

Port St. Lucie City Center Master Plan

Programming & Design Update

August 2023



Presented by Kim DeLaney, Ph.D.
Treasure Coast Regional Planning Council
In collaboration with PFM and HVS



Project Objectives

Understand the City Center Market
Demographics & Demand

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

Gain Feedback from the Public about the
Form and Type of Development Opportunities ~
Needs, Concerns & Desires

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

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

Project Location Map

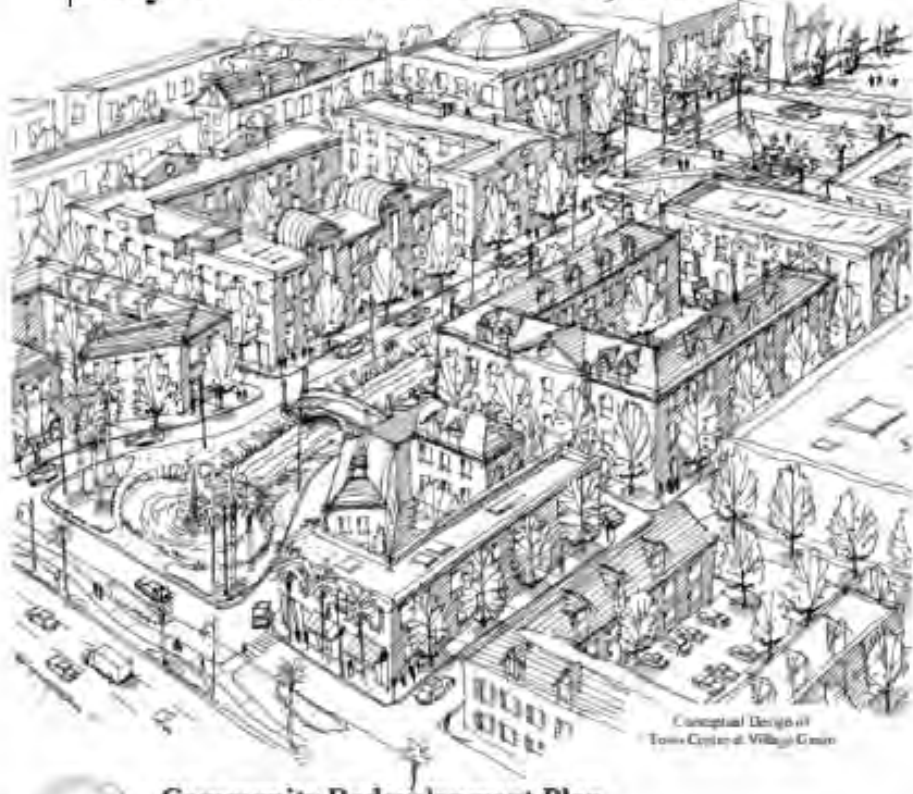


SUBJECT BLOCK

Total Block Size = 69 acres
City Ownership = 40 acres



City of Port St. Lucie, Florida



Community Redevelopment Plan

April 2001
Prepared in conjunction with
The City of Port St. Lucie Planning and Zoning Department

EEAW



Original Village Green Plaza (1999)

*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 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)



CITY CENTER
LEGEND: PART NO. 10510-1E

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
LEGEND: PART NO. 10010-1E

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

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)
---	---------------------	--

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?



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



Abacoa Town Center – Jupiter, FL



CityCentre – Houston, TX



City Center – Port St. Lucie, FL



MIDFLORIDA Credit Union Event Center

A Sampling of Events ...

This Weekend At

MIDFLORIDA
OFFSHORE
EVENT CENTER

PORT ST. LUCIE, FLORIDA

FREE Admission

ART & CRAFT EXPO

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

FREE Admission

East Coast CONSUMER SHOWS

Port St. Lucie Home Show

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

Admission: \$9 per day

FLORIDA GUN EXPO

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

2022 FREEDOMFEST
Monday, July 4
4-10 p.m.

FREE ADMISSION
MIDFLORIDA Event Center,
9221 SE Event Center Pl.

Activities begin at 4 p.m. with live entertainment, craft vendors and more. Food and refreshments available for purchase. Festival begins at 6 p.m. (weather permitting). Parking and valet service.

LIVE MUSIC / FIREWORKS
FOOD TRUCKS / CRAFT VENDORS

www.portstlucie.com (727) 515-3211

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

FRIDAY, NOV. 18

DEAN NAPOLITANO
is described as the crown prince of comedy in the Port St. Lucie area. He has performed at the Comedy Zone for over 10 years and is a regular on the local radio station. Dean is a stand-up comedian and a writer. He has performed at the Comedy Zone for over 10 years.

BOBMY LEE
is a stand-up comic, actor, and writer. He has performed at the Comedy Zone for over 10 years and is a regular on the local radio station. Bobmy is a stand-up comedian and a writer. He has performed at the Comedy Zone for over 10 years.

Doors Open 7:00 pm
Showtime 8:00 pm
TICKETS ON SALE NOW!

PRESENTED BY
Budweiser

Port St. Lucie Seafood Festival
"The Premier Seafood Festival on the Treasure Coast"

JANUARY 28TH & 29TH

Advance tickets available at the MIDFLORIDA Event Center Box Office and on the web at:
www.PortStLucieSeafoodFestival.com

FREE PARKING
FOR TRUCKS
& BUSES

FROM 9 AM - 5 PM
COMPLIMENTARY
DRINKS AND SNACKS
will be available at the
festival site at no cost.

JULY 23rd & 24th

CHRISTMAS IN JULY

A FABULOUS INDOOR HOLIDAY SHOPPING EXTRAVAGANZA

Port St. Lucie

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

4 NIGHTS SIX AMAZING PERFORMANCES

#Show GOES ON
SMART. SAFE. ENTERTAINMENT.

FOGHAT SAT., JAN. 16, 2021

MOLLY HATCHET SAT., FEB. 13, 2021

THE FABULOUS THUNDERBIRDS

LITTLE RIVER BAND FRI., MARCH 26, 2021

JO DEE MESSINA SAT., APRIL 10, 2021

TRACY BYRD

Presented by
MIDFLORIDA
Your community credit union

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

Outdoors Live!

MIDFLORIDA EVENT CENTER
9221 SE Event Center Pl., Port St. Lucie, FL 34952

WE ♥ LUCIE
ESTABLISHED 1984

BABE **Corona** **BUD LIGHT**







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

OUTDOOR EVENTS	# EVENT DAYS (in/event/out)	SPACE	SQUARE FOOTAGE REQUIRED
PSL Arts & Craft Expo	5	Flat Lot, Grass Areas	157,770
<i>International Festival (September)</i>	3	Village Square & Grass Lawn	185,185
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
<i>Freedomfest (July)</i>	3	Village Square, Grass Lawns & Open Fields	272,359
<i>Fall Fun Fest (October)</i>	4	Village Square, Grass Lawns & Parking Lot	355,833
<i>St. Patricks Day Festival (March)</i>	3	Village Square, Parking Lots, Grass Lawns & Open Fields	979,561
<i>Festival of Lights (December)</i>	3	Village Square, Parking Lots, Grass Lawns & Open Fields	979,561
TOTAL EVENT DAYS	104		



Recreation Center



A Year of Public Input ...



✓ 54 Stakeholder Interviews
4 Focus Groups
14 Individual Interviews

✓ 6 Staff Planning Sessions

✓ Public Workshop #1
80+ Participants

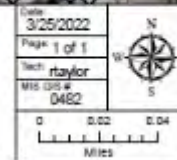
✓ Public Workshop #2
60+ Participants







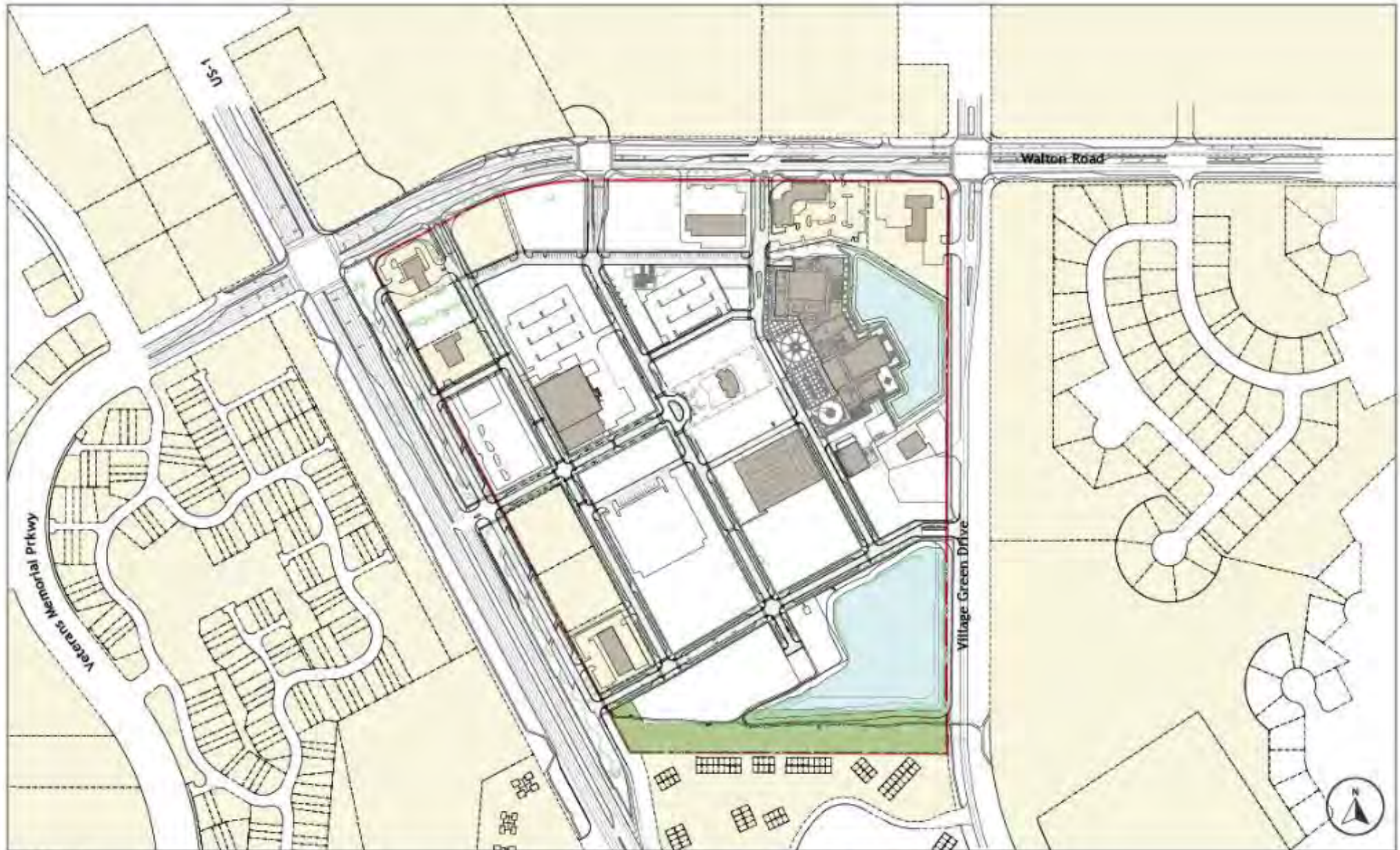
CITY CENTER PARCELS – CURRENT STATUS





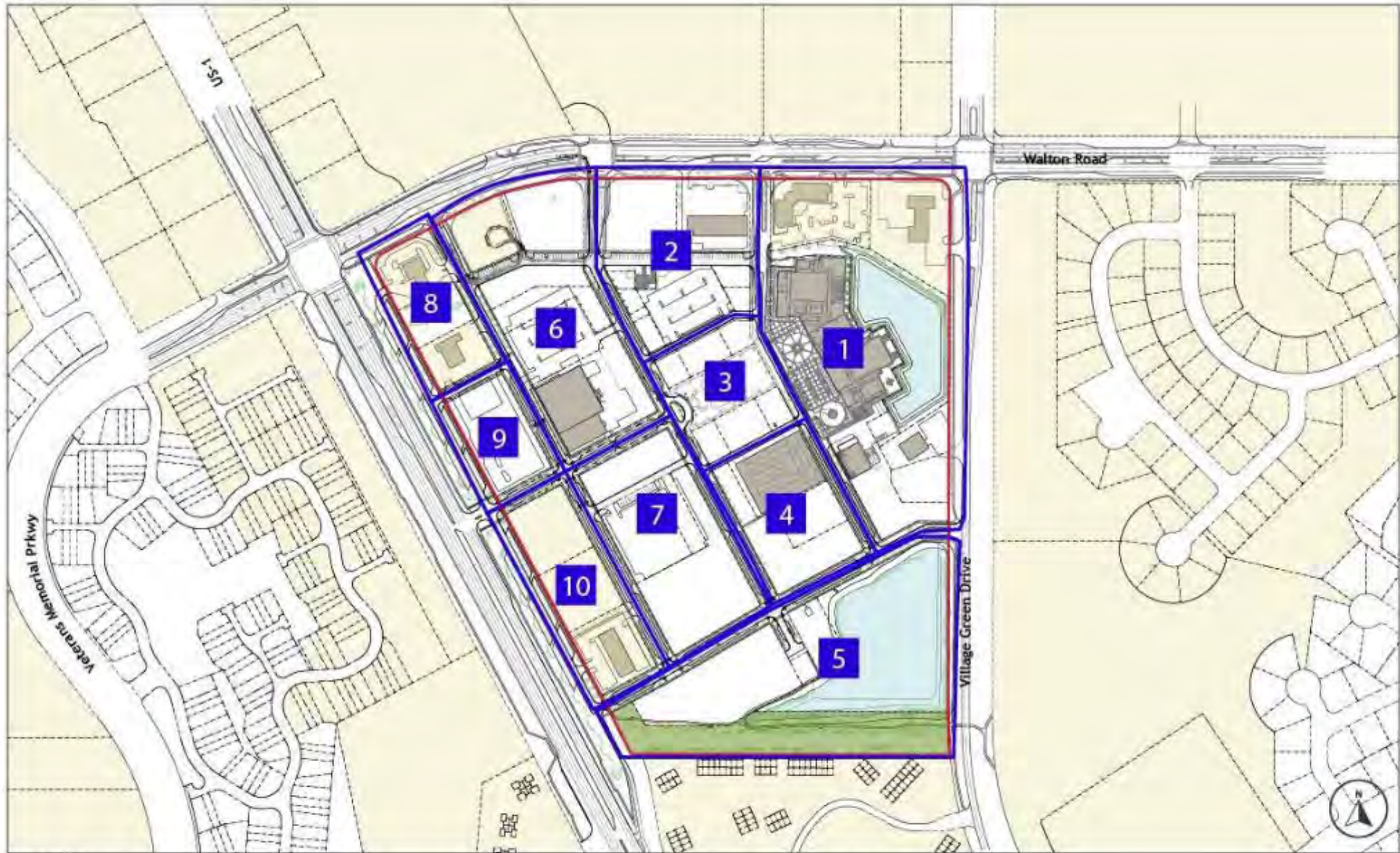
SCALE 1" = 300'

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





★ 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)

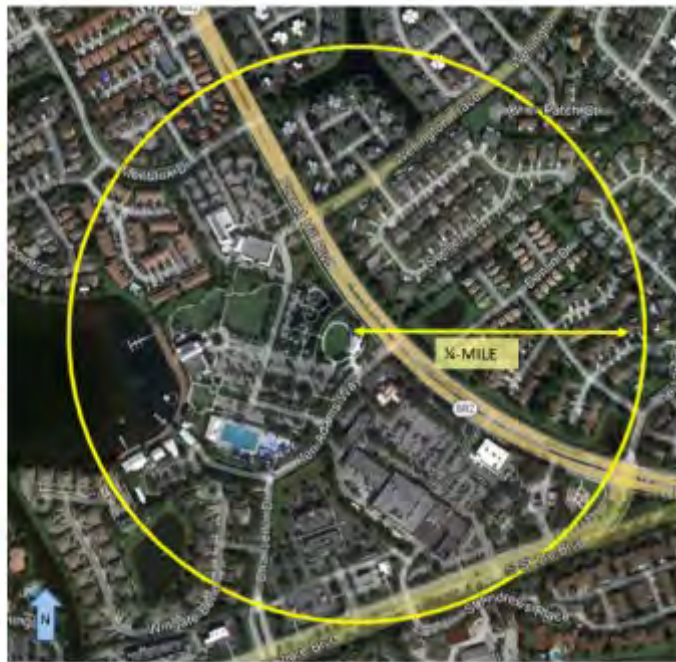


St. Augustine (seats 4,700)

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)



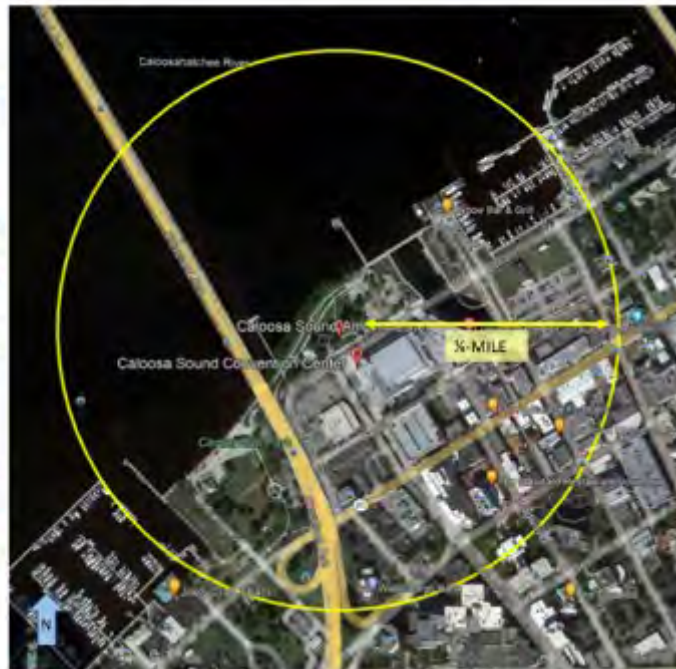
SEATING: 2,600 fixed seats, up to 10K with lawn seating
CONTEXT: In a regional park, south of the airport, SF residential & apartments to the south



Caloosa Sound Amphitheater (Fort Myers, FL)



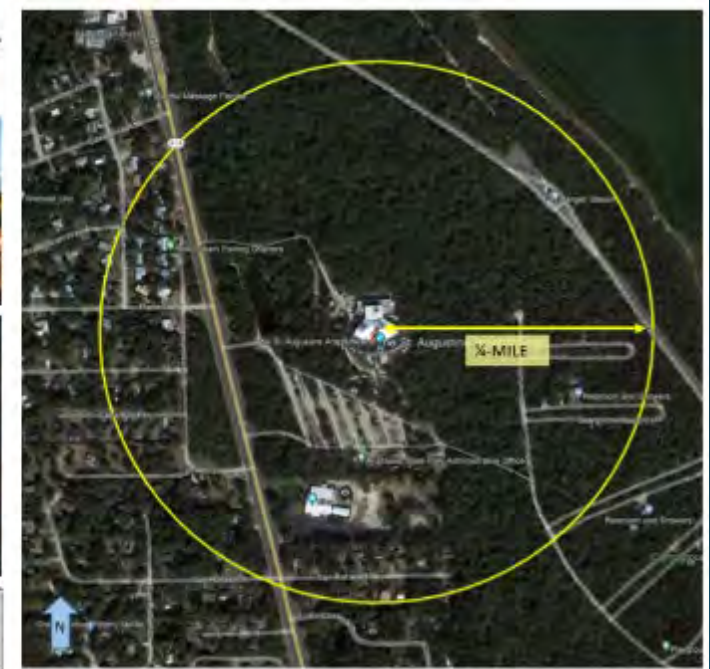
SEATING: No fixed seats; 2600-3000 open air seats
CONTEXT: In a waterfront public park, adjacent to Caloosa Sound Convention Center, public parking garage within one block, urban redevelopment district



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

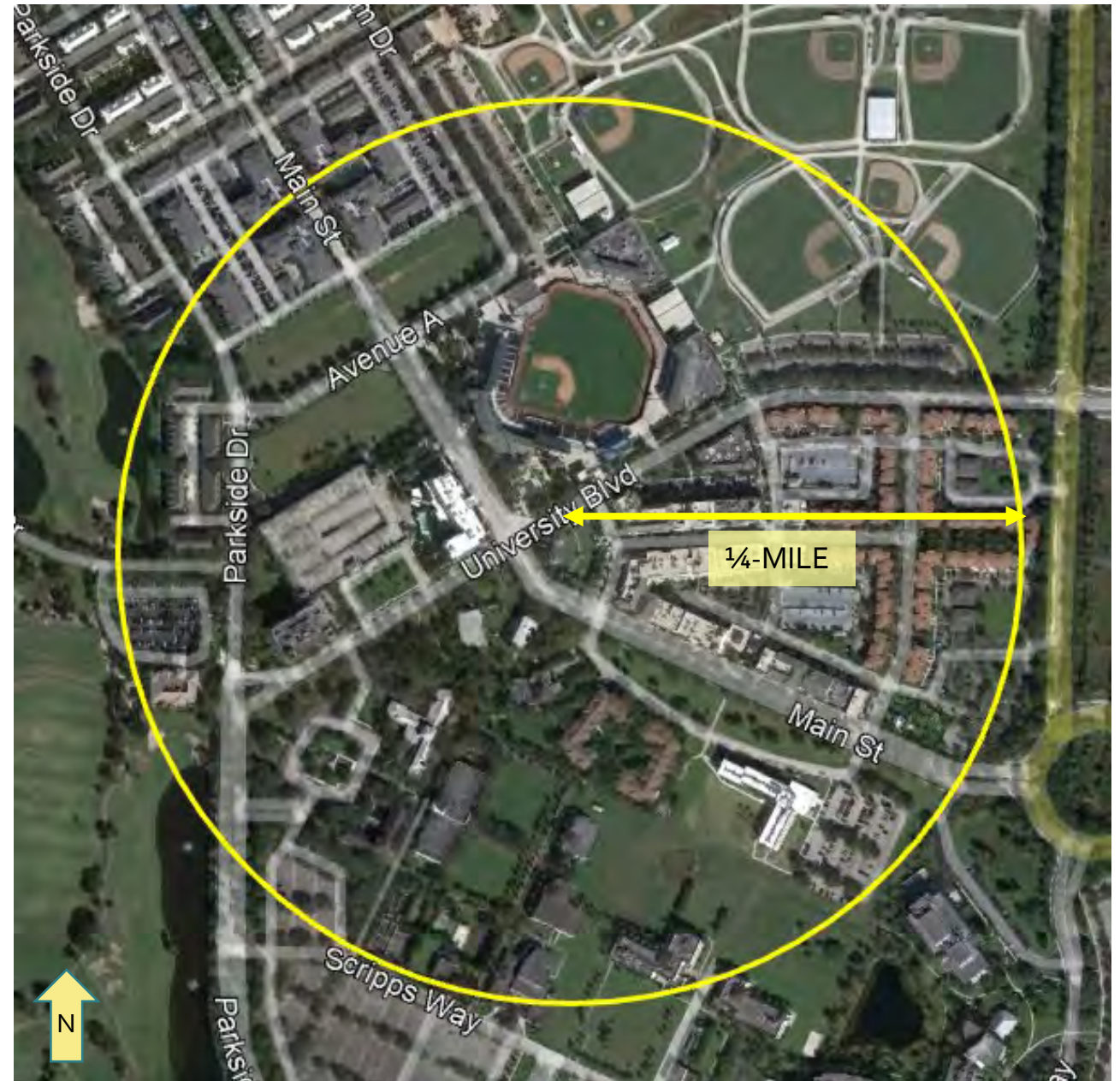


Abacoa Amphitheater (Jupiter, FL)



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

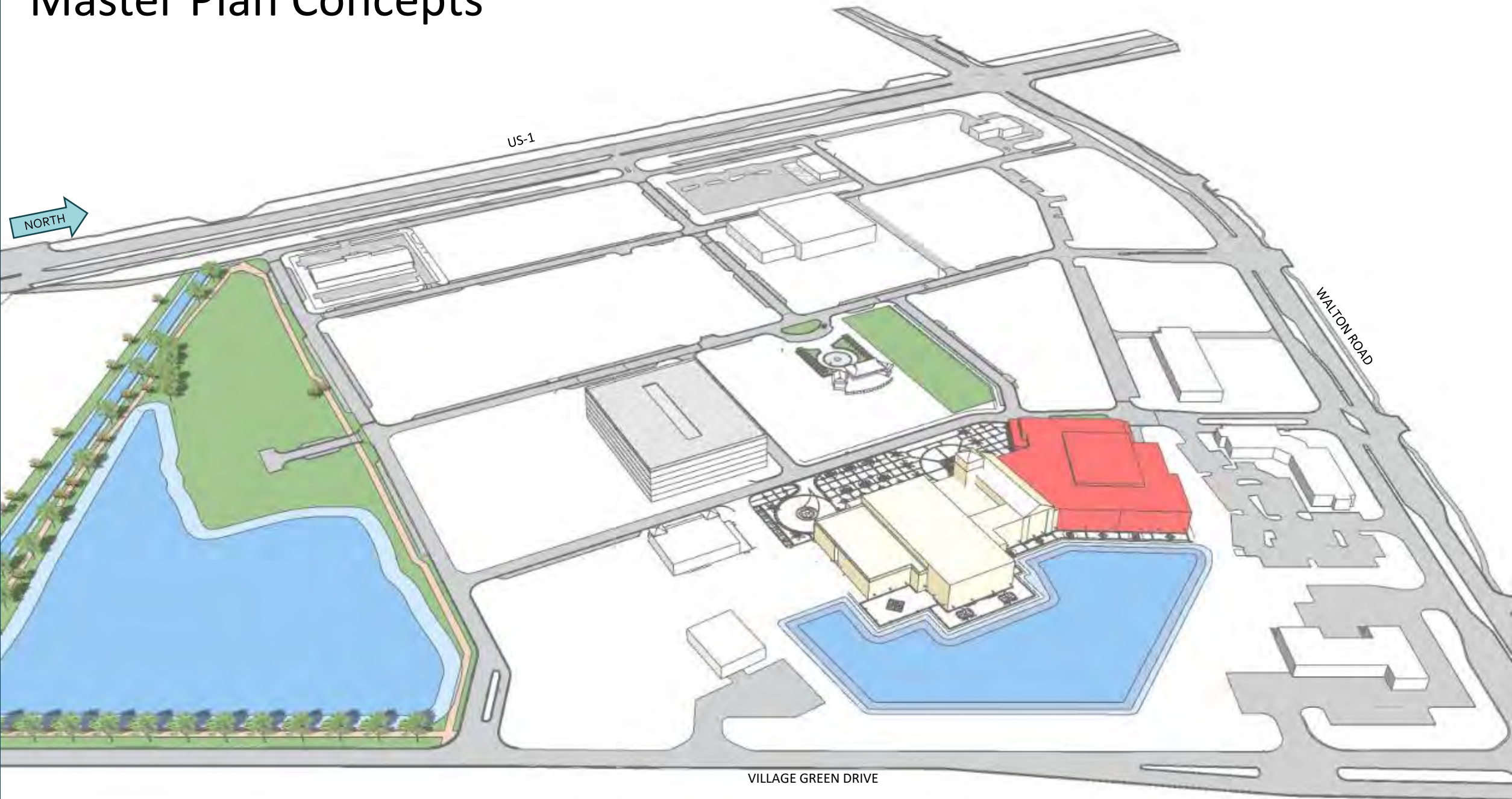


Clematis Street – West Palm Beach, FL
“Clematis Gone Curbless”

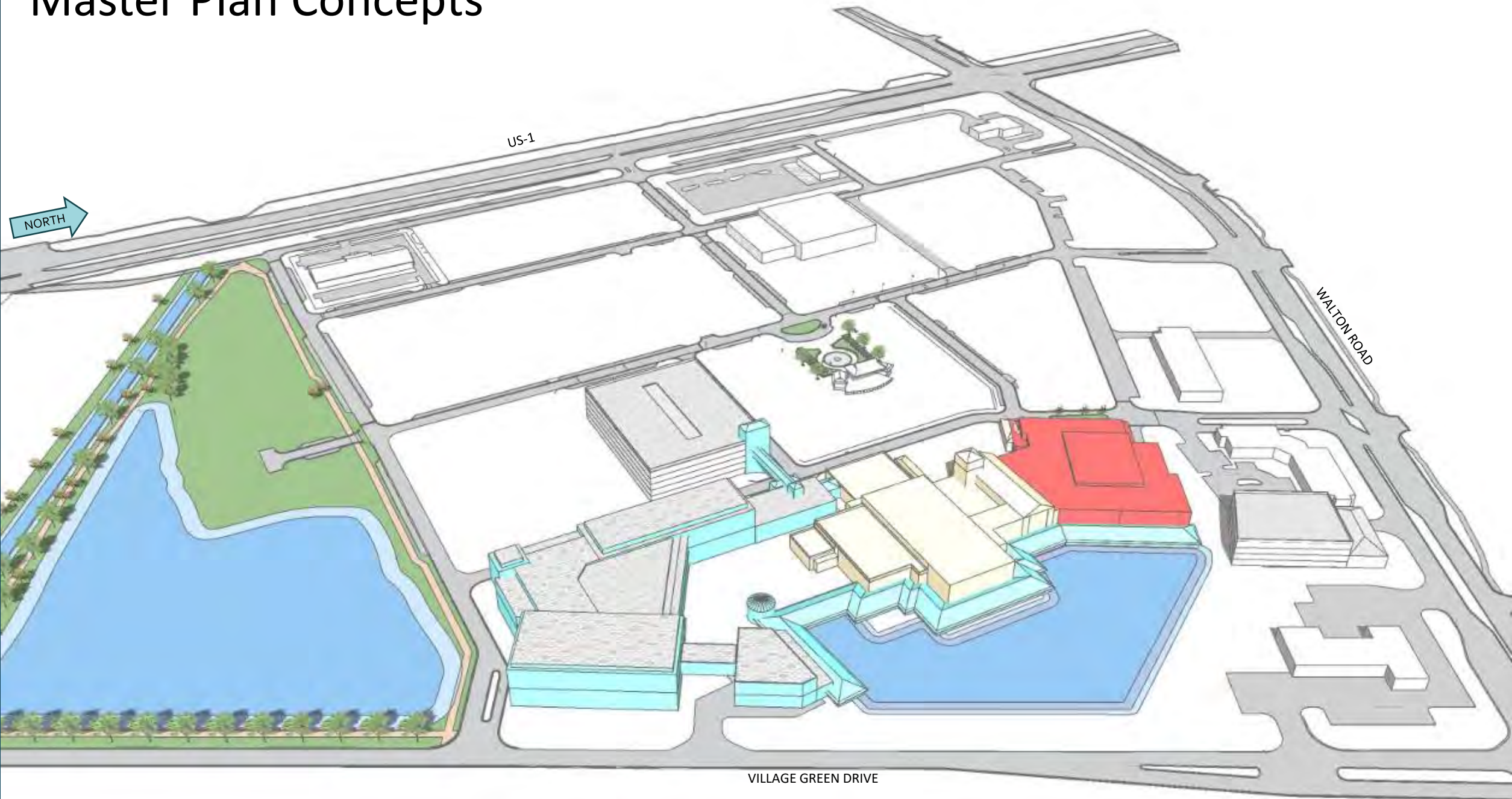
*Street by Day,
Festival Space by Night (or Weekend)*



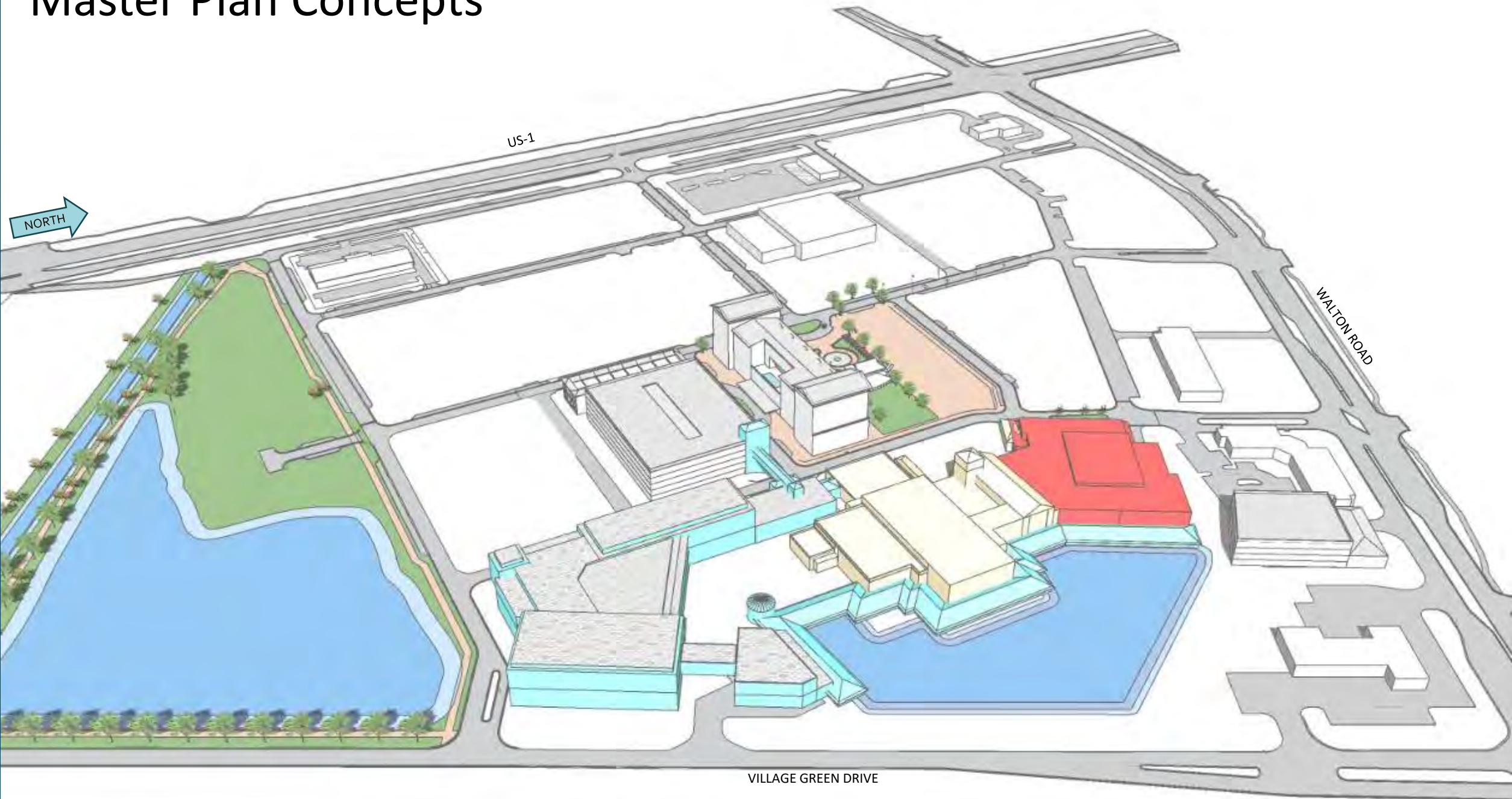
Master Plan Concepts



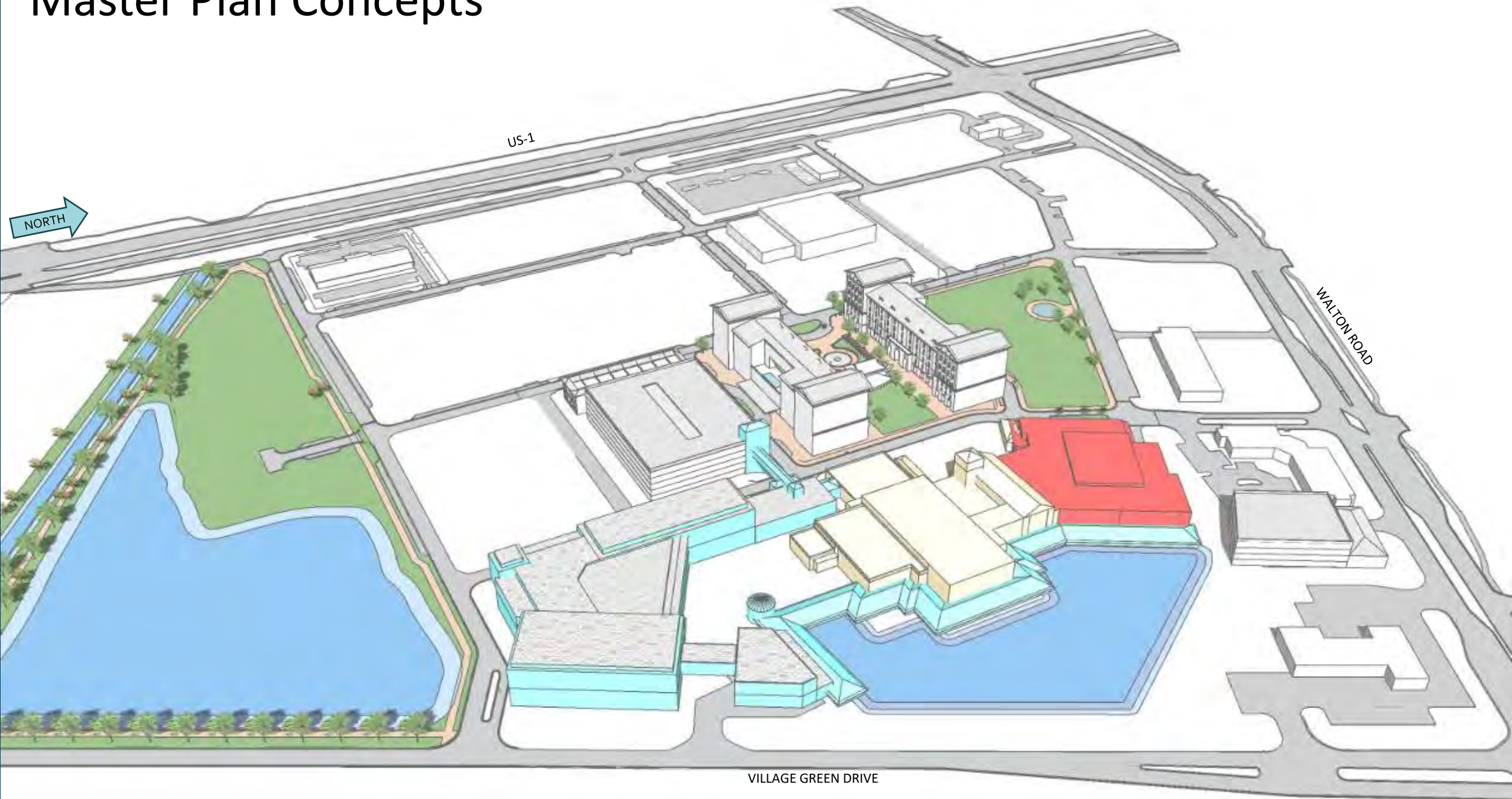
Master Plan Concepts



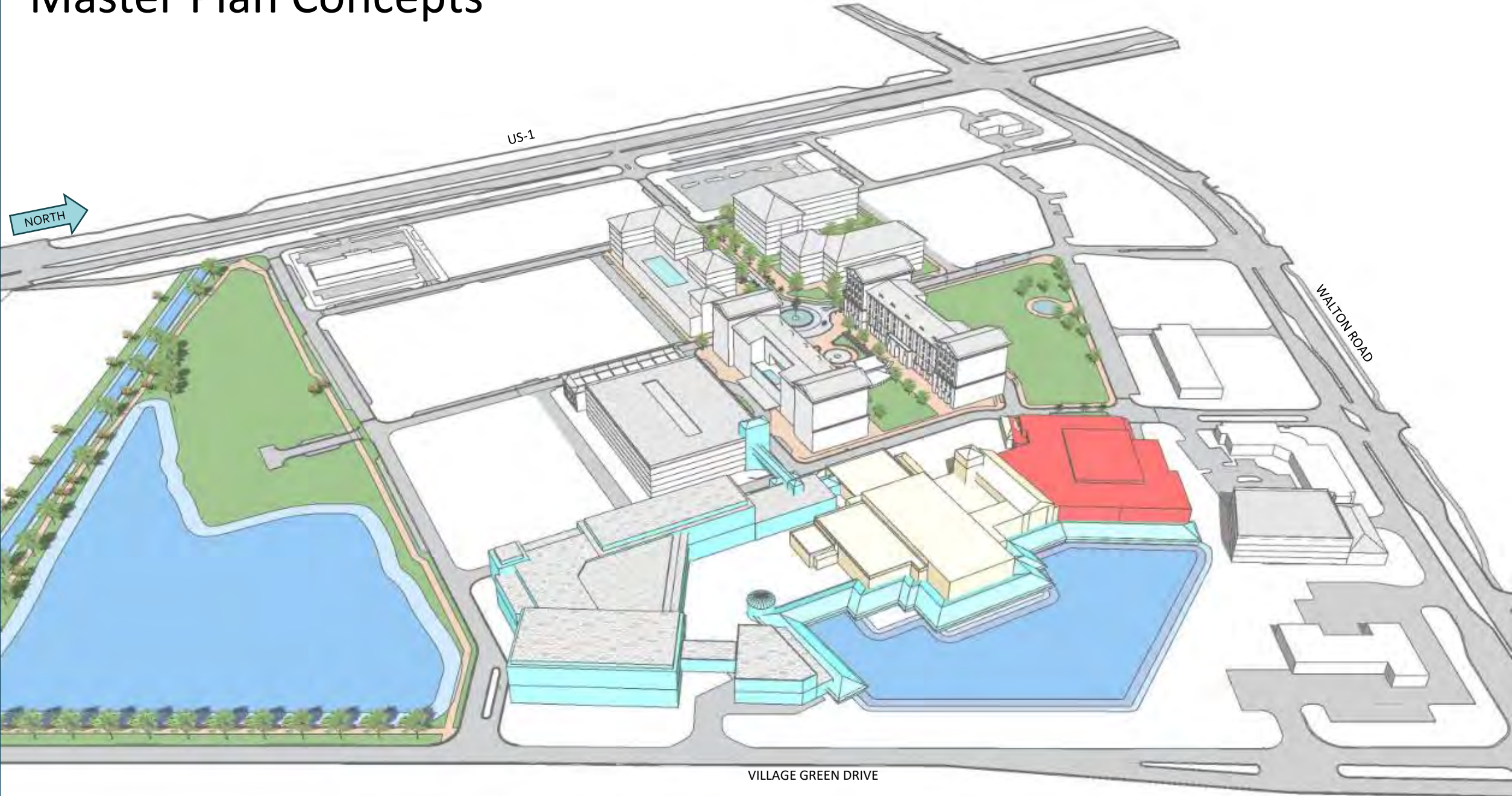
Master Plan Concepts



Master Plan Concepts



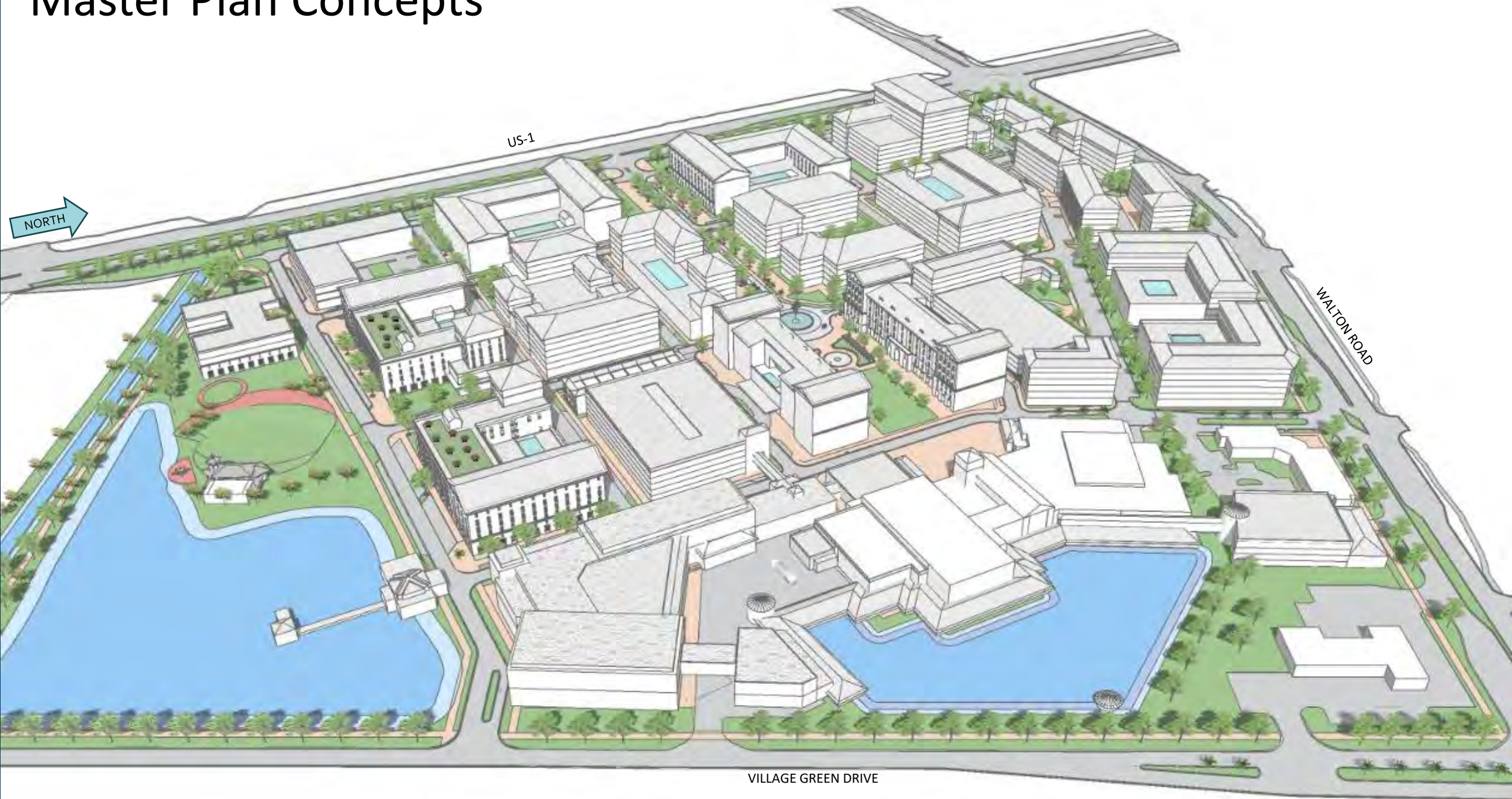
Master Plan Concepts



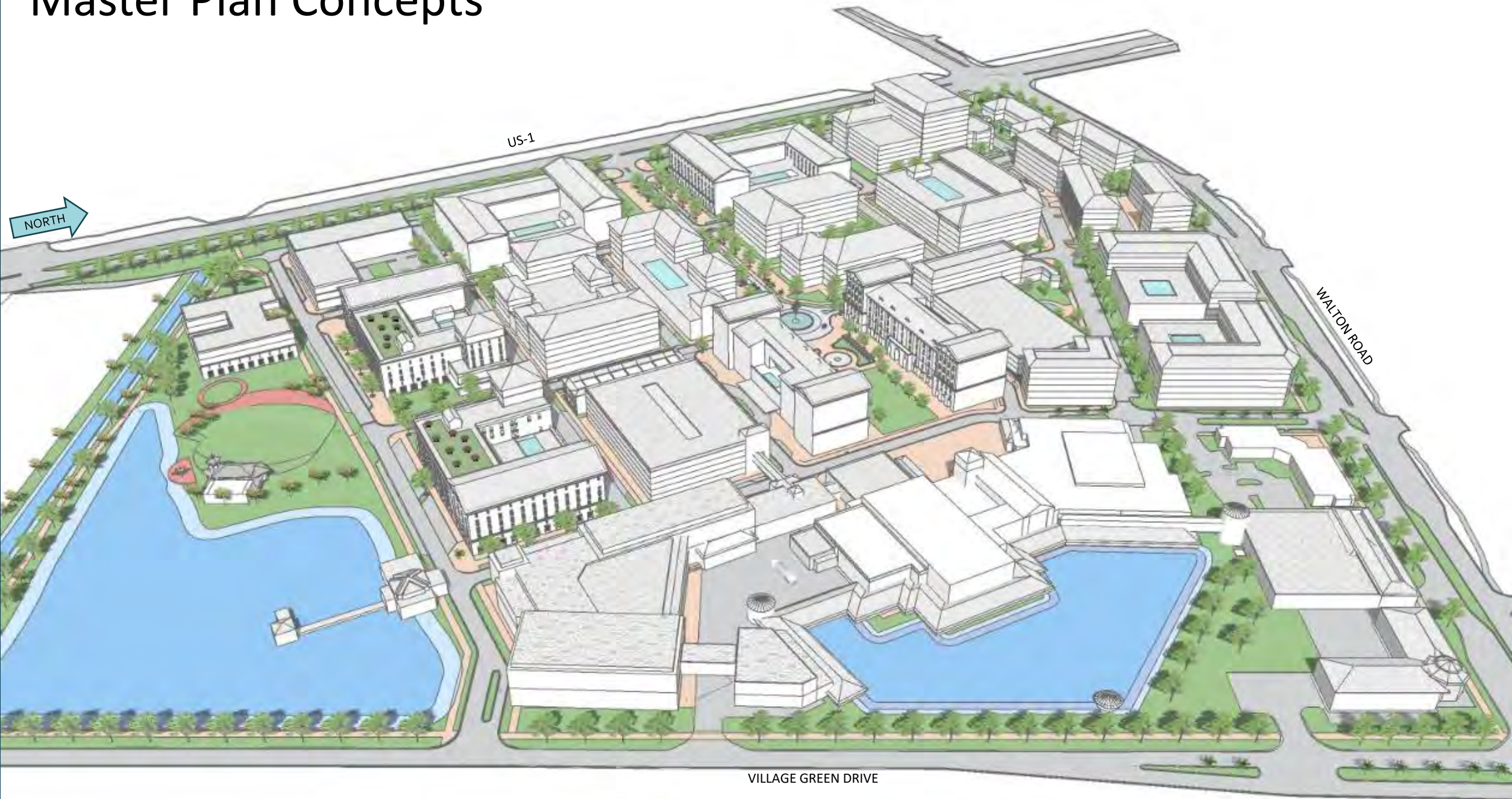
Master Plan Concepts



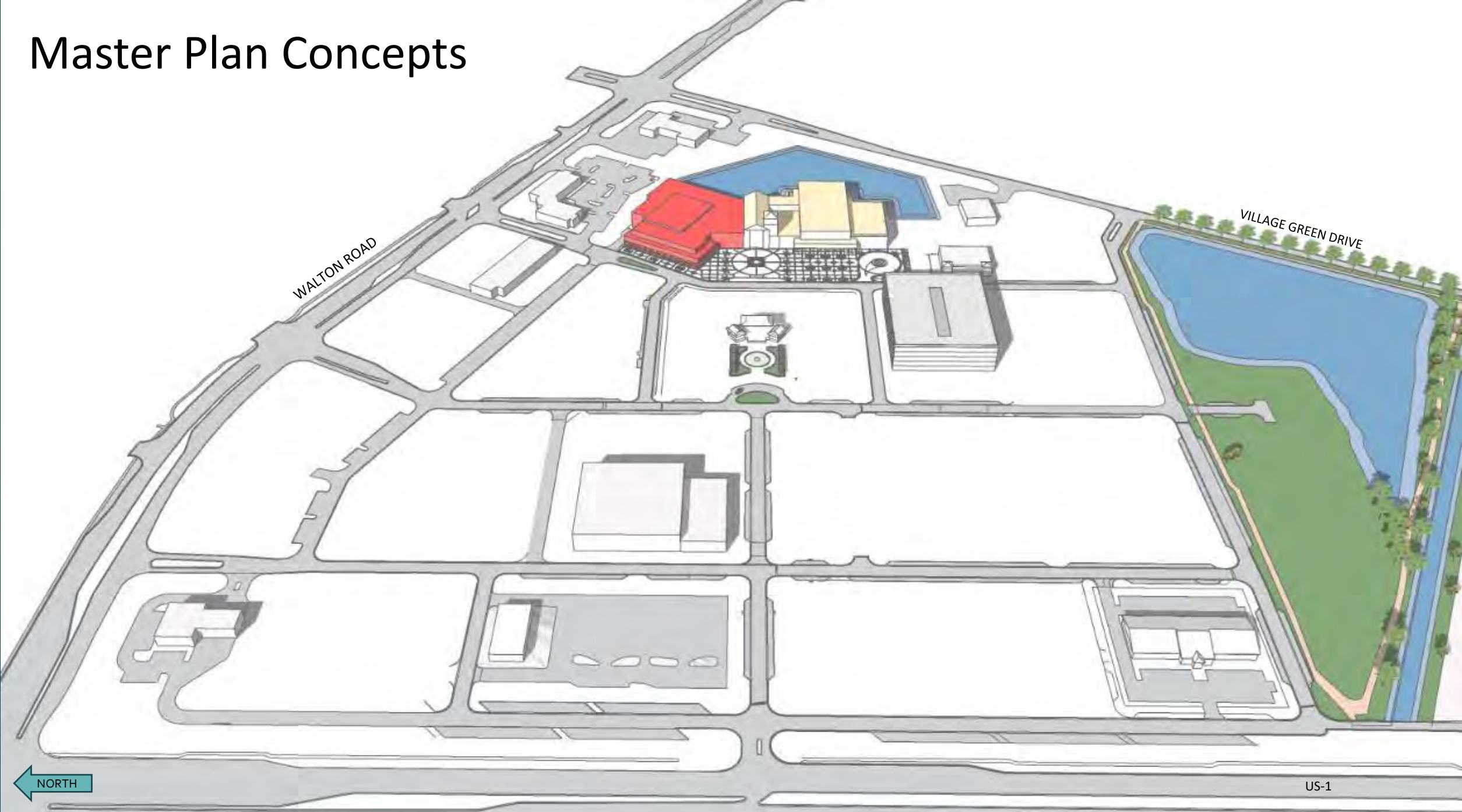
Master Plan Concepts



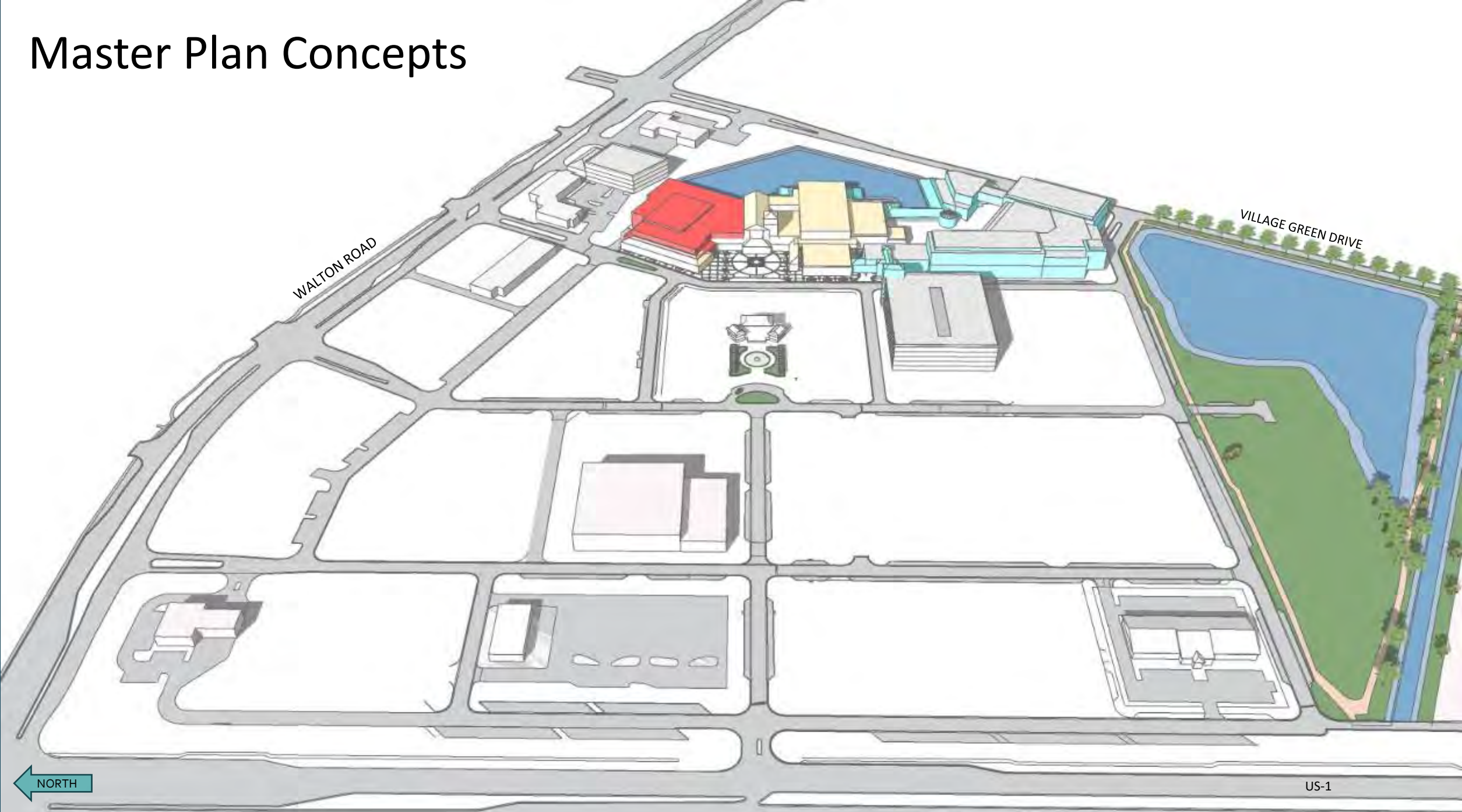
Master Plan Concepts



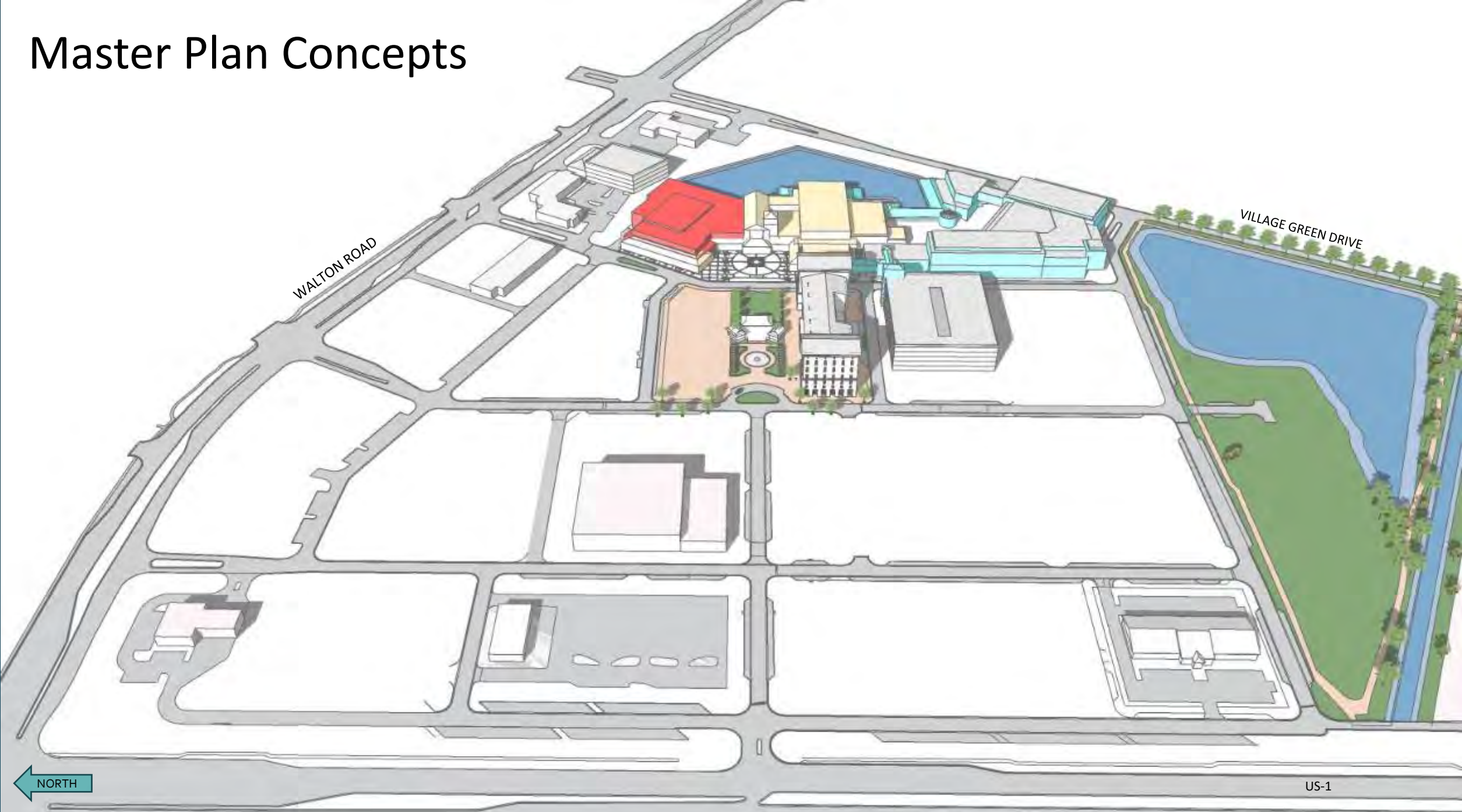
Master Plan Concepts



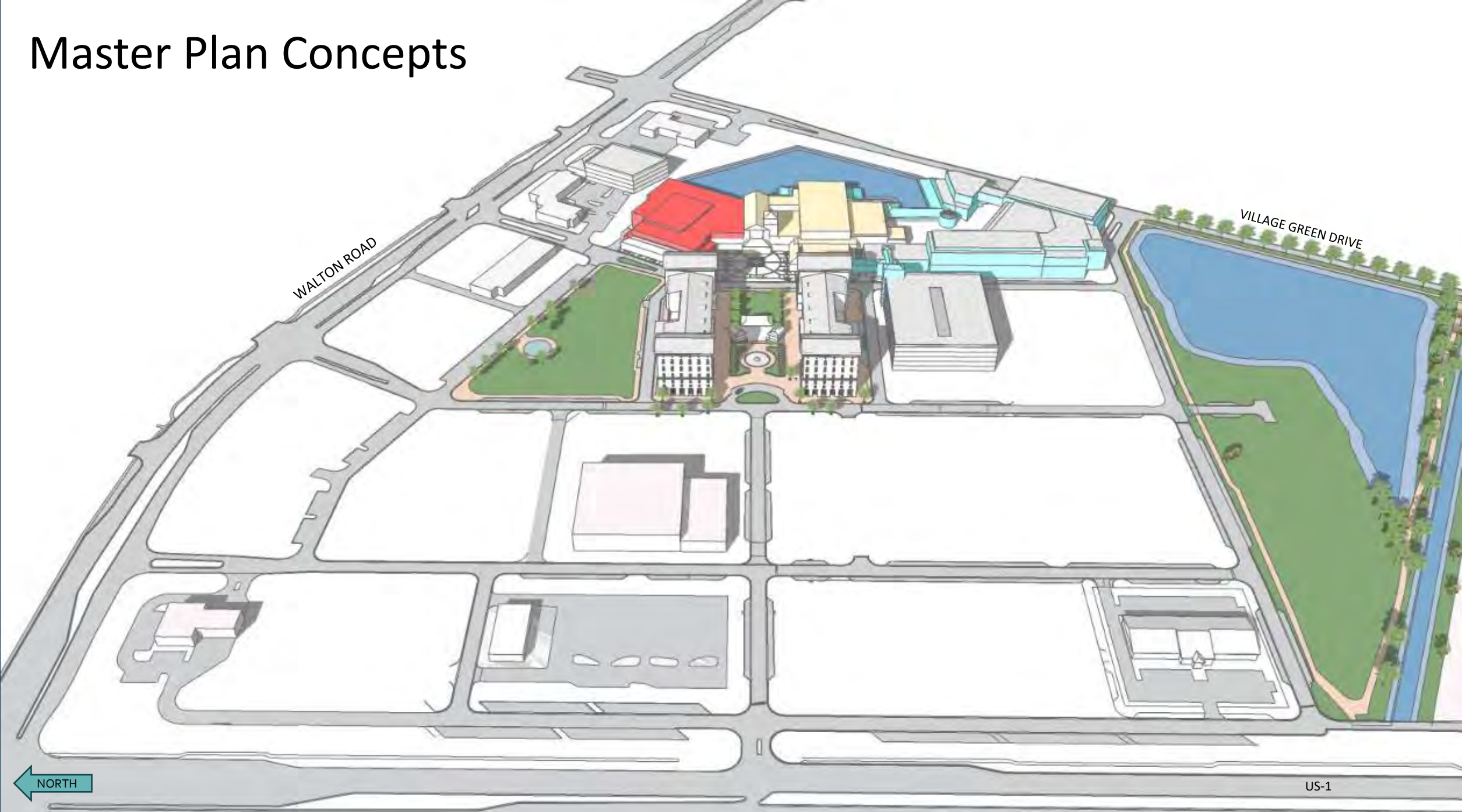
Master Plan Concepts



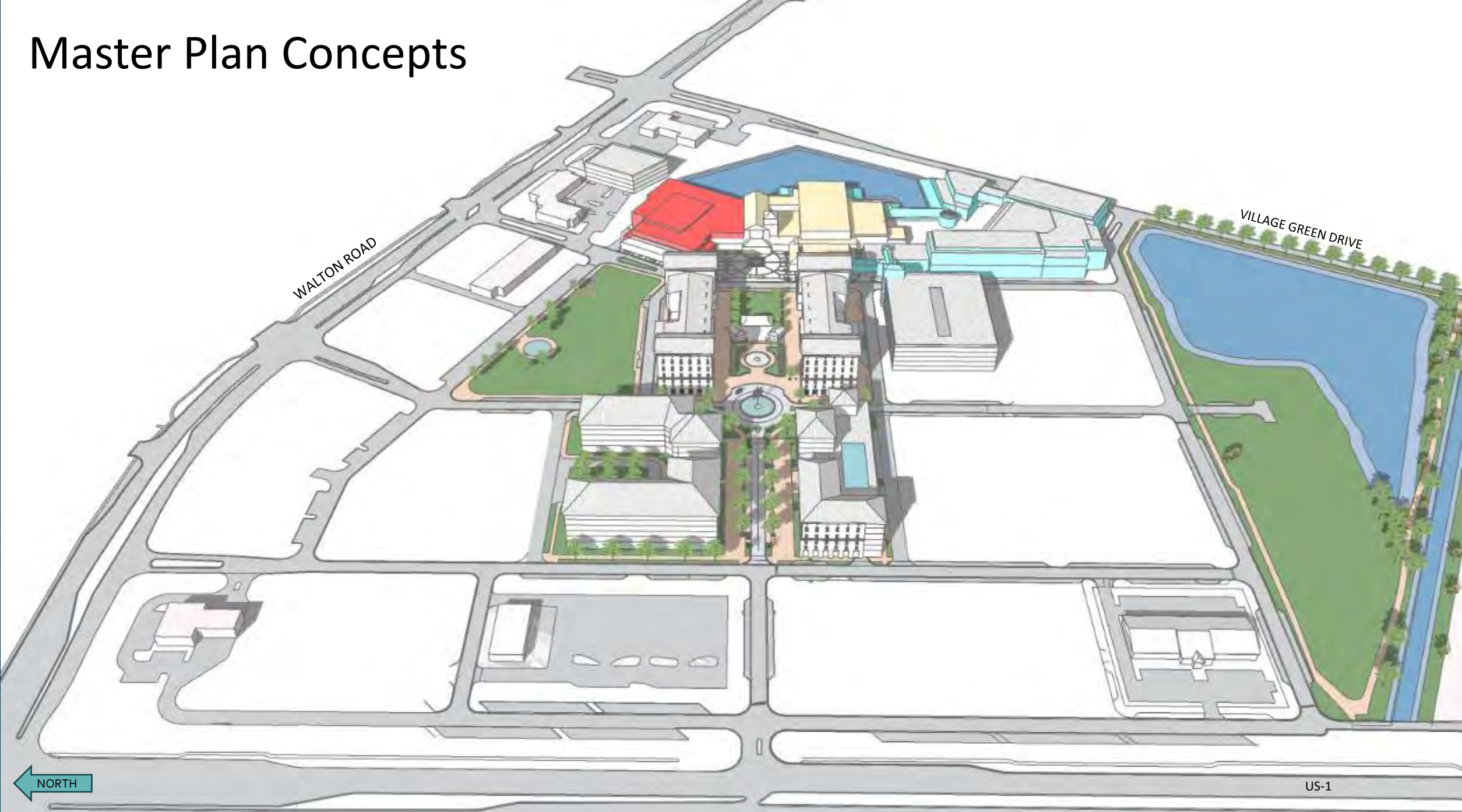
Master Plan Concepts



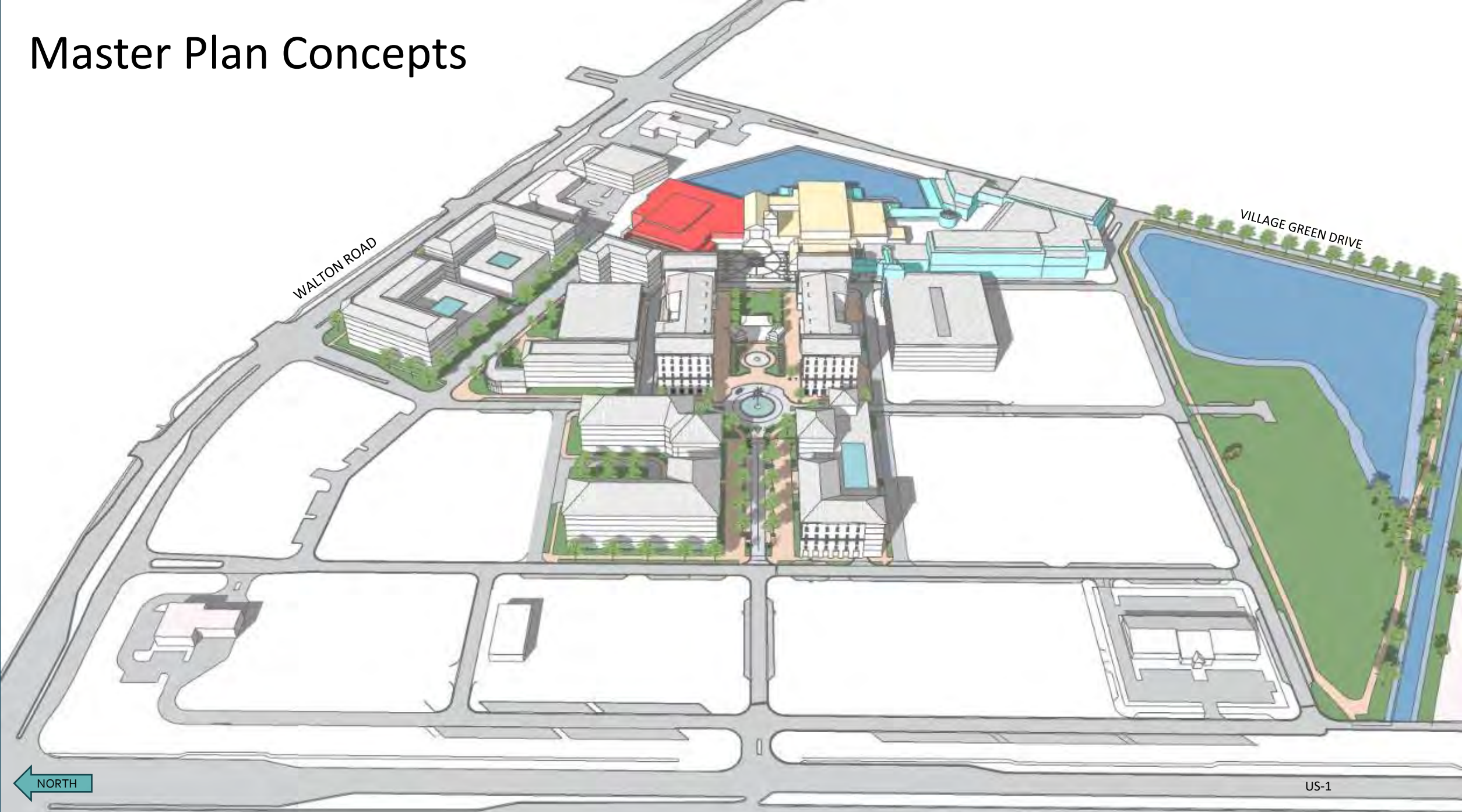
Master Plan Concepts



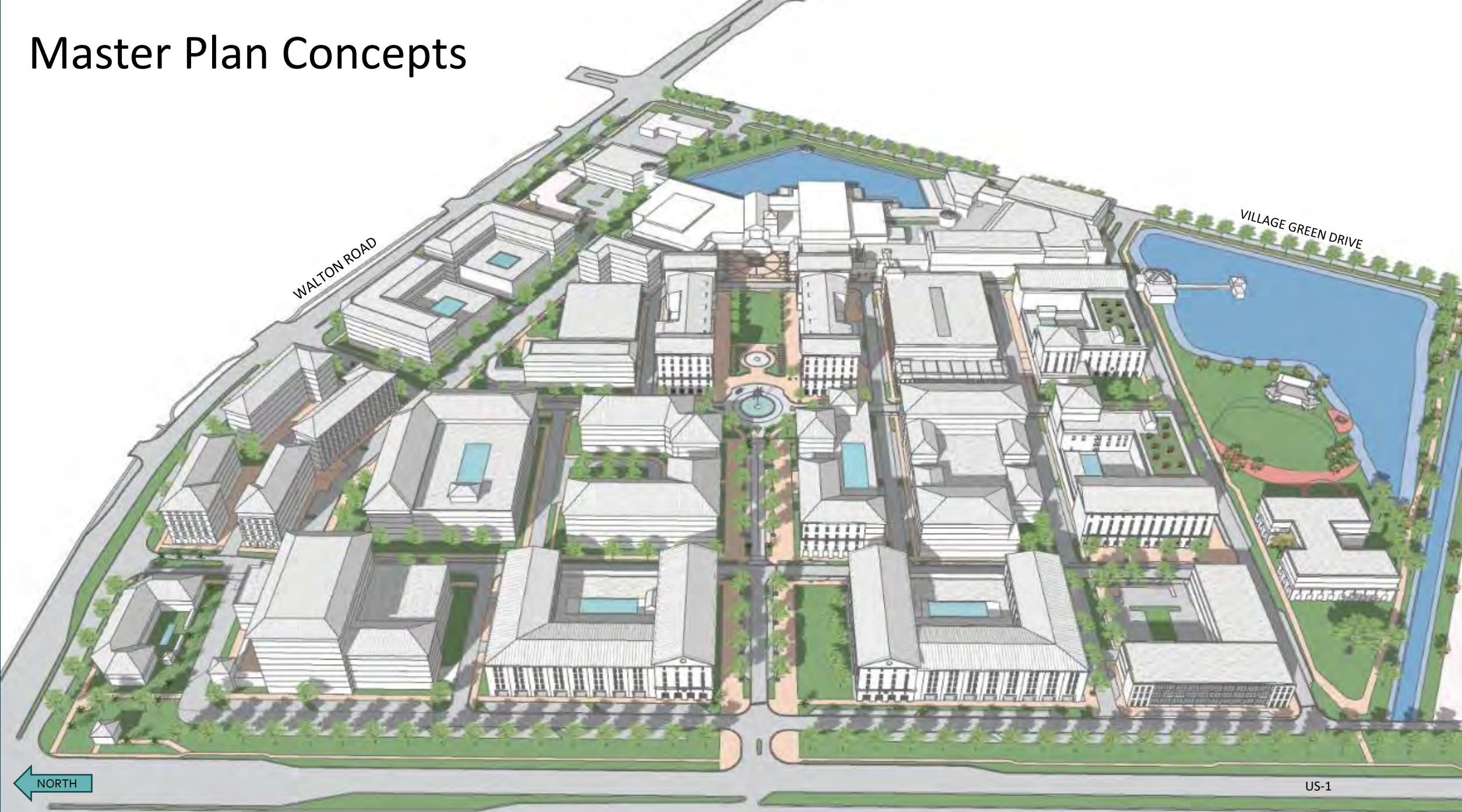
Master Plan Concepts



Master Plan Concepts



Master Plan Concepts



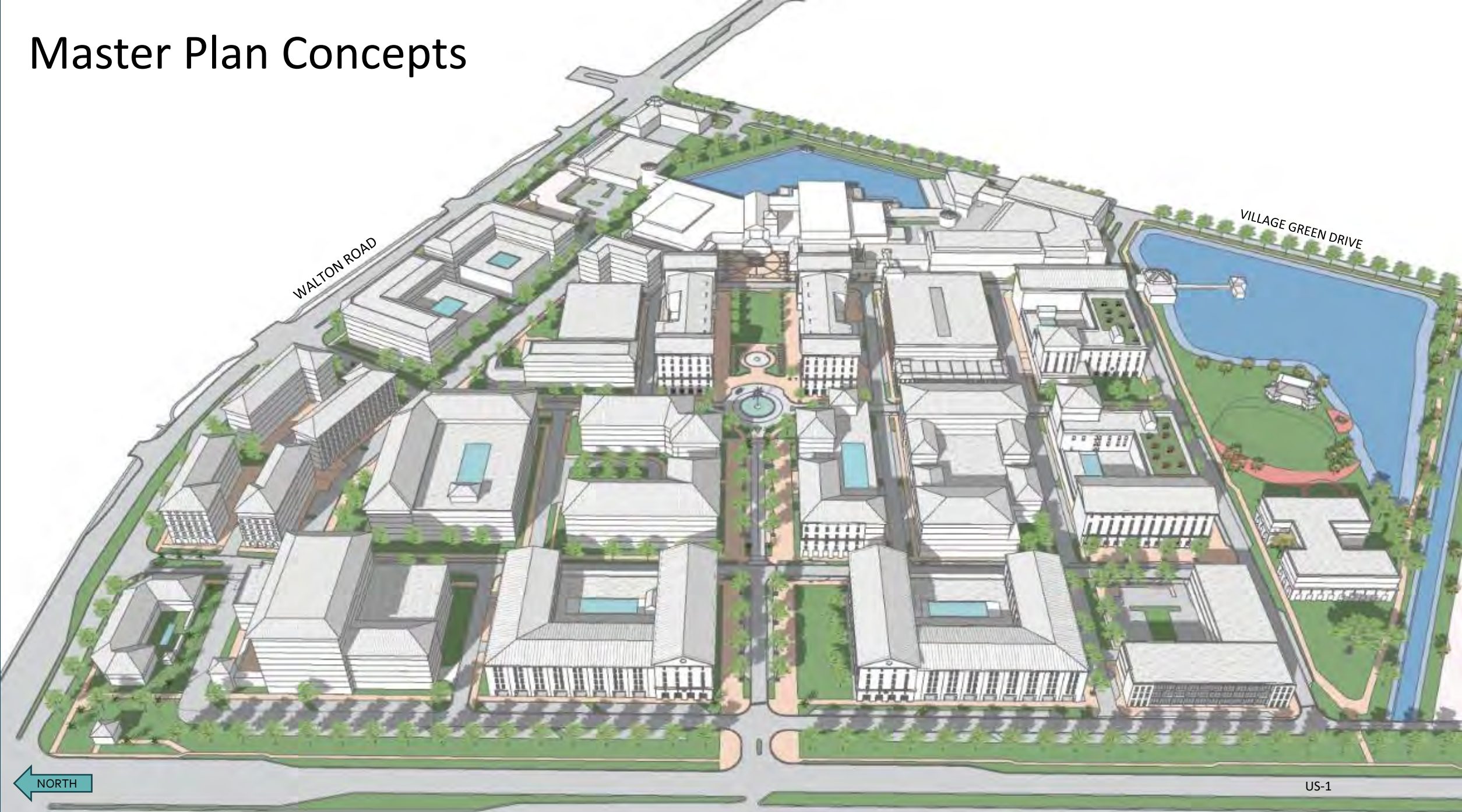
WALTON ROAD

VILLAGE GREEN DRIVE

NORTH

US-1

Master Plan Concepts



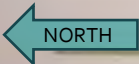
Master Plan Concept



WALTON ROAD

VILLAGE GREEN DRIVE

US-1



Master Plan Concept



Master Plan Concept



US-1

NORTH

WALTON ROAD

VILLAGE GREEN DRIVE

Walkable Blocks



Looking East

Flexible Spaces



Looking East

Reimagined Village Green



Looking East

Sense of Place

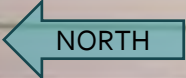


Looking West

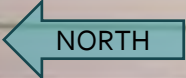
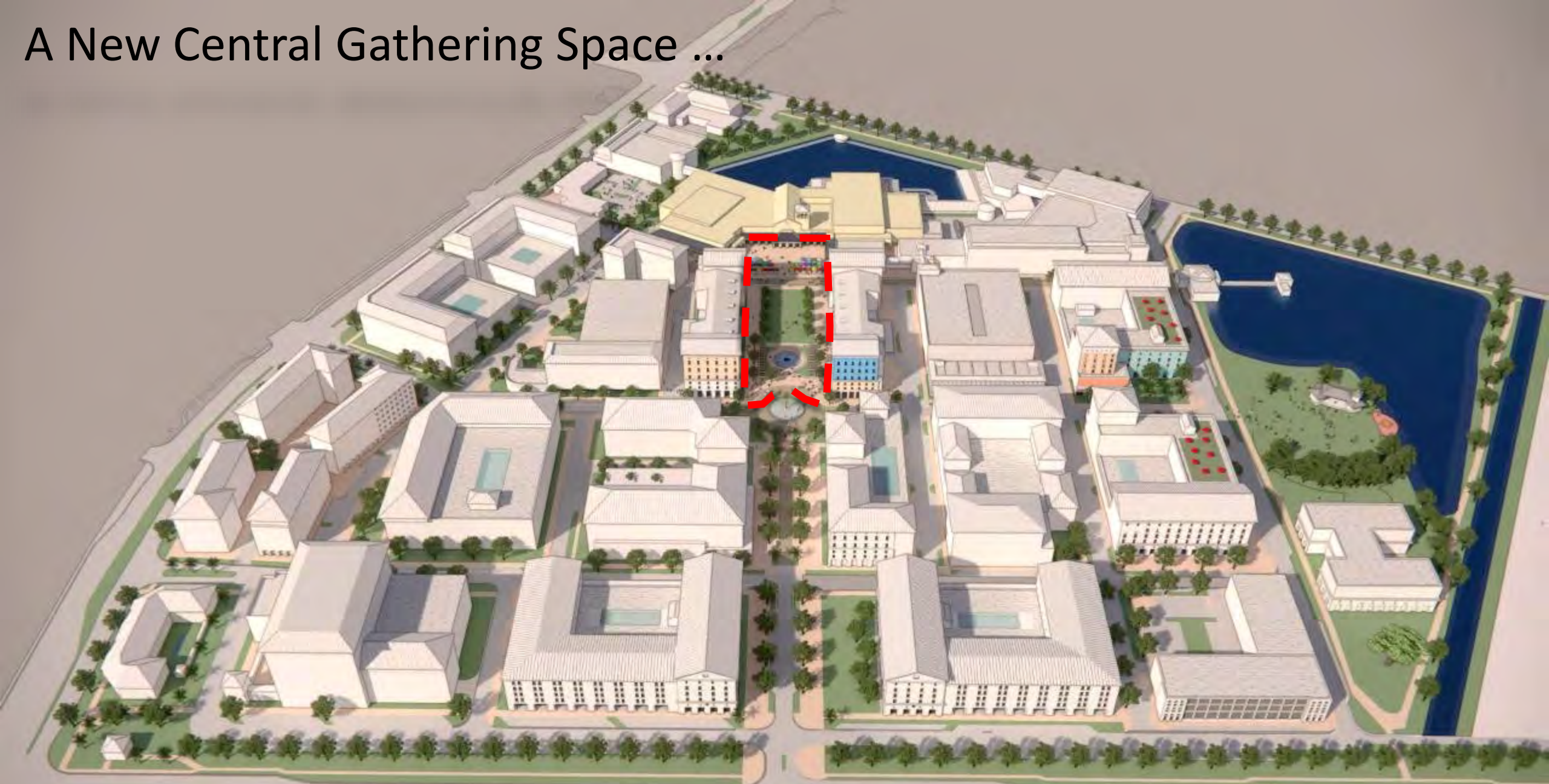
City Center Reimagined



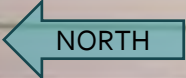
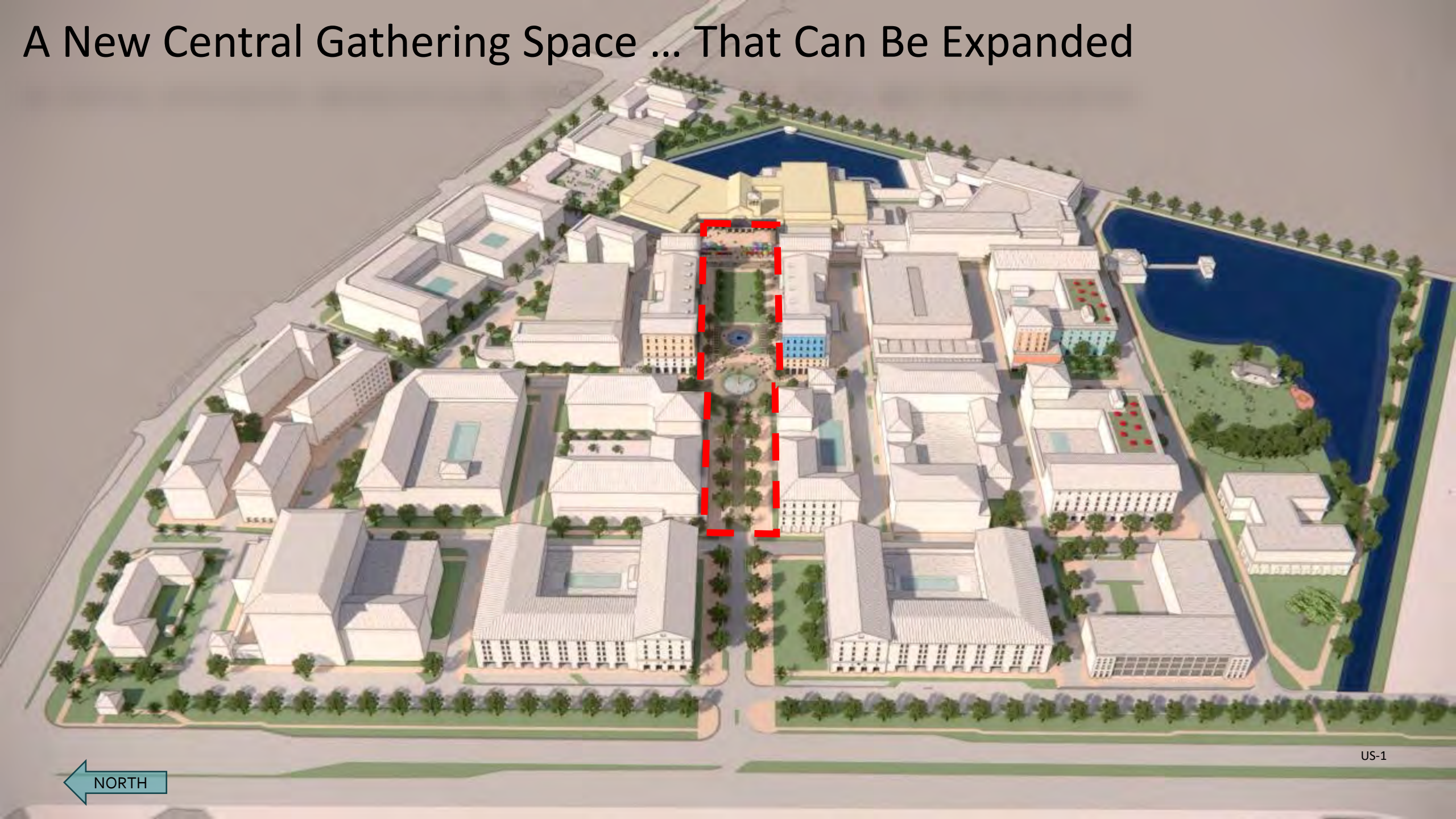
A New Central Gathering Space ...



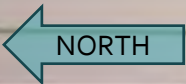
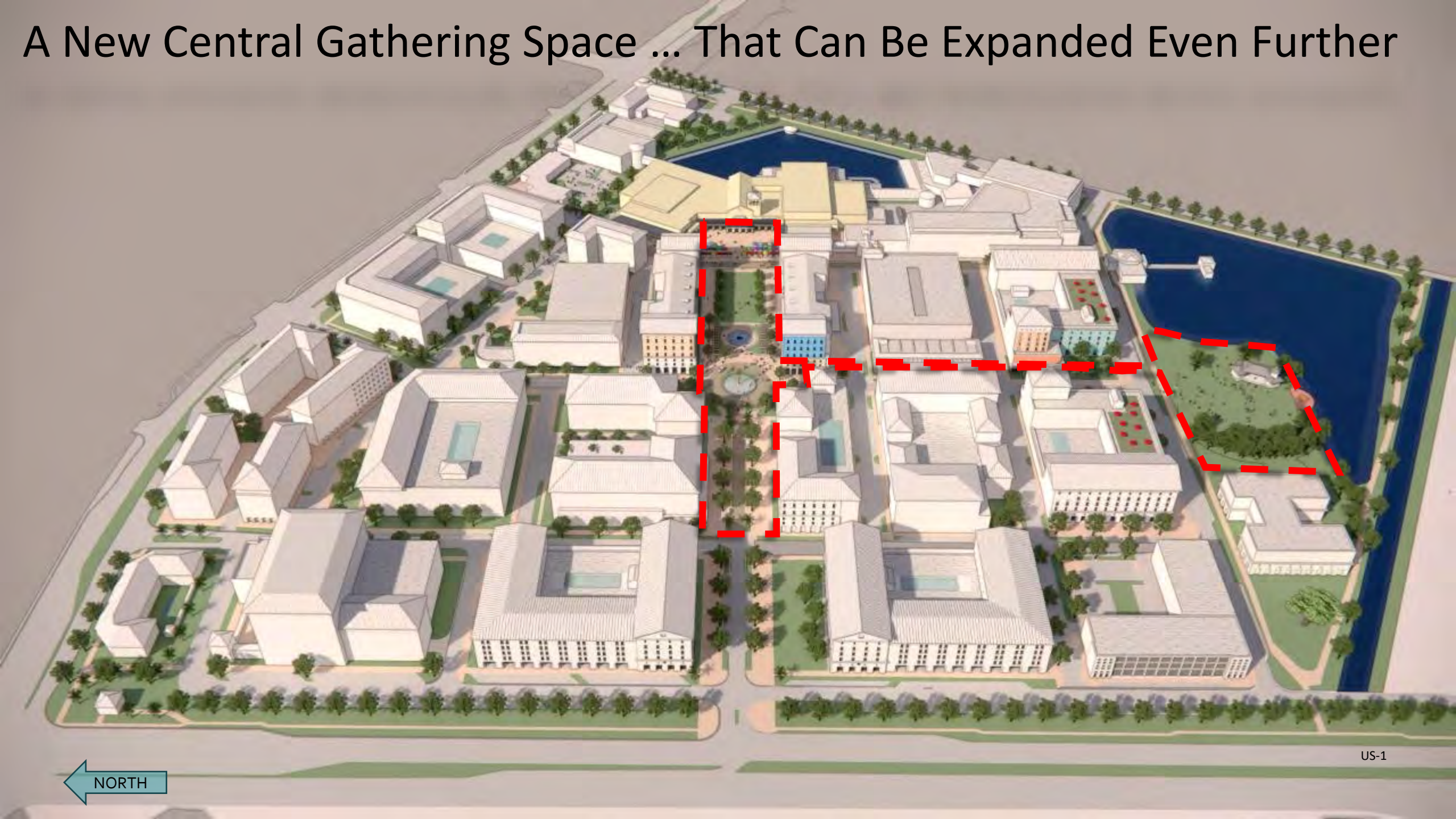
A New Central Gathering Space ...



A New Central Gathering Space ... That Can Be Expanded



A New Central Gathering Space ... That Can Be Expanded Even Further



A New Central Gathering Space ... That Can Be Expanded Even Further

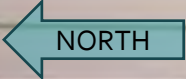
Event Center Plaza:
25,000

Village Square Block:
56,000

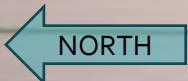
Festival Block:
57,000

Southern Lawn:
90,000

EVENT SPACE SUMMARY	
EVENT CENTER PLAZA	25K
VILLAGE SQUARE BLOCK	56K
FESTIVAL BLOCK	57K
SOUTHERN LAWN	90K
TOTAL	228K
NOTE: Main Street could add 45K SF if desired	

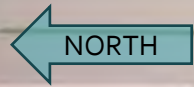
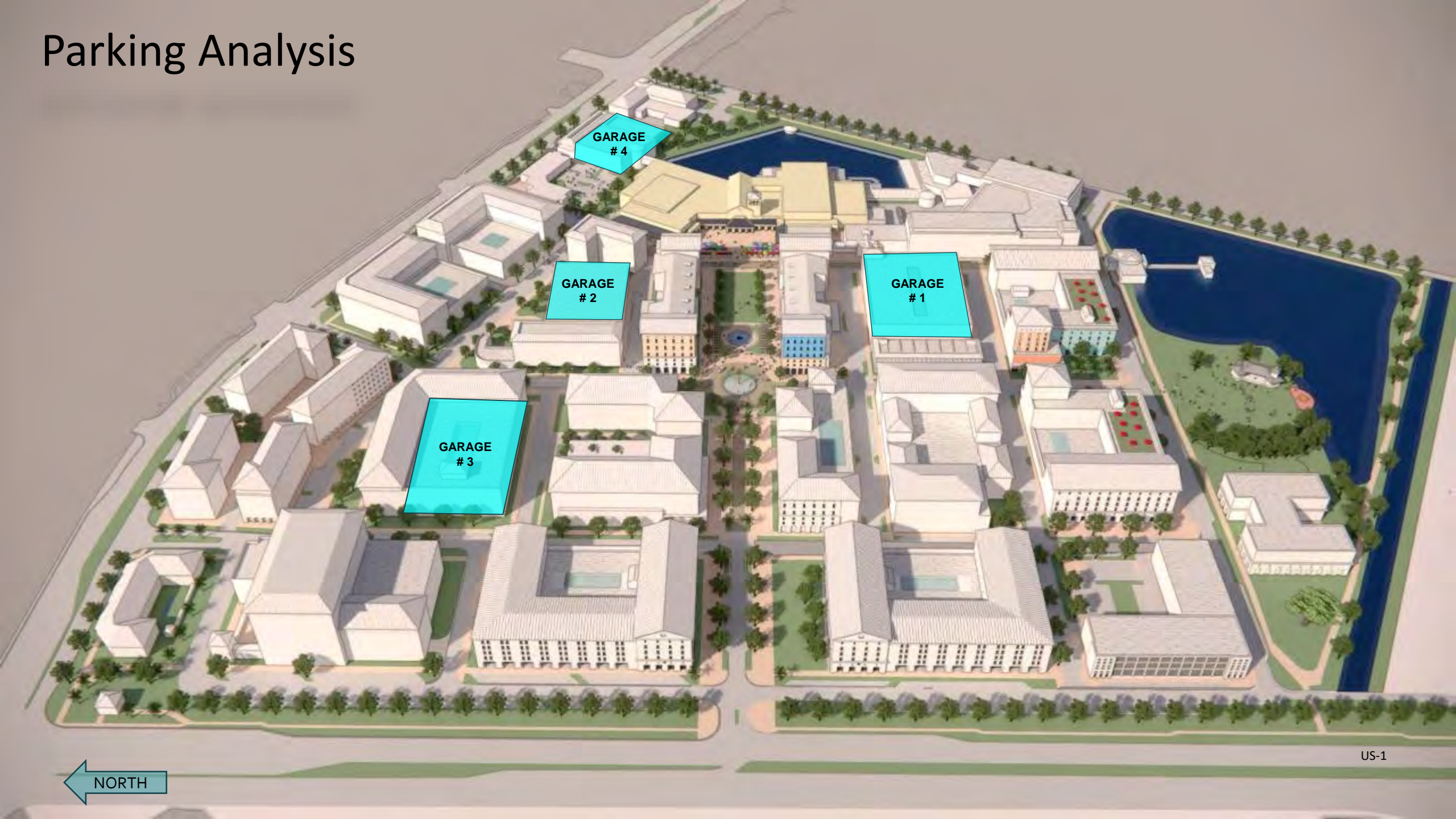


Parking Analysis

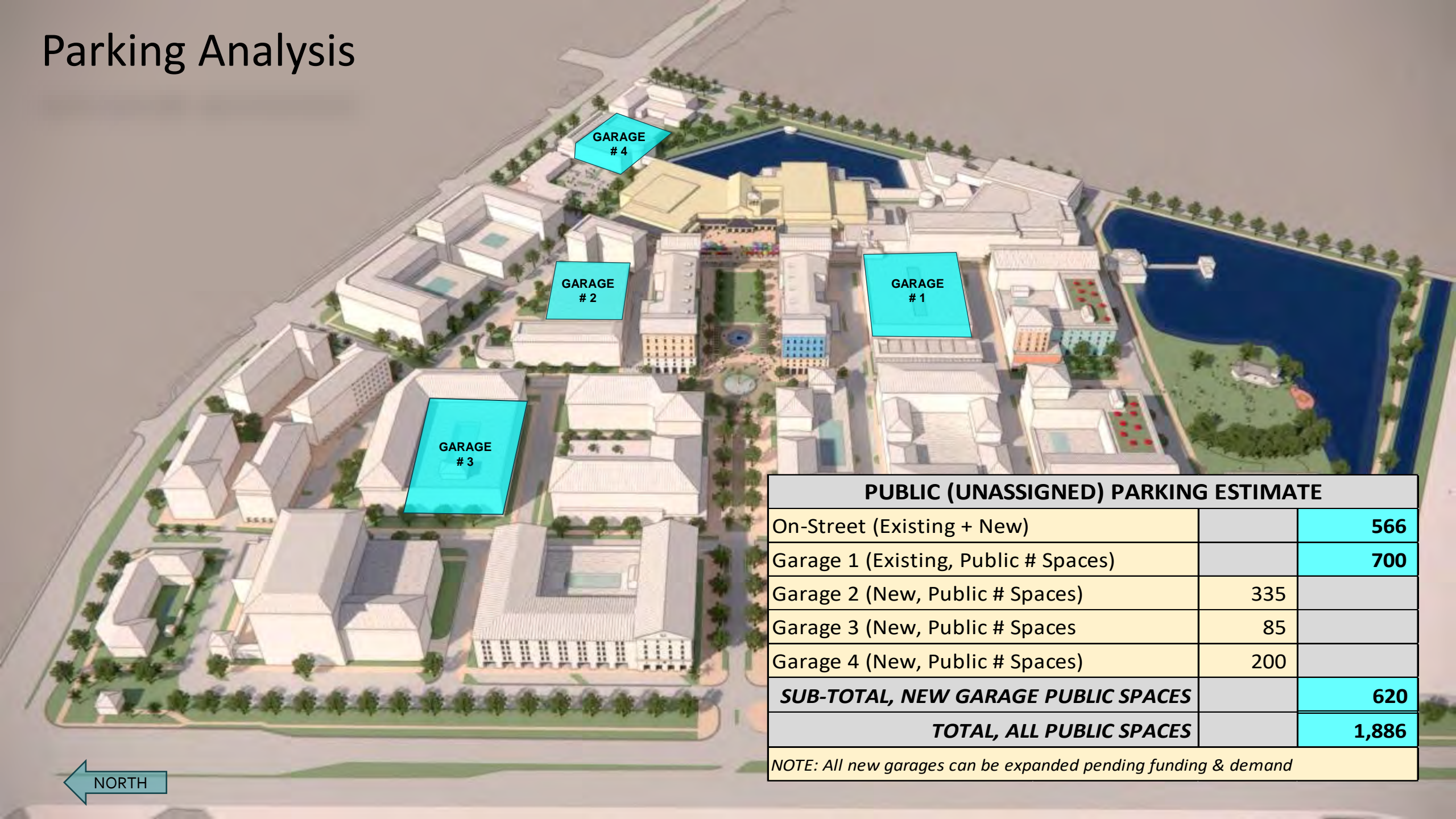


US-1

Parking Analysis



Parking Analysis



PUBLIC (UNASSIGNED) PARKING ESTIMATE		
On-Street (Existing + New)		566
Garage 1 (Existing, Public # Spaces)		700
Garage 2 (New, Public # Spaces)	335	
Garage 3 (New, Public # Spaces)	85	
Garage 4 (New, Public # Spaces)	200	
SUB-TOTAL, NEW GARAGE PUBLIC SPACES		620
TOTAL, ALL PUBLIC SPACES		1,886
NOTE: All new garages can be expanded pending funding & demand		

Concept Views



US-1

NORTH



Looking North Across the Amphitheater



Looking South from Walton Road



Looking Across the Event Center Plaza



Looking Across the Event Center Plaza



Looking East from US1



Looking East Across The Village Square



Looking East Across the Village Square

An architectural rendering of a vibrant urban plaza. The scene is viewed from a low angle, looking down a wide, paved walkway lined with tall palm trees. In the center, a large, stylized sun sculpture with multiple rays stands prominently. People of various ages are depicted walking, sitting on low concrete walls, and interacting in the square. The background features multi-story buildings with classical architectural elements like arched windows and cornices. The sky is a clear, bright blue with a few wispy clouds. The overall atmosphere is one of a lively, pedestrian-friendly community space.

Council Discussion

Looking East Across the Village Square

Project Timeline

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

For More Information

JENNIFER DAVIS

CRA DIRECTOR

CITY OF PORT ST. LUCIE
COMMUNITY REDEVELOPMENT AGENCY

(772) 344-4342

JDavis@cityofpsl.com



KIM DELANEY, PH.D.

DIRECTOR OF STRATEGIC DEVELOPMENT & POLICY

TREASURE COAST REGIONAL PLANNING COUNCIL
(TCRPC)

(772) 221-4060

kdelaney@tcrpc.org



www.cityofpsl.com

Key word: City Center