

## Martin County Community Redevelopment Agency (CRA) Fiscal Year 2025 Goals and Objectives

Goal	Objective	Performance Measure	Goal Met?	Details
<b>Economic Development</b>				
<b>1. Reduce slum and blight in the CRA areas</b>				
	1. Begin to develop a program for revitalizing vacant properties and buildings			
<b>2. Create appropriate viable commercial corridors within CRA areas</b>				
	1. Begin engineering design for the Hobe Sound CRA Dixie Highway Streetscape and Stormwater project			
	2. Begin conceptual design for County Road 707 (Dixie Hwy.) streetscape enhancement in the Rio CRA			
	3. Begin conceptual design for CRA owned property and the Rio Civic Center in the Rio CRA			
<b>3. Incorporate the cultural arts, education and recreation as critical components of economic development</b>				
	1. Support the release of a Call for Artists for art to be produced and installed in the two Rio Roundabouts to be built on CR 707 in the Rio CRA			
	2. Support the release of a Call for Artists for a large mosaic to be designed, produced and installed on the Mooring Field facility being constructed in the Port Salerno CRA			
	3. Support the completion of the Hobe Sound Library artistic benches and new mural in the Hobe Sound CRA			
<b>4. Support small businesses and entrepreneurs</b>				
	1. Utilize a new small business, Printera, to complete an art project in the Hobe Sound CRA			
	2. Produce and circulate 6 videos highlighting CRA businesses			
	3. Increase outreach/promotion methods for the CRA Investment Program			
	4. Review Street Economics - a new program to revitalize small businesses			
<b>5. Reposition Martin County CRA areas to enhance and encourage private investment and consumer spending</b>				
	1. Produce and circulate 2 videos highlighting business and real estate investment opportunities in the CRA areas			
<b>6. Expand promotional efforts to grow awareness of Martin County CRA areas</b>				

- 1. Supply banners for promotion of downtown areas
- 2. Participate in two 2 events within Martin County to disseminate information about the CRA and its projects and programs
- 3. Produce and circulate 3 videos highlighting CRA projects
- 4. Continually update CRA Website with additional information on incentives and ongoing events, programs and projects within the CRA



**Public Improvements/Infrastructure**

**1. Enhance CRA visibility**

- 1. Produce a video of each Program Manager doing a tour of their CRA areas
- 2. Produce and install signage recognizing CRA projects during construction at each project



**2. Improve walkability and safety**

- 1. Add LED lighting in the Banner Lake neighborhood in the Hobe Sound CRA
- 2. Pave dirt/gravel roads to increase connectivity and pedestrian and vehicular safety in the Pt. Salerno CRA, Hobe Sound CRA and Rio CRA areas
- 3. Begin conceptual design for complete streets within the Golden Gate CRA providing sidewalk, traffic circles, on-street parking and landscaping



**3. Improve aesthetics throughout CRA**

- 1. Complete eight (8) CRA Investment Program projects for commercial property owners

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**4. Coordinate roadway, sidewalk, landscaping, infrastructure, open space and community enhancement improvements**

- 1. Complete design, construction documents and bid for the New Monrovia Neighborhood Improvements including sidewalk, landscaping and traffic calming measures
- 2. Complete Park Drive Improvements, including parking, lighting, sewer, roadway repave Complete design, construction documents and bid for the New Monrovia Park
- 3. Enhancements including new basketball court, picnic facilities and playground shade structure



**5. Support neighborhood improvement initiatives to reduce slum and blight conditions in residential neighborhoods**

1. Begin construction and substantially complete the El Camino Trail, a 10' paved multimodal pathway complete with picnic facilities, soccer field, play area, community garden, etc. running through the the entire neighborhood of the Golden Gate CRA
2. Design, introduce and receive approval for an incentive program for single/multifamily homeowners within the CRA areas

**Housing and Residential Development**

***1. Establish a healthy and sustainable housing mix***

1. Release an RFP for multifamily housing on 10 lots in the Golden Gate CRA
2. Work toward attaining sewer availability on 8 lots in the Port Salerno CRA for affordable housing

***2. Work with affordable housing partners***

1. Attend quarterly meeting of the Martin County Affordable Housing Advisory Committee

**Transportation/Transit/Parking**

***1. Encourage safe, convenient, efficient modes of alternative transportation/transit***

1. Complete the 10' multimodal pathway for pedestrians and bicyclists in the Goldent Gate CRA
1. Support the installation of EV station locations throughout the CRA areas

***2. Create safe, efficient parking to support businesses***

1. Revisit the design and construction of Church Street to provide additional on street parking in the Jensen Beach CRA
2. Continue to offer the SPARC program (Special Parking Alternatives for Redevelopment Centers) to support small business

***3. Create safe, efficient parking to support residential areas***

1. Begin design and construction documents for additional parking along Camino Street between SE Normand St and SE Indian St in the Golden Gate CRA
2. Support the construction of additional parking at Charlie Leighton Park in the Old Palm City CRA

**Redevelopment Support**

***1. Encourage and support sound, redevelopment friendly land use regulations***

1. Work with the Growth Management Department in re-writing current land use regulations to support CRA Goals		
<b>2. Use the powers of borrowing to support redevelopment efforts</b>		
1. Examine the feasibility of issuing a CRA revenue bond to support capital projects within the Martin County CRA		
<b>3. Use powers of land acquisition/disposition to further CRA goals</b>		
1. Release an RFP to sell the 3500 SW Palm City School Avenue property in the Old Palm City CRA		
<b>4. Provide economic incentives to support projects that further CRA goals</b>		
1. Work with private investment to redevelop the 3500 SW Palm City School Avenue property to further redevelopment goals and initiatives in the Old Palm City CRA		
1. Update Architectural Design Standards increasing clarity, flexibility and ease of implementation throughout all six CRA areas		
<b>5. Identify and pursue resources for successful implementation of CRA plan initiatives</b>		
1. Initiate small zoom meetings for resident to join to learn about upcoming and ongoing CRA projects, 1 in each CRA area		
<b>6. Increase support for Neighborhood Advisory Committees</b>		
1. Deliver Neighborhood Advisory Committee training to each new member		
<b>7. Increase public engagement in public meetings</b>		
1. Institute the 3 touch system (invite to a meeting, reminder to attend, send meeting highlights) to encourage awareness		
2. Send out a Community Pulse meeting highlight constant contact after every community meeting		