

implementation strategies



Success is truly dependent upon the entire community accepting responsibility, taking action, and strategically working together for positive change and desirable outcomes.

c h a p t e r f o u r

Implementation strategies identify the means to accomplish the Vero Beach Vision Plan. Implementation is not the culmination of the visioning process; rather it is part of the continual cycle of public input, analysis, community development, implementation actions, evaluation and updating. Implementation is both incremental and cumulative, and success requires participation from both public and private entities. All segments of the community need to work together to protect the unique qualities and character of Vero Beach in a proactive manner to achieve the desired vision for the future.

4.1 IMPLEMENTATION MATRIX

Implementation of the Vero Beach Vision Plan is dependent upon the commitment of many individuals and organizations in Vero Beach. Implementing the strategies and actions of this plan will require long-term commitment and community "ownership" with a sense of priority. The implementation matrix is intended to guide the implementation of the many strategies and actions that are necessary to achieve the desired vision for Vero Beach.

This matrix will help to guide future actions so that priorities can be set, interim successes can be celebrated, and improvement can occur through the effective use of resources and time. The implementation matrix identifies the timeframe, for accomplishing each strategy in the Vero Beach Vision Plan. Many of the items listed in the matrix will require significant capital expenditures. In the vision plan process, it is not possible to estimate the extent of these costs. The vision plan calls for more detailed feasibility studies or master plans, such as the master plans for the key commercial districts. Through these future efforts, order of magnitude costs for infrastructure, public works, and development should be determined. The matrix should be used as a tool for the city council to debate and prioritize these expenditures within the framework of the overall capital improvements program.

STRATEGY 3.3 - COMMERCIAL DISTRICTS

Strategy 3.3.1 - Downtown

#	STRATEGY	0-2 YRS	2-5 YRS	+5 YRS	NOTES
a.	Prepare downtown master plan	●			With stakeholder participation
b.	Conduct traffic engineering analysis of "twin pairs"	●			Coordinate with 3.3.1a
c.	Preserve street grid network	●	●	●	Ongoing policy
d.	Enhance on-street parking		●		
e.	Prepare and implement streetscape, signage, and open space plan	●			Ongoing implementation
f.	Promote pedestrian-related uses on the ground floor of buildings	●	●	●	Ongoing policy
g.	Promote office and residential uses on upper floors of buildings	●	●	●	Ongoing policy
h.	Seek to increase downtown density			●	
i.	Establish district-parking concept			●	
j.	Support and engage downtown advocacy organization			●	Engage in 3.3.1a

Strategy 3.3.2 - Royal Palm Pointe

#	STRATEGY	0-2 YRS	2-5 YRS	+5 YRS	NOTES
a.	Prepare comprehensive master plan for private property	●			With stakeholder participation
b.	Create a single zoning district	●			
c.	Reinforce pedestrian nature	●	●	●	Ongoing policy
d.	Prepare and implement streetscape, signage, and open space plan	●			Ongoing implementation
e.	Establish district-parking concept			●	
f.	Enhance water-borne access			●	

Strategy 3.3.4 - Ocean Drive/Cardinal Drive Commercial District

#	STRATEGY	0-2 YRS	2-5 YRS	+5 YRS	NOTES
a.	Prepare comprehensive master plan	●			With stakeholder participation
b.	Prepare architectural standards	●			
c.	Maintain Ocean Drive as retail district	●	●	●	Ongoing policy
d.	Consistent building setback established for each street	●	●	●	Ongoing policy
e.	Setbacks or side yards should not be permitted along Ocean Drive between buildings	●	●	●	Ongoing policy
f.	Height of new buildings should be limited to two stories		●	●	Ongoing policy
g.	Encourage appropriate hotel redevelopment along Ocean Drive	●			
h.	Establish district-parking concept			●	
i.	Revise the Vero Beach zoning ordinance to allow density trade-offs	●			
j.	Increase parking and address basic traffic and parking conflicts	●			

Strategy 3.3.5 - Beachland Boulevard

#	STRATEGY	0-2 YRS	2-5 YRS	+5 YRS	NOTES
a.	Establish the Beachland Boulevard Corridor as prime office location	●	●	●	Ongoing policy
b.	Maintain and reinforce a common landscaped setback	●			
c.	Prepare corridor landscape plan		●		
d.	Maintain all significant native canopy trees	●	●	●	Ongoing policy
e.	Locate major parking areas behind buildings	●	●	●	Ongoing policy
f.	Screen parking along Azalea Lane	●	●	●	Ongoing policy
g.	Require new buildings to have front entrances face Beachland	●	●	●	Ongoing policy
h.	Protect neighborhoods from light infiltration	●	●	●	Ongoing policy
i.	Establish Sexton Plaza as an appropriate terminus		●		

STRATEGY 3.4 - NEIGHBORHOODS

#	STRATEGY	0-2 YRS	2-5 YRS	+5 YRS	NOTES
a.	Preserve native tree canopy on the Barrier Island and Mainland	●	●	●	With stakeholder participation
b.	Develop design standards, zoning modifications, and review procedures for housing construction	●			
c.	Limit all housing in residential zones to two occupied stories	●	●	●	Ongoing policy
d.	Consider additional residential regulations or historic preservation designations on a neighborhood basis	●	●	●	Ongoing policy
e.	Require site plan review for all single-family residential development	●			Ongoing policy
f.	Integrate new subdivisions with the existing road framework and adjacent residential development	●	●	●	Ongoing policy
g.	Encourage mixed-use development through new zoning ordinances and review procedures	●			
h.	Institute rigorous code and public safety enforcement	●	●	●	Ongoing policy
i.	Buffer neighborhoods from non-compatible uses through landscaping and other aesthetically pleasing techniques	●	●	●	Ongoing policy
j.	Use neighborhood gateways and entrance features where appropriate			●	
k.	Prepare plans for stabilization/revitalization of neighborhoods	●	●	●	Ongoing policy

STRATEGY 3.5 - INDUSTRY AND EMPLOYMENT

#	STRATEGY	0-2 YRS	2-5 YRS	+5 YRS	NOTES
a.	Pursue the three primary activities of employment creation	●	●	●	Ongoing policy
b.	Support development of business/light industrial park at municipal airport	●	●	●	Ongoing policy
c.	Promote new and infill industrial and business development along existing industrial corridors	●	●	●	Ongoing policy

STRATEGY 3.6 - ROADWAYS, INFRASTRUCTURE, AND WAYFINDING

#	STRATEGY	0-2 YRS	2-5 YRS	+5 YRS	NOTES
a.	Maintain interconnected roadway system at all levels	●	●	●	Ongoing policy
b.	Prepare master plan for entire arterial network of Vero Beach		●		
c.	Initiate city-wide gateway plan			●	
d.	Identify and maintain all storm evacuation routes in Vero Beach	●			
e.	Enhance community-wide bike and pedestrian trails system		●		
f.	Support mass transit as an alternative form of transportation	●	●	●	Ongoing policy
h.	Support the completion of the sewage plant relocation study	●			
i.	Anticipate and plan for growth impact on community facilities	●	●	●	Ongoing policy
j.	Study the impact of the marina on the local economy		●		
k.	Work with IRCC for employment and entrepreneurial skills training	●	●	●	Ongoing policy

STRATEGY 3.7 - PLANNING AND DEVELOPMENT REGULATIONS

#	STRATEGY	0-2 YRS	2-5 YRS	+5 YRS	NOTES
a.	Review and update comprehensive plan to align it with visioning recommendations	●	●		Amend plan (0-2 yrs) new plan (2-5 yrs)
b.	Revise City's zoning ordinance	●			Immediate interim development ordinance
c.	Create zoning "overlay" districts	●	●	●	Ongoing policy
d.	Create historic preservation enabling ordinance for city	●			In conjunction with 3.7b
e.	Create training program for officials and staff	●			
f.	Conduct annual public workshop(s) to gain input	●	●	●	Annual activity
g.	Coordinate with Indian River County with regard to vision planning and policy changes	●	●	●	Ongoing policy