Community Redevelopment Agency
Monday, September 15, 2025 at 6:00 PM

City Commission Chambers
214 Sams Avenue, New Smyrna Beach, Florida 32168

1. CALL TO ORDER

A. Roll Call

2. INTRODUCTION TO THE COMMUNITY REDEVELOPMENT AREA (CRA) MASTER PLAN

2.A Presentation

3. OVERVIEW OF NEEDS AND OPPORTUNITIES IN THE CRA

4. OVERVIEW OF THE COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGIC (CEDS) PLAN

5. FEEDBACK AND INPUT FROM PARTICIPANTS

6. ADJOURNMENT

Pursuant to Florida Statutes 286.0105, if an individual decides to appeal any decision made by the board, agency or commission of the City of New Smyrna Beach with respect to any matter considered at this meeting, a record of the proceedings will be required and the individual will need to ensure that a verbatim transcript of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based. Such person must provide a method for recording the proceedings.

In accordance with the Americans with Disabilities Act, persons needing assistance to participate in any of these proceedings should contact the City Clerk's office in person or by mail at 210 Sams Avenue, New Smyrna Beach, Florida 32168, (386) 410-2630, prior to the meeting.

THE CITY OF NEW SMYRNA BEACH - CRA/ECONOMIC DEVELOPMENT

PRESENTATION

September 15, 2025

Background:
CRA and CEDS Plan Updates

Fiscal Analysis:
None.

Strategic Plan Item:
No

Staff Report Created By: Samantha Bergeron - CRA / Economic Development Director

Attachments:

CRA Public Meeting 1 Final.pdf

CRA and CEDS Plan Updates Public Meeting

September 15, 2025

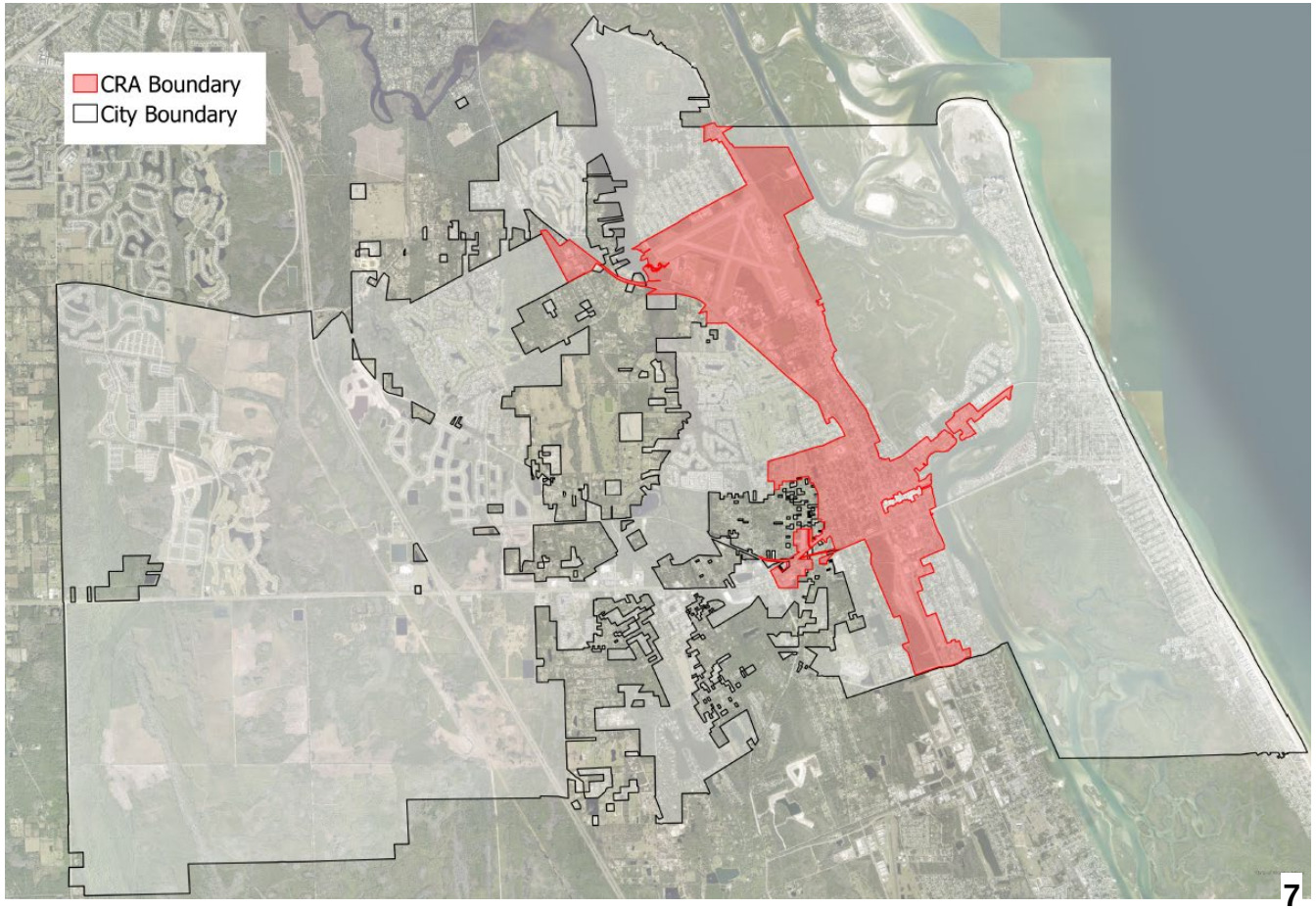
Agenda

- Introduction to the Community Redevelopment Area (CRA) Master Plan.
- Overview of needs and opportunities in the CRA.
- Overview of the Comprehensive Economic Development Strategic (CEDS) Plan.
- Feedback and input from participants.

Introduction to the CRA Plan

Background

- CRA established in 2014 based on a Finding of Necessity:
  - Inadequate roadway conditions
  - Low property valuations
  - Unsanitary or unsafe conditions
  - Deterioration of sites
- Goal: Economic development and neighborhood stabilization through investment and redevelopment.
- Why a CRA?
  - Special tools for financing and other programmatic support



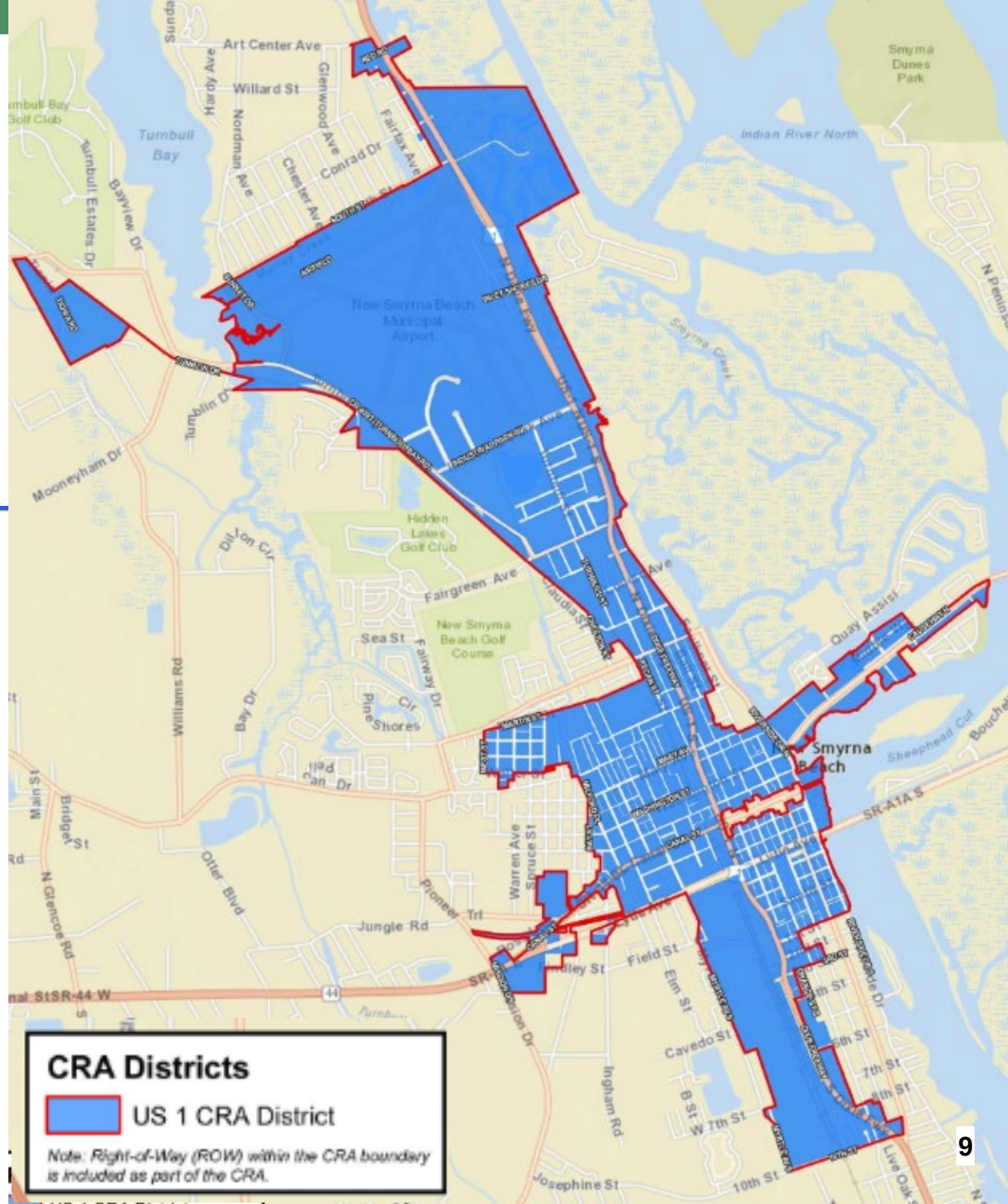
2025 CRA Plan Update

- Purpose:
  - Review progress to date.
  - Update plan to address changing conditions since 2015.
  - Address expiration of certain County conditions on use of funding.
  - Provide new opportunity for public input.



2014 CRA Plan Strategies

- Improve public infrastructure.
  - Pedestrian safety improvements
  - Stormwater management
- Adopt smart growth strategies.
  - Support infill development and mixed-use.
  - Invest in existing neighborhoods.
- Incorporate urban design elements.
- Revitalize housing through maintenance and rehabilitation.

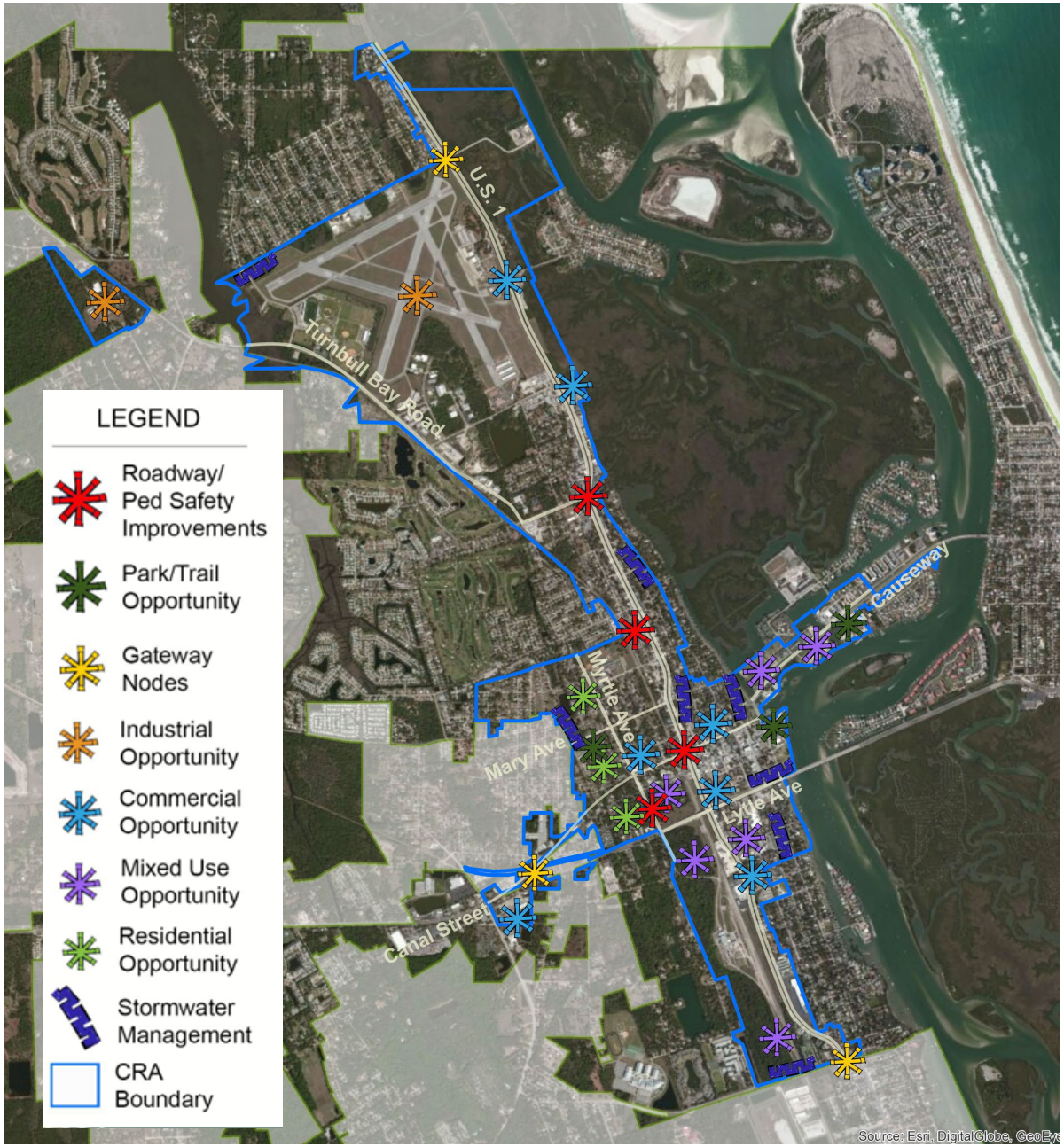


Opportunity Sites

- Properties identified for strategic incentives and partnerships to help them achieve their highest and best use.

Next Steps:

- Update map to reflect new opportunities and remove completed projects



Recent CRA Successes

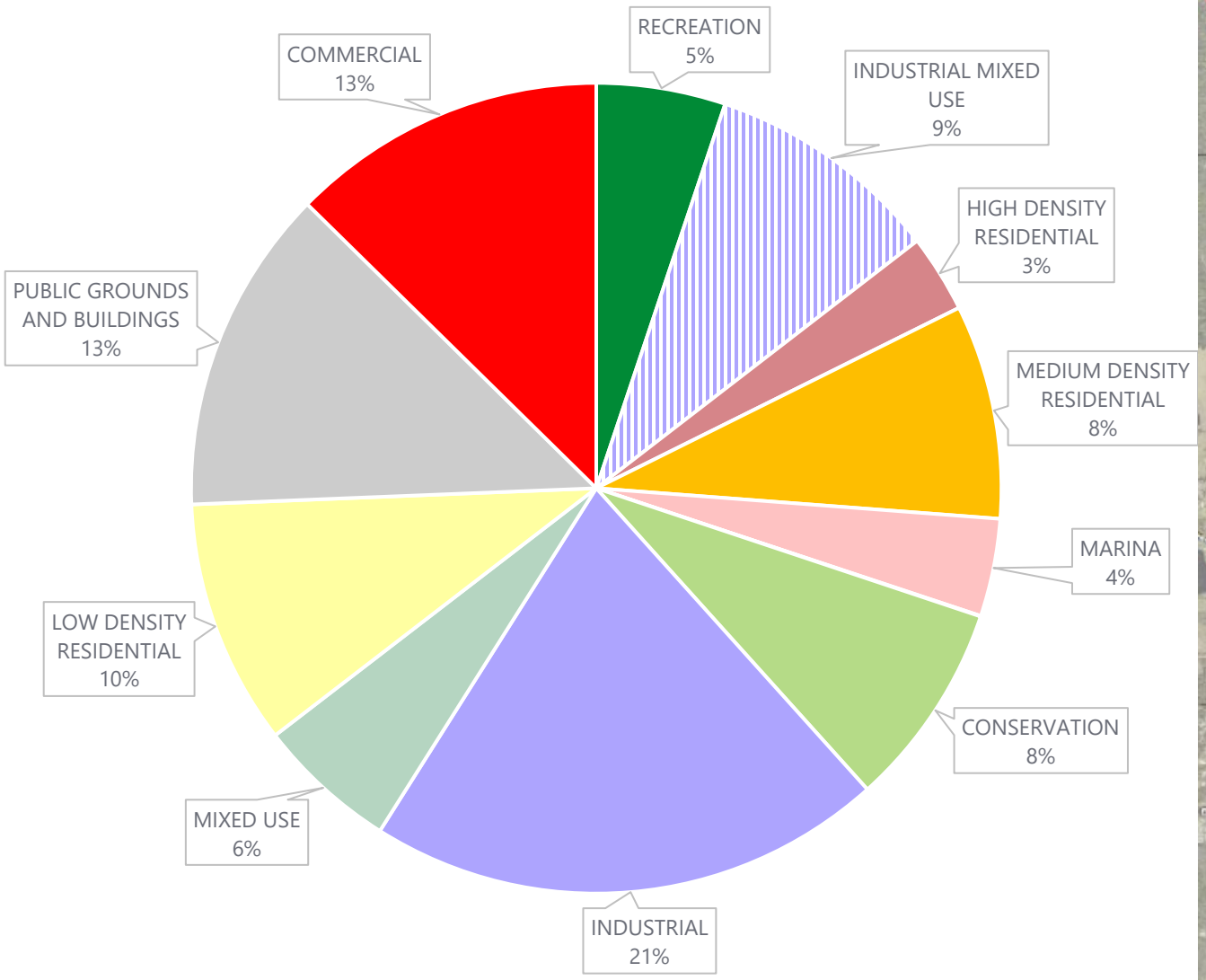
- Property values increased:
  - **$190,264,372** in 2015
  - **$489,262,732** in 2023
- Notable projects include:
  - Mary Avenue - Septic to Sewer Conversion
  - Bowman Center – Commercial Adaptive Reuse
  - Greenlawn Manor Senior Housing – Affordable Housing Grant
    - 80 new affordable housing units

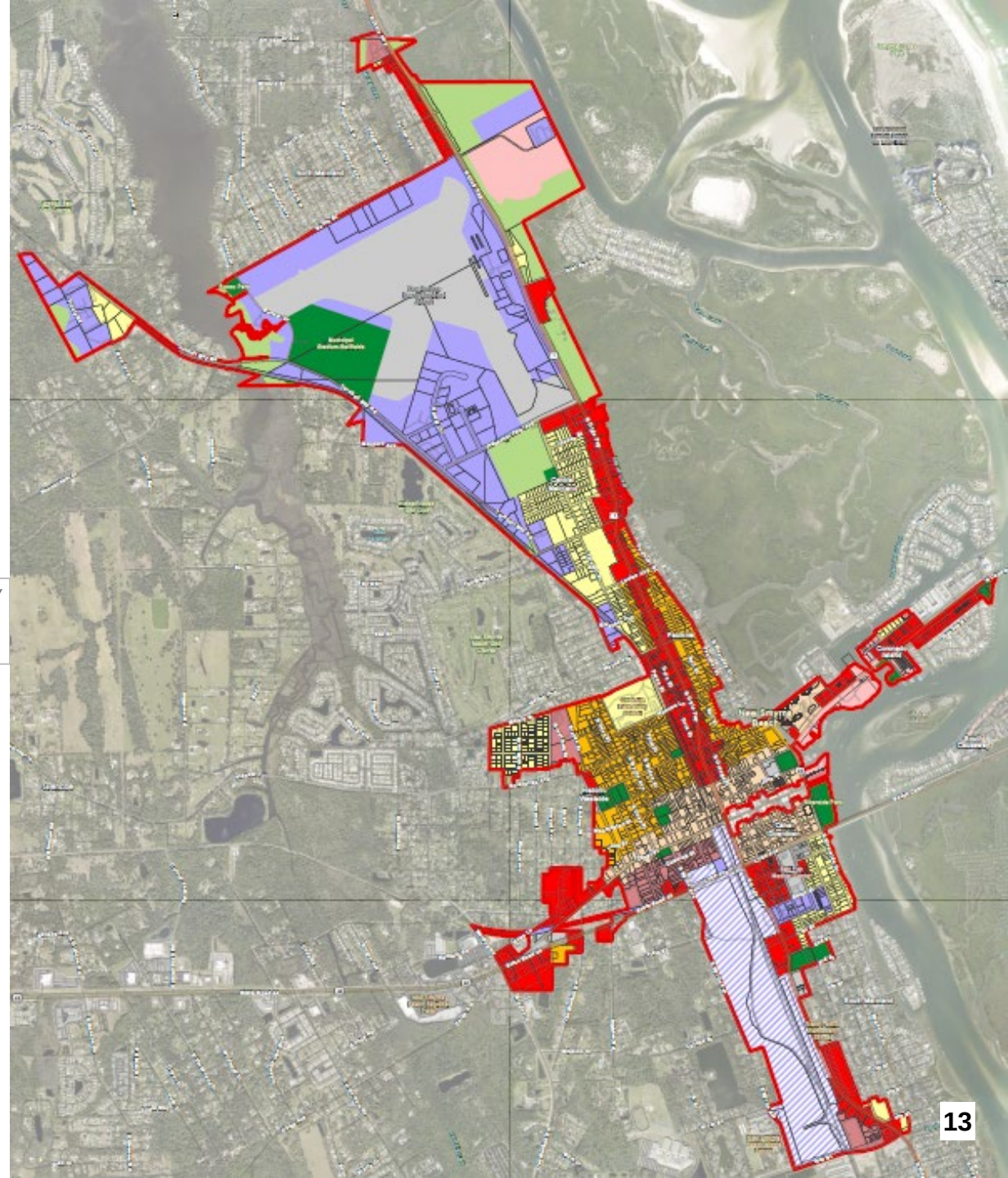




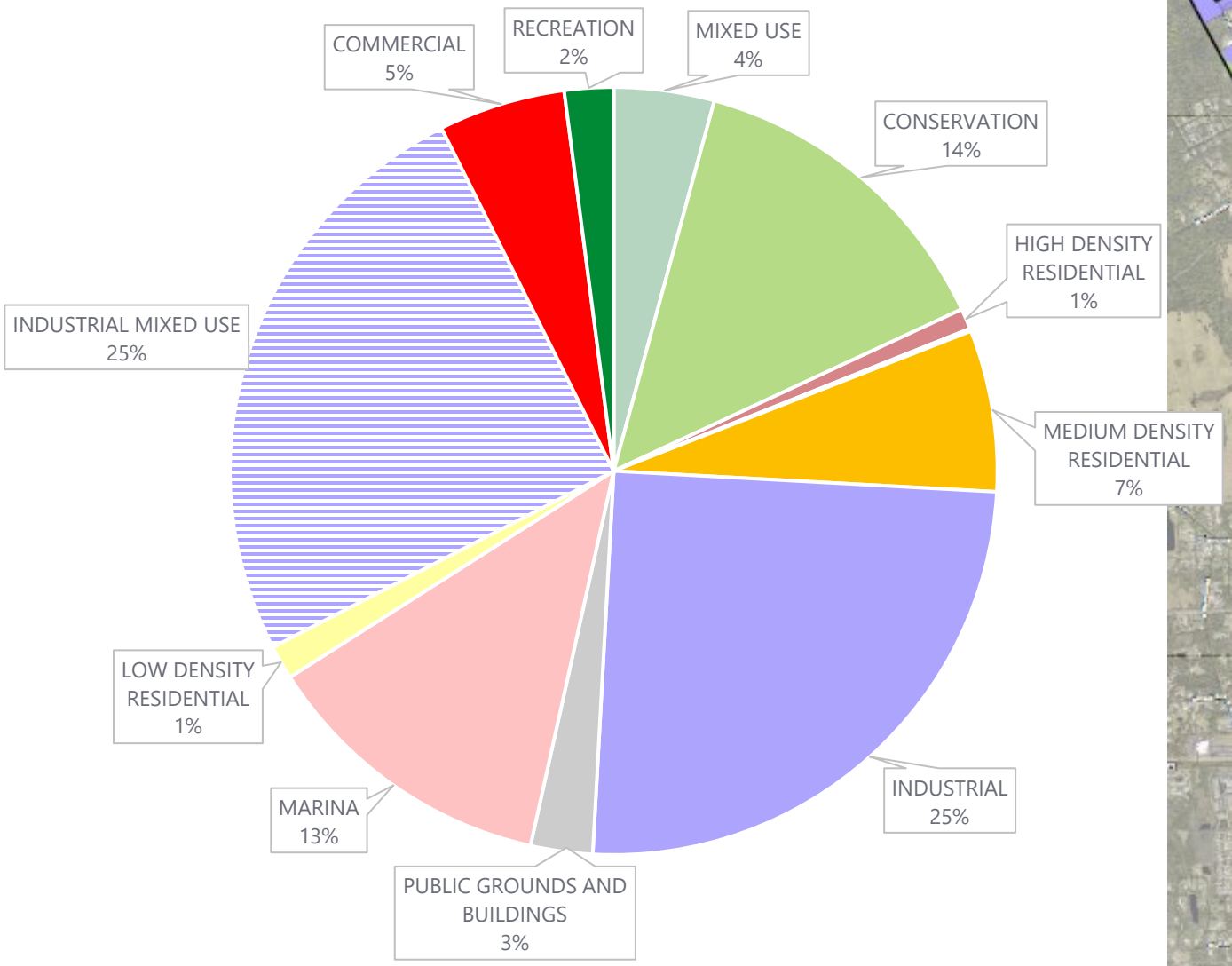
Existing Conditions

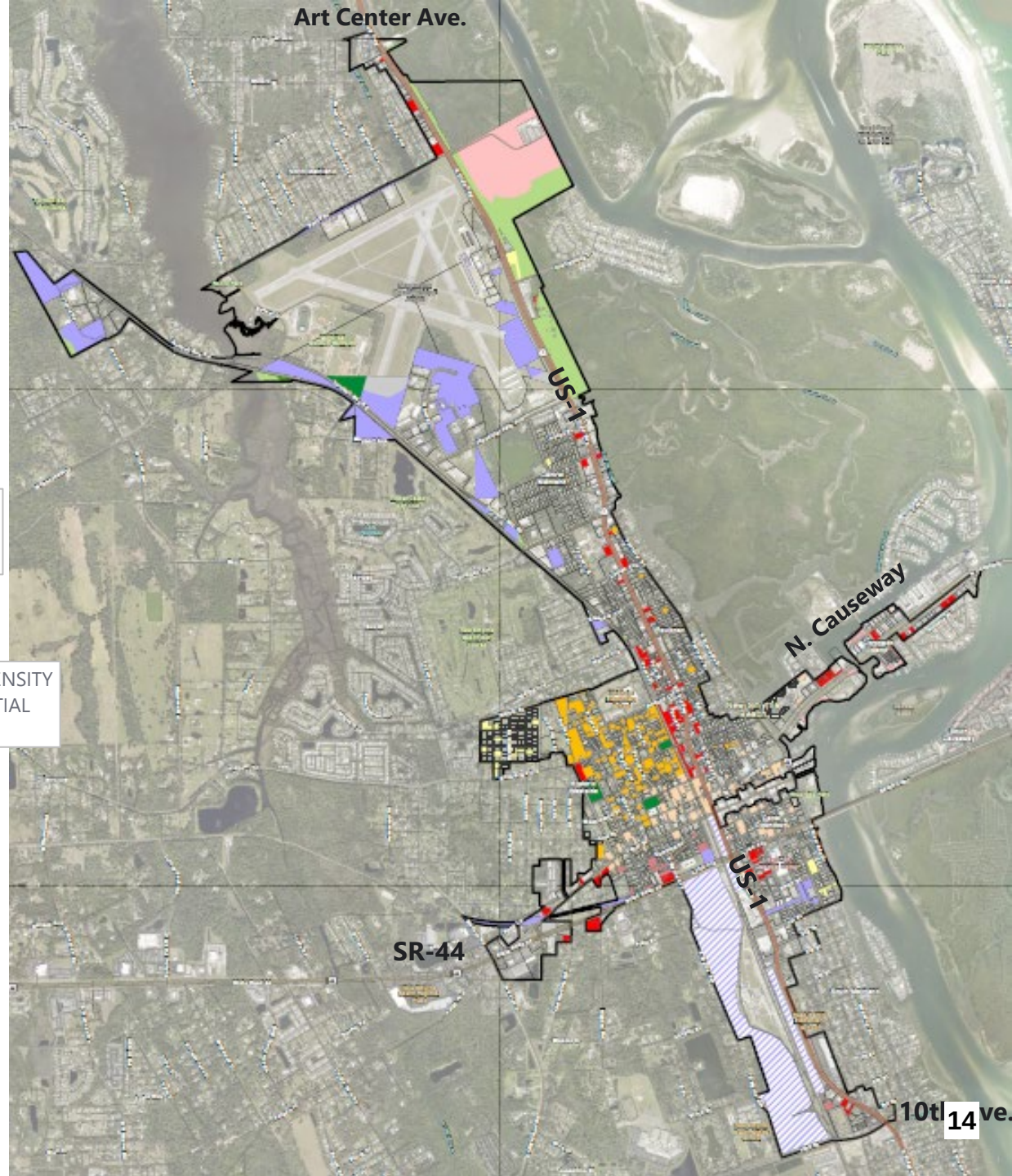
CRA Future Land Uses





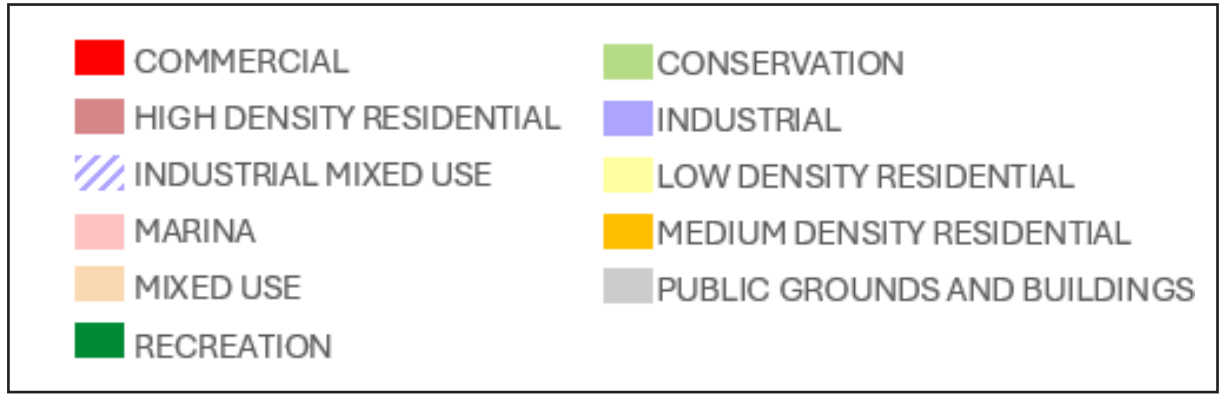
Future Land Uses of Vacant Lands

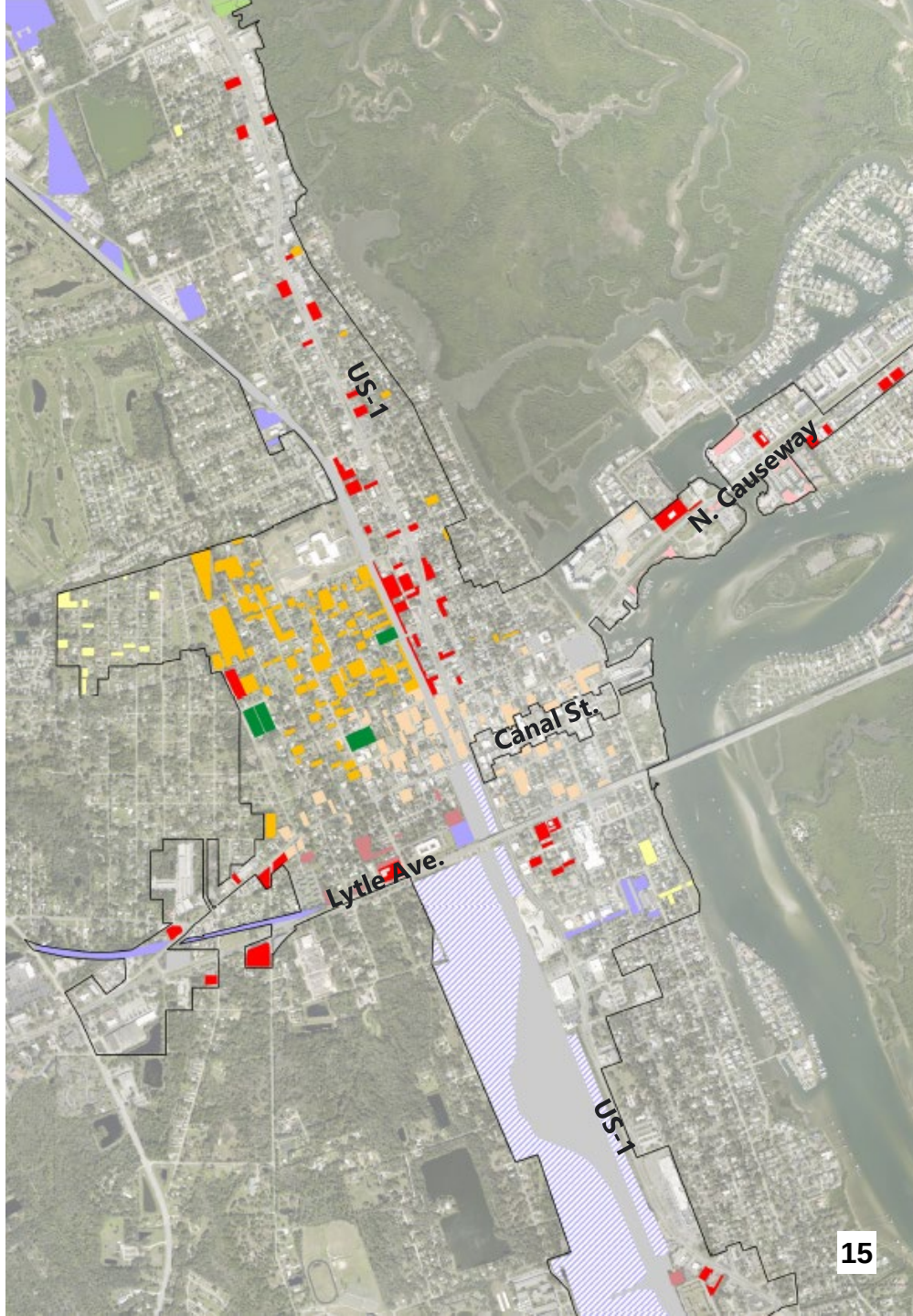




Analysis of Vacant Lands

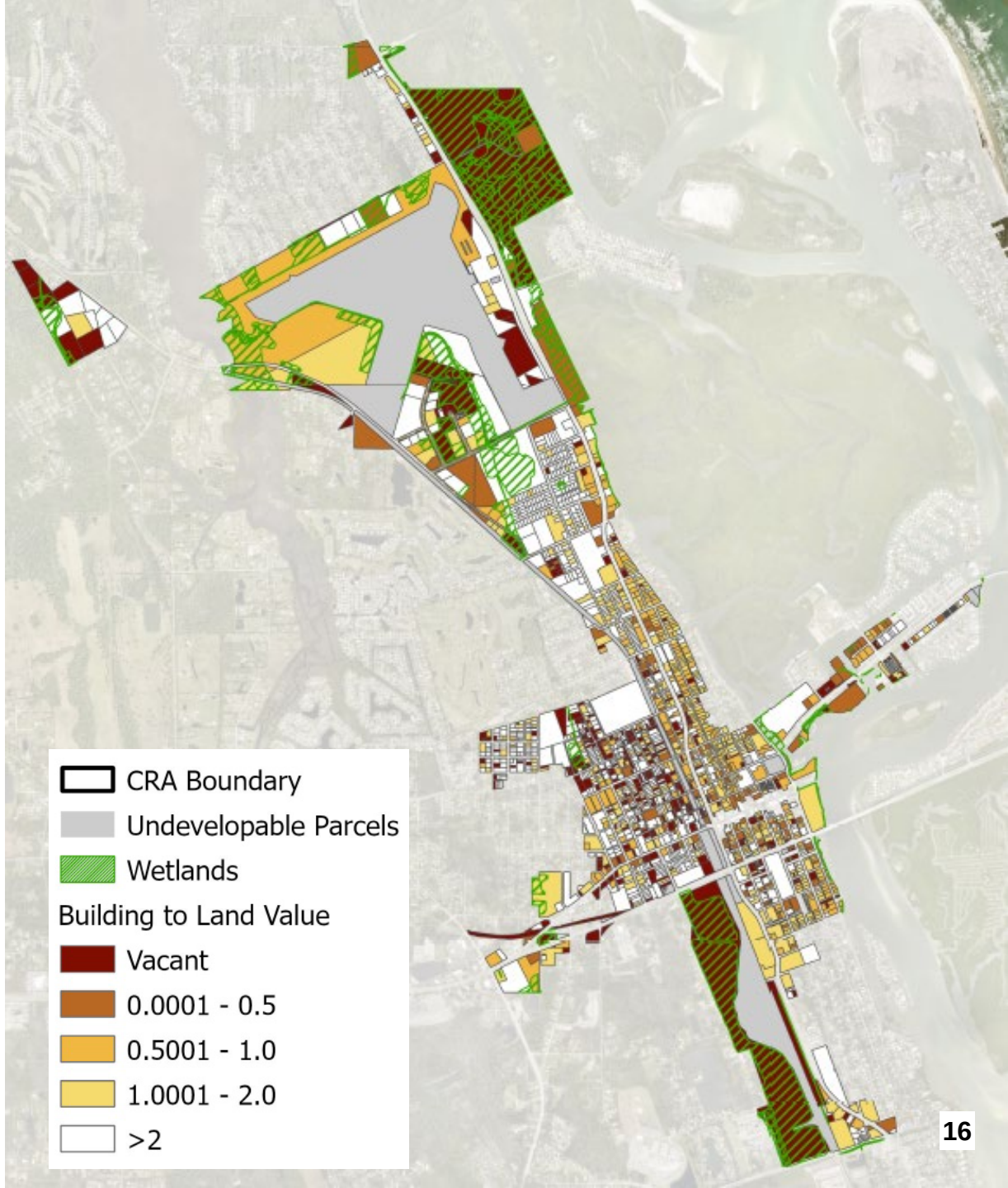
- High rates of residential vacancy in the Historic Westside.
- Vacant mixed-use around Downtown.
- Vacant commercial along US-1.





Redevelopment Potential

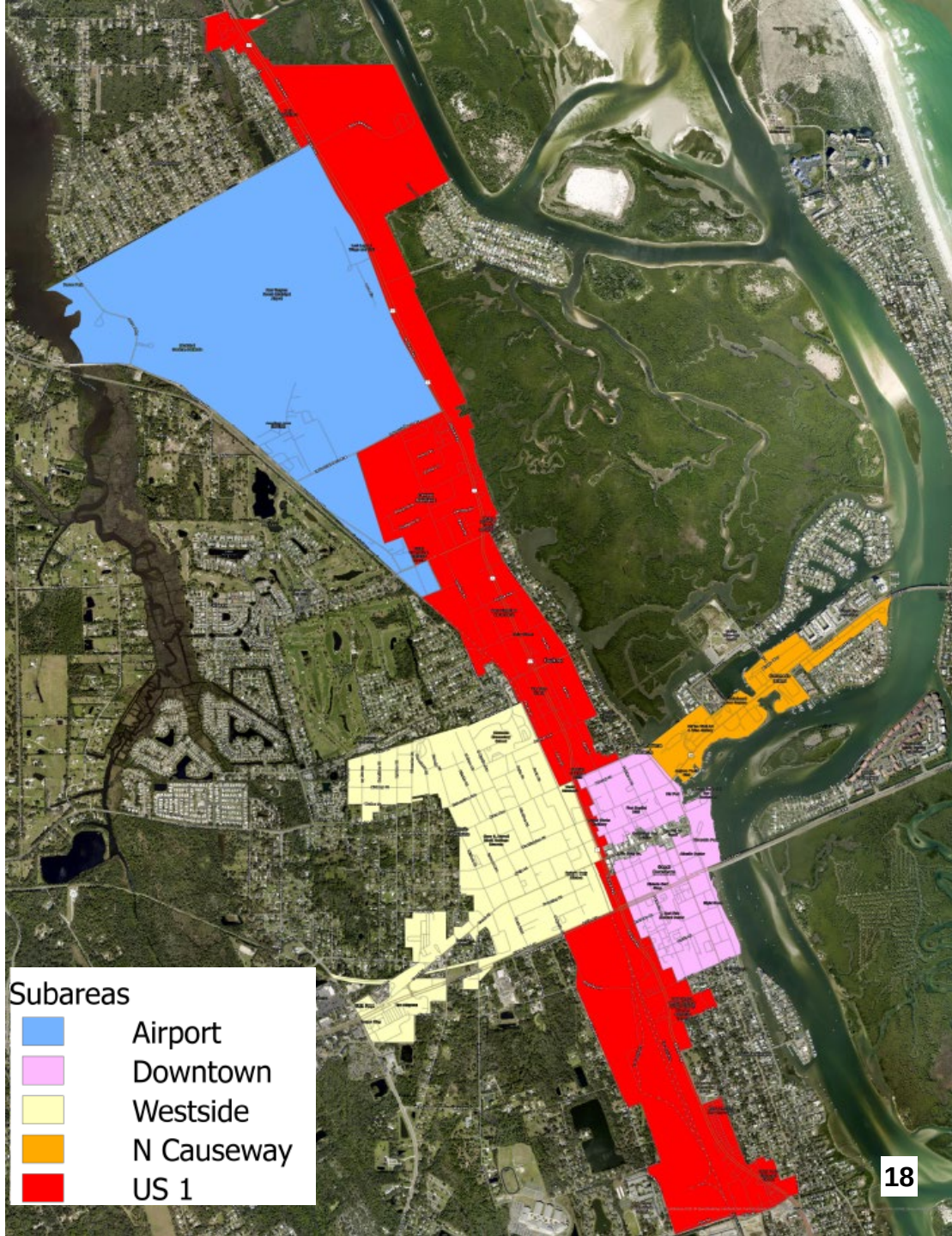
- The building-to-land value ratio identifies properties with high redevelopment potential
  - Lower ratio = higher potential
- Wetlands based on nationwide dataset and subject to refinement.



CRA Sub Areas: Challenges & Opportunities

CRA Sub Areas

- Airport
- US-1
- North Causeway
- Westside (including Historic Westside)
- Downtown



Airport Sub Area



Airport – Challenges

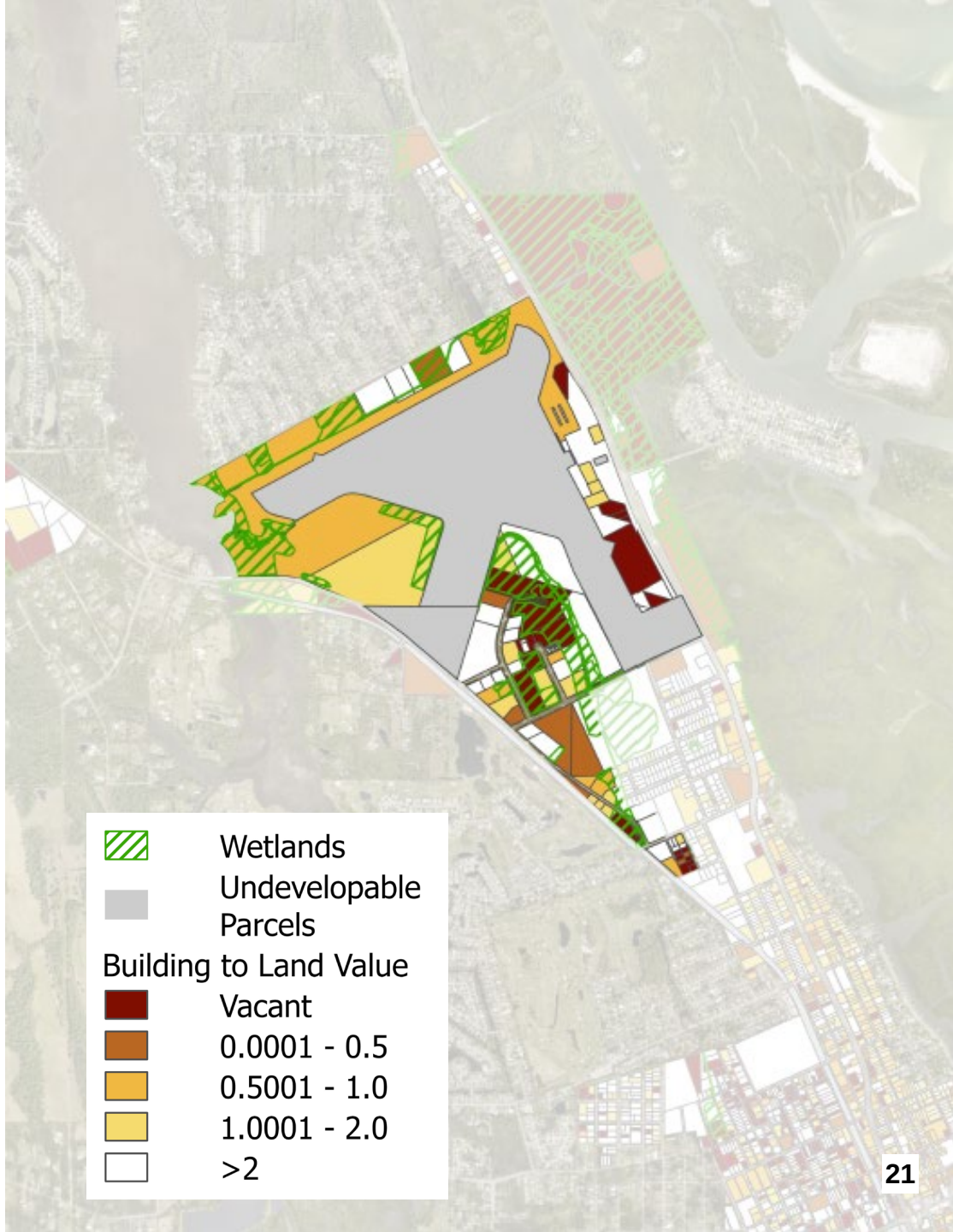
- Roadway entrance/exit safety concerns due to lack of traffic light on US-1 near the airport.
- Landscaping adjacent to the runway approach is limited by FAA restrictions:
  - Certain types of landscaping can attract birds which pose a hazard to airplanes.
  - Height restrictions for trees.





Airport - Opportunities

- Vacant outparcels surrounding the airport to be developed with airport related uses (hangars, aerial services, etc.)
- Expand amenities to attract development on airport property through land leases:
  - Septic to Sewer
  - Replace diesel with gas lines.
  - High speed internet
- Hangar infrastructure design to allow for four new hangars.



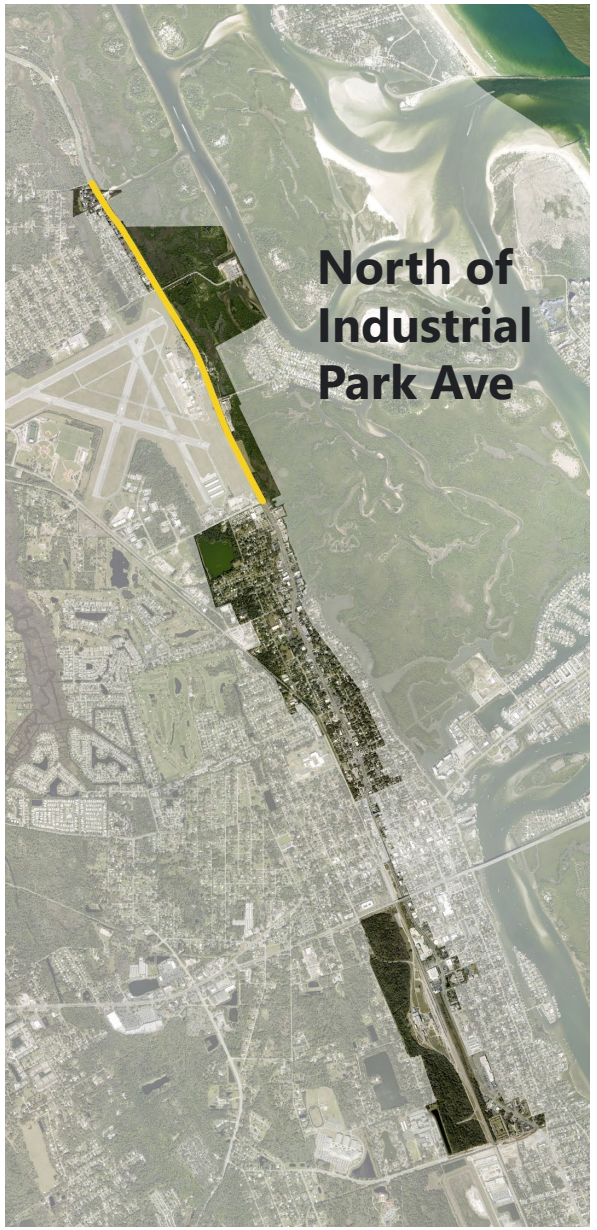
US-1 Sub Area



US-1 North – Traffic and Safety

- Require new development to provide sidewalks where missing, particularly north of Inlet Shores Drive.



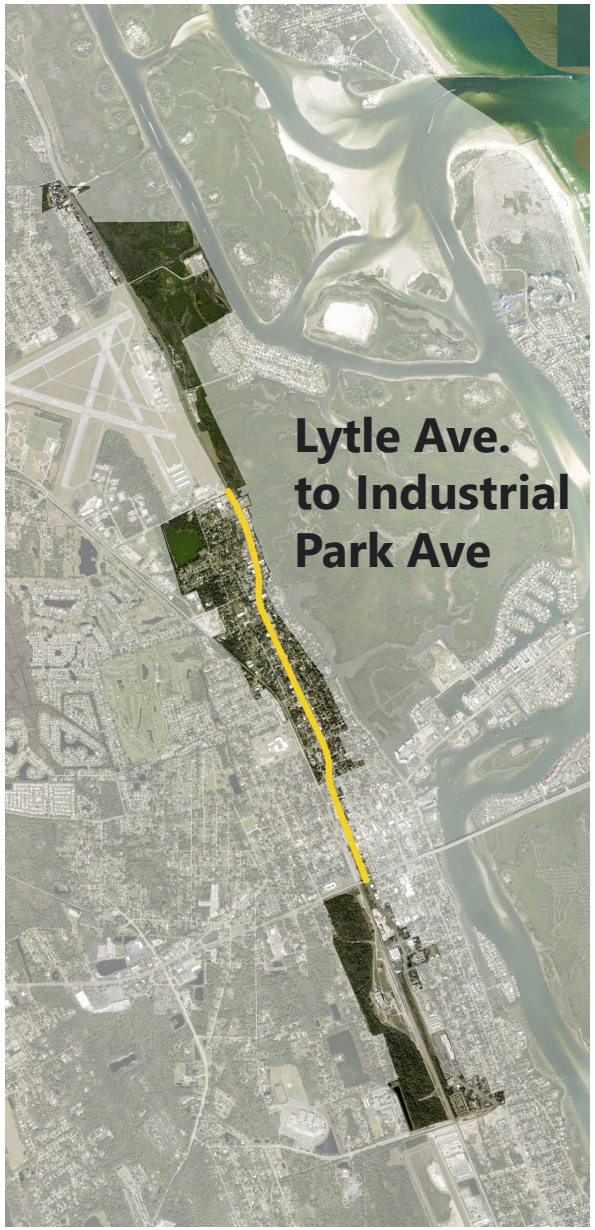


US-1 Center – Traffic and Safety

- Narrow sidewalks close to moving traffic
- Lack of landscaping
- Opportunities to add or restore curbs along side streets upon redevelopment.
- Bus stops missing paved landing area.







US-1 South – Traffic and Safety

- Better crosswalk markings needed at side streets.
- Concrete poles narrow sidewalk in some locations.
- High-emphasis (green) bike lanes should be considered at conflict points.
- Increase median spacing for future development.
- Cross-access connections for future development to reduce conflict points.

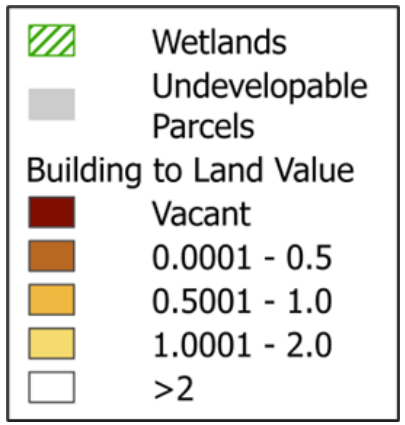


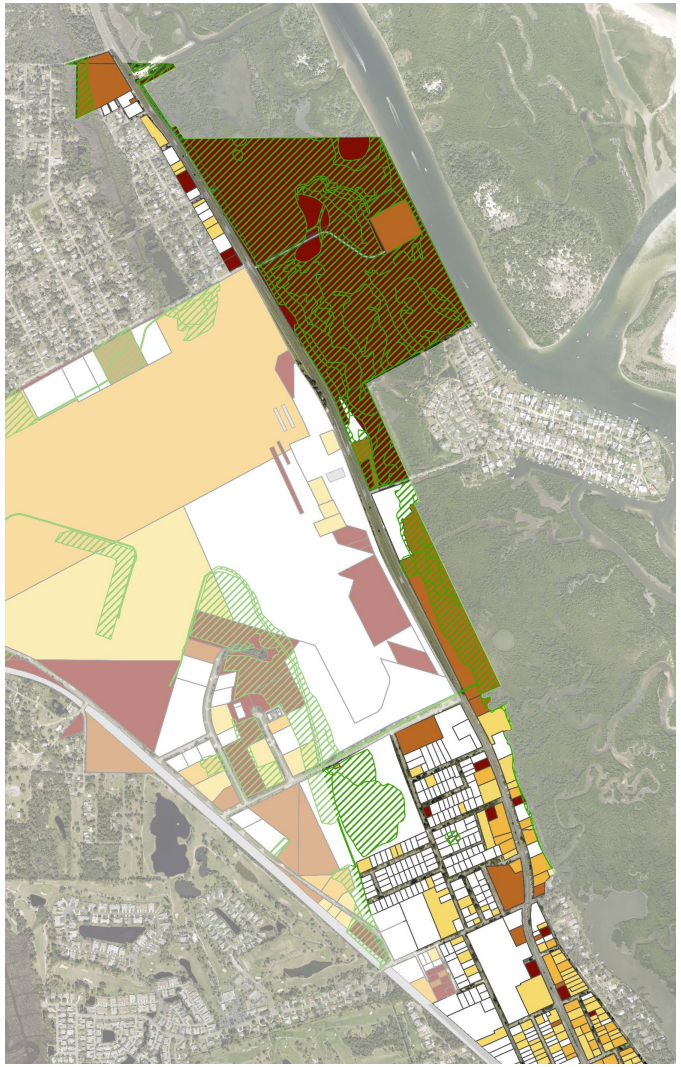


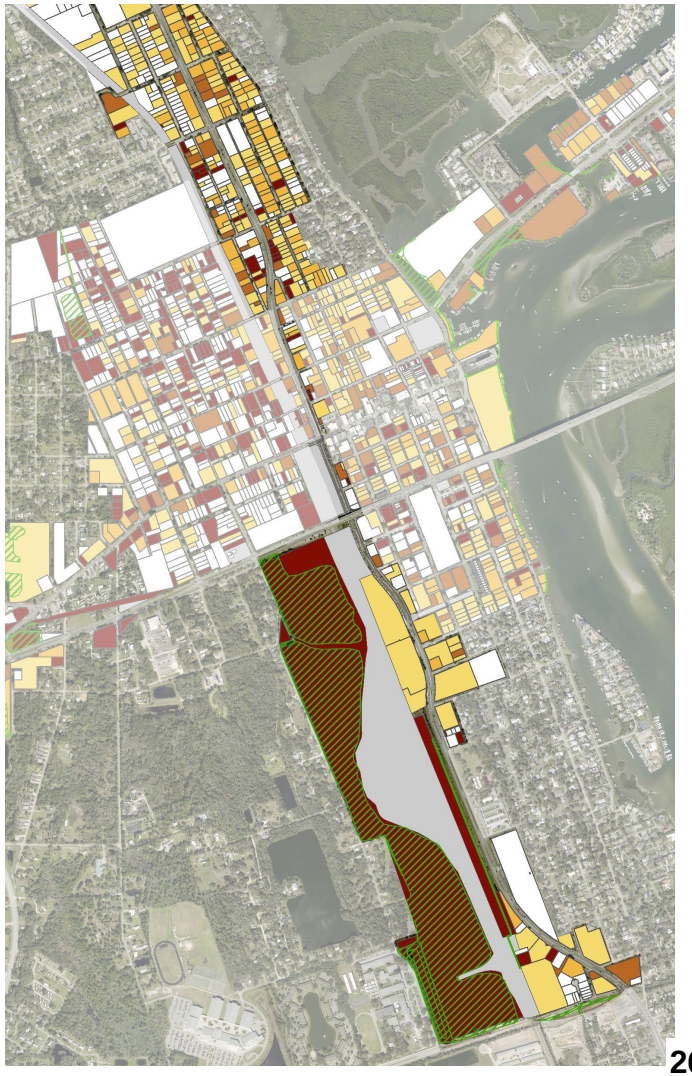


US-1 Opportunities

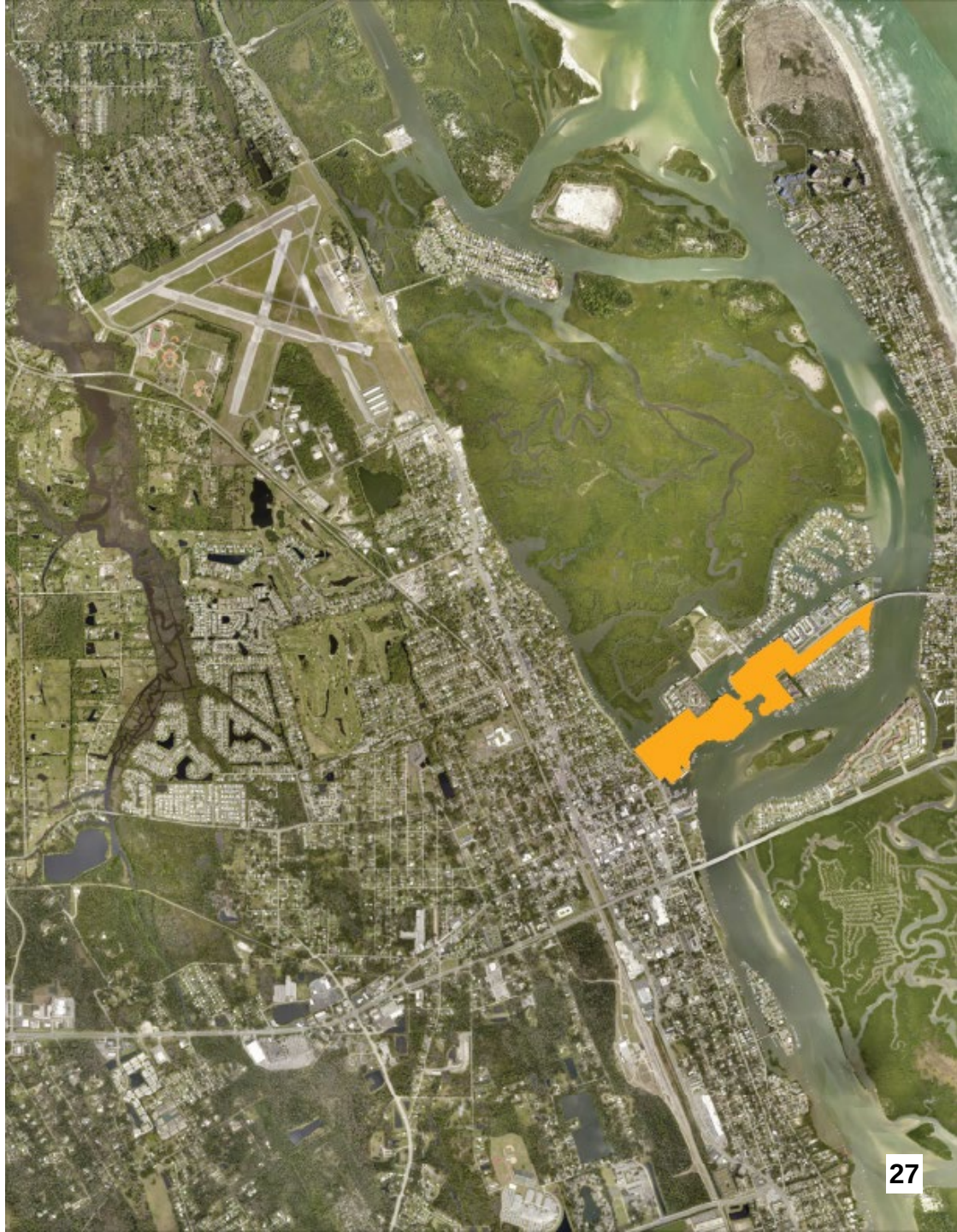
- Redevelopment Opportunities
  - Vacant lands provide opportunities for re-development.
  - Properties with low Building-to-Land Values are most likely to redevelop.
  - Commercial Future Land Use supports mixed-use development.







North Causeway Sub Area



North Causeway Traffic and Safety

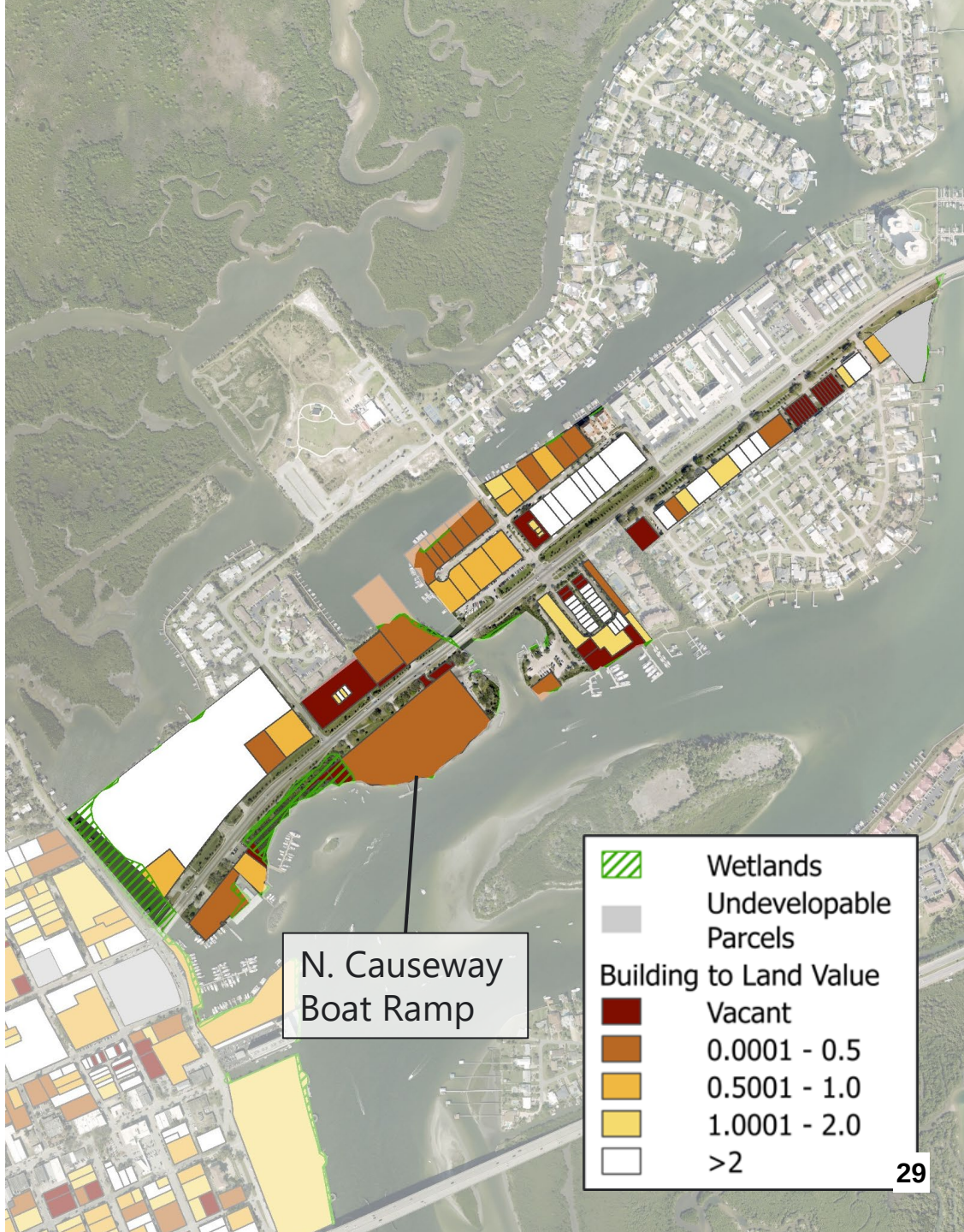
- Biking and Walking:
  - Lack of wayfinding and safety signage for shared-use path users.
  - Need for better pavements markings at crosswalks.
  - Only one pedestrian crossing the North Causeway roadway.
  - Narrow shoulder could be confused for bike lane.
- Motor Vehicle Safety and Access:
  - Encourage cross-access connections.
  - Consider limiting median openings for safety.
- Trees planted close to power lines.





North Causeway – Opportunities

- Redevelopment Potential:
  - Vacant parcels.
  - Properties with low Building-to-Land Values most likely to redevelop.
  - Boat Ramp: Underutilized site along North Causeway
  - Commercial and Mixed-Use FLU Designations could support more retail and residential.



Westside Sub Area

Including Historic Westside



Westside – Stormwater & Streetscape

- Limited stormwater infrastructure to mitigate flooding.
  - Open channels/swales with limited capacity.
  - Lack of storage (retention ponds) to address severe storm event rainfall volumes.
  - Limited catch basins to collect roadway and neighborhood runoff.
- Sidewalks are inconsistent or absent

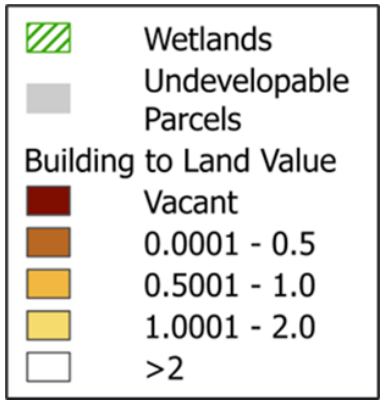


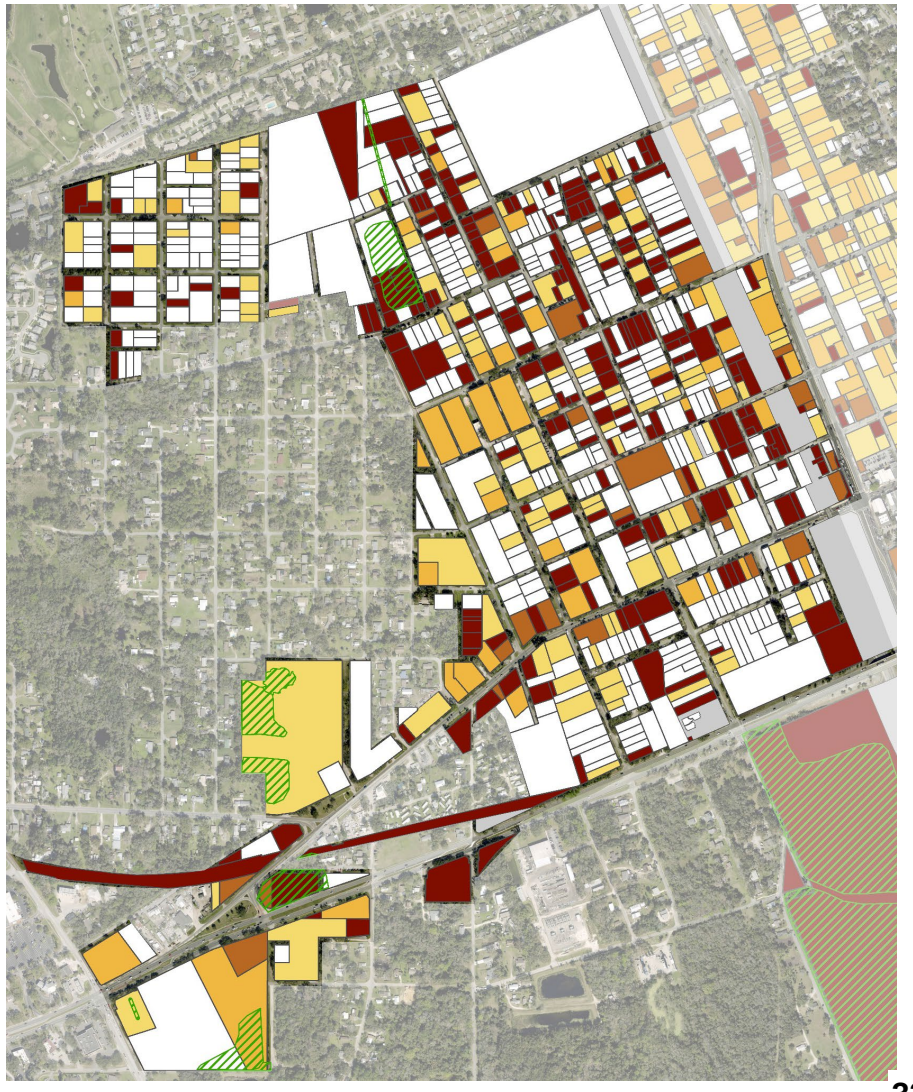


Westside – Opportunities

- Development Opportunities
  - Vacant lots.
  - Medium Density Residential FLU within Historic Westside (8 du/acre)
- Development Challenges:
  - Home renovation grant requires 50% match from homeowner.
  - Struggle to find a business to lease the former K-Mart space due to the building's condition.





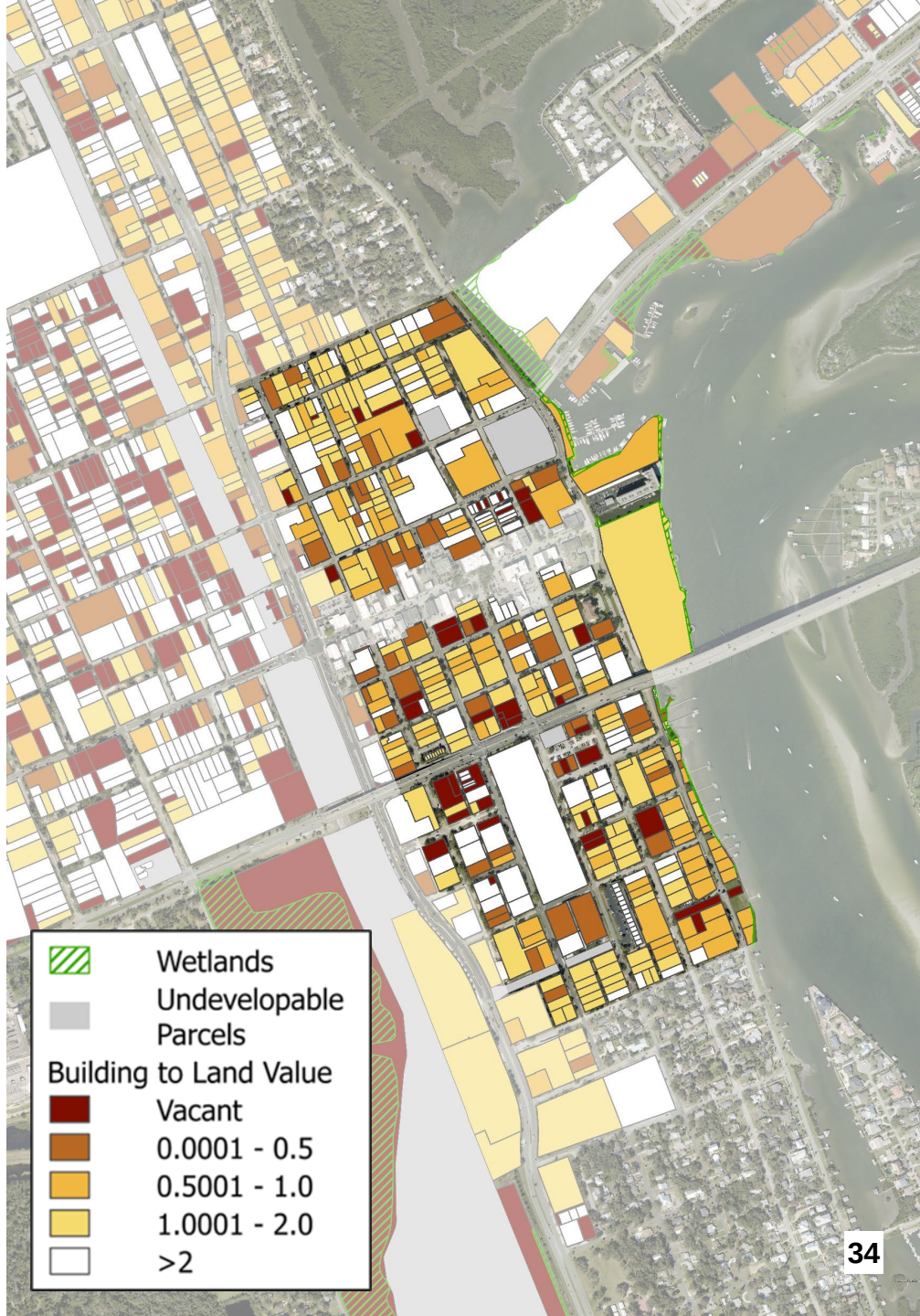


Downtown Sub Area



Downtown – Opportunities

- Vacant properties provide an opportunity for infill.
- Future Land Use Designations supports retail and mixed-use development.
- Bed and Breakfast Overlay District.
- Create more flexible development standards:
  - Allow the height and FAR for desired uses, such as boutique hotels.
  - Encourage public art and murals



General Opportunities

Alternative Standards

- Expand development opportunities by allowing:
  - Shared parking
  - Shared stormwater
  - Shared greenspace
- Improve design requirements, landscaping, and streetscaping to ensure projects align with goals of the CRA:
  - Wide sidewalks with street trees and benches to support walkability.
  - Landscaping buffers between roadway and sidewalk.
  - Architectural design requirements to enhance aesthetic appeal.

Overview of the CEDS Plan

Economic Development

- CEDS Plan applies to entire City.
- CEDS Plan will continue efforts after the CRA Plan sunsets in 2035.
- Many goals align with the CRA Plan:
  - Redevelopment of US-1
  - Airport as an economic generator
  - Economic development in the Historic Westside
  - Support existing businesses
- Plan to be updated to:
  - Align with CRA Plan Update
  - Identify incentives and partnerships
  - Expand target industries



Community Input

Mapping Exercise

- Using the stickers, show us where you see opportunity or need for:



- Other: Numbered Sticker + Sticky Note



Ranking Exercise

- Rank the community priorities you value most (top 3):
  - Architectural Guidelines
  - Gateways and Signage
  - Housing Maintenance and Rehabilitation
  - Infill and Redevelopment
  - Parking Management
  - Public Art
  - Recreation and Parks
  - Streetscape and Landscape Improvements
  - Stormwater Management
  - Transit Zones / Transit Oriented Development
  - Transportation Safety and Access



Open Feedback

- Tell us your needs, concerns, and desires for the following in the CRA:
  - Transportation
  - Artists/Public Art
  - Local Economy
  - Housing
  - Stormwater Management / Flooding
  - Permitted Uses