

# 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	Yes	Program design submitted to Legal for vetting
	<b>2. Create appropriate viable commerical corridors within CRA areas</b>			
	1.	Begin engineering design for the Hobe Sound CRA Dixie Highway Streetscape and Stormwater project	Yes	Currently in negotiations for a contract with engineer
	2.	Begin conceptual design for County Road 707 (Dixie Hwy.) streetscape enhancement in the Rio CRA	Yes	Conceptual design to be complete in Jan. 2026
	3.	Begin conceptual design for CRA owned property and the Rio Civic Center in the Rio CRA	Yes	Conceptual design to be complete in Jan. 2026
	<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	No	Call is ready, waiting on construction
	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	Yes	Call is done, artist is chosen, mosaic fabrication is in the works.
	3.	Support the completion of the Hobe Sound Library artistic benches and new mural in the Hobe Sound CRA	Yes	Call is complete, ready to be sent out.
	<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	Yes	Printera will be the fabricator of the book benches for the HS Library.
	2.	Produce and circulate 6 videos highlighting CRA businesses	Yes	Investment Program videos
	3.	Increase outreach/promotion methods for the CRA Investment Program	Yes	New brochure completed, mailing done
	4.	Review Street Economics - a new program to revitalize small businesses	Yes	Met with Business Flare, received scope for CRA metrics/evaluation
	<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	No	
<b>6. Expand promotional efforts to grow awareness of Martin County CRA areas</b>			
1.	Supply banners for promotion of downtown areas	Yes	All six CRA areas have banners
2.	Participate in two 2 events within Martin County to disseminate information about the CRA and its projects and programs	Yes	Martin CARES program (2); Districts 1&2 Open House; Palm City Place ribbon cutting
3.	Produce and circulate 3 videos highlighting CRA projects	Yes	Palm City Place, Ripple, El Camino
4.	Continually update CRA Website with additional information on incentives and ongoing events, programs and projects within the CRA	Yes	
<b>Public Improvements/Infrastructure</b>			
<b>1. Enhance CRA visibility</b>			
1.	Produce a video of each Program Manager doing a tour of their CRA areas	Yes	These were featured in the FY 2024 Annual Report
2.	Produce and install signage recognizing CRA projects during construction at each project	Yes	All projects under construction have metal signage or banner signage
<b>2. Improve walkability and safety</b>			
1.	Add LED lighting in the Banner Lake neighborhood in the Hobe Sound CRA	Yes	50 lights added. Complete
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	Yes	Pt. Salerno - SE Field/43 Ave. unpaved roads are under construction. Hobe Sound - SE Elenor/Hammond under construction. SE Sagave/Haslom are next.
3.	Begin conceptual design for complete streets within the Golden Gate CRA providing sidewalk, traffic circles, on-street parking and landscaping	Yes	DDEC was hired to do a 30% design to be submitted for a federal grant in January 2026.
<b>3. Improve aesthetics throughout CRA</b>			
1.	Complete eight (8) CRA Investment Program projects for commercial property owners	No	Three (3) completed projects. Five (5) potential applicants.
<b>4. Coordinate roadway, sidewalk, landscaping, infrastructure, open space and community enhancement improvements</b>			

	1. Neighborhood Improvements including sidewalk, landscaping and traffic calming measures	No	Design is at 90%.
	2. Complete Park Drive Improvements, including parking, lighting, sewer, roadway repave	No	Currently under construction. To be completed March 2026
	3. Complete design, construction documents and bid for the New Monrovia Park Enhancements including new basketball court, picnic facilities and playground shade structure	Yes	Construction contract goes to the MC Board of County Commissioners for approval on December 9.
<b>5. Support neighborhood improvement initiatives to reduce slum and blight conditions in residential neighborhoods</b>			
	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	Yes	Currently under construction. To be completed March 2026
	2. Design, introduce and receive approval for an incentive program for single/multifamily homeowners within the CRA areas	No	
<b>Housing and Residential Development</b>			
<b>1. Establish a healthy and sustainable housing mix</b>			
	1. Release an RFP for multifamily housing on 10 lots in the Golden Gate CRA	No	Waiting for El Camino construction to be completed
	2. Work toward attaining sewer availability on 8 lots in the Port Salerno CRA for affordable housing	Yes	Sewer conversion complete
<b>2. Work with affordable housing partners</b>			
	1. Attend quarterly meeting of the Martin County Affordable Housing Advisory Committee	Yes	Attended 2 meetings
<b>Transportation/Transit/Parking</b>			
<b>1. Encourage safe, convenient, efficient modes of alternative transportation/transit</b>			
	1. Complete the 10' multimodal pathway for pedestrians and bicyclists in the Golden Gate CRA	No	Currently under construction. To be completed March 2026
	2. Support the installation of EV station locations throughout the CRA areas	Yes	So far, one in Hobe Sound CRA
<b>2. Create safe, efficient parking to support businesses</b>			
	1. Revisit the design and construction of Church Street to provide additional on street parking in the Jensen Beach CRA	Yes	Property owner ROW donation to go to the BOCC 12/2/25. Church Street redesign to begin after that.

2	Continue to offer the SPARC program (Special Parking Alternatives for Redevelopment Centers) to support small business	Yes	Offered in all 6 CRA areas
<b>3. Create safe, efficient parking to support residential areas</b>			
1.	Begin design and construction documents for additional parking along Camino Ave between SE Normand St and SE Indian St in the Golden Gate CRA	Yes	Conceptual design complete. Waiting for El Camino construction to be completed
	Support the construction of additional parking at Charlie Leighton Park in the Old Palm City CRA	Yes	Currently under construction. To be completed March 2026
<b>Redevelopment Support</b>			
<b>1. Encourage and support sound, redevelopment friendly land use regulations</b>			
1.	Work with the Growth Management Department in re-writing current land use regulations to support CRA Goals	No	Due to SB 180
<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	Yes	Met with OMB and Administration. Positive preliminary feedback. Working on getting engineer estimates on 5 potential projects to move forward with the bond process.
<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	Yes	RFP complete. Buyer and County to close in December 2025.
<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	Yes	Meetings held with buyer, CRA staff, Growth Management staff, Public Works staff and Legal staff.
	Update Architectural Design Standards increasing clarity, flexibility and ease of implementation throughout all six CRA areas	Yes	Complete and now part of our Land Development Regulations.
<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	No	In the works
<b>6. Increase support for Neighborhood Advisory Committees</b>			
1.	Deliver Neighborhood Advisory Committee training to each new member	Yes	6 new members trained

<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	Yes	Instituted in all 6 CRA areas, including the CRA Board.
2.	Send out a Community Pulse meeting highlight constant contact after every community meeting	Yes	30 campaigns completed = 31,284 emails sent to the community. The average open rate was 49.9%, well above the industry average of 30-35%.