



City of Pensacola

Eastside Redevelopment Board

Agenda

City of Pensacola
222 W. Main Street
Pensacola, FL 32502

February 25, 2025, 3:30 PM

Whibbs Room, 1st floor

The meeting can be watched via live stream at cityofpensacola.com/video.

CALL TO ORDER

DETERMINATION OF QUORUM

APPROVAL OF MINUTES

1. 25-232 ERB MEETING MINUTES - 05/21/2024

Attachments: ERB Meeting Minutes - 05/21/2024

ELECTION OF OFFICERS

OLD BUSINESS

NEW BUSINESS

ACTION ITEMS

REPORTS AND ANNOUNCEMENTS

2. 25-215 EASTSIDE REDEVELOPMENT BOARD PROJECT UPDATES

*Attachments: Eastside Project List and Implementation Plan 02-25-2025
ES Program Manager Report 2.25.2025
Equity Development Framework Plan 2025
Residential Property Improvement Guidelines
Residential Resiliency Program Guidelines - Rev.Approved
9.9.2024
2024-combined-income-and-rent-limits-(eff-4-1-2024) (1)*

3. 25-206 REDEVELOPMENT PLAN UPDATE

Attachments: Eastside Neighborhood Plan_2004

BOARD MEMBER COMMENTS

OPEN FORUM

ADJOURNMENT

PLEASE NOTE: One or more members of the City Council/Community Redevelopment Agency Board may be in attendance. The City of Pensacola adheres to the Americans with Disabilities Act and will make reasonable accommodations for access to city services, programs, and activities. Please call 850-436-5640 for further information. Requests must be made at least 48 hours in advance of the event in order to allow the city time to provide the requested services.



City of Pensacola

222 West Main Street
Pensacola, FL 32502

Memorandum

File #: 25-232

Eastside Redevelopment Board

2/25/2025

ACTION ITEM

SUBJECT:

ERB MEETING MINUTES - 05/21/2024

ATTACHMENTS:

1. ERB Meeting Minutes - 05/21/2024



City of Pensacola

Eastside Redevelopment Board

Meeting Minutes

City of Pensacola
222 W. Main street
Pensacola, FL 32502

May 21, 2024, 3:30 PM

Whibbs Conference Room, 1st Floor

The meeting can be watched via live stream at cityofpensacola.com/video.

CALL TO ORDER

The Eastside Redevelopment Board (ERB) meeting was call to order by Chairperson Lane at 3:35 P.M

Members Present: Zachary Lane, Jennifer Brahier (left at 4:06p.m.), Aretta Anderson, Tommy White (arrived at 3:45p.m. and left at 4:27p.m.)

Members Absent: None

DETERMINATION OF QUORUM

A quorum was present at 3:35 p.m.

APPROVAL OF MINUTES

1. 24-491 ERB MEETING MINUTES - 03/05/2024

A motion to approve was made by Board Member Brahier, seconded by Board Member Anderson.

The motion passed by the following vote:

Yes: 3 Zachary Lane, Jennifer Brahier, Aretta Anderson
No: 0 None

OLD BUSINESS

None.

NEW BUSINESS

None.

REPORTS AND ANNOUNCEMENTS

2. 24-458 EASTSIDE REDEVELOPMENT BOARD UPDATES

CRA Division Manager Victoria D'Angelo provided an overview of the item. Rachel Bennett, CRA Urban Design Planner, and Hilary Halford, Assistant CRA Division Manager, spoke to the item as well. Ms. Halford introduced new staff members Shirley Baylis and Sharee Smith. Staff answered questions accordingly.

Public speakers:

Jeannie Rhoden
Nannette Chandler

3. 24-480 REDEVELOPMENT PLAN UPDATES

CRA Division Manager Victoria D'Angelo provided an overview of the item. Shirley Baylis, CRA Program Manager, Hilary Halford, Asst. CRA Division Manager, spoke to the item as well. Staff responded accordingly to questions.

Public Speakers:

Jeannie Rhoden

BOARD MEMBER COMMENTS

None.

OPEN FORUM

None.

ADJOURNMENT

5:01p.m.

PLEASE NOTE: One or more members of the City Council/Community Redevelopment Agency Board may be in attendance. The City of Pensacola adheres to the Americans with Disabilities Act and will make reasonable accommodations for access to city services, programs, and activities. Please call 850-436-5640 for further information. Requests must be made at least 48 hours in advance of the event in order to allow the city time to provide the requested services.



City of Pensacola

222 West Main Street
Pensacola, FL 32502

Memorandum

File #: 25-215

Eastside Redevelopment Board

2/25/2025

DISCUSSION

SUBJECT:

EASTSIDE REDEVELOPMENT BOARD PROJECT UPDATES

ATTACHMENTS:

1. Eastside Project List and Implementation Plan 02-25-2025
2. ES Program Manager Report 2.25.2025
3. Equity Development Framework Plan 2025
4. Residential Property Improvement Guidelines
5. Residential Resiliency Program Guidelines - Rev.Approved 9.9.2024
6. 2024-combined-income-and-rent-limits-(eff-4-1-2024) (1)

EASTSIDE REDEVELOPMENT BOARD PROJECT LIST AND IMPLEMENTATION PLAN (FY2025-30)

2/25/2025

PROJECT NAME	CRA DISTRICT	DESCRIPTION	EST. IMPLEMENTATION PERIOD	PROJECT STATUS	PROJECT UPDATES	MANAGER	PRIOR REDEVELOPMENT BOARD ACTIONS
Two Way Conversions MLK/Alcaniz & Davis	Urban Core / Eastside	Two-way conversion of MLK Blvd/Alcaniz St & Davis Hwy from I-110 interstate to Wright St. Project managed by the Florida Department of Transportation in coordination with the City of Pensacola and Escambia County.	Thru FY2030	Planning	This project is currently ranked #25 on the FL-AL TPO project priorities. It was not funded in the FDOT FY24-28 work program, however, the City has allocated funding towards design in an effort to take advantage of scheduled resurfacing work programmed by FDOT.	Brad Hinote, City Engineer; Caitlin Cerame, Transportation Planner	ERB (Added 7/8/2020) & UCRB recommended inclusion in project list.
Hollice T. Williams Urban Greenway & Skate Park	Urban Core / Eastside	Stormwater, park (including skate park) and greenway improvements beneath the I- 110 interstate overpass along Hayne Street from Wright Street to Jordan Street.	Thru FY2030	Skate Park - Complete; EDFP, Phase I - Complete; Greenway - In Design	In 2024, the CRA engaged Urban Design Associates (UDA) to draft the first phase of an Equity Development Framework Plan (EDFP). This plan provides the park design firm with equity principles to consider as they produce the new design for the park. The EDFP was approved by City Council on November 14, 2024. The City has selected Geosyntec and Michael Van Valkenburgh Associates for redesign of Hollice T. Williams Park. The first park design public engagementevent occurred on January 30, 2025 at E.S Cobb Center. The event drew 90 community participants. There will be two more public meetings - one in February and one in March. These dates are TBD. Funding towards the park continues to be sought. The following grants have been secured to date: \$25 million CDBG-DR and \$5 million NRDA grant (first phase of park improvements, including stormwater upgrades). \$1.2 million TA grant (multi-use trail), \$5 million Reconnecting Communities Grant (pedestrian paths, cross walk imrovements, multi modal trails between E. Blount and E. Avery St). Rachel Bennett will provide an update.	Brad Hinote, City Engineer; Rachel Bennett, Urban Design Planner	ERB (Added 7/8/2020) & UCRB recommended inclusion in project list.
General Daniel "Chappie" James, Jr. Museum and Flight Academy - Phase II	Eastside	Second phase of improvements in support of the General Daniel "Chappie" James, Jr. Museum and Flight Academy, principally located at 1606-08 MLK Jr. Drive, to provide additional programming space.	Thru FY2025	Complete	Construction complete as of 11-22-2024.	Brad Hinote, City Engineer; Robert Slayton, Construction Inspector	ERB recommended inclusion in project list and approval of phase II scope. (Added 7/8/2020)
Residential Property Improvement Program	Eastside / Urban Core / Westside	Improvements for residential properties under CRA Residential Property Improvement Program within the City's adopted CRA districts. Program is available for owner occupied, long term rental and vacant homes. More information available on the City website: www.cityofpensacola.com/CRAPrograms	Thru FY2030	On-going	The Community Redevelopment Agency (CRA) has paused the acceptance of new Residential Property Improvement Program(RPIP) applications, in the Eastside District, to address excessive wait time. See attached report. Shirley Baylis, Program Manager will provide an update.	Shirley Baylis, CRA Program Manager	ERB (Added 7/8/2020) UCRB & WRB recommended inclusion in project list.

EASTSIDE REDEVELOPMENT BOARD PROJECT LIST AND IMPLEMENTATION PLAN (FY2025-30)

2/25/2025

PROJECT NAME	CRA DISTRICT	DESCRIPTION	EST. IMPLEMENTATION PERIOD	PROJECT STATUS	PROJECT UPDATES	MANAGER	PRIOR REDEVELOPMENT BOARD ACTIONS
Residential Resiliency Program	Eastside / Urban Core / Westside	Improvements to residential property under CRA Residential Resiliency Program within the City’s designated Urban Core, Westside and Eastside community redevelopment areas to repair storm-damaged structures and secure at-risk property against future hazards caused by natural disasters. Typical improvements include emergency roof repair and replacement, hazardous tree removal and trimming, emergency electrical, plumbing or structural repairs, and mechanical equipment (i.e.) HVAC repairs and, in high flood hazard zones, elevation. Forgivable loan program. More information available on the City website: www.cityofpensacola.com/CRAPrograms	Thru FY2030	On-going	See attached report. Shirley Baylis, Program Manager will provide an update.	Shirley Baylis, CRA Program Manager	ERB (2/23/2021), UCRB & WRB recommended inclusion in project list.
Affordable Housing Initiatives	Eastside / Urban Core / Westside	Affordable housing initiatives within the Urban Core, Westside and Eastside areas as identified in the redevelopment plans and in support of the City's overarching 500 homes in 5 Years Initiative. Projects may include rehabilitation programs and affordable, workforce, mixed use, and mixed income projects and strategies.	Thru FY2030	On-going	The CRA is actively working towards the development of an incentive program for small scale affordable rental housing which will first be piloted in the Westside and Eastside districts. The program may be expanded to Eastside dependent upon funding availability. The redevelopment sites located at 1700 Dr. MLK Jr. Drive and 2700 Dr. MLK Jr. Drive are on hold pending the hire of new program staff.	Victoria D'Angelo, CRA Manager; Erica Grancagnolo, Economic Development Director; Meredith Reeves, Housing Administrator	ERB (Added 2/23/2021), UCRB & WRB recommended inclusion in project list.
1700 MLK Jr. Drive-Affordable Housing & Redevelopment	Eastside	Redevelopment of former Walker Gas Station property at 1700 MLK Jr. Drive (corner of MLK & Mallory) for affordable/workforce/mixed income housing.	Thru FY2030	Planning	See above under "Affordable Housing Initiatives".	Victoria D'Angelo, CRA Manager; Hilary Halford, CRA Assistant Division Manager	ERB (Added 7/8/2020) recommended inclusion in project list.
Sidewalk Improvements	Eastside	Sidewalk improvements including repairs and connectivity guided by the redevelopment plans and the City's recent sidewalk ADA accessibility study.	Thru FY2030	On-going	-	Brad Hinote, City Engineer; Daniel Moak, Engineering Design Manager	ERB recommended inclusion in project list. (Added 7/8/2020)

**City Of Pensacola Community Redevelopment Agency
Eastside
Programs Status Report
February 2025**

RESIDENTIAL PRE-ELIGIBILITY APPS IN QUEUE:

In Review: 7
Approved with inspections pending:3
On hold:0

TOTAL TO DATE: 10

RESIDENTIAL PROPERTY IMPROVEMENT PROGRAM (RPIP)

The Residential Property Improvement Program (RPIP) is designed to support the preservation and creation of affordable housing, preservation and enhancement of traditional neighborhood character, blight elimination and prevention, and preservation and enhancement of the tax base in accordance with the public purposes authorized under Chapter 163, Part III of the Florida Statutes

Projects invited for full application:.....3
Projects pending inspections:.....0
Projects pending bidding:0
Projects under contract:2

TOTAL PROJECTS IN PROGRESS: 5

TOTAL PROJECTS COMPLETED SINCE 2019: 5

RESILIENCY PROGRAM

The Residential Resiliency Program is designed to support blight removal and prevention by repairing storm-damaged structures or securing at-risk property against future damage caused by natural hazards such as hurricanes and flooding.

Projects invited for full application: 0
Projects pending bidding: 0
Projects under contract: 1

TOTAL PROJECTS IN PROGRESS: 1

TOTAL PROJECTS COMPLETED SINCE 2019: 4



EQUITABLE DEVELOPMENT PLAN

HOLLICE T. WILLIAMS STORMWATER PARK

PENSACOLA, FLORIDA | OCT. 25, 2024





Equitable Development Plan

PREPARED FOR
Mayor Reeves
City of Pensacola

FUNDED BY
City of Pensacola

CONSULTANT TEAM
Urban Design Associates | Team Lead
James Lima Planning + Development | Economic Advisers
MonWin Consulting | Engagement and Planning
HDR Architecture | Transportation

FRIENDS OF HOLLICE T. WILLIAMS PARK

Anthony Williams	Tommy Lyter
David Williams	Michelle Macneil
DJ Williams	Joseph Marshall
Gerald Williams	David Mayo
Larry Williams	Melanie Nichols
Sabrina Williams	Allison Patton
Rusty Branch	Jon Shell
Teniade Broughton	Eddie Todd
Carlton Charles	Christian Wagley
Mark Gottschalk	Tia Wallis
George Grace	Tommy White
Kevin Hagen	Tracy White
An Hayward	Jewel Cannada-Wynn
Bart Hudson	Doug Young
Zac Lane	

ACKNOWLEDGMENT



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Overview

As the City of Pensacola invests \$25 million in the first phase of enhancements to make Hollice T. Williams Stormwater Park a 1.3-mile long signature park, equity is a priority.

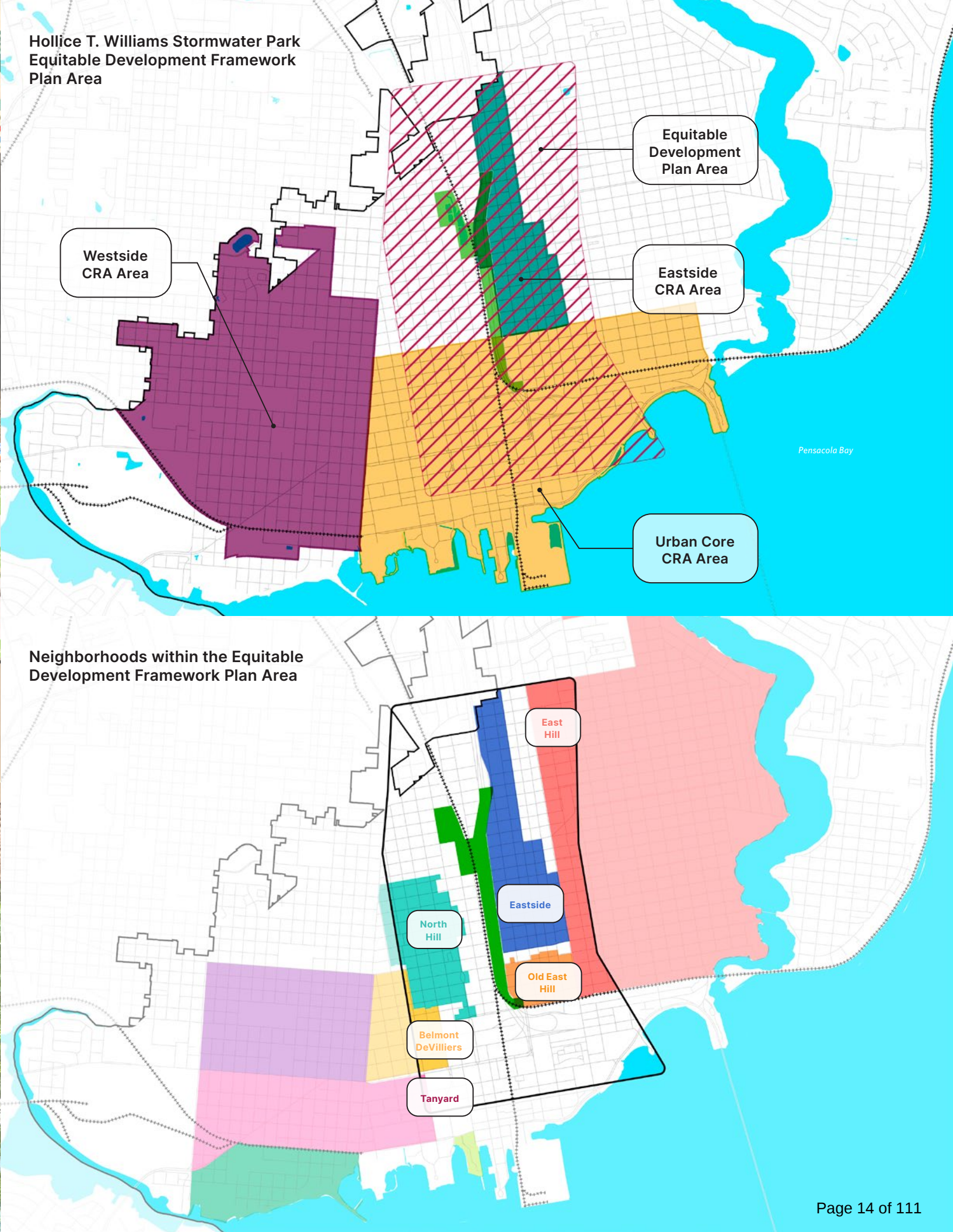
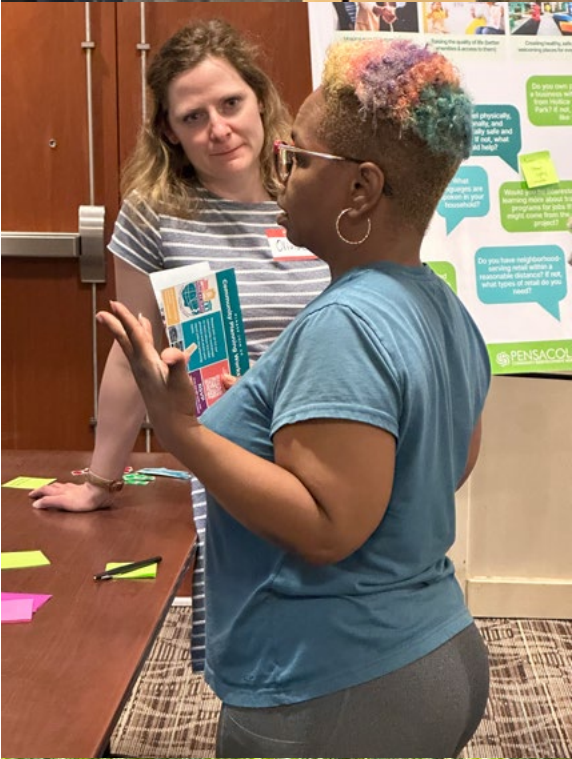
Hollice T. Williams Park is an important place in between the Eastside, Old East Hill, and North Hill neighborhoods. The Park is named after Hollice T. Williams, Sr., the first black man to be appointed to the Pensacola City Council and the first black man to become physical director of the YMCA.

The park was created on the land remaining under and around the I-110 overpass, between E. Maxwell Street to the north and E. Wright Street to the south. The highway was cut through a thriving Black and African American neighborhood in the 1970s, uprooting and displacing long-standing homes, churches, businesses, and residents. Residents hold strong memories of the Lost Neighborhood. Hollice T. Williams Park is a physical reminder of the impacts of structural racism in Pensacola.

The park currently includes standard amenities — basketball courts, benches, a pavilion, the Cecil T. Hunter Pool, tennis courts, and walking paths. It also includes other programming like the Blake Doyle Skatepark and the From the Ground Up Community Garden. The communities surrounding the park have been exploring enhancing Hollice T. Williams to serve as a signature park. Planning efforts took place in 2004, 2010–2014, and 2021.

At the same time, there is a growing need for stormwater enhancements to prevent flooding in the adjacent neighborhoods and downstream. In 2023, the City applied for and received a \$25 million CDBG-DR grant and a \$5 million NRDA grant to fund the first phase of park improvements, including stormwater upgrades. Additionally, the City applied for and received a \$1.2 million TA grant to fund a multi-use trail.

In 2023, Mayor Reeves attended the MICD Just City Mayoral Fellowship to learn about equitable development and received a review of the 2021 Hollice T. Williams Stormwater Park plan refinement. As a result of this engagement, the Mayor committed to developing this Equitable Development Framework Plan, which will guide the development of the park and development within a 1/2-mile radius of the park. It was determined that most people would walk up to a 1/2 mile to a quality park. Furthermore, national research shows that economic impacts of parks extends up to 2,000 feet from the park, just under a 1/2 mile.



Previous Planning Efforts

The community has been planning for Hollice T. Williams Park for two decades. The Equitable Development Framework Plan incorporated feedback and priorities from these previous planning efforts.

2004 Eastside Neighborhood Plan

The 2004 Eastside Neighborhood Plan began to explore enhancements to what was called “Central Park”. It laid out basic ideas for a passive park with safe walking and bicycling connections to the surrounding neighborhood. The Eastside Neighborhood Plan prioritized family-friendly amenities and ensured the park would serve users of all ages.

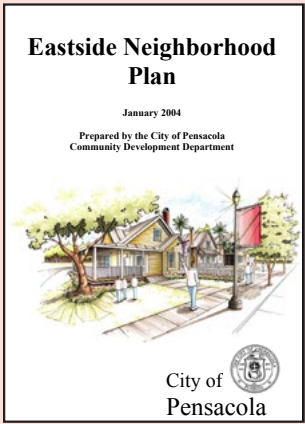
2010 Hollice T. Williams Greenway Framework Plan

In 2010, the surrounding neighborhoods participated in an inclusive process to more holistically imagine Hollice T. Williams Park. After extensive engagement, concept drawings for the park were developed, with prioritized amenities, including trails, community gardens, art that reflects the community, and gathering spaces for music, art, and cultural events.

2022 Hollice T. Williams Stormwater Park Plan Refinement

The purpose of the plan refinement effort was to confirm the desired park amenities and to develop a detailed plan that could be built. Residents and stakeholders did engage throughout this effort, but given the timing during the COVID-19 pandemic, the participation was not as broad as during the 2010 planning process. This is one of the reasons that additional engagement and design work is being pursued for the park concurrent with the Equitable Development Framework Plan.

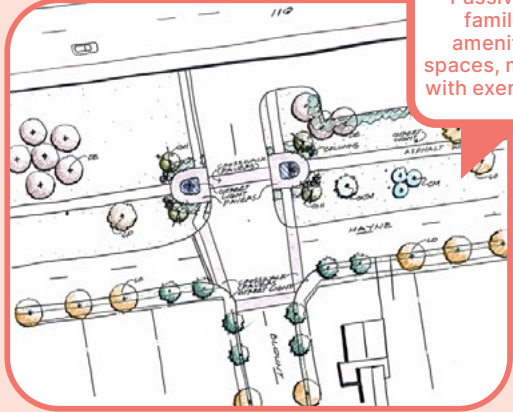
2004 Eastside Neighborhood Plan



Purpose
Central Park was one element of the larger neighborhood plan

Outcome
Very basic ideas for a passive park and connections to the neighborhood

AMENITIES



Original Park Concept:
Passive park with family-friendly amenities (picnic spaces, multi-use path with exercise stations)

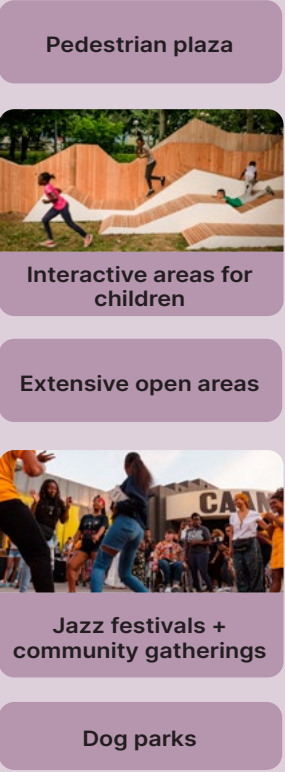
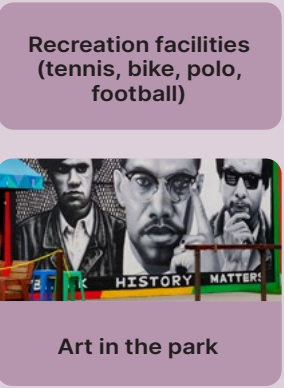
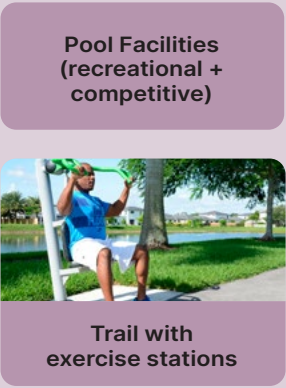
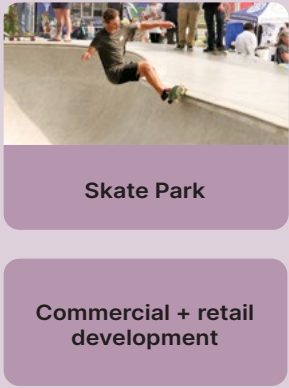
2010 Hollice T. Williams Greenway Framework Plan



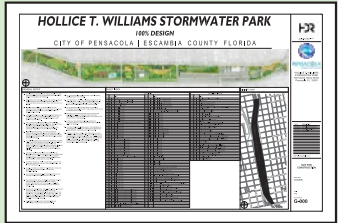
Purpose
Develop the first drawing for Hollice T. Williams Park based on community input

Outcome
Park design that included the amenities the community wanted to see

AMENITIES



2021 Hollice T. Williams Stormwater Park Plan Refinement



Purpose
Confirm the park amenities and turn the concept into a plan that could be built

Outcome
More detailed design of the park to guide construction

AMENITIES



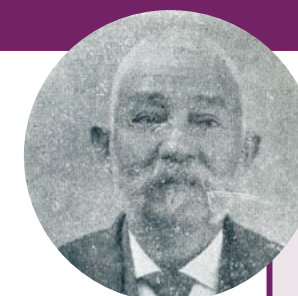
Neighborhood History

The history of the area around Hollice T. Williams Park is tied to the construction of I-110 in the 1970s. The construction of I-110 displaced the community that lived below the raised section of the roadway from Wright Street to Maxwell Street. The construction also threatened historic landmarks, including a live oak tree and St. Michael's Cemetery, which contains graves dating back to the 1700s. Famous Pensacolians, such as Williams, John Sunday, Chappie James Jr., and Cecil T. Hunter, once called the neighborhood home. Historically significant structures bearing their names in the neighborhood include the John Sunday House, Chappie James Museum, and Dr. John Lee Pickens Medical Office.



H & O Cafe

- Originally a dry goods store owned by Tierce Lee, a wealthy Black businessman and his brother Shef
- The building was bought by their brother Hamp and his wife Ola in 1944 and converted to H & O Cafe
- The building was then purchased by the Grier family in 1947, who operated the cafe for more than 60 years
- H&O became an informal place for the African American community to gather & organize during the Civil Rights era
- They are acclaimed for their traditional southern style food and have been visited by many local and national celebrities and politicians



John Sunday

- A war veteran who fought to end slavery and rebuild Pensacola after the Civil War
- Owned large areas of land and houses
- Donated his personal land to build St. Joseph's Catholic Church, at the request of his sister Mercedes
- Was a member of the 1874 Florida Legislature
- Served as a Pensacola alderman from 1878-1881 during Reconstruction
- Built a Creole School on Intendencia Street



General Daniel "Chappie" James Jr. Memorial Park

- Daniel "Chappie" James Jr. was the first African American four-star general, and one of America's first Black military airmen
- He was a Tuskegee Airmen Pilot graduate who trained pilots for the famed all-Black 99th Pursuit Squadron
- "Chappie" James was awarded the Distinguished Service Medal, Legion of Merit, and the Distinguished Flying Cross
- He was born and raised in the Eastside neighborhood



E.S. Cobb Center

- Dr. Eli Sanford Cobb was a Pensacola native
- He served in the U.S. Army during WWI and returned to Pensacola after the war to practice medicine
- Dr. Cobb loved sports and started 2 semi-pro teams: the Pensacola Seagulls baseball team and the Pensacola Giants football team

Historic Crystal Ice House

- Built in 1932 and open until the 1950s
- Sold ice to the neighborhood before homes had refrigerators
- Listed on the National Register of Historical Places



Spencer Bibbs Academy

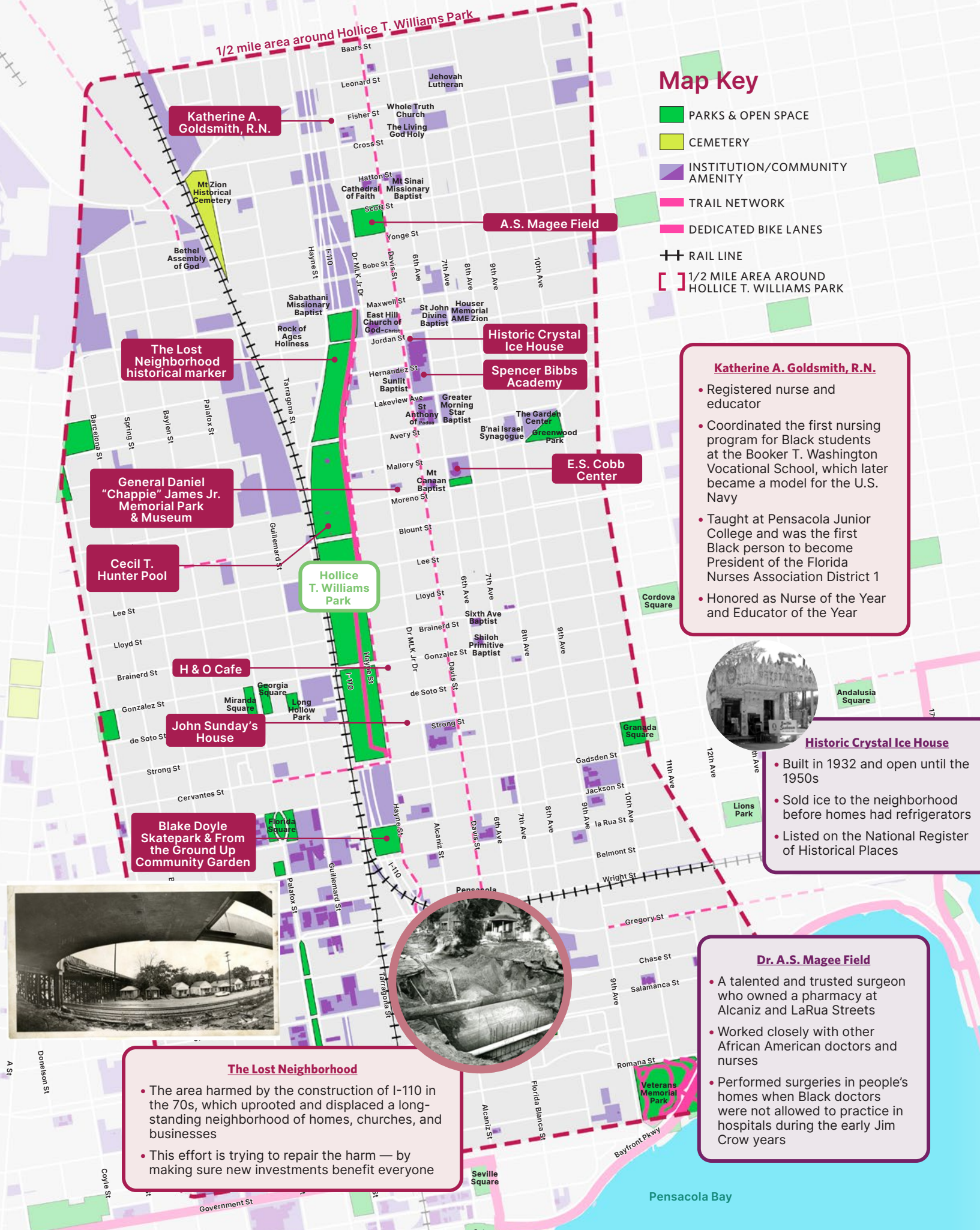
- Established in 1919
- Spencer Bibbs was the first African American Supervisor of Colored Schools in Escambia County
- The Academy served students through 4th grade
- Spencer Bibbs would use his own wagon to transport students above the 4th grade to the west side, so that they could continue their education

Dr. A.S. Magee Field

- A talented and trusted surgeon who owned a pharmacy at Alcaniz and LaRua Streets
- Worked closely with other African American doctors and nurses
- Performed surgeries in people's homes when Black doctors were not allowed to practice in hospitals during the early Jim Crow years

Map Key

- PARKS & OPEN SPACE
- CEMETERY
- INSTITUTION/COMMUNITY AMENITY
- TRAIL NETWORK
- DEDICATED BIKE LANES
- RAIL LINE
- [] 1/2 MILE AREA AROUND HOLLICE T. WILLIAMS PARK



The Lost Neighborhood

- The area harmed by the construction of I-110 in the 70s, which uprooted and displaced a long-standing neighborhood of homes, churches, and businesses
- This effort is trying to repair the harm — by making sure new investments benefit everyone



Defining Equitable Development

Equitable development is a term that may be familiar to some in the planning and development industries, but it has the potential to cause confusion. City staff and the team developed common language to describe equitable development and this process in straightforward terms, to ensure that everyone understood the effort. The following descriptions were provided to community stakeholders and residents throughout the planning process.

What is Equitable Development?

- Development that minimizes negative impacts (like increasing rents and home prices).
- Development that is inclusive to everyone, especially long-time residents and businesses.

Why is the City creating an Equitable Development Framework Plan?

- Given the history of this area and the negative impacts of I-110, the City wants the Hollice T. Williams Stormwater Park improvements to have a positive impact.
- The City believes existing residents deserve to live in healthy, safe, amenity-rich neighborhoods that reflect their culture.
- Residents deserve to have opportunities for jobs and property & business ownership.
- Residents and stakeholders deserve to participate in the decision-making process about the park and surrounding development.



What is an Equitable Development Framework Plan?

- A set of standards to ensure that future development in and around Hollice T. Williams Park benefits everyone.
- A set of shared values that represent the community's priorities as the park evolves, and how land is developed around it.

How will these values & principles be used?

- They will articulate the priorities of residents with regard to the design of Hollice T. Williams Park, including stormwater improvements.
- They will establish expectations for how development should impact the community surrounding the park (within a 1/2 mile).
- They will serve as criteria to help the City evaluate development projects seeking public funding or public approvals.
- They will serve as guidance for the City to decide the prioritization of funding for development projects and public improvements.

Defining Gentrification

People understand that as improvements are made and development happens, the positive and negative impacts often aren't felt equally by neighborhoods and individuals. To ensure participants understood the effort, the following definitions and common language were developed to describe gentrification, displacement, and economic growth. The communities surrounding Hollice T. Williams Stormwater Park are organized, active, and educated and wish to continue having an informed conversation about the positive and negative impacts.

What is Gentrification?

Gentrification is the process of change in a neighborhood or community marked by increases in prices for basic needs, increased economic investments, and demographic or cultural shifts, often resulting in the displacement of residents or businesses. Gentrification can include:

- Social changes
- Economic changes
- Cultural changes
- Physical change in the built environment

What is Displacement?

Displacement is a force that relocates people from where they are living or running a business. Displacement can be either physical or economic, and often, it's experienced as a slow building of pressure that leads to individuals making choices about whether to stay in a neighborhood or leave. Displacement might include:

- Newer housing stock being built, while older housing stock declines
- Rising costs for housing, services, and businesses
- Fluctuations in resident incomes
- Migration

When is it Displacement versus Gentrification?

Displacement and gentrification are related, but they are not entirely the same.

- Displacement is defined by the movement of residents and businesses. It is measurable. Oftentimes, it is seen in areas that are gentrifying, especially once the economic changes reach a tipping point.
- Gentrification is a process that creates the set of factors that lead residents and businesses to move, but it also causes other changes. Gentrification is multifaceted and much more complex to measure.

When is it Gentrification versus Economic Growth?

- Economic growth is positive for any community, especially for low-income communities. However, when that growth is not inclusive or accessible to certain groups, it is not equitable.
- Negative impacts of economic growth are often associated with gentrification, such as increasing rents and reduced affordability for existing residents.
- Equitable economic development aims to minimize the negative impacts of economic growth.



Process

The City developed a process to invite the community within the 1/2-mile project area to guide the priorities and principles of the Equitable Development Framework Plan. The Mayor formed the Friends of Hollice T. Williams Park group to advise on both the design of the park and the Equitable Development Framework Plan. The engagement process followed three steps:

- Step 1: Listening
- Step 2: Exploring Priorities
- Step 3: Developing the Plan

A series of outreach events celebrated the current use and future possibilities for the park. In late July, the Party in the Park brought hundreds of people to Hollice T. Williams Park for local food vendors and trucks, a game of skate at the Blake Doyle Skatepark, a slow ride with Bike Pensacola, tours of the From the Ground Up Community Garden, an artist's market, performances, and speeches by descendants of Hollice T. Williams and local historians knowledgeable about the Lost Neighborhood. Over 330 people completed a survey expressing their priorities for making sure the design of the park and development around the park are equitable.

Which groups were engaged throughout the process?

Friends of Hollice T. Williams Park

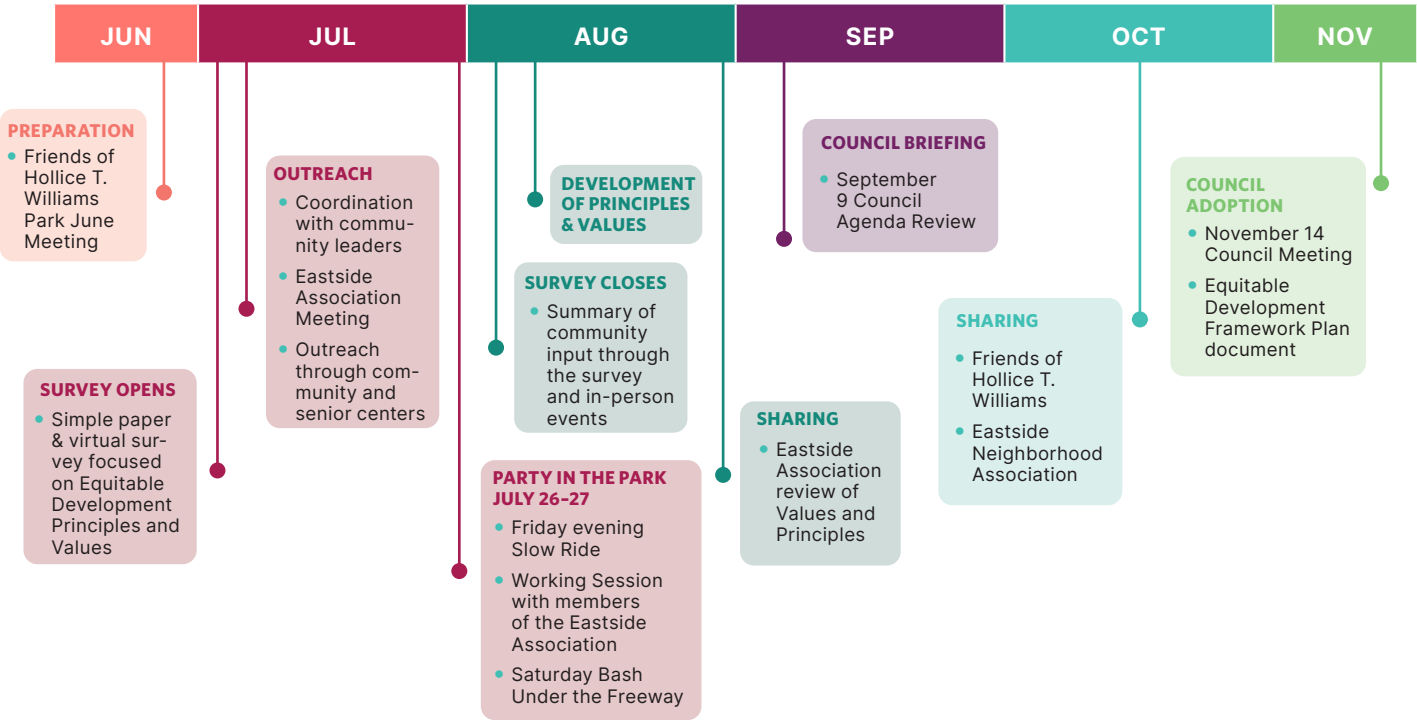
Neighborhood Associations

Residents

Park Users

Community Organizations

2024



SATURDAY, JULY 27TH, 2024
Party in the Park —
Bash Under the Freeway

FRIDAY, JULY 26TH, 2024
Party in the Park — Game of
Skate and Slow Ride

TOP 10

Community Priorities

- » Be welcoming & safe to everyone
- » Meet the needs of all ages & abilities
- » Include community members in the decision-making process
- » Create comfortable gathering spaces
- » Create jobs for local residents
- » Address and prevent flooding
- » Provide programming for children and adults
- » Celebrate local history & culture
- » Create affordable housing
- » Allow community members to help guide, program, & manage park use

Outcomes of the Community Survey

LEARNING WHAT'S IMPORTANT TO PENSACOLIANS

The Community Equity Survey was offered in both hard copy form during events and in digital form accessible online. 335 individuals responded, sharing their priorities for the park and surrounding development. 94 individuals filled out the survey online, 142 people completed the survey during the Party in the Park events, and an additional 99 people completed the survey during smaller outreach events. The top 10 ranked community priorities (listed to the left) were used to inform the Equitable Development Values and Principles, along with conversations with key stakeholders, such as the Friends of Hollice T. Williams Park group and neighborhood associations.



Values & Principles

Values	Principles
Inclusive, Accessible, & Responsive	1 Ensure the park and new development is welcoming and accessible to everyone.
	2 Meet the needs of all ages & abilities.
	3 Create comfortable gathering spaces.
	4 Make it simple and affordable for community organizations and residents to host events in the park.
	5 Provide programming and recreational amenities that reflect the desires and needs of the surrounding community.
History & Culture	6 Honor & celebrate the history of the Lost Neighborhood & important places & people through signage, historical markers, public art, etc.
	7 Preserve existing community buildings and invest proactively to prevent deterioration .
Economic Opportunity	8 Create jobs and provide opportunities for wealth building for local residents.
	9 Require measurable positive impacts from development projects in the adjacent communities.
Environmental Justice	10 Address and monitor environmental impacts of the highway to minimize negative effects.
	11 Ensure stormwater projects don't have negative effects on the immediately adjacent community.
	12 Develop and fund a long-term maintenance plan for the park that is sustainable.
Housing Affordability	13 Create new affordable housing.
	14 Provide support to existing long-term homeowners so they can remain in their homes.
	15 Support and stabilize existing rental housing to prevent displacement.
Local Decision-Making	16 Include community members in the decision-making process.
	17 Demonstrate familiarity and responsiveness to existing community plans.

INCLUSIVE, ACCESSIBLE, & RESPONSIVE

PRINCIPLE 1

Ensure the park and new development is welcoming and accessible to everyone.

How could this be accomplished?	Who would implement?
1 Include design elements in the design of the park that recognize and celebrate the cultures of the people who live in the 1/2-mile radius around Hollice T. Williams Park.	Public Sector
2 Encourage, rather than discourage, people to spend time in the park, such as later park hours.	Public Sector
3 Implement a comprehensive protected walking and biking network within the 1/2-mile radius around Hollice T. Williams Park, which enables residents to safely commute to the park. This should be implemented by the City in alignment with the Active Transportation Plan.	Public Sector
4 For projects seeking public funding or approvals within the 1/2-mile radius of Hollice T. Williams Park, development should be designed to be welcoming to the community by including public art, murals, transparent storefronts, pedestrian-oriented elements like benches, awnings, patios, landscaping and shade, and frequent street-facing entrances	Private Sector

How to Understand these Recommendation...

The Values and Principles grew out of the input from the Equitable Development Framework Plan process. They are meant to stand as the guiding policy for development in and around Hollice T. Williams Park.

The examples listed under “How could this be accomplished?” are meant as possible actions, policies, programs, or incentives that would ensure the principles are carried out. They help provide a more concrete understanding of how this plan could be implemented. In many cases, these examples describe programs and policies that don't exist yet. Not all examples will be implemented, and as the City continues to refine what's possible, other strategies may be added.

PRINCIPLE 2

Meet the needs of all ages & abilities.

How could this be accomplished?	Who would implement?
1 Include park amenities that are engaging and interesting for all ages (ranging from early childhood to school-aged children, teens, young adults, and seniors).	Public Sector
2 Design the park and development within 1/2 mile of Hollice T. Williams Park seeking public funding or approvals to be accessible to all abilities (including those with different physical, mental, and emotional abilities). Examples could include accessible swings, ramps, transfer platforms, ground-level play features, wider pathways, smooth but slip-resistant surfaces, sensory elements, sound instruments, soothing colors, and textures.	Public/Private Sector



PRINCIPLE 3

Create comfortable gathering spaces.

How could this be accomplished?	Who would implement?
1 Provide spaces in the park where community members can hold larger gatherings and celebrate special events with friends and family	Public Sector

PRINCIPLE 4

Make it simple and affordable for community organizations and residents to host events in the park.

How could this be accomplished?	Who would implement?
1 Offer reduced or waived fees for community members for event permits; explore creative ways to lessen the requirements for insurance, road closures, security, etc.	Public Sector
2 Consider a City staff position to act as a community navigator or liaison, who could help residents navigate the permit application process.	Public Sector



PRINCIPLE 5

Provide programming and recreational amenities that reflect the desires and needs of the surrounding community.

How could this be accomplished?	Who would implement?
1 Design the park amenities, features, and programming to appeal to the existing residents of the surrounding neighborhoods.	Public Sector
2 Incorporate current and past community input about the needs and desires of the residents for park elements and programs.	Public Sector
3 Create a Program Plan for Hollice T. Williams Stormwater Park that encompasses the variety of programs, services, and activities.	Public Sector
4 Require developers working in the 1/2-mile radius of the park seeking public funding or approvals to make an intentional effort to lease ground floor space at an affordable rate to businesses that serve the existing community's interests and needs (prevent changing the dynamic and culture of the neighborhood by only appealing to outside customers). The City could examine the potential incentives for this effort (such as a tax abatement on tax bills for business owners who commit to this effort).	Public/Private Sector

PRINCIPLE 6

Honor and celebrate the history of the Lost Neighborhood and important places & people through signage, historical markers, public art, etc.

How could this be accomplished?	Who would implement?
1 Invest in a dedicated historic preservation and documentation project to understand the various histories of the Lost Neighborhood and the neighborhoods surrounding Hollice T. Williams Park; incorporate and formalize the research that members of the Pensacola community have begun; include both formal histories as well as personal ones; allow for opportunities for residents to share photographs and oral histories.	Public Sector
2 Develop a well-designed, interactive theme that weaves history and stories throughout the park that not only informs users about the history, but encourages them to interact with it (for example, 3D structures they can walk in and through, music-based exhibits, etc.)	Public Sector
3 Developers that are working within a 1/2 mile of the park and seeking public funding or approvals should incorporate public art that honors the history of the neighborhood into their buildings and exterior spaces.	Private Sector



PRINCIPLE 7

Preserve existing community buildings and invest proactively to prevent deterioration.

How could this be accomplished?	Who would implement?
1 Create and publicize the reinvestment and maintenance schedule for public buildings in the vicinity of Hollice T. Williams Park (such as the E.S. Cobb Center, etc.) so the community can see that the City is proactively preventing the decline of buildings with cultural significance.	Public Sector
2 Create a public grant or loan program to support business owners in preserving, updating, and growing their businesses, properties, and buildings.	Public/ Private Sector
3 Outreach to businesses, property owners, developers, and other public agencies who are interested in renovating community anchors (such as the H&O Cafe, Spencer Bibbs Center, Oliver’s Flowers, the Ice House, etc.); support owners with the application process and connect them to additional funding with matching requirements.	Public/ Private Sector
4 Work with important community organizations and anchors, such as youth athletic programs, to make improvements to the public parks where programming occurs; look for creative projects that will serve the needs of the community, such as creating space for children to do homework after school.	Public Sector





PRINCIPLE 8

Create jobs and provide opportunities for wealth building for local residents.

How could this be accomplished?

Who would implement?

- 1

The City expects developers to follow the City’s Covenant for the Community. In particular, projects within a 1/2 mile of Hollice T. Williams Park that are seeking public funding or approvals should hire local residents and M/W/DBE companies to participate in the construction or operations of new development, exceed Section 3 program requirements for any projects receiving state or federal funding, or develop an internal workforce development program that trains residents and connects them to current and future opportunities.

Private Sector
- 2

Establish a monthly market or regular series of events to provide an opportunity for local vendors to sell their products; build spaces into the park to easily facilitate these types of events (kiosks, multi-use structures, power, lighting, shade, etc.).

Public Sector
- 3

Invest in building permanent structures/kiosks, or temporary elements with the basic amenities (water/power) that will provide an opportunity for local vendors to share their goods on a regular basis.

Public Sector



PRINCIPLE 9

Require positive impact(s) from development projects in the adjacent community or communities.

How could this be accomplished?

Who would implement?

- 1

Developers may demonstrate positive impact through the creation of jobs, leasing space to entrepreneurs and local businesses at an affordable rate, programming the building with neighborhood-serving uses, including affordable housing into their development, or other creative strategies.

Private Sector
- 2

Develop a minority developer mentorship program that includes an annual training program and a program that pairs experienced developers with access to capital with minority developers or individuals with an interest in development to grow the pool and capacity of the development community in Pensacola; offer funding opportunities for alumni of the program.

Public/Private Sector
- 3

Connect small businesses that serve the local market with neighborhood-serving retail (corner markets with fresh food, ice cream shop, diners and restaurants, etc.) to resources, funding opportunities, and developers with lease-able space.

Public/Private Sector



PRINCIPLE 10

Address and monitor environment impacts of the highway to minimize negative effects.

How could this be accomplished?	Who would implement?
1 Invest in and install mitigation elements such as plants/trees with natural purifying functions (pines and cypresses, silver birch, yew, and elder trees) or noise barriers that can reduce the impact of the highway on users of the park and residents of surrounding neighborhoods.	Public Sector
2 Invest in ongoing environment monitoring in the park and several blocks in to the neighborhood to determine the environmental impacts of the highway and to track the effectiveness of mitigation strategies.	Public Sector



PRINCIPLE 11

Ensure stormwater projects don't have negative effects on the immediately-adjacent community.

How this could be accomplished?	Who would implement?
1 Design the stormwater management within Hollice T. Williams Park project to have a positive impact not only on the overall region, but to ensure that there is no negative impact on the immediately-surrounding blocks and neighborhoods.	Public Sector
2 Design and execute an education campaign including messaging, materials, and meetings to explain how flooding mitigation improvements will not exacerbate existing flooding; materials should be communicated simply, with diagrams and animations to make sure all residents understand that they will not be negatively impacted and how the system will work.	Public Sector
3 Developers within the 1/2-mile radius who incorporate low-impact development strategies and demonstrate that the project will not have negative downstream impacts may utilize stormwater credits from the Hollice T. Williams Stormwater Park.	Private Sector

PRINCIPLE 12

Develop and fund a long-term maintenance plan for the park that is sustainable.

How could this be accomplished?	Who would implement?
1 Dedicate sufficient and sustainable funding for maintenance, safety, and lighting within the park so that the new park remains an asset in the community that will uphold and bolster surrounding property values and act as a safe, clean place for residents to recreate and enjoy.	Public Sector
2 Create a caretaker or ambassador program with a higher level of operating partner to maintain and manage park amenities and programs.	Public Sector
3 Create a corporate philanthropic program that could help reduce fees for low-income vendors and contribute to an Operation and Maintenance Fund.	Public Sector
4 Organize non-profits and local volunteer groups that help raise funds for special programming in the park, supplement by cleaning up litter, and adopt the park as a place that private citizens care about and take care of.	Private Sector



PRINCIPLE 13

Create new affordable housing.

How could this be accomplished?	Who would implement?
1 Build mixed-income and affordable rental housing that is attainable for the residents of the surrounding neighborhoods; provide public incentives to help close gaps and upgrade infrastructure.	Public/ Private Sector
2 Partner to build affordable for-sale infill housing in vicinity of the park; provide first-time homebuyer incentives and work with non-profits to close funding gaps to increase the number of homes that can be brought on-line each year.	Public/ Non-Profit Sector
3 Acquire land with public funds and solicit development partners through RFP processes for affordable housing, with the goal that the housing should be affordable to the average income of families in the immediate neighborhood.	Public Sector



PRINCIPLE 14

Provide support to existing long-term homeowners so they can remain in their homes and realize increased values.

How could this be accomplished?	Who would implement?
1 Explore tax additional incentives for long-term homeowners and educate and support residents in applying for Pensacola’s Save Our Homes homestead classification, which limits annual property tax increase to 3%.	Public Sector
2 Create a robust outreach and information campaign to educate homeowners about available funding programs for home improvements	Public Sector
3 Partner to increase the funding available for residential property improvements (with foundations, other sources of public funding, affordable housing trust funds, bonds, etc.)	Public/ Non-Profit Sector
4 Expand pro-bono legal & estate planning services to ensure residents have clear title documentation so wealth can be passed between generations.	Public/ Non-Profit Sector



PRINCIPLE 15

Support and stabilize existing rental housing to prevent displacement.

How could this be accomplished?	Who would implement?
1 Apply the City of Pensacola’s Residential Anti-Displacement and Relocation Policy (which applies to all activities undertaken through the uses of CDBG, HOME, and other federal funding), and expand it to apply to all projects in the 1/2-mile radius of Hollice T. Williams park seeking public funding or approvals.	Public Sector
2 Tie financial incentives for improvements to owners’ and developers’ cooperation in keeping rents affordable and preventing displacement within the neighborhoods surrounding Hollice T. Williams Park.	Public/ Private Sector
3 Use public funds to purchase affordable properties whose affordability is expiring in the coming 5 years and partner to re-syndicate and preserve affordability.	Public Sector



PRINCIPLE 16

Include community members in the decision-making process.



How could this be accomplished?

Who would implement?

- | | | |
|----------|---|----------------|
| 1 | Support the formation and capacity building of strong neighborhood associations; share regular updates about consequential projects happening within the vicinity of the park with the relevant neighborhood associations; hold developers accountable for coordinating with the neighborhood associations for support. | Public Sector |
| 2 | Developers who meet with, present to, and seek letters of recommendation from the relevant neighborhood associations impacted by their projects will receive higher priority when applying to the City/CRA for any funding, entitlements, or approvals. | Private Sector |
| 3 | The City will commit to increased communication about project updates by scheduling regular meetings with the relevant neighborhood associations. | Public Sector |

PRINCIPLE 17

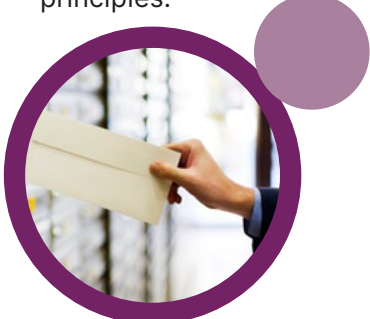
Demonstrate familiarity and responsiveness to existing community plans.



How could this be accomplished?

Who would implement?

- | | | |
|----------|--|----------------|
| 1 | Developers working within 1/2 mile of Hollice T. Williams park seeking public funding or approvals must demonstrate that proposals comply with the CRA plans and/or the Equitable Development Framework Plan principles. | Private Sector |
|----------|--|----------------|



Next Steps

This Equitable Development Framework Plan defined the high-level values and principles that should guide design of the Hollice T. Williams Stormwater Park and public and private projects within a 1/2-mile radius of the park. However, additional details will be needed to adopt specific policies and funding incentives to accomplish these values and principles.

The next step should be to commission a more detailed set of recommendations, supported by a consensus negotiation process that involves elected and appointed officials, community leaders, and other key stakeholders. A Step 2 document should outline the policies that the City is committed to putting in place to ensure that negative impacts (like increasing rents and home prices) are minimized and development is inclusive to everyone, especially long-time residents and businesses.





RESIDENTIAL PROPERTY IMPROVEMENT PROGRAM GUIDELINES

PROGRAM PURPOSE

The Residential Property Improvement Program ("RPIP") is designed to support the preservation and creation of affordable housing, preservation and enhancement of traditional neighborhood character, blight elimination and prevention, and preservation and enhancement of the tax base in accordance with the public purposes authorized under Chapter 163, Part III of the Florida Statutes.

PROPERTY ELIGIBILITY

- Must be located within an eligible target area within a City of Pensacola community redevelopment district, if applicable. Visit www.cityofpensacola.com/CRAPrograms to verify eligible areas.
- Must be used primarily for residential purposes.
- Eligible building types include:
 - Buildings that appear from the street to be an individual single family, a duplex or a single family attached home (such as a townhome) and accessory dwelling units, regardless of number of units.
 - Live-work or mixed-use buildings where the principal use of the building is residential. (ex. home occupation)
- May be occupied by the property owner ("owner-occupied"), long-term rental (12 months or more) or vacant (subject to occupancy terms).

HOUSEHOLD INCOME REQUIREMENTS

Homes assisted through this program support households within an annual income of **120% Area Median Income ("AMI") or less**, adjusted for family size, based on the Florida Housing Finance Corporation's (FHFC) annual income limits for Escambia County, Florida.

Owner Occupied: Households with annual income of 120% AMI or less are eligible.

Rental Property: Long-term rental property (12 months or more) is eligible under this program. Where the household income of the landlord exceeds 120% AMI, he or she shall be responsible to provide a match equal to 30% of the project costs. Rental property must be occupied by a household at or below 120% AMI at the time of application or within 90 days of project completion. Referral to Section 8 can be provided. Rents may not increase more than 3% each year and monthly rent amounts may not exceed the affordability rent limits published annually by the Florida Housing Finance Corporation. The lease must be provided to establish eligibility.

Vacant Property: Vacant property must be occupied within 90 days of project completion or immediately listed for sale upon project closeout and conveyed in accordance with the terms of the affordability period covenants described below.

In instances where property will be sold immediately upon improvement, requirements shall be the same as rental property.

ELIGIBLE IMPROVEMENTS

Eligible improvements include the following:

- Exterior repair and enhancements necessary to restore building appearance, integrity, and character.
- Fencing, lighting and limited landscape and pavement.
- Other improvements necessary to enhance the street face of the property and provide for safe and decent living conditions.

Priority will be given to exterior features that are visible from the public realm.

PROJECT TYPE

Terms for this program are based on the degree of improvement needed, as determined by a program inspector in coordination with the owner, and actual project costs. The project type shall correlate with the affordability period requirements described under “Affordability Period Covenants” below.

- **Moderate Rehabilitation**
Cost Range: Up to \$28,000 Affordability Period: 5 years
Cost Range: \$28,001 - \$40,000 Affordability Period: 7 years
- **Major Rehabilitation**
Cost Range: \$40,001 - \$70,000 Affordability Period: 10 years
- **Substantial Reconstruction**
Cost Range: \$70,001 - \$105,000 Affordability Period: 15 years

* Should an owner wish to remove the affordability period covenants after 5 years of good and faithful compliance with the program, he or she may repay the amount of the program assistance minus a forgiveness benefit of 70% of the actual project costs paid by the program, up to \$28,000. Forgiveness is calculated daily of the 5-year period.

AFFORDABILITY PERIOD COVENANTS

To meet the CRA's goal of increasing and preserving affordable housing within the redevelopment districts, this program will apply covenants, secured by a lien agreement, upon the property during the "affordability period" described under "Rehabilitation Needs" above. The covenants will not require repayment of the assistance amount if the property is retained for affordable housing or transferred to an eligible relative, as defined in the program policy, and the home is not intentionally demolished and/or rebuilt.

If the property is not transferred to an eligible relative during the Affordability Period, and the owner decides to sell the property, the property must either be

- a. Sold to an owner-occupant whose household income is at or below 120% AMI or
- b. Sold to a landlord who will rent the home to a household at or below 120% AMI within 90 days of acquisition.

**City of Pensacola
Community Redevelopment
Agency**
222 W. Main Street, Pensacola FL
32502
www.cityofpensacola.com/cra

Administered By:
Community Redevelopment
Agency
Hilary Halford, Program Manager
(850) 436-5654
hhalford@cityofpensacola.com

Program subject to funding availability and full terms described in the program policy and affiliated agreements.



Residential Resiliency Program Guidelines

The Residential Resiliency Program is designed to support blight removal and prevention by repairing storm-damaged structures or securing at-risk property against future damage caused by natural hazards such as hurricanes and flooding.

The public purposes addressed by the Program are consistent with those authorized by the Community Redevelopment Act Chapter 163 of the Florida Statutes, including the elimination and prevention of blight, revitalization of neighborhoods, the elimination or improvement of the shortage of affordable housing for low or moderate income residents and the preservation or enhancement of the tax base.

ELIGIBLE PROPERTY

Eligible property includes residential owner-occupied property with a household income at or below 80% Area Median Income (AMI), and residential long-term lease property (12 months or more) rented to tenants with a household income at or below 80% AMI for Escambia County, Florida, and located within the City of Pensacola's designated Urban Core, Westside or Eastside community redevelopment area.

FUNDING LIMITS

- **Owner-Occupied Property:** \$15,000(80% AMI or less)/\$7,500 (+80% AMI)
- **Long-Term Lease Property:** \$7,500 (Tenant household income 80% AMI or less)

All awards subject to funding availability.

ELIGIBLE IMPROVEMENTS

Typical eligible improvements include (but are not limited to):

- Emergency roof repair/replacement
- Hazardous tree removal/trimming
- Electrical, plumbing and structural repairs
- At-risk mechanical equipment (i.e. HVAC systems) repair/replacement and/or elevation

Other improvements that remedy storm damage or secure at-risk property against future damage caused by natural hazards may be considered on a case-by-case basis. Subject to inspection by a licensed and insured Contractor or CRA-appointed inspector.

Roofing: Roofing repairs/replacement must be warranted pursuant to inspection by a licensed and insured Contractor or a CRA-appointed inspector.

Hazardous Trees: Trees must have already fallen or be deemed hazardous pursuant to inspection by a licensed and insured Contractor or a CRA-appointed inspector.

Electrical, Plumbing, Structural: Must present a hazard to health and/or property if not repaired, such as a risk for fire, exposure of home to outside elements, or potential for major damage to the home.

At-Risk Mechanical Equipment: Equipment must be at-risk for storm damage or damaged by a recent storm event and attributed to the safety and integrity of the home. Elevation limited to properties located in high flood hazard areas (Zones A and V) as defined by the most recent FEMA flood maps. Visit the Northwest Florida Water Management District website for more information on flood hazard areas: <http://portal.nwfwmdfloodmaps.com/>.

TYPE OF ASSISTANCE:

Assistance is provided as a zero-interest forgivable deferred loan secured by a sub-ordinate lien agreement. The lien period is 1 year for owner-occupied property and 3 years for long-term lease property. The lien is forgiven on a daily basis over the course of the lien period. At expiration of the lien period, the loan is forgiven in full with program compliance.

Eligible program participants shall be eligible to apply for assistance under other residential CRA programs after a period of one (1) year, commencing on the beginning date of the lien period and terminating one (1) year thereafter. However, improvements made under this program shall not be eligible for modification or reconstruction.

Leased Property: Limited to landlords renting to households at or below 80% AMI. Rents must not be increased more than 5% per year during the lien period, and must be certified annually to the Community Redevelopment Agency (CRA).

Transfer of Property: During the lien period, transfer of property shall only be permissible to an eligible heir, as defined by Florida law. In the event of the transfer of property to an heir, such heir shall assume all responsibilities for compliance under the program.

Duplication of Benefits: This program shall not be used to duplicate or supplant benefits received or available from insurance policy payouts, and FEMA assistance programs.

CONTRACTING PROCEDURES:

The property owner shall be responsible for contracting licensed and insured contractors to conduct the improvements according to the following procedures.

Bids shall be solicited on behalf of the property owner, from three (3) or more licensed and insured contractors who are qualified to conduct the improvements. Contractors to be bid shall be selected by the property owner. The project shall be awarded to the lowest and most responsive bidder. **Owner shall not cause work to commence until a work contract has been executed and the Contractor has been issued a Purchase Order.** Payment shall be made by the CRA directly to the Contractor.

EMERGENCY RESPONSE AND RECOVERY: In the event of an emergency response or recovery situation, such as a state of emergency related to a natural disaster or an instance where an immediate threat is presented to the building, funding may be approved via an abbreviated process (“emergency approval”).

Eligible Improvements: Emergency approvals shall be limited to the minimum amount of work necessary to stabilize the building and prevent further degradation. Examples of work include, but are not limited to, tarping, boarding windows and removing fallen trees. In instances when a CRA-appointed inspector cannot be provided, the owner (or their licensed and insured contractor), shall provide, at minimum pictures and written documentation of the conditions warranting improvement.

Contracting & Payment: Work authorized under emergency approval shall be provided as a grant and exempt from lien requirements. Contracting procedures may be waived at the discretion of the CRA Manager, only in accordance with emergency procurement laws pertaining to City procurement. Administration and contracting may also be facilitated and/or secured by a Partnering Agency or City Department under these events on a case-by-case basis. Contractors shall be licensed and insured. Payment shall be made by the CRA directly to the Contractor. In the event a homeowner or their representative undertakes the stabilization work themselves only cost of materials will be reimbursed upon submission of paid receipts. Payment shall be made upon 100% completion of the work, and passed inspection if applicable. Completion shall be verified by, at minimum, date stamped photo documentation to include both before photos of damages and after photos of work and materials provided. Work shall comply with all local, state and federal requirements. Applicants shall fully cooperate with the CRA Office in providing the documentation necessary to verify the completion of the work performed and compliance with law.

Income Verification: During emergency response and recovery, household income may be verified by self-certification.

Once the emergency response period has ended, the program shall be re-opened under normal operational procedures. However, grant recipients with remaining improvements necessary to be performed (such as requiring a new roof or windows, for example) shall be given priority over new applicants and funded based on the order in which their grant application was approved during the emergency approval process.

PRIORITIZATION: In instances of high program demand and limited funding, program approvals may be prioritized based on the extent of damage and degree of threat to the building and its inhabitants (e.g. a tree that has fallen on or near a structure will receive higher priority than a tree that poses a threat to a property), as well as, household income (households at or below 80% AMI will receive higher priority than households over 80% AMI) and direct impacts caused by major storm events such as hurricanes and floods.

PROCEDURES:

1. Upon submittal of a complete application, including all supporting documentation, the Program Administrator will determine initial eligibility for program participation.

2. Upon a finding of initial eligibility, or in conjunction with the application, the project shall be placed out to bid. Upon receipt of the bids, the project shall then be considered for approval.
3. Upon approval, the Owner shall enter into a work contract with his/her Contractor and execute the Lien Agreement. A Notice to Proceed (NTP) establishing the start date for construction will be will be issued to the selected Contractor.

Completion must be achieved within 90 days from the established start date unless otherwise authorized by the CRA Manager or his or her representative.

4. The lien will be forgiven in full at the conclusion of the lien period with program compliance.

City of Pensacola Community Redevelopment Agency

222 W. Main Street, Pensacola FL 32502

Phone: (850) 436-5675 (Programs Line)

Email: cradivision@cityofpensacola.com

Web: www.cityofpensacola.com/cra

Program subject to funding availability and full terms described in the program documents.

HUD release: 4/2/2024

Effective: 4/1/2024

**2024 Income Limits and Rent Limits
Florida Housing Finance Corporation
SHIP and HHRP Programs**

County (Metro)	Percentage Category	Income Limit by Number of Persons in Household										Rent Limit by Number of Bedrooms in Unit					
		1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5
DeSoto County Median: 57,100	30%	15,060	20,440	25,820	31,200	35,250	37,850	40,450	43,050	Refer to HUD		376	443	645	830	946	1,043
	50%	22,850	26,100	29,350	32,600	35,250	37,850	40,450	43,050	45,640	48,248	571	611	733	848	946	1,043
	80%	36,550	41,750	46,950	52,150	56,350	60,500	64,700	68,850	73,024	77,197	913	978	1,173	1,356	1,512	1,669
	120%	54,840	62,640	70,440	78,240	84,600	90,840	97,080	103,320	109,536	115,795	1,371	1,468	1,761	2,035	2,271	2,505
	140%	63,980	73,080	82,180	91,280	98,700	105,980	113,260	120,540	127,792	135,094	1,599	1,713	2,054	2,374	2,649	2,922
Dixie County Median: 52,500	30%	15,060	20,440	25,820	31,200	35,250	37,850	40,450	43,050	Refer to HUD		376	443	645	830	946	1,043
	50%	22,850	26,100	29,350	32,600	35,250	37,850	40,450	43,050	45,640	48,248	571	611	733	848	946	1,043
	80%	36,550	41,750	46,950	52,150	56,350	60,500	64,700	68,850	73,024	77,197	913	978	1,173	1,356	1,512	1,669
	120%	54,840	62,640	70,440	78,240	84,600	90,840	97,080	103,320	109,536	115,795	1,371	1,468	1,761	2,035	2,271	2,505
	140%	63,980	73,080	82,180	91,280	98,700	105,980	113,260	120,540	127,792	135,094	1,599	1,713	2,054	2,374	2,649	2,922
Duval County (Jacksonville HMFA; Jacksonville MSA) Median: 98,100	30%	20,450	23,400	26,300	31,200	36,580	41,960	47,340	52,720	Refer to HUD		511	548	657	847	1,049	1,250
	50%	34,100	38,900	43,800	48,650	52,550	56,450	60,350	64,250	68,110	72,002	852	912	1,095	1,265	1,411	1,557
	80%	54,500	62,300	70,100	77,850	84,100	90,350	96,550	102,800	108,976	115,203	1,362	1,460	1,752	2,024	2,258	2,491
	120%	81,840	93,360	105,120	116,760	126,120	135,480	144,840	154,200	163,464	172,805	2,046	2,190	2,628	3,036	3,387	3,738
	140%	95,480	108,920	122,640	136,220	147,140	158,060	168,980	179,900	190,708	201,606	2,387	2,555	3,066	3,542	3,951	4,361
Escambia County (Pensacola-Ferry Pass- Brent MSA) Median: 92,200	30%	18,900	21,600	25,820	31,200	36,580	41,960	47,340	52,720	Refer to HUD		472	506	645	847	1,049	1,250
	50%	31,500	36,000	40,500	44,950	48,550	52,150	55,750	59,350	62,930	66,526	787	843	1,012	1,168	1,303	1,438
	80%	50,350	57,550	64,750	71,900	77,700	83,450	89,200	94,950	100,688	106,442	1,258	1,348	1,618	1,870	2,086	2,301
	120%	75,600	86,400	97,200	107,880	116,520	125,160	133,800	142,440	151,032	159,662	1,890	2,025	2,430	2,805	3,129	3,453
	140%	88,200	100,800	113,400	125,860	135,940	146,020	156,100	166,180	176,204	186,273	2,205	2,362	2,835	3,272	3,650	4,028
Flagler County (Palm Coast MSA) Median: 88,700	30%	18,250	20,850	25,820	31,200	36,580	41,960	47,340	52,720	Refer to HUD		456	488	645	847	1,049	1,250
	50%	30,400	34,750	39,100	43,450	46,950	50,400	53,900	57,350	60,830	64,306	760	814	977	1,130	1,260	1,390
	80%	48,650	55,600	62,550	69,500	75,100	80,650	86,200	91,750	97,328	102,890	1,216	1,303	1,563	1,807	2,016	2,224
	120%	72,960	83,400	93,840	104,280	112,680	120,960	129,360	137,640	145,992	154,334	1,824	1,954	2,346	2,712	3,024	3,337
	140%	85,120	97,300	109,480	121,660	131,460	141,120	150,920	160,580	170,324	180,057	2,128	2,280	2,737	3,164	3,528	3,893
Franklin County Median: 69,500	30%	15,060	20,440	25,820	31,200	36,580	40,350	43,100	45,900	Refer to HUD		376	443	645	847	1,008	1,112
	50%	24,350	27,800	31,300	34,750	37,550	40,350	43,100	45,900	48,650	51,430	608	651	782	903	1,008	1,112
	80%	38,950	44,500	50,050	55,600	60,050	64,500	68,950	73,400	77,840	82,288	973	1,043	1,251	1,445	1,612	1,779
	120%	58,440	66,720	75,120	83,400	90,120	96,840	103,440	110,160	116,760	123,432	1,461	1,564	1,878	2,169	2,421	2,670
	140%	68,180	77,840	87,640	97,300	105,140	112,980	120,680	128,520	136,220	144,004	1,704	1,825	2,191	2,530	2,824	3,115

Florida Housing Finance Corporation (FHFC) income and rent limits are based upon figures provided by the United States Department of Housing and Urban Development (HUD) and are subject to change. Updated schedules will be provided when changes occur.



City of Pensacola

222 West Main Street
Pensacola, FL 32502

Memorandum

File #: 25-206

Eastside Redevelopment Board

2/25/2025

DISCUSSION

SUBJECT:

REDEVELOPMENT PLAN UPDATE

ATTACHMENTS:

1. Eastside Neighborhood Plan_2004

Eastside Neighborhood Plan

January 2004

Prepared by the City of Pensacola
Community Development Department



City of
Pensacola



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City of Pensacola

Eastside Neighborhood Plan

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Section 1

Introduction

Section 1.1 Background

The City of Pensacola developed the Neighborhood Planning Process in 2001 as a new proactive approach to comprehensively review an area and identify opportunities at the neighborhood level. Neighborhood Planning is an opportunity for citizens to take an active role in the planning process. The purpose of this project is to develop an action plan that will address specific neighborhood concerns and in turn protect, preserve, and enhance the quality of life for all citizens. The neighborhood plan will:

- Identify neighborhood strengths and assets
- Identify neighborhood needs and concerns
- Establish goals for improving the neighborhood
- Provide actions for reaching the goals

This report is divided into three distinct sections. The first section, the Neighborhood Profile, details background information about Eastside Neighborhood. The next section identifies issues and goals for Eastside. The final section details the action steps for achieving those goals stated in the plan. The Action Plan focuses on the following strategies:

- Neighborhood Development: Neighborhood Development is the strategy for those areas that include established and/or growing neighborhoods that have relatively large amounts of developable land remaining and undeveloped areas that have been identified as being suitable for the development of new neighborhoods.
- Neighborhood Protection: Neighborhood Protection is the strategy for areas that are largely developed. The strategy is for mature neighborhoods where the development pattern is well established and there is no or relatively little developable land remaining. The primary purpose of this strategy is to protect such areas from inappropriate new development or redevelopment and to identify possible neighborhood enhancements.
- Neighborhood Revitalization: Neighborhood Revitalization is the strategy for neighborhoods that are in decline. The primary purpose of this strategy is to encourage new investment in such areas through new infill development, redevelopment of existing structures and to identify possible neighborhood enhancements.

Action steps will generally fall into three categories: 1) things that the neighborhood can do, such as start a community watch program, form a garden club to maintain common areas, landscape entranceways and common areas, and other beautification/cleanup projects; 2) things that the City can do that will not require direct monetary assistance such as revising zoning regulations and stepping up code enforcement activities; and 3) things that will require financial resources such as construction and/or repair of sidewalks, repairing/resurfacing streets, park improvements, property acquisition, and other building

incentive programs. This section will provide specific detail regarding, funding strategies, implementation, and timelines. This section will also identify roles and responsibilities for specific action steps.

In identifying improvement strategies and actions for implementation, the plan draws from a number of plans covering the Eastside area previously approved by City Council. These include the Pensacola Comprehensive Plan which provides a blue print for the city's future growth and development, the Enterprise Zone Strategic Plan which focuses on economic development and physical improvement incentives and the Urban Infill and Redevelopment Plan which addresses neighborhood quality of life and revitalization goals

The plan will be presented to City Council for approval. Implementation of planned projects will be carried out as funding becomes available. However, funding decisions will be made taking into account the overall needs and requirements of all neighborhoods in the City as well as other City budget priorities. The plan will assist City staff and City Council with prioritization of city projects in the budget development process. Projects identified in completed neighborhood plans may be given priority in the Pensacola Community Initiatives Partnership Grant Program (PCIP) and will be eligible for PCIP grants outside of the normal funding cycles. Each completed plan must be in conformity with the adopted City of Pensacola Comprehensive Plan and other approved plans. If inconsistent, the plan must include amendments to the appropriate plan as part of the implementation process.

Section 1.2 Scope

This action plan will review housing, parks and recreation, public safety, pedestrian amenities, historic preservation, commercial zoning, land use and transportation in Eastside Neighborhood. These areas are of primary concern for the City of Pensacola and are those areas in which the City can facilitate change. Areas that will not be included in this Action Plan are socio-economic issues, health issues, or education. While these areas are important to the health and well being of every neighborhood, they are beyond the scope of the City of Pensacola and would require the cooperation of other governments and organizations to bring about change. This action plan is a unique statement about Eastside and what the residents of that neighborhood want it to be.

Section 2

Neighborhood Profile

Section 2.1 Location and Boundary

Eastside Neighborhood is centrally located within the City of Pensacola. The boundaries of Eastside are: Baars Street on the north; Cervantes Street on the south; Hayne Street on the west; and 6th Avenue to Mallory, Mallory to 8th Avenue, 8th Avenue to Lee, and Lee to 9th Avenue on the east. (See Map 1).

Principally residential in character, the neighborhood is traversed by the Martin Luther King, Jr. Drive and Davis Street corridors along which there are scattered commercial clusters. The neighborhood is marked by a traditional urban form of development. Buildings are constructed at pedestrian scale, creating a street edge very near the sidewalk permitting considerable interaction. Neighborhood streets provide good connectivity.

The Eastside Neighborhood Improvement Association organized in 1999. Recently, a neighborhood crime watch has been formed.

Section 2.2 Neighborhood History

Eastside Neighborhood lies within Pensacola's East King Tract. The East King Tract was one of several Spanish land grants awarded to private citizens in the Americas by the King of Spain in the late 1800's. The Eastside Neighborhood became racially integrated in the early 1940's. During this period, many of Pensacola's prominent African Americans, no longer restricted by Jim Crow laws to living in the neighborhoods on Pensacola's west side, relocated to the east.



Eastside neighborhood has been home to many prominent African American citizens. Pastors, doctors, dentists, principals, teachers, tailors, blacksmiths and mid-wives are a few of the professions of previous Eastside residents. Baseball players with the famed Negro League also resided here. The Eastside Neighborhood Improvement Association has proposed the establishment of an African American history trail to document the history and contributions of early African Americans in the Eastside area. Some of the proposed

sites to be identified by this heritage trail are: the homestead of General Daniel Chappie James, the Air Force's first black four-star general; Magee Field, a ball park named after one of Pensacola's first black physicians, Dr. A.S. Magee; the home built by Dr. A.S. Magee in 1917 located on Eighth Avenue and Blount Street; E.S. Cobb Center named after another African American Physician, Dr. E.S. Cobb; H&O Café, one of the first black owned

Map 1 Neighborhood Boundary

restaurants in the Pensacola area owned by Hamp and Ola Lee. The African American history trail will document the contributions of prominent African American citizens of the Eastside Neighborhood in the early 1900's. The home pictured above is the home of Dr. J. Lee Pickens and his wife, former principal of the J. Lee Pickens School. This home is located at 1422 North Davis Highway on the corner of Davis and Blount.



Originally owned and operated by Mr. Hamp & Mrs. Ola Lee, H&O Café serves some of the best Soul Food cooking in the City of Pensacola. H&O Café opened its doors for business in the 1930's and before integration was a focal point for the African American Community. It was the preeminent black restaurant in the City of Pensacola and many entertainers of the pre-integration area dined at H&O Café. H&O Café is currently managed by Michael Grier and Chris Holmes and is located at 301 Gonzalez Street at the corner of Hayne and Gonzalez.



Eastside Neighborhood is the birth place of General Daniel "Chappie" James, Jr. General James was a native of Pensacola, Florida and was born on February 11, 1920. He graduated from Booker T. Washington High School in 1937 and attended Tuskegee Institute from 1937 to 1942 where he received a Bachelor of Science Degree in Physical Education and learned to fly under the Civilian Pilot Training Program. In January of 1943, General James received appointment as a cadet in the Army Corps and was designated as second lieutenant. Throughout his military experience he served in three wars: World War II, the Korean War, and Southeast Asia conflicts. General James became the first African

American man in the United States Air Force to become a Four Star General in September 1975. General James was assigned as Commander in Chief of the North American Air Defense Command and Aerospace Defense Command which made him responsible for all facets of air defense in the United States and Canada. He died of a heart attack on February 25, 1978. His home is located within the boundaries of Eastside Neighborhood on Martin Luther King, Jr. Drive.



Section 2.3 Area Characteristics

Population Characteristics

Table 1 indicates that Eastside Neighborhood has an estimated population of 1,387 persons which represents approximately 2.4% of the City's population. Table 1 also indicates that Eastside Neighborhood is predominately African American. Approximately 91% of the residents in Eastside are African American compared to approximately 31% of the City's population.

Table 1 POPULATION BY RACE- 2002				
	City of Pensacola	%	Eastside Neighborhood	%
Total	57,814		1,387	
White	37,400	64.69%	84	6.06%
Black or African American	17,708	30.63%	1,258	90.67%
All Other Races	2,706	4.68%	45	3.27%

Source: University of West Florida Haas Center for Business Research and Economic Development

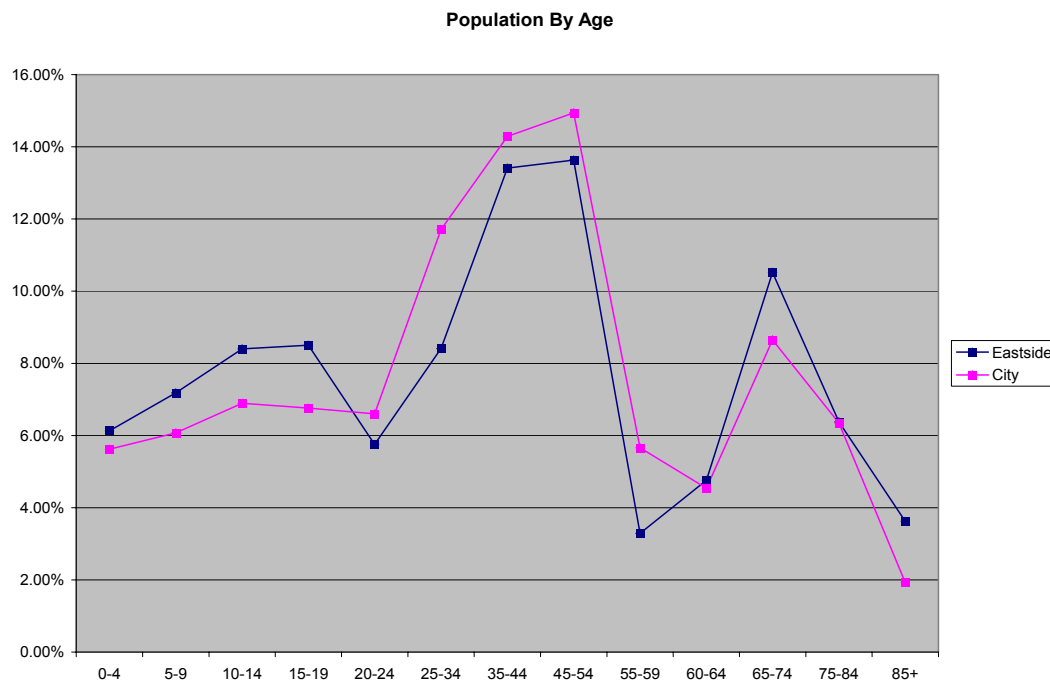
Eastside has high concentrations of older and younger residents when compared to the City as whole. Approximately 20% of Eastside residents are age 65 and older. The 2002 estimated median age for City of Pensacola residents is 39.44 compared with 39.17 years for the Eastside Neighborhood (Table 2). Eastside follows the City as a whole in that the highest percentage of population falling within any single age group is in the 45-54 year old group (14.94 % for the City and 13.63% for Eastside).

Table 2 POPULATION BY AGE- 2002		
	City of Pensacola	Eastside Neighborhood
Total Population	57,814	1,387
Age 0-4	5.62%	6.13%
Age 5-9	6.07%	7.18%
Age 10-14	6.89%	8.40%
Age 15-19	6.76%	8.50%
Age 20-24	6.60%	5.75%
Age 25-34	11.71%	8.41%
Age 35-44	14.29%	13.41%
Age 45-54	14.94%	13.63%
Age 55-59	5.66%	3.29%
Age 60-64	4.54%	4.76%
Age 65-74	8.65%	10.52%
Age 75-84	6.35%	6.38%
Age 85+	1.92%	3.62%

Source: University of West Florida Haas Center for Business Research and Economic Development

University of West Florida Haas Center for Business Research and Economic Development data indicates that population fell by 14% in the Eastside Neighborhood between 1999 and 2000 while the population of the City as a whole grew by 4%. The trend in Eastside reversed between 2000 and 2002, with the Eastside population increasing by 2%. This occurrence may be attributable to both public and private sector residential infill construction activity in the neighborhood. The citywide population again grew at a rate of 4% between 2000 and 2002. The estimated average household size for Eastside for 2002 was roughly 10% higher than for the City.

Chart 1



Households

An estimated 564 households resided in Eastside in 2002. Following a significant loss between 1990 and 2000, the 2002 numbers indicate an increase in neighborhood households. Average household size for the neighborhood (2.46 persons) exceeds of the City wide average household size (2.25 persons) by nine percent (9%).

Table 3 HOUSEHOLDS		
	City of Pensacola	Eastside Neighborhood
1990	24,269	640
2000	24,524	551
2002	25,521	564
Average Household Size (2002)	2.25	2.46

Source: University of West Florida, Haas Center for Business Research and Economic Development

Educational Characteristics

The data indicates approximately 55% of Eastside residents have obtained a high school diploma compared to 80% of the City's population. The high school drop-out rate for Eastside is twice that for the City as a whole. Nearly 45% (400) of Eastside's population has not obtained a high school diploma or GED. Approximately 37% of the City's population has obtained a college degree (associate, bachelor or masters) compared to approximately 9% of Eastside residents (Table 4).

Table 4	EDUCATIONAL ATTAINMENT OF PERSONS 25+	
	City of Pensacola	Eastside Neighborhood
Less than 9 th Grade	6.57%	18.78%
Some High School, No Diploma	13.14%	26.20%
High School Grad (GED)	22.43%	35.45%
Some College, No Degree	21.23%	10.63%
Associate Degree	7.31%	4.87%
Bachelor Degree	18.35%	2.10%
Graduate or Professional Degree	10.98%	1.97%

Source: University of West Florida, Haas Center for Business Research and Economic Development

Income Characteristics

Average household income in the Eastside Neighborhood is \$26,298 compared with \$56,572 for the City. Neighborhood median income is \$20,144 compared with a citywide median of \$37,674. Per capita income for the neighborhood is \$10,693 for the neighborhood compared with \$25,231 for the City. Table 5 indicates that approximately 41% of Eastside's residents have an income less than \$15,000 compared to approximately 18% in the City. The percentage of Eastside residents with an income less than \$15,000 can be linked directly to the educational attainment of residents. The average household income and per capita income of Eastside residents is more than 50% less than those measures of income for the City as a whole. This may also be related to the relatively high concentration of elderly in Eastside.

Table 5	HOUSEHOLD INCOME	
	City of Pensacola	Eastside Neighborhood
Less than \$15,000	18.31%	40.52%
\$15,000-\$24,999	14.56%	18.35%
\$25,000-\$34,999	14.38%	17.81%
\$35,000-\$49,999	15.43%	9.45%
\$50,000-\$74,999	17.61%	8.68%
\$75,000-\$99,999	9.23%	4.19%
\$100,000-\$149,999	6.58%	1.0%
\$150,000-\$249,999	2.36%	.01%
\$250,000-\$499,999	1.03%	.00%
\$500,00 and over	.52%	.00%

Source: University of West Florida, Haas Center for Business Research and Economic Development

Section 2.4 Neighborhood Economic Development Potential

The University of West Florida Whitman Center for Social Service Community Outreach Partnership (COPC) conducted research to determine the amount of economic development potential existing in five Pensacola Urban Core neighborhoods, including Eastside. Neighborhood level economic development potential was quantified on the basis of unmet neighborhood retail demand. A report of the study's findings was produced in June 2000. (A summary table of the study's results is provided as attachment 3).

The study found that a mere fifty nine percent (59%) of potential trade within the Eastside neighborhood was being captured. Of a total \$10 million in estimated potential retail demand, only \$6 million was being met. The total estimated amount of untapped retail demand exceeded \$4 million as shown in Table 6.

Table 6 1999 ECONOMIC DEVELOPMENT POTENTIAL	
Est. Eastside Neighborhood Retail Demand	\$10,180,991
Est. 1999 actual retail sales per neighborhood	\$6,000,000
Percentage of trade being captured	59%
Est. 1999 unmet Retail Demand	\$4,180,991

Section 2.5 Property Conditions

Structure Condition

Structure condition survey data (Table 7, Chart 2 and Map 2) indicates that approximately 50% of the total structures in the Eastside Neighborhood are deteriorated to some degree. Nearly 43% of neighborhood occupied structures have some degree of deterioration while approximately 78% of the vacant structures are deteriorated to some extent. The value of properties in the Eastside Neighborhood is reflective of the condition of these properties.

Definitions of Structure Condition:

- *Standard Condition:* Unit that appears habitable and in good condition. The unit needs no exterior repairs.
- *Slightly Deteriorated:* Unit that appears habitable but needs minor, non-structural repairs or maintenance such as painting or new roof shingles.
- *Deteriorated:* Unit that appears habitable but needs major, structural repair such as new windows, walls or corrections to foundation, sagging roofs, porches etc.

Map 2 Structure Condition

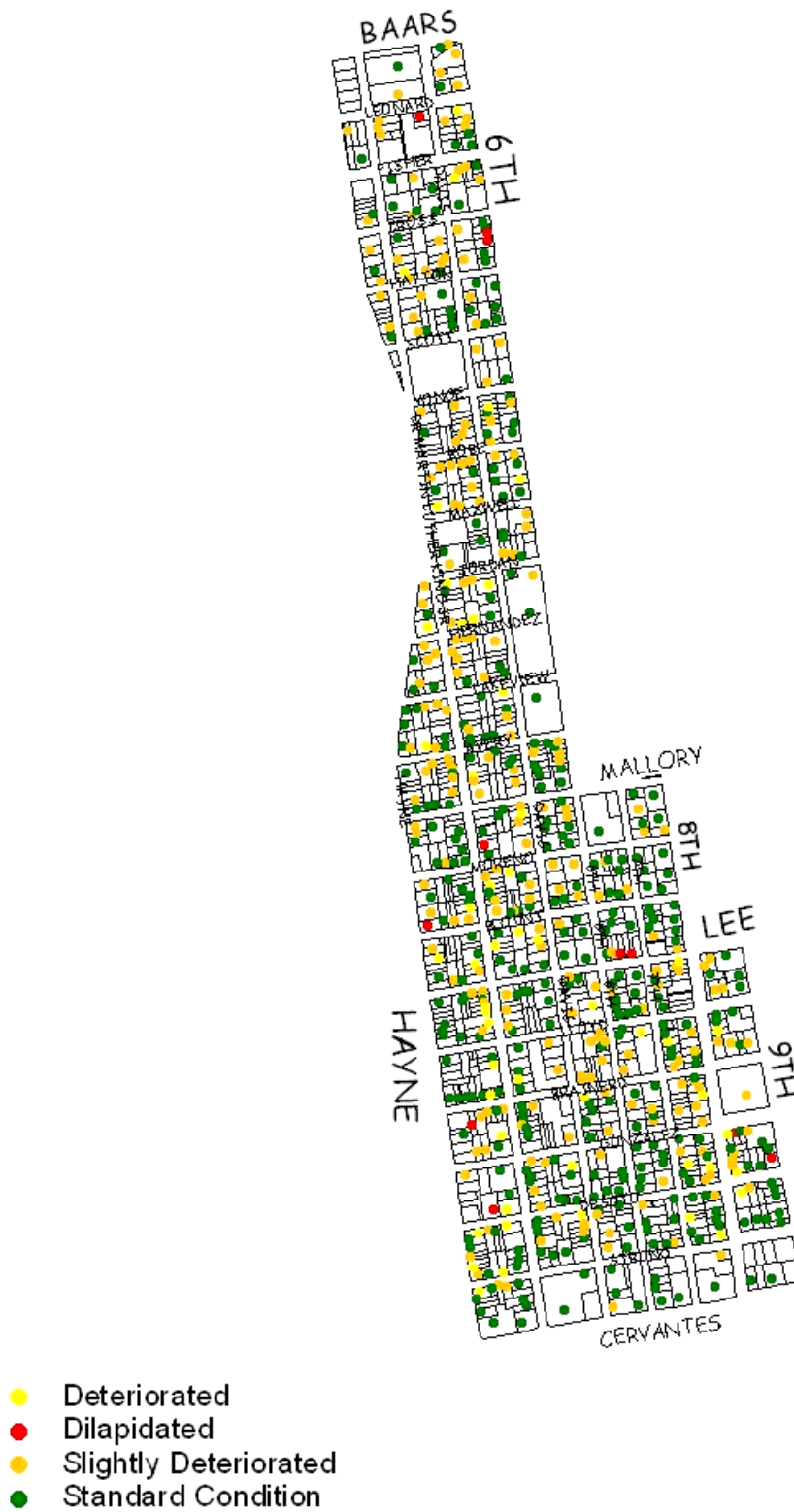


Chart 2- Structure Condition

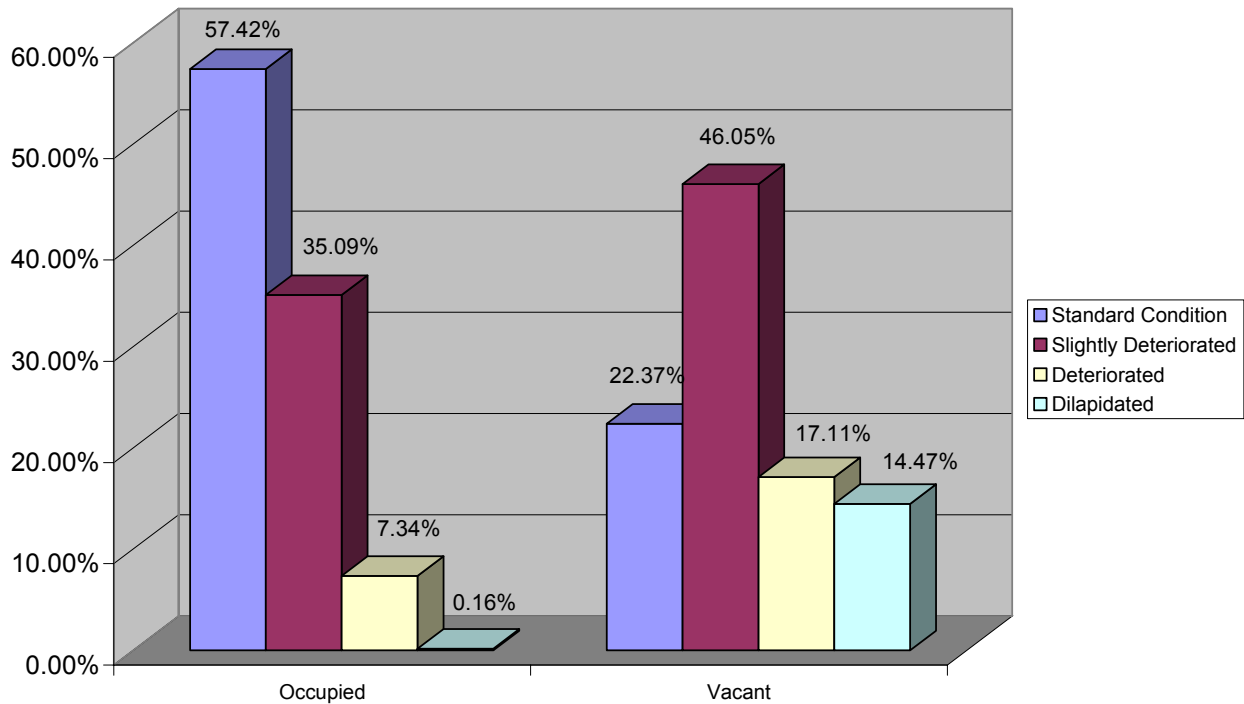


Table 8	HOUSING UNITS BY YEAR BUILT	
	City of Pensacola	Eastside Neighborhood
1989-2002	8.10%	1.21%
1985-1988	7.97%	1.28%
1980-1984	10.30%	5.94%
1970-1979	17.98%	4.18%
1960-1969	17.90%	6.60%
1950-1959	14.21%	11.92%
1940-1949	8.72%	17.01%
1939 Earlier	14.82%	51.85%

Source: University of West Florida, Haas Center for Business Research and Economic Development

Table 9	OWNER OCCUPIED HOUSING VALUES	
	City of Pensacola	Eastside Neighborhood
Total Owner Occupied Units	14,549	277
Less than \$25,000	2.81%	14.04%
\$25,000-\$49,999	10.53%	41.23%
\$50,000-\$74,999	18.65%	27.37%
\$75,000-\$99,999	20.00%	9.59%
\$100,000-\$149,999	28.35%	5.87%
\$150,000+	19.65%	1.90%

Source: University of West Florida, Haas Center for Business Research and Economic Development, 2002
Estimates based on 2000 Census

According to a survey conducted by the University of West Florida Whitman Center for Public Service, nearly 30% of the parcels in Eastside Neighborhood are vacant (Table 10). This indicates a considerable potential for future infill development in the area.

Table 10 OCCUPANCY			
Total Parcels	Vacant Lot	Occupied Structure	Vacant Structure
995 (100%)	292 (29.35%)	627 (63.02%)	76 (7.64%)

Source: Property Conditions Survey conducted by University of West Florida, Whitman Center for Public Service, Fall 2002

Yard/Lot Conditions

Property and yard maintenance has a substantial impact on neighborhood aesthetics. The property conditions survey conducted by the University of West Florida, Whitman Center for Public Service identified a substantial percentage (nearly 37 percent) of neighborhood yards and/or vacant lots as being in slightly unacceptable or poor condition. The impact of high absentee ownership is reflected in these numbers in that, the majority of unacceptable yard or lot conditions occur on vacant or unoccupied properties.

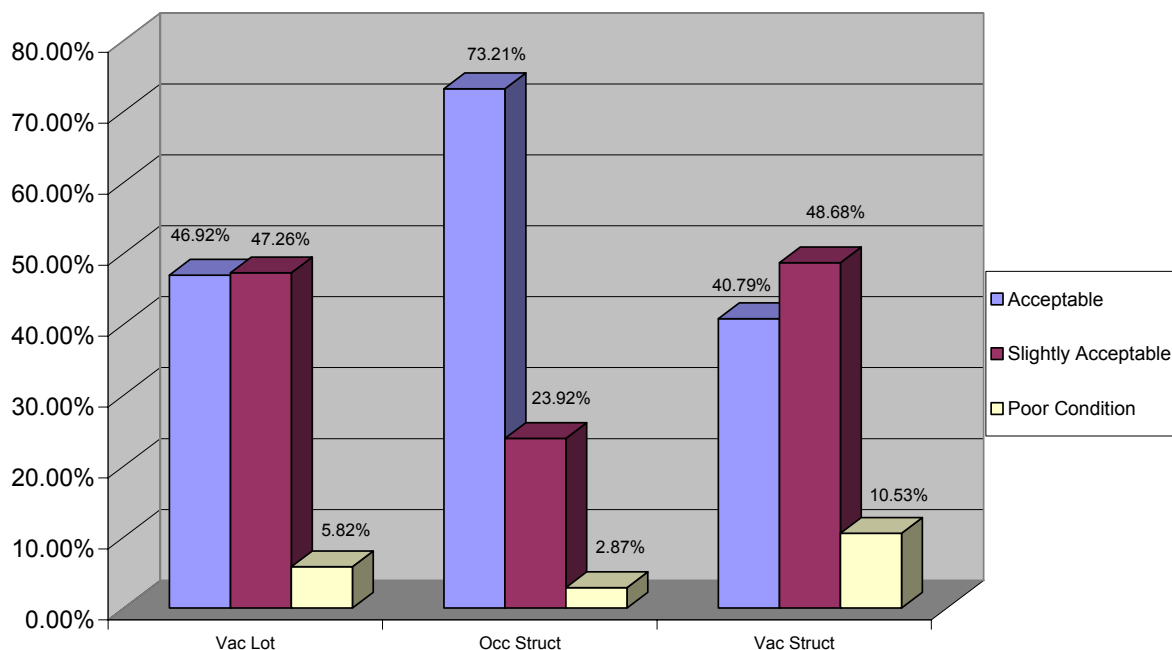
Table 11 YARD/LOT CONDITION								
	Vacant Lots	%	Occupied Structures	%	Vacant Structures	%	All Properties	%
Total Surveyed	292		627		76		995	
Acceptable	137	46.92%	459	73.21%	31	40.79%	627	63.02%
Slightly Unacceptable	138	47.26%	150	23.92%	37	48.68%	325	32.66%
Poor Condition	17	5.82%	18	2.87%	8	10.53%	43	4.32%

Source: University of West Florida, Whitman Center for Public Service, Fall 2002

Definitions of Yard/Lot Conditions:

- **Acceptable:** Yard has no overgrown grass or weeds and is free from any litter, trash, debris, junk and inoperable vehicles.
- **Slightly Unacceptable:** Yard has grass and/or weeds in excess of 18 inches and/or small amounts of trash, junk, or one inoperable vehicle that would require minimum effort to remove.
- **Poor Condition:** Yard has grass and/or weeds in excess of 18 inches and/or large amounts of trash, outdoor storage, junk and inoperable vehicles that would require considerable effort to remove.

Chart 3- Yard/Lot Condition



Section 2.6 Crime Statistics

According to the data, traffic crash reports/traffic citations and theft are the largest crime categories for both the City of Pensacola and Eastside Neighborhood. Based on the results from the neighborhood survey, residents view crime as a major issue/problem in Eastside.

Table 12 CRIME STATISTICS 2002			
Category	Eastside	City of Pensacola	% of Occurrence in Eastside
Burglary Crimes	40	1,294	3%
Robbery Crimes	10	101	10%
Theft Crimes	89	1,367	7%
Assault/Battery Crimes	39	653	6%
Narcotic Related Offenses	35	541	6%
Traffic Crash Reports/Traffic Citations	518	16,281	3%
Traffic Fatalities	0	5	0%
Violent Crimes*	5	58	9%

Source: City of Pensacola Police Department: *(includes murder, forcible rape, forcible child molestation, attempted sexual battery)

Definitions of Crime Categories:

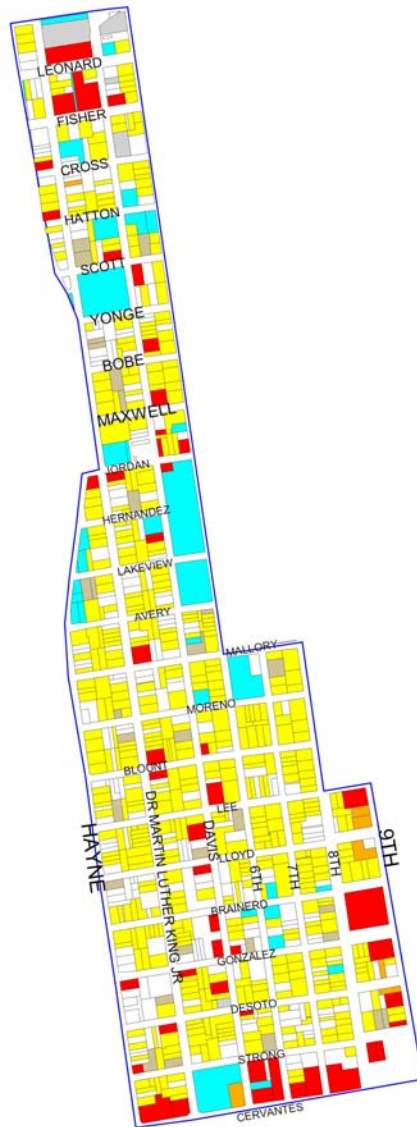
- Burglary – Any unlawful entry into, or remaining in, any building with the intent to commit a crime.
- Robbery- Any unlawful or felonious intent to remove personal property with intent to deprive the rightful owner of it.

Section 2.7 Zoning and Land Use

The predominate land use in the Eastside Neighborhood (more than 74%) is residential as indicated by the yellow shading on the adjacent land use map. The balance of land use consists of office, institutional (schools and churches) and commercial. The neighborhood level commercial uses are scattered along the Dr. Martin Luther King, Jr. Drive and Davis Street corridors which run through the center of the neighborhood. The Cervantes Street and Ninth Avenue corridors, which form the neighborhood's southern and eastern borders are characterized by more concentrated commercial activity. In contrast to the existing pattern of land use, the prevailing zoning classification for the neighborhood is commercial (R-NC). Of the total 220.9 acres of neighborhood land area, 43.09 acres or 20% is zoned medium density residential (R-1A), with 171.69 acres or 78% zoned commercial (R-NC, C-1, or C-3) and 1.35 acres or less than 1% zoned industrial or Interstate Corridor.

Current zoning does not reflect the neighborhood's land use patterns or the residents' vision for the future development of much of the area. The existing commercial zoning allows many uses which are both undesirable and unwelcome by the neighborhood stakeholders. As a result of the neighborhood's current zoning, setback and minimum yard requirements for non-residential uses in much of the area are less restrictive than they would be were those uses located within 100 feet of a residential zone.

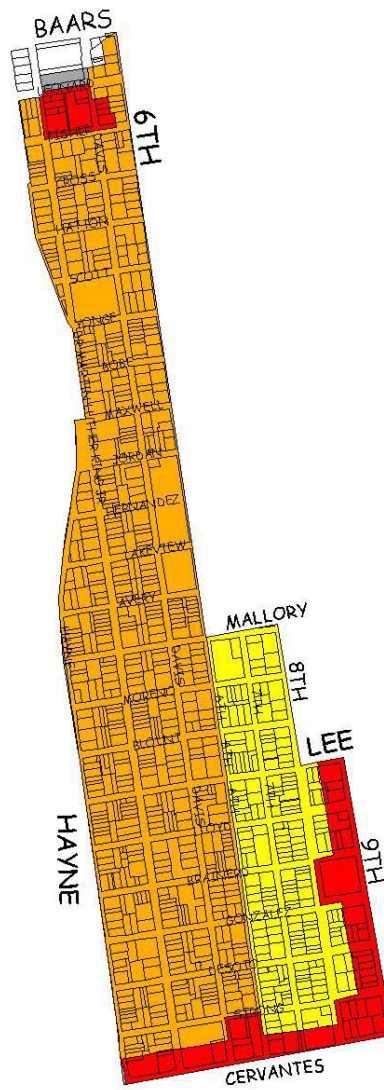
Map 3



EASTSIDE LAND USE



Map 4



EASTSIDE NEIGHBORHOOD ZONING



- The R-1A -medium density residential land use district allows one and two-family dwellings at a maximum 17.4 dwelling units per acre. Permitted uses include two-family attached townhouses, accessory residential units, community residential homes, manufactured homes, schools and educational institutions; The boundaries of the R-1A district in Eastside are: Mallory in the north; Cervantes in the south; 6th Avenue in the west; and 8th Avenue to Brainerd, Brainerd to Gonzalez, Gonzalez to Strong, and Strong to 8th Avenue in the east.



- The R-NC residential/neighborhood commercial zoning district is the predominant zone in the Eastside Neighborhood. This zone provides for professional offices and certain types of neighborhood convenience shopping, in addition to single family and multiple family dwellings (including manufactured homes). Permitted commercial uses include retail food drugstores, liquor package stores, clothing and fabric stores, home furnishings, hardware and appliance stores, specialty shops, banks, floral shops, health clubs, spas, laundromats, drycleaners, restaurants, appliance repair shops, outdoor sales of trees and shrubs and gasoline and service stations. When this zone occurs within 100 feet of a residential district, minimum front and rear yard setbacks are 15 feet with a 5 foot side yard setback requirement. Maximum lot coverage is 50%. Buildings may be constructed to a maximum height of 35 feet. Non-residential units may be constructed up to 9 stories in height. Regulations on setbacks and lot coverage are less restrictive when this zone occurs further than 100 feet from a residential zoning district. The boundaries of the R-NC district in Eastside are Fisher on the north; Strong on the south; Hayne on the west; and 6th Avenue on the east.



- The 9th Avenue and Cervantes Street neighborhood borders are zoned C-1 retail commercial. Land uses permitted in this zone include retail sales and services, motels/hotels, car washes, movie theatres, open-air tree sales, pet shops, parking lots and garages, pest services, and animal hospital and veterinary clinics. Outside storage and repair work are prohibited. Building regulations for the C-1 zone are limited to a maximum building height of 45 feet, with 75% maximum lot coverage. There are no minimum yard (minimum building setback requirements) except where a non-residential use is contiguous to a residential zoning district.



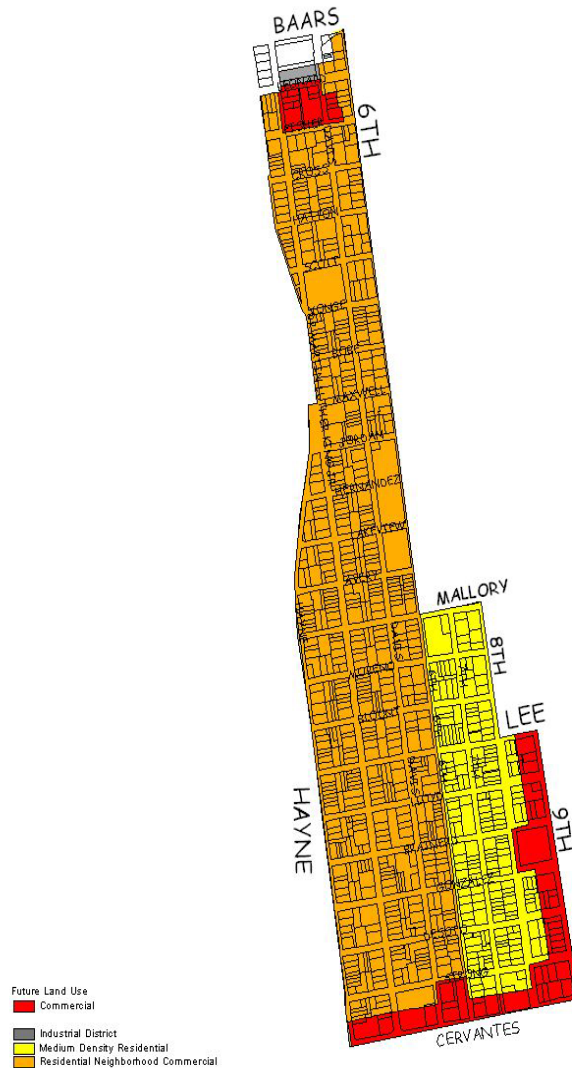
- The M-1-light industrial zoning district occurs at the northern tip of the neighborhood at Leonard Street. Permitted land uses in this zone include outdoor storage, wholesale businesses, fuel yards, lumber yards, assembly of appliances and instruments, manufacture of listed products, bottling plants and welding and metal fabrication. Residential is not allowed unless another residence already exists in the block. There are no minimum yard requirements except where a non-residential use is contiguous to a residential zoning district. Maximum building height in this zone is generally 45 feet. Maximum lot coverage is 75% of the total site area.



The Future Land Use element of the Pensacola Comprehensive Plan designates most of the property in this neighborhood as commercial (R-NC zone). This designation is consistent with area zoning but is inconsistent with neighborhood redevelopment goals.

Map 5

Eastside Future Land Use Districts



Section 2.8 Building Setback Requirements

Based on their classification as arterial roadways pursuant to Florida Department of Transportation criteria, the required street setback on Davis Street and Dr. Martin Luther King, Jr. Drive is fifty (50) feet on each side of the right-of-way centerline. This setback requirement currently results in the placement of any new structure in a manner that is inconsistent with the traditional street edge prevalent throughout the corridors. New

structures must be constructed much further away from the sidewalk than existing historically constructed buildings and appear out of line with the traditional physical form.

Section 2.9 Recreational and Institutional Facilities

The Cobb Center (601 E. Mallory Street) and Magee Field (MLK between Yonge & Scott) recreational facilities offer the principle recreational opportunities for neighborhood residents. Magee Field serves as the game field for a large number of community youth athletic teams. The City of Pensacola Parks and Recreation Department is currently acquiring property and developing plans to expand and improve the Magee Field facility. The expansion will include a dedicated parking area as well as expanded football practice field with irrigation, new fencing, picnic area under the trees, new lighting for the field, relocation of the basketball court and playground, and a possible new concession building.



Spencer-Bibbs Elementary School at 2005 N. 6th Avenue serves as the neighborhood primary level educational facility. Since gaining attention as the first school in the state of Florida to receive an “F” rating, Spencer Bibbs has made tremendous gains in its rating and was restored to the ranks of schools passing the state’s grading system.

A large number of churches are dispersed throughout the Eastside neighborhood. Mount Canaan Baptist Church (1919 Davis Street) and Sixth Avenue Baptist Church (1120 N 6th Avenue) are two of the churches that exist within the boundaries of Eastside Neighborhood.



The City of Pensacola Central Administration Offices and Fire Station #1 are located at the neighborhood's southern entrance. This institutional facility is a major neighborhood asset both in terms of safety and architectural value.



Section 2.10 Brownfields

Brownfields are abandoned or under-utilized industrial and commercial properties where redevelopment is hampered by real or perceived contamination of pollutants. Developers are typically reluctant to utilize these sites because of the potential liability involved with environmental contamination of the sites. However, a variety of economic incentives are available to help survey and or clean-up these sites. Such incentives can facilitate redevelopment.

There are two potential Brownfield sites located in Eastside Neighborhood, the Brown Diesel (at the Martin Luther King, Jr. Drive and Leonard Street) and a former station (at the corner of Martin Luther King, Jr. Drive and Mallory Street).



Section 2.11 Infrastructure

Eastside is characterized by the sporadic existence of sidewalks. Older sidewalks exist principally along the north-south roadways including the State roadways (Ninth Avenue, Davis Street and Dr. Martin Luther King, Jr. Drive). New sidewalks have been constructed under the City's Community Development Block Grant program and Local Option Sale Tax program over the past several years. Additional sections are proposed for construction under current year contracts as indicated on the attached map. Many east-west sidewalk connections remain to be provided.

Map 6

Neighborhood Sidewalks



Requested Sidewalks

The following specific locations have been identified for sidewalk improvements by neighborhood residents

Reconstruction:

- 1005 N 7th Avenue (Corner 7th & Desoto)
- 801 E. Desoto (Corner 8th & Desoto)

New:

- Lloyd Street from Hayne to 8th Avenue
- Brainerd Street from Hayne to 6th Avenue
- 8th Avenue from Gonzalez to Blount
- 7th Avenue from Mallory to Maxwell
- 6th Avenue from Brainerd to Mallory
- Mallory from 6th to Hayne

Lighting

Neighborhood residents have expressed concern over a lack of street lights or low light conditions at the following locations: Blount St between Haynes and 8th Ave, 8th Ave and Avery and Davis between Blount and Mallory. The City of Pensacola Traffic Engineer has noted a major upgrade to the street lighting in the Eastside neighborhood undertaken by the City and Gulf Power in 2000/2001. This project included the installation of approximately 28 new lights, the upgrade of approximately 18 existing lights and modifications or relocation of 10 lights.

A 2003 lighting survey was performed in the area by the City's Public Works Department to determine if there are any streets that are not lit to the City standard of one light per intersection and one mid-block light per block. At least 15 mid block locations were identified that did not have lights. Residents noted the following specific locations:

1. Blount St between Haynes and 8th Ave
2. 8th Ave and Avery
3. Davis between Blount and Mallory

Problem Intersections

Several intersections have been identified as problematic by neighborhood stakeholders from a public safety perspective. Numerous traffic accidents have occurred at these locations.

1. Signal timing at Blount and Davis
2. ML King and Jordan
3. Blount at Davis and ML King

Speed Control

Speeding along Davis Street and Martin Luther King, Jr. Drive presents a major concern for neighborhood residents. In response to this concern, traffic counts were performed by the City's Traffic Engineer. (See Attachment #2) Following are the results of the speed study

made on Davis Street and Dr. Martin Luther King, Jr. Drive in the vicinity of Yonge St. on September 8, 2003:

	<u>Davis Hwy Northbound</u>	<u>ML King Southbound</u>
Average	37 MPH	37 MPH
Median	36 MPH	37 MPH
85 percentile	43 MPH	44 MPH
10 MPH Pace	31 – 40 MPH	36 – 45 MPH
% in Pace	53.4%	52.3%
Posted Speed Limit	35 MPH	35 MPH

All of this indicates that vehicles are speeding on both Davis and Martin Luther King, but slightly higher on Martin Luther King.

Traffic Volumes

- 300 ft north of Fairfield 10,000 vpd S/B, 9,000 vpd N/B
- 300 ft south of Fairfield 7,600 vpd S/B, 7,400 vpd N/B
- Davis north of Texar 5,600 vpd N/B
- ML King north of Texar 5,500 vpd S/B
- ML King 1,000 ft south of Texar 5,000 vpd S/B
- Davis between Maxwell and Bobe St 4,100 vpd N/B

The following are 24 hour unadjusted traffic counts made by the City Traffic Engineer:

- Davis at Jordan 3,087 vpd N/B
- Davis at Maxwell 4,365 vpd N/B
- Davis at Gonzalez 2,381 vpd N/B
- ML King at Gonzalez 3,110 vpd S/B

Other Infrastructure Issues

1. Flooding on Avery St and Gonzalez Street
2. Grass mowing on Davis and ML King right-of-way
3. Lack of curb and gutter on Mallory Street

Section 3

Neighborhood Participation Plan

The residents of Eastside Neighborhood were introduced to the neighborhood planning process on January 18, 2003. The event was held at the E.S. Cobb Center from 11 a.m. to 2 p.m. Residents had an opportunity to complete surveys that were designed to gather information on their issues and concerns for the area. The surveys were opened ended in design and the originals are available for review. A copy of the survey is included in the appendix as Attachment #1. Approximately 20-25 residents participated at each session.

Working Sessions were held on the following dates:

January 23, 2003	July 10, 2003
February 27, 2003	July 24, 2003
March 27, 2003	August 14, 2003
April 21, 2003	August 28, 2003
May 29, 2003	September 9, 2003
June 12, 2003	September 25, 2003
June 26, 2003	

Based on survey responses and feedback during the planning process, the issues were divided into three main categories: Infrastructure; Housing, Land Use & Historic Preservation; and Parks, Recreation & Public Safety. Residents confirmed and clarified several issues and continued to reprioritize the various issues. Specific areas of discussion centered on sidewalks, street lighting, speeding, parks, restoration/rehabilitation and neighborhood aesthetics. Residents expressed while they were happy to see development in the area, some of the new activity and construction did not fit the architectural character of the neighborhood.

Other major topics of discussion were roadside litter, drugs/crime and activities for youth. A neighborhood watch was formed as a result of this planning process to assist the Pensacola Police Department, particularly the Neighborhood Policing Division, to decrease the number of eliminating drug and crime activities that exist within Eastside. Nine residents have volunteered as watch captains. Currently that are participating in the Eastside Neighborhood Watch Group and recruitment will take place to get other residents involved to decrease the number of crime incidents that take place in the neighborhood as well as build a relationship between Eastside Residents and the Pensacola Police Department.

Volkert & Associates, Inc. was selected to assist Community Development staff and Eastside Neighborhood stakeholders in articulating their vision for physical improvements in Eastside. Design options were provided for streetscape improvements along the Davis Street and Dr. Martin Luther King Jr. Drive Corridors as well as the minor streets.



Section 4

Issues and Goals

Section 4.1 Neighborhood Vision

Eastside Neighborhood residents' vision for the future is revitalization that:

- Reflects the unique traditional architectural character of the neighborhood.
- Preserves structures of historical significance and unique character and minimizes demolition;
- Enhances the appearance of Dr. Martin Luther King Jr. and Davis Street corridors by improving the streetscape, addressing entry and departure points in the neighborhood with signage and landscaping
- Improves the housing stock through quality new infill construction, rehabilitation and reconstruction of existing deteriorated and dilapidated structures
- Permits small scale, neighborhood compatible commercial and office development along the major corridors on a restricted basis;
- Improves the overall aesthetic quality of the neighborhood through design guidelines and restrictions

Section 4.2 Base Survey

In January 2003 a resident survey was conducted and mailed to each resident/occupant and property owner of record within the neighborhood's boundaries. More than 900 surveys were mailed. The survey instrument is included in this document as Attachment #1.

Survey results, of the responses received, are provided below.

The top neighborhood priorities as identified in the initial survey are listed above. The following issues were also identified through the community survey: cleanliness of the area; community; school; sitting on the porch; ability to walk and enjoy the neighborhood; beautiful mature landscaping; historic architecture; speeding; improving property values; housing; vacant businesses; need for restrooms at tennis court at Central Park; traffic control; good houses; more businesses; community development; self-policing of the neighborhood by residents; better control of drug problems; more drug dealers on the streets; more activities for youth and seniors; new home construction; establishment of neighborhood association; the return to the area by younger people/families; beautiful mature landscaping; parks; trees.

SURVEY ANALYSIS PRIORITY ISSUES

1. What are the two best aspects of day-to-day life in Eastside for you?

- Easy access to town and other places
- Good neighbors
- Quiet & Peaceful
- Working together to improve the area
- Beauty of the area
- Churches
- Friendly people
- Cobb Center
- Communication

2. What are the main issues facing Eastside today?

- Clean-up of the neighborhood
- Unsightly homes and businesses
- Drugs (users and sellers)
- Trash and crime
- Restoration of historic homes
- Convenient grocery stores w/low prices and do not smell inside
- Abandoned houses
- Maintenance

3. What are the major disadvantages, if any, of living in Eastside today?

- Unsightly homes and businesses
- Roadside litter
- Lack of assistance for seniors
- Afraid to walk the streets after dark
- Lack of streetlights
- Improper restoration of old homes
- Vacant businesses
- Young kids hanging out on the street corners (summertime)

4. What is one major improvement that would make living in Eastside better for you?

- Renovate houses
- Clean up of 6th Avenue
- Removal of drug dealers
- Better sensor or timing of the red light at Davis and Blount Street
- Assistance with home maintenance
- Assistance for seniors
- Increased police patrols
- Sidewalks

5. What is the major change, if any, that you have seen in Eastside over the last 5 years?

- Homes being renovated
- Alcaniz renamed Dr. Martin Luther King, Jr. Drive
- Overall outlook of the neighborhood
- Crepe Myrtles on Dr. Martin Luther King, Jr. Drive
- Stronger police presence
- Demolition of homes that could have been repaired

6. What are the great things or qualities about Eastside that should be preserved?

- The Pickens Home
- Continue cleaning up of the neighborhood
- Churches
- The people
- Building of new homes
- Comfortable
- Heritage
- Renovation of older homes
- Historic homes

The following neighborhood strengths were identified in the resident survey:

Easy access to town and other places
Good neighbors
Quiet & peaceful
Churches
Friendly people
Cobb Center
Restoration of historic homes

Good communication among neighbors
Beauty of the area
Crepe Myrtles on MLK Drive
Renovation of older homes
Stronger police presence
Overall outlook of neighborhood
Building of new homes

The following neighborhood issues/challenges were identified in the resident survey:

Unsightly homes and businesses
High percentage of rentals/turnover
Improper restoration of older homes
Poor property maintenance
Lack of streetlights
Drugs (users and sellers)
Afraid to walk the streets after dark
Young kids hanging out on street corners
Speeding
Convenient grocery stores
Assistance with home maintenance

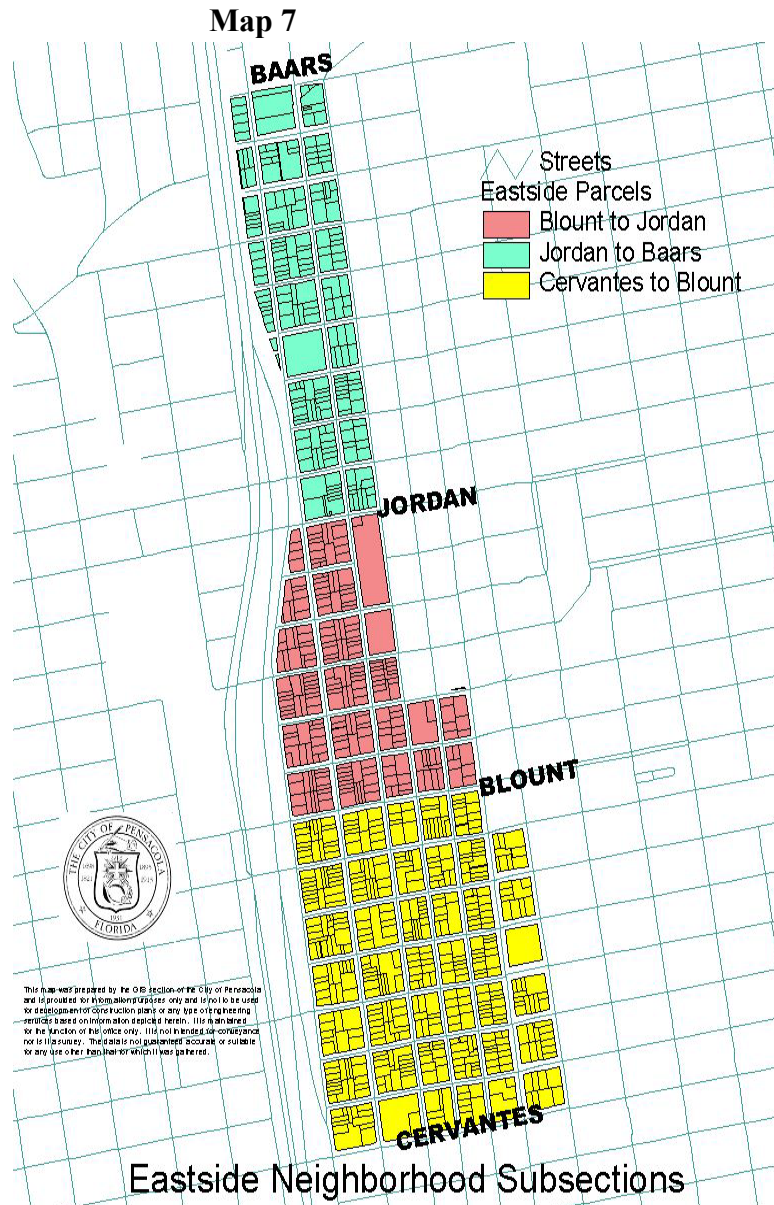
Incompatible infill design
Irresponsible landlords
Vacant units
Roadside litter
Parking on the sidewalk/yards
Trash and crime
Abandoned houses
Vacant businesses
Improving property values
Sidewalks
Traffic control

Clean up of 6th Avenue
Need for restrooms at Central Park

Timing of the red light at Davis and Blount

Increased police patrol
Self policing of neighborhood by residents
Demolition of historically significant homes

The Eastside Neighborhood may be divided into three distinct subsections: Cervantes Street to Blount Street, Blount Street to Jordan Street and Jordan Street to Baars Street. Subsections share characteristics. Differing conditions give each subsection of the neighborhood its own unique character and may account for apparent conflicts between area strengths and challenges identified in the resident survey. The attached map depicts how the neighborhood is stratified. The southernmost section (between Cervantes and Blount) has a good balance between residential and commercial uses. This segment also contains housing stock in the most relatively deteriorated condition, with higher concentrations of rental properties. Illegal dumping of trash and furniture and criminal activity are common in this segment. The middle segment of the neighborhood (Blount to Jordan) appears most stable. Yards tend to be well kept, properties are generally in better condition and owner occupancy is more prevalent. As you move into the northernmost segment (Jordan to Baars) the neighborhood gradually increases in a commercial character until it becomes heavily commercialized/industrial and the northern entry.



Section 4.3 Priority Ranking

The following issues were ranked by the residents as the highest priority for each of the three issue areas:

- Infrastructure
 1. Sidewalks;
 2. Lack of streetlights;
 3. Speeding in the neighborhood;
 4. Traffic control;
- Housing, Land Use and Historic Preservation
 1. Restoration of historic homes;
 2. Renovation of older homes;
 3. Clean-up of the neighborhood (trash and crime);
 4. Upgrade of unsightly homes and businesses;
 5. Maintenance (property upkeep)
- Parks, Recreation and Public Safety
 1. Eliminate drugs (users and sellers);
 2. More activities for youth and seniors;
 3. Restrooms at tennis court at Central Park;
 4. Timing of the red light at Davis and Blount Street;
 5. Speeding;
 6. Stronger police presence

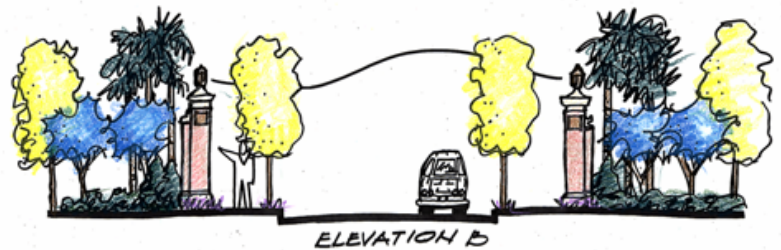
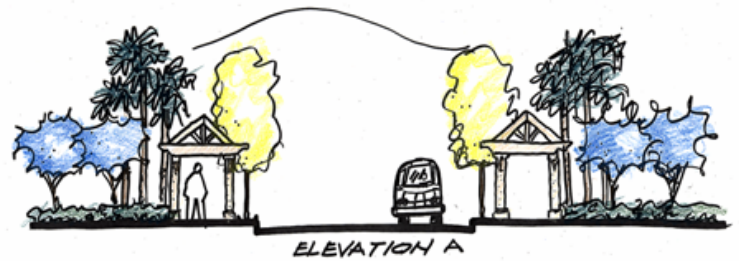
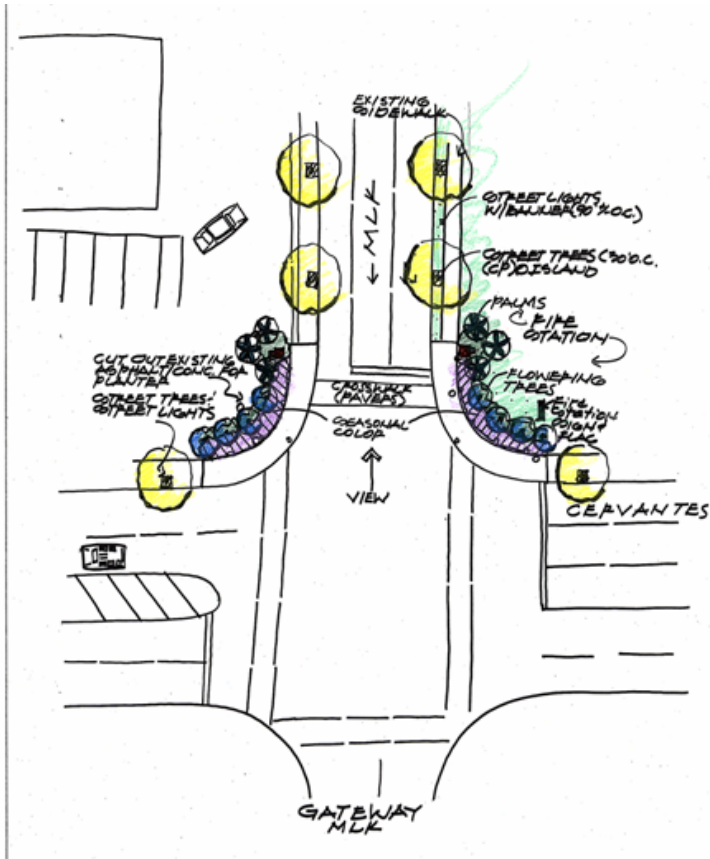
4.4 Corridor Enhancement

The vision Eastside Neighborhood stakeholders have for the future includes enhancement of the aesthetic character of major neighborhood thoroughfares. Much can be done to improve the visual appearance of these neighborhood corridors. An urban Design consultant, Volkert and Associates, Inc. was employed to assist City staff in graphically articulating the neighborhood residents' vision for physical improvements. Through a series of workshops the following design schemes were identified for gateway and intersection improvements.

**Figure 1: Eastside Neighborhood Streetscape Design Concepts
Developed by Volkert and Associates**

Possible Gateway Treatment- MLK and Cervantes

Gateways

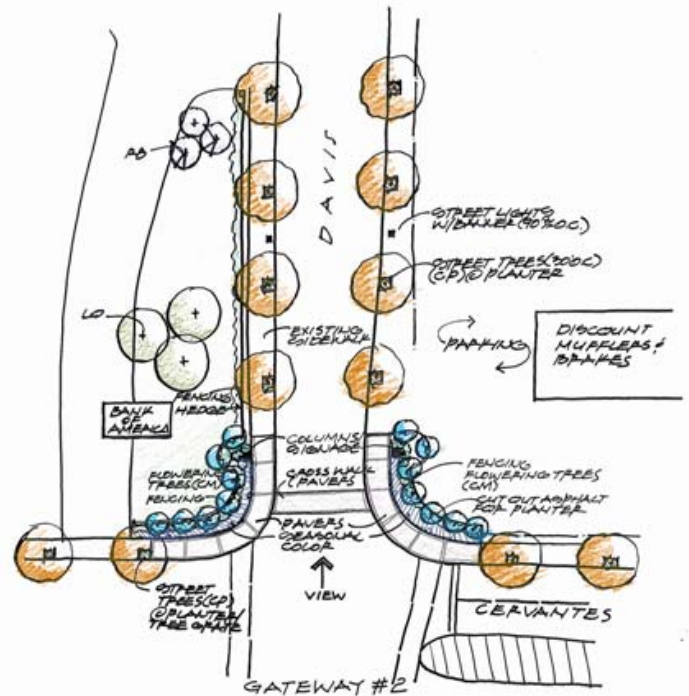
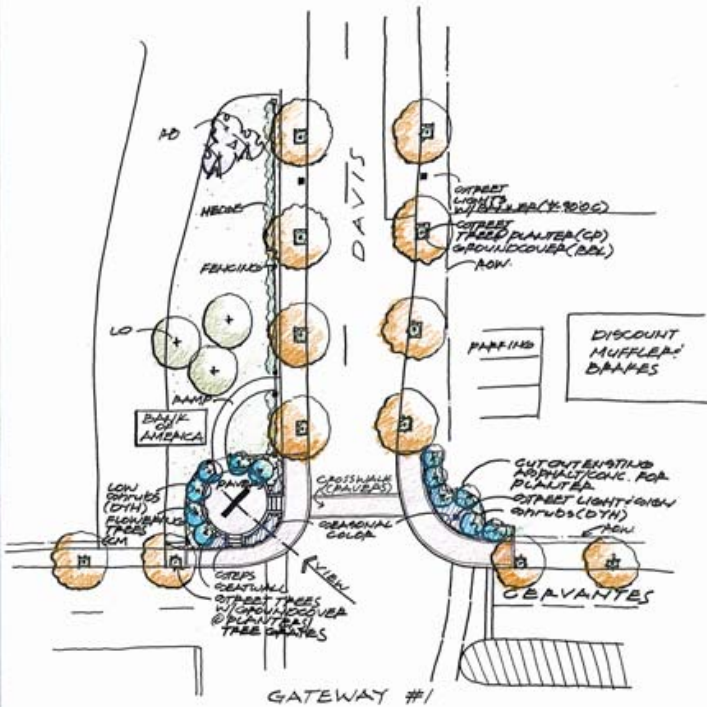


Possible Gateway Treatment- MLK/Davis and Texar



**Figure 3: Eastside Neighborhood Streetscape Design Concepts
Developed by Volkert and Associates**

Possible Gateway Treatment- Davis and Cervantes



**GATEWAYS
EASTSIDE NEIGHBORHOOD**

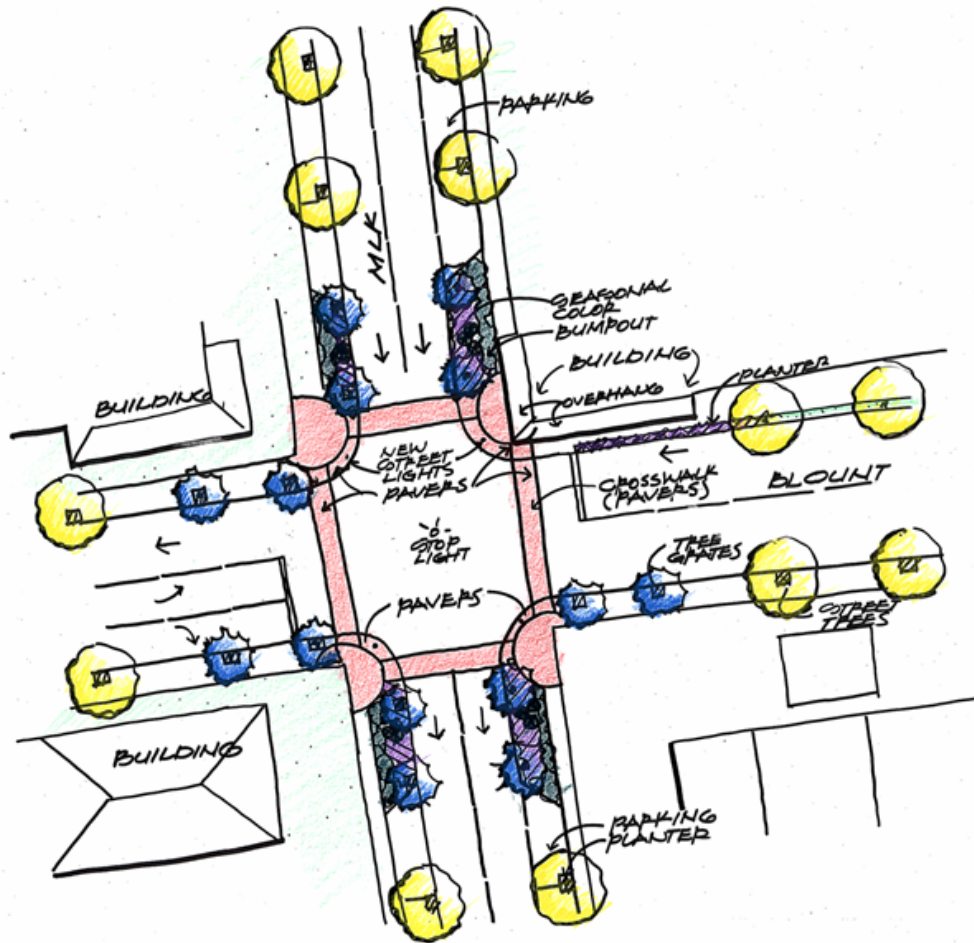
08/15/03

VOLKERT
& ASSOCIATES, INC.
Engineers • Architects • Planners

**Figure 4: Eastside Neighborhood Streetscape Design Concepts
Developed by Volkert and Associates**

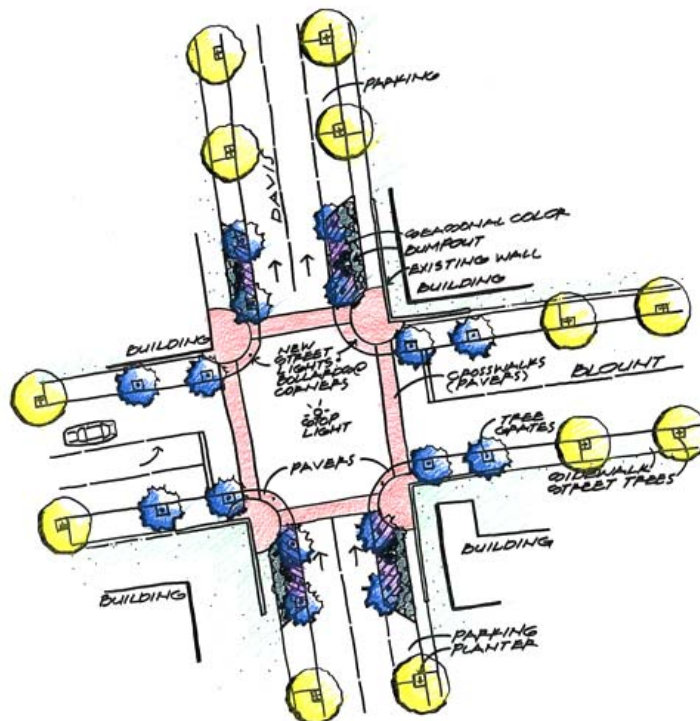
Possible Intersection Enhancement- Blount and MLK

Intersection Enhancements



**Figure 5: Eastside Neighborhood Streetscape Design Concepts
Developed by Volkert and Associates**

Possible Intersection Treatment- Blount and Davis



DAVIS & BLOUNT
TYPICAL INTERSECTION "A"
EASTSIDE NEIGHBORHOOD

09/08/03

**Figure 6: Eastside Neighborhood Streetscape Design Concepts
Developed by Volkert and Associates**

Possible Linkage to I-110 Linear Park

Linear Park Linkage

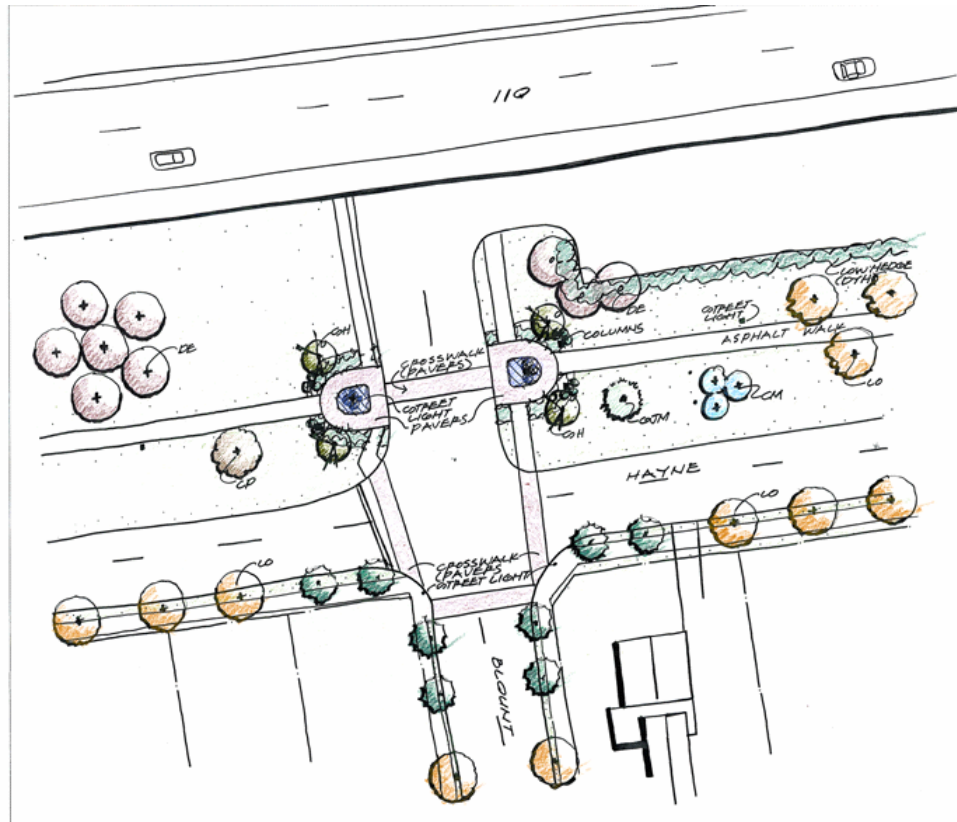


Figure 7: Eastside Neighborhood Streetscape Design Concepts Developed by Volkert and Associates

Street Tree Planting Recommendations



LIVE OAKS



EAST PALATKA HOLLY



BALD CYPRESS



CRAPE MYRTLE



CHINESE PISTACHE



SHUMARDI OAK



CRAPE MYRTLE



SABLE PALM



DRAKE ELM

STREET TREES

VOLKERT
& ASSOCIATES, INC.
Engineering • Architecture • Planning



PLAN VIEW



BEFORE PERSPECTIVE



AFTER PERSPECTIVE

STREET TREE RECOMMENDATIONS

EASTSIDE NEIGHBORHOOD

08/27/03

Streetscape Options



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Section 5

Action Plan

Introduction

This action plan contains a series of goals, strategies and actions aimed at revitalizing the Eastside neighborhood in accord with the neighborhood's vision (see Section 4.1). Revitalization of Pensacola's older urban core neighborhoods has been the focus of several plans adopted by City Council. The recommendations of this action plan for the Eastside Neighborhood draw from the goals, objectives and strategies outlined in other plans as they relate to priority issues identified by the Eastside neighborhood residents and property owners. These plans include:

- Pensacola Comprehensive Plan (Comp Plan), adopted by the Pensacola City Council on October 4, 1990, -- the blue print for the future growth, development and redevelopment of the entire City of Pensacola.
- Front Porch Neighborhood Action Plan (FPNAP), adopted by the Governor's Front Porch Council at Pensacola in March 2000, -- a grassroots plan which identifies broad priorities for improvement in designated urban core neighborhoods.
- Urban Infill and Redevelopment Plan (UIRAP), adopted by City Council on October 26, 2000, --a revitalization plan focusing on preferred actions to address key stakeholder issues and neighborhood problem areas.
- Enterprise Zone Strategic Plan (EZSP), adopted by City Council on December 19, 2002, -- a holistic plan for economic development and all aspects of revitalization in the 5 square mile Enterprise Zone area.

This action plan conforms to the Comprehensive Plan and other approved plans.

This action plan contains five goals related to neighborhood aesthetics, neighborhood infrastructure, housing and neighborhood development, neighborhood public safety, and neighborhood economic development. Each goal contains a series of strategies and action items designed to achieve the related goal. Action items generally fall into three categories: 1) things that the neighborhood can do itself; 2) things that the City can do that will not require direct monetary assistance; and 3) things that will require financial resources. The action plan contains funding strategies and implementation timelines as well as identifying roles and responsibilities for specific action steps.

Implementation of projects identified in this action plan will be carried out as funding becomes available. However, funding decisions will be made taking into account the overall needs and requirements of all neighborhoods in the City as well as other City budget priorities. The action plan will assist City staff and City Council with prioritization of city projects in the budget development process. Eligible projects identified in this plan may be given priority in the Pensacola Community Initiatives Partnership Grant Program (PCIP) and

will be eligible for PCIP grants outside of the normal funding cycles. Tax Increment Financing (TIF) District funds are identified as a potential funding source for several projects and programs identified in this action plan; however, these funds will be generated and available only if a TIF district is established by City Council. The Local Option Sales Tax (LOST) is also identified as a potential funding source. These funds will be available provided the sales tax is extended beyond 2007. Projects identified in this action plan may be included on a proposed project list for consideration in a future referendum to extend the LOST beyond 2007.

All funding and program requirements for the eligible usage of CDBG, SHIP and HOME funds must be met prior to expenditure of funds for any items identified in this action plan, including but not limited to funding activity eligibility, cap limitations, federal regulations, national objectives and income requirements. Project activity funding is subject to consistency with the approved Escambia Consortium Consolidated Five Year Plan and SHIP Housing Assistance Three Year Plan, program requirements and funding availability. Any change in the U. S. Department of Housing and Urban Development (HUD) regulations or CPD Notice, or State of Florida State Housing Initiative Program (SHIP) administrative rule requirements will supercede any section or part contained herein, as applicable.

The action plan was reviewed by a team of city staff members representing the various City Departments charged with implementing specific actions. Each action was reviewed to determine feasibility and to identify potential funding sources, coordination issues, staff resources, scheduling and similar implementation measures.

List of Acronyms

CDBG	Community Development Block Grant
EZSP	Enterprise Zone Strategic Plan
LOGT	Local Option Gas Tax
LOST	Local Option Sales Tax
PCIP	Pensacola Community Initiatives Partnership
STEP	Sanitation and Trash Elimination Program
TIF	Tax Increment Financing
UIRAP	Urban Infill & Redevelopment Area Plan
SHIP	State Housing Initiatives Partnership Program
HOME	Home Investment Partnership Program

Section 5.1 Neighborhood Aesthetics

Goal: Enhance the general appearance of the Eastside Neighborhood and preserve the traditional neighborhood character.

(a) Strategy: Enhance the appearance of major transportation corridors in the Neighborhood. (See EZSP Section 5.1.1(a) and Pensacola Comprehensive Plan Chapter 1 Objective 1.2).

(1) Action: Improve streetscapes along Dr. Martin Luther King, Jr. Drive and Davis Street through landscaping, sidewalks, and streetlights, cross walk enhancements, street furniture and signage. (See EZSP Section 5.4.1(b) (1) and Comp Plan Chapter 2 Policy 1.3.1).

Who: Public Works Department; Engineering Department; Housing Department; Community Development Department; Parks and Recreation Department; Community Redevelopment Agency, Metropolitan Planning Organization; Florida Department of Transportation.

When: 2-10 years.

Cost Estimate: \$1,064,000 ¹

Possible Resources: CDBG funds; LOST funds; LOGT funds; PCIP grant funds; City Tree Fund; TIF district funds; State and Federal Transportation funds.

(b) Strategy: Improve neighborhood appearance through proactive property maintenance and elimination of roadside litter. (See EZSP Section 5.1.1(b)).

(1) Action: Encourage neighborhood residents to organize and participate in community clean-up events. (See EZSP Section 5.1.1(b) (1)).

Who: Eastside Neighborhood Improvement Association; Sanitation Services & Fleet Management Department; Clean and Green; Community Development Department; Front Porch Pensacola.

When: Ongoing.

Cost Estimate: \$550 per year

¹ Includes combined estimate for gateways, 6 typical intersections, linear park linkage plus contingency.
Source: Engineering, Parks and Recreation, CRA and Community Development departments

Possible Resources: Front Porch Pensacola America the Beautiful grant; staff time; Sanitation Services & Fleet Management Department Neighborhood Clean-up Program; STEP.

- (2) Action: Encourage residents, including neighborhood watch block captains, to monitor and report code violations.

Who: Eastside Neighborhood Improvement Association; Police Department; Community Development Department; Sanitation Services & Fleet Management Department.

When: Ongoing.

Cost Estimate: N/A.

Possible Resources: Staff time; neighborhood volunteers.

- (3) Action: Establish a recognition program for most improved or best maintained block.

Who: Eastside Neighborhood Improvement Association; Sanitation Services & Fleet Management Department; City of Pensacola Community Development Department; Clean and Green, Front Porch Pensacola.

When: Within 2 years an ongoing.

Cost Estimate: N/A.

Possible Resources: Staff time; neighborhood volunteers; Front Porch America the Beautiful grant funds.

- (4) Action: Amend the Land Development Code to prohibit long term parking of trailers as storage units on commercial properties and to limit vehicular parking in front yards in residential districts.

Who: Community Development Department; Sanitation Services & Fleet Management Department; Planning Board.

When: Within 2 years.

Cost Estimate: N/A.

Possible Resources: Staff time.

- (5) Action: Actively enforce the prohibition against obstructing the public sidewalk with vehicles and other obstructions to pedestrian movement.

Who: Sanitation Services & Fleet Management Department; Police Department.

When: Ongoing.

Cost Estimate: N/A.

Possible Resources: Staff time; additional code enforcement staff.

- (6) Action: Actively enforce Land Development Code provisions prohibiting outdoor storage and screening of outdoor storage and loading by commercial operations.

Who: Sanitation Services & Fleet Management Department; Community Development Department.

When: Ongoing.

Cost Estimate: N/A.

Possible Resources: Staff time; additional code enforcement staff; Enterprise Zone incentives.

- (7) Action: Develop a neighborhood handbook identifying neighborhood property maintenance standards and goals.

Who: Eastside Neighborhood Improvement Association; Community Development Department; Housing Department; Sanitation Services & Fleet Management Department.

When: Within 3 years.

Cost Estimate: \$600

Possible Resources: Staff time; PCIP grant funds.

- (8) Action: Develop and distribute a periodic neighborhood newsletter to convey property maintenance tips, standards, and dos and don'ts.

Who: Eastside Neighborhood Improvement Association; Community Development Department; Sanitation Services & Fleet Management Department; Housing Department.

When: Within 2 years.

Cost Estimate: \$42 per issue

Possible Resources: Staff time, neighborhood volunteers.

- (9) Action: Implement the "Neighborhoods in Bloom" program to target enhanced infrastructure improvements, street sweeping, code enforcement and trash pick up within a designated area of the Eastside neighborhood.

Who: Natural & Physical Environment Priority Team; Sanitation Services & Fleet Management Department; Parks & Recreation Department; Public Works Department, Housing Department; Engineering Department; Community Development Department; Community Redevelopment Agency; Eastside Neighborhood Improvement Association.

When: Within 1-3 years

Cost Estimate: To Be Determined

Possible Resources: Staff time; General Fund; Sanitation Services funds; LOST funds; Stormwater Utility Fee Fund; CDBG funds.

(c) Strategy: Eliminate dilapidated and/or boarded structures.

- (1) Action: Target structures identified as dilapidated in the *City of Pensacola Property Conditions Survey* for replacement under the City's housing reconstruction program or for immediate code enforcement action including demolition, if necessary, for properties not deemed culturally or historically significant. (See EZSP Section 5.1.1(c) (1)).

Who: Community Development Department; Housing Department.

When: Ongoing.

Cost Estimate: \$520,000

Possible Resources: Staff time; HOME Substantial Rehabilitation / Replacement Housing program; Enterprise Zone incentives.

(d) Strategy: Improve the appearance of commercial and industrial buildings within the neighborhood. (See EZSP Section 5.1.1(d)).

- (1) Action: Target commercial and industrial buildings identified as deteriorated or slightly deteriorated in the *City of Pensacola Property Condition Survey* for participation in commercial façade improvement programs.

Who: Community Development Department; Housing Department; Community Redevelopment Agency.

When: Ongoing.

Cost Estimate: \$870,000

Possible Resources: Staff time; Commercial Façade grant program; Enterprise Zone incentives.

Section 5.2 Neighborhood Infrastructure

Goal: Improve public infrastructure to encourage continued revitalization of the Eastside Neighborhood.

(a) Strategy: Establish a funding source for continued revitalization efforts in the Eastside Neighborhood.

- (1) Action: Pursue establishment of a Tax Increment Financing District pursuant to the Pensacola Community Redevelopment Area or Urban Infill and Redevelopment Area designation.

Who: Community Redevelopment Agency; Community Development Department.

When: Within 2 years.

Cost Estimate: N/A.

Possible Resources: Staff time.

(b) Strategy: Enhance the function and appearance of major transportation corridors in the Neighborhood. (See also Section 5.1(a) and Comp Plan, Chapter 1 Objective 1.2 and Chapter 2 Policy 1.3.1).

- (1) Action: Construct substantial gateway enhancements at the intersections of Dr. Martin Luther King, Jr. Drive with Texar Drive and Cervantes Street and Davis Street with Texar Drive and Cervantes Street as well as lesser improvements at the intersections with E. Gonzalez, Blount, Jordan, Maxwell and Cross Streets.

Who: Public Works Department; Engineering Department; Florida Department of Transportation; Community Development Department; Parks and Recreation Department; Community Redevelopment Agency.

When: 2-10 years.

Cost Estimate: \$859,575²

Possible Resources: Staff time; LOST funds; LOGT funds; PCIP grant funds; City Tree Fund; TIF district funds.

² Includes cost estimates for major and minor gateways plus 10% contingency. Source: Engineering, Parks and Recreation, Community Redevelopment Agency and Community Development departments

- (2) Action: Explore possibility of returning Dr. Martin Luther King Jr. Drive and Davis Highway to two-way collector level streets.

Who: Florida Department of Transportation; Public Works Department; Engineering Department; Community Development Department; Community Redevelopment Agency.

When: 2-5 years.

Cost Estimate: \$689,000³

Possible Resources: Staff time; LOST funds, LOGT funds, TIF district funds.

- (3) Explore possible City acceptance of maintenance responsibility for Davis Highway and Martin Luther King, Jr. Drive and assume responsibility if appropriate.

Who: Florida Department of Transportation; Public Works Department; Engineering Department; Community Development Department; Community Redevelopment Agency.

When: 2-5 years.

Cost Estimate: \$72,600 initial resurfacing; \$7,260 per year⁴

Possible Resources: Staff time; LOST funds; LOGT funds; TIF district funds; General Fund.

- (4) Action: Construct traffic calming improvements to include, bulb-outs, enhanced pedestrian crosswalks, signalization and signage, on Dr. Martin Luther King Jr. Drive and Davis Street. (See Comp Plan, Chapter 2 Policy 1.3.1 and Policy 1.4.1).

Who: Florida Department of Transportation; Public Works Department; Engineering Department; Community Development Department; Community Redevelopment Agency.

When: 2-10 years.

Cost Estimate: \$522,000⁵

Possible Resources: Staff time; LOST funds; LOGT funds; City Tree Fund; PCIP grant funds; TIF district funds.

³ Source: Public Works Department

⁴ Source: Public Works Department

⁵ Cost estimates for typical enhanced intersection. Source: Engineering, Parks and Recreation, Community Redevelopment Agency and Community Development departments based on Volkert & Associates conceptual design plan

(c) Strategy: Provide safe and efficient pedestrian facilities to enhance neighborhood access and connectivity. (See EZSP Section 5.4.1(c); Comp Plan Chapter 2 Policy 1.4.1).

(1) Action: Review the location and condition of sidewalks within the Eastside Neighborhood and construct/reconstruct/repair sidewalks as necessary under the City's sidewalk programs. (See EZSP Section 5.4.1(c) (1)).

Who: Community Development Department; Public Works Department; Housing Department; Engineering Department; Community Redevelopment Agency; Florida Department of Transportation.

When: 1-5 years.

Cost Estimate: \$127,000⁶

Possible Resources: LOST funds; CDBG funds; Emergency Sidewalk Repair program; TIF district funds; PCIP grant funds.

(2) Action: Continue to include requirements for the provision of sidewalks associated with commercial development. (See EZSP 5.4.1(c) (3)).

Who: Community Development Department; Public Works Department; Engineering Department; Florida Department of Transportation; Planning Board.

When: Ongoing.

Cost Estimate: N/A.

Possible Resources: Staff time, private developers.

(3) Action: Evaluate/update previous lighting survey conducted by Public Works Department; identify locations for new lighting where deficiencies exist; and, upgrade existing street lighting to City standards in conjunction with sidewalk/pedestrian walkway improvements. (See EZSP 5.4.1(c) (2)).

Who: Public Works Department; Engineering Department; Community Development Department; Housing Department; Community Redevelopment Agency; Parks & Recreation Department; Eastside Neighborhood Improvement Association.

When: 1-5 years.

Cost Estimate: \$4,200 capital cost; \$1,600 per year⁷

⁶ Based on Year 6 LOST and CDBG sidewalk expenditures.

⁷ Source: Public Works Department

Possible Resources: Staff time, LOST funds; PCIP grant funds; TIF district funds.

(d) Strategy: Identify and correct drainage deficiencies in the Neighborhood. (See EZSP Section 5.4.1(d)).

- (1) Action: Evaluate need for possible stormwater and curb and gutter improvements in the neighborhood.

Who: Public Works Department; Engineering Department.

When: 2-5 years.

Cost Estimate: N/A.

Possible Resources: Staff time.

- (2) Action: Address absence of curb and gutter along E. Mallory Street, between Hayne Street and 9th Avenue and stormwater and drainage issues along E. Gonzalez and Avery Streets.

Who: Public Works Department; Engineering Department; Community Redevelopment Agency.

When: 2-10 years.

Cost Estimate: \$231,000⁸

Possible Resources: Staff time; LOST funds; TIF district funds; Stormwater Utility Fee Fund.

(e) Strategy: Construct enhancements to Central Park.

- (1) Action: Add family oriented improvements such as picnic tables, playgrounds and family gathering areas. (See Comp Plan Chapter 9 Goal 1).

Who: Pensacola Parks & Recreation Department; Community Development Department; Community Redevelopment Agency.

When: 2-10 years.

Cost Estimate: \$130,000⁹

⁸ Source: Public Works Department

⁹ Source: Parks and Recreation Department

Possible Resources: Staff time; City Tree Fund; LOST funds; PCIP grant funds; TIF district funds.

- (2) Action: Construct minor gateway linkage between Central Park and the Eastside Neighborhood including landscape improvements; decorative lighting and paving treatment (See Figure 6). (See Comp Plan Chapter 9 Goal 1 and Chapter 9 Objective 1.2).

Who: Parks & Recreation Department; Community Development Department; Public Works Department; Engineering Department; Community Redevelopment Agency.

When: 2-10 years.

Cost Estimate: \$70,800¹⁰

Possible Resources: Staff time; City Tree Fund; LOST funds; PCIP grant funds; TIF district funds.

- (3) Action: Evaluate the operation of the I-110 Farmer's Market including upgraded facilities and other locations.

Who: Parks & Recreation Department; Community Development Department; Community Redevelopment Agency; Florida Department of Transportation.

When: 2-5 years.

Cost Estimate: N/A

Possible Resources: Staff time.

(f) Strategy: Expand and enhance Magee Field Ballpark.

- (1) Action: **Acquire adjacent property; develop parking area; construct concession stand, rest rooms and other improvements.**

Who: Parks & Recreation Department.

When: Currently underway.

Cost Estimate: \$750,000¹¹

Resources: Staff time; LOST funds.

¹⁰ Source: Engineering Department based on Volkert & Associates conceptual design plan

¹¹ Source: Parks and Recreation Department

Section 5.3 Housing and Neighborhood Development

Goal: Enhance housing opportunities in the Eastside Neighborhood.

(a) Strategy: Enhance neighborhood appearance and preserve the traditional physical character of the neighborhood.

- (1) Action: Review and revise development regulations and processes including building setback requirements to support preservation of the street edge along Dr. Martin Luther King, Jr. Drive and Davis Street and compatible infill development, rehabilitation, renovation, restoration and improvement of existing and new commercial and residential structures. (See Comp Plan Chapter 5 Policy 1.7.1).

Who: Community Development Department; Housing Department; Public Works Department; Engineering Department; Eastside Neighborhood Improvement Association; Florida Department of Transportation; Planning Board.

When: Within 2 years.

Cost Estimate: N/A.

Possible Resources: Staff time.

- (2) Action: Develop and implement a neighborhood overlay district for inclusion in the Land Development Code to provide a mechanism for the neighborhood to adopt and implement minimum design standards to help assure development is compatible with the character of the neighborhood. (See Comp Plan Chapter 5 Policy 1.3.4).

Who: Community Development Department; Planning Board.

When: Within 2 years.

Cost Estimate: N/A.

Possible Resources: Staff time.

(b) Strategy: Protect the residential character of the non-commercial neighborhood segments.

- (1) Action: Consider rezoning appropriate residential sections of the neighborhood from Residential Neighborhood Commercial (R-NC) to a residential zoning district. (See Comp Plan Chapter 5 Policy 1.3.4).

Who: Community Development Department; Eastside Neighborhood Improvement Association; Planning Board.

When: Within 2 years.

Cost Estimate: N/A.

Possible Resources: Staff time; General Fund.

- (2) Action: Evaluate the permitted uses in the R-NC zoning district classification to assure they are compatible with the intended purpose of the district and recommend appropriate revisions.

Who: Community Development Department; Eastside Neighborhood Improvement Association; Planning Board.

When: Within 2 years.

Cost Estimate: N/A.

Possible Resources: Staff time.

(c) Strategy: Encourage maintenance and repair or renovation of existing residential and avoid severe deterioration and/or demolition of structures. (See EZSP Section 5.5.1(b) and Comp Plan Chapter 5 Policy 1.2.2).

- (1) Action: Utilize information collected from the *City of Pensacola Property Condition Survey* to identify properties in need of repair and target for repair under City Housing Rehabilitation and Homeowner Assistance Programs (See EZSP Section 5.5.1(b)(1)).

Who: Housing Department; Community Development Department.

When: Ongoing.

Cost Estimate: \$1,617,000 Rehab Program¹²
\$1,582,500 Homeowner Assistance Program¹³

Possible Resources: Staff time; SHIP Homeowner Repair Program; CDBG funds; Enterprise Zone incentives.

¹² Based on \$33 000 program maximum per unit for 49 units identified as deteriorated by City of Pensacola Property Conditions Survey

¹³ Based on \$7,500 program maximum per unit for 211 units identified as slightly deteriorated by City of Pensacola Property Conditions Survey

- (2) Action: Hold owners and occupants accountable for maintenance of properties through proactive code enforcement and civil citation program. (Section 5.1.1(b) (2) and Comp Plan Chapter 5 Policy 1.2.2).).

Who: Sanitation Services & Fleet Management Department; Community Development Department; Housing Department; Eastside Neighborhood Improvement Association.

When: Ongoing.

Cost Estimate: N/A.

Possible Resources: Staff time; additional code enforcement staff.

- (3) Action: Identify housing units in need of new roofing and minor cosmetic upgrades (i.e. painting) for participation in volunteer programs. (See EZSP Section 5.5.1(b) (2)).

Who: Housing Department; Community Development Department; Escambia County Neighborhood Enterprise Foundation; faith based organizations; Eastside Neighborhood Improvement Association.

When: Ongoing.

Cost Estimate: \$4500 per unit¹⁴

Possible Resources: Staff time; SHIP funds.

- (4) Action: Permit adaptive reuse of historic residential structures for neighborhood office, small scale retail specialty shops, or mixed use. (See Comp Plan Chapter 5 Policy 1.3.1).

Who: Housing Department; Community Development Department; Eastside Neighborhood Improvement Association; Front Porch Pensacola.

When: Ongoing.

Cost Estimate: N/A

Possible Resources: Staff time; Enterprise Zone incentives; Commercial Façade grant program.

- (5) Action: Pursue National Register designation of historic homes to take advantage of the Historic Properties Tax Abatement program. (See Comp Plan, Chapter 5, Policy 1.3.7).

¹⁴ Based on the average cost \$4500 to repair unit under the Pensacola World Changers program.

Who: Community Development Department; Housing Department; Community Redevelopment Agency; Eastside Neighborhood Improvement Association; Front Porch Pensacola; West Florida Historic Preservation Inc.

When: 2-5 years.

Cost Estimate: N/A

Possible Resources: Staff time; Enterprise Zone incentives; Historic Preservation Property Tax Abatement program.

(d) Strategy: Encourage maintenance and repair or renovation of existing commercial structures.

- (1) Action: Promote utilization of matching grant program for facade improvements, Enterprise Zone and tax abatement incentives for other property improvements. (See EZSP Section 5.1.1 (d) (1)).

Who: Community Development Department; Housing Department; Community Redevelopment Agency; Eastside Neighborhood Improvement Association; Front Porch Pensacola.

When: Ongoing.

Cost Estimate: \$870,000¹⁵

Possible Resources: Staff time; Enterprise Zone incentives; Commercial Façade grant program; Historic Preservation Property Tax Abatement program; Economic Development Ad Valorem Tax Abatement program.

- (3) Action: Review industrial/commercial property maintenance and design standards to assure they are aesthetically compatible with adjacent zoning and land uses. (See EZSP Section 5.1.1(d) (5)).

Who: Community Development Department; Planning Board.

When: 1-3 years.

Cost Estimate: N/A.

Possible Resources: Staff time.

(e) Strategy: Increase homeownership opportunities.

¹⁵ Based on the average loan under the UBED program and the number of commercial properties identified as deteriorated by the City of Pensacola Property Conditions Survey.

- (1) Action: Continue to provide financial incentives for the development of infill dwelling units and for purchase assistance to first time homebuyers. (see EZSP Section 5.5.1(a) (1) and 5.1.1(a) (4)) and Comp Plan Chapter5 Policy 1.1.4 and Policy 1.1.6).

Who: Housing Department; Community Development Department.

When: Ongoing.

Cost Estimate: \$120,000 per year¹⁶

Possible Resources: Staff time; CDBG funds; SHIP funds; State and County Mortgage Bond programs; Enterprise Zone incentives.

- (2) Action: Continue to identify, acquire and develop infill housing units for owner occupancy on vacant lots within the neighborhood (See EZSP Section 5.5.1(a) (2)).

Who: Community Development Department; Housing Department; Community housing development organizations; private developers; faith based organizations.

When: Ongoing.

Cost Estimate: \$10,000 per lot¹⁷

Possible Resources: Staff time; SHIP funds; CDBG funds; TIF district funds; State and County bond mortgage programs.

- (3) Action: Continue to provide forgiveness of City held liens to encourage the construction of affordable infill housing units for owner occupancy. (See EZSP 5.2.2(a) (3) and Comp Plan Chapter5 Policy 1.1.4 and Policy 1.1.6).

Who: Community Development Department; Housing Department; Financial Services Department.

When: Ongoing.

Cost Estimate: \$2,000 per lot¹⁸

Possible Resources: Staff time.

- (4) Action: Develop a selection of infill home-plans for narrow (30-foot) lots and make available to potential home buyers. (See EZSP 5.5.1(a) (5)).

¹⁶ Based on average \$20,000 subsidy to six homebuyers per year.

¹⁷ Based on the average lot purchase cost under the Urban Infill and Redevelopment Program.

¹⁸ Based on the average lien waiver under the Urban Infill and Redevelopment Program.

Who: Community Development Department; Housing Department;
Community Redevelopment Agency.

When: Within 1 year.

Cost Estimate: \$20,000¹⁹

Possible Resources: Staff time; General Fund.

Section 5.4 Neighborhood Public Safety

Goal: Create a neighborhood that is safe and secure for residents and businesses.

(a) Strategy: Remove chronic and violent street criminals and eliminate drug sales from the Neighborhood.

(1) Action: Continue to enhance relationship between the Neighborhood Policing Division and neighborhood residents. (See EZSP Section 5.2.1(a) (1)).

Who: Police Department; Eastside Improvement Association;
Community Development Department.

When: Ongoing.

Cost Estimate: N/A.

Possible Resources: Staff time.

(2) Action: Conduct crime intervention activities in the Neighborhood. (See EZSP Section 5.2.1(a) (2)).

Who: Police Department.

When: Ongoing.

Cost Estimate: \$56,000²⁰

Resources: Staff time; TIF district funds General Fund.

(3) Action: Coordinate with State probation and parole offices for assistance with repeat offenders. (See EZSP Section 5.2.1(a) (4)).

Who: Police Department.

¹⁹ Source: Community Redevelopment Agency

²⁰ Based on Weed and Seed Program budget.

When: Ongoing.

Cost Estimate: N/A.

Possible Resources: Staff time.

- (4) Action: Initiate a court watch program with assistance from victims, community groups, neighborhood groups and businesses. (See EZSP Section 5.2.1(a) (5)).

Who: Police Department; Eastside Improvement Association;
Community Development Department.

When: Within 2 years.

Cost Estimate: N/A.

Possible Resources: Staff time.

- (b) Strategy: Utilize alternative tools to assist with law enforcement.** (See EZSP Section 5.2.1(b)).

- (1) Action: Continue to work with the Neighborhood Watch and Worship Watch groups to encourage self-policing of neighborhood by residents. (See EZSP Section 5.2.1(b) (3))

Who: Police Department; Eastside Improvement Association;
Community Development Department; faith based organizations.

When: Ongoing.

Cost Estimate: N/A.

Possible Resources: Staff time.

- (2) Action: Encourage use of enhanced sentencing law for crimes committed within 500 feet of a church, school or recreational facility.

Who: Police Department; Eastside Improvement Association;
Community Development Department; State Attorney's Office.

When: Ongoing.

Cost Estimate: N/A.

Possible Resources: Staff time.

- (3) Action: Encourage the use of environmental design, environmental security and defensible space principles and practices, such as Crime Prevention through

Environmental Design (CPTED) for businesses starting, relocating or expanding in the Neighborhood. (See EZSP Section 5.2.1(b) (5) and UIRAP Page 58).

Who: Police Department; Eastside Improvement Association; Parks & Recreation Department; Community Development Department.

When: Ongoing.

Cost Estimate: N/A.

Possible Resources: Staff time.

- (4) Action: Establish a landlord watch program in the Neighborhood and contact landlords regarding drug activity at their properties. (See UIRAP Page 58).

Who: Police Department; Eastside Improvement Association; Community Development Department; Housing Department.

When: Within 2 years and ongoing.

Cost Estimate: N/A.

Possible Resources: Staff time.

Section 5.5 Neighborhood Economic Development

Goal: Develop, recruit, retain and/or expand businesses in the Neighborhood. (See EZSP Section 5.7).

- (a) Strategy: Assist with the location of compatible businesses in the Neighborhood.**
(See Comp Plan Chapter 1 Objective 1.7 and Policy 1.7.1).

- (1) Action: Support the development of a new and modern supermarket within or in proximity to the neighborhood. (See EZSP 5.7.1(a) (4)).

Who: Community Redevelopment Agency; Pensacola Area Chamber Commerce; Eastside Neighborhood Improvement Association

When: 2-5 years.

Cost Estimate: N/A.

Possible Resources: Staff time, TIF district funds.

(b) Strategy: Provide opportunities for neighborhood youth to develop marketable skills. (See EZSP Section 5.6.1(a)).

(1) Action: Pursue neighborhood mentoring programs and access existing skill-building programs.

Who: Eastside Neighborhood Improvement Association; Community Development Department; United Way of Escambia County; Community Drug & Alcohol Coalition (CDAC); Governor's Front Porch Council of Pensacola.

When: Within 2 years and ongoing.

Possible Resources: Staff time.

Cost Estimate: N/A.

(c) Strategy: Develop an African American History Trail in the Neighborhood. (See Comp Plan Chapter 5 Objective 1.3).

(1) Action: Survey and document neighborhood events, people and properties of historic significance to the Pensacola African American community through signage, plaques and written materials.

Who: Eastside Neighborhood Improvement Association; Community Development Department; UWF History Department; UWF Archeology Department; West Florida Preservation, Inc.; Florida Department of State, Division of Historic Resources

When: 2-5 years.

Cost Estimate: \$22,600²¹

Possible Resources: Staff time; State Historic Preservation Grant funds.

²¹ Based on estimates obtained from West Florida Preservation, Inc.

ATTACHMENT #1



We Value Your Opinion

Eastside Neighborhood PLANNING PROCESS

We welcome your suggestions and comments. By completing and returning this survey, you can help guide the planning process and bring activities and services you desire to your neighborhood. You could also win a prize (Completed surveys only are eligible for the drawing. You must be present to win).

1. What are the two best aspects of day-to-day life in Eastside for you?

2. What are the main issues facing Eastside today?

3. What are the major disadvantages, if any, of living in Eastside today?

4. What is the one major improvement that would make living in Eastside better for you?

5. What is the major change, if any, that you have seen in Eastside over the last 5 years?

6. What are the great things or qualities about Eastside that should be preserved?

☐ Yes! I want to be a planning process volunteer. ☐ No, not right now, but please keep me informed.

Name: _____ Address: _____

Zip Code: _____ Phone: _____ Email Address: _____

I am interested in serving on the following committees (check all that apply)

Steering Committee/Neighborhood History

☐

Housing, Land Use and Historic Preservation
(zoning, permitted/prohibited structures)

☐

Infrastructure (streets, stormwater, sidewalks,
lighting, public transportation, etc.)

☐

Parks & Recreation and Public Safety

☐

Other: _____ ☐

Please complete this survey and bring it with you to the Kick-Off Party on January 18th or please fold and mail (as addressed on reversed), fax to 595-1143 or call the City of Pensacola Planning & Neighborhood Development Department with your questions and input at, 436-5655. Please note, late surveys will not be eligible for a door prize.

ATTACHMENT # 2

**CITY OF PENSACOLA
PUBLIC WORKS DEPARTMENT
TRAFFIC ENGINEERING**

MEMORANDUM

DATE: September 18, 2003
TO: Helen Gibson
FROM: Buddy Holshouser, Traffic Engineer
Cc: Al Garza, Carl Flowers
SUBJECT: Eastside Neighborhood Plan

You have asked Public Works to provide you with some information and to respond to various concerns of the residents of the Eastside Neighborhood. This is for your use in preparing your report to the City Council on the Eastside Neighborhood Plan.

STREET LIGHTS

In 2000 / 2001 the City and Gulf Power implemented a major upgrade to the street lighting in the Eastside neighborhood. This project included the installation of approximately 28 new lights, the upgrade of approximately 18 existing lights and modifications or relocation of 10 lights. This project was completed in 2001.

I have surveyed the area to determine if there are any streets that are not lit to the City standard of one light per intersection and one mid-block light per block. There appear to be at least 15 mid block locations that do not have lights. Most of these are short block. I will be doing some additional work in this area to determine where additional lights should be installed.

Residents have brought three specific locations to my attention, as follows:

- Blount St between Haynes and 8th Ave. – Field investigation revealed that there was one light out west of ML King. This has been ordered repaired. I have ordered a new light to be installed on Blount St between 7th and 8th Ave.
- 8th Ave and Avery – Although Avery St east of 6th Ave is outside your study area, I have ordered three new lights to be installed on Avery St between 6th and 9th Ave. In addition, I have ordered new lights installed on Mallory St between Davis and 6th and between 8th and 9th.
- Davis between Blount and Mallory – Field investigation revealed that there were two lights out at this location. This has been reported to Gulf Power.

Suggest that you encourage residents to call either my office at 435-1755 or Gulf Power at 969-3111 when they notice lights not working properly. Further, requests for additional lights should be forwarded to my office.

PROBLEM INTERSECTIONS

The residents have noted several problem intersections in the neighborhood. The following are my findings and some comments:

- Signal timing at Blount and Davis – We made some adjustments to this signal several months ago involving the interval times and how it is coordinated with adjacent signals. I believe it is now much more responsive to traffic demand.
- ML King and Jordan – I have made an accident study at this location and found that there has been a history of right angle collisions. I have taken steps to attempt to clear up the sight distance in the northwest quadrant.
- Blount at Davis and ML King – I have made an accident study at these two intersections and found that there is a significant problem with right angle collisions, particularly at the Blount and Davis intersection. There have been 15 crashes here in the last three years, including 8 right angle, 3 improper left turns, 2 rear ends and 2 sideswipes. All of the accidents involved vehicles on Davis. A field investigation revealed that there is a sight distance problem to the northbound signal heads caused by low hanging tree limbs. I have asked our Parks Department to trim these limbs.

My investigations into these and other intersections in the area will continue and additional action may be taken in the future.

NEW TRAFFIC SIGNALS

Your planning consultant, Volkert, has suggested that one of the minor gateways to the neighborhood, Gonzalez St. at Davis, should be signalized. I have completed a preliminary investigation at this location to determine if there is justification for a traffic signal from an engineering or safety perspective. There have been five traffic crashes at this location in the last three years, four of which may have been prevented with a traffic signal. A recent traffic count indicates that the traffic volumes on Davis are only about 40% of that which will create significant delays to traffic on the side street and warrant efficient signalization. Based on the data I have seen to date, I can see no justification for signalization at this location.

SPEED CONTROL

As I mentioned to you, I am working on a plan to upgrade the signing around the McGee Field complex as a result of a request from the Parks and Recreation Department. This area becomes quite congested when there are activities at the park. I believe there are some changes we can make to the signing along Davis and ML King to better inform motorists and pedestrians of the potential hazards. I will be completing my plan within the next couple of weeks and will implement it immediately.

The following are the results of a speed study made on Davis and ML King in the vicinity of Yonge St. on September 8, 2003:

Davis Hwy NorthboundML King Southbound

Average	37 MPH	37 MPH
Median	36 MPH	37 MPH
85 percentile	43 MPH	44 MPH
10 MPH Pace	31 – 40 MPH	36 – 45 MPH
% in Pace	53.4%	52.3%
Posted Speed Limit	35 MPH	35 MPH

All of this indicates that vehicles are speeding on both Davis and ML King, but slightly higher on ML King.

There has been some discussion about methods to slow traffic down on both ML King and Davis Hwy. I understand that you are having discussions with FDOT about this issue. I respectfully request that I be included in any further discussions with FDOT about this or other traffic related issues. I will be happy to work with you and the neighborhood on this.

One item that I intend to pursue is the possibility of new signalization, possibly at the intersection of Jordan and Davis Hwy. Although the current traffic volumes are not high enough to satisfy the MUTCD mandated minimum warrants for signalization, there are several factors present at this location that lead me to believe, at least preliminarily, that signalization may be justified. These include the collector street network in this part of the City, traffic accident experience at both the Jordan and Maxwell intersections with Davis, the presence of Spencer Bibb School, the excessive vehicular speeds on both roadways and the lack of effective speed controls between Texar and Blount St. I will be doing some additional analysis of this issue and discussing it with FDOT.

TRAFFIC VOLUMES

One of the items you requested was traffic volume data for Davis and ML King. Please note the following AADT's from FDOT:

- 300 ft north of Fairfield 10,000 vpd S/B, 9,000 vpd N/B
- 300 ft south of Fairfield 7,600 vpd S/B, 7,400 vpd N/B
- Davis north of Texar 5,600 vpd N/B
- ML King north of Texar 5,500 vpd S/B
- ML King 1,000 ft south of Texar 5,000 vpd S/B
- Davis between Maxwell and Bobe St 4,100 vpd N/B

The following are 24 hour unadjusted traffic counts made by the City:

- Davis at Jordan 3,087 vpd N/B
- Davis at Maxwell 4,365 vpd N/B
- Davis at Gonzalez 2,381 vpd N/B
- ML King at Gonzalez 3,110 vpd S/B

OTHER PUBLIC WORKS ISSUES

Residents have raised questions about flooding on Avery St and Gonzalez St, about grass mowing on Davis and ML King and about curb and gutter on Mallory St. I have asked Messrs. Garza and Flowers to respond to you on these issues.

ATTACHMENT #3

The University of West Florida Community Outreach Partnership Center (COPC) completed a study in 2000 to quantify economic development potential in several urban core neighborhoods. Five neighborhoods were included in the study conducted by COPC: Brownsville, Belmont-Devilliers, Eastside, Englewood and Morris Court. The COPC study focused on economic data in these areas and how the use of this data and surveys could address economic development in the five urban core neighborhoods. The area is characterized by high unemployment, low per capita and median household incomes, declining populations and higher percentages of African-American residents according to the COPC Study. Results from the data were presented for each individual neighborhood and for the study area as a whole.

The table below shows unmet retail demand in various categories for the five neighborhoods.

Neighborhood	Est. 1999 population	Est. 1999 Neighborhood Per Capita Income	Est. Neighborhood Retail Demand	Est. 1999 actual retail sales per neighborhood	Percentage of trade being captured	Est. 1999 unmet Retail Demand
Belmont	2052	14243	\$16,023,925	\$7,000,000	44%	\$9,023,925
Morris Ct.	3169	6752	\$11,731,262	\$10,250,000	87%	\$1,481,262
Eastside	1913	9707	\$10,180,991	\$6,000,000	59%	\$4,180,991
Englewood	1936	8494	\$9,015,871	\$12,750,000	141%	\$(3,734,129)
Brownsville	2205	9775	\$11,817,223	\$9,750,000	83%	\$2,067,223
Totals	11275	9794.2	\$45,750,000	\$45,750,000	76%	
				Total Unmet Retail Demand:		\$13,019,271

Source: *University of West Florida, Community Outreach Partnership Center Study, June 2000*