacant	South St		WILKINSON EDWARD F TR	104	DIEE STREET	NEW SMYRNA BEACH, FL 32168
*	Vacant	Aero Circle		Volusia County School Board	230	N. Stone St	DeLand, FL 32720
*	Transport	Turnbull Bay Rd	New Smyrna Bch, FL 32168				

The above list may not note all current available properties.

# ***REPORTS AND COMMUNICATIONS***

# ECONOMIC DEVELOPMENT REPORT

June 15, 2011

1. City Commission items regarding economic development – May 10 meeting
  - a. Approval on second reading of the annexation of 41.45 acres located northeast of the intersection of SR 44 and Colony Park Rd. The zoning to Planned Unit Development (Corridor Overlay Zone) (B-3 C) was also approved.
2. City Commission items regarding economic development – May 24 meeting:
  - a. Parker Mynchenberg was hired to prepare construction plans for Esther St Park.
  - b. The second and third resolutions were approved for the Wayfinding signage system. The consultant can now take the system forward to FDOT for approval.
  - c. The “Gateway Features Design” for the SR 44 and W Canal triangle, the SR 44/I-95 area, and the US 1 corridor were approved, as was a contract for the preparation of construction plans.
  - d. Harkins Commercial of Sanford was selected for staff to negotiate a commercial real estate brokerage contract. Direction was given for the Request for Proposals for the residential real estate brokerage contract to be re-issued following consultation with the New Smyrna Beach Board of Realtors.
  - e. The only proposal received for the Administrative Office Building site on the North Causeway (the “Chicken Island Waterfront Restaurant, Eco-Education Facility and Reception Hall.”) was rejected by the City Commission. Staff was directed to conduct studies of environmental issues, submerged land lease restrictions, and other tasks prior to reissuing a future request for qualifications.
3. **Update on the EDAB’s Top 5 Goals:**
  - A. **Sports Complex:** Liz Yancey, P&R Director for the City continues to work on this project. Please see the attached.
  - B. **Airport:** Updates will be provided at the meeting.
  - C. **Support of Canal Street and Flagler Avenue Revitalization-**
    1. The final approval for the Wayfinding Signage System is noted above. FDOT approval is now being sought, and following approval, the signs will be put out to bid. It is anticipated that the signs will be installed by the end of the calendar year.
    2. The CRA is finalizing changes to:
      - a. the new \$20,000 renovation program (which takes the place of the former \$10,000 grants for interior and exterior commercial renovation, and the impact fee program); and
      - b. regulations for the “Opportunity Sites” component of the Development Assistance and Incentives Program. A list of such sites appears in the CRA Master Plan Update on p. 45 and includes the Badcock Building and the Pennysaver Building.

The draft regulations are scheduled to be taken to the CRA at the July 6 meeting with the final draft to the City Commission at the August 9 meeting.

3. The City Commission on March 29<sup>th</sup> authorized the City Attorney to move forward to pursue a title search on the property; research the insurability of the property; and prepare an estimate of the legal costs associated with a future application to the State of Florida Trustees for title of the Brannon Center.

4. The City Commission authorized the development of the shuffleboard courts at 103 Faulkner. A request for Proposals has been advertised with a deadline of July 11, 2 pm.

5. Staff has updated the list of leasable spaces in the Canal St area and has placed this information on the City website. This information will be moved to the new "Business" tab as noted below.

6. Staff has started work on the Flagler Avenue Parking study. The parking-related data collected as a part of the CRA Master Plan Update (re: parking space supply and parking demand) is being reviewed, and an inventory of properties that are available for parking is being assembled. It is anticipated that a draft study will be available in 90 days.

7. The design for new restrooms at the Flagler Ave Boardwalk is now underway. It is anticipated that a sign paid for by the design team will be installed to communicate to citizens that this work is in progress. The project schedule has construction work starting in November at the close of turtle nesting season.

8. In the area of Canal St and Orange Ave:

a. Work has just been completed on several buildings on the NW corner that received façade grants;

b. Work has just been completed on an expansion for Panheads Pizza. Please see the attached news release.

c. Work is in the final stages for the streetscape on S. Orange Ave, from Canal to Lytle. This work also includes improvements to the CRA parking lot at Orange and Downing St.

D. **Hospital District:** The Governor has appointed two persons to seats on the hospital district board. The CEO who spoke at the April 20 EDAB meeting has left and an interim CEO is now in place.

E. **Revitalization of US1 (FEC property)**-At their meeting on April 6<sup>th</sup>, the Volusia Growth Management Commission found the EAR Based Amendments (including the FEC property) consistent. These amendments were approved (5-0) by the City Commission at its' April 12, 2011 meeting.

4. **Business Visitation Surveys:** It is anticipated that the SE Volusia Chamber of Commerce will conduct a business visitation survey this year.

5. **Website Changes:** Staff will soon begin work to "populate" the new sections of the website that were created in response to the website analysis called for by the EDAB, City staff and the website vendor have added buttons on the tool bar on the home page of the City website for "Residents" and Business". The Business button has the following features:

- Business License Application Information
- Business Start-Up Classes
- Demographics

- Fee Schedules for Businesses
- Forms
- Leasable Spaces for Business
- Permits – Inspections
- Quick Links for Business

These features are filled in except for the leasable spaces item – the leasable spaces appear elsewhere on the website and need to be moved to this tab.

6. Business Incubator Project
  - a. the project will have a booth at the “Spring Family Expo” on June 11 in Riverside Park.
  - b. the architectural firm that was selected as number 1 on the short list of firms is scheduled to have their general contract considered at the June 28 City Commission meeting.
7. Staff is working with a prospect for a lease of a building in the Airport Industrial Park. Please see the attached notice from the County.
8. Attachments:
  - a. Articles on airport land development
  - b. VC Division of Economic Development Profile of Business recruitment prospects and projects dated 6/6/2011
  - c. New Smyrna Sports Complex

To: Tony Otte: CRA Director

From: Elizabeth R. Yancey, Parks and Recreation Director

Date: June 9, 2011

Subject: New Smyrna Beach Sports Complex

The schedule at the New Smyrna Beach Sports Complex from May 8, thru June 11, 2011 has been one of change with seasons beginning and ending. During this time, the Senior Men's Softball League, American Legion baseball practices, Little League District 19 Tournament of Champions, all began with the continuation of PAL Track. Men's League softball will begin at the end of June with 8 to 12 teams expected. Little League Baseball, Softball, travel baseball, S.P.A.R.C. soccer season ended regular seasons along with hosting a 3-day youth baseball camp. The Sports Complex was also booked for 3 rentals during this time, 2 of them being softball tournaments & 1 baseball tournament. All 3 cancelled due to lack of participation.

Maintenance was also occurring during this time. The complex was closed over a weekend for CHIPCO chemical application for Mole Crickets. The maintenance volunteer group had to reschedule due to scheduling conflicts among its members.

We have also met with the Southeast Volusia Chamber of Commerce on pulling together an effort to sell banners at the complex. The Chamber is allowing us to include sponsorship & banner information in their newsletters to 500 local businesses while looking for volunteers to assist with this program.

Following you will find the schedule for the complex for your information. Please let me know if you need additional information. Thank you.

### **Week of 5/8 – 5/14**

- Little League Baseball & Softball Games - Monday-Friday
- PAL Track – Monday, Tuesday & Thursday
- Sr. Men's softball tryouts - Tuesday
- S.P.A.R.C. soccer - Wednesday
- 11U Travel Baseball Practice – Monday & Friday
- 10U Travel Baseball Practice - Tuesday & Thursday

### **Week of 5/15- 5/21**

- 11U Travel baseball games – Sunday
- Little League Baseball & Softball games – Monday, Tuesday & Wednesday
- PAL Track – Monday & Tuesday
- S.P.A.R.C. Soccer – Wednesday
- Cancelled USSSA baseball tournament – lack of teams – Saturday
- CHIPCO chemical application – complex closed Thursday - Saturday
- 11U Travel Baseball Practice – Monday & Friday
- 10U Travel Baseball Practice - Tuesday & Thursday

### **Week of 5/22 – 5/28**

- Cancelled USSSA baseball tournament – lack of teams – Sunday
- CHIPCO chemical application – complex closed Sunday
- Little League Baseball games – Monday, Wednesday & Friday
- Sr. Men's Softball – Tuesday & Thursday
- PAL Track – Monday, Tuesday, & Thursday
- Cancelled ISA Softball Tournament – lack of teams – Saturday
- 11U Travel Baseball Practice – Monday & Friday
- 10U Travel Baseball Practice - Tuesday & Thursday

### **Week of 5/29 – 6/4**

- PAL Track – Monday, Tuesday & Thursday
- Little League Softball Game – Tuesday
- Senior Men's Softball – Tuesday & Thursday
- Club Soccer Try-outs – Wednesday
- American Legion Baseball Practices – Tuesday-Friday
- Little League District 19 Tournament of Champions Baseball & Softball – Wednesday & Friday
- 11U Travel Baseball Practice – Monday & Friday
- 10U Travel Baseball Practice - Tuesday & Thursday
- Sports complex maintenance volunteer group meeting cancelled because of scheduling conflicts within group. Rescheduled for Monday, June 13<sup>th</sup>.

### **Week of 6/5 – 6/11**

- 10U travel baseball game – Sunday
- PAL Track – Monday, Tuesday & Thursday
- American Legion Baseball Practices – Monday-Friday
- 11U Travel Baseball Practice – Monday & Friday
- 10U Travel Baseball Practice - Tuesday & Thursday
- Youth Baseball Camp – Tuesday, Wednesday & Thursday
- Open Little League Practice – Thursday
- Little League District 19 Tournament of Champions Softball – Wednesday
- Sr. Men's Softball – Tuesday & Thursday
- Finished CHIPCO application – Wednesday

**Volusia County Division of Economic Development**  
**Profile of business recruitment prospects & projects**  
**Monday, June 6, 2011**

**96. Prospect Bravo Whiskey (EF):** May 11 A experienced German international manufacturer intends to set up a U.S.-based manufacturing operation. The company is looking for a 170 acre green field site (expandable to 200 acres) to construct a steel mill and a pipe mill. The site must be outside the 100 or 200 year flood plain and be able to accommodate over 1 million square feet of production space and over 500,000 square feet of outside storage. Heavy industrial zoning and on-site rail access are also key features. NEW INFORMATION: Enterprise Florida states that the consultant has “deselected all areas outside the FL panhandle”; no explanation was provided. No further action is planned.

**95. Prospect Bravo Victor (EF):** May 11 A out-of-state construction company is looking for a 10,000 to 15,000 sq. ft. facility on 1.5 to 2 acres with a fenced outdoor space and 2 loading docks. Facility should have an open span with a small office space. Utility requirements include 3 phase power, 440 volts. Rail access preferred. New jobs are projected at 50 with average annual wage of \$31K. Decision is expected in July 2011; in-operation date of December 2011. The State of Alabama is also being considered. Response sent 6/3/11.

**94. Prospect Bravo Uniform (EF):** May 11 A TX site consultant specializing in call centers is seeking 15,000 to 35,000 square feet of “plug & play” call center space in Florida. They’ve stated that Deltona and 3 other Central FL communities “scored well” on their survey of potential locations for this 300 seat opportunity. Decision timeframe is end of July 2011 with the capital expenditure estimated at \$500,000.

**93. Prospect Bravo Tango (EF):** Apr11 Manufacturing/distribution company is considering relocation of their bottling facility from Texas to FL, GA, TN or IL. This firm prefers a former bottling facility but will consider existing heavy industrial buildings of 80,000 to 120,000 square feet. Process has heavy power requirements and a ‘food grade’ facility is a plus. Employment is estimated at 60-65 positions (above average wages) with a planned capital investment of \$7,000,000. Critical needs include state and local incentives and a compatible facility with attractive lease terms. Response sent 4/26/11.

**92. Prospect Bravo Sierra:** Apr11 A business pursuing a defense contract is seeking twenty to thirty acres of undeveloped property. The site must be at least two miles from residential or commercial activities and in large part provide a forest environment. Road access need not be paved but must be all weather construction. 110 volt power will be required. Provide inputs to John Kizer at 248-8048; the proposal deadline is Friday 4/22/11. Deadline is extended while business clarifies some site parameters. **UPDATES: 05/23/11- This firm is now seeking 5,000 to 8,000 square feet of existing office and warehouse space for immediate occupancy. Their preferred location is in or near New Smyrna Beach.**

**90. Prospect Bravo Quebec (EF):** Apr11 California venture-backed manufacturer of lithium batteries is looking to open a manufacturing facility in Florida. Company is seeking an existing 90,000 square foot building for lease, with the option to expand that facility by (or build an adjacent site of) 250,000 sq ft. Company is also seeking \$15M inducement from local/state community, and is considering LA, MS, TX, VA and WA. Employment is estimated at 100 in Year 1 and 300 in Year 3, with average wages of \$45,000. Decision date is 3<sup>rd</sup> quarter 2011 with 1<sup>st</sup> quarter 2012 in-operation date. Response sent 4/22/11.

**88. Prospect Bravo Oscar (EF):** Mar11 An automobile parts manufacturer is looking to relocate their operation to FL, SC or NC. They want to lease a 65,000 to 85,000 square foot facility with room for expansion. Capital investment is estimated at \$2,000,000, and employment is 110+ with average wages exceeding \$45,500. Decision date is 2<sup>nd</sup> quarter 2011. Response sent 3/25/11.

**86. Prospect Bravo Mike (EF):** Mar11 An established, financially viable European company is seeking to open their first U.S. facility as a Headquarters & Manufacturing location that will focus on biofuels and

DeLAND  
MUNICIPAL AIRPORT

DeLAND, FLORIDA



**BUSINESS  
PARK**

DeLand is a wonderful place to live and work. Nestled between Daytona Beach and the growing influence of Orlando, the community offers the exceptional quality of life and scenic beauty found only in Central Florida.

A growing number of companies are choosing the DeLand Municipal Airport Business Park as their place to do business. Due to the ease of access to two of Florida's major interstates, highways and opportunities for landside and airside locations, the Airport Business Park is home to companies engaged in aviation, aerospace, automotive, medical manufacturing, diagnostic laboratory testing, and other vital industries.

Executives enjoy the convenience and cost-effectiveness of DeLand Municipal Airport Business Park's corporate aviation sites and quick, easy access for them, their employees and customers to Daytona Beach International Airport, Orlando Sanford International Airport and Orlando International Airport.

The city has great plans for the DeLand Municipal Airport and the industrial and business parks surrounding it. Additional acreage is being developed to accommodate the demand for business expansions and new business relocations. We invite you to investigate the opportunities a DeLand location can have for you and your company:

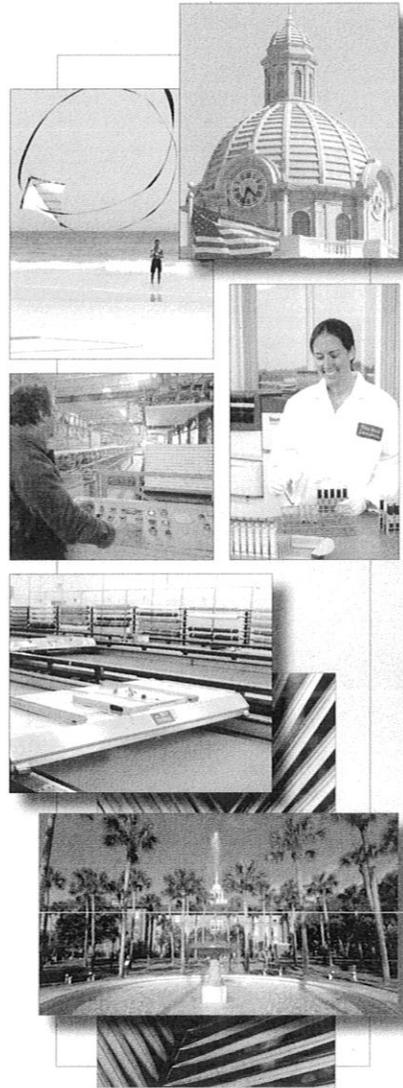
- Class E airspace (to become Class D for Corporate Aviation upon tower construction)
- Creative, competitive financial incentives for relocating companies
- Landside and airside construction sites available
- Available construction sites with longterm leases
- Easy access to Interstates 4 and 95
- Six area colleges and universities including DeLand-based Stetson University
- Available cash incentives for the creation of high-skilled jobs
- Financial support for onsite customized worker training
- Competitive construction costs

We are available to assist you and your company in finding a site for your business needs, for assisting in relocation benefits, and for worker training. For more information on sites available throughout the Business Park and airside, contact:

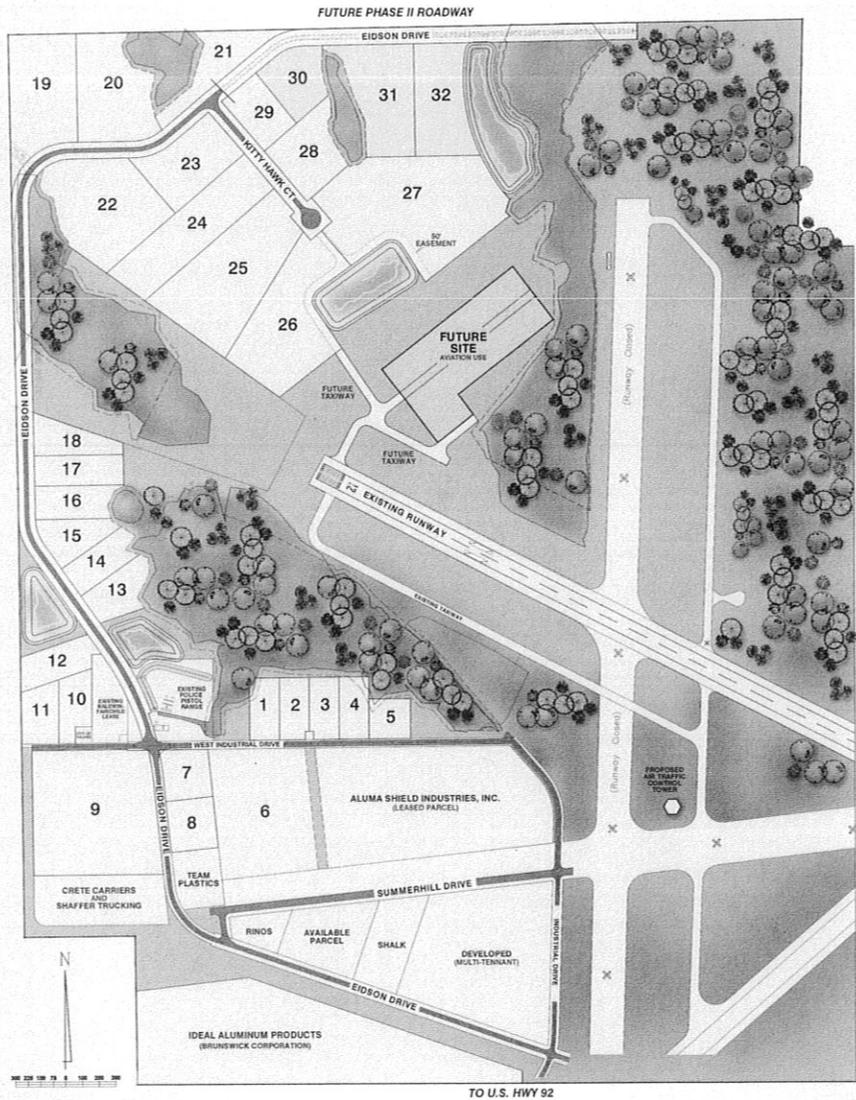
City of DeLand, Community Development Department  
120 S. Florida Ave., DeLand, FL 32720  
Telephone: 386.626.7021

For a relocation proposal on how your company can benefit financially from a DeLand Municipal Airport Business Park location, contact:

County of Volusia Department of Economic Development  
Daytona Beach International Airport  
700 Catalina Drive, Suite 200  
Daytona Beach, FL 32114  
Telephone: 386.248.8048



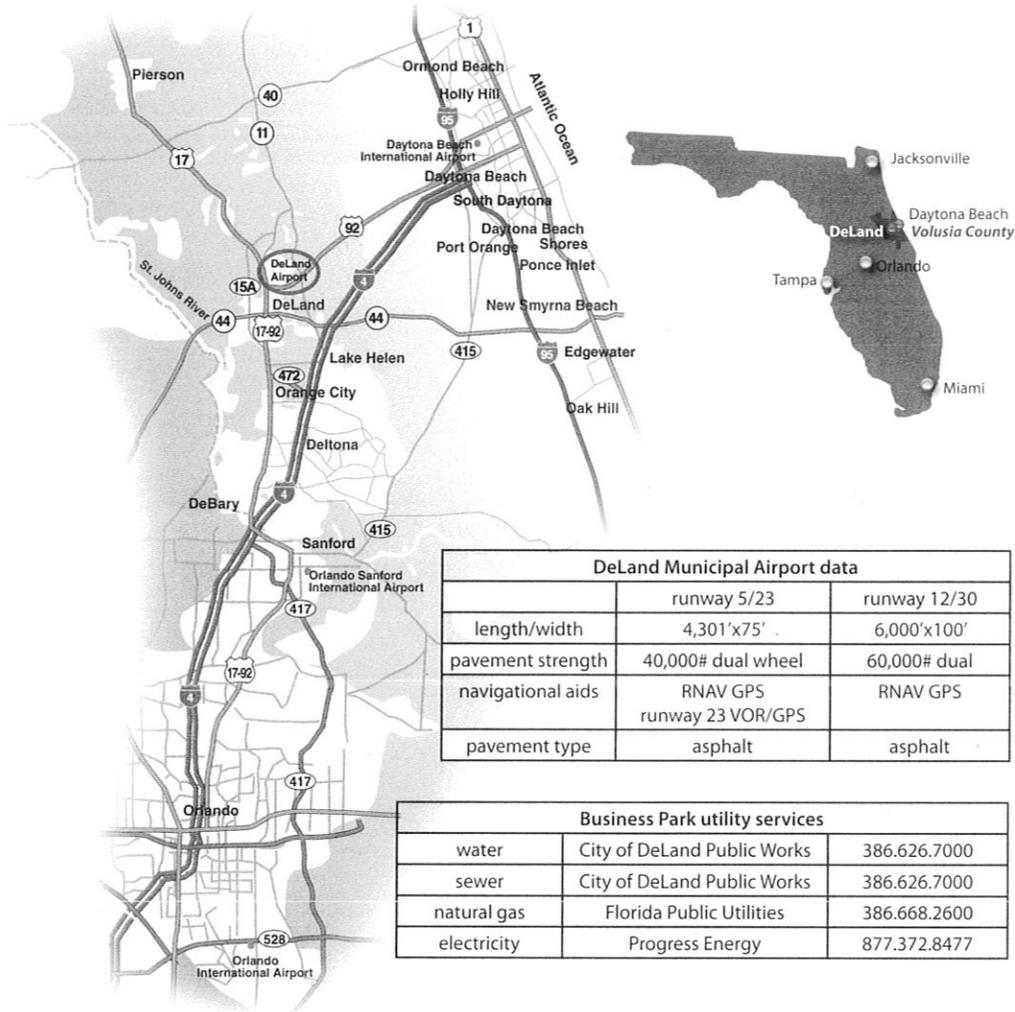
# DeLAND MUNICIPAL AIRPORT BUSINESS PARK



- ±100 acres - light industrial park
- Location: convenient to Interstates 4 and 95
- Sites available from two to 35 acres
- Utilities: 12-inch water main
- 8-inch sewer line
- 240-volt, 3-phase underground electric
- Proposed taxiway sites

### Map color key:

- PHASE I available Summer 2009
- PHASE II available Summer 2010
- EXISTING BUSINESSES



DeLand Municipal Airport data		
	runway 5/23	runway 12/30
length/width	4,301'x75'	6,000'x100'
pavement strength	40,000# dual wheel	60,000# dual
navigational aids	RNAV GPS runway 23 VOR/GPS	RNAV GPS
pavement type	asphalt	asphalt

Business Park utility services		
water	City of DeLand Public Works	386.626.7000
sewer	City of DeLand Public Works	386.626.7000
natural gas	Florida Public Utilities	386.668.2600
electricity	Progress Energy	877.372.8477

Volusia County, Florida is bordered on the west by the historic St. Johns River and by the Atlantic Ocean to the east. Roughly the size of Rhode Island, Volusia County is 50 miles northeast of Orlando, 60 miles north of the Kennedy Space Center, and 89 miles south of Jacksonville.

Volusia's Central Florida location, at the apex of Interstates 95 and 4, enhances the ability for distribution centers to serve the Miami, Orlando, Tampa and Jacksonville markets.

City of DeLand  
 Community Development Department  
 120 South Florida Ave.  
 DeLand, FL 32720  
 Telephone: 386.626.7021



County of Volusia  
 Department of Economic Development  
 700 Catalina Drive, Suite 200  
 Daytona Beach, FL 32114  
 Telephone: 386.248.8048

# Land of opportunity

Are airports making maximum use of their available land? Matthew Taylor considers how an airport can leverage its commercial real estate.

**G**lobal economic challenges and changing airline industry dynamics are intensifying financial pressure on the world's airports. One effective source of relief leverages one of the airport's most visible assets – land.

While the concept of deploying land to generate revenues is not novel, a renewed focus by airports on this sometimes under-utilised, but mostly hibernating asset is particularly attractive today given funding constraints and emerging market opportunities.

Leveraging an airport's real estate portfolio offers numerous benefits beyond just a new revenue source. Airport real estate values are improved and residual assets are created while also expanding the community's property tax base and job market.

For these reasons and others, airports continue to assume an ever-increasing role of importance in their communities.

The question is generally not if commercial land development can occur on airport, but rather what should be developed, where and when.

Whether an airport was originally sited on the exurban fringes at a greenfield site or in a more urban infill context, the private market has come, and is coming, to the shores of these economic gateways.

From professional office and industrial uses to retail, restaurants and hotels, airports have historically attracted compatible land uses to their perimeters, effectively creating transitions to community neighbourhoods expanding outward from the centre city.

Commercial corridors have become the market's preferred transition zones between airplanes and residential rooftops, creating opportunities for airports.

To date, much of the commercial development has occurred external to airport lands along access corridors and airport boundaries. Now, the market's growing demand for both larger tracts and smaller key development sites closer to the airport itself affords airports the ability to generate new revenue by leveraging land assets.

At Orlando International Airport and Orlando Executive Airport in Florida, Orlando-based RERC Strategic Advisors has worked with the Greater Orlando Aviation Authority (GOAA) to identify and leverage commercial property opportunities from among more than 15,000 acres (6,070 hectares) at the two locations.

In 2009, Orlando International Airport ranked 27th in the world in total passengers and currently has the third largest land holdings of any US airport.

During the past two decades, RERC's assignments have resulted in positioning airport assets totalling nearly 4,000 acres (1,620 hectares) of existing and/or planned commercial development.

At Orlando Executive Airport, revenues to GOAA from commercial development – which includes retail shopping centres, movie theatres, outparcel restaurants and other commercial uses – now comprise approximately 73% of total revenues.

At Orlando International Airport, 11.5% of total revenues come from commercial leasing activity.

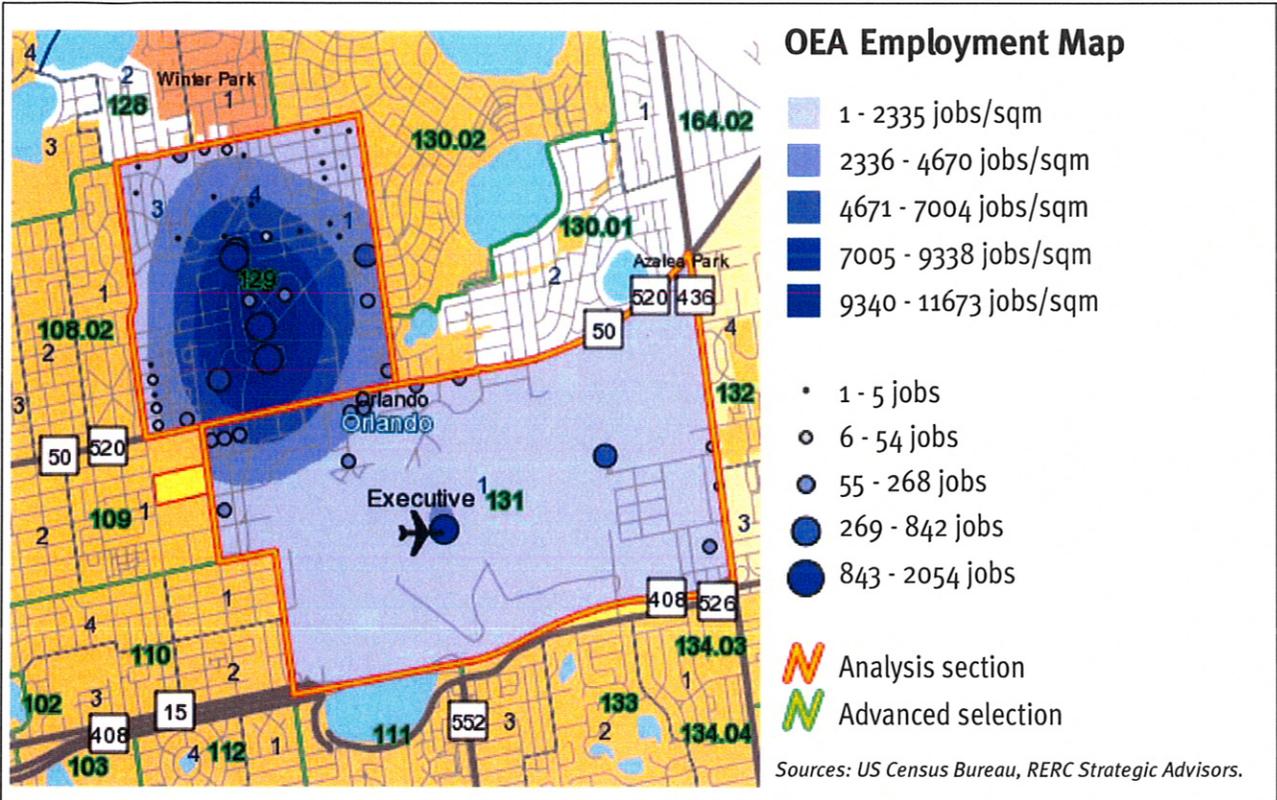
To keep GOAA's real estate portfolio relevant, RERC is now identifying redevelopment strategies for older, underperforming commercial areas constructed more than 30 years ago to extract the current highest and best use for revenue purposes as ground leases approach expiration.

So where do you start? Experience suggests five essential steps to leveraging an airport's commercial property within an overall master real estate strategy.

First, what do you have to work with? Conduct a portfolio review of existing land assets including an inventory of aviation and non-aviation lands to identify possible available vacant or redevelopment parcels for the marketplace.

The process recognises that airports intrinsically require adequate land for operational areas and future aviation-related growth and development.

Your goal in this process is to understand the relative advantages and limitations of the commercial land. An airport's locational advantages are usually balanced by restrictions placed on its lands by regulatory agencies.



Airports must typically receive fair market value and complete multiple reappraisals. These requirements can pose challenges for private developers who need predictability of lease costs over the entire ground lease term for a given property.

These issues become more salient depending on the availability of off-airport substitutes to accommodate the same targeted land uses that the developer can purchase. Regardless, lease terms can be negotiated to address and overcome these limitations.

Second, ask how your land is unique and who wants it? Conducting a local and regional market analysis for targeted commercial uses brings into focus the market context and identifies what is possible.

Analyses of the relevant trade area including prevailing market trends and local demographics will suggest what potential opportunities exist and at what value or price. Because property ground leases favour landlords, here airports, lease terms must be long enough for developers to amortise their upfront investments.

This need generally requires a minimum 30-year base term with two or more 10-year renewal options for most commercial uses.

It is important to recognise that ground leases place a market constraint on property use. However, in today's marketplace and financial environment, commercial tenants are willing to consider ground leases in key locations having few substitutes.

In general, the more urbanised an area becomes, the greater acceptance of ground leases as real estate instruments.

You must acknowledge what your airport is, as well as what it is not, both from aviation and non-aviation aspects. The insight provided by market analysis will clearly indicate prevailing commercial trends surrounding a particular airport, further suggesting the uses, which should be targeted to extract the highest and best use of the airport's commercial property.

Expectations should not exceed market realities absent of any focused economic development initiatives such as special development districts or

business attraction grants that seek to push market dynamics to more intensive development.

Should the commercial frontage of your airport be predominantly developed with one-storey retail shopping centres and outparcel restaurants, for example, it may be difficult to intensify the development pattern to multi-storey development.

Typically, developers want to deliver specific proven products having financial institution support. In many cases, strategically selected outparcel uses such as banks, pharmacies and restaurants can produce higher rental revenues for airports than single story uses having larger footprints or multi-storey buildings with mixed uses which do not share the same market timing and support.

With regard to aviation uses on airport property, an airport must clearly embrace its business model, whether primarily passenger versus cargo-focused, Origination & Destination versus connecting, business versus tourism-oriented.

Each model has specific real estate implications for passenger terminals, airfields and commercial land, not only for long-term growth but more importantly the community's vision. A master real estate strategy must align with and complement an airport's master plan.

The master planning process provides a venue for stakeholder engagement (your third step in the process) and solicits input regarding the airport's commercial development plans.

This dialogue is especially pertinent as airports continue to balance economic sustainability with perceptions about competing with private landowners. Engaging local planning and government representatives, private developers and the community at-large, while challenging, typically produces outcomes with greater viability.

Absent other external influences, an area will capture its fair share of total available demand according to the proportion of the market it already represents.

**Demographic trends for subject site vs selected properties**

		Subject site OEA Colonial Properties	The Loop	Marketplace at Seminole Town Centre	Terrace at the Florida Mall	Waterford Lakes Town Centre
<b>Population</b>	3 Mile Radius	106,855	76,476	38,213	52,792	77,953
	5 Mile Radius	288,596	184,436	104,820	160,822	164,979
<b>Estimated 5 year Population growth</b>	3 Mile Radius	6.89%	18.97%	27.68%	1.2%	12.70%
	5 Mile Radius	4.30%	18.59%	18.86%	2.00%	9.6%
<b>Median household Income</b>	3 Mile Radius	\$45,494	\$48,424	\$72,635	\$35,732	\$50,532
	5 Mile Radius	\$44,798	\$51,585	\$59,653	\$41,079	\$52,443
<b>Average household Income</b>	3 Mile Radius	\$63,758	\$56,964	\$95,939	\$54,929	\$64,103
	5 Mile Radius	\$61,874	\$56,077	\$83,261	\$60,938	\$66,832
Competitive advantage						
				Competitive disadvantage		

Occasionally, stakeholders are concerned an airport trade area will outpace the growth and development of a central business district (CBD) and therefore lead to decline in that CBD.

Unless that CBD makes a conscious decision to disinvest in its own future, both employment centres will continue to attract demand and a more favourable investment environment, which promotes market development within the corridor and thus a link between the two commercial centres will likely exist.

The fourth step focuses on positioning property for the marketplace once the airport identifies its land development opportunities through self-inspection and external market and stakeholder realities.

This step includes conducting due diligence related to property surveying, site conditions, infrastructure availability and needs, environmental assessment and cost estimating.

It also investigates whether the available property meets the specific site requirements of the marketplace, which may include access, utilities, site configuration and topography, among others.

Conceptual site planning and securing land use regulatory approvals must also be completed. Upfront investment costs become evident as a result of these due diligence activities.

A development strategy must then be evaluated as to what investments will be made by the airport, versus a selected private developer, and what anticipated cash flow and returns are reasonable for each party.

This cost-benefit analysis informed by market timing is crucial to support an airport's decision whether to pursue a specific project.

As a final step, an implementation strategy must be selected now that a commercial development site and concept have been defined by market and stakeholder realities and calibrated by due diligence activities. An airport may choose to self-perform or partner with the private sector.

While self-performing provides more control for the airport, it comes with greater inherent risks. For those assumed risks, the airport typically has a greater potential financial upside.

This 'do it yourself' strategy offers the potential to achieve a prevailing market rate of return, but given that airports have limited capital, a public-private initiative leveraging private equity may be a more balanced approach.

A public-private initiative creates shared risks and control for both an airport and private developer. The rate of return for the development project is negotiated in advance and the airport is able to leverage outside private equity to achieve its goals and objectives for deploying its land asset more optimally.

To enter a partnership with an airport, commercial developers require, among other things, market support for the project, a defined review and approval process, timelines, minimum lease terms to meet the financing criteria of lending institutions, and predictability in future land value (and therefore tenant rents).

Should an airport choose to self-perform a development project, then outsourcing the marketing of such a project to commercial brokers active in the marketplace can leverage existing broker networks to gain greater exposure to commercial tenants at a fraction of the marketing time and costs.

To work with the commercial brokerage community, an airport should adopt a formal broker compensation policy and commission structure matching the prevailing local market and standard practices.

A clear understanding of the airport's leasing process and timelines for successful negotiations as well as opportunities for brokers to be in both exclusive and non-exclusive roles are keys to a mutually beneficial relationship.

For aviation development sites, airports retain a competitive advantage for marketing those on their own given these sites are central to an airport's core mission and in-house expertise.

Recent global economic affairs have prompted airport leaders to rethink under-utilised commercial land under their control.

With signs that real estate markets are beginning to thaw, now is the time to activate your airport's land assets to capitalise on evolving market forces.

Today's financial constraints in the aviation industry require innovative thinking to find non-traditional revenue sources to stabilise and secure the successful operation of your community's greatest asset. What are you waiting for?

AW

**About the author**

Matthew S Taylor is CEO of Orlando-based real estate strategy and economic advisory services company RERC Strategic Advisors (www.RERCInc.com).

**Otte, Tony**

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**From:** Soulie, Claudia  
**Sent:** Wednesday, June 08, 2011 9:45 AM  
**Subject:** RELEASE: PANHEADS EXPANSION  
**Attachments:** Panheads Eric with folling pin2.JPG; Panheads Eric with rolling pin1.JPG

**June 8, 2011 Media contact:**  
Felicia Engles 386.428.8738

### **Keeping up with demand, Panheads doubles capacity with outdoor patio**

Barely a year after pulling its first pie from the oven, a Canal Street pizza shop is trying to stay ahead of demand. Siblings Eric Ross and Felicia Engles opened Panheads Pizzeria in June 2010.

"After five months of operation, we noticed people had to wait 30-40 minutes to get in," said Ross, a former executive chef. "We didn't expect to have to expand so soon, but we knew we needed more space to provide better service to locals."

The entrepreneurs were developing their dream without financial backing. Start-up expenses had stretched their budget like dough in a pizza pan, but their initial success convinced them to move into phase two of their business plan well ahead of schedule. That step involved doubling seating capacity by adding an outdoor patio and bar.

The restaurant's location in the New Smyrna Beach Community Redevelopment Area (CRA) qualified the owners to apply for a commercial property improvement grant to help cover the cost. The total expansion cost was more than \$29,000, Engles said. The CRA contributed \$8,925 toward the project.

"The CRA helps small businesses have a chance against chains," Ross said. "It also gives the community diversity. Then it's up to the business to make it a success."

The CRA grant gave Panheads the boost it needed to expand. Next week, the pizzeria will begin a soft opening of its new covered patio that will seat 23 and provide an outdoor venue for events and overflow seating.

Ross was willing to undergo the expansion project at the small building he rents on the corner of Canal and Orange streets. He calls it "the perfect spot," but he didn't come by it accidentally. A lot of research went into finding the most suitable location.

Along with looking at New Smyrna Beach demographics and seeking affordable rent, the partners conducted informal surveys around the city to find where to get the "best pizza."

"We got a lot of answers," Ross mused. "But there was no consistency like you would've expected in a town this size. In my hometown, everyone would've told you my grandma's pizza."

Panheads knew they were well positioned to become the New Smyrna Beach favorite. The siblings were raised in a pizzeria where the 60-year-old "secret recipe" dough was fired in a brick oven. As a child, he knew the family recipe was a great product. As an adult, it was a craving that he couldn't shake. He left a well-paying job as an executive chef to seek his dream, and he chose the Canal Street Historic District as the place to make it happen.

“We’re middle class entrepreneurs,” Ross said. “This restaurant was a gamble. One shot. That’s all we got.”

The pair has that one shot, a great location on Canal Street, and Grandma’s secret recipe.

-30-

**(Cutline)**

Eric Ross rolls out his grandma’s secret recipe dough using the matriarch’s antique rolling pin at Panheads Pizzeria, in the Canal Street Historic District, New Smyrna Beach.



**(Background)**

The New Smyrna Beach CRA provides assistance to local businesses within the district through grant programs, development liaison services, and referrals to business services organizations within the area.

For more information on the CRA, please contact Tony Otte, CRA Director at (386) 424-2160 or log on to [www.cityofnsb.com](http://www.cityofnsb.com).



**RICK SCOTT**  
GOVERNOR

**GENERAL AVIATION APPRECIATION MONTH**

WHEREAS, general aviation and community airports play a critical role in the lives of our citizens, as well as in the operation of our businesses and farms; and

WHEREAS, the state of Florida has a significant interest in the continued vitality of general aviation, aerospace, aircraft manufacturing, educational institutions and aviation organizations and community airports and airport operators; and

WHEREAS, Florida is home to 129 public use airports, which serve 51,671 pilots and 25,287 general aviation aircraft; and

WHEREAS, Florida general aviation airports contribute \$6 billion or \$462 per capita, to the state's economy, with a payroll of \$1.8 billion; and

WHEREAS, aviation plays a huge role in Florida's economy, with 54% of Florida jobs being somehow dependent on airports. General aviation plays an integral role in the state with these airports handling nearly 80% of all aircraft operations in Florida; and

WHEREAS, general aviation plays a vital role in the State's response to emergencies and natural disasters; and

WHEREAS, Florida is home to 190 charter flight companies, 517 repair stations, 3 fractional providers, and 74 flight schools operating 858 aircraft and providing 3,500 jobs. In addition, there are 154 fixed-based operators in the state; and

WHEREAS, many communities in Florida depend heavily on General Aviation and Community Airports for the continued flow of commerce, tourists and visitors to our State.

WHEREAS, several leading general aviation companies have facilities in Florida including Piper, Piaggio, Embraer, Rockwell Collins, and Avidyne that contribute greatly to the local economy; and

WHEREAS, organizations like the Florida Airports Council, Florida Aviation Trade Association, the Alliance for Aviation Across America, National Business Aviation Association, National Association of State Aviation Officials, and National Air Transportation Association recognize and promote the interests and importance of aviation in Florida and throughout the world.

NOW, THEREFORE, I, Rick Scott, Governor of the State of Florida, do hereby extend greetings and best wishes to all observing June 2011 as **General Aviation Appreciation Month**.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Florida to be affixed at Tallahassee, the Capital, this 7<sup>th</sup> day of June, in the year two thousand eleven.

Handwritten signature of Rick Scott in cursive script.

Governor

Soulie, Claudia

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**From:** Brangaccio, Pam  
**Sent:** Wednesday, June 08, 2011 1:29 PM  
**To:** Otte, Tony  
**Cc:** Soulie, Claudia  
**Subject:** FW: Airport Marketing Committee-include in packet for 6.15 EDAb joint mtg with airport advisory bd.

-----Original Message-----

**From:** Philip Ehlinger [mailto:pehlinger@co.volusia.fl.us]  
**Sent:** Wednesday, June 08, 2011 1:27 PM  
**To:** Bliss Jamison; Tracey Barlow; Otte, Tony; Brangaccio, Pam; Walker, Rhonda; Frederick Karl; Karen Peaster; Steve Cooke; ArringtonD@DELAND.ORG; Nickolis Landgraff; Pleusm@DELAND.ORG; Bob Turk; Steven Lichliter; mannarino@ormondbeach.org; shanahan@ormondbeach.org  
**Cc:** Doug Vimmerstedt; John Kizer; Pedro Leon; Paul Mitchell; Robert Ehrhardt; Jody Sylvester  
**Subject:** Airport Marketing Committee

The Volusia County Division of Economic Development would like to invite you to a luncheon meeting at 12:00 noon on June 27, 2011 in the Volusia Room at the Daytona Beach International Airport, to discuss forming an advisory committee to jointly market the public use airports in Volusia County.

We are fortunate to have five public use airports with paved runways in our county, which is a great asset. We believe we should have a program, or plan, on how to collectively best market these assets.

As the County's primary economic development arm, we believe that, together, we will be better able to assist in marketing the airports to those aviation related companies that are part of our targeted industry program.

Among the items we'd like to discuss are: a brochure advertising all of the airports; an advertising campaign to spread the word including ads in trade publications, and even a booth at industry events.

Please let us know if you will be able to attend. If the date doesn't work for your airport representatives, we'll consider finding another date.

Looking forward to seeing you on the 27th.

Phil

Phil Ehlinger  
Director  
Economic Development  
County of Volusia