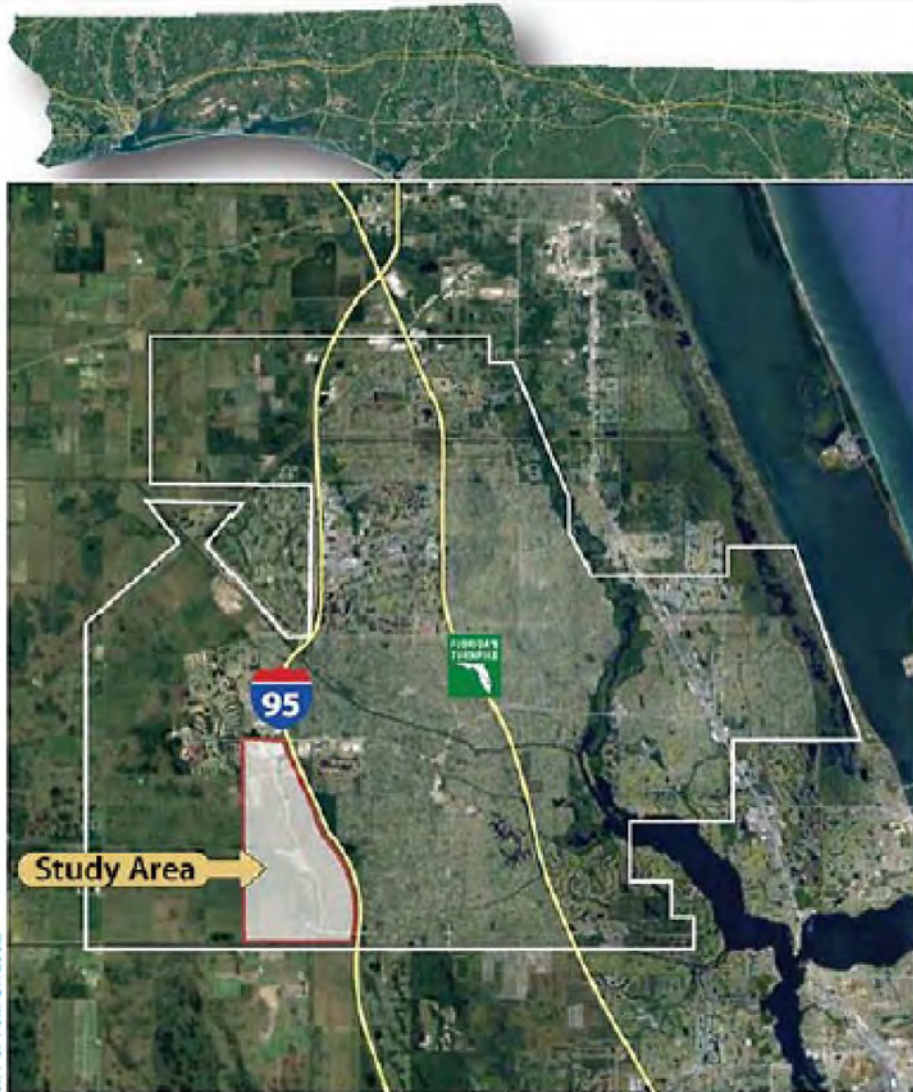




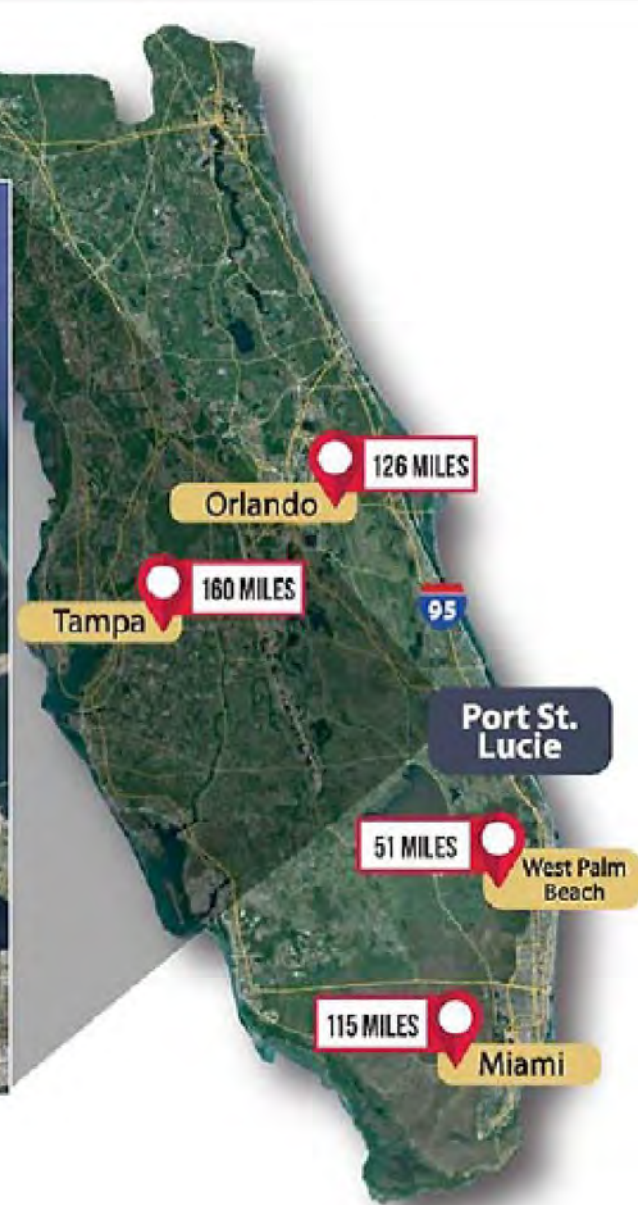
# Port St Lucie Southern Grove Master Plan

Public Workshop  
September 17, 2020

# Southern Grove Study Area



CITY OF PORT ST. LUCIE



# Tonight's Agenda

Welcome & Introductions

Study Area Overview

Tour of the Plan

Town Center District

Bio/Health District

Workplace District

Transportation System

Stormwater Lake System

Questions & Answers

Next Steps

# Southern Grove Workshop Facilitators



Teresa Lamar-Sarno  
*Assistant to the  
City Manager*



Wes McCurry  
*CRA Director*



Kim DeLaney, Ph.D.  
*Treasure Coast  
Regional Planning  
Council*



Joe Capra, P.E.  
*President*

Let's Get to Know Each Other ...



# Who Are “Regional Planning Councils” ?

Florida Regional Planning Councils



- Public Agencies
- Boards are Mix of Elected Officials & Gubernatorial Appointees
- 10 RPCs Statewide
- Specialists in Visioning, Master Planning, Economic Development, Complete Streets ... *(and other areas as well)*
- Provide Technical Assistance to Local Governments, Agencies & Citizens

# Test Survey Question

If I had a superpower, I would choose:

A. Leaping Tall Buildings in a Single Bound

B. Flying at the Speed of Light

C. Swimming Like a Dolphin

D. Super Strength

E. Using a Magic Lasso of Truth



# Survey Question 1

How do you describe yourself?



- A. Native to Port Saint Lucie
- B. Native to Florida
- C. Native to U.S.
- D. Native outside U.S.





# Survey Question 2

Which age range do you fall into?

- A. Generation Z (born before 2015)
- B. Generation Y / Millennial (born 1980-1994)
- C. Generation X (born 1965-1980)
- D. Baby Boomer (born 1946-1964)
- E. Greatest Generation (born before 1946)



# Survey Question 3

Which of the following best describes you?

- A. Resident of Port St Lucie - east of I95
- B. Resident of Port St Lucie - west of I95
- C. Resident of St Lucie County (outside PSL)
- D. Florida Resident south of St Lucie County
- E. Florida Resident north of St Lucie County
- F. Non-Florida Resident
- G. Resident of Another Galaxy



# Survey Question 4

If you are employed, which best describes your journey to work?

- A. I work at home
- B. I walk or bike to work
- C. I drive my car to work
- D. I use a carpool or vanpool
- E. I take the bus to work
- F. I do not work at this time



# Survey Question 5

If you travel to work, how long is your typical commute?

- A. Less than 5 miles (whew!)
- B. 5 to 10 miles
- C. 11 to 20 miles
- D. 21 to 50 miles
- E. More than 50 miles (ugh!)
- F. I don't travel to work





# Study Area Overview



# Prior Planning Efforts

## ULI Panel (2004)

### PSL braces for 130,000 new people

Analysts warned the city to prepare now for inevitable growth in the next decade.

Port St. Lucie is bracing for a massive influx of new residents in the next decade, according to a report released last week by the Urban Land Institute (ULI).

The report, titled "Port St. Lucie: A City on the Rise," predicts that the city will add 130,000 new residents by 2015. This growth is driven by a combination of factors, including the city's location, its infrastructure, and its reputation as a desirable place to live.

The report also identifies several key areas for development, including the expansion of the city's transportation network, the improvement of its public services, and the creation of new job opportunities. It also suggests that the city should focus on creating a mix of housing options to accommodate the needs of its growing population.

**BRACE**

When the report arrived in Port St. Lucie, it was a wake-up call. The city's population is growing rapidly, and the city must be prepared to meet the needs of its future residents. The report's projections are a stark reality, and the city must act now to address the challenges ahead.

The report's projections are based on a number of assumptions, including the city's current growth rate and the city's ability to attract new residents. While these assumptions are not perfect, they provide a clear picture of the challenges ahead.

The report also identifies several key areas for development, including the expansion of the city's transportation network, the improvement of its public services, and the creation of new job opportunities. It also suggests that the city should focus on creating a mix of housing options to accommodate the needs of its growing population.

### Urban Land Institute conclusions

- After spending a week analyzing Port St. Lucie growth, national planning experts reached these conclusions:
- During the next 10 years, Port St. Lucie will add 54,200 homes, equating to more than 130,000 additional residents.
- The city should extend West Virginia Drive, Becker Road and Parr Drive west of I-95 to Range Line Road.
- Range Line Road should be developed as a major north-south corridor.
- The city should upgrade neighborhood streets east of I-95 to improve traffic flow.
- State Sen. Ken Pruitt, R-Port St. Lucie, should head a regional task force to build cooperation among Port St. Lucie officials and the Martin and St. Lucie county commissions.

## CRA Boundary Amendment (Nov 2013)



Figure 1: Southern Grove District of the Community Redevelopment

## ULI Concept Plan (2019)

Port St. Lucie  
Florida  
October 26-November 2, 2018

ULI Advisory Services, Inc. Report

Urban Land Institute



# Southern Grove Study Area

## ULI Panel (2004)

### PSL braces for 150,000 new people

Articles warned the city in respect new to the real estate.

...The city's population is expected to grow by 150,000 people in the next 20 years.

...The city's population is expected to grow by 150,000 people in the next 20 years.

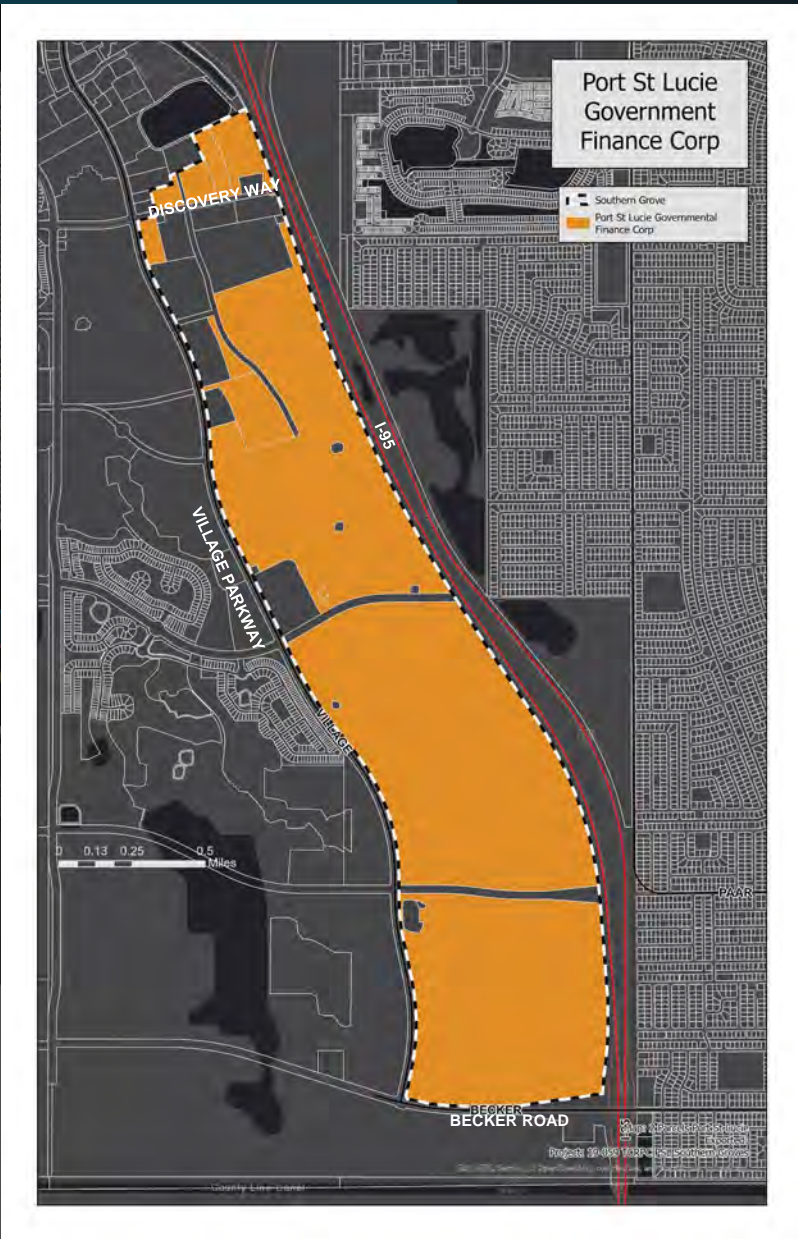
...The city's population is expected to grow by 150,000 people in the next 20 years.

**BRACE**

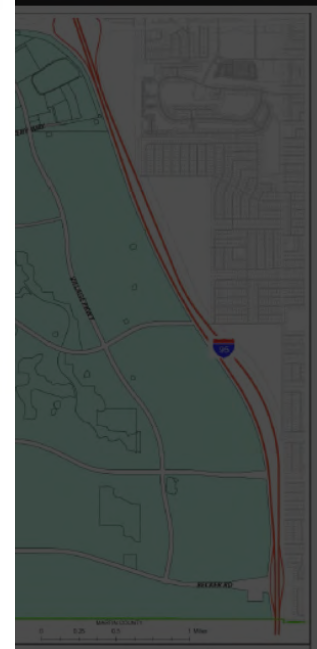
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...The city's population is expected to grow by 150,000 people in the next 20 years.



## Amendment (Nov 2013)



## ULI Con

Port St. Lucie  
Florida  
October 20-November 2, 2010

Urban Land Institute



# Project Objectives

Develop Demographic and Economic Profile,  
Evaluate Real Estate Market Conditions &  
Market/Development Potentials

Evaluate Financial & Potential Funding Mechanisms

Develop an Updated Land Development & Infrastructure  
Master Plan, Including an Infrastructure Assessment,  
to Help Create a “Sense of Place”

Develop a Recommended Implementation Approach with  
Community Development and Phasing Strategies

## Key Demographic Characteristics

- City's growth is extraordinary:
  - Captured 88% of County's population growth (2000-2019): **103,100 new residents** (State estimates)
  - Equates to *sustained* average growth of 5,400 new residents per year
  - 5-year forecast (2019-2024): **20,700 new residents in 7,200 new HHs**
- How does growth translate into demand for new housing? What types of units?
  - *More* first-time (25-34) & "move-up" buyers (35-44)
  - *Fewer* empty nesters (55-64)
  - *More* elderly (65+)

**Population Estimate (April 1, 2020):**  
**202,914 residents**

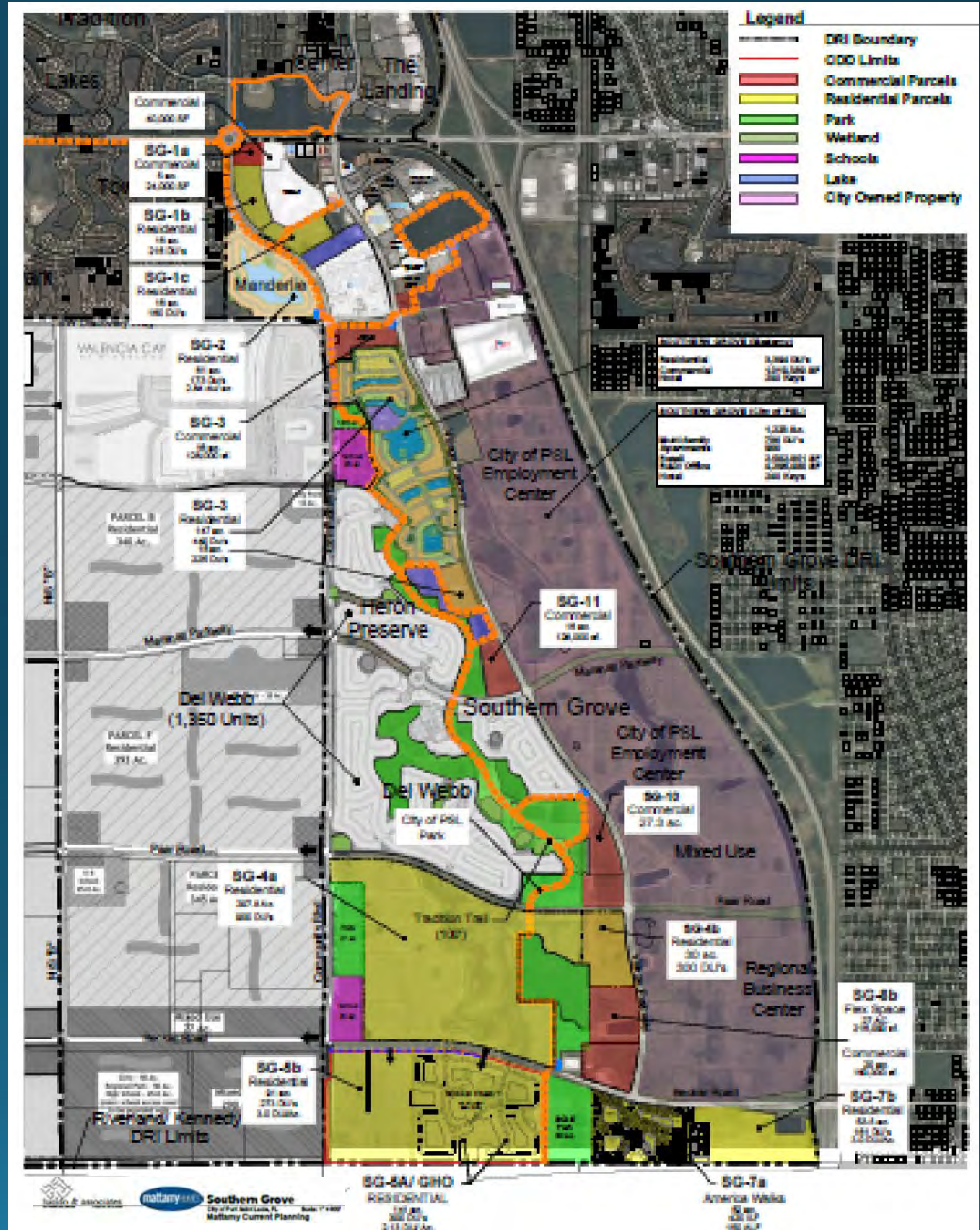


## City's Economy & Job Growth

- Current jobs-to-population ratio:
  - **Port St. Lucie**      **0.24**  
**(24 jobs for every 100 residents)**
  - St. Lucie County      0.29
  - Martin County      0.46
  - Palm Beach County   0.49
- Reinforces **critical importance of net new job creation in Southern Grove study area**
- City gained 7,115 new jobs (2006-2017). While population increased 35%, number of **residents leaving PSL daily for jobs outside the City increased 41%**



# Land Development Activity



# Land Development Activity





APRIL 22, 2020 / NEWS RELEASES

# Cleveland Clinic Establishes Center for Global and Emerging Pathogens Research

Center aims to broaden understanding of emerging diseases, develop new therapeutics and vaccines



Cleveland Clinic Florida Research and Innovation Center

## PROPERTY VALUES

# Cleveland Clinic taps University of Chicago, USC scientists for Port St. Lucie research center

**Keona Gardner** Treasure Coast Newspapers

Published 6:29 p.m. ET Apr. 24, 2020



## PSL City Council leases bio-sciences facility to Cleveland Clinic Agreement expected to usher in transformational economic development

**Post Date:** 11/14/2019 10:02 AM

## Cleveland Clinic Marks First Anniversary of Its Regional Health System in Florida Increased number of lives touched, early performance indicators point to a successful year

**Post Date:** 02/05/2020 3:51 PM



# Land Development Activity



Hotel, Medical Office



# Land Development Activity



Educational

# Land Development Activity



## Workplace

📍 Port St. Lucie, FL

 NEWS BREAK

## Project Bullet closing in on target in Port St. Lucie

SEP 3, 2020

Last month, the Port St. Lucie City Council, acting as the Government Finance Corporation (GFC), **voted unanimously** to have city staff negotiate a purchase and sale agreement with “Project Bullet” for up to 75 acres in the Southern Grove area of Tradition.

The undisclosed company behind Project Bullet is a distribution company that employs more than 3,000 people with annual sales in excess of \$2.5 billion, according to GFC documents. “This is a brand that people will recognize, it’s significant,” said Mayor Gregory Oravec, acting as GFC president.

The property would be used for warehouse and distribution operations and, according to Blackburn, potentially a corporate headquarters.



# Land Development Activity

**GROWTH**

## Port St. Lucie picks Sansone Group to develop 300 acres at Southern Grove

**Keona Gardner** Treasure Coast Newspapers  
 Published 4:52 p.m. ET May 4, 2020 | Updated 1:30 p.m. ET May 5, 2020

**TCPalm.**

PORT ST. LUCIE — Sansone Group of St. Louis will develop 300 acres of city-owned land in the Southern Grove area into a 3.2-million-square-foot manufacturing and distribution complex.



Artist rendering of manufacturing and distribution complex proposed developed by Sansone Group of St. Louis on 300 acres north of Becker Road and west of Interstate 95 in Port St. Lucie. PHOTO CONTRIBUTED FROM SANSONE GROUP



Workplace

# Land Development Activity



## Workplace & Residential

# Land Development Activity

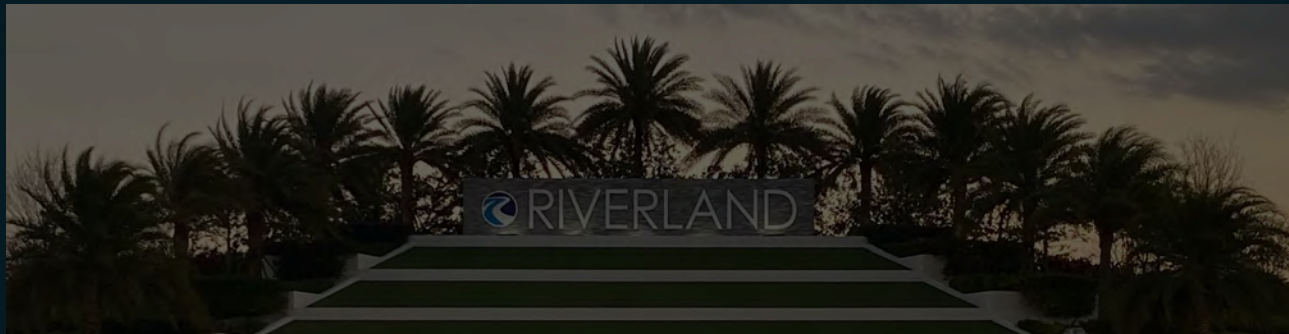


## Retail & Restaurant

# Land Development Activity



Residential



Forbes

2,937 views | Jul 31, 2020, 01:25pm EDT

## Florida's New-Home Communities Seen Leading The Nation Amid "Amazing" Rebound

Brad Hunter Contributor 

Real Estate





# Land Development Activity



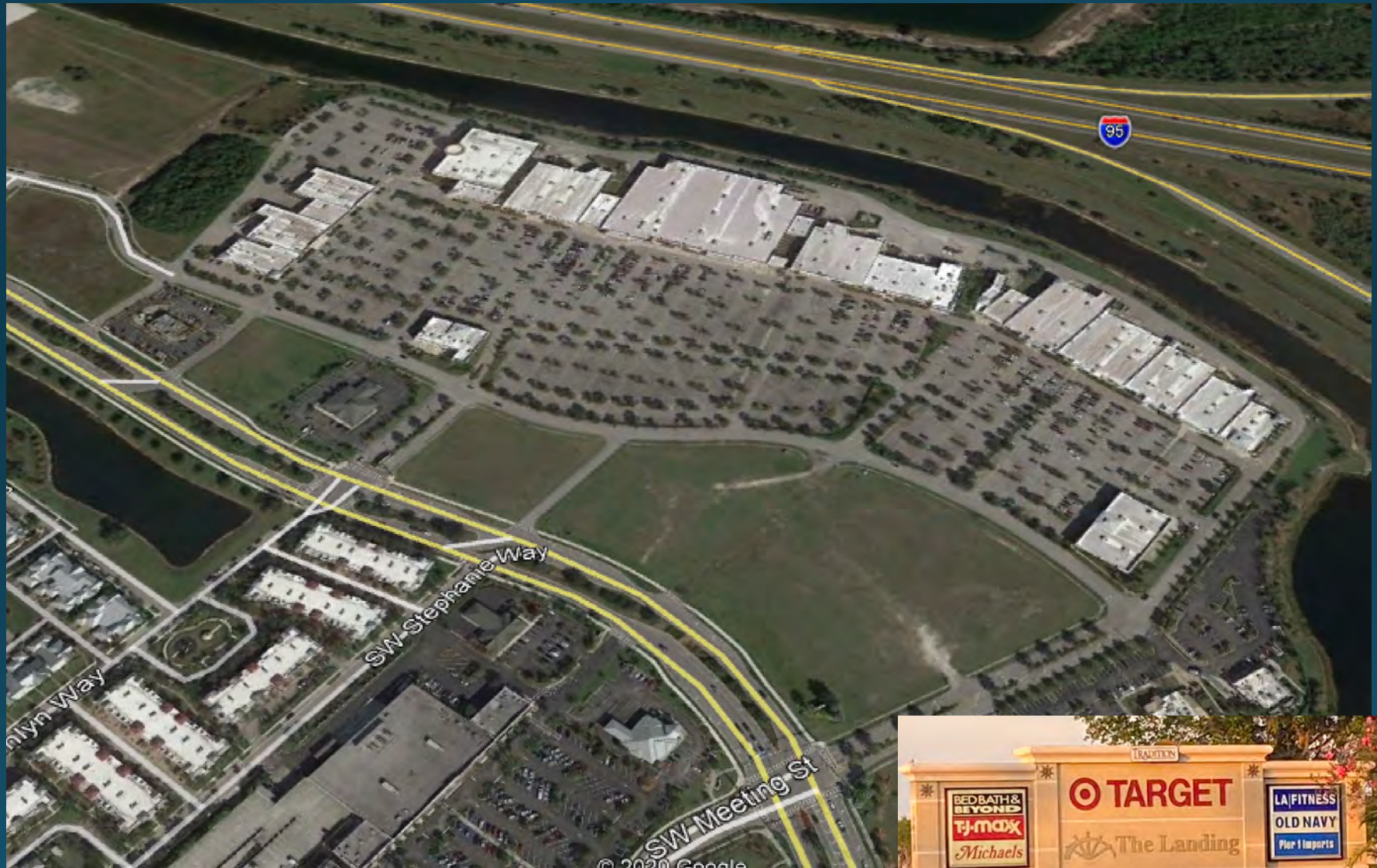
Tradition Village Square

# Land Development Activity



Tradition Village Square

# Land Development Activity

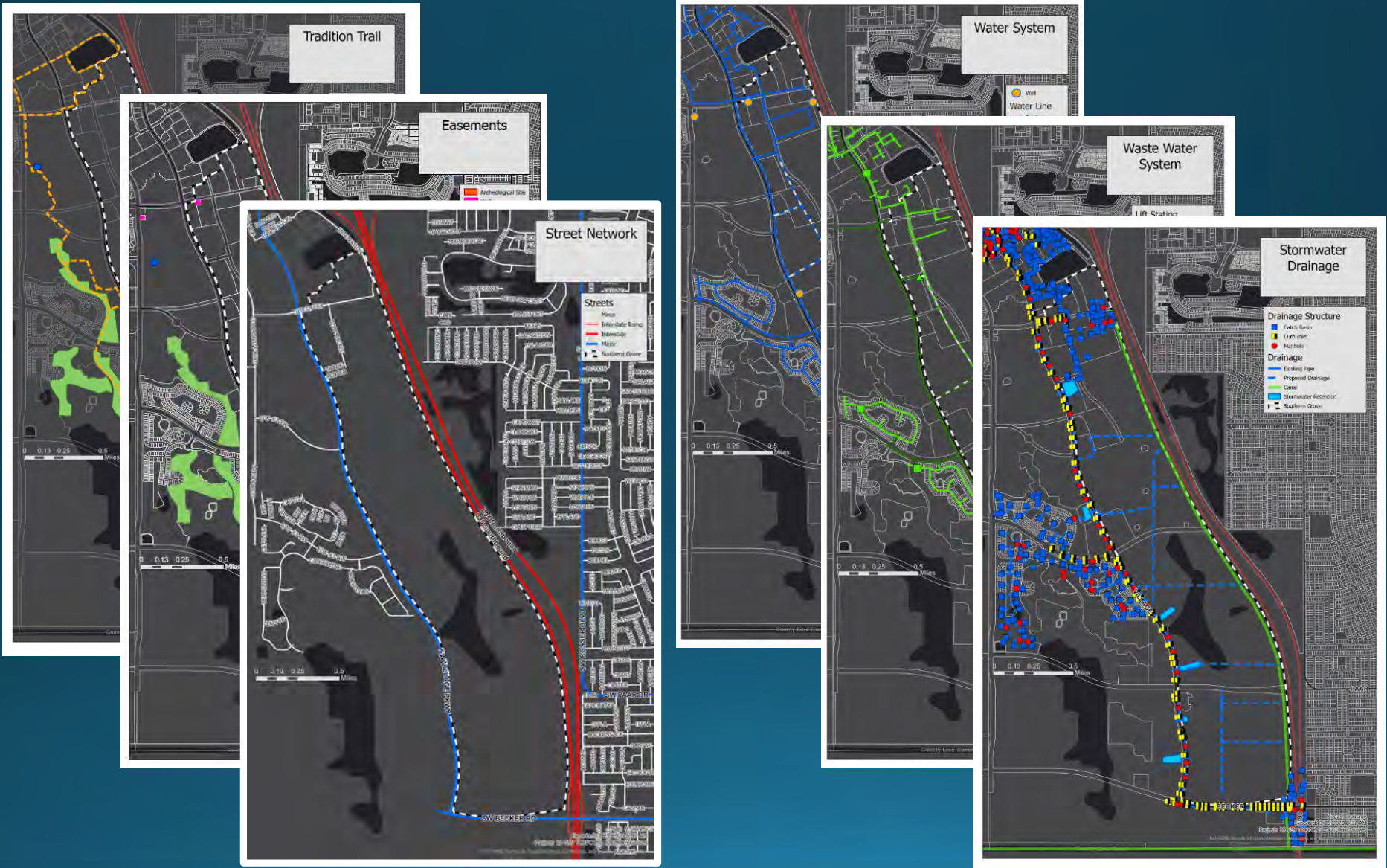


The Landing at Tradition

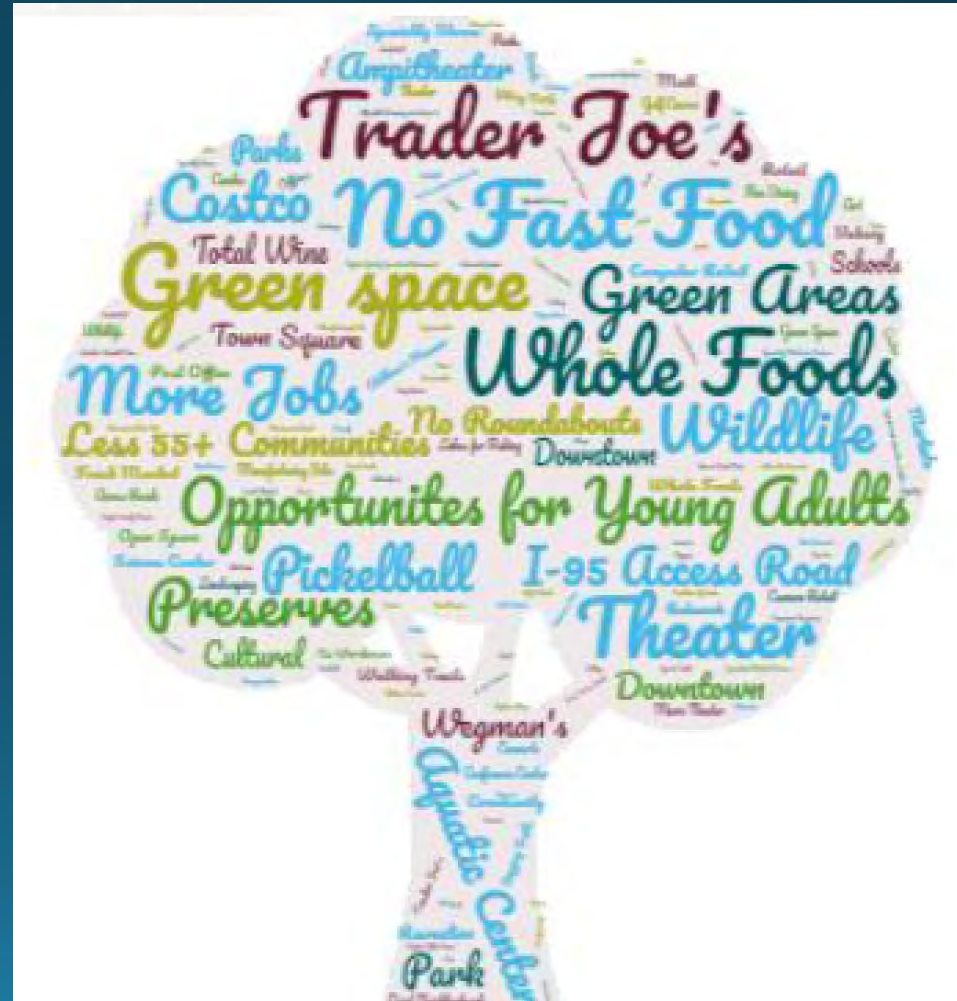


# Study Area Analysis & Evaluation

# Infrastructure Assessment



## Southern Grove Public Input Open House: January 9, 2020



## Plan Priorities ...

- Increase value of City-owned land
- Maximize the number of jobs (workplace intensity, bio/health, industrial)
- Create gateway entrances along Tradition Parkway and Becker Road)
- Improve stormwater management efficiency (consolidate lakes, tie into Duda Canal, address upstream challenges)
- Utilize best soils & remedy drainage
- Create a sense of place and destination for residents
- Expand interconnectivity
- Distribute value of I95 visibility to multiple properties to raise value

## Plan Priorities ...

- Establish a more compact, urban arrangement of buildings and uses
- Expand Tradition Trail network (Becker Road ← → Tradition Town Center, use lake frontages where possible)
- Enhance walkability (building setbacks, parking locations)
- Improve bike/ped crossing across Tradition Parkway to Town Center
- Acknowledge FPL easement and its limitations
- Anticipate Marshall Parkway/I95 interchange and Paar Road/I95 bridge crossing if warranted
- Make the City more sustainable (e.g., live, work, play, learn)



# Tour of the Master Plan



# Tour of the Master Plan



# Tour of the Master Plan

## Town Center District







# The "Things to Do" Category ...

- Cinema Complex (14 screens)



- Independent/Art House Cinema: Cinepolis, Landmark



# The "Things to Do" Category ...

- Golf Attraction/TopGolf



- Indoor Paintball Arena



"Active" Recreation

# The "Things to Do" Category ...

- Water Park



"Active" Recreation



# The "Things to Do" Category ...

- Indoor Trampoline Park



- Miniature Golf Course



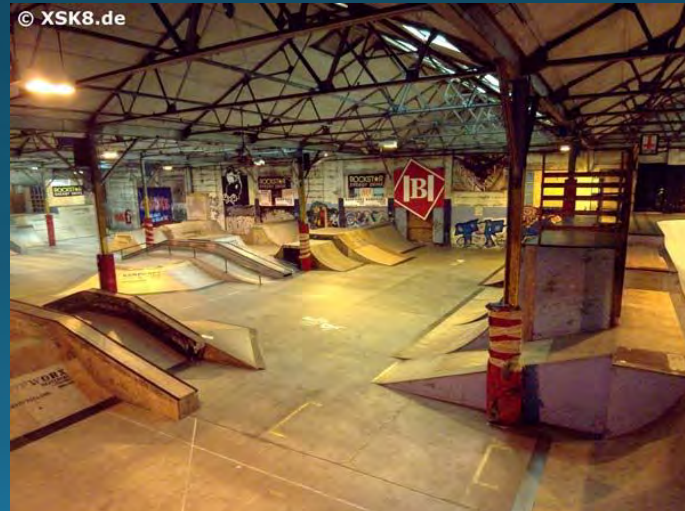
"Active" Recreation

# The "Things to Do" Category ...

- Indoor Go-Kart

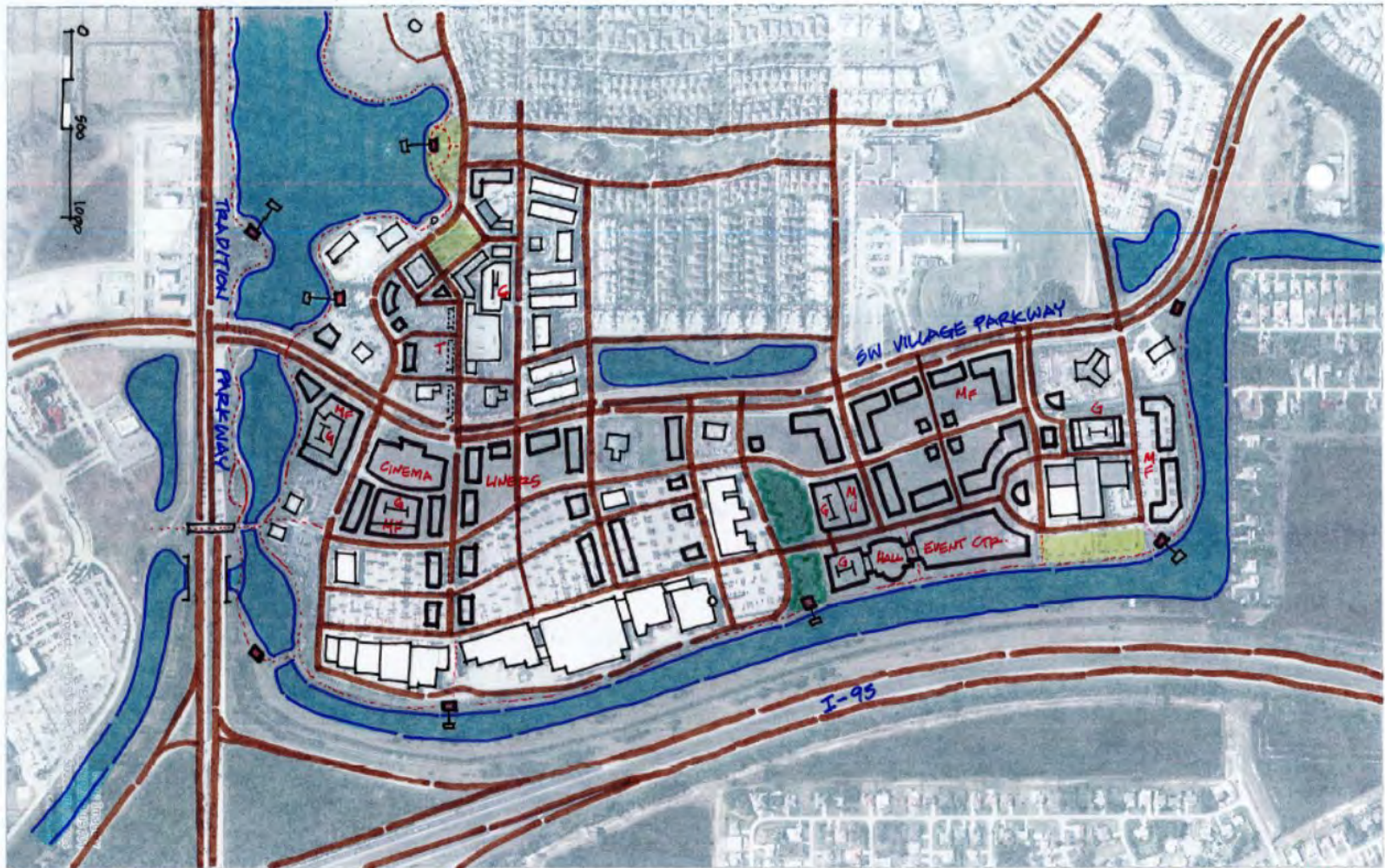


- Indoor Skate / Surf Park



"Active" Recreation

# Town Center District - Concepts



TRADITION PROPOSED IMPROVEMENTS

3-26-20 REG

# Town Center District - Concepts



# Town Center District - Concepts



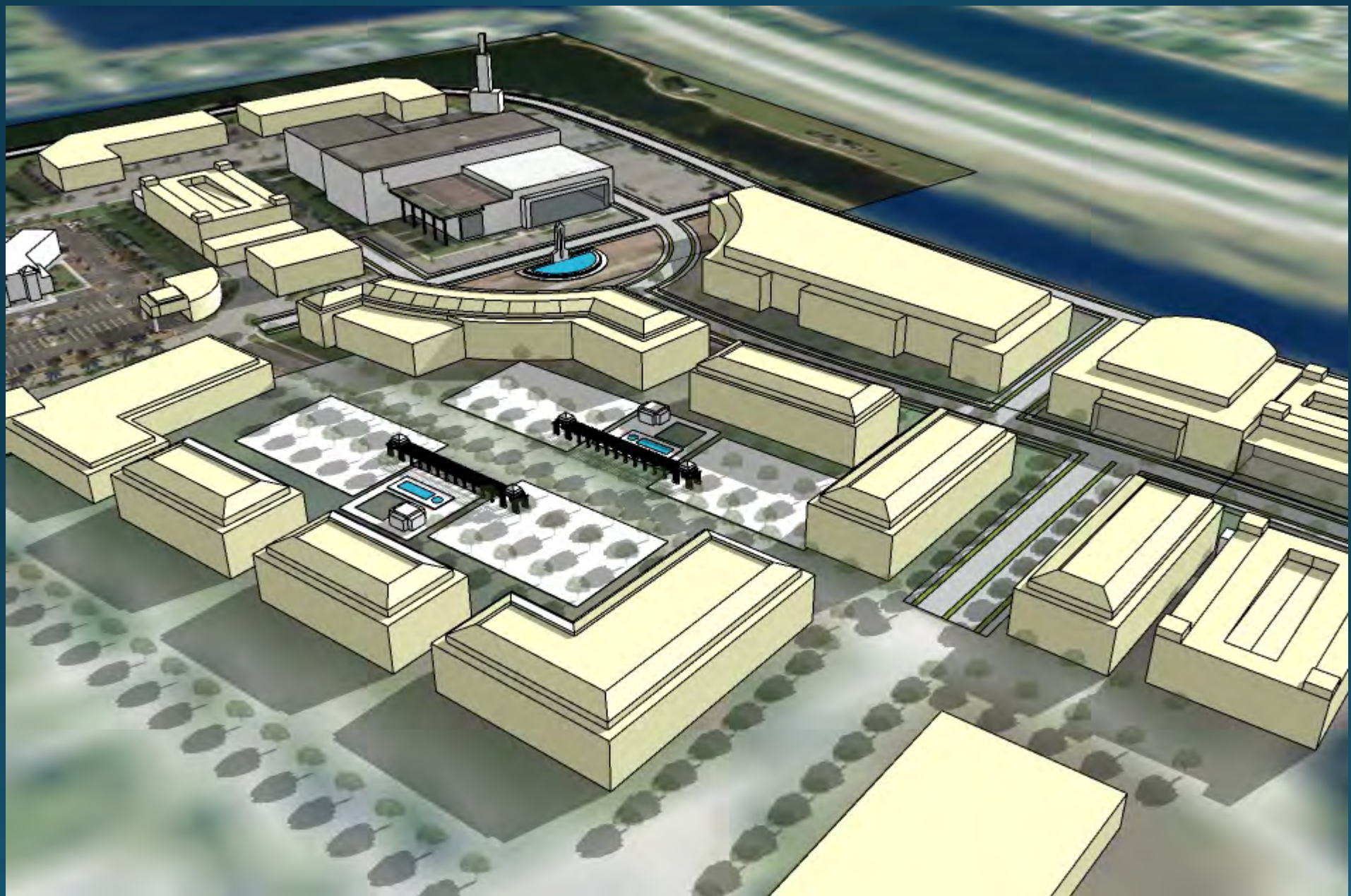
# Town Center District - Concepts



# Town Center District - Concepts



# Town Center District - Concepts





# Town Center District - Concepts



# Town Center District - Concepts



# Survey Question 6

How often do you visit Tradition Village Square and The Landing at Tradition?

- A. Daily
- B. Weekly
- C. Monthly
- D. A few times per year
- E. Only for special events
- F. Rarely or never



# Survey Question 7

What are your favorite events at  
Tradition Village Square & The Landing?

- A. Food Truck Fridays
- B. Concerts
- C. Arts & Crafts Festivals
- D. Farmers' Market
- E. I Like It All
- F. Other



# Survey Question 8

Which types of Active Recreational Uses do you think are the best fit for Southern Grove?

A. Golf (Outdoor Driving Range or Mini-Golf)

B. Water Park / Aquatic

C. Disc Golf / Ultimate Frisbee

D. Indoor Go-Karts

E. Other Indoor (Paintball, Trampoline, Skate/Surf)

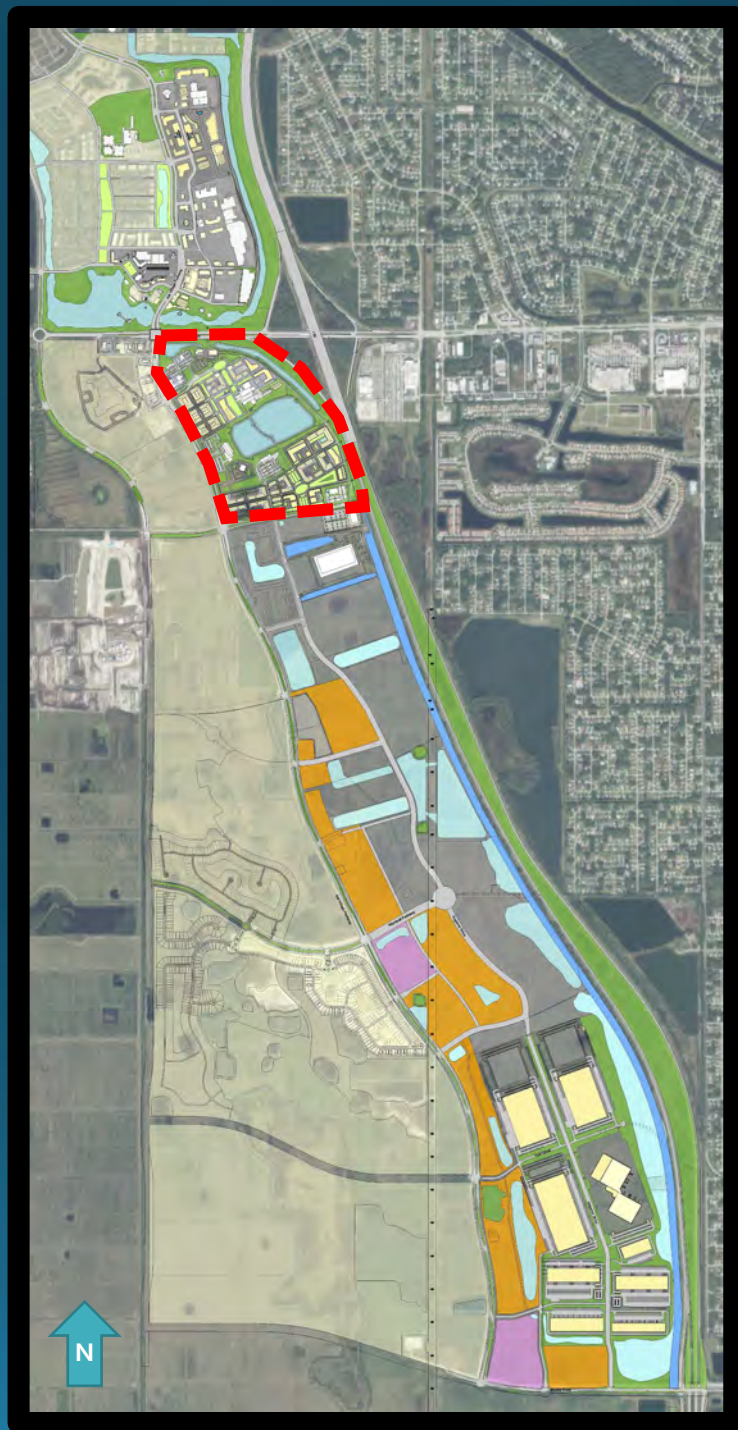
F. I Like a Few of These

G. None of These



# Tour of the Master Plan

## Bio/Health District



# Bio/Health District – Core Resource



**Cleveland Clinic**



# Bio/Health District - Concepts





# Bio/Health District - Concepts



# Bio/Health District - Concepts



# Bio/Health District - Concepts



# Bio/Health District - Concepts

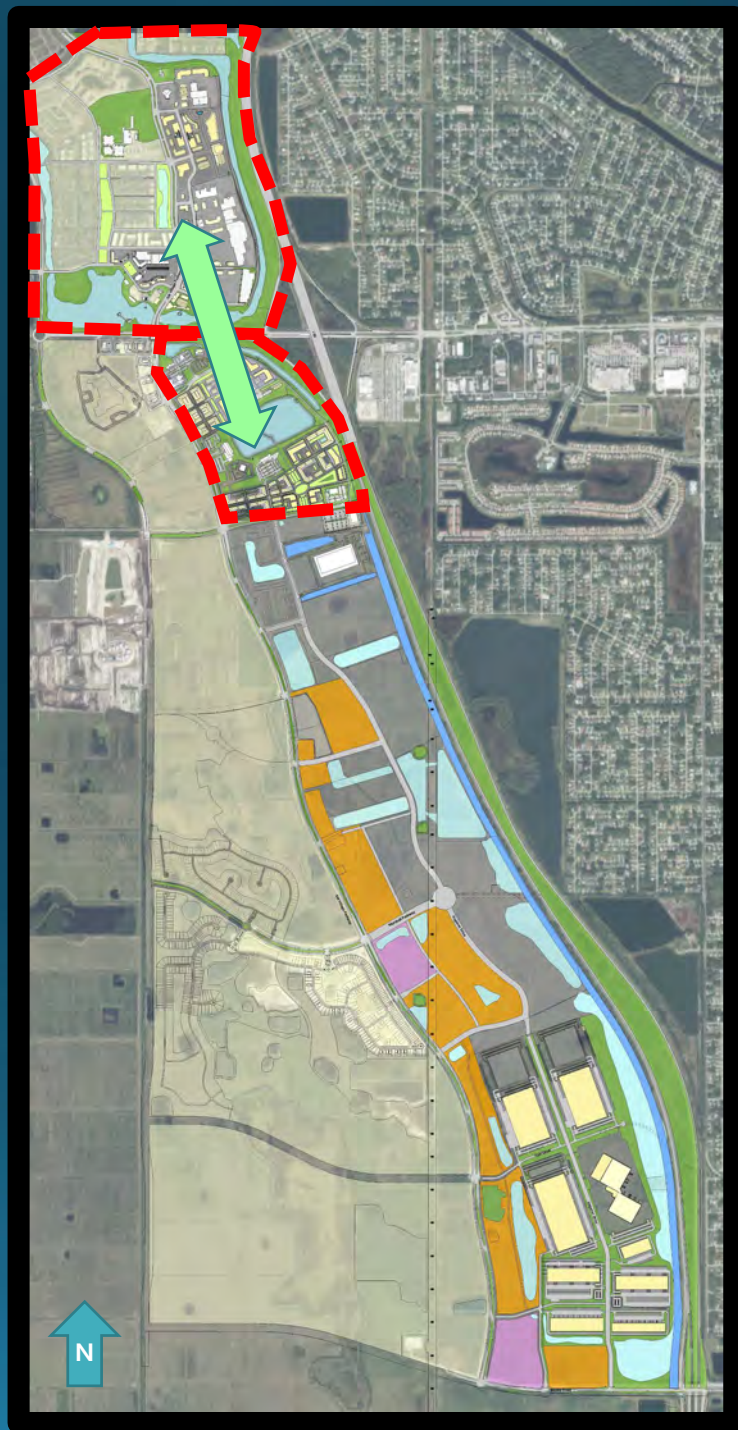


**Conceptual Plan at Buildout**



# Tour of the Master Plan

## Improving Connections



# Design Challenge



TRADITION PKWY

SW VILLAGE PKWY

N

Village/Tradition Intersection

# Design Challenge



Village/Tradition Intersection



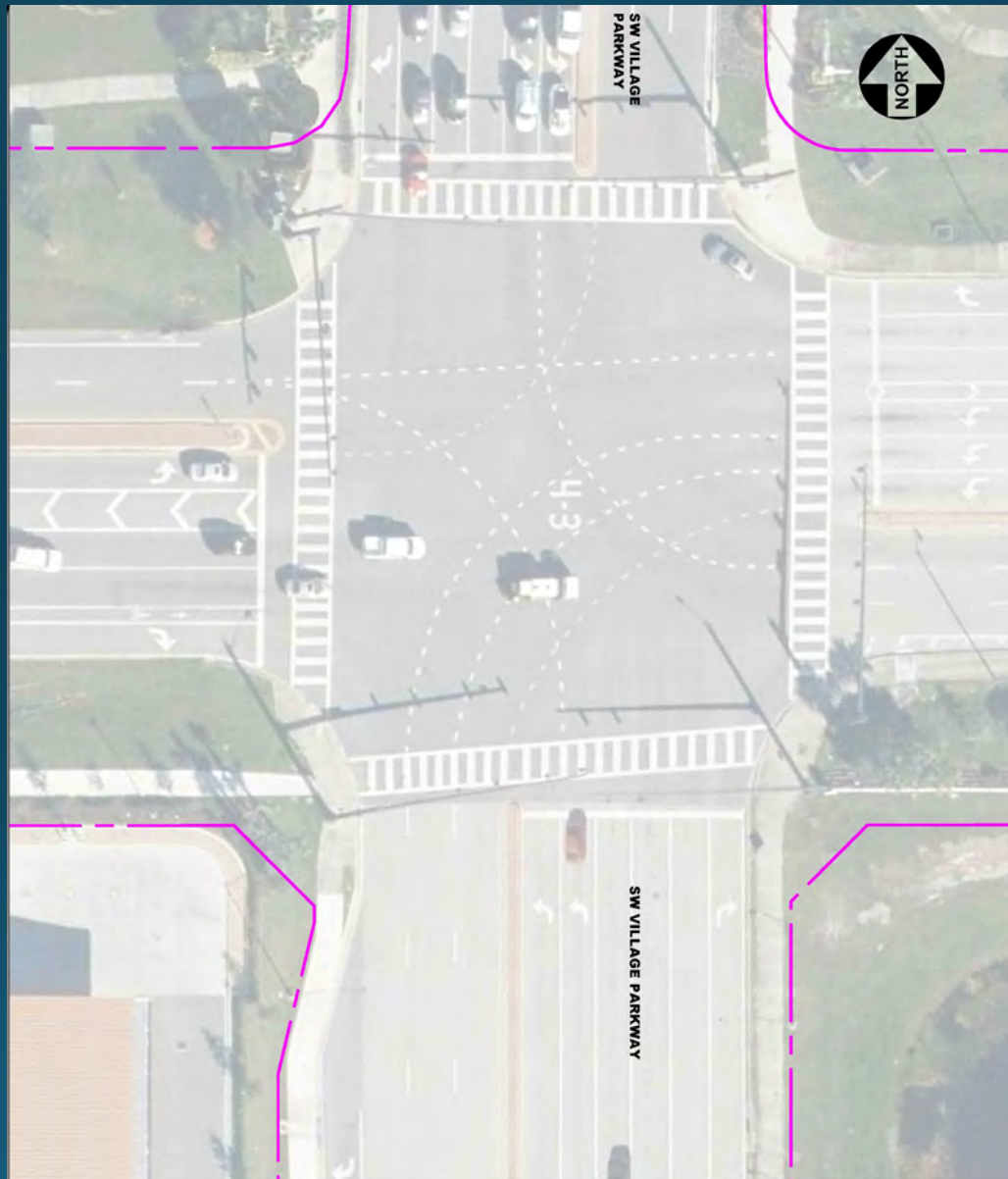
# Design Concept: Dutch Intersection

**They've Invented An Ingenious New Type Of Intersection That Could Save Lives**  
The so-called Dutch junction is spreading to American cities.



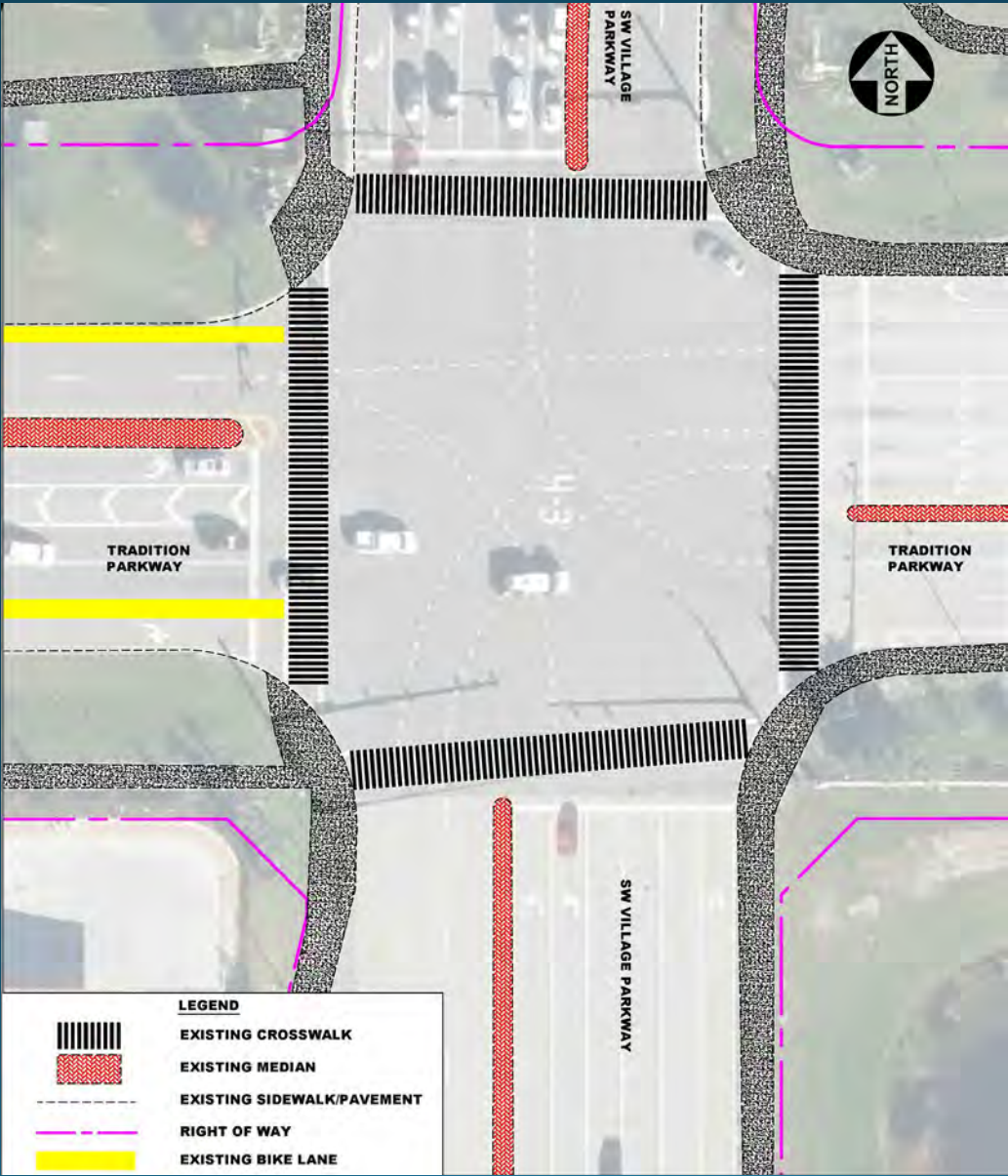
**Village/Tradition Intersection**

# Design Concept: Dutch Intersection



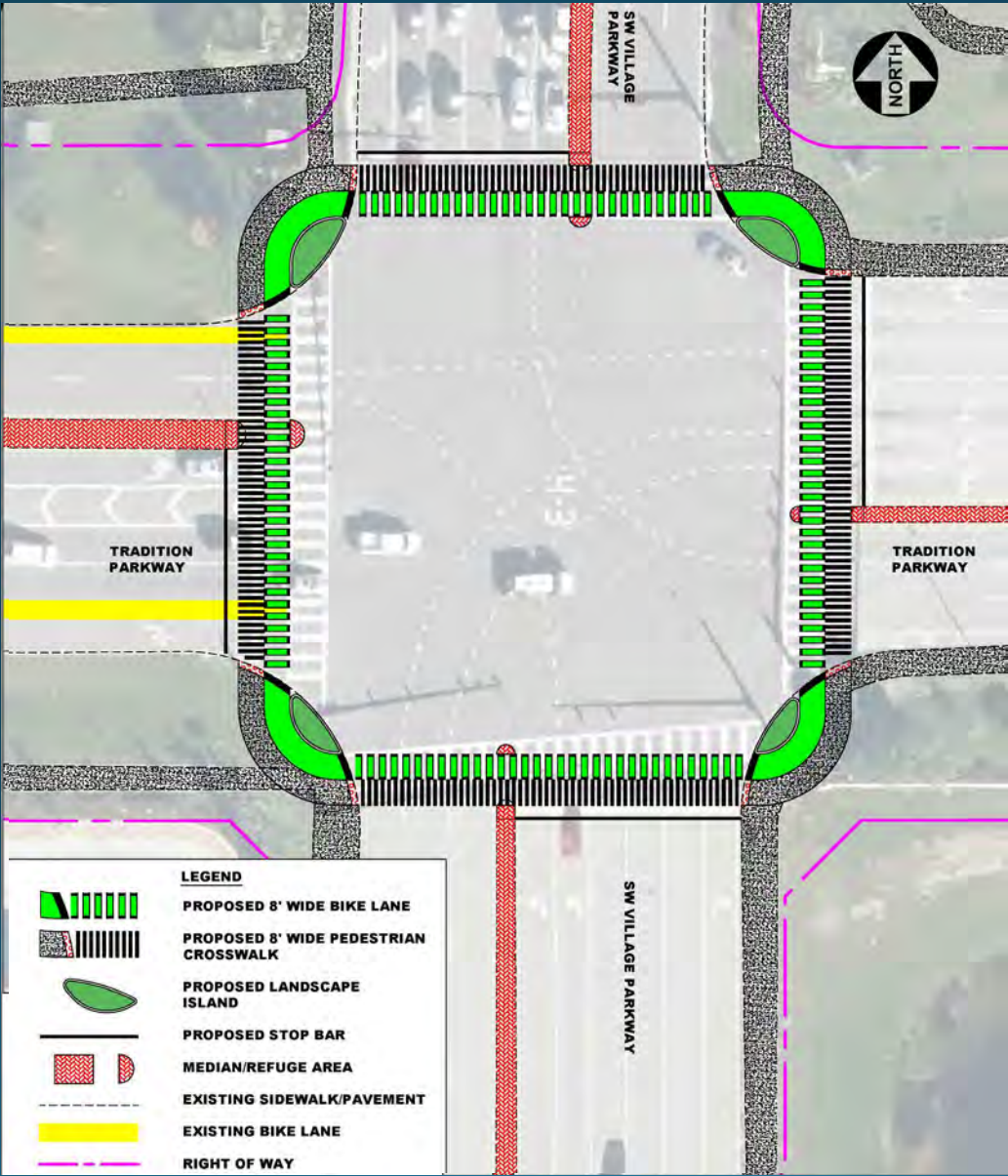
Village/Tradition Intersection

# Design Concept: Dutch Intersection



Village/Tradition Intersection

# Design Concept: Dutch Intersection



Village/Tradition Intersection

# Tour of the Master Plan

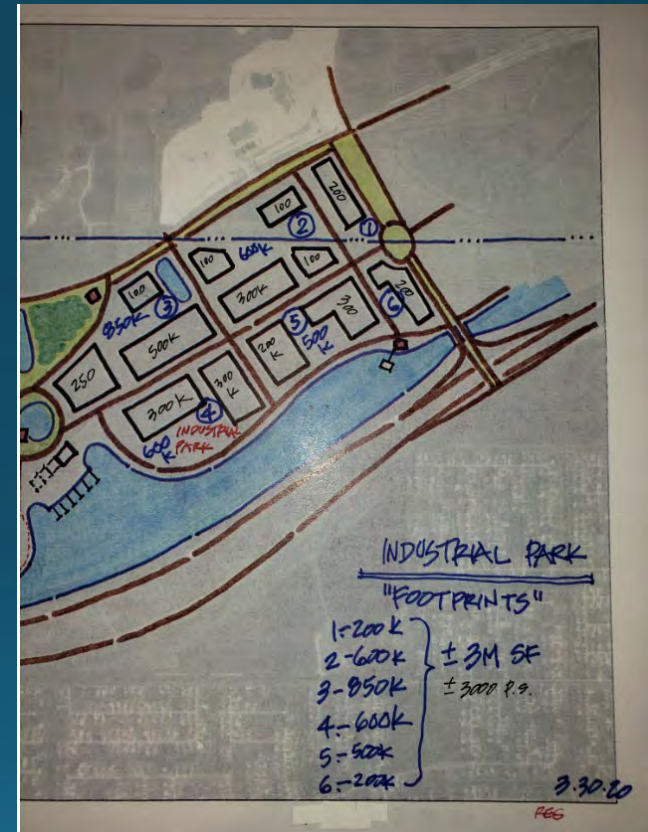
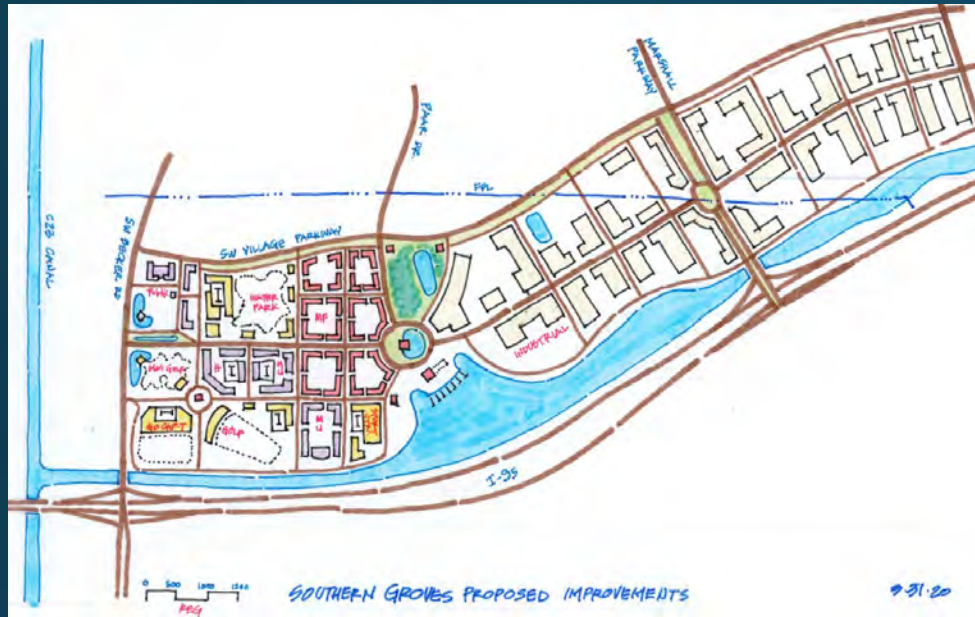
## Workplace District



# Stormwater & Drainage Conditions



# Workplace District - Concepts





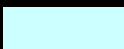





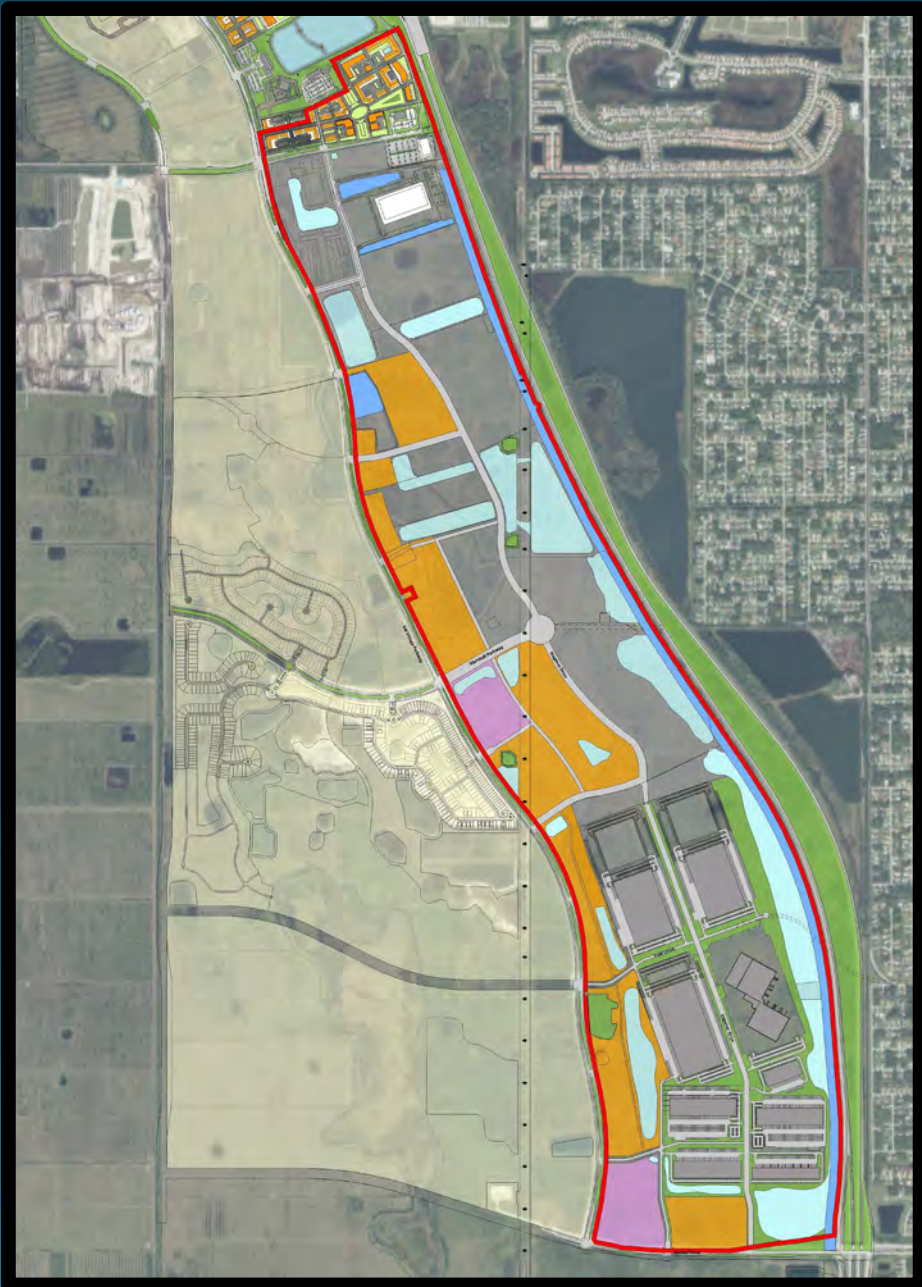
# Workplace District - Concepts







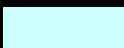





# Southern Grove Master Plan Concepts – Land Uses

LEGEND	
	EMPLOYMENT CENTER
	MIXED-USE
	LIFESTYLE/COMMERCIAL
	SECONDARY ROAD NETWORK
	MASTER STORMWATER SYSTEM
	DUDA CANAL & PRIVATE LAKES
	FPL EASEMENT
	STUDY AREA BOUNDARY (OWNED BY GFC)



# Southern Grove Master Plan Concepts - Workplace

LEGEND	
	EMPLOYMENT CENTER
	MIXED-USE
	LIFESTYLE/COMMERCIAL
	SECONDARY ROAD NETWORK
	MASTER STORMWATER SYSTEM
	DUDA CANAL & PRIVATE LAKES
	FPL EASEMENT
	STUDY AREA BOUNDARY (OWNED BY GFC)



# Southern Grove Master Plan Concepts – Sansone Proposal



Legacy Park  
At Tradition

Preliminary Site Plan  
SCALE: N.T.S. 09.08.2020



# Tour of the Master Plan

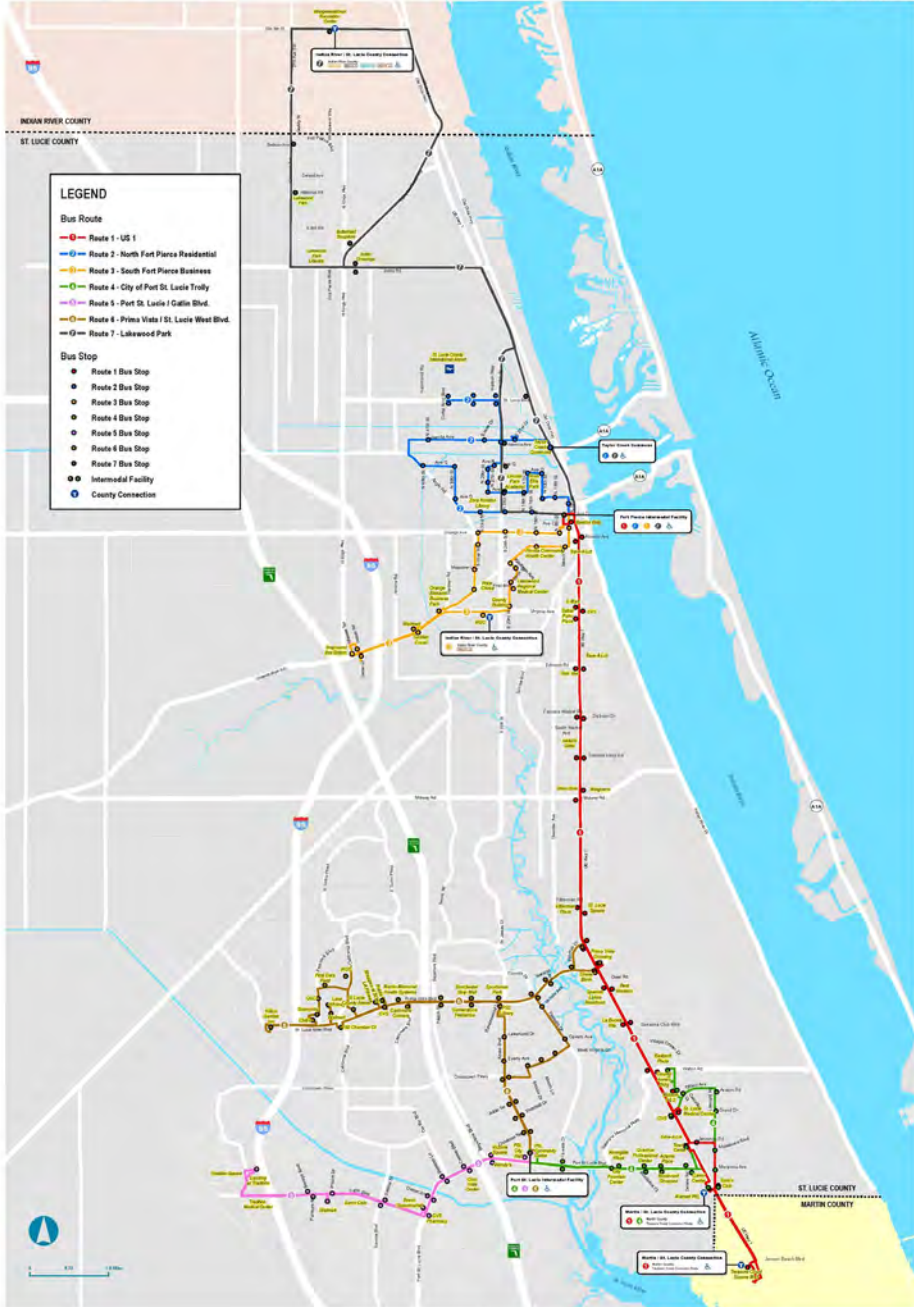
## Transportation Network



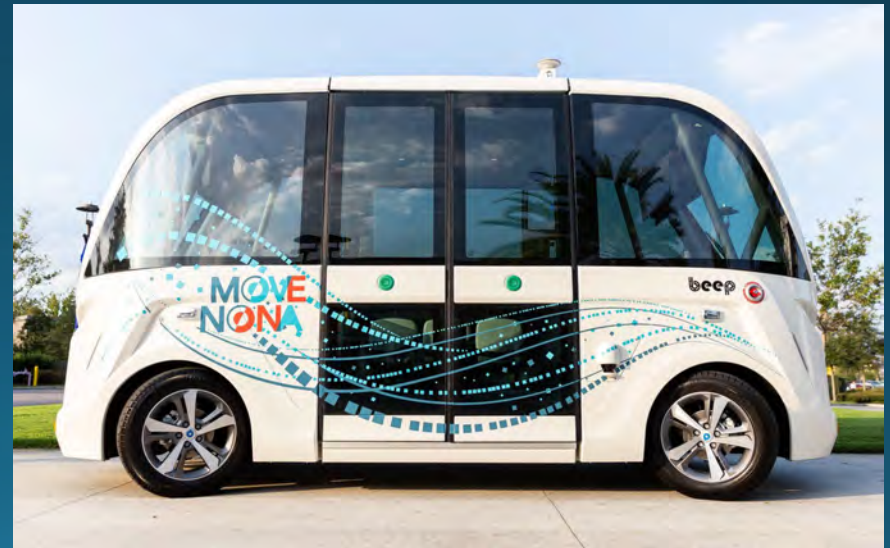




# ST. LUCIE COUNTY BUS SYSTEM



Transit Service



Autonomous Vehicles (BEEP)



Golf Carts & Low-Speed Vehicles





Shared Mobility



Electric Vehicles



Non-Motorized Users



Skateboard



Hoverboard



Segway



Uni-Wheel

## Personal E-Mobility




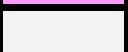

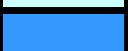

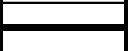
# Major Roadways



# Internal Roadways




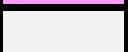

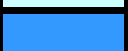

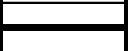


# Southern Grove Master Plan Concepts – Roadways/I-95

LEGEND	
	EMPLOYMENT CENTER
	MIXED-USE
	LIFESTYLE/COMMERCIAL
	SECONDARY ROAD NETWORK
	MASTER STORMWATER SYSTEM
	DUDA CANAL & PRIVATE LAKES
	FPL EASEMENT
	STUDY AREA BOUNDARY (OWNED BY GFC)

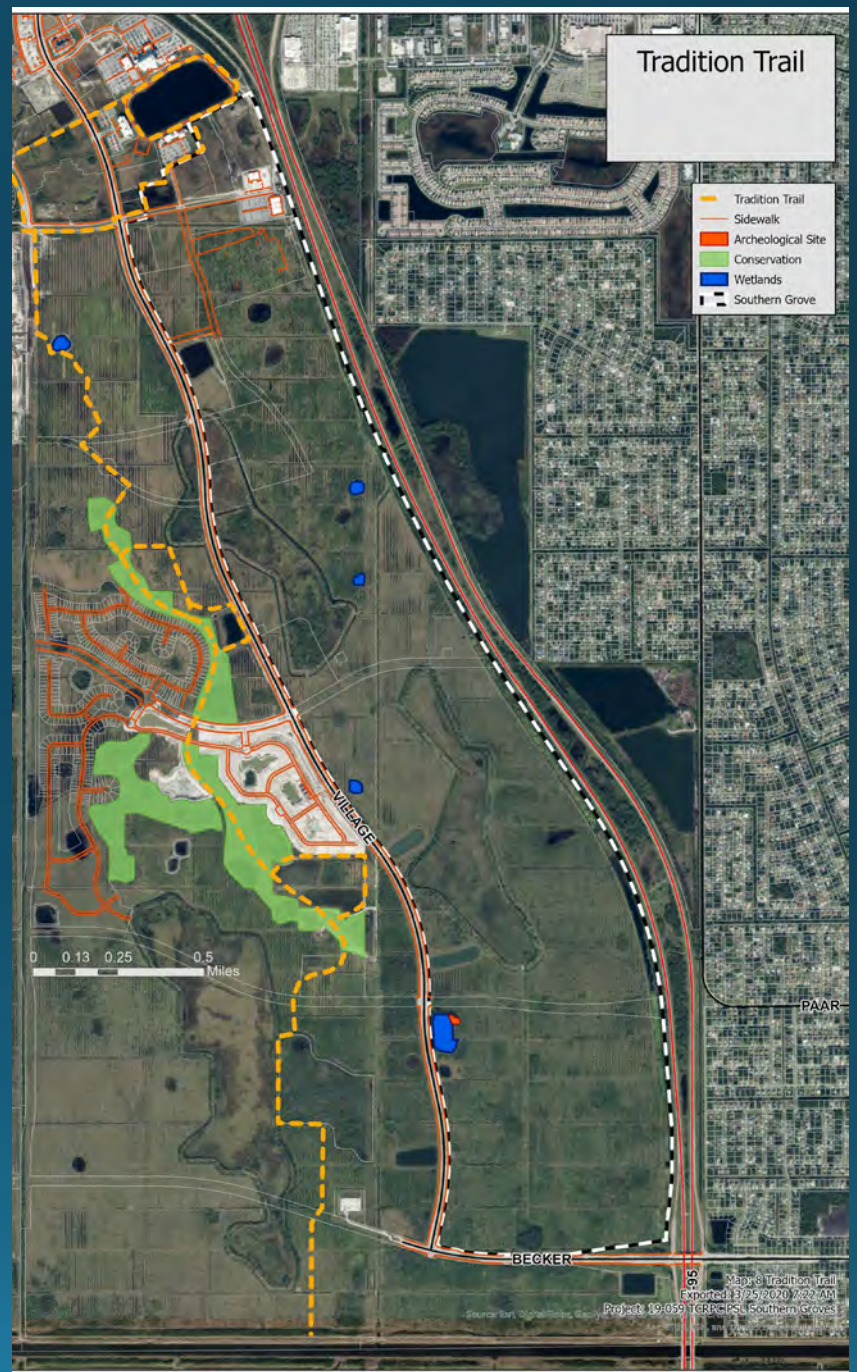
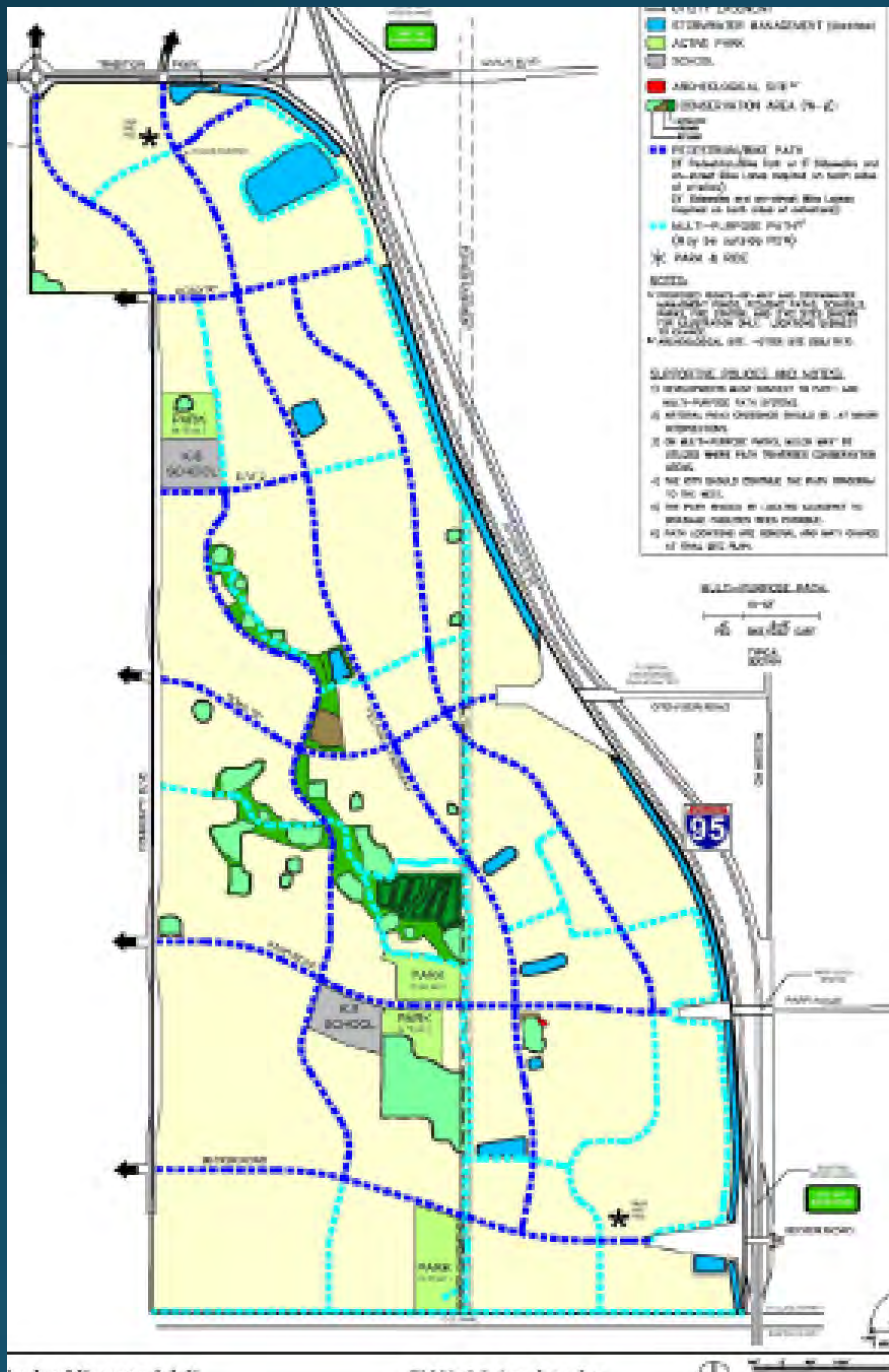


# Southern Grove Master Plan Concepts – Active Recreation?

LEGEND	
	EMPLOYMENT CENTER
	MIXED-USE
	LIFESTYLE/COMMERCIAL
	SECONDARY ROAD NETWORK
	MASTER STORMWATER SYSTEM
	DUDA CANAL & PRIVATE LAKES
	FPL EASEMENT
	STUDY AREA BOUNDARY (OWNED BY GFC)







# Tradition Trail Alignment



# Tour of the Master Plan

## Stormwater Lake System



# Southern Grove Master Plan Concepts - Stormwater

**SUBDISTRICT**  
**Bio/Health North**  
*(Tradition Pkwy to Discovery Way)*

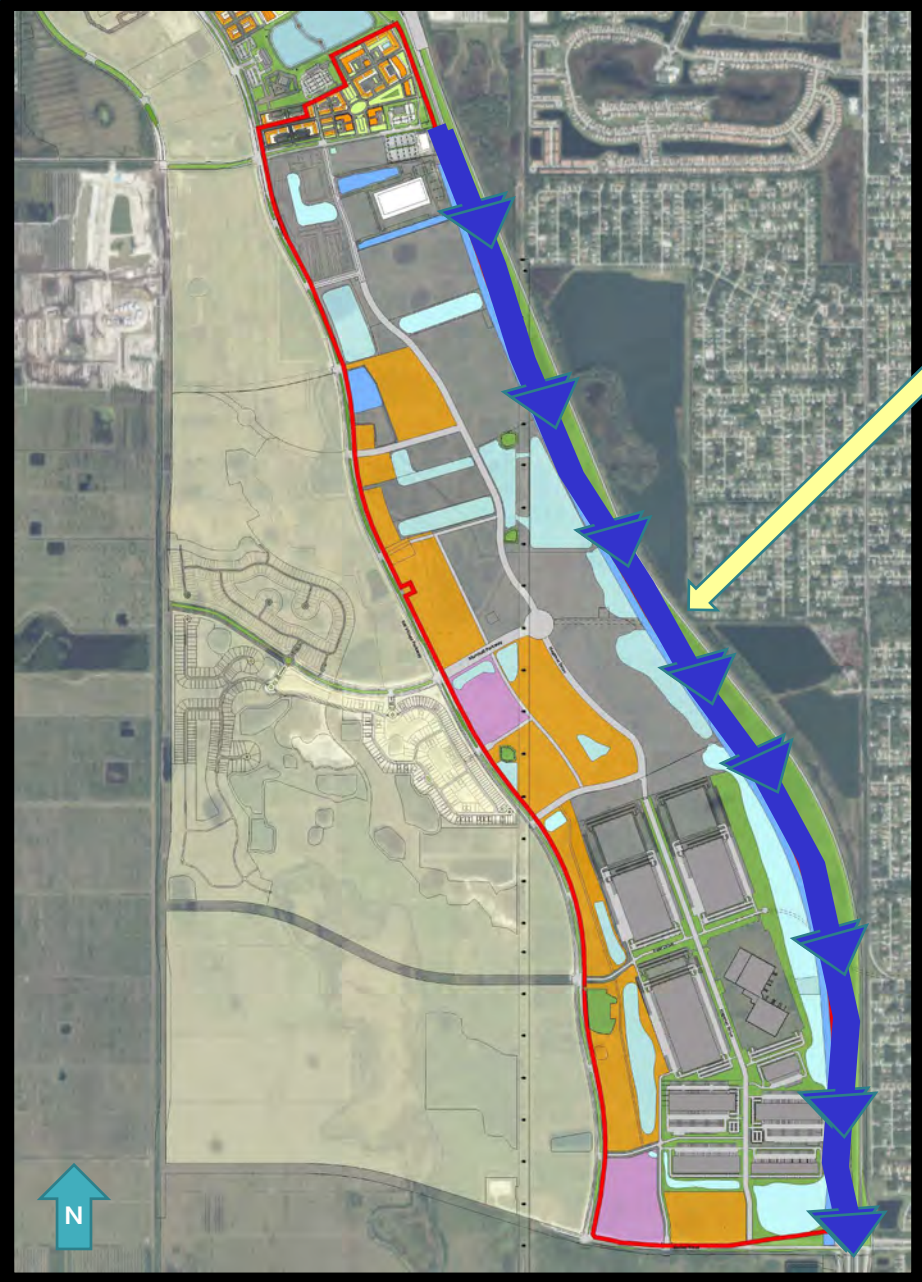
**SUBDISTRICT**  
**Workplace North**  
*(Discovery Way to Marshall Pkwy)*

**SUBDISTRICT**  
**Workplace Central**  
*(Marshall Pkwy to Paar Drive)*

**SUBDISTRICT**  
**Workplace South**  
*(Paar Drive to Becker Road)*



# Southern Grove Master Plan Concepts - Stormwater



Duda Canal



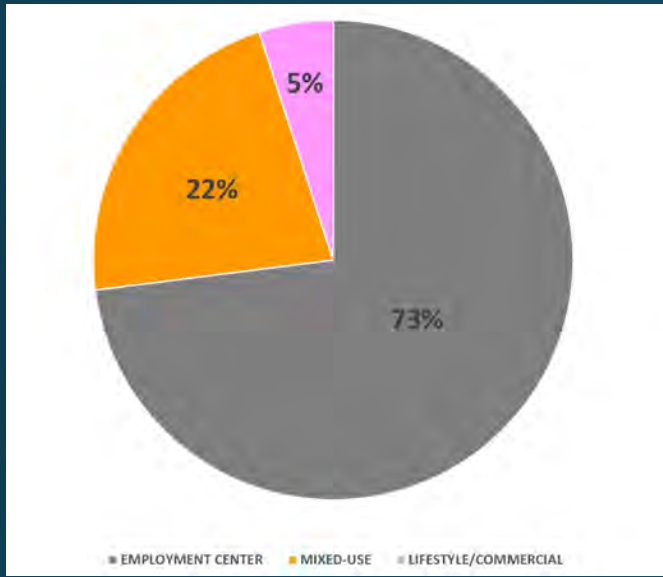
# Southern Grove Master Plan Concepts - Stormwater



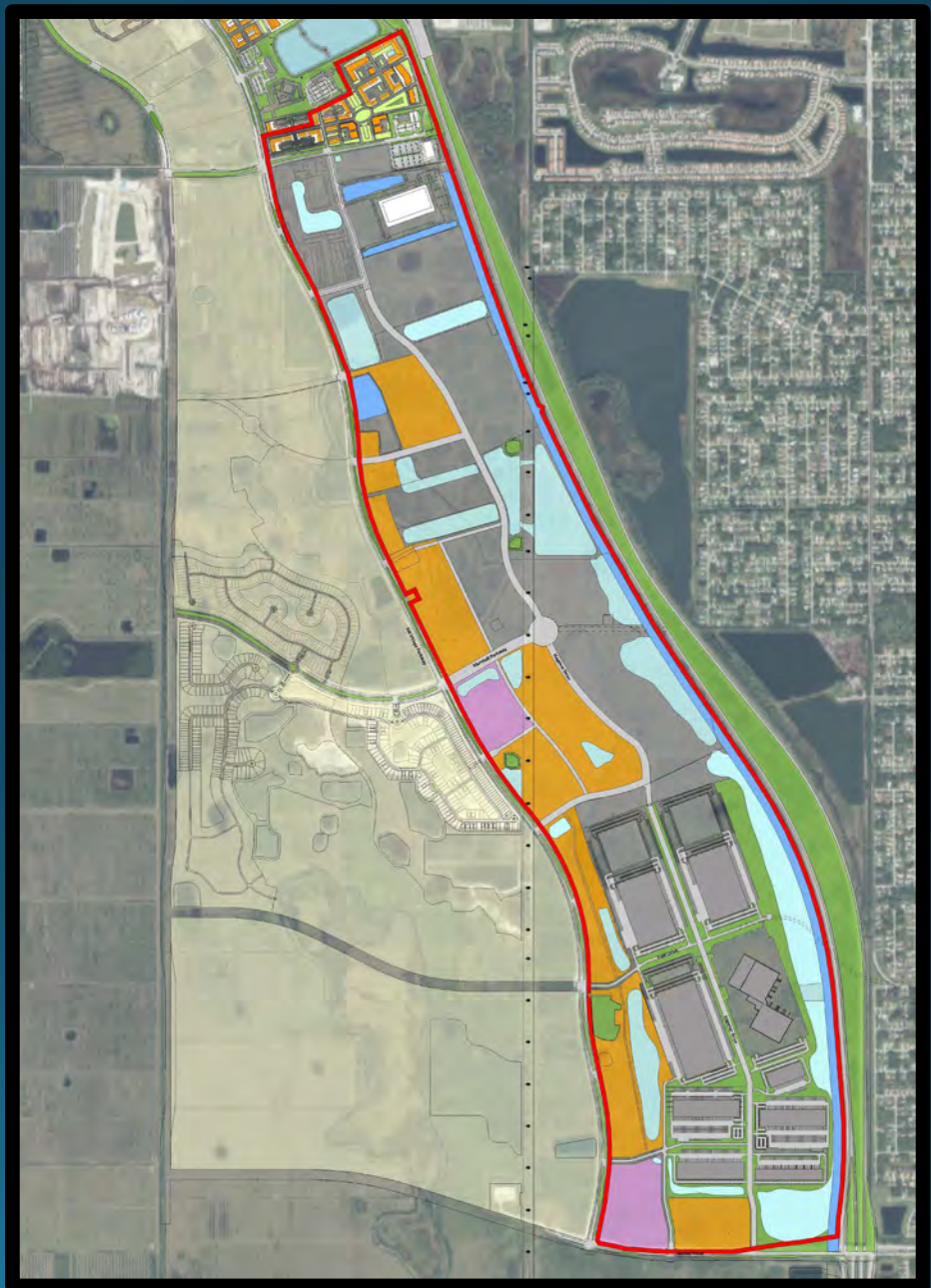
Duda  
Canal



# Southern Grove Master Plan Concepts – Land Uses



LEGEND	
	EMPLOYMENT CENTER
	MIXED-USE
	LIFESTYLE/COMMERCIAL
	SECONDARY ROAD NETWORK
	MASTER STORMWATER SYSTEM
	DUDA CANAL & PRIVATE LAKES
	FPL EASEMENT
	STUDY AREA BOUNDARY (OWNED BY GFC)



# Tour of the Master Plan





# Survey Question 9

If you were to head out on Tradition Trail, which mode would you be most likely to use?

- A. Walking or Running
- B. Biking
- C. Rollerblading
- D. Scootering
- E. Something else with wheels
- F. Not a Tradition Trail User



# Survey Question 10

If you were to use the Tradition Trail, what would be your typical destination?

A. Parks or Recreational Areas

B. Schools or University

C. Food & Beverage

D. Work

E. Tradition Trail Itself



# Survey Question 11

For a commercial center at Becker Road and Village Parkway, which uses would you like to see?

- A. Grocery Store
- B. Restaurants
- C. Neighborhood Retail/Services
- D. Retail
- E. Active Recreation
- F. All of the Above
- G. I don't like any of these



# Survey Question 12

Which of these “gateway features” are the most important to welcome people to Southern Grove?

- A. Landscaping
- B. Lighting
- C. Signage
- D. Building Appearance
- E. Public Art
- F. All of Them
- G. Something Else



# Status of Key Project Tasks

TASK	STATUS
INITIAL PUBLIC WORKSHOP	COMPLETE (JAN 2020)
STAKEHOLDER INTERVIEWS	COMPLETE (FEB 2020)
REVIEW OF TRENDS & FORECASTS	COMPLETE (FEB 2020)
STAFF INPUT SESSION	COMPLETE (MARCH 2020)
ANALYSIS OF FINANCIAL & INFRASTRUCTURE DOCUMENTS	COMPLETE (APRIL 2020)
ANALYSIS OF INFRASTRUCTURE CONDITIONS WATER / SEWER STORMWATER TRAFFIC	COMPLETE (MAY 2020) COMPLETE (JUNE 2020) CDD TRAFFIC ANALYSIS PENDING
ANALYSIS OF COMPETITIVE MARKETS	COMPLETE (SEPT 2020)
ANALYSIS OF REAL ESTATE & MARKET CONDITIONS	COMPLETE (SEPT 2020)
<b>SECOND PUBLIC WORKSHOP</b>	<b>TONIGHT</b>
LAND DEVELOPMENT & INFRASTRUCTURE MASTER PLAN	PENDING
ANALYSIS OF FINANCIAL OBLIGATIONS	PENDING
RECOMMENDED INFRASTRUCTURE & IMPLEMENTATION	PENDING
RECOMMENDED IMPLEMENTATION STRATEGIES	PENDING
<b>FINAL CITY COUNCIL PRESENTATION</b>	<b>ANTICIPATED DECEMBER 2020</b>

FOR MORE INFORMATION:

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