



**PANAMA CITY**  
COMMUNITY REDEVELOPMENT AGENCY

# GOALS & OBJECTIVES ANALYSIS

FY2024-2025

Florida Statute 189.062



# PANAMA CITY

COMMUNITY REDEVELOPMENT AGENCY

## DOWNTOWN DISTRICT

*Established 1984*

## ST. ANDREWS DISTRICT

*Established 1989*

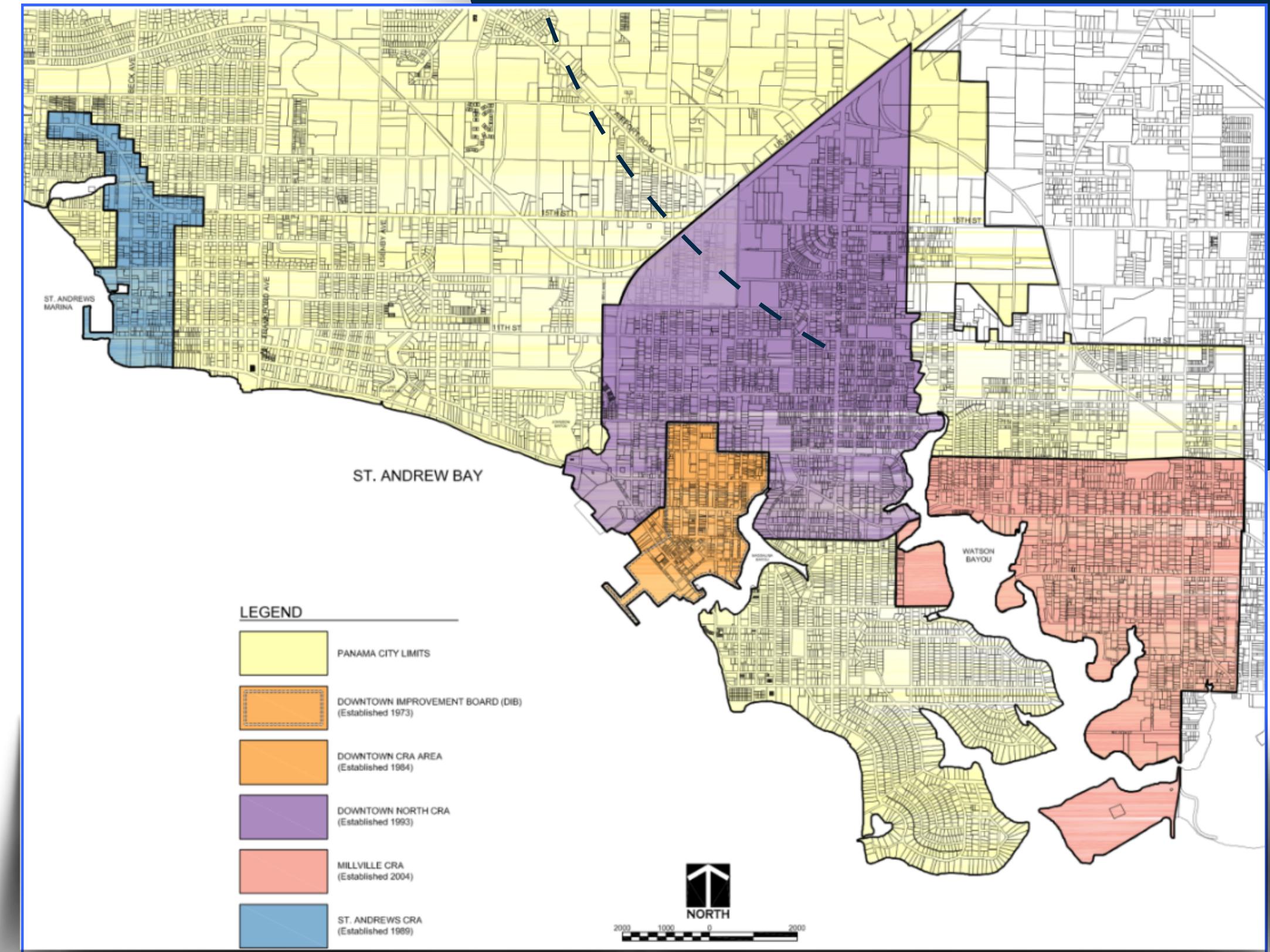
## DOWNTOWN NORT DISTRICT

*Established 1993*

## MILLVILLE DISTRICT

*Established 2004*

PANAMA CITY  
CRA DISTRICTS  
SUNSET IN 2044



# PERFORMANCE MEASURES AND STANDARDS FOR EVALUATION

The Panama City Community Redevelopment Agency is committed to the revitalization of our city's designated districts. Our mission is to be the driving force behind a stronger Panama City: tackling blight for a cleaner city, investing in infrastructure for a solid foundation, stimulating economic development for a resilient community, and empowering residents and businesses to build a vibrant future.

Relevant to those activities, state law requires that public redevelopment activities expressly authorized by the Fla. Stat. Chapter 163, Part III – Community Redevelopment (§163.330 – §163.463) and funded by tax increment financing must be in accordance with a redevelopment plan which is approved by the CRAs governing bodies.

The Panama City CRA's Community Redevelopment District Plans (CRA District Plans) were adopted in 1984 and last amended in 2018, respectively. The CRA District Plans identify "Overall Needs"\*\* within the Community Redevelopment Area Districts with specific needs identified. The following "Overall Needs" are areawide in scope and encompass some of the more serious problems that are prevalent throughout the Community Redevelopment Area. The "Overall Needs", which are described in more detail in each district's CRA Plan, respectively, are:

- Infrastructure
- Economic Development
- Land Use
- Affordable Housing
- Recreation, Open Spaces and Community Facilities
- Enhance Public Safety
- Support Transformational Projects
- Redevelopment of Marinas
- Development of Incentive Programs

\*Needs subject to change based on CRA Plan Amendments in progress.

These "Overall Needs" align with Fla. Stat. § 163 – Part III Community Redevelopment Act and provide the basis for the Panama City CRA's Redevelopment Activities.

This document provides a summary of the methods which the Panama City CRA utilizes to address the Overall Needs identified in the Panama City CRA District Plans as well as provides an additional outlet to inform the public about the Panama City CRA's Redevelopment Activities.

# DOWNTOWN

FY2024-2025

GOAL	OBJECTIVE	MEASUREMENT	GOAL MET
Invest in capital improvement	Provide public realm improvements	Breezeway: Renovate to provide pedestrian walkway and pursue RFP for Development	
Invest in capital improvement	Improve streetscapes and park spaces	Downtown Dance Steps: Install dance steps into sidewalks for public enjoyment	
Invest in capital improvement	Provide public realm improvements	Luverne Dumpsters: Install enclosures around dumpsters to improve cleanliness and aesthetics	
Invest in capital improvement	Create an enhanced wayfinding signage system	Downtown Wayfinding Signage: Design and install a distinctive wayfinding signage system to enhance navigation throughout the district	
Invest in capital improvement	Improve streetscapes and park spaces	McKenzie Park Improvements: Install swings, benches & trash cans to improve experiences	
Invest in capital improvement	Improve streetscapes and park spaces	McKenzie Park Restrooms: Provide Public Amenities and Increase foot traffic at events	
Invest in capital improvement	Improve streetscapes and park spaces	Maintenance MOU: Provide funding for ambassador to provide beautification services and repairs	
Collaborate on Economic Development	Attract developers	TIF Rebate Incentive Program: Create a TIF Rebate incentive program that facilitates redevelopment projects for the area	

# DOWNTOWN NORTH

FY2024-2025

GOAL	OBJECTIVE	MEASUREMENT	GOAL MET
Establish a safe and efficient circulation and mobility system	Improve streetscape along identified corridors	MLK Blvd FDOT Beautification: Improve the appearance of a main corridor and collaborate with FDOT to install irrigation, plants and trees	
Strengthen the existing market	Establish a set of priorities focusing on the needs of the Downtown North economic development	Land Acquisitions: Acquire property at 15 <sup>th</sup> & MLK to facilitate development.	
Promote housing development and reinvestment	Improve the investment image of the community	World Changers: Partner with non-profit to provide repairs and aesthetic enhancements at no cost to property owners	
Establish an identity for the area that creates a sense of place and nurtures civic pride	Enhance the area's amenities	MLK Recreation Center: Provide programming supplies to support recreational programs and activities	
Enhance the aesthetic and function of the area's parks and open space	Provide increased public access to a diverse range of recreational activities	Henry Davis Park Renovation: Install amenities at local park and improve safety	
Provide public services that meet the needs of area residents	Form strategic partnerships and utilize community facilities to provide a high level of service	A.D. Harris Learning Center: Partner with local non-profit to provide a resource center	
Strengthen the existing market	Establish a set of priorities focusing on the needs of the Downtown North economic development	Retail Strategies: Aggressively pursue and attract neighborhood commercial uses, such as a grocery store	
Establish a positive and distinct identity for the area that creates a sense of place and nurtures civic pride	Initiate streetscape improvement to create a cohesive urban form throughout the area	Maintenance MOU: Provide beautification above and beyond the city standard to parks and main corridors throughout the district	
Stimulate private market forces to bring capital into the area	Work with the City to develop programs and incentives to retain and attract business to the area	TIF Rebate Incentive Program: Create a TIF Rebate incentive program that facilitates redevelopment projects for the area	

# MILLVILLE

## FY2024-2025

GOAL	OBJECTIVE	MEASUREMENT	GOAL MET
Improve the physical appearance of US 98 to stimulate private investment	Secure EDA Grant funding and any other revenue source, to pursue improvements to Business US 98	US98 Gateway FDOT Beautification: Obtain a grant from FDOT and improve the appearance of the Millville gateway on US98	
Provide gateway features	Design and construct gateway treatments at key locations along US98	Gateway Sign Improvements: Repair and improve the structure and appearance of the Millville gateway sign on US98	
Upgrade the physical conditions of the neighborhood	Concentrate efforts to a portion of the neighborhood so the greatest change to the aesthetics can be achieved	World Changers: Partner with non-profit to provide repairs and aesthetic enhancements at no cost to property owners	
Enhance the aesthetic and functional character of the area's recreational facilities, parks and open space	Provide recreational opportunities which are readily accessible and improve the quality of life for residents	Daffin Park Renovation: Improve infrastructure and provide updated amenities	
Allow the waterfront to be an asset	Improve the recreational assets along the waterfront	Millville Waterfront Park Renovation: Provide a community recreational park and event space	
Enhance the aesthetic and functional character of the area's recreational facilities, parks and open space	Establish beautification efforts to create an improved character for the area that will reflect a pleasant and appealing atmosphere to work, shop or reside.	Maintenance MOU: Provide beautification above and beyond the city standard to parks and main corridors throughout the district	
Plan for future growth in neighborhood	Devise strategies with the private sector to initiate development activity	TIF Rebate Incentive Program: Create a TIF Rebate incentive program that facilitates redevelopment projects for the area	

# ST. ANDREWS

FY2024-2025

GOAL	OBJECTIVE	MEASUREMENT	GOAL MET
Strengthen neighborhoods	Identify additional complete street improvements for design and implementation.	Beck Avenue FDOT Beautification: Issue RFP to install irrigation, plants and trees on Beck Avenue and at the gateway located at US98/Beck Avenue	
Redevelop the St. Andrews Marina	Redesign the area to be a “flexible space” which can accommodate Community Events, Farmer’s Markets, etc.	Boardwalk: Reserve funding for future renovation.	
Add amenities within public spaces	Include pedestrian and bicycle amenities improvements, projects and maintenance	Public Art: Design and install bronze “hopscotch” to be set into the concrete on public sidewalk	
Install amenities that will facilitate new projects	Install amenities that will facilitate new projects and/or development in the area	Oaks by the Bay Park Improvements: Install amenities at local park and improve safety	
Strengthen neighborhoods	Design and install gateway streetscapes along US98	St. Andrews Gateway Signage: Install additional sign at Beck Avenue & US98 intersection	
Identify community stakeholders and partner to provide area goals	Contract with organizations to implement specific goals, objectives and policies	Panama City Publishing Museum: Partner with local non-profit to provide Museum programming to the public	
Strengthen neighborhoods	Identify additional complete street improvements for design and implementation.	Maintenance MOU: Provide beautification above and beyond the city standard to parks and main corridors throughout the district	
Develop incentive programs designed to facilitate desired redevelopment	Utilize TIF incentives for private sector that implement redevelopment strategies	TIF Rebate Incentive Program: Create a TIF Rebate incentive program that facilitates redevelopment projects for the area	



# PANAMA CITY

## COMMUNITY REDEVELOPMENT AGENCY

### CRA Board:



Michael Rohan, Sr.  
Chairman



Janice Lucas  
Board Member



Jenna Haligas  
Board Member



Brian Grainger  
Board Member



Josh Street  
Board Member

### CRA Staff:

Executive Director: Jonathan H. Hayes

Deputy Executive Director: Brandy Waldron

CRA Program Manager: Lena Webb

CRA Program Manager: Michelle Zirkle

CRA Administrative Tech: Lori Sagehorn

### Contact Us:



Phone  
850.691.4603



Website  
[www.panamacity.gov](http://www.panamacity.gov)



E-mail  
[cras@panamacity.gov](mailto:cras@panamacity.gov)



Address  
501 Harrison Drive, Panama City FL 32401

