

**FORT PIERCE REDEVELOPMENT AGENCY
CRA ADVISORY COMMITTEE**

CRA Regular Meeting - Wednesday, June 7, 2023 - 3:30 p.m.
City Hall - Second Floor Conference Room, 100 North U.S. #1, Fort Pierce, Florida

1. **CALL TO ORDER**

2. **ROLL CALL**

3. **APPROVAL OF MINUTES**
 - a. Approval of the Minutes for the May 3, 2023 Meeting

4. **CHAIRMAN VIEWPOINTS**

5. **OLD BUSINESS**

6. **NEW BUSINESS**
 - a. South Hutchinson Island Infrastructure Projects

 - b. Peacock Arts District Mural Program Update

 - c. Small Business Development Action Plan Update

7. **PUBLIC COMMENT**

8. **STAFF AND COMMITTEE MEMBER COMMENTS**

9. **ADJOURNMENT**

In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this meeting should contact the City Clerk's Office at (772) 467-3065 at least 48 hours prior to the meeting.

NOTE: All CRA Advisory Committee meetings are limited to one hour.

CRA Advisory Committee - 3:30 pm

Meeting Date: June 7, 2023

Re: South Hutchinson Island Infrastructure Projects

Submitted For: Shyanne Harnage, Economic Development Manager, City Manager

Information

SUBJECT

South Hutchinson Island Infrastructure Projects

Attachments

2020 Walker Study - Beach



04 Beach District

Beach District

As a result of the Parking Consulting Services Study conducted by Walker Consultants in 2016, alternative analysis for three sites identified by the City as potential options to construct new parking facilities, surface or structured. **Exhibit 12** identifies the sites that were evaluated.

The three sites considered are as follows:

Site #1: SW Corner of S. Ocean Dr. and Seaway Dr.

Site #2: SW Corner of S. Ocean Dr. and Binney Dr.

Site #3: SW Corner of S. Ocean Dr. and St. Lucie Ct.

Exhibit 12: Proposed Beach Parking Sites



Source: City of Fort Pierce, Walker Consultants -2016

Of the three sites, site #3 was evaluated to be the most attractive option as an alternative site given its capacity of 59± potential surface lot spaces and location to the beach and local attractions.

Since 2016:

- Site #3 has been reconfigured by the City and is now utilized as an unimproved parking lot to expand the public parking inventory at this site. This site is an asset that could be considered for additional improvement and the 2016 evaluation by Walker Consultants remains valid. This site, if improved to contain a parking structure, could improve inventory by up to 200± parking spaces.
- Site #2 remains unchanged since 2016.
- Site #1 has been developed into a paved parking lot, which is managed by a local parking operator with a paid parking component. This lot adds 43± spaces to the local parking inventory in a prime location while introducing the paid parking concept to the market.

Conceptual construction costs remain consistent with the recommendation provided by Walker in 2016. For a surface parking lot, a budget of \$3,000 to \$5,000 for the “hard” construction cost may be used. The “soft” cost would be approximately 20% and would include items such as survey, geotechnical studies, A/E design fees and testing/inspection during construction. For a parking structure a budget of \$18,000 to \$24,000 per space for “hard” construction cost may be used and soft costs should also be around 15%. These costs account for the fact that the sites will have approximately between 35 and 50 spaces per level (sites # 1 and 3). Respecting the maximum allowable building height of 45 ft. the parking structure on any of these sites would have a total of 4 levels (Ground plus 3 elevated levels). At this early stage, the storm water management requirements from the SFWMD and other reviewing agencies are not defined. They will have an impact on the construction cost. Those requirements are typically better defined once a site is selected and a Civil Engineer/Surveyor performs a survey of the property.

Interviews with stakeholders suggest that the demand for additional parking inventory is not critical in that the current inventory is only stressed a few times each year. It is noted, however, that when stress on the inventory does occur, it is caused by non-resident visitors. As the City looks to strategically modernize its parking program, and develop funding sources for potential future improvements, a paid parking program could be implemented with current technologies that will also allow Fort Pierce residents to access beach parking at no charge.



Walker Recommends

Similar to the Downtown District, the areas in most demand should require a premium parking charge. In the Beach District, Jetty Park and the nearby businesses serve as one focal point for demand. Other areas include public parking at South Causeway Park located on Seaway Drive (adjacent to the St. Lucie County Aquarium), and South Beach Park located on SR A1A. As private parking operators have improved nearby Site #1 as a paid parking operation, the City should consider implementing non-resident paid parking at the Jetty Park parking lot, South Causeway Park and South Beach Park. This rate can be a flat/event-type rate that will allow the patron to park all day and should be considered in the range of \$5 - \$10.

With the proximity to the beach and the water, Walker recommends the utilization of mobile payment technologies to eliminate the need of payment kiosk hardware and the associated maintenance needs. As documented earlier in this report, payment and enforcement will be based on utilizing the vehicle license plate as a credential which will also allow for the implementation of a Resident Beach Parking Program for the Beach District.

Resident Beach Parking Program

With the advent of the parking industry using the vehicle license plate as a credential, along with supporting technologies, it is possible to create a parking program that reduces the administrative burden of organizing and enforcing a designated permit class while allowing for relatively easy access for constituents. By implementing the enforcement technologies and mobile payment technologies detailed earlier in this report, the City can create a permit class for a Resident Beach Parking Program.

The resident would simply register through the provided website (the City's permit & enforcement technology) and provide proof of residency (Business rule to be determined by the City) by electronically attaching/uploading required documents. The City designee would review the electronic documentation and approve/deny the account request.

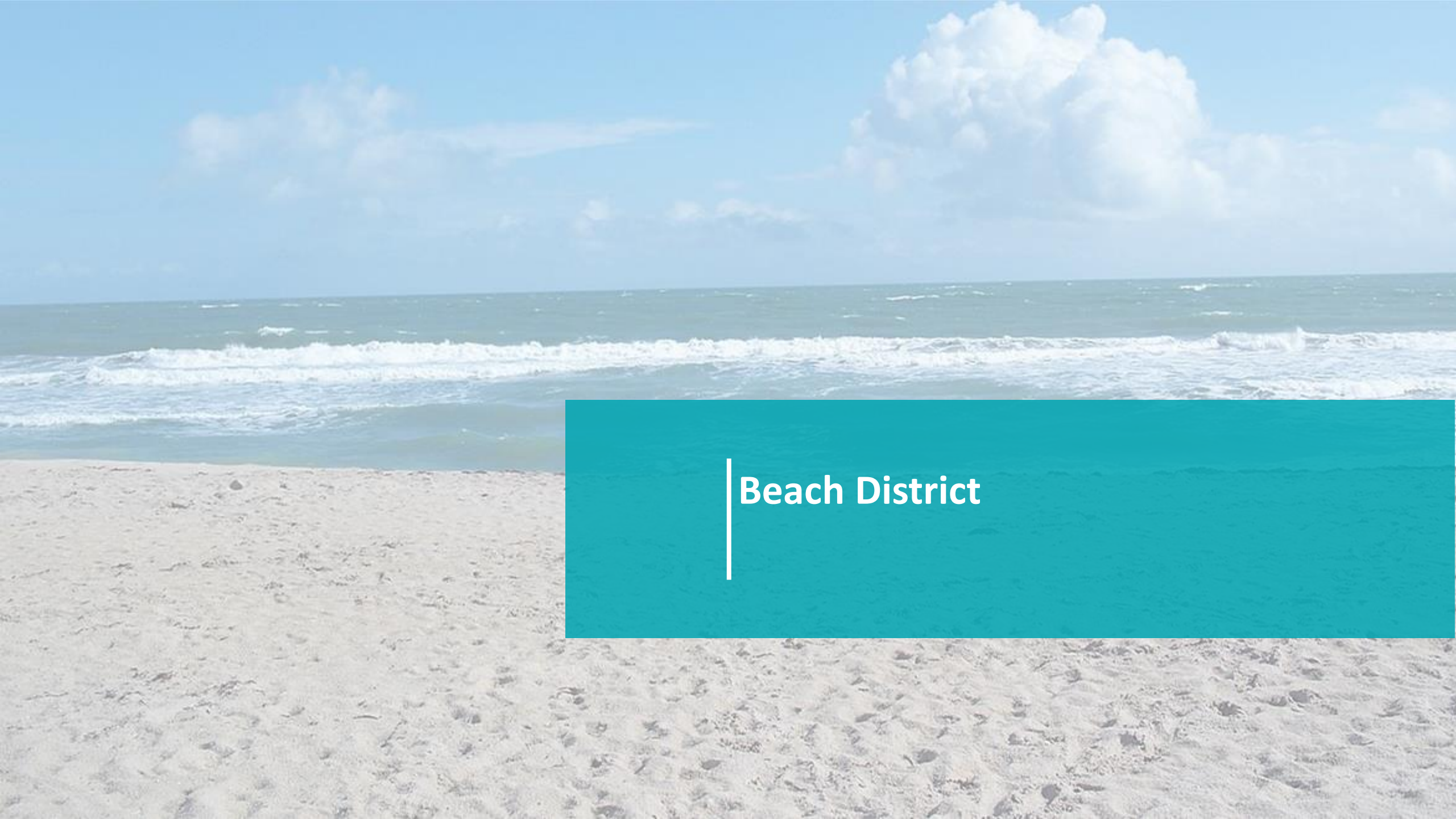
Once approved, the resident would have an account for which then can actively manage by providing their vehicle license plate(s) (can be changed at any time). The vehicle license plates would then be seen as a Resident Beach Parking Permit type and parking enforcement ambassadors will see the vehicle as valid in the Beach District. Often limits to the number of active vehicles at any given time are identified as a business rule to limit abuse and this can be decided by the City as the program is implemented.

This type of program, whether it is free parking for residents or a discounted rate, will help garner support from the residents to use the paid parking program to help manage demand while raising funding for future improvements.



Walker Recommends

- As paid parking is introduced to the Beach District, the opportunity suggests a need to create a Resident Beach Parking Program that will allow Fort Pierce residents the opportunity to access the public parking inventory within the Beach District without having to pay the daily or hourly non-resident fee to park.



Beach District

Targeted Areas for Paid Parking

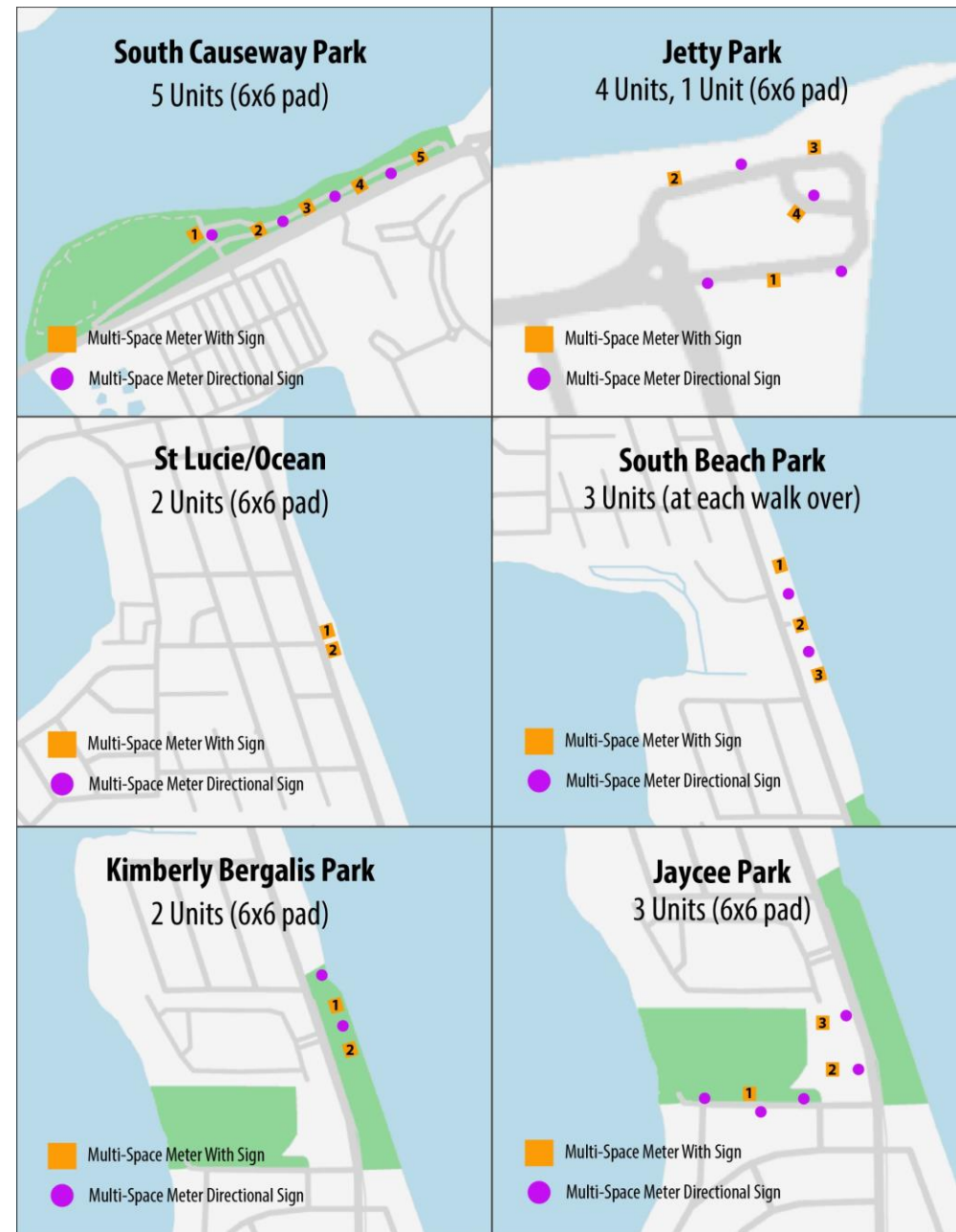
BEACH ACCESS
PAID PARKING

RESIDENT BEACH
PARKING
PROGRAM

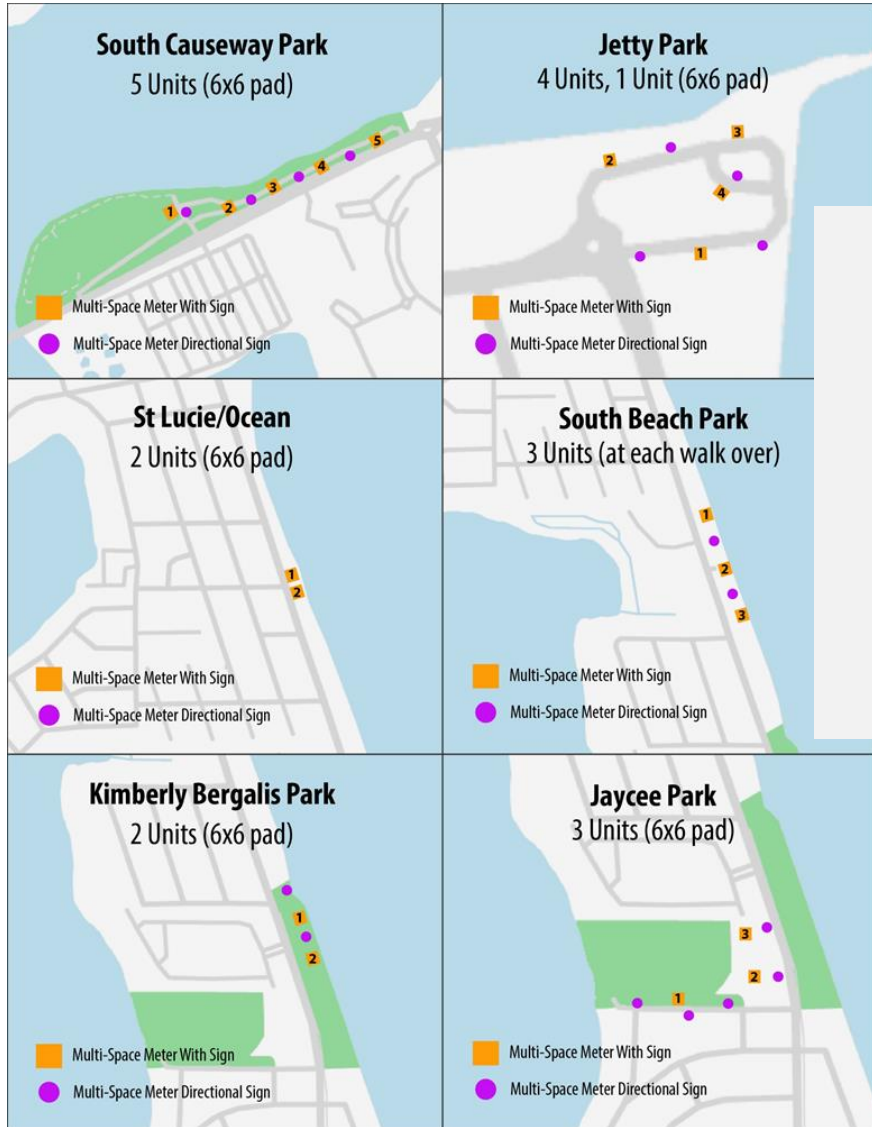


BEACH SIGN LOCATIONS

- Total of **19** Multi-Space Meters for beach parking
- Total of **17** Directional Signs for beach parking

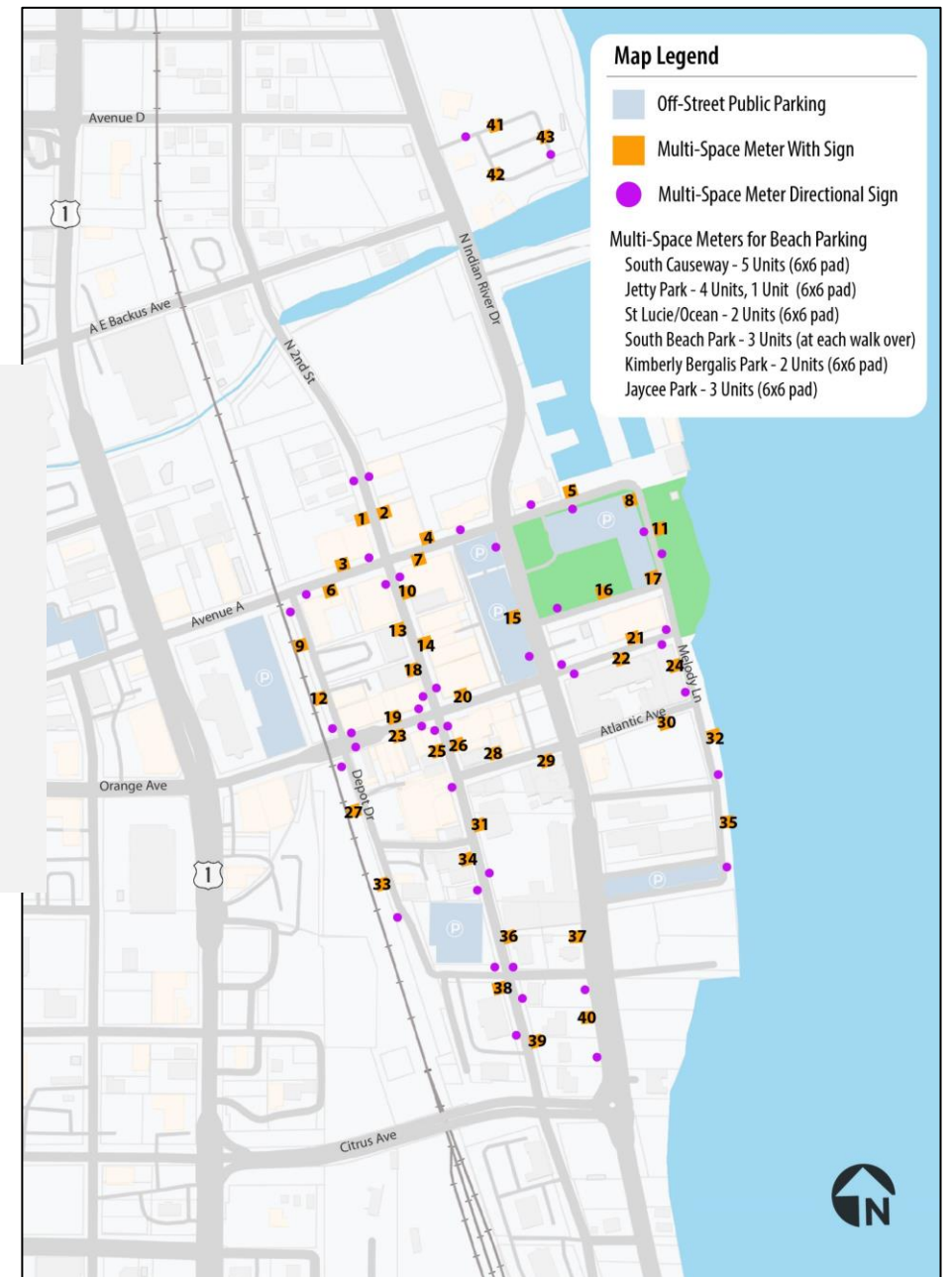


TECHNOLOGY – REVENUE COLLECTION



Multi-Space Meters

Downtown	43
<u>Beach</u>	<u>19</u>
Total	62



CRA Advisory Committee - 3:30 pm

Meeting Date: June 7, 2023

Re: Peacock Arts District Mural Program Artist Services Agreements

Submitted For: Shyanne Harnage, Economic Development Manager, City Manager

Information

SUBJECT

Peacock Arts District Mural Program Update

Attachments

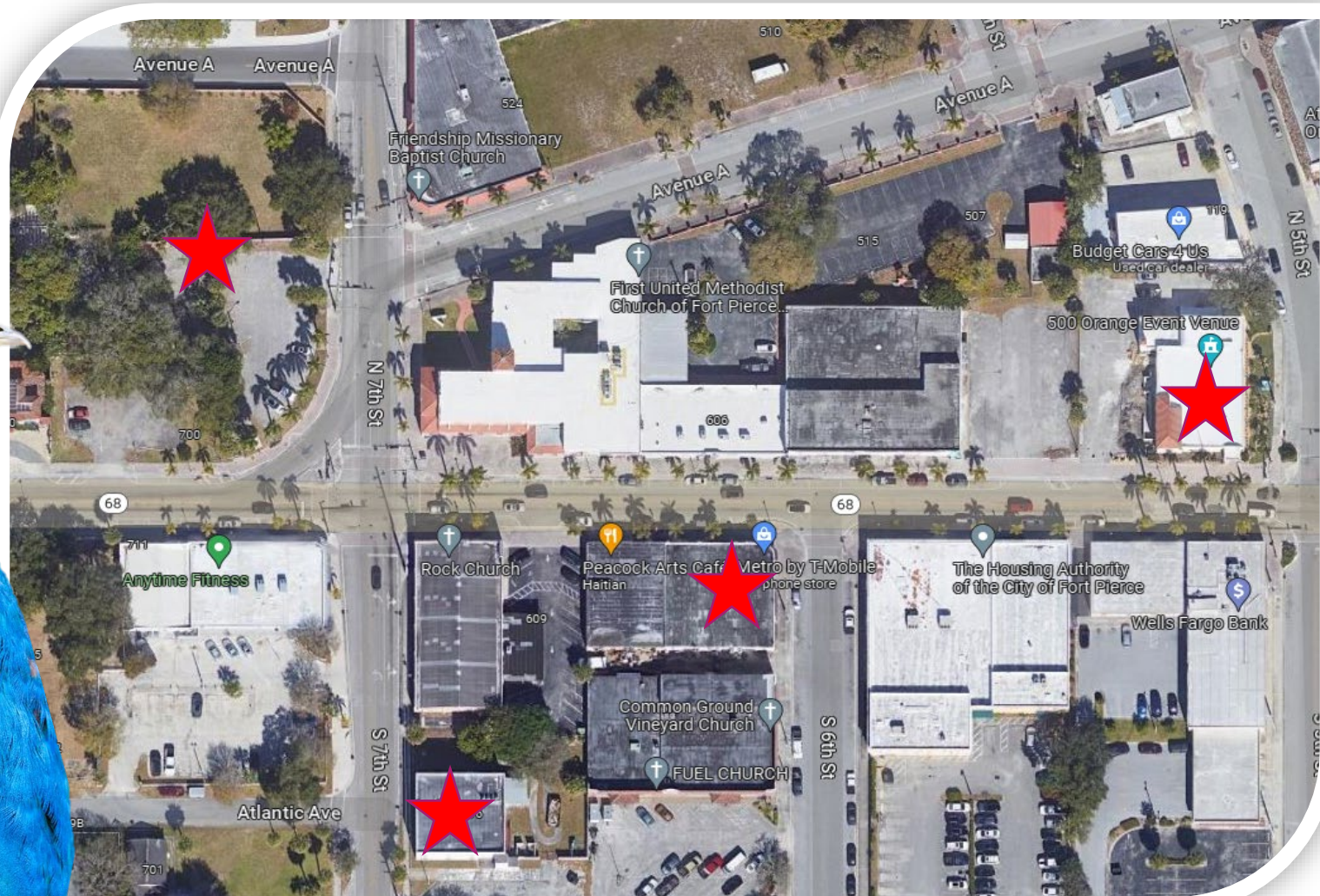
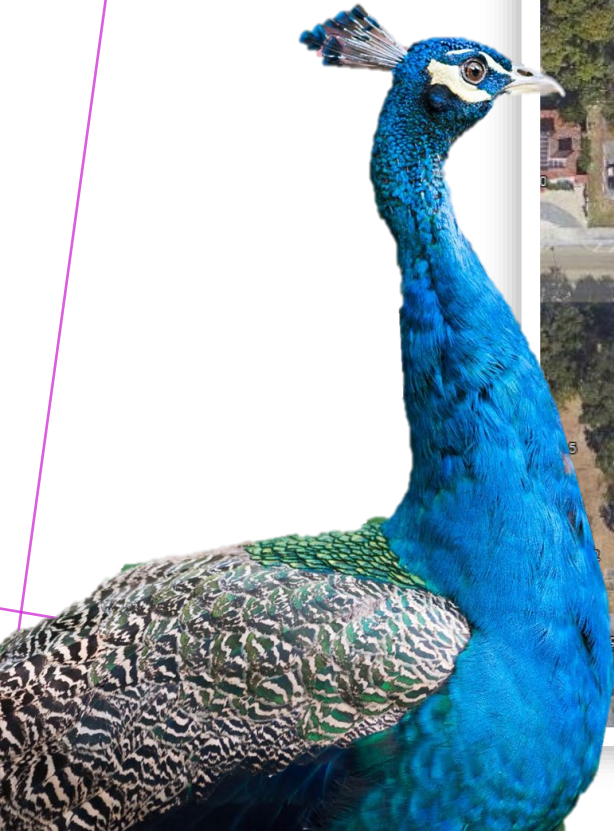
PAD Mural Program Update



PAD MURAL PROGRAM
UPDATE
PRESENTED BY
MARSHA COMMOND, MPA



LOCATION OF MURALS



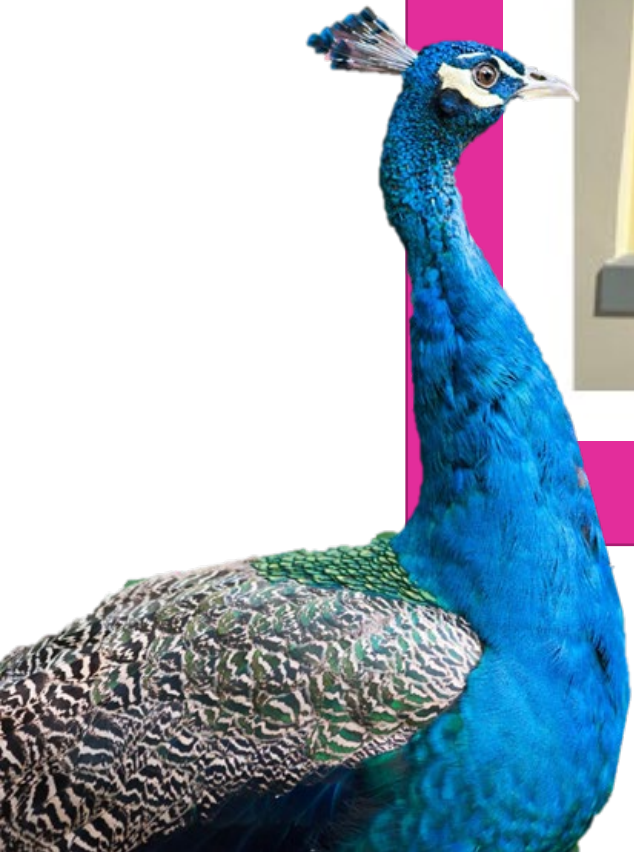
500 ORANGE AVE



500 ORANGE AVE MURAL DESIGNS



By Artist Zoey Bridges





By Artist Nico

605 ORANGE AVE



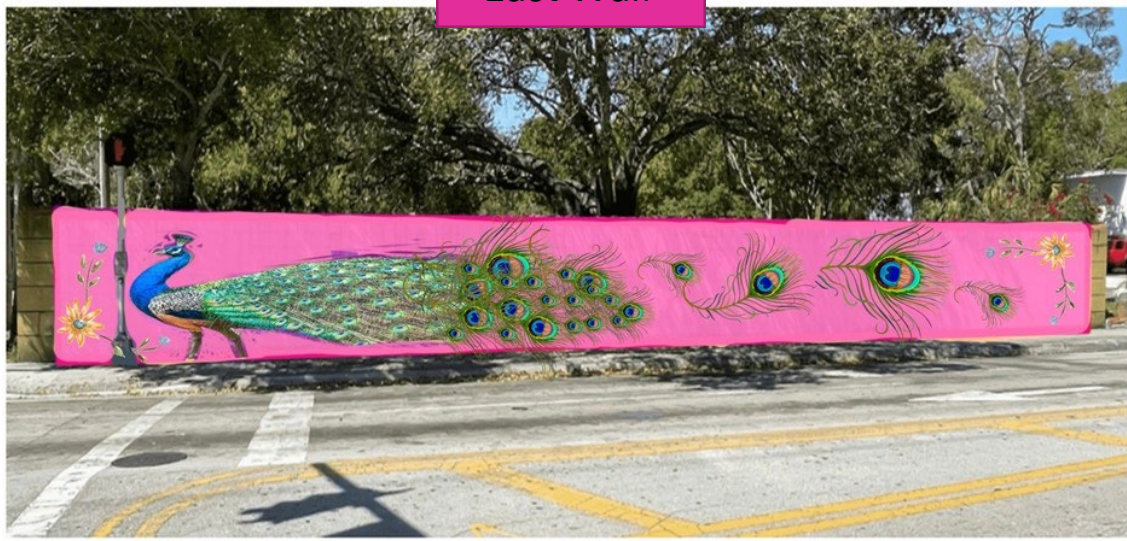
By Artist Samara Ash

616 ATLANTIC AVE

South Wall



East Wall



By Artist Zoey Bridges

710 ORANGE AVE

NEXT STEPS

- June: Approval to execute artist services agreements.
- June – Aug: Implementation of Murals
- Sept: Unveiling





RECOMMENDATION

Approval to execute Artist Services Agreement

QUESTIONS?



CRA Advisory Committee - 3:30 pm

Meeting Date: June 7, 2023

Re: Small Business Development Action Plan

Submitted For: Shyanne Harnage, Economic Development Manager, City Manager

Information

SUBJECT

Small Business Development Action Plan Update

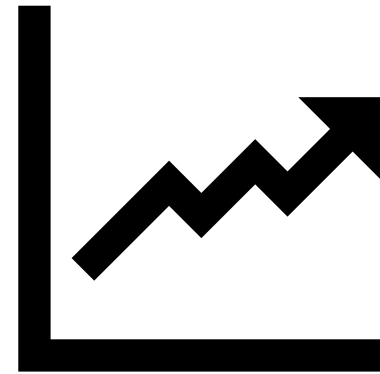
Attachments

Small Business Action Plan Presentation

Small Business Development

Recommendation Action Plan

Presented by Marsha Commond, MPA



2020 FPRA Plan

Reset the Economic Base

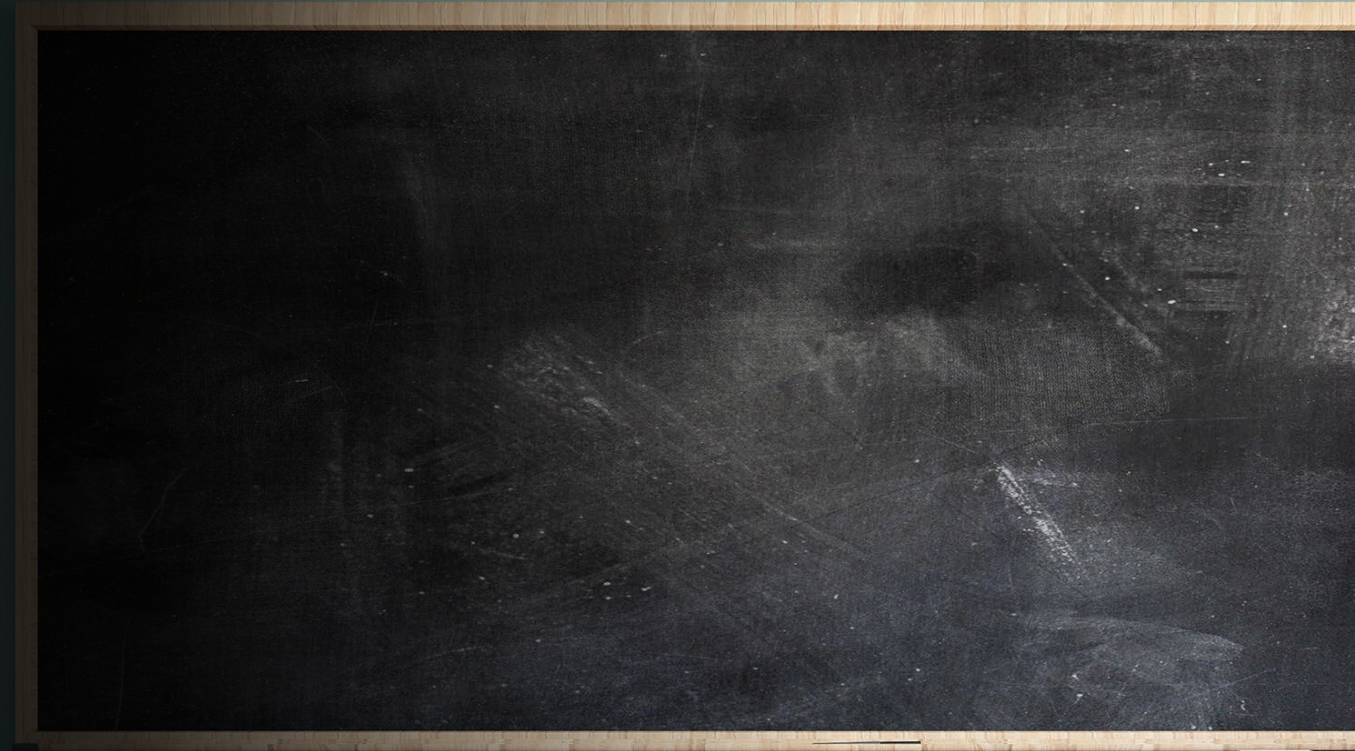
“The FPRA will support the development and growth of local businesses, entrepreneurs, and small businesses within the FPRA through public infrastructure investments and programming.”





Recommendation 1: Small Biz Development Program

- Fort Pierce Small Biz Pathway (Pilot) Program
- 4 Weekly Virtual Sessions, 1.5 - 2hrs each, 20-25 Participants.
- Topics that will be covered:
 - Finding & Keeping the Right People
 - Accessing Financing
 - Seeking Business Support
 - Marketing & Promotion
- Agency Partners: Small Business Development Center, Career Source
- Free Admission
- Reward: Recognition
- Begin Date: August/September 2023
- Agency Cost: None



Recommendation 2: Informational Resources for Doing Business with the City.



“How to Do Business with the City?” Instructional Videos



Four videos covering topics that are explained by city staff:

Becoming a Vendor of the City – Purchasing
The Permitting Process – Building
Zoning and Development – Planning
Business Tax Receipts and Vacation Rental Registration – City Clerk



The video will be available on the city website. It will also be sent to small businesses and business associations.

Recommendation 2a

- Centralize all small business resources into one section of the City website and promote it.
- Example:
 - SBA
 - SBDC
 - Chambers (St. Lucie County, Black Chamber, Haitian Chamber)
 - FP Grants Admin
 - FPRA Grants
 - Incubate Neighborhood
 - State of Florida
 - “How to do business with the City?” videos.



Questions?

