



NEW SMYRNA BEACH  
COMMUNITY REDEVELOPMENT AGENCY

# COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF NEW SMYRNA BEACH

Annual Report FY 2023 - 2024

CRA Districts  
US 1 CRA District  
Note: Right-of-Way (ROW) within the CRA boundary is included as part of the CRA.



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# Vision

The New Smyrna Beach community identified in its previous CRA master plans and its Economic Development Plan, the community values and critical issues; a framework that combines traditional planning principles and land development practices through planning directives aimed at:

- Creating a distinct community image, unique identity, and recognized City character.
- Uniting the community together through the development of a central community core, neighborhood centers, and gathering spaces.
- Establishing land development patterns that integrate the City's commercial core, commercial corridors including US 1, neighborhoods, civic areas, and public spaces.
- Uniting the community through an integrated, multimodal transportation system in concert with the Florida Department of Transportation and Volusia Transportation Planning Organization.
- Meeting the public services and infrastructure capacity needs for today and the future.
- Establishing sustainable land development practices, traditional master planning strategies, and identifiable architectural design standards.

The US 1 CRA Plan and the Community's Vision, established throughout the planning process, provide the necessary framework to enable the community to evolve and develop over time to improve its quality of life and enhance its character. The City has identified numerous assets that can serve as catalysts for economic development and neighborhood stabilization. The City has undertaken numerous efforts towards this end, and the US 1 CRA Master Plan will help the City achieve its Vision and provide the framework for change in the community. Building off of previous City successes, a goal of this CRA Master Plan is to activate the streets through attractive, viable uses that draw residents and visitors out of the car and off the main thoroughfare, stabilize neighborhoods through public infrastructure, improved housing and buildings, provide employment opportunities through primary and secondary jobs creation, and encourage redevelopment and reinvestment in the community by the private sector.

# Purpose

The purpose of the US 1 CRA is to act as a tool for the City to stimulate economic recovery and to improve local conditions by reinvestment in the community. Kimley-Horn and Associates, Inc., with support from its team members, Urbanomics, Inc., Traffic Engineering Data Solutions, Inc. (TEDS), and AECOM, have prepared the 2014 US 1 CRA Master Plan. The 2014 Plan presents the Vision for the CRA that was developed with consideration of the inventory and analysis of existing conditions within the City and the study area defined through the Finding of Necessity (“Blight Study”) process. Portions of this Master Plan included components previously identified and/or provided as part of the US 1 CRA Finding of Necessity Report to provide consistency and continuity in the CRA and Master Planning approach.

Key Elements of the CRA Plan include projects that facilitate:

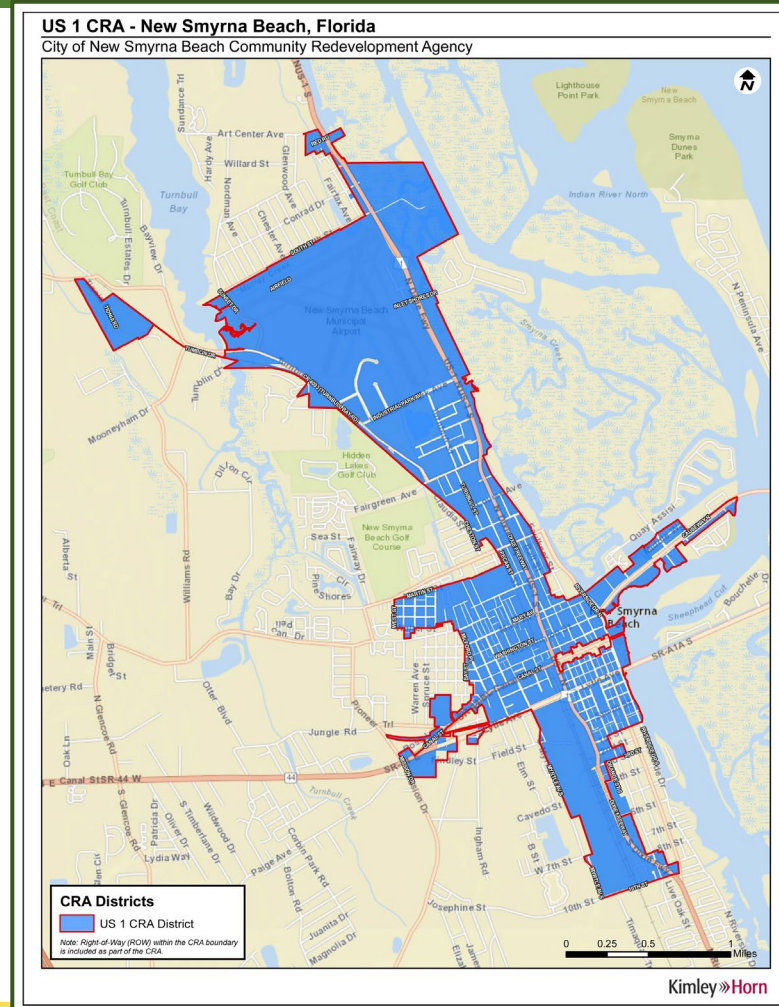
- Capitalize Economic Potential of the Airport
- Improvements / Expansion of Parks, Playgrounds, Parking Areas, Boat Ramps and Other Public Facilities
- Pedestrian Safety Enhancements/Improvements and Streetscapes
- Preservation of Critical Historic Structures
- Utility Improvements
- Property Rehabilitation/Remediation
- Wayfinding Signage and Entry Way Signage
- Stormwater Management
- Support Affordable Housing Initiatives

Only the City of New Smyrna Beach and Volusia County taxing authorities are requested to participate. Note: the US 1 CRA Master Plan contemplated a maximum 40-year build-out; however, it is understood based on the Volusia County Resolution 2014-164 (Delegation of Authority), the duration of the US 1 CRA will be for 20 years.

# Redevelopment Area Boundaries

## The Community Redevelopment Agency of the City of New Smyrna Beach

- 2,170 parcels
- Totaling 2,002 acres
- 3.8 square miles



# The Process



- Volusia County Resolution 2014-164 Delegation of Authority to create the CRA
- Resolution 04-15 Finding of Necessity February 24, 2015
- Resolution 05-15 Creating the Community Redevelopment Agency and Declaring the City Commission as the Governing Body February 24, 2015
- Ordinance 44-15 Adopting the CRA Master Plan May 18, 2025
- Volusia County Resolution 2020-161 Amending Capital Items and Use of County Contributed Funds September 29, 2020

# Governing Board



Governing Board Members 23 – 24  
(left to right) Vallie Perrine, Lisa  
Martin, Fred Cleveland (Chair),  
Jason McGuirk and Brian Ashley

Contact: Samantha Bergeron,  
CRA / Economic Development Director  
City of New Smyrna Beach  
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URL: <https://www.cityofnsb.com/1286/Community-Redevelopment>

# Primary Objectives

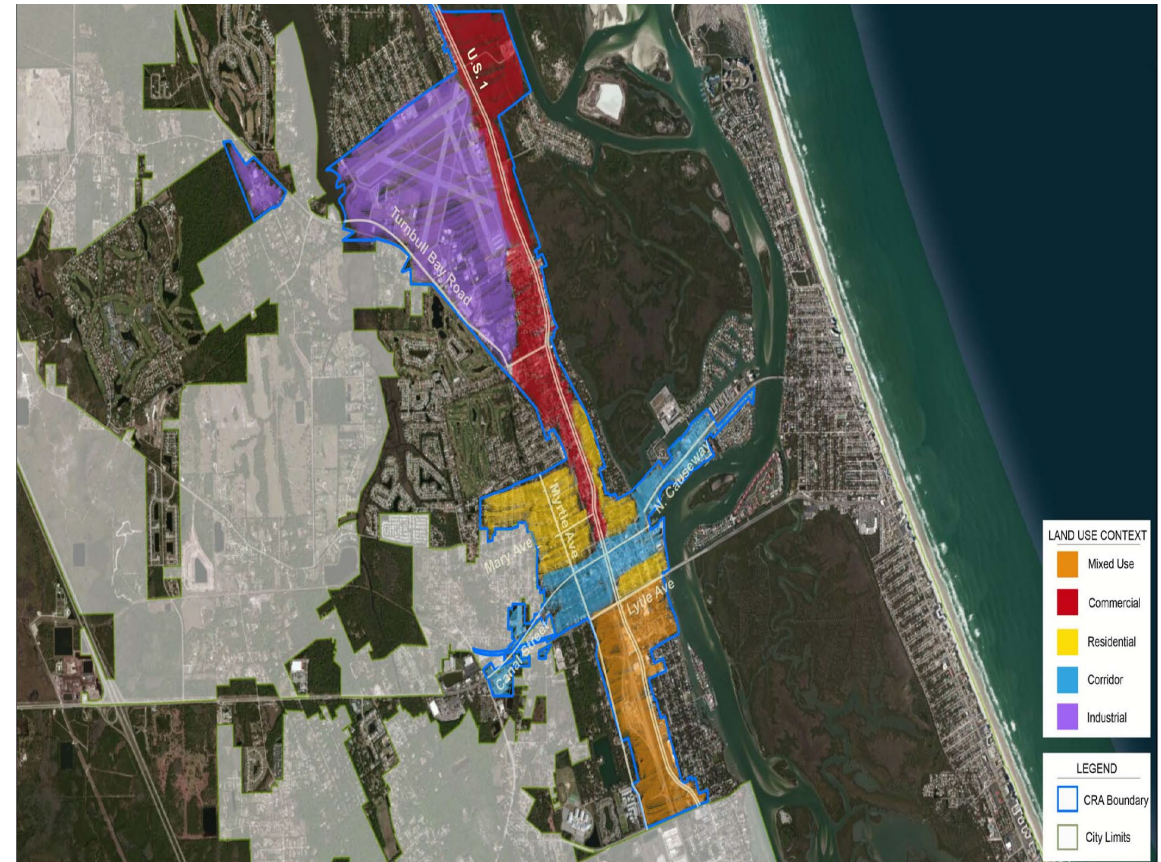
- Defining the US 1 Corridor CRA
- Addressing zoning and land use needs including possible adoption of an Overlay District(s)
- Updating the land development code, encouraging design and development standards aimed at promoting redevelopment and economic development
- Building on and expanding the City's cultural areas
- Implementing transportation enhancements, including multimodal improvements (pedestrian, bicycle, transit, and vehicular).
- Implementing and enhancing stormwater enhancements
- Creating/expanding the City's medical core campus
- Expanding industrial and employment center opportunities
- Identification of key streets and gateway areas
- Designing and constructing community gateway features
- Identifying key Opportunity Sites that will further foster and support redevelopment efforts
- Enhancing the City's character and quality of life through neighborhood stabilization and new employment opportunities
- Creating a range of obtainable housing opportunities and choices
- Supporting and encouraging the core industries within the community
- Expanding on those industries at the airport that are both aeronautical and non-aeronautical (including aeronautical support services)
- Balancing the need to protect natural resources with the need to provide economic opportunities
- Providing well-designed, functional, and cost-effective transportation, utility, and public services to workplaces, neighborhoods, communities, and centers of economic activity
- Identifying funding mechanisms for projects and programs



# CRA Plan – Areas within the District

## Areas Identified as High Potential

- North US1 & Airport
- Canal Street
- North Causeway
- Medical Center
- Historic West Side
- South US1



# CRA Plan – Goals & Objectives

## 1. Construct / Improve Public Facilities and Infrastructure

- Identify through the US 1 CRA Master Plan CIP public improvement projects for infrastructure including but not limited to
  - pedestrian safety improvements (e.g., sidewalks, pedestrian crossings, traffic calming measures),
  - stormwater,
  - streets and roadway facilities (i.e., improving unpaved/sub-standard roads and rights-of-way),
  - sanitary sewer installation (removal of septic tanks).
- Improvements to the Airport Industrial Park area including street and utility extensions
- Construction of parking facilities to facilitate (allow) for increased use of existing properties for buildings and other revenue generating options (versus provisions for site-specific, off-street parking); may include the construction of parking garages.
- Preserve, rehabilitate and augment existing community and civic structures and facilities, including historical preservation, adaptive reuse of existing structures; identify and preserve culturally significant structures within the CRA which can serve a broader segment of the community.
- Provide transit opportunities and improvements including the potential for a CRA/downtown trolley or circulator.
- Provide incentives for brownfield remediation and site improvements necessary to redevelop properties that are either undeveloped or underdeveloped due to existing site conditions and constraints (i.e., brownfield).
- Expand the CRA/City wayfinding signage program.
- Based on the limited amount of vacant properties available for development within the CRA, redevelopment of existing properties and better utilization of existing facilities will be necessary to achieve the City and CRA's long term buildout of residential and non-residential parcels.

# CRA Plan – Goals & Objectives

## 2. Adopt Smart Growth Strategies for Land Use and Development

- Direct development towards existing infrastructure, adapt and reuse buildings, and engage in urban infill to meet development needs.
- Support infill development by creating flexibility in zoning, parking, and building codes. Zoning that encourages well planned compact mixed-use development can encourage reuse.
- Review and revise, as appropriate, the City’s Land Development Regulations to support redevelopment efforts including the use of form based codes as compared to traditional zoning codes.
  - Establish minimum levels of development to complement the City’s maximum levels to encourage increased areas of development and minimize low density and/or single use facilities.
  - In lieu of minimum development standards, provide development incentives to encourage additional density, intensity (non-residential), mix of uses (vertical and/or horizontal),
  - provision of public spaces, activated streets and pedestrian zones, or similar standards.
  - Create “neighborhood” development districts with standards similar to those of the Mixed Use District.
- Provide alternative design and development standards including road/right-of-way cross-sections supportive of urban development and redevelopment practices.
- Promote policies that prioritize and direct infrastructure spending and improvements to existing neighborhoods. Identify and fund projects that promote both City and County benefits.
- Work to keep valuable jobs downtown within easy access of residential areas; provide (retain) employment incubator spaces to support small business and personal services.
- Maintain and work to promote basic services in the Business Corridor district (post office, grocery store, bank, pharmacy, etc.).

# CRA Plan – Goals & Objectives

## **3. Provide Value Added Financial Strategies by Incorporating Institutional Practices that Facilitate or Expedite Various Aspects of Development Projects.**

- Make information about available development sites readily accessible to the public.
- Assist in helping with land assembly and title clearance in preparation for land development of available sites.
- Allow for the aggregation of specially targeted or multiple owner lots designated as underutilized or undersized to provide incentives for private investor redevelopment.
- Create/expand a business development program to aid, expand, or retain existing businesses and promote new business opportunities. Consider a small business administration loan program to aid small business startups in the community.
- Provide development related assistance through an “Opportunity Site Grant Program”.
- Create a US 1 merchants association.

# CRA Plan – Goals & Objectives

## **4. Provide and Improve Recreation Facilities and Public Spaces Through Partnerships and Interlocal Agreements with the Private Sector and Other Governmental Entities to Ensure they are Well Maintained, Accessible, Safe, and Inviting.**

- Make special enhancement funds available to re-design and repurpose existing parks and public areas utilizing Crime Prevention through Environmental Design (CPTED).
- Identify and expand the development of neighborhood parks and community gathering spaces. This can include public improvements for parks, playgrounds, structures/facilities, parking areas, boat ramps and related infrastructure.
- Explore the potential re-use of existing County offices in downtown for other public-private use.
- Promote the senior center as an asset in the community through event planning and promotion

# CRA Plan – Goals & Objectives

## 5. Expand the City's Neighborhood Planning Program, Including the Development of Neighborhood and / or Community Master Plans.

- Provide housing/neighborhood improvement programs aimed at assisting to stabilize existing neighborhoods.
- Encourage innovative design which integrates environmentally sound best practices (e.g., green building design, low-impact development, dual water systems, and xeriscape).
- Consider updates and amendments to the Comprehensive Plan and Zoning Code to expand the mixed use zoning area within the proposed US 1
- Community Redevelopment Area.
- Continue to evaluate building heights and other design features for modification, together with other implementation tools, as the CRA matures.
- Assist in the preparation of neighborhood overlay plans and sector plans to promote flexibility in design addressing building height, shared access, and parking facilities.
- Create an overlay district and a land use compatible area adjacent to the airport and FEC.
- Investigate joint marketing and zoning changes to the hotel/motel uses along US 1.

# CRA Plan – Goals & Objectives

## 6. Establish Compatible Industries Adjacent to Commercial and Residential Districts.

- Limit Industrial uses to areas specifically classified as Industrial on the City of New Smyrna Beach's Future Land Use Map targeting the areas adjacent to the New Smyrna Beach Municipal Airport and the Tionia Industrial Park; industrial uses within the Business Corridor district should be prohibited.
- Develop standards of design and type of use which will minimize detrimental effects to the public health, safety, and welfare, and be in harmony with the objectives of this Master Plan.
- Promote and provide incentives for green industries within US 1 CRA.
- Improve commercial and industrial land use compatibility with nearby residential and phase out incompatible uses.
- Provide infrastructure improvements and business support services (infrastructure, wi-fi, etc.) which will assist in attracting and retaining businesses within the targeted industrial and business zones.

# CRA Plan – Goals & Objectives

## 7. Incorporate Housing Revitalization Through Housing Maintenance Programs and Rehabilitation Services.

- Provide the development of housing diversity and affordable housing to residents of low to moderate income, including the elderly.
- Re-establish older neighborhoods through redevelopment and revitalization of the City's housing stock through improvements in safety, infrastructure, and housing partnerships.
- Promote programs and incentive for homeowners to rehabilitate their homes. Such incentives may include low interest loans or information on other funding sources for the repair of single and multi-family homes depending on the applicant's income and monthly budget.
- Coordinate with intergovernmental agencies such as Southeast Volusia County Housing Authority and Habitat for Humanity to assist low-income households with down payment and closing costs assistance.
- Institute incentives for private developers to finance the construction of affordable housing including density bonuses, tax abatement, and the reduction or waiving of building permit fees.
- Preserve and expand residential and non-residential incentives currently in use within the existing CRA. Look for a diversification of programs and projects throughout the entire new CRA.
- Explore a sustainable housing/new housing program to create opportunities within the community including rental assistance and holding rental rates steady.



# CRA Plan – Goals & Objectives

- 8. Encourage community policing innovations designed to decrease crime by reducing opportunities for criminal activity through visible presence of law enforcement in the community, including community mobilization, neighborhood block watch, citizen patrol, bicycle or foot patrol, or intensified motorized patrol.**
- 9. Investigate/implement a Community Benefit Agreement (CBA) program. CBA's are generally programs which aim to provide some form of benefit to residents of an affected community or neighborhood. Typically, these agreements require an additional condition for projects that receive agency funds, such as a requirement that area residents receive priority in construction employment for the project.**

# CRA Plan – Goals & Objectives

## **10. Establish a Unique Identity to Promote the Vision of the US 1 CRA Through Branding and Marketing Programs.**

- Create a logo, identity package, and website which can be used to identify the new CRA while continuing to utilize promotional/branding material from the existing CRA, such as “The Loop.”
- Establish a brand for the new CRA that may be used on literature, banners, gateways, and all types of promotional campaigns.
- Support festivals, exhibits, performances, and other special events designed to attract residents and visitors to the new US 1 CRA.
- Encourage consistent architectural and site design themes to promote a style or quality of new construction that would maintain the desired theme and scale of development in the US 1 CRA.
- Create a business recruitment package that is updated regularly with a listing of available properties, maps, building profiles, and information for current and planned events.
- Create formal joint marketing and business recruitment, expansion, and retention efforts with the Chamber of Commerce and Airport for the US 1 CRA.

# Key Elements of the CRA Master Plan

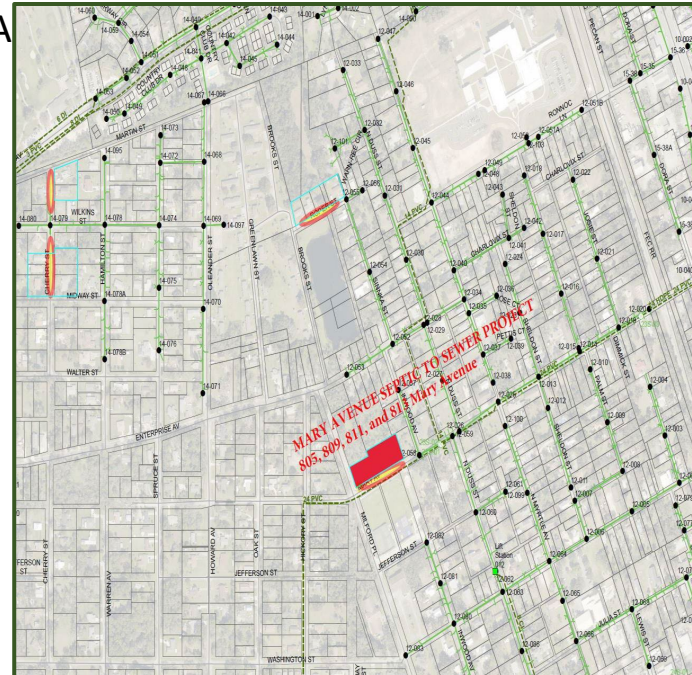
- Gateways and Signage
- Connectivity and Safety for Pedestrians, Bicyclists, and users of Mass Transit
- Streetscape Improvements
- Transit Zones
- Parking and Access Management
- Stormwater Management Systems
- Low Impact Development (LID)
- Utilities
- Infrastructure
- Parks and Cultural Enhancements
- Affordable Housing

# FY 2023 – 2024 Projects

- Mary Tot Lot
- Mary Avenue Sewer Project
- Mary S. Harrell Black Heritage Museum GAP Grant
- New Visions Business Park Façade Grant
- Cristal Clear (Bowman Center) Façade Grant
- NSB Housing Authority Greenlawn Manor Affordable Housing Project Completion

# Capital Project 2023 – 2024 – Mary Avenue Septic to Sewer Project \$18,172

- Approved at the December 12, 2023 CRA Board Meeting. Phase I Engineering expected to cost a total of \$79,950.
- Engineering shows that there is sewer in place in this area available to the previously identified properties.
- Includes private properties: 805, 809, 811 and 813 Mary Avenue
- (Page 19 CRA Master Plan)



# Cultural / Historical Enhancement Project 2023 – 2024 – Mary S. Harrell Black Heritage GAP Grant \$39,133

Approved June 27, 2023, a gap grant to supplement additional project costs associated with the development of a new Museum Annex facility at 314 Duss Street to assist with additional exterior improvements in combination with a State of Florida Department of State African American Cultural and Historical Grant. Cost \$39,133. (Page 20 CRA Master Plan)



# Redevelopment / Business Investment Project 2023 – 2024 New Visions Business Park - \$77,330



Before



After

Approved November 14, 2023 for a Large-Scale Commercial Façade Exterior Improvement 50-50 Matching Grant for 310 & 318 N. Dixie Freeway. (Page 20 CRA Master Plan)

# Redevelopment / Business Investment Project 2023 – 2024 – Reuse Opportunity Grant \$250,000



Before



After

Approved February 14, 2023 for a Adaptive Reuse Opportunity Grant Façade / Exterior Only 50-50 Matching Grant up to \$250,000 Grant to Cristal Clear for 501 S. Dixie Freeway. Project completed May 2024 - the Bowman Center. (Page 20 CRA Master Plan)



# Affordable Housing Project 2023 – 2024 Completed and Opened July 12, 2024 - \$425,625



Greenlawn Manor Senior Housing Development Project (Phase I) celebrated its grand opening and ribbon cutting July 12, 2024. In October 2021, the CRA awarded a **\$425,625 Affordable Housing Grant** to the **New Smyrna Beach Housing Development Corporation (NSBHDC)** development. Greenlawn Manor Apartments provides 80 affordable housing units for seniors in need at 911 Oleander St. in the city's Historic Westside. The \$23 million development, funded by a [U.S. Department of Housing and Urban Development](#) Low Income Housing Tax Credit, represents the single biggest affordable housing boost in city history, itself nearly matching the 91 units built since the New Smyrna Beach [Housing Authority](#) was established in 1950. (page 20 CRA Master Plan)

# Ongoing Projects

- **Davis Bros Warehouse Project** located at 708 N. Dixie Freeway is underway. This project was awarded an **Adaptive Reuse Opportunity Grant of up to \$250,000** on February 27, 2024 by the CRA Board. Extended 240 days on February 5, 2025.
- **Delegal LTD Park Center II** located at 1311 N. Dixie Freeway is underway. The project was awarded a **Large-Scale Commercial Façade Grant up to \$100,000**. Extended 240 days on September 11, 2024.



# Ongoing Project – Mary Tot Lot \$1,100

Approved June of 2023, in combination with CDBG Grant Funding. (Page 19 & 20 CRA Master Plan) Park & Cultural Enhancement Project.



Before



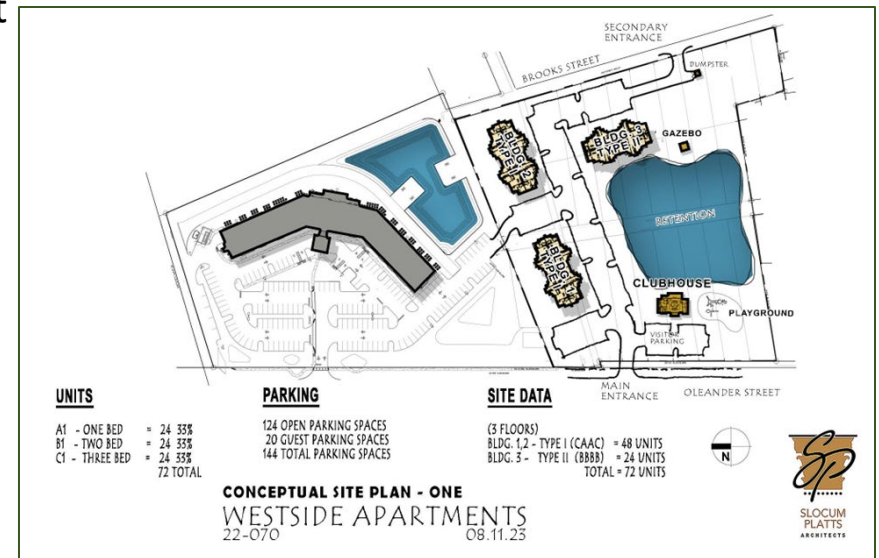
After

# Ongoing Projects – Affordable Housing

On August 22, 2023, the CRA Board/City Commission approved a City of New Smyrna Beach Community Redevelopment Agency **\$460,000** Grant to the New Smyrna Beach Housing Authority for a Westside Phase II Multifamily Housing Development Project submittal to the Florida Housing Finance Corporation 9% LIHTC Program.

The Westside Phase II application presents a plan to construct a new multifamily housing development project consisting of (3) three-story buildings with (24) units per building for a minimum total of 72 housing units and a clubhouse for recreational and other resident activities at 500 Brooks St. The project is calculated to cost approximately \$27.6 million.

CRA funds will be utilized for development cost such as: development fees, hard and soft cost etc. If the project proceeds as proposed, an August 2023 Economic Impact Analysis report revealed an approximate \$87.7 million-dollar economic impact to New Smyrna Beach.



# New Projects Started

- **Blue Orange Holdings LLC** located at 540 N. Dixie Freeway is underway. This project was awarded an **Adaptive Reuse Opportunity Grant of up to \$250,000** on September 24, 2024 by the CRA Board. Calculated Economic Impact of \$3,229,346



**PoweringFlorida** RC

### Economic Impact

Report Owner: Ricardi Calixte | Last Modified By Ricardi Calixte @ 1:46:17 PM, 9/10/2024

Location: Volusia County, FL SAVE

Employment: 15

Economic Indicators by Impact

Impact	Employment	Labor Income	Value Added	Output
Direct	15	\$651,998	\$1,493,846	\$2,137,545
Indirect	4	\$158,813	\$275,910	\$628,784
Induced	2	\$128,013	\$266,946	\$463,017
<b>TOTAL</b>	<b>21</b>	<b>\$938,824</b>	<b>\$2,036,702</b>	<b>\$3,229,346</b>

Tax Results

Impact	Sub County General	Sub County Special Districts	County	State	Federal	Total
Direct	\$52,467	\$59,408	\$64,411	\$212,372	\$185,966	\$574,626
Indirect	\$2,894	\$3,269	\$3,544	\$12,181	\$41,862	\$63,762
Induced	\$4,002	\$4,533	\$4,914	\$16,708	\$35,281	\$65,440
<b>TOTAL</b>	<b>\$59,353</b>	<b>\$67,210</b>	<b>\$72,869</b>	<b>\$241,261</b>	<b>\$263,129</b>	<b>\$703,828</b>

# Performance Measures F.S. 189.0694

- Taxable Value of properties within the CRA District will be used to measure the effectiveness of the CRA:
  - In 2015, the taxable value of properties in the CRA District equaled \$190,264,372
  - In 2023, the taxable value of properties in the CRA District equaled \$489,262,732
- Number of Affordable Housing units created will also be used to measure the effectiveness of the CRA:
  - 80 New Affordable Housing Units opened in May 2024. (Greenlawn Manor Senior Housing Development Project with NSB Housing Authority)
- Measure of the Investment in Historical, Cultural and Recreational Projects.
  - \$1,100 Mary Tot Lot
  - \$39,133 Mary S. Harrel Black Heritage Museum

# Financials – Revenues and Expenses

Revenues	FY 23 - 24	FY 22 - 23	FY 21 - 22	FY 20 - 21	FY 19 - 20	FY 18 -19	FY 17 - 18	FY 16 - 17	FY 15 - 16	FY 14 - 15
City TIF	\$1,254,074	\$874,402	\$592,875	\$482,263	\$370,274	\$298,117	\$149,379	\$77,525	\$33,794	\$0
County TIF	\$916,343	\$830,953	\$563,227	\$458,000	\$351,713	\$141,910	\$77,525	\$81,606	\$35,573	\$0
Intergovernmental & Grants	\$0	\$92,234	\$0							
Investment Earnings	\$207,421	\$89,707	\$9,924	\$3,384	\$10,906	\$6,489	\$1,934	\$560	\$99	
Miscellaneous	\$6,431									
<b>Total Revenues</b>	<b>\$2,384,269</b>	<b>\$1,887,296</b>	<b>\$1,166,026</b>	<b>\$943,647</b>	<b>\$732,893</b>	<b>\$587,765</b>	<b>\$293,222</b>	<b>\$159,131</b>	<b>\$69,466</b>	<b>\$0</b>
Balance Forward	\$4,090,128	\$2,264,088	\$1,914,259	\$1,216,324	\$568,431	\$157,186	\$157,186	\$69,466		
Expenses										
Capital Projects	\$18,172		\$100,911	\$239,300	\$10,000	\$67,623	\$280,735	\$51,77		\$0
Culture, Historic & Recreation	\$40,233	\$61,256								
Economic Environment	\$366,463		\$465,286							
Operating / Maintenance / Other				\$6,412	\$75,000	\$106,917	\$14,468	\$20,195		
Transfers			\$250,000							
<b>Total Expenses</b>	<b>\$327,330</b>	<b>\$61,256</b>	<b>\$566,197</b>	<b>\$245,712</b>	<b>\$85,000</b>	<b>\$174,540</b>	<b>\$293,203</b>	<b>\$71,972</b>	<b>\$0</b>	<b>\$0</b>
Net Changes in Fund Balance	\$1,998,534	\$1,826,040	\$349,829	\$697,935	\$647,893	\$413,225	\$0	\$87,719	\$69,466	
Ending Fund Balance	\$6,088,662	\$4,090,128	\$2,264,088	\$1,914,259	\$1,216,324	\$568,431	\$157,186	\$157,186	\$69,466	
Number of Personnel	0	0	0	0	0	0	0	0	0	0
Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Focus: Historic West Side and US 1 – Utilities pgs. 19, 20, 27 Parks pg. 20, Redevelopment / Business Investment (façade grants) pgs. 11, 20										Base Year

# FY 2023 – 2024 Expense Detail

Expense Detail	FY 2023 - 2024
Capital Projects – Mary Avenue Septic to Sewer	\$18,172
Culture & Recreation – Mary Tot Lot Improvements	\$1,100
- GAP Grant to Mary S. Harrell Black Heritage Museum	\$39,133
Economic Environment	\$366,463
- Façade Property Grant to Cristal Clear (Bowman Center 501 S. Dixie)	\$250,000
- Façade Property Grant to V-Park (310 & 318 N. Dixie)	<u>\$77,330</u>
Total Expenses	\$385,735
Focus: Historic West Side and US 1 – Utilities pgs. 19, 20, 27 Parks pg. 20, Redevelopment / Business Investment (façade grants) pgs. 11, 20	



# Community Redevelopment Agency of the City of New Smyrna Beach 2023 – 2024 Annual Report

Conclusion