



City of Fort Pierce | March 4, 2021

Phase I. A Comprehensive Market and Retail Feasibility Study and Phase II. Retail Strategic Plan

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A. Introduction

In response to *RFP #2020-008 Retail and Business Recruitment*, Colliers International was engaged to provide strategic retail services that maximize the retail and business potential for the City of Fort Pierce. More specifically, Colliers has been tasked with providing a Comprehensive Market and Retail Feasibility Study (Phase I), A Retail Strategy Plan (Phase II) and ongoing services in the Implementation of the Retail Strategic Plan (Phase III). Both Phase I and Phase II are addressed within this report.

City leadership recognized the need to work strategically to evaluate its retail profile and evolve the shopping and dining offerings through a comprehensive market and retail feasibility analysis, and the development of a retail strategic plan for the Community Redevelopment Area and other commercial districts. The following pages detail our methodology, analysis, findings, and recommendations to guide the City in a data-driven, result-oriented and targeted retail retention and recruitment plan. The objective of the first phase is to understand the consumer profile of the City of Fort Pierce, identify the opportunities to evolve the City's retail marketplace and to ultimately attract retailers to Fort Pierce's unique, vibrant commercial districts.

Colliers approached the Comprehensive Market and Retail Feasibility Study and preparing the Retail Strategy Plan, as follows:

- Colliers met with Mr. Nicholas Mimms - City Manager and Shyanne Helms - Economic Development Manager, at a kick-off meeting on August 5, 2020 to launch the project and to identify focus districts and understand the City objectives.
- The following focus districts and corridors were determined by the City and prioritized within the analysis:
 - Downtown Fort Pierce
 - Peacock Arts District (PAD)
 - South Beach Area (A1A Corridor)
 - Fisherman's Wharf
 - Lincoln Park District (Avenue D corridor)

These Districts have been mapped on an interactive GIS mapping software available [here](#). Additionally, Development Opportunities along SR-68, SR-70 and US-1 were addressed in Section L.

- The **Comprehensive Market and Retail Feasibility Study (Phase I)** includes the following sections:
 - A **SWOT Analysis** that identifies the weaknesses, strengths, opportunities, and threats to the FPRA and its surrounding areas.

- A [Demographic and Psychographic Analysis](#) to understanding the consumer profile through demographic characteristics, preferences, expenditures, and cultural ideals.
 - A review of [Consumer Expenditures](#) by retail segment that identifies the spending patterns of the local consumers.
 - A [GAP Analysis](#) that evaluates the existing retail market supply by category relative to market demand to discover opportunities for retailers in the market. This analysis takes into consideration the difference between consumer demand and the trade area’s capacity to fulfill the consumer demand and identifies any retail spending “leakage” outside of the trade area.
 - A [Retail Void Analysis](#) to determine which retailers are missing from the trade area. The results form a preliminary list of retail prospects with the potential to be successful in the trade area marketplace.
 - A [Peer Identification & Analysis](#) of comparable cities to Fort Pierce with a summary of best practices used to maximize retail opportunities.
 - A review of the [Optimal Tenant Mix by District Classification](#) with an introduction to complementary retail uses.
 - A [District Level Summary](#) of the commercial districts in the FPRA with a high-level review of Future Land Use and Zoning and Optimal Retail Uses by District.
 - A [Catalog of Available Properties and Development Opportunities](#), including a preliminary list of properties listed as available on CoStar for rent, to buy, and to develop.
 - Guidance on [Preparing for the Retail Market of Tomorrow](#) (Post Covid-19).
 - Lastly, Colliers International used its [Advanced Integrated Mapping Software](#) to display the various focus Districts in the FPRA. The mapping software will be useful in the second and third phases of this study to visualize opportunities. The map can be access here: [Fort Pierce GIS Map](#).
- The **Retail Strategy Plan (Phase II)** provides a five-stage retail recruitment plan focused on increasing market awareness and recruiting targeted prospects.

B. SWOT Analysis

A number of varied and complementary factors help support a unique and vibrant shopping and dining district. The goal is to create a place that attracts people to visit and inspires them to return again. This section of the report identifies the weaknesses, strengths, opportunities, and threats, commonly referred to as a SWOT analysis for the FPRA and its surrounding areas.

The analysis shows the FPRA's strengths lie in its location and proximity to the water; as well as its authenticity as a charming, artistic, historical downtown. In addition to our review of economic and demographic data, our understanding of the City of Fort Pierce, and more specifically the FPRA, was informed by a discussion with the City Manager and the City's Economic Development Manager, as well as our experience analyzing City's across the State. In doing so, this analysis revealed various factors that can be improved for a more robust and enticing retail scene. The results of the FPRA SWOT analysis are outlined below.



Strengths

Character: The FPRA maintains an old Florida charm for an authentic, charming, quaint, and historical downtown.

Building Stock: Despite new development and revitalization, the Downtown District of the FPRA has retained a building stock that is the appropriate pedestrian-friendly scale for retail, however some buildings need redevelopment and upgrades. The opportunity is found in maintaining the architectural integrity and history as many users are looking for authentic historic buildings. Furthermore, the width of downtown streets makes for an inviting pedestrian environment.

Proximity: Central location on the Treasure Coast proximate to major markets to the north and to the south. Distances to major business districts and tourism hot spots below:

- Orlando CBD – 120 miles
- West Palm Beach CBD – 63 miles
- Fort Lauderdale CBD – 100 miles
- Miami CBD – 125 miles

Financial Stability: In times of economic volatility, the City of Fort Pierce increased its general fund budget year-over-year with a 6.1 percent increase in the taxable value of properties in the city bringing in approximately \$2.7 million in additional revenues.

Low Cost of Living: Housing is affordable for Fort Pierce residents. The median household income in Fort Pierce is \$35,572 and the median home value is approximately \$172,000 according to Zillow. However, home values are steadily increasing at 6.1 percent year-over-year as of October 2020.

Waterfront Setting: Located on the Indian River, Fort Pierce is a historic waterfront City and its natural beauty, scenic setting and active port should be utilized as a major attraction to businesses and an enabler for growth.

Business Friendly: A progressive and supportive local (city) government that is business friendly and working to ensure their City remains relevant and attractive. They are also committed to accommodating interested businesses and developers throughout the application and permitting process to ensure appropriate projects can proceed efficiently.

Undeveloped Land: Unlike metro areas to the south, Fort Pierce has large parcels of vacant and undeveloped land available for development.

Diversity: Fort Pierce is a diverse yet neighborly community. According to Niche, Fort Pierce ranks as the most diverse place to live in St. Lucie County.

Accessibility: Fort Pierce is located near the junction of I-95 and Florida's Turnpike on the West side of the City making it an ideal "milepost" for tourists or commuters. It is also served by Treasure Coast International Airport which is just 3.5 miles north of the FPRA, and the Port of Fort Pierce located within the FPRA. See Appendix A for the All Roads Lead to Fort Pierce Map.

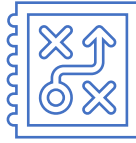
Entertainment: Contemporary shopping, dining, great fishing and a range of entertainment and activities from the Farmers Market, Bike Night, Friday Fest, Jazz Market and to the city owned and operated historic, 1,200 seat Sunrise Theatre for the Performing Arts.

Education: Home to several educational and research facilities, like the top-ranked Indian River State College, Smithsonian Marine Station, Manatee Observation and Education Center and Harbor Branch Oceanographic Institution at Florida Atlantic University.

Amenities: With the close proximity to the Atlantic Ocean via the Fort Pierce inlet, it affords numerous fishing opportunities for both recreational and commercial fishermen and is a short distance to the Bahamas. Fishing and boating are a major part of the local economy with several boat companies and marinas located in the area.

Rankings:

- In 2019, Neighborhood's.com named Fort Pierce one of six Most Affordable Beach Town's in Florida.
- In 2019, Indian River State College won the prestigious Aspen Prize for Community College Excellence, an honor that recognizes outstanding quality in the areas of completion & transfer, labor market outcomes, learning, equity and more.
- In 2018, Reader's Digest named Fort Pierce to the list of 20 most beautiful main streets in America.
- In 2015, Fort Pierce's downtown Main Street was named No. 1 on a consumer-advocacy group's list of "50 Best Small Town Main Streets" in America.
- In 2015, Fort Pierce was named one of USA Today's Most Idyllic and Historic Main Streets in America.
- In 2011, Main Street Fort Pierce, Inc. received the Great American Main Street Award from the National Trust for Historic Preservation in downtown.



Weaknesses

Housing Density: A lack of dense housing options in downtown reduces foot traffic that could drive retail.

Waterfront Connection: Downtown lacks a significant connection to the waterfront, one of its greatest assets.

Household Income: The City's median household income is well below the County and national averages.

New Supply: The FPRA lacks the "new and shiny" image and consumer amenities (upscale shopping, fine dining, and nightlife).

Hospitality: Lack of a destination hotel and amenities to host major events and conferences.

Retail-tainment: Diversity in the retail tenant mix by adding entertainment and experiences to attract consumers (examples include drinking establishments, cigar bars, coffee shops, athletic retailers offering fitness classes, gyms with health stores).

Perception: There is a need to reposition Fort Pierce through rebranding and marketing initiatives to overcome misconceptions and promote the opportunities Fort Pierce has to offer.

Opposition: Key players, landowners and landlords in Fort Pierce resistant to growth and change.



Opportunities

Redevelopment: Redeveloping old buildings into “cool” spaces for new tenants.

Affordability: Affordable housing in the FPRA may be an opportunity to attract a younger population to live in a downtown area.

Investor Attention: Investors and developers are showing an interest in Fort Pierce.

Re-activating Retail: Youth-oriented entertainment to lure in a younger market group (e.g. electric scooters) and cater to the large student population.

Rental Rates: Average retail rental rates are affordable in the FPRA at \$12.96 per square foot NNN, significantly lower than other downtown areas to the South. There is an opportunity to lure tenants that can no longer afford rents in other markets.

Population Growth: The Fort Pierce population is expected to grow by 4.2 percent between 2020 and 2025 to 49,116 residents. This is expected to be propelled further by an influx of residents relocating from northeastern states due to tax reforms.

Hospitality: Development of a hotel to cater to large events held in Fort Pierce and surrounding areas, and to enable the City to host major conferences:

- Each Spring the New York Mets major leaguers come to St Lucie County and every summer the St. Lucie Mets train at Clover Park (formerly known as First Data Field). This popular field for training attracts a lot of out of town visitors and is located only 10 miles south of Fort Pierce.
- The Southern Kingfish Association (SKA) hosts its National Championship at the Fort Pierce City Marina every three years bringing hundreds of anglers to Downtown Fort Pierce.

Underutilized Port: An opportunity to redevelop vacant land at the Port of Fort Pierce and expand marina services, such as offering a water taxi service, day cruises, and more charter services.

Public Safety: The City of Fort Pierce increased its annual expenditures on public safety by \$2.38 million year-over-year from \$16.3 million in FY 2018 to \$18.7 million in FY 2019.



Threats

Development Costs: Cost to redevelop/modernize infrastructure, oftentimes, is more expensive than building new.

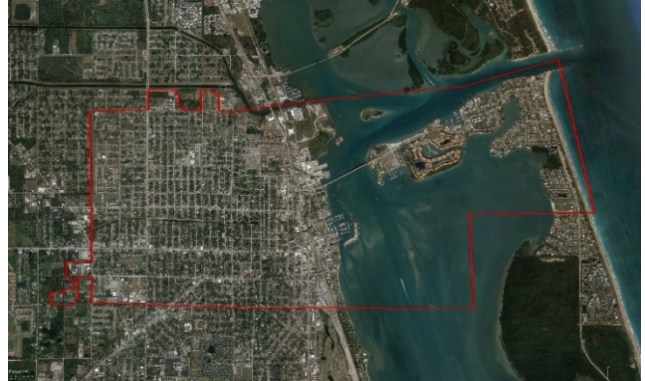
COVID-19: The global pandemic has had a profound impact on consumers and led to major shifts in consumer shopping trends. These shifts in trends are addressed within the report.

C. Trade Area Delineation

A trade area is intended to serve as a description of the geographic area(s) from which the customers to a retail business district are most frequently drawn. In a region with multiple retail centers all competing for consumer shopping dollars, it can be especially challenging to define a trade area for just one single retail district. Three trade areas are delineated for purposes of this retail strategy:

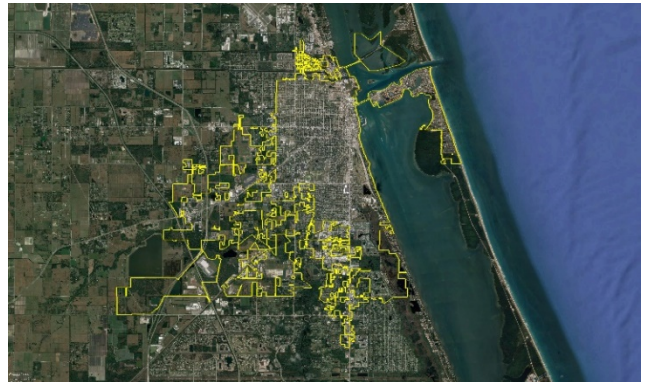
Fort Pierce Redevelopment Agency Area (FPRA)

The primary focus area of the study for retail retention and recruitment. The districts within the FPRA are outlined within this report.



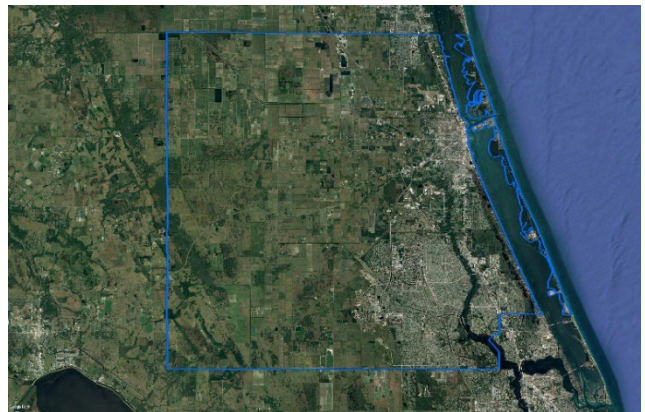
City of Fort Pierce

As a proxy for the approximately 47,150 residents most drawn to the focus areas as the primary “downtown” leisure retail and dining in the City.



St. Lucie County (Destination Market)

A larger area with a 326,000 population. Attracting a broader market to “maximize” incoming shopping dollars to downtown businesses.



Also considered for trade purposes within this analysis are the approximately 6 million residents of the four (4) counties to the South of St. Lucie County (Miami-Dade, Broward, Palm Beach and Martin) as well as the impact of tourism spending on retail demand.

D. Trade Area Demographic Analysis

Understanding the Fort Pierce consumer profile is an important first step in evaluating retail opportunities. This Demographic and Psychographic Analysis identifies the consumers demographic characteristics, preferences, expenditures, and cultural ideals.

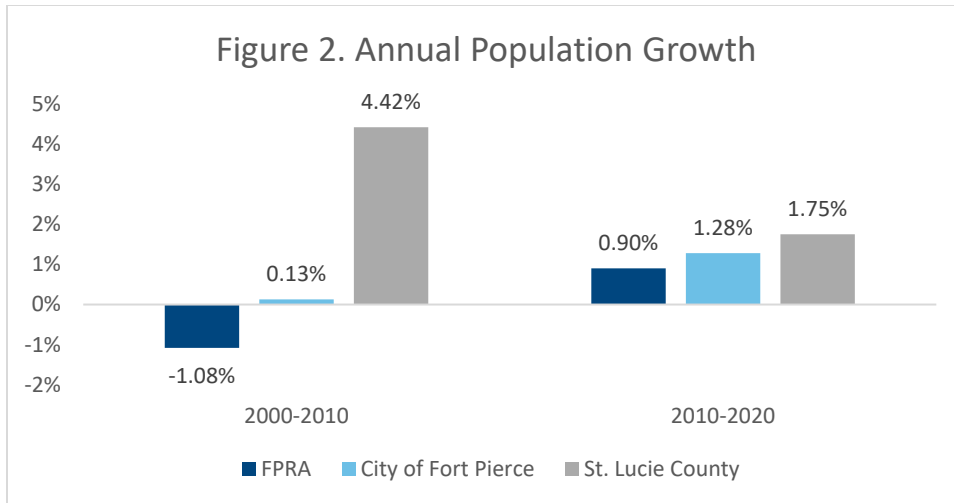
Trade Area Demographic Profile

The Fort Pierce Redevelopment Agency Area (FPRA) has an estimated 18,700 residents and the City of Fort Pierce has an estimated 47,150 residents; in addition, the broader St. Lucie County trade area has more than 326,000 residents. Fort Pierce also has the opportunity to attract visitors from the larger metropolitan area to the south – the Miami–Fort Lauderdale–West Palm Beach, FL (MSA) with a population of 6.2 million people, and to the north – Orlando–Kissimmee–Sanford, FL MSA with a population of 2.6 million. Key trade area demographics of note are depicted in the chart that follows.

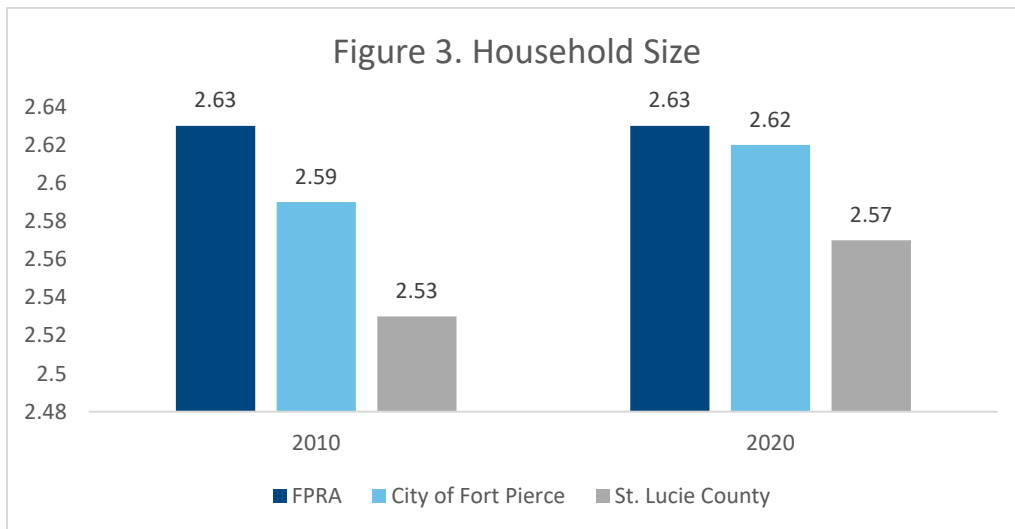
Figure 1. Demographic Summary

		FPRA	City of Fort Pierce	St. Lucie County
Average Annual Population Growth	2000-2010	-1.08%	0.13%	4.42%
	2010-2020	0.90%	1.28%	1.75%
Household Size	2010	2.63	2.59	2.53
	2020	2.63	2.62	2.57
Median Age	2010	36.6	35.7	42.4
	2020	38.1	37.7	44.6
Median Household Income	2020	\$26,420	\$35,572	\$54,202
	2025	\$28,408	\$37,547	\$57,716
Ethnicity - Hispanic Origin % of Population	2010	15.7%	21.7%	16.6%
	2020	17.4%	25.5%	20.5%
Homeownership	2010 Rent	45.2%	38.4%	20.3%
	2010 Own	27.6%	36.0%	58.9%
	2020 Rent	48.1%	39.9%	22.8%
	2020 Own	26.6%	37.1%	60.1%
Educational Attainment	High School Diploma	37.4%	36.2%	33.6%
	College Degree	22.2%	25.8%	32.4%
<i>Source: ESRI 2020</i>				

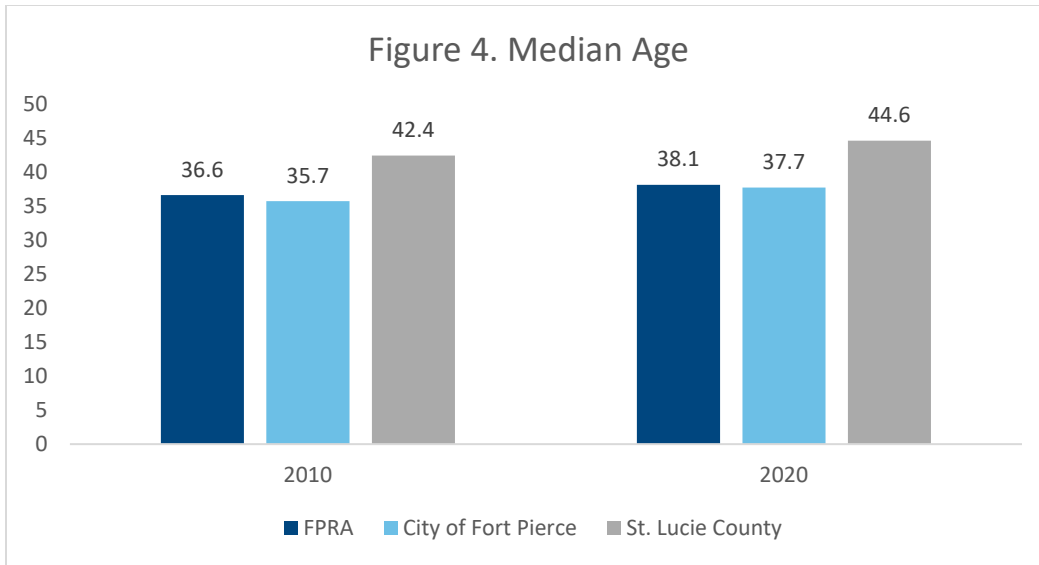
Supplementary data tables provided in Appendix B.



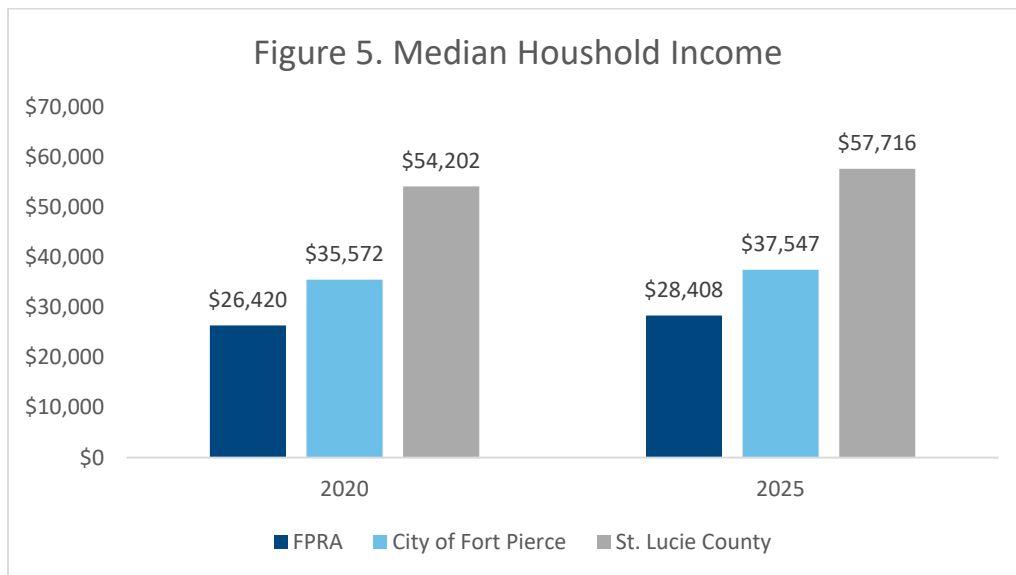
Since 2000, population of the FPRA has grown more slowly than the larger comparison geographies. The 2010-2020 growth rate for the FPRA considerably reduced the gap in growth rates (from the 2000-2010 measure) between the comparison geographies. Projections for the City and County in the years immediately ahead (2020-2025) create opportunity for downtown retailers to target the surrounding growing populations.



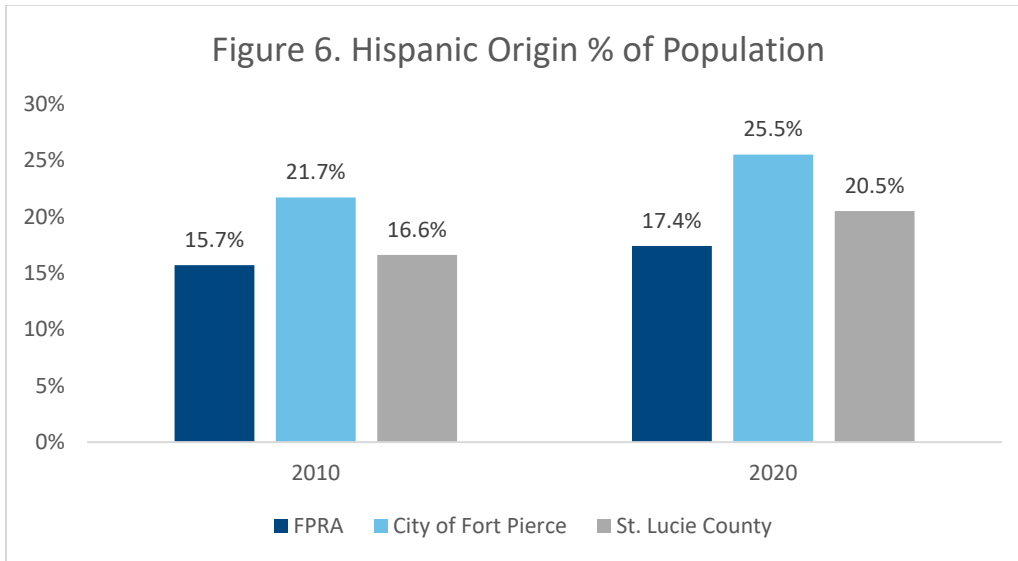
Average household size in the FPRA is slightly above that of the City and County. The FPRA average household size has remained the same through the years. Furthermore, it is projected to increase only 0.01 to 2.64 in 2025. The low cost of living is one factor that has led to a larger household size.



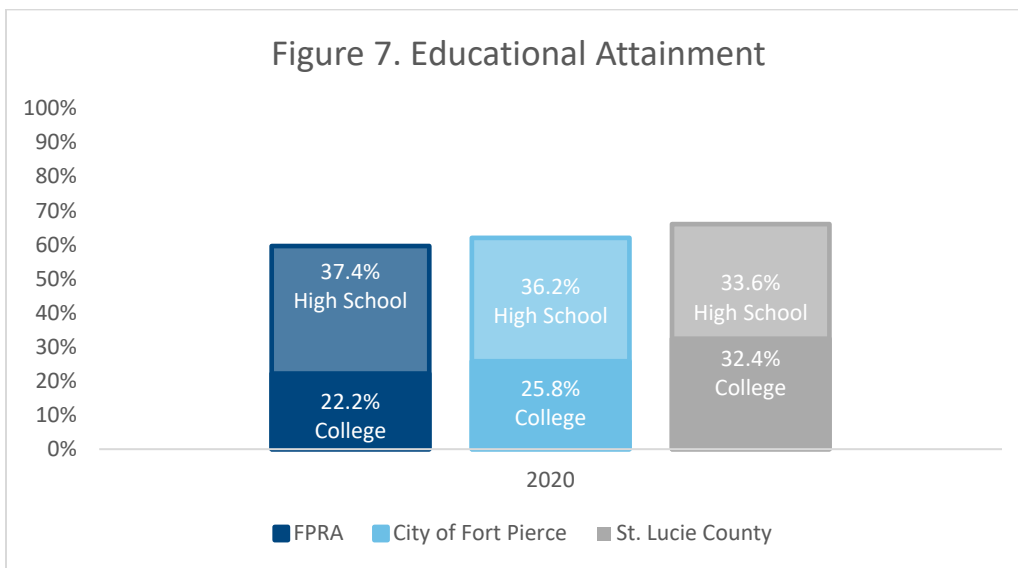
Median age of FPRA residents is relatively low compared to the City and County. Though the FPRA median age has followed the trends of the City and County and is expected to continue to increase with the comparison geographies.



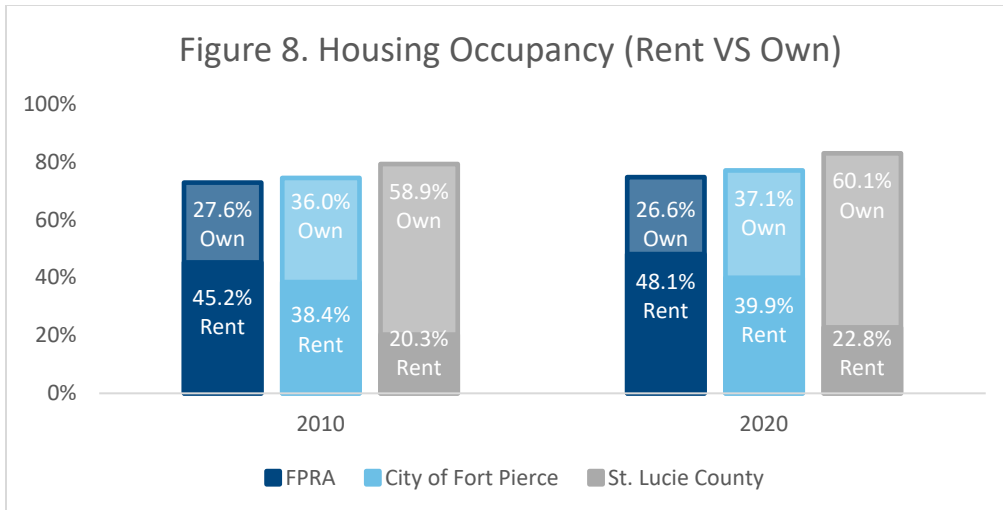
Median household income of FPRA residents is moderately lower than that of the City and well below the County's median household income. The FPRA median household income growth is expected to grow at a higher rate than the comparison geographies in the next five years. The FPRA is expecting median household incomes to increase 7.5% by 2025 while the City and County are expected to increase 5.6% and 6.5%, respectively, by 2025.



The FPRA percent of population that is of Hispanic origin is 17.4%, up from 15.7% in 2010. The City and County percent of population that is of Hispanic origin has also increased from 2010 to 2020.



In the FPRA, 37.4% of the population has completed High School, or obtained a GED or alternative credential, the highest percentage out of the comparison geographies while 22.2% of the FPRA's population has completed an associate, bachelor's or graduate or professional degree, the lowest percentage of the comparison geographies. The expected changes of other factors such as an increasing median age and an increase in annual population growth could drive the percent of the college educated population to increase.



The FPRA is the only geography that experienced an increase in renter occupied housing units and a decrease in owner occupied housing units from 2010 to 2020. One contributable factor is the increase in household size in the City and County but not in the FPRA from 2010 to 2020, leading more residents in the comparison geographies to own instead of rent.

Migration Flows to St. Lucie County

Between 2014 and 2018, approximately 1,670 people relocated from abroad, 8,402 people relocated from a different state and 12,704 relocated from a different county within Florida. One of the most important, and growing trends, has been the influx of residents from the northeastern, tax burdened states. We forecast this trend to accelerate further as people seek to leave high density cities and as remote working has become a more permanent arrangement for many companies across the US. An estimated 1,100 people relocated from the State of New York to St. Lucie County, the largest inbound migration to St. Lucie County from any state other than Florida. The following map and table show where the greatest movement of people to St. Lucie County is coming from.

Figure 9. Total Inbound Migration Flows to St. Lucie County

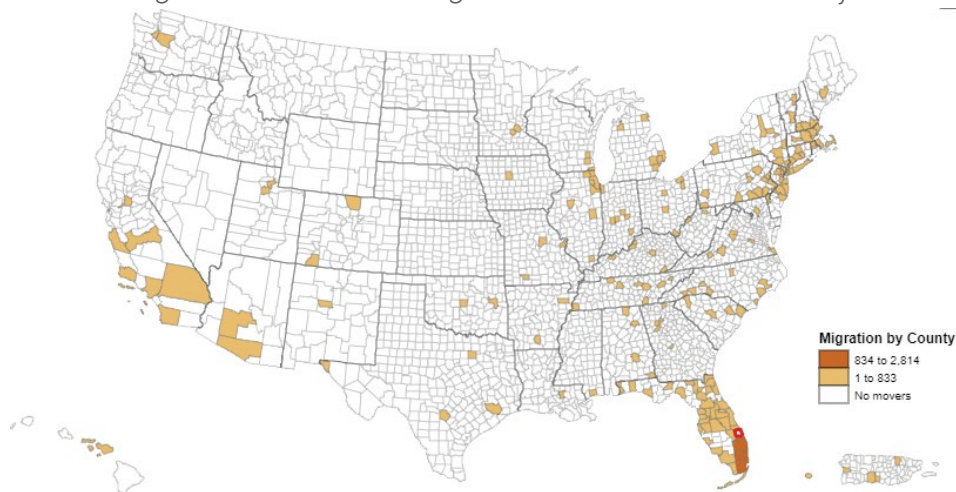


Figure 10. Inbound Migration to St. Lucie County | Top 10 Counties

	Migration from Within Florida		Migration from Out of State	
	Florida County	Total	County Name	Total
1	Palm Beach County	2,814	Oklahoma County, OK	337
2	Broward County	2,238	Florence County, SC	321
3	Martin County	1,769	Nassau County, NY	310
4	Miami-Dade County	1,642	Bergen County, NJ	225
5	Indian River County	833	Greene County, PA	213
6	Polk County	724	Calhoun County, AR	189
7	Brevard County	438	Suffolk County, NY	185
8	Orange County	278	Orange County, NC	164
9	Duval County	246	New Haven County, CT	154
10	Pinellas County	234	East Baton Rouge Parish, LA	147

Source: US Census Bureau

Summary of Trade Area Demographics

In summary, this data suggests a local community supported by a broader potential destination market from major metropolitan areas to the South and North. The population is diverse, young, educated, and is surrounded by a moderate to affluent population in St. Lucie County and South Florida. For the future, several demographic indicators bear monitoring as they could bring opportunities to refocus spending back to the local FPRA retail market. The following indicators would be supportive of increased spending potential:

- Renewed attraction of Fort Pierce to younger adults – fueled by a growing student population.
- Embracing the increasing diversity of population – notably a growing Latino population.
- Retaining talent graduating from top ranked education and research facilities.
- Attracting migrants and small businesses seeking to relocate from tax burdened states.
- Short-term preferences by residents to shop local and travel less due to Covid-19 travel concerns.
- Floridians opting to travel within the State are favoring road trips over air travel for the foreseeable future – thus expanding the visitor potential from within the State.

E. Trade Area Psychographic Analysis

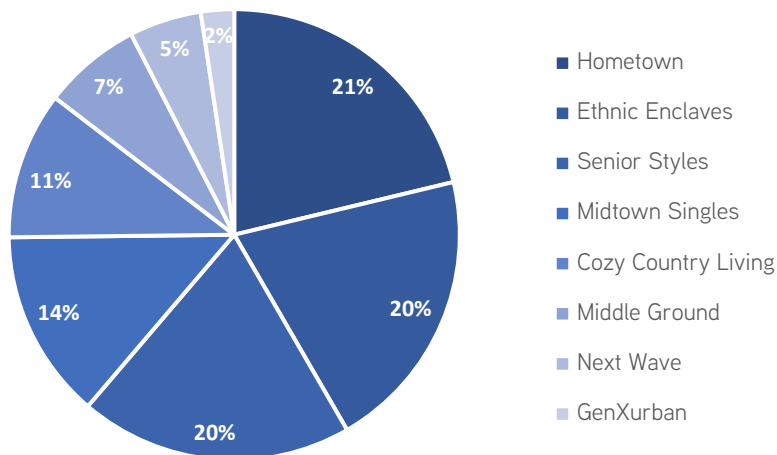
Looking beyond the traditional demographic statistics, retailers now look at the more qualitative lifestyle and psychographic trends to aid in site selection and understanding their consumer profiles. For this section of the report, Colliers International utilizes ESRI Tapestry Segmentation which provides an accurate, detailed description of neighborhoods based on their socioeconomic and demographic composition—then further classifies the segments into LifeMode and Urbanization Groups.

This analysis combines the traditional demographic data with spending patterns and lifestyle preferences to profile consumers. LifeMode groups represent markets that share a common experience—such as residents that were born in the same generation or immigration from another country—or a significant demographic trait, like affluence. ESRI Tapestry Segmentations are divided into 67 distinctive segments based on their socioeconomic and demographic composition— then further classified into 14 LifeMode groups. See Appendix C for detailed Tapestry Segmentation breakdowns and Appendix D for 2020 Esri® Tapestry™ Segmentation Methodology.

City of Fort Pierce Psychographics

This section represents the Top 5 LifeMode Segments in the City of Fort Pierce.

Figure 11. City of Fort Pierce | Top 5 LifeMode Segments



#1. Hometown (20.5%)

- Growing up and staying close to home; **single householders**
- Close knit urban communities of **young singles (many with children)**
- Owners of old, single-family houses, or renters in small multi-unit buildings
- Religion is the cornerstone of many of these communities
- **Discount and convenience stores** do well in these communities

#2. Ethnic Enclaves (19.7%)

- Established **diversity**—young, Hispanic homeowners with families
- Multilingual and multigenerational households feature children that represent second-, third- or fourth-generation Hispanic families
- Neighborhoods feature single-family, owner-occupied homes built at city's edge, primarily built after 1980
- **Hard-working and optimistic**, most residents aged 25 years or older have a high school diploma or some college education
- **Shopping and leisure** also focus on their children—baby and children's products from shoes to toys and games and trips to theme parks, water parks or the zoo
- Residents favor Hispanic programs on radio or television; children enjoy playing video games on personal computers, handheld or console devices
- Many households have dogs for domestic pets

#3. Senior Styles (18.9%)

- **Senior** lifestyles reveal the effects of saving for retirement
- Households are commonly married empty nesters or singles living alone; homes are single-family (including seasonal getaways), retirement communities, or high-rise apartments
- Affluent seniors travel and have relocated to a warmer climate; less affluent, settled seniors are **still working toward retirement**
- Residents take vitamins and have a regular **exercise** regimen

#4. Midtown Singles (13.2%)

- Millennials on the move—single, diverse, urban
- Millennials seeking **affordable rents** in apartment buildings
- Work in service positions, usually close to home or public transportation
- Single parents depend on their paycheck to buy supplies for their very young children
- Midtown Singles embrace the Internet, for social networking and downloading content
- From music and movies to soaps and sports, radio and television fill their lives
- Brand savvy shoppers select **budget friendly stores**

#5. Cozy Country Living (10.2%)

- Empty nesters in bucolic settings
- Homeowners with pets, residing in single-family dwellings in rural areas; almost 30% have 3 or more vehicles and, therefore, auto loans
- Politically conservative and believe in the importance of buying American
- Own domestic trucks, motorcycles, and ATVs/UTVs
- Prefer to eat at home, shop at **discount retail stores** (especially Walmart), bank in person, and spend little time online
- Own every tool and piece of equipment imaginable to maintain their **homes, vehicles, vegetable gardens, and lawns**

- Listen to country music, watch auto racing on TV, and play the lottery; enjoy **outdoor activities**, such as fishing, hunting, camping, boating, and even bird watching

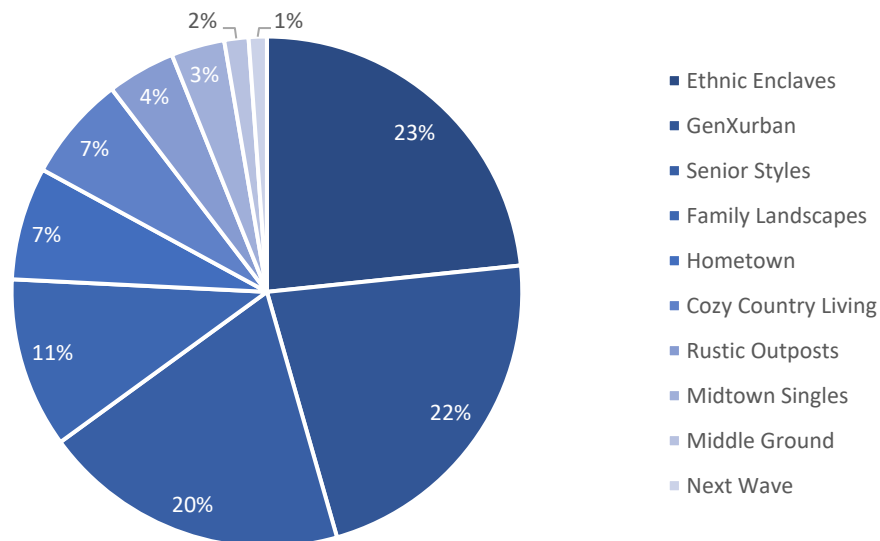
City of Fort Pierce Profile Summary

Of the top five LifeMode segments, there is a split between 1) millennials and young families, and 2) the senior population and empty nesters. Common threads that run through each of these primary segments is affordability and budget friendly shopping. Most of the groups feature working-class families and working seniors close to retirement. There is also a large and growing ethnic population that should be catered to. Pets are also common among these groups. Beyond discount stores, residents like to spend their time and money on home improvements, family leisure and entertainment, outdoor activities, exercise, clothes shopping and children’s products.

St. Lucie County Psychographics

The following section represents the Top 5 LifeMode Segments in the broader market of St. Lucie County.

Figure 12. St. Lucie County | Top 5 LifeMode Segments



#1. Ethnic Enclaves (23.2%) – *(Also a large segment of Fort Pierce)*

- Established **diversity**—young, Hispanic homeowners with families
- Multilingual and multigenerational households feature children that represent second-, third- or fourth-generation Hispanic families
- Neighborhoods feature single-family, owner-occupied homes built at city’s edge, primarily built after 1980
- **Hard-working** and optimistic, most residents aged 25 years or older have a high school diploma or some college education

- **Shopping and leisure** also focus on their children—**baby and children's products** from shoes to toys and games and trips to theme parks, water parks or the zoo
- Residents favor Hispanic programs on radio or television; children enjoy playing video games on personal computers, handheld or console devices
- Many households have **dogs** for domestic pets

#2. GenXurban (22.1%)

- Gen X in **middle age; families with fewer kids and a mortgage**
- Second largest Tapestry group in the US, comprised of Gen X married couples, and a growing population of retirees
- About a fifth of residents are 65 or older; about a fourth of households have retirement income
- Own older single-family homes in urban areas, with 1 or 2 vehicles
- Live and work in the same county, creating **shorter commute times**
- **Invest wisely**, well-insured, comfortable banking online or in person
- News junkies (read a daily newspaper, watch news on TV, and go online for news)
- Enjoy reading, renting movies, playing board games and cards, doing crossword puzzles, going **to museums and rock concerts, dining out**, and walking for exercise

#3. Senior Styles (19.3%) – *(Also a large segment of Fort Pierce)*

- Senior lifestyles reveal the effects of saving for retirement
- Households are commonly married empty nesters or singles living alone; homes are single-family (including seasonal getaways), retirement communities, or high-rise apartments
- Affluent seniors travel and have relocated to a warmer climate; less affluent, settled seniors are still **working** toward retirement
- Residents take vitamins and have a regular **exercise** regimen

#4. Family Landscapes (10.7%)

- Successful **young families** in their first homes
- Non-diverse, **prosperous** married-couple families, residing in suburban or semirural areas
- Homeowners with mortgages, living in newer single-family homes, with median home value slightly higher than the U.S.
- **Two workers in the family**, contributing to the second highest labor force participation rate, as well as low unemployment
- Do-it-yourselfers, who work on **home improvement projects**, as well as their lawns and gardens
- **Sports enthusiasts**, typically owning newer sedans or SUVs, dogs, and savings accounts/plans, comfortable with the latest technology
- **Eat out frequently** at fast food or family restaurants to accommodate their busy lifestyle
- Especially **enjoy bowling, swimming, playing golf**, playing video games, watching movies rented via Redbox, and taking trips to a zoo or theme park

#5. Hometown (7.1%) – *(Also a large segment of Fort Pierce)*

- Growing up and staying close to home; single householders
- Close knit urban communities of young singles (many with children)
- Owners of old, single-family houses, or renters in small multi-unit buildings
- **Religion** is the cornerstone of many of these communities
- **Discount and convenience** stores do well in these communities

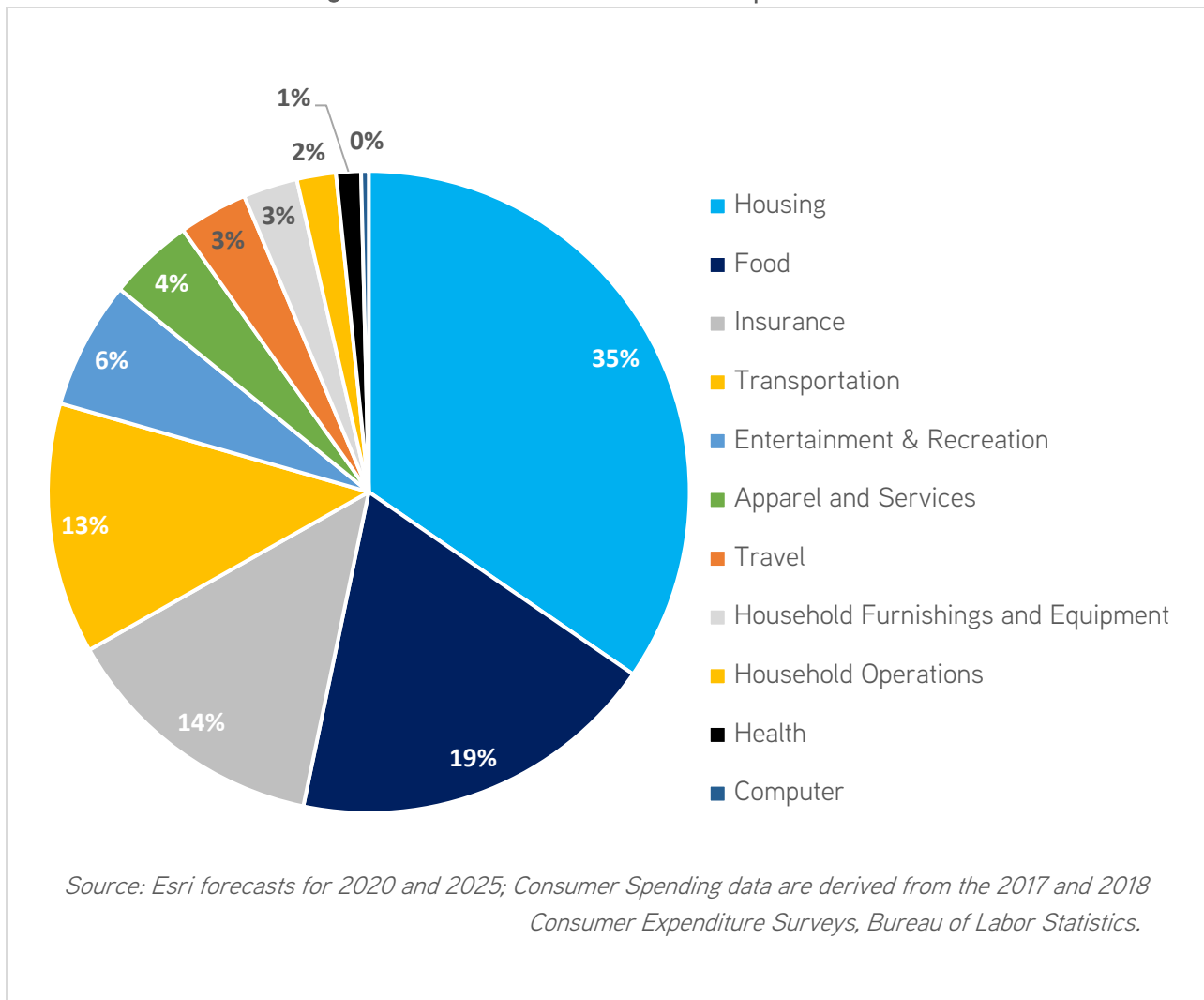
St. Lucie County Profile Summary

Three of the five LifeMode segments in the larger destination market area of St Lucie County overlap with those identified within the City of Fort Pierce with the following prevalent spending patterns – budget friendly, home improvements, family leisure and entertainment, outdoor activities, exercise, clothes shopping and children’s products. Ethnic Enclaves with established diversity is the largest segment. The two segments less represented in Fort Pierce but among the top five in St. Lucie County are GenXurban and Family Landscapes. These two segments widen the pool of affluent customers that could frequent Fort Pierce’s retail market. These segments enjoy dining out and enjoy spending their free time at entertainment venues. They also have double incomes meaning more disposable income.

F. Trade Area Consumer Expenditures Report

The following chart summarizes expenditure shares, or the percent distribution of total annual household expenditures by major expenditure categories according to ESRI forecasts for 2020. Financial expenditures on retirement, stocks, bonds, and credit cards are excluded from the following summary. With financial expenditures excluded, Housing is the largest component of overall expenditures, at an average annual household spending of \$10,910 accounting for 35 percent of total expenditures in 2020. Four categories, Housing, Food, Insurance and Transportation accounted for 79 percent of total expenditures.

Figure 13. Fort Pierce – Consumer Expenditures



Retail expenditures, categorized as Entertainment & Recreation, Apparel & Services, and Household Furnishing & Equipment, as well as small expenditure categories of Personal Care Products, Smoking Products, Computer and School Books & Supplies account for an average annual household spending of \$5,074.

Table 14. Fort Pierce | Average Annual Household Retail Expenditures

Retail Item	Average Amount Spent Per Household
Entertainment & Recreation	\$2,026.61
Apparel and Services	\$1,356.26
Household Furnishings and Equipment	\$862.34
Personal Care Products	\$326.12
Smoking Products	\$289.62
Computer	\$120.67
School Books and Supplies	\$93.17
TOTAL	\$5,074.79

An evaluation of consumer expenditure shares provides an important snapshot of a household's allocation of spending, and monitoring changes in these spending patterns reveals shifts in a community's standard of living. As the percentage of spending on Food, Housing, Insurance and other necessities shrinks, normally as household income increases or the cost of living goes down, a larger share is available to spend on the Retail purchases listed above and other cash contributions toward pensions or stocks and bonds that are not strictly necessity.

The table on the following page shows the average spending per category per household, as well as the total spending per category for the City of Fort Pierce. In addition, the second column, the Spending Potential Index (SPI), is household-based, and represents the amount spent for a product or service in Fort Pierce relative to a national average of 100. An SPI of 110 means that the area spends 10 percent *more* than the national average on that good or service. Equally, an SPI of 90 means that the area spends 10 percent *less* than the national average on that good or service.

Figure 15. Fort Pierce Spending Potential Index

	Spending Potential Index	Average Amount Spent Per Household	Total Spent by All Households
Apparel and Services	63	\$1,356.26	\$24,115,703
Men's	62	\$260.67	\$4,635,020
Women's	63	\$476.56	\$8,473,735
Children's	62	\$198.54	\$3,530,189
Footwear	65	\$312.05	\$5,548,570
Watches & Jewelry	62	\$72.77	\$1,293,850
Apparel Products and Services (1)	62	\$35.68	\$634,339
Computer		\$120.67	
Computers and Hardware for Home Use	62	\$101.01	\$1,796,110
Portable Memory	66	\$2.55	\$45,336
Computer Software	63	\$6.17	\$109,637
Computer Accessories	62	\$10.94	\$194,469
Entertainment & Recreation	62	\$2,026.61	\$36,035,110
Fees and Admissions	57	\$409.10	\$7,274,260
Membership Fees for Clubs (2)	57	\$135.88	\$2,416,115
Fees for Participant Sports, excl. Trips	59	\$57.60	\$1,024,218
Tickets to Theatre/Operas/Concerts	57	\$46.09	\$819,576
Tickets to Movies	63	\$35.90	\$638,251
Tickets to Parks or Museums	61	\$20.08	\$356,983
Admission to Sporting Events, excl. Trips	57	\$35.76	\$635,833
Fees for Recreational Lessons	53	\$77.23	\$1,373,229
Dating Services	70	\$0.57	\$10,055
TV/Video/Audio	66	\$770.97	\$13,708,563
Cable and Satellite Television Services	67	\$540.55	\$9,611,495
Televisions	66	\$70.70	\$1,257,167
Satellite Dishes	64	\$0.75	\$13,413
VCRs, Video Cameras, and DVD Players	65	\$3.40	\$60,421
Miscellaneous Video Equipment	62	\$15.53	\$276,170
Video Cassettes and DVDs	66	\$6.55	\$116,482
Video Game Hardware/Accessories	67	\$18.90	\$336,087
Video Game Software	66	\$10.92	\$194,218
Rental/Streaming/Downloaded Video	65	\$35.12	\$624,476
Installation of Televisions	59	\$0.63	\$11,244
Audio (3)	62	\$66.21	\$1,177,269
Rental and Repair of TV/Radio/Sound Equipment	70	\$1.69	\$30,119
Pets	64	\$444.45	\$7,902,736
Toys/Games/Crafts/Hobbies (4)	64	\$77.50	\$1,378,109
Recreational Vehicles and Fees (5)	53	\$82.08	\$1,459,466
Sports/Recreation/Exercise Equipment (6)	62	\$126.27	\$2,245,181
Photo Equipment and Supplies (7)	60	\$30.74	\$546,605
Reading (8)	63	\$67.67	\$1,203,272
Catered Affairs (9)	60	\$17.82	\$316,919
Food	65	\$5,885.84	\$104,656,073
Food at Home	65	\$3,489.58	\$62,048,142
Bakery and Cereal Products	65	\$450.77	\$8,015,151
Meats, Poultry, Fish, and Eggs	66	\$766.20	\$13,623,875
Dairy Products	65	\$358.56	\$6,375,631
Fruits and Vegetables	65	\$675.32	\$12,007,825
Snacks and Other Food at Home (10)	66	\$1,238.72	\$22,025,660
Food Away from Home	64	\$2,396.26	\$42,607,931

Alcoholic Beverages	60	\$375.77	\$6,681,515
Financial		\$76,317.12	
Value of Stocks/Bonds/Mutual Funds	57	\$14,010.40	\$249,118,955
Value of Retirement Plans	56	\$53,450.75	\$950,407,701
Value of Other Financial Assets	66	\$5,381.81	\$95,693,964
Vehicle Loan Amount excluding Interest	64	\$1,861.92	\$33,106,719
Value of Credit Card Debt	62	\$1,612.24	\$28,667,175
Health		\$394.79	
Nonprescription Drugs	68	\$100.64	\$1,789,566
Prescription Drugs	67	\$234.91	\$4,176,909
Eyeglasses and Contact Lenses	63	\$59.24	\$1,053,369
Home		\$10,909.52	
Mortgage Payment and Basics (11)	56	\$5,875.79	\$104,477,409
Maintenance and Remodeling Services	57	\$1,458.57	\$25,934,808
Maintenance and Remodeling Materials (12)	61	\$333.83	\$5,935,886
Utilities, Fuel, and Public Services	66	\$3,241.33	\$57,634,131
Household Furnishings and Equipment		\$862.34	
Household Textiles (13)	64	\$64.93	\$1,154,440
Furniture	62	\$398.43	\$7,084,552
Rugs	55	\$19.29	\$342,998
Major Appliances (14)	62	\$222.27	\$3,952,258
Housewares (15)	64	\$62.45	\$1,110,348
Small Appliances	66	\$32.61	\$579,788
Luggage	61	\$8.97	\$159,561
Telephones and Accessories	60	\$53.39	\$949,393
Household Operations		\$622.24	
Child Care	55	\$284.49	\$5,058,461
Lawn and Garden (16)	61	\$297.45	\$5,289,036
Moving/Storage/Freight Express	67	\$40.30	\$716,504
Housekeeping Supplies (17)	67	\$516.08	\$9,176,364
Insurance		\$4,270.90	
Owners and Renters Insurance	63	\$377.22	\$6,707,330
Vehicle Insurance	66	\$1,195.19	\$21,251,720
Life/Other Insurance	60	\$324.71	\$5,773,683
Health Insurance	64	\$2,373.78	\$42,208,251
Personal Care Products (18)	65	\$326.12	\$5,798,761
School Books and Supplies (19)	63	\$93.17	\$1,656,582
Smoking Products	72	\$289.62	\$5,149,781
Transportation		\$3,982.71	
Payments on Vehicles excluding Leases	64	\$1,658.93	\$29,497,461
Gasoline and Motor Oil	66	\$1,564.38	\$27,816,201
Vehicle Maintenance and Repairs	66	\$759.40	\$13,502,927
Travel		\$1,096.11	
Airline Fares	59	\$353.52	\$6,285,873
Lodging on Trips	59	\$380.65	\$6,768,303
Auto/Truck Rental on Trips	60	\$17.15	\$304,988
Food and Drink on Trips	60	\$344.79	\$6,130,704

Source: ESRI, Bureau of Labor Statistics 2020

Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals. (See Appendix E for definitions)

G. Market Opportunities – GAP and Void Analysis

Based on the review of local demographics and spending patterns, the following section provides an evaluation of the existing retail market supply by category relative to market demand to discover opportunities for retailers in the market. This analysis leads to summary characterization of retail opportunities and gaps and will be followed with identification of potential strategic options, and a roadmap to attracting and retaining select retailers for an optimum tenant mix.

This analysis is undertaken in a three-step process:

Step 1: GAP Analysis: An evaluation of the existing retail market supply by category relative to market demand to discover opportunities for retailers in the market. This analysis takes into consideration the difference between consumer demand and the City's capacity to fulfill the consumer demand within the City's trade area. The analysis will identify any retail spending "leakage" to areas outside of Fort Pierce.

Step 2: VOID Analysis: Colliers conducted a VOID Analysis that looks at the existing retailers in the City of Fort Pierce relative to other retailers present in the State. The list of VOID retailers, in the categories where our analysis indicates a spending leakage, will form the start of our target tenant mix.

Step 3. Optimal Tenant Mix: The results of the GAP and Void Analyses are combined to help form an optimal mix of local, regional and national retail prospects that would meet community needs and be successful in the Fort Pierce marketplace.

City of Fort Pierce GAP Analysis

The following GAP Analysis provides a snapshot of the supply and demand dynamic in the Fort Pierce retail marketplace. This information is useful to strategic decisions made by retail trade and related food service establishments to expand business, and can be helpful to the City in identifying which businesses are "missing" from the market. Unfortunately, due to the growth of e-commerce the retail sales data has not been recorded accurately and therefore this report uses 2017 expenditure and sales data within 2020 geographies. The data can only be used in conjunction with the following VOID analysis that identifies current businesses missing from Fort Pierce, but present around the State of Florida. The "leakage" data is for guidance purposes only to direct the user to industries that have historically reflected lost revenues to retailers outside of Fort Pierce.

The report measures retail market activity by supply and demand. Market demand or "retail potential" is based on consumer spending at retail establishments. Market supply or "retail sales" to consumers by establishments is estimated by examining business revenues. The Leakage/Surplus Factor is the measure of the difference between supply and demand or "the opportunity" – a negative value indicates a surplus of supply, whereby customers are drawn in from outside of Fort Pierce, and a positive value indicates a Leakage of retail opportunity to retail markets outside of Fort Pierce. The Leakage/Surplus

Factor ranges from +100 (total leakage) to -100 (total surplus). In the same way, the Retail Gap estimates a dollar amount that represents the difference between Retail Potential and Retail Sales.

Figure 16. City of Fort Pierce | Retail GAP Analysis

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/ Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$78,427,328	\$412,854,183	-\$334,426,855	-68.1	83
Automobile Dealers	4411	\$62,530,544	\$366,170,331	-\$303,639,787	-70.8	45
Other Motor Vehicle Dealers	4412	\$9,150,532	\$33,932,121	-\$24,781,589	-57.5	19
Auto Parts, Accessories & Tire Stores	4413	\$6,746,252	\$12,751,731	-\$6,005,479	-30.8	19
Furniture & Home Furnishings Stores	442	\$12,378,700	\$9,446,494	\$2,932,206	13.4	17
Furniture Stores	4421	\$6,901,065	\$7,205,873	-\$304,808	-2.2	9
Home Furnishings Stores	4422	\$5,477,635	\$2,240,621	\$3,237,014	41.9	8
Electronics & Appliance Stores	443	\$9,966,926	\$9,277,847	\$689,079	3.6	16
Bldg Materials, Garden Equip. & Supply Stores	444	\$24,152,000	\$47,317,405	-\$23,165,405	-32.4	16
Bldg Material & Supplies Dealers	4441	\$22,288,439	\$40,715,727	-\$18,427,288	-29.2	14
Lawn & Garden Equip & Supply Stores	4442	\$1,863,561	\$6,601,678	-\$4,738,117	-56.0	2
Food & Beverage Stores	445	\$64,428,211	\$149,914,267	-\$85,486,056	-39.9	65
Grocery Stores	4451	\$58,766,139	\$108,072,012	-\$49,305,873	-29.6	40
Specialty Food Stores	4452	\$2,708,051	\$32,715,604	-\$30,007,553	-84.7	18
Beer, Wine & Liquor Stores	4453	\$2,954,021	\$9,126,651	-\$6,172,630	-51.1	7
Health & Personal Care Stores	446,4461	\$24,697,972	\$79,701,392	-\$55,003,420	-52.7	37
Gasoline Stations	447,4471	\$38,572,321	\$149,690,235	-\$111,117,914	-59.0	28
Clothing & Clothing Accessories Stores	448	\$17,078,311	\$21,250,858	-\$4,172,547	-10.9	37
Clothing Stores	4481	\$11,616,511	\$16,601,335	-\$4,984,824	-17.7	24
Shoe Stores	4482	\$2,635,075	\$2,085,891	\$549,184	11.6	6
Jewelry, Luggage & Leather Goods Stores	4483	\$2,826,725	\$2,563,632	\$263,093	4.9	7
Sporting Goods, Hobby, Book & Music Stores	451	\$8,501,359	\$19,976,552	-\$11,475,193	-40.3	13
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,035,181	\$7,181,300	-\$146,119	-1.0	11
Book, Periodical & Music Stores	4512	\$1,466,178	\$12,795,252	-\$11,329,074	-79.4	2
General Merchandise Stores	452	\$58,149,729	\$152,500,919	-\$94,351,190	-44.8	23
Department Stores Excluding Leased Depts.	4521	\$40,178,365	\$116,063,405	-\$75,885,040	-48.6	4
Other General Merchandise Stores	4529	\$17,971,364	\$36,437,514	-\$18,466,150	-33.9	19
Miscellaneous Store Retailers	453	\$14,806,776	\$18,982,703	-\$4,175,927	-12.4	48
Florists	4531	\$564,384	\$1,068,894	-\$504,510	-30.9	3
Office Supplies, Stationery & Gift Stores	4532	\$3,026,807	\$5,609,774	-\$2,582,967	-29.9	9
Used Merchandise Stores	4533	\$3,099,052	\$5,027,202	-\$1,928,150	-23.7	16
Other Miscellaneous Store Retailers	4539	\$8,116,533	\$7,276,833	\$839,700	5.5	20
Nonstore Retailers	454	\$9,495,883	\$4,240,330	\$5,255,553	38.3	2
Electronic Shopping & Mail-Order Houses	4541	\$7,927,851	\$1,434,575	\$6,493,276	69.4	1
Vending Machine Operators	4542	\$157,870	\$0	\$157,870	100.0	0
Direct Selling Establishments	4543	\$1,410,162	\$2,805,755	-\$1,395,593	-33.1	1
Food Services & Drinking Places	722	\$36,580,809	\$67,683,373	-\$31,102,564	-29.8	154
Special Food Services	7223	\$598,405	\$166,383	\$432,022	56.5	1
Drinking Places - Alcoholic Beverages	7224	\$2,724,716	\$1,081,845	\$1,642,871	43.2	3
Restaurants/Other Eating Places	7225	\$33,257,688	\$66,435,145	-\$33,177,457	-33.3	150

Source: Infogroup, 2017 and ESRI 2020

Figure 17. City of Fort Pierce | Food and Drink GAP Analysis

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/ Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$397,236,325	\$1,142,836,558	-\$745,600,233	-48.4	539
Total Retail Trade	44-45	\$360,655,516	\$1,075,153,185	-\$714,497,669	-49.8	385
Total Food & Drink	722	\$36,580,809	\$67,683,373	-\$31,102,564	-29.8	154
<i>Source: Infogroup, 2017 and ESRI 2020</i>						

The data tells us to look at Furniture & Home Furnishings Stores, Electronics & Appliance Stores, Jewelry, Luggage & Leather Goods Stores, Shoe Stores, Special Food Services and Drinking Places as potential sectors that present opportunity for retailers. The balance between the volume of supply (retail sales) generated is less than the demand (spending by households) for these sectors creating a leakage. For these sectors, the results suggest that retailers outside the market area are fulfilling the demand; therefore, sales revenue is leaking out of the trade area. For all other sectors with a negative Retail Gap, there is a sales surplus whereby the supply exceeds the Fort Pierce demand, and therefore assumes that consumers are traveling from outside of Fort Pierce to spend on these products and/or services.

The next step is to look at the VOID analysis to see if there is a shortage of stores in the sectors that indicated a leakage and then refer back to the demographics, psychographics and consumer spending patterns presented earlier in the report.

City of Fort Pierce Void Analysis

The Void Analysis tool analyzes hundreds of potential businesses against the Fort Pierce trade area and returns businesses that are missing. The following table shows a summary of the gaps or surplus of businesses by retail categories. In this situation, the Void Analysis is ran against the State of Florida, therefore the Gap is intentionally wide. In the full report, close to 46,000 businesses fall under the Gap, meaning these businesses are currently not present in Fort Pierce, but are present elsewhere in the State of Florida, and therefore form a pool of potential target businesses to attract to Fort Pierce. This list will be narrowed down to match consumer needs, preferences and retail leakages in Fort Pierce. This extensive list will be provided to the FPRA and will assist in Phase II of this analysis.

Figure 18. Fort Pierce | Summary of Void Analysis

Sector	No. of Businesses within:		
	Gap	Analysis area	Reference area
All	-45,695	648	46,343
Pets	-4,985	12	4,997
Clothing	-4,980	20	5,000
Recreation	-4,975	25	5,000
Technology	-4,974	21	4,995
Education	-4,963	37	5,000
Personal Care	-4,912	88	5,000
Auto	-4,876	124	5,000
Shopping	-4,842	158	5,000
Food & Restaurants	-4,745	255	5,000
Sporting Goods	-1,694	6	1,700
Entertainment	-1,097	3	1,100

Source: ESRI 2020 (Reference area capped at 5,000 businesses per sector)

Summary of GAP and Void Analysis

The results of the GAP and Void analysis will be used to form a preliminary list of retail prospects that would be successful in the Fort Pierce marketplace. In summary, the psychographics and consumer spending patterns correlate with a greater need for Furniture & Home Furnishings Stores within Fort Pierce. Other sectors to look into include Electronics & Appliance Stores, Jewelry, Luggage & Leather Goods Stores, Shoe Stores, Special Food Services and Drinking Places. Furthermore, a review of increased e-commerce sales and the short- and long-term impact of the COVID-19 pandemic on in-store shopping and dining will also be considered.

H. Peer Identification & Analysis

The following analysis identifies comparable cities with districts, market drivers and consumer traits similar to the Fort Pierce Redevelopment Area and studies the various successful programs and incentives implemented to maximize retail opportunities. Each City is categorized as “comparable” or “aspirational” in terms of their similarities to the Fort Pierce FPRA which is the focus area of this study.

Figure 19. FPRA and Peer District Summary Statistics

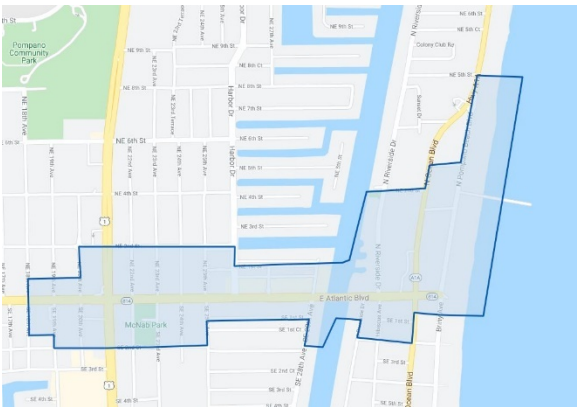
	FPRA	Downtown Delray Beach	Pompano Beach East District	Pompano Beach NW District	Downtown Stuart
Demographics					
2020 Total Population:	18,699	17,020	890	22,851	3,349
2025 Total Population Projection:	19,047	18,629	926	24,027	3,493
2020 Average Household Income:	\$56,096	\$96,093	\$90,822	\$46,524	\$68,248
2025 Forecasted HHI Growth:	\$56,779	\$109,655	\$98,856	\$51,674	\$73,237
Average Disposable Income:	\$42,195	\$73,000	\$71,960	\$39,345	\$39,370
Median Age:	38.1	38.3	65.5	33.1	45.7
Homeownership:	48.10%	47%	66%	38%	56%
Real Estate Statistics (2020 -YTD Nov)					
Inventory SF	1,174,046	1,668,995	532,074	1,067,936	3,101,682
Vacancy	8.7%	6.0%	4.9%	3.4%	6.5%
Net Absorption SF	10,225	-22,611	3,582	2,122	-33,460
Sales Volume	\$2,925,000	\$22,317,038	\$2,175,000	\$14,867,000	\$10,240,000
Sales Price per SF	\$146	\$418	\$329	\$245	\$195
Overall Deliveries SF*	0	316,263	45,348	148,512	13,918
<i>Source: ESRI 2020, CoStar</i> <i>*Includes construction of industrial, retail, office, multifamily, medical and specialty construction</i>					

Case Study: Pompano Beach (Comparable)

Short Description:

- Size: Northwest Pompano Beach 3,084 Acres
East Pompano Beach 158 Acres
- Northwest
 - Commercial / industrial
 - Corridor Development based development
- East District
 - Beachfront
 - Strong Tourism
 - Corridor Development
 - Strong Entertainment/Hospitality

Pompano Beach East District



Quick Facts:

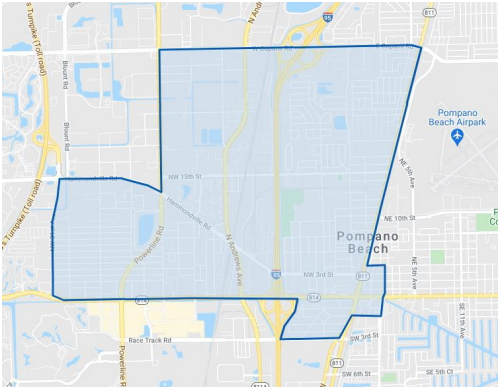
- 2020 Total Population: 890
- 2025 Total Population Projection: 926
- 2020 Average Household Income: \$90,822
- 2025 Forecasted Household Income Growth: 98856
- Average Disposable Income: \$71,960
- Median Age: 65.5
- Homeownership: 66%

Figure 20. Pompano Beach East Real Estate Market

	Inventory SF	Vacancy	Net Absorption	Sales Volume	Sales Price per SF	Overall Deliveries*
2015	490,274	12.3%	24,131	\$12,077,024	\$280	-
2016	523,274	9.4%	45,560	\$23,677,700	\$295	33,000
2017	523,274	2.2%	37,939	\$375,000	\$304	-
2018	532,074	4.0%	(769)	\$6,663,000	\$311	8,800
2019	532,074	5.6%	(8,650)	\$3,150,000	\$323	-
2020 YTD	532,074	4.9%	3,582	\$2,175,000	\$329	45,348

Source: CoStar
*Includes construction of industrial, retail, office, multifamily, medical and specialty construction

Pompano Beach NW District



Quick Facts:

- 2020 Total Population: 22,851
- 2025 Total Population Projection: 24,027
- 2020 Average Household Income: \$46,524
- 2025 Forecasted Household Income Growth: \$51,674
- Average Disposable Income: \$39,345
- Median Age: 33.1
- Homeownership: 38%

Figure 21. Pompano Beach NW Real Estate Market

	Inventory SF	Vacancy	Net Absorption	Sales Volume	Sales Price per SF	Overall Deliveries*
2015	1,033,994	1.9%	19,987	\$2,801,000	\$199	14,322
2016	1,037,936	3.6%	(13,188)	\$5,283,414	\$210	3,942
2017	1,037,936	2.4%	12,706	\$17,387,484	\$225	26,933
2018	1,067,936	2.4%	28,591	\$550,000	\$235	598,064
2019	1,067,936	3.6%	(12,318)	\$2,305,500	\$240	40,000
2020 YTD	1,067,936	3.4%	2,122	\$14,867,000	\$245	148,512

Source: CoStar
**Includes construction of industrial, retail, office, multifamily, medical and specialty construction*

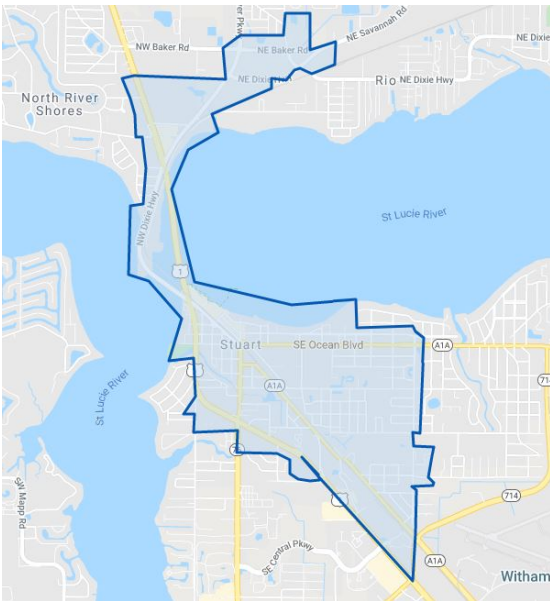
Strategies and/or Incentive Programs:

- Incentive Program
 - Commercial Façade Improvement
 - Commercial Internal Buildout Assistance
 - Large Scale Development- Real Estate Development Acceleration Program

- Investment Categories

<ul style="list-style-type: none"> ○ <u>Northwest District</u> ○ Capital Improvement ○ Public Safety/Quality of Life ○ Land Acquisition ○ Housing Development ○ Public Private Partnership Development Projects ○ Marketing ○ Job and Workforce Development 	<ul style="list-style-type: none"> ○ <u>East District</u> ○ Capital Improvement ○ Public Safety ○ Historic Preservation ○ Commercial Redevelopment – Pier
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Case Study: Downtown Stuart (Comparable)



Quick Facts:

- 2020 Total Population: 3,349
- 2025 Total Population Projection: 3,493
- 2020 Average Household Income: \$68,248
- 2025 Forecasted Household Income Growth: \$73,237
- Average Disposable Income: \$39,370
- Median Age: 45.7
- Homeownership: 56%

Short Description:

- Size: 1,168 Acres
- Downtown District
- Waterfront
- Marine Uses
- Industrial Uses

Figure 22. Downtown Stuart Real Estate Market

	Inventory SF	Vacancy	Net Absorption	Sales Volume	Sales Price per SF	Overall Deliveries*
2015	3,098,229	7.0%	8,827	\$2,334,000	\$182	-
2016	3,094,176	5.9%	13,756	\$6,745,000	\$182	1,100
2017	3,092,156	5.8%	1,235	\$4,205,500	\$187	11,200
2018	3,087,764	5.1%	19,022	\$5,233,900	\$188	20,990
2019	3,087,764	3.8%	16,224	\$12,537,200	\$196	32,577
2020 YTD	3,101,682	6.5%	(33,460)	\$10,240,000	\$195	13,918

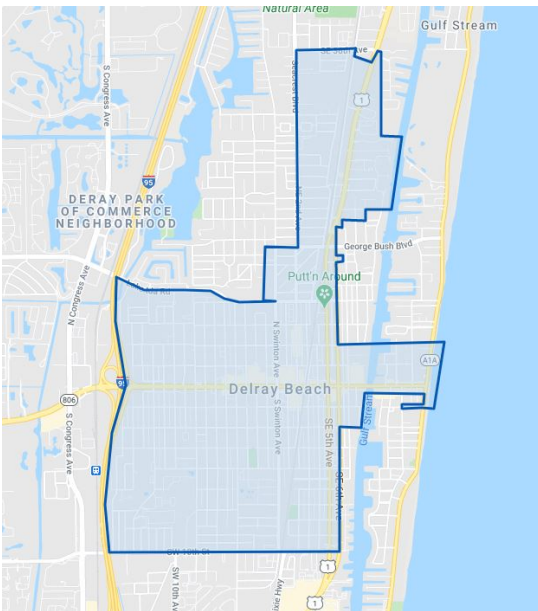
Source: CoStar

*Includes construction of industrial, retail, office, multifamily, medical and specialty construction

Strategies and/or Incentive Programs:

- Incentive Programs
 - Business Improvement Program
 - Real Estate Development Accelerator Program – large scale development
- Investment Categories
 - Housing Development
 - Placemaking Initiatives
 - Parking Management
 - Transportation
 - Mobility
 - Capital Improvement
 - Historic Preservation
 - Quality of Life Programs (Residential)

Case Study: Downtown Delray Beach (Aspirational)



Quick Facts:

- 2020 Total Population: 17,020
- 2025 Total Population Projection: 18,629
- 2020 Average Household Income: \$96,093
- 2025 Forecasted HHI Growth: \$109,655
- Average Disposable Income: \$73,000
- Median Age: 38.3
- Homeownership: 47%

Short Description:

- Size: 1,961 Acres
- Waterfront
- Downtown District Development
- Strong Entertainment Uses
- Strong Hospitality and Tourism
- Strong Surrounding Residential
- Community Redevelopment District established as main Redevelopment Tool

Figure 23. Downtown Delray Beach Real Estate Market

	Inventory SF	Vacancy	Net Absorption	Sales Volume	Sales Price per SF	Overall Deliveries*
2015	1,646,133	4.1%	(11,518)	\$65,913,600	\$327	-
2016	1,646,133	5.7%	(26,194)	\$64,102,828	\$352	677,182
2017	1,656,997	4.7%	26,668	\$36,137,365	\$369	134,919
2018	1,661,795	3.5%	24,494	\$24,380,000	\$383	177,264
2019	1,668,995	4.6%	(13,814)	\$30,769,492	\$397	171,594
2020 YTD	1,668,995	6.0%	(22,611)	\$22,317,038	\$418	316,263

Source: CoStar
**Includes construction of industrial, retail, office, multifamily, medical and specialty construction*

Strategies and/or Incentive Programs:

- Incentive Programs
 - Commercial Rent Subsidy
 - Commercial Paint and Signage Assistance
 - Site Development Assistance
- Investment Categories
 - Transportation
 - Housing Development
 - Capital Improvement Programs
 - Business Incubation (Arts and Green Market focus)
 - Public Safety/Quality of Life

Summary of Comparison Districts

Key highlights from the comparable CRA districts are summarized in the table and evaluated in this Summary to identify best practices in terms of investment and incentive strategies that may be beneficial to the FPRA.

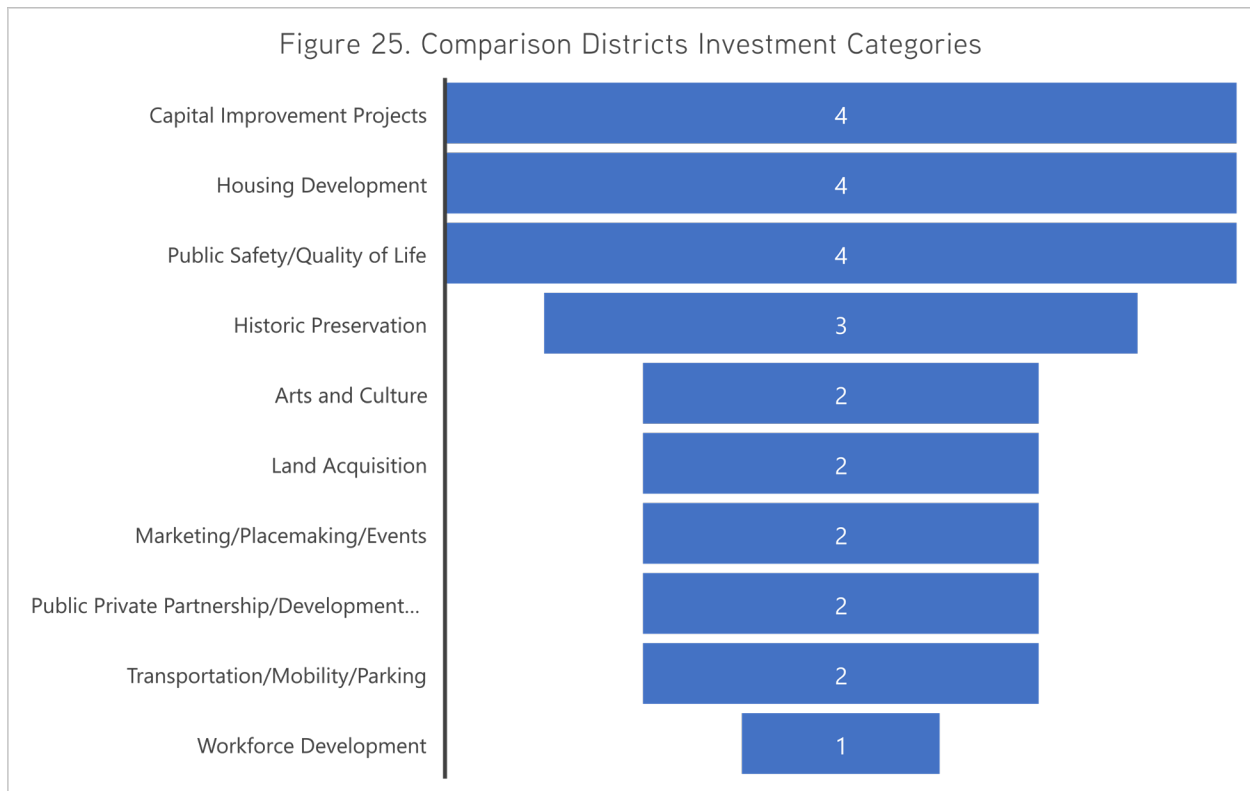
Figure 24. Summary of Comparison Districts

Comparison Data Title	FPRA	Pompano Beach		Stuart	Delray Beach
		East	NW		
FY 21 Tax Increment Revenue	\$7,212,091	\$3,900,587	\$9,855,994	\$1,477,377	\$26,426,452
District Size (Acres)	2,576	158	3,084	1,168	1,961
2020 Avg. Household Income	\$52,096	\$90,822	\$46,524	\$68,248	\$96,093
Median Age	38.1	65.5	33.1	45.7	38.3
Home Ownership Percentage	36%	66%	38%	56%	47%

Source: FPRA 2019 Annual Report and FY 2021 CRA Budget, Delray Beach 2019 Annual Report and FY 2021 CRA Budget, Pompano Beach East and NW CRA 2019 Annual Report and FY 2021 CRA Budgets, Stuart CRA 2019 Annual Report and FY 2021 CRA Budget, Costar, ESRI, Colliers International

The chart on the previous page indicates that the FPRA and the Pompano Beach NW CRA districts are the most closely aligned in terms of their tax increment revenue, median age, homeownership, and household income. Although slightly larger in size, the Pompano Beach NW CRA has many of the same demographics, commercial development challenges, and neighborhood revitalization characteristics as the FPRA. Both districts have identified the need for infrastructure investment to promote connectivity of existing residential neighborhoods to commercial corridors, the stabilization of blighted residential neighborhoods through infill development projects and affordable housing developments, and recognition of the need to invest in strategic redevelopment projects.

In addition to evaluating the demographics, similarities in the comparison districts' current investment strategies were evaluated to identify best practices or unique investments that may be beneficial to the FPRA in the future. The funnel chart on the following page shows the various investment categories on the left and the number of comparison districts who have included these categories in their current budgets on the right. The chart indicates that all four districts are focusing on Capital Improvements, Housing Development, Public Safety and Quality of Life as top investment strategies.

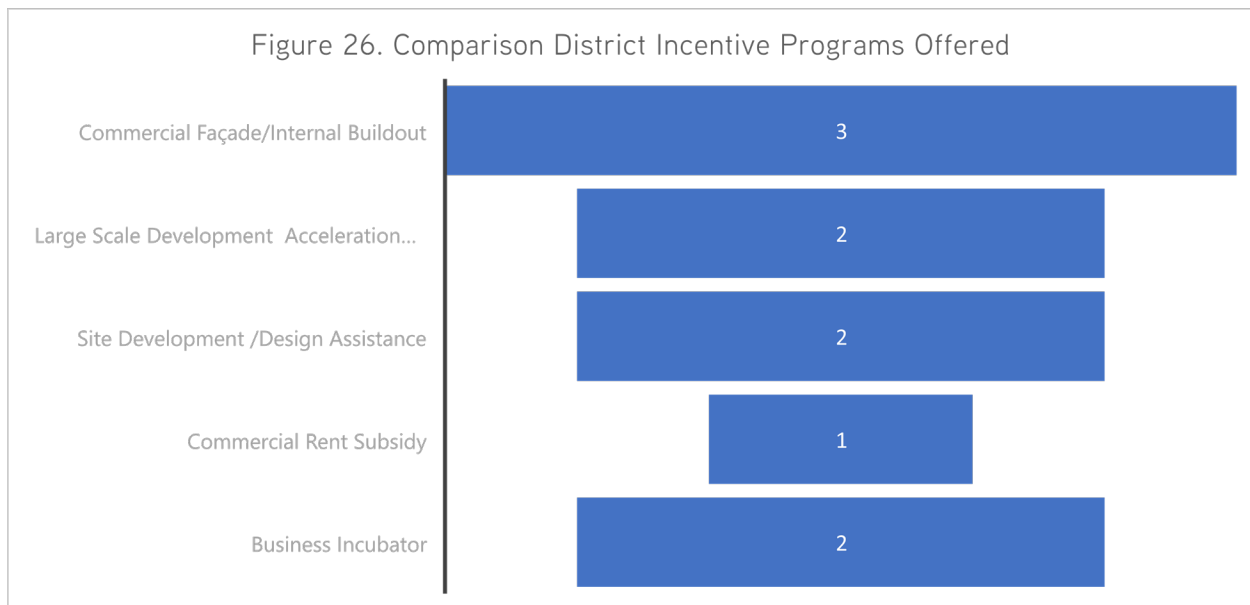


*Source: Delray Beach 2019 Annual Report and FY 2021 CRA Budget,
Pompano Beach East and NW CRA 2019 Annual Report
and FY 2021 CRA Budgets, Stuart CRA 2019 Annual Report and FY 2021 CRA Budget*

While these top three categories are not surprising as they have traditionally been at the heart of redevelopment best practices as investments that will result in the eradication of slum and blight over time.

Housing Development, while consistent across the districts, took on many different forms depending on the economic condition of the community. Some projects were aimed at economic expansion in more affluent districts, while others tackled neighborhood revitalization, nuisance abatement, and affordable housing availability. However, the common thread in this investment area lies in the understanding that the districts must promote strong, well designed residential communities in order to provide ongoing economic support to the neighboring commercial districts. The remainder of the categories varied based on the unique challenges of the district in question and the financial resources available for commitment.

When comparing the FPRA to the most similar comparison district, the Pompano Beach NW CRA, the investment strategies are very similar, with the exception of the areas of Job and Workforce Development Programs and Business Incubation. The Pompano Beach NW CRA has invested in workforce programs aimed at decreasing the income disparities in this section of the municipality through workforce development, job training, and career placement services. In addition, the NW CRA invests in Business Incubation programs to encourage small and historically disadvantaged business owners to invest within their communities. It is noted that both of the aforementioned investment categories are generally discussed in the 2020 FPRA Plan but are not yet delineated in the agency budget.



Source: Delray Beach 2019 Annual Report and FY 2021 CRA Budget, Pompano Beach East and NW CRA 2019 Annual Report and FY 2021 CRA Budgets, Stuart CRA 2019 Annual Report and FY 2021 CRA Budget

Similar to the evaluation of the Investment Categories above, the comparison districts' current investments in Incentive Programs were evaluated to identify best practices or unique strategies that may be beneficial to the FPRA in the future. What is evident in the comparison district review is that all the areas offer some level of incentive to stimulate investment. The size and scale of these programs are highly dependent on the district's financial capacity. The most offered programs are those that seek to invest in commercial exterior improvements and/or interior commercial build out assistance. The remainder of the incentives vary based on the individual needs of the districts, with the outlier being the Commercial Rent Subsidy program offered by the Delray Beach CRA. The uniqueness of this program can most likely be attributed this district's higher real estate values and commercial lease rates.

Currently, the FPRA does not have incentive programs delineated within its agency budget. These are strategies that will be recommended as a part of this study at the district level and curated to the unique characteristics that exist within the five districts of the FPRA. To be competitive in the incentive area as a local government, a full understanding of the differences and attributes of the investment categories and incentive program offerings of other redevelopment areas will be beneficial. This section is provided as a planning tool for the FPRA to make both policy and financial plans for positioning itself in the local market.

I. Optimal Retail Tenant Mix by District Classification

Tenant mix varies by district type – Convenience, Comparison and Destination. Downtown, Fisherman’s Wharf and South Beach have the characteristics of being or becoming a Destination District. However, Lincoln Park and the Peacock Arts District have the locational convenience of a Convenience District but the potential to also become a Comparison District where a choice of retail goods and services are offered.

The District Classifications are defined as follows:

- **Convenience District:**
A Convenience District offers retail goods and services whose primary advantage to the consumer is locational convenience.
- **Comparison District:**
A Comparison District typically offers a set of retail goods and services that permit a wide range of choice and comparison between merchandise offered by different stores.
- **Destination District:**
A Destination District typically offers a unique set of specialty retail goods and services that people will travel longer distances to patronize.

Figure 27. District Classifications

Convenience	Comparison	Destination
Lincoln Park Peacock Arts District	Lincoln Park Peacock Arts District	Downtown Fisherman’s Wharf South Beach
<i>Source: ICSC</i>		

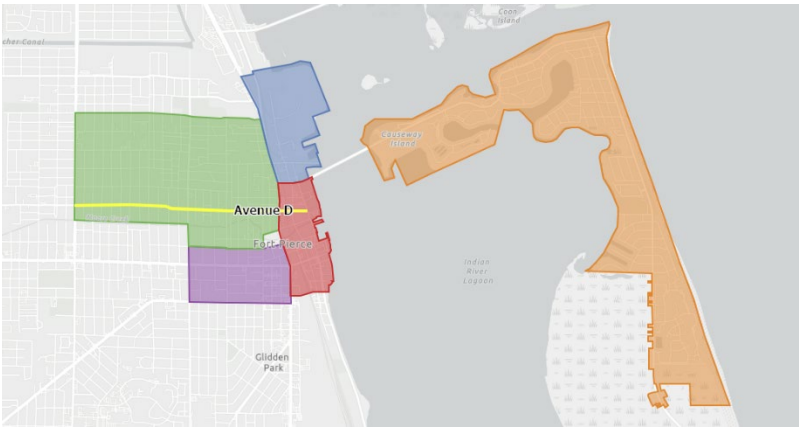
After classifying each district by type, the following table provides an ideal mix of tenants for these district classifications. The table presents the districts by classification and the complementary tenant mixes. These sample lists are not exhaustive, but they are a good indication of synergistic tenants.

Figure 28. Complementary Tenant Mixes by District Classification

Convenience	Comparison	Destination
Convenience stores Business services Groceries Laundry services Full-service restaurants Quick service restaurant (QSR) Beer, wine and liquor stores Coffee shops Pharmacies/drugstores Hair and nail salons Entertainment	Convenience stores Business services Groceries Laundry services Full-service restaurants Quick service restaurant (QSR) Beer, wine and liquor stores Coffee shops Pharmacies/drugstores Hair and nail salons Financial services Sporting goods, hobby, book and music stores Opticians' offices Martial arts, dance and yoga studios Bars/pubs Office supply, stationery and gift stores Clothing, shoe and accessories stores Jewelry stores Fitness centers/gyms Cosmetics, beauty-supply and perfume stores Electronics and appliance stores Entertainment	Full-service restaurants Quick service restaurant (QSR) Beer, wine and liquor stores Coffee shops Pharmacies/drugstores Hair and nail salons Sporting goods, hobby, book and music stores Opticians' offices Martial arts, dance and yoga studios Bars/pubs Office supply, stationery and gift stores Clothing, shoe and accessories stores Jewelry stores Fitness centers/gyms Cosmetics, beauty-supply and perfume stores Electronics and appliance stores Health-care professionals' offices Movie and performance theaters Hotels Furniture and home furnishings stores Entertainment
<i>Source: ICSC</i>		

J. District Level Summary and Recommendations

There are five commercial districts within the FPRA area. The two major commercial districts being Downtown and Lincoln Park with more than 240,000 square feet of retail inventory in each district. This is closely followed by the Peacock Arts District (PAD) with 177,000 square feet of inventory. Smaller commercial districts include Fisherman’s Wharf and South Beach which are both ripe for redevelopment and activation. The most populated residential areas are the historic family district of Lincoln Park, and the affluent South Beach retirement population in the South Beach district.



- Key
- Downtown Fort Pierce
 - Lincoln Park
 - Peacock Arts District (PAD)
 - South Beach
 - Fisherman's Wharf/Port

For an interactive map showing these districts, please follow this [link](#).

Figure 29. FPRA District Retail and Demographic Summaries

	Downtown	Lincoln Park	PAD	South Beach	Fisherman's Wharf/Port	FPRA	City of Fort Pierce
Retail Marketplace							
Retail Inventory (SF)	270,499	240,127	177,339	56,429	20,727	1,171,552	5,958,797
Vacancy Rate (%)	6.5%	19.7%	22.7%	0.0%	0.0%	8.7%	8.8%
Rental Rate PSF (\$)	\$27.38	\$13.04	\$13.04	\$25.50	NA	\$12.96	\$11.79
Demographic Summary							
Population	127	4,676	860	4,310	17	18,699	47,150
Forecasted Population Growth (2020-2025 Annual %)	0.47%	0.34%	-0.09%	1.05%	0.0%	0.37%	0.82%
Median Household Income (\$)	\$12,969	\$15,526	\$19,821	\$77,599	\$11,786	\$26,420	\$35,572
Forecasted Median Household Income Growth (2020-2025 Annual %)	1.14%	0.84%	1.16%	1.68%	3.40%	1.46%	1.09%
Average Household Income (\$)	\$27,785	\$27,663	\$35,939	\$114,925	\$28,186	\$52,096	\$55,364
Forecasted Average Household Income Growth (2020-2025 Annual %)	-0.73%	0.82%	1.05%	1.78%	-0.26%	1.80%	1.80%
Median Disposable Income (\$)	\$12,206	\$14,397	\$17,979	\$64,536	\$12,857	\$22,719	\$30,656
Median Age	50.0	41.0	37.2	61.8	45.0	38.1	37.7
Homeownership (%)	18%	27%	26%	63%	17%	36%	48%

Source: Costar, ESRI, Colliers International

This section of the report focuses on each FPRA District individually. A summary of the district, its main drivers, future land use and zoning, optimal tenant mix, opportunities, barriers, and retail incentive strategy recommendations.

Future Land Use and Zoning

Understanding the current development conditions and policies prior to recommending retail uses and incentives was an important part of the process. The Future Land Use and Zoning Designations of each district were evaluated and compared against the Optimal Tenant Mix to identify significant barriers to retail investment. This section provides details regarding the zoning districts that allow commercial uses and highlights areas where potential conflict with the Optimal Tenant Mix recommendation exists.

Recommended Retail Brands

This section provides recommended retail brands within each retail category that align with the demographics of the district and present a mutually favorable condition for both the City and the Retailer.

Retail Incentive Strategy

The decision to create a Retail Incentive Strategy starts with identifying target industries that the City would like to attract to its commercial areas. This report provides the City with this information by District and identifies the potential barriers in the zoning code that may limit future retail investment. The next step in the process for the City to evaluate its policy position regarding public financial participation in the retention, attraction, and/or expansion of retail development in the FPRA. The final step would be the development and implementation of a tool kit that aligns with City goals, resources, and values. There are three main elements that are being recommended for implementation across all districts: *(1) Focused and Strategic District Investment; (2) Consistent Marketing and Branding ; and (3) Incentive Programs.* Elements One and Two are consistent concepts that are being recommended across all five districts. However, Element Three – Incentive Programs has different program recommendations that have been developed to align with the unique characteristics that exist in each district.

Marketing and Branding

There is a unique and interesting story to be told for each of the five districts within the FPRA. This story, when weaved together using effective marketing and branding will work together to promote the City as a tourist destination. The city should create and consistently implement marketing strategies that promote business development, retention, economic growth, placemaking activities, and special events. The implementation of a strong publicity campaign assists in attracting visitors, investors, developers, and the private sector to the FPRA. Section M provides a Roadmap to Recruiting Targeted Retailers with a detailed marketing plan.

Focused and Strategic Investment

Redevelopment districts that develop disciplined and focused investment strategies that are prioritized by area are the most effective at leveraging limited resources to spur meaningful development. Often districts spread their resources, both human and monetary too thin, resulting in ineffective program offerings citywide. It is recommended that the FPRA develop a plan for the strategic investment of resources to gain the most impact in a designated area(s). Once results have been garnered the city should then consider shifting resources to the next priority district in its strategic plan.

Incentive Programs

The content and character of incentive program offerings are largely determined by the capacity for the organization to review, administer, and fund these programs over time. The benefit of incentive programs from the private sector perspective is to communicate to investors that the City is committed to the economic stability and expansion of an area and is willing to provide financial support to attract worthy investments. When clearly communicated and efficiently implemented, incentive programs have a proven track record of making significant strides in spurring economic expansion in an area.

It is recommended that the City clearly define their investment standards and policies before launching any program. Defining what constitutes a “worthy” investment to the City of Fort Pierce and clearly communicating those standards will be key to positive outcomes.

As an example, the following guidelines are offered to the City for consideration when developing Investment Standards:

- Establish minimum investment objectives before launching any program
- Provide incentives to projects that generate greater public revenues than public costs
- The larger the rate of return on investment the more advantageous it is for the community
- The shorter the payback period the more advantageous it is for the community
- Give priority to businesses that align with the Target Tenant Mix
- Do not offer incentives to firms that will negatively impact existing businesses
- Give priority to those businesses that create spin off economic impacts to the community
- Measure outcomes annually and remain open to adjusting program parameters based on results

Future Land Use and Zoning

Future Land Use Designations:

The Downtown District includes seven (7) Future Land Use designations as shown on the Future Land Use Map in Appendix G, that has been layered on to the [Fort Pierce GIS Map](#). Following is a list of those various designations and a brief description of each is provided in Appendix F. The description of the designation is from the City of Fort Pierce Comprehensive Plan Future Land Use Element, and provides a basis for allowable uses as well as densities and intensities of use.

- Medium Density Residential, RM
- High Density Residential, RH
- Offices-Professional & Business Services, OP
- General Commercial, GC
- Central Business District, CBD
- Industrial, I
- Conservation & Open Space, COS

Zoning Districts:

The Downtown District includes eight (8) Zoning Districts as shown on the Official Zoning Map in Appendix H, that has been layered on to the [Fort Pierce GIS Map](#). Following is a list of those various districts and a brief description of each is provided in Appendix F. The description of the district is from Article IV of the City of Fort Pierce Zoning Code, and includes general intent language.

- Residential Single Family 3 Units/Acre, E3
- High Density Residential, R5
- General Commercial, C3
- Central Commercial, C4
- Light Industrial, I1
- Planned Development, PD
- Planned Unit Redevelopment, PUR.
- General and Recreational Open Space, OS1

Downtown Fort Pierce Optimal Tenant Mix

According to our classifications in Section I. Optimal Tenant Mix and our review of Downtown Fort Pierce, this District falls into the Destination District classification and the following mix of retail tenants is optimal. These retail uses have been considered alongside the void analysis in preparing the Strategic Retail Plan. Given the different optimal tenant targeting for Downtown Fort Pierce, we have broken down the target tenant mix to Tier One and Tier Two lists. Tenants from either set is considered a part of the overall Strategic Retail Plan, but priority focus should be placed on Tier One targeted tenants.

Tier One Targeted Tenant Mix

- Hotels
- Full-service restaurants
- Bars/pubs
- Coffee shops
- Quick service restaurant (QSR)
- Clothing, shoe and accessories stores
- Jewelry stores
- Cosmetics, beauty-supply and perfume stores
- Hair and nail salons
- Fitness centers/gyms
- Martial arts, dance and yoga studios

Tier Two Targeted Tenant Mix

- Furniture and home furnishings stores
- Pharmacies/drugstores
- Sporting goods, hobby, book and music stores
- Office supply, stationery and gift stores
- Beer, wine and liquor stores

Opportunity: Cultural, entertainment and hospitality type uses that attract residents and appeal to visitors such as brewpub-type restaurants, galleries, and boutiques. There is an opportunity to increase foot traffic and density to drive the retail market downtown through the development of residential apartment, condo and/or hotel development. The sizable former H.D. King power plant site is a vacant, partly remediated lot owned by the Fort Pierce Redevelopment Agency that has great potential in terms of location and size. A mixed-use project, equal or similar to the one proposed by Audubon Development of West Palm Beach (King’s Landing), could serve as a much-needed anchor and increase density in the heart of Downtown. This is also a prime location for a Brightline station, that would further fuel the pedestrian foot traffic that the downtown area’s retail market is in need of.

Downtown Fort Pierce Commercial Zoning Districts (C3, C4, I1, R5):

A review of the current uses allowed in the Zoning Districts poses limited barriers to the location and attraction of the Tier One and Tier Two targeted tenant mix. The only exceptions noted are found in the Industrial Areas that abut the FEC and are in close proximity to the proposed Kings Landing Development. As this area redevelops and the prospect of a Brightline Station advances, the Industrial Zoning designation may need to be revisited to support station area development.

Tier One Targeted Tenant Mix	Barriers in Zoning Code	Recommended Brands
Hotels	Not permitted in I1 and R5 Zoning District	Courtyard/Marriott, DoubleTree/Hilton,
Full-service restaurants	Conditional use in I1 and R5 Zoning District	Tommy Bahama, BrickTops
Bars/pubs	Conditional use in I1 and R5 Zoning District	Yard House, BoKampers, Bru’s Room, American Social
Coffee shops	Conditional use in I1 and R5 Zoning District	First Watch, Subculture Coffee
Quick service restaurant (QSR)	Conditional use in I1 and R5 Zoning District	Mellow Mushroom, BurgerFi, PurGreens
Clothing, shoe and accessories stores	Not permitted in I1 Zoning District	J McLaughlin, Southern Tide
Cosmetics, beauty-supply and perfume stores	Not permitted in I1 Zoning District	Vitamin Shoppe, Blue Mercury
Hair and nail salons	Not permitted in I1 Zoning District, Conditional use in R5	Sola Salons, DryBar, Cloud 10 Blow Dry Bar and beauty Salon

Fitness centers/gyms	Not permitted in I1 Zoning District, Conditional use in R5	Orange Theory, Massage Envy, CrossFit, TapOut
Martial arts, dance and yoga studios	Not permitted in I1 and R5 Zoning District, Conditional use in R5	Entrepreneurial local and regional retailers
Entertainment Uses	Not Permitted in I1 and R5	Alamo Draft House Cinema, Lucky Strike

Tier Two Targeted Tenant Mix	Existing Barriers in Zoning Code	Recommended Brands
Furniture and home furnishings stores	Not permitted in I1 Zoning District, Conditional use in R5	Bassett, LaZBoy, Sherwin Williams
Pharmacies/drugstores	Not permitted in I1 Zoning District, Conditional use in R5	Walgreens, CVS, HealthMart, Rite Aid
Sporting goods, hobby, book and music stores	Not permitted in I1 Zoning District, Conditional use in R5	Yeti, Sunglass Hut
Office supply, stationery and gift stores	Not permitted in I1 and R5 Zoning Districts	UPS, entrepreneurial local and regional retailers
Beer, wine and liquor stores	Not permitted in I1 Zoning District, Conditional use in R5	ABC/Total Wine

Retail Incentive Strategy

Downtown Fort Pierce is a vibrant walkable waterfront downtown that is beginning to garner significant private investment interest due in part to its natural resources on the waterfront and the significant public investments the City has made to the Marina, Veterans Park, and surrounding public spaces. Despite these improvements, the downtown is still in need of greater activation and foot traffic to support and expand the downtown economy.

The following programs are recommended for consideration. The programs below align with the character and goals for the economic expansion of Downtown Fort Pierce:

Business Investment Grants:

The Business Investment Program (BIP) encourages the creation, retention and/or expansion of new or existing businesses and jobs in Downtown Fort Pierce. The incentive program would provide grants to companies based upon the amount of property tax generated by the private business investment and its alignment with the adopted optimal tenant mix, local smart growth initiatives, design guidelines, and placemaking and or downtown activation elements.

Under this program Applicants may be eligible for up to \$60,000 based on the private investment commitment as follows:

<u>Private Investment</u>	<u>Grant Amount</u>
• \$1,000,000 to \$2,000,000 =	\$20,000
• \$2,000,000 to \$3,000,000 =	\$40,000
• \$3,000,000 to \$4,000,000 =	\$60,000

Grant Guidelines for this program should give priority to applicants that:

- Propose a project that includes Tier one Tenant Mix businesses
- Propose a project that is well designed and aligned with established Downtown Design Guidelines
- Activate the space and have the potential to create more spin off impact in the community

Façade Improvement Grants

An attractive image is a key importance to the success of any commercial area. Façade and storefront improvements are one of the most effective ways of upgrading the image of individual businesses and the business district. The storefronts sell the business and the business district - to customers and new tenants alike.

The Façade Improvement Grant Program seeks to help property owners and tenants by removing blight, improving the appearance of buildings, and bringing parking, landscaping and signage into conformance with current codes. The program would provide grant funds on a reimbursement basis for expenses related to eligible exterior architectural renovations to commercial property located within Downtown Fort Pierce.

The program provides up to 50% reimbursement to commercial or industrial businesses or property owners for eligible renovation costs. A 60% reimbursement is available for utilization applicants that are opening a Tier One or Tier Two Tenant Mix Business.

Maximum grant awards are based upon building square footage:

- Up to 3,000 sq/ft = \$ 20,000
- 3,001-6,000 sq/ft = \$ 30,000
- Over 6,000 sq/ft = \$ 40,000

Eligible Expenses:

- Approved architectural renovations to the building façade
- Improvements to bring grandfathered signage, parking and landscaping into conformance with current code
- A 50% reimbursement of eligible architectural fees up to \$3,000, in addition to maximum award amount
- Infrastructure improvements in the public right-of-way

Commercial Rent Reimbursement Program

The Commercial Rent Reimbursement Program is designed to help facilitate the establishment of new businesses and aid in the expansion of existing businesses within the Downtown. The program is designed to provide financial assistance to new and existing businesses in the form of rent reimbursement. Funding under the Rent Reimbursement Program would be provided as follows:

- *Tier One Tenant Mix Businesses* are eligible for up to half of the business's monthly rent or \$1,000/ per month, whichever is less. (Maximum amount of the grant is \$12,000)
- *Tier Two Tenant Mix Businesses* are eligible for up to half of the business's monthly rent or \$750/ per month, whichever is less. (Maximum amount of the grant is \$9,000)
- Applicants under this program should be required to enter a multi-year lease.



District Summary

Lincoln Park, in the Northwest section of Fort Pierce, is a culturally rich **residential area** and one of Fort Pierce’s oldest historic communities. Dating back to the 1920’s and 1930’s, a predominantly African-American community of family-owned businesses found success along the Avenue D corridor which became a bustling commercial district with barber shops, grocery stores, churches, restaurants, and a movie theater. Lincoln Park was home to Zora Neale Hurston, author of *Their Eyes Were Watching God*, and also home to the famous Florida Highwaymen artists, a group of 26 African-American landscape artists who employed a unique painting style to assert their economic independence and agency during and after the segregation era.

Today, Lincoln Park is home to the Lincoln Theater, one of only four African-American owned theaters in the country, and Lincoln Park Academy, an academic magnet school and one of the nation’s top performing schools. The District has a median household income of \$15,526; below the poverty level and well-below the City median household income of \$35,572. It is the most

populated district in the FPRA with close to 4,700 residents; who drive the retail demand along the commercial corridor of Avenue D.

Fort Pierce envisions **reactivating the once thriving Avenue D corridor**. Revitalization efforts have been exerted to improve streetscapes and facades, a new Intermodal Bus Terminal added and the Moore’s Creek Linear Park reopened to host events. The district has the advantages of being rooted in culture and history and benefits from its close proximity to the downtown and waterfront.



Lincoln Park Future Land Use and Zoning

Future Land Use Plan Designations

The Lincoln Park District includes six (6) Future Land Use designations as shown on the Future Land Use Map in Appendix G, that has been layered on to the [Fort Pierce GIS Map](#). Following is a list of those various designations and a brief description of each is provided in Appendix F. The description of the designation is from the City of Fort Pierce Comprehensive Plan Future Land Use Element, and provides a basis for allowable uses as well as densities and intensities of use.

- Low Density Residential, RL
- Medium Density Residential, RM
- Neighborhood Commercial, NC
- General Commercial, GC
- Institutional, INST
- Conservation & Open Space, COS

Zoning Districts

The Lincoln Park District includes six (6) Zoning Districts as shown on the Official Zoning Map in Appendix H, that has been layered on to the [Fort Pierce GIS Map](#). Following is a list of those various districts and a brief description of each is provided in Appendix F. The description of the district is from Article IV of the City of Fort Pierce Zoning Code, and includes general intent language.

- Single Family Moderate Density, R3
- Medium Density Residential, R4
- Neighborhood Commercial, C2
- General Commercial, C3
- Planned Unit Redevelopment, PUR.
- General and Recreational Open Space, OS1

Lincoln Park Optimal Tenant Mix

According to our classifications in Section I. Optimal Tenant Mix and our review of Lincoln Park, this District falls into both the Convenience and Comparison District classification and therefore a mix of retail tenants from both is optimal. These retail uses were considered alongside the void analysis in preparing the Strategic Retail Plan.

- Convenience stores
- Business services
- Groceries
- Laundry services
- Pharmacies/drugstores
- Beer, wine and liquor stores
- Full-service restaurants
- Quick service restaurant (QSR)
- Coffee shops
- Hair and nail salons
- Financial services
- Opticians'/Doctors' offices
- Sporting goods, hobby, book and music stores
- Martial arts, dance and yoga studios
- Bars/pubs
- Office supply, stationery and gift stores
- Clothing, shoe and accessories stores
- Fitness centers/gyms
- Cosmetics, beauty-supply and perfume stores
- Jewelry stores
- Electronics and appliance stores

Opportunity: Neighborhood retail, grocers, convenience, and discount stores. Support local small business, arts and culture, and entrepreneurship.

Lincoln Park Commercial Zoning Districts (C2, C3, R3 and R4): The current zoning does not provide significant barriers to the Optimal Tenant Mix. There are some uses that are aligned with the Convenience and Comparison District classification that should be closely regulated, if recruited at all, to ensure that design and operations of these uses promote positive quality of life for the surrounding residents and businesses. These businesses are convenience stores, check cashing and loan servicing uses, and coin laundry facilities.

Targeted Tenant Mix	Existing Barriers in Zoning Code	Recommended Brands
Convenience stores	Not Permitted in R3 Zoning District, Conditional Use in R4 Zoning District	Not recommended in this District, if allowed design and operations should be highly regulated
Business services	Not Listed in Master Business List	UPS, Experimac, Boost Mobile
Groceries	Not Permitted in R3 Zoning District, Conditional Use in R4 Zoning District	Save a Lot, Aldi
Laundry services	Conditional Use in R3 and R4 Zoning Districts	Not recommended in this District, if allowed design and operations should be highly regulated
Pharmacies/drugstores	Conditional Use in R3 Zoning District	CVS, Walgreens, Rite Aid
Full-service restaurants	Not Permitted in R3 and R4 Zoning District, Conditional Use in C2 Zoning Districts	Mission BBQ, WingStop, Buffalo Wild Wings
Quick service restaurant (QSR)	Not Permitted in C2, R3 and R4 Zoning District	Pollo Tropical, Popeye's, Church's Chicken, Hardee's, Krystal's, Sonic Drive-In
Coffee shops	Conditional Use in R4 Zoning District	Dunkin Donuts
Hair and nail salons	Not Permitted in R3, Conditional Use in R4 Zoning District	Super Cuts, Hair Cuttery, Great Clips, Floyd's 99 Barbershops, Ethnic Hair Salons - Sweet Roots Hair Bar, Salon Suites
Financial services	Check Cashing and Loan Service Not Permitted in C2, R3, R4 Zoning District	Space Coast Credit Union, Bank United, One Florida Bank, Seacoast Bank, First Horizon. Check Cashing and Loan Service are Not Recommended.
Opticians'/Doctors' offices	Conditional in C2 Zoning District, Not Permitted in R3 and R4 Zoning District	PearleVision, My Eyelab
Sporting goods, hobby, book and music stores	Not Permitted in R3 and R4 Zoning District	Entrepreneurial local and regional retailers
Martial arts, dance and yoga studios	Conditional use in R3 Zoning District	Entrepreneurial local and regional retailers
Bars/pubs	Conditional Use in C2, Not Permitted in R3 and R4 Zoning District	Duffy's, Flanigan's, Bone Fish Mac

Office supply, stationery and gift stores	Office Supply Not permitted in C2, R3 and R4 Zoning Districts	Entrepreneurial local and regional retailers
Fitness centers/gyms	Conditional Use in R4 Zoning District	AnyTime, LifeTime Fitness, YouFit
Cosmetics, beauty-supply and perfume stores	Not Permitted in R3 and R4 Zoning District	Sally Beauty
Jewelry stores	Not Permitted in R3 and R4 Zoning District	Entrepreneurial local and regional retailers
Clothing, shoe and accessories stores	Not Permitted in R3 and R4 Zoning District	CitiTrends
Electronics and appliance stores	Electronics Stores not permitted in C2, R3 and R4 Zoning Districts	Aaron's
Entertainment	Not Permitted in C2, R3, and R4 Zoning District, Art Gallery Conditional Use in C2	Entrepreneurial Local and Regional Music and Art Venue

Retail Incentive Strategy:

The Lincoln Park District has a long history of family-owned businesses dating back to the 1920's, especially along the Avenue D corridor. Its classification as a Convenience and Comparison District shows that incentivizing neighborhood retail and small business development would be most beneficial in this area. As such, the following programs are recommended for consideration.

Façade Improvement Grants

The Façade Improvement Grant Program seeks to help property owners and tenants by removing blight, improving the appearance of buildings, and bringing parking, landscaping and signage into conformance with current codes. The program would provide grant funds on a reimbursement basis for expenses related to eligible exterior architectural renovations to commercial property located within the Lincoln Park District.

The program provides up to 50% reimbursement to commercial or industrial businesses or property owners for eligible renovation costs. A 60% reimbursement is available for utilization applicants that are opening an Optimal Tenant Mix Business.

Maximum grant awards are based upon building square footage:

- Up to 3,000 sq/ft = \$ 20,000
- 3,001-6,000 sq/ft = \$ 30,000
- Over 6,000 sq/ft = \$ 40,000

Eligible Expenses:

- Approved architectural renovations to the building façade
- Improvements to bring grandfathered signage, parking and landscaping into conformance with current codes.
- A 50% reimbursement of eligible architectural fees up to \$3,000, in addition to maximum award amount.
- Infrastructure improvements in the public right-of-way.

Interior Uplift Grant

The Interior Uplift Grant Program encourages growth and development by assisting property owners and businesses with improvements, renovations, and/or additions to the interior of their commercial property. Applicants would apply for a maximum grant of \$20,000 to complete a list of qualified improvements to the interior of a commercial building. Grant funds should be paid directly to the contractor or on a reimbursement basis to the applicant.

Grant Awards would be based on the following:

- Opening or Expansion of a business within the desired Tenant Mix for the Area
- Level of investment match by the tenant or property owner
- Square Feet of Space
- Capacity to show business viability

The Mom-and-Pop Small Business Grant Program

The Mom-and-Pop Small business Grant program offers funding opportunities for small businesses to purchase equipment, supplies, advertising/marketing, inventory, building liability insurance, security systems and to make minor renovations. Applicants would be able obtain small grant in the amount of \$10,000 to expand their existing business or scale up a current home-based business into a brick-and-mortar store front.

All businesses must be located within the Lincoln Park District and grant awards would be based on the following:

- Establishment of a new or expanding an existing business that fits within the optimal tenant mix
- The Business cannot be a part of a national chain
- The business must have a signed Multi-year lease

PAD Future Land Use and Zoning

Future Land Use Plan Designations

The Peacock Art's District includes six (6) Future Land Use designations as shown on the Future Land Use Map in Appendix G, that has been layered on to the [Fort Pierce GIS Map](#). Following is a list of those various designations and a brief description of each is provided in Appendix F. The description of the designation is from the City of Fort Pierce Comprehensive Plan Future Land Use Element, and provides a basis for allowable uses as well as densities and intensities of use.

- Low Density Residential, RL
- Medium Density Residential, RM
- Offices- Professional & Business Services, OP
- General Commercial, GC
- Institutional, INST
- Conservation & Open Space, COS

Zoning Districts

The Peacock Art's District includes four (4) Zoning Districts as shown on the Official Zoning Map in Appendix H, that has been layered on to the [Fort Pierce GIS Map](#). Following is a list of those various districts and a brief description of each is provided in Appendix F. The description of the district is from Article IV of the City of Fort Pierce Zoning Code, and includes general intent language.

- Single Family Moderate Density, R3
- Medium Density Residential, R4
- Office Commercial Zone, C1
- General Commercial, C3

PAD Optimal Tenant Mix

According to our classifications in Section I. Optimal Tenant Mix and our review of the PAD, this District falls into both the Convenience and Comparison District classification and therefore a mix of retail tenants from both is optimal. These retail uses were considered alongside the void analysis in preparing the Strategic Retail Plan.

- Convenience stores
- Business services
- Groceries
- Laundry services
- Full-service restaurants
- Quick service restaurant (QSR)
- Beer, wine and liquor stores
- Coffee shops
- Pharmacies/drugstores
- Hair and nail salons
- Financial services
- Opticians'/Doctors' offices
- Sporting goods, hobby, book and music stores
- Martial arts, dance and yoga studios
- Bars/pubs
- Office supply, stationery and gift stores
- Clothing, shoe and accessories stores
- Jewelry stores
- Fitness centers/gyms
- Cosmetics, beauty-supply and perfume stores
- Electronics and appliance stores

Opportunity: Embrace burgeoning local small businesses, professional services firms and the growing arts and culture scene.

Peacock Arts District Commercial Zoning Districts (C1, C3, R3 and R4): The current zoning does not provide significant barriers to the Optimal Tenant Mix. There are some uses that are aligned with the Convenience and Comparison District that should be closely regulated, if recruited, to ensure that design and operations of these uses promote positive quality of life for the surrounding residents and businesses. These businesses are convenience stores, check cashing and loan servicing uses, and coin laundry facilities.

Tier One Targeted Tenant Mix	Existing Barriers in Zoning Code	Recommended Brands
Convenience stores	Not Permitted in R3 Zoning District, Conditional Use in R4 Zoning District	Not recommended in this District, if allowed design and operations should be highly regulated
Business services	Not Listed in Master Business List	FedEx, UPS
Groceries	Not Permitted in R3 Zoning District, Conditional Use in R4 Zoning District	EarthFare, Sprouts
Laundry services	Conditional Use in R3 and R4 Zoning Districts	Not recommended in this District, if allowed design and operations should be highly regulated
Pharmacies/drugstores	Conditional Use in R3 Zoning District	HealthMart, Medical Marijuana
Full-service restaurants	Not Permitted in R3 and R4 Zoning District, Conditional Use in C2 Zoning Districts	Anthony's Coal Fire Pizza
Quick service restaurant (QSR)	Not Permitted in C2, R3 and R4 Zoning District	Toasted Bagelry and Deli
Coffee shops	Conditional Use in R4 Zoning District	KeKe's/Maple Street
Hair and nail salons	Not Permitted in R3, Conditional Use in R4 Zoning District	Seva Beauty
Financial services	Check Cashing and Loan Service Not Permitted in C2, R3, R4 Zoning District	Check Cashing and Loan Service Not Recommended
Opticians'/Doctors' offices	Conditional in C2 Zoning District, Not Permitted in R3 and R4 Zoning District	SurTerra Wellness
Sporting goods, hobby, book and music stores	Not Permitted in R3 and R4 Zoning District	Entrepreneurial local and regional retailers
Martial arts, dance and yoga studios	Conditional use in R3 Zoning District	Entrepreneurial local and regional retailers
Bars/pubs	Conditional Use in C2, Not Permitted in R3 and R4 Zoning District	Entrepreneurial local and regional retailers with a focus on breweries
Office supply, stationery and gift stores	Office Supply Not permitted in C2, R3 and R4 Zoning Districts	Entrepreneurial local and regional retailers
Fitness centers/gyms	Conditional Use in R4 Zoning District	Entrepreneurial local and regional retailers

Cosmetics, beauty-supply and perfume stores	Not Permitted in R3 and R4 Zoning District	Sally Beauty Supply, LUSH
Jewelry stores	Not Permitted in R3 and R4 Zoning District	Entrepreneurial local and regional retailers
Clothing, shoe and accessories stores	Not Permitted in R3 and R4 Zoning District	KaRa (NYC), Plato's Closet
Electronics and appliance stores	Electronics Stores not permitted in C2, R3 and R4 Zoning Districts	Entrepreneurial local and regional retailers
Entertainment	Not permitted in C1, R3 and R4, with the exception of Painting with a Twist concept which would be permitted in C1 and C3	Painting with a Twist; Entrepreneurial Local and Regional Music and Art Venue

Retail Incentive Strategy

The Peacock Arts District is unique in its branding and sense of place as a burgeoning arts district for the City. Its Optimal Tenant Mix classification as Convenience and Comparison matches that of its neighbor Lincoln Park. Similar to Lincoln Park, neighborhood commercial and small business focused retail are at the heart of this area. As such, the retail incentive strategy for this district is closely aligned with Lincoln Park, with the distinction that greater priority be given to businesses that promote the artistic nature of the district through their design, services, or efforts to activate the area through public art, sidewalk interaction, and unique experiences.

Façade Improvement Grants

The Façade Improvement Grant Program seeks to help property owners and tenants by removing blight, improving the appearance of buildings, and bringing parking, landscaping and signage into conformance with current codes. The program would provide grant funds on a reimbursement basis for expenses related to eligible exterior architectural renovations to commercial property located within the Peacock Arts District.

The program provides up to 50% reimbursement to commercial businesses or property owners for eligible renovation costs. A 60% reimbursement is available for utilization applicants that are opening an Optimal Tenant Mix Business or an arts related business or service.

Maximum grant awards are based upon building square footage:

- Up to 3,000 sq/ft = \$ 20,000
- 3,001-6,000 sq/ft = \$ 30,000
- Over 6,000 sq/ft = \$ 40,000

Eligible Expenses:

- Approved architectural renovations, murals, public art, or unique placemaking spaces
- Improvements to bring grandfathered signage, parking and landscaping into conformance with current codes.
- A 50% reimbursement of eligible architectural fees up to \$3,000, in addition to maximum award amount
- Infrastructure improvements in the public right-of-way

Interior Uplift Grant

The Interior Uplift Grant Program encourages growth and development by assisting property owners and businesses with improvements, renovations, and/or additions to the interior of their commercial property. Applicant would apply for a maximum grant of \$20,000 to complete a list of qualified improvements to the interior of a commercial building. Grant funds should be paid directly to the contractor or on a reimbursement basis to the applicant.

Grant Awards would be based on the following:

- Opening or Expansion of a business within the desired Tenant Mix for the Area or for an Arts based business
- Level of investment match by the tenant or property owner
- Square Feet of Space
- Capacity to show business viability

Placemaking and Activation Grants

The City has successfully branded the PAD as an eclectic district that celebrates the arts. Expanding upon this brand will continue to garner positive outcomes when attracting new retail and private investment to the area. This can be accomplished through a small grant to local business owners to encourage them to incorporate more art, culture, unique spaces, and design within the PAD. The goal of this program would be to partner with the small business community to keep streets and spaces vibrant and livable and give an opportunity for the public to get involved within the PAD by using and contributing their own creativity.

Under this program, the applicants would be awarded a small \$5,000 grant to support the cost of including public art installations, programming, and interactive initiatives. Funds can be used for the following:

- To create art installations through the Store Front Window Activation
- Provide a sense of place through the creation of a Parklet
- Activate an underutilized Public Space (in partnership with the City)



District Summary

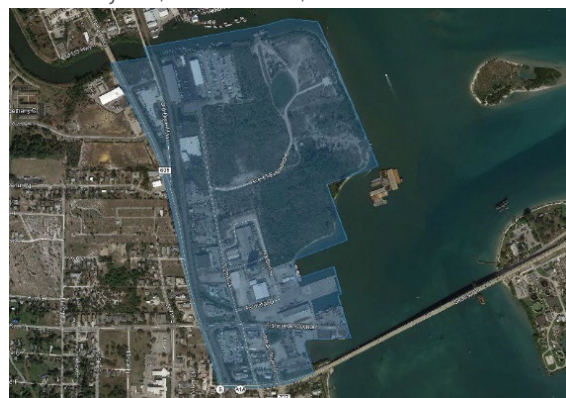
Fisherman's Wharf District, or the Port of Fort Pierce area, is one that presents plenty of opportunity for the FPRA area. While currently underdeveloped, the Port of Fort Pierce is one of Florida's 15 deep water seaports and a unique asset for the region. With the right mix of uses, this District has the potential to make important economic contributions to the FPRA and become a northern anchor by linking to the Downtown, Lincoln Park, and South Beach Districts.

The Fisherman's Wharf District as pictured on the right includes three publicly owned parcels (Fisherman's Wharf, the new Derecktor Shipyard - ex-Indian River Terminal, and Harbour Pointe Park) and three privately owned parcels (Taylor Creek Marina, Safe Harbor Harbortown, and a large area of underutilized & vacant land in the center). These areas were recently reviewed as part of the Port of Fort Pierce Master Plan 2020 with the following two areas presenting the most opportunity:

- Fisherman's Wharf (City-owned): Located at the southern end of the Port area, Fisherman's Wharf, acts as a buffer between the working port area and historic downtown Fort Pierce.

It is currently underutilized and prime for redevelopment. The Master Plan presents a plan for Fisherman's Wharf to become a vibrant boating, food & beverage, and recreational space. The site has great potential to be the northern anchor of the City of Fort Pierce's growing downtown waterfront, linking the port and marina area to other cultural, recreational, and retail uses in the FPRA.

- Underutilized & Vacant Land (Privately-owned): The Master Plan proposes activating this large span of land with uses that promote the long-term success of the Port and tie to the broader FPRA community. It could become a significant incubator of marine-related jobs, commerce, and other benefits.



Fisherman’s Wharf Future Land Use and Zoning

Future Land Use Plan Designations

The Fisherman’s Wharf/Port District includes four (4) Future Land Use designations as shown on the Future Land Use Map in Appendix G, that has been layered on to the [Fort Pierce GIS Map](#). Following is a list of those various designations and a brief description of each is provided in Appendix F. The description of the designation is from the City of Fort Pierce Comprehensive Plan Future Land Use Element, and provides a basis for allowable uses as well as densities and intensities of use.

- General Commercial, GC
- Industrial, I
- Marine Commercial, MC
- Conservation & Open Space, COS

Zoning Districts

The Fisherman’s Wharf/Port District includes five (5) Zoning Districts as shown on the Official Zoning Map in Appendix H, that has been layered on to the [Fort Pierce GIS Map](#). Following is a list of those various districts and a brief description of each is provided in Appendix F. The description of the district is from Article IV of the City of Fort Pierce Zoning Code, and includes general intent language.

- General Commercial, C3
- Light Industrial, I1
- Marine Industrial, I2
- Planned Unit Redevelopment, PUR.
- General and Recreational Open Space, OS1

Fisherman’s Wharf Optimal Tenant Mix

According to our classifications in Section I. Optimal Tenant Mix and our review of the redevelopment opportunities at Fisherman’s Wharf, this District falls into the Destination District classification and the following mix of retail tenants is optimal. These retail uses will be considered alongside the void analysis in preparing Phase II. Strategic Retail Plan. In the Fisherman’s Wharf area, the optimal tenant mix is more hospitality, restaurant and entertainment oriented.

Given the different optimal tenant targeting for Fisherman’s Wharf, we have broken down the target tenant mix to tier one and tier two lists. Tenants from either set will be included the Strategic Retail Plan, but priority focus will be place on tier one targeted tenants.

Tier One Targeted Tenant Mix

- Hotels
- Full-service restaurants
- Bars/pubs
- Coffee shops
- Quick service restaurant (QSR)
- Clothing, shoe and accessories stores

Tier Two Targeted Tenant Mix

- Pharmacies/drugstores
- Hair and nail salons
- Sporting goods, hobby, book and music stores
- Martial arts, dance and yoga studios
- Office supply, stationery and gift stores
- Jewelry stores
- Fitness centers/gyms
- Cosmetics, beauty-supply and perfume stores
- Beer, wine and liquor stores

Opportunity: The Vacant properties at the Port represent some of the largest available within the FPRA. While the Derecktor Shipyard, Taylor Creek Marina and Safe Harbor Harbortown are intended for marine shipping and related uses, taking advantage of existing piers and wharfs, there is plenty of opportunity for the Fisherman’s Wharf and the other underutilized and vacant land parcels to serve a mix of other complementary uses.

- Fisherman's Wharf represents a significant opportunity to create a **destination waterfront development** in the Fort Pierce Redevelopment Area. The FPRA has expressed a desire for a mixed-use development that will serve as a significant community destination that includes public space and waterfront access. A Request for Qualifications was issued in June 2020 ([RFQ# 2020-023](#)), and a Request For Proposals has been issued to the respondents to the RFQ. With a new development in the pipeline, the site can be promoted to potential food, beverage and entertainment users.
- The central underutilized and vacant area is ripe for development by single or multiple commercial anchors benefiting from future marine infrastructure and/or proximity to other uses north and south.

Fisherman’s Wharf Commercial Zoning Districts (C3, I1, I2): The current zoning does not provide significant barriers to the Optimal Tenant Mix. However, as the Wharf Area redevelopment initiatives are implemented the industrial zoning districts may begin to see greater development pressure as adaptive reuse of industrial buildings will begin to push the demand for greater retail use flexibility.

Tier One Targeted Tenant Mix	Barriers in Zoning Code	Recommended Brands
Hotels	Not Permitted in I1, I2 and R5 Zoning Districts	Portfolio/Element - Marriott
Full-service restaurants	Conditional Use in I1, I2 and R5 Zoning Districts	Mulligans, Guanabanas, Cooper Hawk’s Winery & Restaurant, Earls Restaurants, PF Chang’s
Coffee shops	Conditional Use in I1, I2 and R5 Zoning Districts	Panera Bread, First Watch Restaurants
Quick service restaurant (QSR)	Conditional Use in I1, I2 and R5 Zoning Districts	Tropical Smoothie, Firehouse Restaurants, Jersey Mike’s, Noodles & Company
Bars/pubs	Conditional Use in I1, I2 and R5 Zoning Districts	Millers’ Ale House, Flanigan’s, Bar Louie;
Clothing, shoe and accessories stores	Not Permitted in I1, I2 and R5 Zoning Districts	Yeti, Southern Tide, Tommy Bahama
Entertainment	Not Permitted in I2	Marine and Transportation Rental; Excursion Retailer

Tier Two Targeted Tenant Mix	Barriers in Zoning Code	Recommended Brands
Pharmacies/drugstores	Not Permitted in I1 and I2	HealthMart
Hair and nail salons	Not Permitted in I1 and I2, Conditional Use in R5 Zoning District	Blue Mercury

Sporting goods, hobby, book and music stores	Not Permitted in I1, I2 and R5 Zoning Districts	West Marine, White's
Martial arts, dance and yoga studios	Not Permitted in I1 and I2, Conditional Use in R5 Zoning District	Entrepreneurial local and regional retailers
Office supply, stationery and gift stores	Not Permitted in I1, I2 and R5 Zoning Districts	Entrepreneurial local and regional retailers
Jewelry stores	Not Permitted in I1, I2 and R5 Zoning Districts	Entrepreneurial local and regional retailers
Fitness centers/gyms	Not Permitted in I1 and I2	TapOut, CrossFit, Orange Theory
Cosmetics, beauty-supply and perfume stores	Not Permitted in I1, I2 and R5 Zoning Districts	Entrepreneurial local and regional retailers
Beer, wine and liquor stores	Not Permitted in I1 and I2, Conditional Use in R5 Zoning District	Total Wine, ABC

Retail Incentive Strategy:

The Fisherman’s Wharf Area is unique in its opportunity for redevelopment. The public private partnership (P3) opportunities that are anticipated to arise from the Fisherman’s Wharf development and other larger scale mixed use waterfront developments calls for a larger scale retail strategy that differs from the other district recommendations.

In this area the City should utilize the Tier One and Tier Two Optimal Tenant Mix as a roadmap for investors to follow as they construct their mixed-use concepts. Providing the optimal tenant mix concept to the development community will communicate the desired quality and caliber of retail that the City will support in development programs for the Wharf. The target tenant mix can also be used as a part of P3 negotiations as an evaluation tool when determining the overall benefit of a project to the City.

It is recommended that the City consider the following Incentive Programs for the Fisherman’s Wharf Area:

In Lieu of Tax (Tax Rebate) Program:

The In Lieu of Property Tax (Tax Rebate) Program provides a developer making an investment in excess of \$5 million dollars the ability to obtain a full or partial rebate of their City of Fort Pierce Property Taxes for a period of 5 years. Award of this incentive will be based on the following:

- Anticipated Net Benefit to the City
- Anticipated Payback period
- Quality and quantity of Tier one and Tier Two Tenant Mix uses included in the Development Program
- Value of public realm Improvements

Tax Rebates would be awarded on a declining scale starting on the first year that the full development hits the tax rolls and being reduced each year over a period of 5 years by 20 percent. The chart below provides an illustration of program.

Figure 30. Estimated Property Tax Incentive Reimbursement Schedule

* Taxable Value	**Millage rate	Ad valorem Tax	% Rebate	Rebate to Developer	Tax to City
\$ 5,000,000	0.0069	\$ 34,500.00	100%	\$ 34,500.00	\$ -
\$ 5,150,000	0.0069	\$ 35,535.00	80%	\$ 28,428.00	\$ 7,107.00
\$ 5,304,500	0.0069	\$ 36,601.05	60%	\$ 21,960.63	\$ 14,640.42
\$ 5,463,635	0.0069	\$ 37,699.08	40%	\$ 15,079.63	\$ 22,619.45
\$ 5,627,544	0.0069	\$ 38,830.05	20%	\$ 7,766.01	\$ 31,064.04
\$ 5,796,370	0.0069	\$ 39,994.96	0%	\$ -	\$ 39,994.96
				\$ 107,734.27	\$ 115,425.87
<i>* Assumes 3% increase in property value</i>					
<i>** Assumes steady millage rate no rolled back rate calculated</i>					

Business Investment Grants:

The Business Investment Program (BIP) encourages the creation, retention and/or expansion of new or existing businesses and jobs in The Fisherman’s Wharf District. The incentive program would provide grants to companies based upon the amount of property tax generated by the private business investment and its alignment with the adopted optimal tenant mix, local smart growth initiatives, design guidelines, and placemaking and or downtown activation elements.

Under this program Applicants may be eligible for up to \$60,000 based on the private investment commitment as follows:

<u>Private Investment</u>	<u>Grant Amount</u>
• \$1,000,000 to \$2,000,000 =	\$20,000
• \$2,000,000 to \$3,000,000 =	\$40,000
• \$3,000,000 to \$4,000,000 =	\$60,000

Grant Guidelines for this program should give priority to applicants that:

- Propose a project that includes Tier One Tenant Mix businesses
- Propose a project that is well designed and aligned with the established Fisherman’s Wharf Design Guidelines
- Activate the space and have the potential to create more spin off impact in the community

South Beach Future Land Use and Zoning

Future Land Use Plan Designations

The South Beach District includes eight (8) Future Land Use designations as shown on the Future Land Use Map in Appendix G that has been layered on to the [Fort Pierce GIS Map](#). Following is a list of those various designations and a brief description of each is provided in Appendix F. The description of the designation is from the City of Fort Pierce Comprehensive Plan Future Land Use Element, and provides a basis for allowable uses as well as densities and intensities of use.

- Low Density Residential, RL
- Hutchinson Island Residential, HIR
- Medium Density Residential, RM
- Neighborhood Commercial, NC
- General Commercial, GC
- Hutchinson Island Mixed Use, HIMU
- Conservation & Open Space, COS

Zoning Districts

The South Beach District includes ten (10) Zoning Districts as shown on the Official Zoning Map in Appendix H, that has been layered on to the [Fort Pierce GIS Map](#). Following is a list of those various districts and a brief description of each is provided in Appendix F. The description of the district is from Article IV of the City of Fort Pierce Zoning Code, and includes general intent language.

- Single Family Low Density, R1
- High Density Residential, R5
- Neighborhood Commercial, C2
- General Commercial, C3
- Tourist Commercial, C5
- Marine Commercial, C6
- Planned Development, PD
- General and Recreational Open Space, OS1
- Conservations Open Space, OS2

South Beach Optimal Tenant Mix

According to our classifications in Section I. Optimal Tenant Mix and our review of the South Beach opportunities, this District falls into the Destination District classification and the following mix of retail tenants is optimal. These retail uses were considered alongside the void analysis in preparing the Strategic Retail Plan. In the South Beach area, the optimal tenant mix is more hospitality, restaurant and entertainment oriented.

Given the different optimal tenant targeting for Fisherman's Wharf, we have broken down the target tenant mix to tier one and tier two lists. Tenant from either set will be included in the Strategic Retail Plan, but priority focus will be place on tier one targeted tenants.

Tier One Targeted Tenant Mix

- Hotels
- Full-service restaurants
- Bars/pubs
- Coffee shops
- Quick service restaurant (QSR)
- Clothing, shoe and accessories stores

Tier Two Targeted Tenant Mix

- Pharmacies/drugstores
- Hair and nail salons
- Sporting goods, hobby, book and music stores
- Martial arts, dance and yoga studios
- Office supply, stationery and gift stores
- Jewelry stores
- Fitness centers/gyms
- Cosmetics, beauty-supply and perfume stores
- Beer, wine and liquor stores
- Furniture and home furnishings stores

Opportunity: Marketing the Wastewater Treatment site for a first-class resort hotel with meeting and conference space and walkable retail is a significant opportunity. The approximately 36-acre site occupies the last piece of beachfront property in the Treasure Coast region and offers exceptionally long and uninterrupted views along the Intracoastal Waterway. Adding tourist water-based attractions such as kayaks, canoes and boat rentals, eco-tours, boat excursions would only accentuate the location as a premier tourist destination.

South Beach Commercial Zoning Districts (C2, C3, C5, C6, and R5): The current zoning does not provide significant barriers to the Optimal Tenant Mix. The only limitations are found in the C2 and C6 zoning districts. It is noted however that these zoning designations represent a small portion of the South Beach area. The South Beach district has maximum flexibility to attract all of the Tier one and Tier Two businesses indicated in the list below.

Tier One Targeted Tenant Mix	Barriers in Zoning Code	Recommended Brands
Hotels	Not permitted in C2 Zoning District	Marriott/Element Portfolio
Full-service restaurants	Conditional use in C2 Zoning District	Cheddar’s, Giordano’s
Bars/pubs	Conditional use in C2 Zoning District	Cooper’s Hawk, Tommy Bahama, Hillstone
Coffee shops	None	Maple Street
Quick service restaurant	Not permitted in C2 Zoning District	Kilwins, Salata, Jamba Juice
Clothing, shoe and accessories stores	Conditional use in C6 Zoning District	Sunglass Hut, J McLaughlin

Tier Two Targeted Tenant Mix	Barriers in Zoning Code	Recommended Brands
Pharmacies/drugstores	Conditional use in C6 Zoning District	CVS/Walgreens
Hair and nail salons	Not Permitted in C6 Zoning District	Sola, Regional
Sporting goods, hobby, book and music stores	Conditional use in C6 Zoning District	GolfTec, Orvis, Maui Nix Surf Shop
Martial arts, dance and yoga studios	Not Permitted in C6 Zoning District	Entrepreneurial local and regional retailers
Office supply, stationery and gift stores	Office Supply not permitted in C2 and C6	Entrepreneurial local and regional retailers
Jewelry stores	Conditional use in C6 Zoning District	Entrepreneurial local and regional retailers
Fitness centers/gyms	Not Permitted in C6 Zoning District	Orange Theory
Cosmetics, beauty-supply and perfume stores	Not Permitted in C6 Zoning District	Entrepreneurial local and regional retailers
Beer, wine and liquor stores	Conditional Use in C5 zoning District, Not Permitted in C6 Zoning District	ABC
Furniture and home furnishings stores	Conditional use in C6 Zoning District	Carl's Patio
Entertainment	Not permitted in C2 and R5, Marine Transportation Rental and Excursions Conditional Use in C6	Golftec; Marine and Transportation Rental; Excursion Retailers

Retail Retention Strategy:

The South Beach District is the most affluent of the areas within the FPRA and has great potential to become an active tourist destination. The key to this will be the attraction of a hotel development and associated tourist water-based attractions.

Business Investment Grants

The Business Investment Program (BIP) encourages the creation, retention and/or expansion of new or existing businesses and jobs in The South Beach District. The incentive program would provide grants to companies based upon the amount of property tax generated by the private business investment and its alignment with the adopted optimal tenant mix, local smart growth initiatives, design guidelines, and placemaking and or downtown activation elements. Under this program Applicants may be eligible for up to \$60,000 based on the private investment commitment as follows:

- | <u>Private Investment</u> | <u>Grant Amount</u> |
|--------------------------------|---------------------|
| • \$1,000,000 to \$2,000,000 = | \$20,000 |
| • \$2,000,000 to \$3,000,000 = | \$40,000 |
| • \$3,000,000 to \$4,000,000 = | \$60,000 |

Grant Guidelines for this program should give priority to applicants that:

- Propose a project that includes Tier one Tenant Mix businesses
- Propose a project that is well designed and aligned with established Downtown Design Guidelines
- Activate the space and have the potential to create more spin off impact in the community

In Lieu of Tax (Tax Rebate) Program:

The In Lieu of Property Tax (Tax Rebate) Program provides a developer making an investment in excess of \$5 million dollars the ability to obtain a full or partial rebate of their City of Fort Pierce Property Taxes for a period of 5 years. Award of this incentive will be based on the following:

- Anticipated Net Benefit to the City
- Anticipated Payback period
- Quality and quantity of Tier one and Tier Two Tenant Mix uses included in the Development Program
- Value of public realm Improvements

Tax Rebates would be awarded on a declining scale starting on the first year that the full development hits the tax rolls and being reduced each year over a period of 5 years by 20 percent. The chart below provides an illustration of program.

Figure 31. Estimated Property Tax Incentive Reimbursement Schedule

* Taxable Value	**Millage rate	Ad valorem Tax	% Rebate	Rebate to Devloper	Tax to City
\$ 5,000,000	0.0069	\$ 34,500.00	100%	\$ 34,500.00	\$ -
\$ 5,150,000	0.0069	\$ 35,535.00	80%	\$ 28,428.00	\$ 7,107.00
\$ 5,304,500	0.0069	\$ 36,601.05	60%	\$ 21,960.63	\$ 14,640.42
\$ 5,463,635	0.0069	\$ 37,699.08	40%	\$ 15,079.63	\$ 22,619.45
\$ 5,627,544	0.0069	\$ 38,830.05	20%	\$ 7,766.01	\$ 31,064.04
\$ 5,796,370	0.0069	\$ 39,994.96	0%	\$ -	\$ 39,994.96
				\$ 107,734.27	\$ 115,425.87
<i>* Assumes 3% increase in property value</i>					
<i>** Assumes steady millage rate no rolled back rate calculated</i>					

K. Catalog Available Properties

Colliers International has cataloged available properties and development opportunities in the following categories and subsets. These reports were pulled on October 22, 2020, to include any new space to the market since the start of the pandemic.

Available Properties, with an opportunity to market to prospective tenants:

- Retail properties available for sale
- Retail properties available for lease
- Retail properties under construction

Development Opportunities:

- Redevelopment and Adaptive Reuse (for catalyst projects)
- Available land for new development
- Underutilized property

This information changes daily and is a snapshot in time. Upon completion of this report, and as the City enters the retail recruitment phase of this project, an updated catalog of available properties and opportunities will be utilized to market to potential retailers. At this point, Colliers will work alongside the City and property owners to align their preferences and objectives and to attract appropriate tenants to the available space. Furthermore, Colliers will collect all the necessary information on vacant properties to assist in marketing efforts including understanding the availability of the property, the condition of the building, and the proximity of the property to retail market drivers. Important questions to address at this stage will include, but are not limited to, the following:

- Are there any zoning restrictions?
- Are there any easements that restrict the use of the building?
- Are there any other limitations such as lease restrictions against certain uses or tenants?
- Estimate square footage (including minimum divisible size and maximum contiguous size)
- Date the property becomes available
- Asking rental rate
- Previous use (restaurant, apparel store etc.)
- Amount of street frontage
- Ceiling height
- Number of parking spaces
- Is there dedicated off-street loading/unloading?
- Is there dedicated off-street parking?
- Is there restaurant ventilation
- Immediate retail adjacencies (e.g. restaurants, apparel stores, dry cleaners)

The following statistics show the current state of the FPRA retail market relative to the rest of the City. The FPRA constitutes 20 percent of the City's real estate market inventory, with a vacancy rate just 0.2

percent higher than the City-average and an asking rental rate of \$12.96 NNN, close to 10 percent higher than the City average.

Figure 32. Retail Market Statistics

	Retail Inventory	Vacancy Rate	Asking Rental Rate (NNN)
City of Fort Pierce	5.9 Million SF	9%	\$11.80
FPRA	1.2 Million SF	9.2%	\$12.96

Source: CoStar, Colliers International

Available Properties

Colliers used CoStar, the largest commercial real estate database, to identify properties available for lease and for sale as these properties can be included in marketing materials used to attract retailers to launch, relocate or expand to the area. These available properties for lease are important to tenants seeking to occupy retail space immediately.

Figure 33. FPRA Retail Space For Lease

Property Address	Total Available Space (SF)	RBA	Year Built	Type
510 Orange Ave	19,840	19,840	1960	Storefront Retail/Office
526 Avenue A	18,466	18,466	1950	Freestanding
600-610 N US Highway 1	15,619	19,183	1920	Storefront Retail/Office
2423 Orange Ave	15,120	15,120	2000	Drug Store
725 S US Highway 1	10,000	15,000	1981	Freestanding
625 S US Highway One	8,190	8,190	1947	Freestanding
722 S US Highway 1	4,038	4,038	1970	Restaurant
1710 Avenue D	3,400	3,400	1954	Freestanding
2007 Okeechobee Rd	3,339	3,339	1955	Auto Repair
1143 Avenue D	3,243	3,243	1981	Storefront Retail/Office
901 Avenue D	2,650	3,132	1924	Restaurant
914 Avenue D	2,263	2,831	1956	Convenience Store
732-740 Orange Ave	2,000	5,859	1951	Freestanding
100-108 S 2nd St	1,842	18,780	1957	Storefront Retail/Office
905 N 13th St	1,458	1,458	1950	Restaurant
1410-1412 N 25th St	600	4,376	1959	Storefront Retail/Office
907 Avenue D	600	600	2019	Storefront Retail/Office

Source: CoStar, Colliers International

Figure 34. FPRA Retail Space For Sale

Property Address	Owner Name	Price	Year Built	RBA	Building Status	Type
225 S US Highway 1	Hemingway Paul H	\$795,000	1935	12,447	Existing	Auto Repair
722 S US Highway 1	Eduardo Rodriguez	\$500,000	1970	4,038	Existing	Restaurant
919 N US Highway 1		\$385,000	1928	8,641	Existing	Auto Repair
625 S US Highway 1	Upendra Mody	\$359,000	1947	8,190	Existing	Freestanding
1907 Okeechobee Rd	King's Kid's Academy	\$315,000	1943	1,932	Existing	Day Care Center
<i>Source: CoStar, Colliers International</i>						

Figure 35. FPRA Retail Space Under Construction

Property Address	Owner Name	Building Status	RBA	Percent Leased	Year Built	Total Available Space (SF)
825 Seaway Dr	DiVosta Investments	Under Construction	10,530	87.41	2021	1,326
<i>Source: CoStar, Colliers International</i>						

Development Opportunities

As of October 27, 2020, the following land sites were listed as available for sale. In the next section, Colliers evaluates selected sites, beyond those listed for sale, for potential development opportunities.

Figure 36. Land for Sale

Property Name	Property Address	List Price	Land Area (AC)
Hutchinson Sands	Ocean Dr	\$9,900,000	28.50
	1501-1599 US Highway 1	\$3,400,000	13.18
411 South Indian River Drive, Fort Pierce, FL	401 S Indian River Dr	\$2,750,000	1.46
Gator Trace	S US Highway 1	\$2,500,000	120.42
	514 N US Highway 1	\$1,999,999	0.85
	401 S Indian River Dr	\$1,750,000	0.92
Ocean Drive Development Opportunity	511 S Ocean Dr	\$1,050,000	1.70
	N 29th St	\$1,000,000	4.27
	1615 Delaware Ave	\$995,000	4.38
+/- 3 AC Commercial Development Land	1109-1117 Orange Ave	\$750,000	2.96
	1521 S Ocean Dr	\$695,000	1.25
Fort Pierce, South Hutchinson Island	1403 Desota St	\$345,000	0.68
Fort Pierce, South Hutchinson Island	0 Seaway Dr	\$345,000	0.41
Lots 2-7	33rd St & Atlantic Ave	\$195,000	0.82
Commercial Vacant Land Site	601 N US Highway 1	\$190,000	0.44
0.62 AC Commercial Land	1012 Orange Ave	\$189,500	0.62
0.73 AC Development Land	1312 Orange Ave	\$189,500	0.73
	405 N 6th St	\$159,000	0.58
Lot 1	3209 Orange Ave	\$125,000	0.19
Parcel 1 Lots 14 & 15 + Parcel 2 Lot 16	916 N 13th St	\$45,000	0.44
<i>Source: CoStar, Colliers International</i>			

L. Retail Development Opportunities

The following section outlines retail development opportunities within the City of Fort Pierce. The list encompasses mostly vacant developable land zoned for commercial greater than 0.3 acres along main thoroughfares within the City limits, broken down into districts. Some currently zoned residential parcels were evaluated and included for potential retail uses, but only in a limited number of key locations. While the majority of the properties have no existing structures, some parcels have obsolete structures or are high potential for redevelopment and were included but this is not an exhaustive evaluation of redevelopment or existing retail properties. Existing properties with space available for lease can be found in Section K. The development opportunities have been included as a layer on an interactive map that can be found [here](#).

Included in the opportunities are an evaluation of the site characteristics that a retailer or a retail developer would consider as assessing the site. These attributes are general to the sites and not all encompassing to how a developer or retailer could evaluate a site for acquisition or development. As part of the opportunity characteristics the opportunities are noted if they are a multiple parcel assemblage. These opportunities would require the sale of parcels by multiple owners to assemble the total acreage analyzed. These opportunities would provide a challenge to a retailer or developer as it would require multiple transactions.

The proposed retail uses of the site are the types of retail that the current site size and location could be developed into. Assessing each site's location, surrounding area and acreage of the site were part of the process of evaluating the type of retail highest and best use for the opportunity. Following are general definitions of the types of retail, their general characteristics and land requirements. Trade area refers to the distance consumers are willing to travel to visit the type of retail. These characteristics should be considered loose parameters that developers would typically follow in defining types of retail.

Figure 37. Shopping Center Classification and Typical Characteristics

Type of Shopping Center	Concept	Typical GLA Range (SF)	Acres	Typical Type of Anchors	Trade Area Size
Super-Regional Mall	Similar in concept to regional malls, but offering more variety and assortment.	800,000+	60-120	Full-line department store, mass merchant, discount department store, fashion apparel store, mini-anchor, cineplex or other large-scale entertainment attraction, and food-and-beverage service cluster.	5-25 miles
Regional Mall	General merchandise or fashion-oriented offerings. Typically, enclosed with inward-facing stores connected by a common walkway. Parking surrounds the outside perimeter.	400,000-800,000	40-100	Full-line department store, mass merchant, discount department store, fashion apparel store, mini-anchor, cineplex or other large-scale entertainment attraction, and food-and-beverage service cluster.	5-15 miles
Community Center ("Large Neighborhood Center")	General merchandise or convenience-oriented offerings. Wider range of apparel and other soft goods offerings than neighborhood centers. The center is usually configured in a straight line as a strip, or may be laid out in an L or U shape, depending on the site and design.	125,000-400,000	10-40	Discount store, supermarket, drug, large-specialty discount (toys, books, electronics, home improvement, furnishings or sporting goods, etc.)	3-6 miles
Neighborhood Center	Convenience-oriented.	30,000-125,000	3-5	Supermarket	3 miles
Strip & Convenience Center	Attached row of stores, service outlets, or restaurants managed as a coherent retail entity, with on-site parking usually located in front of the stores. Open canopies may connect the storefronts, but a strip center does not have enclosed walkways linking the stores. A strip center may be configured in a straight line, or have an "L" or "U" shape.	< 30,000	<3	Convenience store, restaurants,	<1 mile
Power Center	Category-dominant anchors, including discount department stores, off-price stores, wholesale clubs, with limited small tenants. Often times large anchors are not physically connected.	250,000-600,000	25-80	Category killers, such as home improvement, discount department, warehouse club and off-price stores	5-10 miles
Lifestyle	Upscale national-chain specialty stores with dining and entertainment in an	150,000-500,000	10-40	Large-format upscale specialty	8-12 miles

	outdoor setting.				
Factory Outlet	Manufacturers' and retailers' outlet stores selling brand-name goods at a discount.	50,000-400,000	10-50	Manufacturers' and retailers' outlets	25-75 miles
Theme/ Festival	Leisure, tourist, retail and service-oriented offerings with entertainment as a unifying theme. Often in urban areas, they may be adapted from older—sometimes historic—buildings, and part of a mixed-use project.	80,000-250,000	5-20	Restaurants, entertainment	25-75 miles
Mixed Use	Any size building that includes more than one type of property besides retail including commercial office, hotel, residential uses. Usually found in higher density areas with retail typically on the ground floor.	NA	NA	Restaurants and convenience	NA
General Freestanding Retail	Any size single tenant building, typically with dedicated parking.	NA	NA	NA	NA
Street Retail	Any size retail that lines a heavily pedestrian/walkable area. Typically, does not have parking associated with the building.	NA	NA	NA	NA
<i>Source: ICSC, Colliers International</i>					

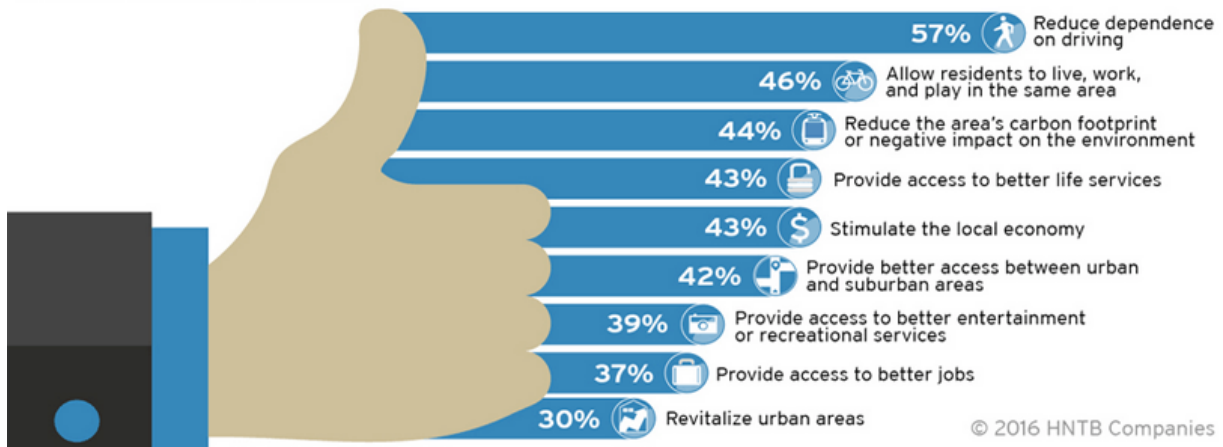
The development opportunities outlined in the study do not recommend the development of super-regional, regional and outlet malls. These retail property types have fallen out of favor by developers and retailers with existing malls mostly converting to mixed-uses to adapt to the decline in department store demand.

Transit-Oriented Development

While not considered a retail focused development category, several of the opportunities for future development included in this study are along the Florida East Coast Railway. Proximity to the railway provides opportunity for Transit-Oriented Development, a growing trend in real estate development in reaction to climate change and increased demand to reduce traffic congestion. Most transit-oriented development is contingent on connectivity to a railway station but can also leverage streetcars, buses and other modes of transportation, including walking. Well-thought out transit-oriented developments are located in the city core with the ability for people to easily walk to their destination in a pedestrian friendly environment.

BENEFITS OF TRANSIT ORIENTED DEVELOPMENT

Americans believe transit oriented development provides an array of benefits ranging from lifestyle to environmental to economic.



Development Opportunities | Downtown Fort Pierce District

Within the Downtown Fort Pierce District, Colliers identified the following development opportunities.

Downtown Fort Pierce District | Opportunity 1



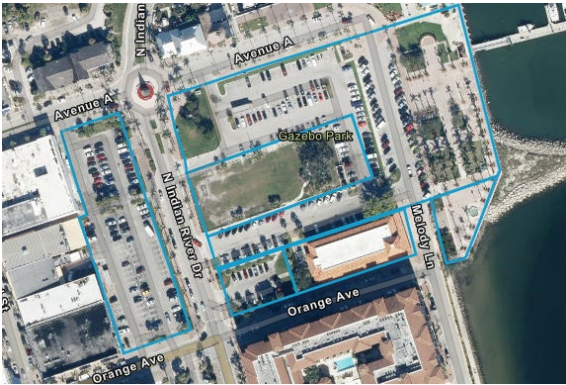
Location: NE corner of Melody Lane & St Andrews Lane

Opportunity Characteristics: Waterfront; rectangular lot; low visibility; unsignalized intersections; flexible retail zoning in place, zoning restricts drive-in purchase or service facilities but is otherwise favorable to retail uses.

Potential Retail Uses: Single tenant retail without drive-through.

Address	Parcel ID	Acres	Owner	Zoning
200 S Indian River Dr	2410-510-0006-000-3	0.89	Marina View Partners Holdings	C-4 Central Commercial

Downtown Fort Pierce District | Opportunity 2



Location: SE corner of N Indian River Dr & Avenue A

Opportunity Characteristics: Waterfront; rectangular lot; low visibility; 6800 AADT; unsignalized intersections; some zoning restricts drive-in purchase or service facilities but is otherwise flexible retail zoning.

Potential Retail Uses: Street retail; lifestyle center, mixed use retail/residential/hotel.

Address	Parcel ID	Acres	Owner	Zoning
Indian River Dr	2410-503-0066-000-9	2.02	City of Fort Pierce	PUR Planned Unit Redevelopment
150 N Indian River Dr	2410-503-0066-010-2	0.82	City of Fort Pierce	PUR Planned Unit Redevelopment
100 N Indian River Dr	2410-510-0010-000-4	0.24	City of Fort Pierce	PUR Planned Unit Redevelopment
Melody Lane	2410-510-0001-000-8	0.10	City of Fort Pierce	C-4 Central Commercial
101 Melody Lane*	2410-510-0002-000-5	0.41	Saint Lucie County	C-4 Central Commercial
102 N Indian River Dr ^t	2410-503-0060-000-7	1.2	City of Fort Pierce	C-4 Central Commercial
Total		4.79		

*Developed as public facility
^t Non-contiguous lot

Downtown Fort Pierce District | Opportunity 3



Location: NE corner N Indian River Dr & Avenue B

Opportunity Characteristics: Waterfront; rectangular lot; 5600 ADDT along N Indian River Drive; approximately 425 linear feet along N Indian River Dr; no signalized intersection; flexible zoning code.

Potential Retail Uses: Mixed use retail/commercial/residential; transit-oriented development, lifestyle center.

Address	Parcel ID	Acres	Owner	Zoning
322 N 2nd ST	2410-503-0041-020-4	3.75	FPRA	PD – Planned Development
Indian River Dr	2410-503-0043-000-2	1.0	City of Fort Pierce	PD – Planned Development
		4.75		

Downtown Fort Pierce District | Opportunity 4



Location: NW side of 2nd St, north of Avenue B

Opportunity Characteristics: Irregular lot; waterfront; low visibility; adjacent to train tracks; midblock lot, view of power station; approximately 200 linear feet along N 2nd St, flexible zoning code.

Potential retail uses: Single tenant freestanding retail, strip & convenience center.

Address	Parcel ID	Acres	Owner	Zoning
N 2 nd St	2410-503-0019-000-5	0.10	FPRA	PD – Planned Development
N 2 nd St	2410-503-0020-000-5	0.57	FPRA	PD – Planned Development
218 Avenue B	2410-503-0034-000-6	0.56	City of Fort Pierce	PD – Planned Development
Total		1.23		

Downtown Fort Pierce District | Opportunity 5



Location: SE corner N US Highway & A E Backus; NE N US 1 Highway & A E Backus Ave; SE N 2 St & A E Backus Ave; NE corner N 2 St & A E Backus Ave

Opportunity Characteristics: roughly rectangular lots; 33,500 ADDT along US Highway 1; approximately 515 linear feet along US Highway 1; signalized intersection; adjacent to railroad; some rezoning would be necessary for retail use but some of the zoning also favors transit-oriented developments.

Potential Retail Uses: Mixed use retail/commercial/residential; lifestyle center, transit-oriented development.

Address	Parcel ID	Acres	Owner	Zoning
325 Avenue C* †	2410-504-0001-000-9	2.05	Orchid Island Juice Co	C-3 General Commercial
402 N US Highway 1* †	2410-609-0005-000-9	0.87	Saeed Gandomi	C-3 General Commercial
330 N 2 St* †	2410-503-0007-000-8	0.73	Orchid Island Juice Co	ES Edgartown Settlement Zoning District
205 A E Backus Ave* †	2410-503-0015-000-7	0.86	City of Fort Pierce	I-1 Light Industrial
		4.51		

*Developed as industrial an, parking and public utilities

† Non-contiguous lot

Downtown Fort Pierce District | Opportunity 6



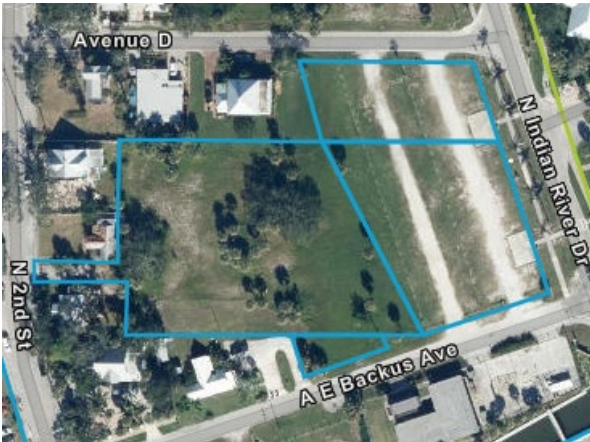
Location: NE corner US1 & Boston Ave

Opportunity Characteristics: Irregular lot; high visibility; 25,000 ADDT; approximately 350 linear feet along US1; multiple parcel assemblage; adjacent to train tracks; unsignalized intersection; flexible retail zoning in place, transit-oriented development.

Potential Retail Uses: Neighborhood center, single tenant freestanding retail, strip & convenience center; mixed use/commercial; transit-oriented development.

Address	Parcel ID	Acres	Owner	Zoning
US Highway 1	2410-701-0002-000-1	1.3	City of Fort Pierce (Leasee)	C-3 General Commercial
TBD	2410-805-0006-000-8	1.13	FEC RR	C-3 General Commercial
304 Boston Ave	2410-701-0079-000-1	1.12	FEC RR	C-3 General Commercial
S US Highway 1	2410-701-0085-000-6	0.41	Courthouse Center LLC	C-3 General Commercial
S US Highway 1	2410-701-0087-000-0	0.16	Courthouse Center LLC	C-3 General Commercial
224 S US Highway 1	2410-701-0089-000-4	0.25	Courthouse Center LLC	C-3 General Commercial
S US Highway 1	2410-701-0088-000-7	0.07	Courthouse Center LLC	C-3 General Commercial
Total		4.44		

Downtown Fort Pierce District | Opportunity 7



Location: NW corner Indian River Drive & A E Backus

Opportunity Characteristics: Irregular lot; waterfront; low visibility; 7,400 ADDT; approximately 250 linear feet along N Indian River Dr; would require rezoning for commercial use.

Potential Retail Uses: Mixed Use/ Residential /Hotel, single tenant freestanding retail, strip & convenience center.

Address	Parcel ID	Acres	Owner	Zoning
Avenue D	2403-801-0024-000-6	0.72	Fort Pierce Resorts LLC	R-5 High Density Residential Zone
Avenue D	2403-801-0023-000-9	0.39	Fort Pierce Resorts LLC	R-5 High Density Residential Zone
N 2nd St	2403-705-0108-000-4	1.48	Fort Pierce Resorts LLC	R-5 High Density Residential Zone
Avenue C	2410-503-0002-000-3	0.11	Fort Pierce Resorts LLC	R-5 High Density Residential Zone
Total		2.7		

Downtown Fort Pierce District | Opportunity 8



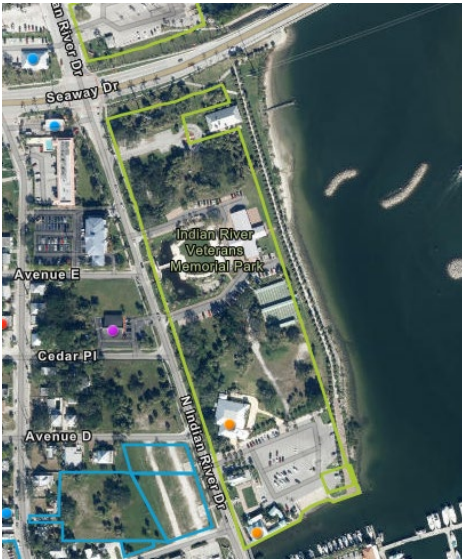
Location: NE corner of US Highway 1 and Avenue D

Opportunity Characteristics: Square lot; high visibility; 33,500 AADT; approximately 200 linear feet along US1; signalized intersection; adjacent to train tracks; unsignalized intersection; flexible retail zoning in place.

Potential Retail Uses: Single tenant freestanding retail, strip & convenience center.

Address	Parcel ID	Acres	Owner	Zoning
514 N US 1	2403-705-0083-000-2	0.85	Westwood Investment LLC	C-3 General Commercial

Downtown Fort Pierce District | Opportunity 9



Location: SE corner of Seaway Dr and N Indian River Dr

Opportunity Characteristics: Rectangular lot; excellent visibility; 11,900 AADT, active park.

Potential Retail Uses: Temporary or permanent single tenant freestanding retail.

Address	Parcel ID	Acres	Owner	Zoning
600 N Indian River Dr	2403-801-0026-000-0	~12	City of Fort Pierce	OS-1 General Recreational Open Space

Within the Lincoln Park District, Colliers identified the following development opportunities:

Lincoln Park | Opportunity 1



Location: SW corner Avenue H & N US Highway 1

Opportunity Characteristics: Signalized intersection; 33,000 AADT; irregular shaped lot; approximately 390 linear feet fronting US 1; flexible retail zoning in place.

Potential Retail Uses: General freestanding building, strip & convenience center.

Address	Parcel ID	Acres	Owner	Zoning
N US Highway 1	2403-714-0002-000-9	0.07	Fifer Partners 1 LLC	C-3 General Commercial
805 N US Highway 1	2403-715-0001-000-5	0.30	Fifer Partners 1 LLC	C-3 General Commercial
755 N US Highway 1	2403-715-0003-000-9	0.42	Fifer Partners 1 LLC	C-3 General Commercial
745 N US Highway 1	2403-715-0002-000-2	0.11	Fifer Partners 1 LLC	C-3 General Commercial
N US Highway 1	2403-705-0024-000-1	0.32	Fifer Partners 1 LLC	C-3 General Commercial
TBD	2403-715-0008-000-4	0.11	Fifer Partners 1 LLC	C-3 General Commercial
810 N 7 th St	2403-713-0005-000-7	0.35	Fifer Partners 1 LLC	C-3 General Commercial
Total		1.65		

Lincoln Park | Opportunity 2



Location: NE corner Avenue D & N US Highway 1

Opportunity Characteristics: Signalized intersection; 33,500 AADT; rectangular lot; approximately 100 linear feet fronting US 1; flexible retail zoning in place.

Potential Retail Uses: General freestanding building.

Address	Parcel ID	Acres	Owner	Zoning
410 Avenue D	2403-705-0125-000-9	0.19	5 Star Car Repair	C-3 General Commercial
412 Avenue D	2403-705-0131-000-4	0.11	5 Star Car Repair	C-3 General Commercial
414 Avenue D	2403-705-0132-000-1	0.11	Fort Pierce Redevelopment Agency	C-3 General Commercial
416 Avenue D	2403-705-0133-000-8	0.23	Cephus Cruickshank	C-3 General Commercial
Total		0.64		

Lincoln Park | Opportunity 3



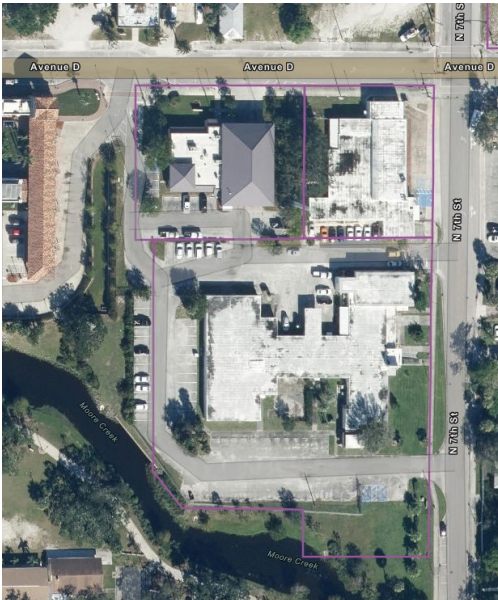
Location: NE corner Avenue D & N 7th St

Opportunity Characteristics: Signalized intersection; 2,500 AADT; rectangular shaped lot; approximately 120 linear feet fronting Avenue D; flexible retail zoning in place.

Potential Retail Uses: General freestanding building.

Address	Parcel ID	Acres	Owner	Zoning
Avenue D	2403-705-0141-000-7	0.11	Longshoremen of Saint Lucie County Inc.	C-3 General Commercial
N 7 th St	2403-705-0143-000-1	0.20	Longshoremen of Saint Lucie County Inc.	C-3 General Commercial
Total		1.65		

Lincoln Park | Opportunity 4



Location: SW Corner Avenue D & N 7th St (also known as the Model Block)

Opportunity Characteristics: Irregular lot; 3,800 AADT; multiple parcel assemblage; signalized intersection; approximately 530 linear feet of frontage along Avenue D; flexible retail zoning in place.

Potential Retail Uses: General freestanding retail, mixed use retail/residential, street retail; strip & convenience center.

Address	Parcel ID	Acres	Owner	Zoning
480 N 7th ST*	2410-601-0175-000-7	0.53 Acres	Saint Lucie County	C-3 General Commercial
435 N 7th ST*	2410-601-0181-000-2	2.30 Acres	Saint Lucie County	C-3 General Commercial
721 Avenue D*	2410-601-0176-000-4	0.68 Acres	SLC Ft Pierce Fire Dist	C-3 General Commercial
Total		3.51 Acres		

*Developed with multiple uses

Lincoln Park | Opportunity 5



Location: SW corner Avenue D & N 8th St

Opportunity Characteristics: Unsignalized intersection; 3,800 AADT; irregular shaped lot; approximately 140 linear feet fronting Avenue D; flexible retail zoning in place with adjacent parcels with restrictive residential and open space zoning.

Potential Retail Uses: Mixed use retail/residential; general freestanding building.

Address	Parcel ID	Acres	Owner	Zoning
437 N 8 th St	2410-601-0049-000-5	0.34	Fort Pierce Project 8 LLC	C-3 General Commercial
431 N 8 St	2410-601-0051-000-2	0.34	Fort Pierce Project 8 LLC	R-4 Medium Density Residential
429 N 8 St	2410-601-0053-000-6	0.17	Leroy Bennett Jr	OS-1 General & Recreational Open Space
432 N 9 St	2410-601-0041-000-9	0.17	Temple J Howell	R-4 Medium Density Residential
434 N 9 th St	2410-601-0040-000-2	0.17	Joseph Lewis (EST)	R-4 Medium Density Residential
Total		1.19		

Lincoln Park | Opportunity 6



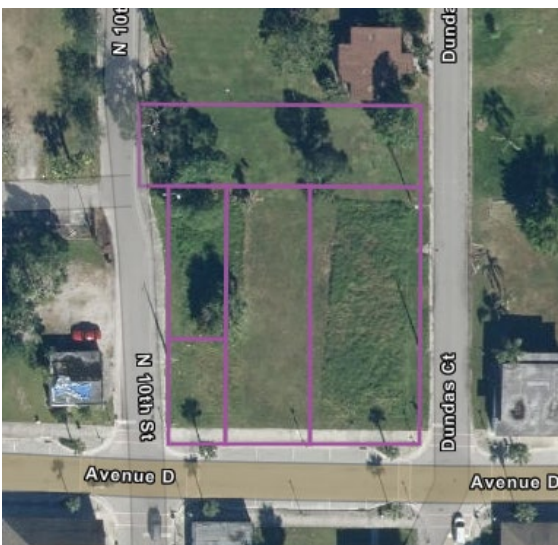
Location: NE Corner Avenue D & N 8th St

Opportunity Characteristics: Unsignalized; 3,800 AADT; multiple parcel assemblage; rectangular lot; 300 linear feet frontage along Avenue D; flexible retail zoning in place.

Potential Retail Uses: Street retail; strip & convenience center; general freestanding retail.

Address	Parcel ID	Acres	Owner	Zoning
Avenue D	2410-601-0094-000-5	0.17	Saint Lucie County	C-3 General Commercial
810 Avenue D	2410-601-0092-000-1	0.34	Saint Lucie County	C-3 General Commercial
Avenue D	2410-601-0091-000-4	0.17	Saint Lucie County	C-3 General Commercial
822 Avenue D	2410-601-0090-000-7	0.17	David Moloney	C-3 General Commercial
N 9 th St	2410-601-0089-000-7	0.17	David Moloney	C-3 General Commercial
Total		1.02		

Lincoln Park | Opportunity 7



Location: NE corner Avenue D & Dundas Ct

Opportunity Characteristics: Unsignalized; 3,800 AADT; narrow rectangular lot; 150 linear feet along Avenue D; flexible retail zoning in place.

Potential Retail Uses: Street retail; strip & convenience center; general freestanding building.

Address	Parcel ID	Acres	Owner	Zoning
930 Avenue D	2410-601-0068-000-4	0.22	Nelmart Group LLC	C-3 General Commercial
932 Avenue D	2410-601-0069-000-1	0.17	Temple J Howell	C-3 General Commercial
504 N 10 St	2410-601-0071-000-8	0.07	City of Fort Pierce	C-3 General Commercial
932 Avenue D	2410-601-0072-000-5	0.05	Ghislanie Charleston	C-3 General Commercial
TBD	2410-601-0067-000-7	0.18	Valeria A Thompson	C-3 General Commercial
Total		0.69		

Lincoln Park | Opportunity 8



Location: SW corner Avenue D & Douglas St

Opportunity Characteristics: Unsignalized intersection; 5,000 AADT; rectangular shaped lot; approximately 150 linear feet fronting Avenue D; flexible retail zoning in place.

Potential Retail Uses: General freestanding building; strip & convenience center.

Address	Parcel ID	Acres	Owner	Zoning
1135 Avenue D	2409-501-0297-001-4	0.48	JC Mission Of Hope Inc	C-3 General Commercial

Lincoln Park | Opportunity 9



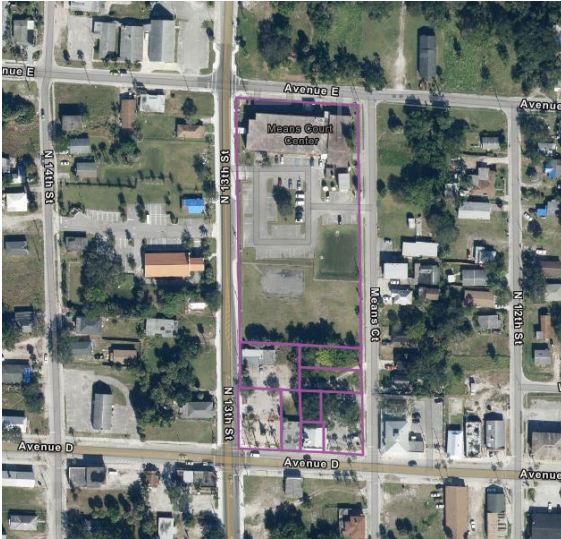
Location: NE corner Avenue D & N 20 St

Opportunity Characteristics: Unsignalized; 5,000 AADT; small rectangular lot; approximately 125 linear feet fronting Avenue D; flexible retail zoning in place.

Potential Retail Uses: General freestanding building.

Address	Parcel ID	Acres	Owner	Zoning
1920 Avenue D	2409-602-0259-000-9	0.31	Saint Lucie County	C-3 General Commercial

Lincoln Park | Opportunity 10



Location: City block between Avenue D and Avenue E, between Means Court and N 13th St

Opportunity Characteristics: Rectangular, signalized intersection, 237 linear feet along Avenue D; 700 ft along N 13th St; 3,800 AADT along Avenue D; 3,200 AADT along N 13 St, flexible retail zoning in place.

Potential Retail Uses: General freestanding building, mixed use retail / residential

Address	Parcel ID	Acres	Owner	Zoning
1238 Avenue D	2409-501-0005-000-4	0.11	Cora Monroe (EST)	C-3 General Commercial
Avenue D	2409-501-0001-000-6	0.2	City of Fort Pierce	C-3 General Commercial
Avenue D	2409-501-0004-000-7	0.06	City of Fort Pierce	C-3 General Commercial
1234 Avenue D	2409-501-0003-000-0	0.07	Fort Pierce Redevelopment Agency	C-3 General Commercial
1332 Avenue D	2409-501-0006-000-1	0.22	City of Fort Pierce	C-3 General Commercial
510 N 13th ST	2409-501-0009-000-2	0.23	Mohammad Numan Ahmed Taha	C-3 General Commercial
532 N 13th ST	2409-501-0011-000-9	2.57	Fort Pierce Redevelopment Agency	C-3 General Commercial
509 MEANS CT	2409-501-0033-000-9	0.12	Hilary H White	C-3 General Commercial
507 MEANS CT	2409-501-0034-000-6	0.12	Alaa Mohammad Shreiieth	C-3 General Commercial
		3.7		

Lincoln Park | Opportunity 11



Location: SE corner Avenue D & N US Highway 1

Opportunity Characteristics: Signalized intersection; 33,500 AADT; rectangular lot; approximately 100 linear feet fronting US 1; flexible retail zoning in place.

Potential Retail Uses: General freestanding building.

Address	Parcel ID	Acres	Owner	Zoning
437 N US Highway 1	2410-603-0001-000-3	0.44	Highway Investments & Properties LLC	C-3
421 N US Highway 1	2410-603-0008-000-2	0.58	Mak-N-Moovesm LLC	C-3
Total		1.02		

Development Opportunities | Peacock Arts District

Within the Peacock Arts District, Colliers identified the following development opportunities.

Peacock Arts District | Opportunity 1



Location: NW corner Orange Ave & N 7th St

Opportunity Characteristics: Signalized intersection; 9,600 AADT; existing parking lot; approximately 150 linear feet along Orange Ave (SR 68); flexible retail zoning in place.

Potential Retail Uses: Street retail; strip & convenience center; general freestanding retail.

Address	Parcel ID	Acres	Owner	Zoning
710 Orange Ave*	2410-605-0011-000-2	1.61	Botanical Sanctuary LLC	C-3 General Commercial
N 7 St	2410-234-0002-000-8	0.24	City of Fort Pierce	C-3 General Commercial
Total		~1.3		

*Partially developed; total acreage estimate of undeveloped land

Peacock Arts District | Opportunity 2



Location: Midblock south side Orange Ave between S 7th & and 8th

Opportunity Characteristics: Midblock; 9,600 AADT; challenging access; approximately 140 linear feet along Orange Ave (SR 68); flexible retail zoning in place.

Potential Retail Uses: Street retail; strip & convenience center; general freestanding retail.

Address	Parcel ID	Acres	Owner	Zoning
717 Orange Ave	2410-703-0001-000-0	0.17	Rast Properties Inc	C-3 General Commercial

Peacock Arts District | Opportunity 3



Location: NW corner Orange Ave & N 9th St (also known as Anastasia Hall)

Opportunity Characteristics: Irregular lot; 9,600 AADT; one signalized corner; approximately 250 linear feet along Orange Ave (SR 68); flexible retail zoning in place.

Potential Retail Uses: General freestanding retail, street retail; strip & convenience center.

Address	Parcel ID	Acres	Owner	Zoning
Avenue B	2410-604-0141-000-9	2.02	Fort Pierce Redevelopment Agency	C-3 General Commercial
110 N 10 th St	2410-604-0169-000-1	0.79	Fort Pierce Redevelopment Agency	C-3 General Commercial
Total		2.81		

Peacock Arts District | Opportunity 4



Location: NW corner Orange Ave & N 10th St

Opportunity Characteristics: Rectangular lot; multiple parcel assemblage; 9,600 AADT; approximately 150 linear feet along Orange Ave (SR 68); flexible retail zoning in place.

Potential Retail Uses: Single tenant retail; street retail; strip & convenience center.

Address	Parcel ID	Acres	Owner	Zoning
1012 Orange Ave	2409-519-0001-000-1	0.62	Stately Dolphin LLC	C-3 General Commercial
1006 Orange Ave	2409-519-0004-000-2	0.18	Septentrion Market Inc.	C-3 General Commercial
Total		0.80		

Peacock Arts District | Opportunity 5



Location: SW corner Orange Ave & N 11th St

Opportunity Characteristics: Multi-parcel assemblage; 9,600 AADT; rectangular lot; unsignalized; approximately 350 linear feet along Orange Ave (SR 68); flexible retail zoning in place.

Potential Retail Uses: Street retail; strip & convenience center; single tenant retail.

Address	Parcel ID	Acres	Owner	Zoning
Orange Ave	2409-804-0005-000-4	0.81	Stately Dolphin LLC	C-3 General Commercial
1117 Orange Ave*	2409-804-0004-000-7	0.27	Stately Dolphin LLC	C-3 General Commercial
1113 Orange Ave	2409-804-0003-000-0	0.27	Stately Dolphin LLC	C-3 General Commercial
1109 Orange Ave	2409-804-0001-000-6	0.55	Stately Dolphin LLC	C-3 General Commercial
1101 Orange Ave	2409-411-0007-000-2	0.05	Richard Meihnsner	C-3 General Commercial
119 S 11 th St*	2409-411-0008-000-9	0.07	Daniel S Martin	C-3 General Commercial
		2.02		

*Partially developed

Within the Fisherman's Wharf District, Colliers identified the following development opportunities.

Fisherman's Wharf | Opportunity 1



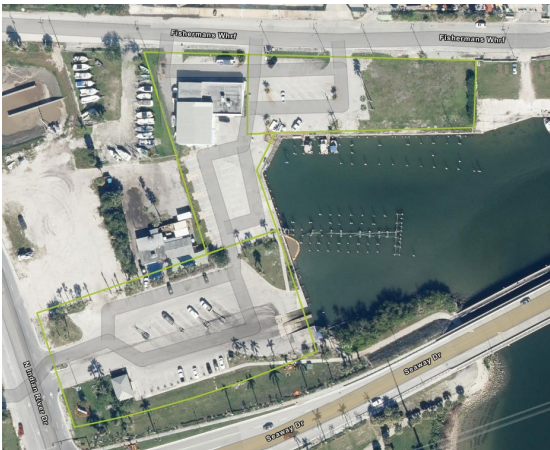
Location: NE Corner N US1 & Old Dixie Highway

Opportunity Characteristics: Waterfront location, rectangular lot, 30,000 AADT, excellent visibility; approximately 300 linear feet along A1A/N US 1; flexible retail zoning in place.

Potential Retail Uses: General freestanding retail, mixed use retail/other commercial, strip & convenience center.

Address	Parcel ID	Acres	Owner	Zoning
1710 N US Highway 1	2403-224-0005-000-6	2.43	Willnata Properties Inc	C-3 General Commercial

Fisherman's Wharf | Opportunity 2



Location: NE corner Seaway Dr & Indian River Dr

Opportunity characteristics: Waterfront location; irregular lot; 1,650 AADT along Avenue H and 15,900 AADT along Seaway Ave; low visibility; favorable zoning for tourist/destination retail

Potential retail uses: Mixed use retail /residential /hotel.

Address	Parcel ID	Acres	Owner	Zoning
201 Fishermans Wharf	2403-432-0003-000-1	0.86	FPRA	C-6 Marine Commercial Zone
125 Fishermans Wharf	2403-432-0002-000-4	0.81	FPRA	C-6 Marine Commercial Zone
600 N Indian River Dr	2403-801-0026-000-0	13.49	City of Fort Pierce	C-6 Marine Commercial Zone

Development Opportunities | South Beach

Within the South Beach District, Colliers identified the following development opportunities.

South Beach | Opportunity 1



Location: NE corner Highway A1A & Fernandina St

Opportunity Characteristics: Waterfront; rectangular lot; 15,900 AADT along A1A; approximately 630 linear feet along A1A; midblock lot and unsignalized, favorable zoning for tourist/destination retail.

Potential Retail Uses: General freestanding, mixed use / hotel.

Address	Parcel ID	Acres	Owner	Zoning
1820 Seaway Dr	2401-501-0040-000-7	0.80	Woods Family Limited Partnership II	C-5 Tourist Commercial
1802 Seaway Dr	2401-501-0043-000-8	0.43	Woods Family Limited Partnership II	C-5 Tourist Commercial
1770 Seaway Dr	2401-501-0044-000-5	0.83	Woods Family Limited Partnership II	C-5 Tourist Commercial
1750 Seaway Dr	2401-501-0047-000-6	0.78	Woods Family Limited Partnership II	C-5 Tourist Commercial
1730 Seaway Dr	2401-501-0050-000-0	0.25	Woods Family Limited Partnership II	C-5 Tourist Commercial
1720 Seaway Dr	2401-501-0051-000-7	0.25	Woods Family Limited Partnership II	C-5 Tourist Commercial
1710 Seaway Dr	2401-501-0052-000-4	0.26	Woods Family Limited Partnership II	C-5 Tourist Commercial
		3.6		

South Beach | Opportunity 2



Location: NE corner Highway A1A & Binney Dr

Opportunity Characteristics: Waterfront; mostly rectangular lot; 8,300AADT along A1A; approximately 350 linear feet along A1A; midblock lot and unsignalized, favorable zoning for tourist/destination retail.

Potential Retail Uses: Freestanding, mixed use / hotel.

Address	Parcel ID	Acres	Owner	Zoning
222 S Ocean Dr	2401-501-0014-000-6	2.16	Lani Properties LLC	C-5 Tourist Commercial

South Beach | Opportunity 3



Location: NE corner Binney Dr & Highway A1A

Opportunity Characteristics: Irregular lot; 15,900 AADT along A1A; approximately 350 linear feet along A1A; midblock lot and unsignalized, favorable zoning for tourist/destination retail.

Potential Retail Uses: single tenant freestanding retail.

Address	Parcel ID	Acres	Owner	Zoning
Seaway Dr	2401-501-0294-000-2	0.40	Gloria Regoli	C-5 Tourist Commercial

South Beach | Opportunity 4



Location: SE corner Binney Dr & Highway A1A

Opportunity Characteristics: Mostly rectangular lot; 15,900 AADT along A1A; approximately 175 linear feet along A1A; signalized intersection, favorable zoning for tourist/destination retail.

Potential Retail Uses: Single tenant freestanding retail.

Address	Parcel ID	Acres	Owner	Zoning
Seaway Dr	2401-501-0316-000-3	0.86	Seaway Binney Property LLC	C-5 Tourist Commercial

South Beach | Opportunity 5



Location: Seaway Dr

Opportunity Characteristics: Mostly rectangular lot; 15,900 AADT along A1A; approximately 625 linear feet along A1A; left turn cut into median, favorable zoning for tourist/destination retail.

Potential Retail Uses: Lifestyle, mixed use retail/residential/hotel.

Address	Parcel ID	Acres	Owner	Zoning
601 Seaway Dr	2402-312-0001-000-5	42.82	G Flash GP Inc (TR)	C-5 Tourist Commercial

South Beach | Opportunity 6



Location: Seaway Dr

Opportunity Characteristics: Mostly rectangular lot; 15,900 AADT along A1A; approximately 625 linear feet along A1A; left turn cut into median, prohibitive zoning from commercial use.

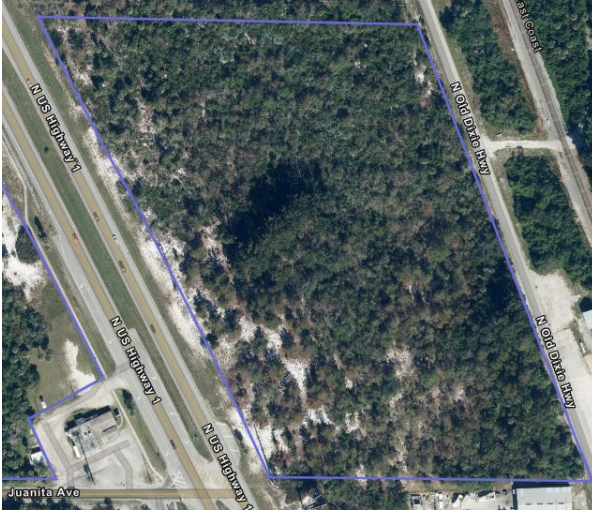
Potential Retail Uses: Lifestyle, mixed use retail/residential/hotel.

Address	Parcel ID	Acres	Owner	Zoning
403 Seaway Dr	2402-323-0003-000-3	18.7	City of Fort Pierce	OS-1 General & Recreational Open Space

Development Opportunities | US-1 Corridor

Along the US-1 Corridor, Colliers identified the following development opportunities.

US 1 Corridor | Opportunity 1



Location: NE corner N US Highway 1 & Juanita Ave

Opportunity Characteristics: Mostly rectangular lot; high visibility; 20,500 AADT; approximately 900 linear feet along US 1; unsignalized intersection; existing left turn cut-in to median; flexible retail zoning in place.

Potential Retail Uses: Neighborhood center; Community Center.

Address	Parcel ID	Acres	Owner	Zoning
2300 N US 1	1433-410-0001-000-9	14.43	Stewart Elliot	C-3 General Commercial

US 1 Corridor | Opportunity 2



Location: NW corner N US Highway 1 & Juanita Ave

Opportunity Characteristics: Irregular lot; high visibility; 20,500 AADT; approximately 800 linear feet along US 1; unsignalized intersection; existing left turn cut-in to median; flexible retail zoning in place.

Potential Retail Uses: Neighborhood center; freestanding junior anchor.

Address	Parcel ID	Acres	Owner	Zoning
N US Highway 1	1433-412-0030-000-7	5.26	Christopher M Humphreys	C-3 General Commercial

US 1 Corridor | Opportunity 3



Location: SW corner N US Highway 1 & Avenue O

Opportunity Characteristics: Deep rectangular lot; good visibility; 30,000 AADT; approximately 400 linear feet along US1; unsignalized intersection; 350 linear foot frontage, prohibitive zoning from commercial use.

Potential Retail Uses: Neighborhood center; freestanding junior anchor.

Address	Parcel ID	Acres	Owner	Zoning
801 Avenue O	2403-233-0002-000-3	8.8	Blue Water LLC	OS-1 General & Recreational Open Space

US 1 Corridor | Opportunity 4



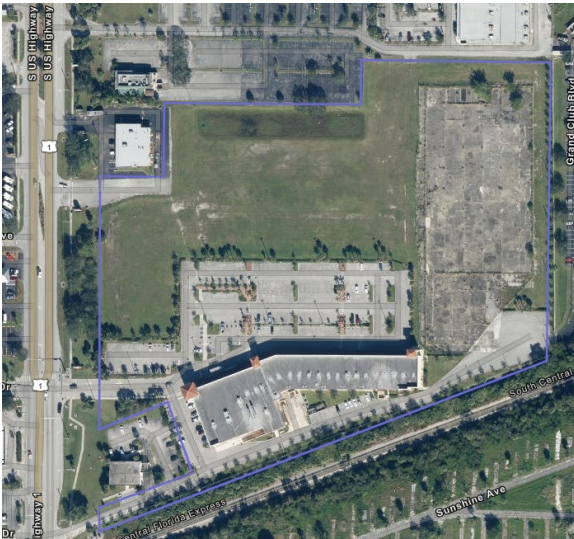
Location: East Midblock S US Highway 1 & north of Ohio Ave

Opportunity Characteristics: Square lot; good visibility; 25,500 AADT; approximately 200 linear feet along US1; midblock lot; no left turn access due to median; approximately 200 linear foot frontage; flexible retail zoning in place.

Potential Retail Uses: Neighborhood center; freestanding junior anchor.

Address	Parcel ID	Acres	Owner	Zoning
US 1 and Ohio Ave	2415-602-0002-000-2	1.38	LGFTP I LLC	C-3 General Commercial

US 1 Corridor | Opportunity 5



Location: NE corner S US Highway 1 & Holly Ave

Opportunity Characteristics: Roughly square lot; good visibility; signalized access to center; existing anchor in place; 30,000 AADT; approximately 400 linear feet frontage on US 1; flexible retail zoning in place.

Potential Retail Uses: Neighborhood center; community center; power center.

Address	Parcel ID	Acres	Owner	Zoning
2960 S US 1	2422-341-0015-000-8	15.70*	Coral Square Shoppes LLC	C-3 General Commercial

*Partially developed as retail

US 1 Corridor | Opportunity 6



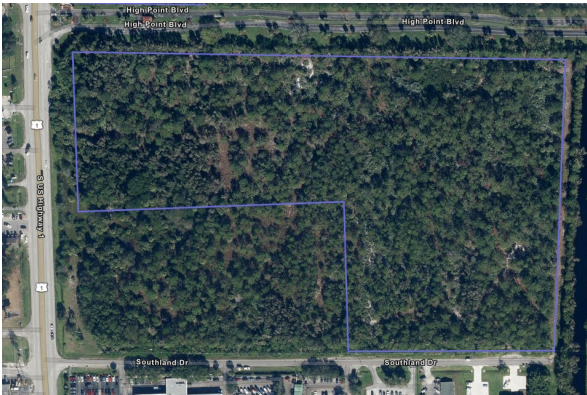
Location: NE corner S US Highway 1 & High Point Blvd

Opportunity Characteristics: Rectangular lot; good visibility; unsignalized intersection; approximately 700 linear feet footage on US 1; 33,000 AADT; flexible retail zoning in place.

Potential Retail Uses: Neighborhood center; freestanding single tenant.

Address	Parcel ID	Acres	Owner	Zoning
US 1 & High Point Blvd	2427-132-0001-000-0	6.7	K and Z Land Holdings LLC	C-3 General Commercial

US 1 Corridor | Opportunity 7



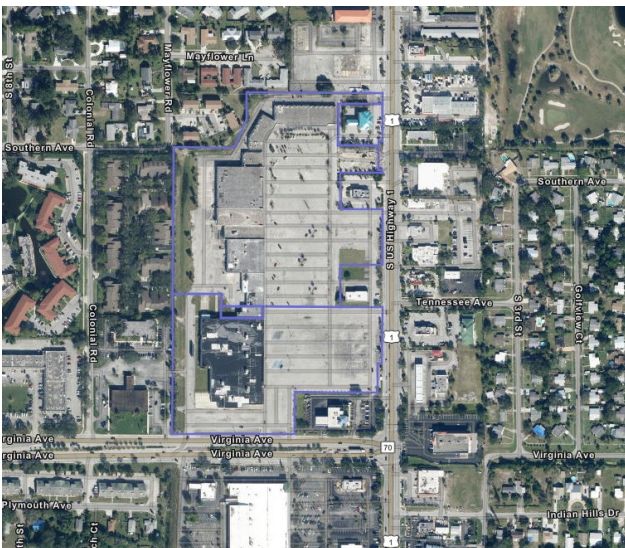
Location: SE corner S US Highway 1 & High Point Blvd

Opportunity Characteristics: Rectangular lot; good visibility; unsignalized intersection; approximately 900 linear feet footage on US 1; 33,000 AADT; flexible retail zoning in place.

Potential Retail Uses: Neighborhood center; community center; power center.

Address	Parcel ID	Acres	Owner	Zoning
3300 S US Highway 1	2427-421-0001-000-7	19.57	Nicholas S Smith	C-3 General Commercial

US 1 Corridor | Opportunity 8



Location: SE corner S US Highway 1 & Virginia Ave

Opportunity Characteristics: Rectangular lot; good visibility; signalized intersection; approximately 1,400 linear feet footage on US 1; 30,000 AADT; flexible retail zoning in place.

Potential Retail Uses: Community center; power center; mixed use / residential /commercial.

Address	Parcel ID	Acres	Owner	Zoning
2111 US Highway 1	2415-342-0001-000-8	9.27	Morris/Satnick FP Assoc LLC	C-3 General Commercial
US Highway 1	2415-342-0001-010-1	0.20	Morris/Satnick FP Assoc LLC	C-3 General Commercial
2009 S US Highway 1	2415-313-0005-010-9	14.2	Morris/Satnick FP Assoc LLC	C-3 General Commercial
1901 S US Highway 1	2415-313-0005-020-2	0.74	Morris/Satnick FP Assoc LLC	C-3 General Commercial

Development Opportunities | SR 70 Corridor

Along the SR-70 Corridor, Colliers identified the following development opportunities.

SR 70 Corridor | Opportunity 1



Location: SE corner I-95 & SR 70

Opportunity Characteristics: Roughly rectangular lot; proximity & visibility from I-95; approximately 300 linear feet along SR 70; 33,000 AADT; signalized intersection; multiple parcel assemblage; flexible retail zoning in place.

Potential Retail Uses: Power center; lifestyle center; neighborhood center; community center; mixed use retail/residential/hotel.

Address	Parcel ID	Acres	Owner	Zoning
2671 S Jenkins Rd	2324-411-0000-000-3	3.84*	WestCity FP Shops LLC	C-3 General Commercial
2721 S Jenkins Rd	2324-413-0000-000-9	42.05	Cornerstone Fort Pierce Dev	C-3 General Commercial
		45.89		

*Partially developed

SR 70 Corridor | Opportunity 2



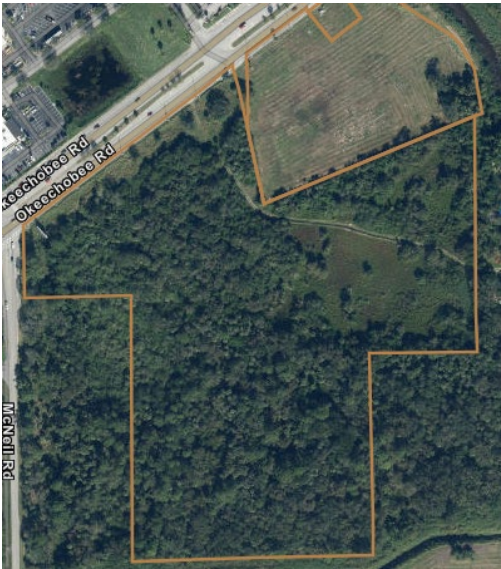
Location: SE corner S Jenkins Rd & SR 70

Opportunity Characteristics: Roughly rectangular lot; proximity I-95; 33,000 AADT; approximately 500 linear feet along SR 70; signalized intersection with access from S Jenkins Rd; flexible retail zoning in place.

Potential Retail Uses: neighborhood center; freestanding single retail.

Address	Parcel ID	Acres	Owner	Zoning
Okeechobee Rd	2419-322-0003-000-2	1.26	S and S Enterprises B LLC	C-3 General Commercial
S Jenkins RD	2419-321-0001-000-5	10.64	S and S Enterprises B LLC	C-3 General Commercial
Total		11.9		

SR 70 Corridor | Opportunity 3



Location: SE corner McNeil Rd & SR 70

Opportunity Characteristics: Roughly rectangular lot; proximity I-95; 33,000 AADT; approximately 500 linear feet along SR 70; signalized intersection with access from S Jenkins Rd; flexible retail zoning in place.

Potential Retail Uses: Neighborhood center; freestanding single retail.

Address	Parcel ID	Acres	Owner	Zoning
4715 Okeechobee Rd	2419-131-0001-000-2	20.44	MWD/KGI Joint Venture	C-3 General Commercial

SR 70 Corridor | Opportunity 4



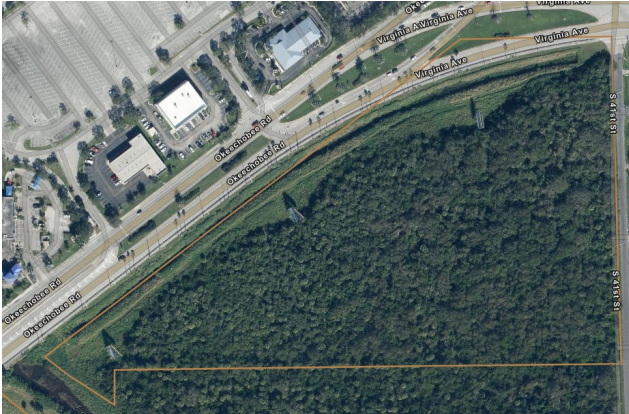
Location: Midblock southside SR 70 & between McNeil Rd & S 41 St

Opportunity Characteristics: Roughly rectangular lot; proximity to I-95; 30,500 AADT; approximately 600 linear feet along SR 70; unsignalized intersection with left turn in cut into median; flexible retail zoning in place.

Potential Retail Uses: neighborhood center; freestanding single retail; strip & convenience center.

Address	Parcel ID	Acres	Owner	Zoning
Okeechobee Rd	2419-124-0005-000-8	5.72	Creekside 8 LLC	C-3 General Commercial
4603 Okeechobee Rd	2419-124-0004-000-1	0.24	Creekside 8 LLC	C-3 General Commercial
Total		5.96		

SR 70 Corridor | Opportunity 5



Location: SW corner SR 70 & S 41 St

Opportunity Characteristics: Roughly rectangular lot; proximity to I-95; 30,500 AADT; approximately 1500 linear feet along SR 70; signalized intersection that would need to be reconfigured for left into site; flexible retail zoning in place.

Potential Retail Uses: Neighborhood center; community center; power center; lifestyle center.

Address	Parcel ID	Acres	Owner	Zoning
3000 Virginia Ave	2419-111-0002-000-7	17.83	135641 Canada Inc	C-3 General Commercial

SR 70 Corridor | Opportunity 6



Location: NW corner SR 70 & S 35 St

Opportunity Characteristics: Roughly rectangular lot; 21,000 AADT along SR 70 & 17,600 AADT along Okeechobee Ave; approximately 200 linear feet along Okeechobee Ave & 300 linear feet along SR 70; signalized intersection on SR 70, flexible zoning code.

Potential Retail Uses: Neighborhood center; single tenant free standing retail.

Address	Parcel ID	Acres	Owner	Zoning
3614 Okeechobee Rd	2417-342-0006-000-9	10.31	Cone And Graham Inc	PD – Planned Development

SR 70 Corridor | Opportunity 7



Location: SR 70 & approximately S 33rd St

Opportunity Characteristics: Roughly rectangular lot; 23,000 AADT along SR 70; approximately 950 linear feet along SR 70; unsignalized; no left turn access to site; access would have to cross canal, restrictive commercial zoning.

Potential Retail Uses: Neighborhood center; single tenant free standing retail.

Address	Parcel ID	Acres	Owner	Zoning
Virginia Ave	2417-434-0004-000-7	4.23	Tripodi Investments	R-4 Medium Density Residential
Virginia Ave	2417-434-0010-000-2	0.60	Tripodi Investments	R-4 Medium Density Residential
Virginia Ave	2417-434-0013-000-3	0.52	Tripodi Investments	R-4 Medium Density Residential
Total		5.35		

Development Opportunities | SR 68

Along SR-68, Colliers identified the following development opportunities.

SR-68 | Opportunity 1



Location: NE corner SR 68 & N 14 St

Opportunity Characteristics: Rectangular lot; 9,600 AADT along SR 68; approximately 150 linear feet along SR 68; flexible retail zoning in place

Potential Retail Uses: single tenant freestanding retail

Address	Parcel ID	Acres	Owner	Zoning
1312 Orange Ave	2409-134-0001-000-0	0.39	Stately Dolphin LLC	General Commercial C-3
112 N 14 St	2409-508-0001-000-7	0.17	Stately Dolphin LLC	General Commercial C-3
120 N 14 St	2409-508-0002-000-4	0.17	Stately Dolphin LLC	General Commercial C-3
Total		0.73		

SR-68 | Opportunity 2



Location: SW corner Orange Ave & S 18 St

Opportunity Characteristics: Rectangular lot; 12,300 AADT along SR 68; approximately 230 linear feet along SR 68, multiple parcel assemblage; flexible retail zoning in place.

Potential Retail Uses: single tenant freestanding retail; street retail.

Address	Parcel ID	Acres	Owner	Zoning
18-5 Orange Ave	2409-701-0019-000-9	0.29	Joho Properties LLC	General Commercial C-3
1807 Orange Ave	2409-701-0021-000-6	0.15	Joho Properties LLC	General Commercial C-3
1809 Orange Ave	2409-701-0022-000-3	0.31	Naitram K Sanasie	General Commercial C-3
Total		0.75		

SR-68 | Opportunity 3



Location: NE corner Orange Ave & N 22 St

Opportunity Characteristics: Rectangular lot; 12,300 AADT along SR 68; approximately 120 linear feet along SR 68, flexible retail zoning in place

Potential Retail Uses: Single tenant freestanding retail; street retail.

Address	Parcel ID	Acres	Owner	Zoning
N 22 St	2409-602-0001-000-6	0.47	Evergreen Investments and Acquisitions LLC	General Commercial C-3

SR-68 | Opportunity 4



Location: NW corner Orange Ave & N 23 St

Opportunity Characteristics: Rectangular lot; 12,300 AADT along SR 68; approximately 100 linear feet along SR 68, flexible retail zoning in place.

Potential Retail Uses: single tenant freestanding retail.

Address	Parcel ID	Acres	Owner	Zoning
Orange Ave	2408-507-0002-000-8	0.33	Jammar Inc	General Commercial C-3

SR-68 | Opportunity 5



Location: Southside midblock Orange Ave between S 25 St & S 27 St

Opportunity Characteristics: Rectangular lot; 12,300 AADT along SR 68; approximately 200 linear feet along SR 68, flexible retail zoning in place; midblock location.

Potential Retail Uses: Single tenant freestanding retail.

Address	Parcel ID	Acres	Owner	Zoning
2505 Orange Ave	2408-801-0005-000-2	0.28	Twin Oil Company	General Commercial C-3
2601 Orange Ave	2408-801-0006-000-9	0.28	Twin Oil Company	General Commercial C-3
Total		0.56		

SR-68 | Opportunity 6



Location: NW corner Orange Ave & N 28 St

Opportunity Characteristics: Narrow rectangular lot; 18,800 AADT along SR 68; approximately 125 linear feet along SR 68, flexible retail zoning in place.

Potential Retail Uses: Single tenant freestanding retail.

Address	Parcel ID	Acres	Owner	Zoning
2802 Orange Ave	2408-143-0001-020-1	1.10	Revatie Achaibar	General Commercial C-3

SR-68 | Opportunity 7



Location: NE corner Orange Ave & N 32 St

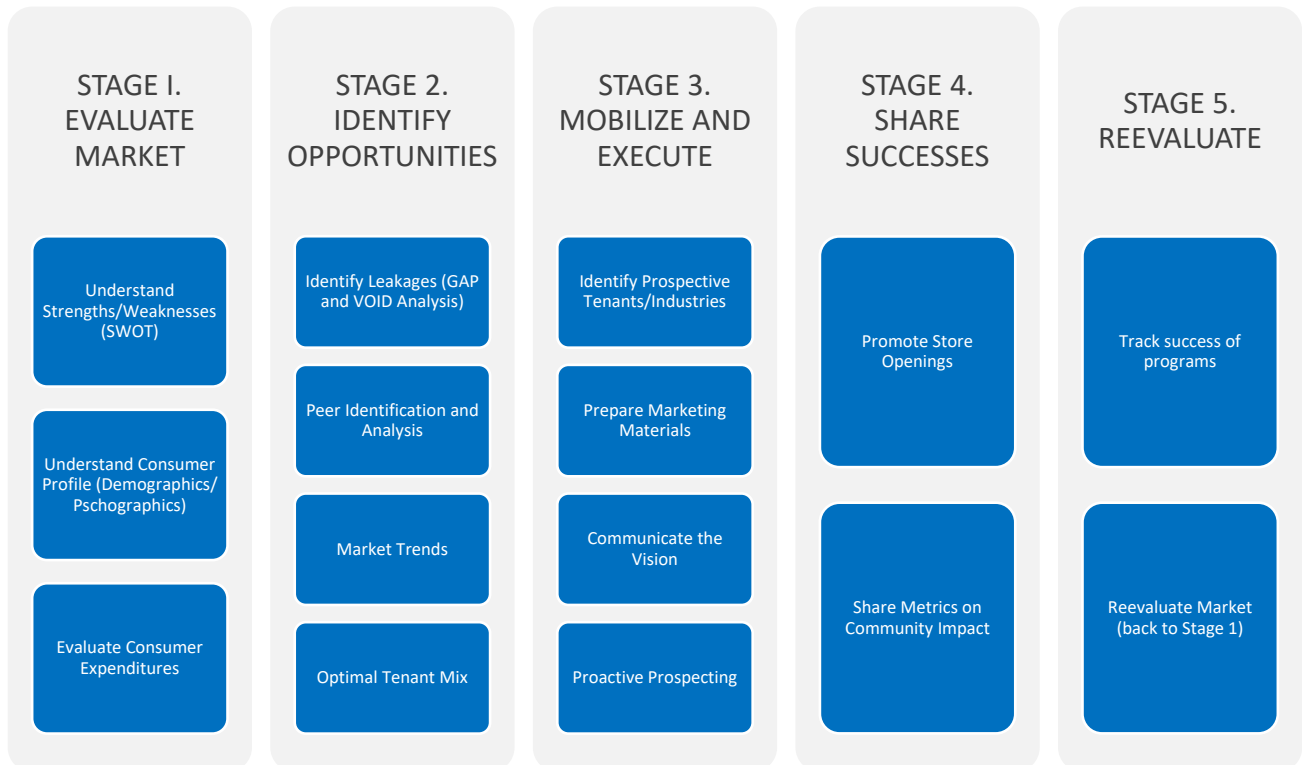
Opportunity Characteristics: Narrow rectangular lot; 18,800 AADT along SR 68; approximately 100 linear feet along SR 68, flexible retail zoning in place.

Potential Retail Uses: single tenant freestanding retail.

Address	Parcel ID	Acres	Owner	Zoning
Orange Ave	2408-510-0001-000-1	0.68	Harold N Hinton (EST)	General Commercial C-3

M.A Roadmap to Recruiting Targeted Retailers

The Colliers Roadmap to Recruiting Targeted Retailers is a five-stage approach. Each stage has several critical steps that build the foundation of a successful retail recruitment plan focused on increasing market awareness and recruiting targeted prospects.



Stages 1 and 2 addressed in Sections B through J of the Study.

STAGE 3. MOBILIZE AND EXECUTE

This is the most critical stage of the Retail Recruitment Plan; it is the application of all the data collection, analysis and identification of opportunities from Stages 1 and 2. Stage 3 can be broken down into the following steps:

- Identify Prospective Tenants/Industries

In Section J, Colliers provides the City with sample prospective brands and tenants for each category of retail that may be interested in launching, expanding or relocating to one of the Fort Pierce districts. These form the beginnings of a targeted prospect list for the City of Fort Pierce to pursue.

- Prepare Marketing Materials

The Marketing Materials are critical to communicating the vision of the District. Colliers recommends both print and digital marketing materials that clearly summarize key market data that retailers seek in the site selection process. It should also communicate the City's leasing objectives and the targeted retail categories. Most importantly, the marketing materials should communicate to the retailer that the location offers a sufficient demand to meet supply through demographic data and market statistics.

The marketing materials should include, at a minimum, the following:

#1. Fort Pierce Retail Recruitment Package

- Street Map: A street map of the district with destination drivers (entertainment venues, cultural institutions, tourist attractions, hotels, public transportation, house of worship, libraries, landmarks, and buildings with high concentrations of workers and/or residences) and logos of neighboring retail or major office tenants.
- Demographics: The key demographic information should include all favorable callouts regarding Fort Pierce's catchment market such as population size, population growth, age, household income, education, home ownership).
- Incentive Programs: Information about any incentives or resources to attract retailers.
- New Developments: A review of what retailers can expect in the short- and long-term future and create a buzz around what is coming to Fort Pierce.
- Testimonials: Testimonials from merchants and business owners about their experience doing business in Fort Pierce.
- Success Stories: Any success stories or statistics that are impressive to merchants.
- Media Attention: Quotes from media coverage or rankings.

The Retail Recruitment Package is a valuable tool, not only for the City and for Colliers representing the City in recruitment efforts, but also for all other organizations and landlords/property owners throughout the City. It should be easy to access and readily available both online on the City website and in print at City Hall and at the business location of all other organizations, elected officials, business resource centers, property owners and prospective retail tenants.

#2. Repository of Site-Specific Marketing Collateral

In addition, site specific materials will be collected to create a repository for sale and development opportunities in the market. Since these opportunities change frequently, they are separate from

the Retail Recruitment Package. At a minimum, the site-specific materials include photos of the site, layout/floorplans (if applicable), asking price, and contact information.

#3. Repository of Vacant Space Brochures

Have a list of vacant leasable space readily available for interested parties at all times; make the list available on the city website and update it frequently. The vacant space brochures are made available by the listing agent and should include photos of the property, floor plans/layout, space dimensions, asking price and real estate contact information.

#4. A Website with a Buzz Page for Each District (optional)

A website with a feature is an ideal way to provide a one-stop shop for interested parties to learn about all things District-related. In addition to digital versions of the Retail Recruitment Package and Site-Specific Marketing Collateral, it should include contact information for the FPRA and the retail broker, information about each district, maps, existing retailer, future plans, calendar of upcoming event, media articles, photos, and links to any social media pages. Sample: <https://www.orlandomainstreets.com/>

- Communicate the Vision

Set up meetings with key stakeholders to communicate the vision and share marketing materials that they can utilize. Key stakeholders include property owners, the real estate community, elected officials, developers, business groups and merchants.

- **Attend Trade Shows and Conferences:** With a real estate broker, attend and schedule meetings at retail and real estate trade shows and conferences (such as the annual ICSC Deal Making Conference in Orlando) to create, develop and foster relationships with new retail brands and promote Fort Pierce to developers.
- **Create a “Buzz”:** Promote available sites for development and lease to attract new brands through constant and consistent messaging across all platforms and outlets including but not limited to social media, websites, newsletters, ads in publications, and press releases. These outlets can also be utilized to make announcements, share successes, and identify available space.
- **Meet Stakeholders:** Set up meetings with key stakeholders to share the vision such as property and business owners, elected officials, civic groups, and local organizations; and encourage these community leaders to seek retailers in the focus categories by continuing to share the vision.

- **Networking Events:** Hosting networking events and receptions for property owners, bankers, brokers, developers. These can be held at a local business, empty retail spaces or new developments.
 - **Enroll Property Owners:** Involving property owners in the recruitment process is critical. For the City to undertake a successful retail attraction campaign, it must have space for retailers to move into. An engaged property owner with clear and agreed upon expectations will be more responsive to setting up meetings and coordinating site showings.
- Proactive Prospecting
 - **Fueling the Database**

Colliers will guide the City on the following important steps to building new relationships and fostering existing ones with prospective tenants. While a list of targeted, suitable tenants is provided in Section J of this report, the prospective tenants list should be a live database that continues to evolve through the following activities:

- Hire a real estate team with local market knowledge and local, state and national relationships with retailers looking to expand or relocate.
 - With your retail expert, comb through the databases and subscriptions containing retailers and information on their expansion plans.
- Keep up with news:
 - Follow retailers on social media and online to learn about new store openings and plans for expansion.
 - Connect with Colliers for a regular, up-to-date list of retailers opening and closing stores in Florida.
 - Set Google alerts for specific stores or trends (for example, “Aldi”, “retail” + “Florida”).
 - Keep up with retail industry trade publications such as ISCS Shopping Centers Today, Retail Traffic Magazine, Colliers Knowledge Leader reports, and local news outlets.
 - Search for retailers with good reviews in similar districts.
- Follow or organize business plan competitions to identify well-organized small businesses.
- Dine and shop at peer districts to identify potential tenants. Businesses doing well in another similar district may be looking to expand to another district.

- Network with other district managers and reciprocate sharing information on tenants looking to expand into their markets.
- Constant communication with existing retailers as they know what retailers they do well alongside and can even refer business owners interested in expanding.

- **Due Diligence**

Before approaching any prospect, your real estate expert will help to conduct thorough due diligence, with the following important questions in mind:

- Locations: Do they have locations in districts with similar demographics and market conditions?
- Site Requirements: What size space do they look for? What space is available to meet these requirements? Do they have any co-tenancy requirements?
- Price Point: Does the product or service meet the price point of the local consumer market?
- Lifestyle Segment: Do the products and services reflect the shopping preferences contained in the market feasibility study? Do they reflect the lifestyle and cultural preferences?
- Target Market: Does the market offer enough of the target customer to make the store profitable?
- Sales per Square Foot: What sales per square foot do they typically expect from their stores?
- Expansion Plans: Have they announced any plans to expand?
- Mileage Restrictions: Understand if the retailer has any restrictions on locating within a certain distance from another existing store or their competition.
- Follow Up: Track responses to all conversations with prospects and be prepared to follow up with your real estate expert consistently.

- **Understanding Retailer Site Selection Requirements**

Retailers rely on market data to evaluate an area to launch or expand. A list of site selection indicators is provided below. A study conducted by ICSC (International Council of Shopping Centers) found that all retailers indicated using at least two measurements when making site selection decisions; these are the number of households in an area and the median household income. The other indicators vary in importance to different retail sectors to determine market potential. However, it is important to bear in mind that retailers do make exceptions for certain areas that may not meet their desired criteria today but have future growth potential in these

two key demographics. The following site selection indicators are addressed in the Sections D and J; but are also important to be included in marketing materials.

Figure 38. Retailer Site Selection Indicators	
Average Household Size	Ethnic Composition
Average/median Income	Home Ownership
Average Annual Daily Traffic (AADT)	Home Sales Volume
Location Visibility	Household Change
Population Size	Income Change
Daytime Population	Major Employers
Competitors	Number of Households
Co-Tenants	Pedestrian Traffic
Education Attainment	Population Change
Age	Psychographic Composition
<i>Source: ICSC, Colliers International</i>	

- **Understanding the Challenges**

Attracting national and strong regional retail chains often requires specific market data that can automatically cause small cities to be eliminated from consideration, therefore it is important to understand the City’s strengths and position itself in front of the appropriate retailers. Some barriers that small cities face in recruiting national and regional chains include small population size, low density, low traffic count, lack of chain store clusters that retailers seek to be close to, and a lack of ready to go “vanilla box” spaces that chains seek. Goods and services typically do “follow rooftops” meaning that when the residential, student, and employee market is large enough or starts to grow, the retailers and restaurants will follow.

That said, smaller cities like Fort Pierce offer significant advantages to retailers and restauranteurs including less competition to capture market share and lower rental rates compared to more developed and populated cities. Fort Pierce is in growth mode and some of these challenges will be overcome as population density increases and residential development advances.

- **Prospecting Approaches**

Prospecting approaches vary between national prospects, local/regional prospects, and mom and pop / local entrepreneurs. The following table identifies the differences in the data each prospect would prioritize and the approach to finding them.

Figure 39. Prospecting Approaches

	National Prospects	Local/Regional Prospects	Mom and Pop/ Local Entrepreneurs
Data	Well-defined preferences on consumer demographics	Less driven by demographic data, and often has familiarity with local market	Based primarily on local market knowledge
Lease Term	Longer-term	Shorter-term with renewal options	Short-term
Lease Form	Often have standard lease forms	Unlikely to have a lease form	Unlikely to have a lease form
Number of Locations	Dozens or even hundreds of locations throughout US	One or more locations	One or two locations
How to Find Them	Work with commercial real estate expert, attend trade shows. Use tenant listing services that partner broker firm offers (Retail Lease Trac, Creditnell).	Work with commercial real estate firm with presence across several local markets. Make site visits to peer districts and other similar areas. Network through local organizations and chamber of commerce.	Chamber of Commerce, small business administration, local organizations.
<i>Source: ICSC, Colliers International</i>			

- **New Trends and Creative Approaches**

- Pop-Up Stores: The growth in pop-up stores and restaurants is a trend that has taken off in vacant or underutilized space, for example, a dinner-only restaurant can lease out its space for a breakfast or lunch use. It is a great opportunity for restaurants or stores to test the market or try a new concept in a shared space that is vacant for parts of the day or week.
- BOPIS: With the shift to more online shopping and BOPIS (buy online pick up in store), some stores are beginning to operate like part-time warehouses with a high volume of consumer vehicles coming to pick up packages. This should be avoided in downtown districts with limited parking.

- Dark Stores: A new but growing trend is the “dark store” where employees pick out the items in-store that have been ordered online. These dark stores do little to activate street life and therefore should also be avoided.

STAGE 4. SHARE SUCCESSES

Celebrating success is important! Issue a press release, post on social media and host a grand opening and invite local leaders and the community. Generating a buzz not only helps the new retailer but it also showcases the successful growth of the districts.

STAGE 5. RE-EVALUATE

A successful strategic plan is reviewed and updated overtime as circumstances evolve and markets change. Tracking metrics is important to measuring success and identifying when a change in strategy is needed. These metrics include:

- Changes in vacancy rates
- Changes in pedestrian counts
- Number of leads generated
- Number of leases signed and new businesses opened
- Tracking press coverage on new businesses
- Collecting testimonials from new businesses

N. An Opportunity to Prepare for the Retail of Tomorrow

Undeniably COVID-19 has shifted consumer behaviors and shopping patterns, but in time, retail will return to a new type of normal and we have an opportunity today to prepare for that. A number of economic developments, city initiatives and important safety measures should be well prepared and ready to activate to get retailers back to business and attract new businesses to a market ready to go. Coinciding with the research in this report, due to the COVID-19 pandemic, the following trends reveal key opportunities for the City of Fort Pierce in attracting and retaining businesses:

1. **Businesses Looking for Opportunity:** While the pandemic has hit some retailers harder than others, the stronger restaurants and retailers are using the market uncertainty to negotiate deals to enter markets that they previously could not afford or were unable to find suitable retail space. As vacancies rise, and landlords become more flexible in terms of rental rates and terms, barriers to entry are lowered for new retailers looking to enter the market and existing tenants with a preference to relocate downtown or expand. Appropriate marketing through relevant channels is critical in reaching the appropriate audience, and time is of the essence. Across the U.S., national chains in expansion mode include discount retailers and grocery retailers, albeit balanced by some store closures.
2. **Support and Invest in Small Businesses and Downtown:** It is important for the City to play a role in supporting the businesses that make the downtown unique. The smaller Mom and Pop family businesses are the fabric of the community and what draws visitors to the downtown area. Ensuring that the downtown tenants survive the pandemic should be a team effort and the City can provide support by promoting these small businesses and encouraging its residents to shop local – for example, some cities have offered incentives like Restaurant Bingo to encourage dine-out service at their outlets. Furthermore, its an opportunity to ensure capital investments are made in the downtown areas and facilities that need it, and the appropriate advice and support is offered to businesses that are at risk.
3. **Focus on Reactivation and Placemaking:** As people adapt to the new normal with safety measures in place, consumer behaviors are shifting and becoming more comfortable with gathering in common places to connect with others. Cities should be focusing on preparing safe spaces for social gatherings that enforce and promote health and well-being, but also attract consumers back to downtown and re-activate the retail market. Tenants will be lured to areas where they see Cities intentionally supporting these reactivation efforts.
4. **Diversification:** As part of this evaluation of the retail marketplace and the recommendations for an optimal tenant mix, a concerted effort to ensure a diversification of businesses will be asserted to plan for possible economic challenges in future.

5. **Relationships:** Now is the time for the City to be making inroads and nurturing its relationships positioning itself with expanding businesses and new entrepreneurs that would be suitable to Fort Pierce, and building meaningful relationships with property owners and offering assistance in the recruitment efforts of vacant space.

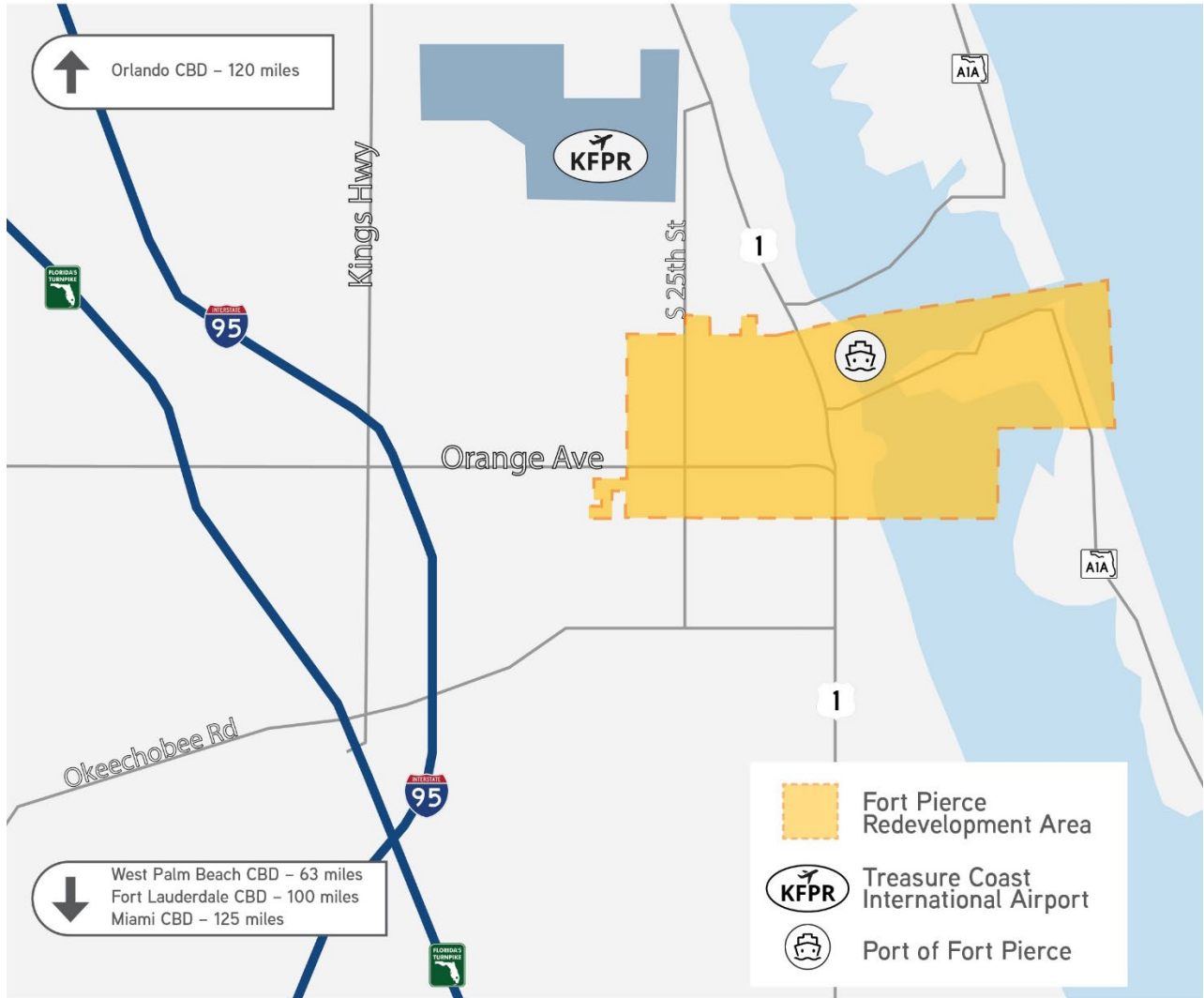
6. **Ongoing Monitoring and Adjustments:** Retailers and restaurants typically run on thin margins, so disruptions like the COVID-19 pandemic are damaging to even the most resilient of cities. These are uncertain times, there will be business closures and there will be reopening's, therefore community leaders must continue to stay aware of shifting consumer behaviors and trends and be equipped with the right tools and resources to support existing businesses and be ready to pursue new opportunities as they arise. The businesses that do survive the pandemic, and capture market share during this time, are also likely to be the ones looking to expand in the near future taking advantage of the lower real estate costs, lower cost of capital and potential incentives. It is important that the City is aware of these players.

APPENDIX

Appendix A

All Roads Lead to Fort Pierce Map

All Roads Lead to Fort Pierce Map



Appendix B

Demographic Reports

City of Fort Pierce Business Summary



Business Summary

Fort Pierce City, FL
 Fort Pierce City, FL (1224300)
 Geography: Place

Prepared by Esri

Data for all businesses in area		Fort Pierce C...			
Total Businesses:		2,725			
Total Employees:		24,886			
Total Residential Population:		47,150			
Employee/Residential Population Ratio (per 100 Residents)		53			
by SIC Codes		Businesses		Employees	
		Number	Percent	Number	Percent
Agriculture & Mining		47	1.7%	250	1.0%
Construction		118	4.3%	1,047	4.2%
Manufacturing		46	1.7%	475	1.9%
Transportation		67	2.5%	323	1.3%
Communication		23	0.8%	118	0.5%
Utility		3	0.1%	44	0.2%
Wholesale Trade		81	3.0%	943	3.8%
Retail Trade Summary		622	22.8%	6,367	25.6%
Home Improvement		19	0.7%	410	1.6%
General Merchandise Stores		23	0.8%	694	2.8%
Food Stores		106	3.9%	1,134	4.6%
Auto Dealers, Gas Stations, Auto Aftermarket		107	3.9%	1,149	4.6%
Apparel & Accessory Stores		24	0.9%	87	0.3%
Furniture & Home Furnishings		28	1.0%	104	0.4%
Eating & Drinking Places		156	5.7%	2,059	8.3%
Miscellaneous Retail		159	5.8%	730	2.9%
Finance, Insurance, Real Estate Summary		231	8.5%	944	3.8%
Banks, Savings & Lending Institutions		39	1.4%	240	1.0%
Securities Brokers		20	0.7%	72	0.3%
Insurance Carriers & Agents		61	2.2%	155	0.6%
Real Estate, Holding, Other Investment Offices		111	4.1%	477	1.9%
Services Summary		1,122	41.2%	11,410	45.8%
Hotels & Lodging		29	1.1%	349	1.4%
Automotive Services		95	3.5%	337	1.4%
Motion Pictures & Amusements		59	2.2%	332	1.3%
Health Services		166	6.1%	4,415	17.7%
Legal Services		82	3.0%	347	1.4%
Education Institutions & Libraries		57	2.1%	2,037	8.2%
Other Services		634	23.3%	3,593	14.4%
Government		99	3.6%	2,867	11.5%
Unclassified Establishments		266	9.8%	98	0.4%
Totals		2,725	100.0%	24,886	100.0%

Source: Copyright 2020 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.
 Data Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



Business Summary

Fort Pierce City, FL
 Fort Pierce City, FL (1224300)
 Geography: Place

Prepared by Esri

by NAICS Codes		Businesses		Employees	
		Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting		9	0.3%	88	0.4%
Mining		4	0.1%	41	0.2%
Utilities		2	0.1%	14	0.1%
Construction		129	4.7%	1,080	4.3%
Manufacturing		56	2.1%	515	2.1%
Wholesale Trade		81	3.0%	943	3.8%
Retail Trade		444	16.3%	4,183	16.8%
Motor Vehicle & Parts Dealers		88	3.2%	1,005	4.0%
Furniture & Home Furnishings Stores		16	0.6%	57	0.2%
Electronics & Appliance Stores		15	0.6%	59	0.2%
Bldg Material & Garden Equipment & Supplies Dealers		19	0.7%	410	1.6%
Food & Beverage Stores		94	3.4%	1,061	4.3%
Health & Personal Care Stores		30	1.1%	322	1.3%
Gasoline Stations		19	0.7%	144	0.6%
Clothing & Clothing Accessories Stores		30	1.1%	100	0.4%
Sport Goods, Hobby, Book, & Music Stores		15	0.7%	56	0.2%
General Merchandise Stores		23	0.8%	694	2.8%
Miscellaneous Store Retailers		70	2.6%	266	1.1%
Nonstore Retailers		21	0.8%	9	0.0%
Transportation & Warehousing		46	1.7%	199	0.8%
Information		34	1.2%	245	1.0%
Finance & Insurance		125	4.6%	490	2.0%
Central Bank/Credit Intermediation & Related Activities		43	1.6%	262	1.1%
Securities, Commodity Contracts & Other Financial		21	0.8%	73	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &		61	2.2%	155	0.6%
Real Estate, Rental & Leasing		145	5.3%	577	2.3%
Professional, Scientific & Tech Services		261	9.6%	1,298	5.2%
Legal Services		86	3.2%	358	1.4%
Management of Companies & Enterprises		6	0.2%	12	0.0%
Administrative & Support & Waste Management & Remediation		81	3.0%	314	1.3%
Educational Services		67	2.5%	1,997	8.0%
Health Care & Social Assistance		246	9.0%	5,338	21.4%
Arts, Entertainment & Recreation		61	2.2%	454	1.8%
Accommodation & Food Services		192	7.0%	2,468	9.9%
Accommodation		29	1.1%	349	1.4%
Food Services & Drinking Places		163	6.0%	2,119	8.5%
Other Services (except Public Administration)		370	13.6%	1,645	6.6%
Automotive Repair & Maintenance		76	2.8%	252	1.0%
Public Administration		100	3.7%	2,887	11.6%
Unclassified Establishments		266	9.8%	98	0.4%
Total		2,725	100.0%	24,886	100.0%

Source: Copyright 2020 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.
 Data Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

Break

St. Lucie County Business Summary



Business Summary

St. Lucie County, FL
 St. Lucie County, FL (12111)
 Geography: County

Prepared by Esri

Data for all businesses in area		St. Lucie Cou...			
Total Businesses:		11,713			
Total Employees:		92,137			
Total Residential Population:		326,357			
Employee/Residential Population Ratio (per 100 Residents)		28			
by SIC Codes		Businesses		Employees	
		Number	Percent	Number	Percent
Agriculture & Mining		300	2.6%	1,769	1.9%
Construction		1,030	8.8%	5,540	6.0%
Manufacturing		233	2.0%	3,274	3.6%
Transportation		324	2.8%	2,094	2.3%
Communication		96	0.8%	537	0.6%
Utility		26	0.2%	203	0.2%
Wholesale Trade		339	2.9%	3,370	3.7%
Retail Trade Summary		2,384	20.4%	24,951	27.1%
Home Improvement		138	1.2%	1,454	1.6%
General Merchandise Stores		103	0.9%	3,872	4.2%
Food Stores		278	2.4%	3,797	4.1%
Auto Dealers, Gas Stations, Auto Aftermarket		355	3.1%	2,918	3.2%
Apparel & Accessory Stores		128	1.1%	829	0.9%
Furniture & Home Furnishings		173	1.5%	802	0.9%
Eating & Drinking Places		599	5.1%	7,909	8.6%
Miscellaneous Retail		606	5.2%	3,370	3.7%
Finance, Insurance, Real Estate Summary		980	8.4%	4,929	5.3%
Banks, Savings & Lending Institutions		142	1.2%	935	1.0%
Securities Brokers		91	0.8%	292	0.3%
Insurance Carriers & Agents		190	1.6%	576	0.6%
Real Estate, Holding, Other Investment Offices		557	4.8%	3,126	3.4%
Services Summary		4,583	39.1%	38,427	41.7%
Hotels & Lodging		71	0.6%	929	1.0%
Automotive Services		401	3.4%	1,250	1.4%
Motion Pictures & Amusements		300	2.6%	2,000	2.2%
Health Services		725	6.2%	13,762	14.9%
Legal Services		157	1.3%	663	0.7%
Education Institutions & Libraries		164	1.4%	6,321	6.9%
Other Services		2,765	23.6%	13,502	14.7%
Government		202	1.7%	6,196	6.7%
Unclassified Establishments		1,216	10.4%	847	0.9%
Totals		11,713	100.0%	92,137	100.0%

Source: Copyright 2020 InfoGroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.
 Data Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



Business Summary

St. Lucie County, FL
 St. Lucie County, FL (12111)
 Geography: County

Prepared by Esri

by NAICS Codes		Businesses		Employees	
		Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting		52	0.4%	764	0.8%
Mining		12	0.1%	122	0.1%
Utilities		9	0.1%	36	0.0%
Construction		1,098	9.4%	5,717	6.2%
Manufacturing		282	2.4%	3,055	3.3%
Wholesale Trade		330	2.8%	3,337	3.6%
Retail Trade		1,695	14.5%	16,576	18.0%
Motor Vehicle & Parts Dealers		295	2.5%	2,515	2.7%
Furniture & Home Furnishings Stores		93	0.8%	483	0.5%
Electronics & Appliance Stores		63	0.5%	237	0.3%
Build Material & Garden Equipment & Supplies Dealers		138	1.2%	1,454	1.6%
Food & Beverage Stores		233	2.0%	3,487	3.8%
Health & Personal Care Stores		132	1.1%	1,455	1.6%
Gasoline Stations		64	0.5%	403	0.4%
Clothing & Clothing Accessories Stores		169	1.4%	991	1.1%
Sport Goods, Hobby, Book, & Music Stores		86	0.7%	611	0.7%
General Merchandise Stores		103	0.9%	3,872	4.2%
Miscellaneous Store Retailers		252	2.2%	986	1.1%
Nonstore Retailers		67	0.6%	82	0.1%
Transportation & Warehousing		242	2.1%	1,709	1.9%
Information		152	1.3%	1,304	1.4%
Finance & Insurance		436	3.7%	1,855	2.0%
Central Bank/Credit Intermediation & Related Activities		154	1.3%	977	1.1%
Securities, Commodity Contracts & Other Financial		95	0.8%	302	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &		190	1.6%	576	0.6%
Real Estate, Rental & Leasing		647	5.5%	3,404	3.7%
Professional, Scientific & Tech Services		1,052	9.0%	4,518	4.9%
Legal Services		191	1.6%	777	0.8%
Management of Companies & Enterprises		36	0.3%	71	0.1%
Administrative & Support & Waste Management & Remediation		588	5.0%	2,423	2.6%
Educational Services		207	1.8%	6,371	6.9%
Health Care & Social Assistance		958	8.2%	16,199	17.6%
Arts, Entertainment & Recreation		263	2.2%	2,141	2.3%
Accommodation & Food Services		700	6.0%	9,075	9.8%
Accommodation		71	0.6%	929	1.0%
Food Services & Drinking Places		629	5.4%	8,146	8.8%
Other Services (except Public Administration)		1,535	13.1%	6,422	7.0%
Automotive Repair & Maintenance		325	2.8%	959	1.0%
Public Administration		200	1.7%	6,191	6.7%
Unclassified Establishments		1,216	10.4%	847	0.9%
Total		11,713	100.0%	92,137	100.0%

Source: Copyright 2020 InfoGroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.
 Data Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



Demographic and Income Comparison Profile

Fort Pierce City, FL
 Fort Pierce City, FL (1224300)
 Geography: Place

Prepared by Esri

	Fort Pierce c...
Census 2010 Summary	
Population	41,786
Households	15,912
Families	9,714
Average Household Size	2.59
Owner Occupied Housing Units	7,697
Renter Occupied Housing Units	8,215
Median Age	35.7
2020 Summary	
Population	47,150
Households	17,781
Families	10,757
Average Household Size	2.62
Owner Occupied Housing Units	8,560
Renter Occupied Housing Units	9,221
Median Age	37.7
Median Household Income	\$35,572
Average Household Income	\$55,364
2025 Summary	
Population	49,116
Households	18,457
Families	11,054
Average Household Size	2.63
Owner Occupied Housing Units	9,066
Renter Occupied Housing Units	9,391
Median Age	38.6
Median Household Income	\$37,547
Average Household Income	\$60,423
Trends: 2020-2025 Annual Rate	
Population	0.82%
Households	0.75%
Families	0.55%
Owner Households	1.16%
Median Household Income	1.09%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.



Demographic and Income Comparison Profile

Fort Pierce City, FL
 Fort Pierce City, FL (1224300)
 Geography: Place

Prepared by Esri

2020 Households by Income	Fort Pierce c...	
	Number	Percent
<\$15,000	4,090	23.0%
\$15,000 - \$24,999	2,442	13.7%
\$25,000 - \$34,999	2,213	12.4%
\$35,000 - \$49,999	2,715	15.3%
\$50,000 - \$74,999	2,377	13.4%
\$75,000 - \$99,999	1,351	7.6%
\$100,000 - \$149,999	1,536	8.6%
\$150,000 - \$199,999	544	3.1%
\$200,000+	513	2.9%
Median Household Income	\$35,572	
Average Household Income	\$55,364	
Per Capita Income	\$20,891	

2025 Households by Income	Fort Pierce c...	
	Number	Percent
<\$15,000	3,888	21.1%
\$15,000 - \$24,999	2,445	13.2%
\$25,000 - \$34,999	2,253	12.2%
\$35,000 - \$49,999	2,859	15.5%
\$50,000 - \$74,999	2,517	13.6%
\$75,000 - \$99,999	1,555	8.4%
\$100,000 - \$149,999	1,743	9.4%
\$150,000 - \$199,999	629	3.4%
\$200,000+	569	3.1%
Median Household Income	\$37,547	
Average Household Income	\$60,423	
Per Capita Income	\$22,690	

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.



Demographic and Income Comparison Profile

Fort Pierce City, FL
Fort Pierce City, FL (1224300)
Geography: Place

Prepared by Esri

2010 Population by Age	Fort Pierce C...	
	Number	Percent
Age 0 - 4	3,447	8.2%
Age 5 - 9	2,942	7.0%
Age 10 - 14	2,716	6.5%
Age 15 - 19	3,038	7.3%
Age 20 - 24	3,068	7.3%
Age 25 - 34	5,341	12.8%
Age 35 - 44	4,794	11.5%
Age 45 - 54	5,529	13.2%
Age 55 - 64	4,570	10.9%
Age 65 - 74	3,238	7.7%
Age 75 - 84	2,164	5.2%
Age 85+	939	2.2%

2020 Population by Age	Fort Pierce C...	
	Number	Percent
Age 0 - 4	3,408	7.2%
Age 5 - 9	3,308	7.0%
Age 10 - 14	3,089	6.6%
Age 15 - 19	2,821	6.0%
Age 20 - 24	3,064	6.5%
Age 25 - 34	6,444	13.7%
Age 35 - 44	5,116	10.9%
Age 45 - 54	5,221	11.1%
Age 55 - 64	5,874	12.5%
Age 65 - 74	4,893	10.4%
Age 75 - 84	2,705	5.7%
Age 85+	1,201	2.5%

2025 Population by Age	Fort Pierce C...	
	Number	Percent
Age 0 - 4	3,542	7.2%
Age 5 - 9	3,309	6.7%
Age 10 - 14	3,229	6.6%
Age 15 - 19	3,034	6.2%
Age 20 - 24	2,991	6.1%
Age 25 - 34	6,269	12.8%
Age 35 - 44	5,770	11.7%
Age 45 - 54	5,133	10.5%
Age 55 - 64	5,748	11.7%
Age 65 - 74	5,564	11.3%
Age 75 - 84	3,277	6.7%
Age 85+	1,250	2.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.



Demographic and Income Comparison Profile

Fort Pierce City, FL
Fort Pierce City, FL (1224300)
Geography: Place

Prepared by Esri

	Fort Pierce c...	
	Number	Percent
2010 Race and Ethnicity		
White Alone	18,997	45.5%
Black Alone	17,019	40.7%
American Indian Alone	253	0.6%
Asian Alone	358	0.9%
Pacific Islander Alone	23	0.1%
Some Other Race Alone	3,990	9.5%
Two or More Races	1,146	2.7%
Hispanic Origin (Any Race)	9,062	21.7%
2020 Race and Ethnicity	Number	Percent
White Alone	20,918	44.4%
Black Alone	18,656	39.6%
American Indian Alone	268	0.6%
Asian Alone	426	0.9%
Pacific Islander Alone	31	0.1%
Some Other Race Alone	5,372	11.4%
Two or More Races	1,480	3.1%
Hispanic Origin (Any Race)	12,005	25.5%
2025 Race and Ethnicity	Number	Percent
White Alone	20,920	42.6%
Black Alone	19,726	40.2%
American Indian Alone	289	0.6%
Asian Alone	464	0.9%
Pacific Islander Alone	35	0.1%
Some Other Race Alone	6,042	12.3%
Two or More Races	1,639	3.3%
Hispanic Origin (Any Race)	13,251	27.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.



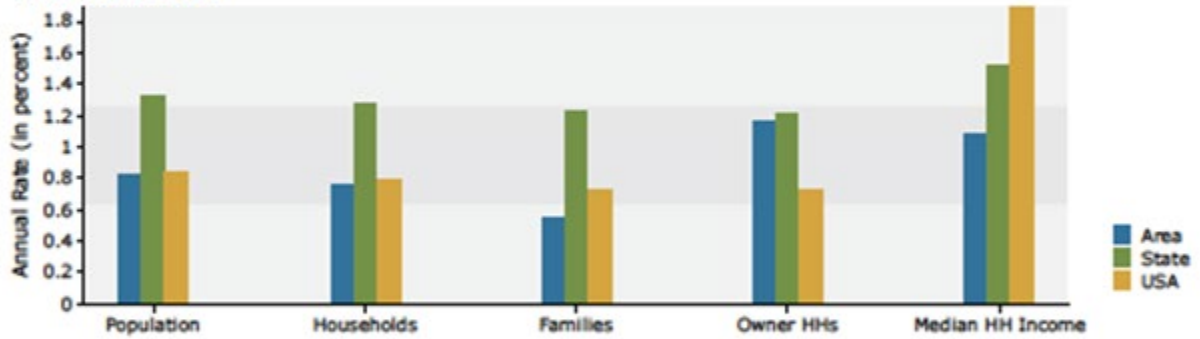
Demographic and Income Comparison Profile

Fort Pierce City, FL
 Fort Pierce City, FL (1224300)
 Geography: Place

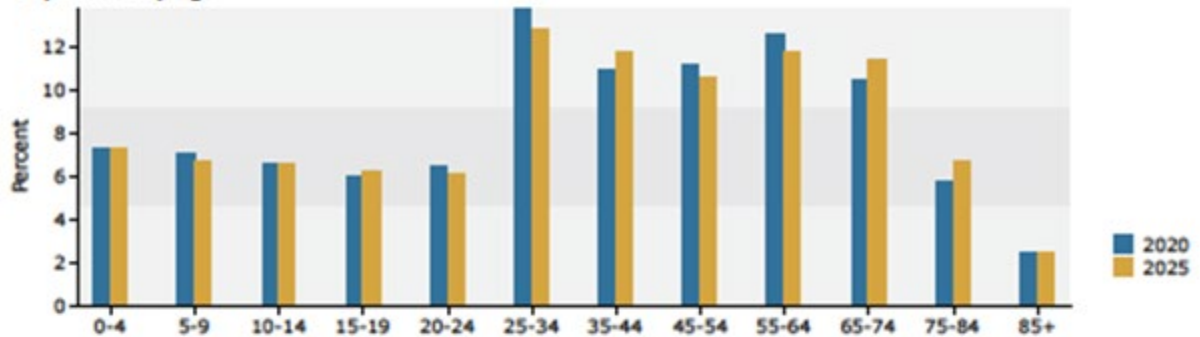
Prepared by Esri

Fort Pierce c...

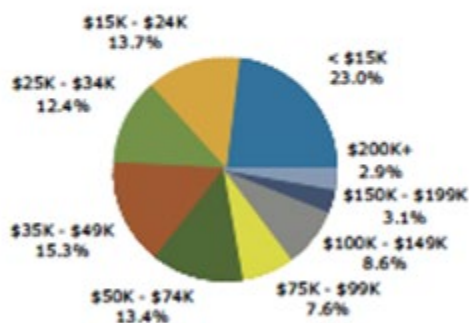
Trends 2020-2025



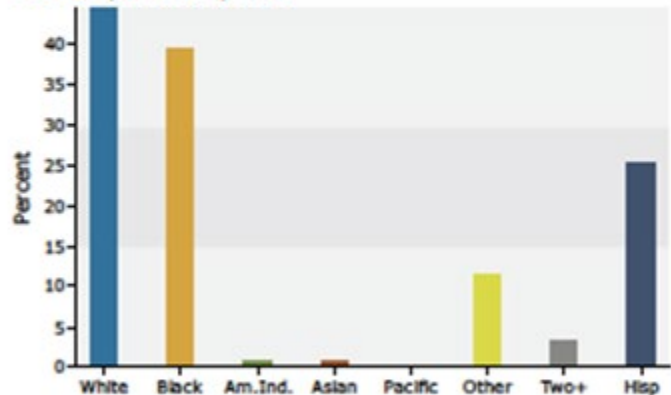
Population by Age



2020 Household Income



2020 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.



Demographic and Income Comparison Profile

St. Lucie County, FL
 St. Lucie County, FL (12111)
 Geography: County

Prepared by Esri

	St. Lucie Cou...
Census 2010 Summary	
Population	277,789
Households	108,523
Families	74,963
Average Household Size	2.53
Owner Occupied Housing Units	80,766
Renter Occupied Housing Units	27,757
Median Age	42.4
2020 Summary	
Population	326,357
Households	125,824
Families	86,170
Average Household Size	2.57
Owner Occupied Housing Units	91,227
Renter Occupied Housing Units	34,597
Median Age	44.6
Median Household Income	\$54,202
Average Household Income	\$73,735
2025 Summary	
Population	356,779
Households	136,949
Families	93,533
Average Household Size	2.58
Owner Occupied Housing Units	100,706
Renter Occupied Housing Units	36,243
Median Age	44.6
Median Household Income	\$57,716
Average Household Income	\$81,455
Trends: 2020-2025 Annual Rate	
Population	1.80%
Households	1.71%
Families	1.65%
Owner Households	2.00%
Median Household Income	1.26%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.



Demographic and Income Comparison Profile

St. Lucie County, FL
 St. Lucie County, FL (12111)
 Geography: County

Prepared by Esri

	St. Lucie Cou...	
	Number	Percent
2020 Households by Income		
<\$15,000	12,949	10.3%
\$15,000 - \$24,999	11,955	9.5%
\$25,000 - \$34,999	12,437	9.9%
\$35,000 - \$49,999	19,807	15.7%
\$50,000 - \$74,999	24,466	19.4%
\$75,000 - \$99,999	16,109	12.8%
\$100,000 - \$149,999	17,321	13.8%
\$150,000 - \$199,999	5,753	4.6%
\$200,000+	5,027	4.0%
Median Household Income	\$54,202	
Average Household Income	\$73,735	
Per Capita Income	\$28,458	
2025 Households by Income		
<\$15,000	12,664	9.2%
\$15,000 - \$24,999	11,932	8.7%
\$25,000 - \$34,999	12,612	9.2%
\$35,000 - \$49,999	20,643	15.1%
\$50,000 - \$74,999	26,472	19.3%
\$75,000 - \$99,999	18,171	13.3%
\$100,000 - \$149,999	20,739	15.1%
\$150,000 - \$199,999	7,384	5.4%
\$200,000+	6,332	4.6%
Median Household Income	\$57,716	
Average Household Income	\$81,455	
Per Capita Income	\$31,294	

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.



Demographic and Income Comparison Profile

St. Lucie County, FL
 St. Lucie County, FL (12111)
 Geography: County

Prepared by Esri

2010 Population by Age	St. Lucie Cou...	
	Number	Percent
Age 0 - 4	16,418	5.9%
Age 5 - 9	16,964	6.1%
Age 10 - 14	17,757	6.4%
Age 15 - 19	17,656	6.4%
Age 20 - 24	14,680	5.3%
Age 25 - 34	30,110	10.8%
Age 35 - 44	34,617	12.5%
Age 45 - 54	39,265	14.1%
Age 55 - 64	34,944	12.6%
Age 65 - 74	29,395	10.6%
Age 75 - 84	19,384	7.0%
Age 85+	6,599	2.4%

2020 Population by Age	Number		Percent	
	Number	Percent	Number	Percent
Age 0 - 4	17,489	5.4%		
Age 5 - 9	18,109	5.5%		
Age 10 - 14	18,484	5.7%		
Age 15 - 19	17,521	5.4%		
Age 20 - 24	17,513	5.4%		
Age 25 - 34	40,515	12.4%		
Age 35 - 44	34,997	10.7%		
Age 45 - 54	38,915	11.9%		
Age 55 - 64	45,152	13.8%		
Age 65 - 74	40,905	12.5%		
Age 75 - 84	26,060	8.0%		
Age 85+	10,697	3.3%		

2025 Population by Age	Number		Percent	
	Number	Percent	Number	Percent
Age 0 - 4	19,164	5.4%		
Age 5 - 9	19,426	5.4%		
Age 10 - 14	20,573	5.8%		
Age 15 - 19	19,151	5.4%		
Age 20 - 24	16,838	4.7%		
Age 25 - 34	43,904	12.3%		
Age 35 - 44	40,908	11.5%		
Age 45 - 54	38,382	10.8%		
Age 55 - 64	46,284	13.0%		
Age 65 - 74	47,676	13.4%		
Age 75 - 84	32,479	9.1%		
Age 85+	11,994	3.4%		

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.



Demographic and Income Comparison Profile

St. Lucie County, FL
St. Lucie County, FL (12111)
Geography: County

Prepared by Esri

	St. Lucie Cou...	
	Number	Percent
2010 Race and Ethnicity		
White Alone	199,336	71.8%
Black Alone	53,036	19.1%
American Indian Alone	1,123	0.4%
Asian Alone	4,334	1.6%
Pacific Islander Alone	161	0.1%
Some Other Race Alone	12,512	4.5%
Two or More Races	7,287	2.6%
Hispanic Origin (Any Race)	45,995	16.6%
2020 Race and Ethnicity	Number	Percent
White Alone	222,628	68.2%
Black Alone	67,073	20.6%
American Indian Alone	1,286	0.4%
Asian Alone	6,236	1.9%
Pacific Islander Alone	247	0.1%
Some Other Race Alone	18,075	5.5%
Two or More Races	10,812	3.3%
Hispanic Origin (Any Race)	67,014	20.5%
2025 Race and Ethnicity	Number	Percent
White Alone	235,943	66.1%
Black Alone	76,930	21.6%
American Indian Alone	1,415	0.4%
Asian Alone	7,706	2.2%
Pacific Islander Alone	300	0.1%
Some Other Race Alone	21,389	6.0%
Two or More Races	13,096	3.7%
Hispanic Origin (Any Race)	79,515	22.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.



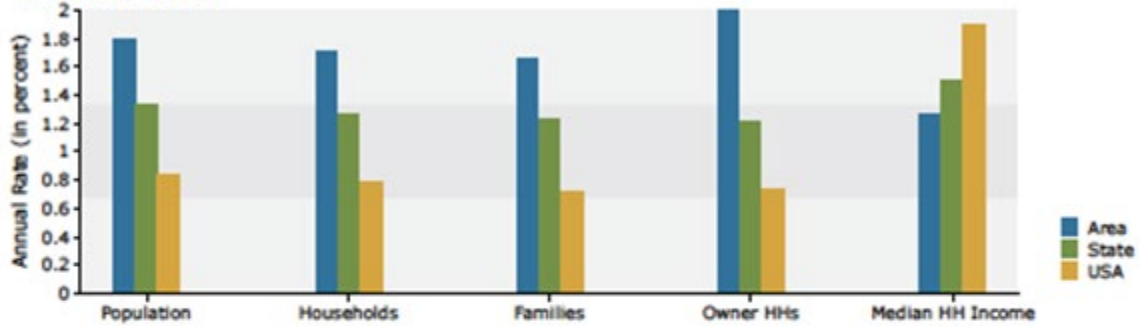
Demographic and Income Comparison Profile

St. Lucie County, FL
 St. Lucie County, FL (12111)
 Geography: County

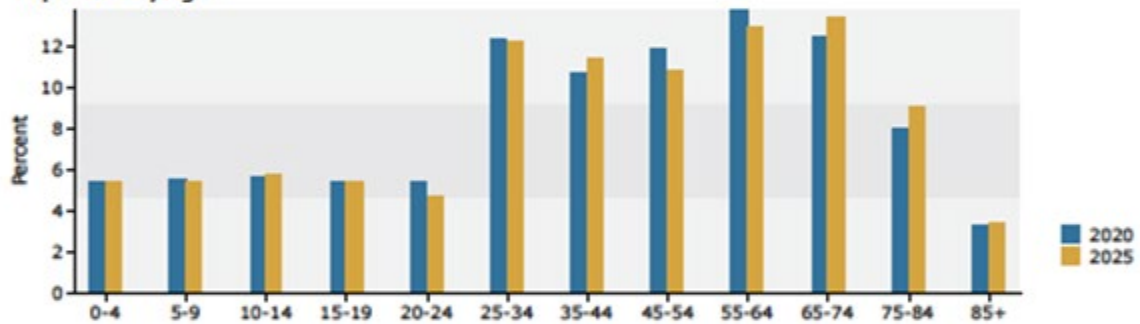
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St. Lucie Cou...

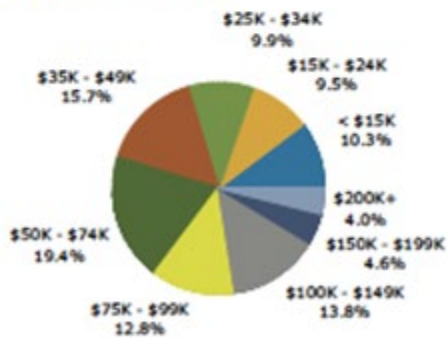
Trends 2020-2025



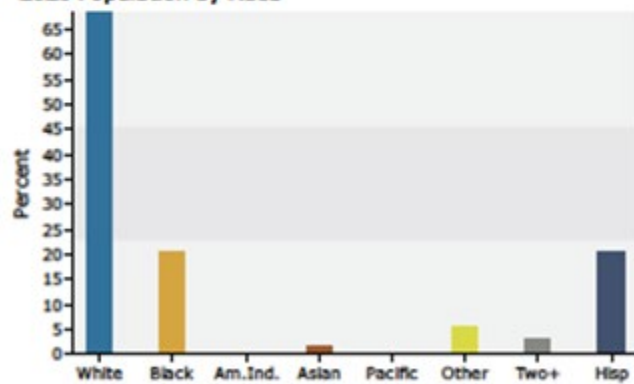
Population by Age



2020 Household Income



2020 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.



esri

Disposable Income Profile

Fort Pierce City, FL
 Fort Pierce City, FL (1224300)
 Geography: Place

Prepared by Esri

	Census 2010	2020	2025	2020-2025 Change	2020-2025 Annual Rate
Population	41,786	47,150	49,116	1,966	0.62%
Median Age	35.7	37.7	38.6	0.9	0.47%
Households	15,912	17,781	18,457	676	0.75%
Average Household Size	2.59	2.62	2.63	0.01	0.08%

2020 Households by Disposable Income	Number	Percent
Total	17,780	100.0%
<\$15,000	4,540	25.5%
\$15,000-\$24,999	2,934	16.5%
\$25,000-\$34,999	2,230	12.5%
\$35,000-\$49,999	2,741	15.4%
\$50,000-\$74,999	2,281	12.8%
\$75,000-\$99,999	1,241	7.0%
\$100,000-\$149,999	1,241	7.0%
\$150,000-\$199,999	284	1.6%
\$200,000+	288	1.6%
Median Disposable Income	\$30,656	
Average Disposable Income	\$45,723	

2020 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	841	2,674	2,482	2,789	3,358	2,962	2,674
<\$15,000	330	705	588	590	954	710	663
\$15,000-\$24,999	133	466	370	267	503	479	716
\$25,000-\$34,999	125	312	350	384	368	383	308
\$35,000-\$49,999	96	397	402	489	503	523	331
\$50,000-\$74,999	87	392	306	409	485	361	241
\$75,000-\$99,999	38	183	200	206	246	170	198
\$100,000-\$149,999	25	176	197	305	191	205	142
\$150,000-\$199,999	4	19	41	65	57	66	32
\$200,000+	3	24	28	74	51	65	43
Median Disposable Income	\$20,870	\$29,610	\$32,583	\$38,608	\$30,359	\$32,062	\$24,091
Average Disposable Income	\$31,565	\$42,271	\$46,470	\$55,879	\$44,533	\$47,696	\$41,649

Data Note: Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.



Disposable Income Profile

St. Lucie County, FL
 St. Lucie County, FL (12111)
 Geography: County

Prepared by Esri

	Census 2010	2020	2025	2020-2025 Change	2020-2025 Annual Rate
Population	277,789	326,357	356,779	30,422	1.80%
Median Age	42.4	44.6	44.6	0.0	0.00%
Households	108,523	125,824	136,949	11,125	1.71%
Average Household Size	2.53	2.57	2.58	0.01	0.08%

2020 Households by Disposable Income	Number	Percent
Total	125,824	100.0%
<\$15,000	15,081	12.0%
\$15,000-\$24,999	15,125	12.0%
\$25,000-\$34,999	14,208	11.3%
\$35,000-\$49,999	22,815	18.1%
\$50,000-\$74,999	25,094	19.9%
\$75,000-\$99,999	14,295	11.4%
\$100,000-\$149,999	13,551	10.8%
\$150,000-\$199,999	2,883	2.3%
\$200,000+	2,772	2.2%
Median Disposable Income	\$46,290	
Average Disposable Income	\$60,380	

2020 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	3,161	15,873	16,731	19,925	23,996	23,270	22,868
<\$15,000	671	1,760	1,644	1,872	3,206	2,776	3,152
\$15,000-\$24,999	393	1,676	1,473	1,277	2,476	3,044	4,786
\$25,000-\$34,999	516	2,006	1,664	1,942	2,128	2,615	3,337
\$35,000-\$49,999	577	3,346	2,912	3,329	3,946	4,497	4,208
\$50,000-\$74,999	655	3,729	3,307	4,216	5,428	4,346	3,413
\$75,000-\$99,999	207	1,591	2,764	2,578	3,079	2,128	1,948
\$100,000-\$149,999	100	1,404	2,314	3,412	2,458	2,509	1,354
\$150,000-\$199,999	21	169	370	618	695	714	296
\$200,000+	21	192	283	681	580	641	374
Median Disposable Income	\$35,009	\$45,032	\$53,562	\$56,821	\$50,696	\$44,492	\$35,384
Average Disposable Income	\$42,285	\$55,154	\$65,355	\$72,918	\$62,531	\$61,230	\$48,821

Data Note: Disposable Income is after-tax household income. Disposable Income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding.
 Sources: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.



Retail Marketplace Profile

Fort Pierce City, FL
 Fort Pierce City, FL (1224300)
 Geography: Place

Prepared by Esri

Summary Demographics	
2020 Population	47,150
2020 Households	17,781
2020 Median Disposable Income	\$30,656
2020 Per Capita Income	\$20,891

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$397,236,325	\$1,142,836,558	-\$745,600,233	-68.4	539
Total Retail Trade	44-45	\$360,655,516	\$1,075,153,185	-\$714,497,669	-69.8	385
Total Food & Drink	722	\$36,580,809	\$67,683,373	-\$31,102,564	-29.8	154
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$78,427,328	\$412,854,183	-\$334,426,855	-68.1	83
Automobile Dealers	4411	\$62,530,544	\$366,170,331	-\$303,639,787	-70.8	45
Other Motor Vehicle Dealers	4412	\$9,150,532	\$33,932,121	-\$24,781,589	-57.5	19
Auto Parts, Accessories & Tire Stores	4413	\$6,746,252	\$12,751,731	-\$6,005,479	-30.8	15
Furniture & Home Furnishings Stores	442	\$12,378,700	\$9,446,494	\$2,932,206	13.4	17
Furniture Stores	4421	\$6,901,065	\$7,205,873	-\$304,808	-2.2	5
Home Furnishings Stores	4422	\$5,477,635	\$2,240,621	\$3,237,014	41.9	8
Electronics & Appliance Stores	443	\$9,966,926	\$9,277,847	\$689,079	3.6	16
Bldg Materials, Garden Equip. & Supply Stores	444	\$24,152,000	\$47,317,405	-\$23,165,405	-32.4	16
Bldg Material & Supplies Dealers	4441	\$22,288,439	\$40,715,727	-\$18,427,288	-29.2	14
Lawn & Garden Equip & Supply Stores	4442	\$1,863,561	\$6,601,678	-\$4,738,117	-56.0	2
Food & Beverage Stores	445	\$64,428,211	\$149,914,267	-\$85,486,056	-39.9	65
Grocery Stores	4451	\$58,766,139	\$108,072,012	-\$49,305,873	-29.6	40
Specialty Food Stores	4452	\$2,708,051	\$32,715,604	-\$30,007,553	-84.7	18
Beer, Wine & Liquor Stores	4453	\$2,954,021	\$9,126,651	-\$6,172,630	-51.1	7
Health & Personal Care Stores	446,4461	\$24,697,972	\$79,701,392	-\$55,003,420	-52.7	37
Gasoline Stations	447,4471	\$38,572,321	\$149,690,235	-\$111,117,914	-59.0	28
Clothing & Clothing Accessories Stores	448	\$17,078,311	\$21,250,858	-\$4,172,547	-10.9	37
Clothing Stores	4481	\$11,616,511	\$16,601,335	-\$4,984,824	-17.7	24
Shoe Stores	4482	\$2,635,075	\$2,085,891	\$549,184	11.6	6
Jewelry, Luggage & Leather Goods Stores	4483	\$2,826,725	\$2,563,632	\$263,093	4.9	7
Sporting Goods, Hobby, Book & Music Stores	451	\$8,501,359	\$19,976,552	-\$11,475,193	-40.3	13
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,035,181	\$7,181,300	-\$146,119	-1.0	11
Book, Periodical & Music Stores	4512	\$1,466,178	\$12,795,252	-\$11,329,074	-79.4	2
General Merchandise Stores	452	\$58,149,729	\$152,500,919	-\$94,351,190	-44.8	23
Department Stores Excluding Leased Depts.	4521	\$40,178,365	\$116,063,405	-\$75,885,040	-48.6	4
Other General Merchandise Stores	4529	\$17,971,364	\$36,437,514	-\$18,466,150	-33.9	19
Miscellaneous Store Retailers	453	\$14,806,776	\$18,982,703	-\$4,175,927	-12.4	48
Florists	4531	\$564,384	\$1,068,894	-\$504,510	-30.9	3
Office Supplies, Stationery & Gift Stores	4532	\$3,026,807	\$5,609,774	-\$2,582,967	-29.9	5
Used Merchandise Stores	4533	\$3,099,052	\$5,027,202	-\$1,928,150	-23.7	16
Other Miscellaneous Store Retailers	4539	\$8,116,533	\$7,276,833	\$839,700	5.5	20
Nonstore Retailers	454	\$9,495,883	\$4,240,330	\$5,255,553	38.3	2
Electronic Shopping & Mail-Order Houses	4541	\$7,927,851	\$1,434,575	\$6,493,276	69.4	1
Vending Machine Operators	4542	\$157,870	\$0	\$157,870	100.0	0
Direct Selling Establishments	4543	\$1,410,162	\$2,805,755	-\$1,395,593	-33.1	1
Food Services & Drinking Places	722	\$36,580,809	\$67,683,373	-\$31,102,564	-29.8	154
Special Food Services	7223	\$598,405	\$166,383	\$432,022	56.5	1
Drinking Places - Alcoholic Beverages	7224	\$2,724,716	\$1,081,845	\$1,642,871	43.2	3
Restaurants/Other Eating Places	7225	\$33,257,688	\$66,435,145	-\$33,177,457	-33.3	150

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail Marketplace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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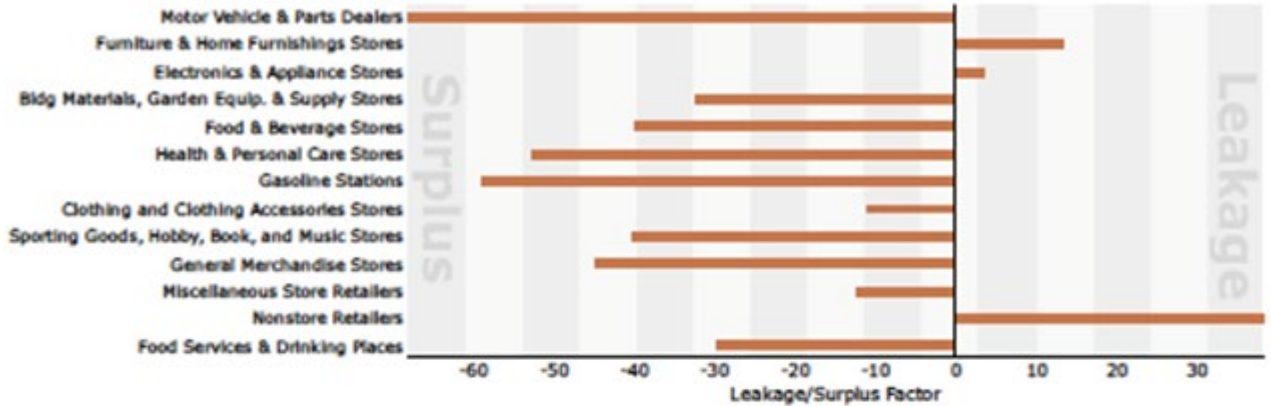


Retail MarketPlace Profile

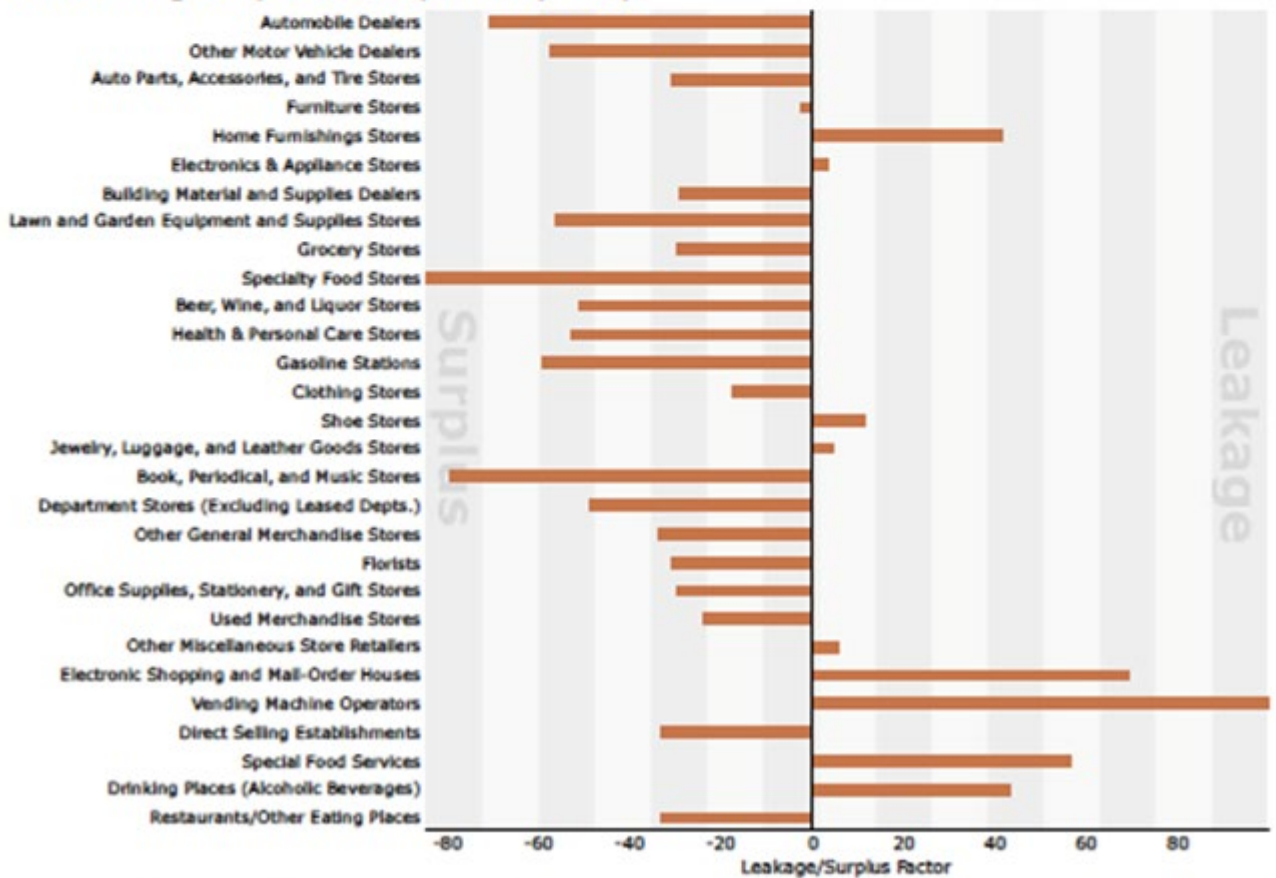
Fort Pierce City, FL
 Fort Pierce City, FL (1224300)
 Geography: Place

Prepared by Esri

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

St. Lucie County, FL
 St. Lucie County, FL (12111)
 Geography: County

Prepared by Esri

Summary Demographics

2020 Population	326,357
2020 Households	125,824
2020 Median Disposable Income	\$46,290
2020 Per Capita Income	\$28,458

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$3,617,959,400	\$4,282,124,271	-\$664,164,871	-8.4	1,956
Total Retail Trade	44-45	\$3,277,453,146	\$3,982,568,296	-\$705,115,150	-9.7	1,424
Total Food & Drink	722	\$340,506,254	\$299,555,975	\$40,950,279	6.4	532
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$714,142,127	\$824,404,509	-\$110,262,382	-7.2	219
Automobile Dealers	4411	\$568,387,568	\$642,479,775	-\$74,092,207	-6.1	81
Other Motor Vehicle Dealers	4412	\$84,159,099	\$135,736,343	-\$51,577,244	-23.5	58
Auto Parts, Accessories & Tire Stores	4413	\$61,595,460	\$46,188,391	\$15,407,069	14.3	72
Furniture & Home Furnishings Stores	442	\$118,156,829	\$78,724,879	\$39,431,950	20.0	78
Furniture Stores	4421	\$64,762,060	\$45,771,300	\$18,990,760	17.2	40
Home Furnishings Stores	4422	\$53,394,769	\$32,953,579	\$20,441,190	23.7	38
Electronics & Appliance Stores	443	\$92,429,633	\$46,846,987	\$45,582,646	32.7	56
Bldg Materials, Garden Equip. & Supply Stores	444	\$232,582,198	\$238,949,661	-\$6,367,463	-1.4	130
Bldg Material & Supplies Dealers	4441	\$215,186,148	\$217,863,394	-\$2,677,246	-0.6	101
Lawn & Garden Equip & Supply Stores	4442	\$17,396,050	\$21,086,267	-\$3,690,217	-9.6	21
Food & Beverage Stores	445	\$572,429,622	\$557,605,471	\$14,824,151	1.3	181
Grocery Stores	4451	\$521,143,481	\$460,400,220	\$60,743,261	6.2	113
Specialty Food Stores	4452	\$23,935,317	\$71,035,611	-\$47,100,294	-49.6	47
Beer, Wine & Liquor Stores	4453	\$27,350,824	\$26,169,640	\$1,181,184	2.2	21
Health & Personal Care Stores	446,4461	\$223,061,844	\$293,777,217	-\$70,715,373	-13.7	119
Gasoline Stations	447,4471	\$341,973,538	\$483,666,911	-\$141,693,373	-17.2	73
Clothing & Clothing Accessories Stores	448	\$157,874,360	\$177,572,200	-\$19,697,840	-5.9	151
Clothing Stores	4481	\$106,650,796	\$124,244,705	-\$17,593,909	-7.6	96
Shoe Stores	4482	\$24,187,124	\$15,254,476	\$8,932,646	22.6	23
Jewelry, Luggage & Leather Goods Stores	4483	\$27,036,440	\$38,073,017	-\$11,036,577	-17.0	40
Sporting Goods, Hobby, Book & Music Stores	451	\$78,403,751	\$106,878,421	-\$28,474,670	-15.4	80
Sporting Goods/Hobby/Musical Instr Stores	4511	\$65,172,065	\$93,068,299	-\$27,896,234	-17.6	71
Book, Periodical & Music Stores	4512	\$13,231,686	\$13,810,122	-\$578,436	-2.1	5
General Merchandise Stores	452	\$527,600,382	\$1,063,120,531	-\$535,520,149	-33.7	90
Department Stores Excluding Leased Depts.	4521	\$367,750,657	\$761,851,396	-\$394,100,739	-34.9	31
Other General Merchandise Stores	4529	\$159,849,725	\$301,269,135	-\$141,419,410	-30.7	59
Miscellaneous Store Retailers	453	\$133,509,733	\$88,889,265	\$44,620,468	20.1	215
Florists	4531	\$5,605,469	\$3,796,628	\$1,808,841	19.2	20
Office Supplies, Stationery & Gift Stores	4532	\$28,304,537	\$24,119,960	\$4,184,577	8.0	40
Used Merchandise Stores	4533	\$28,379,487	\$17,694,604	\$10,684,883	23.2	47
Other Miscellaneous Store Retailers	4539	\$71,220,240	\$43,278,073	\$27,942,167	24.4	108
Nonstore Retailers	454	\$85,289,129	\$22,132,244	\$63,156,885	58.8	24
Electronic Shopping & Mail-Order Houses	4541	\$71,997,335	\$15,026,946	\$56,970,389	65.5	12
Vending Machine Operators	4542	\$1,397,960	\$1,110,556	\$287,404	11.5	6
Direct Selling Establishments	4543	\$11,893,834	\$5,994,736	\$5,899,095	33.0	6
Food Services & Drinking Places	722	\$340,506,254	\$299,555,975	\$40,950,279	6.4	532
Special Food Services	7223	\$5,613,699	\$2,301,410	\$3,312,289	41.8	14
Drinking Places - Alcoholic Beverages	7224	\$26,941,548	\$4,404,548	\$22,537,000	71.9	16
Restaurants/Other Eating Places	7225	\$307,951,007	\$292,850,017	\$15,100,990	2.5	502

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail Marketplace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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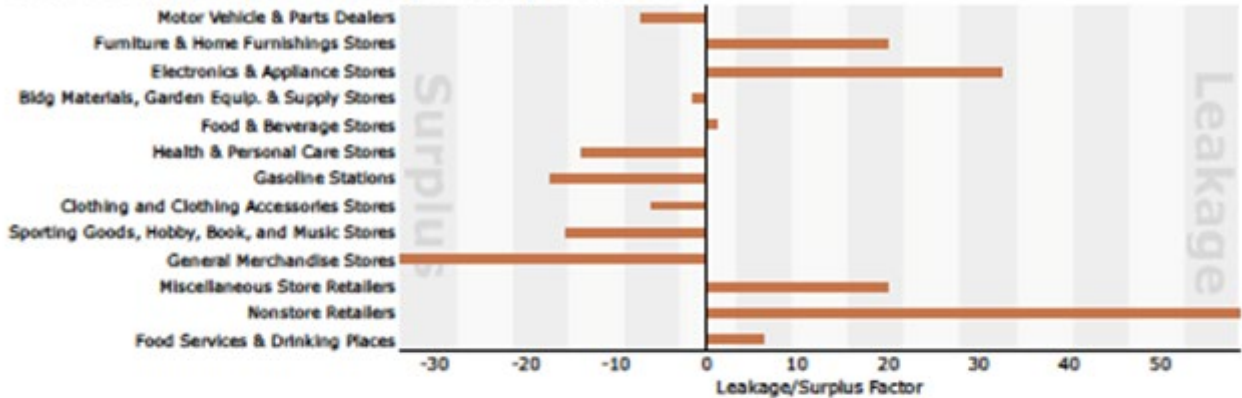
esri

Retail MarketPlace Profile

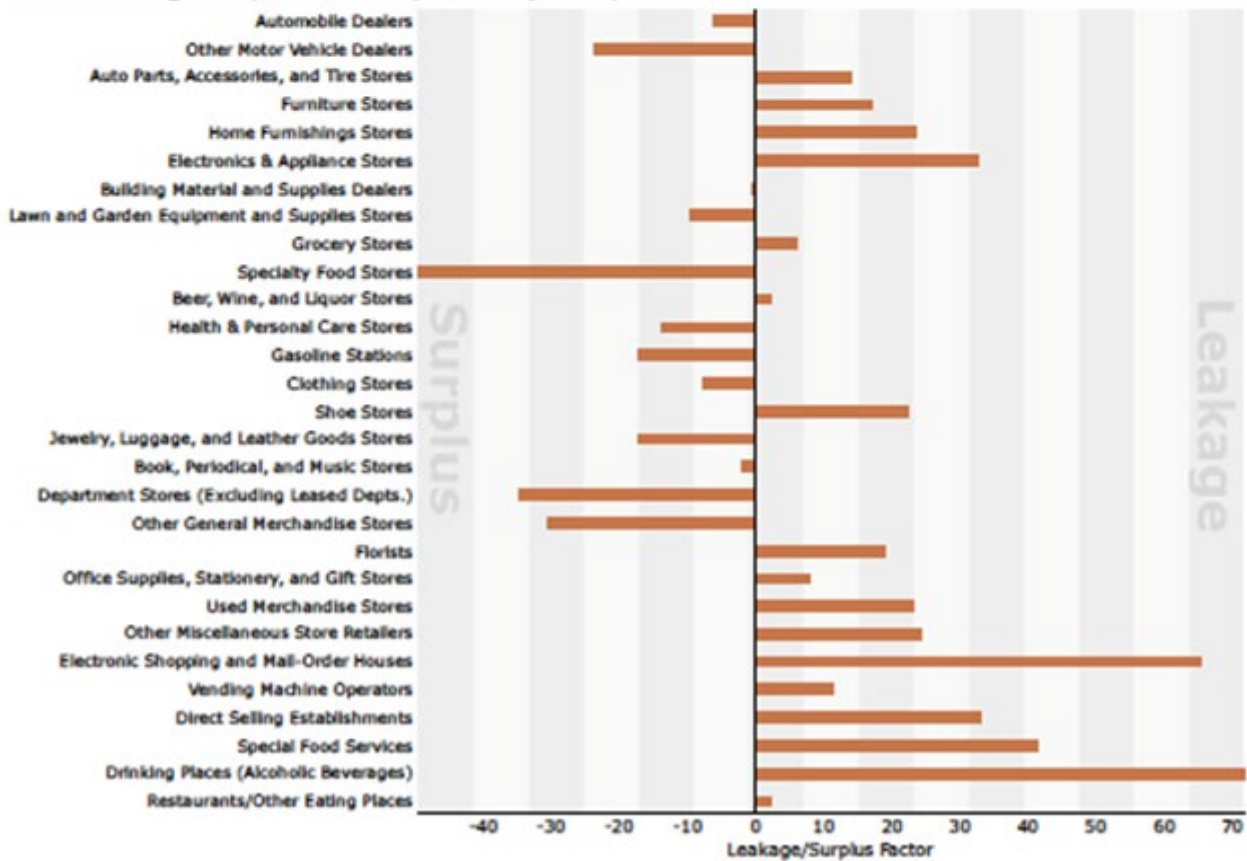
St. Lucie County, FL
St. Lucie County, FL (12111)
Geography: County

Prepared by Esri

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.

Appendix C

Tapestry Segmentation



Tapestry Segmentation Area Profile

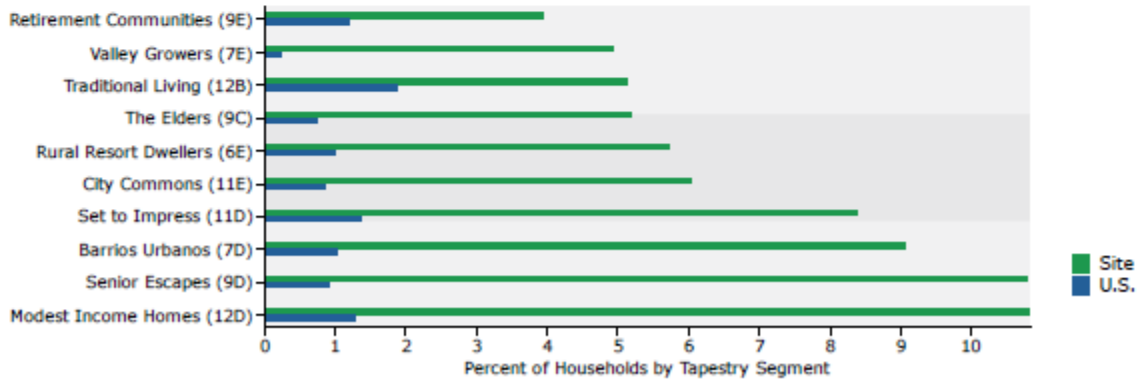
Fort Pierce City, FL
 Fort Pierce City, FL (1224300)
 Geography: Place

Prepared by Esri

Top Twenty Tapestry

Rank	Tapestry Segment	2020 Households		2020 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Modest Income Homes (12D)	10.8%	10.8%	1.3%	1.3%	846
2	Senior Escapes (9D)	10.8%	21.6%	0.9%	2.2%	1,175
3	Barrios Urbanos (7D)	9.1%	30.7%	1.0%	3.2%	876
4	Set to Impress (11D)	8.4%	39.1%	1.4%	4.6%	608
5	City Commons (11E)	6.0%	45.1%	0.9%	5.5%	696
Subtotal		45.1%		5.5%		
6	Rural Resort Dwellers (6E)	5.7%	50.8%	1.0%	6.5%	566
7	The Elders (9C)	5.2%	56.0%	0.7%	7.2%	695
8	Traditional Living (12B)	5.1%	61.1%	1.9%	9.1%	269
9	Valley Growers (7E)	5.0%	66.1%	0.2%	9.3%	2,052
10	Retirement Communities (9E)	3.9%	70.0%	1.2%	10.5%	327
Subtotal		24.9%		5.0%		
11	Front Porches (8E)	3.4%	73.4%	1.6%	12.1%	217
12	Heartland Communities (6F)	3.3%	76.7%	2.3%	14.4%	144
13	Social Security Set (9F)	3.2%	79.9%	0.8%	15.2%	396
14	Down the Road (10D)	3.0%	82.9%	1.2%	16.4%	263
15	Hardscrabble Road (8G)	2.5%	85.4%	1.2%	17.6%	208
Subtotal		15.4%		7.1%		
16	International Marketplace (13A)	2.4%	87.8%	1.2%	18.8%	196
17	The Great Outdoors (6C)	2.2%	90.0%	1.6%	20.4%	143
18	American Dreamers (7C)	2.2%	92.2%	1.5%	21.9%	148
19	Small Town Simplicity (12C)	1.9%	94.1%	1.8%	23.7%	106
20	Rustbelt Traditions (5D)	1.9%	96.0%	2.2%	25.9%	87
Subtotal		10.6%		8.3%		
Total		96.2%		25.9%		372

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

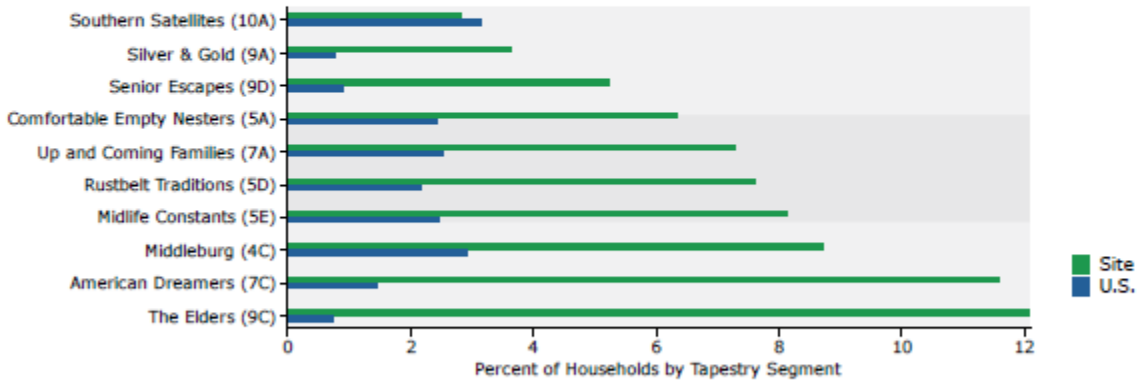
St. Lucie County, FL
 St. Lucie County, FL (12111)
 Geography: County

Prepared by Esri

Top Twenty Tapestry

Rank	Tapestry Segment	2020 Households		2020 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	The Elders (9C)	12.1%	12.1%	0.7%	0.7%	1620
2	American Dreamers (7C)	11.6%	23.7%	1.5%	2.2%	789
3	Middleburg (4C)	8.8%	32.5%	2.9%	5.1%	298
4	Midlife Constants (5E)	8.2%	40.7%	2.5%	7.6%	331
5	Rustbelt Traditions (5D)	7.6%	48.3%	2.2%	9.8%	350
Subtotal		48.3%		9.8%		
6	Up and Coming Families (7A)	7.3%	55.6%	2.5%	12.3%	287
7	Comfortable Empty Nesters (5A)	6.4%	62.0%	2.4%	14.7%	259
8	Senior Escapes (9D)	5.2%	67.2%	0.9%	15.6%	571
9	Silver & Gold (9A)	3.6%	70.8%	0.8%	16.4%	462
10	Southern Satellites (10A)	2.8%	73.6%	3.2%	19.6%	90
Subtotal		25.3%		9.8%		
11	Small Town Simplicity (12C)	2.1%	75.7%	1.8%	21.4%	113
12	The Great Outdoors (6C)	2.0%	77.7%	1.6%	23.0%	125
13	Traditional Living (12B)	2.0%	79.7%	1.9%	24.9%	103
14	Heartland Communities (6F)	2.0%	81.7%	2.3%	27.2%	86
15	Set to Impress (11D)	1.7%	83.4%	1.4%	28.6%	125
Subtotal		9.8%		9.0%		
16	Family Foundations (12A)	1.6%	85.0%	1.0%	29.6%	151
17	Modest Income Homes (12D)	1.5%	86.5%	1.3%	30.9%	120
18	Salt of the Earth (6B)	1.4%	87.9%	2.9%	33.8%	50
19	Barrios Urbanos (7D)	1.3%	89.2%	1.0%	34.8%	124
20	Front Porches (8E)	1.1%	90.3%	1.6%	36.4%	73
Subtotal		6.9%		7.8%		
Total		90.3%		36.4%		248

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Appendix D

2020 Esri® Tapestry™ Segmentation Methodology



AN ESRI
WHITE PAPER

JUNE 2020

Methodology Statement: 2020 Esri® Tapestry™ Segmentation

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Methodology Statement: 2020 Esri Tapestry Segmentation

Introduction

The latest generation of Tapestry™ Segmentation, a market segmentation system designed to identify consumer markets in the United States, incorporates the effects of growth and decline in the last decade on established consumer markets plus the emergence of new markets populated by the Millennials and immigrants. Reflecting the increasing diversity among American consumers, Tapestry includes 67 distinct market segments and 14 summary groups.

Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and lifestages. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification model with 67 distinct, behavioral market segments.

Building Tapestry: The Methods

Cluster analysis is the generic approach used to create a market segmentation system. There are a number of different techniques or clustering methods that can be applied to identify and classify market types. Each technique has its strengths and weaknesses. Previous generations of Tapestry Segmentation have been built using a combination of techniques, such as the iterative partition K-means algorithm, to create the initial clusters or market segments, followed by application of Ward's hierarchical minimum variance method to group the clusters. Combining the techniques matches the strengths of each to enable a more effective solution. Tapestry Segmentation combines the traditional with the latest data mining techniques to provide a robust and compelling segmentation of US neighborhoods. Esri developed and incorporated these data mining techniques to enhance traditional methods to work with large, geodemographic databases. Robust methods are less susceptible to extreme values or outliers, and, therefore, crucial to small-area analysis. The traditional cluster analysis method has a long track record in developing market segmentation systems. Complementary use of data mining techniques and implementation of robust methods enhance the effectiveness of traditional statistical methodology in developing the next generation of Tapestry.

For a broader view of consumer markets, cluster analysis is also used to develop the summary groups of Tapestry segments. Summary groups are ideal when users want to work with fewer than 67 segments. The individual segments are combined into 14 LifeMode groups based on lifestyle and lifestage. Six urbanization groups present an alternative way of combining the 67 segments based on the segments' geographic

Building Tapestry: The Data

and physical features such as population density, size of city, and location relative to a metropolitan area.

Cluster analysis techniques are essentially heuristic methods that rely on exploratory procedures to arrive at stable and optimal solutions. The key to developing an effective market segmentation system lies in the selection of the variables used to classify consumers. US consumer markets are multidimensional and diverse. Using a large, well-selected array of attributes captures this diversity with the most powerful data available. Data sources include Census 2010, the American Community Survey (ACS), Esri's demographic updates, and consumer surveys such as the Survey of the American Consumer from MRI-Simmons to capture the subtlety and vibrancy of the US marketplace.

Selection of the variables used to identify consumer markets begins with data that includes household characteristics such as single person or family, income, relationships (married or multigenerational), and tenure; personal traits such as age, sex, education, employment, and marital status; and housing characteristics like home value or rent, type of housing (single family, apartment, town house, or mobile home), seasonal status, and owner costs relative to income. In essence, any characteristic that is likely to differentiate consumer spending and preferences is assessed for use in identifying consumer markets.

The selection process draws on Esri's experience in working with the 1980, 1990, 2000, and 2010 censuses and includes a range of multivariate statistical methods, including factor analysis, principal components analysis, plus review of correlation matrices and graphic methods. Selecting the most relevant variables is critical to defining homogeneous market segments; however, determining the most effective measure of each variable is equally important. Is income best represented by a median, an average, or an interval? Would household or disposable income best measure actual buying power? In the end, selection was narrowed to more than 60 attributes to identify and cluster US neighborhoods by market type. Tapestry profiles enable the comparison of consumer markets across the country for any area—user-defined or standard, including states, metropolitan areas, counties, places, census tracts, block groups, county subdivisions, designated market areas, ZIP Codes, even congressional districts.

Building Tapestry: The Validation

A verification process follows the creation of the segments to ensure their stability and validity. Replicating the segments with independent samples serves as one check of stability. Validity is checked through characteristics that are not used to generate the segments. Linking Tapestry Segmentation to the latest consumer survey data is the critical test. A market segmentation system must be able to distinguish consumer behavior—spending patterns and lifestyle choices—as expected. Esri verified the efficacy of its Tapestry Segmentation markets against consumer surveys from MRI-Simmons, which include nearly 6,000 product and service brands in 550 categories, along with readership of hundreds of magazines and newspapers, Internet usage, TV viewership by channel and program, radio listening, and other media.

Updating Tapestry: The Mid-Decade Refresh

Each year, select geographic areas may be assigned to a new market segment when research uncovers new or significant local growth. In 2017, a more systematic and comprehensive review was undertaken. Neighborhoods that experienced rapid household growth (since the last census) were evaluated and reclustered using updated Esri and ACS input data. Most of the areas retained their original assignment. However, almost 20 percent of the high-growth areas that were assessed warranted a new market assignment to reflect the change in their demographic profile more accurately.

For more information about Tapestry Segmentation, visit doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm or call 1-800-447-9778.

Esri's Data Development Team

Led by chief demographer Kyle R. Cassal, Esri's data development team has a 35-year history of excellence in market intelligence. The team's economists, statisticians, demographers, geographers, and analysts produce independent small-area demographic and socioeconomic estimates and forecasts for the United States. The team develops exclusive demographic models and methodologies to create market-proven datasets, many of which are now industry benchmarks such as Tapestry Segmentation, Consumer Spending, Market Potential, and annual Updated Demographics. Esri® demographics powers the ArcGIS® platform through dynamic web maps, data enrichment, reports, and infographics.

Appendix E

Consumer Expenditure Report Definitions

Consumer Expenditure Report Definitions

- (1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.
- (3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Appendix F

Future Land Use Designations and Zoning Districts

Future Land Use Designations and Zoning Districts

Downtown District

Future Land Use Plan designations – the Downtown District includes seven (7) Future Land Use designations as shown on the Future Land Use Map. Following is a list of those various designations and a brief description of each. The description of the designation is from the City of Fort Pierce Comprehensive Plan Future Land Use Element, and provides a basis for allowable uses as well as densities and intensities of use.

- Medium Density Residential, RM
 - Policy 1.1.6 of the Comprehensive Plan describes the RM designation as follows: The Medium Density Residential (RM) designation is intended for parcels that are best suited for multifamily residential uses ranging in density from six and one-half to 12 dwelling units per acre. This category allows small-lot single family units and multifamily dwellings including duplexes, condominiums and townhomes. Limited commercial uses intended to serve the residential uses shall be allowed. Compatible public, quasi-public, and special uses including parks, churches, non-profit clubs, schools and daycare facilities shall also be allowed. This category combines the previously allowed Medium Density Residential (Rme) and Moderate Density Residential (Rmo) categories.

- High Density Residential, RH
 - Policy 1.1.6 of the Comprehensive Plan describes the RH designation as follows: The High Density Residential (RH) designation is intended for parcels that are best suited for medium to high density multifamily residential uses ranging in density from 12 to 18 dwelling units per acre. This category allows multifamily dwellings including apartments, condominiums and townhomes. Limited commercial uses intended to serve the residential uses shall be allowed. Compatible public, quasi- public, and special uses including parks, churches, non-profit clubs, schools and daycare facilities shall also be allowed.

- Offices – professional & Business Services, OP
 - Policy 1.1.6 of the Comprehensive Plan describes the OP designation as follows: The CO designation provides for office and limited commercial developments or horizontal and vertical mixed-use developments. Commercial

uses that do not directly sell, store, or display goods, and generate limited auto trips are allowed within this district. Permitted uses allowed within this designation include limited convenience commercial uses, restaurants, and hotels/motels, parks and recreation, along with compatible public, quasi-public, and special uses. Multifamily residences also allowed. This land use designation allows a maximum density of 18 dwelling units per acre and a maximum FAR of 1.0. Residential uses shall comprise up to 20 percent of the total floor area of the OP future land use designation.

- General Commercial, GC
 - Policy 1.1.6 of the Comprehensive Plan describes the GC designation as follows: The General Commercial designation provides for higher intensity commercial developments or horizontal and vertical mixed-use developments. Uses allowed within this designation include multifamily residential, intensive and general commercial, retail, service, offices, tourist/entertainment facilities, hotels/motels, parks and recreation, along with compatible public, quasi-public, and special uses. This land use designation allows for a maximum density of 15 dwelling units per acre and a maximum FAR of 1.0. Development shall include either commercial or mixed uses fronting major roadway corridors with higher intensity near major intersections. Residential uses may comprise up to 20 percent of the total floor area of the General Commercial future land use designation.

- Central Business District (CBD)
 - Policy 1.1.6 of the Comprehensive Plan describes the CBD designation as follows: The CBD designation mixed-use high-rise development and single-use or mixed-use development that includes ground floor office/retail beneath residential apartments and condominiums. The CBD is intended to provide higher density mixed-use development within downtown Fort Pierce. Uses within the CBD shall include residential (condominiums and apartments); office including artist work and sales space; retail including boutiques, cafes, and restaurants; fuel sales; hotels/motels; parks and recreation; governmental facilities; complementary parks and parking facilities. This land use designation allows a maximum density of 30 dwelling units per acre and a maximum FAR of 3.0. Key characteristics of CBD shall include:
 - Compact and intensive development pattern on a pedestrian scale;
 - Buildings oriented to the street and define the streetscape and civic

- spaces;
 - Development design that encourages pedestrian-oriented activities with plazas, cafes, bookstores, and restaurants that draw a variety of people;
 - Vertical and horizontal integration of residential and non- residential uses;
 - Good connection to transit and pedestrian facilities;
 - Public parks and open space areas within walking distance of development;
 - Parking that is integrated into street design and buildings or placed in separate structures; and
 - Wide sidewalks with appropriate pedestrian amenities.
 - Residential uses shall comprise a minimum of 25 percent of the total floor area of the Central Business District future land use designation

- Industrial (I)
 - Policy 1.1.6 of the Comprehensive Plan describes the I designation as follows: The Industrial designation is intended for parcels suitable for industrial development and to promote the City's position as a major employment center. The uses allowed under this designation include light manufacturing and processing facilities; storage and distribution facilities; warehousing; general and intensive commercial uses; research corporate parks, large business parks and mixed use office parks; office, retail, and service uses that provide support to employees; and compatible public, quasi-public, and special uses. This land use designation allows a maximum FAR of 1.5

- Conservation & Open Space
 - Policy 1.1.6 of the Comprehensive Plan describes the CO designation as follows: The Conservation and Open Space designation is intended to provide for the preservation, continued growth, and enhancement of the City's rich resource of conservation areas, parklands, environmentally sensitive areas, recreational areas and open spaces. The designation provides for natural, managed and cultivated open space, including, natural parks, woodlands, habitat, floodplains, areas with permanent open space easements, greenways, and recreational facilities. This category combines the previously General Open Space (Os), Recreational Open Space (Osr), and Conservation Open Space (Osc) categories. This designation allows a maximum FAR of 0.25

Zoning Districts – the Downtown District includes eight (8) Zoning District as shown on the Official Zoning Map. Following is a list of those various districts and a brief description of each. The description of the district is from Article IV of the City of Fort Pierce Zoning Code, and includes general intent language.

- Residential Single Family, 3 Units/Acre, E3
 - Section 125-190 of the City of Fort Pierce Zoning Code describes the E3 Zoning District as follows: This classification is primarily intended to provide for areas of single-family dwellings with an average net density of less than three units per acre for conventional developments. Regulations for the district are designed to promote sound neighborhoods and accommodate compatible nonresidential uses. Water and sewer service should be available.

- High Density Residential, R5
 - Section 125-196 of the City of Fort Pierce Zoning Code describes the R5 Zoning District as follows: This residential category is intended to encourage the development of multifamily dwellings. Maximum gross densities should generally not exceed 15 units per acre for conventional developments and 18 units per acre for innovative residential developments. This zone provides for high density residential uses in locations which have suitable utilities and have good access to arterial or collector streets. Single-family homes, townhomes, duplexes, other residential uses, and various nonresidential uses are allowed when parameters and safeguards in this section are satisfied.

- General Commercial, C3
 - Section 125-200 of the City of Fort Pierce Zoning Code describes the C3 Zoning District as follows: The district is intended to provide for a broad variety of business activities including shoppers' goods stores, convenience goods and service establishments, offices and tourist/entertainment facilities. Many public and semi-public uses are also appropriate. Compared to the C-4 zone, this district is more suitable for uses requiring a high degree of accessibility to vehicular traffic, low intensity uses on large tracts of land, most repair services and small warehousing and wholesaling operations. Although this zone should be located along or near arterial or collector streets, it is not the intent of this district to encourage the extension of strip commercial areas. Instead it should promote concentrations of commercial activities.

- Central Commercial, C4
 - Section 125-201 of the City of Fort Pierce Zoning Code describes the C4 Zoning District as follows: This district is intended to serve as a primary center of commercial and institutional activity and as a readily identifiable focal point of the community and surrounding area. It is intended to be an intensively used area catering primarily to the pedestrian. The district is not suitable for low intensity uses requiring a large tract of land, most types of repair services, warehouses and other uses which would detract from the character of the area.

- Light Industrial, I1
 - Section 125-204 of the City of Fort Pierce Zoning Code describes the I1 Zoning District as follows: The purpose of this district is to provide for industrial and related uses with limited objectionable external effects in areas that are suitable for such operations due to the desirability of site characteristics, adequacy of utilities, appropriateness of transportation facilities and other factors. Acceptable manufacturing, warehousing, heavy commercial and similar uses are encouraged. Uses in the district may perform a support role for uses in other industrial areas.

- Planned Development, PD
 - Section 125-212 of the City of Fort Pierce Zoning Code describes the PD Zoning District as follows: The PD District is intended to provide a process for the evaluation of individually planned developments which are not otherwise permitted in the zoning districts established by this chapter. The PD District is to be a voluntary process commenced by an applicant for such zoning designation. The standards and procedures of this district are intended to promote flexibility of design and permit planned diversification and integration of uses and structures, while at the same time granting the city commission the absolute authority to establish such limitations and regulations as it deems necessary to protect the public health, safety and general welfare.

- Planned Unit Redevelopment, PUR.
 - Section 125-213 of the City of Fort Pierce Zoning Code describes the PUR Zoning District as follows: The Planned Unit Redevelopment (PUR) zone is intended to encourage comprehensive redevelopment within existing residential and commercial areas of the city. It is designed to achieve a desirable environment through application of flexible and diversified land

development standards in an overall site plan. It is further intended to promote economics in land development, maintenance, street systems and utility networks, resulting in the provision of needed housing and the redevelopment of older, less economically viable areas.

- General and Recreational Open Space, OS1
 - Section 125-208 of the City of Fort Pierce Zoning Code describes OS1 Zoning district as follows: This zone is intended primarily for uses which, by their nature of development, contribute open space and visual relief, significant to the area's development pattern, in part, due to the scenic value or the buffering functions of the use. The zone is designed to achieve this by primarily allowing recreational uses.

Fisherman's Wharf/Port

Future Land Use Plan designations – the Fisherman's Wharf/Port District includes four (4) Future Land Use designations as shown on the Future Land Use Map. Following is a list of those various designations and a brief description of each. The description of the designation is from the City of Fort Pierce Comprehensive Plan Future Land Use Element, and provides a basis for allowable uses as well as densities and intensities of use.

- General Commercial, GC
 - Policy 1.1.6 of the Comprehensive Plan describes the GC designation as follows: The General Commercial designation provides for higher intensity commercial developments or horizontal and vertical mixed-use developments. Uses allowed within this designation include multifamily residential, intensive and general commercial, retail, service, offices, tourist/entertainment facilities, hotels/motels, parks and recreation, along with compatible public, quasi-public, and special uses. This land use designation allows for a maximum density of 15 dwelling units per acre and a maximum FAR of 1.0. Development shall include either commercial or mixed uses fronting major roadway corridors with higher intensity near major intersections. Residential uses may comprise up to 20 percent of the total floor area of the General Commercial future land use designation.

- Industrial (I)
 - Policy 1.1.6 of the Comprehensive Plan describes the I designation as follows: The Industrial designation is intended for parcels suitable for industrial

development and to promote the City's position as a major employment center. The uses allowed under this designation include light manufacturing and processing facilities; storage and distribution facilities; warehousing; general and intensive commercial uses; research corporate parks, large business parks and mixed use office parks; office, retail, and service uses that provide support to employees; and compatible public, quasi-public, and special uses. This land use designation allows a maximum FAR of 1.5

- Marine Commercial (MC)
 - Policy 1.1.6 of the Comprehensive Plan describes the MC designation as follows: The Marine Commercial designation is intended to promote commercial and industrial uses with a focus on marine related establishments along the waterfront. Uses allowed within this designation include marine-related light industrial activities and tourist activities, marinas, boat stores/boat repair, restaurants, retail shops, hotels, and offices. Multifamily residences also allowed in this designation. This land use designation allows a maximum density of 15 dwelling units per acre and a maximum FAR of 1.0. Residential uses may comprise up to 20 percent of the total floor area of the Marine Commercial future land use designation.

- Conservation & Open Space
 - Policy 1.1.6 of the Comprehensive Plan describes the CO designation as follows: The Conservation and Open Space designation is intended to provide for the preservation, continued growth, and enhancement of the City's rich resource of conservation areas, parklands, environmentally sensitive areas, recreational areas and open spaces. The designation provides for natural, managed and cultivated open space, including, natural parks, woodlands, habitat, floodplains, areas with permanent open space easements, greenways, and recreational facilities. This category combines the previously General Open Space (Os), Recreational Open Space (Osr), and Conservation Open Space (Osc) categories. This designation allows a maximum FAR of 0.25.

Zoning Districts – The Fisherman’s Wharf/Port District includes five (5) Zoning District as shown on the Official Zoning Map. Following is a list of those various districts and a brief description of each. The description of the district is from Article IV of the City of Fort Pierce Zoning Code, and includes general intent language.

- General Commercial, C3
 - Section 125-200 of the City of Fort Pierce Zoning Code describes the C3 Zoning District as follows: The district is intended to provide for a broad variety of business activities including shoppers' goods stores, convenience goods and service establishments, offices and tourist/entertainment facilities. Many public and semi-public uses are also appropriate. Compared to the C-4 zone, this district is more suitable for uses requiring a high degree of accessibility to vehicular traffic, low intensity uses on large tracts of land, most repair services and small warehousing and wholesaling operations. Although this zone should be located along or near arterial or collector streets, it is not the intent of this district to encourage the extension of strip commercial areas. Instead it should promote concentrations of commercial activities.

- Light Industrial, I1
 - Section 125-204 of the City of Fort Pierce Zoning Code describes the I1 Zoning District as follows: The purpose of this district is to provide for industrial and related uses with limited objectionable external effects in areas that are suitable for such operations due to the desirability of site characteristics, adequacy of utilities, appropriateness of transportation facilities and other factors. Acceptable manufacturing, warehousing, heavy commercial and similar uses are encouraged. Uses in the district may perform a support role for uses in other industrial areas.

- Marine Industrial, I2
 - Section 125-205 of the City of Fort Pierce Zoning Code describes the I2 Zoning District as follows: This zone is intended primarily to provide a location for port activities, marine industry and supporting uses. In addition, certain nonindustrial water-oriented uses and uses associated with them may be permitted. The district is designed to exclude uses which can be located equally well elsewhere and are inconsistent with the character of the district. Large areas with adequate waterfront, street and railroad access are appropriate for this type of zoning.

- Planned Unit Redevelopment, PUR.
 - Section 125-213 of the City of Fort Pierce Zoning Code describes the PUR Zoning District as follows: The Planned Unit Redevelopment (PUR) zone is intended to encourage comprehensive redevelopment within existing residential and commercial areas of the city. It is designed to achieve a desirable environment through application of flexible and diversified land

development standards in an overall site plan. It is further intended to promote economics in land development, maintenance, street systems and utility networks, resulting in the provision of needed housing and the redevelopment of older, less economically viable areas.

- General and Recreational Open Space, OS1
 - Section 125-208 of the City of Fort Pierce Zoning Code describes OS1 Zoning district as follows: This zone is intended primarily for uses which, by their nature of development, contribute open space and visual relief, significant to the area's development pattern, in part, due to the scenic value or the buffering functions of the use. The zone is designed to achieve this by primarily allowing recreational uses.

Lincoln Park

Future Land Use Plan designations – the Lincoln Park District includes six (6) Future Land Use designations as shown on the Future Land Use Map. Following is a list of those various designations and a brief description of each. The description of the designation is from the City of Fort Pierce Comprehensive Plan Future Land Use Element, and provides a basis for allowable uses as well as densities and intensities of use.

- Low Density Residential, RL
 - Policy 1.1.6 of the Comprehensive Plan describes the RL designation as follows: The Low Density Residential (RL) designation is intended for parcels that are best suited for lower density residential uses. The predominant development typology will consist of single family detached housing but can also contain duplexes and multifamily residences. Limited commercial uses intended to serve the neighborhood shall be allowed. Compatible public, quasi-public, and special uses including parks, churches, non-profit clubs, schools and daycare facilities shall also be allowed. This land use category ranges in density from one to six and one-half dwelling units per acre. This category combines the previously allowed Residential Suburban (RS), Residential Urban (RU) and Low Density Residential (RI) categories.
- Medium Density Residential, RM
 - Policy 1.1.6 of the Comprehensive Plan describes the RM designation as follows: The Medium Density Residential (RM) designation is intended for parcels that are best suited for multifamily residential uses ranging in density

from six and one-half to 12 dwelling units per acre. This category allows small-lot single family units and multifamily dwellings including duplexes, condominiums and townhomes. Limited commercial uses intended to serve the residential uses shall be allowed. Compatible public, quasi-public, and special uses including parks, churches, non-profit clubs, schools and daycare facilities shall also be allowed. This category combines the previously allowed Medium Density Residential (Rme) and Moderate Density Residential (Rmo) categories.

- Neighborhood Commercial, NC
 - Policy 1.1.6 of the Comprehensive Plan describes the NC designation as follows: The Neighborhood Commercial designation permits lower intensity commercial developments that are primarily intended to serve surrounding neighborhoods and residential areas. Uses allowed within this designation include limited retail and commercial services such as convenience/grocery stores, beauty salons, day care facilities; offices; and multifamily residential. This land use designation allows a maximum density of 10 dwelling units per acre and a maximum FAR of 0.5. Residential uses may comprise up to 20 percent of the total floor area of the Neighborhood Commercial future land use designation.

- General Commercial, GC
 - Policy 1.1.6 of the Comprehensive Plan describes the GC designation as follows: The General Commercial designation provides for higher intensity commercial developments or horizontal and vertical mixed-use developments. Uses allowed within this designation include multifamily residential, intensive and general commercial, retail, service, offices, tourist/entertainment facilities, hotels/motels, parks and recreation, along with compatible public, quasi-public, and special uses. This land use designation allows for a maximum density of 15 dwelling units per acre and a maximum FAR of 1.0. Development shall include either commercial or mixed uses fronting major roadway corridors with higher intensity near major intersections. Residential uses may comprise up to 20 percent of the total floor area of the General Commercial future land use designation.

- Institutional, (INST)
 - Policy 1.1.6 of the Comprehensive Plan describes the INST designation as follows: The Institutional designation provides for public, quasi-public and private institutional uses. Permitted uses within this designation include government buildings; private and public schools; community centers; colleges; public airports; public parking structures; major community facilities, including hospitals, non-profit medical facilities, medical facilities; religious institutions, and government offices. A maximum of 1.0 FAR is permitted.

- Conservation & Open Space
 - Policy 1.1.6 of the Comprehensive Plan describes the CO designation as follows: The Conservation and Open Space designation is intended to provide for the preservation, continued growth, and enhancement of the City's rich resource of conservation areas, parklands, environmentally sensitive areas, recreational areas and open spaces. The designation provides for natural, managed and cultivated open space, including, natural parks, woodlands, habitat, floodplains, areas with permanent open space easements, greenways, and recreational facilities. This category combines the previously General Open Space (Os), Recreational Open Space (Osr), and Conservation Open Space (Osc) categories. This designation allows a maximum FAR of 0.25

Zoning Districts – the Lincoln Park District includes six (6) Zoning District as shown on the Official Zoning Map. Following is a list of those various districts and a brief description of each. The description of the district is from Article IV of the City of Fort Pierce Zoning Code, and includes general intent language.

- Single Family Moderate Density, R3
 - Section 125-193 of the City of Fort Pierce Zoning Code describes the R3 Zoning District as follows: The major purpose of this zoning district is to provide for areas of single-family dwellings with an average net density in conventional developments of approximately six units per acre or less. Innovative residential developments, however, may have higher densities. Duplexes and certain nonresidential uses are allowed when appropriate conditions and safeguards indicated in this section are fulfilled. This classification can be effectively applied to areas serving as a transition between lower density single-family zones and residential districts with medium or high densities. Public water and sewer service should be available.

- Medium Density Residential, R4
 - Section 125-194 of the City of Fort Pierce Zoning Code describes the R4 Zoning District as follows: The medium density residential district is designed to accommodate a variety of housing types, including conventional single-family dwellings, duplexes and, where desirable, townhome dwellings, mobile homes or multifamily housing with three or more dwelling units. Maximum gross densities should generally not exceed ten units per acre for conventional developments and 12 units per acre for innovative residential developments. This intensity of residential use is envisioned for locations which have public water and sewer service and which have adequate access to arterial or collector streets. Certain nonresidential uses are permitted under the parameters and safeguards set forth in this section.

- Neighborhood Commercial, C2
 - Section 125-199 of the City of Fort Pierce Zoning Code describes the C2 Zoning District as follows: This district is intended to be a restricted commercial zone which is designed to meet some of the commercial needs of the immediate residential neighborhood. Uses allowed are primarily those which provide convenience goods or frequently used services. Large business operations and extensions of strip commercial areas are not desired. Areas zoned C-2 should be located near the intersections of major streets and generally close to an R-4 zone.

- General Commercial, C3
 - Section 125-200 of the City of Fort Pierce Zoning Code describes the C3 Zoning District as follows: The district is intended to provide for a broad variety of business activities including shoppers' goods stores, convenience goods and service establishments, offices and tourist/entertainment facilities. Many public and semi-public uses are also appropriate. Compared to the C-4 zone, this district is more suitable for uses requiring a high degree of accessibility to vehicular traffic, low intensity uses on large tracts of land, most repair services and small warehousing and wholesaling operations. Although this zone should be located along or near arterial or collector streets, it is not the intent of this district to encourage the extension of strip commercial areas. Instead it should promote concentrations of commercial activities.

- Planned Unit Redevelopment, PUR.
 - Section 125-213 of the City of Fort Pierce Zoning Code describes the PUR Zoning District as follows: The Planned Unit Redevelopment (PUR) zone is intended to encourage comprehensive redevelopment within existing residential and commercial areas of the city. It is designed to achieve a desirable environment through application of flexible and diversified land development standards in an overall site plan. It is further intended to promote economics in land development, maintenance, street systems and utility networks, resulting in the provision of needed housing and the redevelopment of older, less economically viable areas.

- General and Recreational Open Space, OS1
 - Section 125-208 of the City of Fort Pierce Zoning Code describes OS1 Zoning district as follows: This zone is intended primarily for uses which, by their nature of development, contribute open space and visual relief, significant to the area's development pattern, in part, due to the scenic value or the buffering functions of the use. The zone is designed to achieve this by primarily allowing recreational uses.

Peacock Art's District

Future Land Use Plan designations – the Peacock Art's District includes six (6) Future Land Use designations as shown on the Future Land Use Map. Following is a list of those various designations and a brief description of each. The description of the designation is from the City of Fort Pierce Comprehensive Plan Future Land Use Element, and provides a basis for allowable uses as well as densities and intensities of use.

- Low Density Residential, RL
 - Policy 1.1.6 of the Comprehensive Plan describes the RL designation as follows: The Low Density Residential (RL) designation is intended for parcels that are best suited for lower density residential uses. The predominant development typology will consist of single family detached housing but can also contain duplexes and multifamily residences. Limited commercial uses intended to serve the neighborhood shall be allowed. Compatible public, quasi-public, and special uses including parks, churches, non-profit clubs, schools and daycare facilities shall also be allowed. This land use category ranges in density from one to six and one-half dwelling units per acre. This category combines the previously allowed Residential Suburban (RS), Residential Urban (RU) and Low Density Residential (RI) categories.

- Medium Density Residential, RM
 - Policy 1.1.6 of the Comprehensive Plan describes the RM designation as follows: The Medium Density Residential (RM) designation is intended for parcels that are best suited for multifamily residential uses ranging in density from six and one-half to 12 dwelling units per acre. This category allows small-lot single family units and multifamily dwellings including duplexes, condominiums and townhomes. Limited commercial uses intended to serve the residential uses shall be allowed. Compatible public, quasi-public, and special uses including parks, churches, non-profit clubs, schools and daycare facilities shall also be allowed. This category combines the previously allowed Medium Density Residential (Rme) and Moderate Density Residential (Rmo) categories.

- Offices – Professional & Business Services, OP
 - Policy 1.1.6 of the Comprehensive Plan describes the OP designation as follows: The CO designation provides for office and limited commercial developments or horizontal and vertical mixed-use developments. Commercial uses that do not directly sell, store, or display goods, and generate limited auto trips are allowed within this district. Permitted uses allowed within this designation include limited convenience commercial uses, restaurants, and hotels/motels, parks and recreation, along with compatible public, quasi-public, and special uses. Multifamily residences also allowed. This land use designation allows a maximum density of 18 dwelling units per acre and a maximum FAR of 1.0. Residential uses shall comprise up to 20 percent of the total floor area of the OP future land use designation.

- General Commercial, GC
 - Policy 1.1.6 of the Comprehensive Plan describes the GC designation as follows: The General Commercial designation provides for higher intensity commercial developments or horizontal and vertical mixed-use developments. Uses allowed within this designation include multifamily residential, intensive and general commercial, retail, service, offices, tourist/entertainment facilities, hotels/motels, parks and recreation, along with compatible public, quasi-public, and special uses. This land use designation allows for a maximum density of 15 dwelling units per acre and a maximum FAR of 1.0. Development shall include either commercial or mixed uses fronting major roadway corridors with higher intensity near major intersections. Residential uses may comprise

up to 20 percent of the total floor area of the General Commercial future land use designation.

- Institutional, (INST)
 - Policy 1.1.6 of the Comprehensive Plan describes the INST designation as follows: The Institutional designation provides for public, quasi-public and private institutional uses. Permitted uses within this designation include government buildings; private and public schools; community centers; colleges; public airports; public parking structures; major community facilities, including hospitals, non-profit medical facilities, medical facilities; religious institutions, and government offices. A maximum of 1.0 FAR is permitted.

- Conservation & Open Space
 - Policy 1.1.6 of the Comprehensive Plan describes the CO designation as follows: The Conservation and Open Space designation is intended to provide for the preservation, continued growth, and enhancement of the City's rich resource of conservation areas, parklands, environmentally sensitive areas, recreational areas and open spaces. The designation provides for natural, managed and cultivated open space, including, natural parks, woodlands, habitat, floodplains, areas with permanent open space easements, greenways, and recreational facilities. This category combines the previously General Open Space (Os), Recreational Open Space (Osr), and Conservation Open Space (Osc) categories. This designation allows a maximum FAR of 0.25

Zoning Districts – The Peacock Art’s District includes four (4) Zoning District as shown on the Official Zoning Map. Following is a list of those various districts and a brief description of each. The description of the district is from Article IV of the City of Fort Pierce Zoning Code, and includes general intent language.

- Single Family Moderate Density, R3
 - Section 125-193 of the City of Fort Pierce Zoning Code describes the R3 Zoning District as follows: The major purpose of this zoning district is to provide for areas of single-family dwellings with an average net density in conventional developments of approximately six units per acre or less. Innovative residential developments, however, may have higher densities. Duplexes and certain nonresidential uses are allowed when appropriate conditions and safeguards indicated in this section are fulfilled. This classification can be effectively applied to areas serving as a transition

between lower density single-family zones and residential districts with medium or high densities. Public water and sewer service should be available.

- Medium Density Residential, R4
 - Section 125-194 of the City of Fort Pierce Zoning Code describes the R4 Zoning District as follows: The medium density residential district is designed to accommodate a variety of housing types, including conventional single-family dwellings, duplexes and, where desirable, townhome dwellings, mobile homes or multifamily housing with three or more dwelling units. Maximum gross densities should generally not exceed ten units per acre for conventional developments and 12 units per acre for innovative residential developments. This intensity of residential use is envisioned for locations which have public water and sewer service and which have adequate access to arterial or collector streets. Certain nonresidential uses are permitted under the parameters and safeguards set forth in this section.

- Office Commercial Zone, C1
 - Section 125-198 of the City of Fort Pierce Zoning Code describes the C1 Zoning District as follows: This commercial classification is intended primarily for uses involving business and institutional uses which do not involve the direct sale or display of goods, the production of goods or the storage or shipment of bulk or large volume materials. Convenience commercial facilities, restaurants and certain other uses are allowed when appropriate conditions and safeguards indicated in this section are fulfilled. Uses in this district should have good access to arterial or collector streets. This district is sometimes suitable for use as a buffer separating other commercial zones from residential districts.

- General Commercial, C3
 - Section 125-200 of the City of Fort Pierce Zoning Code describes the C3 Zoning District as follows: The district is intended to provide for a broad variety of business activities including shoppers' goods stores, convenience goods and service establishments, offices and tourist/entertainment facilities. Many public and semi-public uses are also appropriate. Compared to the C-4 zone, this district is more suitable for uses requiring a high degree of accessibility to vehicular traffic, low intensity uses on large tracts of land, most repair services and small warehousing and wholesaling operations. Although this zone should be located along or near arterial or collector streets, it is not the

intent of this district to encourage the extension of strip commercial areas. Instead it should promote concentrations of commercial activities.

South Beach

Future Land Use Plan designations – the South Beach District includes eight (8) Future Land Use designations as shown on the Future Land Use Map. Following is a list of those various designations and a brief description of each. The description of the designation is from the City of Fort Pierce Comprehensive Plan Future Land Use Element, and provides a basis for allowable uses as well as densities and intensities of use.

- Low Density Residential, RL
 - Policy 1.1.6 of the Comprehensive Plan describes the RL designation as follows: The Low Density Residential (RL) designation is intended for parcels that are best suited for lower density residential uses. The predominant development typology will consist of single family detached housing but can also contain duplexes and multifamily residences. Limited commercial uses intended to serve the neighborhood shall be allowed. Compatible public, quasi-public, and special uses including parks, churches, non-profit clubs, schools and daycare facilities shall also be allowed. This land use category ranges in density from one to six and one-half dwelling units per acre. This category combines the previously allowed Residential Suburban (RS), Residential Urban (RU) and Low Density Residential (RI) categories.

- Hutchinson Island Residential, HIR
 - Policy 1.1.6 of the Comprehensive Plan describes the HIR designation as follows: The Hutchinson Island Residential (HIR) designation is intended for parcels that are best suited for residential development on Hutchinson Island. This future land use category allows single-family detached and attached units, duplexes and multifamily residences at densities ranging up to eight dwelling units per acre. Limited public uses and commercial uses that are compatible with the surrounding development shall also be allowed. The previous "Medium Density Residential Hutchinson Island (Rmhi)" has been renamed.

- Medium Density Residential, RM
 - Policy 1.1.6 of the Comprehensive Plan describes the RM designation as follows: The Medium Density Residential (RM) designation is intended for parcels that are best suited for multifamily residential uses ranging in density

from six and one-half to 12 dwelling units per acre. This category allows small-lot single family units and multifamily dwellings including duplexes, condominiums and townhomes. Limited commercial uses intended to serve the residential uses shall be allowed. Compatible public, quasi-public, and special uses including parks, churches, non-profit clubs, schools and daycare facilities shall also be allowed. This category combines the previously allowed Medium Density Residential (Rme) and Moderate Density Residential (Rmo) categories.

- Neighborhood Commercial, NC
 - Policy 1.1.6 of the Comprehensive Plan describes the NC designation as follows: The Neighborhood Commercial designation permits lower intensity commercial developments that are primarily intended to serve surrounding neighborhoods and residential areas. Uses allowed within this designation include limited retail and commercial services such as convenience/grocery stores, beauty salons, day care facilities; offices; and multifamily residential. This land use designation allows a maximum density of 10 dwelling units per acre and a maximum FAR of 0.5. Residential uses may comprise up to 20 percent of the total floor area of the Neighborhood Commercial future land use designation.

- General Commercial, GC
 - Policy 1.1.6 of the Comprehensive Plan describes the GC designation as follows: The General Commercial designation provides for higher intensity commercial developments or horizontal and vertical mixed-use developments. Uses allowed within this designation include multifamily residential, intensive and general commercial, retail, service, offices, tourist/entertainment facilities, hotels/motels, parks and recreation, along with compatible public, quasi-public, and special uses. This land use designation allows for a maximum density of 15 dwelling units per acre and a maximum FAR of 1.0. Development shall include either commercial or mixed uses fronting major roadway corridors with higher intensity near major intersections. Residential uses may comprise up to 20 percent of the total floor area of the General Commercial future land use designation.

- Hutchinson Island Mixed Use, (HIMU)
 - Policy 1.1.6 of the Comprehensive Plan describes the HIMU designation as

follows: The Hutchinson Island Mixed Use (HIMU) designation is intended for parcels that are best suited for medium to high density and intensity mixed use developments on Hutchinson Island. The maximum residential density allowed within this category is eight dwelling units per acre and the maximum floor area ratio (FAR) is 1.0. Non-residential uses may comprise no more than 20 percent of the total floor area of the Hutchinson Island Mixed Use future land use designation. The previous Medium Density Residential Hutchinson Island/General Commercial (Rmhi/Cg) category has been renamed to Hutchinson Island Mixed Use.

- Conservation & Open Space
 - Policy 1.1.6 of the Comprehensive Plan describes the CO designation as follows: The Conservation and Open Space designation is intended to provide for the preservation, continued growth, and enhancement of the City's rich resource of conservation areas, parklands, environmentally sensitive areas, recreational areas and open spaces. The designation provides for natural, managed and cultivated open space, including, natural parks, woodlands, habitat, floodplains, areas with permanent open space easements, greenways, and recreational facilities. This category combines the previously General Open Space (Os), Recreational Open Space (Osr), and Conservation Open Space (Osc) categories. This designation allows a maximum FAR of 0.25.

Zoning Districts – The South Beach District includes ten (10) Zoning District as shown on the Official Zoning Map. Following is a list of those various districts and a brief description of each. The description of the district is from Article IV of the City of Fort Pierce Zoning Code, and includes general intent language.

- Single Family Low Density, R1
 - Section 125-191 of the City of Fort Pierce Zoning Code describes the R1 Zoning District as follows: This classification is primarily intended to provide for areas of single-family dwellings with an average net density of less than four units per acre for conventional developments. Regulations for the district are designed to promote sound neighborhoods and accommodate compatible nonresidential uses. Water and sewer service should be available.
- High Density Residential, R5
 - Section 125-196 of the City of Fort Pierce Zoning Code describes the R5

Zoning District as follows: This residential category is intended to encourage the development of multifamily dwellings. Maximum gross densities should generally not exceed 15 units per acre for conventional developments and 18 units per acre for innovative residential developments. This zone provides for high density residential uses in locations which have suitable utilities and have good access to arterial or collector streets. Single-family homes, townhomes, duplexes, other residential uses, and various nonresidential uses are allowed when parameters and safeguards in this section are satisfied.

- Neighborhood Commercial, C2
 - Section 125-199 of the City of Fort Pierce Zoning Code describes the C2 Zoning District as follows: This district is intended to be a restricted commercial zone which is designed to meet some of the commercial needs of the immediate residential neighborhood. Uses allowed are primarily those which provide convenience goods or frequently used services. Large business operations and extensions of strip commercial areas are not desired. Areas zoned C-2 should be located near the intersections of major streets and generally close to an R-4 zone.

- General Commercial, C3
 - Section 125-200 of the City of Fort Pierce Zoning Code describes the C3 Zoning District as follows: The district is intended to provide for a broad variety of business activities including shoppers' goods stores, convenience goods and service establishments, offices and tourist/entertainment facilities. Many public and semi-public uses are also appropriate. Compared to the C-4 zone, this district is more suitable for uses requiring a high degree of accessibility to vehicular traffic, low intensity uses on large tracts of land, most repair services and small warehousing and wholesaling operations. Although this zone should be located along or near arterial or collector streets, it is not the intent of this district to encourage the extension of strip commercial areas. Instead it should promote concentrations of commercial activities.

- Tourist Commercial, C5
 - Section 125-202 of the City of Fort Pierce Zoning Code describes the C5 Zoning District as follows: The intent of this district is primarily to provide suitable locations for tourist facilities and certain tourist related establishments. In part, this means that areas in the zone should be in close proximity to an arterial or collector street. It also means that the uses allowed

should be much more limited than those permitted in a C-3 or C-4 zone. Regulations for the district are designed to enhance the attractiveness and convenience of the facilities for tourist use.

- Marine Commercial, C6
 - Section 125-203 of the City of Fort Pierce Zoning Code describes the C6 Zoning District as follows: The intent of this district is primarily to provide suitable locations for compatible marine commercial and tourist-related facilities. In part, this means that areas in the zone should be in close proximity to an arterial or collector street and should also be located in close proximity to the waterfront. The requirements in this zone recognize that certain marine oriented commercial activities can be compatible with activities that are more tourist-related and when combined can create a special environment. The uses laid out in this zone are not meant to be as inclusive as those found in a general commercial zone, but rather should be reserved for uses that are dependent on or benefit from proximity to the water.

- Planned Development, PD
 - Section 125-212 of the City of Fort Pierce Zoning Code describes the PD Zoning District as follows: The PD District is intended to provide a process for the evaluation of individually planned developments which are not otherwise permitted in the zoning districts established by this chapter. The PD District is to be a voluntary process commenced by an applicant for such zoning designation. The standards and procedures of this district are intended to promote flexibility of design and permit planned diversification and integration of uses and structures, while at the same time granting the city commission the absolute authority to establish such limitations and regulations as it deems necessary to protect the public health, safety and general welfare.

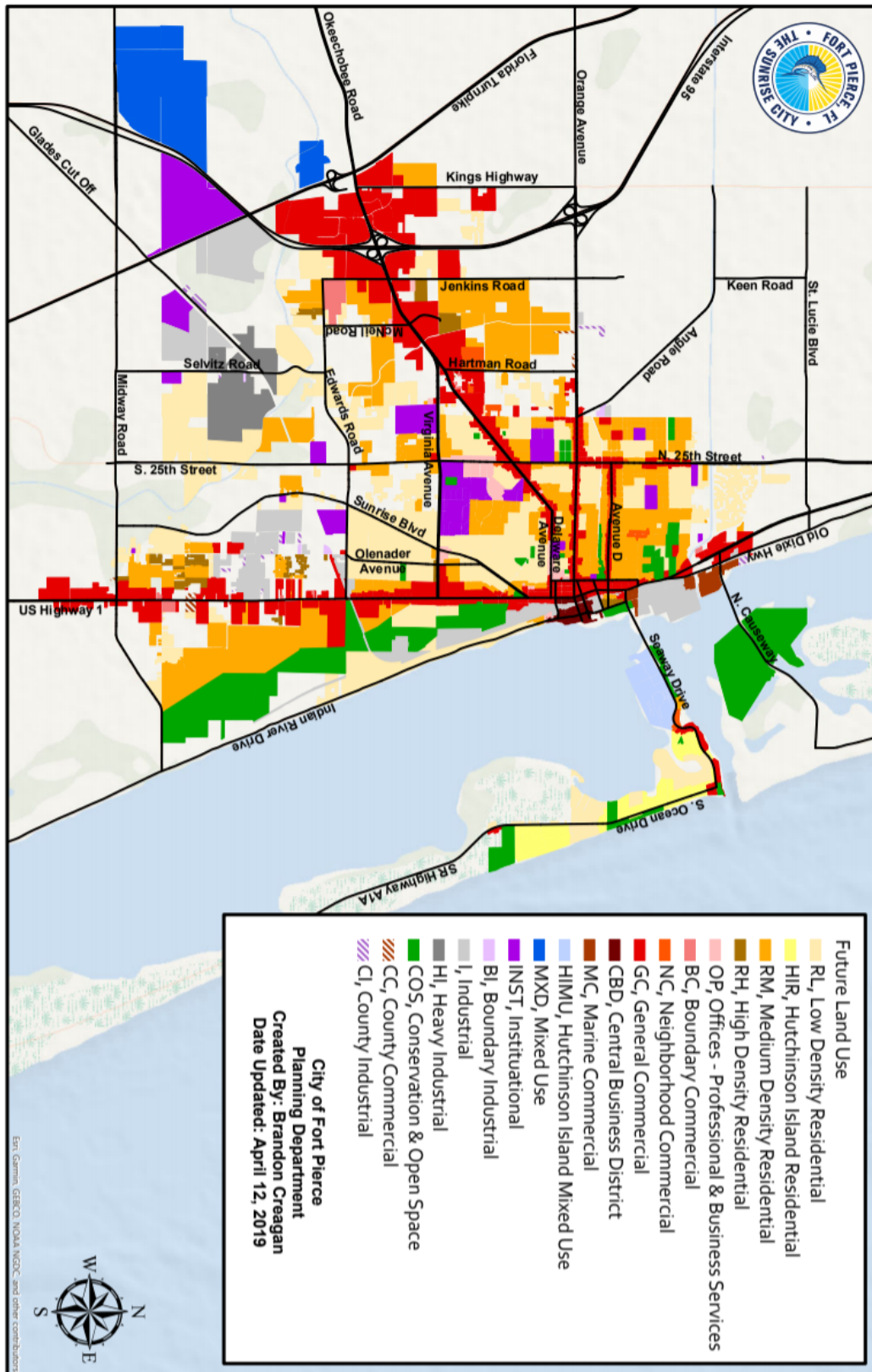
- General and Recreational Open Space, OS1
 - Section 125-208 of the City of Fort Pierce Zoning Code describes OS1 Zoning district as follows: This zone is intended primarily for uses which, by their nature of development, contribute open space and visual relief, significant to the area's development pattern, in part, due to the scenic value or the buffering functions of the use. The zone is designed to achieve this by primarily allowing recreational uses.

- Conservations Open Space, OS2
 - Section 125-209 of the City of Fort Pierce Zoning Code describes OS1 Zoning district as follows: This district is for areas containing important natural environmental features which pose severe limitations on their suitability for development. It is the intent of the zone to retain to open character of the zone wherever possible by limiting the uses primarily to conservation, low intensity recreation and other compatible uses. Due to the sensitive environmental character of areas in the district, many users are allowed as conditional uses.

Appendix G

City of Fort Pierce Future Land Use Map

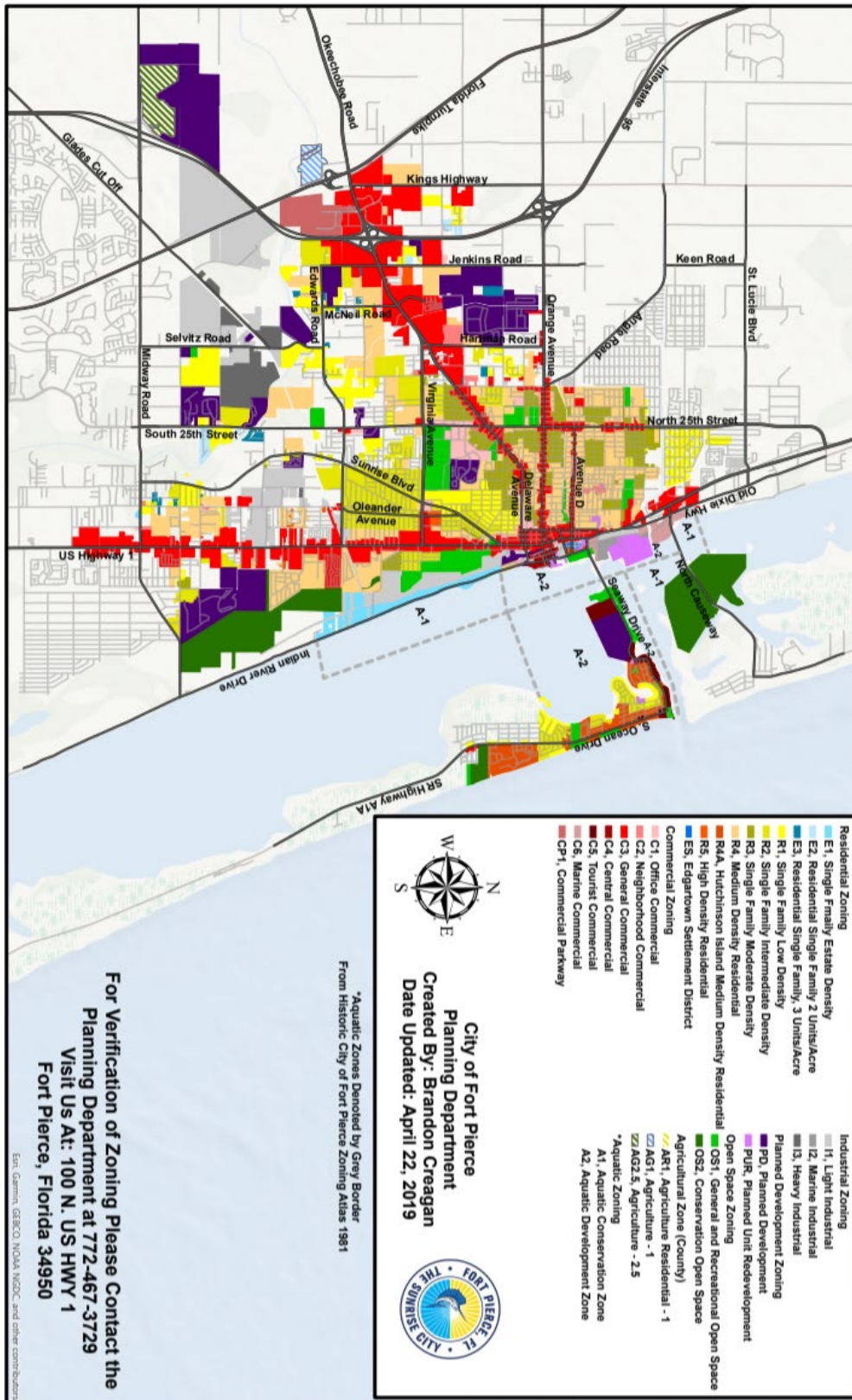
Future Land Use Map



Appendix H

City of Fort Pierce Zoning Map

City of Fort Pierce Zoning Map



68 countries

\$3.5

billion in
annual revenue

2.0

billion square feet
under management

70,000

total sale/lease transactions

\$129

billion in
total transaction value

*All statistics are for 2019, are in U.S. dollars and include affiliates. Square footage includes office, industrial and retail property under management. Residential property is excluded from this total.

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