



Strategy & Vision for the

# Peacock Arts District





# OUTLINE



INTRODUCTION/OVERVIEW



ECONOMIC DEVELOPMENT



BEAUTIFICATION



ACTIVITY GENERATION



PARTNERSHIPS



NEXT STEPS



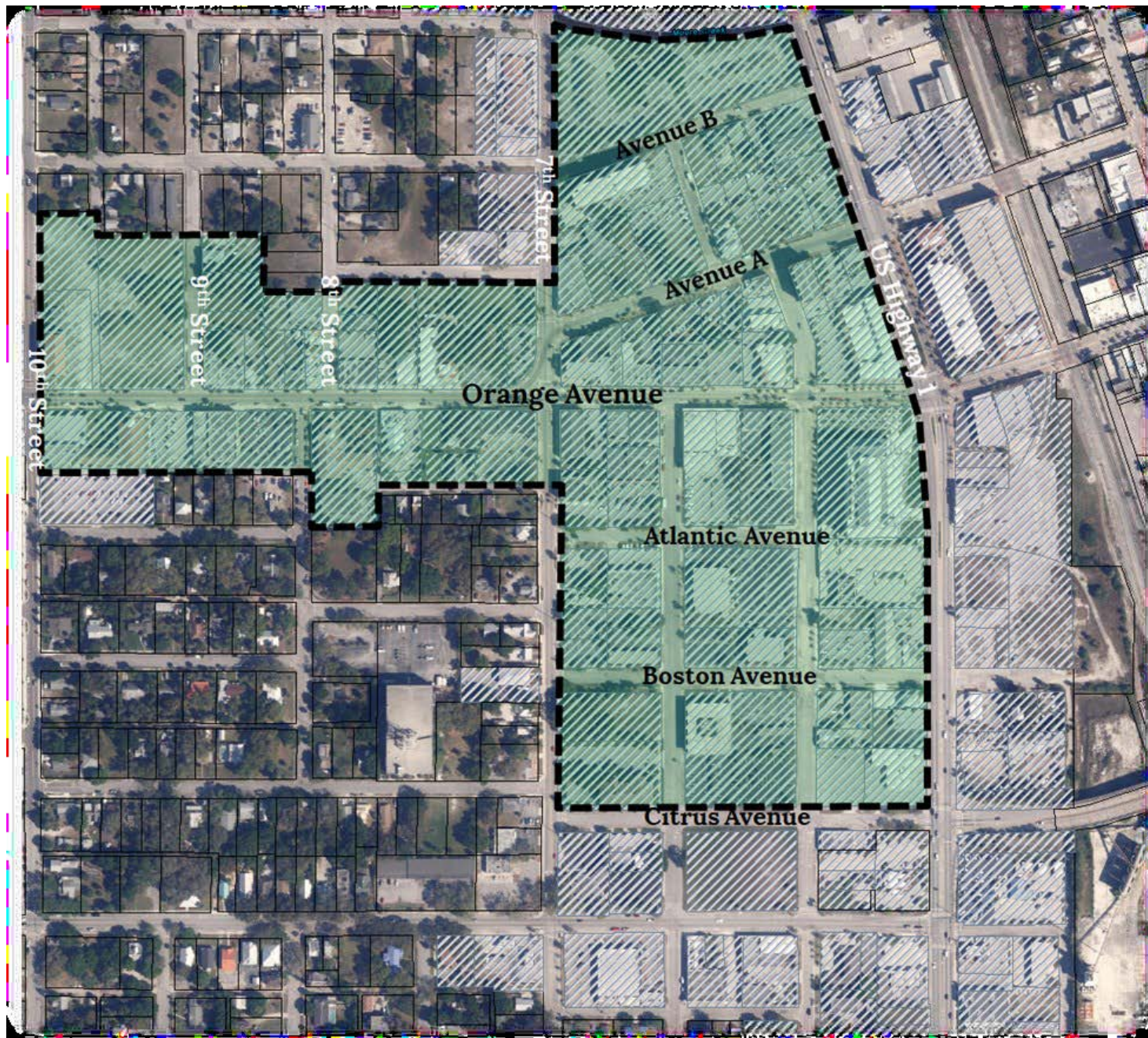
# INTRODUCTION

# OBJECTIVES

## Peacock Arts District

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





## CURRENT BOUNDARIES

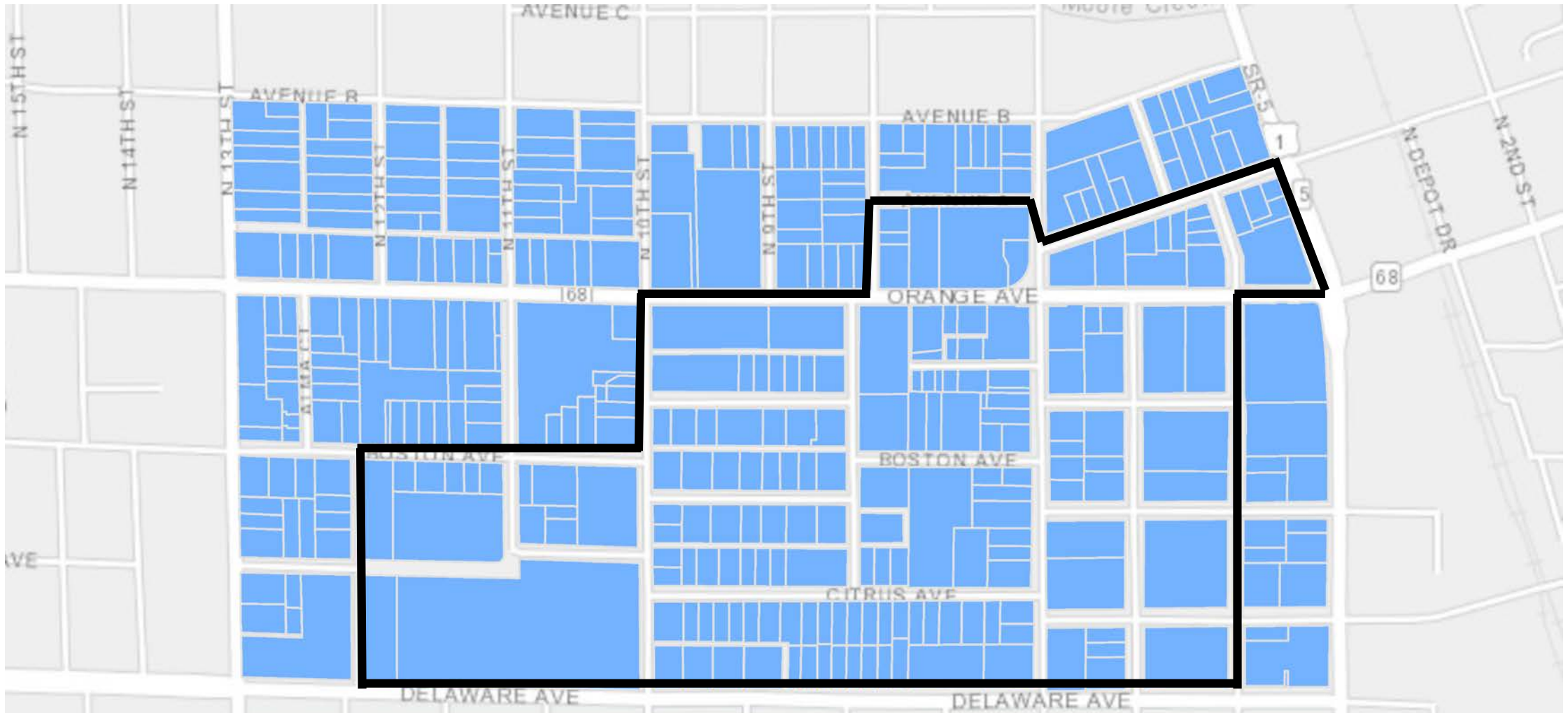
January 2017



# Proposed BOUNDARIES



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



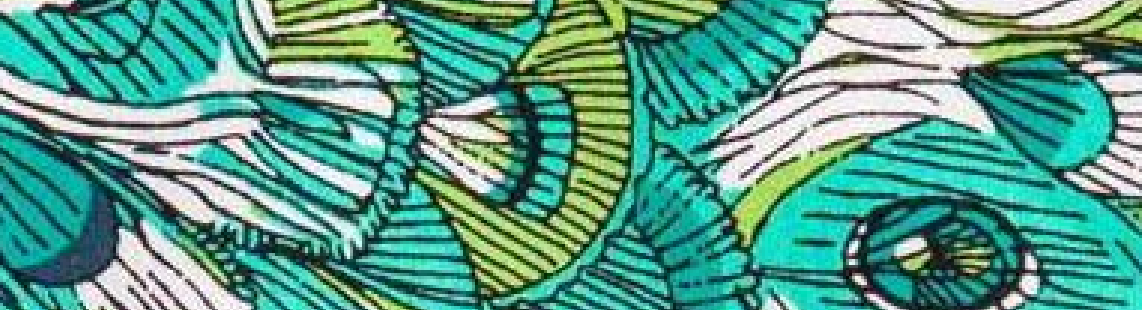


**OBJECTIVE:** Create an **attractive environment** to **encourage private investment** and one that builds and supports the local economy.

# BEAUTIFICATION

# BEAUTIFICATION

ART EVERYWHERE!



Sanitation  
Covers



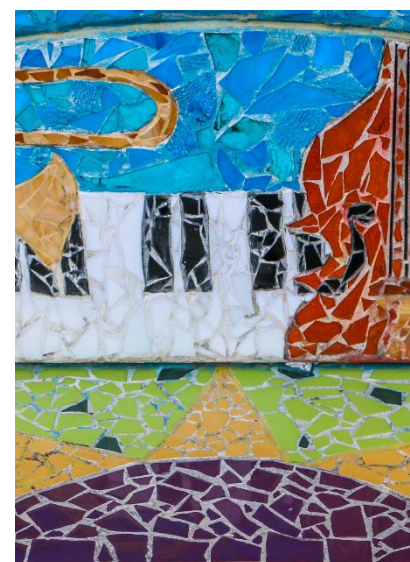
Transformer  
Boxes



Trash Cans



Murals



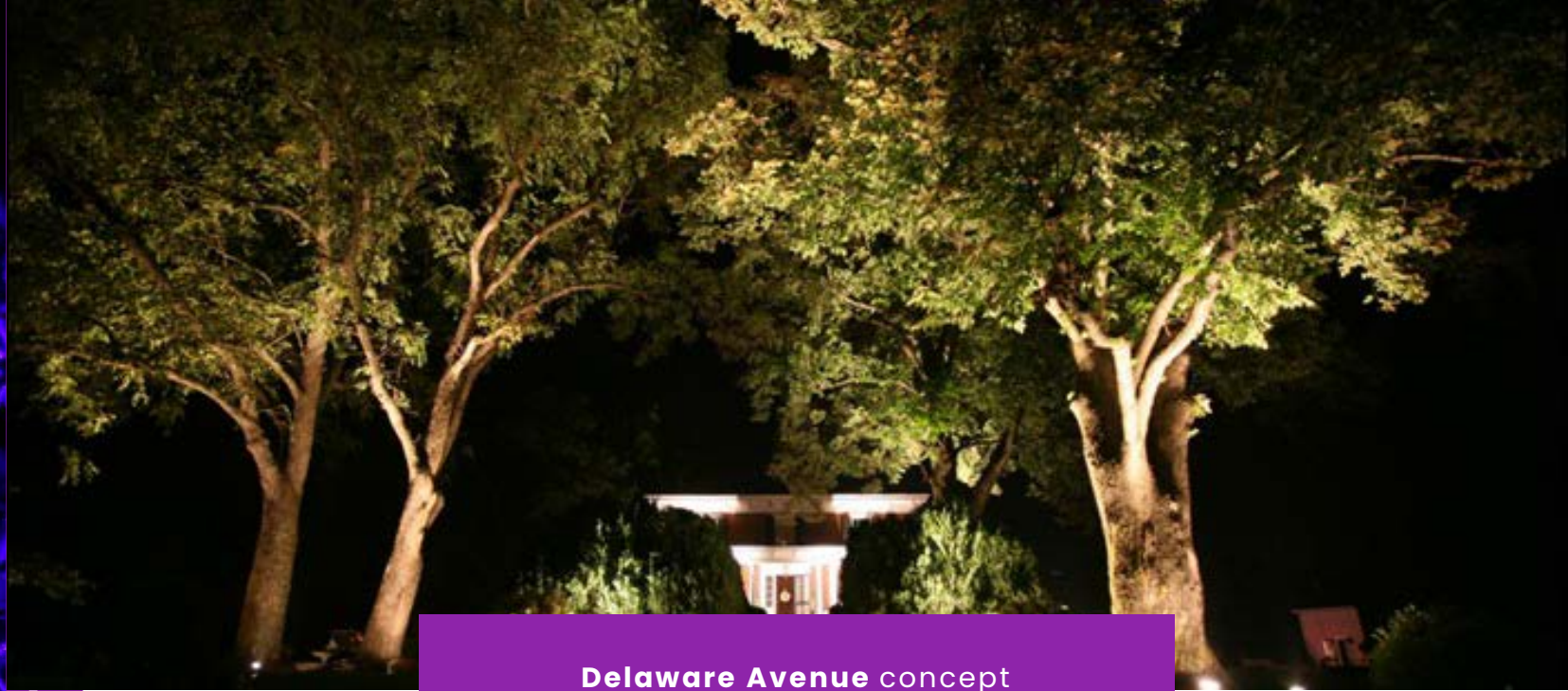
Benches



Painted Pots



Orange Avenue concept



Delaware Avenue concept

# Let there be light!

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



# Connecting the **BLOCKS**

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

## **Potential Crosswalk Painting Locations:**

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

# PROUD TO BE IN THE PAD

Yard signs and decals for residents & businesses



## BUT FIRST, LET ME TAKE A SELFIE.

**Selfie spot** designed by local artist, Andy Zuniga

7th Street and Avenue A



# Street Pole Banner Contest

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

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

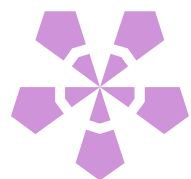


**CALL FOR ENTRIES**  
September 2018



# MURAL PROGRAM





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

# PARTNERSHIPS



## **PARTNERS**

Business Community

Fort Pierce Utilities Authority

St. Lucie Public Schools

Main Street Fort Pierce

Housing Authority

Artists

Art Walk

Local Banks

**COMMUNITY**



# “CAT in the PAD”

## Code Assistance Team

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



**OBJECTIVE:** Make it **easy to do business**  
in the PAD

# ECONOMIC DEVELOPMENT

The background features a large, light purple triangle pointing towards the top right. Overlaid on this are several overlapping, semi-transparent panels of heraldic crests. These crests are arranged in a grid-like pattern and include various symbols such as animals (a white bull, a white ram, a white lion, a white eagle, a white unicorn), a castle tower, a shield with a cross and four quadrants, a shield with vertical stripes, a shield with a cross and the letters 'AON', and a shield with a crown. The crests are set against a dark blue background with gold and white accents.

# Commercial & Retail Incentives

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

Request for Qualifications / Proposals

# OLD ST. ANASTASIA SCHOOL

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



# PURPOSE

## Peacock Arts District **Overlay**



## INTEGRATION OF ARTS

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

## IDENTITY

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

## REDEVELOPMENT

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

## URBAN-SCALE USES

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



# PAD Overlay

- Permitted Uses
- Parking
- Landscaping
- Waiver of Distance



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

# ACTIVITY GENERATION



# **PAD** **MUSIC &** **ARTS** **FESTIVAL**

NOVEMBER 10, 2018

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



# PERCUSSION PLAY

(Location TBD)



# Recurring Events

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



# Connectivity



Regional Transportation  
stop at 9th and Orange



Local Trolley Route  
extended to include PAD  
and Lincoln Park



Potential for Bike Share  
Program





# NEXT STEPS

▶ **Community Input Meeting**

▶ Launch **Street Pole Banner Call for Entries**

▶ **PAD Overlay Ordinance**

▶ Establish PAD **Boundaries** via **Resolution**