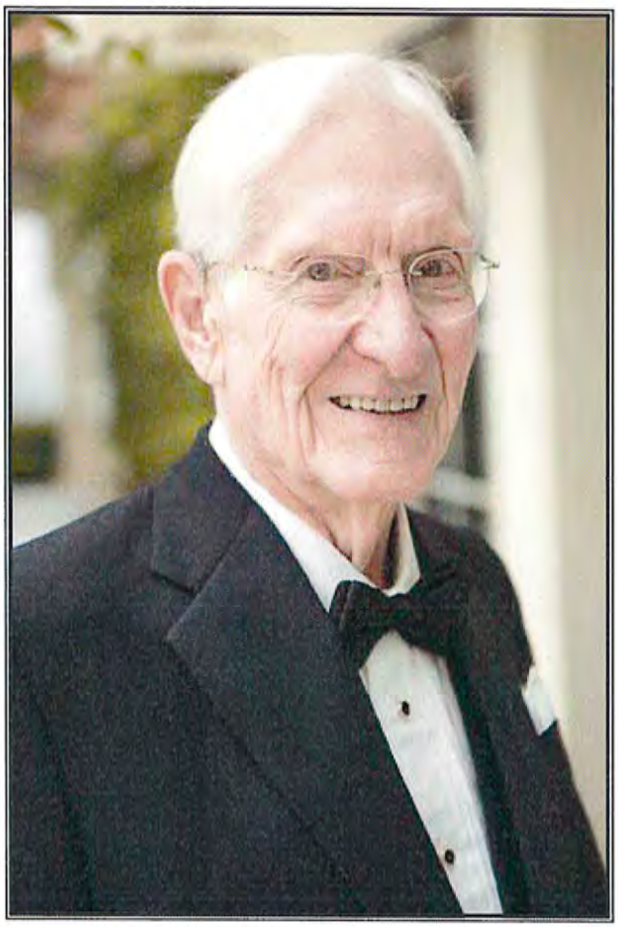
2016 cultural arts village REPORT

March 3, 2016

In Memorory of

Richard A. Stark



The Cultural Council of Indian River County pays tribute to Richard A. Stark for his contributions and leadership in the cultural arts of our community. Without Mr. Stark's generous support for the arts in Indian River County, including the Cultural Arts Village Project, this effort could not have been as successful.

The Vero Beach Cultural Arts Village Charrette and Report is dedicated to the memory of Mr. Stark.

Please Join Us in Thanking the Generous Sponsors and Partners of This Effort

Dorthea Leonhardt Fund
Communities Foundation of Texas
Richard A. Stark
Hampton Inn & Suites – Downtown Vero Beach
Keith D. Kite, Kite Properties, LLC
Cultural Council of Indian River County
City of Vero Beach
Vero Heritage Center
Press Journal/TC Palm
Island Images Professional Photography Studio
VeroBuzzTV
Vero Beach Art Club
Horace & Donna Lindsay
Victoria & Charles Gould
Gould & Associates PA
Christiana "Anna" & William T. Brady
Quality Kitchens & Baths, Inc.
Kenneth, Deborah & Annora Daige
Alex MacWilliam, Inc. Real Estate
Treasure Coast Chapter AIA
Peter Jones AIA

Table of Contents

Introduction 1

Charrette Study Area ... 7

Public Workshop. 12

Tour of the Master Plan 18
- Pedestrian and Bicycle Improvements. 20
- Infill Development
  - Bungalow Courts 22
  - Single Family with Accessory Unit. 24
  - Restoring the Neighborhood Character 26
  - Maintaining the Character 22

Immediate Improvements - AT&T Building. 30

A Discussion on SR 60 32

FLC and 16th Avenue Terminus 37

Band Shell Outdoor Performance Space. 39

Shade Trees 19th Street 42

Infill Redevelopment on 19th Street 38

Mixed-Use Building at Old Dixie Highway and 19th Street 45

Table of Contents

Tour of the Master Plan (continued)

Creating Character 47

Adaptive Reuse Possibilities along 14th Avenue

Old Post Office 48

The "Muse" Apartments 50

Village Landmarks and Civic Markers 51

Parking Strategies for Future Growth 55

Assistance with Preserving the Character 56

Zoning Recommendations – A Village Overlay District 57

Other Recommendations – Historic Street Names 57

Preservation of Existing Tree Canopy 58

Implementation 59

Acknowledgments

Honorable Jay Kramer, Mayor, City of Vero Beach
Honorable Randy Old, Vice Mayor, City of Vero Beach
Pilar Turner, Councilmember, City of Vero Beach
Dick Winger, Councilmember, City of Vero Beach
Harry Howle III, Councilmember, City of Vero Beach

Barbara Hoffman, Executive Director
The Cultural Council of Indian River County

Lisa Lindner, Executive Assistant
The Cultural Council of Indian River County

Vero Beach
Cultural Arts Village
2016
Background

Over the past two decades several groups, including community leaders, investors and business people, have poured time, ink and funds to revitalize Vero's Downtown District to make it a vibrant source of business and entertainment activities.

In 2011the Cultural Council first began to explore the idea of a cultural arts center, creating a Leadership Team to work on this project. After considering several properties, the Leadership Team decided that the Diesel Power Plant would be the perfect building and setting for the programming planned.

The Leadership Team met with city officials, held public meetings, and gathered close to 2,000 petition signatures in support of the cultural arts center. However, by 2014 the local litigation problems and the Florida East Coast Railroad's expansion plans for new passenger and increased freight runs, plus a new track just 25 feet from the building, made those ideas infeasible and impractical.

The Leadership Team subsequently embarked on a process to review projects that have been successful in other Florida cities, bringing back to Vero ideas to evaluate and from which we could learn. This included visits to several Florida cities with Cultural Arts Centers, where we learned of the popularity of cultural arts villages and their positive impacts on local life.

Studies showed that many people were looking to move back into cities, where they could walk to restaurants, stores, and entertainment. Combining creative activity with nearby commercial, business and entertainment activities was an attractive idea, one that had real potential in Vero, given the presence of the Arts District and current zoning.

Local artists told us that an important impediment to professional artistic life in Vero Beach was the lack of suitable, affordable places for artists and other creative individuals to live, work and sell, close to the Downtown Arts District.

Accordingly, the Leadership Team began to put together a plan to create a Cultural Arts Village.

Public Meeting January 12, 2015

On January 12, 2015, the Leadership Team held a public meeting in the Heritage Center to share a vision for a Vero Beach Cultural Arts Village to revitalize the Downtown Arts District by preserving and retrofitting an original traditional neighborhood in that area. The idea proposed working with neighborhood residents and owners and other local groups on a vision for the Vero Beach Cultural Arts Village whose objective was to create an environment attractive to residents, visitors and creative professionals of all types, including: visual, performing, culinary, building, recording, graphics, artists and artisans.

A further objective was to bring to the adjacent Business Improvement District related support services such

as printing, marketing, health, entertainment, business, retail, grocery – all that is needed to support successful artistic and cultural careers, while maintaining aesthetically pleasant living and working places in the residential district. This mixed use village concept would allow people to live, work, sell, and play in home studios close to nearby local businesses in the 14th Avenue and SR 60 business areas. We were encouraged to proceed with developing a plan.

The Leadership Team was expanded to include local architects, developers, historic preservationists, urban planners and other organizations and parties who were interested in developing a cultural arts village.

Getting Community Guidance: Workshop, February 24, 2015

The Team next organized a workshop, sponsored by the Cultural Council of Indian River County, Main Street Vero Beach, and the local chapter of the American Institute of Architects, facilitated by SRA International. The purpose was to develop a context for future plans: to identify Vero's core community values, to help guide its initiatives and long-term investments in the downtown. With the strong interest in a cultural arts village and the City's focus on updating its Comprehensive Plan, about 50 local people, citizens and County and City staffs, came to share perspectives on what matters to Vero Beach, including health, education, economic opportunity, the environment, recreation, business enterprise, and residential quality of life, etc.

Community-wide values important to maintain in any future downtown or neighborhood revitalization plan were identified:

- ☐ human scale streetscapes with bike paths and buildings that make it easy to meet and interact with towns people
- ☐ responsive government
- ☐ good education system
- ☐ respecting the history of neighborhoods
- ☐ an active community that values its world class cultural and entertainment offerings
- ☐ its connection to nature through public parks and beaches in a clean environment
- ☐ the ability to have a relaxed lifestyle
- ☐ plenty of shopping choices
- ☐ good healthcare
- ☐ transportation mobility
- ☐ low crime rates
- ☐ a culture of volunteering and philanthropic giving

These values create social cohesion that participants felt was important to maintain in our community. These ideas helped guide the work of the Leadership Team.

Leadership Team Process
Inventory Area, Meet the Neighbors, Get Everyone Onboard

During April 2015, the Leadership did a Neighborhood Walk-Through. The Edgewood neighborhood, east of 20th Avenue and south of SR60 had the type of housing stock and ambience that would lend itself to this idea. A walkthrough of the neighborhood by the Team revealed a residential area with older single family homes in

diverse styles, multiple family dwellings, some empty lots, back alleys and beautiful mature trees – a charming enclave bordered by 20th Avenue, the Freshman Learning Center, SR 60 and 14th Avenue. One of the underlying ideas of a cultural arts village - to create a residential environment that encourages artists and other creatives to live, work and sell out of their homes - was not permitted by zoning regulations currently in this residential neighborhood, and would have to be addressed by the City Planning and Development staff.

Over the next several months, members of the Leadership Team met with neighborhood residents to communicate the cultural arts village concept. The Vero Beach Police Department hosted a neighborhood meeting to address various issues including Crime Watch and Code Enforcement. The Leadership Team continued working with city staff, reporting regularly to the Vero Beach City Council. They learned from meetings with residents in the proposed village, businesses in the area, and dozens of artists and cultural arts organizations. Several members of the Leadership Team, the city manager, and a council member visited the Arts Village in Bradenton. With strong encouragement and support from the Vero Beach City Council, the city manager, police department and planning department, this team moved ahead.

Treasure Coast Regional Planning Council

As the city's planning department lacked the resources to assist the Leadership Team, the Vero Beach City Council authorized the Cultural Council to contract with the Treasure Coast Regional Planning Council to provide the technical assistance to draw up plans that represent the vision of the Cultural Arts Village Leadership Team and the Vero Beach community.

The Cultural Council of Indian River County, on behalf of the Leadership Team, contracted with the Treasure Coast Regional Planning Council to provide the technical assistance, raising private funds to pay the contract. The Treasure Coast Regional Planning Council explained to the Leadership Team the steps and processes necessary to create a Village. Among the first steps was to organize and hold a design charrette, a process that serves to quickly generate design solutions while integrating the aptitudes and interests of a diverse group of people. In preparation for the design charrette, Dana Little, Urban Design Director for the Regional Planning Council, researched previous vision plans and charrette studies of downtown Vero Beach, walked the proposed village area, and interviewed more than 40 city and community leaders.

Community Design Charrette: September 12, 2015 – Heritage Center

120 people participated in the day-long design charrette, bringing up many ideas and opportunities to enliven the downtown and the Edgewood neighborhood. Ideas combined both looking back to maintain its historic feel (restore historic street names) and looking forward (allow mixed-use buildings, village markers and monuments.) Broadly speaking, the community wants to maintain the area's human/small scale, and allow small out-buildings that can be used as studios and living/mixed-use units. The community's recommendations:

- ☐ No three-story buildings (or at least reserve for SR60)
- ☐ Allow small out-buildings and cottages (as living units)
- ☐ Review parking in the area – parking issues
- ☐ Add village markers and monuments to strengthen identity
- ☐ Consider lease controls – protection against gentrification
- ☐ Consider the Muse Apartment Building as studios/arts residences

- ☐ Allow limited lodging (B&B) uses in the Village
- ☐ Develop community gardens – engage schools and students
- ☐ Create an Edgewood Neighborhood Association
- ☐ Develop options for the Diesel Plant
- ☐ Add an outdoor amphitheater and/or performance spaces
- ☐ Restore historic street names
- ☐ Develop Cultural Arts Village overlay zoning district
- ☐ Allow mixed uses, home offices, accessory dwellings
- ☐ Reconsider improvements to SR60
- ☐ Consider artistic murals in strategic locations
- ☐ Promote Cultural Arts Village in addition to the Arts District

Open Design Workshop: September 13 – 18, 2015 –Hampton Inn

Treasure Coast Regional Planning Staff moved into the Hampton and for 6 days worked on the Cultural Arts Village plans in the Business Center of the hotel. More than 200 people visited the Business Center during the 6 days the staff was working on the plans, offering their ideas, comments, and suggestions.

Work in Progress Presentation: September 18, 2015 – Heritage Center

More than 125 people attended the Work-in-Progress Presentation by the Treasure Coast Regional Planning Council. Those in attendance supported the report, feeling that the planners accurately reflected the community's vision.

Going Forward: Process

Public Meeting – Report Presentation – February 17, 2016 – Heritage Center

The public has been invited to attend the presentation of the Cultural Arts Village Report from the Treasure Coast Regional Planning Council.

Planning Commission

Tim McGarry, Director of Planning & Development will work with Dana Little from Treasure Coast Regional Planning Council on the plan overlay.

City Council

On March 15, 2016, the Vero Beach City Council will consider a resolution adopting the "Vero Beach Cultural Arts Village Charrette Report" and directing city staff to work with the Cultural Council of Indian River County's Cultural Arts Village Leadership Team to implement the recommendations of the report including incorporation or provisions for a zoning district overlay for the proposed village into the update of the Vero Beach Comprehensive Plan.

Going Forward: Actions

Professional Advisory Committees

In moving ahead with the Cultural Arts Village the Leadership Team created 3 professional advisory committees made up of representatives from community banks, insurance agencies, and real estate companies. Those positions are now being filled.

Subcommittees of the Leadership Team

The Leadership Team has created subcommittees to begin work on projects that can be started immediately. Those subcommittees are:

- ☐ Murals
- ☐ Architectural
- ☐ Freshman Learning Center (landscape & stage)
- ☐ Infrastructure (street signs & lights, landscape, tree canopy, bike path, signage, toilets)
- ☐ Marketing/Communications/Public Relations
- ☐ Fundraising

Immediate Projects

The subcommittees will begin immediately to work on these projects. Once a project is designed and a budget determined, the Fundraising Committee will work on sponsors, donations and fundraising programs:

- ☐ Murals – The Mural Committee will identify possible mural sites in the Village and develop procedures for this program
- ☐ Street Signs and Street Lights – The Infrastructure Committee will work with the appropriate city departments to create new street signs that include the historical name of that street. Period street lights will be selected and placed throughout the Village, creating more light and making it a safer area.
- ☐ Landscape and tree canopy – The Infrastructure Committee will identify and work on areas for landscaping and tree canopies.
- ☐ Bike Paths – The Infrastructure Committee will identify areas for bike paths.
- ☐ Performance stage or band shell – The FLC Committee will work with the School District on creating a performance stage and landscaping on the grounds of the Freshman Learning Center.

Stay in Touch

www.verobeachculturalartsvillage.com

Background

The mission of the Vero Beach Cultural Arts Village (CAV) is to foster connections among artists and the public that ignite the creative spirit. The Village creates an environment attractive to residents, visitors, and creative professionals of all types, where the visiting public and cultural community can meet, learn, entertain, and interact in the promotion and appreciation of the visual, culinary, and performing arts.

"We envision a vibrant downtown community where special events, food fairs, concerts, lectures, exhibitions, and more will inspire our senses. We see job opportunity.
We see a dynamic community promoting growth, sustainability, and fun!"
– Cultural Arts Village Leadership Team

VERO BEACH | cultural arts village

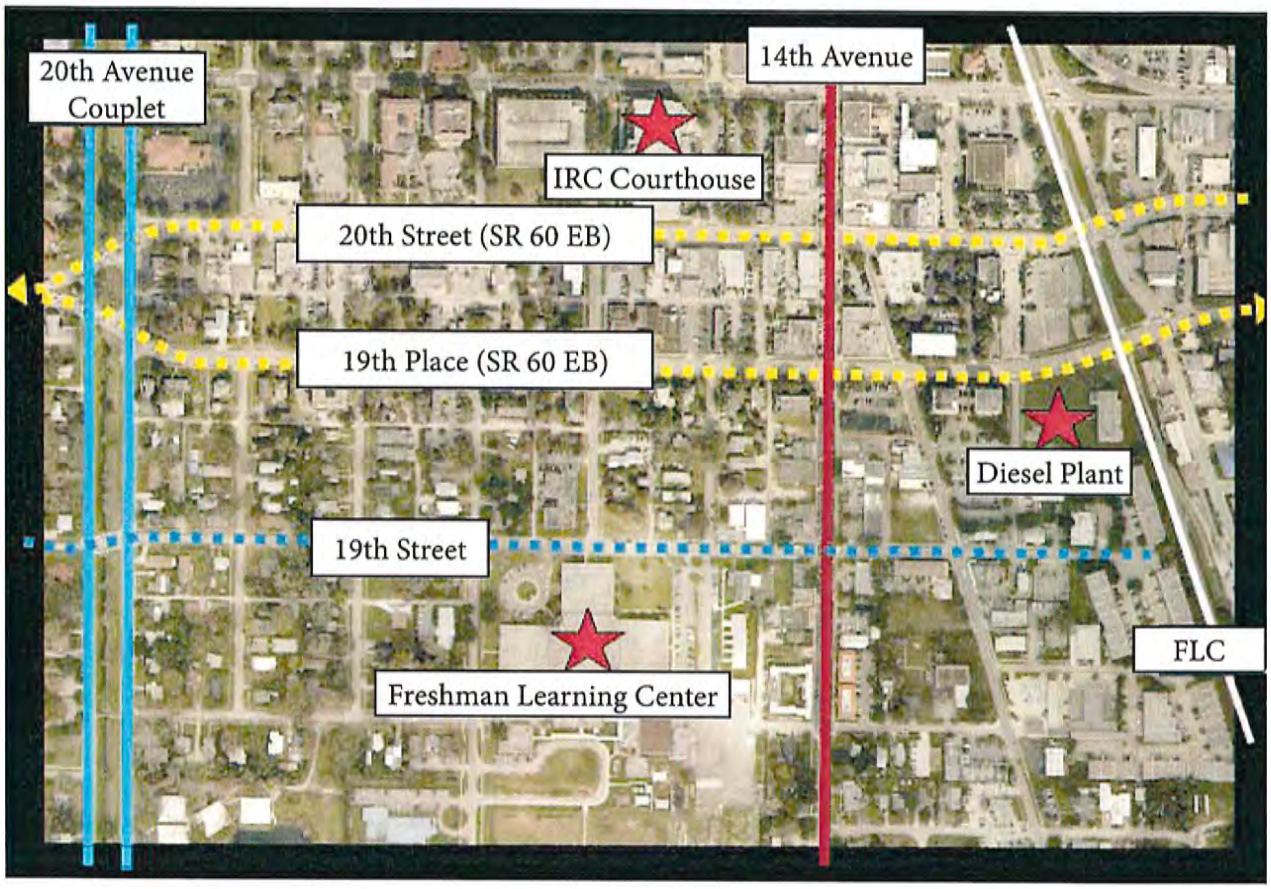
THE CULTURAL COUNCIL LEADERSHIP TEAM

The Cultural Council Leadership Team, consisting primarily of volunteers, has created a vision plan for the proposed Cultural Arts Village in downtown Vero Beach. Working in partnership with regional planners, community groups, residents, business leaders, city council and property owners, the team will present its vision of the arts village to the community-at-large in September 2015.

Cultural Council of Indian River County
Cultural Arts Village Leadership Team

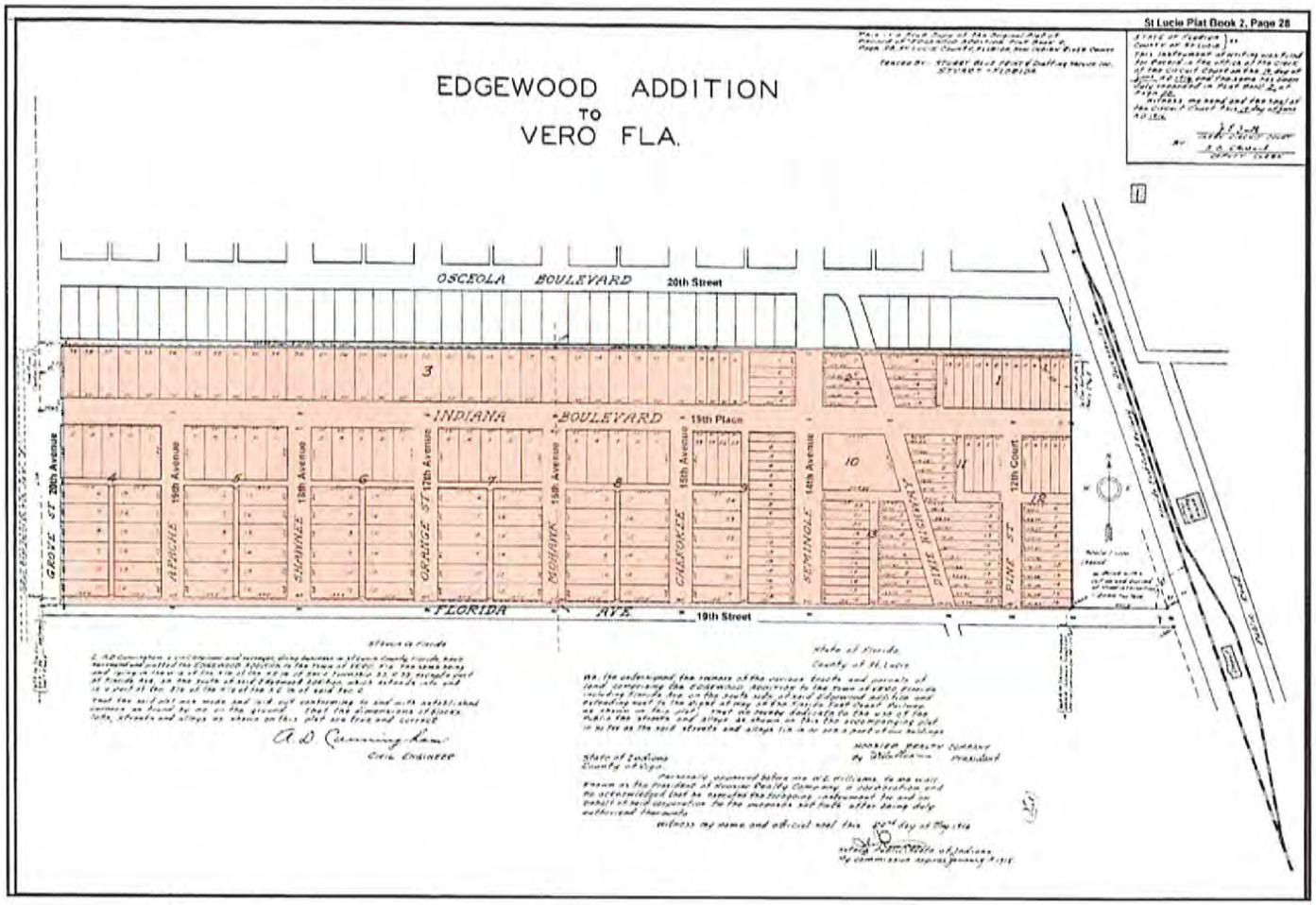
Richard Bialosky
Anna Brady
Luis Van Cotthem
Ken Daige
Suzi Davis
Vicki Gould
Susan Grandpierre
Barbara Hoffman
Tom Hoos
Peter Jones
Mary Ellen Koser
Donna Lindsay
Jon Moses
Ross Power
Alicia Quinn
John Ryan
Neil Sickterman
Richard & Diana Stark
Bob Webster

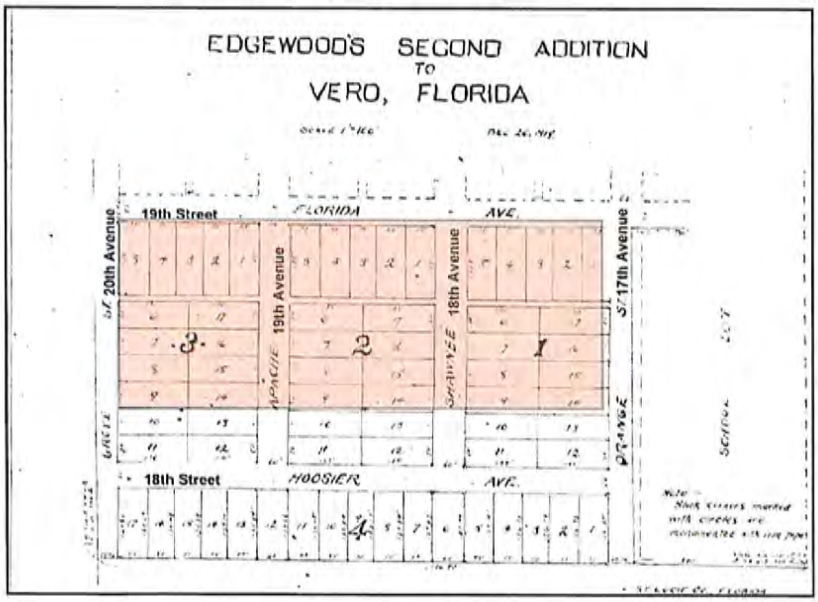
The Charrette StudyArea



The diagram above identifies the general area that the charrette participants and design team considered during the Cultural Arts Village charrette. Note the significant landmarks identified including 20th Street, 19th Place, 19th Street, the Diesel Plant, the Freshman Learning Center, and 14th Avenue. While the team felt it was important to consider adjacent uses and activities when considering recommendations for the CAV, the primary focus for implementation of the Village is a more limited area.

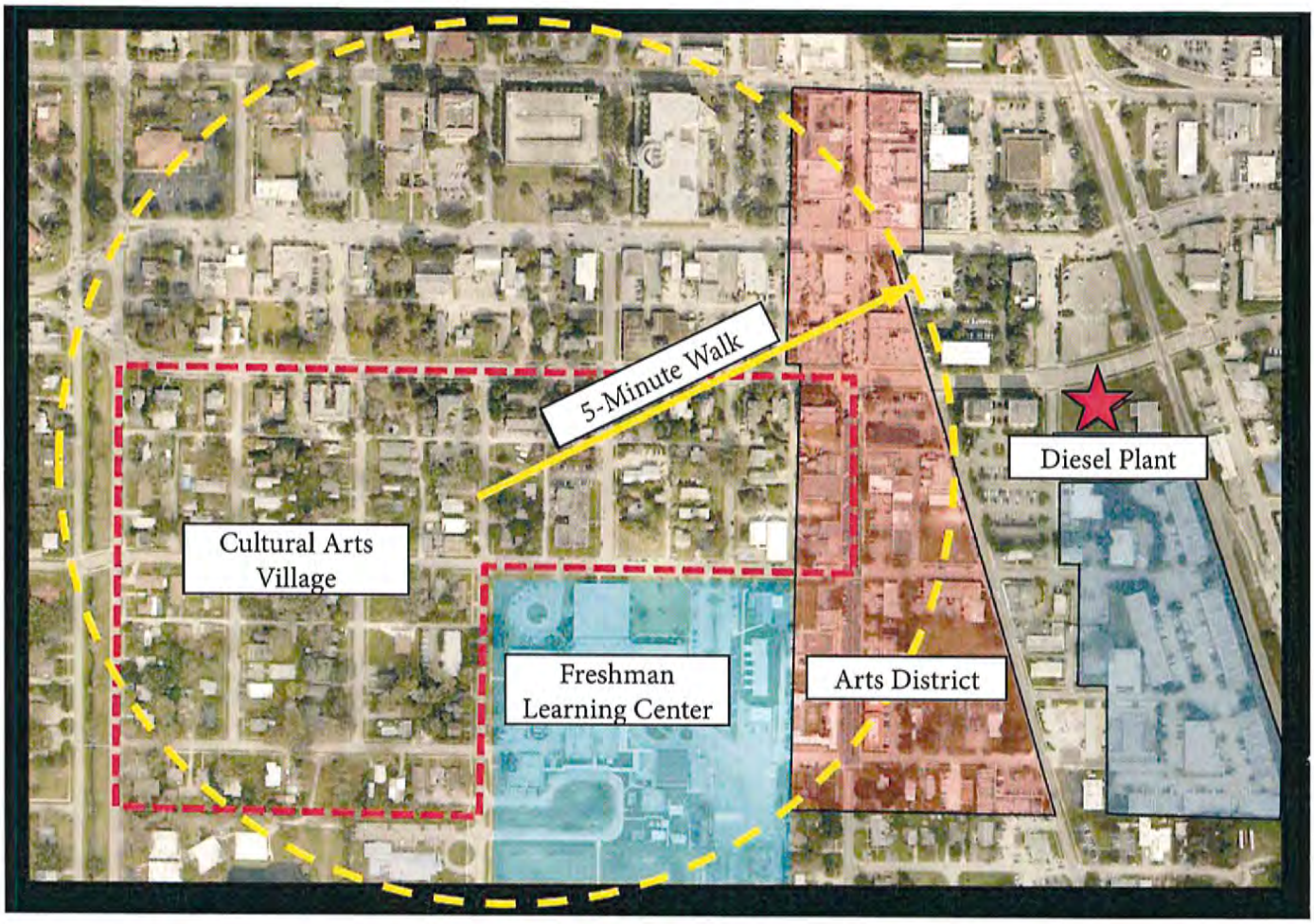
Charrette Study Area





Considering that the Cultural Arts Village is intended to have a more residential character than an *Arts District*, the natural focus for the Village was the original Edgewood Addition to the original Vero Beach Plat. Later, the Edgewood Addition was expanded with the Second Addition. Both of the original plat expansions (illustrated to the left) were developed as an in-town neighborhood with a variety of building types and architectural character.

The actual Cultural Arts Village boundaries are proposed to be expanded north to 19th Place and south to include the lots south of 18th Street.



The diagram above illustrates a number of elements within the charrette study area as well as the proposed boundaries for the Cultutral Arts Village:

Cultural Arts Village: Identified with the dashed red line spanning from 19th Place to the north, 14th Avenue to the east, south of 18th Street to the south, and 20th Avenue to the west. The Cultural Arts Village will be more residential in character that the existing Arts District or the Industrial District.

Vero Arts District: Identified in the red shaded area, the Vero Arts District is already established and has 14th Avenue as its central spine. The Arts District is comprised primarily of art galleries and studios and will be appropriately augmented by the future CAV with live-in studio and gallery spaces.

Industrial District: The area that is shaded blue just south of the Diesel Plant is the existing industrial district south of downtown and adjacent to the FEC railway corridor. This district currently houses some more intense design and art studios and is perfectly compatible and well-situated to enhance the CAV.

Public Workshop

On September 12th, 2015, the Treasure Coast Regional Planning Council (TCRPC) team conducted a public design workshop at The Vero Beach Heritage Center. The workshop began with an opening presentation that illustrated the cultural significance and history of the Edgewood neighborhood and presented similar efforts in other places that are improving and revitalizing unique areas into arts villages. The flyer and photos from the workshop are provided below.

Public Workshop

Nearly 120 people attended the public workshop at the Heritage Center. The participants worked in groups at tables with the TCRPC team members. Each table developed a plan of their recommendations and presented those ideas back to the group. Below are images from the workshop as well as the table plans developed by the groups.

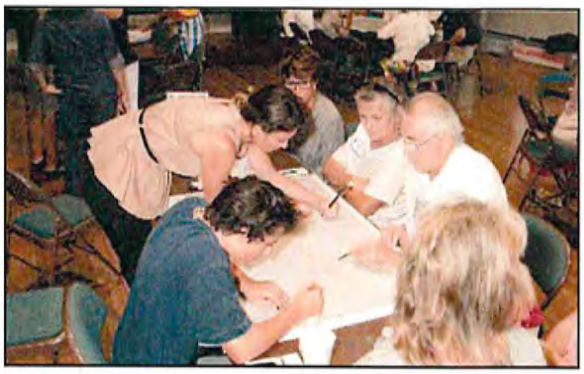


Table #1

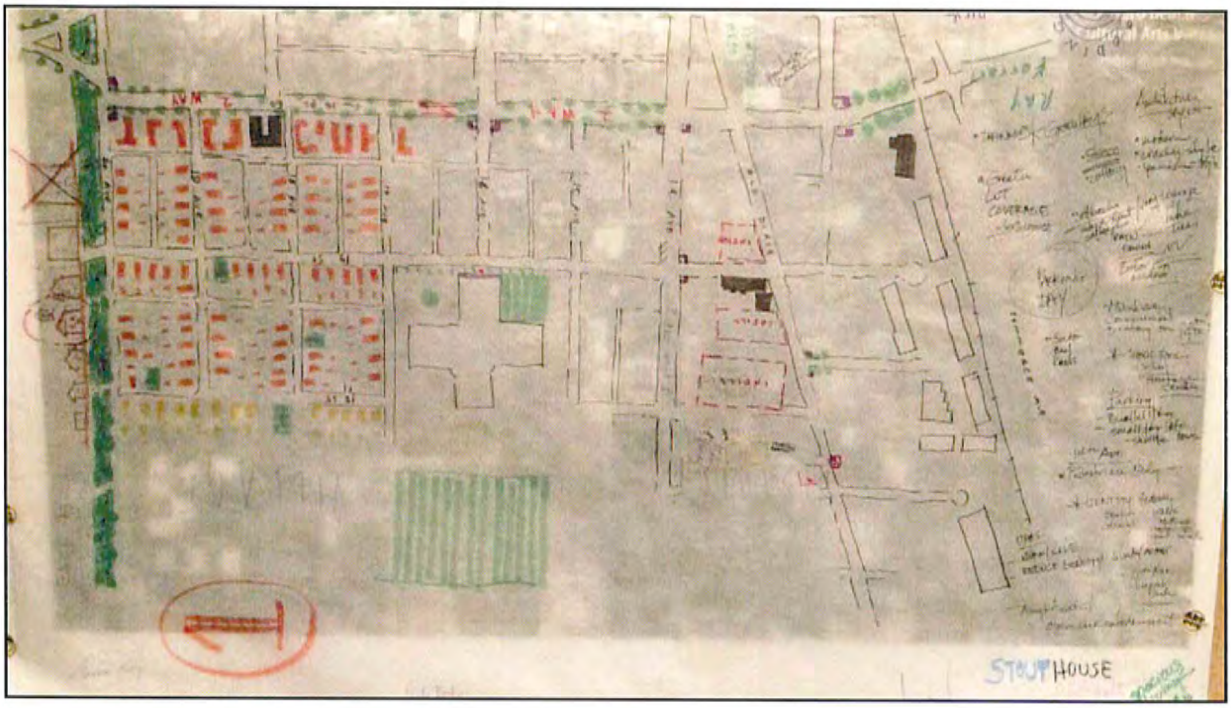


Table #2

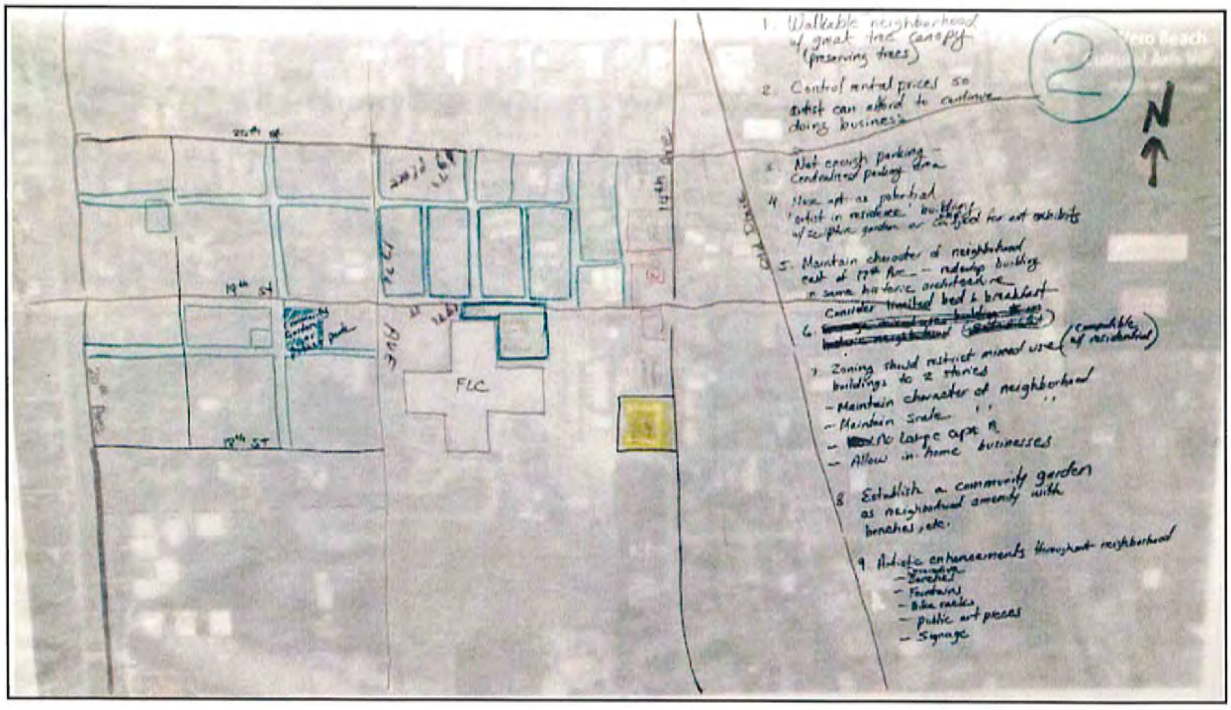


Table #3

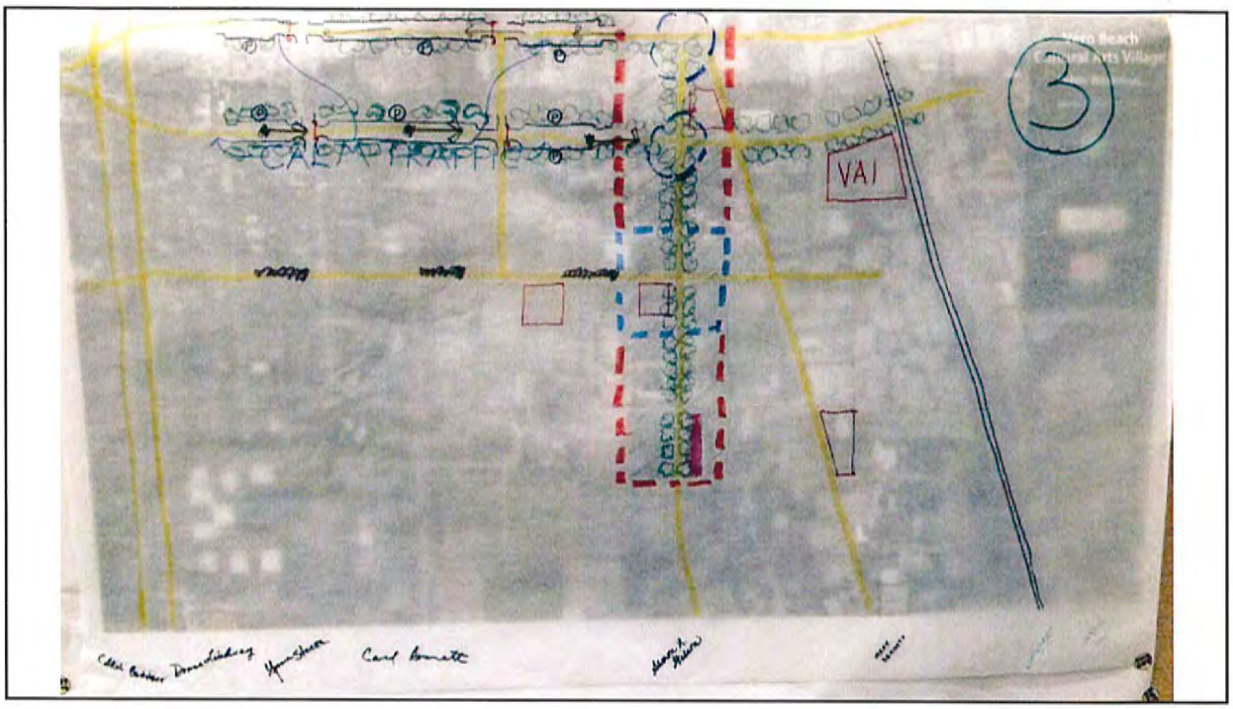


Table #4

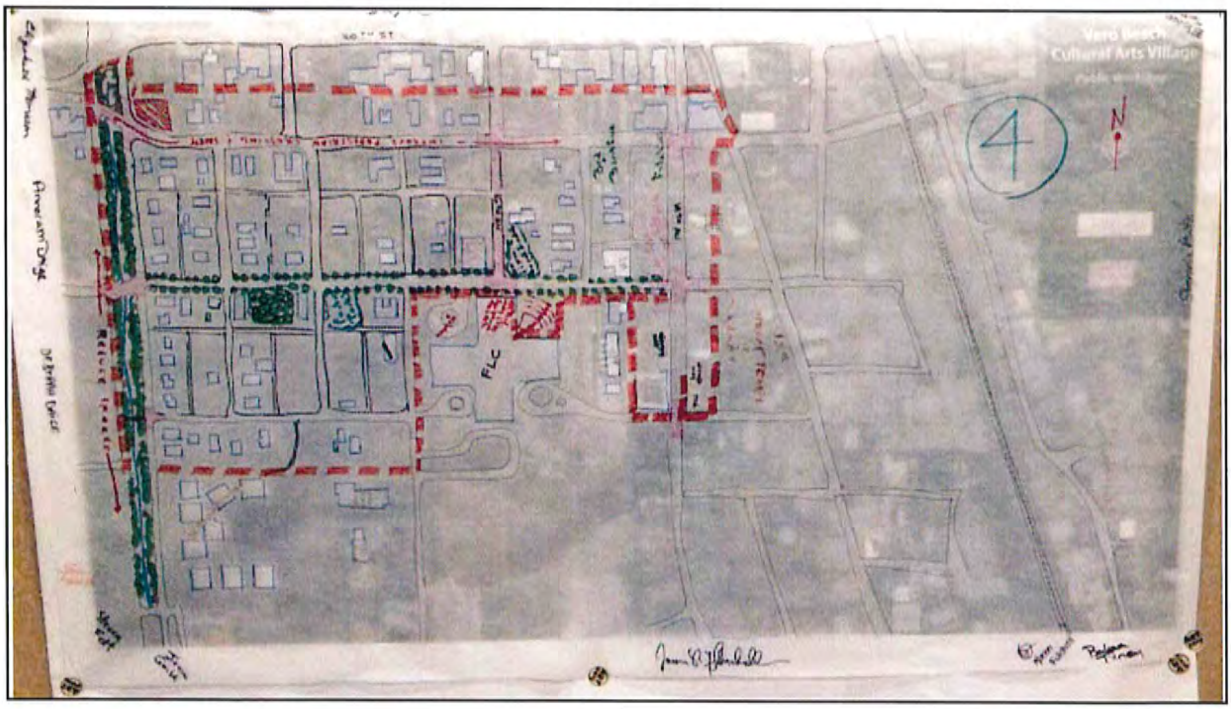


Table #5

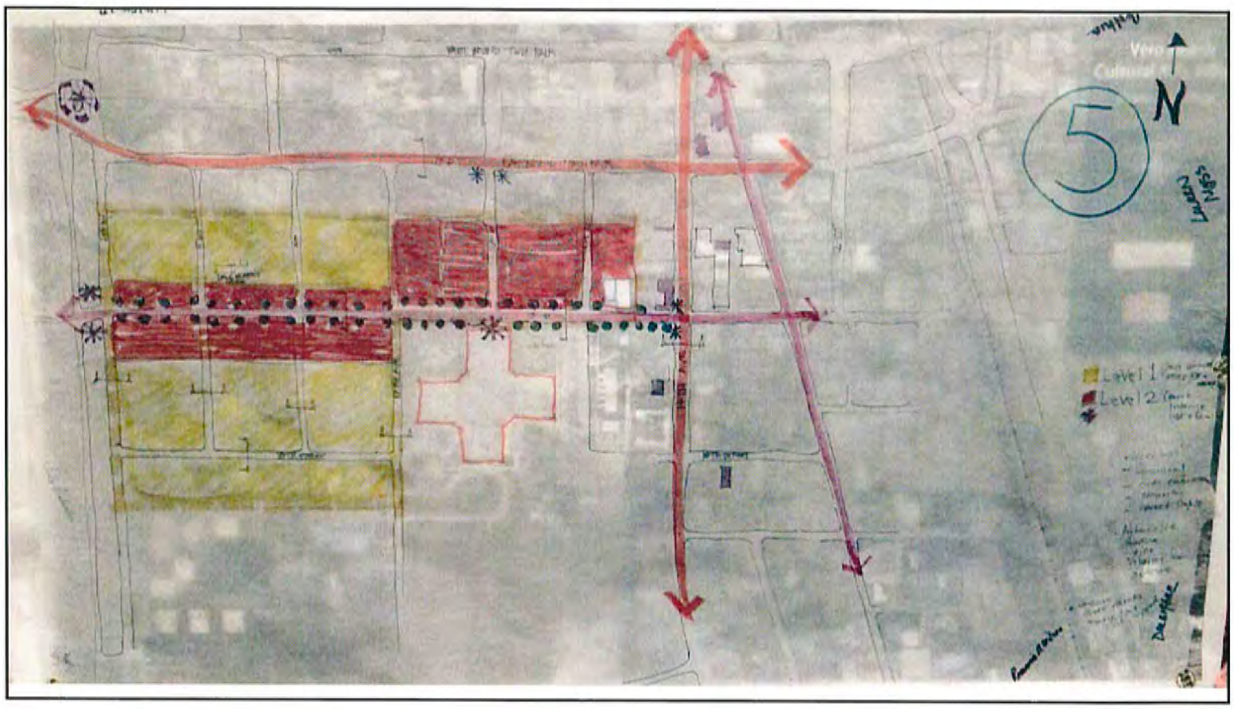


Table #6

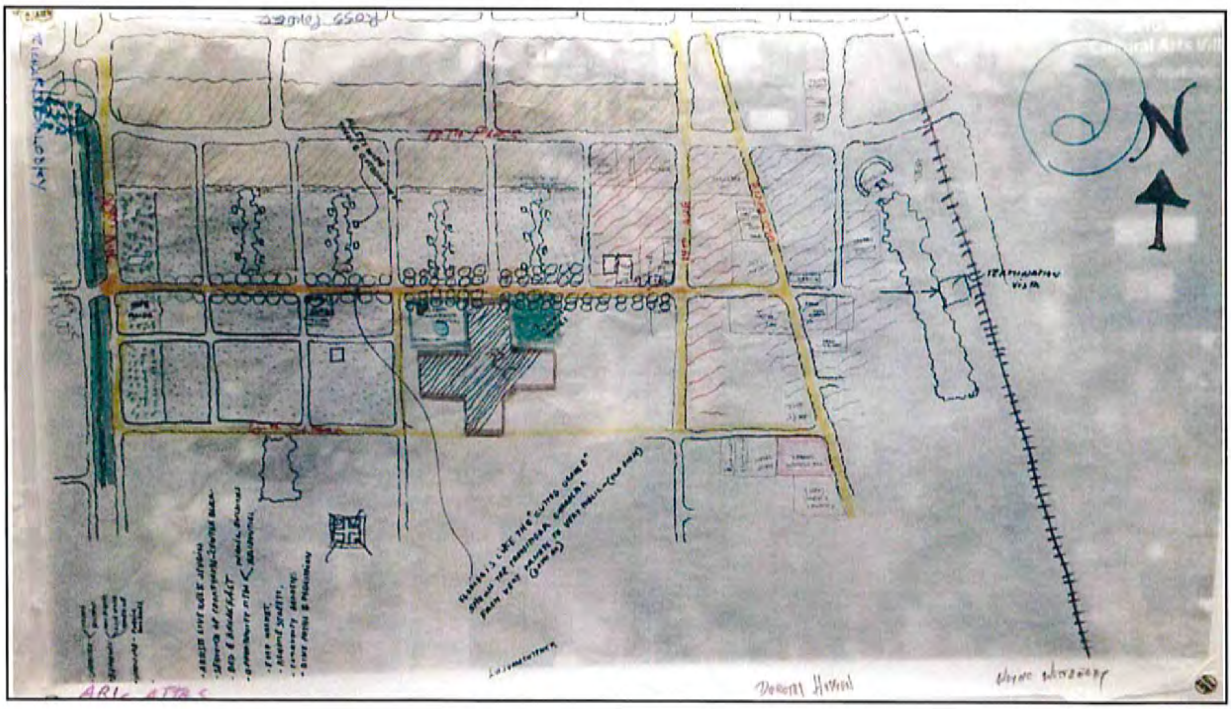
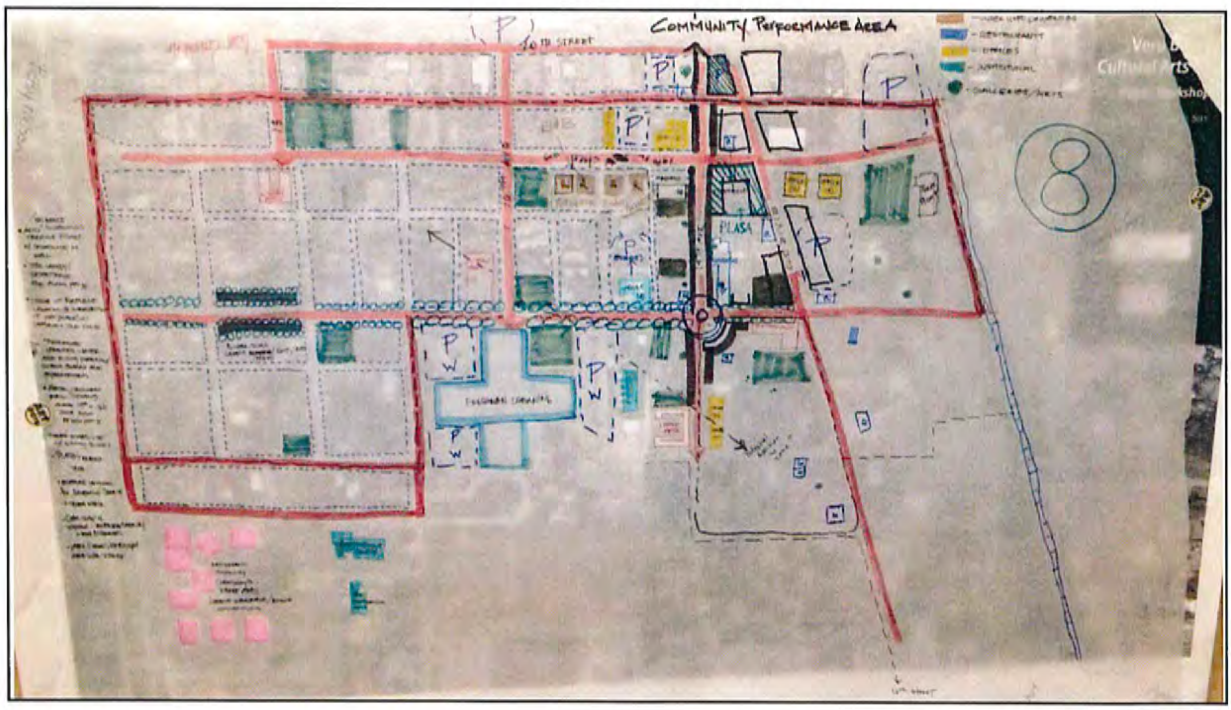
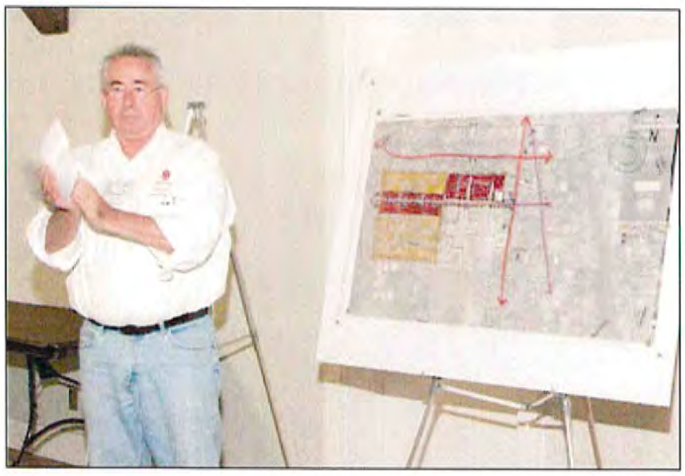


Table #7

Table #8



Public Workshop

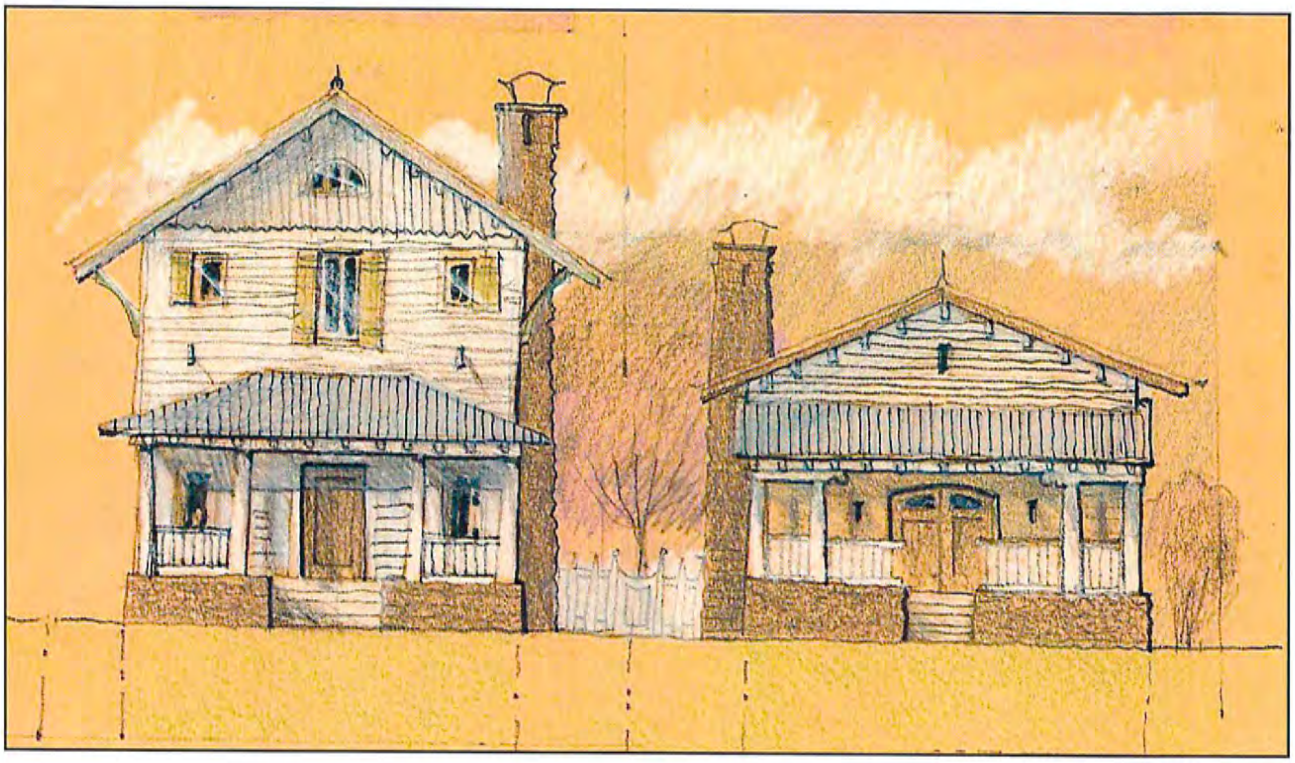


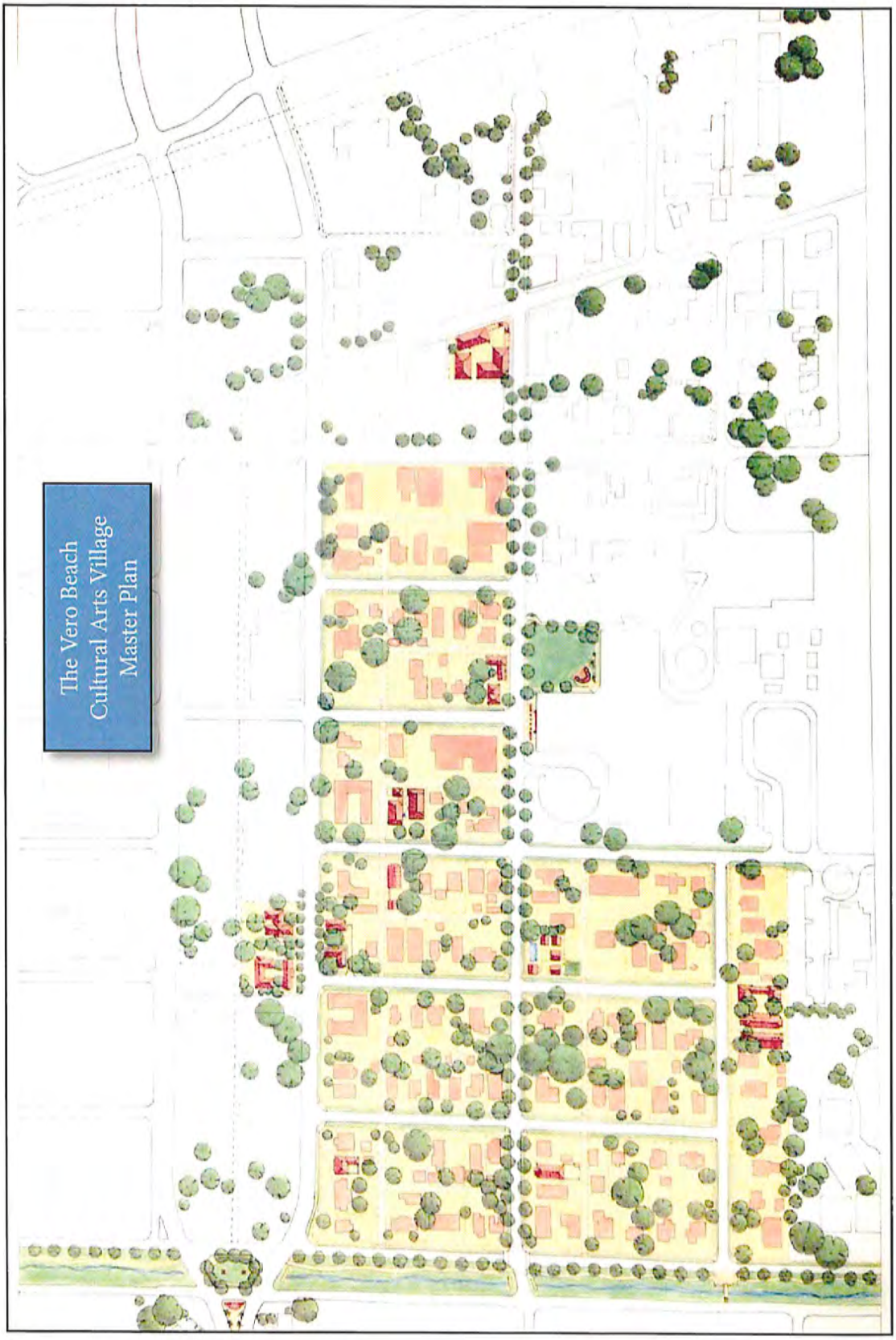
Each of the table groups that participated in the public design workshop selected members of their group to present their ideas to the rest of the community. This fun and informative process let the community, in their own words, describe issues that are important to them. This process provided the design team with threads of consensus upon which to develop the Cultural Arts Village Master Plan.

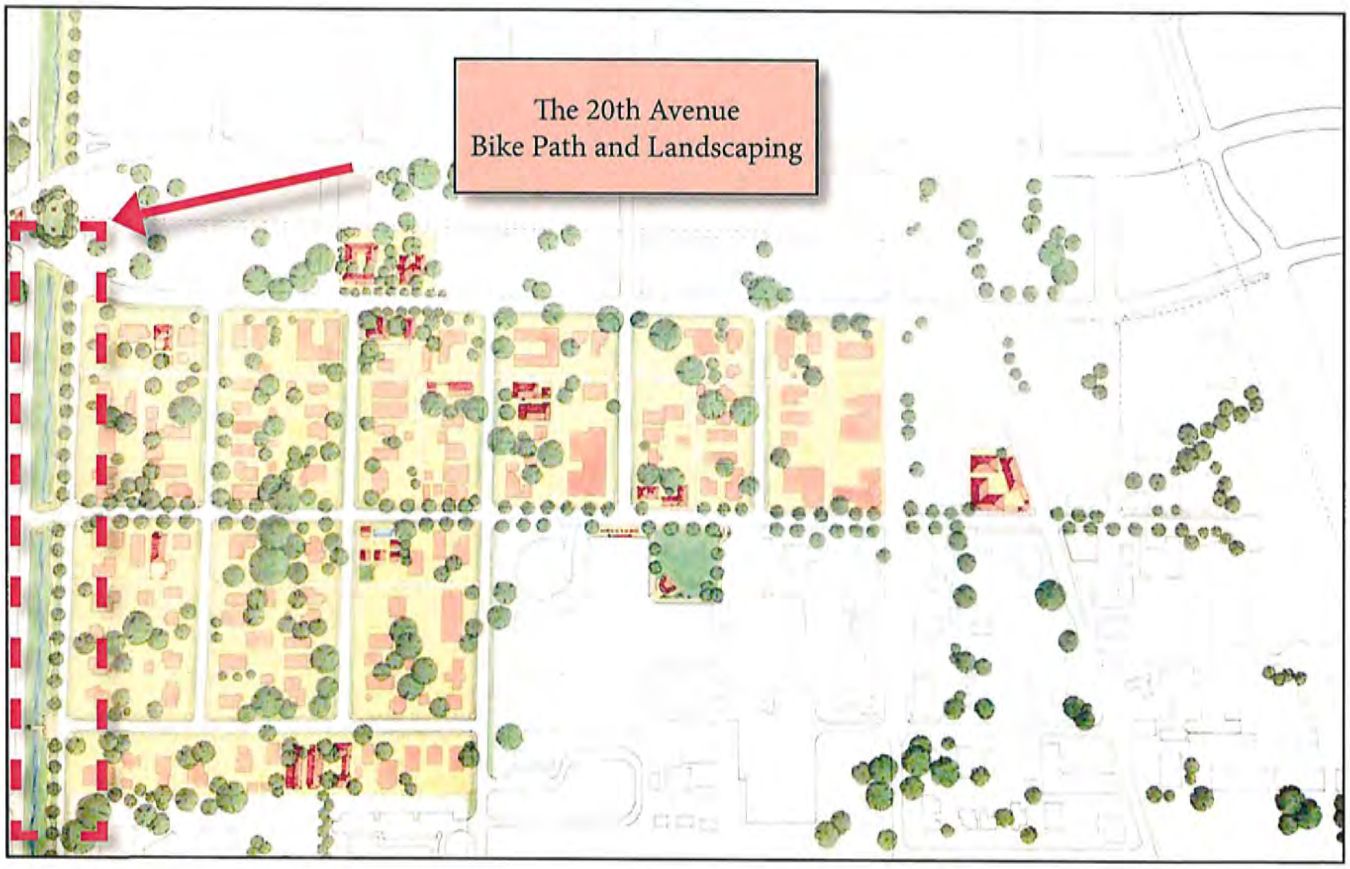
The Community's Recommendations

- No three-story buildings (or at least reserve for SR 60)
- Allow small out-buildings and cottages (as living units)
- Review parking in the area – parking issues
- Add Village markers and monuments to strengthen identity
- Consider lease controls – protection against gentrification
- Consider the Muse Apartment Building as studios/arts residences
- Allow limited lodging (B&B) uses in the Village
- Develop community gardens – engage schools and students
- Create an Edgewood Neighborhood Association (assist with Code Enforcement, etc)
- Develop options for the diesel plant (Vocational Arts Institute)
- Add an outdoor amphitheater and/or performance spaces
- Restore historic street names (20th Street = Osceola Boulevard; 19th Place = Indiana Boulevard; 19th Street = Florida Avenue)
- Develop Cultural Arts Village Overlay Zoning District (unique zoning and use considerations)
- Allow mixed-uses, home offices, and accessory dwellings
- Re-consider improvements to SR 60
- Consider artistic murals in strategic locations
- Promote the Cultural Arts Village in addition to the Arts District

Tour of the Master Plan



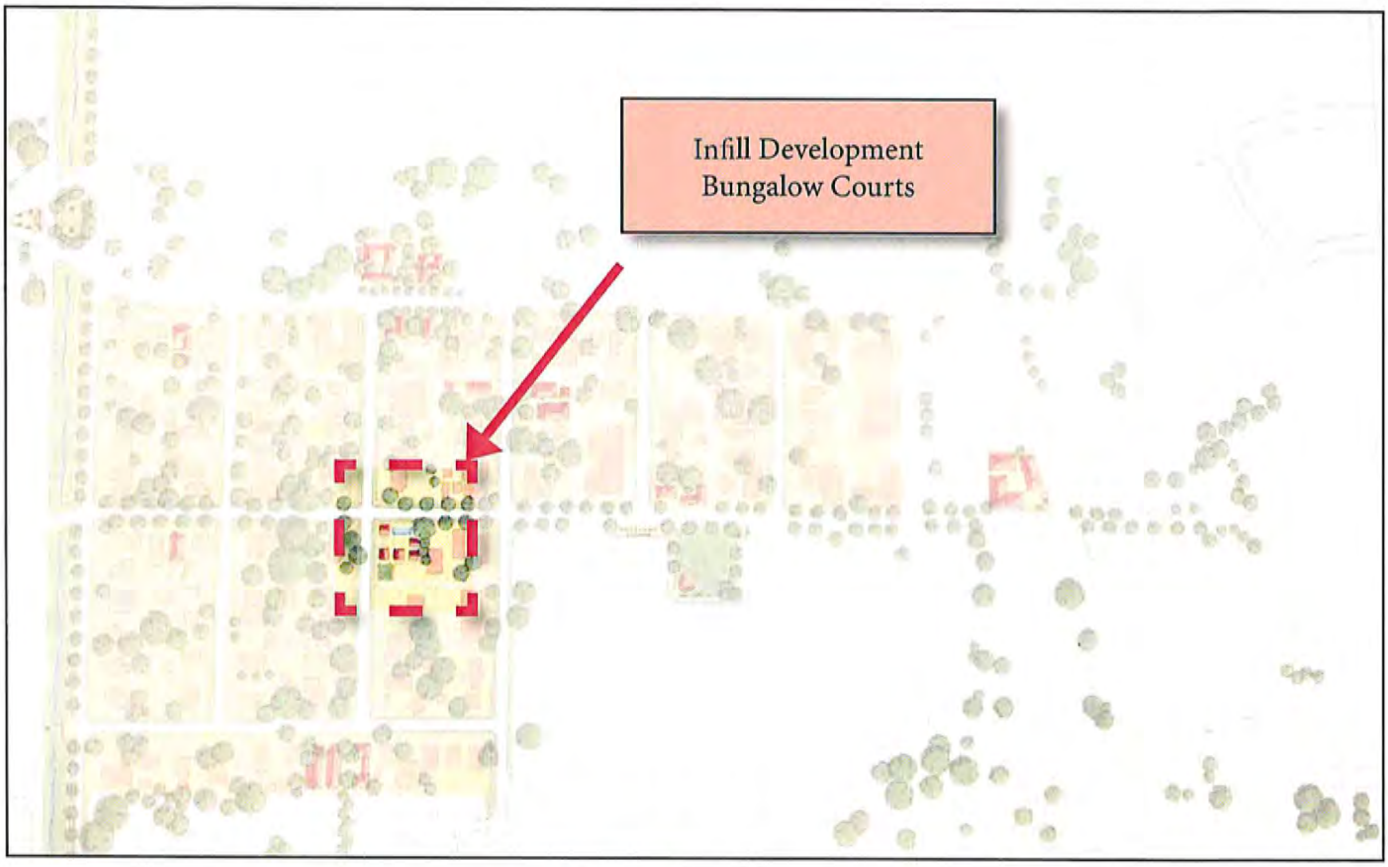

The Vero Beach
Cultural Arts Village
Master Plan



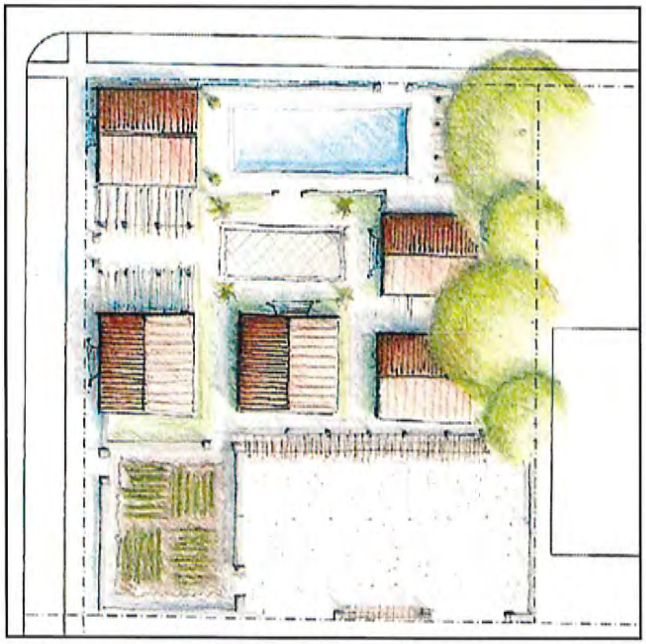
Pedestrian and bicycle improvements are shown along the 20th Avenue canal, which is controlled by the Indian River Farms Water Control District. A 10'- 12' grassy area exists on the west side, and a 25'- 50' grassy area exists along the east side of the thoroughfare. The east side of the canal would be a great area to incorporate a multi-purpose path with shade trees and street lights.

Before and After of the 20th Avenue Multi-Use Path

The photo above shows the existing conditions along the 20th Avenue canal looking north.
The proposed multi-purpose path is shown in the rendering provided below. Shade trees will provide comfort throughout the day, while street lights are provided for safety in the evenings.

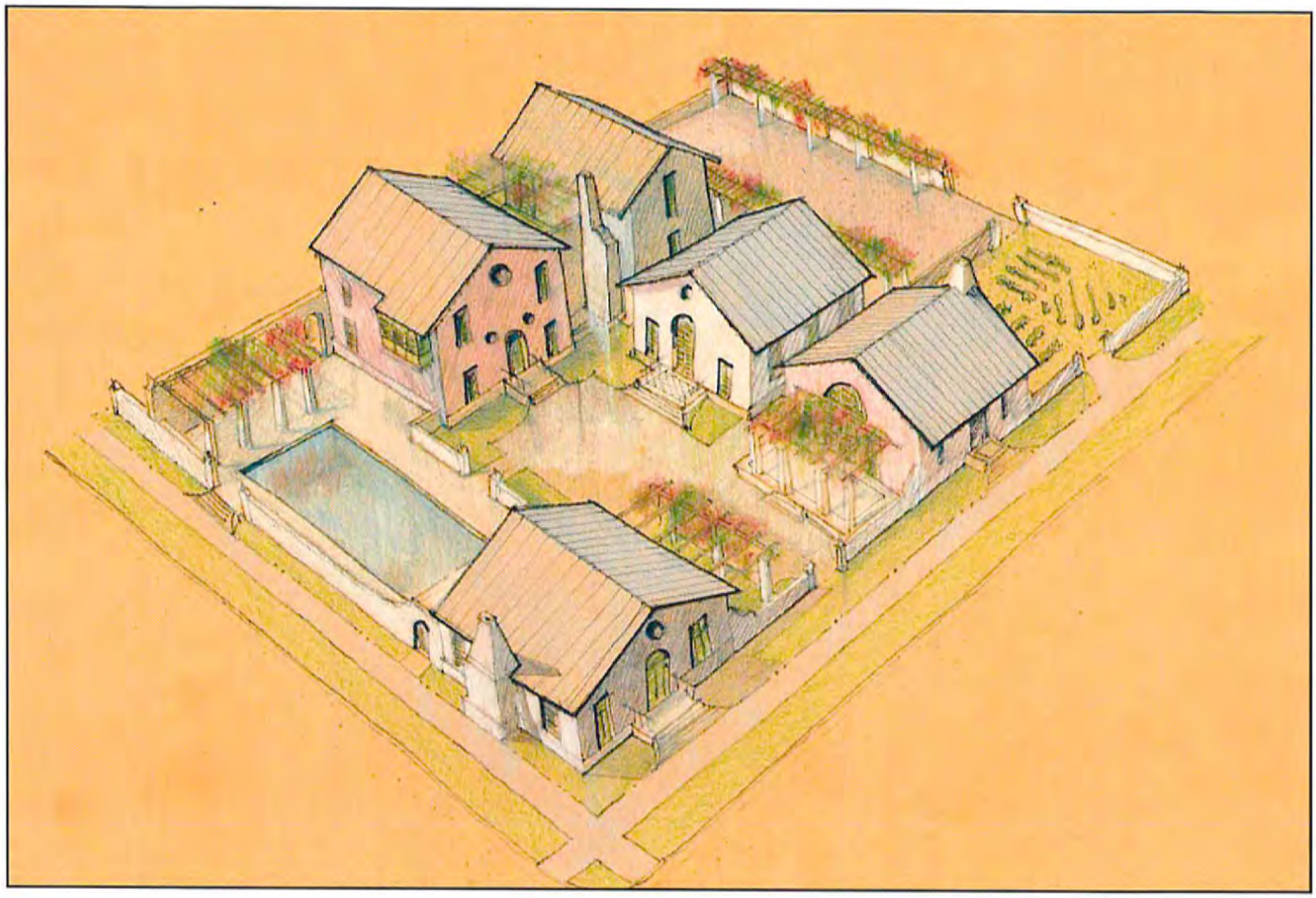


The image above is an aerial of the existing lot considered a potential infill site to incorporate the Bungalow Court concept.



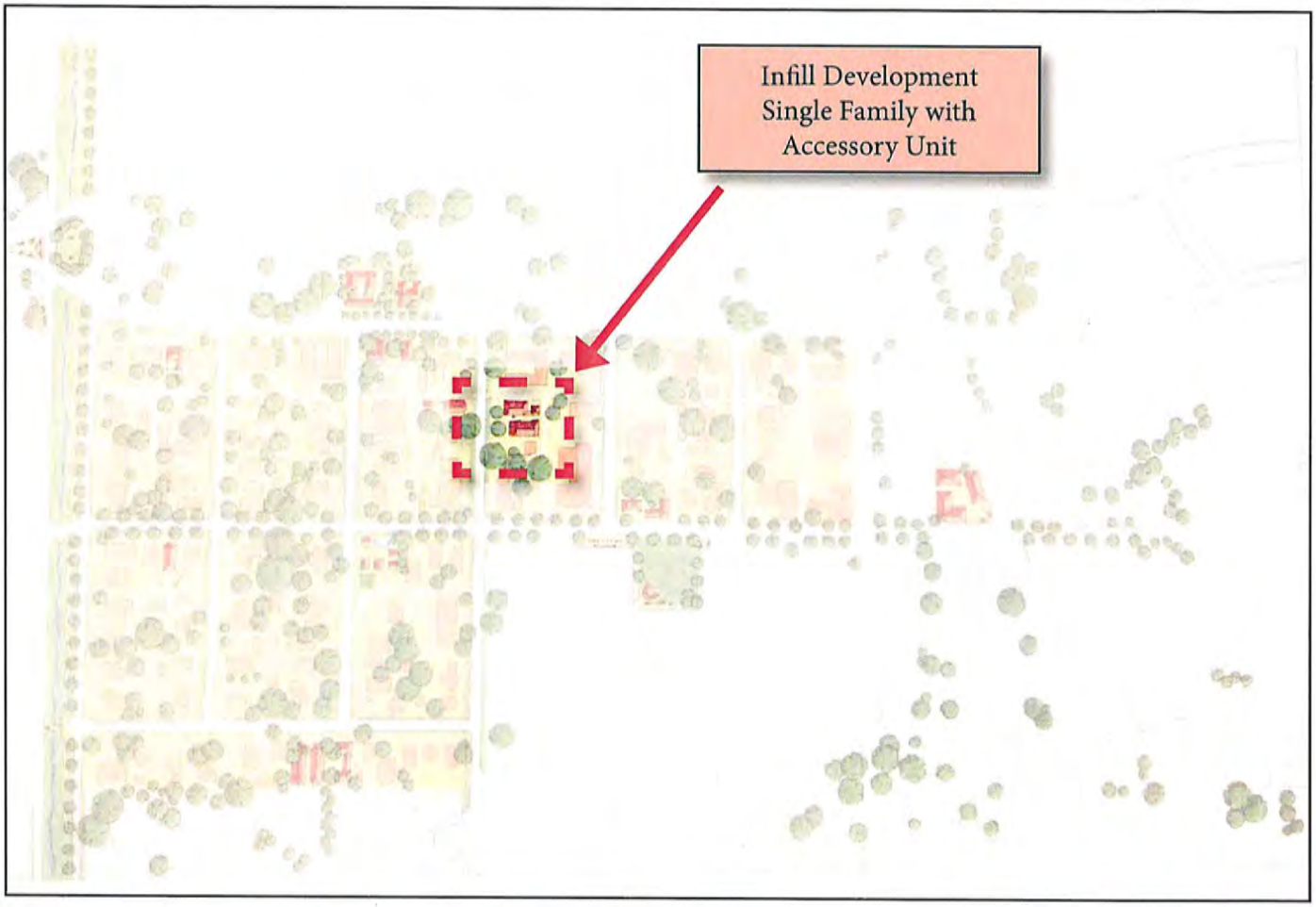
Above is a schematic site plan illustrating the Bungalow Court concept.

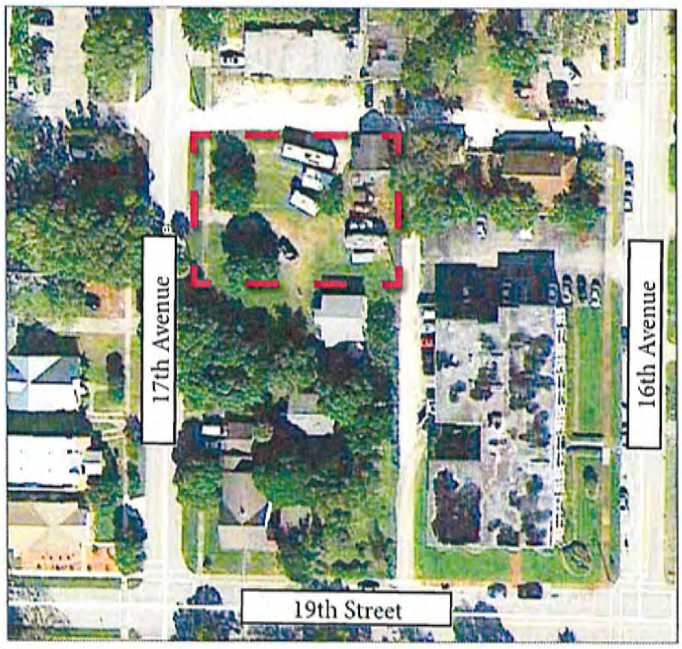
Bungalow Courts

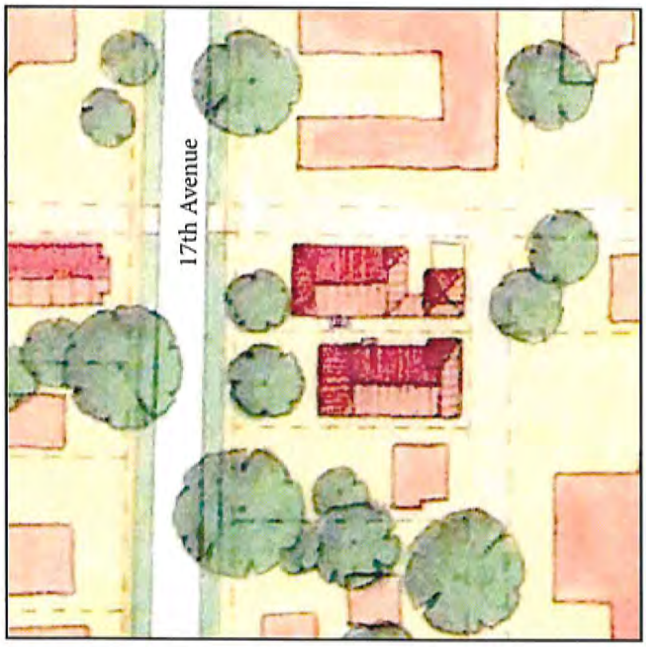


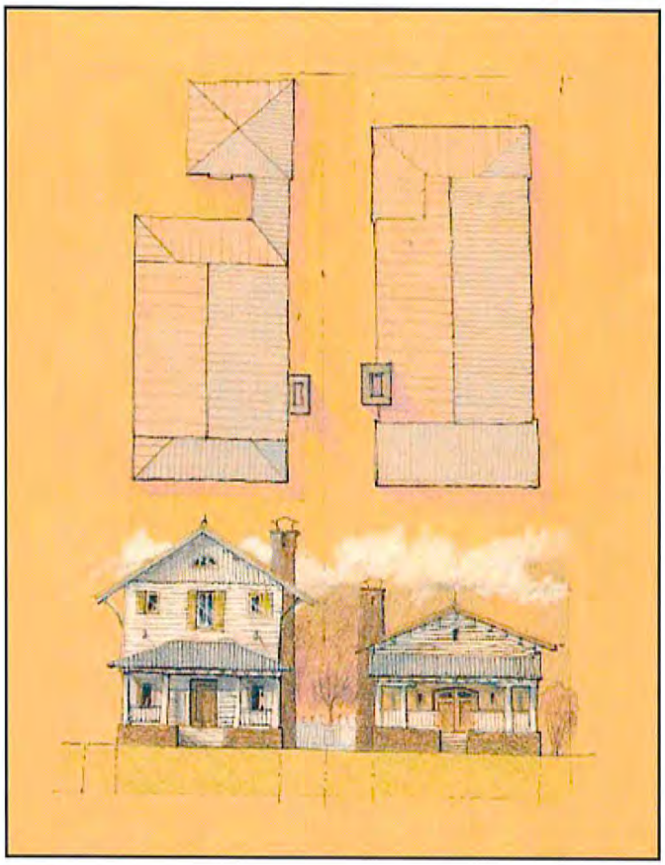
The bungalow courts are low scale and provide intimate spaces while preserving the tree canopy. The series of small buildings, between 800- 1200 square feet, include a parking court, that is well screened from the street. The units all face the street, and share an optional swimming pool area. A communal garden could also be located on the property.

Single Family with Accessory Unit

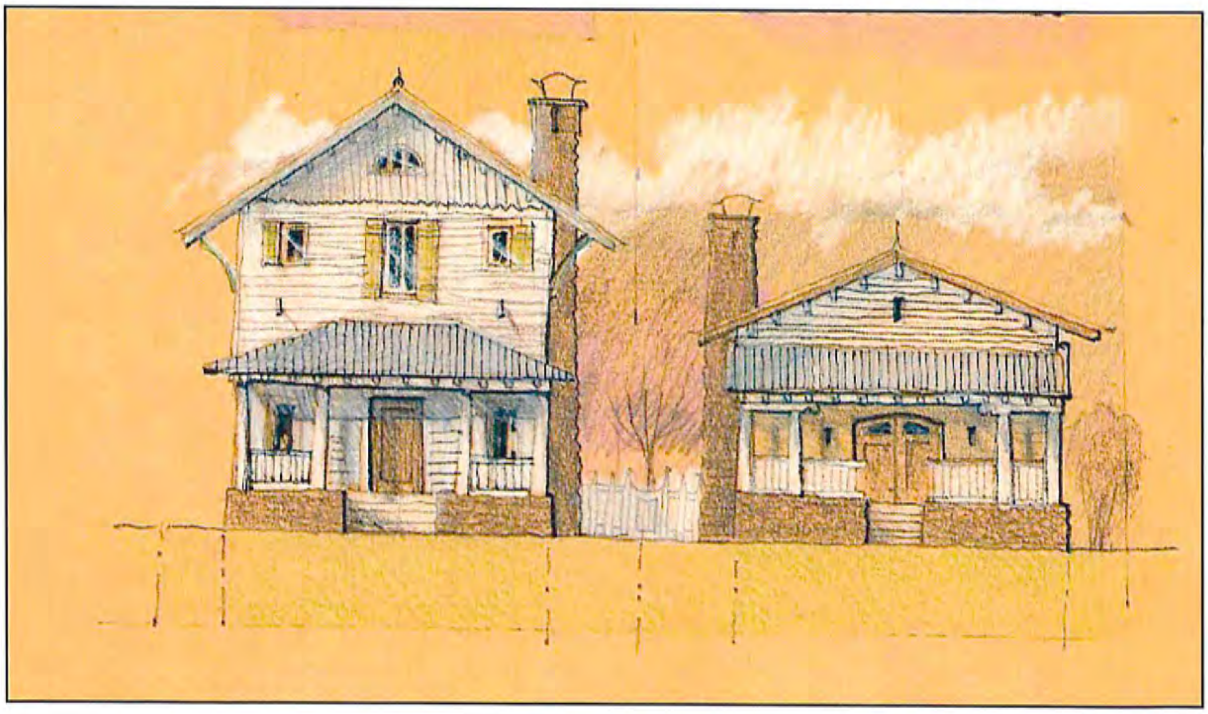






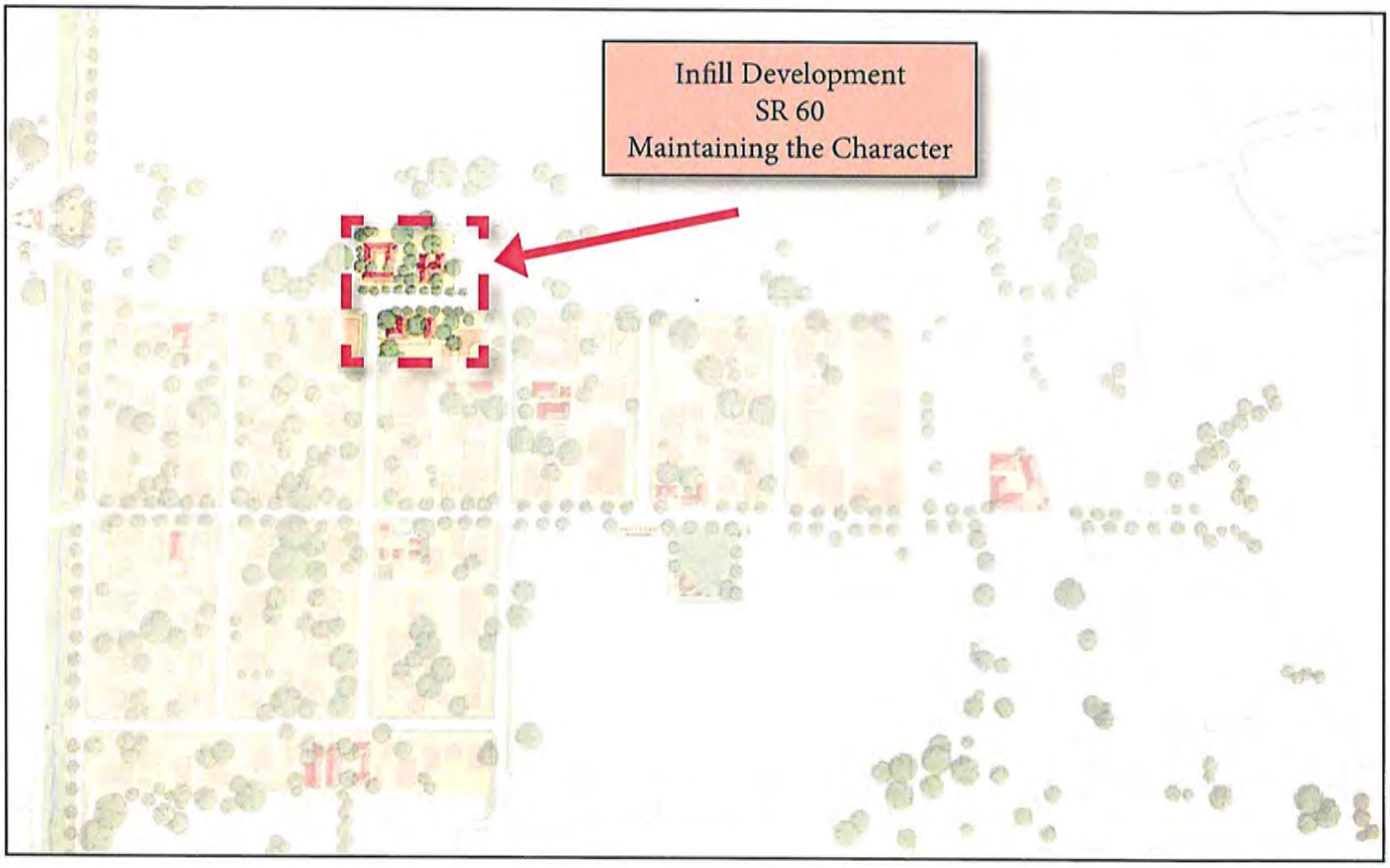


The option for a single family home with an accessory building is shown on two adjacent lots along 17th Avenue just north of 19th Street. They are rendered in a Florida vernacular style with beautiful wood siding. Each lot size is 50' feet which is a typical historic lot width. The open front porch allows for outdoor relaxation, natural surveillance, and will keep the street animated.



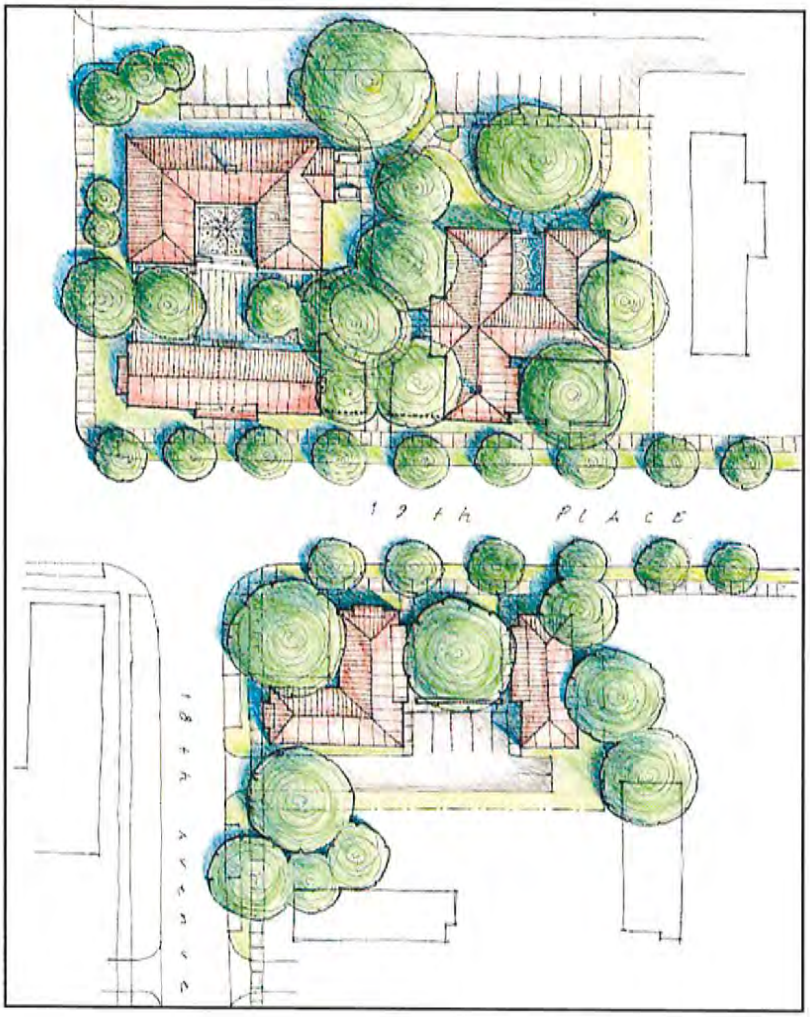
Restoring the Neighborhood Character

A variety of houses and a diversity of buildings in scale and architectural styles exist throughout the village. Restoring the neighborhood character is very important. Some of these homes are in need of restoration and renovation. Shown above is a before and after of a simple way for these beautiful houses to gain visual access from the street.



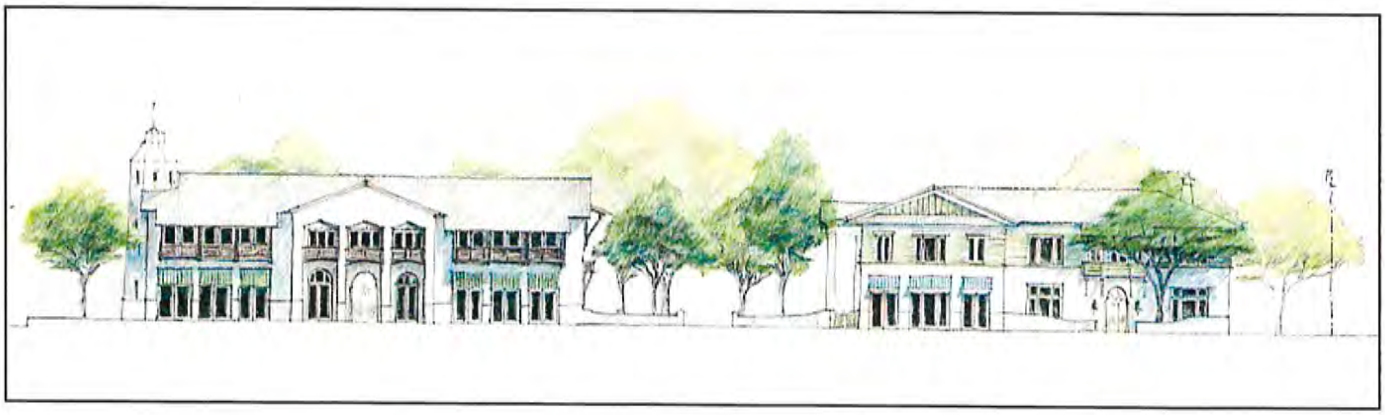
Maintaining the character through future growth while preserving the tree canopy is extremely important. The existing zoning for this particular site along SR60 is P.O.I. which stands for professional offices and institutional.

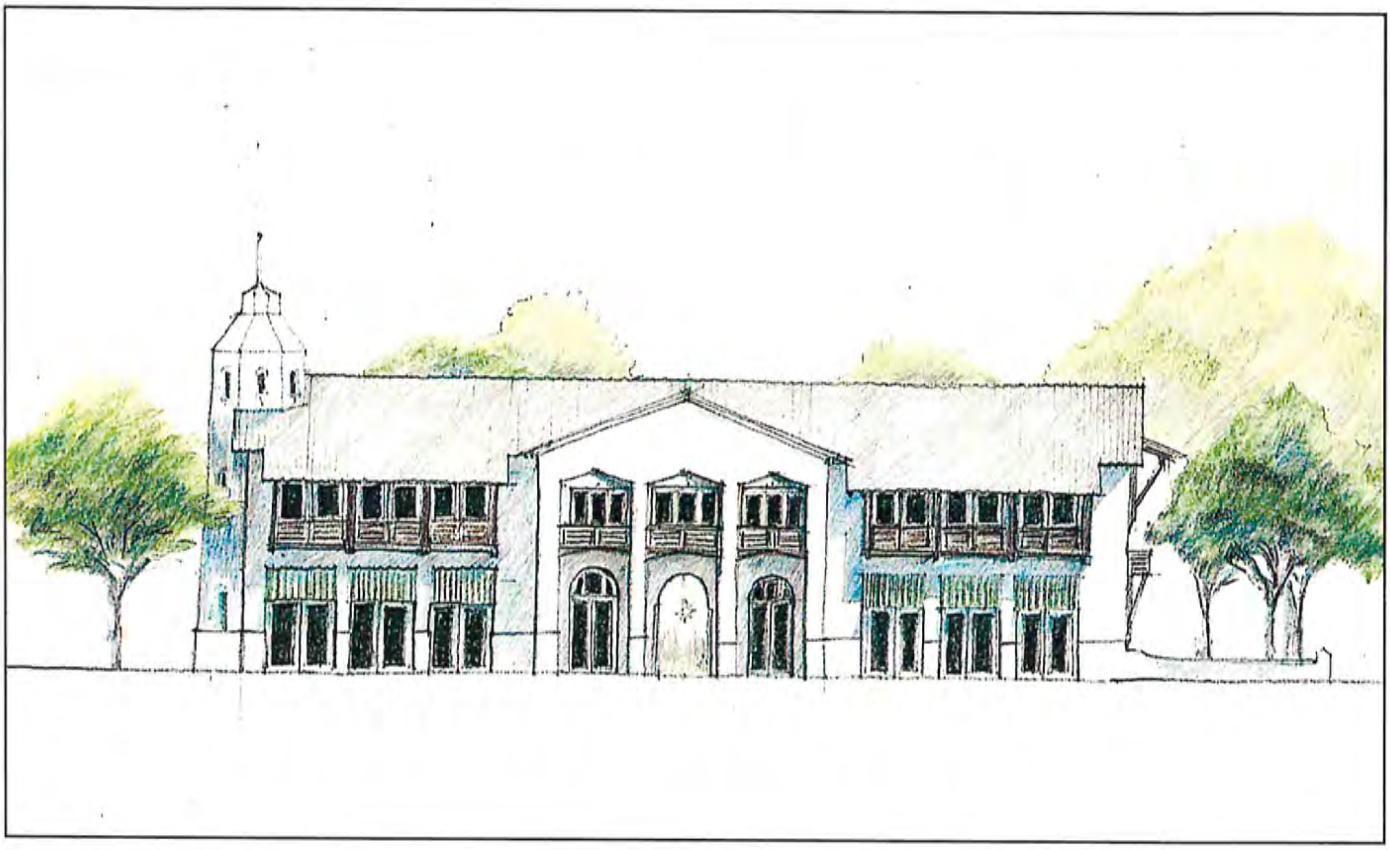
Maintaining the Character

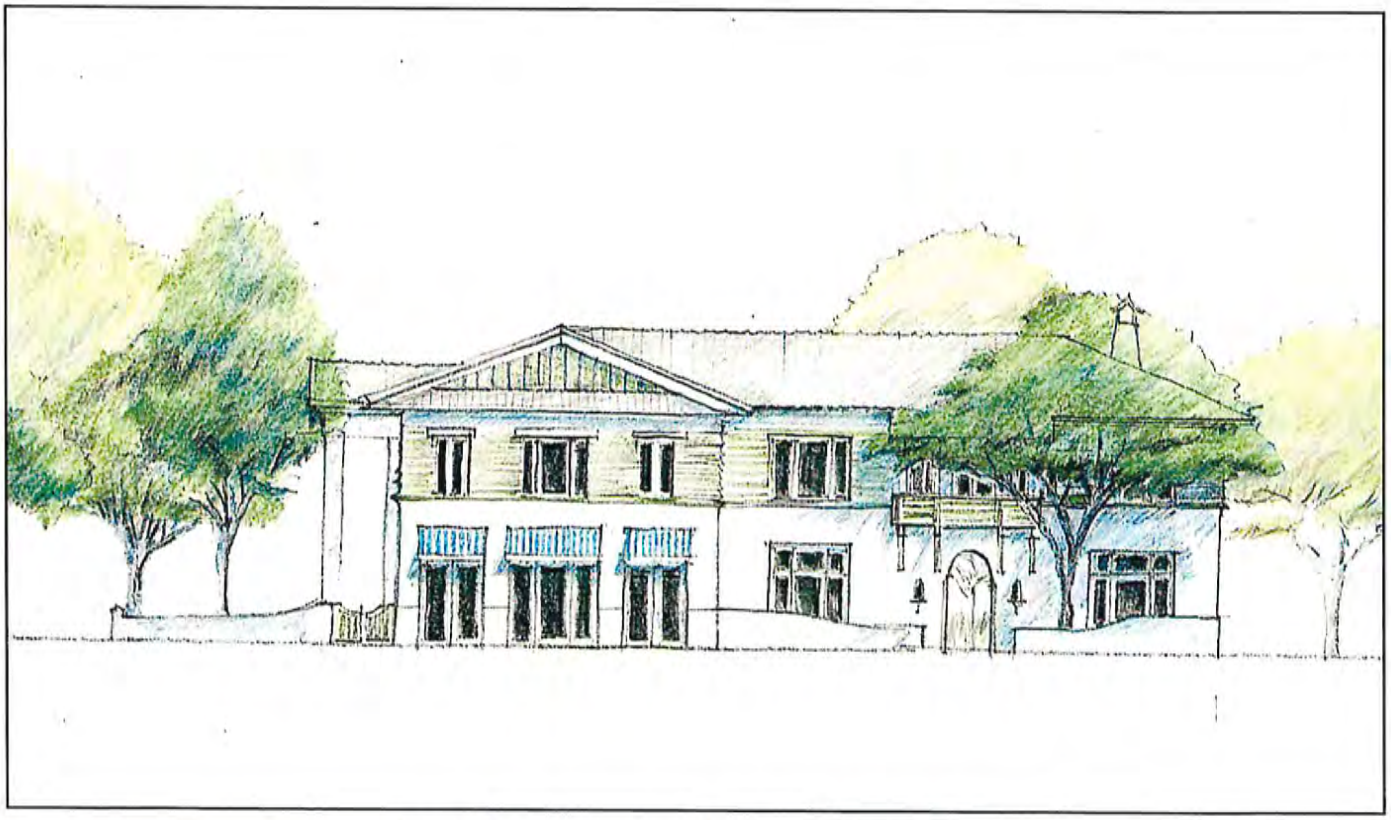


The rendering shows a two-story office building with a masonry ground floor with wood siding above.

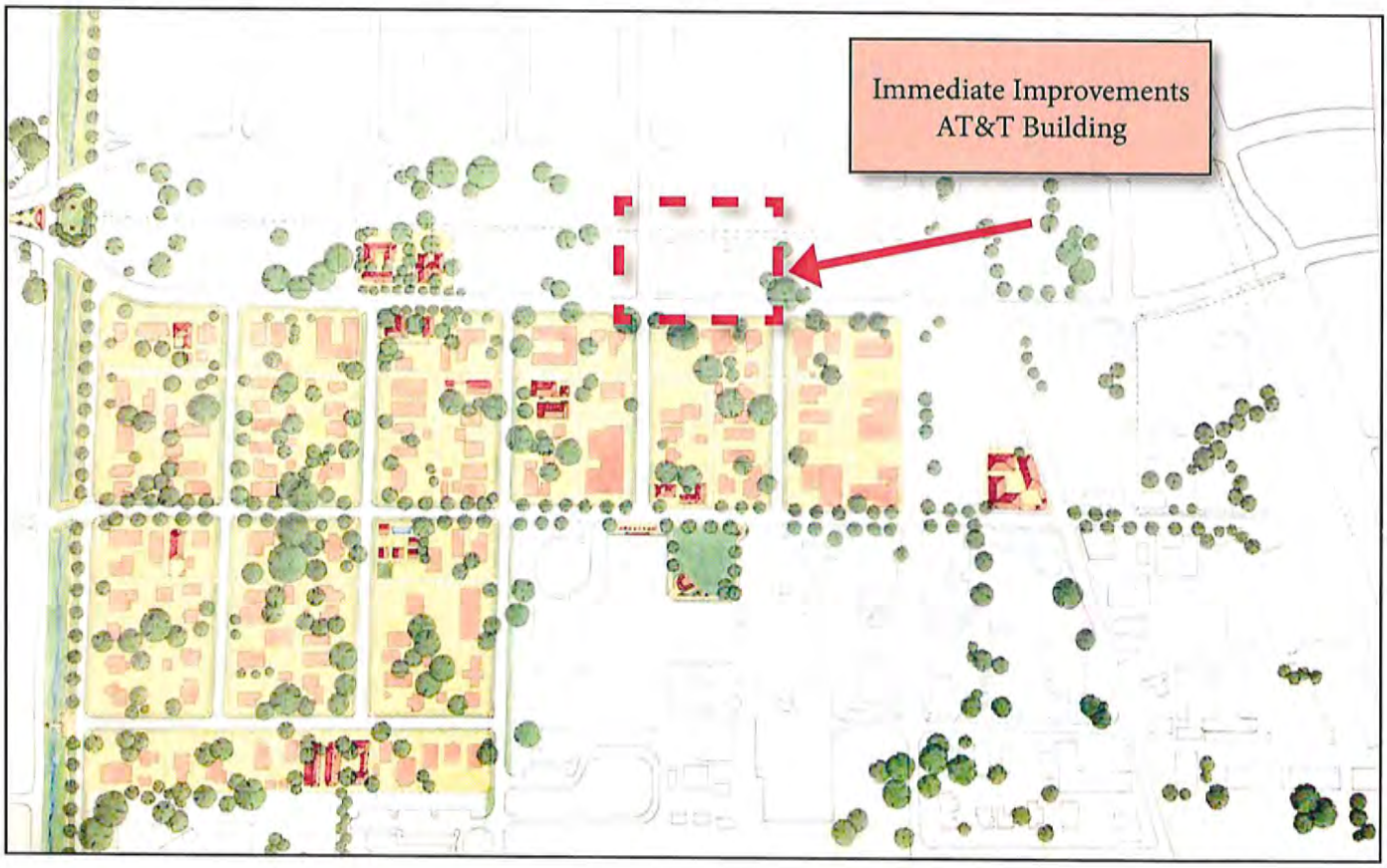
Looking at the plan view, one can see the interesting courtyards and beautiful preserved tree canopy.







Immediate Improvements - AT&T Building

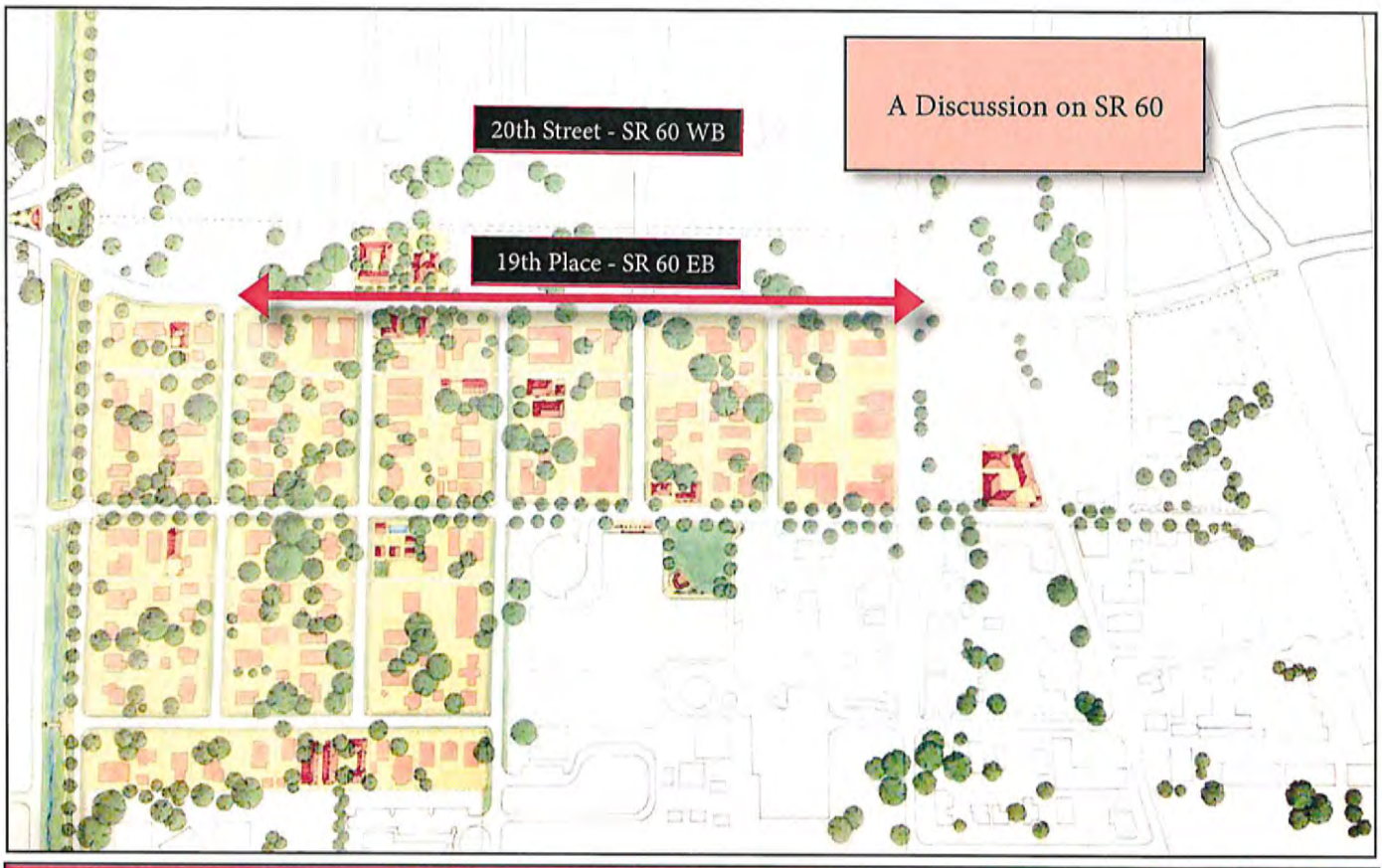


Immediate improvements can be accomplished to existing buildings that may lack in architectural interest. The AT&T building is located along the eastbound lanes of SR 60. Murals along the AT&T building facades could add character quickly. The art could be very light and whimsical as shown in the rendering. The murals could even break the facade of the building into panels, which could be used for an art competition.

at&t

at&t

A Discussion on SR 60



Half of the tables on Saturday presented SR60 as a significant issue that needs to be addressed.

SR 60 "TWIN PAIRS"
TRAFFIC CALMING FEASIBILITY STUDY
VERO BEACH, FLORIDA

Prepared for:

Indian River Metropolitan Planning Organization

City of Vero Beach

Prepared by:
Kimley-Horn and Associates, Inc.

Kimley-Horn and Associates, Inc

SUMMARY AND NEXT STEPS

The City of Vero Beach requested that the Indian River MPO conduct a traffic calming feasibility study to develop measures to mitigate the adverse impacts of the SR 60 "Twin Pairs" on pedestrian-oriented mixed-use development in Downtown Vero Beach. This study evaluated the feasibility of reducing eastbound travel lanes from three to two and westbound travel lanes from four to two between 20th Avenue and FEC railroad.

As demonstrated in this report, the existing and forecast traffic volumes on the roadway network support the proposed lane reduction. Further, a qualitative assessment shows that the proposed lane reduction is not expected to have an adverse impact on evacuations. The draft concept plans and traffic analysis were submitted to the FDOT for review and comment. The study results were presented at a public workshop on November 15, 2012, and to the City of Vero Beach's Planning and Zoning Board on December 20, 2012. Further, the proposed concepts will be presented to the following committees:

- Technical Advisory Committee and Citizens Advisory Committee - Indian River MPO
- Governing Board - Indian River MPO
- City of Vero Beach Council

If the proposed lane reduction concept is approved by these stakeholders, the project sponsor will be required to submit a formal Lane Elimination Request to FDOT District Four. Further coordination will be required for identifying potential funding sources for project implementation.

Figure 3.
Typical Section

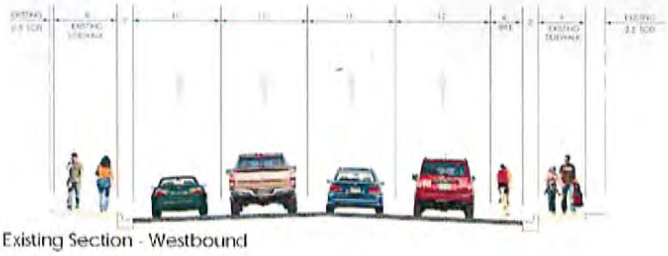
Existing Section - Eastbound

Proposed Section - Eastbound

SR 60 Lane Reduction Study
Conceptual Alternatives

Kimley-Horn and Associates, Inc.

Figure 3.
Typical Section



Existing Section - Westbound

Proposed Section - Westbound

SR 60 Lane Reduction Study
Conceptual Alternatives

Kimley-Horn and Associates, Inc.

Existing eastbound view of SR 60

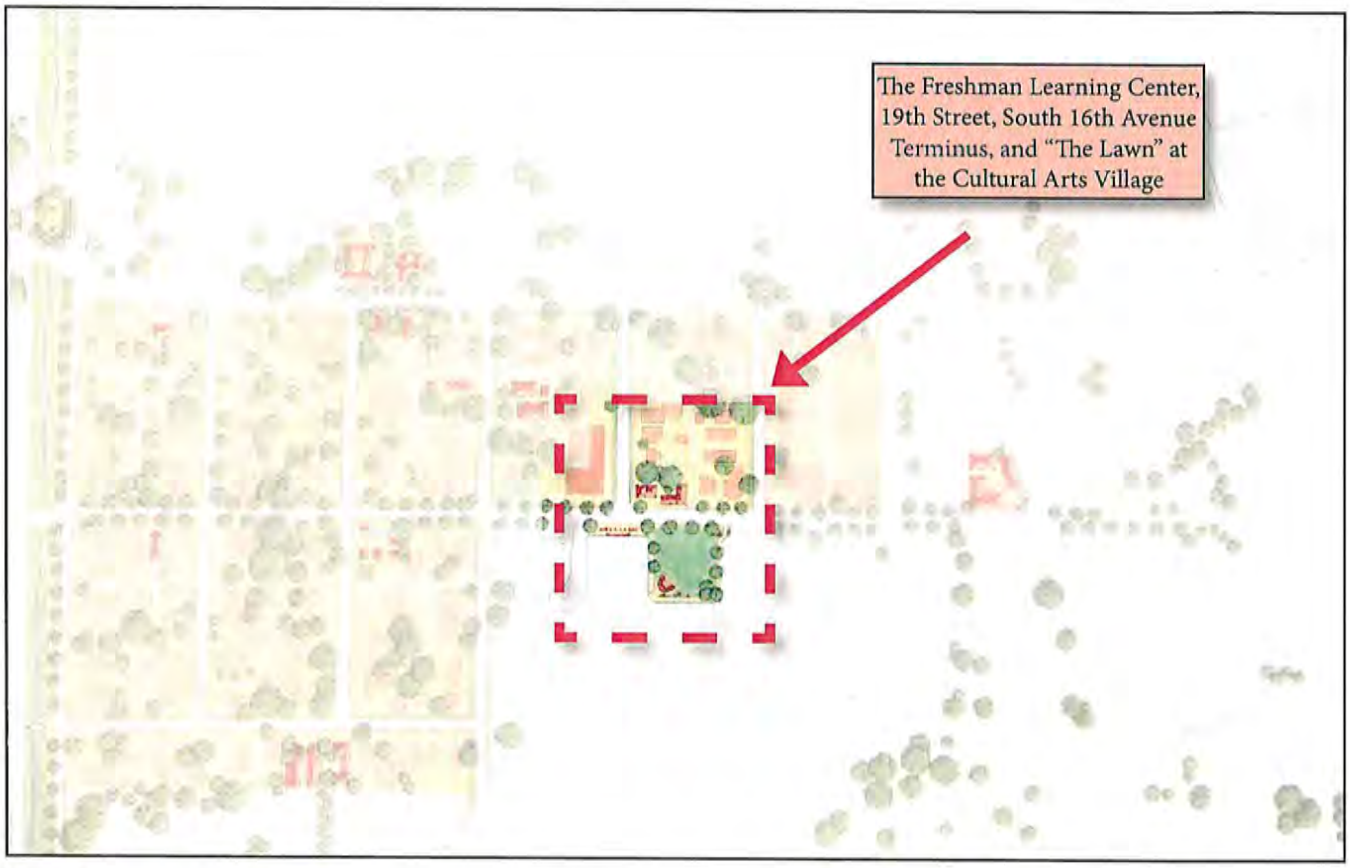
The addition of on-street parking which also serves as protection to a bike lane.

A Discussion on SR 60

Existing westbound view of SR 60

The computer rendering shows the addition of on-street parking and a protected bike lane.

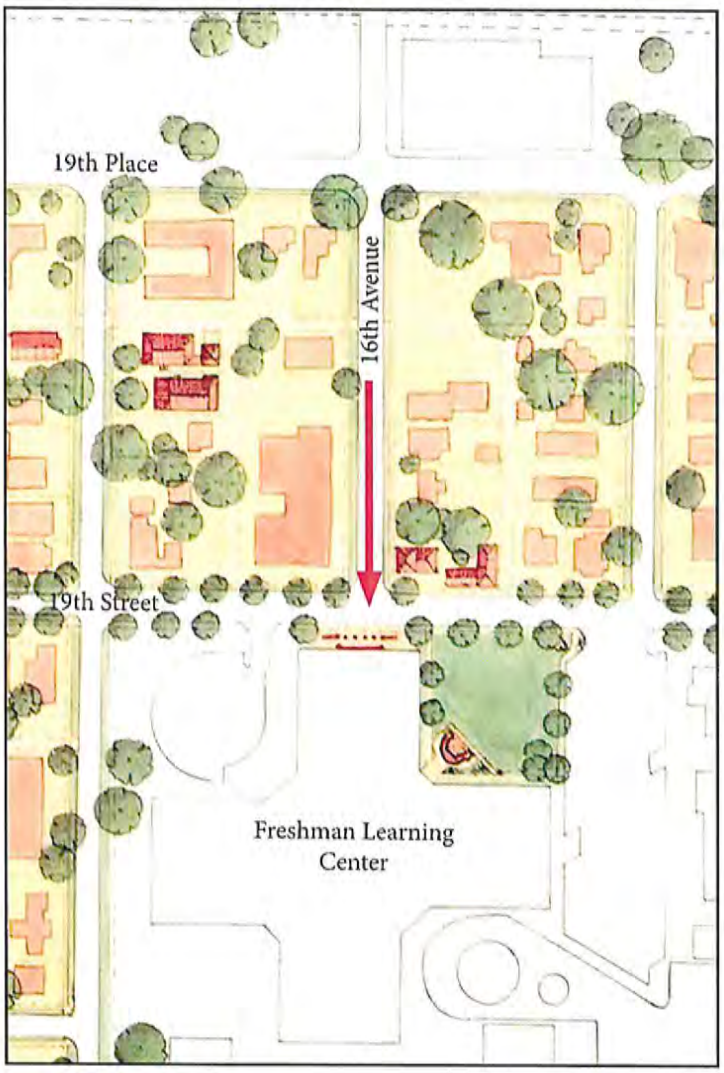
FLC and 16th Avenue Terminus



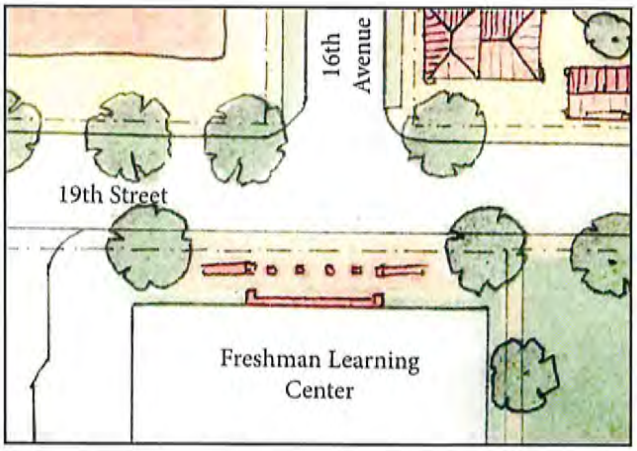
The Vero Beach Freshman Learning Center, located on 19th Street between South 17th Avenue and South 14th Avenue, is centrally located within the Cultural Arts Village and offers unique opportunities to enhance the community. The facility is located on the site where the historic Vero Beach High School once stood and a plaque on the northeast corner of the lawn commemorates that once cherished building. The architecture of the Freshman Learning Center is rather institutional with limited windows and curb-appeal that could be improved. The campus does contain many surface parking spaces. The lawn facing 19th Street could provide opportunities for additional civic uses.

During the Saturday Public Design Workshop many suggestions were made to utilize the 19th Street lawn, improve the building façade on 19th Street, and provide for more landscaping and shade trees. During the opening presentation at the workshop, the Treasure Coast Regional Planning Council staff pointed out the 16th Avenue "terminated" vista; a view that once provided an extraordinary perspective of the historic school, now looks at an unremarkable side entry door. The following pages illustrate some design ideas on how to improve the Freshman Learning Center aesthetically as well as integrate the campus into the Cultural Arts Village.

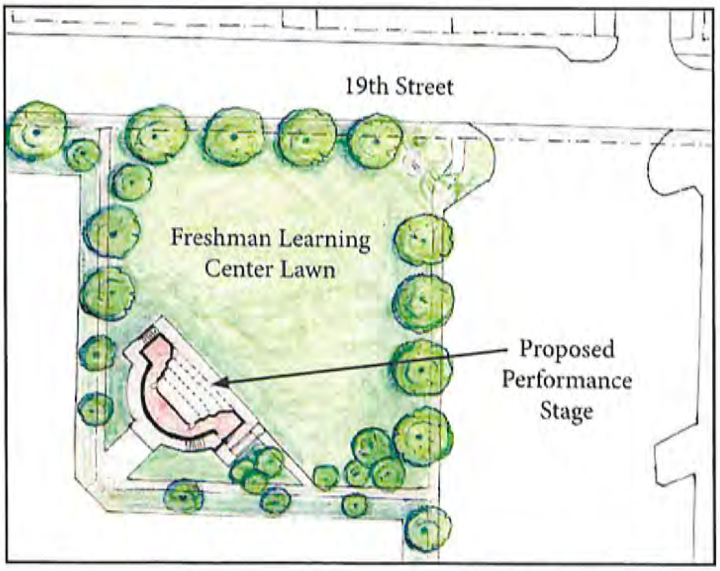
FLC and 16th Avenue Terminus



The Freshman Learning Center

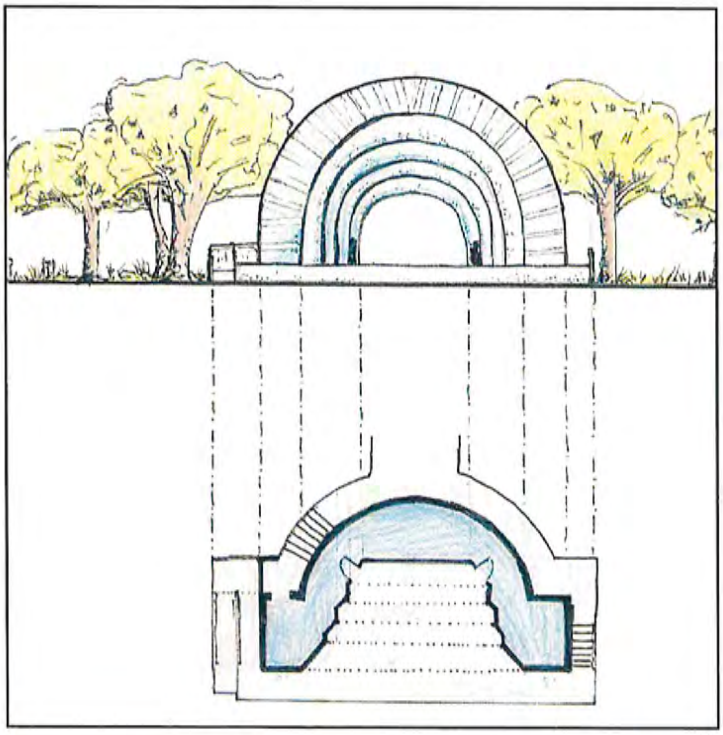


The drawing at left is a detail of the Master Plan showing the Freshman Learning Center Campus where it faces 19th Street. The red arrow indicates the view of the 16th Avenue vista terminating on the side entrance to the center. The detailed plan drawing above shows how new civic or garden architecture could fit between the existing building and the existing sidewalk, providing an improved terminus without altering the existing building.



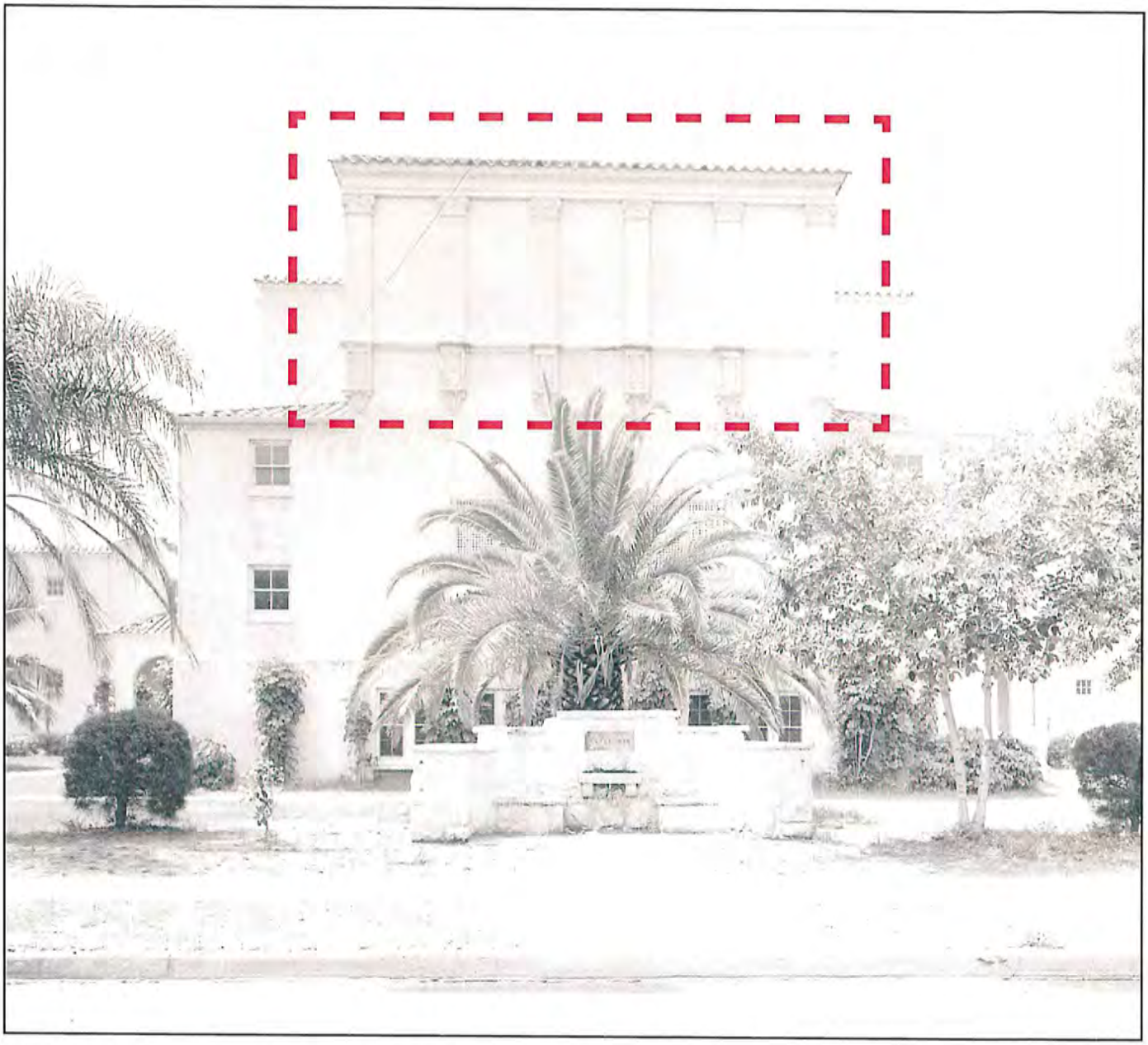
The drawing to the left is a plan detail illustrating the concept of a performance stage or bandshell which could be built in the 19th Street lawn of the Freshman Learning Center. The Freshman Learning Center 19th Street lawn is centrally located within the Cultural Arts Village, it is publicly owned (Indian River County School District), and could be activated in such a way as to direct sound away from the neighborhood and utilize the existing parking lots on off-school hours. Cooperative agreements between the City of Vero Beach and the Indian River County School District will need to be reached in order for these improvements to occur.

The image above is the existing condition of the 19th Street lawn at the Freshman Learning Center. The lawn is approximately 150' x 150' (1/2 acre), does not appear to be programmed, and could be a huge asset to the Cultural Arts Village as a centrally-located civic and event space.



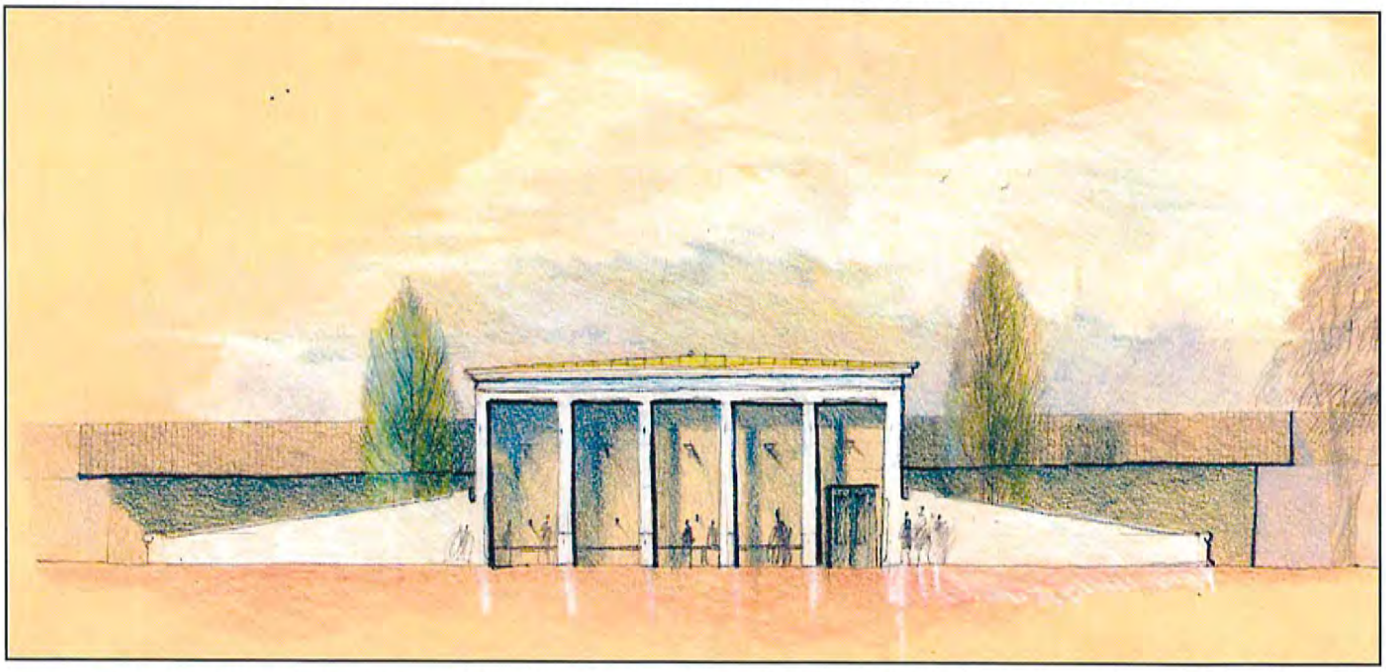
The rendering to the left illustrates a typical band-shell type of performance stage that could be incorporated into the lawn. Below is an example of a similar use in Youngstown, Ohio. Any potential performance structure could be designed to suit the desired character of the neighborhood. A design competition could be a fun and engaging way to solicit ideas for the new "Lawn at the Cultural Arts Village".

FLC and 16th Avenue Terminus



The historic photo above is of the original Vero Beach High School. This majestic building sat at what is now the current site of the Freshman Learning Center. This was the view facing the school from South 16th Avenue. The building provided a wonderful, architectural terminus to 16th Avenue and anchored the site as a place of great civic importance. During the public design workshop different ideas were discussed for how to improve the presence of the existing Freshman Learning Center on 19th Street and from 16th Avenue. The charrette design team looked to the historic architecture, in particular the pilastered treatment at the top of the tower, as inspiration for a new public loggia facing 19th Street.

The photo above is today's view of the Freshman Learning Center from South 16th Avenue. Note that the architecture is neither civic nor timeless in its design and does not respond to the terminus of South 16th Avenue in any meaningful way. In fact, a locked door of smoked glass and a backflow preventer surrounded by chain link comprise the public face of the Freshman Learning Center at 19th Street and South 16th Avenue.



The rendering above illustrates a proposed public loggia, inspired by the historic Vero Beach High School, as the new visual terminus to South 16th Avenue. The loggia would provide shade, seating, and a more ceremonial entrance to the Freshman Learning Center. As a piece of civic garden architecture, this loggia would reinforce the other monuments and markers proposed throughout the Cultural Arts Village.

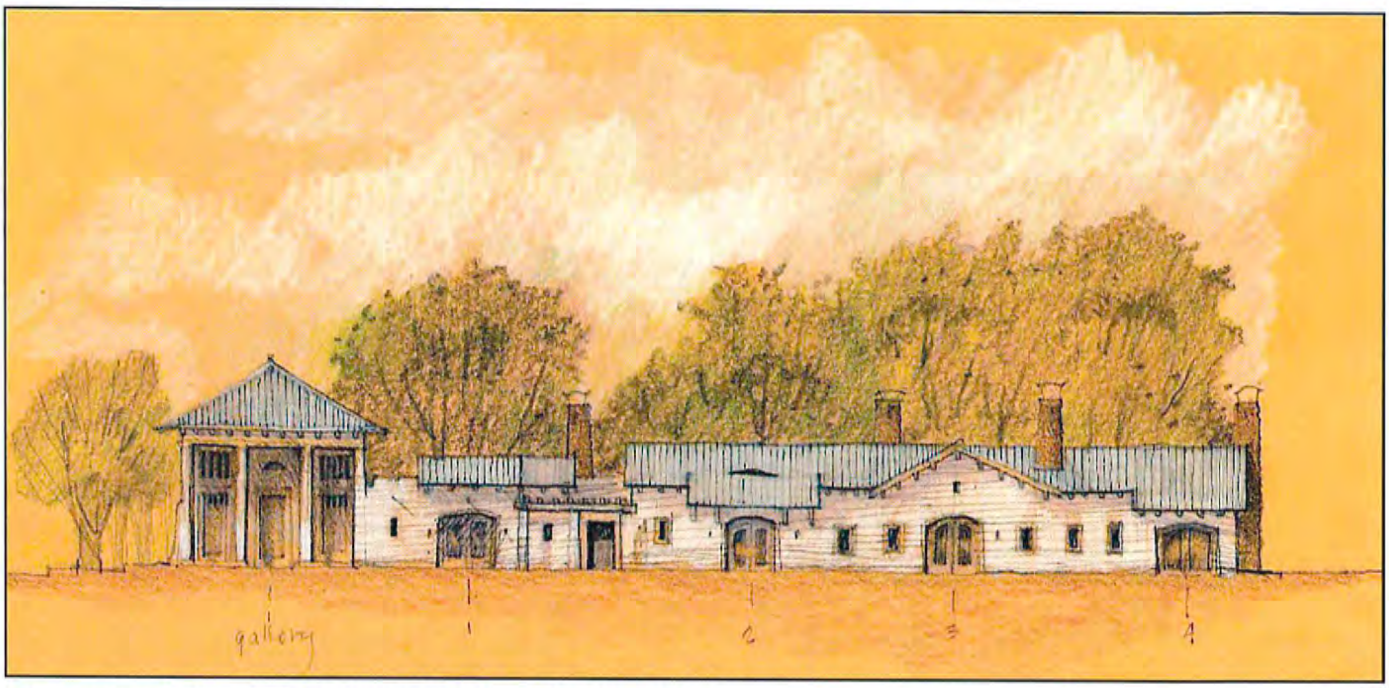
Shade Trees 19th Street

One of the most notable characteristics of the Cultural Arts Village area is the mature tree canopy. Unfortunately, the canopy is not consistent in all areas or on all streets. As the central spine of the Village, it is very important that 19th Street is held to the highest standard from a design and experiential point of view. As the image of existing conditions above illustrates, more trees on 19th Street are needed.

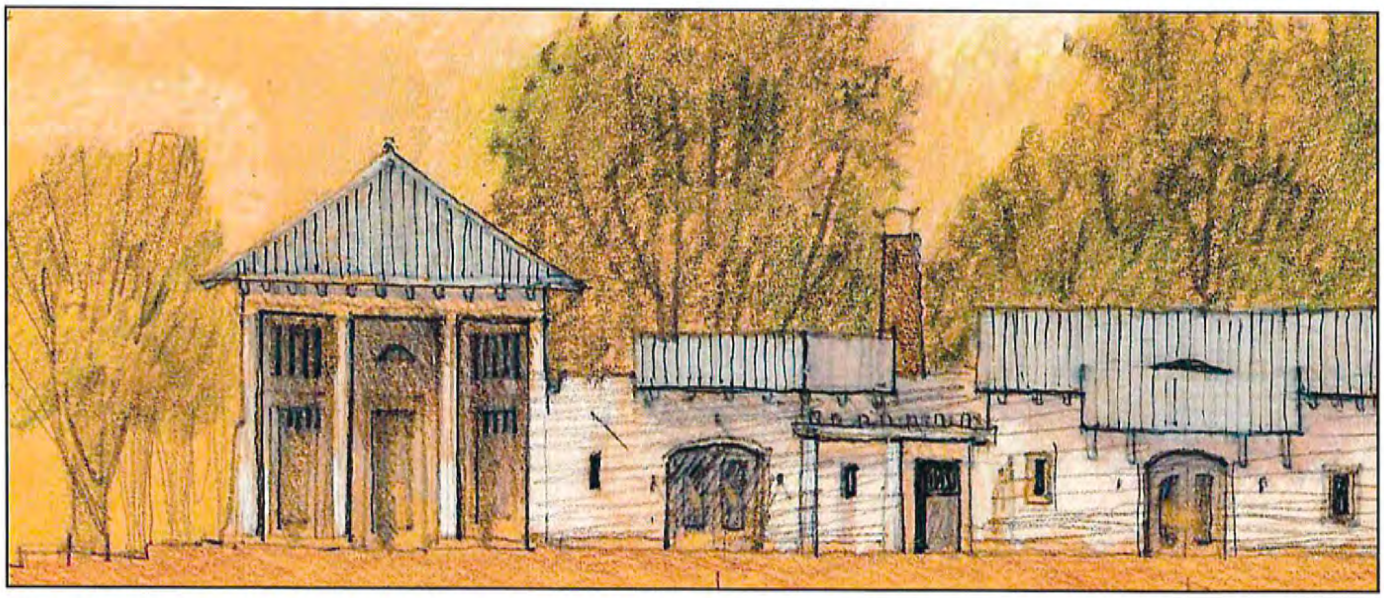
This computer rendering "after" view illustrates how the addition of shade trees will help soften the streetscape and enhance the shade and aesthetics of 19th Street. These additional trees are located on school district and private property. The city should develop a "Friends of the Canopy" program and solicit cooperation from property owners to allow shade trees to be planted on their properties.

Another infill redevelopment example is located on the corner of 19th Street and 16th Avenue across from the FLC. Two separate buildings will include an artist/residents compound and the other a gallery space. The existing beautiful trees will remain.

Infill Redevelopment on 19th Street

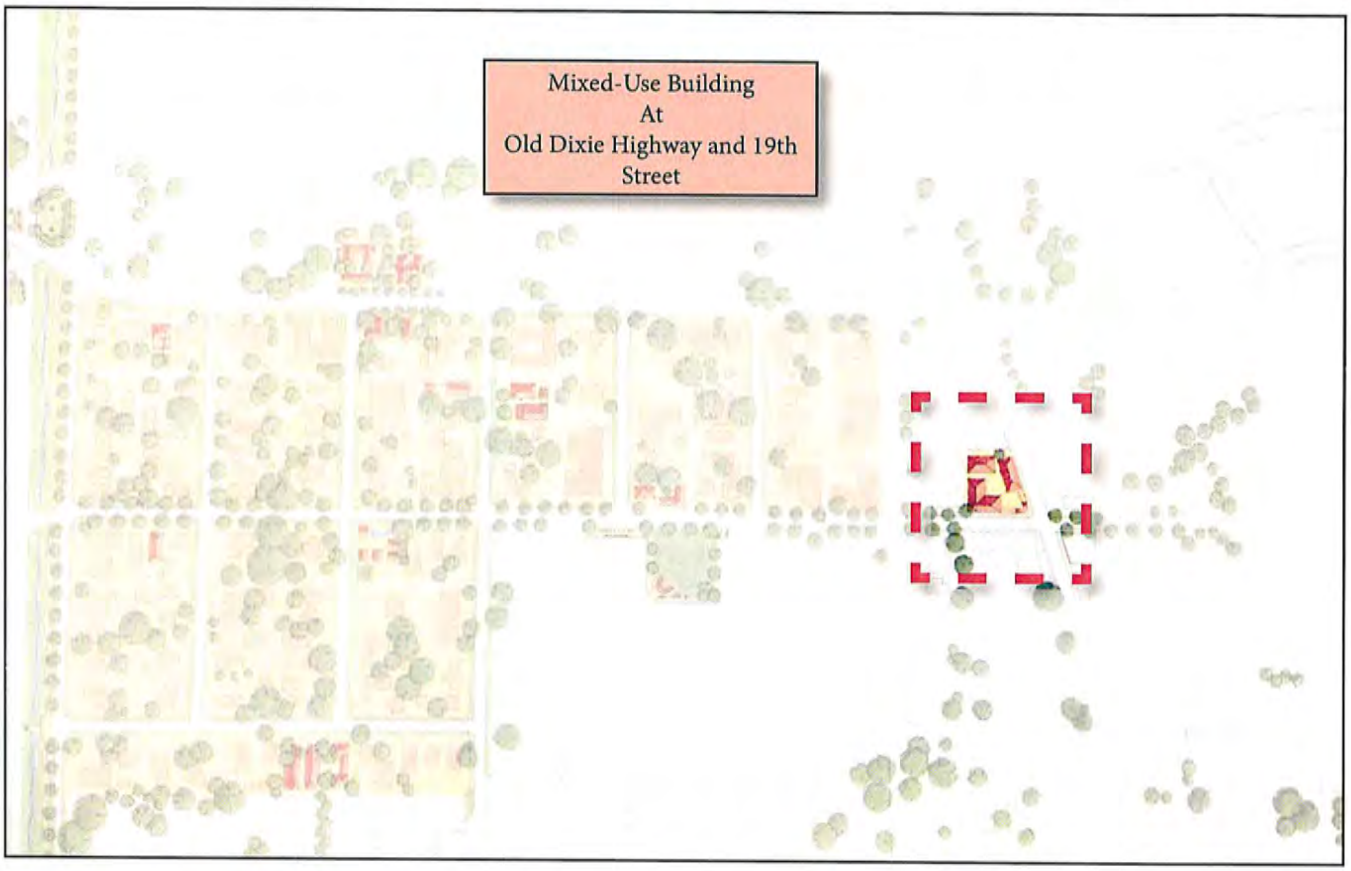


The rendered view above is from 19th Street looking North.



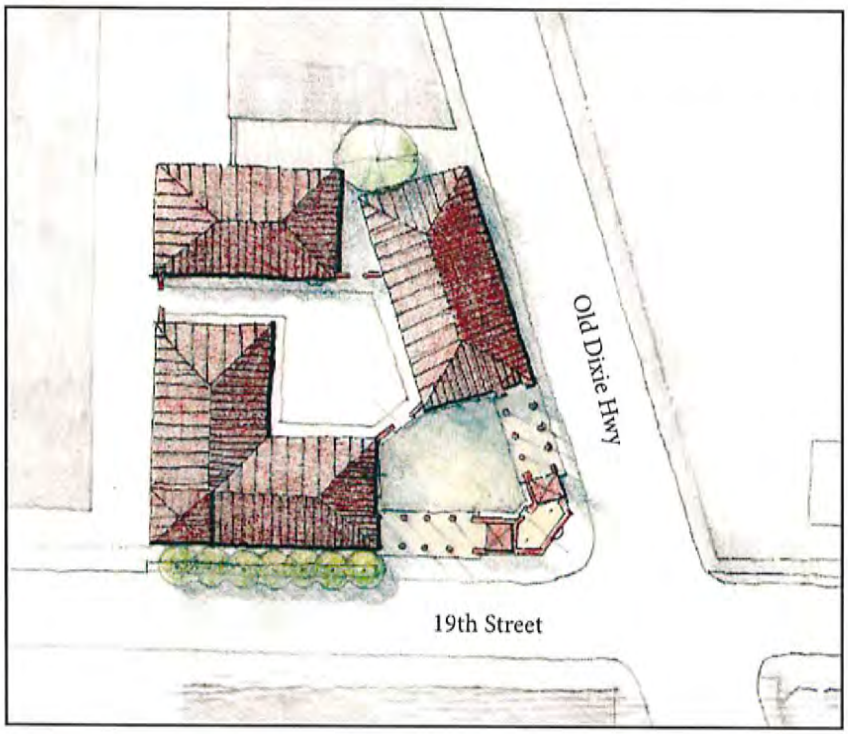
The gallery with its tall ceilings will allow for a dramatic space to show art and entertain.
Staying within the Florida vernacular character, increased height of the gallery space is also used to help distinguish between the two separate uses.

Mixed-Use Building at Old Dixie Highway and 19th Street

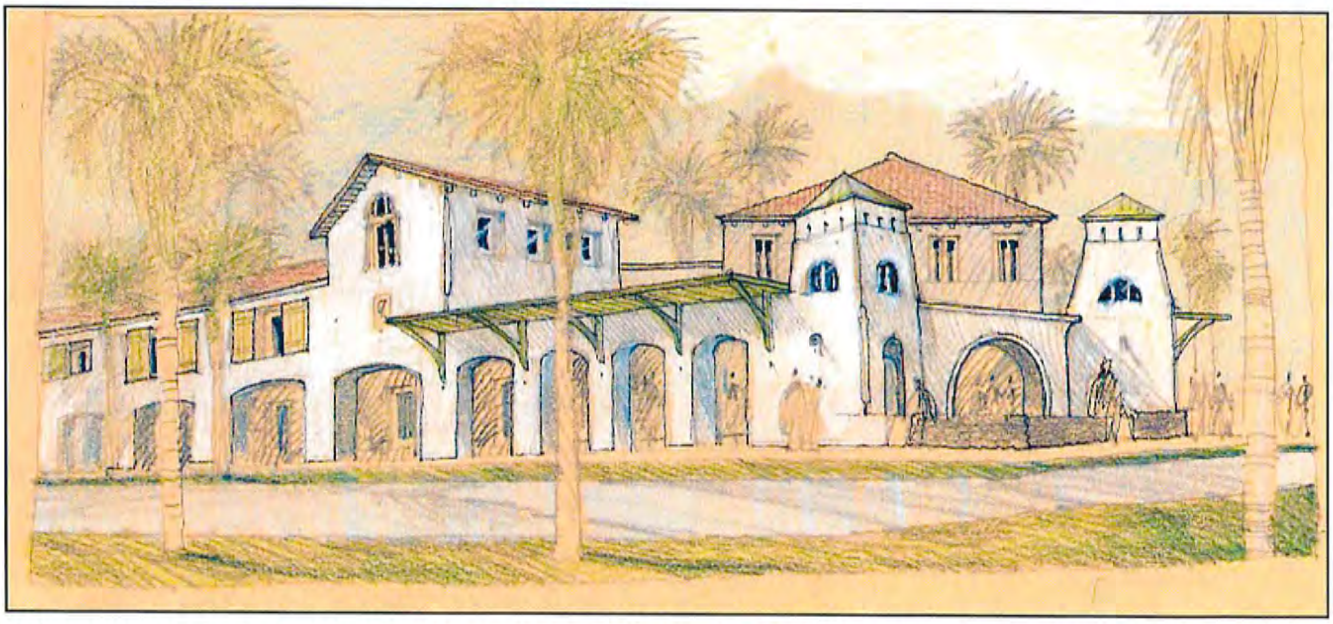


A mixed-use building example is located along 19th Street and Old Dixie Highway. Three separate buildings will include residential, office, retail, and gallery space.

Mixed Use Building at Old Dixie Highway and 19th Street



In this rendition, a loggia anchors the corner of the opne plaza along the street.



This rendering, looking from the intersection of 19th Street and Old Dixie Highway, illustrates the open loggias that provide acces to the central courtyard of the building complex. Providing maximum architecural and visual interest along the street, and creating unique indoor and outdoor spaces within the project, is a compelling way to develop this important corner.

Creating character within the village can be done incrementally over time. The old post office, shown in this series of computer renderings, becomes a new restaurant. Using the empty lot next door allows for a quite unique and intimate space to be created in an otherwise unremarkable part of downtown.

Adaptive Reuse Possibilities along 14th Avenue

This photograph of the old post office located along 14th Avenue shows the present condition of the building and adjacent lot.

As a first step in renovating the existing structure, the facade of the building is cleaned and painted. The interior gives a warm inviting light welcoming the public.

Shown above with the addition of outdoor lighting, shade trees, and signage to provide even more curb appeal.

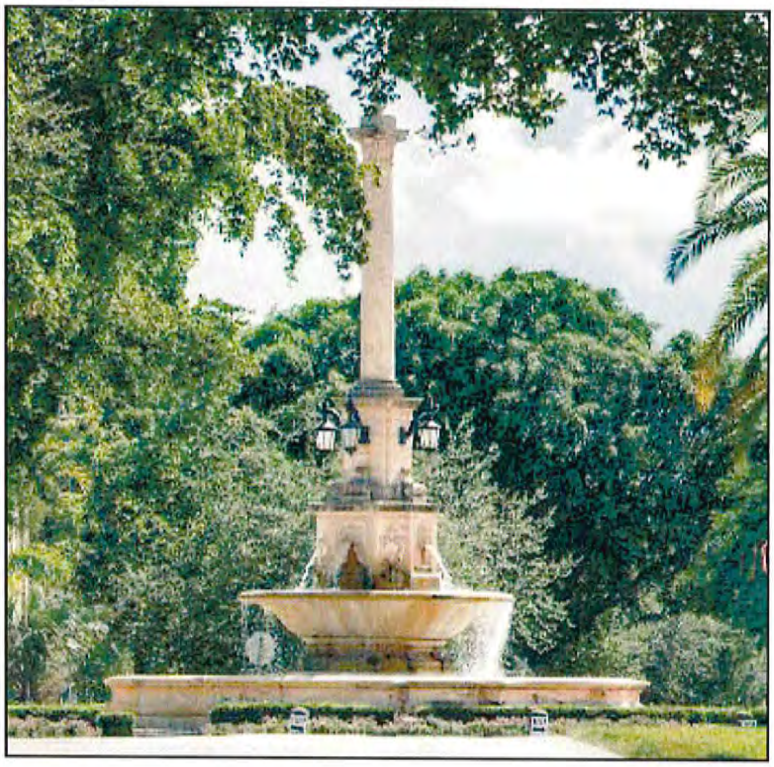
A beautiful covered outdoor eatery space takes advantage of the empty lot adjacent to the building.

Adaptive Reuse Possibilities along 14th Avenue

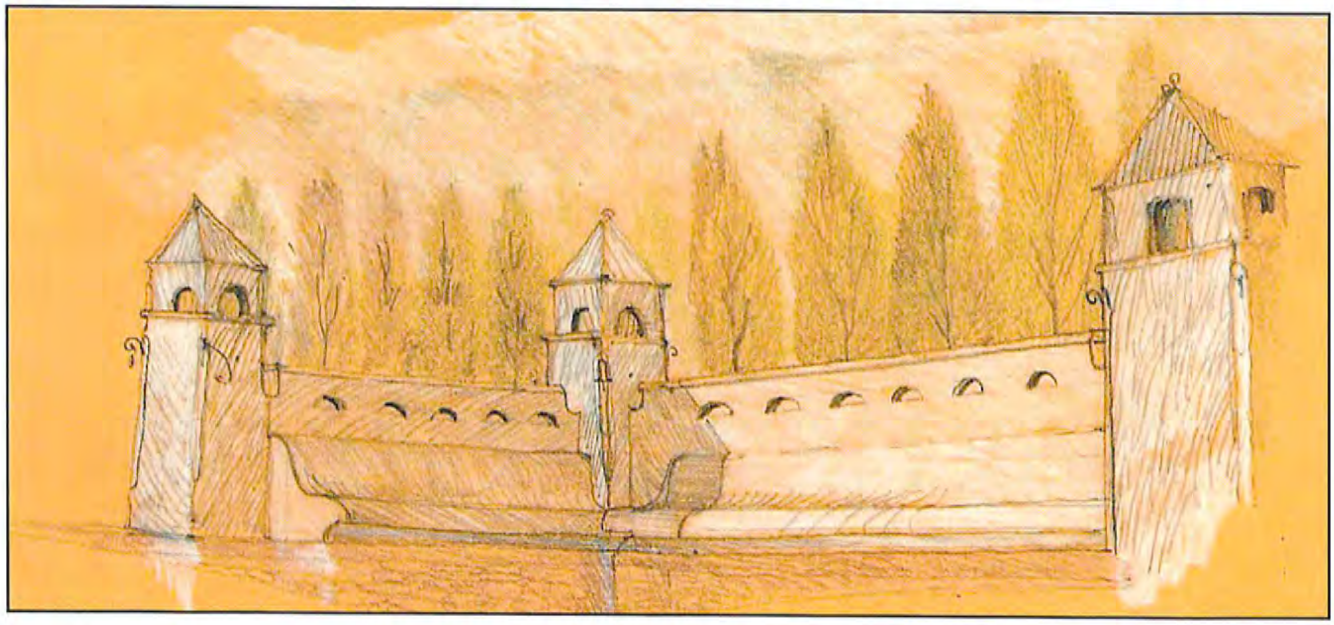
The "Muse Apartments" are used as an example of adaptive reuse within the village. Located along 14th Avenue, the building currently looks like this.

This computer-rendered "after" view shows what a little power washing and the addition of a store front facade would do to the appearance. As some of the buildings are given attention, one will notice that these "missing teeth" start to fill in.

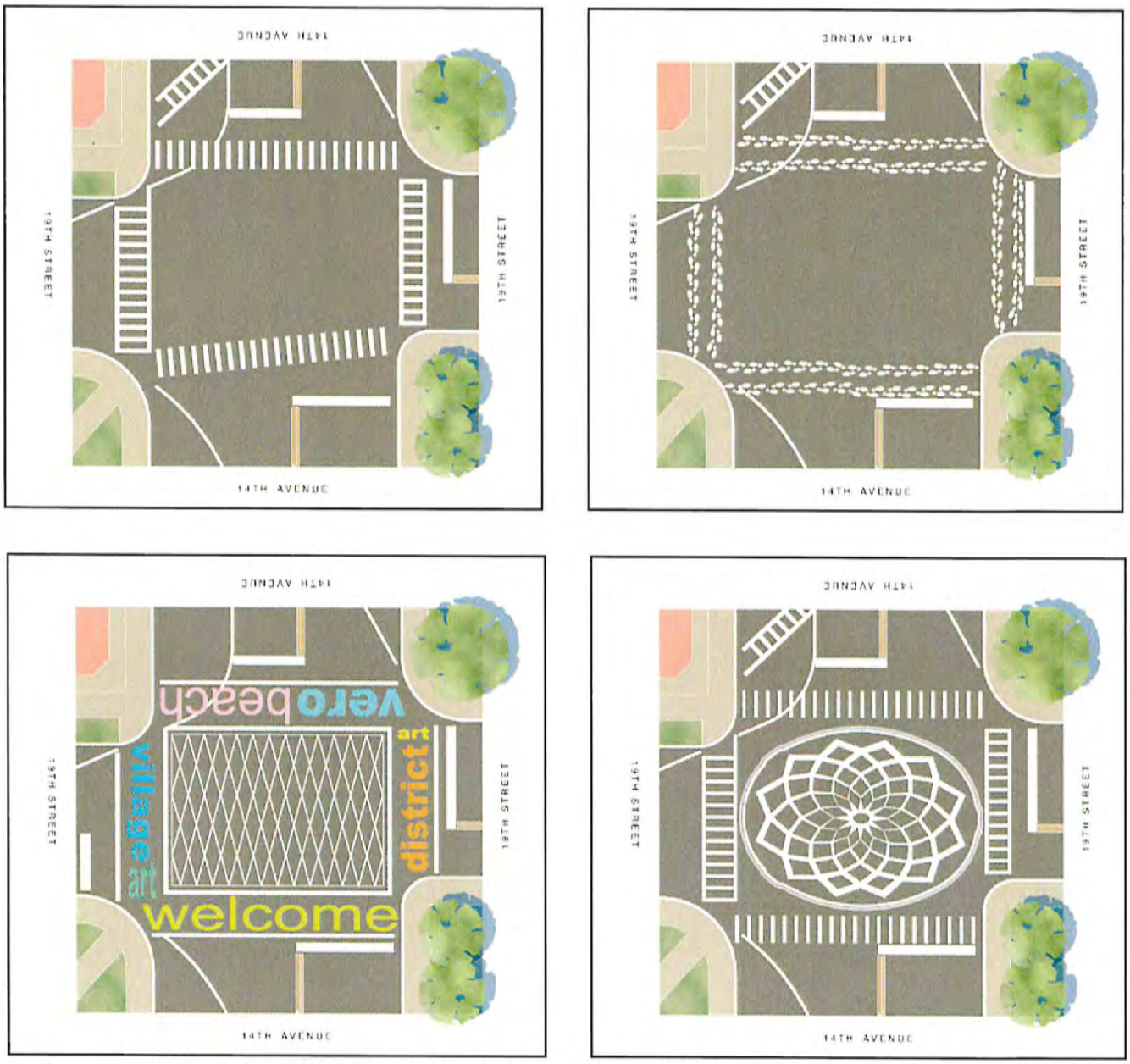
Village Landmarks and Civic Markers



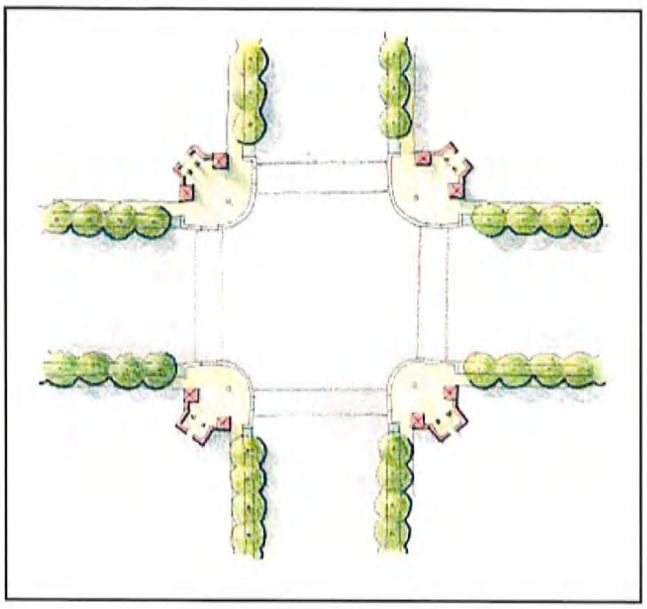
Landmarks around the Cultural Arts Village give an added layer of interest and texture to the city. Shown in the photograph is the DeSoto Fountain located in Coral Gables, Florida. The following concept drawings are not site specific, but given as examples of what could be created within the village using well-made materials that will last over time.



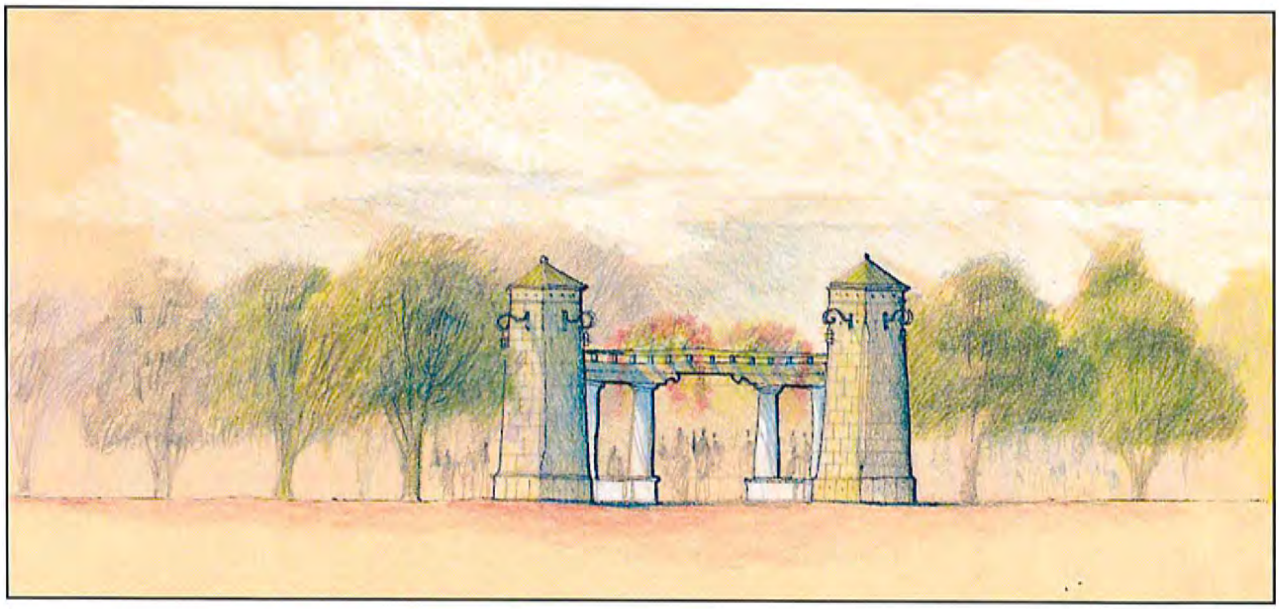
Village Landmarks and Civic Markers



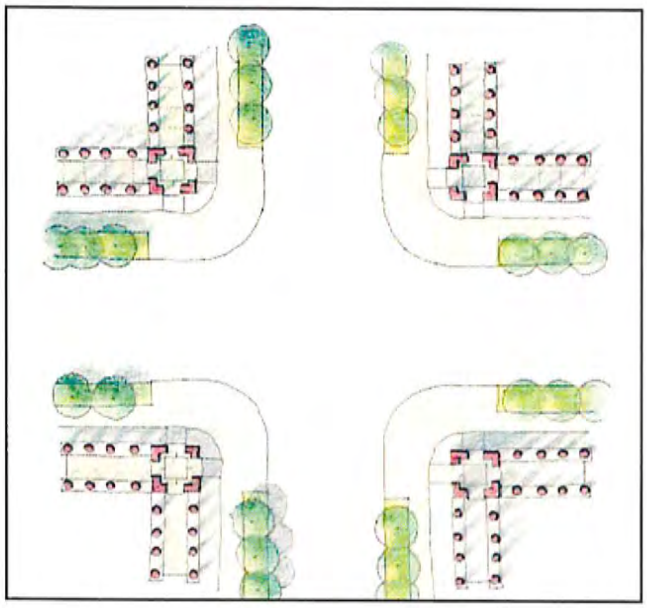
Stamped colored asphalt can be used to pronounce the more important intersections. The computer renderings are provided to give examples of what this may look like. This is an inexpensive way to add even more unique character to the Vero Beach Cultural Arts Village.

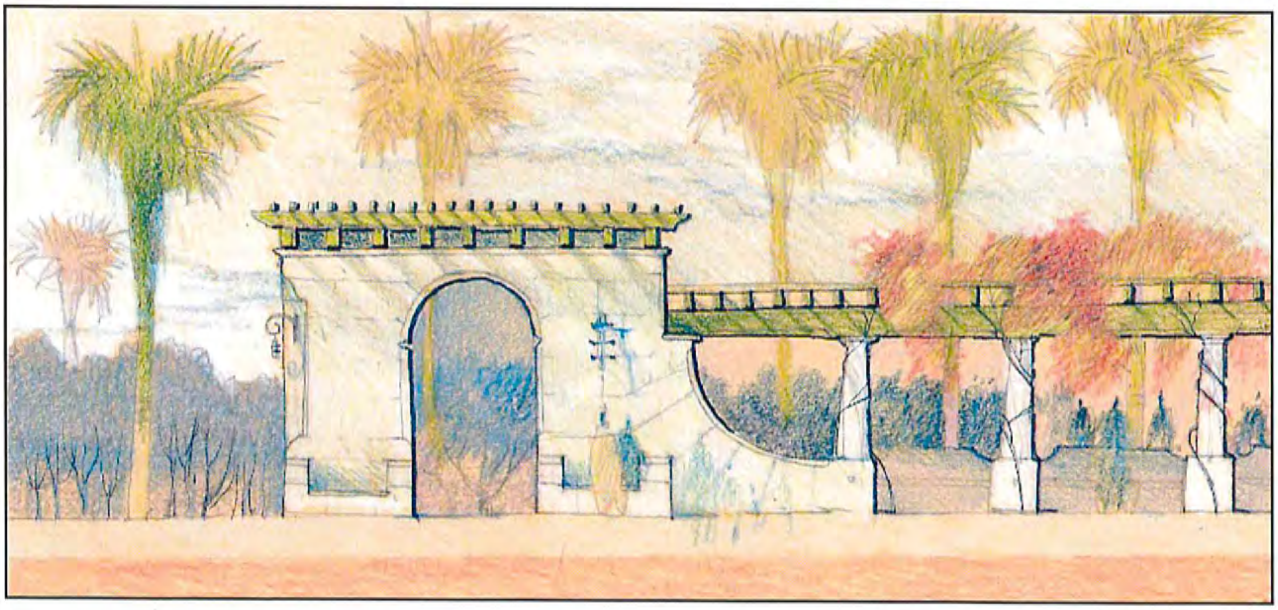


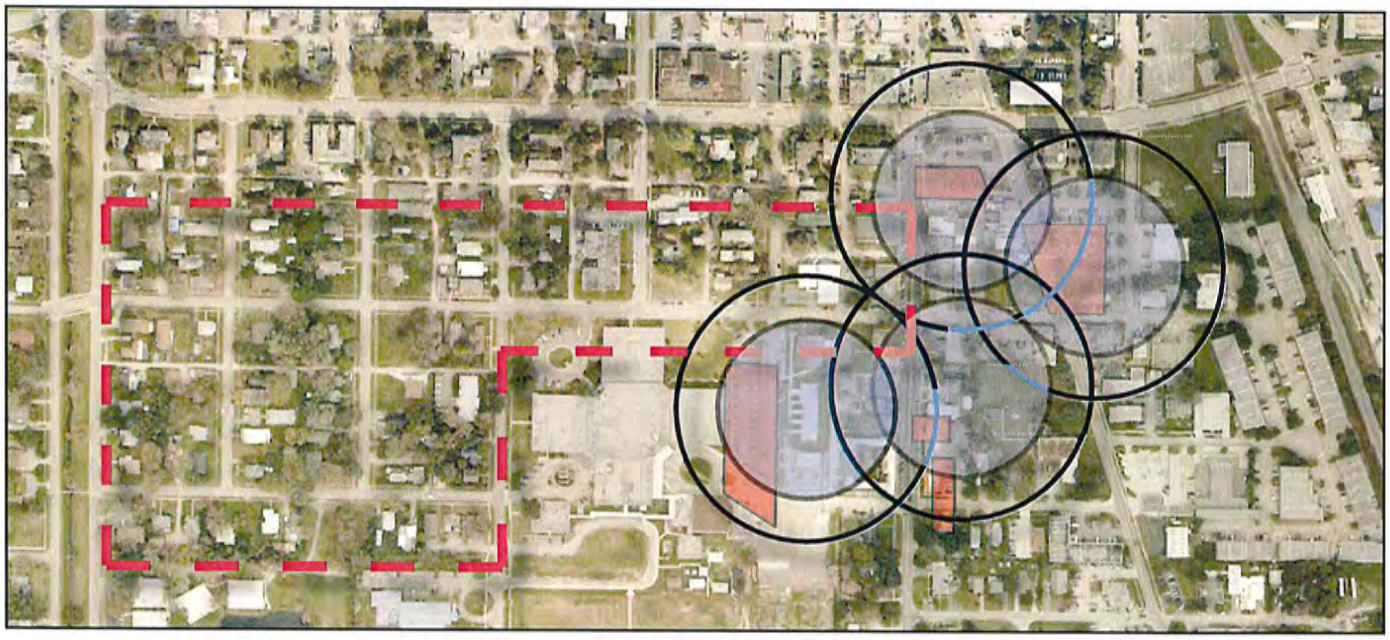
Marking the four corners of the intersections with monuments will make the city special with a traditional aesthetic that would work with the community and last over time. The following two examples provided are not site specific.



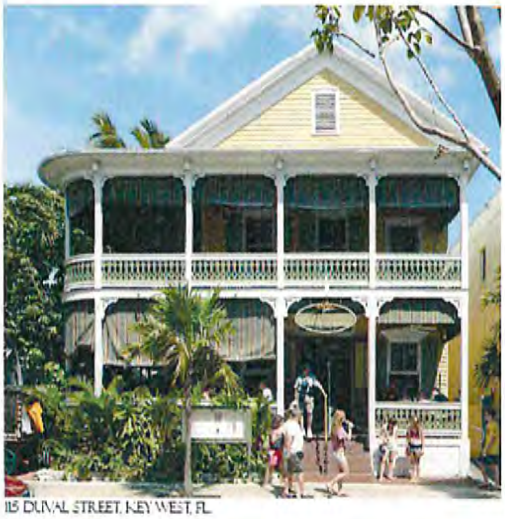
Village Landmarks and Civic Markers







Parking strategies for future growth pose two very important questions. Is there enough asphalt? Are we using the existing asphalt effectively? There are five private and publically owned parking lots within the Village which are shown shaded in red on the provided diagram. Off-peak hours and shared parking agreements for evenings and weekends are an option to be considered. Most people are willing to walk 200'-300' feet from their parking space, this radius is shown shaded in blue on the diagram. The radius extends to 250' feet, which is a typical valet parking distance. As you can see below, the parking field almost doubles and encompasses the entire district with this addition of valet parking.



115 DUVAL STREET, KEY WEST, FL

FLORIDA VERNACULAR

Defining Characteristics

Roofs of the primary structure are typically gabled with a slope between 6:12 and 12:12

Roofing materials consist of standing seam or "V" crimp metal, asphalt shingles or wooden shakes.

Roof overhangs are typically deep, between two and four feet, and have exposed rafter tails. Fascias on the gabled ends are deeper than those exposed along the eaves.

When attic spaces exist, they are vented at the gable ends underneath the ridge and/or where the rafters meet the wall under the eaves.

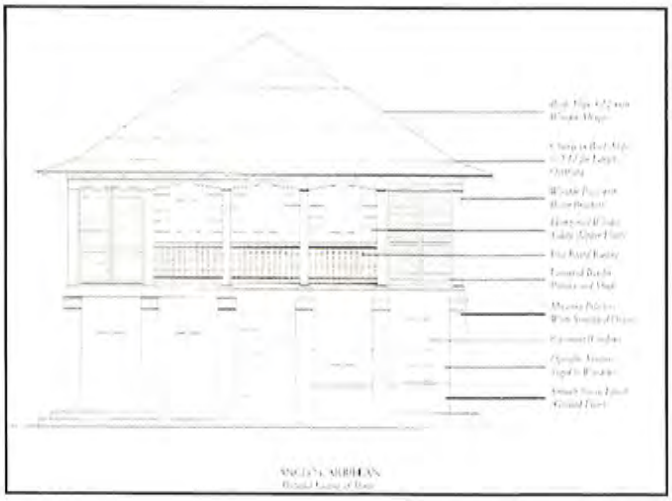
Exterior finishes are usually horizontal wood lap-siding, vertical board and batten, or wood shingles. Siding typically exposes 4" 6" to the weather, which is terminated with corner boards at building edges. Stucco finishes are also appropriate, though less common. Modern day building materials also include fiber cement siding.

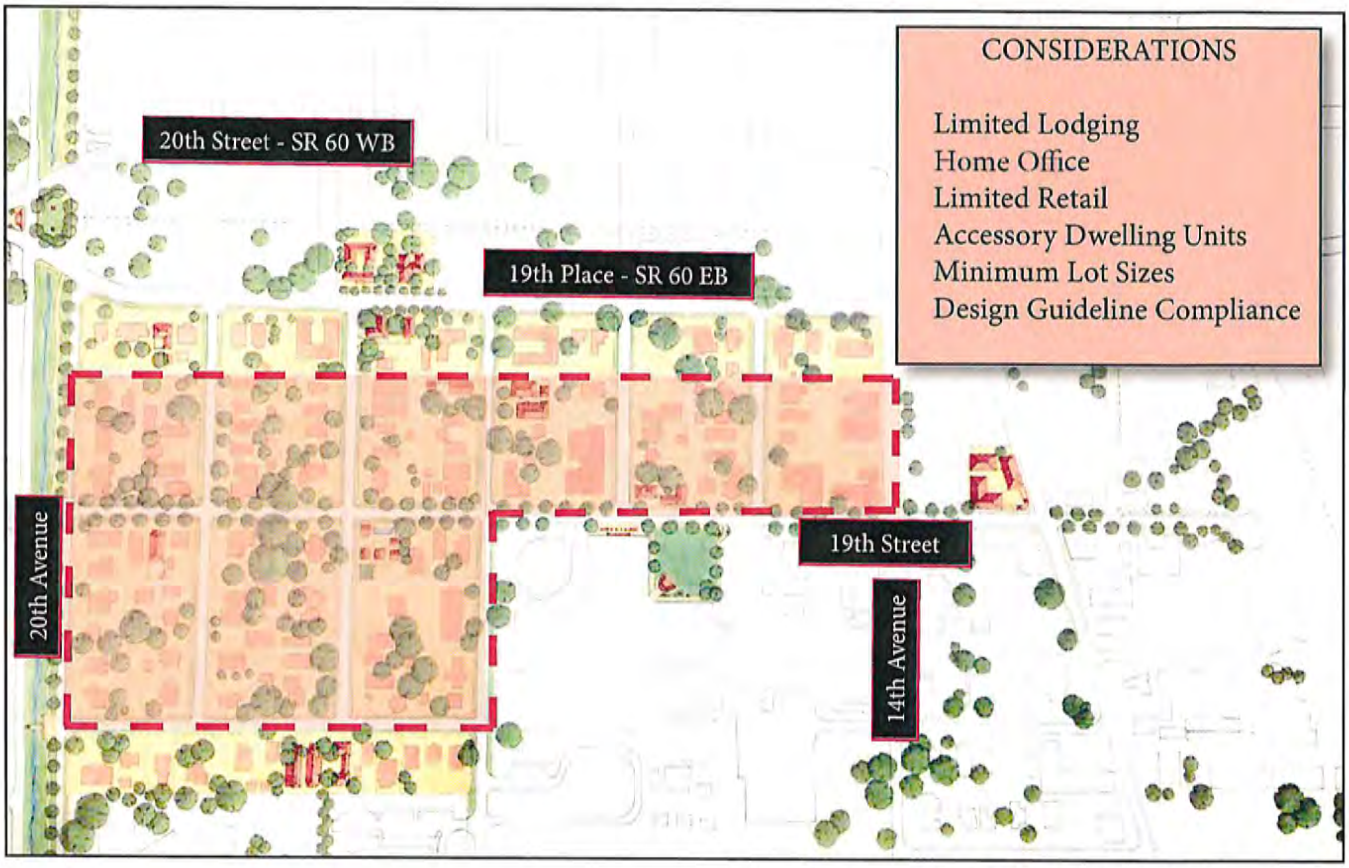
Doors and windows are vertically proportioned with wooden surrounds and sills. Horizontally proportioned openings are made of a groupings of vertical windows. Windows are always operable and historically double-hung, though casements and single-hung are also appropriate. The style uses a small palette of window and door sizes.

Porches are integral to the style and prominent on the front facades. Porches extend along a large percentage of the ground floor elevations, often wrapping the corners to continue at some length along side facades. Porch roofs are supported by posts positioned to create vertical or square openings between them. Porches are typically quite deep (at least 8 feet), creating outdoor rooms. The porch roof may have a different slope than that of the primary building, however, detailing and overhang depths should be consistent.

The Florida Wood Vernacular building frequently has a raised, continuous base. Historically, the raised base protected the building from potential flooding, provided a measure of privacy for residences, and concealed a crawl space that allowed for ventilation.

FLORIDA BUNGALOW

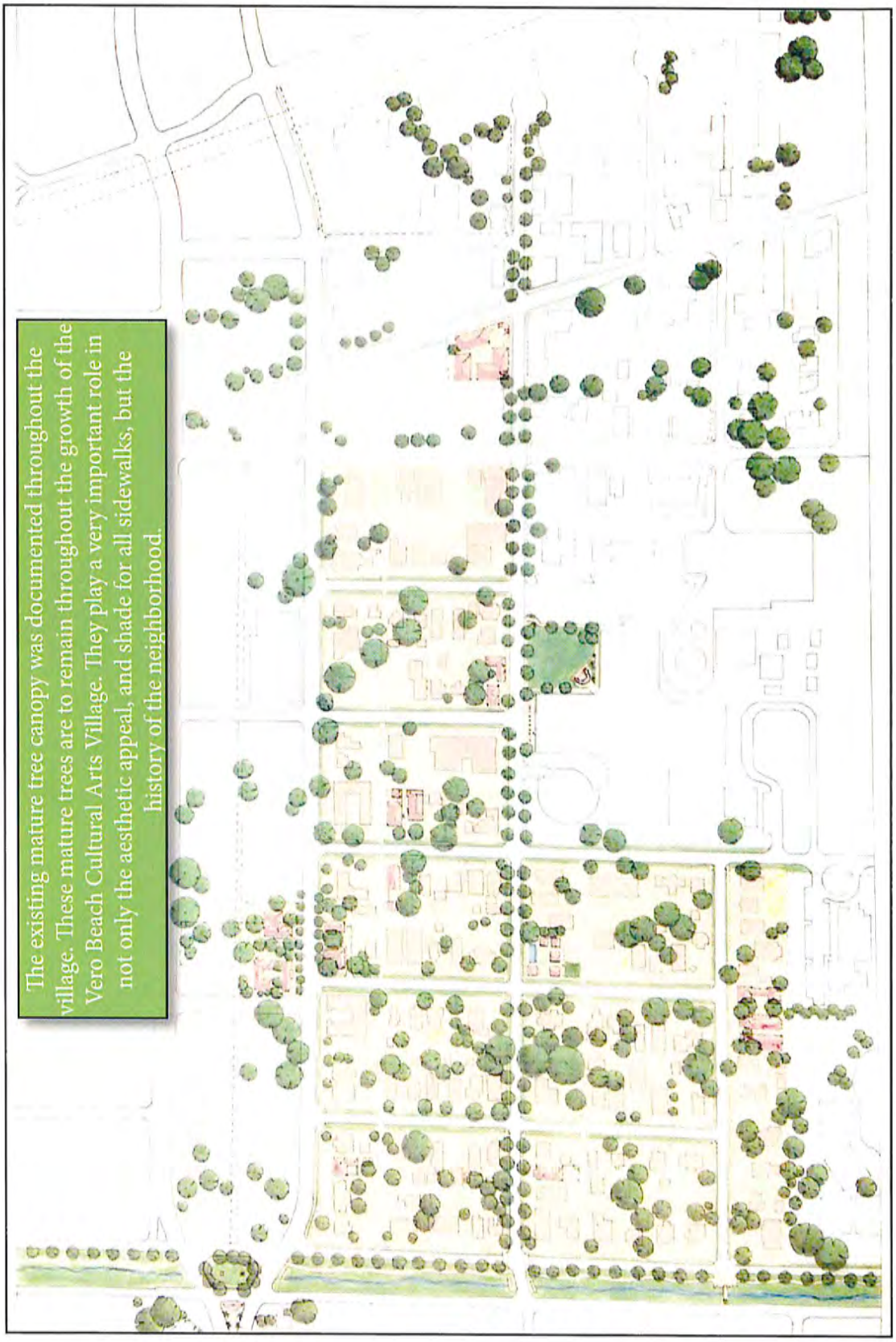




The current zoning is RN 10-12, which means Residential Neighborhood 10-12 unit per acre. There are two ways to change the zoning. One way is to actually change the zoning; the other is to create an overlay district. Changing the zoning isn't ideal since the RN 10-12 zone is throughout the city. It would be better to have an overlay district limited to this area. Some considerations to this overlay would allow for limited lodging, home office, limited retail, accessory dwelling units, minimum lot sizes, and design guideline compliance.

Another recommendation would be to bring back the historic street names. These streets have a history and character special to the village and should be celebrated.

Preservation of Existing Tree Canopy



The existing mature tree canopy was documented throughout the village. These mature trees are to remain throughout the growth of the Vero Beach Cultural Arts Village. They play a very important role in not only the aesthetic appeal, and shade for all sidewalks, but the history of the neighborhood.

IMPLEMENTATION

When considering the implementation of the concepts and ideas illustrated in the Cultural Arts Village Master Plan, it is important to remember that this is not a "project"; the Master Plan discusses many improvements that represent dozens of projects. Some of these projects, such as infill redevelopment, will ultimately be implemented by the private sector. However, to foster an environment that attracts investment that is consistent with the community's desires for smaller-scaled, incremental infill development and redevelopment of existing contributing structures, there will be work for the City of Vero Beach as well.

This chapter identifies a few of the priority projects that can show immediate improvements and commitment from all parties to the effort of creating a successful Cultural Arts Village.

IMMEDIATE ACTION ITEMS

The following items are implementation actions that require little in the way of funding, planning, and multi-jurisdictional coordination. These action items are intended to show quick responses to the community's desires and maintain momentum in implementing more complex elements of the plan.

I. Historic Street Names

There was much discussion during the charrette about forging a sense of identity in the CAV by bringing back the original street names. Coupled with traditional, pedestrian-scaled street lights and decorative signs, these improvements could mark the major intersections of the district. While not free, these upgrades could be relatively inexpensive and if need be, be phased in over time.

II. AT&T Building Mural

The charrette report recommends working with AT&T representatives to gain permission to paint a mural on the AT&T building on 19th Place. The Cultural Council, in collaboration with the City, could host a design competition open to local artists that would determine the desired artwork. In fact, the building is large enough that multiple artists could participate. Many cities are looking to well-executed murals to adorn the blank walls in their city as way to promote local artists and bring attention to their commercial areas.

III. Cultural Arts Village Community Association

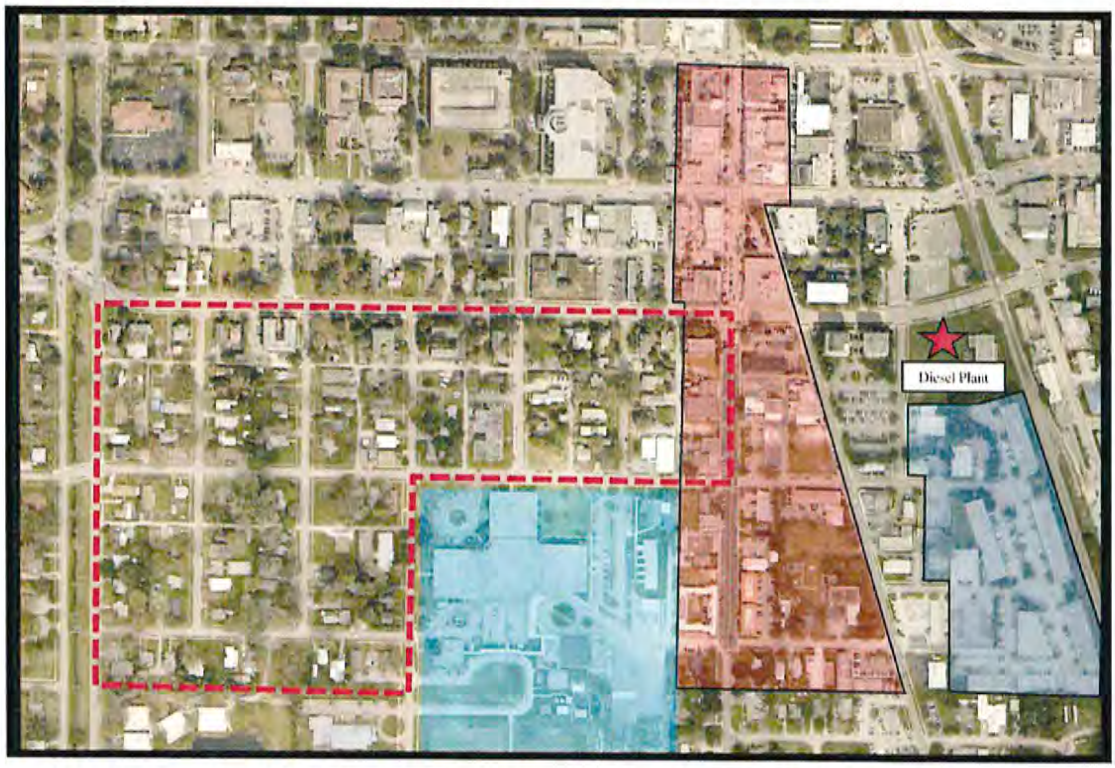
There needs to be a concerted effort for the current residents, property owners, and business owners within the Cultural Arts Village to become organized and actively participate in their future. The Osceola Park Neighborhood Association could serve as a model and mentor to the CAV. This component is so important for a number of reasons: it builds camaraderie and trust within the community; organized neighborhoods usually have a stronger element of natural surveillance and more effectively communicate their concerns and desires to the City; planning events and fundraisers to promote the neighborhood and pay for improvements are more likely to be successful; having a recognizable neighborhood organization gives greater credibility to community concerns and requests.

IV. Cultural Arts Village ~ Zoning Overlay District

To effectively implement the strategies laid out in this charrette report, and to attract investment consistent with the community's desires, changes to the existing development rules must be made. The Land Development Regulations for the City of Vero Beach is the document that provides instructions for permissible uses and building configurations on parcels throughout the city. The strategy recommended for the Cultural Arts District is the development of a zoning overlay district. An overlay district would provide alternative regulations, consistent with the uses and smaller building increments suggested by the community, while maintaining the base zoning regulations. This approach would ensure that any relief provided in the overlay (i.e. setbacks, lot coverage, etc.) is specific to the district only. Also, by not revising the existing zoning district regulations, one avoids unintended impacts to other areas of the city that share the same zoning. Key areas to be addressed in the overlay district include:

Permitted uses; building setbacks (perimeter and internal); parking; lot coverage; minimum and maximum lot size; minimum lot width; accessory buildings and uses.

While the process to develop, vet, and adopt the Cultural Arts Village ~ Zoning Overlay District may be lengthy, that process can begin almost immediately with staff and project leaders reviewing existing ordinances and establishing a strategy and timeline for developing the overlay.



The dashed red line illustrated on the aerial above outlines the specific Cultural Arts Village boundary defined by 19th Place to the north; 14th Avenue to the east; south of 18th Street to the south; and 20th Avenue to the west. This area would also serve as the overlay district boundary.

INTERMEDIATE ACTION ITEMS

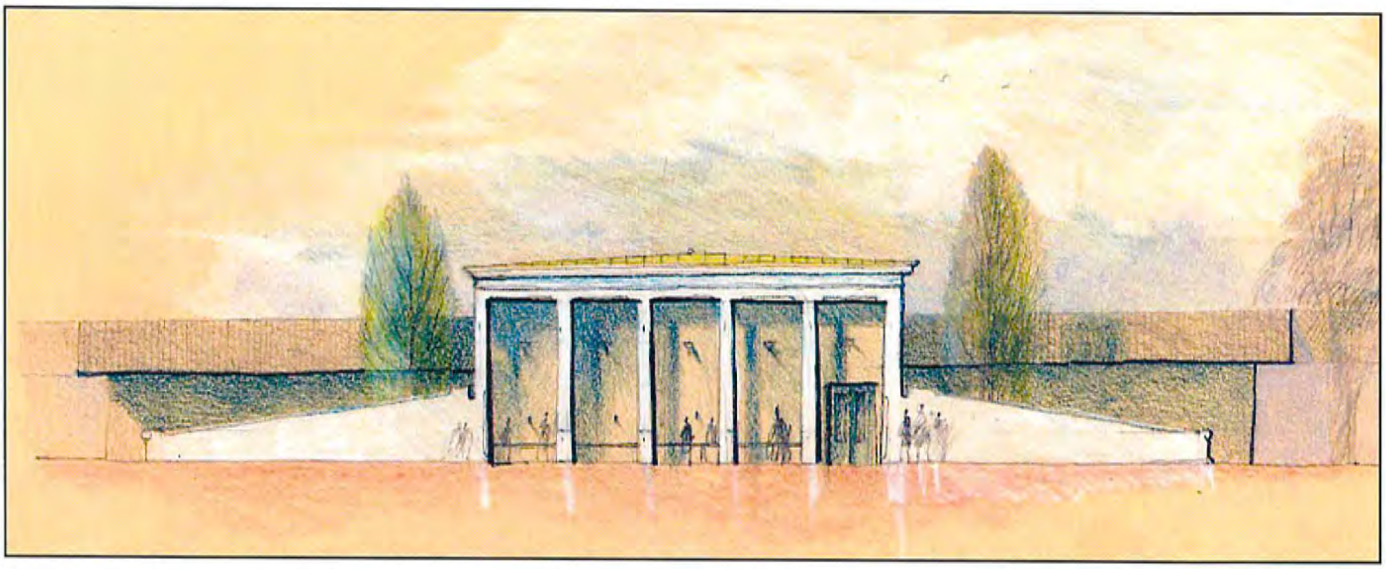
The following action items represent projects with a greater degree of complexity, expense, and/or require earlier actions to implement.

I. 19th Street Streetscape

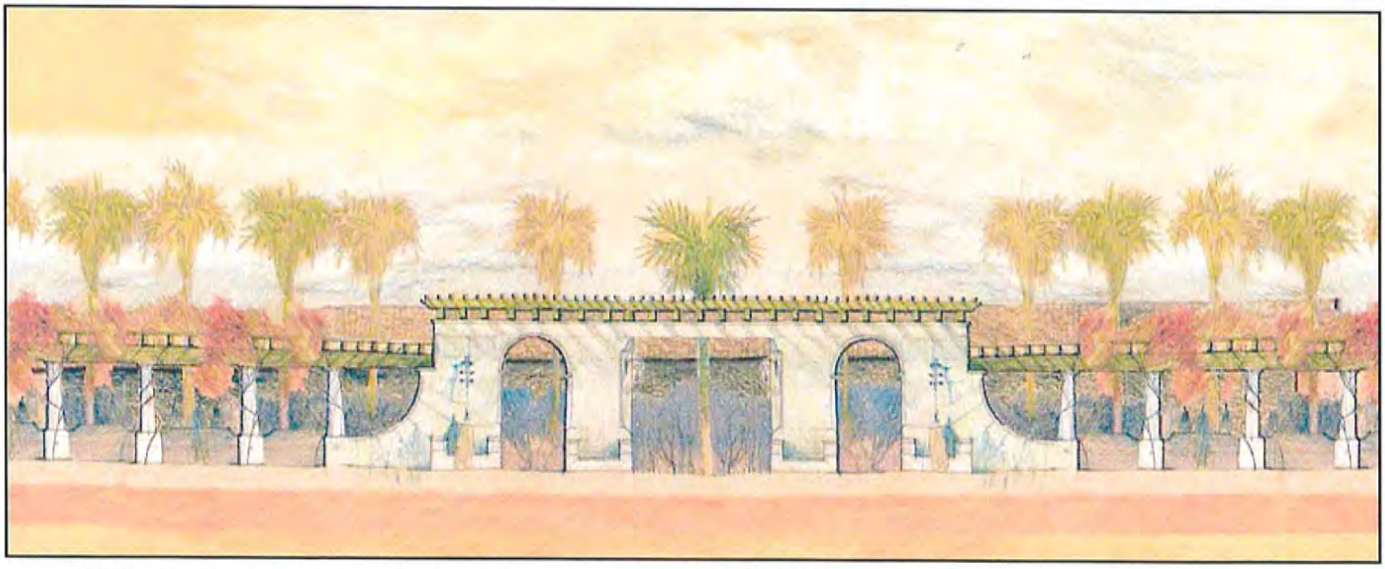
The CAV plan recommends streetscape improvements throughout the Village but in particular, 19th Street as it serves as the central east-west spine through the Village. The initial phase of these improvements includes the planting of shade trees along the corridor. Considering the limited space available within the right-of-way (and the desire to keep the on-street parking adjacent to the Freshman Learning Center), this plan recommends the city develop a partnership with private property owners to implement a shade-tree planting program. The city could do the analysis and planning, and provide shade trees to those property owners willing to participate and agree to maintain and water the trees. This is a cooperative approach to providing much needed shade on the corridor without creating new easements or acquiring property. Discussions with property owners could begin immediately. In addition, this plan recommends creating a "Friends of the Canopy" coalition to protect, preserve, and enhance the existing tree canopy within the Village. The discussion of streetscaping along 19th Street should also include decorative, pedestrian-scaled street lighting. A newly created Cultural Arts Village Neighborhood Association would be instrumental to this effort.

II. The Freshman Learning Center

The Freshman Learning Center is centrally located within the Village and offers unique opportunities and challenges to the implementation of the Cultural Arts Village concepts. A strong alliance between the Indian River County School District, the city, and the CAV leadership needs to be forged in order to realize the mutual benefits of the plan. In fact, the Cultural Council has already met with school representatives and made them aware of the CAV concepts. To the extent possible, a more formalized meeting schedule with district representatives should be developed so that the Cultural Arts Village recommendations, relative to the Freshman Learning Center, remain on their radar.



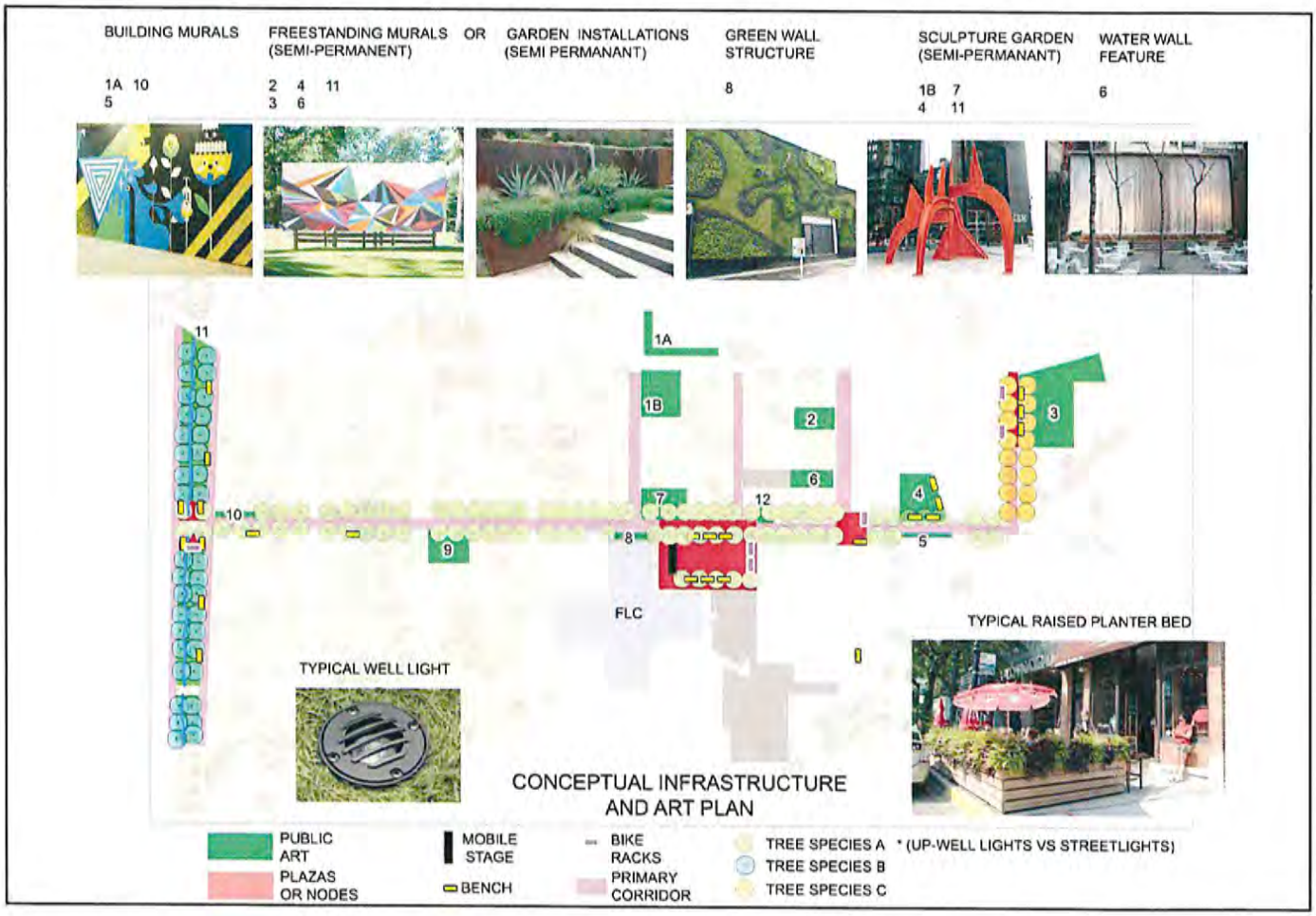
The image above is the original charrette image for potential improvements to the Freshman Learning Center.



Bob Webster of the Cultural Council Leadership Team developed this excellent alternative to the original concept.

III. Streetscaping Standards

As part of the future detailed planning of improvements in the Village, a set of Streetscaping Standards (including street tree species; decorative, pedestrian-scaled street light specifications; street furnishing types, etc.) should be developed to ensure consistency over time as new investments are made and projects are developed in the Cultural Arts Village. Consistency does not necessarily mean uniformity; it means that new trees and streetscaping elements are implemented following an agreed-to plan. Of course the city, the team leadership, and the neighborhood association must collaborate on the development of these standards. In fact, these standards would ultimately be part of the Cultural Arts Village ~ Zoning Overlay District.



Neil Sickterman and Suzi Davis of the Cultural Council Leadership Team have begun developing an Infrastructure and Art Installation plan for the Cultural Arts Village. This plan begins to specify different materials and design alternatives and will become a mechanism for costing and funding specific projects.

IV. Inaugural Street Festival

One of the greatest, and most fun, marketing tools for the Village could be the establishment of an annual arts-related festival within the Village itself. One idea that comes to mind is the Lake Worth Street Painting Festival which occurs every year in downtown Lake Worth. The festival brings together dozens of artists and arts organizations who, over the course of a long weekend, turn Lake and Lucerne Avenues in Lake Worth into an amazing canvas of temporary chalk paintings. With some planning and coordination with the newly formed neighborhood association, the Cultural Arts Village could be the location for a similar event. 19th Sreet would be the perfect corridor to focus this type of event that could include food, music, booths for purchasing art, anything that comes to mind. The Lake Worth Street Painting Festival has brought extraordinary attention to the artistic endeavors and culture to Lake Worth. Just such an event could do the same for the Cultural Arts Village.

LONGER-RANGE ACTION ITEMS

I. Permanent Public Restrooms

The provision of permanent public restrooms is often the subject of debate and disagreement. Most urban cities, particularly in the Northeast and Europe, provide some form of public restroom facilities. The desire, of course, is to provide some comfort, relief, and predictability for visitors. This is especially the case where smaller children are concerned. Not always the best judge of when they need to "go", children's needs can quickly turn a pleasant afternoon at the festival into a focused expedition in search of a toilet. Providing dignified facilities for children and families is a way of accommodating guests and helping to ensure they will return. The downside to providing public restroom facilities is the cost of upkeep, maintenance, and supervision. There are many options, however, for addressing these concerns. Therefore, upkeep and supervision should not alone outweigh the benefits of providing these facilities.

The more significant issue associated with providing permanent public restrooms is where to provide them. The Cultural Arts Village is a unique concept in that there is the desire to invite the public to attend festivals and events; however, the Village is essentially still a neighborhood at a scale and intensity that may not warrant these facilities. The provision of permanent public restrooms has been identified as a Longer-Range Action Item not so much because of the complexity or cost, but because the community should test the other ideas related to the Village concept before deciding that these facilities are warranted and desired. There may be other, more appropriate locations in the Arts District or downtown.

II. The Twin Pairs

The "Twin Pairs" of 20th Street and 19th Place, and the character, size, and speed of these roadways has been a source of heated discussion for quite some time. The Cultural Arts Village charrette did not focus on the Twin Pairs. In fact, there was little mention of this issue in the charrette Opening Presentation as the team prepared the public to discuss their ideas. However, more than half of the participants at the September 12, 2015 workshop identified the Twin Pairs as a problem that needs to be addressed. Most notably, the six-lane, one-way couplet of westbound 20th Street and Eastbound 19th Place are too wide and fast to make pedestrian or bicycle crossings safe or comfortable. Due to significant public discussion of this issue, the charrette design team provided a couple of before and after renderings to illustrate what a "road diet" on the Twin Pairs might incorporate. These images were developed after consulting the 2013 Kimley-Horn and Associates "SR 60 Traffic Calming Feasibility Study" developed for the Indian River Metropolitan Planning Organization and the City of Vero Beach. This engineering study clearly shows that reducing SR 60, from six lanes to four, will not significantly impact traffic flow based upon existing and future forecast traffic volumes.

The success of the Cultural Arts Village is not wholly dependent upon the calming of SR 60. However, just like downtown Vero Beach and the Arts District, the Cultural Arts Village will never reach its full potential until the Twin Pairs are calmed. To encourage foot traffic through the Village and downtown, yet deny the pedestrian safe passage, is an issue that must be addressed.

The computer rendering shows the addition of on-street parking and a protected bike lane.

Imagine shimmering early morning sun rays streaming through oak and palm trees on a clear and blossom scented day. The scent of coffee wafts through the air along with the faint scent of buttered toast and eggs, strawberry tarts and ginger scones. The morning sun dapples on bright fanciful hued cottages. During your early morning walk you notice folks sitting on their front porches, verandas and patios, drinking coffee, tea and fruit smoothies. Folks wave, exclaiming hello and good morning, You're invited to join them. Later, others from nearby, miles away and further wander through the tree lined streets stopping now and again to exclaim ooh and ahh as they admire pink flamingos, cheerfully colored garden windmills and local artistry in the most cleverly imagined ways possible. Exploration promotes venture into the quaint and inviting cottages, charming mid-century rooms yielding treasures not found elsewhere.

By Deborah Daige

An opportunity awaits us.

Many thanks to the Treasure Coast Regional Planning Council for their guidance over the past several months, and ***'Thank You!'*** *to the residents of Vero Beach for their contributions and support in making this project possible. We look forward to great things in 2016!*