

Martin County Community Redevelopment Agency (CRA)

Fiscal Year 2026 Goals and Objectives

Goal	Objective	Performance Measure	Goal Met?	Details
Economic Development				
	1. Reduce slum and blight in the CRA areas			
		1. Implement a program for revitalizing vacant properties and buildings		
	2. Create appropriate viable commercial corridors within CRA areas			
		1. Contract an Engineering firm for the Hobe Sound CRA Dixie Highway Streetscape and Stormwater project.		
		2. Contract a CMAR for the HS Dixie Highway Streetscape & Stormwater project.		
		3. Complete conceptual design for County Road 707 (Dixie Hwy.) streetscape enhancement in the Rio CRA		
		4. Contract an engineer for design of Dixie Hwy. Streetscape Enhancement in the Rio CRA.		
		5. Complete conceptual design for CRA owned property and the Rio Civic Center in the Rio CRA		
		6. Contract an engineer for design of CRA owned property and the Rio Civic Center in the Rio CRA.		
	3. Incorporate the cultural arts, education and recreation as critical components of economic development			
		1. Release 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 completion of 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		
		4. Support the installation of "It Was a Windy Day They Would Never Forget" sculpture at the Ptio at Palm City Place.		
	4. Support small businesses and entrepreneurs			
		1. Printera, a local small business is 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.	Contract with BusinessFlare to to implement metrics and evaluation for all six CRA areas.		
	5. Reposition Martin County CRA areas to enhance and encourage private investment and consumer spending			
	1.	Produce and circulate 2 videos highlighting business and real estate investment opportunities in the CRA areas		
6. Expand promotional efforts to grow awareness of Martin County CRA areas				
	1.	Continue to 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		
	5.	Design and introduce a new program, i.e., Redevelopment Awards		
Public Improvements/Infrastructure				
1. Enhance CRA visibility				
	1.	Produce and circulate a video of each Program Manager doing a tour of their CRA areas		
	2.	Apply for project awards showcasing our CRA areas and redevelopment efforts.		
	3.	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.	Apply for a federal grant for funding 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 (5) CRA Investment Program projects for commercial property owners		

2. Work on code issues with 2 businesses in each CRA area.

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

	1.	Complete the New Monrovia Neighborhood Improvements including sidewalk, landscaping and traffic calming measures		
	2.	Complete Park Drive Improvements, including parking, lighting, sewer, roadway repave		
	3.	Complete the New Monrovia Park 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.	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 affordable housing, specifically in the Port Salerno, Hobe Sound and Golden Gate CRA areas.		

2. Work with affordable housing partners

	1.	Attend quarterly meeting of the Martin County Affordable Housing Advisory Committee		
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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		
	2.	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.	Design 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				
<u>1. Encourage and support sound, redevelopment friendly land use regulations</u>				
	1.	Work with the Growth Management Department to clarify current land use regulations to support CRA Goals		
<u>2. Use the powers of borrowing to support redevelopment efforts</u>				
	1.	Get Board approval to issue a CRA revenue bond to support capital projects within the Martin County CRA		
<u>3. Use powers of land acquisition/disposition to further CRA goals</u>				
	1.	Continue to purchase property to further redevelopment goals in all six CRA areas.		
	2.	Release an RFP for 10 lots in the Golden Gate CRA for housing.		
<u>4. Provide economic incentives to support projects that further CRA goals</u>				
	1.	Work with private investment to redevelop commercial properties and vacant parcels to further redevelopment goals and initiatives in all six CRA areas.		
	2.	Work with the Martin County BDB to strengthen our collaborative efforts.		
<u>5. Identify and pursue resources for successful implementation of CRA plan initiatives</u>				
	1.	Initiate small zoom meetings for resident to join to learn about upcoming and ongoing CRA projects, 1 in each CRA area		
<u>6. Increase support for Neighborhood Advisory Committees</u>				
	1.	Deliver Neighborhood Advisory Committee training to each new member		
<u>7. Increase public engagement in public meetings</u>				
	1.	Continue the 3 touch system (invite to a meeting, reminder to attend, send meeting highlights) to encourage participation.		
	2.	Send out a Community Pulse meeting highlight constant contact after every community meeting to increase knowledge and awareness of CRA activities.		
	3.	Update monthly the County's Project Portal to increase the community's access to project information and status in each CRA area.		