

Activity Center

Discussion

What is an Activity Center?

How many are there?

Why should you care?

What is an Activity Center?

- Areas for coordinated development of industrial, commercial, professional office, residential, public and recreational uses
- Project components and land use relationships are physically and functionally integrated

How many are there?

9

Mediterranea: AC1

Heron Creek: AC2

Gateway: AC3

Panacea: AC4

Midway: AC5

The Shire: AC6

The Springs: AC7

The Gardens: AC8

Central Parc: AC9

Why should you care?

- Unique opportunities
- Diverse physical, economic and recreational amenities
- Attract both residents and prospective employers
- Unique identities for areas within the City

Example :



Heron Creek Activity Center

➤ **Located along main road, 2 miles from I-75 exit 182**

➤ **There is a mix of development in the activity center:**

- Government buildings (*City Hall, Police headquarters, United States Postal Service, George Mullen Activity Center*)
- City mall with planned activities and food trucks
- Restaurants
- Grocery Stores
- Residential
- Heron Creek Golf Course located within activity Center
- Close proximity to Morgan Family Community Center/North Port Aquatic Center
- Served by North Port High School, Heron Creek Middle school, and Glenallen Elementary school



HERON CREEK HIGHLIGHTS



- **New construction projects**
 - Experience Living
 - Florida Cancer Specialists

- **Charging Station for electric vehicles**

- **Heron Creek is home to great walking trails and parks along Sumter Blvd**

- **Room for development in commercial centers**



HERON CREEK HIGHLIGHTS



Data could include:

- Demographics
- Roof Tops
- Types of Businesses
- Infrastructure
- Amenities



HERON CREEK HIGHLIGHTS



A graphic illustration on a green background. It features several stylized human figures in green, blue, red, and orange. Surrounding them are various icons: a thumbs-up, a speech bubble with three lines, a location pin, a globe, a magnifying glass with a plus sign, a document with a person icon, and an envelope. The word "Marketing" is written in a large, bold, dark grey font across the bottom of the scene.

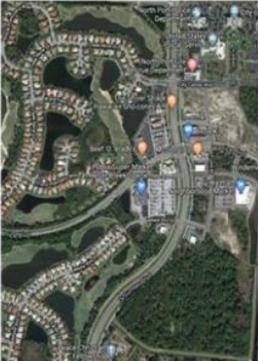
Marketing

The City of North Port - Government
June 23, 2020 at 8:52 AM · 🌐

Good Morning, folks! Did you know that North Port is comprised of six Activity Centers? Activity centers are "hubs" for activities within the City. Heron Creek Activity Center is one of the six. Heron Creek is special because there is a mix of development opportunities, many new construction projects, and it is located on a main road, 2 miles from I-75. If you would like more information about Heron Creek Activity Center visit www.cityofnorthport.com/ActivityCenters.

Heron Creek Activity Center

- Located on the main road, 2 miles from I-75 exit 182
- The activity center is a hub for local bus transportation
- A mix of development in activity center:
 - Government buildings (city hall, police headquarters, United States Postal Service, Mullen Community Activity Center)
 - City mail with planned activities and food trucks
 - Restaurants
 - Walmart Neighborhood Center
 - Publix Grocery Store
 - Animal Hospital
 - Residential
- Served by North Port High School, Heron Creek Middle school, and Gibraltar Elementary school
- Heron Creek Golf Course located within activity Center
- Charging Station for electric vehicles
- Great walking trails and parks along Sumter



👍 Like 💬 Comment ➦ Share

The City of North Port - Government
June 23, 2020 at 9:06 AM · 🌐

What would you like to see come to Heron Creek Activity Center? Heron Creek is known for its mix of development, close proximity to Morgan Community Center/North Port Aquatic Center, and great walking trails/parks along Sumter. We would love to hear from you on what you would like to see in Heron Creek.



👍 Like 💬 Comment ➦ Share

The City of North Port - Government
June 25, 2020 at 9:16 AM · 🌐

As you made your morning commute today you might have noticed our new "Welcome to Heron Creek" signs. They are placed throughout the Heron Creek Activity Center and look great! What is your favorite part about Heron Creek?



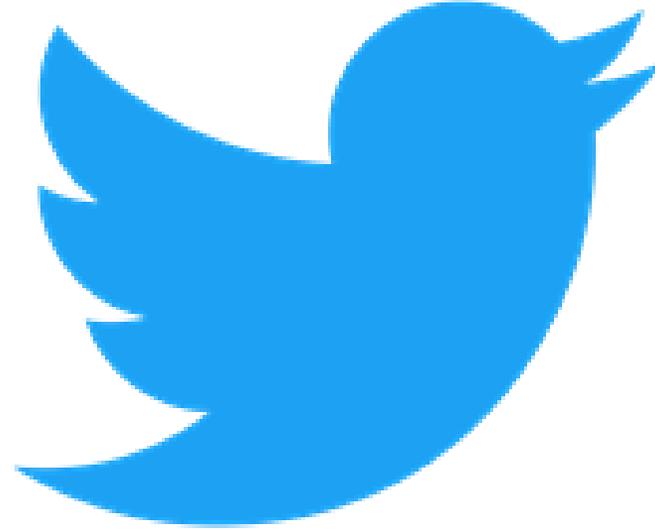
👍 Like 💬 Comment ➦ Share

SOCIAL MEDIA





More than 21,000
followers



More than 3,500
followers



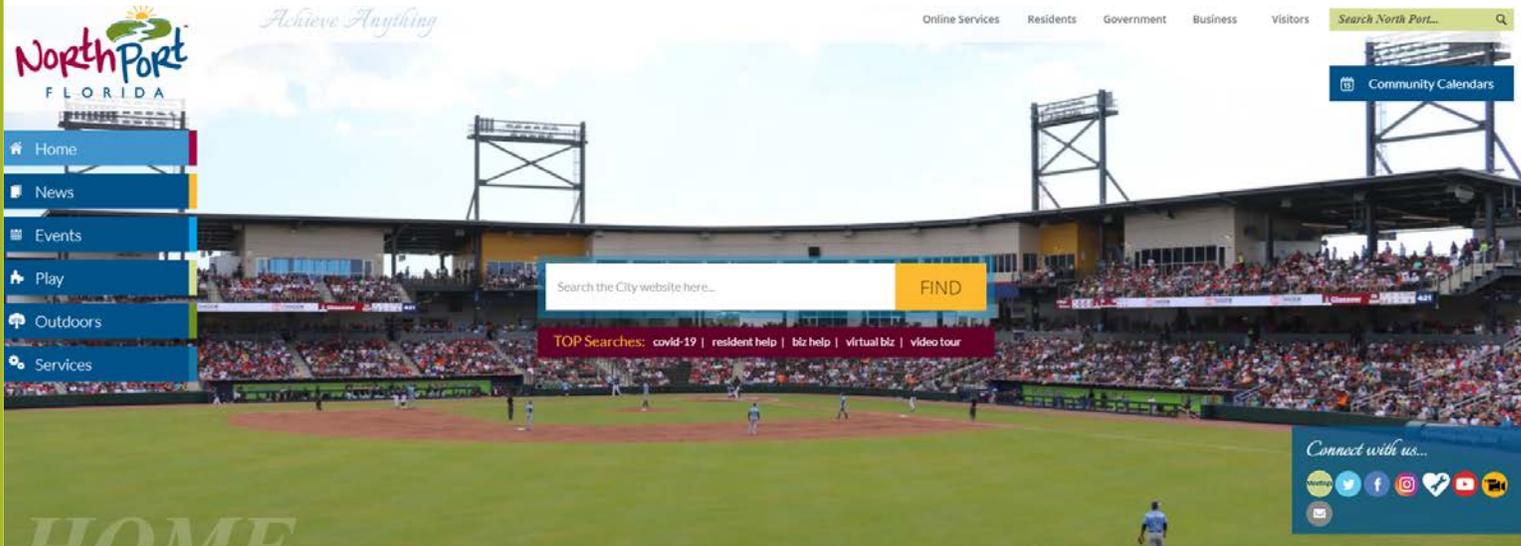
More than 4,000
followers

Targeted Marketing Tool



Nextdoor App

- More than 17,200 followers
- Targets 72 North Port communities



CITY'S WEBSITE

More than one-million page visits annually

North RePort Options

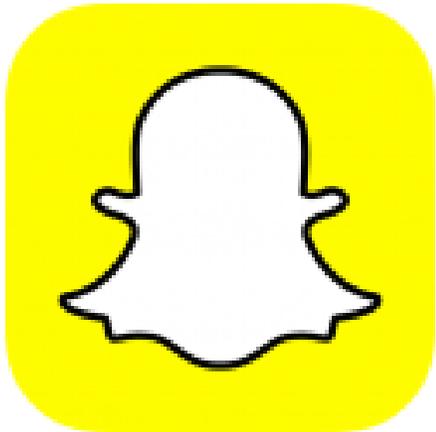


- Currently has nearly 8,000 downloads
- Almost 3,000 citizens receive push notifications to get alerts immediately.
- Possibly utilize the newsletter



The City's outreach tools have an annual reach of more than ***11 million people.***

Other Marketing Options



SnapChat Filters



North Port's Podcast



Utilize the Chamber

Updating of Activity Center names

- There has been discussion about the possibility of updating Activity Center names. Some of the current names for the Activity Centers do not create a sense of place/identity.

Community Input

- Utilize the City's available media tools and outlets to solicit public input on names that reflect the unique identity of each activity center.

***COMMUNITY
ENGAGEMENT***

Questions?