

# Port Salerno Village Improvement Plan

*Fall 2006*



GLATTING JACKSON KERCHER ANGLIN

# Acknowledgements

The following elected officials, staff, residents and consultants participated in the development of this Plan:

## **Martin County Board of County Commissioners**

Commissioner Mike DiTerlizzi  
Commissioner Sarah Heard  
Commissioner Doug Smith  
Chairman Susan Valliere  
Commissioner Lee Weberman

## **Martin County Community Redevelopment Department**

Teresa Lamar-Sarno, CRA Project Manager, Port Salerno CRA  
Bonnie Landry, Planner II  
Cathy Reeder, Planner II  
Boyd Lawrence, CRA Project Manager

## **Martin County Growth Management Department**

Nicki van Vonno, AICP, Growth Management Director

## **Port Salerno Neighborhood Advisory Committee (NAC)**

John Hennessee, M.D., Chair  
Mike Baker  
Arthur Cox  
Doug Delater  
Nicole Hopkins  
Greg Grudavich  
David Klein  
Cynthia Lariviere  
Arnold "Les" Larsen

## **Glatting Jackson Kercher Anglin**

Chad Atkins  
David Barth  
Jeff Blossey  
Allison Crnic  
Paul Moore  
Jonathan Mugmon  
Payaal Patel  
Carlos Perez  
Mike Sobczak



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Saltwater Fish Houses historically provided much of the livelihood of Port Salerno.

## Introduction

Port Salerno has a history of an independent, “can-do” spirit. The village began in the early 1900s as a stop named “Alicia” on Henry Flagler’s railroad and eventually grew into the small fishing village of Salerno. The first substantial growth in the area came thanks to a real estate developer by the name of Mulford. Mulford began the project of St. Lucie Farms that sold 10-acre parcels plus one “city” acre, which drew families in search of land to the Salerno area. This population growth aided in the expansion of the fishing village—by the 1920s, the industry boomed and hit a peak of eight saltwater fish houses.

Growth began to exert pressure on the village in the 1950s. Around then, the name changed again, this time to Port Salerno in a supposed effort to attract real estate interest to the area. Despite great change, there are aspects of this fishing village heritage that survive and make Port Salerno a unique community in South Florida.



## *Introduction continued*

In April 2000, Martin County prepared a Community Redevelopment Plan for Port Salerno. The Plan emphasized the protection and enhancement of the villages' existing character, and identified the following improvement projects:

- A new Post Office
- Salerno Creek Retrofit
- Cove and Salerno Road Enhancements
- Village Market Place
- A1A Redesign and Enhancement
- Port Salerno Civic Center Park
- Manatee Pocket Walk and Park

The County and the NAC have successfully implemented many of these projects, including the Salerno Creek Retrofit, A1A Redesign and Enhancement, Port Salerno Civic Center Park and Phases 1 and 2 of the Manatee Pocket Walk and Park. Now the County and the NAC wish to move forward with a second phase of improvements, focusing on:

- Completion of the Manatee Pocket Walk (Phase III)
- Construction of the Market Place Park
- Implementation of a Sign & Wayfinding System



The Salerno Creek Retrofit is an excellent example of the momentum established by the County and the NAC for improving Port Salerno.



Phase I of the Manatee Pocket Walk links the waterway to the new Port Salerno Civic Center.



## *Introduction continued*

### **The Planning Process**

The Port Salerno Village Improvement Plan was prepared in the fall of 2006. The process began with an introductory kick-off meeting at the August 8 NAC meeting. Members of the NAC reviewed the proposed project objectives and methodology, and made recommendations for improving the planning process.

The work began in earnest on Sunday, October 1 with a Planning Charrette kick-off reception and village walking tour. Residents, business owners, property owners and other interested stakeholders were invited to join County staff and the design team at Pirate's Cove Marina to discuss the project, including the proposed methodology, scope of work and expected outcomes. Afterwards the group walked around the community, visiting each of the project sites to discuss potential opportunities and constraints to achieving the objectives for each proposed improvement.

For the next four days – from Monday, Oct 2 to Thursday, October 5 – the design team worked to develop plans and sketches for each of the proposed improvements. The team worked from the Pt. Salerno Civic Center for the first three days, providing opportunities for local stakeholders to observe, review and comment on plans in progress. Working from the Civic Center also allowed the design team members to visit project sites as needed to verify locations, dimensions and other existing conditions.

The design team “polished” their work at their offices on October 5, and returned to Port Salerno in the evening to present their designs to the NAC. A copy of the PowerPoint presentation, including all of the plans and sketches developed during the charrette, is included in the third section of this report.



An “open house” set-up for the charrette enabled members of the community to come by and learn about the designs while they were being created.



## *Introduction continued*

The purpose of this Pt. Salerno Village Improvements Plan is to provide conceptual plans and designs for these proposed improvements that can be used as a basis for subsequent cost estimates, funding and detailed design, permitting and construction documents.

This document is organized in three (3) sections:

- The first section includes this introduction to the Plan and an overview of the planning process;
- The second section of the Plan includes descriptions of each of the proposed major improvements; and ,
- The third section of the Plan includes the PowerPoint presentation given at the NAC meeting on October 6, 2006, including plans, sketches and illustrations of the proposed improvements.

The next steps in the planning process are to develop construction cost estimates for the proposed improvements; secure funding for the top priority improvements; develop permitting, bidding and construction documents; bid and construct the projects; and celebrate the completion of another phase of enhancements for Martin County's "Historic Fishing Village"!



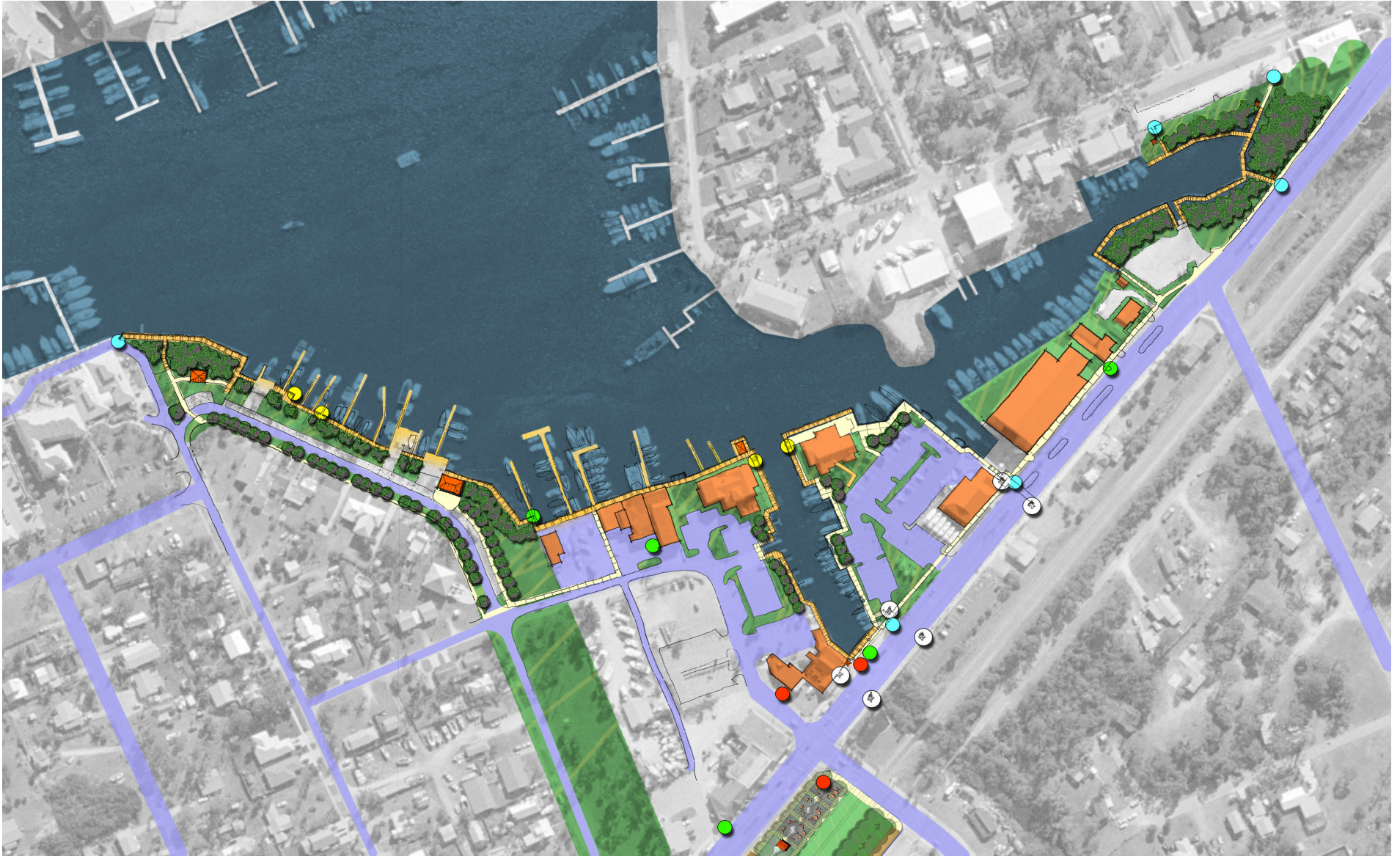
Residents and NAC members discuss the Port Salerno Village Improvement Plan.



Design team members experience Phase I of the Pocket Walk during a site analysis.



## The Manatee Pocket Walk - Phase III



Plan for the completion of the Manatee Pocket Walk, linking Phase I and Phase II.



## Manatee Pocket Walk - Phase III

The Manatee Pocket Walk is designed to accomplish several objectives, including:

- Complete the walk around the Pocket
- Provide recreation, social, entertainment opportunities for residents and visitors
- Attract new businesses, enhance shopping experience
- Environmental education
- Create a destination/identity for Port Salerno

The concept of the Manatee Pocket Walk is to “thread” the various activities along the pocket, while creating an enjoyable and well-connected experience for the user.

Following is a narrative tour of the proposed Phase III improvements accompanied by photographs and sections that illustrate the future Pocket Walk.



The existing bulkhead along Bare Bones Restaurant is a prime area for the Phase III development of the Pocket Walk.



## *Manatee Pocket Walk, continued*

### **Manatee Marina and A1A**

To connect to Phase I, Phase III of the Pocket Walk will use the existing sidewalk along A1A adjacent to the Manatee Marina. New detailing of existing guardrails along A1A along with gateway and directional signage will serve to indicate this part of the sidewalk as part of the specialized Pocket Walk. A pedestrian-scaled entrance will serve as a “gateway” feature, and an accessible ramp between the Manatee Marina boat storage facility and the marina sales building is recommended.

### **Shrimpers Restaurant**

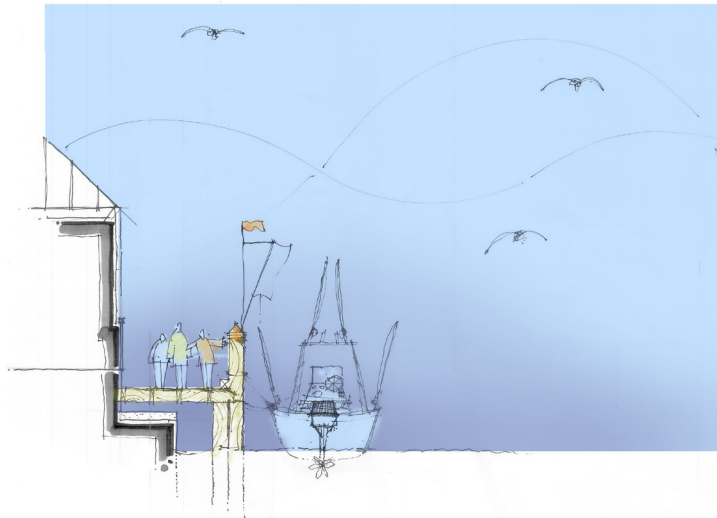
The Pocket Walk will continue to follow the existing bulkhead along the marina and the sport fishing charter boats. A key identifier of the walk will be the decorative pilings—shown on page 12—next to the existing bulkhead. Adjacent to Shimpers, the boardwalk will extend 8’ from the existing bulkhead which will allow for separation between the restaurant customers and those using the walk. In addition, signage will be located to educate and inform users about the natural and built environment of Manatee Pocket.

### **A1A Bridge and Bare Bones Restaurant**

Coming from Shrimpers towards A1A, the Pocket Walk will utilize the existing bridge structure to link the south side of the pocket to the north side. The Pocket Walk continues along the existing bulkhead adjacent to Bare Bones Restaurant, and will be elevated approximately 3’ above the water. Identification signs, directional signs, gateway features, and decorative pilings will identify the entrance from A1A and the continuation of the walk toward Finz Restaurant.



The Pocket Walk will run along a short portion of A1A so as not to interrupt marina activity.



Section showing the Pocket Walk extending over the existing bulkhead at Bare Bones Restaurant.





## BOARDWALK ADDITION AT FINZ

Rendering showing the Pocket Walk extending along Finz Restaurant's water frontage.



## *Manatee Pocket Walk, continued*

### **Finz Restaurant**

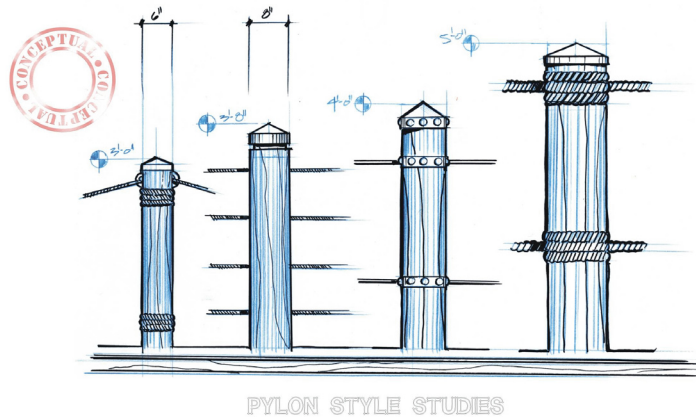
As the walk continues from Bare Bones it will connect to Finz restaurant. Similar to Shrimpers, the boardwalk will extend 8' from the existing bulkhead on the south and east side of the building. The extension of the boardwalk again allows separation between the restaurant users and those walking along the boardwalk. Interpretive and directional signage will again be a key feature of the walk to describe environmental and historic points of interest along the Pocket.

### **Fish House Art Center**

As the Pocket Walk continues north beyond Finz it will connect to the Fish House Art Center. Again, the Pocket Walk will extend 8' beyond the existing bulkhead—and the user can enjoy a fresh espresso while experience working art studios, including ceramics, painting, and glassblowing.

### **Commercial Fishing Docks**

The commercial fishing docks serve as the northern anchor to the Pocket Walk. This section of the Pocket Walk was completed in previous phases but additional improvements are needed to further activate the space and provide a seamless connection along the edge of the Pocket. Improvements to the commercial fishing area will include: defined shellrock parking with new curb and gutter; wall and sidewalk improvements adjacent to the residential area; a fish market pavilion; a new park with parking and a pavilion; and interpretive and educational signage along the Pocket Walk.



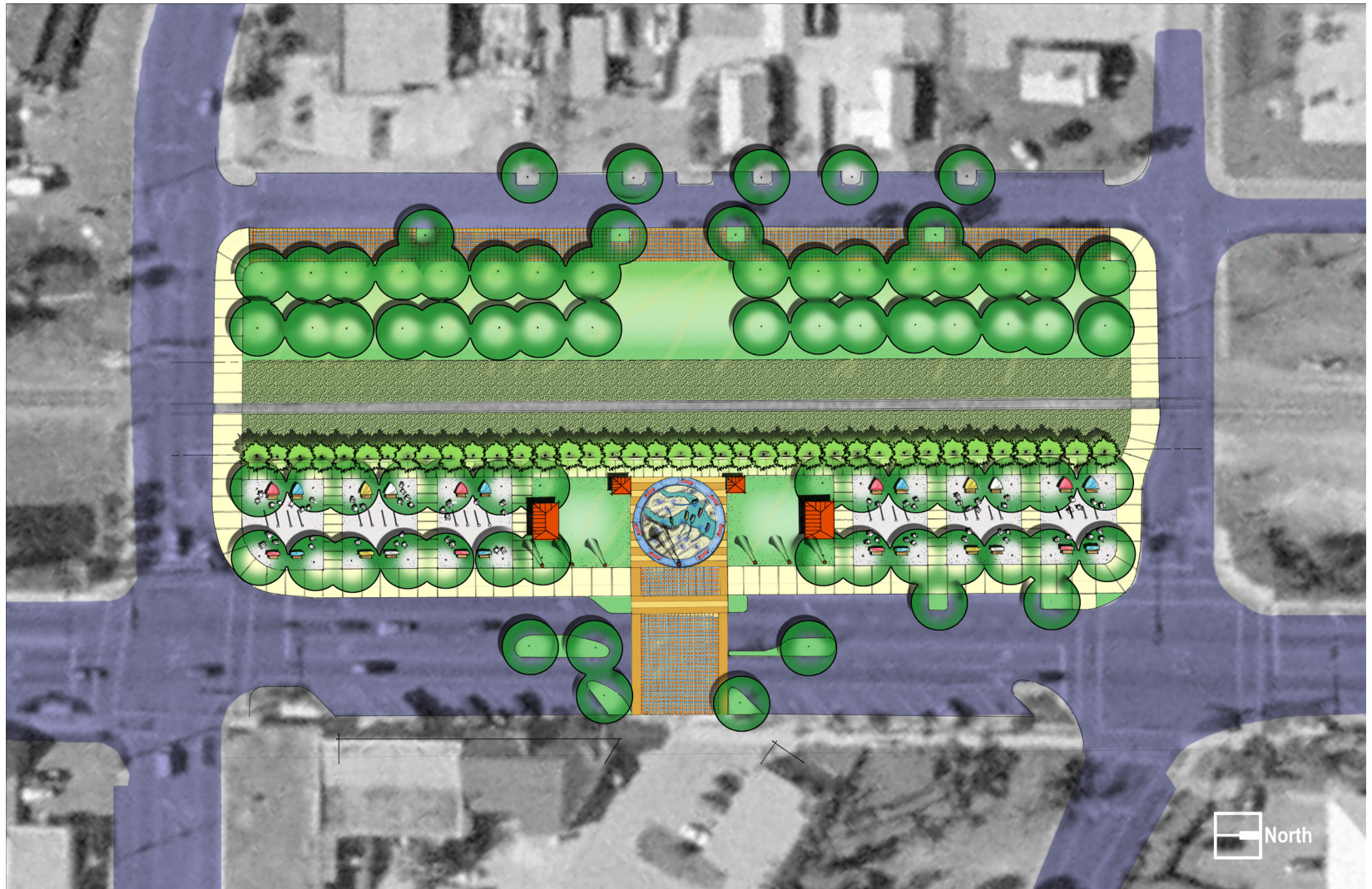
Drawing of possible piling styles to denote the Pocket Walk as a unique thoroughfare.



A unique aspect of Port Salerno is the working fishing dock, which can be better integrated into the Pocket Walk without disturbing the commercial activity.



## Marketplace Park



Plan showing railroad parcel as the new Marketplace Park.



## Marketplace Park

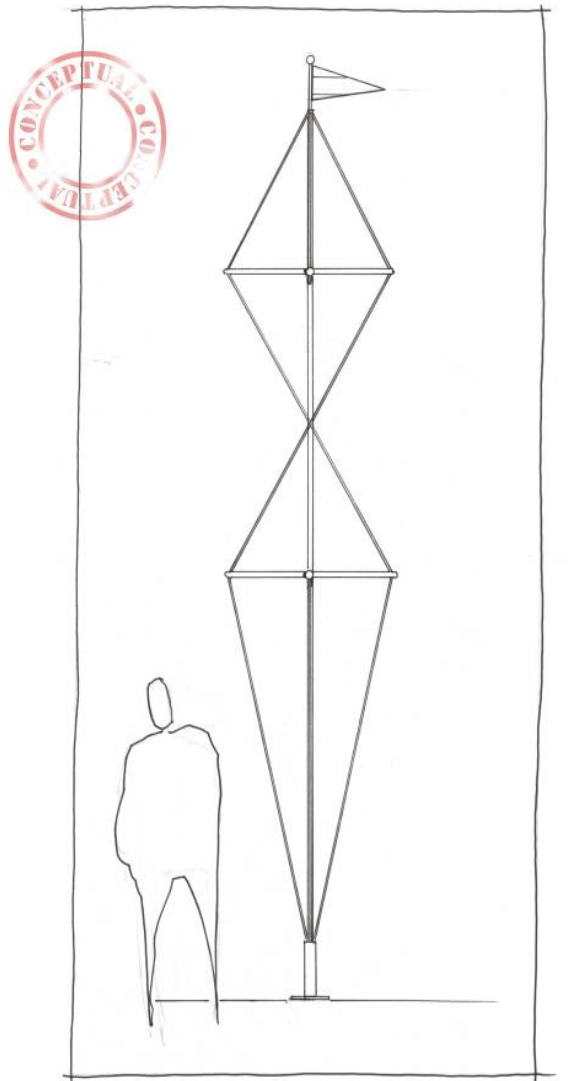
The Market Place Park is designed to accomplish several objectives, including:

- Create a central gathering place for festivals, markets, special events, families, friends, etc
- Attract more people to downtown; improve the shopping experience
- Add parking downtown
- Improve aesthetics
- Showcase local artists
- Commemorate local history, culture and character

The design concept for the park is “Boats in Repose”, borrowing the geometry and character of the local boat docks and fishing boats as a framework. The grid pattern of the concrete walkways, for example, symbolizes the dock layouts at the local marinas and commercial docks. North-south primary walkways connect to secondary east-west walkways, just as main docks lead to finger piers. Regularly spaced shade trees simulate the dock pilings, and the grass or crushed gravel between the walks simulates the water.

Bow and stern benches, which gently rock side to side, symbolize the boats in repose at the docks, while providing unique and entertaining places to sit, read, talk and people-watch. The stern benches, facing A1A, can also be used as sponsorship/ advertising opportunities for local businesses; companies can name their “boat” for a sponsorship fee.

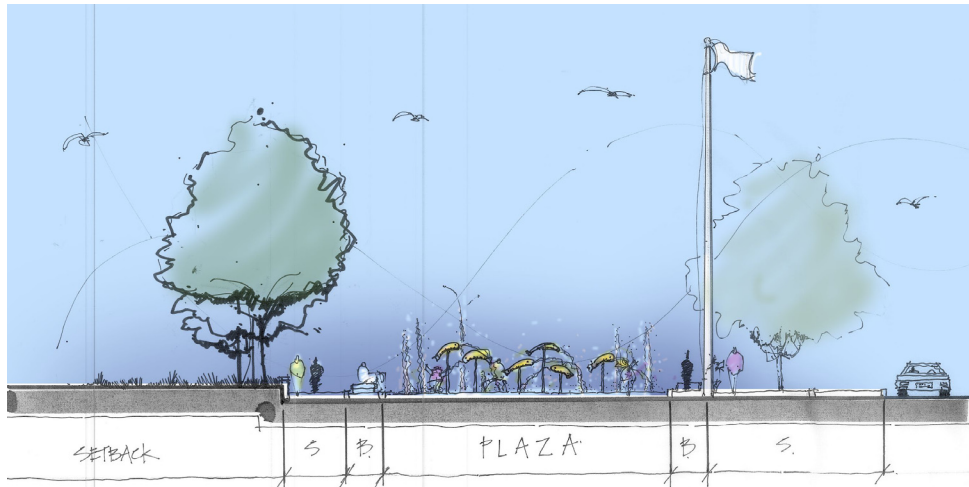
Fiber-optic light structures are designed to symbolize the vertical outriggers on the fishing boats, while providing soft night-lighting and power supply for festivals and special events.



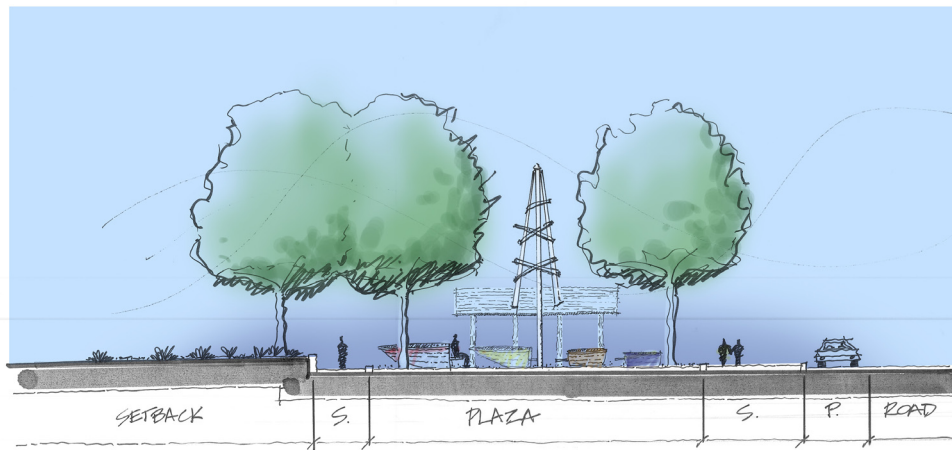
PARK LIGHT TOWER CONCEPT



## Marketplace Park, continued



Section showing fountain play area.



Section showing bow and stern benches and lighting.

At the center of the park, fronting SR A1A, are colorful flag and light structures that symbolize the masts and outriggers on the fishing boats, and serve as the downtown icons marking the center of the village “downtown”. Also at the center of the park is an interactive fountain, featuring a tile map of the Manatee Pocket. Surrounding the fountain are “cleat benches”, designed to match the boat cleats on the docks.

The pavilions around the fountain will be designed to match the local fishing village character of dock-master facilities and processing sheds, and are proposed as picnic/ special event/ rental pavilions. For a diversity of spaces, open lawn areas are proposed for both multi-purpose recreation as well as special events.

The entire park is designed to accommodate both the day-to-day recreation needs of area residents, as well as special events such as the Seafood Festival, art festivals, the Christmas tree lighting and other community events. For example, the “dock spaces” under the trees can accommodate movable tables and chairs for daily use, as well as 10 x 10 booths (fronting the walkways) during the special events. As mentioned previously, power supply for the events will be available from the light “outriggers”.

Across the railroad tracks on the west side of the park, trees are planted in rows to continue the “piling” pattern of the east side. The west side of the park is intended to be used as public overflow parking for downtown merchants and restaurants, as well as for special events. When not in use for parking, the space functions as multiple-use, passive open space.



## Signage and Wayfinding Program

Map detailing locations of sign and wayfinding installations.

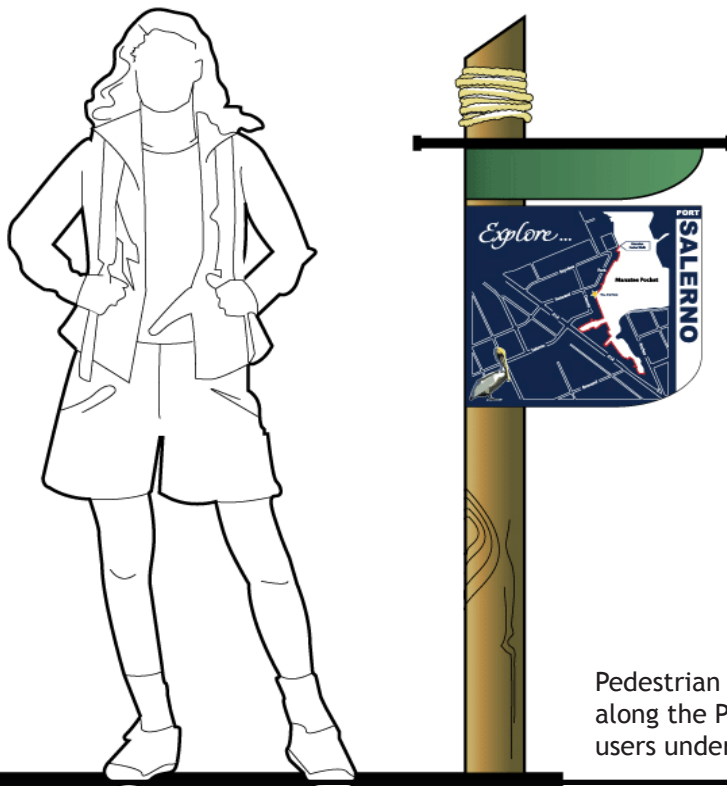


## Signage and Wayfinding Program

The Sign and Wayfinding Program is designed to tie together the village through a number of objectives:

- Display the Port Salerno “brand”
- Welcome and orient visitors
- Improve pedestrian, bicycle, and vehicular circulation
- Coordinate banners, signs, directories, etc.
- Build on existing interpretive signs
- Provide graphics to incorporate into shopping guides, advertising, promotional literature, letterhead, etc. to build “brand” recognition

Themes were important in creating a program of signs and wayfinding mechanisms that are unique to the location. In Port Salerno, the themes that served as inspiration were celebrating heritage; re-enforcing the aesthetic of a working landscape; making connections; “uncovering” Port Salerno; and walkability.



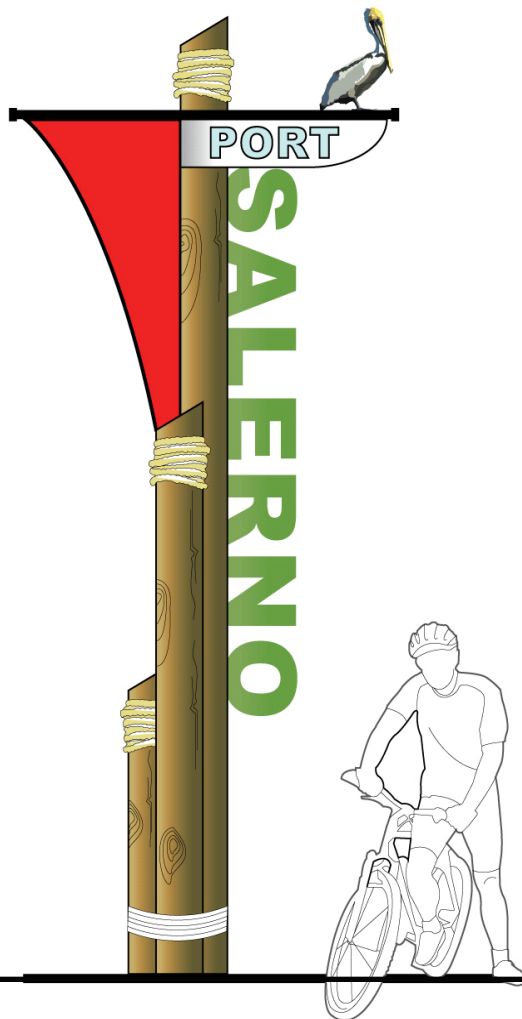
Pedestrian navigational signage along the Pocket Walk can help users understand their location.



## *Signage and Wayfinding, continued*

Using these themes, several locations were evaluated as key places where wayfinding is most needed. The first points of access are predominantly vehicular, as cars and other vehicles enter Port Salerno at AIA and Salerno Road. With creative, eye-catching signage these locations can become gateways that alert visitors that they are entering a special place.

The design for vehicular gateway structures is culled from the area's heritage as a fishing village and uses pilings, rope, and sail material in tandem with modern text punched out of aluminum. The aluminum is repeated throughout the program, with some pieces finished to give them the look of copper. Vehicular directional signage, made of similar materials, is recommended to help orient users towards specific types of places within Port Salerno such as the Pocket Walk, the Civic Center, and general shopping areas.



Vehicular gateways alert visitors to their arrival to Port Salerno.



## *Signage and Wayfinding, continued*

The Sign and Wayfinding Program recognizes that not all visitors will be coming by car, but that some will be on foot. As part of the “uncovering” Port Salerno theme, pedestrian gateways to the Pocket Walk are recommended in key places to help direct users to access points. A complementary system of pedestrian directional signage can help users determine their location on the Pocket Walk.

Additional signage can greatly enhance the user experience along the Pocket Walk. These can be simple, such as short pilings denoting ever 1/10 of a mile along the Walk. But they can also be interpretive and educational, teaching users about the heritage of Port Salerno and some of its unique environmental features. Suggested topics—fully detailed in the following powerpoint presentation—are brief discussions of the history of Port Salerno’s name; the beginnings of the area as St. Lucie Inlet Farms; the evolution of the fishing industry in the village over time; and information about types of fish commonly caught in the Pocket.



Pedestrian gateway signage can help direct people to access points along the Pocket Walk.

