

# Complete Streets Corridor Management Restores Economic Appeal

The West Cervantes Street-Mobile Highway corridor, which spans from North "A" Street on the east to Dominguez Street on the west, serves as the principal commercial corridor and urban center of Pensacola's Westside and Brownsville communities. Historically, this former economic hub invited a wide variety of visitors to its once thriving city streets and entrepreneurial businesses. Today, however, the corridor has fallen victim to urban sprawl, deterioration, and disinvestment resulting in economic decline, dilapidated building stocks, and increased poverty and crime. Both communities have been designated for revitalization by the City and County respectively.

The West Cervantes Street-Mobile Highway Corridor Management Plan (CMP) establishes four key objectives designed to restore the economic vibrancy of the West Cervantes Street-Mobile Highway corridor by improving safety, accessibility, comfort and appeal in the built environment. These objectives include:

- **Improvements to Multimodal Transportation.** Analyses conducted during the preparation of the CMP identify critical multimodal facility inadequacies within the corridor. To address these inadequacies, plan implementation includes the adoption of a two lane roadway system with provisions for bicycle lanes, on-street parking, pedestrian crosswalks, additional public transit shelters, medians and streetscape improvements. Implementation follows the Florida Department of Transportation's (FDOT) Complete Streets principles and includes widened ADA accessible sidewalk systems with curb extensions, decorative lighting and landscaping enhancements.
- **Enhancements to Pedestrian Safety and Walkability.** Walkable communities generate activation of public thoroughfares, and promote neighborhood health and wellness. A recent traffic safety study documents a high incidence of pedestrian involved crashes along the corridor. To encourage safety and enlivenment of Pensacola's Westside and Brownsville communities, implementation includes improvements to sidewalk interconnectivity throughout adjoining neighborhoods and to community amenities such as existing parks and the library.
- **Improvements to Key Corridor Gateways (A Street, E Street, and Pace Boulevard).** Beautification of key corridor gateways provide appeal and evoke a sense of arrival representative of neighborhood character. Implementation includes dual purpose gateway improvements which promote quality of place and provide an amenity such as park seating or beautification.
- **Improvements to Workforce through Revitalization of Commercial Corridors.** Existing conditions along the West Cervantes Street-Mobile Highway Corridor include an abundance of vacant parcels and dilapidated structures which present prime opportunities for redevelopment. Implementation includes the use of sound urban design principles to generate redevelopment which catalyzes economic growth through the availability of office, retail and restaurant space, and promotes active public use. Quality mixed-use facilities offering outdoor seating or plazas will be proposed by redevelopment.

Implementation of the West Cervantes Street Corridor Management Plan (CMP), has gained unprecedented public and inter-agency support and is backed by a partnership between the Florida Department of Transportation (FDOT), West Florida Regional Planning Council, Florida-Alabama Transportation Planning Organization, City of Pensacola and Escambia County.

Applicant: City of Pensacola, FL  
Project Title: West Cervantes  
Street Corridor Management  
Budget: \$ 30 million

# 1

## WEST CERVANTES STREET CORRIDOR MANAGEMENT

