



**FORT PIERCE**  
**DOWNTOWN PARK**  
CONCEPTUAL DESIGN  
**2025**

# PROJECT SITE



**GAZEBO  
PARK**

**COBB'S  
LANDING**

**CRABBY'S  
DOCKSIDE**

**SWEET WILLY'S  
ICE CREAM**

**FORT PIERCE  
CITY MARINA**

**MARINA  
SQUARE**

**KILMER BRANCH  
ST LUCIE COUNTY  
LIBRARY**

The 5.9-acre project site is bounded by N. Indian River Drive to the west, Orange Avenue to the south, and the Indian River Lagoon to the east and north. Although more than one-third of the project is dedicated to parking, it remains a hub of activity, drawing visitors to a mix of destinations from the Kilmer Branch St. Lucie County Library to the Fort Pierce City Marina.

# MARINA SQUARE: TODAY





## A FRAMEWORK FOR DESIGN

Great parks are dynamic, evolving spaces that often become the heart of their communities. **But what makes a park truly successful? How do we ensure it remains vibrant, well-used, and cared for over time?** The key lies in following a set of three guiding principles, each supported by essential design elements that foster engagement, adaptability, and long-term stewardship.



A GREAT PARK IS FOR  
**PEOPLE**



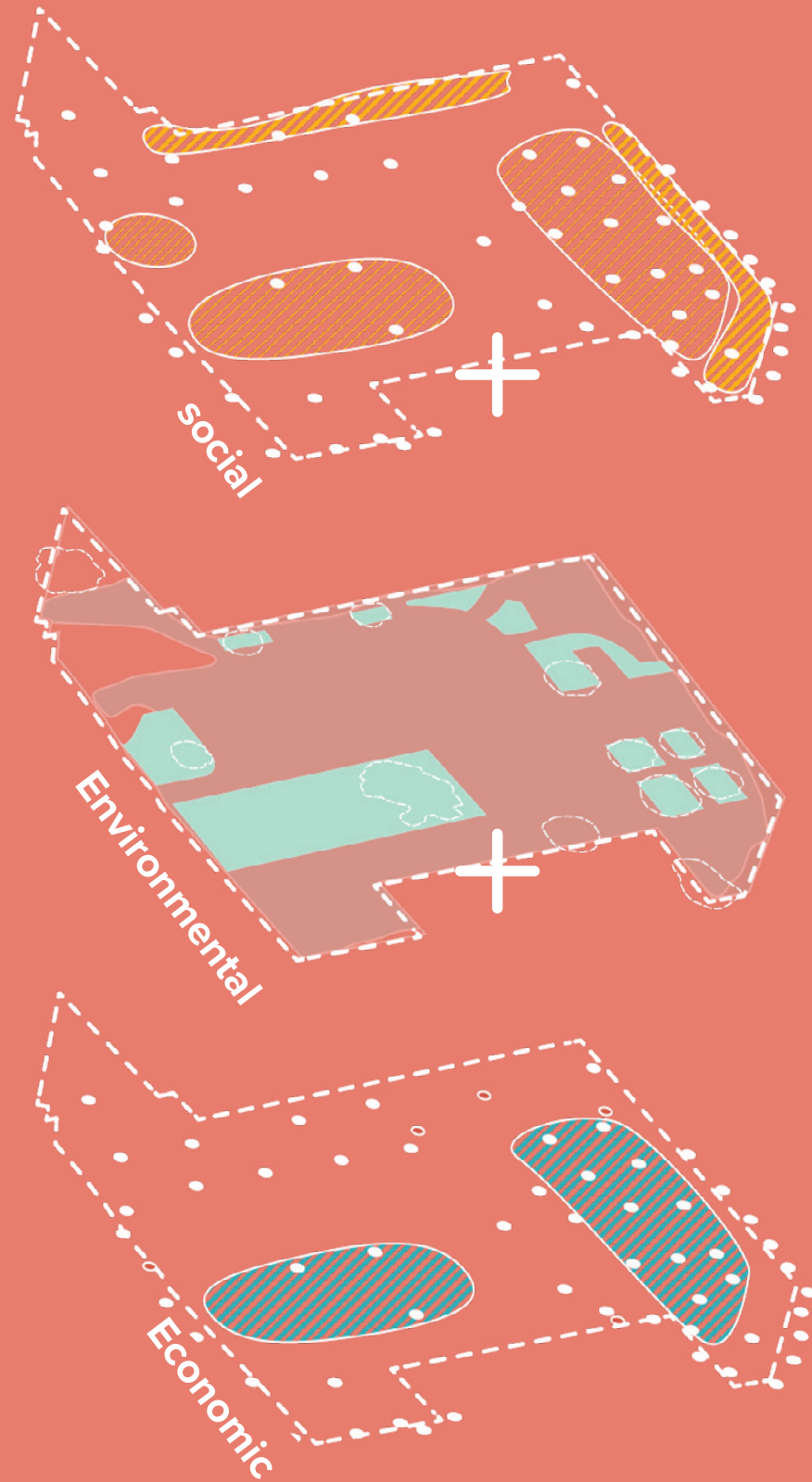
A GREAT PARK IS AN  
**ECOSYSTEM**



A GREAT PARK SUPPORTS THE  
**ECONOMY**

# ANALYSIS

The collection and layering of key observations across social, environmental, and economic lenses allows specific opportunities and challenges to emerge. This integrated perspective forms a strong foundation for thoughtful, community-driven planning and design



## SOCIAL OBSERVATIONS

### **Pedestrian disconnect throughout the park**

Events bring welcome bursts of energy and activity, **but limited use outside scheduled programming.**

Existing assets like the gazebo and seating are present but not well integrated.

Missing active-use elements such as play areas, fitness equipment, or wellness zones.



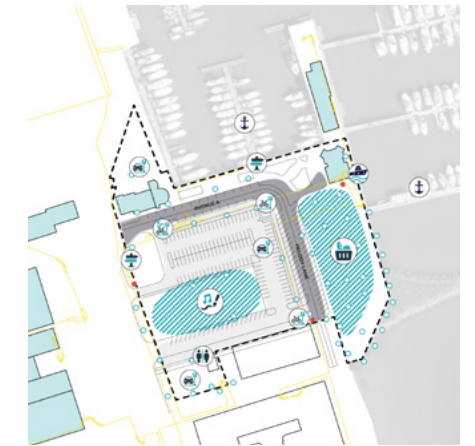
## ENVIRONMENTAL OBSERVATIONS

Prime location along the Indian River Lagoon

### **Predominantly paved and compacted surfaces increase flood vulnerability.**

Minimal habitat features for pollinators, birds, or other wildlife.

Overall park design underutilizes its ecological setting and resilience potential.



## ECONOMIC OBSERVATIONS

Nearby businesses benefit from proximity but are physically and visually disconnected from the park.

Public parking garage within a five-minute walk could offset reduced on-site parking if better promoted.

### **Strong potential is available to grow year-round economic activity through everyday programming and placemaking.**

Reclaiming waterfront-adjacent parking offers high-value opportunities for public and commercial use.

# PUBLIC INPUT

## WORKSHOP 1

- On-site engagement at Farmers Market
- Interactive discussions with participants
- Image preference activity
- Open comment collection



## STAKEHOLDER INTERVIEW

- Interviews with key stakeholders
- Downtown & tourism perspectives
- Questions on park use, values, and priorities
- Input on amenities, events, and sustainability

## ONLINE SURVEY

- Community-wide online survey
- 220+ responses collected
- Infrastructure & utilities discussion
- Input on vendors, parking, waterfront use

## WORKSHOP 2

- Mood boards for branding and park vibe
- Theme and style preference activity
- Sticker-based park layout design
- 23 Build-a-park design variations



# KEY TAKEAWAYS

## ● THE MARKETS AND EVENTS ARE A CORNERSTONE

The Saturday Farmers Market, as well as all the special events were repeatedly identified as the community's most accepted use of the park. The markets are not only an economic engine but also a cultural gathering space symbolic of Fort Pierce's identity.

## ● DESIRE FOR A FLEXIBLE, MULTI-GENERATIONAL PARK

Feedback emphasized the importance of creating a space that welcomes people of all ages and accommodates multiple types of activity. Families requested interactive play areas, splash pads, and kid-friendly design. Older adults leaned towards shade, seating, and accessibility. Stakeholders emphasized flexible programming infrastructure that could support festivals, casual gathering, and everyday leisure without feeling empty when not in use.

## ● INFRASTRUCTURE THAT SUPPORTS USE, NOT JUST FORM

From all forms of engagement, there was a constant repetition of improving the existing amenities includes upgraded restrooms, integrated electrical and water hookups for vendors, lighting, and signage. In order to not let infrastructure dominate the visual character of the park, the team recommended designs that are embedded, retractable, or architecturally complementary.

## ● STRENGTHENING THE PARK'S NATURAL AND EDUCATIONAL IDENTITY

The community is rooted for more green spaces, embracing the lagoons, wildlife and native vegetation. They also showed a preference for lush Florida landscaping, birdwatching areas, and water features that also double up as educational tools. The stakeholders have also suggested incorporating signage and programming that highlights the marina's role as a sponge system. This direction will create environmental awareness and help establish a contextual identity.

## ● PARKING REMAIN CONTESTED BUT CRUCIAL

Parking availability was among the most controversial topics. Marina representatives noted the difficulty for long term marina tenants to walk with equipment and groceries from distant lots, while event organizers elaborated on frequent conflicts over weekend parking. There is strong support for creative solutions such as better signage, loading zones, shuttles, and balancing weekday versus weekend needs.

### Stakeholder Survey

*Concerns & Improvements*

More Green Open Space

Utilities for Vendors

Evening Activation

Engaging for All Ages

Educational Waterfront

### Visitor Survey

*Reason to visit & Aspirations*

Local Businesses

Waterfront Views

Food Trucks & Coffee Shops

Marine Life & Birds

Clean & Relaxing

### Workshop 1

*Elements of a Good Park*

Farmer's Market

Play Areas & Events

Aesthetics & Wildlife

Improved Restrooms

Gardens & Natural Area

### Workshop 2

*Branding & Vision*

Florida Lush

Colorful Hardscapes

Gather & Grow

Wild & Waterfront

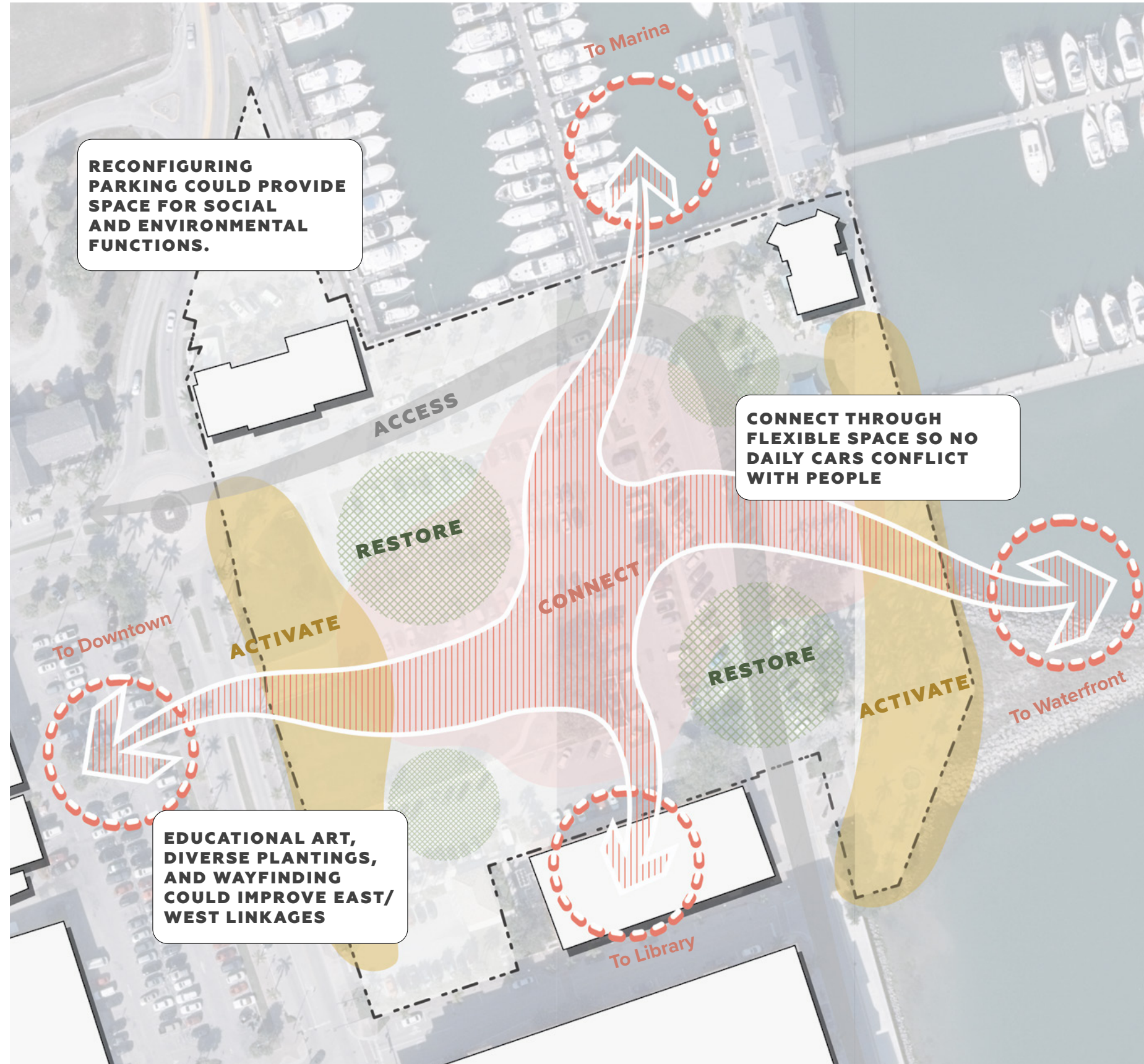
Flex Open Spaces

----- PEOPLE

----- ECOSYSTEM

----- ECONOMY

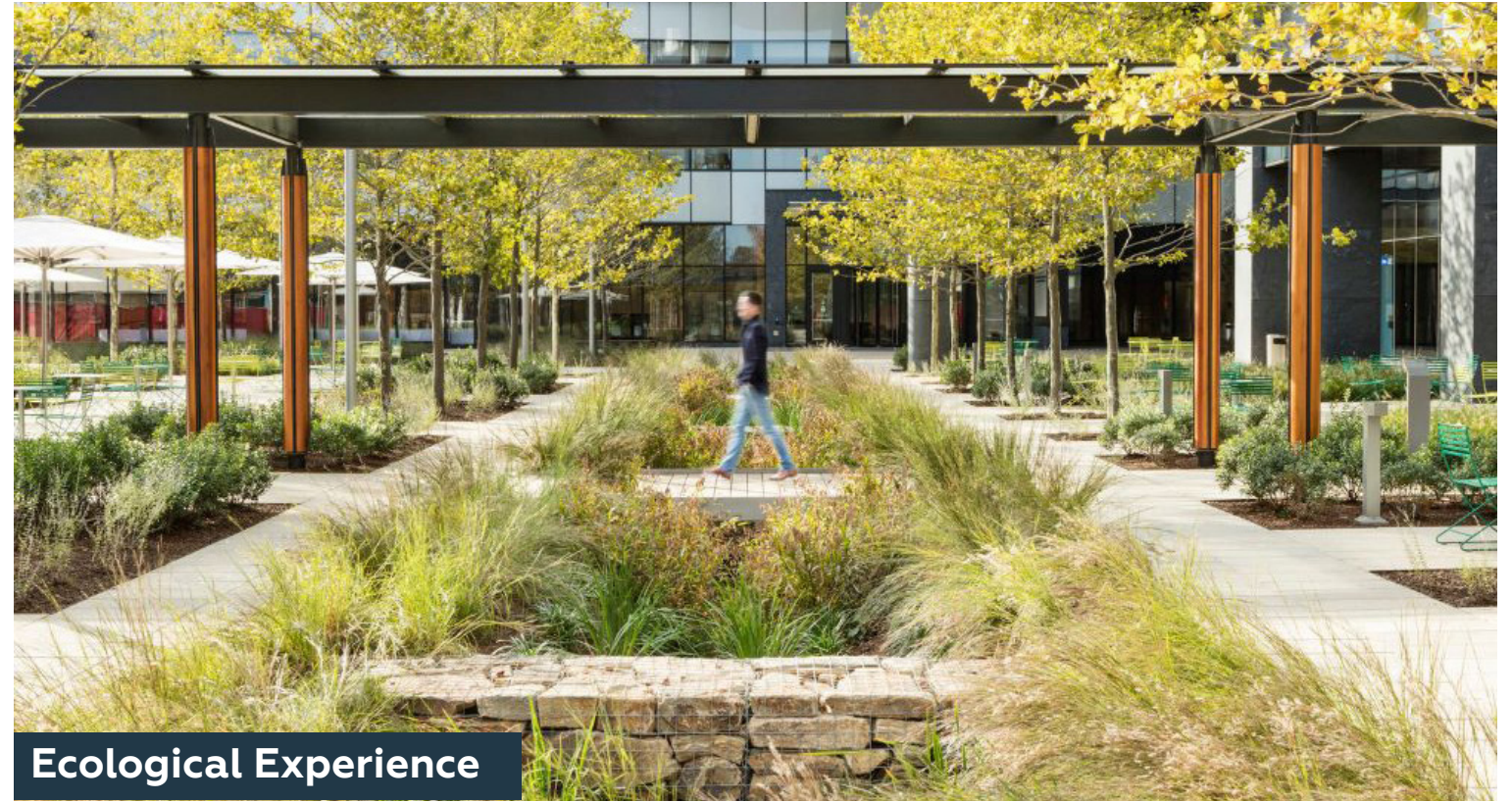
# DESIGN INTENT



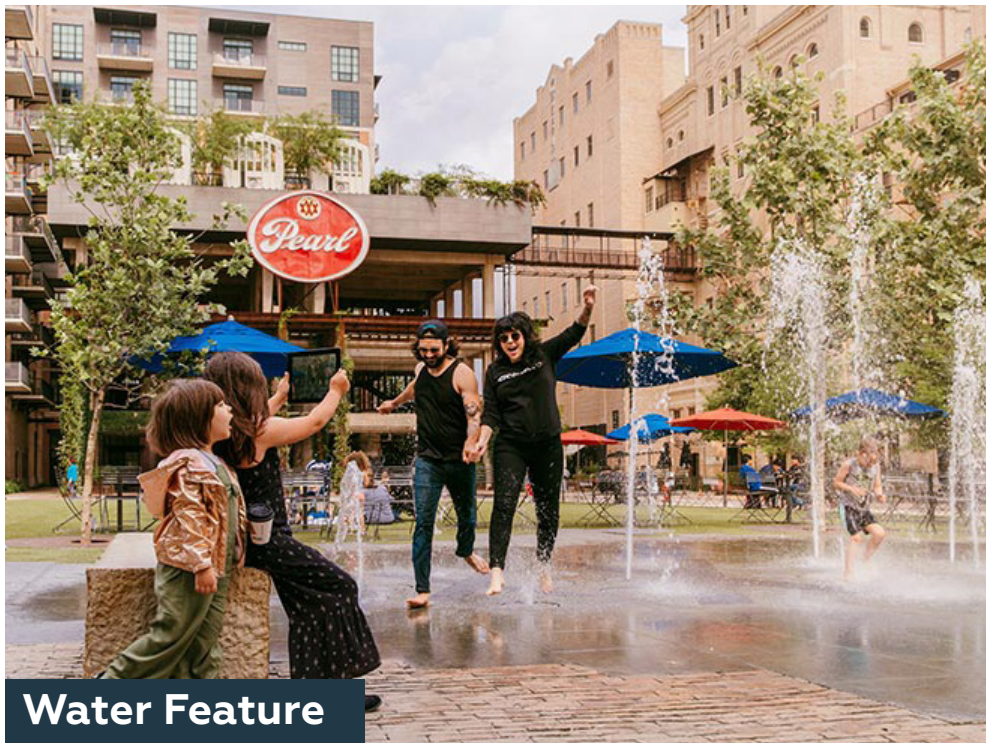
# DESIGN ELEMENTS



Event Plaza



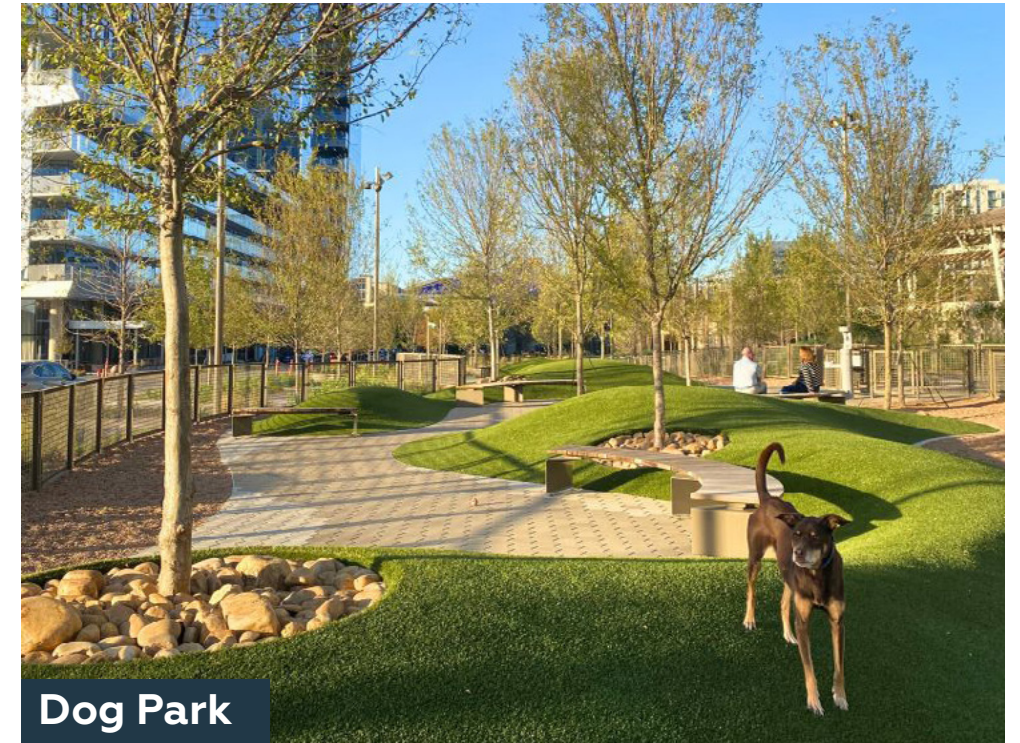
Ecological Experience



Water Feature

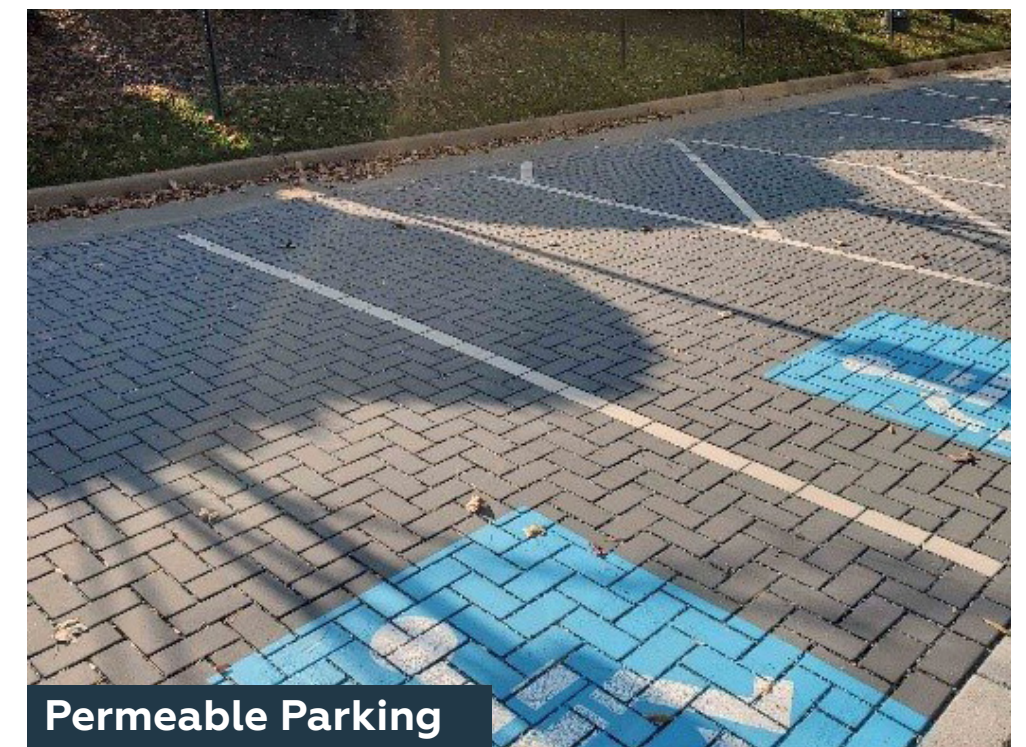


Nature Based Play



Dog Park

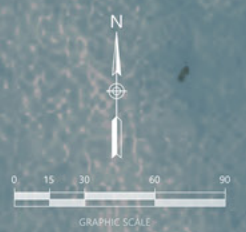
# DESIGN ELEMENTS







Imagine Fort Pierce's waterfront as the City's commons: open lawns for picnics, a plaza alive with markets and music, and shady groves for quiet moments. Marina Square brings all this together, anchored by a riverfront promenade that ties the heartbeat of downtown to the beauty of the Indian River.





Listening to the small band at the gazebo on Saturday morning

Having a picnic with co-workers between work break

Walking along N. Indian Drive and feeling the park vibes at Marina Square

# IMAGINE : The Entry Lawn





Playing chess with friends and family

Checking out the crafts at the market

Enjoying the shaded canopy walk

# IMAGINE : The Colonnade





Walking across the wetland experience to access the park

Learning about Marina Square's stormwater management

Taking a break in the lush Native Florida landscape

# IMAGINE : The Sponge





Discover native trees and wildlife on an afternoon walk

Enjoying the vendors & farmer's market during the day

Heading to the splash pad with the kids after some playground fun

# IMAGINE : The Plaza





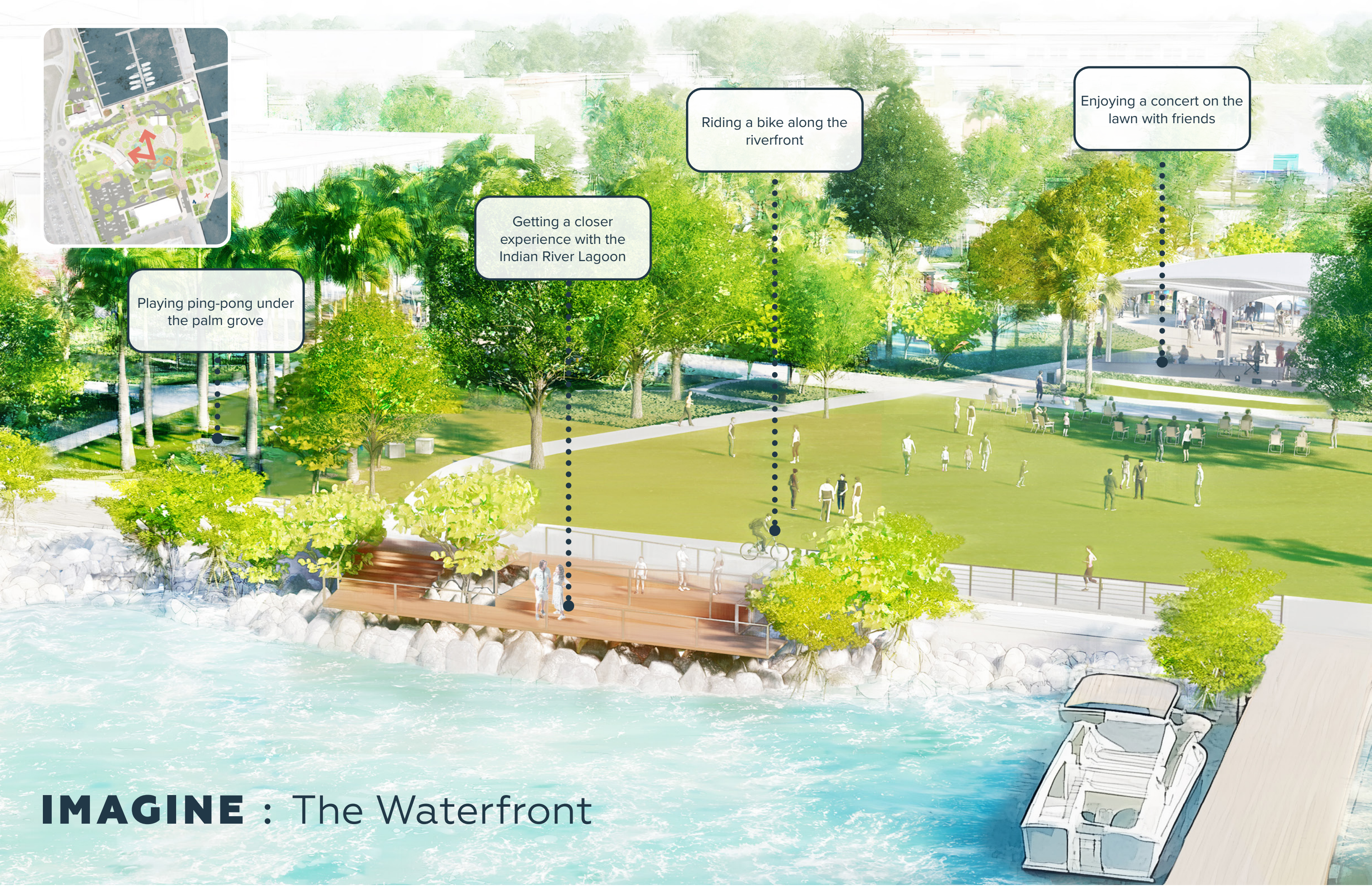
Playing ping-pong under the palm grove

Getting a closer experience with the Indian River Lagoon

Riding a bike along the riverfront

Enjoying a concert on the lawn with friends

# IMAGINE : The Waterfront





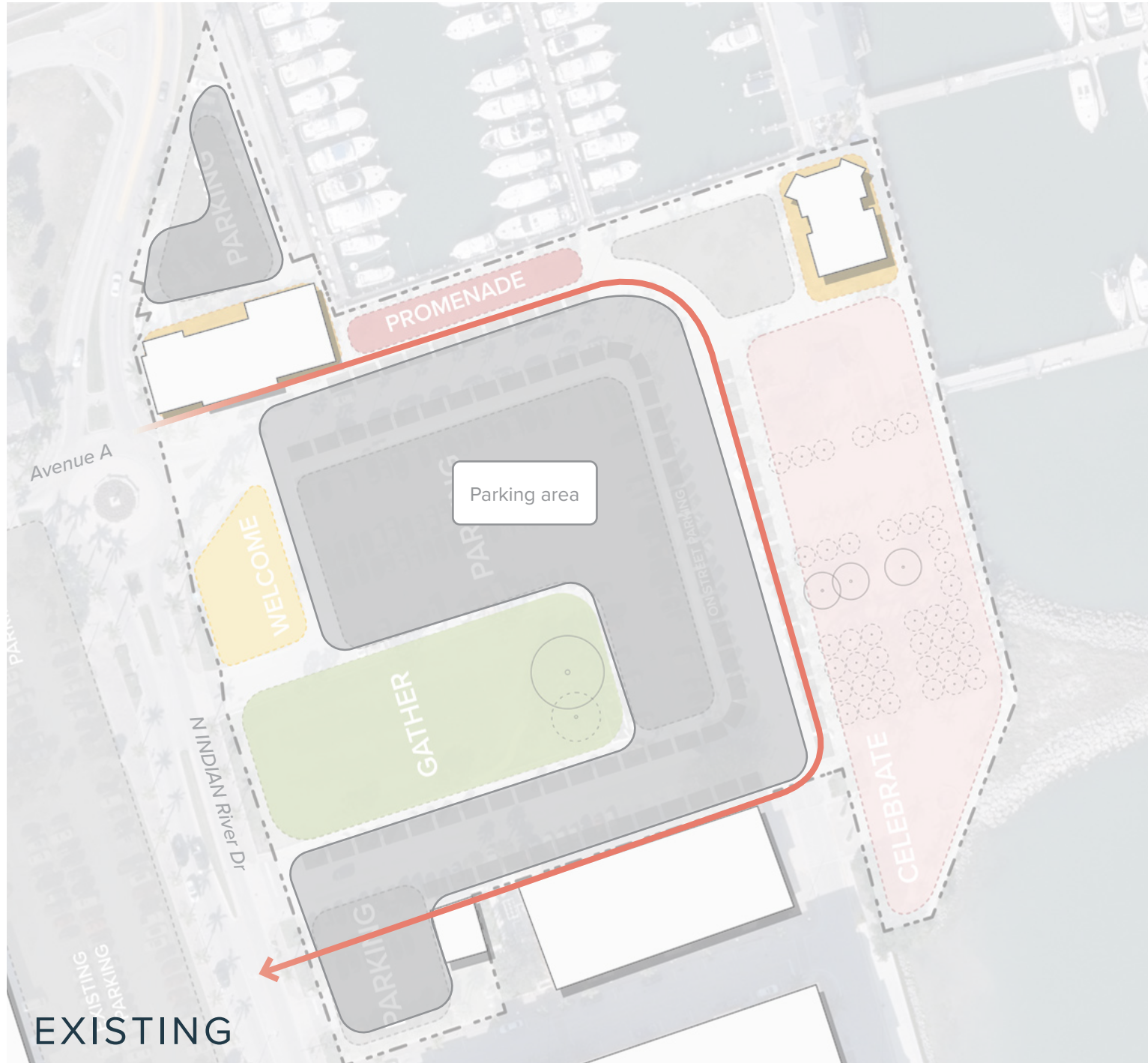
# EXPERIENCE : The Fly-Through



An architectural rendering of a waterfront park area. In the foreground, a wooden boardwalk with a metal railing runs along a body of water. A person is riding a bicycle on the boardwalk, and another person is walking. A small boat with a green canopy and two outboard motors is docked at the end of the boardwalk. The boat has the word "Inspire" written on its side. In the middle ground, there is a large, open grassy area with several people walking and sitting on benches. A paved path winds through the grass. In the background, there are several buildings, including a large, multi-story building with a classical architectural style. The scene is filled with lush greenery, including palm trees and other tropical plants. The overall atmosphere is bright and sunny.

# MARINA SQUARE: **SUPPORT-SYSTEMS**

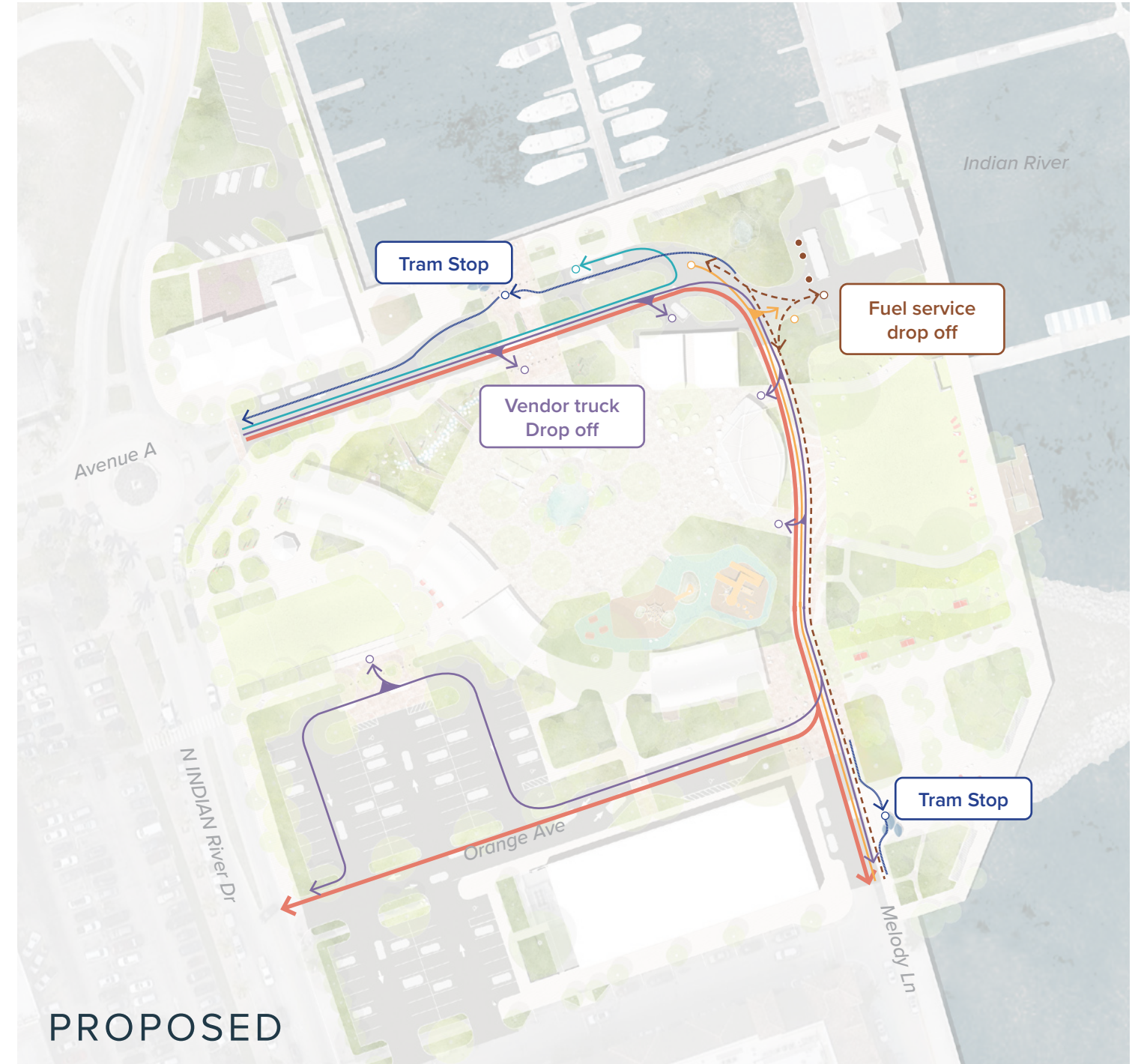
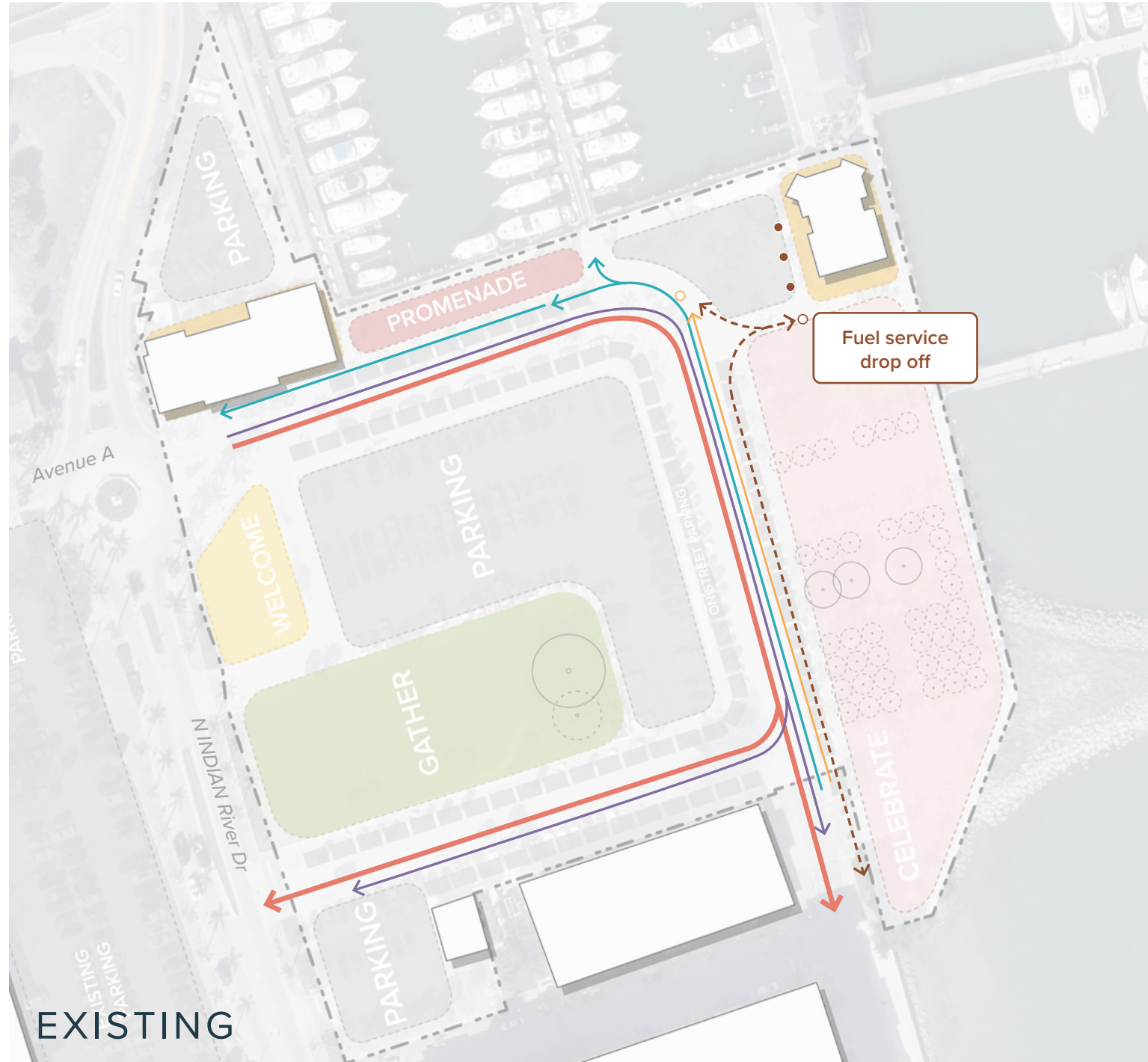
# PARKING & CIRCULATION



- DROP OFF AREA
- PUBLIC PARKING (100 PROPOSED SPACES + 15 EXISTING)
- VEHICULAR CIRCULATION
- - → SERVICE AND VENDOR ACCESS ONLY
- + CITY TRAM STOP

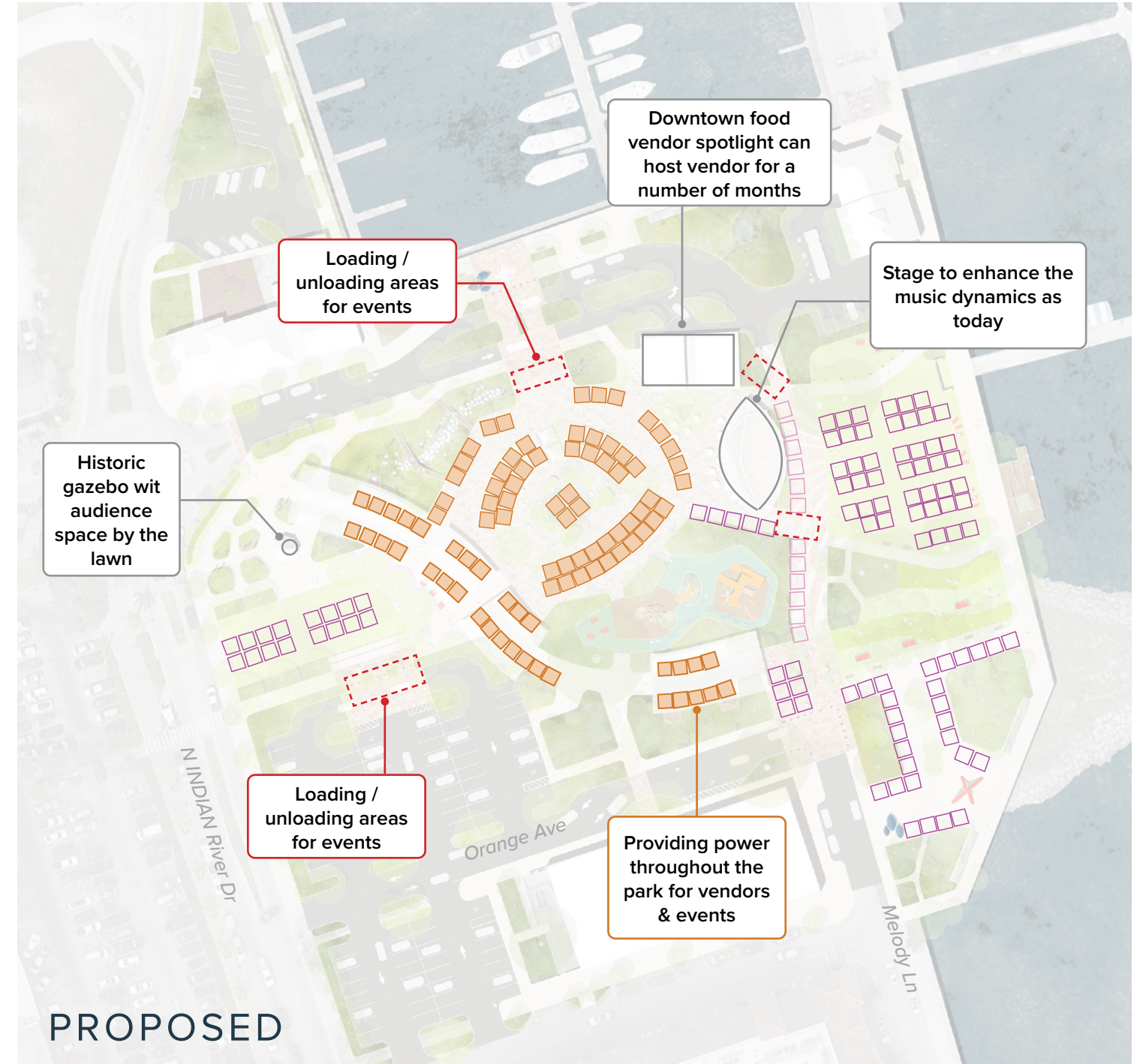
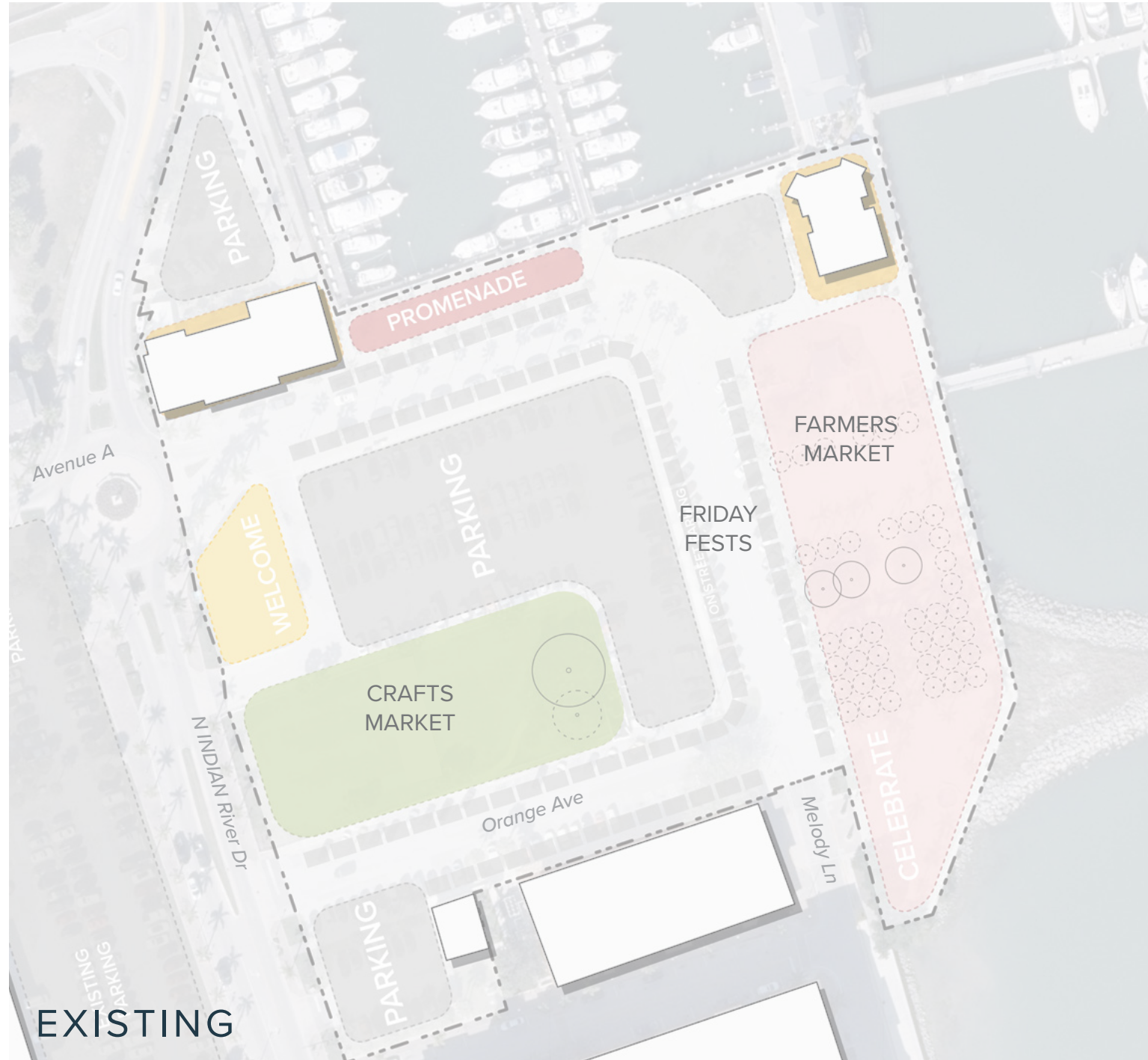
Total existing parking: 211 spaces  
 Total proposed parking spaces: 100 spaces

# SERVICE ROUTES



- |  |  |   |               |
|--|--|---|---------------|
|  | EMERGENCY VEHICLES                           |  | VENDOR TRUCKS |
|  | SERVICE VEHICLES (DELIVERY & GARBAGE TRUCKS) |  | TRAM          |
|  | FUEL SERVICE VEHICLE                         |  | MARINA        |

# VENDORS & MARKETS



**PROPOSED (92 SPACES)**

 PROPOSED VENDOR SPACES

 VENDOR / EVENT LOADING - UNLOADING ZONES

**OVERFLOW (110 SPACES)**

 OVERFLOW VENDOR SPACES

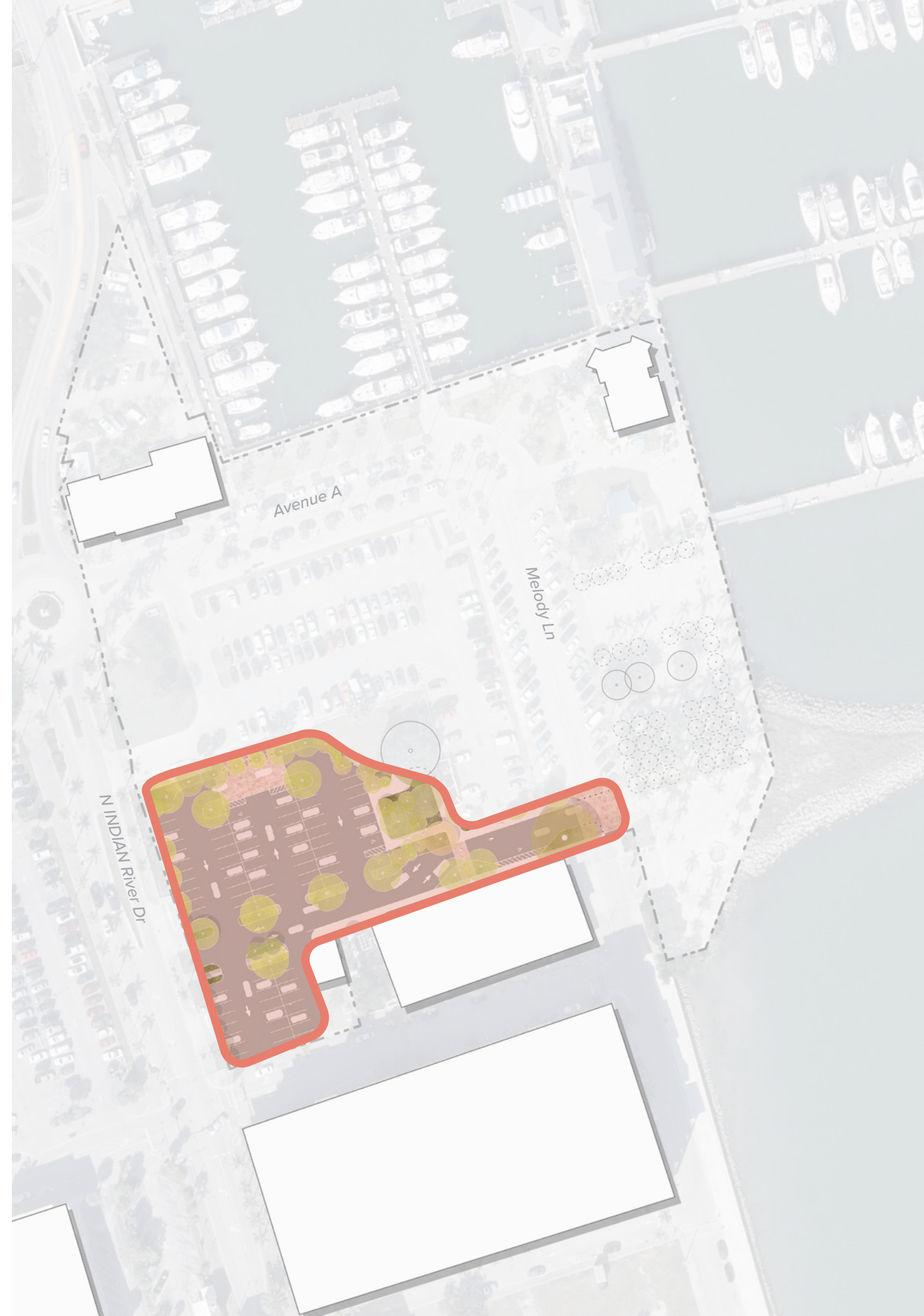
 SUITABLE FOR FOOD TRUCKS

# PHASE 1:

Establish parking and southern access

Markets stay along the water, crafts can move along the parking lot and Melody Lane

## Temporary activation ideas:



## PHASE 2:

Parking lot complete

Establish central park and plaza

Markets stay along the water, crafts can move along the parking lot and Melody Lane



# PHASE 3:

Central park and plaza are now complete  
All vendor events establish along new plaza and colonnade





# Marina Square

## FORT PIERCE

- |                                 |  |
|---------------------------------|--|
| 1 WATERFRONT PROMENADE          | 14 OPEN LAWN                             |
| 2 CITY TRAM STOPS (2)           | 15 MARINA LOADING ZONE                   |
| 3 STORMWATER SWALE              | 16 MARINA DOCK                           |
| 4 SCULPTURE PLAZA               | 17 PALM GROVE                            |
| 5 HISTORIC GAZEBO               | 18 SWING SET                             |
| 6 VENDOR COLONNADE              | 19 SHOWCASE GARDENS                      |
| 7 SUNKEN LAWN AND TERRACES      | 20 DISCOVERY PLAYGROUND                  |
| 8 DOWNTOWN CROSSWALK            | 21 DISCOVER DECKS                        |
| 9 SPLASH PAD                    | 22 EDUCATIONAL SIGNAGE                   |
| 10 INFORMATION CENTER OR VENDOR | 23 PUBLIC PARKING                        |
| 11 RESTROOMS                    | 24 VALET PARKING DROP OFF                |
| 12 MARINA SERVICE AREA          | 25 DOG PARK                              |
| 13 EVENT STAGE                  | 26 SERVICE AREA FOR RESTROOMS AND VENDOR |



# COST ESTIMATION

Please note this is a cost estimate based on the available information provided on this conceptual level of design and is subject to change in the schematic and construction design phase.

ITEM	COST
Site Work & Hardscape	\$3,000,000.00
Landscape & Irrigation	\$800,000.00
Site Furnishing & Architecture	\$10,000,000.00
Playground Area	\$900,000.00
<b><i>Subtotal</i></b>	<b>\$14,700,000.00</b>
<b><i>Additional Costs</i></b>	<b>\$7,000,000.00</b>
<b>ESTIMATED PROJECT COST</b>	<b>\$21,700,000.00</b>

