

ATTACHMENT 2

Port St. Lucie City Center Master Plan *Design Review Presentation* *June 2023*



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

Project Objectives

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

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

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

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

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

OUR VISION

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

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



City of Port St. Lucie

**2022 Strategic
Plan Update**

Project Team

- City of Port St. Lucie

CRA & all City Departments

- Treasure Coast Regional Planning Council – Master Plan
- PFM – Financial / Market Analysis
- HVS – Event Center & Hotel Analysis



The Planning History of the City of

Port St. Lucie, FL



Pre-1960s

1960s Subdivision Decade

1970s Zoning Decade

1980s Comprehensive Planning Decade

1990s Water, Sewer, Fire, Design Decade

2000s Boom to Bust and Weather Events Decade

2010s



- 1940 - Alvin Strauss (Hatch) established Hatch Island near the Port of St. Lucie.
- 1942 - Hatch Island named.
- 1943 - The first significant development was the construction of the Port of St. Lucie.
- 1944 - Hatch Island named.
- 1945 - Hatch Island named.
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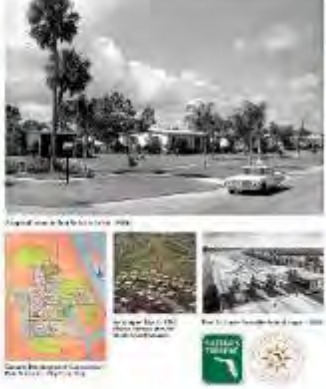
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- 2080 - Hatch Island named.



Historical photographs and maps from the Pre-1960s era, showing early development and land use.



Historical photographs and maps from the 1960s era, showing subdivision and zoning.



Historical photographs and maps from the 1970s era, showing zoning and comprehensive planning.



Historical photographs and maps from the 1980s era, showing comprehensive planning and design.



Historical photographs and maps from the 1990s era, showing water, sewer, fire, and design.

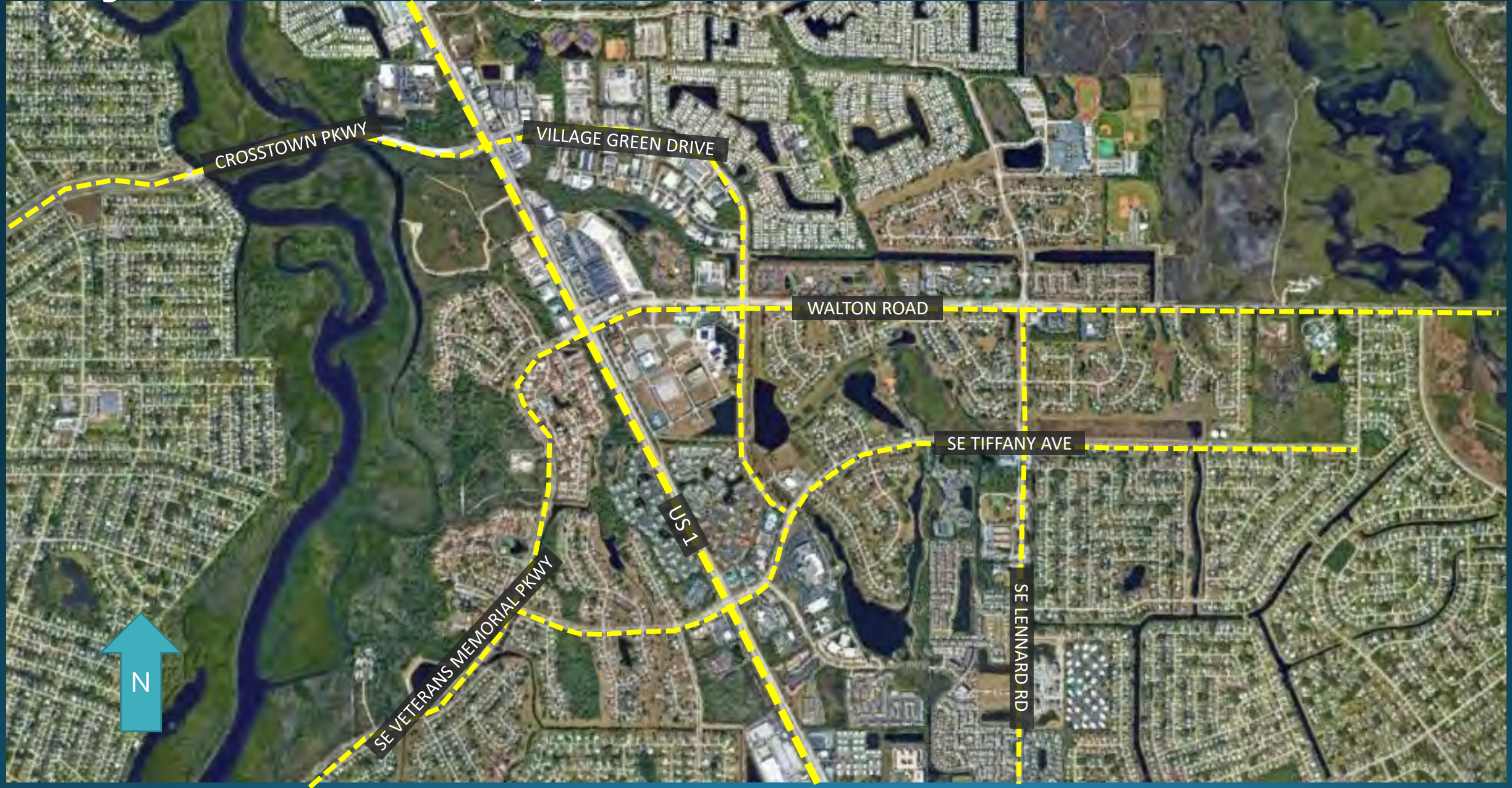


Historical photographs and maps from the 2000s era, showing boom to bust and weather events.



Historical photographs and maps from the 2010s era, showing recent development and land use.

Project Location Map



Project Location Map





A bit of history ...



Original Village Green Plaza (1999)

City of Port St. Lucie, Florida



Conceptual Design of
Town Center at Village Green



Community Redevelopment Plan

(April 2001)

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

EEAW

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

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

entertainment and economic opportunities.

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

City of Port St. Lucie, Florida



Conceptual Design of
Town Center at Village Green



Community Redevelopment Plan

April 2001

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

EDAW



Figure 2-1: CRA Location Map and Boundary

City of Port St. Lucie, Florida



Conceptual Design of
Town Center at Village Green



Community Redevelopment Plan

April 2001

Prepared in conjunction with

The City of Port St. Lucie Planning and Zoning Department

EDAW



Figure 4-1: CRA Master Plan

City of Port St. Lucie, Florida



Conceptual Design of
Town Center at Village Green



Community Redevelopment Plan

April 2001

Prepared in conjunction with

The City of Port St. Lucie Planning and Zoning Department

EDAW



Town Center Concept Sketch (from 2001 CRA Plan)



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



CITY CENTER

LEGEND: PART 81-10011, 11

Submitted:
December 21, 2005

Resubmitted for Planning Board
January 23, 2006

Resubmitted for City Council
May 31, 2006

Proposed Mixed Use Development Thresholds

Residential Multi-Family Units = 932
Retail Commercial = 193,500 square feet
General Office Uses = 393,000 square feet
Condominium Hotel Units = 150 rooms
Civic Center = 750 seats
Restaurants = 15,000 square feet
Police Station = 25,000 square feet
Parks, Open Space & Civic Public Squares
Structured parking = 3,350

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




City Center – Phase 1 Improvements (completed 2008)




Current Market & Feasibility Studies


CITY CENTER MASTER PLAN – PRELIMINARY PROJECT ANALYSIS (Prepared by PFM, Inc., Nov 2022)

	MULTI-FAMILY RESIDENTIAL	392 units (total through 2026) 910 units (total through 2031) 1,919 units (total through 2040)
	RETAIL/RESTAURANT	85,000 to 175,000 SF (total through 2042)
	OFFICE	105,600 SF (through 2040)
	HOTEL	Up to 100-room hotel (timeframe TBD)

MID-FLORIDA EVENT CENTER FEASIBILITY STUDY (Prepared by HVS, Inc., Nov 2022)

	EVENT CENTER	75,000 SF Facility (timeframe TBD) (expanding from current 19,291)
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MID-FLORIDA EVENT CENTER HOTEL – FEASIBILITY STUDY (Prepared by HVS, Inc., April 2023)

	MFEC HOTEL #1	100-room hotel (through 2026, could be up to 150 rooms)
	MFEC HOTEL #2	100-room hotel (beyond 2026, could be up to 150 rooms) (max of 250 total rooms for Hotels 1 & 2)

What is a City Center?

city centre noun

British

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

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

City centre



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

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

https://en.wikipedia.org/wiki/City_centre



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



Abacoa Town Center – Jupiter, FL



CityCentre – Houston, TX



City Center – Port St. Lucie, FL

10 Components of Successful City Centers

Mix of Uses * Walkable * Connected

Public Art * Vibrant Placemaking * Sustainability

Controlled Parking * Gathering Places

Distinctive Architecture * Market Responsive



MIDFLORIDA Credit Union Event Center

This Weekend At
MIDFLORIDA
OFFSHOOT ILLUMINATIONS
EVENT CENTER
PORT ST. LUCIE, FLORIDA

FREE Admission

East Coast
CONSUMER SHOWS

**Port St. Lucie
Home Show**

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

[illegible]

FREE Admission

ART & CRAFT

EXP 

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

Admission: \$9 per day



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

Treasure Coast
Garlic Fest
Mid-Florida Event Center - Port St Lucie
March 5th & 6th
Admission \$5 Free Parking
Kids 12 & under enter Free
Eat, Stink and be Merry!
TreasureCoastGarlicFest.com Delicious Foods & Outdoor Shopping
The Treasure Coast Garlic Fest is a two-day food festival celebrating the wonderfully delicious and bold taste of Garlic

Food, Shopping, Music & Family Fun
*An Outdoor Food Festival
held on the grounds of the*
Mid-Florida Event Center
9221 SE Event Center Pl. Port St. Lucie, FL
Treasure Coast Garlic Fest.com

The COMEDY ZONE

PSL Comedy Nights

Doors Open: 10:00 pm
Showtime: 10:00 pm
TICKETS ON SALE NOW!

PRESENTED BY



FRIDAY, NOV. 18



DEAN RAPOPORT

is featured on the current season of *Comedians in Cars Getting Coffee*. Dean is one of the most talented comedians in the industry today, and he is a stand-up comic who has been performing for over 10 years. He is also a writer and producer, and he has been featured on *Comedians in Cars Getting Coffee*, *Comedians in Cars Getting Coffee*, and *Comedians in Cars Getting Coffee*.



SCHYLER

is a comedian who has been performing for over 10 years. He is a stand-up comic who has been performing for over 10 years. He is also a writer and producer, and he has been featured on *Comedians in Cars Getting Coffee*, *Comedians in Cars Getting Coffee*, and *Comedians in Cars Getting Coffee*.



Port St. Lucie Seafood Festival

"The Premier Seafood Festival on the Treasure Coast"

JANUARY 28TH & 29TH

Advance tickets available at the
MICROPOLIA Event Center Box Office
 and on the web at:

www.PortStLucieSeafoodFestival.com

**FREE PARKING!
 PET FRIENDLY!
 CASH ONLY!**

**PIZZA, SODA, SMOOTHIES,
 CUPCAKES, ICE CREAM,
 BEER AND MORE!**

Port St. Lucie Seafood Festival
 1000 S. US Highway 1, Port St. Lucie, FL 34952
 888-888-8888

JULY 23rd & 24th

**CHRISTMAS
IN JULY**

A FABULOUS
INDOOR
HOLIDAY SHOPPING
EXTRAVAGANZA



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



SMART. SAFE. ENTERTAINMENT.

4 NIGHTS

SIX AMAZING PERFORMANCES

SAT., FEB. 13, 2021



MOLLY HATCHET



THE FABULOUS THUNDERBIRDS



LITTLE RIVER BAND

FRI., MARCH 26 2021

SAT., APRIL 10, 2021



JO DEE MESSINA



TRACY BYRD

Presented by



TICKETS ON SALE NOV. 2 AT 10 A.M.

MIDFLORIDA Event Center Box Office, Online: etix.com,
Charge by Phone: 1-800-514-3849

Outdoors
Live!











9221 SE Event Center Pl., Port St. Lucie, FL 34982







Festivals of all Sizes

OUTDOOR EVENTS	# EVENT DAYS (in/event/out)	SPACE	SQUARE FOOTAGE REQUIRED
PSL Spirit Festival	3		26,146
Christmas in July	5	Plaza, (Lobby, Emerald, Ruby)	26,146
9-11 Memorial Ceremony	1	Plaza	26,146
Public Works Equipment Rodeo	1	Flat Lot	69,263
MFEC Concerts (4x)	12	Village Square & Plaza	88,549
San Juan Festival	2	Village Square & Plaza	88,549
Caribbean Music Festival	2	Village Square & Plaza	88,549
PSL in Lights	2	Village Square & Plaza	88,549
Hot Wheelz Car Show	2	Village Square & Plaza	88,549
PSL Wine, Beer, Spirts Festival	2	Village Square & Plaza	88,549
Treasure Coast Garlic Festival	5	Village Square & Plaza	88,549
Caribbean Food & Music Festival	2	Village Square & Plaza	88,549
Keep PSL Beautiful Clean-Up	1	Village Square & Plaza	88,549
Treasure Coast Pride Festival	2	Village Square & Plaza	88,549
PSL Spring Festival	5	Village Square & Plaza (Lobby, Emerald)	88,549
Haitian Flag Day Festival	2	Village Square & Plaza	88,549
Babe Ruth Ceremonies (2x)	2	Village Square & Plaza	88,549
Treasure Coast Harvest Festival	5	Village Square & Plaza	88,549
Care Net Walk for Life	2	Village Square & Plaza	88,549
Caribbean Gospel Concert	2	Village Square & Plaza	88,549
Rush Soccer Opening Ceremonies	1	Village Square & Plaza	88,549
Boys Girls Clubs Activities	10	Village Square & Plaza	88,549
Summer Rhythm & Blues Festival	2	Village Square & Plaza	88,549
PSL Arts & Craft Expo	5	Flat Lot, Grass Areas	157,770
Treasure Coast Seafood Festival	5	Streets, Waterview Lot, Village Square, Grass Lots, Plaza	267,244
Treasure Coast Strawberry Festival	5	Streets, Waterview Lot, Village Square, Grass Lots, Plaza	267,244
TOTAL EVENT DAYS	88		

Recreation Center



A Year of Public Input ...



54 Stakeholder Interviews



4 Focus Groups

14 Individual Interviews



4 Staff Planning Sessions



Public Workshop #1

80+ Participants

Some of What We Heard ...

I don't know where "Downtown Port St. Lucie" is – we need to create it

People want more fun things to do on the weekends

The east side of the City should get more attention

We get one chance to do this right - do something special here

I love PSL, but we need a destination for all walks of life

The recreation center is important and appreciated on the east side of the City

Lots of millennials moving to PSL who need things to do

The site needs housing to support other uses

City Center should generate revenue for the City

Some of What We Heard ...

Lots of large special events today, but development means some may need to move

The city needs places for public art – both to create and experience

The site needs development!

Don't forget about recreation – it's important to the City

Fix the parking! Too far to walk from parking in the rain and sun

Rear of Event Center is a missed opportunity – improve the view of City Center

Amphitheater doesn't work well -- needs “back of house” and has “sunset conflicts”

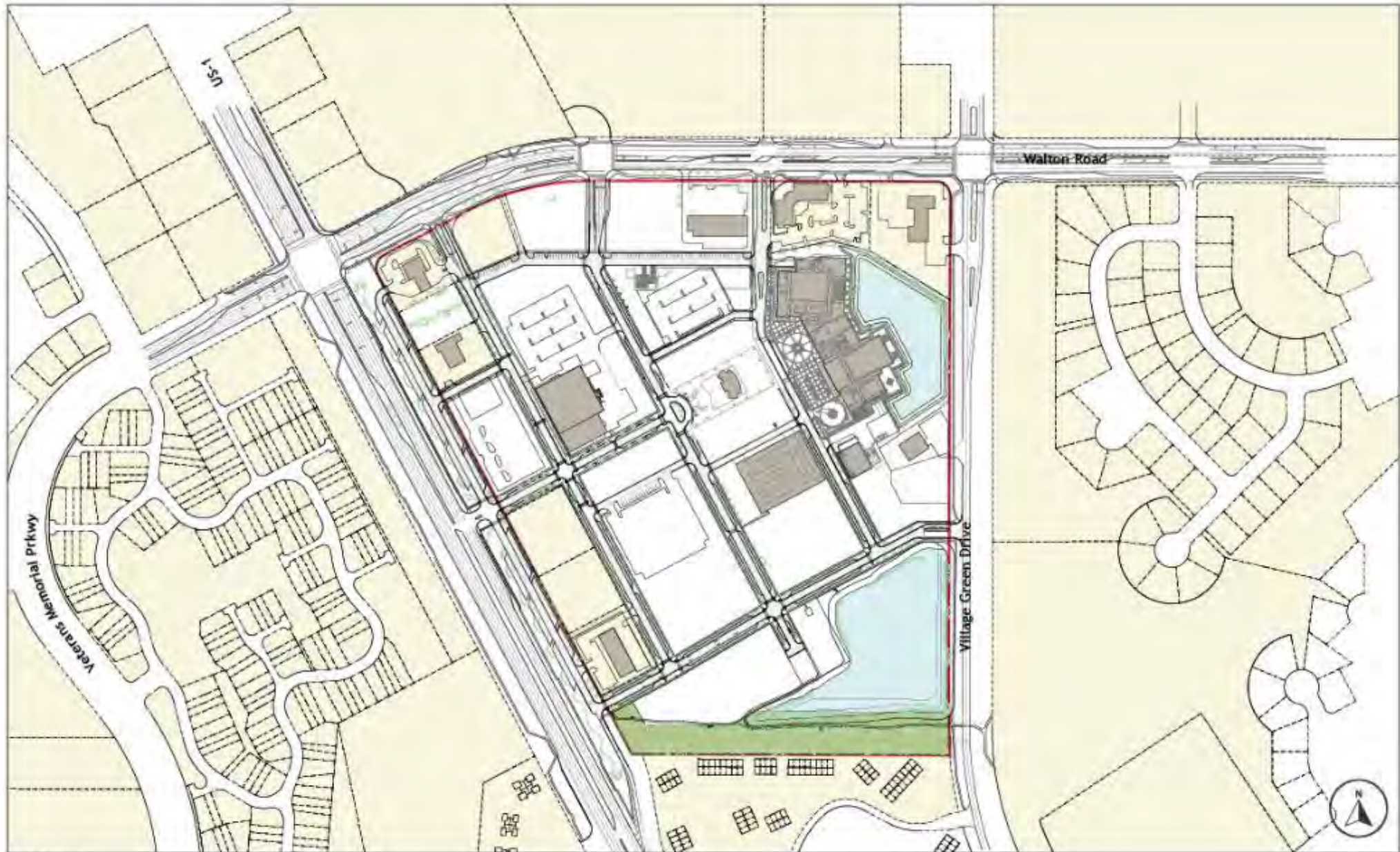
Lobby has conflicts – basketball shorts vs. ballgowns; relocate the entrance or facility





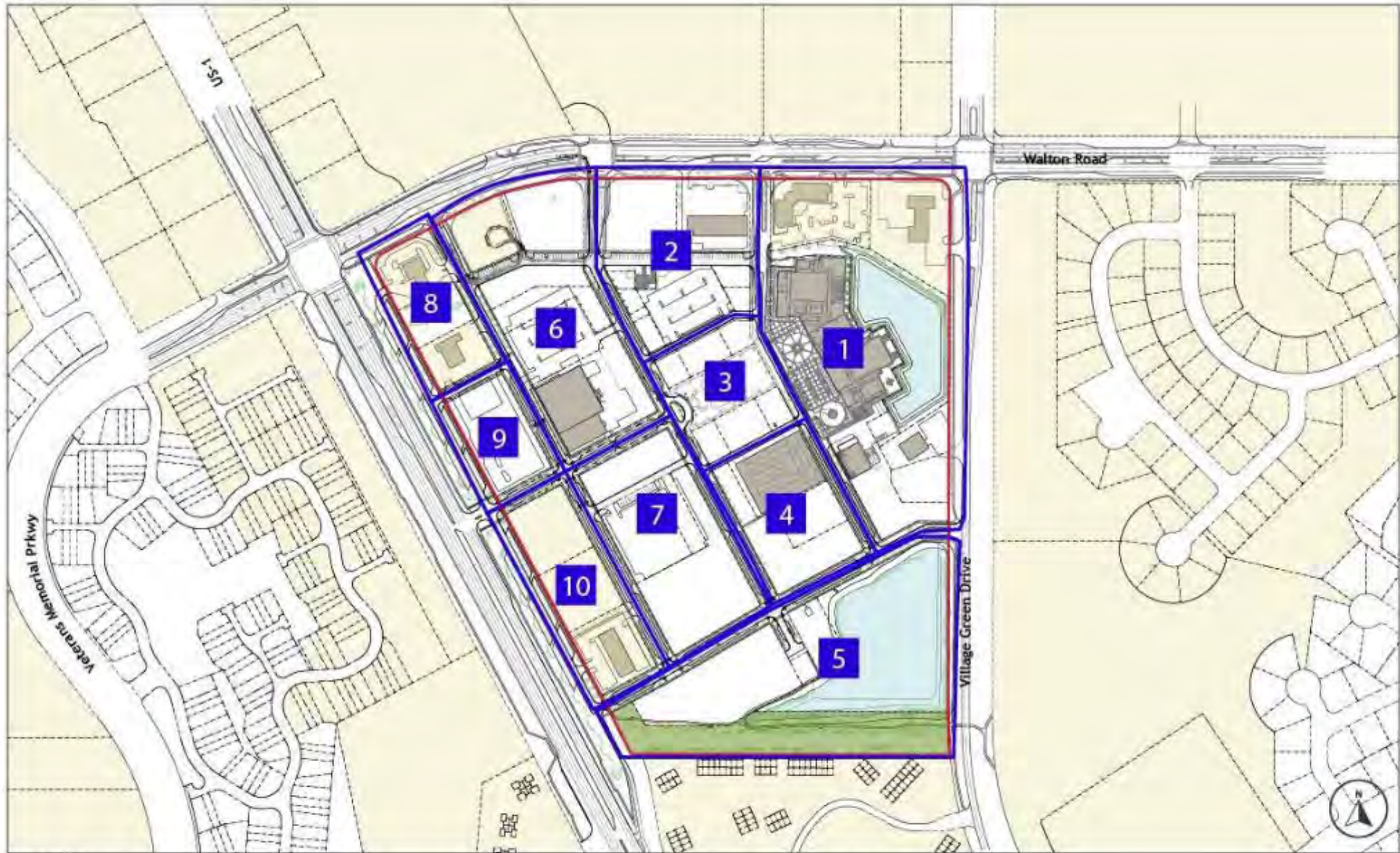
SCALE 1" = 300'

Port St. Lucie City Center
Existing Conditions



SCALE 1" = 300'

Port St. Lucie City Center
Existing Conditions



SCALE 1" = 300'

Port St. Lucie City Center
Existing Conditions





Event Center Expansion Evaluation



★ Hotel Location Evaluation

RP Funding Center Lakeland, FL



60,753 SF



127 ROOMS (6 stories)



126 ROOMS (6 stories)



★ Amphitheater Location Evaluation

Amphitheater Evaluation



Wellington (seats 1,500)



Caloosa Sound – Fort Myers (seats 3,000)



The Amp – Pompano Beach (seats 2,600 + 7,400 lawn)

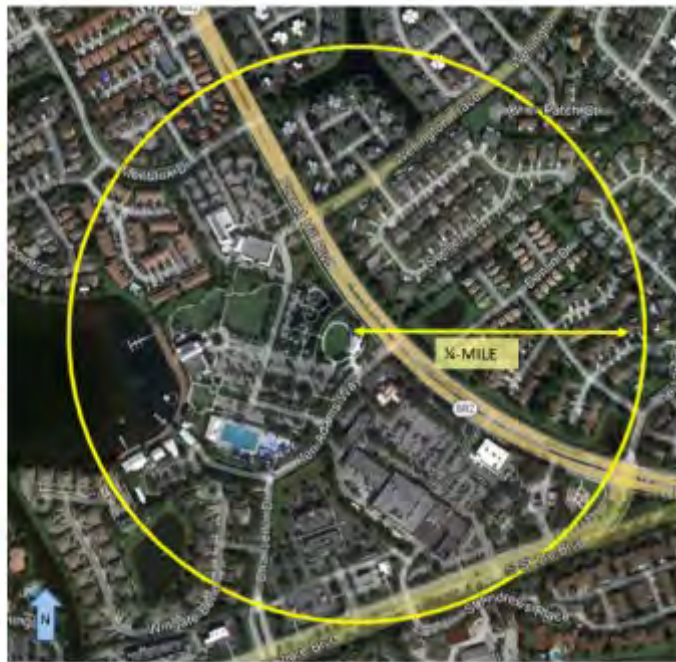


St. Augustine (seats 4,700)

Wellington Amphitheater (Wellington, FL)



SEATING: 1,500 capacity, open air
CONTEXT: In municipal campus, commercial to south, SF residential across Forest Hill Blvd.



The Amp (Pompano Beach, FL)



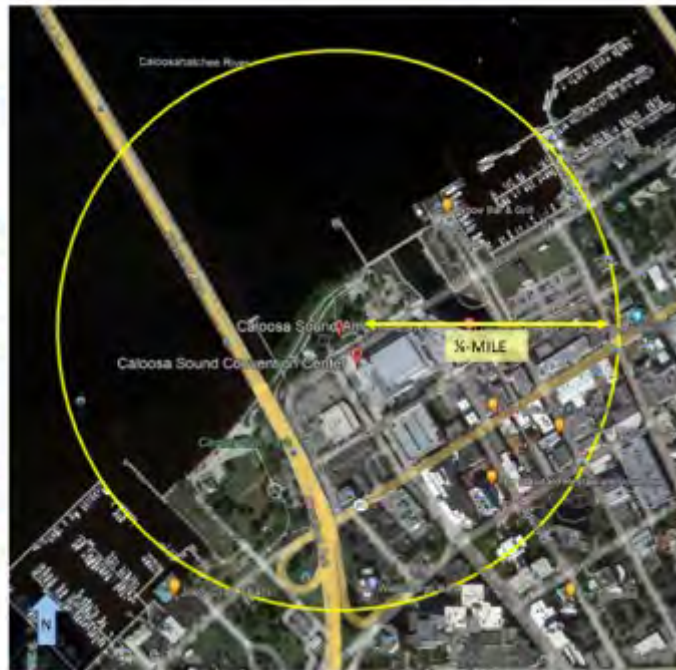
SEATING: 2,600 fixed seats, up to 10K with lawn seating
CONTEXT: In a regional park, south of the airport, SF residential & apartments to the south



Caloosa Sound Amphitheater (Fort Myers, FL)



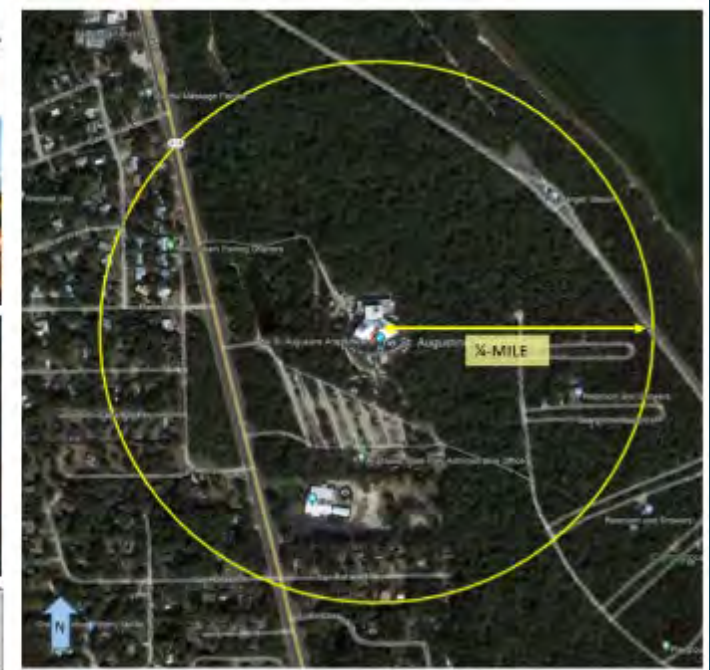
SEATING: No fixed seats; 2600-3000 open air seats
CONTEXT: In a waterfront public park, adjacent to Caloosa Sound Convention Center, public parking garage within one block, urban redevelopment district



The St. Augustine Amphitheater (St. Augustine, FL)



SEATING: 4,500 fixed seats, additional with lawn seating
CONTEXT: In Anastasia State Park, no adjacent uses, Elks Lodge to south, SF residential west across A1A

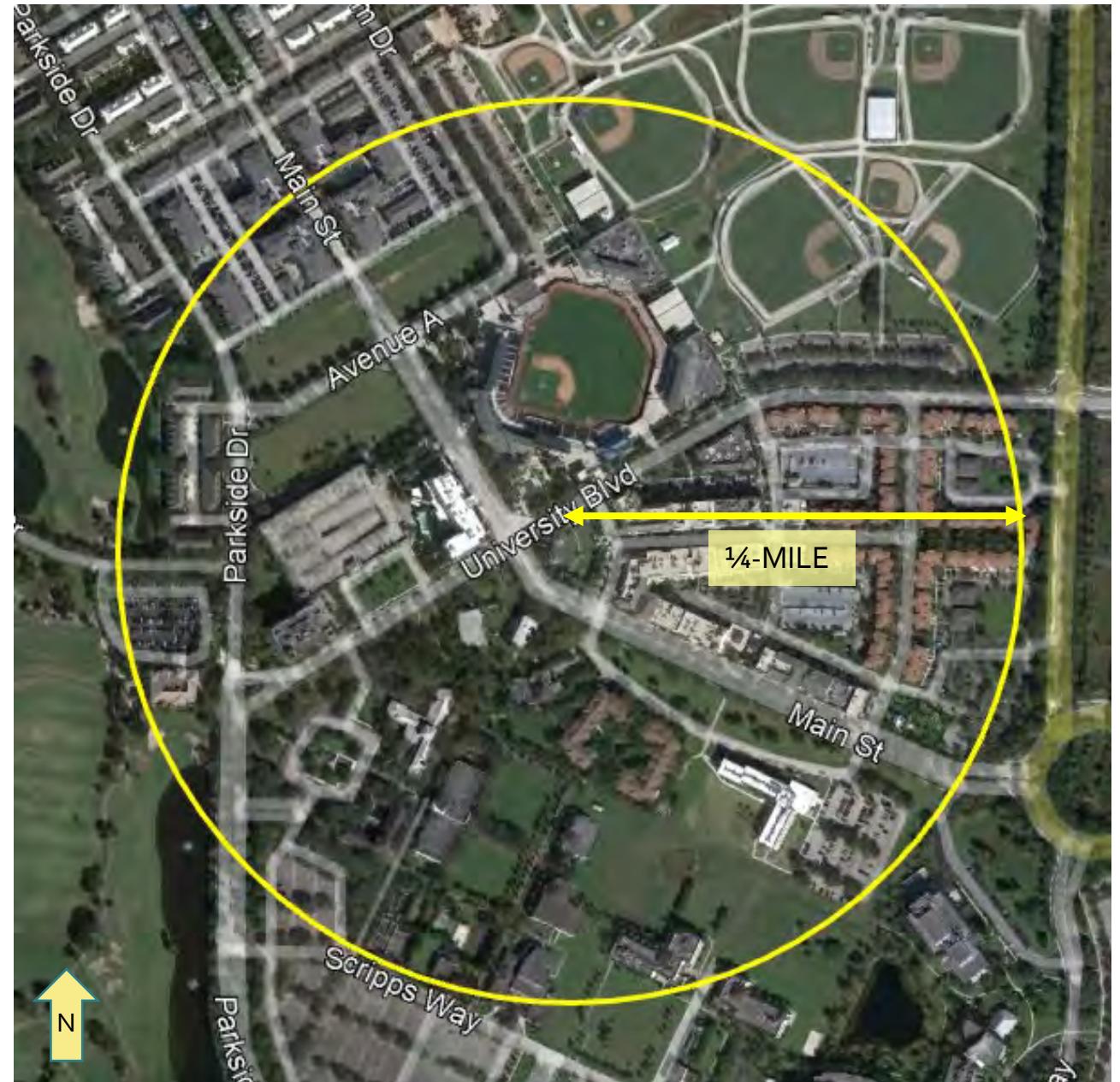


Abacoa Amphitheater (Jupiter, FL)



SEATING: open-air, seats 2,400 for ticketed events;
includes lawn seating

CONTEXT: In Abacoa Town Center (mixed-use, 4-5
stories); adjacent ballfields & FAU campus



Gathering Spaces



Abacoa Town Center – Jupiter, FL

Flexible Programming

Gathering Spaces



Celebration Pointe – Gainesville, FL

Activity & Energy

Gathering Spaces



Midtown Tampa – Tampa, FL

Eyes on the Street (and on the Space)

Gathering Spaces

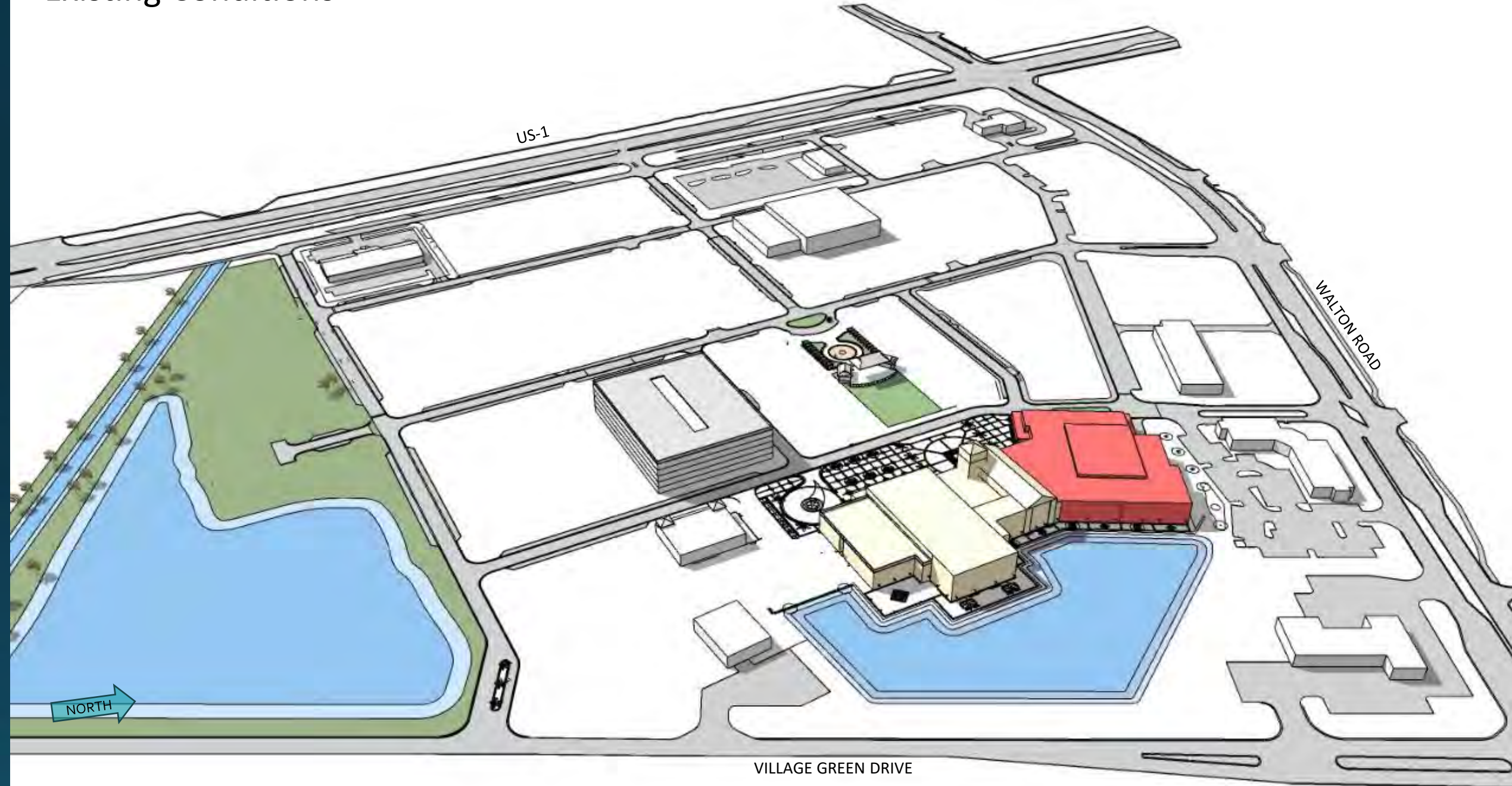


Clematis Street – West Palm Beach, FL
“Clematis Gone Curbless”

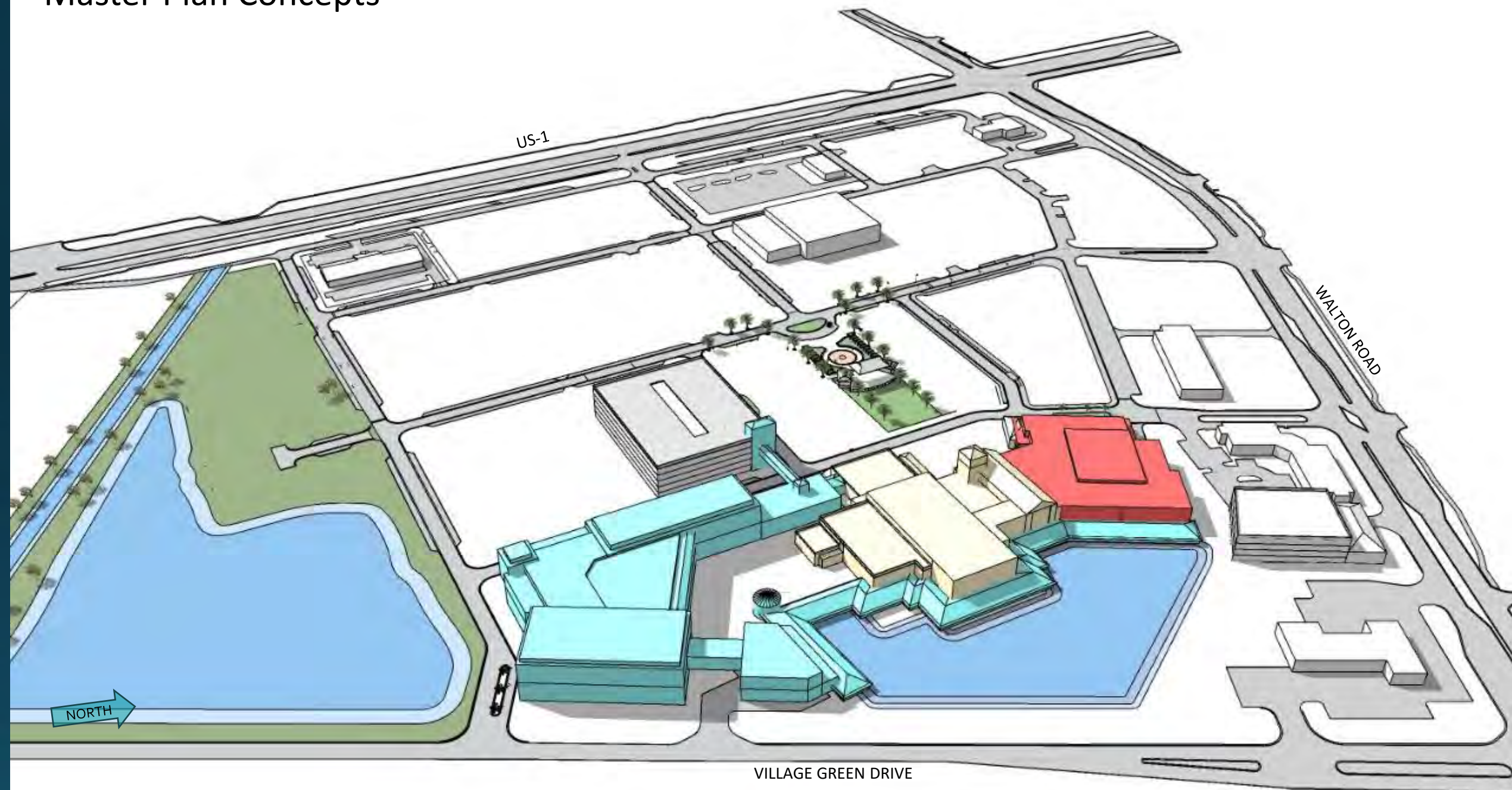
*Street by Day,
Festival Space by Night (or Weekend)*



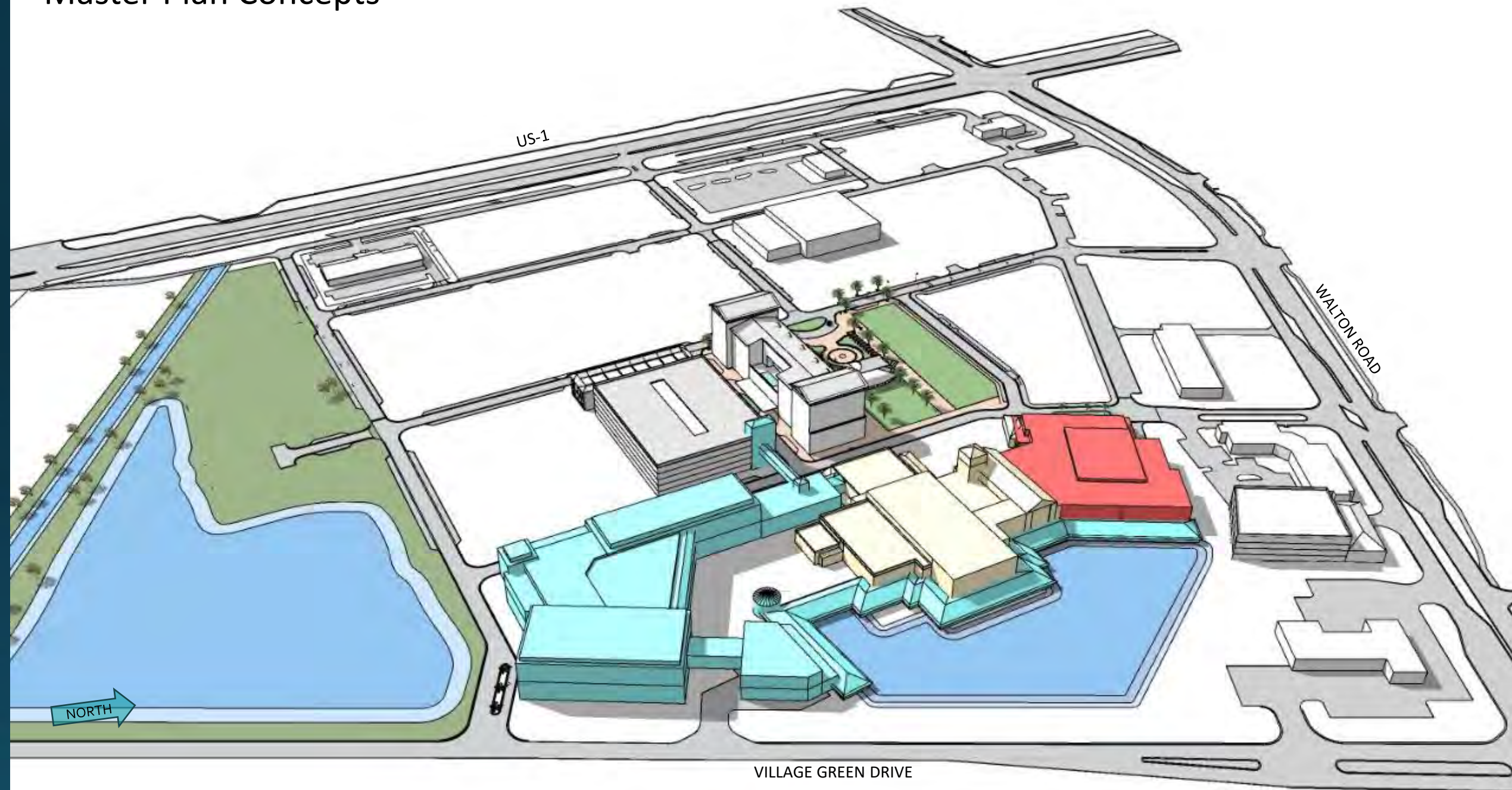
Existing Conditions



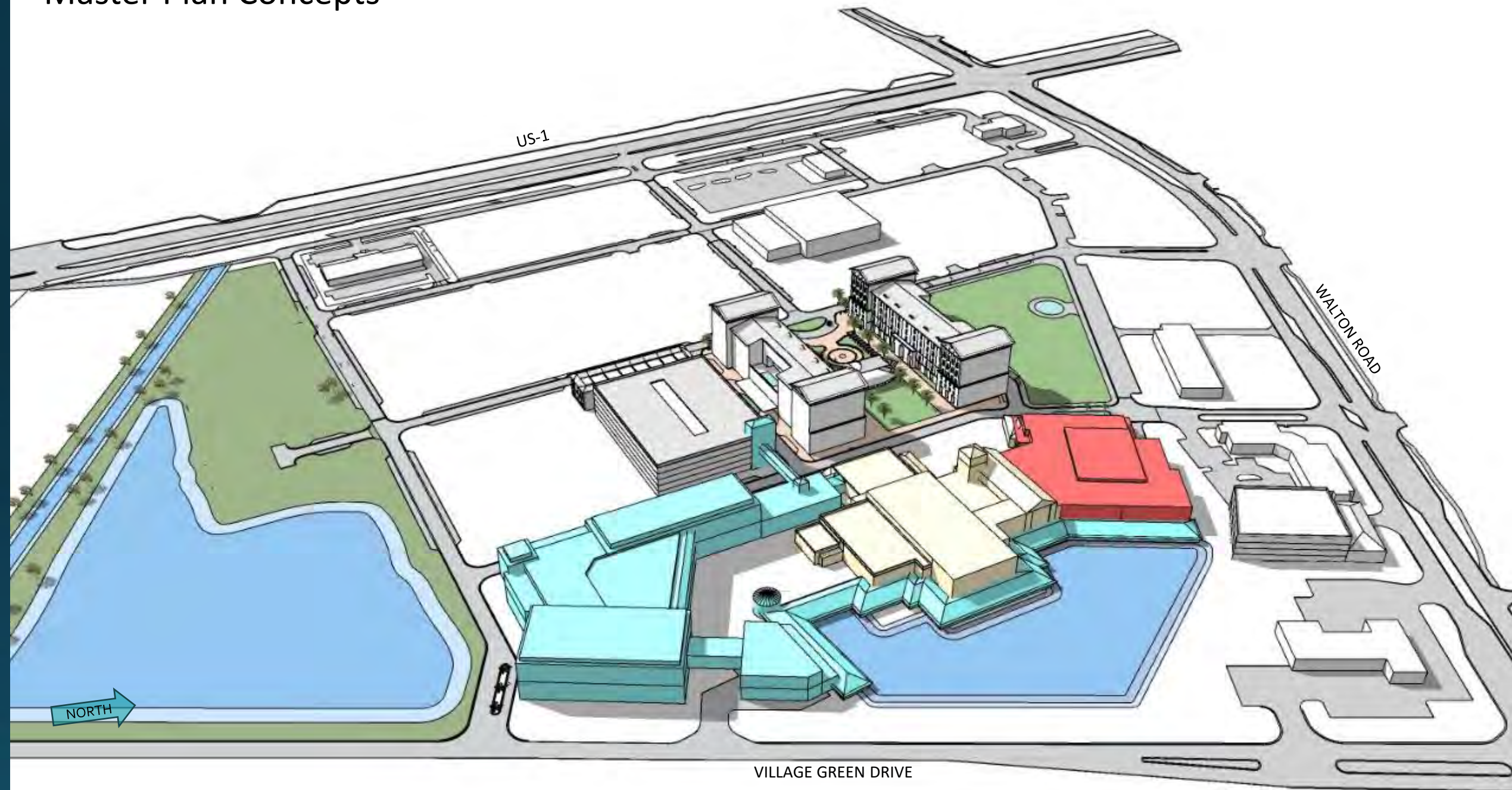
Master Plan Concepts



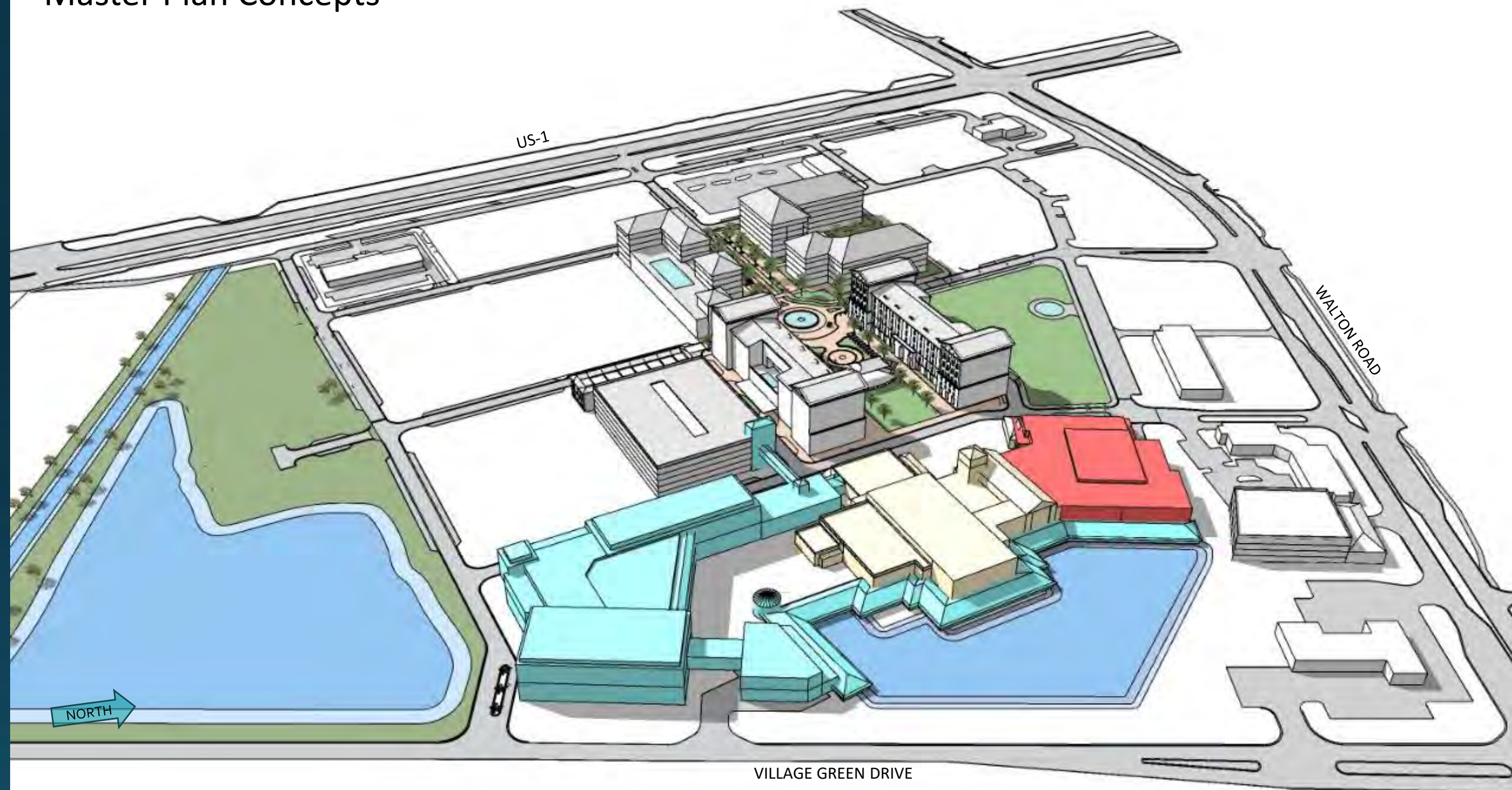
Master Plan Concepts



Master Plan Concepts



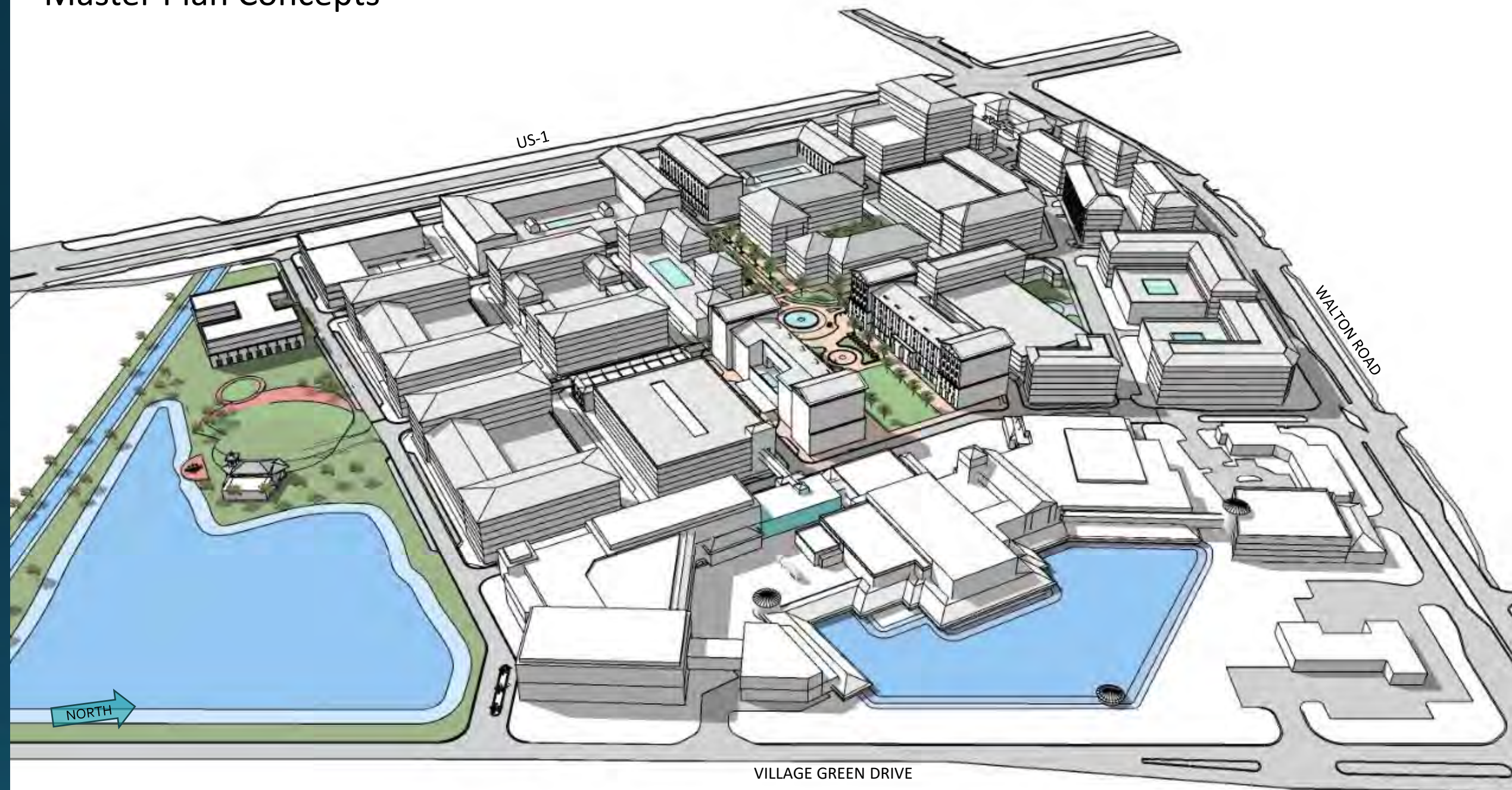
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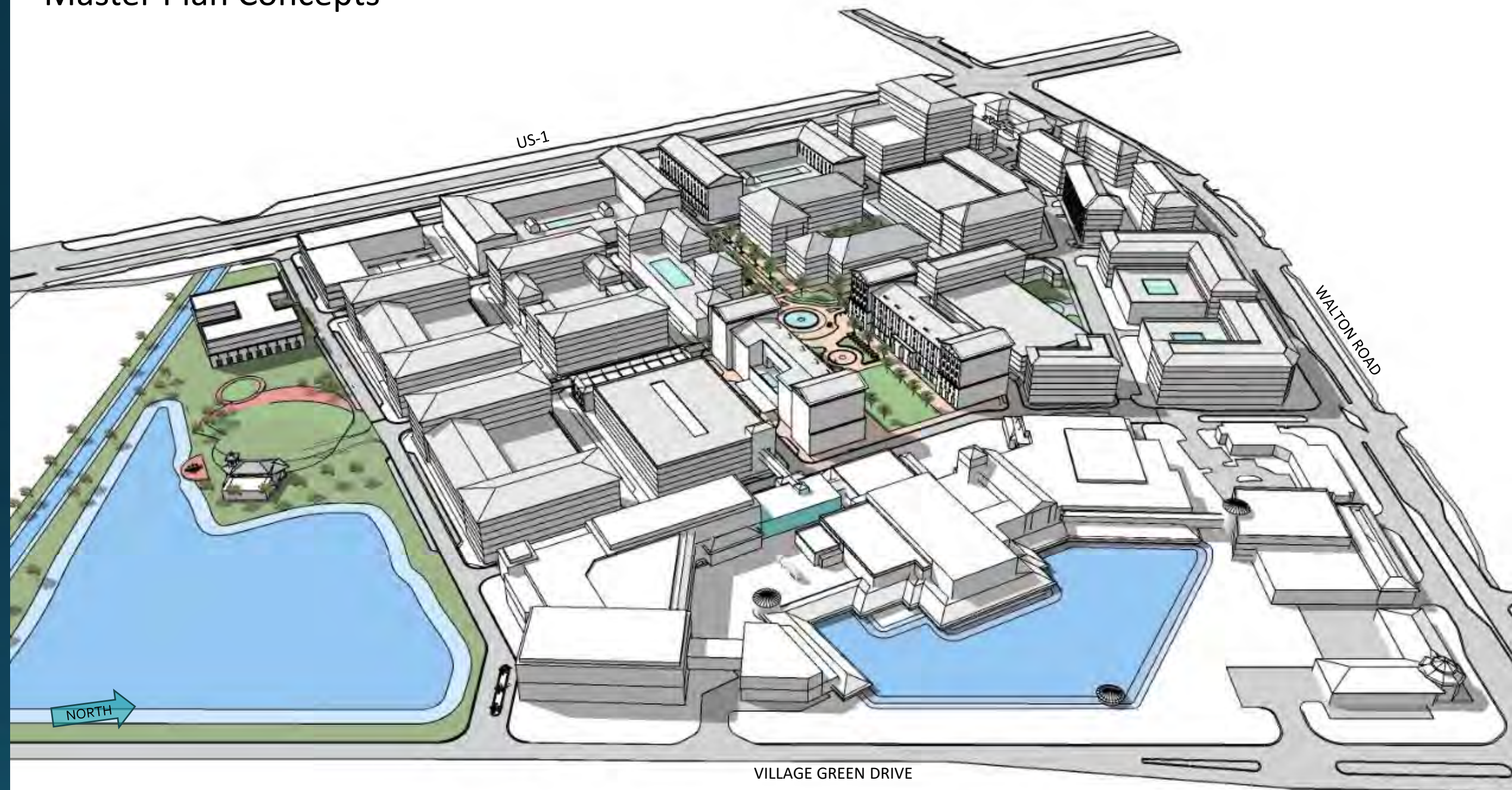
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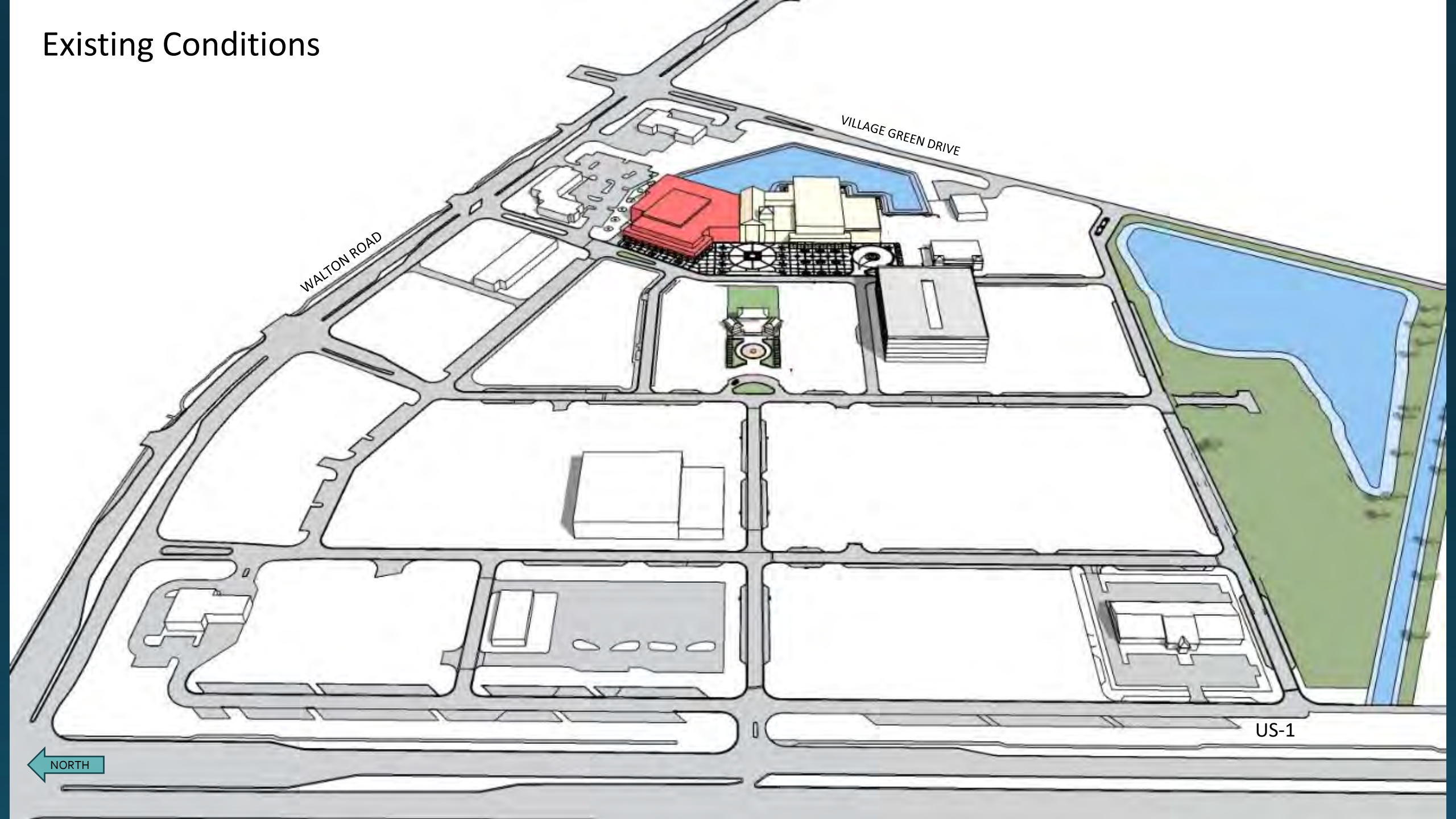
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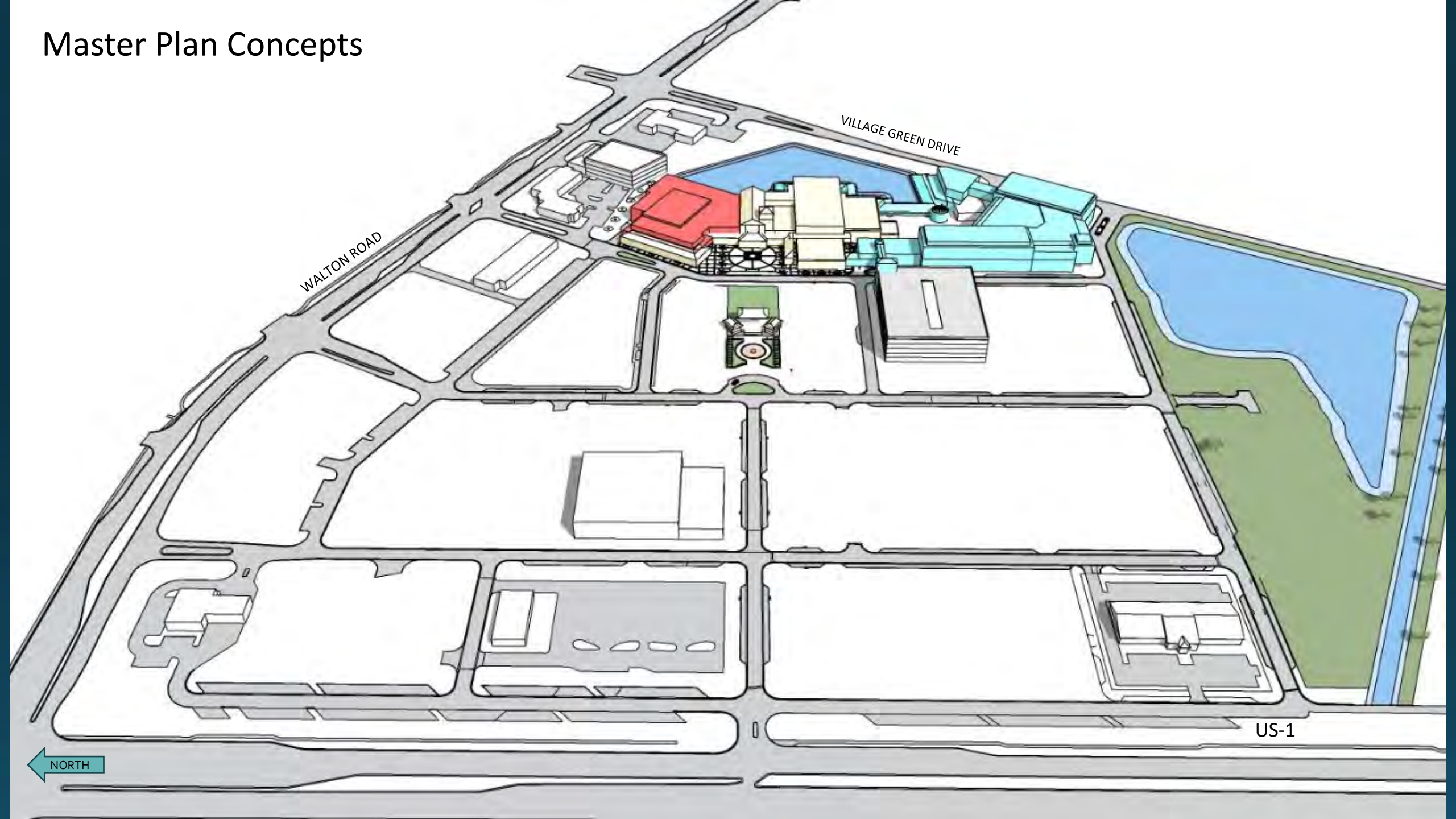
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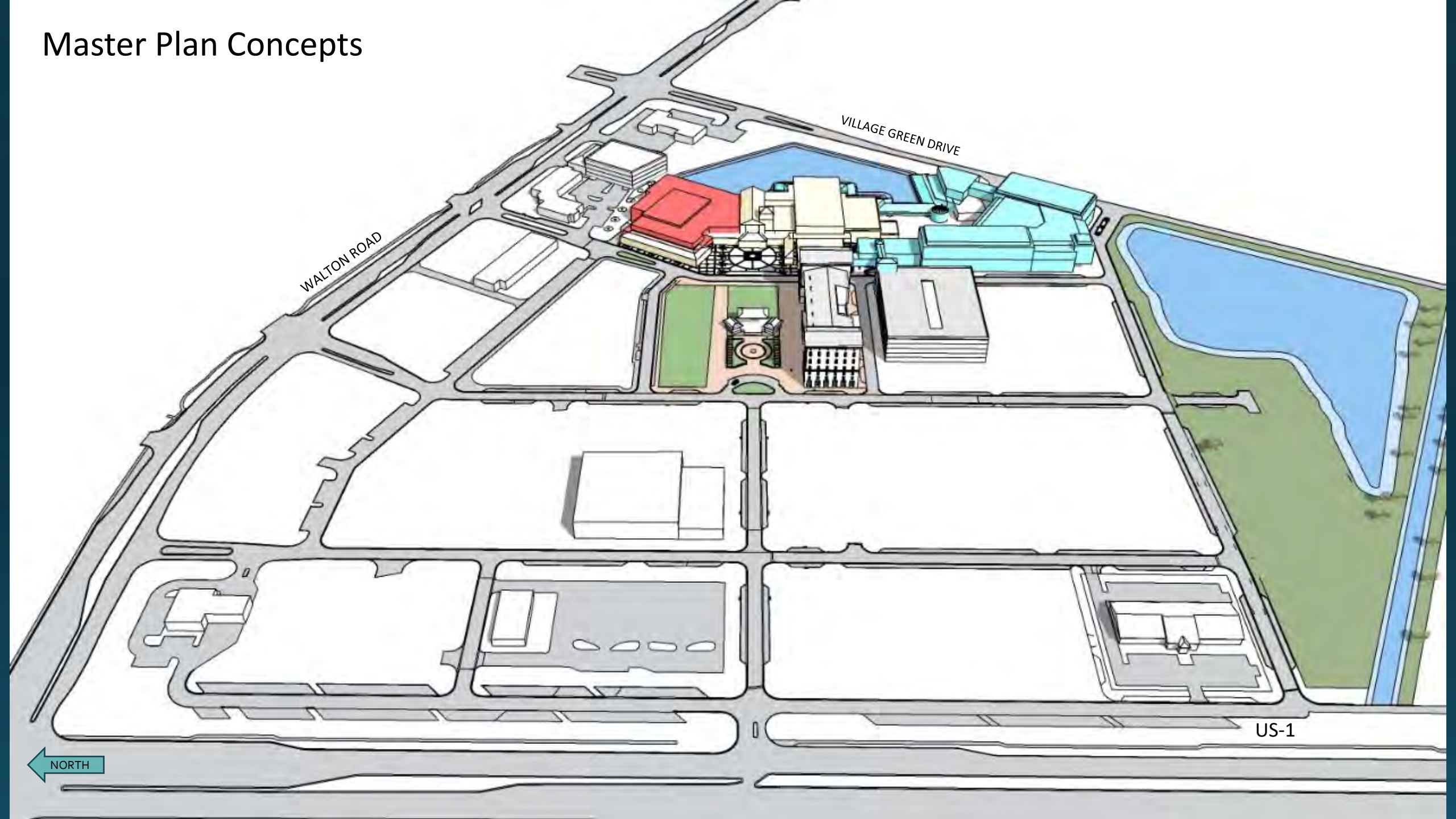
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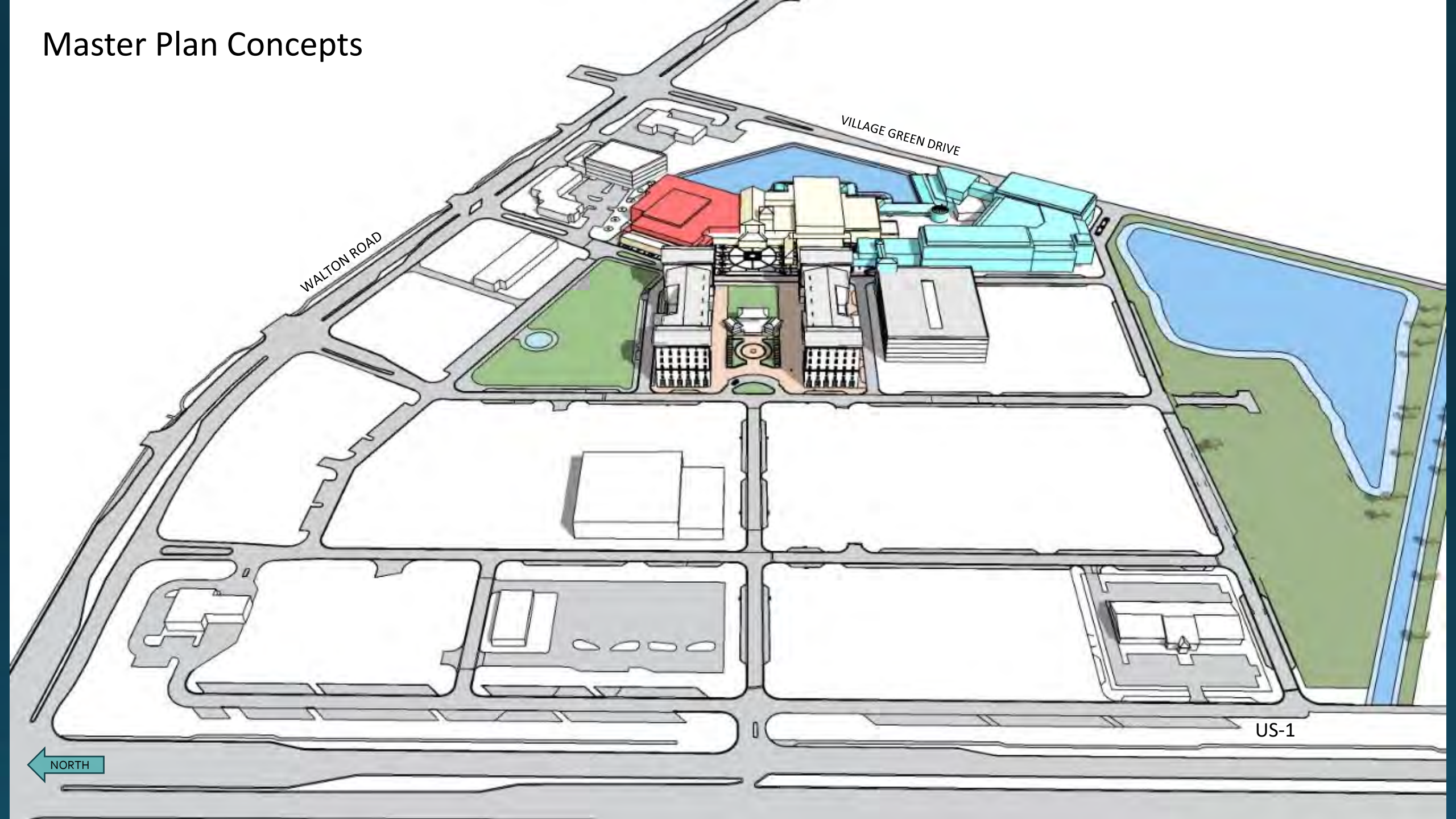
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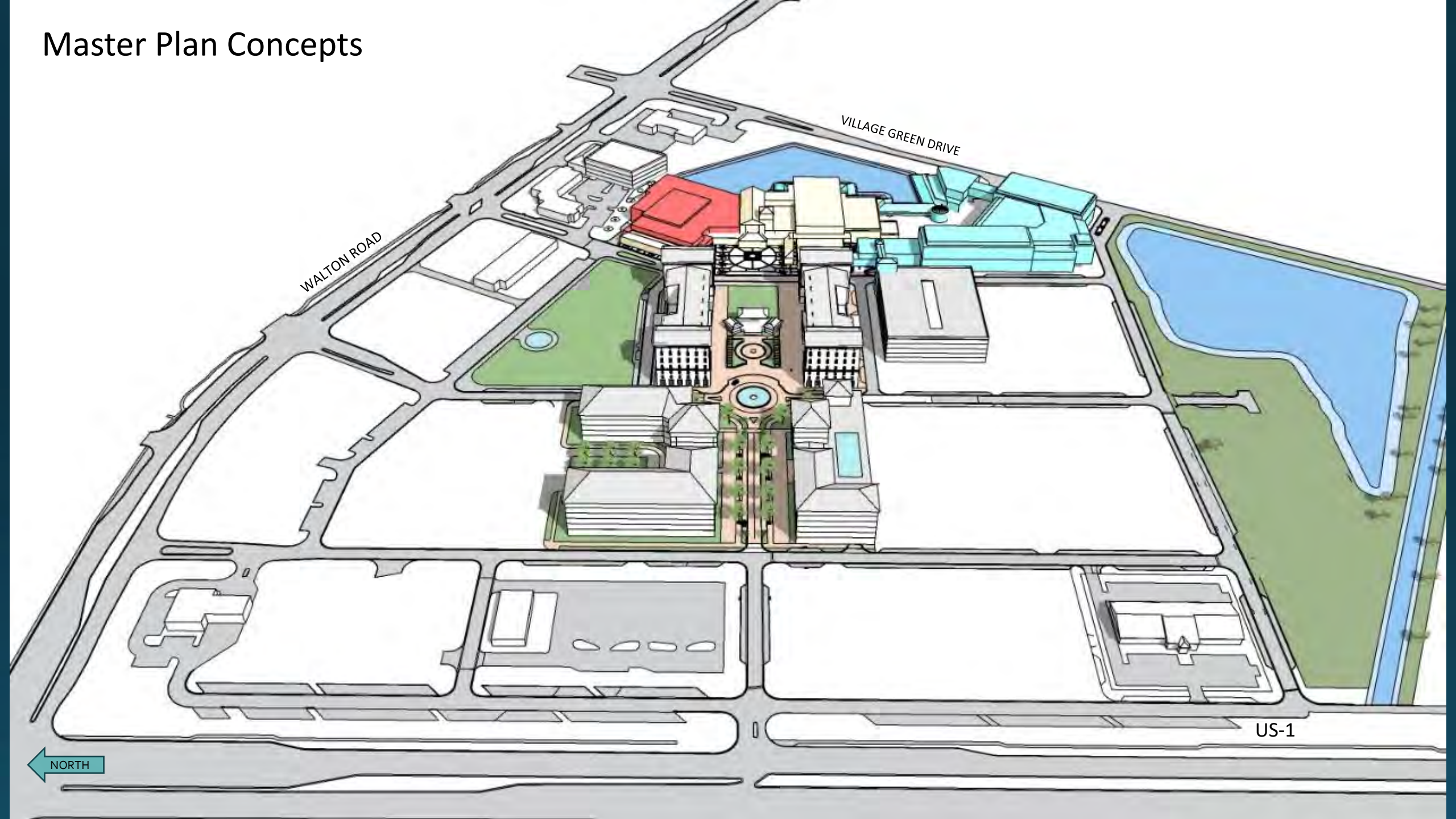
Master Plan Concepts



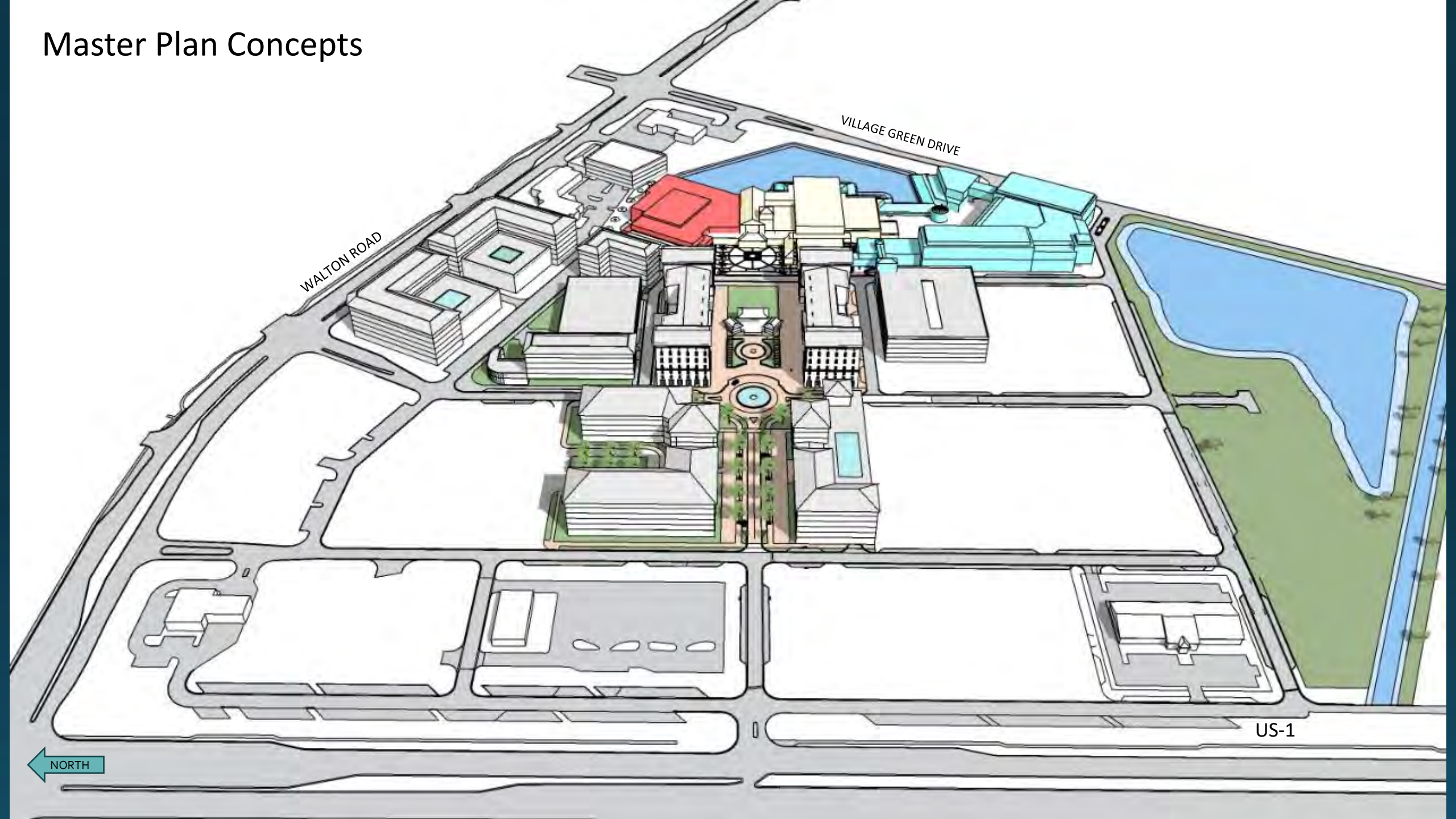
Master Plan Concepts



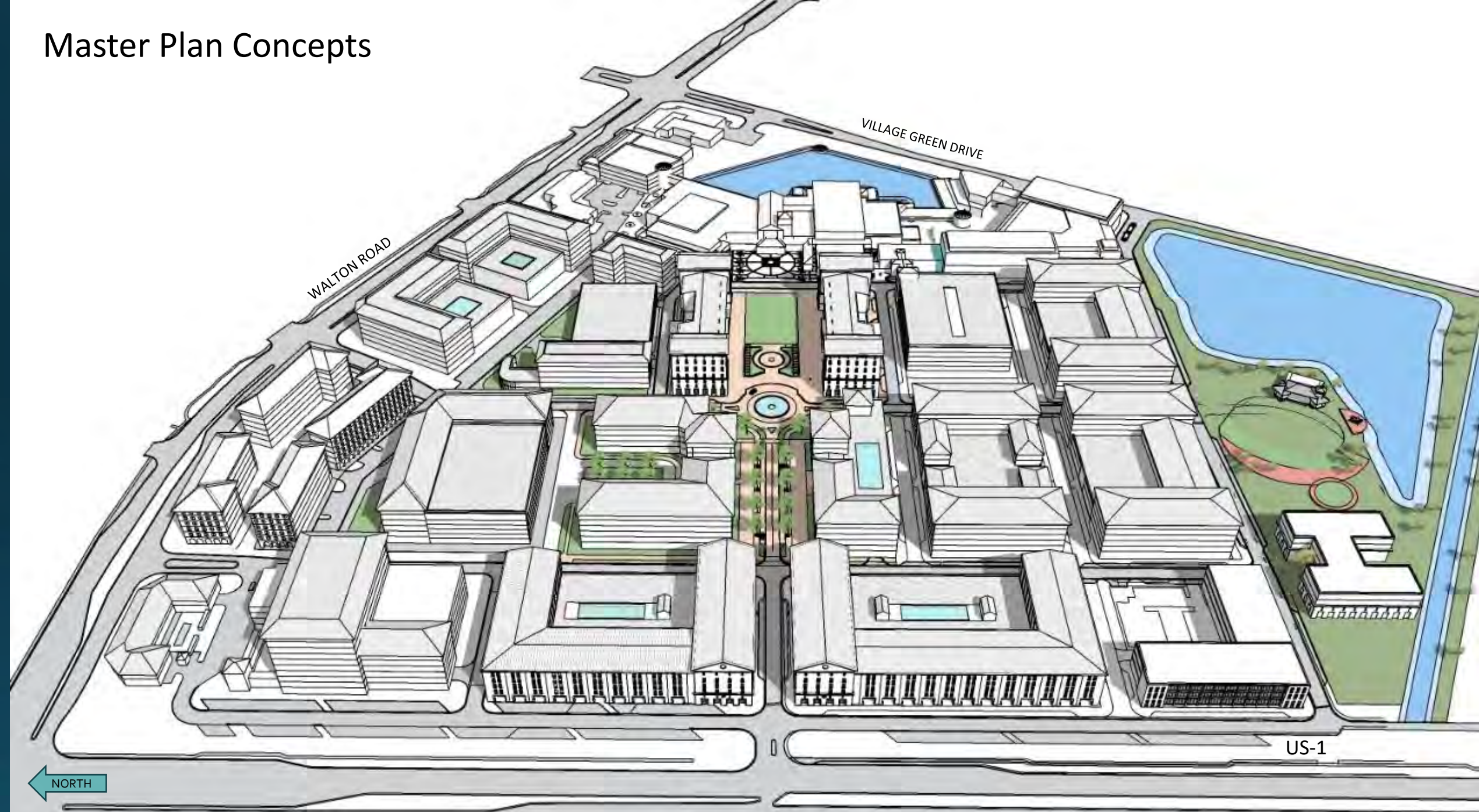
Master Plan Concepts



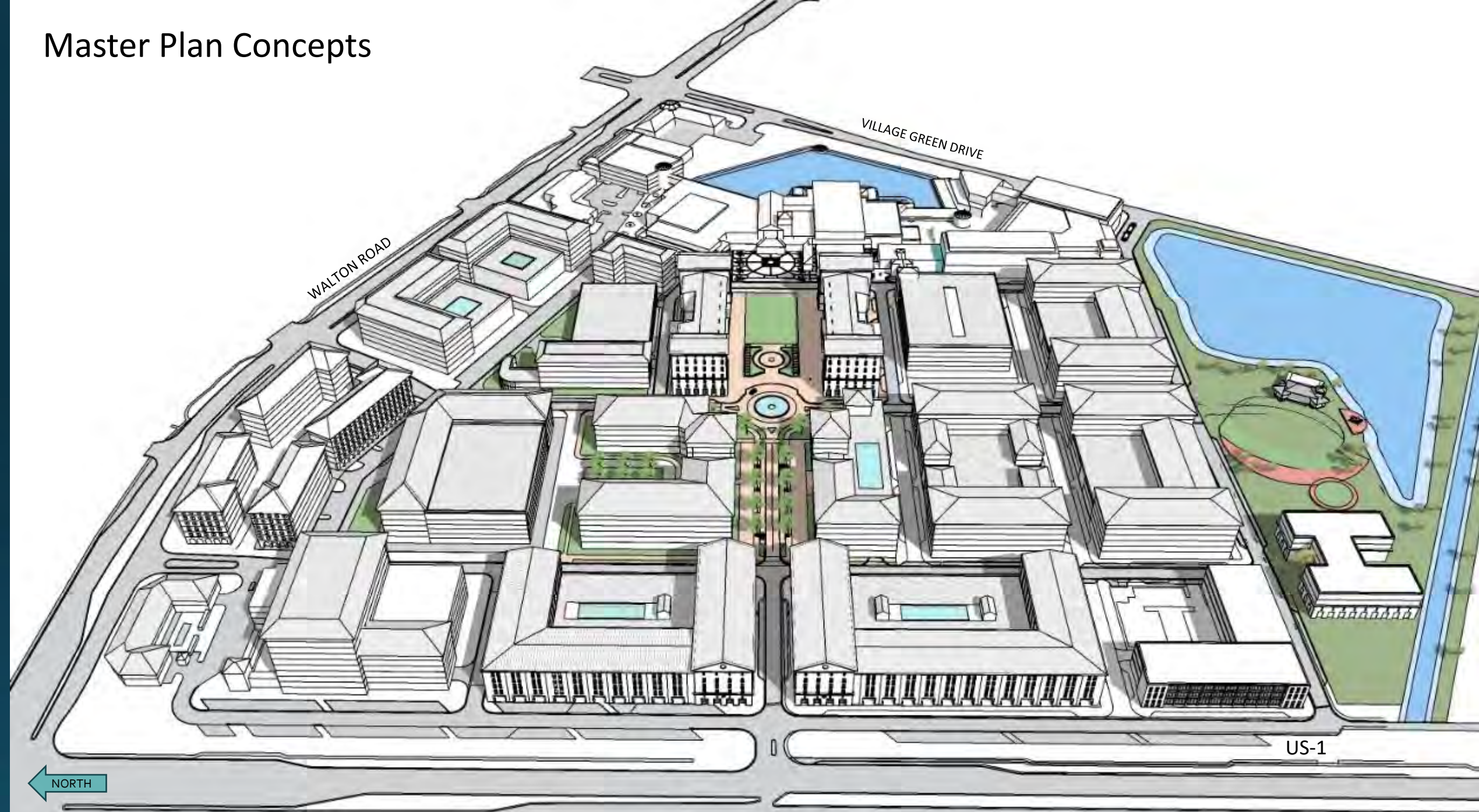
Master Plan Concepts



Master Plan Concepts



Master Plan Concepts



Walkable Blocks



Looking West

Flexible Spaces



Looking West

Reimagined Village Green



Looking East

Village Green – with Village Uses



Looking East

Sense of Place



Looking West

Courtyards & Plazas



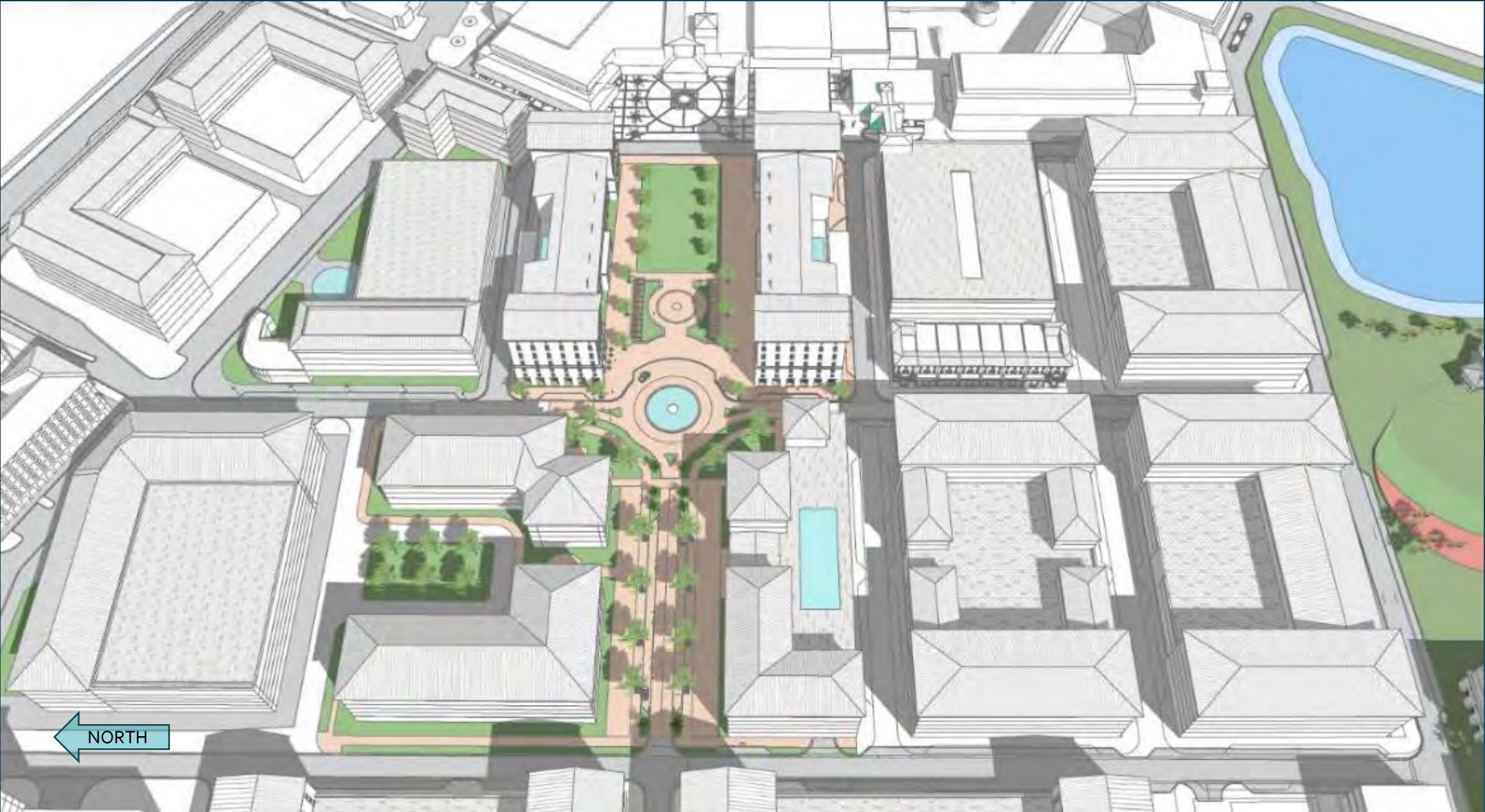
Redefined First Impression



US-1

Looking East

A New Gathering Space




City Center Reimagined





Discussion ...
What Do You Think?



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

Conference Center

Concerts
& Events

Hotel

Government &
Public Services

Recreation

Retail, Shopping
& Dining

General &
Medical Office

Entertainment

Residential



**What kinds of events & festivals
should programmed at City Center?**



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

Public Discussion Notes

- If the Rec Center moves will it be the same size?
- What about parking?
- Who is responsible for the architecture and design of specific buildings/blocks?
- Additional residents/users will probably create additional demand for the Rec Center, so it needs to be sized properly.
- How do we incent smaller infill retailers versus larger franchises?
- What are the types of events that the city is not accommodating today that requires the need for a 75,000 sf event center? What type of infrastructure is needed to support the event center expansion?
- Why are we trying to attract people from outside of PSL to the event center?

Discussion Notes

- How about a theater/Performing Arts Center program that might attract Broadway-type shows, concerts, and potentially a movie theater as well?
- What hotel-types/"flags" are we considering?
- What is the timeline for the master plan to happen?
- IS the ice rink an option within the master plan?
- Is there the potential for residential ownership/condo or will the new units all be rentals (either owned by the city or others)?
- **POST PRESENTATION QUESTIONS/COMMENTS**
 - There should be more green space/open space
 - How can trails be incorporated into the site?

Discussion Notes

- What happens next? When is a shovel going into the ground?
- Will need child care
- Is the existing governmental office (Tax Collector) staying?
- Will the economists be analyzing the delta between const. cost/revenues between 4 and 6 story buildings?
- Will the Event Center become 4 or 6 story buildings? What about medical uses?
- Community art spaces and community-oriented uses are mostly desired
- Consider more proximity parking locations to the center
- We desperately need districts with multi-uses and places to go

Next Steps

DUE DILIGENCE	<i>COMPLETE</i>
STAKEHOLDER INTERVIEWS & FOCUS GROUPS	<i>COMPLETE</i>
WORKSHOP 1	<i>COMPLETE</i>
OVERALL MARKET STUDY EVENT CENTER FEASIBILITY STUDY HOTEL FEASIBILITY STUDY	<i>COMPLETE</i>
DEVELOP DESIGN CONCEPTS	<i>UNDERWAY</i>
<i>WORKSHOP 2</i>	<i>JUNE 20, 2023</i>
<i>EVALUATE FINANCIAL FEASIBILITY</i>	<i>3RD QUARTER 2023</i>
<i>FINDINGS & RECOMMENDATIONS</i>	<i>3RD QUARTER 2023</i>

For More Information

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Key word: City Center