



## ***ECONOMIC DEVELOPMENT NEWSLETTER***

*January, 2015*

### ***✓ 2014 Wrap-up: Celebrating A Great Year!***

There were many positive economic development events in 2014 in the City of New Smyrna Beach, including these milestones:

- **SR 44 continues to impress:**
  - Florida Hospital cut the ribbon on September 3 to open a 32,000 square foot, two story medical office building at SR 44 at I-95. The aesthetically-pleasing building is a \$7+ million investment at a key entry point to the City.
  - With a new owner of the former K-Mart “shadow stores” and the re-branding as “Plaza 44”, the once mostly vacant center is now nearly leased up.
  - Purchase of NE quadrant, SR 44 at I-95 by Geosams (Venetian Bay)
  - A local landmark, Pub 44 re-opened Super Bowl weekend, 2014.
  - The New Smyrna Beach Multi-Use Trail opened in November, running parallel to SR 44 for 2.2 miles from W. Pine (behind the County Fire Station on Wallace) to Sugar Mill.
  - A new City Fire Station opened in December on SR 44 near Canal St.
  
- **The revitalization of Canal St took a great leap forward in 2014:**
  - The Half Wall, an “upscale craft beer house” at the corner of Canal St and N Orange Ave, opened after extensive renovation to the historic building space it occupies. The Half Wall and nearby Panheads Pizza and Thai Mango Restaurant bring customers to the Canal St/Orange Ave area in the evening as well as during the day.
  - The transformation of one of the largest buildings on the street is now complete, as all store spaces in the Canal St Centre (former furniture store at US 1) have now been filled!
  - A number of new business openings including the Canal St Creamery, 12 Oaks, New Smyrna Beach Brewing Company, The Posh Pineapple, The Galley, and Yellow Dog Eats.
  - The New Smyrna Beach Museum of East Coast Surfing opened above the Thai Mango Restaurant.
  - The Mini park at US 1 opened, complete with lights for Christmas!
  
- **The New Smyrna Beach Municipal Airport enjoyed significant improvement during 2014:**

- Runway 11/29, and portions of Taxiway ‘D’ and ‘E’ were rehabilitated with new signage and lighting. Some of the surfaces had never had any repairs and were the original WWII pavement. The project provides a new, safer surface for the users of the airport.
- Third St/S Atlantic is on the move!
  - Paradise Power Sports opened in a building that had been vacant at Third and South Atlantic.
  - Business retention: The owners of Nautilus by the Sea near the Beachside Publix store were looking to expand and believed they could not find a appropriate space in town. Their consultant contacted staff with one building that did not work out, and then another location. The “City Ready” group met on site and with all of the information provided the new location has opened at 4176 S Atlantic.
  - The Garlic opened its “Blu Bar” area, expanding seating.
- Flagler Ave continues to shine!
  - Nejma Peters completed construction on a 1,634 sq ft mixed use building at the back of Nejma’s Boutique.
  - Several properties were purchased, including the Om Bar building and the three properties behind (North) of the Breakers.
  - The lease of the 65 space parking lot near the SE corner of Flagler and Peninsula Avenues was extended until 2021 for public parking.
  - Two new restaurants opened west of the Hampton Inn
  - The two historic buildings on either side of Peninsula on the North side of Flagler have had façade improvements.
  - Famous Philly’s restaurant opened on Cooper St just south of Flagler
- Tax Abatement:
  - On November 4 the voters authorized the City Commission to provide a program of Tax Abatements. FS 196.1995 provides cities the opportunity to adopt a program to offer city property tax exemptions for businesses creating jobs.
- US 1 area improvements
  - The Swoope site boat ramp opened in March with 2 boat ramps and 36 parking spaces. The ramp is located near the intersection of US 1 and South St, and is the closest boat ramp in the City to the Ponce Inlet.
- Medical District
  - A 3,053 sq ft medical office building opened at 501 S. Orange Street.

### *The Outlook for 2015 is Good!*

There are many signs of continued high performance in 2015!

- There are significant North Causeway activities underway:
  - A 36 unit condominium building is underway on a 14 acre parcel in the Northwest section of the North Causeway. This is Phase 1 of a project with 254 units that the developers have proposed for zoning approval. The building that once housed a Friendly’s Restaurant is planned to be renovated for a sales office.
  - The City Boat Ramp park is now undergoing re-construction.

- Planning is now underway for a \$1 million improvement to the North Causeway Right of Way scheduled for construction in 2015, including “bold” landscaping, medians, crosswalks, and new lighting fixtures.
  - The City Commission will consider the issuance of a Request for Proposals for the AOB (City property West of the boat ramp) at 160 N Causeway.
- It is anticipated that SR 44 will continue to be active in economic development:
  - The construction of an extension of Colony Park Rd is now underway and will provide a new link from Pioneer Trail to SR 44;
  - New Smyrna Beach Chevrolet is now building its new dealership location on SR 44 and will move from US 1.
  - Development interests continue to pursue locations on SR 44.
- Activities on Third Ave include:
  - Norwood’s Restaurant is scheduled to complete a noteworthy expansion, a “treehouse” feature at the entrance to the restaurant on Third Avenue..
  - A gateway entrance sign for the Third Ave area is scheduled to be installed in 2015.
- Canal St area activities include:
  - The process for the development of the Tabby House site continues, with closing on the property scheduled to occur by April 1.
  - The renovation of the former Tru-Gas building at 115 N Orange is nearly complete and will be available for lease.
  - With the opening the Cork Screw Bar and Grill, the former Pennysaver building on Canal St will be fully occupied.
  - Bert Fish Medical Center continues its negotiations towards a partnership agreement.
  - City staff is planning an improvement project in Riverside Park that includes an upgrade at the Manatee Playground.
  - The Florida Department of Transportation will continue planning activities for an improvement project on US 1 in the area of Canal St, with construction scheduled for 2016. The project includes intersection improvements at Canal St with new turn lanes.
- US 1 activities include:
  - The former Beacon Movie Theatre location is being renovated and a new theatre company is scheduled to move in.
  - City staff is preparing a proposal for the designation of an area of US 1 properties as a Brownfield for purposes of encouraging redevelopment.
  - City staff is planning for the implementation of the US 1 CRA to begin in the 2016 fiscal year.
- Historic.Westside developments include:
  - Construction of the Babe James Community Center Expansion is now underway and is scheduled for completion this summer. The expanded Center will provide a larger area to host groups and provide opportunities for local caterers.
  - Both the Housing Authority and Habitat for Humanity are planning residential building projects, in the Julia St area and on Sheldon St. The

Housing Authority recently completed renovations on an apartment building on Julia at Dimmick.

- More Airport Improvements on the way!
  - Renovation of the largest of several hangars located off Taxiway 'D' at 1501 Airway Circle is underway. The metal building is approximately 100' x 250', including a 25' x 100' two-story "finished space" on each end and 100' x 200' hangar space. The building is occupied by American Aero Services, a restoration and maintenance facility serving the warbird community for over 28 years. Renovations will include new hydraulic doors, a new roof and gutter system, new lighting inside and out, and other repairs. The project is due to be completed by March.
  - For 2015 the Airport has received grants to fund a Master Plan Update (MPU) for the Airport and the Industrial Park area. The MPU will provide the City with a comprehensive overview of the airport's needs over the next twenty years, and will include the identification, location, timing, and costs of proposed developments as necessary to meet future demand projections and to increase safety. The update will take approximately 18 months to complete and will take into consideration input received from airport tenants, industrial park business owners, and the surrounding communities.

✓ *Important Notes*

- The next meeting of the New Smyrna Beach Economic Development Advisory Board will be held January 21. Meetings are held in the City Commission Chambers at City Hall at 6 pm.
- The cities of New Smyrna Beach, Edgewater, and Oak Hill have jointly been awarded a US EPA grant to provide environmental site assessments, free of charge, for approved sites. The Phase 1 and Phase 2 assessments are performed to identify contaminants including soil and groundwater pollutants, asbestos, lead paint; and in some cases grant funds may be used for the removal of underground storage tanks. For information on how to apply for grant services please contact: Ms. Donna Banks: [dbanks@cityofnsb.com](mailto:dbanks@cityofnsb.com) or (386) 314-4849.
- The "City Ready" service provides a meeting at no charge with City staff members to discuss how to maximize the use of a commercial building and/or property. Such meetings normally take less than one hour and provide a wealth of useful information for business planning.

In addition, City staff can obtain information from the City's partner economic development resource agencies, including Team Volusia, the CEO Business Alliance, the Volusia County Economic Development Department, The Small Business Development Center at Daytona State College, SCORE, and Career Source Flagler Volusia. For example, the Volusia County Department of Economic Development is a source of information for the exporting of products; and Team Volusia can provide data for 1, 3 and 5 miles from a prospective site.

- For prominent Commercial/Industrial properties for sale or lease, please go to [Volusiasites.com](http://Volusiasites.com) and click on New Smyrna Beach.

- New Smyrna Beach has been recognized for its standout surfing and pedestrian-friendly historic areas filled with shops, galleries, restaurants, and bars:
  - One of the “Top Ten Spots to Hang Ten” by Outside magazine, 2014.
  - One of ten best beach towns in Florida by SmarterTravel.com in 2014.
  - One of the Coolest Surf Towns, by Travel + Leisure Magazine in 2013;
  - One of the World’s Top Twenty Surf Towns, by National Geographic Magazine in 2012
  - Named as the favorite beach by the readers of the Orlando Sentinel

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