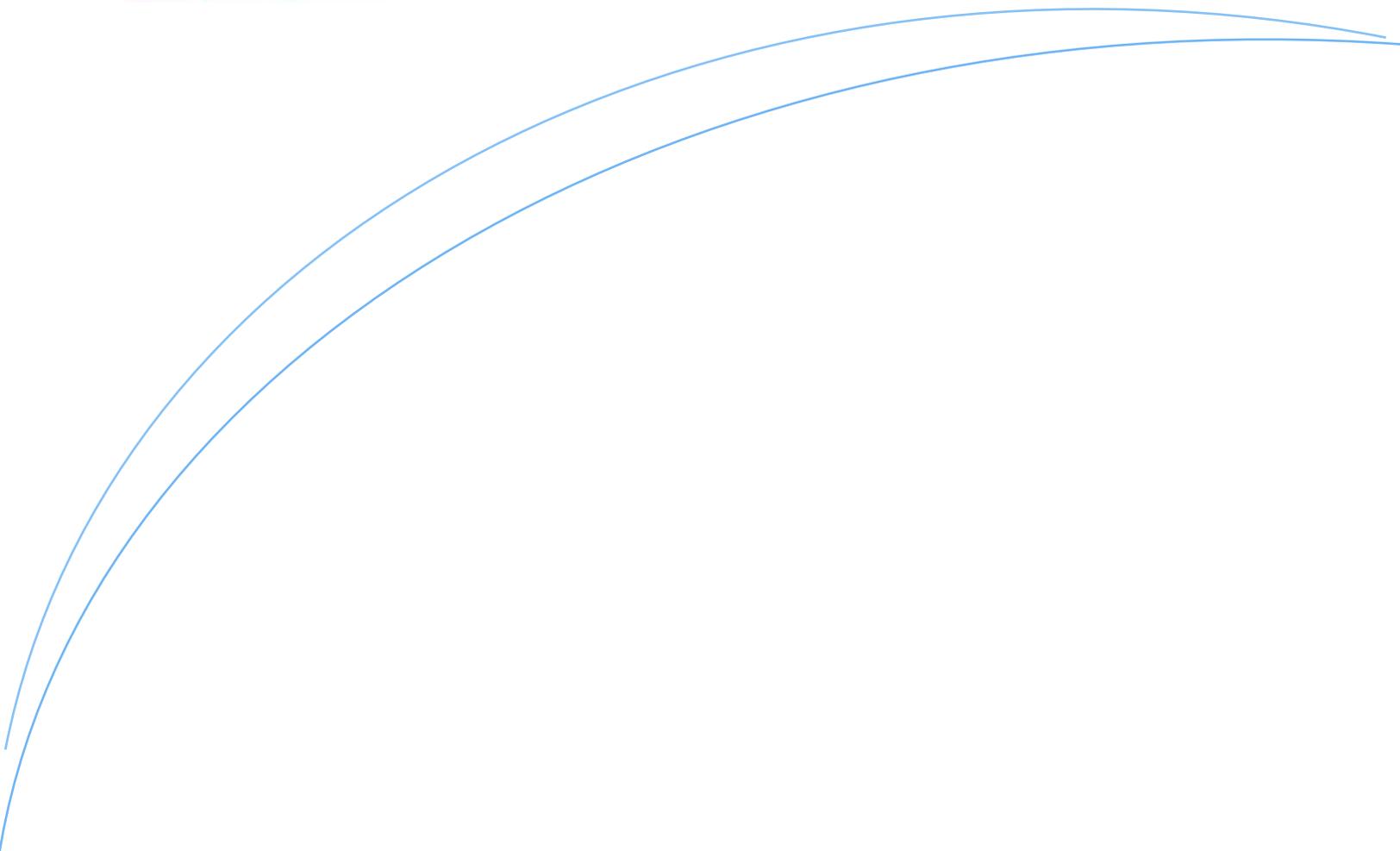


City of Stuart Young Professionals Action-Oriented Insights Report



This report was created for City of Stuart by the Apalachee Regional Planning Council to fulfill a deliverable made possible by a grant from Department of Economic Opportunity, Competitive Florida Partnership, 2018.

Competitive Florida is built of the programmatic ideal that *communities that take action to build and enhance their local economies while staying true to what makes them unique have a competitive advantage*. To that effect, this report utilizes local inputs, interviews, and case studies to inform action-oriented insights that will help City of Stuart capitalize on its existing strengths of community, place, and economy.

DEO Grant P0283
Competitive Florida: Stuart
Deliverable 4



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Executive Summary

Attracting and retaining talent is a central part of ensuring the long-term economic health of a city or region. This insights report navigates drivers of people's place-based attachment and offers City of Stuart strategies to enhance attraction and retention of people aged 18-34.



Focus group meetings and surveys captured a range of Stuart young professional input to determine specific perspectives on city-overseen investments and programs. Underpinning feedback is the theory – advanced through empirical research conducted by the Knight Cities Foundation – that *social* elements attract and integrate people into a community beyond general services. This insight can be difficult for cities to grasp and make use of since social elements are not as easily defined as infrastructure investment or regulatory oversight. The Build Lean, Learn Fast, Re-iterate Section creates a strategy platform that is social in nature, leveraging high-value attraction and retention initiatives.

From this outreach and the larger context, some key action-items include:

Establish a *City Creative* office, with staff and project budget to coordinate among key new stakeholders and implement planning, transportation, place-making, event, and city design projects.

Leverage a new funding mechanism to hire new city position(s) who will coordinate with people interested in enhancing social aspects of the city and enable funding of those enhancements.

Explore numerous fresh project ideas, from small-scale to transformative, with the enthusiasm of a City Creative Task Force and synergy with a new Economic Development Office.

Young professionals in Stuart are eager to provide input; eager to participate; and excited to help fashion the 21st century “Hub of Martin County”. By plugging into this energy, City of Stuart will scale up its quality of life and become richer and more vibrant.

Context and Case Studies

Cultivating, retaining, and attracting a young workforce influences the long-term economic health of a community. As Florida ages, areas that manifest a more even age pyramid will witness greater adaptability and resilience in an era of increased climatic and economic shocks¹. It is therefore of merit to consider the facets of Stuart that currently appeal to people aged 18-34 and how City investment and initiatives can enhance them.

The Knight Cities Foundation *Soul of the Community* study shed important light on the drivers of attachment to place. This is crucial because the study found a positive correlation between levels of place-based attachment and economic growth. Developing an original survey tool, researchers at University of North Carolina obtained thousands of responses from large and small communities around the country. They then ran regression analyses to test for the strongest factors influencing respondent's attachment. A full list of the factors is presented below:

Figure 1: *Soul of the Community, Place-Attachment Factors*

Community Attribute	Correlation to Attachment*		
	2008	2009	2010
Social Offerings	0.49	0.52	0.54
Openness	0.53	0.52	0.50
Aesthetics	0.51	0.50	0.49
Education	0.47	0.44	0.47
Basic Services	0.41	0.34	0.42
Leadership	0.41	0.40	0.39
Economy	0.41	0.39	0.36
Safety	0.22	0.19	0.23
Social Capital	0.14	0.16	0.15
Civic Involvement	0.06	0.04	0.04

*The higher the correlation, the more closely the attribute is related to attachment.

¹ Older adults are considered a more climate-vulnerable population. Simply having more able-bodied individuals not only decreases the dependency ratio but also increases climate resilience. Read more on climate-resilient economies at: <https://www.epa.gov/sites/production/files/2016-05/documents/planning-framework-climate-resilient-economy-508.pdf>

The factors are listed from highest correlation to lowest. What this means is that Social Offerings, Openness, and Aesthetics play a prominent role in attracting and retaining talent.

Social Offerings “Places for people to meet each other and the feeling that people in the community care about each other.”

Openness “How welcoming the community is to different types of people, including families with young children, minorities, and talented college graduates.”

Aesthetics “The physical beauty of the community including the availability of parks and green spaces”

Note that these factors outperform typical “real estate” style considerations of Safety and Education. On a deep level, city staff who have the *time* and *resources* to help implement and support projects in these areas will witness payoffs in GDP.

The next headings cover public project groups who can further inform City of Stuart initiatives.

Lakeland Community Redevelopment Agency

The Lakeland Community Redevelopment Agency began in 1977 and has excelled recently at revitalizing its redevelopment areas. The full extent of the CRA covers over 5,000 acres, with a Dixieland, Downtown, and Midtown portion. It has taken a warmly-aggressive approach to commercial renovation and infrastructure improvements. South Florida avenue and adjacent blocks are the site of dozens of commercial “Fix It Up” assistance incentives. The renovation of 820 N.



Massachusetts Avenue, which converted a 15,000 square-foot historic inventory structure into an event venue, was awarded a 2017 “Best” award by the Florida Redevelopment Association. *Clicking the photo* will bring readers to the signature projects page.

Furthermore, the Lakeland CRA website acts as an excellent marketing tool for both the Agency and the City. *Clicking the photo* (below) will bring readers to the website.



The website integrates high-quality photos, celebrates its board with a well-designed informational area, and offers interactive mapping. The CRA's aesthetic and self-promotion would translate well to a City of Stuart young professional audience.

Tallahassee Blueprint

Tallahassee Blueprint stood as a landmark implementation of place revitalization through a penny sales-tax initiative. Undertakings like these are authorized under Section 163.01(7), Florida Statute. Initially approved in 1989, the project had modest aims of "transportation projects" and "law enforcement facility improvements". In 2000, after a contentious series of considerations, it was renewed with a focus on stormwater, flood control, greenspace acquisition, parks/recreation improvements, and transportation projects. For this second era, process and input were the keys to creating an emblematic public space.

Informed by an Economic and Environmental Consensus Committee (EECC), the resulting expenditure plan created a nexus between the business and environmental communities. The inputs direct 80% of the actions taken by the Blueprint Intergovernmental (City-County) agency. Since 2000, twenty-two projects have been funded. The most celebrated is Cascades Park.

Cascades Park consisted of a brownfield stormwater retention area reclamation. Penny sales tax proceeds were used to leverage other funding from state and federal sources. The transformation installed a park with an amphitheater, splashpad fountain, children's "discovery" play area, 2.3 miles of paved pathways, and a floodable water reservoir filled with vegetation that can treat urban runoff pollutants. In 2016, the city inaugurated a bicycle/pedestrian bridge connecting the park to the FAMU way corridor.



Via this multi-purpose facility, the city has been able to revamp downtown activity in an area of former blight. Most recently, Tallahassee issued a Request for Proposals (RFP) on an adjacent lot, which was awarded to a mixed-use development design by North American Properties. The developer plans to invest over \$150 million dollars in the adjacent structures.



This is important as it highlights the overlap between Community Redevelopment Areas, citizen-input committees (EECC), Intergovernmental Capital Expenditure Agencies (Blueprint), and sequencing projects to play into one another. Tallahassee has spurred over 500 million dollars in private investment since pairing RFPs with its own bond and capital improvements placemaking projects.

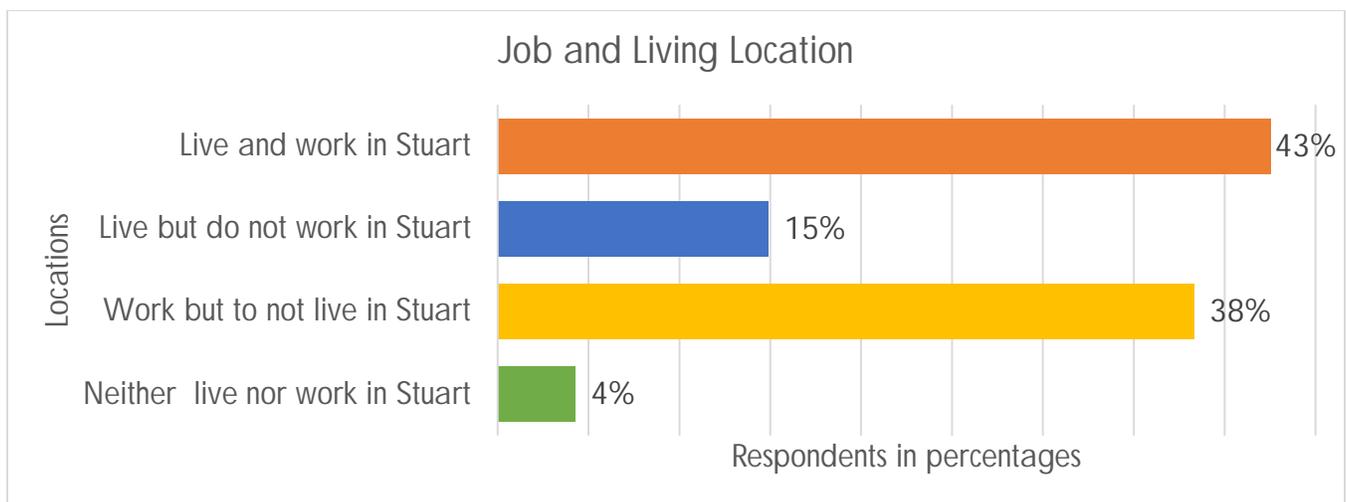
Findings

Two mechanisms – a survey and focus group meetings – were designed to fulfill a common goal of crowdsourcing local input about what new city programs increasing quality of life should look like. Information from each is discussed below.

Survey

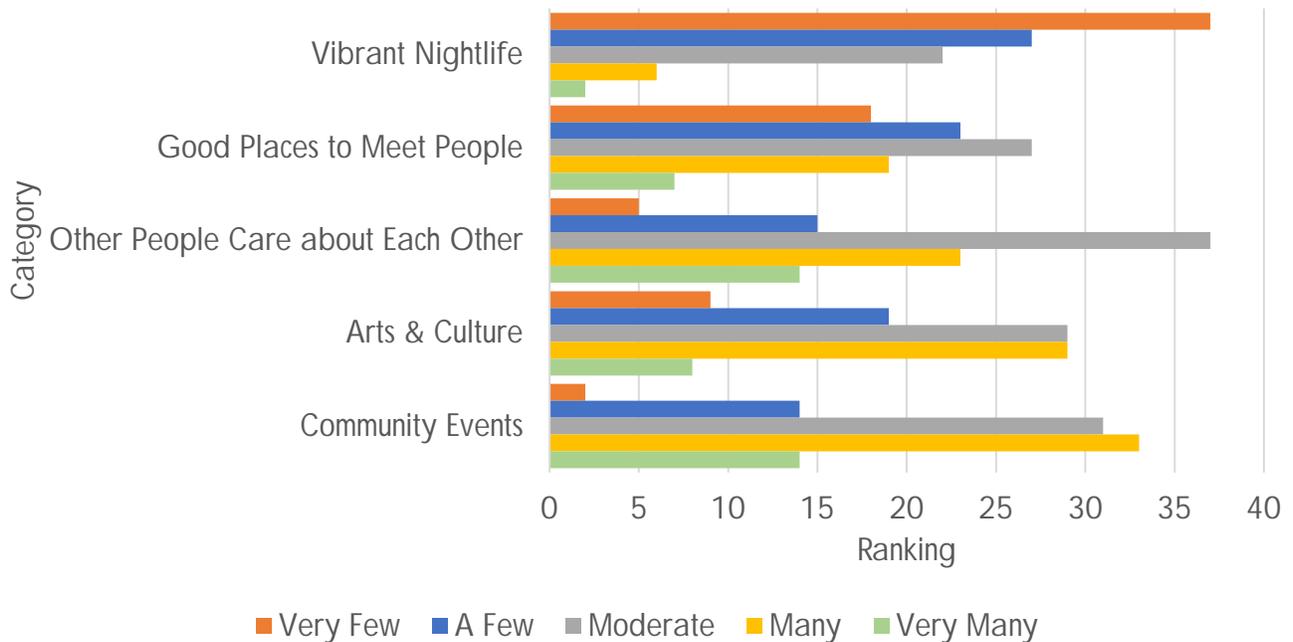
An online survey designed to solicit input about quality of life and city priorities held by young professionals was published during the period April 23 to May 13. 94 respondents provided answers during that time. An exhaustive collection of answers and analysis can be found in the Appendix: Survey Data of this report.

Most respondents were between 29 and 34 years old. Fewer than 10% were between 18 and 22 (the youngest category). A plurality of respondents both live and work in Stuart, followed by those who work but do not live within the City.



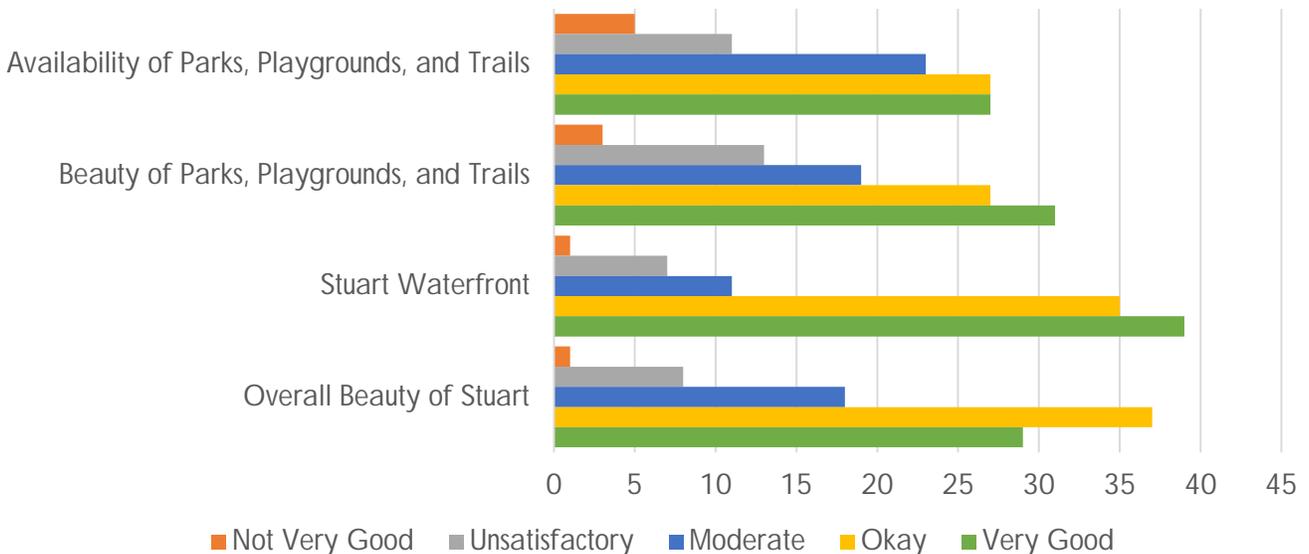
Regarding opportunities for personal enjoyment, “vibrant nightlife” was ranked the lowest (68.1% of respondents rated it below satisfactory) and “community events” the highest (50% of respondents rated it above satisfactory). Respondents described trips to Stuart and Palm Beach, local restaurants and bars, water-related activities, and events as their usual means to enjoy themselves. Child-friendly activities were appreciated, and early closing times for downtown stores were lamented.

Personal Entertainment and Fulfillment in Stuart

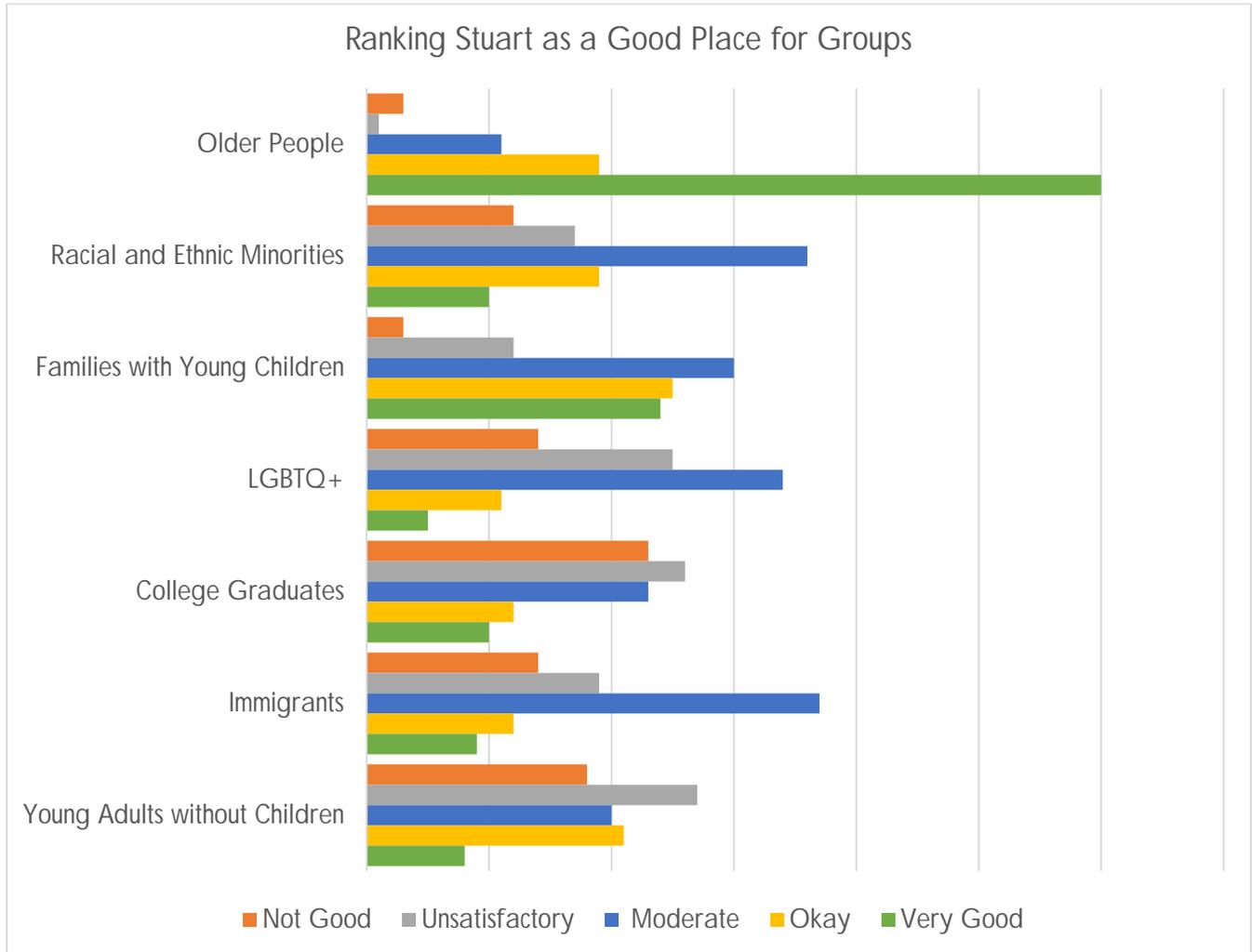


Respondents ranked the availability of parks, their beauty, and the Stuart waterfront highly from an aesthetic perspective (all four categories were ranked > 50% above satisfactory). They recalled sunsets at the beach, weddings on the waterfront, the view of Roosevelt Bridge, downtown shops, the riverfront, and small design flourishes as particularly memorable.

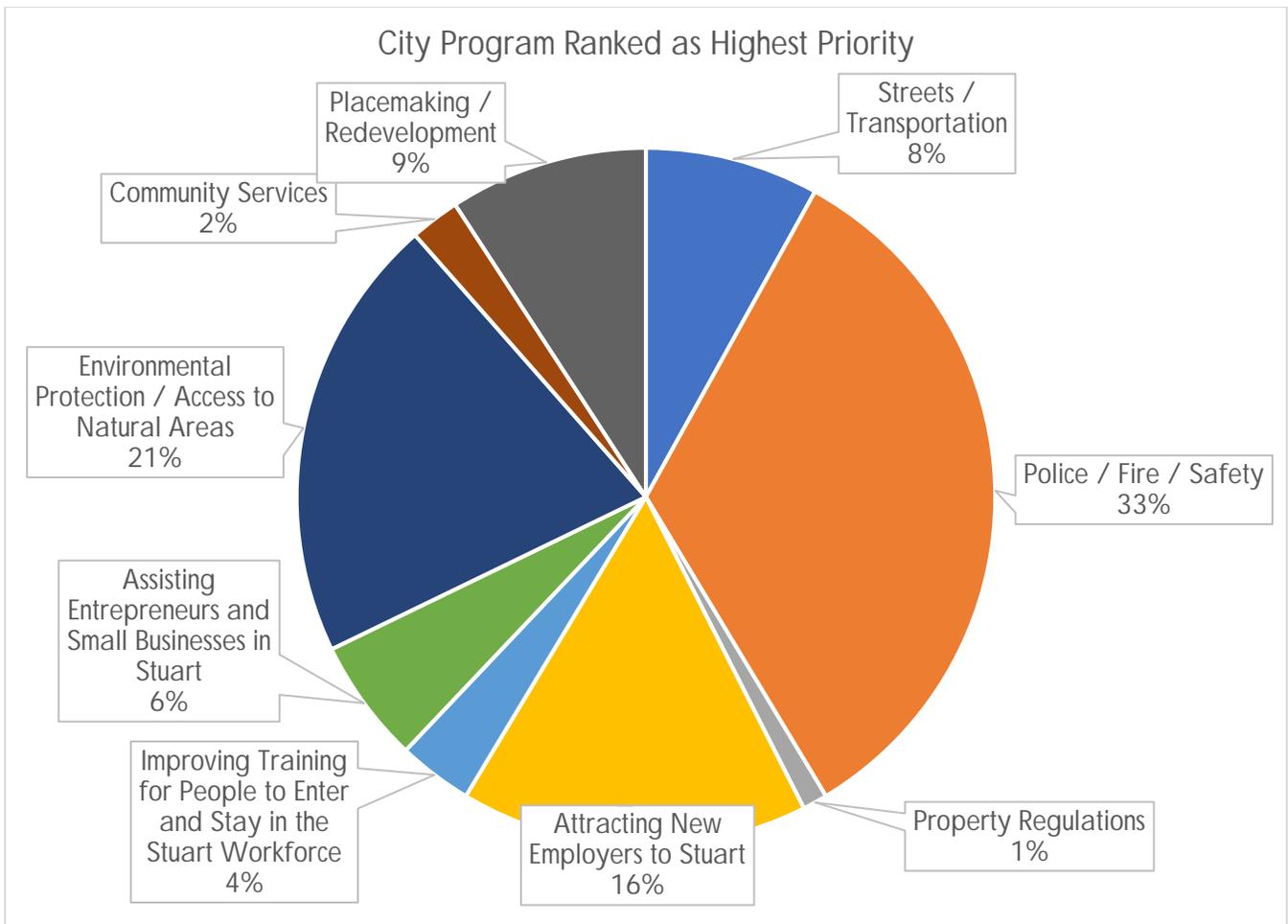
Stuart Aesthetics



Stuart was ranked by young professional respondents as a Very Good place for older people, followed by Families with Young Children, Racial and Ethnic Minorities, and Immigrants. It was ranked lowest as a “good place” for Young Adults without Children and College Graduates. Respondents recalled 4th of July fireworks, Martin County Fair, public parks, piers, the library, downtown events, and some local businesses (such as Blue Door and Ground Floor Farms) as especially welcoming.



Ranking City of Stuart programs of priority, Police/Fire/Safety received the greatest number of top priority rankings, followed by Environmental Protection/Access to Natural Areas, Attracting New Employers, Placemaking/Redevelopment, and Streets/Transportation. Property Regulations and Community Services received the fewest number of top priority rankings. For more insights into ranking trends, see the Appendix.



Ideas to make Stuart the best place to live in Florida included multimodal transportation, affordability, career opportunities, and building off the attractiveness of downtown and the waterfront. A full list of responses can be found in the Appendix.

Focus Groups

Two focus group meetings – both directed at people aged 18-34 – were held on April 30th, 2018. The focus groups centered on generating creative inputs for city programs from participants. The structure included a main activity wherein participants ‘redesigned’ the city budget to focus on their own priorities. Participants ranked plans and ideas, highlighting specific initiatives of interest.



These meetings attracted proactive individuals who are passionate about the future of Stuart as a destination for younger people. In alignment with findings from the *Soul of the Community* study (see above), participants submitted ideas that would enhance social offerings, openness, and aesthetics of the city. A selection of themes follows:

- I. **Set up an input and idea stream to the City Manager's Office** Create a regularly-recurring experience for a two-way young professional >><< City Staff feedback loop.
 - a. Continue vetting focus group ideas via discussions within said group, which evolve over a longer timeframe than the initial meeting.
- II. **Study Orlando and its "neurotic attention to facilitating new wave outcomes"**
 - a. Establish a "little sister" city dynamic wherein technical assistance comes from Orlando to Stuart. Communication can be in the form of "This is how you get X to happen" in front of City Commission or on-going conversations with City of Stuart staff.
- III. **Work on relationships with Martin County** to enable new cash inflows to the city, namely Tourism Development Taxes. Define barriers (lack of relationships), and start on measured, patient path to building new ones. Case Study: Tallahassee CRA-Visit Tally "Call2Arts" \$2 Million for culture enhancement.
- IV. **Create a multi-district plan**, with multi-modal connectivity, that grows the downtown footprint:
 - a. Arts District around the new Martin School Board Building coming online
 - b. Medical District around Martin Memorial
 - c. "Downtown West" that expands along Colorado Ave and Ocean Drive, touching on local businesses.
- V. **Think about opportunities to add innovative new City staff positions**
 - a. City Walker – a detailed examiner of walkability and tactical ways to address it.

- b. Public Art Coordinator – Someone who will champion a *broad* range of expression, including edgier public art content, but in a smart way.
 - c. City small business/entrepreneur ombudsperson – Create a young entrepreneur liaison to actively explore new solutions to local business questions and needs. Example – the “unsanctioned sign” initiative that businesses outside of downtown Stuart want to expand. See Gainesville Dept. of Doing for example.
- VI. **Expand entrepreneurship services**, in conjunction with area young professional business startups: Work with “Benzie”, SBDC, and First Floor Farms to inaugurate venture capital pitch days, co-working spaces, and incubator spaces through programming and buildings. EX: DOMI Station, Tallahassee (P3).
- VII. **Enable “Missing Middle” housing opportunities** – town homes, lofts, ADU’s, garage apartments, multi-unit mansions, studios; these housing products need to be built and can be incentivized through the city code.
- VIII. **Relocate City-Hall/City Offices** 121 SW Flagler is seen as a hiccup in the waterfront landscape. Re-imagine 121 SW Flagler and create an audacious mixed-use RFP.
- IX. **Public Relations** Participants mentioned/evinced the gap between knowledge of the events, activities and communities of Stuart and their actual existence. City of Stuart/Main Street/CRA need to scale up PR that conveys events and projects to a wider audience.
- X. **Vibrant Nightlife** is a key missing piece of the Social Offerings puzzle in Stuart. Suggestions included:
 - a. Drinking boat or pontoon
 - b. Rooftop bars (21 on top, 65 on bottom)

Build Lean, Learn Fast, Re-iterate

The following section consists of an Action-Oriented Strategies Matrix which provides initiatives that City of Stuart can attempt to implement, monitor, and re-orient if need be.

Strategy	Implementation Components	DIY Monitoring
<p>Create a ‘City Creative’ Initiatives Office and Position, through a new funding stream</p>	<p>Create an office dedicated to “out of the box” idea implementation. The candidate staffing this bureau will hold regular meetings with a “City Creative” focus group. They will identify lightweight initiatives that further local business needs, aesthetics, and social offerings. The City will provide a discretionary programs budget that the City Creative group will prioritize for expenditure. This person will help to manage the digital presence of the City, providing and updating content similar to Lakeland CRA and working with City IT for more in-depth changes. The person will coordinate with CRA and Main Street to assist with grant seeking & development and help to enhance their online presence.</p> <p>Work with City attorney to explore feasibility of a funding mechanism (e.g. local penny sales-tax) to supply new \$\$ the City Creative Office and Economic Development Office, and their associated projects.</p>	<p>Pass/Fail: Has the City created this position and bureau within 6 months of insights plan?</p>
<p>Launch a “City Creative” Task Force</p>	<p>City Creative office will create a working group/task force mentioned above. This group will bring together individuals – who will apply and be approved by city commission – interested in enhancing the social offerings and aesthetics of Stuart through creative initiatives. It is recommended that applicants submit an idea as part of the selection process.</p> <p>It should also include a key partnership between City of Stuart and Martin County Tourist Development Council. Central to this will be aligning Martin TDC funding and City Creative initiatives</p>	<p>Pass/Fail: Has the City Creative Office launched a task force and built relationships with Martin TDC within 3 months of CC Office creation?</p>

Overlap with City Economic Development Office

The City Creative Office and staff person will contribute to economic development by way of enhancing social initiatives. This will overlap with the Entrepreneur Ecosystem and BRE Lead position. The two can coordinate project ideas originating from their respective interest groups (i.e. Creative Initiatives and Local Businesses and Entrepreneurs), whose roster may include some of the same people.

Pass/Fail: Within 3 months of establishing City Creative office, have BRE and Creative Office collaborated? How?

Develop an RFP with Economic Development Office to re-envision 121 SW Flagler and add a centerpiece to Stuart waterfront activity.

See also the "signature project" strategy, below

Solicit proposals from local architecture, arts, planning, and construction teams for a new, higher-density, public-private redevelopment at the City Hall building site. Consider sourcing votes and inputs through a hybrid Selection Committee- Informal Citizen vote method. This will generate buzz and catalyze energy for pursuing public-private funding to undertake such a project.

Pass/Fail: Within 3 months of establishing City Creative Office, is a draft "121 SW Flagler RFP" created in conjunction with Ec Dev Office?

Familiarization Tour: Creative Places

Within Creative City office, develop an itinerary to bring Ec Dev office, City Officials, Main Street, CRA, City Creative Focus Group, and associated stakeholders on a "Fam Tour" of Lakeland CRA districts, DeLand Main Street, and third place defined by City Creative Focus Group. Obtain funding from Martin County Tourism Development Tax to support attendees but consider independent day trips to maintain bootstrap budget.

Pass/Fail: Within 3 months of establishing City Creative Office, is a Fam Tour itinerary in development with buy-in from stakeholders and communication to other cities established?

Work with Ec Dev office to create a "Social Offerings" incentives package

Develop an incentives package offering waivers of zoning and permitting fees, public works staff and resource commitments, sound ordinance waivers/physical noise barrier installations, and other brainstormed incentives to businesses that will install high-quality social spaces that integrate arts/music/culture and nightlife.

Pass/Fail: Within 6 months of City Creative Office creation, is a Social Offerings incentives package underway?

Examples include: rooftop bar, gallery, and performance spaces, waterfront pop-up spaces and tactical urbanism enhancements,

Develop a waterfront reboot plan with a “signature project”, such as *beachfront in DT Stuart*, and passionately pursue it

Include multi-modal transportation as a crucial secondary-component.

Develop a 5-10-year downtown waterfront reboot plan, which can incorporate the 121 SW Flagler building redesign.

Explore ways to create a sandy-beach in the downtown Stuart area, surrounded by dense cultural and commercial offerings anchored by expansions from local Stuart young businesses such as First Floor Farms & Crafted Keg.

Ensure that non-disrupted, > 6’ sidewalk access exists from multiple neighborhoods into the signature project area. Plan ROW expansion and large sidewalk routes as “pedestrian highways” into downtown.

Ensure that non-disrupted bicycle lanes exist from multiple neighborhoods into the signature project area. Plan ROW changes to accommodate a protected “bicycle highway” that will safely carry more people to downtown.

Explore funding mechanisms such as Florida Recreation Development Assistance Program Grants at DEP, NOAA resilience funding (for living shoreline and beachfront), and matching funds from large area businesses.

Pass/Fail: Is a signature project a Creative City task force priority? Determine in first 3 months

Explore designation as a “Trail Town” and follow-up funding through DEP Office of Greenways and Trails and FDOT SUN Trails Network

Include multi-modal transportation as a crucial secondary-component.

City Creative Office should network with state agencies involved in placemaking. As young professionals through the survey have placed emphasis on environmental protection / access to natural areas, work to bring natural and urban together in groundbreaking ways.

Study resilience projects such as [“The Big U” in New York City](#) for ways to plan the intersection of higher-density urban and natural waterfront amenities.

Ensure that non-disrupted, > 6’ sidewalk access exists from multiple neighborhoods

Pass/Fail: Is Trail Town and associated projects a Creative City task force priority? Determine in first 3 months

into the signature project area. Plan ROW expansion and large sidewalk routes as “pedestrian highways” into downtown. Ensure that non-disrupted bicycle lanes exist from multiple neighborhoods into the signature project area. Plan ROW changes to accommodate a protected “bicycle highway” that will safely carry more people to downtown.

Collaborate on Ec Dev Thematic District designation, and expand to Neighborhood cut-outs

Include multi-modal transportation as a crucial secondary-component.

City Creative Office, in conjunction with CRA and neighborhood associations, should develop neighborhood branding plans that include funding for inexpensive and beautiful investments. Examples include entryway signs, murals at key locations by locals and artists, and banners.

Ensure that non-disrupted, > 6’ sidewalk access exists from multiple neighborhoods into the signature project area. Plan ROW expansion and large sidewalk routes as “pedestrian highways” into downtown. Ensure that non-disrupted bicycle lanes exist from multiple neighborhoods into the signature project area. Plan ROW changes to accommodate a protected “bicycle highway” that will safely carry more people to downtown.

Pass/Fail: Within 6 months of establishing City Creative Office, are district plans in development?

Facilitate content publicization by area taste-makers about things going on in Stuart

City Creative Office should explore social “influencers” in town and bring them into the loop about placemaking, events, business happenings, and other items within a Social Offerings / Aesthetics / Openness deck so that the influencers can push these developments out to their own audiences with pizzazz.

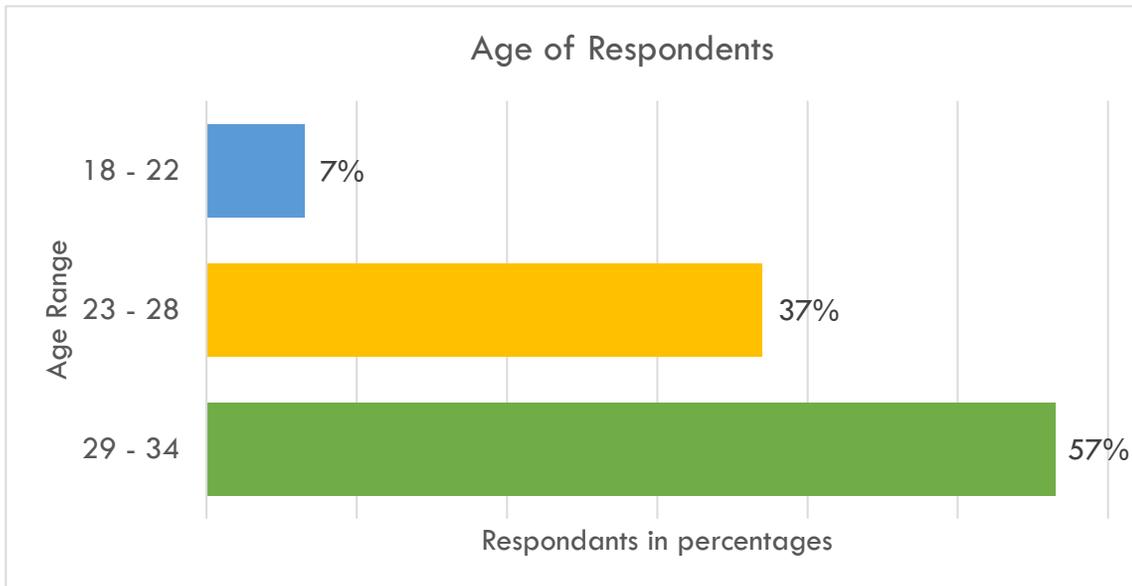
Pass/Fail: within 6 months of establishing City Creative Office, are at least two influencers plugged into city activities and creating social media content there about?

Appendix: Survey Data

This appendix combines and organizes feedback about City impressions and priorities held by the Young Professional Community. Spreadsheets and other tools are used to communicate the information that entered into this report.

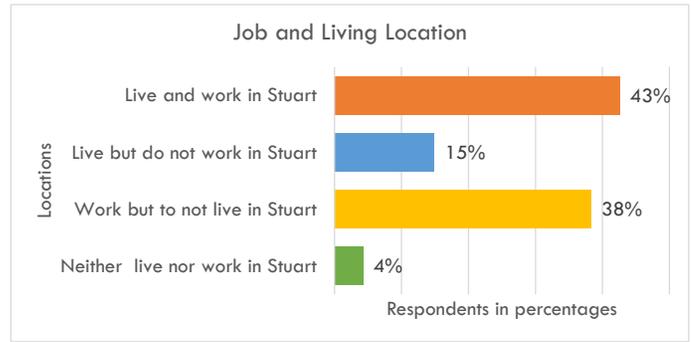
Age of respondents

Age Range	Responses	
18 - 22	6	7%
23 - 28	34	37%
29 - 34	52	57%
Total	92	100%
No Response	2	



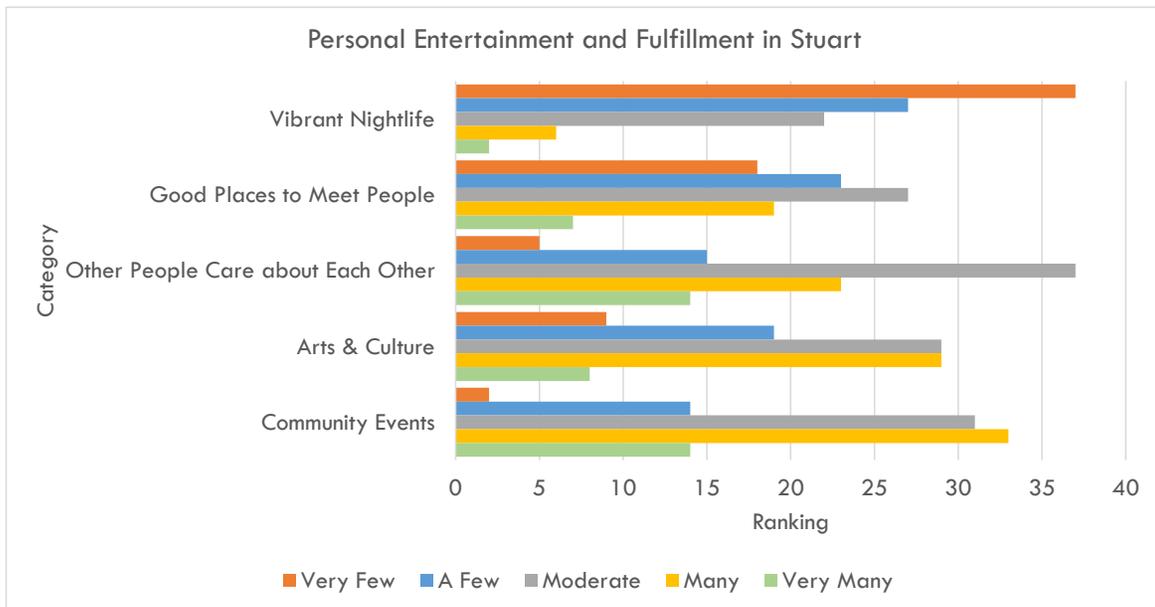
Job and Living Location

Locations	Responses	
	Count	Percentage
Live and work in Stuart	40	43%
Live but do not work in Stuart	14	15%
Work but to not live in Stuart	36	38%
Neither live nor work in Stuart	4	4%
Total	94	100%
No Response	0	



Personal Entertainment and Fulfillment in Stuart

Category	Rating					% below mod	% above moderate
	Very Few	A Few	Moderate	Many	Very Many		
Vibrant Nightlife	37	27	22	6	2	68.1%	8.5%
Good Places to Meet People	18	23	27	19	7	43.6%	27.7%
Other People Care about Each Other	5	15	37	23	14	21.3%	39.4%
Arts & Culture	9	19	29	29	8	29.8%	39.4%
Community Events	2	14	31	33	14	17.0%	50.0%
No Response	0						



Favorite thing to "go out" and do in Stuart

No Response

2

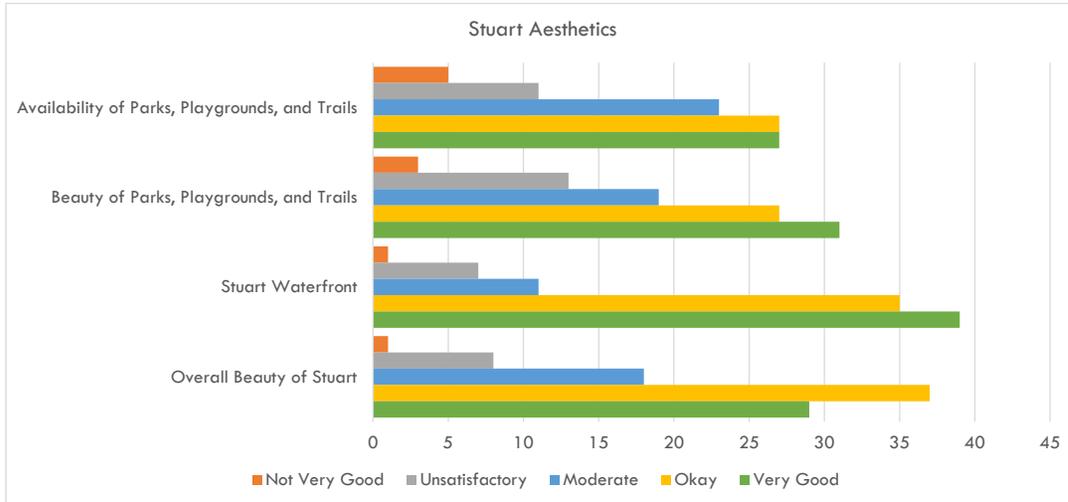
Detailed Responses	
1	I love going out to downtown and strolling around the shops. I like to grab some ice cream or frozen yogurt at the end of my walk.
2	It used to be boating and fishing... however currently feel unsafe to let my kids get in the water...
3	Locals and community vibe
4	I recently moved to Stuart and I find it difficult to find things to do. Hoping there can be a better way to share information about what's going on around town.
5	Dinner with the Family, and possibly stroll downtown after.
6	Downtown on the weekends, great parks for children.
7	We like to go for walks in downtown, go to parks, the beach and eat out.
8	Bike
9	Go to a local restaurant and bar to meet new people. I also enjoy being involved in sports clubs with people my age.
10	Be out near the water or outdoor festivals
11	Eat on the water
12	drink at the blue door, ice cream at kilwins and walk along the river, anything at Ground Floor Farm ;)
13	Dinner and drinks at local restaurants/bars. Not many other options. Other cities have taken fresh approaches to tried and true entertainment venues successfully - Mini Golf made very nice with a good restaurant and bar. Same with bowling establishments. Higher end movie theaters with better seating/in theater dining/bar/etc.
14	The downtown shops and restaurants are amazing after a long work week
15	Dining, listening to live music, and dancing
16	Grab drinks or go to Riverwalk.
17	Downtown Stuart.
18	Walk around downtown, go to the green market and the river rock. We just wish there was 'more' there that attracted a younger crowd.
19	Everybody just goes to Carsons over and over
20	Go on the boat when the water is clean.
21	I love walking around downtown Stuart.
22	Stuart Beach
23	Downtown Stuart Strolling
24	Boating, bike ride to downtown bars
25	What we do most during the week is go out and eat and for a drink and on weekends. Also, on
26	Go by boat to Stuart public docks and enjoy downtown parks and restaraunts with my family.
27	Downtown Stuart.
28	I love the Sunday Green Market in downtown Stuart. I have a 9 month old so now I am more interested in kid events and using our nice community playgrounds. We also love restaurants by the water so Sailors Return is one of our favorite places to "go out" then walk around downtown stuart
29	eat

30	Walk around downtown, visit the shops and restaurants and enjoy the views. Go to the beaches and parks with my kids. Such a beautiful area.
31	MULLIGANS
32	The seafood festivals & art shows- especially when held at memorial park. Clean environment, pleasant landscaping, room to move around
33	Even though we live in Stuart, my family travels down to Jupiter/PGA when we are going to go out somewhere. We just don't feel that there are that many options or family geared things to do around town. Jupiter/PGA has a lot of family friendly events and family geared businesses.
34	Beaches and downtown
35	Shopping, Movies, bike riding
36	Walk around downtown stuart and have dinner/treats.
37	Watch live music at night/evening/weekends.
38	We love the beach and boating. We also love going to the parks and child friendly community
39	I enjoy going to listen to music at Terra Fermatte, or go along the river walk
40	The shops downtown close so early, we both work so it is hard to get there. The restaurants are nice but parking can be a nightmare. Love Stuart Vine and Barley but parking is an issue. So we go to SLW Vine and Barley instead.
41	downtown stuart restaurants and clubs, prefer the waterfront options
42	go out to eat
43	Out to eat. We need more places to just walk around and enjoy the outdoors
44	Anything on the water. Dining on the water, going to the beach, fishing, boating, etc.
45	Movies, saltwater fishing, beach.
46	The free concerts on Sundays. And the concerts every third Friday.
47	Walk around in the downtown area, go to the beach, attend the Sunday farmer's market.
48	dinner, coffee shops, sunday markets in downtown
49	Dinner and drinks
50	I like going to the beach and having healthy options for food after. Im not much of the "bar" type
51	I really don't go out in Stuart. I go to Palm Beach.
52	Get dinner and drinks at local restaurants/bars
53	Go to the beach and parks.
54	Go to the beach
55	The beaches. I haven't located a good age group location to meet people.
56	Live music, events, and entertainment
57	movies and restaurant
58	Free events
59	I love shopping in the downtown area. I also love hanging out and relaxing in the parks.
60	eat
61	browse downtown stuart
62	Love the parks for my kids, especially Kiwanis park. Love running on the boardwalk. Also, downtown is great for happy hour after work.
63	downtown stuart is my favorite I just wish it was more store and entertainment on the weekends.
64	go boating, or go out to dinner at a nice restaurant.

65	Downtown Stuart, food trucks in the park
66	Go downtown at night
67	Beach Ian's Blue Door Carson's Hutchinson Shores Kyle G's
68	I take my son to local park and try to attend some of the events, but having recently moved here I never seem to know when they are until right beforehand
69	Dinner, Drinks, Stuart Farmers Market, Happy Hour with friends.
70	Parks and out to eat is all really available my age.
71	eat but all the restaurants are over priced so it is a treat to go out
72	Try new restaurants and craft beers.
73	downtown Stuart, I got the best blowjob there
74	When I am not working, I enjoy going to the beach or out on the boat during the day. In the evening I will usually go out to dinner and to the movie theatre in Stuart, or grab dessert in downtown Stuart. My favorite thing to do when going out in Stuart is to walk along the waterfront boardwalk with my husband.
75	Drink at a local craft brew place (The Crafted Keg)
76	Downtown, lots of restaurants and bars and shops
77	Go to the beach.
78	Downtown is always nice to walk around. Also the beaches.
79	typically going out involves driving down to palm beach
80	Art/Craft shows in Downtown
81	Parks, beaches, going out to eat, food truck events, sailfish splash
82	Restaurants, Bowling, Mini Golf, Family friendly activities, Holiday themed activities, Parade's
83	Go out to dinner and spend time on the water.
84	Not much really just work and home maybe go to an Ice cream shop here and there.
85	Access to water ways. Public boat ramps, waterfront parks. Public parks, playgrounds for children.
86	Not much any more. Things are so crowded. Plus the older people take over. The restaurants are full and most events.
87	The beach
88	Have dinner. There is a plethora of restaurants within walking distance of each other in the
89	Enjoy the water via the beach or sandbar, find bars with live music, try new restaurants
90	Go to Bennihan's
91	Stuart Sandbar

Stuart Aesthetics

Category	Ranking					% below < % above satisfactory	
	Not Very Good	Unsatisfactory	Moderate	Okay	Very Good		
Availability of Parks, Playgrounds, and Trails	5	11	23	27	27	17.2%	58.1%
Beauty of Parks, Playgrounds, and Trails	3	13	19	27	31	17.2%	62.4%
Stuart Waterfront	1	7	11	35	39	8.6%	79.6%
Overall Beauty of Stuart	1	8	18	37	29	9.7%	71.0%
No Response	1						



Detailed Responses	
1	Walking through the boardwalk and seeing the water.
2	Driving over the Roosevelt and seeing the boats, water... used to be a day where the water was clear under the bridge like further south in Palm beach county.
3	I've lived in the Treasure Coast all my life. The beauty of the area is who I am
4	N/A
5	No
6	I love to eat lunch and have a beer at the Pelican Cafe - the view is incredibly relaxing and
7	Wish kanner hwy work will add trees and landscaping in front of the ugly wall in front of
8	It happens all the time. Wish the water was cleaner.
9	No
10	First time walking on the riverwalk
11	sunrise on the river
12	I grew up here, so many come to mind. Common themes: water, sunsets, and good company.
13	We love The beauty and culture we sold house in palm beach county and moved there.
14	Every day! It's a nice experience to be out in downtown in the evening right on the water. Minus
15	Not particularly. It's nice just to walk around downtown though. It is very charming.
16	NA
17	The Indian and willoughby and downtown areas are nice. well landscaped and clean. But all other areas in Stuart need some work. I think we could do a better job with tax money to keep general landscaping, side walks, and strip malls in better condition. Lots of people seem to be moving up here from boca area and that is one of the main complaints.
18	Back when I was a child and the water was clean. We didn't have to worry about the dumping from Lake O
19	Both the beaches & downtown waterfront are beautiful!
20	The Roosevelt Bridge lit at night looked at from the Riverwalk
21	No
22	Calm river views
23	Love the quaint downtown shopping and dining area. Love walking along the waterfront in downtown and the RiverWalk and free Sunday afternoon music on the RiverWalk. Very disappointed with all the new construction of apartments and condos(waterfront) in downtown area. The quaint and historic homes on the waterfront are being moved modern condo's. Concerned about parking and access to downtown shopping and dining. And the wear and tear of new construction on the area.
24	Looking out towards Palm City from Shepard's Park with my wife. Watching the sunset over the St Lucie river while ibis and squirrels entertain my daughter.
25	No
26	I absolutely love the old town feel of our historic downtown.
27	no
28	Most days - as I drive across the bridges I can't help but notice how lucky I am to live here.
29	places to walk on the boardwalk. beautiful nights to walk and see the water and place to eat

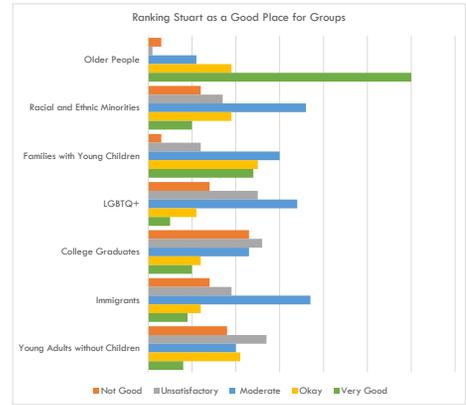
30	I enjoy the unique sculptures, fountains, and murals. The new mural near the sailfish fountain is a beautiful addition. I would love to see more building faces have this type of art added. It brings such a unique beauty to our city.
31	There have been numerous occasions of spending time in Sewall's Point, and I really feel that it captures the essence of the beauty of Florida.
32	We loved Bathtub beach. It was our first date, where we were engaged, and where we met close friends to "hang out for the wedding after party".
33	no
34	By the docks in downtown Stuart after eating Kilwins ice cream.
35	Early morning sunrise while running over the Roosevelt bridge / downtown Stuart boardwalk.
36	Sunsets on the beach or overlooking the St. Lucie river.
37	Looking out over the water at Boat House, or looking at some of the statues
38	Going over the Roosevelt bridge. Looking at our beautiful river and lagoon. But there has been an increase in homeless people with back packs and trash on the streets.
39	every spring with the yellow trees all blooming in downtown stuart
40	I lived in west texas for a short time, where there was no water, with desert terrain. It really made me appreciate stuart and what a beautiful city we live in.
41	When the waterfall is on in downtown stuart.
42	Any storm on the beach. Such gorgeousness!
43	The bridges and beaches.
44	The riverwalk
45	The waterfront downtown when walking down on the boardwalk.
46	water views
47	I watched the sun rise from the river walk and fell in love the same night.
48	I just moved here from Texas so, the beauty of Stuart stood out to me upon arrival (about 6 months ago). Living near the water is breath taking.
49	Downtown Stuart
50	N/A
51	Downtown Stuart by the bridge
52	No
53	Bathtub Beach, or the Jensen Causeway. There was a nice restaurant with live music there when I first came to the area. Recently, I haven't located another nice location specifically. Overall, the town is lovely, the people are friendly, but the 18-34 age group seems to hidden.
54	The first experience at the waterfront stage
55	At the beach
56	IRP at sunset is one of my favorite places. Standing by the dock has a wonderful view. Also the bottom of the Sewall's Point bridge, by Benihana's in their Japanese garden is another favorite spot.
57	the beaches
58	looking at the Roosevelt lit up at night
59	board walk along the river
60	No
61	Sitting at Flagler Park Every July 4th Celebration
62	Sitting on the outside patio of Sailors Return listening to music and watching the sun go down

63	Live concerts on Sundays in downtown Stuart, overlooking the water, with a community
64	before all the business buildings were built water front which block the view
65	Walking by the water in downtown Stuart at sunset.
66	you really think Stuart is beautiful? What did they leaglise Weed in Stuart??
67	When the water was/is crystal clear in the St. Lucie river and inlet I would think that we live in paradise. When the flowers are blooming and thriving in downtown Stuart, that also makes me feel like we live in a beautiful place.
68	After hurricane Jeane when the sun came out and I was staying in manatee pocket and could
69	N/A
70	All the time. Anytime I am in the downtown area.
71	nah
72	No.
73	Kids playing in the splash pad by the children's museum. Watching fireworks on the 4th of July.
74	Viewing the Roosevelt bridge in the evening is beautiful. Downtown Stuart is very pretty with the small shops and the flowers and plants around.
75	Yes, watching sunsets from the pelican cafe fall over the stuart bridge.
76	There was a wedding a few years back at the park in downtown Stuart near the water it was beautiful.
77	Every time I catch a glimpse of open water. Please maintain the moratorium on building over certain heights.
78	when there were still trees and shade. Before empty buildings sat next to new ones being built.
79	Sunset at the beach
80	seeing the waterfront downtown
81	Driving over the Roosevelt bridge at dawn or dusk
82	At downtown Stuart

Ranking Stuart as a Good Place for Groups

Category	Ranking						Weighted Average
	Not Good	Unsatisfactory	Moderate	Okay	Very Good	Total	
Older People	3	1	11	19	60	94	4.390
Racial and Ethnic Minorities	12	17	36	19	10	94	2.97
Families with Young Children	3	12	30	25	24	94	3.56
LGBTQ+	14	25	34	11	5	89	2.62
College Graduates	23	26	23	12	10	94	2.52
Immigrants	14	19	37	12	9	91	2.79
Young Adults without Children	18	27	20	21	8	94	2.72
No Response	0						

Category	% below satisfactory	% above satisfactory
Older People	3.19%	84.04%
Racial and Ethnic Minorities	12.77%	30.85%
Families with Young Children	3.19%	52.13%
LGBTQ+	15.73%	17.98%
College Graduates	24.47%	23.40%
Immigrants	15.38%	23.08%
Young Adults without Children	19.15%	30.85%



A place or situation in Stuart when many groups felt welcome

Events / Activities	28
The City in General	5
Downtown / Local Businesses	5
Public Space / Parks	2
Cannot Identify a Place / Situation	30
No Response	19

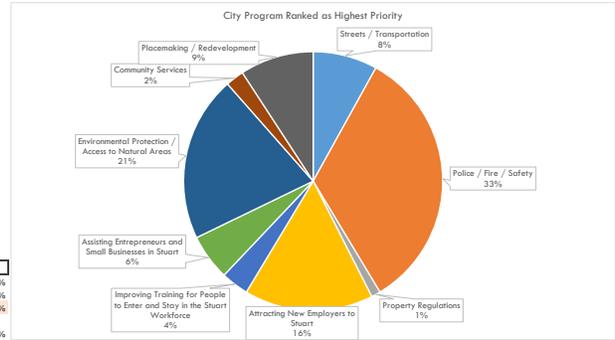
Detailed Responses	
1	No
2	Downtown events
3	The walk a mile on her shoes event
4	N/A
5	No sorry
6	I'm surprised when I see mixed gatherings in Stuart.
7	Social work events. Events held where the local community is helping each other grow.
8	No
9	Events in memorial park
10	I am biased, but I believe Ground Floor Farm makes an active effort to create a welcoming environment for a diversity of people, particularly with our social and cultural programming.
11	Dancing in the Streets, Food Trucks, etc. Large community events that offer attractions which transcend group niches - all people/demographics/interest groups like good food, drinks, etc.
12	All the events are very welcoming
13	Food truck invasion. What happened to that?
14	Not particularly. Blue Door and Ground Floor farms are welcoming.
15	?
16	I'm not sure. We attended the st partricks party downtown and it seemed like a fun mixed crowd!
17	Not sure
18	Generally, I think the Stuart community is very welcoming. I do wish there was more diversity
19	The Air Show
20	No
21	To hard to speak for other groups as to their feelings. lke immigrants, lgbt, elderly. I hope they feel welcome. As a college graduate with out kids I felt welcome although not as entertained and fewer work options than I need now as I am older. As a
22	No
23	I think our downtown community events are welcoming to all.
24	no
25	I'm not sure
26	na
27	unknown

28	None. The community feels very divided. Rude older and elderly push out Gen X and Millennials from events and the younger teens in the area seem oblivious as well. Locals are not warm to others at Stuart events and businesses.
29	no
30	Events such as the air show.
31	Anywhere
32	St Paddys Eve block party
33	The green market is fantastic!
34	downtown events - art shows and music at the city hall
35	Stuart xmas parade
36	District table is great!
37	Any of the festivals.
38	NA
39	Free concerts
40	downtown stuart
41	Pirate Fest
42	All the festivals around
43	None
44	N/A
45	All the churches!
46	No
47	The seafood festival
48	Public assemblies and other local rallies and/or events
49	n/a
50	I wish there were more ethnic festivals (I.E. Caribbean, Puerto Rican, etc)
51	food trucks, dontown stuart events
52	NO
53	4th of July Celebrations
54	Nope
55	no
56	no
57	MLK Celebration at Veteran's Park in downtown.
58	nope Stuart sucks
59	N/A
60	Dancing in the street,
61	Stuart festivals.
62	Anyone is welcome..
63	?
64	No.
65	Parks, fishing piers, library
66	Whenever there are family activities I see a lot of people come together in a welcoming
67	4th of July fireworks
68	Martin County Fair
69	Public parks.
70	N/A
71	weekend markets

72	Terra fromata .
73	no

Program	Program Prioritization									
	Rank									
	1	2	3	4	5	6	7	8	9	Total
Streets / Transportation	7	18	12	7	13	10	7	9	3	86
Police / Fire / Safety	29	11	5	5	8	11	5	9	7	90
Property Regulations	1	7	10	8	7	10	12	11	22	88
Attracting New Employers to Stuart	14	8	14	10	10	8	7	8	8	87
Improving Training for People to Enter and Stay in the Stuart	3	5	11	11	16	8	10	15	10	89
Assisting Entrepreneurs and Small Businesses in Stuart	5	7	12	15	12	16	14	2	2	85
Environmental Protection / Access to Natural Areas	18	17	11	9	4	5	8	9	7	88
Community Services	2	9	8	14	10	11	12	18	6	90
Placemaking / Redevelopment	8	4	6	8	9	8	14	9	26	92
No Response	2									

Program	1	2	3	4	5	6	7	8	9	% 1-3	% 7-9	
Streets / Transportation	8.14%	20.93%	13.95%	8.14%	15.12%	11.63%	8.14%	10.47%	3.49%	100.00%	43.02%	22.09%
Police / Fire / Safety	32.22%	12.22%	5.56%	5.56%	8.89%	12.22%	5.56%	10.00%	7.78%	100.00%	50.00%	23.33%
Property Regulations	1.14%	7.95%	11.36%	9.09%	7.95%	11.36%	13.64%	12.50%	25.00%	100.00%	20.45%	51.14%
Attracting New Employers to Stuart	16.09%	9.20%	16.09%	11.49%	11.49%	9.20%	8.05%	9.20%	9.20%	100.00%	41.38%	26.44%
Improving Training for People to Enter and Stay in the Stuart Workforce	3.37%	5.62%	12.36%	12.36%	17.98%	8.99%	11.24%	16.85%	11.24%	100.00%	21.35%	39.33%
Assisting Entrepreneurs and Small Businesses in Stuart	5.88%	8.24%	14.12%	17.65%	14.12%	18.82%	16.47%	2.35%	2.35%	100.00%	28.24%	21.18%
Environmental Protection / Access to Natural Areas	20.45%	19.32%	12.50%	10.23%	4.55%	5.68%	9.09%	10.23%	7.95%	100.00%	52.27%	27.27%
Community Services	2.22%	10.00%	8.89%	15.56%	11.11%	12.22%	13.33%	20.00%	6.67%	100.00%	21.11%	40.00%
Placemaking / Redevelopment	8.70%	4.35%	6.52%	8.70%	9.78%	8.70%	15.22%	9.78%	28.26%	100.00%	19.57%	53.26%



Ideas to invest in for City of Stuart

Attracting and Retaining the Younger Generation	
Preserving the Small Town Feeling	
Environmental Protection	
Affordable Housing	
Community Events	
Other	
No Response	20

Detailed Responses	
1	Please invest in the overall quality of stuart, update the park bathrooms and parks. Make the downtown area and surrounding area more safe to live in. Some areas are not safe and bring in crime..or keep crime..also please make more young and family friendly events. It's not only senior citizens who live here. Thanks.
2	Protecting the environment, water issues... and crime coming into the city. Also stop over growth of the area.
3	Younger people to be able to afford the place where they want to live and start a family to keep Stuart going
4	N/A
5	I think places for Young People to Thrive and become the future leaders of our community. We have a lack of young people coming back, due to the lack of jobs and things to do for those without kids and family.
6	Redevelopment or pedestrianization of Osceola (downtown).
7	A more walkable downtown area.
8	Keeping it small town feel and more landscape on roadways and medians.
9	Invest in a long career opportunity companies that will recruit college graduate talent.
10	Keep it small and do not over develop
11	Affordable Housing
12	a craft school or liberal arts college! And bike lanes.
13	tax dollars and local investment in business, service, and real estate. Those tax dollars are used for infrastructure to improve the community while their investments help local businesses and economies grow. Strong, attractive communities make it easier to attract good employers and employees. Cycle repeats.
14	It already is. Don't ever try to become a big city
15	Surveys like this is a good start.
16	Stuart should try to maintain its small town charm, while promoting fun things for young people to do. Walkability, traffic management, fun restaurants/bars, and festivals or things to do would be great for the city. Over development should be avoided.
17	An upscale strip mall with Trader Joe's and other shopping. It's hard that we have to all drive to PGA for a lot of things.
18	Fix the traffic/confusion corners

19	Keeping the river clean.
20	Attract employers that pay higher wages.
21	Stuart and Martin County should be more willing to take on healthy risks. Our school systems, employment opportunities, and overall attractiveness to the younger generation has lost out in certain ways over the last year alone by failing to take educated risks.
22	Community events
23	More public waterfront access and enjoyment. Improved public transportation . Expanded tram routes more inter local operations with the county. Walkable biker freindly areas. Possible Water taxi to Port Salarno, Palm City, Shepard's park, North Point, Rio, downtown Stuart.
24	Better nightlife for younger people and better business opportunities.
25	I like the uniqueness of the City of Stuart and the somewhat small town feel. Offering more bike friendly or pedestrian friendly walking areas. Shuttles to sandbar and definitely taking care of our waterways. I love how many restaurants and stores we offer in Stuart that are not big chains and would find it preferable to keep it that way.
26	especially for down town stuart better parking, and maybe more lightening in that area and police presents here and there just to make it feel even safer
27	Additional night life for young professionals
28	I think in order to make Stuart more attractive there needs to be room for growth, which unfortunately has not been the case for some time. My family hopes and anticipates that growth should occur with the election of new commissioners, but there still seems to be a large gap between the wants of the 65+ community and young couples with families. I think bridging that gap would be a solution for making Stuart more appealing to live for a wider range of demographics.
29	Better employment to meet the living costs of the area. LE that don't profile and kill minorities. Representatives that don't choose to increase their own pay over improving, say, water ways, public health, or festivals.
30	Schools
31	More social events that cater to all ages.
32	Make the city more walk-able outside of just downtown. Add a water taxi and connecting water hot-spot destinations. Encourage bigger ticket musicians to perform around here. Continue to strive towards having nicer hotels, great food restaurants, shops, and family centered activities.
33	More housing availability, improved night-life
34	A forks and corks wine festival ! With Florida wineries! St. Armands circle has one but it is hard to get over there with the baby. Beaches with shade and more pavilions closer to the water are great for babies. Beaches that have real or artificial reefs to decrease the roughness of the surf is also great for families with toddlers. The parking is so hard at Bath Tub Beach on the weekends, every parent and toddler are there. People are parking all over and getting tickets. Same at Santa Lucea beach. Not enough parking.
35	more parking
36	I lived with my parents in Stuart and worked in Stuart but unfortunately, Stuart is VERY expensive to live in once a young adult moves out on their own. Therefore, I was forced to buy my home in Port St. Lucie. I wish there were more affordable housing options for young adults in Stuart.
37	More recreation facilities (indoor surfing, paintball, etc).
38	Better wages.
39	More walkability, lower living costs

40	lower housing prices
41	Less fast food restaurants and more locally owned and unique places that make Stuart one of a kind!
42	Continue to advance easily accessible things near the beaches.
43	More night life, more restaurants.
44	N/A
45	A drive-in movie theater :]
46	More things to do at night and make the town more up. Everything is quiet and shuts down. Stuart needs more fun things to do and more water restaurants with all the water around there are only a few water restaurants.
47	More city events, for example, traditions in St Lucie has had an Italian Fest, Bacon fest and Fourth of July event at no or little charge.
48	The City needs new multi-family, low-cost, more affordable living developments while annexing existing contiguous areas around the City. While doing so, the City needs to transition its CRA to an external agency like RMA for management activities so that it can utilize the "buying power" of another agency that promotes externally in a larger area.
49	I wish Stuart was more environmentally friendly. I also wish it had more inclusive places for people of minority groups.
50	an updated downtown area with more nightlife. like a city place but not as big
51	Look into Blue Zones, Stuart is a beautiful city. It's small enough that it could effectively become a Blue zone
52	More things for young adults and families to do, ie restaurants, parks, clean up the causeways, provide places for homeless people
53	more mom and pop shops
54	I believe whatever the City of Stuart can do to have affordable workforce housing and affordable spaces to work and collaborate developed would help Stuart become the best place to live in Florida. :)
55	I think it should invest in more stuff for young couple in their late 20's-40's. I fell like there is stuff for the older generation and enough for me to do with my son, but when my husband and I want to get out and do something we have to go elsewhere
56	stop building business that take away from the water and start building businesses that allow people to enjoy the water. There is no reason that Osceola is full of medical and law offices when it could be full of water front restaurants that attract people and allow people to appreciate what Stuart has to offer
57	Focus on more young adults and families to help with career opportunities and cater to those wishing to raise young children here. That way those people and dollars stay in our community.
58	Jobs, Jobs, Jobs. Your average home in Stuart is going for 300K (or more) your average hourly wage is between 9-10 dollars and hour. Tell me how am I supposed to afford a 300,000 dollar home on under 30K a year?? Wait don't answer that as you walk out to your Mercedes-Benz and drive into your gated country club. Seriously HOW DARE YOU, ask this question you haven't a clue how real people live...prick.

59	More entertainment to attract young professionals to the area. Many young professionals, including myself, often drive to palm beach county to "go out." I enjoy playing golf and wish there were nicer places to play mini-golf in Stuart. I often say I wish there was a Congo River or another pretty place to play mini-golf that all age groups would enjoy. I enjoy being outdoors and would enjoy more entertainment in the area where I could take pleasure in the gorgeous weather we have in South Florida. I also hate to compare to a larger county with more money, but palm beach county does a terrific job keeping there parks and roads beautiful with luscious landscaping, and I often wish that the city of Stuart would add more beautiful landscape to their parks and roads as well.
60	Better attractions for young adults.
61	They are on the right track now I think.
62	more affordable housing
63	Increase security at the Sailfish baseball park. I have friends that have children in Martin County North Little league that will not let their children attend games at this park due to two shootings here last year. Police need to be on site during baseball games to ensure safety of children. Keep the school busses in Martin county instead of hearing every year our busses will be taken away so children have to cross busy streets for two miles-safety danger. Increase homeless help or police for the homeless on street corners in stuart with signs for money.
64	BETTER SCHOOL SYSTEMS!!! Our Children are OUR FUTURE!! When the teachers are not feeling appreciated we have a high turnover rate and get teachers in positions that do no appreciate our children and really take the time to teach them. If we need to raise taxes to improve the schools in Martin County, then DO IT!
65	I love it here!
66	Invest in your youth give them more reason to stick around build up our community. Because unless you are older there is not a lot for us to do . A lot of the younger crowd has to leave the area to get decent pay. So more Jobs would be nice and maybe some spots for us to go aside from the movies and ice cream shops
67	Provide transportation for retirees/ elderly for food shopping/ medical appointments etc. It will make the roads exponentially more safe for children, pedestrians, and able drivers. Also, entirely reconstruct leadership and culture of the Martin County Sheriff's Office. It is my opinion that the Sheriff's Office is an intimidating body that negatively reflects the "old" ways of law enforcement. Stuart police are much more approachable and helpful in comparison. It is only my opinion, but if you are really interested in attracting young people to Stuart and having them stay, the "cowboy" nature of the Sheriff's Department is one of your biggest obstacles. People of our generation can not change law enforcement offices, but we can certainly move to places where they aren't so threatening. Other suggestions would be Veteran's initiatives for entrepreneurship, and proactive and publicly promoted advocating for protection of Stuart waterways i.e. Lake Okeechobee drain-off, fishery and reef protection etc.

68	put a cap on building. If there is an empty structure it should be used. Don't make it so difficult to tear down an old decrepted home or building to make a new one on the same property. Also the retired people take over. A young college graduate cant get a job because someone who retired from up north with a full pension is now working here. Kids can't find part time jobs because the retired community has them too. I was born here and even my parents who have been here since 1974 are taking about moving.
69	Need better night life. More live music, festivals and restaurant waterfront locations.
70	more of a variety of business within walking distance (ex: Downtown)
71	More dog parks and walking trails, improving traffic situation in downtown as well as encouraging shops to stay open later, more late night options for the younger crowd, more affordable housing for younger generations entering the work force as well.
72	More shopping