

*Welcome to*

# HUTCHINSON ISLAND

A FLORIDA TREASURE





# Is Our Greatest Asset About To Go Away?

# What's In A Name?

100 Years Of Progress



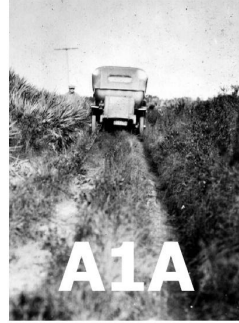
Florida's  
HUTCHINSON ISLAND



# 1920s

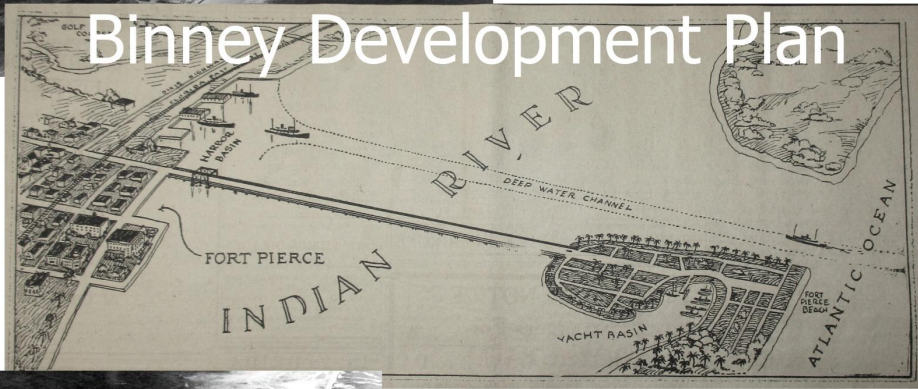
*Limited Facilities for People*

Inlet 1921



A1A

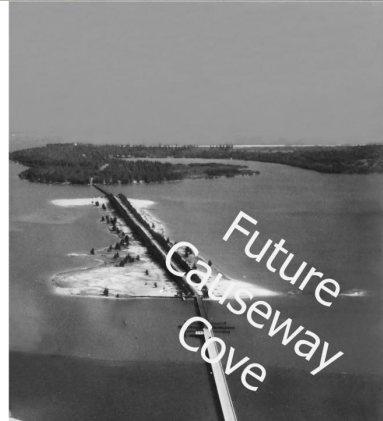
Binney Development Plan



Casino - only building on Island



Future Causeway Cove



# History

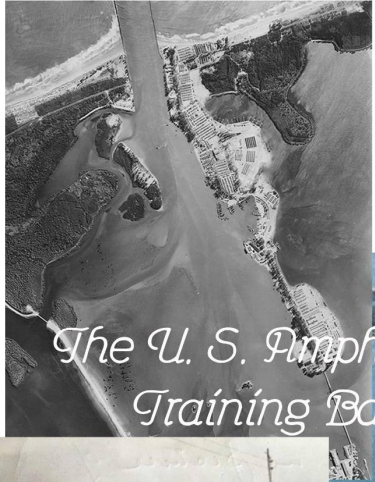
- Early Years

CELEBRATING

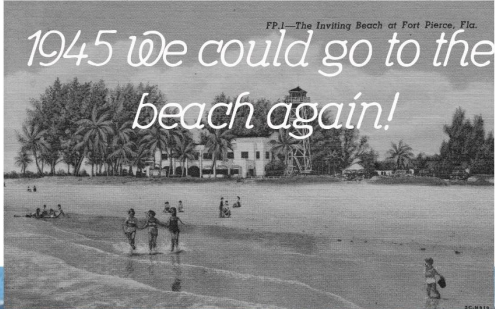


# 1940s and 50s

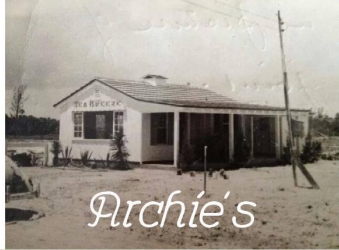
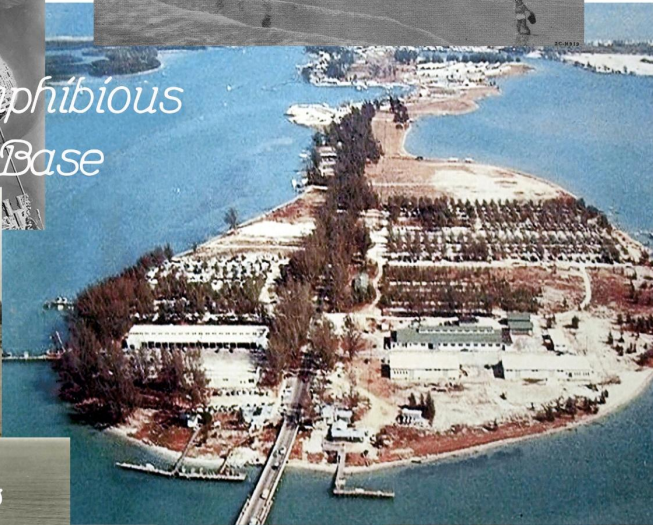
## *Military to Civilian Presence*



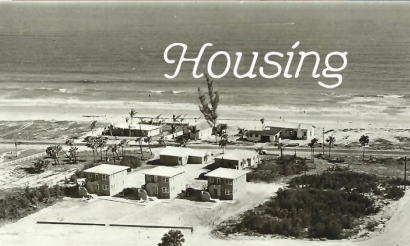
*The U. S. Amphibious Training Base*



*1945 We could go to the beach again!*



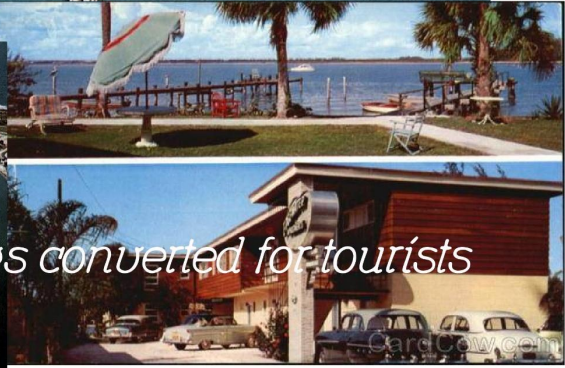
*Archie's*



*Housing*



*Naval Buildings converted for tourists*

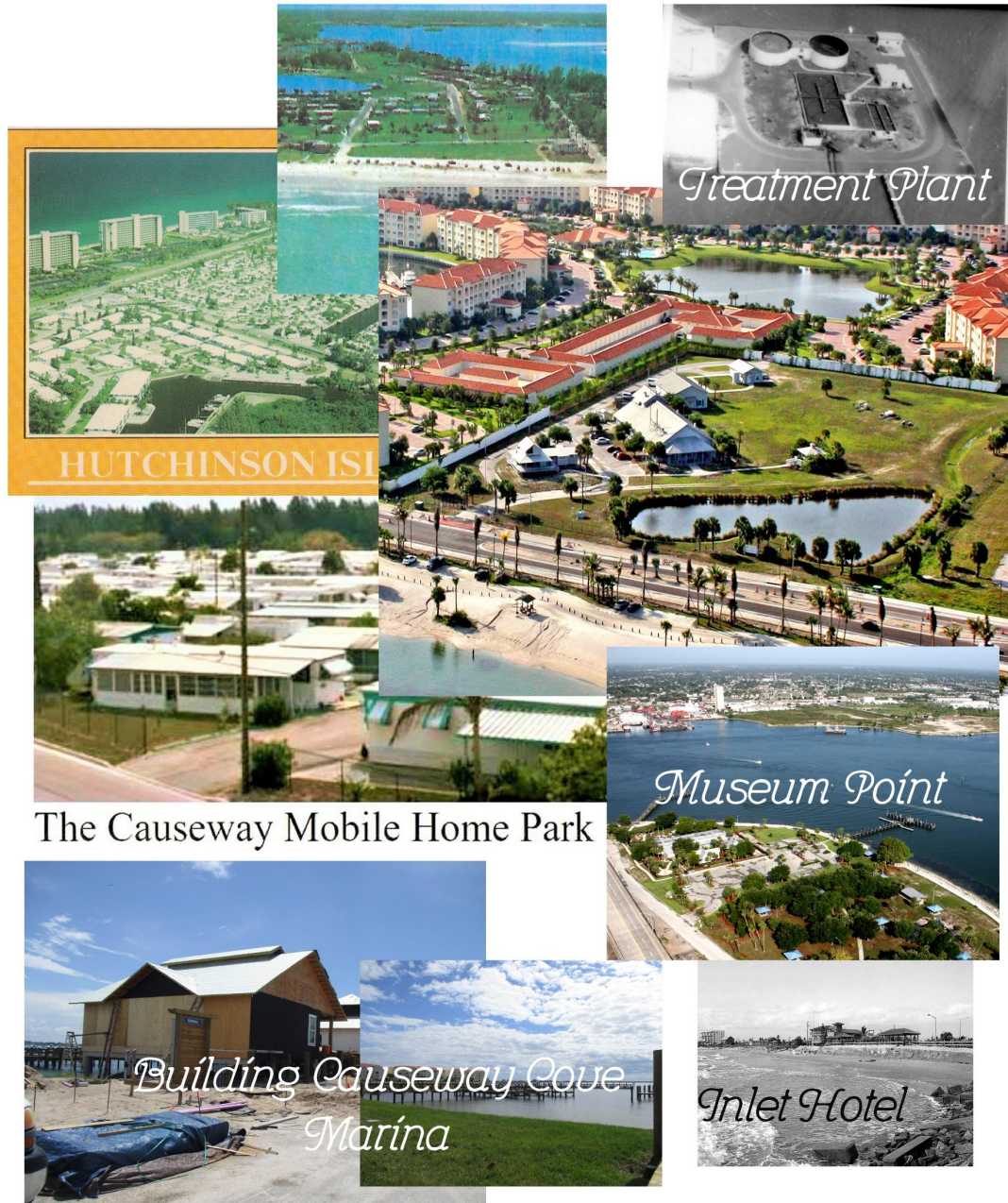


# History

- Early Years
- Military



# The 2000s New Opportunities



# History

- Early Years
- Military
- The 2000's



Credit for History section goes to Historian Jeanelle Wilson

# Problem



“If our community does not act, we may lose a valuable asset. We must reclaim the name Hutchinson Island. Much like Captiva, Amelia Island and Sanibel Island are part of their community, Hutchinson Island belongs here to bring jobs, tourism, and prosperity to Fort Pierce.”



Jensen Beach FL  
Hutchinson Island



Jensen Beach  
Hutchinson Island

Greetings from  
**Hutchinson Island Florida**



# Lost Identity

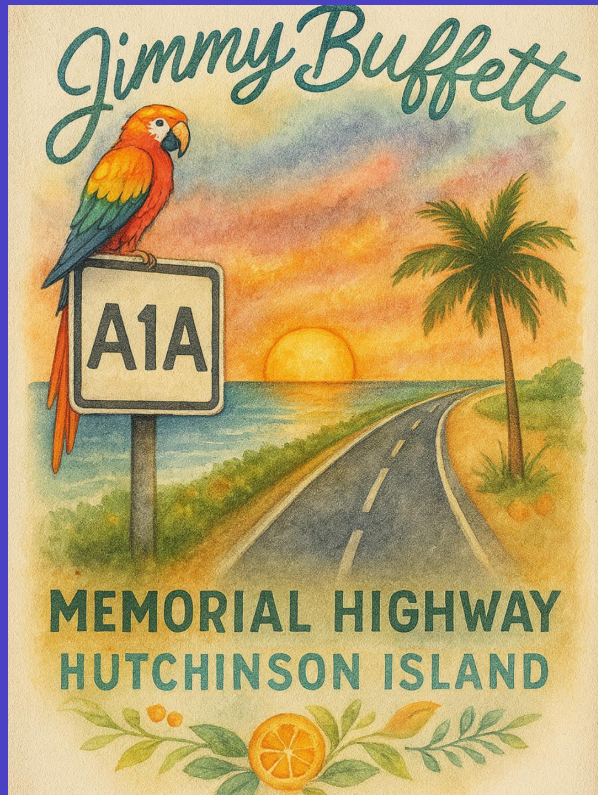
*"Hutchinson Island is being marketed as Jensen Beach, Martin County"*

- Martin County
- Jensen Beach
- Tourism Promotions
- Stuart
- Google Maps



# Visitors are Being Sent Elsewhere!

- Martin County Hutchinson Island welcome sign
- Where to shop on Hutchinson Island. Not here!
- Visit Florida Tourism promotes Hutchinson Island Martin
- Google Maps, Yelp and online sources identify Hutchinson Island as Martin County.



# Welcome To *Hutchinson Island, FL*



## *Hutchinson Island Committee*

1013 Seaway Dr. Box 121  
Hutchinson Island, FL 34949  
772-242-7263 (SAND)

FortPierce34949@gmail.com  
www.34949. Org

Community Organization  
Transportation Plan  
Tourism and Promotion  
Role of Government

What Does This  
Mean?

First. What it is  
Not!!!



**It is NOT A New Town!!!**  
**It requires NO New Taxes!!!**  
**It requires NO New Services!!!**  
**It Does Nor Require City Approval!!!**

# Florida Island Destinations



1.

## **Hutchinson Island (St. Lucie County)**

Status: Unincorporated barrier island. Identity: Despite no unified government, it's known for its beaches, sea turtle nesting, and vacation rentals. Businesses and real estate agents often market it with consistent branding, especially highlighting "North" and "South" Hutchinson Island.

2.

## **Siesta Key (Sarasota County)**

Status: Unincorporated. Identity: Globally known for its white quartz beaches and vibrant village area. Local organizations and tourism boards promote Siesta Key as if it were a standalone resort town. Note: There have been unsuccessful efforts to incorporate it as a city.

3.

## **Captiva Island (Lee County)**

Status: Unincorporated. Identity: Shares a school and fire district with neighboring Sanibel, but maintains its own resort-style image and civic associations. It has its own post office and is often branded distinctly from Sanibel.

4.

## **Santa Rosa Island (Pensacola Beach/Navarre Beach)**

Status: Unincorporated, federally owned but leased to Escambia and Santa Rosa Counties.

Identity: Pensacola Beach and Navarre Beach operate with separate branding and tourism strategies even though they're not incorporated.

5.

## **Amelia Island (Fernandina Beach)**

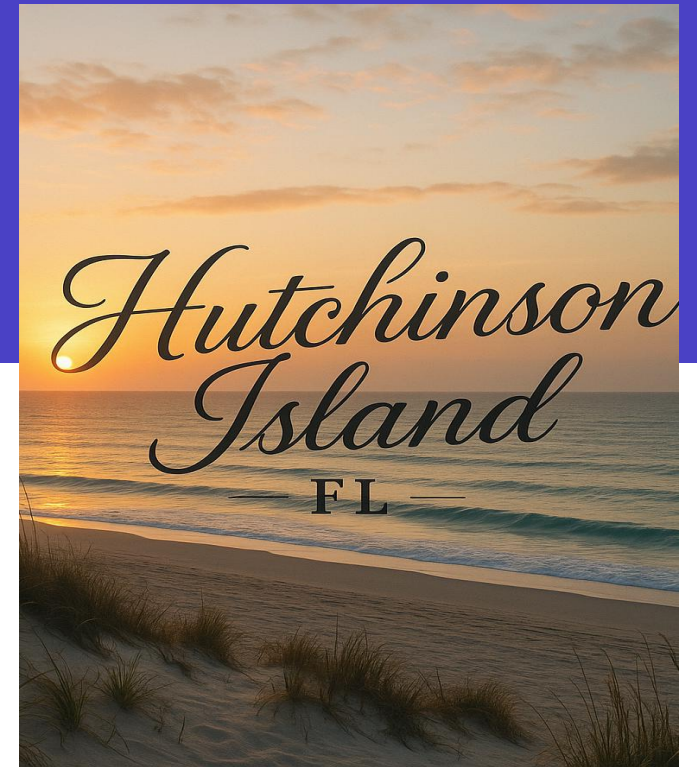
Status: Unincorporated, series of resort communities near Fernandina Beach in Northern Florida.

# Community Organizations

We are the new “Hutchinson Island Organization Committee.” We are a privately funded non-governmental association. The Hutchinson Island Organization Committee” has a mission to establish and protect the historic identity of Hutchinson Island in Fort Pierce.

We will be asking others to join our core group working to implement a plan beginning January 1, 2026. By 2030 We will:

- **Permanently establish Hutchinson Island as a Fort Pierce destination.**
  - **Adopt an Association to represent businesses.**
  - **Coordinate with civic groups such as the South Beach Association, the Jaycee Project, and Protect Our Waterways.**
  - **Promote community activities and information.**



*Hutchinson Island*  
*Committee*

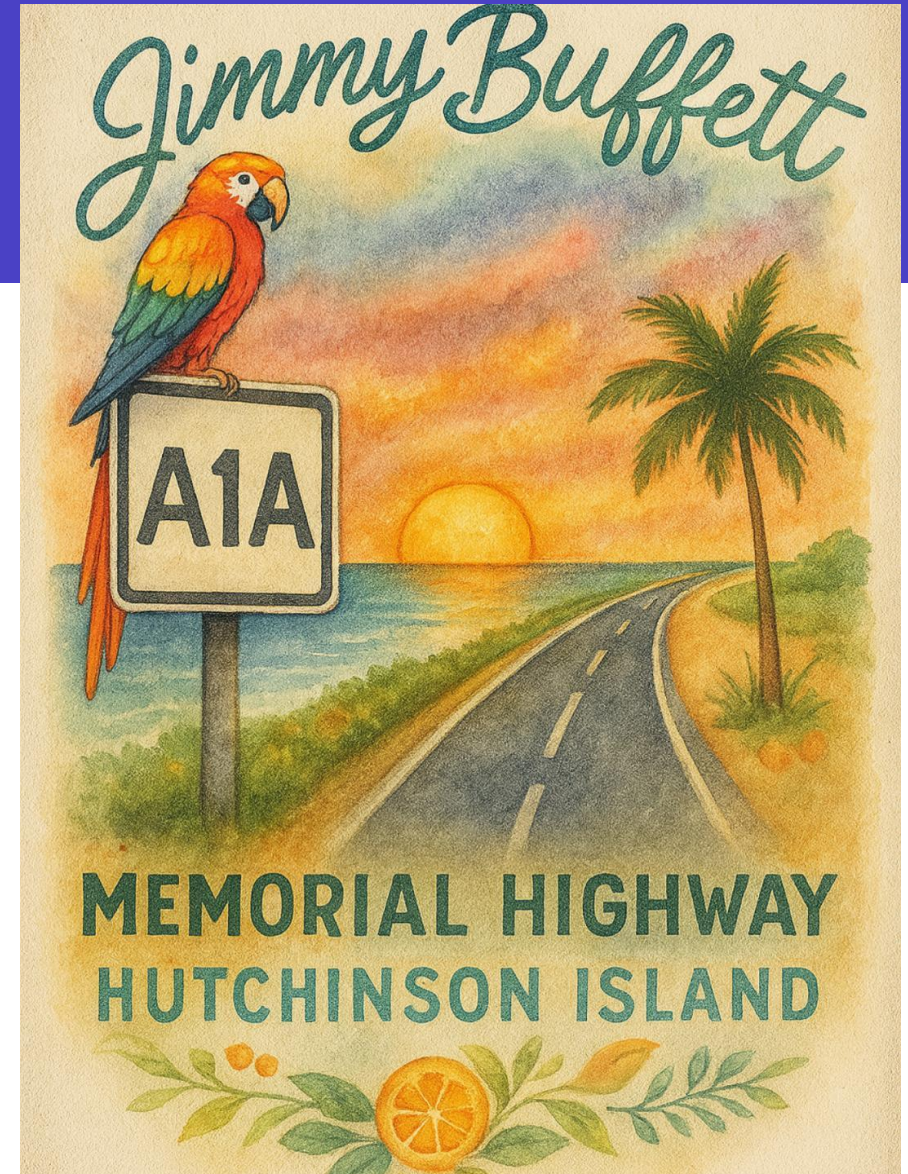
FortPierce34949@gmail.com  
www.34949.Org

# Business Organizations

There are 183 businesses licensed on the barrier island operating within the 34949 Zip Code.

The Hutchinson Island Business Association will represent the interest of the Hutchinson Island professional and business community.

A member of this committee will coordinate and City departments and enhance the efforts of the St. Lucie Chamber of Commerce, Tourist Development Council, and County Economic Development



# Preserving our Ft. Pierce Heritage



Fort Pierce 34949

Fort Pierce Inlet

Fort Pierce Jetty

Binney Connection

Cultural Connection via Events

Preserve Fort Pierce History



REDEVELOP

REVITALIZING  
FORT PIERCE



TO FIND MORE  
INFORMATION ON  
AVAILABLE PROGRAMS  
SCAN THE QR CODE



Restore Neighborhoods



Foster Arts & Culture



Re-Set the Economic Base

# City Improvements

Millions in revenues for the City of Fort Pierce

Customers for shops and restaurants

Guests for parks and hotels

Shopping Downtown

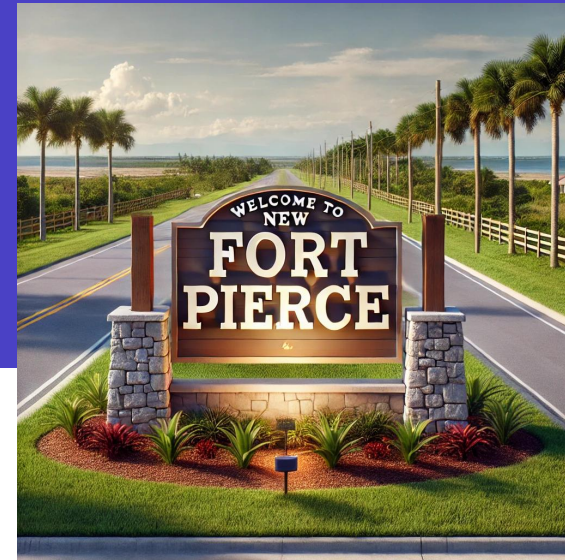
1,000 + Jobs for the next generation



# Transportation



# Orange Avenue Corridor



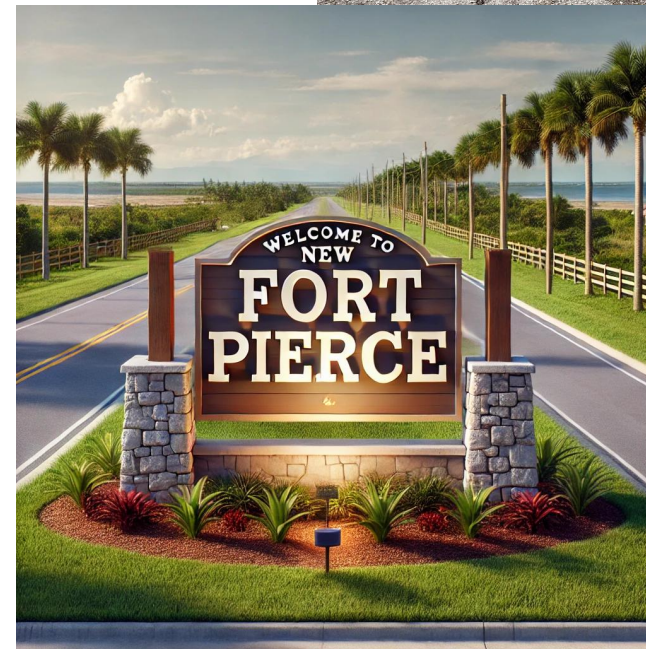
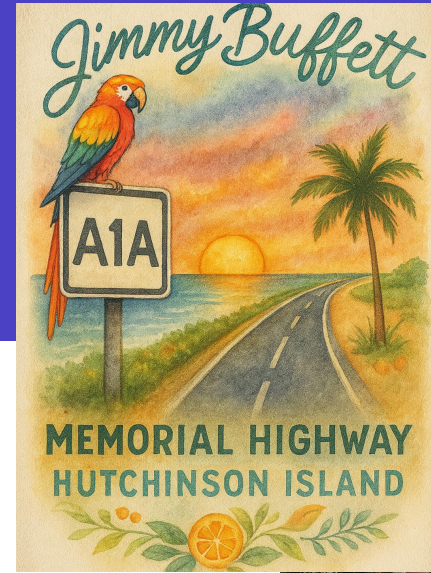
For many years public and private concerns have worked on providing a safe, convenient, and attractive route from I-95 and the Turnpike into Fort Pierce and on to Hutchinson Island. That work will continue. Routes discussed are:

- **Orange Avenue**
- **Okeechobee Road**
- **Virginia Avenue**
- **Juanita Ave.**

# Signage

Attractive signage will help welcome visitors.

The Committee would welcome the Cities assistance in locating signs including a request to the Florida Department of Transportation and other jurisdictions for I 95 and Turnpike signage identifying “Hutchinson Island Next Exit”.



# Tourism



# Advertising and Promotions

Tourism Information

Signature Annual Event

Shows, Concerts, Festivals

Family Fun and Sand



Did you know you can view live beach cams through Visit St. Lucie's website? Check it out at [visitstlucie.com/live-web-cams/](https://visitstlucie.com/live-web-cams/) to see what is happening on the water today!



# Events

An annual signature event is to be established to recognize “Island Living”

Suggestions Include:

Jimmy Buffett Music Festival

Kite Surfing by Red Bull

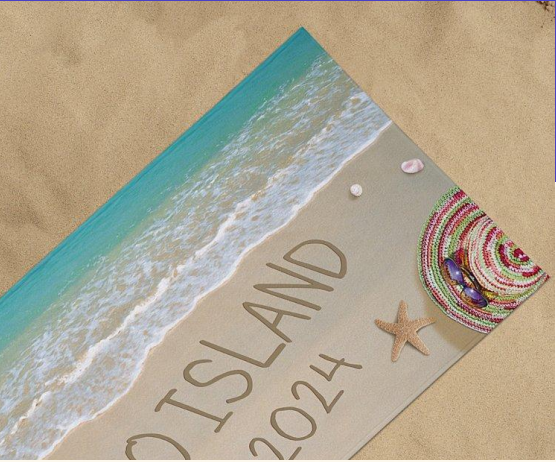
Fishing Tournament

Hydrofoil Boat Race

Island Days: “Bahamas without a Passport”



# Merchandising



Advertising-Merchandise-Events-Promotions

# News and Information

**34949 NEWS**

Serving Hutchinson Island Florida

Publishing

Social Media

Government Resources

Resident Communications



**LIVE Beach Cams**

LETTY • INLET • BIRCH BEACH • SURF • MARINA



**FUN FACT FRIDAY**

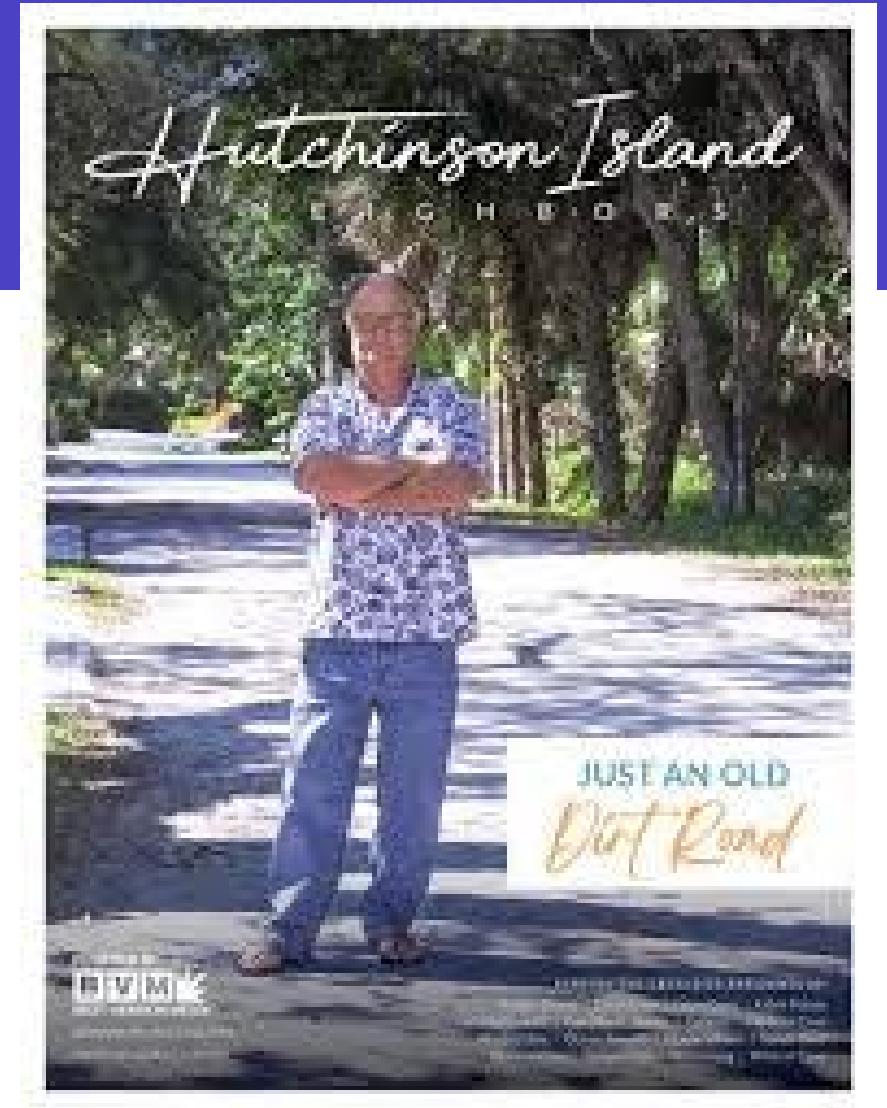
Did you know you can view live beach cams through Visit St. Lucie's website? Check it out at [visitstlucie.com/live-web-cams/](https://visitstlucie.com/live-web-cams/) to see what is happening on the water today!



Michelle Franklin, CFA  
St. Lucie County  
Property Appraiser

Hi

TextStudio





**What Have We Done So Far?**

**HutchinsonIsland  
Development.com**

Real Estate

*Hutchinson Island  
Committee*

Box 1013-121 Seaway Dr.  
Hutchinson Island Fl, 34949

[www.34949.org](http://www.34949.org)

[visithutchinsonisland@gmail.com](mailto:visithutchinsonisland@gmail.com)

772-242-7263 (SAND)

**VisitHutchinson  
Island.net**

Tourism

**34949NEWS.com**

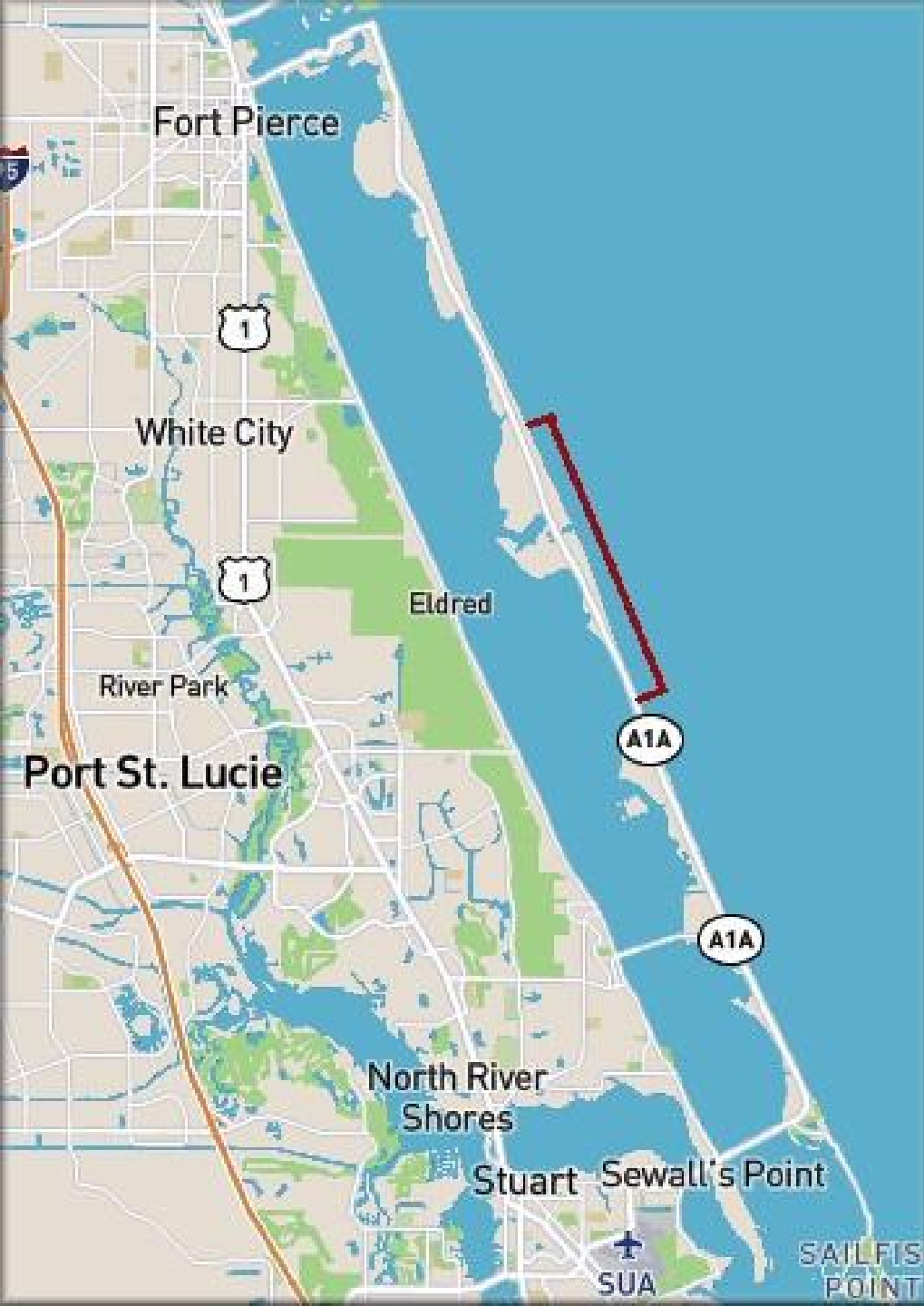
Publishing

**MyHutchinson  
Island.com**

Resident Community  
Affairs Portal

**TheHutchinson  
IslandStore.com**

Merchandising



# Post Office Designation

## *USPS Zip Code*

***“ The Hutchinson Island Committee has met with postal Officials. The use of Hutchinson Island 34949 or Hutchinson Is. 34949 are approved options when addressing mail to all of zip code 34949.”***

- Hutchinson Island FI 34949

Any letter or package in 34949 Zip Code from the Indian River County Line to the Martin County line may use Hutchinson Island as its address.

- Ocean Breeze 34957

Any Letter or package to the Martin side of the county line but located on Hutchinson may NOT be delivered if addressed Hutchinson Island. Instead, the Martin portion must be addressed to Ocean Breeze.



1013 Seaway Dr. 34949  
772-295-7225

# Announcing Hutchinson Islands 1st Post Office. Open Now!

***Hutchinson Island Fl 34949 + Pak and Ship  
Service***

Post Office Box Rental

Stamps

Post Office Package Service

FEDEX and UPS Ground

Amazon Return



1013 Seaway Dr. 34949  
772-295-7225

# Postal Delivery to Residents and Businesses

*Name of Person or Business*

*Street Address and Number*

*Hutchinson Island Fl 34949*

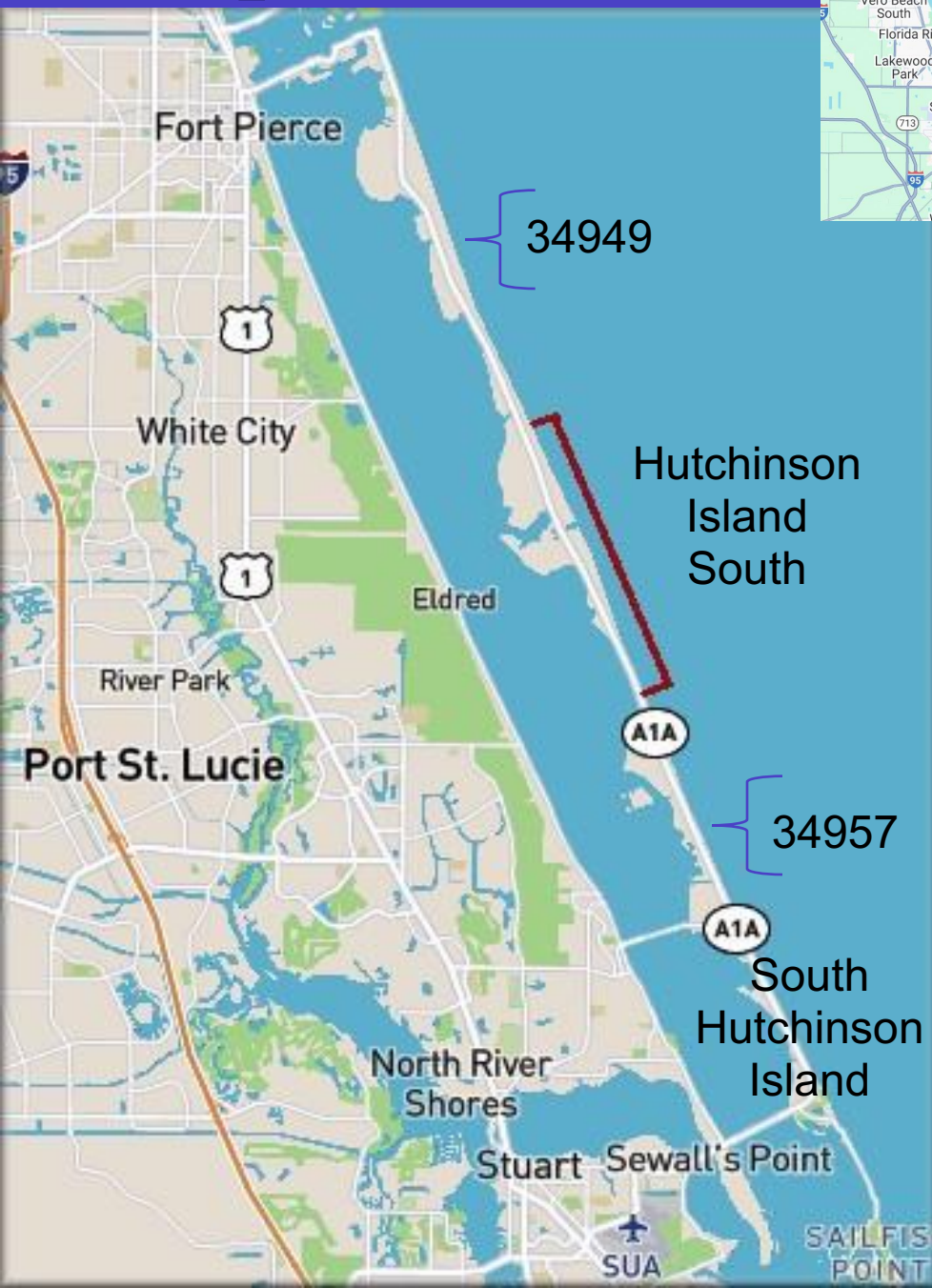
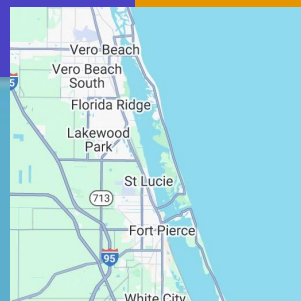
# Postal Delivery to Post Office Boxes

*Name of Person or Business*

*1013 Seaway Drive Suite #xxx*

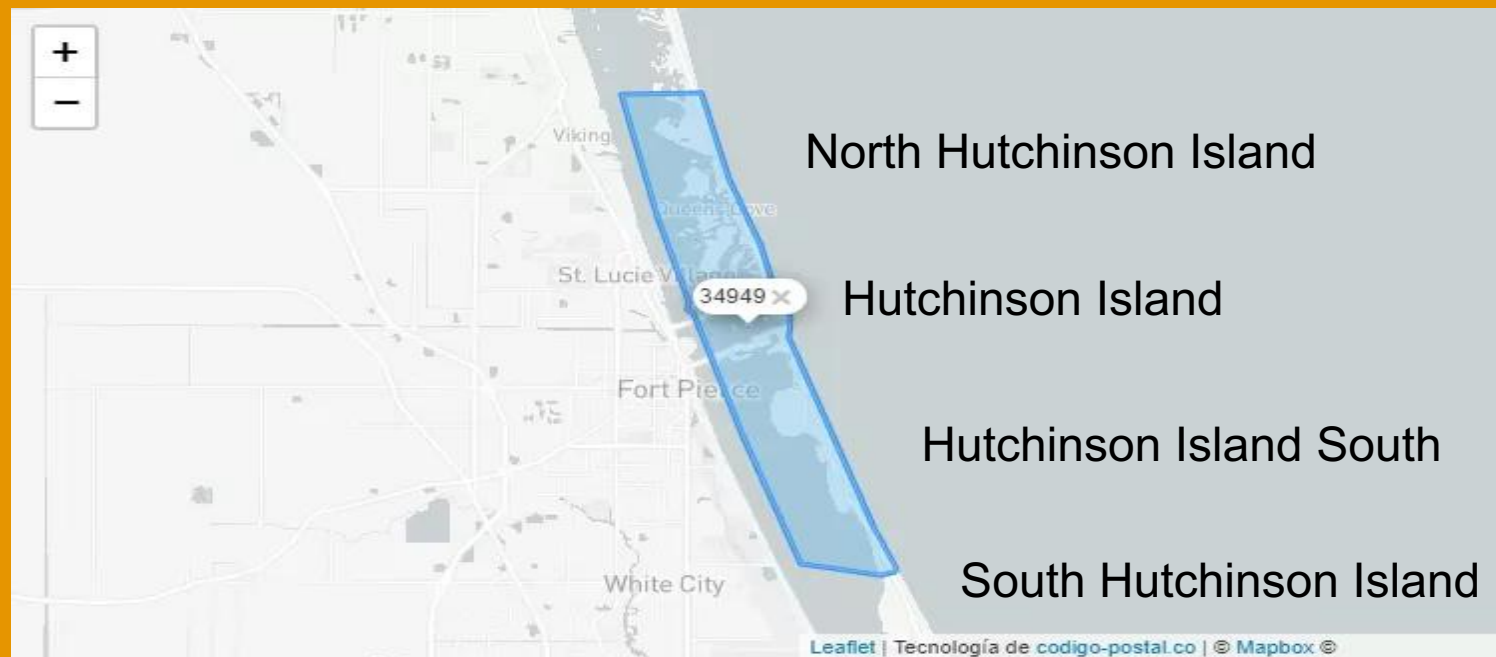
*Hutchinson Island Fl 34949*

↑ North Hutchinson Island

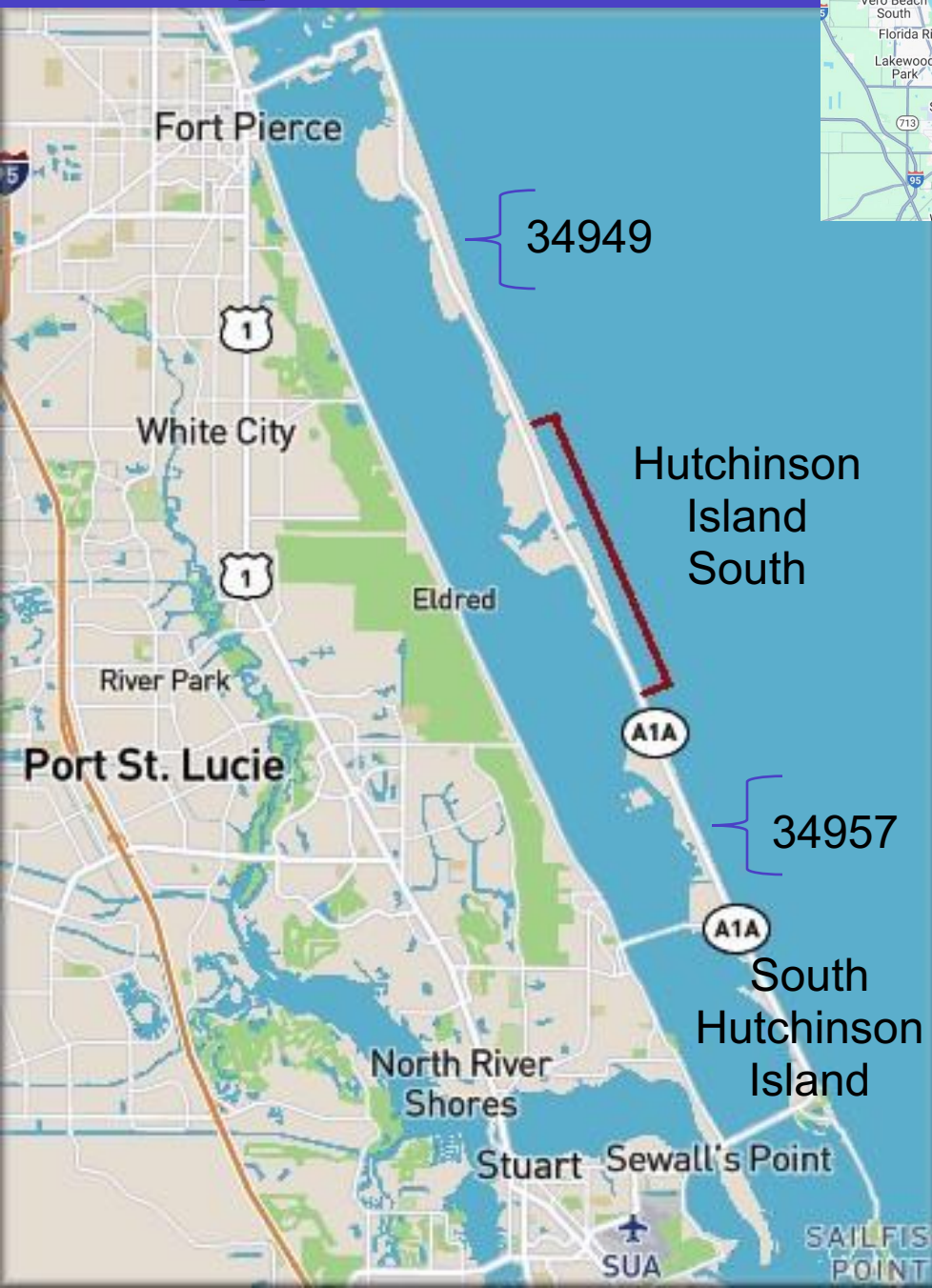
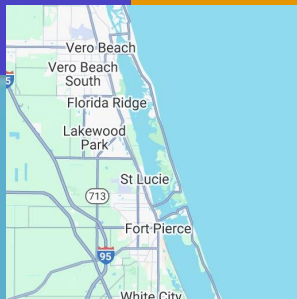


# U.S. Census Designated

- North Hutchinson Island
- Hutchinson Island South
  - Lakewood Park
  - North Ft. Pierce
  - St. Lucie Village
  - White City

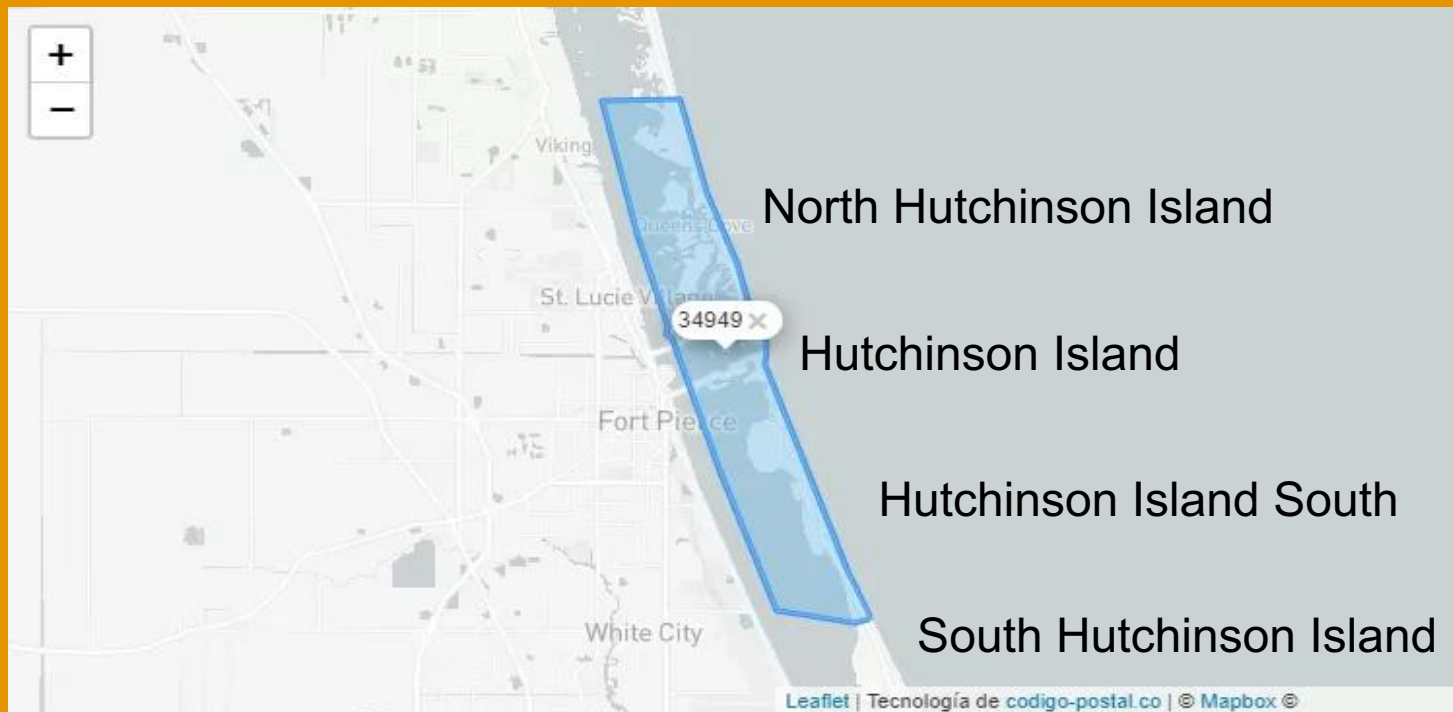


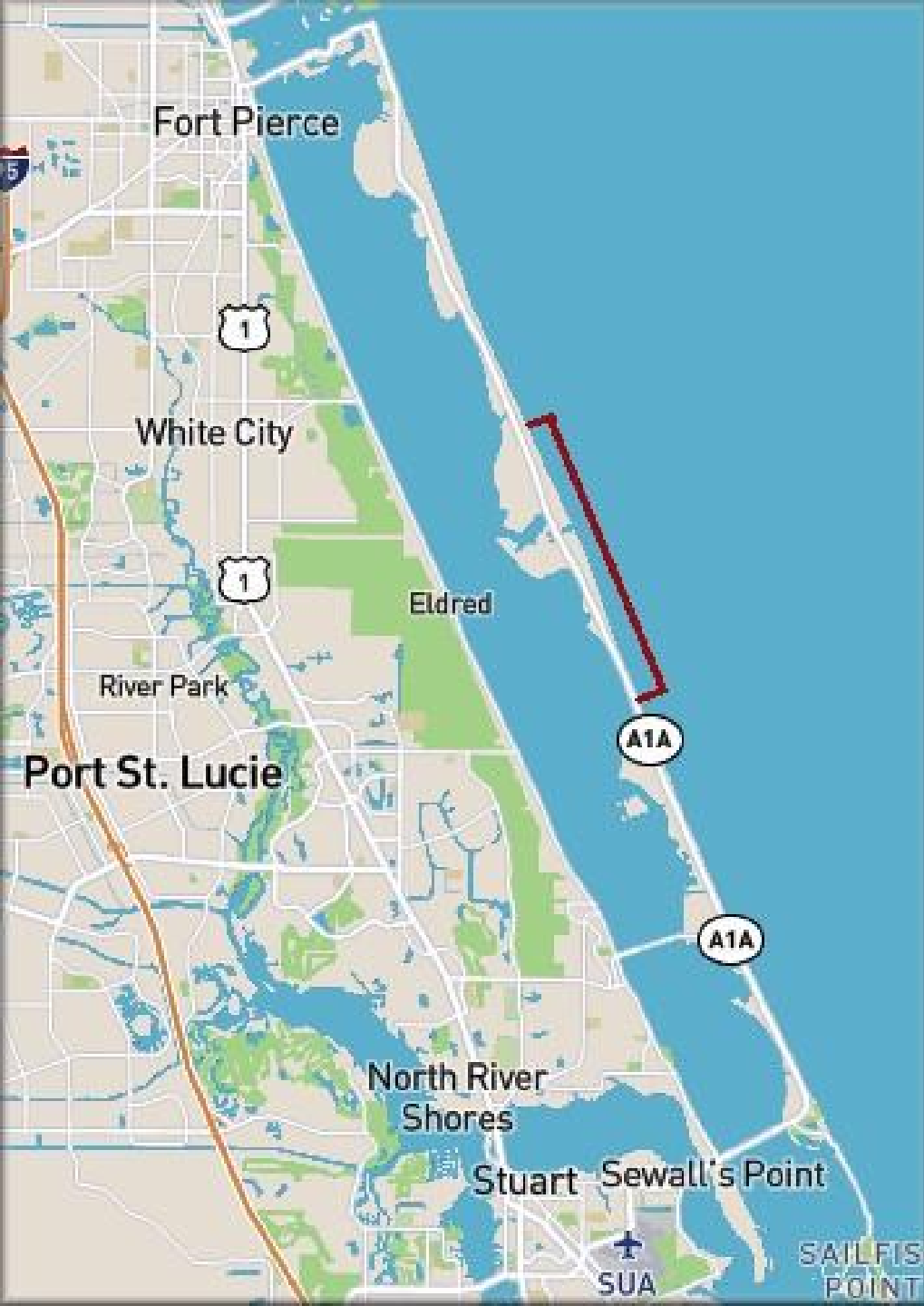
# ↑ North Hutchinson Island



# Currently

- North Hutchinson Island St. Lucie County 34949
- Hutchinson Island 34949 (if amended)
- Hutchinson Island South 34949
- South Hutchinson Island Ocean Breeze 34957





# Options To Consider

Option 1. Propose amendment to CDP current designation to change from current “Hutchinson Island South” to just “Hutchinson Island”. This will match the current postal service designation and separate our identity from Martin County.

Option 2. Leave current designation as is and simply operate as a sort of DBA “Hutchinson Island”, in conjunction with the USPS designation allowing Hutchinson Island South to continue its identity in St. Lucie County from the City limits to Martin County.



# Hutchinson Island — FL —

## Possibilities 2030 PLAN

### *Hutchinson Island*

- Census Designated Place Amendment
- Permanent Community Center Location
- Memorial Flagpole & Veterans Monument
- Traffic enhancements for Seaway Dr.
- Wastewater plant removal completed
- Breakwater to prevent storm damage.
- Permanent expanded postal facility
- Expanded Neighborhood Watch
- All Citizens Notification System
- Traffic and Beach Cams
- Police substation
- Parking Plan

**Full Service  
Postal Facility  
Applied For as  
Part of the  
Hutchinson  
Island  
Committees 2030  
Plan**



# Future Possible Community Locations

“Lakewood Park has a Community Center. White City has the White City Improvement Club, North Fort Pierce has several public meeting places. Possible future locations for a Hutchinson Island Community Center, Postal Annex, Police substation, and Tourist Information Center may include:”

## Locations

- Old Fire Station
- Former Island Hardware Building
  - Coast Guard Station
- FPRA Administration Office



# Role of Government – The Ask

1. Optional and voluntary but open to public private partnerships when useful.
2. Encourage cooperation with City entities such as the FPRA and the FPUA.
3. Improved signage location and placement
4. Continue Orange Avenue Improvements
5. Future locations for Community Affairs



# Funding Sources

As an all-volunteer organization the *Hutchinson Island Committee* will do with whatever we have.

We are not here to make money. We are here to make a difference and provide opportunity for the next 100 years.

Metric	Measurement	Target	Year 1
Memberships	Business Association	50	\$5,000
Events	Annual Event	4	\$5,000
Merchandising	Sale of Logo Items	\$10,000	\$5,000
Grants	Private Donations	\$5,000	\$5,000
Public-Private Partners	In Kind	In Kind	\$5,000

# Summary

CASUAL



REFINED



- Hutchinson Island has been officially approved and designated as a CDP or “Census Designated Place.”
- We have successfully secured an approved postal designation that allows mail to be addresses Hutchinson Is, FI 34949 and a location to provide postal goods and services on the Island allowing residents to access post office boxes and shipping without leaving the island.
- We have formed a core community group needed to promote the island through tourism, events and signage.
- We are prepared to engage the business community to encourage jobs, services and communications about the events and happenings on Hutchinson Island.



# *Hutchinson Island Committee*

**Box 1013-121 Seaway Dr.  
Hutchinson Island, FL 34949**

VisitHutshinsonIsland@gmail.com

[www.34949.Org](http://www.34949.Org)

772-242-7263 (SAND)

# Thank you



**Q&A**