



**CITY OF NEW SMYRNA BEACH  
ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING AGENDA  
WEDNESDAY, January 18, 2012 – 6:00 PM  
CITY COMMISSION CHAMBERS  
210 SAMS AVE., NEW SMYRNA BEACH, FLORIDA**

**1. CALL TO ORDER**

**2. ROLL CALL**

**3. CONSENT AGENDA – Approval of Regular EDAB Meeting November 16, 2011**

**4. PRESENTATION**

None

**5. OLD BUSINESS**

- A. Sewer Assessment District Update (SR 44)
- B. Airport Plans and Activities Related to Economic Development

**6. NEW BUSINESS**

A. None

**7. BOARD MEMBER COMMENTS**

**8. REPORTS AND COMMUNICATIONS**

A. Director's Report

**9. FUTURE AGENDA ITEMS**

**10. 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.



ECONOMIC DEVELOPMENT ADVISORY BOARD  
NOVEMBER 16, 2011 MINUTES

51 Mr. Otte informed the EDAB that the attendees were split into six (6) groups to make  
52 recommendations on topics like Airport, Business Parks; Business Retention / Expansion /  
53 Recruitment – Incentives/Finance; Enhancement of Transportation corridors and Future  
54 Infrastructure needs; Retail Marketing, Tourism; Medical Campus Retention & Expansion and  
55 Workforce Development. Further discussion ensued about the 2011 top 5 goal objectives and  
56 their progress.

57

58 Ms. Brangaccio added that the proposed new CRA was discussed. Ms. Brangaccio continued that  
59 the County would not support a new CRA until the current one sunsets. Ms. Brangaccio stated  
60 that the City Commission will have a 2012 goal setting session and points of discussion would be  
61 steps for the establishment of a new CRA and CRA Board.

62

63 Ms. Brangaccio spoke about:

64

- 65 • the economic development partnership for business extension/expansion and the City's  
66 focus on US1 and I95/SR44 Corridor
- 67 • Team Volusia approving Market cluster analysis study by zip code
- 68 • Continued talks about the Administrative Office Building site (AOB) after the first of the  
69 year

70

71 Mr. Holcomb stated that the public sentiment is that the City is "open for business" which is  
72 great for redevelopment and felt that the City needed to be creative about incentives. Mr.  
73 Holcomb was also very complimentary about the CRA grant programs and the City's Planning  
74 Department.

75

76 A brief discussion ensued about a potential Hospital Imaging Center; the Utilities Commission  
77 studying how to combine certain areas of their operation; the Hospital's exemption and monies  
78 spent on the Hospital district; the Brannon Center and Capital Improvement projects for  
79 Riverside Park/Seawall; the hiring of a Sports Marketing Manager and the appointment of a Task  
80 Force Meeting for the Sports Complex.

81

82 Staff feels that there has been solid progress and impact with the EDAB's goals in 2011.

83

84 2. Economic Development Summit (Group Reports)

85

86 Mr. Hall inquired if any of his fellow Board members had questions about the Group Reports.

87

88 Mr. Holcomb asked if the City had an understanding of the age of the local doctors, as he felt  
89 that this would be a factor in attracting residents and other businesses. Mr. Hall stated that the  
90 Hospital is constantly reevaluating and recruiting the pool of doctors.

91

92 3. Ballot: Recommended EDAB Actions Items: 2012

93

94 Ms. Brangaccio stated that staff was hoping to get a composite of the EDAB's view and their  
95 priorities to be able to take a summary to the 2012 City Commission Goal setting session.

96

97 Mr. Hall suggested having each member list the top 5 goals in order of priority.

ECONOMIC DEVELOPMENT ADVISORY BOARD  
NOVEMBER 16, 2011 MINUTES

- |     |                                   |                            |                            |
|-----|-----------------------------------|----------------------------|----------------------------|
| 98  | <b><u>Mr. Mayor:</u></b>          | <b><u>Ms. Carlton:</u></b> | <b><u>Mr. Holcomb:</u></b> |
| 99  | 1. Airport                        | 1. SR 44                   | 1. SR 44/Airport           |
| 100 | 2. Brannon Center                 | 2. US1                     | 2. Medical District        |
| 101 | 3. US1/Historic Westside/FEC      | 3. Brannon Center          | 3. US1                     |
| 102 | 4. SR 44                          | 4. FEC                     | 4. Brannon Center          |
| 103 | 5. Business Retention/Recruitment | 5. Medical District        | 5. Sports Complex          |

- |     |                                 |                            |
|-----|---------------------------------|----------------------------|
| 105 | <b><u>Mr. Stauffer:</u></b>     | <b><u>Mr. McHenry:</u></b> |
| 106 | 1. Airport                      | 1. US1                     |
| 107 | 2. US1                          | 2. SR44                    |
| 108 | 3. Ec. Gardening/Bus. Retention | 3. Economic Gardening      |
| 109 | 4. SR 44                        | 4. Hospital District       |
| 110 | 5. Brannon Center               | 5. Airport                 |

111  
112 **Summary:**

- 113  
114 1. SR 44 and US 1 (included in all 5 votes)  
115 2. Airport and Brannon Center (included in 4 votes)  
116 3. Medical District, Economic Gardening (in 3 votes)  
117 4. FEC (2 votes)  
118 5. Sports Complex and Historic Westside (1 vote)

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120 Mr. Stauffer stated that he prioritized his list by considering, which items could show the  
121 quickest results.

122  
123 4. **Economic Development Summit: City Manager's Notes**

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125 Ms. Brangaccio gave an update on the economist's prediction on population growth in Florida  
126 and commented on what small cities can do to prepare for growth.

127  
128 The EDAB members that attended the Summit commented on how much they enjoyed listening  
129 to this speaker.

130  
131 5. **BOARD MEMBER COMMENTS**

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133 Mr. Stauffer stated that during the summit there was a mention of an Edgewater Balloon fest and  
134 he is not aware that one exists. He feels that it could be a typographical error and should  
135 probably read New Smyrna Beach.

136  
137 Mr. Hall commended Jack Holcomb on his involvement in the Homecoming Event and all the  
138 work that was put into it.

139  
140 Mr. Hall also wanted to clarify that the property that is being referred to as the "Dunn Property"  
141 is incorrectly labeled. Mr. Hall continued that his mother was a Dunn and that his family leased  
142 the property from another family.

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144 6. **REPORTS AND COMMUNICATIONS**

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ECONOMIC DEVELOPMENT ADVISORY BOARD  
NOVEMBER 16, 2011 MINUTES

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a. Director's Report

The Members had no questions or comments.

**7. FUTURE AGENDA ITEMS**

Ms. Brangaccio stated that staff would recommend that there be no EDAB meeting in December and that the next meeting would be held on January 18, 2012. This would give staff time to summarize all action steps arising from the City Commission and staff retreats in the month of December.

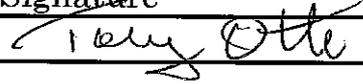
Ms. Brangaccio listed a few topics that could be on the January agenda to include an update on the SR 44 Sewer assessment, US1, Airport and Economic Gardening.

The EDAB agreed to have US 1 and SR 44 on the January agenda. Ms. Brangaccio noted that request and stated that staff may have updates on the FEC property and that the Airport and Economic Gardening topics could follow in February.

**ADJOURNMENT:**

There being no further business, the meeting was adjourned at 7:23 p.m.

## EDAB AGENDA ITEM SUMMARY

<b>Staff Member:</b> Economic Development		
<b>Meeting Date:</b> 1/18/12		
<b>Action Item Title:</b> Sewer Assessment District Update		
<b>Agenda Section:</b> Consent <input type="checkbox"/> Public Hearing <input type="checkbox"/> Special Items <input checked="" type="checkbox"/>		
<b>Summary Explanation and Background:</b>		
<p>The EDAB recommended that the City move forward with providing central sewer service to the area south of SR 44 and east of Glencoe Road. The City taking steps to proceed with this project.</p> <p>The City Commission was updated regarding the district at the November 8, 2011 meeting.</p> <p>The City Attorney's office has been running the required 30-day ad for the assessment district and we anticipate it being scheduled for 1st reading before the City Commission on January 24th. There are two readings of the ordinance needed to establish the sewer assessment district planned for the February City Commission meetings.</p> <p>City Planning Director Gail Henrikson will be present at the meeting to answer questions on this and other Planning related items.</p>		
<b>Recommended Action/Motion:</b> None, Informational Item		
<b>Funding Analysis:</b> Budgeted <input type="checkbox"/> N/A		
<b>Exhibits Attached:</b> Map of Assessment District, City Commission Agenda Item dated 11-8-2011, Project Cost Estimate from Zev Cohen and Associates.		
<b>Reviewed By:</b>	<b>Name</b>	<b>Signature</b>
<b>Department Director:</b>	Tony Otte	
<b>Board Action:</b>		



## AGENDA ITEM SUMMARY

Department Making Request: Planning and Engineering

Meeting Date: 1<sup>st</sup> Reading: 11/8/11 2<sup>nd</sup> Reading: N/A

Action Item Title: State Road 44 Sewer Assessment District Petitions

Agenda Section: Consent  Public Hearing  Special Items

**Summary Explanation and Background:** Since 2006, staff has been approached by several developers and property owners along the south side of State Road 44, who wish to develop their properties. To date, four site plan applications and three rezoning applications have been submitted for projects on the south side of State Road 44, between South Glencoe Road and Walker Road. Two of the rezoning requests and two of the site plan applications have been approved.

One of the largest development challenges facing property owners in this particular area of the City is a lack of sewer infrastructure. While sanitary sewer lines are in place on the north side of State Road 44, there are no sanitary sewer lines along the south side of State Road 44, east of Glencoe Road. Until this issue is resolved, new projects in this area must either be built using septic systems or must be placed on hold until the required sewer infrastructure is installed. Several projects are ready to move forward but are waiting, pending resolution of this issue.

The owner of property between Timberlane Drive and Wildwood Drive has paid for preliminary design for the sewer system on the south side of State Road 44. Per information from the Utilities Commission staff, the plans are approximately 90% complete. The estimated cost of installing the entire sewer line, between Glencoe Road to just east of Wild Orange Drive, is approximately \$500,000, including the remaining design work.

On December 14, 2010, the City Commission conducted a workshop related to annexation strategies. One of the items discussed at that workshop related to the lack of sewer along the south side of State Road 44. As part of the presentation, staff identified several funding alternatives to install sewer in this area.

Based on Commission discussion and consensus at that workshop, staff conducted a preliminary public meeting April 19, 2011, for affected property owners, to gauge initial support for a possible assessment district. Only two members of the public attended this meeting, both of whom represented the same parcels on State Road 44.

Following the April 19<sup>th</sup> meeting, staff mailed petitions, along with an estimate of the costs for sewer installation, to the affected property owners. Assessments were based on total property area, as larger lots could accommodate more development than smaller parcels. The date by which to return the petitions was August 12, 2011. The subject area consists of 17 parcels, owned by 12 individuals or corporations. Staff received responses from 8 of the 12 property owners. Of those 8 responses, four were in favor of the assessment district and four were opposed. The property owners for the assessment district would contribute 27.44% of the total cost. The land owners opposed to the district would contribute 24.97% of the total cost.

Section 74-241 of the City's *Code of Ordinances* authorizes the City Commission to establish special assessment service district to provide public services which are essential to the City. If the City Commission determines that a general public benefit is, or will be, derived from the proposed services, the Commission may authorize payment for the service from the general fund of the City, or any other applicable fund. Assessment districts are adopted by ordinance and assessments are collected via a non-ad valorem assessment. Section 74-244 of the *Code of Ordinances* states that the "city commission may initiate services and improvements...in any area in its discretion and without petition".

The area proposed for the sewer assessment district is located on one of major gateways into the City and is designated in the City's *Comprehensive Plan* as a future commercial corridor. This area of State Road 44 is currently undeveloped. Therefore, installing a sewer system at this time would not disrupt any established business activities. It also discourages development, as property owners may have to reduce building footprints and on-site in order to accommodate septic tank drain fields.

Allowing new non-residential development without sanitary sewer service is also inconsistent with the City's *Comprehensive Plan*. The Sanitary Sewer Goal in the Infrastructure Element of the plan states that the City should "develop, operate, and maintain an environmentally sound, economically efficient wastewater collection, treatment and disposal system for meeting current and future needs of New Smyrna Beach and unincorporated areas near the City (emphasis added). The plan states that this shall be accomplished by implementing the following activities:

1. Maintaining a five (5) year schedule of capital improvement needs to correct existing facility deficiencies and by using the Utilities Commission five (5) year capital improvement program and annual work program to establish priorities for correcting any facility deficiencies.
2. Continuing to modify the Utilities Commission five (5) year capital improvement program, as needed, to provide for new and additional equipment/facilities as demands increase; and continuing to monitor implementation of the program over the planning increments.

On August 23, 2011, the City Commission voted to direct staff to move forward with preparing the resolution required to create the sewer assessment district.

**Recommended Action/Motion:** Approval of the resolution creating a sewer assessment district for properties along the south side of State Road 44, between Glencoe Road and Walker Road.

**Funding Analysis:** Budgeted \_\_\_\_\_ If not budgeted, recommended funding account:

**Exhibits Attached:** Table summarizing petition responses

Reviewed By:	Name	Signature
Department Director:	Gail Henrikson	
Finance Director	Althea Philord	
City Attorney	Frank Gummey	
City Manager	Pam Brangaccio	

Commission Action:



**ZEV COHEN**  
& ASSOCIATES, INC.  
Main Office: Ormond Beach  
St. Augustine • Amelia Island • Edgewater

300 Interchange Blvd  
Ormond Beach, FL 32174  
386-677-2482 • Fax: 386-677-2505  
Website: www.ZevCohen.com

**CONSULTING ENGINEERS  
VILLAGE SQUARE MASTER SEWER DESIGN  
ZC 5225  
ENGINEER'S OPINION OF COST  
GLENCOE TO WILD ORANGE  
PROJECT TOTALS**

<b>ITEM</b>	<b>AMOUNT</b>
SITE PREPARATION	\$ 29,006.25
SEWAGE COLLECTION SYSTEM	\$ 391,416.00
MISC	\$ 77,975.00
<b>PROJECT TOTAL</b>	<b>\$ 498,397.25</b>

ESTIMATOR: RMH  
DATE: January 13, 2011

**ZEV COHEN & ASSOCIATES, INC.**  
**CONSULTING ENGINEERS**  
**VILLAGE SQUARE MASTER SEWER DESIGN**  
**ZC 5225**  
**ENGINEER'S OPINION OF COST**

**SITE PREPARATION**

<b>ITEM</b>	<b>QTY</b>	<b>UNITS</b>	<b>EST. PRICE</b>	<b>TOTAL</b>
CLEARING GENERAL	1.0	LS	\$15,000.00	\$ 15,000.00
SITE RESTORATION	1	LS	\$ 4,000.00	\$ 4,000.00
REPLACE SIDEWALK	500	LF	\$ 4.50	\$ 2,250.00
EROSION CONTROL/SILT FENCE	6,205	LF	\$ 1.25	\$ 7,756.25
<b>TOTAL</b>				<b>\$ 29,006.25</b>

**ZEV COHEN & ASSOCIATES, INC.**  
 CONSULTING ENGINEERS  
 VILLAGE SQUARE MASTER SEWER DESIGN  
 ZC 5225  
 ENGINEER'S OPINION OF COST

**SEWAGE COLLECTION SYSTEM**

ITEM	QTY.	UNITS	EST. PRICE	TOTAL
8" GRAVITY, PVC DR 26	2,868	LF	\$ 29.50	\$ 84,606.00
MANHOLE 10'-12' DEEP, 4' DIA.	1	EA	\$ 4,000.00	\$ 4,000.00
MANHOLE 6'-8' DEEP, 4' DIA.	11	EA	\$ 2,650.00	\$ 29,150.00
MANHOLE 8'-10' DEEP, 4' DIA.	2	EA	\$ 3,100.00	\$ 6,200.00
6" DIRECTIONAL DRILL	1,415	LF	\$ 38.00	\$ 53,770.00
TAPPING SLEEVE W/ BOX	1	LS	\$ 3,200.00	\$ 3,200.00
6" SDR-11 FITTINGS	1	LS	\$ 2,500.00	\$ 2,500.00
PUMP/LIFT STATION	1	EA	\$ 155,000.00	\$ 155,000.00
JACK AND BORE	276	LF	\$ 125.00	\$ 34,500.00
6" FORCE MAIN, SDR-11	180	LF	\$ 28.00	\$ 5,040.00
6" CHECK VALVE W/ VAULT	1	EA	\$ 3,500.00	\$ 3,500.00
6" GATE VALVE W/ BOX	2	EA	\$ 975.00	\$ 1,950.00
AIRRELEASE VALVE ASSEMBLY	2	EA	\$ 4,000.00	\$ 8,000.00
<b>TOTAL</b>				<b>\$ 391,416.00</b>

**ZEV COHEN & ASSOCIATES, INC.**  
**CONSULTING ENGINEERS**  
**VILLAGE SQUARE MASTER SEWER DESIGN**  
**ZC 5225**  
**ENGINEER'S OPINION OF COST**

**MISC**

<b>ITEM</b>	<b>QTY.</b>	<b>UNITS</b>	<b>EST. PRICE</b>	<b>TOTAL</b>
SOD, SEED & MULCH	1	LS	\$ 5,475.00	\$ 5,475.00
MOBILIZATION	1	LS	\$ 5,000.00	\$ 5,000.00
SURVEY STAKING/AS-BUILTS	1	LS	\$ 5,000.00	\$ 5,000.00
TESTING	1	LS	\$ 8,000.00	\$ 8,000.00
ENGINEERING	1	LS	\$52,000.00	\$ 52,000.00
TRAFFIC CONTROL	1	LS	\$ 2,500.00	\$ 2,500.00
			<b>TOTAL</b>	<b>\$ 77,975.00</b>

## EDAB AGENDA ITEM SUMMARY

Staff Member Making Request Tony Otte

Meeting Date January 18, 2012

Action Item Title: Airport Plans and Activities Related to Economic Development

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

### Summary Explanation and Background

In both the 2011 and 2012 goals adopted by the Economic Development Advisory Board, the New Smyrna Beach Municipal Airport has been recognized for its importance to the City's economic development. In addition to the businesses that are located on the airport proper, the adjacent industrial park is a key asset for the City to build on in the future.

The City's organizational structure has been revised to reflect this renewed appreciation of the airport's importance, as the City Commission has funded the position of Airport Manager in the current budget. Ms. Rhonda Walker, now the full-time Airport Manager, has a new office at the airport and an administrative assistant. Ms. Walker will be present at the meeting to review airport activities, including:

- The preparation of the revision that is planned for the airport master plan
- The proposed "lot split" to create a 2 acre site for the former police station building location.
- The expansion of the tarmac
- The construction of the fuel farm
- Planning and land use activities.

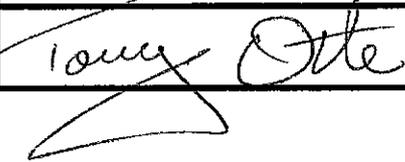
Staff requests discussion on these items.

**Recommended Action/Motion:**  
Staff requests discussion on these items.

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

**Exhibits Attached:**

1. Agenda for the most recent Airport Advisory Board meeting, January 12, 2012
2. Location Map for the Airport Industrial Park
3. City Owned Airport Industrial Park Property

Reviewed By:	Name	Signature
CRA/Economic Development Director	Tony Otte	

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**CITY OF NEW SMYRNA BEACH  
MUNICIPAL AIRPORT  
602 SKYLINE DRIVE • NEW SMYRNA BEACH, FL 32168  
PHONE – 386-424-2199 • FAX – 386-424-2198**

AGENDA

January 5, 2012

**AIRPORT ADVISORY BOARD AGENDAS ARE AVAILABLE ON THE CITY WEBSITE  
AT [www.cityofnsb.com](http://www.cityofnsb.com) .**

TO: AIRPORT ADVISORY BOARD MEMBERS

Alan Norris, Chairman  
Matthew Thurmaier, Member  
Doyle Hilson, Member

Herb Gardner, Vice Chairman  
William Feger, Member  
Robert Abbaticchio, Alt. Member

This is your official notification of the **Airport Advisory Board meeting** to be held in **The City Commission Chambers**, 210 Sams Avenue, New Smyrna Beach, Florida 32168 on **Thursday, January 12<sup>th</sup>, at 6:30PM**, to discuss and/or make recommendations to the City Commission on the following:

1. Roll Call.
2. Approval of Minutes
  - a. Approval of minutes from July 19, 2011 regular meeting
  - b. Approval of minutes from August 9, 2011 workshop
3. OLD BUSINESS:
  - a. Update on tarmac expansion and fuel farm projects.
  - b. Discussion of revision process for airport master plan.
  - c. Airport runway obstructions – Tree trim/removal
4. NEW BUSINESS:
  - a. Discuss need and plan for refurbishment of the CAP building behind McCharacter's.
  - b. Recommendation to the Mayor and city commissioners regarding preferred process for consideration of noise issues related to the airport.
  - c. Proposed lease agreement – 1531 Airway Circle
5. Airport Manager Comments
6. AAB Member Comments
7. Public Input (3 Minute Limit, Please see note below.)
8. Next Meeting Date: TBD

**CITY OF NEW SMYRNA BEACH  
MUNICIPAL AIRPORT  
602 SKYLINE DRIVE • NEW SMYRNA BEACH, FL 32168  
PHONE – 386-424-2199 • FAX – 386-424-2198**

9. Adjournment

NOTE: In accordance with resolution No. 11-89, a three-minute limitation of discussion by each individual on a particular item will be imposed unless otherwise granted by the Airport Advisory Board Chairman.

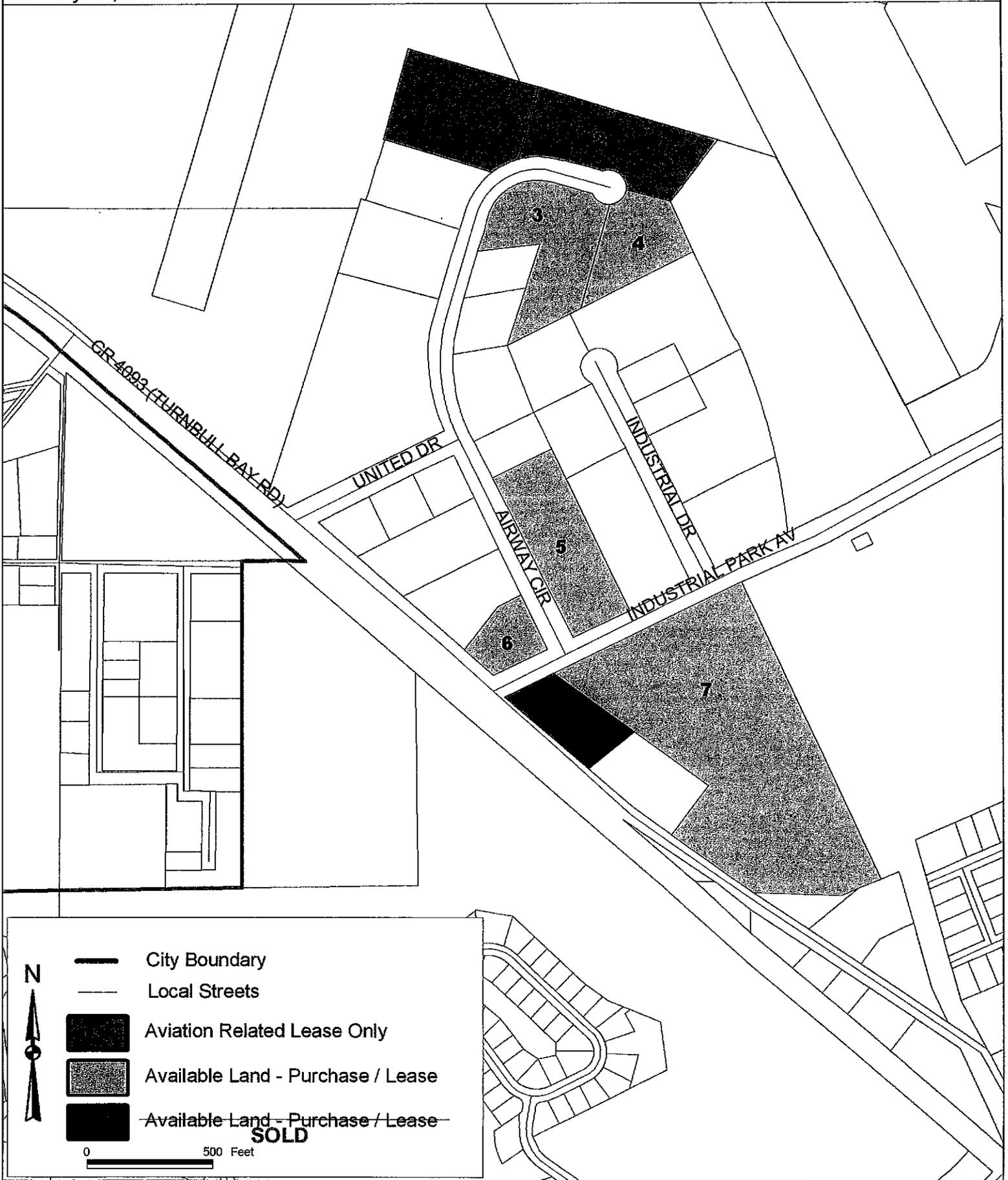
Sincerely yours,

Rhonda Walker  
Airport Manager

Cc: Mayor & Commissioner  
City Manager's Office  
Members of Press  
Airport Businesses

# LOCATION MAP

January 11, 2008



## City Owned Airport Industrial Park Property

Lot	Address	Acreage	Building	Notes
1	Airway Circle	3	n/a	Airport access - lease only
2	Airway Circle	4.57	n/a	Airport access - lease only
3	Airway Circle	4.46	n/a	n/a
4	Airway Circle	2.7	n/a	Road not extended to property
5	Airway Circle	4.32	n/a	Approx. 1 acre upland
6	Industrial Park Avenue	1	n/a	Spec Bldg. 2 bid
7	Industrial Park Avenue	13.75	n/a	Originally approximately 15 acres- 1.25 acres under contract with School Board-Sold 07

\*\*This table accompanies the Airport Land Lease map dated January 11, 2008

# ECONOMIC DEVELOPMENT REPORT

January 18, 2012

## Announcements

- Business Expo: Saturday, January 21, from 10 am to 4 pm on Canal St east of US 1. This well-attended event is hosted by the SE Volusia Chamber of Commerce. The City will have a booth.
- Helen Cauthen has announced her resignation from Team Volusia. A national search for her replacement has begun.
- Store closings (corporate decisions): it has been announced that the K-Mart store on SR 44 and the Food Lion store on S A1A will close. The City Commission has discussed passing an ordinance requiring that certain information in such cases be forwarded to the City (see note below).

## City Commission items regarding economic development:

- December 13 meeting
  - a. Approval of contract with Harkins Commercial, Inc. of Sanford to provide real estate brokerage services for commercial properties. Specific properties to be listed for sale have not yet been selected.
  - b. Approval of Ordinance 117-11, Utilities Commission Series 2011 Revenue Certificates, for the issuance by the Utilities Commission of revenue certificates in an aggregate principal amount not exceeding \$9,100,000.
- January 10 meeting
  - a. Sports Complex Task Force Update, provided by Chairman Sid Peterson: The Task Force has met 8 times and is actively working to maximize the use of the Sports Complex. The new position of Sports Complex Manager has been filled by Matt Musgrove, who was introduced.
  - b. Resolution 02-12 Supporting the K-Mart Store on SR 44 was adopted. Staff was directed to research other municipalities regarding business closure procedures, and the Mayor said he would contact K-Mart corporate officials regarding the announced closure.
  - c. Special Event Application, Balloon and Sky Fest, March 23 – Approved.
  - d. Ordinance No. 111-11 to amend the Comprehensive Plan by changing land use on 41 acres north of SR 44 and east of Colony Park Rd to PUD land use designation was approved.

- e. The design proposal for the new Central Fire Station on SR 44 east of K-Mart was approved.

**Update on the EDAB's Top 5 Goals:**

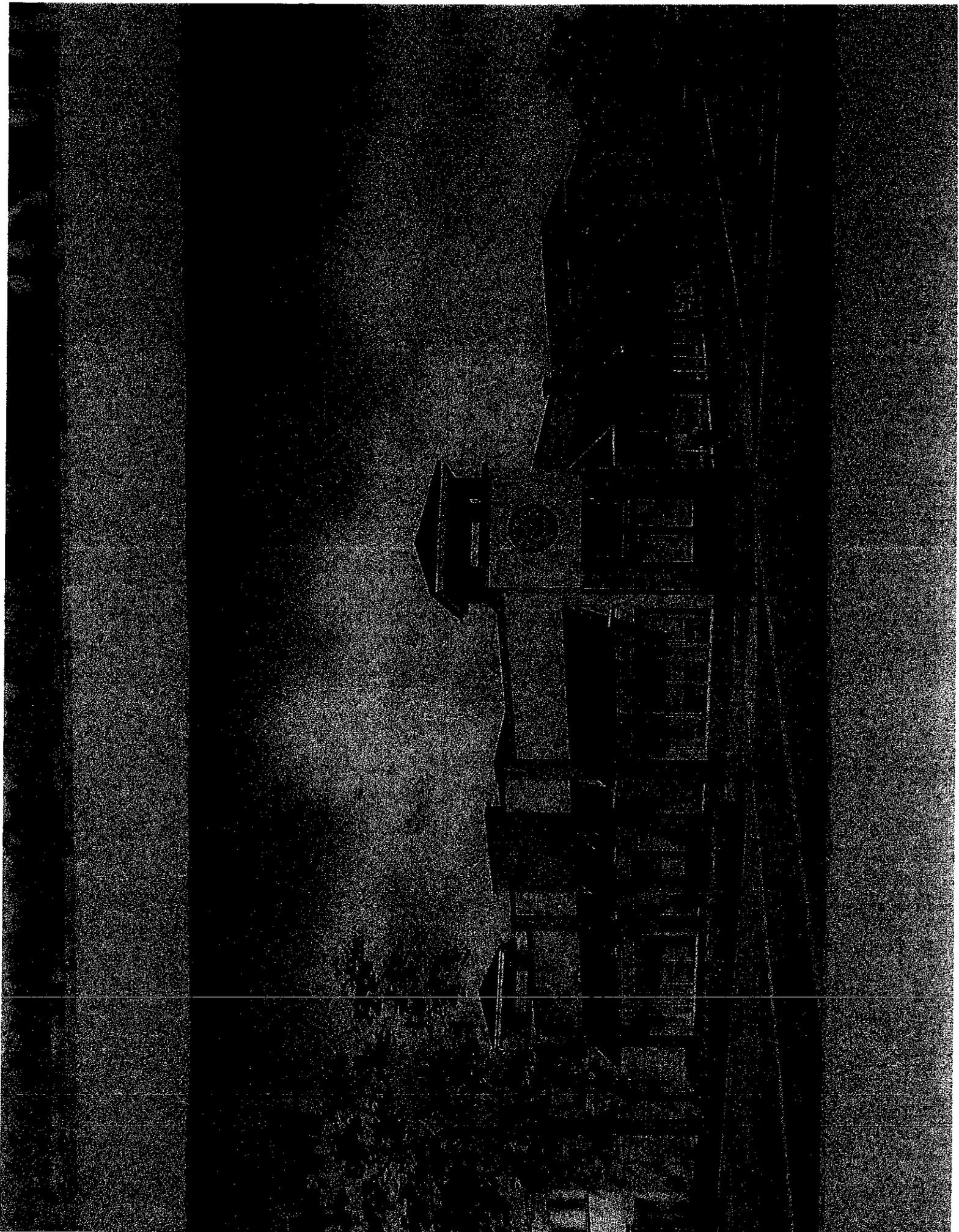
- A. **State Road 44:** Please see the agenda item for SR 44 activities.
- B. **US 1: Several business locations are noteworthy:**
  - a. The building at 1180 North Dixie has re-opened as a fitness facility as the "Gym at 1180 North Dixie."
  - b. The former used car dealership at the SW corner of US 1 and Mary Ave is being renovated as an ice cream store. This project received a CRA grant.
  - c. A buyer for the former Badcock store at the SE corner of US 1 and Canal St is applying for a CRA Opportunity Site grant to renovate the building (please see attached rendering, elevations, and floor plan).
- C. **Sports Complex:** The City Commission has appointed the Task Force, and a Sports Complex Manager has been hired. Please see above
- B. **Airport:** Rhonda Walker has been appointed the full-time Airport Manager, reporting to the City Manager. Ms Walker will be present at the January 18 meeting to report on airport activities.
- C. **Brannon Center-** Report on title – staff is reviewing a report on what items are needed to make the title insurable. Staff is planning to recommend the hiring of outside legal counsel in Tallahassee to process a request for title from the state Board of Trustees.
- D. **Hospital District:** Staff plans to follow-up with District officials to meet and coordinate plans.
- D. **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. There were no appeals to the amendments, so they are now in place. FEC representatives are moving forward with the planning for this project.
- E. **Economic Gardening:** Staff is making arrangements for Ms. Tammie Nemecek, the Director of Partner Development for the GrowFl program, to be a speaker at the February meeting of the EDAB.

**F. Historic Westside: Activities include:**

- a. Staff is reviewing a site on Mary Ave for possible lease as a business incubator.
- b. Staff is reviewing options for improving housing conditions.
- c. Capital Projects:
  - i. The Mary Ave Streetscape has been completed.
  - ii. The Myrtle Ave Streetscape is scheduled for completion later in this month.
  - iii. The construction plans for the Washington St Streetscape plans are under review and it is anticipated that the project will go out to bid in the next 60 days.
  - iv. The owner of the property at the NW corner of Washington and Dimmick (the barbershop building) is applying for "Opportunity Site" designation.
- d. Staff attends and makes reports at the monthly community meetings: the fourth Monday of each month at 6:15 pm, held at the Babe James Community Center.

**Other Activities**

1. EDAB member Paul Mayer has researched the listing of properties on county-wide economic development websites. It appears that the listings from members of the New Smyrna Beach Board of Realtors are present, but other properties are not listed. Staff is following up to ensure that all properties available are listed.
2. Marketing: The CRA marketing consultant continues to send out press releases and newsletters, and maintains the NSBWaterfrontLoop website. Two recent news releases provided material for articles in the News Journal on the increased business occupancy on Canal St, and the moving of Weatherflow, a high-tech wind forecasting company, to a second floor location in the 500 block of Canal St.
3. The Wayfinding signage system is in the final stages of approval from FDOT – a requirement since some of the signs are proposed to be located in the FDOT Right of Way. It is anticipated that the signs will then go out for bid and be installed in the spring.





DESIGN DEVELOPMENT

THESE ARE VERY PRELIMINARY DESIGN DEVELOPMENT DRAWINGS SUBJECT TO CITY AND CLIENT MODIFICATIONS.

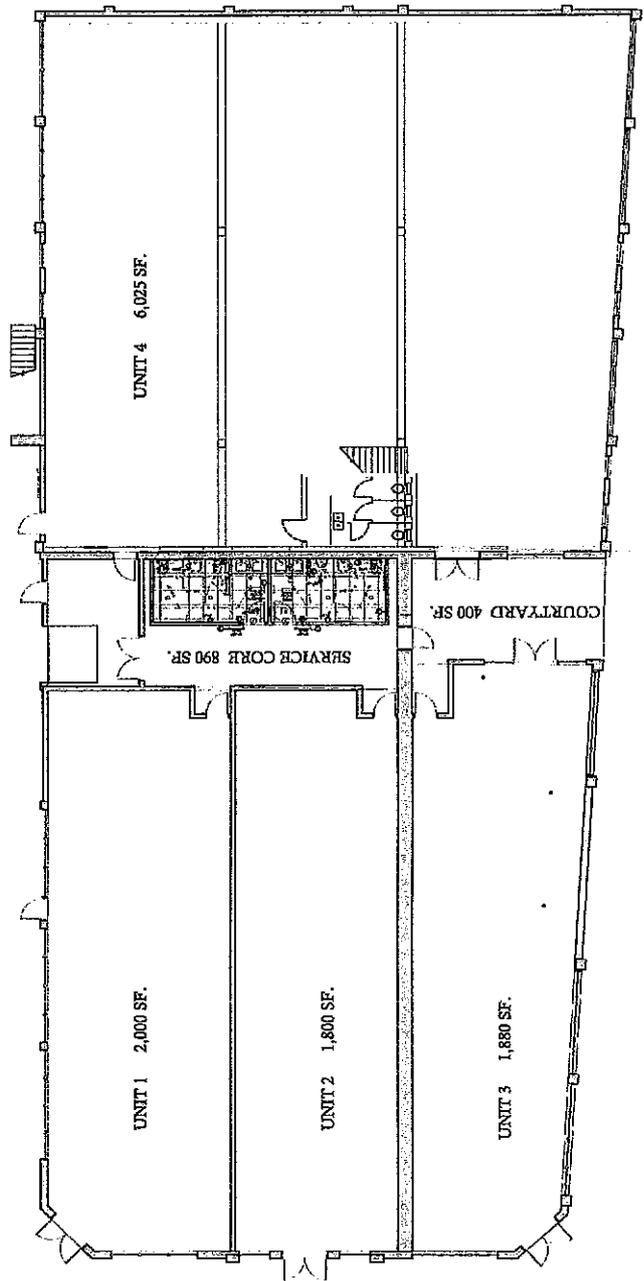
THE SOUTH ELEVATION HAS NOT BEEN FULLY DESIGNED

THE DESIGN INTENT IS TO PROVIDE A CENTRAL SERVICE CORE FOR REST ROOMS, DELIVERIES, UTILITIES AND CIRCULATION. A OPEN AIR COURTYARD IS ADJACENT TO US1 ON THE WESTERN EDGE OF THE CENTRAL CORE.

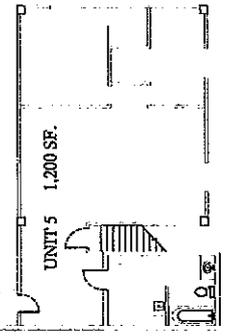
THE BUILDING WILL BE DIVIDED INTO MULTIPLE TENANT SPACES.

THE SCOPE OF WORK IS TO INCLUDE THE FOLLOWING:  
 NEW ELECTRIC  
 NEW PLUMBING  
 NEW ROOF & INSULATION  
 STANDING SEAM METAL ROOF  
 NEW HVAC  
 NEW IMPACT RESISTANT WINDOWS & DOORS  
 NEW PARAPET  
 DEMO EXISTING INTERIOR  
 FIRE RATED TENANT SEPARATION  
 NEW REST ROOMS  
 COURTYARD FINISHES  
 NEW STUCCO  
 NEW PAINT  
 LANDSCAPING  
 SITE WORK  
 INTERIOR BUILD-OUT BY FUTURE TENANTS.

FIRST FLOOR PLAN  
 SCALE: 1/8" = 1'-0"



SECOND FLOOR PLAN  
 SCALE: 1/8" = 1'-0"





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# Food Lion fading from Florida

Chain closing 3 local stores

BY BOB KOSLOW, BUSINESS WRITER

January 13, 2012 12:05 AM

Posted in: Local Business Tagged: Food Lion

Food Lion is closing its last three grocery stores in the Volusia-Flagler area as part of a wider plan to shed 113 "underperforming" stores in the eastern U.S.

The chain's closure list includes the Food Lion stores in New Smyrna Beach, Ormond Beach and Port Orange as well as 22 other stores in Florida.

The Salisbury, N.C.-based supermarket chain closed its only store in Flagler County in 2009.

As of Feb. 15, it will no longer have any stores in Volusia County, either.

Customers at the beachside Ormond Beach Food Lion on Granada Boulevard on Thursday were not pleased about the store's closing.

"It angers me that they are closing this store," said Ormond Beach resident Jane Vann after finishing her grocery shopping. "We come here all the time because they have stuff we can't get elsewhere and we can get it cheaper. They've got good prices here. I guess I'll be going to Winn-Dixie now. We only went there before when there were sales."

Closing the Food Lion stores will strengthen the company's U.S. portfolio by closing underperforming stores and focusing on areas with higher concentration of stores, according to a news release issued Thursday by the chain's Brussels, Belgium-based parent company, Delhaize Group SA.

Delhaize America operates 1,300 Food Lions in 11 Southeast and Middle Atlantic states.

After the underperforming stores close next month, the company will be left with 1,127 stores in 10 states.

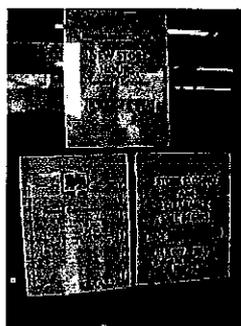
The closures will result in the cutting of roughly 35 to 40 jobs per store, said Food Lion spokeswoman Christy Phillips-Brown. Employees who lose their jobs will be offered severance if eligible and opportunities to apply at other Delhaize America's other stores, including at its Sweetbay or Harveys supermarket chains.

Local Food Lion employees looking to stay with the company would have to relocate or face long commutes. The nearest Sweetbay is in Gainesville and south and west of Orlando. The closest Harveys store is in Green Cove Springs near Jacksonville.

The three local Food Lions to be closed all operate in leased spaces.

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Signs announcing the closing of three area Food Lion supermarkets greet shoppers at the Ormond Beach store. (N-J | Bob Koslow)



The Food Lion at 101 E. Granada Blvd. in Ormond Beach is one of three company grocery stores that will be closing in the next 30 days. (N-J | Bob Koslow)



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The Ormond Beach store is in a 28,447-square-foot stand-alone building built in 1983.

The Port Orange store anchors the Food Lion Plaza built in 1996. The New Smyrna Beach store anchors the Ocean Village shopping center built in 1990. Each store represents about half the space in their respective shopping centers, according to Volusia County property records.

"These are relatively specialized locations that I think will be difficult to backfill," said Roy Akins, manager of the commercial division for Adams, Cameron & Co. Realtors in Daytona Beach. "It's most likely they will be divided into smaller units for smaller grocers like an Aldi or Save-A-Lot or other users."

Food Lion at one time had eight stores in the Volusia-Flagler area.

The Orange City store closed in 2006 and is now a Bravo Supermarket. The DeLand and Flagler Beach stores closed in 2009 and are still vacant.

The Holly Hill store closed in 2010 and has been replaced by a Save-A-Lot. The Food Lion in Deltona closed in late 2011. Save-A-Lot has agreed to lease half of that building, but has not yet opened a store there.

*News-Journal Business Writer Valerie Whitney contributed to this report. Closure List*

*Food Lion has three stores locally, all of which are set to close by mid-February:*

- 4178 S. Atlantic Ave., New Smyrna Beach
- 101 E. Granada Blvd., Ormond Beach
- 3826 Clyde Morris Blvd., Port Orange

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WeatherFlow relocates

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December 22, 2011 12:15 AM

Posted in: Local Business Tagged: WeatherFlow

NEW SMYRNA BEACH -- WeatherFlow has relocated with its 22 employees back into the historic downtown business district here, setting up shop in second-floor offices at 507 Canal St.

"Our customers are around the globe, so we could set up shop virtually anywhere," said David St. John, the company's chief information officer. "But, we love the small-town, on-the-beach charm of this area."

Earlier this year, company officials began looking for a larger office to accommodate a growing staff. They searched a 20-mile radius for a 2,500-square-foot space and settled on Canal Street, moving just one mile east from their former office at 1407 Canal Street.

The new office is back inside the New Smyrna Beach Waterfront LOOP where WeatherFlow used to have offices on Canal Street and Flagler Avenue.

The LOOP, designed by the New Smyrna Beach Community Redevelopment Agency to promote the waterfront, historical and commercial core areas, includes the downtown district and the Flagler beachside business district.

WeatherFlow provides specific and precise wind forecasts through Internet and wireless applications for a variety of users including sailors, kite boarders and fishermen.

- Bob Koslow

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# New Smyrna's downtown area sees business revival

BY VALERIE WHITNEY, STAFF WRITER

December 28, 2011 12:05 AM

Posted in: Local Business Tagged: Canal Street

NEW SMYRNA BEACH -- Last year, Angela Tully and her business partner Barbara Schmitt, at the urging of friends, relocated Pink Flamingo at Petals florist shop to 201 Canal St. from a storefront here on Third Avenue.

The move could not have come at a better time for the business, that, after 10 years in the same spot, was in a bit of a slump, Tully said in a telephone interview Tuesday.

"It was the shot in the arm that my business needed," she said, about moving the business into the historic downtown business district.

The downtown area also benefited from the arrival of Tully's business and those of other entrepreneurs, according to business leaders and city officials.

In the past six months, the numbers of Canal Street vacancies have fallen by half and the area's occupancy rate is approaching 95 percent, according to Cindy Jones, president of the Canal Street Historic District Association. The group is comprised of both business owners and property owners in the district, which also includes surrounding side streets.

The area is currently home to more than 100 businesses, Jones said.

"Now is the time for a business owner to take a serious look at our district," she said, adding rent is affordable but space is becoming scarce.

The city's Community Redevelopment Agency conducts an informal monthly tracking of available commercial space in the district. Surveys include properties along Canal Street from Riverside Drive west to Myrtle Avenue and Douglas Avenue north to Washington Street.

"Last June we had a reported 19 vacancies in the Canal Street area," said Tony Otte, director of the CRA. "This has dropped to nine vacancies in the recent report. I think business owners are recognizing the potential of this area and taking advantage of it."

Jones attributed the increase to business relocations, expansions and the arrival of several new retail stores such as Coastal Interiors, Andrews Home and the Ring Gallery.

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A "coming soon" sign announces yet another new business opening along Canal Street in New Smyrna Beach. (N-J | Mark I. Johnson)



Angela Tully recently moved her Pink Flamingo at Petals florist shop in New Smyrna Beach to Canal Street, which is experiencing a growth of new businesses. (N-J | Mark I. Johnson)



New York City residents Veronica and Michel Vickers enjoy the stroll along Canal Street in New Smyrna Beach, where new businesses are filling up vacancies in the historic downtown district. (N-J | Mark I. Johnson)

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Ring Gallery owner Mike Ring said he happened upon his location at 114 Sams Ave. while walking to the city's Farmers Market.

"I was looking for a warehouse to make my prints," Ring said, but once he checked out the building and saw the potential, things took off.

"We chose the historic district because there were a lot of empty spaces and it has a lot of potential and we're happy that we did," he said.

The business showcases his works as well as that of other local artists and includes a gift shop, too.

Dick Rosedale owns 10 buildings in the 500 block of the Canal Street district. Rosedale recently received a building façade grant and used it to make much needed improvements including painting the buildings and replacing awnings.

"All of a sudden the phones started ringing. It was a nice response to rehabbing some buildings," he said. "Within five weeks of completing the improvements, I rented 8,500 square feet."

WeatherFlow is another business that has relocated in the district at 507 Canal St., moving about a mile east from 1407 Canal St. The company provides varied clients specific and precise wind forecasts through internet and wireless applications. It could have moved anywhere, but picked the district.

"We want our employees to be close to amenities. There's a gym, restaurants and plenty of parking behind the building. The proximity to the water makes a big difference too," said David St. John, the company's chief information officer. "Six months ago there were a lot of vacancies on Canal Street. Now it's pretty much full."

Jones, meanwhile, said she is looking forward to the completion of renovations now under way at the old post office building in the 200 block of Canal Street. The property most recently housed the Pennysaver. Property owner Bob Wiley reportedly plans to use part of the building for a mix-used project incorporating retail space and an eatery.

"That current project and recent exterior renovations completed on a number of buildings have served as a catalyst for occupancy," Jones said.

To help maintain the momentum, she said the association has long-term plans to increase residential occupancy in the district.

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