



# PROJECT SITE

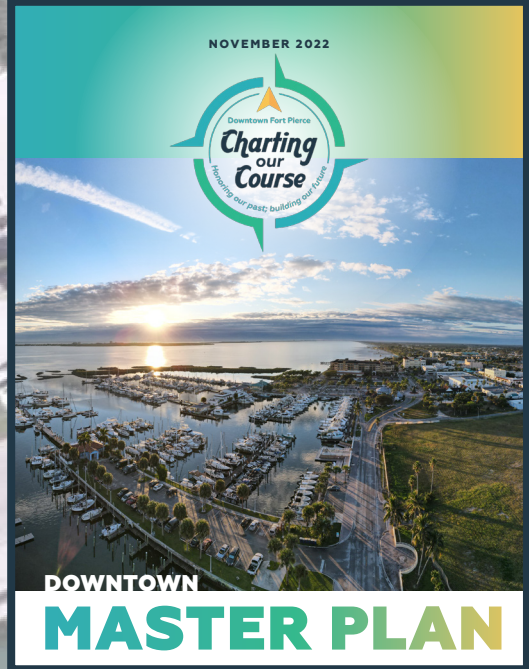
GAZEBO PARK

COBB'S LANDING

KILMER BRANCH ST LUCIE COUNTY LIBRARY

FORT PIERCE CITY MARINA

MARINA SQUARE



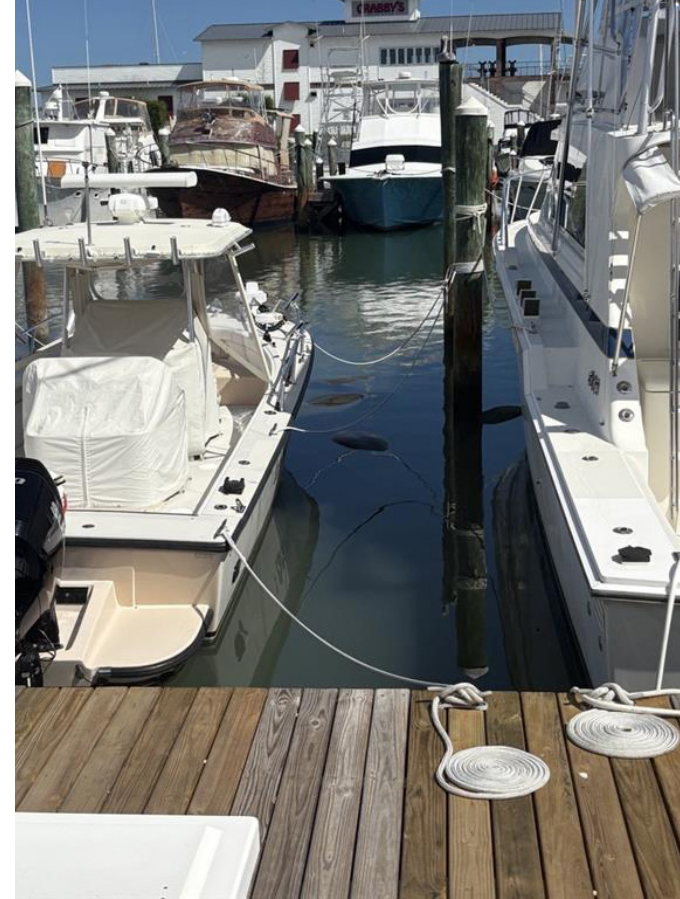
**3**

**FOCUS AREA**

**The Plan (Focus Area)**

While this Downtown Plan includes a long-term vision for the entire project area, a successful downtown revitalization strategy requires the identification of a smaller area to focus the limited initial capital funds for the greatest catalytic effect. The Focus Area was established by identifying Downtown Fort Pierce's greatest existing assets and opportunities to connect.

21 22





# PUBLIC INPUT

## WORKSHOP 1

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



## 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



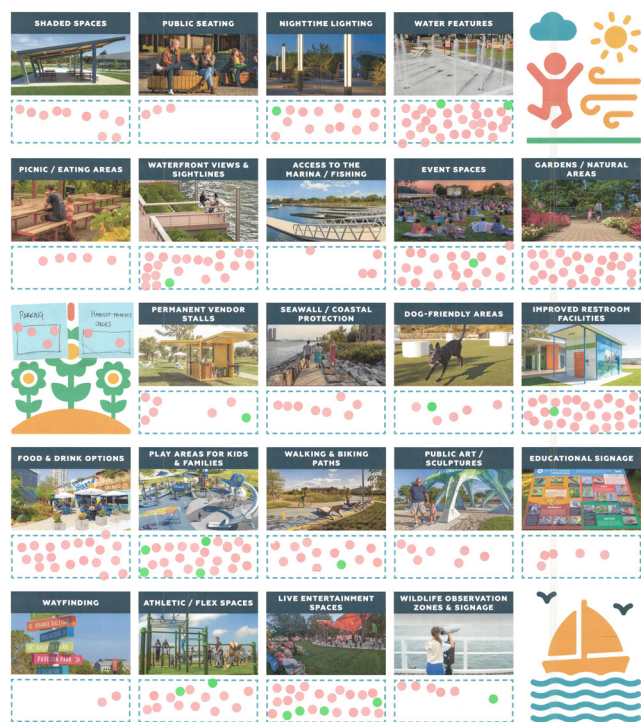
## STAKEHOLDER INTERVIEW

- 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



# THE PEOPLE IN FORT PIERCE WANT



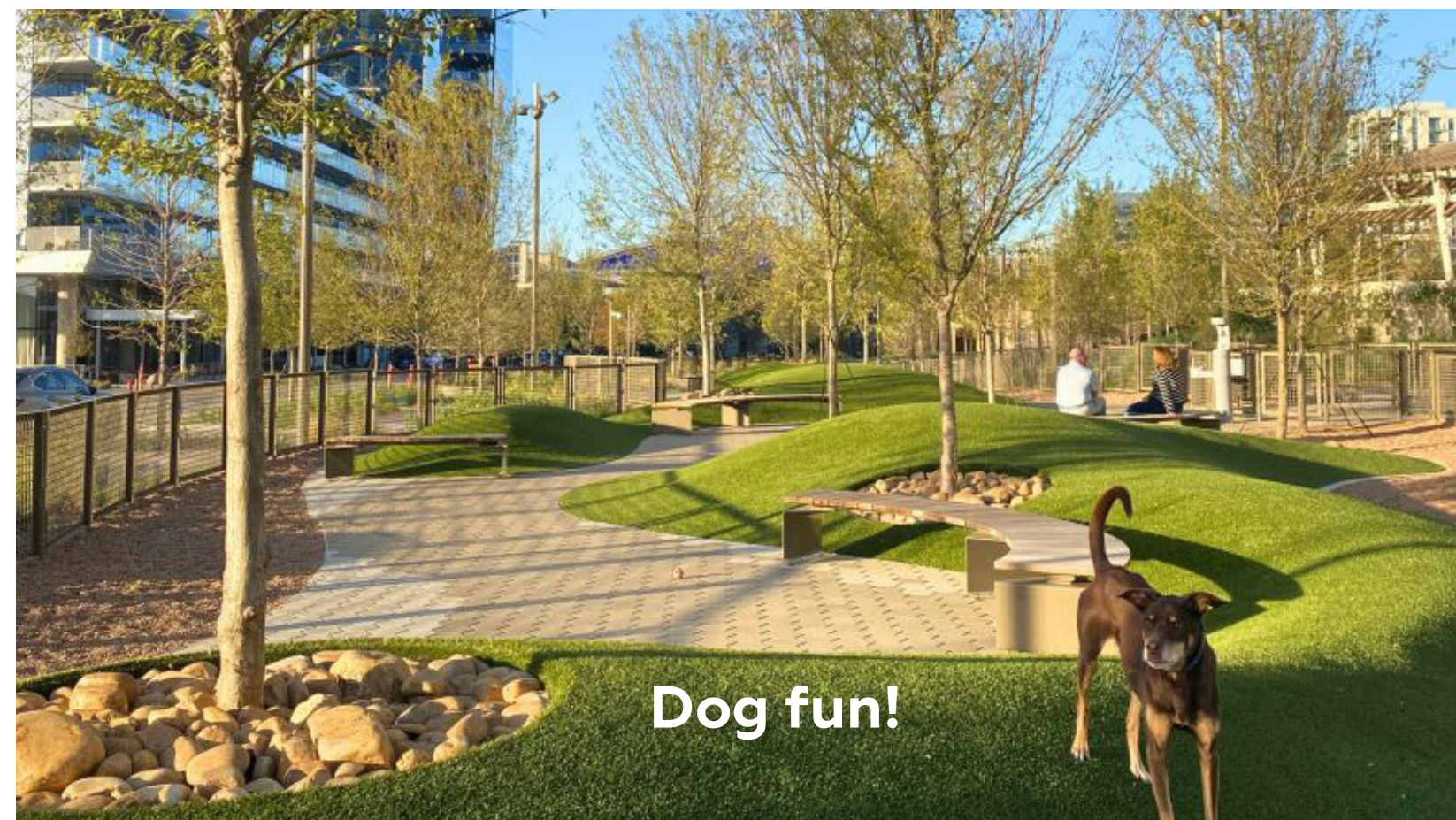
A better space for events and vendors



A place for kids to play



Water fun



Dog fun!

# THE PEOPLE IN FORT PIERCE WANT



A waterfront walk



Multi-Generational Play



Experience the Marina



Ecological Restoration

**THE PEOPLE IN FORT PIERCE COMMENTED:**

**Flexible,  
Multi-generational  
Park**

**Education  
Identity + Character**

**HOMELESSNESS CONCERN**

**Infrastructure**

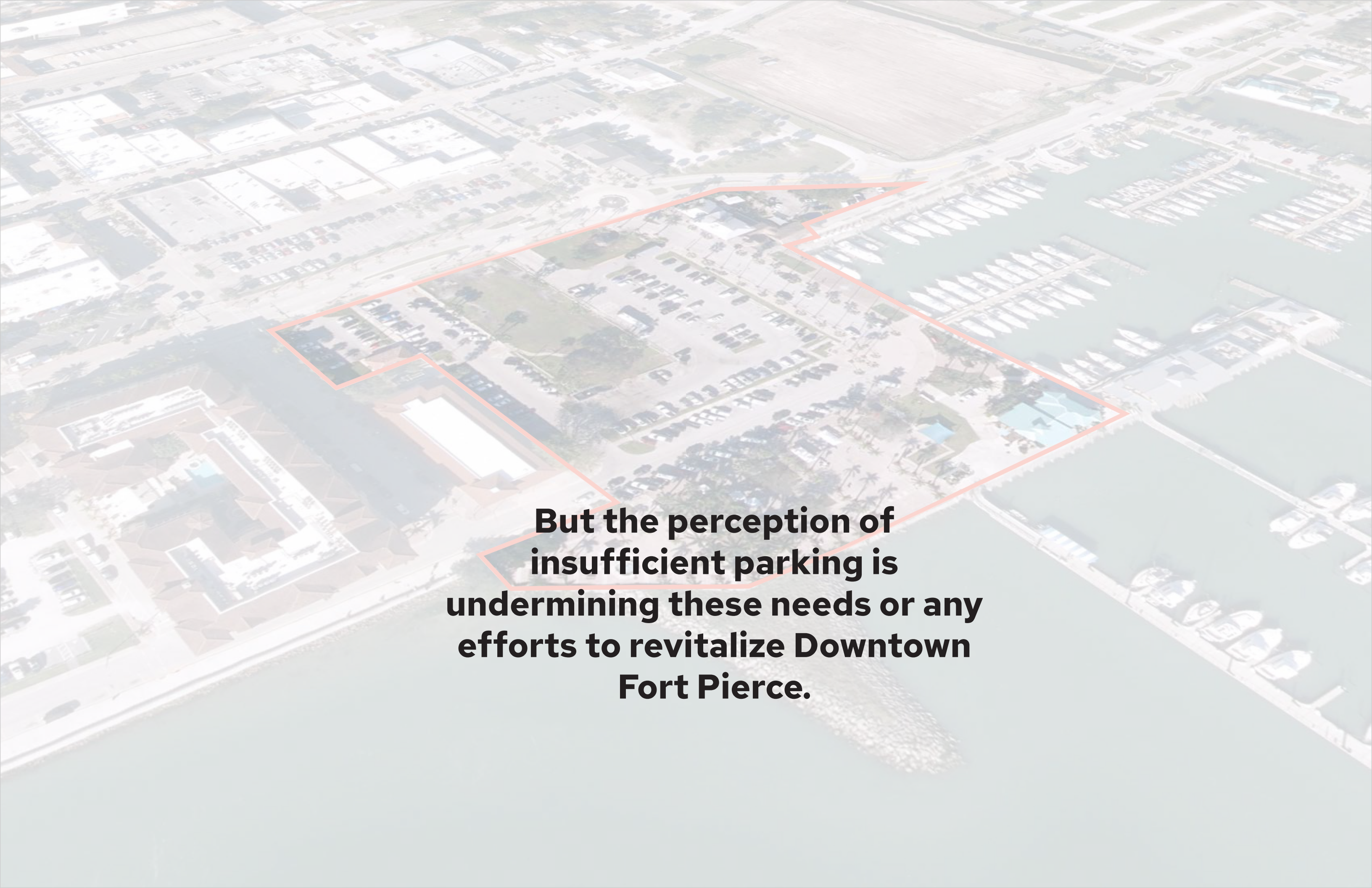
**PARKING**

**Nature**

**VIBRANT  
DOWNTOWN**

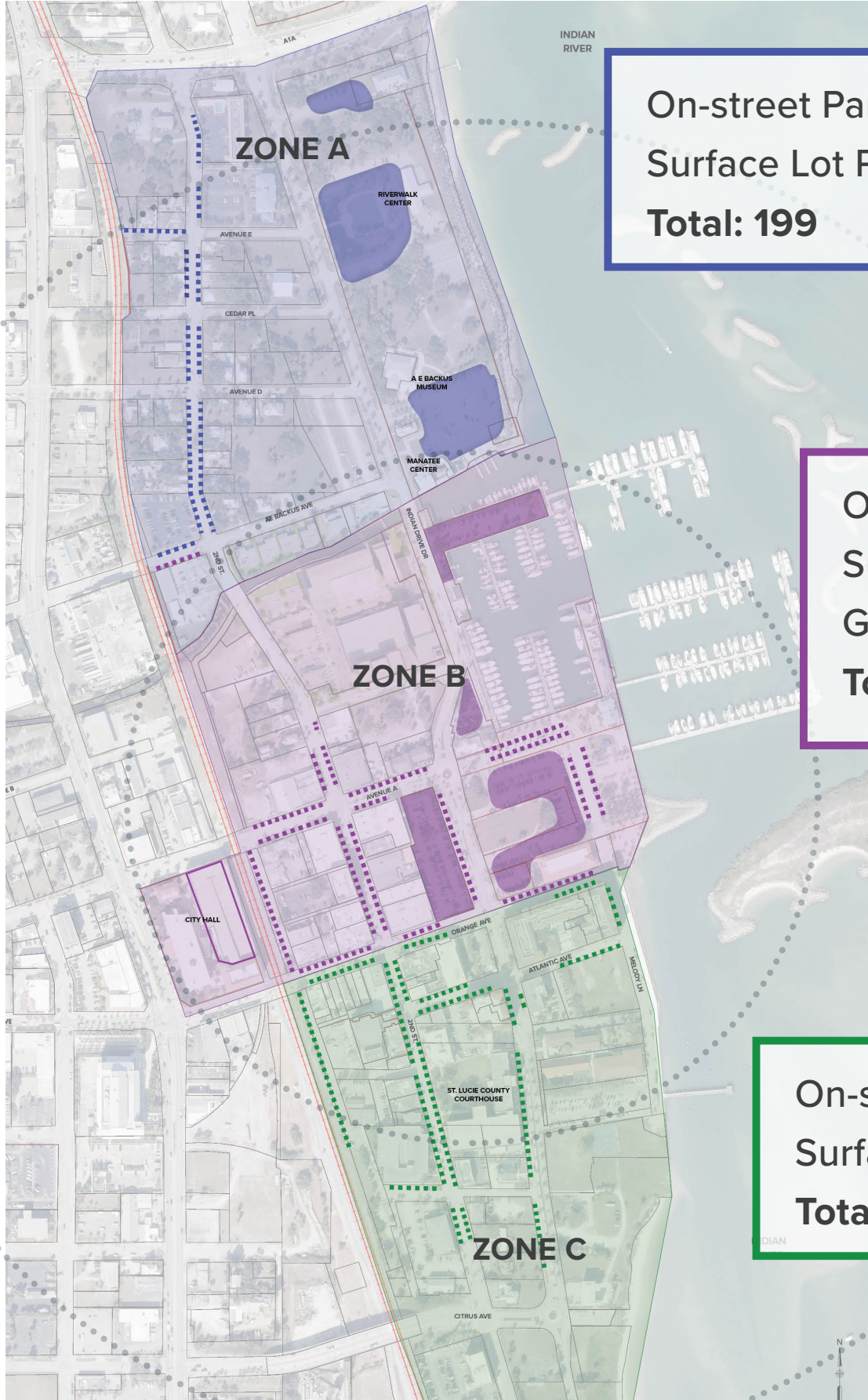
**Festivals and  
spaces**

**Vendor spaces**

An aerial photograph of a city area, likely Fort Pierce, Florida. A red outline highlights a specific zone in the center of the image. The zone contains several large parking lots, some with cars, and a few buildings. The surrounding area includes residential buildings, a marina with many boats, and a large open field. The text is overlaid on the bottom right of the image.

**But the perception of  
insufficient parking is  
undermining these needs or any  
efforts to revitalize Downtown  
Fort Pierce.**

# PARKING STUDY - Existing City-Owned Parking

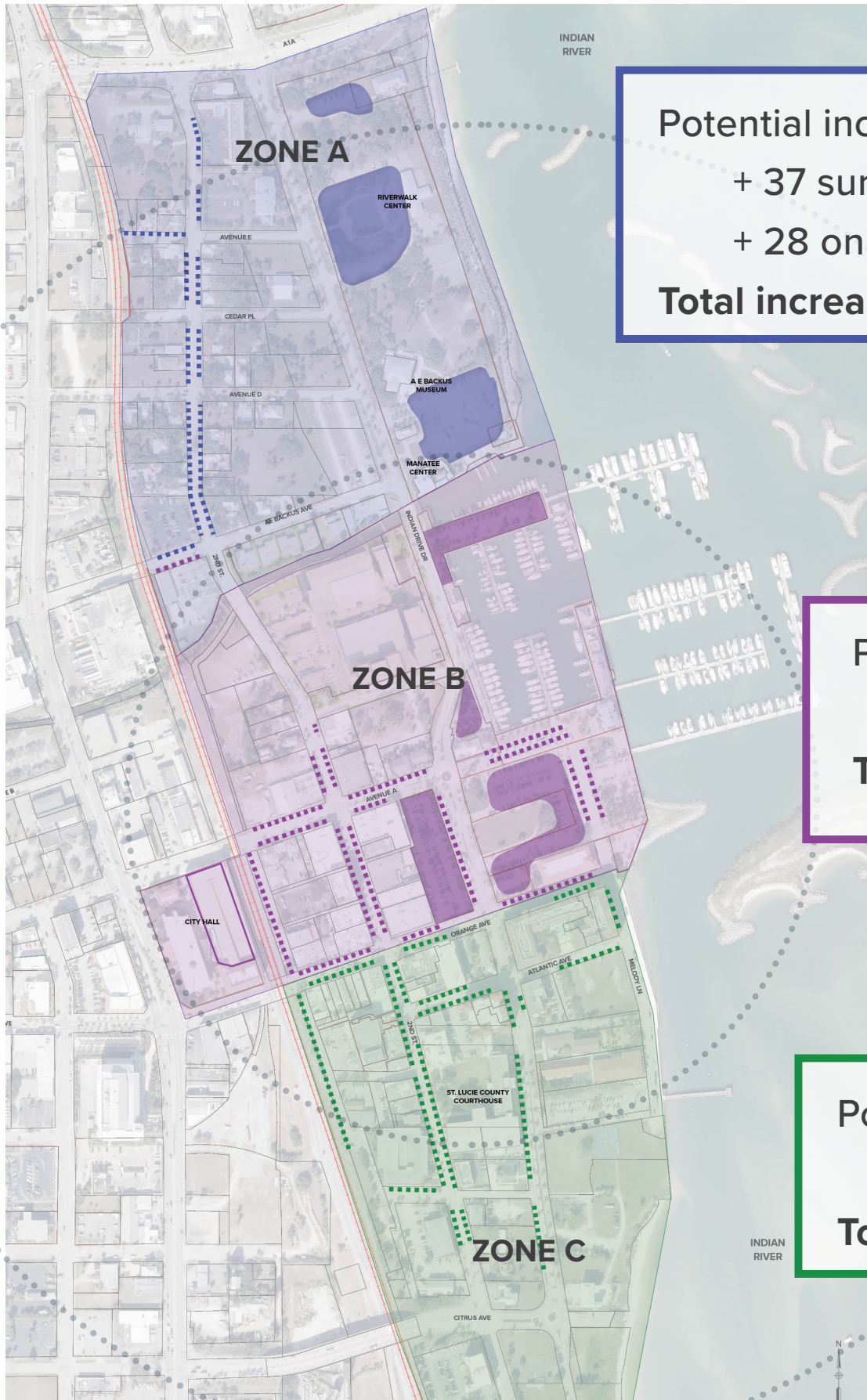


On-street Parking: 48  
Surface Lot Parking: 151  
**Total: 199**

On-street Parking: 200  
Surface Lot Parking: 309  
Garage: 411  
**Total: 920**

On-street Parking: 163  
Surface Lot Parking: 0  
**Total: 163**

**Currently  
1282  
parking  
spaces**



Potential increase:  
+ 37 surface  
+ 28 on street  
**Total increase: 65**

Potential increase:  
+ 7 surface lot  
**Total increase: 7**

Potential increase:  
+ 10 surface lot  
**Total increase: 10**

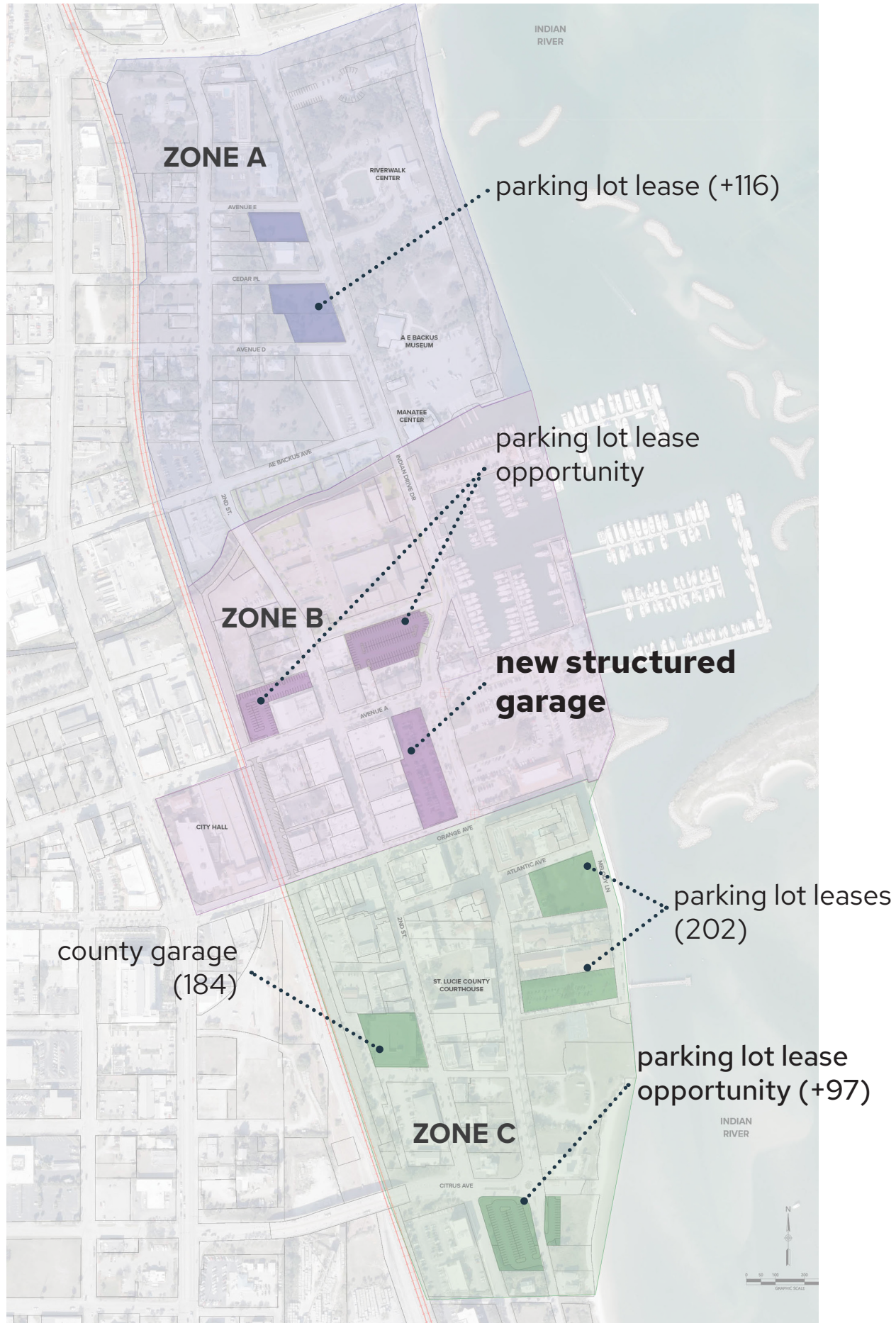
## STEP 1: MODIFY

**Potential  
to increase  
current  
parking  
with 82  
more  
spaces**

An aerial photograph of a large, multi-level parking lot. The lot is filled with numerous cars, mostly parked in neat rows. In the background, there is a large, multi-story building with a white roof and brown walls. The surrounding area includes some greenery and palm trees. The overall scene depicts a busy parking area, likely at a university or a large office complex.

## **STEP 2: MANAGE**

**Taxpayers are subsidizing  
overnight and long term parking**



## STEP 3: MAXIMIZE

**Short term  
parking leases**

**to**

**New Parking  
Garage**

IMAGINE

**A COMPLETE WATERFRONT  
EXPERIENCE FOR  
DOWNTOWN FORT PIERCE:**



**IMAGINE** : The Park arrival

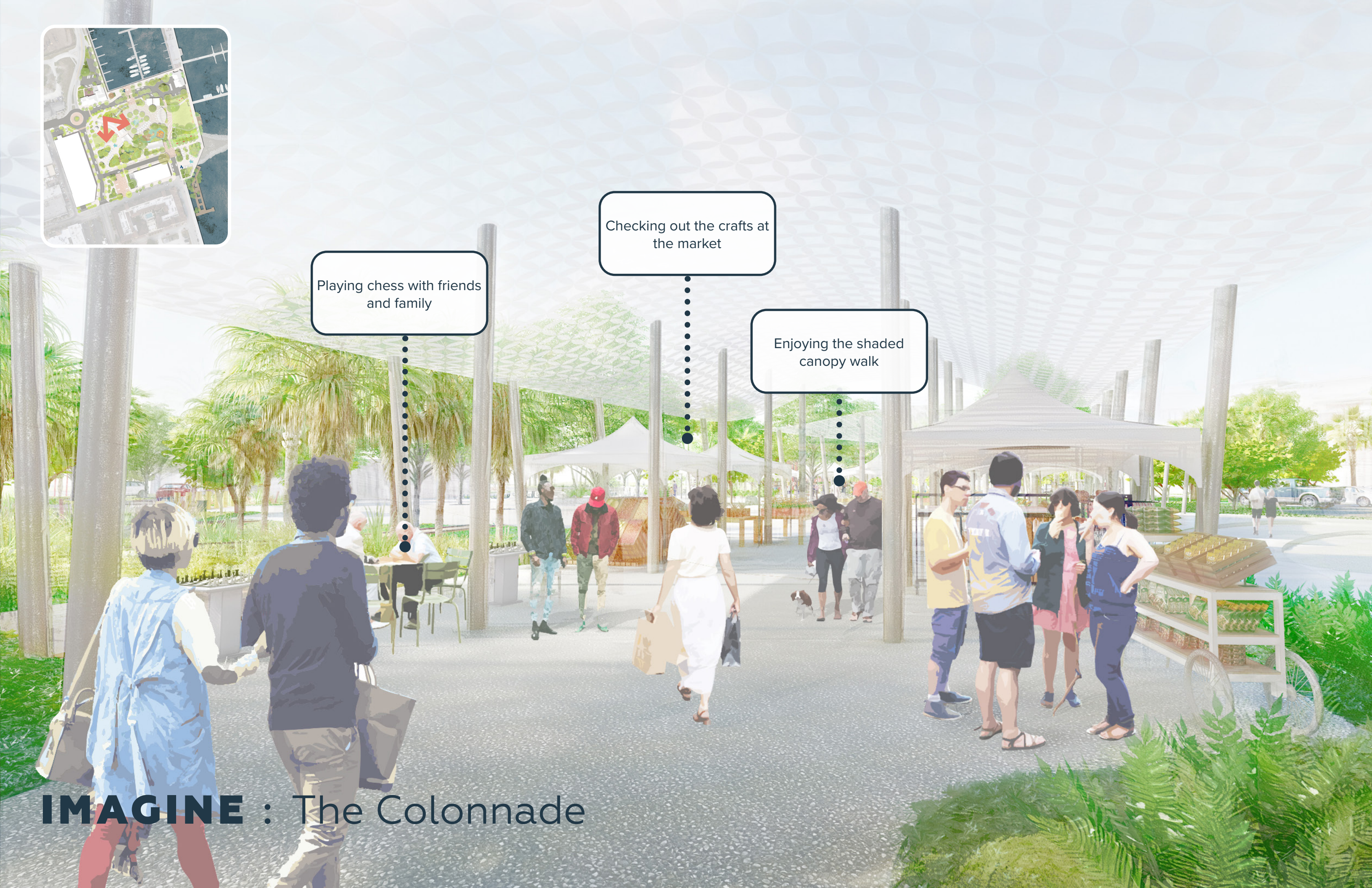


Playing chess with friends and family

Checking out the crafts at the market

Enjoying the shaded canopy walk

# IMAGINE : The Colonnade





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





Learning about Marina Square's stormwater management

Walking across the wetland experience to access the park

Taking a break in the lush Native Florida landscape

# IMAGINE : The Sponge





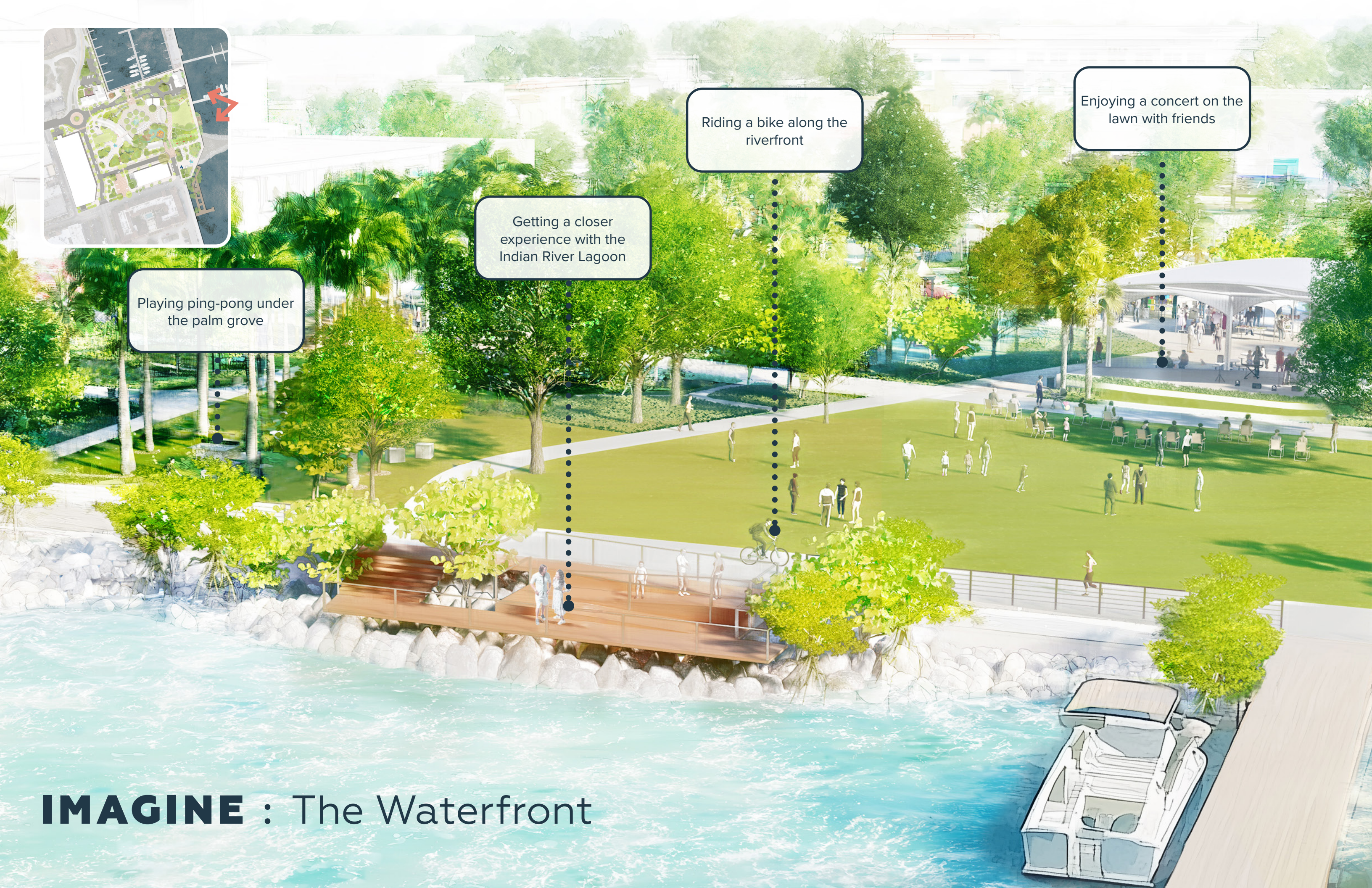
Playing ping-pong under the palm grove

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





**IMAGINE** : The Fishing Deck







Indian River

City Marina

Cobb's  
Landing

Market Plaza

Events Lawn

Avenue A

Vendor Colonnade

Entry Lawn

Playground

Palm Grove

Indian River Dr

Stormwater Forest

Structured  
Parking Garage  
With 1st Floor  
Retail

Craft Entry Plaza

St. Lucie County  
Kilmer Branch  
Library

Waterfront  
Promenade

Orange Ave

Melody Ln

Fishing And  
Oyster Deck



# SCHEDULE

