

5-A)

DEPARTMENTAL CORRESPONDENCE

TO: James O'Connor
City Manager

FROM: Timothy J. McGarry, AICP 
Director of Planning and Development

DATE: April 22, 2016

SUBJECT: **A Resolution Adopting the Economic
Development Plan for the Historic Downtown Vero Beach
Economic Development Zone**

Overview

The Planning and Development Department requests that the above referenced attached Resolution be placed on the City Council's May 3, 2016, regularly scheduled agenda for consideration. This Resolution was prepared at the direction of the City Council at its April 19th meeting.

Recommendation

The staff supports the adoption by City Council of the Economic Development Plan prepared by the Historic Downtown Vero Beach Economic Advisory Committee.

TJM/tf
Attachments

RESOLUTION NO. 2016 - _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF VERO BEACH, FLORIDA, ADOPTING THE ECONOMIC DEVELOPMENT PLAN FOR THE HISTORIC DOWNTOWN VERO BEACH ECONOMIC DEVELOPMENT ZONE; PROVIDING FOR CONFLICT AND SEVERABILITY; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City Council adopted the Economic Development Plan and the Tax Increment for the “Historic Downtown Vero Beach Economic Development Zone” in Resolution 2015-12; and

WHEREAS, the City Council in adopting the aforementioned economic development plan contingent upon the Historic Downtown Vero Beach Economic Advisory Committee (hereinafter “Committee”) to incorporate further specific details and information to an amended Economic Development Plan (hereinafter “Plan”) to be submitted to the City Council by the Committee by no later than April 1, 2016; and

WHEREAS, the Committee prepared an amended draft Plan with more specific details and information on proposed capital projects, which was submitted to the City Council prior to April 1, 2016; and

WHEREAS, Committee’s Chairman made a presentation to the City Council on the Plan at the City Council’s April 19, 2016, meeting; and

WHEREAS, as Section 29-26 of the City of Vero Beach Code requires that the Plan be adopted by resolution of the City Council and

WHEREAS, the City Council finds the Plan prepared by the Committee is a step forward in identifying specific capital improvements and other projects to enhance and attract more private investment and development activity in the downtown as espoused in the 2005 Vision Plan and City Comprehensive Plan;

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF VERO BEACH, FLORIDA, AS FOLLOWS:

Section 1. Adoption of “WHEREAS” Clauses.

The foregoing “Whereas” clauses are hereby adopted and incorporated herein as forming the legislative findings and intent of the Resolution.

Section 2. Adoption of the Economic Development Plan.

The City Council hereby adopts the Economic Development Plan for the Zone attached hereto as Exhibit A and incorporated herein.

Section 3. Conflict and Severability.

If any provision of this Resolution shall conflict with any other resolution, the provisions of this Resolution shall govern. If any provision of this Resolution is held to be invalid, unconstitutional, or unenforceable for any reason by a court of competent jurisdiction, such invalidity shall not affect the validity of the remaining portions.

Section 4. Effective Date.

This Resolution shall become effective upon adoption by the City Council.

This resolution was heard at a public hearing held on the _____ day of _____ 2016, after which hearing it was moved for adoption by Councilmember _____, seconded by Councilmember _____, and adopted by the following vote of the City Council:

Mayor Jay Kramer	_____
Vice Mayor Randolph B. Old	_____
Councilmember Pilar E. Turner	_____
Councilmember Richard G. Winger	_____
Councilmember Harry Howle III	_____

ATTEST:

CITY OF VERO BEACH, FLORIDA

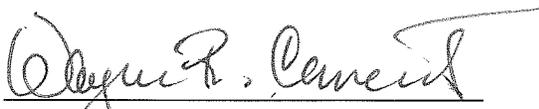
Tammy K. Vock
City Clerk

Jay Kramer
Mayor

[SEAL]

Approved as to form and legal sufficiency:

Approved as conforming to municipal policy:

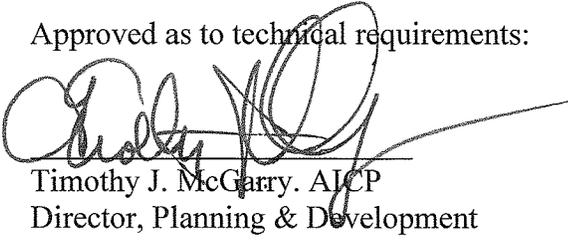


Wayne R. Coment
City Attorney



James R. O'Connor
City Manager

Approved as to technical requirements:

A handwritten signature in black ink, appearing to read 'Timothy J. McGarry', is written over a horizontal line. The signature is stylized and cursive.

Timothy J. McGarry, AICP
Director, Planning & Development

**EXHIBIT A
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 **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-3 **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-4 **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.