

**ECONOMIC DEVELOPMENT ZONE COMMITTEE MEETING
MONDAY, APRIL 18, 2016 10:00 A.M.
CITY HALL, COUNCIL CHAMBERS, VERO BEACH, FLORIDA**

A G E N D A

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**
 - A) March 29, 2016
- 3. PUBLIC COMMENT**
- 4. NEW BUSINESS**
- 5. OLD BUSINESS**
 - A) Finalize Economic Development Plan to be presented to the City Council
- 6. NEXT MEETING DATE**
 - A) May 16, 2016
- 7. ADJOURNMENT**

This is a Public Meeting. Should any interested party seek to appeal any decision made by this Committee with respect to any matter considered at such meeting or hearing, he will need a record of the proceedings and that, for such purpose he may need to ensure that a record of the proceedings is made which includes the testimony and evidence upon which the appeal is to be based. Anyone who needs a special accommodation for this meeting may contact the City's Americans with Disabilities Act (ADA) Coordinator at 978-4920 at least 48 hours in advance of the meeting.

**ECONOMIC DEVELOPMENT ZONE COMMITTEE MINUTES
MONDAY, MARCH 29, 2016 10:00 A.M.
CITY HALL, COUNCIL CHAMBERS, VERO BEACH, FLORIDA**

PRESENT: Jessica Hawkins, Chairwoman; Terry Torres, Vice Chairman; Members: Gary Rooney and Mike Williams **Also Present:** Tim McGarry, Planning and Development Director and Tammy Vock, City Clerk

Excused Absence: Mr. Scott Chisholm

1. CALL TO ORDER

The Chairman called the meeting to order at 10:00 a.m.

2. APPROVAL OF MINUTES

A) February 15, 2016

Mrs. Suzy Feeney, Executive Director for the Heritage Center, brought up the Committee's Economic Development Plan and noted that the Band shell at the Heritage Center still appeared on their list and she had some concerns with that. She recalled speaking at a Council meeting and was told that the Bandshell had been removed from the list. She remembered at the time this was being discussed that the Press Journal was interested in having it and would be willing to help with funding it. She said things have changed since then and the Press Journal has changed ownership.

Mrs. Hawkins reassured Mrs. Feeney that C-3) – Bandshell at the Heritage Center should have been removed from the list.

Mr. Torres made a motion to approve the February 15, 2016 minutes. Mr. Rooney seconded the motion and it passed unanimously.

3. PUBLIC COMMENT

4. NEW BUSINESS

A) Mrs. Barbara Hoffman, Executive Director of the Cultural Council of Indian River County, to discuss the Cultural Arts Village.

Mrs. Hawkins told Mrs. Hoffman that the Economic Development Zone Committee (EDZC) would like to work with the Cultural Council in their development of the Cultural Arts Village.

Mrs. Barbara Hoffman, Executive Director of the Cultural Council, commented that the process has been interesting. She gave the history on how they got to where they are today. She said the Cultural Council

started focusing on the old Diesel Plant and talked about purchasing it and then realized it was not going to work for them. So they started thinking about what else to do. They looked at what other communities had done, which led them to looking at the concept of a Cultural Arts Village. Then they identified Edgewood neighborhood as being where the "Village" would be. In the Village they would like to see artists living there and selling their art work out of their homes. They would encourage people to live in the neighborhood and participate in the Village. They worked on these plans that go back to January a year ago and then presented the concept at a meeting held at the Heritage Center and over 100 people attended the meeting. They received a positive response from the community and encouragement to move forward with the project and see where it goes. In February she came before the City Council and presented the concept to them and they encouraged the Cultural Council to move ahead. Then they needed help with the technical parts of the project and the City Council passed a Resolution that allowed them to contract with the Treasure Coast Regional Planning Council (TCRPC) to provide them with technical assistance. Then there was a design charrette held in September. They held an Edgewood neighborhood meeting at the Police Department and there was discussion about some of the things that occur in the neighborhood. The Police Chief has been instrumental in following up on everything that was discussed at that meeting. Then they held another meeting at the Heritage Center just for the businesses to get their input. They also held a separate meeting for members of the Cultural Council. Mrs. Hoffman went over the design charrette orchestrated by the TCRPC. Then last month she appeared before the City Council with the final plan. She said the final plan is on the Vero Beach Cultural Arts Village website. She has been working closely with Mr. McGarry on this project and the next step would be to work on the zoning overlay, which would allow artist to live, work and sell out art out of their homes.

Mr. Tim McGarry, Planning and Development Director, explained that there would need to be a zoning change to allow artists to live in their homes and sell their work in a residential setting. With the zoning change, there could also be an arts gallery in the area, a small boutique, cafes, bakery, etc. He is also looking at bringing in accessory buildings that fit into the historic nature of the neighborhood. He is working on updating the Comprehensive Plan now and this will have to be included.

Mr. Torres asked what the current zoning is.

Mr. McGarry explained that the zoning downtown will remain the same. However, there are multiple zones that will have to be looked at and there could be multiple zones in the overlay district.

Mr. Torres complimented Mrs. Hoffman on all the work that she has done on this project. He said that he was very impressed and liked that everyone was working together.

The Commission gave an update on the Police Officers patrolling on bikes in the downtown area. They (Police Officers) have gone through the necessary training and now can start patrolling in this area.

Mr. Torres liked the idea of artists living in this neighborhood. He also thought that funding could be found for this kind of project.

Mrs. Hoffman continued by saying that with this project they have involved over 500 people in the community as they have gone through these various meetings. She said it has been a real community project. At this point they have created three (3) Professional Advisory Committees to work at putting together a plan. Once the plan is in the place they will provide a pamphlet of all of the different ideas that have transpired. There has been a commitment from these business professionals to help in these

various areas. Then they created six (6) sub-committees. The first sub-committee is a Mural Committee. They will come up with a process for having murals. She has been looking at doing something with the AT&T building located on Route 60. The second committee is an Architectural Committee which is being chaired by Mr. Richard Bialosky. This Committee will give guidelines and suggestions in renovating homes in this area. The third committee is the Infrastructure Committee chaired by Neil Sickerman (local Landscape Architect). They will be looking at tree canopies, landscaping, street signs, add original names to the street names that are already there. The Committee will be responsible for bringing in some nice lighting in the Village and then adding additional lighting for safety reasons. They will also be looking at having bike paths. They hope to provide public restrooms close to 14th Avenue. The fourth committee is the Freshman Learning Center Committee. She pointed out how unattractive that building is. They have proposed a design to make the Freshman Learning Center look like the old High School. They would work on bringing back that look and have more landscaping there. She said they are working with the School District on this project. They are also proposing having an outdoor stage in that area. It would be a partnership with the School District so the public can use the stage. The fifth committee has to deal with communications and marketing the project. The sixth and last committee is working on development. This committee will work on coming up with some ideas for fundraisers and looking at grants, sponsors, etc.

Mr. Williams asked how many homes are in this area. Mr. McGarry guessed that there were about 50 homes in the area.

Mr. Hawkins reiterated the importance of all the different organizations working together. She said one (1) group should not have the burden of accomplishing all of these different things that they want to see happen in this area. It was also noted that it would also be more cost effective if everyone was working together.

5. OLD BUSINESS

A) Finalize Economic Development Plan to be presented to the City Council

Mrs. Hawkins felt that the Plan looked fine. She just asked that item C-3) be removed.

Mr. Torres made a motion to approve the Economic Development Plan as it stands with the exception of item C-3). Mr. Rooney seconded the motion and it passed unanimously.

Mr. McGarry suggested that Mrs. Hawkins include a cover memo with their Plan and that she present it to the City Council at their April 17th meeting. He noted they may be looking at more money than they originally thought with the old Diesel Plant being put back on the tax rolls, as well as a proposed new four (4) story building that is going to be built in the downtown area.

Mayor Jay Kramer suggested that the supporters of the Plan be at the April 17th City Council meeting. He could not see why anyone would want to reject it.

6. NEXT MEETING DATE

The next EDZC meeting will be held on April 18, 2016.

7. ADJOURNMENT

Today's meeting adjourned at 10:43 a.m.

/tv

**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.