CITY OF PORT ST. LUCIE

PLANNING AREA 3 NEIGHBORHOOD ACTION PLAN

DRAFT MARCH 2016

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INTRODUCTION

1.0 INTRODUCTION

1.1 Neighborhood Action Plan Purpose

The City of Port St. Lucie's intent is to develop a Neighborhood Action Plan (Action Plan) for each of the six Planning Areas (PA-1, 3, 4N, 4S, 6 and 7) that make up many of the older portions of the City that are not master-planned communities. This Action Plan helps to guide City policy, physical change, and decision-making in Planning Area 3 (PA-3) over the next 10–15 years to achieve an agreed vision for the future, and to support and advance the City's strategic goals of having *stable neighborhoods, quality housing, a diverse local economy, easy mobility choices, and enhanced leisure opportunities for active lifestyles.* PA-3 is generally bounded by Archer Avenue to the north, St. Lucie River to the east, C-24 canal to the south, and Florida's Turnpike to the west. It includes 5,686.29 acres or almost 8.88 square miles (see **Maps 1-1** and **1-2**).

The fundamental first step to establish a Neighborhood Planning Program is building organizations by formalizing a Neighborhood Planning Division and creating neighborhood organizations as described in Volume 1 -Neighborhood Planning Program. By having a Planning Area Advisory Committee (PAAC) and encouraging the development of civic/neighborhood associations for each sub-area, interaction between the City and local residents will be improved which will help implement a detailed work plan with projects, programs, and initiatives designed to achieve the vision.

1.2 Action Plan Format

The Action Plan for PA-3 consists of this introduction and seven additional sections, as shown in **Figure 1-1**. Each section is described below.

Planning Area Context

This section includes a review of existing conditions within PA-3 and identifies issues and opportunities to be addressed in the Action Plan. Several different focus areas are examined, including demographics, land use, parks and recreation, and transportation facilities.

Existing Identity and Aesthetics

This section includes a review of unique recreational areas, architectural features, and urban design elements within PA-3 and an assessment of how these existing features might be integrated into the Action Plan.

Public Involvement

This section summarizes the public input and the identified themes to guide the Action Plan for PA-3.

Figure 1-1: Action Plan Format

VOLUME 3
PA-3 NEIGHBORHOOD ACTION PLAN

Planning Area Context
Review of existing conditions and identify issues/opportunities

Existing Identity & Aesthetics
Review of unique features and discuss how they can be integrated into the Action Plan

Public Involvement
Summary of public meetings/workshops and potential themes to guide the Action Plan

Planning Area Vision
Develop vision and major plan goals

Action Plan
Identify specific projects, programs and initiatives to accomplish the vision

Bayshore Business District Improvement Plan
Identify focused strategies for the Bayshore Business District

Prioritization/Performance Measures
Prioritize projects and identify performance measures

Map 1-1: Planning Areas

Planning Area 3
Study Area
January 2016

Planning Areas

Additional Planning Areas

Planning Area 3

Port St. Lucie City Limits

County Boundary

Parks and Preserves

Map 1-2: PA-3 Study Area

Planning Area 3

Study Area

February, 2016

Parks

Planning Area Boundary

Port St. Lucie City Limits

Planning Area Vision

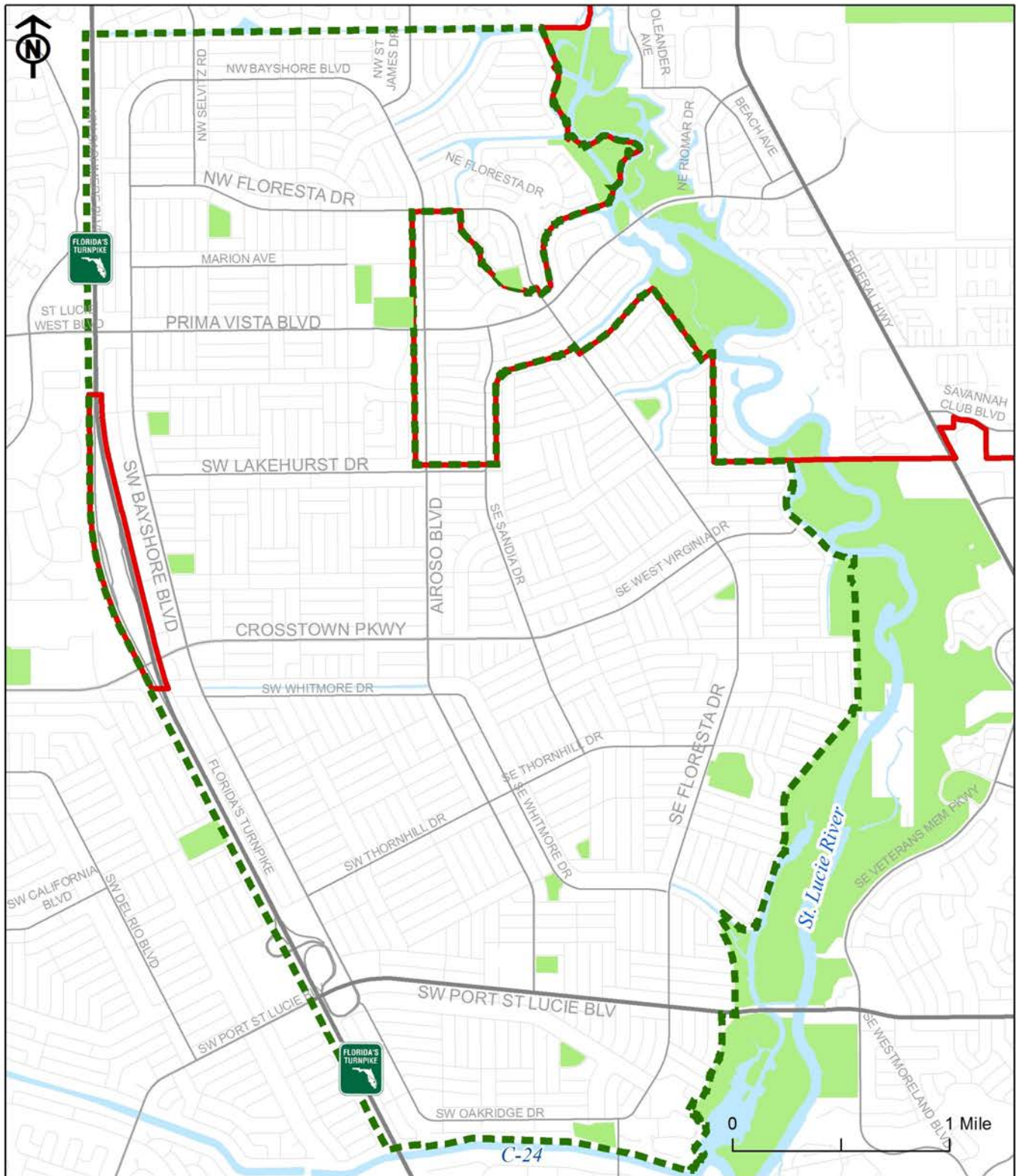Using the results of the existing conditions assessment and the results of the public involvement process, a Planning Area vision was developed. This includes an overall vision statement and major plan goals identified to achieve the vision.

Action Plan

The Action Plan is the heart of the document and includes specific projects, programs, and initiatives identified to accomplish the vision. The Action Plan addresses each of the goals and major focus areas of the Plan.

Bayshore Business District Improvement Plan

This section includes focused recommendations for improving the Bayshore Business District, located in the western portion of PA-3. These recommendations include a framework for a future zoning overlay district to improve aesthetics and function within the area.

Prioritization/Performance Measures

This section includes recommended prioritization for projects identified in the Action Plan as well as performance measures to allow the City to track key indicators related to community quality of life.

PLANNING AREA CONTEXT

2.0 PLANNING AREA CONTEXT

The Planning Area Context includes a review of existing planning and policy documents and a fieldwork assessment to reach a reasonable understanding of the existing development pattern, activity, issues, and opportunities within PA-3. This information serves as the framework for understanding PA-3 and developing its future direction.

2.1 Demographics and Socioeconomics

The total population of PA-3 is 38,809 and the projected population for 2040 is 45,662, an increase of 18%. Citywide, the median age is 40 years, the median household income is $48,962, and 16% of the population is below the poverty level. The average household size is fairly large, at 2.8 persons per household (see **Figure 2-1** for a comparison), and the population under age 20 makes up an estimated 27% of the total population (see **Table 2-1).** These figures describe a city with a significant youth/family population, which affects the types of projects/programming desired.

Table 2-1: PA-3 Demographics

Demographics	PA-3
Population	
2013 Estimate	38,809
2040 Projection	45,662
Change	17.66%
Age (2013 Estimate)	
Under 20	10,661
20–34	6,621
35–59	13,368
60 and over	8,621
Median Age (citywide)	39.7
Households (2013 Census)	
Average Household Size	2.80
Median Household Income (citywide)	$48,962
Below Poverty (citywide)	16.1%

Source: 2040 Long Range Transportation Plan (LRTP) data and US Census

At 8,057 acres or 12.6 square miles, PA-3 is large in area; with 38,809 residents, it makes up approximately 10% of the total land area of Port St. Lucie and 22% of its population. This makes it the most populous Planning Area within Port St. Lucie. In fact, as shown in **Table 2-2**, PA-3 is comparable in size and population to many small cities, including some in the region.

In addition to population trends, Census household data from the American Community Survey (ACS) was reviewed for Port St. Lucie, Stuart, Jupiter, Fort Pierce, St. Lucie County, and Florida as a whole. As shown in **Figures 2-1, 2-2**, and **2-3**, Port St. Lucie has the largest household size, the highest homeownership rate, and the lowest percentage of multi-family housing.

Table 2-2: Scale of PA-3 to Other Nearby Cities

Demographics	PA-3
Planning Area 3	
Population	38,809
Land Area (square miles)	12.6
Jupiter, Florida	
Population	60,681
Land Area (square miles)	21.47
Fort Pierce, Florida	
Population	43,601
Land Area (square miles)	20.57
Stuart, Florida	
Population	16,197
Land Area (square miles)	6.65

Source: US Census

2.1.1 Issues and Opportunities

The demographics of PA-3, as summarized in **Tables 2-1** and **2-2** and **Figures 2-1**, **2-2,** and **2-3**, present issues and opportunities for its growth and development. The projected population growth of 18% by 2040 will require additional housing, which will increase single-family housing, and potentially create an opportunity for some new multi-family housing (townhomes, apartments, condos, etc.) as well. As shown in **Figure 2-3,** Port St.

Lucie has a very low percentage of multi-family units, and the projected population growth may create an opportunity to increase these units in strategic locations.

The population growth combined with a mix of housing types could provide the opportunity for some ancillary commercial and office uses. In order to maximize the impact from this expected growth redevelopment should be encouraged that provides opportunities for a mix of housing types (apartments, townhomes, etc.) in close proximity to office/commercial uses. Additionally, policy changes and infrastructure investments should be made to protect/strengthen the existing light industrial employment areas.

Finally, the high homeownership rate for Port St. Lucie, shown in **Figure 2-2,** demonstrates the stability of the existing population. This has the potential to increase the likelihood of successful plan implementation since a stable population is more likely to invest in change.

2.2   Land Use

Port St. Lucie's existing land use, future land use, zoning, and parks and recreation facilities were reviewed to reach a reasonable understanding of the pattern of development activity within PA-3, assess whether neighboring uses are compatible with each other, and determine whether certain uses appear to be deterring development activity.

2.2.1   Existing Land Use

The existing land uses within PA-3 are largely single-family residential with the majority of commercial and office uses concentrated along Port St. Lucie Boulevard and Prima Vista Boulevard and light industrial/service commercial uses along Bayshore Boulevard, Biltmore Street, and South Macedo Boulevard, most of which are active. PA-3 also contains several publicly-owned sites, including the Port St. Lucie Municipal Complex, Port St. Lucie Community Center, Prineville Reverse Osmosis Water Treatment Plant, several active and passive parks, and several institutional uses, such as churches and school facilities (see **Figures 2-4** to **2-6**). There are numerous vacant properties along Prima Vista Boulevard, West Virginia Drive, and within the residential neighborhoods (see **Map 2-1**).

2.2.2   Future Land Use

The predominant future land use in PA-3 is Low Density Residential, which allows for the continued development of single-family homes. Outside of the areas designated for continued single-family development,
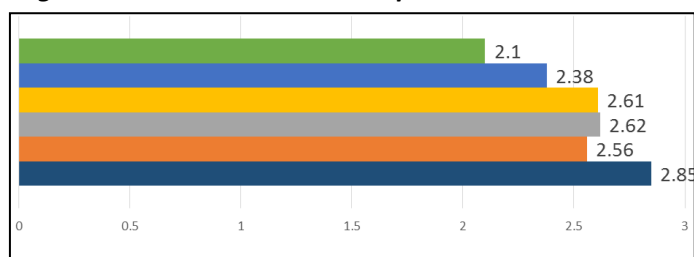
Figure 2-1: Household Size Comparison

Figure 2-2: Homeownership Rate
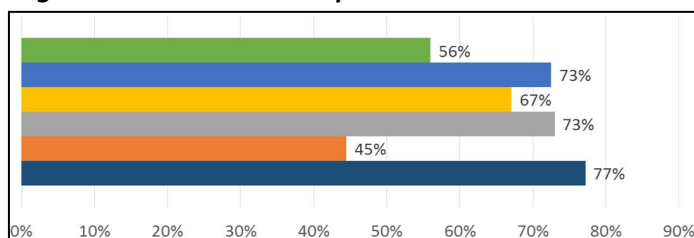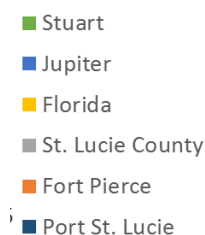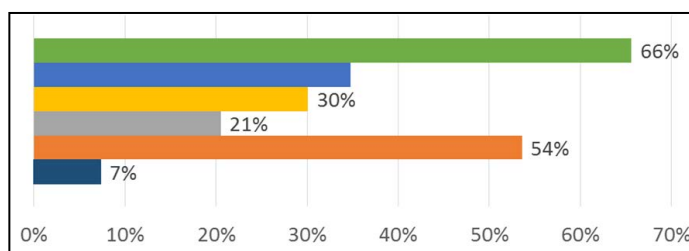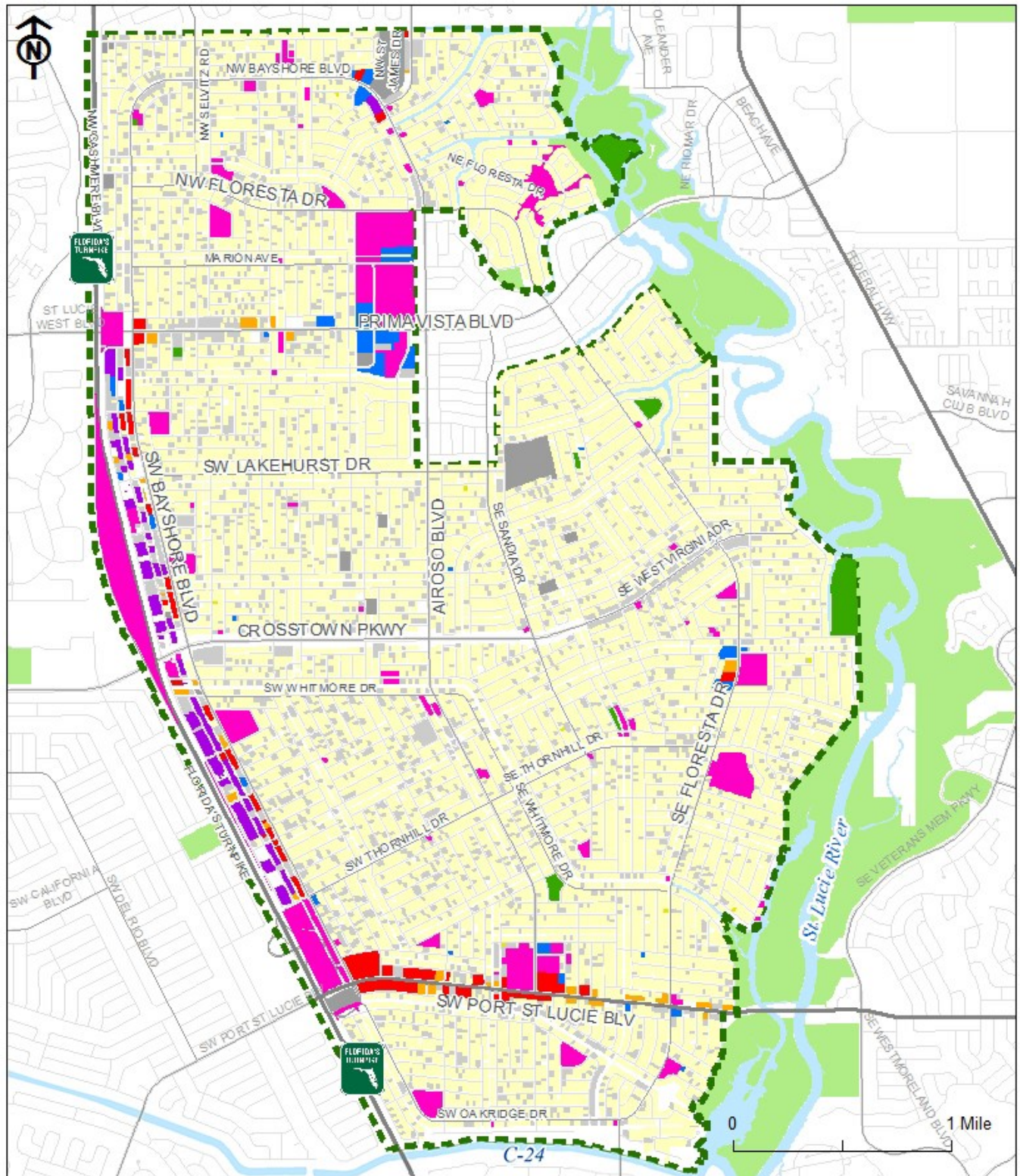

Figure 2-3: Percentage of Multi-Family Housing

Map 2-1: Existing Land Use within PA-3

Planning Area 3

Existing Land Use

February, 2016

Vacant	Commerical	Institutional	Planning Area Boundary		
Single Family	Office	Parks and Open Space			
Multi Family	Industrial	Governmental			
		Utility			

there are areas designated for commercial, office, and mixed-use development. These areas include the major corridors including Port St. Lucie Boulevard, Prima Vista Boulevard, and the area between Bayshore Boulevard and Macedo Boulevard. The future land use categories along Port St. Lucie Boulevard include Institutional, Residential Office & Institutional, and General Commercial, which allow for the continued intensification of commercial and mixed-uses. Prima Vista Boulevard is designated primarily as Residential Office & Institutional, which supports continued mixed-use development. The area located between Bayshore Boulevard and Macedo Boulevard is designated as Light Industrial/Service Commercial, which allows for the continued development for light industrial, warehouse, and retail uses (**see Map 2-2**).

2.2.3 Zoning Designations

The existing zoning within PA-3 includes a variety of classifications (see **Map 2-3**) but the majority of the area is zoned for Single-Family Residential. There is some Commercial zoning adjacent to single-family homes, particularly along Bayshore Boulevard, where the commercial uses act as a buffer from the industrial, warehouse, and service commercial zonings adjacent to Florida's Turnpike and along Port St. Lucie Boulevard.

There is some Limited Mixed-Use zoning along Port St. Lucie Boulevard and Prima Vista Boulevard, which allows for the conversion of single-family residential lots to multi-family, institutional, professional/business office, or limited retail uses.

The Institutional zoning allows for public utility facilities. The Prineville Reverse Osmosis Water Treatment Plant is located in the middle of a single-family residential neighborhood within PA-3.

2.2.4 Parks and Recreation

Port St. Lucie boasts almost 40 unique parks and recreational facilities consisting of approximately 828.32 acres (citywide), including, but not limited to, natural reserves, parks and playgrounds, parkways, open spaces, waterways, and other recreational facilities.

PA-3 consists of 13 park and recreational facilities, containing approximately 90 acres (see **Map 2-4** and **Figure 2-5**). Park areas within PA-3 vary greatly in size and function. Sportsmans Park is the largest park and contains a variety of amenities. C-

Figure 2-4: Existing Land Uses

Map 2-2: Future Land Use within PA-3
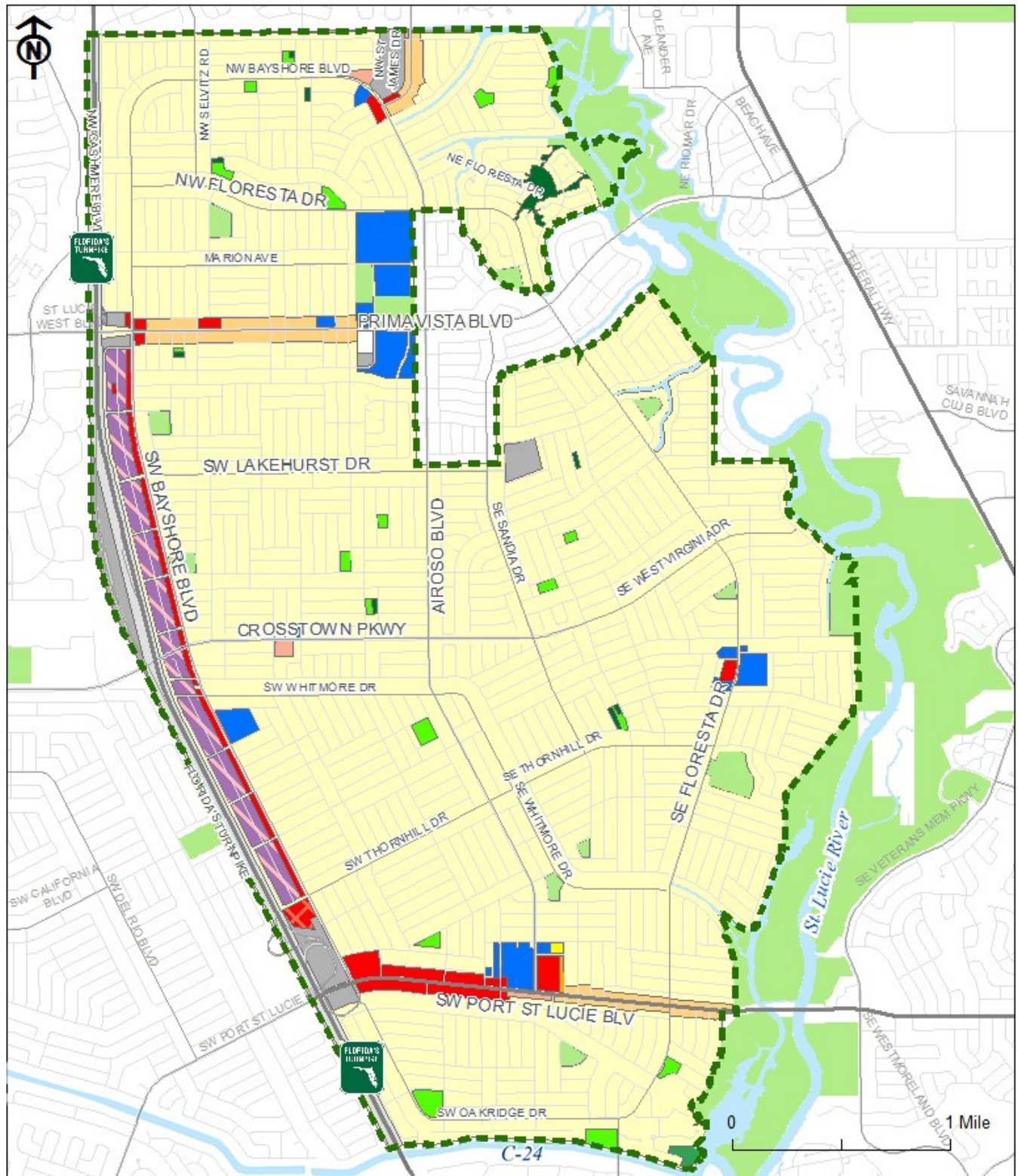
Planning Area 3

Future Land Use

February, 2016

	Legend				
General Commercial		Highway		Open Space - Recreation	
General Commercial/Highway		Institutional		High Density Residential	
Limited Commercial		Light Industrial/Service Commercial		Low Density Residential	
Mixed Use		Open Space - Conservation		Utility/Light Industrial	
Residential, Office & Institutional		Open Space - Preservation		Utility	

Map 2-3: Zoning Designations within PA-3
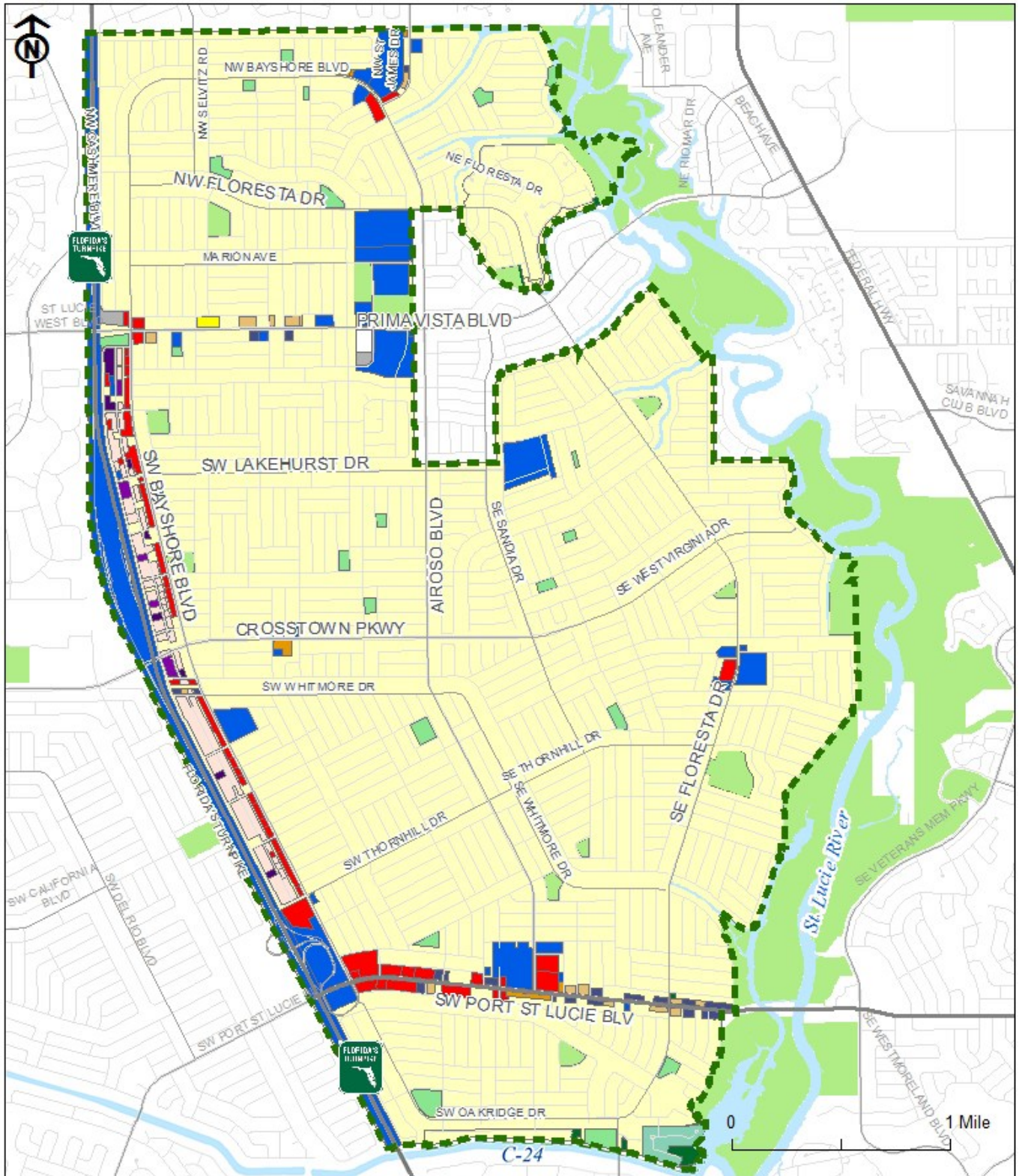
Planning Area 3

Zoning

February, 2016

Zoning

	Estate Residential		Limited Mixed Use		Service Commercial	
	General Commercial		Neighborhood Commercial		Single-Family Residential	
	General Use		Open Space - Conservation		SLC Industrial	
	Industrial		Open Space - Recreational		Utility	
	Institutional		Planned Unit Development		Warehouse Industrial	
			Professional			

Map 2-4: City Parks within PA-3
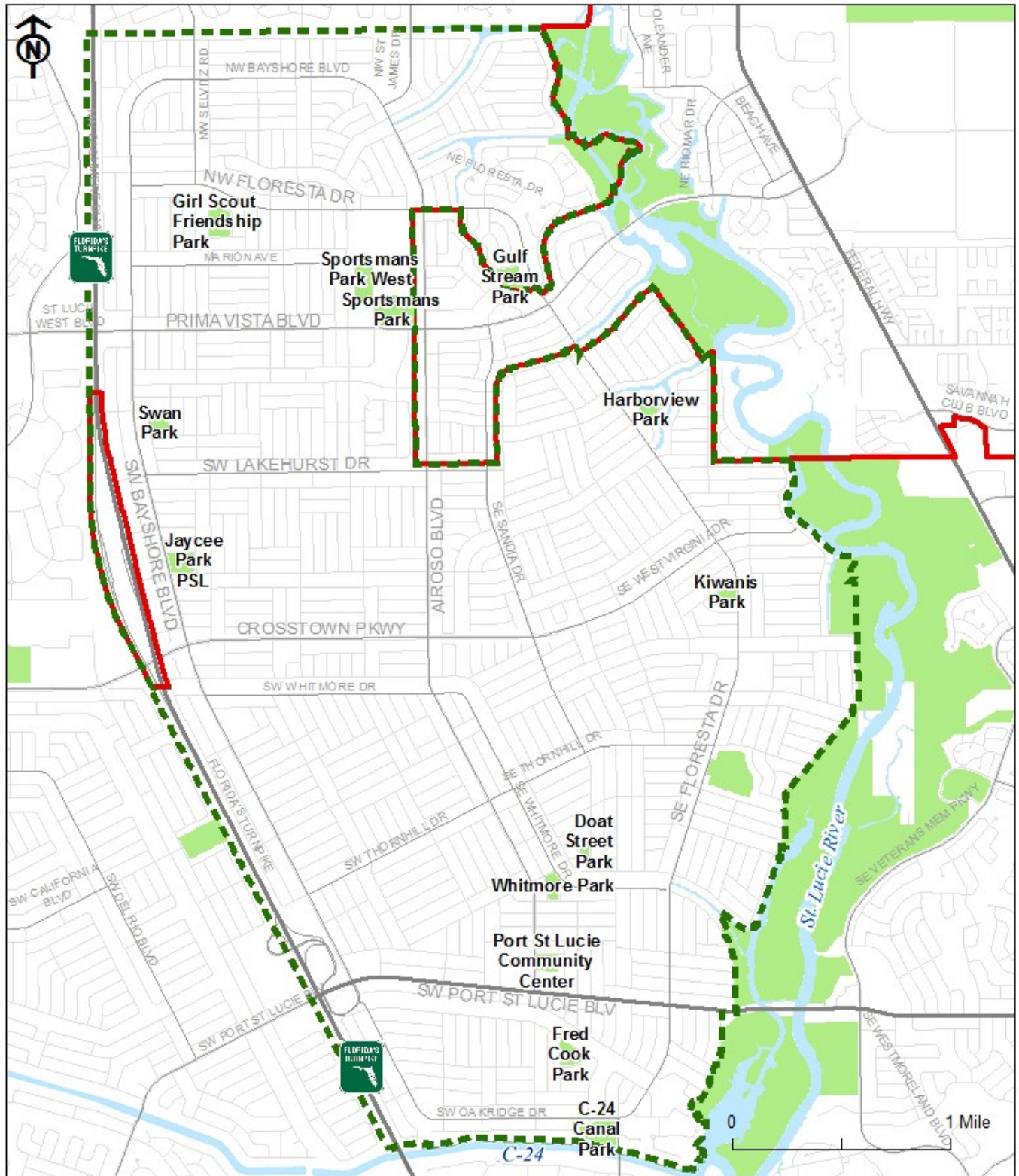
Planning Area 3

Existing Parks

February, 2016

Parks

Planning Area Boundary

Port St. Lucie City Limits

24 Canal Park provides boat access to the canal. Most other parks contain small playground areas (e.g., Girl Scout Friendship Park and Kiwanis Park), and others contain minimal amenities (e.g., Harborview Park and Doat Street Park). Many of the parks do not have signage or lighting and/or lack pedestrian access.

2.2.5 Issues and Opportunities

PA-3 is dominated by single-family homes with limited multi-family residences. Providing a variety of multi-family housing types, such as townhouses, apartment complexes, and residential mixed-use developments, would help create affordability and diversity and a transitional/buffer between non-residential uses and single-family homes.

Most commercial and office uses are located along Port St. Lucie Boulevard, Bayshore Boulevard, Prima Vista Boulevard, and St. James Drive. These corridors are filled largely with strip commercial-type developments but have the potential to evolve into mixed-use corridors and provide more neighborhood services (i.e., grocery stores, personal services, restaurants, etc.). There also is the potential for the development of an Activity Center (see **Section 6.2**) at the intersection of Port St. Lucie Boulevard and Airoso Boulevard, which would integrate the Municipal complex and the Community Center with public parks and commercial/mixed-use developments. With incremental improvements by both the public and private sectors, this area could become a future neighborhood focal point for PA-3.

There are numerous City-owned undeveloped open spaces within PA-3 that could provide ample recreational and community facilities, natural areas, and cultural events for the local residents and to attract visitors. These properties present opportunities to create new parks and recreational spaces within PA-3. However, the City will need to balance the needs of existing parks facilities with the desire to create new park spaces throughout the area.

Figure 2-5: City Parks and Facilities

Sportsman's Park (Source: World News, Wn.com)

Community Center (Source: TCPalm.com)

Kiwanis Park (Source: dadthemom.com)

C-24 Canal Park (Source: City of Port St. Lucie, FL)

Harborview Park (Source: City of Port St. Lucie, FL)

Figure 2-6: PA-3 Character Images

Port St. Lucie Municipal Complex (Source: Palm.com)

Port St. Lucie Community Center (Source: TCPalm.com)

Transit Depot (Source: The Treasure Coast Observer)

*St. James the Apostle Orthodox Church
Source: Orthodox Church in America)*

Bayshore Business District

Vacant property - Parish Terrace and Taurus Lane

2.3 Transportation

Port St. Lucie's existing transportation system in terms of roadways, sidewalks, bicycle lanes, and public transit was reviewed to reach a reasonable understanding of the vehicular, pedestrian and bicycle networks within PA-3, and to plan for complete streets creating safe, efficient and coordinated multimodal transportation system that provides mobility for pedestrians, bicyclists, transit users, and motorized vehicle users.

2.3.1 Roadways

The existing roadways within PA-3 consist of 2-, 4-, and 6-lane divided arterial corridors, and 2-lane undivided collector corridors (see **Map 2-5** and **Figure 2-7**). several roadways currently operate below their acceptable Level of Service (LOS) threshold during the peak hour within PA-3, such as Bayshore Boulevard, Floresta Drive, Port St. Lucie Boulevard, and Prima Vista Boulevard.

As new development occurs within PA-3, the roadway network must be able to accommodate the additional vehicle trips. Therefore, additional roadway capacity will need to be constructed to serve the residents and connect to I-95 and other parts of Port St. Lucie. Several new roadways, expansions and extensions of existing roadways have been identified in the 2040 Long Range Transportation Plan (LRTP). Lanes were added to the roadways where forecast volumes exceeded the roadway LOS capacity threshold. The new roadway network will provide improved access throughout PA-3 (see **Map 2-5**).

2.3.2 Sidewalks

The City of Port St. Lucie has been very active in improving pedestrian safety by installing public sidewalks. The City has implemented a sidewalk program and developed a process for reviewing and prioritizing sidewalk locations for construction. Ultimately, the priority locations are approved by the City Council and constructed as funding permits. The City currently requires that pedestrian accommodations be incorporated into all development projects and urban roadway projects (see **Figure 2-8**).

The St. Lucie Transportation Planning Organization (TPO) completed the St. Lucie County Bicycle, Pedestrian, Greenways & Trails Master Plan in 2008. The Master Plan identified improvements primarily of proposed sidewalks and bike lanes along arterials, proposed greenways and recreational trails, multipurpose trails, and canal trails.

Figure 2-7: Existing Roadways

Port St. Lucie Boulevard

Biltmore Street
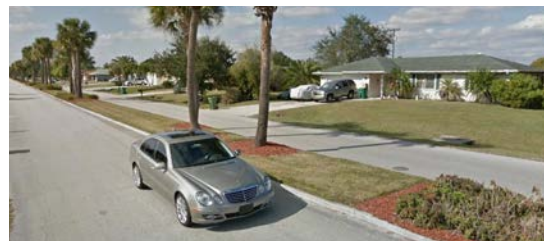
Lakehurst Drive

Figure 2-8: Existing Sidewalks

Crosstown Parkway

Prima Vista Boulevard

Floresta Drive

Map 2-5: Existing and Future Roadway Lanes within PA-3
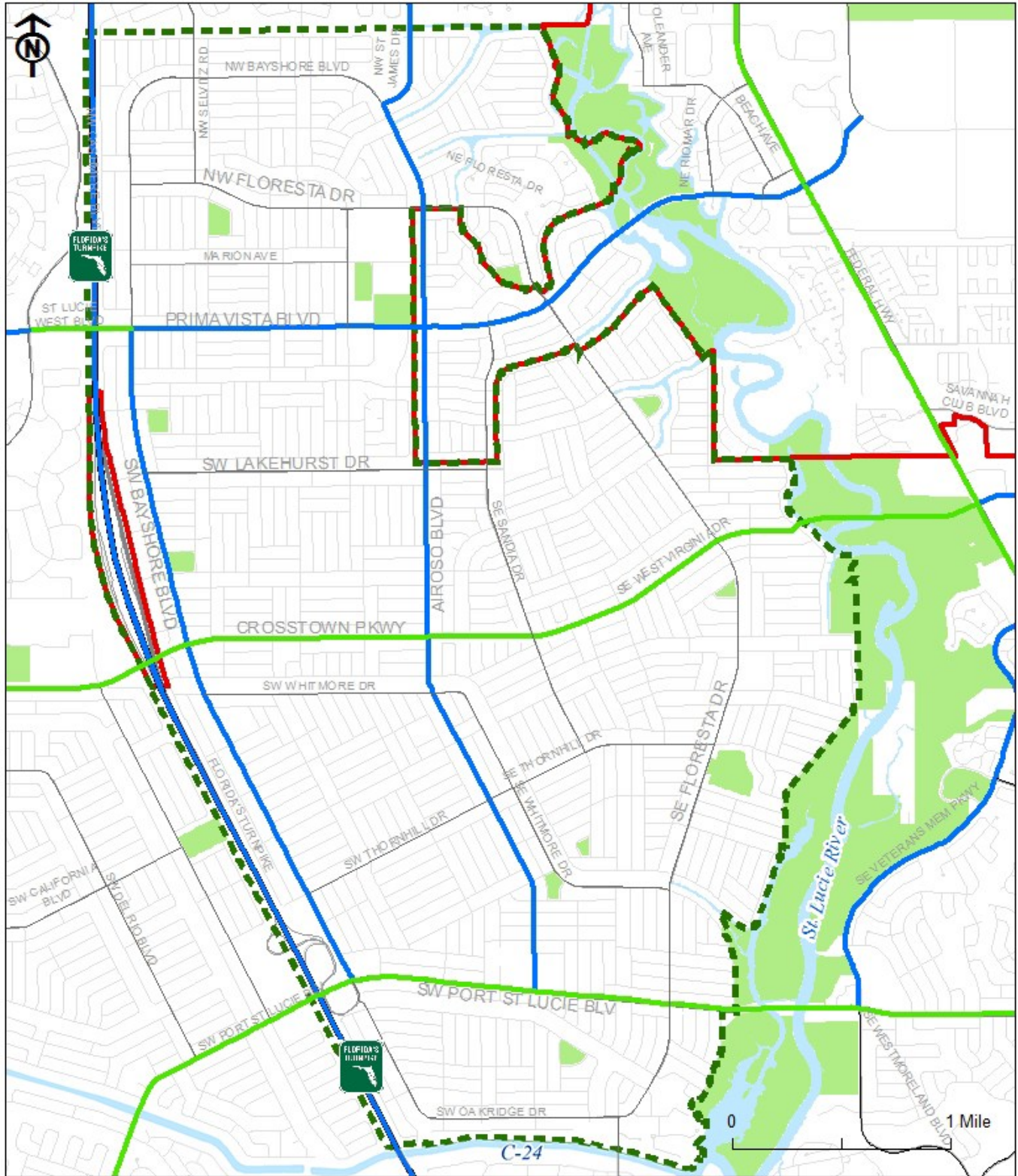
Planning Area 3

Existing and 2019
Committed Roads

February, 2016

Lanes/Type		
—— 4D	---- Planning Area Boundary	
—— 2U	—— 4F	
—— 2D	—— 6D	Port St. Lucie City Limits
—— 4U		

The Palm Beach Metropolitan Planning Organization (MPO) completed the Southeast Florida Regional Greenways and Trails Plan in 2015. The Plan identified an integrated network of multi-use and hiking trails, as well as paddling trails for Palm Beach County and connections to multi-county facilities.

The sidewalk system within PA-3 consists of sidewalks ranging from 5–8 ft. wide, primarily on arterial streets. There are some 4-ft-wide sidewalks within the Floresta Pines and River Park neighborhoods. However, the majority of the residential neighborhoods do not have sidewalks (see **Map 2-6**). The City has identified future sidewalks consisting of proposed multi-purpose trail and priority sidewalks to improve pedestrian connectivity within PA-3 (see **Map 2-6**).

The St. Lucie County Bicycle, Pedestrian, Greenways & Trails Master Plan identified multi-purpose trails along Port St. Lucie Boulevard, Prima Vista Boulevard, Crosstown Parkway/Virginia Drive, Airoso Boulevard and Floresta Drive for pedestrians and bicyclists, as well as a trail along the C-24 canal (see **Map 2-7**).

The Southeast Florida Regional Greenways and Trails Plan also identified proposed paved multi-use trails along Port St. Lucie Boulevard, Crosstown Parkway/ Virginia Drive and Floresta Drive, as well as an unpaved multi-use trail along the C-24 canal for pedestrians and bicyclists (see **Map 2-8**).

Figure 2-9 Existing Bicycle Facilities

Crosstown Parkway—Bike Lanes

Bayshore Boulevard—Wide Sidewalks

2.3.3   Bicycle Lanes

The City of Port St. Lucie recognizes the need for bicycle accommodations as an integral component of a citywide transportation system. The City currently requires that bicycle accommodations be incorporated into all development projects and urban roadway projects. Other City policies encourage bicycle parking facilities at bus stops, bicycle facilities within community and regional parks, off-road trails such as drainage canals and utility right-of-way property and other major recreational facilities, and coordination of planning activities with other agencies associated with bicycle planning activities.

The existing bicycle facilities within PA-3 consists of bike lanes, wide sidewalks, and paved shoulders. The City of Port St. Lucie has identified future bike facilities within PA-3 consisting of a proposed multi-purpose trail and a priority bicycle corridor (see **Map 2-6** and **Figure 2-9**).

The St. Lucie County Bicycle, Pedestrian, Greenways & Trails Master Plan also identified additional on-street bicycle lanes along Port St. Lucie Boulevard, Prima Vista Boulevard and Airoso Boulevard (see **Map 2-7**).

The Southeast Florida Regional Greenways and Trails Plan also identified proposed paved multi-use trails along Port St. Lucie Boulevard, Crosstown Parkway/Virginia Drive and Floresta Drive, as a as well as an unpaved multi-use trail along the C-24 canal for pedestrians and bicyclists (see **Map 2-8**).

Map 2-6: Existing and Future Bike-Pedestrian Network within PA-3
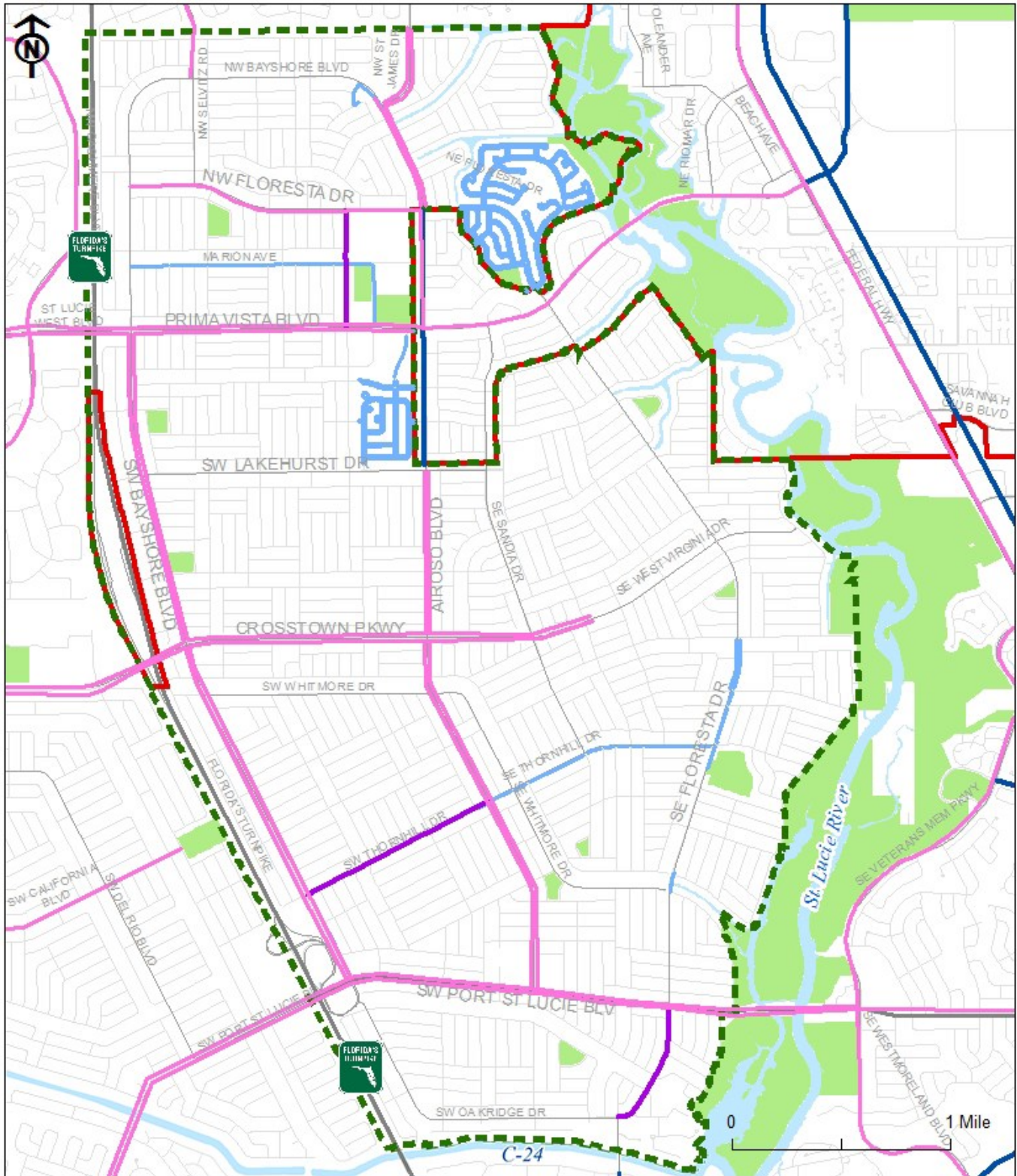
Planning Area 3

Existing and Future
Bicycle and Pedestrian Facilities

February, 2016

Sidewalk and Bike Facility	Existing Sidewalks
Funded Sidewalks	Bicycle Facility
Port St. Lucie City Limits	Planning Area Boundary

Map 2-7: St. Lucie County Bicycle, Pedestrian, Greenways & Trails Master Plan

LEGEND

SIDEWALKS/ROADWAY ELEMENTS

Existing Sidewalks

Proposed Sidewalks for Collectors & Arterials

Existing On-Street Bicycle Lanes

Proposed On-Street Bicycle Lanes

GREENWAYS AND TRAILS

Existing Nature Trails

Proposed Greenways and Recreational Trails

Existing Multi-Purpose Trails

Proposed Multi-Purpose Trails

Proposed Trails within Canal Right-of-Way

HUB FACILITIES

(H) Proposed Locations for Hubs/End-of-Trip Facilities

Source: St. Lucie Transportation Planning Organization, 2008

Map 2-8: Southeast Florida Regional Greenways and Trails Plan

Proposed Facilities

- - - Multi-Use, Paved
10' minimum width
Pedestrians & cyclists permitted

Multi-Use, Unpaved
Bicycle and pedestrian access

SL1 - C-24 Extension

SL3 - Crosstown Parkway Corridor

SL9 - Martin/St. Lucie Connector

Source: Palm Beach Metropolitan Planning Organization, 2015

2.3.4   Public Transit

The Council on Aging of St. Lucie, Inc. (COASL) is the public transit provider for Port St. Lucie. Two types of transit service are provided: 1) the Treasure Coast Connector (TCC), a fixed-route service along specific routes with scheduled arrival times at predetermined bus stop areas, and 2) Community Transit, a demand-response, origin to destination system in which passenger trips are generated by calls from individuals who cannot access the fixed-route service due to disability. There is a Transit Depot located north of the Community Center consisting of a pavilion, picnic tables, bicycle racks and public parking spaces (see **Figure 2-10**).

The fixed-route system consists of four fixed bus routes that run through Port St. Lucie on Monday through Friday between the hours of 7:00 am and 6:00 pm. The three existing TCC fixed-routes provided in PA-3 are summarized, as follows (see **Map 2-9**):

- **Route 4** – known as the Port. St Lucie Downtown Trolley, runs between the Municipal Complex and City Centre from 7:00 am to 6:00 pm with headways of one hour, in the vicinity of Morningside Library and connecting to the Port St. Lucie Community Center, Walton Road and transfer riders to the US-1 TCC Route.

- **Route 5** – provides transit service between the Port St. Lucie Community Center and Tradition Landings using Gatlin Boulevard and Port St. Lucie Boulevard; similar to the other fixed bus routes, operates from 7:00 am to 6:00 pm with headways of one hour.

- **Route 6** – operates from the Port St. Lucie Community Center to Prima Vista Crossing, then to the Shoppes at St. Lucie West Publix Shopping Center and Tradition Field Stadium, from 7:00 am to 6:00 pm with headways of one hour.

Map 2-7 also shows proposed bus routes within PA-3 to provide viable transit service for local residents, help alleviate roadway congestion, and reduce greenhouse gas emissions. The City plans to continue giving input and working with the St. Lucie TPO and COASL on future bus routes within the city.

Figure 2-10: Public Transit Facilities

Source: Treasure Coast Observer

Source: St. Lucie County
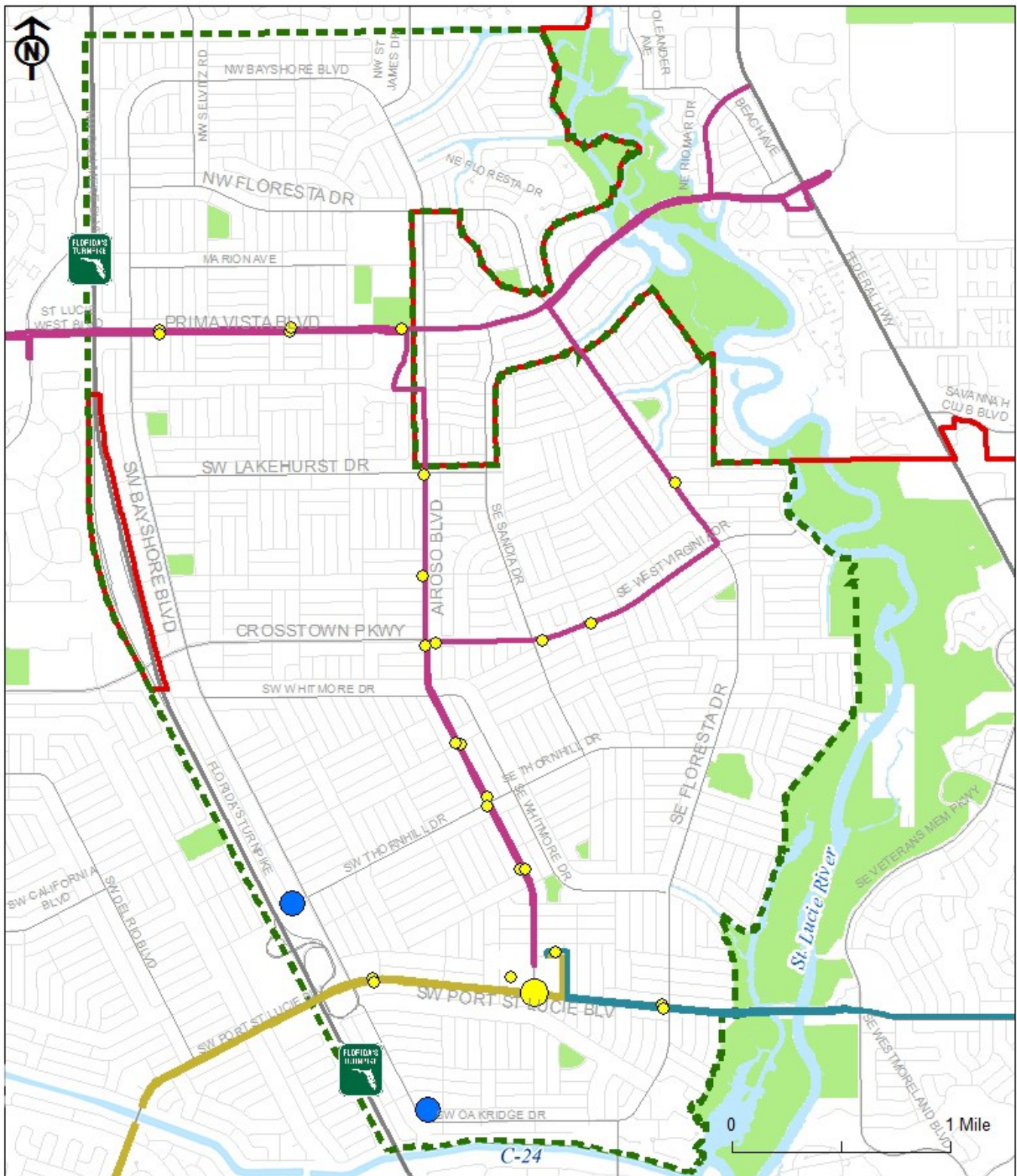

Source: Council on Aging of St. Lucie

Source: Treasure Coast Observer

Map 2-9: Existing and Future Bus Routes within PA-3

Planning Area 3

Existing and Future
Transit Facilities

February, 2016

	Existing Park and Ride	**Transit Route**
		4
	Transit Stations	5
	Bus Stops	6
	Planning Area Boundary	Port St. Lucie City Limits

2.3.5 Issues and Opportunities

As development occurs within PA-3, the potential for traffic congestion may be significant, particularly along the arterial corridors. Future expansion of the roadway lanes may alleviate some traffic congestion, such as along Bayshore Boulevard and Crosstown Parkway (towards the St. Lucie River).

Promoting complete streets to provide safe access for all users with well-connected sidewalks, bicycle lanes, greenways, roadways and public transit along with compact and contiguous land use mixes are key elements in controlling the cost and maximizing the effectiveness of the transportation system. The City should continue to work towards the implementation of the St. Lucie County Bicycle, Pedestrian, Greenways & Trails Master Plan to connect greenways, bicycle lanes, and/or priority sidewalks to existing parks such as Doat Street Park, Fred Cook Park, Gulf Stream Park, Jaycee Park and Swan Park, and other recreational open spaces when they are developed.

PA-3 lacks a wayfinding system to community facilities, City parks, greenways/trails and commercial areas. In addition, there are no designated truck access routes to the industrial uses along South Macedo Boulevard and Biltmore Street. A themed wayfinding system and park destination signs should be developed to direct visitors and local residents to neighborhood destinations and truck drivers to delivery entrances.

The TCC bus service within PA-3 has one-hour headways, and the majority of bus stops have only a sign and no shelter or other amenities. As redevelopment occurs and efforts to ensure multimodal improvements including transit are implemented, the City should coordinate with TCC to increase bus headways to 30 minutes and improve/add bus stop facilities such as shelters, benches, trash receptacles, and bicycle racks. Where there are right-of-way constraints, it should coordinate with property owners for easements or have the private sector install them during the development review process to obtain zoning or concurrency approval.

EXISTING IDENTITY AND AESTHETICS

3.0 EXISTING IDENTITY AND AESTHETICS

This section examines the existing aesthetics of the built environment in PA-3, including parks/open space, architecture, and unique urban design features. The aesthetic elements within the plan are then used to identify themes that can be reinforced through both public investment and private development as the neighborhood continues to grow and change.

3.1 Parks and Recreation Features

PA-3 has a variety of public parks consisting of athletic fields, playgrounds, picnic pavilions, boat ramps, and natural areas. These unique facilities offer diverse recreational opportunities for local residents and visitors. There are several undeveloped parks and open spaces that could provide ample recreational and community facilities, natural areas, and cultural event spaces for the local residents and visitors. These facilities could be part of an integrated park system connected by a greenway system and a blueway (water trail) system via the canals (see **Figure 3-1**).

There is a water feature in the retention pond in front of the Municipal Complex that provides visual interest and serves to aerate the pond. Incorporating water features in retention ponds would reduce the amount of algae blooms and mosquitoes breeding in the community and add an aesthetic quality to the pond for passive recreation (see **Figure 3-1**).

Figure 3-1: Unique Recreational Features

C-24 Canal—Potential Multi-Use Path & Blueway

Water Feature—Municipal Complex

3.2 Architectural Style

Some of the public and commercial buildings consist of elements of Florida Vernacular architectural style with standing metal-seam roof panels, multi-pitched roof lines, gingerbread trim and/or porch railings, columns or posts, and pastel shades or white. Prominent buildings with this architectural style and compliance with the Citywide Design Standards could provide distinctiveness to PA-3 (see **Figure 3-2**).

Figure 3-2: Florida Vernacular Architectural Style

(Source: TCPalm.com)

Figure 3-2 (cont'd):

3.3   Urban Design Features

The primary roadways within PA-3 contain landscape medians. The planting design has multiple layers of palms, understory trees, shrubs, and groundcover. This planting scheme could be used on future roadway expansions with medians or incorporated into public gathering areas (see **Figure 3-3**).

The intersection at Oakridge Drive and Oaklyn Street has a bricked roundabout with landscaping. This design feature could be developed at strategic locations for traffic calming and unifying the streetscape to improve pedestrian safety (see **Figure 3-3**).

The intersections along Crosstown Parkway consist of decorative stamped asphalt crosswalks. These decorative crosswalks could unify the streetscape along the primary roadways and improve pedestrian safety at business intersections (see **Figure 3-3**).

Figure 3-3 Unique Urban Design Features

Bayshore Boulevard

Port St. Lucie Boulevard

Oakridge Drive and Oaklyn Street

Some primary roads have pedestrian acorn lights. These decorative lights could unify the streetscape by providing a visual connection and creating a more pedestrian walkable environment. Installation of pedestrian lights could be coordinated with sidewalk improvements (see **Figure 3-4**).

Figure 3-4: Streetscape Lighting Features

| Airoso Boulevard | Crosstown Parkway | Bayshore Boulevard |

3.4   Overall Design Themes

The overall design aesthetic within PA-3 varies greatly, but some themes emerge; as the area evolves and changes, these themes could be tied together to create a more legible design aesthetic.

For public infrastructure, particularly streetscape and landscaping, the theme is traditional, evidenced most commonly by the acorn light fixtures found on many of the streets. This theme, mixed with local landscaping of oaks and palms, can help create an aesthetic standard that can be replicated as more roadway improvements are completed.

The second most common design theme is the Florida Vernacular architectural style. The City should continue to integrate elements from this style into new public buildings and streetscape and park elements (e.g., shelters, trailheads, etc.). Additionally, the City should consider requiring Florida Vernacular architectural elements in all private development, particularly on major corridors, except for single-family residential.

PUBLIC INVOLVEMENT

4.0   PUBLIC INVOLVEMENT

The public involvement process is summarized in Volume I - Neighborhood Planning Program, which described the public engagement/outreach activities held during the planning process for PA-3, which included:

- Mayor's Community Conversation
- Citywide Focus Groups
- Attendance at Special Events
- Public Workshop #1
- Public Workshop#2
- Bayshore Business District Focus Group

The intent of the public involvement process was to collect input on issues and opportunities related to key elements of PA-3 to gain insight from residents, business owners, and other stakeholders on current conditions, potential opportunities, and an overall vision for the future. The initial community conversation, focus group meetings and public surveys provided information for preparation of the public workshops. It is important that the public involvement process informs the development of the Action Plan as it will encourage residents, business owners, and other stakeholders to take ownership and participate in Action Plan implementation.

4.1   Public Workshop #1

The workshop included 78 community members who either lived or worked within PA-3 (see **Figure 4-1**). The workshop began with a PowerPoint presentation that provided background information on the project and specific characteristics of PA-3, including size, zoning, transit, and future land use maps, among others. The polling exercise focused on demographics and identifying a vision for the Planning Area.

4.1.1   Survey Results

In addition to questions asked during the Mayor's Community Conversation, the survey included a number of questions related to demographic characteristics, community participation, and neighborhood characteristics and preferences. The purpose of these questions was to identified assets and challenges and to also gain an understanding of the potential interest and capacity of the community to organize and assist in plan implementation. Following are key findings summarized by category.

Demographic Questions

Characteristics of the public workshop participants include the following:

- 58% were between the ages of 51–70; only 9% were under the age of 35.
- 53% lived in two-person households, and 30% lived in households with three or more.
- 27% work in Port St. Lucie.
- 81% believed they will be living in Port St. Lucie in five years; 78% believed they would be living in their same neighborhood.

Community Participation Questions

- 45% know their neighbors well.
- 52% regularly attend public meetings/workshops.

Figure 4-1: Public Workshop #1 Photos

- 36% volunteer regularly.

- 11% watch the City of Port St. Lucie television channel (PSL TV20) regularly.

Neighborhood Characteristics/Preferences

- 62% define where they live by street name.

- 47% identified parks, open spaces, and walking/biking trails as the most important assets in their neighborhood.

- 23% identified poor walkability as the biggest challenge facing their neighborhood; 20% identified traffic congestion; and 20% identified lack of sense of place/community.

- 33% identified a desire for no more residential development, 32% for more single-family residential, and 28% for some type of multi-family residential.

- 45% identified a desire for restaurants/coffee shops, 21% for retail stores (hardware, clothing, etc.), and 13% for grocery stores.

- 25% identified streetscaping and landscaping as the best ways to help create a sense of place, 18% said community gardens, and 18% said parks, plazas. and gathering spaces.

4.1.2 Map Exercise Results

Following completion of the survey, participants were divided into breakout groups to discuss the vision for PA-3, specific issues/opportunities, and specific project ideas. Each group had a facilitator to help with questions and guide discussion, and each designated a spokesperson to present ideas to the larger group (see **Figure 4-2**). The results of these exercise are summarized in **Map 4-1**, and a full tabular summary of all participant comments are included within **Appendix A**.

Figure 4-2: Participant Quotes from Public Workshop #1

"We need connections to shopping centers, schools, and parks so people can have the option to walk."

"Would love to see empty shopping malls used."

"Crosstown Parkway should have places for people to park so they can walk. All the retention ponds should have walking paths."

"I want to know the neighbors not just on my street, but within the surrounding streets and area."

"We need sidewalks and street lights for kids in the neighborhood who walk to school."

4.1.3 Workshop Themes

Based on the mapping exercise and the breakout questions, a few key topics examined specific aspects of safety, sense of community and identity, parks and recreation, and better using the environmental assets within the area. In addition, some conversations were focused on building community capacity and improving accountability for implementation.

Map 4-1: Assets and Opportunities for PA-3
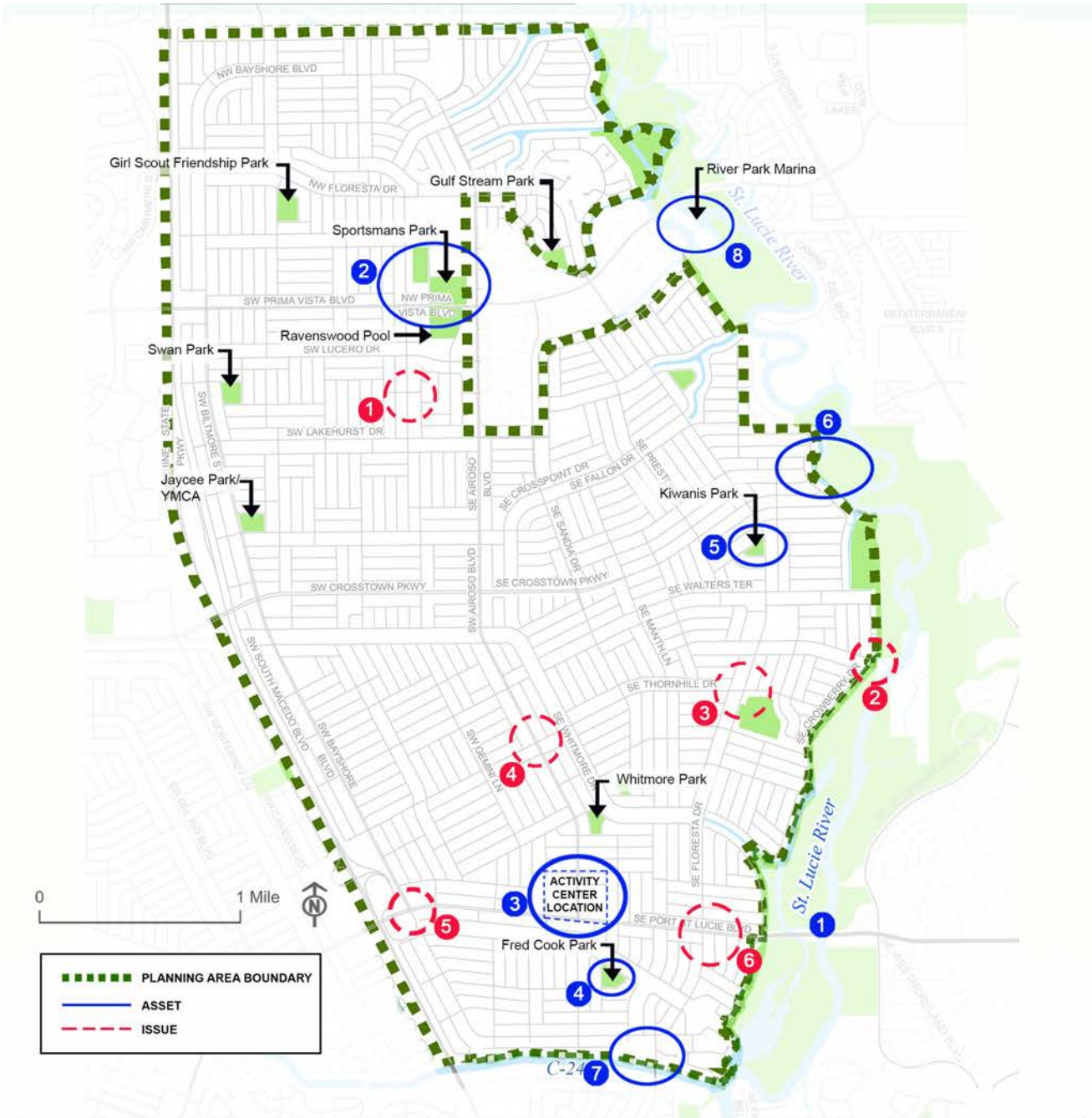
PLANNING AREA 3
ASSETS AND ISSUES

① ASSET: St. Lucie River

② ASSET: Sportsmans Park; school location (Northport K-8 School); track/rec center/playground

③ ASSET: Port St. Lucie Community Center; Transit Station

④ ASSET: Fred Cook Park; clean, small park; "hidden gem"

⑤ ASSET: Kiwanis Park; great community park

⑥ ASSET: Crosstown Parkway construction

⑦ ASSET: C-24 Canal Park and boat ramp

⑧ ASSET: River Park Marina

① ISSUE: Blight; crime; need for method of traffic calming (SW Lucero Drive) for preventing speeding

② ISSUE: Speeding along Crowberry Drive; need for lower speeds limits and/or traffic calming

③ ISSUE: Need for sidewalks down Floresta Drive and/or lower speed limit; needs better drainage

④ ISSUE: Traffic and speed down Airoso Boulevard; need for sidewalks down SW Thornhill Drive

⑤ ISSUE: Unsafe for pedestrians; traffic congestion from Turnpike; too many "pawn shops" down SW Port St. Lucie Boulevard

⑥ ISSUE: Traffic, accidents and congestion between SE Port St. Lucie Boulevard and SE Floresta Drive

⑦ ISSUE: Multiple locations of requested streetlights and sidewalks

⑧ ISSUE: Care and maintenance of vacant lots

⑨ ISSUE: Limited access to St. Lucie River

Specific themes included:

- Defining neighborhood sub-areas within PA-3.
- Creating neighborhood organizations and increasing capacity to organize residents and implement projects.
- Formalizing Neighborhood Planning Division within the City's organizational structure.
- Building neighborhood identity and a sense of place.
- Improving connectivity and safety, particularly for bicyclists and pedestrians.
- Developing an Activity Center as the focal point of neighborhood activities within PA-3.
- Improving existing parks/recreation facilities and developing new ones.
- Integrating public art.

The themes from Public Workshop #1 were used to develop specific project/program recommendations that were presented in Public Workshop #2.

4.2   Public Workshop #2

The overall themes and specific recommendations generated in Public Workshop #1 were developed and presented in Public Workshop # 2. The Public Works Department also presented some specific projects it included in the current Capital Improvements Plan (CIP) that are consistent with the themes identified for the Action Plan themes (see **Figure 4-3**).

The meeting summary and comments received during Public Workshop are included in **Appendix A** of this document (see **Figure 4-4**). The feedback received during the workshop was used to develop the Neighborhood Vision and Action Plan in **Sections 5.0** and **6.0**.

Figure 4-4: Participant Quotes from Public Workshop #2

"Name areas based on local surroundings and assets to add personality."

"Create a safe, centralized pick-up and drop-off area for school children on City property with parking for parents, protection from elements for kids, etc."

"Develop the older neighborhood area commercial zones to create a modern downtown shopping/ coffee shop and restaurant area."

Figure 4-3: Public Workshop #2 Photos

4.5   Bayshore Business District Focus Group

An additional focus group meeting was held to discuss issues and opportunities with business and property owners for the purpose of developing a zoning overlay and improvement plan for the Bayshore Business District, located in the western portion of PA-3 between Bayshore Boulevard and Macedo Boulevard. Specific themes included:

- Naming/branding the Business District

- Improving signage to the Business District (i.e., gateways, wayfinding and street names)

- Addressing location of possible entry nodes

- Evaluating code compliance/public safety

- Improving vehicular parking

- Establishing a street lighting district

- Enhancing the aesthetics and buffering between the Business District and residential particularly along Bayshore Boulevard

The meeting summary is included in **Appendix A**. Specific recommendations that were developed following this meeting are further discussed in **Section 7.0**.

PLANNING AREA VISION

5.0   PLANNING AREA VISION

This section includes the Planning Area Vision (The Vision) based on the results of the existing conditions analysis and public involvement process. The Vision will act as the long-term planning framework for identifying projects and initiatives to be addressed during the plan horizon.

5.1   Vision Statement

The proposed Vision for PA-3 is the following:

> *A connected community, where neighborhoods connect to natural assets through a safe, effective, and efficient system of roadways, sidewalks, greenways, and blueways; where neighbors connect with each other at a central activity center, through community associations and volunteer opportunities; and where businesses connect with residents and invest in the community growing the economy.*

The Vision Concept is a visual representation of the Vision statement and major concepts that make up the plan (see **Map 5-1**). The Vision Concept illustrates important elements, including:

- A central activity center and business district where people can work and shop at a variety of local businesses and where those businesses can thrive. Mixed-use developments will increase positive interactions between residents and business owners.

- An improved transportation system where people will feel comfortable walking, riding a bicycle, using public transportation, and driving a vehicle and where streets are pleasant public spaces.

- Neighborhood parks that will provide a variety of passive and active recreational uses, all connected by a greenway with walkways and bicycle trails and a blueway with scenic views of the canal and the St. Lucie River.

5.2   Plan Goals

Goals are the destinations or outcomes that PA-3 seeks to attain—general statements that set the broad framework for the Plan's strategies and further describe how to achieve the Vision. Following are PA-3 goals.

1. **Building an identity/brand.**

   - Delineate sub-areas within PA-3.

   - Develop an identity/brand for the sub-areas.

   - Implement a signage program (welcome signs, banners, wayfinding signs).

2. **Develop an Activity Center to provide local services and a gathering place for the community.**

   - Improve the business environment for both small and larger businesses to thrive.

   - Encourage a variety of business types to service the community.

   - Provide mixed-use opportunities for residents and business owners to intermingle.

   - Develop parks/recreational spaces and pathways creating passive recreational opportunities.

3. **Enhance the Bayshore Business District as a commercial/light industrial destination.**

   - Create a unique identity to protect, improve, and sustain a positive business environment through a variety of mix-use and flex spaces.

Map 5-1: Vision Concept Map
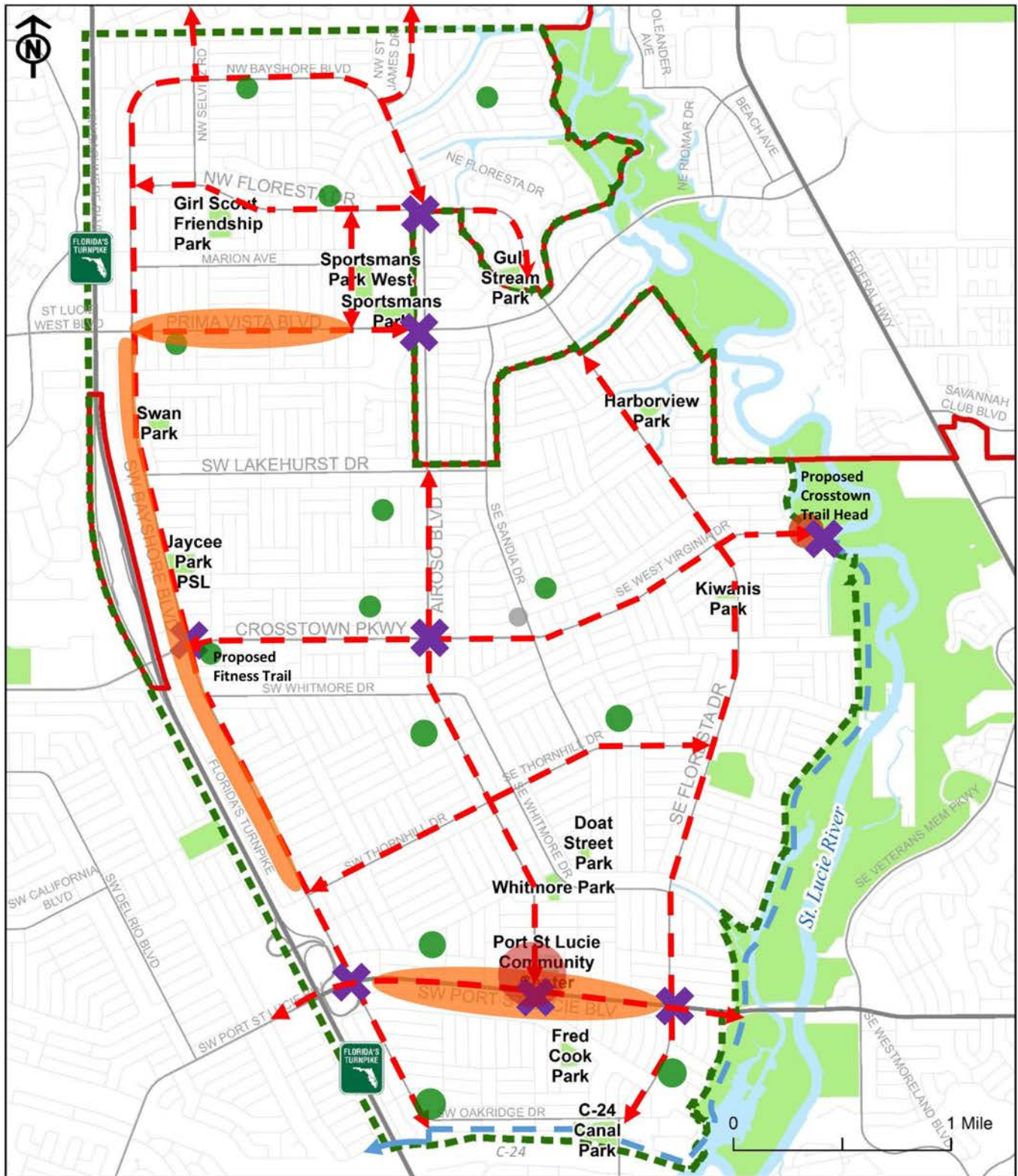
4. **Improve public infrastructure that will create a safer environment for all ages and abilities.**

   - Provide efficient, safe, and comfortable travel for pedestrians, bicycles, buses, cars, and trucks.

   - Enhance alternative modes of transportation choices with improved access and safety (i.e., greenways, blueways, public transit service).

   - Create aesthetically-pleasing streetscapes.

   - Reduce cut-through traffic on residential streets.

   - Improve public transit and school bus service and stop facilities.

   - Improve stormwater drainage to reduce flooding.

5. **Improve parks and recreational facilities for local residents.**

   - Enhance existing park facilities, programming, and access.

   - Develop pocket parks within easy walking distances from neighborhoods.

   - Use canals as recreational assets.

   - Provide a greenway along the St. Lucie River

   - Better use community centers with meeting halls.

   - Encourage arts, cultural events, and activities for all ages.

6. **Improve public safety and security within the neighborhoods.**

   - Reduce the occurrence of criminal activities by enhancing police presence.

   - Build positive relationships among residents and the Police and Fire departments.

   - Improve code compliance activities, particularly of overgrown vacant properties.

ACTION PLAN

6.0   ACTION PLAN

The Action Plan is the heart of the document and includes specific projects, programs, and initiatives identified to accomplish the vision. The Action Plan addresses each of the goals and major focused themes of PA-3. Implementation of the Action Plan will require a concerted long-term effort by the establishment of a Neighborhood Planning Division and the Planning Area Advisory Committee (PAAC), and subsequently civic/neighborhood associations at the sub-area level, as described in Volume I - Neighborhood Planning Program.

6.1   Building Identity

The Planning Area boundaries establish a geographical boundary for the Plan, but they do not create a cohesive identity for the residents and business owners that live, work, and play within PA-3. Building neighborhood identity will take time, but the implementation of the programs and initiatives indicated in this section will help facilitate the process.

Effective branding will enhance the design and feel of improvement projects and future redevelopment activities and help achieve the City's goals of having stable neighborhoods, quality housing, a diverse local economy, easy mobility choices, and enhanced leisure opportunities for active lifestyles.

Successfully building identity will require the following action steps:

1. **Delineate sub-areas within PA-3 and adopt names for them.**

   The identification of sub-areas was developed through collaboration with City staff and reviewed by the public at Planning Workshop #2. Although there was general consensus for the proposed boundaries, there was disagreement on the names of each of the sub-areas. For the purposes of illustration, those names presented at Public Workshop #2 have been included on **Map 6-1**.

2. **Establish names for the sub-areas within PA-3.**

   Throughout the public involvement process, a number of names were suggested for the proposed sub-areas in PA-3 (see **Map 6-1**). To allow for consideration of as many names as possible and an opportunity for a larger audience to participate in the process, it is recommended that a competition be held to name the sub-areas. This competition could be set up on the City's Neighborhood Planning website, and entries could be submitted online. The City could designate a small group of judges of staff and elected officials to choose the final names. Once the final names are selected, they should be incorporated into the Land Development Regulations and Comprehensive Plan as appropriate.

3. **Complete a branding process to identify sub-area logos and wayfinding design.**

   An effective way to build identity within neighborhoods is to develop unique logos and deploy them into the neighborhoods through signage, banners, and wayfinding elements. The City should complete a branding process for PA-3 that, through community involvement and staff interaction, develops a clean, identifiable logo and signage design concept that is supported by the community. Key elements of this process should include the following:

   - Use of a robust community involvement process to guide efforts. A design competition for the logos could be conducted to solicit ideas from local artists, students, and public-at-large. The community could then provide feedback into the design concepts through a workshop and/or collected through polling on the City's Neighborhood Planning website.

Map 6-1: Neighborhood Sub-Areas

PORT ST. LUCIE
PLANNING AREA 3
SUBAREA MAP

NORTHPORT

SWAN PARK

BAYSHORE
BUSINESS
DISTRICT

NORTH
FLORESTA

SOUTH
FLORESTA

RIVERVIEW

EAST
BAYSHORE

OAK RIDGE

0   1 Mile

- Develop the core components of the sub-area logos/brand concepts. What are the first three things you want target markets to think/feel when they hear the name of the sub-areas? Examples include "friendly neighbors," "quirky and interesting," "green," "great for fitness activities," "safe," "cool place to be," "family-friendly," "a great value," great-looking houses," "neighbors are proud to be here."

- Create a logo, color palette, and tagline that is reflective of the nature of the sub-areas (see **Figure 6-1** and **Figure 6-2**). Use this logo on everything – newsletters, website, house flags, decals or stickers for cars and house windows, yard signs for "best landscape" contests, letterhead, blog, entryway signage, banners, and so forth.

4. **Once the brand/logo concepts have been developed, identify key quick "victories" that can be implemented in the short term.**

   Immediately following the completion of the branding process, the City should be prepared to move towards implementation in a quick and cost-affordable way. Since manufacturing, permitting, and installing permanent signage can be expensive and time-consuming, it is recommended that the City first move to develop a banner program for the sub-areas of PA-3 that will use the new logo.

   - Banner program along primary roadways – The banner program will allow for each sub-area to have unique signage at a relatively affordable cost. These signs could be semi-permanent, or could switch on a regular basis for local events, etc. (see **Figure 6-1**) Some potential locations for banners could be the following (see **Map 6-2**):

     – Floresta Drive (Northport)

     – Lakehurst Drive (Swan Park)

     – Floresta Drive (North Floresta)

     – Airoso Boulevard (East Bayshore)

     – Floresta Drive (South Floresta)

     – Crowberry Drive/Coral Reef Street (Riverview)

     – OakridgeDrive/Bayshore Boulevard/Floresta Drive (Oak Ridge)

     - Bayshore Boulevard (Bayshore Business District)

   - Sub-area welcome signs adjacent to primary intersections (see **Map 6-2** and **Figures 6-2, 6-3, 6-4, and 6-5**) – these could take the form of small monument signs.

     – Floresta Drive/Airoso Boulevard (Northport)

     – Crosstown Parkway/Airoso Boulevard and Crosstown Parkway/Bayshore Boulevard (Swan Park)

     – Crosstown Boulevard/Airoso Boulevard and Crosstown Boulevard/Floresta Drive (North Floresta)

     – Bayshore Boulevard/Port St. Lucie and Crosstown Boulevard/Airoso Boulevard (East Bayshore)

     – Port St. Lucie Boulevard/Airoso Boulevard and Crosstown Boulevard/Airoso Boulevard (South Floresta)

     – Port St. Lucie Boulevard/Floresta Drive and Crosstown Parkway/Floresta Drive (Riverview)

     – Bayshore Boulevard/Port St. Lucie and Port St. Lucie Boulevard/Floresta Drive (Oak Ridge)

     – Bayshore Boulevard/Port St. Lucie (Bayshore Business District)

Figure 6-1: Logo Examples within City and Vicinity

(Source: City of Port St. Lucie, FL)

(Source: Town of Tradition, FL)

(Source: Choice Pest Management)

(Source: Minor League Baseball)

(Source: St. Lucie County, FL)

(Source: St. Lucie Chamber of Commerce)

(Source: St. Lucie Public Schools)

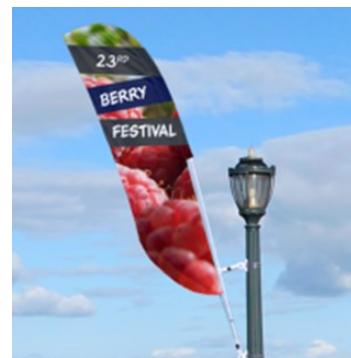*Figure 6-2: Conceptual Sub-Area Logos*

Figure 6-3: Potential Banners

(Source: City of Winter Park, FL)

(Source: The Décor Plan)

(Source: Tex Visions)

Map 6-2: Potential Welcome Sign Locations and Banner Corridors

PORT ST. LUCIE
PLANNING AREA 3

NORTHPORT

SWAN PARK

BAYSHORE
BUSINESS
DISTRICT

NORTH
FLORESTA

SOUTH
FLORESTA

RIVERVIEW

EAST
BAYSHORE

ACTIVITY
CENTER

OAK RIDGE

BANNER CORRIDORS
(PRIMARY ROADWAYS)

POTENTIAL GATEWAY
(PRIMARY INTERSECTIONS)

SUBAREA BOUNDARY

PLANNING AREA BOUNDARY
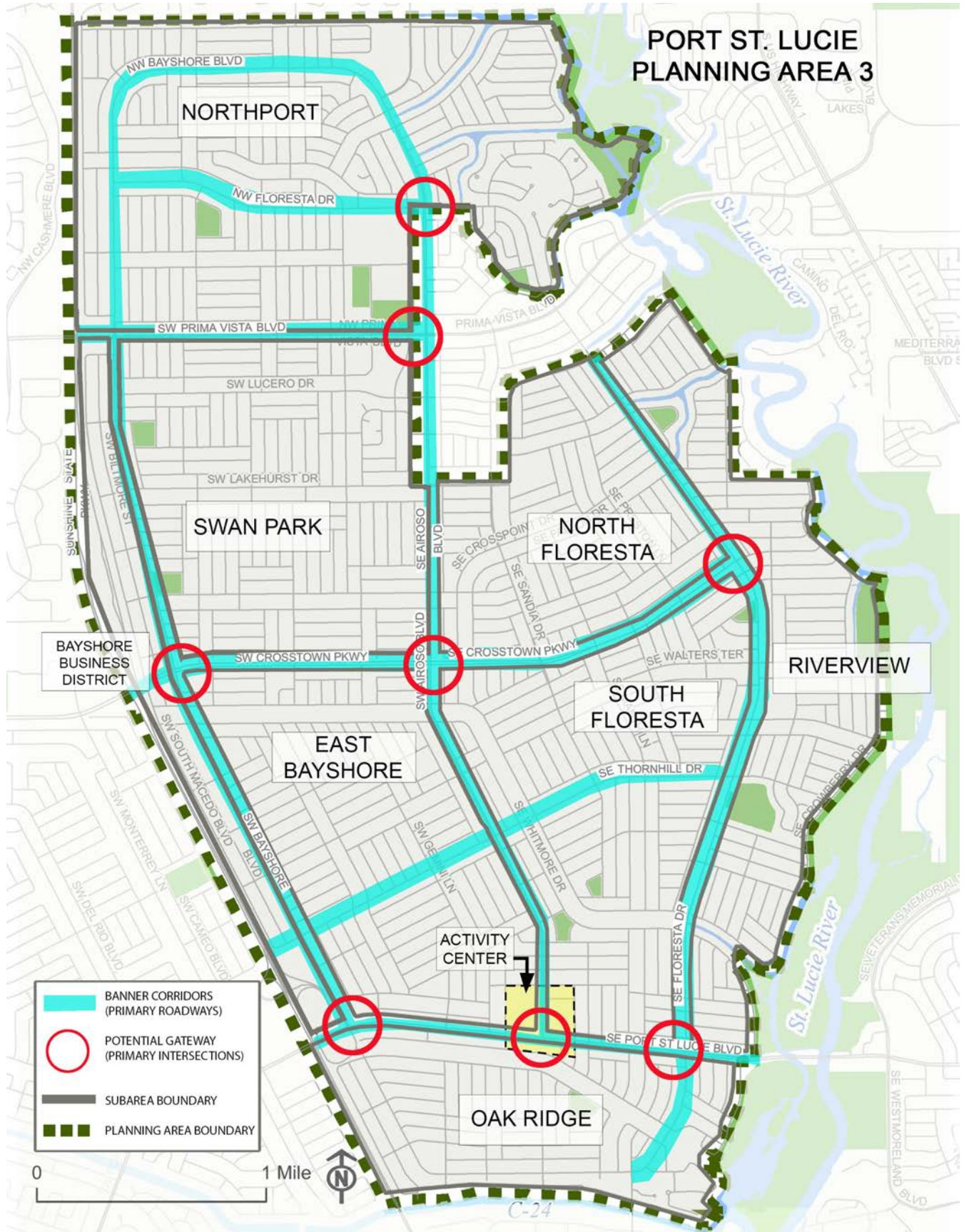
0   1 Mile

Figure 6-4: Potential Welcome Sign Concept Ideas

Archways

El Cajon, CA (Source: Flickriver)

Carlsbad, CA (Source: Tripadvisor)

Farmville, VA (Source: Harvey Design Land Architects)

Costa Mesa, CA (Source: A Bubbling Cauldron)

Goodyear, AZ (Source: Hunt Design)

El Cajon, CA (Source: Hunt Design)

Figure 6-5: Potential Signage Implementation Concept

6.2   Creating Activity Centers

Activity Centers are locations with a mix of commercial, residential, and/or institutional uses that either currently serve or will serve as nodes of activity. The purpose of identifying and encouraging the development of Activity Centers is to accomplish the following:

- Create a sense of place and community.

- Encourage mixed-use/infill development.

- Improve business environment and diversity to serve the community.

- Provide variety of housing options, where applicable.

- Provide public open spaces and amenities.

- Create safe and attractive streets for people.

6.2.1   PA-3 Activity Center

In PA-3, the designated Activity Center is located near the City Municipal Complex at the intersection of Airoso Boulevard and Port St. Lucie Boulevard (see **Map 6-3**). As shown in **Map 6-4**, there are a number of assets and opportunities which the City can build upon to reinforce the development of this Activity Center. They include the following:

Existing Assets

- Port St. Lucie Government Offices and City Hall

- Port St. Lucie Community Center

- Lakeside Center, City Commons, and other retail centers

- St. James Orthodox Church (including public meeting hall)

- Port St. Lucie Transit Facility (Bus Depot just north of Community Center)

Potential Opportunities

- Potential passive parks located at existing stormwater ponds

- Pedestrian improvements at the intersection of Airoso Boulevard and Port St. Lucie Boulevard

- Potential sidewalk connections at the following locations:
  - Along SW Best Street—fill the gaps
  - Along Belvedere Street—currently no sidewalk, but a potential connection to the east side of SE Deacon Avenue

The illustrative Activity Center Plan (see **Figure 6-6**) identifies how, over time and with strategic investments from both the public and private sectors, a more formal center will begin to evolve that could better serve the workers and residents who live in the immediate vicinity as well as those who live in the surrounding area. The concept for PA 3 is to leverage the publicly-owned land to help integrate the center over time. Specifically, as shown in **Figure 6-7**, there are opportunities to create a sense of place and to promote health and wellness through the integration of small passive parks and an exercise path that encircles the Activity Center. Additionally, a new lakefront path and plaza will be built around the existing stormwater pond, and an expanded plaza will be built connecting the Community Center to the water. The evolution of the Activity Center will provide opportunities for public art, programming and events, and easy connectivity between the City employee population and nearby retail and restaurants.

Map 6-3: Activity Center Location (with 5– and 10-minute walk radii)

Planning Area 3
Walking Distance

January, 2016

Legend:
- 1/4 Mile or 5 Minute Walk
- 1/2 Mile or 10 Minute Walk

Map 6-4: Activity Center Assets and Opportunities

PORT ST. LUCIE
PLANNING AREA 3
ACTIVITY CENTER

EXISTING ASSETS:
Highlighted in blue

1. Port St. Lucie government offices and City Hall
2. Port St. Lucie Community Center
3. Lakeside Center, City Commons and other shopping/retail centers
4. St. James Orthodox Church / Event Hall
5. Transit Station

POTENTIAL OPPORTUNITIES:
Highlighted in red

A. Potential passive park facility located around stormwater ponds

B. Pedestrian-oriented intersection improvements at the intersection of Airoso and Port St. Lucie Boulevard

C. Potential sidewalk connections in the following locations:
   - Along SW Best Street there is a sidewalk gap that should be completed
   - The south end Belvedere Street has no sidewalk – potential to connect to the existing sidewalk to the north and east side of SE Deacon Avenue
   - Connecting SW Best Street and Thanksgiving Avenue to create a full sidewalk connection around the whole site

D. Utilizing green space around City Hall to create outdoor spaces or parks, including removal of side street on the west side. Potential opportunity to display public art and have space for a farmers market, art festivals or outdoor community events.

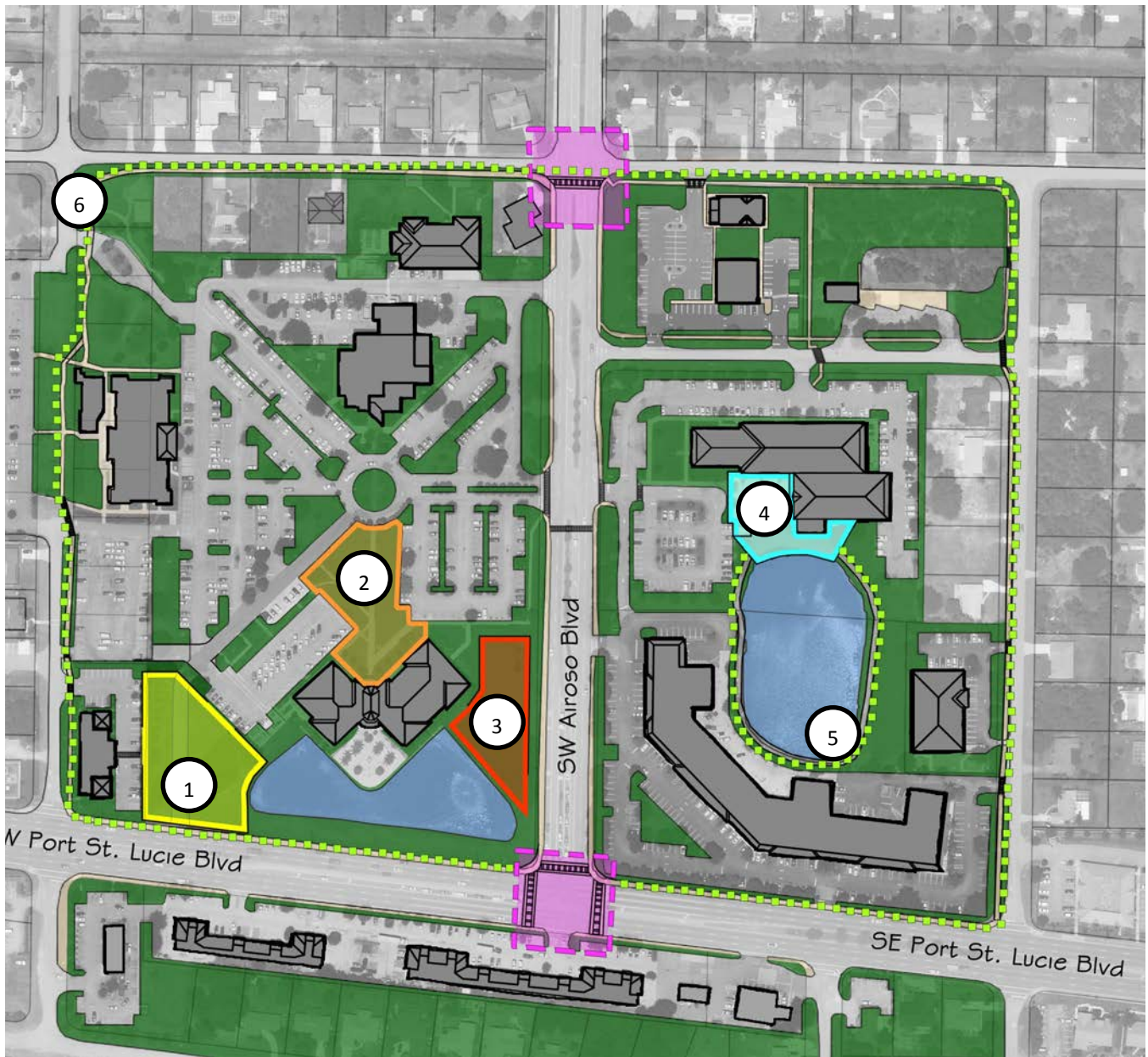*Figure 6-6: Activity Center Illustrative Plan*

Figure 6-7: Activity Center Character Concepts

1 *Park and outdoor lunch area by City Hall*

4 *Expanded plaza space at Community Center*

2 *Potential public market space opportunity*

5 *Elevated boardwalk around lake*

3 *Passive park space with public art*

6 *Fitness loop around Activity Center*

6.3   Enhancing Recreation and Leisure

PA-3 consists of 13 City parks, totaling approximately 90 acres (see **Table 6-1** and **Map 2-4**). As noted in the table, there are a mix of active and passive parks that provide different types of amenities.

The challenge in PA-3 is not the lack of parks and recreational facilities, but their condition and amenities. The existing City parks include a variety of facilities, such as baseball fields, basketball courts, canal bank fishing, a community center (banquet hall, meeting rooms, fitness center, kitchen), concession stands, docks/boat ramps, dog walk areas, football fields, open space grass area, picnic pavilions/shelters, playgrounds, restroom facilities, soccer fields, tennis courts, walking/running tracks, and wooded preservation. However, a number of parks are undeveloped and do not include signage, amenities, lighting, and/ or pedestrian access. Examples of these parks are Gulf Stream Park, Harborview Park, Kiwanis Park, and Doat Street Park.

Table 6-1: City Parks within PA-3

Park Name	Acreage	Designation
C-24 Canal Park	8	SF (Boat Ramps)
Community Center	4.9	CRPF-A
Doat Street Park	2.44	SNP-P
Fred Cook Park	5.5	SNP-P
Girl Scout Friendship Park	8.4	LNP-A/P
Gulf Stream Park	5.85	SNP-P
Harborview Park	4.8	SNP-P
Jaycee Park & YMCA	6.2	LNP-A/P
Kiwanis Park	3.8	SNP-A/P
Sportsman's Park	16	SF (Football)
Sportsman's Park West	13	LNP-A/P
Swan Park	6.5	SF (Soccer)
Whitmore Park	4.4	SNP-P
TOTAL	**89.79**	

Legend: A-Active Parks,   P – Passive Parks
Small Neighborhood Parks (SNP); Large Neighborhood Parks (LNP)
Citywide/Regional Park or Facility (CRPF); Specialized Facility (SF)
Source: City of Port St. Lucie Comprehensive Plan

Successfully enhancing recreation and leisure will require the following action steps:

1. **Implement proposed parks/recreation projects identified in the Capital Improvements Plan.**

    The City has identified several projects that are consistent with the Vision for PA-3 and these should be prioritized for implementation (see **Map 6-5**) . It is also recommended that future projects be presented to the PAAC in advance, and their consistency with the Plan discussed in the future.

    - Park with Fitness Zone/Trail at intersection of Crosstown Boulevard and Bayshore Boulevard (See **Figure 6-8**)
    - Crosstown Parking Lot at Crosstown Boulevard and Sandia Drive to create access the Crosstown Trail (see **Figure 6-9**)
    - C-24 Canal Path from Cooper Lane to C-24 Canal Park (see **Map 6-6**)
    - Crosstown Trail Head located at the Crosstown Parkway and St. Lucie River (see **Figure 6-10**)
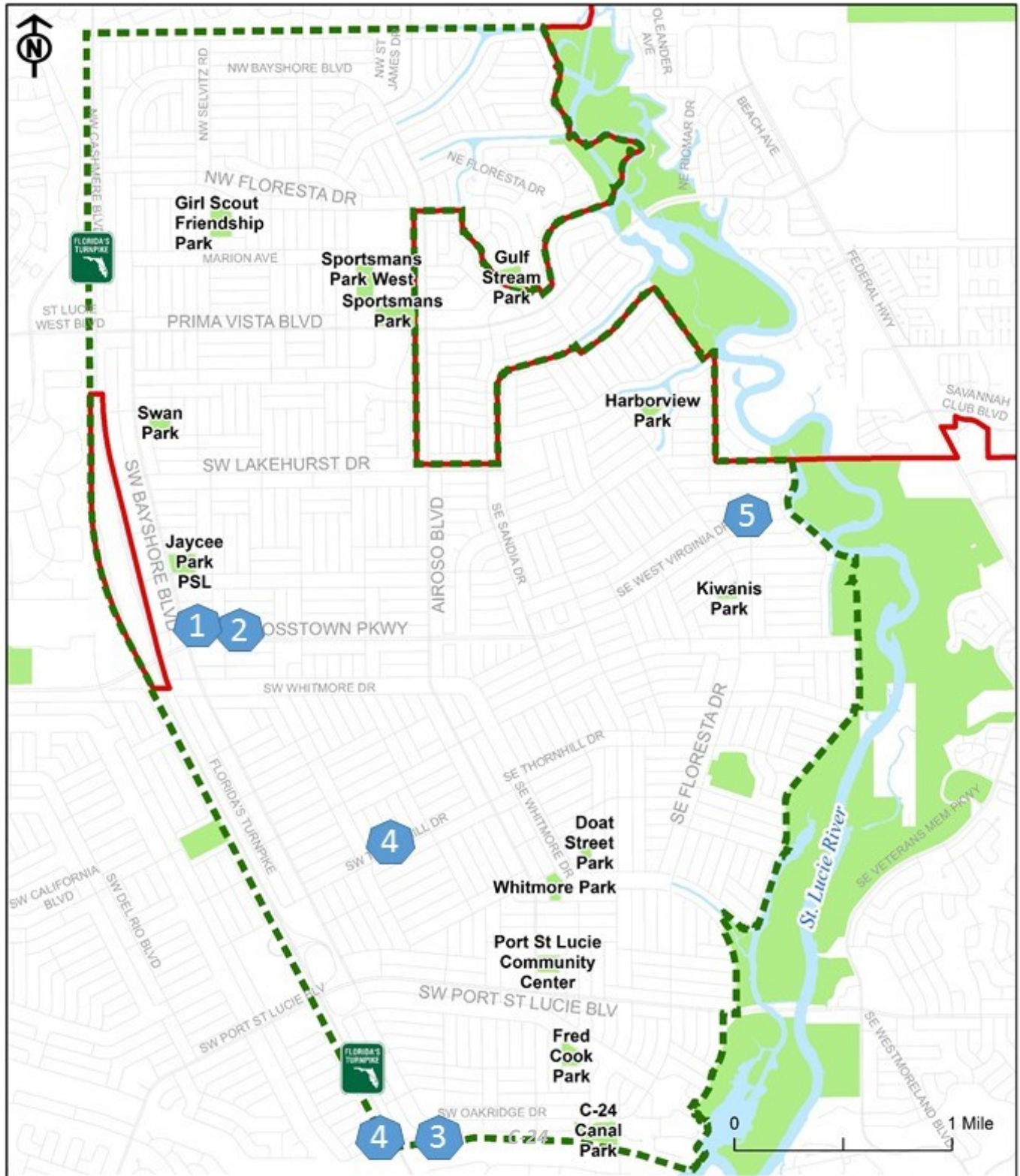
    These recreational facilities could be connected by a pedestrian and bicycle-friendly greenway trail. A blueway system along the C-24 Canal could be used for motorized and non-motorized vessels such as canoes and kayaks. The C-24 Canal Park with boat ramps and floating docks could be the launching point to the canal.

Map 6-5: Capital Improvement Projects

Planning Area 3

CIP Team Projects
Parks and Open Space

1. Fitness Zone
2. Crosstown Parking Lot
3. C-24 Canal Path
4. CDBG Sidewalks
5. Crosstown Trailhead

Parks
Planning Area Boundary
Port St. Lucie City Limits

Figure 6-8 Fitness Trail (Crosstown Boulevard and Bayshore Boulevard)

Figure 6-9: Crosstown Parking Lot to access the Crosstown Trail

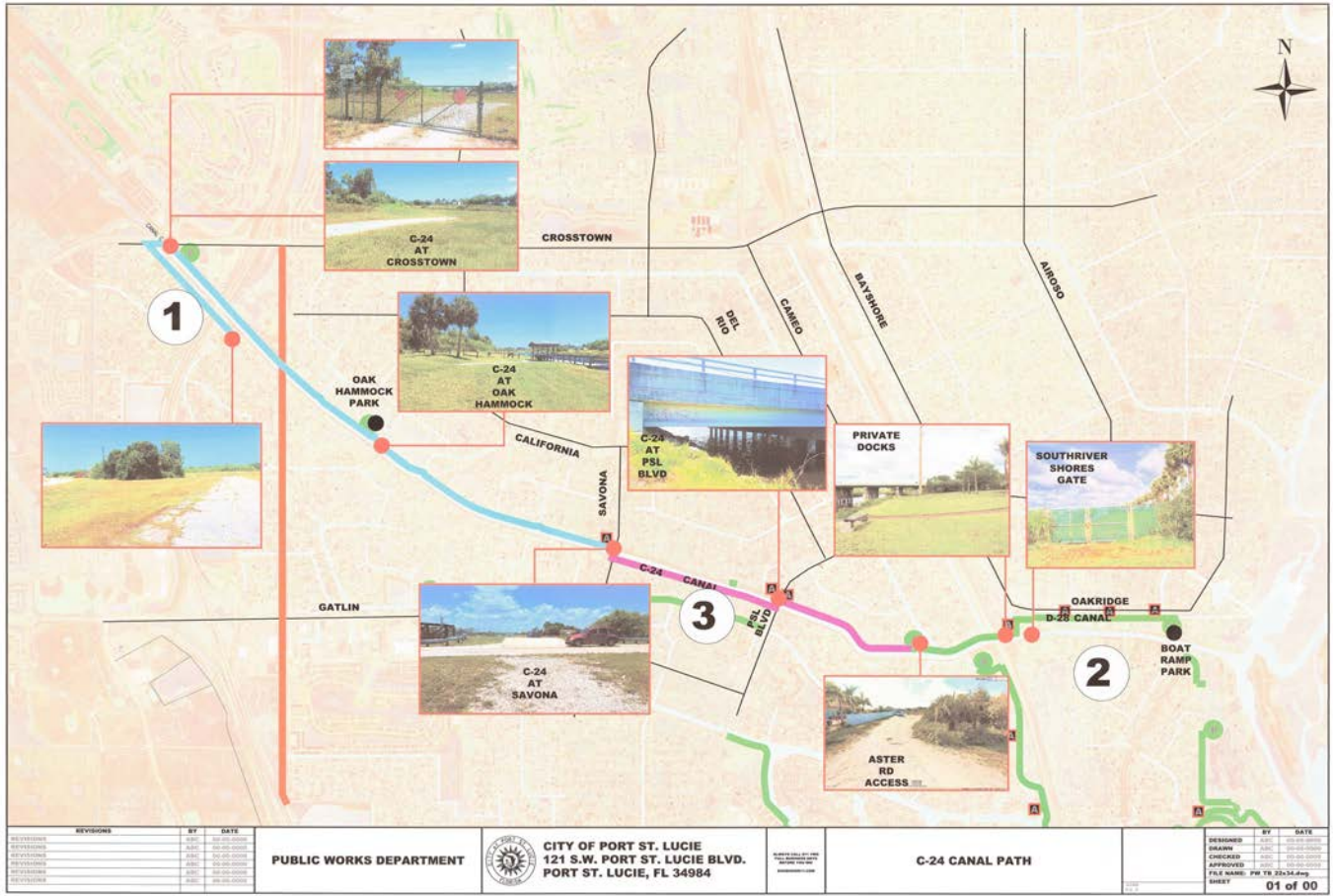**Map 6-6: C-24 Canal Path (Cooper Lane to C-24 Canal Park)**

Figure 6-10: Crosstown Trail Head (Crosstown Parkway and St. Lucie River)

2. **Implement a blueway along the C-24 Canal**

    In addition to the creation of a multi-use trail along the canal, the City should consider providing for canoe/kayak access along the canal at key locations.

3. **Complete a Parks and Recreation Master Plan to develop a specific plan for improving existing parks (signage, amenities, lighting, etc.) and to identify potential locations for new parks/improved recreational facilities.**

4. **Identify opportunities to create community gardens and make available grants and technical assistance to civic/neighborhood associations interested in development them.**

    There may be opportunities to create community gardens, similar to the one at 2600 SE Waterview Drive, which is on a half-acre site consisting of 44 garden plots (4'×8'×12"). Funding could be through the Community Development Block Grant (CDBG) and/or partnerships with local garden centers (see **Figure 6-11**).

Figure 6-11: Port St. Lucie Community Garden

Source: City of Port St. Lucie, FL

Source: City of Port St. Lucie, FL

Source: Matthew R. Stover

6.4   Connecting Multimodal Transportation

Although the predominant form of transportation in Port St. Lucie is the car, other alternatives include walking, biking, and transit. Implementing complete street design will create safe, efficient and coordinated multimodal transportation system that provides mobility for pedestrians, bicyclists, transit users, and motorized vehicle users' safe and comfortable access to schools, outdoor recreational facilities, and destinations (see **Figures 6-12**).

6.4.1   Sidewalks

Throughout the public involvement process, one of the most common issues/concerns raised was the need for improved pedestrian facilities generally, and sidewalks specifically. Although the City has been very active in improving pedestrian safety by installing public sidewalks through its City Sidewalk Program and in coordination with St. Lucie County through the Safe Routes to Schools Program, it is clear that there is still a need for more.

The City has identified future sidewalks consisting of proposed multi-purpose trails and priority sidewalks to improve pedestrian connectivity within PA-3 (see **Map 2-6**). The City has identified CDBG funding in its Capital Improvement Plan for sidewalk improvements along Thornhill Drive between Airoso Boulevard and Bayshore Boulevard and along Bayshore Boulevard/Oakridge Drive between Glenwood Drive and Oaklyn Street (see **Map 6-5**).

The City developed its sidewalk program with a focus on connecting schools to improve the safety of children. This is a logical approach that ensures that some of the most vulnerable citizens are protected. However, through the public involvement process, it became clear that there was a desire to prioritize park connections with the sidewalk programs as well.

6.4.2   Bicycle Facilities

The City recognizes that the need for bicycle accommodations as an integral component of a citywide transportation system. The City currently requires that bicycle accommodations be incorporated into all development projects and urban roadway projects. Other City policies encourage bicycle parking facilities at bus stops, bicycle facilities within community and regional parks, off road trails such as drainage canals and utility right-of-way property, and other major recreational facilities, and coordination with bicycle planning activities with other

Figure 6-12: Multimodal Benefits

(Source: USDOT, Federal Highway Administration)

(Source: Active Living Research)

(Source: Plan Hillsborough)

agencies associated with bicycle planning activities.

The existing bicycle facilities within PA-3 consist of bike lanes, wide sidewalks, and paved shoulders. The City of St. Lucie has identified future bike facilities within PA-3 consisting of proposed multi-purpose trail and priority bicycle corridor (see **Maps 2-6**, **2-7** and **2-8**).

6.4.3   Public Transit

The Council on Aging of St. Lucie, Inc. (COASL) is the public transit provider for Port St. Lucie. Two modes of transportation are provided: 1) the Treasure Coast Connector, a fixed-route service, and 2) Community Transit, a demand-response system. **Map 2-9** shows proposed bus routes within PA-3 to provide viable transit service for local residents, help alleviate roadway congestion, and reduce greenhouse gas emissions within the city.

The low-density development pattern within PA-3 prohibits the St. Lucie County School District from providing school bus pick-up deep within neighborhoods. Instead, the typical pattern is that children travel (either walking, biking, or by car) from their neighborhoods to major corridors to catch the school bus. This requires that the St. Lucie County School District pick up children along major corridors. which creates safety issues, as students often are waiting where there are no sidewalks, bike racks, or shelters.

To improve safety and comfort at school bus pick-up/drop-off areas and alleviate traffic congestion in those locations, the concept of a bus stop with amenities or "superstop" is proposed. This concept should be deployed at strategic locations (in right-of-way or publicly-owned property) in close coordination with the St. Lucie County School District (see **Map 6-7**).

Figure 6-12: Multimodal Benefits (cont'd)
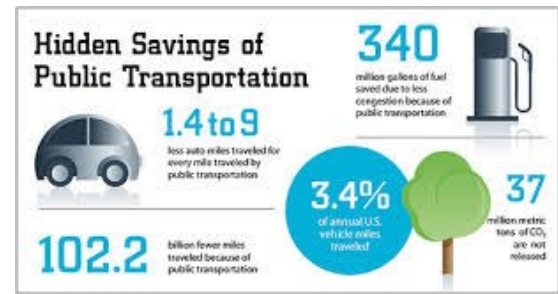
(Source: Sustainable Cities Collective)
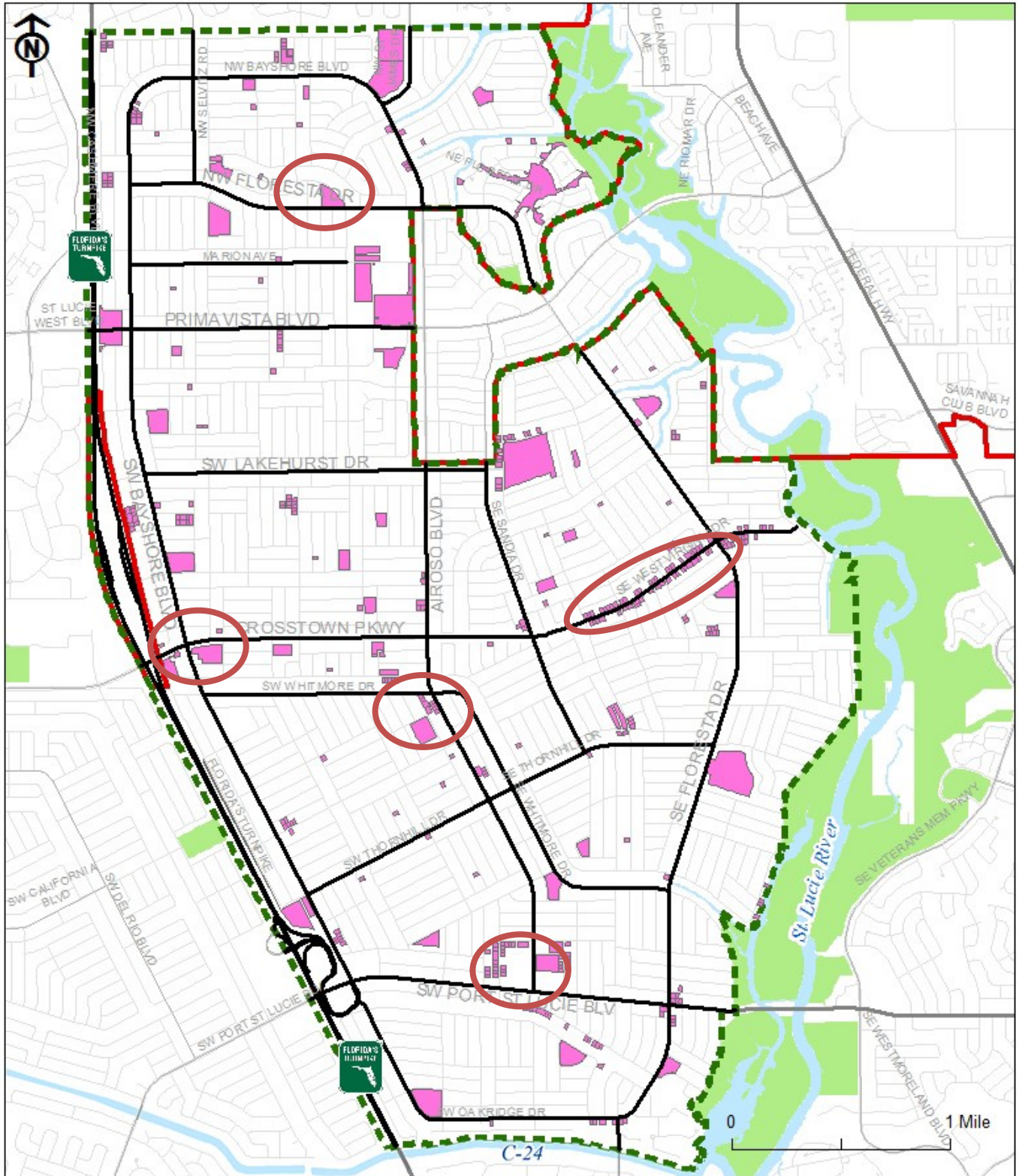

(Source: Cincinnati Trans Forum)

(Source: Treasure Coast Observer)

(Source: St. Lucie County)

Map 6-7: Potential Superstop Locations

Planning Area 3
Bus Stop Corridors
February, 2016

Major Roadways
City Owned Land
Planning Area Boundary
Port St. Lucie City Limits

0   1 Mile

Successfully designing complete streets and connecting the multimodal transportation system will require the following action steps:

1. **Develop performance measures for construction of bicycle/pedestrian facilities and report them at quarterly PAAC Meetings.**

   As noted in Section 6.5.1, the City has a logical and robust sidewalk construction program. To ensure that more community members become aware of the process and progress, the City should report on the number of feet of sidewalk constructed on a quarterly basis, the specific locations where they were installed, and what the work program will look like in the following three months. It also is recommended that the quarterly reports be posted on the PAAC website.

   The Neighborhood Planning Division should be responsible for sharing any issues/priorities for new sidewalk construction with Public Works as appropriate. It will be the Neighborhood Planning Division's job to provide feedback to residents on project status.

2. **Consider the creation of a funding process that would allow property owners to fund sidewalk construction by taxing themselves.**

   This process, already well-established with the funding of streetlights, could provide additional construction funding for the City to use to install sidewalks. It is recommended that the City identify local vendors who can complete the installation for sidewalk projects funded through this process. By retaining an outside vendor, the City will remain focused on implementation of its existing sidewalk program.

3. **Collaborate with the St. Lucie County School District and to identify locations to develop a transit "superstop."**

6-13: Prototypical Superstop Concept—Compact Model
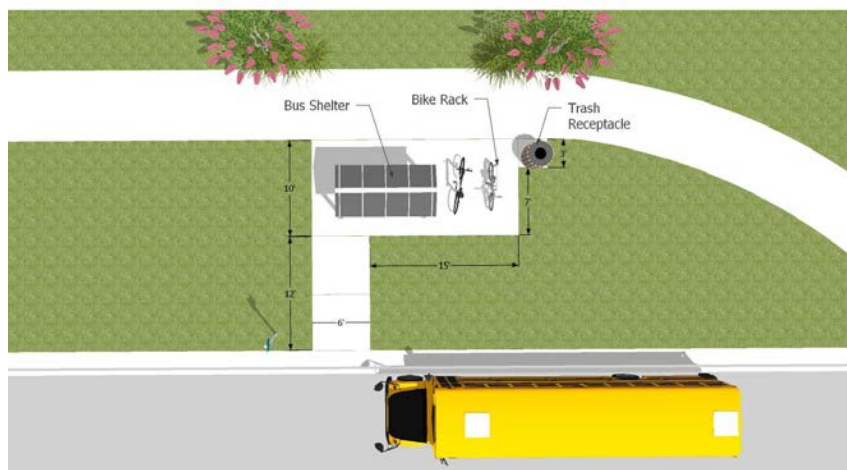
The establishment of a pilot superstop project within PA-3 would provide a demonstration of the concept that would provide important information about location, design, and desired amenities to residents and City officials. If the concept is found to be successful, additional stops could be developed as funding becomes available. It will be important to coordinate these efforts with the School District and the Council on Aging to co-locate public transit and school transit facilities wherever possible/appropriate.

The first concept is a compact model which provides basic amenities (shelter, bike rack, trash receptacle) in a compact footprint to allow for flexibility in placement (See **Figure 6-13**).

The second concept is a standard model, which provides extra seating and bike racks, as well as a location for public art (see **Figure 6-14**). The final concept is the park and pick-up concept, which incorporates the amenities of the standard model, but also accommodates some surface parking for those parents who wish to pick-up/drop off their kids a the bus stop (see **Figure 6-15**).

4. **Complete the Crosstown Parkway extension to Federal Highway (US 1).**

   The completion of the Crosstown Parkway extension was a project strongly supported by the community during the public involvement process. This project is seen as an important transportation connection and public recreation asset with its linear park features and multi-use trails.

5. **Install sidewalks on Floresta Drive.**

   During the public involvement process the installation of sidewalks on Floresta Drive was considered an important priority as this is an important north/south connection in PA-3, and is dangerous for pedestrians and bicyclists.

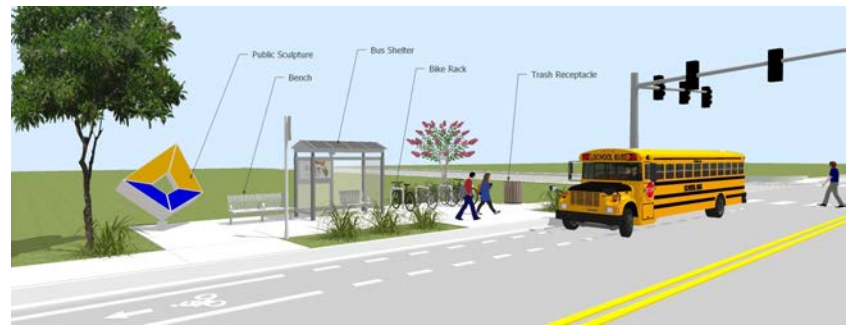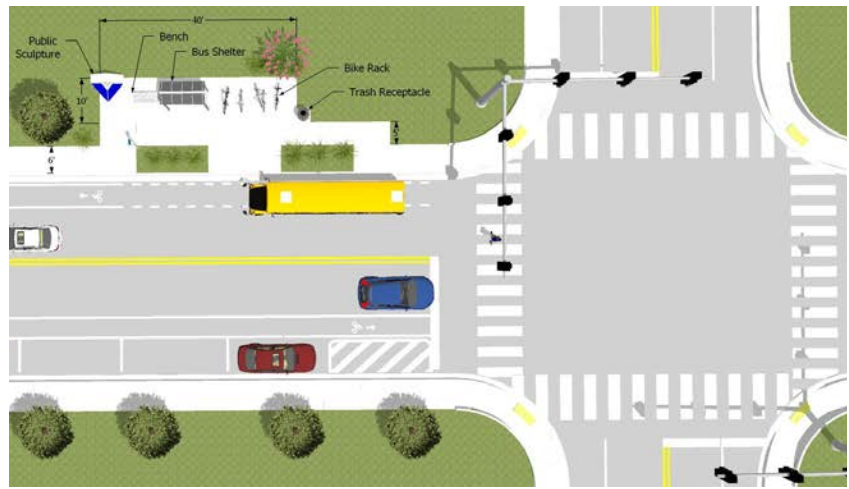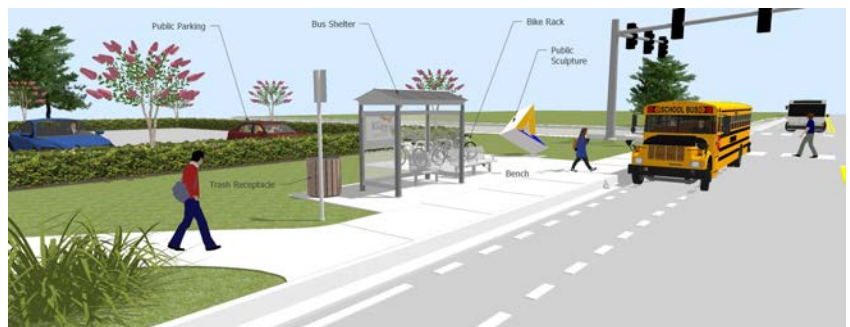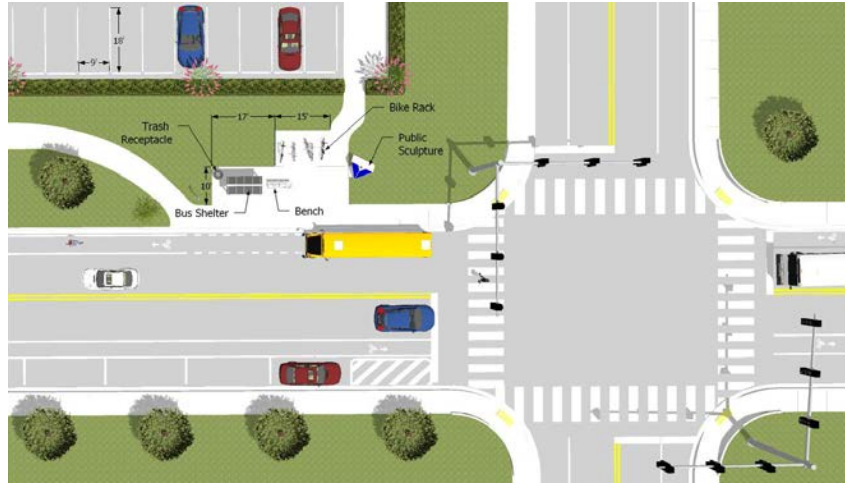*Figure 6-14: Prototypical Superstop Concept—Standard Model*

Figure 6-15: Prototypical Superstop Concept - Park and Pick-Up Model

6.5   Integrating Arts and Culture

The City of Port St. Lucie recognizes the importance of art as an integral element to enhance the quality of the visual environment, both natural and built, and, in so doing, add the quality of life and raise the level of citizen awareness of aesthetic experiences in their everyday lives. In April 2013, the City Council adopted Ordinance 13-18 to create Chapter 162, Art in Public Places in the Land Development Regulations (LDR).

Public art in PA-3 will add visual and cultural identity to the Plan Area and its neighborhoods, creating a unique sense of place and distinction, enjoyment, and pride for local residents and visitors. The goal is to create a stimulating environment that reflects and enhances the heritage, diversity and character of PA-3 through public artworks integrated in the architecture, infrastructure, and landscape and to celebrate the community's cultural expression and heritage.

The following art and culture strategies comply with Section 162, LDR, subject to the Public Art Fund.

6.5.1   Public Art Opportunities

Public art can contribute to the visual identity of PA-3 to strengthen civic connectivity and create local points of pride. These projects create a visual language that helps make the places that connect PA-3 neighborhoods identifiable and unique, and the places could be considered "common grounds" for residents of PA-3—places where neighborhoods come together through recreation and social activities or that provide threads that enable people to move from one neighborhood to the next. These places include infrastructure systems that link different parts of the PA-3 (entry arterials, walking streets, multi-purpose trails, canal trails, parks, stormwater facilities) or facilities that touch and knit together multiple neighborhoods (special parks and recreation facilities) (see **Figure 6-16**).

Successfully integrating arts and culture will require the following action steps.

Entry Arterials

Entry arterials represent the primary gateway roadways that traverse PA-3 and offer the best opportunities to create a sense of entry and identity within the community. These should be major roadways within PA-3, which is important for several reasons:

Figure 6-16: Examples of Public Art

(Source: Council on Culture & Arts for Tallahassee/Leon County)

(Source: Douglas Kornfeld)

(Source: Public Art Network)

- Arterials typically have larger right-of-way, which provides more opportunities for public art installations.

- Arterials are heavily-traveled by those living/working within PA-3 and outside of it. These roadways offer excellent exposure for public art installations and provide the greatest potential impact for defining community identity.

- Investment in transportation and streetscape improvements are much more likely to occur on major arterials, providing additional opportunities to integrate public art into streetscape design from the early stages.

- Major arterials provide street lighting, which provides opportunities to illuminate art pieces or provide illuminated art.

1. **Identify entry arterials within PA-3 where streetscape improvements will be integrated with public art features.**

   Potential entry arterials within PA-3 include the following:
   - Port St. Lucie Boulevard
   - Crosstown Parkway
   - Prima Vista Boulevard
   - Airoso Boulevard
   - Bayshore Boulevard

2. **Once the entry arterials are identified, create an action plan for integrating public art at key locations.**

   - Identify upcoming roadway projects on designated entry arterials that include improved/enhanced streetscape improvements and collaborate with the appropriate departments (City, County, FDOT) to ensure that an artist is included on the streetscape design team. Based on his/her work as part of the team, the artist can create unique streetscape elements or site-specific works to be located along the street. Additionally, the team may identify platforms for temporary artwork.

   - Develop a public art grant program to help encourage the development/installation of locally-developed art along the entry arterials.

Walking Streets

Walking Streets represent corridors with which residents most commonly interact during their daily lives. These are the local streets that connect homes to parks and neighborhood commercial centers and typically provide reduced traffic,

Figure 6-16: Examples of Public Art (cont'd)

(Source: City of Clive, IA)

(Source: Public Art Directory)

(Source: Clearwater Art Alliance)

increased pedestrian opportunities, as well as opportunities to interact with neighbors. These neighborhood streets are less likely to be subject to major infrastructure projects and may or may not have street lighting. However, they do provide opportunities within individual sub-areas to create some unique identifying features, and to allow for some temporary creative expressions.

1. **Identify Walking Streets within PA-3 where neighborhood public art installations (permanent and temporary) can be integrated.**

2. **Partner with TCC to install art at bus stops and other transit facilities.**

3. **Coordinate with civic organizations or local schools for street paintings or bench projects. These could be permanent or temporary installations.**

4. **Develop a wayfinding system to include platforms for displaying temporary artworks.**

5. **Encourage property owners to install two-dimensional works of art on their buildings or construct temporary projections or other projects.**

6. **Organize an annual, curated temporary art exhibition at the Port St. Lucie Community Center or other public venues.**

7. **Fund the design and installation of decorative transformer/ signal box wraps.**

City Trails

Multi-use paths, greenways, blueways, and other trail facilities provide excellent opportunities for integrating public art. Artworks considered along these facilities could range from artist designed infrastructure (lighting, wayfinding, etc.) to site-specific works in key locations.

1. **Identify key nodes along the existing/planned trail network that would allow for public art opportunities.**

   Artwork along trails will have the most impact at "nodes," places where trails intersect with important destinations or environmental or cultural features. Public art installations (whether permanent or temporary) at these locations would help build identity while also potentially serving as wayfinding elements. Potential nodes include:
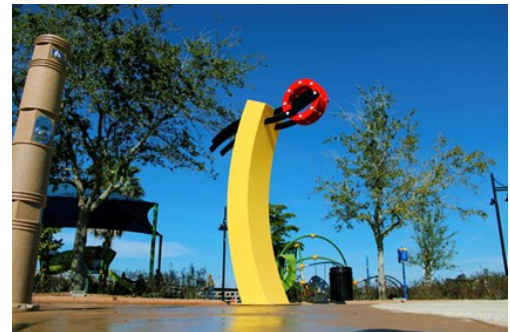
Figure 6-16: Examples of Public Art (cont'd)

(Source: City of Charlotte and Mecklenburg County, NC)

(Source: Isadora Art and Photography)

(Source: Bradenton Downtown Development Authority)

(Source: American Trails)

- Sportsman's Park
- Fred Cook Park
- Kiwanis Park
- Canal Park and Boat Ramp
- River Park Marina
- Port St. Lucie Community Center
- City Hall
- Northport K-8 School
- Bayshore Elementary School
- C-24 Canal Path

2. **Work with Parks and Recreation Department staff to create a work plan for public art on trails so that art projects can be commissioned in a strategic way (construction schedules and planned projects).**

3. **Work with artists to identify a series of public art projects throughout the trail system that relate to one another and that can be implemented over time, such as a series of kiosks, trail markers, shade structures, bridge railings, or another group of serial works designed by artists.**

Stormwater Facilities

Stormwater facilities provide an excellent opportunity for passive parks and sites for public art. Artists could be involved developing site-specific works of art for stormwater management parks that enhance appreciation of the waterways and/or make visible the stormwater management processes for educational purposes.

1. **With the construction of new stormwater facilities, set aside design/construction money for the purpose of integrating public art.**

Parks and Recreation Facilities

Existing/future parks and recreation facilities provide an excellent opportunity for the integration of public art pieces.

1. **With the construction of new parks, the City should set aside design/construction money for the purpose of integrating public art.**

   Artists should especially consider possibilities for incorporating art into the civic elements of the facilities, such as entryways, gathering places, and circulation areas, so the art can be experienced by all who visit the facility.

2. **Ensure that the provision of public art in parks is addressed as part of the Parks and Recreation Master Plan.**

Figure 6-16: Examples of Public Art (cont'd)

(Source: Trails WA)

(Source: Council on Culture & Arts for Tallahassee/Leon County)

(Source: Pennsylvania State University)

(Source: Art Daily)

Other Public Art Opportunities

1. **The PAAC should collaborate to seek out potential temporary/permanent art within PA-3 such as the following:**

    - Portable street art – exhibit art at various locations, at different times/seasons, and during special events

    - Murals

6.5.2   Cultural Activities

Cities are cultural destinations, providers of exemplary quality of life, networks for new ideas, centers of economic vitality, and magnets for new residents. Planning culturally describes a commitment to realize the impacts of culture as indispensable tools for achieving broad civic objectives. The following recommendations seek to address gaps in PA-3 relating to cultural service delivery, expanded participation, broadened impact of culture, and identification of new opportunities (see **Figure 6-17**).

1. **Link PA-3 to other planning areas and neighborhoods and to the Activity Center.**

2. **Implement programs, grants, marketing, outreach and partnerships that attract artists, visitors and residents from one neighborhood to experience another neighborhood.**

3. **Provide neighborhood connections with Active Center festivals; marketing, programming, and partnerships with local cultural initiatives that link major festivals with neighborhood initiatives.**

4. **Do-it-yourself joint collaborations — guidelines, tools, and resources for marketing, programming, and hosting events.**

5. **Coordinate with festival organizers and cultural association/clubs to understand, share, and collaborate on sustainable models for neighborhood festivals.**

    - Atlantic India Association

    - Caribbean American Cultural Group

    - Friendly Sons and Daughters of Ireland

    - Italian American Club of the Treasure Coast

    - Polish American Social Club

Figure 6-17: Examples of Cultural Activities

(Source: Puerto Rican Association for Hispanic Affairs)

(Source: Port Saint Lucie Sons of Italy)

(Source: TCPalm)

(Source: Alachua County Visitors & Convention Bureau)

- Port Saint Lucie Sons of Italy

- Portuguese American Cultural Club of Port St Lucie

- Puerto Rican Association for Hispanic Affairs

- Spanish American Club

- Other associations/clubs

6. **Maximize people's opportunity to participate in arts and culture.**

7. **Improve the use of the Port St. Lucie Community Center to enhance cultural participation.**

8. **Implement cultural activities at the Port St. Lucie Branch Library in cooperation with St. Lucie County.**

9. **Develop youth arts conferences and provide dedicated space featuring youth-only art.**

10. **Enhance transportation to and between neighborhood cultural venues.**

11. **Provide older adult outreach with targeted marketing and increased accessibility for older adults to participate in cultural events.**

12. **Develop family- and child-friendly programming and exhibits with curricula for early learning programs.**

13. **Increase cultural spaces in every neighborhood.**

- Revise zoning and licenses to allow for cultural uses to populate vacant and underused commercial and industrial spaces and foster new districts of cultural uses.

- Permit pop-up cultural spaces in underused storefronts.

- Donate/lease vacant land or buildings to arts groups, artists, or community cultural groups.

- Conduct a comprehensive space inventory for cultural uses.

- Collaborate among neighborhood spaces and parks and local cultural organization responsible for activating the space with cultural initiatives.

Figure 6-17: Examples of Cultural Activities (cont'd)

(Source: Youth Arts Group)

(Source: Choose Tallahassee)

(Source: Charleston Regional Development Alliance)

(Source: Notre Dame College)

BAYSHORE BUSINESS DISTRICT

7.0 BAYSHORE BUSINESS DISTRICT

In addition to the overall neighborhood planning effort, the City has requested that a more detailed assessment be completed for the Bayshore Business District (previously known as the Crosstown Business District) to identify specific improvement projects/programs and to develop the framework for a potential overlay district that could help guide the look and feel of future development/redevelopment within the Bayshore Business District in the coming years. An overlay district is established for a specific geographic area in which additional land use/zoning requirements are applied or incentives are included in addition to the underlying zoning code to account for unique conditions or to accomplish a specified goal.

The Bayshore Business District Study Area boundary is limited to a specific area along and adjacent to Bayshore Boulevard, Biltmore Street, and South Macedo Boulevard between Prima Vista Boulevard and Port St. Lucie Boulevard. The District is approximately 2.5 miles in length north to south and contains approximately 200 acres (see **Map 7-1**).

7.1 Existing Conditions and Observations

This section provides a general overview of the Bayshore Business District, the direction received from the public, existing and future land use issues, and parking concerns that are inhibiting the desired development. Recommendations to improve the District and guide the amending of the City's Land Development Code through the creation of an "overlay district" are provided. These recommendations will help the City to accomplish the desired development, further physical unification, and enhance the success of the District.

7.1.1 Overall Description of Bayshore Business District

The District is unique within the city providing a mixture of commercial, industrial, and warehouse uses with easy access to Florida's Turnpike (see **Figure 7-1**). Other areas in the city have similar uses, specifically along Commerce Center Drive, Enterprise Drive, Peacock Boulevard, and Village Green Drive. However, these areas are not as concentrated and protected, which makes the Bayshore Business District distinctive and worth protecting and strengthening.

Figure 7-1: Business District Character

Map 7-1: Bayshore Business District
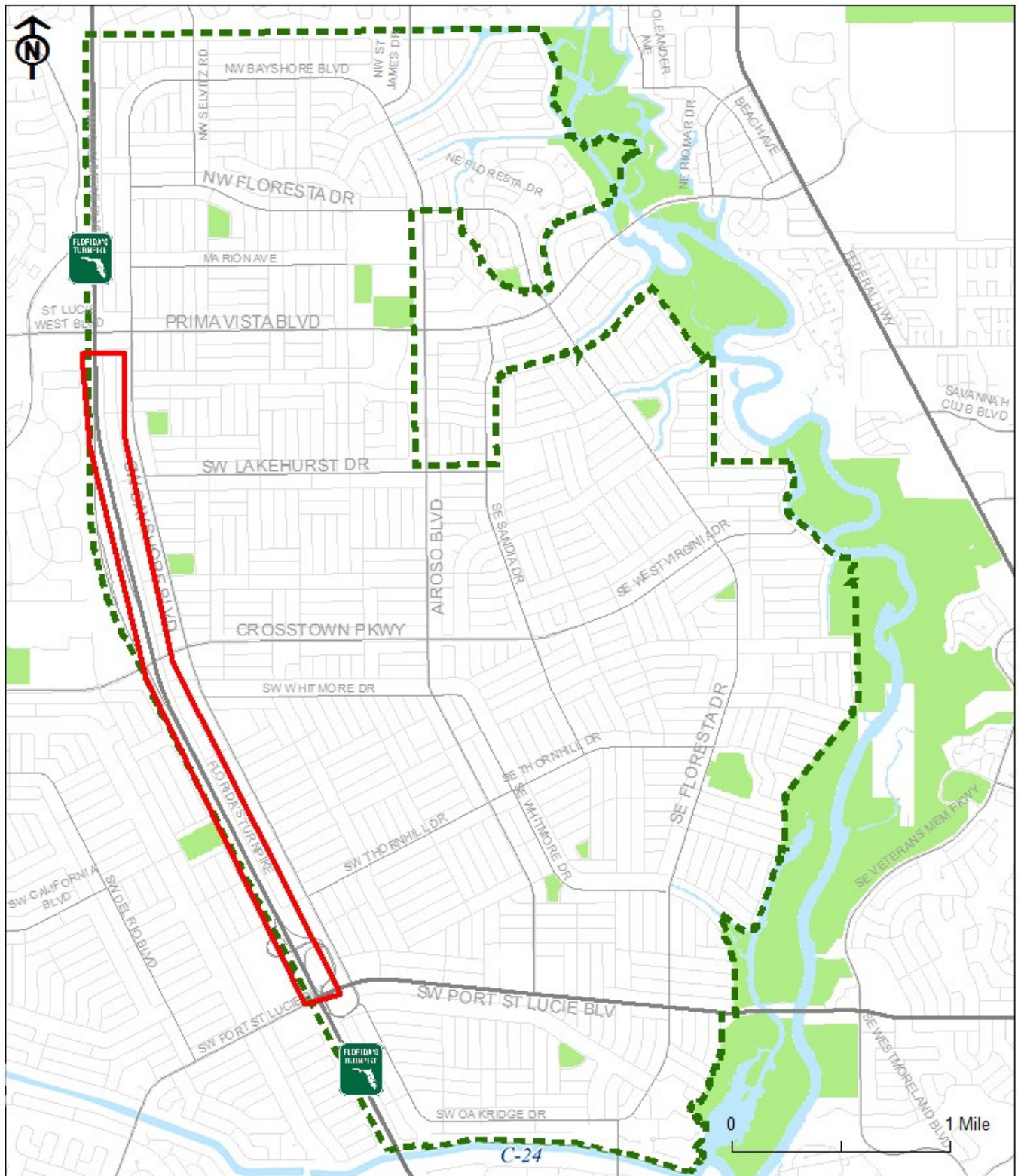
Planning Area 3
Bayshore Business District
February, 2016

∎∎∎ Planning Area Boundary

▭ Bayshore Business District

7.1.2 Community Direction

On September 29, 2015, a focus group was held to gain a deeper understanding of the Bayshore Business District's assets, challenges, and opportunities. This meeting included a contingent of members from the local Business District Association, which includes property owners and business owners within the area. The general comments and guidance from the meeting can be used in the development of a vision for the overlay district and for identifying specific improvement projects and programs, such as the following:

- Change name from Crosstown Business District to Bayshore Business District.

- Create an identity and brand for the Bayshore Business District.

- Address code compliance/safety issues.

- Identify opportunities for parking improvements.

- Make street lighting improvements.

- Make signage improvements.

- Make revisions to the site and building design standards to be more business-friendly (i.e., landscaping, signage, parking, pedestrian access, entryways, façade treatments, etc.)

7.1.3 Land Use

The City of Port St. Lucie's existing land use, future land use, and zoning were reviewed to reach a reasonable understanding of the pattern of development activity within the Bayshore Business District, identify whether existing land uses are permitted under current zoning regulations, assess whether surrounding uses are compatible with each other, and determine whether certain uses assist or deter development activity.

7.1.3.1 Existing Land Uses

The existing land uses within the Business District comprised largely industrial, commercial, and governmental (primarily utility corridors) uses, with some residential uses scattered within. There are single-family homes adjacent to the District along the eastside of Bayshore Boulevard that face commercial uses. To ensure the long-term compatibility of these uses, special consideration will need to be made along the Bayshore Boulevard frontage to enhance transitions. These residential uses need to be protected from the functional and visual impacts (see **Map 7-2** and **Figure 7-2**).

Figure 7-2: Existing Land Uses

Map 7-2: Existing Land Use within the Bayshore Business District
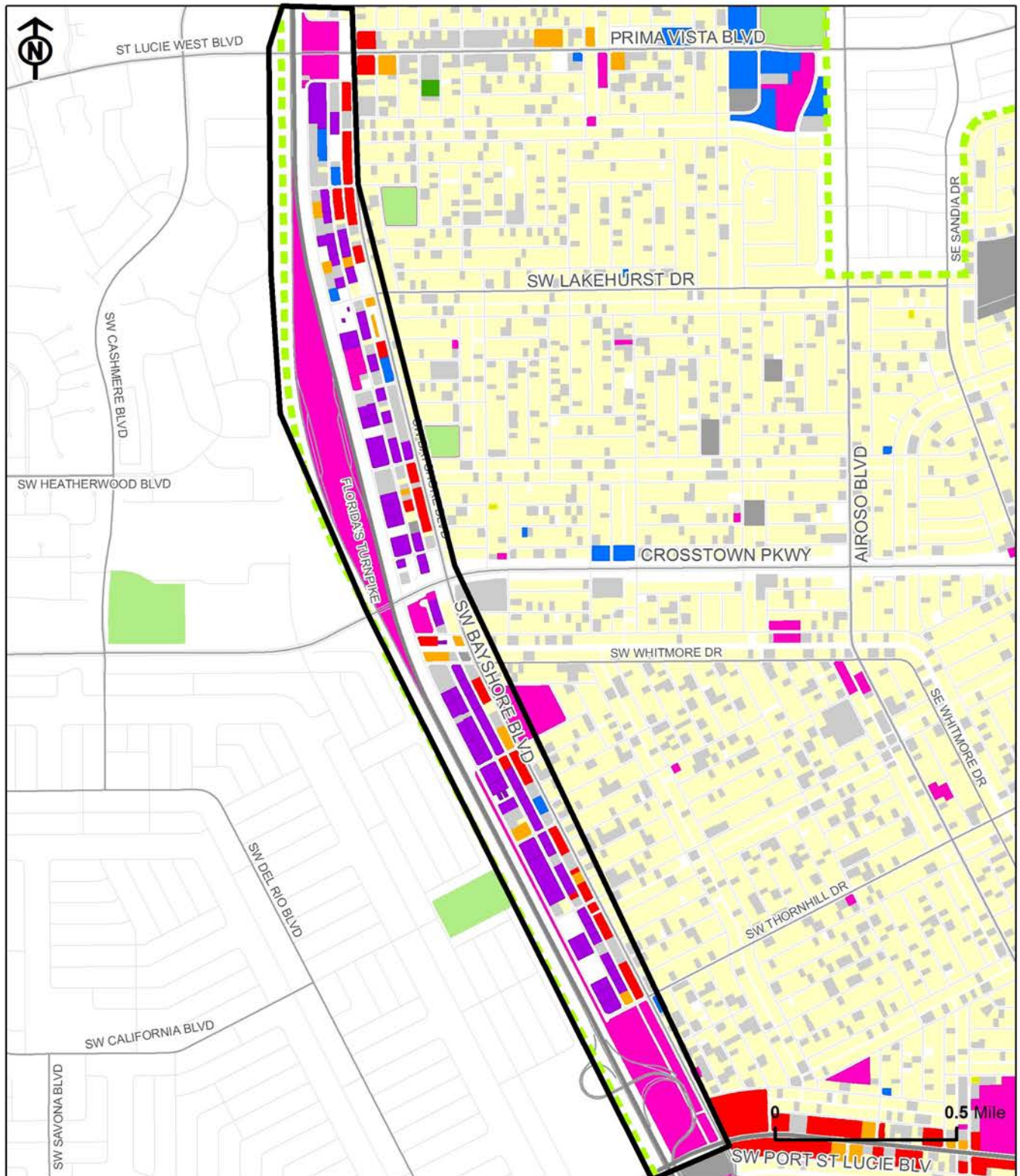
Planning Area 3

Bayshore Business
District - Existing Land Use
January 2016

Vacant	Commerical	Institutional
Single Family	Office	Parks and Open Space
Multi Family	Industrial	Governmental
	Utility	

Planning Area Boundary

Bayshore Business District

Table 7-1 summarizes the total acreage of residential and non-residential uses, as well as vacant properties within the Business District.

Table 7-1: Total Acreage within Bayshore Business District

Total Acreage	Vacant Properties	City Properties	Non-Residential	Single-Family Residential
182.77	30.42	26.98	120.26	5.11

The County Property Appraiser database shows the following non-residential and vacant non-residential parcel sizes within the Business District, which are primarily less than 1 acre (see **Table 7-2** and **Map 7-3**). These are very small parcel sizes for non-residential development and may be inhibiting development.

Table 7-2: Non-Residential and Vacant Non-Residential Parcel Sizes within Bayshore Business District

Parcel Size	Non-Residential	Vacant Non-Residential
Parcels less than 1 acre	168	50
Parcels between 1 and 2 acres	34	3
Parcels greater than 2 acres	8	0

Figure 7-3: Site Constraints and Buffering

Through the proposed overlay, it will be important to encourage land use conversion to consolidate smaller parcels into viable commercial and industrial developments to accommodate onsite requirements, such as parking, storage, loading, buffers, etc. (see **Figure 7-3**). Additionally for the adjacent residential uses along Bayshore Boulevard, it will be important to protect views and maintain transitions (see **Figure 7-3**).

7.1.3.2 Future Land Use

Based on the City's Future Land Use Map (FLUM), the predominant future land uses within the District are Light Industrial/Service Commercial, General Commercial, Highway, and Utility (see **Map 7-4**). The maximum intensities as specified in the FLUM include the following:

a. General Commercial (CG) – 40% coverage

b. Service Commercial (CS) – 40% coverage

c. Light Industrial (LI) – 50% coverage

According to the FLUM, the east side of Bayshore Boulevard will continue to be Low Density Residential with a density of 1–5 dwelling units per acre (see **Map 7-4**). As a result, the commercial uses along Bayshore Boulevard need to complement the adjacent residential neighborhood in terms of building scale, buffering, streetscaping, access management, and parking placement.

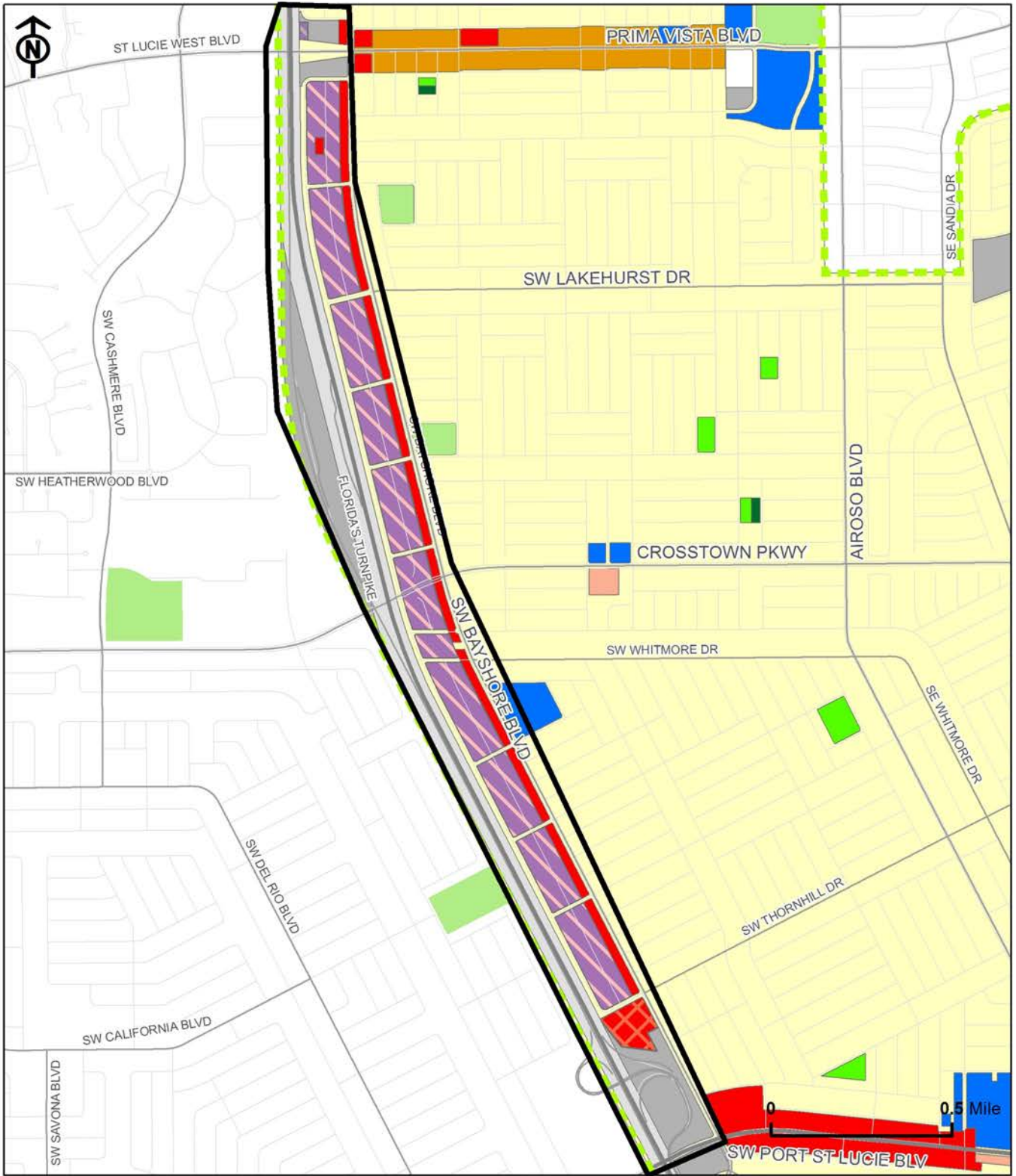*Map 7-3: Non-Residential and Vacant Non-Residential Parcel Sizes within Bayshore Business District*

Planning Area 3
Bayshore Business District -
Non-Residential Parcels
January 2016

Vacant, Non-Residential Acres	Non-Residential Acres	
Less than 1	Less than 1	⟋ Planning Area Boundary
Between 1 and 2	Between 1 and 2	▢ Bayshore Business District
Greater than 2	Greater than 2	

Map 7-4: Future Land Use Designations within Bayshore Business District

Planning Area 3

Bayshore Business
District - Future Land Use

January 2016

Legend		
General Commercial	Highway	Open Space - Recreation
General Commercial/Highway Commercial	Institutional	High Density Residential
Limited Commercial	Light Industrial/Service Commercial	Low Density Residential
Mixed Use	Open Space - Conservation	Utility/Light Industrial
Residential, Office & Institutional	Open Space - Preservation	Utility
		Bayshore Business District

7.1.3.3 Zoning Designations

The existing zoning within the Bayshore Business District comprises largely Service Commercial, General Commercial, Industrial, and Institutional (primarily utility corridors) classifications. There are some single-family residential zonings scattered within the District. Single-family Residential zoning also is adjacent to the District along the east side of Bayshore Boulevard, which faces onto the Commercial zoning district (**see Map 7-5**). The commercial zoning acts as a transitional buffer from the service commercial and industrial on the west side and the single-family residential on the east side of Bayshore Boulevard. It also provides for some retail and restaurant uses that serve the neighborhood.

The existing zoning requirements for non-residential zonings are suburban in nature and cater to vehicular use. The standards include buildings set back from the street (minimum 25-ft front setback), with parking lots adjacent to the sidewalk, and limited pedestrian access. This is particularly an issue with the commercial/retail buildings along the west side of Bayshore Boulevard, which is a corridor that has pedestrian facilities (sidewalks, street lighting) and where adjacent uses across the corridor are residential in nature (see **Figure 7-4**).

Figure 7-4: Suburban Character
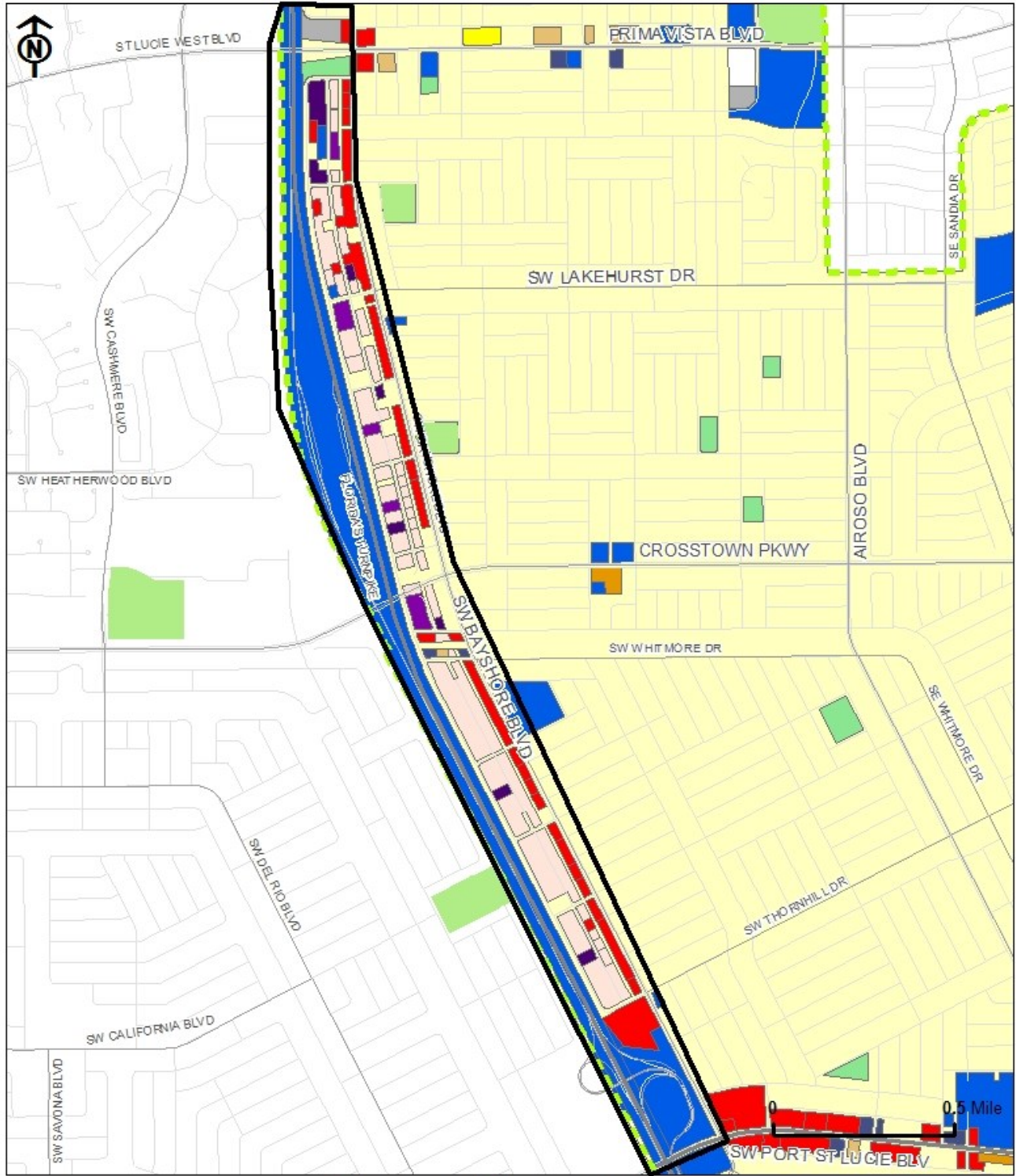

7.2   Land Use Conversion Manual

The dominant land pattern use in Port St. Lucie is low-density residential development. In the original design for the City, sufficient land was not set aside for commercial uses and/or industrial uses to meet the needs of future populations. In the 1980s, the City adopted a program for converting single-family platted lots along major roadways to non-residential uses. The *City of Port St. Lucie Conversion Manual* was adopted in 1984 to accommodate and modernize antiquated subdivisions. Under the conversion process, the City processed zoning amendments to change the land use along designated segments of roadways. Depending on the conversion plan for the area, the land use would either be commercial, professional, industrial, or multi-family. Within these conversion zones, assemblage of single-family lots would be encouraged to create larger parcels suitable for development of non-residential uses.

Land use conversion areas have been identified in the Bayshore Business District, which has enabled the consolidation of smaller parcels to viable commercial and light industrial uses (see **Map 7-6**).

Map 7-5: Zoning Designations within the Bayshore Business District

Planning Area 3
Bayshore Business
District - Zoning
February, 2016

Map-7-6: Land Use Conversion Areas

Planning Area 3
Bayshore Business
District - Land Use Conversion
January 2016

Legend		
Light Industrial / Service Commercial (26)	General Commercial (21)	Planning Area Boundary
Light Industrial / Service Commercial (25)	General Commercial (20)	Bayshore Business District
Light Industrial / Service Commercial (20A)	General Commercial (22)	

7.3   Parking Concerns

Generally, Port St. Lucie has sufficient capacity for public and private parking. There is a park-and-ride lot within the Bayshore Business District located on 1918 SW Bayshore Boulevard, at the intersection of Chandler Terrace, two blocks north of Port St. Lucie Boulevard (64 parking spaces). All parking is provided on-site by businesses/property owners based on City parking regulations. In addition to the provided on-site parking, there appears to be a mixture of formal and informal parking facilities within and around the District (see **Figure 7-5**). As discussed during the focus group meeting, this mix of parking causes confusion for business owners, employees, and customers. Some key issues identified include the following:

1. Existing on-site parking areas currently are being used for active uses of the business (e.g., auto repair work, dismantling, etc.). A quick search identified that one of the primary business types within the area is vehicle repair/service, with 40+ of these businesses located in the District. These include motorcycle repair, boat repair, auto repair, small engine repair, etc. Each needs parking for customers, employees, and the vehicles being worked on at any given time. These competing demands can cause challenges.

2. Many businesses within the District use parking areas for open storage of various kinds.

3. There is no formal striped street parking, yet a significant amount of parking occurs within the swales/ ditches of streets in the District, particularly Biltmore Street. There was a strong feeling that on-street parking should not be allowed on Biltmore due to the narrow street.

4. As noted, there are a number of retail uses in the District in addition to the service commercial/light industrial uses. There is less intermixing along Bayshore Boulevard where the conversion option is to General Commercial (CG) and where access and visibility have made the area mostly retail. However, west of the Bayshore Boulevard frontage are a number of areas in which retail is intermixed with other uses. Retail has a much higher parking demand than these other industrial/commercial uses, as customers depend on easy access to make their purchases. The intermixing of uses has created challenges for providing those customers with adequate parking while also providing outdoor storage and parking areas needed for service/commercial uses.

There is a need for parking improvements within the Bayshore Business District to ensure that current/future users have adequate parking.

Figure 7-5: Bayshore Business District Parking Issues

7.4 Recommendations for Physical Improvements and Programs

The City in coordination with the Bayshore Business District Association will create a vision and identity for the District and identify physical improvements and programs, such as code compliance, public safety, parking, signage and street lighting (see **Figure 7-6**). The following identifies potential projects and programs for the District. These are preliminary recommendations designed to identify areas that should be addressed through policy/regulatory changes, and they should be considered as guidance only.

7.4.1 Vision

1. **Adopt a vision for the Bayshore Business District to clarify the intent of the planning activities and focus efforts on smart, achievable, and incremental goals to deliver results.**

2. **Propose a vision for discussion such as:**

    "The vision for the Bayshore Business District is to create a unique identity to protect, improve, and sustain a positive business environment through a variety of mixed-use and flex spaces that offer a one-stop shopping destination with ample parking and safe, well-lit streets."

7.4.2 Identity

1. **Based on the vision, establish a unique identity to promote the District through branding and marketing programs.**

2. **Create a logo, branding package, and website for the District.**

3. **Use the established brand on literature, banners, gateways, street name signs, wayfinding systems, and all types of promotional campaigns.**

4. **Create a business guide and listing and accompanying website to allow for potential customers to identify businesses in the area.**

5. **Create a business recruitment package that is updated regularly with a listing of available properties, maps, and building profiles.**

Figure 7-6: Business District Vision

Commercial

(Source: ARLnow.com)

Industrial

(Source: Chromalloy)

(Source: LoopNet)

6. Encourage the Bayshore Business District Association to organize "open house" style events that will showcase the variety of businesses located there.

7.4.3 Code Compliance/Public Safety

1. Increase code compliance activities and establish a code compliance liaison to coordinate directly with the Bayshore Business District Association to be proactive in correcting code violations, particularly relating to parking, storage, landscaping, and building and yard maintenance issues.

2. Coordinate with the Fire Department Outreach Coordinator to conduct fire safety audits of the District and install proper placement of business address signs.

3. Coordinate with the Police liaison to conduct safety audits of the District, reduce crime, and enhance public safety using Crime Prevention Through Environmental Design (CPTED) techniques.

7.4.4 Parking Improvements

There is a need to identify new parking opportunities to ensure that current/future users have adequate parking. Potential parking improvements may include the following facilities.

1. Explore locations for potential remote employee parking lots at strategic locations, approximately one for every street block along or adjacent to Biltmore Street (where possible) with pedestrian connections. Develop partnerships with private property owners.

2. Formalize permeable overflow angle parking with concrete stops at strategic locations along the west side of Macedo Boulevard.

3. Prohibit parking at all times along interior streets of the District.

7.4.5 Public Realm Improvements

1. Develop a signage/wayfinding plan to unify the corridors within the District. Coordinate with private property owners where needed to identify locations for signage.

2. Promote the District through designing and implementing gateways, banners, street name signs, and wayfinding system (see Figure 7-7). Gateways and wayfinding signs could be located at major entry nodes into the District. Major entry nodes include the following:

Figure 7-7: Public Realm Improvements

(Source: Akers Signs)

(Source: A Bubbling Cauldron)

(Source: Sanford Herald)

(Source: City of Winter Park, FL)

(Source: Aurora Flags and Banners Inc.)

- Bayshore Boulevard and Macedo Boulevard

- Bayshore Boulevard and Lakehurst Drive

- Bayshore Boulevard and Grove Avenue

- Bayshore Boulevard and Whitmore Drive

- Bayshore Boulevard Thornhill Drive

3. **Create decorative intersection treatments at the major entry nodes to unify District corridors. Intersection treatments could integrate the Bayshore Business District Association logo into the design.**

4. **Provide crosswalks across Bayshore Boulevard to connect adjacent residential neighborhoods to the retail uses. In addition to the crosswalks at the entry nodes, other crosswalks and mid-block refuge islands may be considered on neighborhood streets.**

5. **Establish a street lighting district to fund streetlights to unify the District and improve public safety** (see **Figure 7-8**).

   a. The City will coordinate with Florida Power & Light (FPL) and the Bayshore Business District Association in developing a street lighting plan for the District.

   b. The City will send a map showing the boundaries of the proposed lighting area, a letter explaining the type of lighting, an approximate cost, a copy of the proposed street lighting plan, and the petition forms to the Bayshore Business District Association.

   c. The Bayshore Business District Association will circulate the petition among the property owners. The signatures obtained must constitute a majority (more than 50%) of the property owners.

   d. If the City confirms that the petition contains the necessary majority of signatures and all requirements have been met, the District will be scheduled for a public hearing to establish new street lighting district.

   e. The method of collection for funding of this special taxing district for street lighting is by special assessment. The assessment is added to property owner tax bills before the installation of lights. The funds are collected in advance for payment of the lighting bills.
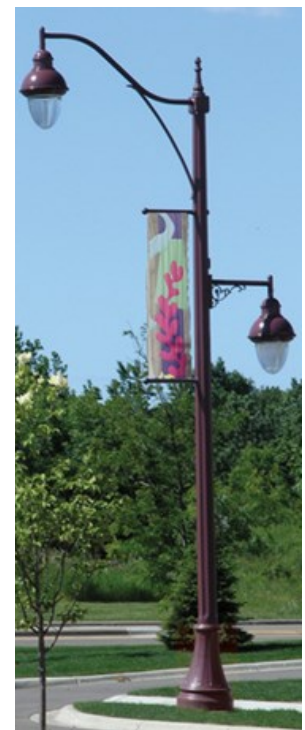
Figure 7-8: Street Lighting Options

(Source: Morrison County Record)

(Source: Greenshine)

(Source: Landscape Communications Inc.)

(Source: Hapco)

7.5 Recommendations for Establishing an Overlay District and Potential Changes to the Land Development Regulations

To implement the public's vision of a functional and orderly business district to accommodate future growth and development, the following recommendations provide a more detailed level of guidance for creating the Bayshore Business Overlay District and making changes to the City's LDR.

7.5.1 Bayshore Business Overlay District

The overlay district establishes stand-alone regulations to resolve special development problems or needs in particular areas of a community, in this case the Bayshore Business District, as addressed in the previous sections. The main goals for the Business District should include the following:

- Promote Business District identity.
- Improve visual appearance and public safety.
- Provide new parking opportunities.
- Enhance property values.
- Promote economic development and redevelopment.

The process for establishing the Bayshore Business Overlay District include the following:

1. **The City will work with the Bayshore Business District Association and/or the PA-3 Advisory Committee to resolve, implement, and monitor the desired outcomes of the District.**

2. **The City will adopt an ordinance for the overlay district. The Overlay District Ordinance should provide the following components:**

- Purpose Statement – Tie the overlay to the goals and objectives of the Comprehensive Plan, cite the public necessity behind the intent, and make a direct connection to protecting the public health, safety, general welfare, and aesthetics.

- District Boundary Delineation – The District boundary should be delineated as simple and understandable as possible. Provide the information in a way the public can understand.

- Special Definitions – Specialized standards likely will require specialized terminology that must be defined.

- Standards for Review and Approval – The reviewing body (Bayshore Business District Association and/or PA-3 Advisory Committee) needs guidance concerning how to determine compliance. If there are no standards for review and approval, an ordinance may be struck down for vagueness or decisions may be overturned as being arbitrary and capricious.

- Appeals Process – The term "hardship" must be carefully prescribed to address unique situations and avoid variances based on convenience rather than peculiar damages. The standing to appeal must be limited to "aggrieved parties" having direct and substantive claims to avoid groundless appeals.

- Resolution of conflicting provisions – If the overlay intends to add new provisions above those existing in the underlying zoning districts, then it will be necessary to prescribe which set of standards takes precedence in case of a conflict.

3. **Administrative Costs** – Most overlay districts require staff to review and process site plan applications. Administrative reviews are faster than full public hearings that require posting signs and preparing newspaper ads and letters. The full cost of the public hearing process includes both the cost of staff to attend public hearings and staff time to review the outcome and process the approvals, denials, and appeals. If a review board reviews each application and holds public meetings, two or more public hearings may be required per application. Multiple reviews and re-applications add still more staff time and effort.

To implement the vision for the Bayshore Business District, the following recommendations provide a more detailed level of guidance for making changed to the City's LDR through the implementation of an overlay.

1. **Amend the LDR to provide for flex space or flex building to allow more business diversity within the District. This could be defined as:**

   > *"Flex" Building – A building designed for occupancy by single or multiple undefined tenants in spaces designed to suit their varied needs including office space, research & development, showroom retail sales, light manufacturing research & development, and small warehouse and distribution uses. The tenants need significant amounts of fully-finished interior space and have employee densities that are higher than the traditional industrial tenant, although the tenant must still have some industrial component, such as warehousing, distribution, assembly, or manufacturing.*

   "Flex" buildings should plan for total parking at a ratio ranging between 3 and 4 spaces per 1,000 s.f.

2. **The site and building design, and signage must comply with the City of Port St. Lucie Design Standards manual in addition to the following requirements (to be further developed):**

   a. Due to the narrow lot configuration limiting the amount of space to accommodate parking, service areas, equipment storage, loading docks, or dumpster areas behind the principal building, the following site layout and screening requirements could be adopted for future redevelopment sites, where feasible.

      i. All parking lots located within the front half of the parcel or in front of the principal structure should only be used for parking of passenger vehicles and should include no more than 50% of the planned parking spaces (see **Figure 7-9**).

      ii. All service areas, equipment storage, loading docks, or dumpster areas should be, to the maximum extent achievable, located in the rear of the lot or behind the principal structure to avoid negative visual, auditory (noise), or physical impact to the residential neighborhoods (see **Figure 7-9**).

Figure 7-9: Location of Service/ Storage Areas
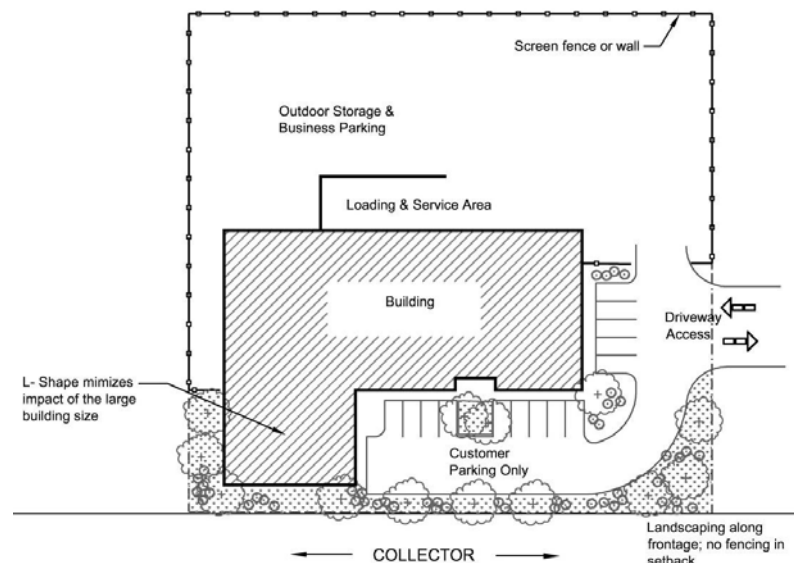
iii. Screening of Equipment and Utilities – Mechanical equipment located on the ground, such as air conditioning and heating units, satellite dishes, irrigation pumps, utilities lift stations and the like should be screened from public view (see **Figure 7-10**).

3. **Potential funding sources/programs to enhance the revitalization of the District.**

   a. Provide private investment grants for improvements to building facades, landscaping, signs, etc., which will require private matching 50/50 contributions.

   b. Apply for the Florida Community Development Block Grant (CDBG) funds to improve economic development and commercial/industrial revitalization of the District.

   c. Promote and provide incentives for "green" industries within the District for non-residential retrofitting/ remodeling and new construction. Such incentives may include: reimbursement of permit and utility impact fees, fast tracking of site plan review, no cost certification, specific to the Florida Green Building Coalition (FGBC) standards, and "Go Green" recognition award.

   d. Provide incentives such as City-funded infrastructure improvements for private properties or by aggregating specially-targeted or adjacent lots with multiple owners to create a single owner.

Figure 7-10: Mechanical Equipment/Utilities

Figure 7-11: Trash Containers

PERFORMANCE MEASURES/ PRIORITIZATION

8.0   PERFORMANCE MEASURES AND PRIORITIZATION

This section of the Plan includes recommendations for performance measures that can be adopted to track plan implementation progress and a prioritization matrix that categories projects and initiatives into short-, medium-, or long-term.

8.1   Performance Measures

Performance measures are metrics that help the community, City staff, and elected officials track plan implementation progress over time. These measures can apply to a number of different areas of implementation, both qualitative and quantitative. Each PAAC is encouraged to develop the appropriate set of performance measures to track plan progress for each Planning Area.

8.1.1   St. Lucie TPO Performance Measures

The St. Lucie TPO recently adopted a series of performance measures to help track the successful implementation of the LRTP. The City should consider coordinating with the TPO to share data for the purposes of some of these measures. This is particularly relevant to this planning effort, as many of the recommendations are related to multimodal transportation. The following measures either have been pulled from the TPO document or are related to transportation and neighborhood planning:

- % of roadways with sidewalks and bike lanes
- % of transit stops with sidewalk access
- Lane feet of sidewalks
- Miles of fixed route transit service
- % of low-income, older adults, and persons with disabilities within ¼ mile of transit route
- Community walkscores
- Number of bicycle riders
- Number of fatalities/serious injuries—car/motorized
- Number of fatalities/serious injuries—bicyclist/pedestrian

8.1.2   Other Potential Performance Measures

Additional performance measures that should be considered to track the implementation of the Plan include the following:

- Attendance at PAAC Meetings
- Attendance at public workshops/forums
- Number of civic/neighborhood associations formed
- Civic/neighborhood association membership
- Number of events hosted by civic/neighborhood
- Grant dollars awarded by the City through its Neighborhood Grant Program
- Number of households in adopted street lighting/sidewalk funding districts

8.1.3 Conclusion

It is important to remember that selecting the appropriate performance measures is a very important step for the City and the PAAC as plan implementation begins. The measures selected should be relevant to the PAAC, and implementation of the plan and data should be readily-available and fairly easy to update and maintain. Measures can be very useful, particularly over the long term, but due to the work involved they often are not maintained. It is recommended that the PAAC and City adopt a mix of the measures listed in the previous sections to address both multimodal improvements and community engagement and capacity building.

Once the appropriate set of measures is selected, the City should publish them on the Neighborhood Planning Division website for easy public access. It is recommended that these measures be updated annually and reported at quarterly meetings of the PAAC.

8.2 Prioritization Matrix

The prioritization matrix on the following pages categorizes each of the major initiatives of the Plan as either short-, mid-, or long-term priorities. This matrix is designed to help build energy and enthusiasm by achieving small victories to increase momentum for implementation. Working with City staff, the PAAC should review and prioritize these priorities every year as they identify a work plan (see **Table 8-1**).

Table 8-1: PA-3 Prioritization Matrix

Activities	Short-Term (Years 1–3)	Mid-Term (Years 4–6)	Long-Term (Years 7+)
Building Identity			
Delineate sub-areas within PA-3	■		
Conduct public survey to identify preferred sub-area names	■		
Formally adopt sub-area names and include in LDR and Comprehensive Plan as appropriate	■		
Complete branding process to identify sub-area logos and wayfinding design	■	■	
Implement Banner Program along primary roadways	■	■	
Implement sub-area gateway signs adjacent to primary intersections	■	■	
Activity Centers			
Adopt Activity Center location and policies in Comprehensive Plan		■	
Implement passive park improvements and sidewalk loop at stormwater pond		■	
Expand plaza space south from Community Center to stormwater pond		■	
Complete sidewalk trail loop around Activity Center		■	
Add public art element near intersection of Port St. Lucie Boulevard and Airoso Boulevard		■	
Close driveway connecting to Port St. Lucie Boulevard and complete passive park adjacent to commercial development SW Corner			■
Enhancing Recreation and Leisure			
Complete Parks and Recreation Master Plan	■		
Conduct Fitness Zone project on Crosstown Parkway	■		
Build Crosstown parking lot	■		
C-24 Canal Multi-Use Path		■	
Crosstown Trailhead	■		
Create grant program to provide technical assistance for community gardens		■	
Open community gardens in PA-3		■	■
Connecting Multimodal Transportation			
Develop performance measures for construction of bicycle/pedestrian facilities and report on them at quarterly PAAC meetings	■		
Update sidewalk prioritization process to include PAAC priorities	■	■	■
Create funding process to allow property owners to fund sidewalks		■	■
Identify locations of potential bus superstops		■	■
Collaborate with St. Lucie County schools to implement superstops		■	■

Table 8-1: PA-3 Prioritization Matrix (cont'd)

Activities	Short Term (Years 1–3)	Mid Term (Years 4–6)	Long Term (Years 7+)
Integrating Arts and Culture			
Identify entry arterials where streetscape improvements are integrated with public art features	■	■	
Create action plan for integrating public art on entry arterials	■	■	
Identify walking streets in PA-3 where public art installations can be integrated	■	■	■
Partner with Treasure Coast Connector to install bus stops and other transit facilities		■	■
Coordinate with civic organizations or local schools to conduct street and/or bench painting projects	■	■	■
Fund design and installation of decorative transformer/signal box wraps		■	
Organize annual temporary art exhibition at Community Center	■	■	■
Develop public art plan to identify locations for installations along existing/future trail network		■	■
Adopt public art requirement for new stormwater ponds		■	
Have PAAC identify locations for neighborhood murals	■	■	■
Identify opportunities for portable street art installations	■	■	■
Coordinate community festivals with local cultural association/club in PA-3	■	■	■
Conduct comprehensive space inventory for cultural uses	■	■	■
Modify LDR to allow for flexible use of vacant space for art/culture activities		■	
Bayshore Business District			
Complete public involvement meeting series to discuss Plan recommendations and adopt vision statement	■		
Construct parking long adjacent to Florida's Turnpike for employee/visitor parking	■		
Design and install gateway features at key intersections	■	■	
Create logo, identity package, and website for the Business District	■		
Collaborate with Business District Association to host open house events to showcase local businesses	■	■	■
Identify modifications to LDR to implement Plan recommendations		■	
Coordinate with Code Compliance Department to increase compliance, particularly related to parking, outdoor storage, landscaping, and building maintenance	■	■	■
Coordinate with Police liaison to complete safety audit and enhance public safety using CPTED design techniques	■	■	■
Formalize permeable overflow/employee parking along west side of Macedo Boulevard	■		
Enforce parking prohibition at all times along interior streets	■	■	■
Develop signage/wayfinding plan to unify corridors in District	■	■	
Implement decorative intersection treatments at major entry nodes	■	■	
Provide crosswalks across Bayshore Boulevard to connect adjacent residential neighborhoods to the retail uses		■	
Establish street lighting district to fund streetlights to improve safety	■	■	■
Identify modifications to LDR and implement zoning overlay district		■	

8.3   CONCLUSION—IMPORTANCE OF COLLABORATION AND COMMITMENT

Successful plan implementation depends on committed staff and community and the availability of resources. The City is committed to the concept of neighborhood planning, but successful implementation will take time and resources. The community will need to continue to be engaged to ensure that the planning process moves forward. As noted in the Action Plan, it also will be essential for community members to become and stay involved with implementation of the Plan. This involvement could include participation in a civic association and/or the Planning Area Advisory Committee. As these organizations are volunteer-based, sustained engagement is required to ensure that they remain engaged and active in the neighborhoods.

This Plan is not static, and it should be revisited and amended regularly. The PAAC will be empowered to make changes to the Plan, working closely with the City to ensure that the goals and realities of both are reflected in the document.