



CRA

PENSACOLA

12.02.20

URBAN CORE
REDEVELOPMENT BOARD

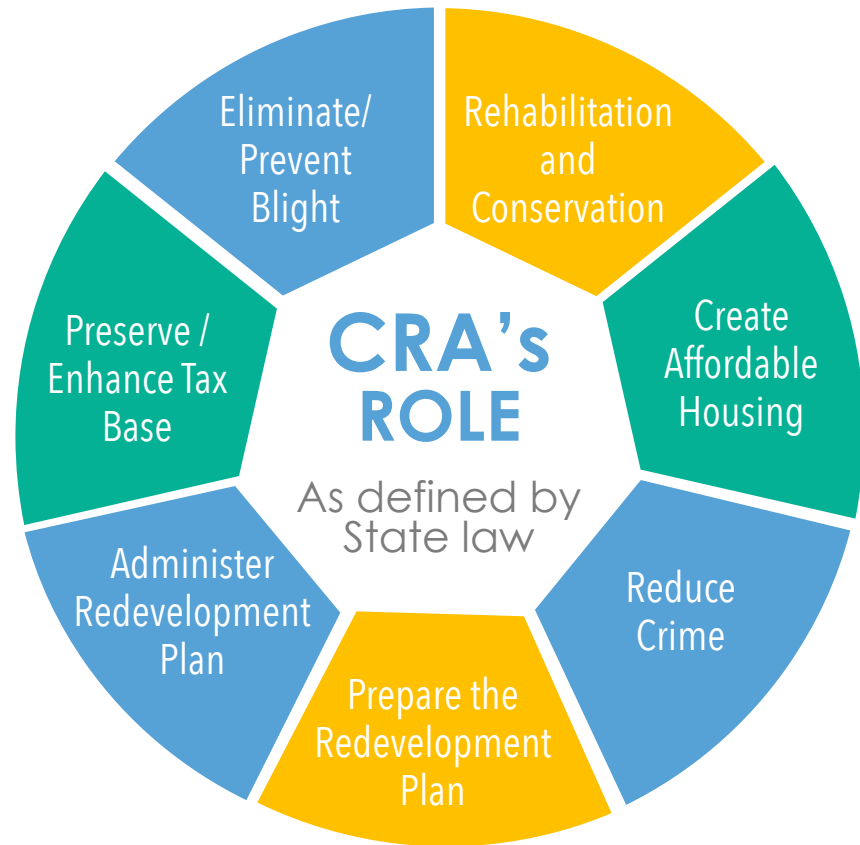
TODAY'S MEETING

- PURPOSE OF CRA
- CRA MASTER PLAN
- CRA PROJECTS
- IN THE WORKS



WHAT IS A CRA?

Under FL law, local governments can designate areas as **Community Redevelopment Areas** when certain conditions are met.



TIMELINE OF PROGRESS

In recognition of growing problems in communities, the State creates CRAs.

1980

The very first Urban Core Community Redevelopment Plan is completed.

2004

CRA creates the Westside Redevelopment Area, initiates the Westside Redevelopment Plan

Florida CRA Statute Passed

Pensacola CRA Established

Urban Core Community Redevelopment Plan Completed

Eastside Redevelopment Area Created

Westside Redevelopment Area Created

1969

Pensacola City Council determines a blighted area exists and creates the Pensacola CRA.

1984

(updated in 2010)

CRA creates the Eastside Redevelopment Area, initiates the Eastside Redevelopment Plan

2007



WESTSIDE

URBAN CORE

**The Community
Redevelopment
Area of
Pensacola
includes three
special districts.**

REDEVELOPMENT PLAN



URBAN CORE

COMMUNITY REDEVELOPMENT PLAN, 2010

City of Pensacola, Florida

Volume I

The 2010 Community Redevelopment Plan is the master plan that guides all the projects undertaken by the CRA.

LONG-TERM
RIPPLE EFFECTS

INCREASE
PROPERTY
VALUES

CREATE
JOBS

DRIVE
VISITATION

ATTRACT
INVESTORS

DO CRAs WORK?

COMMUNITY REDEVELOPMENT AGENCY



https://www.youtube.com/watch?v=RB4mw8PJbno&feature=emb_title

6 KEY STRATEGIES



Preservation/Conservation of Character and Urban Form:

Urban Design Overlay District

Residential Property Improvement Program

Commercial Façade Improvement Program

1

2

Streetscape Revitalization & Complete Streets:

North-South Connections

East-West Connections

Sidewalk Improvements

3

Housing-Affordable/Workforce/Mixed:

Residential Property Improvement Program

Affordable or Mixed Income Housing Development

6 KEY STRATEGIES



Waterfront Accessibility:

Bruce Beach Park Improvements

CMP Day Marina

North-South Connections

Main & Cedar Connections

4

5

Economic Enhancement:

DIB Initiatives:
Palafox Market, Arts & Culture, Ambassador Program, Marketing

6

Crime Reduction & Safety:

Community Policing through PPD



The **2010 Urban Core Redevelopment Plan** identified a number of needed public improvement projects, including:

- Streetscapes
- Pedestrian improvements
- Waterfront access
- Open spaces and park enhancements
- Affordable housing
- Community policing

URBAN CORE

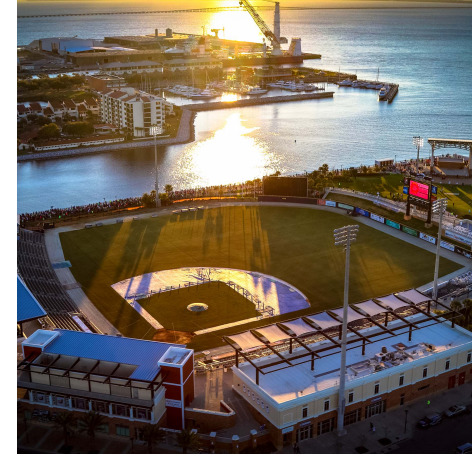
As do all three CRA Redevelopment Areas, the Urban Core Redevelopment Area has its own unique character, needs and individually-defined vision, goals and Redevelopment Plan.



**Relocation of ECUA Wastewater
Treatment Plant on Main Street**

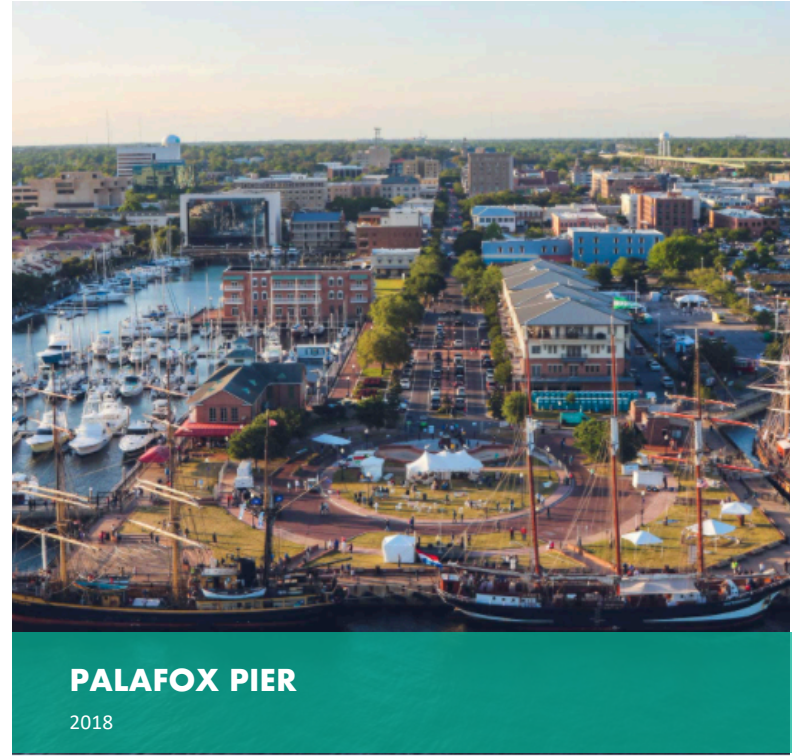
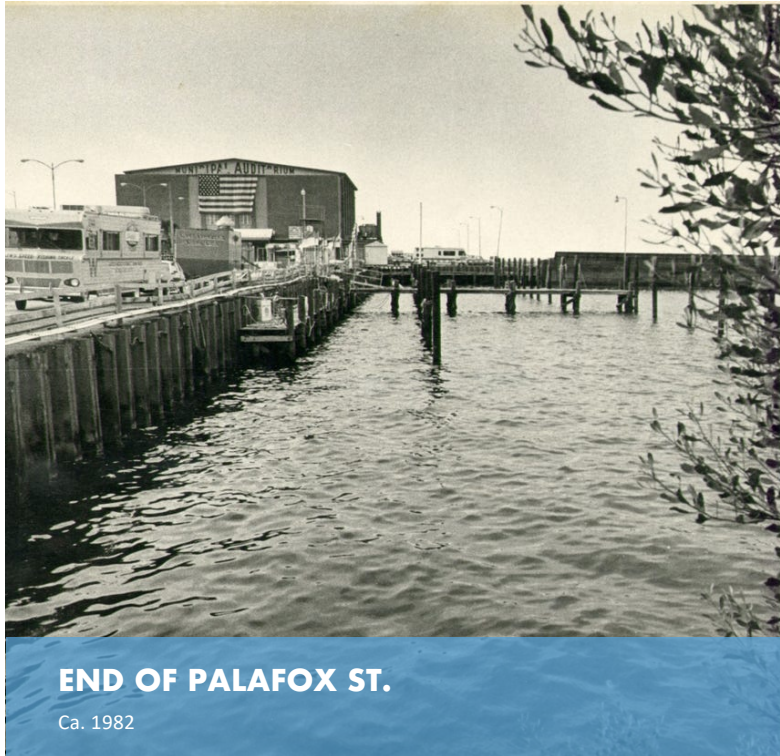


**Plaza De Luna, Palafox Pier
and Commendencia Slip
Improvements**



**Brownfield Transformation
into Community Maritime Park**

CRA AT WORK



CRA AT WORK



PENSACOLA AUDITORIUM

Ca. 1982



PALAFOX PIER

2019

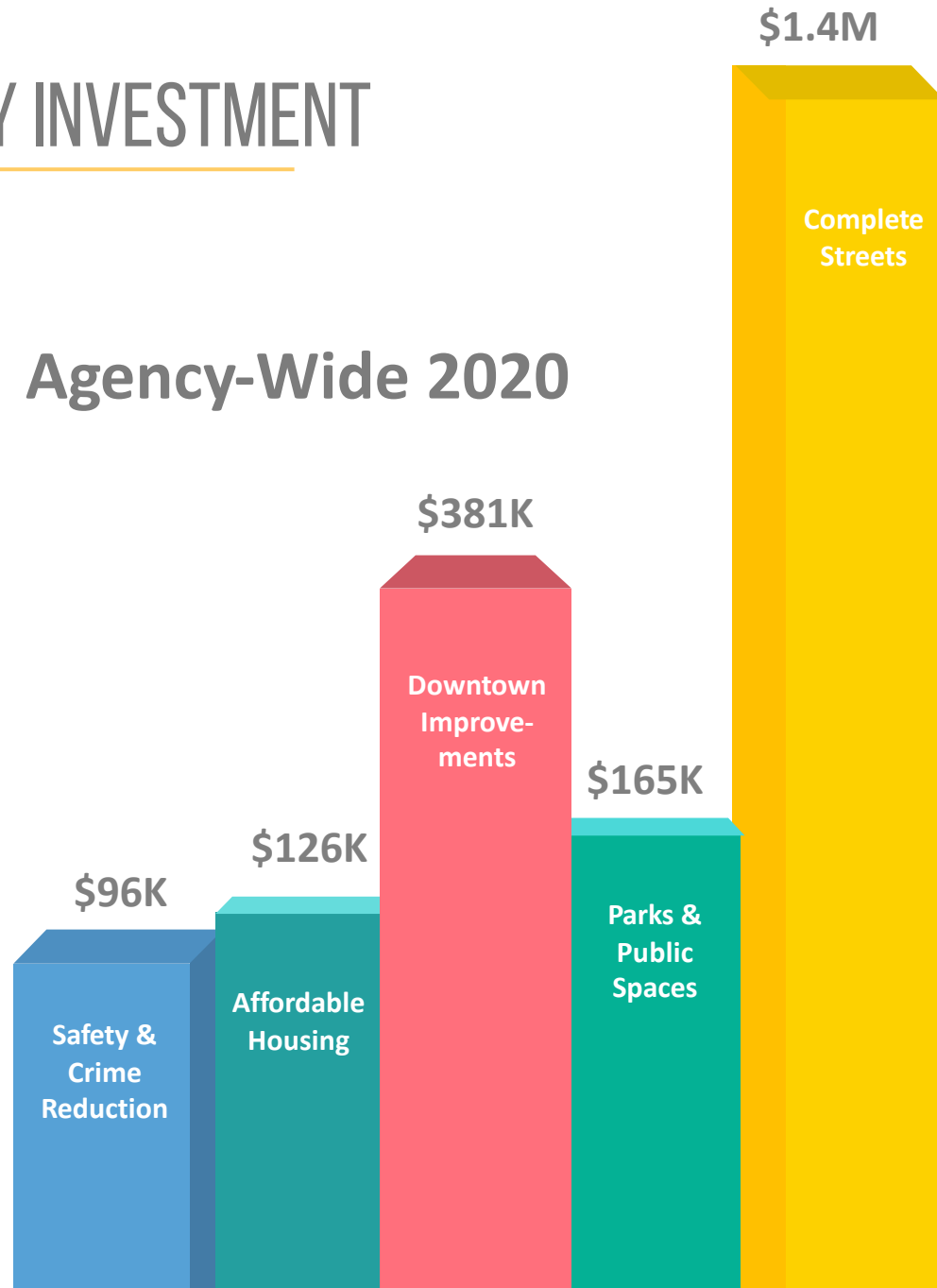
COMMUNITY INVESTMENT

Urban Core FY2019
Total Investment

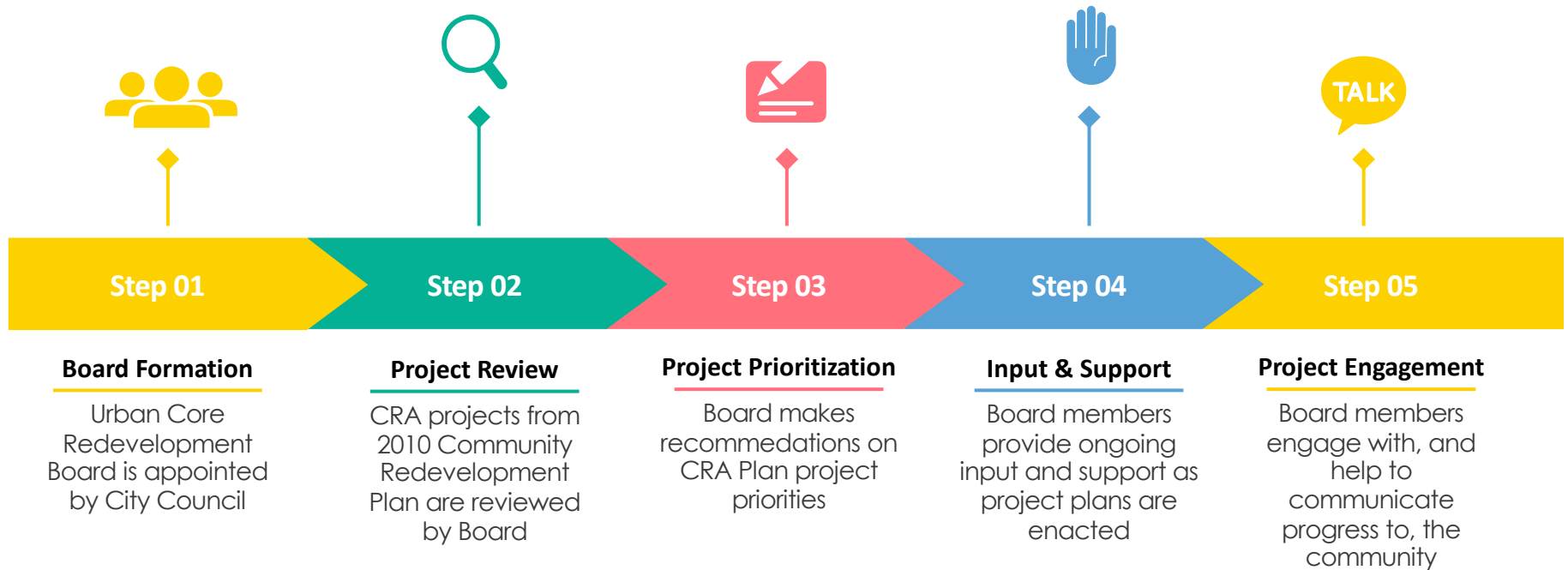
\$32.5M Permitted Value

\$8.1M CRA Investment

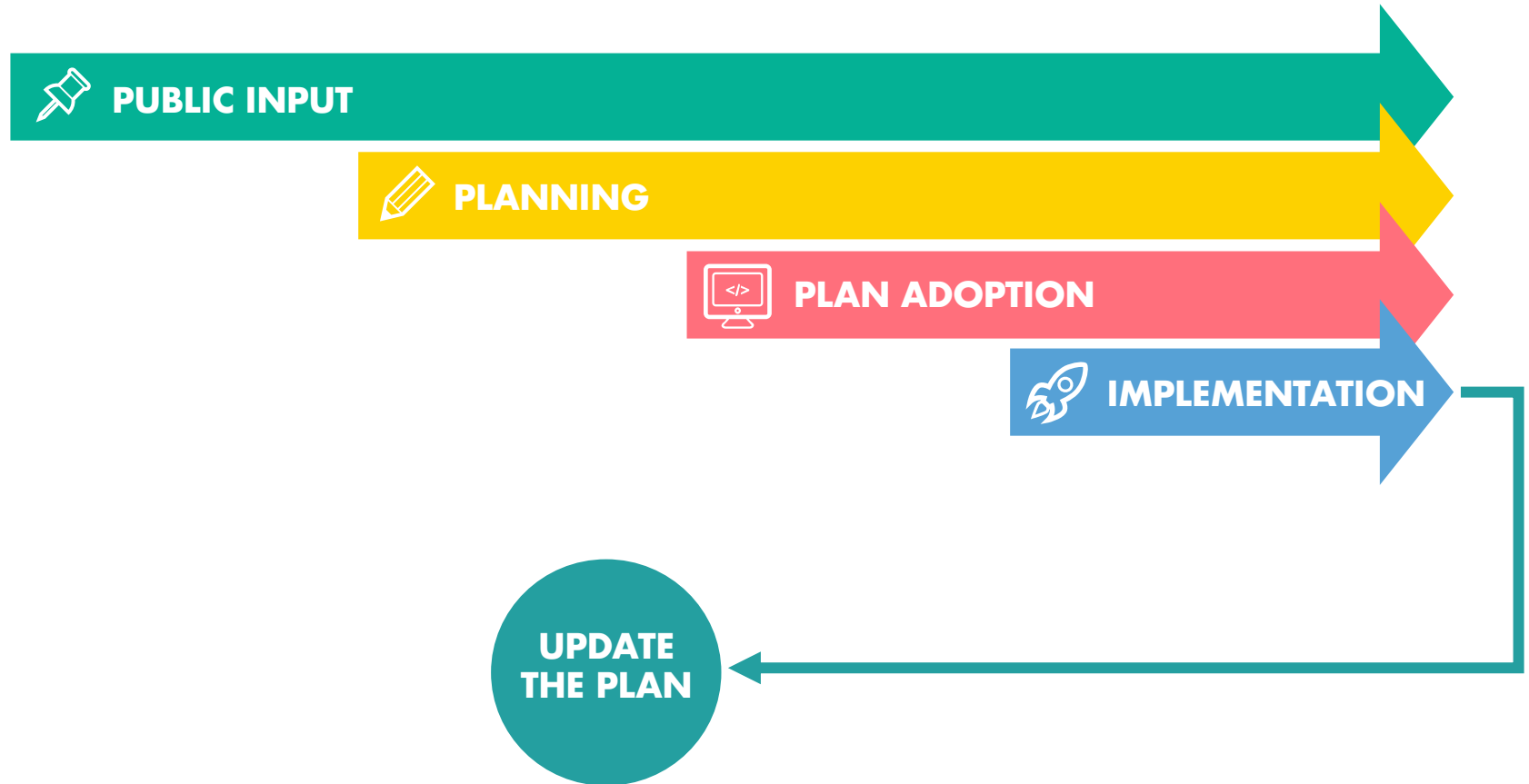
Agency-Wide 2020



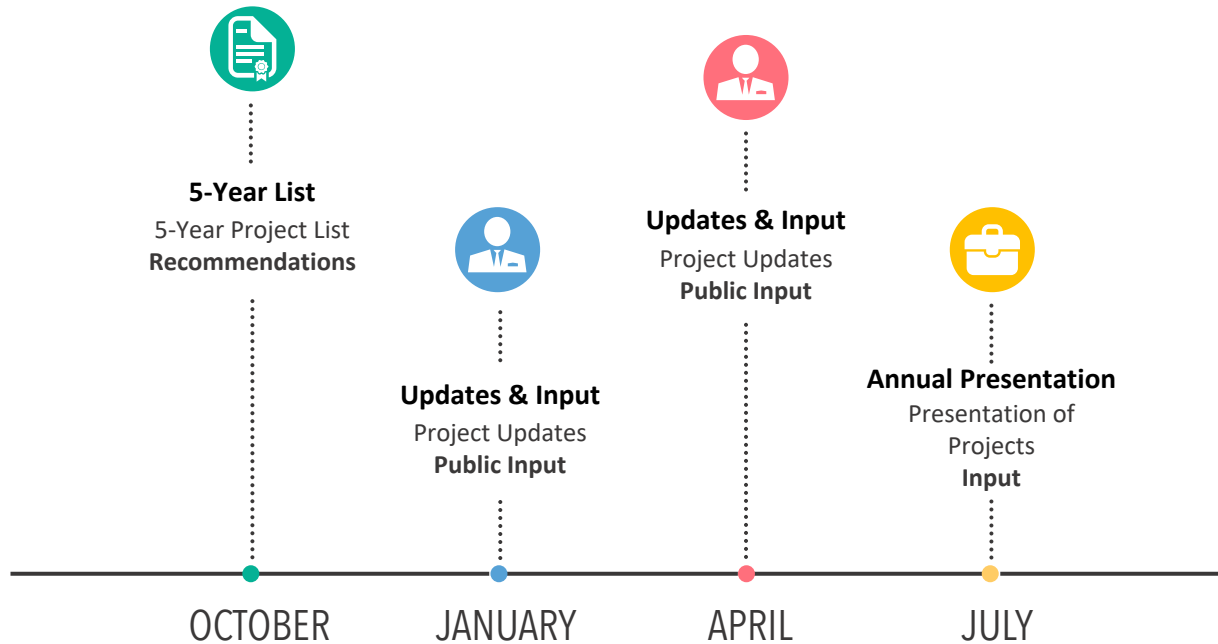
THE URBAN CORE REDEVELOPMENT BOARD



THE CRA PLAN



ANNUAL CRA PROCESS



THANK YOU