



Crescent City
VISION & MASTER PLAN

May 2024



CHW **AVRES**
Professional Consultants

City of Crescent City

Vision • Master Plan • CRA Plan Update • Implementation Strategies



Artist's view of proposed Central Avenue improvements (a designated FL Main Street)

Executive Summary

The City of Crescent City appointed Ayres to prepare a Vision Master Plan and Redevelopment Plan Update focusing on Crescent City's downtown and the US Highway 17 corridor. The Master Plan and design recommendations are to meet the City's residents' and business community's aspirations.

Since the late 1990s, the City of Crescent City has undertaken revitalization efforts to better plan for and focus on quality development and services. Efforts have included planning for the downtown area through the Community Development Plan, the Hotel Feasibility Study, and a rebranding process. The 2018 Community Redevelopment Plan was the most recent update to the plan created to guide the economic redevelopment of the downtown and US Highway 17 corridor. Most recent efforts include an update to the City's Comprehensive Plan, and zoning policy changes are being undertaken to initiate growth and change in the community.

The Phase 1 Data Assessment and City Positioning presents the planning assessments undertaken and community feedback received from stakeholder meetings and community engagement processes. The extensive mapping assessment and policy reviews are used to analyze the redevelopment condition and identify patterns and suitability for redevelopment. Considering the City context, cultural environment, current policies and the regional development context, the planning team has compiled a list of prioritized areas and actions incorporating the community feedback received. A City positioning statement is established to set the tone for the master plan and redevelopment strategies.

The Vision and Master Plan is based on the studies, analysis, and extensive feedback from the community and City leaders. This plan focuses on the downtown area and the Hwy 17 corridor and targets six opportunity areas including the Miller Middle School site. Increased opportunities for downtown living, infill redevelopment, public space and urban experience improvements are a common feature of the proposed improvements in all of the targeted areas. The plan recommendations are scaled to meet the small-town aspirations of the community and the desire to preserve its historic heritage and culture.

This report includes the work under project Phase 3 and is to be read in conjunction with the previous Phase 1 Data Assessment, GIS Mapping, and City Positioning Report.



Crescent Lake Waterfront

Acknowledgements

City Commission

Michele Myers	Mayor
H. Harry Banks	Vice Mayor
Lisa Kane DeVitto	Commissioner
Cynthia Burton	Commissioner
William "B.J." Laurie	Commissioner
Robert Pickens	City Attorney

City Staff

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View from Central Avenue Looking towards Crescent Lake

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1

City Context

Located in southern Putnam County and connected by US Highway 17, Crescent City is situated 10 miles east of the Ocala National Forest, 60 miles south of Jacksonville 60 miles north of Orlando. The City's strong historical roots, citrus farming traditions, and waterfront events make it attractive to its residents and visitors who want to experience a different, quaint, and traditional Florida. With its favorable location, migration to Florida, and people's changing preferences, the City is bound to see increased interest from new residents and business leading to overall growth. Significant developments that could impact Crescent City include the planned Bass Pro Shop/Johnny Morris development of over 4,000 acres proposed in neighboring Welaka.

The surrounding areas primarily constitute established residential communities. Residential and commercial developments in the area are relatively lower when compared to other regions of Florida. Communities along the St. Johns River notably predate European settlements, and these areas of northeast Florida consist of some of the first settlements in the country since the 1700s, primarily based on agriculture and livestock.

Crescent City offers a waterfront lifestyle with the City situated between Lake Stella and Crescent Lake. Its recent rebranding as "Life Between the Lakes" highlights the City is a unique location for quality waterfront living. The network of county and state roads provides effective connectivity to the City. Public and social infrastructure improvements will further support a vibrant City.

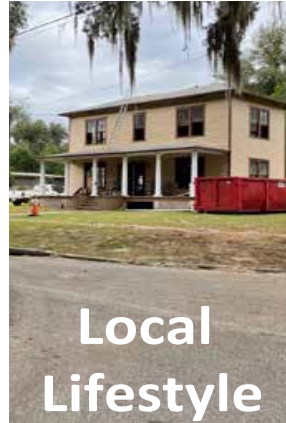
The City today is a vibrant mix of the old southern buildings and its agricultural heritage from the turn of the last century. A thriving African American community and more recently a significant Mexican American community call Crescent City home.



Crescent City Context

The City Context

Old Florida Charm



Project Overview and Purpose

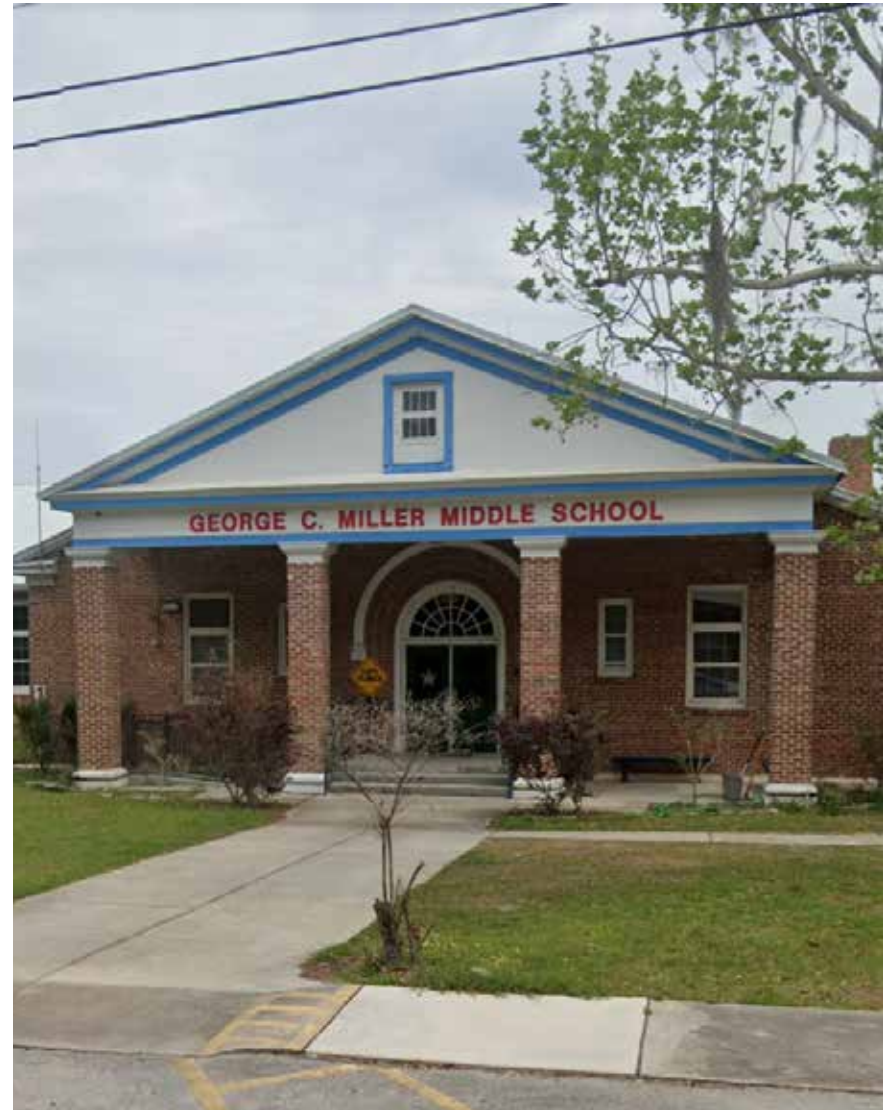
The City of Crescent City's Vision & Master Plan and Update to the Redevelopment Plan evaluates the potential of updating the City's Master Plan to promote economic prosperity and community development while providing an enhanced urban living experience. The main objective for this project is to provide a set of recommendations for facilitating and promoting the quaint old Florida charm and encapsulating the different cultures from each of its unique and diverse community groups.

After carefully carrying out an in-depth site analysis of the site to better understand the community and its requirements, the report is able to provide an outline of six key opportunity areas. Each opportunity area focuses on a section of the City that may benefit from an improvement plan. Community feedback and local context were used as an opportunity to guide the study in the right direction to help shape the final recommendations. Through a series of detailed public engagement forums combined with careful site analysis, the study is able to capture community goals and aspirations for the Update to the Redevelopment Plan.

The Vision & Master Plan aims to provide a roadmap for how the City will grow and develop over the next 20 years.

The Master Plan will be the destination and guiding steps of how the Vision will be realized, and the Redevelopment Plan is the enabling document that encompasses all the elements that may be undertaken to redevelop the target redevelopment areas supported by infrastructure improvements.

The plan, underpinned by a robust public engagement process, guides the growth aspirations for the City and decisions on infrastructure and public investments as the City seeks to restore its former vibrance and continued economic resilience.



Miller Middle School Site on South Prospect Street in Crescent City

Project Timeline

Community engagement for input and feedback:

1. Online Surveys for Public Feedback.
2. Public input.
3. Project updates on City's website and social media.
4. Ongoing engagement with City staff to finalize ideas and plans.
5. Draft Master Plan – December 2023
6. City Commission Presentation – January 2024.
7. Final Master Plan – March 2024.

PUBLIC ENGAGEMENT AND CITY MEETING

26 weeks (entire project duration)

Our team involves public engagement throughout every phase of the project. The following are elements of our public engagement plan:

- » Website
- » Online survey
- » Stakeholder meeting
- » City Commission / CRA Board workshop
- » Steering Committee meetings
- » City Commission presentations

1

DATA ASSESSMENT AND CITY POSITIONING

8 weeks

During this first phase, we will learn and assess the project area and it's surroundings with an emphasis on:

- » Data analysis
- » Site studies
- » Assessments and mapping
- » Collaborative partners
- » Positioning and branding

2

DRAFT VISION & MASTER PLAN

10 weeks

Our team will evaluate all information gathered in Phase 1 to complete a draft vision and master plan. These alternatives will include:

- » Vision
- » Principles
- » Optioneering
- » Draft CRA Plan update

3

FINAL VISION & MASTER PLAN AND CRA PLAN UPDATE

8 weeks

Our team will collaborate with City staff, the community, and stakeholders to finalize a plan. This phase will include the following pieces:

- » Final Vision and Master Plan
- » Rough order of magnitude redevelopment costs
- » Final CRA Plan update
- » Implementation strategy

Previous Studies

The University of Florida conducted an analysis in 2018. Revitalizing the City of Crescent City Core: Final Report Concept and Programmatic Analysis discusses a Community Planning Technical Assistance Grant between the City of Crescent City and the Center for Hydro-generated Urbanism (CHU) at the University of Florida to help the City find creative solutions to foster a vibrant and healthy community while protecting the functions of important state resources and facilities. The scope of work included:

- Identify areas within the CRA with critical needs for water and sewer infrastructure upgrades and expansion.
- Identify areas within the CRA that are best suited for marina development.
- Identify public assets that may be suitable for developing historic-based tourism opportunities and improved connections between the water and business district.
- Develop a design concept for Central Avenue.
- Consider planning and design for a pedestrian connection between the Marina Park, historical amenities, and Central Avenue business area.

A Hotel Feasibility Study for a proposed 40-room independent boutique hotel was conducted by Hospitality Consulting Inc. The proposed hotel in downtown Crescent City was to provide a unique experience building on the historic quaint feel and natural surroundings, while also being located in close proximity to major cities and being a focal point for local events, activities, and community celebrations.

The City's 2018 CRA work established the Blight in the City and sets out initial recommendations for improvements in the CRA Redevelopment Plan using CRA funds.

CRESCENT CITY COMMUNITY REDEVELOPMENT PLAN
WITH PROPOSED 2018 AMENDMENTS

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CRA Plan

Hospitality Consulting, Inc. Proposed Boutique Hotel, Crescent City, FL Executive Summary 1.1

1. Executive Summary

Identification of the Subject Property

The subject of this report is a proposed ±40-room, independent boutique hotel. The ±2.16-acre hotel site ("the Subject"), with forage on Summit Street (US Hwy 17) and Central Avenue, is located within the Community Redevelopment Area (CRA) in downtown Crescent City, Putnam County, Florida. The address is 331 Central Avenue, Crescent City, Florida 32112. The Subject is described in Section Three of this report.



Market Area Summary

The greater market area is defined as Putnam County. The direct market area is defined as the Palatka/Crescent City Micropolitan Statistical Area. Putnam County has a population of about 79,000 in 2019; nearly 30% of this population is 55 years of age and older. Population is growing at the rate of 0.9% per year, with population estimated to reach about 81,000 in 2024, and seniors are projected to reflect 40% of the total.

Crescent City is a small town nestled between two beautiful lakes in rural Putnam County, approximately 28 miles north of Deland and 23 miles south of Palatka. Crescent City is known as the "Bass Capital of the World" and offers outstanding recreational fishing. It is also a proud "Tree City USA" with canopies of live oaks and Spanish moss evoking Old Florida charm and nostalgia. The city of Crescent City is the second most populous city after Palatka, with about 1,555 residents.

Crescent City was founded in 1876. It was marketed as a semi-tropical location for winter residents to wealthy Northerners. By 1877, a dozen families had settled there and daily steamship service was established between Crescent City and Jacksonville. Prior to the 1870s, agriculture and livestock were the two major industries, but newly established orange groves helped establish a thriving citrus industry. However, the "Great Freeze" of 1894-95 devastated both the groves and the City's population, from 554 people to 352 at the turn of the century. By 1900 the citrus industry began to prosper again, and by 1915 there were some 90 growers shipping fruit from packing houses in Crescent City.

However, disaster struck again in the form of the Mediterranean fruit fly which decimated the local citrus industry, followed by the real estate bust that occurred throughout the entire state in

Hotel Feasibility Study



Public engagement meeting

2 Public and City Engagement

The City of Crescent City Vision & Master Plan process began in July 2023. Public engagement was a crucial aspect of the development of the Vision & Master Plan. The main objectives of the public engagement process were to gather input and directions on the community's hopes and aspirations for the long-term growth and transformation of the City. The interactive sessions were tailored to elicit feedback on key issues and opportunities within the community. These ranged from physical projects to program and policy improvements. Several methods, including public workshops, open houses, surveys, Stakeholder Groups, and City residents were part of the process. Public engagement events planned for the project included:

- Stakeholder Meetings and Interviews
- Online Survey for Phase 1
- Public Meeting 1 – Assessment Highlights and Initial Feedback
- Online Survey for Phase 2
- Public Meeting 2 - Draft Vision, Master Plan
- Planning and Zoning Commission Meeting
- City Commission/CRA Board Workshop
- Online Survey for Phase 3
- City Commission Meeting and Presentation
- City Commission - Workshop Final Plan
- Planning and Zoning Commission Presentation
- City Commission - Plan Adoption

Public Engagement Snapshot

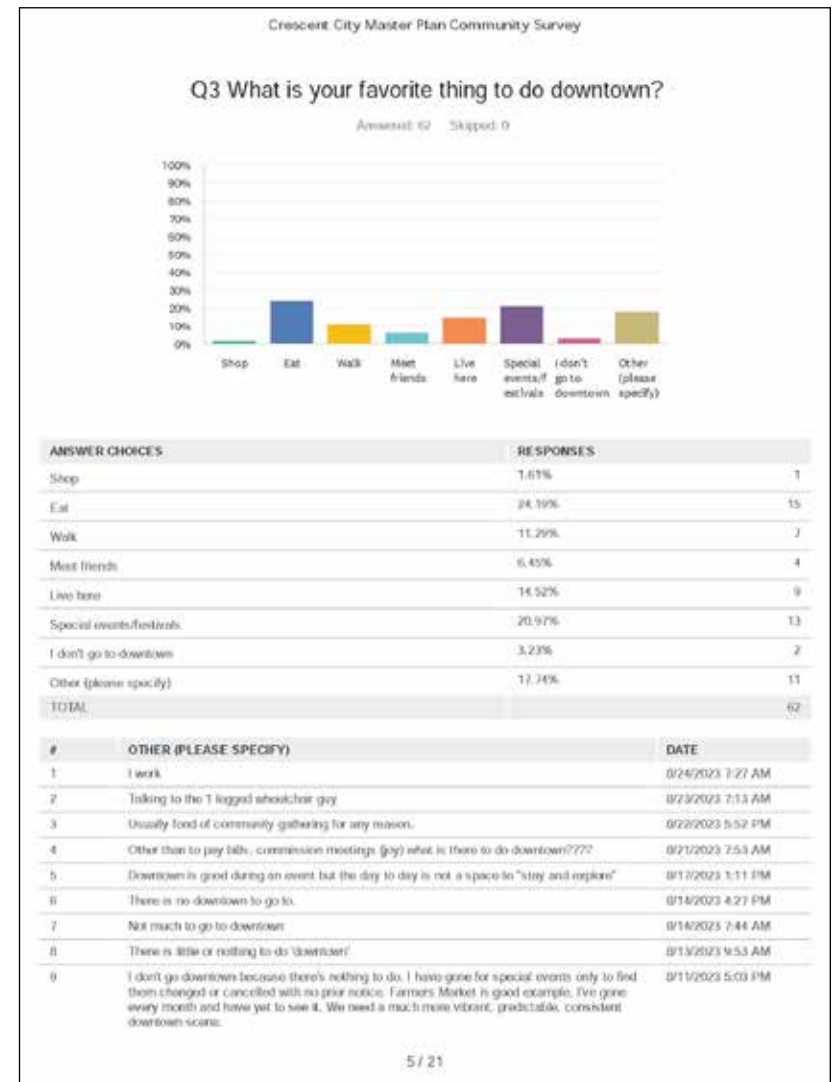


Online Survey 1 Feedback

An online survey was released in August 2023 and closed in September 2023. Its purpose was to gather community support and collect comments/feedback regarding the Crescent City Vision & Master Plan and Update to the Redevelopment Plan. The survey was conducted over several weeks for the community to complete. Flyers with QR codes were distributed with the residents' utility bills to encourage participation; 62 responses were received.

The main feedback from the survey is summarized below:

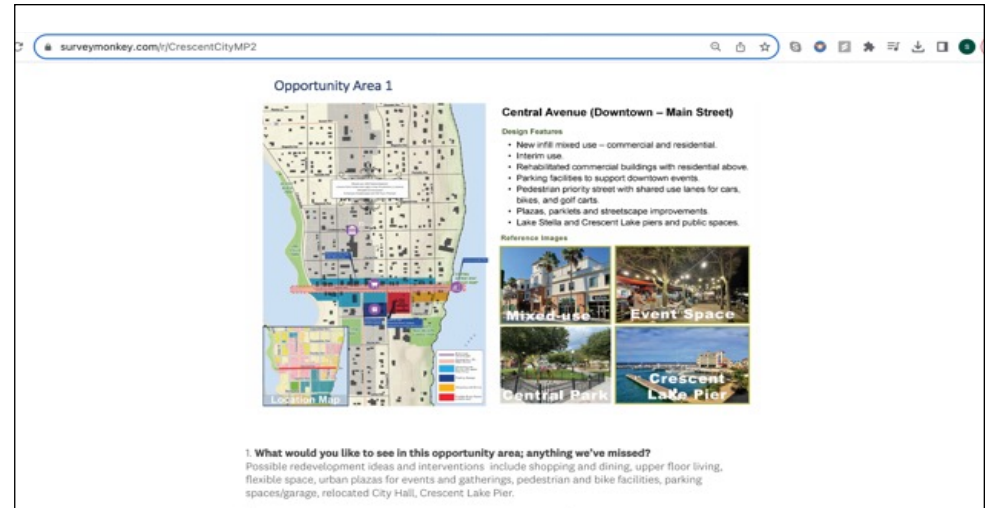
- Most of the residents recognize Crescent City as a pedestrian-friendly and walkable city with a quaint small-town charm.
- The downtown area needs to be improved and developed as it lacks a true harmonious downtown gathering space feel.
- Lack of resources/commercial/retail opportunities in the downtown area, forcing residents to travel out of the City to meet those needs.
- Keeping the small-town charm of Crescent City intact.
- Historic character of the City along with affordable housing were highlighted as two primary attraction points.
- The need to have a community center in town in order to bring the residents together. This was identified as a major use for the Miller Middle School vacant lot.
- Most of the residents wish to stay in Crescent City and would like to see it flourish and develop into its full potential.



Online Survey 2 Feedback

The second online survey was released in November 2023. The purpose of the survey was to garner feedback from the community on the opportunity areas and initial ideas presented in the Phase 2 report. 34 responses were received. The main feedback from the survey is summarized below:

- Preserve historic buildings and structures.
- Consider destination creation uses such as breweries and restaurants within downtown.
- Piers, docks, marinas, and waterfront parks and residential are favored.
- Mixed opinions on relocating the City Hall.
- Mixed-use condos and apartments are important to attract families.
- The gateway features, signage, urban plazas, and parklets are expensive and funds could be prioritized on other aspects first.
- Parking is needed within the downtown.
- Wider sidewalks and bike trails are ideal within the downtown area.
- Repurpose the Miller Middle School site historic buildings.
- Mixed feelings on mixed housing along the Lake Stella waterfront.
- Focus on policing and crime prevention.
- Redevelopment programs proposed on Opportunity 3. Areas 4 and 5 are considered favorable.



Second online survey



Second online survey

Online Survey 3 Feedback

The third online survey was released in December 2023 and closed in January 2024. The purpose of the survey was to garner feedback from the community on the proposed Vision & Master Plan. One response was received. The main feedback from the survey is summarized below:

- Most of the responders appreciated the Master Plan designs and concepts; however a few had reservations regarding the successful implementation of the project.
- Some highlighted the need to reuse existing infrastructure for commercial purposes.
- The resident tax base was also highlighted as an important aspect to consider while finalizing Master Plan design inputs.



Third online survey



Third online survey

Public Meeting 1 Summary

The first public meeting was held in September at Crescent City City Hall. This meeting was designed as an open house over three hours for the community to attend at their convenience and have one-on-one conversations with the project team and City staff. Notifications of the public meeting through flyers in English and Spanish, banners on the City's website, and distribution of flyers through various organizational leaders were done to encourage maximum participation. Approximately 20 residents attended the session and provided valuable and detailed feedback. Please refer to the appendix for the full engagement boards.

- The public was invited to take part in the interactive session. Visual boards prepared by Ayres were used to gauge interest of the public amongst areas of interest such as Streetscape, Signage, Urban Experience, Urban Form, and Open Space and Recreation.
- Post-it notes, stickers, and drawings were a few of the mediums used by the public to convey their ideas and visions for the City. The main preferences expressed by the community include:
 - Downtown Revitalization
 - Lakefront Activation
 - Affordable Housing Options
 - Preservation of the City's historic quaint charm
 - Assessment maps and geographic information presented in this report were also available at the meeting for community members to view and discuss with the project team.



Visual boards for the first public meeting



Interactive engagement with the community

Public Meeting 2 Summary

The second public meeting was held in November at the Crescent City City Hall. This meeting was designed as an open house for the community to attend at their convenience and have one-on-one conversations with the project team and City staff. Notifications of the public meeting through flyers in English and Spanish, banners on the City's website, and distribution of flyers through various organizational leaders were done to encourage maximum participation. Approximately 15 people attended this session and provided valuable and detailed feedback. Please refer to the appendix for the full engagement boards.

- Reuse of the Miller Middle School Site historic buildings and new waterfront residential development in this area.
- Redevelopment on Lake Stella waterfront, Uptown and Southside areas to attract and retain residents.
- Relocation of City Hall to a central location on Summit Street.
- Walkable and bike friendly environment on Summit Street and Central Avenue, especially within the downtown core.
- Adequate and functional parking space allocations to accommodate businesses in the area.
- Touristic opportunities with Lake Crescent Pier and the waterfront up to Sunrise Park
- Preserve green spaces throughout the city – historic oak tree canopy on Summit Street could be reinstated.
- Preserve the historic assets/properties in the city to keep the historic charm.
- Quality spaces to support events and activities within the downtown area.



Charrette boards with marked feedback



Public Meeting 2



Engaged discussions and feedback from the community

Planning and Zoning Workshop Summary

Ayres and CHW presented to the Planning and Zoning Commission at their monthly meeting in November at the Crescent City City Hall. The following are the main points made by the board during the meeting.

- There is a need for a different range of housing options, including attached and detached housing, residential redevelopment new construction products.
- Define affordable housing. Provide housing for working populations such as educators and families.
- Opportunity area 1: Opportunity for more housing and identify parking locations for the future.
- Opportunity area 2: Lower the speed limit and increasing sidewalk space is ideal.
- Opportunity area 3: Retain the historic buildings for civic use and consider moving the City Hall function here.
- Opportunity area 4: Mixed housing serving residents is desirable.
- Opportunity area 5: Consider healthcare facilities and chain hotels as part of the commercial offerings.
- Opportunity area 6: Focus on commercial amenities to serve the downtown area and south side.
- Clarify if the City is to be destination or continue to focus on being a small residential community.
- Focus on addressing existing blight.
- The City should consider an industrial park in the southern part of the City.
- Multiple growth avenues are to be explored in addition to the potential impact of the Bass Pro development.
- Streetlights and signage could be improved for safety and provide direction to area destinations.
- Historic preservation is an integral part of the City. The Mid-Century Architectural Style needs to be part of the architectural character.
- Public participation is crucial for the planning process.

Please refer to the Appendix for the full presentation.



Planning and Zoning meeting at City Hall

City Commission/CRA Workshop Summary

The City Commission/CRA Workshop Meeting was held at the Crescent City City Hall in November to discuss the Phase 1 report and progress. The main points and comments from the meeting are below:

- Locating the New City Hall needs to be evaluated and properly determined.
- Preservation of the historical quaint charm of the City.
- All design interventions need to follow the architectural style of the City.
- Extend the online survey deadline by another week.
- Grocery stores are needed in the City to fulfill the requirements of the residents.
- Lake Stella will be a residential and outdoor activity area to preserve the natural environment.
- Trails and bike lanes on Highway 17/ Summit Street need to be designed/planned carefully so they support community needs.

Please refer to the Appendix for the full presentation.



City Commission Presentation

City Commission Presentation and Feedback

The City Commission Meeting was held at the Crescent City City Hall in January to discuss the Phase 2 report and progress on the Phase 3 final report. The discussion points and comments from the meeting were:

- There is a consensus on City Hall relocation to the Miller Middle School site. Voluntary annexations are favored although forced annexation are not favored.
- Growth needs to be captured and shown in the Master Plan.
- Keeping the original character of Lake Stella through single-family homes options only, townhouses not preferred.
- The existing US Highway 17 four-lane road design is preferred. Traffic calming approaches need to be further explored for the current road layout. Explore best case scenarios or enhancements to current conditions.
- Truck routes and alternate options are to keep environmental concerns in mind.
- FDOT has invested in installing medians and removing on-street parking on Summit Street.
- A four-lane road design with crosswalks would be ideal for purposes of traffic calming.
- The City Commission prefers to move the City Hall to the Miller Middle school site.
- Multi-level townhomes on Grand Rondo East (Lake Stella) are not preferred, consider renaming condos to townhomes or rowhomes.
- The area needs to achieve a certain population density for it to be successful as a walkable and non auto-oriented City.
- The final vision and processes are not clear in the Phase 2 report. Conflicting ideas were also highlighted and presented.
- In terms of future population projection - how will the City cope with a community of 8,000 potential population especially for sewer and water needs.

Please refer to the Appendix for the full presentation.



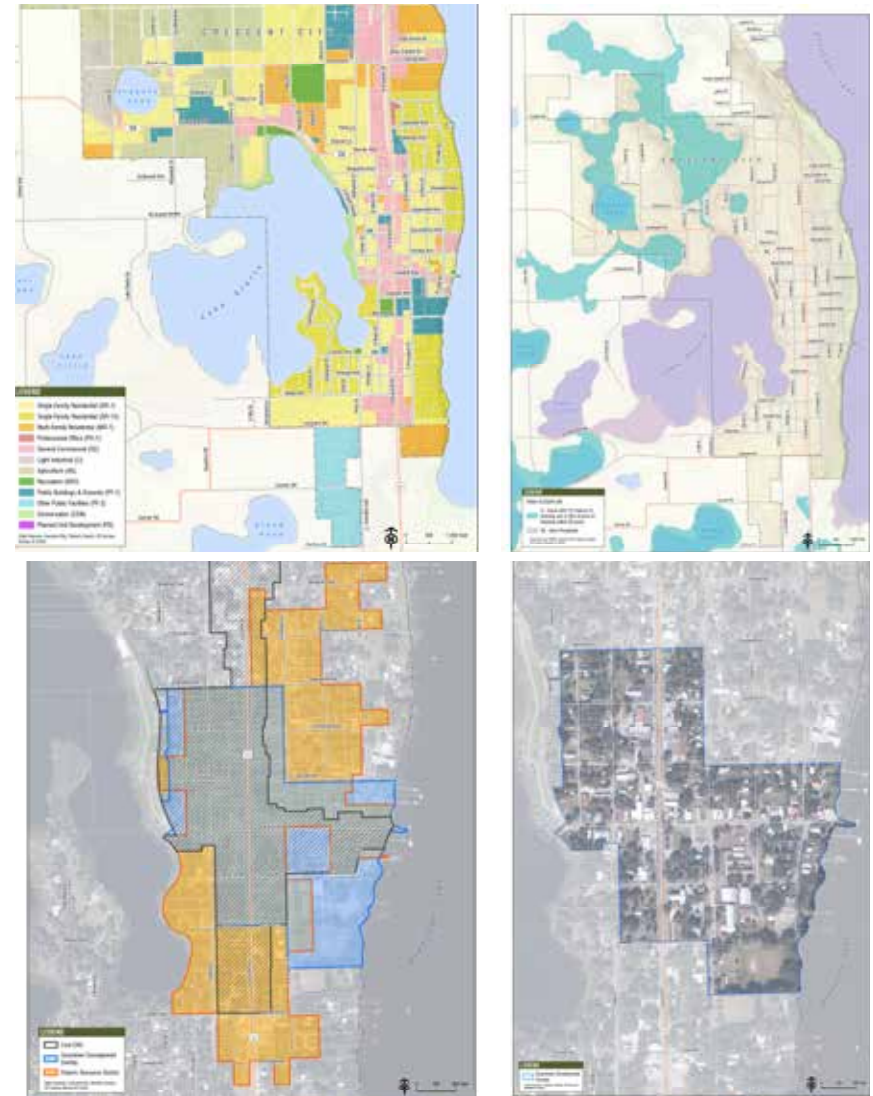
City Commission and CRA Board Presentation

Phase 1 Assessment and GIS Mapping

A detailed planning assessment of the City's land features and development attributes was completed and prepared to set a baseline for the Vision & Master Plan. These GIS assessments are presented in the following map series:

- City Extents
- Downtown Focus Area
- Population Density
- Traffic Counts
- Existing Zoning
- Future Zoning
- Future Land Use
- Proposed Overlay Zones
- Core CRA
- Downtown Development Overlay
- National Register Historic District
- Proposed Waiver Zones
- Downtown Building Footprint
- City Context
- Public Facilities
- Parks Open Space and Recreation

Please refer to the full set of GIS maps and related assessments in the Phase 1 report.



GIS maps part of the Phase 1 Site Analysis

City Commission Workshop and Feedback

The project team met with the City Commission on March 19th to workshop the final Master Plan. The main discussion points are below.

- A 35 mph to 25 mph reduced speed limit recommended for a 10-block area of downtown. The final decision will be made by FDOT.
- Five crosswalks on Hwy 17 in the downtown area have been recommended in the Plan.
- Concern about street parking in residential neighborhoods was raised and it was clarified that the on-street parking will be limited to the blocks adjacent to Summit Street within the downtown core area. The suggestion was to remove grass strips and increase brick/concrete area for sidewalks in downtown area.
- Concerns on the estimated population growth (approx. 8,000 in 20 years) were stated and the need to preserve the original and historic character of the city. The comparatively low population density was discussed as an opportunity to increase residential redevelopment within downtown along with possibly expanding the City limits.
- The Commission communicated the need for potential city acquisition of vacant and underutilized parcels on Grand Rondo East, through Home/Property refurbishment grants.
- Underground utilities in the downtown area were discussed but deemed cost prohibitive at this time.

City of Crescent City – City Commission Workshop

Phase-3 Final Vision, Master Plan & Redevelopment Plan Update Workshop

MEETING NOTES

DATE/TIME: March 19, 2024 / 12:00 to 3:00 PM

LOCATION: City Hall, Crescent City

PARTICIPANTS: City of Crescent City Commission, City Manager, City Staff, Craig Brashier (CHW), Binoy Panicker (Ayres)

AGENDA:

Consultants Ayres and CHW to present the Final Master Plan report draft and gather feedback/comment from the Commission prior to Master Plan adoption.

Meeting Notes:

In addition to specific clarifications and elaborations discussed on the Master Plan report, the following are key additional comments and feedback received during the City Commission workshop.

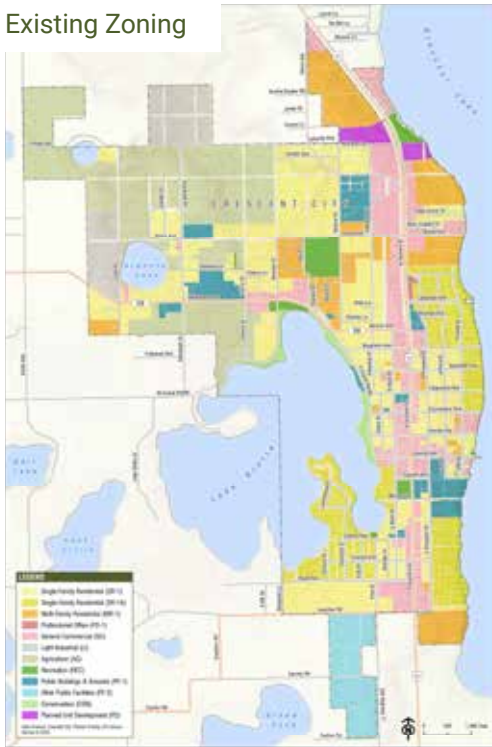
1. A 35 mph to 25 mph reduced speed limit recommended for a 10-block area of downtown. The final decision on speed limits is by FDOT.
2. Five crosswalks on US-17 in the downtown area have been recommended in the Plan.
3. The Commission suggested a crosswalk on the North end of US-17 near the Winn-Dixie shopping area.
4. Concern about street parking in residential neighborhoods was raised and it was clarified that the on-street parking will be limited to the blocks adjacent to Summit Street within the downtown core area. The suggestion was to remove grass strips and increase brick/concrete area for sidewalks in downtown area.
5. The Commission communicated the need for potential city acquisition of vacant and underutilized parcels on Grand Rondo E Street, through Home/Property refurbishment grants.
6. Underground utilities in the downtown area were discussed but deemed cost prohibitive at this time.
7. Concerns on the estimated population growth (approx. 8,000 in 4 years) were stated and the need to preserve the original and historic character of the city. The comparatively low population density was discussed as an opportunity to increase residential redevelopment within downtown along with possibly expanding the City limits.
8. The final Master Plan approval will be sought during the City Commission/CRA meeting on 11th April 2024.
9. Post meeting note. The City requested Ayres and CHW to revise and submit the Final Master Plan on March 28 ahead of the P&Z Meeting scheduled for April 4th.

Specific Action Points

Opportunity Area 2 (US Hwy 17/ Summit St):

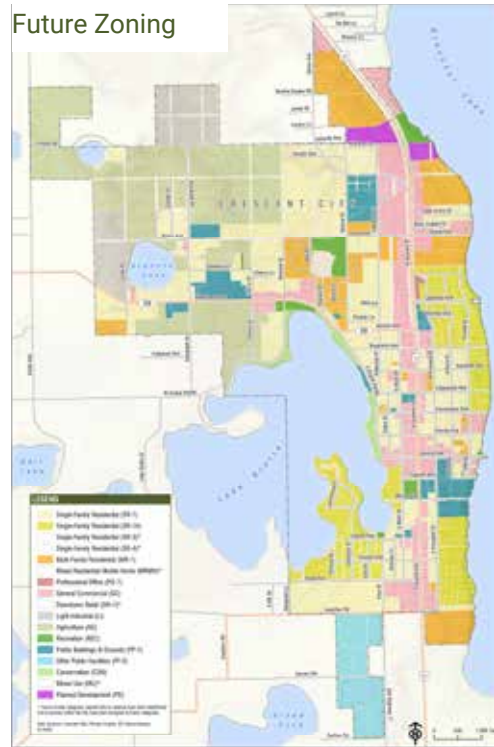


Existing Zoning



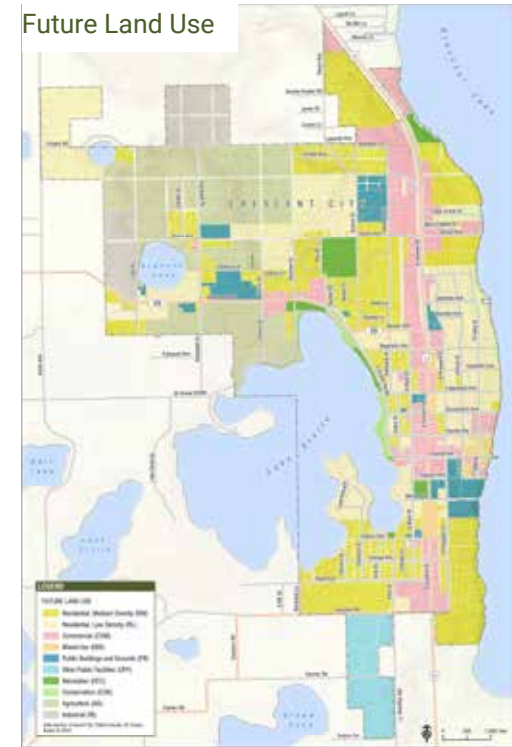
The existing zoning in Crescent City has most of the single-family housing located all around the areas outside the central Summit Avenue corridor. Multi-family housing is mostly concentrated in the north end and the northern areas around Lake Stella. The professional office zone is located along Lakeview Avenue in the vicinity of the former school. Most of the agricultural zoning is toward the northwest side of the City with some conservation zoning around Lake Stella. The Public Grounds/ Buildings are concentrated in two sections on the north side and one section on the south side close to Central Avenue. Commercial zoning is located all along Hwy 17 with small pockets of recreation on Myrtle Avenue in the south end and next to Bay Street in the north.

Future Zoning



The future zoning mostly mimics the existing zoning with the important exception of having incorporated mixed residential mobile home, downtown retail, and mixed-use zoning classifications. Having mixed use as part of the future zoning should help with the development and growth of the City. This will provide an opportunity for economically sustainable and smart growth, locating more residents close to the key attractions in downtown and around the lakes. The downtown retail zoning will create employment opportunities for the residents of the City and an area to showcase their local products. Residential mobile homes will increase the available affordable housing creating a wider portfolio and inventory of housing products and real estate.

Future Land Use



The future land use, aligned with the master plan is a vital tool for redevelopment and is made effective with the implementation of ongoing zoning changes and the adoption of the LDC. Mixed-use will not only be located along Hwy 17 in the downtown area but also along the Crescent Lakefront. A marina and lakefront area can be developed to bring an active lifestyle to the lakeside. This can help draw visitors to the area to enjoy the serenity of the lake and activities. The diverse residents could operate coffee shops, boutique food stores, and other local stores to promote their specialties. Also included is the much-needed housing stock for residents looking for other housing options.

Current Development Activity

The City of Crescent City has a unique set of bones. It possesses a local small-town charm which the residents and visitors appreciate. It is in a unique geographical location between two lakes – Crescent Lake and Lake Stella. The City of Welaka, which is the proposed site for the largest Bass Pro Shops/Johnny Morris development, is located within close proximity of Crescent City. Seasonal events and festivals along with a multicultural resident community provide an opportunity unlike any other.

The most important discussions being held in the City currently are the use of the Miller Middle School site. This was discussed extensively in the Public Meeting and other discussions. The vision ideas for this site is discussed in chapter 4.

Easy walkability and a vibrant and diverse resident community provide a unique opportunity for investment within the City. The downtown area is a quaint section of the City connecting Crescent Lake to Lake Stella. A network of multi-use paths and trails is desired and envisioned as outlined in chapter 4.



Study Areas and Focus

After the detailed site analysis and GIS mapping were completed, key focus areas were identified. Through the initial research, we were able to understand the requirements and important resources lacking within the City. Lack of amenities include groceries, medical clinics/shops, inadequate and poorly designed sidewalks, lack of pedestrian crossings, underused lakefront areas especially around Crescent Lake and Lake Stella, lack of housing repository available to suit younger residents, absence of recreational spaces for the youth, underdeveloped downtown core, and a missing City identity despite its unique location and history.



Lack of amenities such as shopping, grocery, and public facilities



Poorly designed and connected sidewalks, inadequate space for events



Unattractive downtown core area and housing choices



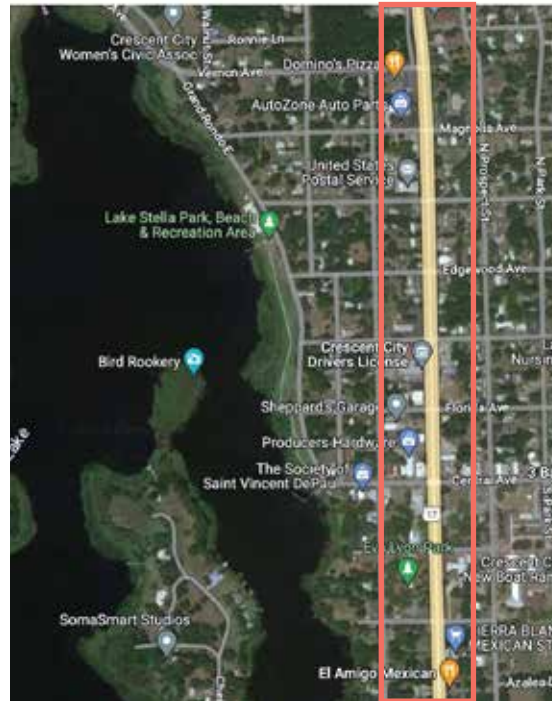
Underdeveloped lakefront area and parks system



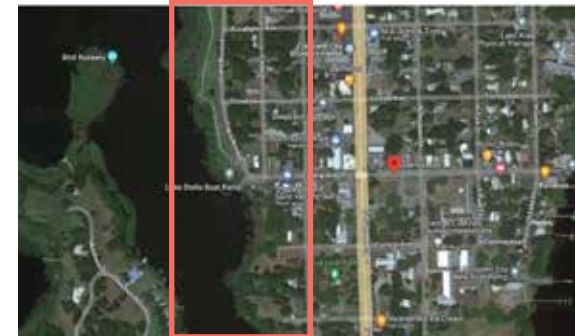
Lack of identity despite unique location and history



Lack of recreational spaces, events for younger population groups



Downtown and Hwy 17 Corridor Redevelopment



Lake Stella Waterfront Redevelopment



Crescent Lake Waterfront Redevelopment



Middle School Site Redevelopment



Central Avenue Main Street Redevelopment



3 Vision and Principles

Life between the lakes.

Thriving old north Florida small town connected by lakes and trails featuring:

- Diverse residential neighborhoods and historic districts.
- Quality shopping, dining, and healthcare experiences.
- Walkable downtown with delightful events and activities.
- Good public facilities including schools, community facilities, and waterfront parks.
- Sound infrastructure and connectivity to destinations within and outside the town.

**City Resident Needs
+
Economic Resilience**

Master Plan Principles



Enhanced Urban Experience

- Prioritize creation of public spaces, amenities, and cultural activities that provide a high-quality experience.
- Promote mixed-use developments and community gathering spaces creating a walkable, vibrant, and enjoyable destination.



Economic Prosperity

- Foster an environment that retains and attracts businesses, and creative startups by leveraging the City's location and unique attributes.
- Facilitate affordable retail/flex spaces, and support incentives for inclusive economic growth within the City.



Context-Sensitive Design

- Promote architecture and urban design respecting the historical, cultural, and waterfront identity of the City with modern amenities.
- Encourage development and redevelopment activities that create a sense of place.



Robust Mobility Networks

- Integrate a multimodal transportation approach providing seamless connections to major destinations within the City and region.
- Provide transportation options, including walking, cycling, golf carts, water transport and smart mobility.



Urban Design

- Encourage innovative, low-cost urban design and placemaking solutions to support redevelopment.
- Embrace pop-up shops, art installations, and culinary experiences aligned with the City's diverse communities and culture.



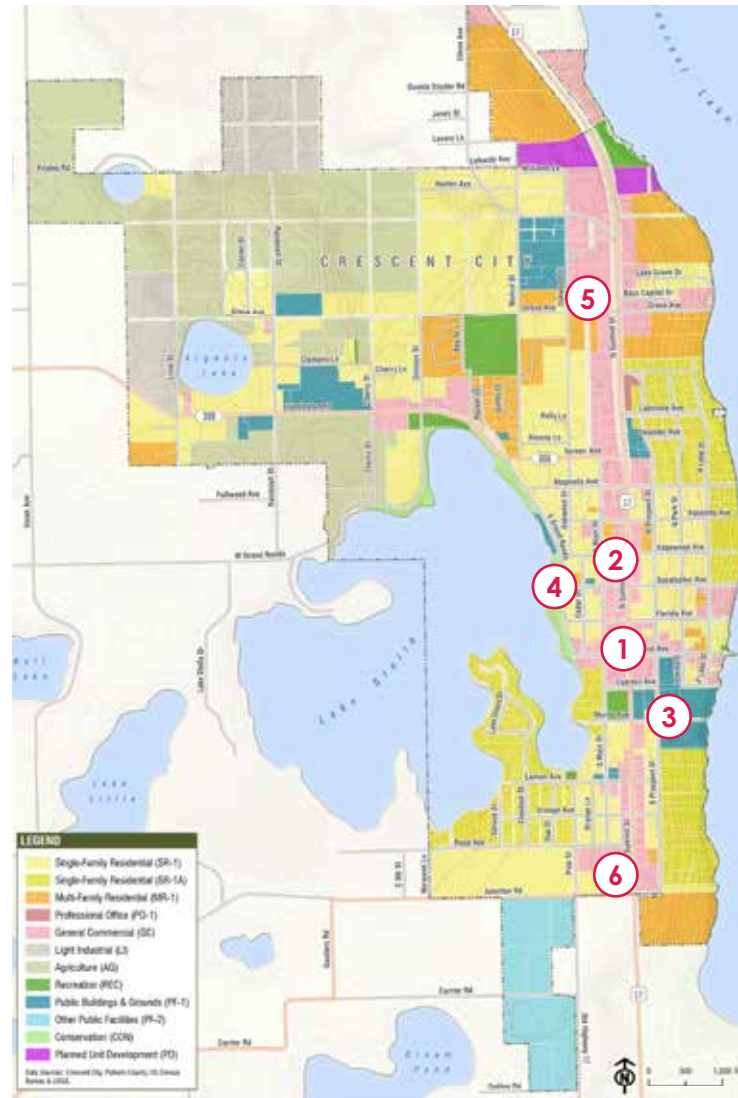
Resilient Redevelopment

- Promote public-private partnerships through redevelopment initiatives such as quality public spaces for events, recreation opportunities, and infrastructure to attract and retain a resilient, prosperous, and diverse community.

Initial Design Brief and Opportunity Areas

Other citywide infrastructure improvements and policy initiatives:

- Bike/ped/golf cart trail connectivity aligned with Putnam County trails plans
- New public infrastructure
- Marine gas station
- Public marina
- Pier/lookout
- Public parking (long-term)
- City expansion
- CRA Boundary Update
- Comprehensive Plan and Zoning Updates corresponding with Master Plan
- Infill residential development prioritization
- Promotion
 - Hometown – historic architecture
 - Old Florida culture and events
 - River cruise and dining
 - Biking and outdoor recreation
 - Multicultural food destination



Opportunity Areas Location over Zoning Map

1. Central Avenue (Main Street/Downtown)

Central and Summit – City Hall, Hotel Site, Vacant SW corner, Parking, Event Space, Central and Park – interim use

2. Summit Street (HWY 17 Corridor)

Mixed Activity Commercial Corridor, Pedestrian priority and safety.

3. Miller Middle School Site

Mixed-use Residential, Marina – waterfront activity, civic, government, cultural and arts uses in the auditorium and other existing facilities that are retained.

4. Lake Stella Waterfront

Waterfront living, housing product range, active lifestyle associated with lake, park, and beach.

5. Uptown District Center

District center residential and commercial focused on family-oriented activities to retain existing and attract new families, leverage Fletcher Park.

6. Southside Neighborhood Center

Neighborhood center residential and commercial focused on family-oriented activities to retain existing families and serve new RV park residents.



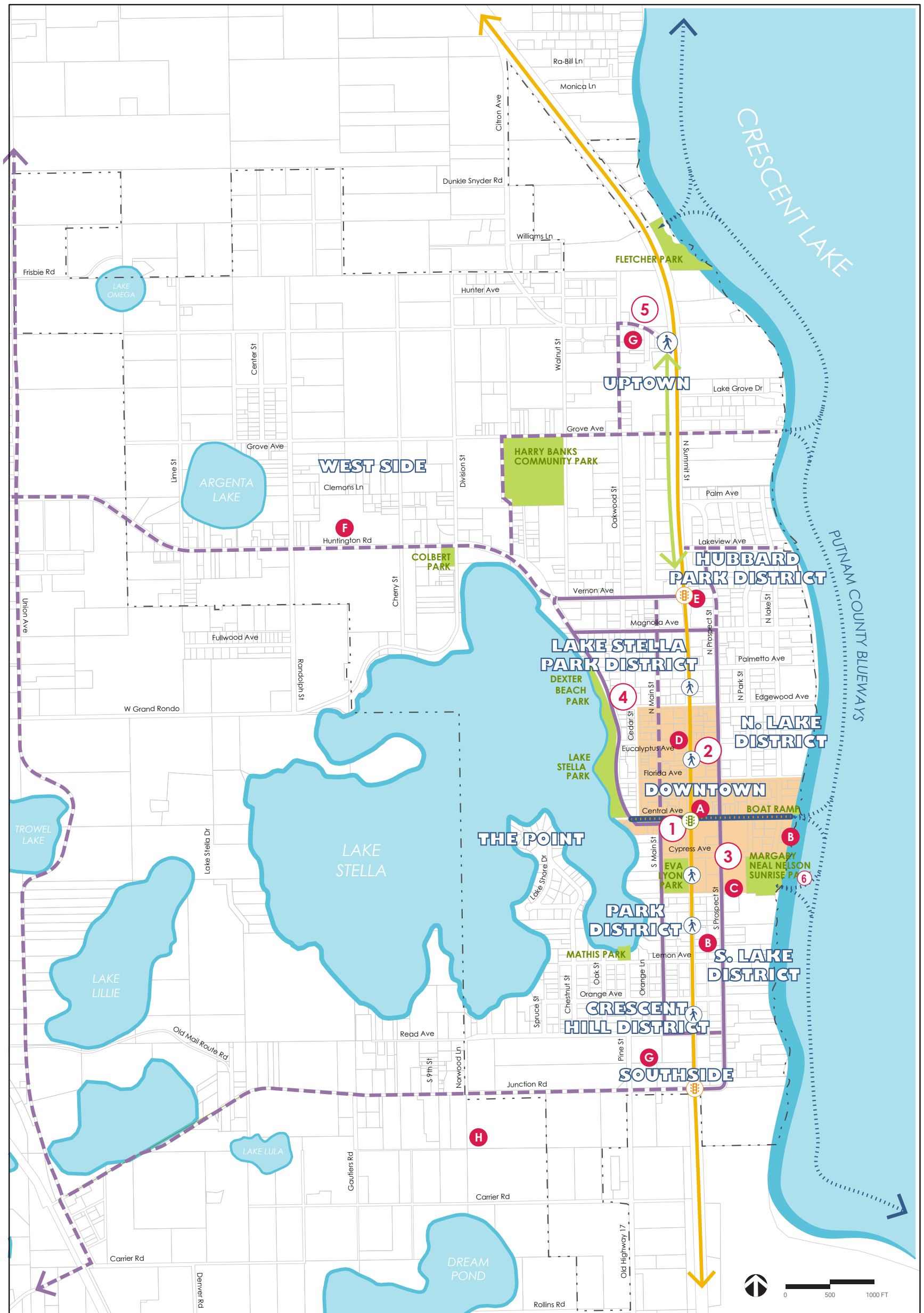
4

Master Plan

The Vision & Master Plan for the City of Crescent City includes six key thematic areas of interest. These areas were identified through public engagement, a site analysis process, aerial plans, a sectional study, and axonometric illustrations.

1. Central Avenue (Downtown)
2. Summit Street (Hwy 17 Corridor)
3. Miller Middle School Site
4. Lake Stella Waterfront
5. Uptown District Center
6. Southside Neighborhood Center

City-Wide Master Plan Framework



City-Wide Master Plan Framework

- LEGEND**
- Focus Area (Activity Center)
 - Downtown
 - Districts / Neighborhoods
 - Parks
 - Lakes / Water Bodies
 - Downtown-Central Avenue

- FDOT Corridor with Sidewalks
- Existing City Shared Use Path (Bike, Ped, Golf Cart, Vehicles)
- Proposed City Shared Use Path
- City Multi-Use Path / Linear Park
- County Blueways
- Existing Traffic Light with Marked Crosswalks
- Future (anticipated) Traffic Lights with Marked Crosswalks
- Requested Mid-Block Crossings

- Major Destinations**
- Shopping / Dining / Retail
 - Commercial Center
 - Government & Cultural Center (Historic)
 - Civic Center
 - Social Center
 - Education - Schools
 - Mixed-Use Activity Centers
 - Employment Center

Downtown Urban Design Plan



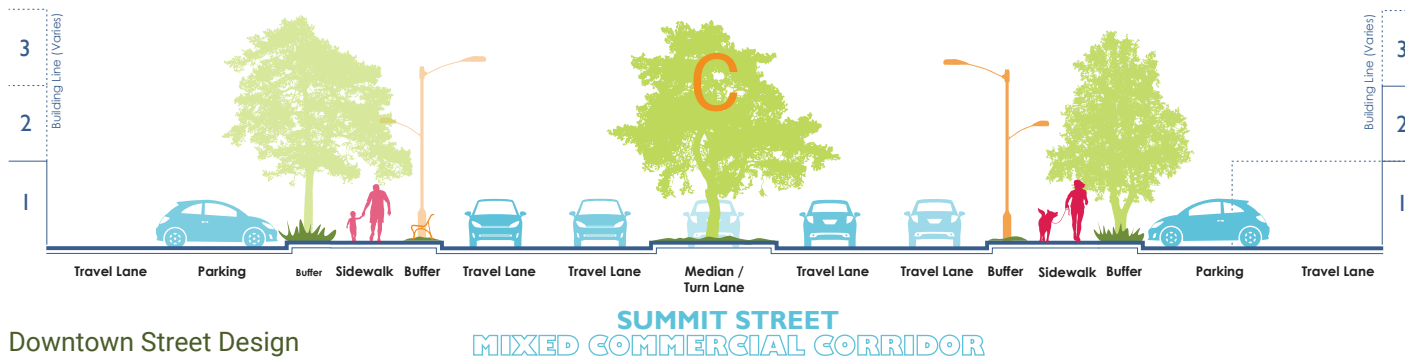
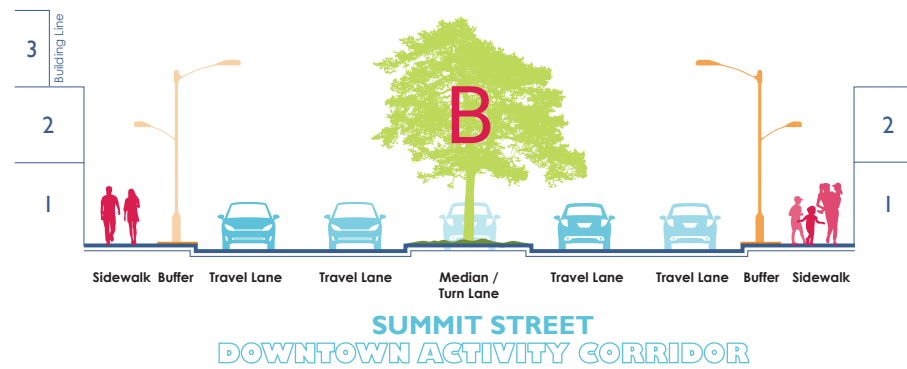
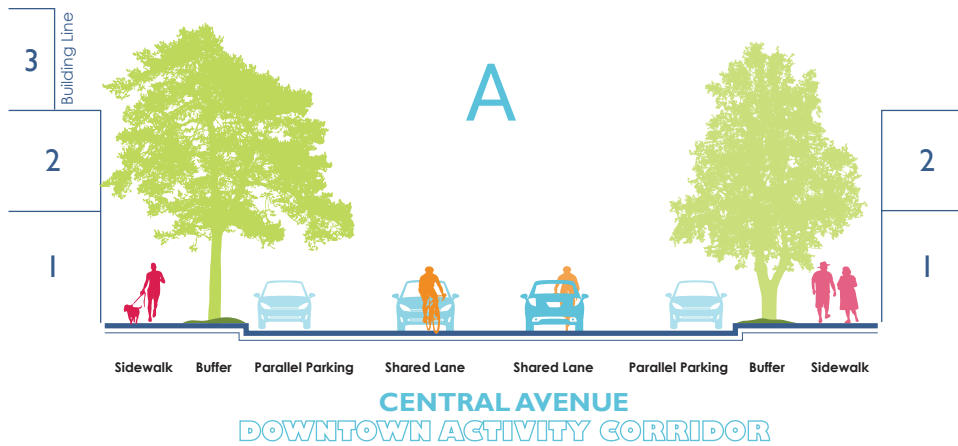
Downtown Urban Design Framework

LEGEND

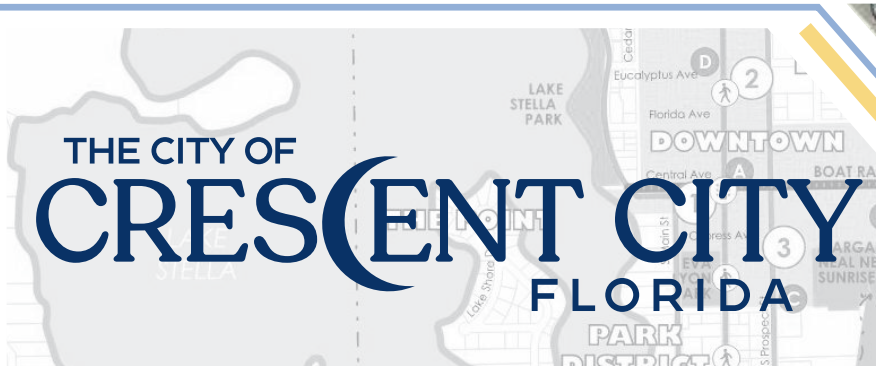
- Downtown
- Downtown-Central Avenue
- Downtown Activity Corridor
- Mixed Commercial Corridor
- Mixed Use / Commercial Infill
- Downtown Mixed Use Infill
- Waterfront Promenade
- Alley Activation
- Bike Ped Connection

- Social Center
- Civic Center
- Government & Cultural Center (Historic)
- Commercial Center
- Downtown Park
- Waterfront Park
- Downtown Square
- Parking Ramp (3 levels)
- Public Off-street Parking (Lot)
- On-street Parking
- Boat Ramps

- Lake Stella Lookout
- Crescent Lake Lookout
- Downtown Marker
- Downtown Gateway Feature
- Secondary Gateway
- Landmark Feature (Water tower, mural)
- Existing Traffic Light with Marked Crosswalks
- Future (anticipated) Traffic Lights with Marked Crosswalks
- Requested Mid-Block Crossings



Downtown Street Design



Central Avenue Streetscape Style Sheet

Opportunity Area 1

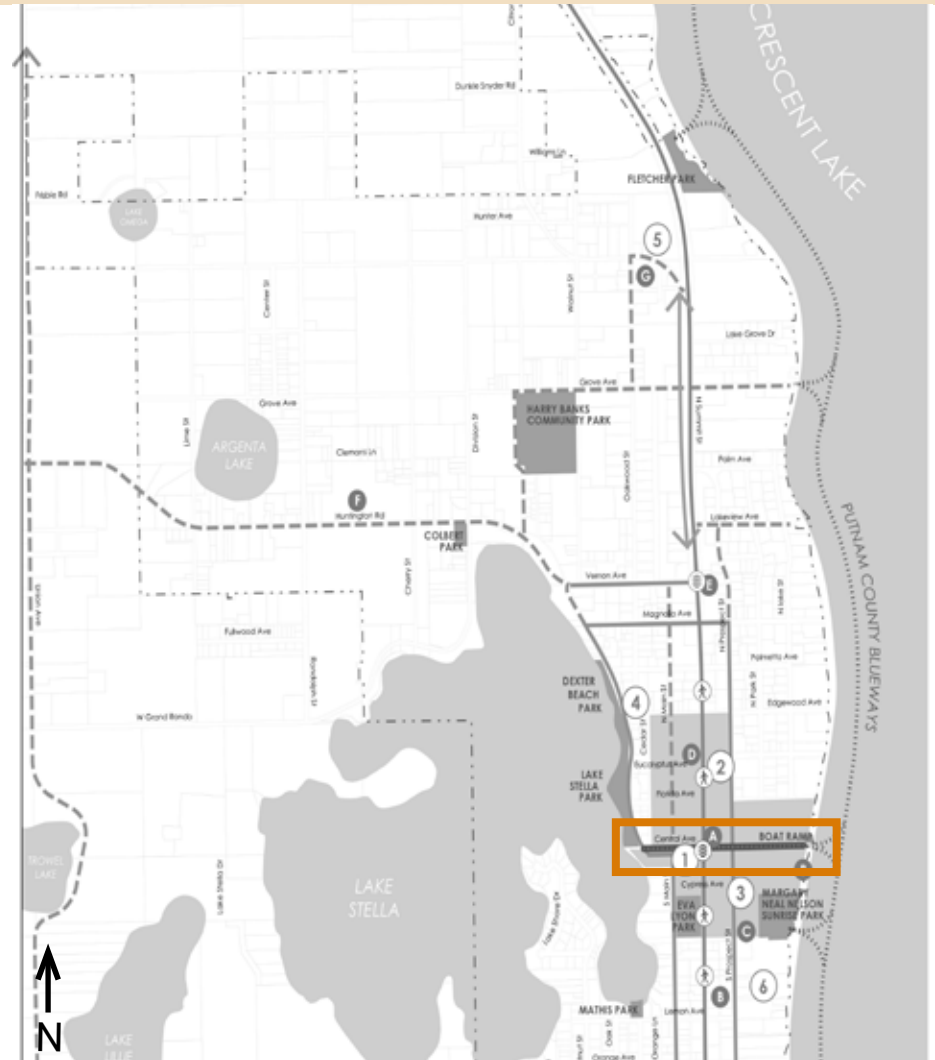
Designated FL Main Street/ Downtown (Central Avenue)



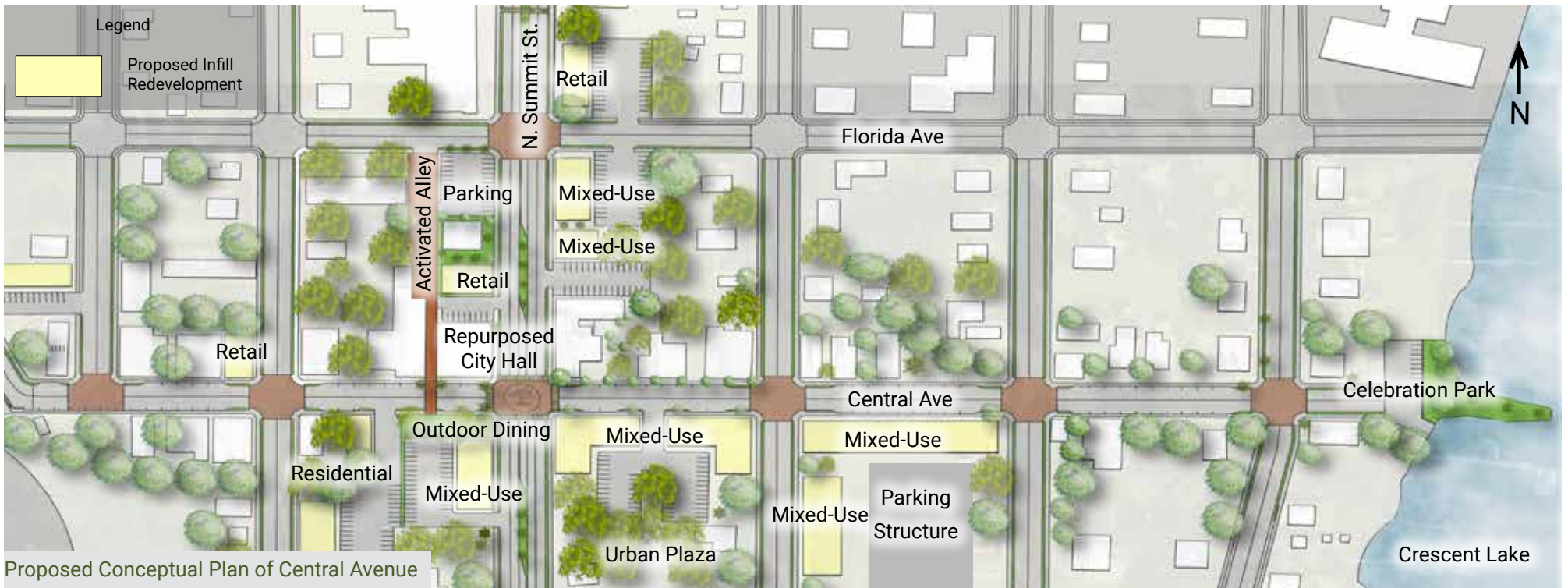
Reference Images

Design and improvement aspirations from the planning process.

- New infill mixed-use – commercial and residential.
- Interim use.
- Rehabilitated commercial buildings with residential above.
- Parking facilities to support downtown events.
- Pedestrian priority street with shared-use lanes for cars, bikes, and golf carts.
- Plazas, parklets, and streetscape improvements.
- Lake Stella and Crescent Lake piers and public spaces.



Opportunity Area 1 Location



Proposed Conceptual Plan of Central Avenue

Key Features:

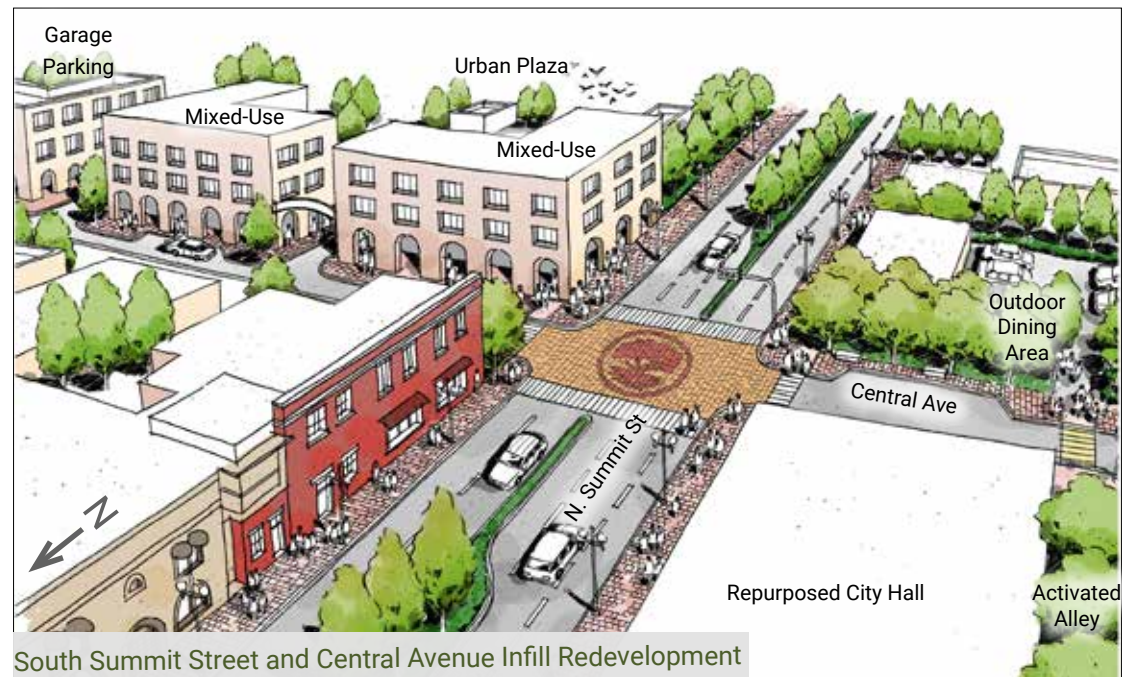
- Central Avenue street improvements
- Activated Alley: ± 430 linear ft

Proposed Buildings:

- Mixed-use: ± 142,500 sq ft (Central Avenue only)
- ± 30 residential units
- Retail: + 3,500 sq ft (Central Avenue only)

Parking:

- ± 100 on-street parking spaces
- Event space/urban plaza
- Outdoor dining
- Celebration Park and Pier



South Summit Street and Central Avenue Infill Redevelopment



Street view of Central Avenue from Summit Street looking toward Lake Stella - Activated Alley entrance

Opportunity Area 2

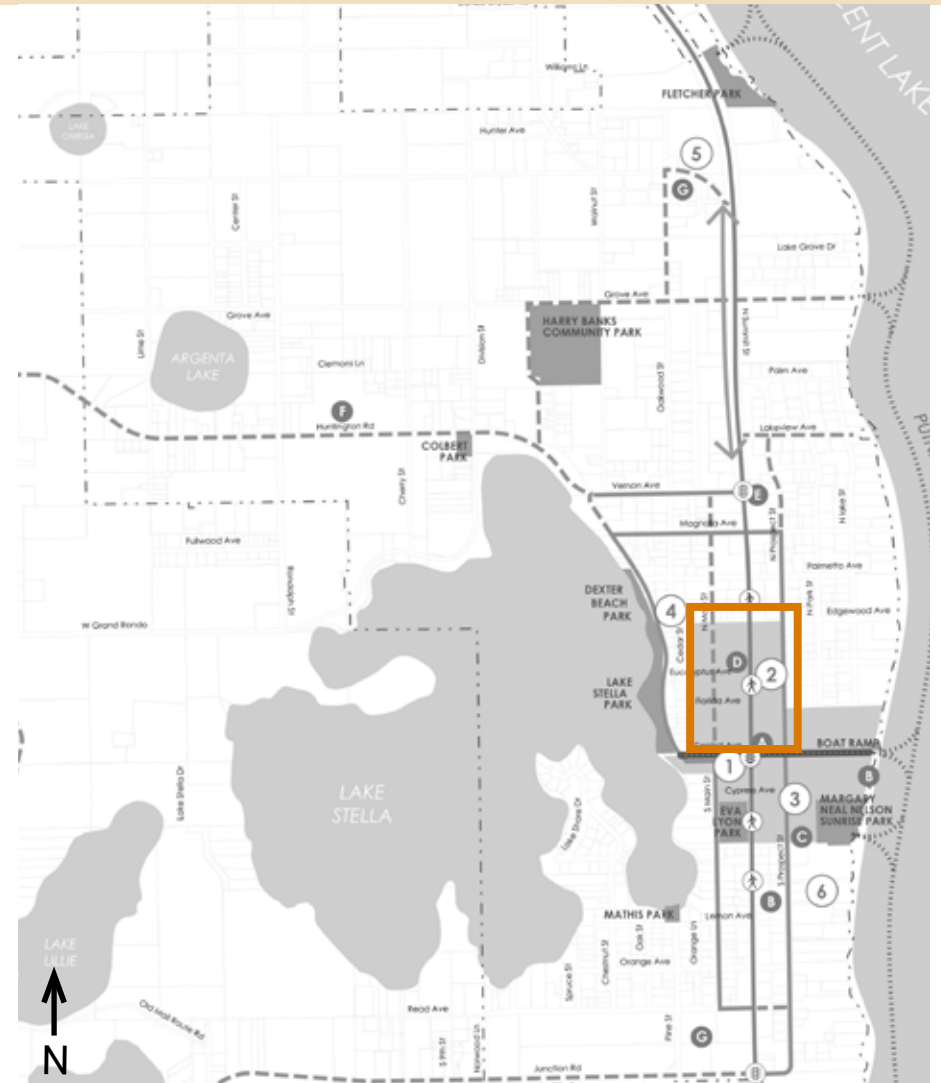
Summit Street/ Downtown (Highway 17 Corridor)



Reference Images

Design and improvement aspirations from the planning process.

- Part of well-defined downtown – spanning 10 blocks.
- Street improvements and crosswalks
- Mixed commercial activity corridor with improved urban design features and landscape.
- New infill and rehabilitated commercial uses.
- Gateway elements to create a “sense of place.”
- Relocation of City Hall to Miller Middle School Site.



Opportunity Area 2 Location



North Summit Street and Central Avenue

Key Features:

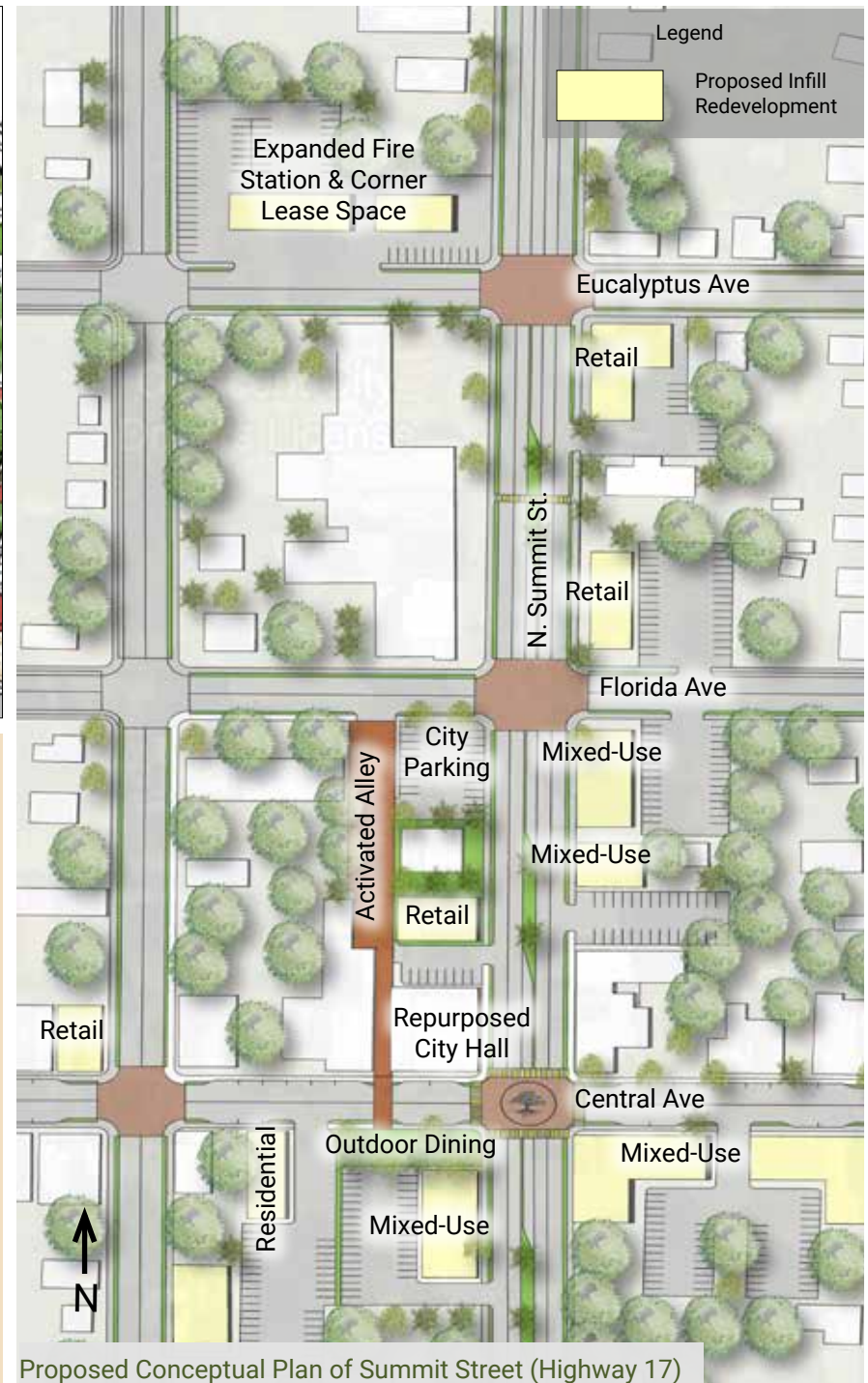
- Summit Street safety improvements
- Pedestrian crossings
- Activated Alley: ± 430 linear ft
- Vehicular charging station/parking

Proposed Buildings:

- Commercial space/ office: ± 50,000 sq ft
- Retail: ± 25,000 sq ft
- Expanded fire station: ± 10,000 sq ft
- Mixed-use: ± 70,000 sq ft

Parking:

- Parking: ± 200 new on-street parking spaces on east-west streets.



Proposed Conceptual Plan of Summit Street (Highway 17)



Street Improvement Materials - Central Avenue and Summit Street



Street View of Summit Street and Central Avenue - Downtown

Opportunity Area 3

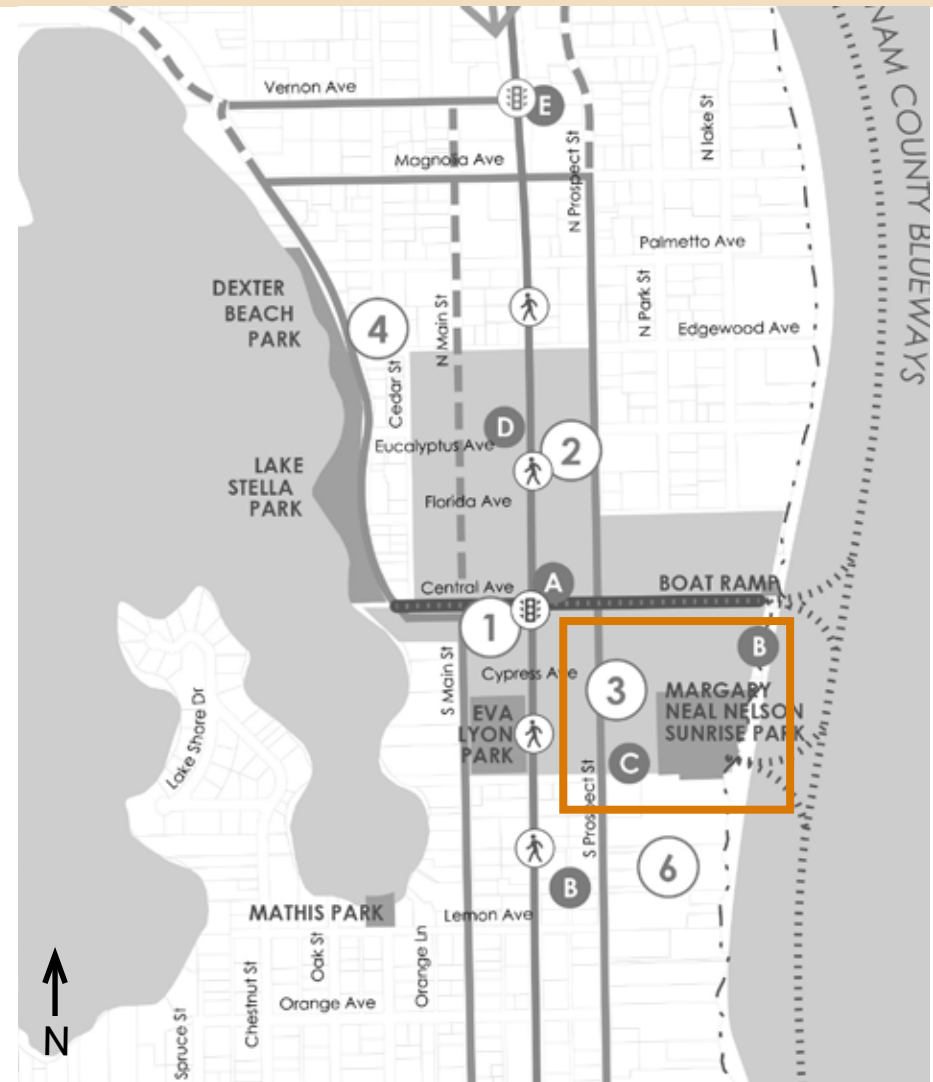
Miller Middle School Site (S. Prospect Street)



Reference Images

Design and improvement aspirations from the planning process.

- Mixed-use and waterfront residential development.
- Marina and waterfront lifestyle.
- Repurpose the old school auditorium, gym, cafeteria, and main building for City Hall and cultural use.
- Parking provisions to support the site's redevelopment and downtown commercial activities.
- Improve Sunrise Park and integrate key features into the overall site redevelopment.



Opportunity Area 3 Location



Central Avenue and S. Prospect Street Infill Development

Key Features:

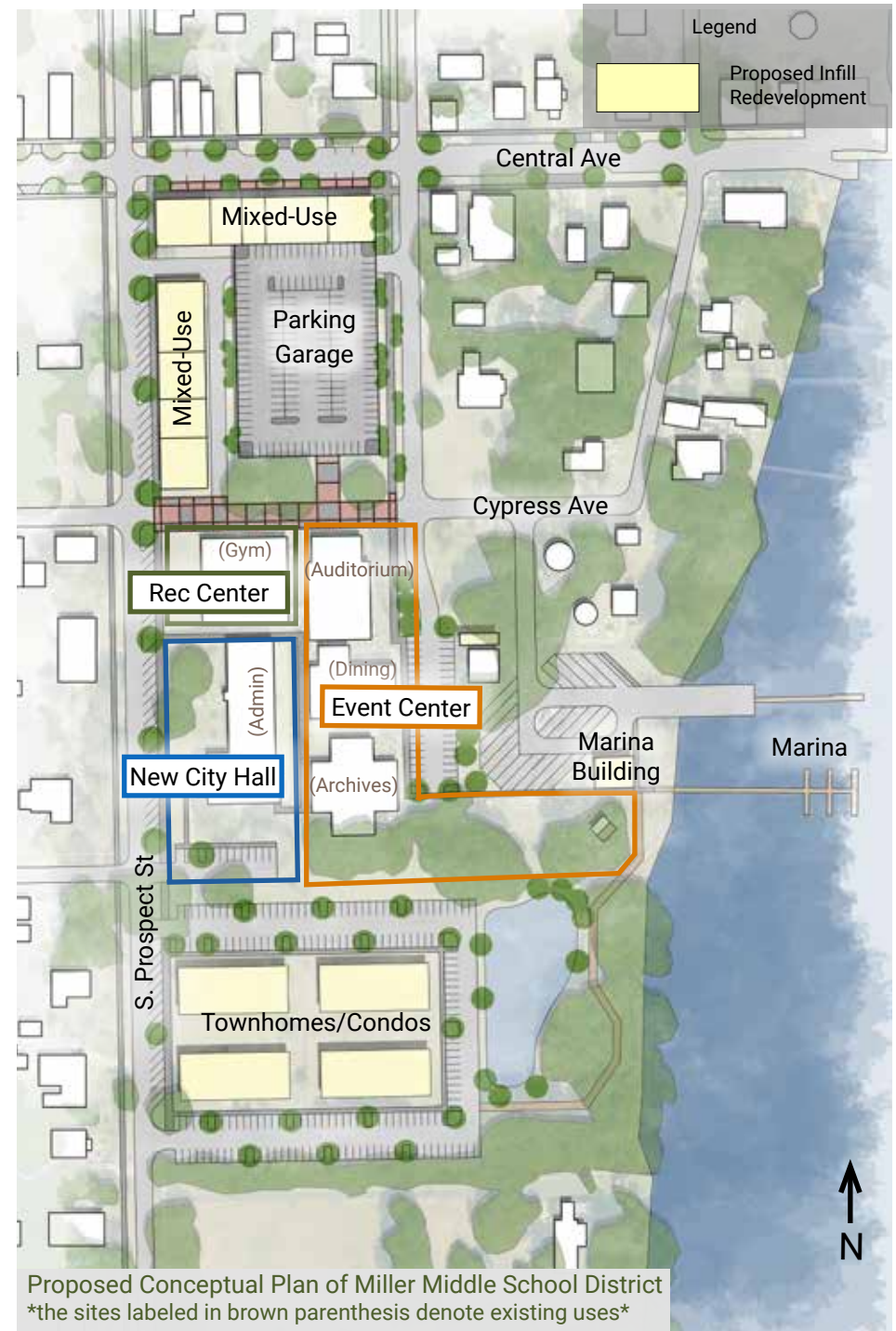
- Pedestrian walkway on Cypress Avenue.
- New residential
- Preserved Miller Middle School Site
- New parking garage

Proposed Buildings:

- ± 100,000 sq ft retail
- ± 2,000 sq ft marina building
- 100 residential units
- ± 55,000 sq ft preserved school buildings, City Hall, recreational, and cultural facilities.
- Fire/rescue boat storage

Proposed Parking:

- ± 460 parking garage spaces (3 levels)
- ± 70 on-street parking spaces
- ± 200 off-street parking spaces
- ± 20 trailer parking spaces



Proposed Conceptual Plan of Miller Middle School District
the sites labeled in brown parenthesis denote existing uses



Street View of Cypress Avenue Pedestrian Walkway Improvements and Connection to Sunrise Park

Opportunity Area 4

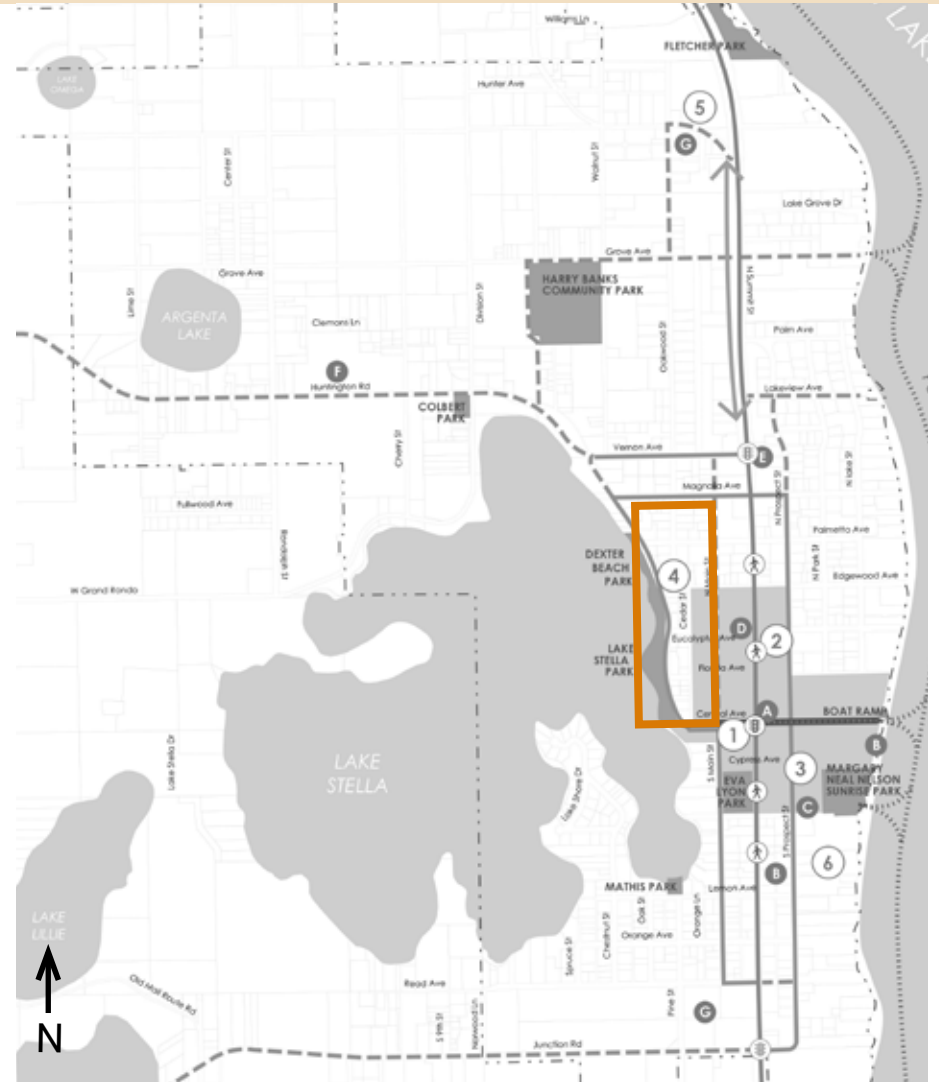
Lake Stella Waterfront (Grand Rondo East)



Reference Images

Design and improvement aspirations from the planning process.

- Infill residential with mixed housing offerings ranging from townhomes, and detached homes.
- Focus on active lifestyle and recreation.
- Walking and biking trails connecting to downtown and westside neighborhoods.
- Public space improvements and amenities along Lake Stella park including lookouts for nature watching.



Opportunity Area 4 Location



Lake Stella Waterfront Infill Residential

Key Features:

- Park with designated bike and walking trail with amenities
- New sidewalk on Grand Rondo East
- Pedestrian crossings
- Housing Rehab Program

Proposed Buildings:

- 14-24 residential units



Proposed Conceptual Plan of Lake Stella District



Grand Rondo East Street View with Public Space and Trail Improvements

Opportunity Area 5

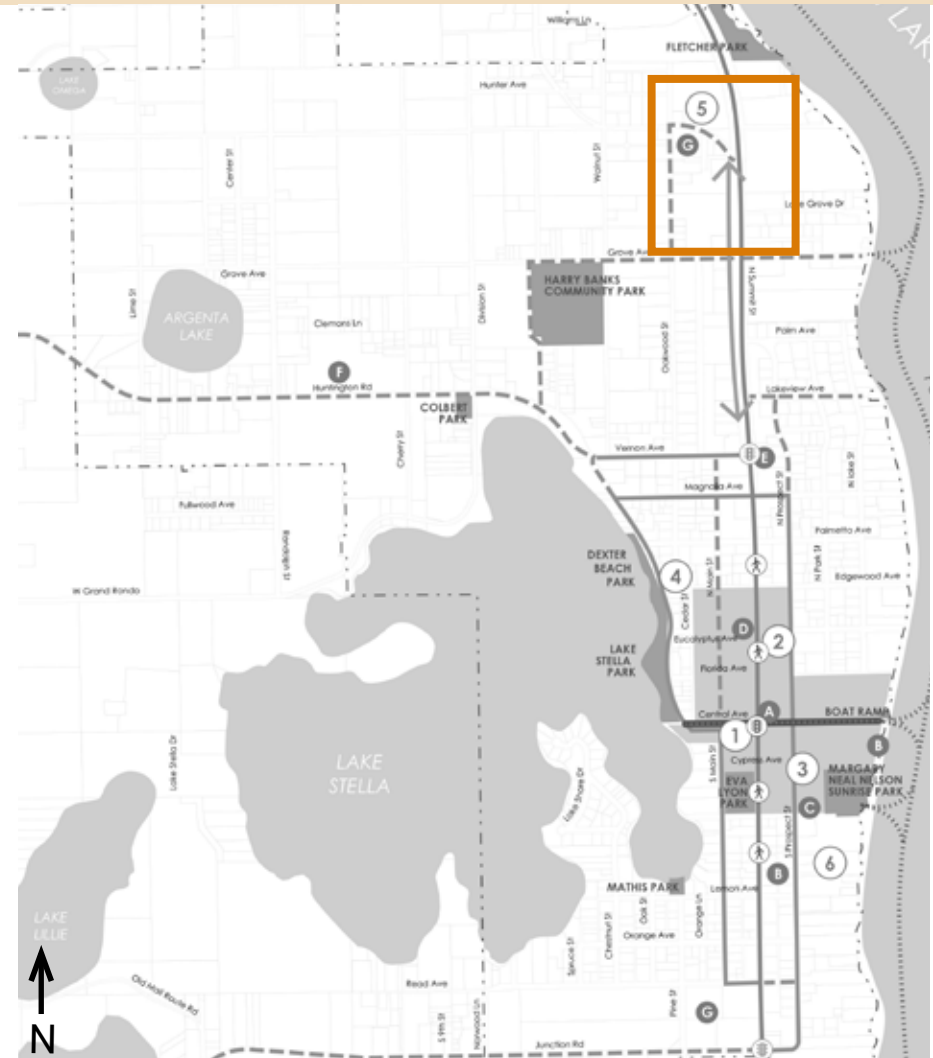
Uptown District Center (North Summit Street/ HWY 17)



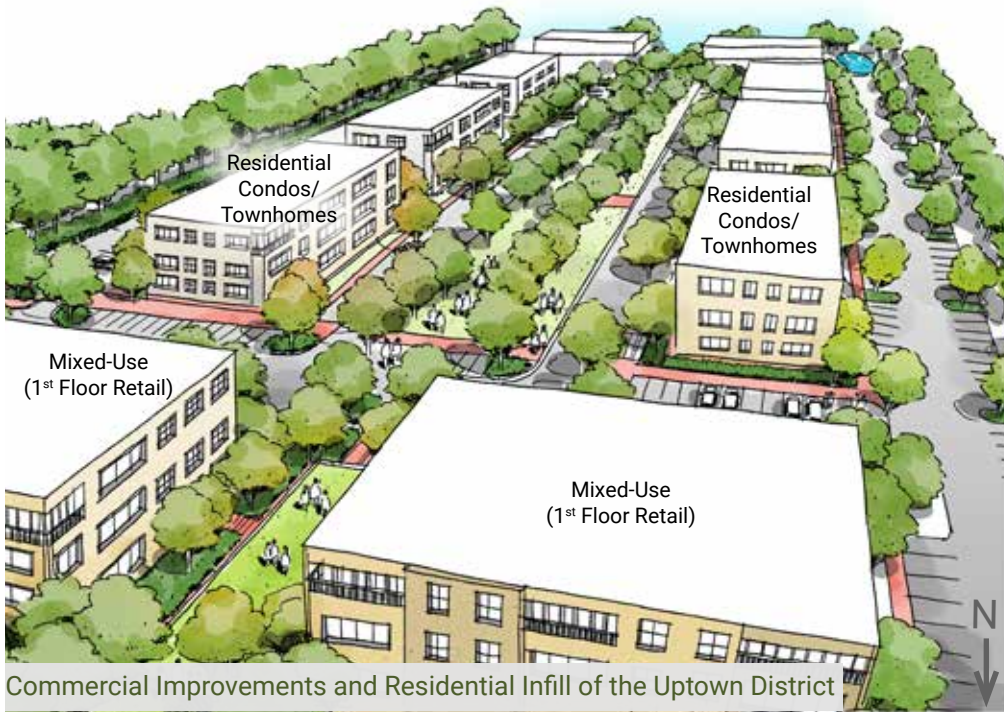
Reference Images

Design and improvement aspirations from the planning process.

- District scale residential and commercial (re)development node focused on families.
- New mixed housing offerings including apartments, townhomes, and senior living.
- Fletcher Park upgrade with amenities for families and children.
- Anchor commercial such as shopping, hotels, educational support facilities, and medical centers.



Opportunity Area 5 Location



Key Features:

- New district center with rehabilitated commercial, restaurants, retail, offices and homes.
- Linear Park with amenities.

Proposed Buildings:

- ±45,000 sq ft retail
- ±55,000 sf mixed-use
- ±420 residential units

Proposed Parking:

- ±400 spaces





Street View of the Uptown District

Opportunity Area 6

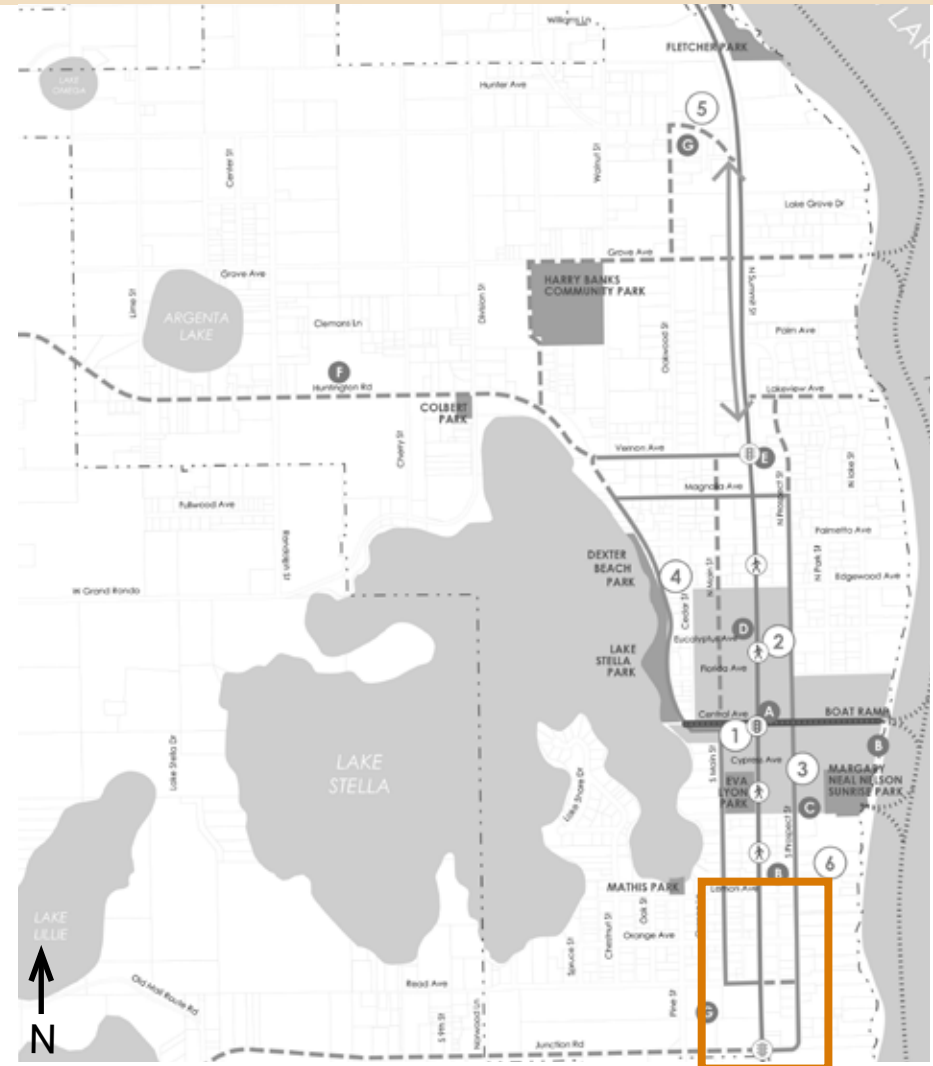
Southside Neighborhood Center (South Summit Street/ HWY 17)



Reference Images

Design and improvement aspirations from the planning process.

- Neighborhood center commercial node.
- Services and amenities including a gas station and neighborhood commercial.
- Mixed residential including apartments and townhomes.



Opportunity Area 6 Location



Existing Structure on South Summit Street and Prospect Street



Junction Road and South Summit Street Infill Neighborhood Commercial

Key Features:

- Neighborhood commercial on the Southside
- Facilities to support the new RV park
- City Gateway Sign
- Similar street-responsive commercial and mixed-use development for the parcels west of the RV Park across Hwy 17 (outside the city limits) could be proposed.

Proposed Buildings:

- ±10,000 sq ft retail
- ±6,000 sq ft gas station

Proposed Parking:

- ±70 new parking spaces
- ±55 reconfigured parking spaces
- Proposed RV park



Proposed Conceptual Plan of Southside District



Street view on Junction Road and Summit Street with City Entry Signage

Park Improvements



Artist view of Celebration Park



Artist view of Grand Rondo East and Lake Stella Park Improvements



Recommended Pedestrian Safety Improvements

The following improvements have been proposed as part of the Master Plan:

- Safer street cross section that provides everyone ease of access such as pedestrians, cyclists, and vehicles.
- Prioritization of pedestrian-friendly environment through safety features such as stoplights, crosswalks on busy intersections, and separate walkways especially around downtown core areas.
- Sidewalks and crosswalks that are Americans with Disabilities Act (ADA) compliant.
- Citywide trail facilities for cyclists for better connectivity.
- Reduced speed limits throughout the City. Speed reduction on Summit Street/Hwy 17 is currently in discussion with FDOT to reduce the speed to 25 mph.

Refer to the Overall Plan Framework and Urban Design Plan for proposed locations of multimodal corridors and crosswalk safety improvements.



Street Configuration Render



Pedestrian Crosswalk on S Summit St.



Grand Rondo East by Lake Stella Park



Pedestrian Crosswalk in Opportunity Area 6

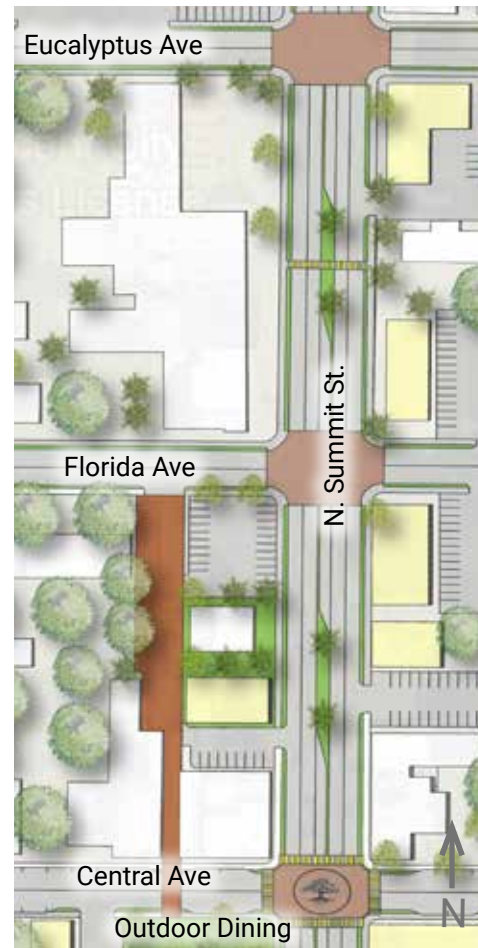
Activated Alley Improvements

The alley's location provides an opportunity to block off the alley and convert it to pedestrian use. It prioritizes safety by eliminating vehicular traffic and, in turn, becomes an inviting space that encourages people to stroll, linger, and explore. Features will focus on community interaction, providing opportunities for socializing, outdoor dining, and cultural events.

The center of the alley expands into a larger space, allowing the area to be used for pedestrian-centric activities such as pop-ups, food truck rallies, festivals, and other city and community events.

Key features:

- Improved pavement/asphalt art/wayfinding
- Native vegetation
- Mid-block crossing
- Entrance alley medallion marker/signage
- Multi-use zoning designation/improved parking/loading
- Security cameras
- Consolidated waste
- Mural
- Green wall
- Lighting/accent lighting/facade lighting
- Multi-use space
- Bike lane
- Connection to trail
- Rear active frontage
- Street furniture



Activated Alley



Asphalt art



Accent lighting



Active rear frontage



Parking lot pop-up



Street furniture



Alley sign

Activities, Events, and Promotions

Crescent City can once again become a vibrant community connected to its rich and diverse culture by organizing the annual, monthly, and weekly events in the redeveloped public spaces in and around Central Avenue as well as designated local attractions such as Celebration Park. These spaces will provide the local community and visitors to the City with an experience of local hospitality and culture. Planned events are listed below:

Weekly/Monthly Events:

- Monthly Arts and Farmers Market
- Movie in the Park (October, November, and December)

Annual Events:

Fall

- Fall Festival in conjunction with October Market
- Trunk or Treat
- Dia De Los Muertos festival
- Veterans Day Parade

Winter

- Light Up Crescent City (Christmas in the park, fireworks, contests)
- MLK Event

Spring

- Catfish Festival
- Soul Food Festival
- Lake Festival
- Cinco De Mayo Celebration

Summer

- Putnam Sheriffs Kids and Kayak Events
- Juneteenth Celebration
- Red, White, and Boom



Example of Night Market Event/Activity



Outdoor Event Spaces



Example of Streetside Weekly Farmers Market



City of Crescent City 2035 Comprehensive Plan

5

Regulatory Plans & CRA Plan Update

The Crescent City Comprehensive Plan ensures holistic development while preserving the City's integrity. It addresses all aspects, but could benefit from added policies on mobility, parks, public art, and historic preservation. The plan can be accessed through the link: <https://crescentcity-fl.com/wp-content/uploads/2022/07/Comprehensive-Plan.pdf>

The City's Comprehensive Plan is a straightforward set of goals, objectives, and policies and is generally conservative in its approach to growth and development. It addresses key pertinent issues for floodplain development and emphasizes infrastructure and stormwater conditions for land development. Most of the elements are structured on the current conditions and establish working goals for transportation and infrastructure. The Future Land Use Map mostly reflects known and anticipated development reflecting the existing land features. Certain aspects of previous studies in relation to commercial development are reflected in this map. The Housing Element is basic and does not address the needs of the current market and preferences in promoting a diversified housing product. The Intergovernmental Coordination Element addresses schools. However, it may be beneficial for the City to address this aspect more comprehensively in conjunction with the Putnam County School District to improve the quality of life of its current and future residents. The Parks and Open Space Element will also need to be updated to address trails as part of the proposed Putnam County Regional Trail Network connections to the City.

Historical preservation is another major theme, and it may be expanded to include allowances for educational research, such as historian retreats to study and help preserve the character of the City. Lakefront development policies may also need to be modified to address the increase in activity and how that will interact with historic and nature preservation policies.

Updates to include mixed-use housing policies in the Comprehensive Plan and Zoning Code is needed to incorporate downtown and lakefront development and allowances so they work in parallel with the City's vision and aspirations coming out of this planning process. Certain land use policy and code changes in the downtown and other nodes may be needed to attract investment and the right kind of development preferred by the community as outlined in this plan. City officials will need to work with the community to establish height, density/intensity, architectural character and other objectives aligned with the outcomes of the Vision Master Plan and in conjunction with potential investors'/developers' proposals.

Development Codes Update Recommendations

Crescent City's current land development codes are organized in eight sections and available on the City's website. The intention of the codes is to set forth regulations, requirements, and procedures governing the use and development of land for the purpose of protecting the health, safety, and general welfare of the citizens of the City and to enhance the appearance, function, and livability of the City, to the end of improving the overall quality of life within the community.

The City's codes and plan approval process are straightforward and typical as in many communities in Florida. The zoning regulations are based on Euclidean zoning and do not address Mixed-Use or Form Based codes. The PUD process would typically cover larger projects. The Design Standards and Utility Construction Standards sections cover most project planning and design requirements. These standards are basic and focused mainly on the site and engineering design. Landscape, signs, and building design are covered in the codes in a rudimentary manner. The City's current land development codes are in the process of being updated and the draft articles are being discussed with the City's leadership. This draft will be assessed further in the next phase as part of the implementation strategies.

Historic architectural standards and design requirements for all commercial areas in the City including downtown, the historic district, the commercial corridor (Highway 17), and the waterfront are covered under the City's Ordinance 18-03. These standards apply to all new construction where the redevelopment activity exceeds 50% of the true market value of existing structures. The architectural design requirements for the Central CRA promote the late 19th and early 20th century historic character for Central Avenue and generally architectural styles including Colonial, Craftsman, Victorian, Italianate, and Frame or Masonry Vernacular. The 2018 ordinance is under review to strengthen the preservation ethic of the city. Enforcement of these standards may be a challenge with staffing and the ordinance's relevance to all areas in the city.

Incentive and performance-based standards encouraging a higher standard of design could also be explored when the codes are being updated to reflect the aspirations of the master plan. Additionally, design requirements for new features such as trails, plazas, waterfront marinas, decks, piers, and lookouts could be included in the codes as the City prepares for further redevelopment and investments.



[Land Development Code](#)

CRA Plan Update Recommendations

Upon review of the City’s 2018 CRA plan update, we found that a more holistic approach to redevelopment is needed for the Master Plan to be achieved. The original structure of the Crescent City Community Redevelopment Plan is organized around Antiques, Aquatics, Architecture, and Arts. These are referred to as the “4 A’s” and have been used to shape the goals of the current CRA. Redevelopment of the downtown area and Hwy 17 corridor requires a comprehensive approach to achieve success. For a robust implementation of this master plan, we recommend that the CRA plan, goals, and objectives be organized around four primary areas of focus: Economic Development (Business Recruitment and Retention), Design (Physical Environment), Promotion (Image Creation), Organization (Outreach, Bringing all the stakeholders to the table). Annual work plans based around these four points are essential to incremental, measurable results. Implementing the primary strengths of the City into these four primary areas will help achieve the goal of revitalizing the City.

The six focus areas of the master plan are Downtown Central Avenue, Downtown Summit Avenue, Miller Middle School Site, Lake Stella Waterfront, Uptown District Center, and Southside Neighborhood Center. Updates to the Redevelopment Plan should focus on infill redevelopment for housing and mixed-use, lakefront parks, open space and trail improvements, pedestrian and traffic safety improvements, multimodal connectivity, and commercial improvements.

The CRA Plan Update document details implementable and detailed actions for each objective under this 4-point approach.



Historic Preservation



Pedestrian and Safety Improvements



Repurposed Miller Middle School



Improved Park and Recreation Facilities

Economic Development: The Business Environment

Economic development in the redevelopment context is building on and strengthening the downtown and Hwy 17 corridor's existing unique assets while recruiting entrepreneurs and growing businesses to reposition the downtown in the marketplace and move the downtown, the corridor, and the community toward the shared vision. Economic development may be realized through the following goals and objectives.

- Incentives for New Businesses
- Incentives for Retaining Existing Businesses
- Regulatory Incentives
- Residential Rehabilitation
- Land Banking and Site Assembly
- Business Relocation
- Business and Developer Recruitment
- Environmental Improvements
- Site Preparation for Redevelopment
- Acquisition & Disposition
- Demolition, Rehabilitation, and Relocation
- Partnering
- Industry and Organization Outreach
- Property Management and Maintenance

Utilizing the lakefronts is a key component of economic development within the CRA. Offering touristic activities like boat tours, active recreation at Crescent Lake, and birdwatching at Lake Stella will spur revitalization activity and overnight stays in the City. Activating the marina by offering a quality dining and waterfront recreation experience in addition to amenities such as gas in the same location is expected to have a direct positive impact on the business environment.

Design: The Physical Environment

Design is getting the downtown area and the corridor in top physical condition, addressing transportation and parking needs, providing public space, tracking maintenance, and constructing infrastructure to accommodate the growth envisioned in the Master Plan. Design actions may be realized through the following goals and objectives.

- **Capital Improvements for Parks, Open Spaces, and Wayfinding.** Parks and open spaces are much-needed improvements to give residents and visitors everyday outdoor experiences. Improving Sunrise Park, Celebration Park, Lake Stella Trail, and Linear Trail to provide bike and walking trails is important to neighborhood revitalization. Incorporating the Putnam County trail network to connect to the City is crucial for tourism and activities for all.
- **Land Development Regulations.** The land development codes and the City's regulatory policies should be updated to match the master plan's redevelopment aspirations.
- **Transportation and Safety Improvements.** Traffic safety improvements for the CRA go beyond the neighborhoods. Visitors to the City need various ways other than the traditional car to move around the CRA area. More sidewalks and bike lanes are needed in all areas of the CRA. Multimodal connectivity to the downtown area through bike lanes and golf carts and adding an east/west connection in the CRA will provide Crescent City with the total street network needed to make the area walkable and accommodate tourism. Another area of improvement is Hwy 17 and advocating changes to improve transportation and pedestrian connectivity with FDOT.
- **Beautification for Specific Locations and Events.** Beautifying the physical environment is done in a multitude of ways. This includes having a gateway and directional signage around the City that highlights Crescent City's cultural charm while promoting the historic preservation initiative of the Crescent City Master Plan. Art can be encompassed in statues, paintings, street art, landscaping, and urban design. Different areas within the CRA can be defined by architectural structures, murals, or street paintings in the area as per the master plan.

Promotion: Image Creation

Marketing is a tool that increases visibility for the City of Crescent City and is critical for the vitality of its CRA. To succeed, community stakeholders, business and property owners, the City of Crescent City, and the Crescent City Downtown Partnership should connect to implement and foster a unified strategy.

Festivals and sustainable events are opportunities that reinforce a community's positioning and branding, building long-term economic success for the downtown area. That means they must target the right audiences and communicate using the right media. One of the greatest promotional tools is that sustainable events further the exposure to the existing businesses in the area by bringing in first-time visitors/users, generating repeat visits, and providing local residents with activities and interaction. Promotion may be realized through the following goals and objectives.

- **Marketing and Branding.** Develop ongoing Marketing/Branding activities that promote downtown, increase awareness among residents of downtown progress and activities, and position the downtown in the marketplace. Ensuring that festivals and sustainable events occur in the downtown area monthly and annually will guarantee that the image of Crescent City will stay active and alive for years to come. Incorporating new retail events like wine tastings and special restaurant events in the core area will create an image that Crescent City is an activity-based city.
- **Facilitating Downtown Events.** Ensure that festivals and sustainable events occur downtown through facilitation, sponsorship, participation, partnering, coordination, and/or producing events.
- **Monthly, Annual, and Retail Events.** Organize various events to promote activities and interest in the City.

Organization: Outreach

Bringing stakeholders to the table will allow everyone to work towards the same goal by building consensus and partnerships. The following goals and objectives may be realized through the organizations ideals.

- **Engaging Downtown Stakeholders:** Engage Downtown area stakeholders through participation with the Crescent City Downtown Partnership. Downtown Area Partners/Stakeholders include:
 - Crescent City Woman's Club
 - Crescent City Lions Club
 - Crescent City Women's Civic Association
 - Crescent City Venture Corps.
 - City/CRA
 - Fruitland Peninsula Historical Society
 - Rotary Club of Crescent City
 - Crescent City Yacht Club
 - Purple Plum Players
 - Crescent City Library Board
 - Concerned Citizens of South Putnam
- **Engage the Community.** Collaborate and engage with the wider community through Volunteer Opportunities with the City and partner organizations. These could include:
 - Beautification workdays
 - Special events
 - Project committees

Periodic meetings of the downtown area partners/stakeholders to facilitate communication, coordination, and cooperation are vital for the success of the City's redevelopment initiatives and efforts.

The CRA may develop Downtown and Hwy 17 Vision & Master Plans and engage in any other planning, design, and collaborative efforts as deemed necessary by the Agency to carry out the Plan.



View of Central Avenue facing Lake Stella

6

Implementation Strategy

The Master Plan leverages insights from previous studies and extensive public feedback collected through outreach initiatives and online surveys. This serves as a foundation for guiding planning efforts and establishing priorities for sustainable growth while preserving the timeless charm of this Old Florida town. The primary objectives revolve around public safety, urban experience, economic vitality through redevelopment, and cultural enhancements. Efficient implementation would require a collaborative effort between City, officials, the community, and other relevant stakeholders such as FDOT, County and private partners. The implementation steps are organized chronologically under four categories:

- Design: The Physical Environment
- Economic Development: The Business Environment
- Promotion: Image Creation
- Organization: Outreach

An initial timeline, responsible party, planning level costs, and potential funding sources associated with each action are outlined in the table below. Details for specific projects outlined below may change based on the exact scope and aspirations of the community, City staff and leaders at the time of implementation. It is anticipated that in the beginning of Phase 3, the City will undertake a process to update to the Master Plan to recalibrate implementation actions.

Implementation Strategies

The master plan implementation steps are organized under three categories: Physical and Infrastructure, Programs and Policies, and Collaborations and Partnerships. An initial timeline, responsible party, planning level costs, and potential funding sources associated with each action are outlined in the table below.

Phase One - 0 to 3 Years

Design: The Physical Environment						
No.	Action	Brief	CRA District	Responsible Party and Partners	Planning Level Costs	Potential Funding
1	Central Avenue Streetscape Enhancements	Add brick pavers, street trees, pots, landscaping, and street amenities.	Central	City, CRA, CCDP	City staff time. Consultant fee est. 10 to 15% of project cost. Project cost est. \$1,500,000/mile.	LAP Grant (FDOT), USDOT Reconstructing Communities Grant, City General Fund and or City CRA funds.
2	City Entry Features	Install gateway signs at the north and south ends of the city and west entrances.	North and South	City, CRA	City staff time. Consultant fee est. 10 to 15% of project cost. Project cost est. \$200,000.	City General Fund and or City CRA funds, FL Division of Historic Resources.
3	Downtown Entry Features	Install entry features for the downtown at the Edgewood Ave/ Hwy 17 and the Myrtle Ave/17.	Central	City, CRA, CCDP	City staff time. Consultant fee est. 10 to 15% of project cost. Project cost est. \$100,000.	City General Fund and or City CRA funds, FL Division of Historic Resources.

Design: The Physical Environment

No.	Action	Brief	CRA District	Responsible Party and Partners	Planning Level Costs	Potential Funding
4	Traffic Wayfinding	Install wayfinding for automobile traffic.	All	City, CRA, CCDP	City staff time. Consultant fee est. 10 to 15% of project cost. Project cost est. \$200,000.	City General Fund and or City CRA funds, FDOT.
5	Pedestrian Wayfinding	Install pedestrian wayfinding on Central Avenue.	Central	City, CRA, CCDP	Project cost est. of \$40,000 per surface parking space.	FDOT Lap Funds, North Florida TPO, Transportation Alternatives Program(FDOT), Putnam County, City.
6	Alley Activation Phase 1	Implement alley activation through murals, mosaics, lighting, landscaping, and street pavement.	Central	City, CRA, CCDP, Property Owners	City staff time. Consultant fee est. 10 to 15% of project cost. Project cost est. \$850/linear ft.	City General Fund and or City CRA funds, Private donations in lieu of recognition.
7	Façade Improvements	Commission renderings of redevelopment sites and buildings to show potential improvements and provide grant funds to implement.	All	City, CRA, CCDP, Designer/Consultant	City staff time. Consultant fee est. 10 to 15% of project cost. Project cost est. \$1,000,000.	City General Fund and or City CRA funds, Private donations in lieu of recognition, FL Division of Historic Resources for façade improvement work.
8	Parking/ Hardscape Improvements	Commission a Landscape Architect to design improvements to parking and hardscape areas and provide grant funds to implement.	All	City, CRA, CCDP, Landscape Architect	City staff time. Consultant fee est. 10 to 15% of project cost. Project cost est. \$1,000,000.	City General Fund and or City CRA funds. Private funding for landscape improvement work.
9	Housing Improvement Grants	Develop grant program for houses that need improvements. CRA grants/SHIP funds	All	City, CRA, CCDP, Putnam County	TBD.	City General Fund and or City CRA funds, Putnam County.
10	New Moon Lodge	Seek grant funding for restoration of New Moon.	Central	CRA	CRA, City, Concerned Citizens of South Putnam TBD	CRA, ARPA, Better Place Plan, Small Matching Grants, Historic Preservation Grants

Design: The Physical Environment

No.	Action	Brief	CRA District	Responsible Party and Partners	Planning Level Costs	Potential Funding
11	AME Church	Seek grant funding for restoration of Church.	Central	CRA	CRA, City, Concerned Citizens of South Putnam TBD	CRA, ARPA, Better Place Plan, Small Matching Grants, Historic Preservation Grants
12	Jethro Baptist Church	Seek grant funding for restoration of Church.	Central	CRA	CRA, City, Concerned Citizens of South Putnam TBD	CRA, ARPA, Better Place Plan, Small Matching Grants, Historic Preservation Grants
13	Old Jail and Water Wheel	Seek grant funding for Old Jail and Water Wheel.	Central	CRA	CRA, City, Fruitland Peninsula Historical Society TBD	CRA, ARPA, Better Place Plan, Small Matching Grants, Historic Preservation Grants
14	Pave Oakwood Street	Pave section of Oakwood Street, a dirt road behind Winn Dixie.	North	City, CRA, FDOT	City staff time.	LAP Grant (FDOT), USDOT Reconstructing Communities Grant, City General Fund and or City CRA funds.
15	Purchase Vacant Lots/Properties for Redevelopment.	Identify and negotiate for the purchase of infill lots and vacant buildings in redevelopment areas to convey for redevelopment projects.	All	City, CRA	Consultant fee est. 10 to 15% of project cost.	City General Fund and or City CRA funds.
16	FDOT Safety Improvements	Continue ongoing discussions with FDOT related to speed limit, crosswalks, mid-block crossings, streetlights, roundabouts and traffic lights.	All	City, CRA, FDOT	Project cost est. \$4,100,000/mile	LAP Grant (FDOT), U.S. DOT Safe Streets for All (SS4A) grant.
17	Historic Preservation Plan	Create a Historic Preservation Master Plan	Central	City, CRA, CCDP, FPHS, Consultant.	City staff time. \$125,000 for consulting	FL Division of Historic Resources Grant, City General Fund.
18	Stormwater Master Plan	Create Stormwater Master Plan for City	All	City, CRA, Putnam County, Consultant	Est. \$300,000	City General Fund and or City CRA funds, Federal Infrastructure grants.

Economic Development: The Business Environment						
No.	Action	Brief	CRA District	Responsible Party and Partners	Planning Level Costs	Potential Funding
1	Opportunity Area One (Central Avenue) – Phase 1	Develop pro formas and market key sites for mixed-use commercial and housing redevelopment.	Central	City, PCDA, Chamber, FL-DOC, NEFRC, Realtors, Private Developers	City staff time.	City General Fund and or City CRA funds, Florida CPTA, Small Cities/CV CDBG (FL Department of Commerce)
2	Opportunity Area Two (Hwy 17 Corridor in Downtown) – Phase 1	Develop pro formas and market key sites for mixed-use commercial and housing redevelopment.	Central	City, PCDA, Chamber, FL-DOC, NEFRC, Realtors, Private Developers	Consultant fee est. \$25,000.	City General Fund and or City CRA funds, EPA Brownfield, Florida CPTA, Small Cities/ CV CDBG (FL Department of Commerce)
3	Opportunity Area Three (School Site) – Phase 1	Work with School District to acquire site and undertake feasibility study and repurposing of buildings.	Central	City, PCSD, PCDA, Chamber, FL-DOC, NEFRC, Realtors, Private Developers	Marketing expense est. \$5,000/year.	City General Fund and or City CRA funds, EPA Brownfield, Florida CPTA, Small Cities/ CV CDBG (FL Department of Commerce)
4	Opportunity Area Four (Lake Stella Waterfront) – Phase 1	Develop pro formas and market key sites for single-family infill housing and housing redevelopment.	Central	City, PDA, Chamber, FL-DOC, NEFRC, Realtors, Private Developers	City staff time.	City General Fund and or City CRA funds, Florida CPTA, Small Cities/CV CDBG (FL Department of Commerce)
5	Opportunity Area Five (Uptown District) – Phase 1	Develop pro formas and market key sites for mixed-use commercial and housing redevelopment.	North	City, PCDA, Chamber, FL-DOC, NEFRC, Realtors, Private Developers	Consultant fee est. \$25,000.	City General Fund and or City CRA funds, Florida CPTA, EPA, Brownfield, Small Cities/ CV CDBG (FL Department of Commerce)

Economic Development: The Business Environment						
No.	Action	Brief	CRA District	Responsible Party and Partners	Planning Level Costs	Potential Funding
6	Opportunity Area Six (Southside District) – Phase 1	Develop pro formas and market key sites for mixed-use commercial and housing redevelopment.	South	City, PCDA, Chamber, FL-DOC, NEFRC, Realtors, Private Developers	City staff time. Consultant fee est. \$25,000. Marketing expense est. \$5,000/year.	City General Fund and or City CRA funds, Florida CPTA, EPA Brownfield, Small Cities/ CV CDBG (FL Department of Commerce)
7	Miller Middle School Site Procurement	Establish SAC to advise City Commission.	Central	City, CRA, PCSD, Private Developers	City staff time. Consultant fee est. \$25,000. Property cost est. TBD	City General Fund and or City CRA funds.
8	Miller Middle School Site Feasibility Study	Conduct feasibility study of school buildings for renovation costs and reuse.	Central	City, CRA, PCSD, Consultant	City staff time. Consultant fee est. \$120,000.	City General Fund and or City CRA funds.
9	Update LDC	Update the Land Development Code to support vision of Master Plan. Include district naming.	All	City, CRA, Consultant	City staff time.	City General Fund and or City CRA funds

Promotion: Image Creation						
No.	Action	Brief	CRA District	Responsible Party and Partners	Planning Level Costs	Potential Funding
1	Events and Activities Programming	Maintain and update calendar of events.	Central	City, CRA, CCDP, TDC	City staff time. \$50,000/year	City General Fund, CRA Funds

Organization: Outreach						
No.	Action	Brief	CRA District	Responsible Party and Partners	Planning Level Costs	Potential Funding
1	Florida Main Street and Crescent City Downtown Partnership coordination and support	Coordinate with FMS and support CCDP for downtown Economic Vitality, Design, Promotion and Organization.	Central	City, CRA, CCDP, FMS	City staff time and expenses.	City General Fund and or City CRA funds.
2	Fruitland Peninsula Historical Society coordination	Coordinate with FPHS on Historic Preservation activities.	Central, South	City, CRA, FPHS	City staff time and expenses.	City General Fund and or City CRA funds.
3	Concerned Citizens and Women's Civic Association coordination	Coordinate with CCSP and CCWCA on inclusion and involvement of the African American community and for arts and cultural opportunities.	All	City, CRA, CCSP, CCWCA, Black-owned businesses	City staff time and expenses.	City General Fund and or City CRA funds.
4	Hispanic Community coordination	Coordinate with the Mexican/Hispanic community on inclusion and involvement and arts and cultural opportunities.	All	City, CRA, Mexican Restaurants and businesses	City staff time and expenses.	City General Fund and or City CRA funds.
5	Putnam County Blueways and Trails	Coordinate with PCBT for opportunities to connect trails and participate in trail related activities and events.	Central	City, CRA, CCDP, PCBT	City staff time and expenses.	City General Fund and or City CRA funds.

Organization: Outreach						
No.	Action	Brief	CRA District	Responsible Party and Partners	Planning Level Costs	Potential Funding
6	Putnam County Tourist Development Council	Coordinate with the TDC for marketing opportunities.	All	City, CRA, TDC	City staff time and expenses.	City General Fund and or City CRA funds.
7	Putnam County Chamber of Commerce, SBDC, and Economic Development Council	Coordinate with the Chamber and EDC for economic development opportunities and marketing.	All	City, CRA, Chamber, EDC, SBDC	City staff time and expenses.	City General Fund and or City CRA funds.
8	Bass Pro Shops/ Johnny Morris development coordination	Coordinate with Bass Pro Shops for potential future alignment related to housing development for future Bass Pro employees.	All	City, Bass Pro Shops	City staff time and expenses.	City General Fund and or City CRA funds.

Phase Two - 4 to 7 Years

Design: The Physical Environment						
No.	Action	Brief	CRA District	Responsible Party and Partners	Planning Level Costs	Potential Funding
1	Trail and Shared Use Path Improvement and Extensions	Extend trails network to connect to Putnam County Trails and other communities/ destinations.	North, South	City, CRA, PC, FDOT	City staff time. Consultant fee est. 10 to 15% of project cost. Project cost est. \$725,000/mile.	LAP Grant (FDOT), Shared-Use Nonmotorized (SUN) Trail Network (FDOT), Safe Routes to School (FDOT), Transportation Alternatives Program (FDOT). North Florida TPO, Putnam County, City, Federal Recreational Trails Program

Design: The Physical Environment						
No.	Action	Brief	CRA District	Responsible Party and Partners	Planning Level Costs	Potential Funding
2	Celebration Park Design and Construction	Design improvements to East end of Central Avenue and the boat ramp to create Celebration Park.	Central	City, CRA, PC	City staff time. Consultant fee est. 10 to 15% of project cost. Project cost est. \$1,000,000 to 2,000,000 (subject to park programming and features).	Parks and Open Space, Florida Forever - Florida Communities Trust (FDEP), City and or CRA Funds
3	On-street and Surface Parking Design and Construction	On-street and surface parking design for on-street parking on the east-west streets within the downtown blocks and the 3 parcels identified in the plan with potential EV charging stations.	Central	City, CRA, PC	City staff time. Consultant fee est. 10 to 15% of project cost. Project cost est. \$850,000/ mile for on-street parking and \$4,000 per surface parking space.	FDOT Lap Funds, North Florida TPO, FDOT, Putnam County, City.
4	Parking Structure – Phase 1: Design	Design the parking structure for the former school campus	Central	City, CRA, Consultant	Consultant fee est. 10 to 15% of project cost. Project cost est. of \$4,000 per surface parking space.	FDOT Lap Funds, TPO, Transportation Alternatives Program(FDOT), Putnam County, City and or CRA Funds.
5	Lake Stella Trail Improvements	Design and install trail improvements such as seating, lighting, landscaping	Central	City, CRA, Consultant	City staff time. Consultant fee est. 10 to 15% of project cost. Project cost est. \$900,000/ mile.	Safe Routes to School (FDOT), Nature trails and Trails Acquisition Program (FDEP), Federal Recreational Trails Program
6	Hwy 17 Trail Improvements	Design and install trail/ linear park improvements such as seating, lighting, landscaping	North	City, CRA, Consultant, FDOT	City staff time. Consultant fee est. 10 to 15% of project cost. Project cost est. \$400,000/ mile.	Federal Recreational Trails Program (FWHA through FDEP), Nature trails and Trails Acquisition Program (FDEP)

Design: The Physical Environment						
No.	Action	Brief	CRA District	Responsible Party and Partners	Planning Level Costs	Potential Funding
7	Update Utilities Infrastructure Master Plan	Update Water and Wastewater Utility Master Plan	All	City, CRA	TBD.	City General Fund and or City CRA funds, Federal Infrastructure grants.

Economic Development: The Business Environment						
No.	Action	Brief	CRA District	Responsible Party and Partners	Planning Level Costs	Potential Funding
1	Alley Activation Phase 2	Redevelop former City Hall to embrace the alley, create infill sites along alley.	Central	City, CRA, Property Owners	City staff time. Consultant fee est. 10 to 15% of project cost. Project cost TBD.	City and or CRA funds, EPA Brownfield grants, Private developers.
2	Purchase Buildings/Parcels for Redevelopment	Consider purchase of properties that are not redeveloping or are needed for property assemblage	Central	City, CRA	TBD	City and or CRA funds.
3	Opportunity Area One (Central Avenue) – Phase 2	Infill mixed-use commercial and residential redevelopment construction.	Central	City, Private Developers	City staff time. Project cost TBD.	Public-private partnership.
4	Opportunity Area Two (Hwy 17 Corridor in Downtown) – Phase 2	Infill mixed-use commercial and residential redevelopment construction.	Central	City, Private Developers	City staff time. Project cost TBD.	Public-private partnership.

Economic Development: The Business Environment						
No.	Action	Brief	CRA District	Responsible Party and Partners	Planning Level Costs	Potential Funding
5	Opportunity Area Three (School Site) – Phase 2	School site repurposing and construction to accommodate City Hall in the main school building , cultural and recreational uses in the other school buildings. Waterfront residential and marina development as in Plan.	Central	City, Private Developers	City staff time. Project cost TBD.	Public-private partnership.
6	Opportunity Area Four (Lake Stella Waterfront) – Phase 2	Single-family and row home infill housing and housing redevelopment and construction.	Central	City, Private Developers	City staff time. Project cost TBD.	Public-private partnership.
7	Opportunity Area Five (Uptown District) – Phase 2	Mixed-use commercial and housing redevelopment and construction.	North	City, Private Developers	City staff time. Project cost TBD.	Public-private partnership.
8	Opportunity Area Six (Southside District) – Phase 2	Mixed-use commercial and housing redevelopment and construction.	South	City, Private Developers	City staff time. Project cost TBD.	Public-private partnership.

Promotion: Image Creation						
No.	Action	Brief	CRA District	Responsible Party and Partners	Planning Level Costs	Potential Funding
1	Events and Activities Programming	Maintain and update calendar of events.	Central	City, CRA, CCDP, TDC	City staff time. \$50,000/year	City General Fund, CRA Funds

Organization: Outreach

No.	Action	Brief	CRA District	Responsible Party and Partners	Planning Level Costs	Potential Funding
1	Florida Main Street and Crescent City Downtown Partnership coordination and support	Coordinate with FMS and support CCDP for downtown Economic Vitality, Design, Promotion and Organization.	Central	City, CRA, CCDP, FMS	City staff time and expenses.	City General Fund and or City CRA funds.
2	Fruitland Peninsula Historical Society coordination	Coordinate with FPHS on Historic Preservation activities.	Central, South	City, CRA, FPHS	City staff time and expenses.	City General Fund and or City CRA funds.
3	Concerned Citizens and Women's Civic Association coordination	Coordinate with CCSP and CCWCA on inclusion and involvement of the African American community and for arts and cultural opportunities.	All	City, CRA, CCSP, CCWCA, Black-owned businesses	City staff time and expenses.	City General Fund and or City CRA funds.
4	Hispanic Community coordination	Coordinate with the Mexican/Hispanic community on inclusion and involvement and arts and cultural opportunities.	All	City, CRA, Mexican Restaurants and businesses	City staff time and expenses.	City General Fund and or City CRA funds.
5	Putnam County Blueways and Trails	Coordinate with PCBT for opportunities to connect trails and participate in trail related activities and events.	Central	City, CRA, CCDP, PCBT	City staff time and expenses.	City General Fund and or City CRA funds.
6	Putnam County Tourist Development Council	Coordinate with the TDC for marketing opportunities.	All	City, CRA, TDC	City staff time and expenses.	City General Fund and or City CRA funds.
7	Putnam County Chamber of Commerce, SBDC, and Economic Development Council	Coordinate with the Chamber and EDC for economic development opportunities and marketing.	All	City, CRA, Chamber, EDC, SBDC	City staff time and expenses.	City General Fund and or City CRA funds.
8	Bass Pro Shops/ Johnny Morris development	Coordinate with Bass Pro Shops for potential future alignment related to housing development for future Bass Pro employees.	All	City, Bass Pro Shops	City staff time and expenses.	City General Fund and or City CRA funds.

Phase Three - 8 to 15 Years

Design: The Physical Environment
<ul style="list-style-type: none"> • Complete the parking improvement projects in downtown – parking garage, surface parking lots and on-street parking. • Identify and build new public infrastructure improvements and initiate design and implementation. • Set new redevelopment goals and targets and update the Master Plan and regulatory planning policies.
Economic Development: The Business Environment
<ul style="list-style-type: none"> • Facilitate the complete build out of Opportunity Areas one through six. • Identify and purchase key redevelopment sites. • Solicit community-oriented uses such as health care providers, grocery stores, to locate in the City. • Pursue City boundary expansion.
Promotion: Image Creation
<ul style="list-style-type: none"> • Update and add events and activities programming. • Establish a “Southern Fusion” arts and culture branding through programs and spaces to promote arts, culture, and culinary experiences. • Collaborate with realtors and agencies such as ULI, UF, NEFRC and others to brand, market and solicit redevelopment in targeted areas.
Organization: Outreach
<ul style="list-style-type: none"> • Continue collaborations and outreach with City and County public and private organizations. • Promote redevelopment success in the City to planning, economic development, design and development organizations.

Glossary of partner acronyms used in the charts above.

City – City of Crescent City
 CRA – City of Crescent City CRA
 CCDP – Crescent City Downtown Partnership
 PC - Putnam County
 PCSD – Putnam County School District
 PCBT – Putnam County Blueways and Trails
 PCDA – Putnam County Development Authority
 Chamber – Putnam County Chamber of Commerce
 TDC – Putnam County Tourist Development Council
 SBDC – Putnam County Small Business Development Council

EDC – Putnam County Economic Development Council
 FDOT – Florida Department of Transportation
 TPO – North Florida Transportation Planning Organization
 FL-DOC - State of Florida Department of Commerce
 NEFRC - Northeast Florida Regional Council
 FMS – Florida Main Street
 FPHS - Fruitland Peninsula Historical Society
 CCSP - Concerned Citizens of South Putnam
 CCWCA - Crescent City Women’s Civic Association
 ULI- Urban Land Institute

Partners and Collaborators

The City of Crescent City is presented with a distinctive opportunity to collaboratively engage with key stakeholders in the area. Among the crucial stakeholders to form partnerships with are:

- Fruitland Peninsula Historical Society
- Putnam County
- FDOT
- Business owners
- Private property owners
- Woman's club
- Downtown partnership

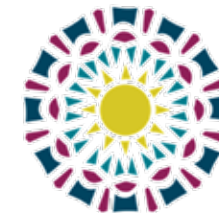
Strategic collaboration efforts can also be made with important organizations in the region, such as:

- University of Florida, University of Central Florida, and University of North Florida to locate a vocational annex for programs related to environmental research, healthcare, and design.
- Establishing linkages with the wider historical and art preservation societies.
- Online communities for a robust virtual presence and promotional activity.
- Networks with the hospitality industry, wellness businesses, yoga studios, spa retreats.



FLORIDA'S
Putnam County
CHAMBER OF COMMERCE

FLORIDACOMMERCE



FLORIDA
TRUST
FOR HISTORIC
PRESERVATION



NORTHEAST FLORIDA
REGIONAL COUNCIL



A. Philip Randolph Gallery and Interactive Learning Center

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Appendices

- Appendix A: Online Survey 2 and 3
- Appendix B: Meeting Minutes
- Appendix C: Phase 1 and Phase 2 report
- Appendix D: Presentations

Appendix A: Online Survey 2 and 3

Crescent City Vision Master Plan and Redevelopment Plan Update Online Survey #2 - Opportunity Areas & Initial Ideas

Q1 What would you like to see in this opportunity area; anything we've missed? Possible redevelopment ideas and interventions include shopping and dining, upper floor living, flexible space, urban plazas for events and gatherings, pedestrian and bike facilities, parking spaces/garage, relocated City Hall, Crescent Lake Pier.

Answered: 30 Skipped: 3

#	RESPONSES	DATE
1	Public art with seating, possibly a fountain and/or splash pad, appealing storefronts, new buildings or maximized appeal for older buildings	11/8/2023 12:32 PM
2	Brewery onsite Bakery professional Ice cream parlor, premium quality Restaurants not food trucks 2nd floor residential units over shops Relocate city, county and law enforcement to the Miller School	11/8/2023 10:39 AM
3	Would love to see the buildings become useable and not storage shacks.	11/8/2023 7:48 AM
4	relocate City Hall and other government offices to the old Miller School	11/7/2023 10:02 PM
5	It's listed but need shopping opportunities - we have to leave the area to buy things	11/7/2023 8:34 PM
6	Retain all current structures that have any historical interest and, if vacant, analyze for rehabilitation and reuse. Promote preservation of the City that will distinguish it from other fast-developing cities in Florida.	11/7/2023 4:52 PM
7	City hall does not belong on Central Ave, waste of commercial building. City hall can be anywhere. Sidewalks already in place for pedestrian traffic. Less than 7 blocks, do not need a bike path. Let's not redesign the road. Unnecessary expense with no real benefit. Piers are a lot of money with no real use. Storms damage them and then they are unusable for long periods. Focus on boat docking. County owns the Crescent Dock and parking area, not city.	11/7/2023 12:31 PM
8	I like the idea of a mixed use. I believe our little town should explore a variety of redevelopment uses. This town has the opportunity to bring out the best we have to offer. Maybe a new pier/marina, and a face-lift for the buildings that haven't had anything done to them. We have endless possibilities to explore.	11/6/2023 10:13 AM
9	Maybe incentives to new businesses that move here and stay at least one year.	11/5/2023 3:26 PM
10	Please keep cc small & enjoy the quaintness of it.	11/5/2023 7:40 AM
11	Karate studio (kenpo karate at the cube) dance studio Something for the kids. Keep the bikes off the road.	11/5/2023 7:32 AM
12	bakery, luncheonette, butcher, fish market, nail salon, spa	11/5/2023 5:58 AM
13	Music venue	11/4/2023 7:48 PM
14	Respect owners's financial limits and use objective decision making.	11/4/2023 4:53 PM
15	Not necessary to relocate city hall, build a community center for the use of meeting and civic and fraternal organizations. Parking garage would distract from the quaint city feel. No building should be taller than 2 stories.	11/4/2023 10:21 AM
16	Upgrade storefront of Ace Hardware. Old middle school playground on north side adjacent to Central av should be repurposed as green space with public amenities a boutique botanical garden. Enhance the public pier at end of Central av with landscaping, picnic tables, benches, etc. Remove all chain link fences at old middle school. Resort style Wayfinding signage for all businesses along Hwy 17 and Central av. Relocate all city offices to vacant middle school, entice businesses to move to city owned prime property on Hwy 17.	11/4/2023 9:27 AM
17	Shopping, dining and second floor residential	11/4/2023 8:49 AM

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Crescent City Vision Master Plan and Redevelopment Plan Update Online Survey #2 - Opportunity Areas & Initial Ideas

18	Yes	11/4/2023 7:31 AM
19	More bike paths/ golf cart paths, medical facilities, upper floor living, more living wage job opportunities , more stores, publix, walmart etc	11/4/2023 6:31 AM
20	Why and where are you relocating City Hall?	11/4/2023 6:15 AM
21	All the above!!	11/3/2023 4:44 PM
22	Would love to see a coffee shop.	11/3/2023 1:52 PM
23	Grant funds, uniform standards and understanding of owners limitations	11/3/2023 1:28 PM
24	Recreational Center Boys and Girls Club Family Activities Actives for Senior Citizens Fitness Programs	11/3/2023 12:35 PM
25	I think the Market Square area needs to have the concrete removed and area leveled for events. With minimal landscaping. Keep the area as parking!	11/3/2023 12:25 PM
26	Dining and recreation center for our local youth.	11/3/2023 11:39 AM
27	Apparel and home decor boutiques, cafes, less vintage/thrift more new with tag stores. Water activities/businesses would be fantastic.	11/3/2023 11:13 AM
28	Lower property taxes.	11/3/2023 9:43 AM
29	Streetscape plan	11/3/2023 8:24 AM
30	Walking biking lanes	11/1/2023 4:43 PM

2 / 12

Q2 What would you like to see in this opportunity area; anything we've missed? Possible redevelopment ideas and interventions include mixed commercial infill redevelopment, relocation of City Hall, new urban plazas, street reconfiguration for more sidewalk space, space allocation for pedestrian and bikes, enhanced landscape, and gateway feature.

Answered: 22 Skipped: 11

#	RESPONSES	DATE
1	More pedestrian and bike space Enhancement landscape, live oaks Relocated city and county governments to the Miller School Saving historical structures Keeping the Hispanic shopping areas Reduce road speed	11/8/2023 10:47 AM
2	Use of CRA funds for Buildings being cleaned up.	11/8/2023 7:50 AM
3	three lanes with common middle lane for left turns...get rid of those annoying medians!	11/7/2023 10:04 PM
4	have got most things listed	11/7/2023 8:35 PM
5	Retain all current structures that have any historical interest and, if vacant, analyze for rehabilitation and reuse. Promote preservation of the City that will distinguish it from other fast-developing cities in Florida.	11/7/2023 4:52 PM
6	No green parklets. They will be homeless shelters.	11/7/2023 12:33 PM
7	Yes! All of the above mentioned ideas.	11/6/2023 10:14 AM
8	Let the market decide.	11/5/2023 3:26 PM
9	Less focus on new sidewalks until the old ones are repaired. That really makes much more sense. We have terrible sidewalks on our block.	11/5/2023 7:57 AM
10	Dance and sports opportunities. Karate. A cvs or Walgreens. Stuff we actually need to live and keep our kids away from gangs and drugs etc	11/5/2023 7:34 AM
11	Dog park	11/5/2023 5:58 AM
12	Again, respect owners' desires and financial capacity.	11/4/2023 4:55 PM
13	Gateway feature is a waste of \$\$. Not necessary to relocate City Hall. Utilize other property for a community center to hold meeting in. Urban plazas not only cost to maintain but also upkeep.	11/4/2023 10:21 AM
14	EV charging stations in parking lot north of annex building on Hwy 17, I believe Tesla will install free.	11/4/2023 9:29 AM
15	Mixed commercial, better sidewalks and landscaping	11/4/2023 8:50 AM
16	Yes	11/4/2023 7:32 AM
17	Larger dock for fishing etc	11/4/2023 6:32 AM
18	Three lanes? If parking is placed downtown on 17 (such as in Deland) then there would be 2 lanes. Stripping the median of trees and plants would be extremely ugly. Left hand turn lanes are already present.	11/4/2023 6:19 AM
19	Landscaping and lighting along central	11/3/2023 1:53 PM
20	Retail space	11/3/2023 11:39 AM
21	Streetscape plan that does not rely on FDOT right-of-way. Require easement from redeveloping site instead. You cannot have a plan that relies on FDOT changing its ways.	11/3/2023 8:26 AM

Q3 What would you like to see in this opportunity area; anything we've missed? Possible interventions include repurposed auditorium and recreation center to civic, cultural and arts uses, mixed use residential, marina for waterfront activation and parking.

Answered: 24 Skipped: 9

#	RESPONSES	DATE
1	I'm very interested in space for the Fruitland Peninsula Historical Society Archives. The Society has an active group of people who are committed to providing community access and enriching their sense of historical significance of the area. The current lake access and docks in CC are great, more might be better. Lake access for people who don't own boats through rentals or commercial boat rides might be desirable.	11/8/2023 12:38 PM
2	City, county and law enforcement And all of the above	11/8/2023 10:49 AM
3	Present ideas on exactly how you will obtain funding to purchase this property.	11/8/2023 7:51 AM
4	buildings on north side parallel to Central would make great apartments; main building is ready to be used as classrooms for temporary classes held specifically in this area; county genealogical society needs a home - this is it!	11/7/2023 10:08 PM
5	Just need to take the advantage of the old school being vacant - so many opportunities could happen at this site -	11/7/2023 8:36 PM
6	Retain all current structures that have any historical interest and, if vacant, analyze for rehabilitation and reuse. Promote preservation of the City that will distinguish it from other fast-developing cities in Florida.	11/7/2023 4:53 PM
7	Would not waste time on a marina. There is no use for a marina on this lake.	11/7/2023 12:38 PM
8	I love the idea of a marina! Anything else would be a huge plus.	11/6/2023 10:15 AM
9	Community Center.	11/5/2023 3:26 PM
10	Public bathrooms that are clean & available. When we take walks & need a restroom before we make it back, not the best situation	11/5/2023 7:57 AM
11	Sports and dance. Archery range for indoor archery etc. we have a huge 4h team in Welaka Meeting room that citizen can use easily. A library that stays open 7 days a week. Or close on Sunday but at least open m-f. Yea Monday a week day.	11/5/2023 7:36 AM
12	You could always rent it keeping it available if the town grows and additional school is needed rather than have to build a new school in the future	11/5/2023 5:58 AM
13	Provide a space where individual craftsmen and artists can work and sell their wares.	11/4/2023 5:00 PM
14	The community needs a community center. A place where civic and fraternal organizations can meet. A place to hold the City Hall meeting large enough to hold members of the community. No need to build a new City Hall.	11/4/2023 10:21 AM
15	Save all the middle school buildings, use for city offices, youth recreation center, purple plum players auditorium, community center in cafeteria, learning center in media center, turn playground into green space a boutique botanical perhaps.	11/4/2023 9:34 AM
16	Auditorium for community use/rental, gym for rec center, buildings for cultural arts and new combined city government offices	11/4/2023 8:52 AM
17	Yes	11/4/2023 7:32 AM
18	A community center/rec center with staff	11/4/2023 6:33 AM
19	The school does not belong to the city and possibly the auditorium and gym never will. The	11/4/2023 6:33 AM

waterfront area of the current school property needs to become natural stadium-type seating, as there is no public viewing area of the lake. The school building property needs to be sold and developed. It is old, needing too many repairs. Because it is old does not make it historic. The city is too small to support all of the school property and the maintenance that goes with it.

20	We do not own it therefore my opinion is mute.	11/3/2023 4:46 PM
21	Community garden	11/3/2023 1:54 PM
22	Multi use including recreation for youth	11/3/2023 11:40 AM
23	Do not use the old buildings for a government complex. This would just be an endless financial drain on City coffers to maintain the buildings. Look around and see that other governments are moving out of old buildings due to the endless repair expenses. School Board did it, Palatka is considering it. Commercial or residential use of these buildings is a better option. Community kitchen, Community gym for residents of housing that is built, Community theater/auditorium, vocational classes- just not government offices.	11/3/2023 8:30 AM
24	Maintain the current gymnasium and auditorium for public use. Use the historic building for city hall. Use the single story buildings along prospect for various administrative uses ie code enforcement. Public park / marina along waterfront n of school. Multi family condos.	11/1/2023 4:47 PM

Q4 What would you like to see in this opportunity area; anything we've missed? Possible redevelopment and interventions include waterfront living with a range of housing options, active lifestyle with park spaces, walking trails, bike trails and associated amenities, enhanced public beach, decks and piers for wildlife watching.

Answered: 21 Skipped: 12

#	RESPONSES	DATE
1	I like the Lake Stella development as it is now.	11/8/2023 12:39 PM
2	Only single family units Respect wildlife Only events limited noise Birding, bike and walking trails	11/8/2023 11:18 AM
3	Continuing plan on maintaining the beach with sand	11/8/2023 7:51 AM
4	keep boat ramp	11/7/2023 10:10 PM
5	This area use to be so populated during the summer months. The beach area needs to be cleaned out more so separate areas could be made for swimming opportunities	11/7/2023 8:37 PM
6	Retain all current structures that have any historical interest and, if vacant, analyze for rehabilitation and reuse. Promote preservation of the City that will distinguish it from other fast-developing cities in Florida.	11/7/2023 4:54 PM
7	I am not keen on the idea of residential buildings, but I would totally support the recreational ideas.	11/6/2023 10:16 AM
8	Keep it the same.	11/5/2023 3:28 PM
9	A better police presence at known drug spots. Please treat our black neighbors just as well as u do the other side of Summit. Don't try to force them out.	11/5/2023 8:02 AM
10	Listen to what the people want, not just the preconceived ideas of the panel	11/5/2023 6:01 AM
11	Respect nature.	11/4/2023 5:01 PM
12	This area already has most of what you are proposing. There is not enough space to add bike trails and hiking paths let alone housing.	11/4/2023 10:21 AM
13	Add more boat trailer parking. Relocate and upgrade Gazebo for concerts and other activities with plenty of green space for audiences and food vendors. Replace chain link fence with a more historic type fence like wrought iron with finials. Expand the beach. Have Wayfinding signage all over town to the beach.	11/4/2023 9:42 AM
14	Bike & walking trails	11/4/2023 8:53 AM
15	Yes	11/4/2023 7:33 AM
16	Lake Stella waterfront needs landscaping, trees and plants. A natural barrier with landscaping could keep cars off of it. Housing needs to remain on the east side of Grand Rondo.	11/4/2023 6:36 AM
17	Enhanced public beach with additional patrols	11/4/2023 6:33 AM
18	Longer walking trail with lighting and an emergency phone for safety. No housing please.	11/3/2023 1:55 PM
19	Amenities	11/3/2023 11:41 AM
20	NO WATERFRONT HOUSING. MOST OF THIS IS ALREADY THERE TO INCLUDE PARKING. NOTHING ELSE NEEDED.	11/3/2023 9:46 AM
21	Retain space for ecotourism opportunities. Kayaking launch. Butterfly gardens. Bird watching lookouts. Ice cream / coffee shop. Bakery sandwich shop.	11/1/2023 4:49 PM

Q5 What would you like to see in this opportunity area; anything we've missed? Possible interventions include a mixed-use district center with shopping and mixed residential products to attract new families, and an enhanced Fletcher Park to serve as a neighborhood park and destination.

Answered: 20 Skipped: 13

#	RESPONSES	DATE
1	More restaurants with lake views (and more variety in their menus) would be great. A gym, anywhere in Crescent City, would be helpful, especially if it included a swimming pool. A walking and/or bike path by Crescent Lake would be nice.	11/8/2023 12:44 PM
2	All of the above	11/8/2023 11:20 AM
3	none	11/8/2023 7:52 AM
4	more dining areas/eateries...nothing large, just small and inviting and enticing	11/7/2023 10:13 PM
5	just the extension of housing opportunities to help grow	11/7/2023 8:40 PM
6	Retain all current structures that have any historical interest and, if vacant, analyze for rehabilitation and reuse. Promote preservation of the City that will distinguish it from other fast-developing cities in Florida.	11/7/2023 4:54 PM
7	The above pics and ideas, I would support.	11/6/2023 10:17 AM
8	Fix the pier that is run down. Give a tax break to anyone who develops the Sicily property.	11/5/2023 3:30 PM
9	Dance. Karate. Archery. Musical theatre for kids. Musical store that provides lessons. Let's put this money into our kids. Our future	11/5/2023 7:38 AM
10	What is mixed residential products to attract new families???	11/5/2023 6:03 AM
11	Leave it as is	11/4/2023 5:01 PM
12	What happens to businesses already there. Nothing is reflected about keeping them. Fletcher park has trouble now keeping bathrooms open, upkeep will only cost more.	11/4/2023 10:23 AM
13	Here is where we could take advantage of Crescent Lake shoreline with a mixed use area zoning.	11/4/2023 9:44 AM
14	Mixed residential and enhanced Fletcher park	11/4/2023 8:55 AM
15	I love it	11/4/2023 7:33 AM
16	Enhance fletcher park	11/4/2023 6:34 AM
17	Butterfly/bee garden	11/3/2023 1:56 PM
18	Retail space	11/3/2023 11:41 AM
19	Increased landscape requirements, only monument signs, brick gateway/entry feature	11/3/2023 8:33 AM
20	Pharmacy / drug store. Parking. Walking biking trail connecting fletcher park with lake Stella via citron and oakwood to grand rondo to lake stella	11/1/2023 4:57 PM

Q6 What would you like to see in this opportunity area; anything we've missed? Possible interventions include neighborhood residential and a commercial center, focus on community needs such as a gas station and convenience stores.

Answered: 19 Skipped: 14

#	RESPONSES	DATE
1	Yes	11/8/2023 11:20 AM
2	Just clean it up!	11/8/2023 7:52 AM
3	apartments or duplexes would help with housing issues or lack of	11/7/2023 10:16 PM
4	Gas station and fast food store on the south end of town would be very much appreciated for those of us that live out that way. We travel out of the county to buy gas -	11/7/2023 8:41 PM
5	Retain all current structures that have any historical interest and, if vacant, analyze for rehabilitation and reuse. Promote preservation of the City that will distinguish it from other fast-developing cities in Florida.	11/7/2023 4:55 PM
6	I am not supportive of this idea. I live on Pine St and I don't want a commercial business in my door.	11/6/2023 10:18 AM
7	Let the market decide these things.	11/5/2023 3:31 PM
8	It would be AMAZING if the old alleyways were closed down & each neighbor had their own driveway & stop the steady traffic cutting through our property. Please, that would be an amazing improvement!	11/5/2023 8:02 AM
9	Don't waste money on fancy signs etc and no body cares. We need a community swimming pool. A sky zone trampoline park etc. a pretty sign won't keep families here. An arch over the road won't keep families here.	11/5/2023 7:41 AM
10	Stop with the centers... you'll end up like Harlem...this town needs growth while keeping the old time feel...clean up the run down look	11/5/2023 6:05 AM
11	Respect owners	11/4/2023 5:02 PM
12	What are you going to do with the current business located here?	11/4/2023 10:23 AM
13	We need a business park the areas south of Grand Junction road are owned by the city should be zoned to identify and promote the need.	11/4/2023 9:47 AM
14	Gas station that fits campers and convenience store	11/4/2023 8:56 AM
15	I love it	11/4/2023 7:34 AM
16	An easy access gas station, suited for RVs and boats is necessary.	11/4/2023 6:39 AM
17	Commercial center, an urgent care facility	11/4/2023 6:35 AM
18	More gas stations	11/3/2023 11:42 AM
19	Enhanced landscape requirements and nice brick entry/gateway feature	11/3/2023 8:34 AM

Q7 What other opportunity areas would you like to see; anything we've missed?

Answered: 21 Skipped: 12

#	RESPONSES	DATE
1	I dont know how to attract businesses or otherwise create more job opportunities in a community, but that seems to be the fundamental issue. Affordable housing sounds good if CC is a viable place to live and work. If not, the housing would only be a temporary solution for people who need to find something better.	11/8/2023 12:52 PM
2	no	11/8/2023 7:53 AM
3	green spaces kept and not covered over by pavers; empty spaces on north side of Central filled in with small shops with second and third story apartments with balconies overhanging the sidewalks as in the past	11/7/2023 10:18 PM
4	You have captured most of what I would like to see happen	11/7/2023 8:41 PM
5	We need a hotel. We need rooms.	11/7/2023 12:39 PM
6	I can pretty much go along with all ideas except the comm/residential in my neighborhood.	11/6/2023 10:19 AM
7	The main thing for us is the alleyways are such a nuisance. Please take action to correct this defunct problem! & PLEASE take action now to not spend a ton more money in the future getting the feral animals under control! Including the peacocks & cats. Thank you	11/5/2023 8:05 AM
8	CVS or Walgreens. Publix. Sky zone/defy karate (Kenpo karate) dance studio, music shop w lessons. Archery range. Drama or musical theater for children studio. Let's build our kids up here so that they want to keep their kids here and not counting the minutes to leave. We spend 5 out of 7 days a week in palm coast doing sports and drama and music	11/5/2023 7:44 AM
9	Job opportunities through businesses such as Banks, CVS, Planet fitness (affordable)...driving to palataka or deleon is a waste of my time	11/5/2023 6:11 AM
10	Sustainability	11/4/2023 5:03 PM
11	Crescent City needs a hood sit down restaurant not that nasty Wendy's. I understand the Bealls went out of business because of shoplifting and other theft. Clean up and get the criminals out	11/4/2023 4:26 PM
12	We are in need of a Community Center. Could be placed on the empty lot across from City Hall. Or make that parking and build in next lot. 2 stories, utilized by civic and fraternal organizations. Can hold City Commissioner meetings. City need to be more informative of activities held. Not just use face book. Enclose a news letter with water or power bills. Let neighboring communities not in Crecent City know. Spread the word months in advance.	11/4/2023 10:27 AM
13	The property across the street from the elementary school needs to be addressed. The old jail at Sunrise Park needs to be restored and a board walk connecting to it, the shoreline and the park itself and connect to Lake street.	11/4/2023 9:51 AM
14	More turn key ready buildings for both residential and commercial use	11/4/2023 8:57 AM
15	I would like to say restaurants bringing jobs for the youth because we understand that the youth is very important in Crescent City no youth no future....	11/4/2023 7:34 AM
16	The county needs to be pressured to sell the Nursing Home property on N Lake Street. It is beautiful, valuable property that the city receives no tax money for and there is no public access. If sold and privatized, the city would at least receive tax money.	11/4/2023 6:42 AM
17	Some kind of industry perhaps a warehouse for a corporation that would provide employment	11/4/2023 6:35 AM
18	Some type of 24 hour medical support if some kind. Public transportation.	11/3/2023 4:51 PM

19	It would be cool to have some neat photo op murals around town. Make use of some empty/vacant spaces (old pic n save, old hank busker dealership). Also would be cool to have bike/scooter rental self pay stations around town. We definitely need some sort of department store other than dollar stores.	11/3/2023 2:00 PM
20	None on the above, most of us came here for the peace and quiet and don't want to see it ruined with all of the bullcrap proposed. We like our town just like it is. Leave it alone.	11/3/2023 1:20 PM
21	None	11/3/2023 11:43 AM

Q1 Please provide your feedback/input on the draft Vision, Citywide Master Plan Framework and Downtown Urban Design Plan presented here.

Answered: 1 Skipped: 0

#	RESPONSES	DATE
1	I believe that the master plan is a little premature. Since the population of the City is such as it is, and the economy is on the down swing, to build up to the degree of the Master Plan is mostly pie in the sky.	1/1/2024 8:54 AM

Q3 Please provide your feedback/input on the Opportunity Area 2: Summit St (Hwy 17) draft plans. Click here for link.

Answered: 1 Skipped: 0

#	RESPONSES	DATE
1	Again, the idea of building more shops and housing when businesses are closing up, is ridiculous.	1/1/2024 8:54 AM

Q5 Please provide your feedback/input on the Opportunity Area 4: Lake Stella Waterfront draft plans. Click here for link.

Answered: 1 Skipped: 0

#	RESPONSES	DATE
1	All of this looks nice, but very unrealistic for our small tax base.	1/1/2024 8:54 AM

Q7 Please provide your feedback/input on the Opportunity Area 6: Southside Neighborhood Center draft plans. Click here for link.

Answered: 0 Skipped: 1

#	RESPONSES	DATE
	There are no responses.	

Q2 Please provide your feedback/input on the Opportunity Area 1: Central Avenue draft plans. Click here for link.

Answered: 1 Skipped: 0

#	RESPONSES	DATE
1	Central Avenue has Four vacant buildings and businesses going out. It seems ludicrous to build more shops and housing when the economy is so weak.	1/1/2024 8:54 AM

Q4 Please provide your feedback/input on the Opportunity Area 3: Old Middle School Site draft plans. Click here for link.

Answered: 1 Skipped: 0

#	RESPONSES	DATE
1	For our small tax base, and being double taxed now for the new schools to be built , where would the money come from?	1/1/2024 8:54 AM

Q6 Please provide your feedback/input on the Opportunity Area 5: Uptown District Center draft plans. Click here for link.

Answered: 1 Skipped: 0

#	RESPONSES	DATE
1	Pie in the sky.	1/1/2024 8:54 AM

Appendix B: Meeting Notes

(Project team meeting, Public meeting II, Phase II report review)

Vision / Master Planning and Redevelopment Plan Update

PROJECT TEAM MEETING WITH CITY STAFF DATE/TIME: 10/10/2023; 01:30 PM to 02:30 PM

LOCATION: Microsoft Teams

ATTENDEES: Charles Rudd (City of Crescent City), Craig Brashier (CHW), John Simpson (CHW),
Binoy Panicker (Ayres), Jay Molokwu (Ayres), Sam Agha (Ayres)

AGENDA

- 1) Phase 1 Report Overview and Feedback
- 2) Initial Master Plan Opportunity Areas and Themes
- 3) Next Steps:
 - a. Online Survey 2 and Public Meeting 2 (Nov. 1)
 - b. P&Z Meeting (Nov. 2)
 - c. City Commission/CRA Board Workshop (Nov. 9)

MEETING NOTES

The master planning project team met with City staff to discuss comments on the Phase 1 draft report and next steps on the recommendations and design for the opportunity areas identified through the planning process. The notes below capture the main discussion points at this meeting.

1. Phase 1 Report Feedback

- a. Replace Commissioner Bailey's name with the new Commissioner Laurie's name (page 3).
- b. In the stakeholder meetings section, list only the three organization meetings that attended. The Women's Club attendees were part of the Downtown Partnership group (page 11).
- c. The City is in the process of revising the land development codes. Please review this draft code in place of the current code reviewed in the report. Zev Cohen could share the draft codes if needed (page 18).
- d. Correct the Community Reinvestment Area title to Community Redevelopment Area and use the current year's taxable value. The revenue should show a slight increase considering the latest numbers (page 19).
- e. Revise to state the City's CRA comprises of the Central CRA, North CRA and South CRA districts (page 20).
- f. List any County projects listed in the County CIP that could have a direct impact on Crescent City (page 22).
- g. Check the County's Blueways & Trails program, its connections to the Bartram Trail, and how this can impact the City (page 23).
- h. Revise the reference to mobile home park to RV park in the text (page 24).
- i. In the Existing Zoning section text, change the reference on "proposed new school" to "vicinity of the former school." Clarify the discussion on Future Land Use (page 29).

- j. Revise the language related to the Bass Pro Resort and facility to state that is to be built in the future (page 32).
- k. The reference to Central Avenue as Main Street should be clarified so that it pertains to the FL Main Street program designation, so readers are not confused with the street that is called Main Street (page 34).
- l. Add building and site design references in the Highway 17 Corridor section so readers will be able to better imagine and place the design intent (page 37).
- m. On Summit Avenue (interim use site), commercial and residential/mixed use should be emphasized as the long-term development scenario in addition to the interim use proposals (page 40).
- n. Under Additional Opportunities, change the language from Warehouse to Recreation Center and mention Blueway trail as part of this section (page 43).
- o. In the Landscape and Environment and Recreation and Waterfront sections, use less regulatory language for more consistency with the other sections (pages 44 and 45).
- p. In the City Positioning and Branding section, revisit the Bodega Style and Hacienda District references as these may only be applicable in specific geographical areas (page 46).
- q. Remove the "Bass Capital of the World" image, this is more related to the old branding (page 47).
- r. Include the Proposed Central Business District Map prepared by Zev Cohen in the report.

2. Discussion on Opportunity Areas and Design Themes

- A. Central Avenue (Downtown – designated FL Main Street)
 - > The Central Avenue/Summit Avenue corner needs to have more active uses in the corner such as mixed-use residential along with other commercial uses. A two-level parking ramp for events and future commercial activity in the southeast quadrant (hotel site) could be desirable but should be located behind the active uses along the street frontage.
 - > The City Hall could move to a more central location – it could possibly be part of the planned improvements proposed for Fire Rescue Station #3 on Summit Avenue and Eucalyptus Avenue. The City has requested the legislature for \$2 million for renovation of the firehouse. Combining the firehouse with the City Hall could be a possibility.
 - > Generally, Central Avenue could be active mixed uses with storefronts at the street level and residential apartments above.
- B. Summit Avenue (Highway 17 Corridor)
 - > The main idea is to improve pedestrian experience within the 10-block downtown core. Wider sidewalks associated with lane reconfiguration and repurposing are to be explored, including discussions with FDOT. On-street parking may be more desirable on the side streets.
 - > Non-residential/commercial building placement and landscaping to improve urban aesthetics could be shown.
 - > Gateway elements and features could be shown.
- C. Old Middle School Site
 - > Mixed-use and residential development such as townhomes and walk-up apartments would be ideal for the overall site as it is located close to Central Avenue and along Crescent Lake.
 - > Civic use and other arts and cultural uses could be accommodated in the auditorium and other existing facilities that could be possibly retained and reused.

- Explore the option of a marina and other waterfront activities along the lake frontage of this property.
- The site's frontage along Central Avenue could accommodate more commercial shopping and dining uses to support festivals, events, and other tourist activities.

D. Lake Stella Waterfront

- Mixed housing along the waterfront is considered ideal to complement the lakefront location and parks. However, there may be concerns from the local community about gentrification around this area. Their genuine apprehensions need to be addressed whilst also reviving the location to provide a safer and more attractive area.
- Visual renders and conceptual drawings integrating the trail and park with a higher level of residential development will help the community realize the potential of Lake Stella.

E. Uptown District Center

- Suggested district commercial and residential center branded as "uptown" to attract new families and residents. Mixed housing products including townhomes, low-rise apartments, and senior living near commercial and shopping centers could be viable.
- New urbanist suburban-style commercial and residential development that reflects the historical aspects of Crescent City. Illustrations of commercial and residential development showing building placement and landscape along Highway 17 will be useful to communicate intent.
- Carefully consider the boundaries, keeping in mind the likely fast-food developments along the corridor and the drug rehab center's planned expansions to the north.

F. Southside Neighborhood Center

- A gas station and commercial node would support the new residential activity proposed in this area. Illustrations of commercial development showing building placement and landscape along Highway 17 will be useful to communicate development intent.
- Explore design options for the NAPA Auto Parts side of the street to highlight its potential.

G. Citywide Infrastructure Improvements and Policies

- a. Regional trails integration to support multimodal connectivity and recognition in tourist maps and itineraries.
- b. Marine gas station – explore viability to support and promote waterfront recreation, tourism, and overnight stays in the City.
- c. Annexation strategy – expansion of City limits westward to Union Avenue, a viable north-south connector and alternative to Highway 17. This will include developable commercial and residential lands to increase the City's tax base. Alternatively, the expansion can extend up to the CSX rail line.
- d. Consider branding residential neighborhoods as individual districts for identity and placemaking. Examples include Historic Lakefront District, Lake Stella District, Westside Parks District, etc.
- e. Establish promotional aspects to put forward the appropriate message on social media to maximize outreach and interest in Crescent City.
- f. Integrate local art into the development plans and recommendations. The City has a budding local arts community. History, art, and architecture could be combined and promoted as a redevelopment theme.

3. Next Steps

- a. The project team will progress with the preparation of the phase 2 and 3 master plan recommendations and design ideation based on discussions outlined above. The opportunity areas, their plan intents and image references will be presented at the public meetings in November. The draft plans and renders will be prepared after the public meeting input and staff, board, and commission feedback.
- b. The project team will update the Phase 1 presentation/report as per the comments above and submit it to the City.
- c. The next main public meetings and engagements are as per the original project schedule and outlined below. The project team will prepare the materials for these meetings accordingly.
 - I. Online Survey 2 and Public Meeting 2 (Nov. 1)
 - II. P&Z Meeting (Nov. 2)
 - III. City Commission/CRA Board Workshop (Nov. 9)

Enclosure: Opportunity Areas Map Discussed at the Meeting

City of Crescent City – Public Meeting 2
Draft Vision, Master Plan, and Initial Recommendations

MEETING NOTES

DATE/TIME: 11/01/2023; 05:00 PM-07:00 PM

LOCATION: City Hall, Crescent City

PARTICIPANTS: 14 Community Participants (City of Crescent City), Charles Rudd (City of Crescent City), Craig Brashier (CHW), Binoy Panicker (Ayres), Sam Agha (Ayres)

AGENDA:

The project team conducted a two-hour public meeting in an open-house format to gather feedback on the Initial Master Plan Vision, Principles and ideas proposed for the six opportunity areas. The project consultants from Ayres and CHW along with City staff attending were present to facilitate the discussions, answer questions and record community feedback.

Meeting Notes:

See enclosed marked up boards with ideas and discussion points specific to each topic. The following are key additional comments and feedback received during the discussions with the community.

1. Reuse of the Middle School Site historic buildings and new waterfront residential development in this area are important for this plan.
2. The redevelopment proposed on the Lake Stella waterfront, Uptown, and Southside areas are key to attract and retain residents.
3. Replace the concrete surface in the market square property with natural grass.
4. Proper demarcation of residential and commercial properties on the drawings and maps to ensure they capture the correct information.
5. Relocation of City Hall to a central location on Summit Street is favored.
6. Walkable and bike-friendly environments on Summit Street and Central Avenue, especially within the downtown core, are preferred.
7. Pedestrian crossings, especially on Summit Street within the city is desired.
8. Develop a usable bike trail network considering low vehicular traffic routes and costs.
9. Ensure the facades of new developments are consistent with the City's historic architecture and building character.
10. Allocate adequate and functional parking spaces to accommodate current and future businesses in the area, especially within the downtown area.
11. Leverage the tourist opportunities at Crescent Lake in the vicinity of the Central Avenue Boat Ramp and up to Sunrise Park.
12. Preserve green spaces throughout the City; recognize the historic oak tree canopy on Summit Street.
13. Preserve the historic assets and properties in the City to keep the historic charm.
14. Include quality spaces to support events and activities within the downtown area.

Enclosures:

- 1) Feedback Boards
- 2) Sign In

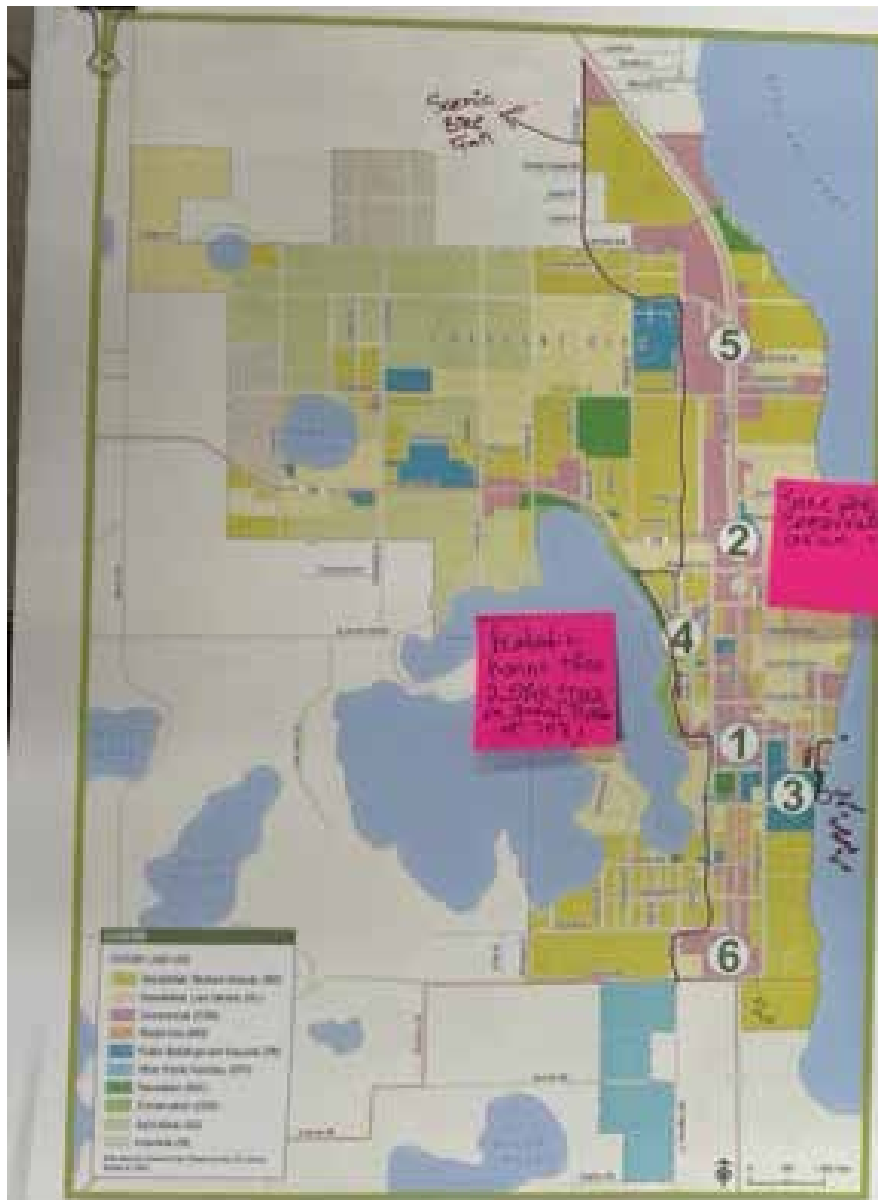


Opportunity Areas

1. Central Ave (Main Street/ Downtown) Central and Summit - City Hall, Hotel Site, Vacant SW corner, Parking, Event Space Central and Park - interim use
2. Summit Avenue (US 17 Corridor) Mixed Activity Commercial Corridor Street Reconfiguration - Pedestrian Priority
3. Old Middle School Site Mixed use residential Marina - waterfront activity Retain school recreation center for civic use
4. Lake Stella Waterfront ^{East of Summit} Waterfront living, housing product range, active lifestyle associated with lake park and beach
5. Uptown District Center District center residential and commercial focused on family-oriented activities to retain existing and attract new families, leverage Fletcher park
6. Southside Neighborhood Center Neighborhood center residential and commercial focused on family-oriented activities to retain existing families and leverage new school

Citywide Infrastructure Improvements and Policy Initiatives

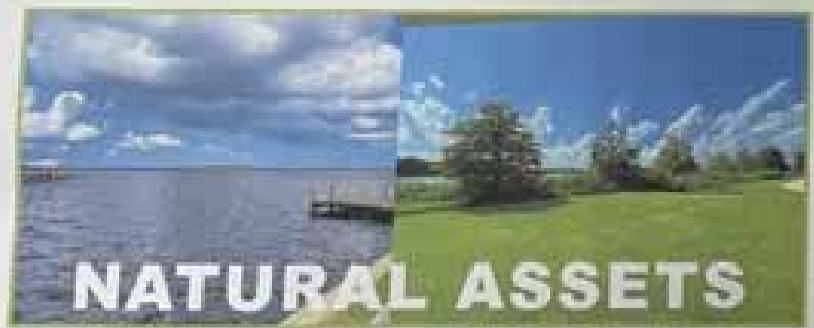
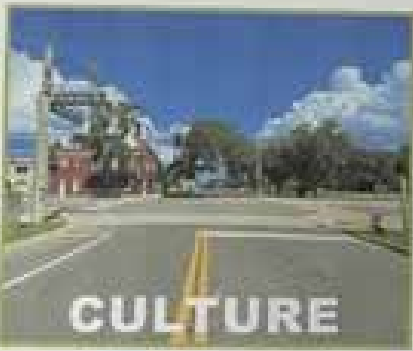
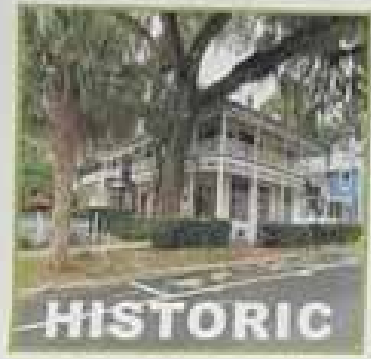
- Bike/ped/golf cart trail connectivity aligned with Putnam County trails plans
- New public infrastructure
 - Marine gas station
 - Public Marina
 - Pierlook out - rides to bear island
 - Public parking (long-term)
- Annexation/Expansion
- CRA Boundary Update
- Comprehensive Plan and Zoning Updates corresponding with Master Plan
- Infill residential development prioritization (CDBG grants)
- Promotion
 - Hometown - Historic Architecture
 - Old Florida culture and events
 - River cruise and dining
 - Biking and outdoor recreation
 - Multi cultural food destination



Life between the lakes

Master Plan Vision

- Thriving old north Florida small town connected by lakes and trails featuring:
- Diverse residential neighborhoods and historic districts.
 - Quality shopping, dining, and healthcare experiences.
 - Walkable downtown with delightful events and activities.
 - Good public facilities including schools, public facilities, and waterfront parks.
 - Sound infrastructure and connectivity to destinations within and outside the town.



PUBLIC MEETING 2: DRAFT VISION, MASTER PLAN AND RECOMMENDATIONS

Master Plan Principles

Enhanced Urban Experience Economic Prosperity Context Sensitive Design

Enhanced Urban Experience



Robust Mobility Networks



Tactical Urbanism



Resilient Redevelopment



Master Plan Process and Project Trajectory

The project is to be undertaken in 26 weeks over three project phases. The public engagement process includes a series of online surveys and public workshops in addition to stakeholder meetings at various touch points to ensure community input on the plan is received and incorporated.



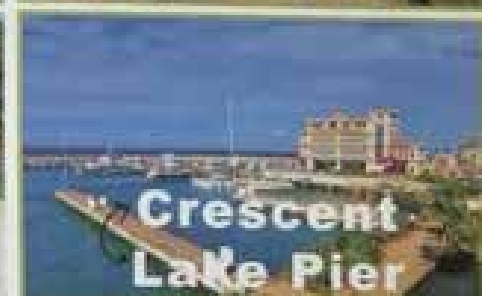
Central Ave. (Main Street/ Downtown)

*Use Grand
use*

Design Features:

- Mixed Activity Commercial Corridor
- Street reconfiguration
- Safe and bike corridor
- Gateway to the city
- This Corridor will incorporate pedestrian safety by a separate walking and bike trail
- The Corridor will serve as a hub of mixed use and commercial activity

Reference Images





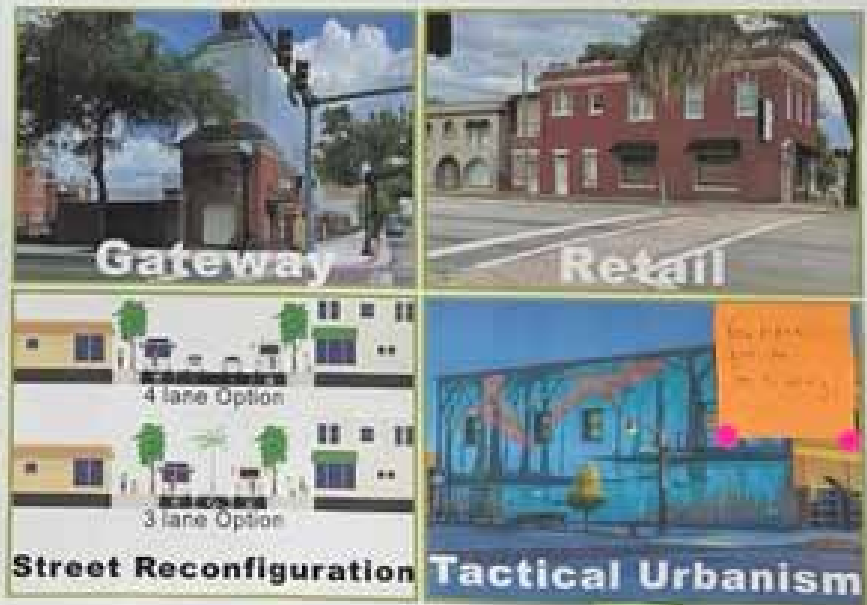
Local Access / Public Access on US 17

Summit Ave. (Us 17 Corridor)

Design Features:

- New infill commercial and residential businesses and commercial/ mixed use buildings
- Parking located nearby
- Pedestrian friendly walkways; bike trails and green parklets
- Streetscape and urban plaza for public events and festivals
- Interim use

Reference Images



Old Middle School Site

Design Features:

- Mixed use residential
- Marina
- Waterfront activity
- Retain school recreation center for civic use

Review -
@ City meetings

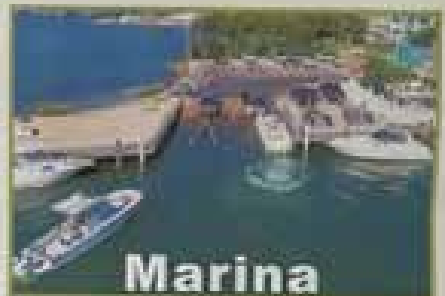
Review -
@ City meetings

Review -
@ City meetings

Review -
@ City meetings

Review -
@ City meetings

Reference Images



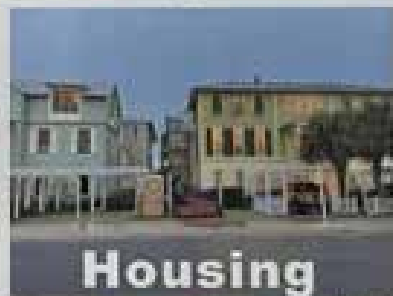


Lake Stella Waterfront

Design Features

- Waterfront living, housing product range, active lifestyle associated with lake park and beach
- Walking and biking trails connecting to Lake Stella beach
- Within walking distance of the heart of downtown-Central Ave
- Access to dining and entertainment, and events.

Reference Images





Uptown District Center

Design Features:

- District center residential and commercial focused on family
- Activities Oriented to retain existing residents
- Attract new families with diverse housing products
- Leverage Fletcher park

Handwritten notes on sticky papers:

- Yellow note: "Get a Property" (with a pink dot on the map)
- Pink note: "Get a Property" (with a pink dot on the map)
- Yellow note: "Ideal for office building" (with a pink dot on the map)
- Blue note: "Ideal for office building" (with a pink dot on the map)
- Yellow note: "Ideal for office building" (with a pink dot on the map)

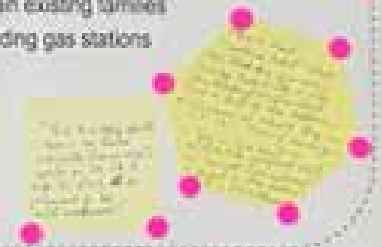
Reference Images



Southside Neighborhood Center

Design Features:

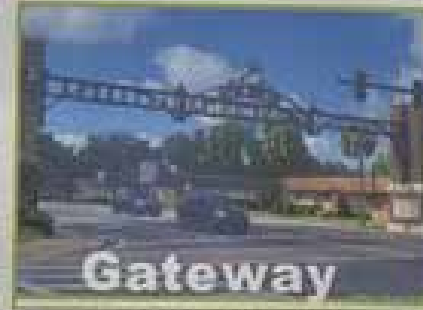
- Neighborhood center residential and commercial
- Focused on family oriented activities to retain existing families
- Neighborhood amenities and services including gas stations



Reference Images



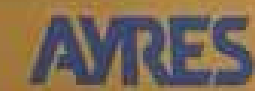
Commercial



Gateway



Family-Oriented Neighborhood



City of Crescent City
Vision Master Plan (Phase 2 Report Review)

MEETING NOTES

DATE/TIME: 01/11/2024

LOCATION: Crescent City Hall

PARTICIPANTS: Michele Myers, H. Harry Banks, Cynthia Burton, Lisa Kane DeVitto, William Laurie, Charles Rudd, Robert Pickens (City Commission), Community At-large, Craig Brashier (CHW), Binoy Panicker (Ayres)

AGENDA

- a. Presentation and review of comments to date on the Phase 2 Draft Vision Master Plan Report
- b. Next Steps

MEETING NOTES

Public comments

- a. There is a consensus on the City Hall relocation to the Old Middle School site.
- b. Annexation is not favored.
- c. Growth needs to be captured and shown in the Master Plan.
- d. Keep the original character of Lake Stella through single family homes options only, townhouses are not preferred.
- e. The existing US Highway 17 four-lane road design is preferred. Traffic calming approaches need to be further explored for the current road layout. Explore best case scenarios or enhancements to current conditions.

City Commission comments

- a. Truck routes and alternate road options are to keep environmental concerns in mind.
- b. A lot of investment has been put in by FDOT for taking out the sidewalks and incorporating medians.
- c. A four-lane road design with crosswalks would be ideal for purposes of traffic calming.
- d. The City Commission prefers to move the City Hall to the old school site.
- e. Multi-family housing on Grand Rondo Road (Lake Stella) is not preferred, consider renaming condos to townhomes or rowhomes.
- f. The area needs to achieve a certain population density for it to be successful as a walkable and non auto-oriented city.
- g. The final vision and processes are not clear in the Phase 2 report. Conflicting ideas were also highlighted and presented.

- h. In terms of future population projection - how will the city cope with a community of 8,000 potential population especially for sewer and water needs.
- i. How are the areas shown in the plan calculated. How is the proposed additional square footage going to cater to the existing community needs?
- j. Explain how the 9 principles/themes presented relate to and are integrated in the 6 opportunity areas established in the Master Plan.
- k. The Historic district needs to be highlighted in the Master Plan as it is an integral part of the towns character.
- l. CBDG funds are not a preferred funding source.
- m. The term 'Main Street' needs to be revisited as there was some ambiguity around the term with the Main Street in the city versus the Main Street designation of Central Avenue.
- n. Reflect neighborhood history through appropriate names – please coordinate with the historian.
- o. Crescent City specific signage needs to be incorporated into the design.
- p. Provide details and options for entry features into crescent city.
- q. The design needs to capture the existing facades, historic buildings and provide a precedent through example photos.
- r. Printed survey options would be good for outreach.

Next Steps:

- a. The Team will incorporate comments from community and the City Commission feedback received on Jan 11 into the Phase 3 Final Master Plan Vision report.
- b. The Master Plan report is to be submitted to the City by the end of February 2024.

Enclosure: Jan 11 City Commission Presentation

City of Crescent City
Vision / Master Planning and Redevelopment Plan Update

FDOT Meeting on US 17 through Crescent City, Putnam County, FL

Date/Time: January 09, 2024 – 11:00 AM to 12:00PM Place: FDOT D2 DO Offices, Lake City, FL

Attendees:

FDOT: Amy Roberson, David Tyler, PE, AICP, James Driggers, PE, James Hannigan, PE
Crescent City: Charles Rudd
Ayres: Binoy Panicker, AICP, Mike Noesen, PE

AGENDA

1. Introductions
2. Discussion on US 17 (Summit St)
 - a) Crescent City Vision and Master Plan process
 - b) Repurposing within downtown to 3-lanes and operational/speed limit changes
 - c) Roundabout options at: 1) Vernon Ave & Summit St; and 2) Junction Rd & Summit St
 - d) Alignment with other FDOT projects and initiatives for the area
3. Next Steps

MEETING NOTES

1. The meeting was organized to obtain FDOT input to the City's Master Plan, specifically, improvements to US 17/Summit Ave through the downtown area.
2. Ayres presented an overview of the Crescent City master plan draft and community engagement process, and the idea of repurposing US17 within downtown to create a more walkable downtown and urban area.
3. FDOT provided a history of improvements and studies along US 17 in Crescent City. Mr Driggers indicated that a resurfacing project was expanded into a safety project after 3 pedestrian fatalities occurred.
4. FDOT also indicated that US 17 is being 4-laned north and south of the City which would create a bottle neck if a lane reduction occurred in the downtown area. However, this could be a possibility in the future subject to the regional and systemwide connectivity goals being met.
5. Mr Rudd noted that Union Ave could possibly be used as a truck route. Right of way preservation would be required for this possibility.
6. Mr Hannigan noted that he did not prefer Alternative B cross section with bikes sharing the roadway – especially if there is room to install bike lanes. Mr Hannigan also indicated that FDOT requires 12 ft lanes.
7. With RV parks nearby, golf carts would become an issue. Since US 17 is a federal route, FHWA would require sign-off any golf cart improvements within R/W. See Traffic Engineering Manual 5.1.5 for guidance on crossings.
8. FDOT related the struggles with obtaining 25 mph speed limit along US441 at the University of Florida after a pedestrian fatality.
9. Mr Driggers indicated that the website D2WPPH.com contains upcoming projects.
10. Post meeting, Mr Hannigan provided various FDOT studies to Ayres and the City via FTA.

From: [Noesen, Michael](#)
To: [Roberson, Amy](#); [Tyler, David](#); [Driggers Jr., James](#); [Hannigan, James](#)
Cc: [Panicker, Binoy](#); [City Manager](#)
Subject: Crescent City Pedestrian Mid-Block Cross walks
Date: Monday, January 29, 2024 10:23:18 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[CCMP_Downtown_Ped_Improvements.pdf](#)
[2019.0298_final_report.pdf](#)

Ms Roberson, Mr Tyler, Mr Hannigan, Mr Driggers,

Following up on our meeting on January 9, 2024, Crescent City's Master Plan envisions 3 traffic signals and 5 mid-block crosswalks.

See attached master plan exhibit.

We know that the 2 future traffic signals are dependent on future traffic volumes and signal warrants.

The attached pedestrian crossing study, dated November 2019, noted that the pedestrian volumes did not meet minimum thresholds, but recommended coordination with the City "...to install one or more mid-block crosswalks along this corridor." due to its C2T context.

The City would like to pursue the installation of these mid-block crosswalks in the near future along with a speed limit reduction to from 35 mph to 25 mph at some point in the future.

Can we setup another in-person meeting or a TEAMS meeting?

Regards,



Michael J Noesen, PE | Senior Transportation Engineer

Office: 813.978.8688 | Cell: [813.335.4683](tel:813.335.4683)
8875 Hidden River Parkway, Suite 200 | Tampa, FL 33637-1035
Ayres Associates Inc | www.AyresAssociates.com

Ingenuity, Integrity, and Intelligence.

Binoy Panicker, AICP | Principal Urban Planner

Office: 813.978.8688 | Direct: 813.558.3321 | Cell: [984.289.5700](tel:984.289.5700)
Ayres Associates Inc | www.AyresAssociates.com




Ingenuity, Integrity, and Intelligence.

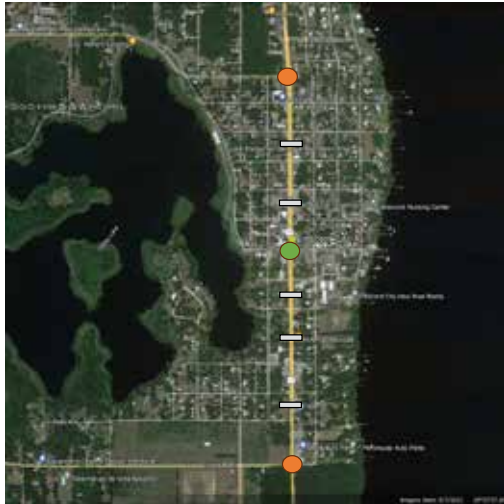


City of Crescent City

VISION/MASTER PLAN

Downtown Walkability and US 17 Pedestrian Safety Improvements for Consideration

-  Existing traffic light with marked crosswalks
-  Future (anticipated) traffic lights with marked crosswalks
-  Requested mid-block crossings for improved walkability and pedestrian safety.



Requested mid-block crossings for improved walkability and pedestrian safety - **Location 1.**
Between Palmetto Ave and Edgewood Ave



Requested mid-block crossings for improved walkability and pedestrian safety - **Location 2.**
Between Eucalyptus Ave and Florida Ave



Requested mid-block crossings for improved walkability and pedestrian safety - **Location 3.**
Between Cypress Ave and Myrtle Ave



Requested mid-block crossings for improved walkability and pedestrian safety - **Location 4.**
Between Myrtle Ave and Lemon Ave



Requested mid-block crossings for improved walkability and pedestrian safety - **Location 5.**
Between Orange Ave and Read Ave

City of Crescent City – City Commission Workshop
Phase-3 Final Vision, Master Plan & Redevelopment Plan Update Workshop

MEETING NOTES

DATE/TIME: March 19, 2024 / 12:00 to 3:00 PM

LOCATION: City Hall, Crescent City

PARTICIPANTS: City of Crescent City Commission, City Manager, City Staff, Craig Brashier (CHW), Binoy Panicker (Ayres)

AGENDA:

Consultants Ayres and CHW to present the Final Master Plan report draft and gather feedback/comment form the Commission prior to Master Plan adoption.

Meeting Notes:

In addition to specific clarifications and elaborations discussed on the Master Plan report, The following are key additional comments and feedback received during the City Commission workshop.

1. A 35 mph to 25 mph reduced speed limit recommended for a 10-block area of downtown. The final decision on speed limits is by FDOT.
2. Five crosswalks on US-17 in the downtown area have been recommended in the Plan.
3. The Commission suggested a crosswalk on the North end of US-17 near the Winn-Dixie shopping area.
4. Concern about street parking in residential neighborhoods was raised and it was clarified that the on-street parking will be limited to the blocks adjacent to Summit Street within the downtown core area. The suggestion was to remove grass strips and increase brick/concrete area for sidewalks in downtown area.
5. The Commission communicated the need for potential city acquisition of vacant and underutilized parcels on Grand Rondo E Street, through Home/Property refurbishment grants.
6. Underground utilities in the downtown area were discussed but deemed cost prohibitive at this time.
7. Concerns on the estimated population growth (approx. 8,000 in 4 years) were stated and the need to preserve the original and historic character of the city. The comparatively low population density was discussed as an opportunity to increase residential redevelopment within downtown along with possibly expanding the City limits.
8. The final Master Plan approval will be sought during the City Commission/CRA meeting on 11th April 2024.
9. Post meeting note. The City requested Ayres and CHW to revise and submit the Final Master Plan on March 28 ahead of the P&Z Meeting scheduled for April 4th.

Specific Action Points

Opportunity Area 2 (US Hwy 17/ Summit St):

- Add facade treatment details on street improvement detail render for Central Avenue and Summit Street.
- Remove grass on the bird's eye view of US-17 Summit St aerial render.

Opportunity Area 3 (Middle School Site):

- Demonstrate preservation of existing school structure in plan.
- Change the event center to gymnasium and add an auditorium in plan.

Opportunity Area 5 (Uptown):

- Highlight linear park, add details like trees and structures in the plan.

Opportunity Area 6 (Southside):

- Revise sign and gateway design for reference images.
- Update existing photograph used for Southside.

Chapter 5, Development Codes Update Section:

- Third paragraph should be commercial only, residential standards limited by state legislature.

Chapter 6, Implementation Strategies Section:

- Organize table by priority and timeline.
- Check consistency with CIP and organized as per the 4-point approach.
- Use different colors for each category.

Appendix:

- Document FDOT meeting as part of the Appendices.



Appendix C: Phase 1 and Phase 2 Report

(Cover pages only, complete reports shared separately)



**Phase 1: Data
Assessment and
City Positioning**



CHW
Professional Consultants

AYRES



Draft Vision/Master Plan

December 07, 2023



Appendix D: Presentations



Agenda

1. Project Updates
 - Phase 1 Assessment
 - Public Engagement Feedback
2. Vision & Master Plan Progress
 - Vision and Principles
 - Opportunity Areas
3. Next Steps
 - Grants and Funding
 - Implementation Strategies
 - Final Master Plan



PLANNING & ZONING COMMISSION MEETING - November 02, 2023



Phase 1 Report

The Phase 1 work was completed in October and includes technical assessments for:

1. Contextual Understanding
2. Public Outreach
3. City Policy and Plans Analysis
4. GIS Mapping Assessment
5. Area Prioritizations and Actions
6. City Positioning and Branding

PLANNING & ZONING COMMISSION MEETING - November 02, 2023



Contextual Understanding

The City of Crescent City is in southern Putnam County and connected by US Highway 17, uniquely situated close to the Ocala National Forest, St. Augustine, Jacksonville, and Daytona Beach, all major central Florida destinations.

The City's strong historical roots, citrus farming traditions, and waterfront events make it attractive to its residents and visitors who want to experience a different, quaint, and traditional Florida.



PLANNING & ZONING COMMISSION MEETING - November 02, 2023

5

Existing Policy and Plans Assessment

- 2035 Comprehensive Plan
- Development Codes
- Community Redevelopment Area (CRA)
- City Capital Improvement Plan
- Putnam County Capital Improvement Plan (CIP)
- County Bike Trails and City Connections
- Stormwater and Utilities Infrastructure
- Current Development Activity



City of Crescent City
2035 Comprehensive Plan



PLANNING & ZONING COMMISSION MEETING - November 02, 2023

6

GIS Map Assessments

These GIS assessments done for the following topics to establish a sound planning basis.

- City Extents
- Downtown Focus Area
- Population Density
- Traffic Counts
- Existing Zoning
- Future Zoning
- Future Land Use
- Proposed Overlay Zones
 - Core CRA
 - Downtown Development Overlay
 - Historic Resource District
- Proposed Waiver Zones
- Downtown Building Footprint
- City Context
- Public Facilities
- Parks Open Space and Recreation



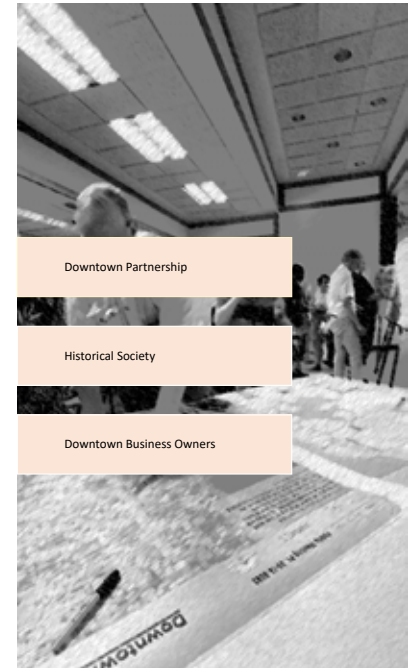
PLANNING & ZONING COMMISSION MEETING - November 02, 2023

7

Stakeholders Meeting

Key Takeaways

- Inclusion of all the different and diverse residents into all aspects of City planning.
- Creating usable green/open spaces that provide the residents with recreation opportunities throughout the City.
- Parking spaces in the downtown area.
- Different options for housing.
- Infrastructure development such as sidewalks, walking trails, adequate lighting and signage.
- Commercial and retail growth/development. This would provide convenience to the residents who currently have to travel long distances.
- Building on the City's local festivals.
- Preservation of the local and historical charm of the City.
- And finally, to develop and activate the lakefront



PLANNING & ZONING COMMISSION MEETING - November 02, 2023

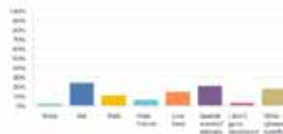
Online Survey 1:

Results

- Most of the residents recognize Crescent City as a pedestrian-friendly and walkable city with a quaint small-town charm.
- The downtown area needs to be improved and developed as it lacks a true harmonious downtown gathering space feel.
- Lack of resources/commercial/retail opportunities in the downtown area, forcing residents to travel out of the City to meet those needs.
- Keeping the small-town charm of Crescent City intact.
- Historic character of the City along with affordable housing were highlighted as two primary attraction points.
- The need to have a community center in town in order to bring the residents together. This was identified as a major use for the middle school vacant lot.
- Most of the residents wish to stay in Crescent City and would like to see it flourish and develop into its full potential.

PLANNING & ZONING COMMISSION MEETING – November 02, 2023

Crescent City Master Plan Community Survey
Q3 What is your favorite thing to do downtown?

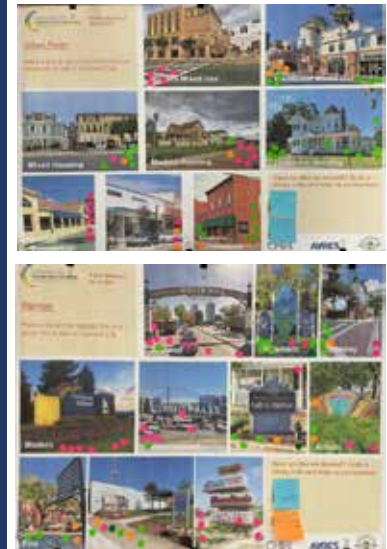


Category	Percentage
Walk	28.0%
Shop	18.0%
Have a drink	12.0%
Have a meal	10.0%
Visit a museum	8.0%
Visit a park	6.0%
Visit a historic site	4.0%
Visit a business	2.0%
Other	12.0%

Public Meeting 1: Ideas Gathering

The main community preferences:

- Downtown Revitalization
- Lakefront Activation
- Affordable Housing Options
- Preservation of the City's historic quaint charm



PLANNING & ZONING COMMISSION MEETING – November 02, 2023

Public Meeting 2 Vision, Opportunity Areas and Initial Ideas

Highlights

1. Reuse of the Middle School Site historic buildings and new waterfront residential development in this area.
2. Redevelopment on Lake Stella waterfront, Uptown and Southside areas to attract and retain residents.
3. Relocation of City Hall to central location on Summit Ave.
4. Walkable and bike friendly environment on Summit Avenue and Central Avenue, especially within the downtown core.
5. Adequate and functional parking space allocations to accommodate businesses in the area.
6. Touristic opportunities with Lake Crescent Pier and the waterfront up to Sunrise Park
7. Preserve green spaces throughout the city – historic oak tree canopy on Summit Avenue.
8. Preserve the historic assets/properties in the city to keep the historic charm.
9. Quality spaces to support events and activities within the downtown area.



PLANNING & ZONING COMMISSION MEETING – November 02, 2023

Key Takeaways from the Planning Process

Opportunity Areas



PLANNING & ZONING COMMISSION MEETING – November 02, 2023

Gaps

- Lack of amenities such as shopping, grocery, and public facilities
- Poorly designed and connected sidewalks, inadequate space for events
- Unattractive downtown core area and housing choices
- Underdeveloped lakefront area and parks system
- Lack of identity despite its unique location and history
- Lack of recreational spaces, events for younger population groups

Vision & Master Plan Progress



PLANNING & ZONING COMMISSION MEETING - November 02, 2023

Opportunity Areas and Policy Actions

Other city-wide infrastructure improvements and policy initiatives

- Bike/ped/golf cart trail connectivity aligned with Putnam County trails plans
- New Public Infrastructure
 - Marine gas station
 - Public marina
 - Pier/look out – rides to Bear Island
 - Public parking (long-term)
- Annexation/Expansion
- CRA Boundary Update
- Comprehensive Plan and Zoning Updates corresponding with Master Plan
- Infill residential development prioritization (CDBG grants)
- Promotion
 - Hometown – Historic Architecture
 - Old Florida culture and events
 - River cruise and dining
 - Biking and outdoor recreation
 - Multi cultural food destination



- 1 Central Ave (Main Street / Downtown)**
Central and Summit – City Hall, Hotel Site, Vacant SW corner, Parking, Event Space
Central and Park – interim use
- 2 Summit Avenue (US 17 Corridor)**
Mixed Activity Commercial Corridor
Street reconfiguration – pedestrian priority
- 3 Old Middle School Site**
Mixed use residential
Marina – waterfront activity
Civic, cultural and arts uses in the auditorium and other existing facilities that are retained.
- 4 Lake Stella Waterfront**
Waterfront living, housing product range, active lifestyle associated with lake park and beach
- 5 Uptown District Center**
District center residential and commercial focused on family-oriented activities to retain existing and attract new families, leverage Fletcher park
- 6 Southside Neighborhood Center**
Neighborhood center residential and commercial focused on family-oriented activities to retain existing families and serve new RV park residents.

Target population: approximately 8,000 residents in 20 years

PLANNING & ZONING COMMISSION MEETING - November 02, 2023

Master Plan Vision Statement (Draft)

Life between the lakes.
Master Plan Vision

Thriving old north Florida small town connected by lakes and trails featuring:

- Diverse residential neighborhoods and historic districts.
- Quality shopping, dining, and healthcare experiences.
- Walkable downtown with delightful events and activities.
- Good public facilities including schools, public facilities, and waterfront parks.
- Sound infrastructure and connectivity to destinations within and outside the town.



City Resident Needs + Economic Resilience

PLANNING & ZONING COMMISSION MEETING - November 02, 2023

Master Plan Principles (Draft)

Enhanced Urban Experience Economic Prosperity Context Sensitive Design



Prioritize the creation of public spaces, cultural hubs, amenities, and activities that provide a high-quality experience for residents and visitors. Promote mixed-use developments and community gathering spaces that make the downtown and other centers a walkable, vibrant, and enjoyable destination.



Foster an environment that retains and attracts businesses, entrepreneurs, and creative startups by leveraging the City's location and positive geographical attributes. Facilitate affordable commercial and flex spaces, and support incentives for job creation and inclusive economic growth within the city.



Promote architecture and urban design that respects the historical, cultural and the waterfront context of the City while accommodating modern needs. Encourage development, redevelopment and activities that create a sense of place.

Robust Mobility Networks.



Integrate redevelopment with a multimodal transportation approach that provides seamless connections to major destinations within the city and the wider region. Provide transportation options, including walking, cycling, golf carts, water transportation and smart mobility solutions.

Tactical Urbanism



Encourage innovative, low-cost urban design and placemaking interventions to support redevelopment and promotion. Embrace temporary installations, pop-up shops, art installations, and culinary experiences aligned with the City's diverse communities, branding, and culture.

Resilient Redevelopment



Pursue public-private partnerships to promote a well-balanced commercial and residential (re)development environment. Support redevelopment initiatives with events, quality public spaces, recreation opportunities and infrastructure to attract and retain a diverse community to ensure a prosperous and resilient future for years to come.

PLANNING & ZONING COMMISSION MEETING - November 02, 2023

Opportunity Area 1



Central Ave. (Main Street/ Downtown)

Design Features:

- Mixed Activity Commercial Corridor
- Street reconfiguration
- Safe and bike corridor
- Gateway to the city
- This Corridor will incorporate pedestrian safety by a separate walking and bike trail
- The Corridor will serve as a hub of mixed use and commercial activity

Reference Images



Mixed-use, Event Space, Central Park, Crescent Lake Pier

Opportunity Area 2



Summit Ave. (Us 17 Corridor)

Design Features:

- New infill commercial and residential businesses and commercial/ mixed use buildings
- Parking located nearby
- Pedestrian friendly walkways, bike trails and green parklets
- Streetscape and urban plaza for public events and festivals
- Interim use

Reference Images



Gateway, Retail, Street Reconfiguration, Tactical Urbanism

Opportunity Area 3



Old Middle School Site

Design Features:

- Mixed use residential
- Marina
- Waterfront activity
- Retain school recreation center for civic use

Reference Images



Aquatic Amenities, Marina, Mixed-use Residential, Mixed-use Amenities

Opportunity Area 4



Lake Stella Waterfront

Design Features:

- Waterfront living, housing product range, active lifestyle associated with lake park and beach
- Walking and biking trails connecting to Lake Stella beach
- Within walking distance of the heart of downtown Central Ave
- Access to dining and entertainment, and events.

Reference Images



Housing, Trails, Recreation, Public Amenities

Opportunity Area 5



Uptown District Center

Design Features:

- District center residential and commercial focused on family
- Activities Oriented to retain existing residents
- Attract new families with diverse housing products
- Leverage Fletcher park

Reference Images



Opportunity Area 6



Southside Neighborhood Center

Design Features:

- Neighborhood center residential and commercial
- Focused on family oriented activities to retain existing families
- Neighborhood amenities and services including gas stations

Reference Images



Other Opportunity Areas



Other Opportunity Areas

Is there anything we missed?
Please provide your thoughts below.

Next Steps

- Continue community engagement for input and feedback:
 - Online Survey 2 for Opportunity Areas Feedback
 - P & Z Commission, CRA Board, City Commission and Stakeholder input.
- Project updates on City's website and social media.
- Ongoing engagement with City staff to finalize ideas and plans.
- Draft Master Plan – December 2023
- City Commission Presentation – January 2024
- Final Master Plan – January 2024



Online Survey 2

- Please provide your feedback and ideas on the Opportunity Areas.



The City of Crescent City is preparing its Vision Master Plan and Redevelopment Plan Update in collaboration with Ayres and CH2M, planning design and engineering consultants.



Scan the QR code to take the **Opportunity Areas and Initial Ideas Survey** and provide your feedback.

<http://www.surveymonkey.com/r/CrescentCityMP2>



PLANNING & ZONING COMMISSION MEETING - November 02, 2023



Next Steps

PLANNING & ZONING COMMISSION MEETING - November 02, 2023





CRA Board / City Commission Workshop
 Nov 09, 2023



Agenda

- 1. Project Updates**
 - Phase 1 Assessment
 - Public Engagement Feedback
- 2. Vision & Master Plan Progress**
 - Vision and Principles
 - Opportunity Areas
- 3. Next Steps**
 - Grants and Funding
 - Implementation Strategies
 - Final Master Plan



CRA BOARD/CITY COMMISSION MEETING - November 09, 2023

Project Updates

PLANNING & ZONING COMMISSION MEETING - November 02, 2023

Phase 1 Report

The Phase 1 work was completed in October and includes technical assessments for:

1. Contextual Understanding
2. Public Outreach
3. City Policy and Plans Analysis
4. GIS Mapping Assessment
5. Area Prioritizations and Actions
6. City Positioning and Branding

CRA BOARD/CITY COMMISSION MEETING - November 09, 2023

Crescent City VISION MASTER PLAN & REDEVELOPMENT PLAN UPDATE

Phase 1: Data Assessment and City Positioning

CHI AYRES

Contextual Understanding

The City of Crescent City is in southern Putnam County and connected by Highway 17, uniquely situated close to the Ocala National Forest, St. Augustine, Jacksonville, and Daytona Beach, all major central Florida destinations.

The City's strong historical roots, citrus farming traditions, and waterfront events make it attractive to its residents and visitors who want to experience a different, quaint, and traditional Florida.



CRA BOARD/CITY COMMISSION MEETING - November 09, 2023

5

Existing Policy and Plans Assessment

- 2035 Comprehensive Plan
- Development Codes
- Community Redevelopment Area (CRA)
- City Capital Improvement Plan
- Putnam County Capital Improvement Plan (CIP)
- County Bike Trails and City Connections
- Stormwater and Utilities Infrastructure
- Current Development Activity



City of Crescent City
2035 Comprehensive Plan



CRA BOARD/CITY COMMISSION MEETING - November 09, 2023

6

GIS Map Assessments

These GIS assessments done for the following topics to establish a sound planning basis.

- > City Extents
- > Downtown Focus Area
- > Population Density
- > Traffic Counts
- > Existing Zoning
- > Future Zoning
- > Future Land Use
- > Proposed Overlay Zones
 - Core CRA
 - Downtown Development Overlay
 - Historic Resource District
- > Proposed Waiver Zones
- > Downtown Building Footprint
- > City Context
- > Public Facilities
- > Parks Open Space and Recreation



CRA BOARD/CITY COMMISSION MEETING - November 09, 2023

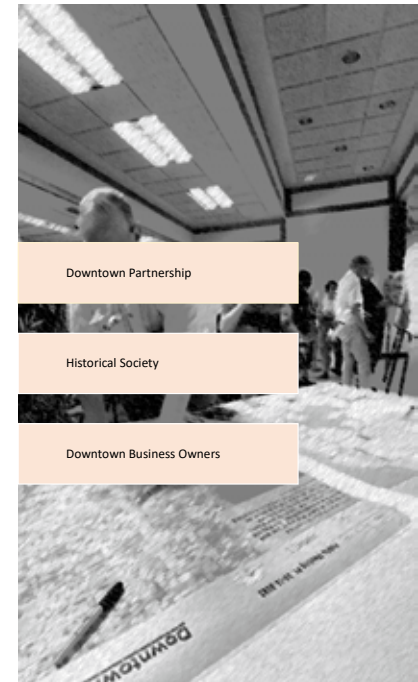
7

Stakeholders Meeting

Key takeaways

- Inclusion of all the different and diverse residents into all aspects of City planning.
- Creating usable green/open spaces that provide the residents with recreation opportunities throughout the City.
- Parking spaces in the downtown area.
- Different options for housing.
- Infrastructure development such as sidewalks, walking trails, adequate lighting and signage.
- Commercial and retail growth/development. This would provide convenience to the residents who currently have to travel long distances.
- Building on the City's local festivals.
- Preservation of the local and historical charm of the City.
- And finally, to develop and activate the lakefront.

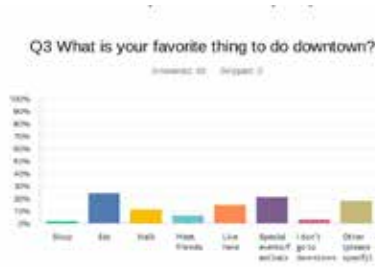
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Online Survey 1

Results

- Most of the residents recognize Crescent City as a pedestrian-friendly and walkable city with a quaint small-town charm.
- The downtown area needs to be improved and developed as it lacks a true harmonious downtown gathering space feel.
- Lack of resources/commercial/retail opportunities in the downtown area, forcing residents to travel out of the City to meet those needs.
- Keeping the small-town charm of Crescent City intact.
- Historic character of the City along with affordable housing were highlighted as two primary attraction points.
- The need to have a community center in town in order to bring the residents together. This was identified as a major use for the middle school vacant lot.
- Most of the residents wish to stay in Crescent City and would like to see it flourish and develop into its full potential.



CRA BOARD/CITY COMMISSION MEETING - November 09, 2023

Public Meeting 1 Ideas Gathering

The main community preferences:

- Downtown Revitalization
- Lakefront Activation
- Affordable Housing Options
- Preservation of the City's historic quaint charm



CRA BOARD/CITY COMMISSION MEETING - November 09, 2023

Public Meeting 2 Vision, Opportunity Areas and Initial Ideas

Highlights

1. Reuse of the Middle School Site historic buildings and new waterfront residential development in this area.
2. Redevelopment on Lake Stella waterfront, Uptown and Southside areas to attract and retain residents.
3. Relocation of City Hall to central location on Summit Ave.
4. Walkable and bike friendly environment on Summit Avenue and Central Avenue, especially within the downtown core.
5. Adequate and functional parking space allocations to accommodate businesses in the area.
6. Touristic opportunities with Lake Crescent Pier and the waterfront up to Sunrise Park
7. Preserve green spaces throughout the city – historic oak tree canopy on Summit Avenue.
8. Preserve the historic assets/properties in the city to keep the historic charm.
9. Quality spaces to support events and activities within the downtown area.



CRA BOARD/CITY COMMISSION MEETING - November 09, 2023

Planning & Zoning Meeting

Feedback

1. There is a need for a different range of housing options, including attached and detached housing, residential redevelopment new construction products.
2. Define affordable housing. Provide housing for working populations such as educators and families.
3. Opportunity area 1: Opportunity for more housing and identify parking locations for the future.
4. Opportunity area 2: Lower the speed and increasing sidewalk space is ideal.
5. Opportunity area 3: Retain the historic buildings for civic use and consider moving the City Hall function here.
6. Opportunity area 4: Mixed housing serving residents is desirable.
7. Opportunity area 5: Consider healthcare facilities, and chain hotels as part of the commercial offerings.
8. Opportunity area 6: Focus on commercial amenities to serve the downtown area and south side.
9. Clarify if the city is to be destination or continue to focus on being a small residential community.
10. Focus on addressing existing blight.
11. The city should consider an industrial park in the southern part of the City.
12. Multiple growth avenues are to be explored in addition to the potential impact of the Bass Pro development.
13. Streetlights and signage could be improved for safety and provide direction to area destinations.
14. Historic preservation is an integral part of the City. The Mid-Century Architectural Style needs to be part of the architectural character.
15. Public participation is crucial for the planning process.



CRA BOARD/CITY COMMISSION MEETING - November 09, 2023

Online Survey 2: (Under progress)

Initial results

- Preserve historic buildings and structures.
- Consider destination creation uses such as breweries and restaurants within downtown.
- Reconsider piers, docks, marinas, and waterfront parks and residential are favored.
- Mixed opinions on relocating the City Hall.
- Mixed use, condos and apartments are important to attract families.
- The gateway features, signage, urban plazas and parklets are expensive and funds could be prioritized on other aspects first.
- Parking is needed within downtown.
- Wider sidewalks and bike trails are ideal within the downtown area.
- Repurpose the Old Middle School site historic buildings.
- Mixed feelings on mixed housing along the Lake Stella waterfront.
- Focus on policing and crime prevention.
- Redevelopment programs proposed on Opportunity Area 4 and 5 are considered favorable.



CRA BOARD/CITY COMMISSION MEETING - November 09, 2023

Key Takeaways from the Planning Process

Opportunity Areas



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Gaps

- Lack of amenities such as shopping, grocery, and public facilities
- Poorly designed and connected sidewalks, inadequate space for events
- Unattractive downtown core area and housing choices
- Underdeveloped lakefront area and parks system
- Lack of identity despite its unique location and history
- Lack of recreational spaces, events for younger population groups

Vision & Master Plan Progress



PLANNING & ZONING COMMISSION MEETING - November 02, 2023

Opportunity Areas and Policy Actions

Other city-wide infrastructure improvements and policy initiatives

- Bike/ped/golf cart trail connectivity aligned with Putnam County trails plans
- New Public Infrastructure
 - Marine gas station
 - Public marina
 - Pier/look out – rides to Bear Island
 - Public parking (long-term)
- Annexation/Expansion
- CRA Boundary Update
- Comprehensive Plan and Zoning Updates corresponding with Master Plan
- Infill residential development prioritization (CDBG grants)
- Promotion
 - Hometown – Historic Architecture
 - Old Florida culture and events
 - River cruise and dining
 - Biking and outdoor recreation
 - Multi cultural food destination



- Central Ave (Main Street / Downtown)**
Central and Summit – City Hall, Hotel Site, Vacant SW corner, Parking, Event Space
Central and Park – interim use
- Summit Avenue (US 17 Corridor)**
Mixed Activity Commercial Corridor
Street reconfiguration – pedestrian priority
- Old Middle School Site**
Mixed use residential
Marina – waterfront activity
Civic, cultural and arts uses in the auditorium and other existing facilities that are retained.
- Lake Stella Waterfront**
Waterfront living, housing product range, active lifestyle associated with lake park and beach
- Uptown District Center**
District center residential and commercial focused on family-oriented activities to retain existing and attract new families, leverage Fletcher park
- Southside Neighborhood Center**
Neighborhood center residential and commercial focused on family-oriented activities to retain existing families and serve new RV park residents.

Target population: approximately 8,000 residents in 20 years

CRA BOARD/CITY COMMISSION MEETING - November 09, 2023

Master Plan Vision Statement (Draft)

Life between the lakes. Master Plan Vision

Thriving old north Florida small towns connected by lakes and trails featuring:

- Diverse residential neighborhoods and historic districts.
- Quality shopping, dining, and healthcare experiences
- Walkable downtown with delightful events and activities.
- Good public facilities including schools, public facilities, and waterfront parks.
- Sound infrastructure and connectivity to destinations within and outside the town.



City Resident Needs + Economic Resilience

CRA BOARD/CITY COMMISSION MEETING - November 09, 2023

Master Plan Principles (Draft)

Enhanced Urban Experience



Prioritize the creation of public spaces, cultural hubs, amenities, and activities that provide a high-quality experience for residents and visitors. Promote mixed-use developments and community gathering spaces that make the downtown and other centers a walkable, vibrant, and enjoyable destination.

Economic Prosperity



Foster an environment that retains and attracts businesses, entrepreneurs, and creative startups by leveraging the City's location and positive geographical attributes. Facilitate affordable commercial and flex spaces, and support incentives for job creation and inclusive economic growth within the city.

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Integrate redevelopment with a multimodal transportation approach that provides seamless connections to major destinations within the city and the wider region. Provide transportation options, including walking, cycling, golf carts, water transportation and smart mobility solutions.

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CRA BOARD/CITY COMMISSION MEETING - November 09, 2023

Opportunity Area 1



Central Avenue (Downtown – Main Street)

Design Features

- New infill mixed use – commercial and residential.
- Interim use.
- Rehabilitated commercial buildings with residential above.
- Parking facilities to support downtown events.
- Pedestrian priority street with shared use lanes for cars, bikes, and golf carts.
- Plazas, parklets and streetscape improvements.
- Lake Stella and Crescent Lake piers and public spaces.

Reference Images



Opportunity Area 2



Summit Avenue (Highway 17 Corridor)

Design Features

- Well-defined downtown – spanning 10 blocks.
- Street re-configuration for more sidewalk space and bike lanes.
- Mixed commercial activity corridor with improved urban design features and landscape.
- New infill and rehabilitated commercial uses.
- Gateway elements to create a "sense of place".
- Relocation of City Hall to a central location.

Reference Images



Opportunity Area 3



Old Middle School Site

Design Features

- Mixed use and waterfront residential development.
- Marina and waterfront lifestyle.
- Repurpose the old school auditorium, gym, cafeteria, main building, for civic and cultural use.
- Parking provisions to support the site's redevelopment and downtown commercial activities.
- Improve Sunrise Park and integrate key features into the overall site redevelopment.

Reference Images



Opportunity Area 4



Lake Stella Waterfront

Design Features

- Infill residential with mixed housing offerings ranging from low rise apartments, townhomes, and detached homes.
- Focus on active lifestyle and recreation.
- Walking and biking trails connecting to downtown and westside neighborhoods.
- Public space improvements and amenities on Lake Stella Park including lookouts for nature watching.

Reference Images



Opportunity Area 5



Uptown District Center

Design Features

- District scale residential and commercial (re)development node focused on families.
- New mixed housing offerings including apartments, townhomes, and senior living.
- Fletcher Park upgrade with amenities for families and children.
- Anchor commercial such as shopping, hotels, educational support facilities and medical centers.

Reference Images



Opportunity Area 6



Southside Neighborhood Center

Design Features

- Neighborhood center commercial node.
- Services and amenities including a gas station and neighborhood commercial.
- Mixed residential including apartments and townhomes.

Reference Images



Next Steps

Next Steps

- Continue community engagement for input and feedback:
 - Online Survey 2 for Opportunity Areas Feedback
 - Public input.
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- Draft Master Plan – December 2023
- City Commission Presentation – January 2024
- Final Master Plan – January 2024



PLANNING & ZONING COMMISSION MEETING - November 02, 2023

CRA BOARD/CITY COMMISSION MEETING - November 09, 2023

Online Survey 2

- Please provide your feedback and ideas on the Opportunity Areas.

Crescent City
VISION MASTER PLAN
 & REDEVELOPMENT PLAN UPDATE

The City of Crescent City is preparing its Vision Master Plan and Redevelopment Plan Update in collaboration with Ayres and CHW, planning design and engineering consultants.

Scan the QR code to take the **Opportunity Areas and Initial Ideas Survey** and provide your feedback.

<https://www.surveymonkey.com/r/CrescentCityM2>

CHW AYRES

PLANNING & ZONING COMMISSION MEETING - November 02, 2023



City Commission Presentation
Jan 11, 2024



Agenda

1. Project Updates

- Phase 2 Design Report
- Feedback Summary
- Opportunity Area Designs & Feedback

2. Next Steps -Final Master

- Final Vision Master Plan
- CRA Plan Update recommendations
- Phasing & Implementation Strategies
 - Planning level costs
 - Grants and funding

Life between the lakes

Master Plan Vision

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City Resident Needs + Economic Resilience

City Commission Presentation 1/11/2024

1



Phase 2 Report

Master Plan Purpose

Process and Timeline

Draft Vision, Principles and Design Brief

Master Plan and Urban Design Framework

Opportunity Area 1: *Main Street / Downtown (Central Ave)*

Opportunity Area 2: *Summit Street (Highway 17 Corridor)*

Opportunity Area 3: *Old Middle School Site (S Prospect St)*

Opportunity Area 4: *Lake Stella Waterfront (Grand Rondo)*

Opportunity Area 5: *Uptown District Center (N Summit St)*

Opportunity Area 6: *Southside Neighborhood Center (S Summit St)*

Community Feedback

Key points:

- Overall appreciation of the master plan designs and concepts proposed for opportunity areas.
- Some reservations regarding the successful implementation of the master plan proposals.
- Need to re-use existing infrastructure for commercial purposes.
- Resident tax base is an important aspect to consider when finalizing master plan design.
- Aerial renders, plans and streetscapes need to capture the finer details, so viewers can relate and better understand the design schemes.

Detailed feedback listed with specific opportunity area slides below.

- Phase 2 Designs available on the City's website for community feedback.
- Flyers with QR codes distributed to encourage survey participation.
- Roadshow meetings with various community groups conducted by the City.
- Meeting with FDOT to discuss Highway 17.



City Commission Presentation 1/11/2024

4

Opportunity Areas and Policy Actions (Based on Phase 1 Assessments)

Other city-wide infrastructure improvements and policy initiatives

- Bike/ped/golf cart trail connectivity aligned with Putnam County trails plans
- New Public Infrastructure
 - Marine gas station
 - Public marina
 - Pier/look out – rides to Bear Island
 - Public parking (long-term)
- Annexation/Expansion
- CRA Boundary Update
- Comprehensive Plan and Zoning Updates corresponding with Master Plan
- Infill residential development prioritization (CDBG grants)
- Promotion
 - Hometown – Historic Architecture
 - Old Florida culture and events
 - River cruise and dining
 - Biking and outdoor recreation
 - Multi cultural food destination



- Central Ave (Main Street / Downtown)**
Central and Summit – City Hall, Hotel Site, Vacant SW corner, Parking, Event Space
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Neighborhood center residential and commercial focused on family-oriented activities to retain existing families and serve new RV park residents.

Target population: approximately 8,000 residents in 20 years

City Commission Presentation 1/11/2024

Citywide Master Plan Framework

Feedback

- Create map that shows Zoning and FLUM changes needed to enact plan

LEGEND

- Focus Area (Activity Center)
 - Downtown
 - Districts / Neighborhoods
 - Parks
 - Lakes / Water Bodies
 - Florida Main Street
 - Foot Bike Trail - Sharrow & Bike Lanes
 - Existing City Shared Use Path (Bike, Ped, Golf Cart, Vehicles)
 - Proposed City Shared Use Path
 - City Multi-Use Path / Linear Park
 - County Blueways
- ### Major Destinations
- Shopping / Dining / Retail
 - Dining - Specialty
 - Cultural & Recreation Center (Historic)
 - Civic Center
 - Social Center
 - Education - Schools
 - Mixed-Use Activity Centers
 - Employment Center



City Commission Presentation 1/11/2024

Downtown Urban Design Plan

Feedback

- Legend inconsistencies on "Social" and "Civic" use between the two plan drawings.
- The Street name and character labels may be confusing, the way it is currently shown.

LEGEND

- Downtown
 - Main Street
 - Downtown Activity Corridor
 - Mixed Commercial Corridor
 - Commercial Hill
 - Downtown Mixed Use Hill
 - Waterfront Homeade
 - Alley Activation
 - Bike Ped Connection
- ### Major Destinations
- Civic Center
 - Government Center
 - Cultural & Recreation Center (Historic)
 - Shopping & Dining District
 - Downtown Park
 - Waterfront Park
 - Downtown Square
 - Framing Ramp (Bike)
 - Public Off-Street Parking (Lot)
 - On-Street Parking
 - Boat Ramps
 - Lake Stella Lookout
 - Crescent Lake Lookout
 - Downtown Alinker
 - Downtown Gateway Feature
 - Secondary Gateway
 - Landscape Feature (Water tower, mural)

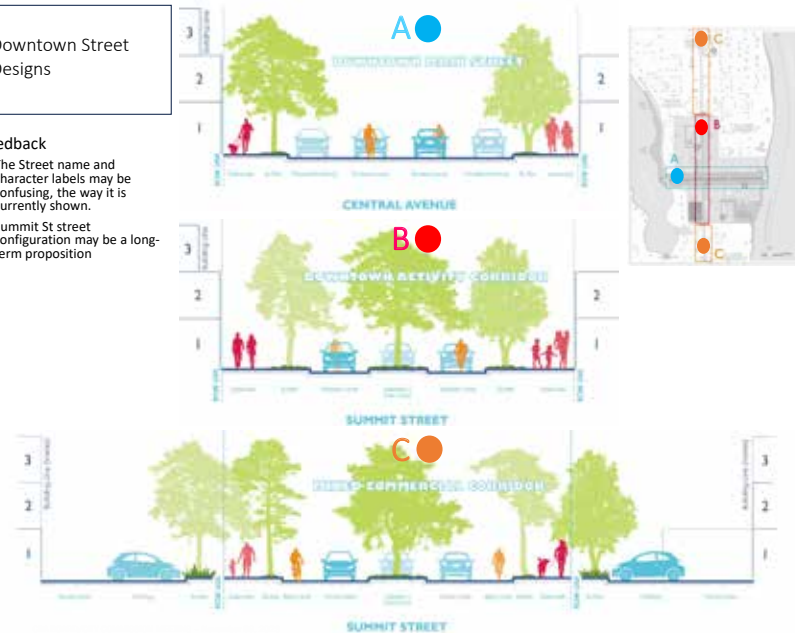


City Commission Presentation 1/11/2024

Downtown Street Designs

Feedback

- The Street name and character labels may be confusing, the way it is currently shown.
- Summit St street configuration may be a long-term proposition



City Commission Presentation 1/11/2024

**Opportunity Area 1:
Central Avenue**



Feedback

Plan

- Existing buildings need to be more visible on the plan drawing.
- Urban Plaza may need to be located on NE corner of that block instead of NW. This is a decision point for the Commission, as it is a prime corner.
- NW corner of Prospect and Central needs infill instead of green space.
- Details of Celebration Park? Splash pad for the park/urban plaza?
- Middle School Site layout of school property frontage on Central preferred.
- Replace old car garage at the SW corner of US17 and Central rather than an infill building at the corner.

Aerial Rendering

- The drawing is very useful. Add the historic house on Central, next to the brick building on the corner (missing detail).

Streetscape

- Look into another street view which would be pointing east, rather than west, to incorporate the existing red brick building across the street from new construction on Market Square.
- Underground powerlines would be better for presentation purposes.
- Streetscape details for Central? Add a callout box showing details of brick and concrete combination for sidewalks.



City Commission Presentation 1/11/2024

Opportunity Area 2: Summit St (US 17)

Feedback

Plan

- Parker House plaza needs to remain, as the city does not own it.
- New City Hall box needs to be bigger to represent holding more office space. Most of the parking could be on the property behind the Parker House Package store.
- Existing County Annex office building and Gullett Title space needs to be shown.
- The new County facility proposal is on private land and there may be some pushback.
- SW corner of Florida and US17 could be built to the corner rather than extending east on Florida.
- Commission to vote on the relocation of City Hall.
- Potential EV fast charging station on the SW corner lot of Florida and Summit, instead of the infill shown in the plan. This may also potentially be shared with Palmeras so they can convert the parking in front of their building to seating/serving areas.

Aerial View

- Illustration needs to better capture the finer details of the area to help the viewers understand the design scheme.

Streetscape

- The streetscape image works well to help the users understand the design scheme.



City Commission Presentation 1/11/2024

Opportunity Area 3: Middle School Site

Feedback

Plan

- This layout of the school site was well received.
- Show single family homes at the Prospect Street frontage of the condo site to provide a better transition from the single-family neighbor to the higher density townhome/condo site. Use "Townhomes" in place of "Condos" or use both "Townhomes/Condos"
- Details needed for "Marina Building".
- For the new condo block, potentially line S Prospect St with single family residential, keeping condos behind/east side, along the waterfront. This is to address any concerns from the surrounding property owners.
- Show water plant fencing.
- Emphasize the opportunity to add higher density residential in/adjacent to the downtown as a critical component and economic driver.

Aerial Rendering

- More facade detail on this drawing to show compatibility with historic district.

Streetscape

- The streetscape explains the design intent well.



City Commission Presentation 1/11/2024

Opportunity Area 4: Lake Stella Feedback

Feedback

Plan

- An illustration of an attractive 2- or 3-unit townhome would have helped illustrate the idea of housing options and density.

Aerial Rendering

- A closeup rendering of a single project would have been more helpful, with finer details for ease of reference.

Streetscape

- This illustrated the public street improvements well but adding a new 2- or 3-unit townhome project in the illustration would be ideal.



City Commission Presentation 1/11/2024

Opportunity Area 5: Uptown District

Feedback

Plan

- Exclude the bottom of the Winn Dixie site to include the parcels that are for sale between Grove Avenue and Palm Avenue. McDonalds will eventually build here as well as other fast-food chains. Illustrate how they will connect to each other and to the highway (frontage road).
- The Chinese Restaurant lot (north of the strip mall) can be included in the redevelopment plans.
- Show design intent for the parcels south of Grove Ln. this the McDonalds property, which is likely to be developed soon.
- Replace the word residential with, Townhomes/Condos or Market Rate Apartments.
- Insert a callout of an entrance feature.



City Commission Presentation 1/11/2024

Opportunity Area 6: Southside District

Feedback

Plan

- Include the RV park site plan in the plan.
- The stormwater pond at the curve of Prospect Street should be moved to the north so that a parking lot can be shown which will accommodate a restaurant on the RV site.

Aerial Rendering

- Rendering of possible facade improvements on the existing buildings.

General Comments

- Explore vision for the forested lot at the SW corner of Read and US17.
- Insert a callout of an entrance feature.



City Commission Presentation 1/11/2024

Next Steps

- Incorporate community, city and stakeholder feedback.
- Engage with City staff to finalize the Master Plan Report.
- Final Master Plan Report – February 2024
 - Redevelopment Plan Updates
 - Grants and Funding
 - Implementation Strategies



City Commission Presentation 1/11/2024





Crescent City
VISION & MASTER PLAN



CH2M **AYRES**
Professional Consultants