

KINGS HIGHWAY JOBS CORRIDOR



THE SUNRISE CITY
FORT PIERCE
Florida

DRIVING JOBS, INVESTMENT & OUR ECONOMY

PHASE ONE FINAL REPORT & ECONOMIC IMPACT ANALYSIS

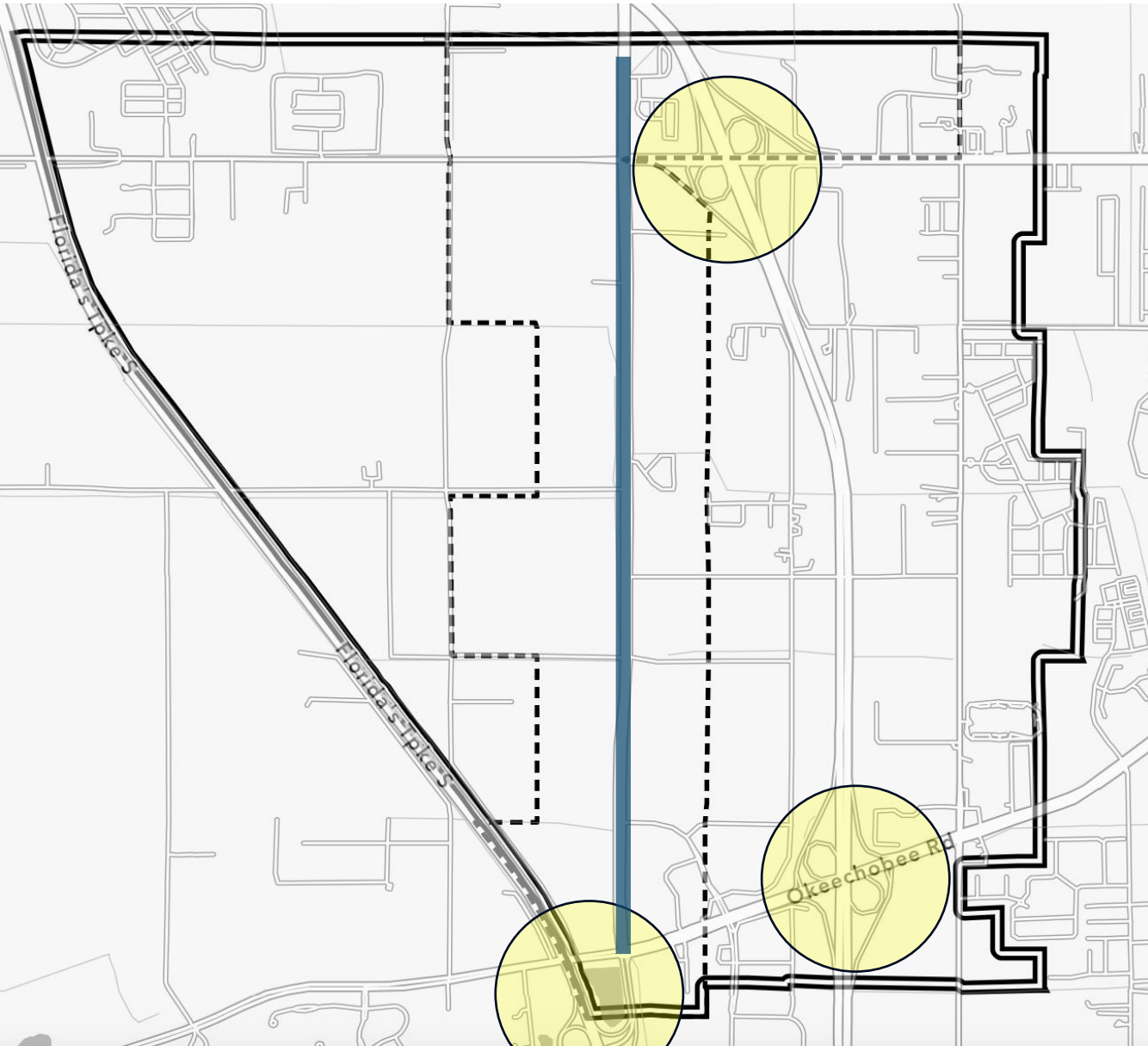


SPONSORED BY
CITY OF FORT PIERCE
FORT PIERCE UTILITIES AUTHORITY

City of Fort Pierce City Commission
February 9, 2026



WHY THIS MATTERS



Location

+



Infrastructure

+



Demand

=



Leverage

**Phase I Study Area:
Okeechobee Rd to Orange Ave**

WHY THIS MATTERS

Entire Study Area will be annexed into the City of Fort Pierce once it is developed and connected to FPUA Water/Wastewater

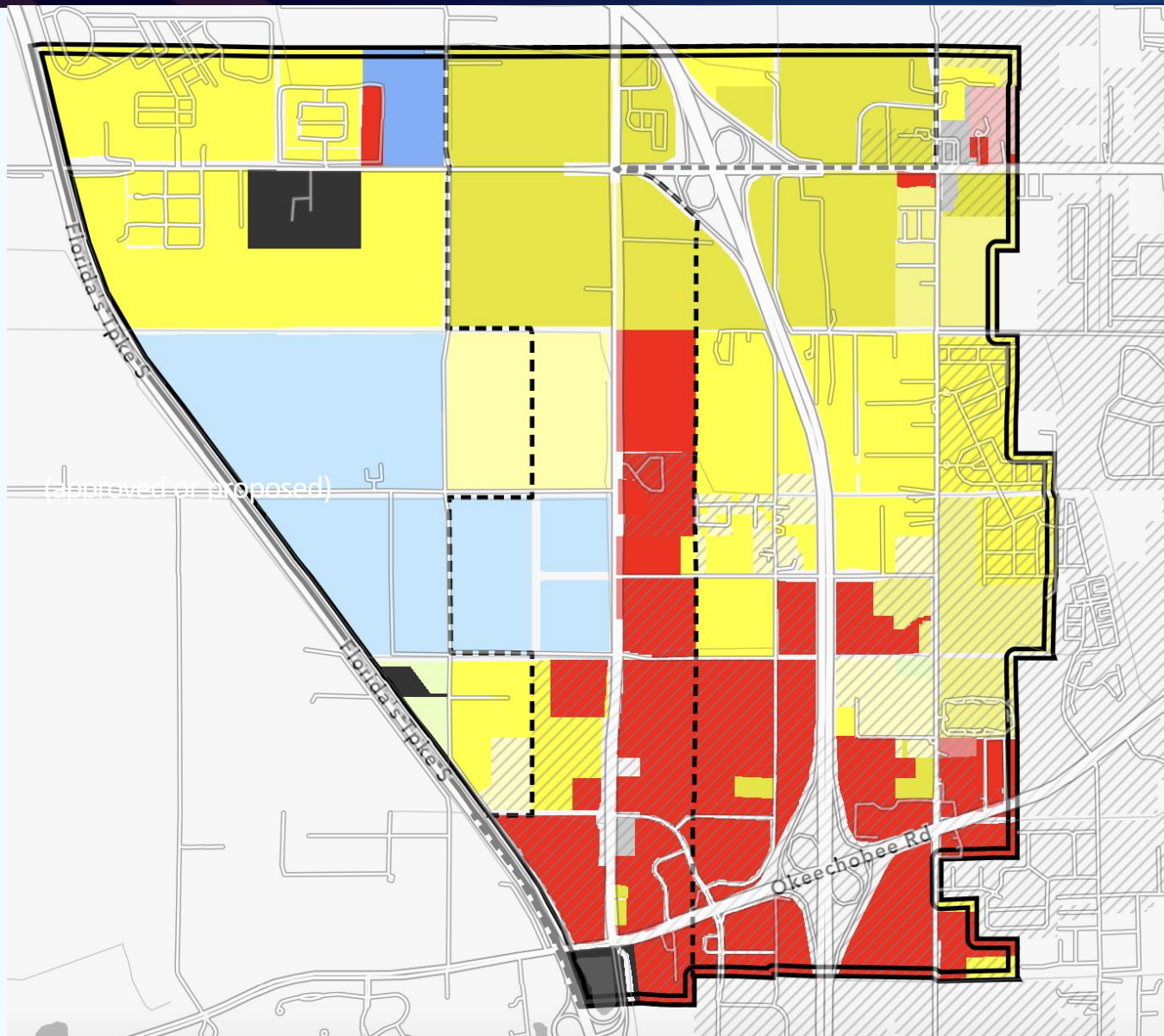
FPUA
SUBSTATION

(approved or proposed)



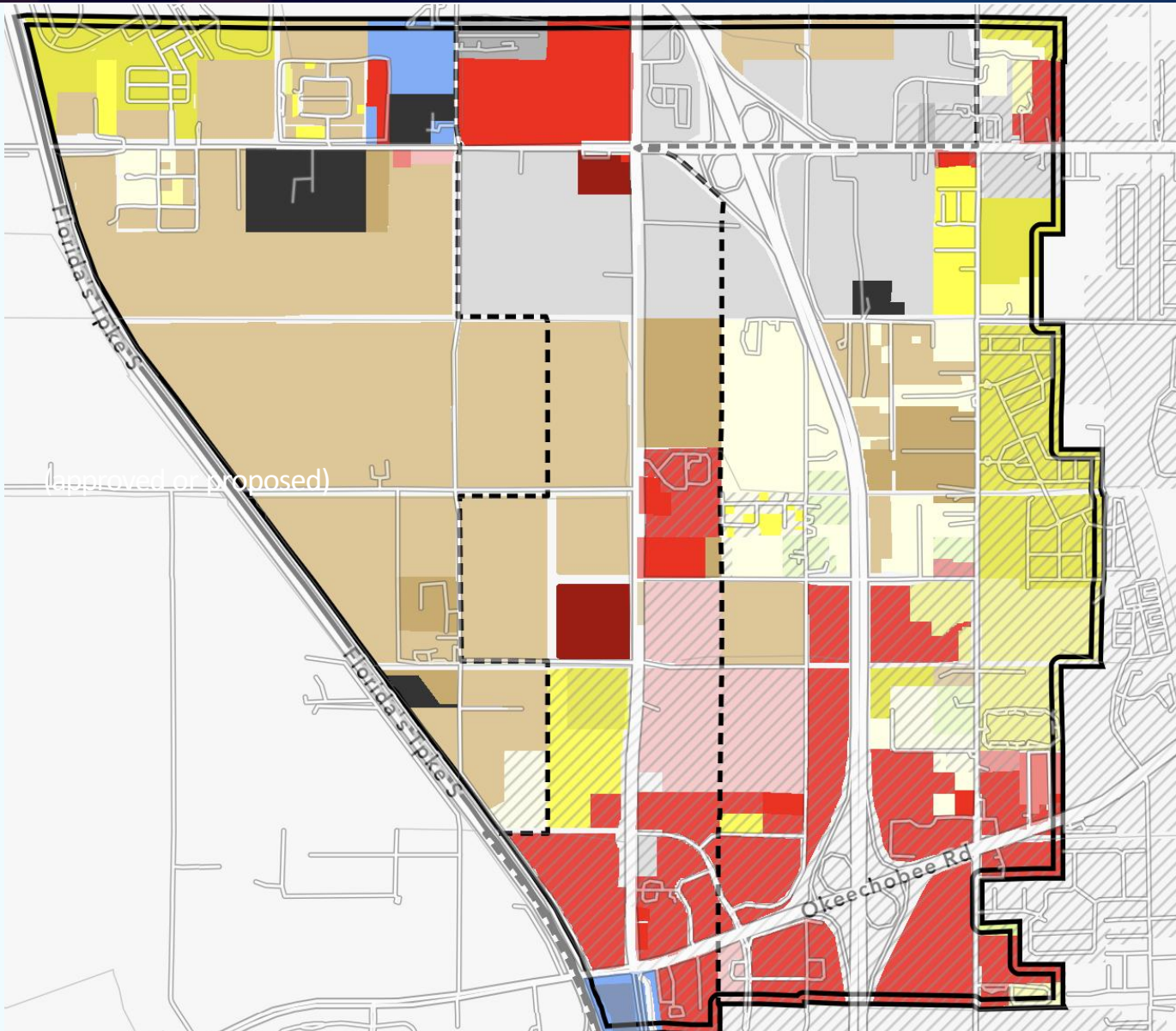
CHALLENGES

GIS Analysis: Combined St. Lucie County and City of Fort Pierce Future Land Use



FPUA
SUBSTATION

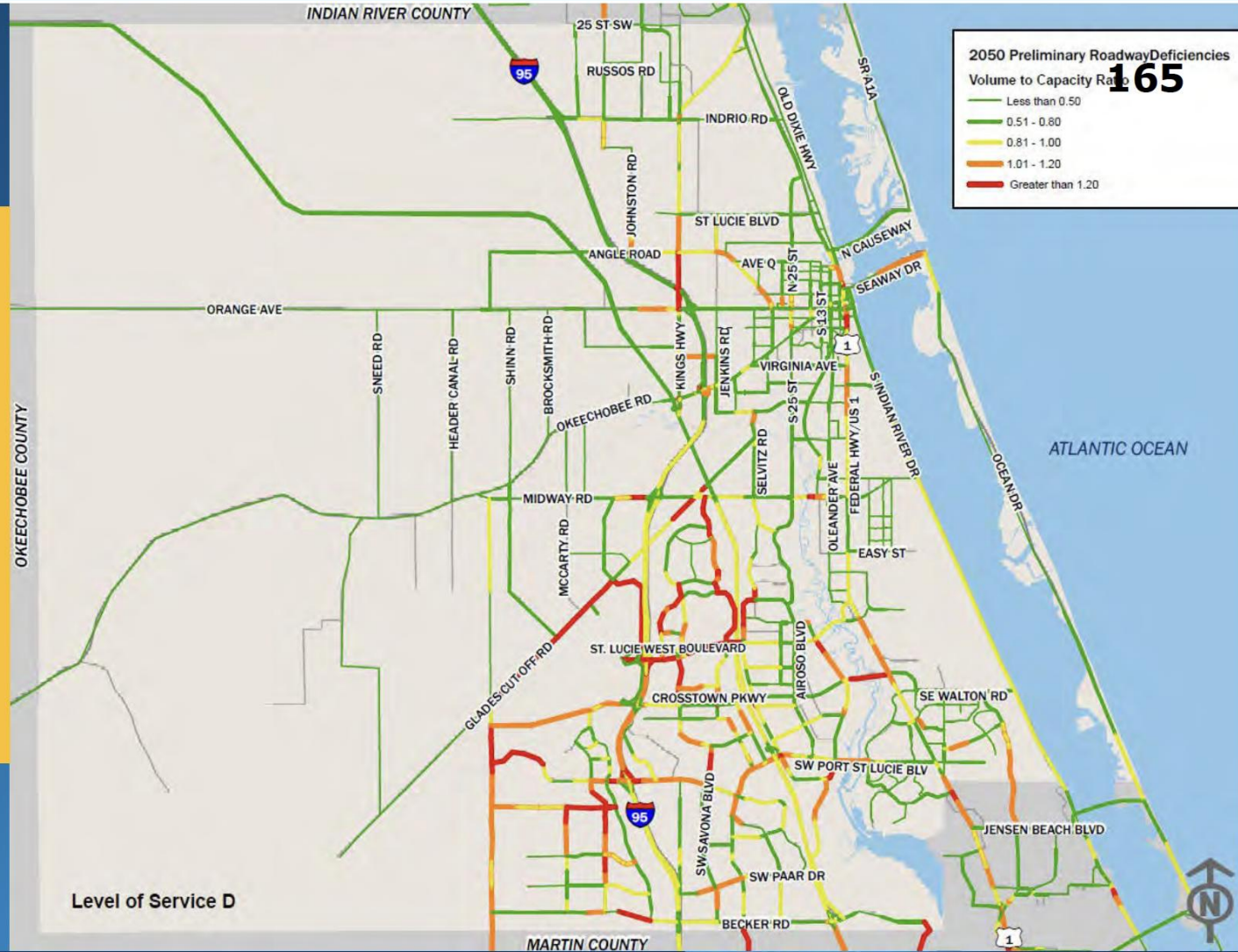
GIS Analysis: Combined St. Lucie County and City of Fort Pierce Zoning



FPUA
SUBSTATION

2050 Preliminary Roadway Deficiencies

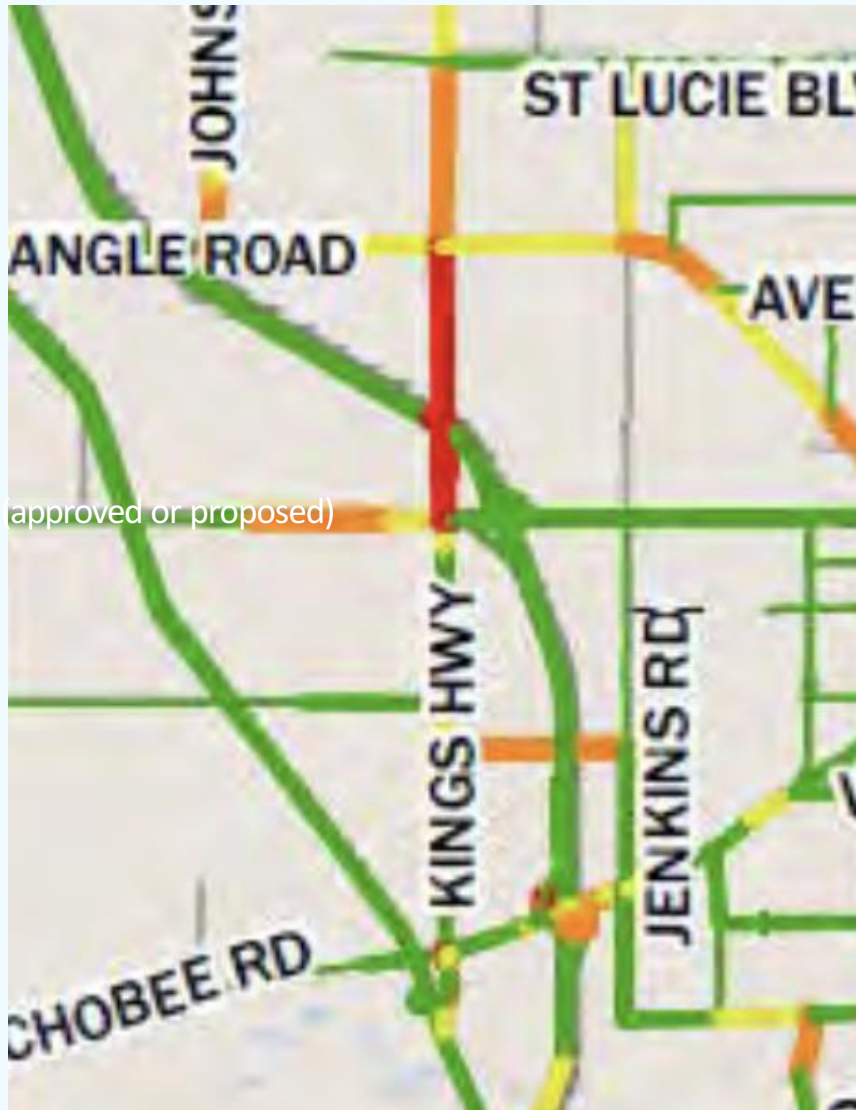
(approved or proposed)



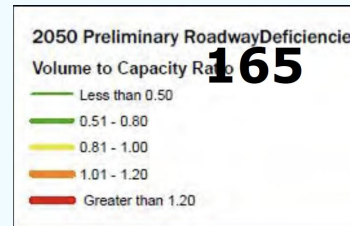
FPUA
SUBSTATION



CHALLENGES



Legend:



Findings:

- Graham Road is over capacity in 2050, and the only intermediate connection to Jenkins in the Study Area
- North of the Study Area, Kings Hwy is failing

Design Concerns

- Most desired uses to drive economic development on Corridor are aligned with industrial zoning
- Neither the City nor County have design standards for industrial zoning
- This corridor will be the City's new "front door"
- Reasonable Concerns:
 - Architectural Quality
 - Proliferation of Outdoor Storage

Stakeholders' Feedback: Strong Support

- ❖ Better infrastructure, especially electric power to serve a variety of industrial needs
- ❖ Development approval process is too slow and uncertain
- ❖ Zoning rules are inconsistent across the City and County
- ❖ Need for more affordable housing in the area
- ❖ Better-looking buildings and landscape
- ❖ Desire for better coordination among local governments

Recommendation #1

Develop an Economic Impact Analysis.

Utilizing an independent economic research firm, conduct a 3rd party economic impact analysis and direct fiscal benefits/resultant tax revenue accruing to the City and County in the phase 1 study area with the development of the Core area with the identified desired uses.

Economic Impact Analysis

- Economic and Fiscal Impact Analysis (EIA) is an IMPLAN-based study based on **projected development of facilities and employment** at build-out within the Kings Highway Jobs Corridor Primary and Expanded Study Areas.
- Projections used for this analysis use the **best available estimates for development square footage and uses** focusing on the **potential for this corridor** rather than on any identifiable pipeline projects.
- Full build-out of the corridor as projected would require implementation of the types of changes outlined in the **Kings Highway Jobs Corridor Initiative Phase 1 Final Report and Recommendations.**



The Kings Highway Jobs Corridor Initiative

Economic and Fiscal Impact Analysis

December 1, 2025

Prepared by:



The research and analysis division of NCDS Inc.
12460 Crabapple Rd., Suite 202-638, Alpharetta, GA 30004
517 449.0900 * www.ncdsinc.net

Economic Impact Analysis

- 50% industrial uses with **4.7 million SF** of development
- 25% commercial uses with **2.3 million SF** of development
- 15% office uses with **1.4 million SF** of development
- 10% mixed-use with **937,000 SF** of development



The Kings Highway Jobs Corridor Initiative

Economic and Fiscal Impact Analysis

December 1, 2025

Prepared by:



The research and analysis division of NCDs Inc.
12460 Crabapple Rd., Suite 202-638, Alpharetta, GA 30004
517 449.0900 * www.ncdsinc.net

Economic Impact Analysis

At full buildout, the potential for the Kings Highway Jobs Corridor could provide up to:

- o **21,291 direct jobs**
- o **Total economic output of \$5.9 billion**
- o **County tax revenues of \$45.2 million**
- o **Municipal tax revenues of \$35.8 million**



*The Kings Highway Jobs
Corridor Initiative*

**Economic and Fiscal
Impact Analysis**

December 1, 2025

Prepared by:



The research and analysis division of NCDS Inc.
12460 Crabapple Rd., Suite 202-638, Alpharetta, GA 30004
517 449.0900 * www.ncdsinc.net

Recommendation #2

Address critical infrastructure.

1. Work directly with FPL and FPUA to ensure adequate electric capacity to support future growth; and
2. Advocate for needed roadway improvements
Consider adding an ancillary roadway study to determine broader transportation needs as a future phase

Recommendation #3

Create a Unified Overlay Zone.

Adopt a special regulatory layer that works across both the City and County land development codes, with consistent rules and faster approvals. Incentives can include:

- Keep current zoning in place but allow developers to opt into the overlay.
- Create unified design and a clear list of permitted uses.
- Offer faster staff approval in exchange for better-quality development.

Recommendation #4

Launch Overlay Zone as a 3-Year Pilot Program.

Test the overlay district for three years. If it works, expand or make it permanent. If not, let it lapse.

Recommendation #5

Establish a City of Fort Pierce Economic Development Fund

Create a fund to set aside recurring funding to provide Economic Development Match Grants for impactful projects to leverage outside funding. Sources include both City funding and developer contributions.

Next Steps

Phase 2 has launched

- **Economic Impact Study is complete**
- **Overlay Zone Code Workshop with City and County Staff**
March 6, 2026





THE SUNRISE CITY
FORT PIERCE
Florida



Questions? Contacts:

St. Lucie EDC

www.youredc.com

772-324-2014

Wes McCurry, President

*Kadian Knight, Director of Business
Development*

*Peter J Tesch, Senior Advisor for
Strategic Initiatives*

District Planning Group

www.districtplanninggroup.com

772-742-8649

Leslie Olson, AICP, Principal



DISTRICT
PLANNING
GROUP