

# CHAPTER 2

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## *Planning Process*

# COMMUNITY ENGAGEMENT

As part of the city-wide Long Term Recovery Planning Project, in 2019 the *Strategic Vision for Downtown and its Waterfront* was created to direct future growth while also preserving the city's history, connection to the waterfront, and strong sense of community, providing a foundation for Panama City to become the premier city in the Panhandle.

**Building upon the 10 Cornerstone Ideas for Downtown Panama City, the City engaged the community to define a vision for the future of the Glenwood, Millville, and St. Andrews neighborhoods.**

The Strategic Vision for each neighborhood includes ideas and illustrations to describe the community vision for future development and preservation, sustainable building, connectivity, gathering spaces, and resilient infrastructure; and an implementation strategy to guide future public and private actions.

The public engagement process began in June 2020. In response to COVID-19, many workshops were held online, allowing community members the opportunity to participate and provide input from home. This chapter summarizes the engagement methods utilized and input heard.

JUNE 4

**PROJECT KICKOFF**  
Tele-town Hall

JUNE 15 - 18

**VIRTUAL INPUT SESSIONS**

Glenwood: 6/15  
Millville: 6/16  
St. Andrews: 6/18

JUNE 22 & 24

**SPECIAL FOCUS MEETINGS**

Housing  
Workforce Development  
Transportation  
Environment

JUNE 23

**VIRTUAL DESIGN CHECK-INS**

AM & PM

JUNE 26

**WORK-IN-PROGRESS PRESENTATION**

AUG 31 - SEPT 3

**OPEN HOUSE & COMMUNITY REVIEW**

Virtual and In-Person  
AM & PM

JAN 26

**GLENWOOD REVIEW**

Virtual and In-Person

# Summary of Outreach



## PARTICIPANTS AND VIEWS:

<b>105</b>	Project Kickoff Tele-town Hall Attendees
<b>74</b>	Pre-Charrette Stakeholder Meeting Attendees
<b>145</b>	Glenwood Virtual Input Session Attendees (122 Attendees, 28 Recording Views)
<b>112</b>	Millville Virtual Input Session Attendees (88 Attendees, 24 Recording Views)
<b>121</b>	St. Andrews Virtual Input Session Attendees (98 Attendees, 23 Recording Views)
<b>42</b>	Charrette: Check-In Attendees
<b>105</b>	Charrette: Special Topic Meetings Attendees
<b>81</b>	Charrette: Work-in-Progress Presentation Attendees
<b>40</b>	Open House Participants (Online)
<b>100</b>	Open House Attendees (In-Person)
<b>47</b>	September Community Review Participants
<b>65</b>	January Glenwood Review Participants



## FEEDBACK:

<b>37</b>	One Word Survey Responses
<b>24</b>	Chat with a Planner Chats
<b>43</b>	Provide Your Input Responses
<b>90</b>	Draft Ideas Survey responses
<b>268</b>	St. Andrews Parking Survey



## THE VISION HUB (ENVISIONPC.ORG)

<b>6,441</b>	Visits
<b>16k</b>	Page Views
<b>5.5k</b>	Unique Visitors



## REACHED BY SOCIAL MEDIA

**16,671** City of Panama City Facebook Followers

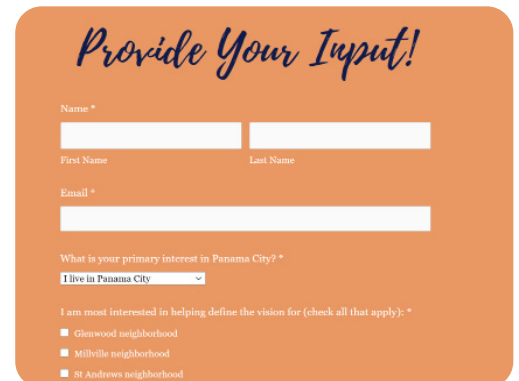
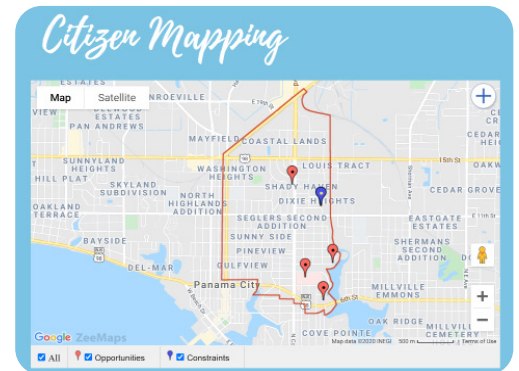
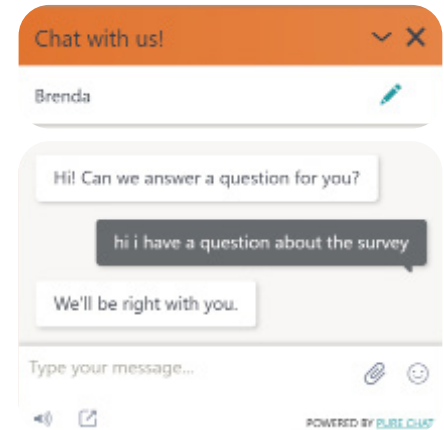
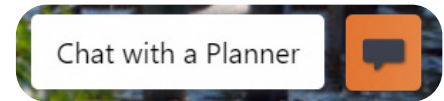
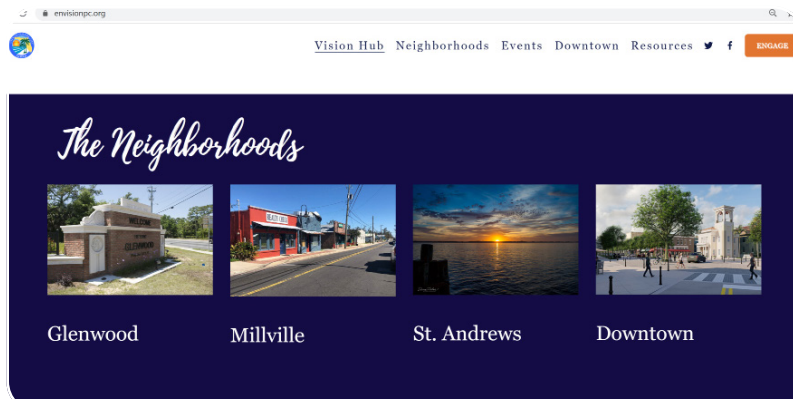


## REACHED BY PROJECT EMAIL LIST

**660** People Subscribed to Email List

# Vision Hub

The Vision Hub was created to be a one-stop shop for project information including events, resources such as prior plans and recordings of recent events, and public input. The website had a dedicated page for each neighborhood to gather input and share information. An events page included the project schedule and events where visitors could RSVP to join online events. The engage tab included online surveys for public input and an interactive citizen mapping tool dedicated to each neighborhood. During the Open House visitors could find the links to the events and exhibits on the Vision Hub and participate virtually.



Clockwise Starting at the Top Right Corner:

1. Visitors can Chat with a Planner on the Vision Hub
2. & 3. The Citizen Mapping tool and Provide Your Input survey can be found on the Engage page
4. Each neighborhood has its own page for input and information
5. The Vision Hub where community members can find information about upcoming and recent events

## ONLINE SURVEY RESULTS

In May 2020, an initial survey was posted to the Vision Hub asking participants to provide general comments and input about opportunities or concerns, and to describe their vision for their neighborhood of interest. Over 40 responses were received by the time of the June workshops; a sampling is included on this page.

*Tell us about your Vision:*

*millville*  
"We need eating places / restaurants, a grocery store, walking areas, pet park, and assistance with beautifying homes for homeowners."

*all*  
"Panama City is a waterfront town. I am interested in bicycle/walk/run paths from Port Saint Joe to Grayton Beach ... More small boat launch opportunities to relieve stress on our larger launches."

*glenwood*  
"Better paying jobs, affordable housing, and recreation (sports complex for kids) for the people of this community."

*all*  
"Provide affordable housing, and workforce jobs. Also provide for college bound youth, jobs to return to Panama City, instead of moving away."

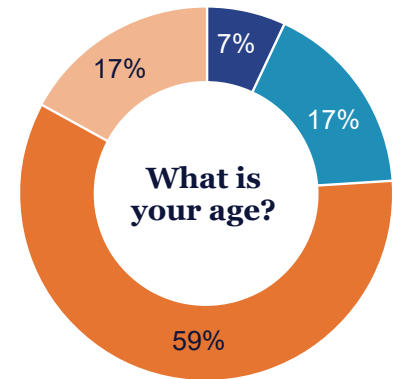
*st. andrews*  
"I envision embracing St. Andrews hometown historic feel and emerging the local arts into every bit of it!"

*all*  
"Moratorium on aluminum buildings, plant oak trees and remove all signage remnants."

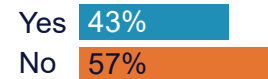
# Tele-town Hall Kickoff

The public engagement process began with a Tele-town Hall (a phone-based Town Hall) on June 4th. Participants who registered their phone number at the Vision Hub were called at 7 pm on the date of the event; additional participants were able to join via a publicized call-in line. City Manager Mark McQueen, Mayor Greg Brudnicki, and each of the City Commissioners welcomed the listeners and expressed their goals for the upcoming Neighborhoods Plan process.

Victor Dover from Dover, Kohl & Partners then gave a brief overview about the planning process and upcoming virtual engagement opportunities, and asked polling questions to gather feedback about priorities in each of the neighborhoods. The remainder of the meeting was dedicated to questions-and-answers with meeting participants. Participants who could not ask their questions live at the meeting were able to leave a recorded message for the planning team. A recording of the event was posted to the Vision Hub following the meeting. The event helped to identify key issues for the planning team to explore with participants at the Neighborhood Input Sessions.

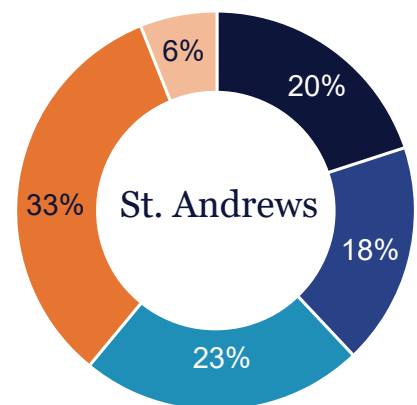
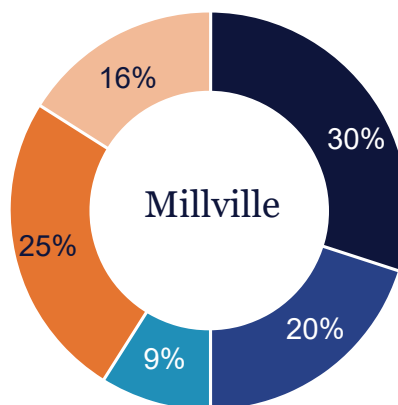
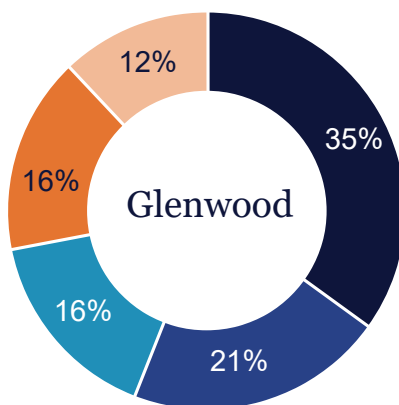


## Did you participate in any of the events for the Downtown Vision Plan?



*105 participants*

## Which of these Cornerstone Ideas is a top priority for your neighborhood?





**SAMPLE OF COMMUNITY INPUT FROM  
THE TELE-TOWN HALL Q & A:**

**Q:** “Are we considering the replacement of the wastewater facility a Millville project or City project?”

**A:** The City is considering replacement of the wastewater facility in Millville, which could open up that waterfront area for other uses. This possibility will be discussed at upcoming Neighborhood Plan events.

**Q:** “Will Joe Moody Harris Park be a park and clubhouse or will it be a housing development?”

**A:** Joe Moody Harris Park will continue to be a park. The City is awaiting funds to rebuild the park amenities and clubhouse. The City is looking to purchase land north of the park to build workforce housing to support key industries.

**Q:** “Hurricane Michael created a food desert. What is going to be done about a new food market?”

**A:** The City did lose a number of stores from the hurricane and has reached out to a number of grocery developers. Having a nearby grocery is an important quality of life feature, and it is part of the City’s economic development plan to get a new store south of 15th Street.

**Q:** “Curious about the project that is being built on 15th Street, when will it open up and will there be criteria for people to live there?”

**A:** The Park at Massalina will be a new apartment community. There is not an “opening” date at this time. This will be an affordable housing community that will have income-based criteria.

**Q:** “How can we preserve our historic buildings?”

**A:** Historic preservation is a high priority in the neighborhoods, similar to Downtown. Historic buildings take TLC and need to be occupied. The historic character of the neighborhood is not just the buildings, but also streets, street trees, and open spaces. We can include ideas in the plan that promote preservation.

# Neighborhood Virtual Input Sessions

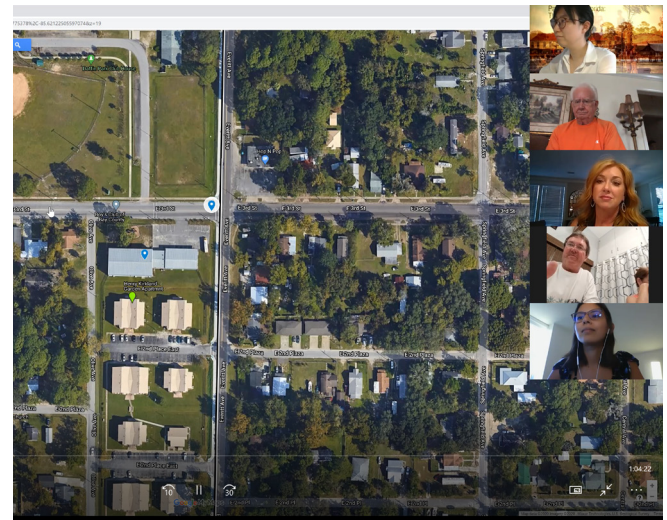
The public input sessions were hosted as virtual/online meetings and advertised through social media, email, flyers, radio and at other City events. The meetings began with a welcome from each neighborhood's commissioner, and a presentation of existing conditions, topics of interest and potential for future improvements by the Dover, Kohl & Partners (DK&P) team. After the presentation all participants were broken into small groups with a facilitator from the DK&P team to discuss ideas on a map. The facilitator marked areas of concern, opportunity sites and questions from the participants. Toward the end of the session, the group defined "3 Big Ideas", the most important ideas from their conversation.

After the small group exercise was finished, everyone reconvened into the larger group meeting to share their ideas. One person from each group described key take-aways from their conversation, giving an opportunity for participants to hear all of the ideas and see points of consensus or differences.

The virtual input sessions were also broadcast on local television via Gulf Coast State College Broadcasting. The public could watch the presentations and the Zoom participants sharing a summary of their ideas. Following each session, a video of the meeting was posted to the project website.



Participants reconvene to report back their 3 big ideas.



A small group works together to add their ideas to a map of their neighborhood.

## Virtual Input Sessions Schedule

**JUNE 15**  
**GLENWOOD**  
Zoom Meeting: 6 PM

**JUNE 16**  
**MILLVILLE**  
Zoom Meeting: 6 PM

**JUNE 18**  
**ST. ANDREWS**  
Zoom Meeting: 6 PM



# Special Topic Meetings

Following the Input Sessions, the DK&P team worked to synthesize information heard and create illustrations to test community ideas. The team also held meetings to discuss special topics of interest and continue to gather input, which included meetings about workforce development, housing, small businesses, transportation & parking, and the environment & stormwater. The special topic meetings were conducted on Zoom, and led by the planners, economist, transportation and civil engineers on the DK&P team that were subject area experts. Ideas that were discussed in the meetings were incorporated into ideas and illustrations presented at the Work-in-Progress Presentation.

## *Schedule*

» JUNE 22  
Workforce Development  
11 AM

» JUNE 22  
Transportation/Parking  
1 PM

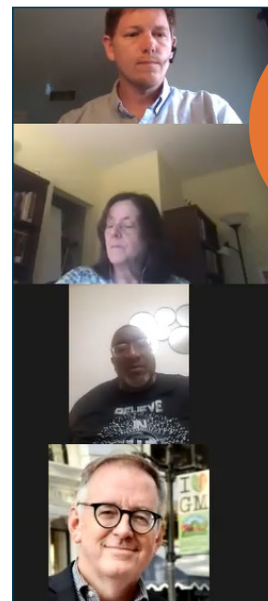
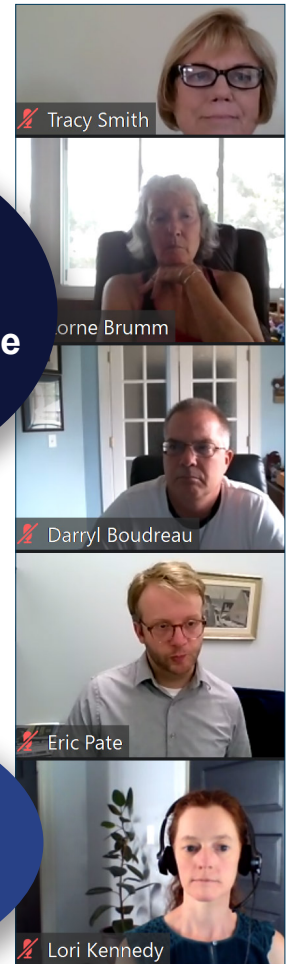
» JUNE 22  
Small Businesses  
3 PM

» JUNE 24  
Stormwater/Environment  
11 AM

» JUNE 24  
Housing  
3 PM

“Existing skills exist here in Panama City that are inherent to the culture (seafood, etc).”

“Slow streets designed for the neighborhood context can be more pedestrian & bike friendly.”



“Linking and cross training with schools is key!”

# Work-in-Progress Presentation

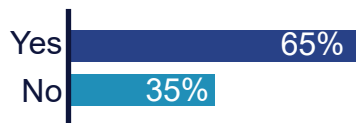
On June 26th, the DK&P team presented the draft illustrations and recommendations completed during the virtual charrette week. The presentation was a webinar format, and the community was able to join and ask questions through the Q&A during the meeting. Over 80 people joined and spent their Friday evening with the team.

The goal of the presentation was to get initial reactions to draft work and determine topics or ideas that should be the focus of further analysis and exploration. At the end of the presentation participants were polled to identify if they had participated in previous online events, what they were most excited about, and if the plan was generally on the right track. Input received is summarized on the following pages.

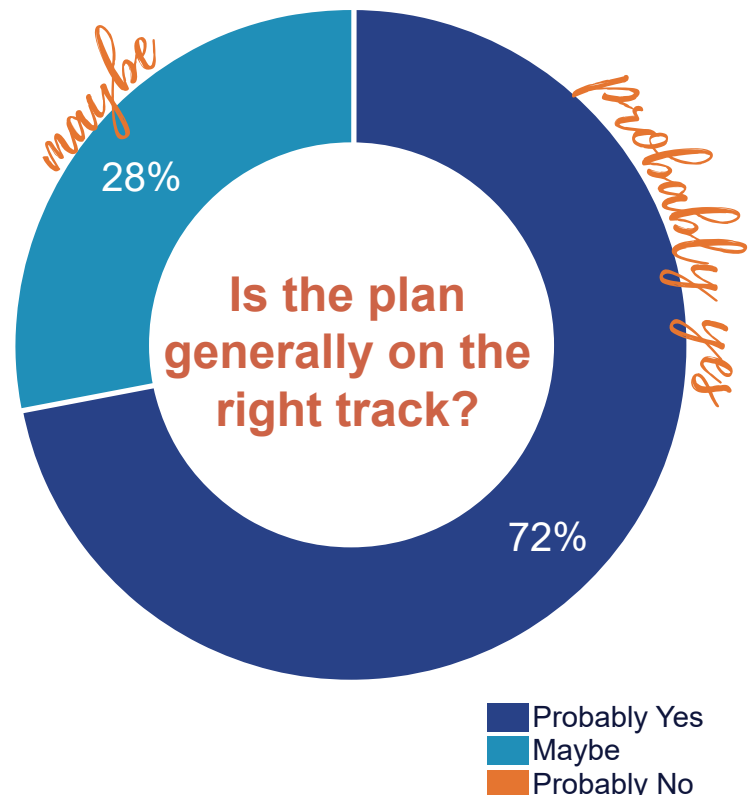
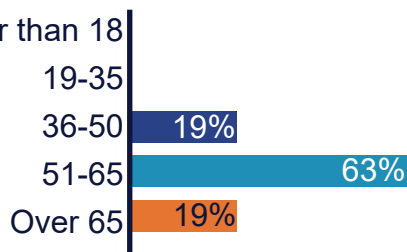
Following the presentation, the video of the meeting was posted to the Vision Hub, so that additional community members could review the work to date and provide feedback.

87  
participants

**Did you participate in any of the online meetings this week or last week?**



**What is your age?**



## RESPONSES FROM WORK-IN-PROGRESS POLLING:

What wasn't mentioned, that the team still needs to explore?

30%

mentioned  
OPEN SPACE &  
RECREATION

- Pool in Glenwood
- Pet friendly areas
- Boat ramp relocation
- Drummond Park football
- Ball field in St. Andrews
- Amphitheater in Glenwood and/or Millville neighborhoods

23%

mentioned  
TIMEFRAME &  
COST

- Stages of development / implementation
- Cost
- Timing
- Implementation
- Financing

14%

mentioned  
BUSINESS  
OPPORTUNITIES

- How citizens can financially invest in new businesses
- Neighborhood financial empowerment
- Streamline business permitting
- Major hotels and businesses
- Mall
- Business opportunities

12%

mentioned  
TRANSPORTATION  
& STREETS

- Enhancement of roadway right-of-way to beautify the area
- Sidewalks in neighborhoods
- Public transit
- Water taxi

21%

mentioned  
OTHER IDEAS

- African American history museum
- Bayview Ave
- Gentrification
- Blighted areas
- Integration of neighborhoods
- Expectations
- Design guideline enforcement
- Form-based codes
- Code enforcement



# Draft Ideas Survey

A Draft Ideas Survey was conducted on the project website July through August to gather input on the plan concepts to date; a paper survey was also available in drop boxes within each neighborhood.

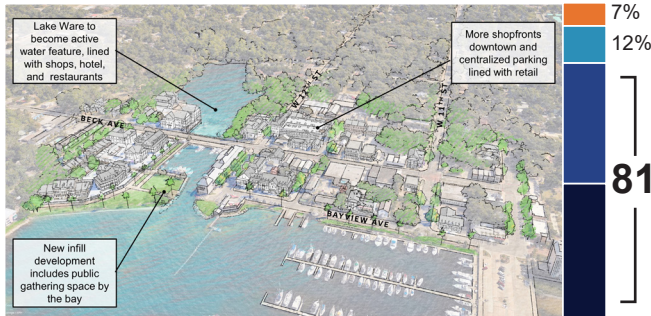
In the questions below, participants were asked to rank images on a scale of 1 to 5, with 5 meaning “on target” and 1 meaning “needs work.”



## What do you think of the vision for downtown St. Andrews?

## What do you think of the redesign for Beck Avenue, with pedestrian-friendly streetscape elements?

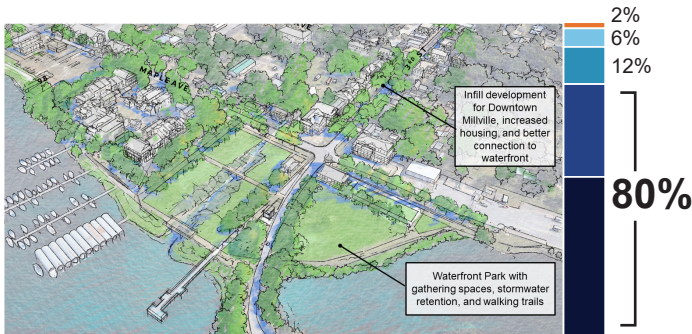
St. Andrews



## What do you think of vision for the waterfront park near 3rd Street?

## What do you think of the vision for the intersection of Bus 98 and Sherman Avenue?

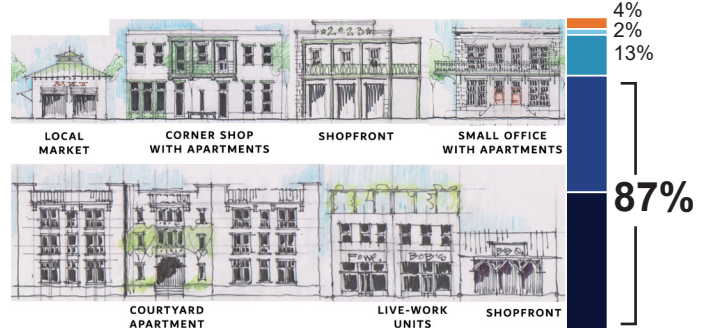
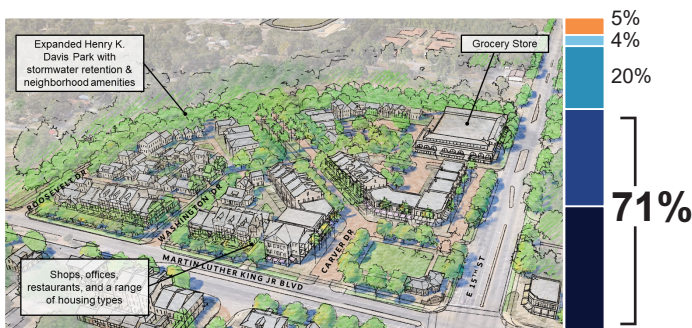
Millville



## What do you think of the vision of new development near MLK Jr. Blvd. and 15th St.?

## What do you think of the infill of vacant lots along MLK Jr. Blvd. that includes a mix of uses?

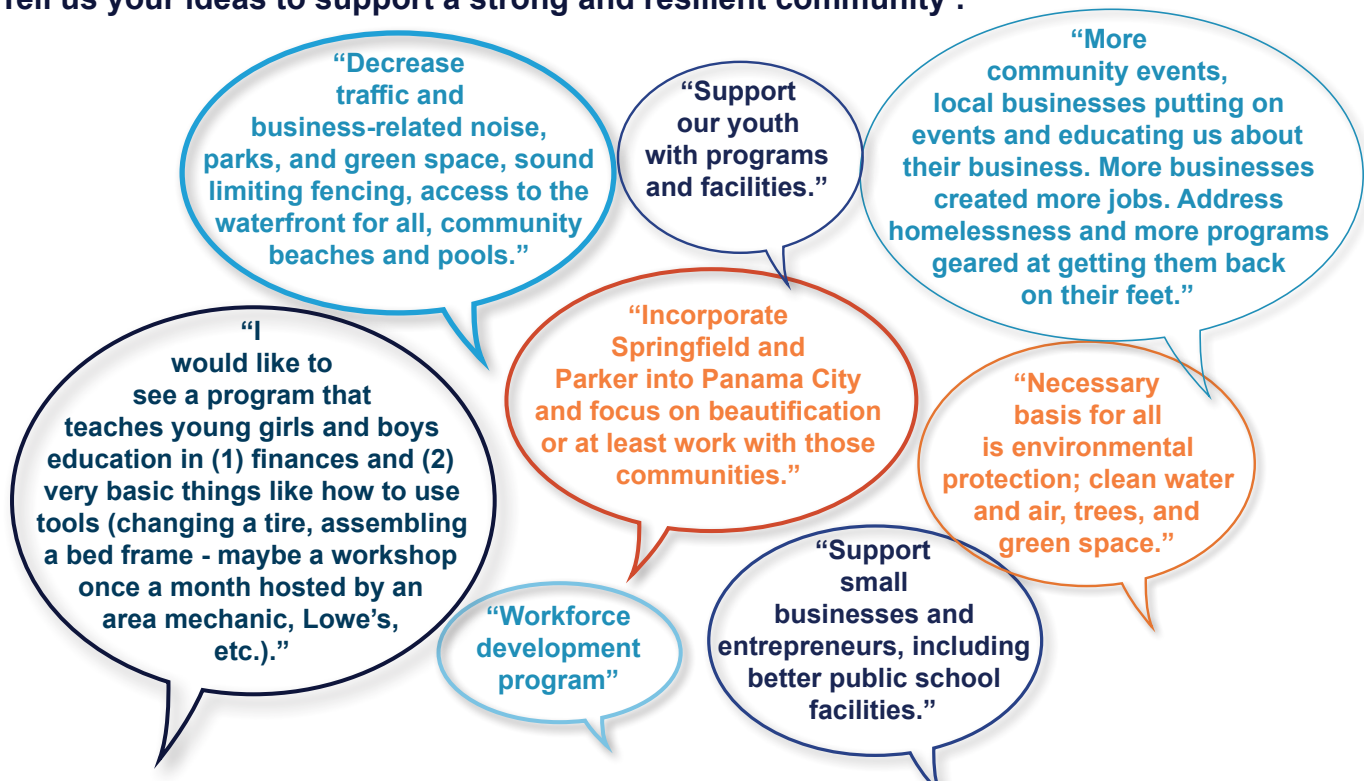
Glenwood



Tell us about any other opportunities or concerns in the neighborhoods :



Tell us your ideas to support a strong and resilient community :





# Open House & Community Review

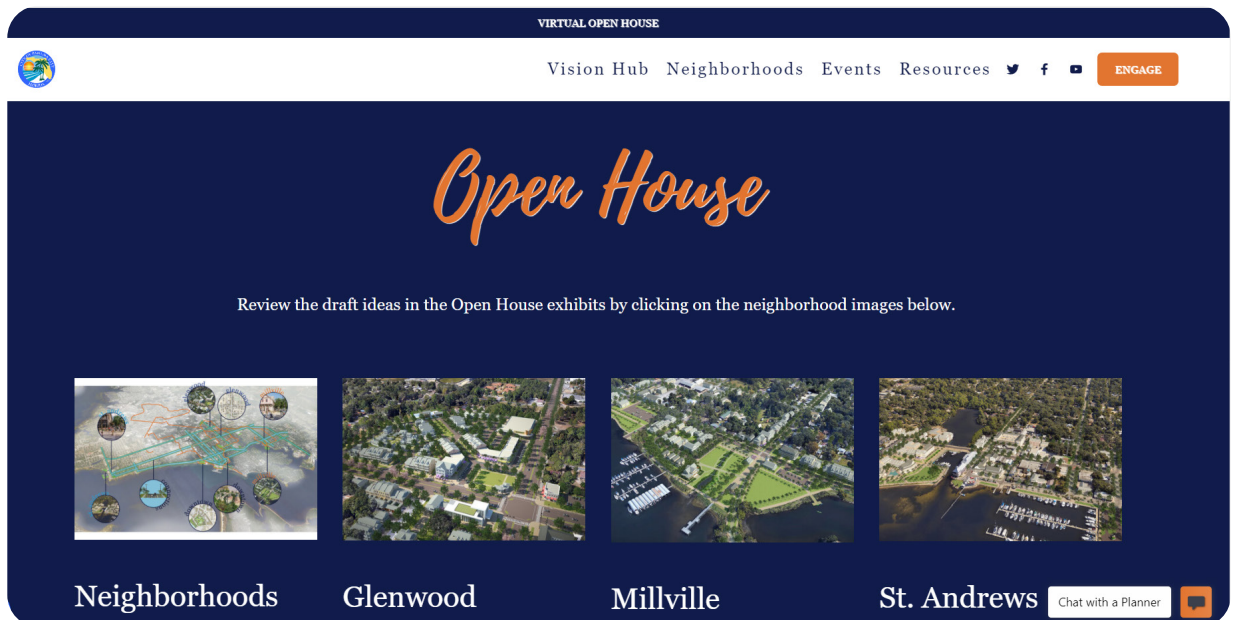
August 31st through September 2nd, the City and DK&P team hosted Open House events both online and in-person. Participants were able to see exhibits of the work the team had worked on over the summer and give their feedback. During lunchtime and evening time slots over three days members of the community were able to go to City Hall or join Zoom to discuss and review the new drawings. The in-person Open House had exhibit boards that summarized the Big Ideas for the Neighborhoods, Glenwood, Millville and St. Andrews; on Zoom the participants could ask questions as the team reviewed the boards on the Vision Hub website. Participants and attendees could leave their feedback online through a survey or fill out a hard copy in-person. The surveys included questions about top priorities for implementation.

On September 3rd, the DK&P team led a Community Review on Zoom. The team presented the work and summarized the feedback heard during the Open House events. During the review, participants were asked polling questions that they were able to answer using their phones via text messaging. A summary of responses is shown on the next page.

**187**  
*participants*  
OVER 7 EVENTS

Right: Attendees at the Open House in City Hall.

Below: The Open House exhibits were available for review on the Vision Hub.



Which draft plan ideas are your top priority for implementation?



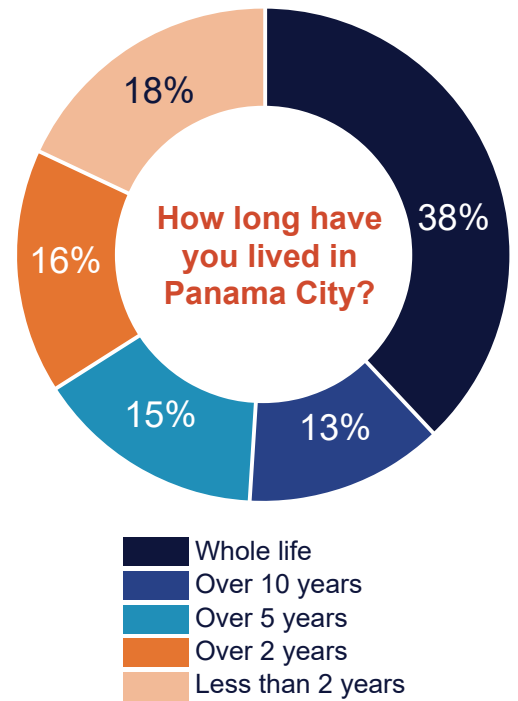
Is there anything that was not mentioned tonight, that should be part of the draft plan?



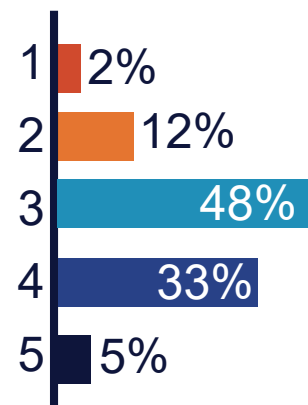
# PC Teen-Designed Parks

On September 12th and 19th, 2020, Panama City's Quality of Life Department partnered with ArchAcademy and the LEAD Coalition to host an interactive charrette event for middle and high school students. The charrette was used to get input from the youth of Panama City about the future design of the parks in the city. Members of the DK&P team attended the September 12th meeting to introduce the importance of planning and review draft Neighborhood Plan ideas. The students were asked what would improve access to open spaces, how walking and biking could be more comfortable in their neighborhoods, and what uses the students would like to see in the neighborhoods in the future. The students reported their favorite parts of the neighborhood plan images were the bike lanes; places to stop as you bike (tables/food); open spaces for walking; and street trees.

The students then designed models of their ideal park. Input from this workshop can shape future park design in the City to meet the needs of the next generation.



On a scale of 1 to 5, how happy are you with the parks available to you in your city?



Above: 80+ students responded to a survey asking how they use city parks and what features they would like to see.

Left: Students at the Youth Charrette drawing and designing potential future parks for Panama City.





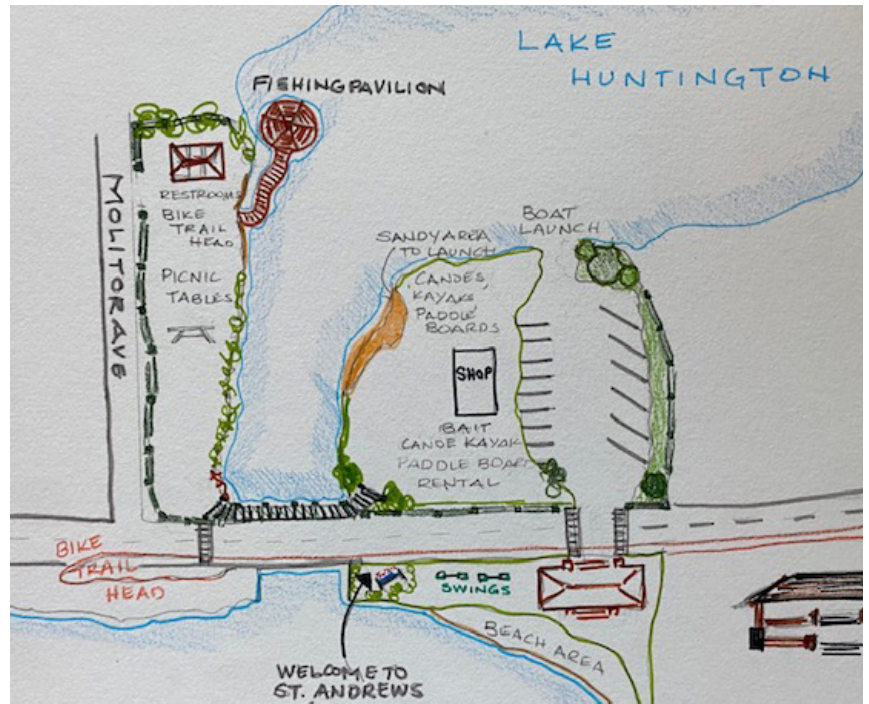
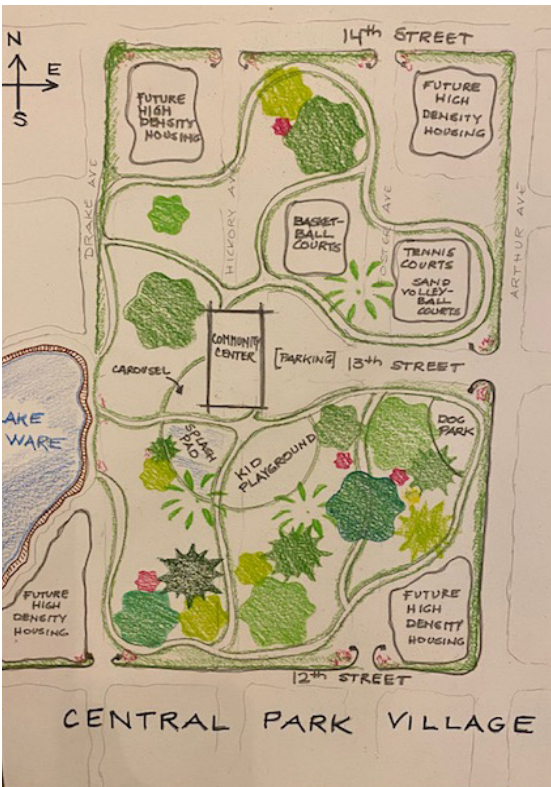
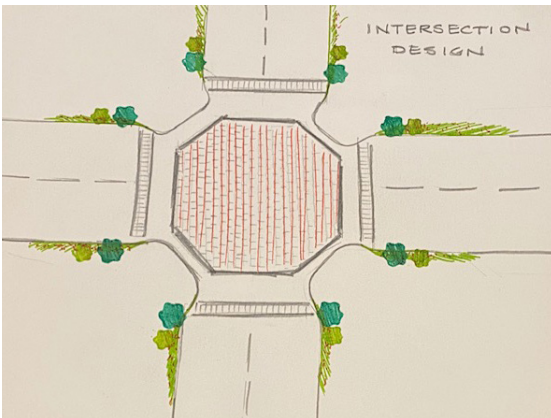
# St. Andrews Design Studio

## Keep St. Andrews Salty

In fall 2020, Professor Antonio Adessi's Architecture Studio at Gulf Coast State College worked on visioning for St. Andrews. The class analyzed the existing conditions of St. Andrews to produce sketches, photo surveys, and maps to describe how the neighborhood operates in terms of its landmarks, historic sites, landscape, housing, commercial uses, and transit. The students, working in 3 separate groups, drew ideas for the area between St. Andrews Bay, 15th Street, Molitor Avenue, and Frankford Avenue (roughly the extent of the neighborhood study area). Following the group plan, each student developed a design for a specific project at a smaller scale, which included parks, groups of buildings, a community center, museum, and public market. The students presented their ideas to city representatives; a sampling of sketches are included on this page.

### GCSC St. Andrews Design Studio Students:

Noah Fielder  
Martin Hengge  
Matthew Azevedo  
Dalton Groves  
Collin McDevitt  
Jennifer Lloyd  
Addison Newby  
Patrick Olafsen  
Sarah Pask  
Taylor White  
Bailey Yongue



Left and Above: Final work from the Gulf Coast State College Design Studio, illustrating student design ideas for St. Andrews.

## Plan Review & Feedback

The first draft of the Neighborhood Plans report was published on October 14, 2020. The draft was available to view or download on the Vision Hub website, with hard copies available to review at City Hall. Between October and January, there were 3,350 views of the plan chapters online; Chapter 4 (Glenwood) was the most-viewed chapter (992 views). An online survey collected community comments through November 9th, with additional comments received via letters, e-mail and through “chat with a planner” on the website.

The planning team worked to update the plan based on comments received; many comments and concerns focused on the vision for the Glenwood neighborhood. A Glenwood Review Meeting was held on January 26, 2021, to review comments and draft updates to illustrations and plan ideas, and check if the revisions were on the right track. Over 65 community participants joined representatives from the City and planning team, in person at Rosenwald High School and online via Zoom. All of the feedback was used to complete the Final Draft of the plan.

*glenwood*

“Myron Hine’s book entitled ‘Historical Journey’ ... there are many photos in that book that illustrate the kind of designs that we want.”

*millville*

“I would like to see existing industrial operations more included in the overall vision for Millville.”

“Overall, I think the proposal looks beautiful, makes a lot of sense, and will be a great improvement to the area.”

*st. andrews*

“We are pleased with the revised plans for a variety of housing being offered on MLK and throughout the Glenwood Community. We reiterate that we do not want to see towering apartments or condos alongside MLK. We want to see mixed heights, green space of parks, and mixed dwelling units facing MLK so that it is welcoming and more like its historical heyday.”

“Will there be housing available for the median income and age of those who reside in the area?”

“What incentives and/or assistance will be given to help revitalize the small Black business community that was lost as a result of the widening of MLK?”

“With regards to the MLK Center itself ... a library with books and computer labs ... art studio ... stage and the space for observing performances ... display shelves be built so that historical artifacts and educational signage can be placed in the Rec Center also.”