

Pensacola Downtown Improvement Board

FY2017 – 2018
Work Plan

July 10, 2017



It's the ongoing mission of the Pensacola Downtown Improvement Board (DIB) to create and implement programs that encourage commercial and residential development in our urban core, that enhance property values, that remove blight, encourage community interaction and that enhance the appearance and experience enjoyed in Downtown Pensacola.



Parking is a key factor in the overall experience that property owners, residence and visitors have in Downtown. Creating a successful parking management and enforcement strategy is considered to be one of the our highest priorities for 2017.

The DIB recently concluded a RFQ process through which a Master Mobility Planner was selected. We're putting forward every effort to quickly and succinctly work with our planner to identify a list of deliverables for review by DIB and community stakeholders.

The talent team of Structured Parking Solutions, Volkert, and Lanier Parking will be coordinating meetings with West Florida Regional Planning Council, City of Pensacola, DIB staff, and other stakeholders to determine updates and opportunities for enhancement.



The team will be working on this task list:

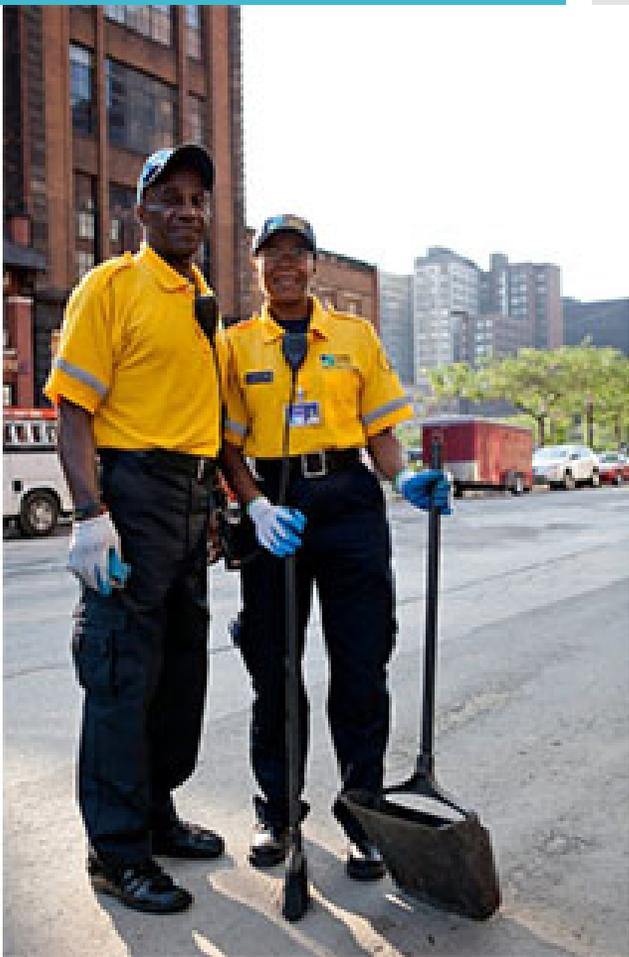
- Review of the July 2016 City of Pensacola Parking Study conducted by the West Florida Regional Planning Council
- Inspect and Evaluate the Existing Parking Management Equipment System
- Review of the Existing Parking Operations and Enforcement Program
- Preliminary Analysis of Parking System
- Preliminary Analysis of Traffic patterns
- Identify ADA parking requirements for Overall Parking System
- Evaluate Pedestrian/Bicycle Access across Garden Street and Main Street
- Preliminary Ferry input analysis
- Cost Analysis and Documentation for Implementation of Physical Improvements
- Presentation of Findings and Recommendations to the DIB



Primary objectives for the FY2017-2018 plan year include

Downtown Ambassador Program





Downtown Ambassador Program Responsibilities

- **Litter Removal**
Loose trash, cigarette butts, bottles and cups
- **Landscape Maintenance**
Weeds removed from landscape beds, on and off street parking, sidewalk cracks and building lines
- **Graffiti**
Graffiti and decals will be removed from public fixtures such as light posts, utility boxes and signs
- **Power and Spot Washing**
Bi-annually scheduled pressure washing of district sidewalks, and immediately address unsightly spills and stains



Downtown Clean & Safe Ambassador Program Responsibilities

- **Parking Lot Cleaning**
Utilize mechanical or manual methods to pick up and keep clean all parking lots and garages.
- **Capital Maintenance Issue**
Identified issues (lights out, pavement damage, excessive garbage, paint light poles, new trash receptacles) will be reported, logged and tracked for repair planning.
- **Hospitality Services**
All Ambassadors will be selected based on their willingness and ability to interact with the public. Once hired they will be trained and expected to recognize hospitality needs in order to provide a greeting, directions, recommendations, or to answer any question the public might have. Resources to used are the 2017 Downtown Pensacola Explorer's Guide and ECOH Outreach Services Guide.





DOWNTOWN
Explore
PENSACOLA
EST. 1559

Ongoing projects include...



Jefferson Street Garage landscape improvements



Jefferson Street streetscape enhancements





- Collaboration with the CRA, UWF Historic Trust and Visit Pensacola on shared objectives and goals
- Establish the Downtown Pensacola Alliance
- Downtown Perception Survey and Report
- Maximizing growth of Palafox Market
- Traffic, speed, and pedestrian counts (Main, Garden, Palafox)
- Downtown crosswalk enhancements
- Collaboration with downtown event organizers
- Public art opportunities (i.e. dance steps, mural, FooFoo wings)



2017 FooFoo Fest



Umbrella Sky Project



Priorities:

1. Jefferson Street Complete Street Work - \$250k
2. First City Lights Festival - \$150k over 2 years
3. Downtown Trash Compactor Installation - \$60k

