

**New Smyrna Beach City Commission Workshop**  
**Deering Park Innovation Center**  
**March 25, 2025**  
**Video and Agenda Packet**

Present: Mayor Fred Cleveland, Vice Mayor Lisa Martin and Commissioners Perrine, Ashley, Martin, and McGuirk, City Attorney Carrie Avallone, City Manager Kevin Cowper, Assistant City Manager Ron Neibert and City Clerk, Sharon Taylor Harding.

**Staff Comments:** **Shane** Corbin, Development Services Director provided a brief history. The idea for industrial mixed use, 1600 + acre development west of 95 and south of SR 44 began to be crafted in Oct. 2021 at an Economic Development Advisory Board Workshop. In Feb. 2022, the SEV Chamber of Commerce held a leadership summit, and the current site was included as a possible location. City staff reached out to the property owners. In the spring of 2024, a text amendment to the Comprehensive Plan to allow industrial mixed use and the FLU industrial mixed use zoning district were approved by the commission. This request is consistent with the comprehensive plan.

**Applicant:** **Glenn** Storch, who represents the property owner gave a **Powerpoint** overview of the project included the following information:

- The PUD MDA is the contract. This agreement runs with the property regardless of ownership.
- The PUD requires a half million sq. ft. of non-residential projects to be constructed, and an additional half million sq. ft. of nonresidential projects permitted before a single residential home is built.
- This project is estimated to increase non-residential tax valuations by 2.7 billion dollars and adjust tax revenues from 83% residential to 63%.
- The PUD requires a comprehensive regional storm water system for the entire 1600+ acres. The storm water study will take at least 2 years. The design is intended to deal with hurricane level flooding.
- Stormwater will be redirected to the 3100+ acre conservation easement south of the Deering Park Innovation Center.
- No construction will be permitted until the comprehensive stormwater system is developed and approved by the landowner, the City and SJRWMD. The contract prohibits runoff of stormwater to Venetian Bay or an increase in runoff east of Interstate 95.
- A stormwater maintenance bond will be provided through the Deering Park Taxing District along with an annual analysis of the stormwater maintenance system through an independent survey.
- The 71 miles of wildlife corridor and conservation areas are layered with more than one beneficiary to ensure that they remain in perpetuity. Maintenance of these areas is included in the PUD.
- Public infrastructure and amenities at a minimum include a 55 acre parcel to the City for community use and sports complex; a 10 acre parcel for a police substation; an 8 acre parcel for utility commission use; and a 38 acre parcel for a new CTE high school.
- Bike trails will connect with NSB bike trails, the Florida Regional Bike Trail System and SR 44.
- The PUD provides for right of way connections to South Village, Ocean Gate and a potential bridge over I95.
- A 50' natural buffer is required along SR 44.

- All landscape materials shall be either Florida native species or Florida Friendly plant material.
- The utilities design is based on Babcock Ranch with Sustainable Floridians certification. Residences will meet Energy Star program standards.
- The PUD provides that the owner will work with staff to prepare a standard checklist of all PUD requirements to provide for accountability in meeting the requirements of the PUD over time.

**Public Participation: 15** residents spoke during public participation.

- Two residents spoke in support of the project citing the encouragement of higher wage jobs, diversification of the tax base and the project serving as a model for low impact development.
- Five residents expressed concerns with flooding and stormwater management with 2 more residents expressing concerns regarding the preservation of wetlands.
- Three residents stressed the importance of the responsibility of the Commission to ask what their legacy will be and the future impact on the quality of life in New Smyrna Beach.
- Two residents spoke in support of the addition of affordable housing.
- Three residents cited traffic issues, and one requested more details regarding the bridge over I95.
- One resident stated that the project must work for the community and improve the quality of life. Taxpayers should not be responsible for the cost of developing amenities.
- Several residents stated that conservation lands and wildlife need to be protected. Bike trails should not be routed through conservation areas.
- 1 attendee recommended that a full-sized table model replica of the Deering Park Innovation Center should be on display for the public.
- One resident asked for a schedule of events. Make it timely.
- One resident requested an open discussion and Q&A with the developer. She stated that more information is needed.
- The last speaker reiterated the need to slow down and think this through. Make sure it's what we want.

**Mayor and Commissioner Comments**

- Vice Mayor Martin stated that checks and balances are needed to ensure that the PUD does not morph into a very different concept over the years like Venetian Bay. She would like to see mandates requiring that amenities such as grocery stores, parks and community centers are built out at the same time as the residences.
- Commissioner Ashley agreed with Martin and reiterated the need for consistency over time. He also likes the idea of a 3D model. The vision for Deering Park is a good one.
- Commissioner Perrine thanked the public for all their good comments and will follow up with Glenn. She especially appreciated the economic development numbers and tax base estimates.
- Commissioner McGuirk apologized that there wasn't more time for Commissioners' comments and stated that the Commission will hold more workshops. He stated that tonight's public comments were among the most impressive that he's heard.
- Mayor Cleveland stated that there will likely be another workshop and that the Commission will be eyes on the target to ensure we get what we expect and approve. Planning for the future is essential.