

# CRA Goals and Objectives 2025 - 2027

## **Goal #1 Central Avenue Streetscape Enhancements**

Add brick pavers, street trees, pots, landscaping, and street amenities.

### **Objective 1**

Restore irrigation system and reconnect to timers.

Ensure irrigation encompasses from Grant Rondo to Crescent Lake Boat Ramp.

### **Objective 2**

Plant trees in 3 tree wells in front of 508 Central Avenue

### **Objective 3**

Add pot cluster by 508 Central Avenue with irrigation

### **Objective 4**

Ensure hanging basket watering system works and add baskets to light poles in brick areas with live or artificial plants.

### **Objective 5**

Identify next area for improvements.

## **Goal #2 City Entry Features**

Install gateway signs at the north and south ends of the city and west entrance.

### **Objective 1**

Reach consensus on the design of the entry features.

### **Objective 2**

Order the fabrication and installation of the features.

## **Goal #3 Downtown Entry Features**

Install entry features for the downtown at the Edgewood Ave/Hwy 17 and the Myrtle Avenue/Hwy 17 intersections.

### **Objective 1**

Reach a consensus on the design of the entry features.

### **Objective 2**

Order the fabrication and installation of the features.

## **Goal #4 Traffic Wayfinding**

Install wayfinding for automobile traffic.

**Objective 1**

Identify destination sites to be featured in wayfinding.

**Objective 2**

Identify locations for signs, outside the FDOT right-of-way where possible.

**Objective 3**

Reach a consensus on the design of the signs.

**Objective 4**

Apply for FDOT permits for signs in the FDOT right-of-way.

**Objective 5**

Install signs according to budget - a few signs each year in each CRA district.

**Goal #5 Pedestrian Wayfinding**

Install pedestrian wayfinding on Central Avenue.

**Objective 1**

Identify destination sites to be featured in wayfinding.

**Objective 2**

Reach consensus on designs of the signs including ability to switch out signs for changing businesses.

**Objective 3**

Identify locations for sign posts.

**Objective 4**

Order fabrication and installation of signs according to budget.

**Goal #6 Alley Activation Phase 1**

Implement alley activation through murals, mosaics, lighting, landscaping, and street pavement.

**Objective 1**

Create design palette for alley improvements.

**Objective 2**

Commission first mural for the back of City Hall or the side of Ace Hardware.

**Objective 3**

Apply art installations on fencing and dumpster gates.

**Goal #7 Façade Improvements**

Commission renderings of redevelopment sites and buildings to show potential improvements and provide grant funds to implement.

**Objective #1**

Identify sites for renderings and commission the renderings.

**Objective #2**

Assist property owners in applying for grant funds.

**Goal #8 Parking/Hardscape Improvements**

Commission a Landscape Architect to design improvements to parking and hardscape areas and provide grant funds to implement.

**Objective #1**

Identify sites for renderings and commission renderings.

**Objective #2**

Assist property owners in applying for grant funds.

**Goal #9 Housing Improvement Grants**

Develop grant program for houses that need improvements.

**Objective #1**

Create grant program for housing improvements.

**Objective #2**

Assist property owners with application process.

**Goal #10 New Moon Lodge**

Seek grant funding for restoration of New Moon Lodge.

**Objective #1**

Apply for Historic Preservation Small Matching Grant for completion of Construction Documents.

**Objective #2**

When plans are complete, apply for Special Category Grant for History Preservation for construction.

**Goal #11 AME Church**

Seek grant funding for restoration of Church.

**Objective #1**

Identify grant opportunities for restoration of the church.

**Objective #2**

Assist property owners with grant applications.

**Objective #3**

Consider CRA grant funds for façade improvements for removal of blight.

**Goal #12 Jethro Baptist Church**

**Objective #1**

Identify grant opportunities for restoration of the church.

**Objective #2**

Assist property owners with grant applications.

**Objective #3**

Consider CRA grant funds for façade improvements for removal of blight.

**Goal #13 Old Jail and Waterwheel**

Seek grant funding for Old Jail and Water Wheel.

**Objective #1**

Fence off old jail and water wheel from water plant and wells.

**Objective #2**

Identify grant opportunities for restoration of Old Jail and Water Wheel.

**Objective #3**

Consider CRA funds and Better Place Plan Funds for matching funds for grants.

**Goal #14 Pave Oakwood Street**

Pave section of Oakwood Street that is a dirt road behind Winn Dixie.

**Objective #1**

Design project and get an estimated cost of construction.

**Objective #2**

Fund or seek grant funding for construction phase.

**Goal #15 Purchase Vacant Lots/Properties for Redevelopment**

Identify and negotiate for the purchase of infill lots and vacant buildings in redevelopment areas to convey for redevelopment projects.

**Objective #1**

Maintian an inventory of properties that are potential redevelopment sites.

**Objective #2**

When identified sites become available, consider acquisition as budget allows.

**Objective #3**

When a budget for acquisitions is included, actively make offers for acquisition sites.

**Goal #16 FDOT Safety Improvements**

Continue ongoing discussions with FDOT related to speed limit, crosswalks, mid-block crossings, streetlights, roundabouts and traffic lights.

**Objective #1**

Assign a staff member and articipate in FDOT Traffic Safety Team Meetings to introduce our needs.

**Objective #2**

Schedule meeting with District representatives to discuss our objectives.

**Goal #17 Historic Preservation Plan**

Create a Historic Preservation Master Plan.

**Objective #1**

Seek grant funding opportunities to fund the creation of a plan.

**Goal #18 Stormwater Master Plan**

Create a Stormwater Master Plan for the City.

**Objective #1**

Seek grant funding opportunities to fund the creation of a plan.

**Goal #19 Opportunity Area One (Central Avenue) - Phase 1**

Develop pro formas and market key sites for mixed-use commercial and housing redevelopment.

**Objective #1**

Develop PUD for pending proposal for "Market Square" property.

**Goal #20 Opportunity Area Two (Hwy 17 Corridor in Downtown) - Phase 1**

Develop pro formas and market key sites for mixed-use commercial and housing redevelopment.

**Objective #1**

Pending outcome of Blue Ribbon Committee for moving City Hall to Middle School Site, work with realtor to develop pro forma for current City Hall campus.

**Goal #21 Opportunity Area Three (School Site) - Phase 1**

Work with School District to acquire site and undertake feasibility study and repurposing of buildings.

**Objective #1**

Work with Blue Ribbon Committee to develop offer/proposal to purchase property from the School District.

**Objective #2**

Commission Feasibility Study by REG Architects to determine status of buildings and projected costs of renovation/restoration and conversion.

**Objective #3**

Work with realtor to develop pro forma for property fronting Central Avenue for mixed-use development.

**Objective #4**

Work with realtor to develop pro forma for southern 5 acres for higher density residential.

**Goal #22 Opportunity Area Four (Lake Stella Waterfront) - Phase 1**

Develop pro formas and market key sites for single-family infill housing and housing redevelopment.

**Objective #1**

Create an inventory of redevelopment sites for infill and renovation.

**Objective #2**

Develop pro forma with conceptual drawings of infill and redevelopment projects.

**Goal #23 Opportunity Area Five (Uptown District) - Phase 1**

Develop pro formas and market key sites for mixed-use commercial and housing redevelopment.

**Objective #1**

Work with realtor to develop pro-forma for 18 acre site for mixed-use and higher density residential.

**Goal #24 Opportunity Area Six (Southside District) - Phase 1**

Develop pro formas and market key sites for mixed-use commercial and housing redevelopment.

**Objective #1**

Work with realtor to develop pro-forma for 10 acre site for commercial frontage and housing behind.

**Goal #25 Miller Middle School Site Procurement**

Conduct Feasibility Study of school buildings for removal costs and reuse.

**Objective #1**

Commission Feasibility Study by REG Architects.

**Goal #26 Update LDC**

Update the Land Development Code to support vision of Master Plan. district naming.

**Objective #1**

Complete review of existing and proposed code with Zev Cohen and Associates.

**Objective #2**

Adopt Land Development Code Update.

**Goal #27 Events and Activities Programming**

Maintain and update calendar of events.

**Objective #1**

Support stakeholder groups in special events efforts.

Such as: Downtown Market; Dia de los Muertos; Light Up Crescent City; Crescent City Art Walk; Cinco de Mayor; Fall Festival; Spring Festival; Crescent City Catfish Festival; Crescent City Soul Food Festival; Juneteenth Celebration; Red, White and Boom, etc.

**Goal #28 Florida Main Street and Crescent City Downtown Partnership Coordination and Support**

Coordinate with FMS and support CCDP for downtown Economic Vitality, Design, Promotion and Organization.

**Objective #1**

Contract with CCDP to administer the Main Street 4 Point Approach in Crescent City.

**Objective #2**

Maintain representation of the CCDP Board of Directors with the City Manager or his/her designee that has the authority to represent the City.

**Goal #29 Fruitland Peninsula Historical Society Coordination**

Coordinate with FPHS on Historic Preservation activities.

**Objective #1**

Liaison with FPHS through mutual participation on CCDP Board of Directors.

**Objective #2**

Support Historic Preservation Month events, banners, etc.

**Goal #30 Concerned Citizens and Women's Civic Association Coordination**

Coordinate with CCSP and CCWCA on inclusion and involvement of the African American community and for arts and cultural opportunities.

**Objective #1**

Liaison with CCSP and CCWCA through mutual participation on CCDP Board of Directors.

**Objective #2**

Provide in-kind support for Crescent City Soul Food Festival and other CCSP events and initiatives.

**Objective #3**

Provide in-kind support for CCWCA events and initiatives.

**Goal #31 Hispanic Community Coordination**

Coordinate with the Mexican/Hispanic community on inclusion and involvement and arts and cultural opportunities.

**Objective #1**

Seek representation from the Mexican-American/Hispanic Community for participation in CCDP and City initiatives.

**Objective #2**

Support sharing and celebration of culture through events like Dia de los Muertos, Cinco de Mayo and others that might arise.

**Goal #32 Putnam County Blueways and Trails**

Coordinate with PCBT for opportunities to connect trails and participate in trail related activities and events.

**Objective #1**

Establish and maintain connection to PCBT Board of Directors for communication and coordination.



**Objective #2**

Support PCBT events that occur in and around Crescent City such as the Full Moon Paddle on Lake Stella and Crescent Lake and Cops, Kids and Kayaks.

**Goal #33 Putnam County Tourist Development Council**

Coordinate with TDC for marketing opportunities

**Objective #1**

Coordinate with TDC for marketing and grant opportunities.

**Goal #34 Putnam County Chamber of Commerce, Small Business Development Council, and Economic Development Council.**

Coordinate with Chamber and EDC for economic development opportunities and marketing.

**Objective #1**

Participate in monthly Chamber Board meetings with representation from City Manager and Mayor.

**Objective #2**

Participate in Quarterly Investor Luncheons for EDC.

**Objective #3**

Liaison with SBDC through mutual participation in CCDP and support efforts of both.

**Goal #35 Bass Pro Shops/Johnny Morris development coordination**

Coordinate with Bass Pro Shops for potential future alignment related to housing development for future Bass Pro employees.

**Objective #1**

Seek out and maintain relationship with Bass Pro development through Chamber of Commerce and EDC participation.