

**ECONOMIC DEVELOPMENT ZONE COMMITTEE MEETING
MONDAY, MAY 16, 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) April 18, 2016
- 3. PUBLIC COMMENT**
- 4. NEW BUSINESS**
- 5. OLD BUSINESS**
 - A) Economic Development Plan
- 6. NEXT MEETING DATE** – Commission to decide if they will meet during the summer months
- 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, APRIL 18, 2016 – 10:00 A.M.
CITY HALL, COUNCIL CHAMBERS, VERO BEACH, FLORIDA**

PRESENT: Chairman, Jessica Hawkins; Members: Gary Rooney and Mike Williams **Also Present:** Planning and Development Director, Tim McGarry (arrived at 10:52 a.m.) and Deputy City Clerk, Sherri Philo

Excused Absences: Terry Torres and Scott Chisholm

1. CALL TO ORDER

The Chairman called today's meeting to order at 10:03 a.m.

2. APPROVAL OF MINUTES

A) March 29, 2016

Mr. Rooney made a motion to approve the minutes of the March 29, 2016 Economic Development Zone Committee (EDZC) meeting. Mr. Williams seconded the motion and it passed unanimously.

3. PUBLIC COMMENT

None

4. NEW BUSINESS

None

5. OLD BUSINESS

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

Mr. Rooney said it is not included in the outline of their Plan, but the Plan is really an umbrella for all the other organizations in tow in that they work in harmony with each other and not repeat or contradict anything.

Mrs. Hawkins presented the Commission members with a "cover" letter that she sent to the City Council regarding the Economic Development Plan (please see attached). She noted that she did state in the letter that they are beginning to work with other groups and organizations in their

district so that they are not stepping on each other's toes. That they work together rather than against each other. She also stated in the letter that there are not a lot of items in the Plan that will require funds from the City. Projects, such as item *A-1 – Maps and Signage*, they would try to get sponsorship from the businesses that would be listed on the signs.

Mrs. Elaine Jones, of Mainstreet, asked are they talking about directional signs or kiosks.

Mrs. Hawkins said they would be kiosks that would be three (3) sided with a map showing the location of businesses on one side and things that are happening within that area on the other two (2) sides.

Mrs. Jones asked could they get a grant for this.

Mr. Jay Kramer, Mayor, said Mainstreet has the ability to compete for grants.

Mrs. Hawkins asked is Mainstreet currently working with the Heritage Center to do a "historical walk."

Mrs. Jones answered yes.

Mrs. Hawkins said then item *A-2, Painted Walking Trail* should probably not be included in their Plan.

Mr. Rooney said it would be great if different groups picked up some of the projects that they have outlined and then they could check these projects off rather than removing them from the list.

Mrs. Hawkins explained that she didn't necessarily mean taking them off the list, but state that they are working together with other organizations on a project.

Mr. Williams asked if they work with a local sign maker, could they recognize them on the sign.

Mrs. Hawkins answered yes.

Mr. Williams said that he would speak with a couple local sign companies.

Mrs. Hawkins said if Mr. Williams wanted to show them the prototype, the website is listed in their report.

Mrs. Hawkins said that she would mention to the City Council during her presentation tomorrow night under item A-2 that they are working with Mainstreet and the Heritage Center so it would not necessarily be funds coming from the City.

Mrs. Jones suggested having a misting station in the downtown area during the summer months. She said they have them in Ft. Pierce. She suggested maybe having one near the fountain. She said it also could be a place to have water for the dogs.

Mrs. Hawkins said the Airshow is working on having a misting station for their event. She said that she would ask them what the cost is.

Mrs. Jones said that she would call Ft. Pierce to see how they accomplished theirs.

Mr. Williams suggested that they try to work with Ft. Pierce in sharing the misting station.

Mrs. Jones thought that the misting station in Ft. Pierce was permanent. She noted that the misting station for the Airshow would be temporary.

Mayor Kramer referred to the idea of reducing lanes, which would add parking along Route 60. He wanted to make sure that stays in the Plan. Also, the Committee has the opportunity to lobby the City Council for changes to City Ordinances regarding the business district, such as having the sandwich boards. He said they can make small Ordinance changes in this area without having to deal with politics of the areas outside. If there are small changes that they can make to their Ordinances to help the businesses, the City Council would like to know.

Mrs. Jones said everyone in the downtown area received a letter from the City stating that they are not allowed to put out a sandwich board without a permit. She said the cost is \$10 dollars, but it doesn't say if that is per day, per month, or for the year. It is very vague. She said the letter also stated that they could not put balloons out for an event, which they have been doing for a long time.

Mayor Kramer said that he would get clarification on this.

Mr. Rooney said that goes back to what they discuss at every meeting, which is to slow down the traffic because people can't see the businesses when they are driving 40 miles per hour. He said having signage seems nice, but they would be a blur because of the speed.

Mrs. Jones said they had a lot of close calls of people getting hit during the Hibiscus Festival and they called the Police Department and they parked a Police car in the area with the lights on. She said they have the same situation occurring during their Downtown Friday events.

Mrs. Hawkins asked is there a way the City Council could increase the time for crossing the street during events.

Mayor Kramer explained that the County does the timing of the traffic lights, which they try to time them with the other lights for continuity of traffic flow.

Mayor Kramer reported that there is an interchange planned with Oslo Road, which might push a lot of truck traffic in that direction rather than on Route 60. There is also a plan to widen Aviation Boulevard. Therefore, slowing down traffic on Route 60 might not necessarily hinder traffic.

Mr. Rooney asked is there a way to detour traffic during events and having "local" traffic only.

Mrs. Hawkins said that might be something they need to discuss with the Metropolitan Planning Organization (MPO) when they meet with them.

Mrs. Hawkins said that she mentioned to Mr. McGarry at their last meeting certain roadways within the district that need repaving. She said it is really bad at 14th Avenue and 21st Street.

Mrs. Hawkins said that she would be presenting their plan to the City Council during tomorrow night's meeting and will mention that they are working with Mainstreet and the Heritage Center on the Historical Trail.

Mrs. Hawkins said that they would put the subject of sandwich boards, balloons, and car wraps on their next meeting agenda. She asked Mrs. Jones to send a copy of the letter they received from the City regarding the sandwich board signs and balloons to the City Clerk's office to be forwarded to the Committee members.

At this time, Mr. McGarry entered the meeting.

Mr. Tim McGarry, Planning and Development Director, said that he spoke with the City Manager regarding the sandwich board signs. He said that staff is opposed to them, but they would do whatever the City Council wants.

6. NEXT MEETING DATE

A) May 16, 2016

The next meeting will be held on May 16, 2016.

7. ADJOURNMENT

Today's meeting adjourned at 11:00 a.m.

/sp

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.