

Forward Momentum: Millville Waterfront Vision Plan



August 2010



This report funded in part through a grant agreement from the Florida Department of Environmental Protection, Florida Coastal Management Program, by a grant provided by the Office of Ocean and Coastal Resource Management under the Coastal Zone Management Act of 1972, as amended, National Oceanic and Atmospheric Administration Award No. NA09NOS4190076. The views, statements, findings conclusions and recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the State of Florida, NOAA or any of their subagencies.



Millville Waterfront Vision Plan

August 2010

Prepared for

Panama City Community Redevelopment Agency
Millville Community Alliance Waterfronts Florida Partnership Committee
803 Jenks Street
Panama City, Florida 32401
Phone: (850) 215-3879

Prepared by



LAND DESIGN INNOVATIONS
Incorporated

*1770 Fennell Street, Suite 200
Maitland, Florida 32751
Phone: 407-975-1273
Fax: 407-975-1278
www.landbiz.com*

TABLE OF CONTENTS

SECTION 1. INTRODUCTION	2
Organization of the Millville Waterfront Vision Plan	2
History of the Millville Community.....	4
The Millville Community Alliance, a Waterfronts Florida Partnership Committee.....	5
SECTION 2. VISION AND MISSION STATEMENT	8
Millville Waterfronts Florida Partnership Community Vision	8
Mission Statement	8
SECTION 3. PLANNING FOR THE MILLVILLE COMMUNITY.....	10
Panama City Comprehensive Plan, 2000.....	10
Millville Community Redevelopment Plan, 2004.....	11
Bay County Local Mitigation Strategy (LMS), 2005	16
US Business 98 Heritage & Cultural Corridor Study, June 2006.....	17
The Bay County Economic Development Alliance Program of Work, 2008.....	19
Post-Disaster Redevelopment Plan (PDRP), 2008.....	20
Millville Waterfront Community Partnership Vision Process, 2009-2010	21
SECTION 4. GOALS, OBJECTIVES, & STRATEGIES.....	23
Public Access	23
Environmental and Cultural Resource Protection.....	24
Hazard Mitigation.....	26
Enhancement of the Viable Traditional Economy or Economic Restructuring.....	27
SECTION 5. RECOMMENDED PROGRAMS AND PROJECTS	31
Create and Maintain a Matrix of Funding Sources.....	31
Millville On-going Programs	32
Millville Development Projects	38
SECTION 6. IMPLEMENTATION PLAN	45
APPENDIX A: Panama City 2000 Comprehensive Plan.....	52
APPENDIX B: Panama City Post-Disaster Redevelopment Plan, 2008.....	60
APPENDIX C: Public Participation in the Waterfront Vision Plan Process	64
APPENDIX D: Funding Matrix.....	81

LIST OF FIGURES

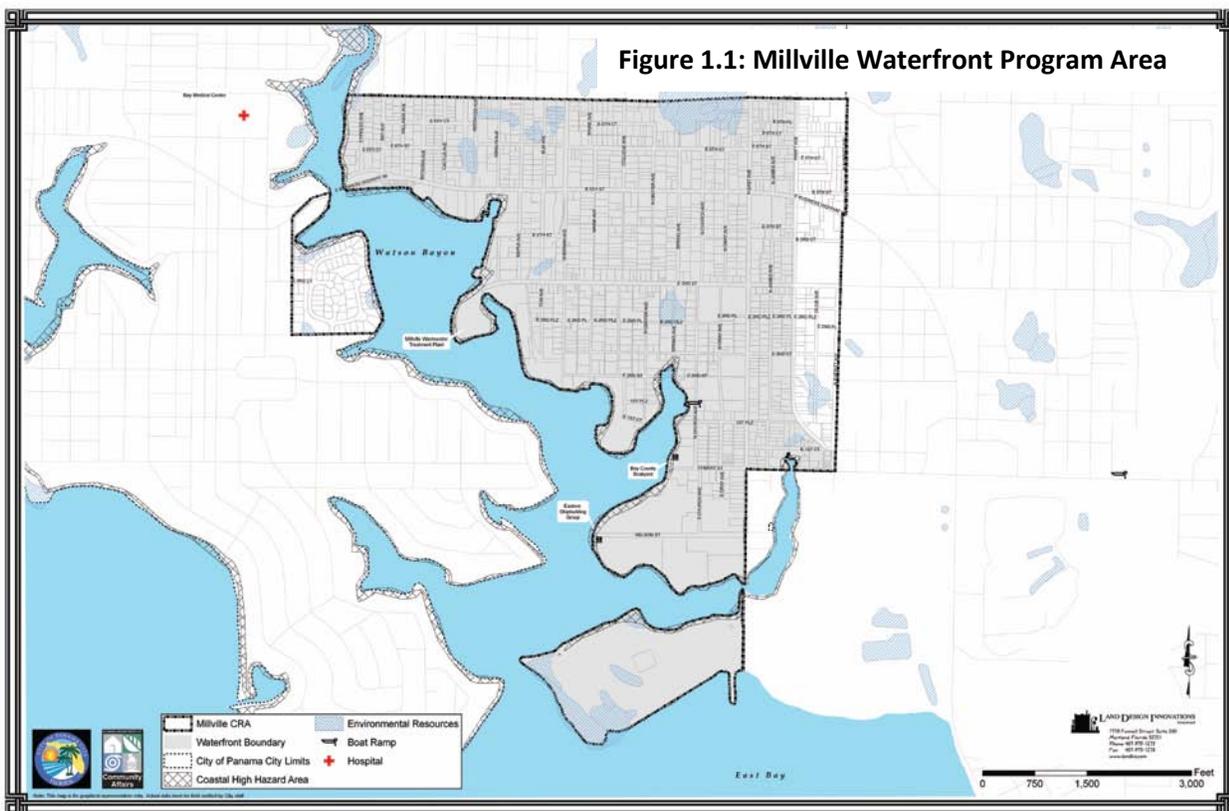
Figure 1.1: Millville Waterfront Program Area.....	2
Figure 3.1: Millville Future Land Use Map.....	10
Figure 3.2: Millville CRA Concept Plan.....	11
Figure 3.3: US Business 98 Master Plan	17
Figure 5.1: Millville Waterfront Park Conceptual Plan	39



SECTION 1. INTRODUCTION

The Waterfronts Florida Program was established by the Florida Coastal Management Program in 1997 to assist communities in revitalization and promotion of their waterfronts. Historically, Florida waterfronts have been assets to their communities, with a host of commercial activities such as shipping and commercial and sport fishing. However, because of societal changes, advancements in technology and conversion from commercial to residential uses, some commercial waterfronts have experienced economic decline, deterioration, and neglect. In order to address these issues, the Waterfronts Florida Program encourages the preservation of water-dependent and water-related land uses and requires each community accepted into the program to work toward four major goals: environmental and cultural resource protection, public access to the waterfront, retention of viable, traditional waterfront economies, and hazard mitigation.

In 2009 the City of Panama City applied for acceptance to the Waterfronts Florida Partnership Program for an area located in the historic Millville community. The Waterfronts Program Area boundary lies within the Millville Community Redevelopment Area, as shown in **Figure 1.1**. Millville was accepted as a Waterfronts Florida Partnership Community in August 2009, which means Millville will receive technical and financial assistance during a two-year designation cycle and continued support as a graduate community. The City designated a program manager and appointed the Millville Community Alliance as the Waterfronts Florida Partnership Committee to oversee waterfront revitalization efforts.



Organization of the Millville Waterfront Vision Plan

This plan is divided into six sections and an appendix, which describe the background conditions of the Millville Waterfront Program Area; provide a Vision and Mission Statement; set forth goals, objectives and strategies; recommend programs and projects; and establish a prioritized implementation plan.

Section 1, Introduction

Section 1 describes the Waterfronts Florida Program and sets the stage for the subsequent sections. This section provides a brief history of the Millville community then describes the establishment of the Millville Community Alliance (MCA) Waterfronts Florida Partnership Committee.

Section 2, Vision and Mission Statement

Section 2 sets forth the vision and mission statement for the plan that was formulated by the MCA Waterfronts Florida Partnership Committee based on public input and input from the committee members.

Section 3, Planning for the Millville Community

Section 3 is a compilation of the planning documents that have been approved and/or adopted by the City of Panama City and the Panama City Community Redevelopment Agency that are relevant to the Millville Waterfront Program Area and the Waterfronts Florida Program goals. A brief summary of the purpose of each planning document is provided, along with the status of the recommendations from the documents. This section also includes a summary of the public participation activities that have taken place to gain input into the Millville Waterfront Vision Plan since 2009.

Section 4, Goals, Objectives and Strategies

Section 4 sets forth the goals, objectives and strategies of the plan. These strategies were developed based on comments from the public workshops and input from the MCA Waterfronts Florida Partnership Committee. These goals, objectives and strategies are presented within the framework of the four Waterfronts Florida Program priority goals - environmental and cultural resource protection, public access to the waterfront, retention of viable, traditional waterfront economies or economic restructuring, as feasible, and hazard mitigation. The objectives and strategies form the basis for the programs and projects recommended in Section 5, as well as the implementation plan established in Section 6 of this plan.

Section 5, Recommended Programs and Projects

Section 5 identifies programs and projects, as well as potential partners and funding sources that will implement the goals, objectives and strategies set forth in Section 4. These programs and projects are described in as much detail as possible to ensure that readers of the plan can understand the reasoning for their inclusion in the plan and the steps that are required throughout the process to fully implement the program or project.

Section 6, Implementation Plan

Section 6 prioritizes the action steps that are needed to implement the programs and projects recommended in Section 5 in an orderly and fiscally responsible manner. The implementation plan identifies starting and ending years for the programs and projects for ten years, beginning with fiscal year 2010/2011 and continuing out to fiscal year 2019/2020.

Appendix

The Appendix includes more detailed information that is referenced in Sections 1 to 6 of the Vision Plan including: a listing of specific objectives and policies in the Panama City Comprehensive Plan that relate to the Millville Waterfronts Florida Program Area; relevant maps of the Millville community vulnerabilities to hazards as identified in the Panama City Post-Disaster Redevelopment Plan; material from the Community Visioning Workshop held in May 2010 to establish priorities for the vision plan; and a funding sources matrix that lists details about current sources of funding for the programs and projects recommended in the plan.



History of the Millville Community

Northwest Florida was truly a frontier area when Millville first became a community, situated on the point of land bordered by Watson Bayou and St. Andrews Bay. Watson Bayou was named for the family that bought the land at the entrance to the bayou, with other large tracts for lumbering purposes in 1834 and 1835. James B. Watson erected a mill on one of the points. The lumber mill changed hands several times.

Destruction of all property along the shore during the Civil War brought business of all kinds to an end. The first settler after the war was William Holmes who arrived in 1869 with his family. He bought a schooner and engaged in the Pensacola and St. Andrews Bay trade, building larger vessels as his need demanded. For years the area depended on sailing vessels and wagons from Jackson County to bring in supplies.

In 1886, Henry Bovis and associates began building a lumber mill at the head of Watson Bayou and named it the St. Andrews Lumber Company. The lumber mill had a capacity of about 20,000 feet per day. It attracted workers who constructed a town around the mill. Several families had organized a Sunday school around 1886 and built a small schoolhouse. They also formed the Watson Bayou Literary Society, which met at the school. A post office was soon established and officially named Millville.

Bovis sold his lumber company to a foreign syndicate, and it became the German-American Lumber (GAL) Company. The new company incorporated in 1901 and rebuilt the mill, giving it a capacity of 80,000 feet per day. They modernized with a large dry kiln and a planing mill. Hundreds moved to Millville to work at the big lumber mill. Most of the workers were paid in scrip, to be spent at the big company store.

The mill was entirely destroyed by fire on December 19, 1906. Ground was broken for a new mill in February 1907, and it started manufacturing lumber again the following September. The company's electric light plant produced lighting for both the mill and the town. It also included a large reservoir. The new mill had a capacity of 100,000 feet per day and was reported to have secured land to produce enough timber to last 25 years. Output of the mill was shipped on barges to Pensacola and sent from there to points in Germany and South America.

The lumber company operated a mercantile store, which was reported in 1908 to be doing a business of over \$60,000 per year. They operated the tug *Dewey* used on St. Andrews Bay for towing logs, handling lumber and delivering freight. The company also owned 100 tenement houses.

The town grew up around the lumber mills and shipyards. By 1911, there were six general stores, two grocery stores, a drug store, a millinery shop, a livery and a turpentine operation in Millville, in addition to the German-American Lumber Company.

In 1913, the citizens voted in favor of incorporation and elected W.I. Singletary mayor. Other City officers were W. W. Mashburn, clerk, and Jack Stone, the first Town Marshall. The first group of seven aldermen included S. T. Ward, J. J. Holmes, R. D. Prows, C. C. McClure, R. F. Ennis, S. E. Harsey, and F. M. Turner, according to Harold Bell in *Glimpses of the Panhandle*. The 1920 census showed Millville with a population of 1,887 people, still the largest town on St. Andrews Bay, but it was being overtaken by an area just to the west called Panama City.



Florida governor John W. Martin called a special session of the legislature in November 1925 during which Bay County representative J. Ed Stokes introduced a bill to combine the three separate municipalities of Millville, St. Andrews, and Panama City into a single larger one to be known as Panama City. In 1926, the cities of Millville, Bay Harbor, and St. Andrews were annexed into the incorporated limits of Panama City.

The Millville Community Alliance, a Waterfronts Florida Partnership Committee

The propeller of a vessel provides the forward momentum that moves the vessel through the water. Momentum can also be described as the direction for a nonphysical process, such as an idea or a course of events. The Millville Waterfront Vision Plan affirms the Millville Community Alliance (MCA) Waterfronts Florida Partnership Committee's desire to revive and reinvigorate a waterfront neighborhood and to utilize its waterfront resources and realize its full community potential. The Millville Waterfront Partnership Vision Plan will provide the means to move the community in a forward direction identifying programs, projects and priorities that will enable the Millville community to preserve its waterfront assets and heritage while prudently managing its land and water resources for the current and future benefit of its residents, businesses and visitors.

The Millville waterfront was historically dominated by industries that required a waterfront location, and these industries in turn supported the diverse commercial landside businesses and residential communities. The use of the waterfront for the lumber industry ended in the 1930s and other industries took its place – primarily paper production and shipbuilding or repair. There were some commercial fishing and seafood facilities for a period of time, but none of those remain today. The paper mill and shipbuilding industrial uses still remain, but the shoreline of Watson Bayou is now characterized more by vacant industrial parcels that have become unsightly from lack of regular maintenance and clearing. The decline in employment resulting from the demise of Millville's historic industrial base has contributed to the decline in the residential and commercial community of Millville.

The designation of the Millville area as a Community Redevelopment Area in 2004 was the culmination of previous community planning and visioning activities and the start of the reinvigoration of the community. Several visioning workshops were conducted during the preparation of the Millville Area Community Redevelopment Plan in 2004 that identified redevelopment needs for residences and businesses. With designation as a Waterfronts Florida Program Community in August 2009, the reinvigoration continues and focuses more closely on integrating the waterfront assets and resources into the community's overall vision plan. The community's ideas for redevelopment have been incorporated, where appropriate, in this waterfront vision plan and, together, form the basis for the implementation program that is an integral part of the Millville Waterfronts Vision Plan.

At the heart of the Millville Waterfront Vision is wide-ranging community access to the Millville waterfront – both visual and physical, and for both recreation and business purposes. Underpinning the Millville waterfront vision, and critical to its achievement, is the enhancement and protection of the natural and cultural resources that make the community special. This includes protecting the community from the effects of its primary natural hazards: high winds and coastal and inland flooding.

Every aspect of this vision plan is important to the future of the Millville waterfront community. The vision is for a vibrant, robust waterfront area that will provide opportunities for numerous water views and to walk or bicycle along, fish from, or go out in boats to



Watson Bayou. Residents, business owners and visitors will be able to enjoy meals or cold drinks from waterside restaurants and sit on benches by the water to enjoy sunrises and sunsets. The waterfront will be attractive to boaters traveling in the Gulf of Mexico, a not-to-be-missed stopover or a delightful destination. The Millville waterfront can serve as a model for other Florida communities attempting to balance the rights of individual residential and business property owners with the needs of the general public for access to water resources. The Millville Waterfront Vision is the first step in the community's journey in "Moving Forward" to become a revived and reinvigorated waterfront neighborhood destination of choice!





VISION AND MISSION STATEMENT



SECTION 2. VISION AND MISSION STATEMENT

Millville Waterfronts Florida Partnership Community Vision

Millville is a vibrant, unique, sustainable waterfront community that fosters pride by developing public access to the waterfront, enhancing economic vitality, preserving historic and cultural heritage, promoting disaster resiliency and encouraging a legacy of multi-generational families. Its integration of marine-oriented businesses with a mixture of residential and commercial development stays true to the community's historic character of strong ties to the waterfront. Businesses and residences are physically linked to each other, to the waterfront, to public parks and open spaces and to the rest of the City through a network of attractive streets, sidewalks, paths and boardwalks. The diversity of opportunities to enjoy Millville's waterfront amenities also attracts visitors from outside the community who contribute to the economy and the energetic atmosphere of this revitalized area.

Mission Statement

The Millville Community Alliance, a Waterfronts Florida Partnership Committee, is committed to encouraging and guiding the implementation of the Millville Waterfront Vision Plan that preserves, enhances and fosters the values and principles of the Millville waterfront community.





***PLANNING FOR THE
MILLVILLE COMMUNITY***



SECTION 3. PLANNING FOR THE MILLVILLE COMMUNITY

In addition to the comprehensive planning efforts for the City of Panama City, the successful future development and redevelopment of the City's historic downtown and the Millville community has been a particular focus of Panama City's planning activities and redevelopment efforts. Specific planning studies have been completed, programs have been initiated, and specialized organizations and partnerships have been created to implement these efforts.

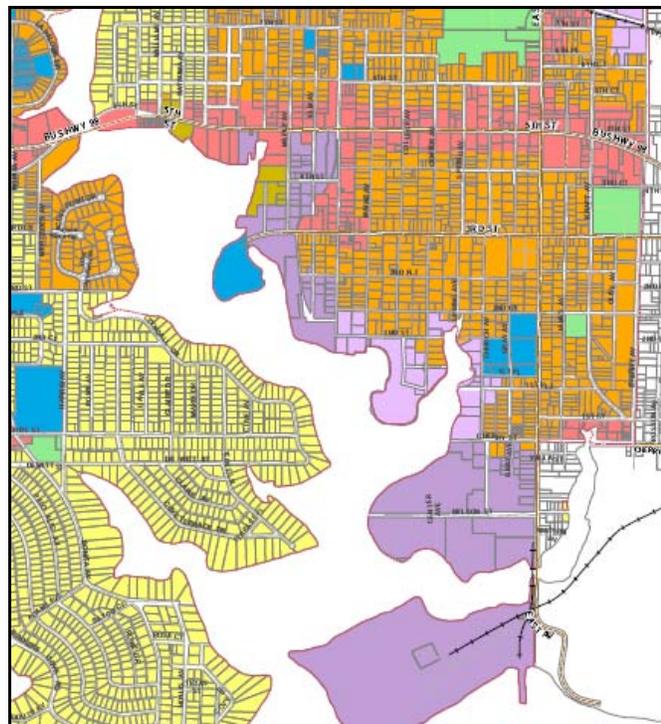
These earlier plans and studies include detailed evaluations of existing conditions in the Millville community and offered numerous opportunities for public input from Millville residents and business owners. The recommendations from these plans and studies have been included in the discussions with the public and the Millville Waterfronts Florida Partnership Committee, as a part of the Millville Waterfront Vision Plan process. Section 5 of this plan incorporates recommendations from these plans and studies that are applicable to the purpose of the Waterfronts Florida Program and recommends additional programs and projects. The vision plan advances the recommendations from these previous studies and activities and includes a prioritized implementation plan in Section 6.

Panama City Comprehensive Plan, 2000

Several elements of the Panama City Comprehensive Plan include goals, objectives and policies that address general planning issues related to the Waterfronts Florida Program applicable to the Millville Waterfront Community: Future Land Use, Coastal Management, Recreation and Open Space and Intergovernmental Coordination. In addition, the City's adopted Future Land Use Map (FLUM) is a critical component of the comprehensive plan that guides how land is developed in Millville. The FLUM does not accurately reflect the development pattern reflected in the Waterfront Vision Plan so amendments need to be initiated to ensure consistency between the comprehensive plan and this vision plan. Inconsistencies may also arise between the comprehensive plan goals, objectives and policies and the strategies recommended for the Millville Waterfront Vision Plan, therefore text amendments may also be required.

Figure 3.1 depicts the adopted future land use categories within the Millville community. The comprehensive plan goals, objectives and policies applicable to the Florida Waterfronts Program in Millville are listed in **Appendix A**. Section 5 recommends amendments that may be pursued in order to ensure consistency between the City's comprehensive plan and the Waterfront Vision Plan.

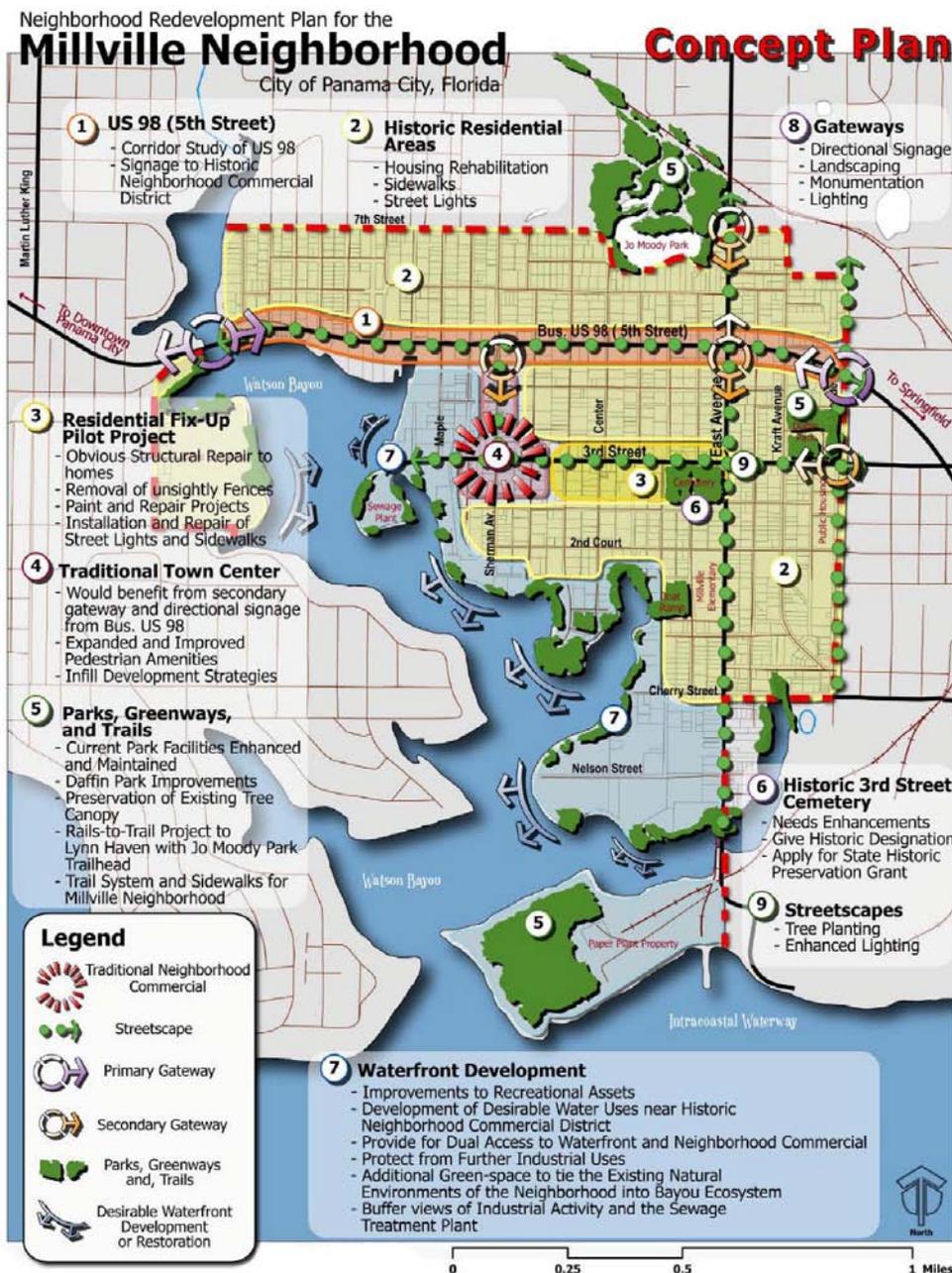
Figure 3.1: Millville Future Land Use Map



Millville Community Redevelopment Plan, 2004

A community redevelopment plan was adopted in 2004 that analyzed conditions in the area identified as the Millville Community Redevelopment Area (CRA) and recommended actions to address its physical and economic development needs. The Millville Area Community Redevelopment Plan was designed to address primary public concerns related to conditions in the local neighborhoods, commercial strip development patterns, industrial intrusion, and waterfront development. The final concept plan that was approved was developed after analyzing the existing conditions in the redevelopment area and determining the issues and concerns expressed by members of the community. It was developed as a guideline for promoting the sound development and redevelopment of the properties in the Millville CRA. Opportunities for public improvements, redevelopment activities and proposed future land use composition are identified and graphically represented on the Concept Plan illustration shown in **Figure 3.2** and included in the implementation plan.

Figure 3.2: Millville CRA Concept Plan



The Millville Neighborhood Concept Plan contains descriptions of several types of projects and programs, including capital projects, public/private projects, and government programs. The plan supports stated land use and economic positioning strategies, including:

- Improvements to US 98 as they fit into the needs of the corridor as a whole not just in Millville
- Continued planning for more harmonious land-use relationships
- Protection of waterfront from heavy industrial uses
- Infill, renovation and enhancement of residential areas and the prevention of commercial and industrial encroachment
- Maximizing use of the City's waterfront areas and recreational assets
- Development of the regional trail system and an integrated local pedestrian system of trails walkways and bikeways



The Concept Plan presented 11 elements, each including objectives and implementation strategies. The elements and strategies that are applicable to the Millville Waterfronts Partnership Community are summarized below:

Business US 98

Objective: Plan for future growth along the Business US 98 corridor.

Action Strategies:

- Using federal economic development administrative grant funding, it is recommended that the City, Downtown Improvement Board, Millville CRA, and FDOT work together to conduct a detailed corridor improvement study for Business US 98 within Panama City. *The US Business 98 Heritage & Cultural Corridor Study was completed in June 2006.*

Objective: Ensure that planned improvements to Business US 98 have the greatest positive impact possible on the function and appearance of the Millville neighborhood and areas.

Action Strategies:

- Design and construct gateway treatments at key locations including eastern and western Millville CRA limits along US 98 (5th Street). *The western gateway has been constructed and the eastern gateway is currently in the design stage.*
- Design and construct secondary gateway features with directional signage at key intersections. *The US 98/Sherman Avenue gateway is currently in the design stage and the CRA is evaluating a wayfinding system.*
- Landscaped boulevard entrances to the Millville Neighborhood should be created in order to transform this corridor from a harsh physical environment into a welcoming pedestrian oriented entrance for Panama City. *This has not been implemented.*



Objective: Improve the physical appearance of Millville's commercial strip on Business US 98 to stimulate private investment.

Action Strategies:

- Work with existing property owners to replace dilapidated, nonconforming structures through property assembly to enable development of higher and better uses at appropriate locations. *The Millville CRA has been working with property owners to discuss strategies for redevelopment.*

- Expand the pedestrian orientation of the commercial areas by systematically undertaking streetscape projects along the primary road network grid in the neighborhood creating a more attractive pedestrian environment. *One project is underway at Maple and US 98.*
- Establish a façade improvement program providing design assistance and financial incentives to encourage building renovations that will provide compatible design and strengthen existing architectural features. *A façade improvement program has been initiated and is ongoing.*
- Ensure architectural integrity of future development through design standards and the establishment of an architectural review board for commercial development and renovation projects. *The Millville Community Alliance has drafted design guidelines and standards for the redevelopment area and expects these to be adopted by August 2010. The City has established an Architectural Review Board.*
- Enforce City codes to ensure proper maintenance of vacant lots and buildings. *This has been initiated and is ongoing.*
- Develop sign regulations and standard design guidelines for directional and information signs as well as store frontages and establish programs that provide incentives for voluntary compliance with new construction and retrofitting of existing signs and structures. Regulations should address the size, type, location and amount of signage for the purpose of minimizing visual clutter, enhancing community character and maximizing the flow of clear information to pedestrian and automotive traffic. *Some of these strategies have been addressed in the draft Design Guidelines and Standards expected to be adopted by August 2010. The Millville CRA will be coordinating with the City to include applicable regulations in the Land Development Code.*



Historic Residential Areas

Objective: Preserve and enhance neighborhoods through revitalization of the housing stock, establishing a safe, functional, and aesthetically pleasing community environment.

Action Strategies:

- Act upon issues identified by residents and invest in infrastructure improvements such as drainage, sidewalks, street lighting and neighborhood entrance signage that support the stabilization of residential areas. *The CRA and Waterfronts Florida Program visioning processes have identified issues; however, projects must be included in the Millville CRA's capital budget in order to be implemented so this will be an ongoing process.*
- Discourage the intrusion of inappropriate office, commercial and industrial uses in neighborhoods. *The Millville CRA will be coordinating with the City in comprehensive plan revisions to address this.*
- Identify and restore historic housing that may be in a state of deterioration but otherwise is structurally sound. *The identification of historic housing has been initiated and is ongoing.*
- Identify and remove vacant, dilapidated housing structures that pose a threat to public health and safety. *This has been initiated and is ongoing.*
- Devise land acquisition, demolition and housing rehabilitation strategies to remove or refurbish unsafe or dilapidate structures. *This has been initiated and is ongoing.*



- Using tax increment revenues, initiate infill housing development projects on existing and newly vacated properties. *This has not been implemented.*
- Work with the City and community volunteers to clean-up vacant, unattended properties. *This has been initiated and is ongoing, using volunteers from local and national volunteer organizations.*
- When undertaking streetscape improvements, new private construction, and building rehabilitation, place utility lines underground where it is feasible to improve visual qualities and remove impediments to safe pedestrian access. *This has not been implemented.*

Traditional Neighborhood Commercial

Objective: Establish the Historic Neighborhood Commercial District as a place for local community businesses.

Action Strategies:

- Ensure that new development in the Historic Neighborhood Commercial District consists of appropriate land uses that will stabilize and enhance the area while representing the desires and interests of area residents and property owners. *The Millville CRA will be working with the City to ensure the appropriate land use categories are assigned throughout Millville.*
- Stimulate local business by attracting an appropriate mix of uses in the redevelopment area and commercial district including, residential, office, and commercial uses as well as restaurants and evening entertainment. *The City has hired a Director of Business Retention, Recruitment and Expansion, who will be addressing economic development strategies.*
- Devise strategies including land assembly and other means of participating in land development to partner with the private sector in initiating development activity at appropriate locations in the Town Center area. *Discussions have occurred with some owners and will continue as an ongoing process.*
- Work closely with area businesses, merchants' associations, and the Bay County Chamber of Commerce to address the needs of existing businesses through the redevelopment process. *This process has been initiated and is ongoing.*
- Revise development codes to enable a desired mix of uses with appropriate design standards to establish a cohesive historic development pattern. *When the City's comprehensive plan has been updated, the Millville CRA will be working with the City to update the Land Development Code for consistency.*



Parks, Greenways, and Trails

Objective: Provide recreational opportunities for the citizens of the Millville Neighborhood, which are readily accessible and improve the quality of life for residents. Preserve land to serve as public parks and open space for current and future residents.

Action Strategies:

- Work with the City to prepare a Waterfront, Parks, Trails, Recreation and Open Space Master Plan for the City to identify existing recreational assets and needs. *This has not been implemented.*
- Identify potential revenues including tax increment financing, grants, impact fees and other assessments to provide adequate funding for proposed improvements and maintenance of public facilities. *The Millville CRA staff evaluates revenue sources on an ongoing basis.*

Provide safe connection to the neighborhood's primary activity centers including waterfront, schools and neighborhoods through sidewalks and bikeways. *Construction of sidewalks has been initiated and is an ongoing process. No bicycle trails have been constructed to date.*

Waterfront Development

Objective: Allow the waterfront to be an asset instead of an issue for the residents of Millville and for sound future growth.

Action Strategies:

- Improve the recreational assets along the waterfront and allow for development of other desirable water related uses. *The Millville CRA purchased waterfront property on Watson Bayou and has developed a conceptual plan for a park.*

Streetscapes

Objective: Create a safe, efficient traffic circulation system that provides sufficient access by all modes of transportation to activity centers within the redevelopment area and the balance of the community.

Action Strategies:

- **Minimize** the impacts of increased traffic and activity levels on residential areas. *This has not been implemented.*
- Create a safe, secure, appealing, and efficient pedestrian system linking all major activity centers, parking facilities, and other interchange points. *This has not been implemented.*
- Construct sidewalks, bikeways and trails throughout the City, appropriately designed and separated from auto circulation for safety purposes, to be used as positive tools to improve the area's environment through the use of landscaping and other visual treatments. *This has not been implemented.*
- Soften the appearance of older physically declining commercial areas and provide visual continuity for the most visible transportation routes in Millville through tree planting and other landscaping elements to enhance the architectural character of the neighborhood. *This has not been implemented.*



Public Facilities and Infrastructure

Objective: Provide necessary public facilities at acceptable levels of service to accommodate existing needs as well as new demands as proposed development occurs within the City.

Action Strategies:

- Work with all appropriate government and private utilities to ensure the provision of adequate services including, electricity, telecommunications, cable television, water, storm water, sanitary sewer, gas, and solid waste. *This has been initiated and is an ongoing process.*
- Secure grant funding when possible to leverage tax increment revenues to accomplish stated goals related to the provision of adequate infrastructure. *This has been initiated and is an ongoing process. The City, in partnership with the Millville CRA, has submitted an application for a Section 319 grant for stormwater improvements.*
- Assess existing infrastructure conditions to identify specific needs for upgrading older systems in conjunction with proposed improvements within the City. *This has been initiated and is an ongoing process.*

Administration

Objective: Establish the administrative, financial and programmatic mechanisms necessary to achieve the goals and objectives of the Millville Area Community Redevelopment Plan.

Action Strategies:

- Work with the City Manager and Finance Director to strategically devise annual operating and capital improvements budgets to maximize the use of anticipated tax increment revenues. *This has been initiated and is an ongoing process.*
- The City should leverage tax increment revenues through grants, commercial loans, or other financial mechanisms to expedite the completion of projects. *This has been initiated and is an ongoing process.*

Objective: Devise planning strategies and develop an effective regulatory framework to ensure well-managed growth throughout the neighborhood while accomplishing redevelopment program directives.

Action Strategies:

- Based upon the outcome of the redevelopment planning effort, the City should evaluate the Comprehensive Plan to determine and correct inconsistencies in policies related to the Redevelopment Plan. *The CRA staff will be coordinating amendments to the comprehensive plan with City planning staff.*
- The City's Comprehensive Plan should embrace the following planning principles: Establish a land use pattern that reflects the City as a total community of diversified interests and activities, while promoting compatibility and harmonious land-use relationships; Encourage mixed-use development at an appropriate scale in the area. *The CRA staff is coordinating amendments to the comprehensive plan with City planning staff.*
- Work with the community, the City Staff, and the City Commission to rewrite the Land Development Code and implement regulatory policies to encourage: zoning and land-use categories that will assist the City in diversifying its tax base; zoning and land-use regulations that provide housing opportunities for all income levels; and a high degree of design and development standards for new construction and rehabilitation. *The CRA staff will coordinate LDC revisions with City planning staff.*
- Create programs for land development and property rehabilitation, using financial or other economic incentives, to facilitate new investment in the redevelopment district, thereby increasing the tax base. *This has been initiated and will be an ongoing process.*
- Formulate policies and procedures for developer solicitation and development agreements to enable strategic development practices. *The City's new Director of Business Retention, Recruitment and Expansion will address this strategy.*



Bay County Local Mitigation Strategy (LMS), 2005

The Bay County LMS includes a detailed assessment of the post-disaster redevelopment process of the city and its risks. Bay County is in the process of updating the LMS, which is expected to be adopted by December 2010. The following is a summary of the relevant information found in the plan.

1. Discusses the hazards to which the city is vulnerable and what impacts they may have on the city.
2. Incorporates current and future land uses and growth trends.
3. Includes a risk assessment for the city.

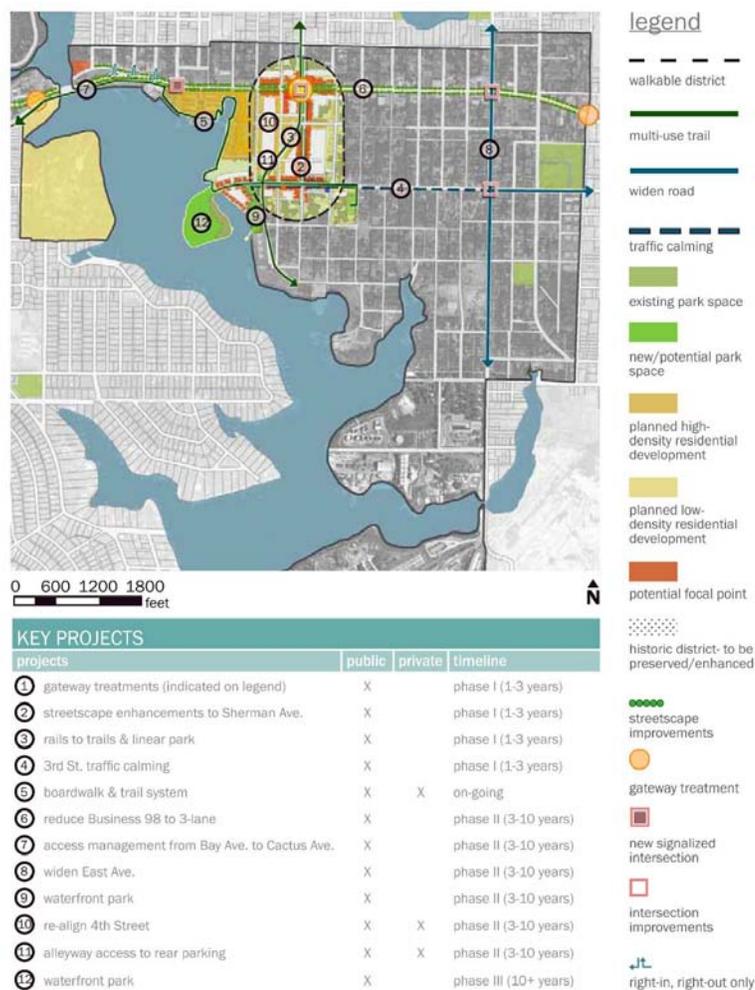
4. Contains a list of critical facilities located in the city and their level of vulnerability.
5. Identifies the Panama City Point of Contact for the LMS.

The LMS identifies one mitigation project that is located within the Millville Waterfronts Florida Program Area, the Kid Harris Park/3rd Street and College Street structural flooding project. Initial non-structural improvements have been made; however, additional structural improvements are still needed to completely solve the flooding issue.

US Business 98 Heritage & Cultural Corridor Study, June 2006

In 2006, a Heritage Corridor Study for US Business 98 was prepared that included recommendations for the Millville Community Redevelopment Area. The goal of the Heritage Corridor Study is to turn US Business 98 into a more vibrant, walkable and attractive corridor that supports redevelopment objectives in the St. Andrews, Downtown, Downtown North and Millville Community Redevelopment Areas. What is now a disconnected hodge-podge of aging hotels, liquor stores, fenced-off industrial uses, vacant storefronts, institutional land uses, and new retail and residential development can be transformed into a cohesive, interconnected corridor that includes a mix of residential, commercial and open space to enhance surrounding areas. This Heritage Corridor Study for US Business 98 serves as a guide for the community and each of the four CRAs to complete that transformation in an orderly manner that unifies the corridor while celebrating the unique character and history within each CRA. The Heritage Corridor Study for US Business 98 includes a master plan summary that describes key projects recommended for the Millville CRA as shown in **Figure 3.3**.

Figure 3.3: US Business 98 Master Plan



The Heritage Corridor Study for US Business 98 focuses on the following community design goals:

- Enhance access to water and parks
- Capitalize on existing community character and identity
- Increase multi-modal opportunities and connectivity
- Create pedestrian-oriented destinations, walkable districts, and streets
- Create a city-wide network of destinations

In addition to the general community design goals listed above, the Heritage Corridor Study for US Business 98 included specific recommended strategies and key projects for the Millville community to realize those goals. These specific recommended strategies and key projects for the Millville community are described below:

1. Community Design Goal: Enhance access to water and parks.

Strategy: Create a cohesive network of interconnected parks and trails with maximum accessibility from Business 98, by creating waterfront boardwalks/trails supported by mixed-use redevelopment, and preserving existing parks and creating new ones in strategic places, especially in waterfront areas.

Strategy: Preserve waterfront views by limiting building height directly adjacent to the waterfront.

Key Projects Millville:

- Transform space at the end of 3rd Street for a pocket park (as a long-term vision for bayou and neighborhood rehabilitation, transform the current waterfront sewage treatment plant into a park). *The land for the Millville Waterfront Park has been purchased and a conceptual plan developed. Infrastructure facilities will be in place by the end of 2010 then other park facilities will be installed.*
- Create a linear park adjacent to rails-to-trails along Sherman Avenue. *The City is in negotiations to purchase one parcel along the proposed rails-to-trails project for development as a community garden and will be evaluating the purchase of additional property along the trail.*

2. Community Design Goal: Capitalize on existing community character and identity.

Strategy: Preserve existing desirable resources, while enriching and enhancing them to their full potential, by encouraging infill development in and around existing activity centers. Support the adaptive re-use of buildings and facilities wherever possible. Improving existing infrastructure to support redevelopment needs.

Key Projects Millville:

Extending and building on historic commercial/mixed-use area along 3rd Street in Millville, making a gateway to this area from US Business 98 via Sherman Avenue. *This has not been implemented.*



3. Community Design Goal: Increase multi-modal opportunities.

Strategy: Improve and increase pedestrian, bicycle, transit and auto mobility by improving and/or creating bicycle and pedestrian facilities along US Business 98 and adjoining roads that link to neighborhoods and commercial areas, enhancing access to the Bay Town Trolley system with improved stations and lighting, and increasing connectivity through new roads or shared-use paths.

Key Projects Millville:

Create a rails-to-trails project on the old railroad bed along Sherman Avenue. *The City will be working with federal, state and regional agencies, as well as universities and other non-profit organizations to develop this project.*

Improve pedestrian accessibility along US Business 98, and between the corridor and 3rd Street via Sherman Avenue. *This has not been implemented.*

Add sidewalks to East Avenue on the east side from Cherry Street to 6th Street. *This has not been implemented.*

4. Community Design Goal: Create pedestrian-oriented destinations, walkable districts and streets.

Strategy: Improve the walkability of existing neighborhoods and business districts by moving buildings closer to the street with redevelopment, relocating parking to the center or rear of blocks so it does not function as a barrier to pedestrians, and by targeting new or infill mixed-use development with on-site amenities.

Strategy: Use key gateways to establish anchor points along the corridor, creating a unified sense of place. These will become both signage and amenities in themselves.

Strategy: Use landscaping along the edge of the corridor on the stretches of road between the gateways to enhance the existing character of each distinct place in a different way.

Key Projects Millville:

Establish/mark gateways at US Business 98 and Everitt Avenue and at US Business 98 and Sherman Avenue. *This has not been implemented.*

5. Community Design Goal: Create a city-wide network of destinations.

Strategy: Comprehensively align and link new and existing City amenities parks, activity centers, shopping, etc., into a connected, corridor-long network by creating improved connections to amenities from existing residential neighborhoods along the corridor, and by creating better/clearer access from US Business 98 to new and existing destinations elsewhere in the study area.

Key Projects Millville:

Create more mixed-use development in and around Millville, with linkages into residential areas. *The Millville CRA staff will be working with the City's new Director of Business Retention, Recruitment and Expansion to develop a program to address this project.*



The Bay County Economic Development Alliance Program of Work, 2008

The Bay County Economic Development Alliance, in cooperation with the Bay County Chamber of Commerce, represents all of the municipalities within the county. The Bay County Chamber of Commerce and Economic Development Alliance work diligently to develop and maintain a relationship with business owners within the county. The Program of Work for 2008 contains the strategic goals and objectives for the organizations with regards to economic development. None of the strategic goals and objectives specifically address the Millville Waterfronts Florida Program Area; however, all are applicable to the economic development needs of the area. The following is a summary of the relevant information found in the plan:

1. States the need to facilitate new investment and job creation.
2. Expresses the need to foster strong community relations with companies that show signs of growth potential or negative growth.

3. Maintains and project strong presence at specific target industry.
4. Maintains a current inventory of available buildings and sites in Bay County suitable for commercial/industrial use and conducts the necessary research to provide a professional response to inquiries.
5. Develops and maintains good relationships with key management personnel from key area employers.
 - Organizes monthly industrial industry visits with volunteers from Existing Industry Committee
 - Organizes quarterly meetings of the Manufacturers Roundtable and Defense Contractors Roundtable
 - Continues company interviews with the Insights program
6. Identifies and conducts proper follow-up on companies who have indicated signs of growth potential or early signs of distress.
7. Maintains current inventive information and serves as a facilitator and advocate in their applications for state and local incentives/grants.

Post-Disaster Redevelopment Plan (PDRP), 2008

The Panama City PDRP identifies policies, operational strategies, and roles and responsibilities for implementation that will guide decisions that affect community long-term recovery and redevelopment after a disaster. Recovery topics addressed in the plan include business resumption and economic redevelopment, housing repair and reconstruction, infrastructure restoration and mitigation, short-term recovery actions that affect long-term redevelopment, sustainable land use, environmental restoration, and financial considerations as well as other long-term recovery issues identified by the community. The major goals and issues identified as priorities for the City of Panama City are:

1. **Land Use and Community Development:** The City will strive to manage the recovery and redevelopment process of the community to aid in rapid recovery while seizing any opportunities that may arise to redevelop in a more sustainable manner.
2. **Economic Redevelopment:** The City, the Bay County Economic Development Alliance, and the Bay County Chamber of Commerce will work in partnership to restore and enhance the local economy and develop any new economic opportunities that may arise as a result of a disaster.
3. **Long-term Infrastructure and Public Facility Repair:** The City will strive to manage debris, restore utilities, and repair infrastructure efficiently, taking mitigation into consideration during the long-term redevelopment of infrastructure and structures to ensure that sound public investments avoid future damages.
4. **Communications:** The City will work to ensure that there are open lines of effective communication between city officials, partnering agencies, and the public with regard to post-disaster redevelopment so that all stakeholders are involved in the recovery planning process both prior to and following a disaster.
5. **Local Post-disaster Financing and Capacity:** The City of Panama City will ensure an efficient recovery by ear-marking financial reserves needed, pre-identifying staff capacity and limitations, and taking action to remedy these limitations in both the pre- and post-disaster environment.

The PDRP identifies vulnerabilities that may affect the speed and/or quality of post-disaster long-term recovery and redevelopment in Panama City. The main categories of post-disaster recovery compatible with a spatial analysis of vulnerabilities are housing, economic, socioeconomic, and public facilities and infrastructure. The hazards analyzed for these recovery categories are hurricane-strength winds, flood, and storm surge. As Panama City is located on the Bay, it is assumed hurricane wind exposure will be fairly constant throughout the city. Flood and storm surge, however, have mapped boundaries and these zones can be used to delineate vulnerable structures and public facilities. See **Appendix B** for an identification of vulnerabilities in the Millville Community



Millville Waterfront Community Partnership Vision Process, 2009-2010

In addition to the preceding Strategic Plans, Master Plans, Redevelopment Plans and Corridor studies that affected significant portions of the Millville Waterfront Community Partnership area, the Millville Waterfront Community Partnership has convened several workshops and planning sessions to address public access, hazard mitigation, waterfront area needs and public park designs, as summarized below. Detailed results of the public visioning exercises are included in Appendix C.

Millville Community Visioning Workshop, January 2010

The Millville Community was invited to a workshop where they were asked to contemplate what they'd like to see in their community over the next 50 years for each of the four Waterfronts Florida priority areas. The results of the visioning session are detailed in Appendix C.

Millville Community Hazard Mitigation Planning Session, February, 2010

The Millville Waterfronts Florida Partnership Committee held a Hazard Mitigation Planning Session in February 2010. This planning session solicited comments from participants regarding natural and man-made hazards and how their impacted may be mitigated. Specific items identified at this planning session are detailed in Appendix C.

Millville Community Public Access and Waterway Planning Session, May 2010

The Millville Waterfronts Florida Partnership held a Public Access and Waterway Planning session in May 2010. This planning session solicited comments from participants regarding issues and needs addressing public access to the Millville waterways. Specific items identified at the planning session are listed in Appendix C.

Millville Waterfronts Florida Partnership Community Visioning Workshop, May 2010

The Millville Waterfronts Florida Partnership held a Community Visioning Workshop to solicit additional input from stakeholders and members of the Millville community. Workshop participants utilized base-maps of the Waterfront Community area to identify specific needs, issues, improvements and concerns for site specific areas.

Items identified by the workshop participants were then sorted into the four Waterfront Vision Plan priority areas of: (1) Public Access to the Waterfront Area; (2) Hazard Mitigation; (3) Environmental and Cultural Resource Protection; and, (4) Enhancement of the Viable Traditional Economy or Economic Restructuring. Details from the workshop are included in Appendix C.

Draft Millville Waterfront Vision Plan Review by the Millville Community Alliance Waterfronts Florida Committee: June – July 2010

The Draft Millville Waterfront Vision Plan was reviewed at three (3) workshops by the Millville Community Alliance Waterfronts Florida Partnership Committee on June 7, June 10 and July 22, 2010. Comments and requests for revision of the Draft Millville Waterfront Vision Plan were incorporated into this final document.





GOALS, OBJECTIVES & STRATEGIES



SECTION 4. GOALS, OBJECTIVES, & STRATEGIES

Based on the public input gathered from the Millville Waterfronts Florida Partnership Committee's previously cited planning and visioning activities, the Partnership has developed the goals, objectives and strategies included in this section to act as the guiding principles of the Millville Waterfront Vision Plan. Recommendations for programs and projects and a prioritized implementation plan are described in Sections 5 and 6 of this plan.

Public Access

Public access is imperative to any successful waterfront. It is the foundation and the main feature of waterfront revitalization. Public access to the waterfront, both direct physical access and visual access, was identified as the top priority at the Millville Waterfronts Florida Partnership Committee Public Visioning Workshop held in May 2010. The primary challenge is to balance the need to provide residents and visitors with access to the waterfront, the rights of adjacent property owners and protection of the natural environment. Millville's industrial waterfront contains certain parcels that are physically inaccessible to the public because of potential hazards to visitors from proximity to the industrial processes. However, the current industrial businesses are working with the Millville Community Alliance Waterfronts Florida Partnership Committee to potentially open up public views to the waterfront. With the closing of many of the older industries there are now many vacant waterfront parcels along Watson Bayou that could provide the means to full or partial public access opportunities to the Millville waterfront.

GOAL 1: MAINTAIN, PRESERVE, AND ENHANCE PUBLIC ACCESS AND VIEW SHEDS TO THE WATERFRONT.

Objective 1.1: Provide maximum opportunities for public views of Watson Bayou.

*Strategy 1.1.1: Implement a City program to clean out trash and debris and selectively clear vegetation within all publicly-owned rights-of-way that extend to the water's edge on a routine basis so bayou views are opened up. See **Figure 5.1** in Section 5 for the location of these public waterfront access points.*

Strategy 1.1.2: Establish a program to assist owners of vacant property along the bayou to clean out trash and debris and selectively clear vegetation so more opportunities for water views are opened up. Coordinate volunteers willing to participate in the program and pursue funding sources for rental of equipment and removal/disposal of the debris.

Strategy 1.1.3: Establish regulations in the City's Land Development Code to regulate building setbacks, height and density to promote public view sheds and encourage development of view corridors along Watson Bayou.



Objective 1.2: Provide maximum opportunities for direct waterfront access to the Watson Bayou shoreline.

Strategy 1.2.1: Develop a waterfront park on the City property located on Watson Bayou at East 3rd Street and Maple Avenue so as to accommodate passive and limited active recreational uses, serve as a site for public events, festivals, markets and similar activities, and provide adequate support facilities such as parking and restrooms.

Strategy 1.2.2: Evaluate the possibility of expanding the Church Avenue boat ramp and/or purchasing property to build a new boat ramp along the bayou, taking into account the technical and safety needs of a ramp and the City's ability to maintain the ramp(s), monitor users and ensure adequate parking facilities, as well as providing amenities such as boat cleanup facilities, restrooms and picnic areas.



Strategy 1.2.3: Evaluate all publicly-owned rights-of-way that extend to the water's edge to determine the type of facilities that may be constructed at each one that will provide pedestrian or very limited vehicular access to the waterfront. These facilities could include limited parking, viewing platforms, kayak/canoe launch access, benches, picnic area and small docks and/or fishing piers, depending on the size constraints, and the physical and environmental characteristics of the right-of-way.

Strategy 1.2.4: Establish regulations in the City's Land Development Code to require and/or encourage, through the use of development incentives, multi-family residential, mixed-use and commercial development along Watson Bayou to donate a shoreline easement to allow for the construction of a waterfront boardwalk that links as much of the shoreline as possible and provides waterfront access for residents and visitors.

Strategy 1.2.5: Pursue federal, state, local and non-profit funding to purchase waterfront property, or property close to the water that provides access to water views or the shoreline, for use as public parks and open space, civic uses, parking for boat ramps or other waterfront amenities, and similar public uses.

Strategy 1.2.6: Develop programs to encourage children in Millville to connect to the waterfront, including activities and events such as fishing clinics or contest and, educational opportunities such as water quality monitoring projects and fieldtrips

Environmental and Cultural Resource Protection

Waterfront communities are attractive growth areas primarily because of the associated environmental resources, which serve as the economic and recreational base. The development of numerous facilities to increase opportunities for waterfront social activities and events was identified as the second overall priority at the Millville Waterfronts Florida Partnership Committee Public Visioning Workshop held in May 2010. When a community such as Millville also has a rich historic and cultural background the human influences makes for an even more unique atmosphere. That very relationship between the natural resources, enhanced activities and the cultural aspects of a waterfront community is a fragile balance that must be preserved, with respect for delicate shoreline ecosystems and the historic character of the waterfront and its adjoining neighborhoods.

GOAL 2: PRESERVE, MAINTAIN AND ENHANCE HISTORIC AND CULTURAL RESOURCES IN THE MILLVILLE COMMUNITY.

Objective 2.1: Improve existing park system amenities in Millville and link recreation and open space to surrounding cultural and recreational amenities.

Strategy 2.1.1: Implement strategies from the Millville Area Community Redevelopment Plan to develop a waterfront park on the City property located on Watson Bayou at East 3rd Street and Maple Avenue

Strategy 2.1.2: Implement strategies from the Millville Area Community Redevelopment Plan to develop a parks, greenways and trails system in Millville that links to a larger regional trail system to provide eco-tourism and heritage tourism opportunities

Objective 2.2: Emphasize historical character of Millville.

Strategy 2.2.1: Implement strategies from the Millville Area Community Redevelopment Plan to expand and enhance the historic commercial district located along the intersection of 3rd Street and Sherman Avenue in a way that represents the traditional mixture of uses found in a waterfront community.

Strategy 2.2.2: Design and construct a gateway at 5th Street and Sherman that incorporates Millville’s character.

Strategy 2.2.3: Coordinate with local artists to develop a public art system along the waterfront – draw from local machinists to expand display at corner of Cherry St. and N. Church Avenue and the machinery on Nelson Avenue at the shipyard, as well as identify other locations within the community that would be appropriate for public displays of art.



Strategy 2.2.4: Identify Historic Structures and/or iconic structures in the Millville community.

Strategy 2.2.5: Coordinate with the Panama City Community Redevelopment Agency to pursue existing funding sources identified in Appendix D of this plan and to continuously update the list of sources to identify future grant programs designed to assist rehabilitation of historic structures

Objective 2.3: Coordinate with the City and local civic and social organizations to promote festivals along the Watson Bayou waterfront.

Strategy 2.4.1: Encourage organizations to participate in bringing back the Christmas parade to Millville.

Strategy 2.4.2: Encourage the organizers to expand the July 4 community gathering at the Watson Bayou Waterfront Park to include firework displays.

GOAL 3: PROTECT, MAINTAIN AND ENHANCE ENVIRONMENTAL RESOURCES IN THE MILLVILLE COMMUNITY.

Objective 3.1: Develop a program to address stormwater runoff and dumping of trash and debris into Watson Bayou and its tributaries.

Strategy 3.1.1: Coordinate in future updates of the Panama City Stormwater Master Plan to ensure that stormwater mitigation projects are included in the plan and incorporated into the City’s Capital Improvements Schedule.

Strategy 3.1.2: Establish ongoing program to monitor and clean up dumping activities and debris in and adjacent to the bayou, creeks and wetlands.

Strategy 3.1.3: Coordinate with other agencies to educate residents, business owners and visitors in Millville and boaters on Watson Bayou about impacts of dumping litter and trash into the bayou, creeks and wetlands.



Strategy 3.1.4: Coordinate with Panama City and other agencies to install “No Dumping Drains to Bay” plates/stencils for application or affixing upon stormwater drain facilities.

Strategy 3.1.5: Coordinate with Panama City, the Panama City CRA and Bay County to purchase, install and maintain baysavers/screens for outfalls to treat stormwater before it enters the bayou.

Objective 3.2: Obtain water quality data from available sources and coordinate with the agencies that monitor water quality in Watson Bayou to identify problem pollution areas and sources of funding to mitigate the problems.

Strategy 3.2.1: Establish bi-annual coordination meeting/event with the St. Andrews Bay Resource Management Association and Friends of St. Andrews Bay, DEP's Water Quality Section), Panama City and Bay County to evaluate current water quality testing programs in place, review compiled results applicable to the Millville waterfront area, and identify problem pollution areas.

Strategy 3.2.2: Using available water quality data to identify pollution sources in Watson Bayou coordinate with governmental and private entities (i.e., St. Andrews Bay Resource Management Association) to mitigate pollution to the bayou.

Strategy 3.2.3: Identify potential funding sources for the development of educational and training programs relating to stormwater control and water quality and for purchase and installation of stormwater control and treatment devices

Strategy 3.2.4: Pursue existing funding sources identified in Appendix D of this plan and continuously update the list of sources to include future federal, state and local programs for the funding of improvements to water quality in the Millville community.



Hazard Mitigation

Waterfronts are extremely vulnerable to natural and man-made hazards; therefore, the planning process for a waterfront community must incorporate hazard mitigation. Hazard mitigation is action taken to reduce risk to people, property, and the environment and is one of the Millville Waterfronts Partnership Committee's highest priorities. Natural hazards include floods, hurricanes, storm surges, and erosion. Among man-made hazards are toxic waste, oil spills, and chemical run-off. Millville is subject to both natural and man-made hazards and must be protected from the risks those carry.

GOAL 4: REDUCE RISKS TO PEOPLE, PROPERTY AND THE ENVIRONMENT FROM NATURAL AND MAN-MADE HAZARDS.

Objective 4.1: Participate in the development of pre-hazard plans and programs to prevent losses to the Millville community.

Strategy 4.1.1: Suggest projects to promote Millville community resiliency for inclusion in the Bay County's Local Mitigation Strategy, such as stormwater or hardening projects

Strategy 4.1.2: Coordinate with the City and Bay County to develop plans for securing boats during hurricanes that boat owners and owners of marinas would be advised to utilize prior to a hurricane.

Strategy 4.1.3: Educate the Millville community so residents are aware of the closest evacuation routes and shelters.

Strategy 4.1.4: Add new signage in Millville to direct residents to evacuation routes.

Strategy 4.1.5: Educate property owners about the use of traditional wooden shutters and other effective means for protection from wind, and pursue grants to aid in the installation of the shutters.

Objective 4.2: Participate in the development of plans and programs for post-hazard redevelopment of the Millville community, taking into account the preservation of historic structures.

Strategy 4.2.1: Continue the Millville CRA's program to identify and acknowledge historic structures and/or iconic structures in the Millville community.

Strategy 4.2.2: Coordinate with County emergency management staff to prepare a handout that summarizes technical assistance resources available for repair and recovery after a hazard.

Strategy 4.2.3: Prevent the mooring of derelict vessels in Watson Bayou by partnering with local law enforcement agencies to identify at-risk vessels, register them in the statewide database and provide notice to vessel owners of the need for them to take action.

Objective 4.3: Coordinate with the City and Bay County to pursue federal, state and local grants to provide funding for hazard mitigation projects and programs in Millville (see Appendix D for a listing of current funding sources).

Strategy 4.3.1: Review available grant and loan programs from the FEMA Hazard Mitigation Assistance Program for applicability to potential Millville Waterfront projects.

Strategy 4.3.2: Review available grant and loan programs from the FEMA Preparedness Grant programs including but not limited to the Regional Catastrophic Preparedness Grant Program (RCPGP) which includes the Flood Mitigation Assistance and Pre-Disaster Mitigation Assistance Grants, repetitive Flood Claims and Severe Repetitive Loss programs for applicability to potential Millville Waterfront projects.

Strategy 4.3.3: Review available grant and land acquisition programs available through State agencies, Bay County Conservancy Land Trust and similar funding sources for acquisition of property as potential stormwater retention and treatment facilities.

Objective 4.4: Coordinate with Panama City, Bay County, Coast Guard and Florida Fish and Wildlife Conservation Commission to regulate informal anchoring and abandoned, at-risk and derelict vessels, which may represent an environmental or community hazard.

Strategy 4.4.1: Provide annual update information regarding identification of potential at-risk vessels in Watson Bayou to local law enforcement agencies.

Strategy 4.4.2: Monitor the availability of, and apply for, at-risk vessel removal grant funds from the Northwest Region Florida Fish and Wildlife Conservation Commission (Florida Coastal Protection Trust Fund) on an annual or as needed basis.

Enhancement of the Viable Traditional Economy or Economic Restructuring

Traditional working waterfronts are comprised of a variety of businesses and industries that are tied to commercial fish and shellfish harvesting and processing, involve ship building or repair, or require direct water access as a means of shipping products that are manufactured or processed on site or were transported to the site for shipping. Marinas for recreational boating purposes are also a traditional waterfront business. Like many older communities, Millville has lost its commercial fish and shellfish industries; however, it has retained some businesses and industries that are related to shipbuilding or repair and some that are located on the waterfront for shipping purposes. There are also marinas that service recreational boaters. With numerous vacant parcels located along the Watson Bayou waterfront, Millville has the opportunity to enhance its traditional water-dependent businesses and industries and also expand economic development prospects to development of water-related or water-enhanced businesses. Economic restructuring and development were two of the overall top five priorities identified at the Millville Waterfronts Florida Partnership Committee's Public Visioning Workshop in May 2010.



GOAL 5: UNDERTAKE PUBLIC SPACE BEAUTIFICATION TO ENCOURAGE PRIVATE INVESTMENT.

Objective 5.1: Coordinate with the Panama City CRA to implement strategies, programs and projects identified in the Millville Area Community Redevelopment Plan that address improvements to public space areas.

Strategy 5.1.1: Prioritize streetscape, gateway, wayfinding and other improvements identified in the Millville Area Community Redevelopment Plan into a 10-year installation schedule.

Strategy 5.1.2: Pursue funding mechanisms listed in Appendix D of this plan for the installation of the prioritized streetscape, gateway, wayfinding and other improvements selected from the Millville Area Community Redevelopment Plan.

GOAL 6: PROVIDE MAXIMUM OPPORTUNITIES FOR WATER-RELATED AND WATER-ENHANCED BUSINESSES ON AND NEAR WATSON BAYOU.

Objective 6.1: Provide physical improvements necessary to accommodate increased visitors to the Millville community.

Strategy 6.1.1: Develop a Millville-themed wayfinding signage system to direct motorists along US 98 and other major roadways to the Millville community and its waterfront amenities.

Strategy 6.1.2: Create a Millville-themed wayfinding signage system that will direct boaters from shoreline access points to pedestrian, bicycle and transit linkages to Millville and Panama City.

Objective 6.2: Create a Millville marketing program that focuses on the community’s historical waterfront character.

Strategy 6.2.1: Millville Waterfront partnership staff will evaluate opportunities to partner with local marketing, publishing and advertising firms to develop targeted marketing pieces and programs that extol Millville’s historic waterfront character.

Strategy 6.2.2: Millville Waterfront partnership staff will coordinate with the Panama City CRA, the Bay County Tourist Development Council and VisitFlorida to develop and distribute tourism marketing materials.

Objective 6.3: Provide maximum opportunities for fishing and boating supplies shops, maritime-related craft shops, informal marketplaces such as fish or shrimp stands, restaurants and other similar water-related and water-enhanced businesses.

Strategy 6.3.1: Initiate the Vision Plan recommendations to amend the Panama City Comprehensive Plan and Land Development Code so that they allow for more diverse, mixed-use development along and near Watson Bayou.

Strategy 6.3.2: Initiate the Vision Plan recommendations to amend applicable provisions of the Panama City Land Development Code to allow and encourage public festivals, informal marketplaces, temporary water-related special business activities, expanded home occupations and similar supplementary uses within the Millville Waterfront area.

Objective 6.4: Provide multimodal access from Watson Bayou as part of a comprehensive transportation system to link the bayou to Millville and beyond.



Strategy 6.4.1: Evaluate the sidewalk and bicycle facilities in Millville to determine which streets have sufficient right-of-way to construct sidewalks and bicycle facilities. Based on this evaluation, prepare a sidewalks/bicycle master construction scheduling plan that prioritizes which sidewalks and bicycle facilities should be funded each year.

Strategy 6.4.2: Develop a parks, greenways and trails system to provide an alternative means of access and connectivity between Historic Downtown Millville, the waterfront and surrounding neighborhoods and cities. Jo Moody Park and the green space adjacent to this area and the proposed rails-to-trails corridor should be preserved and considered as a potential site for a trail/trailhead for Millville.

Strategy 6.4.3: Coordinate with the Bay Town Trolley system to improve transit facilities at US 98 and Sherman Avenue.

Strategy 6.4.4: Provide information to transient boaters about shoreline facilities such as public transportation, lodging, restaurants, shopping, and similar amenities.

Strategy 6.4.5: Coordinate with Watson Bayou vicinity property owners to create interest in developing accessory facilities to supply bicycle, scooter, electric vehicles, etc, to boaters allowing them access to amenities in Millville and Panama City

GOAL 7: PROVIDE MAXIMUM OPPORTUNITIES FOR WATER-DEPENDENT BUSINESSES ON WATSON BAYOU.

Objective 7.1: Encourage the development of water-dependent businesses at appropriate locations along Watson Bayou that would not be detrimental to the water quality or to the character of surrounding land uses in Millville.

Strategy 7.1.1: Establish regulations in the City's Land Development Code that encourage green industrial processes and practices for existing heavy industrial uses along Watson Bayou, particularly industries with the potential to harm the environmental resources of Millville.

Strategy 7.1.2: Resolve future land use and zoning designation inconsistencies identified in the Millville Community Redevelopment Plan and apply alternative designations that support a wider variety of mixed uses along the Watson Bayou shoreline.



Strategy 7.1.3: Coordinate with the City of Panama City, the Panama City Community Redevelopment Agency and all applicable regional and state economic development agencies to develop a marketing strategy to attract appropriate water-dependent businesses along Watson Bayou.

Objective 7.2: Provide a variety of short-term and long-term mooring facilities for local, regional and international boaters to enjoy day trips and longer stays in Watson Bayou with access to the amenities of Millville and Panama City.

Strategy 7.2.1: Evaluate the feasibility of developing a public mooring field in Watson Bayou based on a review of the challenges and successes similar communities have observed from their experience with mooring fields and lessons learned from the Florida Fish and Wildlife Conservation Commission's pilot mooring project.

Strategy 7.2.2: Prepare a list of shoreline amenities that would support short-term and long-term boaters' needs, including rental shops, repair and maintenance facilities, temporary lodging (hotel) and other services.

Strategy 7.2.3: Create a Millville-themed wayfinding signage system that will direct boaters from shoreline access points to pedestrian, bicycle and transit linkages to Millville and Panama City.



***RECOMMENDED PROGRAMS
AND PROJECTS***



SECTION 5. RECOMMENDED PROGRAMS AND PROJECTS

In order to facilitate the goals, objectives and strategies of the Millville Waterfront Vision Plan the Millville Community Alliance Waterfronts Florida Partnership Committee has identified various programs and projects, which are described in this section. These programs and projects must be initiated by the MCA Waterfronts Florida Partnership Committee and their implementation coordinated with the Waterfronts Florida Program and appropriate staff and volunteers from the City of Panama City; adjacent jurisdictions; local, regional, state and federal agencies; and non-profit organizations and associations. The implementation section of this vision plan will prioritize the timeline for the recommended programs and projects.

Create and Maintain a Matrix of Funding Sources

Appendix D includes an initial listing of all current funding sources that could be used for the plan's implementation, including municipal funds and funds obtained from public and private grant programs. The funding matrix briefly describes each funding source (agency or organization), the purpose of the funds or grant program, matching funds requirements, and a timetable of the grant application or budgeting cycle. The matrix shall be updated on an annual basis or when the partnership is notified of a new funding source. The objectives and strategies in the vision plan identify the need to pursue funding sources for the following activities:

1. Rental of equipment for clearing and maintenance of rights-of-way and vacant lots and for the disposal of the debris during Millville CRA-sponsored clean-up events.
2. Purchase of waterfront property or property close to the waterfront that provides access to water views or the shoreline, for use as public parks and open space, civic uses, parking for boat ramps or other waterfront amenities, and similar public uses.
3. Purchase of wooden shutters and other effective means for protection of homes and businesses from storm winds.
4. Hazard mitigation programs and projects for flood mitigation assistance, repetitive flood claims and severe repetitive loss programs.
5. Purchase of property as potential stormwater retention and treatment facilities.
6. Purchase and installation of stormwater treatment facilities.
7. Identification and removal of at-risk vessels in Watson Bayou.
8. Evaluation, design and establishment of a public mooring field.
9. Mitigation of pollution in Watson Bayou.
10. Evaluation, design and construction of one or more additional boat ramps.
11. Design and construction of sidewalks and bicycle trails.
12. Design, purchase and installation of wayfinding signage system.
13. Design and printing of educational materials for all aspects of the vision plan.
14. Design and construction of streetscapes and gateways.
15. Development, printing and distribution of tourism marketing and media materials.

The following descriptions of the recommended programs and projects include a reference identifying which of the four Waterfronts Florida Program priority areas are addressed (**Note: PA=Public Access; ECRP=Environmental and Cultural Resource Protection; HM=Hazard Mitigation; and ED=Economic Development**) and a listing of potential partners and funding sources. The Department of Community Affairs' Waterfronts Florida Program staff will provide technical assistance as a partner for all programs.

Millville Ongoing Programs

The following programs range from planning activities to the development of programs to the design/construction of infrastructure, sidewalks, stormwater treatment facilities and similar ongoing activities. The programs are listed in alphabetical order.

Amendments to the Panama City Comprehensive Plan

Waterfronts Florida Program Priority Areas: PA, ECRP, HM, ED

Partners: Panama City CRA (staff, interns, volunteers, consultants), City of Panama City

Potential Funding Sources: Millville CRA TIF funds

The waterfronts partnership shall coordinate with the Millville CRA and the City of Panama City in the review of the Panama City 2020 Comprehensive Plan to identify amendments that should be made to ensure consistency between the comprehensive plan and the Millville Waterfront Vision Plan and to ensure implementation of the vision plan. Amendments to the Future Land Use Map (FLUM), as well as amendments to objectives and policies in the future land use, coastal management, recreation and open space, and intergovernmental coordination elements shall be required, including but not limited to the following:

1. Revisions to the Future Land Use Map (FLUM) to amend categories within the Millville Waterfronts Florida Program Area to:
 - Change the FLUM designations to accurately reflect the geographic boundaries for predominantly residential uses (e.g., only a few areas in Millville are restricted to residential use, while the majority of the community is made up of residential use but is categorized as “mixed-use” on the FLUM);
 - Change the FLUM designations for certain areas currently classified “heavy industrial” to light industrial or to commercial or mixed-use designations that would allow for an appropriate mixture of uses for the historic commercial and waterfront areas.
2. Revisions to the objectives and policies of the following elements:
 - Future Land Use: reference the Millville CRA Design Guidelines, address performance criteria for mixed-use districts, address height in the Residential Vested land use district, include additional policies for historic conservation, include additional policies to address revitalization and redevelopment in the Millville CRA;
 - Coastal Management Element: include policies that address programs and measures to promote redevelopment of underutilized waterfront areas and the expansion of public access to waterfront areas in Millville that are consistent with the vision plan;
 - Recreation and Open Space: include policies that address multi-use shoreline paths and greenways and trails system;
 - Intergovernmental Coordination Element: include partnerships and coordination with agencies identified in the vision plan for the four Waterfronts Florida Program priority goal areas.



Amendments to the Panama City Land Development Code

Waterfronts Florida Program Priority Areas: PA, ECRP, HM, ED

Partners: Panama City CRA (staff, interns, volunteers, consultants), City of Panama City

Potential Funding Sources: Millville CRA TIF funds

Review the Panama City Land Development Code and propose amendments that will revise existing regulations or add new regulations to address the following items included in the vision plan objectives and strategies:

1. Preservation of waterfront view corridors along Watson Bayou.
2. Shoreline easements to allow for construction of a waterfront multi-use path.
3. Restrict future heavy industrial uses along Watson Bayou, particularly industries with the potential to harm the natural and cultural environment of Millville, and instead focus on attracting “green” industries and businesses in the industrial districts.
4. Allow for public festivals, informal marketplaces, temporary water-related special business activities, expanded home occupations and similar supplementary uses in Millville.
5. Provide zoning districts that allow for diverse, mixed-use development along and near Watson Bayou.
6. Ensure there are no regulatory barriers to redevelopment of parcels along US 98.

Clean-up and Selective Clearing of Rights-of-Way and Vacant Parcels

Waterfronts Florida Program Priority Areas: PA, ECRP, ED

Partners: Panama City CRA (staff, volunteers), City of Panama City

Potential Funding Sources: Millville CRA TIF funds, donations

Establish an ongoing program to implement two to four “Clean-Up Days” a year to pick up trash and debris and selectively clear vegetation on publicly-owned rights-of-way, including those that extend to the water’s edge, vacant properties and other properties that are in need of maintenance. The program would entail coordination between the Millville CRA, other applicable City employees, volunteers, and Millville residents and business owners.



Connect Children to Millville Waterfront

Waterfronts Florida Program Priority Areas: PA, ECRP

Partners: Panama City CRA (staff, volunteers), City of Panama City, DEP, Friends of St. Andrews Bay

Potential Funding Sources: Millville CRA TIF funds, Bay County School Board grants, Gulf of Mexico Alliance Environmental Education grants, Coastal Partnership Initiative (CPI) Grant, donations

Develop programs to encourage children in Millville to connect to the waterfront, including activities and events such as fishing clinics or contests, and educational opportunities such as water quality monitoring projects and fieldtrips.

Millville Hazard Resiliency Program

Waterfronts Florida Program Priority Areas: HM, ED

Partners: Panama City CRA (staff, volunteers), City of Panama City, Bay County, DCA, Florida Fish and Wildlife Conservation Commission, U.S. Coast Guard, Federal Emergency Management Agency, Bay County Conservancy Land Trust

Potential Funding Sources: Millville CRA TIF funds, FEMA Hazard Mitigation Assistance Grant, FEMA Pre-disaster Mitigation Grant, FEMA Flood Mitigation Assistance Grant, FEMA Repetitive Flood Claims Grant, FEMA Severe Repetitive Loss Grant, DEP Coastal Partnership Initiative Grant, Florida Fish and Wildlife Conservation Commission Florida Boating Improvement Program

Pre-hazard planning and programs, as well as post disaster planning, is critical for the Millville community because of its location in an area at risk from both wind and flooding during a hurricane. Making the situation worse in Millville is the abundance of older housing and commercial structures, many characterized as under-maintained to deteriorating or dilapidated. The MCA Waterfronts Florida Partnership Committee will coordinate on an ongoing basis with appropriate agencies to maintain a hazard mitigation and post-disaster redevelopment plan that is consistent with the Bay County Local Mitigation Strategy and the Panama City Post-disaster Redevelopment Plan, as updated. The following elements and strategies shall be included in the plans:

1. Coordinate with the City and Bay County to develop plans for securing boats during hurricanes that boat owners and owners of marinas would be advised to utilize prior to a hurricane and establish program to remove at-risk vessels after a storm.
2. Educate property owners about the use of traditional wooden shutters and other effective means for protection from wind, and pursue grants to aid in the installation of the shutters.
3. Coordinate with County emergency management staff to prepare a handout that summarizes technical assistance resources available prior to a hazard (e.g., working with churches to register special needs residents and track them after the hazard) and for repair and recovery after a hazard.
4. Provide annual update information regarding identification of potential at-risk or derelict vessels in Watson Bayou to local law enforcement agencies.
5. Evacuation project ideas: registration forms and outreach to special needs residents; develop one-page fact sheet with evacuation zones, routes and important phone numbers to insert into FL Preparedness Guidance.
6. Determine the CRS level for the City and begin to take additional action to acquire points; document projects for additional points.
7. Community Events in Park: “How To” clinics for residents on shuttering, air conditioning elevation, etc.
8. Partnerships with: shuttering vendors, hardware stores; Florida Department of Forestry Mulch Days - work with local forestry folks or others who have wood chippers - encourage residents to clean up yard debris and turn into mulch for flowerbeds; Smurfit Stone - determine if there are services they can provide to the community; Gulf Power on tree trimming in the community - ask arborist from company to do an annual discussion of diseased trees that could become storm debris and inspect trees of interested residents.
9. Debris removal verification: Determine who’s responsible for different waterway debris removal.
10. Derelict vessel removal.
11. Review of applicable plans
 - Review LMS for relevant projects and GOPs; document procedures for incorporating new projects in the plan.
 - Review Panama City PDRP and determine if any action items can be implemented through the Millville Community Plan.
 - Create a vulnerability analysis of the area based on the two documents above.

Millville Historic Commercial District

Waterfronts Florida Program Priority Areas: ECRP, ED

Partners: Panama City CRA (staff, volunteers), City of Panama City, Bay County Economic Development Alliance, Florida Department of State/Division of Historical Resources

Potential Funding Sources: Millville CRA TIF funds, Florida Department of State, Division of Historical Resources Special Category and Cultural Facilities grants

Initiate the designation of a “Millville Historic Commercial District” and coordinate with the City’s Director of Business Retention, Recruitment and Expansion to develop a business plan for the district including, but not limited to, the following:

1. Coordinate with residential and commercial property owners and business merchants to identify the boundaries for the district.
2. Create a conceptual plan that represents the traditional mixed uses found in a historical waterfront community.
3. Devise strategies including land assembly and other means of participating in land development to partner with the private sector in initiating development activity at appropriate locations in the Millville Historic Commercial District.

4. Create formal merchants association for the Historic Commercial District (3rd Street) host a session on business continuity planning for guidance.
5. Consider Florida MainStreet designation (www.flheritage.com/preservation/architecture/mainstreet).

Millville Public Art

Waterfronts Florida Program Priority Areas: ECRP, ED

Partners: Panama City CRA (staff, volunteers), City of Panama City, Bay Arts Alliance, Bay County Potential Funding Sources: Millville CRA TIF funds, Bay Arts Alliance, private donations

Coordinate with the Bay Arts Alliance and local artists to develop a public art network along the waterfront and in Millville. Draw from local machinists to expand display at corner of Cherry Street and North Church Avenue and the machinery on Nelson Avenue at the shipyard, as well as identify other locations within the community that would be appropriate for public displays of art.

Millville Water Quality

Waterfronts Florida Program Priority Areas: ECRP

Partners: Panama City CRA (staff, volunteers), City of Panama City, Friends of St. Andrews Bay, DEP, Bay County Conservancy Land Trust

Potential Funding Sources: Millville CRA TIF funds, DEP Coastal Partnership Initiative (CPI) Grant, DEP Section 319(h) Nonpoint Source Stormwater Management Grant, FEMA Flood Mitigation Assistance Grant

Coordinate with the St. Andrews Bay Resource Management Association and Friends of St. Andrews Bay, as well as the DEP’s Water Quality Section to develop a program and funding strategy to improve stormwater treatment and reduce direct runoff into bayous, creeks and wetlands. An ongoing program should also be developed to monitor and clean up dumping activities and debris in and adjacent to the bayou, creeks and wetlands. Stormwater improvements for Millville should be incorporated into the City’s Stormwater Master Plan, as updated, and Capital Improvements Budget. The program shall include the following activities:

1. Coordinate with other agencies to prepare educational brochures, media announcements, informational signage along the waterfront, and similar items that increase knowledge for residents, business owners and visitors in Millville and boaters on Watson Bayou about the impacts of stormwater runoff and the dumping of litter and trash into the bayou, creeks and wetlands on water quality.

Examples of sources for educational materials are:

- City of Tallahassee’s “Think About Personal Pollution” (TAPP) Campaign helps educate individuals on ways that small personal changes in home and yard practices can help keep local waterbodies cleaner. (www.tappwater.org).



- The DEP website (<http://www.dep.state.fl.us/water/nonpoint/pubs.htm>) lists free publications on best management practices and environmental education resources related to nonpoint source pollution management. Some examples of publications listed on the website are: *The Florida Yards and Neighborhoods Handbook*, *Pointless Personal Pollution* (brochure), *Waterfront Property Owners Guide*, and *Stormwater Management: A Guide for Floridians*



- The Northwest Florida Water Management District website lists free publications on water conservation and educational materials about the St. Andrew Bay Watershed (see <http://www.nwfwmd.state.fl.us/pubsdata/generalpubs.html>). Some examples of publications listed on the website are: *The Big Picture – The St. Andrew Bay Watershed*, *Landscape Irrigation and Florida-Friendly Design*, *3 Rs of Water*, and *Waterwise: Florida Landscapes*.
2. Establish bi-annual coordination meeting/event with DEP, the City of Panama City, and Bay County to evaluate current water quality testing programs in place, review compiled results applicable to the Millville waterfront area, and identify problem pollution areas.
 3. Using available water quality data to identify pollution sources in Watson Bayou and coordinate with governmental and private entities (i.e., Friends of St. Andrews Bay) to implement strategies that will mitigate pollution to the bayou.
 4. Develop a prioritized list of locations to install “No Dumping Drains to Bay” plates/stencils and include funding in the Millville CRA’s budget on an annual basis for application or affixing upon selected stormwater drain facilities.



Property Acquisition

Waterfronts Florida Program Priority Areas: PA, ECRP, ED, HM

Partners: Panama City CRA staff, City of Panama City, Bay County, DEP, DCA, Bay County Conservancy Land Trust,

Potential Funding Sources: Millville CRA TIF funds, Florida Communities Trust Grant, FEMA Flood Mitigation Assistance Grant

As funding sources are identified, as well as opportunities for public/private partnerships, the Millville CRA will pursue the fee simple purchase or other forms of easements and covenants for the following:

1. Waterfront property or property close to the waterfront that provides access to water views or the shoreline, for use as public parks and open space, civic uses, parking for boat ramps or other waterfront amenities, and similar public uses.
2. Property to augment greenways or trails projects.
3. Property for stormwater management and treatment purposes.
4. Property for flood hazard mitigation purposes.

Revitalize and Promote Millville

Waterfronts Florida Program Priority Areas: ED

Partners: Panama City CRA (staff, volunteers), City of Panama City, Bay County Economic Development Alliance, Bay County Tourist Development Council, VisitFlorida, Florida Department of State/Division of Historical Resources

Potential Funding Sources: Millville CRA TIF funds, City of Panama City, Bay County Tourist Development Council, Economic Development Administration, Community Development Block Grant (CDBG), non-profit housing organizations and agencies, private developers

The Millville CRA and the waterfront partnership committee will work closely with the Panama City Director of Business Retention, Recruitment and Expansion, to develop strategies for the elimination of residential and commercial blight in the Millville CRA. The strategy will address the revitalization of the CRA with a focus on attracting an appropriate mix of uses including, residential, office, and commercial uses as well as restaurants and evening entertainment, with a particular emphasis on waterfront redevelopment. The strategy should involve the following elements:

1. Prepare a market study to identify businesses that would benefit the Millville CRA and for which a target market exists.
2. Identify barriers to redevelopment that may be addressed through amendments to the comprehensive plan and land development code and propose these amendments to the City.
3. Identify water-dependent, water-related and water-enhanced businesses, such as appropriate industries, fishing and boating supplies shops, maritime-related craft shops, informal marketplaces such as fish or shrimp stands, restaurants and other similar businesses, and establish a plan for targeting these types of businesses along Watson Bayou.
4. Identify shoreline amenities that would support short-term and long-term boaters' needs, including rental shops, repair and maintenance facilities, temporary lodging (hotel) and other services, and establish a plan for targeting these types of businesses in close proximity to Watson Bayou. Work with Watson Bayou vicinity property owners to create interest in developing accessory facilities to supply bicycle, scooter, electric vehicles, etc, to boaters allowing them access to amenities in Millville and Panama City.
5. Inventory possible brownfields sites in the Millville Community. Consider the establishment of a Brownfields Area, which is a contiguous area of one or more Brownfield sites, some of which may not be contaminated, that has been designated as such by a local government through resolution. Brownfields are abandoned, idled, or underused industrial and commercial properties where expansion, reuse, or redevelopment may be complicated by real or perceived environmental contamination. Information about the Florida Brownfields Program may be found at www.floridabrownfields.org.
6. Consider the designation of various economic development zones for the Millville CRA – an example is the Enterprise Zone (www.floridaenterprisezones.com).



7. Using tax increment revenues, initiate infill housing development projects on existing and newly vacated properties.
8. Work with existing property owners to replace dilapidated, residential and commercial structures that pose a threat to public health and safety, including assistance with property assembly to enable development of higher and better uses at appropriate locations
9. Identify and remove vacant, dilapidated housing structures that pose a threat to public health and safety.



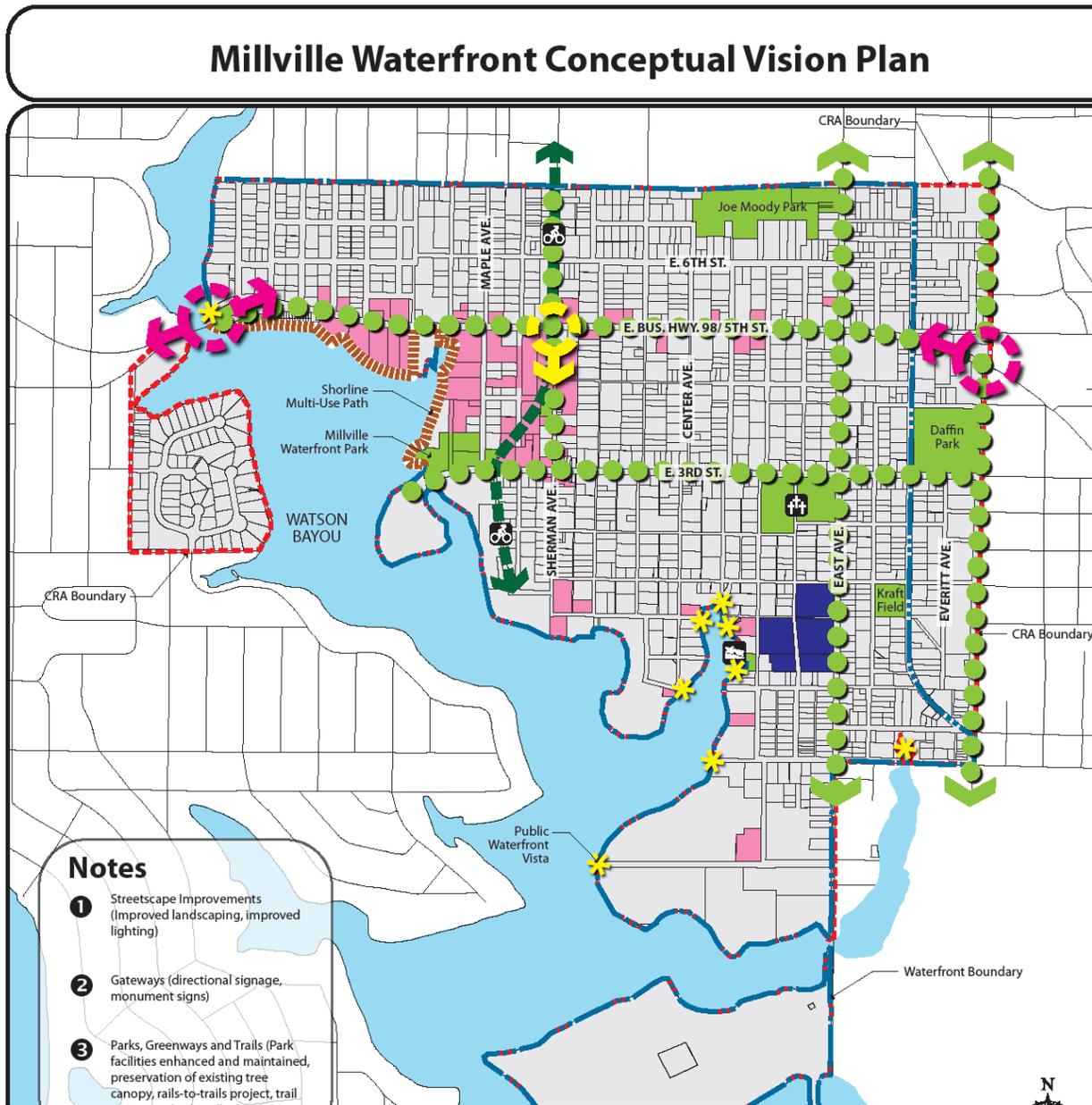
The Millville Waterfront partnership will also coordinate with local media for the promotion of the Millville Community as a place to live, own a business and visit. The partnership will identify marketing, publishing and advertising firms to partner in the development of targeted marketing pieces and programs that focus on Millville’s historic waterfront character. The partnership will coordinate with the Panama City CRA, the Bay County Tourist Development Council and VisitFlorida to develop and distribute tourism marketing materials. As an element of the promotional program, the partnership will encourage organizations to participate in bringing back the Christmas parade to Millville and encourage the organizers of the July 4th festivities to expand the community gathering at the Millville Waterfront Park. The Millville CRA shall establish a phased marketing budget within its five-year schedule of capital improvements, which is updated annually.

Millville Development Projects

The projects described in this subsection generally involve four phases: feasibility evaluation, design, engineering and construction. These are multi-year projects in most cases and are dependent on identification of funding to be included in the Millville CRA’s five-year schedule of capital improvements, which is updated annually.

Figure 5.1, Millville Waterfront Conceptual Plan, acts as a quick-reference guide and provides a graphic example of selected potential project locations.

Figure 5.1: Millville Waterfront Park Conceptual Plan



Watson Bayou Boat Ramp(s)

Waterfronts Florida Program Priority Areas: PA, ED

Partners: Panama City CRA (staff, consultants), City of Panama City, DEP, Florida Fish and Wildlife Conservation Commission (FWCC)

Potential Funding Sources: Millville CRA TIF funds, FWC Florida Boating Improvement Program

Evaluate the possibility of expanding the existing boat ramp and/or purchasing property to build a new boat ramp along Watson Bayou as the first phase of the project. The evaluation should take into account the technical and safety needs of a ramp and the City's ability to maintain the ramp(s), monitor users and ensure adequate parking facilities, as well as providing amenities such as boat cleanup facilities, restrooms and picnic areas. The evaluation of the existing boat ramp should include the safety issues concerning the stormwater retention area and the possibility of executing an interlocal agreement with the Bay County School Board for the use of property for parking and stormwater treatment facilities. If feasible, the second phase of the project would be the required design, engineering and permitting activities for redevelopment of the existing boat ramp and/or the new ramp. The third phase would be the construction of the ramp(s).

Watson Bayou Public Mooring Field

Waterfronts Florida Program Priority Areas: PA, ECRP, ED

Partners: Panama City CRA (staff, consultants), City of Panama City, Bay County, DEP, Florida Fish and Wildlife Conservation Commission, U.S. Coast Guard, Florida Fish and Wildlife Conservation Commission (FWC)

Potential Funding Sources: Millville CRA TIF funds, FWC Florida Boating Improvement Program

Evaluate the feasibility of developing a public mooring field in Watson Bayou based on a review of the challenges and successes similar communities have observed from their experience with mooring fields *and lessons learned from the Florida Fish and Wildlife Conservation Commission's pilot mooring project*. If feasible, design and construct the mooring field. The University of Florida's Sea Grant program offers examples of local regulatory restrictions on anchoring on its website at www.flseagrant.org.



Watson Bayou Shoreline Public Access Areas

Waterfronts Florida Program Priority Areas:

Partners: Panama City CRA (staff, consultants), City of Panama City, DEP

Potential Funding Sources: Millville CRA TIF funds, DEP Florida Recreation Development Assistance Program

Evaluate all publicly-owned rights-of-way that extend to the Watson Bayou shoreline to determine "development area" to ascertain the type of facilities that may be constructed at each one to provide pedestrian or very limited vehicular access to the waterfront. These facilities could include limited parking, viewing platforms, kayak/canoe launch access, benches, picnic area and small docks and/or fishing piers, depending on the size constraints, and the physical and environmental characteristics of the right-of-way. When the evaluation is complete, a prioritized list for development of shoreline public access areas will be determined based on public involvement and funding needs. Funds for design, engineering and construction will be included in the Millville CRA's five-year schedule of capital improvements, which is updated annually.



Millville Gateway Features

Waterfronts Florida Program Priority Areas: PA, ECRP, ED

Partners: Panama City CRA (staff, interns, volunteers, consultants), City of Panama City, FDOT

Potential Funding Sources: Millville CRA TIF funds, grants

Design and construct gateway features identified in the Millville Community Redevelopment Area Plan as follows:

1. Primary Gateway at intersection of US 98/5th Street and Everitt Avenue.
2. Secondary gateway feature US 98/5th Street and Sherman Avenue that incorporates a maritime theme and artwork.



Millville Hazard Resiliency

Waterfronts Florida Program Priority Areas: HM

Partners: Panama City CRA (staff, interns, volunteers, consultants), City of Panama City, DEP, DCA

Potential Funding Sources: Millville CRA TIF funds, DEP Section 319(h) Nonpoint Source Stormwater Management Grant, FEMA Flood Mitigation Assistance Grant

The City of Panama City and the Panama City CRA have identified a number of projects that relate to mitigation, preparedness and recovery from a hazard. The implementation of these projects would ensure the resiliency of the Millville Community. The following projects have been identified:

1. Acquire Richard Anderson property for stormwater improvements
2. Improve stormwater facilities at 3rd Street and College (Kid Harris Park)
3. Install storm shutters on historical homes/structures and possible eligible low-income housing
4. Install storm shutters at Daffin Park and Joe Moody Harris Park
5. Mitigation of repetitive loss properties in Millville
6. Install signage to direct traffic for hurricane evacuation
7. Include funds in the Millville CRA's budget on an annual basis to purchase, install and maintain baysavers/screens for outfalls to treat stormwater before it enters the bayou.

Millville Pedestrian and Bicycle System

Waterfronts Florida Program Priority Areas: PA, ECRP, ED

Partners: Panama City CRA (staff, interns, consultants), City of Panama City, Bay County, DEP, West Florida Regional Planning Council

Potential Funding Sources: Millville CRA TIF funds, Community Development Block Grant (CDBG), FDOT

On an ongoing basis, construct sidewalks and bicycle facilities throughout Millville, appropriately designed and separated from auto circulation when possible for safety purposes. The process involves the evaluation of current sidewalk and bicycle facilities in Millville to determine which streets have sufficient right-of-way to construct sidewalks and bicycle facilities. Based on this evaluation, prepare a sidewalks/bicycle master construction scheduling plan that prioritizes which sidewalks and bicycle facilities should be funded each year for design and/or construction and include these projects in the Millville CRA five-year schedule of capital improvements, which is updated annually.

Design and construct a greenways and trails system in Millville that links to a larger regional trail system to provide an alternative to vehicular use and to provide eco-tourism and heritage tourism opportunities. The system will provide an alternative means of access and connectivity between the Millville Historic Commercial District, the waterfront, parks, and surrounding residential neighborhoods. Joe Moody Park and the green space adjacent to this area and the proposed rails-to-trails corridor along Sherman Avenue should be preserved and considered as a potential site for a

trail/trailhead for Millville. The Millville CRA will coordinate with the DEP Office of Greenways and Trails for the rails-to-trails corridor. Based on regulations that will be established in the City's Land Development Code, property owners who intend to develop multi-family residential, mixed-use and commercial projects along the Watson Bayou shoreline at certain locations will be required and/or encouraged, through the use of development incentives, to donate a shoreline easement to allow for the construction of a public waterfront multi-use path that provides shoreline access for residents and visitors.

Millville Streetscapes

Waterfronts Florida Program Priority Areas: PA, ECRP, ED

Partners: Panama City CRA (staff, interns, volunteers, consultants), City of Panama City, Bay County, FDOT

Potential Funding Sources: Millville CRA TIF funds, FDOT enhancement and landscape grants

As recommended in the Millville Community Redevelopment Plan, landscaped boulevard entrances to the Millville Neighborhood should be developed that will act as a welcoming pedestrian oriented entrance to the community. Additionally, the redevelopment plan proposes that streetscape amenities be constructed along selected major corridors to link activity areas and transform the corridors into a pleasant pedestrian-friendly, walkable environment. The landscaped boulevard entrances and streetscape corridors will all involve design and engineering and construction and will need to be accomplished in phases and incorporated in the Millville CRA's five-year schedule of capital improvements, which is updated annually. These projects should also be coordinated with the FDOT schedule for resurfacing of US 98/5th Street and the City's schedule for infrastructure improvements on the applicable City streets to obtain maximum cost savings and leveraging of funds. The following specific landscaped boulevard entrances and streetscapes are considered to be stand-alone projects unless circumstances arise that make it more cost-feasible to combine the projects:

1. US 98 streetscape, including landscaped boulevard entrances at the east and west limits of Millville.
2. Everitt Avenue streetscape.
3. East Avenue streetscape.
4. 3rd Street streetscape.
5. Sherman Avenue streetscape.

Millville Waterfront Park

Waterfronts Florida Program Priority Areas: PA, ECRP, ED

Partners: Panama City CRA (staff, volunteers, consultants), City of Panama City, DEP

Potential Funding Sources: Millville CRA TIF funds, DEP Florida Recreation Development Assistance Program

The Millville CRA purchased property on Watson Bayou at East 3rd Street and Maple Avenue for use as a community waterfront park. A student in the Florida Agriculture and Mechanical University (FAMU) School of Architecture, Neighborhood Landscape Architecture Program, designed a conceptual park facility plan for the Millville Waterfront Park (current name of park until the community decides on a permanent name). The overall design of the park will be based on this conceptual plan, and further detailed design and engineering services will be completed as needed for individual projects within the park. The park will accommodate passive and limited active recreational uses, serve as a site for public events, festivals, markets and similar activities, and provide adequate support facilities such as parking and restrooms.

Figure 5.2 depicts the conceptual park plan.

Figure 5.2: Millville Waterfront Park Conceptual Plan



Millville Wayfinding Signage System

Waterfronts Florida Program Priority Areas: PA, ECRP, ED

Partners: Panama City CRA (staff, interns, volunteers, consultants), City of Panama City, DEP, FDOT

Potential Funding Sources: Millville CRA TIF funds

Develop a wayfinding signage system to direct motorists along US 98 and other major roadways to the Millville community and its waterfront amenities as well as to direct boaters from shoreline access points to pedestrian, bicycle and transit linkages to the Millville community and Panama City. This wayfinding system should also direct residents to hurricane evacuation routes. The program involves the selection of a style for the “family” of signs, design of the wayfinding system, and the installation of the signage system in a phased manner, based on funding identified in the Millville CRA’s five-year schedule of capital improvements, which is updated annually.

Sherman Avenue/US 98 Transit Amenities

Waterfronts Florida Program Priority Areas: PA, ED

Partners: Panama City CRA (staff, interns, volunteers, consultants), City of Panama City, FDOT, Bay Town Trolley

Potential Funding Sources: Millville CRA TIF funds, Bay Town Trolley

Develop a pedestrian-friendly and aesthetically pleasing transit stop at US 98 and Sherman Avenue, which includes a bus shelter, bicycle rack and other facilities. The Millville CRA staff will coordinate with abutting property owners for easements if necessary. This project includes the design and construction of a transit shelter.



SECTION 6. IMPLEMENTATION PLAN

The Implementation Plan of the Millville Waterfront Vision Plan presents in a tabular format a specific schedule of recommended programs and projects described in Section 6 that implement the goals, objectives and strategies of the Millville Waterfront Vision Plan.



Implementation Program and Projects	2010/ 2011	2012/ 2013	2013/ 2014	2014/ 2015	2015/ 2016	2016 to- 2020
Amendments to the Panama City Comprehensive Plan						
Amendments to the Panama City Comprehensive Land Development Code						
Clean-up and Selective Clearing of Rights-of-Way and Vacant Parcels						
Develop a map and ownership information for all vacant property in Millville						
Develop methodology and plan for the clean-up and selective clearing activities						
Coordinate volunteers and organize two to four cleanup events annually						
Millville Waterfront Park						
Design/construct infrastructure and park facilities based on conceptual plan						
Sherman Avenue/US 98 Transit Amenities						
Coordinate with abutting property owners to obtain easements if necessary						
Design the transit amenity project area, including shelter, bicycle racks and similar amenities						
Construct the project, utilizing the transit shelter prototype approved by the Panama City CRA						
Millville Pedestrian and Bicycle System						
Prepare list of existing sidewalks/bicycle facilities describing size, type, condition, etc.						
Evaluate all streets in Millville to determine feasibility for sidewalks/bicycle facilities						
Design and construct sidewalks/bicycle facilities as per annual budget						
Watson Bayou Shoreline Public Access Areas						
Evaluate the nine publicly-owned rights-of-way that extend to the Watson Bayou shoreline						
Prepare preliminary conceptual plans for each of the nine public access areas						
Develop construction plans and construct access areas 1 - 3						
Develop construction plans and construct access areas 4 - 6						
Develop construction plans and construct access areas 7 - 9						

Implementation Program and Projects	2010/ 2011	2012/ 2013	2013/2 014	2014/ 2015	2015/2 016	2016 to- 2020
Watson Bayou Mooring Field						
Evaluate the feasibility of developing a public mooring field in Watson Bayou						
If feasible, design the mooring field and apply for permits						
Construct the mooring field						
Millville Gateway Features						
Design and construct for primary gateway feature at US 98/Everitt Avenue						
Construct and construct gateway feature at US 98/Sherman Avenue						
Millville Greenways and Trails System						
Create preliminary greenways and trails system plan						
Develop construction plans for Phase I of the trails system, including required easements						
Construct Phase I of the trails system						
Develop construction plans for Phase II of the trails system						
Construct Phase II of the trails system						
Develop construction plans for Phase III of the trails system						
Construct Phase III of the trails system						
Develop construction plans for Phase IV of the trails system						
Construct Phase IV of the trails system						
Millville Hazard Mitigation and Post-Disaster Redevelopment						
Coordinate with applicable agencies in updates of Bay County LMS and the Panama City PDRP						
Create program to educate and track elderly and special needs geared to residents of Millville						
Prioritize locations to install “No Dumping Drains to Bay” plates/stencils on storm water drains						
Create program to compile and distribute educational and technical resources about hazards						
Continue program to identify at-risk vessels and derelict vessels, and removal of derelict vessels						
Create a plan for securing boats in Watson Bayou during hurricanes						

Implementation Program and Projects	2010/ 2011	2012/ 2013	2013/ 2014	2014/ 2015	2015/ 2016	2016 to- 2020
Watson Bayou Mooring Field						
Acquire Richard Anderson property for stormwater improvements						
Construct 3rd Street and College/Kid Harris stormwater improvements						
Install storm shutters at Daffin Park and Joe Moody Harris Park						
Install storm shutters on historical homes/structures and eligible low-income housing						
Millville Streetscapes						
Develop a palette of landscape and paving materials, streetlights, furniture, for use as prototype						
Design conceptual plan for all five streetscapes						
Develop construction plans for Everitt Avenue Streetscape						
Construct Everitt Avenue Streetscape						
Develop construction plans for 3rd Street Streetscape						
Construct 3rd Street Streetscape						
Develop construction plans for East Avenue Streetscape						
Construct East Avenue Streetscape						
Develop construction plans for Sherman Avenue Streetscape						
Construct Sherman Avenue Streetscape						
Develop construction plans for US 98 Streetscape						
Construct US 98 Streetscape						
Millville Water Quality						
Prioritize locations to install "No Dumping Drains to Bay" plates/stencils on storm water drains						
Identify stormwater facilities/treatment needs to reduce direct runoff into waterbodies						
Compile and distribute educational and best management practices to protect water quality						
Annually evaluate current water quality testing programs and identify problem pollution areas						

Implementation Program and Projects	2010/ 2011	2012/ 2013	2013/ 2014	2014/ 2015	2015/ 2016	2016 to- 2020
Property Acquisition						
Develop/maintain a listing of vacant properties (vacant parcels and parcels with vacant buildings)						
Using TIF or grant funds, acquire property when available for uses that meet specific criteria						
Revitalize and Promote Millville						
Conduct a windshield survey to identify and map deteriorating and dilapidated structures						
Evaluate the designation of the Millville CRA as a Florida Brownsfield						
Process code enforced demolitions of structures posing health or safety issues for Millville						
Coordinate with affordable housing agencies to provide assistance for rehabilitating structures						
Coordinate with Panama City CRA and the City to prepare a Millville Revitalization Strategy Plan						
Identify water-dependent, water-related and water-enhanced businesses desired in Millville						
Identify shoreline amenities to support boaters and work with local owners to provide these						
Coordinate with private developers and non-profit agencies to Initiate infill housing						
Coordinate with City and local civic and social organizations to promote festivals in Millville						
Identify historic/iconic structures in Millville and develop historic walking/driving tour						
Design targeted marketing pieces/programs that extol Millville's historic waterfront character						
Connect Children to Millville Waterfront						
Develop a list of programs and activities, potential partners						
Coordinate volunteers to schedule, organize and facilitate activities						
Watson Bayou Boat Ramp(s)						
Establish interlocal agreement with Bay County School District for parking, stormwater, etc.						
Evaluate expansion of existing boat ramp and/or purchase of property to build a new boat ramp						
Develop construction plans for the boat ramp(s)						
Construct boat ramp(s)						

Implementation Program and Projects	2010/ 2011	2012/ 2013	2013/ 2014	2014/ 2015	2015/ 2016	2016 to- 2020
Millville Historic Commercial District						
Establish district boundaries and create a conceptual plan that reflects historic waterfront						
Facilitate the creation of a formal merchants association responsible for business continuity						
Devise strategies to initiate development activity in the district						
Evaluate the benefits of applying for Florida MainStreet designation						
Millville Public Art						
Develop a map identifying appropriate locations for a public art system						
Coordinate with the Bay Arts Alliance to include local artists in the program						
Millville Wayfinding Signage System						
Evaluate different types and styles of wayfinding signs and design prototypes for each type						
Create wayfinding system map, including hurricane evacuation route information						
Phase I - Manufacture and install signs						
Phase II - Manufacture and install signs						
Phase III - Manufacture and install signs						



APPENDIX A: Panama City 2000 Comprehensive Plan

Objectives and Policies Relating to the Millville Waterfront Vision Plan

Future Land Use Element

Objective 1.1: Maintain a Future Land Use Map which coordinates future land uses with appropriate topography, soil conditions, conservation of natural resources, availability of facilities and services, and capability of adjacent land uses.

Policy 1.1.6: The City will coordinate with the Bay County School Board to encourage the location of schools proximate to residential and mixed use areas to the extent possible and shall seek to co-locate public facilities, such as parks, libraries, and community centers, with schools to the extent possible.

Objective 1.2: The City has adopted land development regulations which contain specific provisions for implementation of this Plan. Such regulations will contain innovative land use management provisions such as for mixed use areas and planned unit developments.

Policy 1.2.2: In conjunction with its land development regulations the City will maintain a system to determine potential impacts caused by proposed development activities. At a minimum the following criteria will be evaluated.

1. Availability of facilities and services;
2. Suitability of site conditions including topography and soils;
3. Ingress and egress;
4. Drainage or stormwater management;
5. Vehicular traffic, including on-site parking;
6. Required permits from other governmental agencies;
7. Noise;
8. Lighting;
9. Public safety and/or potential to create a public nuisance;
10. Impacts on natural resources.

Objective 1.3: Provide flexibility in the ongoing approval process so as to encourage the redevelopment or renewal of blighted or unsightly areas.

Policy 1.3.1: The City will coordinate with developers of areas considered to be blighted or unsightly. Such coordination may include, but not be limited to: provision of public facilities; relaxation of regulatory standards; tax incentives; development agreements or other actions taken through the Community Development Department as part of the Community Development Plan.

Policy 1.3.2: The City will use code enforcement and its land development regulations to reduce eyesores, junk, substandard housing or unsafe buildings.

Objective 1.4: Maintain procedures for the elimination or reduction of land uses inconsistent with the character of the City and the future land uses designated in this Plan.

Policy 1.4.1: The City will restrict proposed development which is inconsistent with the character of the community and maintain provisions for the evaluation of non-conforming land uses into its land development regulations.

Objective 1.5: Coordinate coastal area population densities with adequate capability for hurricane evacuation. Adequate capability will be maintaining existing evacuation times and maintaining level of service standards on roadways as specified in the Traffic Circulation Element of this Plan and as specified in the Bay County Peacetime Emergency Plan.



Objective 1.8: Maintain a procedure for the conservation of historic resources.

Policy 1.8.1: The City will use the “Panama City Historic Site Survey” to identify areas which contain historic resources. Such areas will be designated as "Historic Special Treatment Zones" on the Future Land Use map.

Policy 1.8.2: 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.

Objective 1.12: Require that all proposed development/redevelopment activities are designed and constructed in conformance with detailed and specific standards to be established in the land development regulations, and as specified in Policy 6.6.2 of this Plan.

Policy 1.12.1: The City will maintain an ongoing program of stormwater management, including both regulation and capital improvements. Stormwater regulations will rely largely upon existing laws and rules for permitting criteria.

Policy 1.12.2: The City will coordinate with Bay County and adjacent municipalities to establish a basin-wide, inter-jurisdictional approach to stormwater management.

Policy 1.12.4: The City will maintain buffers and building setbacks for areas adjacent to drainage-ways as part of its land development regulations.

Objective 1.13: Provide additional areas for public recreation with particular emphasis on public access to the waterfront.

Policy 1.13.1: The City will pursue local, State and federal funds as necessary to upgrade and acquire sites for public recreation and public access to the waterfront.

Policy 1.13.2: The City will retain ownership of all public access points to the waterfront. Vacation of public access will be based solely on public safety or overriding public interest considerations.

Objective 1.15: Stimulate revitalization and redevelopment of blighted areas.

Policy 1.15.1: The City will continue to encourage revitalization and redevelopment of blighted areas through appropriate State and federal assistance programs.

Policy 1.15.2: The City will promote redevelopment/revitalization efforts through administration of its land development regulations and capital improvements planning, Special Treatment Zones, and efforts of the Community Redevelopment Agency.

Objective 1.17: Continue to increase the number of industrial/manufacturing jobs.

Policy 1.17.1: The City will use its land use designations and placement of public facilities to attract new job-producing industries, corporate headquarters, distribution and service centers, regional offices, and research and development centers for Bay County residents.

Policy 1.17.2: The City will coordinate with the Bay County Chamber of Commerce, the Economic Development Alliance and the Panama City Port Authority on expansion of on-going efforts to attract new business and industry to Bay County.

Policy 1.17.5: The City will use industrial and commercial land use designations and provision of public facilities to increase small business and industry expansion, aggressive industry recruitment, and encourage foreign investment.

Coastal Management Element

Objective 5.1: The City will maintain regulatory or management techniques intended to protect coastal wetlands, living marine resources and wildlife habitat.

Policy 5.1.1: Development activities which have the potential to damage or destroy coastal resources are considered to be: 1) dredge and fill operations in wetlands or seagrass beds; 2) construction of piers, docks, wharves or other similar structures which extend into the water from the shoreline; 3) removal of shoreline vegetation; and, 4) discharge of non-point source pollutants into estuaries.

Policy 5.1.2: The City will evaluate the impacts on coastal resources caused by development activities as part of its impact measuring system. Such evaluation will include identification, location and sensitivity of coastal resources as well as specific design standards or construction practices intended to protect coastal resources.

Policy 5.1.3: The City will limit specific and cumulative impacts upon coastal wetlands, water quality, wildlife habitat and living marine resources using the following regulatory and management techniques:

1. Protection of identified wetlands as specified in Policy 6.2.2,2 of this Plan.
2. Reserve approval of development permits until all applicable permits are obtained by developers from jurisdictional agencies.
3. Prohibit construction of docks, piers, wharves or similar structures for areas under City jurisdiction, unless otherwise specifically approved by the City Commission.
4. Coordinate with DEP to restrict construction activities which would permanently damage seagrass beds, oyster reefs or other living marine resources, unless appropriate mitigation measures are undertaken.
5. Establish a 30 foot estuarine set-back line provision in the land development regulations, including restrictions on the removal of shoreline vegetation.
6. Reserve approval of development permits until stormwater discharge permits are obtained pursuant to Chapter 17-25, FAC.
7. Require protection of identified wildlife habitat as part of enforceable development agreements.

Policy 5.1.4: The City recognizes the inherent conflict between coastal resource protection and the expansion of existing industrial land uses. Expansion of such facilities may be approved by the City Commission when appropriate mitigation measures are taken.

Objective 5.2: Undertake measures to maintain and improve estuarine environmental quality.

Policy 5.2.1: The City will require that all applicable permits are obtained from jurisdictional agencies prior to issuing its development approval, and will include such provisions in its land development regulations.

Policy 5.2.2: The City will require that development undertaken in the coastal area be designed and constructed so as to reduce stormwater discharges and sedimentation as specified in Policies 1.1.4, 5.1.3 and 6.6.2. The coastal area is defined as the Hurricane Vulnerability Zone (HVZ), or the land area subject to evacuation in the event of a Category 3 or greater hurricane and all included coastal resources and marine waters within the City's jurisdiction.

Policy 5.2.3: The City will undertake drainage improvements, based on engineering data, intended to improve the quality of stormwater discharged into the estuarine system.

Policy 5.2.4: The City will require mitigation of damage to coastal resources caused by development activities when such activities meet the requirements of Rule 17-312, Part III, FAC.

Policy 5.2.5: The City will coordinate with state agencies and Bay County to protect North Bay and St. Andrew Bay by reviewing and commenting upon applicable sections of their respective comprehensive plans, and by assuring that all applicable permit requirements are met, when requested.

Objective 5.3: The City will use the criteria for prioritizing shoreline uses specified in Policy 5.3.1.

Policy 5.3.1: The City recognizes the need to establish the public interest in achieving a balance between competing waterfront land uses and the limited amount of shoreline available for such uses.

When making decisions concerning designation of land use districts, approval of plan amendments or issuance of development approvals involving competing shoreline land uses the City will choose the following land uses in priority order, using 1 as the highest priority.

1. Water-dependent land uses, including water dependent conservation or recreation uses;
2. Water-dependent industrial uses,
3. Water-related land uses;
4. Land uses for which a definitive public purpose has been established; and
5. Other land uses which are not water-dependent or related including residential, commercial, institutional or industrial.

Policy 5.3.2: Specific and detailed provisions for the siting of marinas will be implemented through the land development regulations. Such provisions will include the following criteria:

1. Demonstrate the presence of sufficient upland area to accommodate parking, utility and support facilities;
2. Provide public access;
3. Lie outside areas identified as inappropriate for marina development in the most recent version of the Marina Siting Study for West Florida as published by the (West Florida Regional Planning Council), unless appropriate mitigating actions are taken.
4. Demonstrate oil spill cleanup capability within boundaries of the leased area;
5. Provide a hurricane mitigation and evacuation plan;
6. Designate future upland spoil site(s) for maintenance dredging activities;
7. Be located in proximity to natural channels so that minimum or no dredging will be required for provision of docking facilities.
8. Have available adequate sewage treatment facilities to serve the anticipated volume of waste. Marinas with fueling facilities will provide pump-out facilities at each fuel dock. Commercial marinas and those with live-aboard overnight transient traffic will provide upland sewage facilities and prohibit inappropriate sewage pump out.
9. Maintain water quality standards as provided by Chapter 403, Florida Statutes;
10. Locate in areas having adequate water depth to accommodate the proposed boat use without disturbance of bottom habitats;
11. Delineate immediate access points with channel markers that indicate speed limits and any other applicable regulations;
12. Be sited in appropriate future land use and zoning districts;
13. Locate in areas away from seagrass beds, oyster reefs and other important fish and shellfish spawning and nursery areas;
14. Demonstrate that it meets a public need thereby demonstrating economic viability/feasibility.

Objective 5.5: Maintain or reduce hurricane evacuation times as established in the Northwest Florida Hurricane Evacuation Restudy.

Policy 5.5.1: The City will use its land development regulations to prohibit the location of hospitals, nursing homes, mobile homes and other similar structures and high risk uses in the 100-year flood zone and the Coastal High Hazard Area (CHHA). The CHHA is the area below the elevation of the Category 1 storm surge line as established by a Sea, Lake, and Overland Surges from Hurricanes (SLOSH) computerized storm surge model (Map 5-1).

Policy 5.5.2: The City will identify and maintain a list of elderly, handicapped or infirmed persons that might require special evacuation assistance.

Policy 5.5.5: New structures, other than recreational amenities or water-dependent structures, are prohibited within the portion of the CHHA lying within the FEMA V Zone.

Policy 5.5.6: In the case of destruction by a hurricane, redevelopment shall be allowed to occur at preexisting densities to prevent impairments of the property rights of current residents.

Objective 5.6: Maintain procedures which will reduce the exposure of human life, and public and private property to hurricane-related hazards.

Policy 5.5.1: The City will coordinate with and assist Bay County in the implementation of the Comprehensive Emergency Management Plan, the Local Mitigation Strategy, and the Post Disaster Redevelopment Plan by providing police and fire department support personnel during emergencies.

Policy 5.6.1: All habitable structures will be designed and constructed in conformance with the City's Flood Damage Prevention Ordinance.

Policy 5.6.2: The City will not locate infrastructure facilities, except for water-dependent facilities and distribution / transmission lines, in the 100-year flood zone, or the Coastal High Hazard Area.

Policy 5.6.3: Post-disaster redevelopment will be undertaken in conformance with the City's Flood Damage Prevention Ordinance and this Plan, including attendant land development regulations.

Policy 5.6.4: When undertaking post-disaster redevelopment activities development permits may be waived for short-term recovery measures such as:

1. Damage assessment to meet post-disaster assistance requirements;
2. Removal of debris;
3. Emergency repairs to streets, water, electricity or other associated utilities to restore service;
4. Public assistance including temporary shelter or housing.

Policy 5.6.5: Long-term redevelopment activities will require approval of development permits and be consistent with this Plan. These activities include:

1. Repair or restoration of private residential or commercial structures with damage in excess of 50% of market value;
2. Repair or restoration of docks, seawalls, groins, or other similar structures;
3. Non-emergency repairs to bridges, highways, streets or public utilities.

Policy 5.6.6: When reviewing permits for post-disaster redevelopment activities the City will evaluate hazard mitigation measures including:

1. Relocation of structures;
2. Removal of structures;
3. Structural modification of buildings to reduce the risk of future damage.

Policy 5.6.8: The City will incorporate applicable future recommendations of the Local Mitigation Strategy into this Plan. Specific inclusion of recommendations pertaining to zoning, densities and building practices will be undertaken as plan amendments.

Policy 5.6.9: As part of the post-disaster redevelopment process the City will structurally modify or remove infrastructure facilities which have experienced repeated storm damage.

Objective 5.7: The City will continue to provide, or have access to, areas for public waterfront access.

Policy 5.7.1: The City will improve selected street-ends for use as dedicated public waterfront access points and will clearly mark such points as waterfront access.

Policy 5.7.2: The City will provide adequate parking for waterfront recreation areas and designated public waterfront access sites through improvement or construction of parking areas.

Policy 5.7.3: The City will not vacate, sell or otherwise dispose of waterfront access points except in cases of overriding public interest.

Policy 5.7.4: The City will require that public access be provided by developers consistent with the provisions of s. 161.55(6), F.S. Specific and detailed provisions will be included in the land development regulations.

Objective 5.11: Provide areas for expansion of water-dependent industrial facilities to promote redevelopment of underutilized areas.

Policy 5.11.1: The City will designate areas for additional water-dependent industrial development on the Future Land Use Map. Areas of particular concern are the Millville industrial area and the area adjacent to Port Panama City.

Objective 5.12: Maintain measures for the conservation or re-use of historic resources.

Policy 5.12.1: The City will use the Panama City Historic Site Survey to identify areas of historic significance.

Policy 5.12.2: The City will establish specific and detailed standards for development or sensitive re-use of identified historic resources as part of its land development regulations. Such standards will be as specified in Policy 3.7.3.

Recreation and Open Space Element

Objective 7.1: Provide public access to identified recreation sites, including public access to beaches.

Policy 7.1.1: The City will provide recreation sites and facilities consistent with the level of service standards established in subsection (2).

Policy 7.1.2: The City will provide signs designating recreation sites and will allow access to such sites during reasonable hours of operation.

Policy 7.1.4: The City will provide adequate parking for all city-owned recreation sites.

Policy 7.1.5: The City will guarantee reasonable public access to City-owned natural areas.

Objective 7.2: Upon adoption of this plan, provide for a functional mix of both public and private recreation sites and facilities to accommodate recreation demand.

Policy 7.2.1: The City will evaluate the demand for recreation sites and facilities when considering permit request for those types of facilities, and will allow private recreation facilities in the "Mixed Use" and "Commercial General" land use districts consistent with provisions set forth in the land development regulations.

Policy 7.2.2: The City will accept donations, contributions volunteer assistance or other forms of fiscal or physical private assistance in meeting recreational needs.

Objective 7.3: Provide, or require the provision of, adequate recreation sites and facilities consistent with level of service standards and population demand.

Policy 7.3.1: By 2010, the City will seek to add to it's recreation inventory an additional 45 acres of community park area, 5 basketball courts, 1 tennis court, 2 playgrounds, and 5 boat ramps.

Policy 7.3.3: The City will utilize available sites and facilities belonging to other units of government, including the Bay County School Board, to meet level of service needs after joint use agreements have been executed.

Policy 7.3.4: The City will evaluate using lands acquired for public works projects (e.g. drainage retention areas) as recreation or open space sites.

Policy 7.3.5: The City will use local, state or federal grant funds, including, but not limited to, those available through the Florida Recreation Development Assistance Program and/or the Land and Water Conservation Fund Program in providing recreation sites and facilities.

Policy 7.3.7: The City will utilize recreation sites and facilities to augment and promote other City objectives, including acquisition of sites intended to protect environmentally sensitive.

Policy 7.3.8: The City will locate and utilize recreation sites in areas which will stimulate ancillary economic activity and promote redevelopment or rehabilitation efforts.

Policy 7.3.9: The City will utilize low-maintenance designs, landscaping and equipment for recreation sites.

Policy 7.3.12: The following activities will be considered when developing environmentally sensitive sites acquired by the City: nature trails or boardwalks, waterway trails, interpretive displays, educational programs, and wildlife observation areas.

Policy 7.3.13: When acquiring environmentally sensitive sites for passive recreational purposes, the City will give priority to sites that are adjacent to publicly owned sites so as to create natural area greenways.

Policy 7.3.14: When acquiring environmentally sensitive sites for passive recreational purposes, the City will give priority to sites that feature unique geological and historical resources.

Policy 7.3.15: When acquiring environmentally sensitive sites for passive recreational purposes the City will give priority to sites that contain any of the following: rare or threatened vegetative communities, listed animal species or habitats of listed species, or beach or shoreline ecosystems.

Objective 7.4: By December 2000, include specific and detailed standards for provision of open space in the land development regulations.

Policy 7.4.1: The City will require in its adopted land development regulations that open space be provided by public and private developers as part of proposed development activities as specified in Policy 7.4.2.

Policy 7.4.2: Open space will be defined in the City's adopted land development regulations as any land or water not covered by buildings, parking or traffic circulation paving, including spaces between buildings.

Policy 7.4.3: The City will use lands acquired through purchase or easement for public works projects to fulfill recreation and open space needs if site conditions and public safety considerations allow for such use.

Policy 7.4.4: The City will coordinate with public utilities such as electrical, gas, telephone and state agencies such as FDOT, DEP, and NFWMD on use of properties or easements for open space and recreation purposes.

Intergovernmental Coordination Element

Objective 8.5: Support and participate on intergovernmental committees or forums intended to manage estuarine resources.

Policy 8.5.1: The City will participate in efforts to manage or improve estuarine resources that fall under the jurisdiction of more than one local government. The City will utilize existing forums such as the Bay Environmental Study Team or the Water Quality Advisory Committee to accomplish this objective.

Objective 8.11: Panama City shall strive to maintain and enhance joint planning processes and procedures for coordination of public education facilities for planning and decision-making.

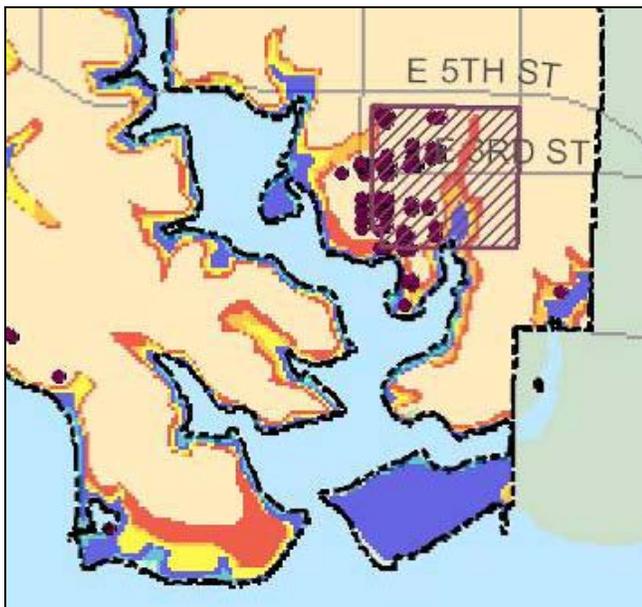
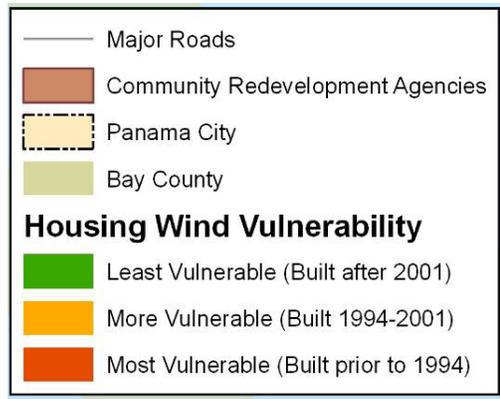
Policy 8.11.3: In order to coordinate the effective and efficient provision and siting of public educational facilities with associated infrastructure and services within Panama City, a representative from the City Commission, the Bay County Board of County Commissioners, the Bay County School Board, and the other municipalities shall meet jointly to develop mechanisms for coordination. Such efforts may include:

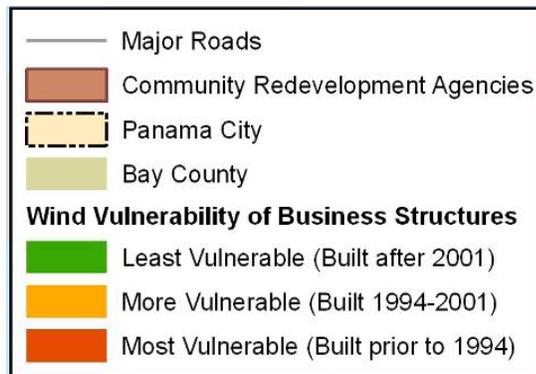
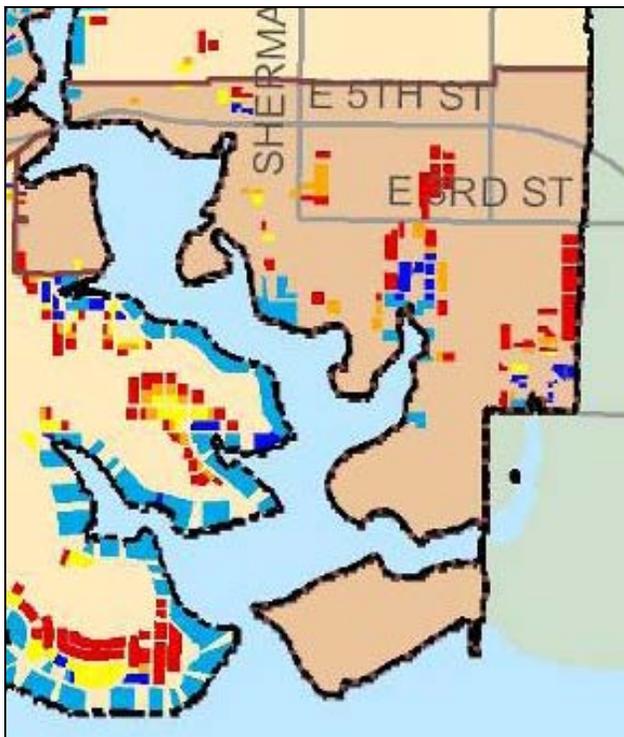
1. Coordinated submittal and review of the annual capital improvement program of Panama City, the annual educational facilities report and Five-year School Plan Survey of the Bay County School Board.
2. Coordinated review and assessment of the associated costs and expenditures of siting and developing schools with needed public infrastructure.
3. Coordinated review of residential planned developments or mixed use planned developments involving residential development.
4. Use of a unified database including population (forecasts of student population), land use and facilities.
5. Use of a Parks/Schools Planning Group (with representative from each of the entities) to review coordinated siting of schools with parks for multi-functional use. Directives resulting from the joint meeting shall be incorporated into the Comprehensive Plan, Land Development Regulations, and other appropriate mechanisms as deemed necessary.

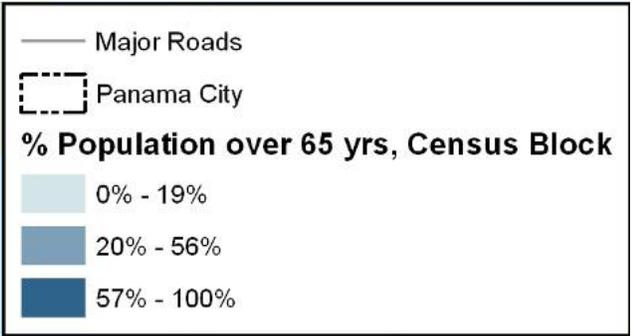
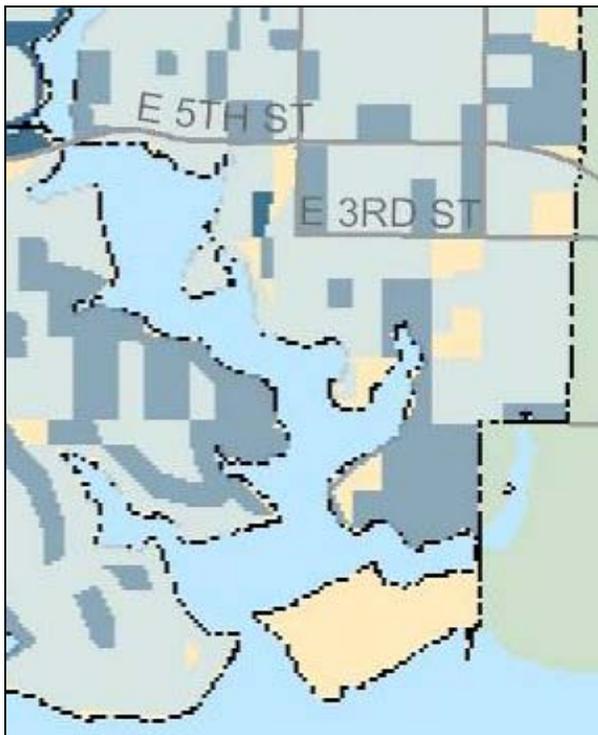
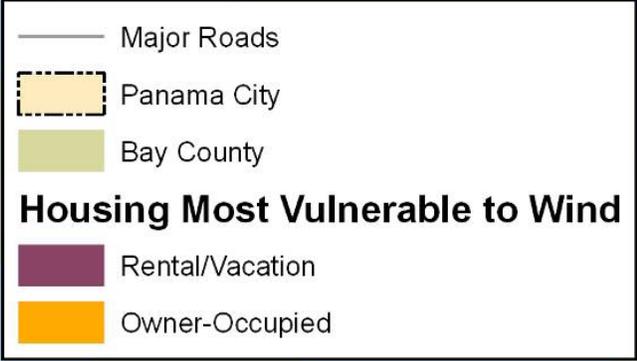


APPENDIX B: Panama City Post-Disaster Redevelopment Plan, 2008

Vulnerabilities Identified in Millville

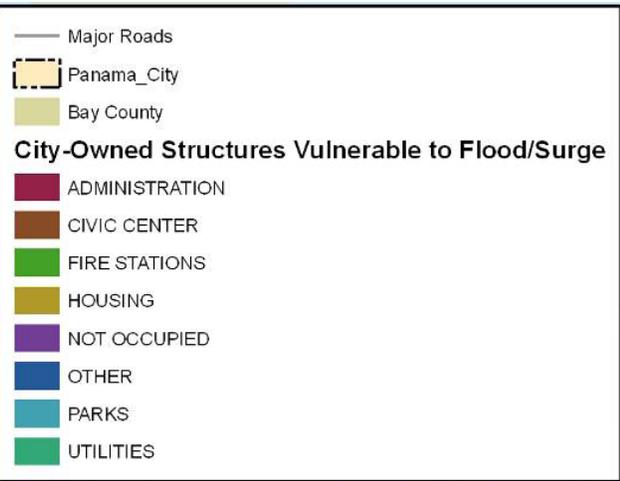








Wind Vulnerability



APPENDIX C: Public Participation in the Waterfront Vision Plan Process

Millville Community Visioning Workshop, January 2010

The Millville Community was invited to a workshop where they were asked to contemplate what they'd like to see in their community over the next 50 years for each of the four Waterfronts Florida priority areas. The results of the visioning session are detailed in Appendix C.:

Natural Resource Preservation:

- Debris (especially shopping carts) removal from the Bayou
- Birding Trail
- Community Garden
- More trees
- Recreational ponds
- Public Access - more boat ramps, more parking near boat ramps for trailers
- Sanitary facilities along waterfront
- Roped-off swimming area in the Bayou
- Interactive play fountains
- More recreation at the waterfront (esp. volleyball courts)
- Bigger Pier
- Boating safety
- Kayak launch
- More, neater, and cleaner views of water
- Inventory street ends with water access

Culture and History:

- Bring back Christmas parade
- Basketball courts and recreational center
- Continue to grow the July 4, the community gathering at the Watson Bayou Waterfront Park/more firework displays in general
- Use parks for festivals and events
- Dog park
- Community assistance program to help elderly people maintain their yards

Economic Redevelopment

- Revitalize old homes for affordable housing development
- More jobs
- More restaurants/stores/diners (especially craft store and bait shop)
- Arcade and kid hangout spot
- Make shopping areas more inviting (more trees, more signs)

Hazard mitigation:

- Derelict vessel removal
- Establish a safe place during bad weather situation (making public aware of resources)
- More street lights
- Nicer fences



Millville Community Hazard Mitigation Planning Session, February, 2010

The Millville Waterfronts Florida Partnership Committee held a Hazard Mitigation Planning Session in February 2010. This planning session solicited comments from participants regarding natural and man-made hazards and how their impacted may be mitigated. Specific items identified at this planning session included the following “hazard” and “hazard”-related issues:

- Millville is at a higher risk of wind damage than flooding. The use of storm shutters (even the traditional wooden kind) should be promoted for businesses and residences as a means to mitigate wind and storm damage.
- Additional evacuation route signage would be a benefit.
- Millville has a wonderful culture and history of mutual aid during natural disasters and storms. The MWCP should examine working with local churches or preparing outreach materials to make sure that needy residents are aware of the resources that are available to help them in a storm event.
- Develop a plan for making sure historical and other critical public records are relocated or stored in secure containers during a storm.
- Bay County is updating its Local Mitigation Strategy (LMS). It doesn't yet include any projects that directly pertain to Millville. The MWCP should consider identifying and adding specific stormwater projects, and some of the other projects listed above to the County's LMS.
- Encourage members of the neighborhood improvement committee and the recently created hazard mitigation subcommittee to serve on each other's subcommittees.
- Promote use of traditional wooden shutters- Since Millville is at a higher risk of wind damage than flooding.
- Add new signage in Millville to direct local folks to evacuation routes.
- Work with local churches or establish a “buddy system” to make sure that needy residence are kept track of and receive support during storm events.
- Ensure historical and other critical records are relocated during a storm to transfered to secure plastic containers during a storm.
- Prepare a sheet to summarize technical assistance resources available to help folks through evacuation and repair and recovery—while Sid wasn't interested in serving on the partnership, he may be open to this sort of project.
- Suggest projects to promote Millville community resiliency for inclusion in the Bay County's Local Mitigation Strategy, such as stormwater or hardening projects.

Millville Community Public Access and Waterway Planning Session, May 2010

The Millville Waterfronts Florida Partnership held a Public Access and Waterway Planning session in May 2010. This planning session solicited comments from participants regarding issues and needs addressing public access to the Millville waterways. Specific items identified at the planning session included the following “access” issues:

- Limited parking at boat ramp site
- Strained relations between members of the Millville community and boat ramp users
- Public safety issues created by kids swimming around the boat launch
- Is there a need or demand for soft launch facilities?
- Increase the access and appeal of waterfront and activities available to younger people and kids
- Need for improvements to city owned street ends for access and or views
- Storm water detention area at boat ramp is dangerously steep-sided and ugly. Slope of detention pond is too steep and perilous



- Need to ensure that local folks can continue to affordably store boats in Massalina Bayou and aren't priced out
- Need to evaluate the St. Augustine's tiered fee schedule used for its public mooring field
- Need to expand existing boat ramp or create new launch
- Need to take into account local capacity to monitor the site in addition to water depth and parking availability when addressing future expansion of ramp capacity
- Need to monitor and remove trash and litter at launch site
- Need to capitalize on the appeal of maritime industry street art (e.g. display in front of Bay County Boatyard corner of Cherry St. and N. Church Ave.)
- Need to solicit artwork and draw from local machinists to expand display
- Need for amenities to draw folks into boaters into Millville
- Need to identify places to direct folks to and to create wayfinding signage
- Improve and clearly mark trail and pathways and capitalize on rails to trails work
- Need to improve 5th and Sherman bus stop
- Need to review Land Development Code (LDC) to determine feasibility of additional amenities
- Need signals to motorists along 5th avenue and other major roadways about Millville's waterfront amenities
- Need to evaluate the feasibility of more diverse waterfront commercial uses (e.g. restaurants or informal marketplace) at the waterfront, even just a fish stand or a supplies shop
- Need to improve public access for kids
- Need events for kids at water (e.g. Charlotte County snook catching context, water quality monitoring project)
- Perhaps consider improvements to current active parks Daffin Park
- Perhaps add more active elements to New Maple Ave. Waterfront Park
- Need for public events for people of all ages (suggestion: 4th of July, trucker's/farmer's market)
- Need more parking at boat ramp site
- Need for improvements to city owned street ends for access and or views
- Question on whether there is a need for soft launch facilities
- Need to improve water quality in order to foster boating activity and enjoyment of boating experience
- Need to regulate anchorages to better control abandoned derelict boats and casual anchoring
- Need to remove current derelict vessels and prevent against new derelicts

Millville Waterfronts Florida Partnership Community Visioning Workshop, May 2010

The Millville Waterfronts Florida Partnership held a Community Visioning Workshop to solicit additional input from stakeholders and members of the Millville community. Workshop participants utilized base-maps of the Waterfront Community area to identify specific needs, issues, improvements and concerns for site specific areas.

Items identified by the workshop participants were then sorted into the four Waterfront Vision Plan priority areas of: (1) Public Access to the Waterfront Area; (2) Hazard Mitigation; (3) Environmental and Cultural Resource Protection; and, (4) Enhancement of the Viable Traditional Economy or Economic Restructuring

The following list shows the items identified at the workshop in each category as prioritized by the workshop participants and presents the overall priorities for all of the categories.

Public Access to the Waterfront Area

- Increase waterfront access – views, parks, make existing boat ramp larger
- Increase parking for boat ramp near school property
- Develop a 'soft' boat launch facility



Hazard Mitigation

- Removal of derelict vessels
- Stormwater Run-off/Trash Debris control
- Vehicle/Pedestrian Safety Issues at boat ramp

Environmental and Cultural Resource Protection

- Amphitheatre at new park for public events
- Public Art and Wayfinding Signage (Nautical/Maritime Themed)
- Historic Home preservation (tied)
- Additional Public Events/Activities (tied)
- Control Stormwater Debris and Run-off (tied)

Enhancement of the Viable Traditional Economy or Economic Restructuring

- Beautification to Stimulate Investment
- Additional water-related land uses
- No heavy industry

Overall Prioritized Programs/Projects

- Increase Waterfront access, views, parks, make existing ramp bigger
- Amphitheatre at new park for public events
- Increased parking at existing ramp
- Beautification (Streetscape)
- More water related land uses

The following pages include the results from the exercise to prioritize issues, and the PowerPoint slide presentation.



Results from the Prioritizing Issues Exercise

Economic Restructuring	# Ranked 1	# Ranked 2	# Ranked 3
Beautification to stimulate investment	3	0	2
More water-related land uses	2	1	0
No heavy industry	0	0	1
Keep industry out	0	0	0

Hazard Mitigation	# Ranked 1	# Ranked 2	# Ranked 3
Stormwater runoff/trash debris	1	0	0
Remove derelict vessels	0	2	1
Improve access to boat ramp (safety)	0	1	0
Improve stormwater retention	0	0	0
Prepare for natural disasters	0	0	0
Anchored boat danger	0	0	0

Public Access	# Ranked 1	# Ranked 2	# Ranked 3
Increase waterfront access - views, parks, make existing boat ramp larger	3	4	1
Increase parking for existing boat ramp near school	0	6	0
Soft boat launch at 5th St./Watson Bayou Bridge	0	0	6

Environmental Resource Protection	# Ranked 1	# Ranked 2	# Ranked 3
Stormwater runoff and debris	0	1	0
Improve stormwater pond at boat ramp	0	0	1
Stormwater runoff at new park	0	0	1

Cultural Resource Protection	# Ranked 1	# Ranked 2	# Ranked 3
Amphitheatre at new park for public events	5	0	0
Public art/signage - maritime theme	1	0	0
Preservation of historic homes	0	1	0
More public events and activities	0	0	2





Community
Visioning
Workshop

May 24, 2010

Millville Waterfront Area Vision

Welcome to the Millville Waterfront Partnership Community Visioning Workshop



The Waterfronts Florida Program is managed by the Florida Department of Community Affairs and funded in part by the Florida Department of Environmental Protection, Florida Coastal Management Program, and the National Oceanic and Atmospheric Administration.

Facilitated by Land Design Innovations, Inc. and Carpe Diem Community Solutions



Community Visioning Workshop



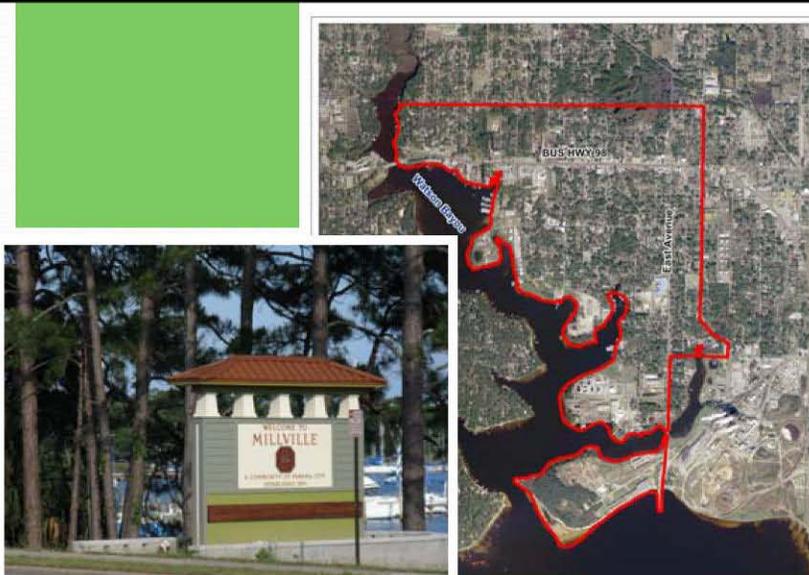
In 2009 Millville was designated as a Waterfronts Florida Partnership Program Community



The Waterfronts Florida Partnership Program assists communities in revitalizing their waterfront by providing a framework to plan and implement change.



Community Visioning Workshop



Millville Waterfronts Florida Partnership Program Area Boundary



Community Visioning Workshop



Why are we here today?

- To prioritize community issues that must be addressed to revitalize Millville in a way that respects its historic waterfront mixed use character.
- The ideas and concepts discussed here will be used to create the community vision for the Millville Waterfront Area and form the basis of goals and action steps to implement the vision.



Community Visioning Workshop



AGENDA

1. Previous Planning/Visioning Activities
2. Waterfronts Program Priority Areas
3. Small Group Breakout Visioning Exercise
4. Prioritize Community Issues



Community Visioning Workshop



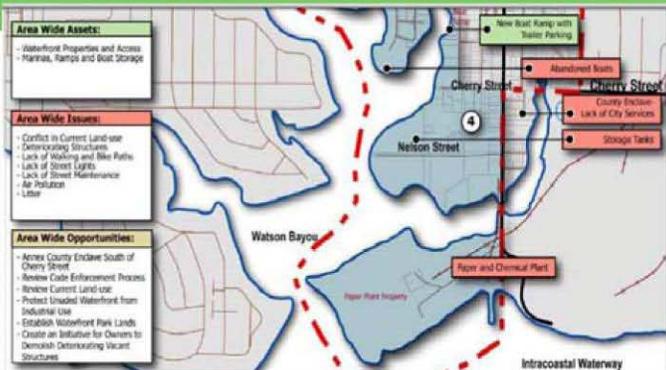


Community
Visioning
Workshop

May 24, 2010

Planning/Vision Efforts Applicable to Millville

The Millville Area Community Redevelopment Plan was designed to address primary public concerns related to conditions in the local neighborhoods, commercial strip development patterns, industrial intrusion, and waterfront development.



Millville Area Community Redevelopment Plan

May 2004



Community Visioning Workshop



The Heritage Corridor Study identified improvements to turn Business 98 into a more walkable and attractive corridor that supports the redevelopment objectives in the St. Andrews, Downtown, Downtown North and Millville CRAs.



US Business 98 Heritage & Cultural Corridor Study

June 2006

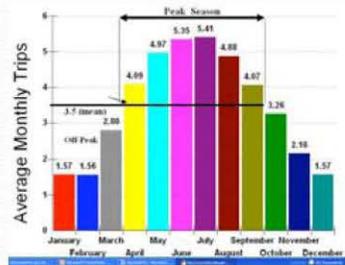


Community Visioning Workshop



The findings of a survey to boaters using Bay County waters to obtain seasonal information about their boating preferences, use profiles, and travel patterns.

Reason/Description	Response		
	Count (n)	average	rank*
1 Deep-water access	955	2.03	8
2 Availability of restrooms	924	2.64	
3 No parking / launch fee	936	2.05	7
4 Well-marked access channels	929	1.97	6
5 Proximity to favorite boating spots	947	1.91	4
6 Adequate parking	952	1.52	2
7 Availability of fishing supplies	919	3.08	
8 Short wait to launch	927	1.95	5
9 Gas, pump-out, maintenance service	931	3.07	
10 Nearby amenities (e.g. restaurants)	917	3.28	
11 Proximity to home	954	2.13	
12 Ease of launching/retrieving boat	939	1.56	3
13 Safe and secure parking	958	1.44	1
14 Other reason: mixed (not ranked)	126	1.78	



Recreational Boating Characterization for Bay County

September 2008



Community Visioning Workshop



The Panama City Post-Disaster Redevelopment Plan (PDRP) is a detailed guide for long-term recovery and redevelopment following a disaster.



Panama City Post-Disaster Redevelopment Plan

September 2008



Community Visioning Workshop



The Florida Waterfronts Partnership Program has coordinated with the Millville Waterfront Committee to conduct training and visioning workshops to identify assets and opportunities, issues and challenges in the Waterfront Planning Area. The ideas gained from workshops will be incorporated into the Vision and action plan.



Millville Waterfront Park Concept Plan – May 2010
 Designed by Gary Cummings, FAMU School of Architecture, MLA Program

Waterfront Partnership Committee Workshops

January 2009 to May 2010



Community Visioning Workshop





Community
Visioning
Workshop

May 24, 2010

Waterfronts Florida Program Priority Areas

Waterfronts Florida Partnership Program Communities must develop a Waterfront Vision Plan that addresses 4 priority areas:



1. Public Access to the Waterfront Area



Community Visioning Workshop



The Waterfronts Florida Partnership Program Communities must develop a Waterfront Vision Plan that addresses 4 priority areas:



2. Hazard Mitigation



Community Visioning Workshop



The Waterfronts Florida Partnership Program Communities must develop a Waterfront Vision Plan that addresses 4 priority areas:



3. Environmental and Cultural Resource Protection



Community Visioning Workshop



The Waterfronts Florida Partnership Program Communities must develop a Waterfront Vision Plan that addresses 4 priority areas:



4. Enhancement of the Viable Traditional Economy or Economic Restructuring



Community Visioning Workshop



Community
Visioning
Workshop

May 24, 2010

Small Group Breakout Visioning Exercise

Members of the CRA staff, DCA Waterfronts Florida Program staff, Land Design Innovations and Carpe Diem will be working with the individual groups to answer questions and keep time.

- On the Base Maps identify where there are issues associated with:
Access;
Hazards;
Environmental Issues;
Economic Opportunities
- When time is called, have each member of the group pick their top 3 choices from all the ideas listed on the sheet in **order** of importance and mark these on your sheet.

Description of Breakout Groups Visioning Exercise



Community Visioning Workshop



Community
Visioning
Workshop

May 24, 2010

Prioritize the Issues

Everyone will be given 3 colored dots to place on final recorded results – to identify priority issues number #1 (red), #2 (green) and #3 (yellow).



Place DOTS on top 3 priorities

Prioritizing the Ideas From the Groups



Community Visioning Workshop



Where do we go from here?

- Incorporate your input into the Millville Waterfront Vision Plan
- Create a short-term and long-term action plan.
- Second public workshop to present plan and get community feedback .
- Submit plan to Florida Department of Community Affairs.



Community Visioning Workshop





Please take a comment sheet with you if you have other ideas you would like to share later.

THANKS FOR YOUR TIME AND IDEAS!

APPENDIX D: Funding Matrix

This appendix provides a listing of current sources of funding that can potentially be utilized for programs and projects that implement the Millville Waterfront Vision Plan. The information was derived from agency and organization websites and is accurate as of August 2010. The grant awards, matching ratios, and dates for application are all subject to change every year. The matrix is organized by agency names in alphabetical order.

Funding Sources	
Environmental Protection Agency	
National Achievements in Environmental Justice Awards Program	
Description of Program	Competitive program that recognizes community-initiated, multi-stakeholder partnerships that result in environmental justice achievements in communities
Maximum Award/Match Ratio	None listed
Deadline	August 13
Contact Information	http://www.epa.gov/environmentaljustice/awards/index.html
Federal Emergency Management Agency	
Hazard Mitigation Grant Program (HMGP)	
Description of Program	Provides grants to states and local governments to implement long-term hazard mitigation measures after a major disaster declaration
Maximum Award	None listed
Matching Ratio	May provide a State with up to 15% of maximum grants awarded
Deadline	States set the deadline, which is after a disaster occurs
Contact Information	http://www.fema.gov/government/grant/hmgp/index.shtm
Pre-Disaster Mitigation (PDM)	
Description of Program	Provides funds to states, territories, Indian tribal governments, communities, and universities for hazard mitigation planning and the implementation of mitigation projects prior to a disaster event
Maximum Award	\$35.333 Billion, subject to appropriations
Matching Ratio	May provide up to 15% of first \$2 Billion of the estimated aggregate amount of assistance; up to 10% for the next portion more than \$2 Billion up to \$10 Billion; and 7.5 % for next portion more than \$10Billion up to \$35.333 Billion
Application Period	June 1 to December 4
Contact Information	http://www.fema.gov/government/grant/pdm/index.shtm
Flood Mitigation Assistance (FMA)	
Description of Program	Planning grants to help applicants reduce or eliminate claims under the National Flood Insurance Program (NFIP)
Maximum Award	\$35.333 Billion
Matching Ratio	May provide up to 15% of first \$2 Billion of the estimated aggregate amount of assistance; up to 10% for the next portion more than \$2 Billion up to \$10 Billion; and 7.5 % for next portion more than \$10Billion up to \$35.333 Billion
Deadline	June 1 to December 4
Contact Information	http://www.fema.gov/government/grant/fma/index.shtm



Funding Sources

Repetitive Flood Claims (RFC)

Description of Program	Assists states/communities to reduce flood damages to insured properties that have had one or more claims under the National Flood Insurance Program (NFIP)
Maximum Award	Provides funding to reduce or eliminate long-term risk of flood damage to severe repetitive loss structures insured under National Flood Insurance Program (NFIP)
Matching Ratio	\$35.333 Billion
Deadline	Up to 15% of first \$2 Billion estimated aggregate amount; up to 10% for next portion \$2 Billion to \$10 Billion; and 7.5 % for \$10 Billion to \$35.333 Billion
Contact Information	June 1 to December 4

Severe Repetitive Loss (SRL)

Description of Program	Provides funding to reduce or eliminate long-term risk of flood damage to severe repetitive loss structures insured under National Flood Insurance Program (NFIP)
Maximum Award	\$35.333 Billion
Matching Ratio	Up to 15% of first \$2 Billion estimated aggregate amount; up to 10% for next portion \$2 Billion to \$10 Billion; and 7.5 % for \$10 Billion to \$35.333 Billion
Deadline	June 1 to December 4
Contact Information	http://www.fema.gov/government/grant/srl/index.shtm

Florida Department of Community Affairs

Florida Communities Trust

Description of Program	Provides funding to acquire parks, open space, greenways and projects supporting Florida's seafood harvesting and aquaculture industries
Maximum Award	\$5 million
Matching Ratio	Minimum match of 25 % of total project cost
Deadline	Application deadline set every year
Contact Information	http://www.floridacommunitiestrust.org/ParksandOpenSpace/ParkDevelopmentFunds.cfm

Florida Department of Environmental Protection

Clean Vessel Act Program

Description of Program	Provides funds for construction of pumpout facilities and pumpout vessels, and supports educational, outreach and public awareness programs
Maximum Award	None listed (up to \$50,000 has been granted in the past)
Matching Ratio	Minimum 25% of the total, approved project cost
Deadline	Accepted on a year-round, continual basis
Contact Information	http://www.dep.state.fl.us/cleanmarina/cva/

Coastal Partnerships Initiative Grants (CPI)

Description of Program	Funds innovative local coastal management projects in 4 program areas: resilient communities, public access, working waterfronts, and coastal stewardship
Maximum Award	Minimum \$20,000 and maximum \$60,000
Matching Ratio	100% (1:1) of requested FCMP funds
Deadline	August/September
Contact Information	http://www.dep.state.fl.us/cmp/grants/fcpmgrants.htm



Funding Sources

Land and Water Conservation Fund Program (LWCF)

Description of Program	Provides grants to acquire/develop land for public outdoor recreation use
Maximum Award	Announced prior to the submission period
Matching Ratio	One applicant dollar to one federal dollar for all LWCF grant awards (50% / 50%)
Deadline	Announced in Florida Administrative Weekly
Contact Information	http://www.dep.state.fl.us/parks/OIRS/

Florida Recreational Development Assistance Program (FRDAP)

Description of Program	Competitive program that provides grants for acquisition or development of land for public outdoor recreation use or to construct or renovate recreational trails												
Maximum Award	\$200,000												
Matching Ratio	<table border="1"> <thead> <tr> <th>Total Project Cost</th> <th>RTP Grant</th> <th>Local Match</th> </tr> </thead> <tbody> <tr> <td>\$50,000 or less</td> <td>100%</td> <td>0%</td> </tr> <tr> <td>\$50,001 - 150,000</td> <td>75%</td> <td>25%</td> </tr> <tr> <td>Over \$150,000</td> <td>50%</td> <td>50%</td> </tr> </tbody> </table>	Total Project Cost	RTP Grant	Local Match	\$50,000 or less	100%	0%	\$50,001 - 150,000	75%	25%	Over \$150,000	50%	50%
Total Project Cost	RTP Grant	Local Match											
\$50,000 or less	100%	0%											
\$50,001 - 150,000	75%	25%											
Over \$150,000	50%	50%											
Application Period	September 15 to September 30												
Contact Information	http://www.dep.state.fl.us/parks/OIRS/												

Recreational Trails Program (RTP)

Description of Program	Provides financial assistance for the development of recreational trails, trailheads and trailside facilities
Maximum Award	Non-Motorized Projects = \$250,000; Mixed-Use Projects = \$250,000; Motorized Projects = \$307,199
Matching Ratio	RTP Grant : Local Match 80:20 60:40 50:50
Application Period	March 18 through March 31
Contact Information	www.dep.state.fl.us

Section 319(h) Nonpoint Source Stormwater Management Grant

Description of Program	Provides funds to implement projects/programs that help reduce nonpoint sources of pollution (restricted to projects that reduce stormwater pollutant loadings from lands that were developed without stormwater treatment that discharge to waterbodies on state's verified list of impaired waters)
Maximum Award	None listed
Matching Ratio	40% non-federal match
Deadline	Late May
Contact Information	http://www.dep.state.fl.us/water/nonpoint/319h.htm

TMDL Water Quality Restoration Grants

Description of Program	Provides funds to reduce urban nonpoint source pollution discharged to impaired waters
Maximum Award	None listed
Matching Ratio	50% matching funds with at least 25% of the match coming from the local government
Deadline	Accepted on a year-round, continual basis
Contact Information	http://www.dep.state.fl.us/water/watersheds/tmdl_grant.htm



Funding Sources

Florida Department of State, Division of Historical Resources

Cultural Facilities Grants

Description of Program	Provides funding for acquisition, construction, or renovation of cultural facilities
Maximum Award	\$500,000
Matching Ratio	2:1, or two applicant dollars for every one state dollar
Deadline	July 16
Contact Information	http://www.florida-arts.org/grants/facilities/

Special Category Grants

Description of Program	Provides funding to assist major archaeological excavations, large restoration projects at historic structures, and certain major museum exhibit projects
Maximum Award	\$350,000
Matching Ratio	The greater of \$50,000 or 50% of the requested grant amount
Deadline	August 31
Contact Information	http://www.flheritage.com/grants/special/

Florida Fish and Wildlife Conservation Commission

Florida Boating Improvement Program (FBIP)

Description of Program	Provides funds for construction/repair of boating access facilities, uniform waterway markers, derelict vessel removal, economic development initiatives that promote boating, and other local boating-related activities
Maximum Award	None listed
Matching Ratio	No cash match; however, applicant must furnish some form of non-cash match
Application period	June 14 to August 13
Contact Information	www.myfwc.com

Private Grant Sources

BIC 4 GOOD Grant

Description of Program	Provides funding to initiate new greenway projects; assist grassroots greenway organizations; leverage money for conservation and greenway development; promote use and enjoyment of greenways
Maximum Award	Ten projects are awarded \$2,000 and one project is awarded \$5,000
Matching Ratio	2:1, or two applicant dollars for every one state dollar
Deadline	July 16
Contact Information	www.dosomething.org/grants/bic4good

Kodak America Greenways Award Grant

Description of Program	Provides funding for acquisition, construction, or renovation of cultural facilities
Maximum Award	\$2,500
Matching Ratio	None
Deadline	June 16
Contact Information	www.conservationfund.org/kodak_awards

