

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

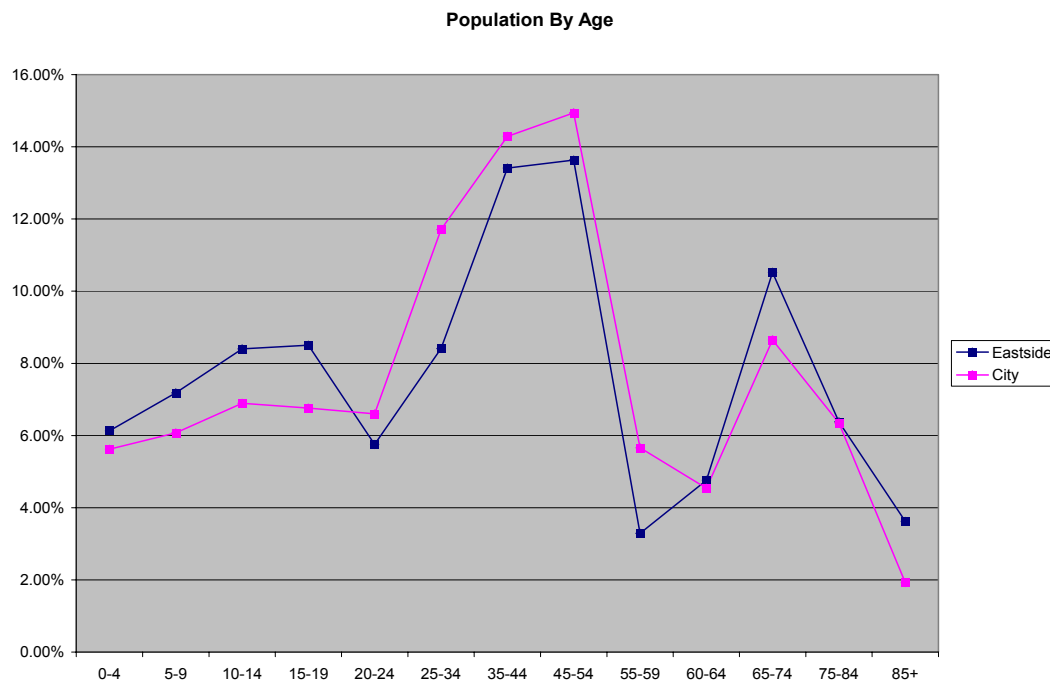
Eastside has high concentrations of older and younger residents when compared to the City as whole. Approximately 20% of Eastside residents are age 65 and older. The 2002 estimated median age for City of Pensacola residents is 39.44 compared with 39.17 years for the Eastside Neighborhood (Table 2). Eastside 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.

- *Dilapidated*: Unit that appears uninhabitable and is badly deteriorated and in need of major structural repairs. Considerable effort and expense is required to rehab and rehab is probably not structurally or economically feasible.

	Total	%	Occupied	%	Vacant	%
Structures Surveyed	703		627		76	
Standard Condition	377	53.63%	360	57.42%	17	22.37%
Slightly Deteriorated	255	36.27%	220	35.09%	35	46.05%
Deteriorated	59	8.39%	46	7.34%	13	17.11%
Dilapidated	13	1.71%	1	.16%	11	14.47%

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

The poor condition of many structures in the Neighborhood may be directly related to the age of these structures. Nearly 70% of the housing stock in Eastside Neighborhood is 60 years old or older compared to approximately 24% of the City's housing stock (Table 8). More than half (51.85%) the neighborhood's housing stock was built in 1939 or earlier.

Owner occupied housing values in Eastside neighborhood are relatively low. Approximately 55% of owner-occupied housing is valued at less than \$50,000 compared to approximately 13% of the City's owner occupied housing values (Table 9).

Map 2 Structure Condition

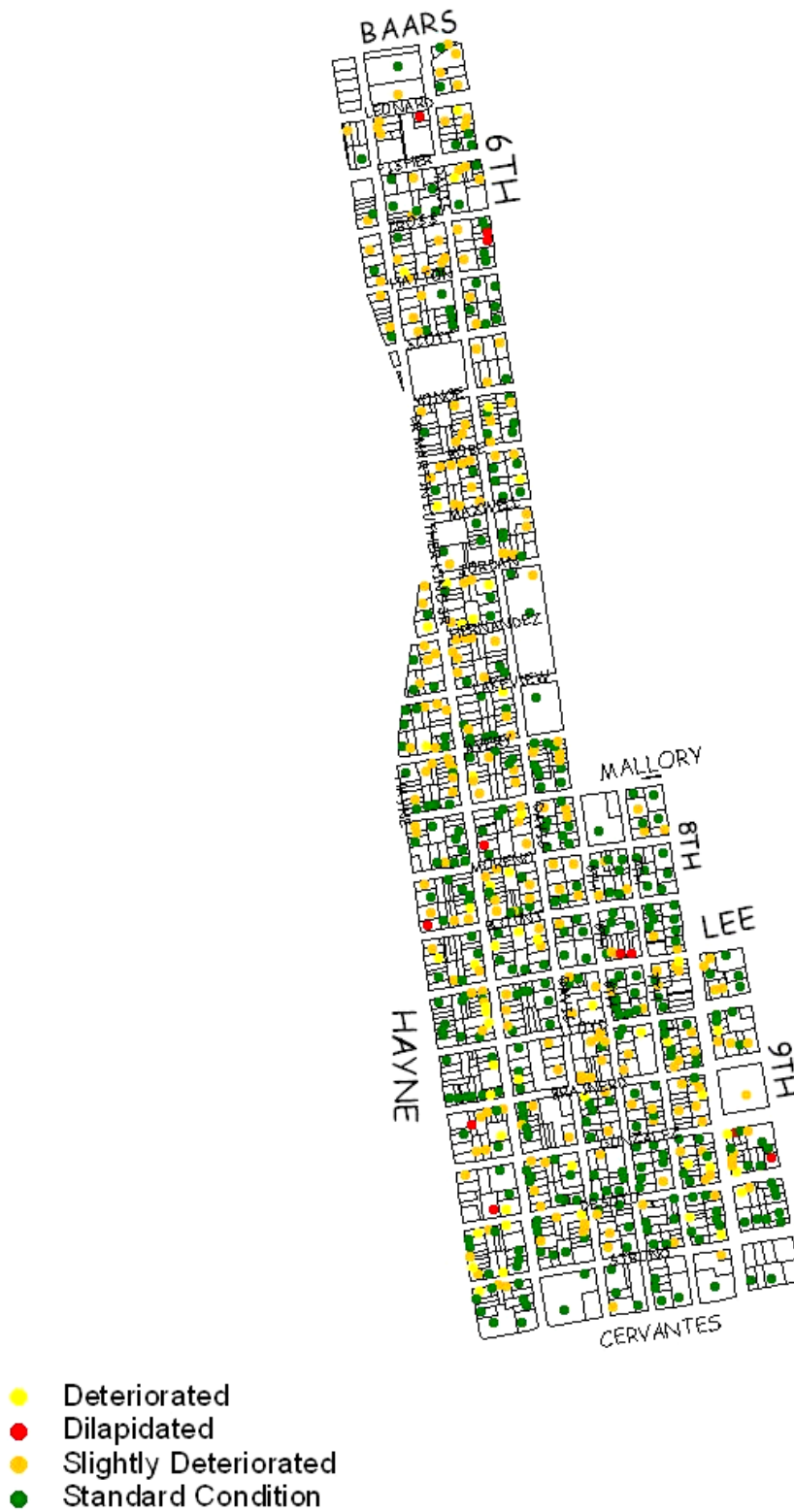


Chart 2- Structure Condition

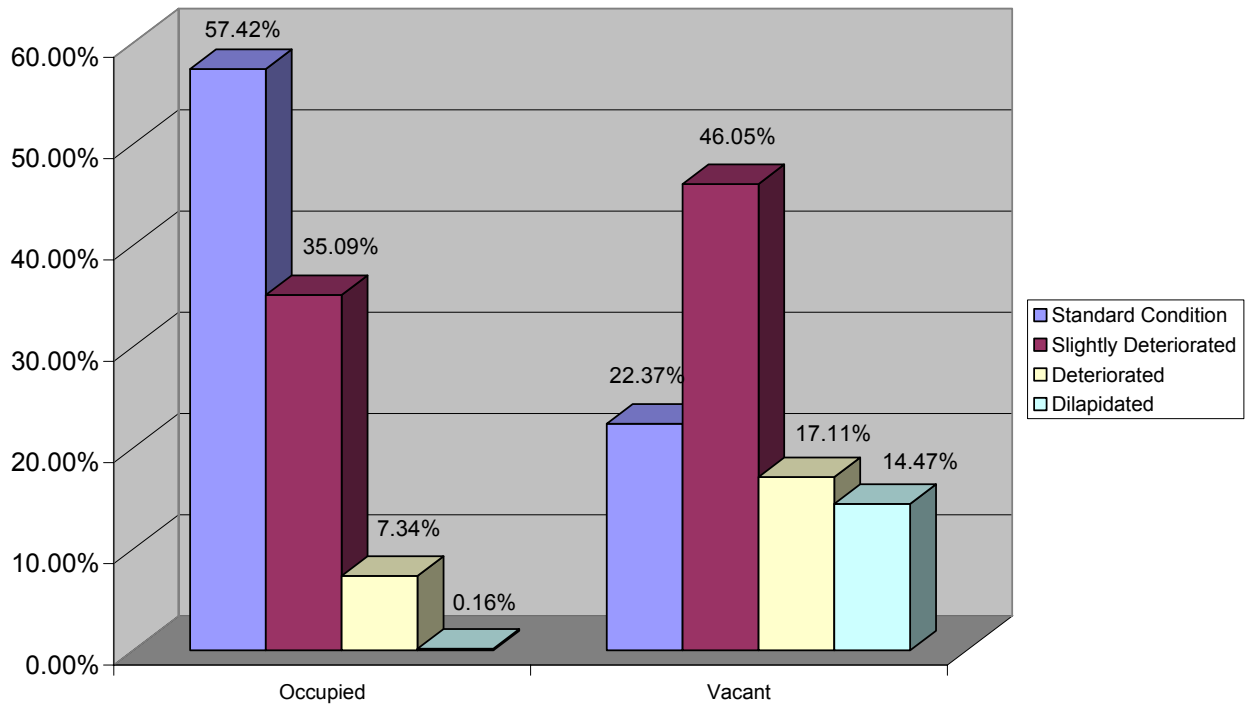


Table 8	HOUSING UNITS BY YEAR BUILT	
	City of Pensacola	Eastside Neighborhood
1989-2002	8.10%	1.21%
1985-1988	7.97%	1.28%
1980-1984	10.30%	5.94%
1970-1979	17.98%	4.18%
1960-1969	17.90%	6.60%
1950-1959	14.21%	11.92%
1940-1949	8.72%	17.01%
1939 Earlier	14.82%	51.85%

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.

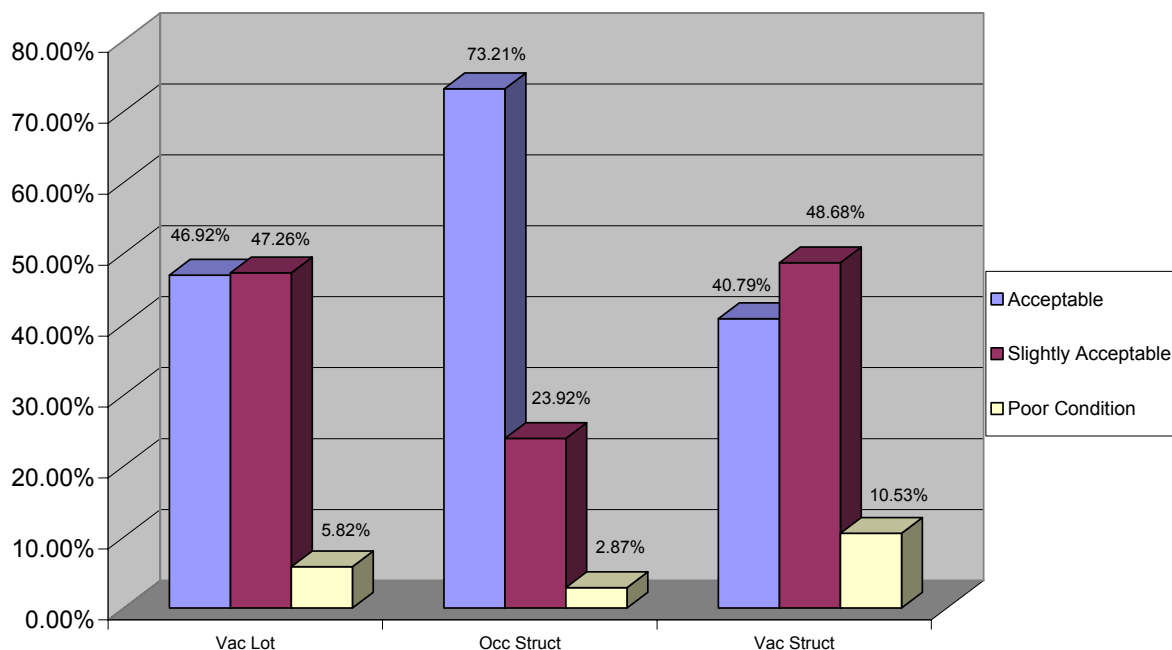
Table 11 YARD/LOT CONDITION								
	Vacant Lots	%	Occupied Structures	%	Vacant Structures	%	All Properties	%
Total Surveyed	292		627		76		995	
Acceptable	137	46.92%	459	73.21%	31	40.79%	627	63.02%
Slightly Unacceptable	138	47.26%	150	23.92%	37	48.68%	325	32.66%
Poor Condition	17	5.82%	18	2.87%	8	10.53%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

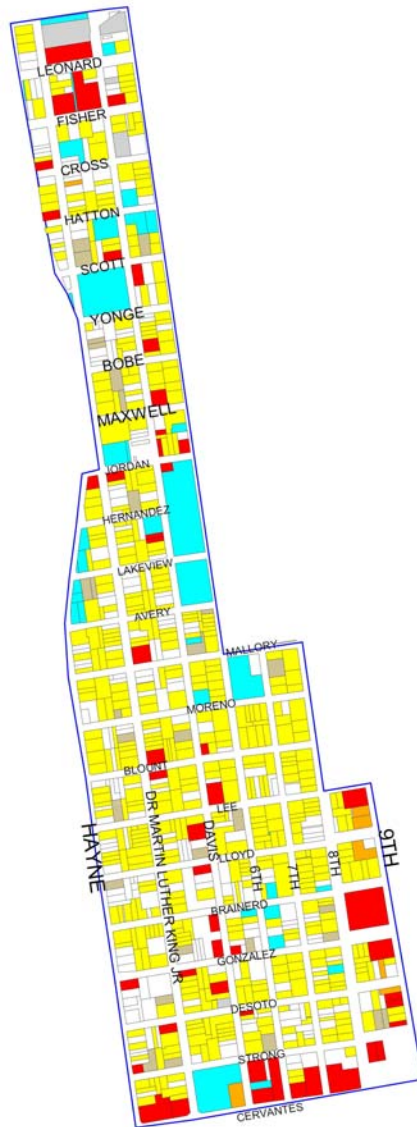
- Burglary – Any unlawful entry into, or remaining in, any building with the intent to commit a crime.
- Robbery- Any unlawful or felonious intent to remove personal property with intent to deprive the rightful owner of it.

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.

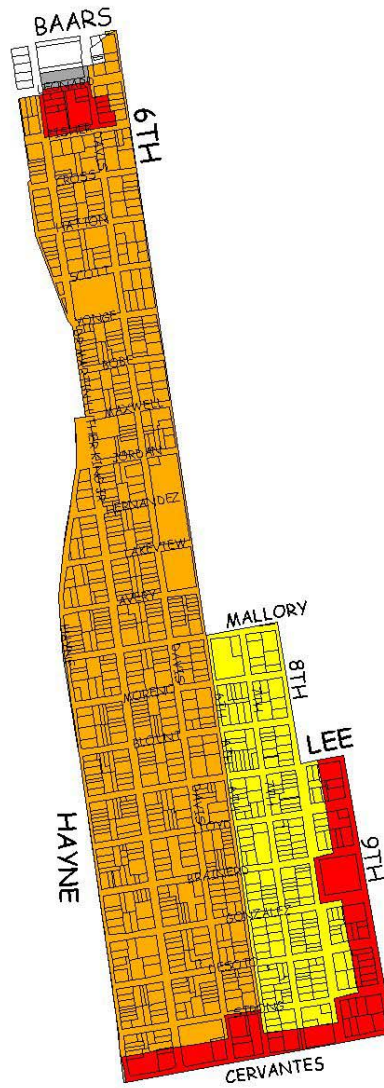
Map 3



EASTSIDE LAND USE



Map 4



EASTSIDE NEIGHBORHOOD ZONING

ZONING

COMMERCIAL

INDUSTRIAL

RESIDENTIAL

RETAIL COMMERCIAL

- 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.



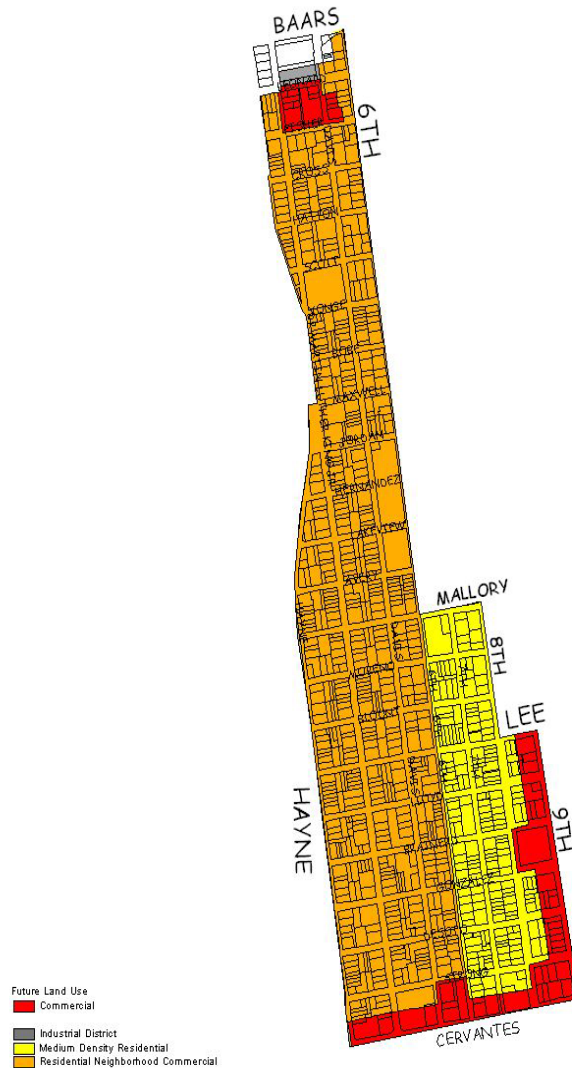
- The M-1-light industrial zoning district occurs at the northern tip of the neighborhood at Leonard Street. Permitted land uses in this zone include outdoor storage, wholesale businesses, fuel yards, lumber yards, assembly of appliances and instruments, manufacture of listed products, bottling plants 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

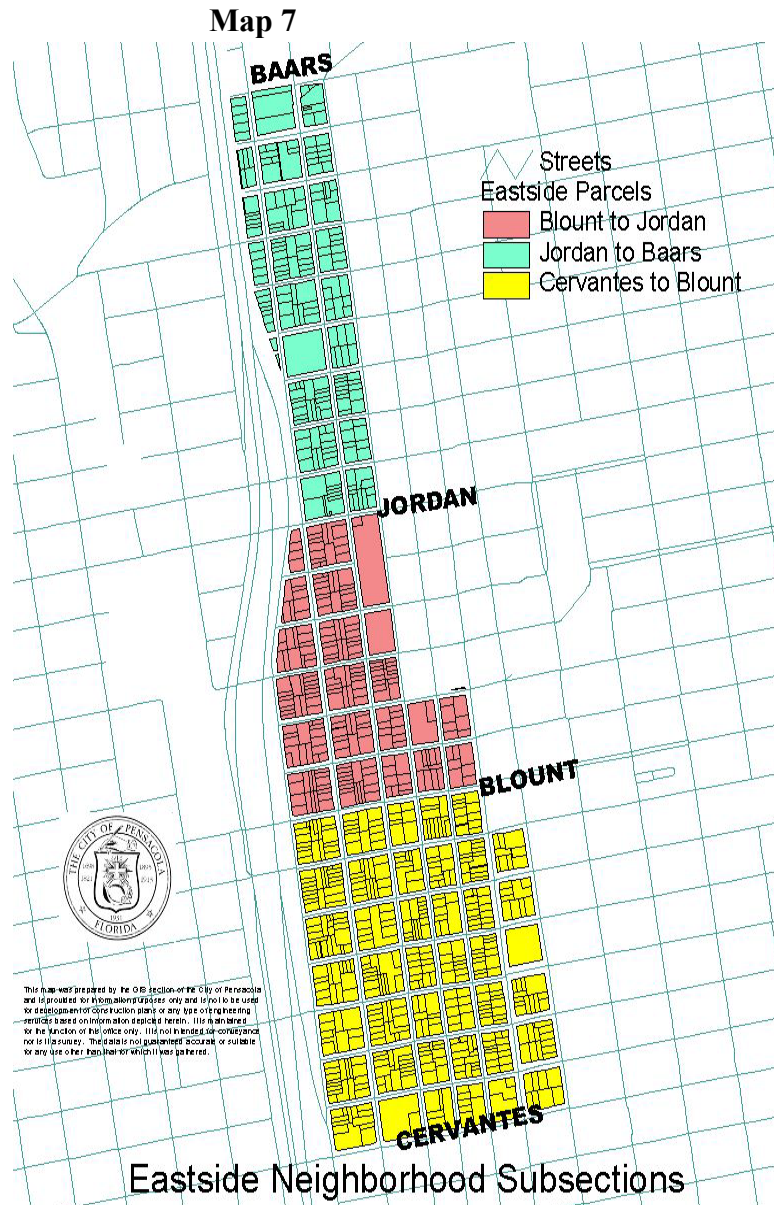
Incompatible infill design
Irresponsible landlords
Vacant units
Roadside litter
Parking on the sidewalk/yards
Trash and crime
Abandoned houses
Vacant businesses
Improving property values
Sidewalks
Traffic control

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

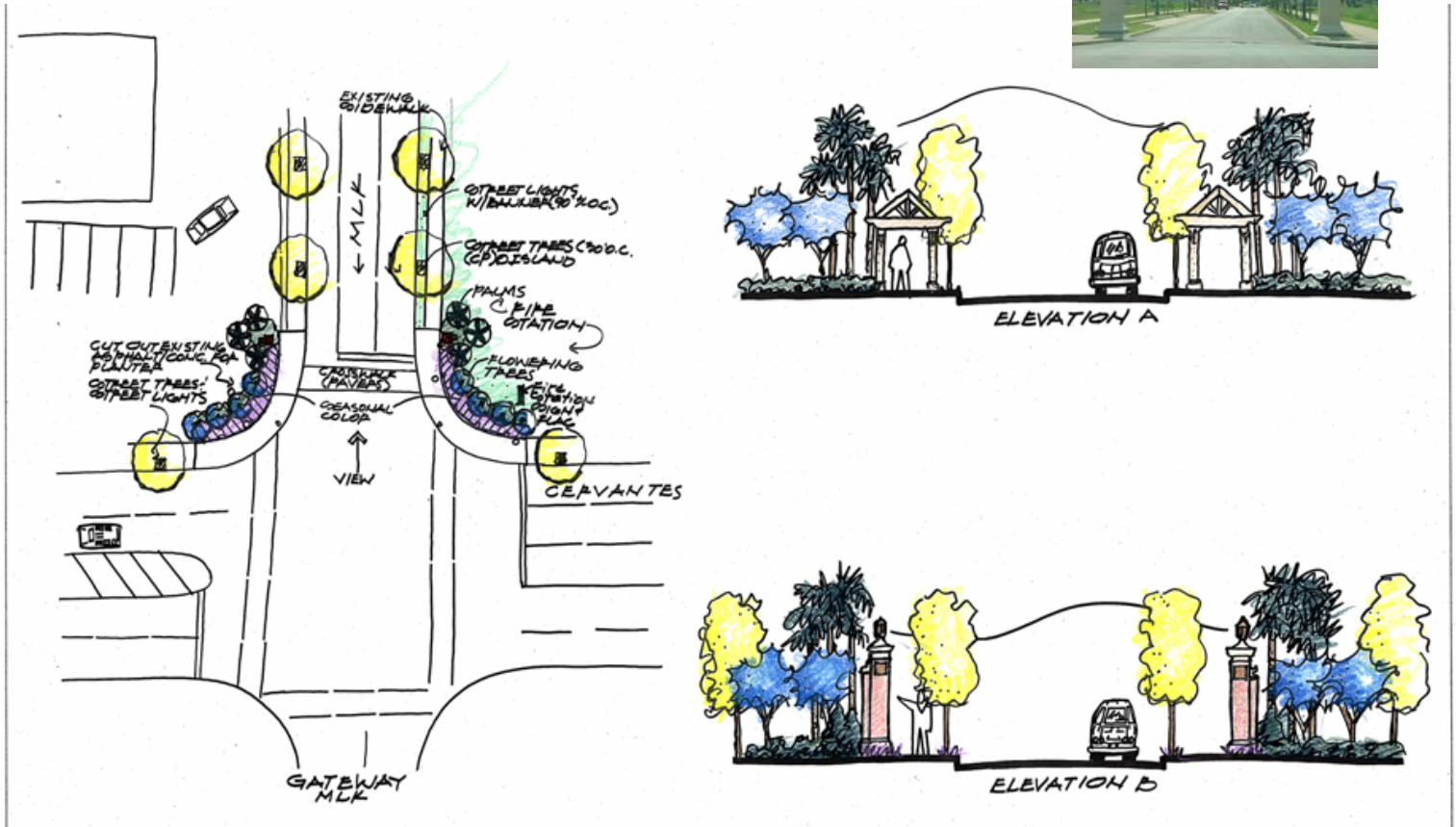
4.4 Corridor Enhancement

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

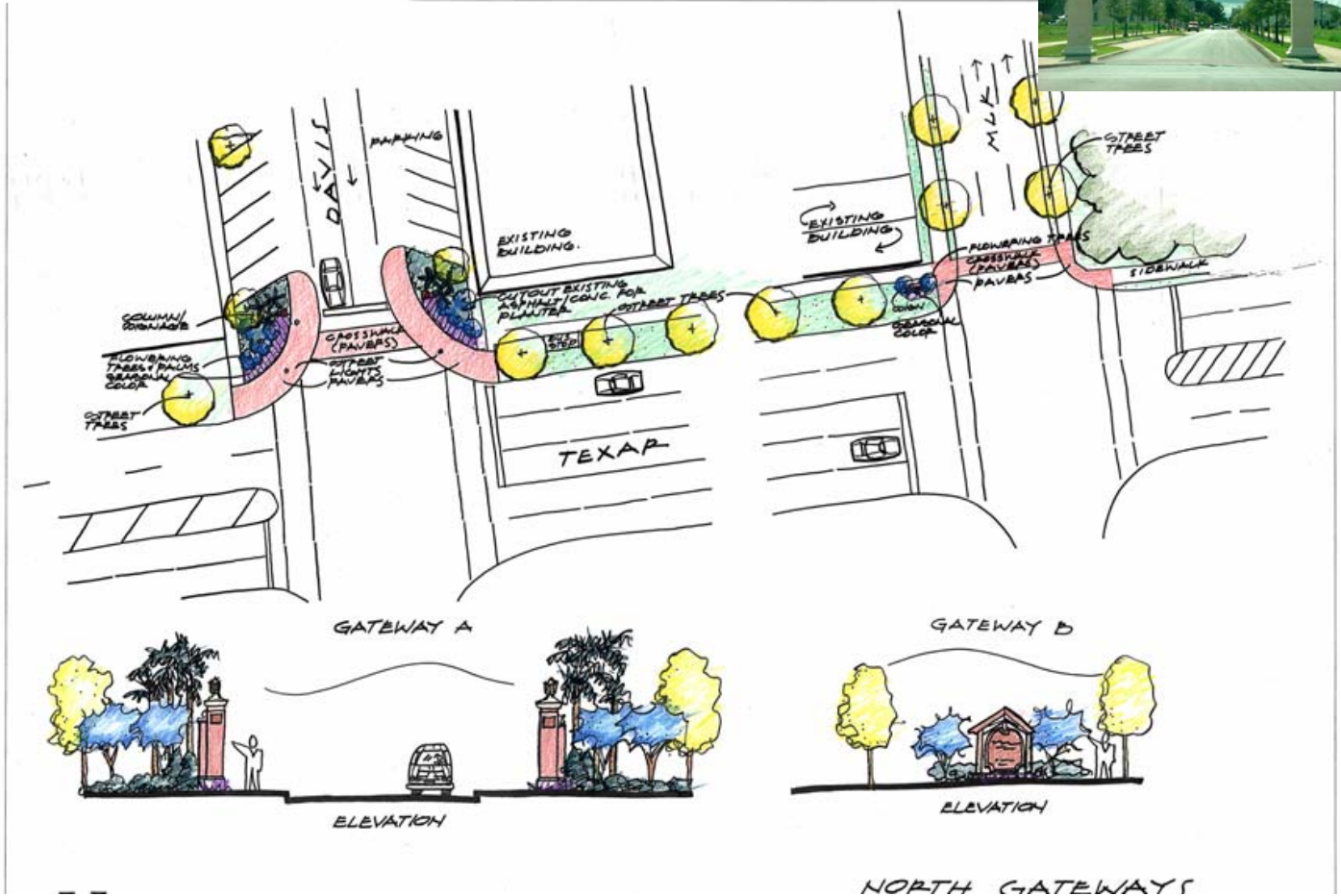
Gateways



**Figure 2: Eastside Neighborhood Streetscape Design Concepts
Developed by Volkert and Associates**

Possible Gateway Treatment- MLK/Davis and Texar

Gateways



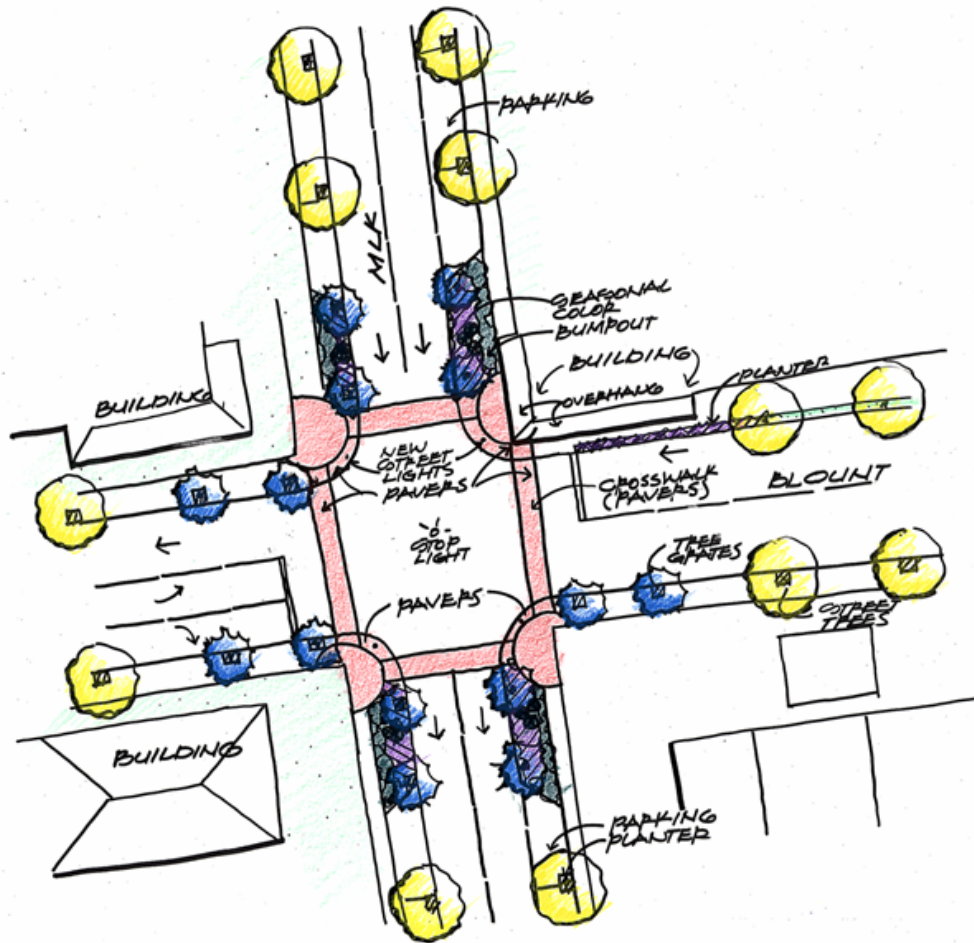
Possible Gateway Treatment- Davis and Cervantes



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

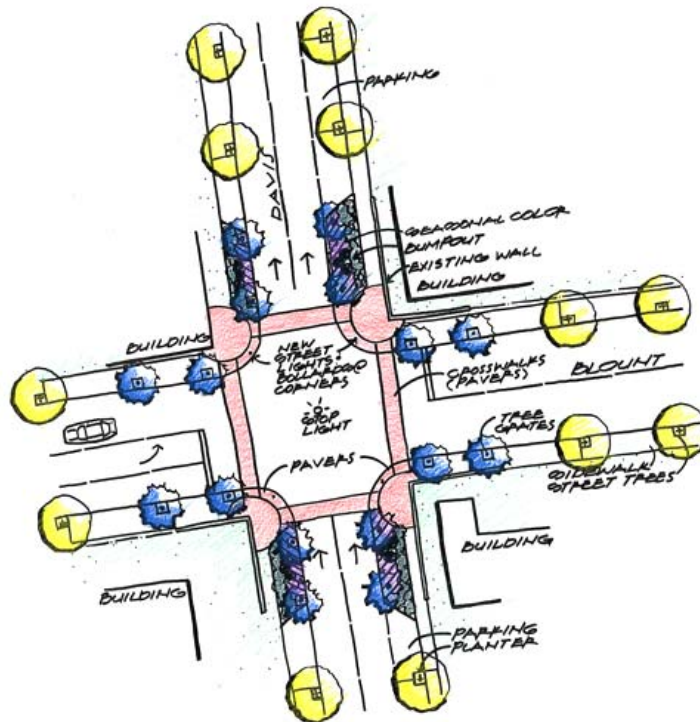
Possible Intersection Enhancement- Blount and MLK

Intersection Enhancements



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

Possible Intersection Treatment- Blount and Davis



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

Possible Linkage to I-110 Linear Park

Linear Park Linkage

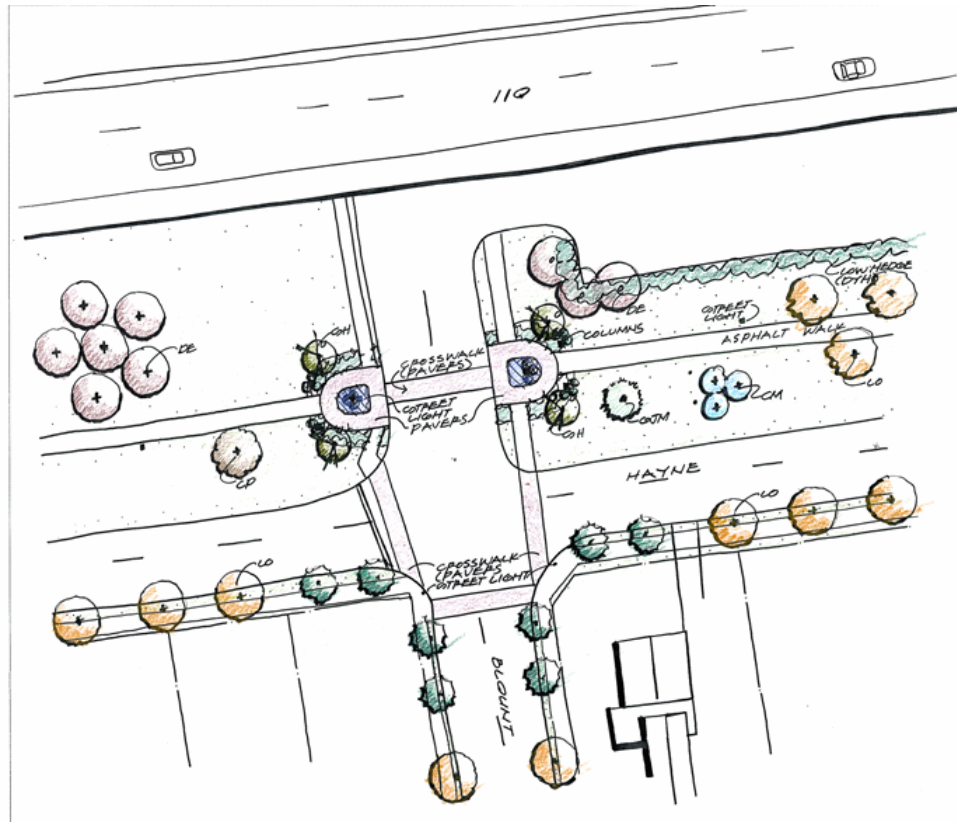


Figure 7: Eastside Neighborhood Streetscape Design Concepts Developed by Volkert and Associates

Street Tree Planting Recommendations



LIVE OAKS



EAST PALATKA HOLLY



BALD CYPRESS



CRAPE MYRTLE



CHINESE PISTACHE



SHUMARDI OAK



CRAPE MYRTLE



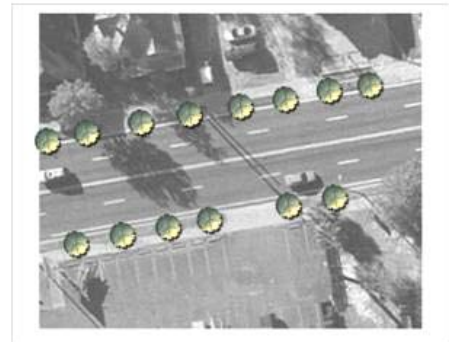
SABLE PALM



DRAKE ELM

STREET TREES

VOLKERT
& ASSOCIATES, INC.
Engineering • Architecture • Planning



PLAN VIEW



BEFORE PERSPECTIVE



AFTER PERSPECTIVE

STREET TREE RECOMMENDATIONS

EASTSIDE NEIGHBORHOOD

08/27/03

**Figure 8: Eastside Neighborhood Streetscape Design Concepts
Developed by Volkert and Associates**

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*