



# City of Pensacola

## Community Redevelopment Agency

### Agenda

*The City of Pensacola Community Redevelopment Agency was created by the City Council and is a dependent special district in accordance with the Florida State Statutes Chapter 189 (Resolution No. 55-80 adopted on September 25, 1980; and amended Resolution No. 22-10 adopted on August 19, 2010.)*

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Monday, January 13, 2020, 3:30 PM

Hagler-Mason Conference Room,  
2nd Floor

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#### CALL MEETING TO ORDER

Members: Jared Moore, Chairperson, Ann Hill, Vice Chairperson, Jewel Cannada-Wynn, Sherri Myers, P.C. Wu, Andy Terhaar, John Jerralds

#### BOARD MEMBER DISCLOSURE

Board Members disclose ownership or control of interest directly or indirectly of property in the Community Redevelopment Area

#### CHAIRMAN'S REPORT

#### APPROVAL OF MINUTES

1. [20-00047](#) MINUTES OF CRA MEETING - 12/9/2019

*Attachments:* [120919CRAmin](#)

#### PRESENTATIONS

2. [20-00018](#) DOWNTOWN IMPROVEMENT BOARD FISCAL YEAR 2019 YEAR END REPORTS

*Recommendation:* That the Community Redevelopment Agency (CRA) receive a presentation on the Downtown Improvement Board (DIB) Fiscal Year 2019 year-end and parking reports.

*Attachments:* [FY 2019 DIB Parking Report](#)  
[FY 2019 DIB Year-End Report](#)

#### ACTION ITEMS

3. [20-00017](#) AMENDMENT OF PHASE II PROJECT SCOPE - GENERAL DANIEL "CHAPPIE" JAMES JR. MUSEUM & YOUTH FLIGHT ACADEMY PROJECT

**Recommendation:** That the Community Redevelopment Agency (CRA) approve amendment of the General Daniel "Chappie" James, Jr. Museum and Flight Academy Phase II Project Scope.

**Attachments:** [Map of MFC Parking- General Chappie James, Jr. Museum & Flight Acade](#)  
[Map of MCBC Parking - General Chappie James Museum & Flight Academ](#)

## DISCUSSION ITEMS

## OPEN FORUM

## ADJOURNMENT

*If any person decides to appeal any decision made with respect to any matter considered at such meeting, he will need a record of the proceedings, and that for such purpose he may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.*

*The City of Pensacola adheres to the Americans with Disabilities Act and will make reasonable accommodations for access to City services, programs and activities. Please call 435-1606 (or TDD 435-1666) for further information. Request must be made at least 48 hours in advance of the event in order to allow the City time to provide the requested services.*



# City of Pensacola

222 West Main Street  
Pensacola, FL 32502

## Memorandum

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**File #:** 20-00047

Community Redevelopment Agency

1/13/2020

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**SUBJECT:**

MINUTES OF CRA MEETING - 12/9/2019

Approval of Community Redevelopment Agency (CRA) meeting minutes for December 9, 2019.



# City of Pensacola

## COMMUNITY REDEVELOPMENT AGENCY

### Meeting Minutes

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December 9, 2019

3:30 P.M.

Hagler/Mason Conference Room

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The Community Redevelopment Agency (CRA) Board meeting was called to order by Chairperson Cannada-Wynn at 3:30 P.M.

#### CALL MEETING TO ORDER

**CRA Members Present:** Jewel Cannada-Wynn, Jared Moore, Ann Hill, John Jerralds, Andy Terhaar, P.C. Wu

**CRA Members Absent:** Sherri Myers

**Also Present:** Mayor Grover C. Robinson, IV

#### BOARD MEMBERS DISCLOSE OWNERSHIP OR CONTROL OF INTEREST DIRECTLY OR INDIRECTLY OF PROPERTY IN THE COMMUNITY REDEVELOPMENT AREA

CRA Members Hill and Terhaar (individually) disclosed ownership or control of interest directly or indirectly of property in the Community Redevelopment Area.

#### CHAIRMAN'S REPORT

None

#### APPROVAL OF MINUTES

##### 1. [19-00530 MINUTES OF CRA MEETING – 11/12/19](#)

A motion to approve was made by CRA Member Moore and seconded by CRA Member Hill.

**The motion carried by the following vote:**

Yes: 6	Jewel Cannada-Wynn, Jared Moore, Ann Hill, John Jerralds, Andy Terhaar, P.C. Wu
No: 0	None

## PRESENTATIONS

None

## ACTION ITEMS

\*\*\*THE FOLLOWING ITEM WAS PULLED AS EXPLAINED BY CRA ADMINISTRATOR GIBSON\*\*\*

2. 19-00522 CONSIDERATION OF PROPOSAL TO TRANSFER THE EAST PORTION OF THE HAWKSHAW PROPERTY AT 9<sup>TH</sup> AND ROMANA AND TO AMEND THE DEVELOPMENT AGREEMENT WITH HAWKSHAW DEVELOPMENT GROUP, LLC

**Recommendation:** That the Community Redevelopment Agency (CRA) consider Hawkshaw Development Group LLC's proposal to convey the east portion of the Hawkshaw redevelopment project site at 9<sup>th</sup> and Romana from Hawkshaw Development Group LLC. to Hawkshaw East, LLC. (Brian Spencer, Manager) and determine whether to grant or deny approval of said proposal at this time. Further, that the CRA approve the replacement of the current Purchase and Sale Agreement with a new development agreement to include the Conditions, Covenants and Restrictions previously imposed by the CRA to apply to both resulting parcels of the project. Finally, should approval be granted, that the CRA authorize the CRA Chairperson to execute all necessary documents.

Alternately, CRA Administrator Gibson brought forward recommendations related to reporting of certain information as required of the purchaser/developer pursuant to the Purchase and Sales Agreement dated 11/14/17 between the CRA and Hawkshaw Development Group, LLC for the development of the project for the Hawkshaw Property (located at 9<sup>th</sup> Avenue and Romana Street); and asked the CRA Board to consider (approving) the Community Redevelopment Agency's request for documentation related to the development's milestones pursuant to the agreement as follows:

1. A binding commitment for construction financing for the project issued and executed by a reliable and reputable institutional lender and accepted and executed by the developer and all guarantors named in such commitment, subject only to usual and customary conditions that are not inconsistent with the terms of the Agreement; and
2. Evidence of the developer's ability to pay the cost of construction of the project in excess of funding to be provided pursuant to the loan commitment referenced above; and
3. Evidence of the close of construction financing on the project; and

*(Continued next page)*

**ACTION ITEMS (CONT'D.)**

4. **A copy of the final critical path schedule for construction of the project; and**
5. **Copies of the design documents for the project; and**
6. **Written notice of any proposed change in the management or voting control of the development entity (LLC) and/or team.**

**A motion to approve was made by CRA Member Hill and seconded by CRA Member Jerralds.**

CRA Administrator Gibson and Chairperson Cannada-Wynn fielded comments and questions.

Upon conclusion of discussion, the vote was called.

**The motion (above to approve) carried by the following vote:**

Yes: 6	Jewel Cannada-Wynn, Jared Moore, Ann Hill, John Jerralds, Andy Terhaar, P.C. Wu
No: 0	None

3. 19-00520 ACCEPTANCE OF PROPERTY-900 BLOCK W. BLOUNT STREET

**Recommendation:** That the Community Redevelopment Agency (CRA) approve acceptance the donation of the property at 900 block of W. Blount Street and that the Chairperson be authorized to execute all necessary documents.

**A motion to approve was made by CRA Member Terhaar and seconded by CRA Member Hill.**

CRA Administrator Gibson explained the intent of the property's proposed usage as a dual-purpose stormwater and recreation facility.

Following brief discussion, the vote was called.

**The motion carried by the following vote:**

Yes: 6	Jewel Cannada-Wynn, Jared Moore, Ann Hill, John Jerralds, Andy Terhaar, P.C. Wu
No: 0	None

**ACTION ITEMS (CONT'D.)****4. 19-00519 CRA RESIDENTIAL PROPERTY IMPROVEMENT PROGRAM GUIDELINE REVISIONS**

**Recommendation:** That the Community Redevelopment Agency (CRA) approve revisions to the approved CRA Residential Property Improvement Program (RPIP) to increase the maximum award to \$70,000 for owner occupied properties.

**A motion to approve was made by CRA Member Moore and seconded by CRA Member Jerralds.**

CRA Assistant Administrator D'Angelo explained the rationale for increasing the maximum award. West Florida Regional Planning Council (WFRPC) administers the program and Garrett Griffin, Planner was in attendance. CRA staff and Mr. Griffin responded to questions of CRA Members accordingly.

Upon conclusion of discussion, the vote was called.

**The motion carried by the following vote:**

Yes: 6	Jewel Cannada-Wynn, Jared Moore, Ann Hill, John Jerralds, Andy Terhaar, P.C. Wu
No: 0	None

**5. 19-00517 APPROVAL OF OVERFLOW PARKING AGREEMENT WITH MOVEMENT FOR CHANGE FOR THE CHAPPIE JAMES MUSEUM AND FLIGHT ACADEMY**

**Recommendation:** That the Community Redevelopment Agency (CRA) recommend that City Council approve the agreement for use of the Movement for Change parking lot as overflow parking for the Chappie James Museum and Flight Academy. Further, that the Chairperson be authorized to execute all necessary documents.

**A motion to approve was made by CRA Member Jerralds and seconded by CRA Member Hill.**

CRA Administrator Gibson explained the reason and intent for the parking agreement. She responded accordingly to questions/comments from Chairperson Cannada-Wynn.

There being no further discussion, the vote was called.

**ACTION ITEMS (CONT'D.)**

**The motion (to approve Item 5, 19-00517) carried by the following vote:**

Yes: 6      Jewel Cannada-Wynn, Jared Moore, Ann Hill, John Jerralds, Andy Terhaar, P.C. Wu  
No: 0      None

6. 19-00521 APPROVAL OF OVERFLOW PARKING AGREEMENT WITH MOUNT CANAAN MISSIONARY BAPTIST CHURCH FOR THE CHAPPIE JAMES MUSEUM AND YOUTH FLIGHT ACADEMY

**Recommendation:** That the Community Redevelopment Agency (CRA) recommend that City Council approve the agreement for use of the Mount Canaan Missionary Baptist Church parking lot as overflow parking for the Chappie James Museum and Flight Academy.

**A motion to approve was made by CRA Member Moore and seconded by CRA Member Terhaar.**

CRA Administrator Gibson explained the reason and intent for the parking agreement. She responded accordingly to questions/comments from CRA Member Wu.

There being no further discussion, the vote was called.

**The motion carried by the following vote:**

Yes: 6      Jewel Cannada-Wynn, Jared Moore, Ann Hill, John Jerralds, Andy Terhaar, P.C. Wu  
No: 0      None

7. 2019 -10 CRA SUPPLEMENTAL BUDGET RESOLUTION NO. 2019-10 CRA - NON-ENCUMBERED CARRYOVER RESOLUTION

**Recommendation:** That the Community Redevelopment Agency adopt Supplemental Budget Resolution No. 2019-10 CRA.

A RESOLUTION OF THE PENSACOLA COMMUNITY REDEVELOPMENT AGENCY APPROVING AND CONFIRMING REVISIONS AND APPROPRIATIONS FOR THE FISCAL YEAR ENDING SEPTEMBER 30, 2020; PROVIDING FOR AN EFFECTIVE DATE.

**A motion to adopt was made by CRA Member Moore and seconded by CRA Member Jerralds.**

Chief Financial Officer Barker explained the intent of the resolution.

**ACTION ITEMS (CONT'D.)**

**The motion (to adopt Res. No. 2019-10 CRA) carried by the following vote:**

Yes: 6	Jewel Cannada-Wynn, Jared Moore, Ann Hill, John Jerralds, Andy Terhaar, P.C. Wu
No: 0	None

**DISCUSSION ITEMS**

Discussion took place regarding *Transportation Alternatives Program (TAP) Funding for Multi-Modal Facilities* and staff's intent to bring a resolution of support to the City Council for adoption in order to apply for grant funding to provide for facilities within the Urban Core and Westside Redevelopment Districts. CRA Staff and Chairperson Cannada-Wynn responded to questions and comments of CRA Members accordingly.

**OPEN FORUM**

None

**ADJOURNMENT**

4:05 P.M.

**Approved:**\_\_\_\_\_

Prepared by City Clerk Staff/rmt



## Memorandum

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**File #:** 20-00018

Community Redevelopment Agency

1/13/2020

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### **PRESENTATION ITEM**

**FROM:** Jared Moore, Chairperson

**SUBJECT:**

DOWNTOWN IMPROVEMENT BOARD FISCAL YEAR 2019 YEAR END REPORTS

**REQUEST:**

That the Community Redevelopment Agency (CRA) receive a presentation on the Downtown Improvement Board (DIB) Fiscal Year 2019 year-end and parking reports.

**SUMMARY:**

On July 18, 2005, the Community Redevelopment Agency (CRA) approved an Interlocal Agreement with the Pensacola Downtown Improvement Board (DIB) for attraction of new residential development to the downtown area, creation of a comprehensive downtown parking strategy, and other activities that offer mutual benefits to the CRA and to the citizens of Pensacola. The agreement was authorized for a period of fifteen years and provides annual contributions to the DIB in the same amount as those funds paid into the Urban Core Redevelopment Trust Fund by the DIB. On November 29, 2007, the CRA approved a second Interlocal Agreement with the DIB for management and enhancement of the CRA's parking facilities located within the Parking Management District.

Under the existing agreements, the DIB is required to provide to the CRA a year-end report, together with an annual parking status report, at the conclusion of each year. The year-end and parking report documents have been provided and are attached. A presentation of these reports will be made to the CRA by DIB Executive Director, Lissa Dees.

**PRIOR ACTION:**

July 18, 2005 - The CRA approved an interlocal agreement with the DIB for attraction of new residential development to the downtown area, creation of a comprehensive downtown parking strategy, and for other mutual activities.

November 29, 2007 - The CRA approved an interlocal agreement with the DIB for the centralized and efficient management of downtown parking facilities.

January 11, 2016 - The CRA approved an amendment to the interlocal agreement with DIB approved

on November 29, 2007 for the removal of 120 West Government Street.

May 8, 2017 - The CRA approved an amendment to the interlocal agreement with DIB approved on November 29, 2007 for the removal of 150 South Baylen Street.

**STAFF CONTACT:**

M. Helen Gibson, AICP, CRA Administrator  
Victoria D'Angelo, Assistant CRA Administrator

**ATTACHMENTS:**

- 1) FY 2019 DIB Parking Report
- 2) FY 2019 DIB Year-End Report

**PRESENTATION:** Yes

November 2019

Mayor Grover Robinson  
Community Redevelopment Agency Members:  
Jewel Cannada-Wynn, Chairperson  
Jared Moore, Vice-Chairperson  
P. C. Wu  
Andy Terhaar  
John Jerrals  
Ann Hill  
Sherri F. Myers  
City of Pensacola / CRA  
222 North Main Street  
Pensacola, Florida 32502



## ***FY2019 Annual Parking***

The DIB began operating City-owned parking on Nov. 1, 2018—which represents roughly 38% of all parking spaces within the monumental downtown districts (+/- 62% is privately owned) and includes downtown on-street, Jefferson St. Parking Garage and North Palafox Lot—and while the inventory of available City-owned parking has declined over the past few years with the sale of City-owned parking lots, the DIB continues to seek out new and creative solutions to meet the growing demand for downtown parking. Here are some of the accomplishments to date in FY2019 as well as goals and objectives for 2020:

### **2019 - Operational Accomplishments:**

- ***Est. 87% reduction*** in public parking escalations achieved after cancelling third-party parking management service contract and moving parking management responsibilities in-house.
- ***30% reduction in fees paid*** by visitors to pay by app to park in City-owned, DIB-managed parking spots, after replacing parking app vendor.
- ***100%*** of fees eliminated that visitors were being charged to add time to a parking session.
- ***12 weeks invested*** in building staff and systems to properly operate the downtown parking system. DIB hired one on-street night ambassador and one in-office customer service specialist.
- ***43,005 Passport App parking sessions*** recorded—the number of times visitors more quickly and more safely paid to park downtown in DIB-managed parking spots.
- ***32.5 hours of staff training*** received by DIB parking staff members (8 hours of FHP citation certification, 16 hours customer service training, 2 hours of CPR and First Aid certification, 2 hours of PPD training, 4.5 hours of work safety training.)
- ***98%*** of all parking citation appeals now filed using new online appeals system launched this FY.
- ***9 Public Parking Roadshow Sessions*** to communicate and explain parking changes.
- ***2 Additional Parking Staff Members*** added to the team.

- Began the integration of all back-office parking provider systems to a single platform with planned future reporting.
- License Plate Recognition technology deployed thereby eliminating the need for visitors to print and display a receipt.
- Implemented validation program for downtown merchants.
- New Parking Page added to the DIB website, featuring a detailed map (with disabled parking highlighted), parking rates and other useful information.
- Consumer Collections fair act compliance legal review for processing of PPD and Airport citations.
- Full legal review of parking practices, contracts and Interlocal Agreements.

## **2020 - Operational Areas of Focus:**

- Increase public relations efforts, community meetings, marketing campaigns and participation in public events and forums. We believe better communication is crucial and our goals will include:
  - Educating the public on modern parking and transportation principals.
  - Obtaining public feedback and suggestions for improvements to the downtown parking system.
  - Understanding employee, employer, residential and visitor parking needs.
  - Educating stakeholders on current and future parking changes and goals.
- Continued evaluation and improvements to on-street metered parking throughout the city. These improvements are expected to yield:
  - Better parking availability.
  - Better utilization of the existing parking system.
  - Higher revenues with reduced offsetting costs.
- Considerations and improvements to the wayfinding signage system that we expect to:
  - Provide more consistency and better understanding for the parking system.
  - Provide consistent, unified branding and messaging.
- Considerations to parking rates and designated parking areas which we expect any changes to:
  - Improve access to parking for specific user needs.
  - Improve employee parking access.
  - Decrease wrongful parking in residential areas.
  - Improve residential parking needs.
  - Enforce positive parking habits throughout downtown.
  - Generate sufficient revenue to properly offset enforcement measures.
- Designate and facilitate alternate means of transportation by:
  - Designating areas for rideshare/ride-hailing programs.
  - Support and facilitate mass-transit use downtown.
  - Further support and grow multi-modal street design.

- Continue to evaluate and update interlocal agreements between the City and CRA to empower DIB's parking management abilities. We expect those efforts will:
  - Expand the area of parking operation to grow as development grows downtown.
  - Better utilize parking funds for future City growth and parking needs.
  - Allow DIB and its resources the ability to manage other City and private endeavors.
  - Improve parking revenues through a broader operational footprint.
- Improve communication between the City and DIB, to:
  - Allow future developments to be better coordinated and less impactful towards downtown congestion and parking concerns.
  - Allow for improved parking code policies which should provide better use of the existing parking system, improve shared parking practices, reduce traffic and improve the overall downtown district.
  - Foster smarter development practices between the City and private development.
  - Improve overall long-term downtown tax collections.
- Improve internal DIB operations and communications:
  - Review barriers and challenges the Executive Director currently faces with difficult scheduling requirements between parking committee and DIB Board meetings to gain consensus on parking concentric decisions.
  - Ensure that the DIB's primary oversight and decisions of its parking system is vetted through a parking industry expert to ensure committee and Board of Directors, whose bodies are mostly comprised of civic leaders and business owners of whom may have modest parking knowledge of operational experience, are the most appropriate for the holistic successful future of downtown.
  - Mitigate and minimize the perception of following personal agendas on committees and Boards.

The DIB is formalizing its 3-year parking initiative improvement plan currently. Stakeholder and community meetings are planned for early November and a final report to the DIB board and City is expected in early 2020. This report will outline the strategies, improvements and anticipated impacts based on knowledge of growth and the desires of the City, DIB Board and Parking Committee.

# Status of Assets

## Jefferson St. Parking Garage (JSG)

- Jefferson St. Parking Garage Overview:
  - JSG reports a 18% increase in monthly employee passes.
  - JSG cannot report YoY daily usage trends due to type of equipment used in 2017/2018.
  - Tuesday is peak day of use and September is the peak month.
  - The average stay in the garage is 324 minutes.
  - The average amount paid per session is \$1.80
  - Overall revenue decreased by 12% due to reduction in daily fees and 5-month elimination of special event parking.

### PARKING ANALYTICS – FISCAL YEAR 19 JEFFERSON GARAGE



% Increase in Daily Usage (19 only) **0%**  
42,565 Transactions

Average Length Of Stay **324 minutes**

Average Amount per Parking Session **\$1.80**

## 2019 JSG - Operational Accomplishments:

- 1 expert structural and maintenance analysis of Jefferson St. Parking Garage completed.
- Garage elevator cameras installed, and security system upgraded.
- Guard shack removed and entry landscaping upgrades.
- Alley lighting and landscaping improvements.
- Pay machines hardwired for reliability and speed.
- Entry Cross Bar replaced.
- Handicap spots checked for clarity, visibility and adherence.
- 30 top floor seam repairs.
- Two floors of restriping.

- all interior lighting fixtures repaired and upgraded.
- 35,560 sq. ft. of the upper deck of Jefferson St. Parking Garage illuminated with safer, brighter LED lights, in partnership with City of Pensacola Public Works.
- 336 instances of checking and/or cleaning parking garage elevators.
- 106,680 sq. ft. of parking garage cleaned.
- 29 garage security cameras managed and maintained.
- 5 30-minute free customer parking spaces added.
- 8-Customer Only designated first floor parking spaces added.
- Parking signs replaced with branded, customer-friendly wayfinding and instructional signs.
- Repaired fire extinguisher locations.
- Brought elevators up to code with inspections and licensing.
- Addition of overnight Parking Ambassador for safety and enforcement.
- Reactivation of Special Event Parking.

### **2020 JSG - Operational Recommended Changes:**

- Modernization of elevators.
- 310 seams repaired.
- 75 Spalling repairs.
- Coating on top floor removed.
- Addition of 2 charging stations.
- South Side landscaping - Romana Street conversion into Puppy Park.
- Additional pay machine installed in North entry.
- Evaluation of Stairwells.
- Security system upgrade.
- Continue special event parking rates to accommodate for supply and demand.
- Evaluate and adjust daily rates to ensure funding to properly care for and maintain the facility.
- Evaluate and adjust employee rates to ensure funding to properly care for and maintain the facility.
- Monitor peak usage days and hours and adjust rates accordingly to meet the needs of the businesses and the community.

## **North Palafox Lot (NPL)**

- North Palafox Lot Overview:
  - North Palafox Lot reports a 32% decrease in monthly employee passes.
  - North Palafox Lot reports a 139.1% increase in daily use with Tuesday being peak day of use and September being the peak month.
  - The average stay at the North Palafox Lot is 217 minutes.
  - The average amount paid per session is \$1.79
  - Overall revenue decreased by 12% due to reduction in monthly passes and construction in the area.

### **PARKING ANALYTICS – FISCAL YEAR 19** **NORTH PALAFOX LOT**



% Increase in Daily Usage (18 – 19) **+139.1%**  
1032 to 2,468 transactions

Average Length Of Stay **217 minutes**

Average Amount per Parking Session **\$1.79**

#### **2019 NPL - Operational Accomplishments:**

- parking signs replaced with branded, customer-friendly wayfinding and instructional signs.
- Daily cleaning and inspection.
- Weekly landscaping and weed abatement.
- Pay machines upgraded to 4G to improve payment processing time.
- Restriping performed as needed.
- Handicap spots checked for clarity, visibility and adherence.

#### **2020 NPL - Operational Recommended Changes:**

- Upgrade lighting.
- Designated Federal Court House Parking.
- Security/Safety review and enhancements.
- Work with City and CRA to secure the future of this parking asset.

## **On-Street Parking (OSP)**

- On-Street Parking Overview:
  - OPS reports a 24.5% increase in daily use with Friday being the peak day of the week and September being the peak month.
  - The average stay at on street is 122 minutes.
  - The average parking session fee is \$1.09.
  - Overall revenue increased by 4% due to growth in parking demand.

### **PARKING ANALYTICS – FISCAL YEAR 19**

#### **On-Street**



% Increase in Daily Usage (18 – 19) **+24.5%**  
154,863 to 192,813 transactions

Average Length Of Stay **122 minutes**

Average Amount per Parking Session **\$1.09**

### **2019 OSP - Operational Accomplishments**

- 2 additional Handicap spaces added.
- Handicap spots checked for clarity, visibility and adherence.
- 565 parking signs replaced with branded, customer-friendly wayfinding and instructional signs.
- 250 outdated or broken parking meters removed.
- 250 holes filled in downtown sidewalks and streets.
- 62 parking spaces along Tarragona Street converted to free, two-hour maximum parking, encouraging regular turn-over of, and accessibility to, free parking spaces for downtown visitors.
- 34 pay machines upgraded to 4G to improve payment processing time.
- 14 new pay machines added.
- Daily cleaning of on-street parking spaces and machines.
- Restriping occurred as needed.
- Handicap spots are clearly marked and signed.
- Activated multi-language options on app and pay machines.
- Conducted an evaluation of loading zones.
- Decreased enforcement hours for on-street parking on West side.

## **2020 OSP - Operational Recommended Changes:**

- District wide metering plan and cost analysis to minimize on-street parking deficiencies.
- Expansion of parking district boundaries.
- Evaluation and modification of rates and hours of enforcement.
- Elimination of 2-hour parking.
- Advancement in on-street technology.
- Continued improvements in customer service and satisfaction.
- Creation of residential and employee parking programs.
- Additional LPR technology for golf cart.
- Brand and standardize all parking signs.
- Elimination of all coin operated machines.
- Creation of ride-share spaces.
- Partner with City Complete Streets staff to aid in City vision and multi-modal initiatives.

## **2019 Revenue Overview:**

- Total Income FY 2019 - \$976,768.36
- Total Expense FY 2019 - \$801,485.05
- Total Variance FY 2019 - \$175,283.31
  - **North Palafox Lot** - \$4,695 under projected annual project revenue
  - **Jefferson Garage** - \$36,003 under projected annual revenue
  - **On-Street** - \$35,349 under projected annual revenue
  - **Platform** - \$40,959 over projected annual revenue
  - **Parking Fines** - \$30,077 over projected annual revenue
  - **Expenses** - \$72,480 under projected annual expenses
  - **\$30K** – parking reserve fund created
  - **\$50K** - invested into a 3month CD
  - **\$50k** - invested into a 6month CD

## **2019 Financial Noticeable Impacts**

- Reduced rates in Jefferson Street Garage from \$3 per visit to:
  - \$1 for 3hours
  - \$2 for 6hours
  - \$3 for 9hours
  - \$6 for 24hours
- Removed Special Event Parking rates in Jefferson Street Garage for first 5 months of 2018 which resulted in an 11% decrease in gross revenue for the garage.
- \$181,726 savings realized by moving parking management responsibilities in-house.

- Decrease in meter revenue with elimination of obsolete coin operated meters.
- Increase in Platform payments.
- Additional operating expenses incurred:
  - Staff increase to include one FTE for customer service and one FTE for night shift.
  - Training – Customer Service, CPR & First Aid.
  - Consulting - legal reviews of contracts, Parking Consulting and Garage structural analysis.
  - Increase in required insurance for protection of capital assets and public safety.

## **2019 Noticeable Trends:**

- Real-time analytics is an aspiration for 2020. DIB staff has spent two thirds of the year aligning its physical equipment ‘hardware’ to the back-office software in order to create uniform data for consistent trend analysis.
- Based on staff expertise, DIB sees the following as likely trends:
  - Increase in parking demand due to the continued growth and successes of our prospering downtown district.
  - Increase in conversion of privately-owned lots to managed paid parking private lots which DIB believes is occurring due to the increased parking demands and inefficient use of parking assets.
  - Continued growth and planning of new developments in the downtown core which have likely impact parking and transportation. It is imperative that DIB be included in the City planning and development of these future projects.
  - While the City and the DIB continue to encourage alternate forms of transportation such as ridesharing, cycling and shuttles, DIB has seen little increased in actual adoption of these programs.
  - Forces outside the DIB’s purview have continued throughout this year to place negative pressures on the downtown parking system. The DIB would like to improve communication and cooperation with developers to ensure future success for commercial and residential growth as well as parking demands.
  - In addition to the increase in new development activity the successful uptick of events that occur in the downtown core have also increased the parking demands and placed burden on parking availability for existing businesses.
  - DIB continues to identify shortages in parking capacities as detrimental impacts or preclusions to planned downtown developments.

### **Projected Changes to the Parking System for 2020:**

The DIB has made significant strides since taking parking management back in-house. Parking usage has increased, collections have increased, and customer satisfaction is rising. However, there is much work to be performed and room for continued improvements. The DIB has recently hired a parking consultant to assist with the development for improved parking strategies and master planning needs. While those efforts are just beginning, we would like to highlight a few focus areas:

- DIB has begun cooperative efforts with Pensacola Police Department (PPD) to allow police to utilize parking enforcement information to provide a better and safer downtown.
- DIB is responding to a request from the City to utilize its operational experience to manage the City-owned boat ramps and parking areas around those ramps.
- DIB currently processes parking citations for the Airport, which is City owned. The DIB recognized that improvements to the airport's citation efforts could be made through modest equipment improvements and has facilitated those improvements.
- Began working with legal departments and working with City and CRA to amend the parking interlocal agreement.

Thank you for partnering with us in 2019,

*Michael Carro*

Michael Carro, Board Chair

*Lissa Dees*

Lissa Dees, Executive Director

December 2019

Mayor Grover Robinson  
Community Redevelopment Agency Members:  
Jewel Cannada-Wynn, Chairperson  
Jared Moore, Vice-Chairperson  
P. C. Wu  
Andy Terhaar  
John Jerrals  
Ann Hill  
Sherri F. Myers  
City of Pensacola / CRA  
222 North Main Street  
Pensacola, Florida 32502



## FY2019 Annual Report



***The Downtown Improvement Board (DIB) is funded by a special tax paid by downtown property owners to enhance, grow and maintain the 44-block downtown district.***

Though paid entirely by downtown property owners, ***this special tax directly benefits everyone who visits, does business in or lives within the DIB district.*** The 2-mill assessment supplements the services provided by local government, funding improvement initiatives such as cleaning streets and sidewalks, providing additional security, making capital and safety improvements, constructing pedestrian and streetscape enhancements and marketing Downtown Pensacola.

***Today's downtown district is very different from the downtown of 1972 when the DIB was established.***

Locally-owned restaurants and shops, unique museums and galleries, diverse residential development, a bustling farmers market and pedestrian-filled sidewalks have replaced empty streets and sidewalks and blighted, graffiti-covered buildings. FY2019 has been another transformative year, and the DIB staff, board and committees, with support from the City of Pensacola, CRA, Escambia County, downtown property and business owners and other partners, is working hard to implement new strategies that benefit the district as well as the City, CRA and county as a whole. We appreciate this opportunity to provide a snapshot of some of the accomplishments and ongoing efforts since Oct. 2018.



DOWNTOWN  
PENSACOLA, FY2019

## ***DIB Core Value: Quality and Customer Service***

Keeping the downtown district clean and beautiful is a full-time job, and DIB Ambassadors are at the heart of our commitment to quality. DIB Cleaning and Parking Ambassadors also greet locals and tourists, make them feel welcome, help them find destinations and provide other assistance. Here are some ways we are working to meet our commitment to quality and customer service in FY2019:

- **402 instances** of graffiti removed.
- **797 bags** of trash removed from sidewalks and streets.
- **10 public garbage receptacles** installed along Palafox St.
- **8 additional temporary public garbage receptacles** placed on Pensacola streets from Wednesday-Sunday.
- **8,000 feet** of downtown sidewalks pressure washed.
- **42 hours** of customer service training received by DIB staff.
- **22 hours** of CPR training received by DIB staff.
- **12 blocks** of trees cleaned of beads after each downtown parade.
- **120 hours** of classroom and field training received by Cleaning Ambassadors.
- **3,695 work orders** completed by Cleaning Ambassadors.
- **4 hours** of Studer Community Institute management training.
- **336 instances** of checking and/or cleaning parking garage elevators.
- **106,680 sq. ft.** of parking garage cleaned.
- **Collaborated with UWF Historic Trust** to plan and execute the third annual Repast farm-to-table dinner; tickets for which sold out in less than four hours.
- **Celebrated the 12<sup>th</sup> anniversary of Palafox Market.** Voted “Best Outdoor Market,” Palafox Market continues to draw record crowds each Saturday to Martin Luther King Jr. Plaza.

**3,695 work  
orders  
completed by  
Cleaning  
Ambassadors**

- **Transformed “forgotten” downtown alleyway.** The newly named **Jefferson Alley** was revamped with plants, landscaping, lighting, paint and other improvements.
- Donated Executive Director’s time for Friends of Downtown project in collaboration with Artel Gallery. The **“Fire and Rain” public art installation** was an impressive **9,500 sq. ft. structure** made of colorful mylar strands that winded through downtown streets as part of the annual Foo Foo Festival.
- **Developed a Merchant Welcome Kit** with useful information and resources for new and existing businesses and property owners in the DIB district.
- **Began planning a Puppy Park facility** for local residents and visitors of Downtown Pensacola to encourage people to bring their pets with them downtown.
- **Began planning Litter Campaign** for FY2020 that will educate and encourage the local community, stakeholders and visitors to adopt more sustainable efforts and practices.

## **DIB Core Value: Financial Responsibility**

It is the mission of the DIB staff and financial oversight committee to work with the DIB board to make sound financial decisions and perform with honesty, transparency and an utmost regard for our downtown property owners’ tax dollars. Some of the accomplishments so far in FY2019 include:

- **30% reduction in fees** paid by visitors to pay by app to park in City-owned, DIB-managed parking spots, after replacing parking app vendor. **100% of fees eliminated** that visitors were being charged to add time to a parking session.
- **\$50,000 per year savings** realized by moving parking management responsibilities in-house.
- **200 downtown merchant businesses** supported during the “All I Want” holiday retail marketing promotion.
- **100% compliance** with annual projections achieved in 2018-19 DIB and DPMD audits.
- **34,250 visitors** hosted during Winterfest, when downtown streets were lit up with half-million holiday lights provided by DIB, City of Pensacola and Visit Pensacola. It is estimated these visitors aided in **\$1,662,762 being spent in local economies.**
- **Contributed \$75,000 to the 2019 First City Lights**

**Festival** in addition to \$50,000 contributed by City of Pensacola and acquired \$32,500 in donations and in-kind services to cover the cost of lighting up the downtown district with holiday lights.

**200 downtown  
merchant  
businesses  
supported during  
the “All I Want”  
holiday retail  
marketing  
promotion**

## ***DIB Core Value: Safety and Security***

The DIB has undertaken a number of initiatives to ensure a safer and more secure downtown district this year. Here are some ways we are using improved staffing and technology, user-friendly systems, standardized processes and regular quality measurement to enhance the downtown experience:

- **3 Downtown Ambassadors** on the streets 7 days a week patrolling the district.
- **31 downtown dark areas** addressed during a joint meeting with reps from City, CRA, Parks & Recreation and Gulf Power led by DIB, with a goal of improving safety downtown.
- **43,005 Passport App parking sessions** recorded—the number of times visitors more quickly and more safely paid to park downtown in DIB-managed parking spots.
- **32 garage security cameras** managed and maintained.
- **12 parking garage structure issues** identified through a professional assessment and resolved.
- **35,560 sq. ft.** of the upper deck of Jefferson St. Parking Garage illuminated with safer, brighter LED lights, in partnership with City of Pensacola Public Works.
- **Prepared for a Safety and Security campaign** in collaboration with the Pensacola Police Department (PPD) and the CRA to bring two new officers and 5 additional street cameras to the downtown district.



LORI HUGHES, OPERATIONS SUPERVISOR

## ***DIB Core Value: Integrity***

We build relationships based on honesty, openness and fair, ethical practices, and build trust within our office and with our board members, committee members and the community. This year, the DIB:

- **230 customer satisfaction surveys completed** indicating high levels of satisfaction towards safety, cleanliness and overall downtown experience. The survey also illuminated issues and concerns from the public for the Downtown Improvement Board to consider and address.
- Survey respondents gave an **average 3.7/5 rating for the overall experience** they have when they come downtown.
- Survey respondents gave an **average 3.9/5 rating for both safety and cleanliness** of the downtown district.
- Launched a **DIB Business Facebook page** for posting DIB business information and updates.
- Began distributing **monthly (opt-in) e-news updates to downtown merchants**.
- Clarified the **DIB mission statement** and established **Core Values**.
- Posted the **DIB annual plan** publicly on the website.
- **Established goals** for Parking and Traffic and Finance Committees.
- Updated the DIB **employee handbook**; created **staff evaluations**.
- Held attorney-led staff **training** on **Florida Sunshine Laws**.
- Regularly attended **City, CRA, ARB, CivicCon, City Administrator, Mayor press conferences**, other partner meetings.
- Coordinated ADA online document **compliance training** for staff.
- **Hired a court reporter** to record all DIB and Parking and Traffic Committee Meetings.
- Began the **integration of all back-office parking provider systems** to a single platform with planned future reporting.
- Began working with legal departments to amend the **parking interlocal agreement**.
- Launched a **'DIB News' landing page** on downtownpensacola.com.
- Initiated **partnership with American Cancer Society** and worked with third-party parking software companies to integrate a donation option in all DIB-managed parking pay machines for Breast Cancer Awareness month.
- Launched a **DIB committee application form** to invite and encourage downtown stakeholders to apply to volunteer on the Parking & Traffic and Finance committees.

**Clarified the  
DIB mission  
statement and  
established  
Core Values**



Managing such an active urban place can be both rewarding and challenging, and we are constantly looking for new ways to build value downtown, from supporting downtown investment to developing new marketing initiatives, activating public spaces, aggressively addressing parking challenges and improving the environment. We try to meet every challenge with purpose and planning, and to keep the district consistently moving forward for the City of Pensacola, our downtown businesses, residents, property owners and visitors.

The Downtown Improvement Board is grateful to the volunteer board and committee members listed below who both led, and worked hand in hand with, DIB staff to make the achievements of FY2019 possible.

Thank you for partnering with us in 2019,

*Michael Carro*

Michael Carro, Board Chair

*Lissa Dees*

Lissa Dees, Executive Director

FY2019 BOARD OF DIRECTORS	PARKING AND TRAFFIC COMMITTEE	FINANCIAL OVERSIGHT COMMITTEE
Michael Carro, Chair	Mark Bednar, PA, Chair	Adam Cobb, Chair
Kevin Lehman, Vice-Chair	Kevin Lehman	John Hodgdon
Patti Sonnen	Clay Roesch	Mambwe Mutanuka
Jean-Pierre N'Dione	Justine McGundson-McCain	Malcolm Ballinger
Adam Cobb, Secretary	Warren Sonnen	Charlie Switzer
Ann Hill, Ex Officio	Danny Zimmern	
Robert Bender, Ex Officio		
DIB & DPMD STAFF		
Lissa Dees	Wayne Glass	Cory Ricci
Elizabeth Sloman	Mark Horn	Kristal Lofton
Courtney Randall	Mikellah Makepeace	Eliot Feller

SPECIAL THANKS TO LAURA BOGAN PHOTOGRAPHY ©LAURABOGANPHOTO.COM



## Memorandum

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**File #:** 20-00017

Community Redevelopment Agency

1/13/2020

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### **ACTION ITEM**

**SPONSOR:** Jared Moore, Chairperson

**SUBJECT:**

AMENDMENT OF PHASE II PROJECT SCOPE - GENERAL DANIEL "CHAPPIE" JAMES JR. MUSEUM & YOUTH FLIGHT ACADEMY PROJECT

**RECOMMENDATION:**

That the Community Redevelopment Agency (CRA) approve amendment of the General Daniel "Chappie" James, Jr. Museum and Flight Academy Phase II Project Scope.

**SUMMARY:**

Funding for the General Daniel "Chappie" James, Jr. Museum and Flight Academy Project has been a priority project of the CRA for the Eastside Redevelopment Area. The historic home site of America's first African American Four Star General, Daniel "Chappie" James, Jr. is located on Dr. Martin Luther King Jr. Boulevard and listed on the National Register of Historic Place. The museum is operated by the Chappie James Museum of Pensacola, Inc. - a not for profit organization. Science, Technology, Engineering and Mathematics (STEM) tutoring and youth flight academy workshops are provided at the site by the Chappie James Youth Flight Academy organization to help prepare community youth for potential careers in the field of aviation.

Phase II of the approved project included development of a free standing surface parking lot one block away to address periodic overflow parking needs at the Chappie James site. Recently, however, the shared use of nearby existing parking lots was identified as a more appropriate alternative to constructing an additional surface parking lot in the neighborhood.

In lieu of the parking lot, the Museum and Flight Academy boards have requested that Phase 2 of the project be amended to include construction of an outdoor classroom to expand available space for the two programs. The groups have also requested additional site and right of way improvements, should remaining funds be sufficient, including one or more of the following: fencing at the site and sidewalk repair and street lighting along E. Moreno Street.

Staff recommends the CRA approve amendment of the project scope to substitute these improvements for construction of the stand-alone parking lot, to the extent remaining project funding will allow. It is understood that the remaining funds may not be sufficient to complete all identified

items.

**PRIOR ACTION:**

October 26, 2000 - City Council designated the boundaries of the Urban Infill & Redevelopment Areas.

February 12, 2004 - City Council approved the Eastside Neighborhood Plan for a portion of the Urban Infill & Redevelopment Area.

October 13, 2005 - City Council approved creation of a Tax Increment Financing District (TIF) in the Eastside Neighborhood and provided for the funding of the Eastside Redevelopment Trust Fund.

October 27, 2005 - City Council amended, readopted and reapproved the Urban Infill & Redevelopment Plan incorporating therein the Eastside Neighborhood Plan.

August 28, 2014 - City Council approved Ordinance 30-14 amending and readopting the Eastside Neighborhood Plan element of Urban Infill & Redevelopment Area Plan, adding the “Chappie” James Project program element.

September 12, 2016 - CRA Board approved a supplemental budget resolution transferring \$440,000 from the CRA’s proceeds of the sale of 16 S. Palafox Street to the City’s General Fund.

January 12, 2017 - City Council approved the transfer of \$440,000 from the City’s General Fund to the Community Redevelopment Agency’s (CRA’s) Eastside Tax Increment Financing District, specifically for the General Daniel “Chappie” James Jr. Museum & Flight Academy Project.

January 12, 2017 - City Council approved a supplemental budget resolution transferring \$440,000 from the City’s General Fund to the CRA for the principal payment on the Chappie James Museum & Flight Academy Project loan.

February 6, 2017 - CRA adopted a funding resolution to approve bond financing for the project, including the parking lot construction.

February 9, 2017 - City Council adopted a funding resolution to approve bond financing for the project, including the parking lot construction.

**FUNDING:**

Budget: \$ 436,969

Actual: \$ 436,969

**FINANCIAL IMPACT:**

Funding in the amount of \$436,969 for the “Chappie” James Jr. Museum and Flight Academy project

is available in the CRA Series 2017 Project Fund, carried forward on supplemental Budget Resolution No. 2019-70.

**CITY ATTORNEY REVIEW:** Yes

12/23/2019

**STAFF CONTACT:**

M. Helen Gibson, AICP, CRA Administrator  
Victoria D'Angelo, Assistant CRA Administrator

**ATTACHMENTS:**

- 1) Map of MFC Parking - General Chappie James, Jr. Museum & Flight Academy
- 2) Map of MCDC Parking - General Chappie James, Jr. Museum & Flight Academy

**PRESENTATION:** No

## Legend



General Chappie James



Movement For Change

DR MARTIN LUTHER KING JR DR

E MALLORY ST

N DAVIS HWY

E MORENO ST

0 0.01 0.02 Miles

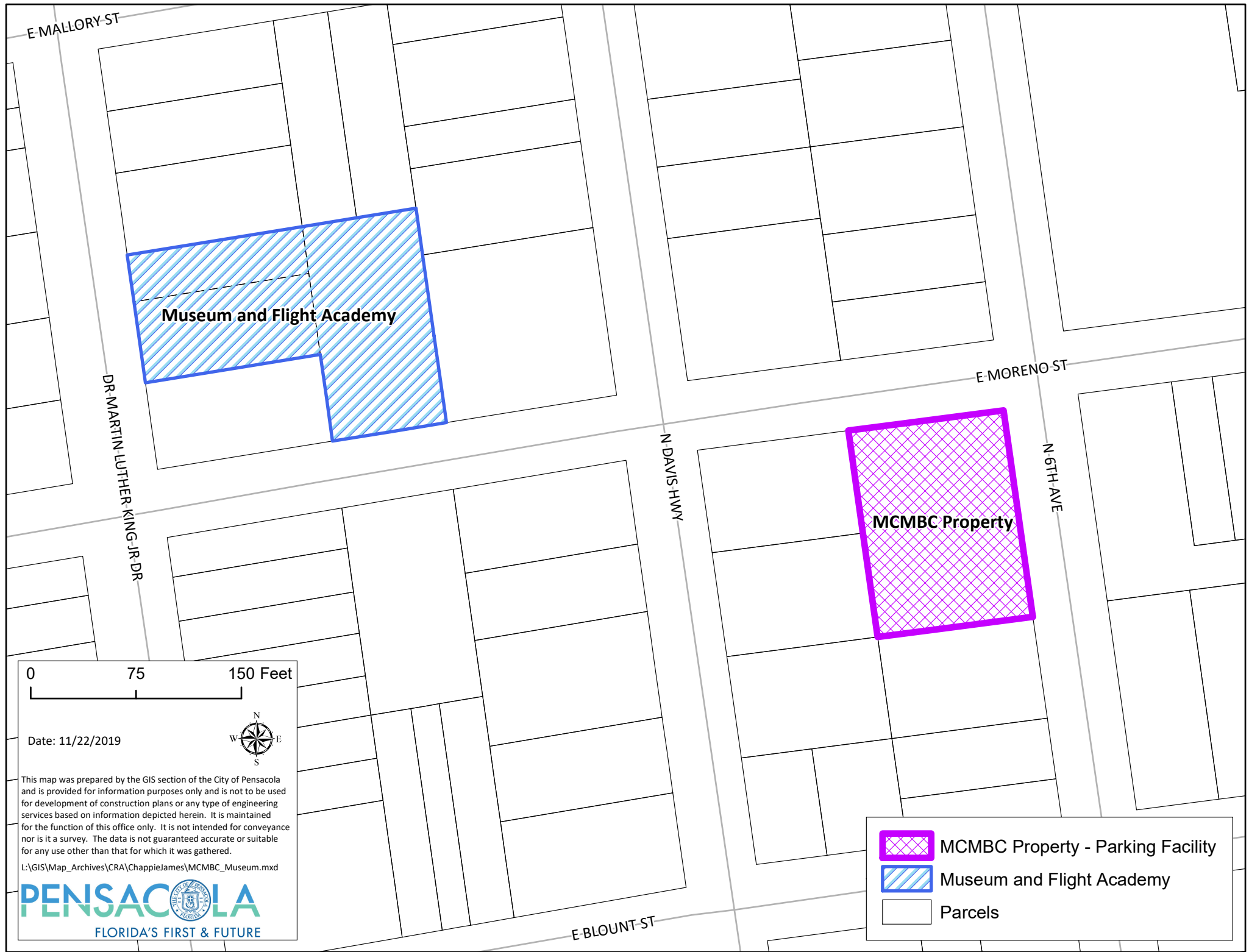
Date: 9/16/2019



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**PENSACOLA**  
FLORIDA'S FIRST & FUTURE



E MALLORY-ST

Museum and Flight Academy

DR MARTIN LUTHER KING JR DR

E MORENO ST

N DAVIS HWY

N 6TH AVE

MCMBC Property

E BLOUNT-ST

0 75 150 Feet




Date: 11/22/2019



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**PENSACOLA**  
FLORIDA'S FIRST & FUTURE

-  MCMBC Property - Parking Facility
-  Museum and Flight Academy
-  Parcels