

Downtown Developments

D O W N T O W N R E D E V E L O P M E N T A G E N C Y

THIS MAY INTEREST YOU

DRA Board Meetings are held on the second Thursday of every month, 5 PM, at the Fire Station.

Please feel free to join us!

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A NEW DAY FOR REDEVELOPMENT

Your Downtown Redevelopment Agency has been around since 1989, and we continue to applaud the work of our founding fathers: Wayne Taylor, Tim Nelson, Steve Richardson, Lynda Bordelon, Wesley Ramsey, Ella Sutton and Lenohr Clardy as well as all who helped the DRA grow along the way, including Rex Buzzet, Bill Kennedy, Jacque Hance, and Jeannie Mims.

PSJ and the downtown area are poised to enter a new phase to become a major tourist destination. At the same time, we cherish and

pledge to maintain the legacy of our rich history.

We look forward to working



Port St. Joe will keep its historic flavor and honor the legacy of those who created this wonderful city.

with our citizens, business owners and consulting firms to a create revised redevelopment plan to create an irresistible shopping and business area.

We thank the City and County for the partnering efforts; when one wins, we all win. We thank local businesses for their input and enthusiasm.

Land Design Consultants and Robert Gibbs will assist us in determining a City theme and direction, always keeping our historic roots a component. We are also conducting a finding of necessity study to potentially expand our boundaries to include residents and businesses in North Port St. Joe.

We will keep you posted on our progress!

P R I D E O F O W N E R S H I P

Both the DRA and the City of Port St. Joe have stepped up efforts to clean up our streets, sidewalks and alleys. We need your cooperation to complete our first attempt at spring (OK, summer, but better late than never) cleaning.

In mid August, the City and the DRA will (REALLY) clean the alleys. Although we all need more storage, the alleys are

NOT the place. Our alleys are visible and create a large part of the ambience for shoppers.

With tourist season upon us, let's make a great first impression by cleaning out and cleaning up. You have a couple of weeks to make sure you have removed and stored anything

you need from your front/back doors. On clean-up day, we will pick up anything that is left. Make arrangement to store your goods in a safe place!

We appreciate your efforts, and our goal is to make every inch and every corner and every alley of our downtown district look as if **everyone cares...every day.** Thanks to all for participating!

PARTNERING WITH THE CHAMBER

Our downtown business district is expanding, and this is cause for celebration. And we know just the organizations to put on a great party: the Gulf County Chamber of Commerce and the DRA!

The Chamber came up with the great idea, and the DRA is delighted to get involved in hosting a party...a street party...on Williams Avenue. New businesses are opening

and established businesses are thriving in this up-and-coming area of our downtown business district.

The party will be held on Thursday, September 7th (right after work...just drop on by), starting at 5 PM and ending somewhere around 8. There will be food, beverages and (of course) fun.

We invite the businesses along Williams to stay open

and plan some smaller parties of their own during this unique opportunity. (I see specials and great deals on the horizon.)

From St. Joe Hardware to Up-Tempo, a variety of goods and services are offered along Williams. So, mark the date! We will keep you posted on special opportunities available only on that evening

“Visit and Shop Williams Avenue: The ‘trendy and edgy’ area of our Downtown Business District.”



“Freedom!”

HAVE YOU NOTICED?

The flowers are blooming, and the banners proclaim “Freedom!” along Reid Avenue. Thanks to the nurturing of DRA Chair Trish Warriner (Trish knows plants), we are surrounded with beautiful, fresh, flowering plants.

With huge thanks and debt of gratitude to the City of Port St. Joe (and the County helped as well) Reid Avenue is newly striped and looking well-

tended. We often see the Public Works crew (thanks, Sam!) first thing in the morning, moving up and down the streets and alleys and doing whatever is required to keep the area clean and maintained.

The banner program highlights local art and will begin a program dedicated to the rich history of our area. The concept will soon be rolled-out.



Flowering plants enhance the Reid Avenue business district.

PARTNERING WITH THE WATERFRONTS PARTNERSHIP

The Waterfronts Florida Partnership, launched by the Florida Coastal Management Program in 1997, helps participating communities revitalize, renew and promote interest in their waterfront district. Waterfront revitalization targets environmental resource protection, public access, retention of viable traditional waterfront economies, and hazard mitigation.

Between 1997 and 2003, the Department designated 13 Waterfronts Florida Partnership Communities, each of which received two years of technical and financial assistance.

In 2005, Port St. Joe was one of five new communities designated for the 2005-2007 cycle. The Waterfronts Florida Partnership is funded in part by the Florida Department of Environmental Protection, Florida Coastal Management Program, and the National Oceanic and Atmospheric Administration (NOAA).

For more information or to participate in this important program, contact Program Manager Carol McLeod at 850-340-1539 or cmcleod.waterfronts@yahoo.com or Jim Garth at Decorative Flooring, 850-229-7722.



The beautification award will feature local businesses who make a visual difference.

BEAUTIFICATION AWARD

The DRA will be watching your store front displays, your signage, your cleanliness and just anything and everything that makes a consumer inclined to enter your business and engage your services or purchase your products.

The monthly beautification award will be once again on our minds...and what a great time...the beginning of tourist season.

So, be creative. Turn heads. Make your place of business have some

intrigue, and you may well be rewarded.

The DRA will be providing rewards for the quarterly winners. The winning business will be highlighted in "Downtown Developments" and receive a plaque to display throughout the quarter.

With beautification occurring anywhere in our downtown area, we are really ALL winners. Look for the first award around August 1.

ROBERT GIBBS LOVES PSJ

Robert Gibbs, a nationally renowned expert in small-town redevelopment, visited Port St. Joe in February. He is noted for his practical yet innovated methods for applying current trends in residential and commercial development.

Mr. Gibbs states our unique town can be magnified with a consistent theme, rhyme and reason to the facades, types of business and signage. According to Gibbs, "A tidal wave of change is coming; we must manage the change." PSJ needs a "reason for people to stop here." This includes a welcoming and notable entrance,

with beckoning visual impact. The unique "look" of a city provides a draw, and the question to ask is, "Why should anyone come to Port St. Joe." The business district is old, and it shows. The historic nature of the business district can be altered to provide a wonderful draw; the history of PSJ is remarkable and should be showcased. Historic need not be synonymous with "old and worn."

Our theme, according to Gibbs, should embrace the historic flavor of the area; the branding (recurring theme or identifying trademark) should

include the sense of an "authentic coastal town" and a "quaint" historic area.

The DRA's Redevelopment Plan Revision will encompass many of Mr. Gibbs' recommendations and insights. The anticipated completion date for the revised plan is December 31, 2006. Look for public workshops; your input is essential to the success of the revitalization effort.



"Reid Avenue is one of the most attractive small main streets that I have seen in years"
Robert Gibbs



"Make sure it looks like someone cares."



DRA

D O W N T O W N R E D E V E L O P M E N T A G E N C Y

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The DRA is responsible for developing and implementing the Community Redevelopment plan that addresses the unique needs of our area. The plan includes the overall goals for redevelopment in the area, as well as identifying the types of projects planned for the area. Look for notices of public workshops to address the projects, incentive programs, streetscapes and roadway improvements, building renovations, flood control initiatives, parking lots, neighborhood parks, signs and structural improvements.

The redevelopment plan is a living document that can be updated to meet the changing needs within the DRA. Your input is essential.

D R . J O E M E M O R I A L P A R K I N G L O T

In 2004, the children of Dr. Joe Hendrix, as per his wishes, sold to the City of Port St. Joe the land on which his office stood and served locals residents for many, many years. The land will be transformed into a parking lot, not just any parking lot, but one that highlights PSJ history and creates a monument befitting Dr. Joe.

Parking spaces will surround the centrally located park-like setting, and the spaces will be delineated by historic railroad ties, donated by the St. Joe Company. The lot will

be professionally landscaped, with the design donated by Coastal Design & Landscape, Inc.

The center feature will contain a covered seating and the monument to Dr. Joe. Both the monument and accompanying structure are in the design phase and promise to represent the “trendy and edgy” look we hope to incorporate into the Williams Avenue milieu.

The DRA is grateful for the service, love and compassion Dr. Joe has given to so many for so many years. Here’s to Dr. Joe, his family

and the town he served. We trust this will become a fitting memorial to Dr. Joe and his legacy.



An artist's rendering of the Dr. Joe Memorial is coming soon.