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Hawkshaw Urban Design Guidelines

Prepared by URBAN DESIGN ASSOCIATES

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PREPARED FOR
The City of Pensacola

PREPARED BY
Urban Design Associates

Introduction

Creating a Vibrant Downtown

The City of Pensacola has seen remarkable private investment and interest in the downtown neighborhoods and commercial districts. The city led initiatives to reclaim urban waterfront land for public uses including the new stadium, and Community Maritime Park reflects a strong commitment by public and private leadership in Pensacola to ensure the downtown and adjacent districts become an economic catalyst for the city as a whole.

The city's legacy of master planning and implementation of high quality, attractive public assets including streetscapes, parks, and infrastructure improvements have set the stage for ongoing growth within the city that reinforces the distinctive qualities of Pensacola's heritage and unique sense of place. New developments such as the expansion of IHMC in the downtown, a new urban hotel, an urban YMCA, ongoing residential infill, and new mixed-use infill in the core continue the pattern of reinvestment in the historic core and its adjacent neighborhoods.

One of the signature development sites, Hawkshaw is seen as an important gateway into the downtown with remarkable views of the bay and within easy walking distance to the vibrant shops and restaurants along Palafox Place. The 2.2-acre site presents an opportunity for private development teams to create a landmark development that builds on the momentum of market forces investing in a livable, distinctive downtown environment.

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Aerial view of Palafox Pier in the downtown

© thelostdog

Investments in new park spaces, street landscape and attractions like the new baseball stadium, Pensacola's downtown is attracting new private investment.

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Pensacola's historic character is a major destination in the region

Design Matters

DESIGN PRINCIPLES

- Development form should respond to the scale and character of the adjacent historic district and the Aragon neighborhood.
- Balance height and scale of development between residential areas to the west with mixed-use areas to the east and north.
- Create a maximum 4-story expression within the first 8 feet depth of building massing fronting the park. Step up height from there.
- Create diversity in building forms and architectural character on the site. Avoid a single project look and feel.
- Avoid creating "a continuous wall of buildings" along the park edge
- Site design should extend the sense of the park address through the use of courtyards, varied setbacks, and gardens
- Architecture — both contemporary and traditional — should reflect Pensacola Heritage
- Parking should be screened from public view by buildings fronting the major streets.

The future re-use of the Hawkshaw site has been the focus of a CRA effort to engage adjacent residents, business owners, and the development community to reach consensus on a vision and an approach to establishing fundamental design principles for development. The site sits within the Gateway Redevelopment District in the downtown and bridges two areas of different character and scale.

The approach outlined in this document, treats the site as a transitional link between the more modern, large-scale office use immediately to the east of the site across 10th Avenue and the finer grain, smaller scale residential neighborhood developing across 9th Avenue to the west. The current zoning allows for significant height and intensity of development as an incentive to encourage urban density and a significant residential presence to enhance and support amenities and local businesses in the downtown.

These urban design guidelines are consistent with existing design standards and zoning requirements while providing more specific guidance to development teams in the scale, massing and arrangement of buildings on the site to achieve the community vision. These principals are illustrated within this document to help clarify the intent and desired vision for the site as it relates to the surrounding neighborhood context and the frontage along Admiral Mason Park.

While proposals may vary in building types, use, and density, the key principles remain consistent. These guidelines illustrate two different approaches to achieving the maximum allowable density for multi-family uses on Hawkshaw as a reference for treatment along the public streets, the park, and the adjacent property to the north.

The Hawkshaw site fronts Admiral Mason Park overlooking the bay. The site also shares a 9th Avenue address with the Aragon neighborhood and the 10th Avenue address with Gulf Power company offices.

Images of the Gulf Power Offices (below); Aragon Neighborhood (bottom); and Admiral Mason Park (right)

Urban Design Guidelines

Governing Development Standards

Development regulations for the Hawkshaw site are listed in the adjacent list on this page. These guidelines are supplements to those legally binding requirements to help articulate the desired urban design character for the site.

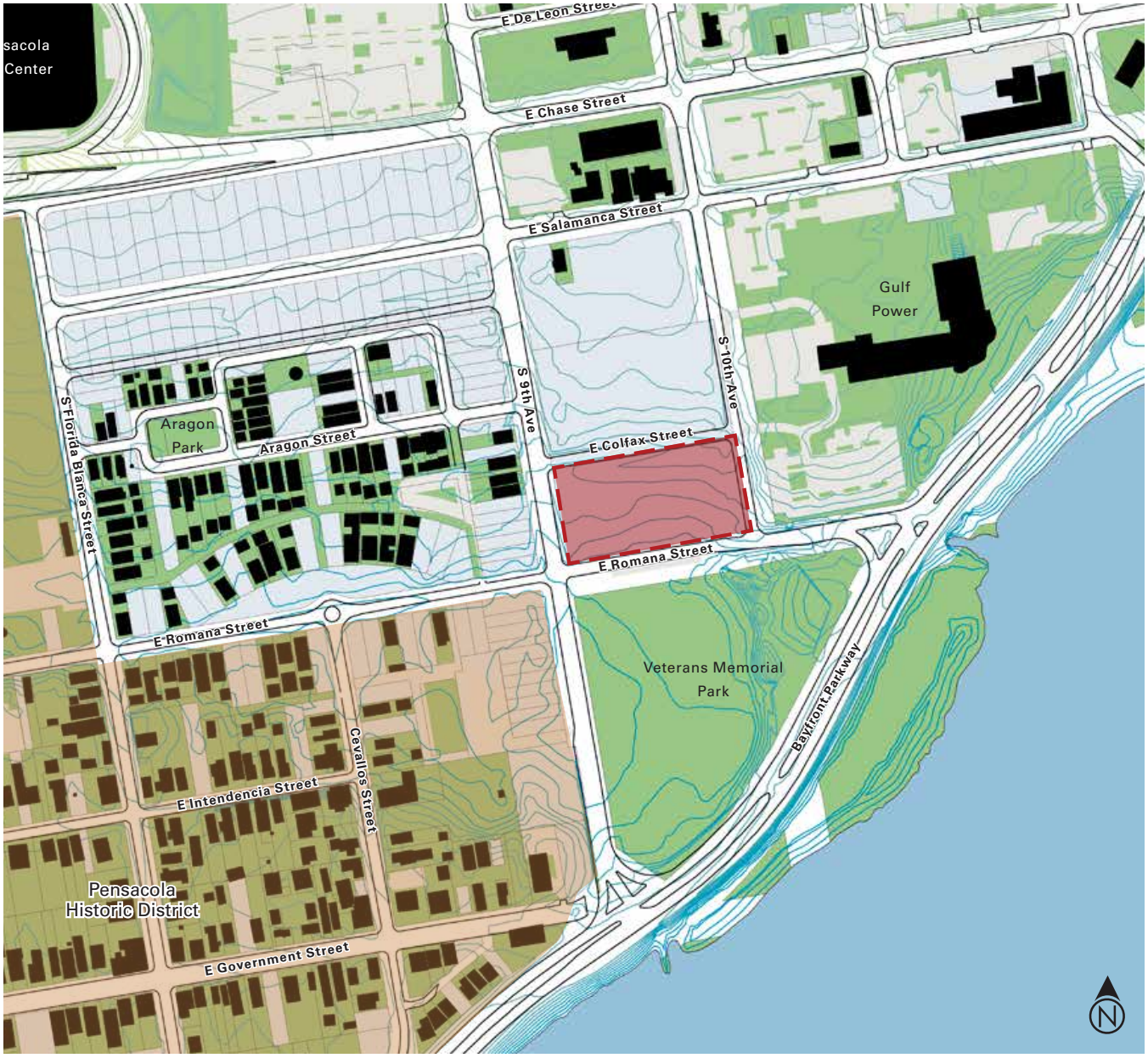
PARCEL PROPERTIES

- Zoning: Gateway Redevelopment District (GRD)
- Parcel Site Area (per assessment): 96,625 sf. or 2.2 acres

GENERAL REQUIREMENTS

- City of Pensacola Municipal Code:
  - Redevelopment Land Use District (Section 12-2-12)
  - Design Standards and Guidelines (Section 12-2-82)
  - Off-Street Parking Requirements (Section 12-3)
  - Landscape Regulations (Section 12-6)
- City of Pensacola 2010 Community Redevelopment Plan

Zoning District Designations



Location Map

Site Description

The Hawkshaw site has utility easements along the north and eastern property boundaries. A former street, Colfax Street, ran along the northern boundary and was abandoned and incorporated into the adjoining parcels. The frontage along 10th Avenue requires a building setback of 39 feet from the eastern property line while the easement along the northern property line requires a 25-foot setback to buildings.

A summary of general requirements is listed on this page as a quick reference to the regulations. These are not complete and only serve to provide a high-level understanding of the key zoning parameters. Development teams are responsible for evaluating the zoning code impact on site development.

PARCEL PROPERTIES

» Net Parcel Area (with easements and setbacks accounted for): 1.7 acres

PARCEL ZONING REQUIREMENTS

» Density:
  › Single-Family: 17.4 DU/Acre (31 DU Maximum)
  › Multi-Family: 100 DU/Acre (180 DU Maximum)

» Setbacks:
  › 10 feet along 9th Avenue frontage
  › 5 feet along E. Romana Street

» Maximum Building Height:
  › 100 feet

» Off-Street Parking:
  › Single-Family/Duplex (off public streets): 1 Space/Unit
  › Single-Family/Duplex (off private streets): 2 Spaces/Unit
  › Multi-Family/Townhouse: 1 Space/Unit
  › General Retail: 1 Space/300 sf.
  › Restaurant: 1 Space/100 sf.
  › Office: 1 Space/300 sf.
  › Maximum of 2 vehicular access points permitted off 9th Avenue
  › Maximum Impervious Coverage: 75%

» Landscape:
  › Multi-family residential developments are required to reserve 5% of the total lot area for recreation and open space facilities.
  › Parking lot landscape requirements per Section 12-6-3B.

» Stormwater:
  › Note: raised finished floor elevations required to mitigate flooding. Conformance with regulations are part of the site plan submittal process.

Hawkshaw site setbacks and easements (For illustrative purposes only; reference scaled property survey)

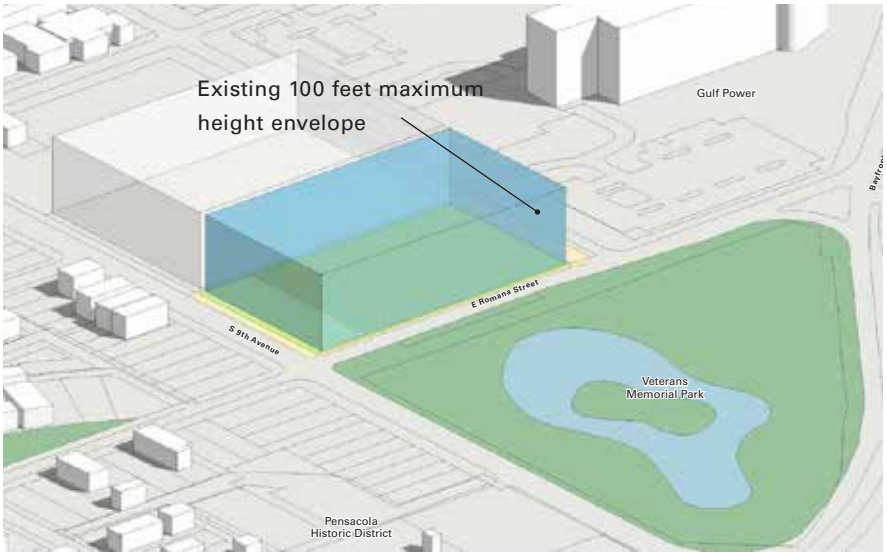
Building Height Envelope

KEY ELEMENTS

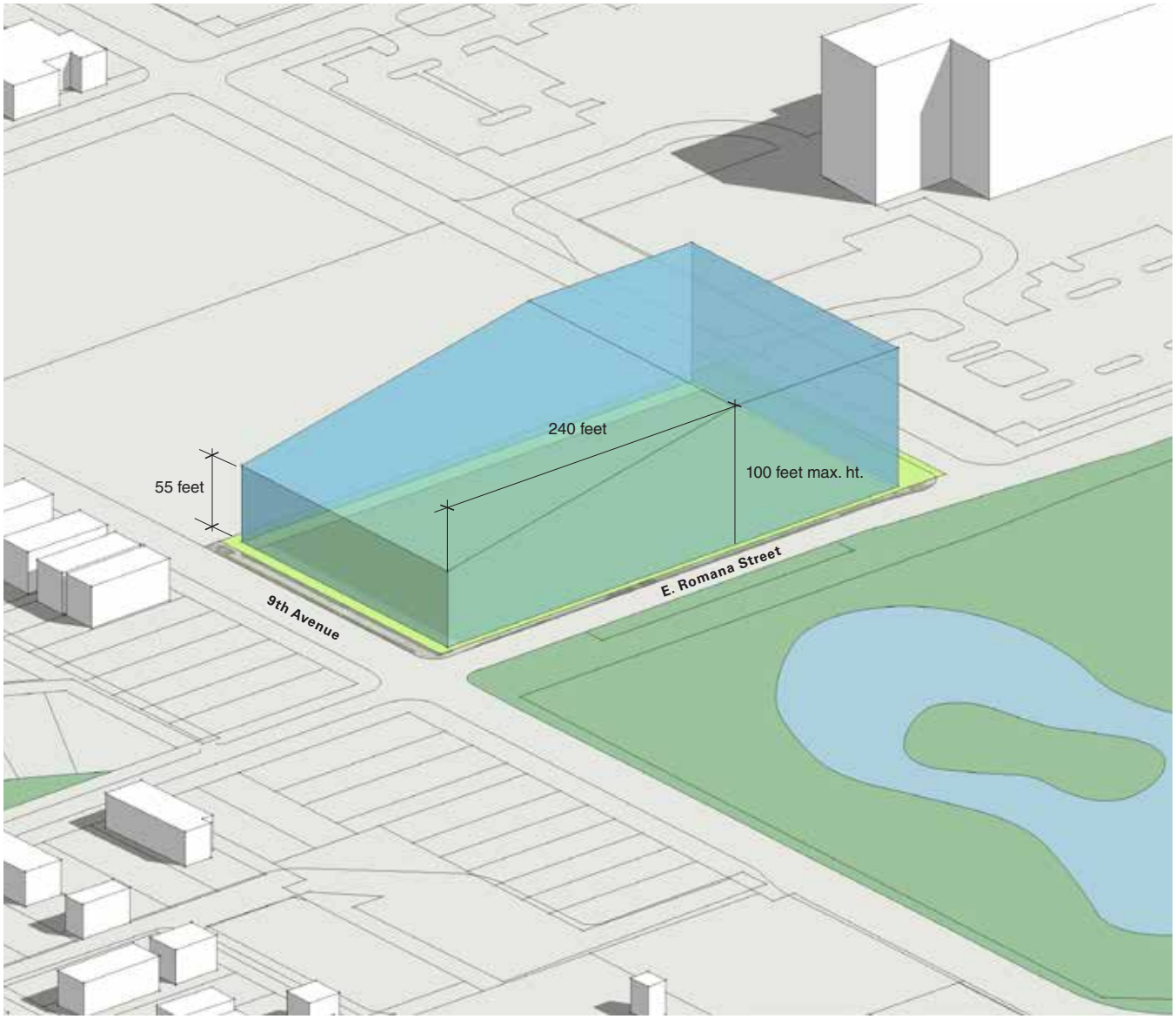
- Hawkshaw Property Maximum Building Height: 100 ft. (Gateway District)
- GRD-1 (Aragon) : Maximum Height 55 feet (3.5 stories)
- Gulf Power Company Building: 5 Stories

The Gateway Redevelopment District (GRD) regulations govern the site and building development for the Hawkshaw site. Currently the site has a maximum building height of 100 feet. Maximum building height in the adjacent Aragon neighborhood (GRD-1) across 9th Avenue is 55 feet.

These guidelines call for a transition in height for buildings beginning at 9th Avenue with a maximum 55 foot height limit stepping up to 100 feet maximum measured at 240 feet east of the 9th Avenue property line for the site. This ensures a compatible scale along 9th Avenue with adjacent development.



Existing height limits in the Gateway Redevelopment District creates an abrupt transition in scale along 9th Avenue which has been developed as a 2- to 3-story scale with primarily residential uses.



Hawkshaw buildings would conform to a graduated height allowance from 55 feet height limit along 9th Avenue up to 100 feet maximum height moving west to east.

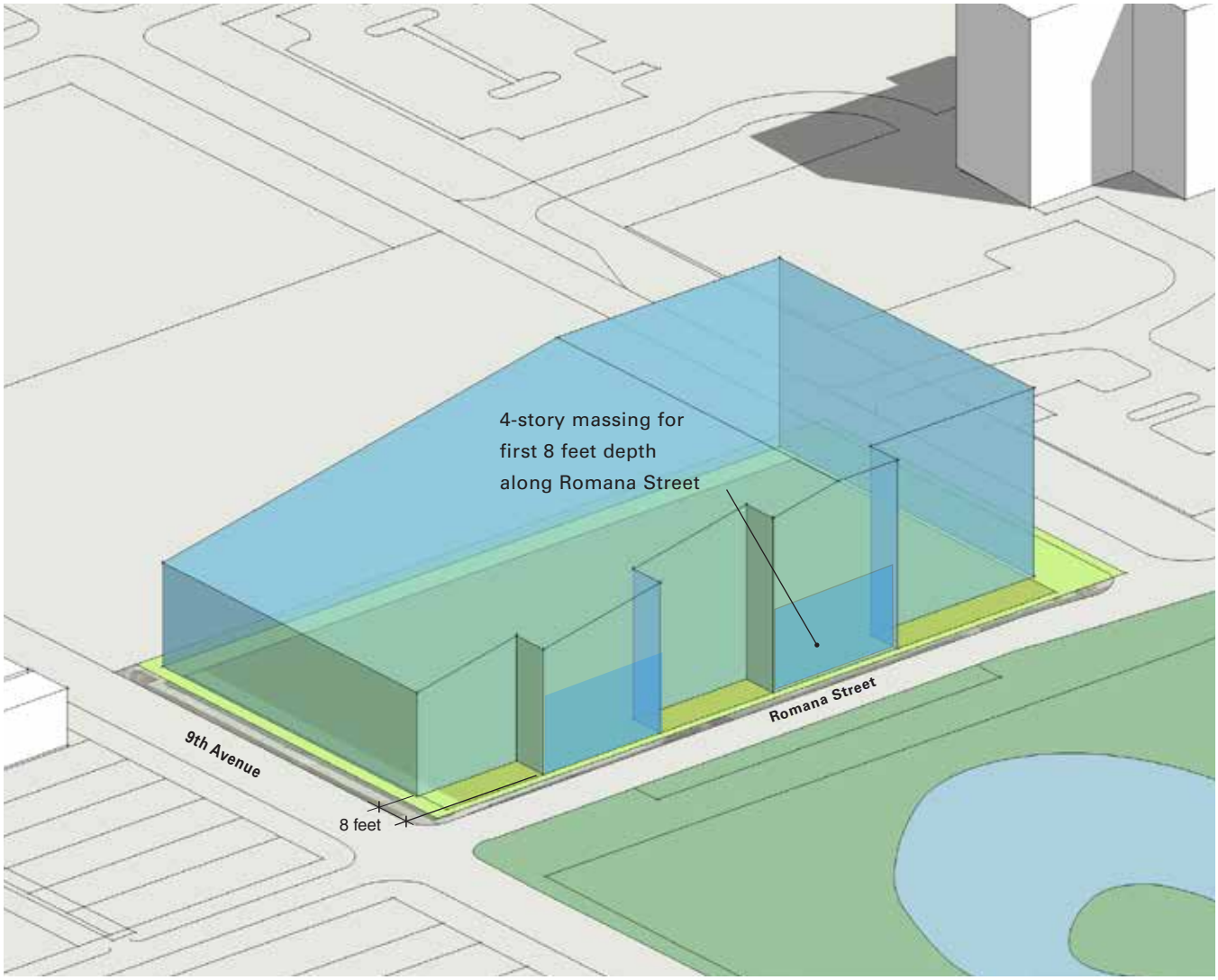
Building Massing Principles

Traditional building arrangements often create a series of internal courtyards and common entry plazas along park frontages.

Another key principle for building and site design within the Hawkshaw site is the creation of a "garden frontage" along Romana Street adjacent to the park. This will extend the sense of the park address and avoid a continuous wall of buildings fronting the park. The 25% open space requirement for the site can be distributed in a pattern of courtyards and buildings with various setbacks.

Buildings along Romana Street should create a maximum four-story read within the first 8 feet of depth from the minimum setback line. This can be accomplished by the use of galleries in that zone, buildings stepping back above the four-story height or a combination of both.

One of the signature elements of traditional buildings found in Pensacola and the Gulf region are galleries and verandas. These elements help break down the scale of buildings and add indoor/outdoor living spaces that are "gifts to the street."



Typical higher density mixed-use block composition (illustrative only)

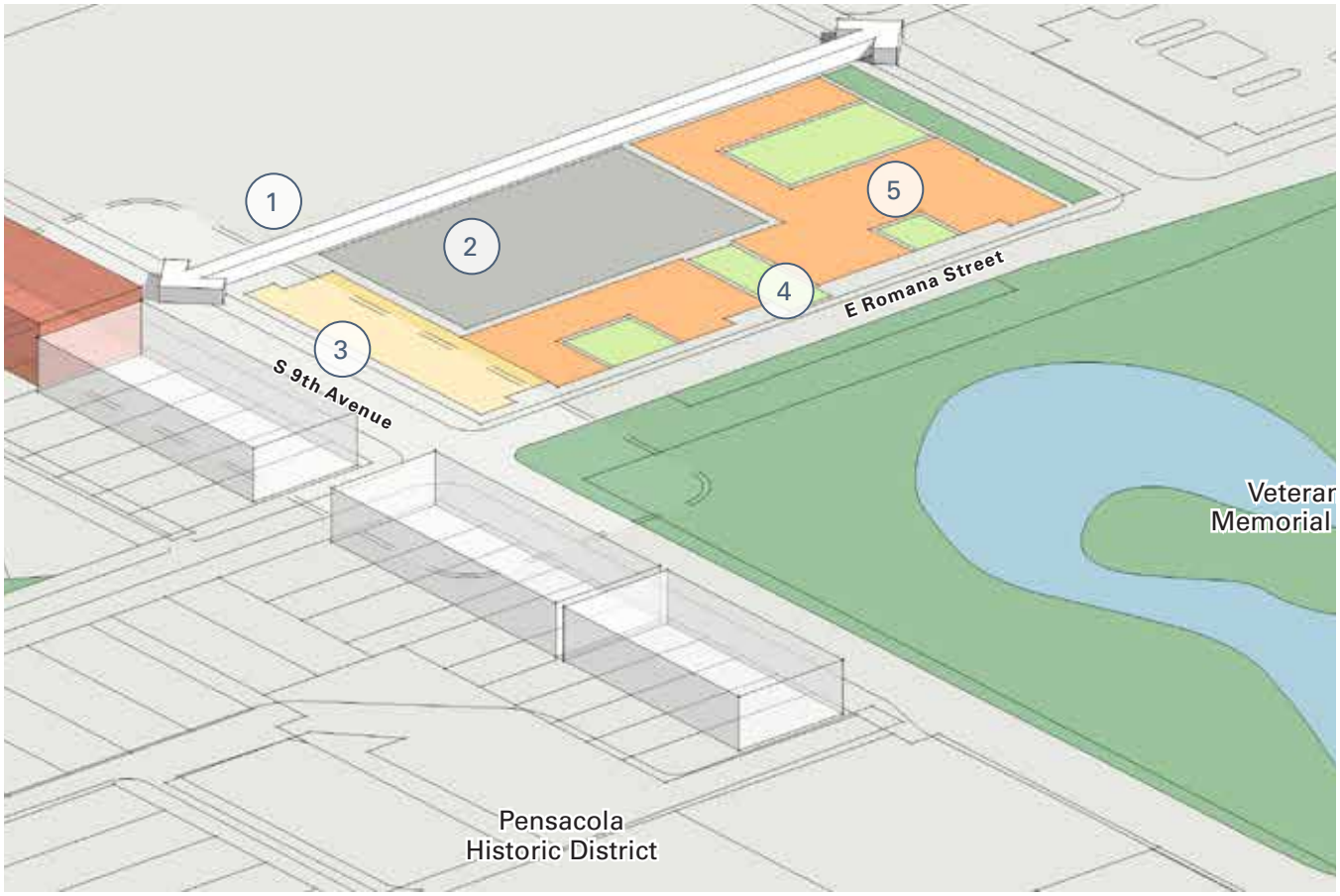
Prototypical Development Approach

OPTION 1 DIAGRAM KEY

1. Create parking and service access between 9th and 10th Avenues
2. Mid-block parking garage shielded from view on public frontages
3. Buildings facing 9th Avenue
4. Open Space is distributed along street frontages
5. Courtyard Buildings fronting Romana Street and 10th Avenue

The plan diagrams illustrated on the following pages demonstrate 2 approaches to achieving the allowable density using the articulated principles described on the previous pages. These include creating architectural diversity, screening parking from public view along the major streets and creating courtyards along Romana Street to avoid a continuous wall of buildings. The goals can be achieved through the placement and buildings and strategic use of building types.

This is meant to serve as a demonstration of how to respond to the design principles. Development and design teams may propose different building types and methods to achieve the same goals.



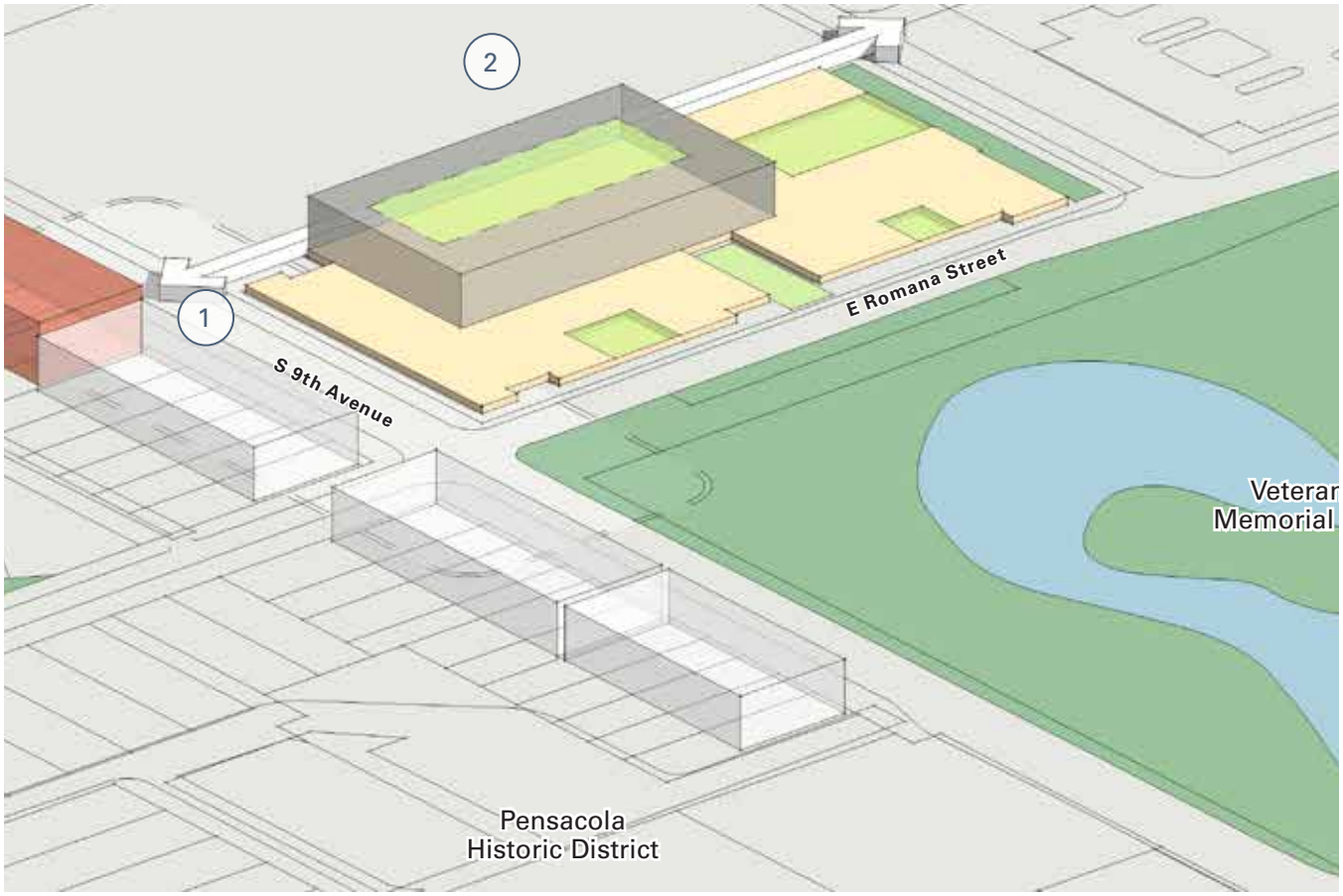
Guidelines encourage creating intra-lobby connections via mews

Option 1 — Site Development Strategy

Option 1 uses two different building types to achieve the allowable density, required open space and required on-site parking for a residential program. These diagrams illustrate an example of how to achieve the development principles and guidelines while maximizing the site development potential permitted under the current zoning. Both of these examples use the multi-family program of 180 units as the base assumption for testing.

OPTION 1 DIAGRAM KEY

1. Create a minimum of one separation between buildings facing 9th Avenue
2. Mid-block parking garage shielded from view by buildings on 9th Avenue, Romana Street, and 10th Avenue



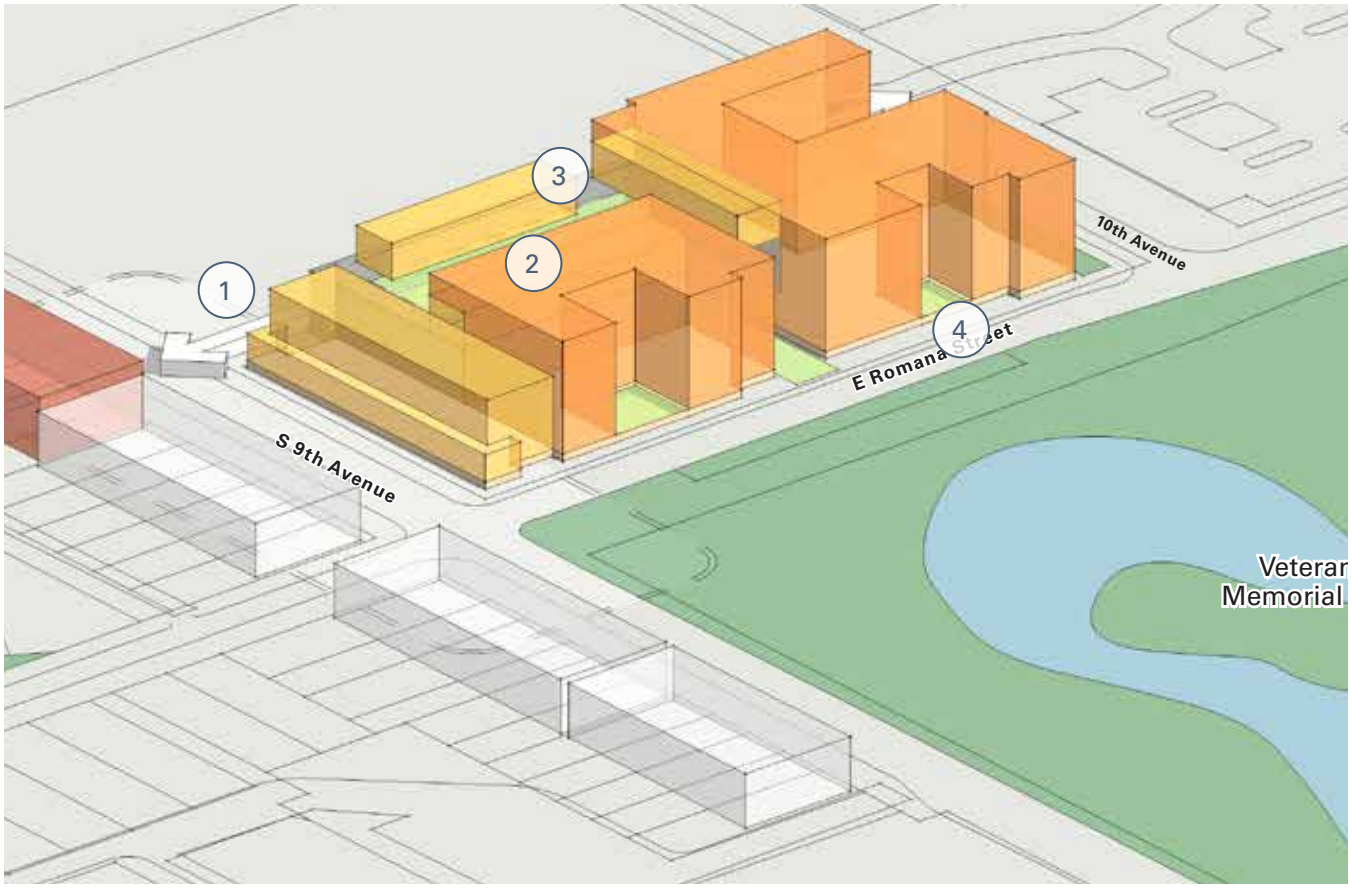
Typical Office Block Composition (illustrative only)

Option 1 — General Massing Approach

OVERALL SITE DIAGRAM

1. 3.5-story buildings facing 9th Avenue
2. 6-story courtyard buildings facing Romana Street
3. Potential for Courtyard/Green Roof on garage
4. Courtyards maximise views and create diversity and interest along Romana Street facing the bayfront

This approach shows an example of using 2 primary building types. A 3.5-stories townhouse facing 9th Avenue and 6-story multi-family buildings facing the park. The multi-family buildings are courtyard types that allow for views to the water looking south and east. These create a "garden" edge along the park while screening the parking garage from 9th Avenue, Romana Street, and 10th Avenue.



This option uses a mix of townhouses and mid-rise building types attached to structured parking

REFINED MASSING ELEMENTS

OVERALL SITE DIAGRAM

1. Guidelines call for Pensacola Style galleries or porches at first level on a at least 50% of the frontage along 9th Avenue
2. Provide a break in buildings facing 9th Avenue
3. Galleries would also be a requirement on the park frontage to create a human scale at the street level
4. Create a 4-story expression for the first 8 feet of depth for facades fronting Romana Street

Typical articulation with galleries and porches to achieve Pensacola character and maintain 4 story read for facades along Romana S

Option 1 — Typical Site Development Plan

Option 1 — Illustrated ground floor plan showing distributed open space between multi-family buildings

Option 1 — Illustrated upper floors plan layout showing courtyard on garage with units fronting

Option 1 — Illustrated view of 6-story massing with galleries and building setbacks along Romana Street. Townhouses are shown facing 9th Avenue and lining the garage courtyard.

MULTI-FAMILY RESIDENTIAL

BUILDING CIRCULATION

TOWNHOUSE

PARKING GARAGE

OPEN SPACE

DEVELOPMENT PROGRAM

- Building Program:
  - 180 Residential Units
- Parking Spaces Required:
  - Residential Units (1/Unit): 180
  - Retail (1/300 sf)
- Parking Spaces Provided:
  - Garage: 210
- Other Considerations:
  - Building Height: 45'–80'
  - Impervious Lot Coverage: 75%
  - Private recreation space provided on green roof of garage and within courtyards

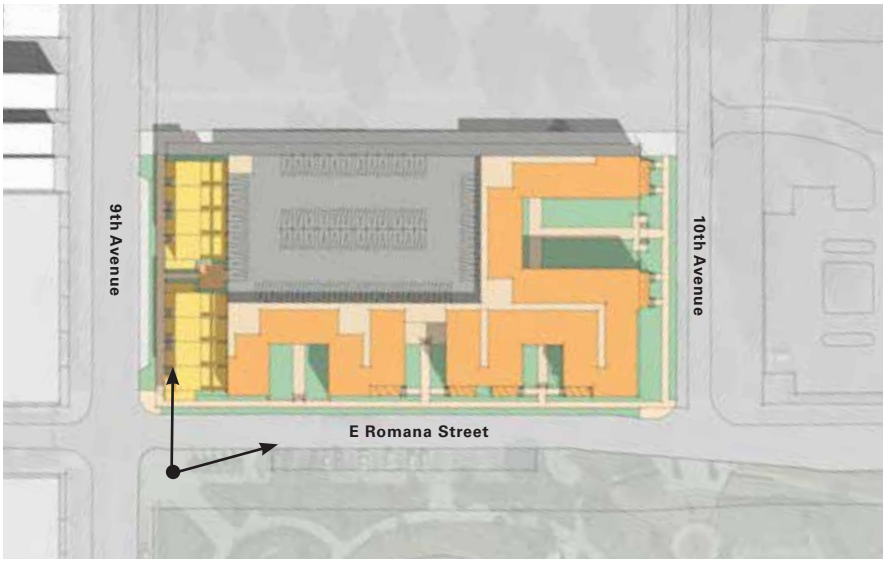
Option 1 — Perspective Views

Option 1 — Viewpoint along 9th Avenue looking north

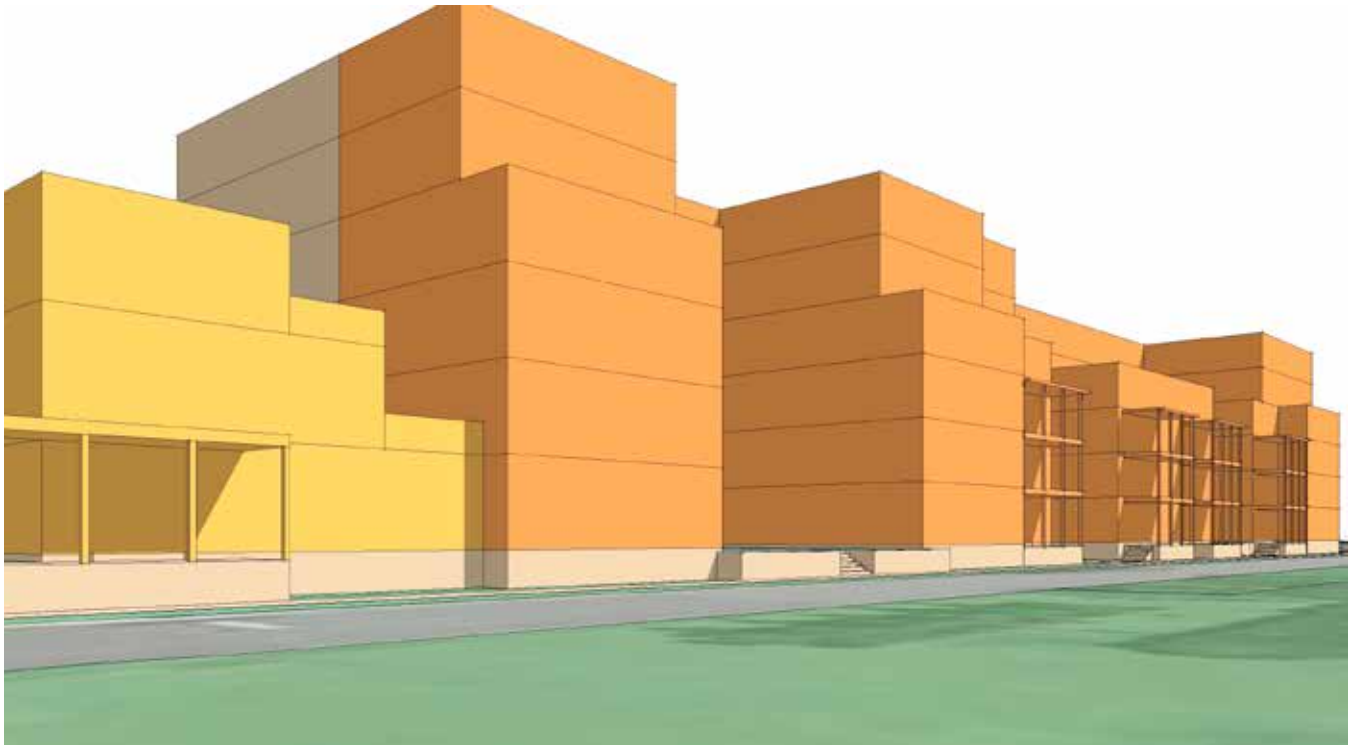
Option 1 — View of massing along 9th Avenue looking north

Option 1 — View of contemporary architectural treatment along 9th Avenue

Option 1 — Perspective Views



Option 1 — Viewpoint along E. Romana Street looking east



Option 1 — View of massing along E. Romana Street looking east

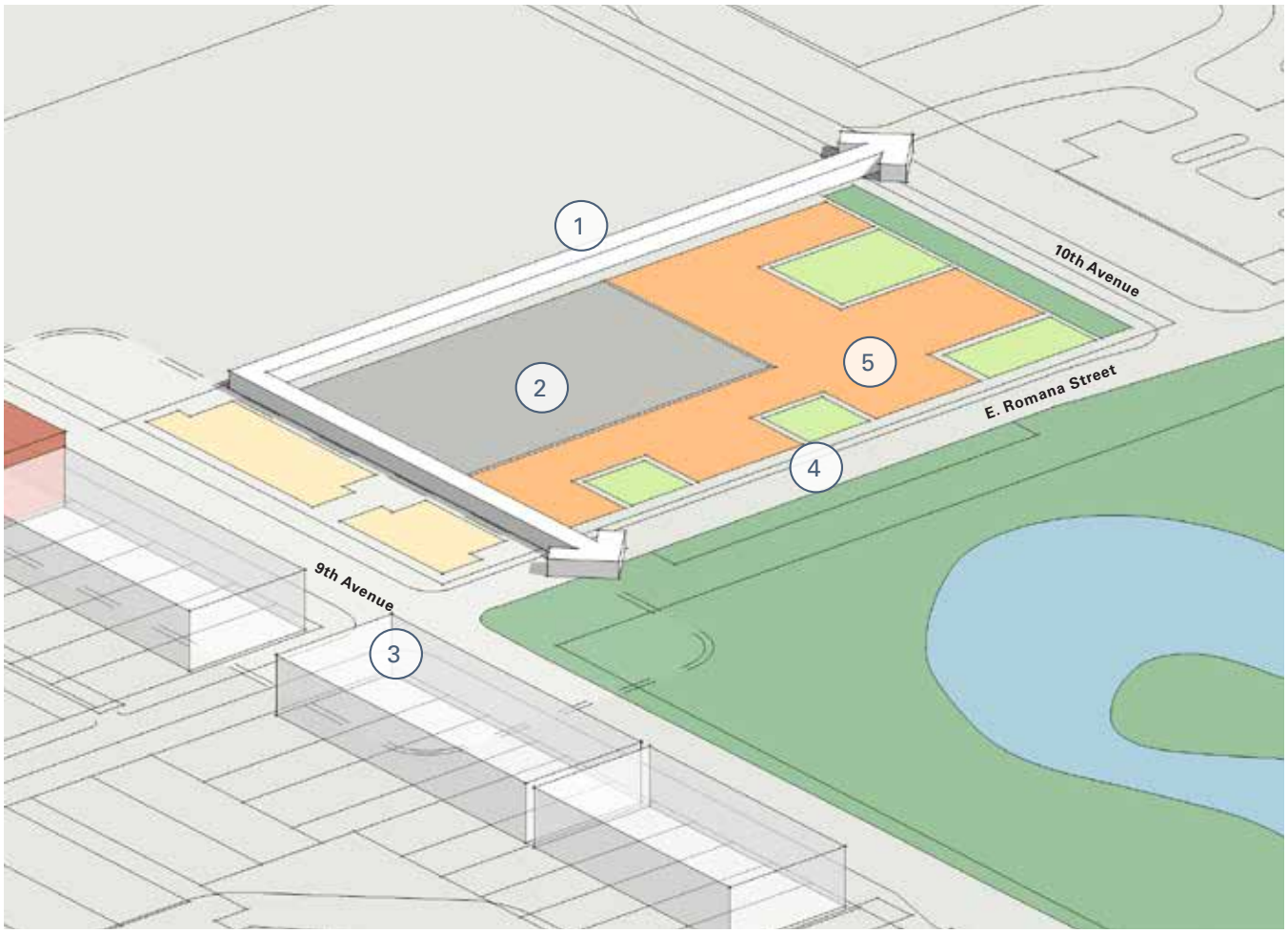
Option 1 — View of Architectural treatment with a mix of traditional and contemporary designs

Option 2 — Site Development Strategy

The Option 2 strategy takes advantage of the height allowance to create views and anchor the eastern end of the site. This option also separates the townhouses from the parking garage by providing and alley to serve both the townhouses and the common parking garage while maintaining the goal of screen the parking.

OVERALL SITE DIAGRAM

1. Create parking and service access from Romana Street and 10th Avenue
2. Mid-block parking garage shielded from view on public frontages
3. Buildings facing 9th Avenue
4. Open Space distributed along park frontage
5. Buildings fronting Romana Street and 10th Avenue



OPTION 2 DIAGRAM KEY

1. Structured parking garage accessed from private drives off of Romana Street and 10th Avenue

Option 2 — General Massing Approach

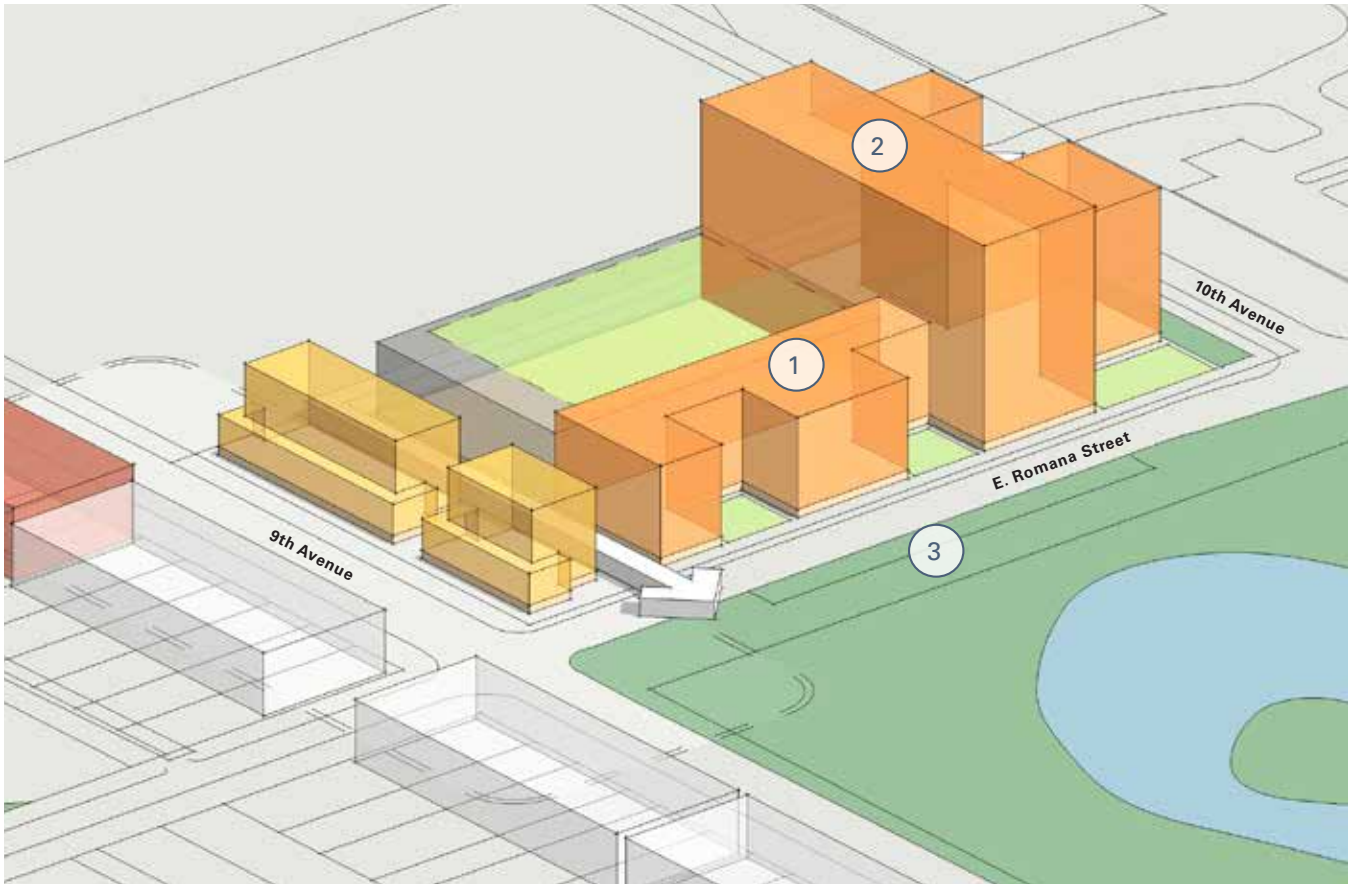
OVERALL SITE DIAGRAM

1. 3.5-story buildings facing 9th Avenue with one separation
2. Egress between buildings from Romana Street shields view of garage

This approach shows an example of using 3 primary building types. A 3.5-stories townhouse facing 9th Avenue, a 4-story multi-family building, and a 9-story multi-family building facing the park and 10th Avenue. The multi-family buildings are courtyard types that allow for views to the water looking south and east. These also create a "garden" edge along the park while screening the parking garage from 9th Avenue, Romana Street, and 10th Avenue.

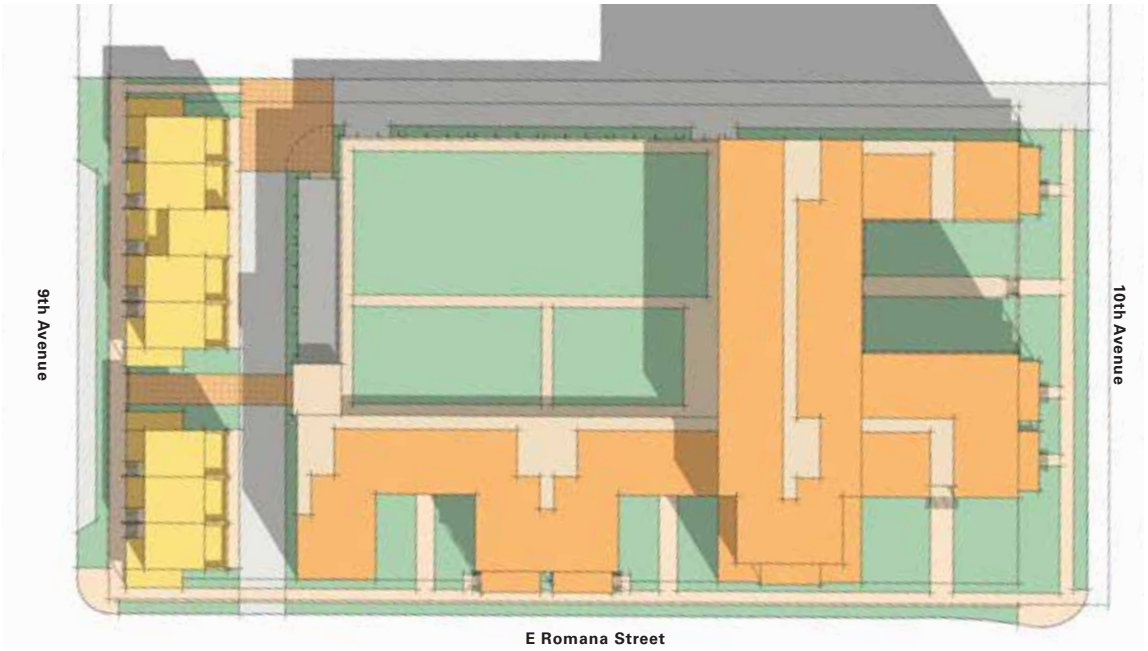
OVERALL SITE DIAGRAM

1. 4-story courtyard building facing Romana Street screening the garage
2. 9-story building fronting 10th Avenue and Romana Street
3. Courtyards maximize views and create diversity and interest along Romana Street



Option 2 — Typical Site Development Plan

Option 2 — Illustrated ground floor plan showing distributed open space between multi-family buildings



Option 2 — Illustrated upper floors plan layout showing courtyard on garage with units fronting from 9-story building

Option 2 — Illustrated view of 4-story massing and 9-story massing with galleries and building setbacks along Romana and 10th Avenue townhouses are shown facing 9th Avenue and lining the garage courtyard.

MULTI-FAMILY RESIDENTIAL

BUILDING CIRCULATION

TOWNHOUSE

PARKING GARAGE

OPEN SPACE

DEVELOPMENT PROGRAM

- Building Program:
  - 180 Residential Units
- Parking Spaces Required:
  - Residential Units (1/Unit): 180
  - Retail (1/300 sf)
- Parking Spaces Provided:
  - Garage: 210
- Other Considerations:
  - Building Height: 45'–100'
  - Impervious Lot Coverage: 75%
  - Includes courtyard space provided on green roof of garage and within courtyards at ground level

Option 2 — Perspective Views

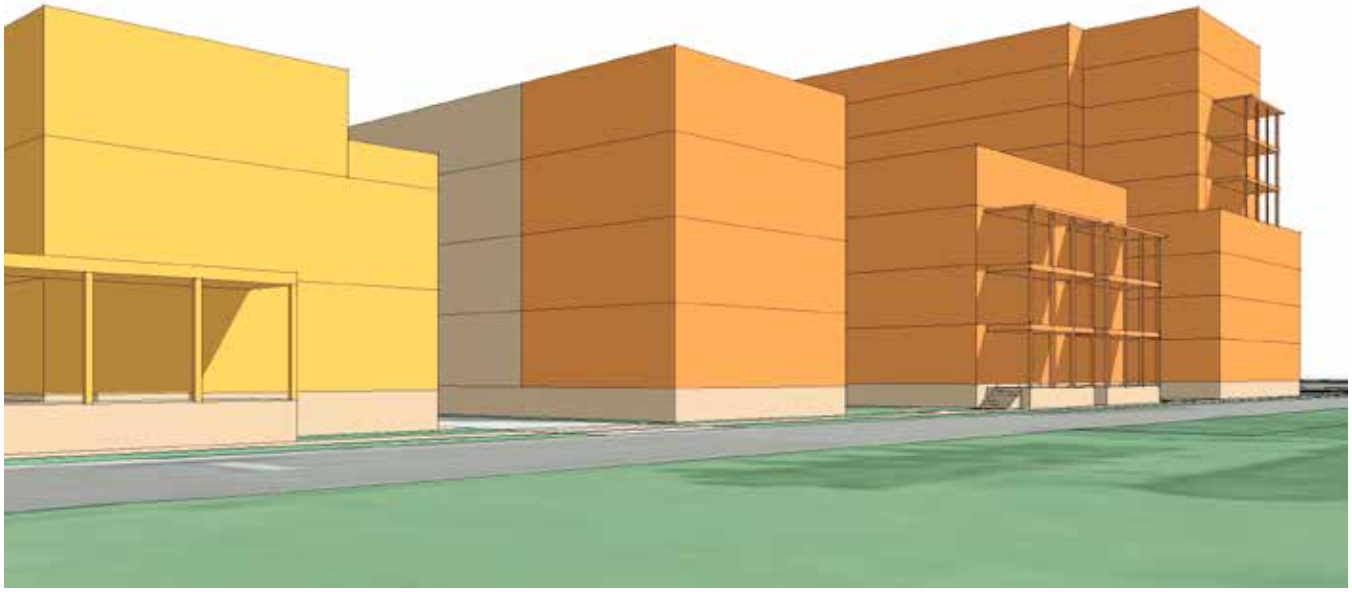
Option 2 — Viewpoint along 9th Avenue looking north

Option 2 — Eyelevel view of massing along 9th Avenue looking north

Option 2 — View of traditional architectural treatment along 9th Avenue showing galleries and scale

Option 2 — Perspective Views

Option 2 — Viewpoint along E. Romana Street looking east



Option 2 — Eyelevel view of massing along Romana Street

Option 2 — View of mix of traditional architectural treatment and contemporary architecture for 9-story building along Romana Street