



# City of Pensacola

## COMMUNITY REDEVELOPMENT AGENCY

### Workshop Minutes

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February 3, 2020

5:30 P.M.

Council Chambers

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The Community Redevelopment Agency (CRA) Board meeting was called to order by Chairperson Moore at 5:33 P.M.

#### **CALL MEETING TO ORDER**

**CRA Members Present:** Jared Moore, Ann Hill, Jewel Cannada-Wynn, John Jerrals,

**CRA Members Absent:** Sherri Myers, Andy Terhaar, P.C. Wu

**Also Present:** Mayor Grover C. Robinson, IV (arrived 6:04)

#### **SELECTION OF CHAIR**

**CRA Member Cannada-Wynn made a motion and CRA Member Jerrals seconded that CRA Chairperson Moore preside over the workshop.**

*No objections.*

#### **DETERMINATION OF PUBLIC INPUT**

Consensus was that individuals may make comments following the open house portion of the workshop.

#### **DISCUSSION**

##### **1. [20-00064](#) PRESENTATION OF PROJECT RECOMMENDATIONS**

CRA Administrator provided an overhead presentation (on file with background materials) along with handouts: 1) Summarized Funding from 2019 Bond Issue; and 2) East Garden Street District Proposal.

Following the presentation, Mayor Robinson made remarks.

**PROJECTS OPEN HOUSE AND RECEIPT OF WRITTEN COMMENTS**

**6:08 – 6:45** CRA Board Members and public attendees were provided an opportunity to circulate the room to view conceptual drawings of each project and ask questions of the CRA consultants. Also, written comments were collected by CRA staff for the record (on file with background materials).

**Public input was heard from the following individuals:**

Jonathan Green  
Terry Horne

Carolyn Grawi

**ADJOURNMENT**

There being no further discussion the meeting was adjourned at 6:56 P.M.

Attachments:

Presentation  
Handouts

Prepared by City Clerk Staff  
rmt

CITY OF  
**PENSACOLA**

Community Redevelopment Agency

February 3 Workshop



# TODAY'S WORKSHOP:

- 2010 Urban Core CRA  
Plan Recommended  
Projects
- Catalytic Project  
Concepts
- Recommended Funding



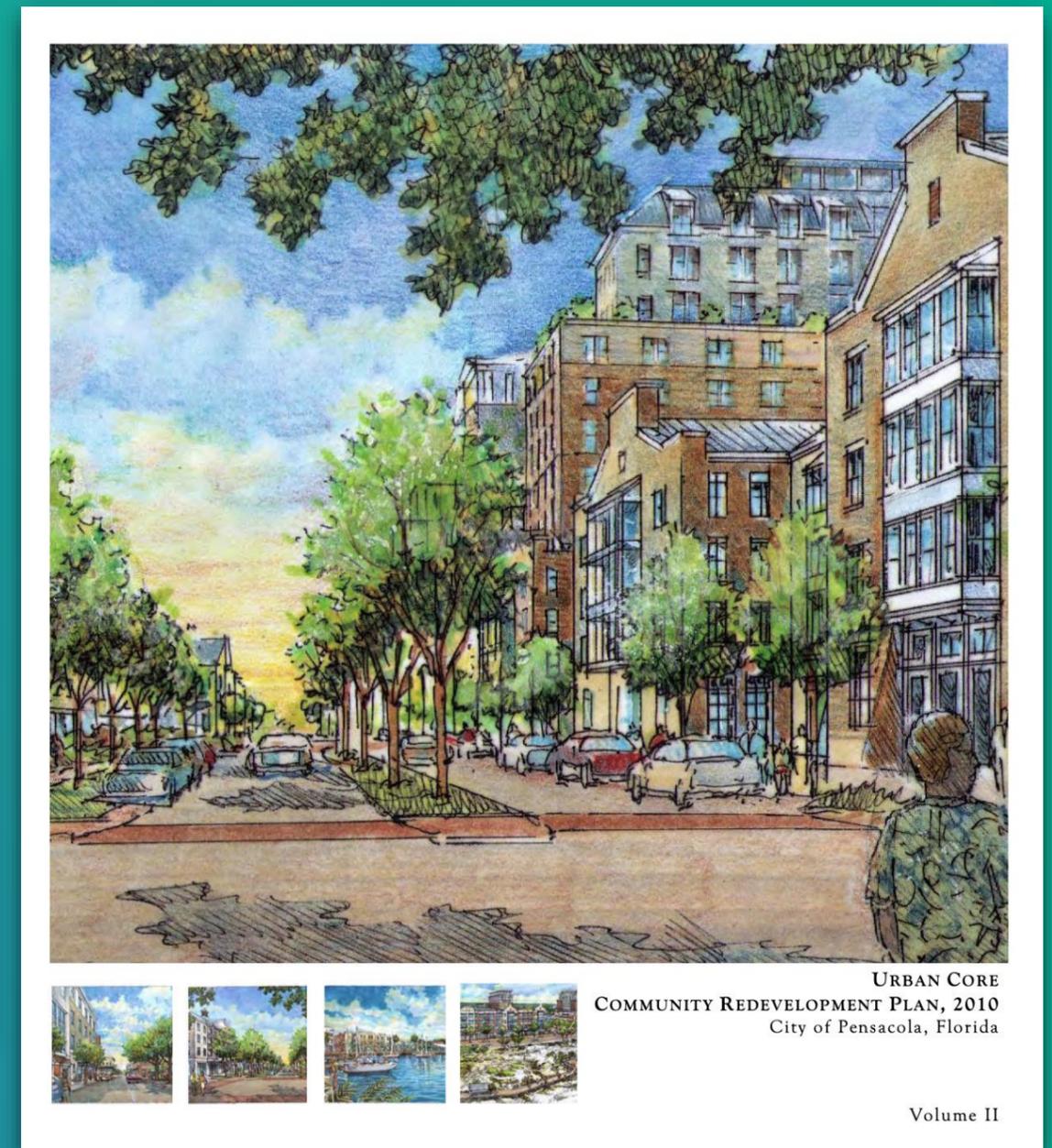
# 2010 URBAN CORE CRA RECOMMENDED PROJECTS

The CRA and City Council voted last July to approve the Series 2019 Urban Core bond issue providing \$17.8 million in new money to fund these four (and possibly other) capital improvement projects in the Urban Core. With interest earned, the total available is \$18,000,264.

Tonight, we are presenting our recommendation for utilization of the bond proceeds to implement these four projects.



# THE CRA REDEVELOPMENT PLAN



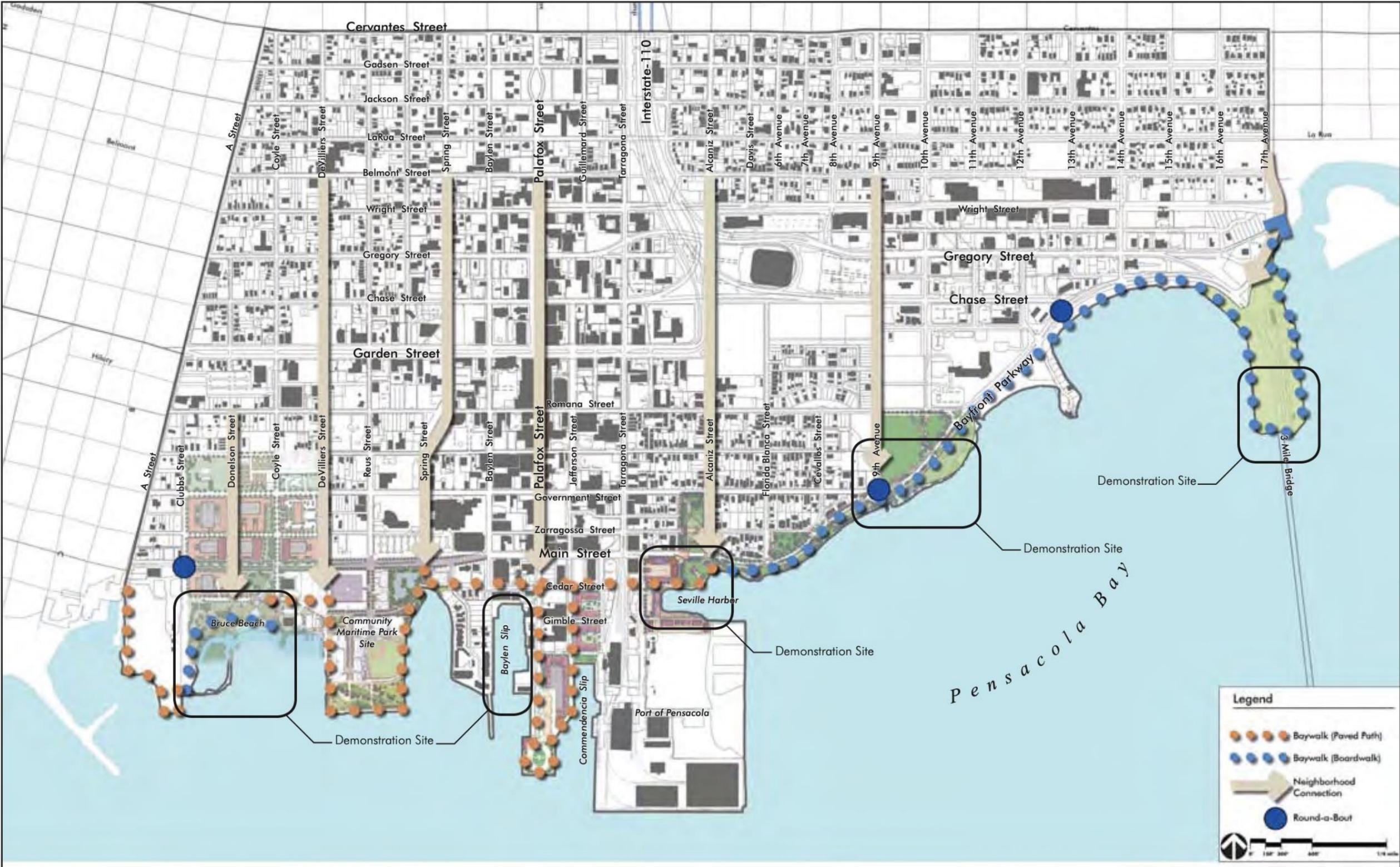
The 2010 CRA Urban Core Community Redevelopment plan recommended project concepts and implementation schemes to achieve continued revitalization in Pensacola. Over the 10 years since its adoption, a number of the transformative recommendations contained in the plan have been implemented or come to fruition. We are now looking toward implementation of four of the remaining key catalytic projects.

# PROJECTS RECOMMENDED FOR FUNDING FROM 2019 BOND ISSUE

- **“Hashtag” Waterfront Connector (Continuous Waterfront Trail System)** – 2010 Urban Core Plan Volume I, pg. 30, 44, 46
- **Bruce Beach Improvements** – 2010 Urban Core Plan Volume I, pg. 30-31, 40, 42, 58
- **Community Maritime Park Day Marina** – 2010 Urban Core Plan Volume II, pg. 10-11
- **“East Garden District” – Jefferson St. Road Diet/Sidewalk and Streetscape Project** – 2010 Urban Core Volume II, pg. 20



# PROJECTS RECOMMENDED FOR FUNDING FROM 2019 BOND ISSUE



# PROJECTS RECOMMENDED FOR FUNDING FROM 2019 BOND ISSUE

## CRA PLAN - PENSACOLA BAYWALK

### BRUCE BEACH DEMONSTRATION SITE

Bruce Beach was once an important recreation site serving the Belmont/DeVilliers and Tanyard neighborhoods to the north. Fortunately, this site has remained undeveloped and presents an opportunity to reconnect those neighborhoods and the rest of Pensacola to the waterfront.

Pensacola Baywalk Phase II will connect Community Maritime Park to Bruce Beach including a new interactive and educational nature park with a focus on environmental sustainability. Where one private parcel separates Bruce Beach from CMP, a public access easement along the water should be negotiated with the private property owner. Strong consideration should be given to improve the water quality and erosion control at the beach to provide future opportunities for swimming and other recreation activities.

Baywalk Phase II shall be closely planned and coordinated with future Bruce Beach redevelopment opportunities and associated infrastructure. Future westerly waterfront access to Joe Patti's and to Sander's Beach with continuous connectivity to Bruce Beach should be planned during Phase II.

#### Recommended Improvements:

1. Extend Coyle and Donelson Streets from Main Street into Bruce Beach site for public access and parking
2. Extend Community Maritime Park east/west street into Bruce Beach area to provide public access, on-street parking and an active park edge
3. Build a continuous boardwalk and/or trail along waterfront from CMP to Bruce Beach jetty
4. Create an interactive educational nature park with a focus on environmental sustainability and best practices including trails, boardwalks, pavilions, small gathering spaces, bird watching and natural/native landscapes
5. Enhance the existing beach for public access and future safe swimming
6. Protect and improve existing wetlands and storm water management features at Bruce Beach to enhance the educational experience
7. Maintain and coordinate service access to the existing barrier jetty with the City of Pensacola



# COMMUNITY PARTICIPATION



▶  ◀ ▶ 00:00.00 🔊

# 2010 URBAN CORE CRA RECOMMENDED PROJECTS

Throughout 2019, the SCAPE team provided considerable community engagement and conceptual planning for the Bruce Beach and Hashtag projects.

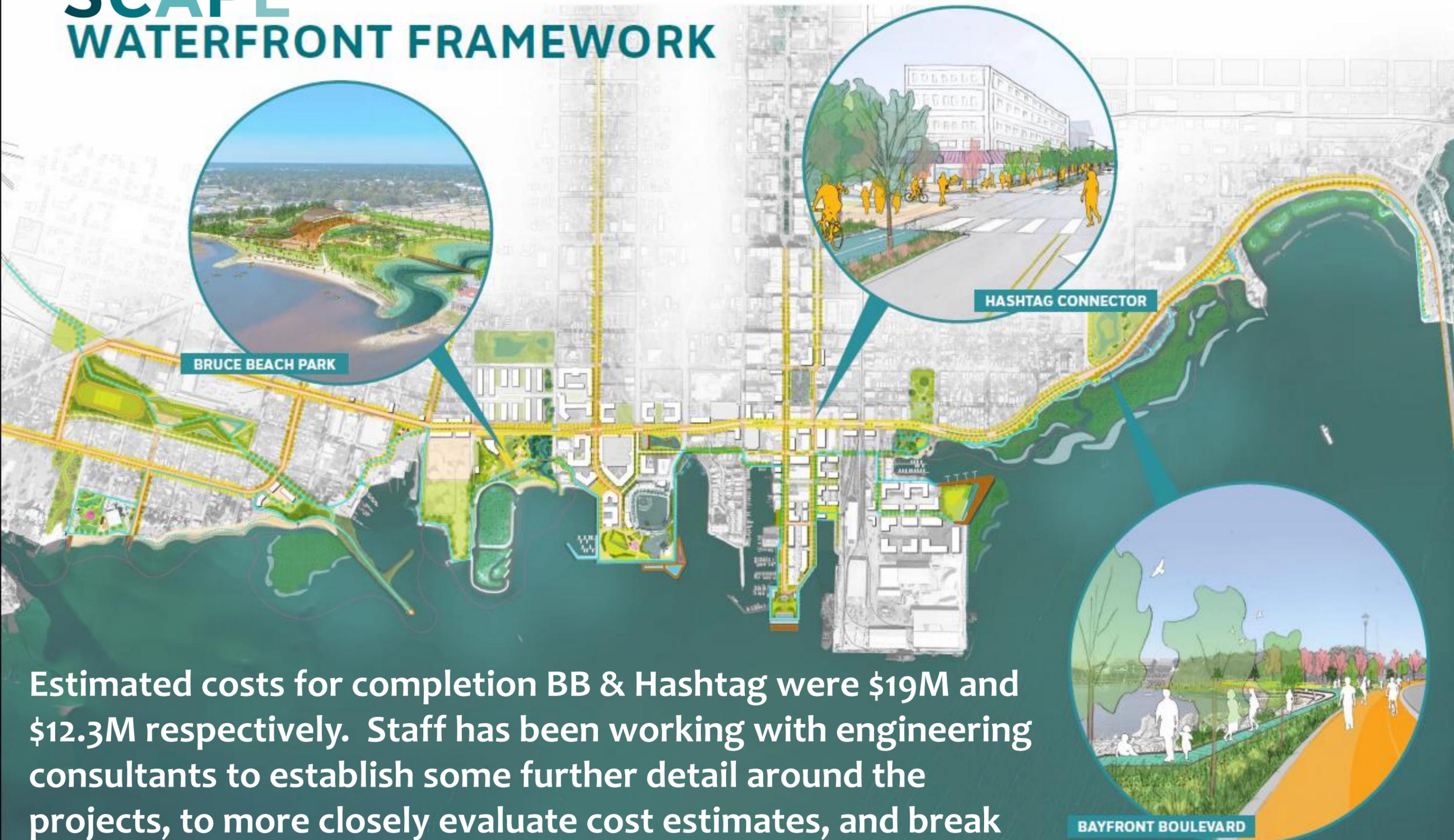


# COMMUNITY PARTICIPATION



# CONTINUOUS WATERFRONT TRAIL SYSTEM AND BRUCE BEACH

## SCAPE WATERFRONT FRAMEWORK



Estimated costs for completion BB & Hashtag were \$19M and \$12.3M respectively. Staff has been working with engineering consultants to establish some further detail around the projects, to more closely evaluate cost estimates, and break the projects into phases that fit our budget.

# CONTINUOUS WATERFRONT TRAIL SYSTEM

## HASHTAG PHASING PLAN

**PHASE 1** 

COMPLETE STREETS REVITALIZATION OF MAINSTREET BETWEEN ALCANIZ AND BAYLEN STREETS

**PHASE 2** 

COMPLETE STREETS REVITALIZATION OF CEDAR STREET BETWEEN BARTRAM PARK AND SPRING STREET

**PHASE 3** 

COMPLETE STREETS REVITALIZATION OF PALAFOX AND JEFFERSON STREETS BETWEEN INTENDENCIA AND PLAZA DE LUNA



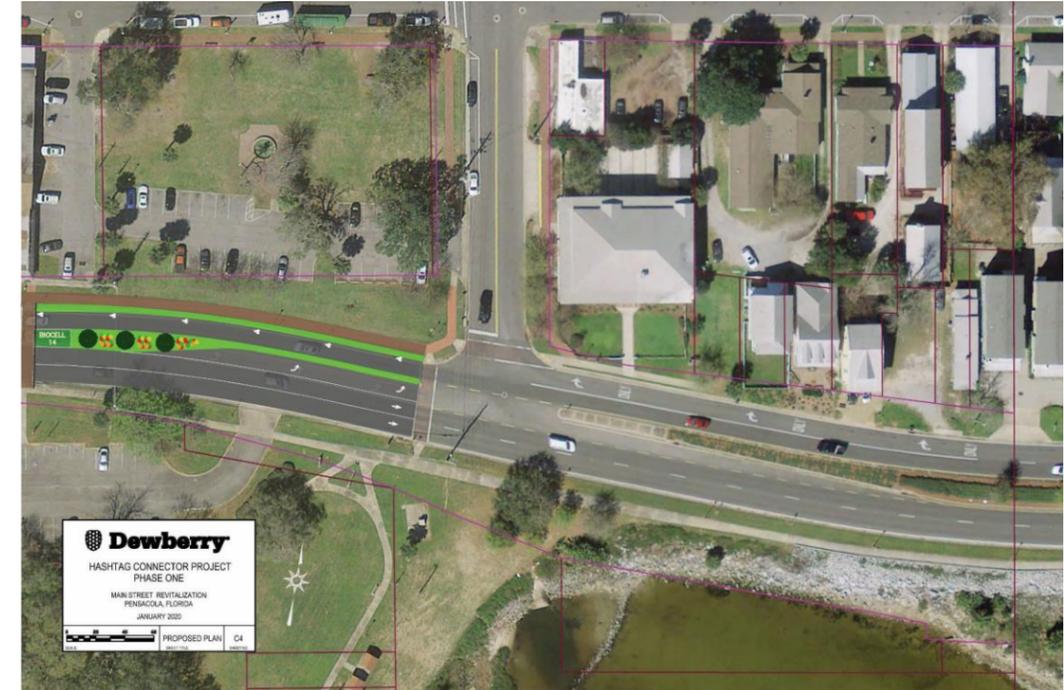
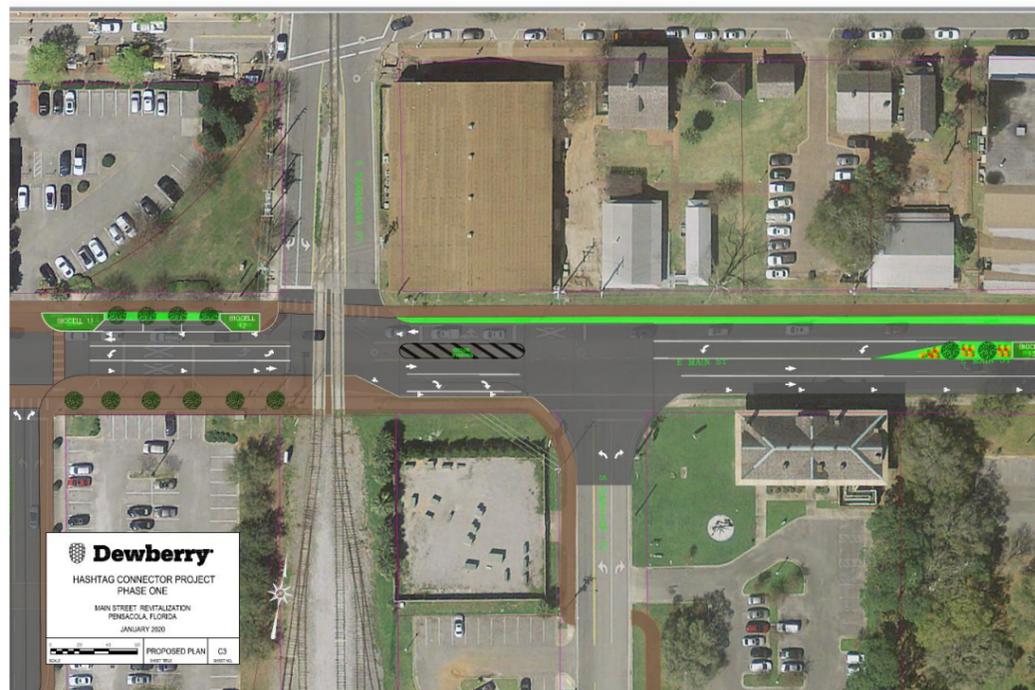
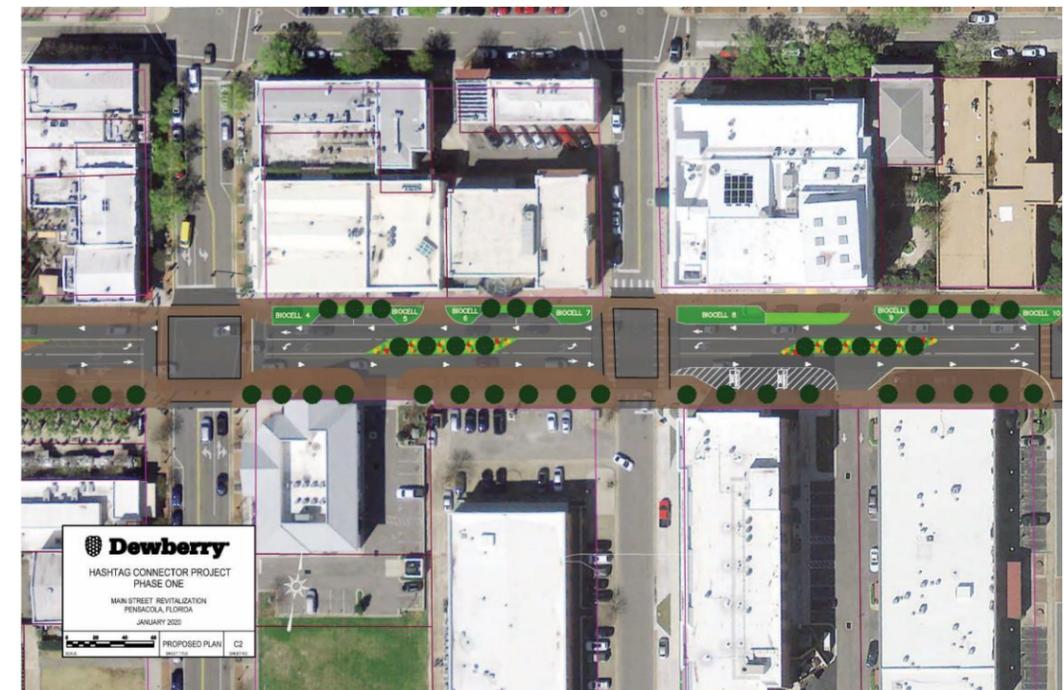
# CONTINUOUS WATERFRONT TRAIL SYSTEM

## HASHTAG PHASE ONE

COMPLETE STREETS REVITALIZATION OF MAINSTREET BETWEEN ALCANIZ AND BAYLEN STREETS

- TRAFFIC CALMING
- MAINSTREET PROMENADE
- SHARED BIKE LANES
- STORMWATER BIORETENTION
- URBAN LANDSCAPING

OPINION OF PROBABLE CONSTRUCTION COST  
\$4,151,600



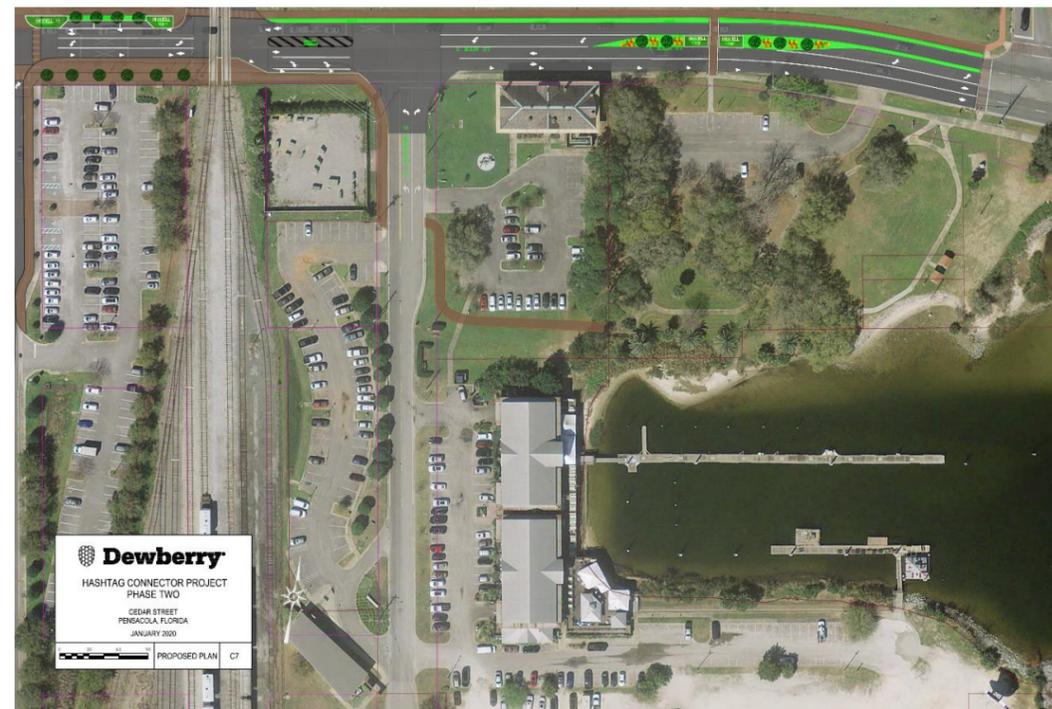
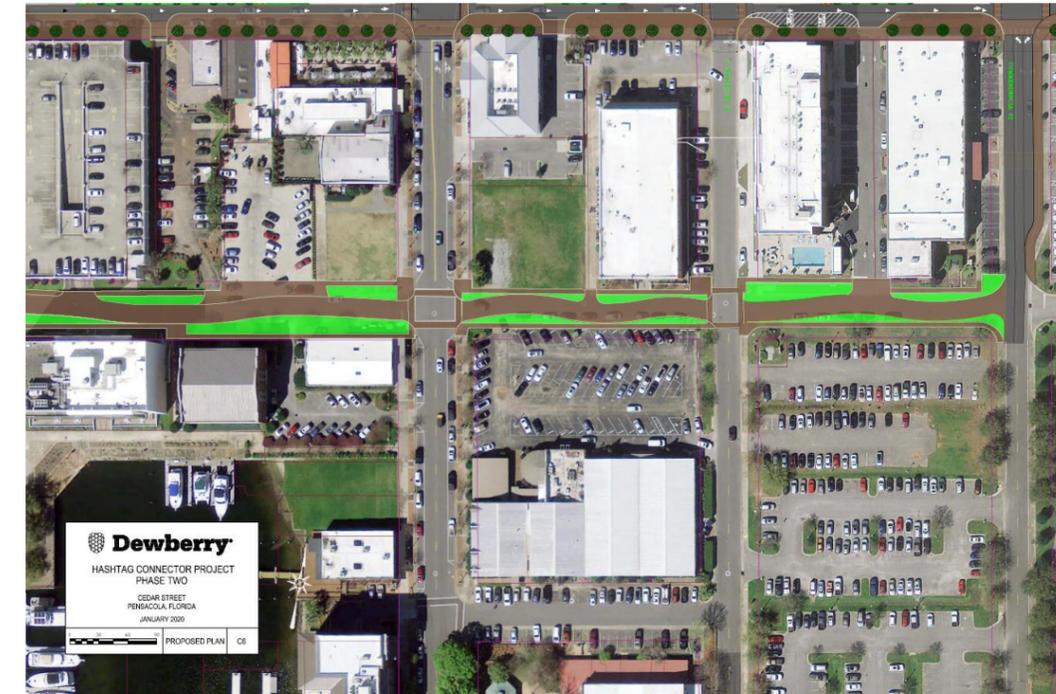
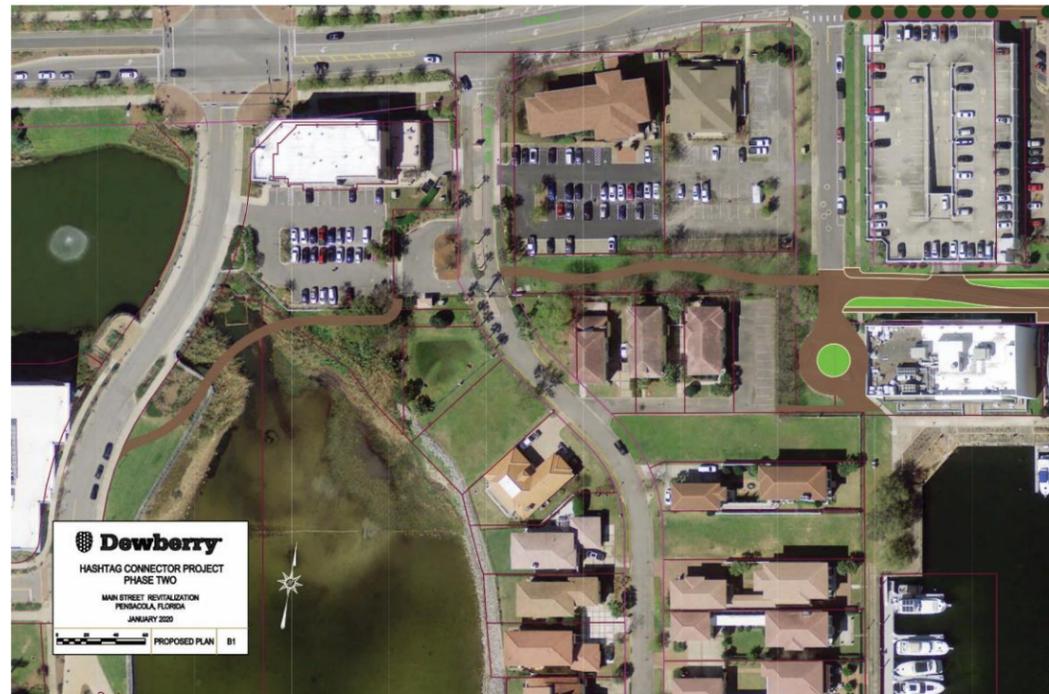
# CONTINUOUS WATERFRONT TRAIL SYSTEM

## HASHTAG PHASE TWO & THREE

COMPLETE STREETS REVITALIZATION OF CEDAR STREET BETWEEN BARTRAM PARK AND SPRING STREET

- TRAFFIC CALMING
- WOONERF ALONG CEDAR
- BAYLEN CUL-DE-SAC IMPROVEMENTS
- PEDESTRIAN CONNECTION BETWEEN BAYLEN AND PORT ROYAL WAY
- PEDESTRIAN CONNECTION TO SPRINGSTREET
- AT-GRADE CROSSING OF THE PORT SWITCHYARD
- URBAN LANDSCAPING

OPINION OF PROBABLE CONSTRUCTION COST  
\$4,965,000



# BRUCE BEACH IMPROVEMENTS



❖ All Phases Feature: Accessible Connectivity - Landscape Diversity - Hardscapes & Seating

**BRUCE BEACH**  
**ILLUSTRATIVE PLAN**

MASTER  
LAYOUT

PHASE 1

PHASE 2

PHASE 3

# BRUCE BEACH IMPROVEMENTS

## ❖ **Phase 1 Total Cost = \$1.99 Million**

- Features:
  - Beach Terraces
  - Pedestrian Bridge
  - Kayak Launch

## ❖ **Phase 2 Total Cost = \$1.96 Million**

- Features:
  - Sitting Walls
  - Overlook & Mound Scramble
  - Exercise Equipment
  - Parking & Marsh Trail

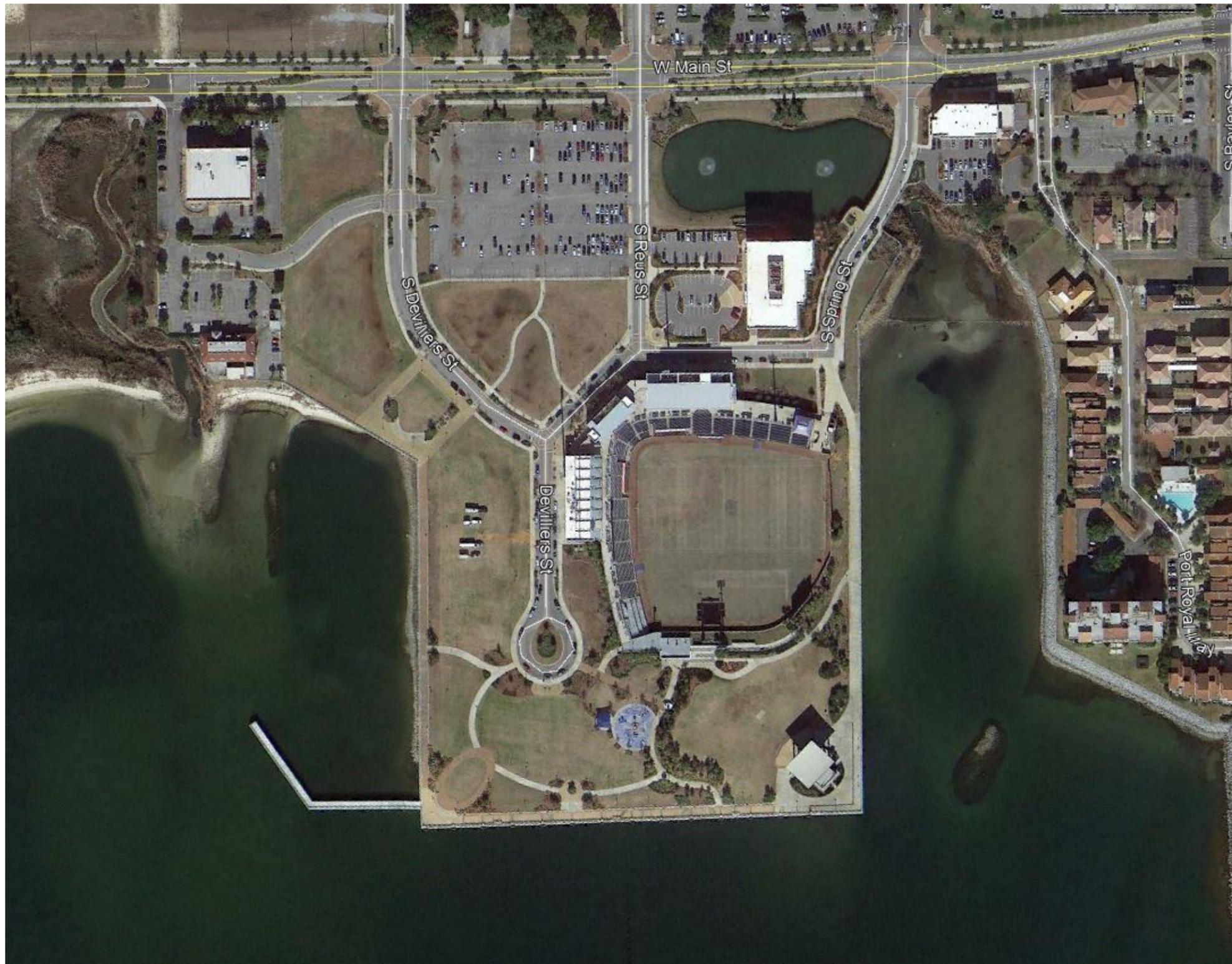
## ❖ **Phase 3 Total Cost = \$1.94 Million**

- Features:
  - Entry Plaza
  - Learning Garden & Water Feature
  - Shade Structures & Cultural Exhibits

## ❖ **Phase 4 Total Cost = \$1.98 Million**

- Features:
  - Additional Cultural & Educational Exhibits
  - Additional Site Amenities & Structural Components

# COMMUNITY MARITIME PARK DAY MARINA



Maritime Park – Note the Breakwater and Boat Basin on the SW corner of the Maritime Park

# COMMUNITY MARITIME PARK DAY MARINA



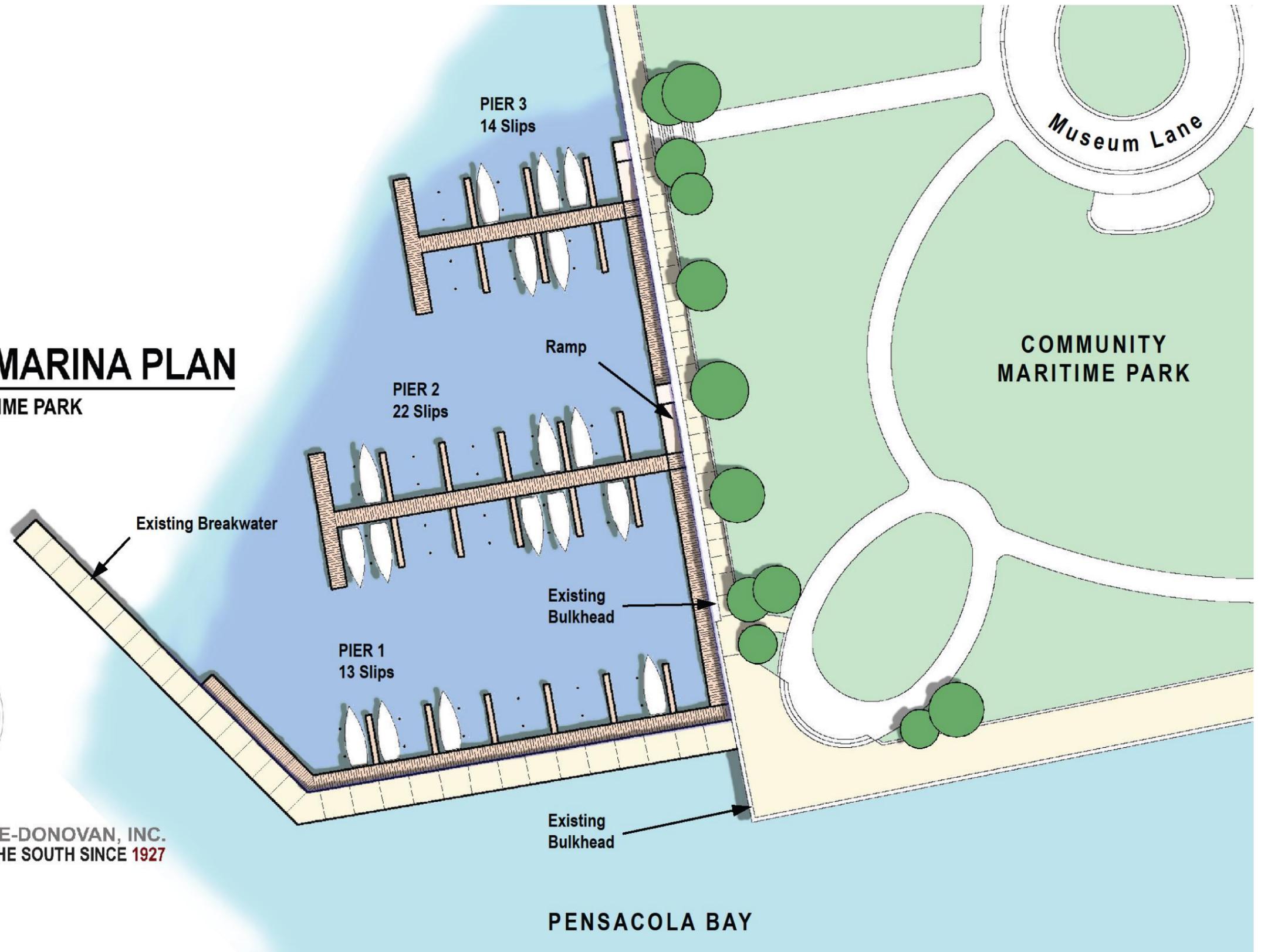
## DAY-USE MARINA PLAN

COMMUNITY MARITIME PARK

January, 2020



**BASKERVILLE-DONOVAN, INC.**  
ENGINEERING THE SOUTH SINCE 1927



Floating 49 slip Day-Use Marina

# COMMUNITY MARITIME PARK DAY MARINA

## Community Maritime Park – Marina

### Summary of Dates and Costs

1. Marina Dredging	2010	\$600,000
2. Breakwater	2015	\$1,874,536
3. Floating Marina and Kayak Launch	Proposed	\$1,450,000

Scope: 49 Slips, Day-use facility, no water / sewer / power

# “East Garden District” – Jefferson St. Road Diet/Sidewalk and Streetscape Project



**East Garden District**  
Growing Since 1764



*Chad Henderson, Founder & CEO of Catalyst HRE, is the local developer of the East Garden District project.*

**Catalyst**  
healthcare real estate

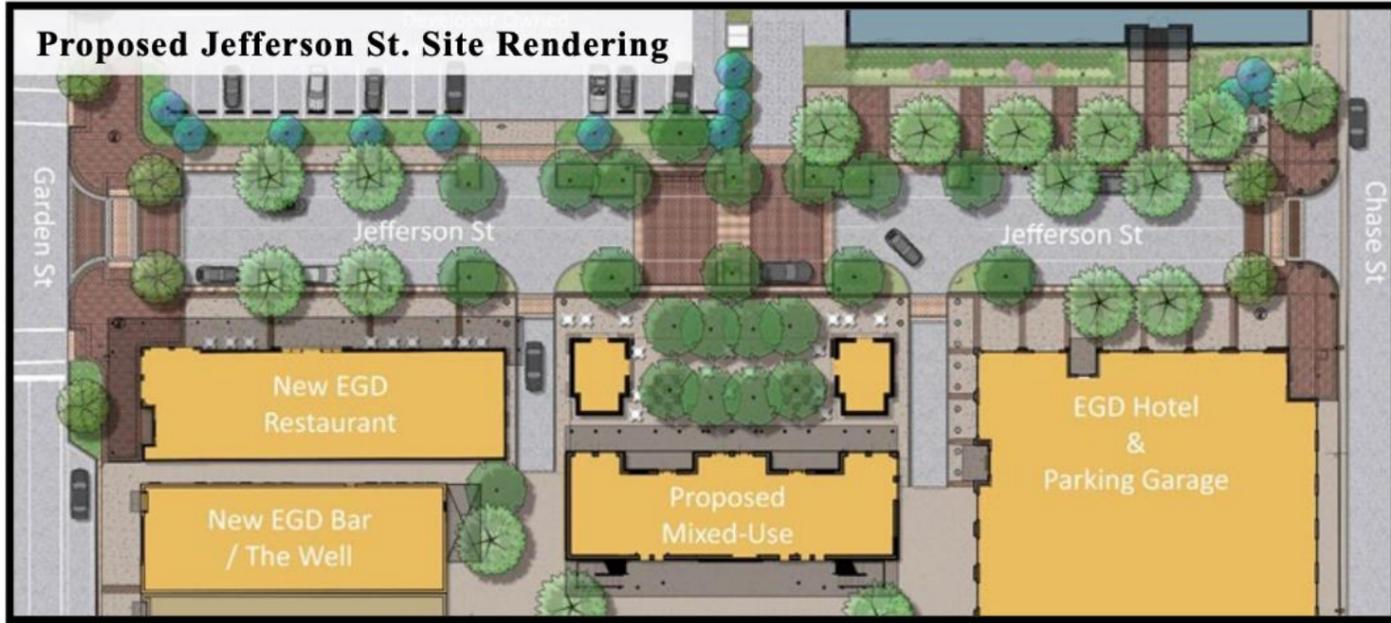
*Catalyst HRE is one of the nation’s fastest growing healthcare real estate development companies with 40 employees, over \$500M in assets across 18 states, & offices in Pensacola & Ocala, FL, Milwaukee, WI, & Dallas, TX.*



*CiviCon, Southtowne, Pensacola’s Complete Streets Initiative, & the CRA’s mission to Restore, Revitalize, & Renew Pensacola have all inspired the East Garden District to reactivate a historic block with synergistic placemaking & unique community growth projects.*



# “East Garden District” – Jefferson St. Road Diet/Sidewalk and Streetscape Project



 **20,000 SF Repurposed Garden Street Buildings**

 **30,000 SF New Mixed-Use Development**

 **175,000 SF New Placemaking Hotel & Parking Garage**



# “East Garden District” – Jefferson St. Road Diet/Sidewalk and Streetscape Project



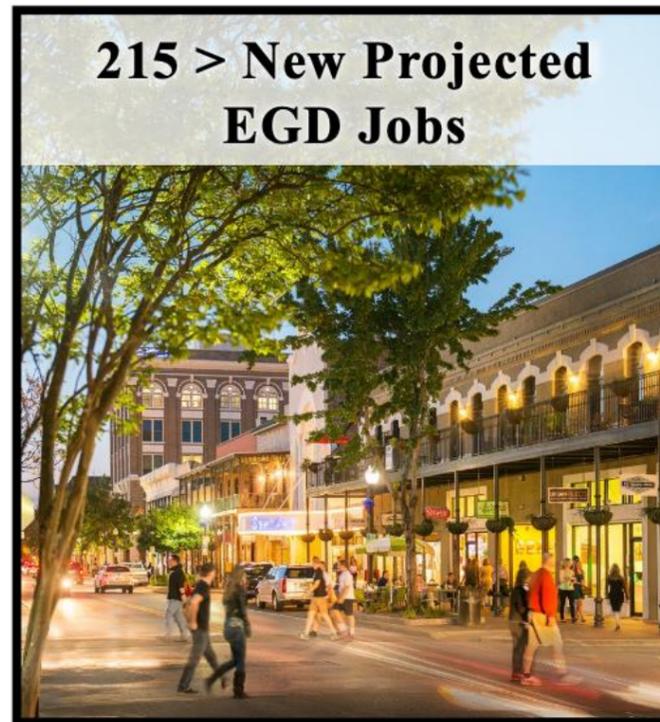
**Projected EGD Annual Tax Impacts**

\$247,000 Property Tax  
 \$2.2M Sales Tax  
 \$368,000 Bed Tax

**\$2.8M Total Projected EGD Annual Tax Impacts**

## Road Diet Design & Best Practices

- ❖ Alignment with Pensacola’s “Complete Streets Initiative”
- ❖ 120% increase in sidewalks & public areas
- ❖ Elimination of all Jefferson Street & Garden Street power poles
- ❖ Permeable pavers in on-street parking areas
- ❖ Planting of over 1,200 new trees and shrubs



# “East Garden District” – Jefferson St. Road Diet/Sidewalk and Streetscape Project

*Budget Summary • Investment to Date • Project Status*



## *Developer Investment to Date*

The EGD developer has spent **\$4.5M** to date on real estate acquisitions & with local professionals on project Master Planning, Landscape Design, Civil Engineering, Electrical Engineering, Architectural Design, Marketing & Advertising, Consulting & Project Management.

## *Project Status*

Construction drawings for Road Diet, Civil Engineering, Utilities & Landscape Architecture are 100% complete & ready to bid. FDOT permit has been submitted & is in final review. City permit is being prepared for submittal. Target construction commencement date for Road Diet & Civil Site work is Q2 2020.

Developer & Partner Investment		Proposed City / CRA R.O.W. Investment	
Line Item	Budget	Line Item	Budget
Developer Expenditure To Date	\$4,500,000	Landscaping	\$50,000
<b>Subtotal --</b>	<b>\$4,500,000</b>	Road Diet / Civil Sitework	\$740,000
Landscaping	\$60,000	Hardscape & Walkways	\$110,000
Civil Sitework	\$480,000	Lighting	\$330,000
Hardscape & Walkways	\$120,000	Contingency 2.5%	\$30,000
Power Underground & Utilities	\$480,000		
FFE	\$70,000		
Contingency 2.5%	\$30,000		
<b>Subtotal --</b>	<b>\$1,240,000</b>		
Hotel & Parking Garage	\$30,000,000		
Mixed-Use Building & Dueling Depots	\$3,800,000		
Garden Street Buildings	\$1,300,000		
<b>Vertical Improvements Subtotal --</b>	<b>\$35,100,000</b>		
<b>Total Developer &amp; Partner Investment</b>	<b>\$40,840,000</b>	<b>Total City / CRA Investment</b>	<b>\$1,260,000</b>

# PROJECTS RECOMMENDED FOR FUNDING FROM 2019 BOND

**AVAILABLE FUNDING:  
\$18 Million**

PROJECT NAME/PHASE	ESTIMATED CONSTRUCTION COST	DESIGN COST	TOTAL ESTIMATED COST	AVAILABLE BOND FUNDS
Bruce Beach Improvements (Phase 1 – 4)	\$7,870,000	\$787,000	\$8,657,000	\$8,657,000
“Hashtag” Waterfront Connector- Phase 1	\$4,151,600	\$415,160	\$4,566,760	\$4,566,760
“Hashtag” Waterfront Connector- Phase 2	\$4,965,000	\$496,500	\$5,461,500	\$1,806,504
CMP Day Marina	\$1,450,000	\$145,000	\$1,595,000	\$1,595,000
“East Garden District” Streetscape/Jefferson St Road Diet	\$1,250,000	\$125,000	\$1,375,000	\$1,375,000
<b>Total</b>	<b>\$19,986,600</b>	<b>\$1,968,660</b>	<b>\$21,655,260</b>	<b>\$18,000,264</b>

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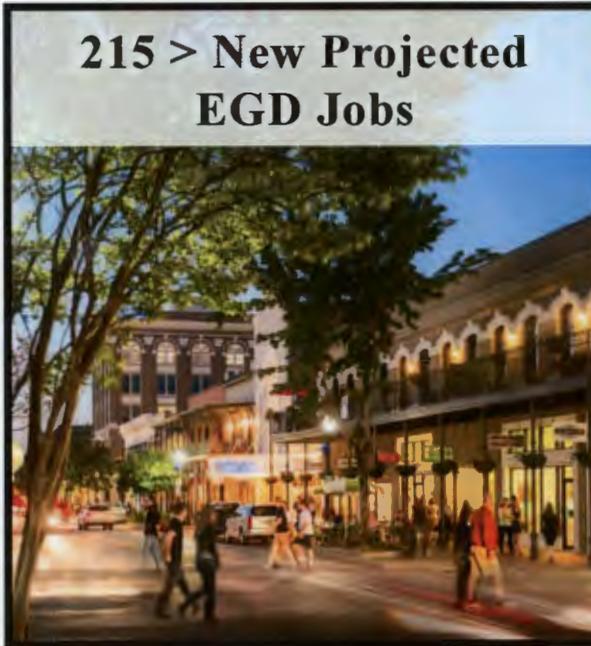
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# East Garden District

Est. 1764

## **East Garden District – Brand Inspiration**

In 1764, Elias Durnford, a British military officer and civil engineer, was charged to survey Pensacola and design its new city plan. Durnford's plan featured a traditional grid of streets for commercial and residential building lots, a large public square, and a series of agrarian garden lots which became the namesake for the City's then northern border, Garden Street.

Over two hundred and fifty years later, the vision for the land north of Garden Street continues to be growth, but today, the old garden lots of Pensacola are home to businesses, retail, restaurants, and bars, and have now inspired an exciting new place making project aptly named the East Garden District, or EGD.

The East Garden District will riff with the existing businesses in the district as well as feature new restaurants, retail, residences, and a 150 plus room boutique-style hotel. The East Garden District will also honor Pensacola's rich history with a new Jefferson Street urban plaza, as well as showcase a truly special landscaping and streetscaping plan inspired by Elias Durnford's garden lot vision.

The East Garden District offers a promise of inimitable place making, community growth, and historic activation of a historic block with the distinct purpose to heighten and enhance the City of Pensacola's growth trajectory.