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www.cityofpsl.com

For more information, contact:

Media Inquiries:

Sarah Prohaska, Public Information Officer

(772) 873-6326 / media@cityofpsl.com

Resident Inquiries:

Mark Hamel, Program Manager

Neighborhood Services Department

City Hall Building A

121 SW Port St. Lucie Blvd.

Port St. Lucie, FL 34984

(772) 871-7395 / NICE@cityofpsl.com

FOR IMMEDIATE RELEASE

Port St. Lucie property owners name their neighborhood "Canal Pointe"

PORT ST. LUCIE – The first neighborhood to get its own name through the City's new Neighborhood Improvement and Community Engagement (NICE) program will be called "Canal Pointe."

The City worked with property owners in the community that is east of Florida's Turnpike, south of Port St. Lucie Boulevard, west of the St. Lucie River and North of the C-24 Canal to come up with an official name for the neighborhood. The name was announced during a public information meeting at City Hall on Tuesday night following a vote by property owners.

This community is a pilot project for the NICE program, which will focus on physical improvements, creating identities and engaging residents in targeted neighborhoods throughout the City. These improvements include enhanced gateway features such as entry signs, landscaping, decorative street sign poles, as well as other amenities that enhance and upgrade the neighborhood. The City also will create a logo for the community to be used on signs. These amenities will be paid for with money the City receives when residents recycle.

“The City of Port St. Lucie is beyond excited to have successfully kick started its N.I.C.E. program with a brand-new name for a wonderful community. Canal Pointe elicits a positive mental image for the community formerly referred to as Section 18,” said Carmen Capezzuto, the City’s Neighborhood Services Director. “The residents of Canal Pointe have a lot to be enthusiastic about as we target improvements that will help their neighborhood prosper.”

The Canal Pointe community, which had tentatively been called “Oakridge” because Oakridge Blvd. makes up its southern border, is the first of several where residents will help choose an official name. Staff next will work with residents in Canal Pointe who expressed interest in creating a Civic Association. The City expects to have most of the short-term projects completed in the fall. The City desires to engage in long-term planning with its civic associations to be able to more easily communicate to a larger audience.

Residents throughout the City are encouraged to visit www.cityofpsl.com/nice . This webpage is created to show each neighborhood and keep residents continually updated and informed on activities taking place in each community.

The next neighborhood to be named is a community tentatively being called “Edinburgh Park.” That community is north of the Martin County line, south of Parr Drive, east of Interstate 95 and west of Port St. Lucie Boulevard. NICE staff have scheduled a community meeting for this neighborhood for Aug. 7 from 6:30 to 7:30 p.m. at City Hall.

Going forward, the NICE program will follow this plan when working in each community:

- Each area will have a two-week window to submit name suggestions via an online survey.
- Each area will have a public information meeting and City staff will bring all the names submitted to the meeting. At the meeting, attendees will work with City staff to cut the names down to the top five.
- The five short-listed names will be placed on a ballot and mailed to property owners to vote for one name.



The City of Port St. Lucie is proud to be a hometown where people live, learn, work and play, and celebrate all of life's opportunities. With over 185,000 residents, Port St. Lucie is Florida's eighth largest city by population (South Florida's 3rd largest city). The City occupies an area of 120 square miles in St. Lucie County on Florida's east coast, about 50 miles north of West Palm Beach, half way between Miami and Orlando. The City provides most traditional municipal services including law enforcement, water and sewer, and public works. For more information, please visit: www.cityofpsl.com

