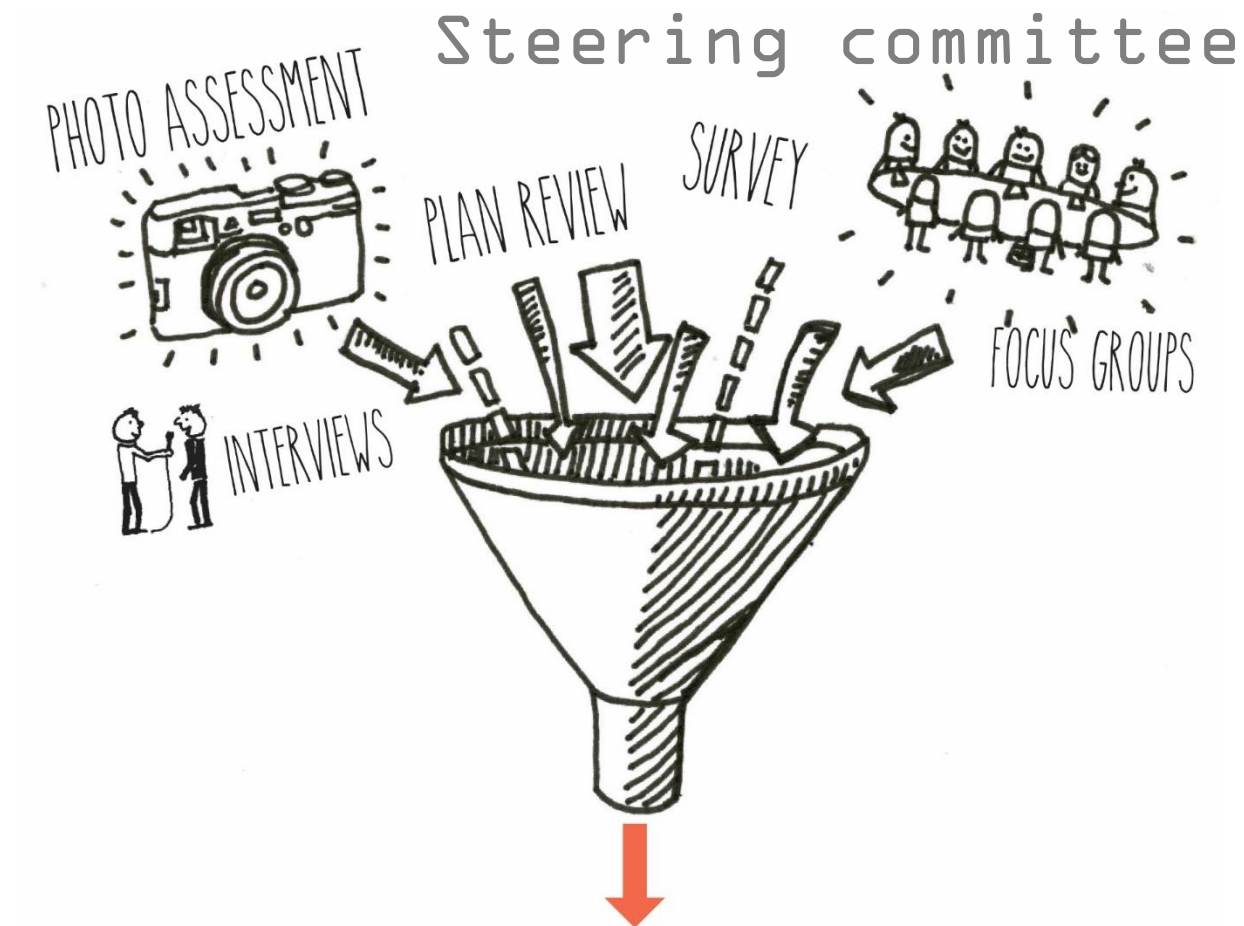


# DOWNTOWN **st. marys** STRATEGIC VISION & PLAN



# step 1: where we are



# plans reviewed

- ✓ CITY OF ST. MARYS STORM WATER MASTER PLAN, JUNE 2008
- ✓ ST. MARYS GATEWAY ENHANCEMENT PROJECT, AUGUST 2014
  - ✓ ST. MARYS, GA DESIGN GUIDELINES, AUGUST 2010
- ✓ ST. MARYS, GEORGIA FLOOD RESILIENCY PLAN DRAFT, AUGUST 2014
  - ✓ CAMDEN KINGS BAY JOINT LAND USE STUDY, MAY 2013
- ✓ CAMDEN COUNTY, CITY OF KINGSLAND, CITY OF ST. MARYS,  
& CITY OF WOODBINE JOINT COMPREHENSIVE PLAN, 2007

# plan review – key findings

- **HISTORIC CHARACTER:**

- HISTORIC ASSETS THREATENED BY FLOODING
- EDUCATE PROPERTY OWNERS ON HOW TO BEST PROTECT THEIR BUILDINGS
- REVISE CODES TO ALLOW FLOOD-PROOFING
- INCREASE AWARENESS OF HISTORIC RESOURCES AND PROPERTIES

- **GATEWAYS/STREETSCAPING:**

- GATEWAYS RECOMMENDED AT ST. MARYS ROAD AND HADDOCK ROAD, HWY 40
- IMPROVE TRANSPORTATION/PARKING
- ENCOURAGE WALKABILITY
- IMPLEMENT BIKING AND WALKING TRAILS

# plan review – key findings

- **ECONOMIC DEVELOPMENT:**

- BUILD ON ECOTOURISM DESTINATION, 40,000+ CUMBERLAND VISITORS
- MAINTAIN AND EXPAND WATERFRONT OPPORTUNITIES
- PROMOTE ST. MARYS AS AN ATTRACTIVE PLACE FOR BUSINESS DEVELOPMENT
- UPDATE ORDINANCES, ALLOW FOR MIXED-USE
- PROMOTE DESIGN GUIDELINES

# | photo assessment – key findings

## ▪ TOP ASSETS:

- THE WATERFRONT
- LIVE OAKS
- NATURAL ENVIRONMENT
- HISTORY
- ARCHITECTURE & TRADITIONAL DESIGN

## ▪ TOP ISSUES:

- STREETSCAPING: ST MARYS & OSBORNE STREETS
- COMMERCIAL BUILDING MAINTENANCE
- GATEWAYS: OSBORNE STREET
- GENERAL CLEAN UP & BEAUTIFICATION

# 17 focus groups + OVER 21 interviews

- CITY COUNCIL MEMBERS
- CITY OF ST. MARYS MANAGEMENT TEAM
- HISTORIC PRESERVATION COMMISSION
- CONVENTION AND VISITORS BUREAU AUTHORITY
- DOWNTOWN DEVELOPMENT AUTHORITY
- CAMDEN COUNTY JOINT DEVELOPMENT AUTHORITY
- DAVE SOUTHERN AND CAMDEN ROUNDTABLE
- STEERING COMMITTEE APPLICANTS
- LONGTIME RESIDENTS FORUM GROUP
- DOWNTOWN CHURCHES
- EXPRESS SCRIPTS
- SUBMARINE MUSEUM BOARD
- THE CAMDEN PARTNERSHIP BOARD
- DOWNTOWN BUSINESSES AND WATERFRONT
- RESIDENTS FROM OUTSIDE OF DOWNTOWN
- BUILDERS/DEVELOPERS/REALTORS



**what  
we heard**

# downtown assets

- WATERFRONT IS THE COMMUNITY'S MOST PRECIOUS RESOURCE
- NPS FERRY TO CUMBERLAND IS A KEY ECONOMIC ASSET
- HOWARD GILMAN MEMORIAL WATERFRONT PARK IS THE FAVORITE PLACE
- ST. MARYS' HISTORY IS MAJOR ASSET
- LIVE OAKS ARE A COMMUNITY FAVORITE
- SAFE SMALL TOWN ATMOSPHERE
- GREAT PLACE TO RAISE A FAMILY
- EXCELLENT SCHOOLS
- PEDESTRIAN, BICYCLE, GOLF CART, & OTHER MOBILITY OPTIONS
- FESTIVALS & EVENTS THAT MAKE DOWNTOWN A LOCAL DESTINATION

# downtown issues

- CAPITALIZE ON CUMBERLAND VISITORS
- IMPROVE GATEWAY EXPERIENCES
- MORE VARIETY OF DINING & ENTERTAINMENT OPTIONS
- STREETCAPING IMPROVEMENTS ON ST. MARYS & OSBORNE STREETS
- MORE OPTIONS FOR LOCALS DOWNTOWN
- EASE RESTRICTIONS, INCENTIVIZE NEW BUSINESSES, & ATTRACT JOBS
- IMPROVE BUILDING MAINTENANCE & THE MARINA
- OPTIONS FOR CHILDREN AND MILLENNIALS

# community input: today



# community input: 10-15 years



# community survey – key findings

- 1,653 SURVEYS WERE SUBMITTED
- 994 RESPONDENTS IDENTIFIED AS RESIDENTS
- 87% WHITE
- MOST COMMON INCOME RANGES FROM \$50,000 TO \$150,000
- THE WATERFRONT IS COMMUNITY'S "FAVORITE THING"
- HISTORY, POTENTIAL, SMALL-TOWN CHARM, & ACCESSIBILITY
- 81.8% DRIVE DOWNTOWN, 7% WALK, 4.1% USE A GOLF CART
- MORE BUSINESS, DINING, LODGING, TRANSPORTATION, MARINA, & ENTERTAINMENT OPTIONS WOULD BRING MORE PEOPLE DOWNTOWN
- FERNANDINA IS FAVORITE DOWNTOWN TO VISIT
- SAVANNAH, ST. AUGUSTINE, & CHARLESTON ALSO POPULAR

# community survey – key findings

- **90% OF PARTICIPANTS HAD A POSITIVE OPINION OF DOWNTOWN.**

- BEAUTIFUL, PEACEFUL WATERFRONT
- THE WATERFRONT PARK
- SMALL TOWN ATMOSPHERE
- RESTAURANTS & RETAIL OPTIONS
- WALKABILITY & ACCESSIBILITY

**THOSE WITH A NEGATIVE OPINION OF DOWNTOWN DON'T LIKE:**

- LACK OF RETAIL & DINING OPTIONS/EARLY CLOSING HOURS
- ABSENCE OF AN ATTRACTION
- NEED FOR BETTER USES ON THE WATERFRONT
- UNATTRACTIVE STREETSAPES & GATEWAYS
- UNMAINTAINED/VACANT BUILDINGS

# community survey: today



# community survey: 10-15 years



# | top issues

## CAPITALIZE ON EXISTING TOURISM

- CUMBERLAND ISLAND
- BUILD ON ECOTOURISM & HERITAGE TOURISM
  - DISCOVERY CENTER
- WEDDINGS
- BOATING

## CONTINUE TO GROW A DESTINATION

- VARIETY OF RETAIL AND DINING OPTIONS
- CREATE ART AND ENTERTAINMENT FOR LOCALS/VISITORS
- ATTRACT MILITARY FAMILIES
- INCENTIVIZE BUSINESS DEVELOPMENT

## IMPROVEMENTS

- VACANT BUILDINGS IMPROVEMENTS
- GILAM WATERFRONT RESTROOM IMPROVEMENTS
- TRASH DUMPSTERS AND INDIVIDUAL CONTAINER IMPROVEMENTS
- MARINA IMPROVEMENTS

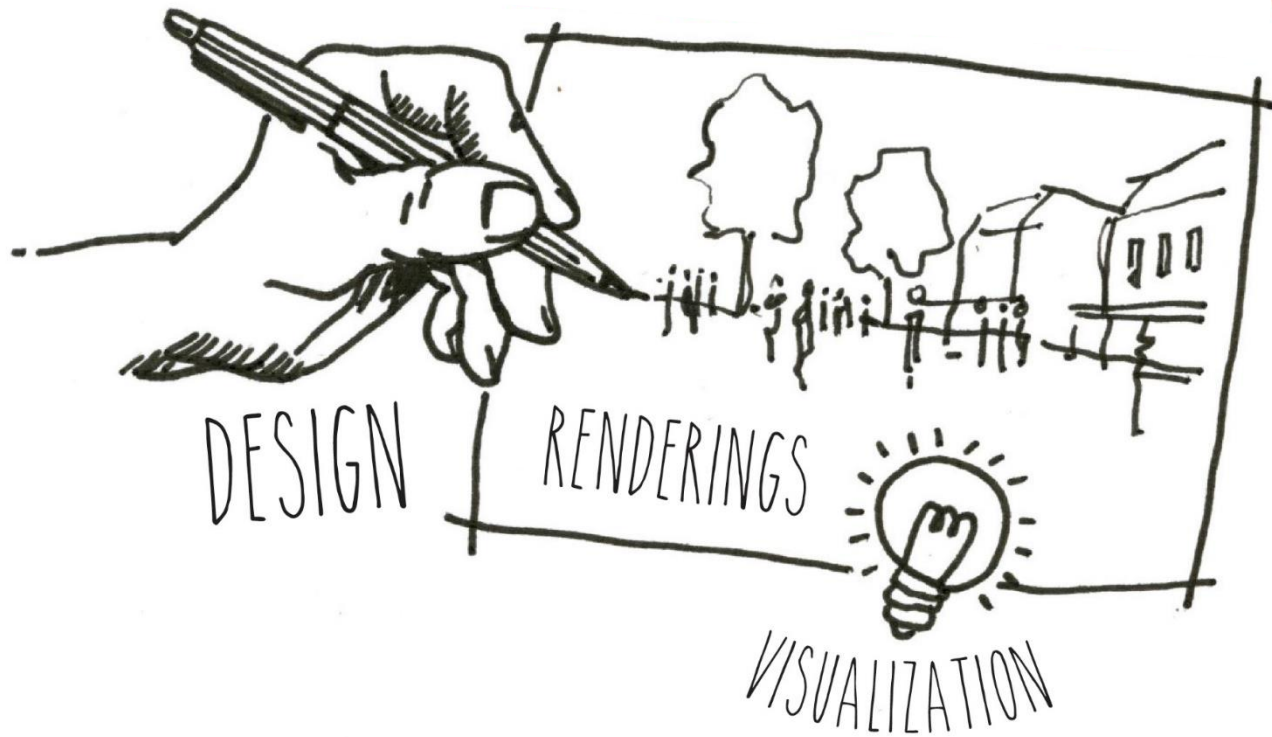
## GREATER CONNECTIVITY

- PEDESTRIANS, BIKES, AND GOLF CARTS

## STREETSCAPING

- ST. MARYS STREET
  - SHORT-TERM AND LONG-TERM
- OSBORNE STREET AS DOWNTOWN GATEWAYS
  - CENTER MEDIAN FROM RAILROAD TRACKS TO WATER

# step 2: where are we going?



# capitalize on existing tourism

- CUMBERLAND ISLAND
- BUILD ON ECOTOURISM AND HERITAGE TOURISM
  - DISCOVERY CENTER
- WEDDINGS
- BOATING



# capitalize on **existing tourism**

Downtown Ambassadors, Downtown Fish Market, Public Showers for Ferry-goers, Sunset Dinner and Marsh Cruises, Fernandina Ferry, Fishing Pleasure Cruise, Bikes on the Ferry, St. Marys Bike Race, Golf Cart Rentals and Charging Station, Ecotourism Package, Tourist Fact Sheet, Fun Photo Cutouts for Families, Carriage Rides, Outdoor Destination, Southernmost City, Wedding Destination, Tall Ship Festival, St. Marys Founder's Trail, Snowbird Marketing, Founder's Day Event, Orange Hall Wedding Venue, Riverview Centennial, Downtown Golf Cart Taxi



CUMBERLAND ISLAND VISITORS  
DOWNTOWN AMBASSADORS – BEFORE

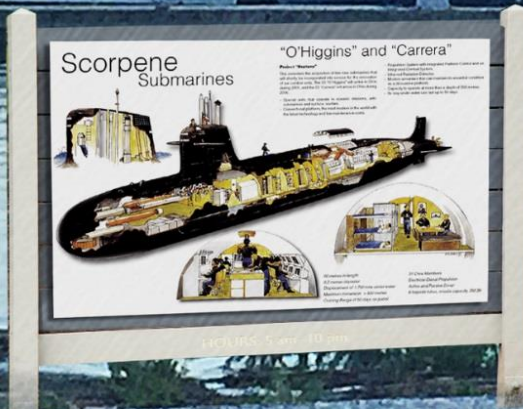


CUMBERLAND ISLAND VISITORS  
DOWNTOWN AMBASSADORS – AFTER

CHARACTER “CUT-OUTS”  
PROVIDE FUN PHOTOS



# SUBMARINE IN WATER & EDUCATIONAL SIGNAGE



BEFORE



AFTER



BEFORE



AFTER



WELCOME TO THE  
PARK  
COME WITH A SMILE  
BE FRIENDLY  
WATCH YOUR LANGUAGE  
THE FOUNTAIN IS NOT  
YOUR SWIMMING POOL  
HELP KEEP THE PARK CLEAN  
SORRY NO SKATEBOARDING  
OR ROLLER BLADING  
PLEASE WALK YOUR BICYCLE



WELCOME TO THE  
PARK

COME WITH A SMILE

BE FRIENDLY

WATCH YOUR LANGUAGE

THE FOUNTAIN IS NOT  
YOUR SWIMMING POOL

HELP KEEP THE PARK CLEAN

SORRY NO SKATEBOARDING  
OR ROLLER BLADING

PLEASE WALK YOUR BICYCLE

BEFORE



AFTER



# HISTORIC DOWNTOWN ST. MARYS

FOUNDERS WALK  
ST. MARYS HISTORIC DISTRICT

## founders walk

### POINTS OF INTEREST:

1. ST. MARYS HISTORY WALK
2. OAK GROVE CEMETERY
3. WEED STREET LIVE OAKS
4. HISTORIC CHRIST EPISCOPAL CHURCH
5. ORANGE HALL HOUSE MUSEUM
6. WASHINGTON PUMP & OAK
7. FIRST PRESBYTERIAN CHURCH
8. HISTORIC METHODIST CHURCH
9. ARCHIBALD CLARK HOUSE
10. STERLING'S GROCERY
11. BURNS HOUSE
12. HISTORIC CATHOLIC CHAPEL
13. NATIONAL PARK SERVICE  
HISTORY MUSEUM
14. RIVERVIEW HOTEL
15. HISTORIC WATERFRONT
16. HOWARD GILMAN MEMORIAL  
WATERFRONT PARK

3000'



BEFORE



AFTER



BEFORE





AFTER,  
WITH MARSH VIEWING DECK & DISCOVERY CENTER

# WEDDING & SPECIAL EVENTS GUIDE



HISTORIC ST. MARYS, GEORGIA | WEDDING & EVENT LISTING

## VENUES

BORTH CREEK LANDING  
CAMDEN COUNTY COURTHOUSE  
CLUBS OF KINGS BAY / NAVAL BASE  
CUMBERLAND ISLAND NATIONAL SEASHORE  
CROOKED RIVER STATE PARK  
GOODBRAD HOUSE  
GREYFIELD INN, CUMBERLAND ISLAND  
ORANGE HALL  
OSBORN COURT  
R VET LEW HOTEL  
SPENCER HOUSE INN  
ST. MARY'S WATERFRONT PARK  
HISTORIC ABBEY RUINS

## HISTORIC CHURCHES

FIRST PRESBYTERIAN CHURCH  
CHRIST EPISCOPAL CHURCH  
ST. MARY'S UNITED METHODIST CHURCH  
OLD LADY OF THE SEA CATHOLIC CHAPEL

## ACCOMMODATIONS

EMMA'S COACHE HOUSE  
GOODBRAD HOUSE, RENTALS & BREAKFAST  
SPENCER HOUSE, INN & BREAKFAST  
R VET LEW HOTEL  
CUMBERLAND ISLAND INN & SUITES  
GREYFIELD INN

## FLORISTS

DONINI'S FLORIST  
ST. MARYS FLORETT  
KINGS BAY FLORIST

## CAKES

SWEET TEMPTATIONS CAKERY  
SWEETS & CO.

## CATERERS

CREAT VEC CATERING  
CAPTAIN SEACRE'S  
PLAN IT FINE FOODS  
SONNY'S BBQ  
ST. MARYS SEAFOOD & MORE

## DISC JOCKEYS

DJ CONNECTION  
"TOTAL ENTERTAINMENT GROUP"

## RENTALS

JUST PERFECT INNOVATIVE EVENTS  
CAMDEN PARTY RENTALS  
RENT ALL PARTY CENTER  
BLANCH LEW INN RENTALS



WWW.VISITSTMARYS.COM



## PHOTOGRAPHERS

ALISSA'S MASTERPIECE PHOTOGRAPHY  
HORNBACK STUDIOS PHOTOGRAPHY  
MARK V PHOTOGRAPHY  
ROGER GRAY PHOTOGRAPHY  
CREATIVE EXPRESSIONS  
IMAGES BY ERIE  
JAMES BRYANT PHOTOGRAPHY  
STACY KIRKMAN PHOTOGRAPHY  
THEY'S PHOTOGRAPHY  
THISTLE PHOTOGRAPHY

## EVENT PLANNERS

JULIE PIERCE INNOVATIVE EVENTS  
EVENTS BY ROBIN

## CARRIAGE RIDES / LIMO

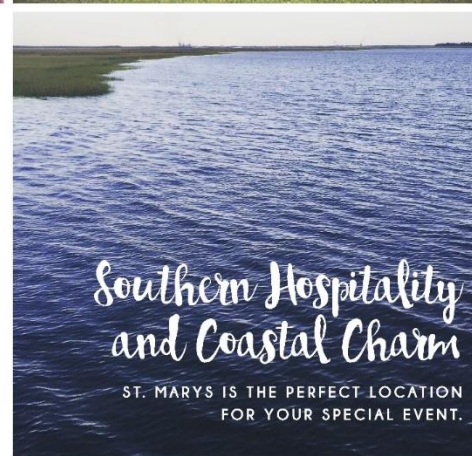
MICHELLE HOUSINI  
SOUTHERN STYLE LIMO SERVICE  
VICTORIA CARRIAGES

## MARRIAGES PERFORMED BY

THE AGENT WEDDING CAPTAIN  
BARBARA BYAN, NON-DECOM NATIONAL  
WEDDING CHAPEL

## MARRIAGE LICENSES

FOR INFORMATION ON MARRIAGE  
LICENSE REQUIREMENTS, CONTACT THE  
CAMDEN COUNTY PROBATE COURT AT  
(912) 576-3785.



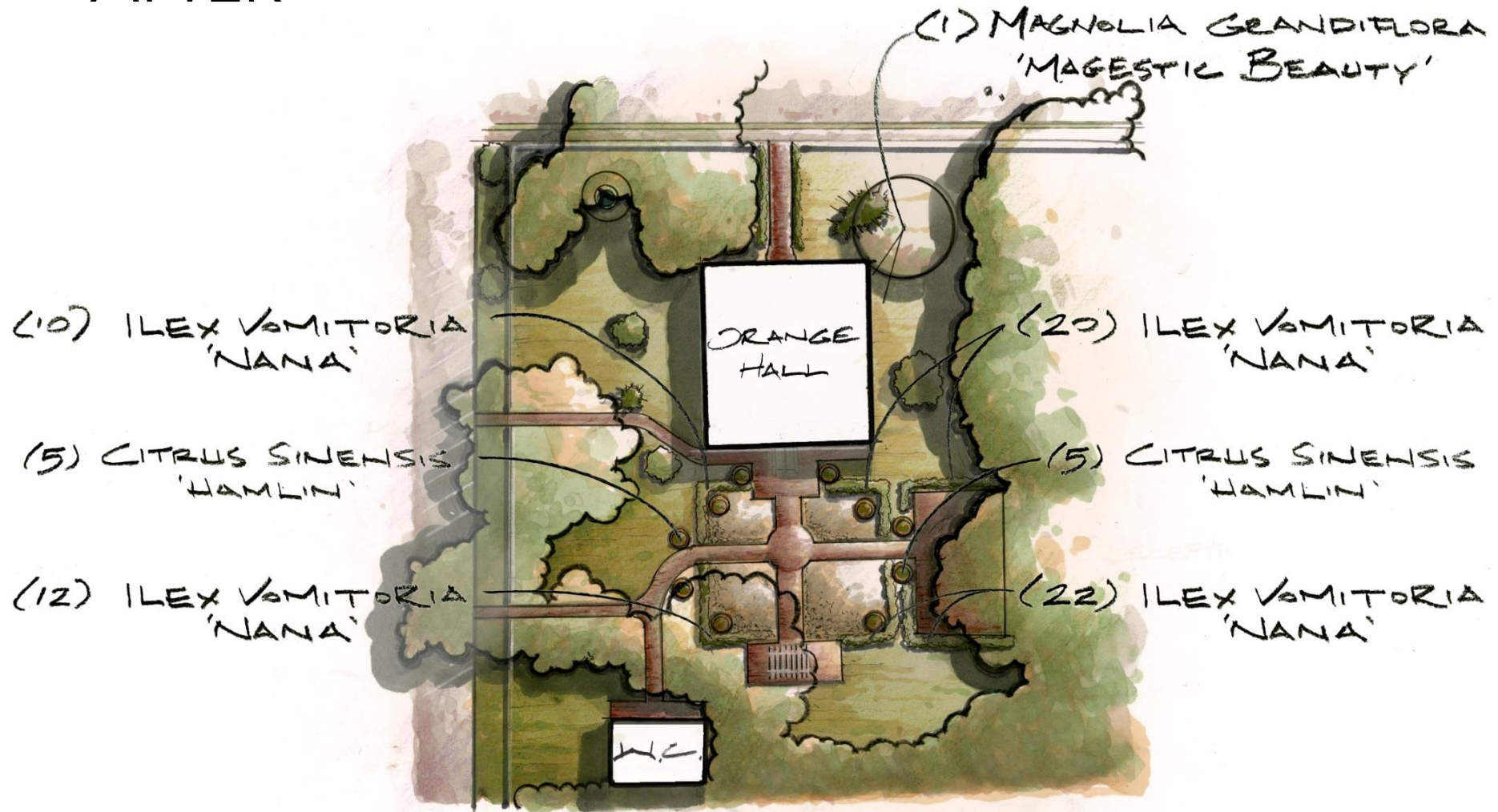
ST. MARYS CONVENTION & VISITORS BUREAU PROVIDES THIS INFORMATION AS A SERVICE TO THE PUBLIC AND ASSUMES NO RESPONSIBILITY FOR CONTRACTS, EITHER VERBAL OR WRITTEN BETWEEN INDIVIDUALS AND THE LISTED VENDORS.

ST. MARYS CONVENTION & VISITORS BUREAU  
400 OSBORNE STREET | ST. MARYS, GEORGIA 31558  
(912) 882-4000 / (800) 868-8687  
WWW.VISITSTMARYS.COM OR INFO@STMARYSWELCOME.COM



BEFORE

# AFTER





BEFORE



AFTER



BEFORE



AFTER

# growing a destination

- VARIETY OF RETAIL & DINING OPTIONS
- CREATE ART AND ENTERTAINMENT FOR LOCALS/VISITORS
- ATTRACT MILITARY FAMILIES
- INCENTIVIZE BUSINESS DEVELOPMENT



# Growing **a destination**

Walking School Bus, Restaurant Week, Art and Wine Walk, Movie Night in the Park, Food Truck Park, Live Music at Events, Expand the Farmers Market, Fleet Week, Create a First Friday Event, Shop Downtown Campaign, Promoting the Arts, Waterfront Programming, Signage by Camden County High School, Interpreting History, Living History Events, Yoga in the Park, Prom Photos in the Park





BEFORE



AFTER



OUTDOOR MARKET-BEFORE



OUTDOOR MARKET-AFTER



BEFORE, PROPERTY ACROSS FROM CAMDEN COUNTY HIGH



AFTER, PROPERTY ACROSS FROM CAMDEN COUNTY HIGH  
SHEILA MEADOWS, MAGNOLIA REALTY HAS ACCESS TO PROPERTY



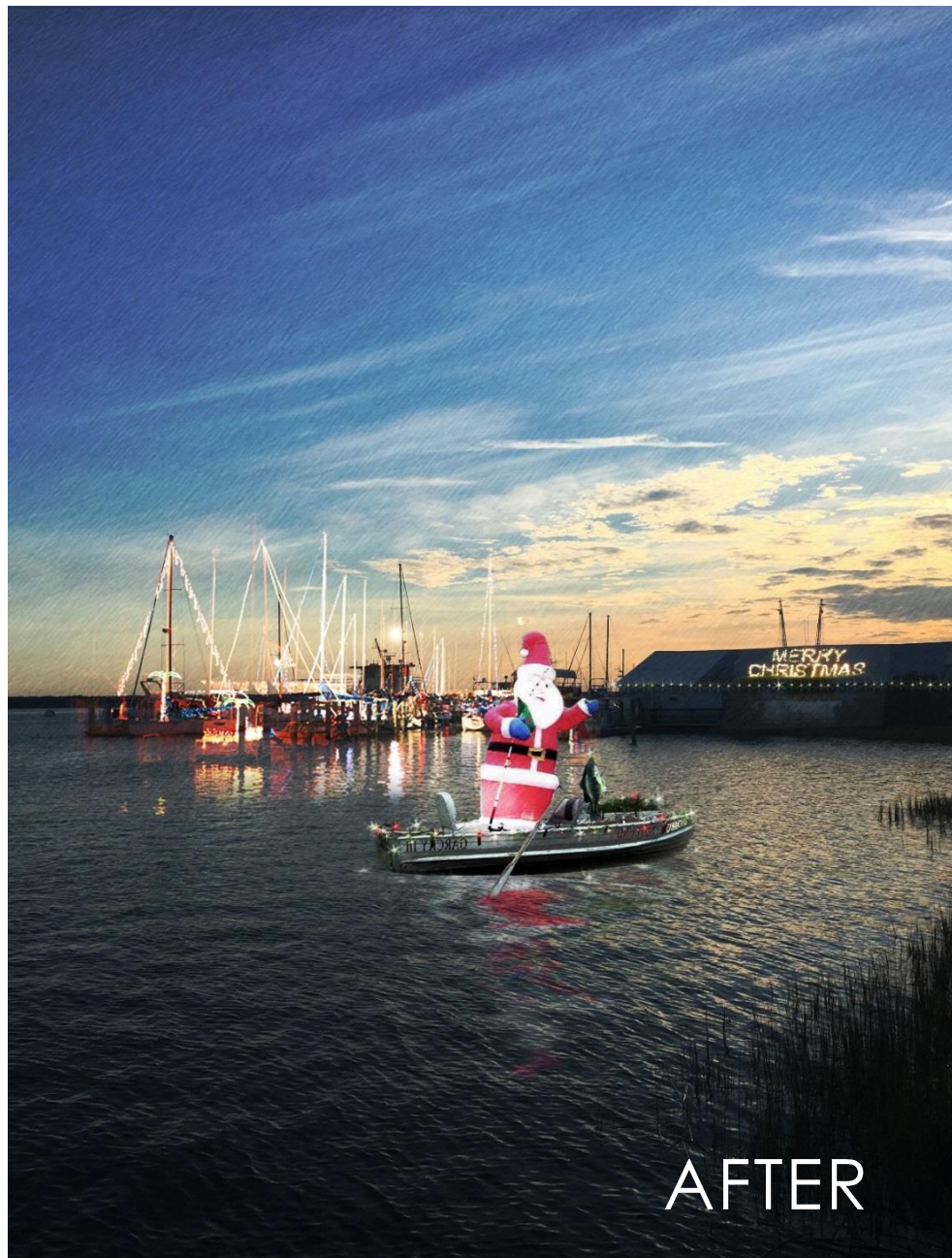
BEFORE



AFTER



BEFORE



AFTER



TEMPORARY USE FOR EMPTY LOT-BEFORE



TEMPORARY USE FOR EMPTY LOT-AFTER

# improvements

- VACANT BUILDINGS
- GILAM WATERFRONT RESTROOMS
- TRASH DUMPSTERS & INDIVIDUAL CONTAINERS
- MARINA

Downtown Splash Pad, Downtown Service Memorial, Themed Trashcans, Beautification, Live Oak Replanting Program, Reduce Street Flooding, Rain Gardens, Redirect Water from Rooftops, Increase Tree Cover, Protect Undeveloped Areas,



BEFORE



AFTER

# SPLASH PAD - BEFORE



## SPLASH PAD - AFTER





BEFORE



NAUTICAL-THEME  
PAINTED DUMPSTERS



BEFORE



AFTER



BEFORE



National Park Service  
U.S. Department of the Interior

**Cumberland Island  
National Seashore**

**Visitor Parking**  
No Overnight Camping  
No Dumping  
No Digging  
Please Lock Vehicles and Secure All Valuables  
[www.nps.gov/cuis](http://www.nps.gov/cuis)

Welcome to Historic St. Marys

AFTER



# Greater **connectivity**

Marsh Walk, Bike Paths, Bike-friendly Streets, , Gateway Enhancements, Golf Carts, Streetscaping Improvements, Use Permeable Pavers for Parking, Dance Step Sidewalks, St. Marys Street Improvements, Parklets, Osborne Street Improvements



#### POINTS OF INTEREST

1. NPS CUMBERLAND ISLAND FERRY TERMINAL
2. LANG'S MARINA
3. THE PEACEMAKER  
ST. MARYS INTRACOASTAL GATEWAY PROPERTY
4. BRYANT STREET
5. ST. MARYS WEED STREET PROPERTY
6. DILLINGHAM STREET
7. ALEXANDER STREET PARKLET
8. CHURCH STREET PARKLET
9. HALL STREET
10. NORTH RIVER BOAT RAMP
11. DURANGO PAPER MILL SITE
12. ST. MARYS LITTLE THEATRE/ST. MARYS RAILROAD
13. ST. MARYS AQUATIC CENTER  
TOMMY CASEY MEMORIAL DOG PARK
14. MARSH ARBORS REDEVELOPMENT SITE
15. HALL STREET/SENIOR CARE ST. MARYS
16. ALEXANDER STREET PARKLET
17. MARSH LANE PARKLET
18. SEMINOLE AVENUE
19. HISTORY WALK/OAK GROVE CEMETERY
20. HOWARD GILMAN MEMORIAL WATERFRONT PARK
21. ST. MARYS CITY BOAT RAMP

# marsh walk



BEFORE



AFTER





BEFORE

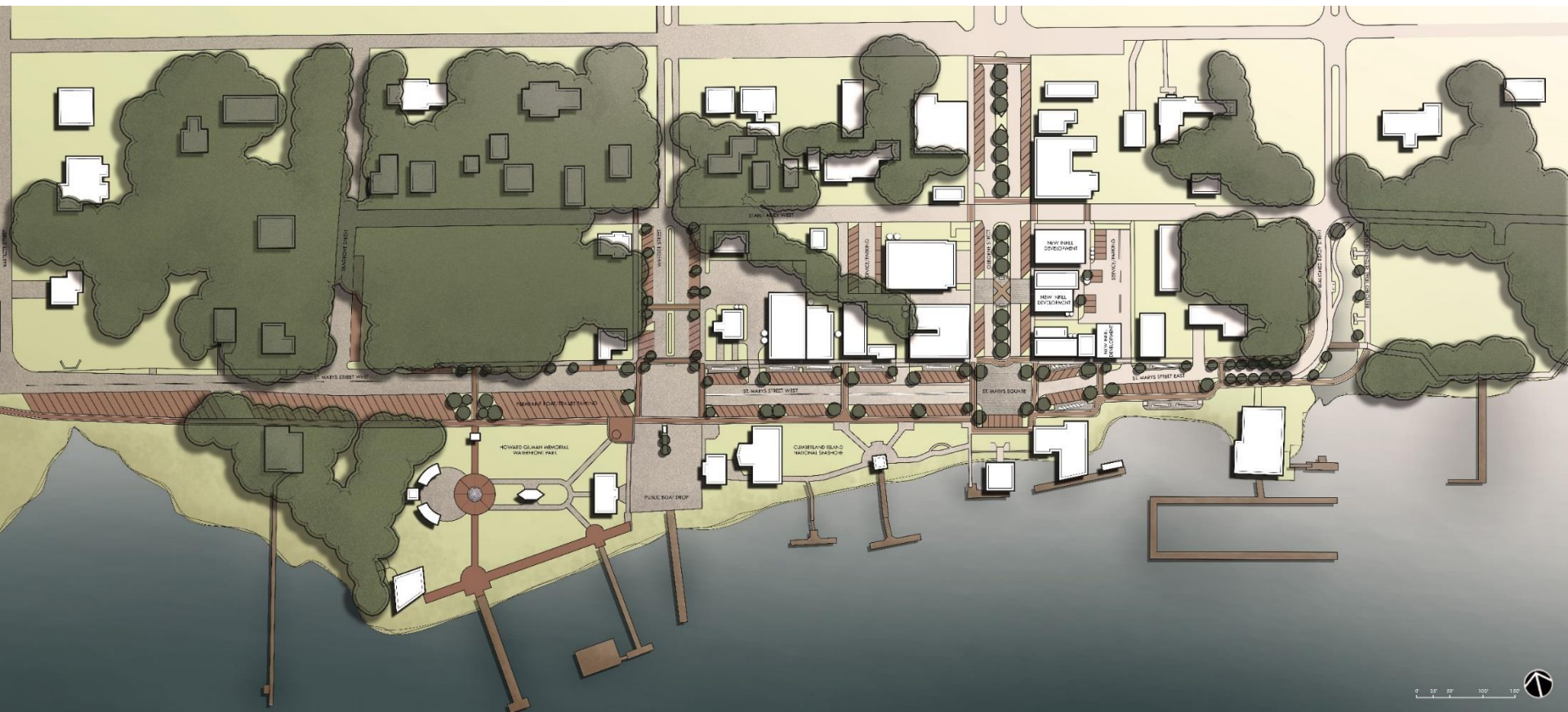


AFTER

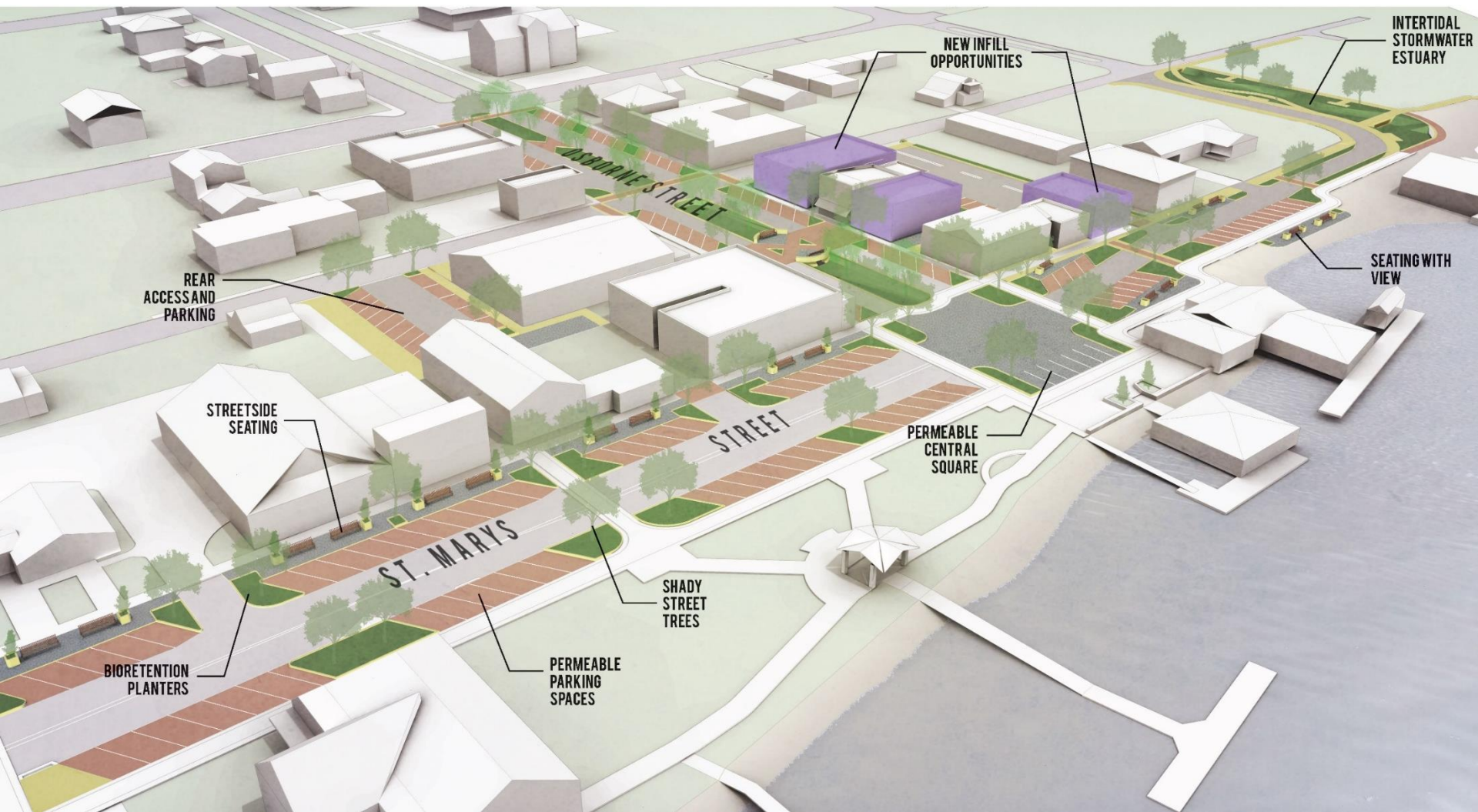
# streetscaping

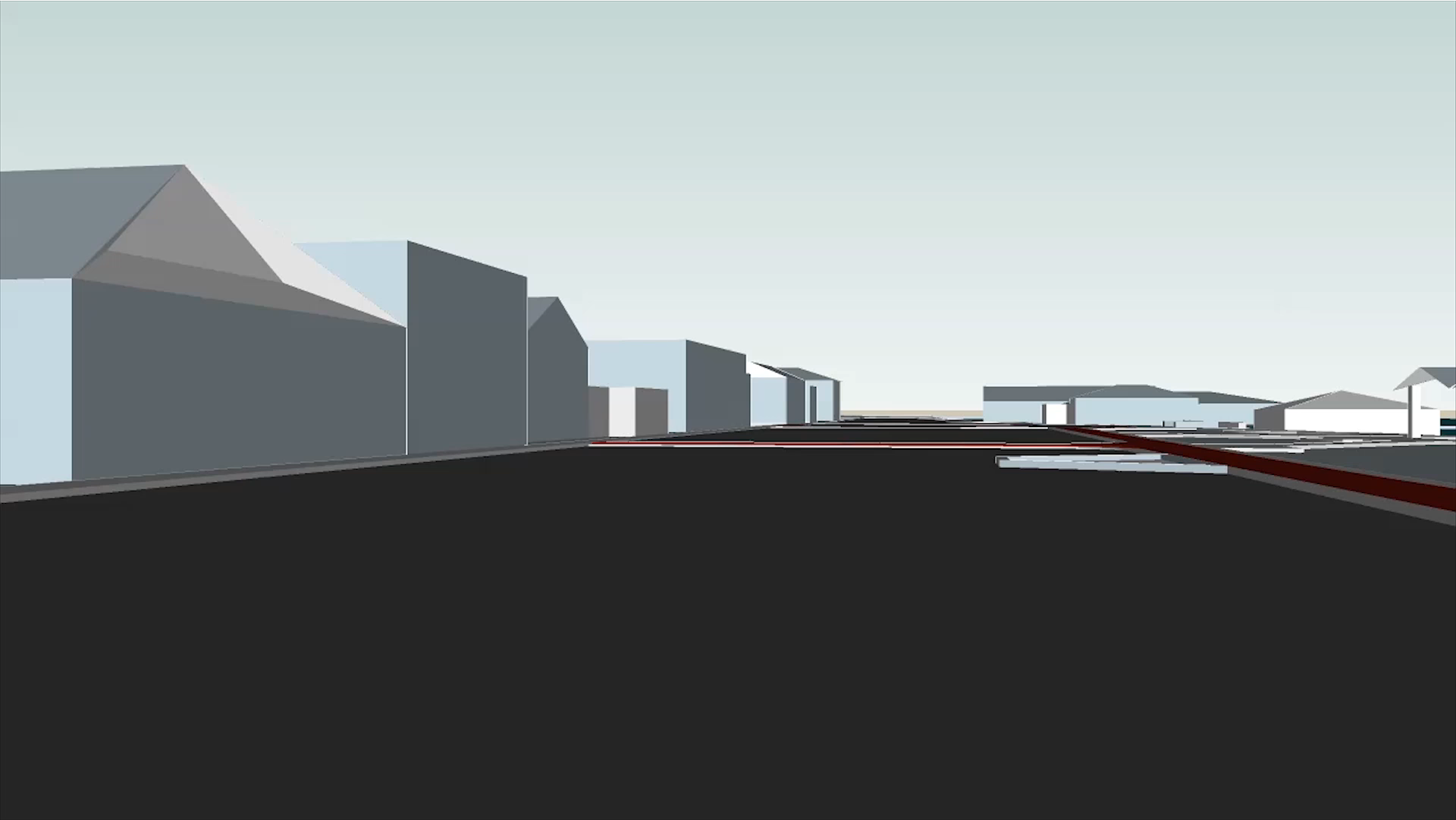
- ST. MARYS STREET
  - SHORT-TERM & LONG-TERM
- OSBORNE STREET AS DOWNTOWN GATEWAYS
  - CENTER MEDIAN FROM RAILROAD TRACKS TO ELEMENTARY SCHOOL

# streetscaping: st. marys street



# streetscaping: st. marys street







BEFORE



AFTER



BEFORE



AFTER

# INTERTIDAL STORMWATER ESTUARY

## PLAN VIEW

Using a weir structure, this feature can retain stormwater, creating a wetland pond that provides an attractive park space with seating alongside both of its banks. In extreme rain events, the weir can allow overflow into the St. Marys River. Conversely, during an extreme high tide event, that same weir can allow tidewater to penetrate and overflow into this estuary.

While creating a beautiful new public space and incorporating eco-friendly practices into the fabric of downtown, the space also serves as an important habitat for amphibians and migrating birds.





# INTERTIDAL STORMWATER ESTUARY

AFTER



BEFORE



AFTER

BEFORE



AFTER



BEFORE



AFTER



LANG'S MARINA  
ST. MARYS STREET,  
BEFORE



LANG'S MARINA  
ST. MARYS STREET,  
AFTER





BEFORE



AFTER

[illegible]



OSBORNE GATEWAY-BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER

A large, abstract teal brushstroke graphic is located in the top left corner of the slide, partially overlapping the title text.

# ECONOMIC DEVELOPMENT **work program**

Recruit Downtown Restaurants, Downtown Living Options, Downtown Hotel Succession Plan, Procedure Review, Tax Incentives, Incubator Space, Create Upper-Story Housing Incentives, Small Business Development, Temporary Signage, Lot Size Reduction for Infill, Local Businesses in Homes, Waterfront Brewery, Blight Tax, Marina Improvements



BEFORE, PATIO AND POOL AREA



AFTER, PATIO AND POOL AREA

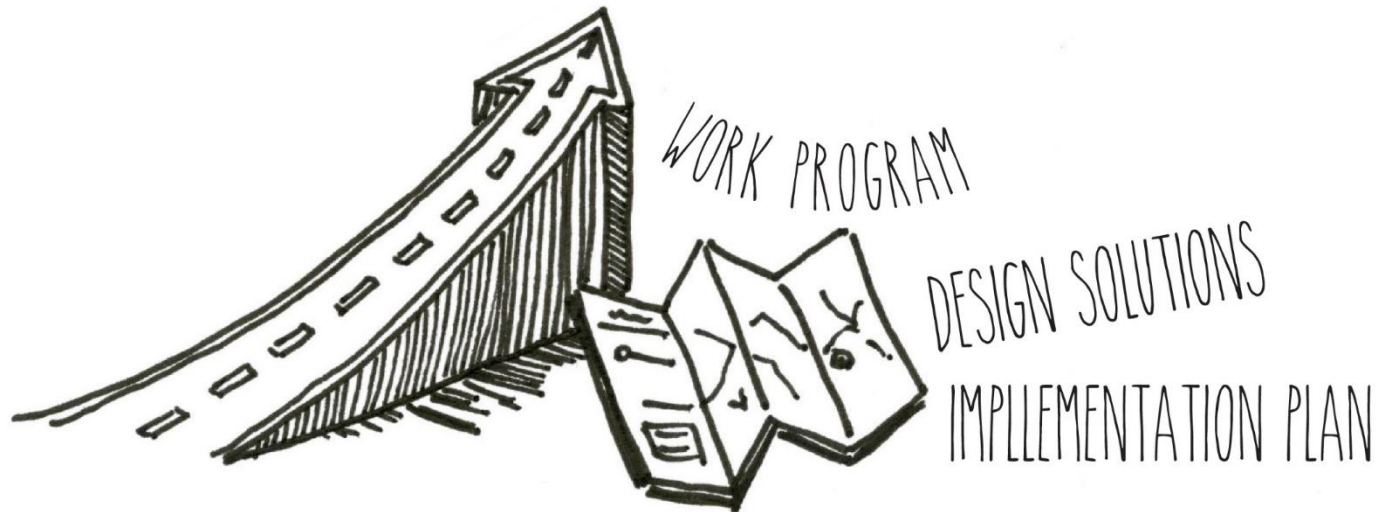
PLAN VIEW  
RIVERVIEW HOTEL  
& CONFERENCE CENTER



# step 3: how do we get there?

WORK PROGRAM & ACTION ITEMS:

- SHORT-TERM SOLUTIONS
- LONG-TERM GOALS





# ST. MARYS action plan

## ORGANIZATION

- REVISE FOOD TRUCK ORDINANCE
- HIRE EVENT PLANNER /CITY/CVB

## PROMOTION

- BIKE EVENT: THREE RIVERS RIDE
- MOUNTED/STREAMING TOURIST CAMERA
- KIDS' PHOTO OP
- SPLASH PARK
- PROM EVENT AT THE PARK

## DESIGN

- AQUATIC CENTER TRAIL
- TABBY TRAIL
- TURTLE STENCILS
- OSBORNE & ST. MARYS STREET

## ECONOMIC DEVELOPMENT

- DISCOVERY CENTER
- GOOGLE WORKSHOP
- VINTAGE MARKET

# Questions