Fort Pierce Downtown
Waterfront Charrette
A Plan to Preserve the Community’s Character.

Work in Progress Presentation
March 21, 2008

Treasure Coast Regional Planning Council

The Study Area
How The Master Plan Was Created:

Public Process:
Saturday March 15, 2008

Charrette Steering Committee Members

Thank You!!!

Bob Swisher, Chair
Buzz Smyth, , Vice Chair
Carole Mushier
Donna Benton
Kara Wood
Vincent Gaskains
Hassie Russ
Larry Lee
Presenting the Citizens’ Ideas

A Few of the Things We Heard…

• Keep Public Access to the Water
• Maintain and Enhance Marina Square
• Various Hotel Sites
• Develop Fisherman’s Wharf as a Mix of Marine Uses
• Preserve Historic Districts and Structures
• Build an Entertainment District in the H.D. King Plant Site
• Conference Space
• Solve the Parking Problem
• Continue Moore’s Creek Linear Park
• Enhance Veteran Memorial Park
• Varied, Authentic Architecture
• Train Station and Water Taxi
• Bring People Downtown, Not Just to the Waterfront
• Prepare for Court House Expansion
• Keep Restaurants Open!
Thank You Sunrise Theatre!

The Citizens’ Master Plan
Fisherman’s Wharf: Mixed Use Marine District

Mixed Use Marine District

Looking West at the Proposed Retail & Hotel
Mixed Use Marine District

The Most Competitive Waterfront in the Region

Historic Districts

Edgartown & River’s Edge

District: Historic
Zoning: R4 (up to 10 du/ac), R5 (up to 15 du/ac) & C-1
What The Current Zoning Allows

Indian River Drive

What The Current Zoning Can Yield

Indian River Drive

Indian River Drive
Different Strategies For Historic Preservation

A) Densify Using Similar Building Types

Edgartown
Development Consistent with the Scale & Character of the Historic Neighborhood

Large Parcel Infill:
A) Densify Using Similar Building Types

River’s Edge

Historic Districts

Making “Better neighbors” out of the Office Buildings
Historic Districts

Making “Better Neighbors” out of the Office Buildings

B) Transfer Development Rights

Other Strategies for Preservation
B) Transfer Development Rights

Other Strategies for Preservation

Indian River Memorial Park
Indian River Memorial Park

H. D. King Plant

A New Engine For The City
H. D. King Plant

A New Engine For The City

A Mixed Use Entertainment District

• 250 Room Hotel
• 50,000 sf meeting/banquet rooms
• 40,000 to 60,000 sf anchor (Bass Pro Shop)
• 50,000 sf retail
• Residential/Office
Presence on US 1

A New Destination Within The City
An Anchor For Main Street

Scale & Character Compatible With The “Small Town Feel”
Scale & Character Compatible With The “Small Town Feel”

A Signature Hotel
H. D. King Plant

An Entertainment District
Downtown Fort Pierce: High Degree of Infrastructure
Naples:
Not Even Close to Fort Pierce When They Started

Naples:
One of the Most Successful Downtowns Today
Some of The Retailers We Heard You Wanted

Ft. Pierce Retail Study: Industry Standard Trade Area
Ft. Pierce Retail Study: Trade Area Analysis
Ft. Pierce Retail Study

2007 Ave. HHD Incomes

<table>
<thead>
<tr>
<th>Distance</th>
<th>Income 2007 Ave.</th>
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<tbody>
<tr>
<td>5 Miles</td>
<td>$48,300</td>
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<tr>
<td>10 Miles</td>
<td>$57,100</td>
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<td>15 Miles</td>
<td>$62,400</td>
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Ft. Pierce Retail Study: Book Purchases
Ft. Pierce Retail Study: Grocery Store Locations

Ft. Pierce Retail Study

5 Miles           10 Miles            15 Miles

2007 Households

Sarasota Whole Foods: 150,000 households within 5 miles

26
### 5 Mile Ring Retail Demand Summary

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<thead>
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<tbody>
<tr>
<td>• Auto Dealers</td>
<td>• Specialty Food Stores</td>
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<tr>
<td>• Auto Parts</td>
<td>• Electronics</td>
</tr>
<tr>
<td>• Home Furnishings</td>
<td>• Bars &amp; Clubs</td>
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<tr>
<td>• Electronics</td>
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<tr>
<td>• Building Materials</td>
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<td>• Lawn &amp; Garden</td>
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<tr>
<td>• Grocery Stores</td>
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<tr>
<td>• Clothing Stores</td>
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<tr>
<td>• Jewelry</td>
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<td>• Sporting Goods</td>
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<tr>
<td>• Book Stores</td>
<td></td>
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<tr>
<td>• Department Stores</td>
<td></td>
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<tr>
<td>• Full-Service Restaurants</td>
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**Simple Policies That Can Bring 24-Hour Life to Downtown**

1. Define Who Your Target Customer Is
2. Clear Connections, Visibility & Signage
3. Announce the Retail District Along US1
4. Develop A Simple Merchandising Plan, hire a retail consultant.
5. Keep The Court House
6. Think Form, Not Density
1. Define Your Target Customer: Anchor Attractions

Waterfront Visitors
Neighboring Towns
Local Residents
New Residents

1. Define Your Target Customer
2. Establish Clear Connections, Visibility & Signage

Ft. Pierce Retail Study: View from Waterfront
Ft. Pierce Retail Study: View West

Ft. Pierce Retail Study: View West of CBD
Ft. Pierce Retail Study

Library View from Waterfront
Library View from Waterfront

Library View from Waterfront
Another Solution

- Reserve the Classical Architecture or Language (columns, arches, pediments, cupolas, etc.) for Civic Buildings.

The Beautiful 10%
3. Announce The Retail District Along US1
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“Branding” Ports
3. Announce The Retail District Along US1

Avenue D & U.S. 1:
A Link Between East & West

Baobap Tree
(The Tree of Life)
Merchandising Recommendations:

- Simple Window Displays
- Open Floor plans
- Extended Hours
- Front & Center Table
- Lifestyle Displays
- Clean Surfaces
- Daily Specials
- Tell Your Story
- Clear Store Windows
- Update Interiors Yearly
- Product Depth
- Cross Merchandise w/ others
- Dimensional Signage

4. Develop A Simple Merchandising Plan, Hire A Retail Consultant
5. Be Prepared For Court House Expansion

Additional 200,000+ sf with parking
A Chance To Apply The “Beautiful 10%” Theory

Additional Court Space & Waterfront Residential
5. Think Form, Not Density *(just for your downtown!)*

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**The “D” Word**

- Current Zoning
- **57 du/ac**
- **72 du/ac**
- **42 du/ac**
- **88 du/ac**
Limited Number of Floors
No height limit ~ Maximum variation of building ceiling height

Marina Square
Marina Square: Pedestrians Over the Automobile