#### SCAPE LANDSCAPE ARCHITECTURE DPC

# PENSACOLA WATERFRONT FRAMEWORK AND CATALYTIC PROJECTS



## PROJECT GOALS







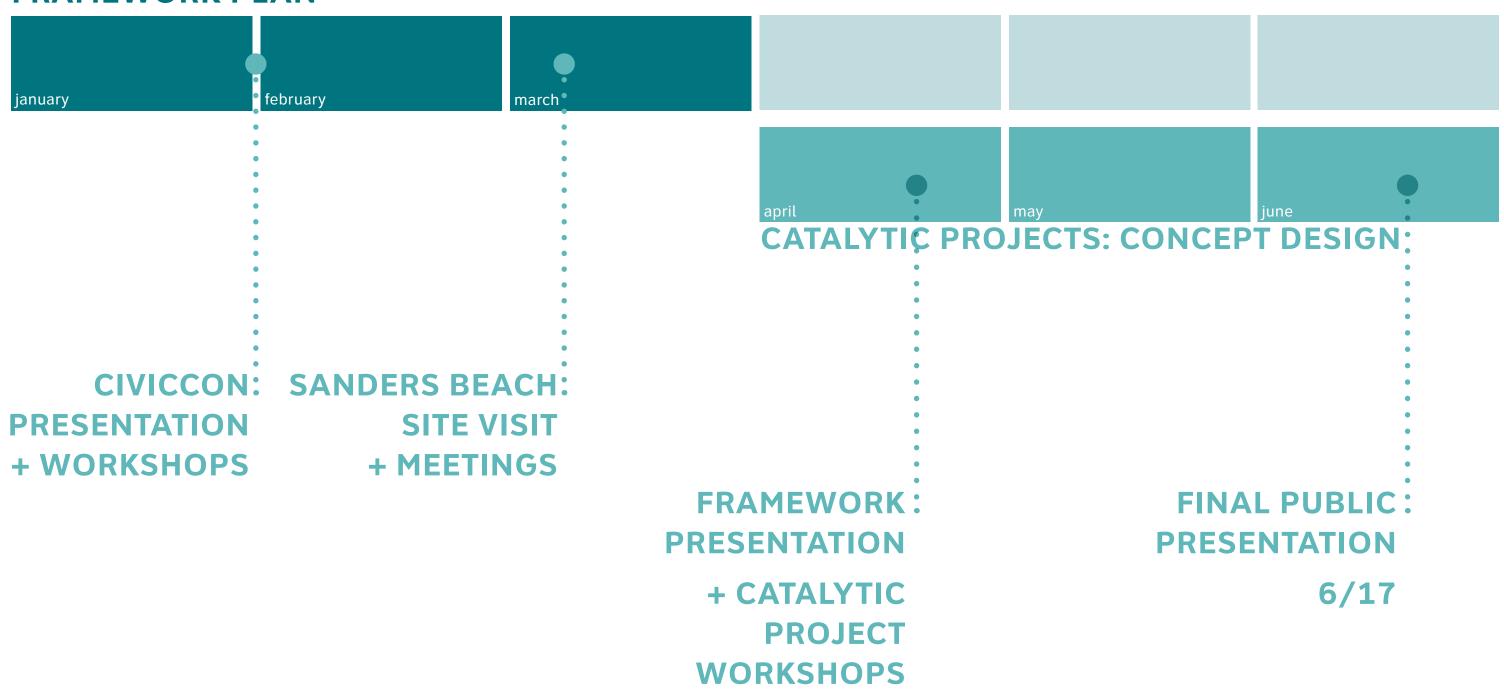




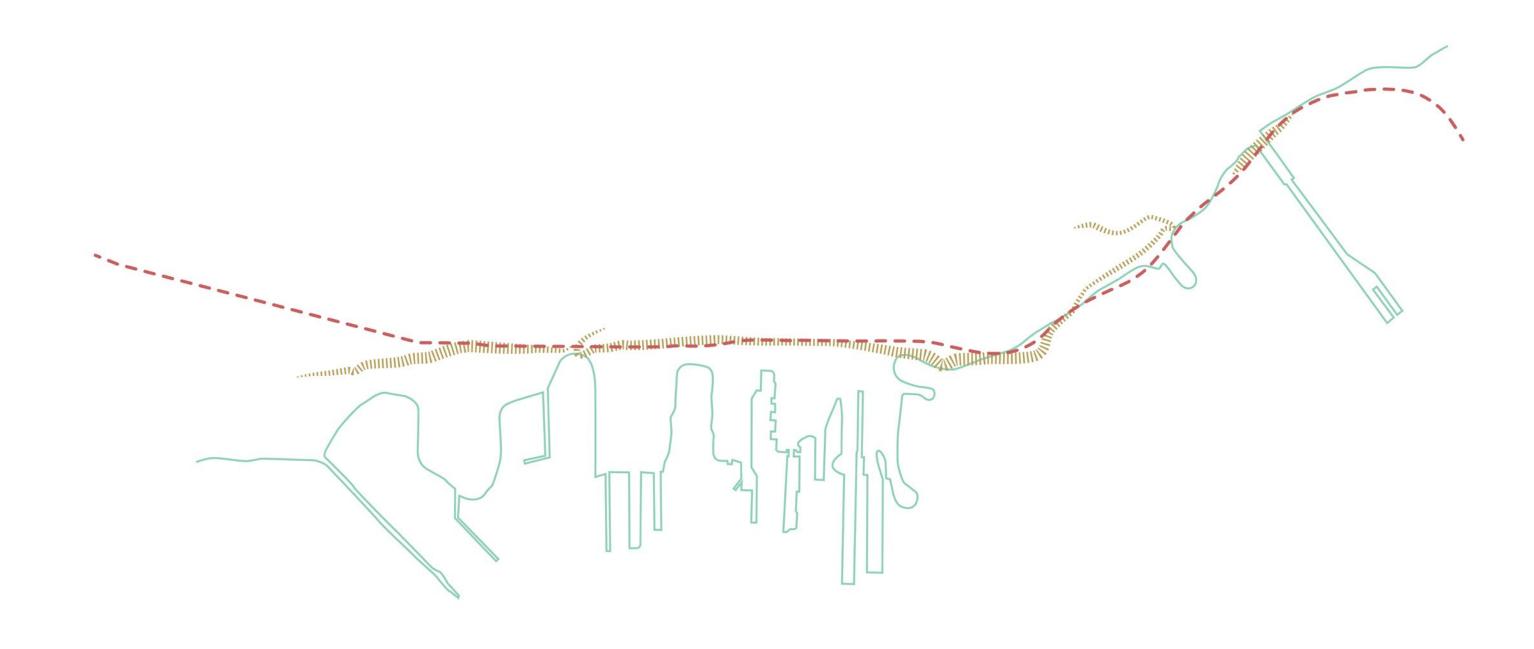


## PROJECT TIMELINE

#### **FRAMEWORK PLAN**



### PENSACOLA'S WATERFRONT INDUSTRY EXPANDED THE ZONE BETWEEN WATER AND LAND





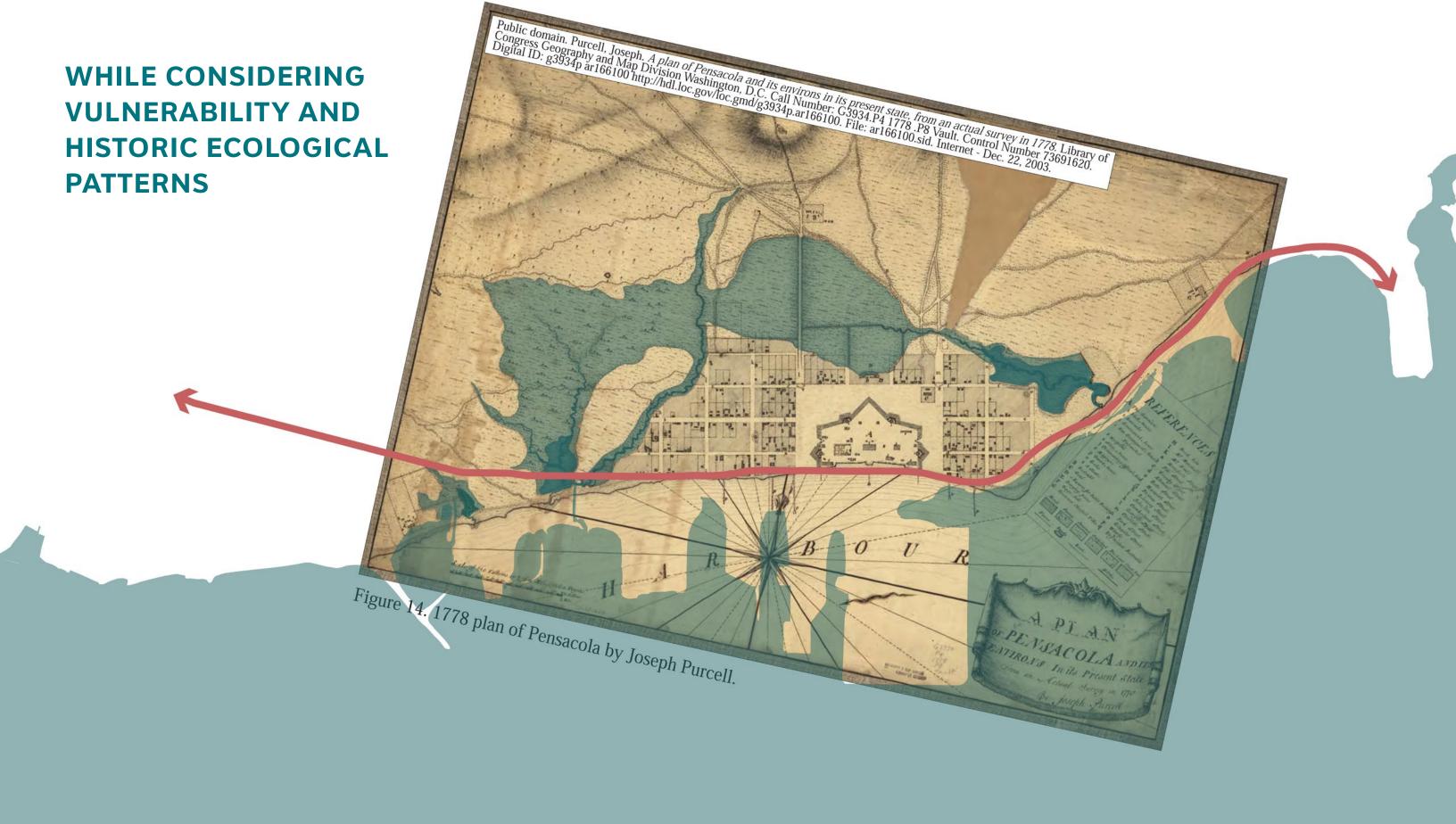


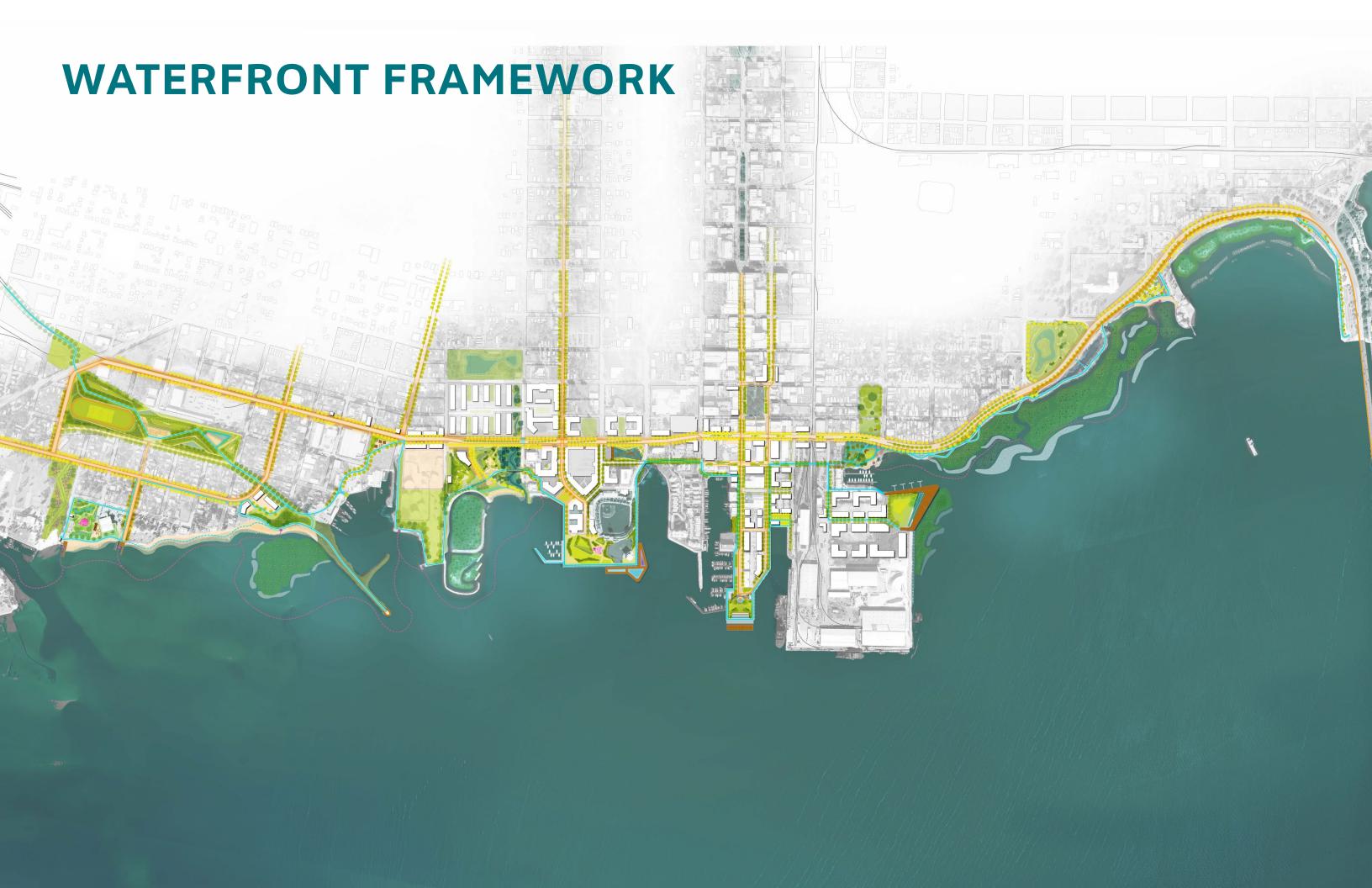
### THE FRAMEWORK ESTABLISHES A STRONG IDENTITY FOR MAIN STREET AND PRIORITIZES ALL ROAD USERS...

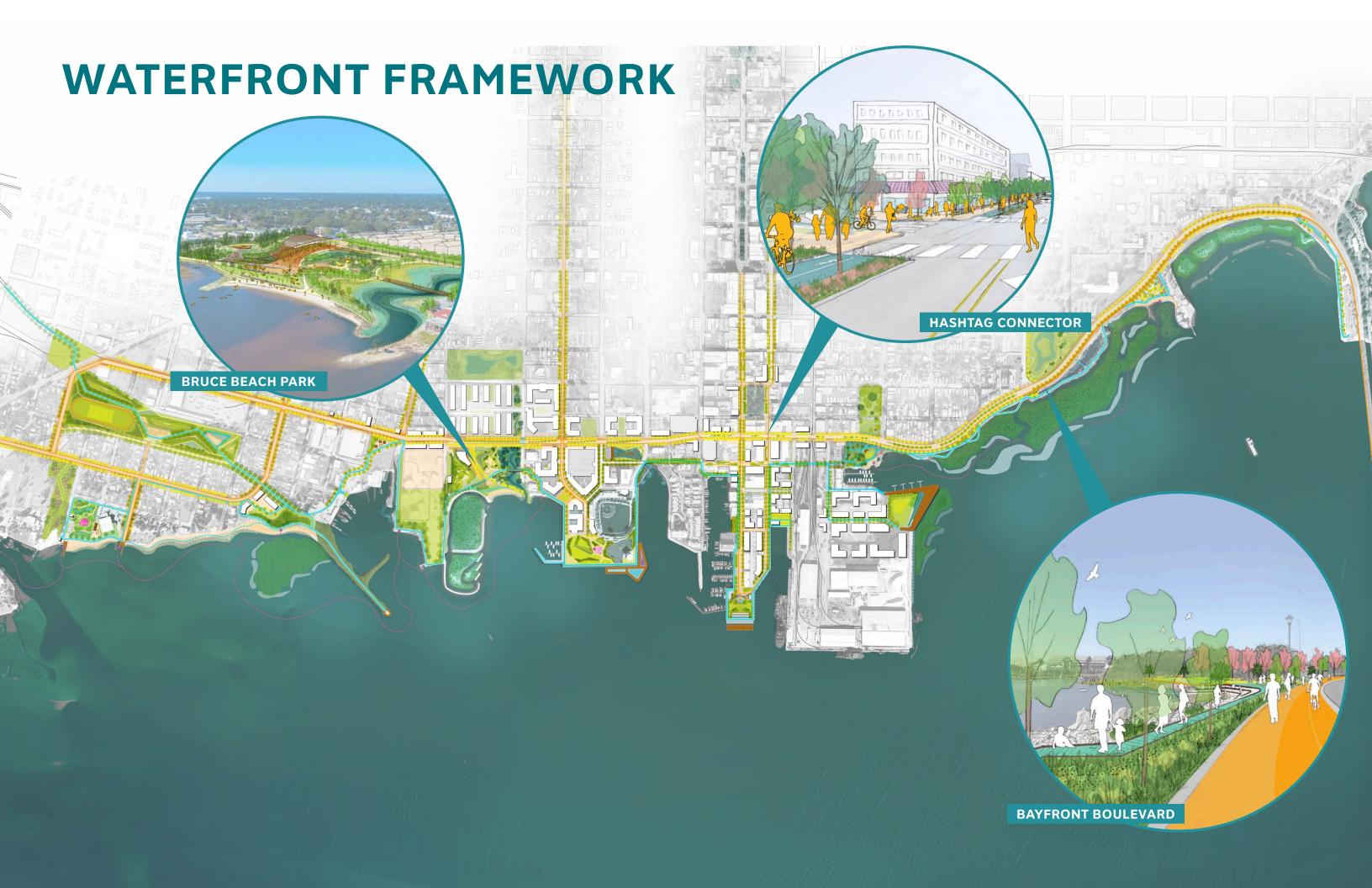


LINKS PENSACOLA'S WATERFRONT DESTINATIONS AND VIEWS, AND ENCOURAGES FUTURE URBAN DEVELOPMENT...



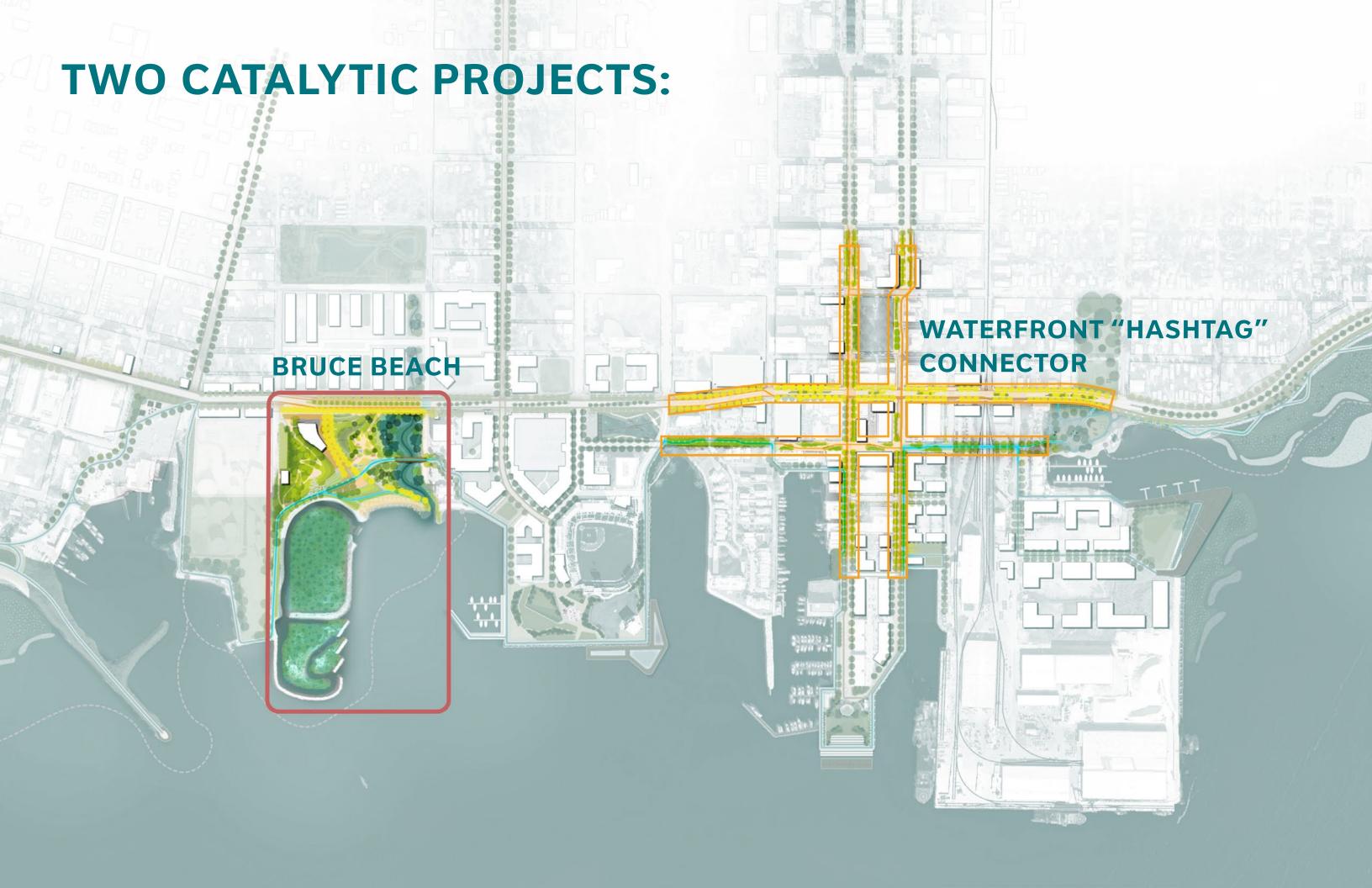












James Lima Planning + Development

# PARKS AND OPEN SPACES AS ECONOMIC DEVELOPMENT STRATEGY

# Capital Follows Talent. Talent Follows Place.

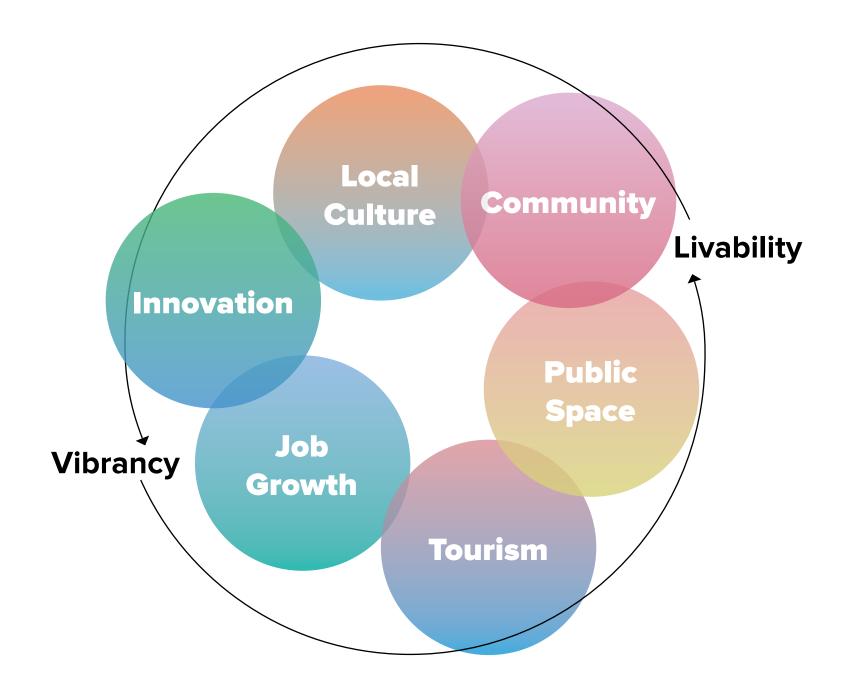
Evidence throughout the U.S. confirms that strategic investments in parks and open spaces can:

- improve quality of life,
- attract talent and businesses,
- spur private development, and
- generate favorable returns on public investment.

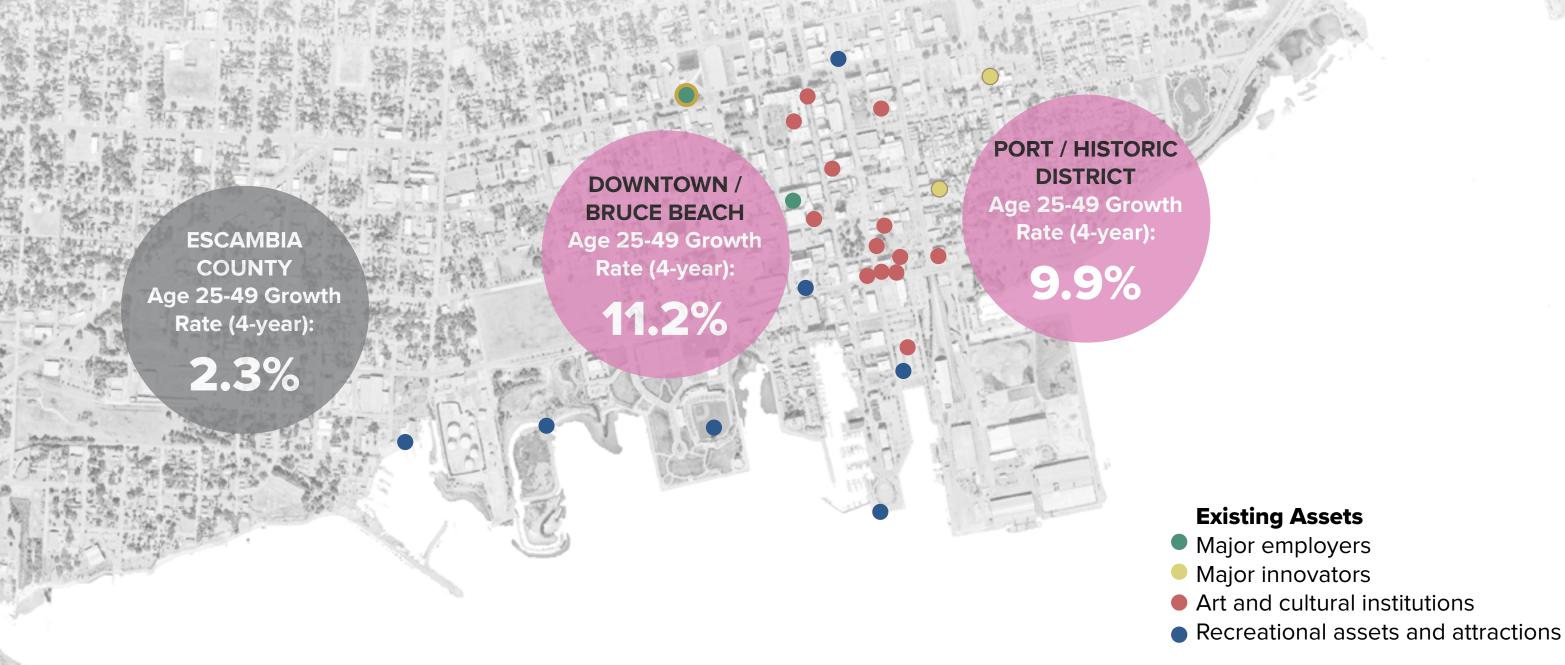
Pensacola's **public and private investments in placemaking** have already generated impressive economic and social benefits for the city as a whole.



Pensacola should continue to invest in high-quality parks and urban amenities to compete for visitors, young talent, and the creative class - these are key components of successful tourism and innovation economy.

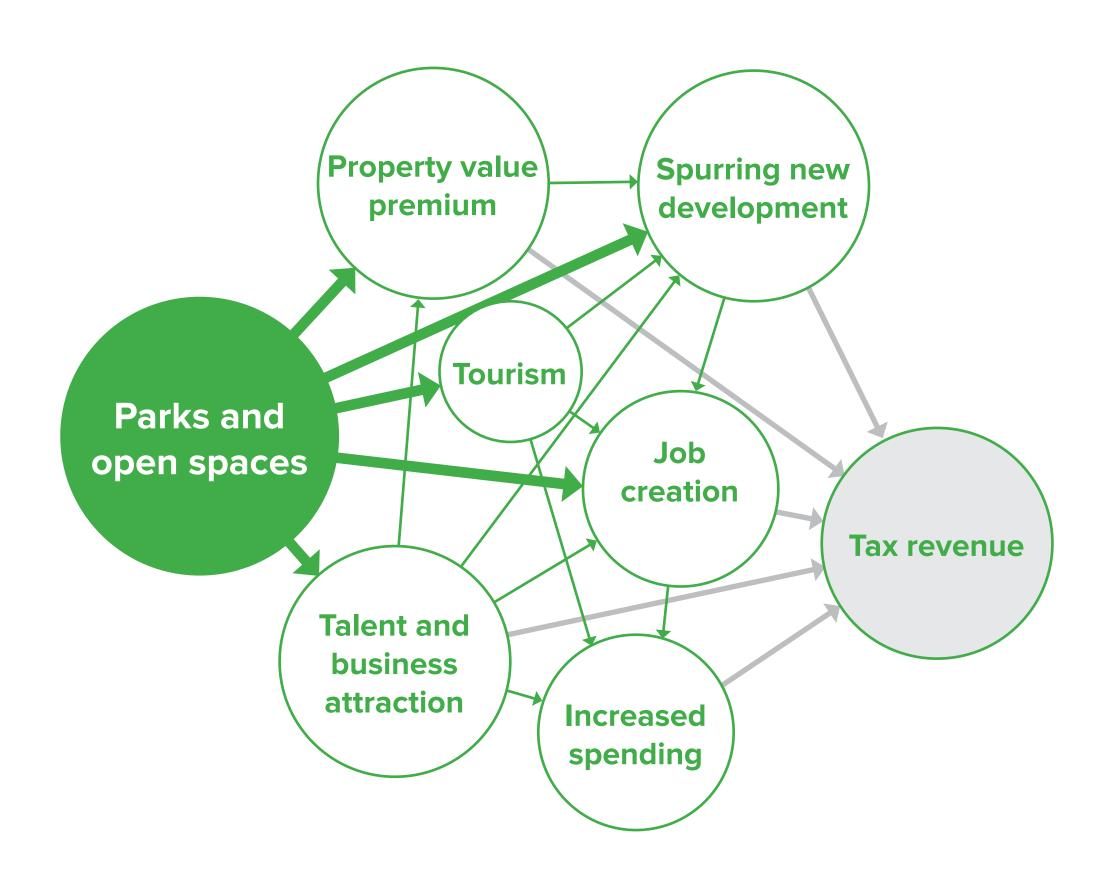


Currently, the growth of young working age population near the waterfront **outpaces the County average**. With further improvement in the quality of life and by leveraging existing assets, Pensacola can develop a *truly competitive core* that **cultivates an effective brand**, **attracts more talent**, **fosters stronger agglomeration** of key industries, and **fuels greater regional growth**.



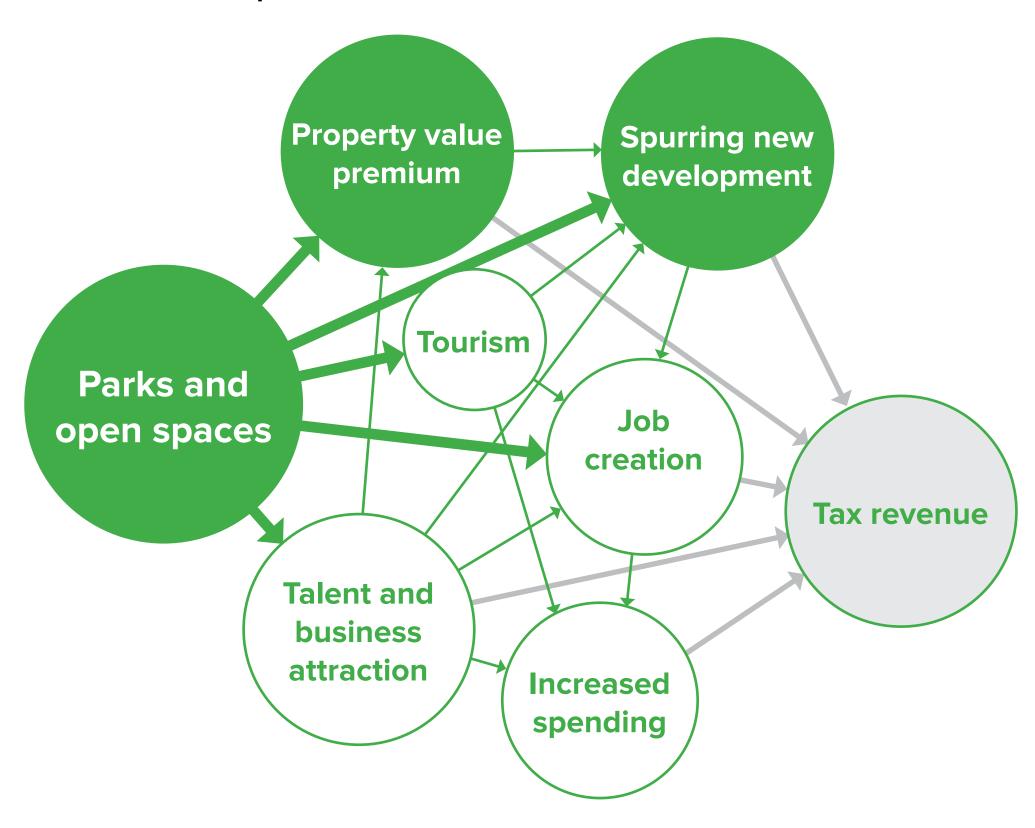
Data source: American Community Survey 2009-2013 and 2013-2017. Downtown / Bruce Beach: Census Tract 1. Port / Historic District: Census Tract 8.

#### How Do Parks and Open Spaces Generate Economic Benefit?



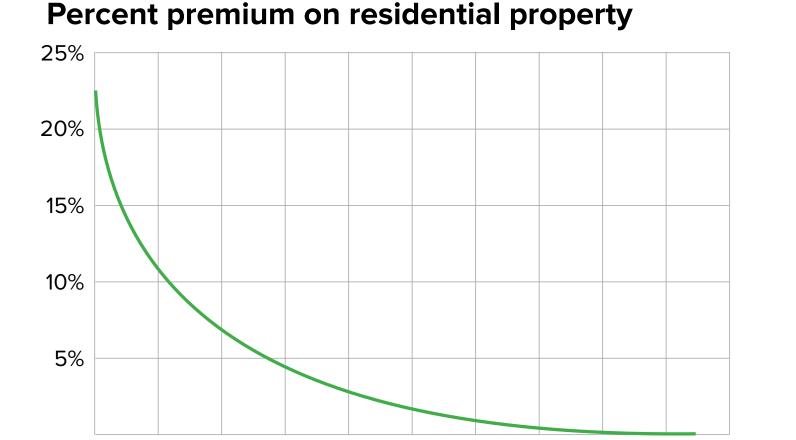
#### How Do Parks and Open Spaces Generate Economic Benefit?

Focus on Real Estate Impact



**55%** of Americans say access to green space is a top or higher priority when deciding where to live.

On average, parks and open spaces cause property values to rise by approximately **20%**, depending on proximity, the quality and type of the park, and other locational attributes.



900 ft

1,300 ft

1,700 ft

2,100 ft

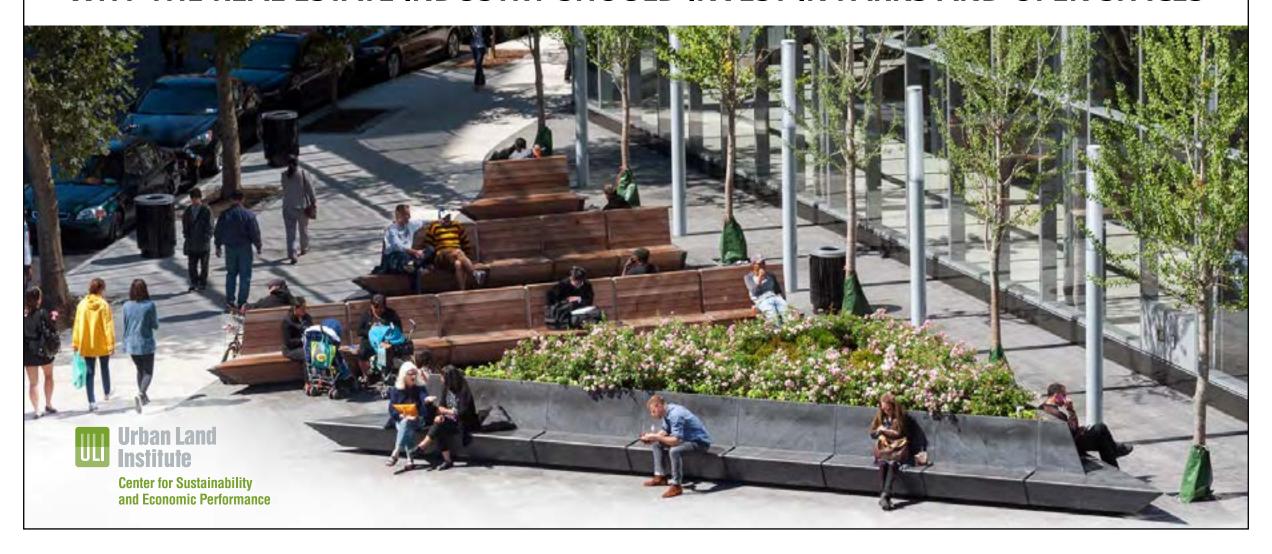
**Travel distance to park** 

500 ft

100 ft

# THE CASE FOR OPEN SPACE

WHY THE REAL ESTATE INDUSTRY SHOULD INVEST IN PARKS AND OPEN SPACES



#### **Pensacola - Catalytic Projects**



#### **CATALYTIC PROJECT**

#### **Hashtag Connector Potential Real Estate Impact**

- Existing properties: incremental higher assessed value due to proximity to parks: approximately \$29.6 million
- New induced development: net new assessed value: approximately
   \$27.9 million
- Net Present Value of new property tax revenue to the City:

approximately \$11.6 million

Tax revenue accounts for inflation. New development value is total amount in stabilization. Calculation does not include additional economic benefits from increased tourism, jobs, and sales.

#### **CATALYTIC PROJECT**

#### **Bruce Beach Potential Real Estate Impact**

- Existing properties: incremental higher assessed value due to proximity to parks: approximately \$2.8 million
- New induced development: net new assessed value: approximately
   \$6.6 million
- Net Present Value of new property tax revenue to the City:

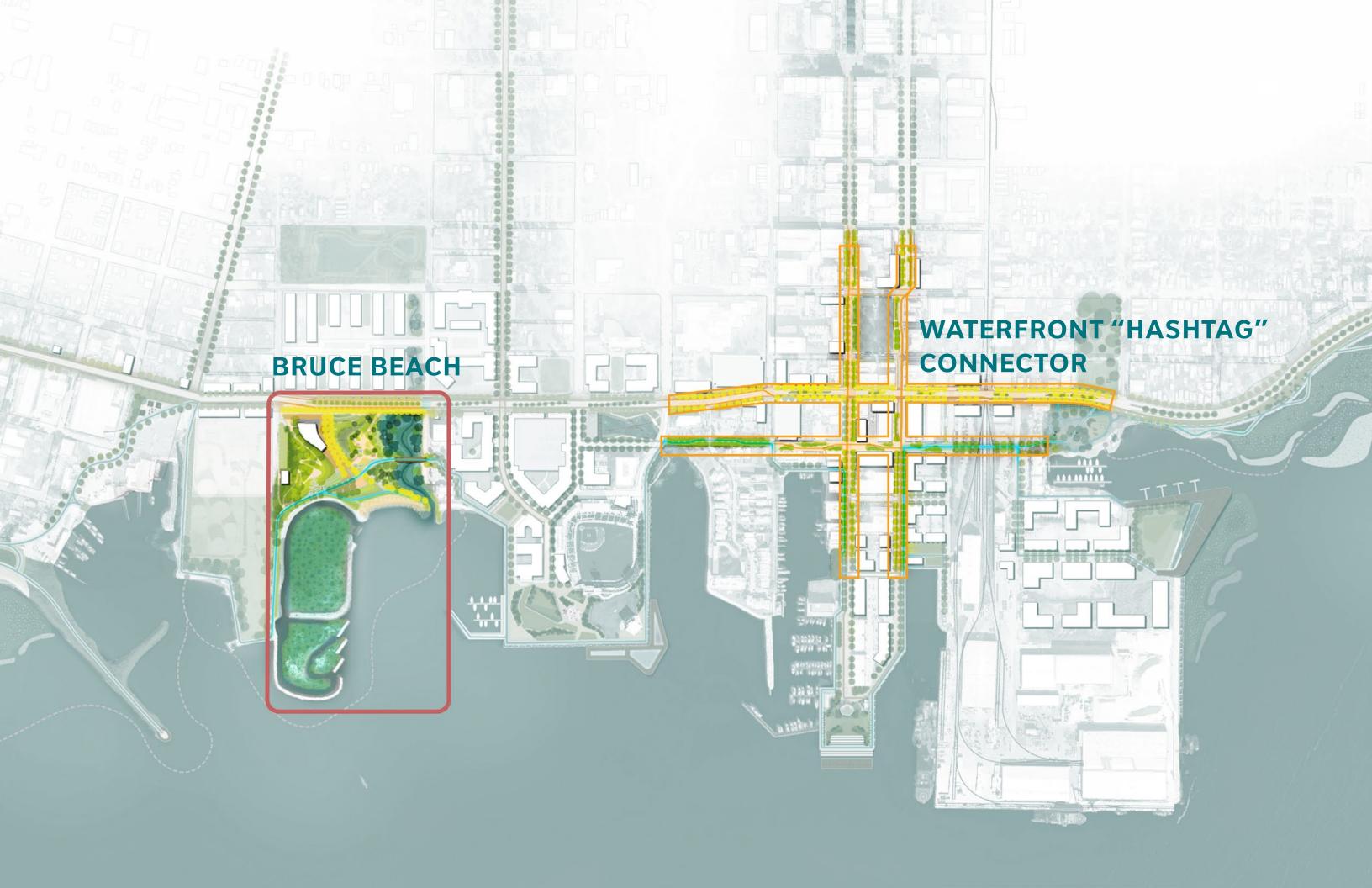
approximately \$1.7 million

Tax revenue accounts for inflation. New development value is total amount in stabilization. Calculation does not include additional economic benefits from increased tourism, jobs, and sales.

Additional calculations and explanation of assumptions avaiable in Appendix.

### Keep Building on Your Successes

# DOWNTOWN "HASHTAG" CONNECTOR



# KEY PRIORITIES





# ACKNOWLEDGE AND CELEBRATE HISTORIC SIGNIFICANCE

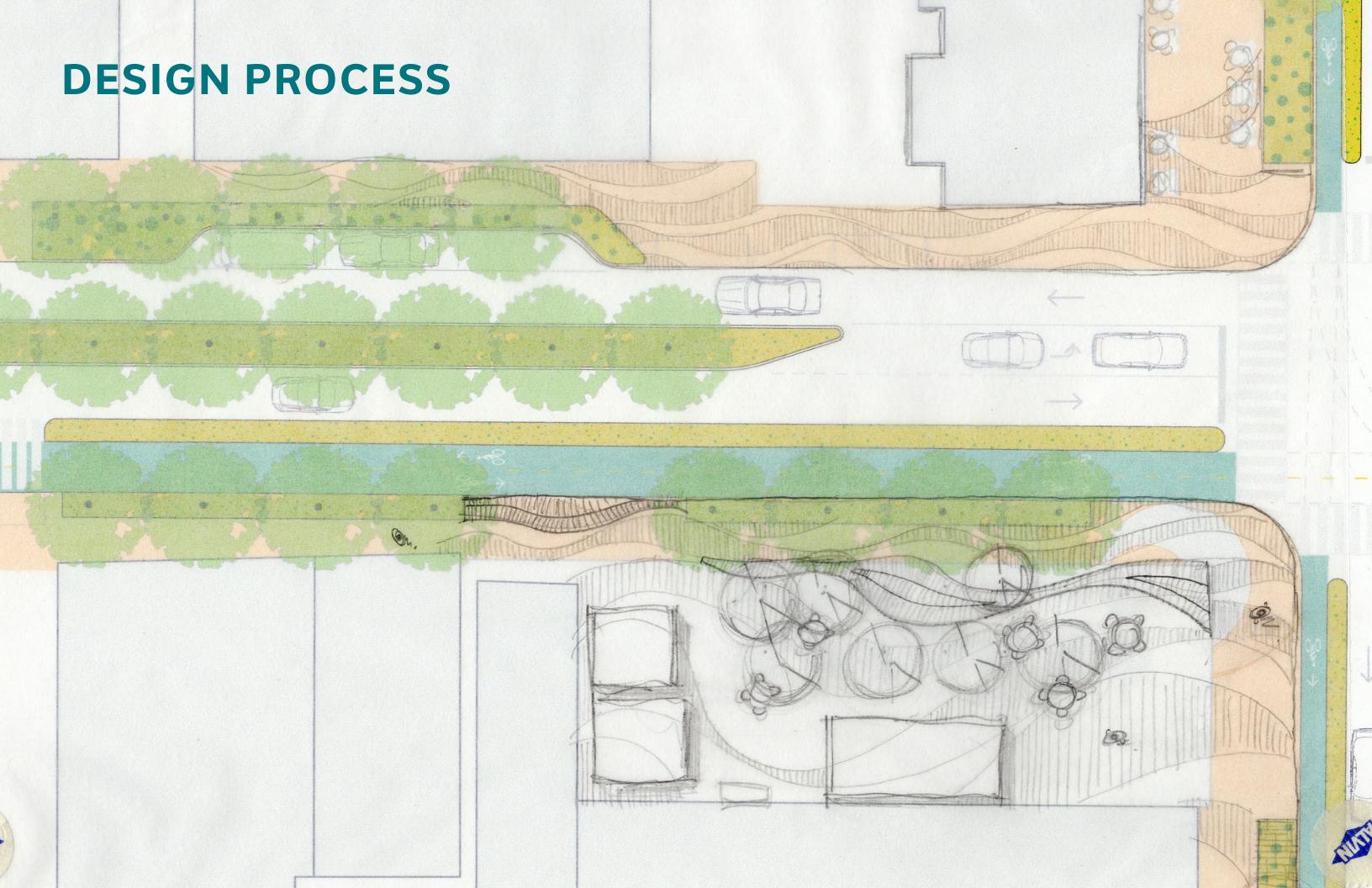


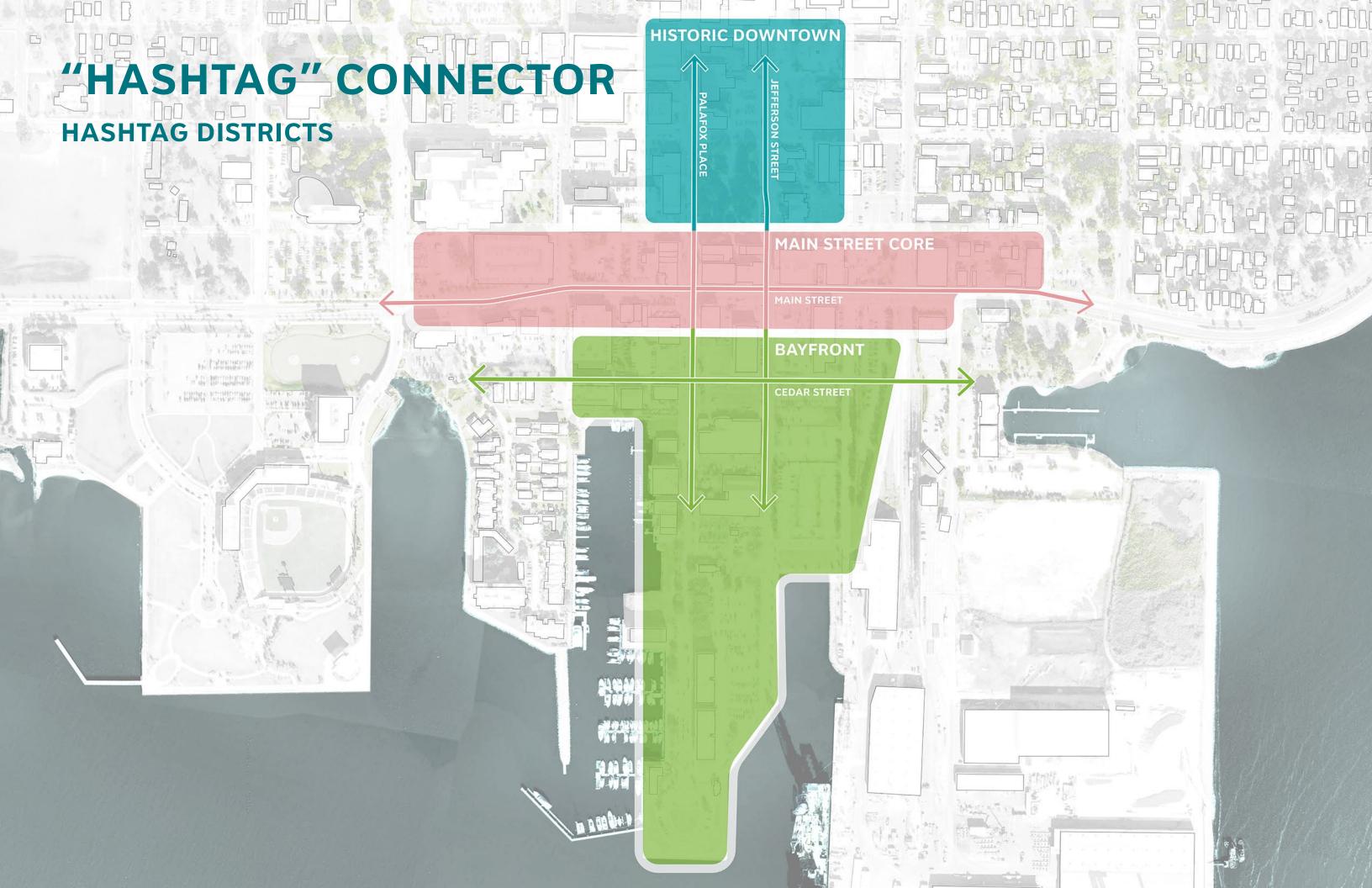












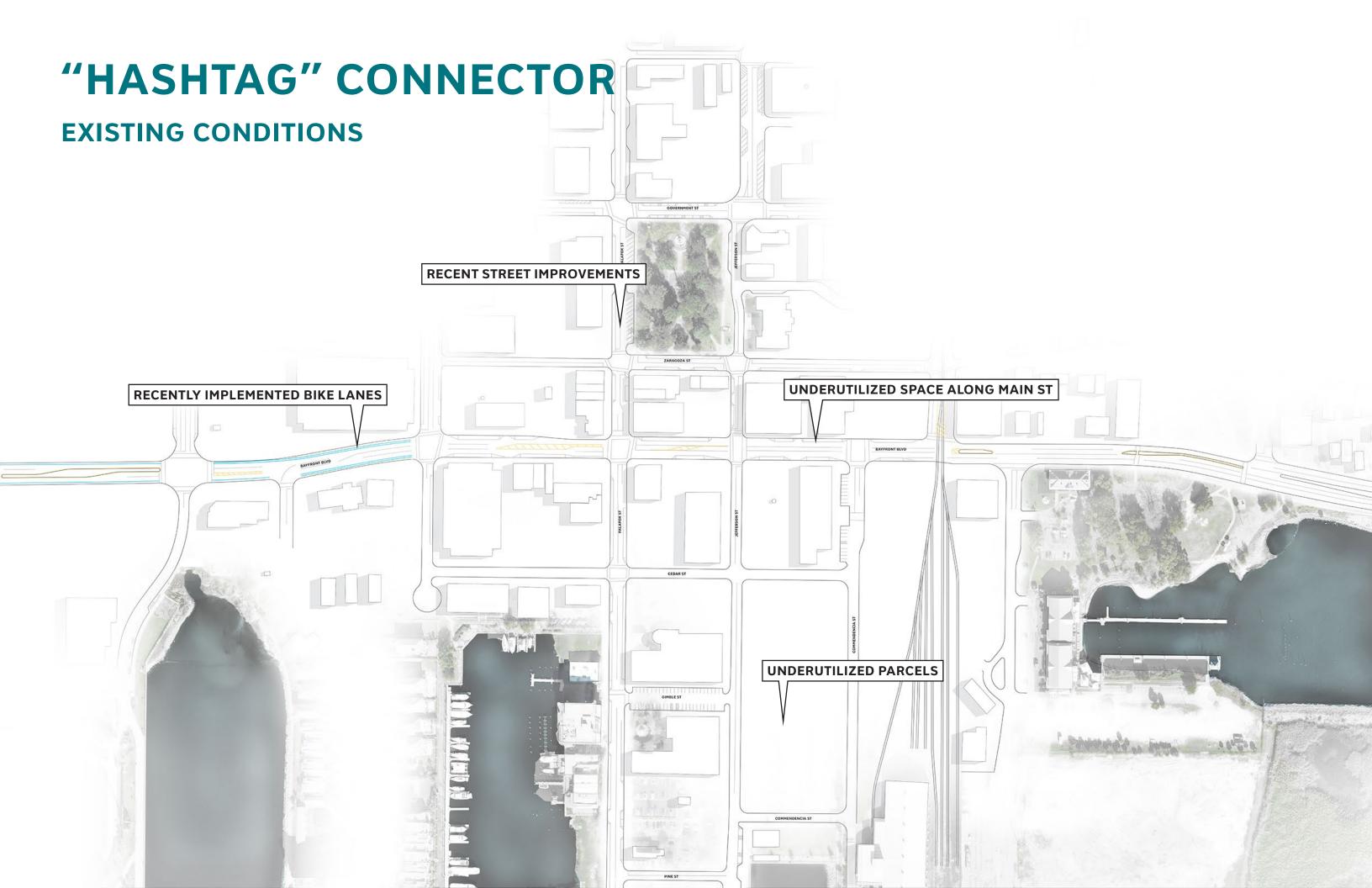
### PRIORITIZING USERS IN STREET DESIGN

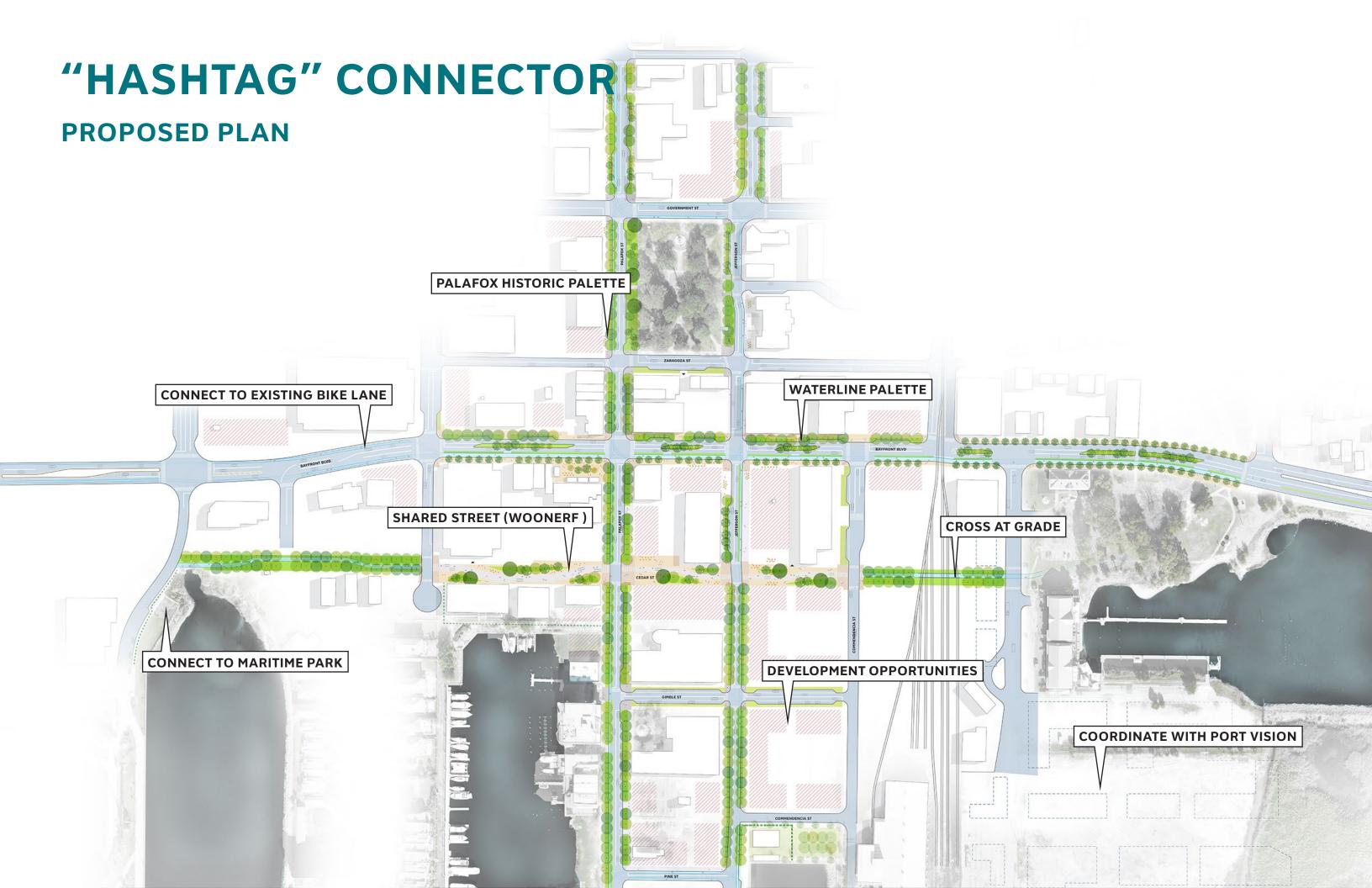


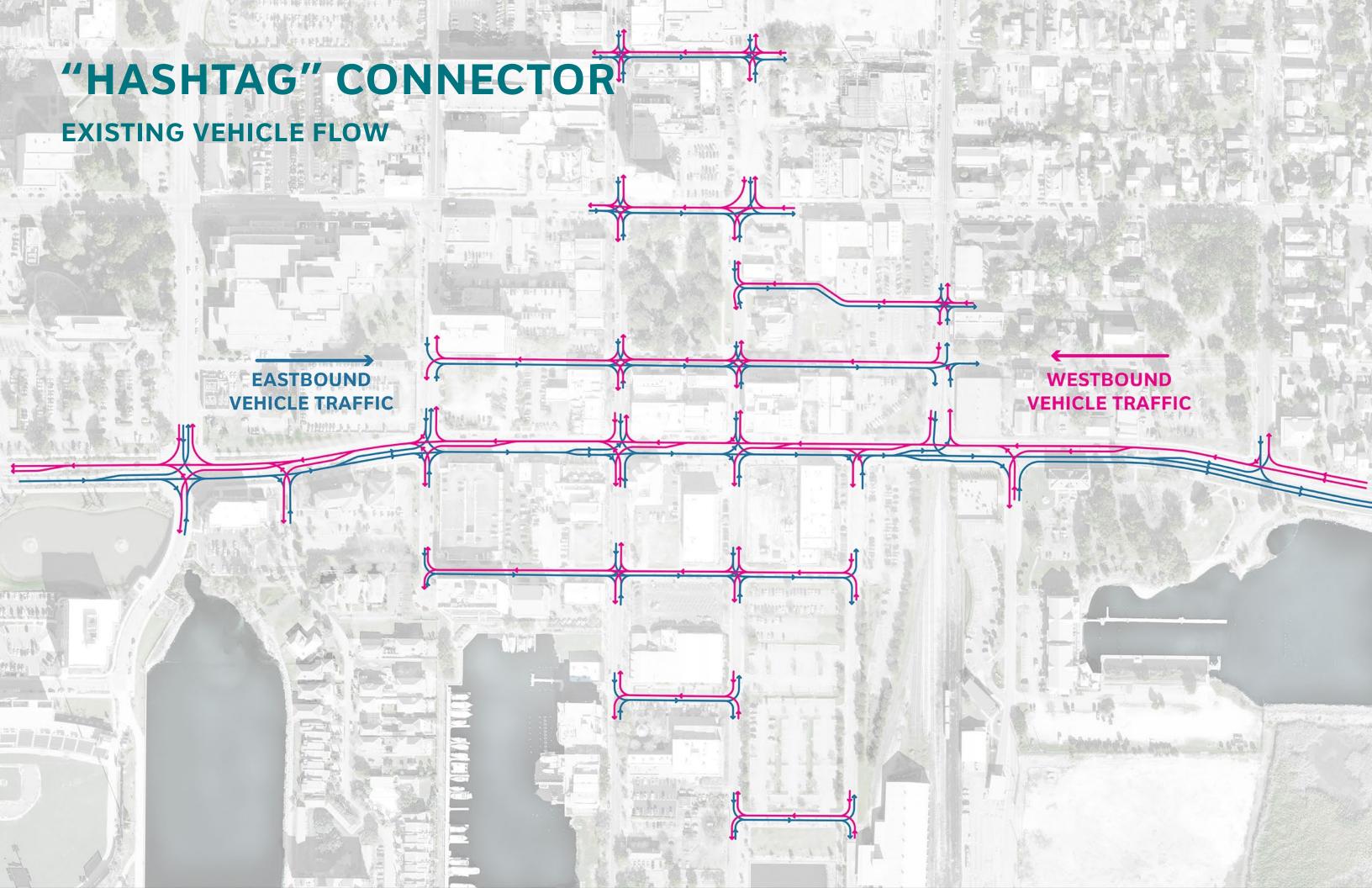
- 3. People Doing Business and Providing City Services
- 4. People in Personal Motorized Vehicles

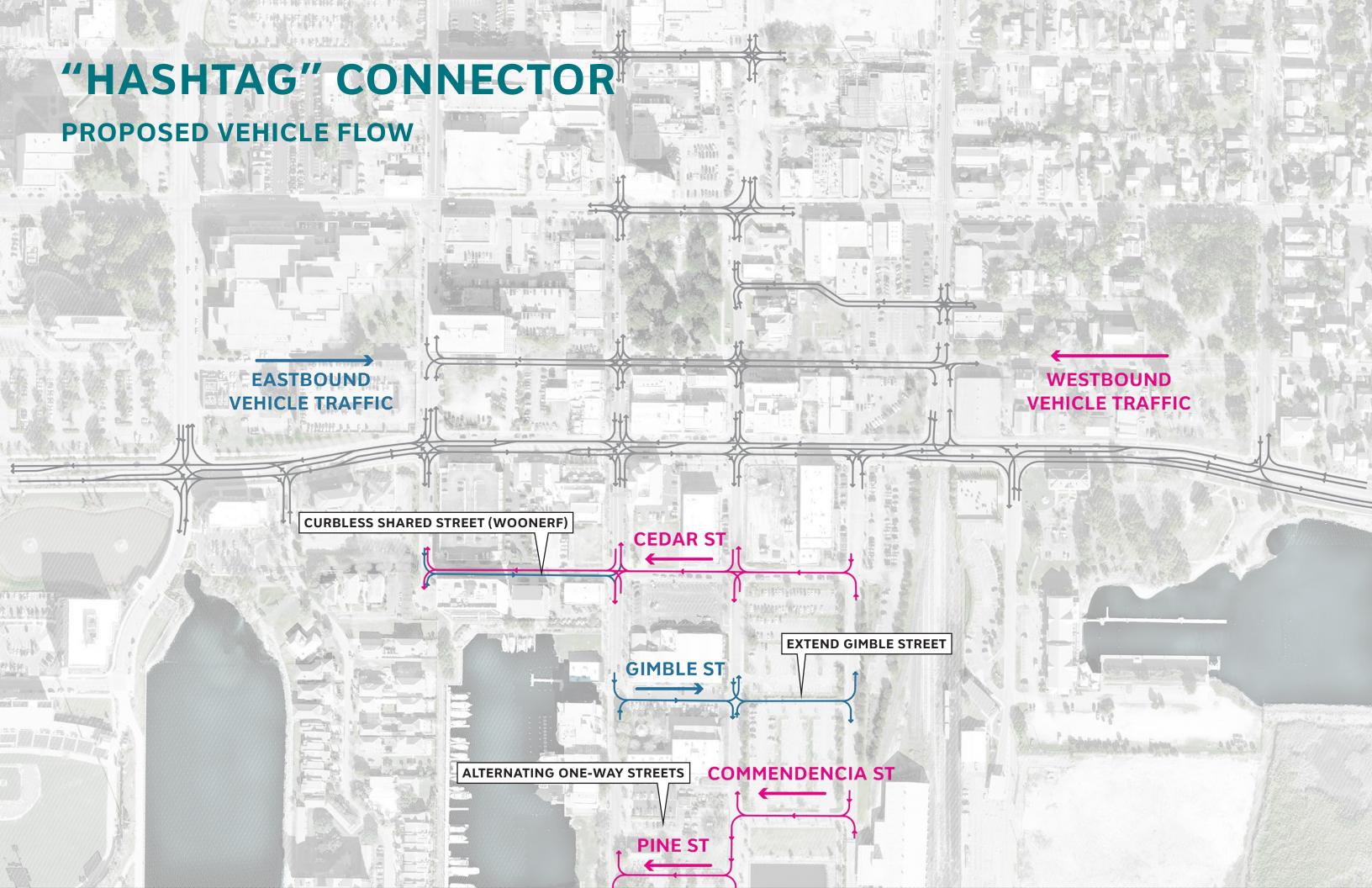


Source: NACTO - National Association of City Transportation Officials

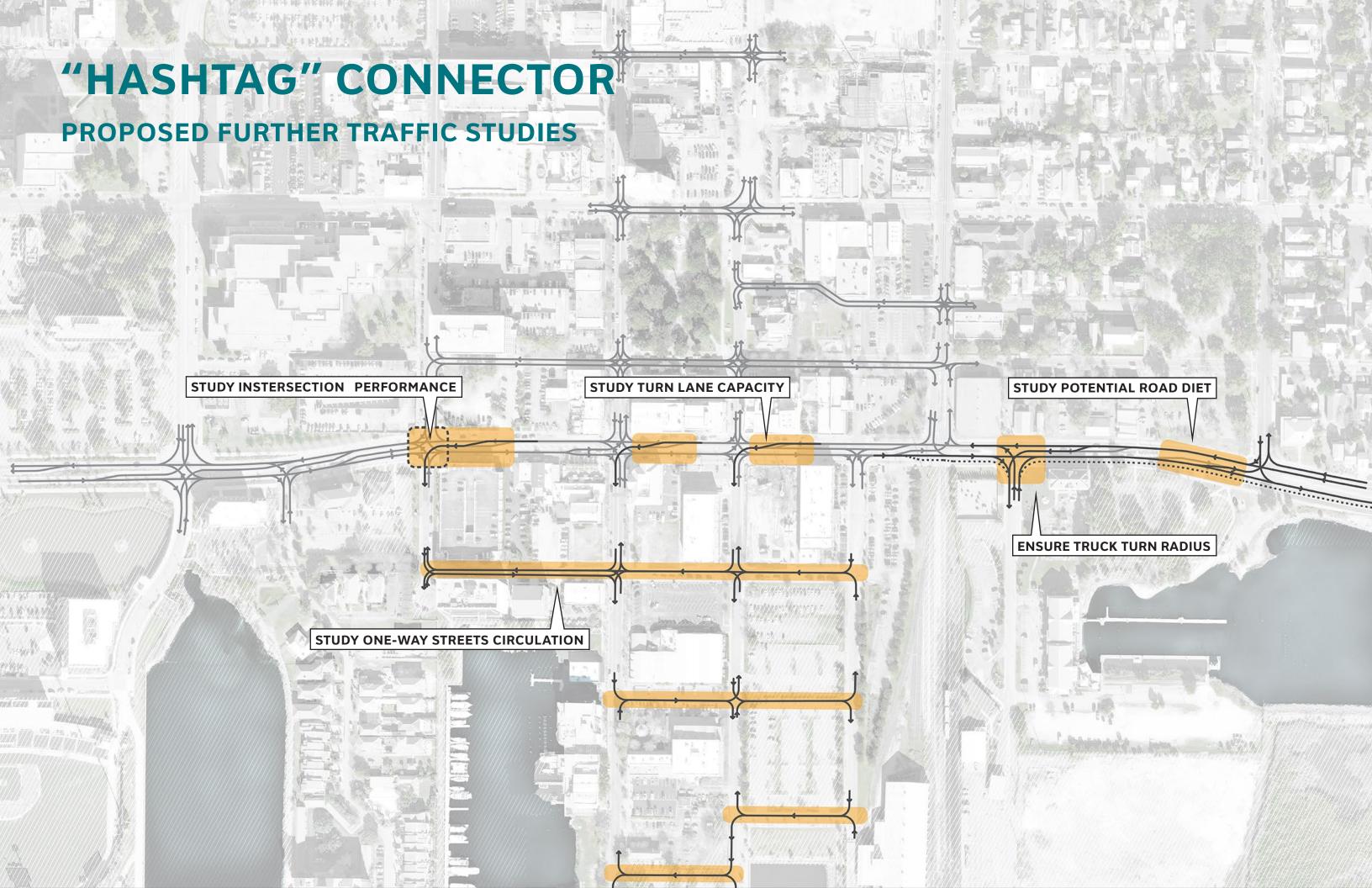


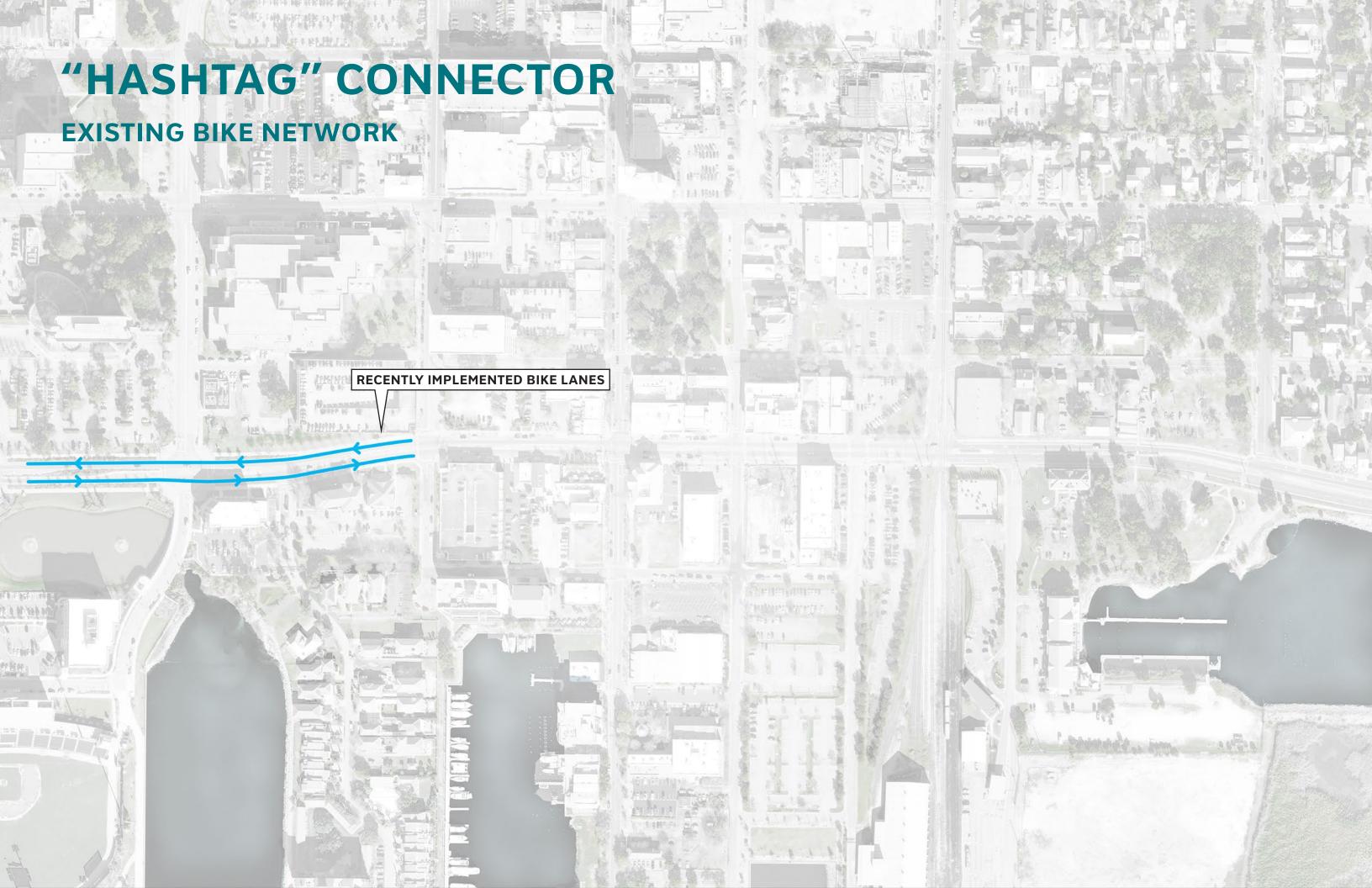


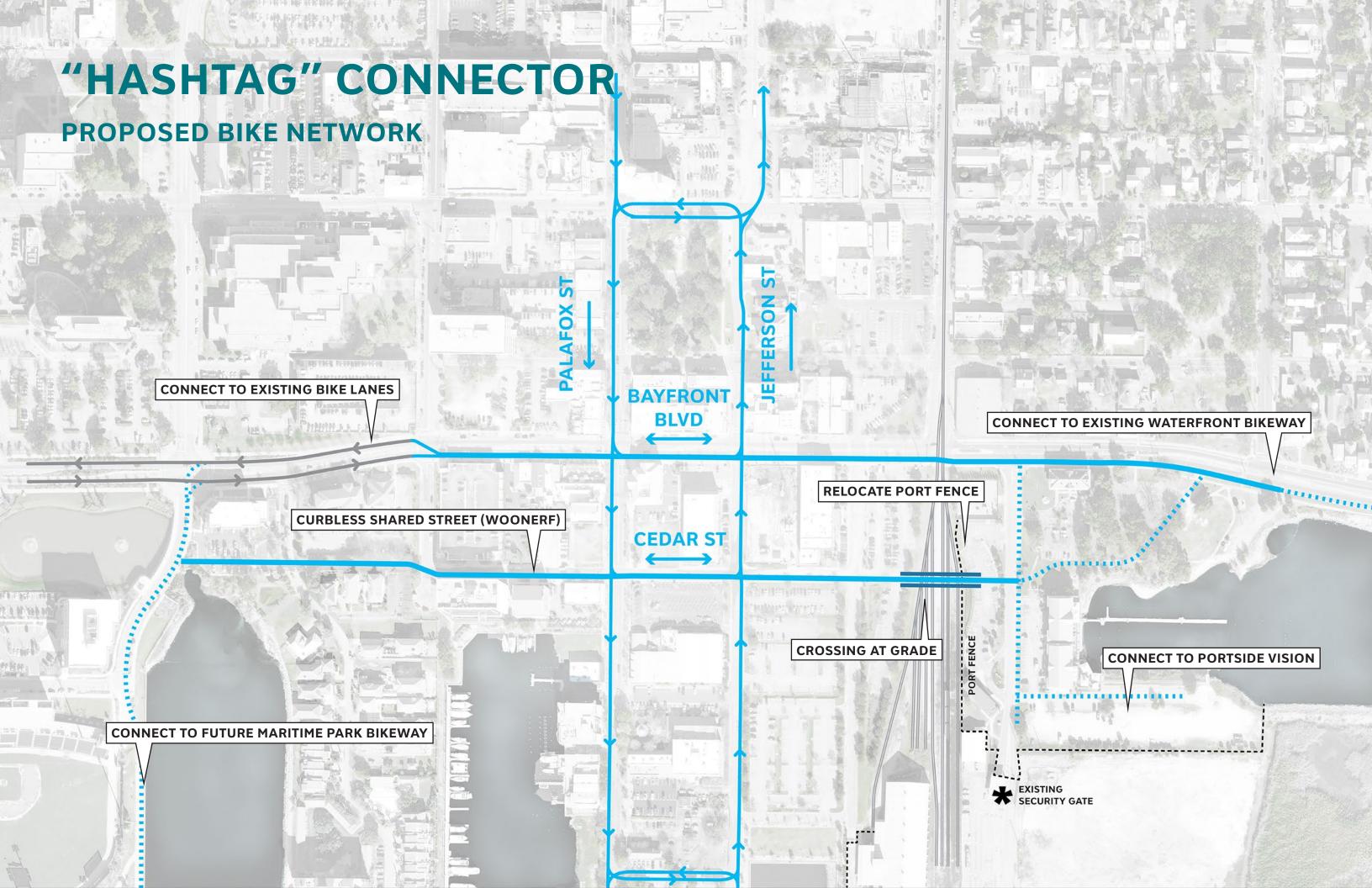




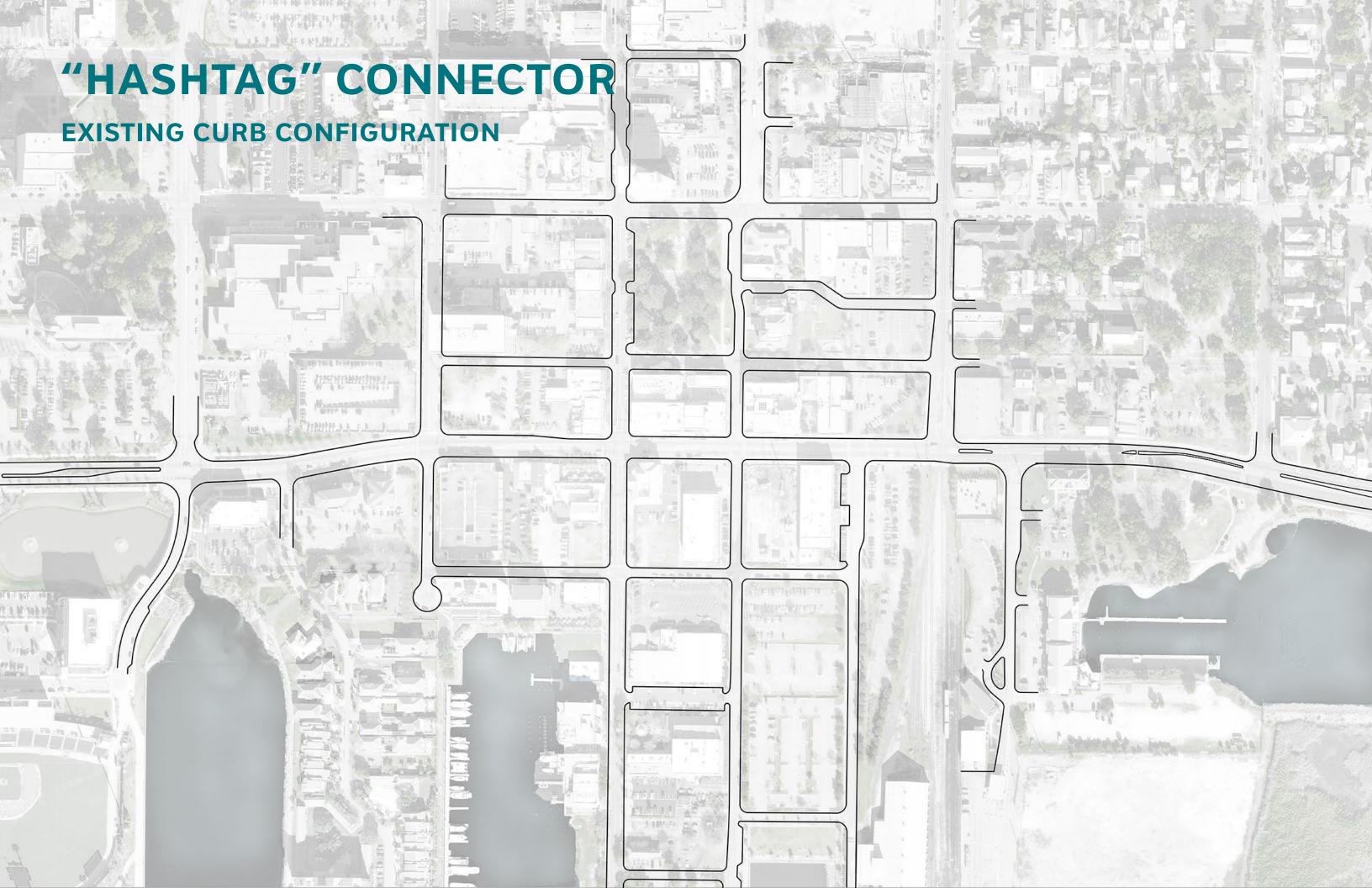


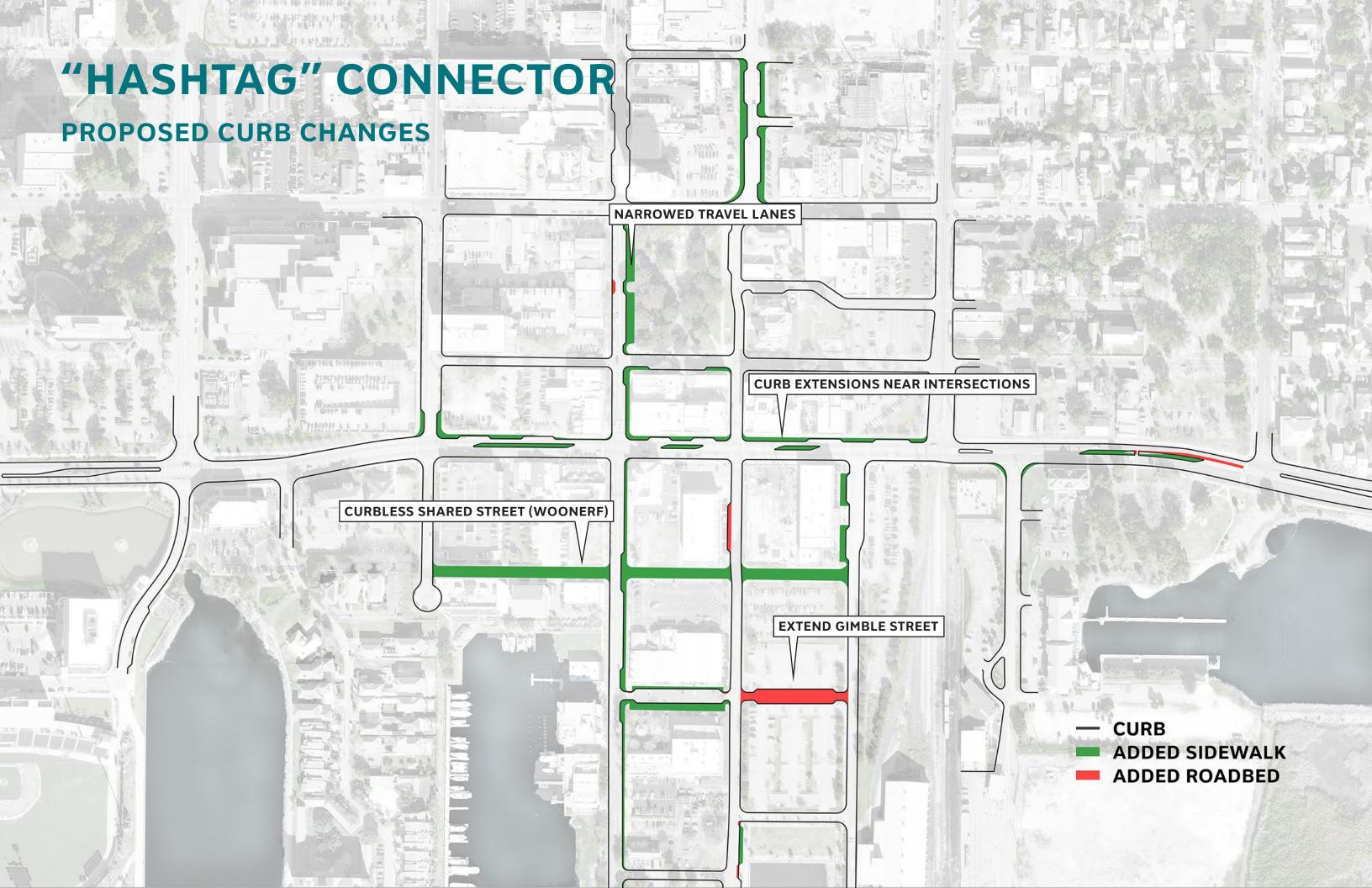




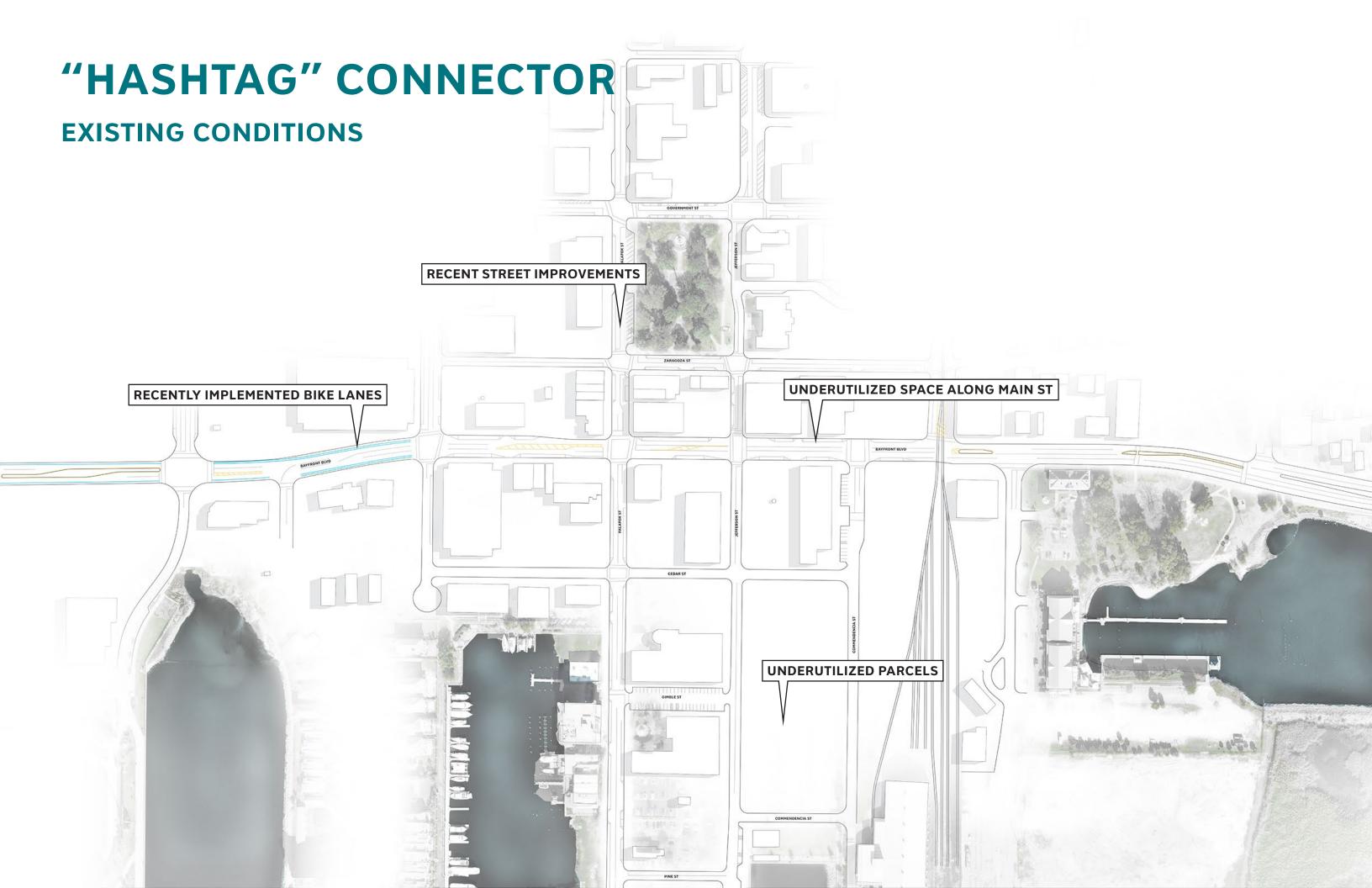


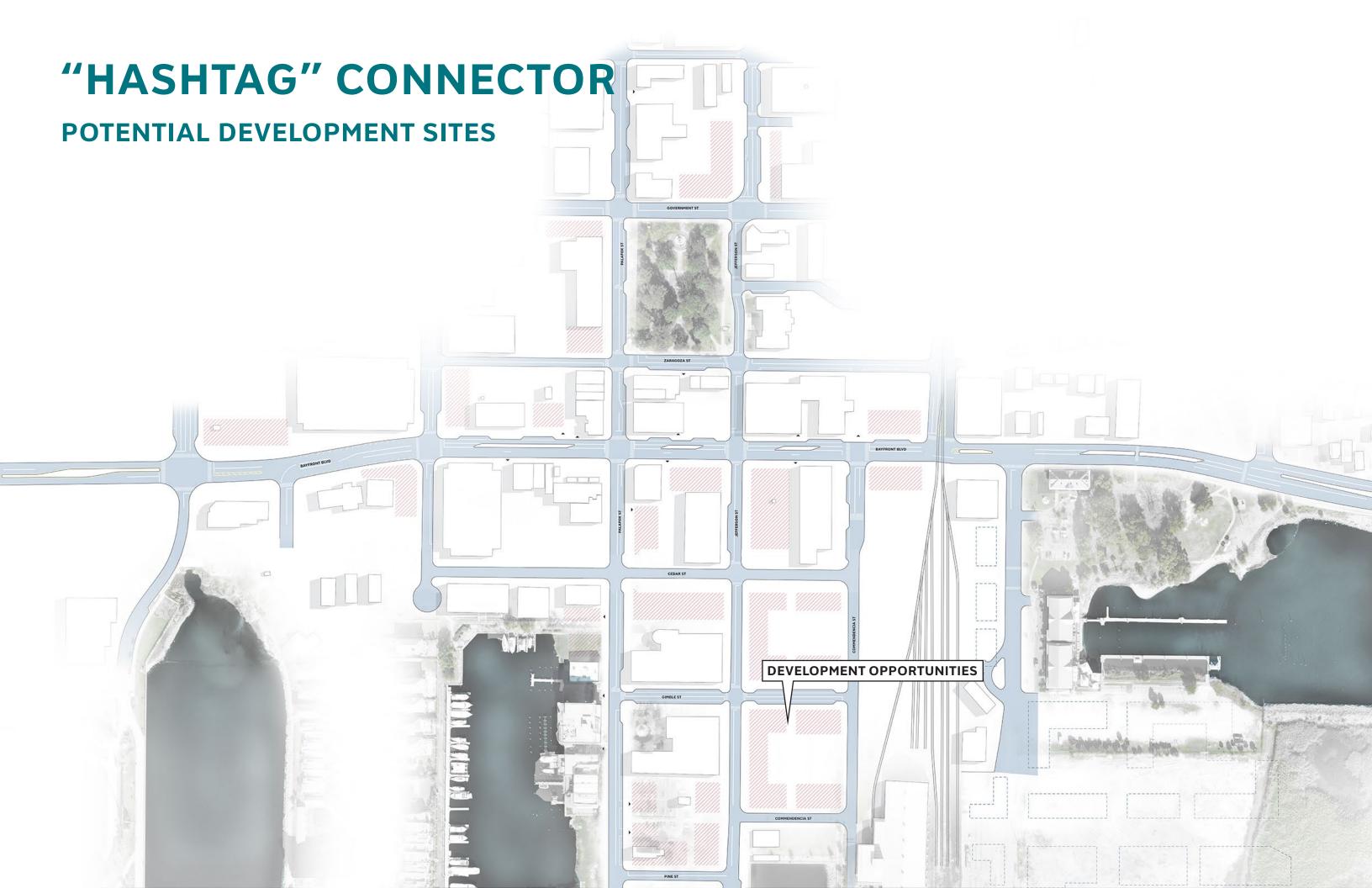


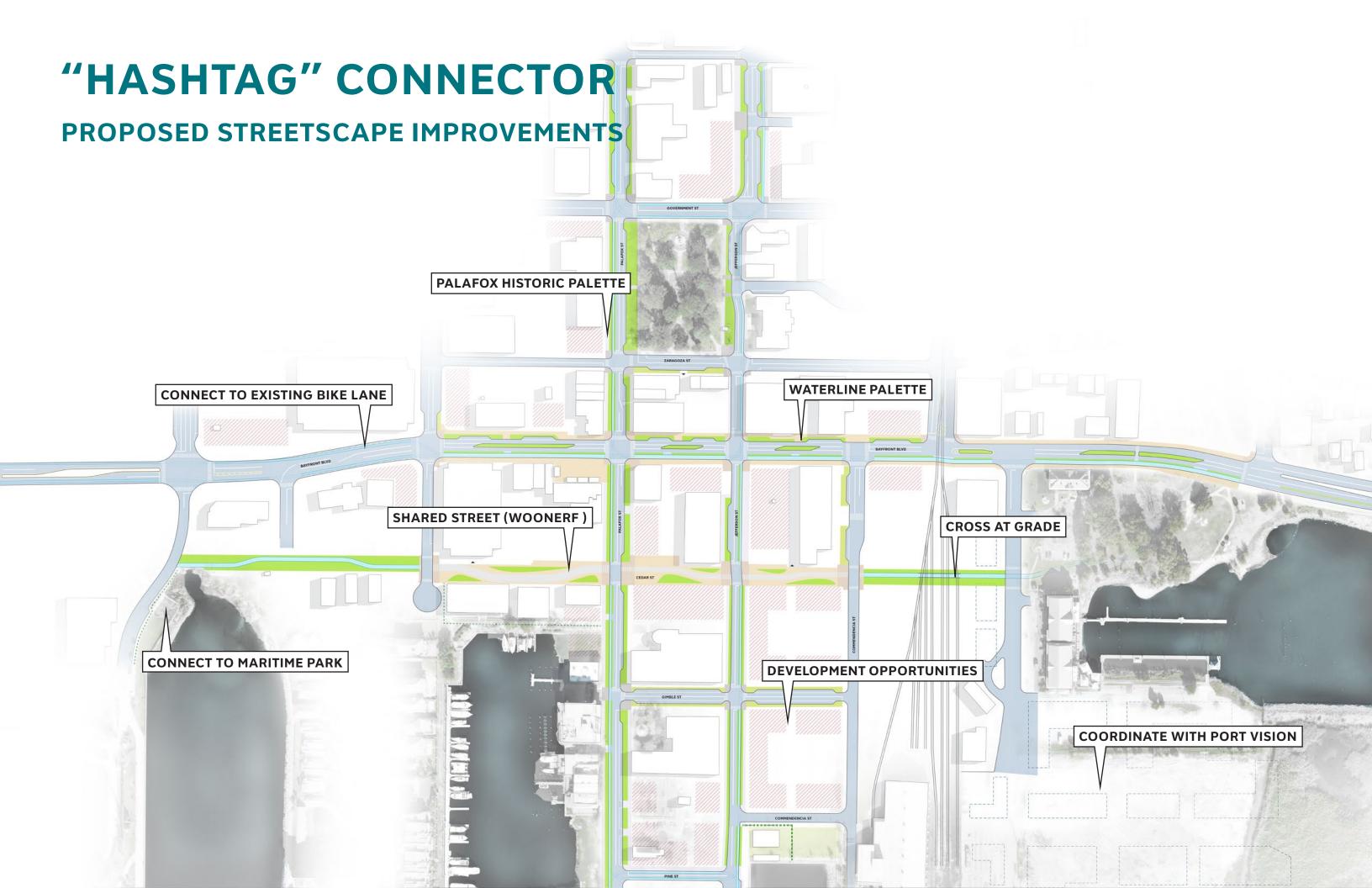


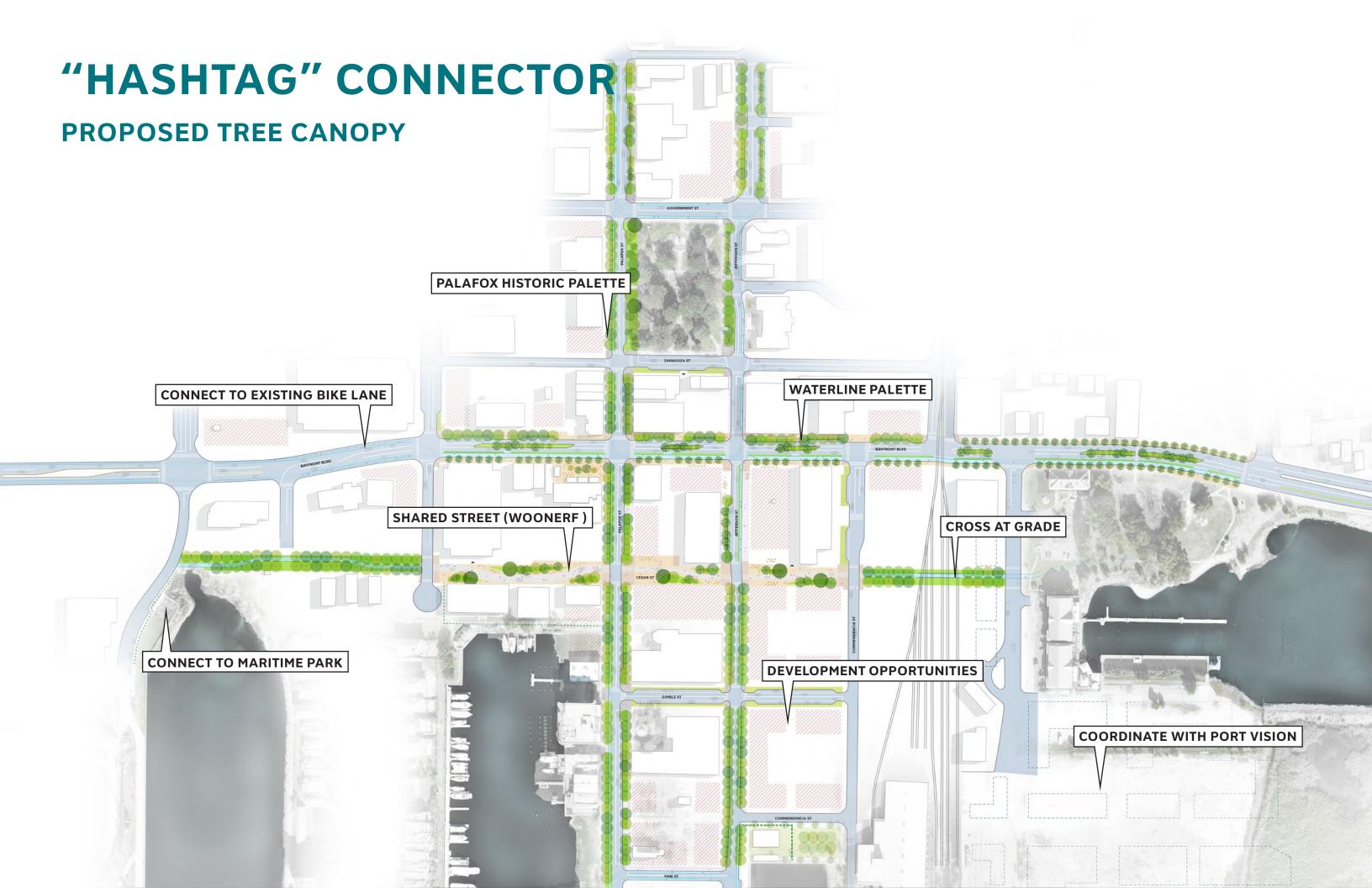








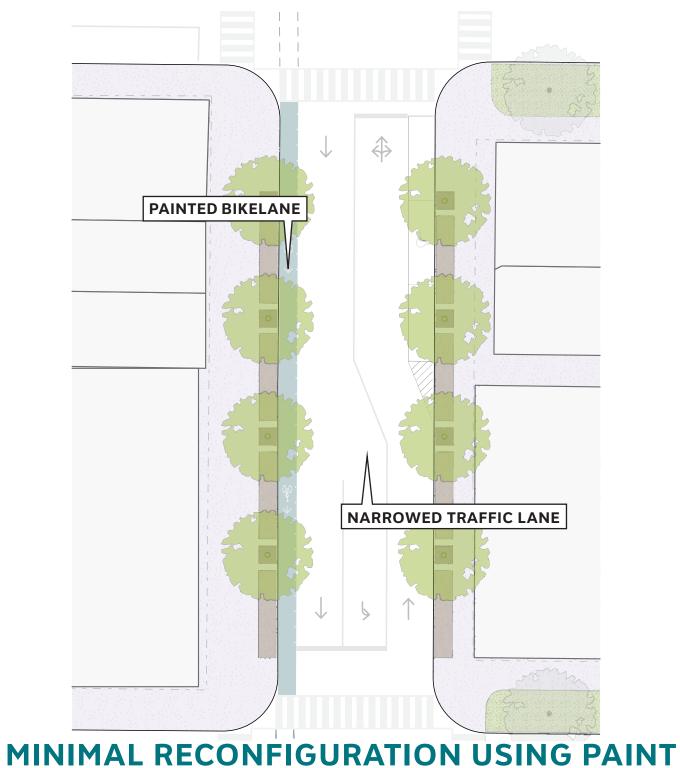




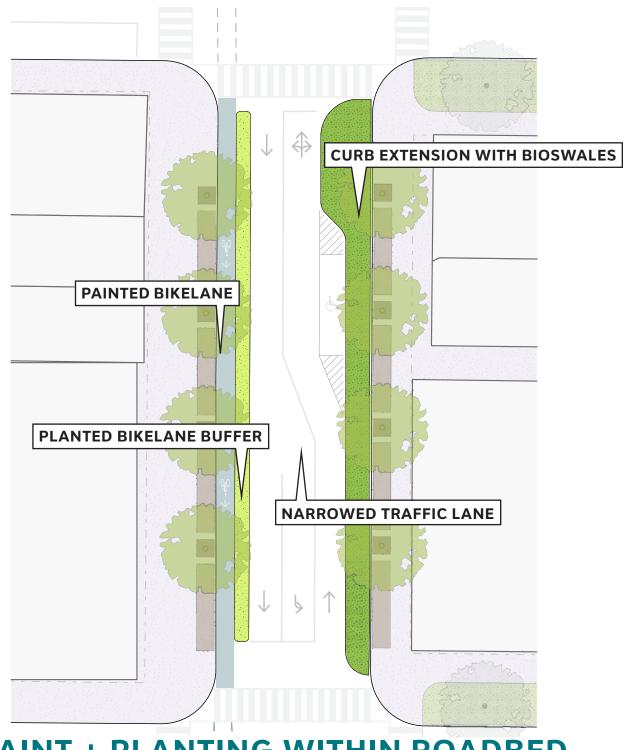
### SIDEWALK RECONSTRUCTION ALTERNATIVES







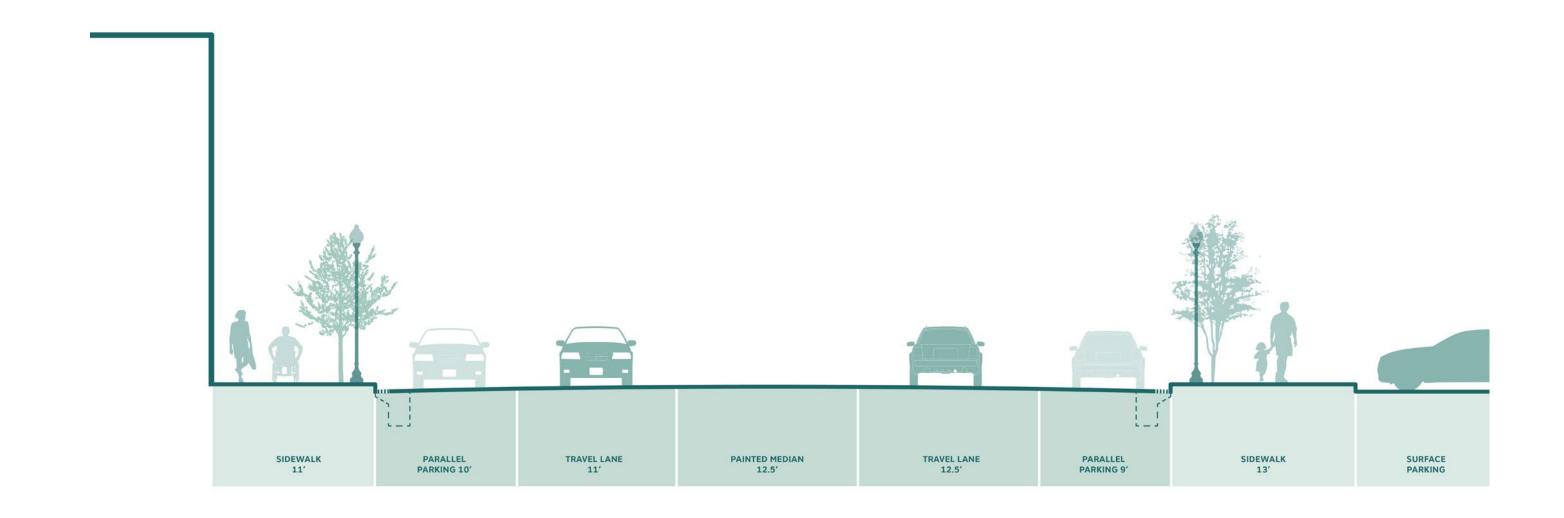
### SIDEWALK RECONSTRUCTION ALTERNATIVES



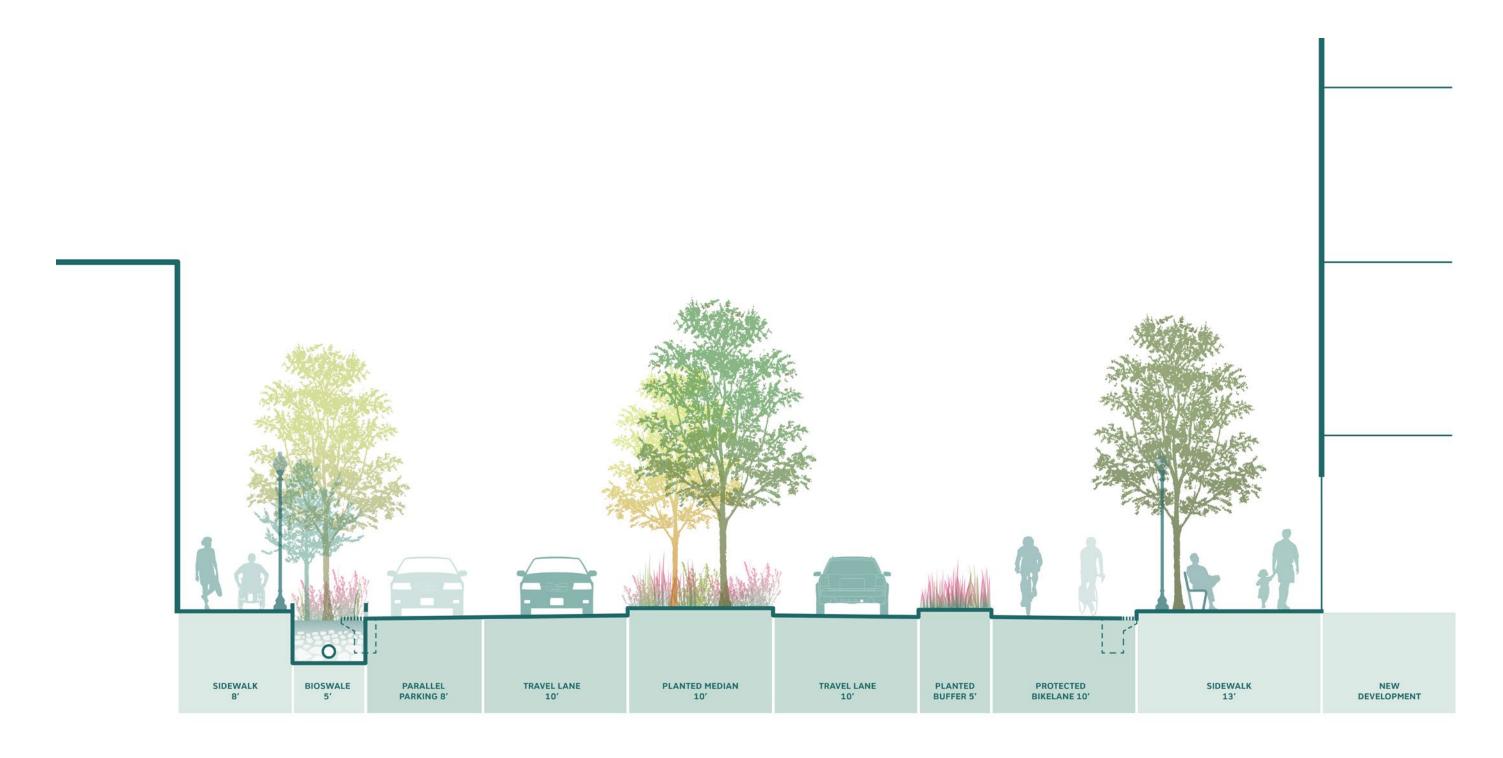
PAINT + PLANTING WITHIN ROADBED



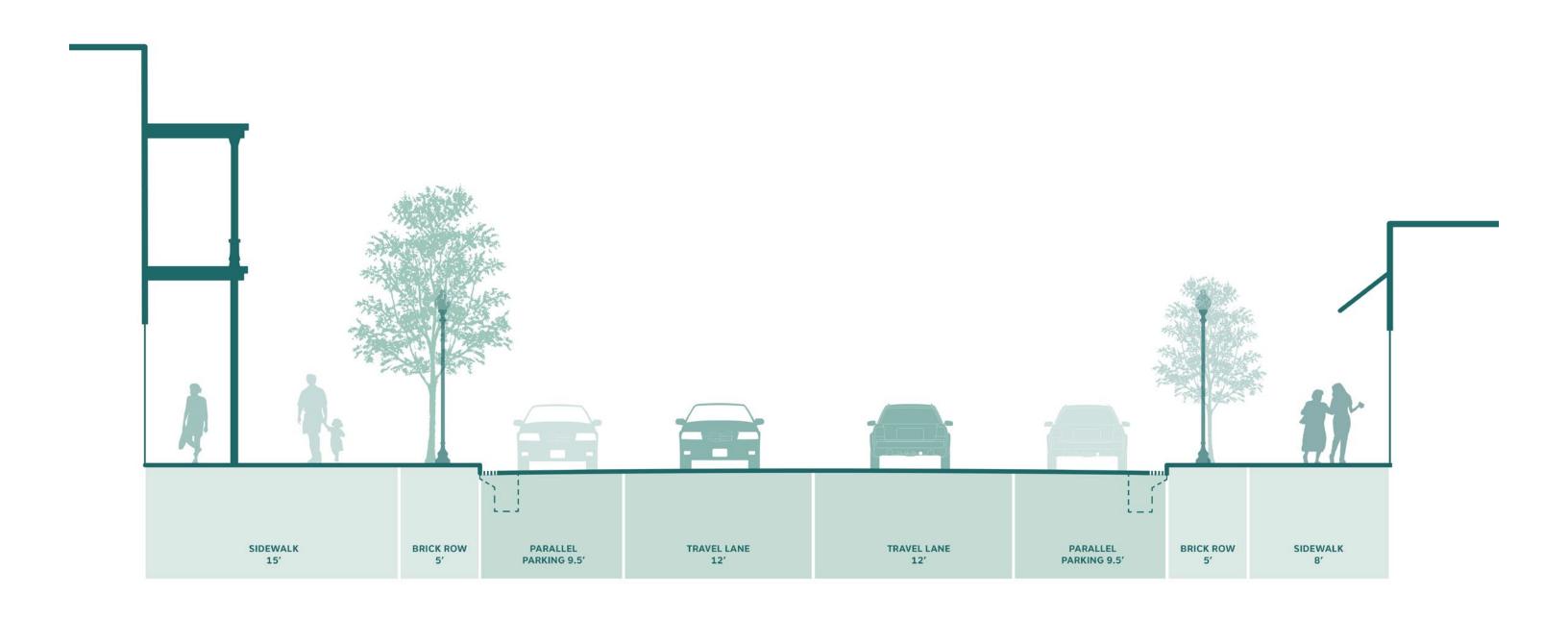
MAIN ST BETWEEN PALAFOX ST AND JEFFERSON ST (EXISTING)



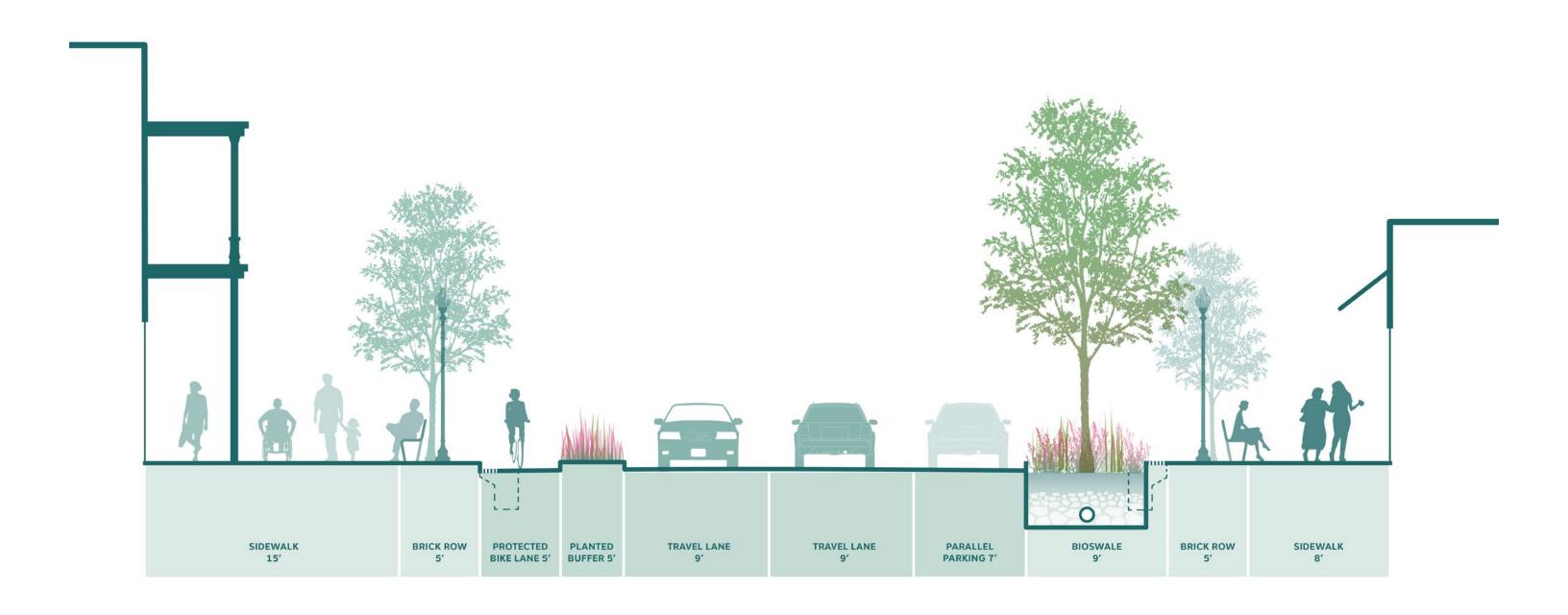
MAIN ST BETWEEN PALAFOX ST AND JEFFERSON ST (PROPOSED)



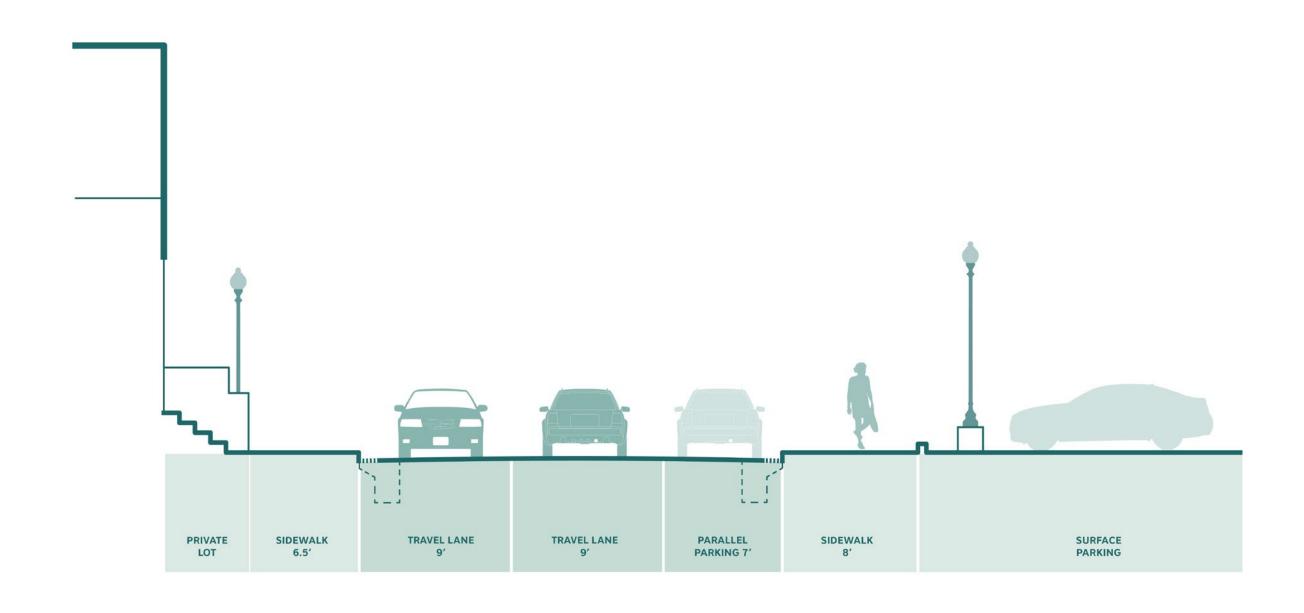
PALAFOX ST BETWEEN MAIN ST AND ZARAGOZA ST (EXISTING)



PALAFOX ST BETWEEN MAIN ST AND ZARAGOZA ST (PROPOSED)

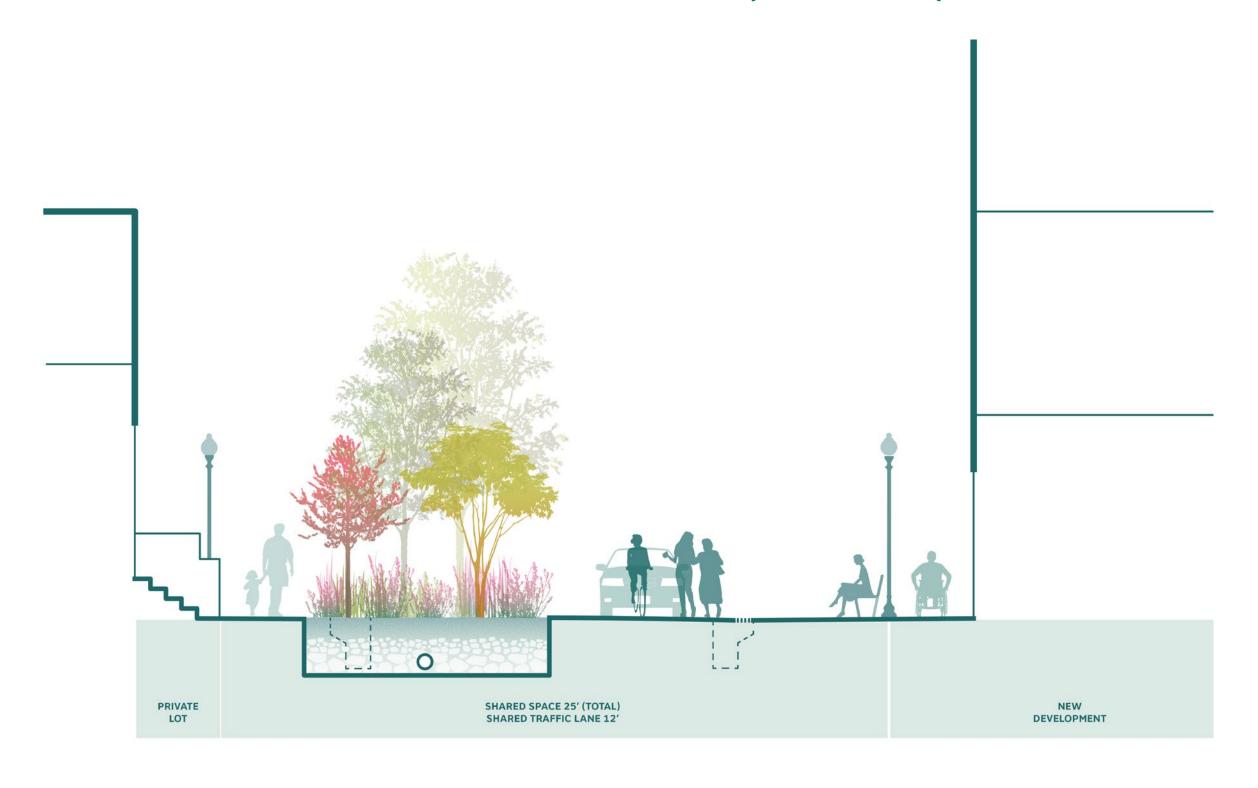


**CEDAR ST BETWEEN PALAFOX ST AND JEFFERSON ST (EXISTING)** 



# "HASHTAG" CONNECTOR

**CEDAR ST BETWEEN PALAFOX ST AND JEFFERSON ST (PROPOSED)** 



## "HASHTAG" CONNECTOR

#### **PLANTING STRATEGY**

MAIN STREET & **NORTH-SOUTH STREETS (LARGE CANOPY TREES)** 













**EAST-WEST** STREETS (SMALL / **ORNAMENTAL TREES)** 













BIOSWALE / **PLANTING BUFFERS** 





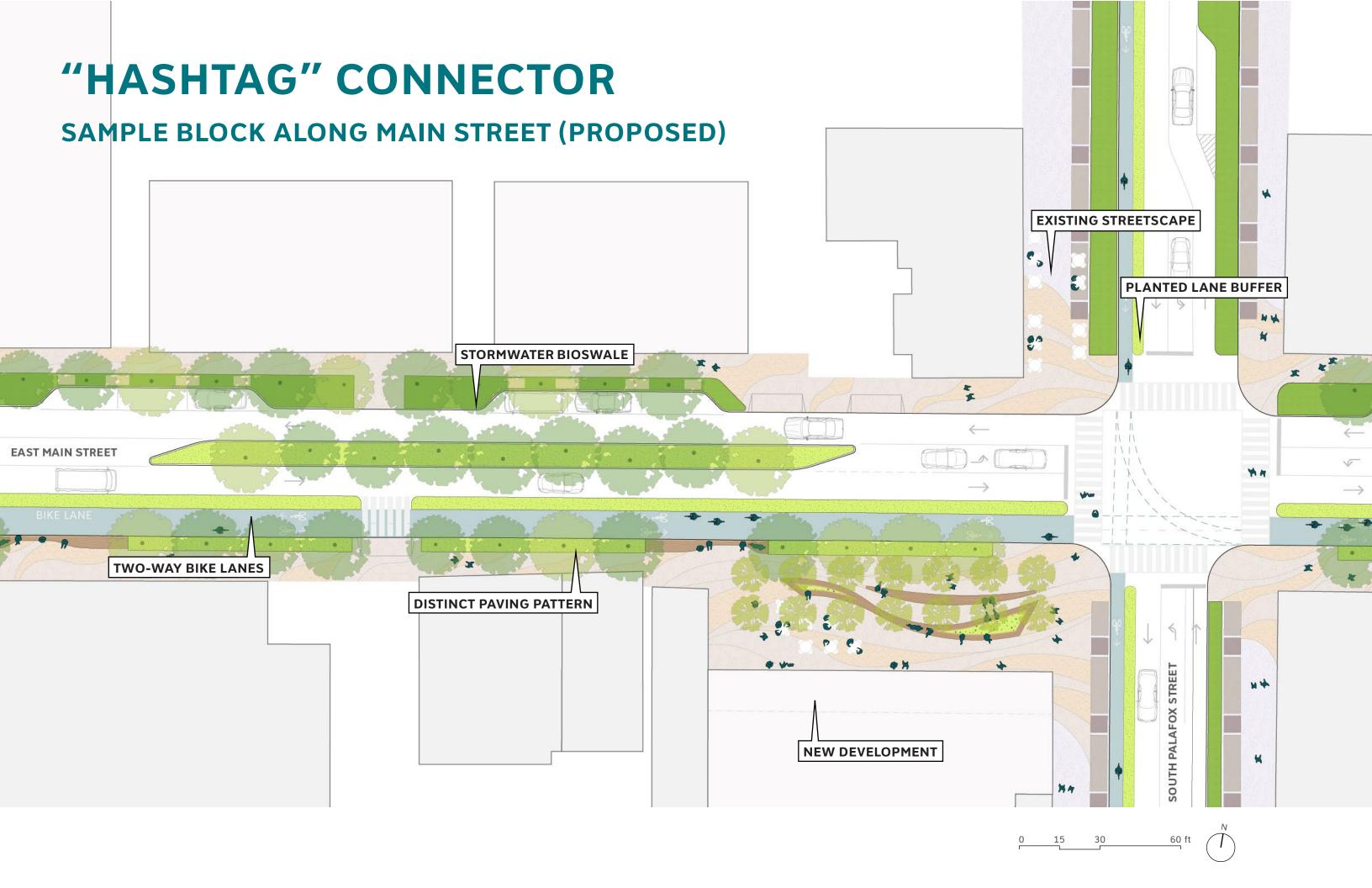


**GULF MUHLY** 

SMOOTH CORDGRASS

**CHEROKEE SEDGE** 



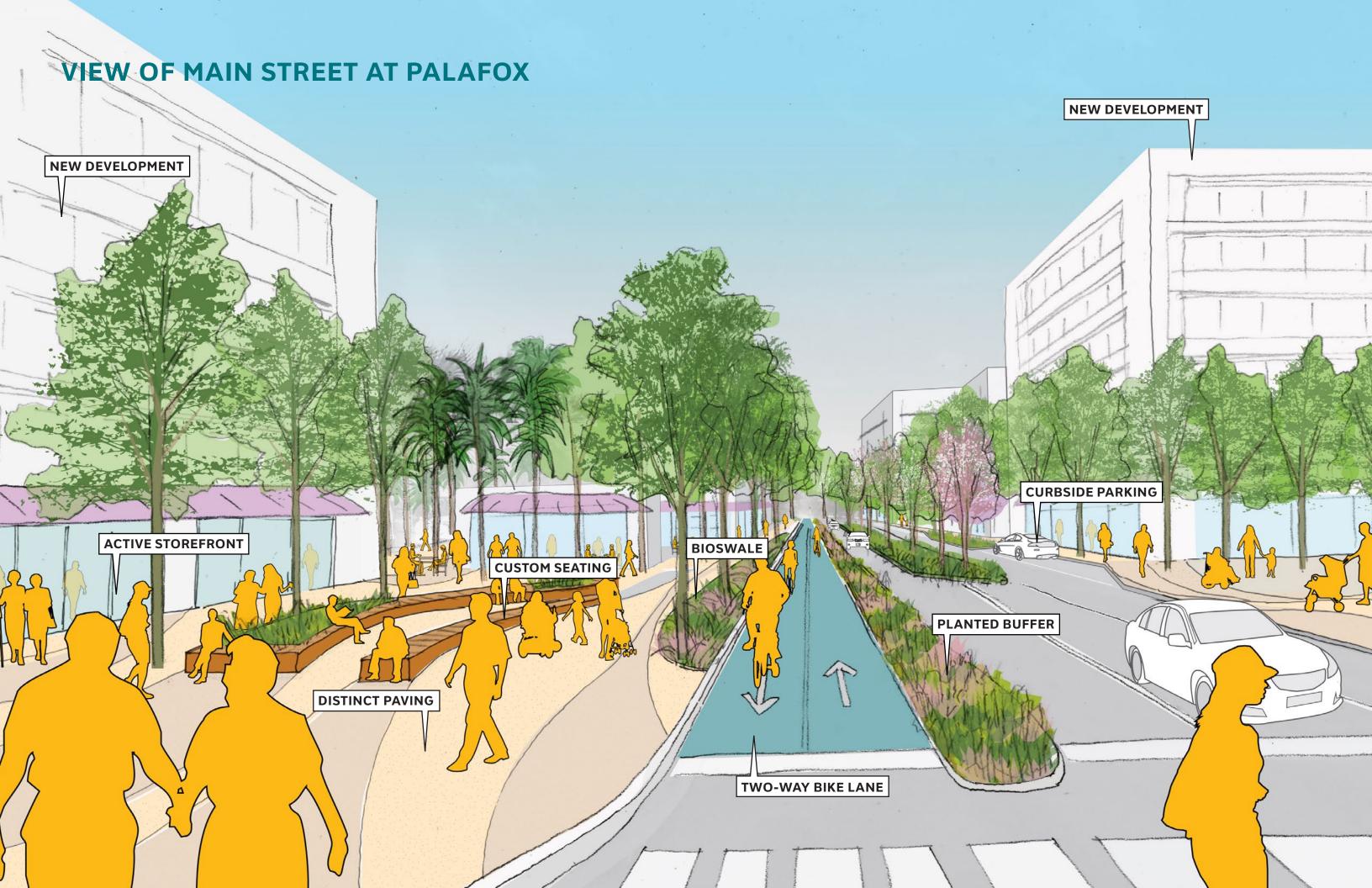














## **VIEW OF MAIN STREET AT JEFFERSON**

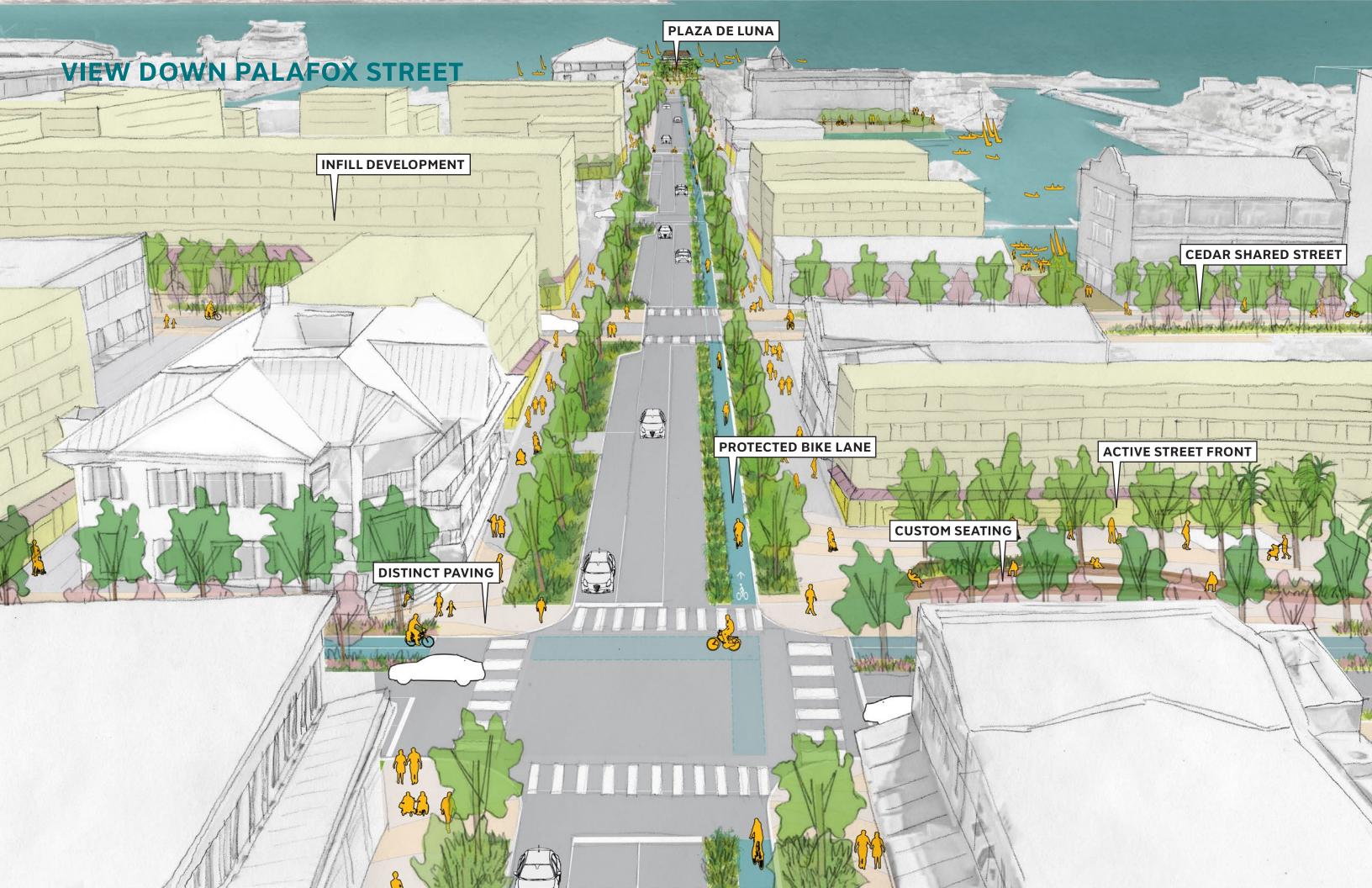


## **VIEW OF MAIN STREET AT JEFFERSON**









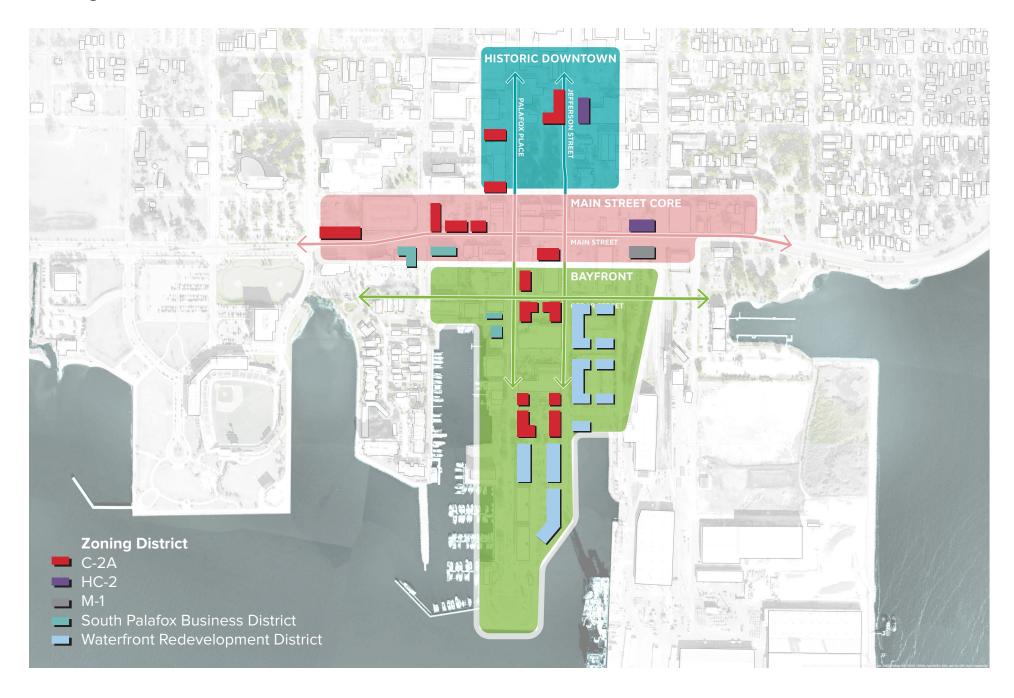
#### **Potential Development Sites in the "Hashtag" Project**

Ownership **PUBLIC / PRIVATE** 



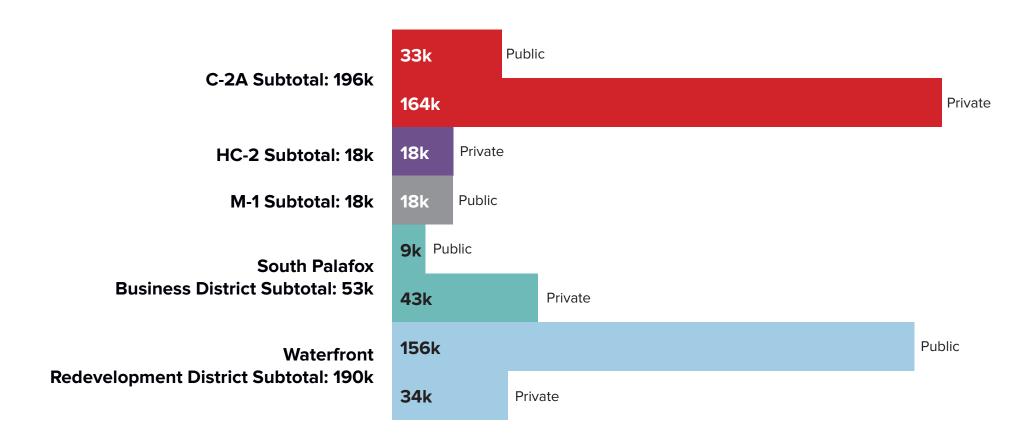
#### **Potential Development Sites in the "Hashtag" Project**

Zoning District



#### **Potential Development Sites in the "Hashtag" Project**

Land Square Footage, by Zoning District



Total Land Area: 474k sqf (10.9 acres)

#### **Permitted Amount of Development:**

Approximately 550 Dwelling Units in Total (Multi-Family) + Commercial

#### **Recommended Development in the "Hashtag" Project**

# Historic Downtown

Mid-Low Density, Retail-Residential

**Permitted DUs:** 

Approximately 15 in Total

#### **Main Street**

High Density, Retail-Residential -Hotel

Permitted DUs:

Approximately 170 in Total

### Bayfront

Mid-High Density, Retail-Residential-Office

**Permitted DUs:** 

Approximately 360 in Total

#### **Zoning District**

**C**-2A

HC-2

\_\_\_ M-1

South Palafox Business District

Waterfront Redevelopment District

#### Implementation Strategies for the "Hashtag" Project

Public Realm and Infrastructure Capital Improvement & Maintenance

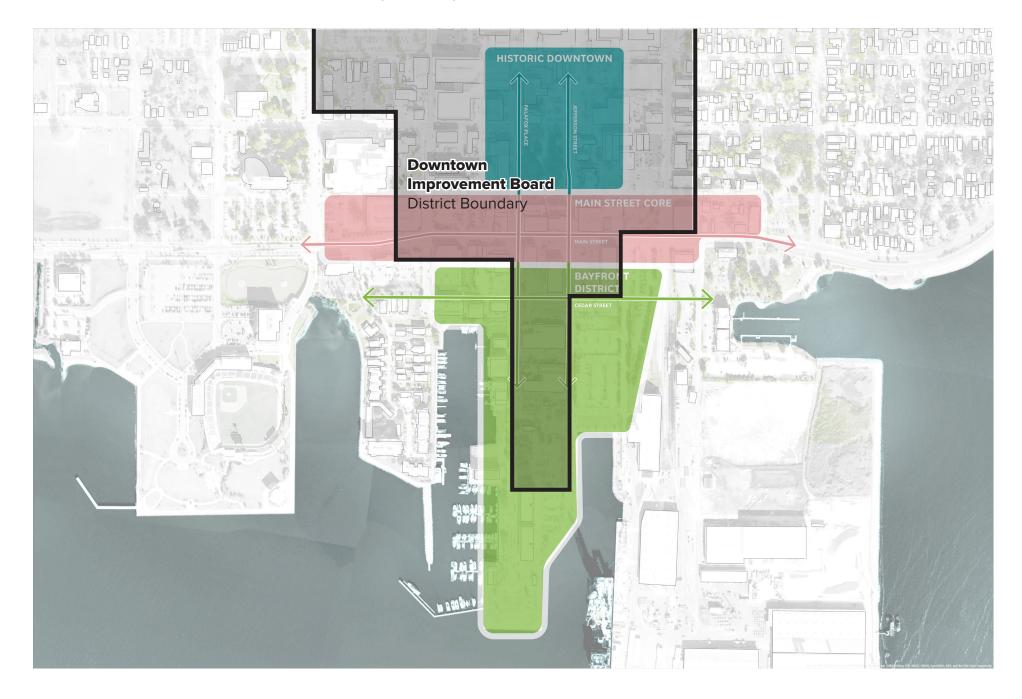
Public Improvement District Private

City Assessment Sponsorship Foundation Foundation Fundraising

The Hashtag Project Area overlaps with the **Downtown Improvement Board** (DIB), funded by a special tax levy on properties within its district boundaries. While the Downtown Improvement District focuses on maintenance of the downtown instead of capital improvements, they can potentially work with the City and identify recommended street improvement projects for City funding. The **Parking Management District**, also overseen by the DIB, could potentially fund capital improvements with available parking revenue, provided that the inter-local agreement with the City is renegotiated.

#### Implementation Strategies for the "Hashtag" Project

Public Realm and Infrastructure Capital Improvement



#### Implementation Strategies for the "Hashtag" Project

Development Process for Public Land



## Recommended Development and Design Strategies for the "Hashtag" Project

Coexisting with Historic District of Unique Character

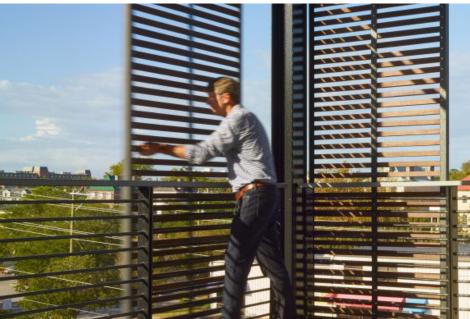


Historic Front Street (Cookfox)

### Recommended Development and Design Strategies for the "Hashtag" Project

Indoor/Outdoor Space

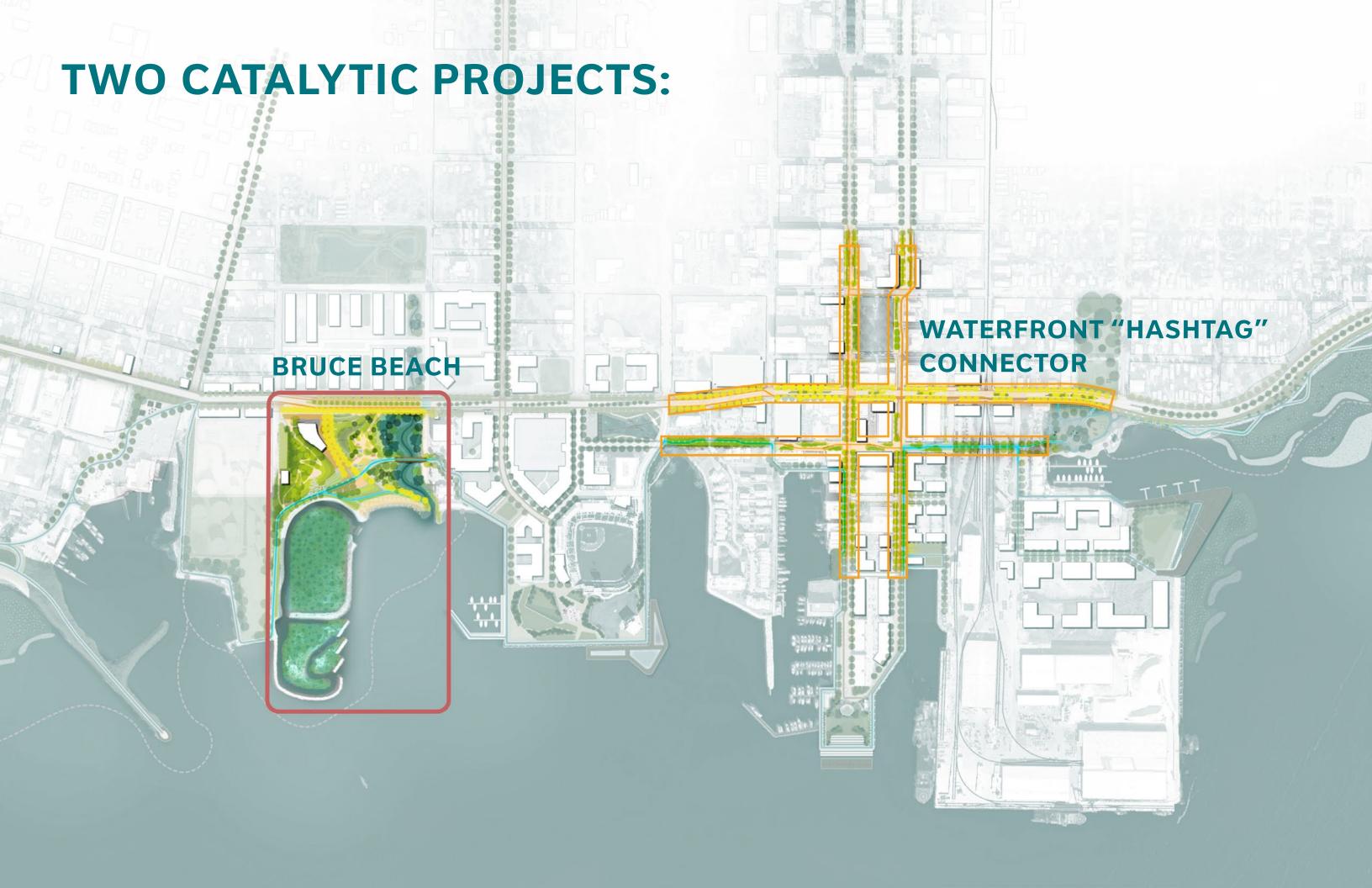






Williams Terrace (David Baker)

# BRUCE BEACH



# KEY PRIORITIES











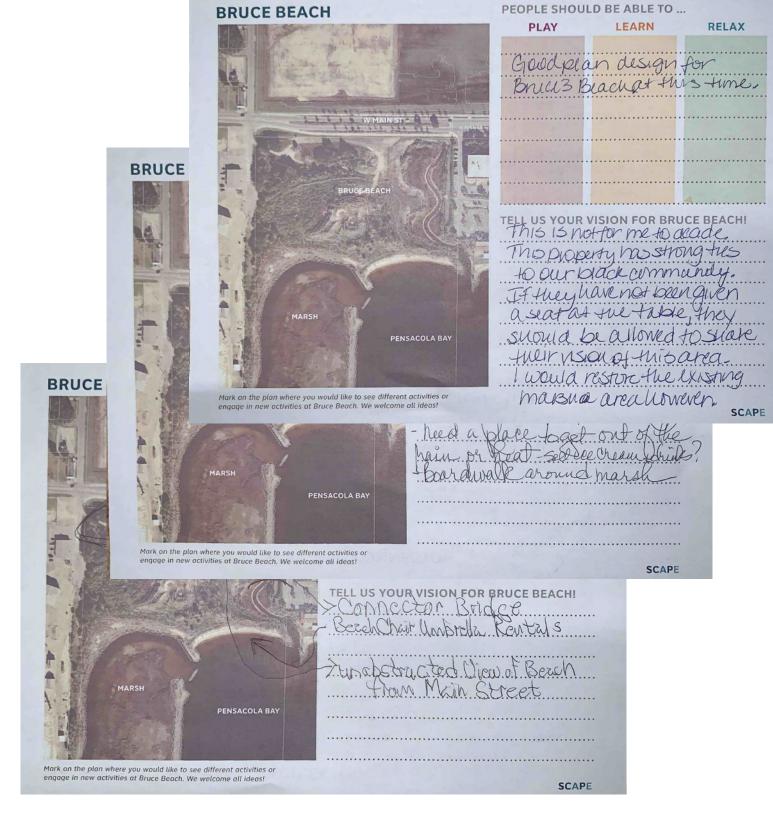




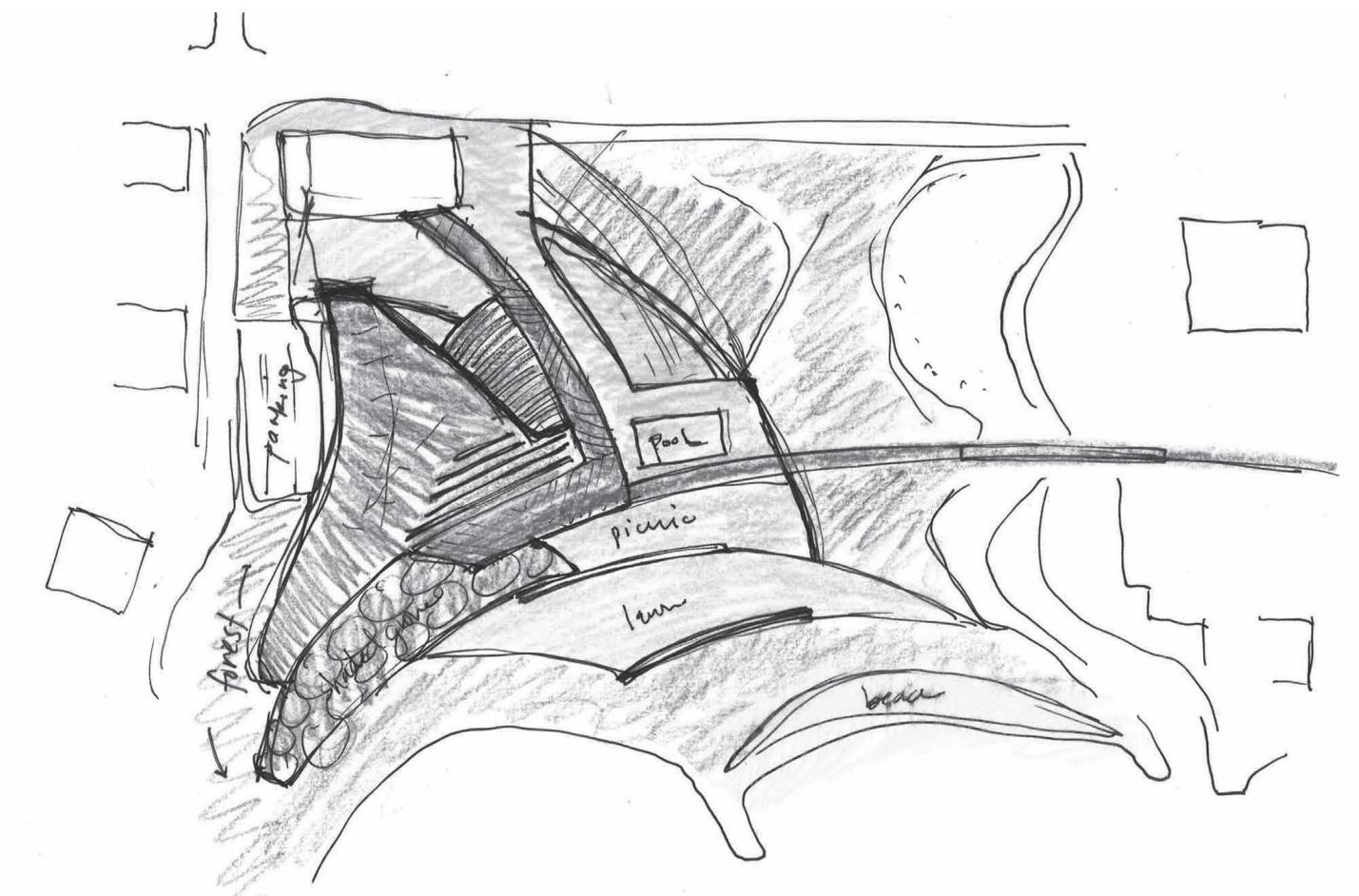


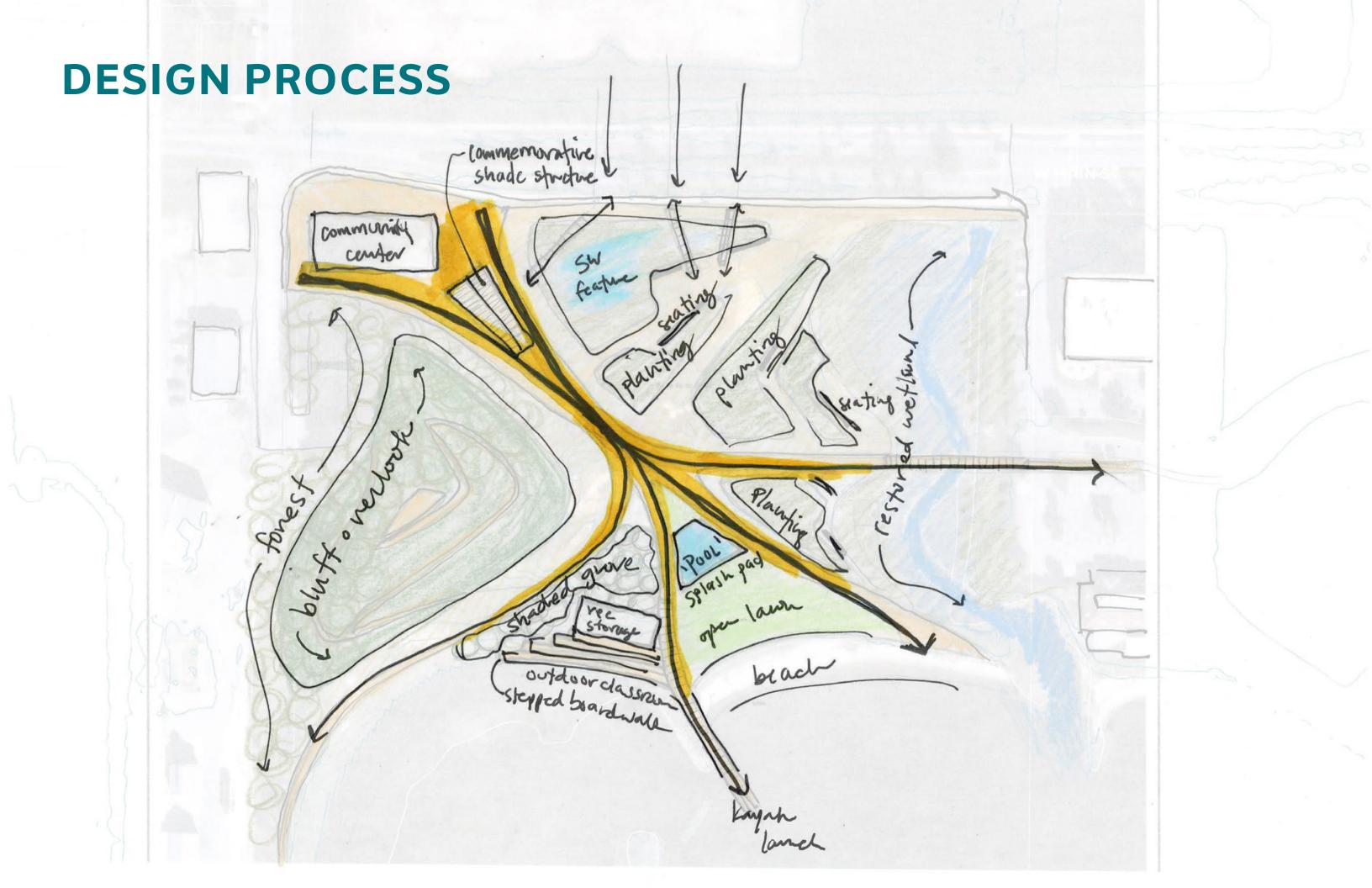
## **CIVICON FEEDBACK SHEETS**





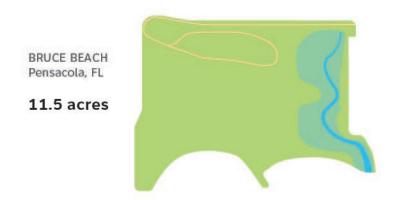
## **DESIGN PROCESS**





## **BRUCE BEACH**

### **SCALE COMPARISONS**



SEVILLE SQUARE Pensacola, FL

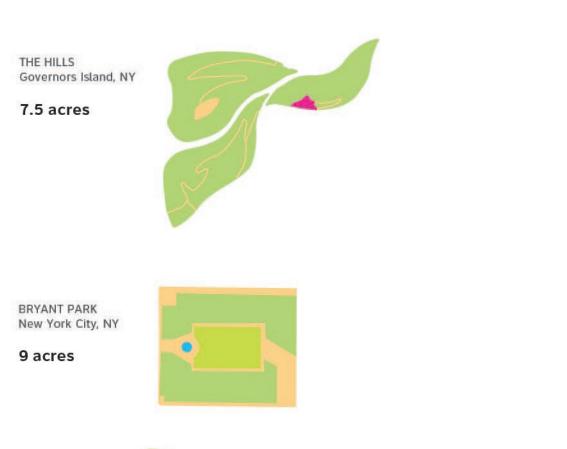
2 acres



ADMIRAL MASON PARK Pensacola, FL

7.5 acres



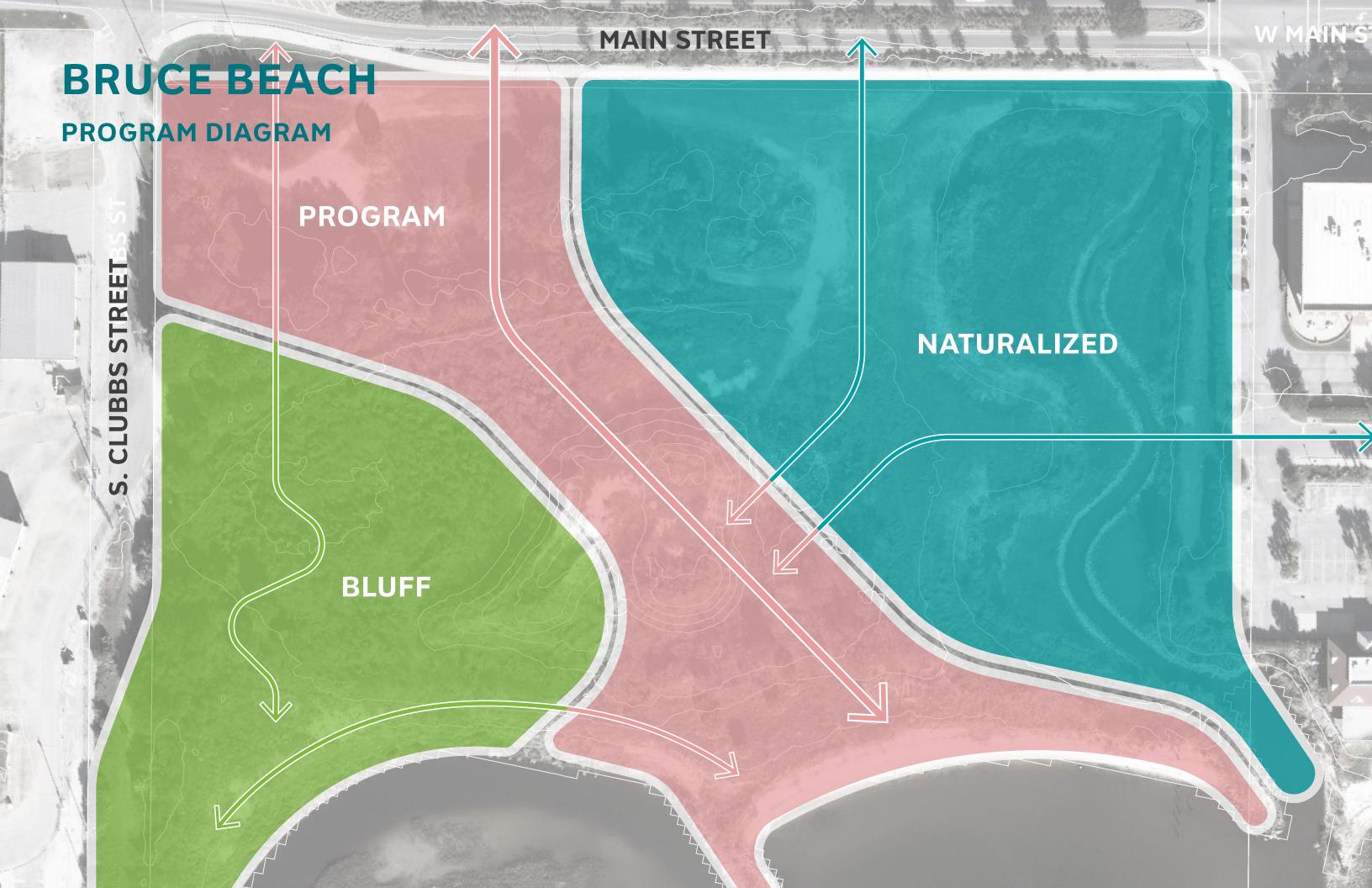


28 acres



















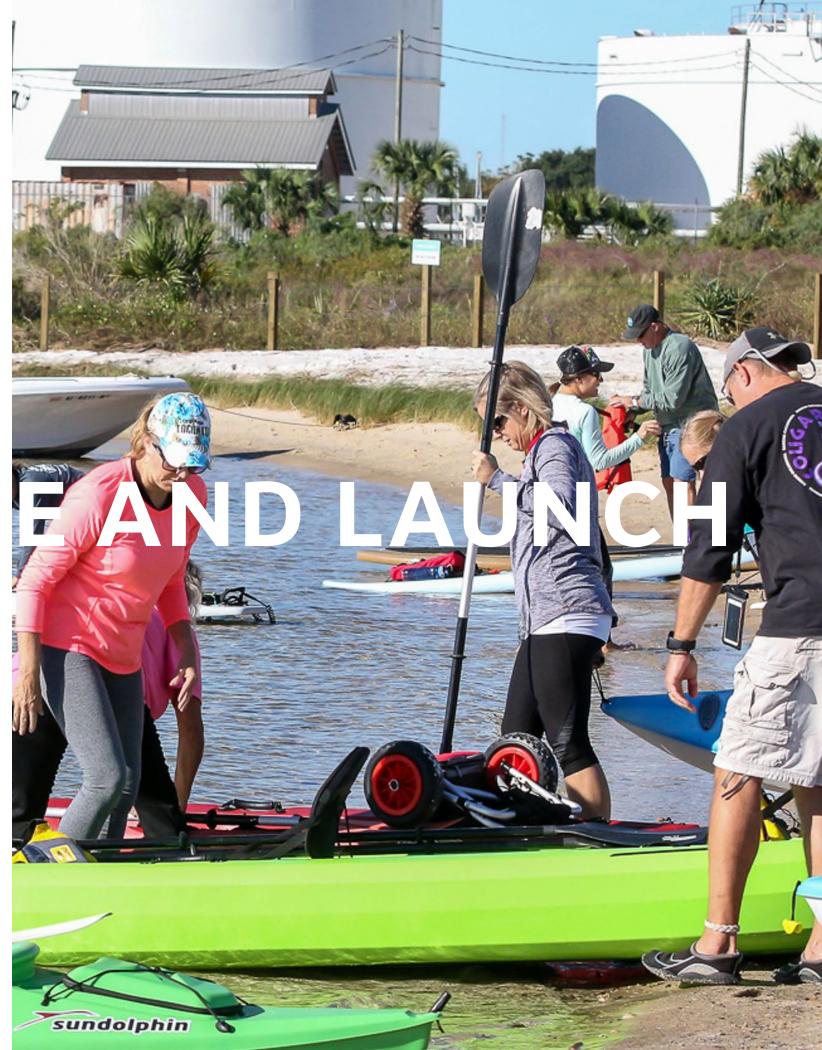










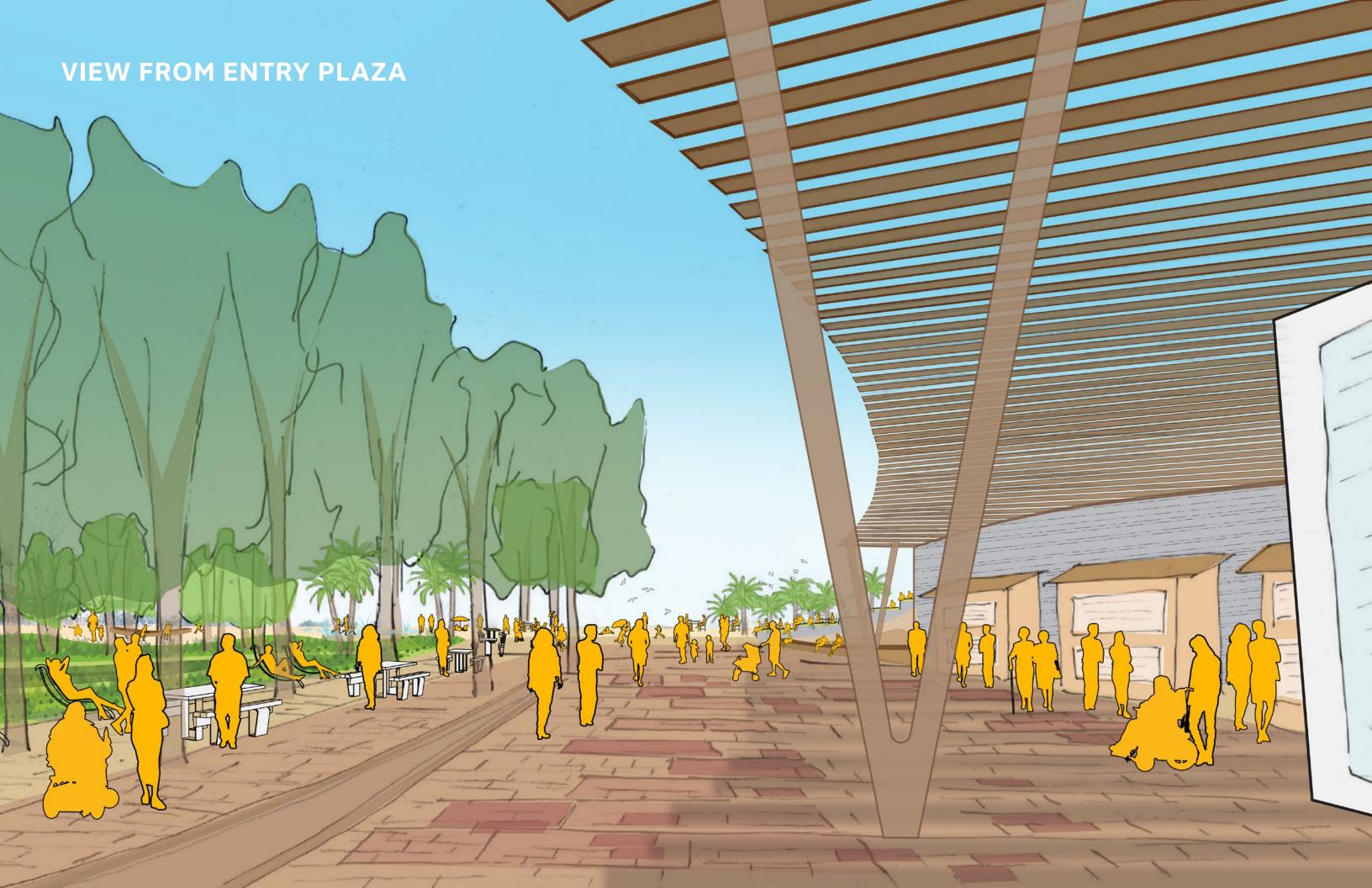


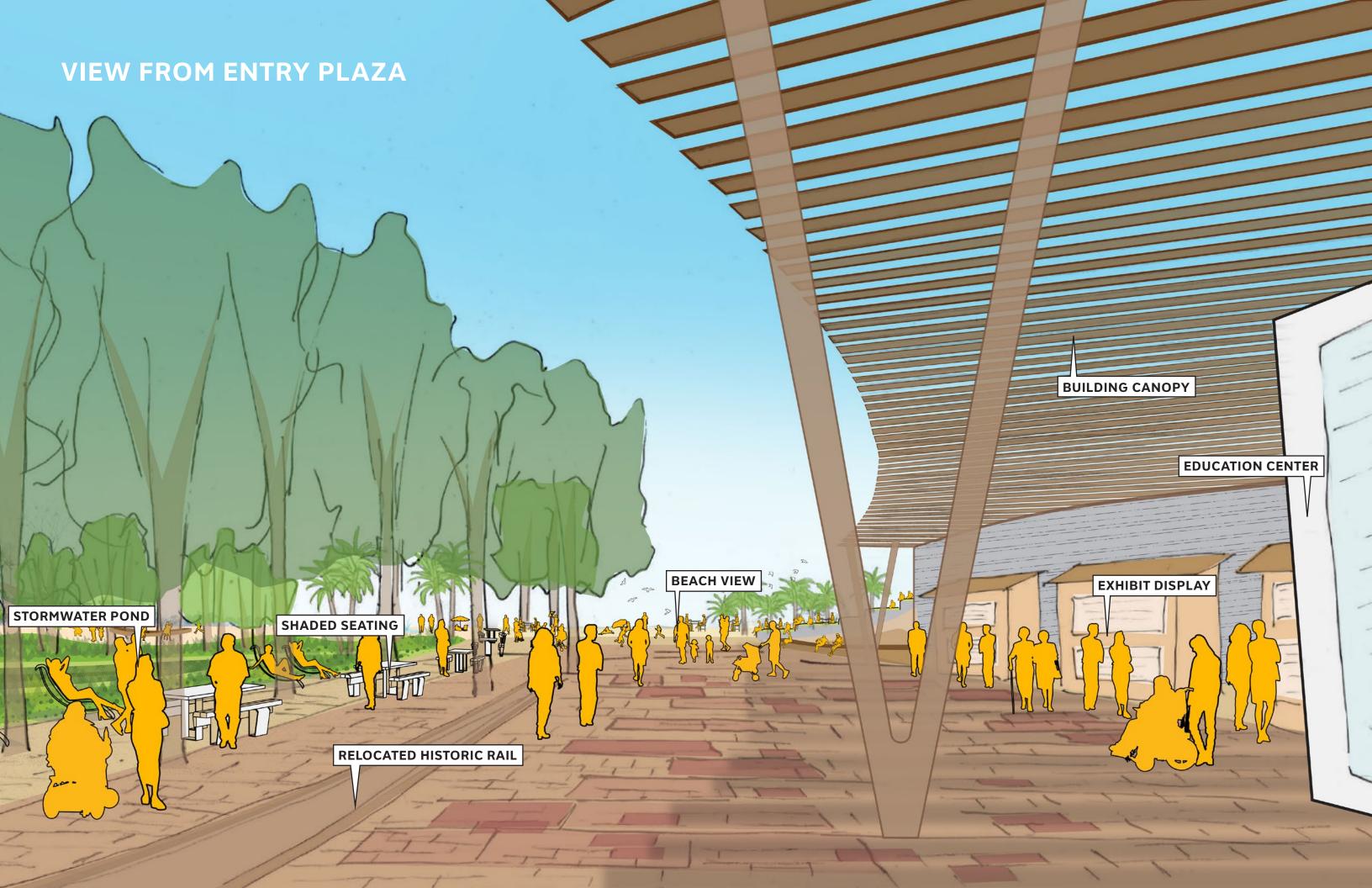






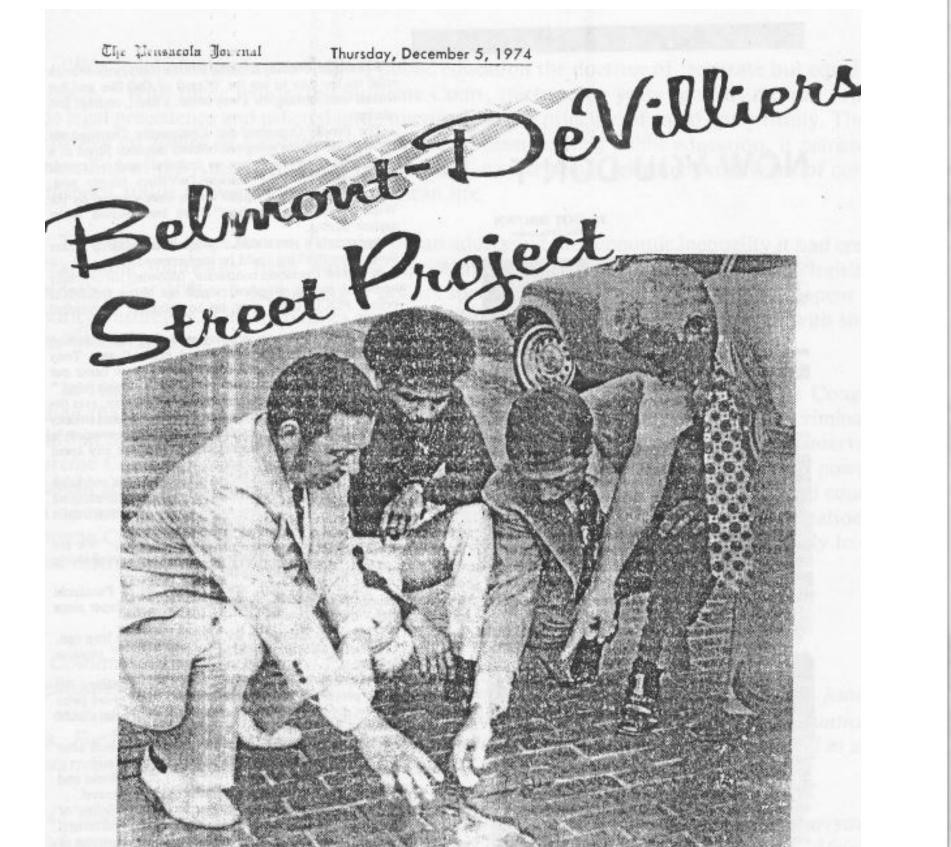
















Larry Grice takes the plunge at Bruce Beach Pool.





### **BLUFF COMMUNITY**

#### **BLUFF TREES**













LONG LEAF PINE

**SLASH PINE** 

LOBLOLLY PINE

### BLUFF UNDERSTORY/ SHRUBS













**SAW PALMETTO** 

**WAX MYRTLE** 

GALBERRY

### BLUFF UNDERSTORY/ HERBACEOUS









LITTLE BLUESTEM

ST. JOHNS WORT



## **DUNE COMMUNITY**

### **DUNE TREES**









**CABBAGE PALM** 

SAND LIVE OAK

## DUNE UNDERSTORY/ SHRUBS













SAW PALMETTO

**WAX MYRTLE** 

**SEA GRAPE** 

DUNE UNDERSTORY/ HERBACEOUS













SEA OATS

**DUNE PANIC GRASS** 

FLORIDA ROSEMARY



## **HARDWOOD HAMMOCK COMMUNITY**

### HARDWOOD HAMMOCK TREES















SAND LIVE OAK

LAUREL OAK









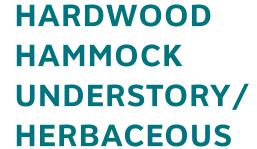




**SOUTHERN MAGNOLIA** 

**PIGNUT HICKORY** 

AMERICAN HOLLY











LITTLE BLUE STEM

SAW PALMETTO



## **WET PRAIRIE COMMUNITY**

## WET PRAIRIE/ GRASSES













WET PRAIRIE/ HERBACEOUS













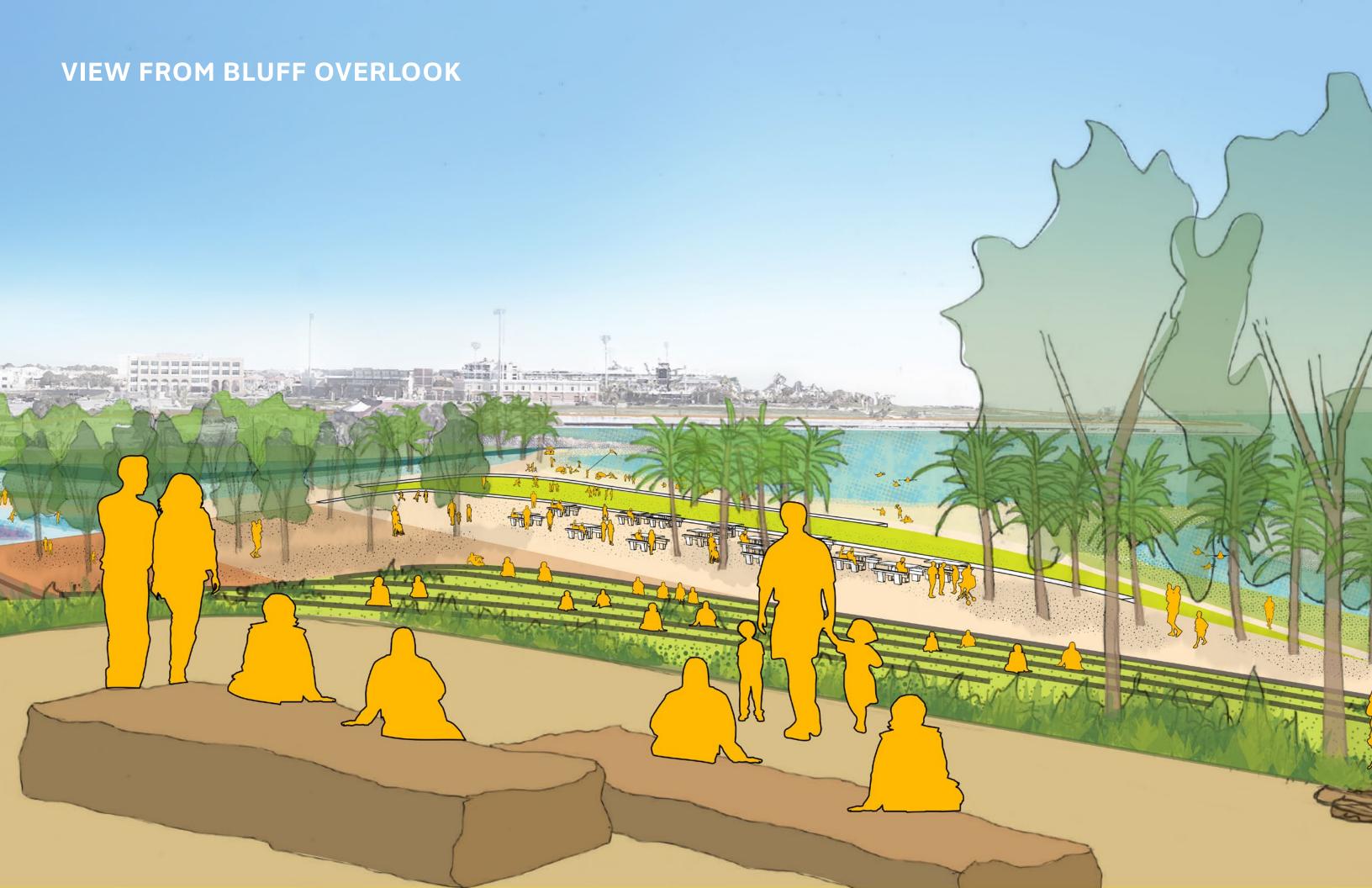
FLORIDA LOBELIA

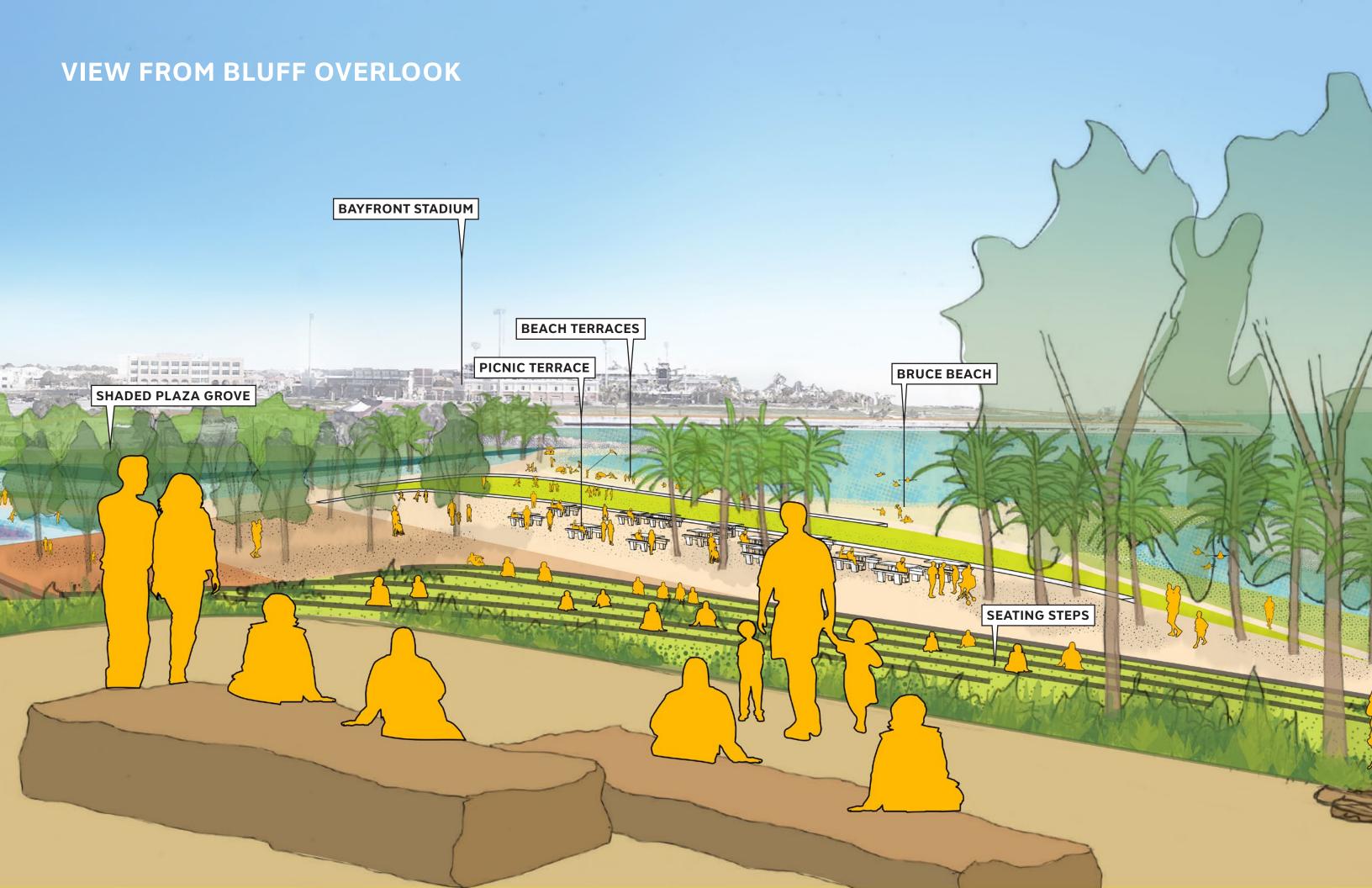
PICKERELWEED

WATER HYSSOP

### VIEW FROM EXISTING MOUND

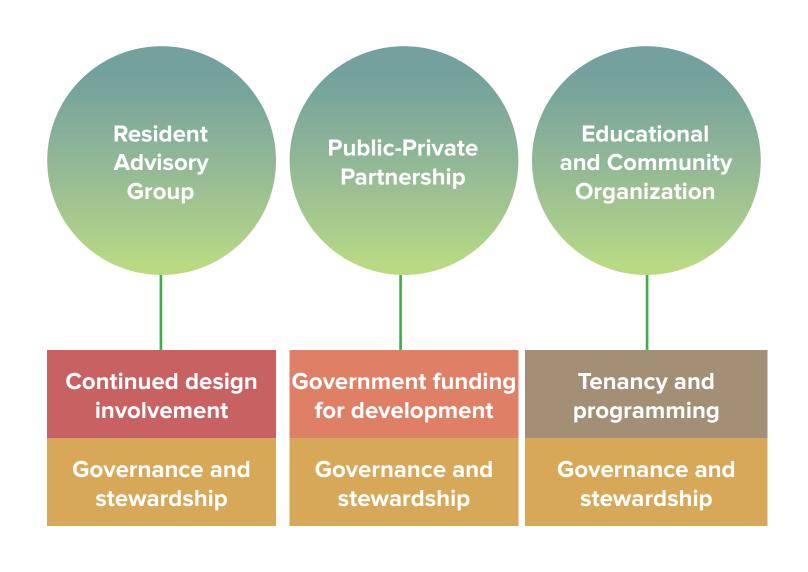






#### Implementation Strategies for the Bruce Beach Project

Design, Development, Governance + Stewardship



# THANK YOU!