



# City of Pensacola

222 West Main Street  
Pensacola, FL 32502

## Memorandum

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**File #:** 17-00179

Community Redevelopment Agency

3/6/2017

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### **INFORMATION ITEM**

**FROM:** Jewel Cannada-Wynn, Chairperson

**SUBJECT:**

HAWKSHAW MARKETING UPDATE

**REQUEST:**

None

### **SUMMARY:**

During the February 6, 2017 Community Redevelopment Agency (CRA) Board Meeting, the CRA received a presentation by NAI Halford updating its marketing efforts for the Hawkshaw site. Rob Robinson of Urban Design Associates provided clarification of preliminary design questions provided to NAI Halford by potential applicants. Mr. Robinson explained which elements of the urban design plan were key to the site's development and which were more flexible.

Following discussion, the CRA directed NAI Halford to proceed with provisions to release an RFP, establish a selection committee, as appointed by the CRA, evaluate responses and provide a recommendation to the CRA for selection of a preferred developer.

The CRA approved the following appointments to the selection committee: (1) NAI Halford Representative DeeDee Davis, (2) Christian Wagley and, (3) CRA Vice-Chair Terhaar.

NAI Halford has provided the following documentation of further action: (1) a letter from NAI Halford to the CRA dated February 14, 2017, (2) a Request for Proposals (RFP) for selection of a developer, (3) an evaluation matrix for selection committee review of proposed developments and selection of a preferred developer for recommendation to the CRA Board for final approval, and (4) a timeline for development selection.

### **PRIOR ACTION:**

February 9, 2015 - The CRA approved the utilization of professional real estate services to assist with marketing available CRA and/or City-owned properties within the CRA.

January 11, 2016 - The CRA approved a contract for professional urban design services for the Hawkshaw site.

May 9, 2016 - The CRA approved issuing a Request For Proposals (RFP) for one realtor from the City's list of Qualified Real Estate Professionals to market CRA-owned property.

August 9, 2016 - The CRA approved a contract with NAI/Halford for Realtor Services for disposition of CRA-owned properties.

February 6, 2017 - The CRA moved to receive a presentation by NAI Halford to include UDA participation by web conference regarding key urban design principles for marketing the Hawkshaw site.

**STAFF CONTACT:**

M. Helen Gibson, AICP, CRA Administrator

**ATTACHMENTS:**

- 1) Letter to CRA: NAI Halford - February 14, 2017
- 2) Hawkshaw Development Opportunity RFP
- 3) Development Evaluation Matrix
- 4) Timeline for Development Selection

**PRESENTATION:** No