

Holly Hill gives OK to sell land to billing company owner

Tuesday

Posted Sep 22, 2015 at 10:18 PM

By Lacey McLaughlin and Clayton Parklacey.mclaughlin@news-jrnl.comclayton.park@news-jrnl.com

HOLLY HILL - The City Commission on Tuesday evening voted to approve a Daytona Beach company owner's offer to purchase seven acres of city-owned land along Center Street, just north of LPGA Boulevard.

Jayson Meyer, the founder and CEO of Synergy Billing, has proposed redeveloping the 25-acre former Holly Hill Middle School property into what he has described as a "Google East"-style office park similar to those in Silicon Valley.

The proposed office park, which Meyer has dubbed The Fountainhead at Holly Hill, could eventually include a medical billing school, a community health clinic, a daycare center, a fitness center, a business incubator and possibly even a restaurant and apartments for employees and their families.

During a presentation to the commission, Meyer said that he wanted to invest in the community and create a place that will enhance the quality of life for residents and his employees.

"This is a dynamic opportunity to change the face and shape of Holly Hill," Meyer said. "We want to create a beautiful and robust corporate campus where people can eat, work and live."

Commissioners unanimously approved the sale of the property and a conceptual plan for the development Tuesday evening. Commissioners must approve a final master plan for the property at a later date. The agreement will also requires the money from the purchase of the land to be held in the city's Community Redevelopment Agency Fund for job retention and growth directly related to the project. The project will also use Tax Increment Financing, which will provide reimbursement to the developer for infrastructure improvements made to the property and surrounding area.

"This project will put us on the map - not just in Volusia County, but from all over the nation," said Mayor John Penny.

Commissioners and citizens raised questions about traffic issues the project may create due to the influx of workers and residents. Some also questioned the quality of jobs and the overall economic impact to Holly Hill.

City Manager Joe Forte said that the city's planning department is working closely with Synergy to develop a finalized plan that fits the community.

"Since I've been here we've had three offers on this property that weren't acceptable," he said. "What (Meyer) is bringing to the table fits with the city's master plan that was developed years ago."

Jeannette Duerr, a spokeswoman for Synergy Billing, said Meyer decided to initially purchase "the core" portion of the property where the former school's two existing buildings are located so he can immediately begin converting them into a 35,000-square-foot office complex. The two existing buildings were built in 1969, according to county property records.

Duerr said the company hopes to move into the renovated buildings by the end of next year. Meyer would then have an option to purchase the rest of the land to redevelop in the future, possibly in phases, she said.

Meyer is offering to pay \$60,000 an acre, Duerr said.