



City of Pensacola

Planning Board

Agenda

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

March 11, 2025, 2:00 PM

Hagler-Mason, 2nd Floor

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

CALL TO ORDER / QUORUM

APPROVAL OF MINUTES

1. 25-308 PLANNING BOARD MEETING MINUTES FROM FEBRUARY 11, 2025

Recommendation:

Sponsors:

Attachments: Planning Board Minutes February 11 2025

REQUESTS

2. 25-309 REQUEST FOR FINAL AESTHETIC REVIEW – BLUE WAHOOS BATTING TUNNEL BUILDING, 351 W. CEDAR STREET / COMMUNITY MARITIME PARK LOT 9

*Attachments: Images
Application and Materials
Vince Whibbs Sr Community Maritime Park Subdivision Plat for Reference
Review Comments
Sec. 12-3-12. Redevelopment land use district*

3. 25-310 REQUEST FOR CONCEPTUAL AESTHETIC REVIEW – REVERB BY HARD ROCK PROJECT, 352 W. CEDAR STREET / COMMUNITY MARITIME PARK LOT 5

*Attachments: Images
Application and Materials
Review Comments
Vince Whibbs Sr Community Maritime Park Subdivision Plat for Reference
Sec. 12-3-12. Redevelopment land use district*

OPEN FORUM**DISCUSSION ITEMS****4. 25-329 DISCUSSION ON THE LAND DEVELOPMENT CODE UPDATE, PHASE 2***Recommendation:**Sponsors:**Attachments: None***ADJOURNMENT**

If any person decides to appeal any decision made with respect to any matter considered at such meeting, he will need a record of the proceedings, and that for such purpose he may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based.

ADA Statement

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 850-435-1670 (or TDD 850-435-1666) for further information. Request must be made at least 48 hours in advance of the event in order to allow the City time to provide the requested services.



MINUTES OF THE PLANNING BOARD
February 11, 2025

MEMBERS PRESENT: Chairperson Ritz, Vice Chairperson Larson, Board Member Grundhoefer, Board Member Powell, Board Member Van Hoose, Board Member Villegas

MEMBERS ABSENT: Board Member Sampson

STAFF PRESENT: Assistant Planning & Zoning Manager Harding, Assistant City Planning & Zoning Manager Cannon, Executive Assistant Chwastyk

STAFF VIRTUAL: Development Services Director Morris, Development Services Coordinator Statler

OTHERS PRESENT: Jordan Yee, Andrew Rothfeder, Jason Rebol

AGENDA:

- Quorum/Call to Order
- Approval of Meeting Minutes from January 14, 2025
- **New Business:**
- Request for Final Plat Approval – Red Feather Development Subdivision, 150 S. Baylen Street
- Open Forum
- Discussion
- Adjournment

Call to Order / Quorum Present

Chairperson Ritz called the meeting to order at 2:00 pm with a quorum present and explained the procedures of the Board meeting including requirements for audience participation.

Approval of Meeting Minutes – Board Member Larson made a motion to approve the January 14, 2024, minutes, seconded by Board Member Villegas, and it carried 5:0.

New Business –

Request for Final Plat Approval – Red Feather Subdivision, 150 S. Baylen Street

Assistant Planning & Zoning Manager Harding introduced the item. Rebol-Battle & Associates, LLC, is requesting final plat approval on behalf of Red Feather Developers for a subdivision at 150 S. Baylen Street. This project is located within the C-2A zoning district, of which two (2) parcels will be subdivided into thirteen (13) lots to accommodate eleven (11) single-family attached residences and an additional two (2) parcels owned by the homeowners' association. The properties also fall within the Palafox Historic Business District, where all development is subject to review by the Architectural Review Board, the CRA Urban Core, and the Dense Business District. The preliminary plat was approved by Planning Board in September 2024.

Mr. Rebol presented to the board and mentioned that the only changes were several added easements and some of the building footprints have been adjusted. Board Member Grundhoefer asked for clarification on the changes from the preliminary plat review and Mr. Rebol provided a summary of the added easements which are required for utilities or pedestrian access. Renderings from the recent ARB application showing building aesthetics were shown to the board.

With no further questions, Board Member Grundhoefer made a motion to approve the final subdivision plat as submitted. Board Member Powell seconded the motion, and it carried 6:0.

Open Forum – none

Discussion

Planning and Zoning Manager Cannon gave the board an update on the Land Development Code (LDC) Phase 2 project and reminded the board that City Council's special workshop had been rescheduled to Tuesday, February 25. Business cards for the phase 2 project were distributed to the board and methods to provide comments and input on the project were discussed, including the project website and survey.

Adjournment – With no further business, the Board adjourned at 2:23 p.m.

Respectfully Submitted,



Gregg Harding, RPA
Assistant Planning & Zoning Manager
Secretary of the Board



City of Pensacola

222 West Main Street
Pensacola, FL 32502

Memorandum

File #: 25-309

Planning Board

3/11/2025

ACTION ITEM

SUBJECT:

Request for Final Aesthetic Review – Blue Wahoos Batting Tunnel Building, 351 W. Cedar Street / Community Maritime Park Lot 9

SUMMARY:

Northwest Florida Professional Baseball is requesting final aesthetic review for a new stand-alone single-story building containing two batting tunnel lanes and a locker room with restrooms. Aesthetic review by Planning Board is required since the project is located in the Waterfront Redevelopment District (WRD-1). The building's aesthetics have been designed to reflect the stadium, and the review packet includes material samples and a landscaping plan.

This application has been routed through the various City departments and utility providers. The comments received to date have been provided within your packet.

RECOMMENDED CODE SECTIONS

Sec. 12-3-12(4) WRD-1, Waterfront Redevelopment District-1

ATTACHMENTS:

1. Images
2. Application and Materials
3. Vince Whibbs Sr Community Maritime Park Subdivision Plat for Reference
4. Review Comments
5. Sec. 12-3-12. Redevelopment land use district

Community Maritime Park Lot 9 – Blue Wahoos Batting Tunnel Building Final Aesthetic Review



*Planning Board Application
Request for Aesthetic Review*

Application Date: 02/07/2025

Project Address: 650 DEVILLIERS CT., Pensacola, FL 32502

Applicant: Northwest Florida Professional Baseball

Applicant's Address: 351 West Cedar Street, Pensacola, FL 32502

Email: jgriffith@bluewahoos.com Phone: 850-356-3898

Property Owner: City Of Pensacola

Redevelopment
District:



Waterfront



Gateway



South Palafox
Business



North 9th
Avenue

** An application for aesthetic review shall be reviewed by a representative of the Planning Board once all materials have been submitted and it is deemed complete by the Secretary to the Board.*

Project specifics/description:

The Blue Wahoos Stadium featuring Admiral Fetterman Field is Home of the

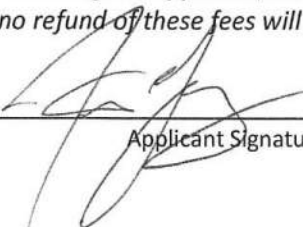
Pensacola Blue Wahoos. The project proposes a 5,620 SF accessory use

~~building to be built on the same lot as the stadium off of the first base line side.~~

It will contain two batting tunnel lanes for professional player use and

development, and will also include a new locker room and additional restrooms.

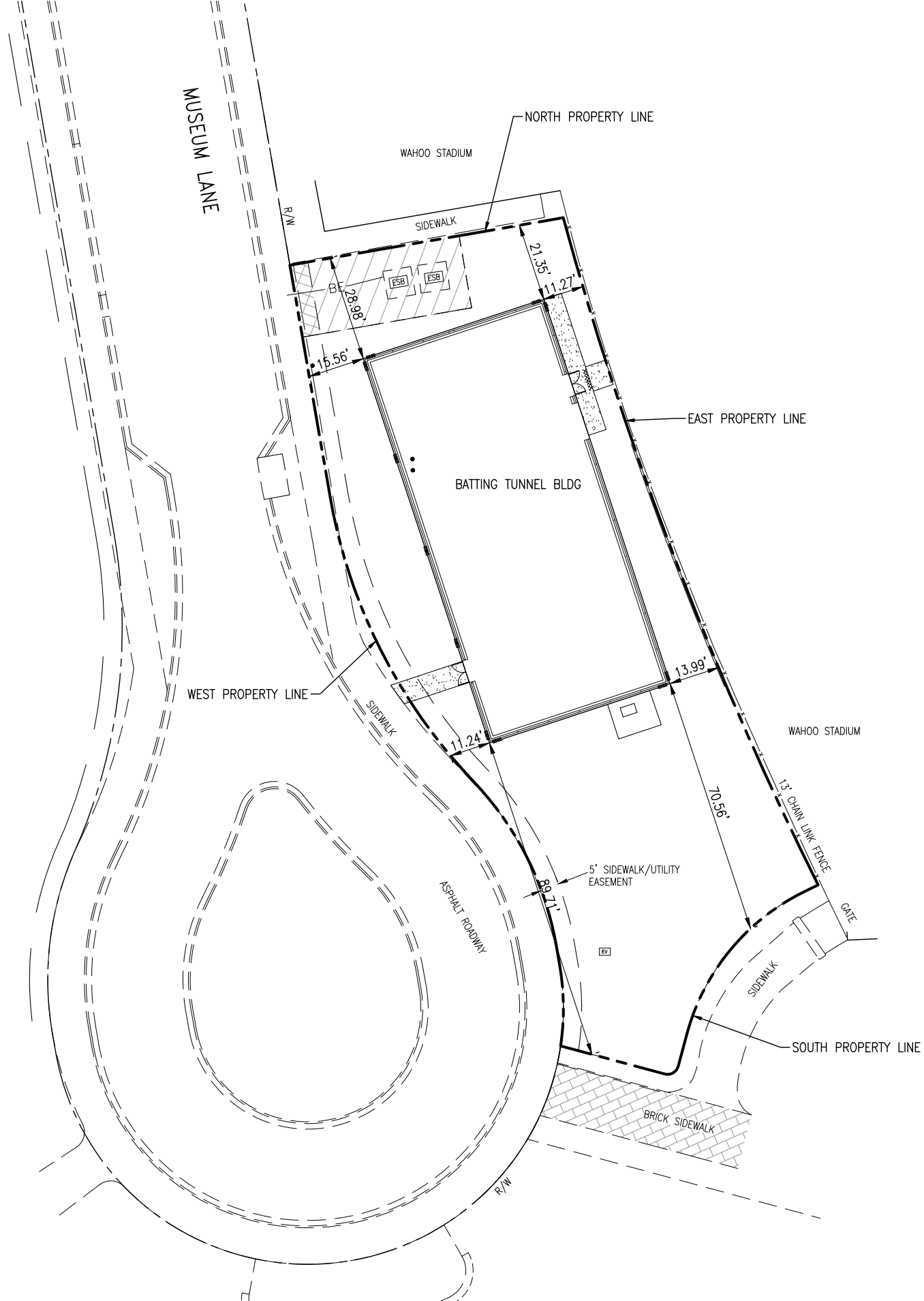
I, the undersigned applicant, understand that payment of these fees does not entitle me to approval and that no refund of these fees will be made.


Applicant Signature

2-7-25
Date

Planning Services
222 W. Main Street * Pensacola, Florida 32502
(850) 435-1670
Mail to: P.O. Box 12910 * Pensacola, Florida 32521

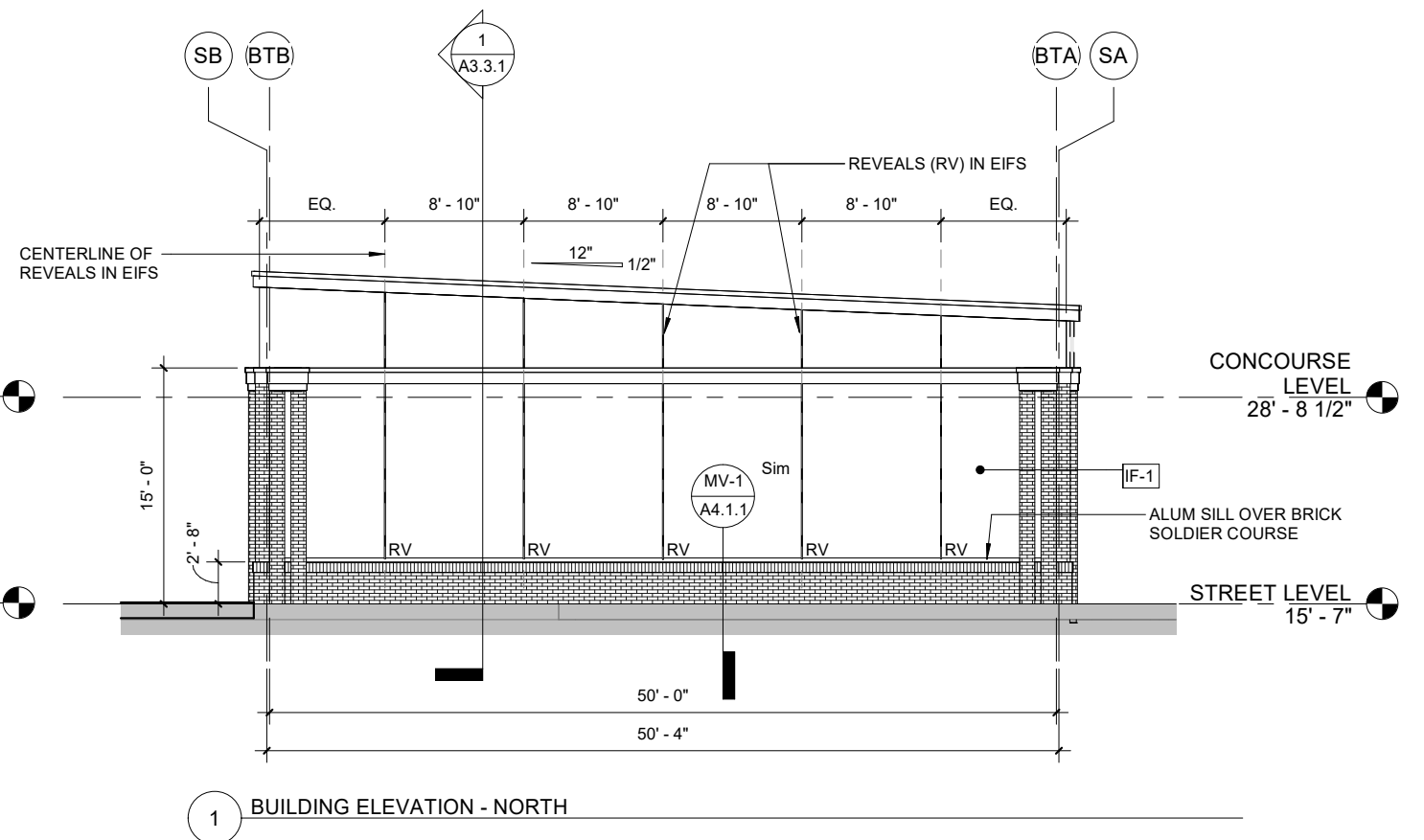
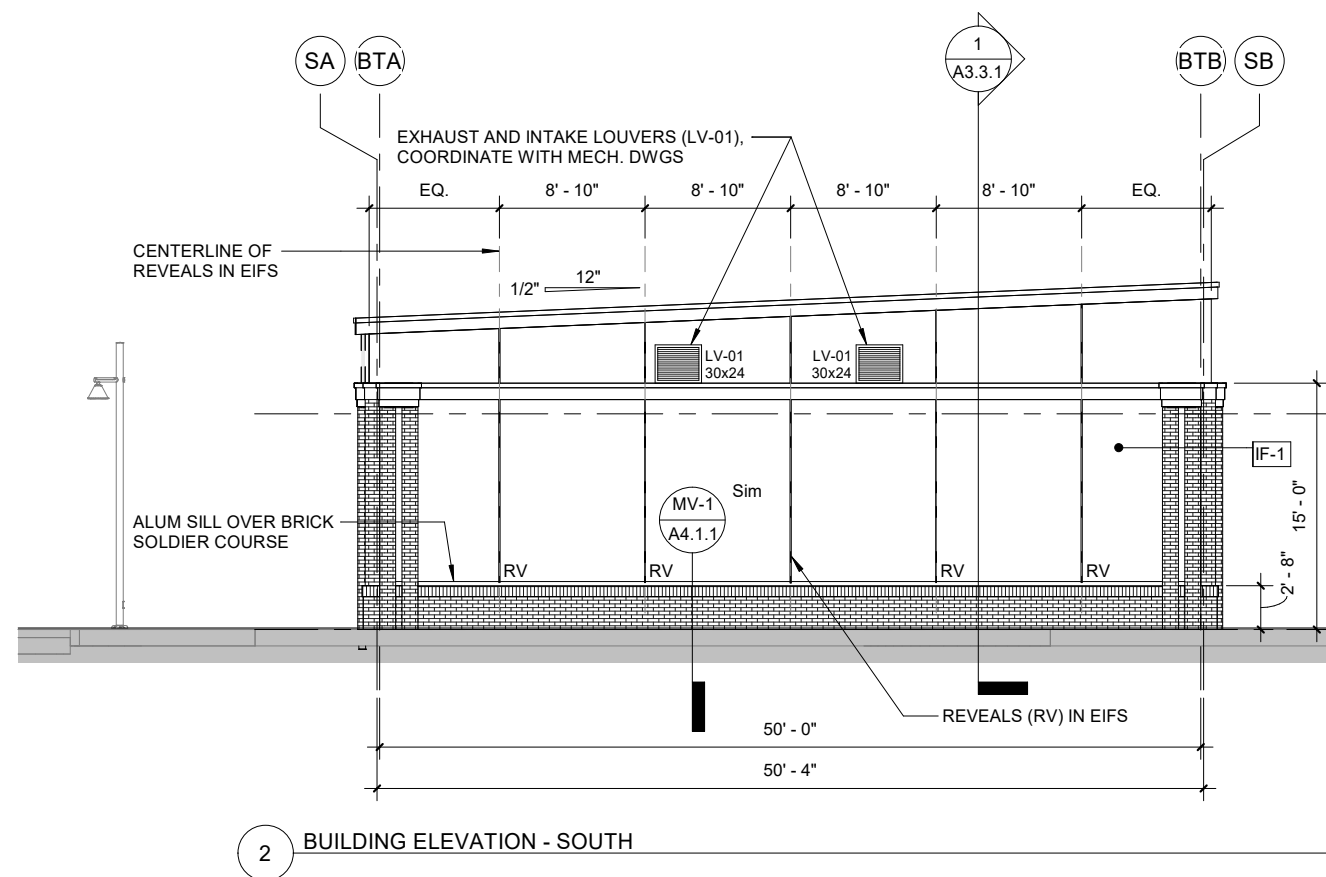


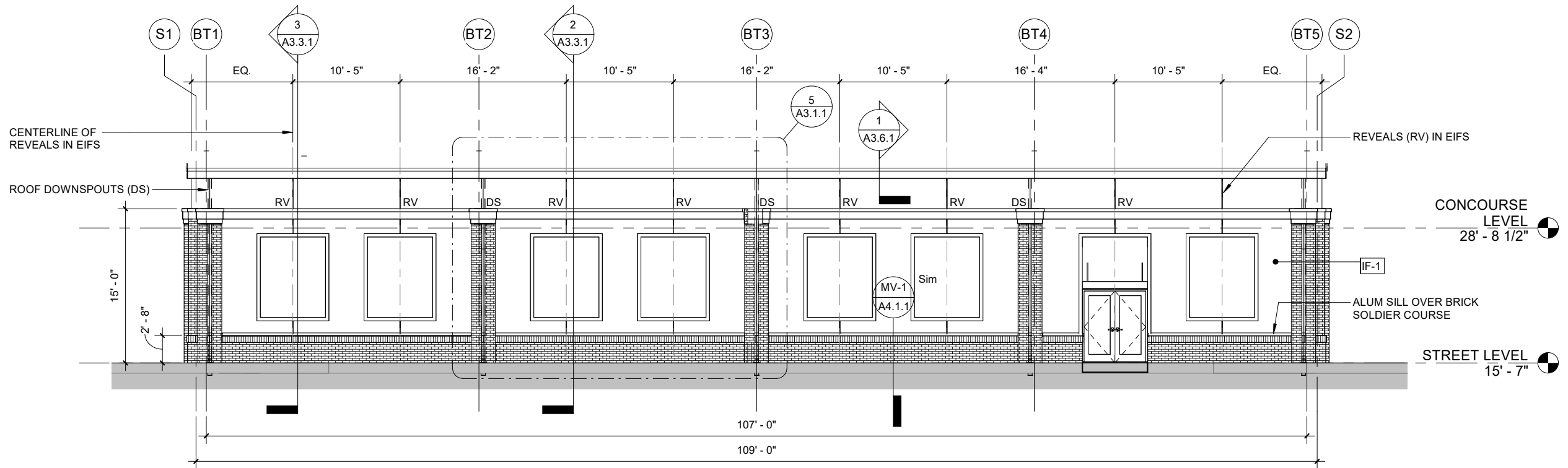




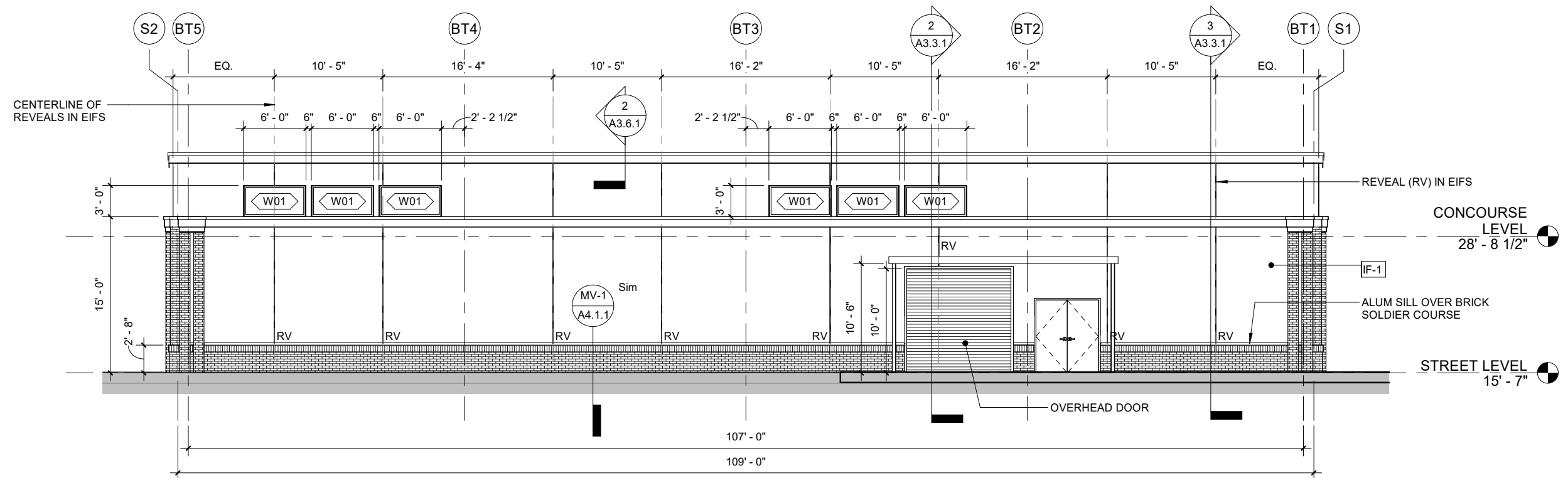
BLUE WAHOOS STADIUM ADDITION
SITE PLAN







4 BUILDING ELEVATION - WEST



3 BUILDING ELEVATION - EAST



**EWING
COLE**



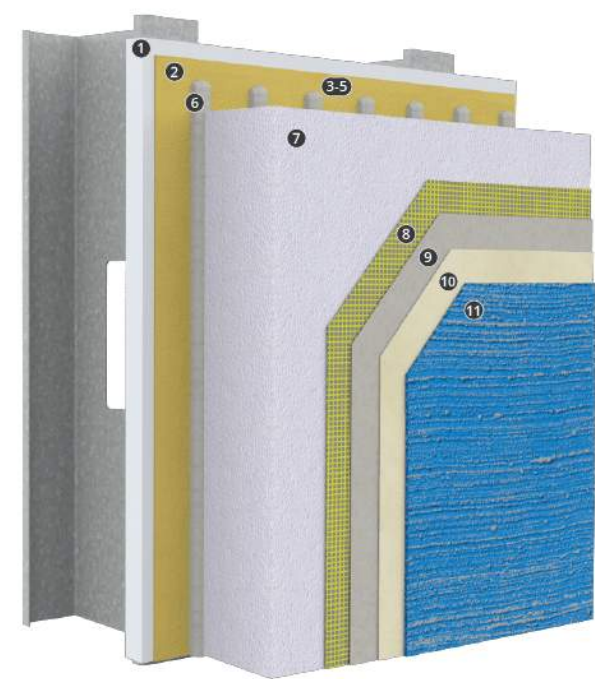




EXTERIOR DOORS/ WINDOWS/ LOUVERS
and other components:

EXTERIOR WALL COMPONENTS:

StoTherm ci (EIFs):



Colors to Match Existing Architecture:



Brick - Colors to Match Existing Architecture:



Hollow Metal Doors - **Ceco Door Products**
(non-street facing - to be painted):



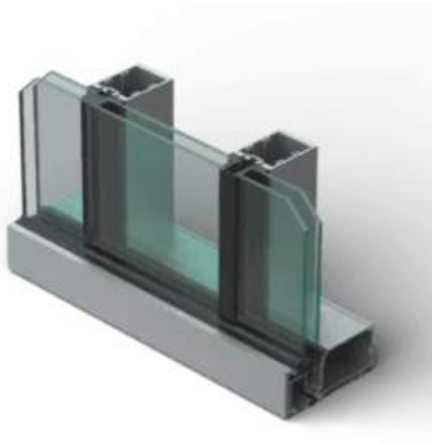
Overhead Coiling Door - **The Cookson Company, Insulated Door** (non-street facing - to be painted):



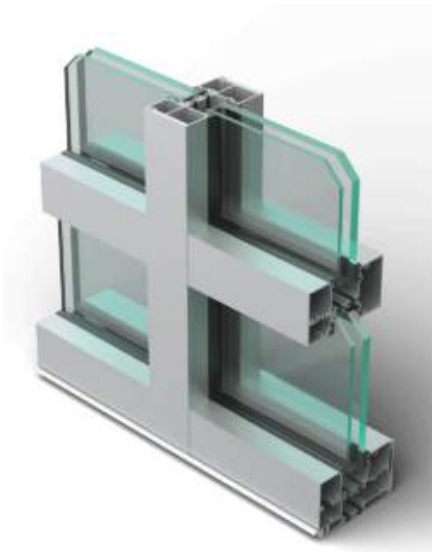
Fixed Louvers - **The Airolite Company, LLC., K6744X Hurrican Louver** (to be painted):



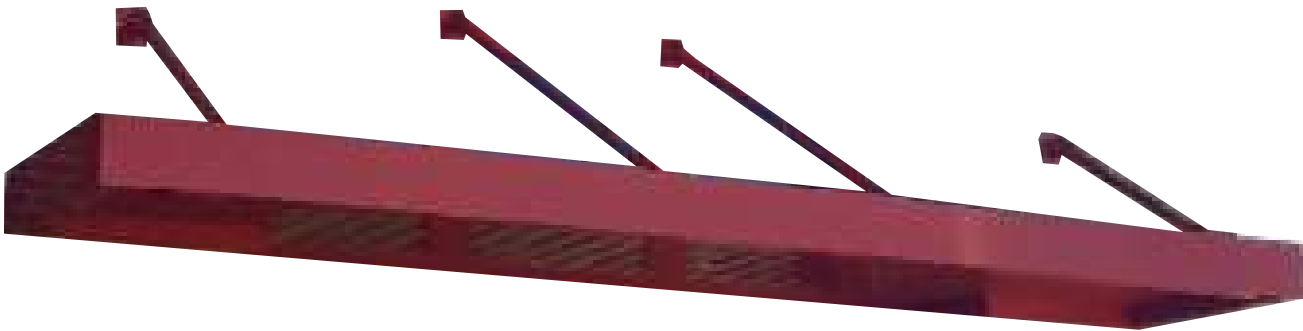
Aluminum Storefronts:
Trifab® VersaGlaze® 451/451T Framing System (Door Framing):



IR 501T/501UT Framing System
(Window Framing):



Awnings:
Gulf South Metals



Light Fixtures - **WDGE1 LED:**



Specifications

Depth (D1):	5.5"
Depth (D2):	1.5"
Height:	8"
Width:	9"
Weight: (without options)	9 lbs

ROOF:

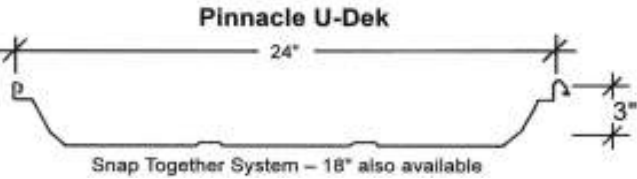
Simple Saver System (Insulation):

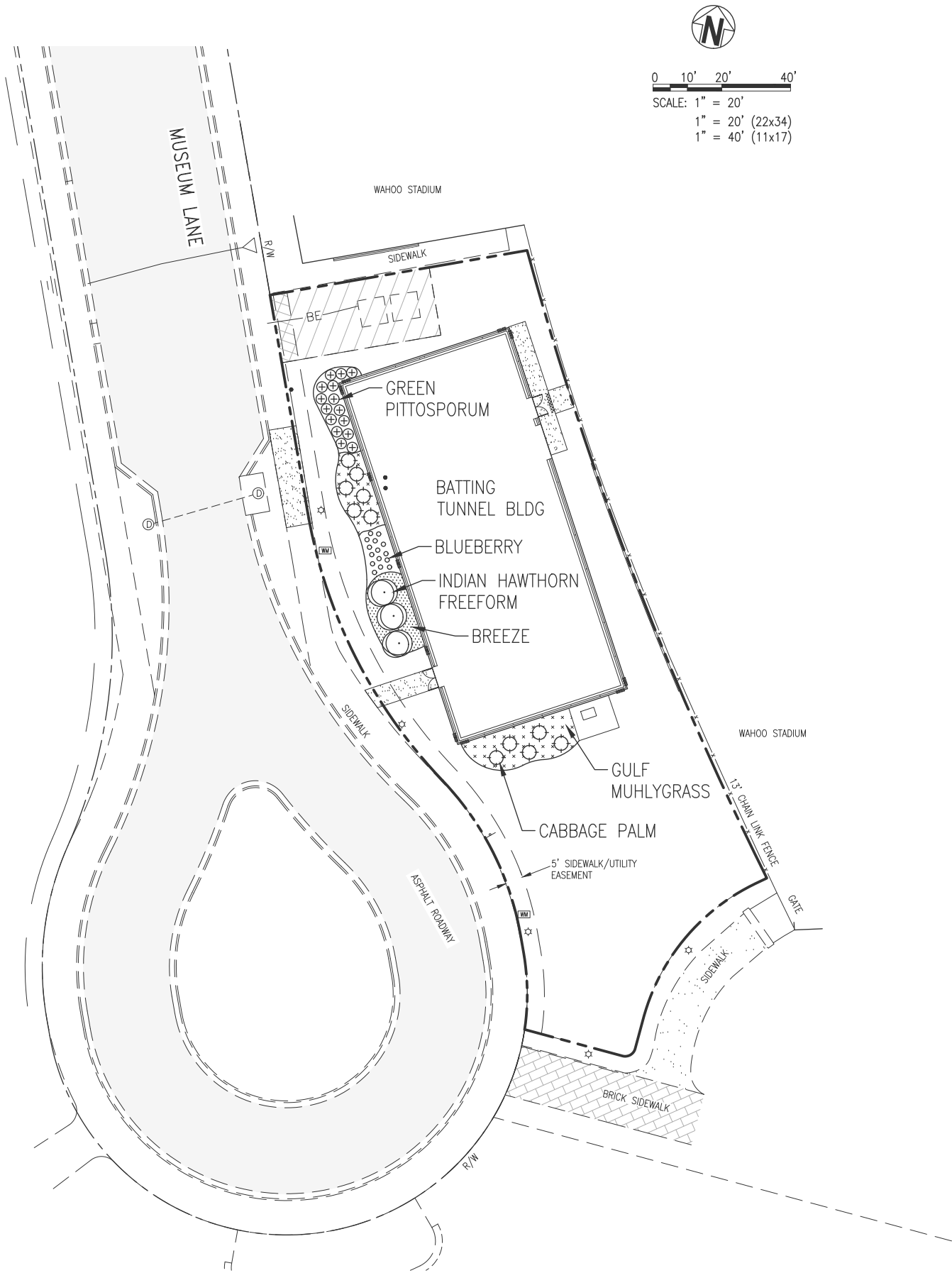
INSTALLATION: SIMPLE AS 1, 2, 3

- 1** Gridwork of Tensioned UVMAX® Steel Straps
Installed below the bottom plane of purlins and fastened at primary structural members
- 2** Large Custom Sized Syseal® Fabric System
Spans entire bay and installed uninterrupted below purlins (supported by the steel strap platform) and sealed around perimeter
- 3** Uncompressed, Unfaced Fiberglass Insulation
Bottom layer installed parallel and between purlins, top layer installed perpendicular and atop purlins



Pinnacle Structures - Standing Seam:





PLANTING SCHEDULE						
SYM	QUANTITY	COMMON NAME	BOTANICAL NAME	SIZE	ROOTS	COMMENTS
	3	INDIAN HAWTHORN TREEFORM	raphiolepis indica	5' OVERALL 3' CLEAR TRUNK	B&B	MULTI-STEM; WATERMELLON RED
	11	CABBAGE PALM	Sabal palmetto	12'-14'		
	12	GREEN PITTOSPORUM	Pittosporum tobira	36"	5 GAL.	
	27	BREEZE	Lomandra longifolia	24"	3 GAL.	30: O.C.
	21	GULF MUHLYGRASS	Muhlenbergia capillaris	24"	3 GAL.	
	12	BLUEBERRY	Vaccinium myrsinites	18"	3 GAL.	
SOD		ZOYSIA	Zoysia grass			ALL DISTURBED AREAS

1. PLANT SHRUBS NO CLOSER THAN 36" FROM BUILDING



raphiolepis indica



sabal palmetto



pittosporum tobira



vaccinium myrsinites



lomandra longifolia



muhlenbergia capillaris

RECORD PLAT OF:

PLAT BOOK 19 PAGE 23A

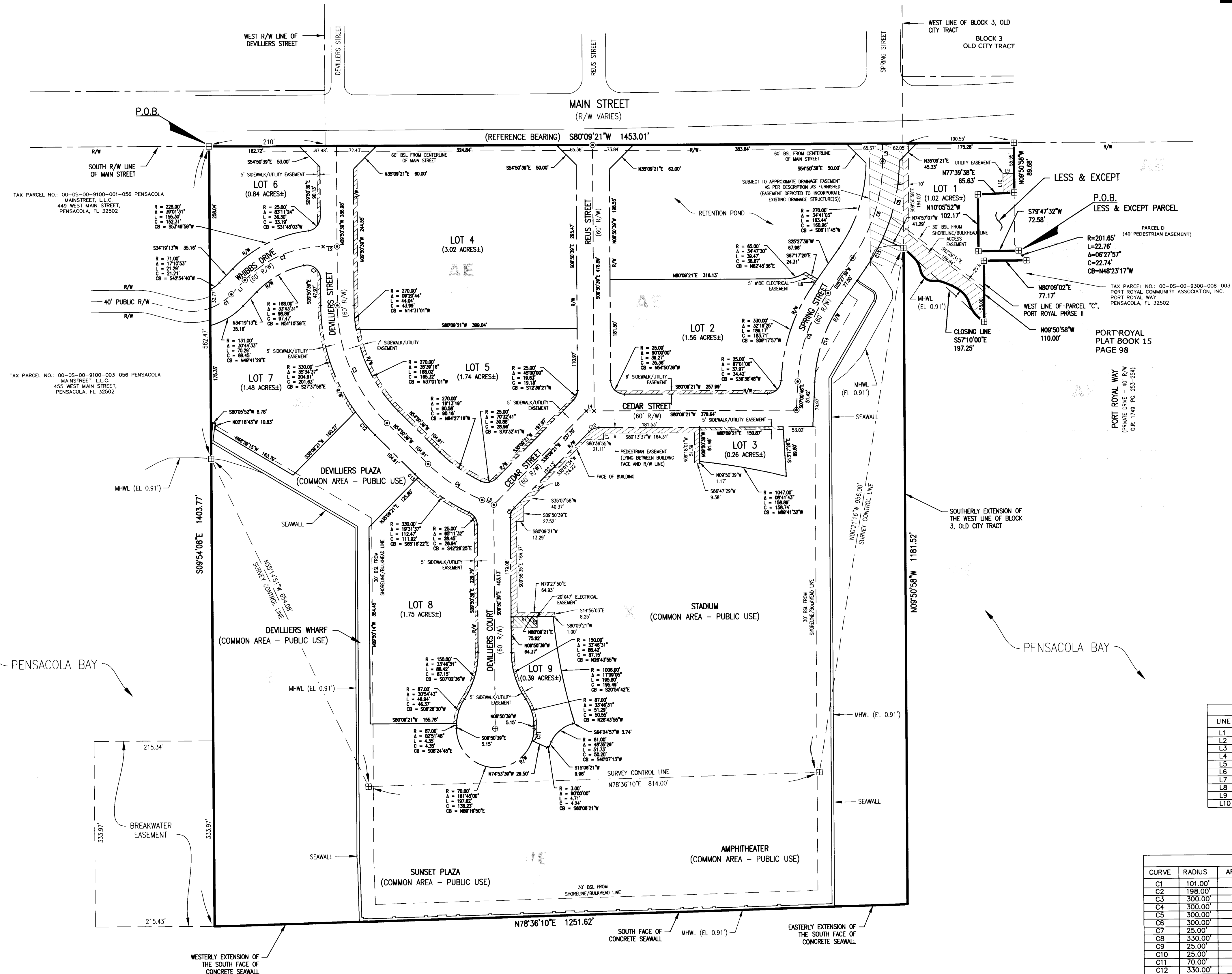
VINCE WHIBBS SR. COMMUNITY MARITIME PARK

A PORTION OF SECTION 46, TOWNSHIP 2 SOUTH, RANGE 30 WEST, CITY OF PENSACOLA, ESCAMBIA COUNTY, FLORIDA
APRIL, 2013

0 50' 100' 200'



- LEGEND**
- ⊕ — SET CAPPED IRON ROD NUMBER 0340
 - ✕ — "X" CUT IN CONCRETE
 - ⊙ — SET PK NAIL & DISK NUMBER 0340
 - ⊞ — SET CONCRETE MONUMENT NUMBER 0340
 - P.O.B. — POINT OF BEGINNING
 - R/W — RIGHT-OF-WAY
 - R — RADIUS
 - LA — LENGTH OF ARC
 - Δ — DELTA ANGLE
 - CH — CHORD
 - CB — CHORD BEARING
 - EL — ELEVATION
 - O.R. — OFFICIAL RECORDS BOOK
 - MHWL — MEAN HIGH WATER LINE
 - BSL — BUILDING SETBACK LINE



LINE TABLE		
LINE	BEARING	LENGTH
L1	S 34°19'13" W	35.16'
L2	S 80°09'17" W	25.00'
L3	S 77°20'39" E	22.57'
L4	S 80°09'21" W	14.31'
L5	S 09°50'39" E	32.05'
L6	S 25°27'39" W	9.54'
L7	S 08°42'50" E	11.87'
L8	S 54°52'02" E	3.48'
L9	N 80°09'02" E	20.00'
L10	N 09°50'58" W	35.00'

CURVE TABLE				
CURVE	RADIUS	ARC LENGTH	DELTA ANGLE	CHORD BEARING
C1	101.00'	46.04'	26°07'04"	S 47°22'45" W
C2	198.00'	158.39'	45°50'04"	S 57°14'15" W
C3	300.00'	235.62'	45°00'00"	S 32°20'36" E
C4	300.00'	117.81'	22°30'00"	S 66°05'39" E
C5	300.00'	170.03'	32°28'25"	N 09°13'27" E
C6	300.00'	185.22'	35°22'29"	N 07°50'34" E
C7	25.00'	44.55'	102°06'56"	S 60°53'58" E
C8	330.00'	143.37'	24°53'33"	N 02°36'06" E
C9	25.00'	19.63'	45°00'00"	N 12°39'21" E
C10	25.00'	19.63'	45°00'00"	N 57°39'21" E
C11	70.00'	22.50'	181°46'00"	N 00°43'10" W
C12	330.00'	54.27'	09°25'23"	S 50°07'58" E
C13	330.00'	3.83'	00°39'54"	S 55°10'37" E
C14	270.00'	153.03'	32°28'25"	N 09°13'27" E
C15	330.00'	60.34'	10°28'33"	N 20°17'10" E

BASKERVILLE-DONOVAN, INC.
ENGINEERS ■ ARCHITECTS ■ SURVEYORS
PENSACOLA ■ PANAMA CITY ■ TALLAHASSEE ■ MOBILE
449 WEST MAIN STREET
PENSACOLA, FLORIDA 32502 (850)438-9661
ENGINEERING BUSINESS: ED-0000340

Department:	Comments:
Planning	All previous comments addressed.
FIRE	No comment from fire at this point in the project.
PW/E	No concerns at this time.
Surveyor	All previous comments addressed.
Inspection Svcs	All previous comments addressed.
Pensacola Energy	No concerns at this time.
ECUA	No concerns at this time.
FPL	No concerns at this time.
ATT	No concerns at this time.
FDOT	No concerns at this time.
CRA	No concerns at this time.
Parking	No concerns at this time.
Airport	No concerns at this time.
Arborist	Previous comments addressed.

Sec. 12-3-12. Redevelopment land use district.

(4) WRD-1, Waterfront Redevelopment District-1.

- a. *Purpose of district.* The waterfront redevelopment district is established to promote redevelopment of the city's downtown waterfront with a compatible mixture of uses that further the goals of downtown Pensacola's comprehensive plan, encourage a walkable mixed-use urban environment, preserve the unique shoreline scenic opportunities, provide continuous public waterfront access, create cultural meeting places for the public, and encourage a high quality of site planning and architectural design. Site specific analysis of each development proposal within the district is intended to ensure that the scenic vistas of the district are maintained, that the development character of the waterfront is upgraded and that the boundaries of the adjacent special districts are positively reinforced.
- b. *Uses permitted.*
 1. Single-family residential (attached or detached) at a maximum density of 17.4 units per acre. Multifamily residential at a maximum density of 60 dwelling units per acre.
 2. Home occupations, subject to regulations in section 12-3-57.
 3. Offices.
 4. Libraries and community centers opened to the public and buildings used exclusively by the federal, state, county and city government for public purposes.
 5. Hotels/motels.
 6. Marinas.
 7. Parking garages.
 8. The following retail sales and services:
 - i. Retail food and drug stores (including medical marijuana dispensaries and package liquor store).
 - ii. Personal service shops.
 - iii. Clothing stores.
 - iv. Specialty shops.
 - v. Banks.
 - vi. Bakeries whose products are sold at retail on the premises.
 - vii. Antique shops.
 - viii. Floral shops.
 - ix. Health clubs, spa and exercise centers.
 - x. Laundromats.
 - xi. Laundry and dry-cleaning pick-up stations.
 - xii. Restaurants.
 - xiii. Studios.
 - xiv. Art galleries.

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- xv. Sale or rental of sporting goods or equipment including instructions in skiing, sailing, or scuba diving.
 - xvi. Boat rentals waterside only with limited upland storage.
 - xvii. Bars.
 - xviii. Commercial fishing.
 - xix. Ferry and passenger terminals.
 - xx. Cruise ship operations.
 - xxi. Food truck courts, subject to regulations in section 12-3-95.
9. Family day care homes licensed by the state department of children and family services as defined in state statutes.
- c. *Procedure for review of plans.*
- 1. *Plan submission.* Every application to construct a new structure in the waterfront redevelopment district-1 shall be subject to the development plan review and approval procedure established in section 12-3-120. Every application for a new certificate of occupancy or a building permit to erect, construct, demolish, renovate or alter a building or sign, or exterior site work (i.e., paving and landscaping of off-street parking areas), located or to be located in the waterfront redevelopment district-1 shall be accompanied with drawings or sketches with sufficient detail to show, as far as they relate to exterior appearances, the architectural design of the building, sign, or exterior work (both before and after the proposed work is done in cases of altering, renovating, demolishing or razing a building or structure) including proposed materials, textures and colors, and the plot plan or site layout including all site improvements or features such as walls, fences, walks, terraces, plantings, accessory buildings, paved areas, signs, lights, awnings, canopies and other appurtenances. All developments within the waterfront redevelopment district must comply with design standards as established in section 12-3-121.
 - 2. *Review and approval.* All plans shall be subject to the review and approval of the planning board established in chapter 12-12. At the time of review the board may require that any aspect of the overall site plan that does not meet the standards established in this section be incorporated and brought into compliance within a time limit approved by the board. Review by the planning board of applications for zoning variances shall be as provided for under section 12-12-2(6)f.
 - 3. *Abbreviated review.* Sign requests, paint colors, fencing, and emergency repairs that are consistent with the regulations and guidelines set forth in this section, may be approved by letter to the building official from the planning board secretary and the chairperson of the board. This provision is made in an effort to save the applicant and the board time for routine approval matters. If agreement cannot be reached as it pertains to such requests by the board secretary and chairperson, then the matter will be referred to the board for a decision.
- d. *Regulations.*
- 1. *Signs.* The following provisions shall be applicable to signs in the district:
 - i. *Number of signs.* Each parcel shall be limited to one sign per street frontage; provided, however, if there exists more than one establishment on the parcel, there may be one attached sign per establishment. Additionally, retail sales and services may have an A-frame sign in addition to the one sign per frontage.

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- ii. *Signs extending over public property.* Signs extending over public property shall maintain a clear height of nine feet above the sidewalk and no part of such signs shall be closer than 18 inches to the vertical plane of the curb line or edge of the pavement.
 - iii. *Sign size and height limitations.*
 - (a) *Attached signs.*
 - (1) *Size.* Ten percent of the building elevation square footage (wall area) that fronts on a public street, not to exceed 50 square feet. Buildings exceeding five stories in height; one attached wall sign or combination of wall signs not to exceed 200 square feet and mounted on the fifth floor or above.
 - (2) *Height.* No sign may extend above the roof line of the building to which it is attached. For the purposes of this section roof surfaces constructed at an angle of 65 degrees or more from horizontal shall be regarded as walls.
 - (b) *Freestanding signs.*
 - (1) *Size.* Fifty square feet.
 - (2) *Height.* Ten feet (top of sign).
 - (c) *A-frame sign.*
 - (1) *Size.* Ten square feet.
 - (2) *Height.* Forty-two inches (top of sign).
 - iv. *Other permitted signs.*
 - (a) Signs shall not exceed two square feet in size.
 - (b) Official traffic signs or signals, informational signs erected by a government agency and temporary signs indicating danger.
 - v. *Prohibited signs.* Refer to section 12-5-7 for a description of prohibited signs. In addition the following signs are prohibited within the district:
 - (a) Signs that are abandoned or create a safety hazard. Abandoned signs are those advertising a business that becomes vacant and is unoccupied for a period of 90 days or more.
 - (b) Signs that present an optical illusion, incorporate projected images, or emit sound.
 - (c) Secondary advertising signs (i.e., signs that advertise a brand name product in addition to the name of the business).
 - vi. *Temporary signs.* The following temporary signs shall be permitted in the district:
 - (a) Temporary banners indicating that a noncommercial special event such as a fair, carnival, festival or similar happening is to take place, are permitted with the following conditions: Such banners may be erected no sooner than two weeks before the event and banners extending over street rights-of-way require approval from the mayor.

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- (b) One non-illuminated sign per street frontage advertising the sale, lease or rental of the lot or building upon which the sign is located. Such sign shall not exceed 12 square feet in size, and shall be removed immediately after occupancy.
 - (c) One non-illuminated sign not more than 50 square feet in area in connection with new construction work and displayed only during such time as the actual construction work is in progress.
 - 2. *Off-street parking.* The following off-street parking requirement shall apply to all lots, parcels, or tracts in the district: Off-street parking requirements in the waterfront redevelopment district-1 shall be based on the requirements set forth in section 12-4-1(4). The required parking may be provided off-site by the owner/developer as specified in section 12-4-1(4). Screening shall be provided along the edges of all parking areas visible from the street rights-of-way. This screening may take the form of:
 - i. A solid wall or fence (chain-link fences are prohibited) with a minimum height of four feet that is compatible in design and materials with on-site architecture and nearby development;
 - ii. Landscaping approximately three feet in height that is landscaped to provide positive screening effective within three years; or
 - iii. A combination of walls or fences and landscape screening, or landscape screening designed to provide positive screening within three years.
 - 3. *Vehicular access.* For each lot, tract or parcel under single ownership, the maximum number of access points shall not exceed two per street frontage.
 - 4. *Landscaping.* Landscaping requirements in the district shall conform to the requirements of chapter 12-6. All service areas (i.e., trash collection containers, compactors, loading docks) shall be screened with at least 75 percent opacity from the street and adjacent buildings by one of the following techniques:
 - i. Fence or wall and gate, six feet high;
 - ii. Vegetation, six feet high (within three years); or
 - iii. A combination of the above.
 - 5. *Underground utility services.* All new building construction or additions of floor area to existing structures shall be required to install underground utilities on the site.
 - 6. *Lot coverage.* The total coverage of the site including all structures, parking areas, driveways and all other impervious surfaces shall not exceed 95 percent.
 - 7. *Setback/height requirements.* No building shall exceed a maximum height of six stories in the waterfront redevelopment district-1, as defined in section 12-3-31, community redevelopment area (CRA) urban design overlay district.
 - i. *Shoreline setback/height requirements.* All buildings shall be set back a minimum of 30 feet from the shoreline or the bulkhead line. The minimum setback from the shoreline may be decreased by the planning board and the council during the review process to permit reuse of existing buildings, structures or foundations with a lesser setback.

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- ii. *Main Street setback/height requirements.* All buildings shall be set back a minimum of 60 feet from the centerline of Main Street. At this minimum setback line, the building height may not exceed six stories.
 - iii. All other setbacks shall be as specified on the regulating plan.
 - 8. *Additional regulations.* In addition to the regulations established above in subsections (3)d.1 through 7 of this section, any permitted use within the WRD-1 zoning district where alcoholic beverages are ordinarily sold is subject to the requirements of chapter 7-4.
 - e. *Regulations.* All developments within the waterfront redevelopment district-1 are encouraged to follow the design guidelines established in section 12-3-121(d). In addition, the following site planning guidelines should be taken into consideration in the required development plans:
 - 1. *Site planning.* The integration of site features such as building arrangement, landscaping, parking lot layout, public access points, building orientation, and scenic vantage points is critical in producing a pleasant and functional living or working environment. In reviewing development proposals, the following guidelines shall be taken into consideration:
 - i. *Maximum preservation of waterfront views.* Considering the waterfront location of the district, the placement of buildings, signs, service areas, parking and landscaping shall be planned to maximize the preservation of views of the bay and to protect the waterfront scenic open space character. To prevent the effect of a "wall" of development along the edge of the waterfront and adjacent streets, open space should be encouraged between buildings and under elevated buildings. Pedestrian circulation systems should be designed to form a convenient, interconnected network through buildings, landscaped open spaces and public walkways. The longer side of each building should be sited perpendicular to the water's edge in order to preserve water views from the street.
 - ii. *Building orientation.* Buildings should be oriented to maximize the waterfront view potential within the district while maintaining quality facade treatment and design on the streetside. Structures should be positioned to provide viewing opportunities of the water and the shoreline edge between buildings. The location of solid waste receptacles, service entrances, loading docks, storage buildings and mechanical and air conditioning equipment and other items typically situated at the backside of buildings should be discouraged within the area between the building and the water's edge.
 - iii. *Off-street parking and service.* Off-street parking shall be discouraged within the shoreline setback area. Where possible, service areas (i.e., trash collection, loading docks) shall be located to be screened by the building itself; otherwise, walls, fences, landscaping and earth berms shall be used to achieve effective screening.
 - 2. *Aesthetic considerations.* Development projects within the district are not subject to special architectural review and approval, however compliance with the CRA Overlay Standards and Guidelines as defined in section 12-3-31, community redevelopment area (CRA) urban design overlay district, is encouraged. In lieu of a special separate review procedure, the following general architectural and aesthetic design criteria will be considered to enhance the character of the district:

-
- i. Buildings or structures should have a unity of character and design. The relationship of forms and the use, texture, and color of materials shall be such as to create a harmonious whole.
 - ii. Natural materials such as brick, wood and stucco should be encouraged. Materials such as metal and plastic shall be discouraged on exterior surfaces of buildings.
 - iii. All mechanical equipment, satellite dishes and other similar equipment should be completely screened by the architecture of the structure, or fences, walls or vegetation.
 - iv. Proposed developments within the waterfront redevelopment district-1 which are located adjacent to a historic district should give special consideration to visual compatibility in scale and architectural design in order to positively reinforce the character of the historic area and provide a buffer and transition.
 - v. Projects should be encouraged that enhance the setting or provide for adaptive reuse of historic buildings and sites.
 3. *Landscaping guidelines.* Landscaping should be used to enhance waterfront views and vistas and to screen undesirable features. Low lying plant material should be used in open areas to retain views of the water. Trees should be selectively utilized and carefully located along the waterfront in both public and private developments in order to maintain existing views as much as possible. Plantings should be coordinated near buildings to provide view corridors.
 4. *Sign guidelines.*
 - i. *Design/materials.* The architectural character of the building to which the sign relates should be reflected in the lettering of the sign, and the materials used for the supporting structure and the sign face.
 - ii. *Lighting.* Indirect and internal lighting is encouraged. Neon and exposed fluorescent lighting is not permitted.
 - iii. *Landscaping.* The landscaping and positioning of the sign should complement the overall site plan and landscaping of the development.



City of Pensacola

222 West Main Street
Pensacola, FL 32502

Memorandum

File #: 25-310

Planning Board

3/11/2025

ACTION ITEM

SUBJECT:

Request for Conceptual Aesthetic Review – Reverb by Hard Rock Project, 352 W. Cedar Street / Community Maritime Park Lot 5

SUMMARY:

Inspired Communities of Florida is requesting *conceptual aesthetic* review of a new mass-timber luxury apartment building and Reverb by Hard Rock hotel. Aesthetic review by Planning Board is required since the project is located in the Waterfront Redevelopment District (WRD-1). This project will utilize Florida's Live Local Act which allows for increased density and height for the provision of affordable housing units. As a result, this review is specific to the overall aesthetics of the project. Since this application is for *conceptual* aesthetic review, a final aesthetic review with additional details and final plans is required to be submitted in the future.

This application has been routed through the various City departments and utility providers. The comments received to date have been provided within your packet.

RECOMMENDED CODE SECTIONS

Sec. 12-3-12(4) WRD-1, Waterfront Redevelopment District-1

ATTACHMENTS:

1. Images
2. Application and Materials
3. Review Comments
4. Vince Whibbs Sr Community Maritime Park Subdivision Plat for Reference
5. Sec. 12-3-12. Redevelopment land use district

Community Maritime Park Lot 5 – Reverb by Hard Rock Project Conceptual Aesthetic Review





**Planning Board Application
Request for Aesthetic Review**

Application Date: **2/7/25**

Project Address: 352 W Cedar St. (Final Address TBD)

Applicant: Inspired Communities of Florida/Dennis Pemberton

Applicant's Address: 223 W Gregory St, Pensacola, FL 32502

Email: Dennispemberton@thedawso **Phone:** 404-939-4610

Property Owner: The City of Pensacola/ Leased by Inspired Communities of Fl.

**Redevelopment
District:**



Waterfront



Gateway



**South Palafox
Business**



**North 9th
Avenue**

** An application for aesthetic review shall be reviewed by a representative of the Planning Board once all materials have been submitted and it is deemed complete by the Secretary to the Board.*

Project specifics/description:

This application is for conceptual review only, the design team is planning to resubmit for final review in May:

Located in the Community Maritime Park within the the waterfront redevelopment district (WRD), a new mass-timber luxury apartment building and Reverb by Hard Rock hotel, this project is intended to be guided by the WRD's goals of promoting redevelopment of the city's downtown waterfront with a compatible mixture of uses, preserving the unique shoreline vista and scenic opportunities, providing public access, creating a cultural meeting place for the public, and encouraging a high quality of site planning, natural materials, and sensitive architectural design.

Resilience is at the heart of this project's design which locates the majority of program and permanent activation above the first two levels of concrete structure. The remaining structure will use mass timber, minimizing carbon footprint.

This mixed use project will employ the use of the Live Local Act, which allows for increased height and residential density, while still maintaining zoning provisions of the C2/C2A districts (height, setbacks, lot coverage). The project will provide the required 40% affordable units.

This project represents a strategic investment in the future of the city's downtown waterfront, promoting economic growth, environmental sustainability, and community activation. It aligns with the city's vision for a vibrant, resilient waterfront area, enhancing both the urban fabric and the public realm.

I, the undersigned applicant, understand that payment of these fees does not entitle me to approval and that no refund of these fees will be made.

Applicant Signature

February 7, 2025

Date

MARITIME PARK LOT 5

PLANNING BOARD REVIEW - PRELIMINARY

PENSACOLA, FL
MARCH 11, 2025

Location Plan



Site Plan

Overall Site: 75,652 SF
Lot Coverage: 68,148 SF = 90%



Existing Conditions



Existing Conditions



Existing Conditions



REVERB

— BY HARD ROCK™ —

RHYTHM

— LOFTS —



REVERB

— BY HARD ROCK™ —



RHYTHM

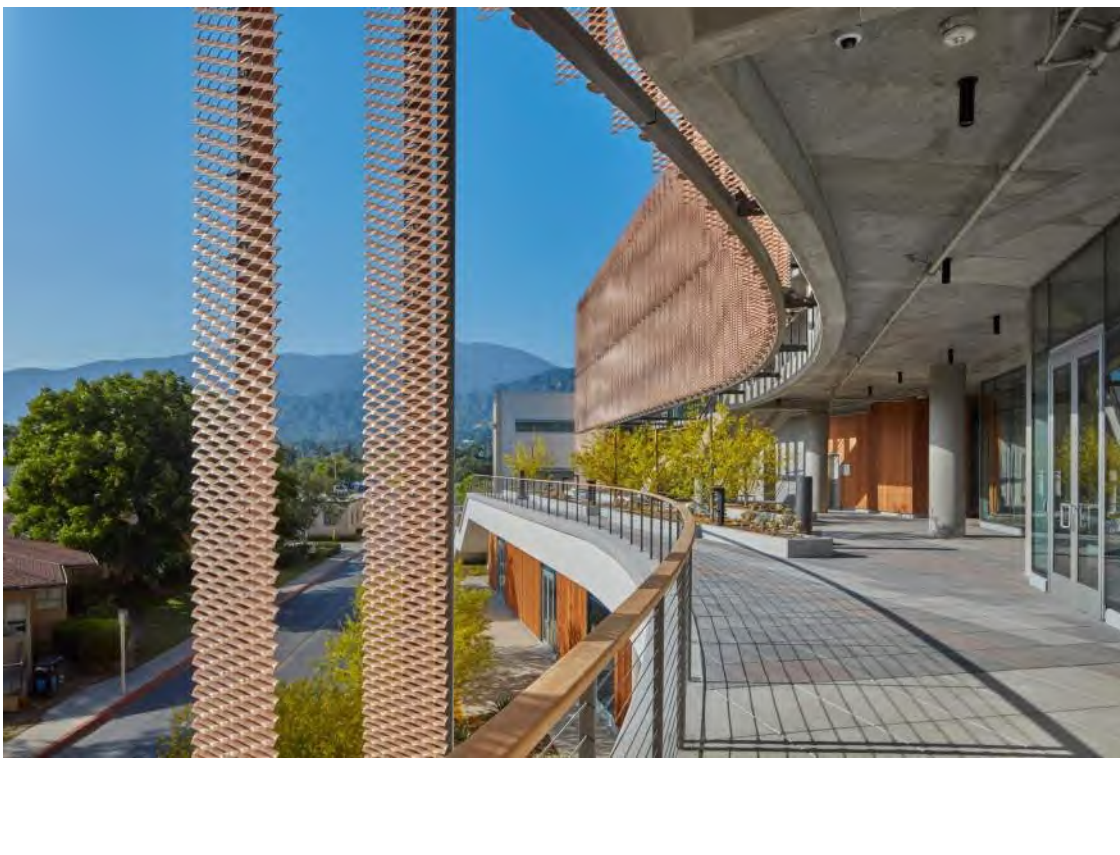
— LOFTS —



Influences: Wynwood, Deep Ellum, Ponce City Market



Influences: Funky Grit, Concrete, Art



Mass Timber



CROSS LAMINATED TIMBER (CLT)

Cross-laminated timber (CLT) is a wood panel that consists of layered lumber boards (usually three, five, or seven) stacked and glued crosswise at 90-degree angles, delivering excellent structural rigidity in both directions. Alternating grains improve CLT panels' dimensional stability. Finger joints and structural adhesive connect the boards. Board thickness varies between 5/8 inch and 2 inches, with board width most commonly ranging from 2.5 to 5.5 inches. The panels can be manufactured in custom dimensions, though transportation restrictions dictate their overall size.



GLUED LAMINATED TIMBER (GLULAM)

Glulam is composed of individual wood laminations (dimension lumber), selected and positioned based on their performance characteristics, and then bonded together with durable, moisture-resistant adhesives. The grain of all laminations runs parallel with the length of the members, which can be customized to create elements that are straight, curved, arched, and tapered.



Reverb Prototype



- 1 CANOPY
- 2 DROP-OFF PORTAL
- 3 ENTRY PORTAL
- 4 VESTIBULE
- 5 PODIUM BRICK
- 6 STOREFRONT
- 7 BAY PROJECTION
- 8 FACADE PRIMARY COLOR
- 9 FACADE ACCENT COLOR
- 10 IN-PLANE SUPERWINDOW
- 11 CORNER SUPERWINDOW
- 12 GUESTROOM WINDOW
- 13 VTAC LOUVER PANEL
- 14 ALTERNATE SIGNAGE

Reverb Prototype

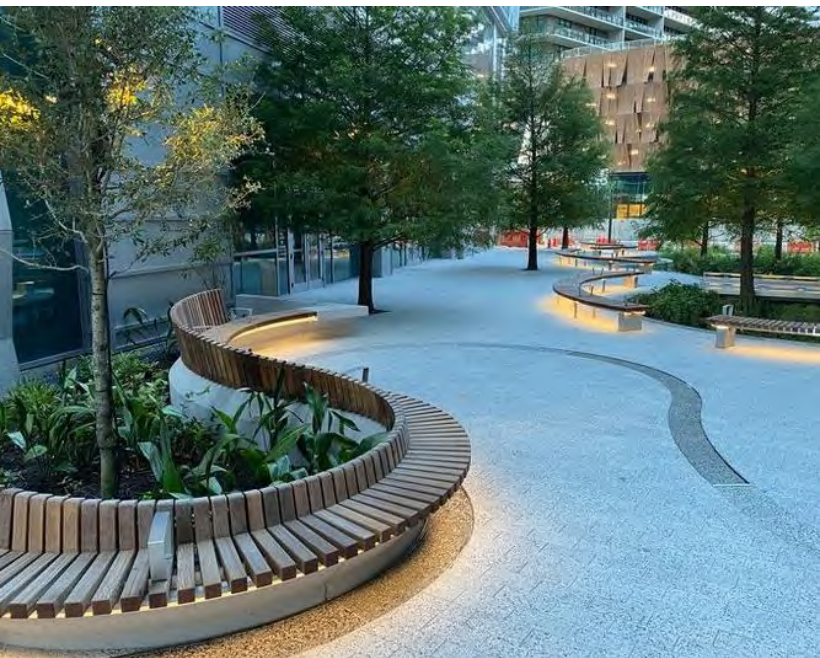


The Outdoor Lounge is an exterior space for performing, dining, and socializing. The Lounge's adjacency to Constant Grind blurs the boundary between inside and outside.

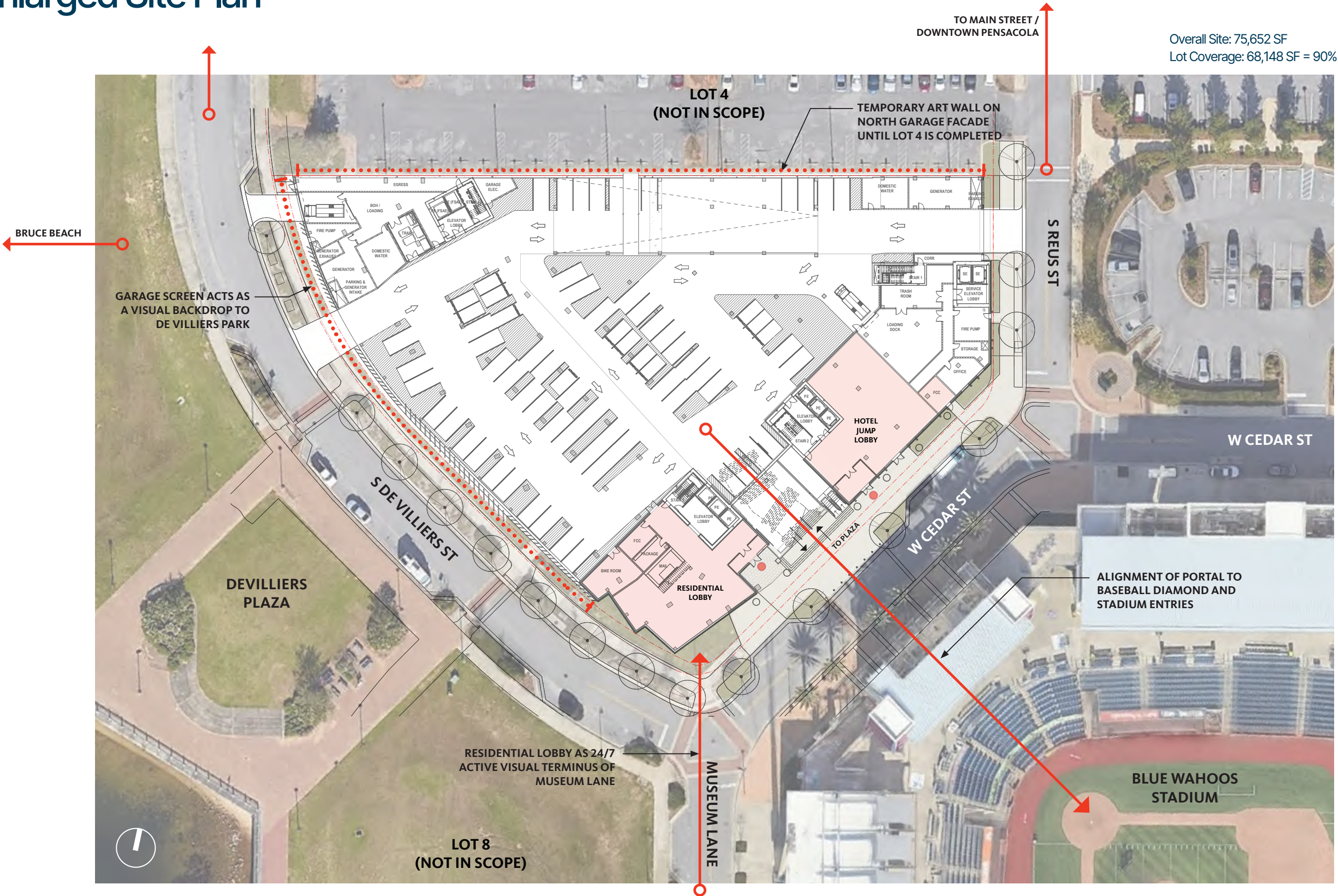
Reverb Prototype



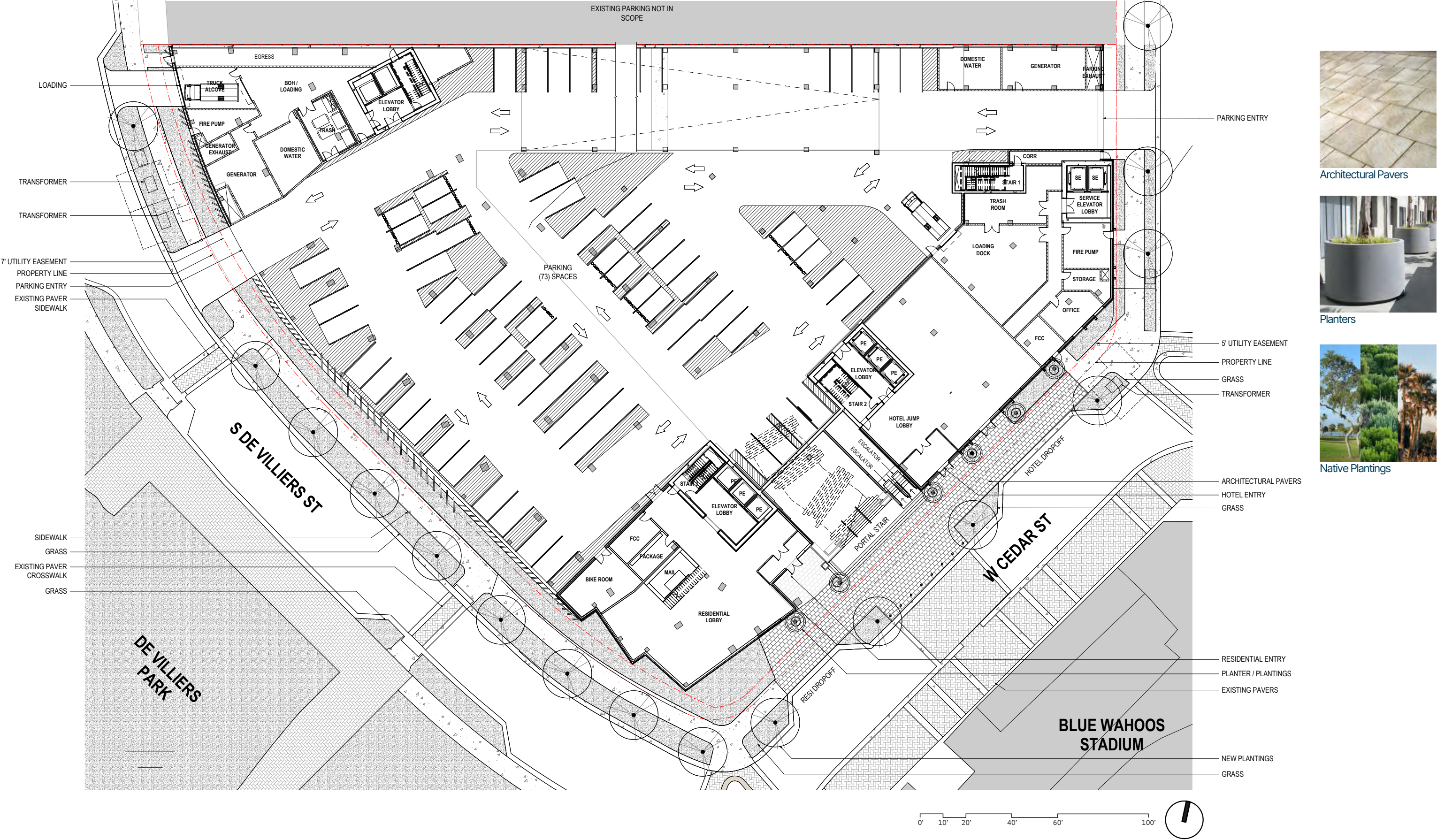
Landscape Inspiration



Enlarged Site Plan



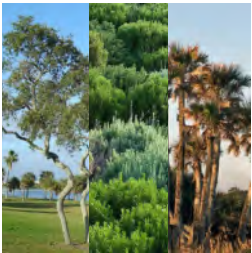
Plan - Ground Level



Architectural Pavers



Planters

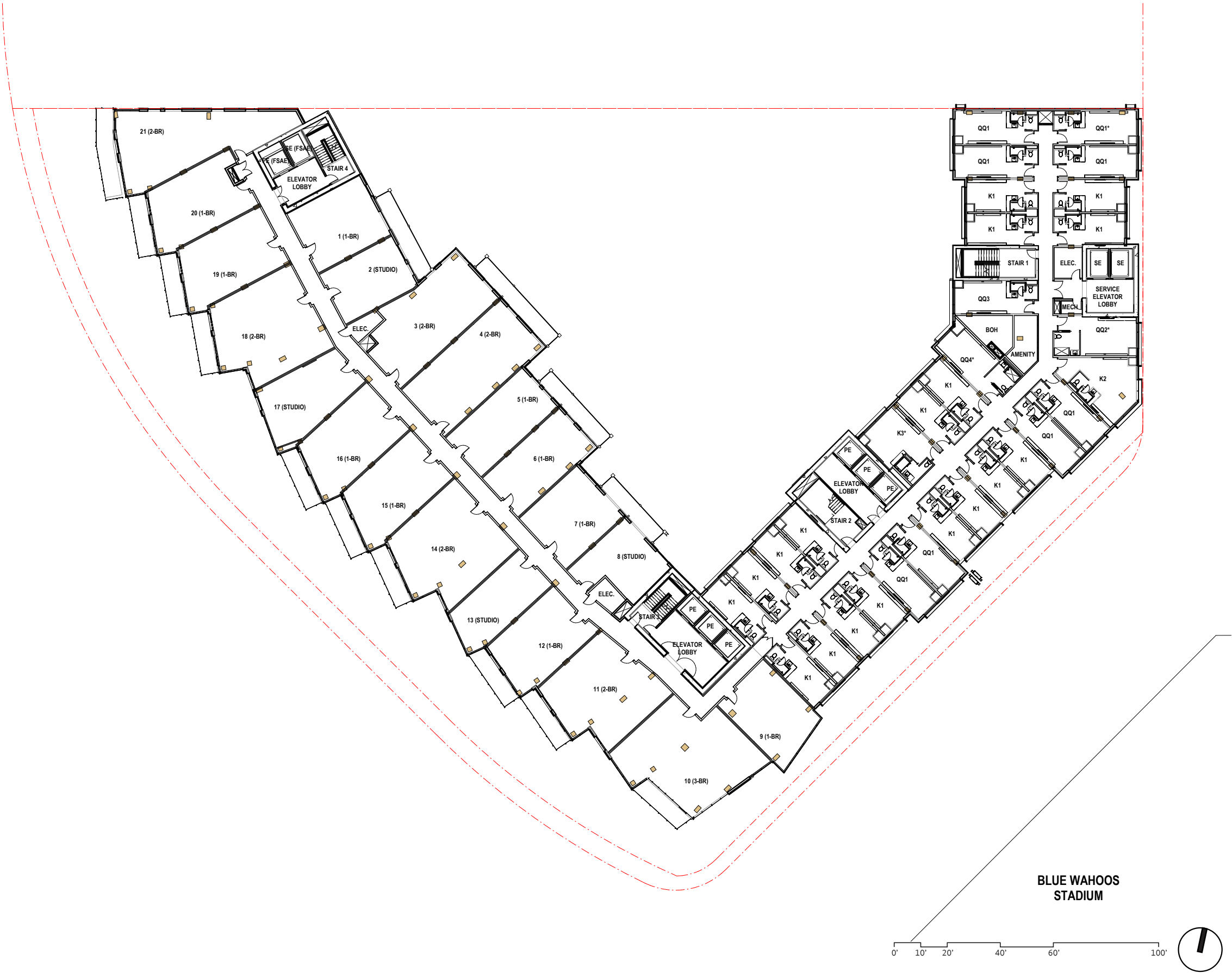


Native Plantings

Plan - Plaza Level



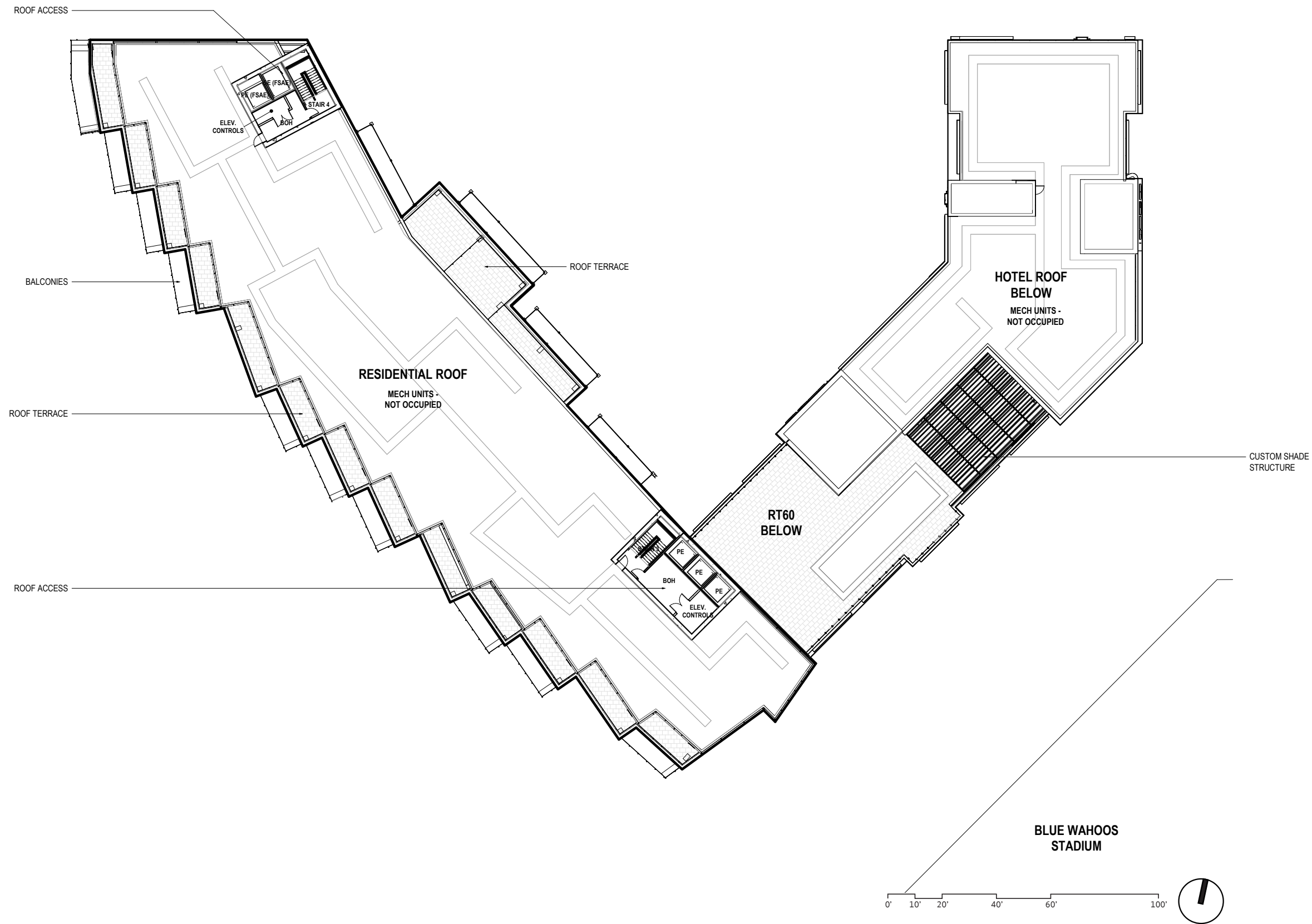
Plan - Typical Level



Plan - RT60



Plan - Roof



Elevation - Residential



1. High-Performance Concrete
Fin Screening



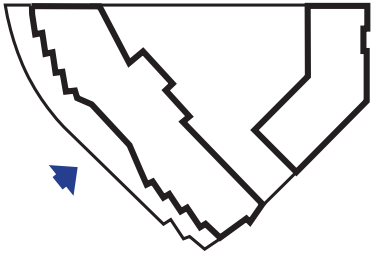
2. Brick - Carbon Black



3. Fiber Cement Panels - Vary-
ing Colors



4. Glass



Elevation - Hotel



1. Simulated Wood



2. EIFS - Varying Colors



3. Brick - Carbon Black



4. Fiber Cement Panels - Varying Colors



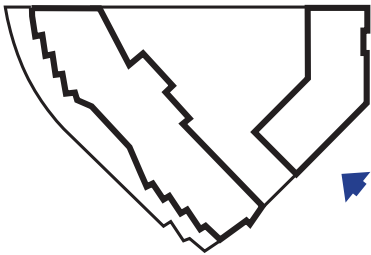
5. Glass



6. Granite Stone Base



7. Architectural Louvers



Elevation - North



1. EIFS - Varying Colors



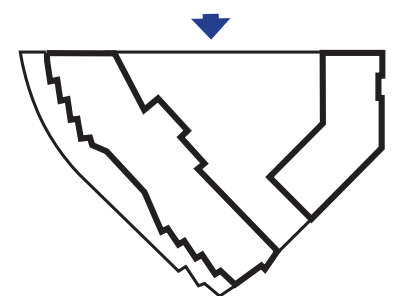
2. Fiber Cement Panels -
Varying Colors



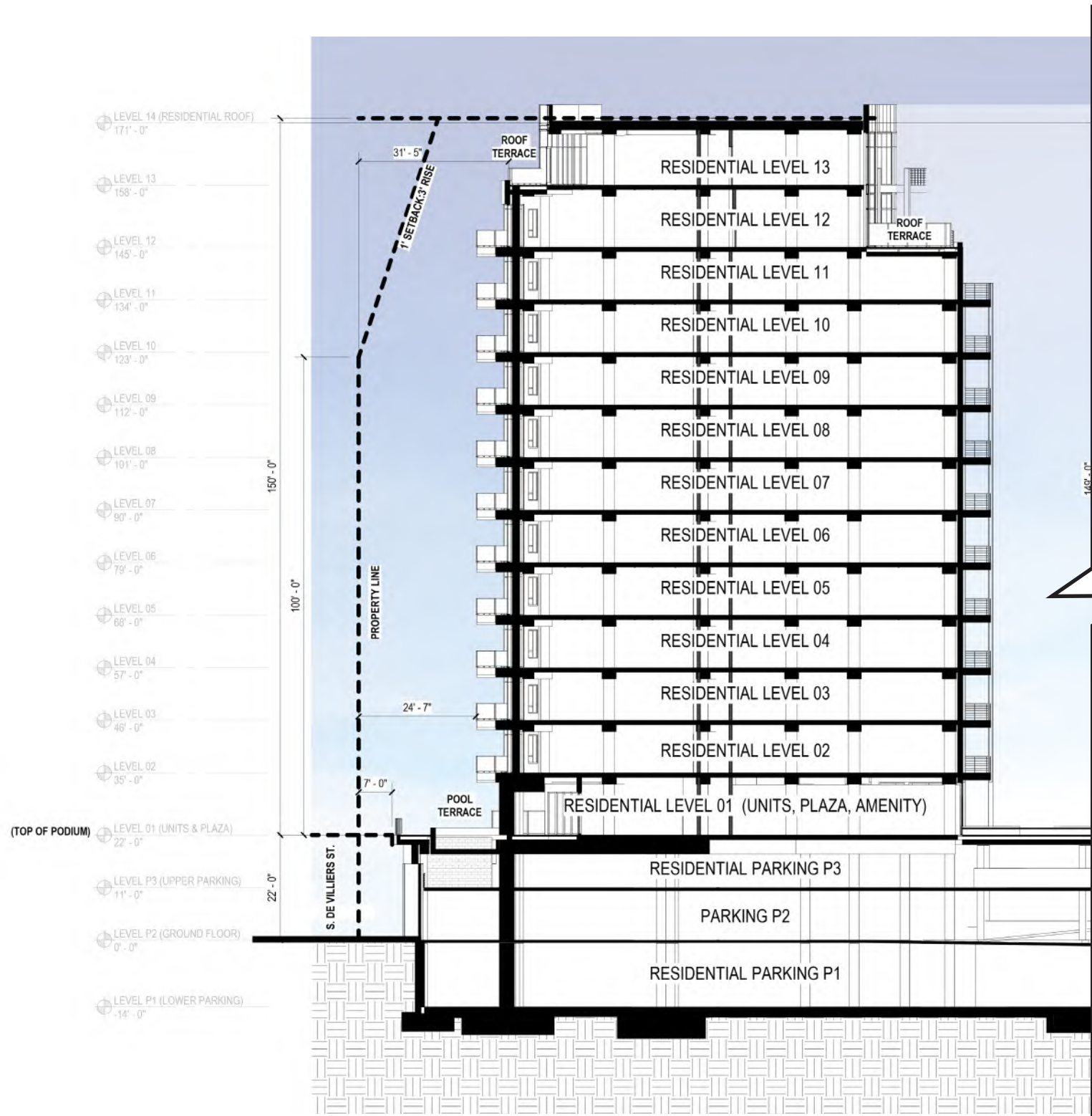
3. Glass



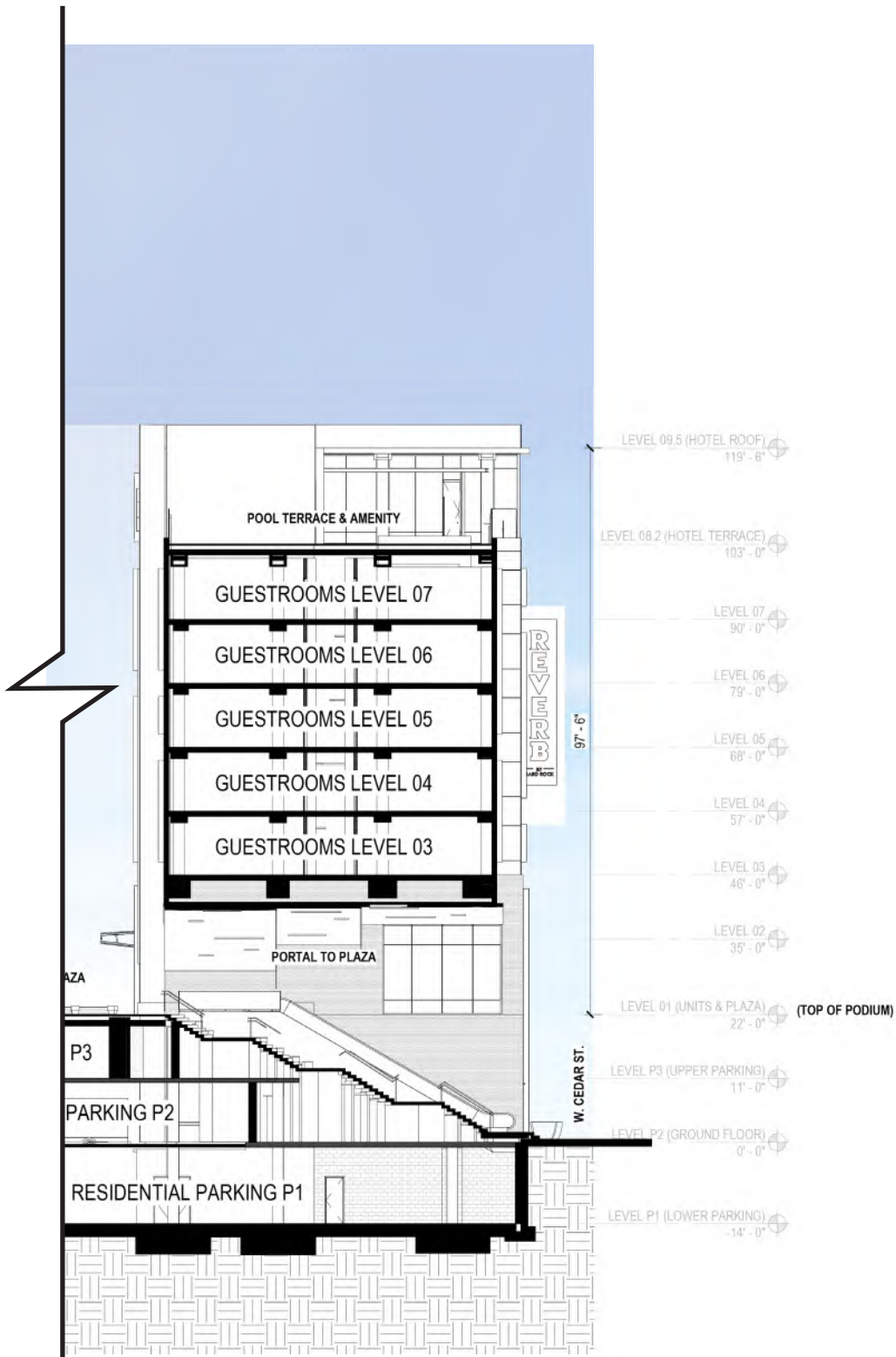
4. Cast-in-place Concrete



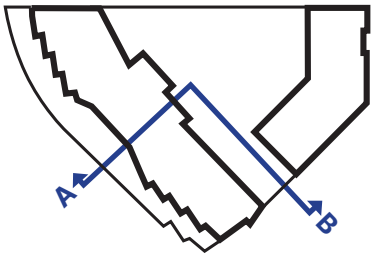
Sections

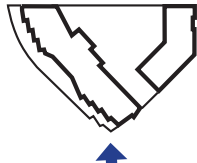


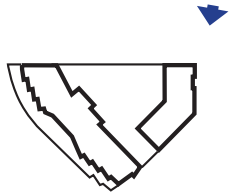
SECTION A - TRANSVERSE @ RESI AMENITIES

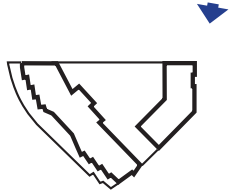


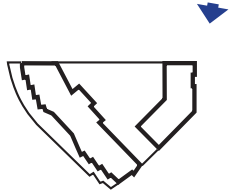
SECTION B - TRANSVERSE @ PLAZA PORTAL

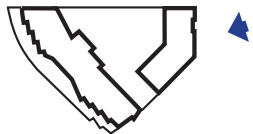


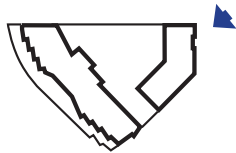


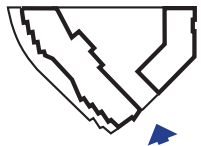


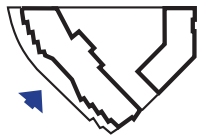


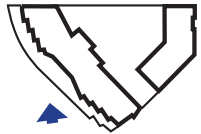


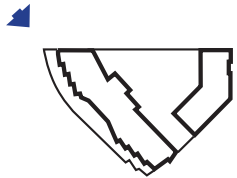


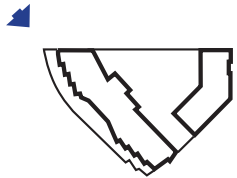


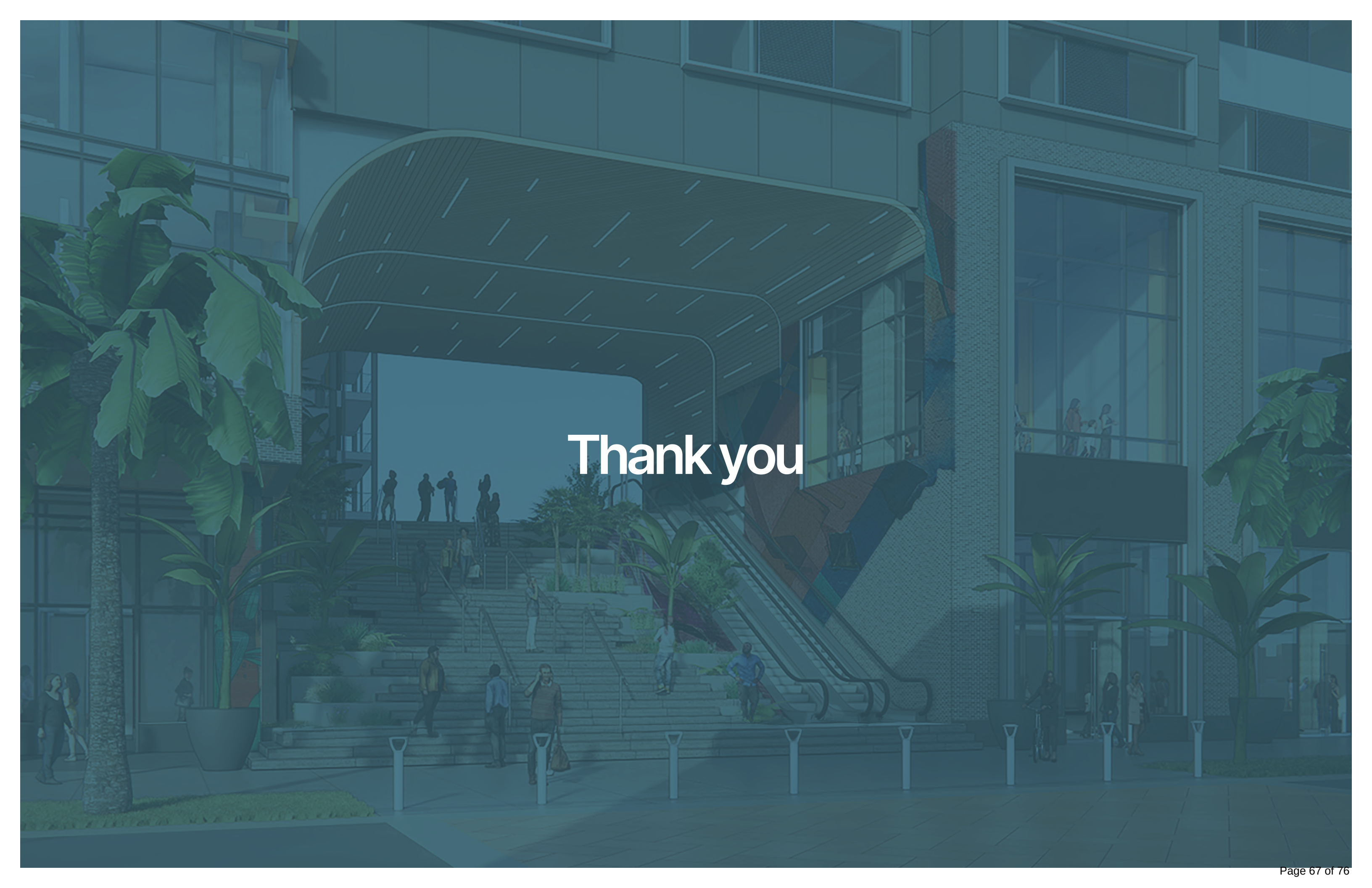










An architectural rendering of a modern building entrance. The scene features a large, curved, dark-colored canopy with a ribbed texture that covers a wide set of stairs and an adjacent ramp. The stairs are made of light-colored stone or concrete and have metal handrails. Several people are depicted walking up and down the stairs, adding a sense of scale and activity. To the right of the stairs is a ramp with a glass railing. The building's facade is composed of large glass windows and panels, some of which show interior spaces with people. In the foreground, there is a paved plaza with a row of white bollards. Large potted plants, including banana trees and other tropical foliage, are placed around the entrance area. The overall lighting is soft, suggesting an evening or dusk setting.

Thank you

Department:	Comments:
Planning	For the later final review, please demonstrate compliance with Sec. 12-3-12(4)d.6. - <i>Lot coverage. The total coverage of the site including all structures, parking areas, driveways and all other impervious surfaces shall not exceed 95 percent.</i>
FIRE	No comment from fire at this point in the project.
PW/E	No concerns at this time.
Surveyor	No concerns at this time.
Inspection Svcs	No concerns at this time.
Pensacola Energy	No concerns at this time.
ECUA	No concerns at this time.
FPL	No concerns at this time.
ATT	No concerns at this time.
FDOT	No concerns at this time.
CRA	No concerns at this time.
Parking	No concerns at this time.
Airport	No concerns at this time.
Arborist	For the later final review which will require a landscape plan, please do not use crepe myrtles since they do not do well in a salt environment

RECORD PLAT OF:

VINCE WHIBBS SR. COMMUNITY MARITIME PARK

A PORTION OF SECTION 46, TOWNSHIP 2 SOUTH, RANGE 30 WEST, CITY OF PENSACOLA, ESCAMBIA COUNTY, FLORIDA
APRIL, 2013

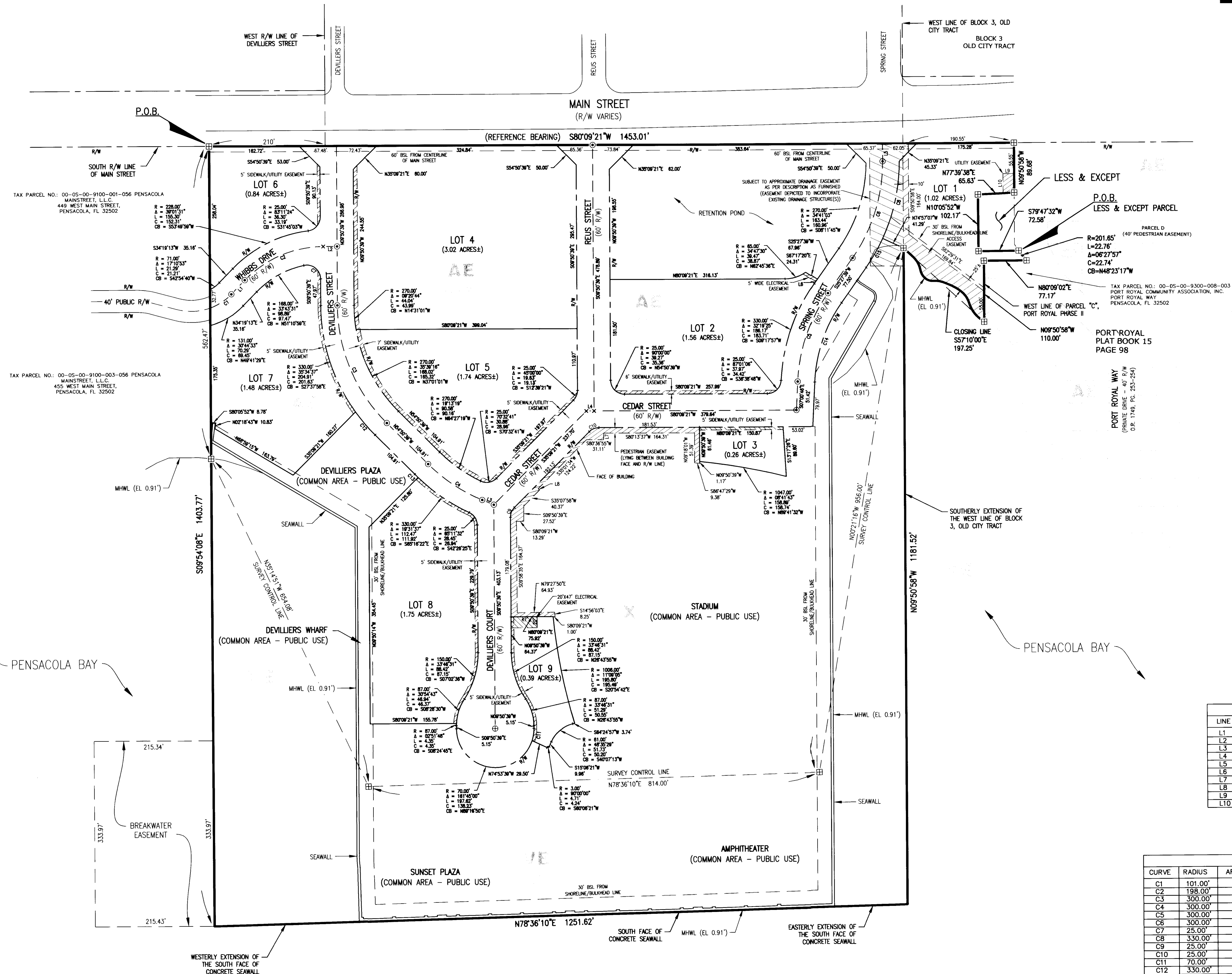
PLAT BOOK 19 PAGE 23A

0 50' 100' 200'

NORTH

LEGEND

- ⊕ SET CAPPED IRON ROD NUMBER 0340
- ✕ "X" CUT IN CONCRETE
- ⊙ SET PK NAIL & DISK NUMBER 0340
- ⊞ SET CONCRETE MONUMENT NUMBER 0340
- P.O.B. — POINT OF BEGINNING
- R/W — RIGHT-OF-WAY
- R — RADIUS
- LA — LENGTH OF ARC
- Δ — DELTA ANGLE
- CH — CHORD
- CB — CHORD BEARING
- EL — ELEVATION
- O.R. — OFFICIAL RECORDS BOOK
- MHWL — MEAN HIGH WATER LINE
- BSL — BUILDING SETBACK LINE



LINE TABLE		
LINE	BEARING	LENGTH
L1	S 34°19'13" W	35.16'
L2	S 80°09'17" W	25.00'
L3	S 77°20'39" E	22.57'
L4	S 80°09'21" W	14.31'
L5	S 09°50'39" E	32.05'
L6	S 25°27'39" W	9.54'
L7	S 08°42'50" E	11.87'
L8	S 54°52'02" E	3.48'
L9	N 80°09'02" E	20.00'
L10	N 09°50'58" W	35.00'

CURVE TABLE				
CURVE	RADIUS	ARC LENGTH	DELTA ANGLE	CHORD
C1	101.00'	46.04'	26°07'04"	45.64'
C2	198.00'	158.39'	45°50'04"	154.20'
C3	300.00'	235.62'	45°00'00"	229.61'
C4	300.00'	117.81'	22°30'00"	117.05'
C5	300.00'	170.03'	32°28'25"	167.77'
C6	300.00'	185.22'	35°22'29"	182.29'
C7	25.00'	44.55'	102°06'56"	38.89'
C8	330.00'	143.37'	24°53'33"	142.24'
C9	25.00'	19.63'	45°00'00"	19.13'
C10	25.00'	19.63'	45°00'00"	19.13'
C11	70.00'	22.50'	181°46'00"	22.20'
C12	330.00'	54.27'	09°25'23"	54.21'
C13	330.00'	3.83'	00°39'54"	3.83'
C14	270.00'	153.03'	32°28'25"	150.99'
C15	330.00'	60.34'	10°28'33"	60.25'

BASKERVILLE-DONOVAN, INC.
ENGINEERS ■ ARCHITECTS ■ SURVEYORS
PENSACOLA ■ PANAMA CITY ■ TALLAHASSEE ■ MOBILE
449 WEST MAIN STREET
PENSACOLA, FLORIDA 32502 (850)438-9661
ENGINEERING BUSINESS: ED-0000340

Sec. 12-3-12. Redevelopment land use district.

(4) WRD-1, Waterfront Redevelopment District-1.

- a. *Purpose of district.* The waterfront redevelopment district is established to promote redevelopment of the city's downtown waterfront with a compatible mixture of uses that further the goals of downtown Pensacola's comprehensive plan, encourage a walkable mixed-use urban environment, preserve the unique shoreline scenic opportunities, provide continuous public waterfront access, create cultural meeting places for the public, and encourage a high quality of site planning and architectural design. Site specific analysis of each development proposal within the district is intended to ensure that the scenic vistas of the district are maintained, that the development character of the waterfront is upgraded and that the boundaries of the adjacent special districts are positively reinforced.
- b. *Uses permitted.*
 1. Single-family residential (attached or detached) at a maximum density of 17.4 units per acre. Multifamily residential at a maximum density of 60 dwelling units per acre.
 2. Home occupations, subject to regulations in section 12-3-57.
 3. Offices.
 4. Libraries and community centers opened to the public and buildings used exclusively by the federal, state, county and city government for public purposes.
 5. Hotels/motels.
 6. Marinas.
 7. Parking garages.
 8. The following retail sales and services:
 - i. Retail food and drug stores (including medical marijuana dispensaries and package liquor store).
 - ii. Personal service shops.
 - iii. Clothing stores.
 - iv. Specialty shops.
 - v. Banks.
 - vi. Bakeries whose products are sold at retail on the premises.
 - vii. Antique shops.
 - viii. Floral shops.
 - ix. Health clubs, spa and exercise centers.
 - x. Laundromats.
 - xi. Laundry and dry-cleaning pick-up stations.
 - xii. Restaurants.
 - xiii. Studios.
 - xiv. Art galleries.

-
- xv. Sale or rental of sporting goods or equipment including instructions in skiing, sailing, or scuba diving.
 - xvi. Boat rentals waterside only with limited upland storage.
 - xvii. Bars.
 - xviii. Commercial fishing.
 - xix. Ferry and passenger terminals.
 - xx. Cruise ship operations.
 - xxi. Food truck courts, subject to regulations in section 12-3-95.
9. Family day care homes licensed by the state department of children and family services as defined in state statutes.
- c. *Procedure for review of plans.*
- 1. *Plan submission.* Every application to construct a new structure in the waterfront redevelopment district-1 shall be subject to the development plan review and approval procedure established in section 12-3-120. Every application for a new certificate of occupancy or a building permit to erect, construct, demolish, renovate or alter a building or sign, or exterior site work (i.e., paving and landscaping of off-street parking areas), located or to be located in the waterfront redevelopment district-1 shall be accompanied with drawings or sketches with sufficient detail to show, as far as they relate to exterior appearances, the architectural design of the building, sign, or exterior work (both before and after the proposed work is done in cases of altering, renovating, demolishing or razing a building or structure) including proposed materials, textures and colors, and the plot plan or site layout including all site improvements or features such as walls, fences, walks, terraces, plantings, accessory buildings, paved areas, signs, lights, awnings, canopies and other appurtenances. All developments within the waterfront redevelopment district must comply with design standards as established in section 12-3-121.
 - 2. *Review and approval.* All plans shall be subject to the review and approval of the planning board established in chapter 12-12. At the time of review the board may require that any aspect of the overall site plan that does not meet the standards established in this section be incorporated and brought into compliance within a time limit approved by the board. Review by the planning board of applications for zoning variances shall be as provided for under section 12-12-2(6)f.
 - 3. *Abbreviated review.* Sign requests, paint colors, fencing, and emergency repairs that are consistent with the regulations and guidelines set forth in this section, may be approved by letter to the building official from the planning board secretary and the chairperson of the board. This provision is made in an effort to save the applicant and the board time for routine approval matters. If agreement cannot be reached as it pertains to such requests by the board secretary and chairperson, then the matter will be referred to the board for a decision.
- d. *Regulations.*
- 1. *Signs.* The following provisions shall be applicable to signs in the district:
 - i. *Number of signs.* Each parcel shall be limited to one sign per street frontage; provided, however, if there exists more than one establishment on the parcel, there may be one attached sign per establishment. Additionally, retail sales and services may have an A-frame sign in addition to the one sign per frontage.

-
- ii. *Signs extending over public property.* Signs extending over public property shall maintain a clear height of nine feet above the sidewalk and no part of such signs shall be closer than 18 inches to the vertical plane of the curb line or edge of the pavement.
 - iii. *Sign size and height limitations.*
 - (a) *Attached signs.*
 - (1) *Size.* Ten percent of the building elevation square footage (wall area) that fronts on a public street, not to exceed 50 square feet. Buildings exceeding five stories in height; one attached wall sign or combination of wall signs not to exceed 200 square feet and mounted on the fifth floor or above.
 - (2) *Height.* No sign may extend above the roof line of the building to which it is attached. For the purposes of this section roof surfaces constructed at an angle of 65 degrees or more from horizontal shall be regarded as walls.
 - (b) *Freestanding signs.*
 - (1) *Size.* Fifty square feet.
 - (2) *Height.* Ten feet (top of sign).
 - (c) *A-frame sign.*
 - (1) *Size.* Ten square feet.
 - (2) *Height.* Forty-two inches (top of sign).
 - iv. *Other permitted signs.*
 - (a) Signs shall not exceed two square feet in size.
 - (b) Official traffic signs or signals, informational signs erected by a government agency and temporary signs indicating danger.
 - v. *Prohibited signs.* Refer to section 12-5-7 for a description of prohibited signs. In addition the following signs are prohibited within the district:
 - (a) Signs that are abandoned or create a safety hazard. Abandoned signs are those advertising a business that becomes vacant and is unoccupied for a period of 90 days or more.
 - (b) Signs that present an optical illusion, incorporate projected images, or emit sound.
 - (c) Secondary advertising signs (i.e., signs that advertise a brand name product in addition to the name of the business).
 - vi. *Temporary signs.* The following temporary signs shall be permitted in the district:
 - (a) Temporary banners indicating that a noncommercial special event such as a fair, carnival, festival or similar happening is to take place, are permitted with the following conditions: Such banners may be erected no sooner than two weeks before the event and banners extending over street rights-of-way require approval from the mayor.

-
- (b) One non-illuminated sign per street frontage advertising the sale, lease or rental of the lot or building upon which the sign is located. Such sign shall not exceed 12 square feet in size, and shall be removed immediately after occupancy.
 - (c) One non-illuminated sign not more than 50 square feet in area in connection with new construction work and displayed only during such time as the actual construction work is in progress.
 - 2. *Off-street parking.* The following off-street parking requirement shall apply to all lots, parcels, or tracts in the district: Off-street parking requirements in the waterfront redevelopment district-1 shall be based on the requirements set forth in section 12-4-1(4). The required parking may be provided off-site by the owner/developer as specified in section 12-4-1(4). Screening shall be provided along the edges of all parking areas visible from the street rights-of-way. This screening may take the form of:
 - i. A solid wall or fence (chain-link fences are prohibited) with a minimum height of four feet that is compatible in design and materials with on-site architecture and nearby development;
 - ii. Landscaping approximately three feet in height that is landscaped to provide positive screening effective within three years; or
 - iii. A combination of walls or fences and landscape screening, or landscape screening designed to provide positive screening within three years.
 - 3. *Vehicular access.* For each lot, tract or parcel under single ownership, the maximum number of access points shall not exceed two per street frontage.
 - 4. *Landscaping.* Landscaping requirements in the district shall conform to the requirements of chapter 12-6. All service areas (i.e., trash collection containers, compactors, loading docks) shall be screened with at least 75 percent opacity from the street and adjacent buildings by one of the following techniques:
 - i. Fence or wall and gate, six feet high;
 - ii. Vegetation, six feet high (within three years); or
 - iii. A combination of the above.
 - 5. *Underground utility services.* All new building construction or additions of floor area to existing structures shall be required to install underground utilities on the site.
 - 6. *Lot coverage.* The total coverage of the site including all structures, parking areas, driveways and all other impervious surfaces shall not exceed 95 percent.
 - 7. *Setback/height requirements.* No building shall exceed a maximum height of six stories in the waterfront redevelopment district-1, as defined in section 12-3-31, community redevelopment area (CRA) urban design overlay district.
 - i. *Shoreline setback/height requirements.* All buildings shall be set back a minimum of 30 feet from the shoreline or the bulkhead line. The minimum setback from the shoreline may be decreased by the planning board and the council during the review process to permit reuse of existing buildings, structures or foundations with a lesser setback.

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- ii. *Main Street setback/height requirements.* All buildings shall be set back a minimum of 60 feet from the centerline of Main Street. At this minimum setback line, the building height may not exceed six stories.
 - iii. All other setbacks shall be as specified on the regulating plan.
 - 8. *Additional regulations.* In addition to the regulations established above in subsections (3)d.1 through 7 of this section, any permitted use within the WRD-1 zoning district where alcoholic beverages are ordinarily sold is subject to the requirements of chapter 7-4.
 - e. *Regulations.* All developments within the waterfront redevelopment district-1 are encouraged to follow the design guidelines established in section 12-3-121(d). In addition, the following site planning guidelines should be taken into consideration in the required development plans:
 - 1. *Site planning.* The integration of site features such as building arrangement, landscaping, parking lot layout, public access points, building orientation, and scenic vantage points is critical in producing a pleasant and functional living or working environment. In reviewing development proposals, the following guidelines shall be taken into consideration:
 - i. *Maximum preservation of waterfront views.* Considering the waterfront location of the district, the placement of buildings, signs, service areas, parking and landscaping shall be planned to maximize the preservation of views of the bay and to protect the waterfront scenic open space character. To prevent the effect of a "wall" of development along the edge of the waterfront and adjacent streets, open space should be encouraged between buildings and under elevated buildings. Pedestrian circulation systems should be designed to form a convenient, interconnected network through buildings, landscaped open spaces and public walkways. The longer side of each building should be sited perpendicular to the water's edge in order to preserve water views from the street.
 - ii. *Building orientation.* Buildings should be oriented to maximize the waterfront view potential within the district while maintaining quality facade treatment and design on the streetside. Structures should be positioned to provide viewing opportunities of the water and the shoreline edge between buildings. The location of solid waste receptacles, service entrances, loading docks, storage buildings and mechanical and air conditioning equipment and other items typically situated at the backside of buildings should be discouraged within the area between the building and the water's edge.
 - iii. *Off-street parking and service.* Off-street parking shall be discouraged within the shoreline setback area. Where possible, service areas (i.e., trash collection, loading docks) shall be located to be screened by the building itself; otherwise, walls, fences, landscaping and earth berms shall be used to achieve effective screening.
 - 2. *Aesthetic considerations.* Development projects within the district are not subject to special architectural review and approval, however compliance with the CRA Overlay Standards and Guidelines as defined in section 12-3-31, community redevelopment area (CRA) urban design overlay district, is encouraged. In lieu of a special separate review procedure, the following general architectural and aesthetic design criteria will be considered to enhance the character of the district:

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- i. Buildings or structures should have a unity of character and design. The relationship of forms and the use, texture, and color of materials shall be such as to create a harmonious whole.
 - ii. Natural materials such as brick, wood and stucco should be encouraged. Materials such as metal and plastic shall be discouraged on exterior surfaces of buildings.
 - iii. All mechanical equipment, satellite dishes and other similar equipment should be completely screened by the architecture of the structure, or fences, walls or vegetation.
 - iv. Proposed developments within the waterfront redevelopment district-1 which are located adjacent to a historic district should give special consideration to visual compatibility in scale and architectural design in order to positively reinforce the character of the historic area and provide a buffer and transition.
 - v. Projects should be encouraged that enhance the setting or provide for adaptive reuse of historic buildings and sites.
 3. *Landscaping guidelines.* Landscaping should be used to enhance waterfront views and vistas and to screen undesirable features. Low lying plant material should be used in open areas to retain views of the water. Trees should be selectively utilized and carefully located along the waterfront in both public and private developments in order to maintain existing views as much as possible. Plantings should be coordinated near buildings to provide view corridors.
 4. *Sign guidelines.*
 - i. *Design/materials.* The architectural character of the building to which the sign relates should be reflected in the lettering of the sign, and the materials used for the supporting structure and the sign face.
 - ii. *Lighting.* Indirect and internal lighting is encouraged. Neon and exposed fluorescent lighting is not permitted.
 - iii. *Landscaping.* The landscaping and positioning of the sign should complement the overall site plan and landscaping of the development.



City of Pensacola

222 West Main Street
Pensacola, FL 32502

Memorandum

File #: 25-329

Planning Board

3/11/2025

DISCUSSION

SUBJECT:

Discussion on the Land Development Code Update, Phase 2

ATTACHMENTS:

None