Goals, Objectives, and Policies
City of Stuart, Florida

GOAL STATEMENT 11.A

The City will develop and maintain an economic environment that will encourage the creation, expansion and retention of business within city limits while maintaining a high quality of life for its residents.

(Ord. No. 2329-2016, 1(Att. A), 10-10-2016)

Objective 11.A1. - Retain existing businesses and attracting new businesses.

Provide supporting services for the retention of existing businesses and attracting new businesses.

Policy 11.A1.1. The City will seek to ensure the allocation of an appropriate quantity of lands that are desirable for commercial and industrial purposes to serve future growth needs of the City.

Policy 11.A1.2. The City will seek to prioritize the development of sites with high visibility and direct access to major transportation corridors for targeted and other industries and uses that encourage job creation.

Policy 11.A1.3. The City will seek to consider the high priority of retaining employment-generating land uses in appropriate locations during the review of comprehensive plan amendments and rezoning requests.

Policy 11.A1.4. The City will encourage the designation and preservation of industrial land for industrial uses.

Policy 11.A1.5. The City will encourage new commercial and industrial development.

Policy 11.A1.6. The City will seek to obtain grant monies and other funds designed to assist local economic development initiatives to increase employment opportunities, and will consider support of other agencies engaged in similar efforts.

Policy 11.A1.7. The City will seek to coordinate, where appropriate, City investment in utilities, transportation, and other public facilities with business, employment, and other economic development opportunities.

Policy 11.A1.8. The City will coordinate with Martin County government, Martin County School Board, the Economic Council of Martin County, the Business Development Board of Martin County, the Treasure Coast Regional Planning Council, the Martin County Chamber of Commerce, other chambers of commerce and other organizations to develop strategies designed to meet the economic diversification needs of the community with emphasis of job creation.

Policy 11.A.1.9. The City shall encourage entrepreneurs and small business incubator space to attract and foster small business initiatives in the downtown district.

(Ord. No. 2329-2016, 1(Att. A), 10-10-2016)

Objective 11.A2. - Economic development opportunities.

The City will seek to maintain a balance between man-made and natural environments as a means of attracting and maintaining target industries and retaining a healthy foundation for its economy.

Policy 11.A2.1. The City will encourage the expansion of existing business and industry and/or development of new business and industry in appropriate locations, as feasible and applicable, in order to maximize the use of existing public services and infrastructure.

Policy 11.A2.2. The City shall consider potential changes to its Land Development Regulations to provide for a wide range of uses in commercial areas that contribute to the City's total employment base, provide the goods and services needed by the City's residents and promote the retention and expansion of businesses and attractions in the City's commercial areas.

Policy 11.A2.3. In order to enhance current investments in the City and to maintain and improve existing structures, the City shall consider allowing modifications to standards for required off-street parking, based on the anticipated use of the facility, size of meeting or assembly areas, hours of use, anticipated effects of parking on adjacent businesses and surrounding community, access to public transportation and carpools, and other considerations of need and impact, as appropriate.

Policy 11.A2.4. The City will continue to coordinate with educational partners to ensure there are appropriate educational opportunities, job skills programs, and facilities to meet business and industry needs.

Policy 11.A2.5. The City acknowledges its strategic location and where appropriate will encourage multi-modal transportation as a means of emphasizing its position as a regional destination.

Policy 11.A2.6. The City shall continue to provide for attractive open spaces and sustainable natural environments that enhance the quality of life in the City and protect the functions of important environmental resources.

Policy 11.A2.7. The City shall attract healthcare services and healthcare-related industries, including medical facilities and auxiliary industries that support healthcare.

Policy 11.A2.8 The City shall promote underutilized properties in the downtown district to potential developers and business owners to spur redevelopment and revitalization.

Policy 11.A.2.9. The City shall seek available funding for the assessment, clean-up and redevelopment of identified brownfield sites.

(Ord. No. 2329-2016, 1(Att. A), 10-10-2016)

Objective 11.A3. - Promote tourism.

The City shall continue to enhance local attractions and recreational facilities to promote tourism and quality of life.

Policy 11.A3.1. The City shall continue to promote tourism and recreation based upon the City's natural resources.

Policy 11.A3.2. The City shall continue to promote passive recreational activities by continuing to protect natural preserves and the St. Lucie River.

Policy 11.A3.3. The City shall encourage cooperative efforts between local realtors, hotel/motel owners and restaurants, Department of Economic Development and Tourism, and Chambers of Commerce to market Stuart as a Waterfronts Florida tourism destination.

Policy 11.A3.4. The City shall continue to support arts and culture as a core component to the economic health of the City.

Policy 11.A3.5 The City shall continue to promote tourism through the support of historic and cultural arts.

Policy 11.A.3.6 The City shall promote the creation of new cultural destinations throughout the City by capitalizing on the City’s character, elevating its historic architecture, and investing in cultural landmarks and art installations to create a vibrant and unique destination.

(Ord. No. 2329-2016, 1(Att. A), 10-10-2016)