

# Hawkshaw Development Opportunity



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# *Gateway Development Opportunity*

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# 1

## Property Details

### Historic Pensacola

Founded by Don Tristan de Luna in 1559, the Pensacola Bay Area was the first European settlement in the New World. Over the centuries, the flags of Spain, Britain, France, the Confederacy and the United States have flown over the “City of Five Flags.”

The city of Pensacola has led a strong initiative in reclaiming urban waterfront land for public use. This has resulted in a tremendous period of growth and revitalization to this historic, coastal city. Implementing a master plan of high quality, aesthetically pleasing public assets, streetscapes and infrastructure have set the tone for continued, distinctive growth.

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### Developing Pensacola

Pensacola has seen a tremendous revitalization in the past few years. Major new developments have spurred a first class wave of significant projects. Notably, the \$50M Community Maritime Park Wahoos Stadium was a major “kick start” to the revitalization movement. Also, of critical importance the relocation of the ECUA treatment plant from the downtown area, was an important impetus, for economic growth. Thoughtful, innovative planning by the City has led to upscale eateries, thriving retailers, beautifully rehabbed and repurposed historic buildings and some major new development projects.

*Signature Development Site in  
Historic, Downtown Pensacola.*



# Hawkshaw Offering

One of the signature development sites, Hawkshaw is seen as an important gateway into downtown with remarkable views of Pensacola Bay and within easy walking distance to the vibrant shops and restaurants along Palafox Place. Palafox Place was named one of ten great streets in America, by the American Planning Association in 2013.

Located in the downtown Business District of Pensacola, which includes typical private office buildings, government office buildings, courthouses, restaurants, shops and bars. There is also a historic district that includes a rich variety of residential and commercial buildings, along with many public parks. Most buildings have been completely renovated and serve as an additional tourist draw. Festivals are held throughout the year in this area. Historic, Downtown Pensacola is located four miles from pristine world reknowned area beaches.



*100 blk. South 9th Avenue  
Pensacola, FL. 32502*

**2.2 AC Level Ready Site**  
GRD Zoning

*Gateway Development  
Opportunity*

*Offered at*  
**\$1,740,000**

**96,525 sf**  
Land Size

**225 x 429 '**  
Parcel Dimensions

**225' Frontage**  
9th Avenue

**000S009025001005**  
Parcel ID

# 1

## Property Details

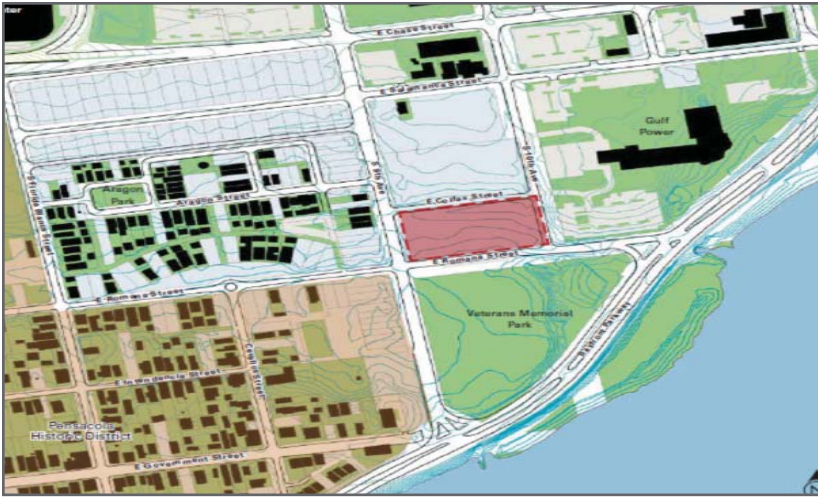
### Area Overview



The Hawkshaw site fronts Admiral Mason Park with magnificent views to Pensacola Bay. Enjoying frontage on four streets provides for exceptional access

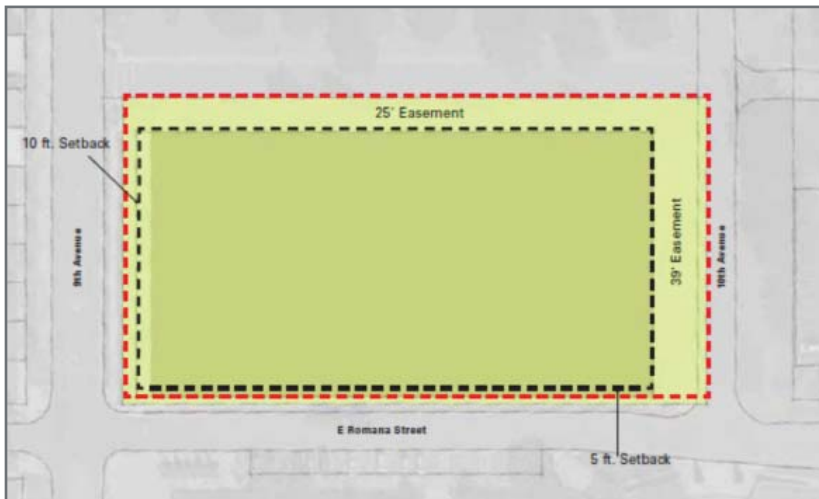






## Location Map

- Net Parcel Area- (with easements and setbacks accounted for): 1.7 acres.
- FEMA has provided us with proposed new Floodplain Maps. They should be notifying us very soon of a 90 day comment period. After that, FEMA will review those comments that are received. If the new maps are adopted it should occur sometime between December 2017 and January 2018 from what I understand. The Hawkshaw property has a flood line that meanders diagonally across the property from Northwest to Southeast. Currently, the northeasterly section is in an X Zone (outside the 500 year floodplain) and the southwesterly section is in an AE 7 flood zone. Meaning that construction southwesterly of that flood zone line would have to meet the 7' flood elevation along with the City adopted 3' free-board. The finish floor elevation for the first floor would have to be at  $(7' + 3')$  10 feet. The proposed maps increases that AE 7 to an AE 9 raising the finish floor elevation for the first floor to  $(9' + 3')$  12 feet.



## Setbacks

- 9th Ave- 10 feet
- East Romana Street- 5 feet
- 10th Ave- requires a building setback of 39 feet from the eastern property line.
- Easement along the northern property line requires a 25 foot setback to buildings.



## Required Features

Typical articulation with balconies and porches to achieve Pensacola character and maintain 4 story read for facades along Romana Street (illustrative only)

# 2 Hawkshaw RFP

100 BLK. South 9th Avenue  
Pensacola, FL. 32502

Hawkshaw Development Opportunity  
Request for Proposal  
Deadline for Submission: August 7, 2017

\_\_\_\_\_(Company) hereby expresses an interest in pursuing opportunities to develop 2.2 acres in the 100 S 9th Avenue Block of Pensacola, Florida, otherwise known as “Hawkshaw”.

\*\*\* Project Overview: Shall be based on Hawkshaw Urban Design Guidelines

Please go to  
<http://www.cityofpensacola.com/documentcenter/view/6626>

Proposals (3 hard copies and one electronic version) are due by 5:00 pm CST on Aug. 7, 2017.

Please return this Proposal to

NAI Halford  
24 W. Chase Street  
Pensacola, Florida 32502

Attention: DeeDee Davis, SIOR, MICP



# Contact Information

Authorized Representative: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Evaluation committee will recommend one preferred proposal to CRA for consideration. The CRA reserves the right to accept or reject any or all proposals.

The vicinity of southern 9th Avenue and the subject property is envisioned to be developed as a walkable, urban mixed-use corridor. The CRA seeks a high-density residential or mixed use project. Proposers are advised to conduct necessary research, beyond review of these documents, to establish existing conditions of this property and to properly understand the requirements of its redevelopment including but not limited to the Hawkshaw Urban Design Guidelines.

## No Known Environmental Conditions

The CRA is not aware of unusual existing regulated environmental conditions that could render development of this site infeasible. A reasonable due-diligence period will be in effect between selection of the successful proposer and contract closing.

Note: Upon the publication of any solicitation for sealed bids, requests for proposals, requests for qualifications, or other solicitation of interest or invitation to negotiate by any authorized representative of the City of Pensacola or the Community Redevelopment Agency, City Council, any party interested in submitting a bid, proposal, or other response reflecting an interest in participating in the purchasing or contracting process shall be prohibited from engaging in any communication pertaining to formal solicitations with any member of the Community Redevelopment Agency Board or any member of a selection/evaluation committee for RFPs, whether in person, by mail, or by electronic communications until such time as the CRA has completed all action with respect to the solicitation.

Additionally, any material submitted in response to the RFP will become a public document pursuant to Florida Statute 119.07. All proposal forms must be submitted in a sealed envelope and be signed by an authorized representative of the Proposer.

# RFP Submittal

Please Submit the Following

## Project Team/Experience/Credentials

1. Identity of Proposer, including the development team's organizational structure, and the names, affiliation and addresses of principals, including any and all general partners, stockholders owning 5% or more of the stock, and all officers.
2. Development team's professional qualifications and experience in types of uses proposed. Proposers shall demonstrate experience and ability to successfully complete a project of this general scope in a reasonable period of time, understanding that a phased implementation may be necessary.

## Project Outline

1. A written description of the use of the site, including as applicable:  
Building use(s), including overall dimensions  
Residential price point(s), density and manner of sale/lease  
Parking configuration and counts  
Conceptual storm water facility configuration  
Public amenities provided, if any

## Landscaping Concept

2. Conceptual drawings of the proposed project, including conceptual site development plan, building elevations, and conceptual perspective rendering sufficient to reasonably represent the overall massing and architectural character and materials of the proposed project. Selected proposer must obtain CRA review and approval of final architectural design.
3. Offering price for the fee simple purchase of the property. It is understood that because this project will involve a public /private partnership, price is negotiable.

## Completion Schedule

1. Project development schedule, including all milestones during planning and design, the construction period and commencement of operations.
2. Identify any special or unusual requirements for the sale of the subject land.
3. Identify any foreseeable variances to applicable regulations that may be requested during development of the proposed project.

# RFP Submittal cont.

## Project Financing and Economics

1. Provide complete and substantiated evidence of Proposer's financial capacity to undertake all aspects of the project, including letters from reputable financial institutions documenting the Proposer's ability to finance all aspects of the project.
2. The nature of private financing or commitment
3. Revenues to the City of Pensacola and Community Redevelopment Agency

Written proposals shall be reviewed and ranked by an Evaluation Committee approved by the CRA. The committee shall be comprised of professionals from the fields of financial services, real estate, and/or land development. At the discretion of the Evaluation Committee, respondents may be asked to provide oral presentations to the Committee.

## Other General Conditions

1. The Evaluation Committee reserves the right to request any additional information if needed, from any or all proposers.
2. In the event it becomes necessary for the CRA to revise any part of this proposal subsequent to the advertisement of the RFP, revisions will be provided in the form of an addendum.
3. All proposals are subject to all applicable laws and regulations governing the use and development of land.
4. No Proposer shall assign its proposal or any rights or obligations thereunder without the written consent of the CRA.
5. The Proposer has carefully read the provisions, terms and conditions of the proposal document and does hereby agree to be bound thereby.



## Timeline for Hawkshaw Decision

August 7, 2017	Deadline for Proposals
August 10, 2017	Presentations to Committee Recommended Committee: DeeDee Davis Christian Wagley Andy Terhaar
August 17, 2017	Oral Presentation (tentative)
September Meeting of CRA	Presentation of Preferred Proposal (tentative)

**\*\*DATES ARE SUBJECT TO CHANGE**

# Hawkshaw Evaluation

Development Opportunity at Corner of 9th Avenue and East Romana Street  
Hawkshaw

## Evaluation Sheet

Name of Firm: \_\_\_\_\_

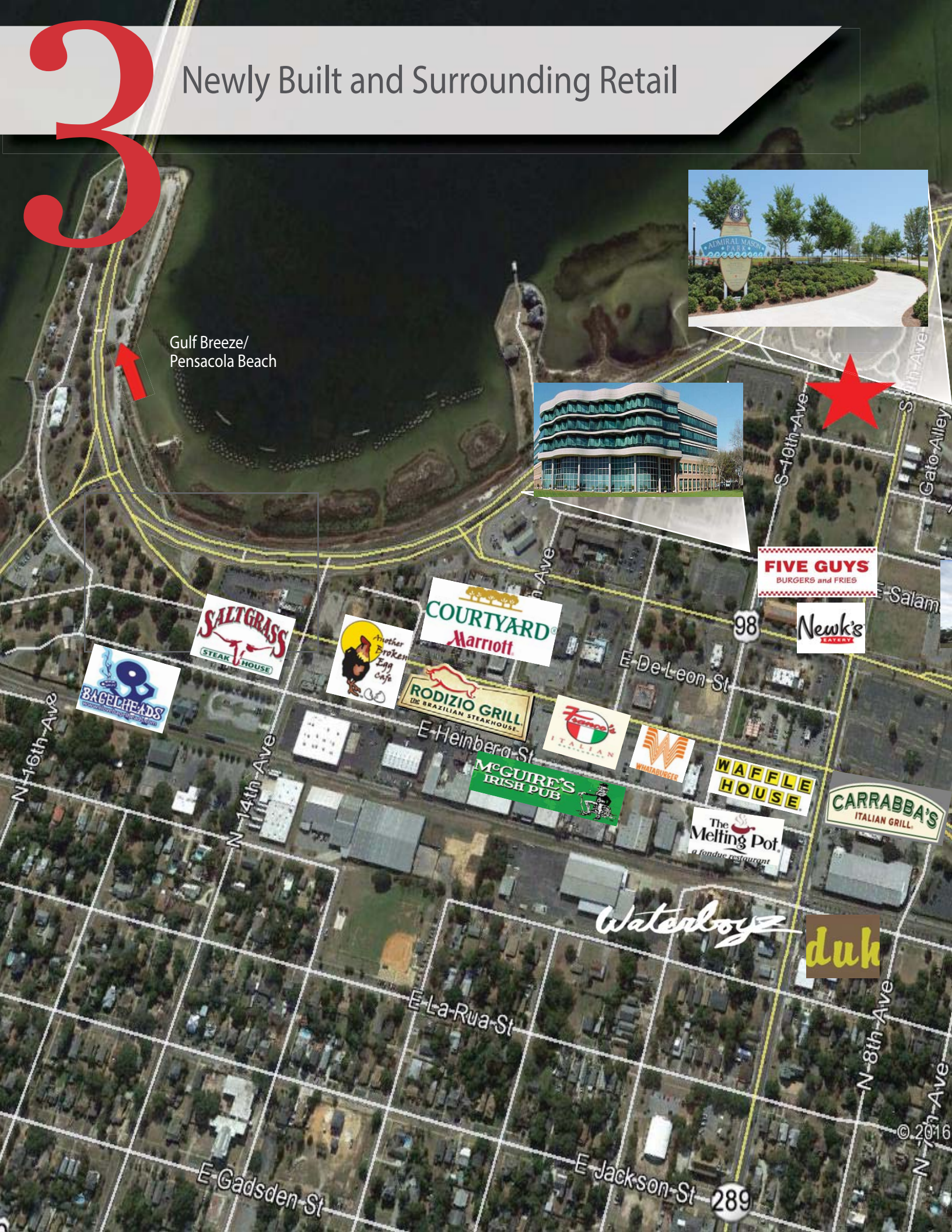
Reviewer: \_\_\_\_\_

	Points Available	Points Given
1. Financial Viability	0-30	
a) Nature of private financing interest		
b) Experience and qualifications of development and management team		
c) Revenues to the City and CRA from sale		
d) Revenues to City and CRA in projected Ad Valorem taxes		
e) Demonstrated ability to commence, perform and complete construction activities as scheduled		
2. Anticipated Benefits to Community	0-20	
a) Enhance surrounding land uses/neighborhood characteristics		
b) Promote Downtown Pensacola as vital/creative place to live, work, play		
3. Compatibility of Architectural Quality and Character to Hawkshaw Urban Design Guidelines	0-30	
a) Site development pattern		
b) Use of appropriate and compatible materials and details		
c) Appropriateness of building height/mass		
4. Density/Maximizing number of residential units	0-20	
5. SBE or MBE firm participation	0-5 (bonus)	



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## Newly Built and Surrounding Retail



Gulf Breeze/  
Pensacola Beach



**FIVE GUYS**  
BURGERS and FRIES

**Newk's**  
Cafe

**SALTGRASS**  
STEAK HOUSE

**Another Broken Egg Cafe**

**COURTYARD**  
Marriott

**RODIZIO GRILL**  
THE BRAZILIAN STEAKHOUSE

**Franco's**  
ITALIAN

**WINGARINGER**

**WAFFLE HOUSE**

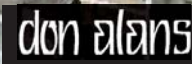
**CARRABBA'S**  
ITALIAN GRILL

**The Melting Pot**  
a fondue restaurant

**Waterboyz**

**duk**





Google earth

Google



## Listing Offering Team

# DeeDee Davis, SIOR, MICP

Broker

## Specialties

Office Buildings, Retail Stores, Development Projects

## Scope of Service

Sales and Leasing of commercial office, retail, investment, industrial and development properties.

## Professional Affiliations and Designations

Society of Industrial and Office Realtors (SIOR)  
NAIOP

Chairman, Board of Directors Council on Aging  
Member, Past President, The Aragon Group  
Chairman, Pensacola Redistricting Commission  
Pensacola Association Realtors  
National Association of Realtors  
Florida Association of Realtors  
Master in Commercial Properties



DeeDee Davis, SIOR, MICP

Broker

d: 850 430 1503

ddavis@naihalford.com

# Tina Tortomase, MICP

Sales Agent

## Specialties

Office/ Retail Specialist

## Scope of Service

Sales and Leasing of commercial office and retail properties.

## Professional Affiliations

Chamber  
Rotarian  
NAIOP  
Master in Commercial Properties



Tina Tortomase, MICP

Sales Agent/ Property Manager

d: 850 430 1520

ttortomase@naihalford.com

## Committed to Northwest Florida. Connected to the World.

Established in 1983, NAI Halford, formerly The Halford Company was founded upon principles which served to set it apart then and continue to contribute in maintaining its preeminent position in Northwest Florida's Commercial Real Estate and Investment sector today.

### Why NAI Halford?

The benefit of a managed network is a marriage of the best in class of the local offices and businesses that are entrepreneurial in spirit and innovative on behalf of our client. Whether developing a large scale project or finding the right office at the right price for a small business, our Realtors are committed to providing quality professional service. From commercial sales to property management, leasing and tenant representation, no other real estate company in this area has the scope of services and the depth of experience offered by NAI Halford.

As the real estate market becomes increasingly more complex, the ability to be versatile gains importance. NAI Halford has developed a well-earned reputation for finding solutions for a variety of business needs. We have focused our growth and expansion on becoming an agency with an established network of specialists that help us to provide a wide assortment of quality services.

### Connectivity

NAI Halford is northwest Florida's affiliate of NAI Global, a managed network of commercial real estate offices with 7,000 agents operating 400 offices in 55 countries worldwide. NAI Halford combines the power and expertise of NAI Global with the advantage of strong, long standing relationships in northwest Florida, securing our role as one of the most well respected full-service real estate organizations in the area.

Our clients come to us for our deep local knowledge. They build their businesses on the power of our managed global network.





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