

Downtown Redevelopment Master Plan

Chipley, Florida

July 9, 2024



907 Orange Hill Road

Chipley, FL 32428

850-638-2590

Toll Free: 1-888-583-9724

www.fisherarnold.com

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I. Executive Summary

A. Purpose of the Redevelopment Master Plan

The City of Chipley established a Community Redevelopment Agency District for the purpose of obtaining and allocating tax revenue funds to achieve specific economic and livable community goals for the downtown and surrounding region. The purpose of this Redevelopment Master Plan is to provide creative solutions for and administrative recommendations for furthering these goals. The boundaries of the District are illustrated in Map 1 on the following page.

B. Planning Process

The Planning Team initiated the planning process by gathering data related to existing conditions in the District and conducting site visits. The collected data was organized as several exhibits, the CRA Boundary Map, Existing Land Use Map, and Existing Conditions Map. The maps provided the tools for the planning team to convey the observations resulting from the site visits. They were presented during an initial public meeting, where comments were received and recorded, providing the needed feedback for the planning team to develop master plan concepts.

The planning team returned to Chipley and presented two concepts for guiding development in the District, and received additional comments and recommendations for the elements to include in the final master plan. The master plan was then developed, building upon the information received during the public meetings.

C. Redevelopment Master Plan Recommendations

The recommendations of the Master Plan are focused on four primary goals: enhancing the identity of the District, improving mobility options throughout the District, enhancing access to the retail core, and developing ordinances to guide future development.

A hierarchy of crosswalks, gateway features, and consistent design elements form the basis for enhanced District identity, supported by the creation and implementation of design ordinances related to architecture, landscaping, and enhanced public views.

Transportation enhancements include the introduction of sidewalks and a greenway to ensure alternative transportation options are made available throughout the District. The implementation of VisionZero elements such as pedestrian refuges and traffic island bulb-outs, along with planting enhancements, would provide improved safety to pedestrians and enhanced identity.

Enhanced access to the District's core retail area include supplemental parking areas on City-owned vacant parcels, and the introduction of mini-parks and improved lighting would enhance the attractiveness of the retail core during evening hours.

New regulations, including design guidelines to preserve the historic character of the District are recommended for implementation of the Redevelopment Master Plan.



CRA Boundary



GRAPHIC SCALE



(IN FEET)
1 inch = 500 ft.

II. Existing Conditions

A. Brief History of Chipley

Originally named “Orange” and founded in 1882, the city of Chipley was renamed for William Dudley Chipley, the president of the Pensacola and Atlantic Railroad and state senator from 1895 to 1897, in recognition of his decision to locate a railway station and US Post Office in the city instead of in the next county. For years, the railroad was a significant economic force driving development of the city, supporting the timber and agricultural industries. The city’s growth led to its designation as the county seat in 1927.



Photo 1. Historic former City Hall building, one example of the distinctive historic architectural character in the vicinity of the railroad.

A significant number of the original buildings surrounding the railroad at the city’s core remain intact, lending a distinctive historical character to the area. Without the protection of an architectural design ordinance in effect, however, the historic architectural character could be lost to new development.

B. Inventory and Analysis

A visual analysis of the Redevelopment area and review of existing Ordinances and Land use Plans was conducted on various days between March 29, 2024 and April 11, 2024. This included the review of aerial imagery and on-site vehicular and pedestrian analyses. These were conducted by John Windson, P.E., Billy Wright, E.I. and David Baker of Fisher Arnold, Inc.

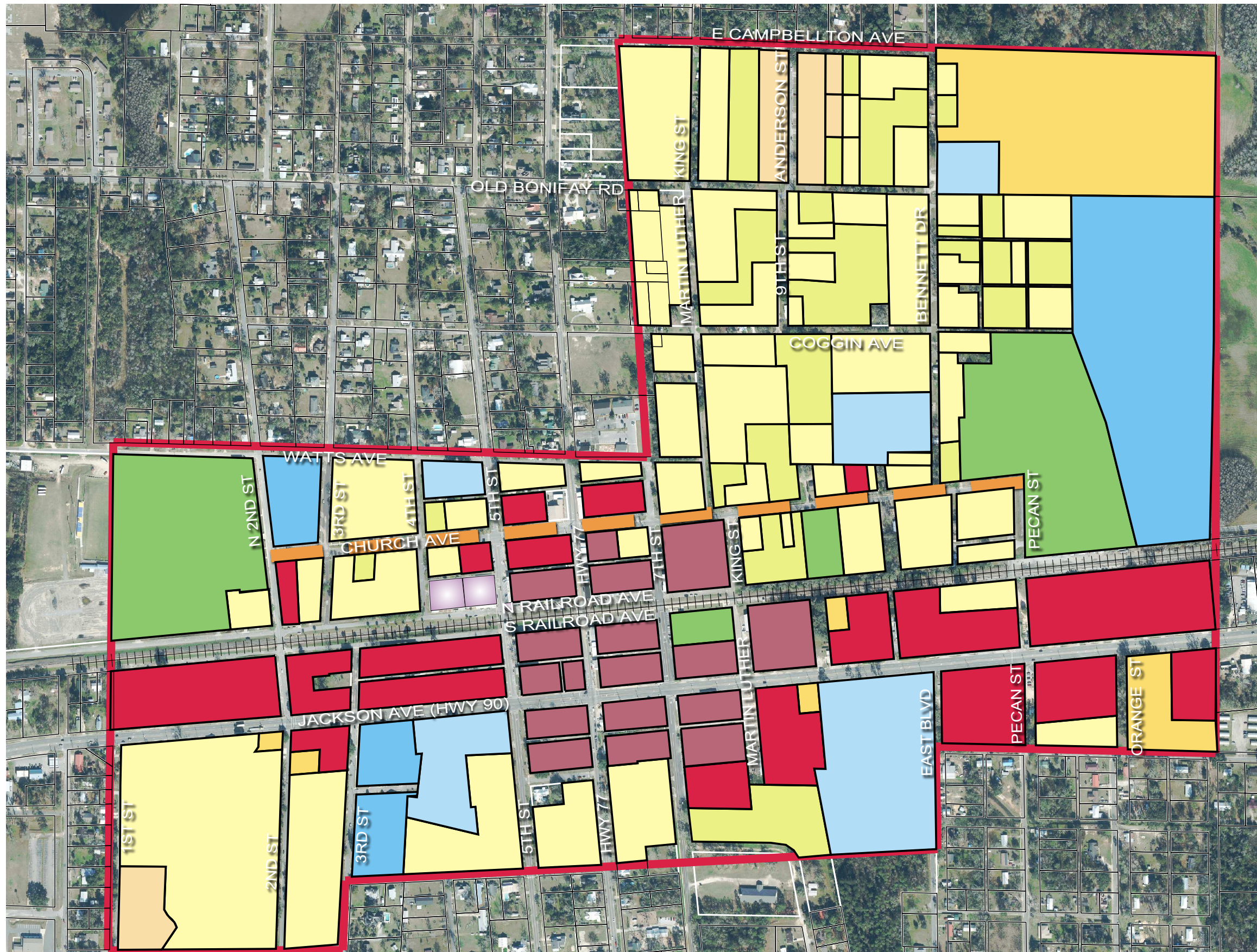
General visual observations are noted here and illustrated in the images provided in the Community Character section of this report.

- a. Large areas of parking spaces (public/private properties) are without parking islands
- b. In general, parking appears inadequate in the downtown area.
- c. Some areas lack definition of drive, landscape, parking and roadway. There is a lack of curb definition.
- d. Crosswalks and pavers are not provided at major intersections.
- e. Landscaped areas in front of buildings could be used for better pedestrian space – removing large shrubs and replacing with low ground covers.
- f. Gateways need to be developed at the main entrances to the Redevelopment Boundary
- g. Provide pocket parks and gathering spaces in the commercial core
- h. Identify elements that could be used to unify the District (stop signs, light poles, banners, etc.).
- i. Enhance the existing direct axis between Spanish Trail Playhouse and Roulhac Activity Center to emphasize the connection and provide sense of unity.
- j. There is very good historic architectural character in the area close to the railroad.
- k. Chain link fence should be replaced with decorative metal fencing.
- l. Northeast portion of the study area is designated as industrial use in the Future Land Use Map. This area may be better suited for Mixed-Use development.
- m. There is an opportunity for small-scale neighborhood retail (sandwich shop, coffee bar, patio restaurants) at the intersection of Old Bonifay Road and Bennett Drive.
- n. Areas and activities of interest include:
 - i. Spanish Trail Playhouse
 - ii. Falling Waters State Park
 - iii. Panhandle Watermelon Festival
 - iv. Washington County Historical Society Museum
 - v. The Blackburn Houe
 - vi. The Sullivan House Bed & Breakfast
 - vii. Main Street Market and Chipley Farmers Market

1. Existing Land Use

The Land Use Map on the following page illustrates the makeup of various uses ranging from residential, retail, open space, utilities, and governmental uses, and also serves as the City's Zoning Map.

The breakdown for acreages and related densities are based on allowances from the Zoning Ordinance. Single Family Residential in the District allows for a range from 0-3 dwelling units per acre. For this purpose, we utilized the maximum allowable density of 3 units per acre. For the Multi-Family Residential (Medium Density) uses, the allowable density ranges from 4-8 units per acre. Our calculations are based on 6 units per acre.



Existing Land Use

Legend		AREA	DU/FAR	TOTAL UNITS
	RESIDENTIAL SINGLE FAMILY	93.5 AC	3 DU/AC	280 UNITS
	RESIDENTIAL MULTI FAMILY	6.90 AC	6. DU/AC	41 UNITS
	HISTORIC RETAIL	17.76 AC	.9 FAR	696,263 S.F
	*RETAIL	40.28 AC	.3 FAR	526,379 S.F
	VACANT RESIDENTIAL	22.86 AC	3 DU/AC	68 UNITS
	*VACANT RETAIL	23.91 AC	.3 FAR	312,455 S.F.
	UTILITY	20.81 AC		
	RELIGIOUS	20.82 AC		
	GOVERNMENTAL	28.42 AC		
	RECREATIONAL/COS	13.24 AC		

MAXIMUM UNITS 389 UNITS
 MAXIMUM RETAIL S.F. 1,535,097 S.F
 * ORDINANCE ALLOWS ON A PER LOT BASIS. TYPICAL FAR FOR RETAIL IS .3 FAR












GRAPHIC SCALE



(IN FEET)
 1 inch = 500 ft.

Legend

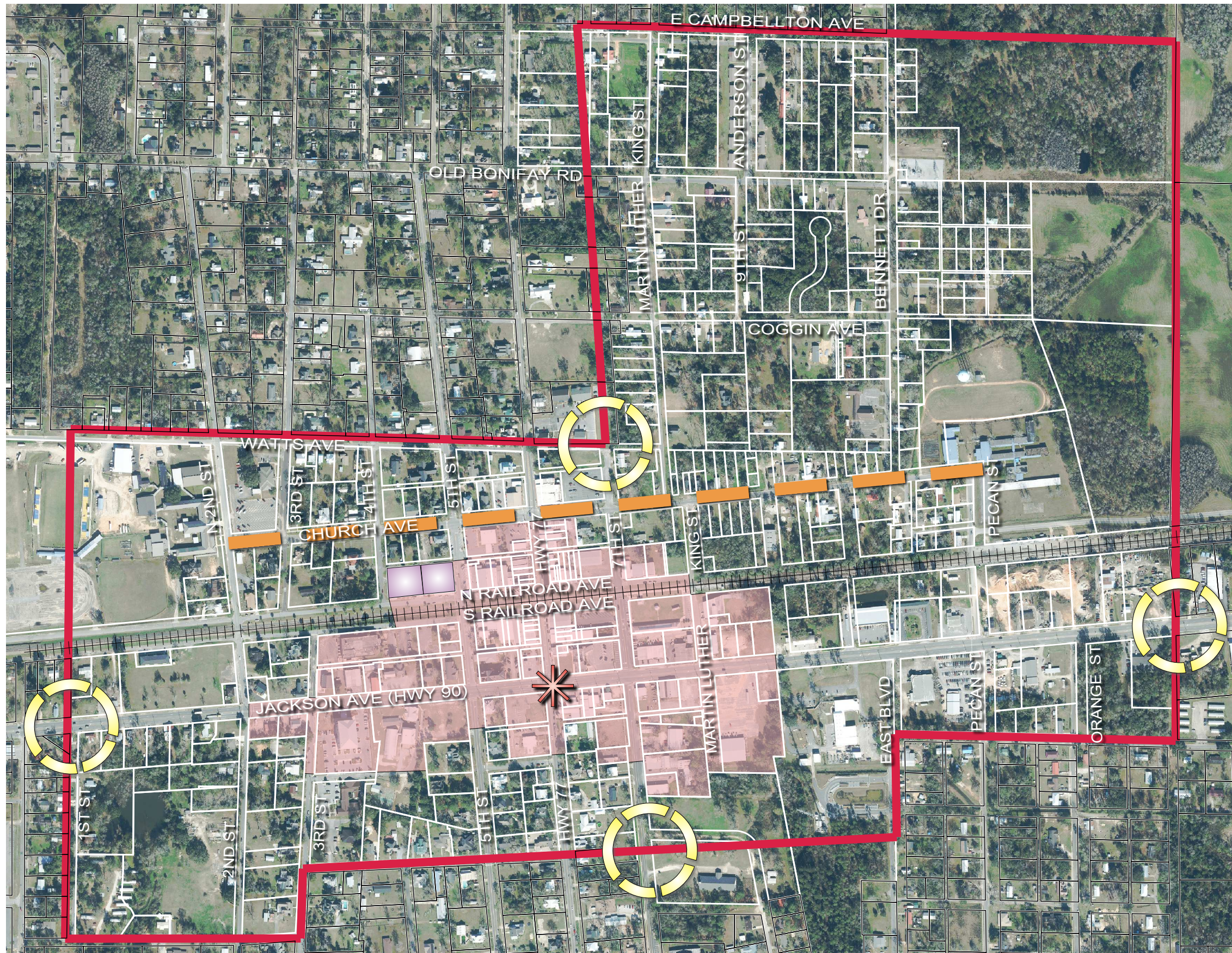
-  ACTIVITY CENTERS
-  GATEWAY
-  MAJOR INTERSECTION
-  DEPOT
-  AXIAL RELATIONSHIP BETWEEN ACTIVITIES
-  COMMERCIAL CORE
-  RAILROAD
-  DOWNTOWN REDEVELOPMENT BOUNDARY
-  CITY PARKING IMPROVEMENT PROJECTS

GENERAL OBSERVATIONS

- a. Large areas of parking spaces without parking islands
- b. In general parking seems to be inadequate in the downtown area especially during events
- c. Open Parking areas to street - no definition of drive, landscape, parking, road
- d. Areas where there isn't any curb definition
- e. Relocate Parking on to street to create a sidewalk connection 7th and Jackson
- f. Provide Cross Walks and Pavers at major intersections
- g. Landscape in front of buildings could be used for better pedestrian space
- h. Addition of island bump out at Hwy 77 and Church Ave
- i. Provide Gateway Signage to designate downtown district
- j. Provide Landscape islands in parking lots
- k. Provide Pocket parks, gathering spaces in the commercial core
- l. Identify and provide unifying elements - stop sign pole, light pole, pavers, benches, trash receptacles
- m. There is a definite axis between the Roulhac Activity Center and the Spanish Trail Playhouse.
- n. There is Architectural Character in the area by the railroad.
- o. Northeast portion of study area is designed as industrial in the Future Land Use Maps, maybe better suited for Mixed Use
- p. Look at replacing chain link fencing with decorative metal

ORDINANCE REVIEW

- a. Develop Landscape Ordinance
- b. Develop Sign Ordinance
- c. Establish Buffer Plates between uses
- d. Develop a Vertical Mixed Use retail, office below residential Ordinance
- e. Provide a Mix of Housing types
- f. Dilapidated property ordinance



AREAS OF INTEREST

- a. Spanish Trail Playhouse
- b. Falling Waters State Park
- c. Panhandle Watermelon Festival
- d. Washington County Historical Museum
- e. The Blackburn House
- f. The Sullivan House

RESTAURANTS

- a. BJ's Burgers and More
- b. Colonial Restaurant
- c. The Ugly Mug Coffee
- d. Box Car Coffee
- e. The Boar
- f. Deli Sliced Deli
- g. Our Dessert Island
- h. Sister's Sweet Eats & More

CHURCHES

- a. New Life Fellowship
- b. First United Methodist
- c. First Presbyterian Church



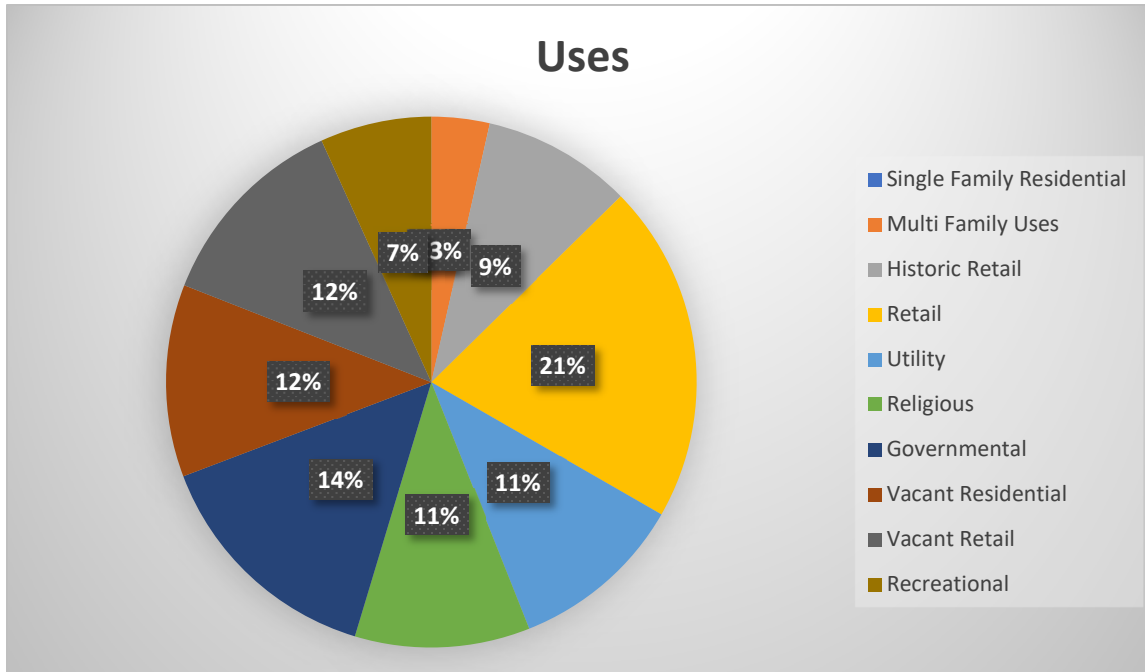
GRAPHIC SCALE



(IN FEET)
1 inch = 500 ft.

Existing Conditions

The retail uses in the District are based on a standard ratio of .3 FAR for retail uses. The Zoning Ordinance allows for the Corridor District to base the floor are ratio or building coverage on a case-by-case basis as determined by the use, need, etc. A summary of the Land Use Distribution is provided in the following charts.



Usable Land Area

Residential Uses

a. Single Family Residential	93.5 ac	3 du/ac	280 units
b. Residential Multi Family	6.9 ac	6 du/ac	41 units
c. Vacant Residential	22.8 ac	3 du/ac	68 units
Subtotal	123.20 ac	Maximum density	389 units

Non-Residential Uses

d. Historic Retail	17.7 ac	.9 FAR	696,263 sf
e. Retail	40.2 ac	.3 FAR	526,379 sf
f. Vacant Retail	23.9 ac	.3 FAR	312,455 sf
g. Utility Uses	20.8 ac		
h. Religious Uses	20.8 ac		
i. Governmental Uses	28.4 ac		
j. Recreational/COS	13.2 ac		
	165.00 ac	Maximum Retail	1,535,097 sf

Public / Right-of-Way	70.6 ac
Total Acreage in District	358.80 ac

Residential land use occupies 43% of the 288.2 acres of usable land available in the District. Residential uses are composed primarily of single-family residential dwellings, representing 94% of the land either currently utilized as housing or vacant land zoned for future housing. The maximum potential build-out for residential uses is 389 units. Using the current number of 3.4 persons per family in Chipley as of the latest available census data (2022 American Community Survey 5-Year Estimate), the potential population in the District would reach 1,323 persons.

Currently, only a limited amount of land is available for multi-family uses. Increased housing density would be possible if more land areas were zoned for these uses. A small portion of land is designated as High Density Residential, allowing all types of residential development, and loft apartments are allowed on the second floor of buildings in the Historic Commercial District. Additional multi-family use areas could be provided to serve as a transitional buffer between High Density Residential and less intensive uses and to encourage a mixed-use, walkable community.

The remaining land use within the District is characterized by commercial uses along the major roadways and a mix of commercial and residential uses along Railroad Avenue and in the historic core of the District. Commercial, public, semi-public, and educational land uses are located along Jackson Avenue, with several properties bordered by residential uses. Industrial land use is limited to the northeast portion of the District, bordered by residential and public land uses.

A relatively small amount of land is utilized for recreational use. A major component of success for CRAs is municipal investment in recreational uses to improve aesthetics and provide a more pedestrian-focused environment. The existing vacant and under-utilized land areas in the District represent excellent opportunities to introduce new recreational facilities.

2. Community Character

The Community Redevelopment Agency District's character ranges from a densely developed urban core to more suburban residential areas. Historic charm is the predominant character in the central retail area near the railroad tracks, as well as in some of the residential areas. The following images provide a discussion of the observed community character.



Photo 2. The Community Redevelopment Agency District's east gateway, on Jackson Avenue (US Highway 90), lacks definition or identity. The west gateway area is similar in character.

Photo 3.
Much of the Jackson Avenue corridor is devoid of pedestrian-scale features including trees and lighting.



Photo 4.
Large parking area, exhibiting lack of planted parking islands or clear definition of edge of roadway / drive curb cuts contributes to the lack of a sense of identity in many areas.

Photo 5.
Tall shrubs interfere with visibility and parking access for local businesses, and should be replaced with lower-growing vegetation throughout the urban core.





Photo 6.
Chain link fencing at the Roulhac Center detracts from its appearance and should be replaced with ornamental fencing. An ordinance should be introduced to disallow chain link fencing visible from the public right-of-way.

Photo 7.
Washington County Historical Society Museum and Chipley Farmers Market, with historical marker for William Dudley Chipley in foreground.



Photo 8.
Former Chipley High School building, currently home to the Spanish Trail Playhouse community theater company, located at the west terminus of Church Avenue.

3. Architectural Character

The following images provide examples of historic architecture found in the District. Historic buildings have been re-created to serve new purposes, and new uses have been established in historic residential structures. The old City Hall building has been given new life as the home for the Washington County Chamber of Commerce and Tourist Development Council, as well as the Chipley Redevelopment Agency.



Photo 9.
Washington County Historical Society Museum and Chipley Farmers Market, housed in re-creation of depot building.

Photo 10.
Historic residential structure given new purpose.



Photo 11.
Old City Hall Building

The District's public spaces include historic elements that relate to the city's relationship to the railroad, and contribute significantly to the architectural heritage of the District's core area.



Photo 12.
Gazebo in the public park north of the Farmer's Market.

Photo 13.
Architectural features of the re-created depot structure, home of the Chipley Farmer's Market.



Alterations to historic buildings illustrate the need for design guidelines and other regulations to enhance or preserve the architectural character of the District's core retail zone. Brick material has been covered with various materials, including stucco, wood siding, and plywood. Canopies and new storefront elements are not historic in character, and the practice of painting over or otherwise covering the transom / clerestory elements also reduces or eliminates the historic character of the frontages.



Photo 14.
Example of non-historic modifications to historic building, including covering of brick with vinyl siding, boarding over clerestory windows, addition of metal awnings.

Photo 15.
Another example of inappropriate modifications to historic buildings, including boarding over clerestory windows, covering of brick with stucco or plywood, and addition of various awning materials.



Photo 16.
Inappropriate cladding of historic storefront, using unpainted boards.

4. Infrastructure Elements

Infrastructure elements include transportation systems, public utilities, drainage facilities, and support amenities for a community such as public parking areas, plazas, and parks. Due to its characteristic as framework for the city fabric, transportation systems will be discussed in more detail, in a separate section.

A roadway resurfacing project by the Florida Department of Transportation is underway along Jackson Avenue (Highway 90) and is estimated to be completed by late summer. Municipal improvement projects include water line repair at South Railroad Avenue and 5th Street and demolition of the remains of a burned-out building at the southeast corner of South Railroad Avenue and 5th Street. This newly vacant parcel could be utilized as a park or plaza, serving as an anchor along that corridor.



Photo 17.
The remnants of a former bank building at the southeast corner of South Railroad Avenue and 5th Street is scheduled for removal this year.

The City's Public Works Department indicated there are no Capital Improvement Projects in the District at this time and adequate infrastructure is available in the area to support current demands. Comments from the public meeting indicated that there is periodic flooding of the roadways near the intersection of Old Bonifay Road and Bennett Drive which should be addressed with future roadway improvements or drainage studies.

Current municipal projects include water line repair at South Railroad and 5th Streets, and the demolition of an existing structure at the southeast corner of South Railroad and 5th Streets. The resulting vacant lot at this site could be utilized as a park or plaza, providing a community anchor along that corridor.

The District does not currently provide formal bicycle routes. The available right-of-way width through the core retail area of the District is the most limiting factor for bicycle circulation along Main Street / State Route 77. Bicycle circulation could and should be provided along less congested streets in the District. Shared lanes, dedicated bicycle lanes, designated bicycle routes, and off-road shared use paths should be considerations for bicycle circulation through the District.

The images here provide examples of public infrastructure elements observed in the District.



Photo 18. Inadequate parking capacity, illustrated by vehicles routinely parking in unauthorized locations, identifies the need for additional parking in the retail core area.

Photo 19. Vacant property in the retail core has potential as future parking and / or a public park space.



Photo group 20. Ornamental design elements adopted in the urban core provide an enhanced sense of identity and should be incorporated into new design guidelines to lend consistency for traffic and wayfinding signage, benches, and light poles.

5 Transportation Systems

The existing roadways in the district consist of federal, state and local rights-of-way, with design standards associated with each jurisdictional responsibility. Capacity of the roadways is considered adequate, with no expansion projects identified for the near future. One roadway resurfacing project by the Florida Department of Transportation is currently underway along Jackson Avenue (US Highway 90), and is estimated to be completed by late summer of 2024.



Photo group 21.

Pedestrians are not provided continuous access routes throughout the District. In many of the residential areas outside the retail core, there are no sidewalks. It was also noted during the public meeting that walkways from the commercial core to areas along Jackson Avenue (Highway 90) did not exist. This represents a significant disconnect in the pedestrian circulation system. Additionally, there is no clear ADA compliant pedestrian crossing over the railroad.



Photo group 22. Much of the Jackson Avenue corridor is characterized by a sense of scale that relates more to vehicles than to pedestrians.

Much of the land use adjacent to Jackson Avenue consists of large parking areas that lack landscaped traffic islands. Frequently, there are no defined curb cuts or access drives, just large paved areas adjacent to the street. This lack of pedestrian scale, combined with a lack of defined crosswalks at intersections, makes this major vehicular corridor through the District especially hazardous to pedestrians.

Tripping hazards exist in locations where brick pavers and tactile detection tiles are integrated into the sidewalks. Lighting represents another hazard, being inadequate along pedestrian walkways. Improved lighting is needed as an enhancement to attract customers to the area after hours.

Photo 23.
Brick paver accents in public sidewalk pavement.



Although painted crosswalks are provided at most crossings where needed in the District, there is a definite lack of sidewalks and crossings through the residential areas, and limited crossing enhancements outside the retail core area.

Accessibility is a significant issue throughout the District. The railroad represents a significant impediment to pedestrian accessibility, with none of the crossings appearing to be in compliance with either the Americans with Disabilities Act (ADA) or the Public Right-of-Way Guidelines (PROWAG). In addition, the number and distribution of accessible parking spaces appears inadequate in the retail core area of the District. Where on-street parking is provided along a block length, at least one space must be accessible and connected to an accessible pedestrian route.



Photo 24.
Inadequate crosswalk definition at the intersection of Jackson Avenue (US Highway 90) and Main Street (SR 77) represents a safety hazard for pedestrians. Also, large parking areas without plantings contribute to the lack of identity in this area.



Photo 25.
Pedestrian crossings at the railroad are not accessible. Separation of the walkways from the vehicular crossing areas would be beneficial, allowing appropriate grades on the approaches and compliant crossings of the tracks.

Photo 26.
The number and location of accessible parking spaces is not adequate in the public parking areas of the District. The number, design, and distribution of accessible spaces must be in compliance with the Public Right-of-Way Guidelines (PROWAG).



Photo 27.
Pavements where tiles or bricks have been introduced represent tripping hazards to pedestrians when maintenance is lacking.

In general, parking appears inadequate in the downtown area. On-street parking spaces are limited by the narrow right-of-way and visitors park off the pavement along the railroad right-of-way to access the adjacent businesses.



Photo 28. Lack of parking in the retail core area.

Photo 29. Relatively narrow streets limit parking options.



Plantings areas impede access to businesses in the retail core and create blind spots at intersections. Further discussions regarding maintenance of the existing plantings or replacement with lower-growing plant materials will take place during the conceptual design phase of the project.



Photo group 30. The impact of plantings at the retail core.

The District does not currently provide formal bicycle routes. The available right-of-way width through the core retail area of the District is the most limiting factor for bicycle circulation along Main Street / State Route 77. Bicycle circulation could and should be provided along less congested streets in the District. Shared lanes, dedicated bicycle lanes, designated bicycle routes, and off-road shared use paths should be considerations for bicycle circulation through the District.

C. Planning Context

1. Existing Zoning

The City of Chipley's Zoning Ordinance provides the regulatory framework for development. Its defined limitations, restrictions, and directives related to land use and building construction directly affect the community's appearance and livability.

Some modifications to the Zoning Ordinance could benefit the community by allowing mixed-use development (multiple types of use on one land parcel), shared parking between properties, reduced building setbacks, and other innovations to provide flexibility and promote development. The current Ordinance does not provide these options and so limits opportunities for mixed-use development or more intensive development density.

The Ordinance also does not provide protection of its historic character. There is no ordinance or other regulatory mechanism in place that requires preservation of the historic architectural features and there are no design guidelines in place to identify architectural features to incorporate into new buildings in the historic core retail or residential areas. Having such design requirements would promote continuity of the community's historic character. In addition, there is no landscape ordinance in place that requires enhancements adjacent to public spaces or requires the use of appropriate plant types.

2. Future Land Use

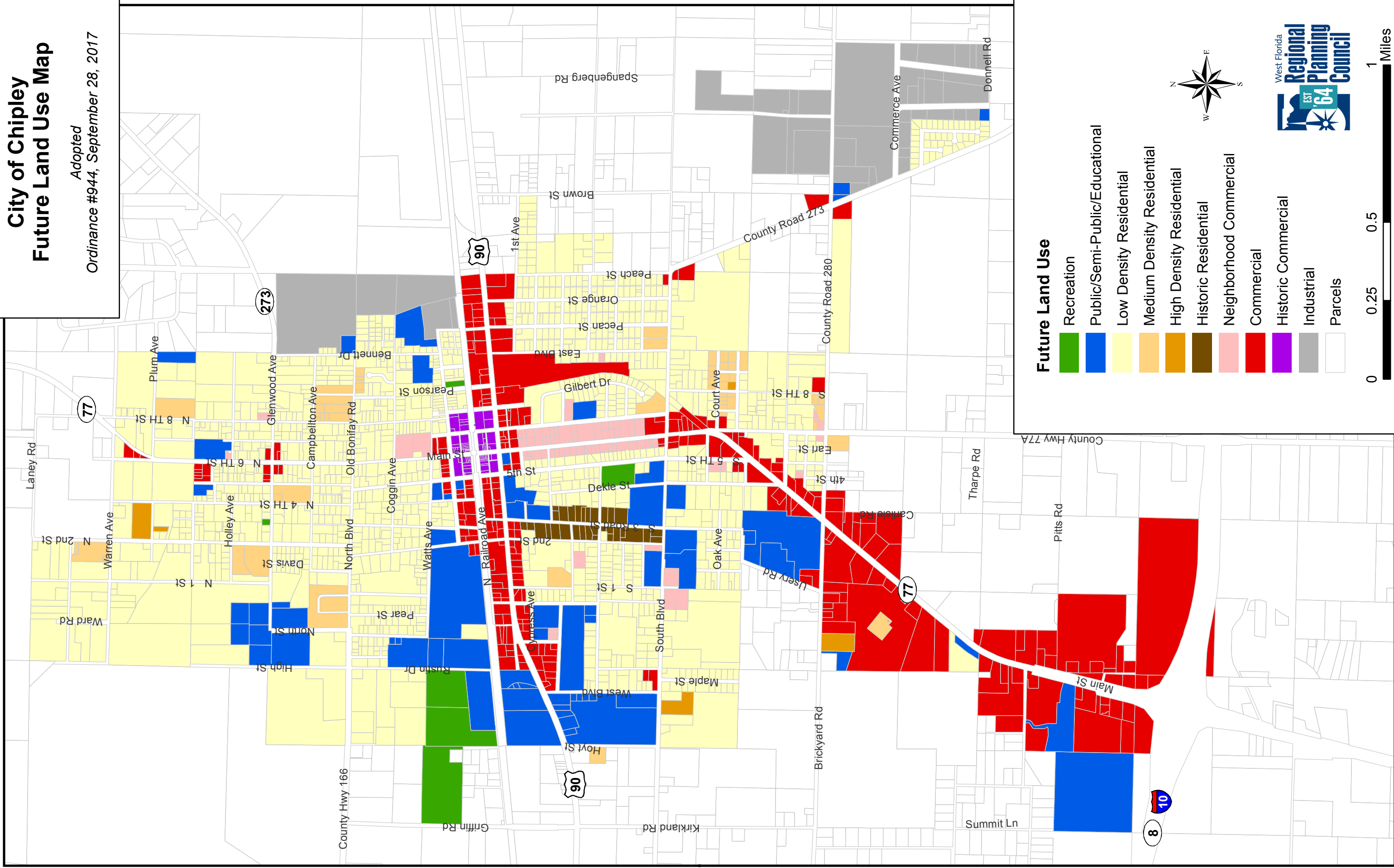
The most recently adopted Future Land Use Plan illustrates the desired land uses throughout the city. Those identified for the Community Redevelopment Agency District generally fit with the existing land uses. However, there is one notable exception. The industrial land use identified just to the east and northeast of the District will impact the identified Low Density

Residential uses at the eastern limit of the District. More intensive land uses should be permitted to provide a buffer between the industrial and low density residential uses. Higher density residential and mixed use development opportunities are options to be considered, especially at the closest significant intersection of Old Bonifay Road and Bennett Drive.

The map on the following page provides the Future Land Use Map for the City of Chipley.

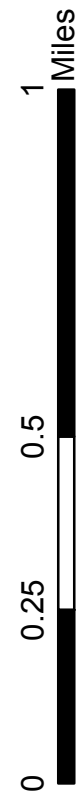
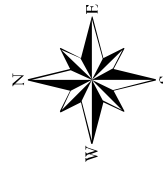
City of Chipley Future Land Use Map

Adopted
Ordinance #944, September 28, 2017



Future Land Use

- Recreation
- Public/Semi-Public/Educational
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Historic Residential
- Neighborhood Commercial
- Commercial
- Historic Commercial
- Industrial
- Parcels



III. Concept Development

A. Community Priorities

Comments from the general public were collected during an initial workshop, and are summarized here. The general consensus of the participants is that the Community Redevelopment Agency District lacks a unifying sense of community and organization. Businesses not located along the major thoroughfares are not easy to find, there are not enough public spaces to support community events, the District is not pedestrian-friendly, and lighting needs to be improved in order to make the District more inviting and welcoming to visitors. There is also a need for public restroom facilities.

The District's appearance was another observation, citing the need to emphasize the historic character of Chipley in general and the District in particular. Architectural design guidelines were suggested in some of the comments, indicating an interest in modifying the ordinance to preserve and enhance the appearance of architectural materials, signage, and landscaping in the District. Another suggestion was to provide background music in the core area to enhance visitor experience.

Several of the comments related to maintenance issues such as operation of the public clock, pavement repair, alley maintenance, and overgrown landscaping that blocks visibility and access to local businesses.

Other issues raised by meeting attendees related to transportation, including the lack of accessible routes, the need for enhanced walkability throughout the District, and the desirability of defined bikeways and a separate greenway system.

Some of the comments were broader in scope, including the need to provide all-encompassing improvements such as complete streets, the introduction of an Amtrak station, and establishing an incubator program for new businesses in the District. The need to address homelessness was also mentioned.

B. Development Trends

Several trends have been developing over the past two decades which greatly influence how public spaces are planned and designed. Greater emphasis is being placed on alternative methods of transportation (buses, rail transit, ride sharing, walking and biking) to reduce the volume of vehicular traffic on the roadways. Traffic calming is another approach, reducing roadway widths by making lanes narrower and introducing curbed "bump-outs" for pedestrian refuge at intersections, both of which tend to encourage reduced vehicular traffic speed.

Complete streets is a design concept that combines these two design approaches with the need to more comprehensively address public infrastructure elements such as drainage and utility system improvements. The most recent trend addresses the need to reduce or (preferably) eliminate pedestrian fatalities, known as Vision Zero. This approach draws upon all the aforementioned development trends, and provides direction for making roadways safer for all.

The following sections explore the opportunities to incorporate the concepts into the planning process.

1. Alternative Transportation

ChIPLEY's population, at less than 4,000 according to the latest Census data, is not large enough to support a public transit system, so adopting a wholly integrated complete streets protocol is not truly feasible, although the elements of complete streets should be considered. The primary alternative transportation options available in the District are essentially limited to walking, biking, and equestrian.

Other alternative transportation approaches include the introduction of shared use paths or greenways. Shared use paths provide access for various non-motorized uses such as pedestrians, bicyclists, skaters, and equestrians – hence, the shared use. These paths can be parallel to the vehicular ways, separated by narrow planted areas or widely separated but within the same right-of-way as vehicular traffic. Greenways are separated completely from roadways and vehicular traffic and are associated with natural areas such as drainage ways or parks.

2. Traffic Calming

Various methods to improve pedestrian safety include techniques for reducing vehicular traffic speed. Narrowing or reducing the number of driving lanes, extending elevated paved areas for pedestrians in “bump-outs” at intersections, and introducing curbed medians for tree plantings all influence the driver's perception of the roadway and encourage slower speeds. These traffic calming elements serve to improve the pedestrian experience by providing shorter crossings at intersections and shade trees for comfort, while improving the sense of place.

3. Complete Streets

Traffic calming is a key element of complete streets, and should be incorporated into future planning projects for the District, particularly in the core historic area. Improving the safety and mobility of pedestrians throughout the district is of paramount importance, so guidelines for incorporating these concepts into public street design should be developed and adopted. The design guidelines should address the various roadway types in the district, including low-density residential, medium-density residential, and mixed-use or urban.

In addition to addressing the needs of traffic calming and improved pedestrian facilities, complete streets also provide methods for improving drainage and utility infrastructure. Traffic medians and pedestrian bump-outs can incorporate rain gardens and other low-impact design features to detain storm water adjacent to roadways and reduce the impact of flooding, where needed. These aspects should be incorporated into the design guidelines for complete streets.

4. Vision Zero

Vision Zero is the most recent development trend in transportation design. It re-focuses the complete streets and traffic calming approaches to more directly address the need to reduce pedestrian fatalities to zero. Reducing pedestrian and bicyclist fatalities should be a priority in all future roadway projects.

C. Goals, Objectives and Key Issues

The recommendations proposed in this plan are focused on promoting the sense of place in the District, using several methodologies: enhanced appearance, improved mobility and wayfinding, expanded livability, and increased sense of safety and security.

In order to accomplish these goals, the plan recommends the introduction of design elements to impart an improved sense of unity throughout the District – reinforcing the sense of place. In addition, this plan proposes vehicular and pedestrian transportation improvements, and identifies necessary adjustments to the Zoning Ordinance to enhance the usability and livability of the District.

Goal 1. Provide enhanced identity

- A. Create gateway features, including pavers, entry features and extensive landscaping, at the limits of the District at US Highway 90 and SR 77.
- B. Create a hierarchy of crosswalks:
 - i. MAJOR at intersection of Highway 77 and Jackson Avenue / Church Street, to include paver crosswalks and colored / scored concrete in the intersection
 - ii. SECONDARY at intersections that cross the railroad and extend south of Jackson, to include pavers for crosswalks on all sides of the intersection
 - iii. MINOR at intersections that parallel Jackson Avenue and Highway 77, includes pavers for crosswalks
- C. Replace all stop signs, lights, and street signs with a uniform style. Include options such as banners, electrical outlets, and other amenities in their design, and reflect the character of the fixtures in the historical downtown area in their selection.
- D. Enhance the axis between the Roulhac Activity Center and the Spanish Trail Playhouse.

Goal 2. Provide improved mobility options (traffic calming, greenways, bikeways, complete pedestrian system)

- A. Improve accessibility throughout the District, including the provision of accessible parking spaces dispersed throughout the District, in compliance with the Public Right-of-Way Guidelines (PROWAG).
- B. Introduce a greenway along existing drainage ways and other natural features to provide safer pedestrian and bicycle transportation options.
- C. Extend the sidewalk on the north side of Church Street (Piggly Wiggly) eastward from SR 77 to 7th Street and create a landscape between parking and sidewalk.
- D. Require any new or redevelopment to provide public sidewalks and landscape areas to provide definition between street, sidewalk and parking.
- E. Construct sidewalks on at least one side of the street in the residential blocks north of Church Avenue.

Goal 3. Enhance access to and use of public areas in the retail core

- A. Introduce public use areas and facilities in the retail core, including parking, public restrooms, and plazas.
- B. Introduce the elements of complete streets along 5th Street.
- C. Provide the level of illumination for pedestrians and public use areas as recommended by the Illuminating Engineering Society (IES) throughout the District.
- D. Remove and replace landscaping in front of the businesses along Main Street / SR 77 with lower-growing shrubs and ground covers.
- E. Add parallel parking on the west side of Martin Luther King Street and a bicycle lane on the east side.

Goal 4. Introduce new ordinances as needed to support the identified District goals

1. Create architectural design guidelines for future development to enhance the historic architectural features.
2. Develop and adopt a landscape ordinance that requires any new or redevelopment projects to provide sidewalks and landscaped areas to enhance the definition of street, sidewalk and parking zones and to improve visibility and access in the urban core.
3. Develop and adopt a sign ordinance.
4. Develop and adopt an ordinance to create a greenway system.
5. Introduce an ordinance that restricts the use of chain link fence and encourages the use of decorative metal fencing where visible from the public rights-of-way.
6. Develop new zoning district regulations to allow a mix of residential and commercial uses, including a vertical mixed-use ordinance to allow retail uses on the ground level and residential and other uses on upper levels.
7. Provide a greater variety of housing types.
8. Adjust the Future Land Use Map to allow mixed-use development in the District areas north and east of the intersection of Old Bonifay Road and Bennett Drive

C. Land Use Focus

The City of Chipley is experiencing growth and is expected to continue growing over the next several years. Redevelopment activity is occurring in the historic retail core of the District. Some of this redevelopment includes a wine tasting bar, coffee/sandwich shops, and miscellaneous retail shopping. Increased activities such as weekly concerts, food festivals, and farmers markets will only expand the District’s customer base.

Long-range plans include an Amtrak stop, representing a great opportunity to introduce retail activities associated with this mode of transportation. New boutique hotels, overnight parking areas, and additional restaurants to serve the Amtrak stop would provide a positive economic impact to the District.

An industrial area is planned just north and northeast of the study area. This area is predominantly low-density residential land use. A small retail node could be introduced at the intersection of Old Bonifay Road and Bennett Drive, adjacent to the industrial development area, to provide dining options for employees of the industrial area during working hours and an evening activity center for the surrounding residents.

Other improvements related to land use include the development of additional public spaces to accommodate events and to improve livability. The acquisition of parcels in key locations, especially in the retail core, and developing them as public park spaces, are essential for enhancing access to the retail core and for improving the experience of visitors.

D. Transportation Focus

Improving the transportation system to reduce pedestrian fatalities, adding parking (including accessible spaces) in the retail core to support improved access, creating an interconnected pedestrian system, and offering alternative methods of transportation are priorities of the developed concepts.

Providing a hierarchy of intersection treatments will lend continuity for the District streets while improving its identity. Lending increased visual emphasis at larger intersections that carry more traffic will also support the concept of Vision Zero by providing special pavement treatments and introducing other traffic calming measures to enhance pedestrian safety.

Introducing the requirement for sidewalks on at least one side of every residential street will provide an alternative transportation system throughout the District that connects with the rest of the city fabric. A greenway that follows existing natural drainage ways would provide a completely separated means of travel for cyclists, skaters, pedestrians, and other non-motorized traffic, also enhancing their safety.

The use of traffic signs, traffic signal poles, and light poles that reflect the character of the existing fixtures in the retail core will lend visual continuity to transportation design elements and should be formally required on future transportation projects in the District.

Complete streets should be considered where feasible in the District. The concept of complete streets provides maximum use in the right-of-way corridor, providing bicycle lanes, pedestrian ways, and vehicular traffic, in addition to low-impact storm water improvements such as rain gardens. Vehicular traffic is often reduced to one lane in each direction, with a turn lane and parking provided, where adequate right-of-way is available. Fifth Street is a good candidate for consideration as a Complete Street, having what appears to be adequate dimension and connection as a major bikeway.

Legend

- MAJOR STREET TREE
- MINOR STREET TREE
- ACCENT TREE
- SPECIAL PAVEMENT
- SPECIAL PAVEMENT CROSSWALK
- RAILROAD
- DOWNTOWN REDEVELOPMENT BOUNDARY

GRAPHIC SCALE
(IN FEET)
1 inch = 500 ft.

PLAN RECOMMENDATIONS

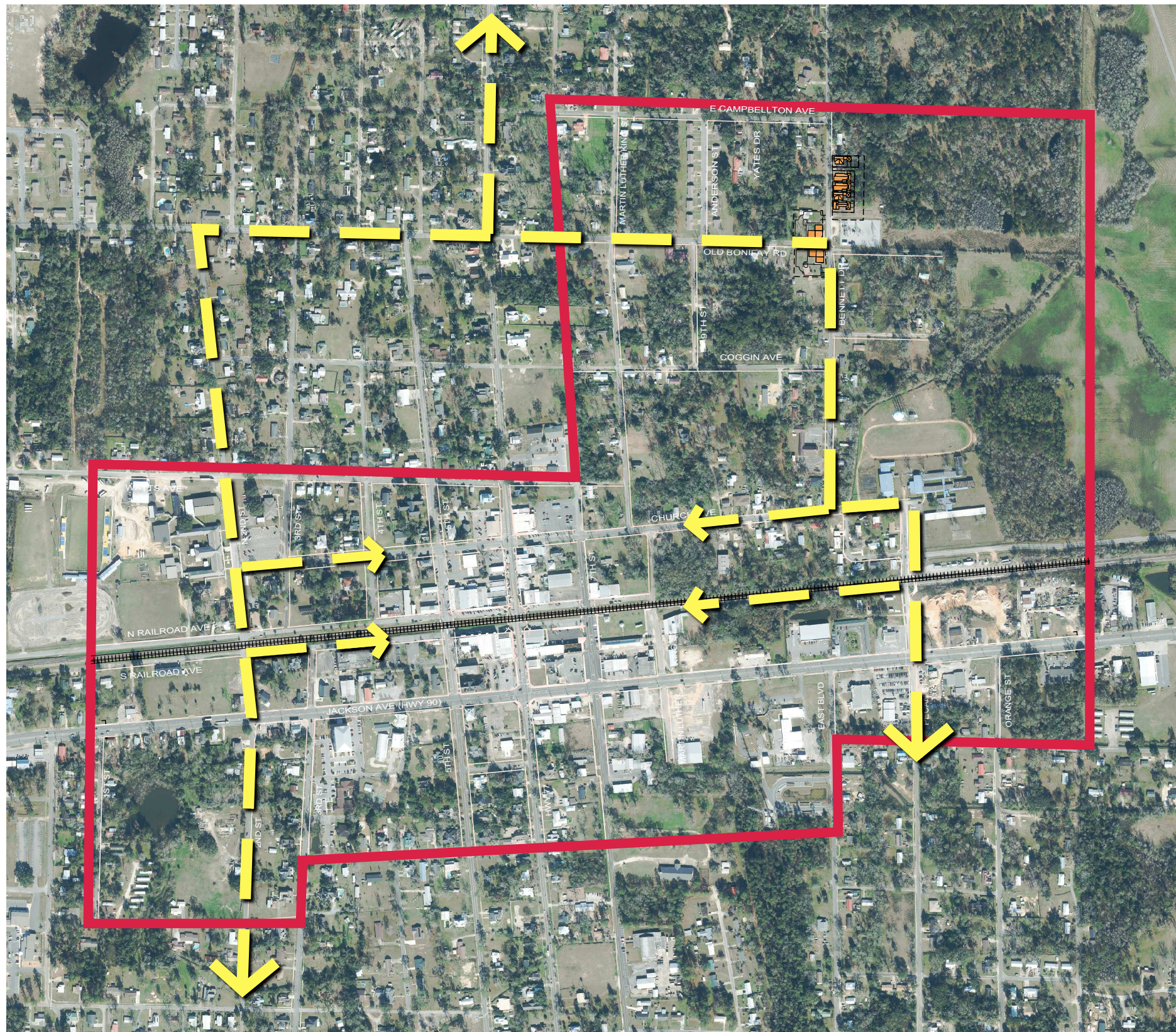
- A** Create a hierarchy of crosswalks:
 - i. **MAJOR** at intersection of Highway 77 and Jackson/Church Street includes paver crosswalks and colored/scored concrete in intersection
 - ii. **SECONDARY** at intersections that cross railroad and extend south of Jackson includes paver for crosswalks on all sides of intersection
 - iii. **MINOR** at intersections that parallel Jackson and Highway 77, includes pavers for crosswalks
- B** Create Gateway Features that include pavers, entry features and extensive landscaping.
- C** Remove and replace landscaping in front of the businesses along Main Street/Highway 77 with lower growing shrubs and ground covers.
- D** Extend the sidewalk on the north side of Church Street (Piggly Wiggly) eastward from Highway 77 to 7th Street and create a landscape between parking and sidewalk.
- E** Any new or redevelopment is to provide sidewalk and landscape areas to provide definition between street, sidewalk and parking.
- F** Provide the level of illumination for pedestrians and bikeways lighting as recommended by the Illuminating Engineering Society (IES) throughout the study area. Provide pocket parks and other public gathering spaces in the commercial core.
- G** Construct sidewalks on at least one side of the street in the residential blocks north of Church Avenue.
- H** Add parallel parking on the west side of Martin Luther King Avenue and a bicycle lane on the east side.
- I** Replace all stop sign, lights, and street signs with a uniform style. Include options such as banners, electrical outlets, and other amenities in their design, and reflect the character of the fixtures in the historical downtown area in their selection.
- J** There is a strong and definite axis between the Roulhac Activity Center and the Spanish Trail Playhouse.

ORDINANCE REVIEW

1. The Architectural Character in the historical areas in the vicinity of the railroad is significant. An ordinance should be considered to preserve and / or enhance the retention of this character.
2. The northeast portion of study area is designated for industrial uses in the Future Land Use Maps. However, this area's existing residential character may be better suited for Mixed Use development.
3. Chain link fencing is evident in many areas of the Study Area. Regulations should be introduced to restrict its use and to encourage the use of decorative metal fencing.
4. Require that all off-street areas utilized by vehicles shall be paved with a hard surface (no parking should be permitted on lawns or gravel areas).
5. Develop and implement a sign ordinance.



Conceptual Plan A



- PROJECT BOUNDARY
- BICYCLE ROUTE

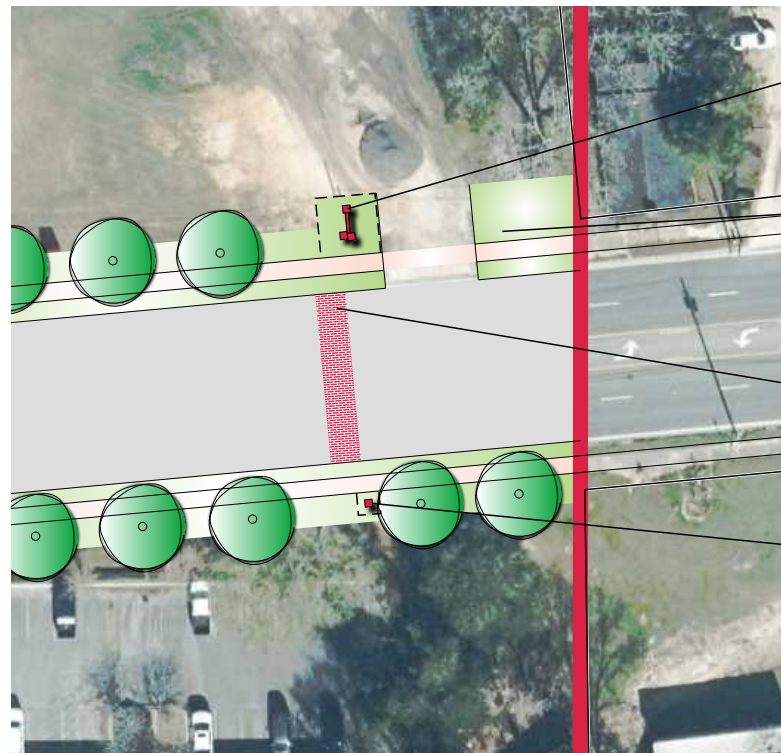


Conceptual Plan A Circulation Plan



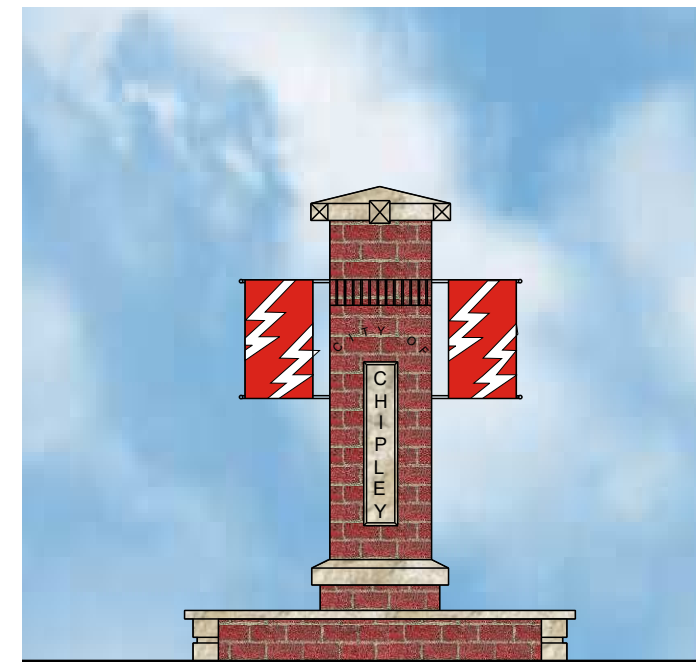
Western Gateway

- Provide Gateway feature in easement to announce arrival at City
- Increased Streetscape to include street trees, flowering trees and shrubs
- Add pavers or stamped concrete crosswalk to establish gateway
- Include secondary column announcement feature in easement to complete the gateway effect

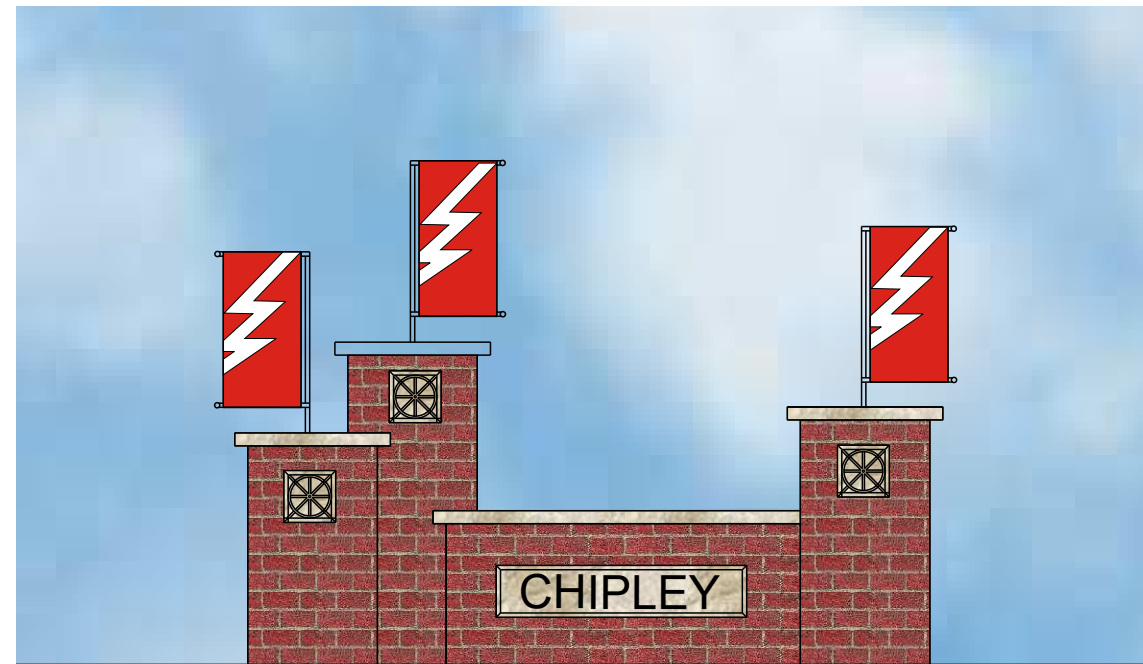


Eastern Gateway

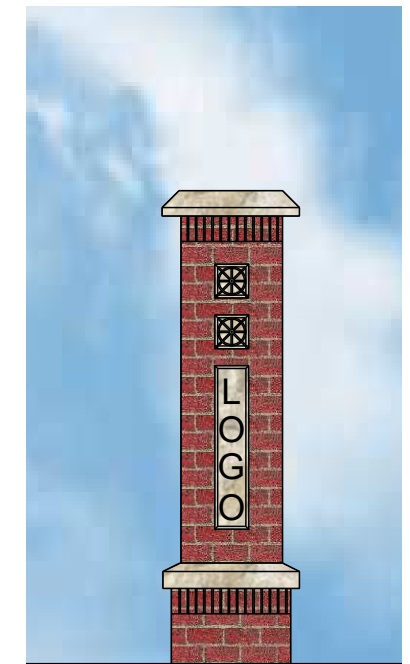
- Provide Gateway feature in easement to announce arrival at City
- Increased Streetscape to include street trees, flowering trees and shrubs
- Add pavers or stamped concrete crosswalk to establish gateway
- Include secondary column announcement feature in easement to complete the gateway effect



Conceptual Gateway Sign A

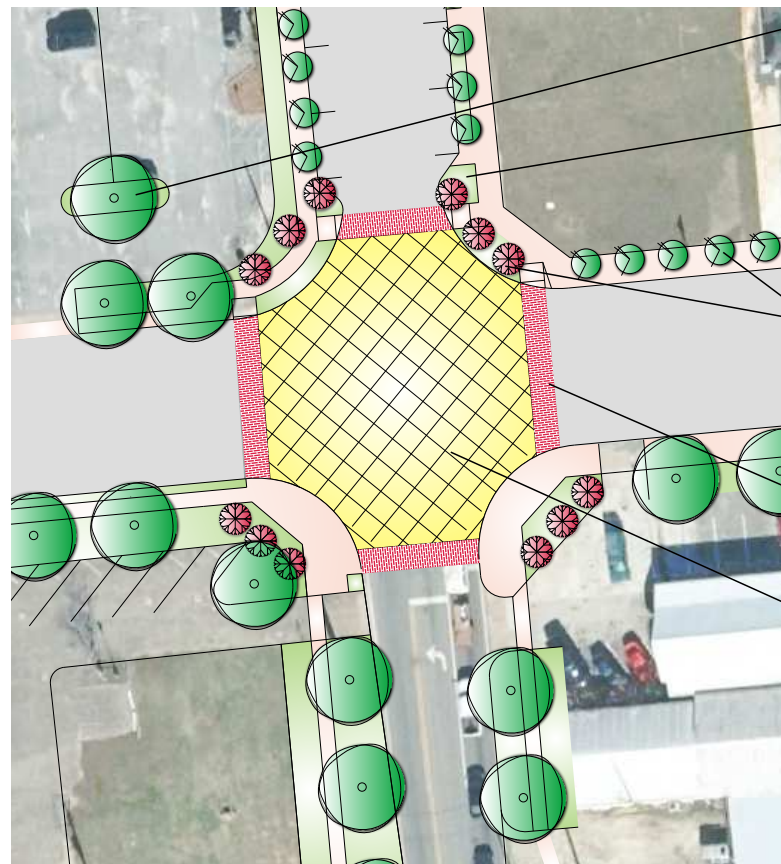


Conceptual Gateway Sign B



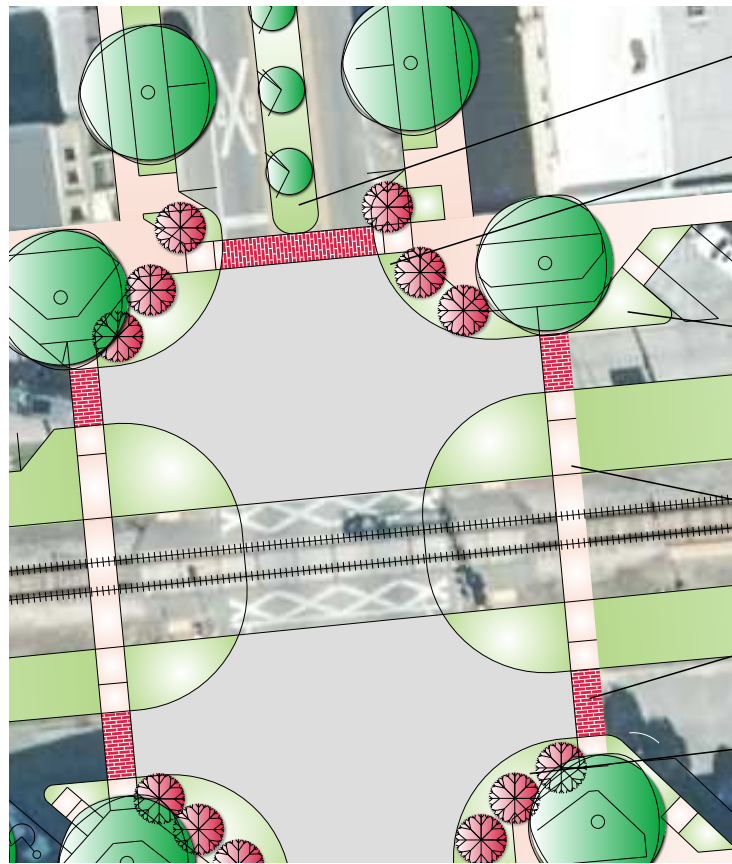
Conceptual Gateway Secondary Sign Column

Conceptual Plan A Gateway Improvements



- Create landscape islands within parking areas
- Create bump outs to shield vehicles and provide shorter road crossing for the pedestrian
- Increased Streetscape to include street trees, flowering trees and shrubs
- Define crosswalks with brick pavers or stamped concrete
- Provide colored concrete pattern within the intersection

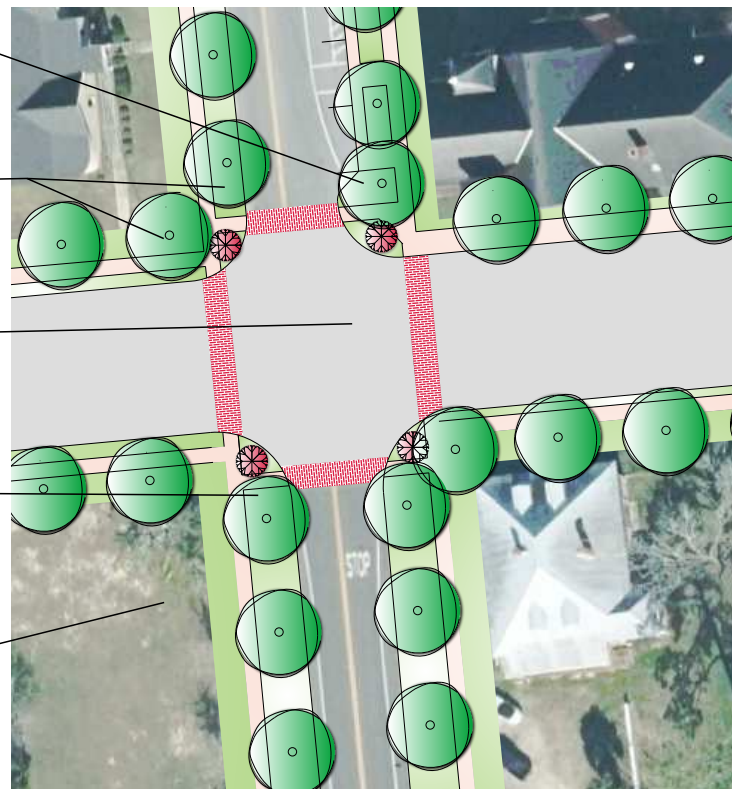
JACKSON (Hwy 90) and Hwy 77



- Create median islands for pedestrian refuge
- Create bump outs to shield vehicles and provide shorter road crossing for the pedestrian
- Increased Streetscape to include street trees, flowering trees and shrubs
- Create ADA /pedestrian crossing of railroad
- Define crosswalks with brick pavers or stamped concrete
- Replace large shrubs within sidewalk with low groundcover

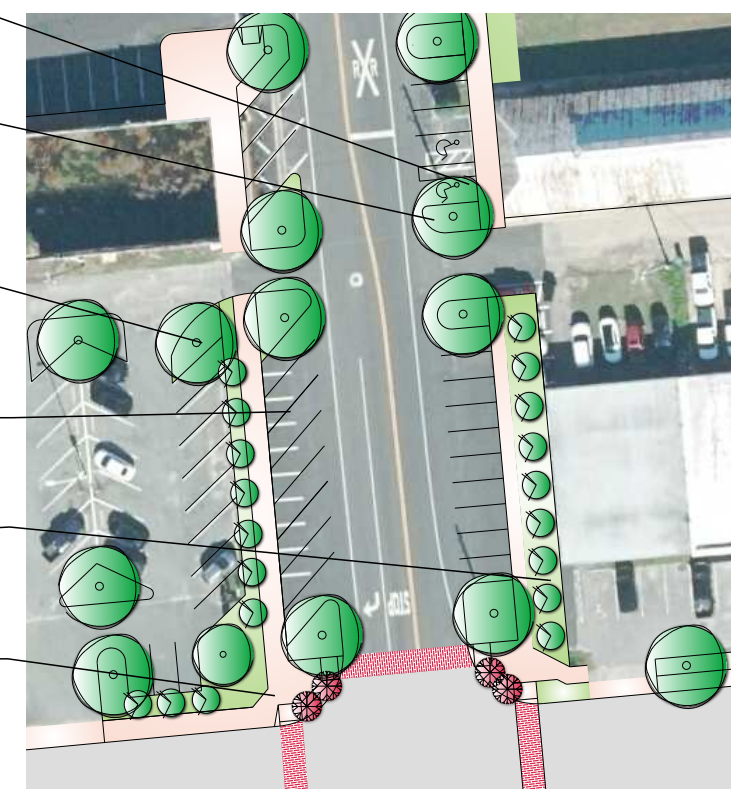
Hwy 77 and Railroad Streets

- Bulbout to protect on-street parallel parking, narrower crosswalk for pedestrians
- Increased Streetscape with understory street trees at overhead utilities and large scale canopy trees if no overhead utilities
- Center of intersection remains asphalt
- Increased Streetscape with understory street trees at overhead utilities
- Relocate parking to on street to create unified streetscape appearance



JACKSON secondary intersection treatment

- Provide ADA spaces for accessibility
- Add landscape islands to define street/alley intersections
- Increased Streetscape to include street trees, flowering trees and shrubs
- Relocate parking to on street to create unified streetscape appearance
- Create pedestrian plaza on east side of 7th Street - include benches, tree grates, light poles with banners
- Upgrade signal poles to decorative. Move overhead utilities underground to greatest possible extent.



JACKSON and 7th Street

Conceptual Plan A Intersection Improvements



JACKSON and 7th Street



JACKSON and HIGHWAY 77



Hanging baskets in historic city center



Customizable u-type bike rack



Historic acorn LED lighting with banners



JACKSON and 7th Street

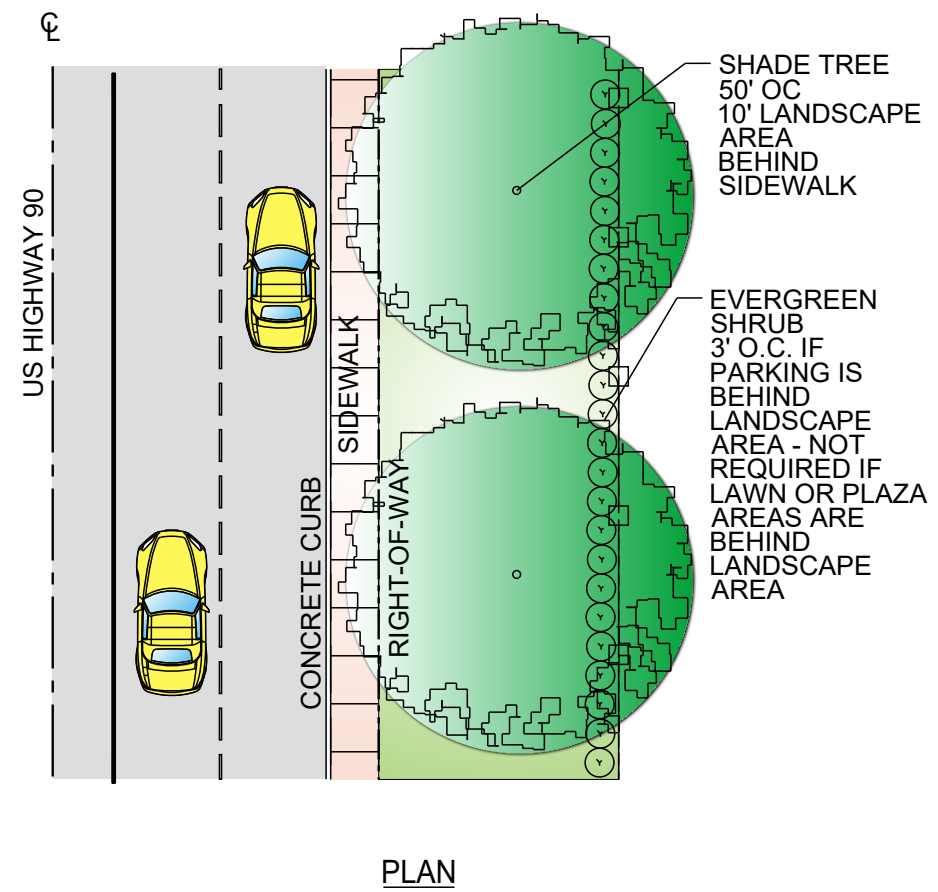
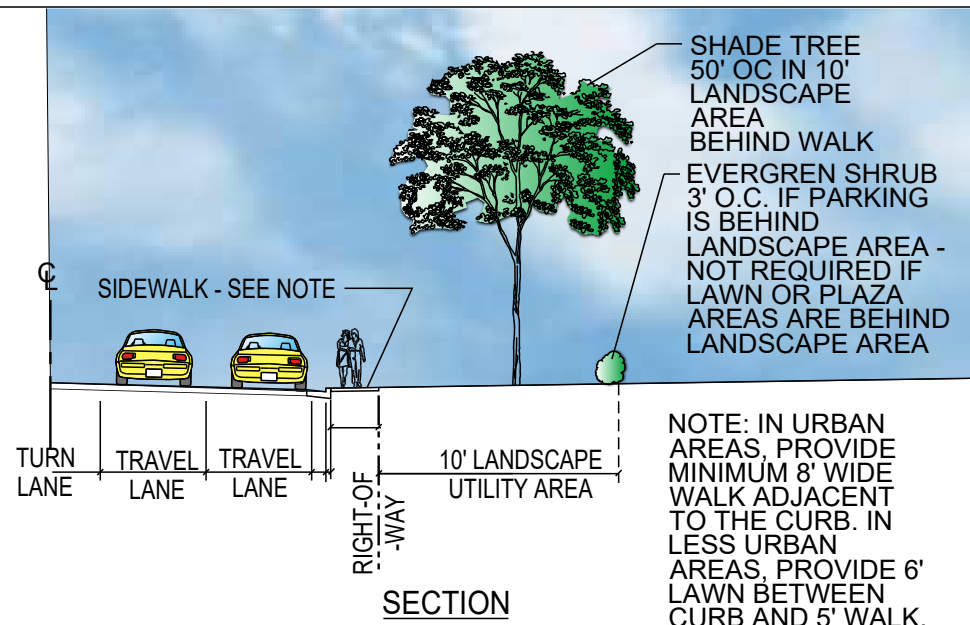
DESIGN ILLUSTRATIONS



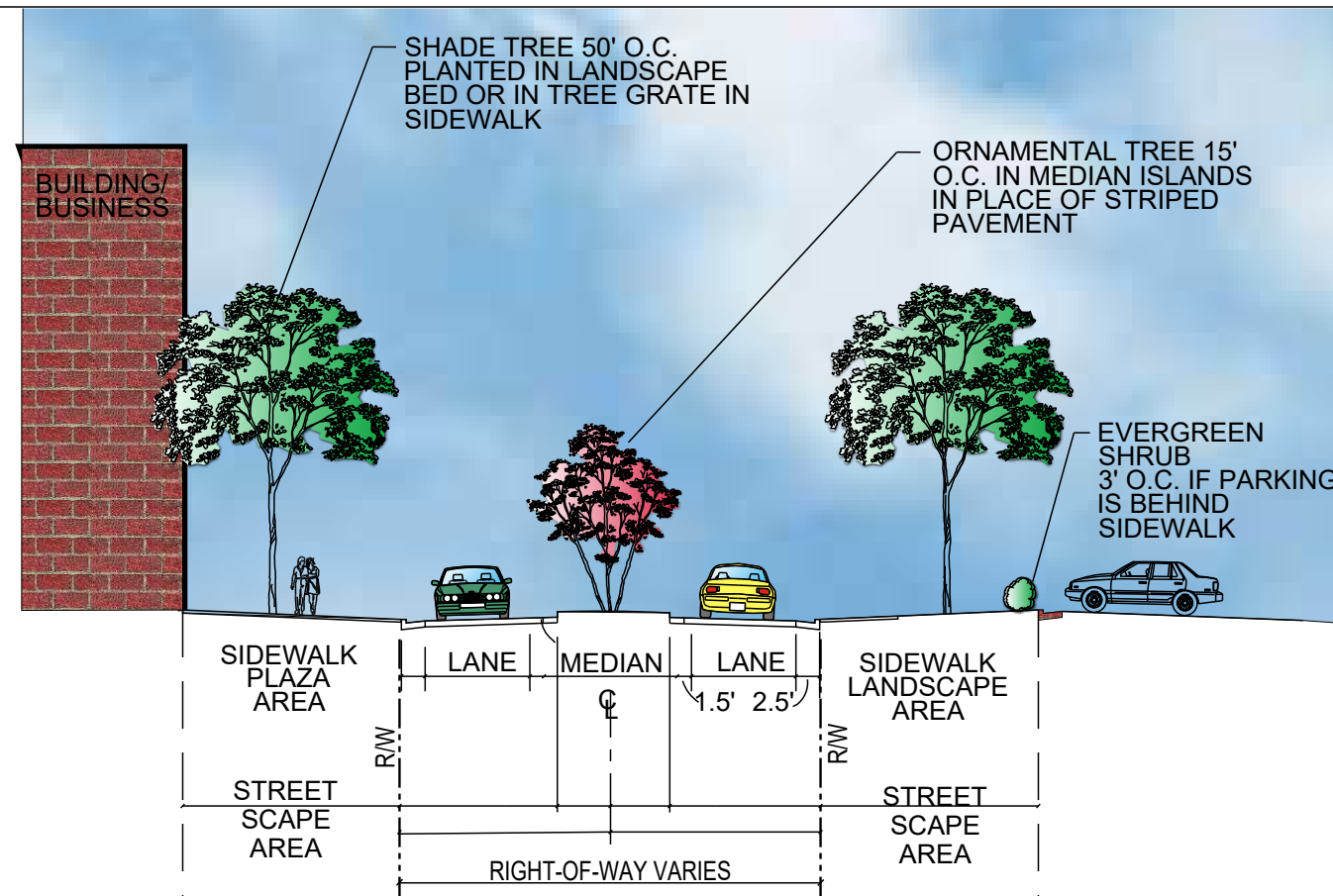
Durable powder-coated steel bench

DESIGN ELEMENTS

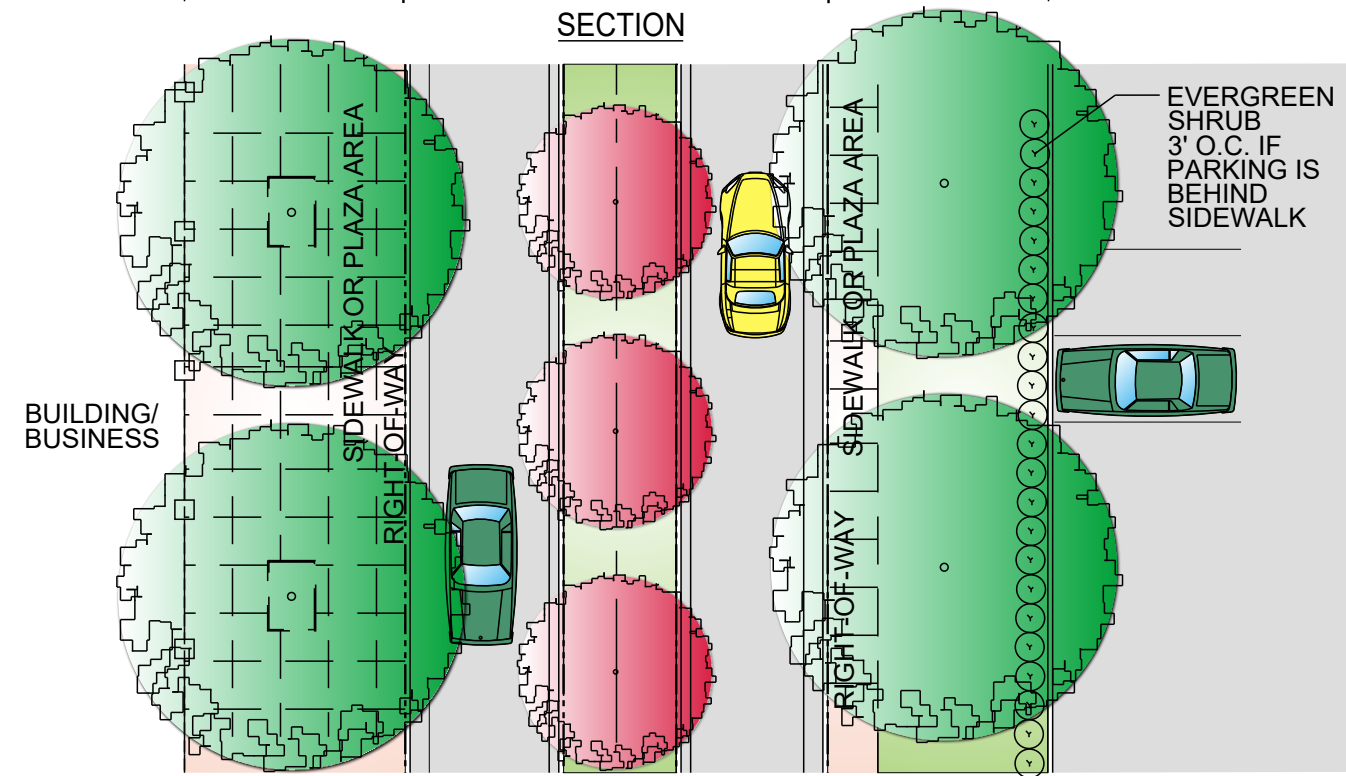
Conceptual Plan A Design Elements



Conceptual Plan A US Highway 90 Streetscape Plate

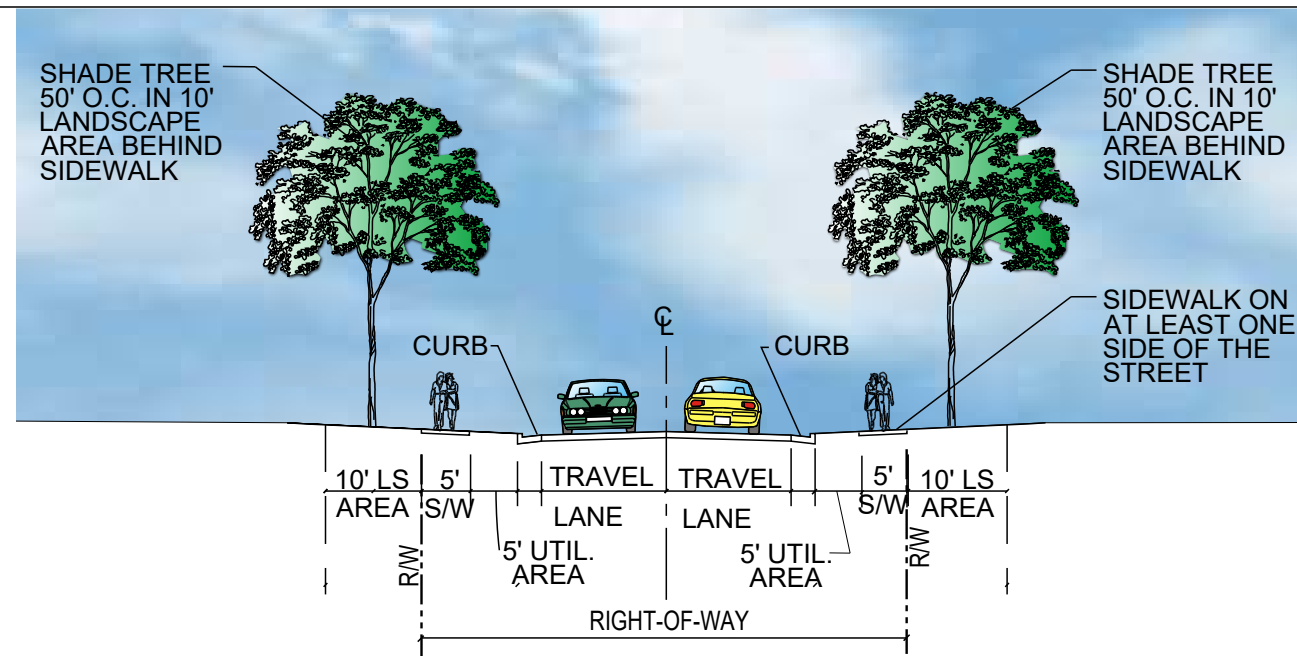


SECTION

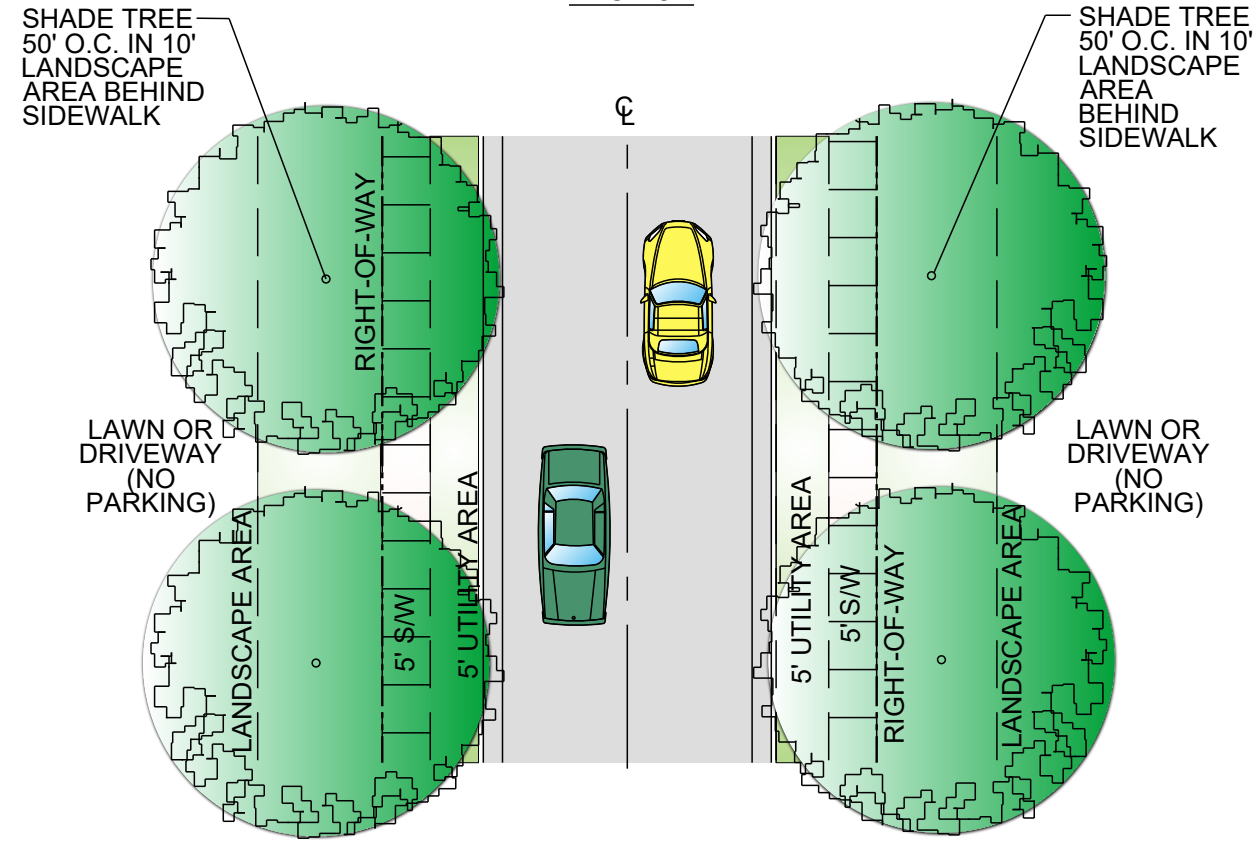


PLAN

Conceptual Plan A Highway 77 Streetscape Plate



SECTION












PLAN

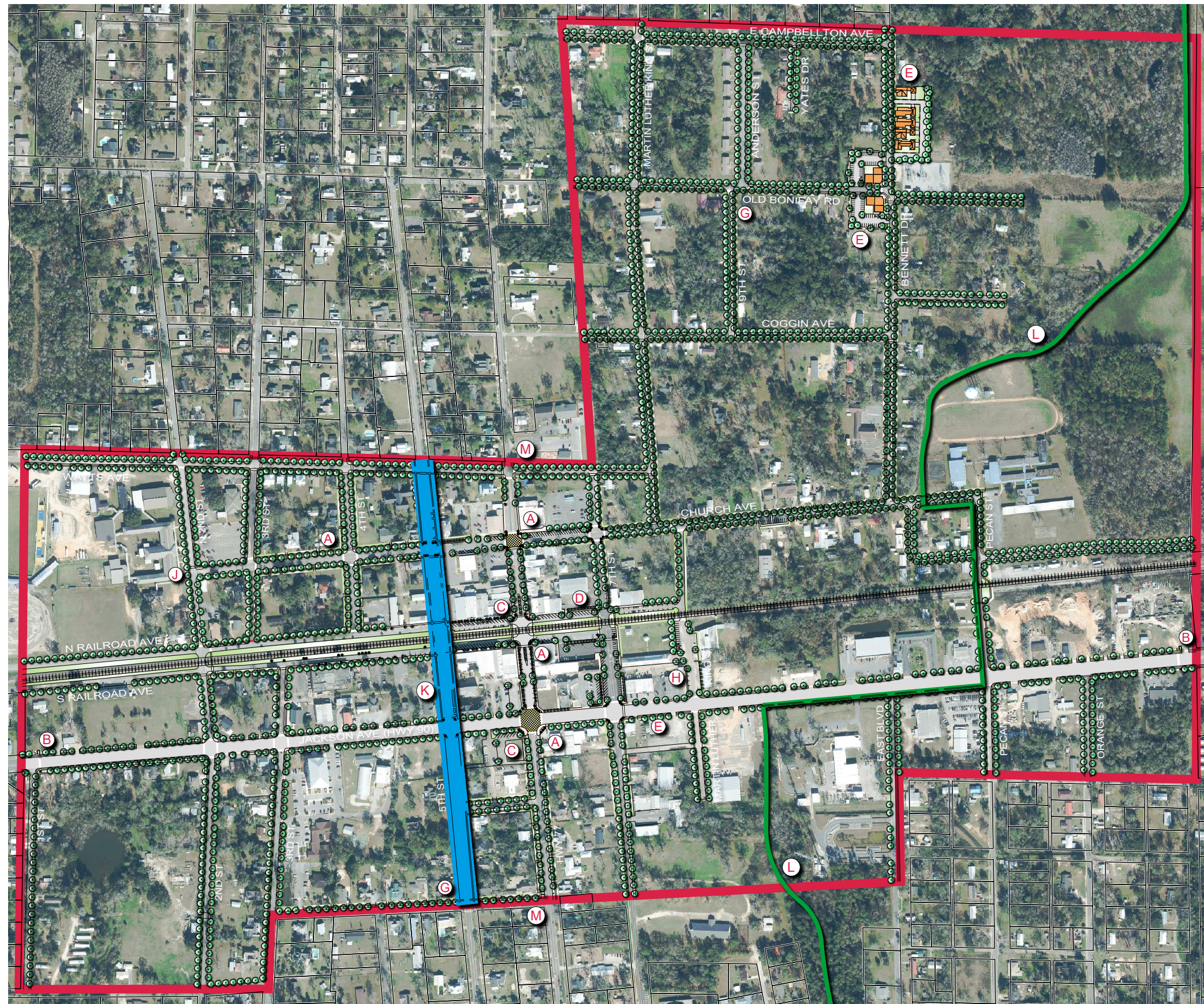
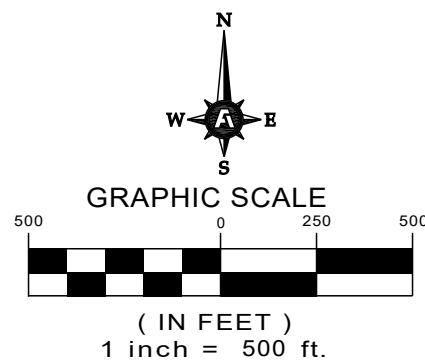
Conceptual Plan A 2-Lane Road Streetscape Plate

PLAN RECOMMENDATIONS

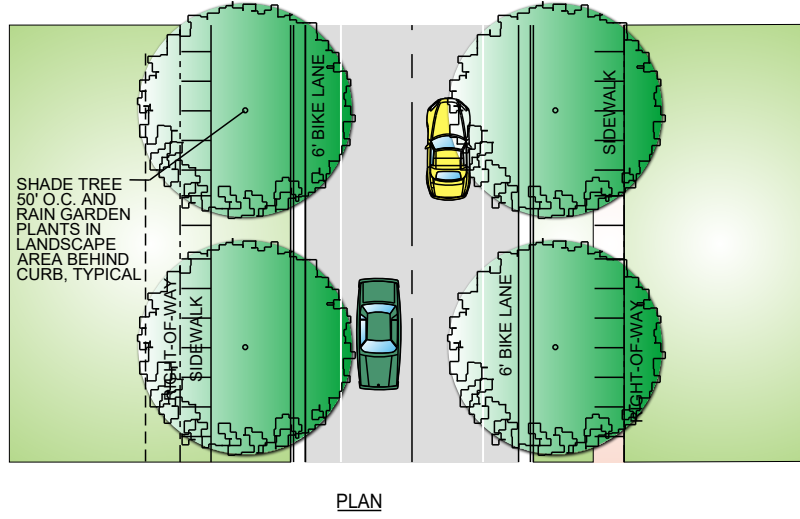
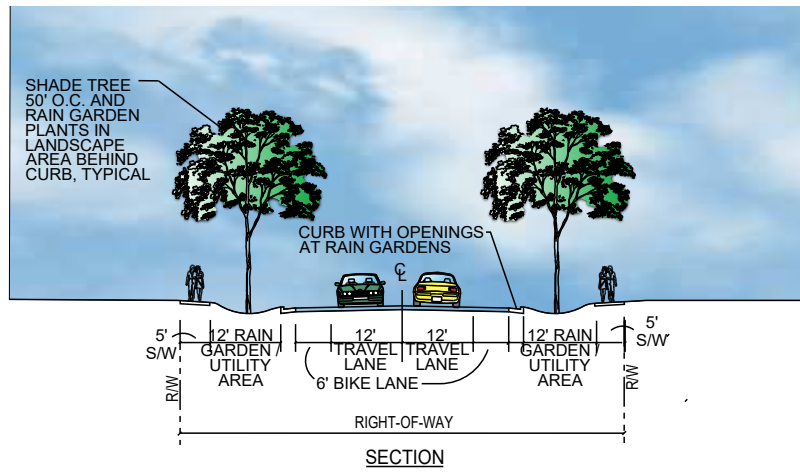
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- I.** Replace all stop sign, lights, and street signs with a uniform style. Include options such as banners, electrical outlets, and other amenities in their design, and reflect the character of the fixtures in the historical downtown area in their selection.
- J** There is a strong and definite axis between the Roulhac Activity Center and the Spanish Trail Playhouse.
- K** Introduce Complete Street along 5th Street.
- L** Introduce Greenway along existing drainage ways and other natural features.
- M** Repeat gateway features at Highway 77.

Legend

-  MAJOR STREET TREE
-  MINOR STREET TREE
-  ACCENT TREE
-  SPECIAL PAVEMENT
-  SPECIAL PAVEMENT CROSSWALK
-  RAILROAD
-  DOWNTOWN REDEVELOPMENT BOUNDARY
-  COMPLETE STREET
-  GREENWAY



Conceptual Plan B



COMPLETE STREET PLATE

Complete Street Illustration

IV. Master Redevelopment Plan

The goals, objectives and key issues identified during the concept development process are represented in the Redevelopment Master Plan, illustrated on the following pages. The recommendations are summarized here, organized according to the identified goals.

A. Enhanced Identity

1. Crosswalk Hierarchy

Crosswalk enhancements can be utilized to increase pedestrian safety, calm traffic, and visually demarcate critical intersections in the District. A hierarchy of crosswalk design elements would provide varying levels of identity and safety, depending on location.

Major intersections are characterized by major transportation routes, such as Highway 77 at Jackson Avenue and Highway 77 at Church Avenue. Recommended treatment in these locations includes concrete unit paver crosswalks with a central field of integrally colored high-strength concrete pavement and enhanced landscape plantings. The combination of concrete pavement at the center of the intersection, contrasting with the paved crosswalks, lends visual clarity and improved safety. Plantings such as understory flowering trees and low-growing shrubs and groundcovers would not only enhance the intersection, but the introduction of vertical elements helps provide traffic calming. The locations of these intersections also serve to provide announcement of the retail core area of the District.

Secondary intersections are similar to the major intersections, except the pavement at the center of the intersection would be asphalt. Secondary intersections are characterized by having crosswalks connecting all corners. Enhanced plantings are also recommended for these intersections.

Minor intersections parallel Jackson Avenue and Highway 77, and are similar to the secondary intersections, except there are paved crosswalks connecting one to three corners. Enhancement plantings are optional at the minor intersections.

2. Gateway features

Gateway features are proposed for the east and west limits of the District at Jackson Avenue and at the north and south limits of the District at SR 77. An illustration of possible improvements is provided on the Concept Plan Enlargement sheet. The gateways should include a sign, vertical design elements, and extensive plantings at a minimum. The gateway features should be placed on the right-hand side of the roadway as the District is approached, and a vertical element that repeats the design element of the gateway should be provided on the opposite side of the roadway to create a gateway effect.

Secondary considerations for enhancing the gateway effect includes adjusting the Zoning Ordinance to reduce setback requirements for buildings along Jackson Avenue to provide building masses closer to the roadway. Parking could be located behind the buildings, which would help to link the retail corridor along Jackson Avenue with the historic retail core.

3. Design character

The visual identity of the District can be reinforced by replacing all traffic light poles, stop signs, area pole lights, and street signs with a uniform style. Include options such as banners, electrical outlets, and other amenities in their design, and reflect the character of the fixtures in the historical downtown area in their selection. Chain link fencing should be disallowed if visible from the public right-of-way, replaced with decorative metal fencing. In low-density residential areas, an ordinance to require pavement for all parking areas should be considered to improve the appearance of the District. These requirements can be incorporated into design ordinances or identified as municipal standards.

The new Amtrak station could be located north of the railroad tracks, west of Martin Luther King Street. This location would help to extend the massing of structures along North Railroad Avenue and provide a link to potential future retail development east of Martin Luther King Street.

B. Improved Mobility Options

Improvements for the pedestrian facilities include ensuring that at least one side of the street has a sidewalk in the low-density residential areas, introducing the hierarchy of crosswalks as noted previously, and creating greenways where feasible along existing drainage routes to provide off-road connectivity. Other enhancements include separating pedestrian walkways from parking lots and provide sidewalks at all parking areas throughout the retail core area.

C. Enhanced Retail Core Access

Improvements for access to the retail core area of the District include improving illumination as recommended by the Illuminating Engineering Society (IES). Additional public spaces are needed, including new parking areas, public restroom facilities, plaza areas and other gathering spaces so that the area can support additional events and provide a more welcoming environment. The plaza areas could support recreational opportunities such as bocce courts or corn hole gaming or could consist of passive seating areas with enhanced pavements and plantings.

Specific areas that may be utilized for this purpose include the existing Dollar General building which is slated for removal at the northwest corner of Jackson Avenue and North 2nd Street, the vacant parcel located at the northeast corner of the intersection of Jackson Avenue and SR 77 (Main Street), and at the southeast corner of 5th Street at South Railroad Avenue.

Enhanced landscaping is recommended, especially at the retail core, replacing existing tall shrubs along Main Street with low-growing ground covers that improve visibility along the historic street fronts.

D. Development of New Ordinances

New regulations should be considered to implement the recommendations of the Redevelopment Master Plan, with adjustments or additions to the Zoning Ordinance.

Design guidelines should be developed to identify the character of elements in the public realm, including light poles, traffic signal poles, benches, litter receptacles, bike racks, etc. Design

guidelines should also be developed to identify the desired characteristics for architectural elements.









Historic district guidelines should be developed specifically for the core retail area to ensure preservation and enhancement of its historic character.

A sign ordinance should be developed to provide control of the types and appearance of signs throughout the District. The Zoning Ordinance also should be adjusted to require that sidewalk and landscape areas be provided to improve separation between street, sidewalk and parking areas.

A landscape ordinance should be developed to improve street frontage appearance and establish a list of preferred plant materials and types.

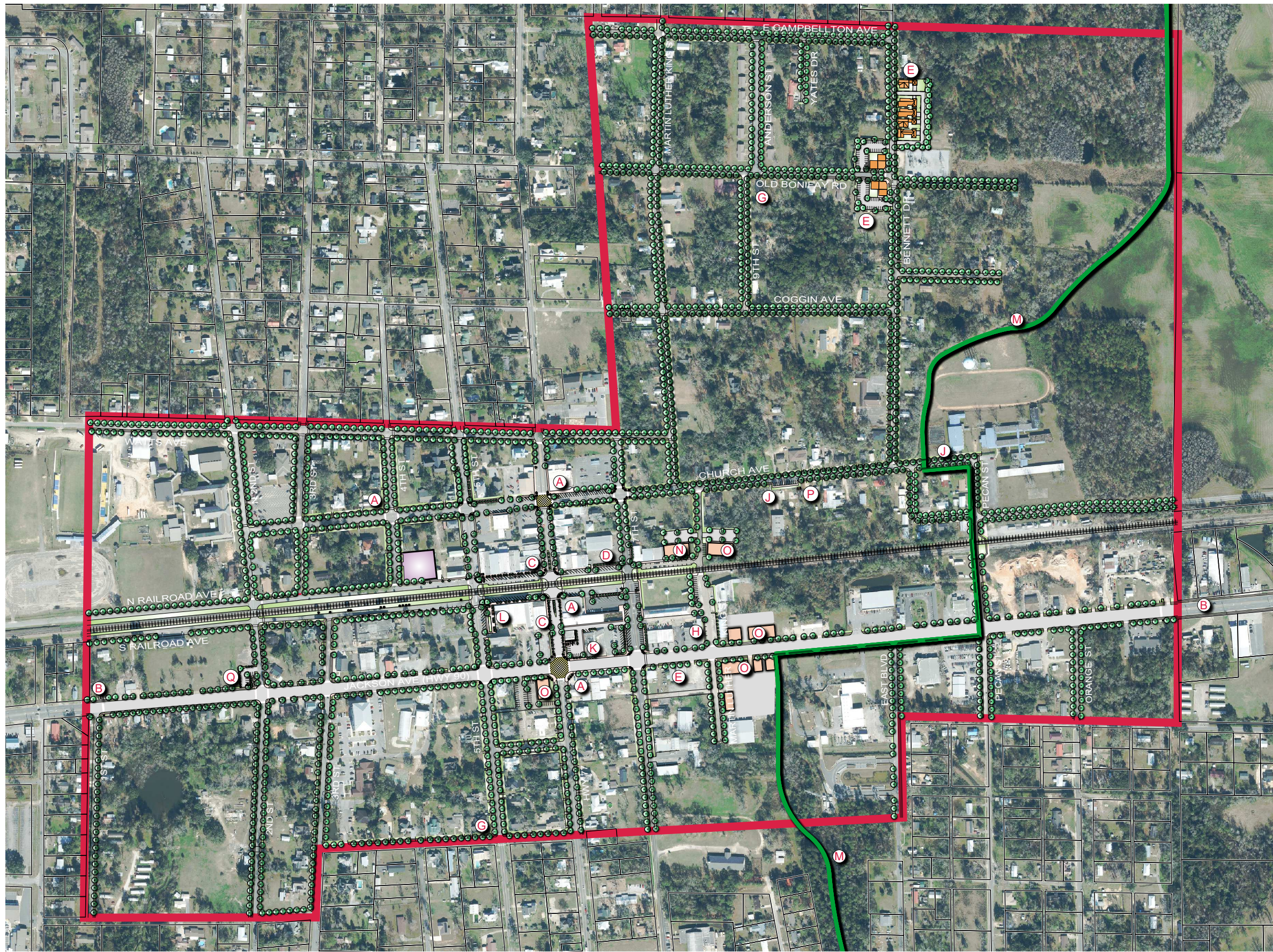
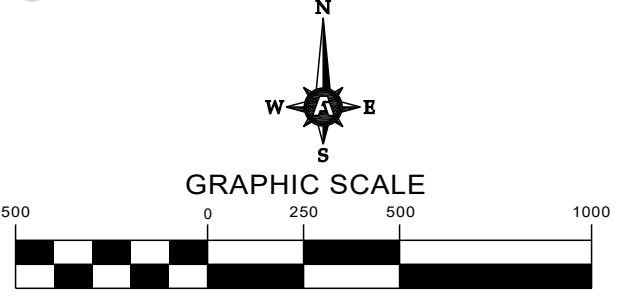
The application and approval process required for ensuring compliance with these guidelines needs to be identified and should become an approved section of the Zoning Ordinance.

Legend

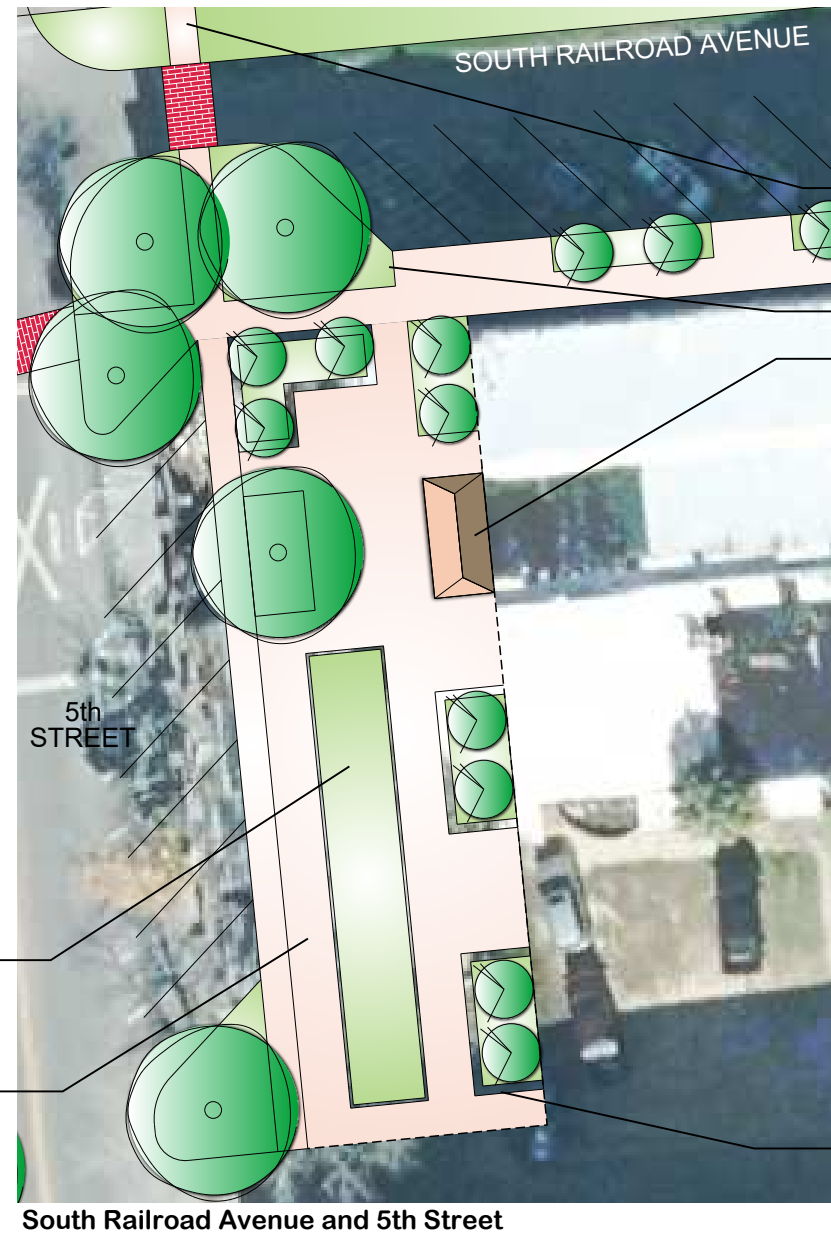
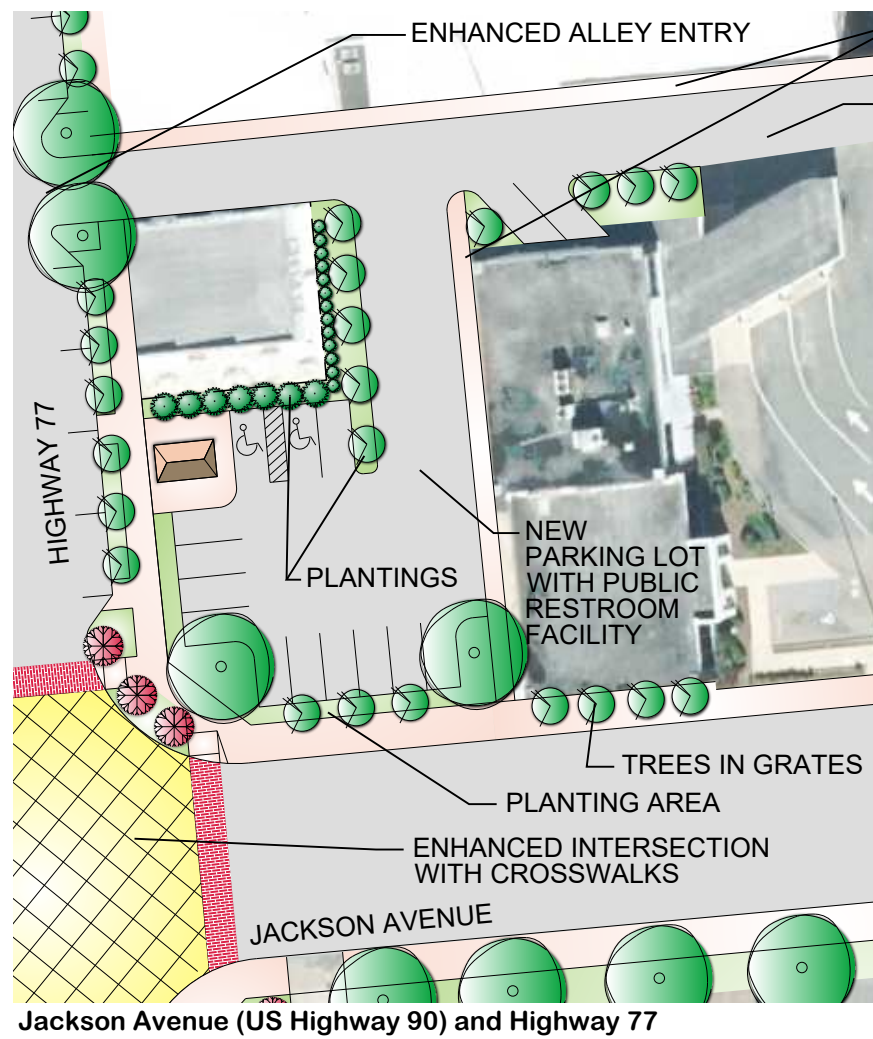
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-  SPECIAL PAVEMENT
-  SPECIAL PAVEMENT CROSSWALK
-  RAILROAD
-  DOWNTOWN REDEVELOPMENT BOUNDARY
-  GREENWAY

PLAN RECOMMENDATIONS

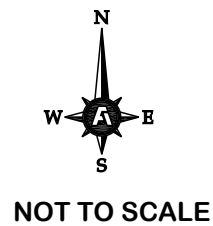
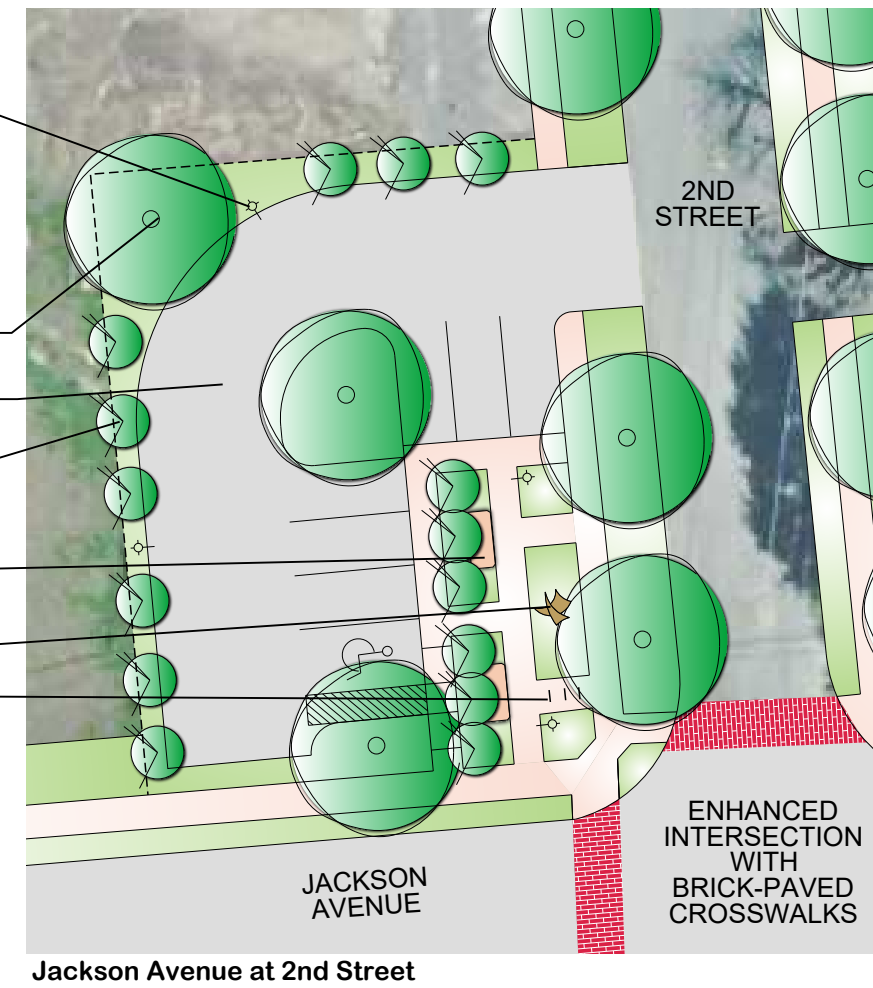
- A** Create a hierarchy of crosswalks.
- B** Create Gateway Features.
- C** Remove and replace landscaping.
- D** Extend the sidewalk.
- E** Provide sidewalk and landscaping.
- F** Provide pocket parks.
- G** Construct sidewalks.
- H** Add parallel parking.
- I** Replace stop sign, lights, and street signs.
- J** Replace chain link fencing.
- K** Construct additional parking and public restroom building.
- L** Introduce pocket park with restroom building.
- M** Develop a Greenway Trail along drainage feature.
- N** Location of Future Amtrak facility.
- O** Opportunity for retail development.
- P** Add public restroom facility at existing park.
- Q** Introduce pocket park.



Master Redevelopment Plan



- ACCESSIBLE PEDESTRIAN RAILROAD CROSSING
- PLANTING AREA, TYPICAL
- PUBLIC RESTROOM
- LIGHTING
- SHADE TREE
- PARKING
- ENHANCED PLANTINGS
- BENCHES
- ART WORK
- BIKE RACKS
- SEAT WALL WITH PLANTINGS, TYPICAL



Master Redevelopment Plan Detail Enlargement Plans