



## SECTION 4 - FELLSMERE COMMUNITY REDEVELOPMENT AREA PLAN

### REDEVELOPMENT OPPORTUNITIES

The Community Redevelopment Agency (CRA) is responsible for approving public improvements, administrative, marketing, or other activities undertaken within the FCRA. Implementation will include prioritizing, planning, budgeting, and engineering capital projects during any program year. Once adopted, this Plan will serve as the basis for public and private investment decision-making within the FCRA.

The FCRA Plan modifies the new current Redevelopment Plan to address accomplishments and set forth sound strategies for redevelopment and economic development efforts. By adopting this modified Plan, Fellsmere takes appropriate steps to arrest the decline, with the result being renewed interest in investing in Fellsmere and increasing the marketability of the City.

Fellsmere is ripe for carefully planned, quality development and redevelopment due to several key factors, some negative, but many more positive:

1. Increased demand to use and convert existing land uses to meet market trends and population demands.
2. Rising land costs, exceeding building values inviting redevelopment.
3. Lack of paving, drainage, sidewalks, and bike paths.
4. Increased public transportation through the "GO LINE" transit system.
5. Water Treatment Plant expansion to 1.6 MGD; the existing infrastructure base of water, roadway, and sewer capacity.
6. Extension of and designation of CR 512 and Broadway as part of the Indian River Lagoon Scenic By-Way.
7. Annexation of large tracts that now link the City directly to the Blue Cypress, Lake Egan, C-54 canal, Stick Marsh, and 20,000 plus acres of state-owned preserve lands.
8. Purchase of 86 acres at the I-95 interchange for use as public recreation, conservation, and access to the Preserves.
9. Obtaining the rights-of-way for over 5 miles of former Right-of-Way, that was the Trans-Florida Railroad, for inclusion in the County's Greenways and Trails and Rails to Trails program and for use as a multi-modal route.
10. New Indian River County solid waste transfer center.
11. The proximity to I-95 and SR 60.
12. The proximity to and location of historic resources and areas.
13. The amount of land that can be assembled to achieve new development opportunity.
14. A solid internal roadway network that can be improved.



The location of the Stick Marsh, the old historic railroad, 20,000+ acres of St. Sebastian Preserve, the North County Park, Sebastian River, and Indian River Lagoon, are enormous assets. They will become the major links in the City's Economic Development Strategies of eco-tourism, bringing in events, hotel/motel/RV campgrounds, and new businesses which brings jobs, which breeds people, which leads to commerce. These wonderful sources of eco-tourism, paired with the rural nature of the external community, and the enormous amount of public lands, can be a source of revenue generation for the City and CRA.

It takes a certain *mix* of uses, with the right *massing* of people and buildings, to create the great *mesh* of activities, places, and people necessary for success. Emphasis should be placed on creating development incentives, including waivers or bonuses, creating the desired public and civic spaces, and re-orienting special events to focus attention on the City's strengths and things it's known for, such as eco-tourism, bass fishing, frog legs, etc. These actions specifically seek to bring people and attention back to Broadway and the City. As the economic conditions improve, promoting residential projects near the Old Town/Village Center will create the "mix, mass and mesh" needed to stimulate commercial revitalization.

This section of the plan is **THE PLAN**. It identifies a series of public improvements, regulatory, and other implementation strategies that can beautify the area, provide better infrastructure, and stimulate private sector return and reinvestment into the FCRA. Many of the improvements meet aesthetic, functional or practical needs, such as streetscape, lighting, signage, access, signalization, monumentation or identity features. Other major actions include altering street system patterns, expanding recreational opportunities and stormwater management, as well as regulatory and administrative efforts necessary to facilitate public and private activities and implement a redevelopment program.

This Section also seeks to integrate the "old" and the "new"; that is, the original CRA boundary within the newly proposed CRA boundary for seamless transitioning into one combined Redevelopment Plan and strategy for implementation.

## PLACEMAKING

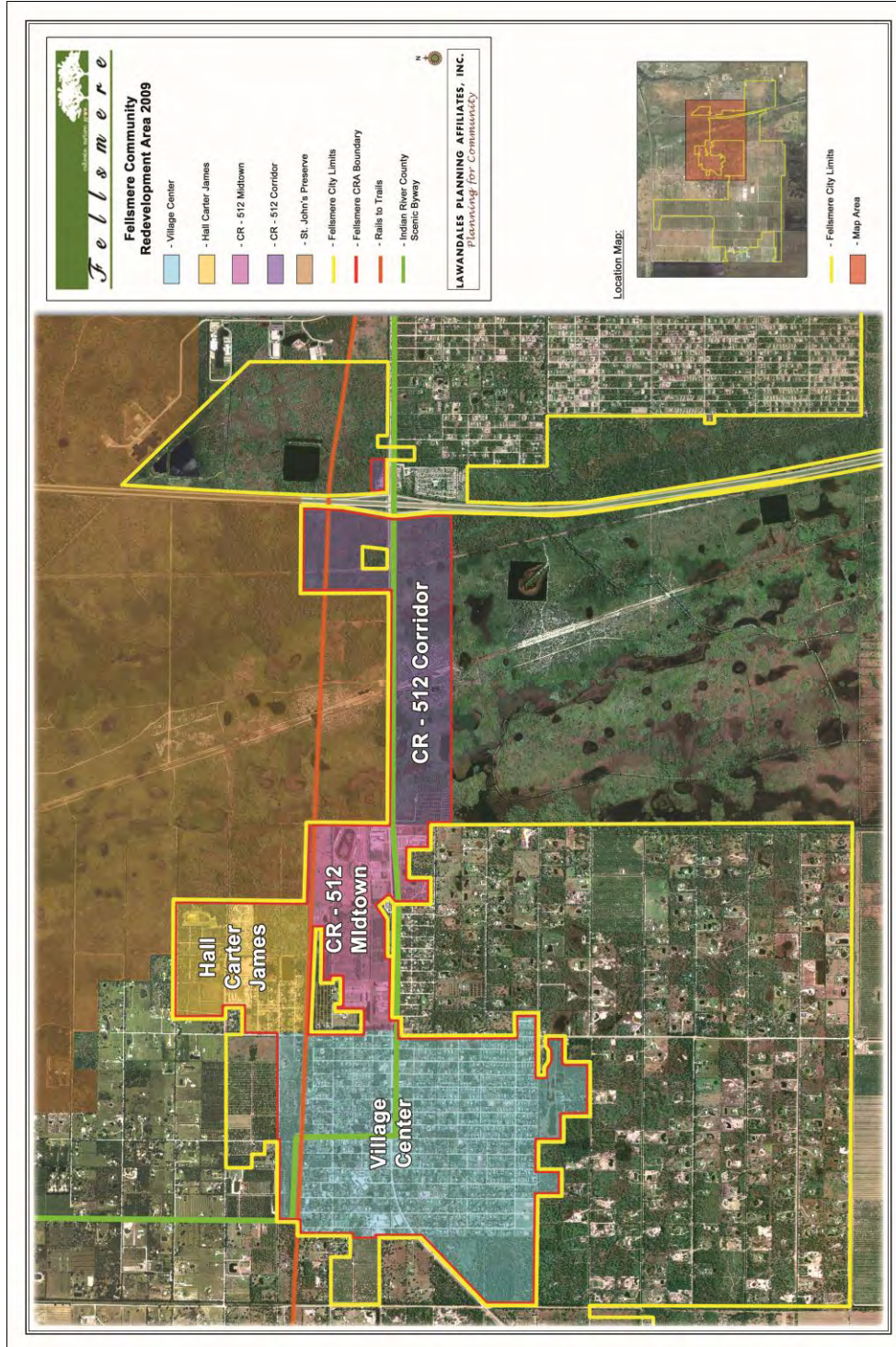
For purposes of the 2005 plan, LPA proposed the FCRA be divided into four (4) sub-districts for ease in discussion, evaluation, and strategizing. Map 3 shows the districts as originally divided:

1. **Village Center:** This area generally includes the current "Old Town" area on Broadway; the area west along South Carolina and east to Willow; CR 512 from the west City limits to Willow Street
2. **Mid-Town CR 512:** This is the CR 512 area from Willow Street to the west boundary line of the 3500 acre parcel, known as the "Ansin" piece
3. **HCJ:** The Hall-Carter-James subdivision is located in the Northeast section of the City
4. **East CR 512:** This is the area of CR 512 that extends from the western boundary of the Ansin parcel east to I-95.

For purposes of this 2009 Plan Amendment, the 4 sub-districts are expanded as shown in Map 8. Written strategies and the conceptualized plan suggest physical changes, public improvements, administrative actions, and programmatic strategies to foster redevelopment.



## MAP 8 – FCRA SUB DISTRICTS 11 X17





## **THE CONCEPTUAL PLAN**

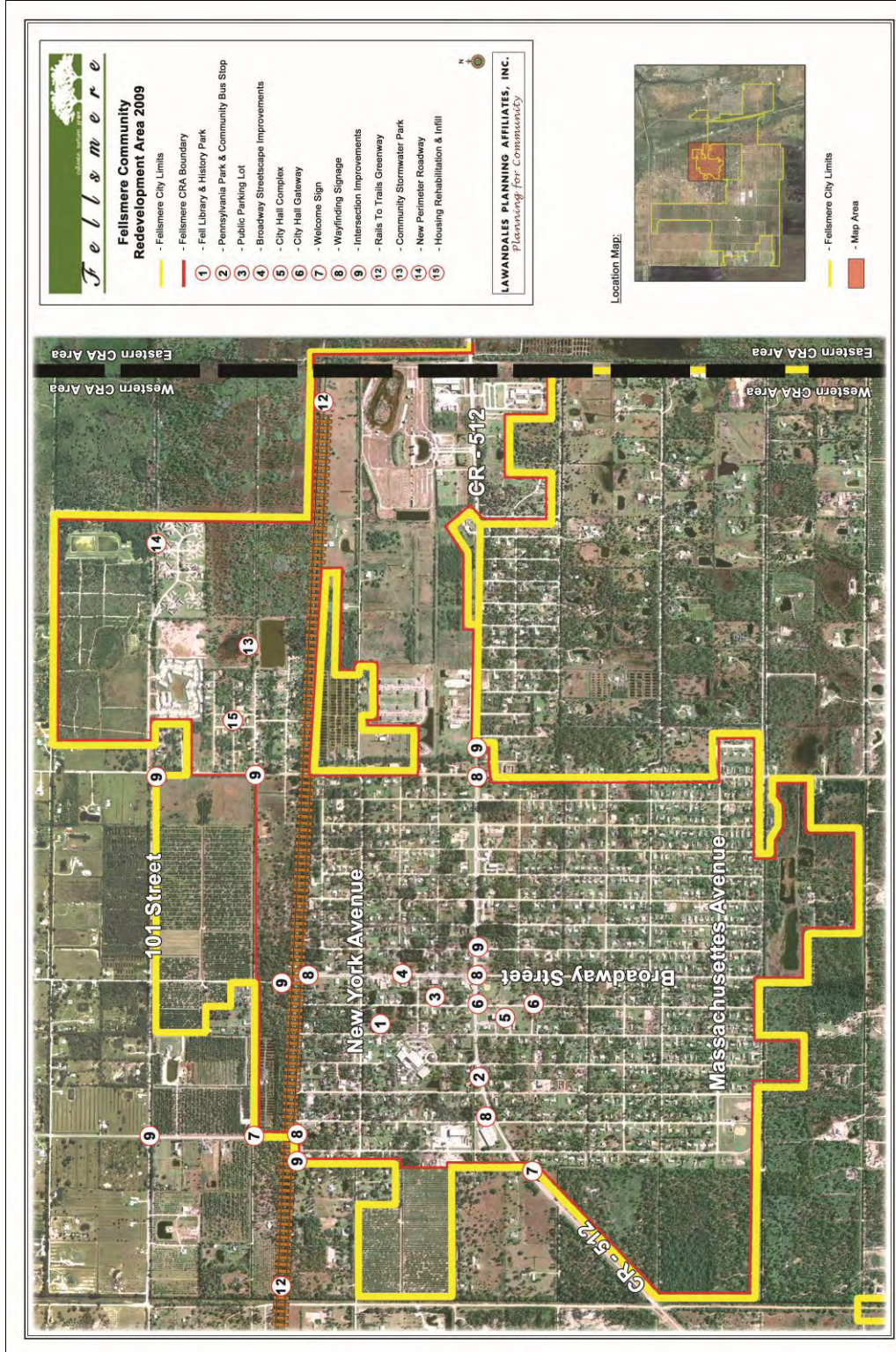
The conceptual plans are ideas from the public, the staff, and the consultant. As the program develops and specific projects are prioritized and identified, the CRA will have to commission detailed design/engineering plans, find and appropriate funds, engage public involvement, market and promote the program, and take whatever actions are needed to implement the project.

In addition, the market has a way of “finding its way”. These ideas will mold, change as time, markets, local economies, and development occurs. There are several alternative ways to get to the City’s desired future. The only way to get there is through generating ideas, thinking creatively and outside the box, taking risks, and making that the first step. A CRA and redevelopment plans are those first steps.

## **Exhibit 2 A AND B: THE CONCEPTUAL PLAN 11 x 17**

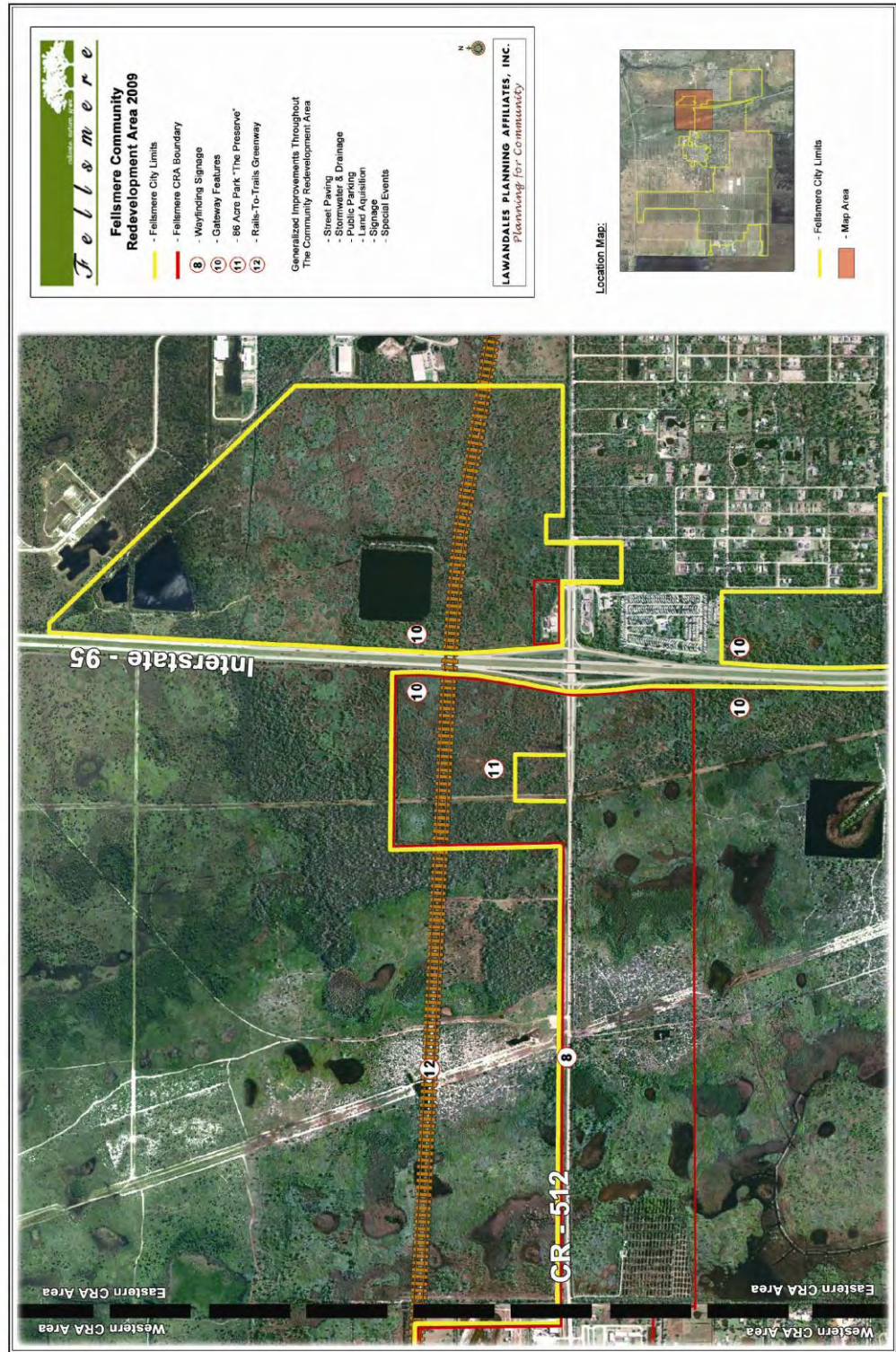


## Exhibit 2-A



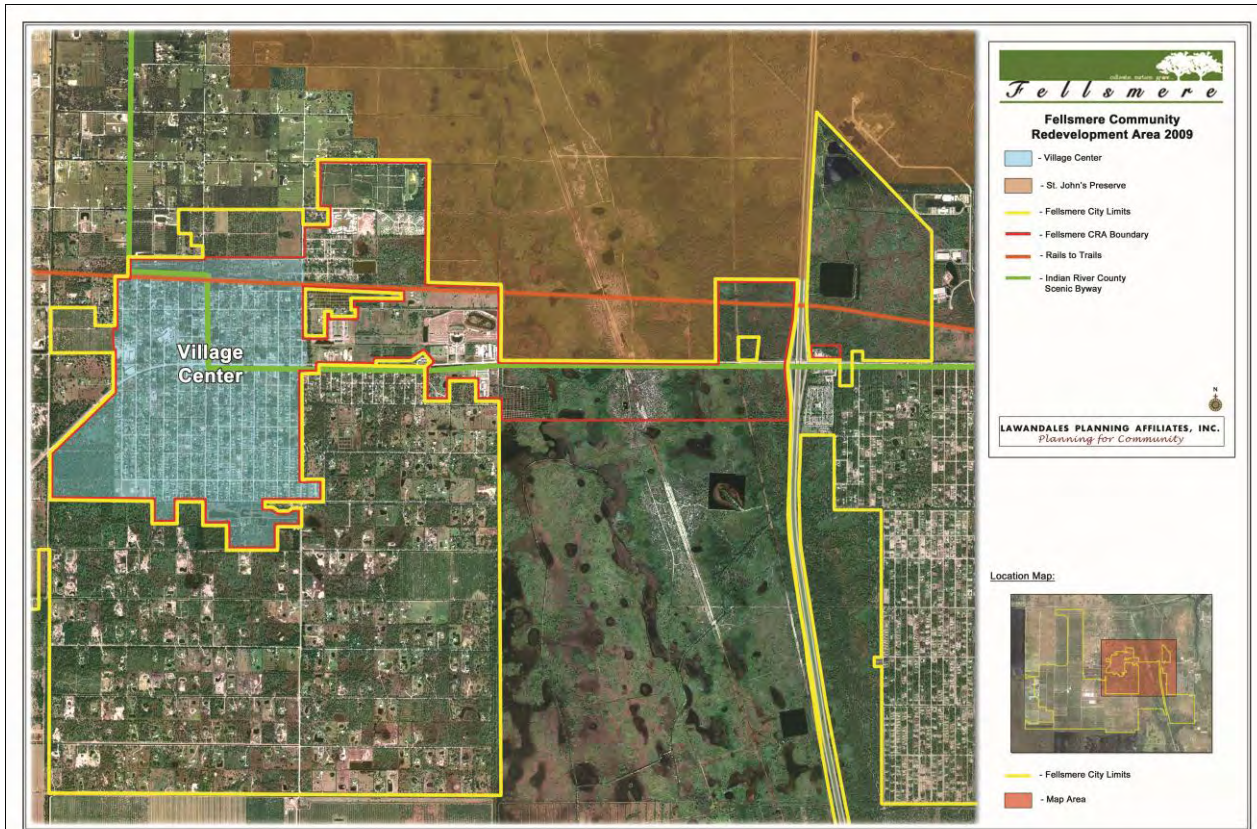


## Exhibit 2-B





## MAP 9 – VILLAGE CENTER CONCEPT

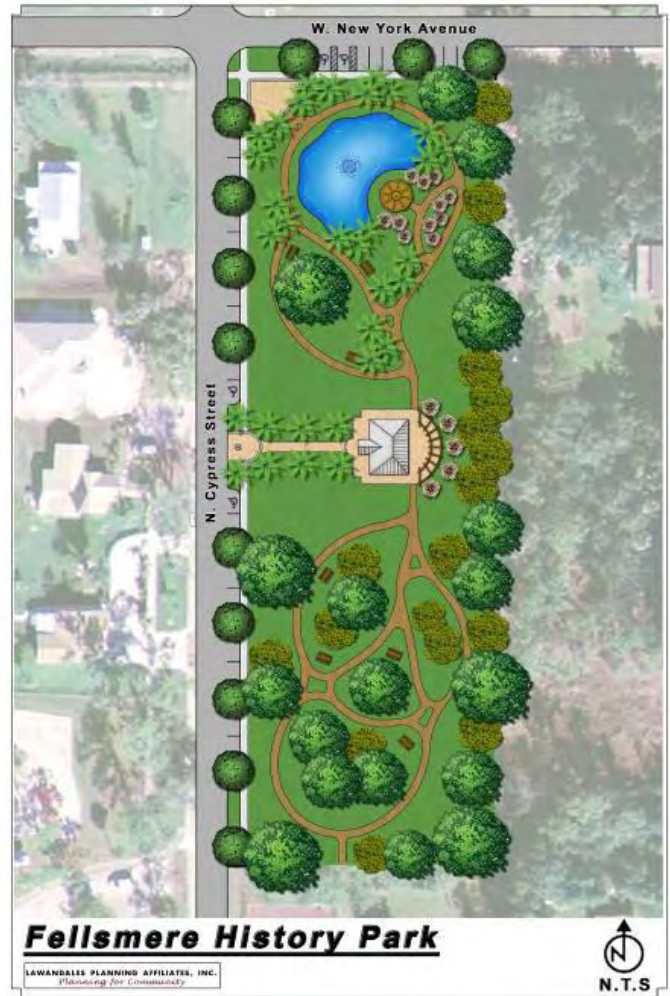


### 1) Village Center Sub-District Strategies

- a) Conserve/Preserve existing quality historic structures.
- b) Provide architectural assistance to aid owners as funds allow.
- c) Provide incentives for preserving/conserving structures, rather than demolition, including density bonuses, parking waivers, among others.
- d) Create an urban design manual for guiding new development to “fit” with existing historic theme on Broadway.
- e) Extend the architectural theme to all of the Village Center and on CR 512 and in close-by neighborhood.
- f) Work with the City to: create a larger Community Center that can accommodate more community events, activities, and amenities; evaluate relocating the Community Center function to the Park by City Hall or by the library; Evaluate turning the existing building over to the CRA to lease to the private sector, which will bring in revenue to the FCRA.



- g) Consider the idea of expanding the uses of the Marion Fell Library site to include performing arts and other structured arts or other city sponsored programs or uses.
- h) Connect the residential areas with sidewalks, enhanced lighting, and improved roads.
- i) Promote the area along South Carolina as more of a single development, rather than small individual parcels, for a mix of uses.
- j) Encourage available areas along CR 512 to be assembled as a single development where land is available, rather than small individual parcels.
- k) Maintain Broadway as the primary historic commercial core of the City.
- l) Promote Broadway for restaurants, specialty shops, eco-tourism, artisan shops, galleries, "Rural life-style shops" etc.
- m) Increase visitation to Downtown with new special events—Farmer's Markets, Antique/Art/Car Shows, Frog Legs, Music, Fun-Fridays, National Bass Fishing Tournaments, etc.
- n) Pave the City's parking lot on Orange Street.
- o) Pave and expand parking at the Marion Fell Library site.
- p) Pave all the unpaved streets that are not considered for assemblage.
- q) Purchase land for parking, stormwater, or other public improvements.
- r) Consider closing some of the north-south streets to create larger parcels for better development scenarios.







- s) Create a new public place at the north end of Broadway.
- t) Provide for regional drainage at the north end of Broadway-create a stormwater park with amphitheatre, parking, open space.
- u) Create a roadway connection from Willow west to Broadway/Community streets or enhance 99<sup>th</sup> or 101<sup>st</sup> Streets for connectivity.
- v) Improve CR 507 (Babcock Street) as the major gateway into the downtown
- w) Increase opportunities for downtown housing to support new commercial development.
- x) Existing densities are set at 3-5 dwellings per acre; however, under a conditioned incentive based program, densities could be considered as high as 6-8 units per acre or as established in the Land Development Code and Comprehensive Plan; commercial FAR's could be a minimum of 1 (using the footprint and up to heights proscribed in the Comprehensive Plan and Land Development Code), to allow for efficient and feasible use of sites.
- y) Allow for medium to high income duplex and townhome style developments on the north side of South Carolina.
- z) Create a linear Park to connect the City's east and west side.
- aa) Link the linear Park with the Rails-to-Trails program.
- bb) Make major parking, landscaping, lighting, and other improvements on Broadway, CR 507, and South Carolina.
- cc) Encourage Broadway and South Carolina to become a "Destination", with public and private places for entertainment, music, arts, eating, etc.
- dd) Provide façade grants for building, landscaping, signage.
- ee) Provide incentives for the private sector to assemble parcels and create quality developments.
- ff) Evaluate using a traffic circle to calm the traffic and "encourage" the trucks to stay off of South Carolina and Broadway.
- gg) Create major entry treatments at CR 507 and South Carolina; and at Broadway.
- hh) Eliminate new trailer usage from the district.
- ii) Form a Business/Merchants Association.
- jj) Apply to the State to create a 'Florida Main Street'.
- kk) Work with the County to eliminate truck traffic from Broadway and through the central city.
- ll) Work with the County to add traffic light at Broadway/CR 512.
- mm) Completely renovate the "little league" field and City hall to create a "Municipal Town Center (Civic and Cultural Center) with the new City Hall as the centerpiece; which should include new fields, parking, underground utilities, pedestrian access, etc., or consider relocating the active recreation to a better site and through a Developer's Solicitation convert this very high value, well located piece of real estate to private use.
- nn) Evaluate the location and operation of a skate park.



**THE FOLLOWING EXHIBITS ARE IDEAS POSED FOR PARKING, STREETScape, CITY HALL, SIGNAGE, GATEWAYS TO STIMULATE THOUGHT FOR REDEVELOPMENT.**

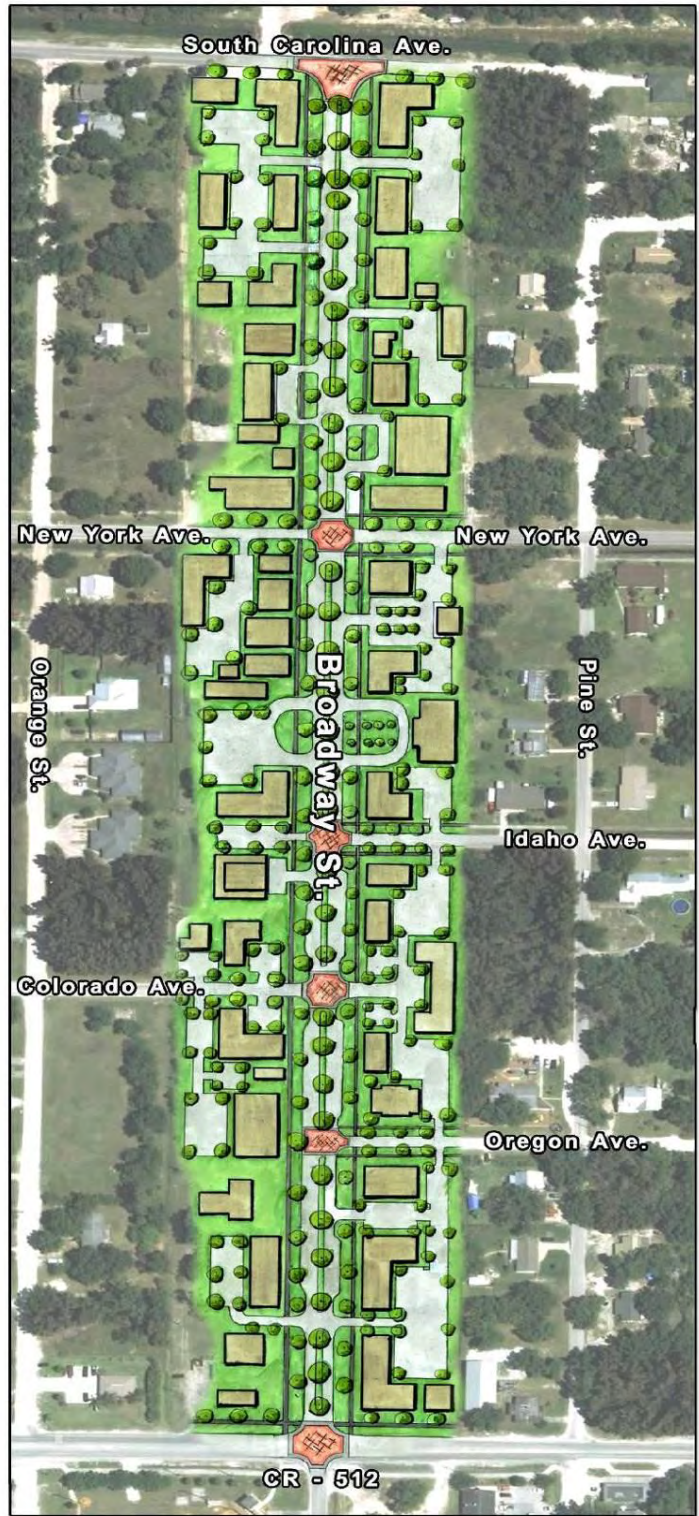


## Exhibit 3

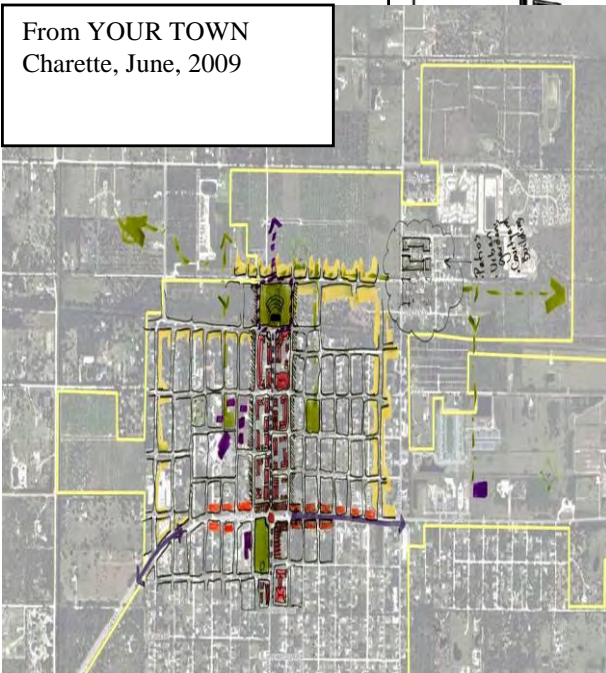
### Broadway Streetscape Ideas

LAWANDALES PLANNING AFFILIATES, INC.  
*Planning for Community*

## Broadway Streetscape Improve



From YOUR TOWN  
Charette, June, 2009





## Exhibit 4

### Fellsmere History Park Concept

The concept of the Fellsmere History Park is to create a walkable place for the community and tourists to visit.

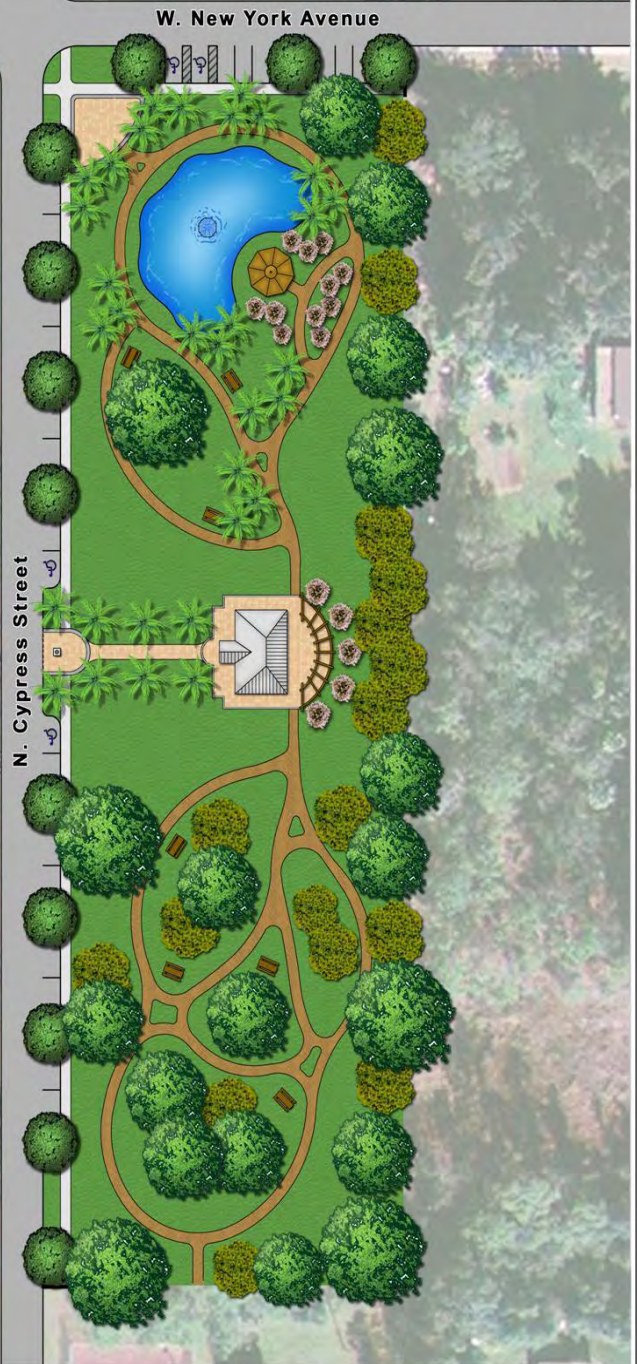
Just off the Scenic Byway, it can provide a welcome respite on an eco-tour to learn about Fellsmere's history from new exhibitions in the Fell Building and around the site.

To the rear of the Fell Building, a reading wall will inform the guest of our history through statuary, time lines in laid into the stone wall, and possibly interactive displays.

The cyclist and neighbors can refresh, ponder in the gardens, read a book, put their feet in the pond, sit in the gazebo, or walk through "woods".

On street parking and stormwater become a neighborhood amenity. Pervious pavers, solar lighting, and other "Green" construction methods begin to set a model for new ways of doing public and private development.

*Rochelle W. Lawandales, AICP*



## **Fellsmere History Park**

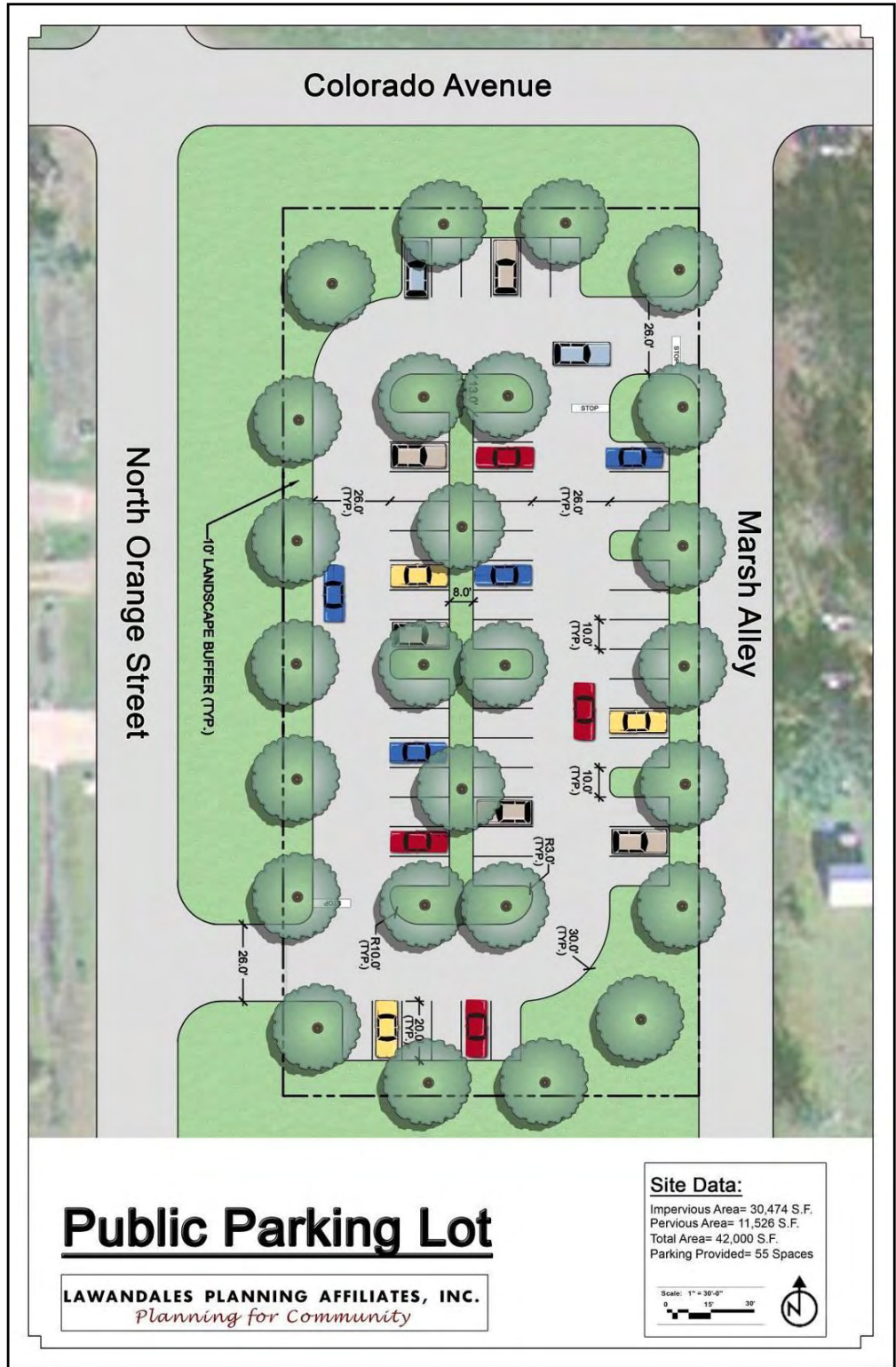
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Planning for Community





## Exhibit 5-A

Parking lot on  
Orange and  
Colorado to  
serve  
Downtown and  
Special Events





## Exhibit 5-B

Parking lot on  
Orange and  
Colorado to  
serve  
Downtown and  
Special Events

### Paver Options



Paver Option-1



Paver Option-2



Paver Option-3

### Colorado Avenue



North Orange Street

Marsh Alley

## Public Parking Lot

LAWANDALES PLANNING AFFILIATES, INC.  
*Planning for Community*

### Site Data:

Pervious Area= 42,000 S.F.  
Paver Area= 33,532 S.F.  
Total Area= 42,000 S.F.  
Parking Provided= 50 Spaces

Scale: 1" = 30'-0"  
0 15' 30'





## Exhibit 5-C

### Parking lot on Orange and Colorado to serve Downtown and Special Events

#### Paver Options, Price, and General Description:

##### Pervious Honeycomb Pavers



Organic Media

Costs approximately \$1.15 per square foot at a base rate.  
Can use organic material or aggregate in apertures to allow permeability.  
Aggregate grain quicker and more effectively.  
Parking area = roughly 33,532 S.F., which equal an estimated cost of \$38,561.80 without instillation.



Aggregate Media

##### Pervious Block Pavers



Aggregate Media

Costs approximately \$1.45 per square foot at a base rate.  
Can use organic material or aggregate in apertures to allow permeability.  
Aggregate grain quicker and more effectively.  
Parking area = roughly 33,532 S.F., which equal an estimated cost of \$48,621.40 without instillation.



Organic Media

##### Pervious Turff Grass Paving



Aggregate Media

Costs approximately \$2,454.75 per 600 square foot at a base rate installed.  
Can use turf or aggregate in apertures to allow permeability.  
Aggregate grain quicker and more effectively.  
Parking area = roughly 33,532 S.F., which equal an estimated cost of \$137,187.79 including instillation.

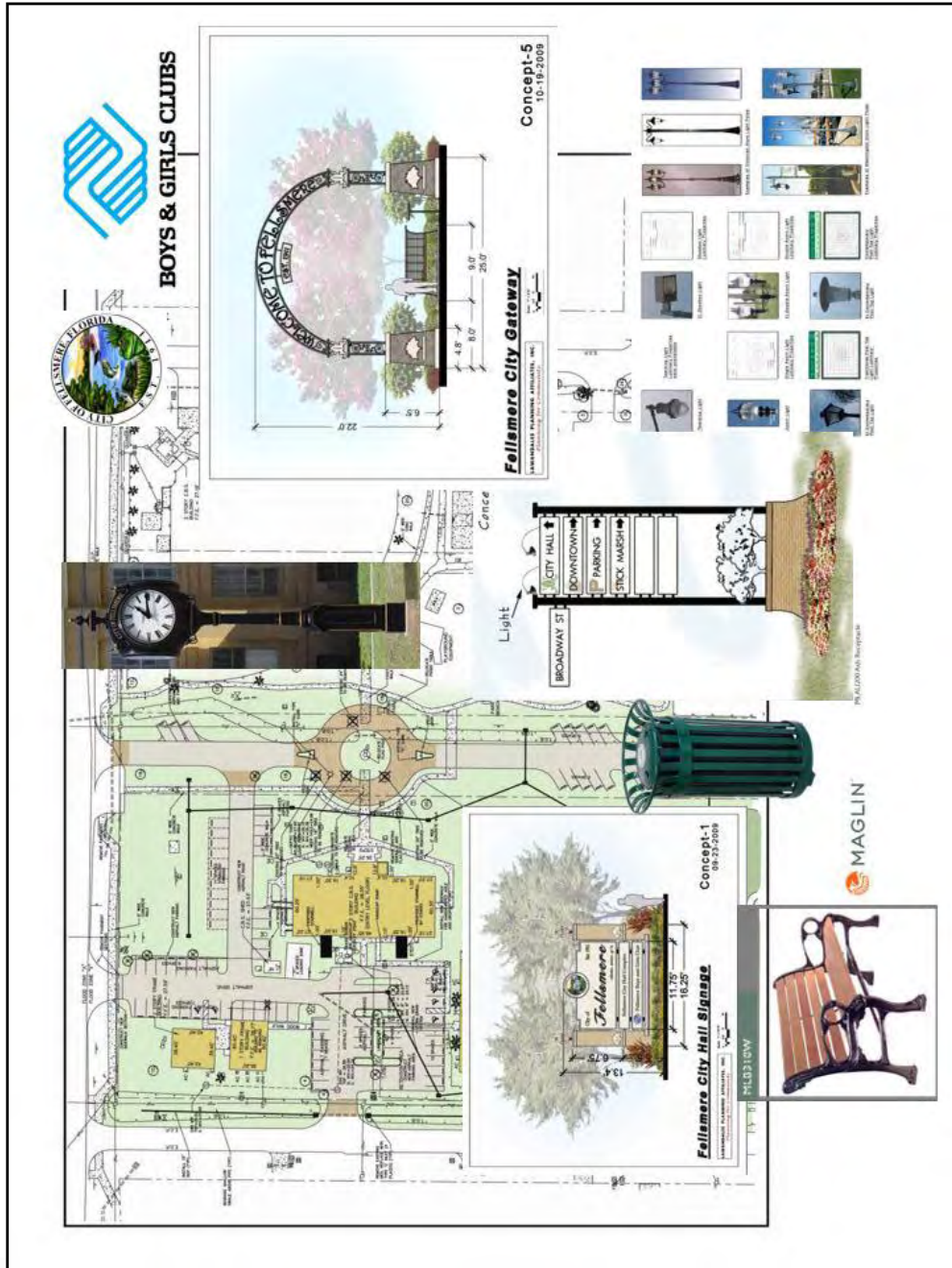


Organic Media



## Exhibit 6

## City Hall Municipal Complex

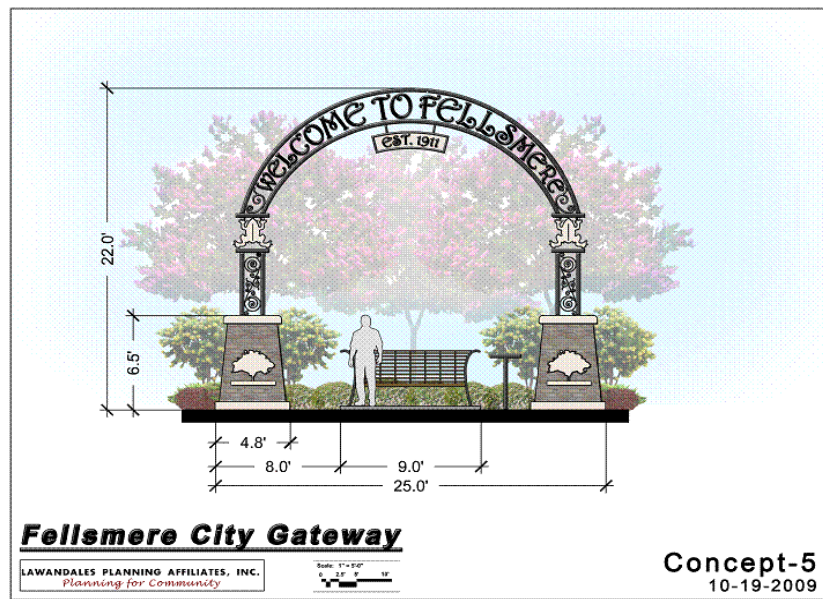






## Exhibit 7

### Entry and Gateway Signage for the City Hall Site





## Exhibit 8

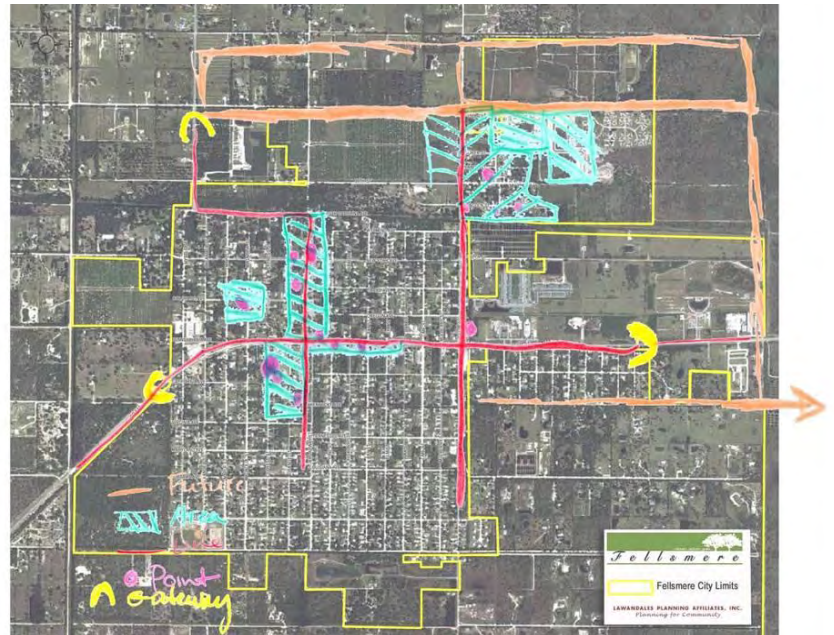
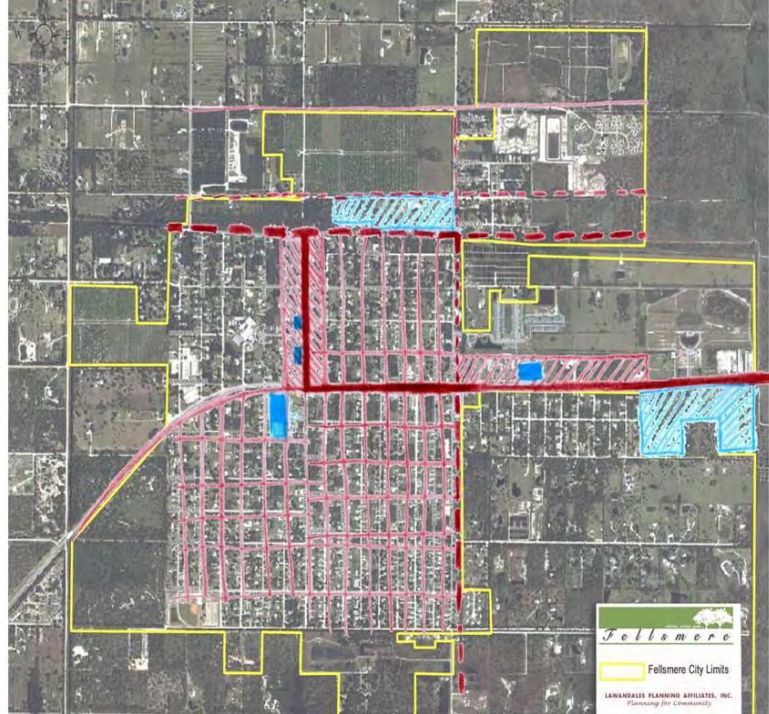
### Pennsylvania Park Potential

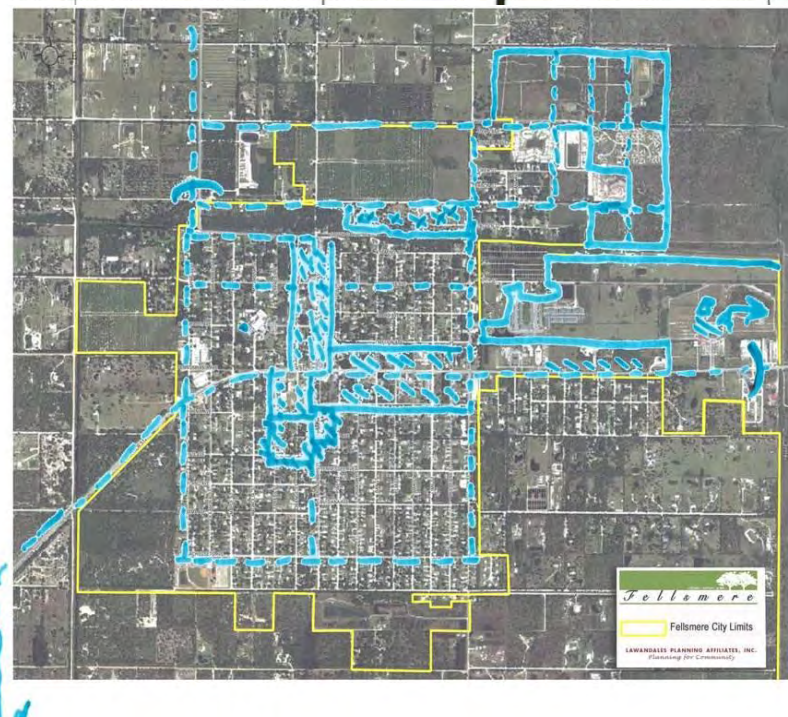
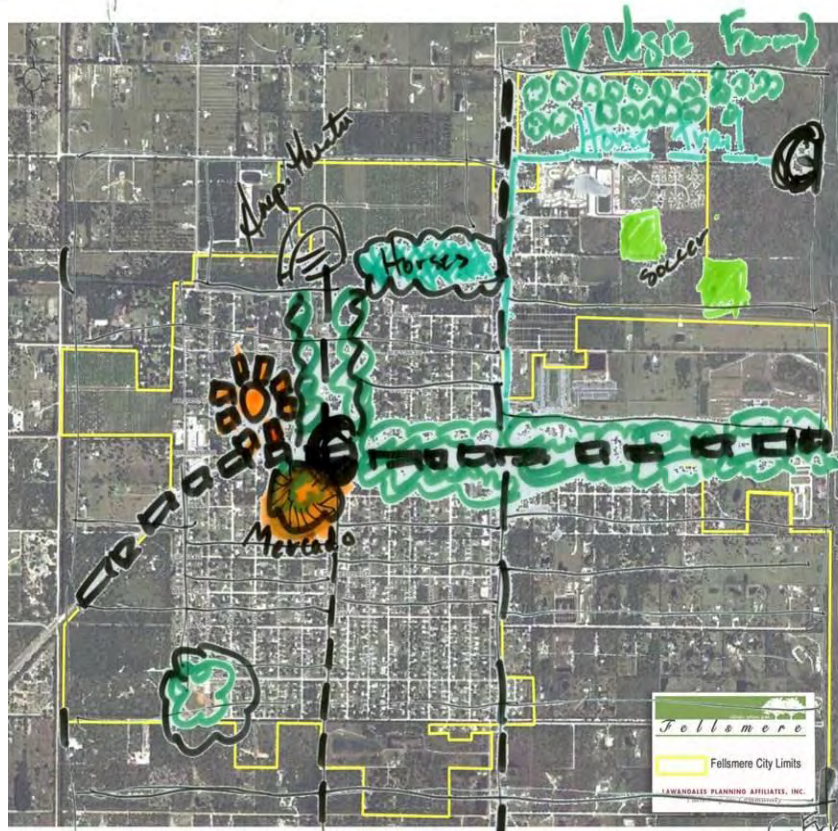




## Exhibit 9

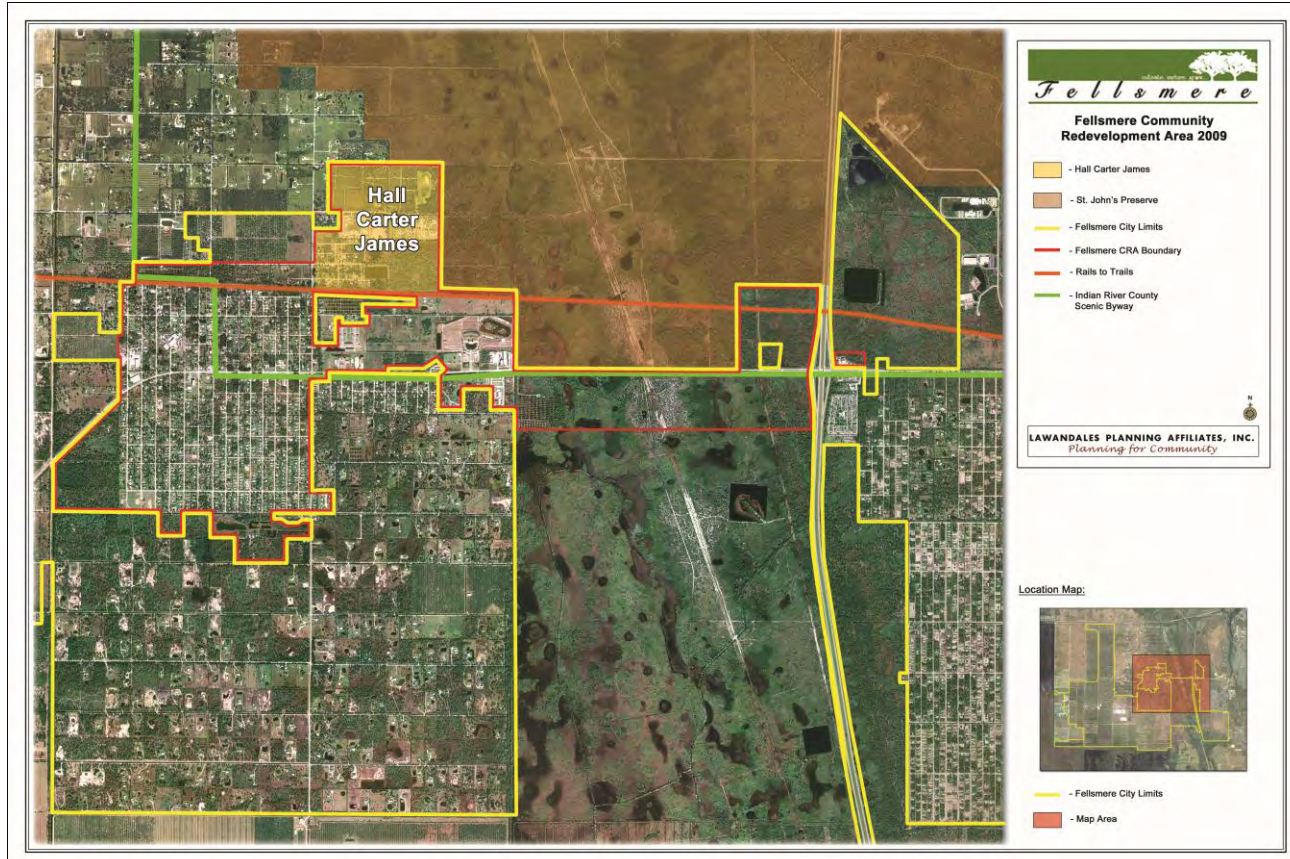
### From YOUR TOWN Group Experiences







## MAP 10 – HALL-CARTER-JAMES OPPORTUNITIES



### 1) **Hall-Carter-James Subdivision Sub-District Strategies**

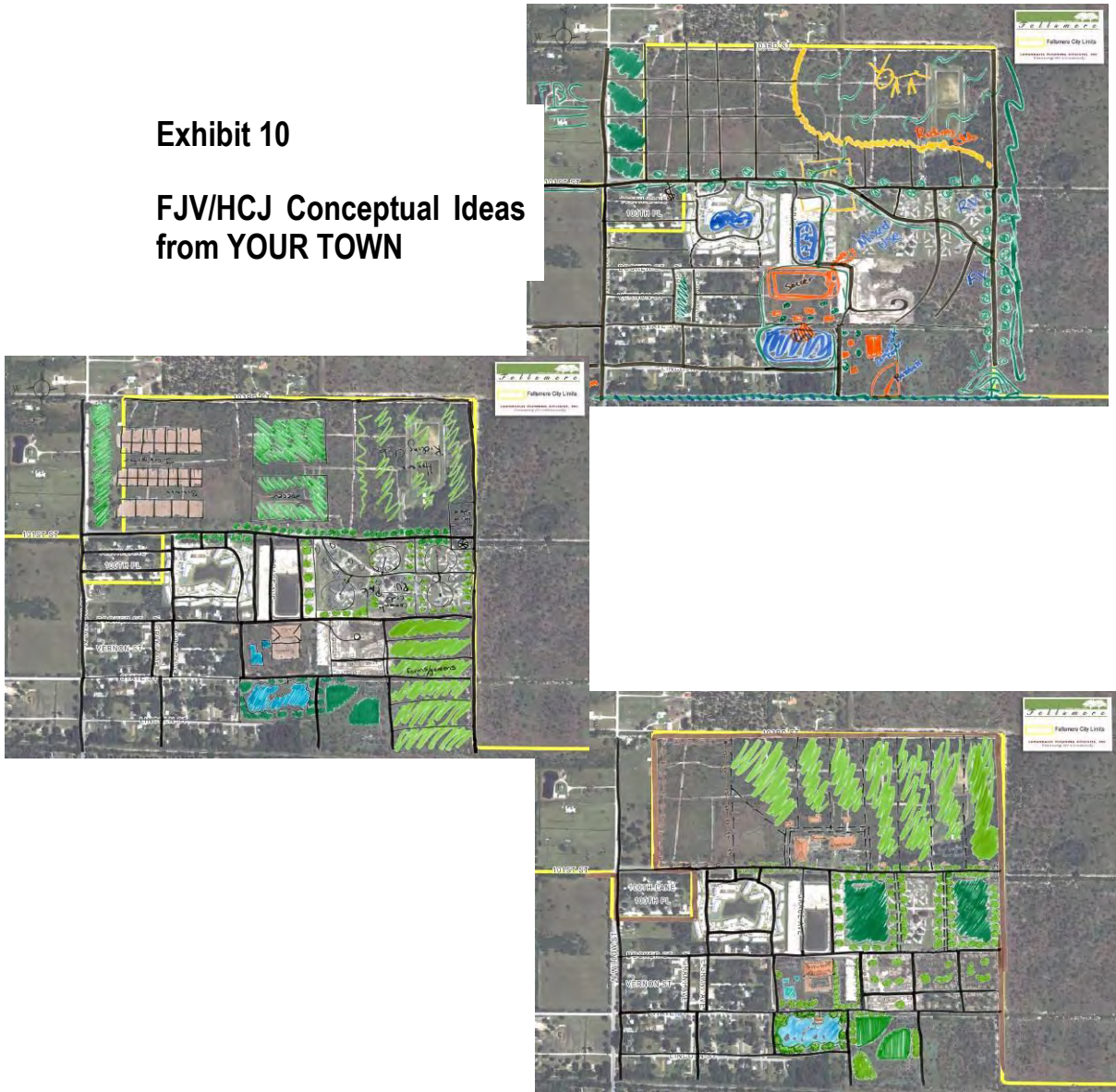
- Eliminate using the name Hall-Carter-James, to assure the feeling of inclusion with the entire community and to reflect the addition of Fellsmere Joint Venture's 157.5 acres more or less.
- Work with the community to create a neighborhood strategic plan.
- Create design standards for building in the area.
- Promote the entire area for new single family housing, especially around Lincoln Avenue where there is a large concentration of substandard dwellings.
- Use the small-lot regulations to encourage new single family homes.
- Promote single family and low-density infill housing in the area, including single family attached and detached dwellings.
- Improve/Expand Grant Park.
- Improve the intersection of State Street and Willow St; and Willow St and 101<sup>st</sup>.
- Create the new perimeter roadway.
- Create a Neighborhood Crime Watch group.
- Provide for Community Policing in the area.
- Pipe the ditches and finish paving the roads.



- m) Provide sidewalks and bikepaths on Willow.
- n) Eliminate substandard and dilapidated housing or structures.
- o) Improve trash handling and collection.
- p) Promote housing rehabilitation programs for existing housing.
- q) Assist rental housing rehabilitation under certain conditions: drug screening of renters, eviction for violations, etc.
- r) Provide for small business assistance---resource and referrals.
- s) Enhance the use of the Public Health programs as a tool for human and physical improvement.

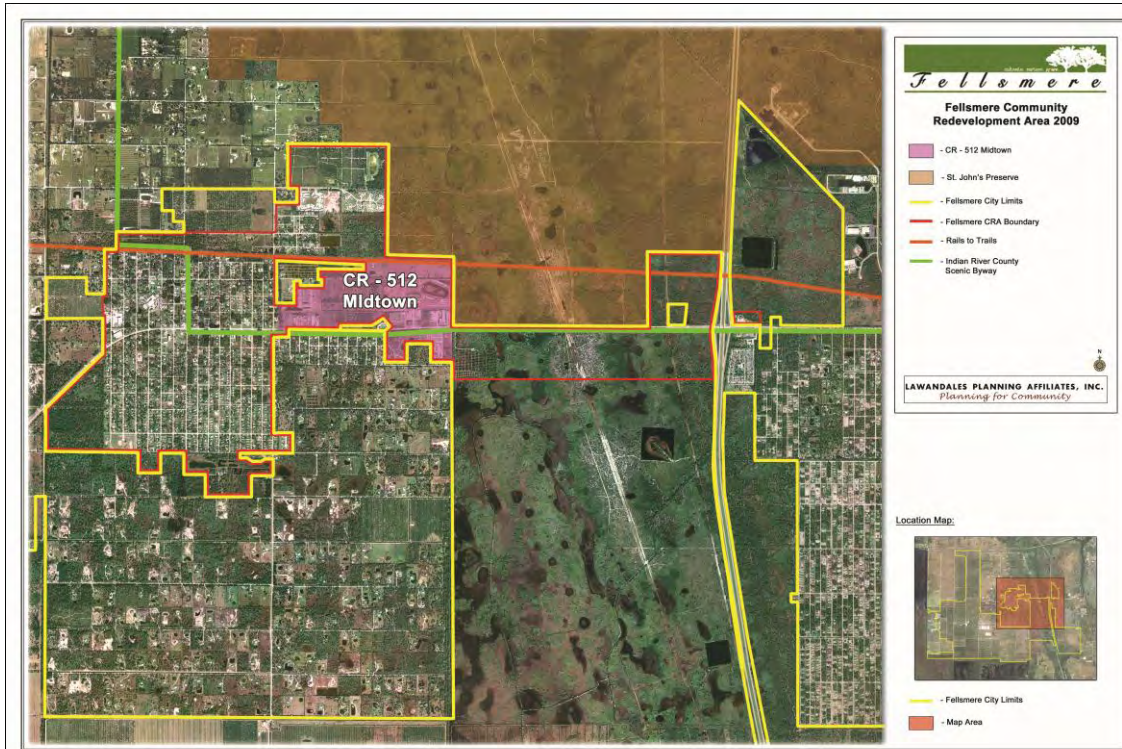
## Exhibit 10

### FJV/HCJ Conceptual Ideas from YOUR TOWN



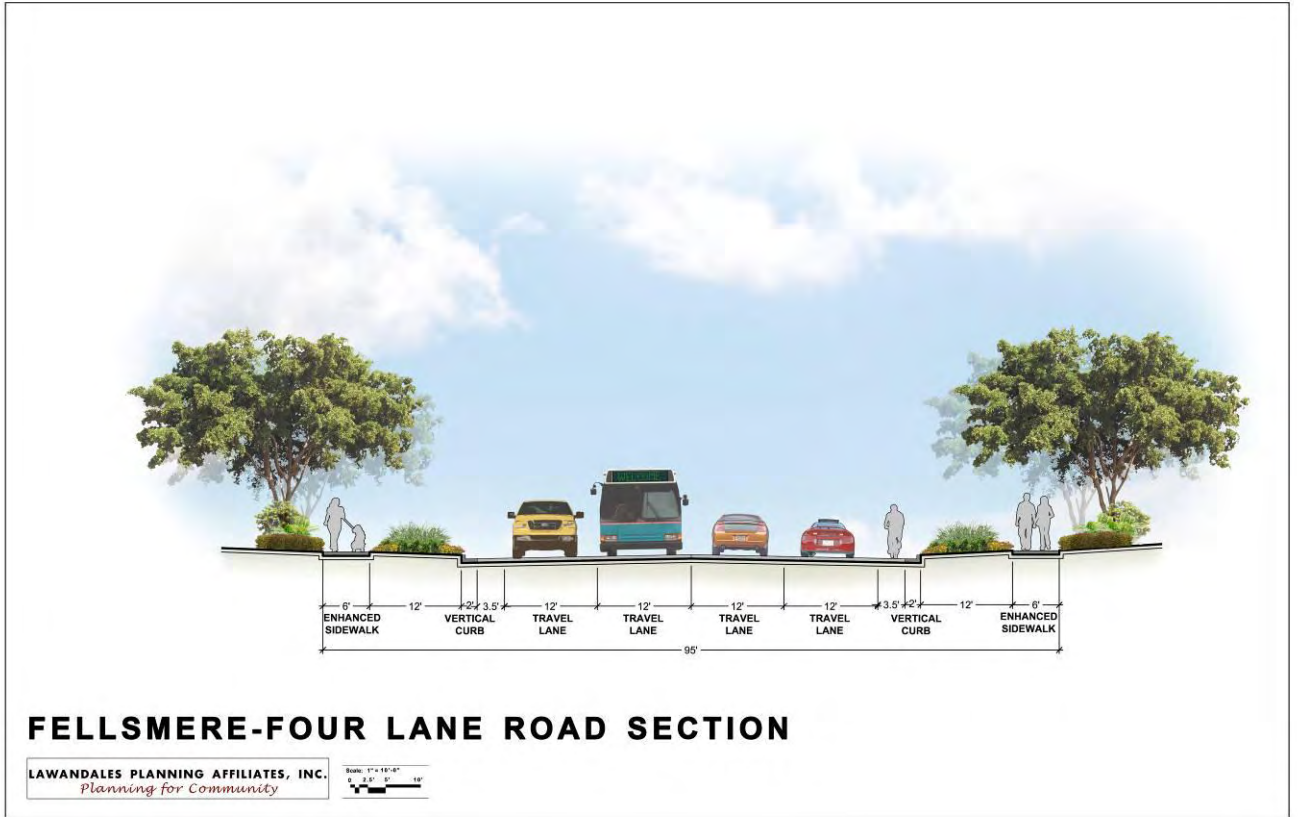


## MAP 11 – MIDTOWN



## 2) **Mid-Town CR 512 (Willow to Ansin) Sub-District Strategies**

- a) Provide façade and infrastructure grants to existing businesses to upgrade.
- b) Work with the land owners to annex the lands south of CR 512.
- c) Market and promote the area for private development.
- d) Promote a mix of uses, allowing for residential and/or commercial uses.
- e) Work with the County to make traffic capacity and distribution improvements at the major intersections (Willow; Broadway) and to find alternate routes for new north-south and east-west roadways to connect to CR 512; also work with the County to make Willow the receiving location for the truck traffic from CR 507 to keep the trucks out of the downtown.
- f) Treat the major intersections with landscaping, mast arm traffic lights, decorative lighting, pavers, etc.
- g) Allow conversion of homes along corridor to professional/office/ or other small retail operations.
- h) Require access from local streets to minimize traffic problems on CR 512.
- i) Work with County on setting aside funds for right/of/way acquisition as needed.
- j) Promote Willow Street quadrant for drug store, banks, or similar type businesses
- k) Upgrade the traffic lights to mast arm lighting.
- l) Promote the Industrial park for economic development.
- m) Install new sidewalks, drainage, decorative lighting, and landscape to encourage and foster safe pedestrian movement.



## Exhibit 11

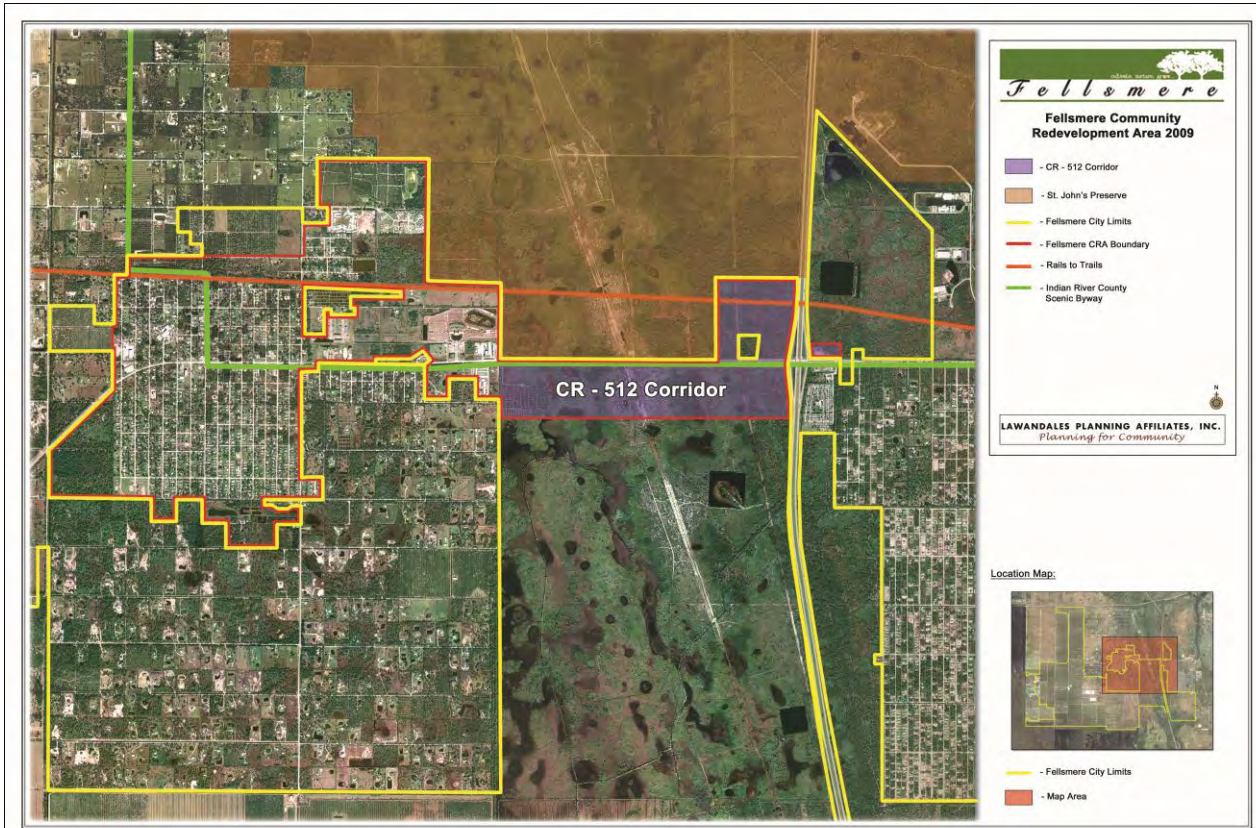
### Willow Street Options from Ansins West Boundary to Willow







## MAP 12 - CR 512



### 4) EAST CR 512 (Ansin to across I-95) Sub-District Strategies

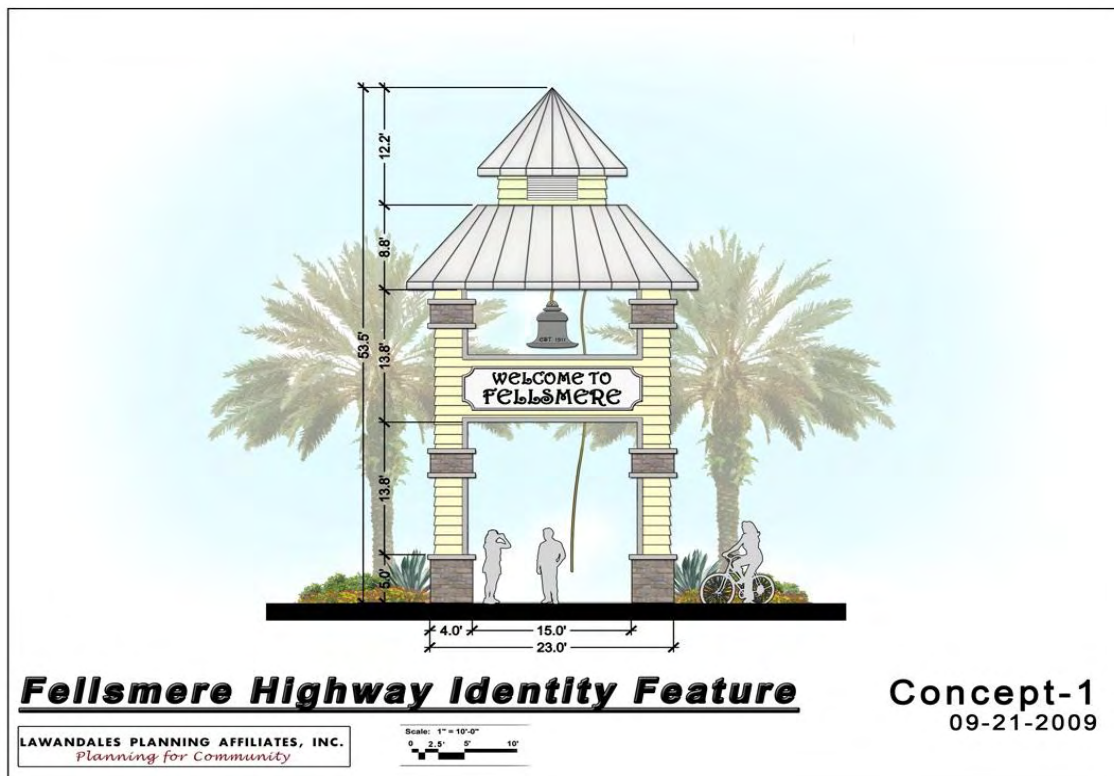
- a) Encourage and promote land assemblage to eliminate piecemeal development.
- b) Promote and foster large scale commercial and clean, light industrial developments.
- c) Promote and provide for proper public and private utilities and facilities, including water, wastewater, telecommunications, electrical, gas, etc.
- d) Work with the County on the historic Rails-to-Trails program linking the old railroad in Fellsmere to Sebastian.
- e) Obtain all available Railroad Rights-of-way
- f) Improve the stormwater system through regional stormwater management programs.
- g) Work on improvements to and management of the Preserve, the 86 acre passive recreation/conservation park purchased by the City, County, and State.
- h) Market the area for new development and redevelopment opportunities;
- i) Evaluate Future Land Use, Zoning, densities and intensities which are regulated within the Comprehensive Plan for changes to spawn economic development opportunities.
- j) Work with SJRWMD and Department of Environment Protection (DEP) to expand access to the State Park area.
- k) Promote Eco-tourism for economic development.
- l) Create new gateway and entryway signage to the City.



- m) Work with the Florida Department of Transportation (FDOT) for district signage on I-95 and for approval for beautification enhancements/improvements to the interchange.
- n) Install new sidewalks, drainage, decorative lighting, and landscape to encourage and foster safe pedestrian movement.

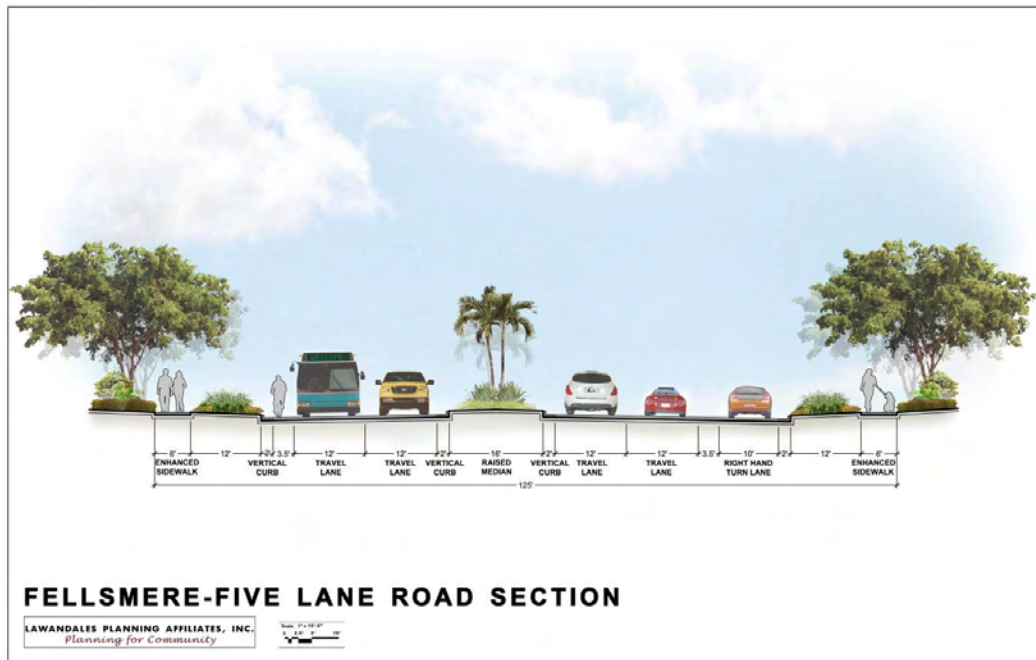
## Exhibit 12

### I-95 GATEWAY SIGN IDEAS





## Exhibit 13: CR 512 (I-95 to Ansin West)



## Exhibit 14: CONCEPTUAL IDEAS

