

Cultural Heritage Tourism District 2nd Quarterly Report

September 27, 2013

**Prepared by: Design Arts Studio for the Panama City Downtown North CRA**



**Introduction**

On June 1, 2013, Panama City Downtown North Community Redevelopment Agency (DTNCRA) and Design Arts Studio (DAS) entered into a contract for the completion of a feasibility study, master implementation plan, and a replicable community model for a Cultural Heritage Tourism District within the DTNCRA. This quarterly report documents the progress of the project from commencement to date and the activities undertaken by DAS from July 30, 2013 to September 27, 2013. Per the work plan included in the contract, the DAS team completed Phase 1 (Data Collection), Phase 2 (Community Outreach), Phase 3 (Establishing Partnerships), Phase 4 (Project Design) and is nearing completion of Phase 5 (Community Feedback). This Report includes information for Phases 3 through 5.

**Phase III: Establishing Partnerships**

Activity	Action taken
<p><b>Identification of partnerships</b></p>	<ul style="list-style-type: none"> <li>• Gulf Coast Community College contact with Assistant Professor Jason Wentzel and Peter Brennan. Both have attended meetings.</li> <li>• Bay Medical – Focus Group meeting on July 17, 2013</li> <li>• African American Chamber of Commerce – Mr. Eugene Franklin attended both community meetings and has been a project advisor</li> <li>• Florida African American Heritage Preservation Network – Ms. Altamese Barnes</li> <li>• Local tourism and chamber of commerce organizations – Focus Group on July 17, 2013</li> <li>• Panama City Metropolitan Planning Organization – contact with Mr. Jordan Rockwell, Christy Johnson, and Gary Kramer August – Mid September</li> <li>• City of Panama City Planning Department met with Mr. Mike Lane on July 17, 2013 and September 23, 2013.</li> <li>• Bay County Engineering contact made with Mr. Keith Bryant regarding multi modal plan on Sept. 24, 2013.</li> </ul>
<p><b>Funding Sources</b></p>	<ul style="list-style-type: none"> <li>• The team has conducted research in four main funding areas: 1) parks and recreation; 2) Transportation; 3) Community Development/Redevelopment and 4) Arts/Culture. The main intent is to develop a listing of available grants that could be leveraged in combination with City funds.</li> </ul>
<p><b>Meetings with City Partners</b></p>	<ul style="list-style-type: none"> <li>• Met with City of Panama City Planning Director Mike Lane on July 17 and on September 23, 2013</li> <li>• In process of scheduling and preparing for CRA workshop for October (pending CRA staff)</li> <li>• In process of scheduling meeting with Cty and County Planning and Engineering staff, MPP staff (pending CRA staff)</li> </ul>



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Phase three of the project involved several key activities. During this portion of the project the team has established and documented public and private partnerships such as collaboration with Bay schools, civic, governmental and private parties including the National Black Chamber of Commerce.

Additional focus group meetings were held during this phase of the project as well as follows:

- Bay Historical society, historic churches, history professors at Gulf Coast State College on August 5;
- Family of God Baptist Church Youth Contingent on August 14; and
- African American Cultural Center Board and the Glenwood Working Partnership on August 15.

The details of each focus group and their findings are included in the second community involvement report that was submitted to the DTNCRA and attached as an appendix to this document. Some photographs from the focus groups are included on the following page.

In addition, per section A.4 of the contract, the team has met with commercial real estate experts to identify appropriate commercial, mix-use, and residential development for the District. The team has also discussed the conceptual plan presented at the open house meeting with commercial real estate professionals for evaluation. Three meetings have been conducted thus far with Mr. Steve Counts and Mr. Carl McAllen of president of Counts Real Estate, Mr. Brian Hinton of Site Selection Real Estate, and Mr. John Shook. Also, the team has been in contact with Professor Peter Brennan of Gulf Coast Community College via email and he attended the August 5, 2013 history focus group meeting.



GWP and African American Cultural Center Board Focus Group



GWP and African American Cultural Center Board Focus Group



Youth Focus Group



Youth Focus Group



History Focus Group



History Focus Group

#### Phase IV: Project Design (August 15 – September 12)

Activity	Action taken
<b>Conceptual urban design</b>	<ul style="list-style-type: none"> <li>The conceptual urban design has been developed for the District including three conceptual architectural design sketches that can be used as a basis for the development of design standards in the future</li> </ul>
<b>Conceptual land use scenario</b>	<ul style="list-style-type: none"> <li>The conceptual land use scenario has been developed and includes the development of an Overlay District.</li> </ul>
<b>Collate inputs from stakeholders</b>	<ul style="list-style-type: none"> <li>Held 2<sup>nd</sup> Community Meeting on August 29, 2013</li> <li>Scheduled and developed agenda/format for the November 16, 2013 project kick off event</li> <li>Sent out Survey Monkey survey to approximately 100 resident, meeting attendees, and committee members on September 25, 2006.</li> </ul>

Phase IV of the project has consisted primarily of urban design and land use planning work. The conceptual urban design plan, land use scenario plan, and conceptual sketchings are were submitted to the CRA prior to the second community meeting and are posted on the project's website. The conceptual urban design and land use scenario is based entirely on the public involvement results received in the previous project phases. In addition the conceptual urban design and the land use scenario have been developed in order to accomplish the following contract objectives:



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- Identify the appropriate mix of housing, retail, and open space particularly tailored to the historic, artistic, and cultural venues proposed at any site.
- Identify the feasibility of a variety of affordable live/work accommodations needed by artists that are sufficiently capitalized to ensure sustainability
- Create a mixed use DTN Town Center upon the existing Glenwood Community Center that serves as focal point
- Leverage A E Cultural Center, A. D. Harris and other venues
- Build on relationships with Downtown, Milleville and St. Andrews
- Identify opportunities to grow and sustainable economy
- Create opportunities for local residents to access historical resources, the arts, and culture
- Identify opportunities for programming that reflects the unique and rich history of the district
- Create a collaborative effort to support development of a Cultural Heritage Trail
- Identify opportunities to distinguish the Cultural District as a unique arts centered community through programming and places

#### Second Community Meeting – August 29, 2013 Open House

This important second meeting was conducted in an informal walk through open house format. There were approximately 61 attendees with a total of 21 votes and 14 comments submitted on the conceptual urban design and land use scenario comments. This format gave attendees the opportunity to discuss the proposals one on one with the consulting team. The conceptual urban design, multi-modal facilities plan, and land use scenario were presented in a graphical format and displayed on easels. Once the attendees had walked through the graphical display they were asked to place a red dot sticker on any major concept ideas that they did not agree with or had some objection to. The details of the open house community meeting and findings from this meeting are included in the second community involvement report that was submitted to the DTNCRA and attached as an appendix to this document. Some photographs from the focus groups are included on the following page.



August

27



Open

House



**Phase V: Community Feedback (September 13 – October 11)**

Activity	Action taken
<b>Community Meeting</b>	<ul style="list-style-type: none"> <li>• Held 2<sup>nd</sup> Community Meeting on August 29, 2013</li> <li>• In process of scheduling final kick off event and a draft agenda has been developed for consideration</li> </ul>
<b>Generate critiques from stakeholders</b>	<ul style="list-style-type: none"> <li>• A web based community survey was sent out to approximately 200 email addresses on September 25, 2013. The results of this survey will be tabulated by Survey Monkey.</li> <li>• Work has been accomplished in the development of new more graphical project website. CRA staff can maintain this site free of charge after project completion for purposes of launching the District concept should they so desire.</li> </ul>
<b>Design revisions</b>	<ul style="list-style-type: none"> <li>• To date no substantive design revisions have been identified. However the team is monitoring the proposed senior living facility as well as a potential grocery store that may conflict with the original design plan. In addition meetings with local realtors, survey results and the planned CRA meeting may yield some revisions.</li> </ul>

Phase V of the project consists of primarily gathering community feedback. In order to supplement the voting process that occurred during the August 27, 2013 Community Open House, a web based email survey was mailed to approximately 100 meeting attendees, committee members, and focus group attendees to further refine some of the concepts presented in the original conceptual urban design and land use scenario. This survey was also posted on the project website and the project Facebook page. Results will be tabulated automatically using the Survey Monkey platform and reported in the final project documents.

Mr. Elmesky attended two District events during the month of August (movie showing and Barbeque) in order to further familiarize with the residents and discuss the project.

In addition a proposed meeting agenda/format has been developed for the final community meeting which is intended to be a District kick off event aimed at generating some excitement regarding the District concept. This draft agenda/format is attached to this report and is pending CRA staff review.