
Camden County Joint Comprehensive Plan

Kick-Off March 7, 2017

Coastal Regional Commission

DRAFT

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Camden County Joint Comprehensive Plan Kick-Off

Achieve, Preserve, Avoid or Eliminate

		Do You Have It?			
		No	Yes		
Do You Want It?	Yes	Achieve	Preserve	Do You Want It?	No
	No	Avoid	Eliminate		Yes
		Do You Have It?			
		No	Yes		

On March 7, 2017, members of the Steering Committee participated in the kick-off workshop held for the Joint Camden County Comprehensive Plan which includes Camden County and the cities of Kingsland, St. Marys and Woodbine.

In order to collectively steer the process, a 2x2 matrix was constructed to examine the *Yes* and *No* answers to two very basic questions:

(1) Do we have it? (2) Do we want it?

This analysis is designed to identify priorities conducted through this matrix that included an exercise with the interplay of 'yes' and 'no.'

The interplay of Yes and No answer to these questions defines four basic categories: **Achieve, Preserve, Avoid or Eliminate.**

Camden County ACHIEVE

Do we have it? No.

Do we want it? Yes.

Space Port

Limited residential development

Industrial development

Government center property

Property value increase

Technical college

Camden County PRESERVE

Do we have it? YES.

Do we want it? Yes.

Quality of life

Waterways

Natural resources

Tourism

Military presence

Viewscapes

Camden County AVOID

Do we have it? No.

Do we want it? No.

Blight/underutilized parcels

Unplanned growth

Camden County ELIMINATE

Do we have it? Yes

Do we want it? No

Blight

City of St. Marys ACHIEVE

Do we have it? No.

Do we want it? Yes.

Reinvigorated waterfront

Expand park properties

Reuse of airport site

Gateway development

Reuse of mill site

Reuse zoning ordinances and improve code enforcement activities

Connectivity between subdivisions and across city

Better utilize electronic permitting and project management

More development and activity downtown

Starter homes and rental housing

Build out and infill platted subdivisions

Diverse industry/job base

Better or more diverse transportation for workforce

Funding for stormwater management

Higher CRS rating through flood outreach

Reopening south gate/St. Peter

Prepare for long-range sea level rise impacts through zoning and planning

Exit 1 and transportation improvements

City of St. Marys PRESERVE

Historic District and character

School and education system

'Small town' feel

'Low crime' environment

Waterfront and marshlands

Navy and Coast Guard relationships

Live, work play

Cumberland Island partnerships

Existing businesses and industries

Parks

City of St. Marys AVOID

Uncontrolled development

Development of flood areas, sea rise
and surge zones

More committees – redundancies

City of St. Marys ELIMINATE

Airport

Vacant and underutilized properties

Redundant committees

Stormwater and flooding

Blight, especially in midtown and
downtown areas

City of Kingsland ACHIEVE

Retail

US 17 recreation development

Convention center

Traffic flow improvement

Highway beautification

Fire aerial equipment

Industrial development

Downtown clean-up

Residential redevelopment

City of Kingsland PRESERVE

Historic structures

Small town atmosphere

Balanced growth

City of Kingsland AVOID

Oversized businesses in downtown

More pawn shops

City of Kingsland ELIMINATE

Blight

Analyzing the EXTERNAL ENVIRONMENT

Once the four categories were identified, the analyses of the **external environment** such as social changes, new technologies, political environments was examined to determine how, if at all, might affect Camden County and the cities of Kingsland, St. Marys and Woodbine. A chart for analyzing the external environment is the **PEST** chart, an acronym for Political, Economic, Social and Technologies analysis that encompass the process.



External Analysis Political

Elected officials/agencies

FL/GA border

Environmental regulations

Funding streams

External Analysis Economic

Military Base

Hurricane perception

Cycles and market

General perception

Funding streams

Economic growth

Cumberland Island

External Analysis Social

Elderly population

Skills/lack of

Homelessness/poverty/jobless

External Analysis Technological

Broadband

County water and sewer

Rate of technological change

Internet competition

Analyzing the INTERNAL ENVIRONMENT

A critical component in the planning process is also documenting what Camden County, and the cities of Kingsland, St. Marys and Woodbine knows about itself, analyzing the **internal environment**. An internal analysis is an exploration of the organization. What defines Camden County, Kingsland, St. Marys and Woodbine's culture? What is its image in the eyes of its stakeholders and others? Are clear lines of communicating present? Is there skilled and experienced staff?

Internal Analysis

County and cities work in silos and do not plan together

Distinct communities and identities

Competent, skilled and experienced staff

Management skills

Attributes that define the culture include:

- Reliable
- Effective
- Innovate
- Creative

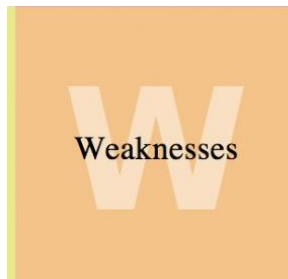
Strengths, Weaknesses, Opportunities and Threats (SWOT)



Camden County SWOT



- Quality of life
- Natural resources
- Military presence
- Waterways
- Tourism
- Viewscapes



- Blight/underutilized parcels
- Unplanned growth
- Broadband
- Rate of technological change
- County water and sewer
- Internet competition



- Space Port
- Industrial development
- Property value increase
- Technical college
- Limited residential development
- Government center property

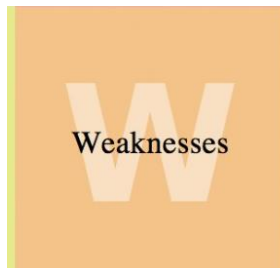


- Lack of industry diversity
- Blight
- Elderly population
- Homelessness/poverty/jobless
- Skills/lack of
- Environmental regulations
- FL/GA border leakage
- Funding streams


St. Marys SWOT



- Historic District and character
- 'Small town' feel
- Waterfront and marshlands
- Live, work play
- Existing businesses and industries
- School and education system
- 'Low crime' environment
- Navy and Coast Guard relationships
- Cumberland Island partnerships
- Parks



- Airport
- Redundant committees
- Blight, especially in midtown and downtown areas
- Vacant and underutilized properties
- Stormwater and flooding



Opportunities

- Reinvigorated waterfront
- Reuse of airport site
- Reuse of mill site
- Connectivity between subdivisions and across city
- More development and activity downtown
- Build out and infill platted subdivisions
- Better or more diverse transportation for workforce
- Reopening south gate/St. Peter
- Exit 1 and transportation improvements
- Expand park properties
- Gateway development
- Reuse zoning ordinances and improve code enforcement activities
- Better utilize electronic permitting and project management
- Starter homes and rental housing
- Diverse industry/job base
- Funding for stormwater management
- Higher CRS rating through flood outreach
- Prepare for long-range sea level rise impacts through zoning and planning



- Lack of industry diversity
- Uncontrolled development
- More committees – redundancies
- Development of flood areas, sea rise and surge zones
- Elderly population
- Homelessness/poverty/jobless
- Skills/lack of
- Environmental regulations
- FL/GA border leakage
- Funding streams

City of Kingsland SWOT



- Historic structures
- Balanced growth
- Small town atmosphere



- Lack of retail opportunity
- Lack of transportation choices



- Retail
- Convention center
- Highway beautification
- Industrial development
- Residential redevelopment
- US 17 recreation development

- Traffic flow improvement
- Fire aerial equipment
- Downtown clean-up



- Lack of industry diversity
- Blight