



Strategy & Vision for the

Peacock Arts District





OUTLINE



INTRODUCTION/OVERVIEW



ECONOMIC DEVELOPMENT



BEAUTIFICATION



ACTIVITY GENERATION



PARTNERSHIPS



NEXT STEPS



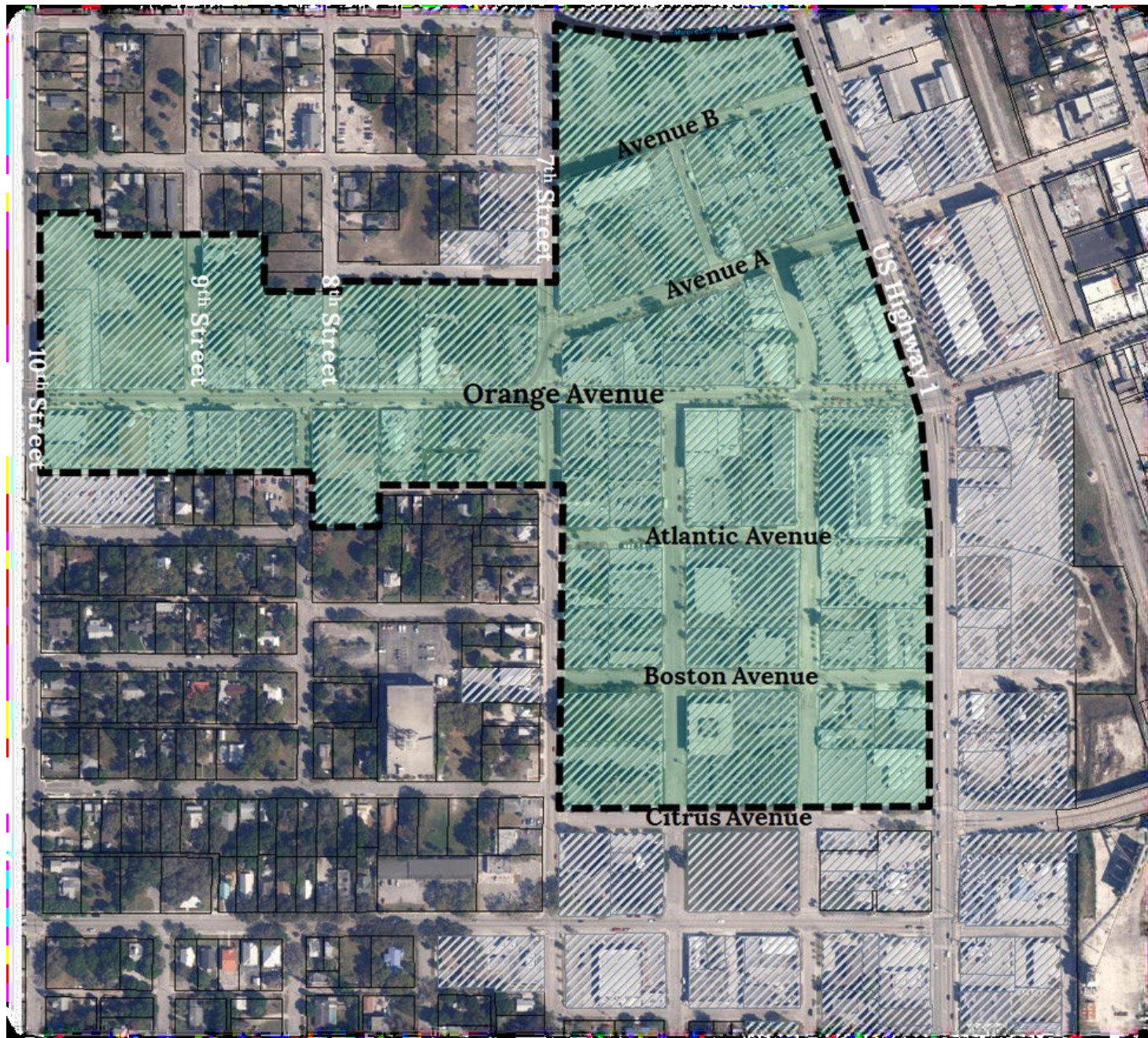
INTRODUCTION

OBJECTIVES

Peacock Arts District

- Communicate the “ **vision** ” of the district and implementation phases.
- Create an **attractive environment** to **encourage private investment** and one that builds and supports the local economy.
- **Strengthen the connections** between the key cultural facilities and community partners.
- Improve opportunities for **frequent and meaningful activity and contact among citizens** by creating places that attracts a diverse population
- Increase **accessibility** and promote **a sense of comfort and safety**
- Extend the “reach” of the district through **connections to the surrounding districts**
- Make it **easy to do business** in the PAD





CURRENT BOUNDARIES

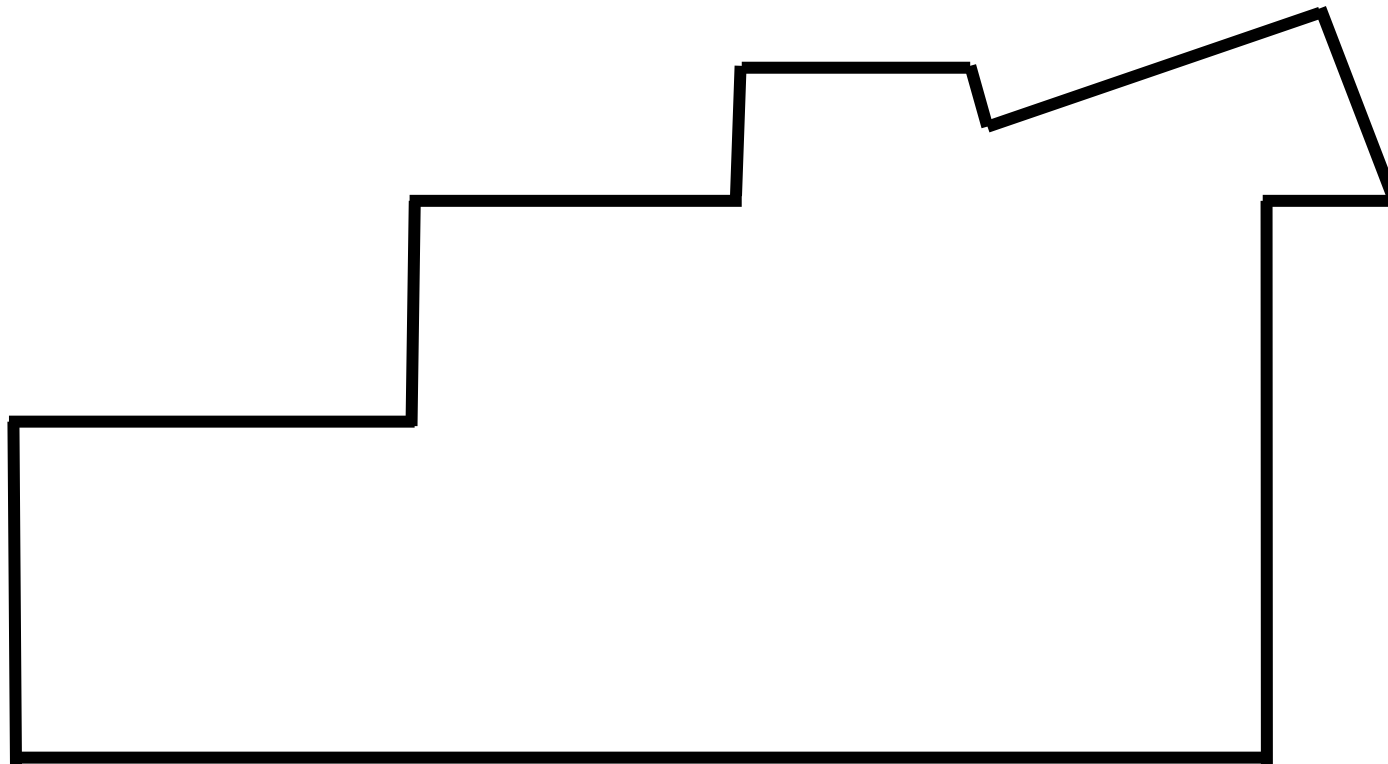
January 2017





Proposed BOUNDARIES

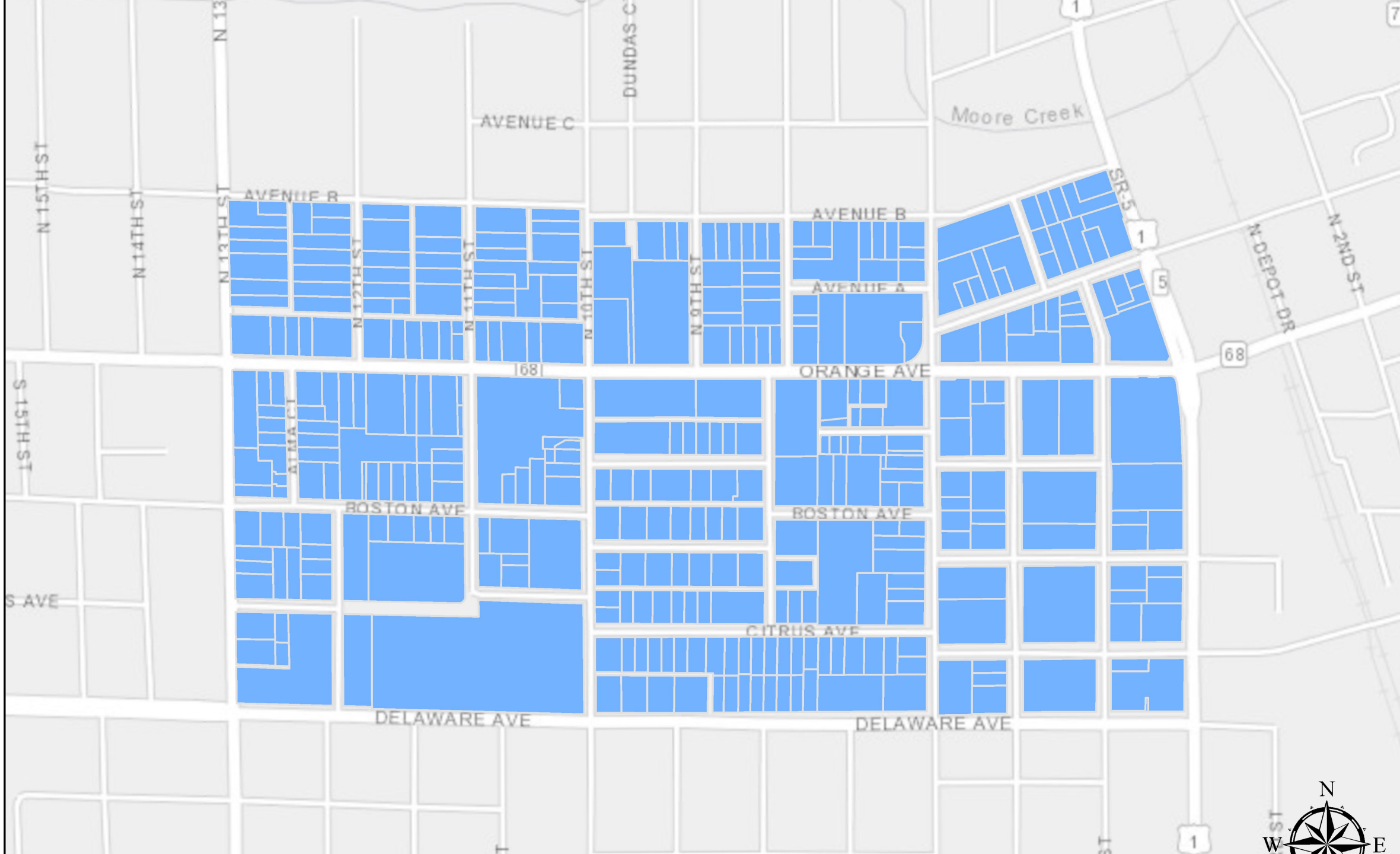
Extend boundaries to include
Creative Arts Academy of St.
Lucie (CAST)





OBJECTIVE: Create an **attractive environment** to
encourage private investment and one that builds
and supports the local economy.

BEAUTIFICATION



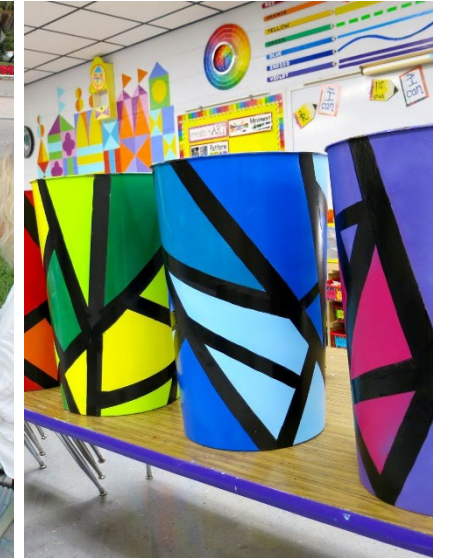
BEAUTIFICATION Art Everywhere



Sanitation
Covers



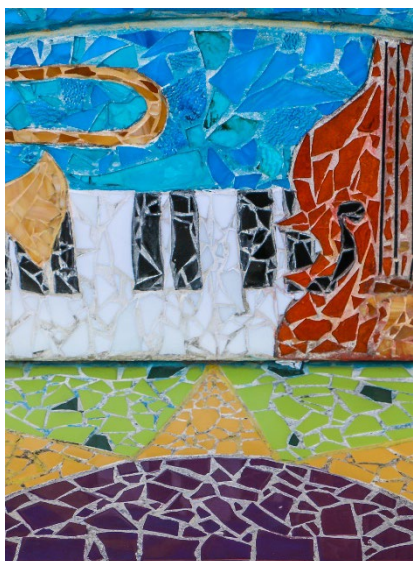
Transformer
Boxes



Trash Cans



Murals



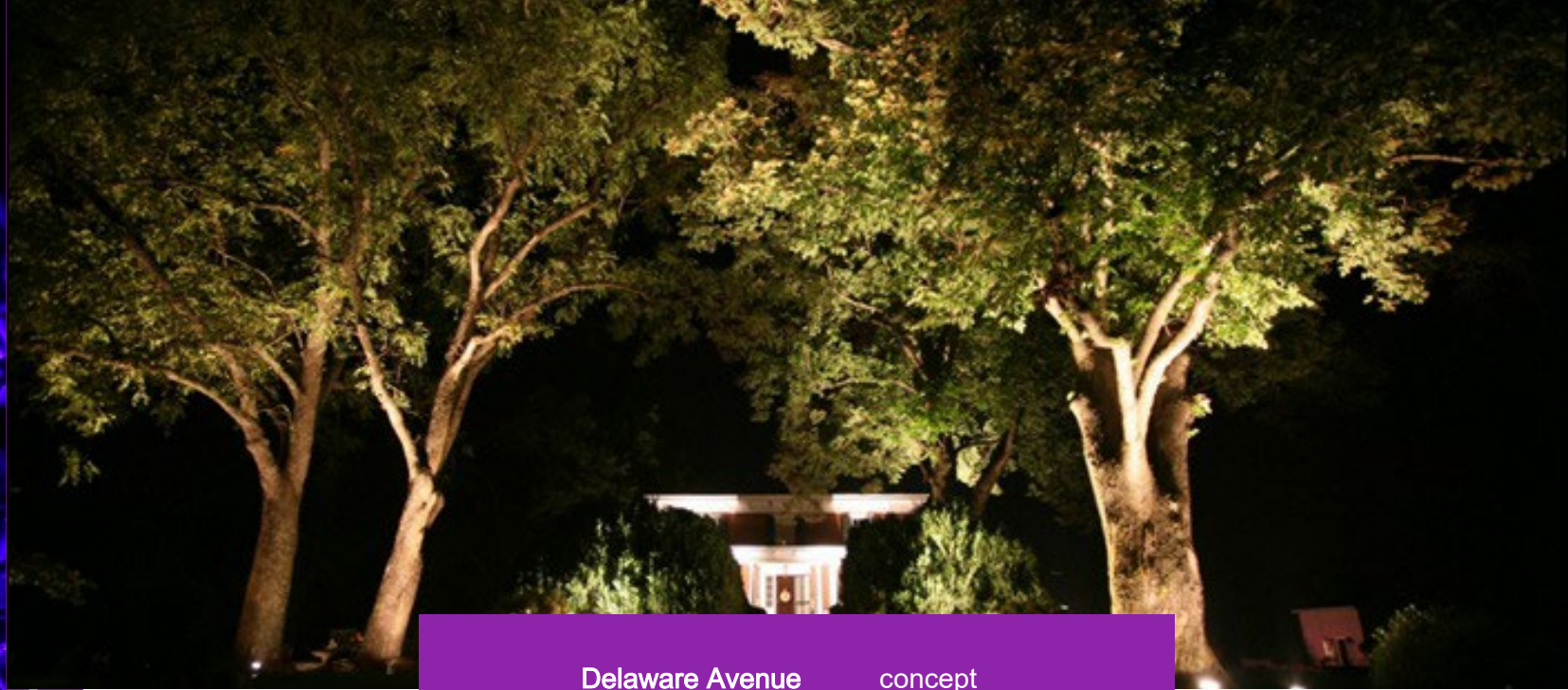
Benches



Painted Pots



Orange Avenue concept



Delaware Avenue concept

Let there be light!

- Create sense of place unique to PAD
- Two distinct corridors (Orange & Delaware)
- Associating light with safety is a universal feeling



Connecting the **BLOCKS**

Transform the PAD into a fully connected, pedestrian - friendly, multimodal district that improves pedestrian, bicyclist, and motorist safety.

Potential Crosswalk Painting Locations:

- North 9th Street/Orange Avenue
- South 10th Street/Boston Avenue to Delaware
- North 7th Street/ Avenue A to Delaware Ave

PROUD TO BE IN THE PAD

Yard signs and decals for residents & businesses



BUT FIRST, LET ME TAKE A SELFIE.

Selfie spot designed by local artist, Andy Zuniga
7th Street and Avenue A



Street Pole Banner Contest

The City of Fort Pierce is seeking local Fort Pierce artists' artwork for lamppost banner campaign.

- Highlight Fort Pierce as an **arts destination**
- Celebrate and support the **abundant creativity** of our **local artists**
- **Give visibility** to those who may not normally receive representation
- **Delineate** the PAD



CALL FOR ENTRIES

September 2018





OBJECTIVE: Strengthen the connections between the key cultural facilities and community partners.

PARTNERSHIPS



PARTNERS

Business Community

Fort Pierce Utilities Authority

St. Lucie Public Schools

Main Street Fort Pierce

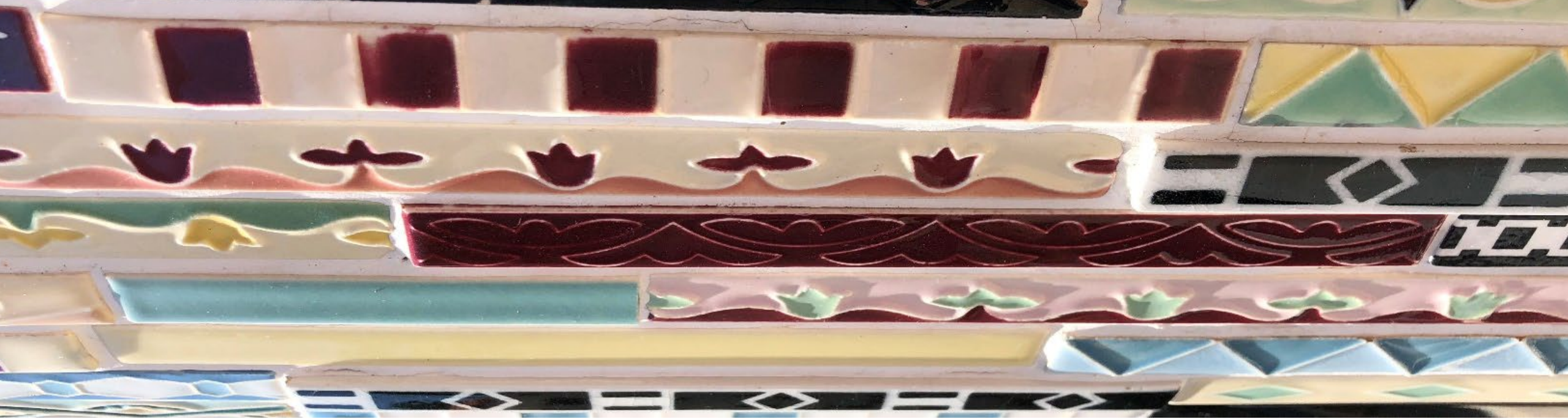
Housing Authority

Artists

Art Walk

Local Banks

COMMUNITY



“CAT in the PAD”

Code Assistance Team

This Code Enforcement Volunteer program allows residents to work together with city staff to help improve and preserve both residential and commercial neighborhoods, and thus, the quality of life for all the community.



OBJECTIVE: Make it easy to do business
in the PAD

ECONOMIC DEVELOPMENT

The background features a large, light purple triangle pointing towards the top right. Overlaid on this are several fragments of a heraldic shield, divided into quarters and smaller sections, each containing a different symbol such as a white bull, a white unicorn, a white eagle, a white castle tower, a white lion, and a white cross. The shield is set against a white background.

Commercial & Retail Incentives

- Development Fee Waivers
- Impact Fee Waivers
- TIF Revenue Sharing
- Commercial Façade Grants

Request for Qualifications / Proposals

OLD ST. ANASTASIA SCHOOL

- Owned by FPRA
- 3 parcels
- Total of 3.52 acres



PURPOSE

Peacock Arts District

Overlay



INTEGRATION OF ARTS

Encourage retail, entertainment and residential uses that require pedestrian activity ; an increased presence and integration of the arts and related cultural and arts - related support uses

IDENTITY

Recognize its design character and identity of the area by establishing physical design standards and adaptive reuse of older buildings in combination with new buildings; and increased public safety

REDEVELOPMENT

Build on this unique character by encouraging redevelopment in keeping with these recognized values

URBAN - SCALE USES

Further the Peacock Arts District desirability as a place to work, play and live through encouraging a broad variety of urban - scale uses



PAD Overlay

- Permitted Uses
- Parking
- Landscaping
- Waiver of Distance



OBJECTIVE: Improve opportunities for meaningful activity and contact among citizens creating places that attracts a diverse population

frequent and by

ACTIVITY GENERATION



PAD MUSIC & ARTS FESTIVAL

NOVEMBER 10, 2018

- Unveiling of PAD Beautification Projects
- Live music and art demonstrations
- Sidewalk Chalk Contest
- Local Artist Showcase
- Community Art Activities



PERCUSSION PLAY

(Location TBD)



Recurring Events

- 🦚 Pop up art shows
- 🦚 Street performances
- 🦚 Art Walk
- 🦚 Local Talent Shows



Connectivity



Regional Transportation
stop at 9th and Orange



Local Trolley Route
extended to include PAD
and Lincoln Park



Potential for Bike Share
Program



NEXT STEPS

Community Input
Meeting

Launch Street Pole
Banner Call for Entries

PAD Overlay Ordinance

Establish PAD Boundaries
via Resolution