



# City of Pensacola

## JOINT WORKSHOP OF THE CITY COUNCIL

&

## COMMUNITY REDEVELOPMENT AGENCY (CRA) BOARD

March 8, 2021

4:38 P.M.

Council Chambers

### CALL TO ORDER

The joint workshop of the City Council and Community Redevelopment Agency (CRA) Board was called to order by Council Vice President Hill at 4:38 P.M.

### ROLL CALL

**Council/CRA Members Present:** Ann Hill, Jennifer Brahier, Teniade Broughton, Casey Jones, Sherri Myers (left 7:30), Delarian Wiggins

**Council/CRA Members Absent:** Jared Moore

**Also Present:** Mayor Grover C. Robinson, IV (left 6:43)

Members of the public may NOT attend the meeting in person, as City Hall is closed to the public until further notice.

**Members of the public may attend and participate via live stream and/or phone.**

To watch the meeting live visit: [cityofpensacola.com/428/Live-Meeting-Video](https://www.cityofpensacola.com/428/Live-Meeting-Video).

### To provide input:

- Citizens may submit an online form here <https://www.cityofpensacola.com/ccinput> beginning at 1:00 P.M. until that agenda item has been heard to indicate they wish to speak to a specific item on the agenda **and include a phone number. Staff will call the person** at the appropriate time so the citizen can directly address the City Council using a telephone held up to a microphone. **Any form received after an agenda item has been heard will not be considered.**

### SELECTION OF CHAIR

A motion was made by Council/CRA Member Myers and seconded by Council/CRA Member Jones **that Council Vice President/CRA Member Hill chair the joint workshop.**

*No objections.*

## DETERMINATION OF PUBLIC INPUT

Council/CRA Member Myers inquired how public input is typically handled during workshops. Council Executive Kraher indicated normally at the end of discussion of each item and that he will be monitoring incoming requests.

*No objections.*

## PRESENTATION ITEMS

### 1. [21-00232 MARITIME PARK DEVELOPMENT](#)

**Recommendation:** That City Council and the Community Redevelopment Agency (CRA) hear a presentation regarding a lease to develop lots 4 and 5 at the Community Maritime Park.

Mayor Robinson introduced the intent of bringing this issue before Council prior to requesting formal approval of forthcoming lease and development agreements. Andrew Rothfeder, agent and consultant for the City through Khun Realty, LLC provided the first overhead presentation (via Microsoft Teams - - attached and on file with background materials) related to the development potential of the lots.

Secondly, Finance Director Lovoy provided an overhead presentation (attached and on file with background materials) related to the financial impacts of the potential development of the lots.

Discussion ensued among Council with Mayor Robinson, Mr. Rothfeder, and Finance Director Lovoy fielding comments and questions. Chris Roe, attorney with Bryant Miller Olive P.A., outside legal counsel representing the City also responded to questions.

Finally, Ryan Solow representing Silver Hills – Edwards Communities provided an overhead presentation on their proposed development on parcels 4 and 5.

Follow-up discussion took place among Council with City Attorney Woolf and Mr. Solow responding accordingly to questions. Mayor Robinson made follow-up remarks.

**PRESENTATION ITEMS**

2. [21-00241](#) NORTHWEST FLORIDA PROFESSIONAL BASEBALL LLC (NFPB) LEASE EXTENSION

**Recommendation:** That City Council and the Community Redevelopment Agency (CRA) hear a presentation regarding the Amended and Restated Lease at the Multi-Use Facility at the Community Maritime Park.

Mayor Robinson indicated there is no new information to provide at this time. He indicated the turf will not be changed out until next year and lighting replaced maybe later this season. Finance Director Lovoy addressed Council regarding maintenance and replacement issues related to the stadium and looking at \$150,000 annual contribution from Community Redevelopment Agency (CRA) funds for capital improvements. Outside Legal Counselor Roe continues to work on the lease agreement which will be brought forward for Council and CRA approval in the near future.

Brief discussion took place with Finance Director Lovoy and City Administrator Wilkins responding to questions and comments.

**ADJOURNMENT**

6:47 P.M.



# 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***

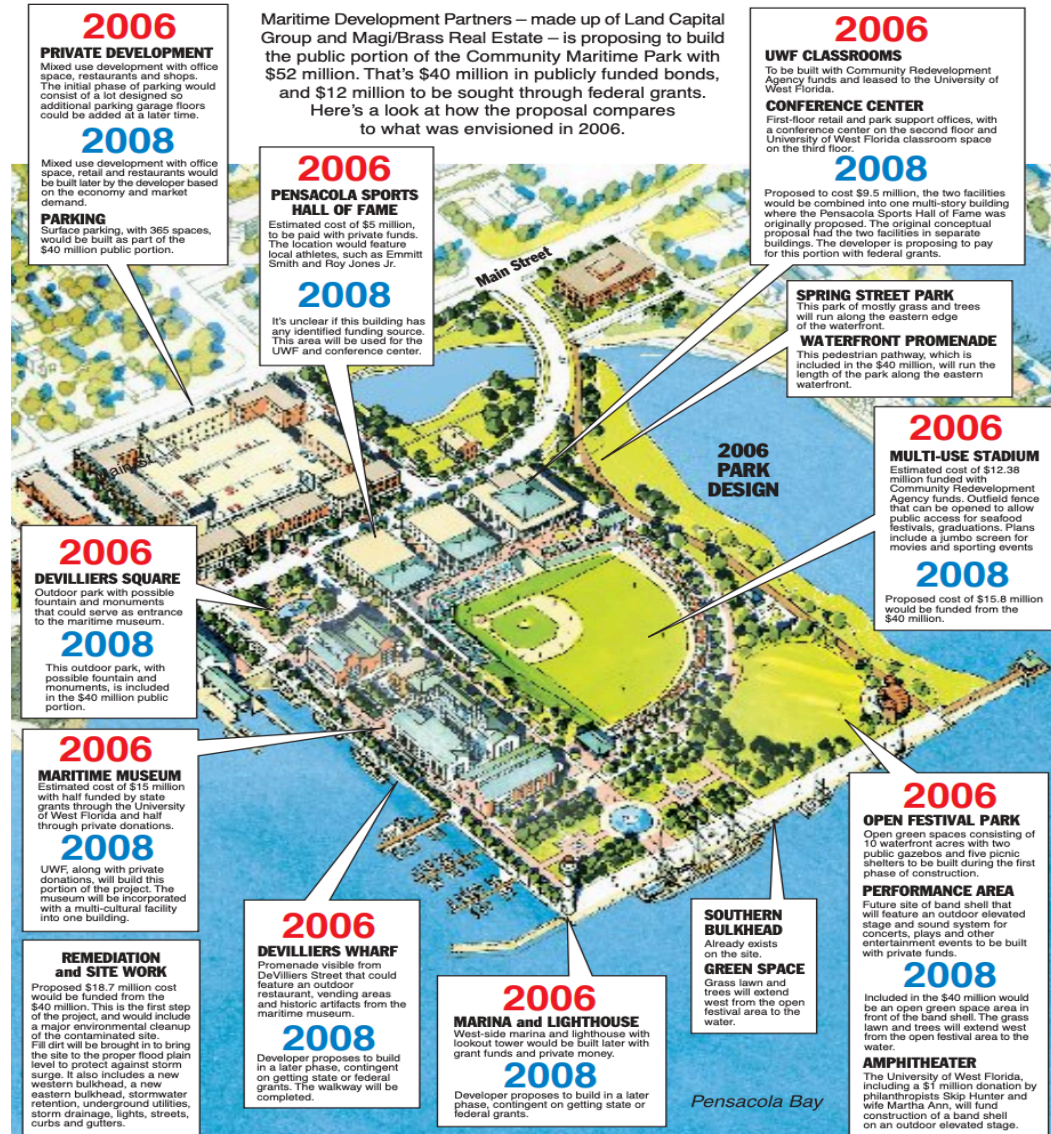
- 2004: Caldwell
- 2005: Urban Design Associates
- 2006 - 2008: Maritime Development Partners
- 2009: EDSA
- 2010: CRA Plan
- 2012: Urban Redevelopment Advisory Committee







# Then and Now



**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

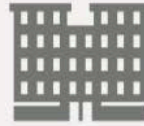
9



**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



**ROTHFEDER**  
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







**ROTHFEDER**  
REAL ESTATE



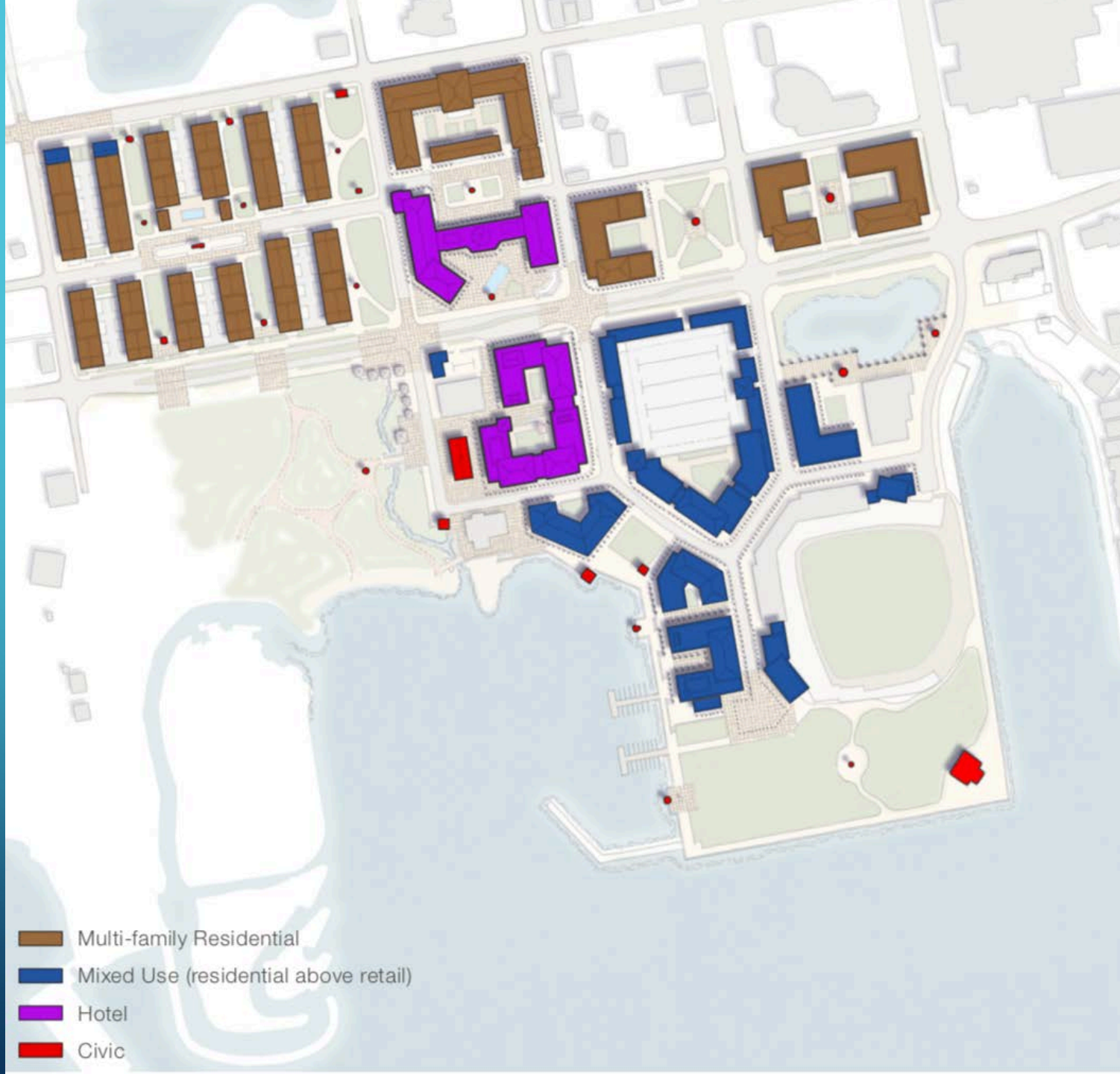


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- Multi-family Residential
- Mixed Use (residential above retail)
- Hotel
- Civic





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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





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EDWARDS  
COMMUNITIES  
*Professionally Managed by Drucker + Falk*

# Silver Hills and Edwards Communities – Maritime Parcels 4 and 5







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VALENCIA HOTEL GROUP

# Valencia Hotel Group – Maritime Parcel 7

ECUA Parcel

6

4

7

5

3

8

9







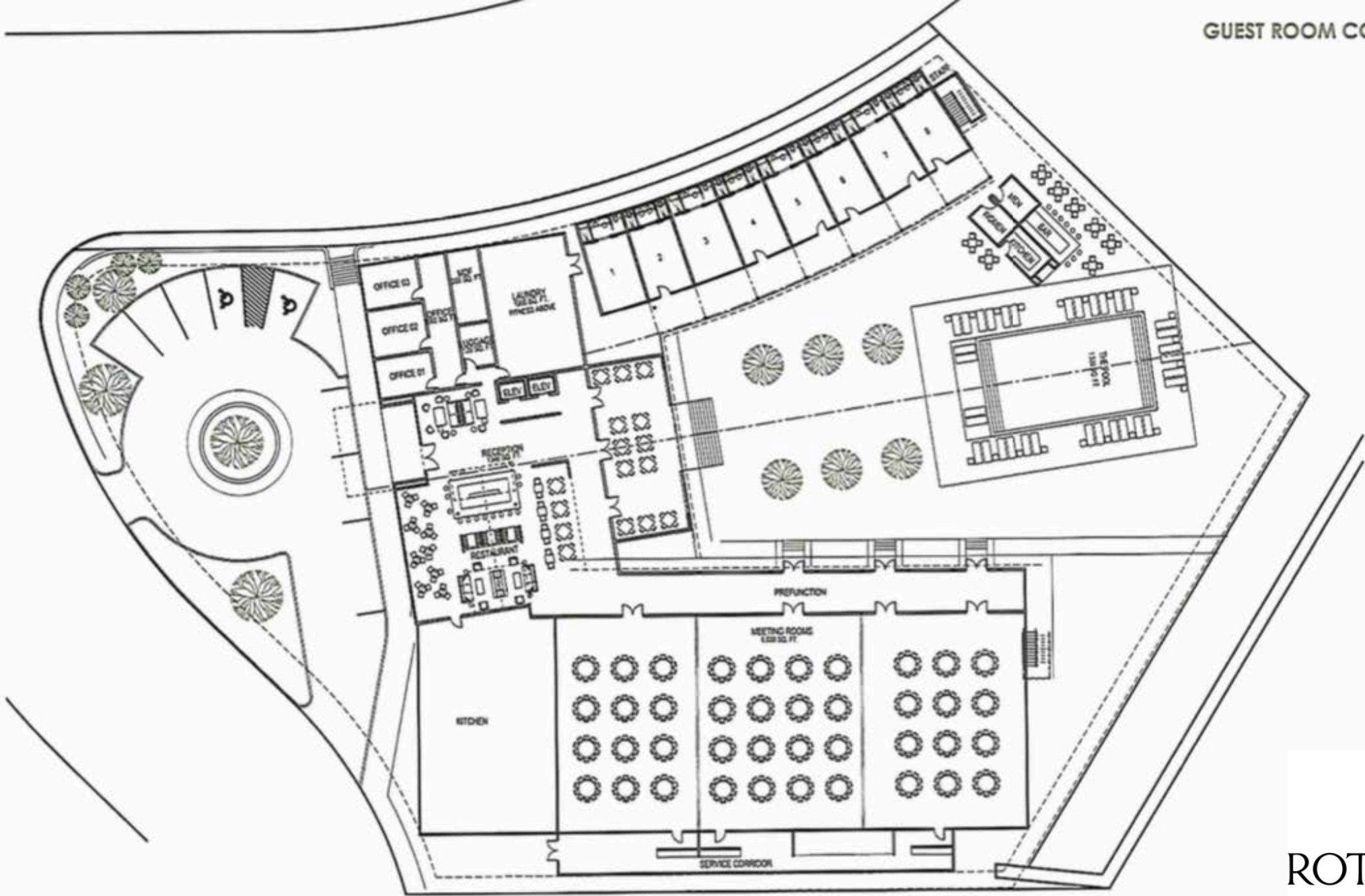
SKETCH - NORTH FACADE





SKETCH - SOUTH FACADE





SITE PLAN - GROUND FLOOR



# What are our options?





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



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# 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



# Maritime Park

## Silver Hills/Edwards Project

### Parcels 4 & 5

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