

VOLUSIA COUNTY DEVELOPMENTS

Planned Tech Park promises to bring 1.5 million square feet of warehouse space to DeLand

By Dustin Wyatt

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The DeLand Tech park planned for land near the interchange of I-4 and S.R. 472 calls for 1.5 million square feet of industrial space and 240,000 square feet of commercial space. The maps shows a proposed BTR community by Taylor Morrison sits on the northeast corner of the site. (DeLand city records)

An Indianapolis-based developer is gearing up to bring DeLand a 142-acre tech park with restaurants, retailers, and 1.5 million square feet of industrial space.

And while it's too early to know how many jobs it will create or what tenants will one day occupy the site along S.R. 472 near the I-4 interchange, a member of the project team said the location is already generating buzz.

"This is an area that's getting a lot of attention right now," Mark Watts, a land-use attorney with Cobb Cole told the DeLand City Commission in August before they granted a rezoning request for the project.

Watts is representing Harry "Mac" McNaught with Denison Properties, Inc on a plan that calls for the construction of distribution centers, light industrial warehouses, and 240,000 square feet of commercial/retail space. The conceptual plan shows a grocery-anchored shopping center with retail parcels along Dr. Martin Luther King Jr. Parkway and S.R. 472. The industrial section consists of two cross-dock warehouses that are closer to the interstate.

The area caught the eye of national homebuilder Taylor Morrison as it looked to introduce its new Build-to-rent brand, Yardly, to the Central Florida market. The company is planning to develop a 233-lot multifamily subdivision on a 28.3-acre tract adjacent to the proposed DeLand Tech Park, at the southeast corner of Dr. Martin Luther King Jr. Beltway and Cassadaga Road.



Taylor Morrison is planning to bring a 233-unit BTR community right next to the proposed tech park. (DeLand City records)

Given the proximity of the two projects, DeLand commissioners said they'd like the tech park concept to place more of an emphasis on pedestrian accessibility. They also wanted assurance that truck traffic drawn to the tech park wouldn't interact with residents living within the BTR community.

The main truck traffic for DeLand Tech Park will use the north-south roadway that connects to S.R. 472 for truck access. The residential community has its main access on Cassadaga Road, but also has a connection to MLK that is shared with the neighborhood commercial component of DeLand Tech Park, but which does not directly connect to the areas planned for truck circulation.

The tech park and the BTR community are poised for land within what was formerly part of the 1,800-acre Southwest Activity Center. Located where DeLand, Orange City and Deltona converge, the activity center was designated as an employment district by each of the cities in 1990 as part of a collaborative business venture.

The development team plans to build a spine road, called Kirk Drive, that would run through the center of the project between S.R. 472 to Cassadaga Road, according to site plans by engineering firm VHB. The industrial development would go to the east of this road, along I-4, while the property to the west would be reserved for restaurants, grocery stores, hotels, offices, and other commercial uses, according to conceptual plans.

Parcel 1 of DeLand Tech Park is 90.45 acres in size and will consist of 1.5 million square feet of industrial space while parcel 2 is 38.54 acres in size and will consist of 130,000 square feet of commercial space, according to a city staff report about the project. Parcel 3 is 14.25 acres in size and will consist of 110,000 square feet of commercial space.

The project is broken up into 3 phases: phase 1 includes the northern portion of Parcel 1 and Parcel 2; phase 2 includes Parcel 3; and phase 4 is the southern portion of Parcel 1, the staff report says.

A large retention pond and vegetation buffer will separate the tech park from the adjacent BTR community, according to plans.

This would be DeLand's first BTR community, and one of three Taylor Morrison has in the pipeline for Central Florida under its Yardly brand. The homebuilder is also planning to roll out its Yardly product line in Eustis and Kissimmee.



Yardly communities with over 200 units would feature an Class-A amenity center with pool, clubhouse, fitness center, dog park and pickleball courts. (Taylor Morrison)

Yardly communities will range in size from 100 to 300 units. The communities typically consist of one- and two-bedroom homes ranging from approximately 700 to 1,100 sq. ft. and offer low-maintenance living and smart-home technology.

Each home in a Yardly-branded community will come with a private backyard with a doggy door. Yardly communities with over 200 units would feature a Class-A amenity center with a pool, clubhouse, fitness center, dog park, and pickleball courts.

Taylor Morrison joins D.R. Horton as two of the largest production homebuilders in the U.S. with dedicated BTR divisions. In October, D.R. Horton sold its first completed BTR community, Apopka's Avian Pointe, to Greystar for an undisclosed price.

VOLUSIA COUNTY DEVELOPMENTS

New Deltona mayor makes push for downtown corridor, more mixed-use projects in city

By **Dustin Wyatt**
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The newly elected mayor of Deltona is pitching a plan to bring a downtown corridor and other urban-style mixed-use development projects to Volusia County's most populous city. His plan, drafted on March 5, includes conceptual drawings, like the one shown here. (Deltona Mayor Santiago Avila)

The newly elected mayor of Deltona is pitching a plan to bring a downtown corridor and other urban-style mixed-use development projects to Volusia County's most populous city.

Saying that many of Deltona's roughly 100,000 residents go elsewhere to dine and shop, Santiago Avila, who was sworn into his mayoral seat in November, has drafted a plan called "A city of Destiny: Looking Forward" in which he proposes three community center concepts he'd like to see emerge with restaurants, retailers, and apartments.

Avila's next step is to present his ideas to his fellow City Commissioners in hopes of winning their support. If that happens, the city would need to identify land where the projects would go and then seek out developers to deliver the products.

"While this concept has not been created or endorsed by the City of Deltona, it has always been one of my top priorities to create a community center that provides shops, restaurants, and other mixed uses," he wrote in a March 7 Facebook post. "I look forward to feedback from our citizens as this concept continues to take shape."

Avila is proposing three separate projects: Downtown Deltona, Uptown Deltona and "One Deltona." The latter, Avila says, is modeled after One Daytona, a 300,000-square-foot mixed-use destination with restaurants, luxury apartments, shops and hotels across the street from the Daytona Beach International Speedway.



Avila's next step is to present his ideas to his fellow City Commissioners in hopes of winning their support. If that happens, the city would need to identify land where the projects would go and then seek out developers to deliver the products. His plan, drafted on March 5, includes conceptual drawings, like the one shown here. (Deltona Mayor Santiago Avila)

"At a minimum, I'm hoping we get at least two of these entertainment districts," Avila told GrowthSpotter. "We have a really large population and we really don't have a place for the community to go and be with their family, hang out, a place where they can take their kids. That's what we are missing. I think we can incorporate a downtown or Uptown with new development that incorporates green space. We can give people a sense of community without having to go over the bridge," into Sanford.

But even if the city commission agrees to pursue projects like this, the question becomes: Where would they go?

He mentioned land owned by the Volusia County School District on Dr. MLK Boulevard across the street from The Center at Deltona, the city's event center.

Avila said the city could explore purchasing that land from the school district and then solicit bids from the development sector for a mixed-use concept.

He also noted land along Deltona Boulevard that the city has already put public CRA (Community Redevelopment Agency) funds towards.

"We can create opportunity zones; that area right there would be prime for a One Deltona. Right there we'd benefit from having different commercial shopping and fun for our residents."

Avila said there's also potential around Deltona Village, a mixed-use project that's already under development on Graves Avenue, near I-4 and the intersection of Howland Boulevard.

Deltona Village, located between an Amazon distribution center and Deltona High School, currently contains a movie theater — Epic Theatres — and several out-parcel tenants such as Burger King and a RaceTrac gas station.

But the 150-acre site will one day be home to more than 1,200 apartments, restaurants, a national grocery store anchor, 50,000 square feet of light industrial warehouse space, and a hotel, according to Nathan Palmer, a managing partner with Leaders Real Estate who's overseeing the development of Deltona Village.



- 1 National Fitness User **E88FITNESS**
- 2 1.4M Sf Amazon Center **amazon**
Phase 1 opened Q4 2020
- 3 UF Health | Halifax Hospital
Opened Hospital & MOB Spring 2020
- 4 Integra - Multi-family
Phase 1 under construction, Phase 2 in permitting
600+ total units over 2 phases
- 5 Remaining Retail/Office Pads
Pads remaining for auto, restaurant, retail, many under negotiation
- 6 National Grocery Anchor
- 7 NWC Howland/Forest Edge Dev.
4 Ac being developed by BlueRock/RDP
- 8 Peninsula
Available for many uses
- 9 Hotel Development
Under Agreement for a new hotel
- a 13 Ac Available
Available for many uses
- b Portland Industrial Park
Remaining Amazon Excess, in pre-development for another million SF anchor industrial/manufacturing user.
- c Amazon Phase II
Amazon purchased remaining 25 Ac for Phase II, last-mile development
- d 50k Light Industrial/Manufacturing
in pre-development
- e 9 Ac Available
Available for many uses
- f Vertical Self Storage
Under agreement to self storage developer
- g 600+ New Apartments in pre-development

Deltona Village, located between an Amazon distribution center and Deltona High School, currently contains a movie theater — Epic Theatres — and several out-parcel tenants such as Burger King and a RaceTrac gas station. But the 150-acre site will one day be home to more than 1,200 apartment units, restaurants, a national grocery store anchor, 50,000 square feet of light industrial warehouse, and a hotel. (Leaders Real Estate)

Integra Land Company is building 300 multifamily units on the southeast corner of the property. The company is seeking final approval for another 300 units on an adjacent parcel for phase two. Meanwhile, a parcel to the north is slated to host another 600+ apartments.

Palmer said his team has already received commitments from a hotel and a grocery store, but names can't be released at this time.

"Before COVID, we had it all teed up, and then everything went on hiatus," Palmer said. "But now it's all back there again."

He added that a Starbucks, Panda Express, and a fitness center from a national franchise are also slated to move in, while 13 acres are still available for development.

"This is a very suburban community that has just kind of grown without a lot of non-residential growth," Palmer said, adding that his team's project aims to change that. "We have a lot of other users who want to be here (at Deltona Village) we are just trying to figure out some of the bigger puzzle pieces first."

As Avila pushes to see other mixed-use projects like this move in, he wants input from residents and other city leaders.

He expects to present his ideas to his fellow commissioners in the coming weeks.

"I'm not saying that my vision is the perfect vision, but my vision gets the conversation started," he said. "We need to have a conversation as a city as to what direction we want to go. We need to talk about it, and the very most important thing is to include the residents so they have a say."