

MINUTES OF A SPECIAL MEETING OF THE CITY COMMISSION OF THE CITY OF FORT PIERCE, FLORIDA, HELD IN THE CITY HALL COMMISSION CHAMBERS, 100 NORTH U.S. #1, FORT PIERCE, FLORIDA, AT 5:05 P.M. ON MONDAY, SEPTEMBER 22, 2008.

Mayor Benton called the meeting to order at 5:10 p.m.

The Pledge of Allegiance was recited.

Upon Roll Call, those present were: Mayor Robert J. Benton; Commissioners Rufus Alexander, Edward Becht, and Christine Coke; City Manager Dennis Beach; City Attorney Robert Schwerer; and City Clerk Cassandra Steele. Those absent: Commissioner Reginald Sessions. (Commissioner Sessions arrived at 5:35 p.m.)

City Clerk Steele said this is not on the Agenda, but they have a Special Resolution:

RESOLUTION NO. 08-43

"A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF FORT PIERCE, FLORIDA, EXPRESSING APPRECIATION TO **DENNIS W. BEACH** FOR HIS SERVICE AS **CITY MANAGER**."

WHEREAS, Dennis W. Beach has served as the City Manager for the City of Fort Pierce since March 27, 1995; and

WHEREAS, the City Manager's responsibilities are for the daily operation of the City, including management of the restoration and reconstruction of our City through the Fort Pierce Redevelopment Agency, overseeing the Police Department, Public Works Department, the Planning & Community Development Department, as well as the balance of City services; and

WHEREAS, because of his vision, knowledge, and experience with specifically focused redevelopment efforts over the past thirteen years, the Historic Fort Pierce community has benefitted from significant revitalization and economic strength through his leadership; and

WHEREAS, Dennis W. Beach has over 30 years of city management experience during which he has diligently worked to provide guidance, financial solutions, and supported the Fort Pierce City Commission and City Staff's recommendations with many public and private revitalization efforts; and

WHEREAS, through his managerial fortitude and working with others, the City of Fort Pierce has distinct public facilities that are a legacy for all to enjoy, such as the Sunrise Theatre, reconstruction of the Fort Pierce City Marina and Marina Square, Edward G. Enns Indian Hills Golf Course, R. Duke Nelson Human Development & Resources Centre, Avenue D Police Substation, Expansion of Heathcote Botanical Gardens, Downtown Parking Garage, total reconstruction of major corridors and roundabouts throughout the City, Delaware Magnet School for Arts, Moore's Creek Linear Park, United States Federal Courthouse, St. Lucie County Clerk of the Court building, Jetty Park and Linear Park improvements, Downtown Public Library, and the Seven Gables Visitor Center, to name a few; and

WHEREAS, with the City's public improvements, the City of Fort Pierce experienced investment from the private sector totaling over \$150 million; and

WHEREAS, despite Fort Pierce being devastated by two hurricanes of 2004, the City began to rebuild yet again with more resolve under his leadership; and

WHEREAS, Dennis W. Beach is retiring from the position of City Manager after thirteen years of invaluable service.

NOW, THEREFORE, BE IT RESOLVED, that the City Commission of the City of Fort Pierce, Florida, hereby expresses its deep appreciation and gratitude for the services provided by Dennis W. Beach, and further recognize his efforts to make Fort Pierce a better place for all of its citizens.

BE IT FURTHER RESOLVED that a copy of this Resolution be presented to Dennis W. Beach and spread upon the Minutes of the City Commission as a permanent record of their appreciation.

IN WITNESS WHEREOF, this Resolution has been duly adopted this 22nd day of September, 2008.

City Manager Beach said he thanks them all very much. He does sincerely appreciate this. He certainly has enjoyed the last 13- 1/2 years. It has been his honor and his privilege to serve as this community's City Manager. He can tell them without hesitation that the Staff they have in place right now is going to serve them well far into the future. As all of them know, the work that gets done around here is done by the people who are employed by this City. They do have an excellent Staff. Anything that was just mentioned as a part of the accomplishments he has been part of in this 13 years certainly has been done by the employees of this City, authorized by this City Commission. It is simply an incredibly important partnership that they have to have. These individuals who report to them are absolutely invaluable in terms of making this happen. But each and every one of the Commissioners need to recognize that it will not happen without them and without their participation, without the City Commission's encouragement, their input, and their direction. He would encourage all of them to keep that up. They have a full plate for the next three to five years. The number of projects that are financed and in the mill and moving forward will keep everybody's shoulder to the wheel for the next three to five years. It is absolutely necessary that they continue to be innovative, continue to think creatively about Fort Pierce's future, because they are not there yet. The best things for Fort Pierce are yet to come.

Commissioner Alexander said he just wants to be one of the first ones to thank Mr. Beach for his leadership and helping him in his leadership part.

Mayor Benton said some 13-1/2 years ago he was a member of the public upstairs in the third floor conference room when Mr. Beach was hired. It has been a real honor to work with him for the last 13 years. Mr. Beach taught him a lot when he was the new guy coming in and had a lot of ideas. Coming from the private sector, he just felt that government could change the way they do business and turn around and get things accomplished a heck of a lot quicker and a heck of a lot cheaper. But he has understood government a lot better working with Mr. Beach. He thinks they found that fine medium where government has picked up the pace and they have done things a little bit cheaper. Also, he understands budgets a lot better now. That resolution could have been five pages long when it comes to details, from the hurricanes, from all the other projects. When it comes to opening the door working with the County and the Sheriff's Department, opening a line of communications which the City didn't have 15 years ago. But working together, government has accomplished so much more. He appreciates everything Mr. Beach has done. It has been an honor to work with him. Wherever Mr. Beach goes, they are going to be lucky to have him. Hopefully he is going to stick around here for a while.

City Manager Beach said those are his intentions.

Mayor Benton said he thanks him very much for his time. Pick up the phone any time and feel free and give him some pointers on what he is doing.

Ordinance No. L-42 entitled, "AN ORDINANCE PROVIDING FOR THE **LEVYING AND COLLECTING OF TAXES** FOR THE CITY OF FORT PIERCE, FLORIDA, FOR THE FISCAL YEAR BEGINNING OCTOBER 1, 2008, AND ENDING SEPTEMBER 30, 2009,

FOR THE PURPOSE OF RAISING SUCH AMOUNT AS MAY BE NECESSARY TO CARRY ON THE GOVERNMENT OF SAID CITY DURING SAID FISCAL YEAR AND TO PAY FUNDS SO COLLECTED INTO THE ACCOUNTS PROVIDED THEREFOR; ADOPTING THE CITY OF FORT PIERCE 2008-2009 FISCAL YEAR FINAL MILLAGE RATE; AND PROVIDING FOR THE EFFECTIVE DATE HEREOF." was placed on second and final reading and read in full.

Mayor Benton declared a Public Hearing on Ordinance No. L-42 in session and asked if anyone in the audience wished to be heard.

Seeing no one and hearing no one wishing to be heard, Mayor Benton declared the Public Hearing closed.

Motion was made by Commissioner Coke, seconded by Commissioner Alexander, that Ordinance No. L-42 be passed on second and final reading.

Those voting in favor of the passage of Ordinance No. L-42 on second and final reading were: Commissioners Alexander, Becht, Coke, and Benton. Those opposed: None.

Ordinance No. L-43 entitled, "AN ORDINANCE ADOPTING A **FINAL BUDGET** FOR THE CITY OF FORT PIERCE, FLORIDA, FOR THE FISCAL YEAR BEGINNING OCTOBER 1, 2008, AND ENDING SEPTEMBER 30, 2009; AND PROVIDING FOR THE EFFECTIVE DATE HEREOF." was placed on second and final reading and read by title only.

Mayor Benton declared a Public Hearing on Ordinance No. L-43 in session and asked if anyone in the audience wished to be heard.

Seeing no one and hearing no one wishing to be heard, Mayor Benton declared the Public Hearing closed.

Motion was made by Commissioner Becht, seconded by Commissioner Coke, that Ordinance No. L-43 be passed on second and final reading.

Those voting in favor of the passage of Ordinance No. L-43 on second and final reading were: Commissioners Alexander, Becht, Coke, and Benton. Those opposed: None.

The next item on the Agenda was Presentation by Treasure Coast Regional Planning Council on **Downtown Waterfront Charrette.**

Ms. Marcela Camblor said she is Project Manager for the Fort Pierce Downtown Waterfront Charrette. With her today is Michael Busha, Executive Director of the Treasure Coast Regional Planning Council, and Dana Little, Urban Design Director with the Treasure Coast Regional Planning Council. One of the things they want to do is thank the City for allowing them to work with City Staff on this Charrette. Actually this is the third Charrette that the Regional Planning Council has done with the City. The first one was back in 1995, very close to the time when Mr. Beach was first starting. She guesses it did sort of set the stage for the many things the City has been doing all these years. Like Mr. Beach said, they were very innovative. It was one of the first Charrettes in the State. Fort Pierce has been one of the cities that have implemented a plan like no other. They are very happy that they were able to work here. It has been very inspiring for those of them who are in the planning realm. The quality and level of the infrastructure has amazed all the designers and experts who they brought to work with them during the Charrette. So thanks again for allowing them to work with them on this process and trusting them yet one more time to work with their staff and their citizens.

Ms. Cambler said the area that this Charrette encompassed, the area they worked on with their residents and staff is essentially the waterfront area that is bounded by Avenue H to the north, it jogs between the FEC and U.S. #1 to the west, it goes down to Florida Avenue on the south, and then the Intercoastal Waterway to the east. This Charrette was a little different than previous charrettes in the sense that they did set up what is called a Charrette Steering Committee, which was essentially a committee of local residents and business owners and property owners that helped them set up this process. This group of people: Bob Swisher, Buzz Smyth, Carole Mushier, Donna Benton, Kara Wood, Vincent Gaskains, Hassie Russ, and Larry Lee worked with them two months prior to the actual Charrette, started meeting weekly and helped them organize the entire event. It was because of them that the turnout for the Charrette was amazing. There were over 150 people on the Saturday of the Charrette and then they had a constant flow of people coming in during the week looking over their shoulders. Normally they would have called the Steering Committee and let them know about this final presentation because it is a special workshop that would have been done to present this process; but since it was advertised as part of their regular Commission Agenda, they didn't do that. They apologize that there wasn't a specific phone call. On the other hand, they have received nothing but positive comments, both in writing and by phone, from those who read the report or looked at the presentations on the City's website and on the Regional Planning Council's website. Essentially she is just going to recap a little bit of what that process was. The Charrette was held March 15-21, 2008. They had over 150 participants. People sat around tables, drew up their ideas for this waterfront downtown area. One or two participants from each table presented their ideas to the rest of the community, to the rest of the public. They came up with a number of ideas. It was very interesting when they first started. People were asking, why are they doing another Charrette for the Downtown? There was a Charrette in 1995 which they implemented and are in the process of implementing everything that came out of the 1995 Charrette, they have been doing a pretty good job. But what was interesting about this area and the time at which they were doing the Charrette was the number of opportunities that were presenting themselves in this specific area of the City. She is going to go through those as she goes through this presentation. At the end of that Saturday after about five hours of working with their community, they set up their studio at the Sunrise Theatre. She jokingly told them when they did the presentation of work in progress that it was the best studio they ever worked in and it still is. They have had a few charrettes since then and it still is. They felt very lucky to work in that amazing space. The presentation of work in progress for that week long Charrette was held on March 21st of this year where they took additional input from those who were present at that presentation. They submitted the draft report on June 9th for comments from residents, elected officials, Charrette Steering Committee members. Those comments that were received were all incredibly positive and were included and incorporated into the report they had received last week. With the community's input and with the work that was done during that week, they created what they now call The Citizens Master Plan. There is a lot of information that is contained in the report, she is not going to go through all of that; but if there is anything they want her to go into a little more depth, please let her know. But everything is described in detail in that Charrette Report. One of the key concerns of the community was what to do with the northernmost portion of the downtown, the part that is neighboring the Port, given the fact that now the City owns a great deal of land in the area that is known as Fisherman's Wharf. This area is bounded by Avenue H to the north, 2nd Street, Seaway Drive, and in the Citizen's Master Plan it extends all the way out west to U.S. #1. Essentially during the Charrette, the community had certain hopes for this area, for the land is owned both by the City, by the County, and privately-owned. There was big concern about increasing capacity to park boats or trucks with their trailers, because this is a very desirable boat ramp, particularly during weekends or during the many fishing events that the City hosts throughout the year. The Master Plan proposes a reconfiguration at that site to allow for increased directly connected to the water parking for boats, trucks, and trailers. An opportunity to increase parking overall, which the Master Plan proposes as a parking lot that could over time be converted to deck parking, not for trailers but just for cars, along the FEC tracks further to the west of this district. There was a desire that this area up north remain mainly oriented toward marine-related

uses, whether it is marine-related retail or marine-related industry; but a series of marine-related uses closely linked and closely mixed within that area. All these buildings represent a series of businesses and small industrial buildings that house marine-related uses. At the time of the Charrette, they had a retail consultant with them who suggested that the City work towards attracting a major marine-related anchor, a retailer to anchor this district up in the northern area, someone like Boats U.S. A major marine-related retailer, not only to anchor and help out the smaller retailers; but given the fact that there is an amazing location and visibility off U.S. #1, that major anchor at 20,000 to 40,000 square foot would be possible at the corner of Seaway Drive and 2nd Street with visibility off U.S. #1 and directly linked to the end users off the ramp and of course acting as an attracter to other marine-related uses in the area. There was talk about a hotel or motel site or location up in the Fisherman's Wharf area. This was not discussed by the residents as a five-star hotel, but more a hotel pretty much like what Stuart has down at Pirates Cove, they could come with their boats and spend a couple of nights, more fishing related type of hotel in that area.

There was also discussion about incorporating dry storage facilities, which the Master Plan shows up in the northern tip of this parcel designed to fit within the scale and character of the buildings proposed in the area as well. She thinks one of the things that was key for the residents was to make sure that all these elements - the parking, the marine-related retail and industry, and the big box type of retailers anchoring in the hotel and motel - all of them fit together, but created a special identity for the district. For that, the Master Plan proposes this entire district to develop around a central square or a central plaza around which the hotel with retail on the ground floor is proposed. If there is going to be a hotel or any type of residential, be it residential for people working or participating in any of the events they host during the year or just office, that would happen along this core central area. The dry storage facilities toward the north. The restaurant space and convention center and meeting and gathering space for fishing events would happen along the buildings lining a much larger parking area out here. The proposal is to be done incrementally, to be done in conjunction with the County and existing property owners. Development of this does not require doing away with existing private properties in that area. Many of these are just proposed as redeveloped over time, but it doesn't require taking any of the existing buildings in the area to implement this.

(Commissioner Sessions arrived at the meeting at 5:35 p.m.)

Ms. Cambor said a second area of concern for residents during the Charrette was the preservation of certain historic structures within this district or within this downtown waterfront area. But at the same time making sure that as those historic buildings and historic properties were preserved, that property rights of property owners and investors were protected. A couple of areas were specifically discussed regarding this matter. One was the Edgartown District up in the northern portion and the other one was Rivers Edge District, two of the Historic Districts they have within the Downtown. It was key to address the inconsistencies that apparently exist today between what is on the ground, what the community's vision is, and what their code allows or is perceived to allow within these areas. The Master Plan essentially proposes a couple of different techniques or a couple of different options to address these inconsistencies that they found while working in this City.

One of the things they were hearing was that, for example, properties like those in Edgartown, while they had a one or two story residential building today, could potentially yield up to 15 stories, they even heard 20 stories, or commercial buildings up to six stories.

So there were all kinds of different perceptions of what could be done. But all of them were really more than what was on the ground there today. So essentially their staff conducted an analysis of what their zoning currently yields in both of these districts. This is

a diagram that shows a typical parcel in Rivers Edge. For the most part the waterfront parcels in Rivers Edge are split by Indian River Drive, so property owners own both sides of the road south of Citrus Avenue. Under the current code, this diagram shows what they would have to leave for setbacks - 25 feet front setbacks, 15 feet side setbacks, 15 feet rear setbacks - and how much parking would be required once they build on the area that remains after the setbacks. So buildable area essentially after they leave the setbacks here would be about 6,600 square feet, which essentially would yield a one-story building by the time they provide the required parking, because that 6,600 square feet would require about 22 spaces. What is interesting is that they would not be able to build the 6,600 square feet once they tried to provide the parking. So much of that area would have to be taken up by parking on the opposite side too. When people talk about the ability of building height in these parcels, in these historic buildings, they tested that. They tried to do a larger building mass to go up in height. But of course, as they increase the mass or as they increase square footage, parking increases. And of course, as they start to build additional stories and additional square footage, parking requirements increase. The famous six stories they kept hearing about that the City Code essentially allows, at the end of the day once built would look pretty much like a six-story tower surrounded by a sea of parking which, while the code allows it, it is totally inconsistent with the character and the vision the community hopes for that area, and very inconsistent with those historic buildings that are there today. So the Citizens Master Plan proposes a couple of strategies to address this issue, so that people can build what the current zoning yields and at the same time preserve the character of the area. These strategies can be applied both for residential developments or properties as well as for commercial developments or properties. The first strategy is the strategy of densifying or intensifying by using similar building types. Here is just a very simple example of a large parcel just north of Backus Avenue right against the FEC tracks where the current allowable density is a 15 unit to the acre density. Rather than developing that in the form of a tower surrounded by parking, Dana Little created a plan that allows for that same density and intensity in a series of two and three story buildings that are laid out in the form of a village that is very consistent with surrounding properties, with historic properties that are in that district and within that area. A scale, a character, and a massing that is consistent with the surrounding properties without affecting what the current zoning yields. While this is feasible, while this is something they could do, under their current regulations, under their current side setbacks, front setbacks, and parking requirements, this is something they could not do today. So if this is something that as a community they desire, that is to keep those densities and keep those intensities, some minor modifications need to be implemented to their zoning to allow for a different configuration of buildings and a different configuration of parking. Some times in many cases even a different location of their parking to allow for these type of buildings to be built instead. The same thing is true for the commercial buildings. The State Attorney's office is a typical example, they have a tower that is surrounded by parking, this is what their zoning yields in that area right now. And of course, properties around it are one and two story historic buildings. What the Master Plan proposes for this area is to intensify with smaller buildings, buildings with smaller footprints, and consolidate or relocate parking to allow for some of those paved areas to really address the street a little bit better. A lot of these things can be done. It just requires some changes to their current zoning to allow for some of these buildings to be a little better neighbors. There are other conditions where either the parcels are too small or there is not enough room to build around it or the significance of the site where the building is placed is such that these strategies cannot be applied. So the master plan proposes in those conditions a transfer of development rights option. This is an example, a diagram that shows how a historic building which is a 40,000 square foot building in an area that would by code - this is not Fort Pierce, it is just a generic example - have yielded 100,000 square feet of usable or livable habitable space, essentially allows for that extra livable space to be transferred to a different site where they desire to intensify development. So it shows how that box that could have been built essentially gets picked up and transferred elsewhere to a receiving area of their choice. Now this is a very effective but it is also a very delicate process and a very delicate program. It is something that the Master Plan also proposes for their consideration as a tool for their staff to be able to preserve some of the things the

community said they wish to preserve within the waterfront district. Indian River Veterans Memorial Park was another item that the community discussed at length. A few of the things that were brought to their attention of course, everyone was happy with the fact that they were getting ready to build the actual memorial and the fact that the design of the entire park should focus around that memorial, which should make it the center of attention.

So the Master Plan proposes for that Veterans Memorial to be in a central area of the park. But also at the same time to begin to allow a little more visibility and access to the water. While everyone was saying this is a gem, that it is amazing, and that it is incredibly unique for a city to have this type of a waterfront facility, a lot of people were telling them that it is very hard while they are out on the street to really see the water, or even if they are in the park, they are a little bit isolated and to feel they are safe or that someone is watching if they decide to walk when that area becomes a little lonely. What the Master Plan proposes is essentially a pattern of paths. It is a combination of actually a very orthogonal grid combined with a very organic grid. So they have a very orthogonal grid that goes north, south, east, and west, and then an organic grid that goes through the park as well. But that essentially starts to tie in the park and the waterfront. Every street now ends out on the waterfront. It is almost an extension of the neighborhood into the park, making the park and making the waterfront almost a part of the grid and a part of the fabric. That is just a simple reconfiguration of paths within the park. As far as the park, there was talk about a number of parking lots that exist today within the park. While it is necessary to have those parking lots, it was mentioned that those parking lots should be treated like many other areas in the City, formalized into piazzas. So if they need to park a car, they park the car there; but when the car is gone, it feels like it is part of the park, it feels like it is part of the landscape of that beautiful area. And when they have events and the cars are not there, it is tied into the rest of the park. There was a desire to expand the museum (A.E. Backus Art Gallery & Museum). The Master Plan maintains the museum at its actual location and allows for room for expansion throughout its entire southern edge. The Amphitheatre, actually moving, reorienting, and rebuilding. She knows there had been previous discussions about orienting the amphitheatre so people on the boats could see the shows and the events. This is essentially in that same location, only it is the other way around. The stage is backing on to the water, so people who are sitting in the park and looking at the event also have the backdrop of that magnificent lagoon they have within the City. So it is a double show, what they are seeing on the stage and the beautiful lagoon that is the backdrop of that amazing location. There was also discussion about improving the connection under Seaway Drive, under the bridge, over to Fisherman's Wharf. Of course with the hopes that area becomes that very active and intense marine mixed-use district. Finally, in order to bring eyes on the park and natural surveillance and natural security to the park, lining with more intense, more resilient buildings, the western edge of the park with probably taller residential buildings, buildings that have people who are naturally keeping an eye on what is going on in the park. So a bird's eye view - this is the Yacht Club with the reconfigured parking, the orthogonal grid that then has links with a much more organic grid, and then every street coming in and then terminating onto the water and having the park better linked into the neighborhood. One of the main reasons that she believes they asked the Regional Planning Council to come in and work with their residents is the fact that the H.D. King Power Plant was being decommissioned. At the time of the Charrette, the residents had magnificent ideas. She is not sure where the City is right now with the RFP. But one of the things that came out of the charrette is that the area that the City currently owns, which is slightly over seven acres, not be looked at in isolation. But actually the area that is currently housing the orange packing plant (Orchid Island Juice Company) also be considered as part of or as a phase of this project as an opportunity to start to bring a face, to start to bring some of the activity that is going on within the downtown and the main street onto U.S. #1. They heard and their retail consultant heard from a lot of their retailers and business owners a lot of frustration about knowing that there are 40,000 or 50,000 cars going by on U.S. #1 every single day and those people and that money is either going up to Vero Beach or down to Stuart or going west to other communities over on I-95, when they could very easily be attracted to spend their dollars in the Downtown. So this was seen by the community as a very big opportunity to start to bring the face of that amazing thing that is Fort Pierce Downtown onto U.S. #1 and start

attracting some of that traffic, some of that business. The Master Plan tested the sites, tested the seven plus acres. The proposal for that site is essentially a second site for a hotel, a 250-room hotel. This is a high-end hotel proposed for this site, with about 50,000 square feet of meeting rooms or banquet rooms, a 40,000 to 60,000 square foot major anchor. At the time of the Charrette there was discussion about attracting a Bass Pro Shop type of retailer, which talking to a retail consultant thought it was a brilliant idea. This is something that as a City they are still pursuing. It could become incredibly unique, particularly if linked to a district like the one that could potentially happen in this unique parcel the City owns. An additional 50,000 to 60,000 square feet of retail along U.S. #1, along Moore's Creek, fundamentally not competing, but linking onto 2nd Street. The community expressed a desire to as much as possible make Moore's Creek navigable, at least raising the Indian River Bridge as much as the one on 2nd Street has been raised. But absolutely continuing with the tradition of having Fort Pierce's waterfront remain public, much like they have the rest of their waterfront district. This was high up in the community's wish list, to maintain the Moore's Creek waterfront as public. What the Master Plan essentially proposes is that most of the commercial and mixed uses, those are proposed on the land the City owns south of the creek. There is more room to park all of that, it is connected to their main street, and it is more resilient uses around it. The land that remains north of the creek is essentially proposed as residential of lower density that begins to transition the district and the more active uses in the district over to the residential and sort of passive uses that they have on the Historic District to the north. One other key proposal of this Master Plan for the district is the fact that right now the H.D. King Plant is an amazing terminus of the vista of 2nd Street. It is one of their icons. Whether they like the architecture or not, it is an icon and it is an amazing attraction. So what the master plan does is it proposes a key building to start to link both parcels, to start to link 2nd Street to the entertainment district, to take advantage of that perspective of that little crank on the road and start to bring people walking back and forth. It is a very comfortable walk. It is a quarter of a mile walk downtown from Orange Avenue and 2nd Street all the way to the H.D. King Plant, a perfect size of a main street. So encouraging people to go back and forth through architecture is something that the Master Plan proposes. As far as architecture, they heard from the residents. While they love Mediterranean, they wanted to see other styles as well. So the Master Plan just gives them different examples of authentic two or three-story mixed use buildings that are also vernacular in character and in style. It offers some variety to the architecture and to the design of what they can or will be seeing in the future. Finally, the Master Plan proposes a signature hotel. The only place where the master plan proposes height beyond what their zoning code allows for today is in this location for the hotel. There was a lot of talk during the Charrette that this hotel should be for Fort Pierce what the Biltmore is for Coral Gables or what the Breakers is for Palm Beach. This should be causing the same effect as they are coming off the bridge or as they are coming off U.S. #1, seeing this magnificent structure. Now the Master Plan cautions them, if they do decide there is a need for a little bit of extra height for this facility, to only award it if it is exceptional architecture. Do not allow additional height just for a big box or for poor or not authentic architecture. So they will find that big caution in the report a couple of times. Some computer generated images of what that waterfront could look like - more public, more active on the southern side, a little more residential and more passive on the northern side, navigable as much as possible, very public with the proposed signature hotel along the waterfront. This is looking from the Fort Pierce Marina down into the district. This is a computer generated animation going east along Moore's Creek, looking at the mixed use buildings along the southern edge. They can see that those buildings are set back and forth. The idea is to create special plazas, little spaces, unique areas much like they have today in their downtown. Not just a conventional project that lands there, but something that looks like it has grown over time and it is very organic and has been there for years. The designers that did this, these are exactly their street lights and signage that they used for the animation as well. The Master Plan also proposes the parking lot for Fort Piece Marina reconfigured into a dual use piazza or parking as needed. So the key elements are the H.D. King Plant, if and when this redevelops as public access to the waterfront, an interconnected network of streets that links back into the community, an integrated mix of uses, authentic architecture, and making sure this area doesn't compete

but acts as an anchor to their Downtown. During the week they had Bob Gibbs, the Principal of the Gibbs Planning Group, who emphasized and talked a lot in his report about the amazing quality and high degree of infrastructure they have within this City. Mr. Gibbs was very amazed and was very surprised, as much as they were. Like she said at the very beginning, it was a pleasure to work and to see the level of detail and the level of care that has been put into all the public infrastructure they have been implementing in the City. He was also a little surprised at first to hear from a lot of the retailers that as much as has been invested within the City, some of the retailers were still hurting. There was this whole discussion about whether it made more sense to lease the retail space as office versus retail. So in his report a lot of this has been addressed. These are some of the images of things that they heard from locals that they would like to see in or around the downtown area. High end grocer shops or stores where they would actually be able to go and shop for shirts or a pair of khakis. There was a lot of talk about a major book store and specialty coffee stores and specialty food stores. Mr. Gibbs conducted a very intensive retail analysis. What resulted from that was very interesting to all of them. He conducted what is called a trade area analysis, which essentially shows a 5, 10, and 15 mile trade area in the blue circles. Usually what retailers look at is their five mile trade area. What Mr. Gibbs was telling them was that retailers throughout the country would normally look at that five-mile radius and see who is servicing that area and if that area is being serviced by a major commercial area or commercial center. What he found incredibly interesting was that there is a big void within downtown. If they look at their downtown, the five-mile trade area coincides almost entirely with their downtown. His first reaction was retailers from all over the country are going to see this and are going to jump all over Fort Pierce in wanting to come here and invest and put their stores in. So he went in a little deeper to try to understand why retailers were not coming, why people were not stopping, why some of their businesses were hurting, or why their rents were not where they had to be so their retail space was being leased as office instead. Mr. Gibbs gives a series of recommendations, all of which are imbedded in the report, but she is going to go through some of those. One of his first recommendations, while the City of Fort Pierce has a number of attractions and a number of different customers, it is not very clear who their target customer is. Is the target customer the people who come to the Marina to hop on their yacht to go and spend the day elsewhere? Is their target customer the person who comes and uses their beaches for the day, which for the most part bring their picnic and really don't spend much of their money in the downtown? Is their target customer the person who comes to use their waterfront restaurants, which for the most part has very convenient parking directly adjacent to these restaurants and is not coming back to their downtown and spending their money there? Or is it their actual residents, who many times and especially during weekends feel that everyone else from the region is coming to Fort Pierce so they are probably not coming to their downtown either? So one of his first recommendations was to work on defining who their target customer really is and to start going after that target customer and making sure that target customer is spending money within their city, within their downtown. The second recommendation in his report is to begin to establish some clear connection. There is a lot of signage within the Downtown, but it is still not totally clear. This is why they like to bring people who don't live in the region, who don't live in the City. It is still not totally clear. Once they come and visit this amazing waterfront they all have here, all the other things that are directly adjacent to it. So she doesn't know if this gentleman (shown in the photo) lives in Fort Pierce, but they can tell that once they are sitting here, it is very hard to tell that behind this beautiful park and all the sea of parking, there is something else interesting he should walk towards. If he walks to his car right here, chances are once he is in his car he is going to drive away. Also, looking west from the waterfront (on Avenue A), it is hard to tell once they drive through these blank walls and they are seeing U.S. #1 just a block or two away, that something interesting or something unique is happening, sort of cutting through this way to exit their downtown. Looking at it from the air, it is a little more clear. Their downtown is pretty much disconnected from the waterfront, which is where all their major attractions are and where most of the people who are coming to the City are really going to. The obvious thing is, how do they get all these people who are coming to their downtown, who are impacting them with their traffic, who are impacting them with their parking, how do they get

them to really start leaving their resources in this City? The City has invested an amazing amount of money in the Library. They had a number of designers from out of town. On Day Four she asked, why don't you check that out in the Library? They were hot and looking for internet or something. They said, there is no library. They had walked past the library. So one of them said they should actually put a sign on the roof, it could say, "Library - Public Welcome - Air Conditioned" because it was very hot when they were here in March, but that was a joke. But essentially anything that announces it. There is an additional civic building there. These are the things that are very common to those who live here. But there are a lot of visitors coming to Fort Pierce on a weekly basis and it is not as evident to those who are not locals. Of course, they are in the process, they just finished another Courthouse addition. But as they continue to do civic buildings, make sure they reserve some of that classical architecture for the civic buildings. It is very hard for tourists or visitors or even their residents to understand the difference between some of the residential or commercial building. Usually one of the things that planners recommend is what they call the beautiful 10% rule. This picture is the Bartow Courthouse. If they look at the building in the back, it is a box. It is no different than their actual courthouse. The only investment of this building is in the portico, it is actually in the entrance. There is a beautiful cupola. But it is just a little bit of extra care put to the entrance. This is the Courthouse right here. One of the designers did a perspective of their Courthouse and added a classical portico over to their building. It is the same one the Bartow Courthouse has without the cupola. Simple things can be done that announce civic presence which they have a lot of within the City. The third thing he recommended which is pretty important is that idea of announcing their shopping district - 2nd Street and everything that is happening in their Downtown - announcing it on U.S. #1, making sure those people who are driving past the City every single day know that something important is happening just a block away. For that, the Master Plan and Mr. Gibbs recommends four key locations. Three along U.S. #1 - U.S. #1 and Orange Avenue, Citrus Avenue, and Avenue A, and one along 2nd Street and Seaway Drive. Put key buildings, signature buildings, key uses, restaurant space, and things that are going to start showing people, making them stop, and then attracting them into their Downtown. And then of course, if and when their seven acres at the H.D. King Plant develop, taking the opportunity to bring that over to U.S. #1 to start branding their Downtown. Those are called branding ports. Those make people stop, and then they have attracted them and make it very easy for them to come into the City and spend additional money in the Downtown. The Master Plan already starts to develop a very simple merchandising plan. They have all the elements all within their Downtown already. It is just a matter of some organization and finding a transition with the branding ports and with a simple merchandising plan to take their Downtown to the next level, to take it to the next step. During the Charrette, the discussion of office versus retail happened. They can't just force one of the things without having an entire merchandising plan and an entire strategy of how they transition from one to the other and how they make both valuable at the same time. Finally, the Master Plan proposes to be prepared for future expansion of the Courthouse. The Courthouse is a key anchor to their Downtown. There has been discussion of expanding over on the west side of U.S. #1 along Avenue D. The Master Plan has identified sufficient space downtown to create sort of a campus environment, to add and include more buildings and more parking that could house a future courthouse extension and it could also house additional residential units. This additional courthouse expansion and residential units also proposed extending Melody Lane. This is St. Andrews Church, which has a very confusing ending to it, a street that is not too clear whether it is a street or a parking lot. So it essentially is formalizing that street. But as a parcel that is just south of it redevelops, formalizing that entrance over to Melody Lane and developing that site consistent with the rest of the grid, the rest of the fabric. All of this could be either courthouse expansion or a mix of residential and courthouse expansion. They believe this is the perfect timing for the City and the community to go back to the drawing board, to go back to understanding where they are going to go next. Yes, everyone is concerned about development slowing down a little bit. But if they recall when they started back in 1995 with the first plan, development wasn't necessarily booming back then. But as a City they planned ahead, got ready, they had a Master Plan, and it took them 13 or 14 years to implement it. So they are very excited that they are looking ahead

and believe this is a perfect timing to do that. But they also recommend that because it is a hard time, probably much harder than back in 1995 when they started with their first plan, that they look at new innovative and creative ways to attract development. Some of those have to do, particularly for their downtown, with density and height. In the case of density, they are not here recommending that they just freely go out and start giving it away and start increasing density. But that in the downtown they focus a little more on design and on form, and not so much on density. A lot of what the team has heard from their residents is that because of the limitation and density in the downtown, what they are getting are very large, very expensive units, and they are not getting the mass and the number of people living to support their businesses, to support their stores, to support their restaurants on a day to day basis throughout the year. These are some photographs that they shared with the residents and with the community that simply show that sometimes it is not so much about density but has a lot more to do with design. It is a very careful thing to do. They are not suggesting the City just go change their codes and increase their densities; but start thinking about the incentives that through great design allow for increased densities and therefore allow for smaller units and more residents in their downtown. It is kind of a circle that will also help their businesses. Finally, the Marina Square. The residents talked about a third location for a hotel - the old J.C. Penney Parking Lot as a potential site to develop a garage and a hotel would house the existing parking, probably some of the parking that is on Marina Square right now, some restaurant space and retail space, and then a hotel or a mixed-use building. The team tested this site and the conclusion was that the site is too narrow to efficiently house the parking that would be needed for a hotel or a mixed-use building plus restaurant or retail space, and in addition all the parking that is there today that is directly supporting and incredibly necessary for the businesses downtown. And instead proposes a reconfiguration, if they are serious about developing the J.C. Penney site. It proposes looking at the building and incorporating the site that houses the building on the corner of Orange Avenue and 2nd Street. That would allow them to reorient that parking garage and create a parking garage that is twice the width, that is a lot more efficient, that would definitely be sufficient to accommodate the existing parking and provide additional parking for the downtown, not just for the new use coming on the J.C. Penney lot, but additional parking for the downtown; and on top of that, house the necessary parking for a third hotel or a mixed-use building. As far as three hotels, there was discussion whether that was too much for downtown. Mr. Gibbs conclusion was that the City at build-out will have the need for three hotels, that they be ready, that they be prepared, that they have the three sites, and that they understand the type of hotels that can fit on each site, but that they let the market decide which one it is ready to do first. Whether it is ready to do a five star hotel first or their waterfront motel at Fisherman's Wharf, that they be ready and provide a little flexibility for the market, particularly in these difficult times. They will eventually get a hotel which is something they know the City needs, because they had to stay out on the Turnpike when they were working on the Charrette. Finally, a few aerial views and computer generated animation of the Downtown area, Marina Square reconfigured with the parking removed and relocated into a garage behind a mixed-use hotel on the existing J.C. Penney parking lot. The building that is shown in the Master Plan on the Library parking lot is proposed as a building to house the Community Center, which is the only building that is proposed to be removed from Indian River Veterans Memorial Park. It is proposed to be relocated along the Marina Square - fronting, finishing, completing that building, and removing most of that parking except for the on-street parking from the plaza into a garage at the reconfigured J.C. Penney parking lot.

Ms. Cambler said she will talk about the next steps and will go into questions if they have any. The first one is about adoption of this plan. It doesn't mean - and they always emphasize this - that they have to adopt everything or else it won't work. There are a lot of elements that can be adopted. While most of them were directly linked together, they could decide to adopt certain elements and not adopt or modify other elements that are proposed in this plan. The second step which, in these slow times is probably the perfect time to do that, is to spend some time with their Staff with the necessary help to modify or update their Land Development Regulations and Comprehensive Plan wherever necessary to allow

those to leave them in a competitive position, so when the market picks up they are ready hit the ground running. Make sure their regulations allow for all of their visions to be implemented. So wherever necessary, this is a perfect time to start making those modifications. At the same time, the Master Plan recommends that this is a good time for them to have a retainer with a retail consultant. There are a lot of decisions, both for the RFP's they have put out or they are in the process of putting out, but also for the health of their Downtown, particularly in these times when the economy is as difficult as it is. Given the fact that they have a CRA within this Downtown area, someone that would help them understand what makes sense, whether retail or office or a transition or a mix makes sense. But above all, something that would definitely help the local property owners, particularly in these hard times. Finally, if they are still in the process of putting out RFP's, a Request for Proposals, make sure as those go out, that they reflect the citizens vision, that those include those areas of the Master Plan that they have adopted. The next steps, while few and seem simple, are probably going to be very time consuming for Staff. But this is a perfect time to do that. With that she will open it up for questions or comments.

Commissioner Becht said he was real happy to see that the Charrette's number one concern was public access to waterfront. Because that is one of the things that distinguishes them from a lot of the different communities up and down the east coast. He will thank Ms. Camblor and TCRPC for their efforts of putting this together and also the citizens who participated in it.

Commissioner Alexander said he was looking at it, he is just amazed. He can't absorb all of it at one time. But what he wants them to know that they overlooked their Marina and the proposal of the island section they are going to... He thought that was just something humongous that was left out. It is excellent, but he is not even able to absorb all of this. Is Mr. Kubitschek here? He has seen what they have seen. He spoke about the little islands and the breakwater and all that. They are not going to put that to the wayside? Are they going to incorporate it some type of way into what they are being presented here, right?

Mr. Dean Kubitschek, City Marina Manager, said that is correct, they are going to continue moving forward with the Marina project. They are still under permitting at this time with plans, as soon as they get the permits, to go ahead and move forward with the building of that project.

Commissioner Alexander asked how can he put it on paper so, as they flip through this, they can flip through his proposal?

Mr. Kubitschek said he can actually get with the Treasure Coast Regional Planning Council and they can get with their engineers, and they can get what they are proposing and they have that put in this plan, if they are willing to assist them with that.

Ms. Camblor said absolutely. And at the time of the Charrette, Mr. Kubitschek shared with them all his plans. They had their consultants look at it and thought it was a great plan, incredibly ambitious. She thinks the consensus was to just wait until the City Marina got their approvals and then to draw that in. So it would be very simple. But there was consensus that it was a good direction the City was going in with the Marina. And the residents at the Charrette were all very happy with it and said don't touch it. Whatever they are doing, just keep going like that.

Mr. Kubitschek said he believes truly, when it is all said and done, it will help with the tourism for the Downtown area as well. But he will get with Ms. Camblor and see that she gets a copy of that layout where she can implement that in her drawings.

Mayor Benton said he does see a few members of the public. During the presentation after the Charrette, they had public comments. If anybody from the public would like to speak, please come forward at this time. (No one indicated they wished to speak.) He guesses the public liked what they saw. He thanks Ms. Camblor and the Treasure Coast Regional

Planning Council. And he wants to thank the Steering Committee, the citizens who worked on this and helped prepare everything and did an excellent job. Everyone did an excellent job to help them plan their future. The economy is a little slow now, so it makes it easier for them to come in and look at rezoning, look at doing some of the things that the public wants. The pressure isn't as strong as it was a few years ago.

Motion was made by Commissioner Coke, seconded by Commissioner Becht, to accept the Fort Pierce Downtown Waterfront Charrette Report prepared by the Treasure Coast Regional Planning Council.

Those voting in favor of the motion were: Commissioners Alexander, Becht, Coke, Sessions, and Benton. Those opposed: None.

Mayor Benton said once again he is going to thank the Treasure Coast Regional Planning Council. They look forward to working with them to get where they want to go with this. They have just started.

There being no further business, Mayor Benton declared the meeting adjourned at 6:20 p.m.

Adjournment.

ATTEST:

CITY CLERK

MAYOR COMMISSIONER

