

St. Andrews Community Redevelopment Area

# DESIGN GUIDELINES AND STANDARDS

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*Overlay District Design Guidelines for the St. Andrews Community Redevelopment Agency*



## Vision Statement:

“Historic St. Andrews, a village by the bay where cultural attractions, entertainment, and commerce thrive.”

### INTRODUCTION

The St. Andrews Waterfront Project in Panama City, Florida is guided by the St. Andrews Waterfront Partnership Board, an incorporated not-for-profit volunteer group of residents and business owners, endorsed in resolution by the City Commission of Panama City. The Waterfronts Florida Program is an initiative of the Florida Department of Community Affairs which provides support, training, and technical assistance to communities striving to revitalize their traditional waterfront areas. St. Andrews was one of the first 3 communities to be chosen to receive this award for the two year period (1997-1999).

St. Andrews today has the potential to achieve an overwhelmingly pleasing first impression when driving on West Hwy 98, Beck and Bayview Avenues. In order to achieve this enticing environment, aesthetic changes must be made initially to allure economic growth to the district. Because communities are perceived largely through their external environment, it is important to stress the quality of building exterior design and proper landscaping.



Boardwalk Gazebo

Every neighborhood must have its own identity to prevent a bland and uninteresting site. As such, these guidelines have been developed for the area in Panama City, Florida, known as the St. Andrews Community Redevelopment Area, which was established by the City of Panama City in 1989.

In small, unique communities like St. Andrews, every building, sidewalk, and sign affects the value of all the property in the neighborhood - for better or worse. The purpose of these guidelines is to help ensure that property owners benefit from every new development and renovation in the community.

Citizens or the Design and Planning Committee may propose the St. Andrews Waterfront Partnership Board revise the guidelines as necessary, following the By Laws of the St. Andrews Waterfront Partnership Board, which will be responsible for providing revision information and proposals to the Community Redevelopment Agency Board and other permitting agencies.

The intent of these Guidelines and Standards are to ensure that the exterior of all new buildings and exterior rehabilitation of existing buildings conforms to and reinforces the vision of each sub-district in St Andrews. It is expressly not the intent of these guidelines to unduly restrict design creativity or material selection. If a property owner believes that any portion of this guideline inhibits their ability to develop their property in a manor consistent with the stated vision for their sub-district they should bring the issue to the attention of the Design committee. If the Design committee agrees with the property owner, the design standards could be amended or the Design Committee will assist the property owner through the proper variance or appeals process. The first reaction of many property owners to any sort of standards, is that they will be deprived of their right to make their own decisions concerning the development of their property. After reviewing these guidelines however, we believe that most property owners will realize that these guidelines are written for their benefit.

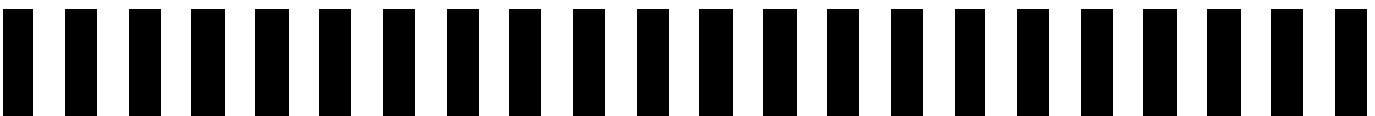


Truesdell Park

This document is structured to aid the business owner in St. Andrews when rehabilitating an existing building or constructing a new one. The goal is to revitalize St. Andrews by creating and maintaining a positive ambiance and strong community image. This entails getting people out of their cars as they drive through St. Andrews to other destinations, or ideally, enticing people to make St. Andrews their final destination for a day of shopping, eating, and recreational activities.

Each new building should be a complimentary element to the streetscape and atmosphere of St. Andrews.

Vernacular design, or design native to the sub-district, is strongly encouraged. To maintain cultural richness and authenticity, construction of buildings for all income brackets is encouraged. It is important, here as with existing structures, that new buildings address the street and sidewalk. Avoid blank walls, which do not invite the pedestrian into the building.





# Conceptual Master Plan Graphic





## FUNDAMENTAL GUIDELINES:



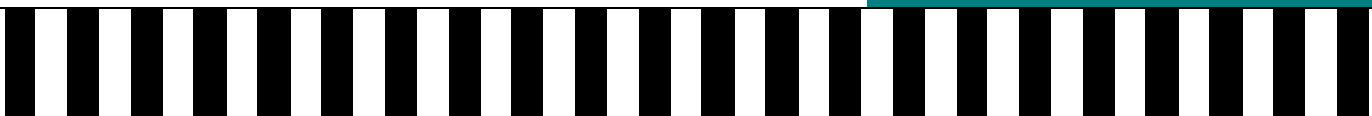
St. Andrews Bird Trail

- Addition of appropriate detail consistent with the vision, goals and objectives of the sub-district is encouraged.
- Windows, doors and other architectural elements should be in proportion to the building height and width.
- Use of gabled or hip roofs, non-reflective material, wood or asphalt shingle, standing seam, and tile are encouraged. Use dormers, raised roof, and awnings to identify entrances. The character of adjoining and adjacent properties should be considered when designing a roofline and selecting materials.
- In using stucco, use the Art Incorporation Section to provide some character to the building through tile, murals, tabby, or other decorative work.
- The streetscape not only portrays the character of the sub-district through its landscaping and lighting, but through its storefronts. Storefronts which attract and hold attention are more successful and indicate immediately the type and quality of merchandise.

- Storefronts must be kept simple and clean, letting the merchandise or activity take center stage. Each building must address the street and sidewalk while maintaining a safe walkway for pedestrians.
- Not only does landscaping enhance the street visually, but it also provides some protection from the elements, buffers noise, and removes pollutants from the air. Such landscaping also offers further identity to the sub-district character. These treatments need not and should not be ornate or overly expensive. For private property standards, see the Panama City Land Development Regulations.
- To minimize glare, use multiple low intensity lights rather than high intensity lights.
- Signage is an important aspect of any design guideline. Building owners should realize the entire storefront is a "sign" constantly sending a message to potential customers. The building exterior can be used to draw positive or negative attention. Common problems with signage are design, size, and placement.
- All signs should be in keeping with the goals and objectives of the sub-district.
- Ghost signs' that are painted on the sides of the building are encouraged.
- All signs should be constructed from structurally sound material that can tolerate exposure to the environment for a number of years. Styrofoam and other materials that don't weather well should be avoided.
- Sandblasting to clean brick or stone is discouraged as it further deteriorates the brick surface and can damage the existing mortar joints.
- Joint use parking is highly encouraged.
- Property and business owners are encouraged to provide rear entrances for their customers.
- Landscaping along streets with trees and native vegetation is encouraged. Native vegetation is cost-effective to maintain, therefore its use is encouraged. Planters should be used and maintained when there is inadequate space to plant vegetation in the ground.



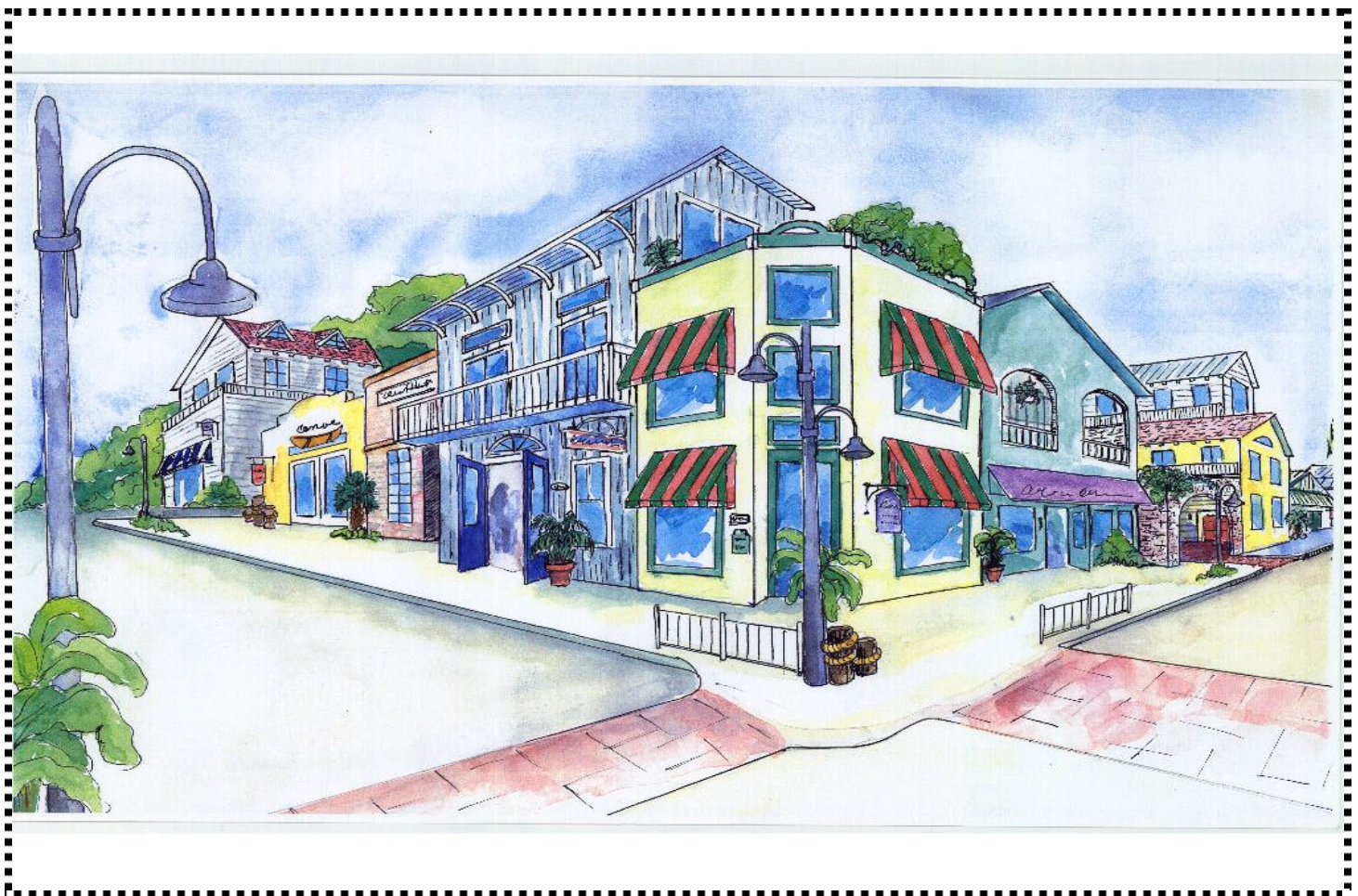
St. Andrew School






**MISSION STATEMENT**

**“To organize and manage the revitalization of St. Andrews through a comprehensive revitalization strategy, advocate public and private partnerships, and promote economic development while preserving the scope, character and identity of the area.”**







**Sub-Districts**

**The St. Andrews Community Redevelopment Area is divided, according to characteristics, into 4 sub-districts for the purpose of interpreting these guidelines and standards.**

**Sub-District 1** encompasses the historic waterfront area along Bayview Avenue. The waterfront is intended to be a waterfront village, pedestrian-oriented area where the design encourages pedestrians to walk and gather for community activities in a coastal setting. The historic St. Andrews waterfront area included 1-3 story clapboard buildings and a boardwalk. Portions of the boardwalk have been recreated and future development should continue with this theme. New construction, as well as renovations to existing buildings, should follow the original historic flavor of the sub-district. Renovations to existing buildings shall try to retain historic elements and/or add historic elements in keeping with the original historic look. New construction shall utilize historic design elements that are complimentary to the original historic waterfront look. Building exteriors and window displays at the street level should be large in area and should appear to be like a “room” located on the street.

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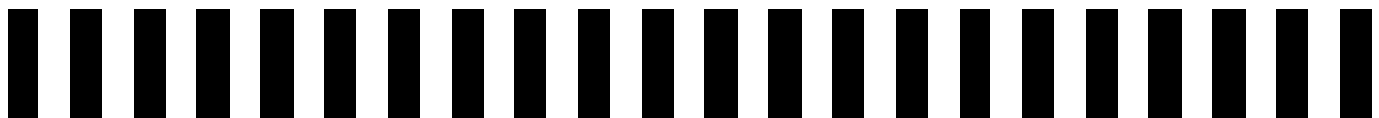
**Sub-District 2** is the Beck Avenue Business Corridor from West 10th Street to West 15th, east to Chestnut Avenue from West 10th Street to West 12<sup>th</sup> Street. Some buildings from historic St. Andrews remain, however most building exteriors have been altered to the point that the original character has been lost. Buildings in this area are typically 1 to 2 story block, brick or cast stone with flat or hip roofs. New construction in this area shall utilize design elements, materials, and colors that are in harmony with and complimentary to the historic look of the sub-district. Renovations to existing buildings shall try to retain historically significant design elements and/or add back historically correct design elements complimentary to the original historic look of the sub-district. This sub-district should also be oriented to pedestrian traffic, with large storefronts and window displays to act as a “stage” for the merchant to encourage people into their stores.

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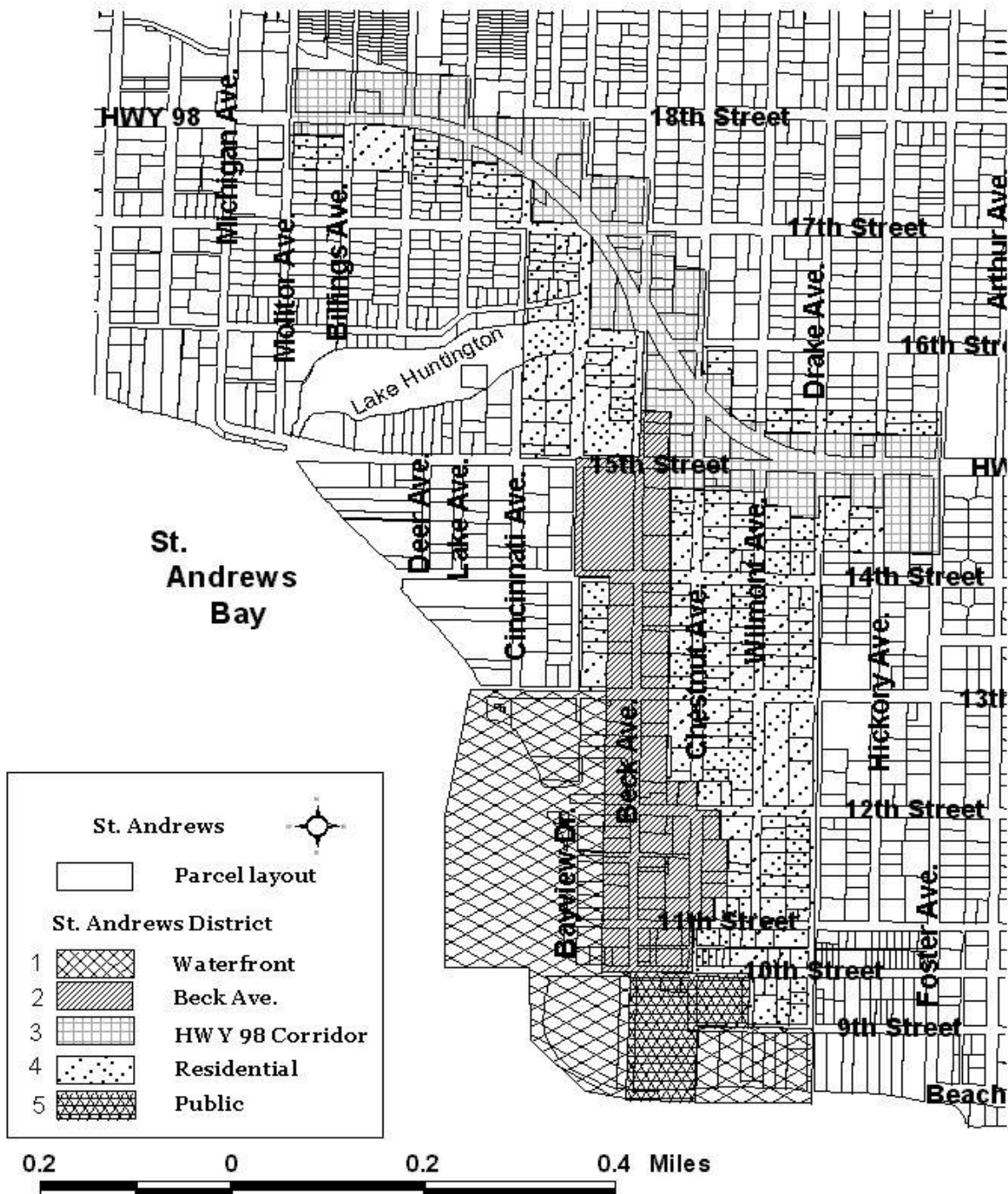
**Sub-District 3** is the area on W. Hwy 98 coming into St. Andrews. This road is typically high speed and not a pedestrian area. This sub-district has the potential to present a unique look to the traffic, attracting interest in the area. This can be accomplished through interest from business owners to enhance the building exteriors and by using well designed signage. Signage is important to a high-speed area such as this, but bigger is not always better. This is an area where the façade contributes heavily as “signage”.

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**Sub-District 4** are the residential areas surrounding the core commercial sub-districts, typical of the original waterfront communities. Town centers were compact and easily accessible from the nearby residential neighborhoods. While most were Residential Low Density category, some mixed use commercial was integrated. Structures in St. Andrews are typically 1940’s vernacular, built for shipyard employees in war-time. Many homes are much older, built in the late 1800’s to early 1900’s, during the Cincinnati Railroad Land Boom. These homes are 1-2 story, clapboard or board and batten style, featuring porches on 1-3 sides, which were used for sleeping in the warm Florida climate. Many were designed with a large or double front door and central “breezeway” through the center of the house to allow the bay breeze to cool the house. Refer to the “Historic Sites Survey” for style and construction dates. The residential areas should be maintained as such, with any commercial designated property being restored to residential character.



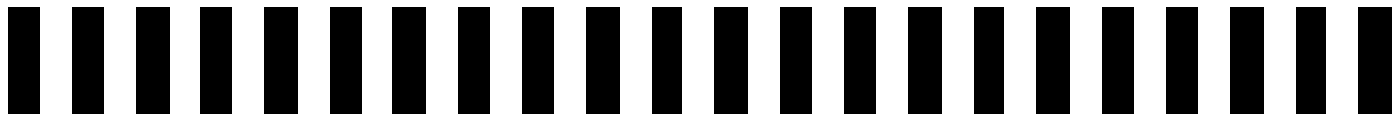
# St. Andrews Redevelopment Area



The following tables describe development standards according to each district as depicted on the Map on page 7.

Sub-district
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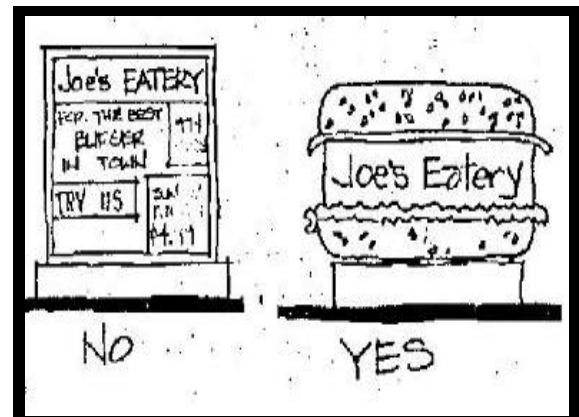
DEVELOPMENT, BUILDINGS, and FACADES	1	2	3	4
New construction of 1 to 3 story buildings must be set back 6’ from the back side of the curb at the front of the building, and the sides of corner lots. Fourth floors or above shall be set back a minimum 10’ from the building line at the front and rear.	*	*		
The City will restrict proposed development which is inconsistent with the character of the community and maintain provisions for the evaluation of nonconforming land uses into its land development regulations. (City of Panama City Comprehensive Plan Policy 1.4.1)	*	*	*	*
Type and extent of historic resources within the “Historic Special Treatment Zone” will be evaluated as part of the development review process. Developers of such areas may be subject to plan or site modifications to conserve historic features. (City of Panama City Comprehensive Plan Policy 1.8.2)		*		*
Spray-foam roofing and built up roofing shall not be visible from a public street	*	*	*	*
Roof-mounted mechanical equipment shall not be visible from a public street	*	*	*	*
Ground floor windows may have factory tinted glass windows up to 25% tinting. Factory tinted glass windows of any degree of tinting may be used above ground floor	*	*	*	*
“Mirrored” glass or film tinting is prohibited.	*	*	*	*
Plastic film awnings are prohibited. Canvas can have vinyl letter inserts which can be backlit.	*	*	*	
Boarding up of windows and doors is prohibited.	*	*	*	*
EIFS synthetic and rough stucco are prohibited.	*	*		
Unarticulated and blank walls are prohibited.	*	*	*	
A percentage of the total cost of new construction, improvement, or renovation shall be invested in exterior artwork incorporated into the overall building design. Requirement of projects up to \$500,000 is minimum 5% of total project cost. Requirement of projects over \$500,000 is minimum 10% of total project cost. Art Incorporation provides character to the building through a variety of standard architectural design elements, including (but not limited to) in-lay tile or brick designs, tabby, murals, decorative cornice, stained or beveled glass, sculpture, fountains, decorative iron railing work, shutters and traditional large porches which may be counted as exterior artwork.	*	*	*	



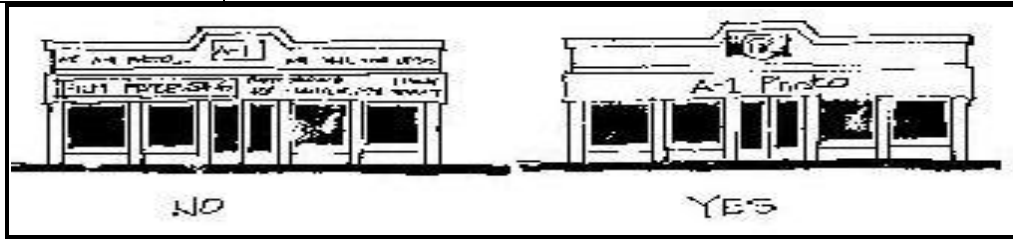
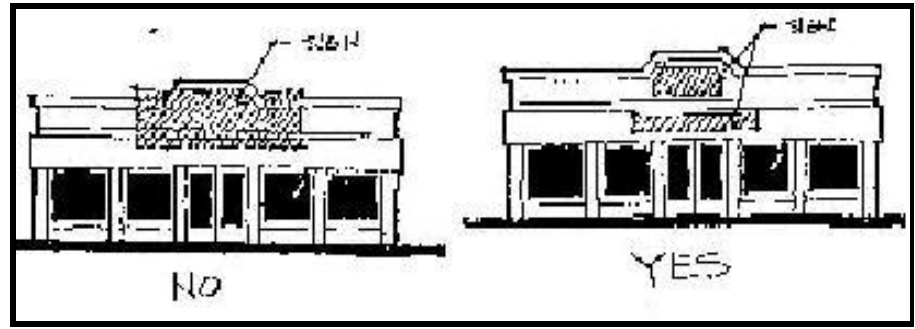
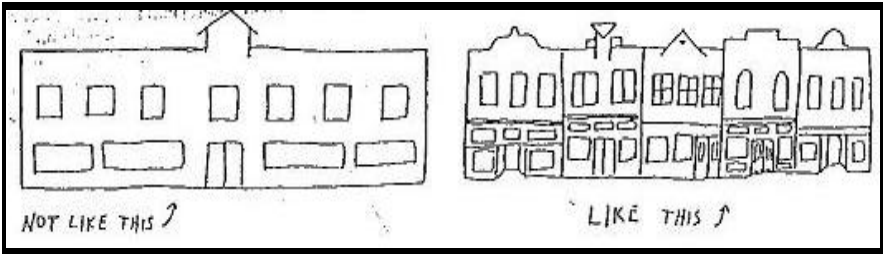
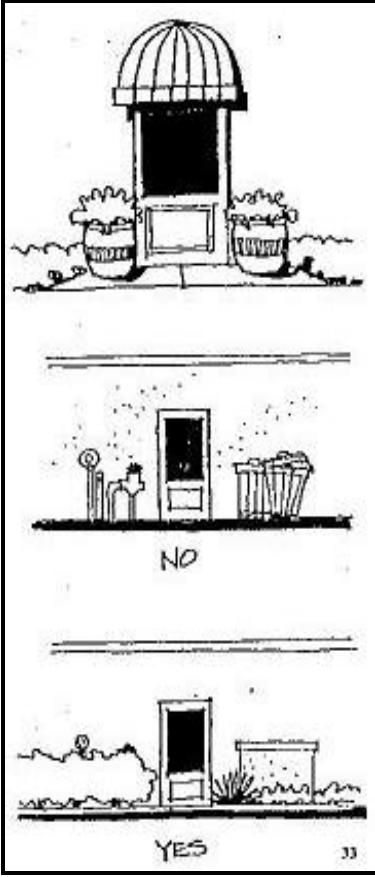


	Sub-district			
	1	2	3	4
<b>PARKING</b>				
Parking should not be located in front of buildings whenever possible.	*	*	*	
<b>SIGNAGE</b>				
Signs must be permanently fixed, excluding approved “A-frame” or “Sandwich board” signs of which the structure must comply with the “Café Ordinance”. One sign per business.	*	*	*	
<del>St. Andrews Master Plan.</del> The centered horizontal line of a monument sign face shall be 5.5 feet above surrounding grade, and the sign may be up to 36 square feet in size, and is included in the total allowed signage.	*	*		
Total signage of one square foot per linear foot of store frontage.	*			
Freestanding single pole signs may be up to 12’ in overall height.		*		
Freestanding single pole signs may be up to 22’ in overall height.			*	
Total signage of 4 square feet per linear foot of store frontage, maximum 200 square feet.		*	*	
Signs shall not cover windows and doors, boarding them closed.	*	*	*	
Bracket or projecting signs up to 16 square feet per face, must be stabilized, and must have a minimum pedestrian clearance of 8 feet unless there is an overhang or awning between the sidewalk and the bottom of the sign.	*	*	*	
Vinyl lettering can be applied to windows, not covering more than 25% of the pane, and is not included in the total signage allowed.	*	*	*	
Billboards (except registered with the City), roof signs, portable signs, styrofoam letters and signs, “snipe” signs, flashing signs, and obsolete business signs are prohibited.	*	*	*	*
Changeable letter signs allowed are formed and embossed, with track chemically welded, no rivets. “Zip change” plastic letter signs are not allowed.		*	*	
If upon inspection, the city finds that a sign is abandoned or structurally, materially, or electrically defective, or in any way endangers the public, the director shall issue a written order to the owner of the sign & occupant of the premises stating the nature of the violation & prohibiting use of the sign & directing its repair or removal within 30 days of the date of the order. (Land Development Regulations 6-17.5)	*	*	*	*

Examples of good sign design .



Examples of rehabilitation design components.



Additional signage development guidance is available from the City of Panama City Land Use Department and the Downtown Improvement Board.

“Planning a neighborhood is an act of community participation and an expression of belief in its future.”  
 Excerpt from *Planning To Stay*



## SUBMITTAL REQUIREMENTS

### For Construction or Renovation:

The applicant shall supply plans, sections, and elevations as required by the City of Panama City. Accurate descriptions of materials and colors shall be included. When available, actual samples of the material or color shall be provided.

St Andrews Master Plan

### For Signage:

\_\_\_\_\_ Development Order application

\_\_\_\_\_ Site plan showing location of sign

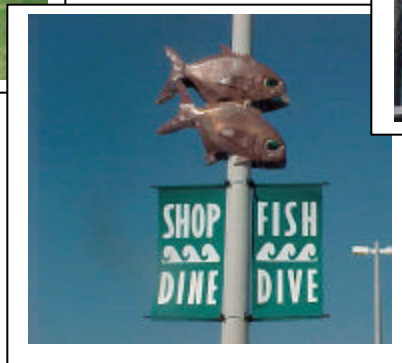
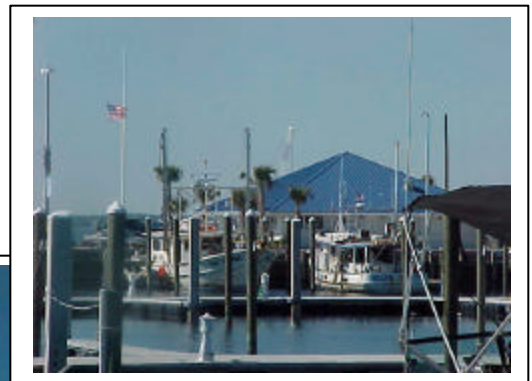
\_\_\_\_\_ Legal description of the property

\_\_\_\_\_ Graphic showing the sign design, lettering, colors and measurements

\_\_\_\_\_ Material sample or description

\_\_\_\_\_ How the sign will be mounted

\_\_\_\_\_ Photograph of the building and measurement of the width of building street frontage





### Administrative Process

The St. Andrews Waterfront Partnership Design and Planning Committee is available to offer design options and recommendations, and to provide a variety of resources.

Development Orders are submitted at City of Panama City, Land Use, 9 Harrison Ave., Panama City, Fl., 32401. Certain documents must be supplied for accurate representation of the project.

### Proposed Project Idea

Meet with Design and Planning Committee (optional)

Determine Application of Guidelines and Standards

Formulate Concept and design

Prepare plans and development order application

Submit Plans to Panama City Land Use Department

Design and Planning Committee Review



Community Redevelopment Agency Review

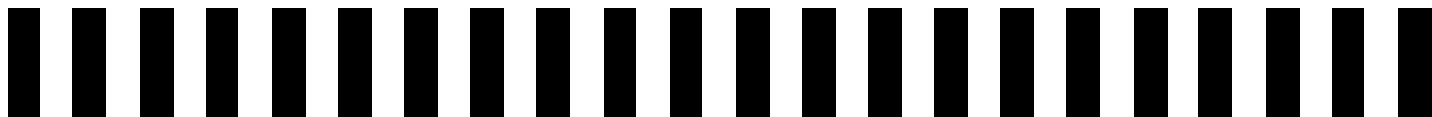
Land Use Department Review

Prepare and submit variances (if needed)

County Building Department Review (if required)

Begin Construction

	<p>The St. Andrews Community Redevelopment Area is managed by the Panama City Downtown Improvement Board. In addition to the CRA, the St. Andrews Waterfront Partnership is a Waterfronts Florida Community (1997-1999) and a Council for Sustainable Florida 2001 award recipient.</p>	
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Amended April 28, 2004

“Temporary signs, bearing a phone number, may be posted on the site of commercial or multifamily residential construction, for the purpose of selling or leasing the property under development. The sign must comply with all other design guidelines and must be removed when the development order expires.”

St Andrews Master Plan