

Popup Studio & Charrette Summary

Prepared for: Port St. Joe Community Redevelopment Agency

Prepared by: Scott Chastain, Terra & Town Design Collaborative

Date: June, 22, 2026

On June 18-20, Scott Chastain and Kenny Thompson visited Port St. Joe to set up a Pop-Up studio and hold a Design Charrette in the North Port St. Joe (NPSJ) Revitalization Area. During this time they toured the CRA, documented onsite issues, facilitated a stakeholder meeting, interviewed staff and elected officials, developed conceptual redevelopment opportunities, and presented these ideas at the Juneteenth celebration. Below is a summary of the Phase 2-3 outlined in the scope of work - Research & Preparation, On-Site 3 Day Design Charrette.

Phase II: Research & Preparation

Background Documents & Master Plans

- 2009 CRA Expansion Document ([LINK](#))
 - This document was last updated in 2009 when they expanded the CRA to include NPSJ. From what we can tell, not much has changed since this version but it does provide some good information and background.
- NPSJ CDC Master Plan ([LINK](#))
 - The CDC has worked with some architects and the University of Florida students in the past to create a very broad Master Plan for NPSJ. Not much detailed information can be found but there are some good ideas in this document.
- NPSJ CDC Brownfield Grant ([LINK](#))
 - The local CDC was awarded a \$850,000 grant to assess potential brownfield properties in NPSJ.
 - This work is currently being done by.....
- City of Port St. Joe CDBG Grant - MLK Corridor
 - The Grant Amount is \$1.78 million and is to be focused on the section between Avenue A and Avenue D and will include putting utilities underground, replacing 1,750 linear feet of sidewalk, installing crosswalks, repaving 875 linear feet of roadway, creating onstreet parking, and improved landscaping.
 - Dewberry Engineering was awarded the bid to design this project but has only started surveying the area. They have not confirmed how much of the scope will be included in the design.

Basemap Creation & Coordination

- GIS Maps
 - Used PSJ's GIS mapping software to download aerials and lot lines of the North Port St. Joe Area.
 - Created Scaled Base Maps to use on site during our Pop-Up Studio.

- Dewberry Information
 - Dewberry Engineering is primarily responsible for creating and maintaining the City's utilities basemap information. At the time of this document, Terra & Town has only been provided with limited information to use for developing the MLK Streetscape concepts.
- Sketchup 3D Model
 - Based on aerial photos and GIS information, we have created some basic 3D models of the redevelopment sites - MLK & Ave. C Intersection, and Ave. C & Hwy. 98 Intersection.

Phase III: On-Site 3 Day Design Charrette

Pop-Up Studio

- Photographed and toured redevelopment sites
- Set up temporary studio space at the WIG Building.
 - Photographed and surveyed redevelopment sites
 - Assessed site challenges and narrowed scope to achievable wins and catalyst sites.
 - Developed Concept Designs for 3 locations - MLK Corridor, Ave. C and Hwy 98 Intersection, and Railroad Site between MLK & Reid Street.

Stakeholder Meeting

- Pinned up draft sketches and set up space for meeting
- Facilitated meeting with 8-10 stakeholders and elected officials. Major feedback included:
 - The need to clearly identify property owners who will be key in revitalizing the MLK corridor.
 - The community needs a better understanding of exactly what the MLK Grant will produce - curb & gutter, street trees/lights, etc.
 - There seems to be confusion on what the City can and cannot provide residents and property owners of NPSJ. While most people understood that the City cannot redevelop private land, there needs to be more education around this topic.
 - The CRA needs to develop a "Toolkit" that can help motivate property owners to either sell or redevelop their property.
 - HWY 98 poses a lot of challenges to the neighborhood. It is hard to turn in & out from several of the Avenues, and there is no safe pedestrian crossing.
 - After the MLK Grant is completed, the City is looking at repaving Ave. C and Ave. D. There needs to be a push for sidewalks along these streets as well.

Juneteenth Celebration

- Refined design concepts into presentation drawings mounted on foamcore.
- Developed 3-D model to show phasing development along MLK Blvd.
- Set up a table at the Juneteenth Celebration & talked with several visitors and community members about the CRA area and potential focus areas.
- Received valuable feedback and learned more about the CDC & Brownfield Grant that is currently underway.

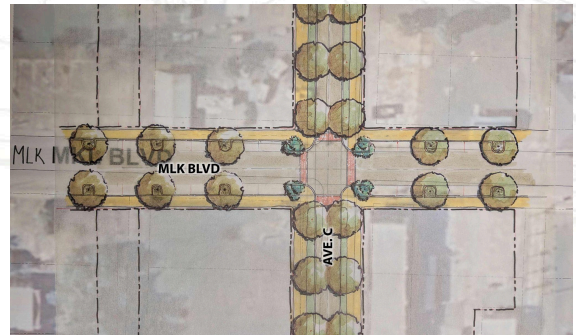
Redevelopment Design Concepts

1. MLK Corridor - Intersection of MLK & Ave. C

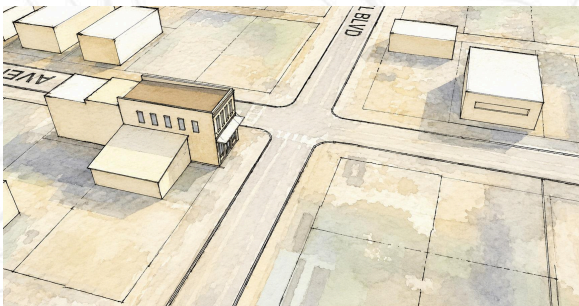
- The City was just awarded a \$1.78 million CDBG grant to improve the utilities along MLK Blvd. Not only does this street have historical importance, but it is still viewed as the main commercial corridor for NPSJ.
- After assessing the existing conditions of the corridor from Avenue A - Avenue D, we quickly realized that a simple streetscape project would not be enough to revitalize this street. While it's a great first step, we focused our efforts on the following:
 - Infill Development - The entire length of the corridor is dotted with vacant properties. A vast majority of the properties lay completely empty with no buildings. Well designed streets need buildings.
 - Ave. C Intersection - After researching property ownership, the intersection at Ave. C was identified as the best opportunity for redevelopment. One of the corners has already been redeveloped and the other three corners have large vacant properties that are ripe for redevelopment.
 - Street Cross Section - MLK has a ROW of 60'. Our goal was to provide the engineering firm, Dewberry, with a streetscape that could work within that ROW. Our concept includes: 10' sidewalk on each side, 8' parallel parking on each side broken up by tree wells every 50', and two 10' lanes of traffic.



Existing Photo of Intersection



Proposed Streetscape Design



Existing 3D Model



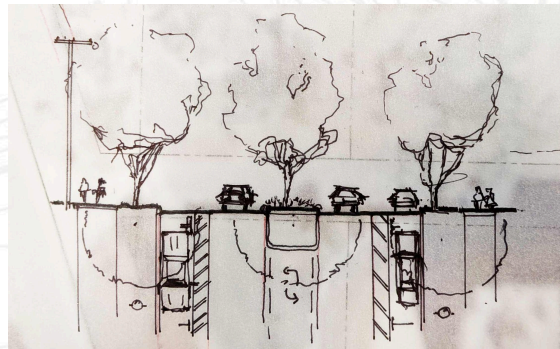
Proposed Streetscape Design

2. Redevelopment at Ave. C & Hwy 98

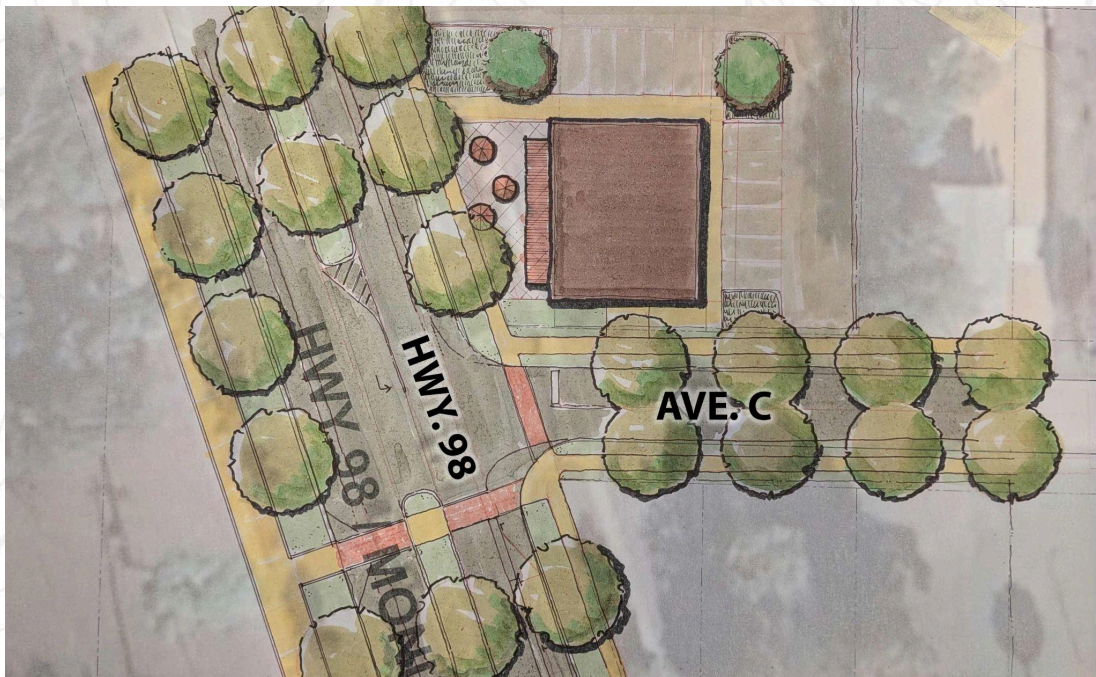
- In order to activate the commercial corridor along MLK, we have to draw people and cars into the neighborhood. One opportunity is by establishing a strong connection to Hwy. 98. .
- The intersection of Ave. C & Hwy 98 provides a great mixed-use redevelopment opportunity because there are currently two vacant properties.
- Safe Streets for All - There is also a need to rethink the streetscape along Hwy. 98 to make it safe for all modes of transportation: vehicles, cyclists, and pedestrians. The ROW is around 120' wide which provides room for a lot of creativity. Our concept includes: 12' wide multi-use trail on the waterfront side of the road, a 10' landscape aisle on each side of the road, 8' parallel parking on each side with a 3' doorswinging buffer, two 12' lanes of traffic, and a 10' wide planted median down the middle.



Existing Photo



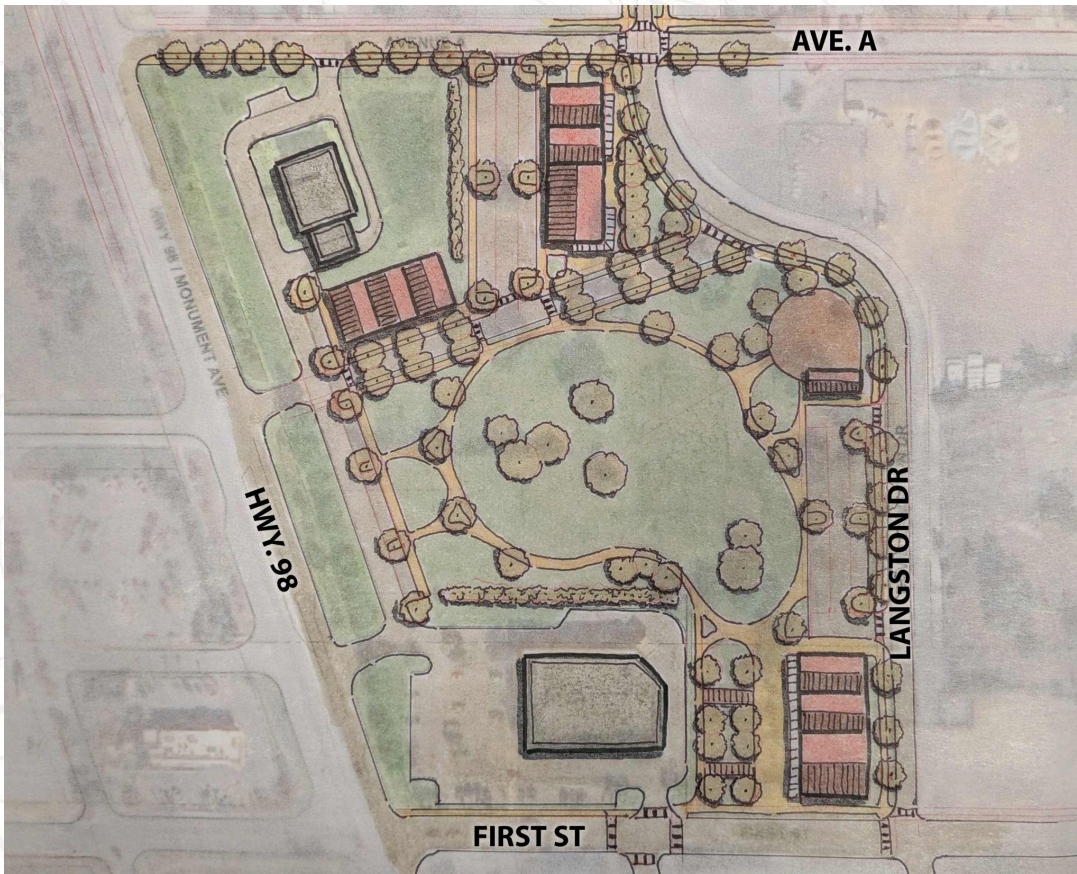
Proposed Street Section



Proposed Street Design and possible infill development on corner

3. Redevelopment of Apalachicola Northern RR Property

- The only way to draw people from Reid Street over to the MLK corridor would be through the property owned by the Apalachicola Northern RR.
- Possible Brownfield - Before anything can be done on this property, it must be tested to see if it's a brownfield. While this track of land may pose challenges for future buildings, it could be a prime opportunity to create a passive park with walking trails and gathering spaces.



Proposed Design Concept for Northern RR Property

Future Projects to Consider

1. Low Income Housing Tax Credit (LIHTC) Project

- Several community members and stakeholders wanted to make sure that the NPSJ CRA maintained their focus on affordable housing in the area. There are a few large parcels within the CRA area that would be a good fit for a LIHTC project, but it would require several acres of land and a partnership with an experienced developer.

2. Extension of multi-use trail

- The existing multi-use trail has been a huge success for PSJ. It currently runs through the south part of the town connecting residential and recreational areas. There is currently underutilized industrial land that could be repurposed in this trail expansion.