

ASHTON J. HAYWARD  
MAYOR

June 21, 2017

Julie A. Dennis  
Director, Division of Community Planning  
Department of Economic Opportunity  
Caldwell Building  
107 East Madison Street – MSC 160  
Tallahassee, FL 32399

**Re: City of Pensacola CRA – Community Planning Technical Assistance Grant – Letter of Request –  
Redevelopment Area Design Standards**

Dear Ms. Dennis:

As Mayor of the City of Pensacola, I respectfully request DEO's consideration of our Community Planning Technical Assistance Grant application to support the development, adoption and codification of design standards for the City of Pensacola's Urban Core, Westside and Eastside Community Redevelopment Areas. The establishment of redevelopment design criteria is important to our Community Redevelopment Agency (CRA) efforts to remove blight and improve the physical appearance of Pensacola's older inner city neighborhoods. Our goal is to achieve enhanced neighborhood livability and aesthetically desirable urban communities that will endure for many years to come.

The implementation of design standards within the City of Pensacola's redevelopment areas, has been identified as a key priority within all three (3) of the City's community redevelopment plans, and is essential to the success of the City's redevelopment initiatives overall. Currently, the City of Pensacola's Community Redevelopment Agency (CRA) has budgeted \$85,000 in support of this project. However, an additional \$40,000 is required to cover the full cost of engaging a highly qualified urban design consulting team.

We look forward to working with you to implement this redevelopment priority. Thank you for your consideration. If you have any questions or concerns, please contact Helen Gibson, CRA Administrator at [hgibson@cityofpensacola.com](mailto:hgibson@cityofpensacola.com) or (850) 436-5650.

Sincerely,



Ashton J. Hayward  
Mayor

Cc:

file

Eric Olson, City Administrator

Jewel Cannada-Wynn, City Council District 7, CRA Chairperson

Helen Gibson, CRA Administrator

Victoria D'Angelo, Asst. CRA Administrator

## Exhibit A

### SCOPE OF WORK

#### City of Pensacola Community Redevelopment Agency Redevelopment Area Design Standards

In accordance with the City of Pensacola's Urban Core, Westside and Eastside Urban Infill and Redevelopment Area Community Redevelopment Plans, the Community Redevelopment Agency of the City of Pensacola (CRA), will develop, adopt and codify design standards for the City's Urban Core, Westside and Eastside Community Redevelopment Areas. Upon grant award, an urban design consultant will be engaged to review current ordinances and the development review structure. The consultant will work with the City's legal counsel and other staff to develop the appropriate language and cross references for approval and implementation of standards.

The adopted standards will reflect a form-based methodology which addresses urban patterns, architectural and landscape criteria, enforcement and review procedures and adheres to sound planning and growth management principles.

The proposed project will include:

- Contextual Review of Existing Regulations and Conditions, Key Issues and Objectives
- Draft Land Development Code (LDC) Amendments Defining Design Standards and Administrative Review Procedures
- Public Workshop
- Final LDC Amendments Defining Design Standards and Administrative Review Procedures
- Ordinances Adopting and Codifying LDC Amendments

The following plans will be referenced for consistency with established design criteria:

- Urban Core Community Redevelopment Area Plan (2010)
- Belmont-DeVilliers Neighborhood Land Use Plan (2004)
- Urban Infill and Redevelopment Area Plan as amended (2004)
- Westside Community Redevelopment Area Plan (2007)
- City of Pensacola Land Development Code
- City of Pensacola Comprehensive Plan

**Funding Request:** The DEO grant award will assist the CRA in implementing priorities within each of the City of Pensacola's three (3) redevelopment areas. The CRA respectfully requests \$40,000 to complete the task. An \$85,000 local match has been budgeted towards this project, however, an additional \$40,000 is required to allow for complete funding.

Upon grant award, the CRA shall select a consultant in accordance with the City of Pensacola's procurement policies and procedures.

**Table 1 –Scope of Services  
City of Pensacola Community Redevelopment Agency  
Redevelopment Area Design Standards**

Services & Tasks	Deliverables	Date Due to DEO	Estimated Payment
<p><b>Task 1 – Contextual Review.</b></p> <p>a) The consulting team will clarify the City’s vision and focus for development guidance. The consulting team will meet with the City team to identify key issues, enforcement and review processes, and place making objectives that must be addressed in the design guidelines. Consensus will be established on approach, content and implementation goals for the document.</p> <p>b) The consulting team will review the current land development criteria and regulations together with field review of urban patterns, architectural styles, building types and landscape features in order to understand the palette of building forms, landscape and character within the City’s three community redevelopment areas. The information will then be classified in order to determine the diversity that must be considered for each area.</p> <p>c) The consulting team will photograph local conditions typical in each district as well as built examples reflective of the best precedents of building types, public spaces and landscape treatments that can serve as models.</p> <p>d) The consultant will conduct a Public Workshop that will allow the consulting team to gain insight into key issues and thoughts about community priorities to ensure new development patterns complement the community’s inherited buildings and sense of place.</p>	<p>1) Report of contextual review. <i>Key findings shall be reported through narrative text, photography, illustrations, tabular data and/or digital maps.</i></p> <p>2) Proposed outline of design guideline document with chapter and content structure.</p>	<p><b>Dec 15, 2017</b></p>	<p><b>DEO:</b> <b>\$10,624</b></p> <p><i>Local Match:</i> <i>\$22,576</i></p> <p><b>Total:</b> <b>\$33,200</b></p>

Services & Tasks	Deliverables	Date Due to DEO	Estimated Payment
<p>d) The consulting team will prepare a proposed outline for the document with chapter and content structure and review findings and initial draft outline with the City team via web conference call.</p>			
<p><b>Task 2 – Production of Draft Guidelines</b></p> <p>a) The consulting team will produce a draft of the Design Guidelines for review by the City of Pensacola. The design team will coordinate with the City to allow for a thorough review of the document.</p> <p>b) The consulting team will discuss any edits and/or additions that the City may wish to be included in the document. This will occur following the City’s thorough review of the document. The consulting team will then provide a presentation of the draft approach to the City Council, Community Redevelopment Agency (CRA) Board, Planning Board and the community in an open, public forum.</p>	<p>1) Draft design guidelines - including LDC amendments with strikethroughs and additions establishing design standards and administrative procedures for each community redevelopment area.</p> <p>2) Public Workshop notification</p>	<p><b>Feb 15, 2018</b></p>	<p><b>DEO:</b> <b>\$19,764</b></p> <p><i>Local Match:</i> <b>\$41,999</b></p> <p><b>Total:</b> <b>\$61,763</b></p>
<p><b>Task 3 – Production of Final Guidelines</b></p> <p>a) Once the consulting team has incorporated comments from the City team, City leadership and public input, they will develop a final draft for review by the City. Any revisions will be consolidated by the City’s project manager to reflect the consensus of comments in a single document and forwarded to the consulting team for inclusion in the final version.</p> <p>b) The consulting team will incorporate the changes and produce a pdf of the final document to deliver to the City’s project manager.</p>	<p>1) Final design guidelines – including LDC amendments with strikethroughs and additions establishing design standards and administrative procedures for each community redevelopment area.</p>	<p><b>Apr 15, 2018</b></p>	<p><b>DEO:</b> <b>\$9,612</b></p> <p><i>Local Match:</i> <b>\$20,425</b></p>

Services & Tasks	Deliverables	Date Due to DEO	Estimated Payment
<p>A description of proposed document contents is as follows:</p> <p><b>Section 1: Overview</b>  It is essential to provide users of the Design Guidelines with an understanding of the goals and aspirations of the City for each of the focus areas. These qualities will be described using precedents of the most desirable buildings and public spaces representative of aspirations for these areas. The introduction will also include instructions on how to use the Design Guidelines.</p> <p><b>Section II: Urban Patterns</b>  The current ordinance describes a general framework of zoning regulations, land use and permitted densities. This section will provide additional guidelines for how setbacks, height, and massing will affect streets or public spaces which the buildings face. Specific elements of this section may include:</p> <ul style="list-style-type: none"> <li>• Building Placement and Form</li> <li>• Parking Standards – Location on Parcels</li> <li>• Stormwater Management Options</li> </ul> <p><b>Section III: Architectural Guidelines</b></p> <ul style="list-style-type: none"> <li>• The character and quality of neighborhoods is dependent in large part to the specific details and character of the buildings which best reinforce the sense of Pensacola character. The consulting team will work with the City to determine the architectural styles, key components, and compositional options for modern buildings that will define the identity of each community redevelopment area. A series of recommendations for buildings of each type may include: <ul style="list-style-type: none"> <li>• Traditional Styles</li> <li>• Modern Buildings</li> </ul> </li> </ul>			

Services & Tasks	Deliverables	Date Due to DEO	Estimated Payment
<ul style="list-style-type: none"> <li>- Massing and Articulation of Building Forms</li> <li>- Composition of Facades and Placement of Windows</li> <li>- Windows and Doors</li> <li>- Special Elements</li> <li>- Materials and Color</li> </ul> <p><b>Section IV: Landscape Guidelines</b>  This section will help to provide specific details about the design elements for building sites. It will include:</p> <ul style="list-style-type: none"> <li>• Landscaping for Sustainability in Pensacola</li> <li>• Stormwater Management Options</li> <li>• Paving Materials</li> <li>• Fencing and Site Walls</li> </ul>			<p><b>Total:</b>  <b>\$30,037</b></p>
<p><b>Task 4 – Adoption and Codification of LDC Amendments/Design Standards for Each Community Redevelopment Area</b></p> <p>This task shall include:</p> <ul style="list-style-type: none"> <li>• Production of ordinance(s) adopting and codifying LDC amendments/design standards</li> <li>• Adoption and codification pursuant to local regulations and Chapter 163, Part II, Florida Statutes</li> </ul>	<p>1) Ordinance adopting and codifying LDC amendments</p> <p>2) Public hearing notification</p> <p>3) Proposed ordinance notification</p>	<p><b>June 1, 2018</b></p>	<p><b>DEO: \$0</b></p>
<p><b>DEO Payments Not to Exceed \$40,000</b></p>			
<p><i>Local Match: \$85,000</i></p>			

**Exhibit B**

**Proposed Operating Budget**

**City of Pensacola Community Redevelopment Agency  
Redevelopment Area Design Standards**

**LINE ITEM OPERATING BUDGET**

GRANTEE: Community Redevelopment Agency of the City of Pensacola, Florida

AGREEMENT#: TBD

AGREEMENT PERIOD: FY 2017-2018

DATE PREPARED: 6/23/2017

LINE ITEMS	GRANT AMOUNT	MATCH AMOUNT	PROJECT TOTALS
<b>I. PERSONNEL SERVICES</b>			
(a) SALARIES	\$	\$	\$0
(b) FRINGE	\$	\$	\$0
<b>TOTAL PERSONNEL =</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
	=====	=====	=====
<b>II. EXPENSES</b>			
(a) PROFESSIONAL SERVICES	\$	\$	\$0
(b) TRAVEL	\$	\$5,500	\$5,500
(d) SUBCONTRACTED SERVICES	\$40,000	\$79,500	\$119,500
(e) OPERATING SUPPLIES		\$	\$0
(f) MARKETING MATERIALS	\$	\$	\$0
(g)* Administrative Costs	\$	\$	\$0
(h)* _____	\$	\$	\$0
<i>*Insert additional items, if necessary</i>	\$	\$	\$0
<b>TOTAL EXPENSES =</b>	<b>\$40,000</b>	<b>\$85,000</b>	<b>\$125,000</b>
	=====	=====	=====
<b>III. EQUIPMENT</b>			
(a) EQUIPMENT	\$	\$	\$0
(b) * _____	\$	\$	\$0
<i>*Insert additional items, if necessary</i>	\$	\$	\$0
<b>TOTAL EQUIPMENT =</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
	=====	=====	=====

**IV. ADMINISTRATION** (not to exceed \_\_\_% of grant total, if applicable)

(Identify the costs included in Admin, such as Office supplies, postage, rent)

(a)* _____	\$	\$	\$0
(b)* _____	\$	\$	\$0
(c)* _____	\$	\$	\$0

\*Insert additional items, if necessary

<b>TOTAL ADMINISTRATION</b>	\$0	\$0	\$0
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<b>GRAND TOTALS =</b>	<b>\$40,000</b>	<b>\$85,000</b>	<b>\$125,000</b>
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