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/STREETS CAPING:**
  - 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
Focus groups + 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 STREETSCAPES & GATEWAYS
  - UNMAINTAINED/VACANT BUILDINGS
community survey: today

Quaint
Sleepy
Quiet
Friendly
Historic
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

CONTINUE TO GROW A DESTINATION
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
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 ROLLERBLADING
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
HISTORIC DOWNTOWN ST. MARYS

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
AFTER,
WITH MARSH VIEWING DECK & DISCOVERY CENTER
WEDDING & SPECIAL EVENTS GUIDE

St. Mary's Weddings & Events Guide

Historic St. Mary's, Georgia | Wedding & Event Listing

VENUES
- Historic Courthouse
- Camden County Courthouse
- River & Bay Club
- Indoor/Outdoor Venue
- Oceanfront Pillow Talk
- Historic Downtown

FLORISTS
- Southern Garden
- St. Mary's Florist

CAKES
- Sweet Treats

CATERERS
- Creative Catering
- Catering Services

DISC JOCKEYS
- Connection

PHOTOGRAPHERS
- David McMahon Photography

EVENT PLANNERS
- Faye Van Winkle
- Silk Event

CARRIAGE RIDES / LIMO
- Henry's House
- Southern Charm Limousine

MARRIAGES PERFORMED BY
- Michael Hanlon
- Scott Blake

MARRIAGE LICENSES
- For information on marriage license requirements, contact the Camden County Probate Court at (912) 232-2259.

Southern Hospitality and Coastal Charm
St. Mary's is the Perfect Location for Your Special Event.

St. Mary's Convention & Visitors Bureau provides this information as a service to the public and assumes no responsibility for contractual, verbal or written agreements between individuals and the listed vendors.

www.visitsmarys.com
AFTER

(1) Magnolia Grandiflora 'Majestic Beauty'

(10) Ilex Vomitoria 'Nana'

(5) Citrus Sinensis 'Hamlin'

(12) Ilex Vomitoria 'Nana'

(20) Ilex Vomitoria 'Nana'

(5) Citrus Sinensis 'Hamlin'

(22) Ilex Vomitoria 'Nana'
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
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
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,
SPLASH PAD - BEFORE
SPLASH PAD - 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
marsh walk
RAIL WITH TRAILS
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
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
LANG’S MARINA
ST. MARYS STREET,
BEFORE
LANG’S MARINA
ST. MARYS STREET, AFTER
BEFORE, PATIO AND POOL AREA
AFTER, PATIO AND POOL AREA
PLAN VIEW
RIVERTVIEW 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