



Economic Development Newsletter

July, 2018

Business Activity in New Smyrna Beach is “heating up”!

We are looking forward to a great summer of business activity, including:

- The recent opening of “Ricky’s Canteen/Poke Bar & Street Food” located at 105 Magnolia St behind The HUB on Canal. This restaurant is the creation of Chef Henry and Michelle Salgado, who have an impressive list of credentials including their former restaurant in town, the critically acclaimed Spanish River Grille. The Salgado’s have a loyal following, and the new restaurant is another huge plus in the continued development of the Canal St area! New business locations are springing up on the side streets off of Canal St – a sign of continuing redevelopment success!
- Speaking of developing side streets off of Canal St, the “Tabby House” mixed use development with 17 platted townhouse lots on the former city property just north of Canal St between Faulkner St and Sams Ave continues to progress. There are now five new buildings under construction, in addition to the four other buildings that have been completed. One of the completed buildings at 119 Faulkner St is home to “Pepper’s Boutique”, a retail fashion store with the newest trends and latest styles with a unique flare. Many labels are featured including Frank Lyman, One Shoes, Insight, Ravel, and Articles of Society Jeans to name a few.
- A SR 44 property has also seen a remarkable transformation: from a vacant and distressed real estate office to an insurance office with substantial building

improvements and lush landscaping. The anticipated opening of the HIG Insurance office on SR 44 at N Timberlane Dr. is a welcoming new look for this site, especially being situated between newer buildings at the New Smyrna Chevrolet dealership and Dunkin Donuts.

- The Publix store at 1930 SR 44 (across from the Harley Davidson store) is preparing to break ground! This \$20 million project includes enlarging the present store space to 54,244 sq feet by moving the east wall and removing the spaces formerly occupied by Sally Beauty Supply, Subway, and the Joy Luck Garden Restaurant. There are also plans for a separate but attached 1,400 sq ft liquor store and re-configuring the parking lot. It is anticipated that the store will close in early August and re-open in late summer – early fall, 2019.
- The Subway store that moved out of the Publix plaza at 1922 SR 44 is moving to a new store in a new building, next to the Dunkin Donuts at 2365 SR 44, at N Timberlane Dr.
- Announced site developments include:
 - o Hyatt Place Hotel in the former Outback Plaza across from Norwood's on Third Ave
 - o Holiday Inn Express on the Snowden property across from Wal-Mart on SR 44
 - o Florida Roadhouse restaurant on the Snowden property across from Wal-Mart on SR 44.
- Three new commercial locations have leasable space (see “private property projects” below for details):
 - o 701 E Third at Saxon – new building on the East-bound lane at a traffic signal.
 - o NE corner, Canal & Orange St – newly renovated former movie theatre in a historic downtown location with office and restaurant space.
 - o 1890 SR 44 (at the east end of Publix Plaza with traffic signal at Eddie Rd) – new commercial building under construction on the East-bound lane.

We are off to a GREAT summer season of business activity in New Smyrna Beach!

Recent Ordinances Help Preserve City Character

- At the June 12 meeting the City Commission approved Ordinance 26-18, which adds Article XII of the Land Development Regulations pertaining to

Architectural Design Standards. These standards apply to all new development, including certain types of residential development or redevelopment where special conditions or circumstances arise – including multi-family, industrial, PUD (Planned Unit Development), and commercial properties. In these cases waivers may be granted to the applicable development provided that the structures conform to the general standards in the new regulations.

Architectural Design standards were required under the original Community Redevelopment Agency grant programs that sunset in 2015, and have been recommended in many meetings including “Charting Our Course: NSB 2039”, Central Beach Neighborhood Meetings, Coronado Island Neighborhood Meetings, and the Canal Street/Downtown Meetings.

- At the June 26 meeting the City Commission approved Ordinance 35-18, which establishes a temporary moratorium – no later than October 23, 2018 – on certain actions requested in the Corridor Overlay Zone. This allows City staff time to address deficiencies in landscaping that have resulted as the corridor has developed. The Corridor Overlay Zone is located between on SR 44 from South Myrtle Avenue to the western City limits line (Hunting Camp Road/Hughes Road) except the Activity Center area on the Future Land Use Map, around SR 44 and I-95.

The requested actions affected by the moratorium are rezonings, Master Development Agreements or amendments to Master Development Agreements, and variances related to landscape. While the temporary moratorium is in effect, the City shall not accept, process, or approve any of the aforementioned applications except those that have already been reviewed by the Planning and Zoning board prior to the effective date of the ordinance.

Opportunities to Learn, Participate, and Network

Monthly Meetings

- The “Second Wednesday Club” – this Entrepreneur and Small Business support group serving Southeast Volusia gathers in an informal setting on the Second Wednesday of each month at 5:30 pm at the Half-Wall Brewery, 1887 SR 44 next to the Harley Davidson store. The next gathering is Wednesday, July 11 and the speaker is Rick Hawes from SCORE, which is a key resource for Entrepreneurs and start-ups by providing NO CHARGE business consulting. Rick is also the Chair of the Southeast Volusia Chamber of Commerce Economic Development Committee. This will be a great learning and networking opportunity!

Check out the group's Facebook page: <https://www.facebook.com/Second-Wednesday-Club-of-Southeast-Volusia-2048020132078476/>. For information call 386-402-0071.

- US 1 Business Development Group – US 1 area business owners and managers meet every second Thursday at 6:30 pm at Hottie Coffee, US 1 & Mary Ave. The next meeting is Thursday, July 12 at 6:30 pm with continued discussion on the US 1 median improvement project and the formulation of a US 1 Redevelopment Plan. For further information contact Lori Ellis: hottiecoffee@gmail.com

Many Prominent Projects Are Underway!

There continues to be progress for a number of prominent projects, including:

Private Property Projects

- 2341 SR 44, west of Mullinax Ford – approved site plan for a retail and office building.
- Popeye's Restaurant – being constructed next to McDonald's in front of Walmart on SR 44.
- Riverwalk Condos, NW area of North Causeway: construction continues on several buildings. The first six story condo building with 36 units was featured in last year's Parade of Homes.
- Canal Street Pavilion: the former movie theatre space in the building on the NE corner of Canal and N Orange has been renovated and is now called Canal Street Pavilion. Owner Dick Rosedale has 4,000 sq. feet downstairs and has created another 4,000 sq. feet with a new second floor. Office and restaurant space for lease: 956-0668.
- Proposed Expansion for Publix (across from Harley-Davidson): see article above.
- Proposed Hyatt Place Hotel (in former Outback Plaza): Zoning was approved last year at the November 28 City Commission meeting.
- New Commercial Building at 1890 SR 44 (at the east end of Publix Plaza), 8,800 sq ft under construction, now leasing: 689-2026.
- 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.

City/County/State Projects

- City Gym, behind the Library on US 1: the roof and the gym floor were heavily damaged by recent hurricanes, and repair work is underway. Anticipated completion: within 60 days.
- Live Oak Cultural Center, 1050 Live Oak St, adjacent to the City Gym: This new 5,000 sq ft building is now under construction. Anticipated completion: December, 2018.
- Property North of City Hall: The "weeping mortar building" will be scheduled for renovation with partial funding from County Echo funds. The renovated 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.

- FDOT study for a pedestrian path in the area of the US 1 corridor, from SR 44 to Daytona Beach: this FDOT study is being conducted by the Scalar Consulting Group: 561.429.5065. Additional information is at www.sjr2c.org/home
- FDOT project on US 1, from Julia to Andrews with significant work at the Canal St intersection: this project is scheduled to start in the last quarter of this calendar year with over a year of construction time. Intersection improvements include two new turn lanes and City CRA funded facility upgrades.
- 5th St. Bridge Replacement in coordination with FDOT: an engineering firm has been selected to design the project.
- 27th St Park Improvements: in design.
- New Gazebo in Riverside Park: to be installed in the next 90 days.
- Swoope Boat Ramp Parking Expansion: will add 42 truck-boat trailer parking spaces. Site work has begun; estimated completion in December.
- Babe James Splash Pad, east of the building: to begin design soon.
- Brannon Civic Center: this “signature” New Smyrna Beach facility is now available to provide an outstanding venue for your event! For rental information call the Center Manager, at 410-2880 or go to <http://www.cityofnsb.com/126/Rental-Facilities>

✓ **Business Resources**

- A new website to help prepare for hurricane season: www.FloridaDisaster.biz features an interactive business preparedness toolkit, critical disaster updates from the State Emergency Operations Center, and a Business Damage Assessment Survey to help businesses get back up and running after an emergency. The new website is a partnership effort including two state departments: Economic Opportunity, and Emergency Management.
- Business Planning Information available at no charge from the City: contact Tony Otte at 566-3941 or email: totte@cityofnsb.com for information on commercial and industrial properties.
 - The “Commercial Pre-Application” service provides a meeting at no charge with Development Review Team members to discuss how to maximize the use of a commercial building and/or property.
 - City Property Tax Exemption for up to 5 years for expanding businesses that meet program criteria.
 - For prominent commercial or industrial properties for sale or lease please go to www.Volusiasites.com - click on “more filters” and “select a city”, and select New Smyrna Beach. To have your property listed please contact Tony Otte.

- Assistance with hiring employees: Career Source Flagler Volusia, 329 Bill France Blvd, Daytona Beach: (386) 323-7001
- Training and business consulting offered at No charge:
 - Daytona State College training website: www.daytonastate.edu/cbi/ or contact Joanne.Parker@Daytonastate.edu or (386) 506-4224 or
 - Daytona State College Small Business Development Center website: www.sbdcdaytona.com or contact Tracy Martin at (386) 506-4723. Former Banker Maggie Incandela provides financial analysis services.
 - SCORE offers business training classes and individual, confidential business consulting including start-ups. For more information go to www.Score87.org
 - Volusia County Department of Economic Development: (386) 248-8048 – services include exporting assistance: www.floridabusiness.org
 - Florida Virtual Entrepreneur Center: a great website for start-ups and small business owners. The City of New Smyrna Beach is a FLVEC member, and 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.

✓ **Small Business Tools**

- **FREE ONLINE BUSINESS RESEARCH TOOL** – The interactive Census Business Builder: Small Business Edition (CBB:SBE) is a cloud-based tool that combines industry and demographic census data with an ArcGIS mapping platform to allow users to create customizable and dynamic report content down to the local geographic level, with information about demographics, employment, housing, spending, and education. Learn more at <https://tinyurl.com/y94kmjru>.
- **Demographic Data for customer research in 1-3-5 mile rings, and drive-times** - The City is a member of Team Volusia, which provides a variety of data for specific addresses. Contact Tony Otte at totte@cityofnsb.com or call 566-3941.

For further information contact:

Tony Otte, CEcD: totte@cityofnsb.com;

or call 386.566.3941