

LETTER OF INTEREST –
CITY OF PENSACOLA
MARITIME LOTS 4 & 5

CALDWELL
ASSOCIATES | ARCHITECTS

June 29, 2021

City of Pensacola
Attention: Deanna Stallworth

Re: Letter of Interest

To whom it may concern,

We understand that the City of Pensacola has advertised for submittals for the redevelopment of Lots 4 and 5 at the Maritime Park. Caldwell Associates, in association with Dominion Partners, are very much interested in assisting the City of Pensacola with achieving its goals and further developing the growth of our great city.

Caldwell Associates was a key partner in the original masterplan for the park and helped create the vision for what it could be. In association with Dominion Partners, we believe that we can again be an invaluable asset to the City in progressing its goals for the redevelopment. Caldwell, as the initial masterplanner for the site, realizes how important the development of these lots is and would like to fulfill the vision of the residential development as it was conceived. We were respondents to last year's RFQ/P for the redevelopment and we would love to work with the City to better understand their needs and desires, we do not have enough information about the new plan to respond responsively to the Notice of Intention to Dispose (Lease) Real Property and Accept Submittals for Redevelopment.

While further investigation and due diligence will need to be performed, our understanding of the context and the challenges uniquely position our Team to partner with the City to realize the vision of the park. We need to understand the context and process for how the project is to be delivered and what role the City intends to take in the project before committing significant dollars in studying and proposing solutions.

As the Notice of Intention did not articulate any specific submittal requirements, we are hereby expressing our interests in learning more about how the City of Pensacola intends to dispose of this property and the process that the City will follow to do so. At this time, we still have questions we need to understand before proposing anything that may not be feasible. Our goal is to make this a win-win scenario for the city and our community.

I have attached our response for the Studer Properties RFP. Although, it was for the ECUA property, you can see our intent is to follow the vision of the masterplan as it was the community's vision. We look forward to the next steps in the City's process and further discussion.

Sincerely,



H. Miller Caldwell III
Partner

WEST MAIN DISTRICT DOWNTOWN PENSACOLA WATERFRONT DEVELOPMENT





"community building through good design"



AGENDA

- 01 TEAM
- 02 IMPLEMENTING THE VISION
- 03 PROJECT CONCEPT
- 04 ECONOMIC BENEFIT
- 05 PROJECT EXECUTION
- 06 FINANCIAL PROPOSAL
- 07 COVENANT WITH THE COMMUNITY
- 08 WHY US?

00

TEAM

01

MEET THE TEAM

MULTI-FAMILY

ASSISTED LIVING

AMBULATORY SURGERY

LEAD DEVELOPER
Withers Poellnitz
Dominion Partners

MEDICAL DEVELOPER
Joe Baugh
MedVest

LANDSCAPE ARCHITECT
Chris Barnes
Scape

URBAN PLANNER
Victor Dover | Barbara Lamb
Dover, Kohl & Partners

ECONOMIC ANALYSIS
Cate Ryba | Joe Minicozzi
Urban 3

CONTRACTOR
Chris Jaubert | Josh Sitton
Bear Construction

PROJECT ARCHITECT
H. Miller Caldwell, III
Caldwell Associates Architects

CONTRACTOR
Ryan Greenhut
Greenhut Construction

CIVIL ENGINEER, SURVEYOR
Nick King
Kenneth Horne & Associates

STRUCTURAL ENGINEER
Joe DeReuil
Joe DeReuil Associates

MEP ENGINEER/TELECOM
Hal Dell
Dell Engineering

GEOTECHNICAL ENGINEER
Keith Jacobs
Larry M. Jacobs & Associates

MARKET ANALYST
Peter Bazeli
Weitzman Associates

POPULATION & ANALYTICS
Bill Hercules
WJH Health

IMPLEMENTING THE VISION

02

DOVER, KOHL & PARTNERS

Established 1987 | 30+ Years of Experience in Urban Design + Town Planning



CONSENSUS

Designing in Public



VISUALIZATION

Communicating Change Over Time

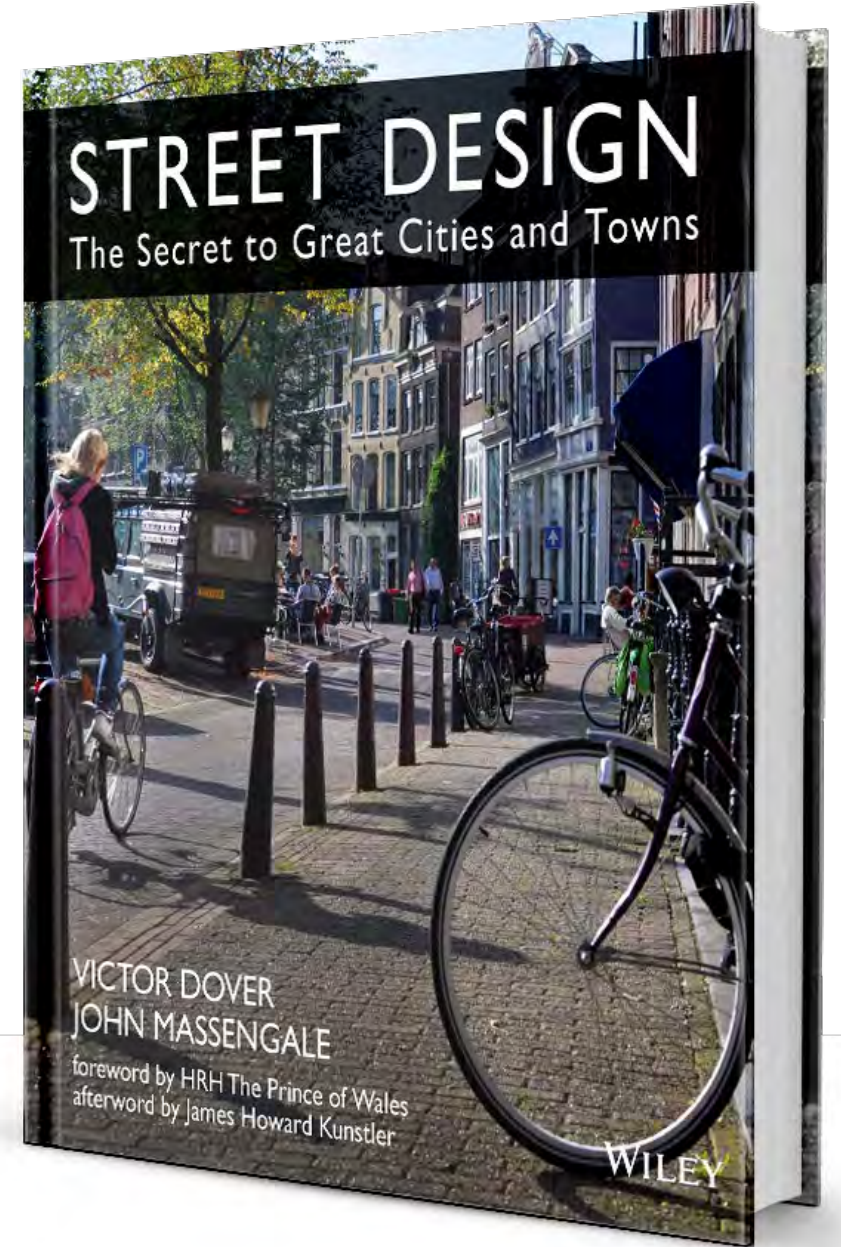
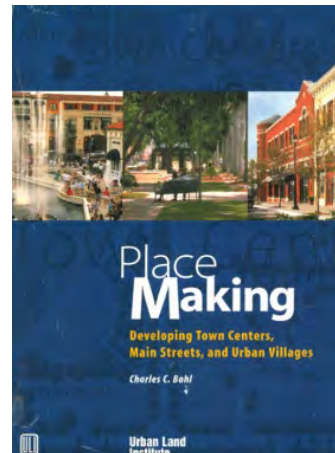
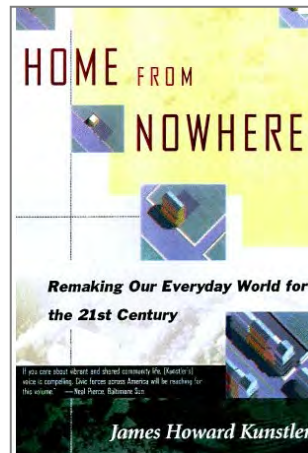
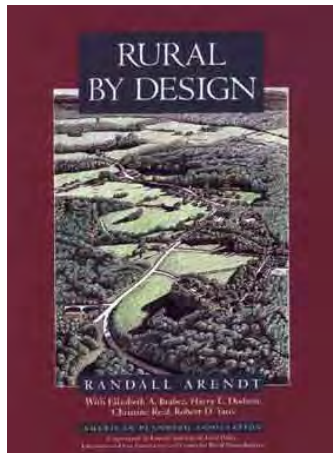
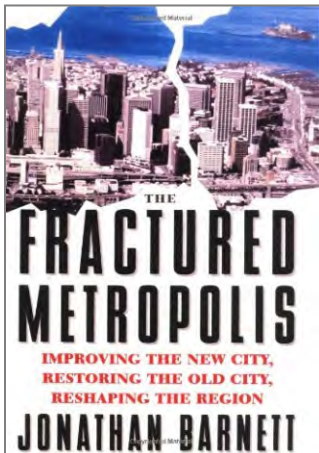
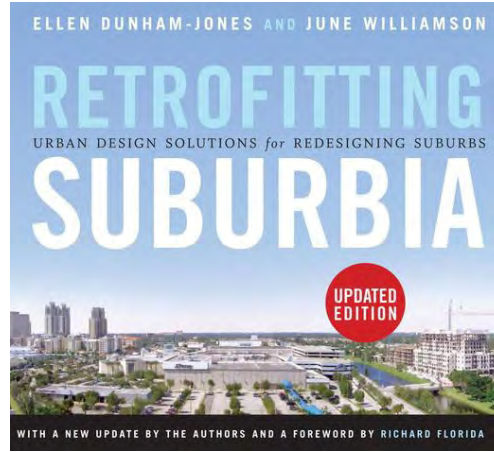
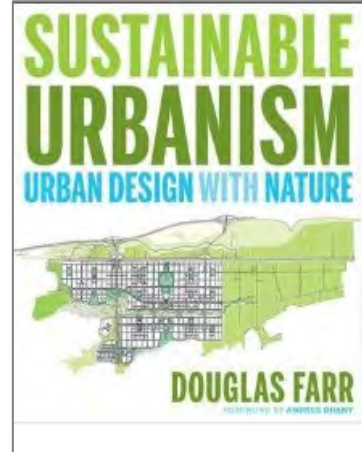
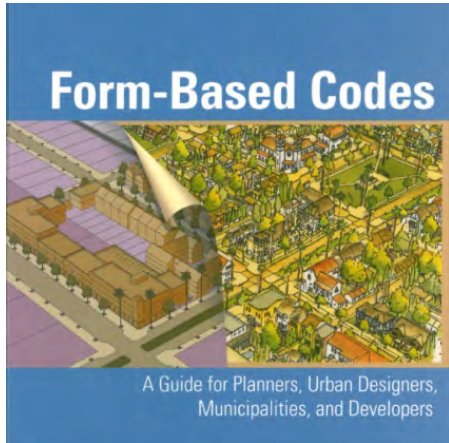


IMPLEMENTATION

Focusing on Results

BUILDING THE BOOKSHELF

Contributions to the Literature of Planning



EXPERIENCE

Infill & Retrofit



SUNSET DRIVE – SOUTH MIAMI, FL



GLENWOOD PARK – ATLANTA, GA



CAPITOL CORRIDOR – LANSING, MI

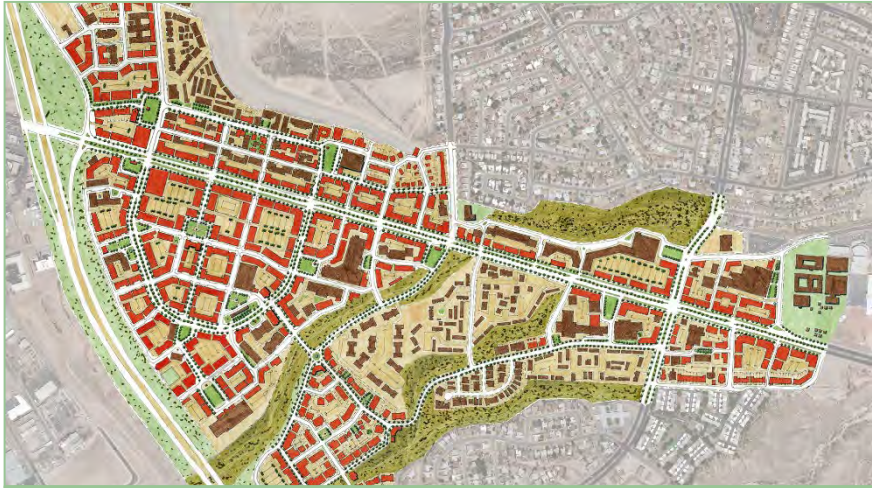


EXPERIENCE

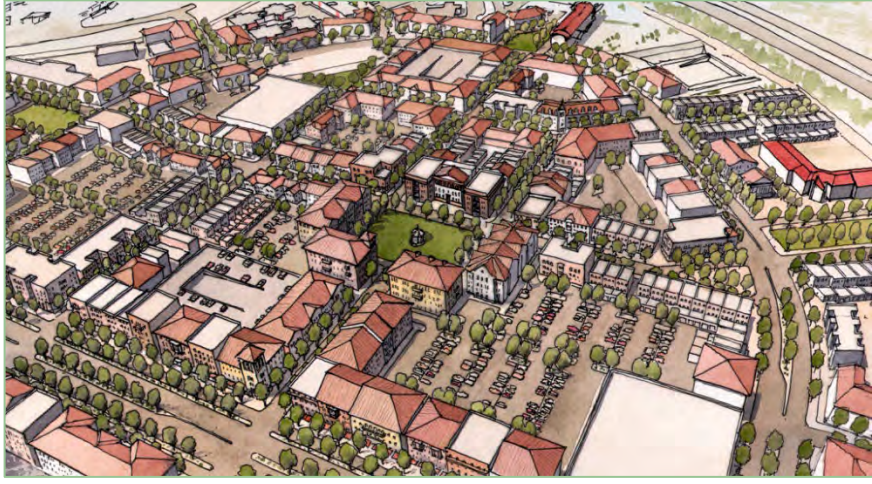
Regulatory Reform for Evolving Places0



COLUMBIA PIKE PLAN + CODE



CONNECTING EL PASO



SOUTH DOWNTOWN ATLANTA



VISUALIZING CHANGE

Franklin Street & Columbia Street (Chapel Hill NS BRT Station Area Design)



VISUALIZING CHANGE

Franklin Street & Columbia Street (Chapel Hill NS BRT Station Area Design)



VISUALIZING CHANGE

Franklin Street & Columbia Street (Chapel Hill NS BRT Station Area Design)



VISUALIZING CHANGE

Franklin Street & Columbia Street (Chapel Hill NS BRT Station Area Design)





WINTER PARK, FL





LAUREL
LIFE COFFEE

le macaron

Claret

WINTER PARK, FL



CLEMATIS STREET, WEST PALM BEACH, FL



CLEMATIS STREET - BEFORE







rain
Love
Down

OPEN FOR LUNCH - DINNER TO GO

DINNER TO GO

I
GM

ESTABLISHED
SATURDAYS

SO
RO

RESTAURANT

THANK YOU

FB.COM
1-1075

NEWS

Downtown West Palm Beach gets creative with dining plan

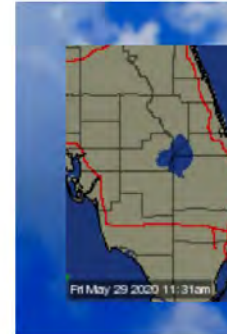


Downtown West Palm Beach gets creative with dining plan

By **Linnie Supall** | May 18, 2020 at 9:03 AM EDT - Updated May 18 at 10:23 AM

Dining al fresco is becoming more popular as restaurants find new ways to serve diners amid the coronavirus pandemic.

This weekend, West Palm Beach rolled out a new "Dining on the Spot" initiative to increase outdoor seating on Clematis Street in downtown.



DOWNTOWN WEST PALM BEACH

DINING

ON THE

SPOT

RECENT CONTE





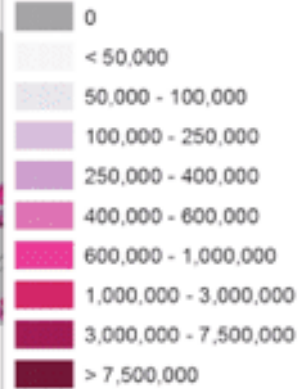
I'ON VILLAGE, MOUNT PLEASANT, SC

Taxable Land Value Per Acre

Charleston, SC MSA



Land Value Per Acre \$







COMMUNITY ENGAGEMENT

Learning from citizen experts

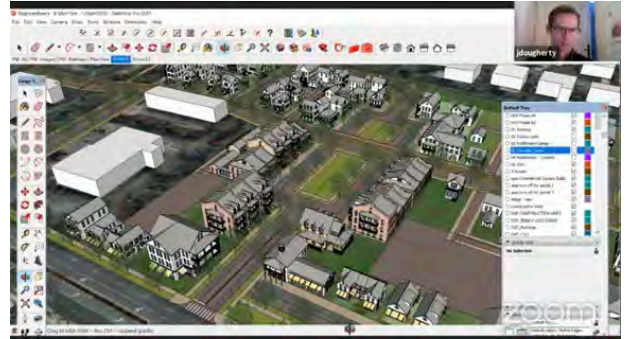
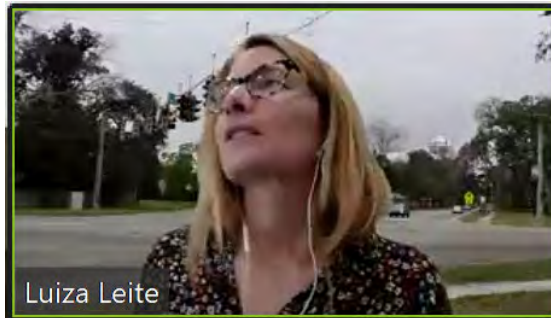


COLLABORATION PLATFORMS


 **Neptune Beach Community Vision Plan**
Posted by Brenda Diaz-Flores
55 mins · 




now:



Live chat
Top chat 3

 Welcome to live chat! Remember to guard your privacy and abide by our community guidelines.
[LEARN MORE](#)

4:56 PM  Eric Ambrosion Is the retail building to the west of the KMart already gone, or is the demolition part of the proposal? I saw a building there in Google Street View.



VIRTUAL ENGAGEMENT

WEBSITE PLATFORMS

- Bang the Table / Engagement HQ
- MetroQuest
- Squarespace / Google Forms

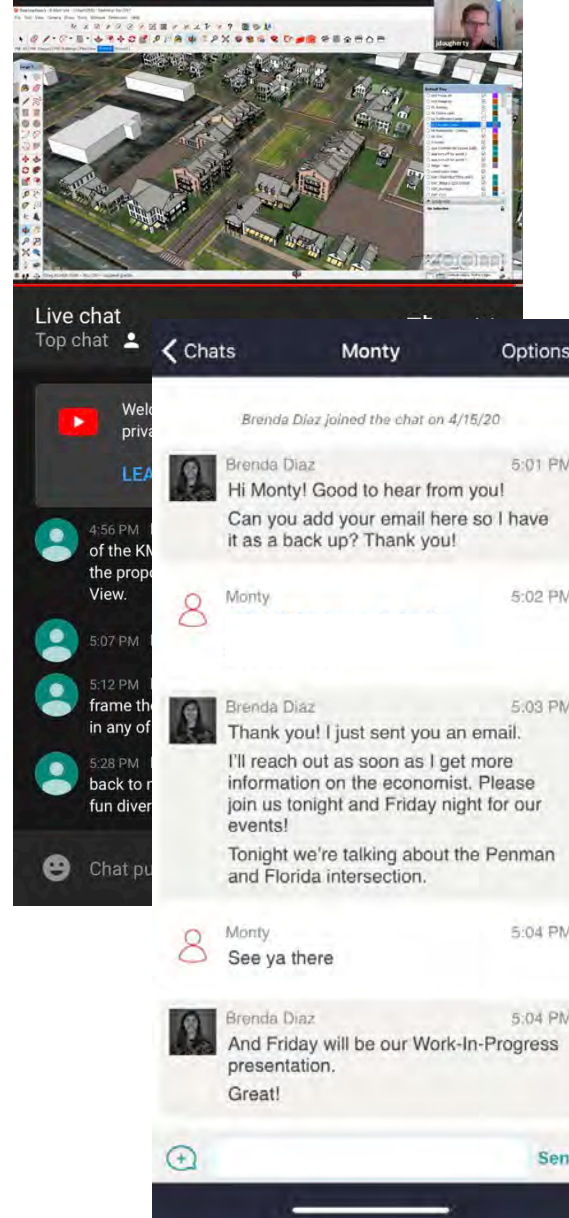
VIRTUAL MEETINGS AND STREAMING

- Zoom, GoToMeeting, Webex
- Facebook Live
- Konveio, AWW Virtual Whiteboard
- Microsoft Teams
- Telephone Town Hall(s)

SOCIAL MEDIA ENGAGEMENT

- Facebook, Twitter, Instagram, Blogging

[and there are a lot more!]



DIGITAL TOOLS



ONLINE CONFERENCING



INTERACTIVE MAPS



COMMUNITY SURVEYS



CHAT WITH A PLANNER



LIVE STREAMING



SOCIAL MEDIA POSTS

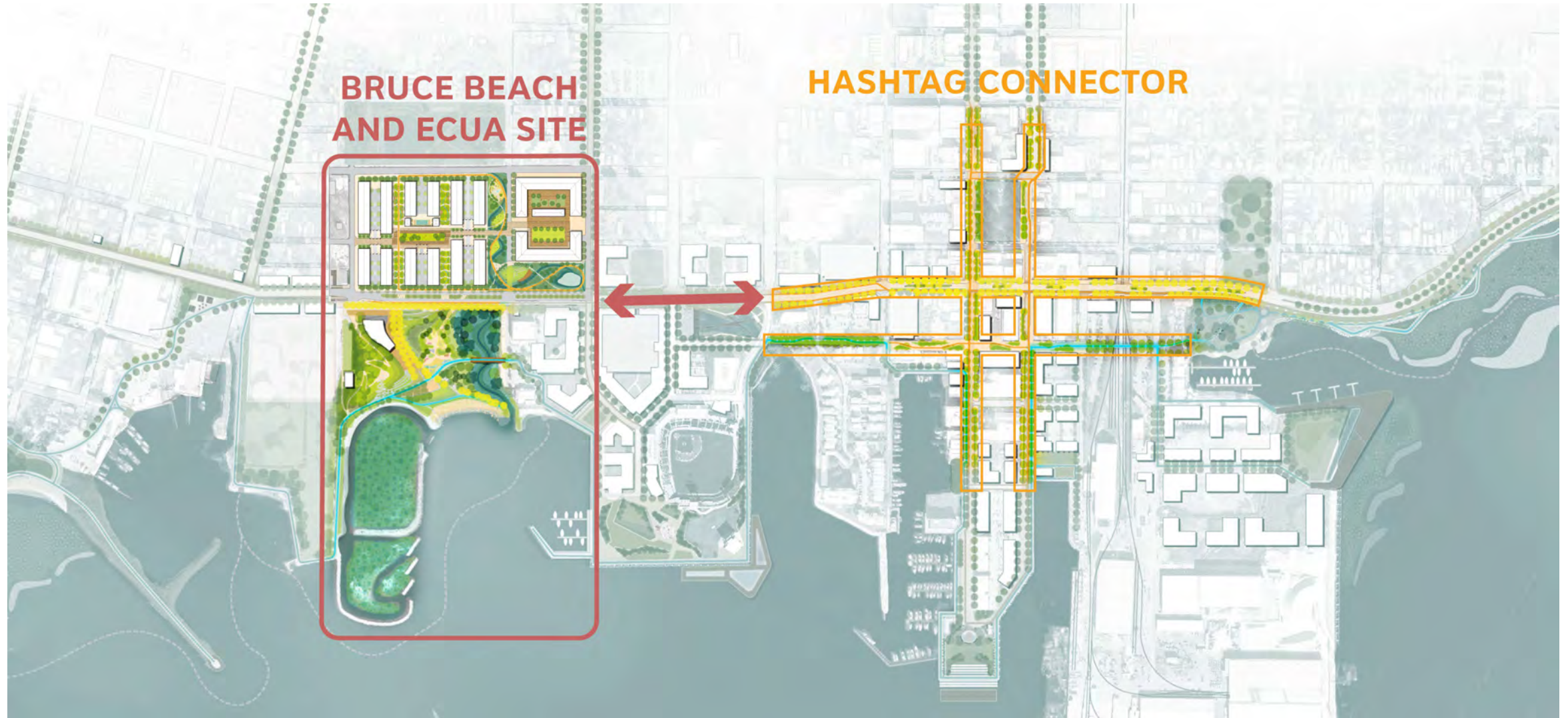


BLOG

PROJECT CONCEPT

03

WEST MAIN "HINGE"



BRUCE BEACH



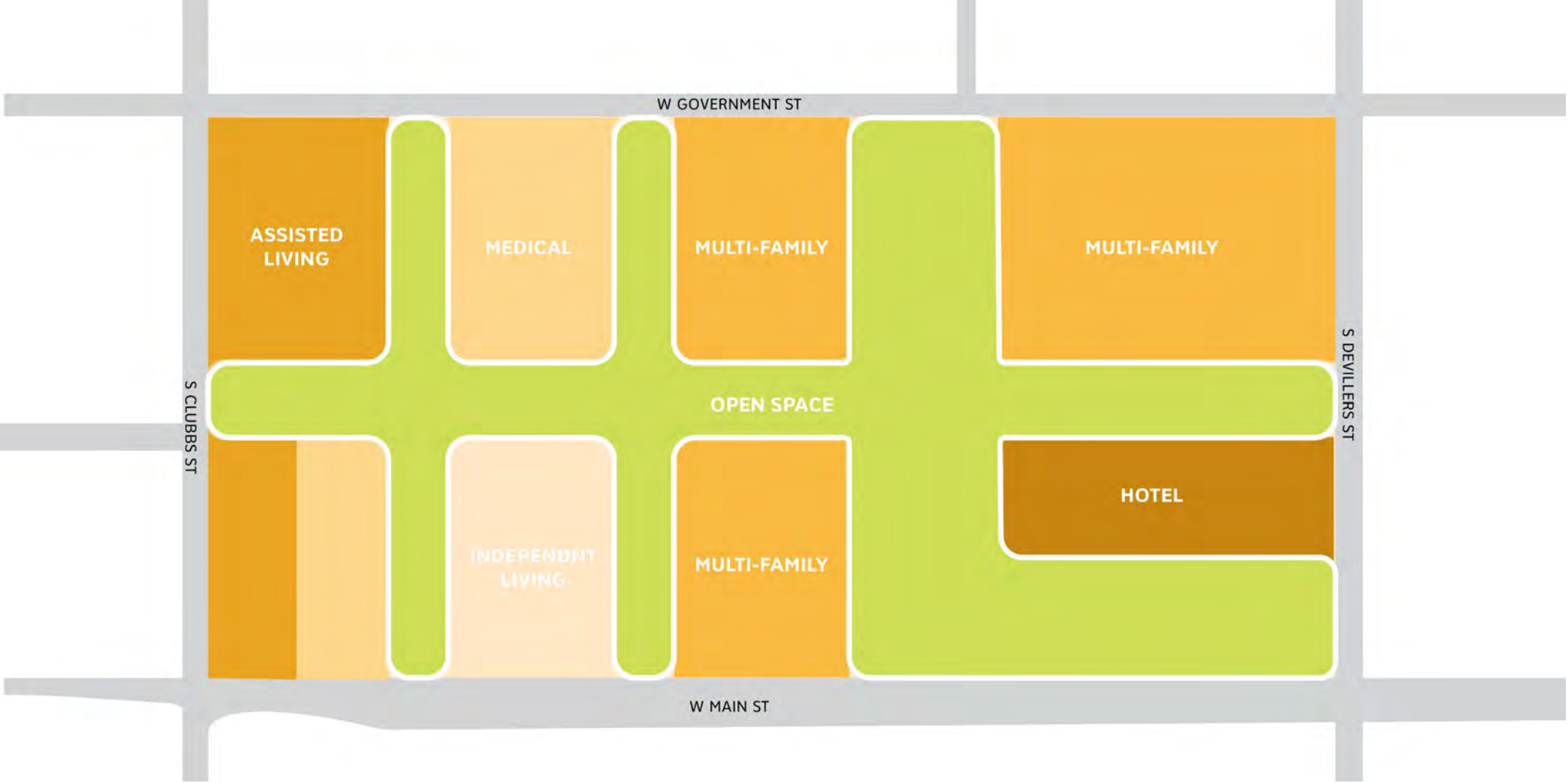
DPZ PLAN



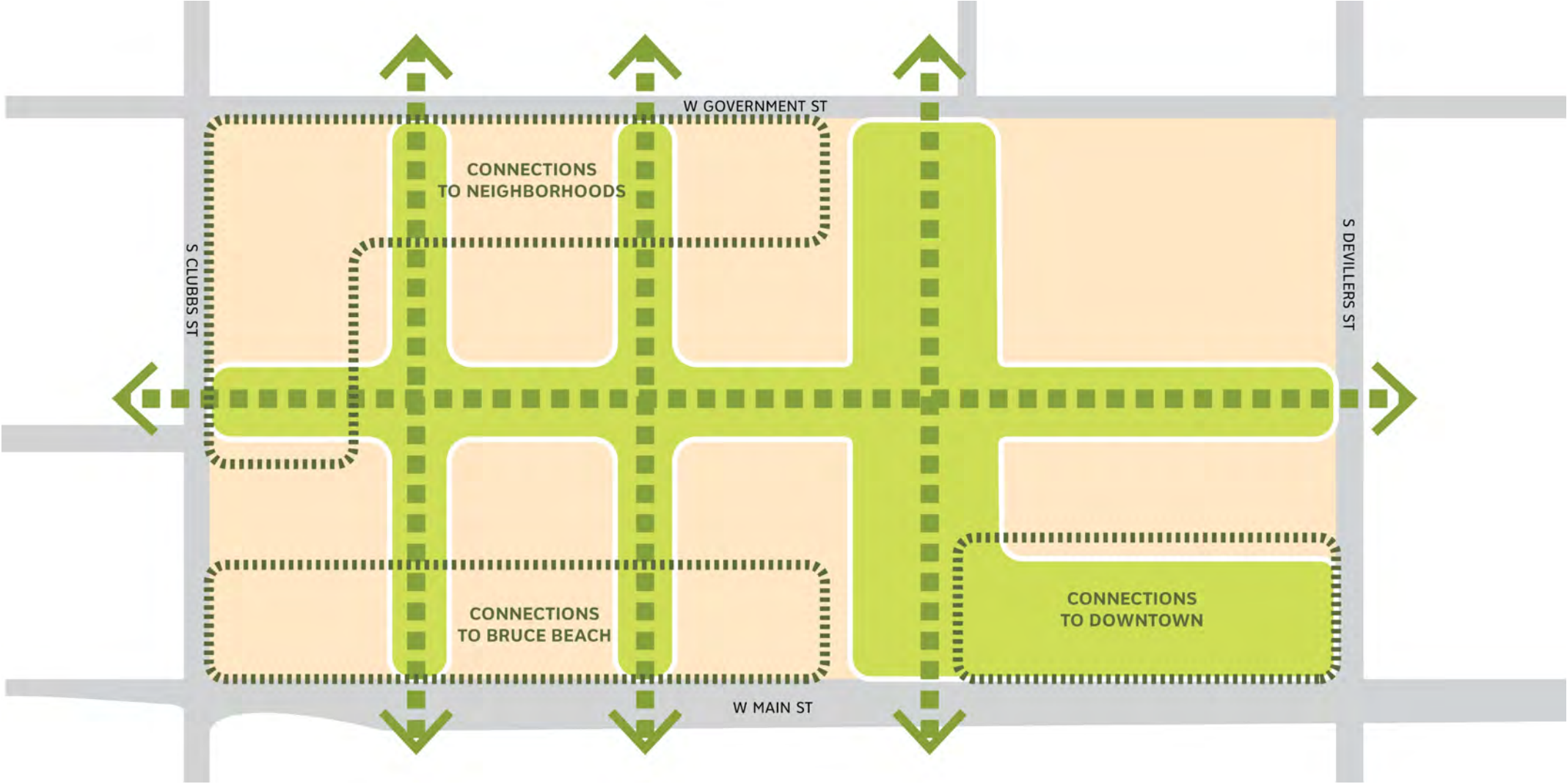
OPEN SPACE CONCEPT



OPEN SPACE AND PROGRAMMATIC ZONES



OPENSOURCE CONNECTIONS



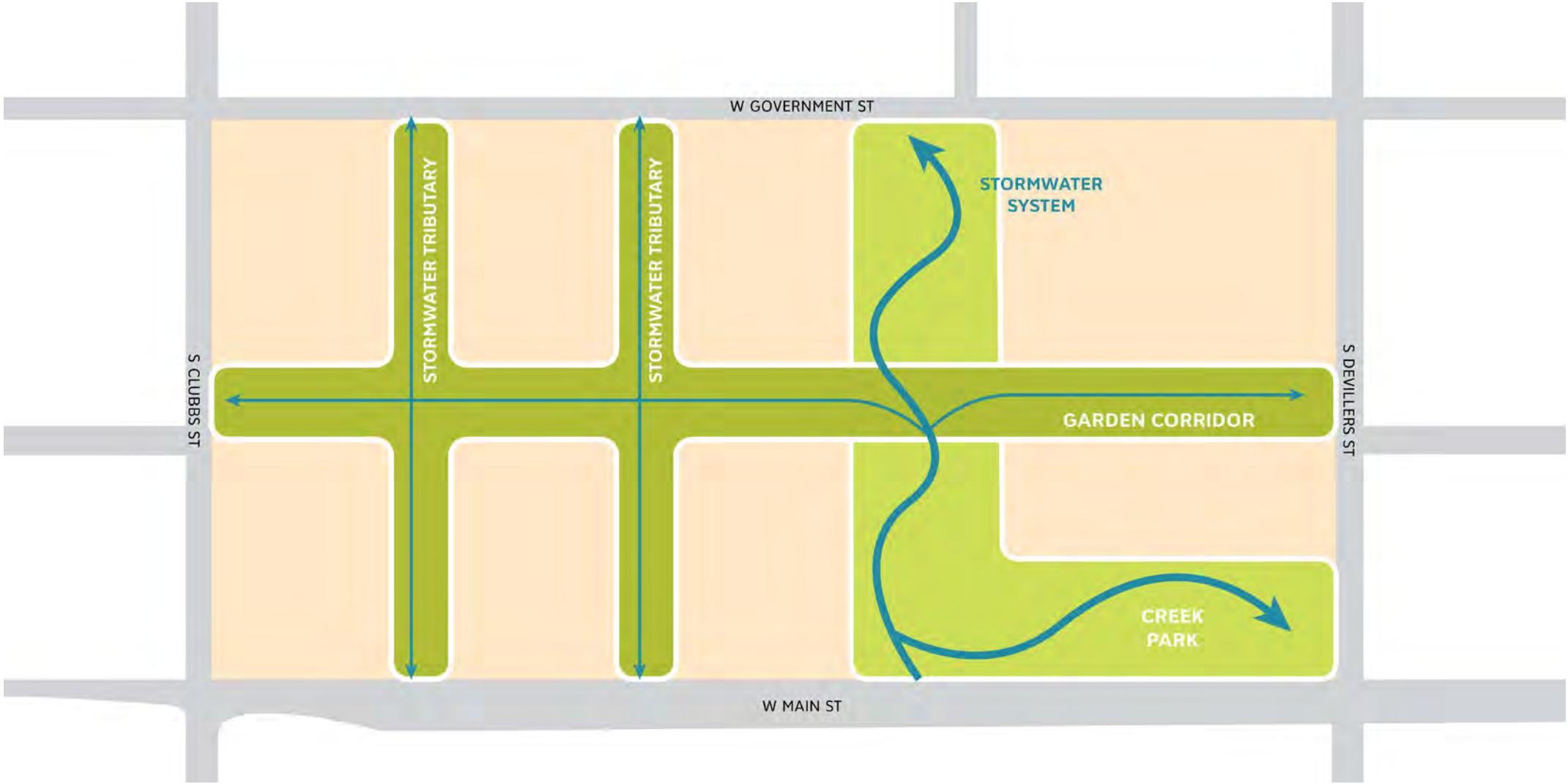
STORMWATER SYSTEM



OPEN SPACE CONCEPT



OPEN SPACE TYPOLOGIES



CREEK PARK

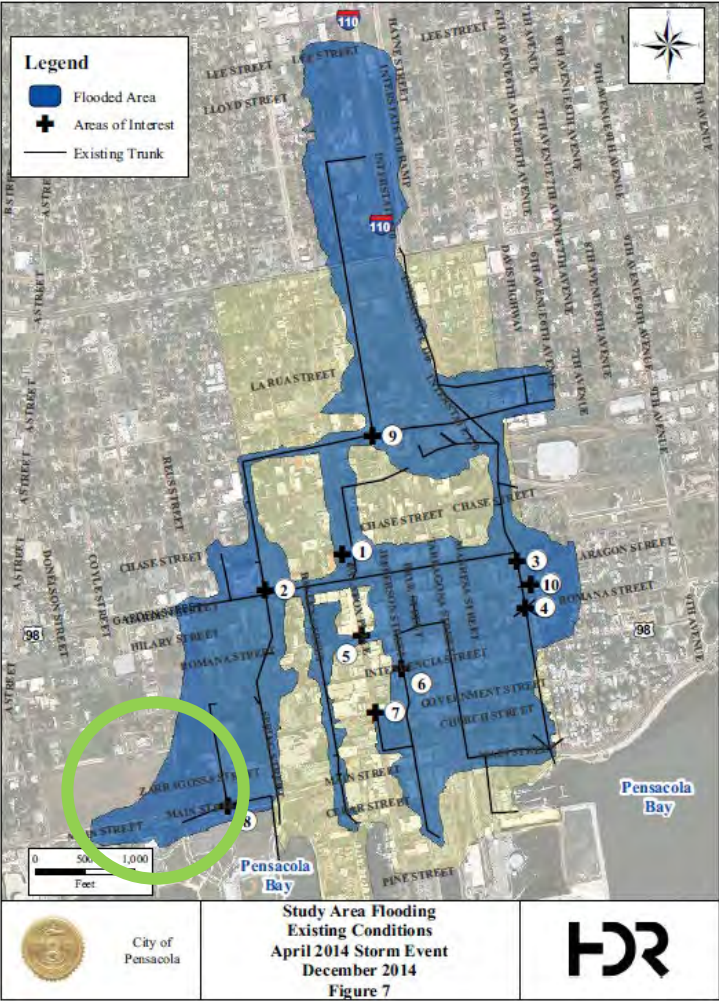


Public domain. Purcell, Joseph. *A plan of Pensacola and its environs in its present state, from an actual survey in 1778*. Library of Congress Geography and Map Division Washington, D.C. Call Number: G3934.P4 1778 .P8 Vault. Control Number 73691620. Digital ID: g3934p ar166 100 <http://hdl.loc.gov/loc.gmd/g3934p.ar166 100>. File: ar166100.sid. Internet - Dec. 22, 2003.



Figure 14. 1778 plan of Pensacola by Joseph Purcell.

CREEK DAYLIGHTING



LOCAL ECOLOGY



CREEK PARK : CREEK RESTORATION



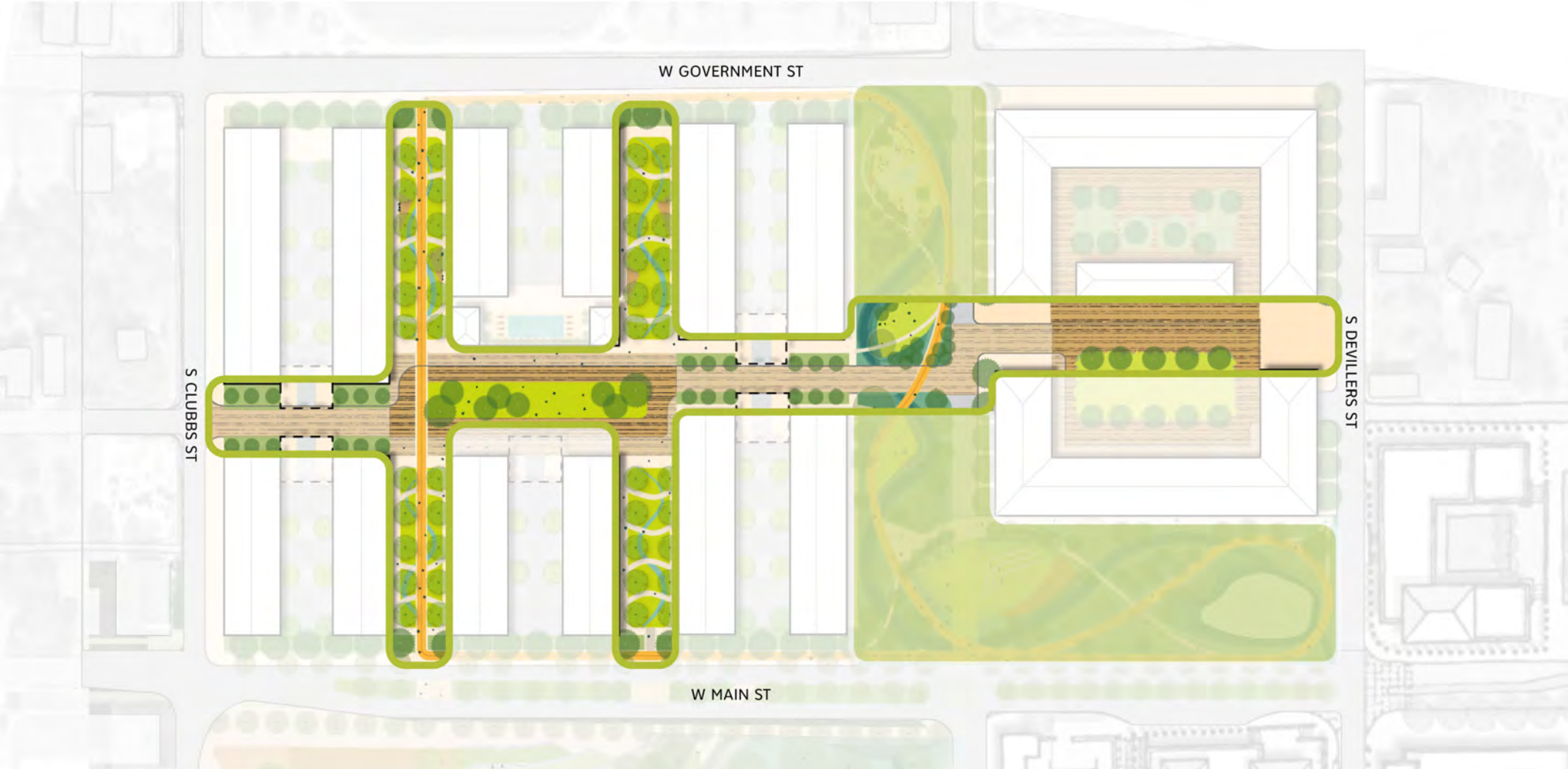
CREEK PARK : CREEK RESTORATION



CREEK PARK : PARK AMENITIES



CORRIDORS AND TRIBUTARIES



GARDEN CORRIDOR



CENTRAL GATHERING



STORMWATER TRIBUTARIES



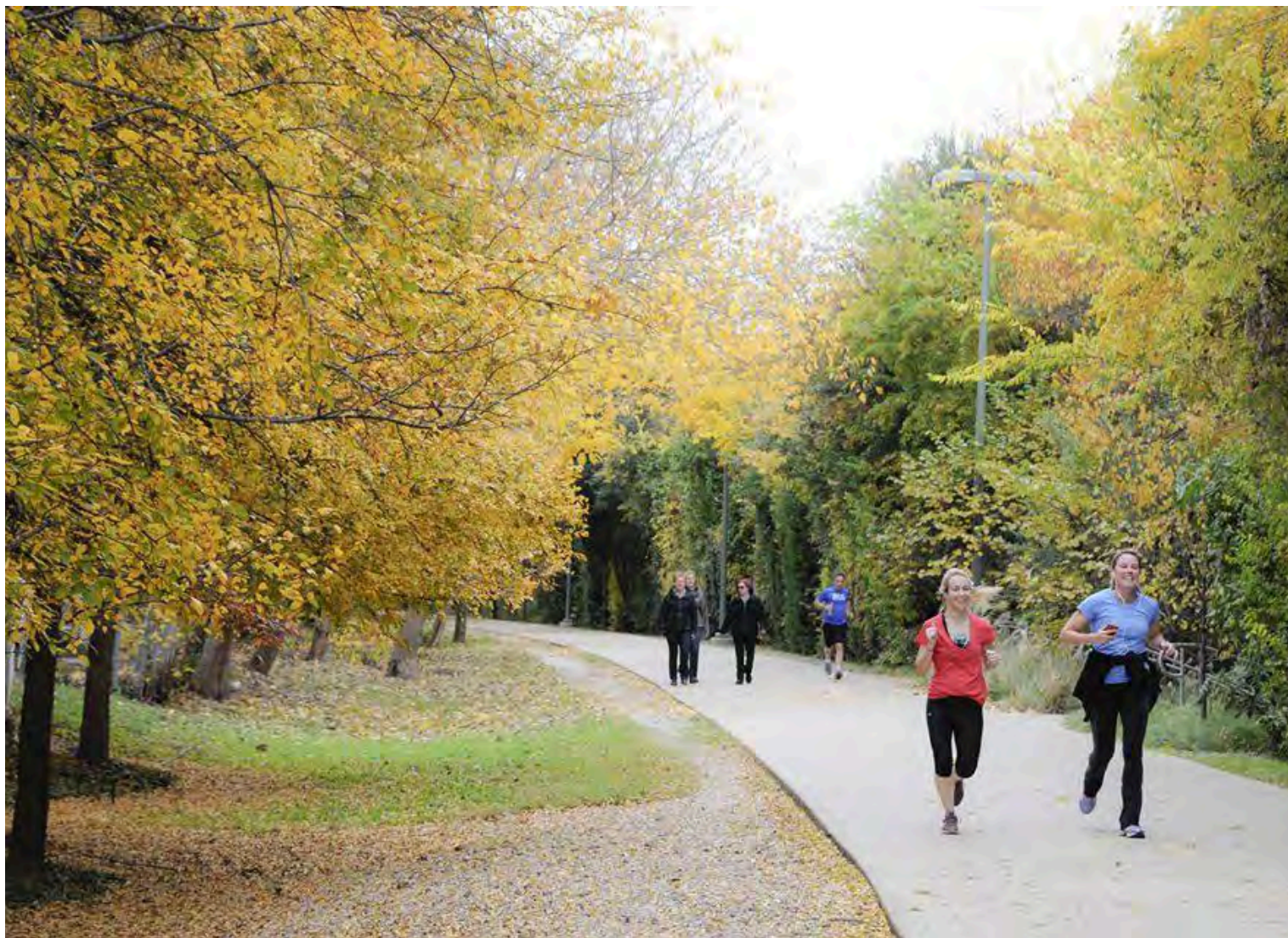
NEIGHBORHOOD CONNECTORS



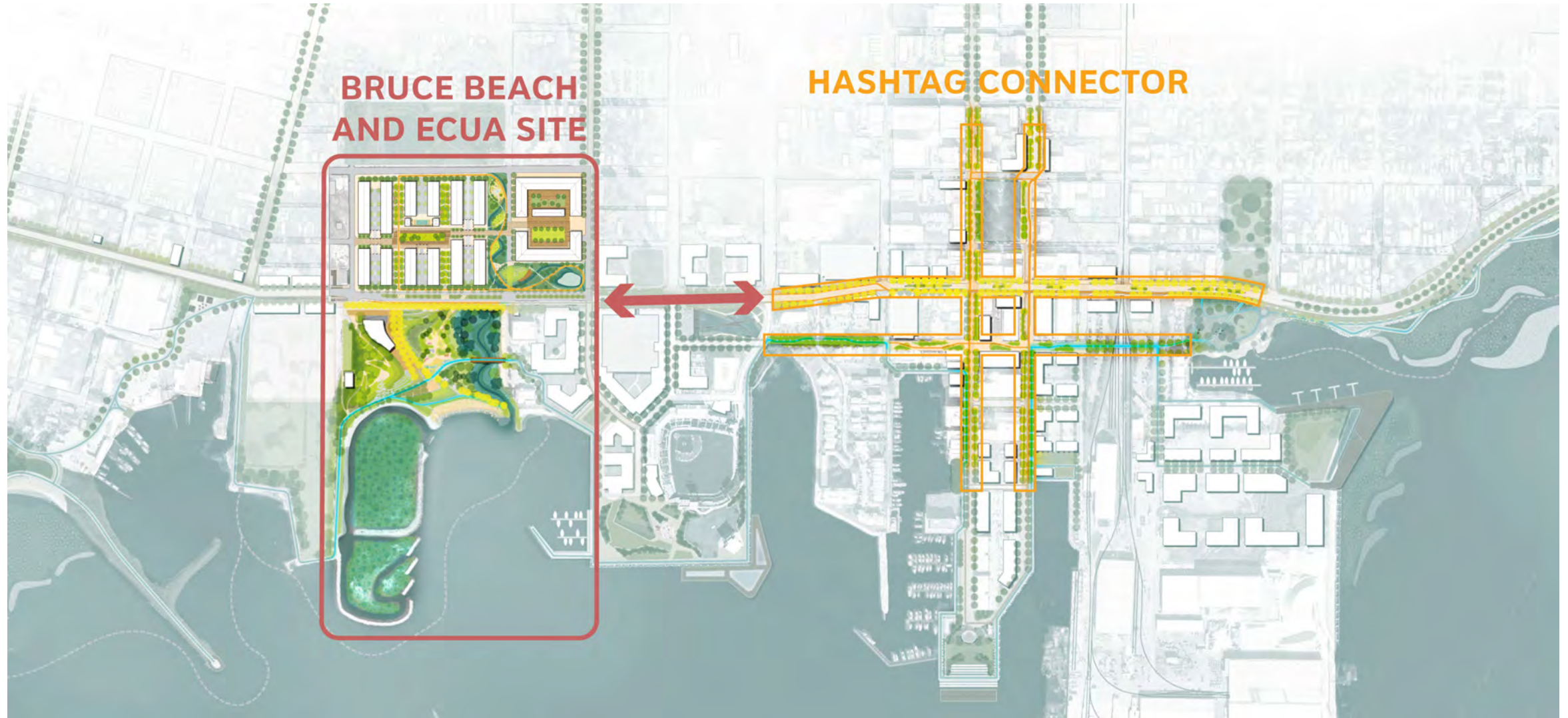
ACTIVE COMMUNITY LIFESTYLE



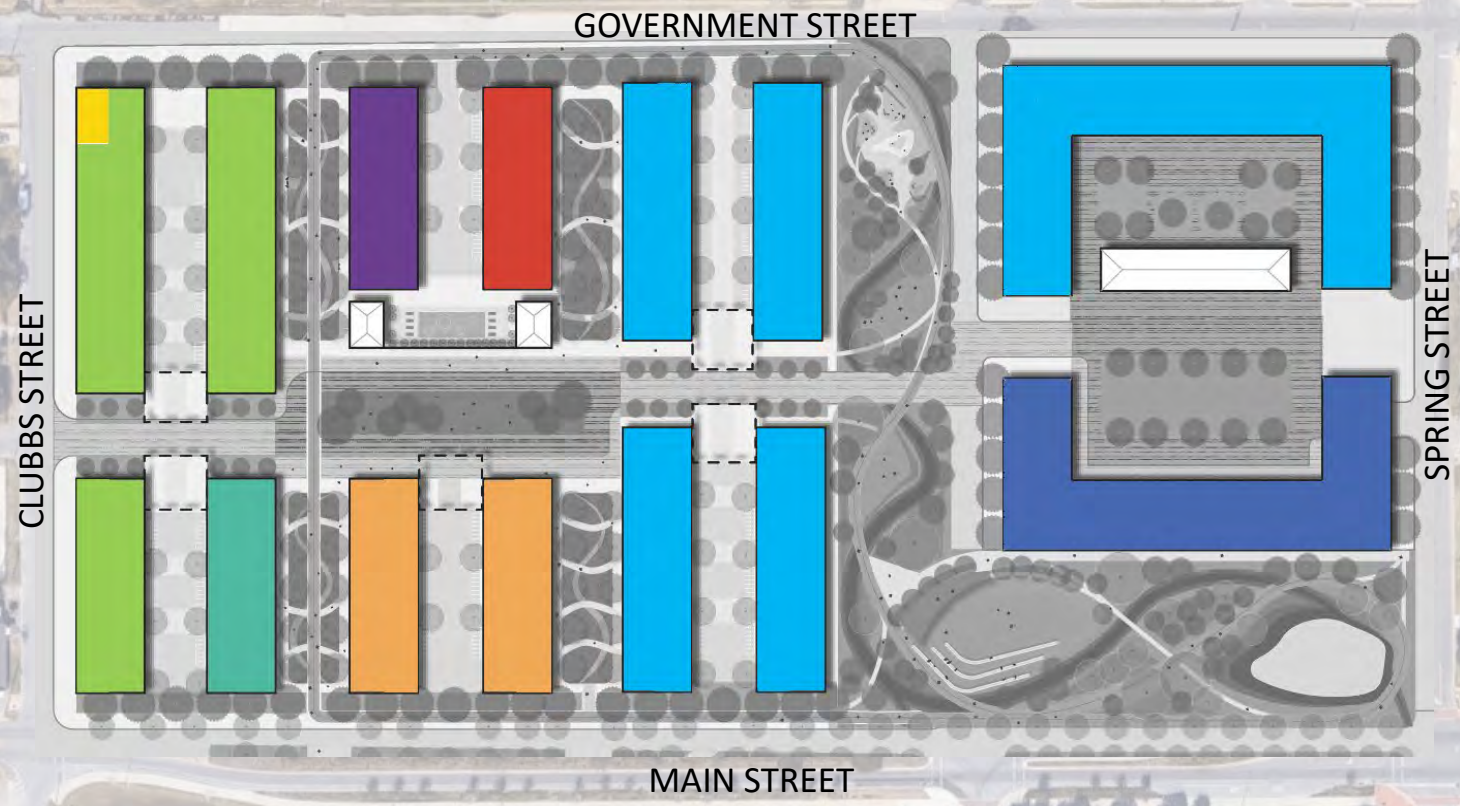
ACTIVE COMMUNITY LIFESTYLE



WEST MAIN "HINGE"

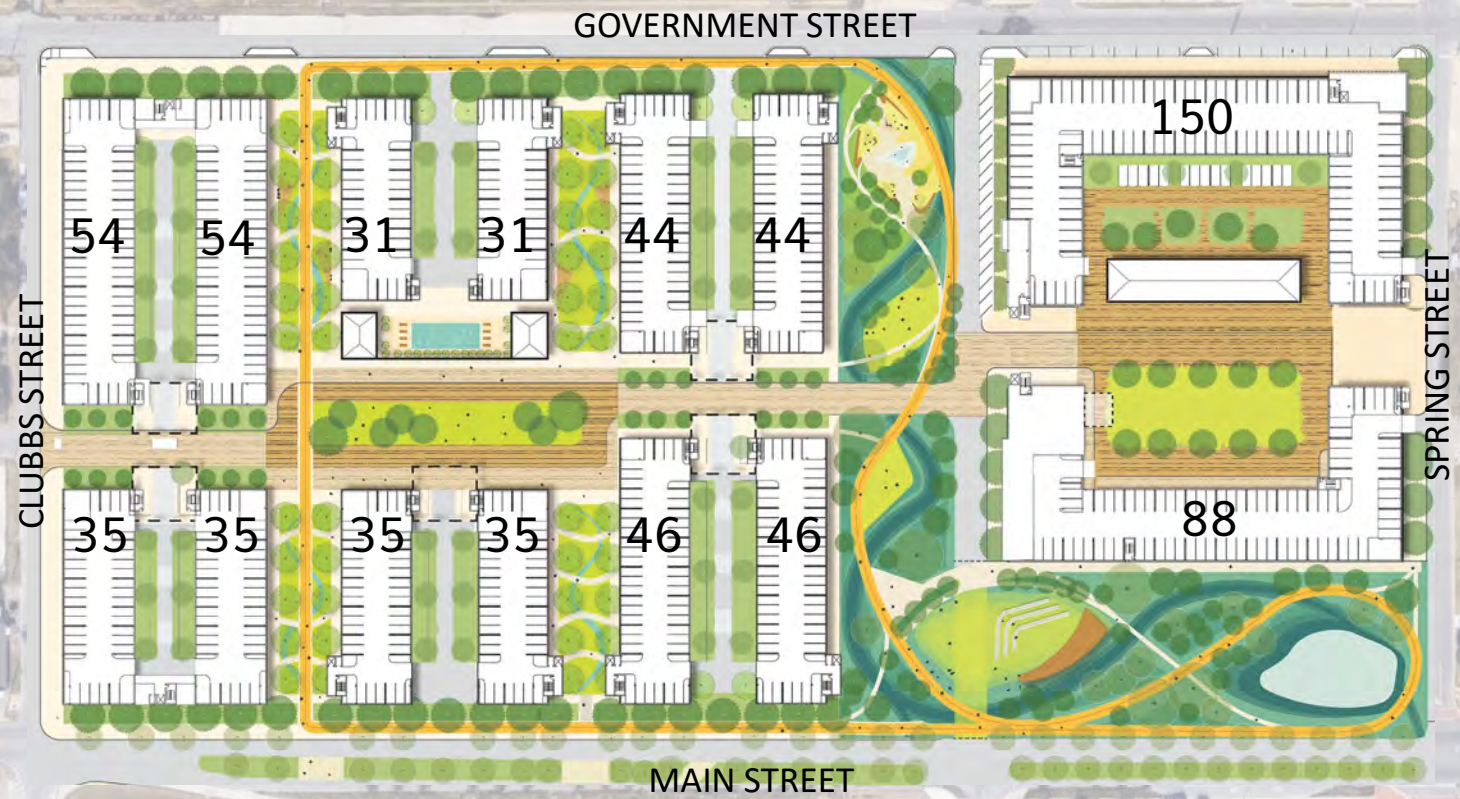


USES



- MULTIFAMILY – 404,108 SF
- HOTEL – 144,000 SF
- ASSISTED LIVING – 120,000 SF
- INDEPENDENT LIVING – 80,000 SF
- SKILLED NURSING – 24,000 SF
- REHABILITATION – 20,000 SF
- AMBULATORY SURGERY – 40,000 SF
- PHARMACY – 7,000 SF

PARKING



TOTAL – 728 OFF STREET

PATTERN LANGUAGE





CONCEPT DESIGN
SOUTHEAST VIEW



CONCEPT DESIGN
NORTHWEST VIEW

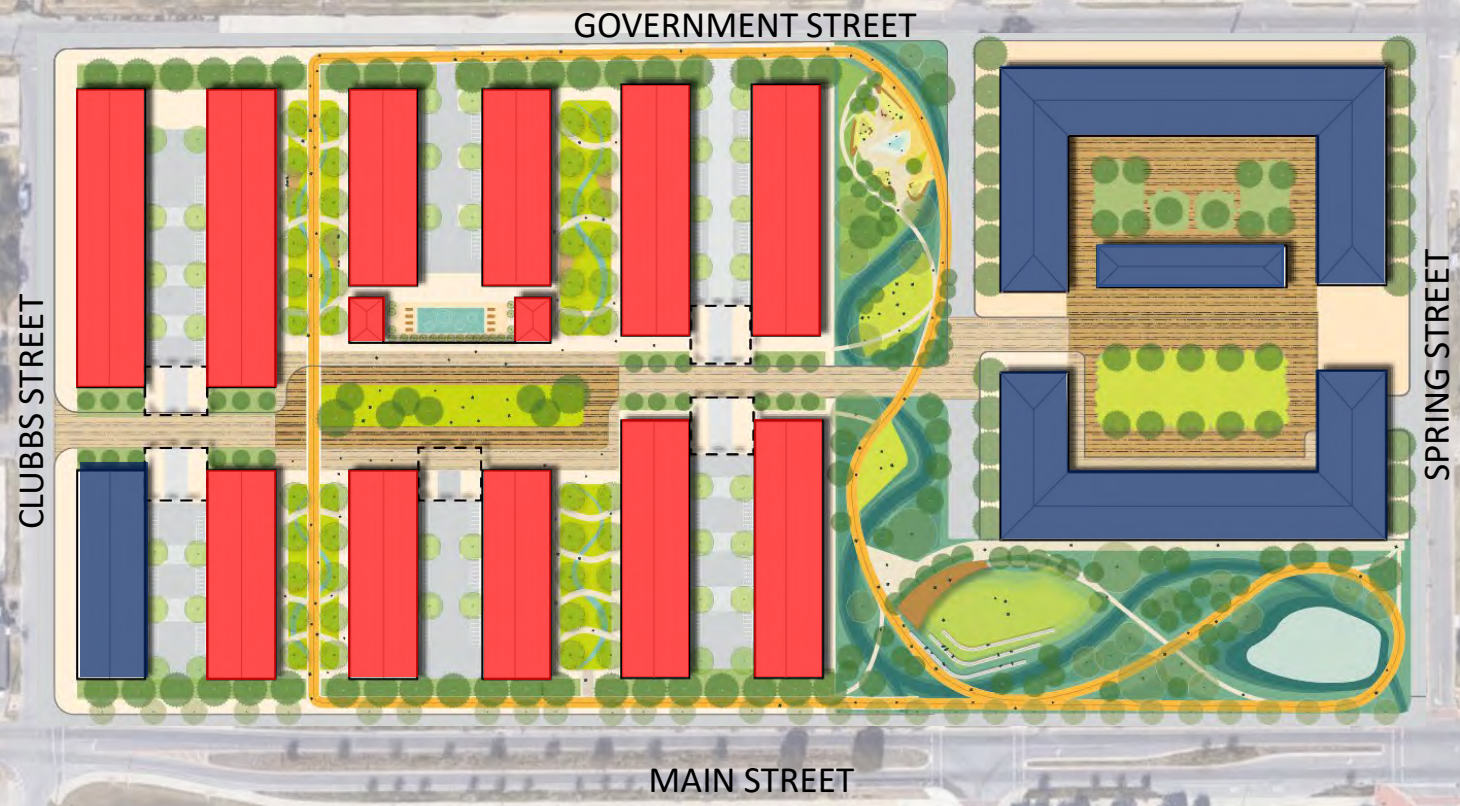
ECONOMIC BENEFIT

04

PROJECT EXECUTION

05

PHASING

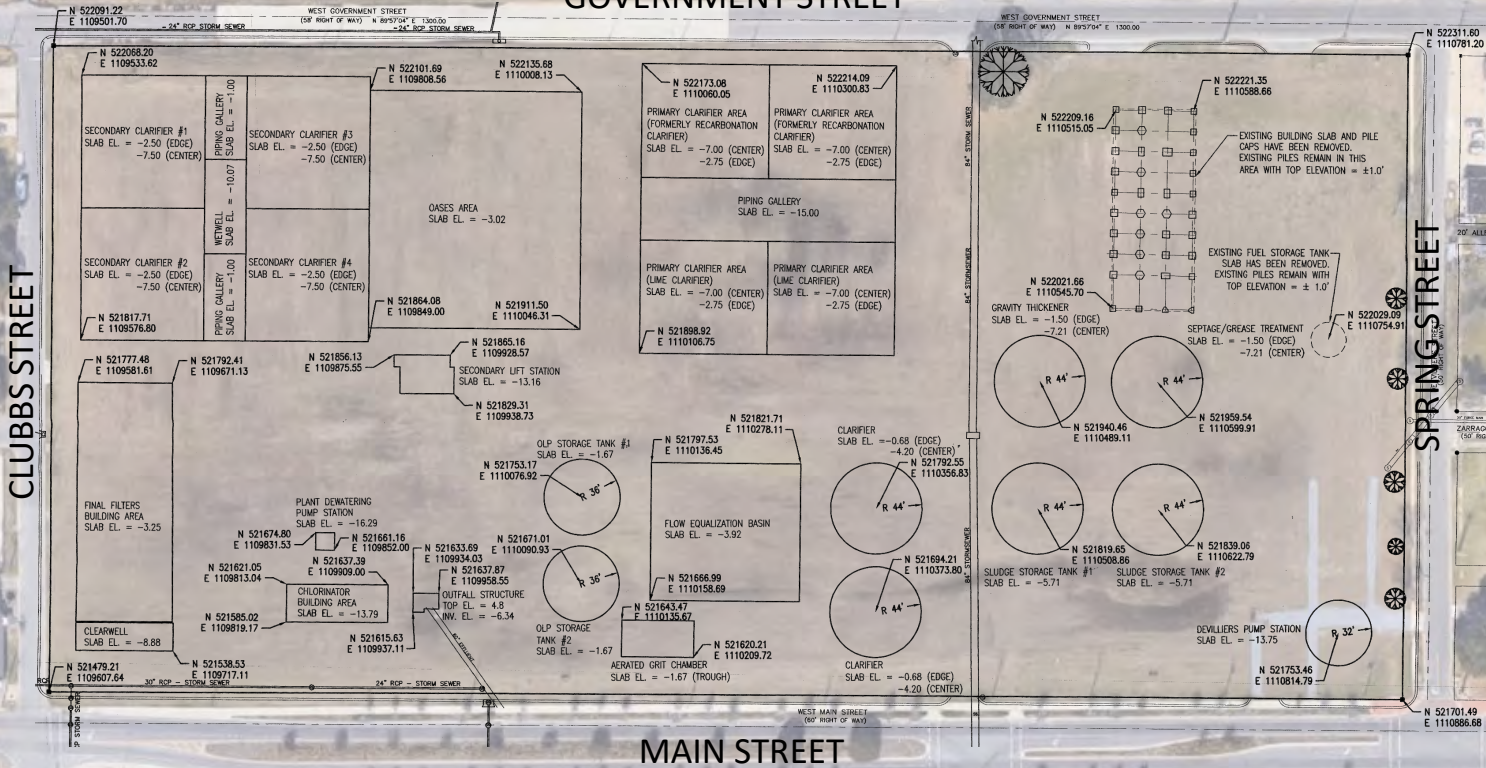


PHASE 1

PHASE 2

UNDERGROUND STRUCTURES

GOVERNMENT STREET

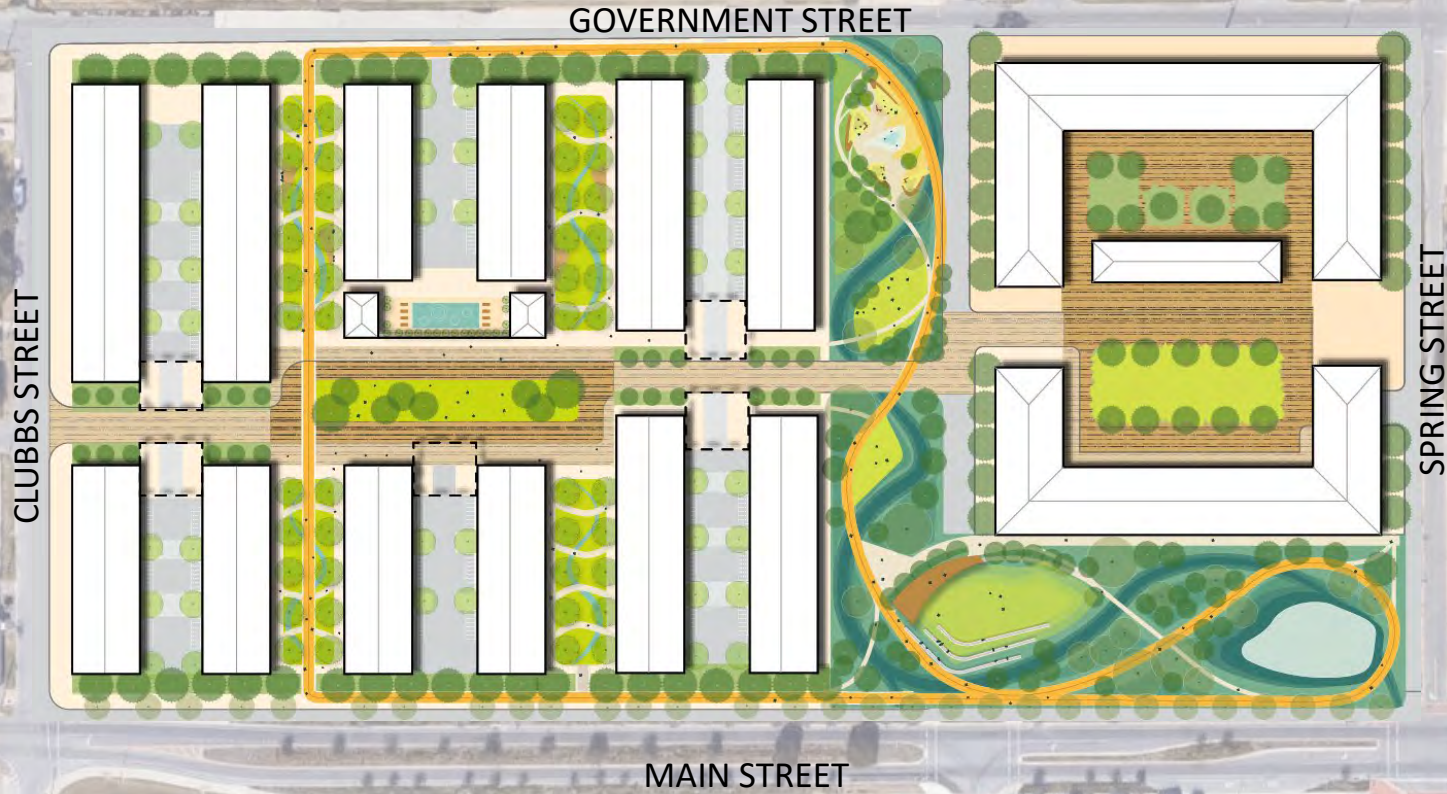


MAIN STREET

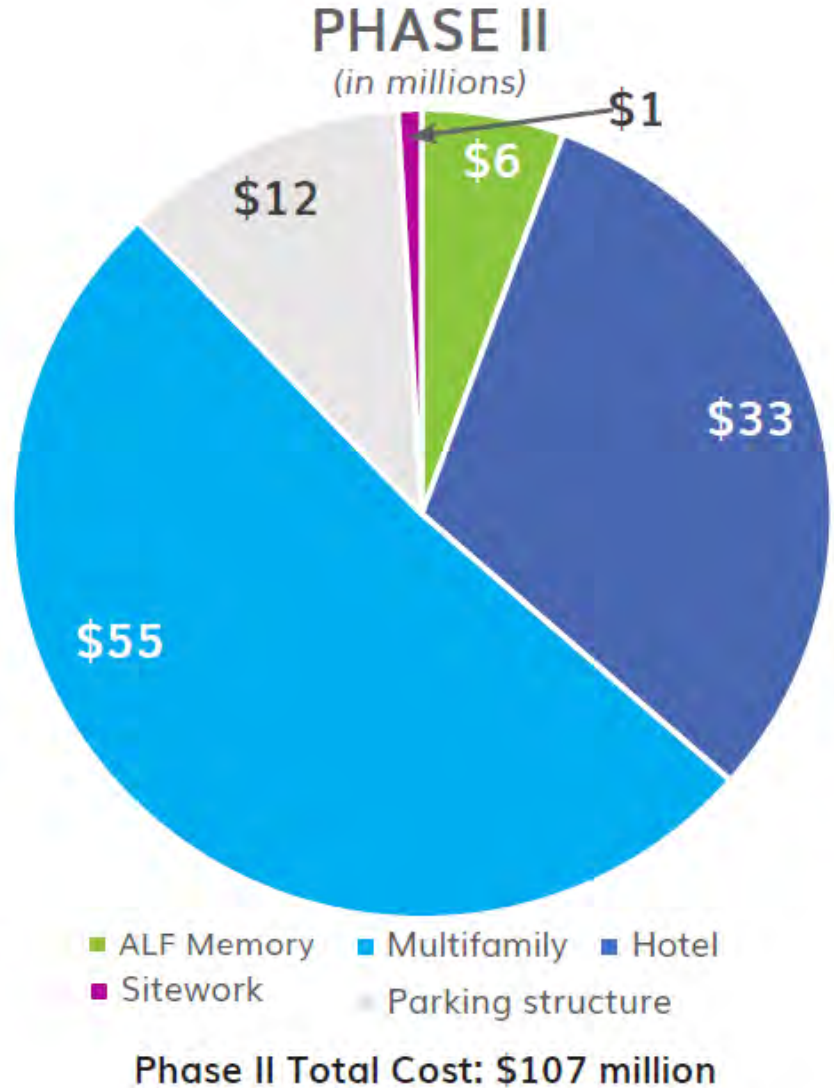
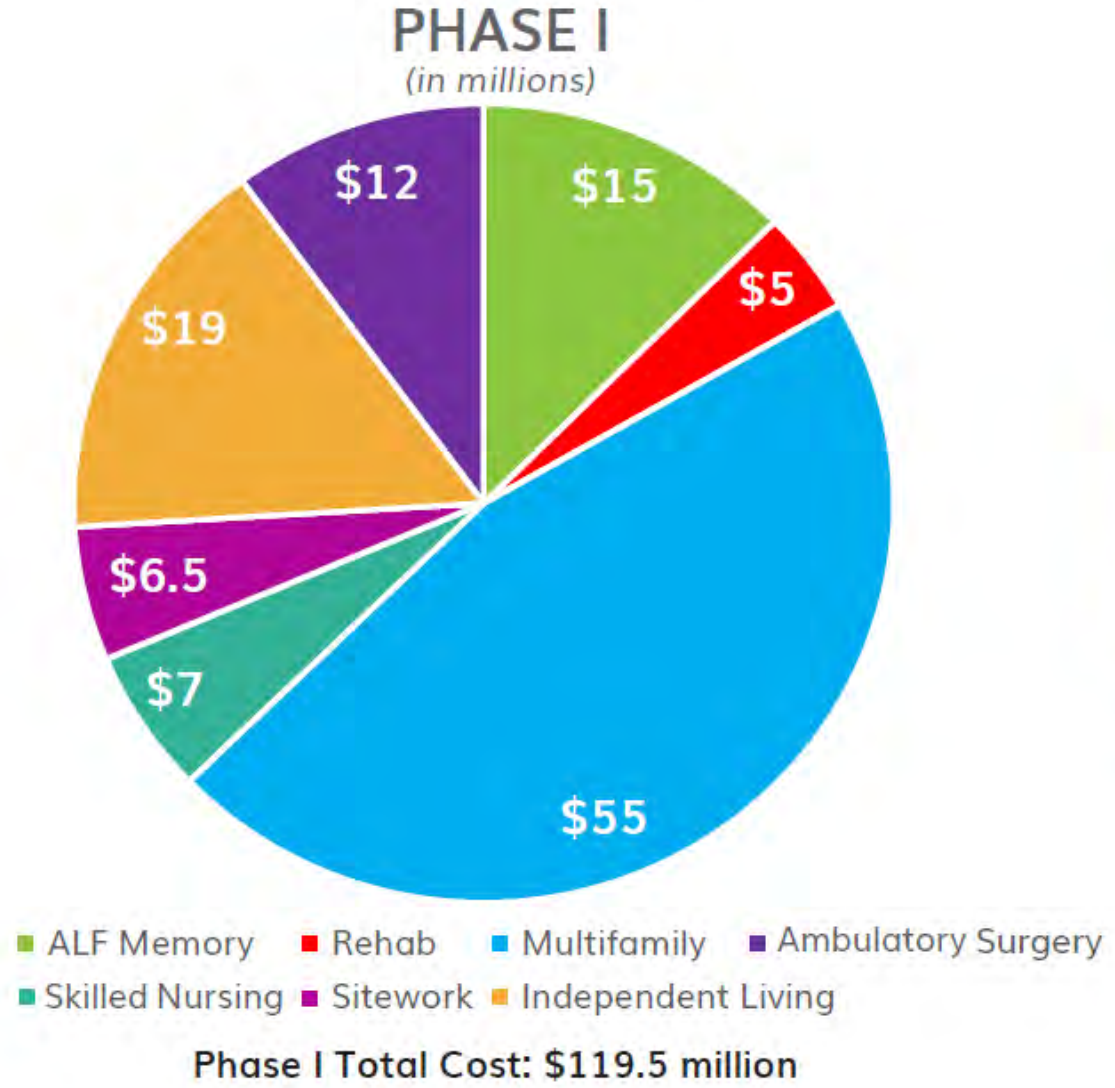
CLUBBS STREET

SPRING STREET

DEVELOPMENT PLAN



ESTIMATING CONSTRUCTION COST



FINANCIAL PROPOSAL

06

NEXT STEPS

STEP 1

- GEOTECHNICAL / STRUCTURAL ANALYSIS
- PPP/ COMMUNITY VALUE CREATION
- UPDATE MARKET ANALYSIS
- COMPLETE PROGRAMMING

STEP 2

- MASTER PLAN COORDINATION
- PRICING
- PROFORMA CREATION

COVENANT WITH THE COMMUNITY

07

COVENANT WITH THE COMMUNITY

Maritime Place - Covenant with Community

Disadvantaged Business Inclusion	Total	September 2013	October 2013	November 2013	December 2013
Total Subcontracted work:	\$723,776	\$200,493	\$290,509	\$140,091	\$92,683
Total value of MBE participation:	\$147,535	\$67,350	\$22,470	\$24,515	\$33,200
Goal = 20%	20%	34%	8%	17%	36%
Total value of WBE participation	\$0	\$0	\$0	\$0	\$0
Goal = 5%	0%	0%	0%	0%	0%

Escambia County/New Hire Inclusion	Total	September 2013	October 2013	November 2013	December 2013
Total Workers	134	41	34	31	28
Total Escambia County Employees	74	23	20	19	12
Goal = 50%	55%	56%	59%	61%	43%
Total Existing Employees	116	33	30	28	25
	87%	80%	88%	90%	89%
Total New Hire/Temp Employees	18	8	4	3	3
	13%	20%	12%	10%	11%
Total New Hire/Temp - Escambia County	14	4	4	3	3
Goal = 100%	78%	50%	100%	100%	100%

Gender Inclusion	Total	September 2013	October 2013	November 2013	December 2013
Total Male	27				27
	96%				96%
Total Female	1				1
	4%				4%

Ethnic/Racial Inclusion	Total	September 2013	October 2013	November 2013	December 2013
Total Hispanic	13				13
	46%				46%
Total African American	5				5
	18%				18%
Total Asian	0				0
	0%				0%
Total Caucasian	9				9
	32%				32%
Total Native American	1				1
	4%				4%
Total Pacific Islander	0				0
	0%				0%
Total Other	0				0
	0%				0%



WHY US?

08



- NATIONAL EXPERTISE; LOCAL KNOWLEDGE
- TRUSTED, PROVEN SUCCESS IN OUR COMMUNITY
- EMBRACING ECOLOGY, HISTORY, AND PLACE
- MEASURABLE, RETURN ON INVESTMENT TO THE CITY