

ORDINANCE NO. 280

AN ORDINANCE AMENDING THE COMPREHENSIVE PLAN OF THE CITY OF PORT ST. JOE, FLORIDA; ADDING A NEW ECONOMIC DEVELOPMENT ELEMENT, DESCRIBING EXISTING CONDITIONS, ADOPTING POLICIES AND OBJECTIVES, PROVIDING FOR SEVERABILITY; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Comprehensive Plan of the City of Port St. Joe was adopted by ordinance pursuant to State law in 1990, and

WHEREAS, State law has been amended to allow the inclusion of an element directing economic development within the City, and

WHEREAS, it is in the best interest of the citizens in the City in compliance with State law to amend the Comprehensive Plan and include an element relating to economic development,

NOW, THEREFORE, be it ordained by the people of the City of Port St. Joe, Florida:

Section 1. The Comprehensive Plan of the City of Port St. Joe, Florida is hereby amended to add a new economic development element set forth as follows:

**THE ECONOMIC DEVELOPMENT ELEMENT  
FOR THE CITY OF PORT ST. JOE, FLORIDA**

I. BACKGROUND INFORMATION

A. Purpose of the Economic Development Element.

The Economic Development Element is an optional element in the City of Port St. Joe's Comprehensive Plan. In order to establish a coherent, effective, and practical series of goals, objectives, and policies for sustainable development, the City has prepared this element in cooperation with the City of Port St. Joe Chamber of Commerce, the Economic Development Committee, the businesses and the citizens of the City of Port St. Joe. Accordingly, the Economic Development Element describes current economic conditions in the City of Port St. Joe, selects a preferred course of sustainable community development, advances economic goals, adopts a set of objectives and policies designed to achieve preferred sustainable development, and presents a strategy for implementing those policies.

Many forces affect the City of Port St. Joe's economy. These forces include some factors that are beyond the control of local government, including the health of the world, national, and state economies, interest and inflation rates, national economic and environmental policies, labor supply, and wage rates. Nonetheless, there are factors that local government can affect to some extent, including overall development rates, availability of land for different types of development, availability of and types of housing, local tax rates and certain other costs of living and doing business, quality of schools, quality of infrastructure,

quality of public safety, and other factors affecting the overall quality of life. The Economic Development Element addresses the means by which the City of Port St. Joe will manage these factors toward the goal of achieving desirable sustainable development.

B. Approach to the Economic Development Element.

The Economic Development Element is prepared through a four (4) step process:

1. Compilation of economic base data

The economic base data has been compiled to characterize current economic conditions in the City of Port St. Joe. Certain data, primarily relating to population, and to other demographic items have been compiled. This data provides useful and interesting information about current employment, income, population, related conditions in the City, and information needed for subsequent steps in the sustainable development planning process.

2. Identification of Issues.

Issues affecting sustainable development have been identified through discussions between and among the City, the Chamber of Commerce, the Merchants' Association, leading employers, and the public at large. These issues are reflected in the goals, objectives, and policies set forth within this element of the Comprehensive Plan.

3. Formulation of the sustainable development goals, objectives and policies.

The sustainable development goals, objectives, and policies are formulated to provide guidelines for achieving sustainable development associated with specific sustainable development strategies. The objectives are measurable, and the policies effective, but practical.

4. Formulation of strategies for implementing sustainable development policies

The means for implementing most of the sustainable development policies will be apparent from the nature of the policies. However, some of the policies require additional strategies for implementation. The final step in developing the Economic Development Element was to identify policies that require such strategies and formulating schedules, responsibilities, infrastructure requirements, an other information needed to ensure the successful implementation of the City's sustainable development policies. These strategies are similar to those used in the development of the City's Sustainable Communities Demonstration Project and the Enterprise Zone Application.

II. EXISTING CONDITIONS

Information on economic and demographic conditions in the City of Port St. Joe have come from several sources; including the 1990 Census of Population and Housing, the Bureau of Economic Business Research, (1981-1991), the Florida Statistical Abstract, the Florida Department of Labor and Employment Security, and the sources used in the preparation of the City of Port St. Joe Comprehensive Plan Evaluation and Appraisal Report. The following summary is drawn in large

part from these resources.

The City's permanent population according to the 1990 census of population and housing was 4,044 people and the population estimate for 1995 is 4,134. This is an increase of less than one half of one percent per year. This rate of growth is expected to continue throughout the next planning period. There is no significant seasonal population within the City. Per capita income for City of Port St. Joe residents is estimated at \$10,589 and the median income is estimated at \$23,089. The largest employers within the City are as follows:

1. Local government (including City and County Governments and the School Board).
2. Arizona Chemical (manufacturing).

The City demographics are set forth in the tables which are included. These tables are taken from the Shinberg Study on Affordable Housing and the Florida Department of Revenue. See tables attached as Composite Exhibit A.

### III. DATA BASE PREPARATION

#### A. Physical and Location Characteristics

1. Appropriate land use and zoning designations

The existing land use pattern of the City is shown on the Existing Land Use Map, which is found in the Future Land Use Element of the Plan. The Future Land Use Element describes and analyzes the City's existing and future land use patterns in detail. For the purpose of the Economic Development Element this section will describe only commercial and industrial land uses in the City based on information provided in the Future Land Use Element of the Plan.

- a. Commercial land use

Commercial land uses include land used for retail and wholesale trade, offices, hotels, motels, restaurants, service outlets, automobile service stations and repair facilities, etc. all as set forth in the Land Development Regulations adopted pursuant to the Comprehensive Plan.

- b. Industrial land use

Industrial land use includes manufacturing, processing, warehousing, storage and supply and marina uses as set forth in the Land Development Regulations adopted pursuant to the Comprehensive Plan.

2. Transportation facilities

The City is served by several manmade transportation systems. U. S. Highway 98 and State Road 71 are the primary roadways within the City. These are identified and more particularly described in the Traffic Circulation Element. The City is also served by the Apalachicola Northern Railroad which ends within the City and runs through Gulf into Franklin County and connects to the CSX line. This mode of transportation primarily serves the industrial areas of the City and can be used to ship goods and supplies into and out of

the City.

Finally, the City is served by the Gulf County Canal which provides a connection with the intracoastal waterway. This can be used to ship goods and supplies into and out of the industrial areas of the City.

3. Suppliers, locations of utilities including; water, sewer, and solid waste.

The provision of utility services has become a necessary aspect of development. This section will briefly describe these services as they currently exist in the City. A detailed discussion of the water, sewer, and solid waste facilities is contained in the Sanitary Sewer, Solid Waste, Drainage, Potable Water, and Natural Groundwater Aquifer Recharge Element of the Comprehensive Plan.

a. Potable water

The City of Port St. Joe operates a water system which provides all of the users both residential, commercial and industrial within the City with public water.

b. Sanitary sewer

The City of Port St. Joe operates a municipal wastewater treatment plant which serves all of the residential areas of the City along with the commercial and industrial areas.

c. Solid waste

The City operates a very extensive recycling program which has enjoyed outstanding success. We also have a compost facility. Other waste products are either taken to the sanitary land fill in Jackson County or burned at the Bay County incinerator. In addition, Gulf County operates a Class III land fill which is also available to the City for certain classes of solid waste. As set forth in the Comprehensive Plan Evaluation and Appraisal Report, these facilities have the capacity to serve the needs of the City well beyond the plan period.

B. Community Services

1. Education facilities

The Gulf County School Board operates three schools within the City of Port St. Joe, an elementary school, a middle school, and a high school. These schools taken together provide for all of the educational needs within the City (and the south end of Gulf County) for Pre-K through grade 12. There is also a non-public school within the City offering K-8 education. In addition, the School Board operates an adult school currently serving approximately 175 adults. Finally, there is a branch campus of Gulf Coast Community College which offers courses towards Associates of Arts and Associates of Applied Science degrees. The schools within the City are adequately serving the population, including some 1,167 school aged youth. In addition, the School Board has passed a half cent sales tax for complete modernization of the Port St. Joe Elementary School. This project has now been completed.

It is difficult to isolate educational efforts within the City from overall County efforts because of the small size of the program. However, the program seems to be headed in the right direction. The graduation rate in the school district is 80.7%, compared to 65% state wide, with a drop out rate of 1.6%, compared to 5.4% state wide. In addition, average scores on the state High School Competency Test were 324 for math and 310 for reading, compared to 321 for math and 304 for reading state wide.

2. Social and cultural

The City of Port St. Joe has a rich history going back to the signing of the Constitution of the State of Florida in 1845. Community wide festivals are held twice a year, which draw thousands of residents and visitors. Cultural activities including theater, art and music are available in Panama City which is a short drive from the City of Port St. Joe. Library services are provided through the County as part of the Northwest Florida Regional Library network.

3. Recreational

The City has an abundance of natural resources as set forth in the Recreation and Open Space Element. Its location on St. Joseph's Bay provides a tremendous opportunity for water related recreation. The opening of the Port St. Joe Marina in 1999 has made access to the bay available on a much wider basis. In addition, there are numerous user based activities and facilities such as baseball and softball fields, basketball and tennis courts, golf and other multi-purpose facilities.

4. Health/medical

The City has a 45 bed hospital and one 120 bed privately operated nursing home. There are currently two dentists and ten physicians. The County Health Department is located within the City and provides preventative health services to residents of both the City and the County.

IV. DEVELOPMENT OF ALTERNATIVES, GOALS, OBJECTIVES AND POLICIES

A. Background

The first aim of the City is to diversify the local economy and make it less subject to economic downturn. Diversification with the added benefit of lowering unemployment and increasing local living standards should be a key aim of the City. In addition, existing industry has been the life blood of the community for decades. Emphasis on sustainable development should also include efforts at local business and industry expansion and retention. In planning for sustainable development, the City needs to be aware of and identify opportunities, limitations, and obstacles to development. The City also needs to be aware of incentives which are available to new business and industry (which may include property tax abatement, assistance in obtaining building sites, and infrastructure improvements).

B. Goals, Objectives, and Policies

Goals, objectives and policies are the basis of the Economic Development Element. They

establish the City's overall direction for sustainable development, set the community's expectations for sustainable development and courses of action the City will undertake to meet those expectations. These goals, objectives and policies reflect those set forth in the City's Enterprise Zone Application.

#### Goal

It is the goal of the City of Port St. Joe to promote balanced and orderly economic growth and create an economic environment that will enhance economic prosperity for all citizens in the City.

- Objective 1.                    The City shall endeavor to achieve a more diverse economic base to minimize the vulnerability of the local economy to economic fluctuation and to reduce the unemployment rate below 1996 levels.
- Policy 1.1                    The City shall encourage the expansion of existing businesses and attraction of new industries and businesses, including clean "high tech" industries.
- Policy 1.2                    The City shall encourage new and existing businesses to participate in summer youth programs.
- Policy 1.3                    The City shall promote the growth of businesses which provide skilled and semi-skilled jobs with salaries higher than minimum wages.
- Policy 1.4                    The City shall coordinate with public and private providers to ensure that adequate infrastructure is provided to areas designated for commercial and industrial development in the Future Land Use Element and consistent with the Capital Improvement Element.
- Policy 1.5                    The City shall coordinate with the Florida Job Service and the Suwannee River Regional Job Training Partnership Act Office to provide better notification of available jobs.
- Policy 1.6                    The City shall within the letter of the law emphasize local vendors and bidders for materials, services, and projects contracted or purchased by the City.
- Objective 2                    The City Will Assist Existing Business, Industry, and Organization in Their Retention and Expansion Efforts:
  - Policy 2.1                    The City will encourage the local Chambers of Commerce to set up business ambassador programs to provide quick response for the needs of existing business.
  - Policy 2.2                    The City will encourage the Chambers of Commerce to develop a local product network to put existing businesses in touch with local product suppliers.

- Policy 2.3                    The City will encourage local Chambers of Commerce to initiate business tour programs where interested parties are shown available lease or purchase space within the County.
- Objective 3                    The City Will Assist the County School Board in Providing Improved Educational Opportunities: While the primary responsibility for the provision of educational opportunity within the City lies with the County School Board, the City will cooperate with the School Board in efforts to improve class room facilities and delivery of educational services within the City.
- Policy 3.1                    The City shall cooperate in the road work and paving efforts in connection with the improvements and construction taking place at the Port St. Joe Elementary School.
- Policy 3.2                    The City will continue its efforts in cooperation with the School Board towards providing for traffic safety in and around the schools within the City.
- Objective 4.                    The City will maintain adopted levels of service standards for roadways and will support the use of additional transportation facilities such as the Apalachicola Northern Railroad and the Gulf County Canal link to the intercostal waterway.
- Policy 4.1                    The City will use its best efforts to encourage the use of alternative transportation facilities available to the City including the Apalachicola Northern Railroad and the Gulf County Canal link to the intercostal waterway.
- Objective 5.                    The City will improve the community's perception of sustainable development programs.
- Policy 5.1                    The City shall support the Gulf County Chamber of Commerce and other sustainable development committees, task forces, and all appropriate economic related groups.
- Policy 5.2                    The City shall promote press and other media cooperation for overall sustainable development for the community.
- Policy 5.3                    The City shall assure the community that sustainable development programs will reflect community goals and preserve the present quality of life.
- Policy 5.4                    The City shall assist in providing information to businesses and industries interested in locating in the City.
- Policy 5.5                    The City shall support the development and implementation of sustainable development programs.
- Objective 6.                    The City has adopted land development regulations that encourage sustainable development activity.

- Policy 6.1                    The City shall continually review and evaluate the land development regulations.
- Policy 6.2                    The City will review the possibilities of its expansion of sewer lines within some of the unincorporated areas adjacent to the City which will provide for the possibility of future growth in and around the City.
- Policy 6.3                    The City shall ensure that impact fees are reasonable and equitable compared to the impact that new commercial development will have on the City's roadways and water and wastewater systems by reassessing impact fee rates every two years after adoption of such impact fees.
- Objective 7                    Adequate General Sanitary Sewer, Solid Waste, Drainage, Potable Water, and Natural Ground Water Aquifer Recharge Facility: The City will continue to comply with the goals, objectives and policies of the infrastructure elements of the Comprehensive Plan and of the Evaluation Report.
- Policy 7.1                    The City shall explore possible federal or state funding assistance programs for capital improvements to potable water and wastewater facilities.
- Objective 8.                    Intergovernmental Coordination: The City will facilitate coordination and cooperation among the governmental jurisdictions an other public/private agencies.
- Policy 8.1                    The City shall involve interested parties in any sustainable development project so that all entities are properly represented.
- Policy 8.2                    The City shall disseminate any new information to those groups who are most responsible for implementing the various sustainable development projects.

EFFECTIVE DATE: This ordinance shall become effective as provided by law.

SEVERABILITY: If any section, subsection, sentence, clause or provision of this ordinance is held invalid, the remainder shall not be affected by such invalidity.

THIS ORDINANCE ADOPTED this 19th day of February, 2002.

CITY COMMISSION OF THE CITY  
OF PORT ST. JOE, FLORIDA

By: *Grant Pate*  
Mayor-Commissioner

Attest: *Pauline Pendavis*  
Auditor/Clerk

The following commissioners voted yea: Mayor Pate, Raffield, Williams, Roberts & Horton  
The following commissioners voted nay: None