



AUGUST 2025

PROGRAMS & ACTIVITIES
SUMMARY REPORT





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WAYFINDING

Comprehensive Sign Program

The long-anticipated Wayfinding Comprehensive Sign Program is well underway, with the majority of signage now installed throughout the FPRA district. This transformative project includes 35 wayfinding signs, 13 district brand signs, and 10 parking signs, all aimed at improving navigation, reinforcing district identity, and enhancing the overall visitor experience.

Since the start of installation in mid-May, FPRA staff have continued close coordination with contractor Don Bell, the City Engineer, and the Public Works Director to ensure the phased rollout runs smoothly. Most wayfinding and parking signs have been successfully installed. **Remaining signs include the district brand signs, and a few additional wayfinding signs along US Highway 1, which are expected to be begin the week of August 11.**

This initiative marks a major step forward in unifying the look and feel of the FPRA district while making it easier for residents and visitors to explore everything Fort Pierce has to offer.

Keep an eye out for the new signs as they go up!



GATEWAY ENTRANCE SIGNS

Production Update

The Gateway entrance signs are officially in production, and they're already looking incredible! We're excited to see this project coming to life and can't wait for the final installation.



Take a sneak peek at the progress with these behind-the-scenes production photos!



DOWNTOWN FESTIVAL STREET

The Downtown Festival Street Redevelopment Initiative has officially launched. On June 9th, EXP Services, Inc. hosted a kickoff meeting with City staff and project consultants to outline timelines, establish goals, and develop strategies for the successful implementation of the project.

The proposed design will transform the space from a traditional roadway into a vibrant, flexible space. Key objectives of the project include:

- **Designing a versatile space that supports both vehicle traffic and pedestrian-friendly events.**
- **Enhancing the visual appeal with landscaping, street furniture, and decorative lighting.**
- **Creating an inviting environment that encourages community interaction and attracts visitors.**
- **Ensuring accessibility and safety for all users, including pedestrians and vendors.**

EXP participated in the Downtown Friday Festival on August 1, 2025, where they engaged directly with community members through surveys and one-on-one conversations to help shape a shared vision for the future of Downtown Festival Street.

For those who were unable to attend the event, there is still an opportunity to participate. Surveys are available on the City’s social media platforms, in the City Manager’s Report, and through the FPRA Monthly Report.

We are excited to hear the ideas and aspirations our community has for the future of Downtown Festival Street. To share your vision, please scan the QR code provided.



MARINA SQUARE

One of the first major initiatives from the Downtown Master Plan is **the transformation of Marina Square**. The goal is to develop a well-designed public space that can accommodate a variety of uses, from concerts and farmers markets to family outings and community events. Marina Square will be adaptable, functional, and designed to serve the evolving needs of downtown Fort Pierce.



Following the release of the final survey results for the Marina Square park and logo design, several key community concerns were identified, particularly around parking, accessibility, safety, and overall use of the space. These insights have directly informed several important updates to the design.

One of the primary concerns was the loss of parking, especially for marina users, eventgoers, and nearby restaurants. In response, the design team has successfully increased on-site parking to 70 spaces by using a one-way circulation pattern with 90-degree parking, similar to the JC Penney lot across the street. This adjustment was made specifically to address the feedback we received.

To improve access, the updated plan now includes two dedicated loading zones in the northern section of the site, one for market vendors and another for marina users. A potential valet zone is also being considered in the same area to support peak-time needs and special events.

The next phase will include clear labeling of key features like play areas, landscape, lawn space, and vehicle zones. An additional overlay will outline vendor spaces, emergency access, loading areas, and programmed uses, providing the community with a more complete picture of how the park will function.

OLD ST. ANASTASIA

Master Plan

With approvals from both the FPRA Board and City Commission, a Specific Authorization was executed with consultant Cotleur & Hearing to develop a comprehensive master plan for the historic Old St. Anastasia building and surrounding parcels. This effort includes community engagement, feasibility analysis, historic preservation planning, and conceptual development for three key parcels.

The project officially launched with a kickoff meeting on Tuesday, June 3, bringing together FPRA staff, City Department Heads, Cotleur & Hearing, and their subconsultants to align on goals and initiate the collaborative process.

We are now nearing completion of the data collection phase. The only remaining item in this phase is the final scan file of the Old St. Anastasia building from REG Architects. Their consultant is currently completing the final cleanup of the file, and once delivered, it will mark the official conclusion of data collection.

Initial site analysis is also complete. One final field review is needed, which will coincide with a scheduled meeting with the City's building inspector and utility markings from Sunshine 811. This final field review is being scheduled for the week of August 11.

Meanwhile, planning has begun for the public involvement phase of the project. The team is actively working on early outreach strategies and has started drafting a community survey to gather public input.

In addition, REG Architects is preparing to begin the Historic Resources Report now that the building scans are nearly finalized.



LINCOLN PARK

Master Plan

Treasure Coast Regional Planning Council (TCRPC) has launched an initiative to develop a community-based master plan for the Lincoln Park neighborhood in Fort Pierce. This effort will prioritize neighborhood stabilization and strategic investment through infill housing, the assessment and redevelopment of vacant lots, and initiatives aimed at attracting and retaining local businesses. A central focus of the plan includes the revitalization of Avenue D—Lincoln Park’s historic business corridor—with targeted strategies to support its economic and cultural renewal. The program will officially kick off on August 12, 2025, with a meeting between consultants and City staff to outline the project’s timeline, goals, and strategic approach.



PARKING INFRASTRUCTURE

1200 Avenue D & Means Ct.

Construction of the Avenue D parking lot is now substantially complete. All permeable pavers have been installed, landscaping is in place, including the addition of two centrally located live oak trees and the final site amenities have been added. The customized bike rack and bench have now been installed and make a great addition to the lot, providing both functionality and aesthetic value.

Additionally, a newly installed parking sign, part of the FPRA's Wayfinding Sign Program, further enhances the lot's visibility and accessibility.

This new parking lot is a valuable asset to the Lincoln Park area, significantly improving accessibility and convenience for visitors. Its prime location is directly in front of the Police Substation and the Highwaymen Museum, making it especially impactful, elevating the experience for museum guests and contributing positively to the surrounding community.



PARKING INFRASTRUCTURE

JCPenney Parking Lot

As part of the ongoing improvements to the downtown Fort Pierce parking lot, several key enhancements that began in June are moving steadily toward completion:

- **Dumpster Enclosure Installation:** Although originally scheduled to begin in early June, the installation faced unforeseen sizing challenges. Excavation work has been completed, and reinforcing steel has been set in place to support the enclosure's construction. Once installed, the new dumpster enclosure will offer a cleaner, more organized, and visually consistent waste management solution for the area.
- **Sod Installation:** Sod has been successfully installed, significantly improving the lot's appearance and contributing to a more inviting atmosphere.

These upgrades reflect continued efforts to create a cleaner, more welcoming, and well-organized public space in the heart of Fort Pierce.



87 parking spaces and 6 ADA spaces.

DELAWARE AVE. & 33RD

Intersection Improvements

We are pleased to announce upcoming enhancements coming to the intersection of Delaware Avenue and 33rd Street. In response to community feedback and ongoing efforts to enhance traffic flow and safety, the improvements will provide a smoother, more efficient experience for both drivers and pedestrians.

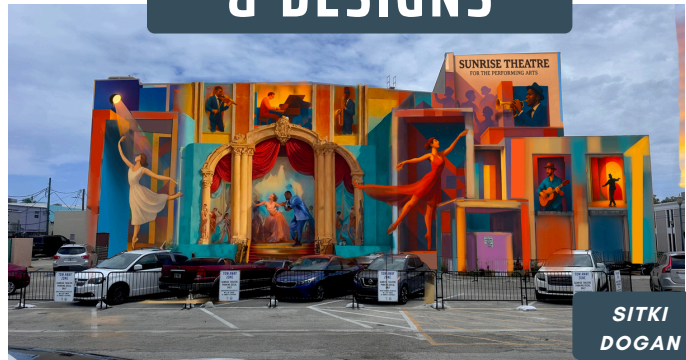
Kimley-Horn, the engineering consultant, met with the City of Fort Pierce to discuss upgrades to the traffic signal cabinet. These upgrades are currently being integrated into the 60% engineering design plans, which are anticipated to be reviewed by the engineering division in August 2025.

SUNRISE THEATRE MURAL



TOP 3 ARTISTS & DESIGNS

At the July 8 FPRA meeting, the Board approved the CRA Advisory Committee's recommendation to move forward with a community-wide voting process, allowing the public to voice their opinion on which mural design should be featured on the west-facing wall of the iconic Sunrise Theatre.



More than 70 submissions were received through the CAFÉ (Call for Entry) platform. After reviewing all entries for eligibility, staff narrowed the pool to 33 qualified artists. These submissions, including proposed designs and artist portfolios were presented to the CRA Advisory Committee for review and evaluation.



From there, the committee selected the top three artists and recommended that the final design be chosen by the community through an open voting process.

The public voting poll will be launching soon. Stay tuned for your chance to help shape this exciting addition to Downtown Fort Pierce!



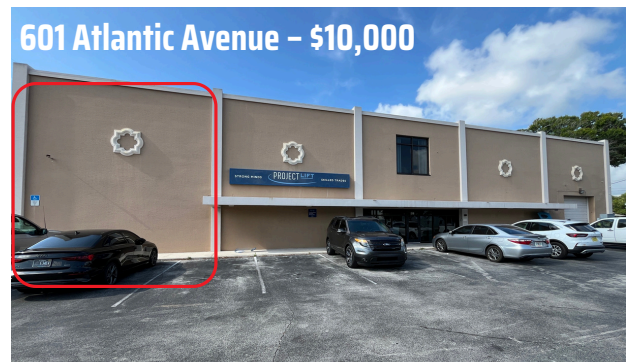
FPRA MURAL PROGRAM

Following the CRA Advisory Committee’s selection of the properties at 601 Atlantic Avenue and 130 N. 2nd Street for the FPRA Mural Program, a Call for Artists was issued through the CAFE platform. The response was outstanding, with over 100 submissions received across both locations.

On June 25, the CRA Advisory Committee met to review and evaluate the proposals. After careful consideration, the committee selected Jesse Jentzen for the mural at 130 N. 2nd Street (Sailfish) and Hannah Lorra for 601 Atlantic Avenue (Project Lift).

At the August FPRA meeting, the Board will review and approve the property owner and artist agreements for the two locations, officially advancing the next phase of the FPRA Mural Program.

Both murals are expected to bring significant value, energy, and visual appeal to their locations.



Stay tuned for updates as the murals come to life!

STREETLIGHT POLE BANNER PROGRAM

Youth Banner Art Showcase

The Youth Banner Art Showcase is still underway, and the submission window has been extended through **Friday, October 10, 2025**, giving even more students the opportunity to participate in this creative community initiative.

Launched on May 5, 2025, the annual Youth Banner Art Showcase invites K-12 students who reside in the City of Fort Pierce or are currently enrolled in Fort Pierce schools to submit original banner designs celebrating the city's identity and pride.

Students are encouraged to submit original banner designs inspired by one of the following themes:

- Fort Pierce Landmarks
- Arts & Culture
- Nature/Scenic Beauty

Each student may submit one entry, and selected designs will be professionally produced and installed as streetlight pole banners throughout the Fort Pierce redevelopment area. These banners will not only highlight the artistic talents of Fort Pierce's youth but will also add vibrancy and character to public spaces.

The program is fully funded by the FPRA, covering all production and installation costs. It offers young artists a meaningful opportunity to make a lasting visual impact on their community.

We look forward to celebrating the creativity of Fort Pierce's youth and enhancing the city's public spaces through their inspiring artwork.



Students and families are encouraged to scan the QR code to learn more and to apply.



DEADLINE:
FRIDAY, OCTOBER 10



COMMERCIAL FACADE Grant Program

The FPRA has extended the application deadline for the Commercial Façade Grant Program to **August 15, 2025**, giving business and property owners additional time to apply for this valuable opportunity.

This key revitalization initiative is designed to improve the appearance of commercial corridors within the FPRA District. The program supports exterior improvements that reduce blight, boost curb appeal, and bring properties into alignment with current design standards.

By investing in building façades, the program helps increase property values, attract tenants, and strengthen overall economic development throughout the district.

Eligible property and business owners may apply for a reimbursable matching grant covering 50% of project costs, up to \$25,000. Qualifying improvements include façade restoration, awnings, ADA accessibility upgrades, and other highly visible exterior enhancements.

Take advantage of the extended deadline to enhance your property and help revitalize Fort Pierce.



COMMERCIAL SIGN

Grant Program

The FPRA is continuing to accept applications for the Commercial Façade Sign Program!

This program provides reimbursable grants of up to \$5,000 per property to help existing businesses upgrade outdated signage with modern, visually appealing designs. These improvements not only beautify the community but also increase business visibility, helping to attract new customers and strengthen brand identity. Eligible applicants must be businesses located within the FPRA District.

The program is currently open and actively accepting applications, reflecting strong interest and engagement from local property owners. To date, seventeen (17) applications have been approved, resulting in \$69,944.30 in financial assistance awarded for signage upgrades and replacements.

Eligible applicants must be businesses located within the FPRA District.





FREEBEE

Freebee's Two-Year Impact in Fort Pierce

Since launching in Fort Pierce two years ago, Freebee has quickly become a valued asset to the community, offering free, convenient, and eco-friendly transportation within the FPRA district. This on-demand electric ride service has made it easier than ever for residents, workers, and visitors to move around downtown Fort Pierce. Connecting people to shops, restaurants, community resources, events, and more.

Freebee has helped bridge transportation gaps, especially for individuals without access to a personal vehicle, enhancing mobility for seniors, families, and low-income residents. It also supports local businesses by increasing foot traffic and making it easier for customers to explore different parts of the city without worrying about parking.

Most recently, the addition of a fifth Tesla vehicle has expanded Freebee's capacity and reduced wait times for riders. Freebee will present an interim 6-month update on this new vehicle's performance and impact at the upcoming FPRA Board Meeting on July 8.





FREEBEE

Your Free Ride Around Town

Freebee has been proudly serving Fort Pierce for 2 years, offering free, on-demand rides to residents and visitors. Whether you're heading to the beach, downtown, or your favorite local restaurant, Freebee makes it easy to explore some of the best spots in town—without the hassle of parking.

SERVICE INFORMATION:

Coverage Areas: Inner Zone encompasses the commercial zone where Freebee rides can either start and/or end. Outer Zone refers to the area surrounding the inner zone where Freebee rides can travel through, rides must start or finish within the inner zone.

Accessibility Features: Freebee accommodates individuals with disabilities, ensuring comfortable and safe transportation. To request the ADA vehicle, call 855-918-3733 or request via the Freebee app.

Age Restriction: Freebee's services are exclusively available to individuals ages 18 and older.

SERVICE HOURS

Mon-Wed: 8am-6pm
Thursday: 8am-8pm
Friday: 8am-10pm
Saturday: 10am-10pm
Sunday: 10am-8pm



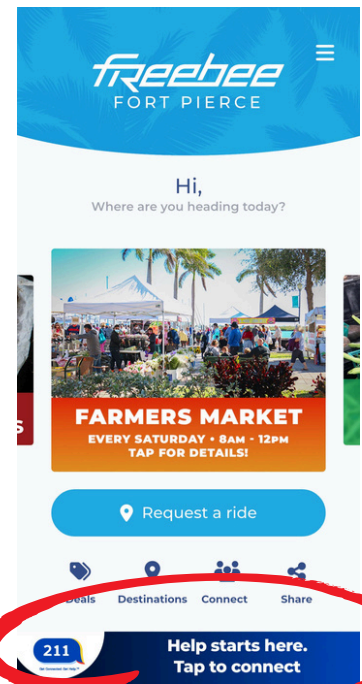
Contact Us
855.918.3733

Freebee App Update: 211 Resource Link Added

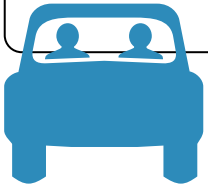
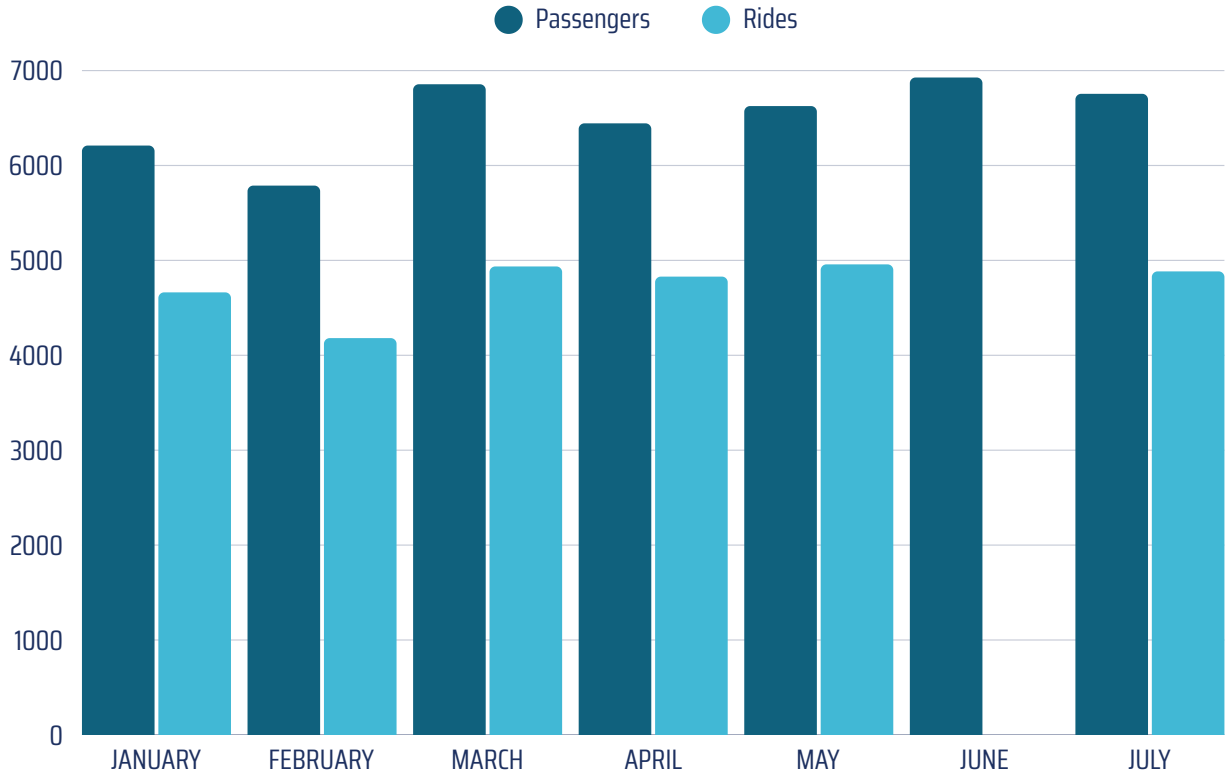
Following a recommendation from Board Member Johnson at the May FPRA meeting, a valuable new feature has been added to the Freebee app.

As of May 20, the app now includes a direct link to 211, a vital resource that connects individuals with a wide range of community services, including housing assistance, mental health support, food programs, and more.

This addition enhances the app's utility by providing quick and easy access to essential services for those in need. Since including the 211 resource link, it has already received over 700 clicks, reflecting strong community interest and engagement.

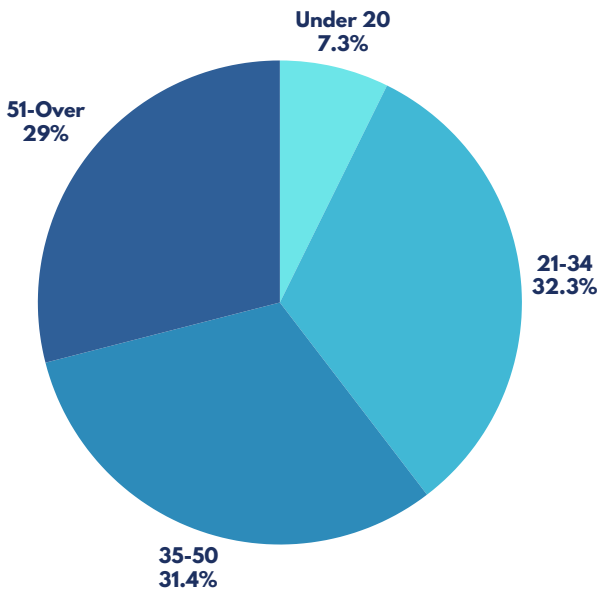


PASSENGERS & RIDES EACH MONTH

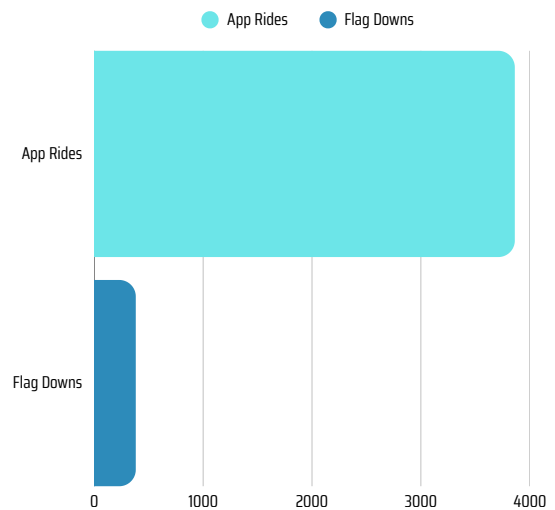


FREEBEE RIDERSHIP

PASSENGER AGE RANGE



RIDES





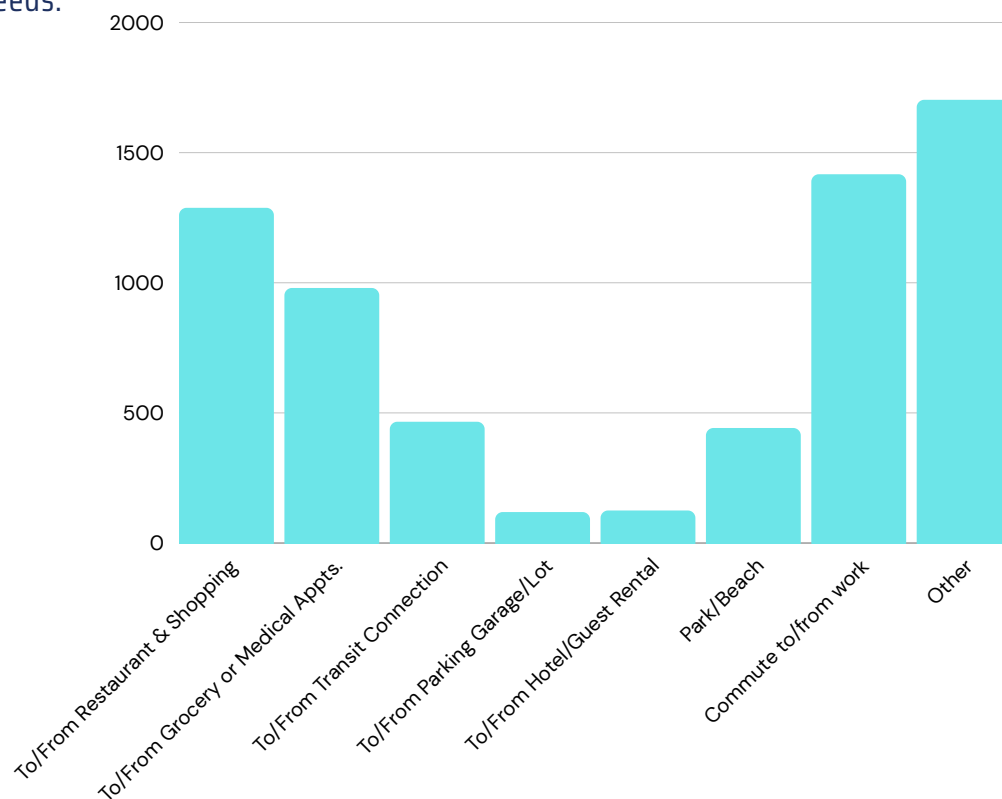
FREEBEE

Improving the Ride

Freebee Ridership Data

Following the July meeting, Freebee launched a ridership survey titled **“What is the purpose of your ride today?”** to better understand how the service is being used. Riders were prompted to select the reason for their trip, whether commuting to work, running errands, attending non-emergency medical appointments, or other purposes.

The data collected is providing valuable insight into rider behavior and helping us identify the percentage of trips tied to specific activities. With this information, we’ll be able to more accurately quantify the economic impact of microtransit in Fort Pierce and continue tailoring the service to meet community needs.



Freebee Outreach

Freebee information has been updated on the Visit St. Lucie website, directing both residents and visitors to the city's website for more details about the service. Outreach efforts are also underway to connect with local Airbnb hosts to distribute informational materials and ensure guests are aware of the transportation option during their stay.

For added rider convenience, each Freebee vehicle features an exterior QR code, allowing users to quickly access ride information before boarding.

HIGHWAYMEN MUSEUM

A Celebration of Art and Legacy

During the July meetings of the Fort Pierce Redevelopment Agency and the City Commission, the final four change orders for the Highwaymen Museum renovation were officially approved. These updates include leveling the second floor, constructing a dumpster enclosure, and expanding the parking lot redesign to address elevation issues and prevent water intrusion into the facility. The revised parking lot plans have been approved by Historic Preservation in the Planning Department and are currently under review by the Building Department.

Additionally, renowned artist Anita Prentice has completed four cement mosaic benches, each featuring imagery inspired by the iconic artwork of the Highwaymen—adding a vibrant touch of local history and cultural homage to the museum grounds. Once the exterior work has been completed, the benches will be placed along a meandering paver brick path underneath a huge oak tree.



SUNRISE THEATRE



Request For Proposals

The City of Fort Pierce issued a Request for Proposals (RFP) on Tuesday, January 28, 2025, to identify and establish a partnership with a qualified concessionaire to staff, operate, and program the historic Sunrise Theatre. The deadline for submission of Request for Proposals was March 27, 2025.

This initiative reflects the City's dedication to enhancing the operations and offerings of the Sunrise Theatre while ensuring its long-term financial sustainability. By exploring the option of contracting with an external management entity, the City seeks to bring in fresh ideas, innovative programming, and expanded resources that will elevate the theatre's profile as a vibrant cultural hub.

The City envisions this collaboration introducing dynamic and diverse programming, improving the experience for patrons, and fostering stronger community engagement. The selected partner will align with the values and vision of the Sunrise Theatre, preserving its historical significance while advancing its role as a cornerstone of arts and culture in Fort Pierce.

The City Commission awarded the RFP to the highest ranked respondent, VenuWorks. A kick-off meeting is currently being scheduled to initiate negotiation discussions.



COMMUNITY POLICING

NORTH 25th STREET



During the month of June 2025, there were a total of 17 FPRA details worked for the North 25th area from Avenue O to Avenue M. There were 68 calls for service during the detail times. Disturbances were the top reasons for the calls.

During this time, 3 case report were completed.

- Traffic Stop
- Suicide Threats
- Conduct Investigation

Table - Calls for service in North 25th Street area

Nature	Calls
DISTURBANCE	34
TRAFFIC STOP	6
FOOT PATROL	3
CONDUCT INVESTIGATION	1
PHONE MESSAGE	1
SICK/INJURED PERSON	1
SUICIDE	1
SUSPICIOUS PERSON	1
UNWELCOME PERSON	1
Total	68

HOURS OF PATROL

Wednesdays

11:00PM - 2:00AM

Fridays

9:00PM - 2:00AM

Saturdays

10:00PM - 2:00AM

Sundays

6:00PM - 11:00PM

PATROL AREA

Detail Officers assigned to patrol North 25th Street from Avenue O to Avenue M are responsible for ensuring the safety and security of residents and businesses and primarily to address and mitigate the disturbances caused by excessive noise in the area.

*Note the updates provided in this section are one month behind to allow ample time for data collection and reporting.

COMMUNITY POLICING

DOWNTOWN



During the month of June 2025, there were a total of 21 FPRA details working for the Downtown area. There were 100 calls for service during the detail times. The top activities logged were patrols and traffic stops.

During this time, 4 case reports were completed.

- 2 Disturbances
- Traffic Stop
- Recovered Property

PATROL AREA

The Downtown area is east of US1, between Seaway Drive and Citrus Avenue with extra patrol of the Galleria (Orange / Avenue 2nd Street) and the alleyways between 113 and 121 N 2nd (Kraaz and Kraaz Building and FRLS building).

Map - Calls for service in Downtown area

Nature	Calls
CLOSE PATROL	24
FOOT PATROL	17
SUSPICIOUS PERSON	15
TRAFFIC STOP	12
DISTURBANCE	9
CONDUCT INVESTIGATION	4
FLAGDOWN	2
OPEN DOOR OR WINDOW	2
TRAFFIC RELATED	2
TRESPASSING COMPLAINT	2
BURGLARY	1
DRUNK DRIVER	1
HANG UP	1
NEIGHBOR TROUBLE	1
PHONE MESSAGE	1
RADAR DETAIL	1
RECKLESS DRIVER	1
RECOVERED PROPERTY	1
STOLEN AUTO	1
TRAFFIC ACCIDENT	1
UNKNOWN	1
Total	100

HOURS OF PATROL

Fridays

6:30PM - 2:30AM

Saturdays

8:00AM - 2:00PM

3:00PM - 9:00PM

9:00PM - 3:00AM

Sundays

8:00AM - 12:00PM

***Note: Two (2) officers on each shift.**

***Note** the updates provided in this section are one month behind to allow ample time for data collection and reporting.

COMMUNITY POLICING

JETTY PARK



During the month of June 2025, there were a total of 13 FPRA details working for the Jetty Park area. There were 14 calls for service during the detail times.

During this time, 2 case reports were completed.

- Traffic Stop
- Recovered Property

Table - Calls for service in Jetty Park area

Nature	Calls
CLOSE PATROL	7
DISTURBANCE	1
FOOT PATROL	2
RECOVERED PROPERTY	1
SUSPICIOUS PERSON	1
SUSPICIOUS VEHICLE	1
TRAFFIC STOP	1
Total	14

HOURS OF PATROL

Fridays

7:00PM - 1:00AM

Saturdays

7:00PM - 2:00AM

Sundays

8:00PM - 12:00AM

PATROL AREA

Off-duty officers assigned to patrol Jetty Park and its surrounding areas are responsible for ensuring the safety and security of park visitors, the parking lots, Jetty boardwalk, beach area, and adjacent businesses.

***Note** the updates provided in this section are one month behind to allow ample time for data collection and reporting.



CONTACT US

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