

FPRA Programs & Activities Summary

SEPTEMBER 2025





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FPRA MURAL PROGRAM

The two selected mural projects officially began on August 18, artists Jesse Jentzen (130 N. 2nd Street – Sailfish) and Hannah Lorra (601 Atlantic Avenue – Project Lift) began painting their respective murals.

Both murals have since been completed, and the response has been overwhelmingly positive, not only from the community but also from the property owners, who are very pleased with the results.

The addition of these vibrant works of art has brought new energy, happiness, and color to the area, demonstrating the positive impact of public art within the FPRA District.



With these two projects successfully completed, staff is already looking ahead to the expansion of the mural program for Fiscal Year 2026.

FPRA MURAL PROGRAM

Currents of Florida: Life Below the Surface by Jesse Jentzen



City of Fort Pierce 3h · 🌐

Nikki Luce
Absolutely stunning artwork that truly captures the vibrant marine life of Florida - the colors, the movement, the beauty... it's all just so perfectly brought to life in this mural 🌟
1h Like Reply 1

Darlene Hamscher Perdue
I love our murals!!!
2h Like Reply 2

Laurie Speranza Paradise
I already posted earlier. But this Artist is award worthy 🏆🎨 thank you for this beautiful reminder of why we love the Fort and all the beauty that surrounds us. We are truly blessed to live on the water, in the water or very near the water. This artist is another reason to love where we live...thank you. 🐟🌊🌴🌈🎨
1h Like Reply 1

Carrie Wees-Williamson
This is absolutely amazing ❤️ my granddaughter attends to Lindsay school of arts in the Peacock art district area and we are truly blessed to have the artist around Fort Pierce that we do 💖 congratulations Jesse this is a masterpiece 😊
Write a comment... 📷 🗨️ 🎁 😊



FPRA MURAL PROGRAM

Forging Futures by Hannah Lorra



City of Fort Pierce 2d · 🌐

Shannon Marie
Wow this is incredible
1d Like Reply

Sherri Burns Propis
Love the addition of the beautiful murals to downtown! 🥰
1d Like Reply

Horizon Services - Project Eden
Amazing!
1d Like Reply

Emiley Hayhurst
Between this mural and the new [Sailfish Brewing Company](#), Fort Pierce is looking like ART 🥰
1d Like Reply

LaDeene Agler Dodson
Love that Fort Pierce is doing this!
1d Like Reply

Nicole Alberto
Beautiful piece of art
1d Like Reply



SUNRISE THEATRE MURAL

A community-wide poll, hosted through SurveyMonkey for just over two weeks, closed on August 28 with over 2,000 votes cast. The winning design selected by the community is by the artist **Brian Peterson**, whose vision brings the magic of the stage outdoors with a radiant sunrise, musicians, dancers, and performers that celebrate the creativity and spirit of the performing arts. The design will energize downtown, inspire young artists, and honor the Sunrise Theatre as a cultural landmark in Fort Pierce.



WAYFINDING

Comprehensive Sign Program

All signs are officially up! The installation of all wayfinding signs, district brand signs, and parking signs throughout the FPRA district is now complete.

From guiding visitors with clear navigation, to showcasing our district brand, to making parking easier to find, this project has transformed the look and feel of the FPRA area.

This initiative marks a major step forward in unifying the look and feel of the FPRA district while making it easier for residents and visitors to explore everything Fort Pierce has to offer.

Wayfinding Signs



WAYFINDING

Comprehensive Sign Program

District Brand Signs



GATEWAY ENTRANCE SIGNS

Production Update

The Gateway entrance signs are officially in production, and they're already looking incredible! FDOT permitting is underway and we are excited to see this project coming to fruition.



MARINA SQUARE

Downtown Park Conceptual Design Update

After months of preparation, community engagement, and stakeholder interviews, the 5.9-acre Downtown Park Conceptual Design is now ready to be presented to the FPRA Board at the September 9 meeting.

The key takeaways from the engagement process were:

- Markets and events are the cornerstone of Marina Square
- There is a strong desire for a flexible, multigenerational park
- Infrastructure should support active use, not just form
- The park should strengthen its natural and educational identity
- Parking remains a critical need

The intent of the design is to activate the waterfront and Indian River Drive, create flexible spaces that connect people to the marina, and strengthen ties between downtown businesses and the riverfront.

As part of the vision, a new Marina Square logo was created through an online survey. The design represents the area’s defining elements: water, mangroves, sunrise, and wildlife.



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 reflection. Marina Square brings all of this together, anchored by a riverfront promenade that links the heartbeat of downtown to the beauty of the Indian River.



MARINA SQUARE



MARINA SQUARE



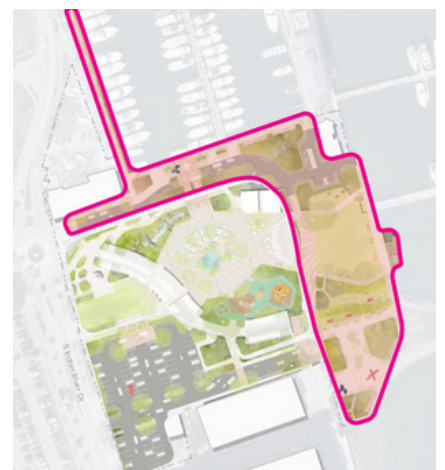
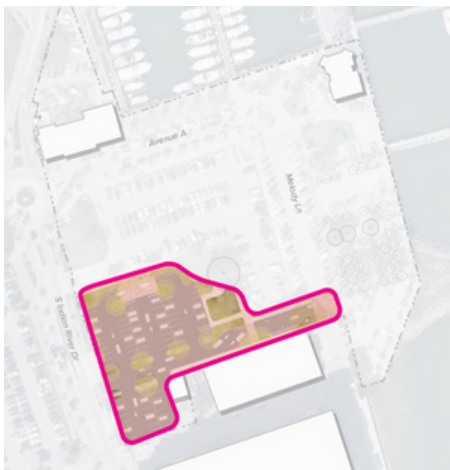
- | | |
|---------------------------------|--|
| 1 WATERFRONT PROMENADE | 14 OPEN LAWN |
| 2 CITY TRAM STOPS (2) | 15 MARINA LOADING ZONE |
| 3 STORMWATER SWALE | 16 MARINA DOCK |
| 4 SCULPTURE PLAZA | 17 PALM GROVE |
| 5 HISTORIC GAZEBO | 18 SWING SET |
| 6 VENDOR COLONNADE | 19 SHOWCASE GARDENS |
| 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 ADA PARKING | 24 VALET PARKING DROP OFF |
| 12 MARINA SERVICE AREA | 25 DOG PARK |
| 13 EVENT STAGE | 26 SERVICE AREA FOR RESTROOMS AND VENDOR |

Phased Construction Approach

Phase 1: Establish parking and southern access. Markets remain along the water, with crafts moving along the parking lot and Melody Lane.

Phase 2: Complete parking lot and establish central park and plaza. Markets remain along the water, with crafts located near the parking lot and Melody Lane.

Phase 3: Complete central park and plaza. All vendor events shift to the new plaza and colonnade.



DOWNTOWN FESTIVAL STREET

2nd Street Redevelopment

The 2nd Street Redevelopment will transform the space from a traditional roadway into a vibrant, versatile space. Key objectives of the project include:

- **Designing a versatile space that supports both vehicle traffic and pedestrian-friendly events.**
- **Enhancing the visual appeal with landscaping, street furniture, and decorative lighting.**
- **Creating an inviting environment that encourages community interaction and attracts visitors.**
- **Ensuring accessibility and safety for all users, including pedestrians and vendors.**

Following the recent August 1st Friday Fest event, EXP conducted a successful community outreach initiative that provided meaningful opportunities for engagement with residents and stakeholders. Through these conversations, we gathered valuable feedback and insights that reflect the community’s priorities, aspirations, and overall vision for the future of 2nd Street.

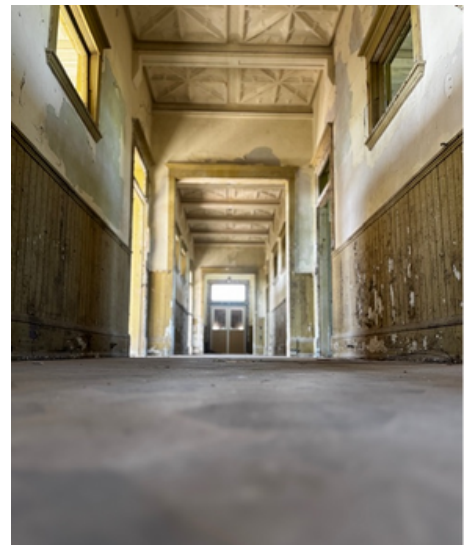
As the project advances into the 30% Design Phase, EXP remains committed to integrating this community input into the planning and design process. Concurrently, EXP team continues to collaborate with subcontractors who are finalizing the comprehensive evaluation of the project’s geographic area. This evaluation will serve as a critical foundation for ensuring that design solutions are context-sensitive, technically sound, and aligned with both community values and long-term development goals.



OLD ST. ANASTASIA

Master Plan

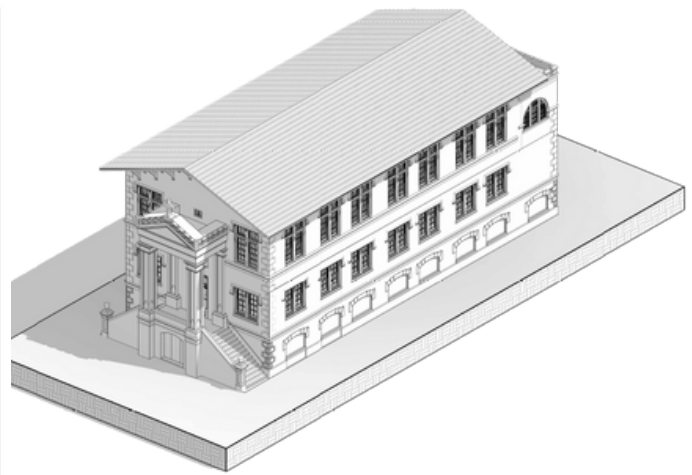
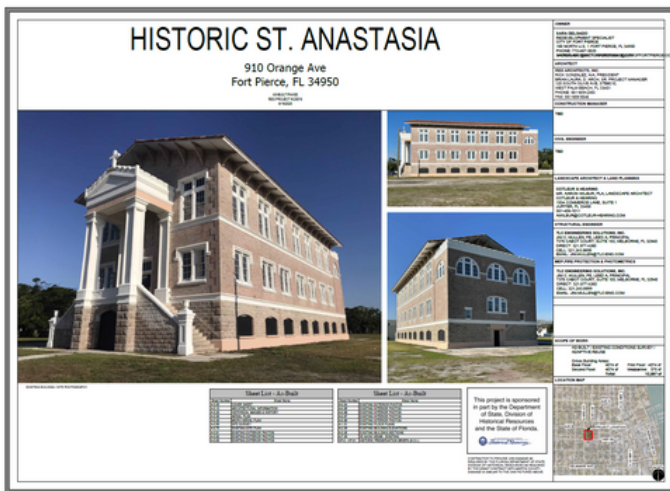
With approvals from both the FPRA Board and City Commission, a Specific Authorization was executed with consultant Cotleur & Hearing to develop a comprehensive master plan for the historic Old St. Anastasia building and surrounding parcels. **This effort includes community engagement, feasibility analysis, historic preservation planning, and conceptual development for three key parcels.**



OLD ST. ANASTASIA

Master Plan

REG Architects has prepared a working draft of the As-Built Plans, which are now in circulation for review. Concurrently, a working base map has been developed, and roll plots are being prepared to initiate the concept design and master planning process.



Public outreach efforts have also progressed. A draft digital survey is anticipated to be ready for review in September, serving as the initial step in gathering community input to help inform the master plan.

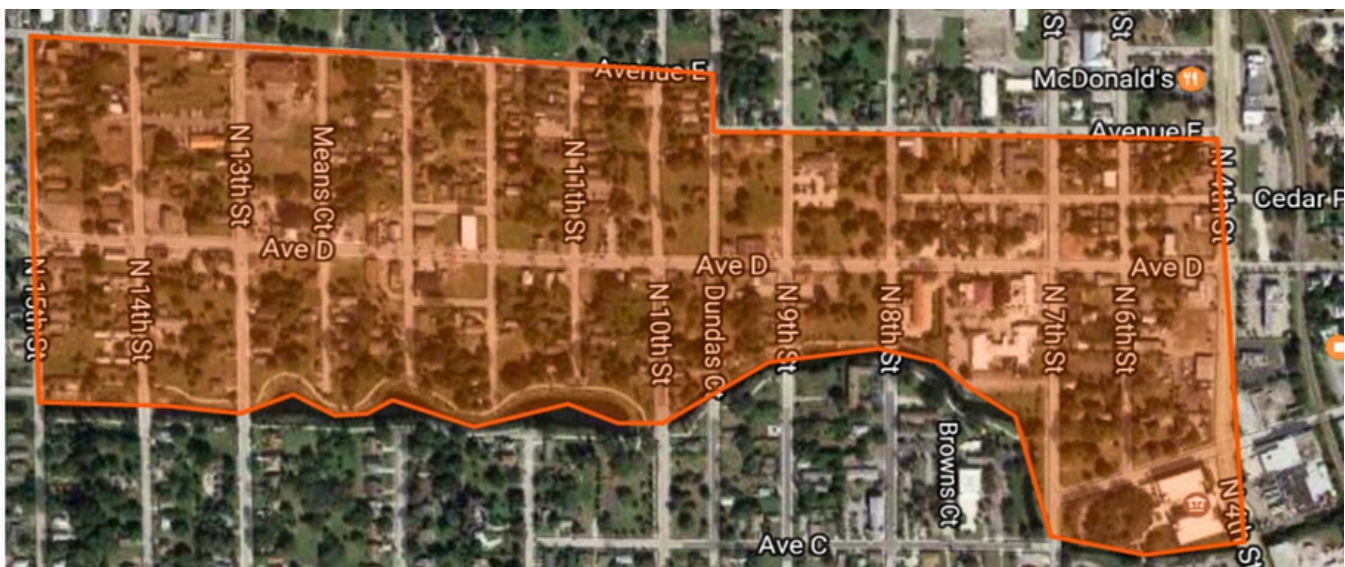


LINCOLN PARK

Master Plan

Treasure Coast Regional Planning Council (TCRPC) is developing a community-led master plan for Lincoln Park, with a focus on housing, business growth, and revitalizing Avenue D as the neighborhood’s historic corridor.

The TCRPC team will conduct up to 30 stakeholder interviews, engaging members of the FPRA Board, Planning and Zoning Board, FPRA and City staff, property owners, investors, residents, and representatives from other public agencies. In addition, TCRPC will establish a community working group to assist with workshop logistics and help identify interview participants.



HIGHWAYMEN MUSEUM

A Celebration of Art and Legacy

During the July meetings of the Fort Pierce Redevelopment Agency and the City Commission, the final four change orders for the Highwaymen Museum renovation were officially approved. These updates include leveling the second floor, constructing a dumpster enclosure, and expanding the parking lot redesign to address elevation issues and prevent water intrusion into the facility. The revised parking lot plans have been approved by Historic Preservation in the Planning Department and are currently under review by the Building Department.

Additionally, renowned artist Anita Prentice has completed four cement mosaic benches, each featuring imagery inspired by the iconic artwork of the Highwaymen—adding a vibrant touch of local history and cultural homage to the museum grounds. Once the exterior work has been completed, the benches will be placed along a meandering paver brick path underneath a huge oak tree.



PARKING INFRASTRUCTURE

1200 Avenue D & Means Ct.

Construction of the Avenue D parking lot is now complete. All permeable pavers have been installed, landscaping is in place, including the addition of two centrally located live oak trees and the final site amenities have been added. The customized bike rack and bench have now been installed and make a great addition to the lot, providing both functionality and aesthetic value.

This new parking lot is a valuable asset to the Lincoln Park area, significantly improving accessibility and convenience for visitors. Its prime location is directly in front of the Police Substation and the Highwaymen Museum, making it especially impactful, elevating the experience for museum guests and contributing positively to the surrounding community.



PARKING INFRASTRUCTURE

JCPenney Parking Lot

As part of the ongoing improvements to the downtown Fort Pierce parking lot, several key enhancements that began in June are moving steadily toward completion:

- **Dumpster Enclosure Installation:** Although originally scheduled to begin in early June, the installation faced unforeseen sizing challenges. Excavation work has been completed, and reinforcing steel has been set in place to support the enclosure's construction. Once installed, the new dumpster enclosure will offer a cleaner, more organized, and visually consistent waste management solution for the area.
- **Sod Installation:** Sod has been successfully installed, significantly improving the lot's appearance and contributing to a more inviting atmosphere.

These upgrades reflect continued efforts to create a cleaner, more welcoming, and well-organized public space in the heart of Fort Pierce.



Delaware Ave. & 33rd St. Intersection Improvements

We are pleased to announce upcoming enhancements coming to the intersection of Delaware Avenue and 33rd Street. In response to community feedback and ongoing efforts to enhance traffic flow and safety, the improvements will provide a smoother, more efficient experience for both drivers and pedestrians.

The engineering design consultant, Kimley-Horn Associates, is moving forward with the preparation of the 90% design plan submittal.



STREETLIGHT POLE BANNER PROGRAM

Youth Banner Art Showcase

The Youth Banner Art Showcase is still underway, and the submission window has been extended through **Friday, October 10, 2025**, giving even more students the opportunity to participate in this creative community initiative. Launched on May 5, 2025, the annual Youth Banner Art Showcase invites K–12 students who reside in the City of Fort Pierce or are currently enrolled in Fort Pierce schools to submit original banner designs celebrating the city's identity and pride.

Students are encouraged to submit original banner designs inspired by one of the following themes:

- Fort Pierce Landmarks
- Arts & Culture
- Nature/Scenic Beauty

DEADLINE:
FRIDAY,
OCTOBER 10



Students and families are encouraged to scan the QR code to learn more and to apply.



Each student may submit one entry, and selected designs will be professionally produced and installed as streetlight pole banners throughout the Fort Pierce redevelopment area. These banners will not only highlight the artistic talents of Fort Pierce's youth but will also add vibrancy and character to public spaces.

The program is fully funded by the FPRA, covering all production and installation costs. It offers young artists a meaningful opportunity to make a lasting visual impact on their community.

We look forward to celebrating the creativity of Fort Pierce's youth and enhancing the city's public spaces through their inspiring artwork.

COMMERCIAL FACADE

Grant Program

The Commercial Façade Grant Program closed on August 15, 2025.

At the September FPRA meeting, four agreements will be presented for award. These projects located at **1109 Delaware Avenue, 510 Orange Avenue, 722 Orange Avenue, and 108 South 2nd Street** represent targeted reinvestments designed to reduce blight and enhance curb appeal within the FPRA District.

The program is expected to reopen in early 2026, offering additional property owners the opportunity to participate.

These investments directly support the FPRA's mission to strengthen commercial corridors and encourage private reinvestment. A recent example includes the façade improvement at 110 South Ocean Drive, where the installation of a vibrant yellow awning revitalized the exterior, increased curb appeal, and demonstrated the positive impact of the program throughout the District.

BEFORE



110 South Ocean Drive



AFTER

COMMERCIAL SIGN

Grant Program

The FPRA is continuing to accept applications for the Commercial Façade Sign Program!

This program provides reimbursable grants of up to \$5,000 per property to help existing businesses upgrade outdated signage with modern, visually appealing designs. These improvements not only beautify the community but also increase business visibility, helping to attract new customers and strengthen brand identity. Eligible applicants must be businesses located within the FPRA District.

The program is currently open and actively accepting applications, reflecting strong interest and engagement from local property owners. To date, seventeen (17) applications have been approved, resulting in \$69,944.30 in financial assistance awarded for signage upgrades and replacements.

APPLY NOW

NOW ACCEPTING APPLICATIONS

COMMERCIAL SIGN GRANT PROGRAM

Need a New Sign?
Upgrade your curb appeal with the FPRA Commercial Sign Grant!

\$5,000 Reimbursable Grant

YOUR LOGO HERE

MY.SHOP

772-467-3786 | www.choosefortpiece.com

Eligible applicants must be businesses located within the FPRA District.



FREEBEE

Since launching in Fort Pierce two years ago, Freebee has quickly become a valued asset to the community, offering free, convenient, and eco-friendly transportation within the FPRA district. This on-demand electric ride service has made it easier than ever for residents, workers, and visitors to move around downtown Fort Pierce. Connecting people to shops, restaurants, community resources, events, and more.

Freebee has helped bridge transportation gaps, especially for individuals without access to a personal vehicle, enhancing mobility for seniors, families, and low-income residents. It also supports local businesses by increasing foot traffic and making it easier for customers to explore different parts of the city without worrying about parking.

Update on 5th Standard Tesla Vehicle

At the September FPRA meeting, staff will present options to the Board regarding the continued use of the 5th standard Tesla vehicle in the Freebee fleet. **The Board will consider either extending the vehicle's usage for another 12 months, from October 1, 2025 through September 30, 2026, or continuing its use for the remainder of the existing contract term, which ends in May 2027.**

The additional vehicle was placed into service in December 2024 following the Board's decision to add it for the remainder of Fiscal Year 2025. It was introduced to help alleviate wait times during the busy season, ensuring better service for riders.





FREEBEE

Your Free Ride Around Town

SERVICE INFORMATION:

Coverage Areas: Inner Zone encompasses the commercial zone where Freebee rides can either start and/or end. Outer Zone refers to the area surrounding the inner zone where Freebee rides can travel through, rides must start or finish within the inner zone.

Accessibility Features: Freebee accommodates individuals with disabilities, ensuring comfortable and safe transportation. To request the ADA vehicle, call 855-918-3733 or request via the Freebee app.

Age Restriction: Freebee's services are exclusively available to individuals ages 18 and older.

SERVICE HOURS

Mon-Wed: 8am-6pm
Thursday: 8am-8pm
Friday: 8am-10pm
Saturday: 10am-10pm
Sunday: 10am-8pm

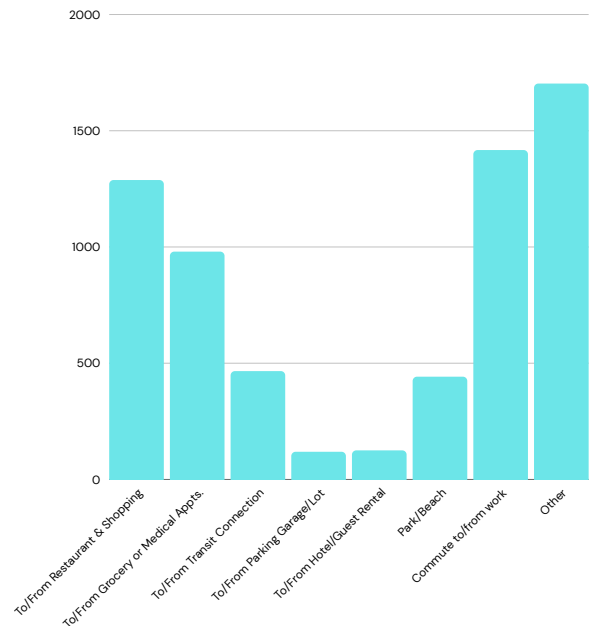
Contact Us
855.918.3733



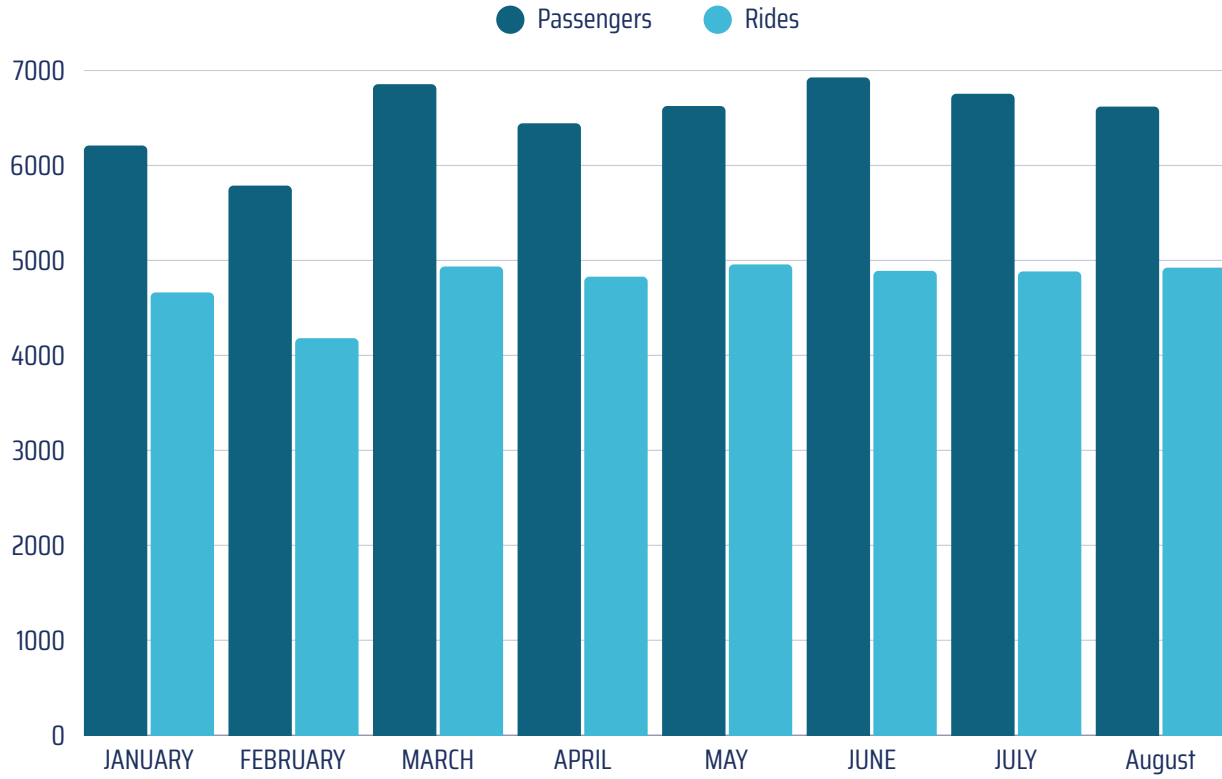
Freebee Ridership Data

Following the July meeting, Freebee launched a ridership survey titled **“What is the purpose of your ride today?”** to better understand how the service is being used. Riders were prompted to select the reason for their trip, whether commuting to work, running errands, attending non-emergency medical appointments, or other purposes.

The data collected is providing valuable insight into rider behavior and helping us identify the percentage of trips tied to specific activities. With this information, we’ll be able to more accurately quantify the economic impact of microtransit in Fort Pierce and continue tailoring the service to meet community needs.



PASSENGERS & RIDES EACH MONTH



FREEBEE RIDERSHIP



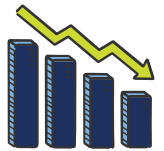
Average Wait Time (mins)

August 2025

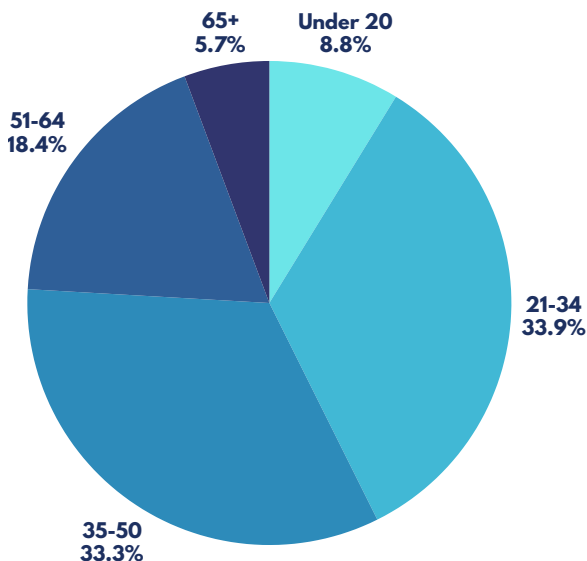
25.27

July 2025

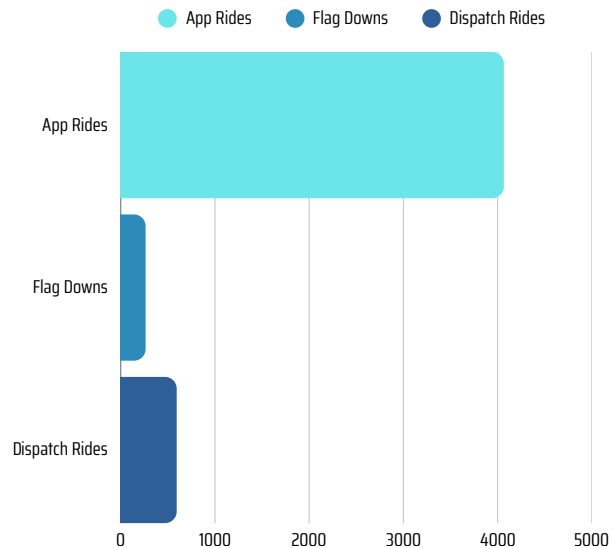
26.01



PASSENGER AGE RANGE



RIDES



SUNRISE THEATRE

Request For Proposals



The City of Fort Pierce issued a Request for Proposals (RFP) on Tuesday, January 28, 2025, to identify and establish a partnership with a qualified concessionaire to staff, operate, and program the historic Sunrise Theatre. The deadline for submission of Request for Proposals was March 27, 2025.

This initiative reflects the City's dedication to enhancing the operations and offerings of the Sunrise Theatre while ensuring its long-term financial sustainability. By exploring the option of contracting with an external management entity, the City seeks to bring in fresh ideas, innovative programming, and expanded resources that will elevate the theatre's profile as a vibrant cultural hub.

The City envisions this collaboration introducing dynamic and diverse programming, improving the experience for patrons, and fostering stronger community engagement. The selected partner will align with the values and vision of the Sunrise Theatre, preserving its historical significance while advancing its role as a cornerstone of arts and culture in Fort Pierce.

The City Commission awarded the RFP to the highest ranked respondent, VenuWorks. A kick-off meeting is currently being scheduled to initiate negotiation discussions.



COMMUNITY POLICING

NORTH 25th STREET



During the month of July 2025, there were a total of 17 FPRA details worked for the North 25th area from Avenue O to Avenue M. There were 33 calls for service during the detail times. Disturbances were the top reasons for the calls.

During this time, 1 case report was completed.

- Warrant

Table - Calls for service in North 25th Street area

NATURE	FREQUENCY
DISTURBANCE	26
CLOSE PATROL	2
CONDUCT INVESTIGATION	2
TRAFFIC STOP	1
WARRANT	1
MISSING PERSON/RUNAWAY	1
TOTAL	33

HOURS OF PATROL

Wednesdays

11:00PM – 2:00AM

Saturdays

10:00PM – 2:00AM

Fridays

9:00PM – 2:00AM

Sundays

6:00PM – 11:00PM

PATROL AREA

Detail Officers assigned to patrol North 25th Street from Avenue O to Avenue M are responsible for ensuring the safety and security of residents and businesses and primarily to address and mitigate the disturbances caused by excessive noise in the area.

***Note** the updates provided in this section are one month behind to allow ample time for data collection and reporting.



COMMUNITY POLICING

DOWNTOWN



During the month of July 2025, there were a total of 21 FPRA details working for the Downtown area. There were 73 calls for service during the detail times. The top activities logged were patrols and traffic stops.

During this time, 9 case reports were completed.

- 3 Traffic Accidents
- Robbery
- Burglary
- Disturbance
- Traffic Stop
- Vandalism
- Sick Person

PATROL AREA

The Downtown area is east of US1, between Seaway Drive and Citrus Avenue with extra patrol of the Galleria (Orange / Avenue 2nd Street) and the alleyways between 113 and 121 N 2nd (Kraaz and Kraaz Building and FRLS building).

Map - Calls for service in Downtown area

CALL NATURE	FREQUENCY
CLOSE PATROL	13
TRAFFIC STOP	11
FOOT PATROL	9
SUSPICIOUS PERSON	7
TRAFFIC ACCIDENT	4
SUSPICIOUS VEHICLE	3
UNWELCOME PERSON	2
SUSPICIOUS INCIDENT	2
SICK/INJURED PERSON	2
TRESPASSING COMPLAINT	2
DISTURBANCE	2
ATTEMPT TO CONTACT	2
LARCENY	2
TRAFFIC RELATED	1
DRUNK PEDESTRIAN	1
ROBBERY	1
BURGLARY	1
FIGHT	1
DOMESTIC TROUBLE	1
FLAGDOWN	1
CONDUCT INVESTIGATION	1
VANDALISM	1
MISSING PERSON RUNAWAY	1
OPEN DOOR OR WINDOW	1
RECKLESS DRIVER	1
TOTAL	73

HOURS OF PATROL

Fridays

6:30PM – 2:30AM

Saturdays

8:00AM – 2:00PM

3:00PM – 9:00PM

9:00PM – 3:00AM

Sundays

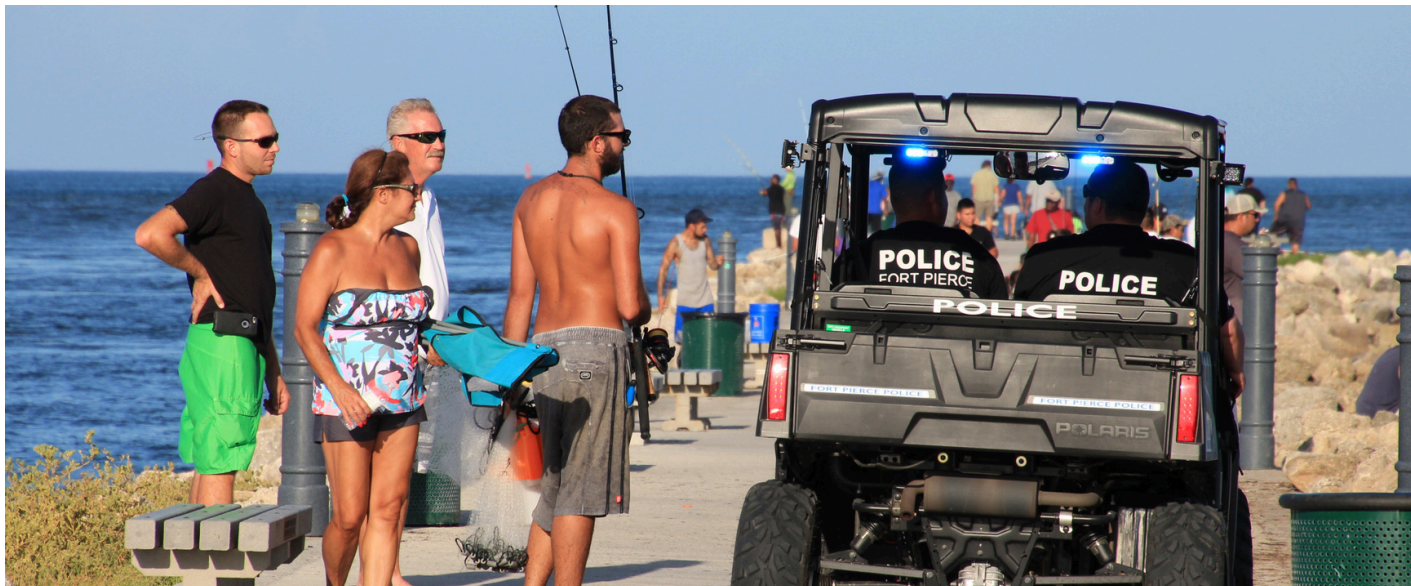
8:00AM – 12:00PM

***Note: Two (2) officers on each shift.**

***Note** the updates provided in this section are one month behind to allow ample time for data collection and reporting.

COMMUNITY POLICING

JETTY PARK



During the month of July 2025, there were a total of 12 FPRA details working for the Jetty Park area. There were 20 calls for service during the detail times.

During this time, 1 case report was completed.

- Fight

PATROL AREA

Off-duty officers assigned to patrol Jetty Park and its surrounding areas are responsible for ensuring the safety and security of park visitors, the parking lots, Jetty boardwalk, beach area, and adjacent businesses.

Table - Calls for service in Jetty Park area

NATURE	FREQUENCY
TRAFFIC STOP	4
CLOSE PATROL	4
FOOT PATROL	3
UNWELCOME PERSON	1
SUSPICIOUS PERSON	1
SUSPICIOUS INCIDENT	1
FLAGDOWN	1
TRAFFIC ACCIDENT	1
CONDUCT INVESTIGATION	1
FIGHT	1
DOMESTIC TROUBLE	1
LARCENY	1
TOTAL	20

HOURS OF PATROL

Fridays

7:00PM – 1:00AM

Saturdays

7:00PM – 2:00AM

Sundays

8:00PM – 12:00AM

***Note** the updates provided in this section are one month behind to allow ample time for data collection and reporting.



CONTACT US

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