

City of Fort Pierce

2025 STRATEGIC PLAN UPDATE
APRIL 2025 – AUGUST 2025

Presented by:
Richard D. Chess, MBA, City Manager
September 8, 2025



Community & Economic Development



ACTION ITEM

Entrances/Gateways Signage and Landscaping:
Development and Installation

Activities/Milestones	Due Date	Revised Due Date	Status
A. Entrance Signs			
1. Complete FDOT Permitting for Entrance Signs	6/25	9/25	Preliminary design completed.
2. Complete sign fabrication	9/25		
3. Complete Entrance Signs and Lighting Installation	10/25		
B. Entrance Landscape			
1. Complete Entrance Landscape Design	6/25	9/25	Preliminary design completed.
2. Complete Entrance Landscape Project	10/25		



Community & Economic Development



ACTION ITEM

Mural Projects 2025

Activities/Milestones	Due Date	Revised Due Date	Status
A. Peacock Arts District			
1. FPRA DECISION: Artist Agreement and Property Agreement	6/25		Completed
2. Complete mural	8/25		Completed. Mural located at 601 Atlantic Avenue (Project Lift)
B. Downtown			
1. FPRA DECISION: Artist Agreement and Property Agreement	6/25		Completed
2. Complete mural	8/25		Completed. Mural located at 130 N. 2 nd Street (Sailfish)



Community & Economic Development



ACTION ITEM Job Corridor Development: Update Report, Direction and City Actions

Activities/Milestones	Due Date	Revised Due Date	Status
1. Update Report	3/25		Completed
2. Update Report	6/25		Completed
3. WORKSHOP: Development Plan – Phase 1 Presentation, Discussion and Direction on Phase 2	10/25		Completed
4. Development Plan – Phase 2	TBD		



Community & Economic Development



ACTION ITEM

Historic Downtown Development Master Plan Implementation: Marina Park Conceptual Plan, Festival Street Design and Streetscapes

Activities/Milestones	Due Date	Revised Due Date	Status
A. Marina Park Conceptual Plan			
1. FPRA DECISION: Award Contract for Marina Park Conceptual Plan	3/25		Completed
2. Complete Marina Park Conceptual Plan	10/25		
3. FPRA WORKSHOP: Marina Park Conceptual Plan Presentation, Discussion and Direction	11/25		
B. Festival Street (2nd Street) Design (Avenue A to Orange Avenue)			
1. Award Contract for Design	5/25		Completed In progress
2. Complete Design	10/25	2/26	
3. PRESENTATION: Festival Street Design Plan	11/25	2/26	
C. Downtown Streetscape – Sidewalk, Trees			
1. Prepare Final Report	10/25		



Community & Economic Development



ACTION ITEM Western Peninsula: Design and Direction

Activities/Milestones	Due Date	Revised Due Date	Status
1. FPRA: Preliminary Plan Presentation	4/25		Completed

Community & Economic Development



ACTION ITEM

Sunrise Theatre Operations: Private Sector Implementation

Activities/Milestones	Due Date	Revised Due Date	Status
1. Issue RFP	3/25		Completed
2. Evaluate proposals	4/25		Completed
3. DECISION: Award Contract for Sunrise Theatre Operations	5/25	10/25	



Public Works



ACTION ITEM

Comprehensive City Beautification Strategy Action Plan:
Goals/Outcomes, Best Practices, Report with Options, Direction,
Funding and City Actions

Activities/Milestones	Due Date	Revised Due Date	Status
1. WORKSHOP: City Beautification Problems/Issues, Goals/Outcomes	4/25		Completed
2. Research best practices and approaches used by other cities and prepare report	6/25		Completed
3. Prepare budget proposal	6/25		Completed
4. BUDGET WORKSHOP: Report Presentation and Budget FY 25-26 Proposal: Discussion and Direction	7/25		Completed
5. DECISION: Budget FY 25-26 Adoption – Funding	9/25		
6. Develop Action Plan	12/25		



Public Works



ACTION ITEM

Public Facilities Maintenance Plan: Development and Funding

Activities/Milestones	Due Date	Revised Due Date	Status
1. Develop budget proposal	5/25		Completed
2. BUDGET WORKSHOP: Budget FY 25-26 Presentation, Discussion and Direction	7/25		Completed
3. DECISION: Budget FY 25-26 Adoption Funding	9/25		



Community Response



ACTION ITEM

Proactive Property Maintenance Code and Enforcement/
Compliance: Desired Outcomes, Best Practices and
Staffing Report, Direction and Funding

Activities/Milestones	Due Date	Revised Due Date	Status
A. Code Enforcement/Compliance			
1. Complete staff hiring	3/25		Completed
2. Develop Marketing Campaign to inform businesses and residents	4/25	10/25	
3. Complete staff training	5/25	10/25	Discontinued. Position removed from budget.
4. Complete securing administrative support	5/25		
5. EVALUATION REPORT: Update on Progress, Status and Future Plans	12/25		
B. Nuisance Abatement Vendors Implementation			
1. Complete legal review	2/25		Completed
2. DECISION: Contract Award	3/25	9/25	
3. Initiate implementation	4/25	9/25	



Community Response



ACTION ITEM

Animal Adoption Center Implementation: Voucher Program and Business Plan

Activities/Milestones	Due Date	Revised Due Date	Status
1. Prepare Implementation Business Plan	3/25		Completed
2. City Manager Review and Acceptance Implementation Business Plan	4/25		Completed. Pending acceptance by City Manager.
3. Complete rewrite Voucher Program Resolution	6/25	9/25	
4. DECISION: Voucher Program Resolution	7/25	10/25	



City Manager



ACTION ITEM City-Owned Properties: Update Report, Direction and City Actions

Activities/Milestones	Due Date	Revised Due Date	Status
1. Prepare budget proposal for Property/Leasing Management, including potential position	5/25		Completed
2. BUDGET WORKSHOP: Budget FY 25-26 Discussion and Direction	7/25		Completed. Property /Leasing Management will be the responsibility of the new Deputy City Manager.
3. DECISION: Budget FY 25-26 Adoption and Funding	9/25		
4. Onboard position	12/25		



City Manager

ACTION ITEM

Community Listening Action Plan: Listening Community Meetings, Going into the Community as a City Commission, Getting invitations from the Community

Activities/Milestones	Due Date	Revised Due Date	Status
1. WORKSHOP: Community Listening Action Plan	5/25		Completed. Presented at May 12, 2025 Commission meeting.



City Manager

ACTION ITEM

Little Jim Bait and Tackle Operations: RFP and Direction

Activities/Milestones	Due Date	Revised Due Date	Status
1. Issue RFP	2/25		Completed
2. Evaluate proposals	4/25	9/25	
3. Award Contract	6/25	10/25	



City Manager



ACTION ITEM

Homeless/Unhoused Residents Strategy: Report from Joint Homeless Task Force

Activities/Milestones	Due Date	Revised Due Date	Status
1. REPORT: St. Lucie Homeless Task Force Chair	4/25	10/25	City Manager met with Treasure Coast Homeless Services Council and New Horizons.



ACTION ITEM

City Manager Hiring: Selection and Onboarding

Activities/Milestones	Due Date	Revised Due Date	Status
1. Interviews	2/25		Completed
2. DECISION: Next City Manager	2/25		Completed
3. DECISION: New City Manager Contract	3/25		Completed



ACTION ITEM

Comprehensive Ordinance Review, Update and Completion

Activities/Milestones	Due Date	Revised Due Date	Status
1. DECISION: Award Contract for Drafting Noise Ordinance	2/25		Completed
2. DECISION: Purchasing Ordinance Adoption	3/25	10/25	
3. DECISION: Waterways Ordinances Adoption	9/25		
4. DECISION: Noise Ordinance Adoption	7/26		

Withdrawn. There is no ordinance for the City to adopt, as that responsibility lies with the County. The City's role was to approve an Interlocal Agreement and a Resolution, which was completed on July 21, 2025.



ACTION ITEM Community Safety Next Steps: Report with Options, Direction and Funding (including SWAT Team, Drug Task Force, Gang Task Force, Gun Violence Reduction, etc.)

Activities/Milestones	Due Date	Revised Due Date	Status
1. Develop budget proposal	5/25		Completed
2. BUDGET WORKSHOP: Budget FY 25-26 Presentation, Discussion and Direction	7/25		Completed
3. DECISION: Budget FY 25-26 Adoption and Funding	9/25		



Deputy City Manager

ACTION ITEM

Technology Upgrades: Next Steps and Funding

Activities/Milestones	Due Date	Revised Due Date	Status
1. Develop budget proposal	5/25		Completed
2. BUDGET WORKSHOP: Budget FY 25-26 Presentation, Discussion and Direction	7/25		Completed
3. DECISION: Budget FY 25-26 Adoption and Funding	9/25		



Deputy City Manager

ACTION ITEM

Management Succession Plan and Preparedness: Update Report and Next Steps

Activities/Milestones	Due Date	Revised Due Date	Status
1. Prepare presentation	4/25	8/25	Completed 8/25.
2. PRESENTATION: Overview	5/25	10/25	Will be scheduled for Commission day meeting in October 2025.



Deputy City Manager

ACTION ITEM

Tyler Munis Program Implementation: Next Steps

Activities/Milestones	Due Date	Revised Due Date	Status
1. Launch Closeout EAM – Public Works	7/25	11/24	Completed November 2024.
2. Launch Parks and Recreation	11/25		



Deputy City Manager



ACTION ITEM

Youth Recreational Programs and Activities Expansion:
Needs, Report with Options, Direction and City Role/Actions

Activities/Milestones	Due Date	Revised Due Date	Status
1. Develop budget proposal	5/25		Completed
2. BUDGET WORKSHOP: Budget FY 25-26 Presentation, Discussion and Direction	7/25		Completed
3. DECISION: Budget FY 25-26 Adoption and Funding	9/25		



Deputy City Manager

ACTION ITEM

Community Brand/Marketing Strategy and Action Plan:
Outcomes, Best Practices, Report with Options, Direction
and City Actions

Activities/Milestones	Due Date	Revised Due Date	Status
1. Develop budget proposal	5/25		Completed
2. BUDGET WORKSHOP: Budget FY 25-26 Presentation, Discussion and Direction	7/25		Completed
3. DECISION: Budget FY 25-26 Adoption and Funding	9/25		



Deputy City Manager

ACTION ITEM

Social Media Policy and Expansion: Review, Best Practices, Report with Options, Direction and City Actions

Activities/Milestones	Due Date	Revised Due Date	Status
1. Finalize Social Media Policy Draft	7/25	10/25	
2. PRESENTATION: Share Social Media Policy	8/25	10/25	



Director of Utilities

ACTION ITEM Wastewater Treatment Plant Relocation: Update Report and Next Steps

Activities/Milestones	Due Date	Revised Due Date	Status
1. 50%			Completed
2. UPDATE REPORT	4/25		Completed. The project is on schedule for December 2025 commissioning and ribbon cutting.
3. Complete 100% Operation	12/25		The plant is expected to be operational by December 2025 with 1 MGD of the normal 5 MGD flow. It will take a few years to be 100% operational before decommissioning the island plant.
4. Complete Demotion	12/27		Demolition of island plant will be after 100% conveyance system is completed to include the final step of installing a lift station near the base of bridge to take flow from island to Lift Station A. The site has been soil tested and determined to be a clean site (green field).
5. Turnover to City	2028		



Planning Director/City Attorney



ACTION ITEM

King’s Landing Development – Private Development Overview Amendment to Development Agreement (Developer-Driven)

Activities/Milestones	Due Date	Revised Due Date	Status
1. DEVELOPER UPDATE	2/25		Completed by City Attorney
2. Notification: Purchase and Sale Agreement	4/25		Completed by City Attorney
3. DECISION: Development Agreement	3/25	9/25	In progress by City Attorney
4. Receive Site Plan	3/25		Completed by Planning Director
5. TRC: Site Plan Review	4/25		Completed by Planning Director
6. Planning Board: Site Plan Review	5/25		Completed by Planning Director
7. Historic Preservation Board: Review	5/25		Completed by Planning Director
8. DECISION: Site Plan Approval	6/25	9/25	In progress by Planning Director



ACTION ITEM

Purchasing Policies and Processes: Comprehensive Evaluation, Best Practices, Report with Options and Recommendations, Directions and Implementation

Activities/Milestones	Due Date	Revised Due Date	Status
1. Complete policies and procedures with consultant	4/25	10/25	Policies and procedures will be updated once the Purchasing Code is approved. The Code will be presented to the City Commission at the 9/22/25 meeting.
2. Develop Implementation Plan	9/25	10/25	



Future/Pending Action Items

CITY MANAGER

- Streamlining City Processes Presentation (Due 1/26)
- Cobb's Landing Direction (Due 1/26)

DEPUTY CITY MANAGER

- Remote/Flexible Working Hours Report – Pending City Manager's policy discussion with City Commission
- Budget Proposal for Swimming Grants Program (Due TBD)
- Proactive City/Community Communications Staffing Strategy (Due TBD)

CITY COMMISSION

- Transfer "One Fort Pierce" Community to the City (Due TBD)

PLANNING

- Landscape Code: Revision – Pending review of new state code
- Comprehensive Plan Update Elements Review Presentation (Due 10/25)
- Complete "Economic Development Element" in Comp Plan (Due 11/25)
- Annexations Actions Strategy Framework Presentation (Due 11/25)
- Port Redevelopment: Rezoning Presentation (Due 11/25)
- Draft Residential Design Catalog (Due 11/25)
- Law Enforcement Impact Fees Adoption (Due 1/26)
- Agricultural Zoning Ordinance Amendment TRC Review (Due 2/26)

MARINA MANAGER

- Design & Permitting Contract Award for Marina Expansion (Due 1/26)

ENGINEERING

- Complete Street Condition Re-Evaluation (Due 11/25)
- Complete Design for 13th Street Improvements (Due 8/26)

