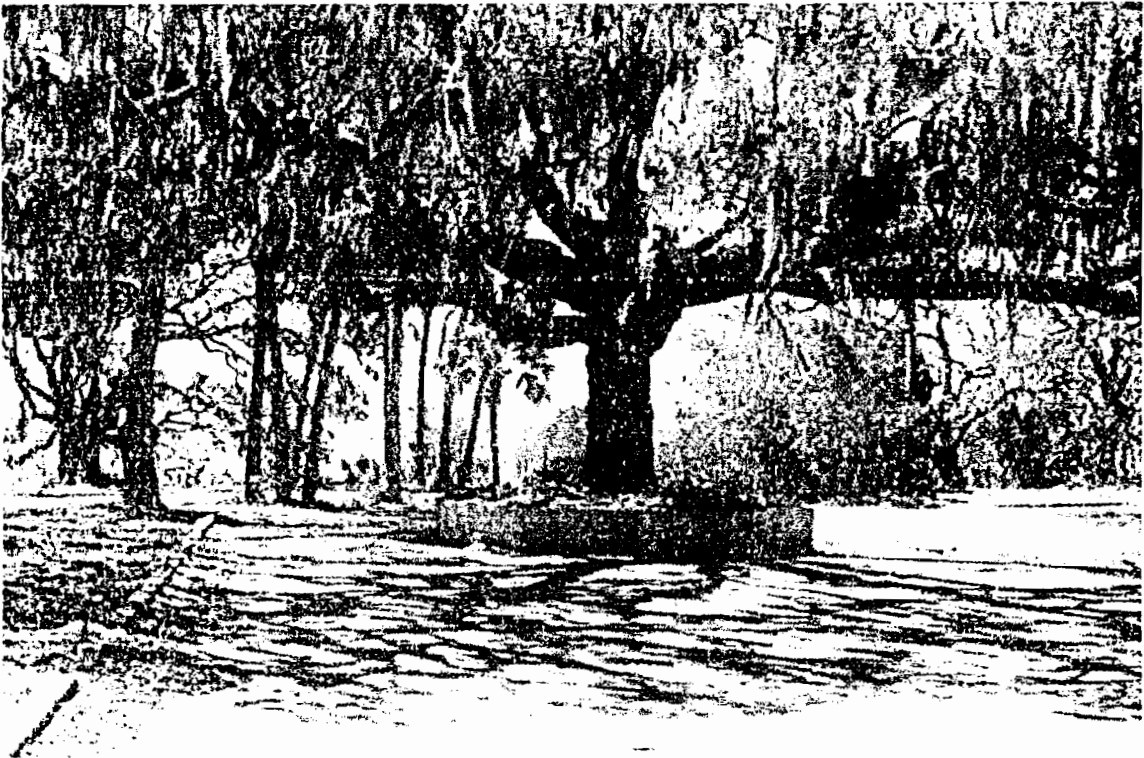


St. Andrews

Vision Update



March 2001



St. Andrews Waterfront Partnership

PO Box 4303

850-872-7208

Panama City, Florida 32401

850-872-7217 Fax

Members of the St. Andrews Waterfront Partnership

Debbie Carlin	President
Tom Bowdoin	Vice President
Phoebe Masker	Secretary, Design & Planning Committee Chair
Laurie Russell	Treasurer
Ellen Mapelsden	Events & Promotions Chair
Jim Pigneri	
John McVeigh	Economic Development Committee Chair
Steve Rubin	
Bob Nolan	St. Andrews Business Association
Bryan Trimmer	
Doris Brown	
Honorable John E. Pilcher, III	Commissioner, Ward IV
Nancy Wengel	Project Director

Presented to
City of Panama City

Mayor Girard L. Clemons, JR.
Commissioner Ward I - Kathryn Hanline
Commissioner Ward II - Jonathan E. Wilson, Sr.
Commissioner Ward III - Robert F. Barnard
Commissioner Ward IV - John E. Pilcher, III

Prepared by: Alan D. Holt, ASLA

Landscape Architect

TABLE OF CONTENTS

1. St. Andrews Town Meeting.....	1
1.1 Introduction and opening comments	1
1.2 Summary of items from Vision (1997) and CRA (1989) Plans.....	1
Design and Planning.....	1
Economic Development.....	2
Events and Promotions.....	2
History.....	3
1.3 Group input sessions.....	3
Design and Planning.....	4
I. Building Heights.....	4
II. Parking:.....	4
III. Sidewalks/Bike Trails:.....	4
IV. Signage/Speed Limits:.....	4
V. Design/Architectural Control:.....	5
Economic Development.....	5
I. Tourism:.....	5
II. Marketing for New Business:.....	5
III. Parking, Sidewalks, Signage & Streetscape.....	6
IV. Maintenance and upkeep.....	6
Events and Promotions.....	6
History.....	7
1.4 Prioritizing the vision.....	7
Design and Planning.....	7
Economic Development.....	8
Events & Promotions.....	8
History.....	9
1.5 Citizen photographs and St. Andrews map at the meeting.....	9
1.6 St. Andrews Partnership Annual meeting.....	10
Design and Planning.....	10
Short term goals.....	10
Economic Development.....	11
Short term goals.....	11
Long term goals.....	11
Events & Promotions.....	11
Short term goals.....	11
History.....	11
1.7 Conclusion.....	11

**St. Andrews
Vision Update**

March 24, 2001

1. St. Andrews Town Meeting

1.1 Introduction and opening comments

The citizens of St. Andrews were given the opportunity to participate in the planning of the growth of their community through a vision update.

As many as forty-seven participants were present at the Oakland Terrace Recreation Center for the Town meeting. The meeting gathered information from the citizens of St. Andrews about their vision for the future of St. Andrews.

The Town meeting began with opening comments from John Pilcher, City Commissioner Ward 4, Nancy Wengel, St. Andrews Waterfront Project Director and Debbie Carlin, 2001 President, St. Andrews Waterfront Partnership. A presentation of the past visioning ideas was made, with emphasis on those things already accomplished.

1.2 Summary of items from Vision (1997) and CRA (1989) Plans.

Design and Planning

Projects completed, in progress, or being planned:

Develop waterfront property for park at Chestnut Ave.

Truesdell Park improvements

Develop bayside esplanade from Chestnut to West 12th Street

Install Historic St. Andrews & Marina directional signs

Adoption of Design/Development Guidelines

Upgrade streetscape, calm traffic, make "pedestrian friendly"

Ensure safe access to bay for non-motorized boating

Renovation of St. Andrews Marina, add shade, trash cans, landscaping, and restrooms

Additional Projects in progress or completed:

Marina entrance sign and sculpture

Birding trail on the boardwalk

Left turn for West bound traffic on Highway 98
Pavilion at Oaks by the Bay
Bike/walk trail

No Activity:

Sub-district zoning in the St. Andrews Special Treatment Zone
Improve east-west pedestrian linkages from Marina to Chestnut
Visitors center
Replace culvert with a small bridge on Beck Avenue at Lake Ware
Development of bayside esplanade to W. 13th Street
Acquisition of property at W. 13th & Bayview for public access and park
Acquisition and redevelopment of severely deteriorated structures

Economic Development

Projects completed, in progress, or being planned:

Revitalize neighborhood retail and services to residents
Encourage relocation of charter boats to St. Andrews Marina
Increase visitation to St. Andrews through improved image – Storefront Grant Program
Assist businesses by encouraging active business association
Develop a Web site
Attract new businesses – developing an area marketing brochure

No Activity:

Development regulations to conserve, develop, and promote the area
Target market businesses proposed in the Visioning

Events and Promotions

Projects completed, in progress, or being planned:

Develop and distribute a regular calendar of events

Additional:

Annual Community Events – Easter Egg Hunt and Trick or Treat Trail
Development of “Making a Festival” assistance book

History

Projects completed, in progress, or being planned:

Video tape on St. Andrews History

No Activity:

Creation of Historic Districts

History Museum

Historical exhibits/kiosks in the area

Map/brochure of historic landmarks

Encourage preservation and restoration of historic structures

1.3 Group input sessions

A brief explanation of the process was given, and the audience was broken up into three groups, to be led by the facilitators. The participants were given the following ground rules:

Ground Rules

- 1 The goal is to get info the partnership can use as new or reaffirmed ideas of projects/needs to be address.
- 1 The committees will work out the "how to" later. This session is **what** to fix, not **how** to fix. If someone is interested, they can sign up to be on a committee.
- 2 Think short term.
- 3 Think long term, think long term, think long term.
- 4 Focus on OUTCOME, not past problems.
- 5 No bad ideas.

The participants then were given a few minutes to review the map and photographs of the good and bad features of St. Andrews. They then broke up into groups led by the facilitators, Alan Holt, Allara Gutcher, and Charles Silky.

The groups spent about twenty minutes on each of the four topics; Planning and Design, Economic Development, Events and Promotions, and History.

The following is a list of ideas generated under each heading:

St. Andrews Workshop

Design and Planning

I. Building Heights

- A. Higher buildings may be acceptable off Beck Avenue with a forty foot height limit.
- B. High-rises must prove benefit to area to Design and Planning Committee (DAPCO). (Criteria needs to be developed)
- C. 3-4 story tall building with taller buildings along Highway 98 okay but they must front Highway 98.

II. Parking:

- A. Waive parking requirements (for new businesses) if there is public parking
- B. Parking in rear, buildings must have 0 lot line at front.
- C. Space for boat trailers

III. Sidewalks/Bike Trails:

- A. Bicycle lanes and sidewalks through St. Andrews
- B. Sidewalks on Chestnut
- C. Culvert/Bridge is a good idea with pedestrian and bike lane (add to streetscape, plan by FDOT) along Lake Ware
- D. Connection from Beck to Marina

IV. Signage/Speed Limits:

- A. St. Andrews Ordinance
- B. Pedestrian linkages with more kiosks – better signage to make safer for pedestrians to cross Beck Avenue.
- C. 10th St. is dangerous and needs a 3-way stop
- D. Pedestrian button to cross Hwy. 98/Beck Avenue at 10th St. and reduce speed limit (35mph is too fast) maybe to 15-20 mph.
- E. Need a visitor's center at ships store and information kiosk at trolley stop.
- F. Pedestrian linkages – 1) reduce limit to 25 mph 2) 3-way stop with more monitoring from police 3) more signage 4) angled parking

V. Design/Architectural Control:

- A. Keep original feeling of town and make sure any new design is compatible to current feeling.
- B. Retain residential character on 11th St.
- C. Private Businesses
- D. Historic, Seaside community
- E. Control over design and planning
- F. Design guidelines should concentrate on the CRA district

Economic Development

I. Tourism:

- A. Sign for St. Andrews bridge overhead (Brown FDOT signs)
- B. People are starting to notice commercial fishing charter boats
- C. Encourage Chamber of Commerce involvement
- D. Attract business for children: i.e. Horse and Buggy rides
- E. Target specific tourist markets for marketing promos (Atlanta and Birmingham)
 - 1. Travel agencies, newspapers

II. Marketing for New Business:

- A. Do not compete with each other; find a niche for each business.
- B. Marketing brochure
- C. Target Mom & Pop stores or corporations with Mom & Pop feel
- D. Attract businesses to the area that offer specialty items to draw people to the area
- E. Re-implement store front grant program
- F. Support local businesses
- G. Design and planning committee – Design assistance program helping with design rather than just review.
- H. “Welcome Wagon” for new businesses
- I. Need city buildings, pump station, Lake Hunington Bldg., murals from art students
- J. Community support announcement to new residents & businesses
- K. One stop shop – contract with a local realtor to provide information on lots for sale, rental property for businesses or residences

III. Parking, Sidewalks, Signage & Streetscape:

- A. Parking, Parking, Parking
- B. Pedestrian friendly environment to help parking, ok to park 2 blocks away
- C. Limited parking restrictions on Beck Avenue for commercial development
- D. Beck Avenue Streetscape
 - 1. Bump outs
 - 2. Angled parking
 - 3. Tree lined
 - 4. Underground utilities
 - 5. Create a sense of place
- E. Directional signage to parking lots
- F. Garbage cans off Beck
- G. Side street improvements on Beck & Bayview
- H. Charter boat – let customers know about limited parking
- I. Pedestrian connections from Oaks by the Bay park to Truesdale (handicap access)
- J. Public restrooms on top of pump station
- K. More safe, well defined parking, lighted and landscaped
- L. Improved lighting for improved safety

IV. Maintenance and upkeep

- A. Maintain and increase the value of businesses and homes
- B. Attract new businesses to the area along with attracting people to the area and to existing businesses
- C. Create “Make a Difference Day” (cleanup day)
 - 1. Amnesty day, City hauls off junk for free
- D. City buildings need some facelifts. Teen Court could provide the labor

Events and Promotions

- A. Evening Shopping
- B. Police Station to give positive presence
- C. Coordinate events with businesses so they can take advantage of traffic
- D. Bicycle Rental
- E. Farmers market / fish market / fish auction
- F. Advertise in the News Herald
- G. Separate insert on what’s going on in St. Andrews this month (This could be tied in with target marketing program)

H. Festivals

1. Bluegrass
2. Caribbean
3. Old Town Day
4. Discover St. Andrews Day
5. Welcome back the commercial fleet

I. Develop St. Andrews into the main destination for commercial fishing ships to unload.

History

- A. Museum of Man in the Sea offered Tarpon Display
- B. Look at probation office for visitors center, museum, children's museum
- C. Reading hour at bookstore
- D. Attract children from schools
- E. Advertise events in school newsletter focusing on free events
- F. Library – local history
- G. Placement of historical pictures in the St. Andrews Marina
- H. Involve children in the history of St. Andrews
- I. Develop a collection and display of:
 1. Native artifacts
 2. Underwater archeology
 3. Biological history
 4. Human history
 - a) Video recordings of older peoples memories of St. Andrews

1.4 Prioritizing the vision

After a brief break, the participants met again as a large group and prioritized the ideas as follows:

Design and Planning

(# of votes, item)

- | | |
|---|---|
| 2 | Height Limitation |
| 1 | Marine Science Center |
| 1 | Retain Residential Character on 11 th Street |
| 2 | Zero lot line on Beck Avenue |
| 6 | Parking, Signage and Lighting |
| 4 | Design Guidelines concentrating on CRA district |
| 1 | Bridge at Lake Ware with Pedestrian Walkway |

- 3 Underground Utilities – Bathroom at Pump House
- 5 Streetscape and side streets
- 3 Sidewalks for St. Andrews
- 0 Bike Trail
- 1 Adoption of Design Guidelines
- 1 Visitors Center/Museum

Economic Development

(# of votes, item)

- 5 Open Air Market
- 2 Target Tourist market
- 4 Support Local Businesses
- 4 Target Businesses
 - Horse & Buggy
 - “Mom & Pop” Businesses
 - Corporate Businesses with “Mom & Pop” feel
 - Children’s Store/Activities
- 5 Improve Upkeep and Maintenance
 - Amnesty day for Solid Waste
- 2 Streamline permitting to help businesses open
- 1 “One stop shop” for information on lots
 - Contract with local real estate company
- 5 Signage to St. Andrews
- 0 Encourage extended hours for businesses
- 5 Re-implement Store-Front Grant program
- 0 Proactive Design committee
- 1 “Welcome Wagon” for new Businesses
- 2 City Buildings need facelift
 - Public Restrooms

Events & Promotions

- Keep up the good work
- Easter Sunrise Service at the Gazebo
- Bluegrass Festival
- New Festival Ideas
- What’s going on in St. Andrews in the News Herald
- Coordinate Events with Businesses

History

Museum/Archive – A combined facility

Local History – a children's museum

Attract children to St. Andrews

1.5 Citizen photographs and St. Andrews map at the meeting

Ten community members were issued disposable cameras and asked to take pictures of the “good” and “needs work” things about St. Andrews. From the map and the pictures, the following was learned:

Good features or potential:

1. The Bay – attribute that should be carefully maintained and managed
2. Streets lined with old Oaks
3. A number of old homes
4. Beautiful landscape
5. Boys and Girls Club/Lake on 19th Street
6. Vacant lots on Hwy 98 – potential visitor center site with old house
7. Property at 13th/Bayview with old Oaks
8. Many neighborhood churches
9. Good restaurants
10. Boardwalk
11. Marina renovation
12. Police sub-station
13. Gift shop
14. Pavilion/Oaks by the Bay
15. Truesdell renovation
16. Flag pole
17. St. Andrews School renovation/historic designation
18. Greenwood Cemetery enhancement
19. Historic architectural features on some old buildings



Needs work:

1. Shrimp Boat Restaurant/Smith property
2. Several dumpsters exposed and in poor condition/location
3. Empty spaces/lots – downtown needs in-fill
4. Keep residential character on 11th Street – prevent urban sprawl
5. Trash, trash, trash
6. Streets – need repairs/resurfacing
7. Private property in disrepair – specific pictures on map
8. Public parking lots need improvement
9. On street parking needs improvement
10. Traffic calming at intersection
11. Tan Fannies
12. Parole office building – possible museum/parking site
13. Enhance streets with center tree plantings – W. 15th
14. Connector street enhancements – Chestnut to Bayview
15. Blank walls – need enhancement, develop character
16. General – trash, poor upkeep of property, vandalism, bulkheads on Bay in disrepair
17. Purchase of property at W. 13th/Bayview for public access and to end boardwalk

1.6 St. Andrews Partnership Annual meeting

On May 9, 2001, the St. Andrews partnership gathered for their annual meeting. The focus of the meeting was to establish short term and long term goals for the next year, based on the findings of the Vision workshop. All of the partnership members reviewed the findings and rankings of the Vision workshop. Then, as a group they prioritized the Vision for the partnership, and added a few new ideas of their own. Note that not all of the categories received long and short term goals.

Design and Planning

Short term goals

- A. Parking, Lighting and Signage, in that order, were identified as the most important items for design and planning.
- B. Design Guidelines concentrating on the CRA district
- C. Streetscape and side streets

Economic Development

The Partnership set their own priorities when it came to the Economic Development of St. Andrews. They also distinguished between targeting marketing towards businesses and customers.

Short term goals

- A. Target customers to come to St. Andrews as a destination (local and tourists)
- B. Target businesses to come to St. Andrews
- C. Use marketing and promotions strategies such as t-shirts and postcards
- D. Make a short survey to find out where customers are coming from
- E. Put directions to St. Andrews in local advertisements

Long term goals

- A. Re-implement Store-Front Grant program
- B. Provide Public Restrooms

Events & Promotions

Short term goals

- A. Keep up the good work
- B. Get a building to use for Event storage. Donations to the events committee have been generous and take up more room than they have. Commissioner Pilcher offered a portable storage building.

Long term goal – get a second big event. Several options were suggested such as a Car Show and Jazz Festival or some type of Fall Festival.

History

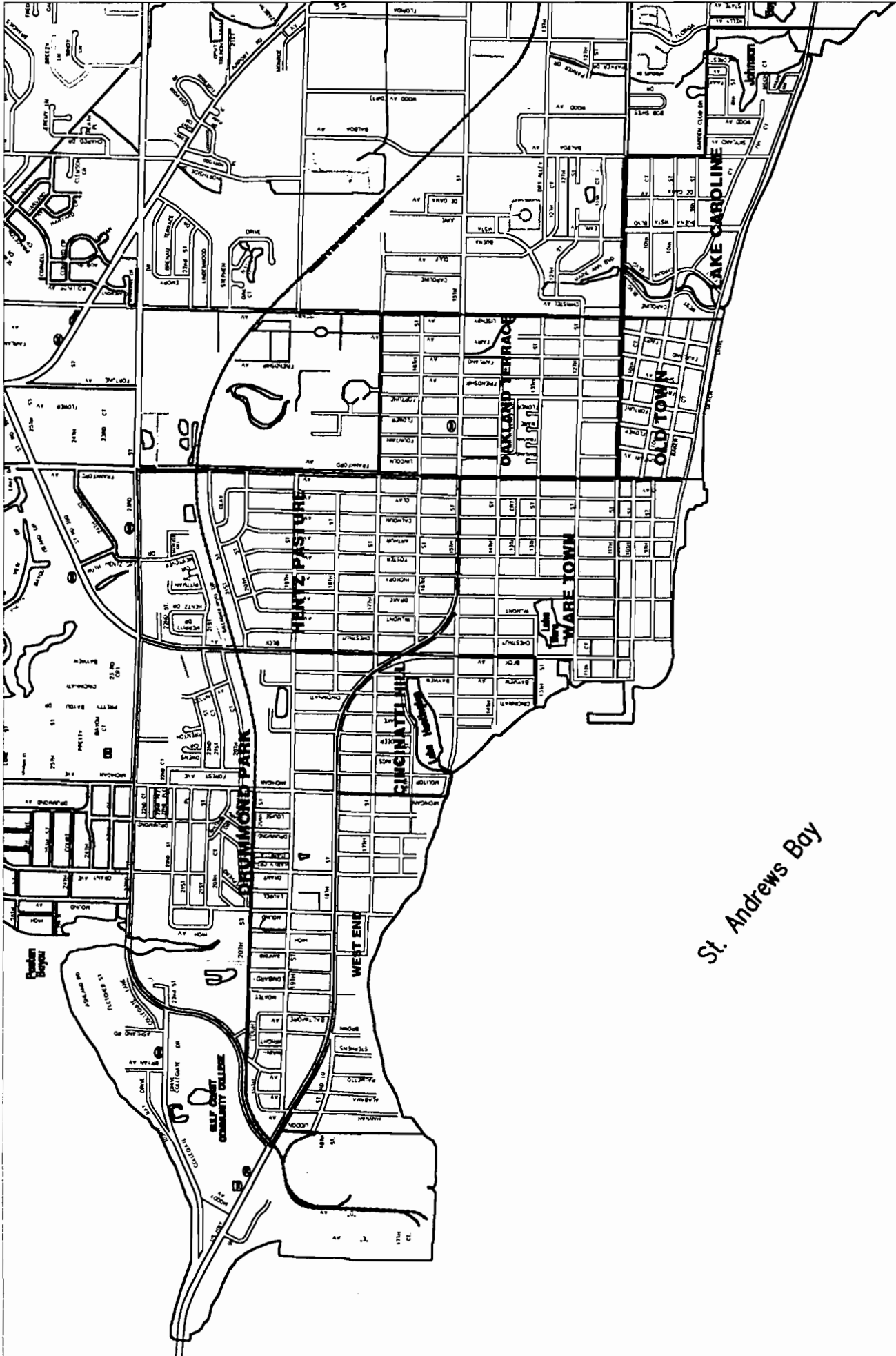
Short term goal – look for a place to have a museum

Additional item: Historic tour; a list of Historic homes to view during the Azalea trail

1.7 Conclusion

The hard work and outstanding effort of the citizens of St. Andrews in this process and in the community is paying off. One only need look at the list of items accomplished to see how far the community has come. The future looks good for St. Andrews.

NEIGHBORHOODS OF ST. ANDREWS



St. Andrews Bay