



Economic Development Newsletter

September, 2019

City Commission approves ordinance to help fill vacant commercial buildings on US 1

At the August 27 meeting the City Commission approved Ordinance 44-19 which amended the City's Land Development Regulations. It is anticipated that this ordinance will help fill vacant commercial buildings on US 1.

The ordinance states in part:

“Properties within the U.S. 1 Corridor Special Parking District zoned B-3 shall be exempt from the off-street parking space requirements of this section in cases of a change of use or activation of a terminated use where there is no change to the building footprint.”

Previously, a building vacant for six months or longer or a building with a proposed change of use (for example, restaurant to professional office) had to bring their parking area into compliance with the current parking lot standards – which means the parking spaces and drive aisles had to meet city standards, and landscaping areas had to be cut in and plant material installed even if there were no areas provided for landscaping. One such lot next to a vacant building on US 1 was said to potentially lose about 20 parking spaces if landscaping areas had to be installed around the perimeter of the lot.

The ordinance recognizes the special nature of US 1 and no longer imposes those requirements on vacant buildings proposed for occupancy or proposed for a new and different use from the previous use. In the US 1 area there are vacant buildings that require renovation expense, and additional expenditures for parking lot improvements could make a proposed project financially out of reach. The elimination of those

requirements recognizes that situation and it hopefully will make more properties available for renovation.

Airport, Manufacturing, & Technology Businesses to Meet with City & Chamber officials

On Thursday, September 26 at 5:30 pm the City and the Southeast Volusia Chamber of Commerce will host the monthly City Business Reachout meeting at City Hall (210 Sams Ave) in the City Commission Chambers.

The topic for this meeting will be Business Development for the Airport area as well as Manufacturing and Technology Businesses. Featured speakers will include the City's Airport Manager Rhonda Walker, as well as a presentation on attracting and retaining employees – a major problem facing many companies today.

No reservations are required for this meeting.

The final meeting in this series is scheduled for Wednesday, October 23, at 5:30 pm in the City Commission Chambers: Start-ups and Small Business.

Questions? Contact Tony Otte CEcD at totte@cityofnsb.com or 566-3941.

The City's Economic Development Plan Update Welcomes Your Input!

The City's Economic Development Advisory Board (EDAB) is in the process of updating the City's Economic Development Strategic Plan, and all local business owners, managers, and interested citizens are cordially invited to participate in this important effort!

The current plan was prepared by the Economic Development Advisory Board and City staff in 2015 and approved by the City Commission on March 22, 2016. An Update is needed in order to stay current with changing local and market conditions.

The Plan format follows the standard, straightforward "strategic plan" type format, and each section will be discussed at an upcoming EDAB meeting as noted:

<u>Plan Section</u>	<u>EDAB Meeting Date*</u>
1. Action Plan	September 18 EDAB meeting
2. Draft Plan Review	October 16 EDAB meeting
3. Approval of Final Draft	November 20 EDAB meeting

4. Presentation to City Commission December 10 City Commission meeting
*All EDAB meetings are held at 6 pm in the City Commission Chambers, City Hall,
210 Sams Ave.

If there are questions on this effort please don't hesitate to contact Tony Otte:
566-3941 or totte@cityofnsb.com.

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.
- **US 1 Business Group**: business owners and managers of US 1 businesses will meet on Thursday, September 12 at 6 pm at "7 in the Afternoon", a new restaurant in the former Hottie Coffee location, US 1 and Mary Ave. Order off the menu & pay for your order. The development of the US 1 Plan will be discussed. Contact Tony Otte CEcD at 566-3941 or totte@cityofnsb.com.

Announcements

- **Marriott Springhill Suites hotel** on Flagler Ave is the recipient of a prestigious environmental sustainability award – watch for further information about an upcoming event to celebrate this major recognition!
- **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) 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 on or about October 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/
- 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.
- Messina on the Lake 431 Luna Bella Lane: Apartments are now available in this four building development at the Town Center in Venetian Bay, 264 units total.
- 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 by October 1 and will take about one year to complete. 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 will recommend a bidder at the September 24 City Commission meeting

- 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.
- 5th St. Bridge Replacement in coordination with FDOT: in design.
- Alonzo “Babe” James Community Center Splash Pad: in design.
- 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 adjacent to the first is being planned by the same partnership group.
- Brannon Civic Center: this “signature” New Smyrna Beach facility, “Central Florida’s Premier Event Venue” is available to rent for your event, meeting, or seminar! For rental information 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; 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 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.

- Daytona State College Small Business Development Center: offers services for established businesses including financial analysis and planning by a former banker. Website: www.sbdccdaytona.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 Holly Blount: holly@visitsnbfla.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.
- The Southeast Volusia Chamber of Commerce: provides many valuable opportunities for training, networking, and special events. Contact: Sue Williams: 428-2449, SWilliams@sevchamber.com; www.sevchamber.com
- Volusia County Department of Economic Development: various business expansion services including exporting assistance. (386) 248-8048; 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.
- Daytona State College: offers free business seminars. Website: www.daytonastate.edu/cbi/ Contact 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>
- US 1 Business Development Group: meets on the second Thursday of each month. Call Tony Otte CEcD for further information: 566-3941.
- Assistance with hiring employees: Career Source Flagler Volusia: (386) 323-7001, website: www.careersourcefv.com/

Contact: Tony Otte CEcD - 566-3941; totte@cityofnsb.com