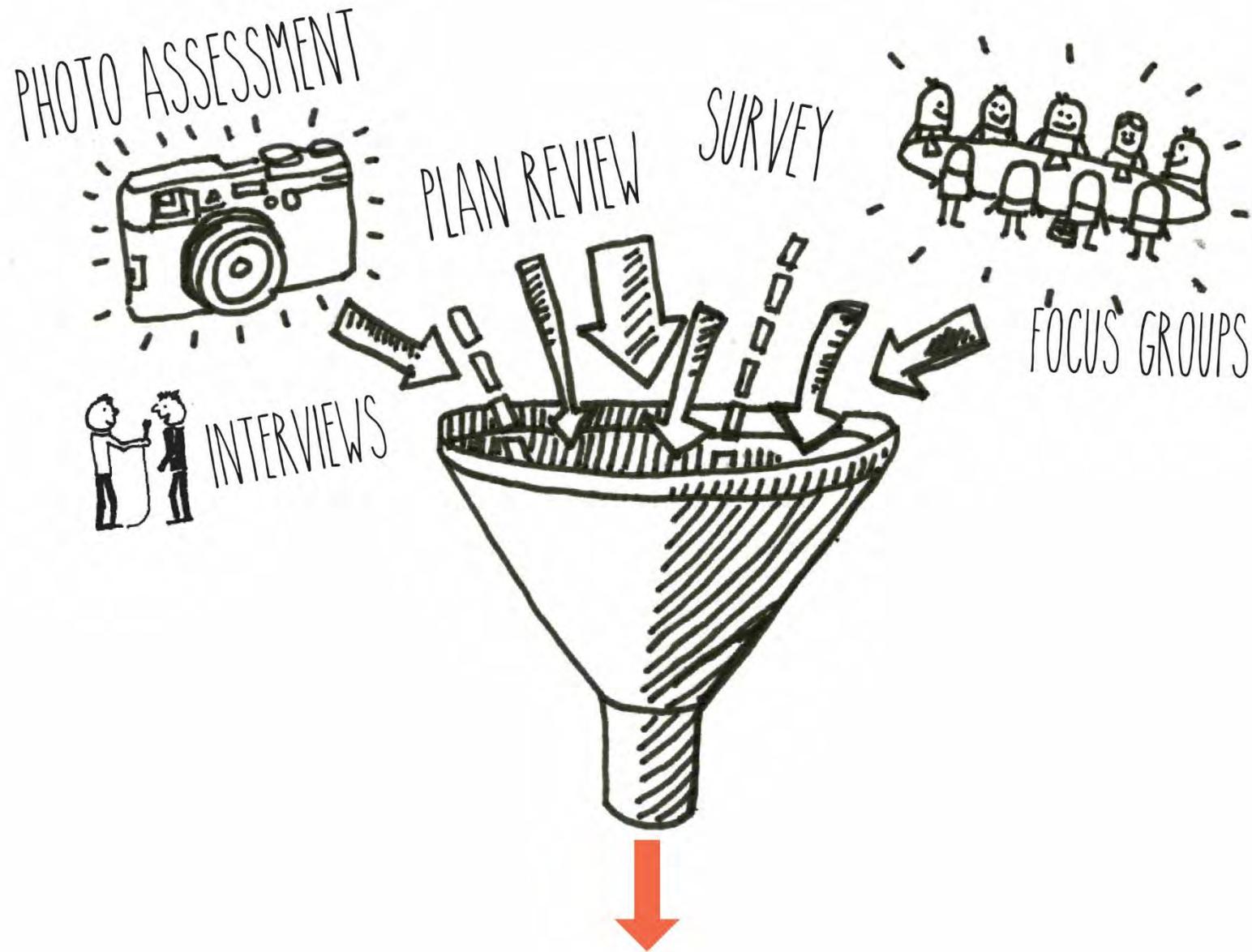


# City of St. Marys

STRATEGIC VISIONING & PLANNING



# STEP 1: WHERE WE ARE





# TOP ISSUES

## Capitalize on existing tourism

- Cumberland Island
- Build on ecotourism, environmental, and heritage attractions
  - 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

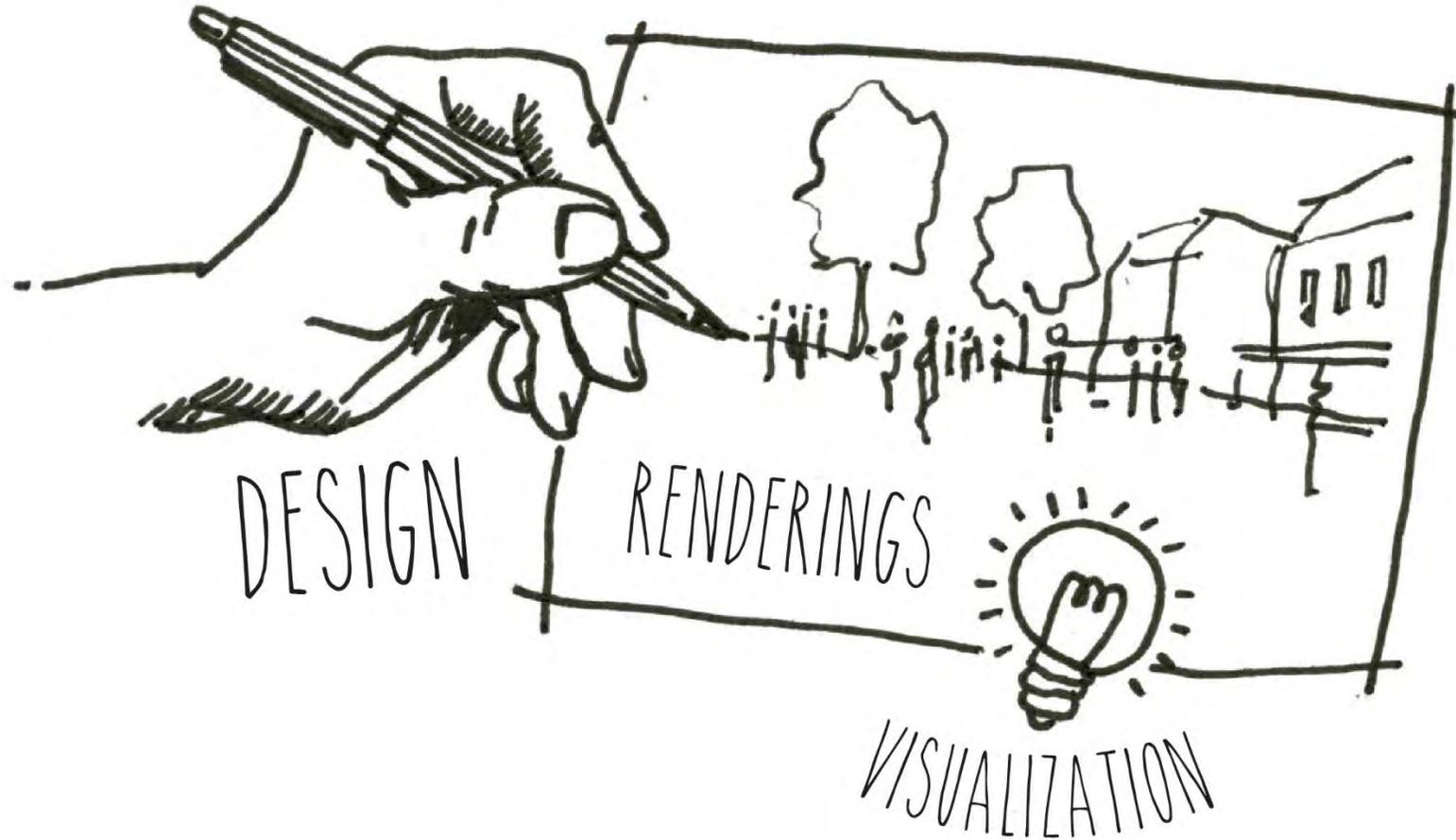
- pedestrians, bikes, and golf carts

## Streetscaping

- St. Marys Street
  - Short-term and Long-term
- Osborne Street as downtown gateways
  - Center median from railroad tracks to elementary school

Maintain great sense of place, friendly and safe small town feel, history, and natural environment

## STEP 2: WHERE ARE WE GOING?



# CAPITALIZE ON EXISTING TOURISM

- Cumberland Island
- Build on ecotourism and environmental attractions
  - Discovery Center
- Weddings
- Boating

# CUMBERLAND ISLAND VISITORS DOWNTOWN AMBASSADORS — BEFORE



# CUMBERLAND ISLAND VISITORS DOWNTOWN AMBASSADORS — AFTER



# DOWNTOWN ST. MARYS TOURIST MAP





**BEFORE**

Short-term signage



AFTER

BEFORE



\$500.00 REWARD  
FOR ANY INFORMATION  
LEADING TO THE  
ARREST & CONVICTION  
OF ANYONE CAUSING  
DAMAGE TO THE  
WATERFRONT PARK OR  
OTHER CITY PROPERTY  
CONTACT: ST. MARY'S POLICE DEPT.  
882-4485 OR 911

NO SWIMMING  
OR  
WADING  
IN FOUNTAIN

NO  
SKATEBOARDS  
BIKES OR  
ROLLER BLADES  
ALLOWED

NO PROFANITY

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



RESTROOMS  
KAYAK RENTALS • BIKE RENTALS  
FISH & TACKLE

GET EVERYTHING YOU NEED FOR CUMBERLAND ISLAND

knuckleheads

pepsi

Snack

Restroom

NO LOITERING  
NO DRINKING  
NO SMOKING  
NO ALCOHOL  
NO FIREARMS



BEFORE



AFTER,  
WITH BENCH &  
EDUCATIONAL SIGNAGE

BEFORE



# AFTER, WITH MARSH VIEWING DECK

MARSH  
SCENIC VIEWING  
DECK



MARSH SCENIC VIEWING DECK →

THE GEORGIA COAST  
ALL ABOUT THE MARSH  
MARSH WILDLIFE  
STICK SHRIMP



# AFTER, WITH MARSH VIEWING DECK & DISCOVERY CENTER



# St. Marys

## WEDDINGS & EVENTS GUIDE



HISTORIC ST. MARYS, GEORGIA | WEDDING & EVENT LISTING

### VENUES

BORFILL CREEK LANDING  
CAMDEN COUNTY COURTHOUSE  
CLUBS OF KINGS BAY / NAVAL BASE  
CUMBERLAND ISLAND NATIONAL SEASHORE  
CROOKED RIVER STATE PARK  
GOODBREAD HOUSE  
GREYFIELD INN, CUMBERLAND ISLAND  
ORANGE HALL  
OSPREY COVE  
RIVERVIEW HOTEL  
SPENCER HOUSE INN  
ST. MARYS WATERFRONT PARK  
HISTORIC ABBY RUINS

### HISTORIC CHURCHES

FIRST PRESBYTERIAN CHURCH  
CHRIST EPISCOPAL CHURCH  
ST. MARYS UNITED METHODIST CHURCH  
OUR LADY OF THE SEA CATHOLIC CHAPEL

### ACCOMMODATIONS

EMMA'S COASTAL HOUSE  
GOODBREAD HOUSE, BLDG & BREAKFAST  
SPENCER HOUSE INN, BLDG & BREAKFAST  
RIVERVIEW HOTEL  
CUMBERLAND ISLAND INN & SUITES  
GREYFIELD INN

### FLORISTS

DONINI'S FLORIST  
ST. MARYS FLORIST  
KINGS BAY FLORIST

### CAKES

SWEET TEMPTATIONS CAKERY  
SWEETS & L

### CATERERS

CREATIVE CATERING  
CAPTAIN SEACLIFF'S  
PLANET FINE FOODS  
SONNY'S BBQ  
ST. MARYS SEAFOOD & MORE

### DISC JOCKEYS

DISC CONNECTION  
"TOTAL ENTERTAINMENT" GROUP

### RENTALS

JUST PERFECT INNOVATIVE EVENTS  
CAMDEN PARTY RENTALS  
RENT ALL PARTY CENTER  
BEACHVIEW RENTALS



WWW.VISITSTMARYS.COM



### PHOTOGRAPHERS

ALISSA'S MASTERPIECE PHOTOGRAPHY  
HORNBACK STUDIOS PHOTOGRAPHY  
MARK V PHOTOGRAPHY  
ROGER GRAY PHOTOGRAPHY  
CREATIVE IMPRESSIONS  
IMAGES BY TERRIE  
JAMES BRYANI PHOTOGRAPHY  
STACY KIRMAN PHOTOGRAPHY  
TYRRE'S PHOTOGRAPHY  
THISTLE PHOTOGRAPHY

### EVENT PLANNERS

JUST PERFECT INNOVATIVE EVENTS  
EVENTS BY ROBIN

### CARRIAGE RIDES / LIMO

MITCHELL MOUSINE  
SOUTHERN STYLE LIMO SERVICE  
VICTORIA CARRIAGES

### MARRIAGES PERFORMED BY

HERITAGE WEDDING CHAPEL  
BARBARA RYAN, NON-DENOMINATIONAL  
WEDDING CHAPEL

### MARRIAGE LICENSES

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



*Southern Hospitality  
and Coastal Charm*

ST. MARYS IS THE PERFECT LOCATION  
FOR YOUR SPECIAL EVENT.

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 31556  
(912) 882-4000 / (800) 868-8687  
WWW.VISITSTMARYS.COM OR INFO@STMARYSWELCOME.COM

**BEFORE**



ORANGE  
HALLS  
CORP. 604.701.1111



AFTER

ORANGE  
HALL  
OPEN FOR TOURS



BEFORE

(10) ILEX VOMITORIA  
'NANA'

(5) CITRUS SINENSIS  
'HAMLIN'

(12) ILEX VOMITORIA  
'NANA'

(1) MAGNOLIA GRANDIFLORA  
'MAJESTIC BEAUTY'

(20) ILEX VOMITORIA  
'NANA'

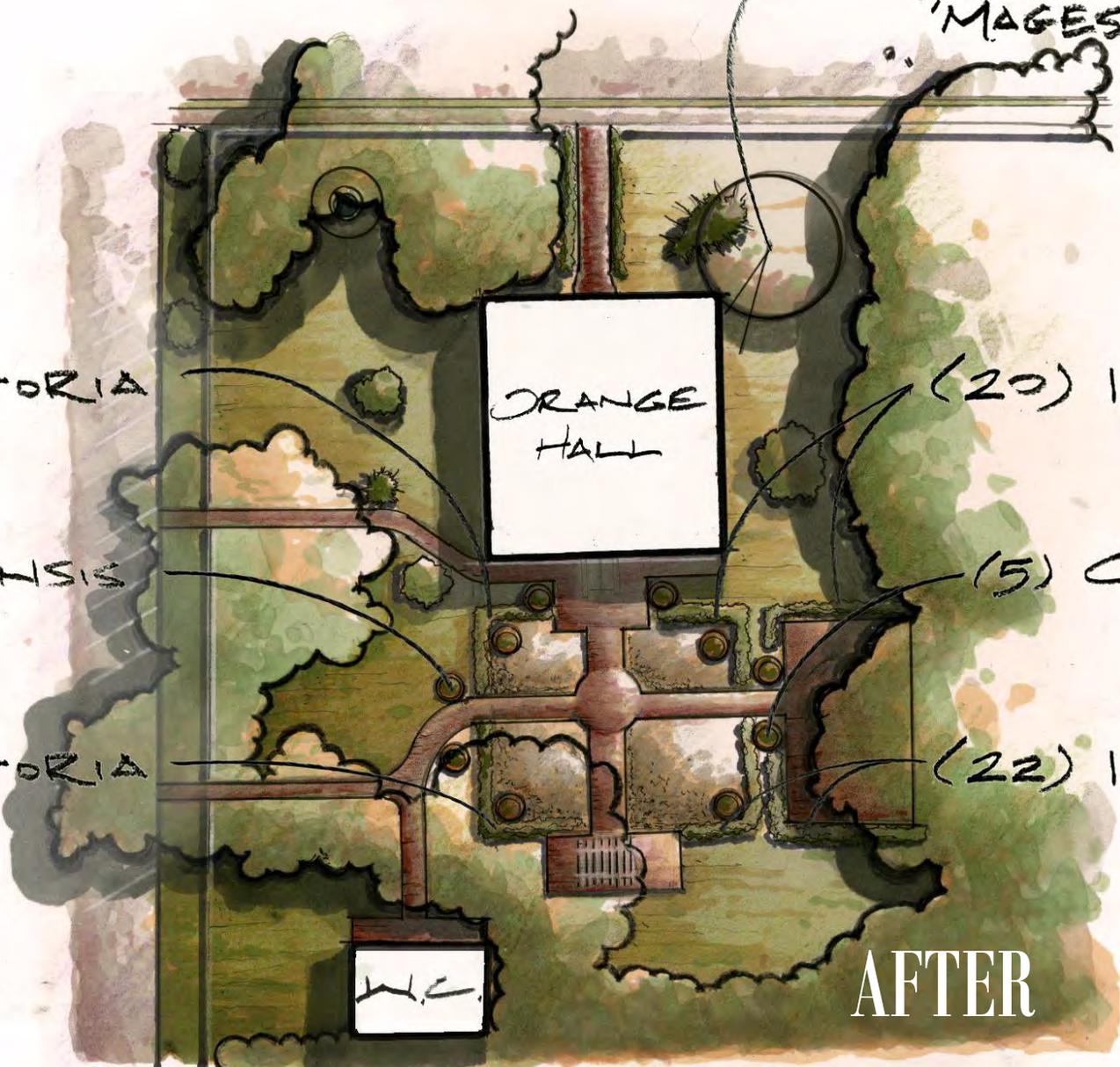
(5) CITRUS SINENSIS  
'HAMLIN'

(22) ILEX VOMITORIA  
'NANA'

ORANGE  
HALL

W.C.

AFTER





**Botanical Name:** *Citrus sinensis* 'Hamlin'

**Common Name:** Hamlin Orange Tree

**Height:** 15-25'

**Spread:** 10'-20'

**Spacing:** N/A

**Quantity:** Ten (10)

**Comments:** Hardy to 20° Fahrenheit, the Hamlin orange is among the most cold-hardy cultivars of sweet orange and the only variety recommended for the lower Georgia coast. Grow in large terra cotta pots to control size, provide emergency freeze protection, and create a sophisticated look.



**Botanical Name:** *Ilex vomitoria* 'Nana'

**Common Name:** Dwarf Yaupon Holly

**Height:** 3-5'

**Spread:** 3-6'

**Spacing:** 2' On Center

**Quantity:** Sixty-four (64)

**Comments:** A native, low maintenance alternative to English boxwood. As a natural dwarf variety, the dwarf yaupon is easily kept within bounds by regular pruning. Ideal shrub for short hedges, borders, and parterres.



**Botanical Name:** *Magnolia grandiflora* 'Majestic Beauty'

**Common Name:** Majestic Beauty Southern Magnolia

**Height:** 40-50'

**Spread:** 20-25'

**Spacing:** N/A

**Quantity:** One (1)

**Comments:** A quintessential large Southern specimen tree. Historically used on Orange Hall's antebellum grounds. Refrain from pruning lower limbs to encourage a graceful, pyramidal form.



# Historic Orange Hall

Planting Plan

**BEFORE**



AFTER





**BEFORE**



AFTER

# HISTORIC DOWNTOWN ST. MARYS

## FOUNDERS WALK

FOUNDERS WALK  
ST. MARYS HISTORIC DISTRICT



### 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'



# MARSH WALK

## 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

3000'





**BEFORE**



AFTER

PLAN VIEW  
RIVERVIEW HOTEL AND CONFERENCE CENTER





**AFTER**  
**PATIO AND POOL AREA**

# GROW A DESTINATION

- Variety of retail and dining options
- Create art and entertainment for locals/visitors
- Attract military families
- Incentivize business development



BEFORE





OUTDOOR ANTIQUE MARKET-BEFORE



OUTDOOR ANTIQUE MARKET-AFTER



**TEMPORARY USE FOR EMPTY LOT-BEFORE**



**TEMPORARY USE FOR EMPTY LOT-AFTER**

# SPLASH PAD - BEFORE



# SPLASH PAD - AFTER



# SUBMARINE IN WATER & EDUCATIONAL SIGNAGE



Scorpene Submarines

"O'Higgins" and "Carrera"

Product Features:

- 1000 tons displacement
- 1000 km range
- 1000 km range
- 1000 km range

1000 km range

# CHARACTER “CUT-OUTS” PROVIDE FUN PHOTOS



**BEFORE  
PROPERTY ACROSS FROM HIGH SCHOOL**

**BRISTOL  
HAMMOCK**





DOWNTOWN  
PARADE  
THIS SATURDAY!  
6 PM

BRISTOL  
HAMMOCK

AFTER  
DOWNTOWN SIGNAGE

Shelia Meadows, Magnolia Realty has access to property



BEFORE



CAMDEN COUNTY HIGH  
PROM  
NIGHT  
2016

AFTER



**BEFORE**



**AFTER**

# IMPROVEMENTS

- Vacant buildings improvements
- Gilam Waterfront restroom improvements
- Trash dumpsters and individual container improvements
- Marina improvements



**BEFORE**  
**Vacant Building Potential**



AFTER  
Vacant Building Potential



BEFORE



AFTER



NO  
EX TO  
20-24  
DPT

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/ciso](http://www.nps.gov/ciso)

Waste

Waste

BEFORE



Welcome to Historic St. Marys

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)

PARKING  
LIMITED TO  
SIXTY-SIX  
VEHICLES



AFTER







# GREATER CONNECTIVITY

- Pedestrians, Bikes, and Golf Carts



Grand Old House  
Carrington Island  
National Seashore  
**Visitor Parking**  
No Overnight Camping  
No Camping  
No Picnicking  
Please Use Vehicles and Secure All Valuables  
www.nps.gov

**BEFORE**  
Short-term



Visitor Parking  
No Overnight Camping  
No Smoking  
No Dogs  
No Alcohol and General All Vehicles  
www.park.com

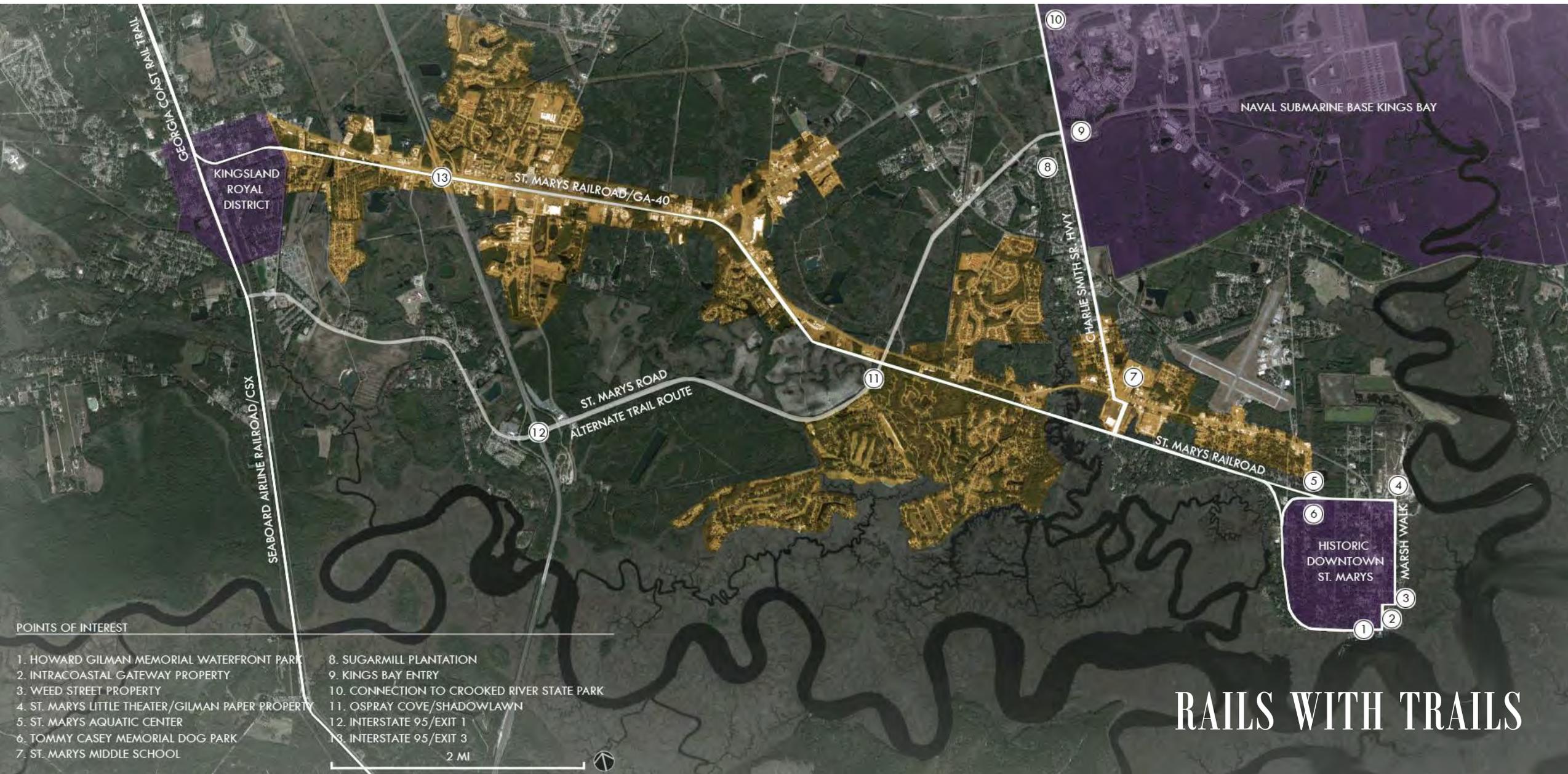
AFTER



BEFORE



AFTER



POINTS OF INTEREST

- 1. HOWARD GILMAN MEMORIAL WATERFRONT PARK
- 2. INTRACOASTAL GATEWAY PROPERTY
- 3. WEED STREET PROPERTY
- 4. ST. MARYS LITTLE THEATER/GILMAN PAPER PROPERTY
- 5. ST. MARYS AQUATIC CENTER
- 6. TOMMY CASEY MEMORIAL DOG PARK
- 7. ST. MARYS MIDDLE SCHOOL
- 8. SUGARMILL PLANTATION
- 9. KINGS BAY ENTRY
- 10. CONNECTION TO CROOKED RIVER STATE PARK
- 11. OSPRAY COVE/SHADOWLAWN
- 12. INTERSTATE 95/EXIT 1
- 13. INTERSTATE 95/EXIT 3

2 MI



# RAILS WITH TRAILS



BEFORE



AFTER

# STREETSCAPING

- St. Marys Street
  - Short-term and Long-term
- Osborne Street as downtown gateways
  - Center median from railroad tracks to elementary school

# STREETSCAPING: ST. MARYS STREET

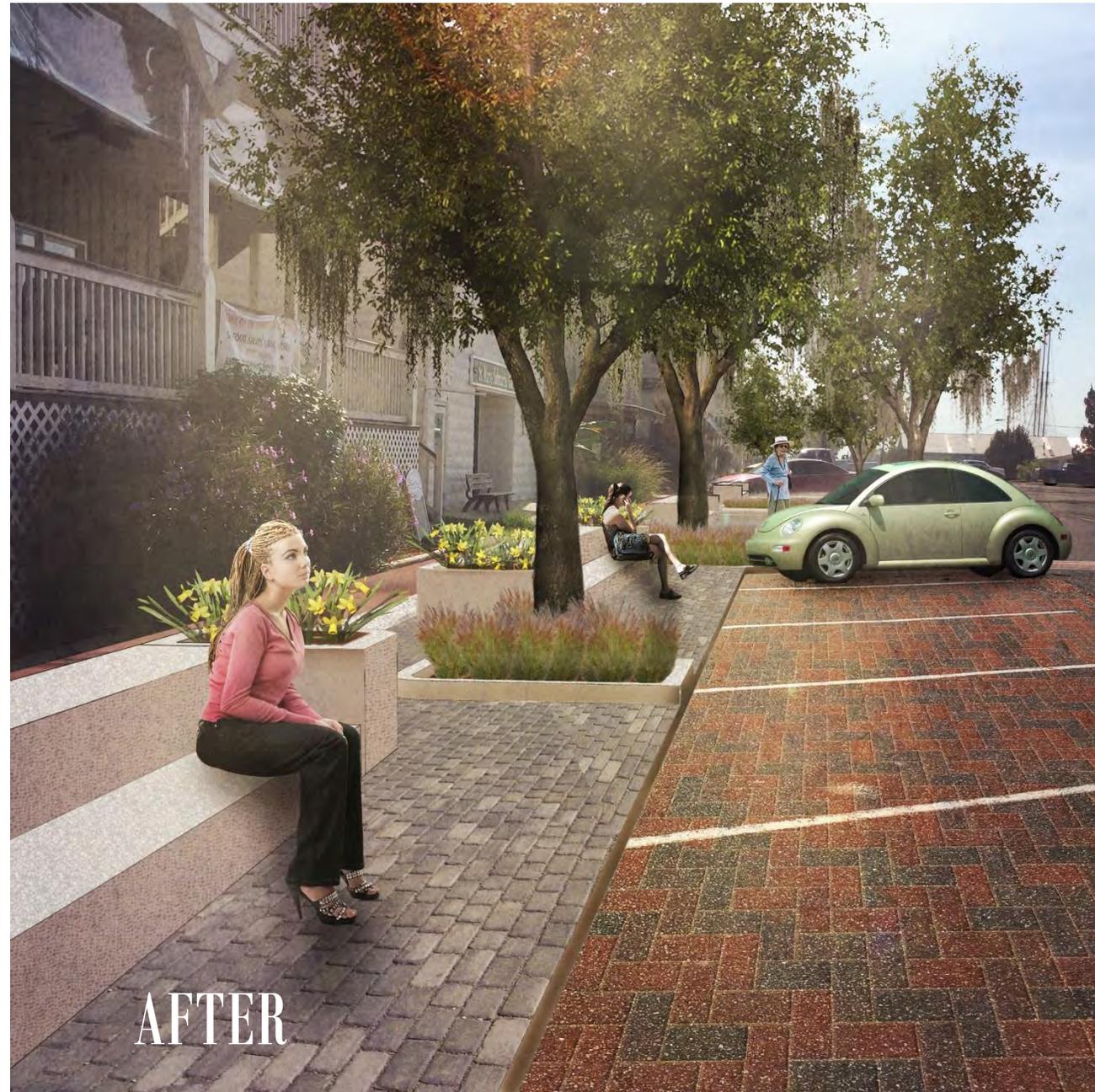




BEFORE

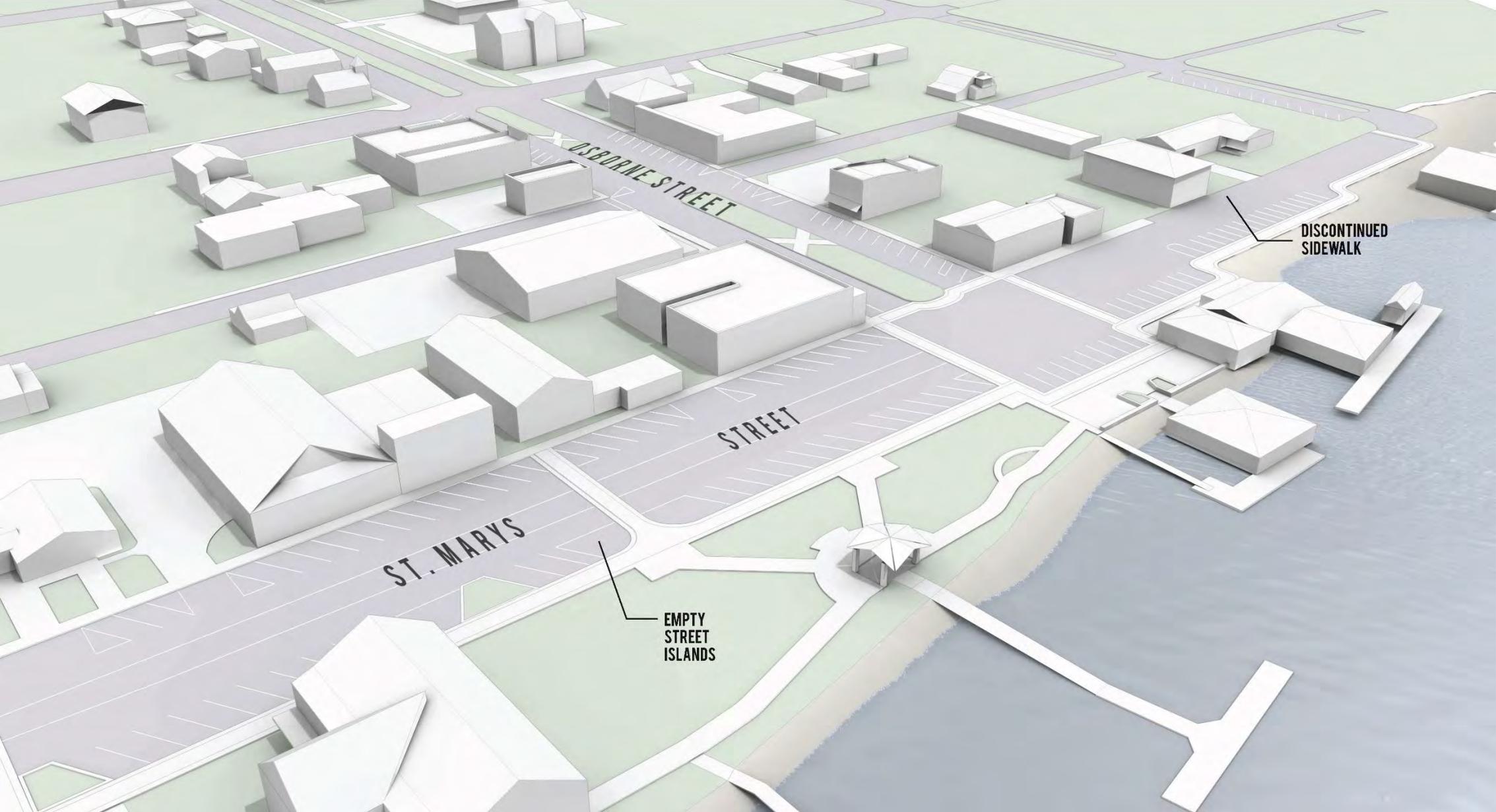


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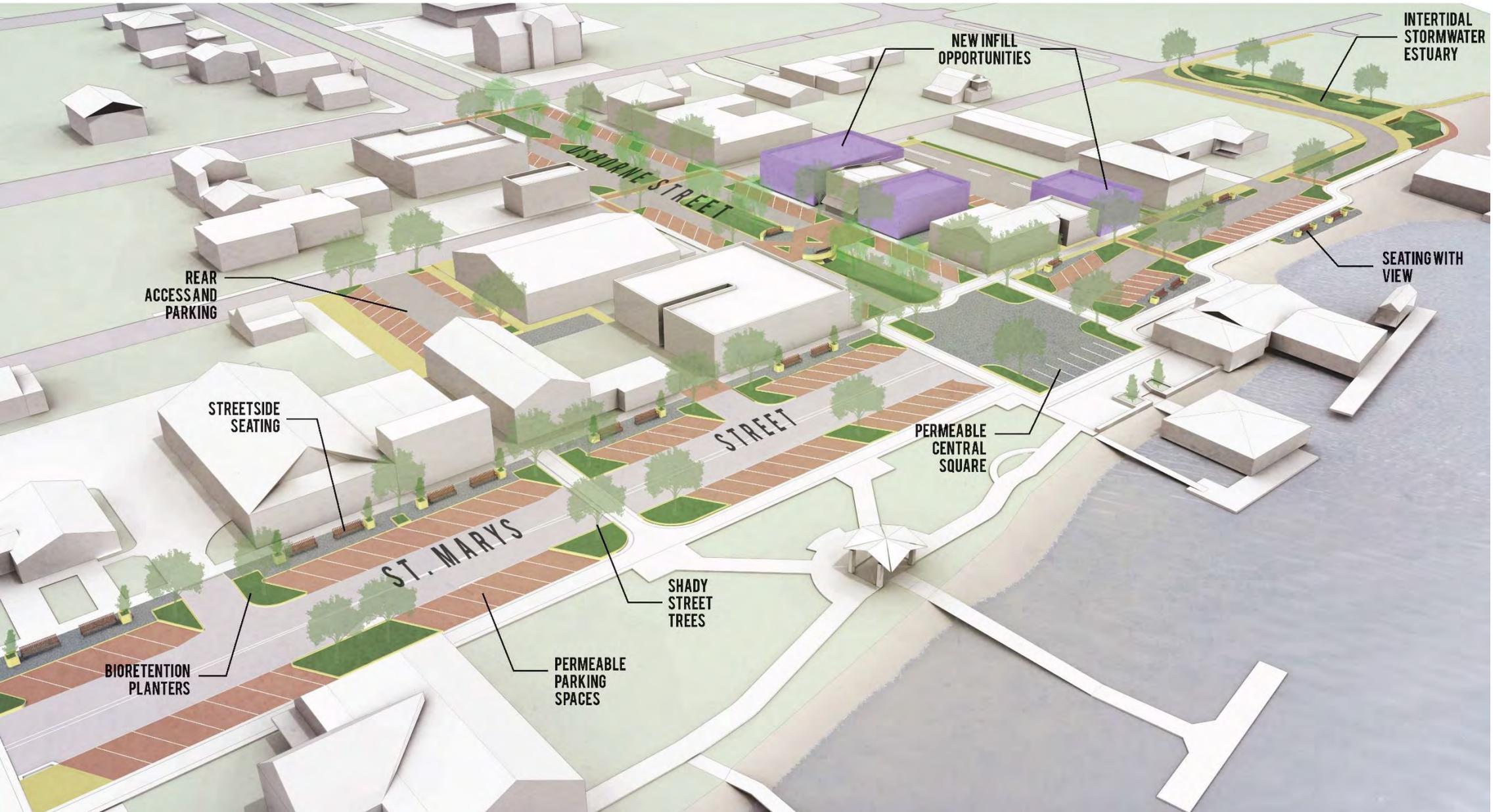
# DOWNTOWN ST. MARYS STREETSCAPING PLAN

# BEFORE



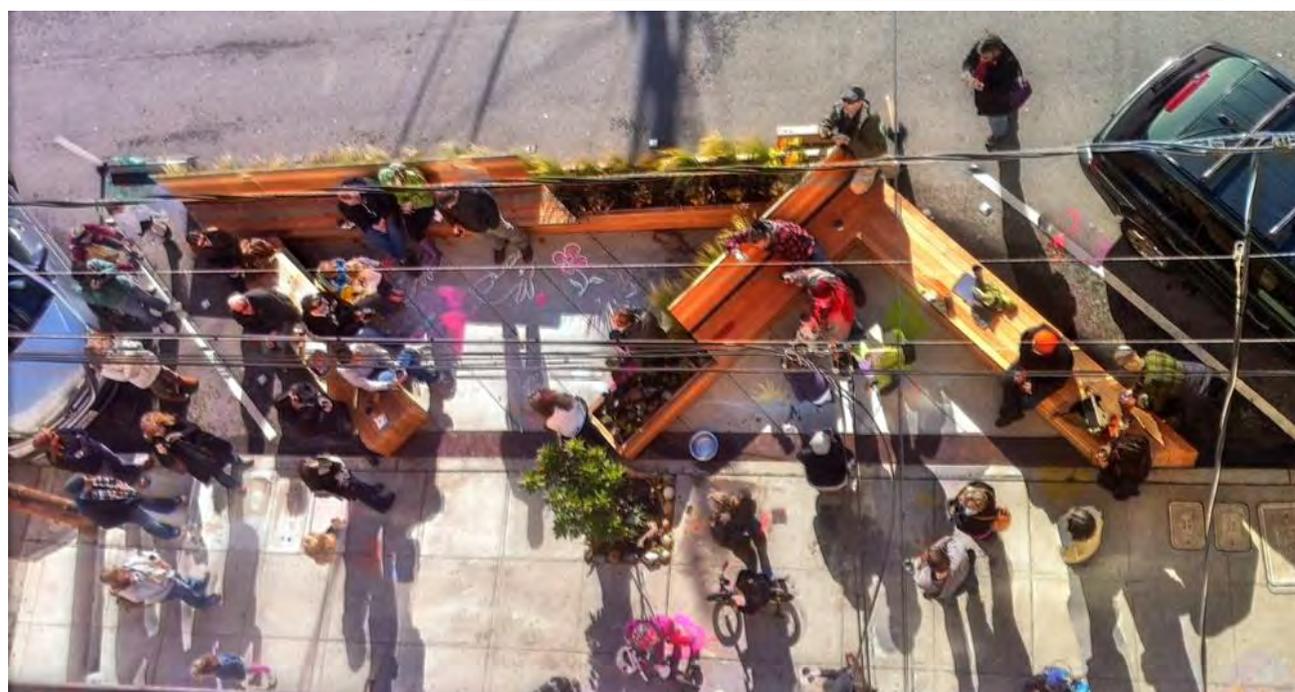
# DOWNTOWN ST. MARYS STREETSCAPING PLAN

## AFTER





PARKLETS



# PARKLET DESIGN ON ST. MARYS STREET, PLAN VIEW



# PARKLET DESIGN ON ST. MARYS STREET, BEFORE



# PARKLET DESIGN ON ST. MARYS STREET, AFTER



PARKLET DESIGN ON  
ST. MARYS STREET,  
BEFORE



# PARKLET DESIGN ON ST. MARYS STREET, AFTER



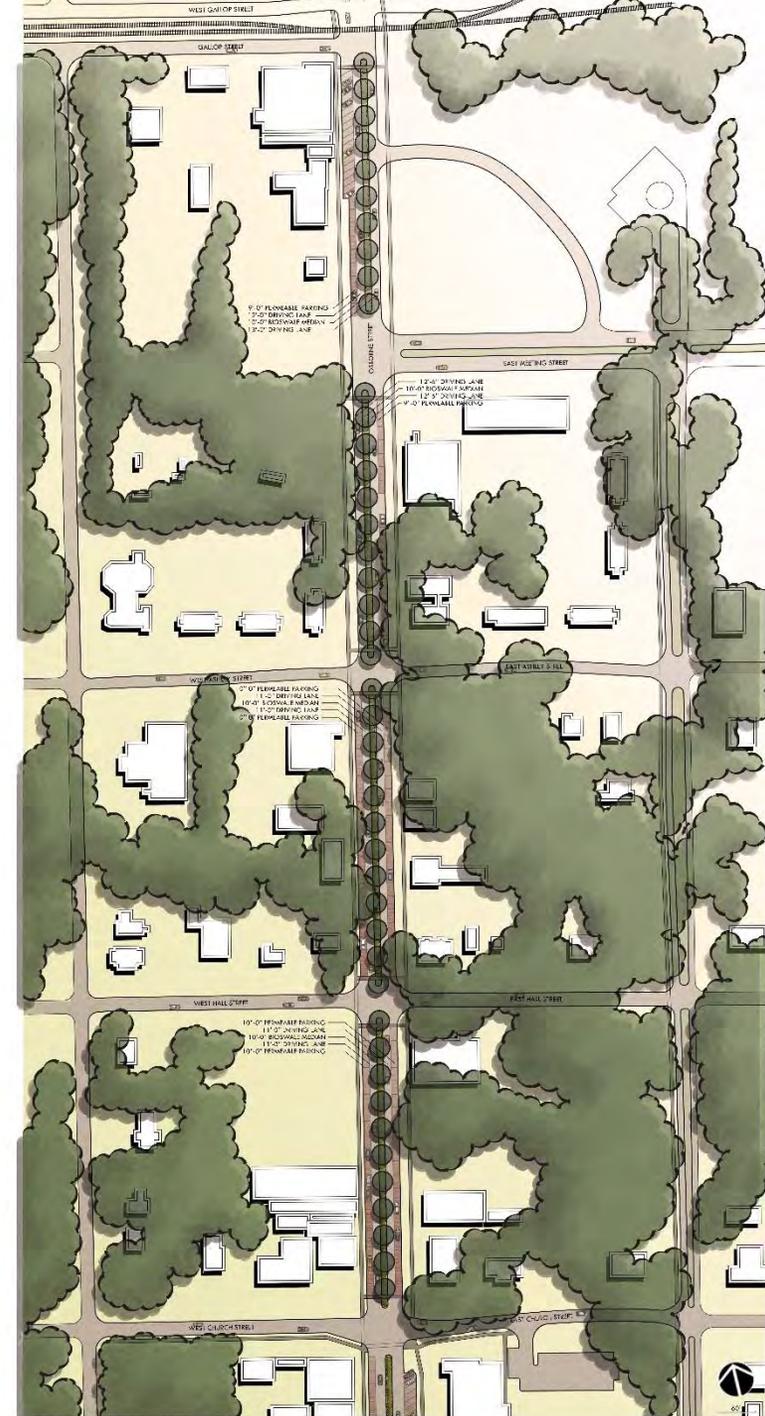
LANG'S MARINA  
ST. MARYS STREET,  
BEFORE



LANG'S MARINA  
ST. MARYS STREET,  
AFTER



# STREETSCAPING: OSBORNE STREET





OSBORNE GATEWAY-BEFORE



AFTER-CENTER MEDIAN FROM RAILROAD TO SCHOOL



BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER



BEFORE

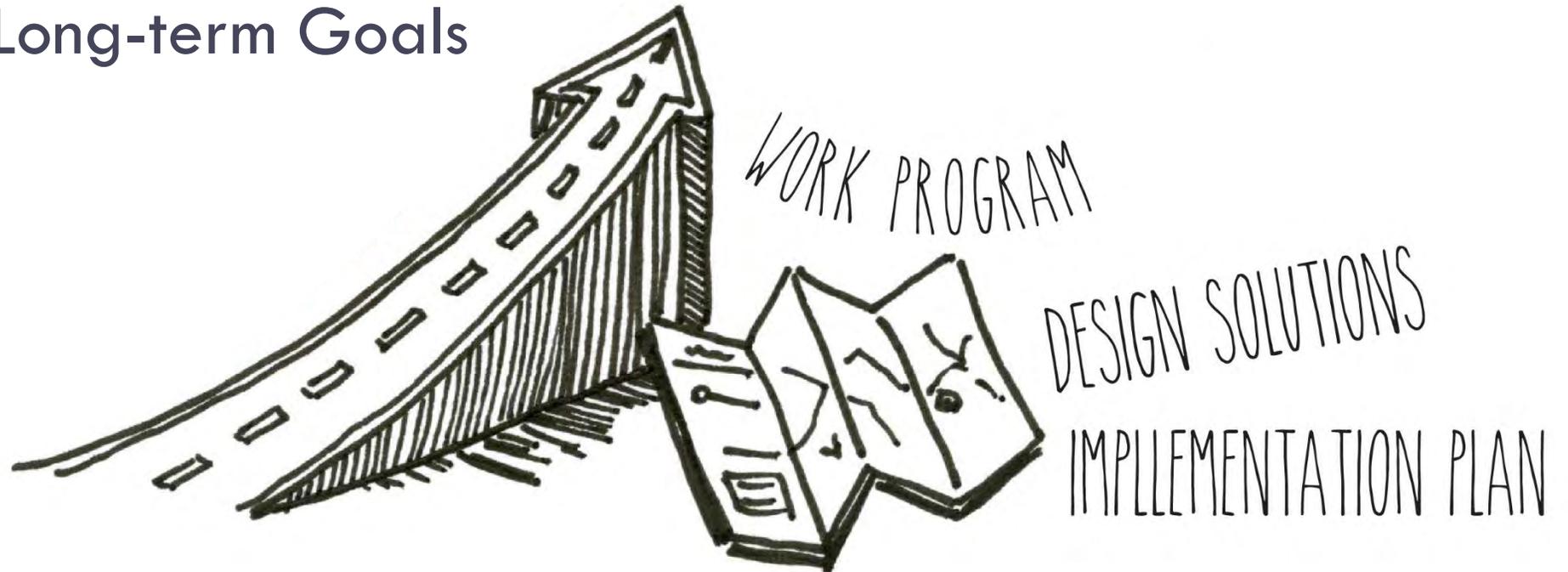


AFTER

# STEP 3: HOW DO WE GET THERE?

Work Program and Action Items:

- Short-term Solutions
- Long-term Goals



# FOUR POINT APPROACH

## Organization

Establishing accord and co-action among the diverse groups that have a stake in the downtown district. Bringing stakeholders together to work toward a unified goal.

## Promotion

Creating a positive image of downtown will both ignite community pride and improve consumer and investor confidence in the downtown.

## Design

Re-imagining downtown to create a safe, beautiful, and welcoming space for all who visit, work, and live there.

## Economic Vitality

Building on and strengthening a community's existing economic assets while diversifying the economic base.

# GROW A DESTINATION-WORK PROGRAM EXAMPLE

## Economic Vitality:

**Small Business Development:** The community widely supports assisting downtown small business owners. Small local businesses are critical to St. Marys' economic health and create a reason for the community to come downtown. The city should consider taking advantage of existing resources to ensure the health of downtown businesses. The University of Georgia's Small Business Development Center's (SBDC) mission is to provide the tools, training, and resources needed to help small businesses grow and succeed. Whether this means assisting with access to capital, developing a business plan, conducting business training, providing marketing support, or satisfying other needs, the SBDC can help ensure local businesses are sustainable enterprises. Bringing SBDC representatives to talk with downtown business owners could boost the city's economic health and work to promote a culture of entrepreneurship downtown.

# ECONOMIC VITALITY

**Action Item (title):** Workshop - Google: Let's Put Our Cities on The Map

**Lead (1 person):** Becky Myers, St. Marys Main Street Manager

**Partners (who is really going to help):** Jordan Tippett with UGA's Small Business Development Center (SBDC)

**Timeline (start-finish):** December 2015

**Funding (how much and where):** No charge to St. Marys

**Objective** – Establish an online presence for businesses in St. Marys

**Why It Matters** – 97% of people search for goods and services online yet only ~37% of business owners have “claimed” their listing on a search engine. Without taking this step, small businesses are often virtually invisible to potential customers, especially in the immediate geographic area

**Obstacles (stumbling blocks):** Getting the word out to downtown businesses to ensure participation

**Steps (what are you going to do when you leave this meeting):**

1. Schedule the training date, time, and location
2. Publicize event through press releases, social media, email marketing campaign, and direct contact with downtown business owners
3. Register and confirm attendees
4. Deliver training
5. Photograph training and develop a local news story for positive press
6. Follow up with businesses in attendance to offer additional training and consulting services