



## **Economic Development Newsletter**

October, 2019

*You are Cordially Invited!*

Help Shape the City Economic Development Program on  
**October 16!**

The City's Economic Development Advisory Board will meet on Wednesday, October 16, at 6 pm in the City Commission Chambers at City Hall, 210 Sams Ave (please use the Julia St doors). At this meeting the Board will review a draft of the Update of the City's Economic Development Strategic Plan, the document that will guide the City's Economic Development Program for the next three years.

The Plan consists of three sections: Where We Are Now; Enhancing Where We Are Now; and the Action Plan, which is the key section: it describes specific actions to be accomplished. The entire draft Action Plan will be posted on the City website ([www.cityofnsb.com](http://www.cityofnsb.com)) before the meeting. Action Plan items include:

### **Business Retention & Expansion**

1. Establish a Small Business Center for referrals to resources, concierge services
2. Strengthen partnerships with resource agencies for referrals and data
3. Provide new market & other information for targeted industries and start-ups
4. Propose changes to assist businesses such as regulations re window signage
5. Increasing Parking Capacity for the US 1, Canal St, and Flagler Ave area:
  - a. Explore using church parking lots which are typically underutilized: through leases, easements, or purchase (for public lots, still available for church use)
  - b. Explore the use of the AOB site for overflow parking and provide park enhancements near the water including benches and trees.
  - c. Explore a lease with the Marine Discovery Center for the use of parking lots.
  - d. Explore the use of a private vendor for a shuttle for special events on Canal St and Flagler Ave.
  - e. Review Flagler Ave parking regulations to enhance capacity for shoppers.

## **Redevelopment**

1. Redevelop Individual Sites on US 1
  - a. Prepare a CRA grant program for infrastructure to support businesses
  - b. Request a revision in the Volusia County CRA enabling resolution that will provide funding capability for private property improvement grants and landscaping improvements in the medians.
2. With Planning staff: Prepare a US 1 Overlay Zone to provide more flexible restrictions (parking, signage, setbacks, buffers, etc.) and a broader range of permitted uses (allowing food processing and light manufacturing that does not produce odor, dust, or noise, etc.).
3. Prepare a report on Underutilized Properties and seek redevelopment.
4. Prepare a program: site improvements and lease subsidies for new uses.
5. Facilitate the development of a boutique hotel in the Canal St area that would enhance the business climate in the Canal St area and serve guests for business meetings at the Brannon Center. Possible sites would include the County owned property along Riverside Dr from Canal to Julia Streets; or, the Utilities Commission building on Canal St if the UC decided to move.
6. Review the Team Volusia Incentive Report (dated June 28, 2019) and determine the feasibility of implementing the incentives listed.
7. Historic Westside: Prepare a Historic Westside specific plan that includes a review of water lines and fire hydrants; septic tanks and sewer connections; recently annexed areas to be added to the CRA; building a parking lot near Pettis Park; and support for Housing Authority developments including Greenlawn and Julia.

## **Attract New Businesses**

1. Help new business prospects find and analyze location sites
2. Facilitate the development of selected future commercial and industrial sites
3. Work with the Southeast Volusia Manufacturing and Technology Coalition to complete/update, and implement the Marketing Plan

## **Capital Projects**

1. Recommend Capital Projects that would aid Economic Development:
  - a. Intersection and other FDOT-funded Improvements on US 1 at 10<sup>th</sup> St, Washington St, Wayne Ave, Turnbull Bay Rd, and Industrial Park Rd. Design features may include: buried electric lines in selected locations; improved traffic signal mast arms, and lighting fixtures and poles.
  - b. With the UC provide sewer on Tionia Rd as a municipal assessment project
  - c. Encourage the final route for the Williamson Extension: Pioneer Trail to SR 44
  - d. Explore the construction of a pedestrian bridge across US 1 near Canal St.
  - e. Infrastructure: re-use lines on US 1 to serve businesses with landscaping
  - f. Bury overhead lines on US 1
  - g. Planning for enhanced electric system reliability without the installation of additional poles on US 1
  - h.

2. In cooperation with the Utilities Commission, revise the site plan for the Utilities Commission building: build a parking garage on the Southside of the building (another pickup point for the special event shuttle); and re-purpose the section of the parking lot fronting Canal St to become an Easterly extension of Christmas Park, and add public restrooms to that extension.

## **Workforce**

1. Endorse continued improvements in Workforce Education and Training available to Southeast Volusia residents, including programs at New Smyrna Beach High School, SEV Sci-Tech Charter, New Smyrna Beach Middle School, and Daytona State College campus on 10<sup>th</sup> St. Encourage DSC class availability for NSB HS.

## **New Initiatives**

1. Recommend a Resiliency program to combat rising water levels
  2. Explore the development of a Green Business Program
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## **Calling all Start-ups and Small Businesses!**

On Wednesday October 23 at 5:30 pm the City and the Southeast Volusia Chamber of Commerce will host the last monthly City Business Reachout meeting at City Hall (210 Sams Ave) in the City Commission Chambers.

The topic for this meeting will be Start-ups and Small Business Development. No reservations are required for this meeting.

Questions? Contact Tony Otte CEcD at [totte@cityofnsb.com](mailto:totte@cityofnsb.com) or 566-3941.

## **Meetings, Announcements & Prominent Projects**

### **Meetings**

- The Second Wednesday Club: Small business owner meet-up held the Second Wednesday of each month (except December) at 5:30 pm at the Half-Wall Brewery, 1887 SR 44 next to the Harley Davidson store. Order off the menu & pay for your order. No reservations required! Check out the group's Facebook page: <https://www.facebook.com/Second-Wednesday-Club-of-Southeast-Volusia-2048020132078476/>. Contact: Jim Long at 386-402-0071.

### **Announcements**

- Marriott Springhill Suites hotel on Flagler Ave is the recipient of a prestigious environmental sustainability award from Blue Community, a program of the WHALE Center which administers United Nations World Tourism Organization (UNWTO) Affiliate programs. Blue Community was developed as a way coastal communities could put greater emphasis on sustainable ocean issues that are of concern.

- The New Smyrna Beach/Edgewater campus of Daytona State College has introduced a new program that will provide students with the knowledge and skills necessary to be employed in the manufacturing industry. There is an introductory course in Computer Numerical Control (CNC) programming of Vertical Milling Machines. See the Daytona State College website: <https://daytonastate.edu>
- Panheads Pizzeria at 113 S Orange St has made an announcement:  
Hello everyone! We just wanted to reach out to all of our loyal customers and fill you in on all things new with Panheads pizzeria. As we just announced we are rebranding the catering side of Panheads catering to RAVISH CATERING LLC. We feel that fits our catering style and we want our clients to think beyond pizza. Chef Eric is very talented and we are all very excited to rebrand our catering services to better serve Volusia County. His catering team has been working by his side for over 5 years. The whole team is reliable and will represent RAVISH CATERING very well. If you see RAVISH CATERING know that it's the same great catering service as Panheads catering. Check out the Ravish Catering Facebook page!
- The General Public House is a successful Winter Springs restaurant that will be opening a second location at the NW corner of Canal St & Orange Ave in the space formerly occupied by the Half-Wall. The restaurant's website ([www.generalpublichouse.com](http://www.generalpublichouse.com)) notes that "The General Public House has established itself as one of Central Florida's top farm to table restaurants focused on providing exceptional southern cuisine made with local Florida ingredients." The target date for opening is now set on or about November 1.
- A Tractor Supply store is being planned for the SE corner of SR 44 and Corbin Park Rd. Zoning was approved at the August 14, 2018 City Commission meeting.
- A Hyatt Place Hotel is being planned in the former Outback Plaza across from Norwood's on Third Ave. Construction plans are being finalized.

### **Private Property Projects**

- 7 In the Afternoon: The former Hottie Coffee site at 409 Mary Ave is re-developing into a restaurant. Pictures of the new interior and more information: [www.facebook.com/hottiecoffee/](http://www.facebook.com/hottiecoffee/)
- The Posh Pineapple at 330 Canal St is expanding! Renovation is now underway.
- Riverwalk Condos, NW area of North Causeway: construction continues on several buildings. One of the units was featured in the most recent Parade of Homes.
- Canal Street Pavilion: the former movie theatre space on the NE corner of Canal and Orange has been renovated. Owner Dick Rosedale has one office space upstairs still available for lease: 956-0668.
- New Commercial Building at 701 E Third at Saxon (east bound side of street): two units left to lease for professional office, retail, or restaurant: 690-1636.

- Blue Ocean Dermatology is constructing two professional office buildings at the NE corner of W Canal and Duss St.
- Beacon Apartments at SR 44 and Glencoe Rd (SW corner): Development with 253 apartments, now under construction.
- Assisted Living Facility, 115 Washington St in Canal St area on Alba Court site: 104 bed facility now under construction.
- Tabby House mixed use development between Canal St & City Hall: 11 of the 17 lots are either complete or under construction.

### **City/County/State Projects**

- The “Weeping Mortar Building” North of City Hall: This major renovation project is scheduled to begin this month and will take about one year to complete. The parking lot east of the building will be closed during construction. Following renovation this building will house the City Commission Chambers, and the Planning, Engineering, and Building departments which will move from their current location at 2650 US 1.
- New playground equipment at Pettis Park: Staff anticipates this project will take about 120 days.
- FDOT project on US 1, from Julia to Andrews with significant work at the Canal St intersection: now under construction; completion scheduled for summer, 2020.
- 5<sup>th</sup> St. Bridge Replacement in coordination with FDOT: in design.
- Alonzo “Babe” James Community Center Splash Pad: This project is moving forward with bidding. It is anticipated that the Splash Pad will be complete by late summer, 2020.
- Women’s Club Building Improvements: in design.
- Old Fort Park Wall: design complete, bidding soon; partial grant funding approved.
- Public Parking lot to serve Pettis Park and the Black Heritage Museum: Property at the SE corner of Duss and Jefferson Streets has been purchased by the City’s CRA for the planned construction of a public parking lot.
- Affordable Housing: FIRST DUPLEX COMPLETE at the corner of Julia and Dimmick Streets, a partnership with the NSB Housing Authority, Volusia County, and the City of New Smyrna Beach CRA. A second duplex is being planned.
- Brannon Civic Center: this “signature” New Smyrna Beach facility is available to rent for your event, meeting, or seminar! Call Shonna Green, Center Manager, at 410-2880 or go to <http://www.cityofnsb.com/126/Rental-Facilities>. The website includes room capacities and rates.

# ***BUSINESS RESOURCES FOR YOU!***

- Florida Virtual Entrepreneur Center: a valuable website for start-ups and small business owners. The City of New Smyrna Beach is a FLVEC member, so entrepreneurs within the City can have a profile posted on the FLVEC website, no charge. Contact: [www.flvec.com/Volusia](http://www.flvec.com/Volusia); or call 386-310-8781.
- City of New Smyrna Beach: free pre-application meetings with the City's development review team to help ensure compliance with the City Land Development Code and Building Codes; information on residents in 1-3-5 mile rings needed for business plan preparation; traffic counts on county and state roads, and other useful business information. Contact: Tony Otte CEcD: [totte@cityofnsb.com](mailto:totte@cityofnsb.com) or call 566-3941.
- SCORE offers business training classes and individual, confidential business consulting including start-ups. Contact: Lillian Conrad CPA: 409-7881; Website: [www.volusiaflaglerscore.org](http://www.volusiaflaglerscore.org).
- Daytona State College Small Business Development Center: offers services for established businesses including financial analysis and planning by a former banker. Website: [www.sbdcdaytona.com](http://www.sbdcdaytona.com) or call (386) 506-4723.
- New Smyrna Beach Visitor's Bureau offers web listings for tourism industry partners on the Visitor's Bureau website; restaurants with a Facebook page should forward automatically to the Bureau's "Eat" section. Contact David Villegas [david@visitnsbfla.com](mailto:david@visitnsbfla.com)
- Business Planning and Development Information available from the City: includes resident data in 1-3-5 mile rings from a store location; traffic counts; site analysis for expansion. Contact Tony Otte: 566-3941 or [totte@cityofnsb.com](mailto:totte@cityofnsb.com).
- The Southeast Volusia Chamber of Commerce: provides many valuable opportunities for training, networking, and special events. Contact: Sue Williams: 428-2449, [SWilliams@sevchamber.com](mailto:SWilliams@sevchamber.com); [www.sevchamber.com](http://www.sevchamber.com)
- Volusia County Department of Economic Development: various business expansion services including exporting assistance. (386) 248-8048; [www.floridabusiness.org](http://www.floridabusiness.org)
- Innovate Daytona: this 501(c)(3) group serves all of Volusia County with activities including the weekly One Million Cups in Daytona. Website: [www.1MMCDB.com](http://www.1MMCDB.com).
- Daytona State College: offers free business seminars. Website: [www.daytonastate.edu/cbi/](http://www.daytonastate.edu/cbi/) Contact [Joanne.Parker@Daytonastate.edu](mailto:Joanne.Parker@Daytonastate.edu) or (386) 506-4224

- Online Business Research Tool: users can create customizable report content with information about demographics, employment, housing, spending, and education. Learn more at <https://tinyurl.com/y94kmjru>
- Assistance with hiring employees: Career Source Flagler Volusia: (386) 323-7001, website: [www.careersourcefv.com/](http://www.careersourcefv.com/)

For further information contact Tony Otte CEcD: [totte@cityofnsb.com](mailto:totte@cityofnsb.com);  
566-3941

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