

Florida Department of Economic Opportunity

2017





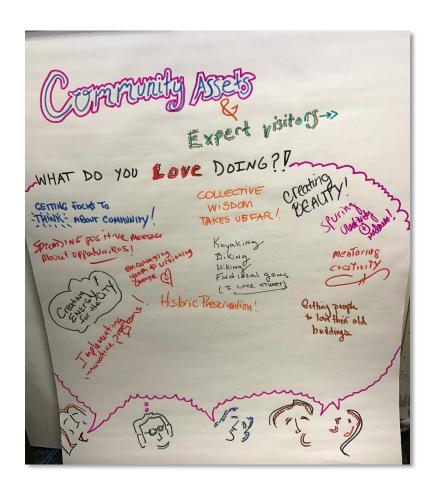
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About the Report

The recommendations in this report are meant to provide a snapshot of the community by individuals with an outside perspective. Those who know the City of Stuart best may find some recommendations more feasible or appropriate for the community than others, but the hope is to provide thoughts to help guide those closest to the community in the creation of a local economic development action plan.

Economic development planning can generally be defined as policymakers' actions that promote the economic and social well-being of a specific area. These are the plans and actions that a community can adopt to improve the well-being of its current and future residents and businesses. This report was prepared by The Florida Department of Economic Opportunity's in collaboration with numerous partners involved with the economic development opportunities of the community.



Introduction

Stuart is a partner community in DEO's Competitive Florida Partnership Program. Competitive Florida helps communities map their strengths and identify what makes them unique. Communities then target economic development opportunities and community improvements that fit within their character. The recommendations included in this report were developed through an asset mapping exercise, an integral part of the Competitive Florida Partnership. On March 28, 2017, a team of experts from state and regional agencies partnered with community



Figure 1: St. Lucie River Boardwalk, Downtown Stuart

leaders to visit the unique assets in Stuart. In addition, the teams brainstormed potential opportunities to expand upon the assets in ways that may further economic and community development.

This asset mapping report documents and builds off of ideas generated during the asset mapping exercise. Communities are encouraged to review the proposed ideas and decide whether they can become strategies in their economic development plan.













Figure 2: Various scenes of Asset Mapping, Stuart

The City of Stuart - Assets and Ideas

The City of Stuart and its stakeholders identified 24 assets to highlight during the exercise. These assets were grouped into the following categories: Education and Jobs; Recreation/Natural and Historic Resources; Transportation; Community Organizations; Properties and Opportunities. The assets explored are as follows:

Healthcare

o Martin Health System

City Owned Properties for Lease

- o Northpoint Property
- o Two acre parcel

Public Schools

- o Spectrum Junior Senior High School
- o J.D. Parker School of Technology
- o Stuart Middle School
- o Martin County School Board

Parks and Ballfields

- o Sailfish Ballpark
- o Stuart 10th Street Center

Witham Field Airport

- o Airport
- o Triumph Aerostructures-Vought

- o Stuart Jet Center
- o Treasure Coast Flight Training
- o Precision Jet Services
- Premier Jet Training

Hotels/Motels

- o Clarion Inn
- o Best Western Downtown Stuart
- o Royal Palms Motel
- o Southwind Motel
- o Hampton Inn & Suites Stuart-North

Under Utilized/Redevelopment Properties

- o West Ocean Commercial area
- o Industrial mixed use area

Community Organizations

- o Area vastly represented by DBA
- o Stuart Main Street Office (City Hall)

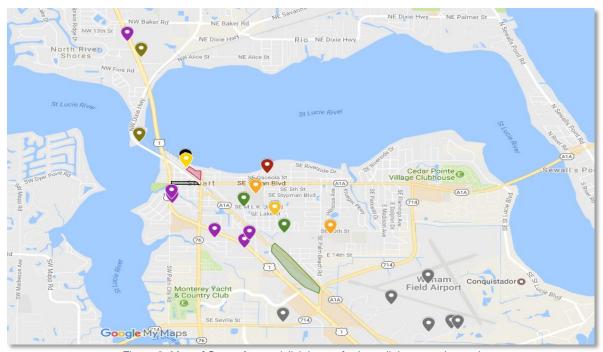


Figure 3: Map of Stuart Assets (click image for hyperlink to google map)

Ideas

The following section presents ideas that arose during the staff-facilitated brainstorming activities. The left column provides the asset(s) in question, the middle provides ideas generated by participants, and the right column provides other information that could assist in the idea's implementation.



Figure 4: Various scenes of afternoon brainstorming, Stuart

COMPETITIVE



Here's the asset or group of assets	Here's the idea	Here's where you can turn to learn more or pursue it
Existing under-used properties	Convert existing under-used properties into affordable housing developments. Construct mixed-use buildings and ensure that housing is owned by the residents. Also, provide tax credits for developers or offer incentive for transforming older homes into duplexes to increase affordable housing availability for young families and young professionals. Ensure that housing is energy efficient, powering both housing and electric vehicles—sustainable buildings.	The Incremental Development Alliance is an advocacy group who have experience around the country promoting redevelopment. Consider contacting Florida League of Cities/Florida Redevelopment Association regarding the variety of redevelopment tips and activities at Stuart's disposal: Carol Westmoreland cwestmoreland glicities.com 850.701.3608 Ensure that current Community Services Block Grant opportunities are maximized for energy efficiency in Stuart: Martin County served by St. Lucie County Department of Human Services 77.2462.1777
Sailfish Park / East Stuart	Implement a strategic plan to redevelop the Sailfish Park area by constructing a complex called, "Field of Dreams" to encourage visitors and revitalize East Stuart. Invite regional and national sports tournaments to use the venue.	Bureau of Community Planning and Growth Technical Assistance Grants could potentially support a park planning and redesign effort. Sherry Spiers Regional Planning Administrator, DEO 850.717.8499 Consider learning more about Sarasota's Nathan Benderson Park for take-aways about sports-complex planning. 941.358.7275 info@sanca.us

artists in a streetscape concept. Create working artist space to encourage participation. Consider designating an art district, in this area.

DEO Technical Assistance grant -Stakeholder identification and information planning study. See contact for Sherry Spiers, above.

Here's the asset or group of assets	Here's the idea	Here's where you can turn to learn more or pursue it
Flagler Park / downtown Stuart	Construct a wide waterfront boardwalk on Flagler Park property with attractions that complement downtown Stuart. Create an opportunity for a recreational waterpark with a nearby amphitheater and/or improve existing amphitheater.	Consider the work of Project for Public Spaces on Waterfronts as the City plans for increased visibility and access. The Apalachicola National Estuarine Research Reserve has a strong handle on environmental education and recreation in the North Florida region and could help fold that into Stuart's waterfront. Anita Grove Coastal Training Program Coordinator 850.670.7708 Anita.Grove@dep.state.fl.us
Downtown Stuart / waterfront	Develop biking and walking trails in and around downtown Stuart. Connect the waterfront park and boardwalk with biking paths, linked to surrounding neighborhoods.	Christine Small Coordinator, Greenways &Trails Christine.Small@dep.state.fl.us 850.245.2939 DEP Greenways and Trails Page FDOT's SUN Trail Program could figure into Stuart's connectivity to the greater state trail network. Robin Birdsong FDOT SUN Trail 850.414.4922
Waterfront area	Create an iconic waterfront destination. Construct a large auditorium for public use and provide boat/kayak tie-ups and a designated canoe/kayak launch area. Attract more businesses along the waterfront, including sailboat/kayak rental company.	St. Pete's Downtown Waterfront Master Plan identifies numerous improvements that could be scaled or re-worked to apply to Stuart. See the Project for Public Spaces Waterfronts link, above. Georgia Katz is a Planner at St. John's County with extensive waterfront planning and development experience.

Here's the asset or group of assets	Here's the idea	Here's where you can turn to learn more or pursue it
Hotels & Motels, Housing in downtown Stuart	Offer incentives for the development of hotels and apartments. Provide opportunities to rent/buy residential multi-family units in the downtown area and along the waterfront.	Aside from Carol Westmoreland as a statewide expert, Roxanne Manning manages the Tallahassee CRA, which has attracted a hotel and multi-family developers to the area. Consider encouragement of resident driven accommodations through a regulated, vacation-rental-by-owner situation in the downtown area. Consider working with the Mayor to convene a private developer charrette that does a deep dive into the full downtown real estate redevelopment environment. See contact for Tim Hernandez, New Urban Communities, below.
City Hall building	Relocate City Hall to provide new space for development. Repurpose the property and transform the existing building into a mixed-use, boutique hotel. Look into historic tax credits for this project.	Hendry County recently secured Department of State Historic Preservation Grants for the LaBelle Courthouse. Consider contacting her for tips and insights. Janet Papinaw Hendry County 863.517.4509 ipapinaw@hendryfla.net Consider contacting Martha Kohen at University of Florida School of Architecture to discuss a conceptual plan for the new City Hall. UF Architecture publication Architrave Martha Kohen UF School of Architecture mkohen@ufl.edu 352.294.1475

Here's the asset or group of assets	Here's the idea	Here's where you can turn to learn more or pursue it
Colorado Ave. / East Stuart / public transportation options	Increase downtown connection to East Stuart by integrating bike lanes and sidewalks. Promote public use of Uber for further connectivity and improve signage along the roadways/sidewalks. Establish a manager to specifically focus on Colorado Ave. and East Stuart.	Consider a People for Bikes grant project to pursue bike facilities. Alongside MySidewalk (discussed above) a second software package assisting with data-driven decision making: Tableau software FDOT Statewide Bicycle Pedestrian Program Mary O'Brien Coordinator, FDOT Bike/Ped Mary.Obrien@dot.state.fl.us Contact DEO Planner for assistance folding changes into the Comprehensive Plan: Dan Pennington 850.717.8524 Dan.Pennington@deo.myflorida.com
FEC Railway	Construct above-ground rail crossings at major arterial roads. Use these crossings as space for public art projects. Increase safety of railroad crossings by adding more signs and indicators. Unify and integrate communities from both sides of the tracks.	Contact FDOT Office of Work Program and Budget to discuss project feasibility and costs. Consider a Public Private Partnership for a low-toll option for the design-build-operation of said bridges.
East Stuart	Apply for historic preservation grants, particularly for East Stuart. Provide interpretation of current landmarks with signs and historic photos and establish a historic district, with a walking tour and other attractions. Apply for historic designation to protect the heritage and obtain funding. Conduct a comprehensive survey to identify historic properties and understand their backgrounds.	Historic Preservation Grants Program Alissa Lotane FL Department of State Historic Preservation Alissa.Lotane@dos.myflorida.com 850.245.6310

assets		more or pursue it
Young Professionals / Witham Airport / Martin Health System	Create opportunities to keep young professionals living and working in Stuart. Increase jobs, offer internships and other engagement opportunities. Establish an entrepreneurship development program and a tech corridor. Host a job summit to showcase existing jobs in the city with unique employers such as FBOs at the airport and/or traditional jobs with the school district or the hospital.	Marcelo Dossantos CareerSource Research Coast 866.482.4473 (x603) Martin County CareerSource 710 SE Central Parkway Stuart, FL 34994 866.482.4473 (x111) Michael Bernard IRSC SBDC mbernard@irsc.edu 772.419.5694 Various reading about branding, financial incentives about attracting people 18-30 to cities: Governing Magazine Review of Enrico Moretti's New Geography of Jobs
East Stuart	Revitalize East Stuart through community engagement—host block parties and informal community conversations to brainstorm. Identify community leaders and business development opportunities. Create a sense of place in East Stuart.	See the Tactical Urbanism Guidebook for ideas on creative community engagement and bringing plans to life. Build A Better Block have done similarly creative revitalization work. Potentially reach out to Street Plans, or a similar planning and design firm to learn more about the many community engagement projects at the cutting edge in Florida. Tony Garcia tony@streetplans.org
Downtown Stuart / East Stuart	Encourage mixed-use development to spark a variety of amenities, including affordable housing and parking garages. Increase density limits downtown and build up to the current height regulation to maximize space and create potential for urban development. Provide an expedited permitting process to speed development and bring existing buildings up to code instead of demolishing them.	Public Square, The Congress for New Urbanism's publication, features many ideas from around the world of new urbanism (including mixed use). This resource explores the role of "missing middle" type housing in Chattanooga, TN.

Here's the idea

Here's where you can turn to learn

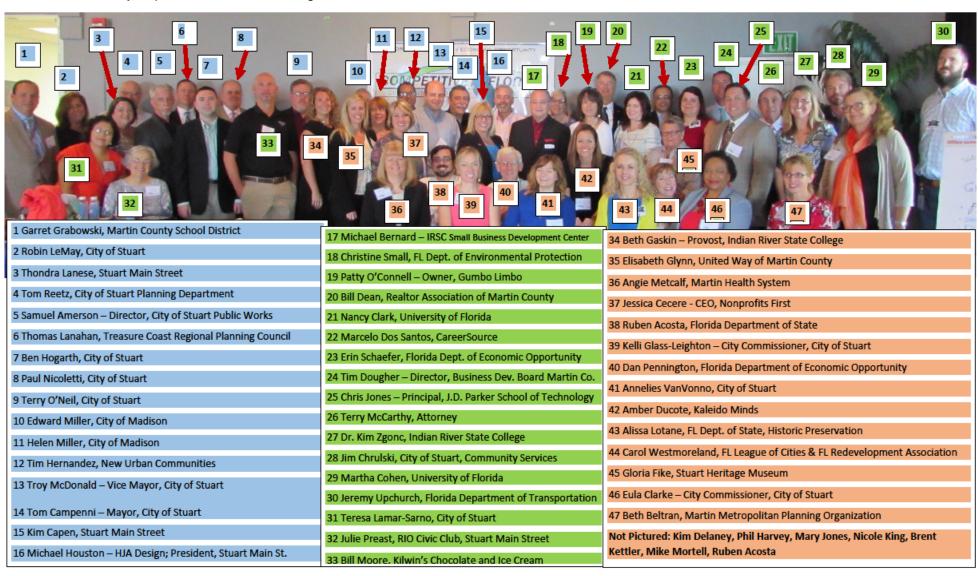
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Martin Health System	Relocate Martin Health System to property adjacent to Indian River State College. Then, develop the waterfront property where the hospital currently exists. Construct hotel / resort with adjacent affordable housing on the current site. Connect this development to downtown via taxi or trolley.	ULI Case Studies–for potential contacts based on transformative projects: https://casestudies.uli.org/ Assist Martin County Health in exploration of new property identification and assembly and with associated transportation planning needs at a new site. Pursue a TA grant from DEO to further these items. See contact for Dan Pennington, DEO, above.
St. Lucie River	Create a "gateway" to the cross-Florida canal. Allow kayaks to access this waterway connector, which is the only waterway in Florida that runs east to west. Promote development of hotels, restaurants and tourist attractions along the waterway, especially in Stuart, the eastmost portion of the waterway.	Coordinate with FDEP Office of Greenways and Trails and statewide paddling trails Christine Small Christine.Small@dep.state.fl.us 850.245.2939
Downtown Stuart	Construct a parking garage strategically placed to encourage smart, urban development. Increase density of affordable housing and encourage the use of existing downtown parking spaces. Consider charging for parking spaces via public access to a parking mobile application-city subsidizes convenience fee.	Consider the work of Donald Shoup in planning for parking. See City of Hollywood Parking Management Master Plan. Web Urbanist Article surveying a variety of parking related treatments. Consider the development of smartphone applications that address parking: Review of Apps Contact other cities that have developed or are planning to develop, downtown parking such as Winter Park or Pompano Beach: Pier Parking Garage Pompano Beach

In addition to the connections provided via this section, Competitive Florida invites the community to explore the event participants section for potential contacts related to the above ideas.

Participants

This section features contact information for all participants, including reference to the numbered photo. The green, blue and tan text boxes are only to promote ease-of-reading.



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