

# HAWKSHAW PROPOSAL

AUGUST 7, 2017





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August, 7, 2017

NAI Halford  
DeeDee Davis, SIOR MICP  
24 West Chase Street  
Pensacola, FL 32502

Re: Hawkshaw Development Opportunity

Dear Ms. Davis,

I am excited to present you with the following proposal for the Hawkshaw Property - one of the last pieces of the puzzle in the development of downtown Pensacola. I feel that this proposal incorporates a vibrant architectural response and the best blend of commercial and residential use at a density compatible with the surrounding development and current market. I am happy to say that this proposal is *market ready* for construction to begin within one year.

As you will see from this proposal, I have assembled a team of professionals with extensive experience in mixed-use development, and just as critically *in working together*. Caldwell Associates and Morette Company have completed *dozens* of projects together, recently A.K. Suter Elementary School which the Superintendent stated set the bar against which all future school projects would be measured," creating not just a building for learning, but a *gateway urban anchor* into *East Pensacola Heights*.

Each team member also has a deep understanding of the collaborative process that engages the community, builds consensus, and translates the best ideas into conscientious, thoughtful works of architecture that serve the community. I would suggest that the *selecting right team* will go *at least as far delivering a successful project* to the Hawkshaw property as reacting to exciting conceptual drawings, data, or imagery that you are likely to see with this RFP. I am confident that we can bring you both and we sincerely hope you agree.

We are planning for the corner of Romana and 9th to be the home of a Wine World operation, of which I am a partner. Chan Cox and I have 6 retail wine shops and 7 restaurants, all located from Ft. Walton to Panama City. We propose using approximately 8,500 square feet for a combination of retail and restaurant. We are considering a roof top deck, but our operations do not include *live music or any loud noise*. The operation would employ 35 to 40 people.

An additional 6,500 square feet will be designated commercial for office or retail operations. The remainder of the building would consist of 39 residential units. They vary in size from 1,500 square feet to 2,100 square feet and could be combined if a purchaser wanted something larger. The units would sell for \$600,000 plus, depending on the size. Parking is provided in a surface lot that is completely screened from the major streets by the building, and a portion of the parking is underneath the building itself.

The first phase of construction would begin within one year and consists of the building on 9th Avenue that houses the commercial operations and condominium units. Phase two would be the additional units on Romana Street. Construction would begin within three years, or as the market allows.

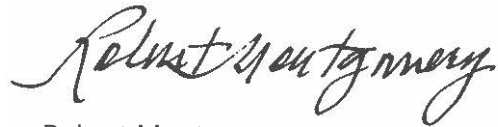
**PURCHASE PRICE:** The price offered for the site is \$1,600,000. A \$100,000 non-refundable binder would be paid upon signing a contract for purchase. Closing on the land will take place within 90 days of signing contract.

**PURCHASER:** The initial Purchaser would be Robert Montgomery, LLC. A new entity would be formed prior to closing on the Land Purchase. Additional financial partners would be added with the approval of the City.

**REVENUES TO THE CITY OF PENSACOLA AND COMMUNITY REDEVELOPMENT AGENCY:** Based on conversations with the County Tax Assessors office, tax on the completely sold out and completed project of approximately \$35,000,000 would be approximately \$665,000 annually.

**SPECIAL REQUEST:** It is requested that the City maximize street parking around the block with priority given to the east side of 9th Avenue.

Sincerely,

A handwritten signature in black ink that reads "Robert Montgomery". The signature is written in a cursive, flowing style.

Robert Montgomery  
Developer



# TEAM | EXPERIENCE | CREDENTIALS

Robert Montgomery, LLC - Owner/Developer  
657 E Romana Street  
Pensacola, FL 32502

Caldwell Associates Architects - Architect  
Miller Caldwell, Jr - Owner/Principal  
116 N Tarragona Street  
Pensacola, FL 32502

Morette Company - Contractor  
Michael Morette - President/Treasurer  
Sharon Morette - Vice President/Secretary  
Nikki Bell - Comptroller  
2503 N 12th Ave  
Pensacola, FL 32503



# ROBERT BENTON MONTGOMERY

## DEVELOPER



Robert Montgomery participated in the development of Aragon in downtown Pensacola, and many other innovative Gulf Breeze and regional developments. He serves as Chairman Northwest Florida Traffic Corridor Authority formed to address the transportation challenges of an 8-county area along Highway 98.

### EDUCATION

Florida State University  
B.S. Business

### AFFILIATIONS

Current Chairman of the Northwest Florida Transportation Corridor Authority

Past Board Member of the Pensacola Junior College Foundation

Member of the BB&T Bank Board of Directors

Member of the Florida Alabama Strategic Task Force

Current Chairman of the Gateway Review Board, City of Pensacola

Member of South End Tomorrow Committee, Santa Rosa County

Former Member of Gulf Breeze High School Advisory Committee

Former Advisory Board of Directors, Tiger Point Golf and Country Club.

Board of Directors, Peoples' Federal Savings Bank, until its sale

Former Member of the Pensacola Board of Realtors Board of Directors.

### EXPERIENCE

Montgomery Realtors: 1971-Present  
Owner/Broker

Wineworld Stores: 1995-Present

### PROFESSIONAL ACTIVITIES

Part of the development of the Aragon project in Downtown Pensacola.

Developer of several thousand residential and commercial sites in the Gulf Breeze area.

Broker for several major commercial projects in South Santa Rosa county and a variety of commercial buildings on US 98.

Developer of several condominium and rental projects in Santa Rosa County.

Officer and director of various corporations and partnerships involving land development, rental properties, and retail operations.

Part owner/operator of Tiger Point Golf and Country Club until its sale.

Part owner/manager of WAJB FM radio station, until its sale.



# MORETTE COMPANY

## CONTRACTOR

### ABOUT US

Morette Company, a Florida corporation, is a closely held family company that is locally owned and operated. Morette Company has been providing construction management, development, design-build, and general contracting services in the southeast since 1978. Our capabilities include all phases of construction, development, design-build, and management services.

Morette Company has built its foundation on several fundamental corporate values that are reflected in the day-to-day operations of the company and its employees.

We have earned an unparalleled reputation through our continued focus on these central philosophies. A tribute to our professionalism and success is our many satisfied, repeat clients, as well as those who seek our services. We are proud of all of these relationships, as they are the foundation of our success.

### EXPERIENCE

Palafox Pier and Yacht Harbor  
Pensacola, FL

Community Maritime Park Design and Development, Owners' Representative for City of Pensacola

A.K. Suter Elementary School  
Pensacola, FL

Andrews Institute of Orthopedic and Sports Medicine-Medical Office Building & Athletic Performance Enhancement Center, Gulf Breeze, FL

Azalea Trace Terrace II, Willow Brook Court and Kitchen Renovations  
Pensacola, FL

Azalea Trace Retirement Life Communities Fire Sprinkler Retrofit and Midrise Renovation, Pensacola, FL

Baptist Hospital West Expansion and Multiple Renovations/Upgrades  
Pensacola, FL

Blount Building Interior Renovation  
Pensacola, FL

Brent Building Interior Renovations  
Pensacola, FL

Children's Medical Service  
Pensacola, FL

Escambia County Health Unit  
Pensacola, FL

Hillcrest Baptist Church "Generations" Building, Pensacola, FL

M.C. Blanchard Judicial Center Renovation and Expansion, Pensacola, FL

Margaritaville Beach Hotel  
Pensacola Beach, FL

Navy Federal Credit Union Building Three Auditorium, Pensacola, FL

Olive Baptist Church Ministry Building  
Pensacola, FL

Pensacola Country Club  
Pensacola, FL

Pensacola Christian College Dixon Dormitory Renovations, Pensacola, FL

Pensacola Christian College, Palms Grill Renovation & Campus Store  
Pensacola, FL

Pensacola State College Charles W. Lamar Studio, Pensacola, FL

Pensacola State College Warrington Campus Exterior Renovations  
Pensacola, FL

Pensacola State College Building 3200  
Pensacola, FL

Pensacola State College Building 12  
Pensacola, FL

University of West Florida, New Residence Hall (Argo Hall)  
Pensacola, FL

# CALDWELL ASSOCIATES ARCHITECTS

## ARCHITECT OF RECORD

### ABOUT US

For the past 30 years, Caldwell Associates has dedicated its practice toward becoming one of the most versatile architecture firms on the Gulf Coast. Our firm's design philosophy is *community building through good design*. We embrace the collaborative nature of architecture, and believe that the best work is achieved through the efforts of many toward a common goal.

Caldwell Associates has been fortunate to share our skills as planners, thinkers, designers, and managers on a tremendous variety of projects. Balancing design, speed, and economy, we continue to serve a growing base of community-minded clients who wish to partner in our efforts of improving lives through good design.

We have helped a variety of communities and other entities through the master planning process providing expert guidance, managing stakeholder input, and leading community workshops. Through an interactive dialogue with our community partners, the best ideas are translated into conscientious, thoughtful works of public architecture that serve the communities within which they are created.

Caldwell Associates has engaged the following design team members for this project: Dell Consulting for MEP, Rebol-Battle & Associates for Civil, McCarthy Engineers for Structural.

### EXPERIENCE

Hawkshaw Village  
Pensacola, FL

Community Maritime Park Design  
Criteria and Master Plan, Pensacola, FL

Community Maritime Park Development  
Study, Pensacola, FL

Pensacola Technology Campus Master  
Plan, Pensacola, FL

South Shore Master Plan  
Hurlburt Field, FL

University of West Florida  
East Campus Mixed Use Conceptual  
Development, Pensacola, FL

University of West Florida  
University Park Master Plan  
Pensacola, FL

University of West Florida  
Campus Green Master Plan  
Pensacola, FL

Sacred Heart Health Systems  
Master Plan  
Pensacola, FL

Sacred Heart Health Systems  
Master Landscape Plan  
Pensacola, FL

Corry Village Master Plan  
Corry Field, FL

Townhouses Master Plan and  
Revitalization, NAS Pensacola, FL

Wholesale Revitalization to Base  
Housing, NAS New Orleans, LA

Wholesale Revitalization to 199 Units  
NAS New Orleans, LA



# PROJECT OUTLINE

## PROJECT DESCRIPTION

Our team proposes to develop a 3-story Mixed-Use Commercial/ Multi-Family Residential building on the Hawkshaw Property. The building will be placed on the southwest corner of the site with frontage directly along 9th Avenue and Romana Street. The building will be elevated on a concrete podium to meet anticipated minimum flood elevations and be utilized for both additional parking underneath as well as help to create the "4 story read" along the street requested in the RFP.

The anchor will be an 8,500 s.f. Wine and Craft Bar, including 2,000 s.f. of retail space, at the corner location with generous covered seating areas facing the waterfront view. A 6,500 s.f. office space will comprise a separate tenant space along the 9th Avenue portion of the 1st floor. 39 condominium units at \$600k+ will complete the balance of the building – in 3 stories along Romana Street and 2 stories above the restaurant/ office space along Ninth Avenue, averaging approximately 1,800 s.f. per unit. Off street parking will be provided underneath a portion of the building along Romana Street and in a surface parking lot behind it. Access to the parking lot will be from Colfax Street and 10th Avenue which will enable the streetscape along 9th Avenue and Romana Street to remain pedestrian friendly.

## DESIGN APPROACH

The overall design approach was to create a thriving urban corner building - the kind that has populated towns and cities since people started building towns and cities – places where people meet – a destination integral to the neighborhoods they populate. We hope to create this kind of place at Hawkshaw – where the building will be both a backdrop to Admiral Mason Park as well as a complement to the Aragon streetscape across 9th Avenue.

We started with the corner itself, imagining an inviting entry with expansive steps sized not just for moving up and down but as a place to relax, to meet, or to have lunch. The steps connect to a raised public promenade along both sides that offer views to the water and is shaded with an oversized modern canopy. Along both sides we developed facades with modern 'components' attached to traditional massing – an appropriate blend which we felt was a dynamic but appropriate response to this transitional site between Aragon on the west and Gulf Power to the east. The scale of the building was given particular attention by varying the massing to reflect traditional street variations at 25' to 30' intervals, providing a covered gallery along 9th Avenue, utilizing traditional fenestration proportions, and creating a tree lined downtown streetscape. On the Romana Street side, we transition to a more modern language with cantilevered

balconies and fenestrations overlooking small urban gardens lined with green walls, helping to bring elements of Admiral Mason Park into the project.

## COMPLIANCE WITH HAWKSHAW DESIGN GUIDELINES

We have reviewed the Hawkshaw Design Guidelines and will deliver a project that reflects the vision outlined in this document. Although the desired density does not match what the current market will support, we have done our best to ensure that the design that we offer will be a dynamic and appropriate architectural response that becomes an asset to the neighborhood and city.

Some of the strategies we have utilized include:

- Buildings that front 9th Avenue and Romana Street
- Parking is screened from view.
- Use of diverse forms to avoid creating a "single project" feel.
- Contemporary and traditional architectural elements.
- 3.5 story buildings facing 9th Avenue and Admiral Mason Park
- Galleries along 9th Avenue
- Urban landscaping facing Admiral Mason Park
- Pedestrian friendly streetscape along 9th Avenue and Romana Street
- Vehicular access from non-pedestrian streets



# PROJECT OUTLINE

## PHASING

The project has been designed to be completed in two phases, with Phase I being ready for immediate development. The first phase is the 9th Avenue portion of the building with the restaurant, office, and 12 condominium units. Phase II will include the covered parking and 27 condominiums.

## CONSTRUCTION AND EXTERIOR MATERIALS

It is anticipated that the soil conditions will require a pile supported foundation. We anticipate utilizing auger cast concrete piles. "Block and plank" construction will be used for the structure which consists of precast concrete planks for the floor system and concrete masonry units (CMU) for the bearing walls.

Exterior finishes will include cement board siding, stucco, aluminum storefront and windows, steel balconies and columns with steel or aluminum handrails, and aluminum canopies. Architectural concrete block will be provided along the street elevation lining the areas below the occupied finished floor.

## LANDSCAPE

The landscape concept for this project is to integrate the landscape design with the architecture and the existing urban context – not to treat it as an afterthought or simply serve functional

needs like screening of service elements. The landscape, like the architecture, will be an integral part of creating the 'brand.' We will be creating both traditional streetscapes along the Romana and 9th Avenue sides as well as unique urban gardens that front Admiral Mason Park. We will also provide a comprehensive design that utilizes a mix of both planted in-ground materials with materials set in architectural features such as planters, seating, or other urban elements. Along the eastern edge, we will create a simple passive recreational area that celebrates that natural beauty of the substantial oak trees.

## STORMWATER

This parcel's stormwater impact has already been incorporated into the design of the regional pond located at Admiral Mason Park. We will be providing a piped connection to this facility, and we have reviewed our conceptual plans with the City Engineer.

## SPACE SUMMARY

- Restaurant: 6,500 nsf
- Retail: 2,000 nsf
- Office: 6,500 nsf
- Multi family Residential – 39 dwelling units

Total CONDITIONED gross square footage – 102,417 gsf  
Total gross square footage including all parking under podium, elevated promenade, exterior corridors, and

balconies – 142,295 gsf

## PARKING REQUIREMENTS

- Residential (1/unit) - 39 units = 39 spaces required (no CRA reduction)
- Office (1/ 300 sf) - 6,500 sf = 22 spaces + (30% CRA reduction allowed) = 16 spaces required
- Wine Bar/ Restaurant (1/ 100 sf) - 6,500 sf = 65 spaces + (100% CRA reduction allowed) = 0 spaces required
- Retail – 2000 sf – 1/300 sf = 7 spaces – 60% CRA reduction = 3 spaces required

Total required	
with CRA reduction:	58 spaces
Total provided :	105 spaces

Parallel parking (if feasible) can provide up to an additional 47 spaces



CLARE PARTNERSHIP  
ALMA MATER  
2025



20 WEST GARDEN STREET

ACCELERATED CHANGE  
SU

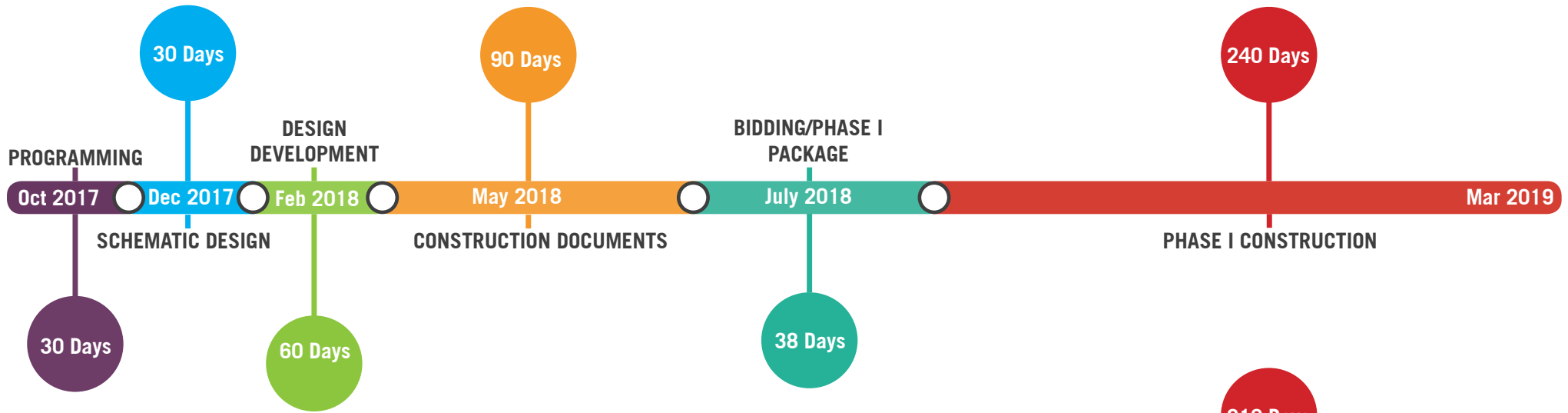
# LANDSCAPING CONCEPT







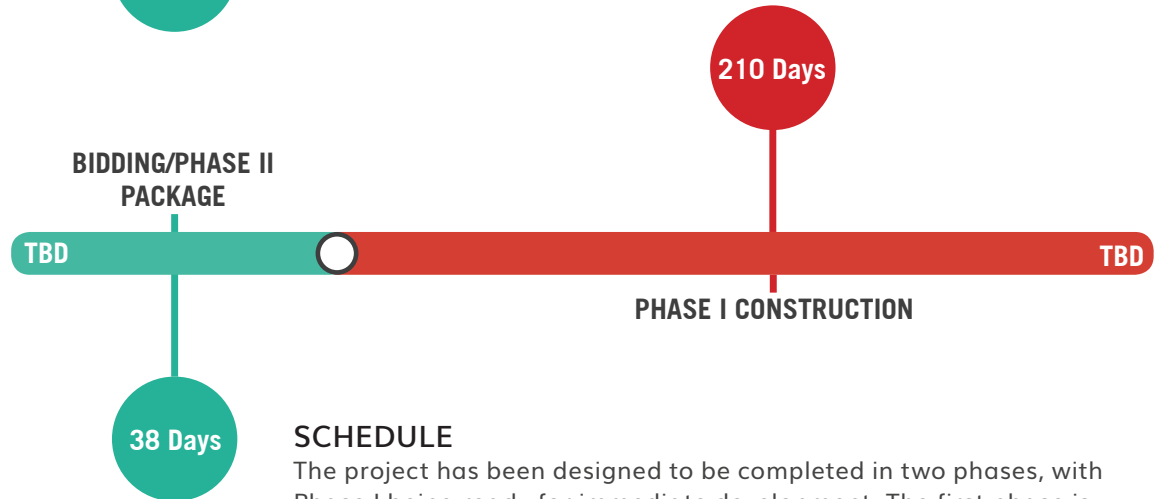
# SCHEDULE



## SPECIAL REQUESTS

1. As much as feasible, we would request that parallel parking spaces be provided along all of the existing streets with priority being given to the 9th Avenue and Romana Street locations where convenience parking for customers directly impacts the success of the commercial component of this project.
2. We are aware that Colfax Street is a private street and will request access from the adjacent property owner for ingress and egress. It is our understanding that the owner has publicly stated that the street will be available for public access. This is the ideal location for vehicular access to the project – enabling us to preserve the oak trees on the east side of the property and keep the 9th Avenue and Romana Street sides prioritized for pedestrians.

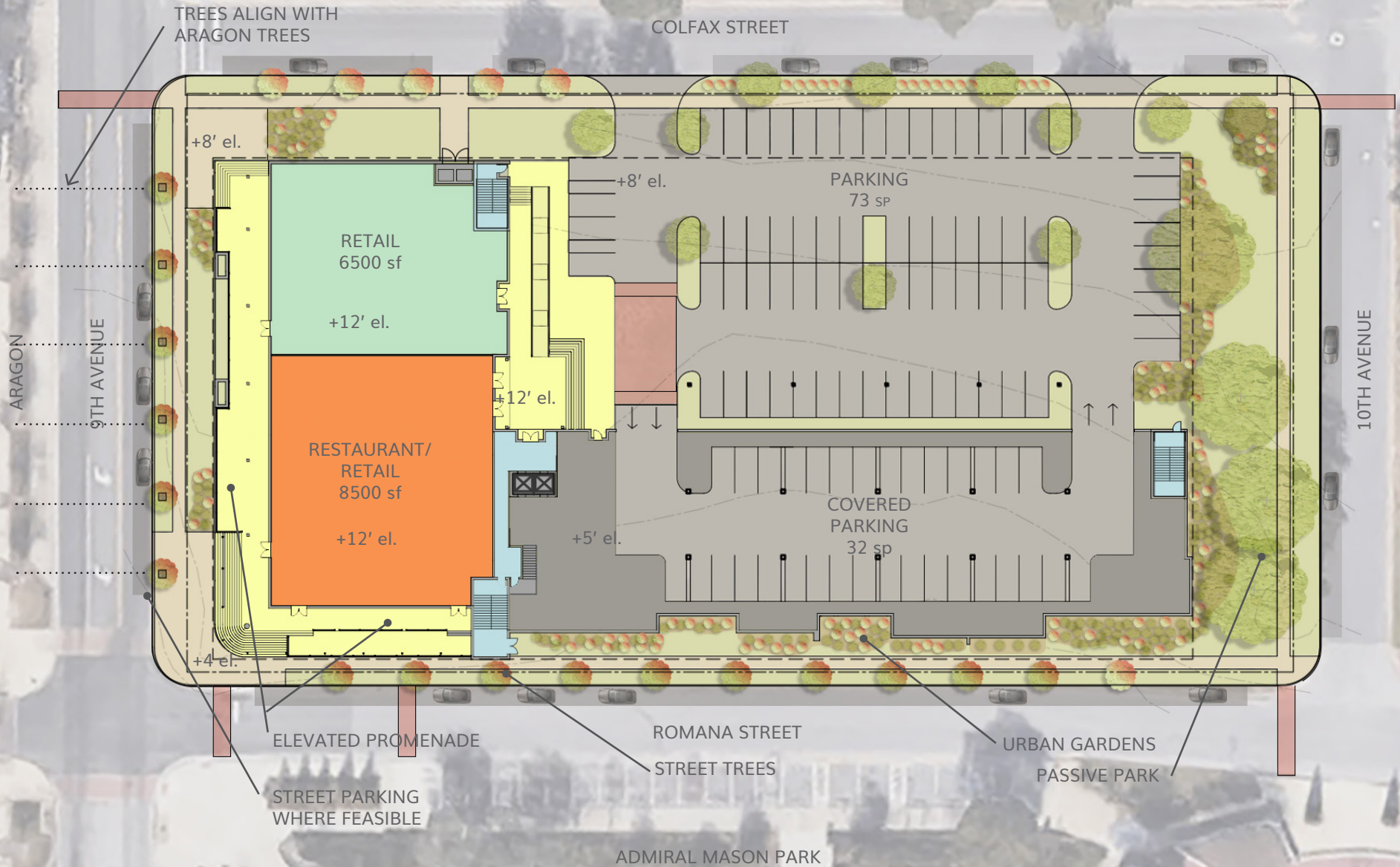
\*\*We do not see any foreseeable variances to applicable regulations that may be requested during the development of the proposed project.



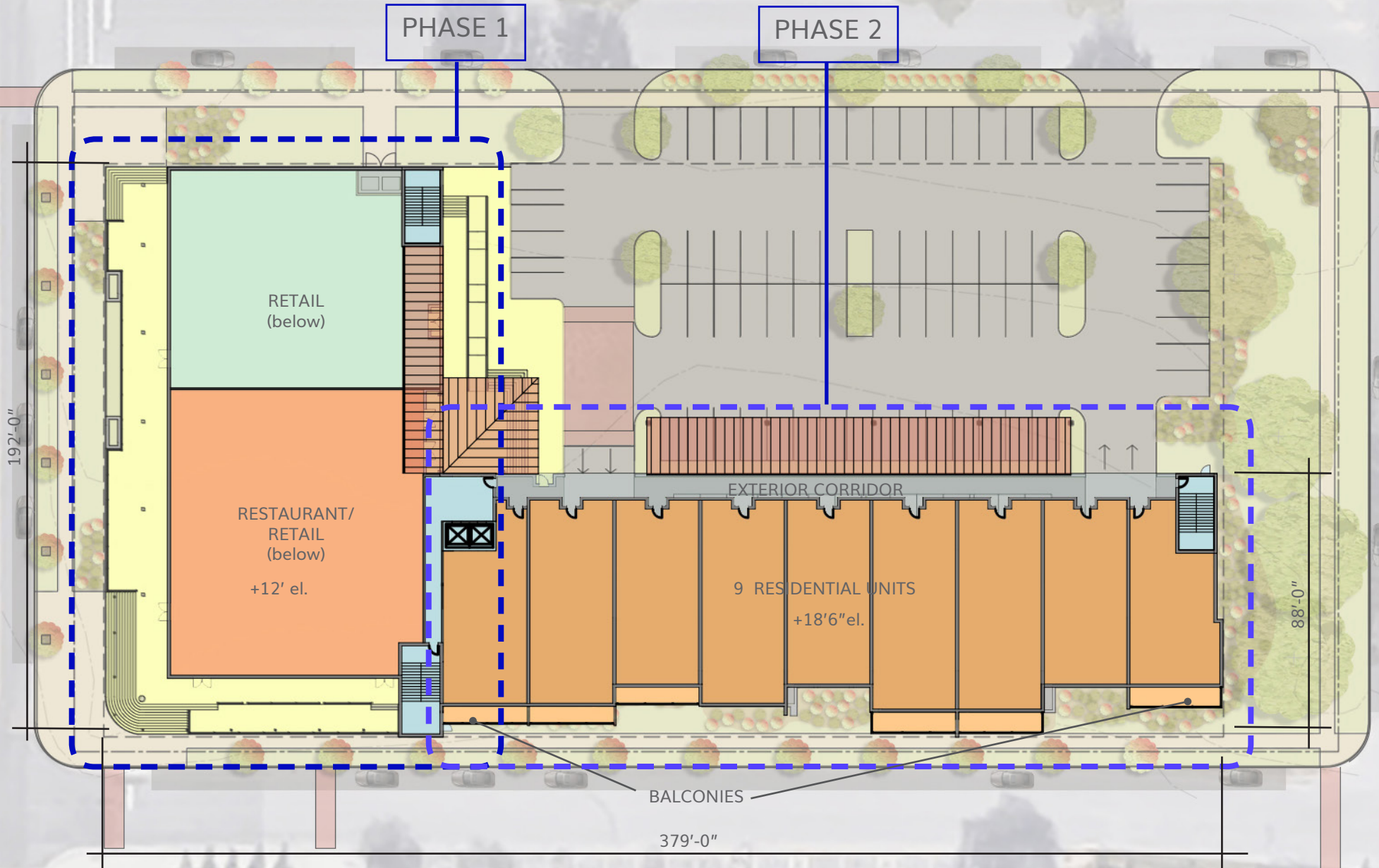
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# LANDSCAPE / STREET LEVEL PLAN



# 1ST FLOOR PLAN



# 2ND & 3RD FLOOR PLAN



# ROMANA STREET ELEVATION



ALUMINUM CANOPY

SINGLE PLY ROOFING

STEEL & ALUMINUM CANOPY

GREEN WALL

CEMENT BOARD PANELS

ALUMINUM GUARD-RAILS

ARCHITECTURAL CMU BLOCK

CEMENT BOARD SIDING

ALUMINUM WINDOWS

ALUMINUM STORE-FRONT SYSTEM

NOTE: NORTH AND EAST ELEVATION MATERIALS WILL BE SIMILAR EXCEPT METAL ROOFING AND STUCCO FINISHES MAY BE INCLUDED IN THE PALETTE

# 9TH AVENUE ELEVATION



ALUMINUM CANOPY

SINGLE PLY ROOFING

ALUMINUM WINDOWS

CEMENT BOARD SIDING

CEMENT BOARD PANELS

ARCHITECTURAL CMU  
BLOCK

STEEL COLUMNS

NOTE: NORTH AND EAST ELEVATION  
MATERIALS WILL BE SIMILAR EX-  
CEPT METAL ROOFING AND STUCCO  
FINISHES MAY BE INCLUDED IN THE  
PALETTE

# PROJECT FINANCING



**CONFIDENTIAL**

August 3, 2017

Robert Montgomery  
637 E Romana Street  
Pensacola, Florida 32502

Re: Proposed Hawkshaw Project

Dear Bob;

We are writing to provide a letter of interest for financing from Summit Bank, N.A. in respect to a transaction with you on the Hawkshaw Project. We appreciate the time and energy you have afforded us in discussing this opportunity, and the information provided thus far.

Your long history in the Pensacola and Gulf Breeze Real Estate community, especially in regards to successful projects and subdivision development, should be commended. We look forward to a continued business relationship with you.

As we continue to spend time evaluating the proposed Hawkshaw Project, we believe that SUMMIT BANK, N.A. will bring unique value and expertise to the financing to the Project.

#### **Transaction Overview and Structure**

Based on our preliminary review of the Project information provided and subject to the conditions set forth below, SUMMIT BANK, N.A. is pleased to submit this non-binding letter of interest on the financing of the Project.

We believe that in order for this transaction to be successful our interests must be aligned.

#### **Due Diligence Process**

This Transaction is of the high priority for us, and we are prepared to proceed as quickly as possible; it is important that you make that same commitment to us before we expend additional time and resources pursuing this opportunity. SUMMIT BANK, N.A. has developed an understanding of the Project through our initial due diligence, including several conversations with you as well as a preliminary data review. We envision our remaining due diligence would include, but would not be limited to, collecting complete financial information of all the parties involved, appraisals and feasibility study of the Project, as well as customary legal,

organizational, and regulatory work. With your full cooperation, we believe we can expeditiously complete our due diligence, and present you with a definitive terms and subsequent commitment agreement within a reasonable timeframe.

We are very excited about the potential opportunity and hope that you are equally interested in proceeding in a constructive and expeditious dialogue. We look forward to working with you to complete this transaction.

Very truly yours,

A handwritten signature in blue ink, appearing to read "Norris F. McMahon".

Norris F McMahon  
Senior Vice President

{850} 433-5950 office 4890 Bayou Boulevard, Pensacola, Florida 32503 [www.summit.bank](http://www.summit.bank)



