



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, and 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.*



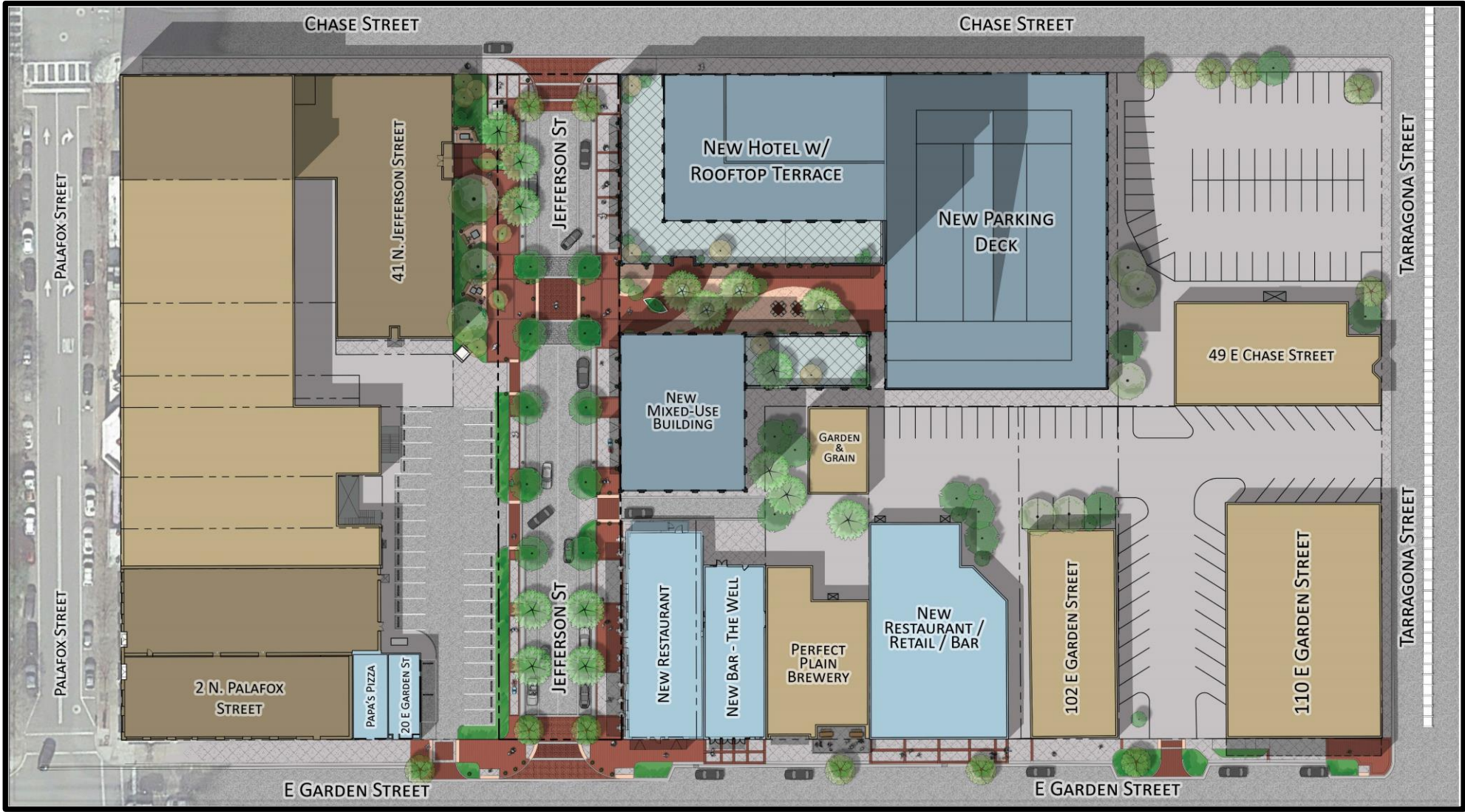
David W. Fitzpatrick, P.E., P.A.
Civil Engineering



East Garden District



Master Plan

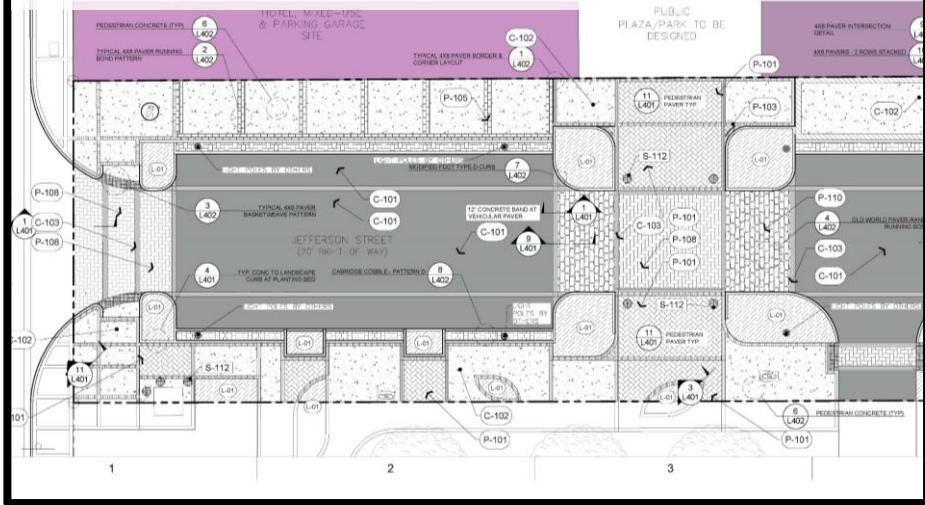




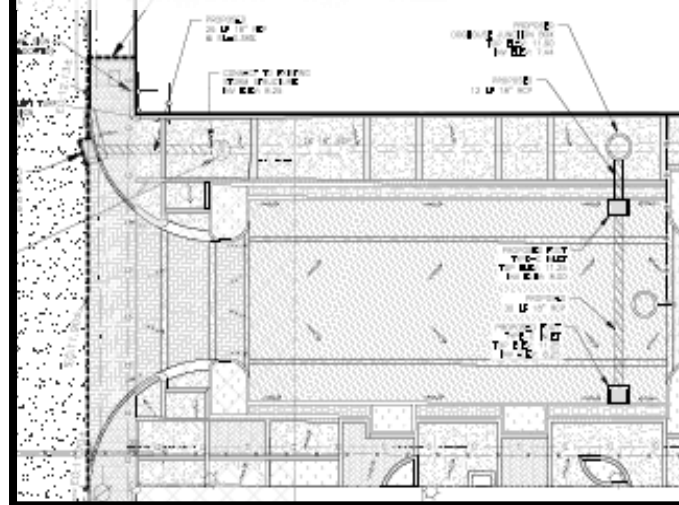
Jefferson Street Road Diet - *Design & Bid*



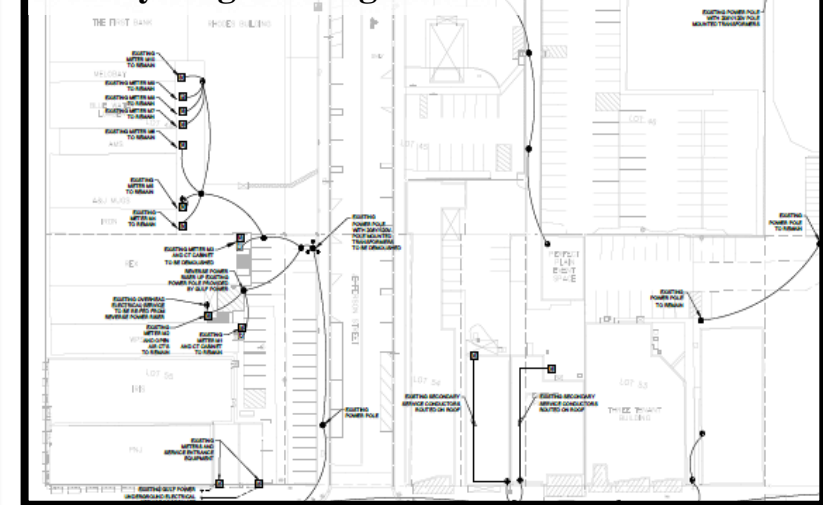
Landscape & Hardscape Plans



Civil Engineering Plans



Utility Engineering Plans



Plans & specifications designed & bid. Preparing for Q4 2020 permit submittals to the City.

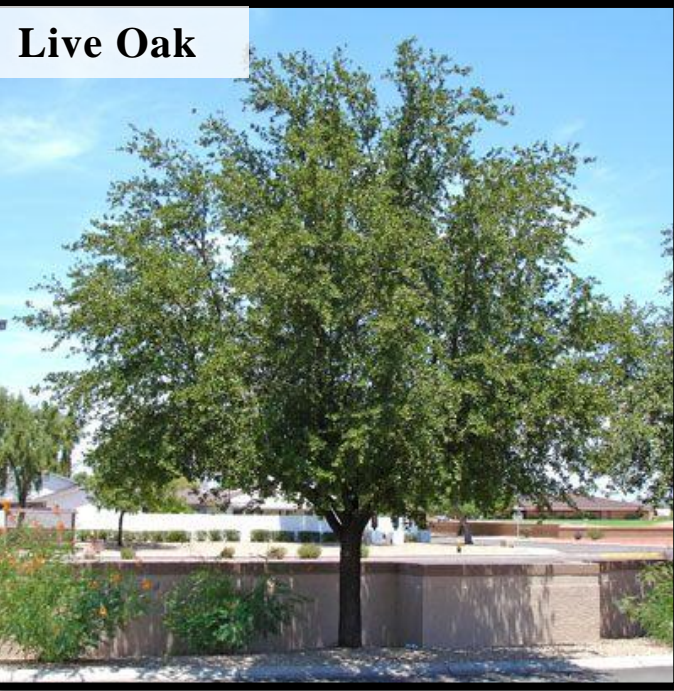




Jefferson Street Road Diet – *Proposed Materials*



Live Oak



Bosque Elm



Chaste Tree



Clay Pavers



ADA Compliant Pavers



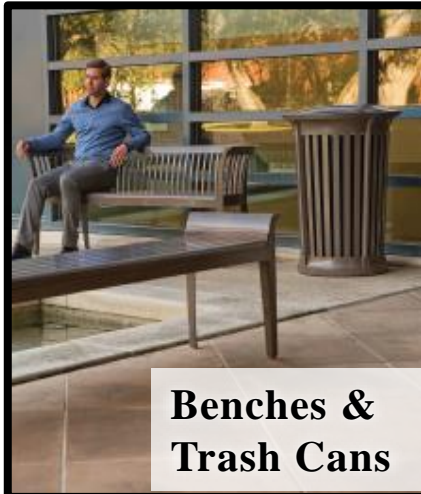
Planters



Azalea



Benches & Trash Cans



Concrete Rumble Pavers



Concrete Pavers



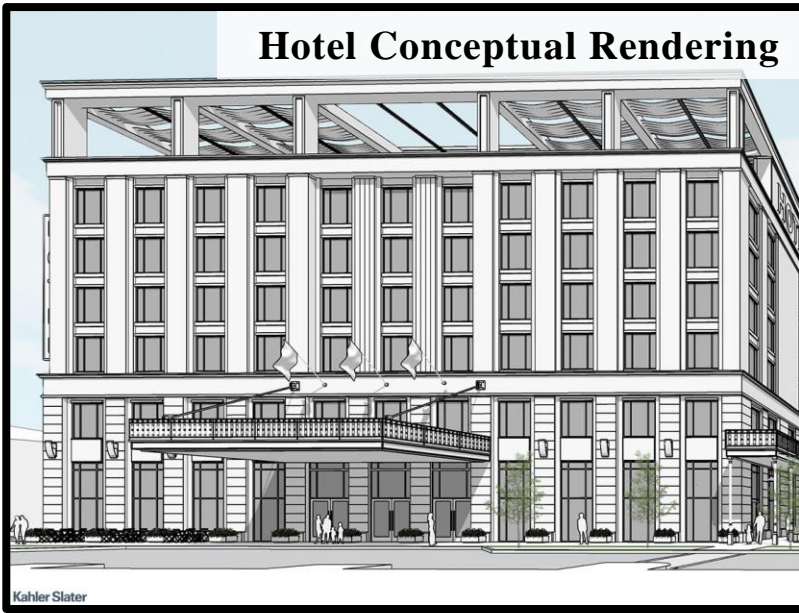




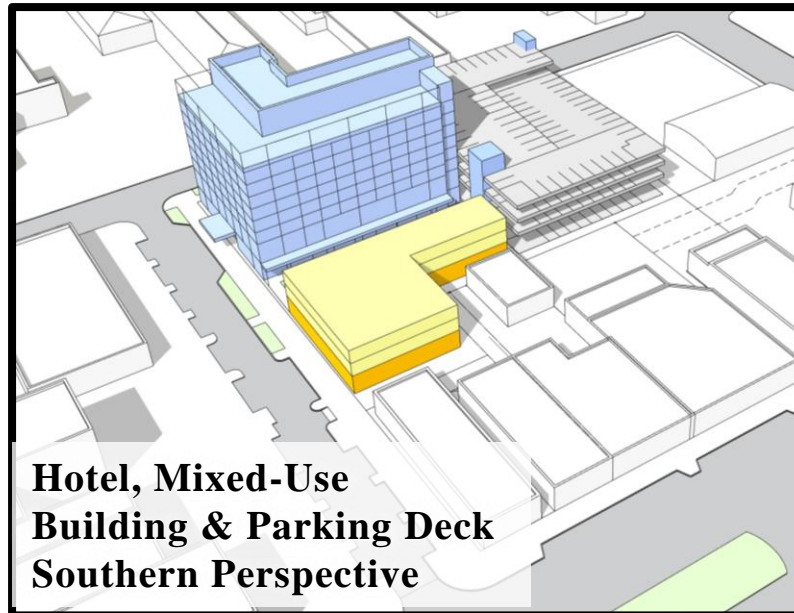
Hotel, Parking Deck & Mixed Use Building



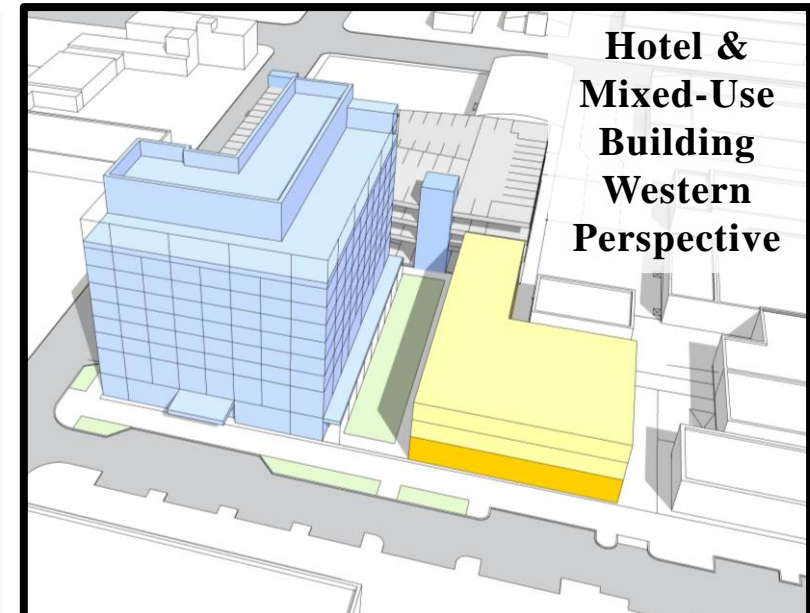
Hotel Conceptual Rendering



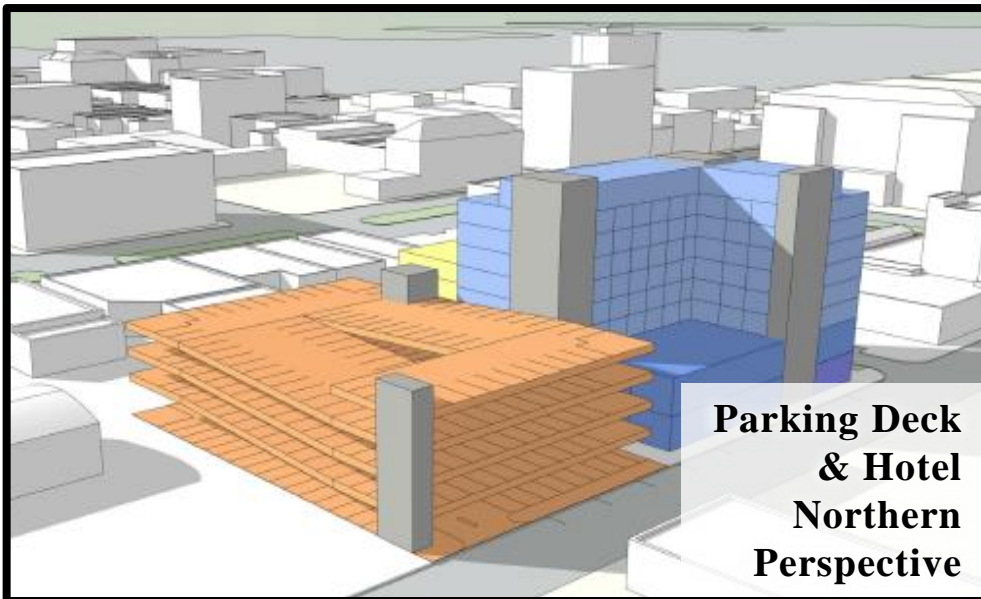
Hotel, Mixed-Use
Building & Parking Deck
Southern Perspective



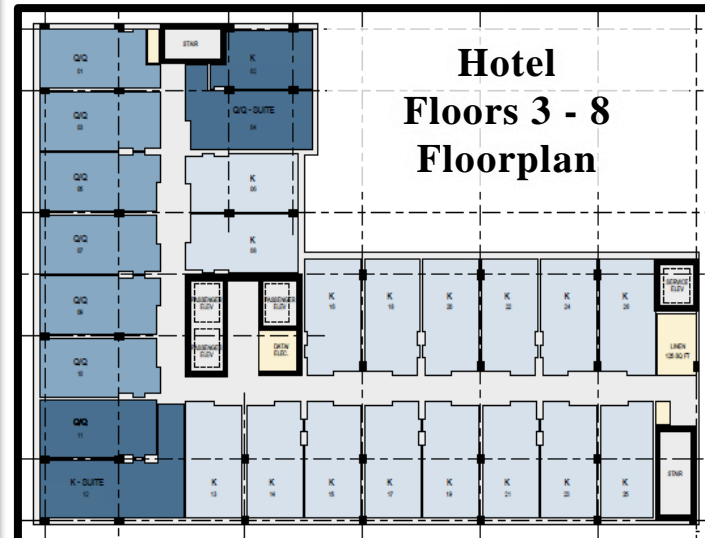
Hotel &
Mixed-Use
Building
Western
Perspective



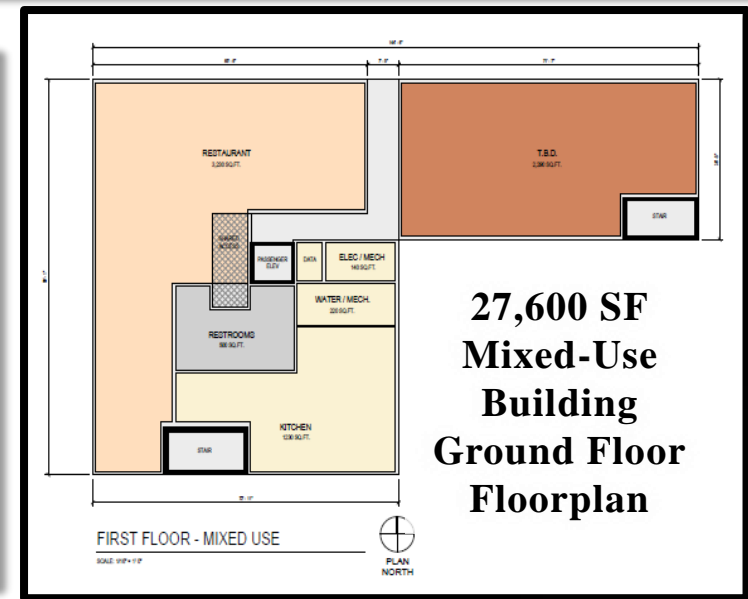
Parking Deck
& Hotel
Northern
Perspective



Hotel
Floors 3 - 8
Floorplan



27,600 SF
Mixed-Use
Building
Ground Floor
Floorplan



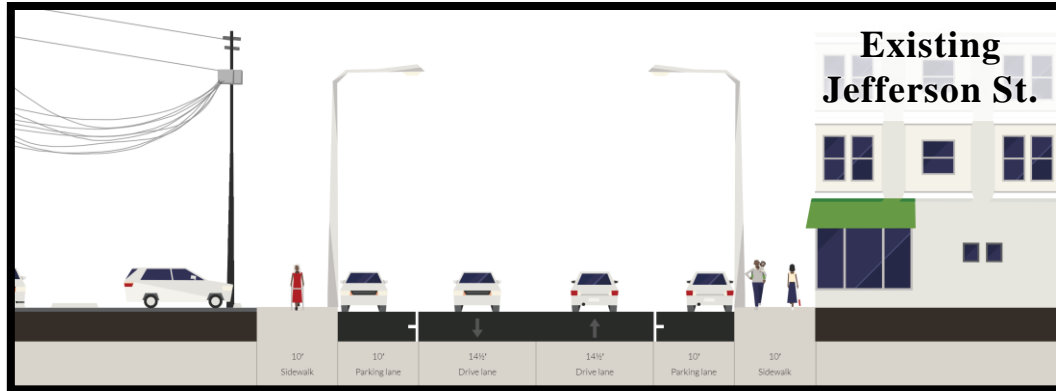
EGD Placemaking *Jefferson Street Road Diet Project Goals*

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
- ❖ Eliminating 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 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.