

**STEERING COMMITTEE MEETING
TUESDAY, JANUARY 7, 2020 2:00 P.M.
CITY HALL, COUNCIL CHAMBERS, VERO BEACH, FLORIDA**

A G E N D A

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**
 - A) December 3, 2019
- 3. PUBLIC COMMENT**
- 4. ITEMS FOR DISCUSSION:**
 - A) Update on Community Outreach
 - B) Site Ideas from the Committee
- 5. NEXT MEETING DATE**
- 6. ADJOURNMENT**

This is a Public Meeting. If a person decides to appeal a decision made by the Council with respect to any matter considered at such meeting, he or she will need a record of the proceedings, and for such purpose, he or she is responsible for ensuring that a verbatim record of the proceedings is made, which record 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.

**STEERING COMMITTEE MINUTES
TUESDAY, DECEMBER 3, 2019 1:30 P.M.
CITY OF VERO BEACH POWER PLANT SITE
100 17TH STREET, VERO BEACH, FLORIDA 32960**

PRESENT: Vicky Gould, Chairwoman; Robbie Brackett, Vice Chairman; Members: Tony Young, Laura Moss, Joe Graves, Rey Neville, Mark Tripson, Mike Johansen, Alma Lee Loy, Richard Baker, Linda Moore and John Cotugno, Alternate Member **ALSO PRESENT:** Monte Falls, City Manager; John Turner, City Attorney and Tammy Bursick, City Clerk

1. CALL TO ORDER

Chairwoman Gould called the meeting to order at 1:35 p.m.

Mr. John Turner, City Attorney, briefly gave instructions to the members for this tour. He said that there would be no individual discussion to take place among members. They will take the tour then meet back at the Dock House for the regular meeting. He said that any pictures taken by the members today are public record and need to be sent to the City Clerk.

A question was asked as to how big the property is where the old Postal Annex is located. The Committee was told that piece of property is about an acre and a half.

2. APPROVAL OF MINUTES

A) November 21, 2019

Chairwoman Gould said that Irina from DPZ last name is spelled "Woelfle" and not "Wolfe." She asked that this change be corrected in the minutes.

Mr. Young made a motion to approve the minutes with this correction made. Mr. Tripson seconded the motion and it passed unanimously.

The meeting adjourned for the tour and reconvened at 2:56 p.m. in the Dock House.

Mr. Tripson asked what will be sold in the Power Plant.

Mr. Rob Bolton, Water and Sewer Director, explained at one time they were going to sell everything in the Power Plant and someone had offered them a price of one million dollars for the equipment. When looking at dismantling the Power Plant the City was going to be charged \$350,000 to have it dismantled.

Chairwoman Gould requested that they discuss the items that are on the agenda.

3. PUBLIC COMMENT

There was no public comment.

4. ITEMS FOR DISCUSSION:

A) SpeakUpVeroBeach.com website

Mr. Jason Jeffries, Planning and Development Director, reported that so far there have been about 1,300 hits on the SpeakUpVeroBeach.com website. He said that they will be adding the video taken of the Power Plant to the website.

The Committee members were encouraged to have one on one telephone conversations with Andres Duany. The City Councilmembers have already met with him one on one and said that it was very helpful to them.

Mr. Jeffries briefly went through the tracking of who is responding to the survey on the SpeakUpVeroBeach.com website. He said between the Gen Xers and the Baby Boomers there seems to be a nice cross section of the community.

B) Media Outreach

Mr. Jeffries explained that the media outreach part of this project is addressed in the DPZ contract (on file in the City Clerk's office). He said all this is being done through Ms. Woelfle. There was an article already published in 32963, there will be one (1) in Vero Weekly and a radio interview is scheduled. They are hoping to keep the Press involved through January so when the charrettes begin enthusiasm is not lost between now and then.

Mr. Jeffries encouraged the members to keep going to the website and when talking to the public encourage them to go on the website also. He wanted people to continue to be engaged in the project and to keep it positive.

Mr. Graves asked if the media wants coverage of the project should they have one (1) spokesperson from the Committee to handle that.

Mr. Young said that he may speak to the Press, speaking just for himself and not the Committee.

Mr. Graves referred to the article that appeared in 32963, which seemed to him they were looking at reasons to fracture the project. However, the article did end on a positive note.

Mr. Jeffries said that the media contact should be Ms. Woelfle because it is covered in DPZ's contract.

Mr. Young felt that it was their obligation as the Steering Committee to promote brainstorming, but don't get boxed into a corner when questions are being asked. He said they need to encourage people to get involved and go to the website.

Mr. Cotugno asked Mr. Jeffries how are they profiling the people that are engaging in the process.

Mr. Jeffries expressed that there was a huge peak at the kickoff of the website and then it peaked off somewhat.

Chairwoman Gould commented that Ms. Woelfle is trying to get younger people involved. She also said when she was contacted about doing a radio interview she called the Clerk and spoke with her about it. It is so important to have all the facts in place before engaging in deep conversations with the media.

Mrs. Moore commented that she is working with Mrs. Brooke Malone in getting a group of young people together to encourage them to be a part of the project.

Mr. Brackett said unfortunately getting the younger people in this area engaged with a project like this there will probably be a low turnout. He was curious to know what DPZ's expectations were.

Mr. Jeffries commented that DPZ has told him if they get 5% then they are doing well.

Mr. Johansen brought up at the end of the process if it turns out that they have to have a referendum how do they plan on educating the public. He would hate for someone to go and vote on this item and know nothing about it.

Mr. Young commented that they should have the finished product in May so they will have between May and November to reach out to the public on what they are voting on.

Mr. Jeffries added that they have talked about putting a flyer in the City customer's water bills letting them know about the referendum, as well as engaging in social media for public awareness.

The Committee members agreed that the word needs to get out. Also, pictures taken of the Power Plant site will be put on the SpeakUpVeroBeach.com website. A short discussion on social media took place.

Ms. Moss commented that some of the older people still like to receive paper copies of things. She agreed with letting people know about the website and inviting the public to participate in the charrettes.

Mr. Young hoped that this would be a milestone event and the public is given ideas through the Steering Committee before they participate in the charrettes.

Dr. Baker asked if it was possible to conduct public tours of the Power Plant site like the one that was given to the Committee today.

Mr. Jeffries reported that there are two (2) public tours that will be given on different Saturday's during the month.

Mr. Johansen added that this is a "campaign" that they will need to engage in for the whole year.

Chairwoman Gould agreed. She said even though there are some people that won't be able to vote because they don't live in the City they can still go to the website.

Mr. Graves asked if they needed a budget. He was told that they first need to find out what the consultant is doing (information that will be coming from Mr. Jeffries) and that will help the Committee decide if there are other things that they should be doing that might have expenses attached to them.

Mr. Falls clarified that the Power Plant site and the Water and Sewer Plant site will be considered as one (1) site and approval to do that will be given by the Department of Transportation.

Mr. Cotugno felt that it was important that they all know what the consultant is doing and the timeframe that these things are being done.

Mr. Jeffries commented that the outreach to the community and the charrette is going to occur. He briefly went over the five (5) scenarios as outlined in their package. He said that once the charrettes have taken place then the consultant will go back and redefine the drawings and then in April bring the Committee a draft for them to discuss before the final version goes to the City Council for adoption. This information is highlighted on both the City's website and SpeakUpVeroBeach.com.

Mr. Cotugno hoped that the five (5) scenarios would be explained to the people attending the charrettes. This process could be engaged either online or in person. He just wants to be able to reach as many people in the community that they can.

Mr. Johansen agreed that having the flyers go out in the mail will be helpful, as well as having a person designated to answer questions live and also streamline it live.

Mr. Brackett brought up it would be nice to have younger people engaged and to vote on the concept, but historically it usually is the older people who go out and vote.

Dr. Baker suggested holding tours of the Power Plant for children and getting their ideas. The children will share their ideas with their parents and this will help educate the parents.

Ms. Moss commented how important it is going to be to engage the public and encourage them to attend the charrettes. Then if this does go to referendum the public is going to need to know what they are voting on. She suggested having presentations done to the different organizations similar to what was done for the Centennial. She expressed how important it is that people know about the project.

Mr. Young was concerned with the demographics and looking at other metrics, such as racial demographics.

Mr. Brackett agreed that the message needs to go to everyone in the community.

Mr. Jeffries commented that Ms. Woelfle was reaching out to the Chamber of Commerce as well as other organizations in town. He referred to her memo on page 2 that listed the different organizations (on file in the City Clerk's office).

Mrs. Moore commented that they should have an Instagram page to reach out to the younger people. She was told that was not recommended because of capturing the public records.

C) Naming of the Property

Mr. Jeffries stated that DPZ has asked them to hold off with renaming the site until they know what it is going to be.

Mr. Neville commented that eventually they will need to put a price tag on the project and who is going to pay for it.

Mr. Jeffries commented that the point now is getting ideas and doing the charrette.

Ms. Moss commented that she thought that they would be naming the property today and she passed out what her ideas were (on file in the City Clerk's office). Each Committee member was given a copy of her suggestions.

Mr. Cotugno expressed that when coming up with ideas the consultant is going to need to tell them what is feasible. They will need to look at the demographics as far as who is going to use the property.

Mr. Brackett recalled hearing DPZ say that they have a lot of outside contacts that they will be using in order to have that done.

Chairwoman Gould commented that "successional planning" means that this project doesn't have to be done all at one time. She doesn't want them to shoot down any ideas, but to stay open and positive.

Mr. Young suggested forecasting the demographics of what they might look like in 20-years.

Mr. Jeffries said he would work on getting that information. He asked the Commission members to answer the questions that they were given on the Three Corners Steering Committee Site Visit and get them back to him.

Mr. Michael Curtis stated that he lives about a block away from this site and is not a City voter, but wants his voice heard. He liked the idea of incorporating the Chamber of Commerce in the process.

**5. NEXT MEETING DATE – JANUARY 7, 2020 2:00 P.M. CITY HALL,
COUNCIL CHAMBERS**

The next scheduled meeting date for the Steering Committee is January 7, 2020 at 2:00 p.m. at City Hall.

6. ADJOURNMENT

Today's meeting adjourned at 4:03 p.m.

/tb

MEMORANDUM

TO: Chairwomen Vicky Gould and
Three Corners Steering Committee Members

FROM: Jason H. Jeffries, AICP ^{JHJ}
Director of Planning and Development

DATE: December 23, 2019

SUBJECT: **January 7, 2020 Steering Committee Meeting**

The 2nd meeting of the Three Corners Steering Committee is scheduled for January 7, 2020. Staff and project consultant will provide updates on community outreach for the charrette and facilitate further discussion regarding site ideas.

Community Outreach

Since the project kick-off, DPZ has engaged the community through print, online and broadcast media to encourage Vero Beach residents to participate on speakupverobeach.com website and the January charrette. The benchmark for participation in community planning projects are two previous City projects. The 2005 Vision Plan had 500 participants during the vision workshops and the 2016 Art Village Study had 125 participants during the community charrette.

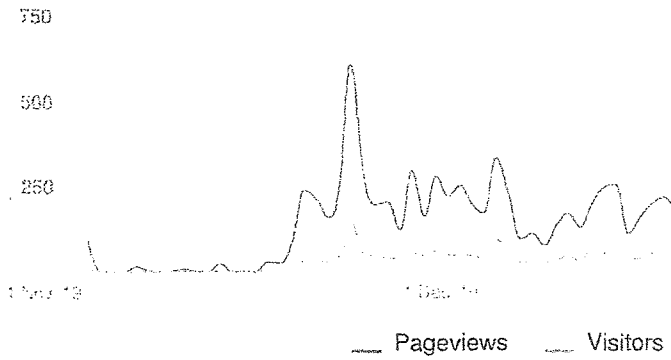
- Media Outreach. The purpose of the outreach is to ensure the community at large is aware of the project and the opportunity to engage in the discussion at speakupverobeach.com and participate in the January charrettes. The project consultants or staff have engaged the community through print flyers, posters, water bill inserts, newspaper, radio, and social media.
- Speakupverobeach.com website. Attached is the project website visitor summary through December 20, 2019.
- Community charrette. Attached is the charrette schedule for the week of January 26.

Site Ideas

The steering committee is requested to have further discussion of project ideas or concepts for each of the scenarios, based on the tour of the former power plant and site. Attached is the description of the preliminary scenarios from the project scope of services.

Visitors Summary

Highlights



| | | |
|-------------------|----------------------|----------------|
| TOTAL VISITS | MAX VISITORS PER DAY | |
| 2.6 k | 138 | |
| NEW REGISTRATIONS | | |
| 476 | | |
| ENGAGED VISITORS | INFORMED VISITORS | AWARE VISITORS |
| 375 | 660 | 1.1 k |

| | | | | | |
|-----------------------------------|---------------------|----------------------------------|-------------------|-------------------|------------------|
| Aware Participants | 1,069 | Engaged Participants | 375 | | |
| Aware Actions Performed | Participants | Engaged Actions Performed | Registered | Unverified | Anonymous |
| Visited a Project or Tool Page | 1,069 | Contributed on Forums | 176 | 0 | 0 |
| Informed Participants | 660 | Participated in Surveys | 104 | 0 | 0 |
| Informed Actions Performed | Participants | Contributed to Newsfeeds | 0 | 0 | 0 |
| Viewed a video | 0 | Participated in Quick Polls | 260 | 0 | 0 |
| Viewed a photo | 0 | Posted on Guestbooks | 0 | 0 | 0 |
| Downloaded a document | 0 | Contributed to Stories | 0 | 0 | 0 |
| Visited the Key Dates page | 211 | Asked Questions | 3 | 0 | 0 |
| Visited an FAQ list Page | 111 | Placed Pins on Places | 0 | 0 | 0 |
| Visited Instagram Page | 0 | Contributed to Ideas | 96 | 0 | 0 |
| Visited Multiple Project Pages | 345 | | | | |
| Contributed to a tool (engaged) | 375 | | | | |

Vero Beach Three Corners Draft Charrette Schedule

26 - 31 January 2020

| Charrette Participants | | Day 1 Sunday January 26 | Day 2 Monday January 27 | Day 3 Tuesday January 28 | Day 4 Wednesday January 29 | Day 5 Thursday January 30 | Day 6 Friday January 31 |
|--|----------|-------------------------------|--|--|---|--|--|
| City of Vero Beach | | | | | | | |
| Council/ Steering Committee Community | 8:00 am | DPZ Team Travel | Team Breakfast | Team Breakfast | Team Breakfast | Team Breakfast | Team Breakfast |
| | 09:30 am | | Design Session Studio Closed (9:30 - 10:30) | Design Session Studio Closed (9:30 - 10:30) | Design Session Studio Closed (9:30 - 10:30) | Design Session Studio Closed (9:30 - 10:30) | Design Session Studio Closed (9:30 - 12:00) |
| | 10:00 am | | | | | | |
| | 10:30 am | | Studio Open Meeting #1 (10:30 - 12:00) Design Professionals & Planning/ Zoning Board | Studio Open Meeting #3 (10:30 - 12:00) Chamber of Commerce Vero Beach | Studio Open Meeting #5 (10:30 - 12:00) | Studio Open Meeting #7 (10:30 - 12:00) | |
| | 11:00 am | | | | | | |
| 11:30 am | | | | | | | |
| DPZ CoDESIGN | | | | | | | |
| Andres Duany Xavier Iglesias Josef Albert Kyanah Andrews Greg Little Ben Warthrop Chris Ritter | 12:00 pm | Team Lunch (en route) | | | | | |
| | 12:30 pm | | Team Lunch 12:30 - 2:00 Studio Closed | Team Lunch 12:30 - 2:00 Studio Closed | Team Lunch 12:30 - 2:00 Studio Closed | Team Lunch 12:30 - 2:00 Studio Closed | Team Lunch 12:30 - 2:00 Studio Closed |
| | 1:00 pm | | | | | | |
| | 1:30 pm | | | | | | |
| | 2:00 pm | | | | | | |
| | 2:30 pm | | Design Session Studio Closed (2:30 - 4:00) | Design Session Studio Closed (2:30 - 4:00) | Design Session Studio Closed (2:30 - 4:00) | | |
| | 3:00 pm | | | | | | |
| DPZ Consultants | | | | | | | |
| IWRP Group Crabtree Group Beth Dowdle | 3:30 pm | DPZ Team Site/ Area Visit | | | | Design Session Studio Closed (2:30 - 6:30) | Design Session Studio Closed (2:30 - 6:30) |
| | 4:00 pm | | Studio Open Meeting #2 (4:00 - 5:30) Chamber of Commerce Indian River County | Studio Open Meeting #4 (4:00 - 5:30) | Studio Open Meeting #6 (4:00 - 5:30) | | |
| | 4:30 pm | | | | | | |
| | 5:00 pm | | | | | | |
| Studio Location | | | | | | | |
| Vero Beach Community Center 2266 14th Avenue Vero Beach, FL 32960 | 6:30 pm | | Opening Presentation w/ Steering Committee (6:30 - 8:00) | Progress Pin-Up #1 w/ Adjacent Neighbors (6:30 - 8:00) at Mobile Home Park Community Center | Progress Pin-Up #2 w/ Young Professionals/ New Collars (6:30 - 8:00) at Walking Tree Brewery | Progress Pin-Up #3 w/ Central Beach Residents (6:30 - 8:00) at Beachside Community Center | Closing Presentation w/ Steering Committee (6:30 - 8:00) |
| | | | | | | | |
| | 8:30 pm | | Team Dinner | Team Dinner | Team Dinner | Team Dinner | Team Dinner |

DPZ CoDESIGN for The City of Vero Beach

1/21/20 1:56:43 PM

The 5 Anticipated Scenarios:

Scenario 1: This first scheme imagines the 3 sites left largely or completely undeveloped, but with the creation of a mostly passive waterfront green/park space. The scale and programming of any intervention shall be determined at the Charrette. The land is mostly allowed to lie fallow for future generations to either maintain or determine a higher/ better, or different use. This scheme satisfies that faction of the community who is cautious about growth and development, but still sees the need to dedicate a portion of these properties to public use and increased recreational access to the water.

Scenario 2: This would be the scheme that is weighed towards the concerns and desires of the nearest residents, perhaps those within an approx. ½-mile radius, as they are likely to be impacted the greatest by the traffic/ noise/ congestion generated on these sites. They also stand to benefit the most by being within walking distance of park amenities and limited commercial services, such as retail and restaurants.

Scenario 3: This scheme would attempt to reflect the wish-list program(s) envisioned by the greater Vero Beach population. In addition to new park space and retail commercial uses, it might also include additional commercial offerings, such as office and hotel uses.

Scenario 4: With the guidance and input of elected officials inclusive, and Senior City Staff, this scheme would depict the most robust mixed-use program with retail, office, hotel, recreational, and residential uses currently possible given City height restrictions and other development controls appropriate for this location.

Scenario 5: The 5th scheme would be a combination or synthesized plan that incorporates the best, most popular, and/or most viable ideas from Schemes 1 through 4, as calibrated through the filter of DPZ's experience. This would be our firm's recommended version, but one based on the discussions of the Charrette week.