



Andrew Rothfeder
President

Our Mission:

To improve the quality of life in the Pensacola area by creating great places to live, work, play and learn.

Our Projects

Southtowne Apartments

Southtowne Office & Retail

Maritime Place

Devilliers Square

The Artisan

Main Street Stores

Studer Community Institute Building

The Shops at SoGo

Bodacious Brew-Thru

Five Sisters Blues Cafe

Proposed Lease Option for Maritime Park



Importance of Planned Development

- Connected, Compatible, Walkable
- Public Access and Input
- Cost-effective Shared Infrastructure

Woodlands, Texas (Houston)



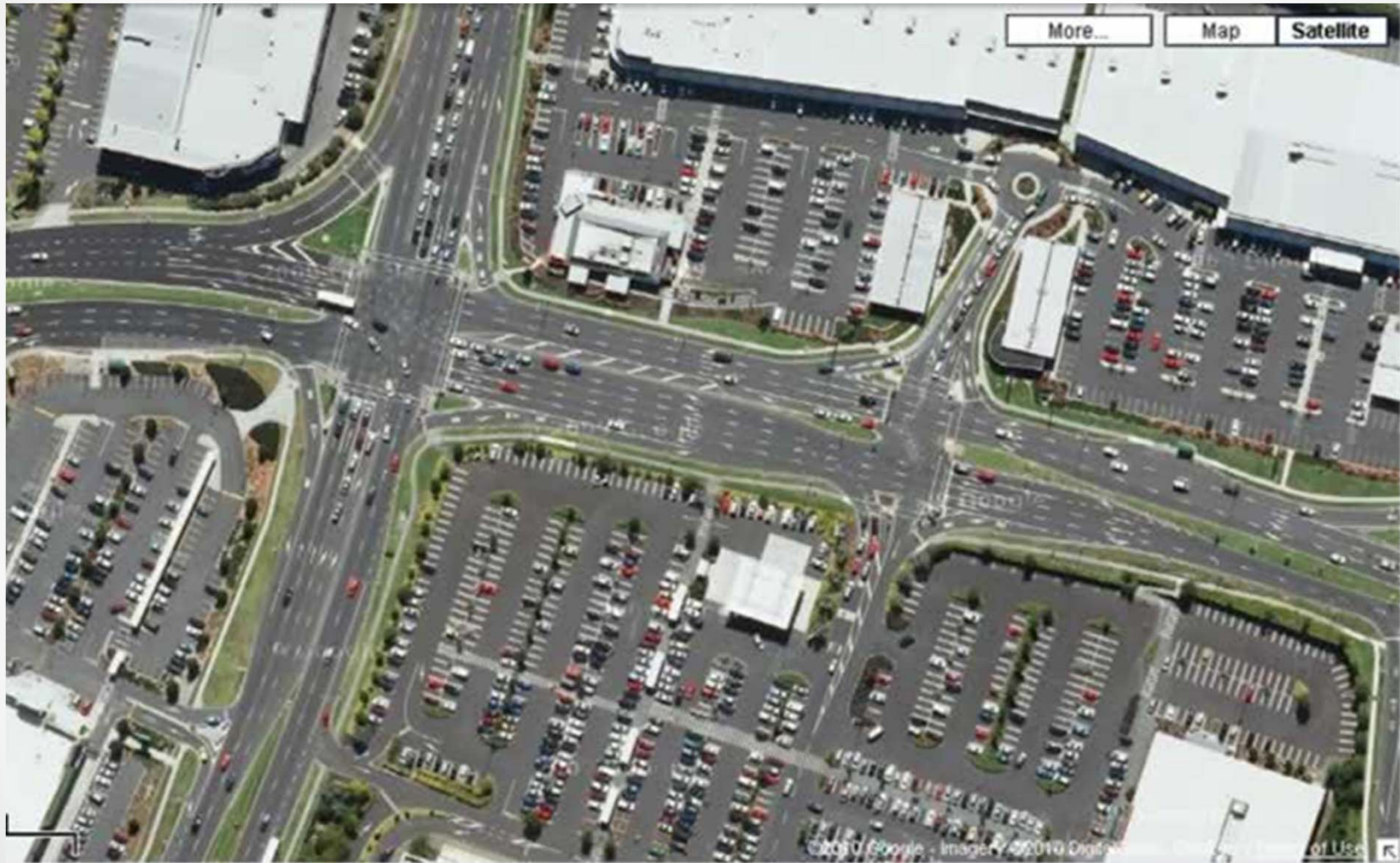
Southtowne



What happens when
development is not
planned?



Pedestrian Unfriendly



Poor Use of Space



We Have a Starting Point



URBAN CORE
COMMUNITY REDEVELOPMENT PLAN, 2010
City of Pensacola, Florida
Volume I

“It is important that this development be planned as a pedestrian-oriented mixed-use district offering a variety of activities for residents and visitors. The edges of the property should allow people to enjoy the waterfront, including outside dining and places to gather for community events.”

2010 CRA Plan, Page 11, Vol. 2



Proposed Agreement

- 7 parcels, 18 months, \$271,650 nonrefundable deposit
- Proposals from other entities are welcome and encouraged
- City Council approves future leases, uses and plans for Maritime Park AND Main Street Wastewater Site.
- Regular reports from Studer Properties
- Covenant with Community

*“If you don’t have a plan, then everything
fits the plan.”*

Ed McMahon, CivicCon Speaker

