

INITIAL MARTIN GRADE SCENIC CORRIDOR GOALS – 8-12-2010

The following initial goals have been identified as opportunities that may be pursued as part of the CMP:

Goal 1: <i>Resource Protection, Maintenance, Preservation and Enhancement</i> - Protect and enhance the Martin Grade Tree Canopy.	
1.1. Objective:	Have protection for the Martin Grade included in the Martin County Comprehensive Plan and Land Development Regulations.
1.2. Objective	Evaluate the health of the trees and implement programs to improve their health. 1.2.1. Strategy: Improve mowing techniques. 1.2.2. Strategy: Improve ditch cleaning techniques.
1.3. Objective:	Develop and implement a program for enhancing the existing Martin Grade Tree Canopy that may include infill and understory planting.
1.4. Objective:	Extend the length of the tree canopy through new plantings.

Goal 2: <i>Resource Protection, Maintenance, Preservation and Enhancement</i> - Support environmental preservation and restoration programs for lands in the Martin Grade area.	
2.1. Objective:	Support completion of the Indian River Lagoon Plan as part of the Comprehensive Everglades Restoration program.
2.2. Objective:	Support acquisition of all lands near the Grade that are targeted for conservation by other agencies or environmental groups from willing sellers or donors.
2.3. Objective:	Support creation of conservation easements over all lands along the Grade where private owners want to create such easements.

Goal 3: <i>Resource Enhancement and Community Support and Participation</i> - Enhance recreational opportunities on lands abutting the Martin Grade that are compatible with the rural and scenic character of the roadway and community.	
3.1. Objective:	Help develop and improve public access on the lands that abut the Scenic Corridor and are owned by governmental entities, such as the Allapattah Flats at the eastern terminus of the Scenic Corridor, the Fox Brown Equestrian Trails near the middle of the Corridor, and the Lakeside Ranch Water Treatment Area at the western terminus of the Scenic Corridor.
3.2. Objective:	Partner with Martin County to create low-impact, Scenic-Highway-oriented recreational and educational opportunity on the Martin Grade Volunteer Fire Station Park.
3.3. Objective:	Help acquire land or easements on the part of the road with the deepest part of the canopy and the creation of a low-impact recreation or viewing opportunity.

Goal 4: <i>Education and Corridor Story and Community support and Participation</i> - Educate visitors and local residents regarding the natural and historical resources along the Corridor.	
4.1. Objective:	<p>Develop a comprehensive system of Way Stations that describe the resources and history of the Martin Grade.</p> <p>4.1.1. Strategy: Partner to locate Way Stations at all property and recreation facilities owned and operated by governmental entities.</p> <p>4.1.2. Strategy: Partner to locate signage and extensive Way Stations within the Becker Groves General Store complex at the eastern entrance to the Martin Grade and at the western entrance.</p>
4.2. Objective	Establish a Media presence that tells the Martin Grade history and provides information about its natural resources.
4.3. Objective:	Develop and implement a Community Outreach Program that keeps the scenic, historical, and recreational values of the Martin Grade in the public eye in Martin County, the region, and the state.

<p>Goal 5: <i>Transportation Planning and Safety</i> - Make sure that driving across the Martin Grade is a safe and enjoyable experience through transportation and safety planning.</p>	
<p>5.1. Objective:</p>	<p><u>Planning:</u> Partner with all governmental entities in the region, private land owners, and developers to reduce traffic impacts on the Martin Grade, so as to avoid having to widen the road due to increased traffic.</p> <p style="padding-left: 40px;">5.1.1. Strategy: Assist in the designation of new road corridors.</p> <p style="padding-left: 40px;">5.2.1. Strategy: Encourage the utilization of traffic timing techniques.</p>
<p>5.2. Objective:</p>	<p><u>Planning:</u> If improvements are required for the roadway, partner with Martin County, private land owners, and developers to devise innovative and environmentally-sensitive roadway designs and engineering schemes to eliminate or minimize the impact on the Martin Grade tree canopy.</p>
<p>5.3. Objective:</p>	<p><u>Safety:</u> Make drivers aware that the Martin Grade is a narrow roadway with large trees in its narrow shoulders and steep ditches along its sides, and educate them about the conduct required to drive safely on such a road.</p>
<p>5.4. Objective:</p>	<p><u>Safety:</u> Partner with Martin County through the Corridor Management Plan to monitor road conditions, to schedule maintenance and repairs, and to implement improvements that are compatible with the county’s transportation needs and the scenic character of road.</p>

<p>Goal 6: <i>Economic Development and Tourism</i> – Use the Martin Grade Scenic Highway designation to enhance tourism in a manner that is compatible with the rural nature of the community.</p>	
<p>6.1. Objective:</p>	<p>Brand and market the Martin Grade so as to attract low-impact, nature-based tourists who share the values of the Grade community and Martin County.</p>
<p>6.2. Objective:</p>	<p>Partner with the Chambers of Commerce and tourism agencies in Stuart, Indiantown, and Okeechobee City to develop a tourism package that develops interest in the Martin Grade region and highlights the unique attractions and experiences available in each of those communities.</p> <p style="padding-left: 40px;">6.2.1. Strategy: Develop compatible signage that directs tourists to each community.</p> <p style="padding-left: 40px;">6.2.2. Strategy: Describe each community and how it influenced the history of the Martin Grade in the Way Stations.</p>
<p>6.3. Objective:</p>	<p>Partner with the Becker Groves General Store complex at the eastern entrance to the Scenic Corridor to assure that it creates an ambiance that reflects the story of the Grade and support the General Store’s economic viability by encouraging tourists who travel Grade to stop in and savor the experience.</p> <p style="padding-left: 40px;">6.3.1. Strategy: Help assure that the General Store is stocked with provisions that support hiking, primitive camping, and freshwater fishing on the Allapattah Flats as well as equestrian supplies for the users of the Fox Brown Equestrian Trails as well as the local residents.</p> <p style="padding-left: 40px;">6.3.2. Strategy: Help develop a Community Outreach Program that encourages local residents to purchase agricultural supplies and home provisions from the General Store.</p>

Goal 7: Economic Viability of Martin Grade Scenic Highway CME and CMP – Ensure the fiscal stability of the CME and CMP.

7.1. Objective:

Create a fiscally sound funding base that supports the CME's implementation of the CMP throughout the years.

7.1.1. Strategy: Form business partnerships with private entities.

7.1.2. Strategy: Form partnership with Martin County, the Martin County Convention and Visitor's Bureau, and the Martin County Tourist Development Council.

7.1.3. Strategy: Form partnerships with similar entities in Okeechobee and St. Lucie Counties.

7.1.4. Strategy: Continue to maximize Community Participation Program that maximizes private contributions.

7.1.5. Strategy: Pursue grant opportunities.

