



**East Garden District**  
Growing Since 1764



***Growing Pensacola...Together***



# Growing Pensacola ...with a *Local Team!*



*CiviCon, Southtowne, Pensacola's Complete Streets Initiative, & the CRA's mission to Restore, Revitalize, & Renew Pensacola have all inspired the local **East Garden District Team** to reactivate a historic block with synergistic placemaking & unique community growth projects.*

**Catalyst**  
healthcare real estate



*Chad Henderson, Founder & CEO of Catalyst HRE, is the local developer of the East Garden District project.*

*Catalyst HRE is one of the nation's fastest growing healthcare real estate development companies with 40 employees, over \$500M in assets across 18 states, & offices in Pensacola & Ocala, FL, Milwaukee, WI, & Dallas, TX.*

*Henderson has assembled a local Pensacola team to vision and execute the East Garden District project, and has spent over **\$4.5M** to date on East Garden District real estate acquisitions and with local professionals on the design & engineering of the Jefferson Street Road Diet Project.*



David **W.** Fitzpatrick, P.E., P.A.  
Civil Engineering





# East Garden District



# Conceptual Site Plan







**20,000 SF Repurposed  
Garden Street Buildings**



**30,000 SF New Mixed-Use  
Development**



**175,000 SF New Hotel  
& Parking Garage**

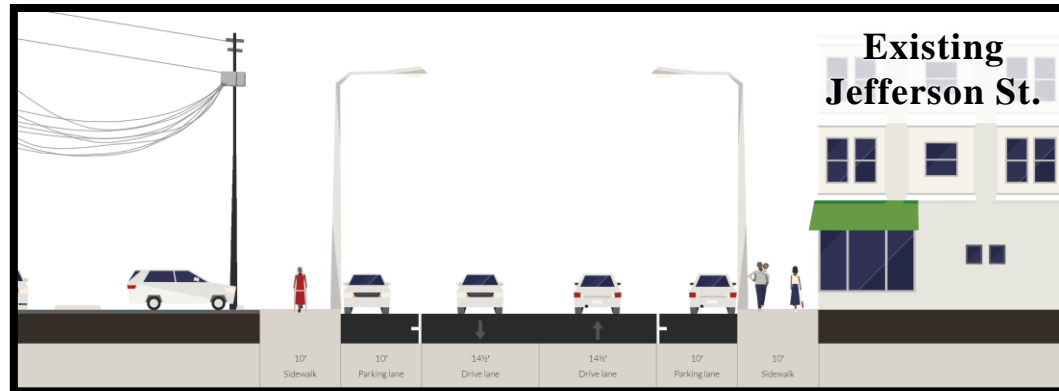




# *EGD Placemaking* *Jefferson Street Road Diet Project Goals*

## *East Garden District Placemaking*

Placemaking is at the heart of the East Garden District, and the Jefferson Street Road Diet Project is central to the transformational vision of the EGD. The road diet project design calls for the calming of traffic and a beautifully landscaped and pedestrian friendly streetscape that will join seamlessly with the planned new EGD boutique hotel, mixed-use building, and urban plaza.



## *Road Diet Project Goals*

- ❖ Alignment with Pensacola's "Complete Streets Initiative"
- ❖ 120% increase in sidewalks & public areas
- ❖ Planting of over 1,200 new trees and shrubs
- ❖ Elimination all Jefferson Street power poles between Garden Street & Chase Street





## Projected EGD Annual Tax Impacts

\$247,000 Property Tax  
\$2.2M Sales Tax  
\$368,000 Bed Tax

**\$2.8M Total Projected  
EGD Annual Tax Impacts**

### Proposed New View Down Jefferson Street



### 215 > New Projected EGD Jobs



**EGD**

### CRA / City Return on Investment

The East Garden District projects new annual tax revenues of \$2.8M.

The proposed CRA / City investment of \$1.375M to the EGD Jefferson Street Road Diet Project will be returned in 1 year once the EGD is fully developed. Future EGD tax revenues will help support new Pensacola growth projects for years to come.

### Proposed EGD Rendering



### Project Status

- ❖ Landscape & Hardscape Construction Drawings are 100% complete & bid.
- ❖ Civil Engineering & Utility Engineering Construction Drawings are 95% complete & bid.
- ❖ FDOT permit received.
- ❖ Target commencement date for Jefferson Street Road Diet Project > Q1 2021.