

Maritime Park

Silver Hills/Edwards Project

Parcels 4 & 5

March 8, 2021

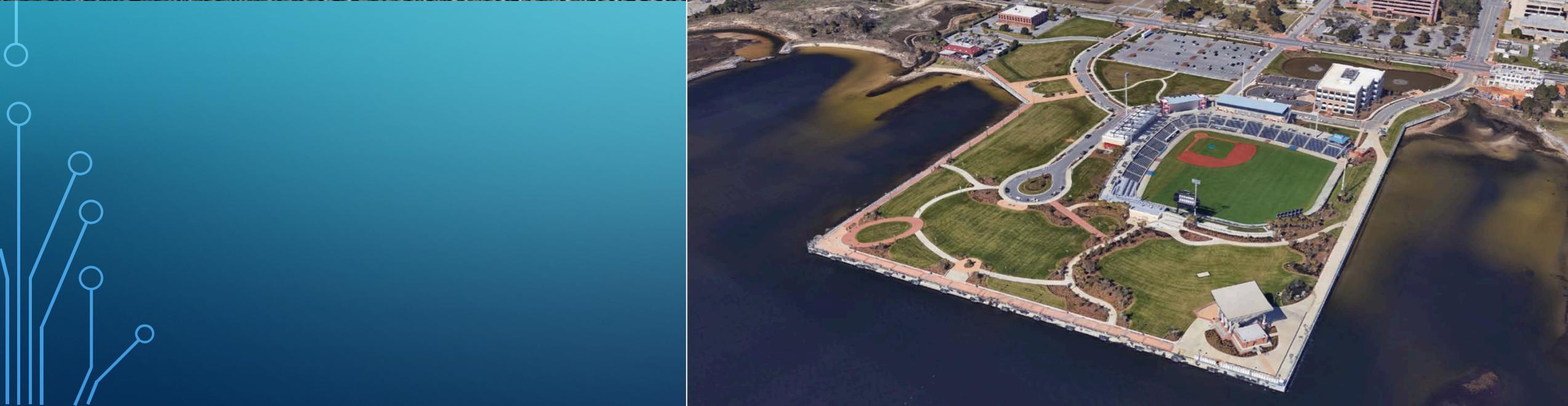
CRA/City Council Workshop



Project History: 2005 - 2018

- 2005: Project Idea Born – Trillium Property – Referendum
- 2008 – 2011: Public portions constructed (stadium, green space, pond, amphitheater, boardwalk, 9 private parcels defined – almost shovel ready).
- 2012: Wahoos take the field
- 2014: First private parcel developed (Maritime Place)
- 2016: Second private parcel developed (Beck)
- 2018: southtowne proves residential demand, City asks Studer Properties to masterplan West Main District



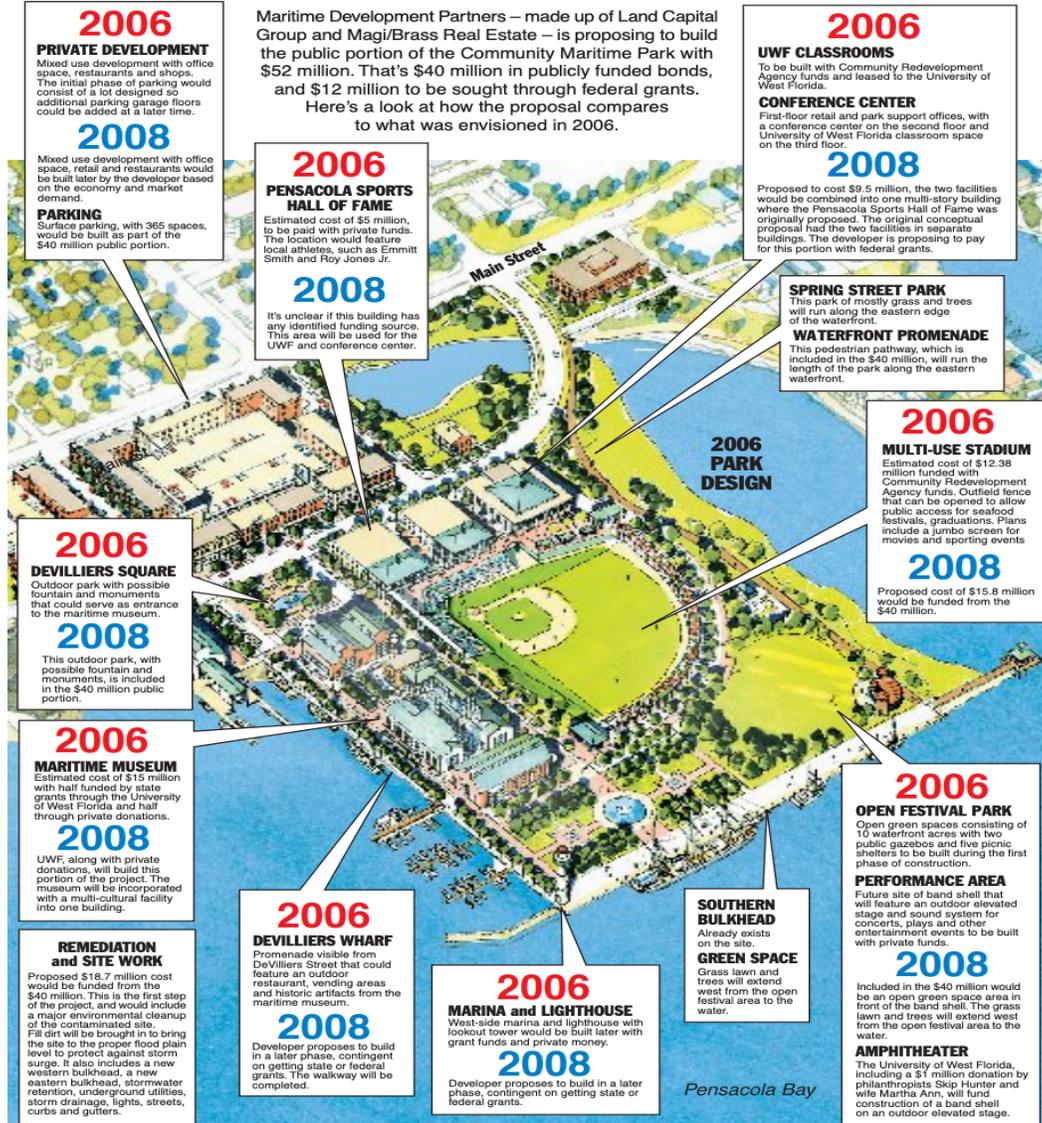


Prior Masterplans

- 2004: Caldwell
- 2005: Urban Design Associates
- 2006 - 2008: Maritime Development Partners
- 2009: EDSA
- 2010: CRA Plan
- 2012: Urban Redevelopment Advisory Committee



Then and Now



2006

PRIVATE DEVELOPMENT

Mixed use development with office space, retail and restaurants would be built later by the developer based on the economy and market demand.

2008

Mixed use development with office space, retail and restaurants would be built later by the developer based on the economy and market demand.

PARKING

Surface parking, with 365 spaces, would be built as part of the \$40 million public portion.

Maritime Development Partners – made up of Land Capital Group and Magi/Brass Real Estate – is proposing to build the public portion of the Community Maritime Park with \$52 million. That's \$40 million in publicly funded bonds, and \$12 million to be sought through federal grants. Here's a look at how the proposal compares to what was envisioned in 2006.

2006

PENSACOLA SPORTS HALL OF FAME

Estimated cost of \$5 million, to be paid with private funds. The location would feature local athletes, such as Emmitt Smith and Roy Jones Jr.

2008

It's unclear if this building has any identified funding source. This area will be used for the UWF and conference center.

2006

UWF CLASSROOMS

To be built with Community Redevelopment Agency funds and leased to the University of West Florida.

CONFERENCE CENTER

First-floor retail and park support offices, with a conference center on the second floor and University of West Florida classroom space on the third floor.

2008

Proposed to cost \$9.5 million, the two facilities would be combined into one multi-story building where the Pensacola Sports Hall of Fame was originally proposed. The original conceptual proposal had the two facilities in separate buildings. The developer is proposing to pay for this portion with federal grants.

SPRING STREET PARK

This park of mostly grass and trees will run along the eastern edge of the waterfront.

WATERFRONT PROMENADE

This pedestrian pathway, which is included in the \$40 million, will run the length of the park along the eastern waterfront.

2006 PARK DESIGN

2006

MULTI-USE STADIUM

Estimated cost of \$12.38 million funded with Community Redevelopment Agency funds. Outfield fence that can be opened to allow public access for seafood festivals, graduations. Plans include a jumbo screen for movies and sporting events

2008

Proposed cost of \$15.8 million would be funded from the \$40 million.

2006

DEVILLIERS SQUARE

Outdoor park with possible fountain and monuments that could serve as entrance to the maritime museum.

2008

This outdoor park, with possible fountain and monuments, is included in the \$40 million public portion.

2006

MARITIME MUSEUM

Estimated cost of \$15 million with half funded by state grants through the University of West Florida and half through private donations.

2008

UWF, along with private donations, will build this portion of the project. The museum will be incorporated with a multi-cultural facility into one building.

REMEDIATION and SITE WORK

Proposed \$18.7 million cost would be funded from the \$40 million. This is the first step of the project, and would include a major environmental cleanup of the contaminated site. Fill dirt will be brought in to bring the site to the proper flood plain level to protect against storm surge. It also includes a new western bulkhead, a new eastern bulkhead, stormwater retention, underground utilities, storm drainage, lights, streets, curbs and gutters.

2006

DEVILLIERS WHARF

Promenade visible from DeVilliers Street that could feature an outdoor restaurant, vending areas and historic artifacts from the maritime museum.

2008

Developer proposes to build in a later phase, contingent on getting state or federal grants. The walkway will be completed.

2006

MARINA and LIGHTHOUSE

West-side marina and lighthouse with lookout tower would be built later with grant funds and private money.

2008

Developer proposes to build in a later phase, contingent on getting state or federal grants.

SOUTHERN BULKHEAD

Already exists on the site.

GREEN SPACE

Grass lawn and trees will extend west from the open festival area to the water.

2006

OPEN FESTIVAL PARK

Open green spaces consisting of 10 waterfront acres with two public gazebos and five picnic shelters to be built during the first phase of construction.

PERFORMANCE AREA

Future site of band shell that will feature an outdoor elevated stage and sound system for concerts, plays and other entertainment events to be built with private funds.

2008

Included in the \$40 million would be an open green space area in front of the band shell. The grass lawn and trees will extend west from the open festival area to the water.

AMPHITHEATER

The University of West Florida, including a \$1 million donation by philanthropists Skip Hunter and wife Martha Ann, will fund construction of a band shell on an outdoor elevated stage.

Pensacola Bay



ROTHFEDER
REAL ESTATE

Project History: 2019 – 2020

Weitzman engaged for
residential/retail marketability
study

Jeff Speck and DPZ
engaged for Masterplan



ECUA Parcel

6

4

7

5

3

8

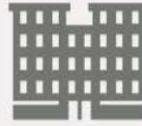
9



ROTHFEDER
REAL ESTATE

Total

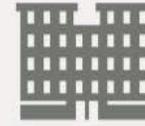
1,825
Total
Households



For Rent

1,273 Households

69.7% of total mix



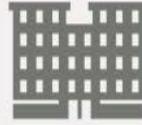
For Sale

554 Households

30.3% of total mix

North Parcel

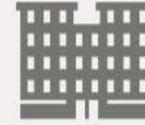
1,260
Total
Households



For Rent

900 Households

49.3% of total mix



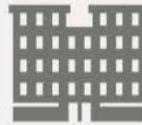
For Sale

360 Households

19.7% of total mix

South Parcels

565
Total
Households



For Rent

375 Households

20.4% of total mix



For Sale

190 Households

10.6% of total mix



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REAL ESTATE

SPECK & ASSOCIATES

DPZ
CODESIGN

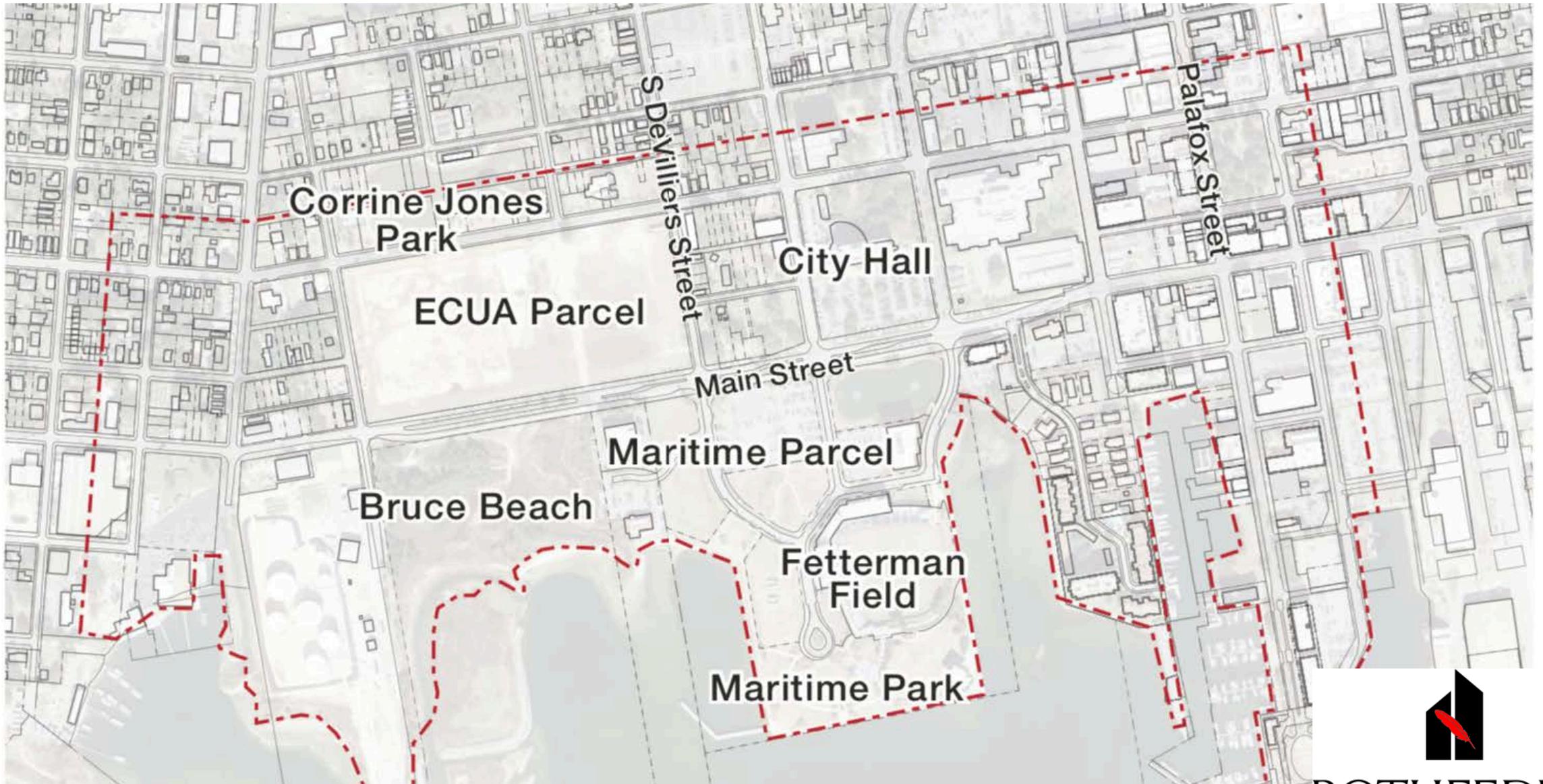
MASTER PLAN



WEST MAIN GOALS

- Create a vibrant destination community that serves as gateway for further west side development.
- Connected, walkable, mixed use – within ECUA/Maritime/Beach, and connection to adjacent properties. Places to live, work, play and learn.
- Public access to waterfront with amenities – opportunities include Bruce Beach and public portions of Maritime.
- Inclusion and Local – neighboring community input in the concept stage, local and minority workforce goals in the development and construction stages, handicap accessible.
- Job creation and property tax revenue
- Financially sustainable with reasonable profit. Business model that creates opportunities for other private developers to take separate pieces.
- Compliance with Master plan
- Shared parking at Maritime Park





**Corrine Jones
Park**

ECUA Parcel

S Devilliers Street

City Hall

Palafox Street

Main Street

Maritime Parcel

Bruce Beach

**Fetterman
Field**

Maritime Park



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Maritime Site: 9.5 ac.

- Lot 3: 0.26 ac.
- Lot 4: 3.02 ac.
- Lot 5: 1.74 ac.
- Lot 6: 0.84 ac.
- Lot 7: 1.48 ac.
- Lot 8: 1.75 ac.
- Lot 9: 0.39 ac.

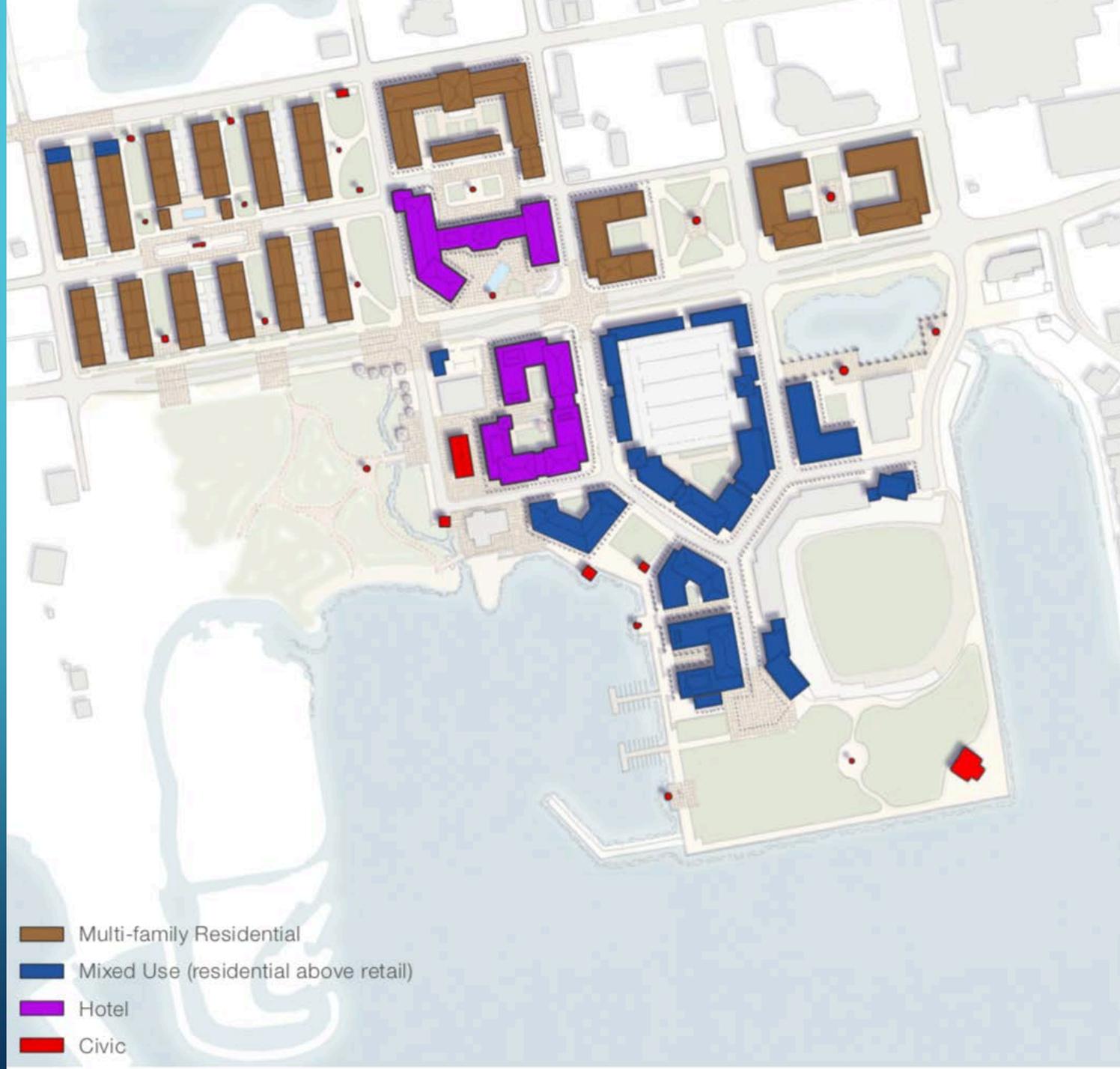
Former ECUA Site: 18.5 ac.



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Stage Set to Attract Investment



RFP Timeline

- April 20 – RFP Issued
- June – Recommendation Panel Formed
- June 30 – RFP Responses Received
- July 9,10 – Live Presentations by Respondents
- August – Panel Makes Recommendations to City and Studer
- September – November – Exclusive Negotiations with Developers



WEST MAIN RFP REVIEW AND RECOMMENDATION PANEL

Pastor Lonnie Wesley

Michelle Snow

Mort O'Sullivan

Ashton Hayward

Tia Robbins

Jeff Carrico

Marina Khoury

Andrew Rothfeder



EVALUATION CRITERIA

- **Experience and Qualifications – 20 points**
- **Financial Proposal – 15 points**
- **Economic Benefit – 15 points**
- **Project Development and Design – 30 points**
- **Covenant with Community – 10 points**
- **Oral Presentations and Questions – 10 points**



**Inspired
Communities –
ECUA Parcel
and Maritime
Parcels 3,6,8,
and 9**





ROTHFEDER
REAL ESTATE





EDWARDS
COMMUNITIES
Professionally Managed by Drucker + Falk

Silver Hills and Edwards Communities – Maritime Parcels 4 and 5







VALENCIA HOTEL GROUP

**Valencia
Hotel Group –
Maritime
Parcel 7**



ECUA Parcel





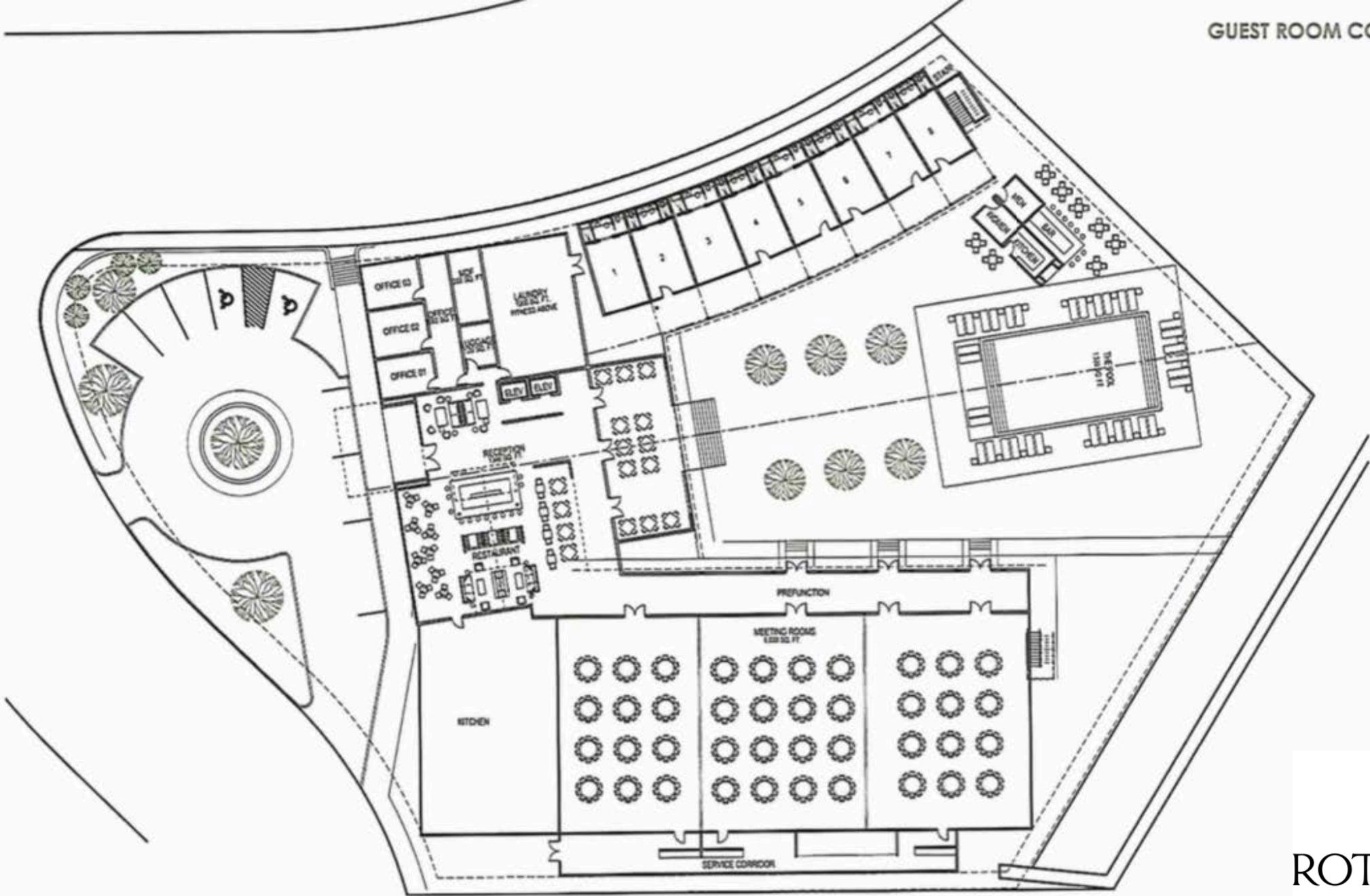
SKETCH - NORTH FACADE





SKETCH - SOUTH FACADE





SITE PLAN - GROUND FLOOR

What are our options?



Protection of green space, public areas, and waterfront access.



Covenant for the Community



Economic Benefit of Density.



The City's Three Financial Levers

1. Ground Rent
2. Property Taxes
3. Contribution to Parking Structure

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