

# Port St. Lucie City Center Master Plan

*Public Workshop  
December 7, 2022*



**Presented by Kim DeLaney, Ph.D., TCRPC  
In collaboration with PFM and HVS**

# Project Objectives

Review Demographic & Market Data  
Related to the City and City Center Property

Evaluate Current Uses of the City Center Property &  
Its Role in the City of Port St. Lucie

Gain Feedback from the Public about Development Opportunities ~  
Types of Uses, Scale, Activities, Needs and Desires ...  
Entertainment? Office? Residential? Hotel? Public Uses?

Test Various Scenarios to Evaluate Development, Phasing,  
Revenues, Strategies & Benefits/Challenges

*How Can the City Center Property Best Serve Port St. Lucie?*



**City of Port St. Lucie**

# **2022 Strategic Plan Update**

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Draft for Council Review

April 18, 2022

## OUR VISION

Port St. Lucie has  
Great Neighborhoods;  
Excellent Educational Opportunities for lifelong learning;  
a Diverse Local Economy and Employment options;  
Convenient Transportation;  
Unique Natural Resources including the St. Lucie River;  
and Leisure Opportunities for an Active Lifestyle.

“Port St. Lucie is a Safe, Beautiful,  
and Prosperous City for All People –  
Your Hometown.”



**City of Port St. Lucie**

## **2022 Strategic Plan Update**

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Draft for Council Review

April 18, 2022

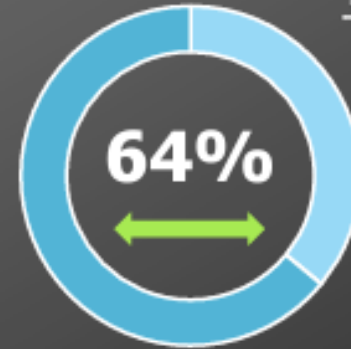
# Goal 4: Diverse Economy & Employment Opportunities



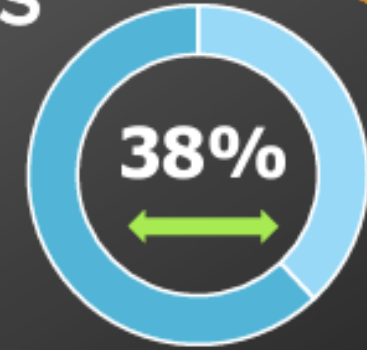
**75% of residents** at the 2022 Citizen Summit suggest **Events/Entertainment** be prioritized on the City Center property acquired by the City followed by **Dining & Retail**.

## Why It Matters:

THE NCS™



of residents rated overall economic health positively, similar to the national benchmark.



of residents rated employment opportunities positively, similar to the national benchmark and an increase of +10% over 2022.

In this goal, we aim to expand economic opportunities, develop partnerships and improve processes necessary to ensure a diverse, thriving economy and job growth.



# City of Port St. Lucie 2022 Strategic Plan Update

## Revitalize City Center

### PRIORITY PROJECTS



Updated for FY 22/23

#### Develop Master Plan for City Center

- **FY 21/22 – 22/23:** Launched following acquisition of City Center

"Looking forward to **development of Civic Center**. Would like to see **US1 improve** once development plans take flight."

-2022 Citizen Summit Participant



New for FY 22/23

#### Engage Private Redevelopment Partner with City/CRA

- **FY 22/23: Initiate RFP Process to Select Private Sector Partner(s) to Implement City Center Master Plan**

## Advance Mobility

### PRIORITY PROJECTS



Updated for FY 22/23

#### Design the Village Green Drive Corridor Revitalization Project

July 2021: Final Conceptual Master Plan adopted

#### **FY 22/23: Design of Hog Pen Trail**

**Seeking grant funds for design/construction**

## Advance Culture & The Arts

### PRIORITY PROJECTS



Updated for FY 22/23

#### Expand Cultural Offerings/Special Events

- Expanded offerings and events planned by MIDFLORIDA Event Center and Parks & Recreation
- **Development of a signature multi-cultural/international festival celebrating PSL's diversity**

# Project Team

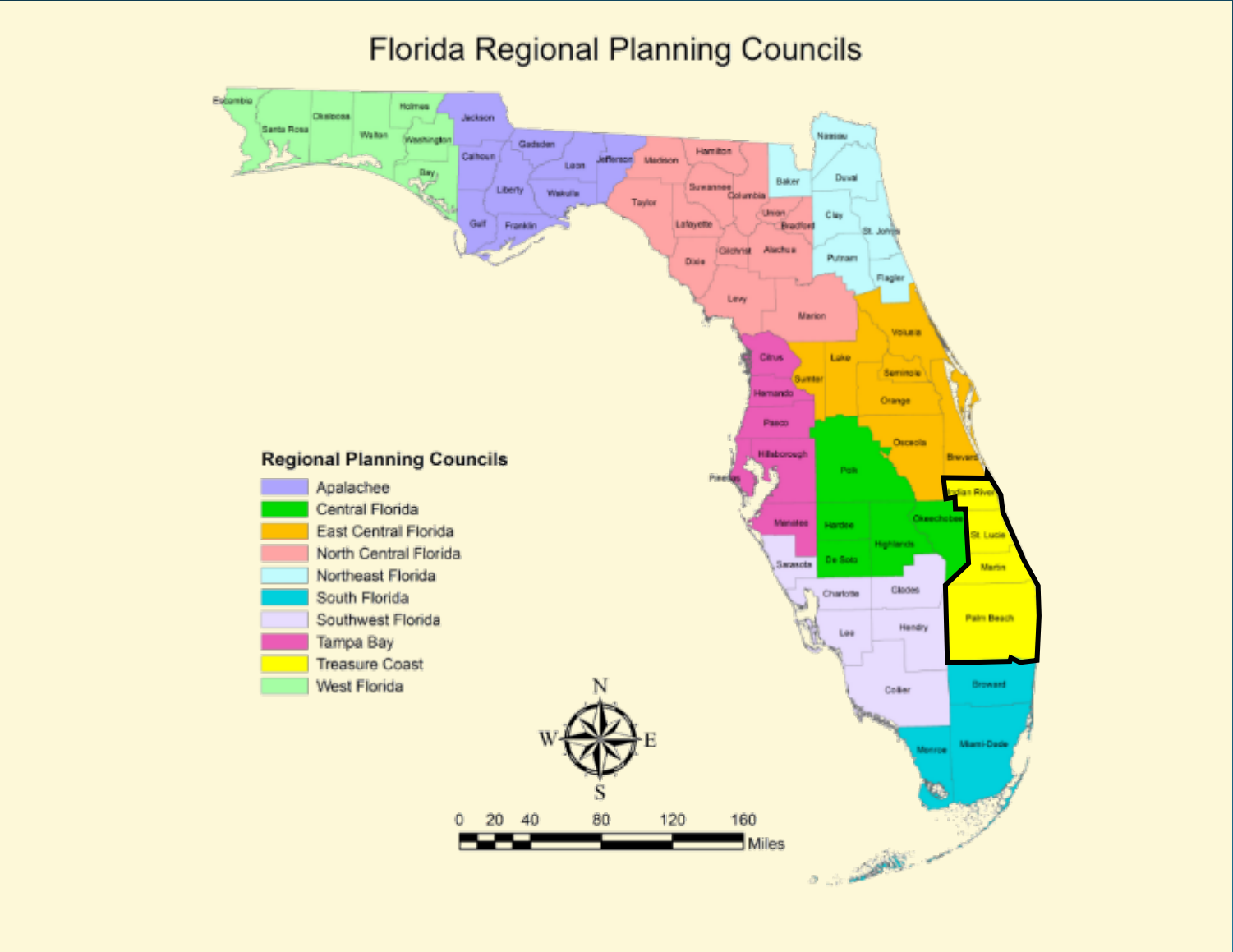
- City of Port St. Lucie  
CRA & all City Departments
- Treasure Coast Regional Planning Council – Master Plan
- PFM – Financial / Market Analysis
- HVS – Event Center & Hotel Analysis



# Who is the Regional Planning Council?

## Fun Facts

- Public Agencies
- One of 10 RPCs Statewide
- Specialists in Visioning, Economic Development, Redevelopment Planning & Complete Streets
- Provide Technical Assistance to Local Governments & Agencies





# A Look Backwards ...



## LIFE IN PORT ST. LUCIE, FLORIDA



**BOATING**—Miles of friendly waters to explore—wonderful boating on the St. Lucie River, Intracoastal Waterway, Atlantic Ocean, and on the Cross State Canal to Florida's West Coast.

### Start Now to Own Your Own Choice Land on Florida's Famous East Coast

Look at the people on these pages, enjoying the happy, relaxed, fulfilled life folks of all ages find in Port St. Lucie. And decide to start, right now, to prepare the way for your own wonderful future in this sub-tropical paradise.

Port St. Lucie is a fine, carefully planned, progressive community—built in a setting of great natural beauty. The land is high and dry—situated well above water level. The lovely St. Lucie River which winds through the property, is one of the most picturesque in all Florida. And as you drive through the countryside, you will marvel at the beauty of the green and gold citrus groves and savor the sweet scent of fragrant orange blossoms.

The climate is delightful—warmed in winter and cooled in summer by prevailing trade winds from the Atlantic Ocean. Here, you can enjoy your favorite outdoor sport—raise tropical fruits, vegetables, and gorgeous, exotic flowers throughout the year.

And the location is ideal, on the fast-growing East Coast, famous for its millionaires' mansions and luxury resort hotels.

**BIG 80' x 125' HOMESITES**  
**\$10 DOWN—\$10 A MONTH** SALE PRICE **\$995**

Yes, thanks to the famous Mackle Plan, you can buy your own choice piece of property in Port St. Lucie—enjoy all the conveniences and advantages of Florida's East Coast—for money you'll hardly even miss. Just \$10 down and \$10 a month buys a big, well-lighted homesite.

Why not start, right now, to own your own "piece in the sun" in Port St. Lucie?

All you do is fill out the coupon below and mail with a \$10 deposit. As soon as your deposit is received, you will be sent a contract, and a map showing the exact location of your property. They pay only \$10 a month, which includes 5% interest, until your contract is completed.

But don't put it off. Act now! *Prices subject to change without notice.*

### YOUR GUARANTEE

- You are protected three ways:
1. By the substantial reputation of General Development Corporation.
  2. By the more than 50 years experience of the Mackle Company, and personal integrity of the Mackle brothers.
  3. By an unconditional 30 day money back guarantee.



**M** **ANNEX MACKLE-BUILT COMMUNITY through GENERAL DEVELOPMENT CORPORATION** **GD**

As early as possible after the Port St. Lucie Station at Florida State University at Tallahassee, Tallahassee, Florida. Chapter of General Development, P.O. Box 41, Tallahassee, Florida, Tallahassee, Florida.

### Send Coupon Today!

**PORT ST. LUCIE DIVISION** PSL-30  
 General Development Corporation  
 P.O. Box 34-1305 • Miami, Florida

Please receive . . . \$10 in 100 member dollars each 80x125-ft. lot with \$10 payment on each. Rush, purchase contract and map showing location of my property. My deposit will be returned promptly and without question if I notify you within 30 days.  
(Please print your name on this card.)

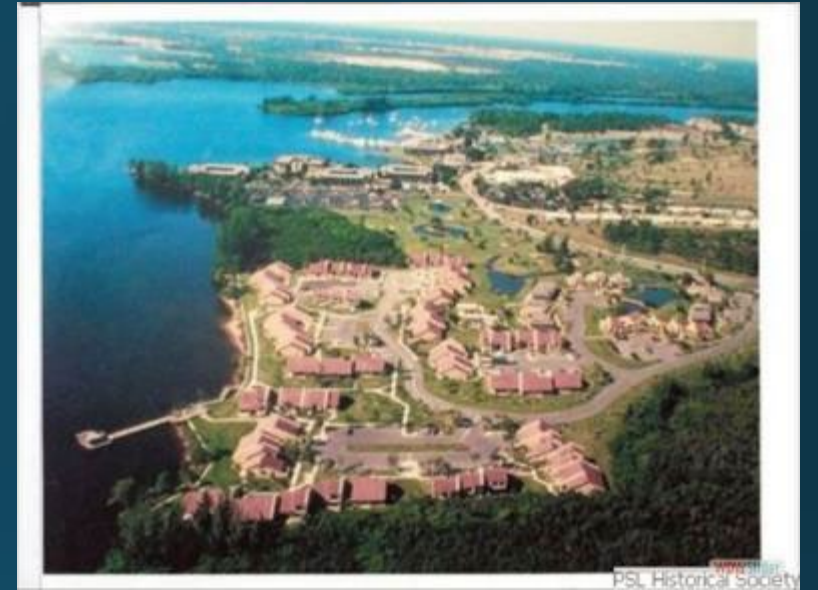
NAME . . . . .  
 ADDRESS . . . . .  
 CITY . . . . . ZONE . . . . . STATE . . . . .  
 TELEPHONE . . . . .



**FINE LIVING**—Port St. Lucie is a community lived in and loved, with beautiful homes, wide, paved streets, parks, electricity, and telephone. Shopping, movies, schools, churches are all nearby.



# A Look Backwards ...

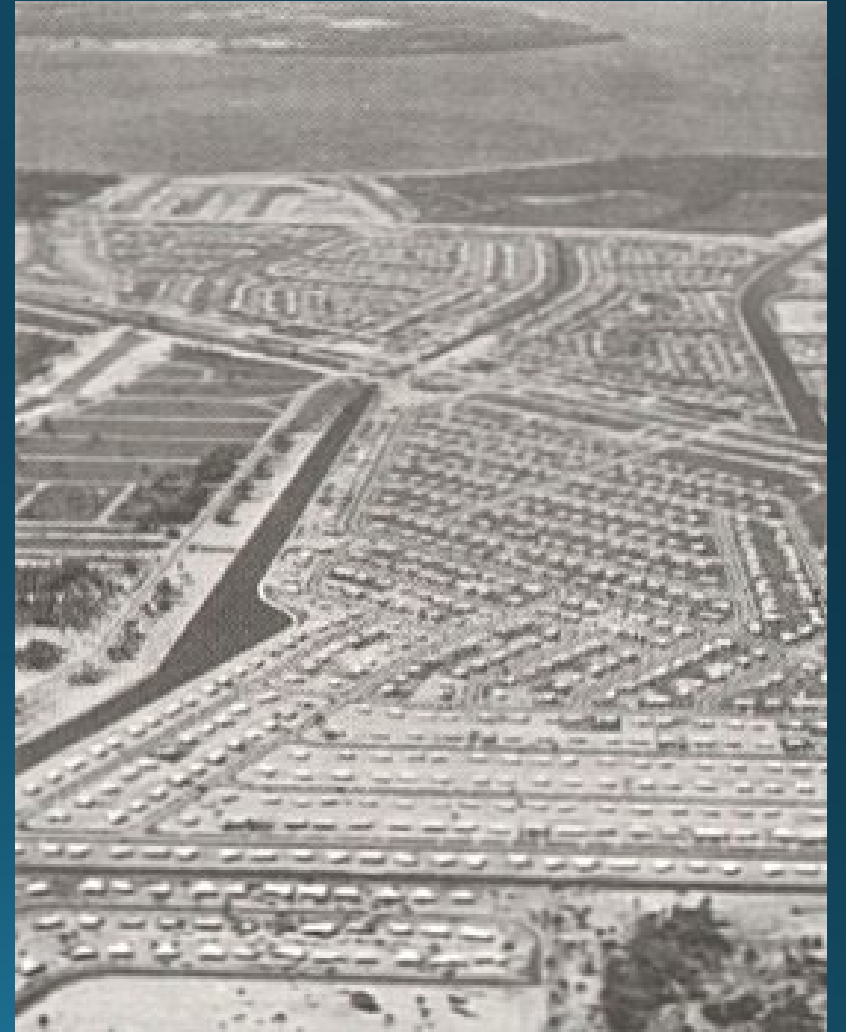


Sandpiper Bay Villas



Spruce Bluff

# A Look Backwards ...





# Why Everyone Else Loves Lucie Too ...



## Port St. Lucie ranked among the top 15 boomtowns in America

In a new study, SmartAsset uncovered the fastest-growing cities in the U.S. We analyzed data for 494 of the largest cities across topics measuring growth of the population, income, GDP, businesses, housing and changes in unemployment.

11/30/2022 12:22 PM



## PSL ranks No. 22 best place to retire in the U.S. in 2022-2023

Daytona Beach (No. 7), Sarasota (No. 11), Melbourne (No. 12), Lakeland (No. 13), Ocala (No. 16) and Port St. Lucie (No. 22) all ranked in the top 25.

11/02/2022 8:00 AM



## PSL ranks No. 6 city in Florida with the most new businesses

Florida and other Southern states rank high for new businesses, a study said. 22 FL cities are on a list of most new businesses per capita.

10/17/2022 3:38 PM

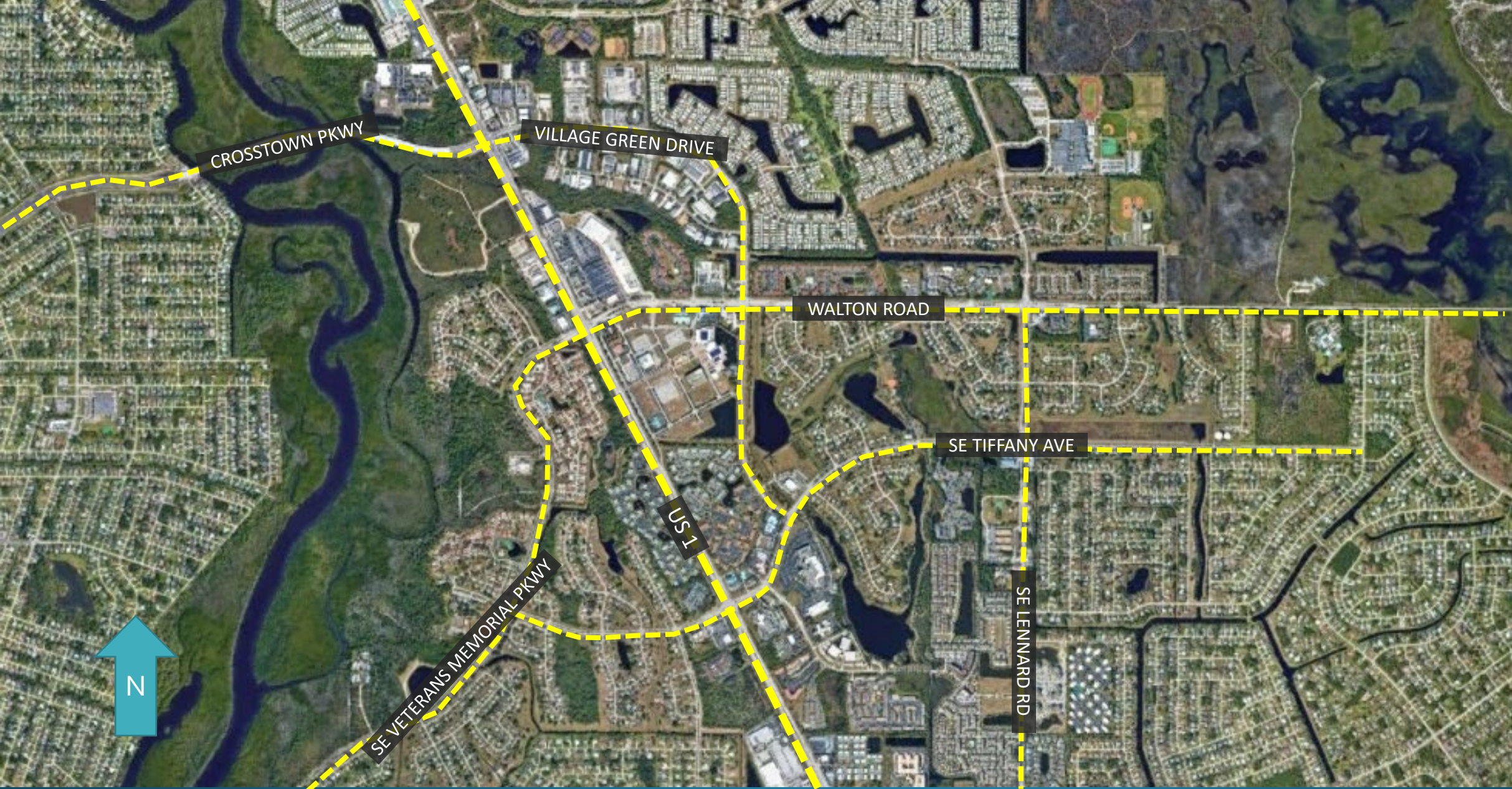


## PSL ranks among safest cities in the U.S.

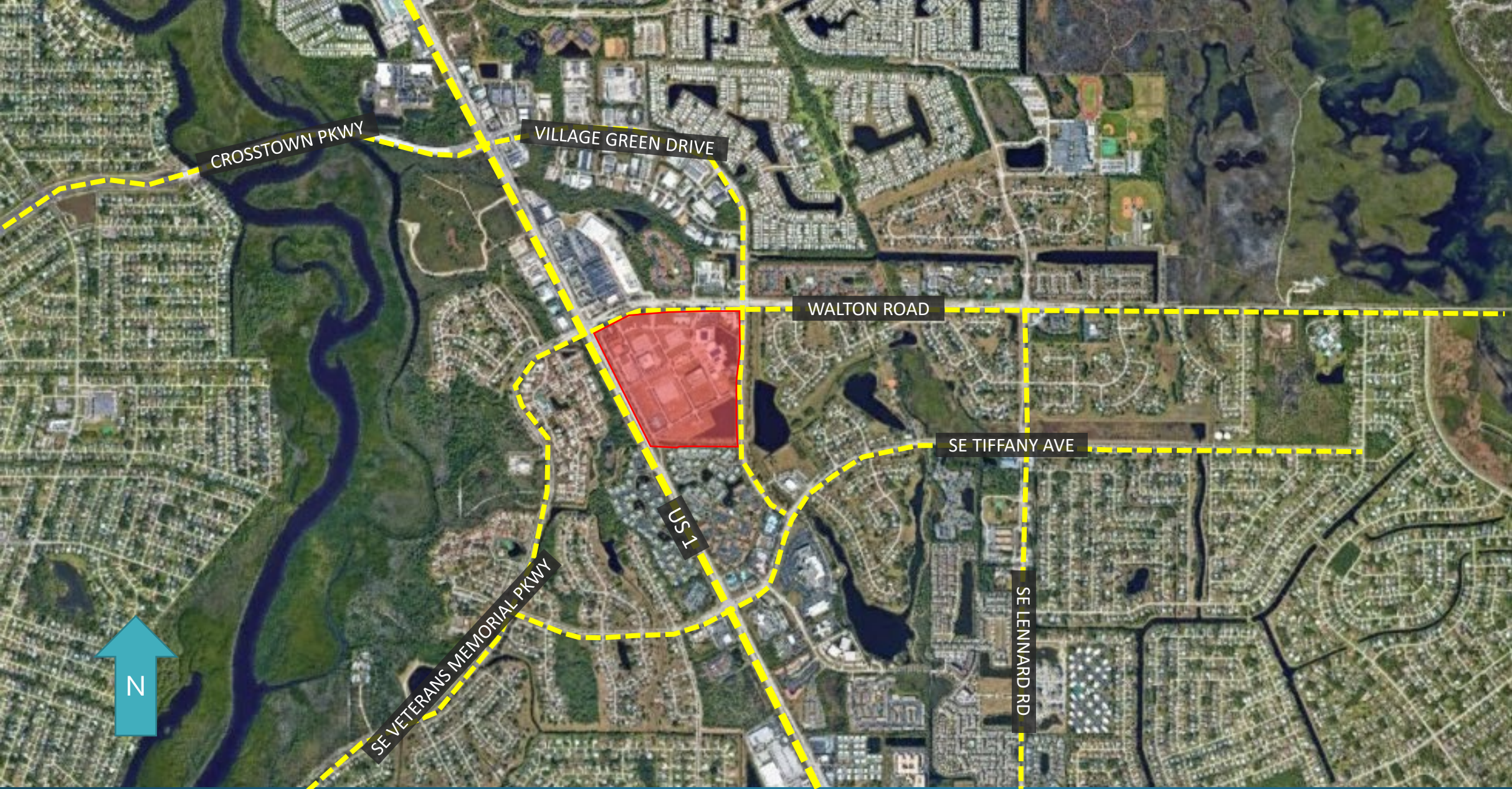
To determine where Americans can feel most protected against life's hazards, including nonphysical forms of danger, WalletHub compared more than 180 U.S. cities across 42 key metrics.

10/10/2022 7:04 AM

# Project Location Map



# Project Location Map





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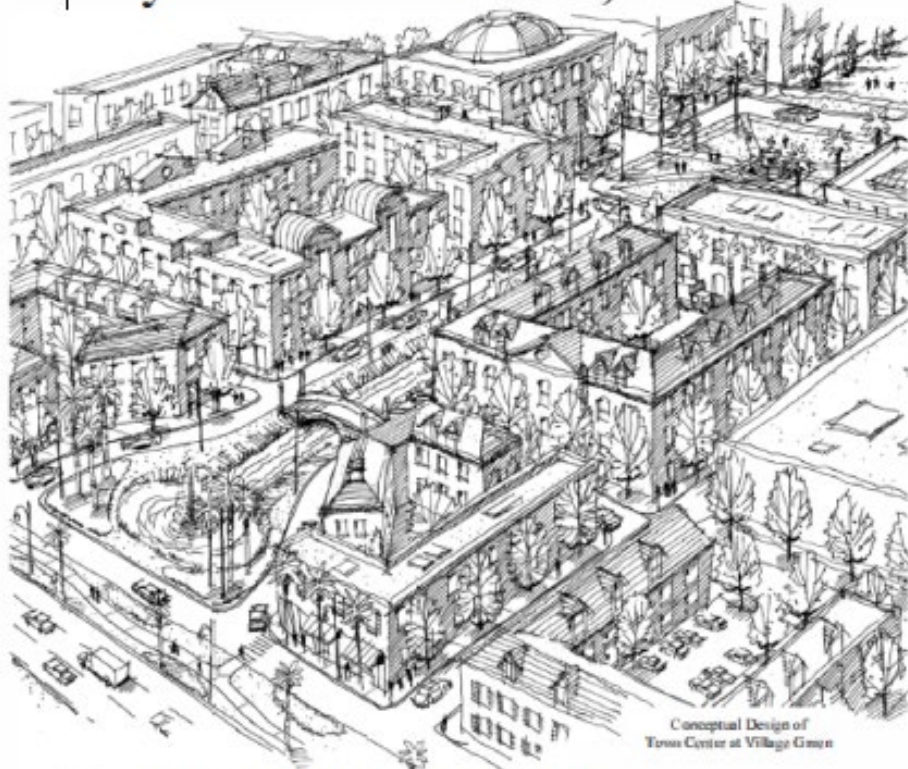
**CITY CENTER 1 MILE BUFFER  
FUTURE LAND USE MAP**

# A bit of history ...



Original Village Green Plaza (1999)

## City of Port St. Lucie, Florida



Conceptual Design of  
Town Center at Village Green



### Community Redevelopment Plan

April 2001

Prepared in conjunction with

The City of Port St. Lucie Planning and Zoning Department

EDAW

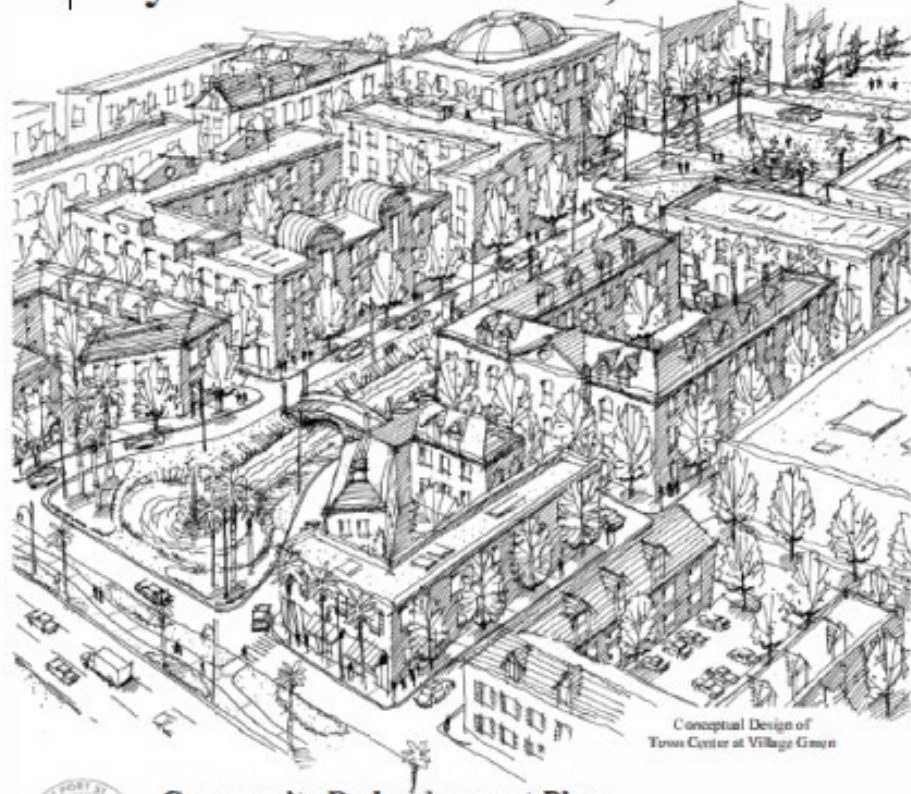
This is an important time for the City of Port St. Lucie. The City is facing tremendous growth pressure; the current population of 90,000 is projected to exceed 150,000 in the next 20 years and ultimately exceed 200,000. When the City was incorporated in 1961, the original city designers gave little consideration to the diversity of land uses needed to service a city of this size. As a result, most residents of the city work, shop and find entertainment outside of the City and the City has no established central core. This increases traffic, negatively impacts the City's tax base as well as the ability of the City to meet service demands from growth.

*The City of Port St. Lucie's  
Community Redevelopment Area  
will be a central gathering place  
that creates an identity for the city  
as well as provides*

*entertainment and economic opportunities.*

*The area will include a variety of development districts  
and connective open space to better serve  
Port St. Lucie's current and future population.*

# City of Port St. Lucie, Florida



Conceptual Design of  
Town Center at Village Green



## Community Redevelopment Plan

April 2001

Prepared in conjunction with  
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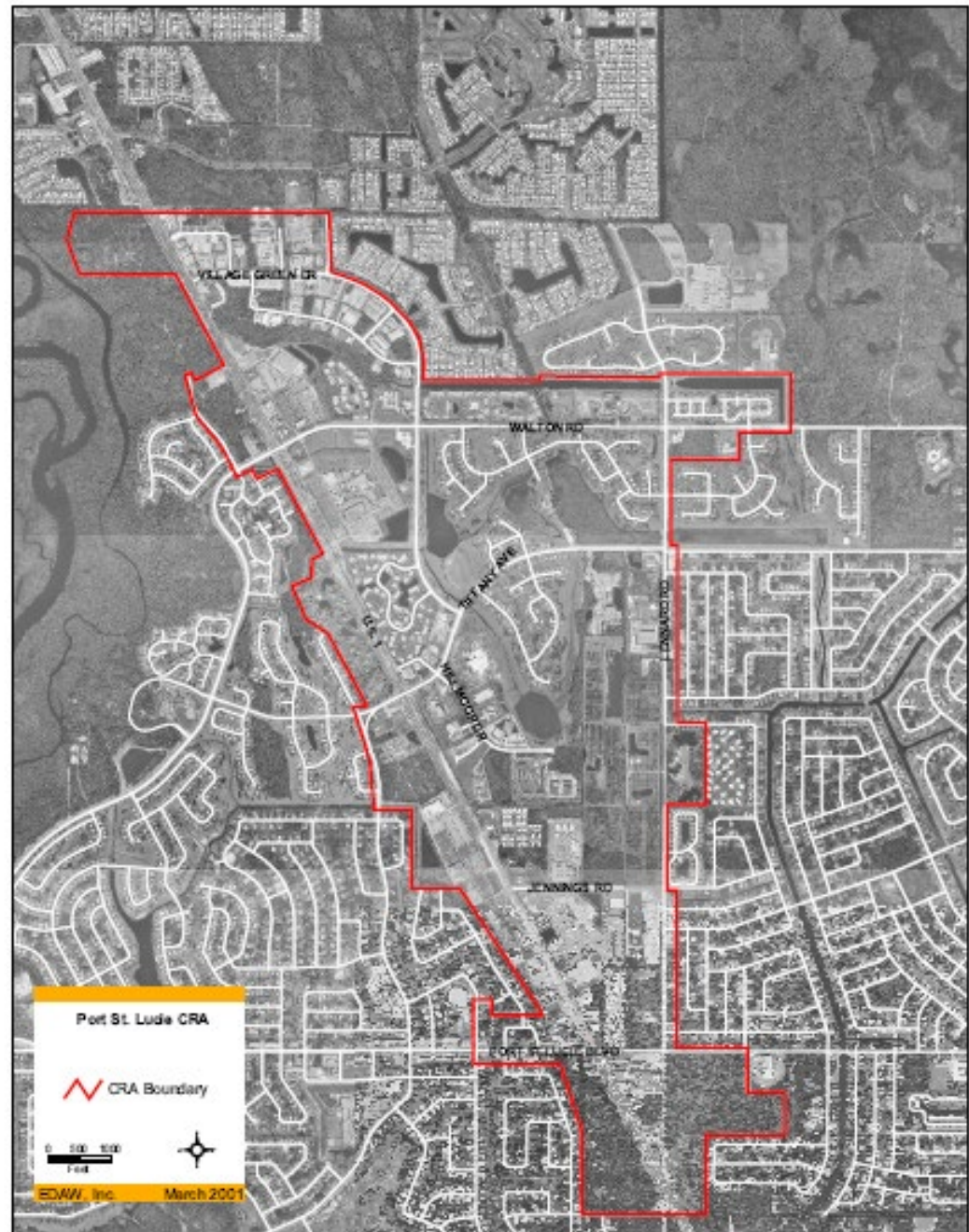


Figure 2-1: CRA Location Map and Boundary

# City of Port St. Lucie, Florida



## Community Redevelopment Plan

April 2001

Prepared in conjunction with  
The City of Port St. Lucie Planning and Zoning Department

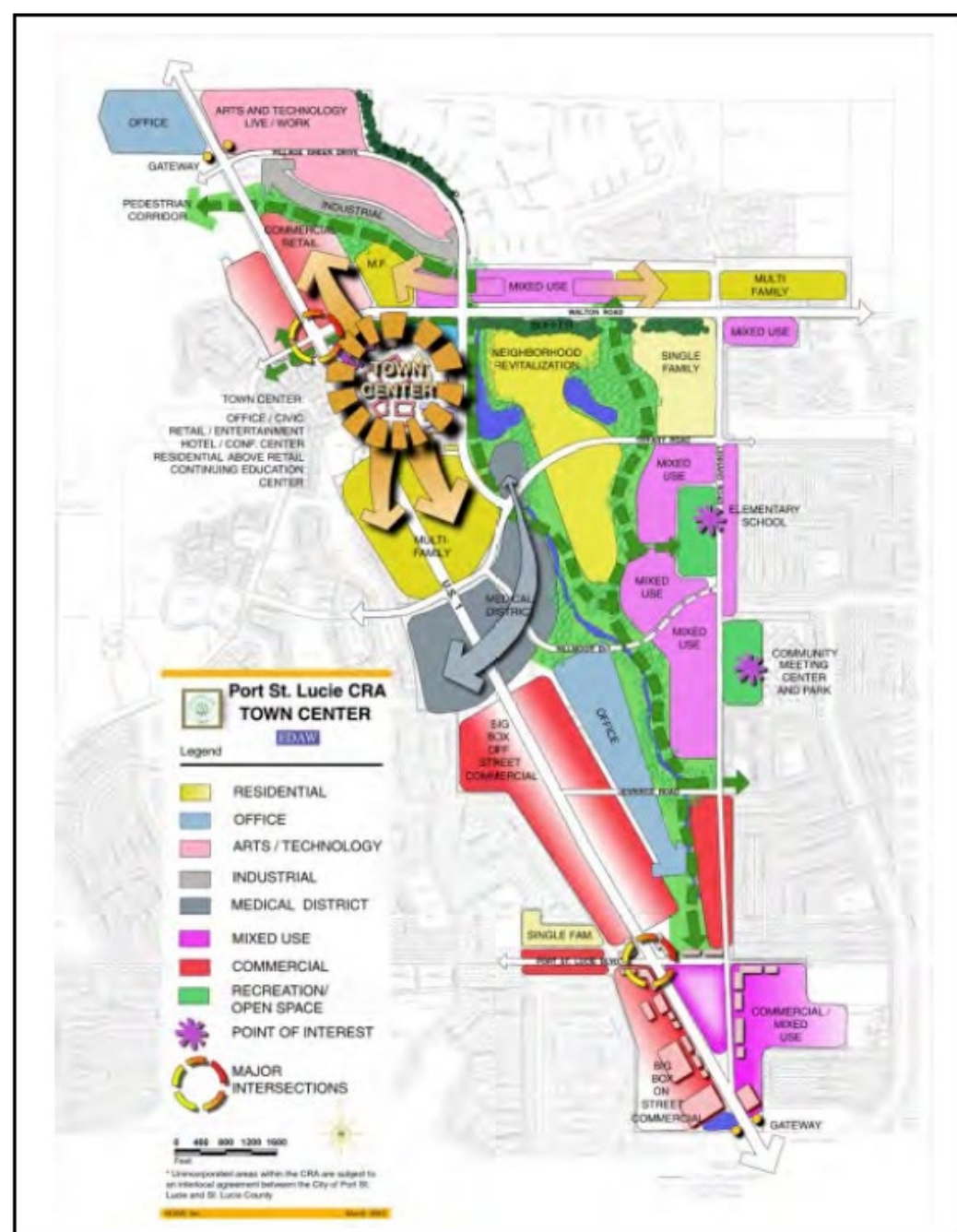


Figure 4-1: CRA Master Plan

# City of Port St. Lucie, Florida



Conceptual Design of  
Town Center at Village Green



## Community Redevelopment Plan

April 2001

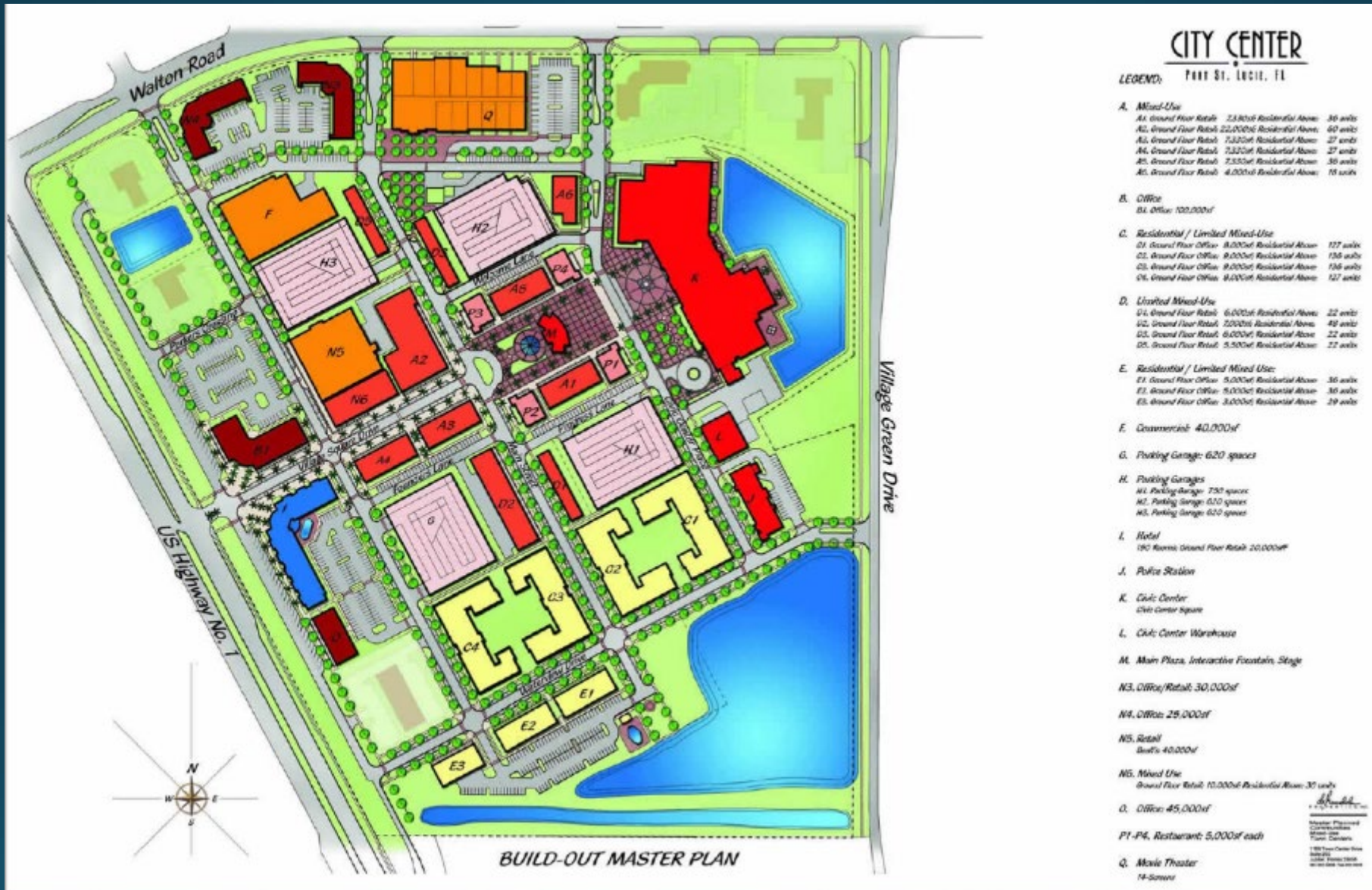
Prepared in conjunction with

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EDAW



*Town Center Concept Sketch*



DeGuardiola Properties -- Original City Center Concept Plan (2005)



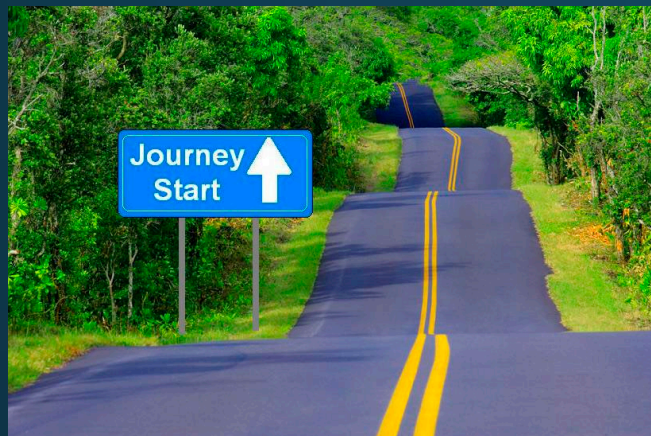
City Center – Phase 1 Improvements (completed 2008)







**Port St. Lucie sues developer, lender of unfinished City Center property** [TCPalm.](#)  
Oct. 15, 2012



GROWTH & DEVELOPMENT

**Port St. Lucie considering buying long-undeveloped City Center land**

Feb. 02, 2016

**Feds near to closing fraud case against Port St. Lucie City Center developer Lily Zhong**

March 23, 2016

**City Center land in Port St. Lucie will be sold to Hollywood developer for \$750,000**

Sept. 21, 2018

**Port St. Lucie's City Center: One suitor exits, but another shows interest**

May 3, 2019

**Port St. Lucie finally buys 21 acres at City Center; developing a master plan is next**

March 11, 2022



CITYLOT	Parcel ID	Type	Address	Owner
2	3435-803-0009-000-3	Commercial	9301 S US HWY 1	US1 Real Estate Developments LLC
3	3435-803-0010-000-3	Commercial	9300 S US HWY 1	US1 Real Estate Developments LLC
6	3435-803-0013-000-4	Commercial	9304 S US HWY 1	US1 Real Estate Developments LLC
7	3435-803-0014-000-1	Commercial	9302 S US HWY 1	US1 Real Estate Developments LLC
9	3435-803-0016-000-5	Commercial	9305 S US HWY 1	US1 Real Estate Developments LLC
10	3435-803-0017-000-2	Commercial	9307 S US HWY 1	US1 Real Estate Developments LLC
11	3435-803-0018-000-9	Commercial	9308 S US HWY 1	US1 Real Estate Developments LLC
12	3435-803-0019-000-6	Commercial	9311 S US HWY 1	US1 Real Estate Developments LLC
13	3435-803-0020-000-6	Commercial	9310 S US HWY 1	US1 Real Estate Developments LLC
14	3435-803-0021-000-3	Commercial	9309 S US HWY 1	US1 Real Estate Developments LLC
16	3435-803-0023-000-7	Commercial	9321 S US HWY 1	US1 Real Estate Developments LLC
17	3435-803-0024-000-4	Commercial	9320 S US HWY 1	US1 Real Estate Developments LLC
18	3435-803-0025-000-1	Commercial	9319 S US HWY 1	US1 Real Estate Developments LLC
20	3435-803-0027-000-5	Commercial	9316 S US HWY 1	US1 Real Estate Developments LLC
21	3435-803-0028-000-2	Commercial	9314 S US HWY 1	US1 Real Estate Developments LLC
25	3435-803-0032-000-3	Commercial	9317 S US HWY 1	US1 Real Estate Developments LLC
28	3435-803-0035-000-4	Commercial	9312 S US HWY 1	US1 Real Estate Developments LLC
30	3435-803-0037-000-8	Commercial	9303 S US HWY 1	US1 Real Estate Developments LLC
31	3435-803-0038-000-5	Commercial	9306 S US HWY 1	US1 Real Estate Developments LLC
32	3435-803-0039-000-2	Commercial	9318 S US HWY 1	US1 Real Estate Developments LLC
33	3435-803-0040-000-2	Commercial	9313 S US HWY 1	US1 Real Estate Developments LLC
36	3435-803-0043-000-3	Commercial	9315 S US HWY 1	US1 Real Estate Developments LLC



## CITY CENTER PARCELS – STATUS PRIOR TO MARCH 2022

Date: 5/7/2021  
 Page: 1 of 1  
 Tech: taylor  
 MFG CSD # 0482



**CITY CENTER PARCELS – CURRENT STATUS**

Date: 3/25/2022  
 Page: 1 of 1  
 Tech: rtaylor  
 MISC ID #: 0482

0 0.02 0.04  
 Miles





# What is a City Center?

## city centre noun

**British**

: the main or central part of a city : the part of a city where there are tall buildings, stores, offices, etc.

<https://www.merriam-webster.com/dictionary/city%20centre>

## City centre



A **city centre** is the commercial, cultural and often the historical, political, and geographic heart of a city. The term "city centre" is primarily used in British English, and closely equivalent terms exist in other languages, such as "*centre-ville*" in French. In the United States, the term "downtown" is generally used ...

The city centre is the (often historical) area of a city where commerce, entertainment, shopping, and political power are concentrated.

[https://en.wikipedia.org/wiki/City\\_centre](https://en.wikipedia.org/wiki/City_centre)





Rosemary Square (formerly City Place) – West Palm Beach, FL



Abacoa Town Center – Jupiter, FL



CityCentre – Houston, TX



City Center – Port St. Lucie, FL

# 10 Components of Successful City Centers

Mix of Uses \* Walkable \* Connected

Public Art \* Vibrant Placemaking \* Sustainability

Controlled Parking \* Gathering Places

Distinctive Architecture \* Market Responsive

# Public Uses ~ Event Center



MIDFLORIDA Credit Union Event Center

# A Sampling of Events ...

This Weekend At



**MIDFLORIDA**  
CREDIT UNION  
EVENT CENTER  
PORT ST. LUCIE, FLORIDA

FREE Admission

## ART & CRAFT EXPO

Saturday & Sunday, 10 a.m. - 4 p.m.

FREE Admission

## East Coast CONSUMER SHOWS

### Port St. Lucie Home Show

Saturday, 10 a.m. - 5 p.m.  
Sunday, 10 a.m. - 4 p.m.

Admission: \$9 per day



## FLORIDA GUN EXPO

Saturday, 9 a.m. - 5 p.m.  
Sunday, 10 a.m. - 5 p.m.

The COMEDY ZONE  
PSL Comedy Nights

FRIDAY, NOV. 18




DEAN NAPOLITANO  
is described by the great comedians of this time as one of the world's greatest comedians and a hilarious stand-up comic. He has a hilarious sense of humor and a unique style that has made him a favorite among comedy fans.

RICHY LEE  
An actor and stand-up comic, Richy has worked with some of the biggest names in the industry, such as John Travolta, Brad Pitt, and George Clooney. He is a hilarious stand-up comic and a talented actor.

Budweiser

Seating opens 7:00 pm  
Showtime 8:00 pm  
TICKETS ON SALE NOW!

PRESENTED BY



## Port St. Lucie Seafood Festival

"The Premier Seafood Festival on the Treasure Coast"

JANUARY 28TH & 29TH

FREE PARKING!  
PET FRIENDLY!  
QUALITY VENDORS!

FRESH FISH, SHRIMP,  
CONCH, OYSTERS,  
CRAB AND LOBSTER!

Advance Tickets Available at the  
MIDFLORIDA Event Center Box Office  
and on the web at:  
[www.PortStLucieSeafoodFestival.com](http://www.PortStLucieSeafoodFestival.com)

JULY 23rd & 24th

## CHRISTMAS IN JULY

Port St. Lucie

A FABULOUS INDOOR HOLIDAY SHOPPING EXTRAVAGANZA



INDOORS, AIR-CONDITIONED

ARTS & CRAFTS - JEWELRY - CLOTHING  
CHOCOLATES - BAKED GOODS - SOAP  
CANDLES - GIFTS - CHRISTMAS DECOR

## 2022 FREEDOMFEST

Monday, July 4  
4-10 p.m.

FREE ADMISSION  
MIDFLORIDA Event Center,  
9221 SE Event Center Place

Join the City of Port St. Lucie's Freedomfest as we celebrate our nation's independence at MIDFLORIDA Event Center.

Festivities begin at 4 p.m. with live entertainment, craft vendors and more! Food and refreshments available for purchase. Fireworks begin at 9 p.m. (weather permitting). Parking and admission are free.

Featuring The Groove Soul Band

LIVE MUSIC / FIREWORKS  
FOOD TRUCKS / CRAFT VENDORS

[www.PSLParks.com](http://www.PSLParks.com) | 772-878-2277

## Treasure Coast Garlic Fest

Mid-Florida Event Center - Port St. Lucie

March 5th & 6th

Eat, Stink and be Merry!

Admission \$5 Free Parking  
Kids 12 & under enter Free

TreasureCoastGarlicFest.com Delicious Foods & Outdoor Shopping

The Treasure Coast Garlic Fest is a two-day food festival celebrating the wonderfully delicious and bold taste of Garlic

Food, Shopping, Music & Family Fun  
An Outdoor Food Festival held on the grounds of the Mid-Florida Event Center  
9221 SE Event Center Pl. Port St. Lucie, FL  
[TreasureCoastGarlicFest.com](http://TreasureCoastGarlicFest.com)

# 4 NIGHTS SIX AMAZING PERFORMANCES

#THE SHOW GOES ON  
SMART, SAFE, ENTERTAINMENT.

FOGHAT SAT., JAN. 16, 2021

MOLLY HATCHET SAT., FEB. 13, 2021

THE FABULOUS THUNDERBIRDS

LITTLE RIVER BAND FRI., MARCH 26, 2021

JO DEE MESSINA SAT., APRIL 10, 2021

TRACY BYRD

Presented by MIDFLORIDA Your community credit union

TICKETS ON SALE NOV. 2 AT 10 A.M.  
MIDFLORIDA Event Center Box Office, Online: [etix.com](http://etix.com),  
Charge by Phone: 1-800-514-3849

Outdoors Live!

MIDFLORIDA EVENT CENTER WE ♥ LUCIE  
BUD LIGHT BABE Corona Humana

MIDFLORIDA EVENT CENTER  
9221 SE Event Center Pl., Port St. Lucie, FL 34962



Events and Shows





**ART BASH**  
Gallery Exhibition & Art Expo 10/6  
Season Opening 10/6 6-8pm  
Presented by St. Lucie Cultural Alliance @artstlucie.org • 772-462-2783 •

Art Exhibitions



Florida Sports Hall of Fame



## Banquets & Meetings





Receptions



Family & Personal Events



Community Events









**BOYS & GIRLS CLUBS OF ST. LUCIE COUNTY**

# Camp-A-Thon

**SPECIAL THEMES**  
SCIENCE EXPERIMENTS VIDEO CREATING  
OBSTACLE COURSES  
ART PROJECTS GREEN THUMB LESSONS  
SPACE EXPLORERS AND MORE!

**Beginning May 11<sup>th</sup>**  
7:30 am ~ 6:00 pm  
\$25 p/week first 6 weeks  
\$75 p/week for the remainder of the summer

**MIDFLORIDA EVENT CENTER**

All CDC guidelines will be strictly followed for the safety of kids and staff.

For info or registration call 772-460-9918 or visit [www.hgeofslc.org](http://www.hgeofslc.org)

**Breakfast & Lunch included everyday**

**Space Limited Register Today!**

**Academic support from qualified teachers**

**MIDFLORIDA EVENT CENTER**

**BOYS & GIRLS CLUBS OF ST. LUCIE COUNTY**

**25**  
YEARS  
OF SUPPORT

Summer Camps



Festivals of all Sizes





Concerts & Shows











# MidFlorida Event Center – Current Programming

- 4 Concerts
- Oktoberfest
- Bacon Festival
- Fall Festival
- San Juan Festival
- Caribbean Music Festival
- Festival of Lights & Parade
- PSL in Lights
- Treasure Coast Puerto Rican Day Festival & Parade
- Hot Wheelz Car Show
- Seafood Festival
- PSL Arts & Craft Show
- PSL Wine, Beer, and Spirits Festival
- Garlic Festival
- St. Patrick's Day Festival
- Strawberry Festival
- Community Clean-Up
- Pride Festival
- Spring Festival
- Haitian Flag Day Festival
- 4<sup>th</sup> July Freedom Festival
- Christmas in July
- Babe Ruth Tournament Opening Ceremonies (twice annually)
- International Food Festival
- Harvest Festival
- Walk for Life

# Public Uses ~ Recreation







# MIDFLORIDA Credit Union Event Center Market and Feasibility Study

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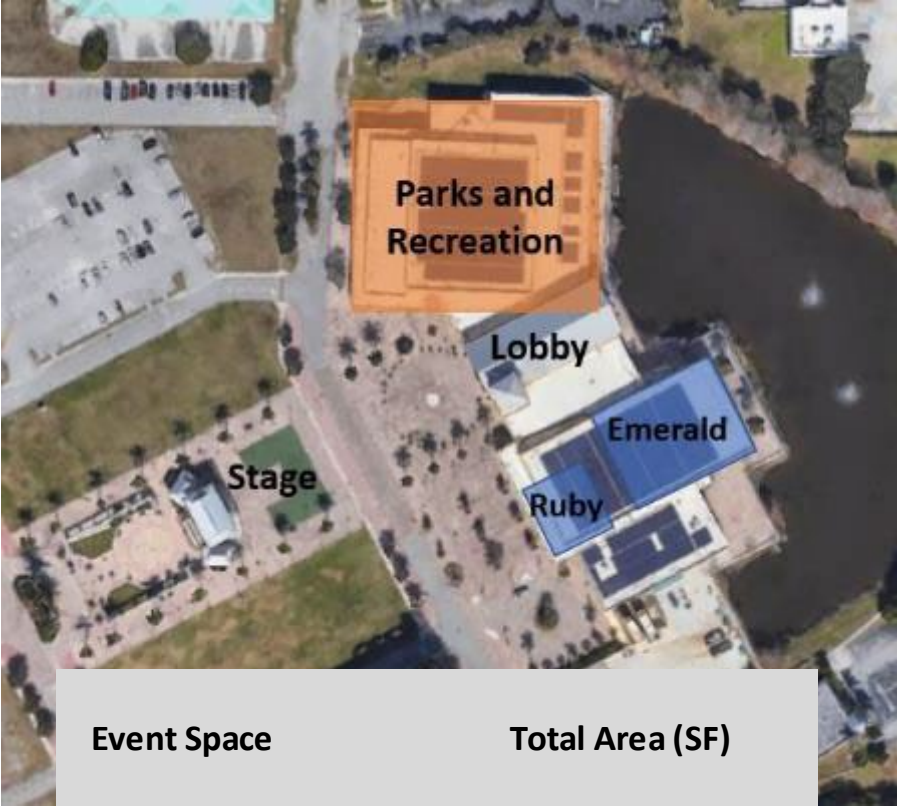
*Port St. Lucie, Florida*

*November 9, 2022*

# Facility Layout Comparison

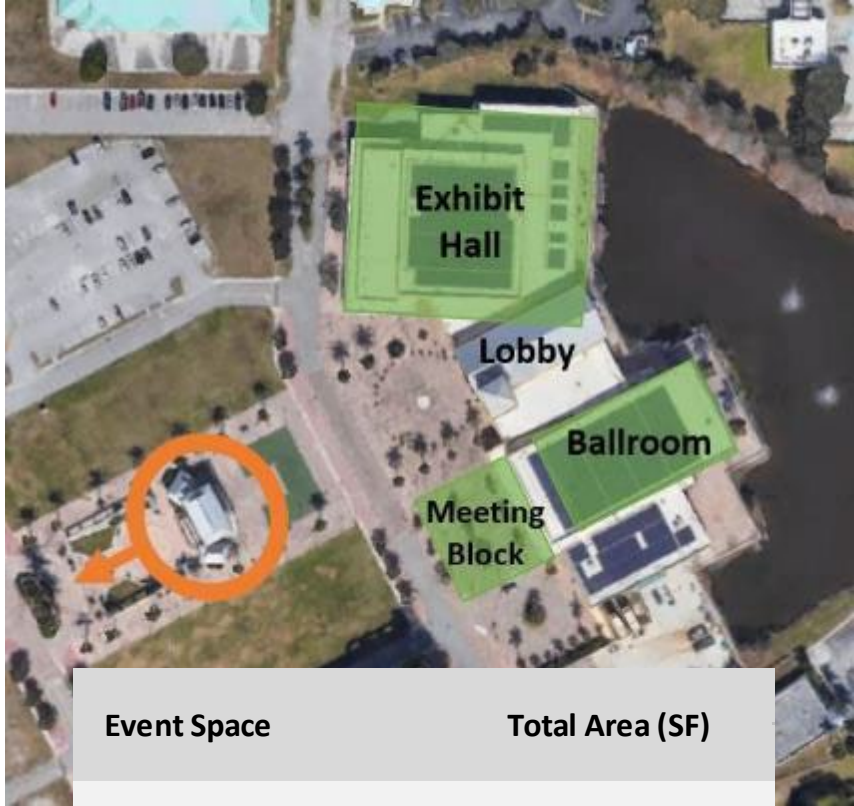


Existing



Event Space	Total Area (SF)
Emerald Ballroom	13,501
Ruby Hall	5,790
<b>TOTAL FUNCTION SPACE</b>	<b>19,291</b>

Proposed



Event Space	Total Area (SF)
Exhibit Hall	45,000
Grand Ballroom	20,000
Meeting Rooms	10,000
<b>TOTAL FUNCTION SPACE</b>	<b>75,000</b>

# Comparison of Demand Projections



## MFEC Historic Demand

Events	Historic Average (Without 2020)	Stabilized Demand (2029)	Difference
Conference	5	10	5
Consumer Show	15	20	6
Banquet	37	65	29
Meeting	45	100	56
Sports	6	12	6
Assembly	25	30	5
Concert	8	15	8
Festival	11	20	9
<b>Total</b>	<b>150</b>	<b>272</b>	<b>122</b>
<b>Attendees</b>			
Conference	2,860	7,000	4,140
Consumer Show	13,403	24,000	10,597
Banquet	9,206	16,300	7,094
Meeting	2,945	7,500	4,555
Sports	5,040	6,000	961
Assembly	6,588	8,300	1,712
Concert	2,125	10,500	8,376
Festival	28,423	50,000	21,577
<b>Total</b>	<b>70,589</b>	<b>129,600</b>	<b>59,011</b>

## National Comparable Convention Centers

	Comparable Facility 1	Comparable Facility 2	Comparable Facility 3	Comparable Set Average	Expanded MFEC
Total Events	220	365	228	271	272
Total Attendees	147,286	238,657	178,571	188,171	129,600

Include 200-350 room hotels attached or adjacent to centers

Assumes no hotel in estimate

**HOTEL FEASIBILITY STUDY ANTICIPATED TO BEGIN JANUARY 2023**



# Port St. Lucie City Center Master Plan Preliminary Market Study Summary

**Presented By: PFM**

November 7, 2022

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200 S. Orange Avenue  
Ste 760  
Orlando, FL 32801

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3501 Quadrangle Blvd  
Ste 270  
Orlando, FL 32817

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[www.pfm.com](http://www.pfm.com)



# City Center Master Plan – Preliminary Market Study

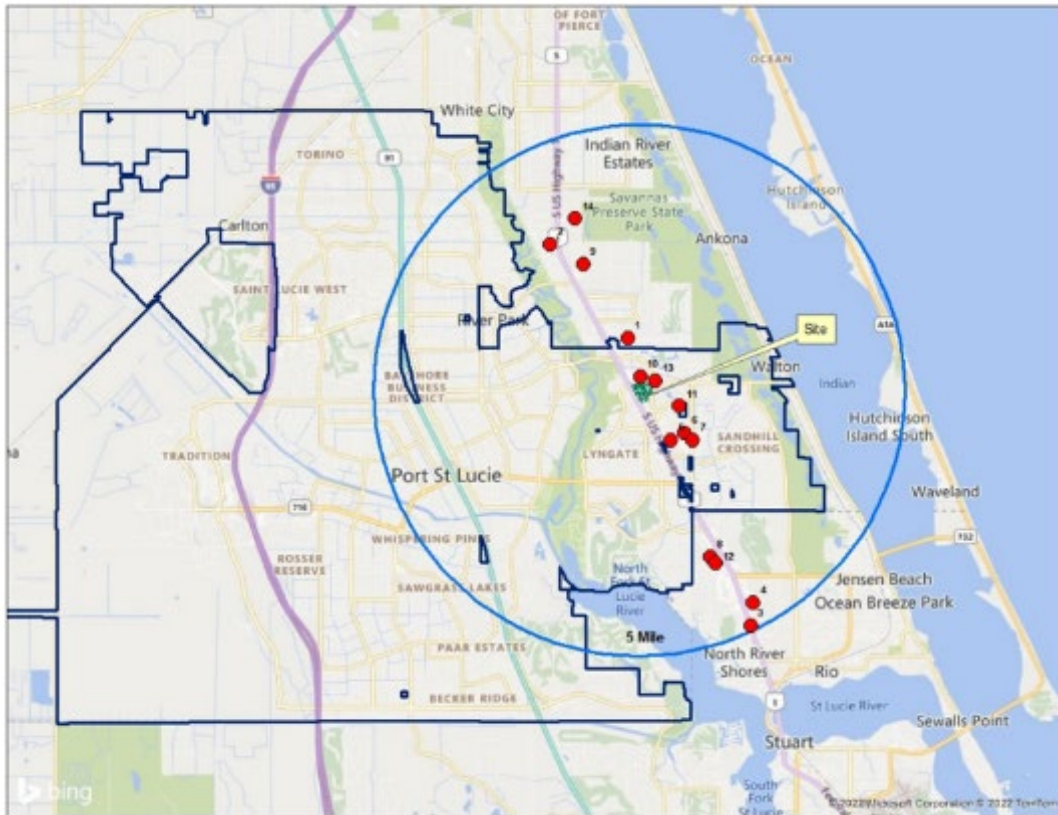
- ◆ Four development components analyzed:
  - Residential (Multi-Family, For-Sale and For-Rent)
  - Retail
  - Office
  - Hotel
- ◆ Demand estimated through 2040
- ◆ Findings are preliminary with additional analysis underway





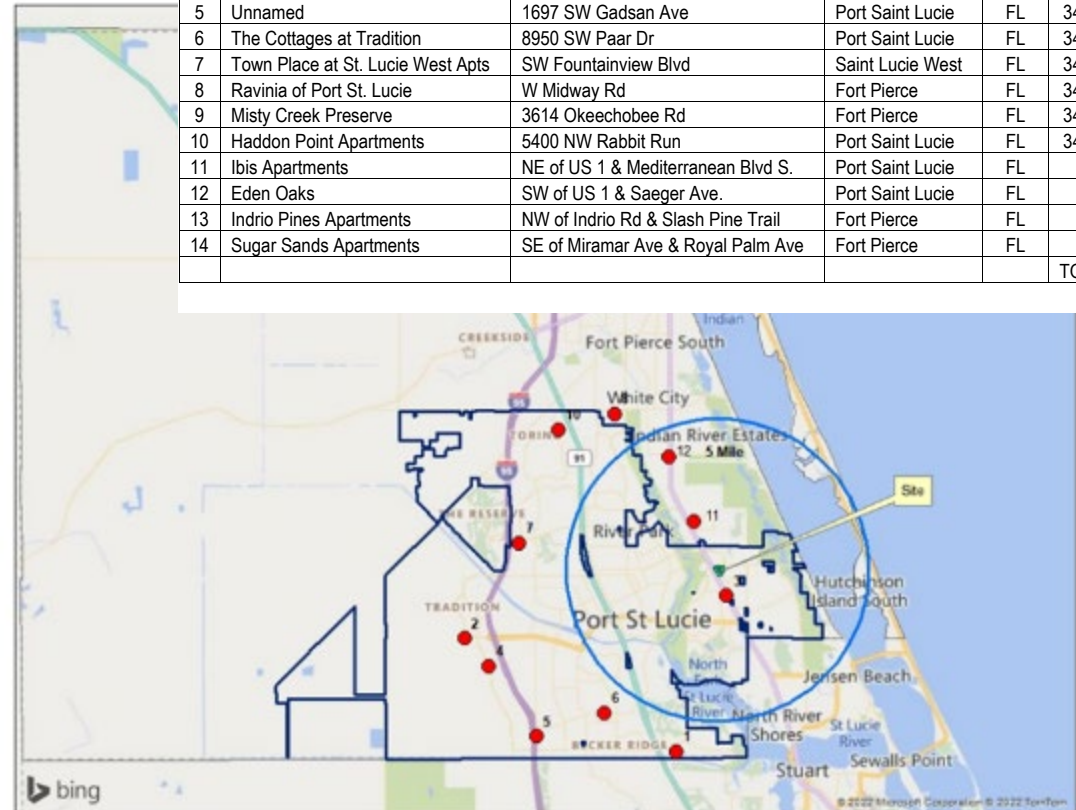
# City Center Master Plan – Apartment Summary

## 5-Mile Radius Apartment Comparables



## Apartment Pipeline Projects

ID	Property Name	Property Address	City	State	Zip	Units	Buildi
1	Mason Veranda	90 SE Collins Ln	Port Saint Lucie	FL	34984	100	Under C
2	Boardwalk at Tradition	11918 Community Blvd	Port Saint Lucie	FL	34987	214	Under C
3	Mason Port St. Lucie Apts	9905 S US Highway 1	Port Saint Lucie	FL	34952	252	Under C
4	Village at Tradition	11750 SW Village Pky	Port Saint Lucie	FL	34987	372	Under C
5	Unnamed	1697 SW Gadsan Ave	Port Saint Lucie	FL	34953	286	Under C
6	The Cottages at Tradition	8950 SW Paar Dr	Port Saint Lucie	FL	34953	286	Under C
7	Town Place at St. Lucie West Apts	SW Fountainview Blvd	Saint Lucie West	FL	34986	200	Propose
8	Ravinia of Port St. Lucie	W Midway Rd	Fort Pierce	FL	34981	148	Propose
9	Misty Creek Preserve	3614 Okeechobee Rd	Fort Pierce	FL	34947	144	Propose
10	Haddon Point Apartments	5400 NW Rabbit Run	Port Saint Lucie	FL	34986	116	Propose
11	Ibis Apartments	NE of US 1 & Mediterranean Blvd S.	Port Saint Lucie	FL		200	Propose
12	Eden Oaks	SW of US 1 & Saeger Ave.	Port Saint Lucie	FL		75	Propose
13	Indrio Pines Apartments	NW of Indrio Rd & Slash Pine Trail	Fort Pierce	FL		94	Propose
14	Sugar Sands Apartments	SE of Miramar Ave & Royal Palm Ave	Fort Pierce	FL		84	Propose
						TOTAL	2,571





# City Center Master Plan – Apartment Summary

## ◆ Apartments

- Through 2040, CCMP could support a total of 1,919 units
- **Through 2031, CCMP could support a total of 910 units**
- Through 2026, CCMP could support a total of 392 units
  
- Based on data to date, Phase 1 apartments could average \$1,500 to \$2,500 for 1-bedroom to 3-bedroom apartments
- Average rate per square foot of \$2.18
- Potential unit mix through 2031:
  - 40% 1-bedroom
  - 45% 2-bedroom
  - 15% 3-bedroom



# City Center Master Plan – Retail Summary

- ◆ The market strength of City Center is as a public open-space oriented, mixed-use development with significant public uses.
- ◆ Natural attractor for restaurant uses
- ◆ Civic Center and outdoor event and stage areas will attract significant local interest, participation, and attendance.
- ◆ Public use plus on-site residential growth could support **85,000 to 175,000 SF of restaurant and retail space** over a twenty-year horizon.

	Sales	5-Yr SQFT Need	10-Yr SQFT Need	15-Yr SQFT Need	20-Yr SQFT Need
<b>Food and Beverage within 10 minutes growth 2021-2026</b>					
All FOOD	\$29,340,371	73,351	146,702	220,053	293,404
All Personal Care	\$4,372,528	10,931	21,863	32,794	43,725
<b>TOTAL (10-Minute Market)</b>		<b>84,282</b>	<b>168,564</b>	<b>252,847</b>	<b>337,129</b>
25% Mkt Capture of 10-Min Mkt (All Food)		18,338	36,675	55,013	73,351
25% Mkt Capture of 10-Min Mkt (All Personal Care)		2,733	5,466	8,198	10,931
<b>Total Food, Beverage, Personal Svc</b>		<b>21,071</b>	<b>42,141</b>	<b>63,212</b>	<b>84,282</b>
<b>Food and Beverage within 20 minutes growth 2021-2026</b>					
All FOOD	\$151,460,314	378,651	757,302	1,135,952	1,514,603
All PERSONAL SERVICE	\$21,948,220	54,871	109,741	164,612	219,482
<b>TOTAL (20-Minute Market)</b>		<b>433,521</b>	<b>867,043</b>	<b>1,300,564</b>	<b>1,734,085</b>
10% Mkt Capture of 20-Min Mkt (All Food)		37,865	75,730	113,595	151,460
10% Mkt Capture of 20-Min Mkt (All Personal Care)		5,487	10,974	16,461	21,948
<b>Total Food, Beverage, Personal Svc</b>		<b>43,352</b>	<b>86,704</b>	<b>130,056</b>	<b>173,409</b>



# City Center Master Plan – Office Summary

- ◆ CCMP could support an estimated **105,610 square feet of office space through 2040.**

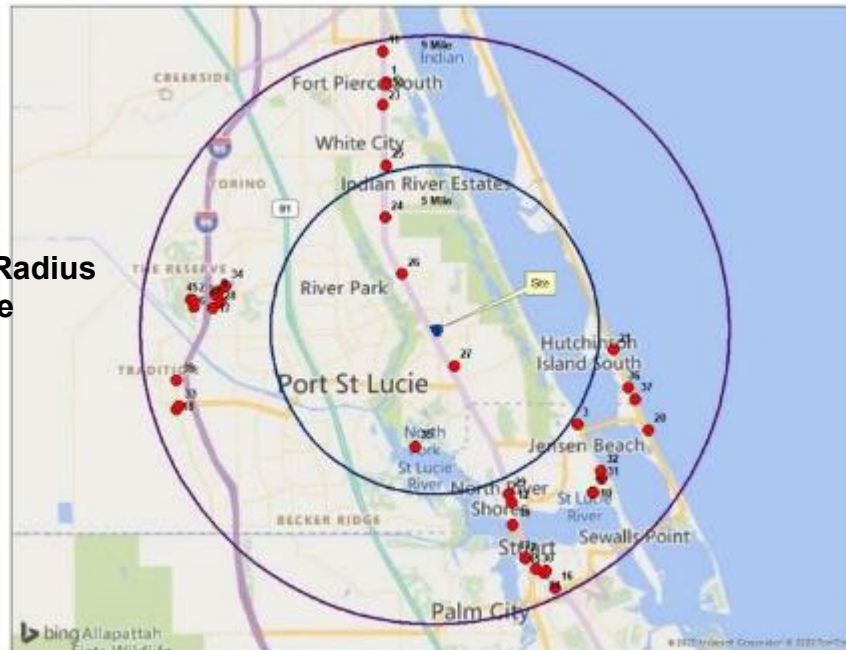
Project Market Capture						
Year	2023	2024	2025	2026	2027	2028
Office Space Construction (SqFt)	3,105	3,879	13,380	6,516	11,095	0
Year	2029	2030	2031	2032	2033	2034
Office Space Construction (SqFt)	11,591	605	4,415	6,240	2,743	3,372
Year	2035	2036	2037	2038	2039	2040
Office Space Construction (SqFt)	2,036	5,306	7,476	6,516	11,095	6,240
Avg, Annual Market Capture (5-Mile)	50%					
Avg. Annual Market Capture (SQFT)	5,867					
Project Capture Total (FORECAST)	105,610					



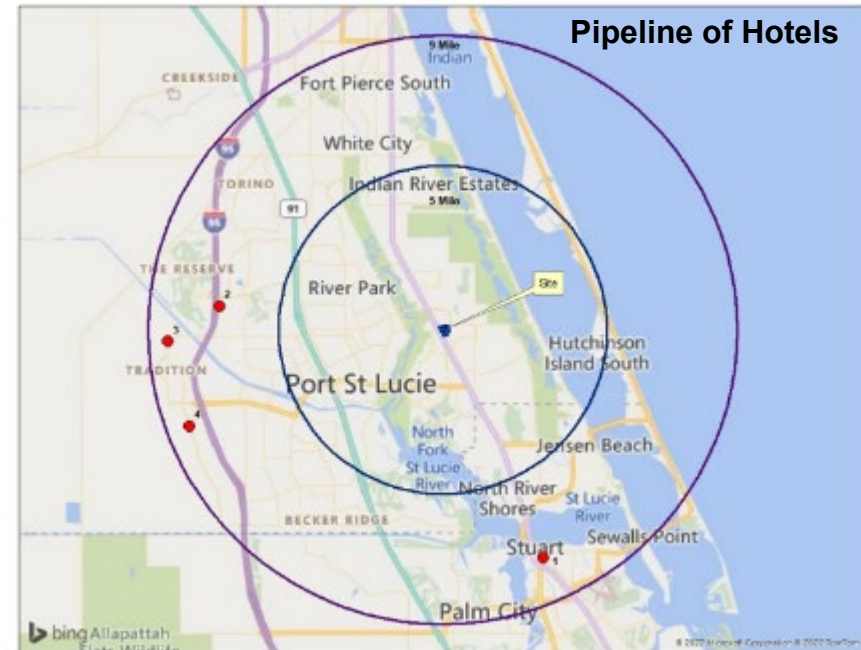
# City Center Master Plan – Hotel Summary

- ◆ Current hotel locations mostly on coast/barrier islands or along I-95 (Tradition interchange)
- ◆ Current market demand does not support hotel development
- ◆ CCMP hotel development will rely on Events Center activity
- ◆ Recommend maintaining development flexibility for a **100-room upper midscale hotel, which will need an estimated 2.5 acres, or larger based on pending hotel study.**

Hotels within a 9-Mile Radius of City Center Site



Pipeline of Hotels



# Gathering spaces ...



Celebration Pointe – Gainesville, FL

# Mix of uses ... Retail, Workplace, Residential, Hotel



Midtown Tampa – Tampa, FL

# Lifestyle entertainment ...



Midtown Tampa – Tampa, FL



# Public Art ...



Phoenix Convention Center, AZ



Lynwood Convention Center, MA



Hampton Roads Convention Center, VA



Colorado Convention Center, CO

# Sustainability ...



Oregon Convention Center, OR



# Varying Building Heights ...



Santana Row – San Jose, CA

# Vibrant Placemaking ...



Redmond Town Center – Seattle, WA

# Connectivity and Access ...



# Controlled parking ...



An aerial photograph of a city center property, featuring a large central building, several parking lots, and surrounding greenery. The image is overlaid with a semi-transparent blue filter. The text is centered in the middle of the image.

**What are your thoughts on the  
future of the City Center property?**

# Among the possible uses for City Center, which do you think are the priorities?

<b>Convention Center</b>	<b>Concert &amp; Performance Venue</b>	<b>Hotel</b>
<b>Government &amp; Public Services</b>	<b>Recreation</b>	<b>Retail, Shopping &amp; Dining</b>
<b>General &amp; Medical Office</b>	<b>Entertainment</b>	<b>Residential</b>





**What are the most important  
community events and festivals  
to keep at City Center?**

An aerial photograph of a city center property, overlaid with a semi-transparent blue filter. The image shows a mix of green spaces, parking lots, and buildings. The text is centered in a bold, yellow font.

**What do you think is  
an appropriate scale for new buildings  
on the City Center property?**

# What would bring you to the City Center property more often?

<b>Shopping &amp; Dining</b>	<b>Concerts &amp; Shows</b>	<b>Community Events &amp; Festivals</b>
<b>A New Place to Live</b>	<b>Spectator Sports</b>	<b>Medical Services</b>
<b>Recreational Activities</b>		<b>Governmental Services</b>

# Next Steps

DUE DILIGENCE	<i>COMPLETE</i>
STAKEHOLDER INTERVIEWS	<i>COMPLETE</i>
WORKSHOP 1	TONIGHT
COMPLETE HOTEL & MARKET STUDIES	
DEVELOP DESIGN CONCEPTS	<i>JAN – APRIL 2023</i>
EVALUATE FINANCIAL FEASIBILITY	
WORKSHOP 2	<i>MAY 2023</i>
FINDINGS & RECOMMENDATIONS	<i>JULY 2023</i>

# For More Information

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Key word: City Center

# Port St. Lucie City Center Master Plan

*Public Workshop  
December 7, 2022*



**Thank You!**