

20-1

March 30, 2016

City of Vero Beach City Council
1053 20th Place
Vero Beach, FL 32960

Subject: Historic Downtown Vero Beach Economic Development Zone Advisory
Committee

Dear Mayor Kramer:

We have been working hard to prepare our Economic Development Plan for our Zone over the last year. Our plan is presented to you in the attached document.

We have associated costs with all items we are proposing. However, as you can see our current plan has a total of 13 items, with only 4 items that have a cost associated with them. Please understand that it is the intention of our Committee to acquire donations/sponsorships for item A-1 (Maps and Signage). Items, such as, A-2 (Painted Walking Trail), A-5 (Alleyway Lighting), and B-2 (Special Theme Lighting) would be funded by our group with the tax increment dollars received yearly.

Our Committee has begun forging relationships with the Cultural Council, the Tree and Beautification Committee, and Main Street in order to form a cohesive group for the betterment of the Downtown District as a whole. We understand that there are items on our list that are also included in the Cultural Arts Village plan, as well as Main Street's future planning.

We are also very proud of the relationships we have already acquired and were able to achieve project completion on, such as the bicycle patrol with the Police Department. Our relationship with Chief Curry is a valued one. He heard our concerns and was hard at work to make things happen. The patrols are now out in the community and have gotten positive response from the neighborhood.

We hope this shows that our group is planning and executing ideas for the greater good of the City, and that our plan will be well executed with budget conscience ideas. We look forward to working with the Council to make sure the Historical Downtown Zone is moving into the future gracefully.

Thank you,

Jessica Hawkins, Chairman
Historic Downtown Vero Beach Economic
Development Zone Advisory Committee

**CITY OF VERO BEACH
ECONOMIC DEVELOPMENT ZONE COMMITTEE'S
ECONOMIC DEVELOPMENT PLAN**

1. MISSION STATEMENT

The Economic Development Zone Committee (EDZC) exists to provide and administer an economic development plan that identifies the infrastructure, capital improvements, and expenditures, subject to City Council approval, in accordance with Ordinance 2012-07 enabling use of tax increment revenues (and other sources) as a basis for funding essential projects to enhance the areas within the designated "Historic Downtown Vero Beach Economic Development Zone."

2. PLANNED PROJECTS WITHIN THE ZONE

A) One (1) Year Projects

A-1 **Maps and Signage**: These signs would serve as maps on the zone with Historical Buildings, Restaurants, Galleries, etc. listed. These structures would be three sided with signage, advertisements, upcoming events, and the like displayed with directions to places within the zone.

COST: \$3,995 each with seven (7) possible locations – total approximately \$28,000

Sign Proto-type: MAGLIN.com, item MLK-103S-\$3,995 each with possible savings by using a local business to fabricate signs.

A-2 **Painted Walking Trail**: This would provide the community with a Historical walking trail through Downtown Vero Beach showcasing historical and important areas within the District. The walking trail would be designated by a painted hibiscus on the sidewalk.

COST: Approximately \$5.00 for each emblem

A-3 **Time Adjustment for SR60 pedestrian crossings**: Our Committee has reached out to Mr. Chris Mora from the Indian River County Public Works Department regarding this matter. We would like to see the time in which the public has to cross either west-bound or east-bound SR60 at 14th Avenue to be extended from its current 15 seconds. This would give the public additional time to cross safely in these high-speed, multi-lane areas.

COST: No cost occurred to the EDZC

A-4 **Public Safety** Our Committee has met with the Chief of Police and discussed our safety concerns within the zone. He has been working with his officers in order to be more present within the Downtown area. We have seen noticeable presence and feel it has made a positive impact. The Chief is working on bringing back a bike route and has recently purchased (2) bikes costing \$1,500 each.

COST: No cost incurred to EDZC

A-5 **Alleyway Lighting Improvements** Our Committee has coordinated with the Public Works Director to make safety improvements to the alleyway. These improvements include making the portion of the alleyway between 14th Avenue and 16th Avenue to a one-way westbound only.

Cost: Lighting to be paid by EDZC

B. Two (2) to Three (3) Year Projects

B-1 **Additional Bus Stops Downtown** Continue working with the GoLine through their move to their new Hub in order to add stops within the zone to bring additional people to the Downtown area.

COST: No cost to the EDZC

B-2 **Special Theme Lighting** Our Committee would like to expand on the themed antique lighting on Main Street 14th Avenue south on 14th Avenue to 18th Street.

COST: Poles can be rented from the City at \$20.00 per month, which includes maintenance

B-3 **Paving Improvements between 14th Avenue and 20th Avenue** This would include paving improvements between 14th Avenue and 20th Avenue.

COST: No cost incurred to EDZC. Would be a safety upgrade and paid for by the City

B-4 **Sidewalk Widening Project** Our Committee has coordinated with the Public Works Director regarding widening sidewalks within the zone to enhance walk-ability and promote outdoor dining.

COST: No cost incurred to EDZC. Could be petitioned by the City to be done with SR60 project

C. Five (5) Year Plus Projects

C-1 **Stamp Crosswalks** Our Committee has coordinated with the Public Works Director regarding possible stamped asphalt paver style crosswalks within the zone. They understand this would be cost prohibitive before the roadway re-paving project takes place, when this is done (approximately 8-10 years) this could be performed as a part of that project.

COST: No cost incurred to EDZC

C-2 **SR 60 Restructuring and Additional Landscaping** Our Committee is committed to working with the City and the County in order to provide the best re-structuring plan for the Twin Pairs, thus enhancing the safety, walk-ability, and allure of the Downtown area to both businesses and the public. Also the Committee discussed the need for additional landscaping once the project has been completed.

COST: FDOT project, but landscaping and streetscape improvements will require local public or private funds.

C-3 **Band shell** Our Committee is committed to working to promote the building of a band shell within the Historic Downtown Zone.

C-4 **Art Displays in Green Space** Our Committee is committed to promoting art within the green areas if and when the SR60 calming plan is implemented, and within areas that will not change when calming plan is implemented (i.e. island at SR60 east/west and 20th Avenue north/south).

COST: No cost occurred to EDZC

3. Budget

For budgetary purposes, we would propose rolling our first year's tax increment to year 2 (2017), as we do not anticipate generating the funds necessary to implement any of our planned projects with these funds within the first year. A detailed multi-year budget will be prepared in the proposed amendment update to be submitted to the City Council for its consideration in November as more specifics on the scope, costs, and potential funding sources for projects are identified over the next six months by our Committee.