



ULI – the Urban Land Institute

Port St. Lucie, FL
Advisory Services Panel
February 1-6, 2004



Acknowledgements

- ✦ City of Port St. Lucie + PSL City Council
- ✦ Mayor Robert Minsky
- ✦ Vice Mayor Patricia Christensen
- ✦ Donald Cooper, City Manager
- ✦ Assistant City Manager, Bonnie Dyga
- ✦ PSL Planning Board Members
- ✦ Cheryl Friend, Director of Planning + Zoning
- ✦ Public officials from SL + Martin counties
- ✦ Over 40 community leaders, including Senator Ken Pruitt



About ULI

- ★ Founded in 1936 as a non-profit research and education organization governed by its members.
- ★ 23,000 members worldwide including real estate developers, architects, land use planners, lenders, consultants, government officials, attorneys and academicians.
- ★ Mission: provide responsible leadership in the use of the land to enhance the total environment.
- ★ Publishes a magazine, books, and working papers; conducts symposia, workshops, seminars conferences and advisory services panels.



About the Panel

- ✦ Ten professionals from across the country have volunteered over 800 combined hours of their time.
- ✦ Panelists were divided into four teams:
 - Market Opportunities
 - Transportation & Circulation
 - Community Design
 - Community Development Strategies



The Panelists

Chair

- ★ Frank Martin, President of Martin Community Development, LLC, Hidden Springs, ID

Panelists

- ★ E. Peter Elzi, Principal, THK Associates, Aurora, CO
- ★ Elizabeth Davison, Director, Housing and Community Affairs for Montgomery County, MD
- ★ Don Bauer, Owner and founder of Bauer Planning & Environmental Services, Santa Ana, CA
- ★ Ralph Nunez, Design Principal, Design Team Limited, Southfield, MI



The Panelists (cont'd.)

- ✦ Ross Tilghman, Principal, TDA Inc., Seattle, WA
- ✦ Jim Heid, Founder, Urban Green, San Francisco, CA
- ✦ Carol Mentor Hoffman, Partner, Government Solutions, Inc., Newport Beach, CA
- ✦ Erling Speer, Senior VP, Cousins Properties, Inc., Atlanta, GA
- ✦ Kathleen Cecilian, President/CEO, KC & Associates, Flemington, NJ

ULI Staff

- ✦ Nancy Zivitz Sussman, Project Director
- ✦ Carmen McCormick, Logistics Coordinator
- ✦ Nicholas Gabel, Planning Associate

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The Panel Process

- ✦ Panelists arrived on Sunday after having reviewed extensive briefing materials.
- ✦ On Monday the sponsor conducted an on-site briefing and tour. Reception was held with community members.
- ✦ Interviews were conducted on Tuesday with over 40 community representatives.
- ✦ Report was prepared on Wednesday and Thursday.
- ✦ Panel presents recommendations to the sponsor and community on Friday.
- ✦ Report is published.

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Our Assignment

- ✦ Developing a policy framework for the annexation area that allows for growth, addresses the needs for infrastructure and transportation coordination, and provides assurance that the desired type of growth will occur over time.

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Overriding Questions

- ✦ What is the circulation network needed to accommodate growth?
- ✦ How can the city attract and retain major employers with high paying jobs?
- ✦ What should the development strategies be for the annexation areas?
- ✦ How to enrich the eastern side of the city?
- ✦ How to improve intergovernmental cooperation?

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Market Opportunities

Peter Elzi

Elizabeth Davison



What a Housing Market !

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Assets

- ✦ Affordable land.
- ✦ Adequate natural resources.
- ✦ Good recreational amenities.
- ✦ Market of over 11 million people within 4 hour drive.
- ✦ Excellent highway system.



Challenges

- ✦ Lack of developed commercial land.
- ✦ Lack of diverse housing stock.
- ✦ Few large commercial parcels.
- ✦ Restricted east west traffic flow.
- ✦ Uneven school system.
- ✦ Fragmented marketing program.

10 Year Land Use Analysis

Land Uses	APPROVED or in PROCESS		Surplus (Deficit)
	West of I-95	East of I-95	
Residential	30,952	36,715	13,467
Retail	4,154,720	600,000	1,829,720
Office	4,198,500	768,000	3,041,800
Industrial	6,544,000	832,000	5,306,000
Hotel/Lodging	1,450	250	850
Institutional/Civic			
Elem/ Middle School	3	0	(11)
High School	1	0	(3)
Fire Station	1	1	(16)
Police Substation	0	1	(1)
Hospital	200	24	(26)

Jobs/Housing Ratio

- ✦ Monitor jobs to housing ratio.
- ✦ Current jobs to housing ratio is 1:1.
- ✦ New development will have .5 jobs per household.
- ✦ Aggressive economic development program needed.



Regional Economic Development Strategy

- ✦ Provide land immediately available.
- ✦ Increase staffing and funding.
- ✦ Provide public and private incentives.
- ✦ Develop shared vision.
- ✦ Engage the private sector in strategy and marketing.
- ✦ Undertake target industry studies.
- ✦ Improve educational opportunities.



Transportation and Circulation

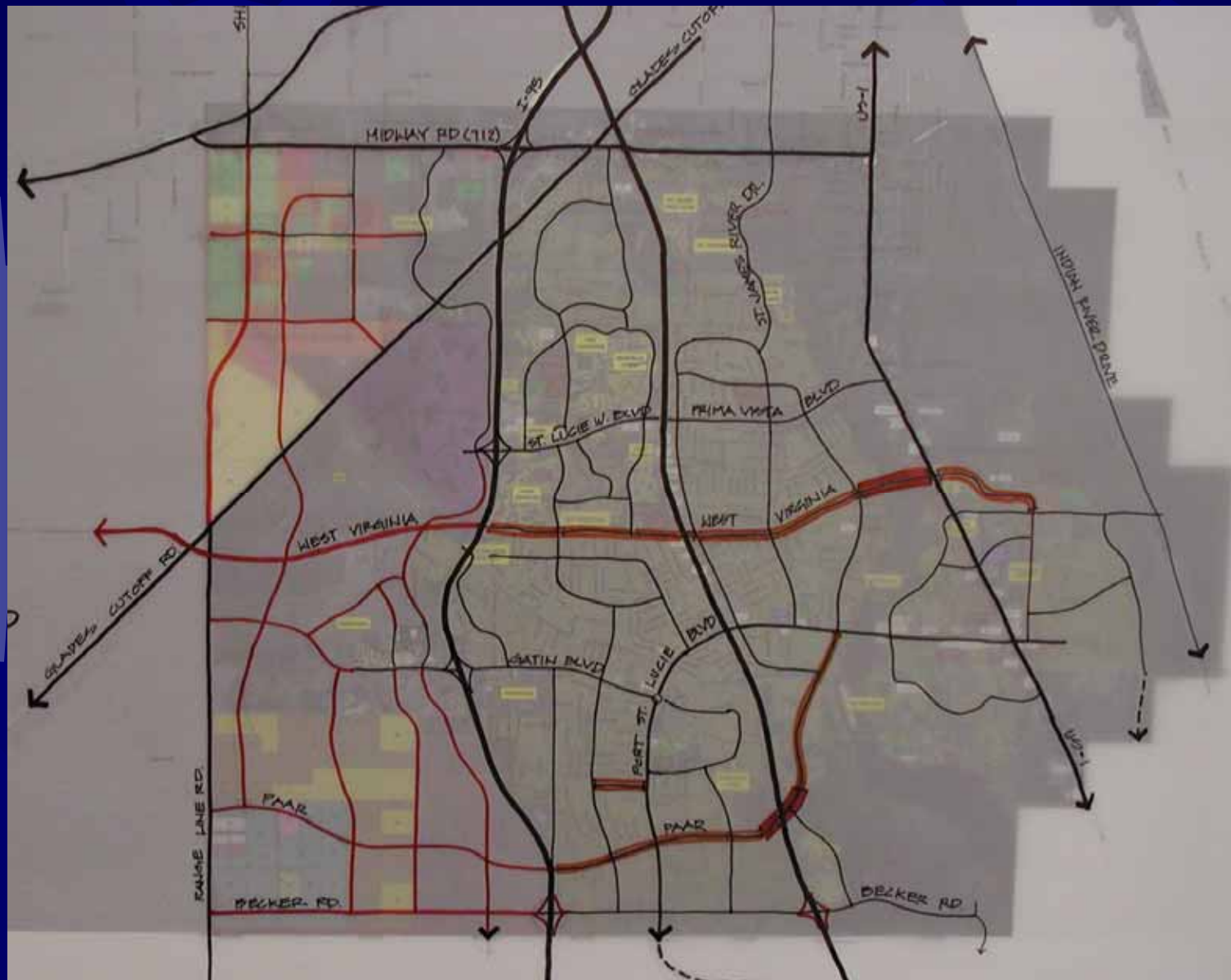
Ross Tilghman

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What a Traffic Jam !

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Circulation Plan





Elements

- ✦ Major Thoroughfares Plan for Annexation Area
- ✦ Congestion Management Strategy
- ✦ Local Street Upgrades

Major Thoroughfares Criteria

- ✦ 2 mile spacing for primary arterials
- ✦ Extend freeway/Turnpike connections to Range Line Rd
- ✦ 1 mile spacing for minor arterials
- ✦ Dedicate arterial ROW prior to land development



Connect East to West

- ✦ Complete extensions of W. Virginia, Becker across I-95
- ✦ Extend Parr over I-95
- ✦ Investigate extending Parr over Turnpike

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Congestion Management Strategy

- ✦ Test entire annexation area for potential congestion.
- ✦ Refine road network as required.
- ✦ Examine options to reduce congestion in city.



Upgrade Local Streets

- ✦ Establish new hierarchy of neighborhood streets (local and collector)
- ✦ Develop streetscape guidelines
- ✦ Use streets to define neighborhoods & clarify access to public parks, schools, libraries, shopping
- ✦ Incorporate pedestrians and bikes



Annexation Criteria

Carol Mentor Hoffman




Got Plans ?

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Annexation Criteria

- ☀ Agree with Design Institute Report:
“...any proposed annexation should be examined carefully to determine the fiscal impact and responsibility it incurs for the City”.
- ☀ Undertake planning & fiscal analyses
- ☀ Make critical east/west circulation improvements

- 
- ✦ No additional annexations until a comprehensive plan is done
 - ✦ Update Comp Plan
 - ✦ Review City's service capabilities



☀ City to develop specific plans for each of the proposed annexations:

- Circulation
- Public facilities



✦ Developers to provide specific plans for proposed annexations

- ✦ Land Use
- ✦ Activity Centers

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Community Design

Don Bauer
Ralph Nunez

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What a Place !

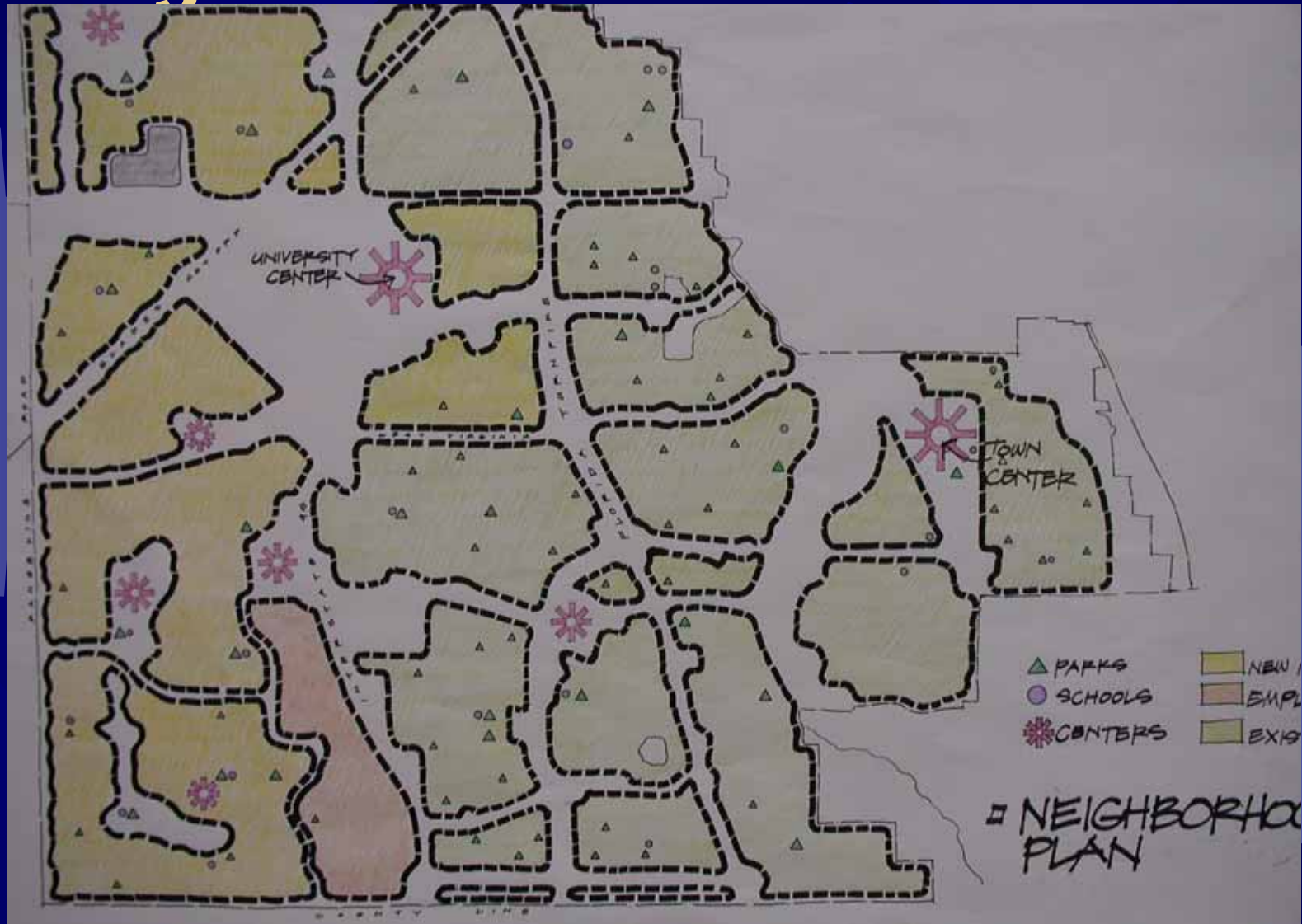
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Connecting the Community

- ✦ New arterials
- ✦ Bikeways and trails master plan
- ✦ Parks and open space master plan
- ✦ Civic and institutional master plan

Neighborhood Plan





Organize & Connect Western Neighborhoods to Create Community

- ✦ Circulation
- ✦ Parks & open space
- ✦ Activity centers



Assure Eastern Neighborhoods keep pace with new development areas in terms of:

- ✦ Amenities
- ✦ Organization and hierarchy
- ✦ Identity
- ✦ Centers and gathering places

Land Use Plan

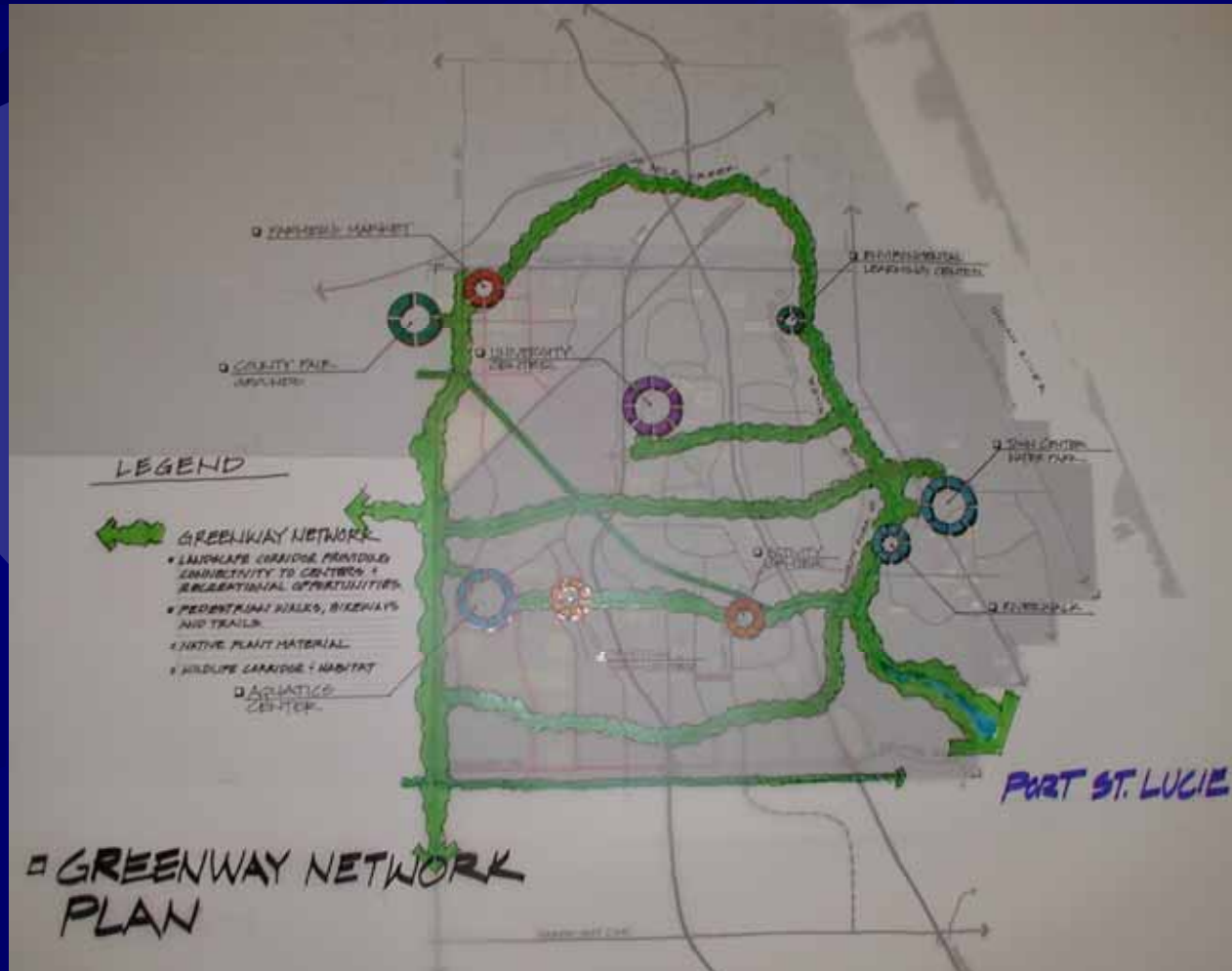




Establish a Neighborhood Planning Process

- ✦ Public process
- ✦ Establish identity and amenities
- ✦ Use to create capital investments

Greenway Network Plan



Greenway Detail Section

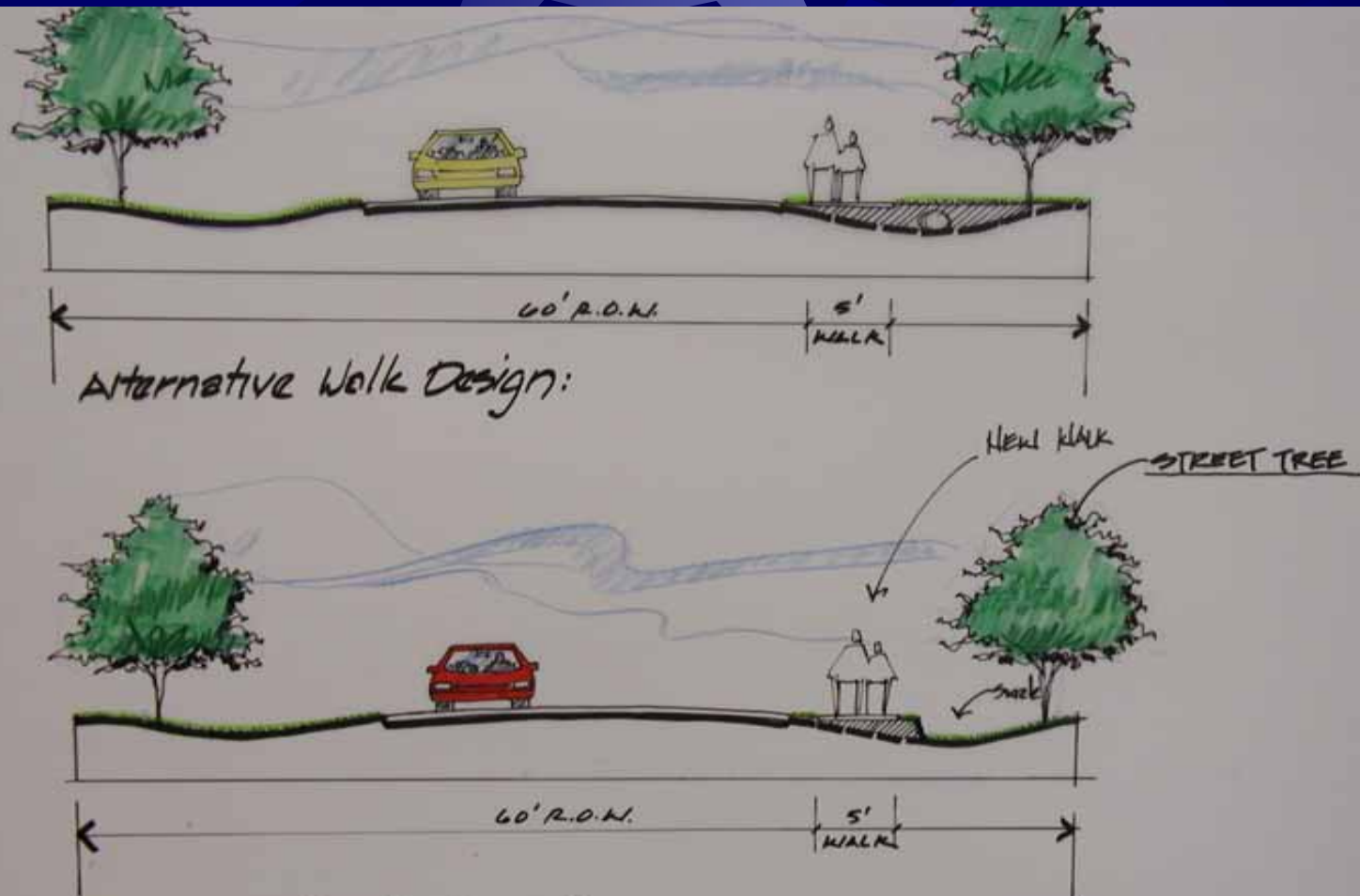




Add Value to Existing Neighborhoods

- ✦ A focus for each neighborhood
- ✦ Enhanced streetscapes
- ✦ Signage and lighting

Typical GDC Street Section



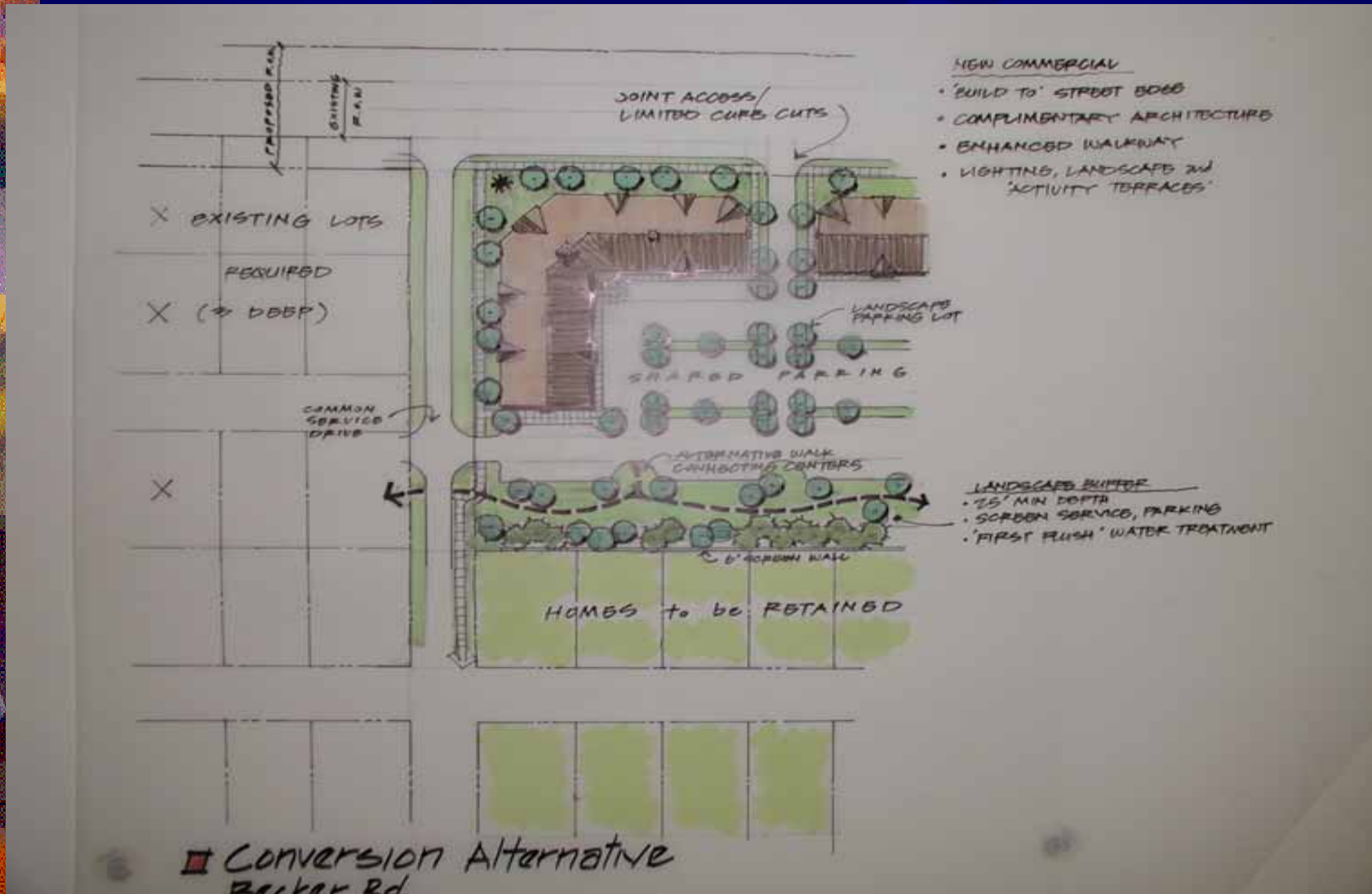
■ Residential collector Rd.
Typical GDC section



Design Review and Guidelines

- ★ Strengthen existing non-residential guidelines
- ★ Consider offering guidelines for some neighborhoods

Typical Conversion Zone



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Community Development Strategies

Jim Heid



What a Concept !



Vibrant, Connected Neighborhoods

- ✦ Maintain momentum
- ✦ Expand code enforcement
- ✦ License rental housing
- ✦ Review landlord/tenant codes



Workforce Housing

- ✦ Protect PSL's current asset
- ✦ Monitor supply for moderate income families
- ✦ Create mixed-income communities in annexed areas
- ✦ Keep abreast of experience elsewhere



Civic Pride and Engagement

- ✦ Dedicated citizens
- ✦ Depth & diversity of families
- ✦ IRCC and FAU provide options after high school
- ✦ Developing community programs and venues

Civic Pride and Engagement

- ✦ Create a physical identity to rally around





Leadership

Erling Speer

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What a Team !


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Make no *butts* about it...

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- 
- ✦ The current hostilities must stop
 - ✦ Resolution must be a two-way street
 - ✦ Conflict consumes time and money
 - ✦ Cooperation is good business



☀ Port St. Lucie should take the leadership role:

- Resolve conflict
- Establish process for intergovernmental coordination & cooperation

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What a Future !

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The Vision

Kathleen Cecilian



The Vision

A balanced, vibrant city with a distinctive character embracing the east and west as one community developed to best support its stakeholders.



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