

**Exhibit 7**

**URBAN INFILL AND REDEVELOPMENT AREA PLAN**



Neighborhood Enhancement Team  
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## PLAN ELEMENTS

Element	Page #
Map depicting the geographic area or areas included in the designation.	46
Confirmation that the infill and redevelopment area is within an area designated for urban uses in the local comprehensive plan.	48
Map of any existing enterprise zones, community redevelopment areas, community development corporations, brown fields, downtown redevelopment districts, safe neighborhood improvement district, empowerment zones, or enterprise communities.	49
A framework for coordinating infill programs within the urban core.	50
Memorandum of understanding between the district school board and the local government regarding enhancing public school facilities located within the designated area.	51-53
Identification of each neighborhood within the proposed area and state preservation and revitalization goals and projects identified through the community participation process and how such projects will be implemented.	54-59
Identification of how the local government intends to implement affordable housing programs, including, but not limited to economic and community development programs and the State Housing Initiatives Partnership Program, within the urban infill and redevelopment area.	60
Identification of strategies for reducing crime.	61
If applicable, identification of neighborhood-specific design standards and guidelines that include Traditional Neighborhood Design concepts.	62-63
Identification and maps of any existing transportation concurrency exception areas, and any relevant public transportation corridors designated by a metropolitan planning organization in its long-range transportation plans or by the local government in its comprehensive plan for which the local government seeks designation as a transportation concurrency exception area.	64-66
Identification and adoption of financial and local government incentives which the local government will offer for new development, expansion of existing development, and redevelopment within the designated area. Examples of such incentives are outlined in s.163.2517(3)(j)1-7., F.S.	67-69
Identification of how activities and incentives within the area will be coordinated and what mechanism the local government will use for the coordination.	70
Identification of how partnerships with the financial and business community will be developed.	71
Identification of the governance structure that the local government used to involve community representatives in the implementation of the plan.	71-73
Identification of performance measures to evaluate the success of the local government in implementing the urban infill and redevelopment plan.	74

Other Plan Elements	Page #
A holistic and collaborative community participation planning process which allows for community input, including, visioning before redevelopment occurs.	74
Identification of activities and programs to accomplish locally identified goals such as code enforcement; improved educational opportunities, reduction in crime, neighborhood revitalization and preservation, provision of infrastructure needs, including mass transit and multi modal linkages.	75-76
Demonstration of the local government and the community's commitment to comprehensively address the urban problems within the designated area.	7

**Legend:**

- Pensacola City Limits
- Infill Designation Area
- Front Porch

**Map Labels:** The map shows various streets and neighborhoods. Labeled streets include NORRIS, LORRETTA, 40TH, GLARINDA, JOHN GRAY, HERMAN, TOWN, HAYES, STIMARY, ST. JOSEPH, ST. CATHERINE, BOBE, MAXWELL, JORDAN, LAKEVIEW, MAULORY, MORENO, BLOUNT, FREY, GODFREY, BAGGETT, ZAINERO, STRONG, GADSDEN, JACKSON, BELMONT, CHASE, WRIGHT, COLE, DEWILLERS, BELMONT, CHASE, COLFAX, 10TH, 11TH, 12TH, 13TH, 14TH, 15TH, 16TH, 17TH, 18TH, 19TH, 20TH, 21ST, 22ND, 23RD, 24TH, 25TH, 26TH, 27TH, 28TH, 29TH, 30TH, 31ST, 32ND, 33RD, 34TH, 35TH, 36TH, 37TH, 38TH, 39TH, 40TH, 41ST, 42ND, 43RD, 44TH, 45TH, 46TH, 47TH, 48TH, 49TH, 50TH, 51ST, 52ND, 53RD, 54TH, 55TH, 56TH, 57TH, 58TH, 59TH, 60TH, 61ST, 62ND, 63RD, 64TH, 65TH, 66TH, 67TH, 68TH, 69TH, 70TH, 71ST, 72ND, 73RD, 74TH, 75TH, 76TH, 77TH, 78TH, 79TH, 80TH, 81ST, 82ND, 83RD, 84TH, 85TH, 86TH, 87TH, 88TH, 89TH, 90TH, 91ST, 92ND, 93RD, 94TH, 95TH, 96TH, 97TH, 98TH, 99TH, 100TH.

**Disclaimer:** This map was prepared by the GIS section of the City of Pensacola and is provided for information purposes only and is not to be used for development of construction plans or any type of engineering services based on information reported herein. It is maintained for the function of this office only. It is not intended for conveyance nor is it a survey. The data is not guaranteed accurate or suitable for any use other than that for which it was gathered.



**CONFIRMATION THAT THE AREA IS DESIGNATED  
FOR URBAN USES IN THE COMPREHENSIVE PLAN**





## **FRAMEWORK FOR COORDINATING INFILL PROGRAMS WITHIN THE URBAN AREA**

During the past year, Pensacola has been fortunate to have a number of neighborhood oriented initiatives come into existence focusing on the Pensacola inner city area neighborhoods. The City established a Neighborhood Enhancement Team to work closely with organized neighborhood groups and residents. The University of West Florida established the Community Outreach Partnership Center (UWFCOPC) a partnership between the University, United Way, City of Pensacola, Escambia County, and Front Porch to build leadership training and strategic planning skills among neighborhood residents. Additionally, Pensacola was designated a Florida Front Porch Community, which has increased neighborhood-driven revitalization efforts in the City's urban core.

A coalition of neighborhood representatives, City and County staff members, the Governor's Front Porch Revitalization Council of Pensacola, UWFCOPC, non-profit organizations, and other community stakeholders have worked closely to identify and share resources and strategies for accomplishing redevelopment within Pensacola's inner city neighborhoods. The Urban Infill and Redevelopment Area (UIRA) Plan, in fact, refines and provides specific implementation strategies and mechanisms for many of the neighborhood based goals developed by the Front Porch Neighborhood Action Plan.

Communication and coordination of effort among these partners has been facilitated through frequent joint meetings and periodic workshops. This strong working relationship is ongoing and will serve as the framework for coordination as the infill projects and activities identified in the UIRA Plan area carried out within the area.

Agencies will continue to coordinate efforts through the following regular or monthly meetings:

- Urban Infill and Redevelopment Area Stakeholders Meetings
- Front Porch Revitalization Council and Task Force Meetings
- COPC Partnership Meetings









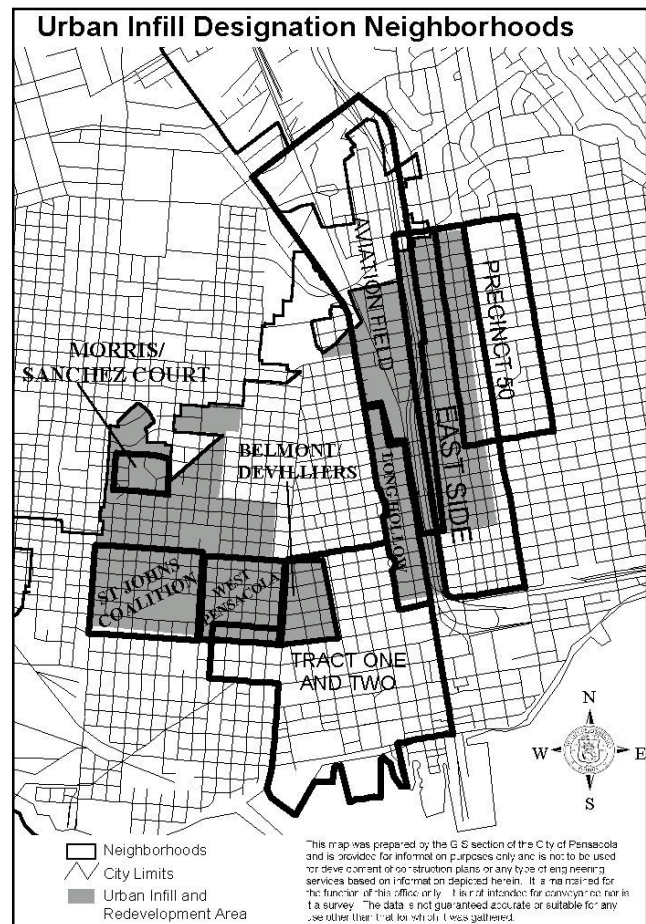
## IDENTIFICATION OF EACH NEIGHBORHOOD IN THE URBAN INFILL AND REDEVELOPMENT AREA

The Urban Infill and Redevelopment Area (UIRA) corresponds to the portion of the designated Front Porch Community falling within the City of Pensacola corporate limits and is bounded by Pace Blvd on the west, 9<sup>th</sup> Ave on the east, Gregory Street on the south, and the City of Pensacola corporate boundary line to the north.

Eight organized neighborhoods associations cover the UIRA. The eastern portion is represented by the **Long Hollow Association** in the area bounded by Avery Street, Palafox Street, Tarragona Street and Wright Street. **Precinct 50 Neighborhood Association** covers the area from Baars to Lloyd Streets, and from Sixth to Twelfth Avenues. The **Eastside Neighborhood Association** overlaps boundaries with Precinct 50 Neighborhood Association and represents the area bounded by Baars Street, Dr. Martin Luther King, Jr. Drive, Ninth Avenue, and Cervantes Street. **Aviation Field Association** wedges between the Long Hollow and Eastside Associations from the northern City boundary to Cervantes Street.

In the western half, the portion of the Belmont/DeVilliers Neighborhood bounded by Cervantes Street, Reus Street, Gregory Street and “A” Street is covered by the **Tract 1 and 2 Neighborhood Association**. The **West Pensacola Association** covers the area from “A” to “G” Streets and from Cervantes to Gregory Streets. The **St. John’s Coalition** abuts West Pensacola from “G” Street west to Pace Blvd., between Cervantes and Gregory. The **Morris/Sanchez Court Association** represents the area from “J” to “N” Streets and from Godfrey to Brainerd.

The Infill area neighborhoods constitute some of Pensacola’s oldest residential settlements. They have been home to some of Pensacola’s most prominent African American citizens, and include the birth place of General Daniel (Chappie) James, Jr., the nation’s first African American four star general. The Belmont/DeVilliers commercial core served as the pre-integration business and entertainment district for Pensacola’s black community and has hosted performances by Tina Turner and James Brown among many other top artists.





## PRESERVATION AND REVITALIZATION GOALS AND PROJECTS

The Urban Infill and Redevelopment Plan community participation process reaffirmed the following four neighborhood preservation and revitalization issues from the Front Porch Neighborhood Action Plan as priorities for implementation in the area.

Priority Neighborhood Issues Identified:

- Encouragement of Homeownership
- Renovation of Existing Structures
- Crime and Drug Elimination
- Lot Maintenance and Beautification

Goal/Objective/Activity	Implementation Plan		Performance Measure
	Source of Funds	Time Frame	
	Implementers		
Encouragement of Homeownership			
Goal: Encourage low and moderate-income residents to return to the targeted area as homeowners.			
Objective: Encourage construction and purchase of moderately priced new homes.			
Activity: Expand SHIP funding for down payment assistance to low/moderate-income residents from \$5,000 to \$7,500.	SHIP Infill Program	1-6 months	Number of buyers assisted
	City of Pensacola Housing Department, Local Lenders		
Activity: Provide deeper subsidy to homebuyers within the FP/UIRA target area: soft second mortgages as gap financing for home acquisition.	SHIP Infill Program	1-12 months	Number of buyers assisted
	City of Pensacola Housing Department Local Lenders		
Activity: Coordinate with local banks to utilize Florida Housing Finance Corporation 3% bond money set aside for home buyers in Front Porch areas.	Bond Issue	1-12 months	Number of buyers assisted
	Florida Housing Finance Corporation, City of Pensacola Housing Department, Local Lenders		
Activity: Offer financial incentives to builders/developers to construct moderately priced homes in the area: 0% construction loan.	SHIP Infill Program	1-6 months	Number of new homes constructed
	City of Pensacola Housing Department, Builders/Developers		
Activity: Catalyze home building activity through a revitalization showcase involving a model block and scattered sites; Model block homes to include hurricane safe room.	SHIP Infill Program, CDBG, FEMA	1-12 months	Number of new homes constructed, linear feet of new or replaced sidewalk, number of street lights installed
	City of Pensacola Housing Department Builders/Developers,		
Activity: Promote area/actively market neighborhood to potential homebuyers Utilize media to promote availability of assistance programs and where to seek additional information	Front Porch ;Current staff resources	1-12 months	Number of contacts made
	Front Porch; Neighborhood Associations, Realtors		
Activity: Identify, provide title clearance, and acquisition assistance on potentially available lots.	SHIP Infill Program	1-6 months	Number of lots cleared for acquisition
	City of Pensacola Housing Department		
Activity: Target pre-home ownership and	Current staff resources	1-6 months	Number of persons assisted

Goal/Objective/Activity	Implementation Plan		Performance Measure
	Source of Funds	Time Frame	
	Implementers		
post-home ownership counseling services. Educate/familiarize potential buyers with homeownership programs through promotional activities, workshops, referrals and handbook.	City of Pensacola Housing Department Local Lenders, Community Equity Investments Inc, Consumer Credit Counselors, Cooperative Extension, First Call For Help		
<b>Activity:</b> Assist neighborhood associations to develop specific design guidelines for infill construction that considers the architectural character and values of the neighborhood.	Current staff resources	1-6 months	Number of neighborhoods assisted
	City of Pensacola NET, Neighborhood Associations, Front Porch		
<b>Activity:</b> Provide funds for architects to supply builders/developers with good plans or other professional services	Infill Grant	1-12 months	Number of plans assisted/developed
	City of Pensacola NET; Front Porch		
<b>Activity:</b> Examine possible changes to City Land Development Code regarding setback and driveway requirements on Dr. Martin Luther King, Jr. Drive and Davis Street to ensure infill preserves neighborhood scale/character.	Current staff resources	1-6 months	Land Development Code amendment
	City of Pensacola Planning Department, NET, Front Porch		
<b>Activity:</b> Forgive liens for non-profit developers, for-profit developers, or individuals willing to acquire and renovate abandoned or condemned properties/ rebuild on demolition sites.	City of Pensacola	1-6 months	Value of Liens forgiven or number of properties reclaimed
	City Administration, Inspections Department		
<b>Activity:</b> Explore development of a secure, multi-unit, low maintenance, living facility for elderly residents.	To Be Determined	Long term	No current commitment (number or units constructed)
	Neighborhood Associations, Front Porch, Faith-Based Institutions, builders/developers, lenders		
Renovation of Existing Structures			
<b>Goal:</b> Renovate occupied and vacant substandard and/or dilapidated houses or commercial structures			
<b>Objective:</b> Provide neighborhood facelift, eliminate eyesores and blight, and promote rehabilitation to avoid future demolition of substandard housing.			
<b>Activity:</b> Waive initial and annual license fees associated with use of City rights of way resulting form encroachments caused by renovation or new construction of commercial structures within the UIRA.	Current staff resources	1-6 months	Number of waivers granted
	City of Pensacola Planning & Neighborhood Development Department		
<b>Activity:</b> Provide proactive code enforcement activity/ additional	CDBG/City general revenues	1-6 months	Number code enforcement/demolitions

Goal/Objective/Activity	Implementation Plan		Performance Measure
	Source of Funds	Time Frame	
	Implementers		
personnel. Enforce code on poorly kept properties.	City of Pensacola Inspections Department		cases
<b>Activity:</b> Increase absentee owner accountability for property maintenance and tenant actions for poorly kept properties.	Current staff resources	1-6 months	Number of owner contacts, violations cited
	City of Pensacola Inspections Department		
<b>Activity:</b> Increase public awareness of available programs for home rehabilitation/repair. Develop comprehensive resource guide to promote existing and new programs.	Current staff resources	1-6 months	Number of contacts, events/workshops
	City of Pensacola Housing Department, NET, Community Equity Investments Inc, First Call For Help, Front Porch		
<b>Activity:</b> Establish minor repair, paint-up/fix-up program, with priority for elderly/disabled residents.	Infill Grant	1-6 months	Total value of loans issued
	City of Pensacola NET, West Florida, Regional Planning Council		
<b>Activity:</b> Focus emergency repair program within City	SHIP	1-6 months	Total value of funded repairs
	City of Pensacola Housing Department, Community Action Program		
<b>Activity:</b> Establish substantial rehabilitation/reconstruction program for houses needing major repair.	HOME	1-12 months	Number of homes rehabilitated/reconstructed
	City of Pensacola Housing Department		
<b>Activity:</b> Establish program targeted to acquisition/renovation of vacant housing.	SHIP Infill Program	1-12 months	Number of properties renovated or buyers assisted
	City of Pensacola Housing Department		
<b>Activity:</b> Provide home maintenance training.	Current staff resources	1-12 months	Number of residents participating
	County Cooperative Extension Agency, CEII		
<b>Activity:</b> Provide commercial façade improvement grants	Community Redevelopment Agency	1-12 month	Number of grants awarded
<b>Activity:</b> Provide pool of commercial loan guaranties	Community Redevelopment Agency	1-12 month	Number of loans approved
Crime and Drug Elimination			
<u>Goal:</u> Eliminate Crime and Drug Activity within the area.			
<b>Objectives:</b> Eliminate drug sales and other crime from houses, businesses and streets/ build trust between law enforcement and neighborhood residents.			
<b>Activity:</b> Enhanced anti-drug/crime campaign; establish intense police presence and activity in target area.	Infill Grant	1-6 months	Number of police calls, drug related arrests; crime rate
	City of Pensacola Police Department, Neighborhood Residents		
<b>Activity:</b> Provide training and set up assistance for neighborhood crime watch and window- watcher groups .	Current staff resources	1-6 months	Number of meetings attended, groups formed
	City of Pensacola Police Department		
<b>Activity:</b> Supply residents with	Infill Grant	1-6 months	Amount of equipment

Goal/Objective/Activity	Implementation Plan		Performance Measure
	Source of Funds	Time Frame	
	Implementers		
binoculars and cell phones, etc., for observing and reporting incidents to police.	City of Pensacola Police Department, Neighborhood/Crime Watch Associations, NET		distributed
<b>Activity:</b> Involve neighborhood ministers and churches in anti-crime efforts.	Current staff resources	1-12 months	Number of ministers/churches involved
	Front Porch, Neighborhood Associations, Milk & Honey Outreach Ministries, City of Pensacola Police Department, City of Pensacola NET,		
<b>Activity:</b> Hold absentee owners accountable to remove renters participating in criminal activities from their properties.	Current staff resources	1-6 months	Number criminals removed/ landlords contacted
	City of Pensacola Police Department		
<b>Activity:</b> Remove markers denoting drug sale areas such as tennis shoes hanging from power lines.	Current staff resources	1-6 months	Number of markers removed
	City of Pensacola Police Department, City of Pensacola Public Works Department, Gulf Power Company		
<b>Activity:</b> Identify locations for and upgrade or add new streetlights.	CDBG	1-6 months	Number of lights added/upgraded
	City of Pensacola Housing Department, Public Works Department, Police Department, Gulf Power Company		
<b>Activity:</b> Educate on principles of crime prevention through environmental design (CPTED) and other techniques for businesses and residents	City of Pensacola Police Department	1-12 months	Number of participants
<b>Activity:</b> Provide home security surveys	City of Pensacola Police Department	1-12 months	Number of surveys conducted
Lot Maintenance and Beautification			
<u>Goal:</u> Improve lot appearance and beautify the area.			
Objectives: Enhance trash clean-up services; reduce illegal dumping; beautify			
<b>Activity:</b> Increase citizen awareness of free programs such as Clean & Green appliance/vehicle removal.	Current staff resources	1-6 months	Number of tons collected or number of items removed
	City of Pensacola Sanitation Department, Clean& Green, Front Porch, Neighborhood Associations		
<b>Activity:</b> Facilitate Neighborhood Clean	Infill Grant	1-12	Number of cleanups



Goal/Objective/Activity	Implementation Plan		Performance Measure
	Source of Funds	Time Frame	
	Implementers		
ups/explore supplemental programs for bulk item pickup.	City of Pensacola Sanitation Department, NET, Neighborhood Associations, Front Porch	months	assisted; number of tons collected; number of items removed
<b>Activity:</b> Adopt-a-civil citation ordinance enhancing the City’s ability to levy fines and take action on code violation cases.	Current staff resources	1-6 months	Number of fines levied, violator compliance time
	City of Pensacola Department of Sanitation Services Litter Enforcement/Inspections		
<b>Activity:</b> Educate residents on illegal dumping and other violations. Encourage resident reporting of violations to facilitate a quick removal of bulk trash items.	Current staff resources	1-6 months	Number of violations reported, clean ups assisted, tons removed
	City of Pensacola Sanitation, Police, Inspections, NET, Front Porch, Neighborhood Associations, Clean & Green		
<b>Activity:</b> Provide sidewalks in neighborhoods without them and repair existing sidewalks.	CDBG, LOST	1-12 months	Linear feet constructed/reconstructed
	City of Pensacola Planning Department Engineering Department, Housing Department		
<b>Activity:</b> Provide parks in neighborhoods without them and enhance existing parks.	LOST, City general revenues, State historic preservation grant,	1-12 months	Parks developed/improved
	City of Pensacola Leisure Services Department		
<b>Activity:</b> Streetscape Improvements (Belmont/DeVilliers).	TIF	1-12 months	Linear feet of sidewalk, Number of trees, number of streetlights
	CRA		
<b>Activity:</b> Public Parking Lot (Belmont/DeVilliers).	TIF	1-6 months	Number new parking spaces provides
	CRA		
<b>Activity:</b> Construction Central Fire Station and Administrative Offices.	LOST	1-6 months	Total project value
	City of Pensacola Fire Department		
<b>Activity:</b> Dr. Martin Luther King , Jr, Drive Tree planting	Eastside Neighborhood Association	1-6 months	Number of trees planted
<b>Activity:</b> Long Hollow Tree planting/ landscape	Long Hollow Neighborhood Association	1-6 months	Number of trees planted, landscaping installed
<b>Activity:</b> Belmont /DeVilliers landscape	Belmont /DeVilliers Redevelopment Board	1-6 months	Amount of landscaping installed
<b>Activity:</b> Morris Court community room renovation	Morris/Sanchez Court Neighborhood Association	1-6 months	Square footage of community room space renovated

**CRA** – Community Redevelopment Agency  
**TIF** – Tax Increment Financing

**NET** – Neighborhood Enhancement Team  
**LOST** – Local Option Sales Tax

## **IDENTIFICATION OF HOW THE LOCAL GOVERNMENT INTENDS TO IMPLEMENT AFFORDABLE HOUSING PROGRAMS**

The City of Pensacola, through its Housing Department, and Escambia County, through the Neighborhood Enterprises Foundation, Inc. jointly manage and operate Pensacola's HUD and State funded affordable housing and community development programs. The West Florida Regional Planning Council administers programs for the neighboring City of Milton and participates with the City and County on the Escambia Consortium as a means of working cooperatively to assist citizens in attaining decent affordable housing. These agencies will administer the affordable housing elements of this plan including the Community Development Block Grant and SHIP programs. Both the City and County have been active partners in the resident driven planning process in the Front Porch (FP) and UIRA area and are working with these neighborhoods to achieve their revitalization objectives.

At the recommendation of the Front Porch Housing and Community Redevelopment Task force, several initiatives in the affordable housing programs are being piloted. Second time homeowner housing rehabilitation (CDBG), Emergency housing repair (SHIP), and Homeowner substantial rehabilitation/reconstruction (HOME) have been funded with priority to the Front Porch and UIRA area.

As an outcome of the efforts of the Front Porch Housing and Community Development Task Force, an Urban Infill and Redevelopment Strategy has been added to the SHIP Housing Assistance Plan, in supplement to the normal SHIP program, to stimulate investment in the FP/UIRA community. Additionally, the average and maximum per unit SHIP award for first time homebuyer activities has been increased, together with the maximum purchase price for a SHIP assisted unit. Further, administrative funding has been made available for clearing property title issues in conjunction with the urban infill redevelopment strategy and development of affordable housing for first time homebuyers.

In direct response to the UIRA neighborhood vision, and as a catalyst to new infill construction, a revitalization showcase will be undertaken through the City's Housing Department emphasizing redevelopment of one residential block within the designated Eastside FP/UIRA utilizing CDBG, HOME, SHIP, and FEMA Project Impact dollars. A friendly competition between private sector and community non-profit builders will be sponsored. Elements of the project will include free lot acquisition or lot acquisition assistance, safe room allowance, street lighting, enhanced sidewalks and landscaping. A Parade of Homes Concept will be employed with a main site and other homes built by private sector developers scattered within the UIRA. The Front Porch Council will select the "Blue Ribbon" model home.

In response to the overwhelming interest in urban infill redevelopment identified through the Front Porch/UIRA neighborhood planning sessions, a residential facade and home improvement program to fund minor repairs and facelifts of occupied structures within the UIRA is proposed under this plan. Administration of this component will likely be accomplished under contract with the West Florida Regional Planning Council, Santa Rosa County's designated agent for

administration of housing and community development activities.

## **STRATEGIES FOR REDUCING CRIME**

A high rate of crime, particularly drug related activity, plagues much of the UIRA, constituting a major disincentive to homebuyer investment in the FP/UIRA and a threat to actualization of the neighborhood's vision of revitalization. Until recently, Seventh Avenue in the northern section of the Precinct 50 neighborhood was a hot bed for drug related activity. The Pensacola police department has worked together with the neighborhood watch group during the past five months to wage a successful campaign against crime in that area. Through a strategy of resident vigilance and an intense police presence the number of known "hoodlums" on this street has been reduced from thirty to four.

This approach focused on officers helping to improve the quality of life in the community by getting to know the residents who live there. Officers maintained positive confidential lines of communication by providing their cell and pager numbers, staying in the neighborhood on foot beats, and knocking on doors. These officers confronted people with signed consent-to-search warrants and worked closely with the City Sanitation and Code Enforcement departments to identify any possible violations of City ordinances that might be used as a means of removing criminals from the area.

UIRA residents desire to expand this effort to adjacent segments of the East King Tract where drug related criminal activity still thrives. To sustain this intense level of law enforcement over a long period of time, in a much broader area, will require additional resources. UIRA plan proposes funding to replicate this strategy on a large-scale basis covering the entire Eastside Neighborhood.

A multi-phased program has been designed by the City's Police Department for the targeted area bordered by Dr. Martin Luther King, Jr. Drive, Cervantes Street, 8th Avenue and Baars Street. The program will consist of targeting drug sales, increasing police presence, and establishing a good working relationship between residents and police through proven community policing methods. The program will allow officers to meet with the citizens and gain their input regarding problems, gather intelligence to identify dealers, make under cover drug buys, arrest offenders, and maintain a heavy presence long enough to discourage offenders from returning to the neighborhood. The program will also work to establish additional neighborhood watch programs and allow officers to meet and build positive relationships with the residents. As well as, encouraging residents to report and how to recognize criminal activity.

The strategy involves:

- Funding through the UIRA to provide resources for officers to work 1,000 five-hour overtime shifts over a six month period.
- Selecting a core group of officers to become intimately familiar with the targeted area and offenders operating within it.
- Instructing of officers on proven community policing methods.
- Establishing citizen relationships by attending meetings, establishing neighborhood

watches, instructing residents on the types of activity to recognize and report, encourage active participation/reporting.

- Gathering intelligence on suspected or known drug offenders and crack houses.
- Identifying and obtaining warrants for offenders and crack houses.
- Maintaining a normal marked car and uniformed officer presence in the area.
- Conducting a massive arrest sweep.
- Making an on-scene arrests for public drinking, and other violations.
- Establishing and maintaining high levels of uniformed police presence in area making it undesirable for offenders to return/operate in the area.
- Requiring officers to get out of car to met, greet, and talk to citizens.
- Making foot/bike patrols.
- Building relationships with the target area citizens that will foster a willingness to contact police after the police presence returns to normal level.

## **NEIGHBORHOOD SPECIFIC DESIGN STANDARDS**

The adoption of design guidelines has been recommended by the Front Porch Housing and Community Redevelopment Task Force. Each Front Porch/UIRA neighborhood has been asked to determine their desire for neighborhood design standards. The Long Hollow neighborhood, within the UIRA, has recently prepared the following set of standards.

The Long Hollow Neighborhood Association has generated special requirements for development of the vacant parcel of land along Guillemard Street between Desoto and Gonzalez Streets. The intent of these requirements is to bring new residents and encourage reinvestment in the area, while respecting the existing historic architectural character and urban pattern of the neighborhood.

Architectural and urban development requirements for request for proposals concerning vacant property on West side of Guillemard Street between Desoto and Gonzalez Streets:

For the developer:

1. Buildings to maintain front property lines along existing streets. Width of lots is to be similar to those in the surrounding blocks. Lots are to be deeper than wide.
2. Site is to be divided into 6-9 lots.
3. Minimum of 50% of buildings must be at least two-story.
4. Minimum of 50% of units/lots must sell at market rate to be occupied by home owners.
5. Minimum of 50% of total building square footage to be residential use.

For the Developer or lot purchaser:

1. Architectural style of homes/buildings to be consistent with historic character in the area including North Hill, Old East Hill, and Seville Historic District.



2. Front built-to line shall be between 15 and 20 feet from front property line.
3. Parking must occur behind front building wall.
4. No garage doors are permitted facing street except if located on garage outbuilding at rear half of site.
5. A front porch is required and must be a minimum of 50% of building width.
6. Height – minimum 9'0" finished floor to finished ceiling at each floor; if one story building, 10'0" minimum is required.

These guidelines provide a measure by which any future infill and redevelopment projects assisted by City funds can be evaluated in terms of keeping in context with the architectural character and values of the neighborhood. The City Neighborhood Enhancement Team staff will be assisting those neighborhoods that desire such standards to prepare them.

## **MAP OF TRANSPORTATION CONCURRENCY AREAS**





## **FINANCIAL AND GOVERNMENT INCENTIVES FOR DEVELOPMENT/REDEVELOPMENT**

### Lien Release Policy

The City of Pensacola has adopted a Lien Waiver Policy for the Front Porch/ UIRA area as a means of encouraging the proactive redevelopment of abandoned or vacant urban infill properties by private developers/builders, non-profit corporations, lenders, and individual citizens. Liens held by the City, as the result of demolition or code enforcement actions, will be forgiven in accordance with the policy. A request for waiver may be submitted to the City together with the plans for an infill development project.

### **CITY OF PENSACOLA LIEN RELEASE POLICY FOR AFFORDABLE HOUSING INFILL PROJECTS**

1. Requests by non-profit and for-profit developers of affordable housing for release of City liens will be reviewed by staff and recommended for approval by City Council.
2. Requests for release of liens to construct affordable infill housing will be submitted with the appropriate information regarding the proposed infill housing development, including: a description of the location and number of units to be constructed, the proposed sales price or monthly rent, a description as to how this proposed infill development will enhance the surrounding neighborhood and a copy of the house plans.
3. For the purposes of this lien release policy, the definition of affordable housing is: owner-occupied or rental housing for persons with household income at 80 percent of median or below (according to current HUD guidelines). In the case of properties within the Front Porch or Community Outreach Partnership Center (COPC) areas, or any other areas designated by City Council from time to time, there will be no income limits to encourage higher income households to move into these targeted revitalization areas.
4. City staff will review the request for the release of liens and request any additional information necessary to determine if the proposed development is consistent with existing neighborhood plans or strategies as well as with the Comprehensive Plan and other local ordinances.
5. City Staff will notify the existing neighborhood association representing the area to ensure that they are notified of the proposed infill development and that they have an opportunity to provide input.
6. If the application is approved by City Council, the applicant will execute an agreement with the City to ensure that the proposed infill development is constructed according to the agreed upon terms. Default on the terms of the contractual agreement with the City will result in the lien amount being repaid to the City.







### Waiver of License Fees

The City of Pensacola Land Development Code requires that a License To Use Right of Way be obtained for all encroachments into the City right of way by private uses or structures. This applies to awnings, overhangs, and signage.

A policy for waiver of both the initial and annual fees associated with a License to Use Right of Way has been developed and incorporated into this Urban Infill and Redevelopment Plan. Pursuant to the adoption of this Plan, the City of Pensacola may waive these fees when the application for such a License to Use the City Right of Way applies to the new construction or renovation of a commercial structure within the Front Porch/UIRA area

### **CITY OF PENSACOLA POLICY FOR WAIVER OF LICENSE TO USE RIGHT-OF-WAY FEES IN FRONT PORCH/URBAN INFILL & REDEVELOPMENT AREAS**

1. Requests for waiver of the initial and annual fees associated with an application for License to Use Right-of-Way for signage, balconies, overhangs, canopies, awnings, access ramps, or other physical improvements pursuant to the new construction or renovation of vacant or underutilized commercial properties within the Front Porch/Urban Infill and Redevelopment Area or Community Outreach Partnership Center area may be handled administratively and approved by the City Manager or designee.
2. Requests for waiver of License to Use fees will be submitted in writing with appropriate information regarding the proposed commercial improvement project, including: location, description of project and elements that will be constructed within the right-of-way.
3. City staff will review the request for waiver of License to Use fees and request any additional information necessary to determine if the proposed development is consistent with existing neighborhood strategies or plans, as well as the Comprehensive Plan and other local ordinances.
4. City staff will contact any existing neighborhood association representing the area to ensure that they are notified of the proposed development and have an opportunity for input.

### **MECHANISM FOR COORDINATION OF ACTIVITIES AND INCENTIVES**

The Urban Infill and Redevelopment Area Stakeholders group provides the mechanism for coordination of the preservation and improvement efforts to be carried out under this plan. This body provides a valuable mechanism for coordination of activities and incentives and will as he guiding body for infill and redevelopment efforts. Most of the stakeholders are linked through cross participation and involvement on the partnerships or committees. Stakeholders meetings will be held periodically as an additional opportunity to monitor and evaluate performance and progress toward revitalization of the UIRA neighborhoods.

The City's Neighborhood Enhancement Team will bear primary responsibility for coordinating

among the various entities to assure the maximum benefit with the community as a result of the limited resources available. A City Team made up of staff of key departments such as Housing, Leisure Services, Public Works, Planning, Police, Sanitation, and Inspections will continually exchange information and updates concerning individual elements or activities for which they are responsible pertaining to the plan.

The public, private, non-profit, and community entities integral to carrying out the strategies of the plan will work cooperatively to encourage the redevelopment of and reinvestment in distressed neighborhoods.

## **PARTNERSHIPS WITH BUSINESS AND FINANCIAL COMMUNITY**

Good relationships with area lending institutions, homebuilders, low income housing interests, and realtors are the foundation of the City's ability to implement the housing and community development programs formulated for the UIRA. The Local Affordable Housing Partnership which assists City and County staff in the evaluation and monitoring of SHIP funded strategies, such as those identified for the UIRA, includes representatives of local lending institutions, public and assisted housing, homebuilders, realtors, area planning agencies, non-profit housing developers (community development corporations and community housing development organizations), and the local housing finance corporation. Many of these entities are participants on the Urban Infill and Redevelopment Area Stakeholders group, and are also at the table in the Front Porch revitalization endeavor. The City is working actively with these and other stakeholders toward the achievement of the UIRA Plan goals.

A number of local lenders participate with the City in carrying out the SHIP program for home acquisition and to take advantage of Escambia and Florida Housing finance corporation low interest bond money in creating attractive packages for homebuyers. Four local banks have contributed funds to a loan guaranty pool to back loans for renovation of commercial properties in Belmont DeVilliers.

Private sector and non-profit builders are also a key to successful infill and redevelopment. The City has issued contracts with Community Equity Investments, AMR, and Habitat for Humanity to construct new housing units in the City. Walgreens is in the process of constructing a new 15,000 square foot store which will include a pharmacy in the designated area and has been involved in the UIRA planning sessions. Baptist Health Care has also committed to the collaborative effort to improve the target area.

## **IDENTIFICATION OF GOVERNANCE STRUCTURE USED TO INVOLVE THE COMMUNITY IN IMPLEMENTATION**

Decision making authority in the preparation of this plan and the activities related to it has been shared through a governance group consisting of area stakeholders and residents. A community participation process was conducted as a supplement to the Front Porch planning process. The Urban Infill and Redevelopment Area Stakeholders group met throughout August and

September. This process was designed to identify those elements from the Front Porch Neighborhood Action Plan deemed to be priority for implementation under the Urban Infill and Redevelopment Plan. Many of the stakeholders have been involved in the Front Porch planning endeavor from its beginning. This group of active participants served to govern the development of the UIRA plan and will continue to have input in the decisions made relative to this plan. Following is the list of Stakeholders.

Mr. Gordon Jernigan  
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Pensacola, FL 32501

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Pensacola, FL 32501

Mr. George McCormick  
Clean & Green  
312 W Main Street  
Pensacola, FL 32501

Ms. Deana Lewis  
Assistant Vice President  
SunTrust Bank, West Florida  
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Pensacola, FL 32596-0510

Mr. Delmus Wilkinson  
Inspections Director  
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Pensacola, FL 32521

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CRA Assistant Director  
City of Pensacola  
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Pensacola, FL 32521

Ms. Kim Rich  
Economic Development  
Pensacola Area Chamber Of  
Commerce  
P.O. Box 550  
Pensacola, FL 32593-0550

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Crime Stoppers  
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Pensacola, FL 32501

Ms. Sandra King  
Catholic Charities  
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Pensacola, FL 32506

Ms. Sonya Culliver  
Milk & Honey Outreach  
Ministry  
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Pensacola, FL 32501

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West Pensacola  
Neighborhood  
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Pensacola, FL 32501

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Front Porch  
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Pensacola, FL 32501

Ms. Thelma Manley  
Front Porch  
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Pensacola, FL 32501

Dr. Wynn Teasley  
Executive Director  
UWF COPC  
11000 University Parkway  
Pensacola, FL 32514

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Store Manager  
Barnes Supermarket  
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Pensacola, FL 32506

Mr. Kevin Jones  
Vice Principal  
Pensacola Academy for Success  
1805 N 6th Avenue  
Pensacola, FL 32503

Ms. Pat Hubbard  
Housing Director  
City of Pensacola  
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Pensacola, FL 32521

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Milk & Honey Outreach Ministry  
33 E Gregory Street  
Pensacola, FL 32597

Mr. Fred Gant  
Allbritton & Gant Attorneys at  
Law  
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Pensacola, FL 32501

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Association  
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Pensacola, FL 32503

Ms. Agnes Doering  
Community Action Program  
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Pensacola, FL 32593

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Association  
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Pensacola, FL 32503

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Architectural Affairs  
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Pensacola, FL 32501

Ms. Melissa Polk  
Communities in Schools  
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Pensacola, FL 32501

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ESCAROSA Regional Workforce  
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Pensacola, FL 32514

Mr. Dale Perkins  
E.C.U.A.  
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Pensacola, FL 32504

Mr. Gary Lawrence  
Millenium Construction  
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Pensacola, FL 32501

Mr. Steve Pitkin  
Escambia County CRA  
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Pensacola, FL 32501-1129

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Training  
City Police Department  
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Pensacola, FL 32501

Mr. Al Garza  
Public Works Director  
City of Pensacola  
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Pensacola, FL 32501

The Honorable John Jerralds  
City Council Member  
City of Pensacola  
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Pensacola, FL 32521

The Honorable Debra Thompson  
City Council Member  
City of Pensacola  
P.O. Box 12910  
Pensacola, FL 32521

Mr. Randy Wilkerson  
Neighborhood Enterprise  
Foundation  
P.O. Box 8178  
Pensacola, FL 32505

Ms. Cheryle C. Allen  
Tract 18 Neighborhood  
2103 N "H" Street  
Pensacola, FL 328501

Mr. Lee Avant  
Aviation Field  
2905 N Hayne Street  
Pensacola, FL 32503

Ms. Georgia Blackmon  
Precinct 50 Neighborhood  
2107 N 7th Avenue  
Pensacola, FL 32503

Mr. Bob Hayes  
Bob Hayes Telephone  
Service  
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Pensacola, FL 32501

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Drive  
Pensacola, FL 32503

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Ms. Susan Senkarik  
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Pensacola, FL 32501

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Pensacola, FL 32501

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Pensacola, FL 32501

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Pensacola, FL 32501

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Russell Madison  
Property Manager  
Baptist Health Care  
P.O. Box 17500  
Pensacola, FL 32522

## **PERFORMANCE MEASURES**

The performance measures which will be used to evaluate the City's success in implementing the plan are listed in the Preservation and Revitalization Goals and Projects. It is anticipated that effective implementation of the code enforcement and crime initiatives will result in an initial increase in the both the number of calls made to the police department and the number of reported code violations/code enforcement cases. This increase in the number of calls and citations should be followed by a decrease over the long term.

## **HOLISTIC AND COLLABORATIVE COMMUNITY PARTICIPATION/VISIONING PROCESS**

The Urban Infill and Redevelopment Area (UIRA) is comprised of that portion of the Front Porch area lying within the City of Pensacola corporate boundaries. The Front Porch area is approximately 2 square miles in size and includes both City and County neighborhoods. The Urban Infill and Redevelopment Plan was prepared with the intent to identify specific projects for implementation within the smaller focus area (City Front Porch neighborhoods) as a means of creating an enhanced impact through the physical concentration of activities and improvements.

The UIRA plan is a product of community goal setting and planning at the neighborhood level and represents a complement to the Front Porch neighborhood action plan. UIRA planning sessions were held during August and September to further refine the neighborhood vision and to identify neighborhood strengths and challenges. Meetings were conducted in the neighborhood to maximize public interaction and participation by the community, residents, non-profits and general public.

The UIRA planning sessions involved a diverse group of inner city residents, faith-based organizations, social service agencies, community development corporations, civic groups, education institutions, lending institutions, builders, developers, and City/County government in a community visioning and planning process. This holistic and collaborative process was conducted as a supplement to the Front Porch community participation process that resulted in the preparation of the Front Porch Neighborhood Action Plan in April 2000. Task Forces established as working groups during the initial Front Porch planning phase have continued to work in conjunction with community stakeholders to develop recommendations and identify projects for achieving plan goals. The recommendations of these task forces are reflected in projects included in this plan

City Neighborhood Enhancement Team staff was assisted in facilitation of the community participants process by the UWF Whitman Center and Landers-Atkins planners. Residents and other neighborhood stakeholders were asked to identify and address their concerns in partnership with City government, financial institutions,

community institutions, and others. Together a neighborhood based plan that identifies the visions, goals, objectives, and strategies was developed. It addresses neighborhood priorities and directs the expenditure of funds.

Data was presented from neighborhood surveys conducted by the University of West Florida Community Outreach Partnership initiative for three of UIRA neighborhoods. This data provided a baseline on resident neighborhood satisfaction, land use, housing and building conditions, and economic issues. Nominal group technique was employed during these sessions to help stakeholders articulate their vision and priorities.

The issues related to Crime and Housing and Community Redevelopment, as identified in the Front Porch plan, resurfaced to be the top priority issues for the UIRA neighborhoods in achieving their collective vision. The Front Porch plan focuses on the implementation of revitalization and preservation goals. These goals were reaffirmed through the UIRA community participation process and specific projects/activities were generated through the supplemental planning.

The guiding philosophy of this planning process was to identify areas of neighborhood strength which could be built upon through redevelopment efforts based on the following criteria:

- physical assets - highest concentrations of owner occupied housing, higher assessed values, well-kept properties.
- human assets - neighborhood residents actively working to improve the area.
- neighborhood safety - areas where crime prevention efforts have netted positive results.

### **IDENTIFICATION OF ACTIVITIES AND PROGRAMS TO ACCOMPLISH GOALS**

The City of Pensacola has committed to and funded a number of activities and projects to enhance the Front Porch/ UIRA neighborhoods. These activities will help eliminate blighting influences, prevent neighborhood decline, and enhance the quality of life for City residents.

#### **Infrastructure**

CDBG FY 2000/2001:

- Allocation for sidewalk construction in eligible CDBG target areas with a priority to those neighborhoods located within the designated Front Porch/UIRA area; includes new sidewalk adjacent to Spencer Bibbs Elementary School.
- Allocation to street lighting with a priority to Front Porch/UIRA.
- Allocation for additional code enforcement in CDBG target area with CDBG/Front Porch/UIRA.

Local Option Sales Tax :

- Allocation citywide; includes 5,135 linear feet within FP/UIRA.
- Allocation for construction of new a Central Fire Station and Administrative Office in FP/UIRA.

#### **Recreational Facilities**

- Construction of Daniel (Chappie) James, Jr. Memorial Park on Martin Luther King, Jr Drive.
- Development of a Regional Festival (Central Park).

### **Commercial Revitalization**

Community Redevelopment Agency/TIF allocations:

- Belmont/DeVilliers commercial area Parking Lot
- Belmont/DeVilliers Commercial Façade Program
- Belmont/DeVilliers Streetscape Improvements

### **Educational**

Partnership with Milk and Honey Outreach Ministries to establish computer learning labs in several FP/UIRA community centers (City contributions of donated space, equipment and MIS services)

### **Neighborhood Beautification (Pensacola Community Initiative Program)**

- City Grants to Front Porch/UIRA Neighborhoods
- 2,088 hours as volunteer labor from Front Porch/UIRA neighborhood residents

## **PROPOSED URBAN INFILL AND REDEVELOPMENT ASSISTANCE GRANT PROJECTS**

#### Forgivable Home Improvement Loans

Project cost: \$100,000

This is a fix-up/paint-up program designed to facilitate exterior facelifts and minor repairs on occupied residential structures in support of new infill construction. Priority will be given to elderly/disabled residents.

#### Eastside Lot Acquisition/Homebuyer Assistance

Project cost: \$75,000

This program will provide funding to gain control of key sites to be made available for new infill housing construction by private builders/developers, non-profit corporations, lenders or private individuals. The cost of acquisition will serve as a write-down passed on to low or moderate income home purchasers. This program will also provide a source of down payment/closing cost assistance to non-first time home buyers.

#### Increased Police Presence

Project cost: \$50,000

Provides overtime pay for supplemental officers dedicated to intense drug eradication and community policing strategies including foot patrol, bike patrol, attending neighborhood meetings, and building citizen relationships. This project will include the purchase and provision of safety equipment for neighborhood watch groups such as binoculars, and cell phones.

#### Litter Enforcement Quick Response Team

Project cost: \$5,000

Provides funds for additional neighborhood clean-up activities including bulk-item removal and possible provision of dumpsters.

#### Commercial Property Improvement Loans

Project cost: \$50,000

Low interest loans for renovation of commercial properties.

#### Infill Design Assistance

Project cost: \$20,000

Provides funds for architectural services to develop plans that reflect the architecture and patterns of neighborhood development.

**DEMONSTRATION OF LOCAL GOVERNMENT AND COMMUNITY  
COMMITMENT TO COMPREHENSIVELY ADDRESS  
URBAN PROBLEMS IN THE DESIGNATED AREA**

Though faced with myriad of problems and issues, the residents, local government and other community entities have accepted the challenge to work together to make the inner city a better place to live and work. Pensacola's public, private, non-profit, and civic entities are committed to the type of collaborative and inclusive community improvement efforts necessary to comprehensively address urban problems within the designated Urban Infill and Redevelopment Area. Further, the City has committed more than \$4 million to assorted projects in the area to promote neighborhood revitalization and to enhance the quality of life. A new City department, Planning and Neighborhood Development, has been established to support and work proactively with neighborhoods. The residents of the designated area have created effective organizations and have become actively involved in shaping their future. Community planning sessions are well attended and new neighborhood associations have formed within the area.

The Neighborhood Enhancement Team (NET) in concert with representatives of other City departments have participated in the Front Porch planning efforts, assisted with the establishment of new neighborhood associations, and has provided information, referrals, and direct assistance in implementation of neighborhood initiated goals and events. NET has worked with organized neighborhoods to develop neighborhood improvement projects for funding under the Pensacola Community Initiative Program (PCIP).

The commitment of non-profit developers such as Habitat for Humanity, AMR, and Community Equity Investments, Inc. to provide decent, affordable housing in the designated area is on-going and provides an important element to area improvement that will be enhanced through collaboration.

Planned efforts for the coming year include continued support of the strategies generated by Front Porch. Together we will enhance communication and develop neighborhood resource materials. Coordination with neighborhood associations, non-profit and private organizations, the Chambers of Commerce, Small Business Development Center – Pensacola Junior College (SBDCPJC), University of West Florida (UWF), and others will focus small business development efforts in the targeted area. Partnerships with the UWF Community Outreach Partnership Center (COPC) and the Coalition of Neighborhood Associations (CONA) on a leadership training program will help to sustain neighborhood organizations, and leveraging federal, state, county, non-profit, private, and volunteer resources and services for maximum impact within the targeted area.



# Eastside Neighborhood Plan

January 2004

Prepared by the City of Pensacola  
Community Development Department



City of  
Pensacola



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## **Pensacola City Council**

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Owen W. Eubanks	City Council District 1
J.D. Smith, Deputy Mayor	City Council District 2
Mike Desorbo	City Council District 3
Marty Donovan	City Council District 4
John Jerralds	City Council District 5
Hugh G. King	City Council District 6
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John W. "Jack" Nobles	At-Large 8
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Delmus Wilkinson	Inspection Services Administrator

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# City of Pensacola

## Eastside Neighborhood Plan

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# ***Section 1***

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## ***Introduction***

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### **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***

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#### **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 6<sup>th</sup> Avenue to Mallory, Mallory to 8<sup>th</sup> Avenue, 8<sup>th</sup> Avenue to Lee, and Lee to 9<sup>th</sup> 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.

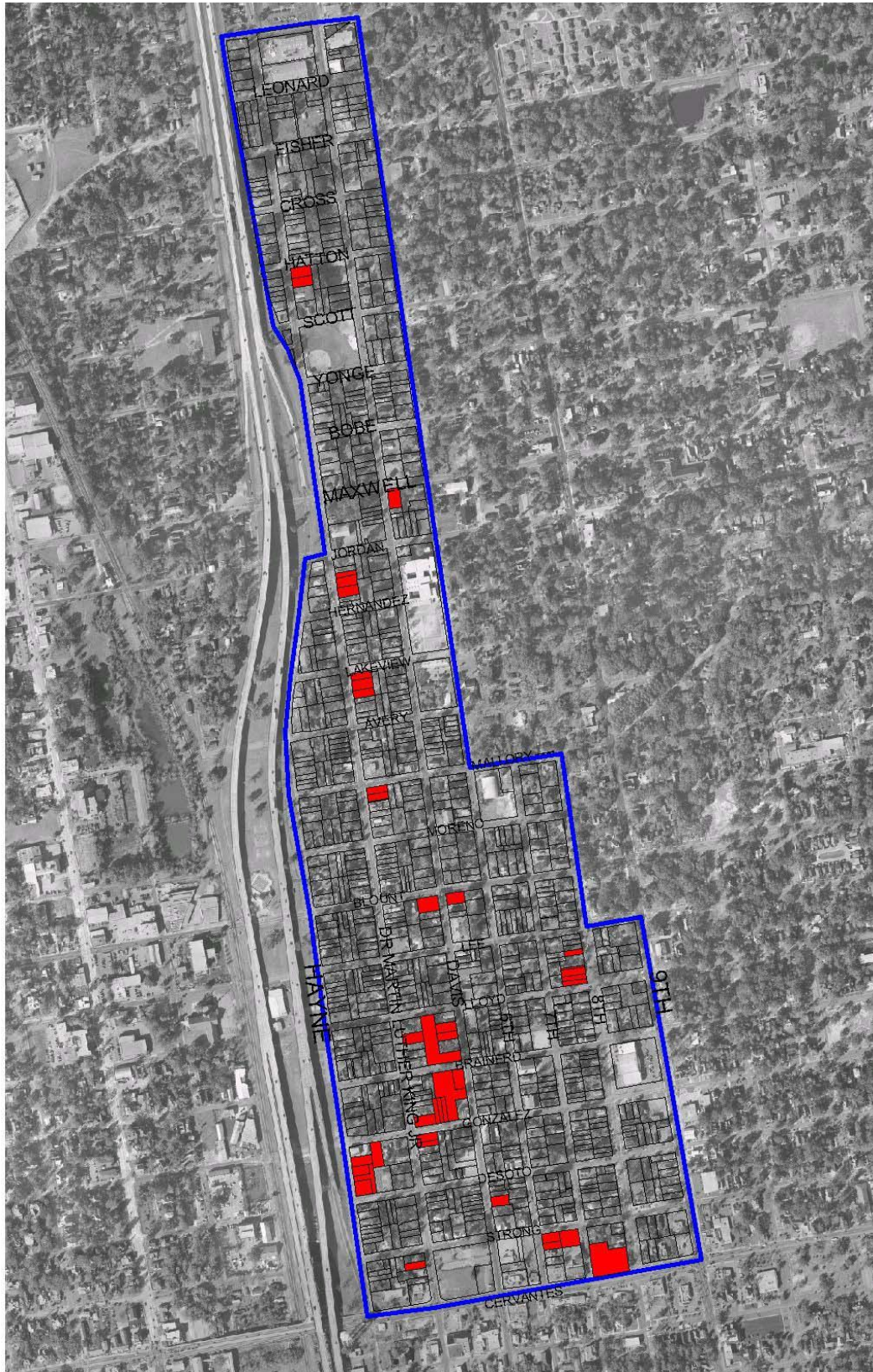


Eastside neighborhood has been home to many prominent African American citizens. Pastors, doctors, dentists, principals, teachers, tailors, blacksmiths and mid-wives are a few of the professions of previous Eastside residents. Baseball players with the famed Negro League also resided here. The Eastside 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.

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

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

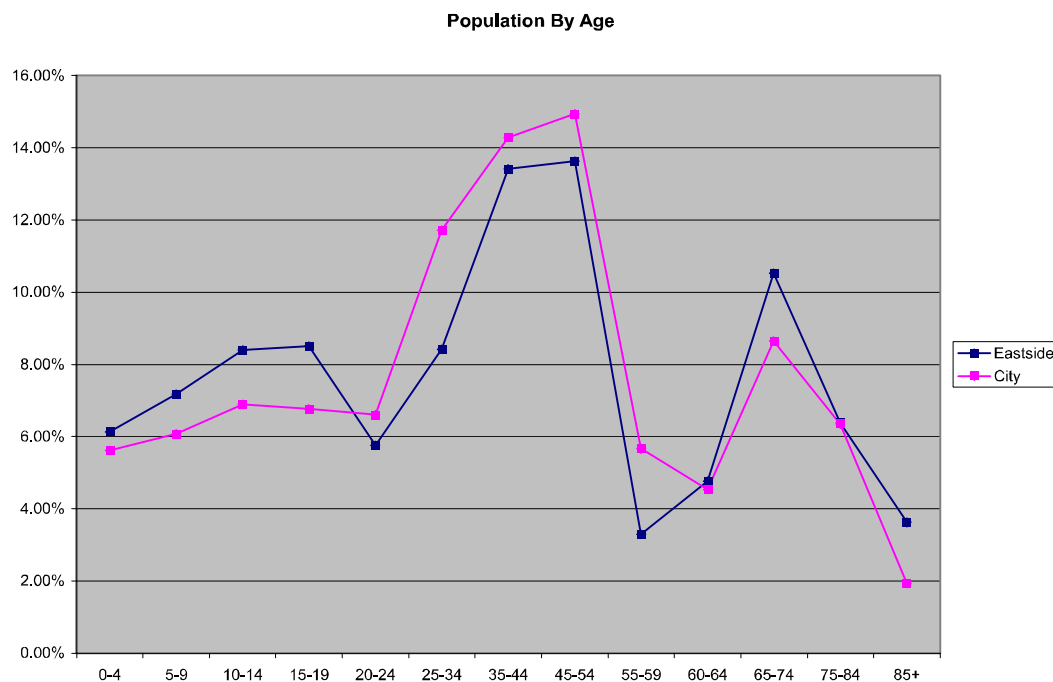
Eastside has high concentrations of older and younger residents when compared to the City as whole. Approximately 20% of Eastside residents are age 65 and older. The 2002 estimated median age for City of Pensacola residents is 39.44 compared with 39.17 years for the Eastside Neighborhood (Table 2). Eastside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

<b>Table 2 POPULATION BY AGE- 2002</b>		
	<b>City of Pensacola</b>	<b>Eastside Neighborhood</b>
<b>Total Population</b>	<b>57,814</b>	<b>1,387</b>
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%).

<b>Table 3</b>	<b>HOUSEHOLDS</b>	
	<b>City of Pensacola</b>	<b>Eastside Neighborhood</b>
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).

<b>Table 4</b>	<b>EDUCATIONAL ATTAINMENT OF PERSONS 25+</b>	
	<b>City of Pensacola</b>	<b>Eastside Neighborhood</b>
Less than 9 <sup>th</sup> 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.

<b>Table 5</b>	<b>HOUSEHOLD INCOME</b>	
	<b>City of Pensacola</b>	<b>Eastside Neighborhood</b>
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.

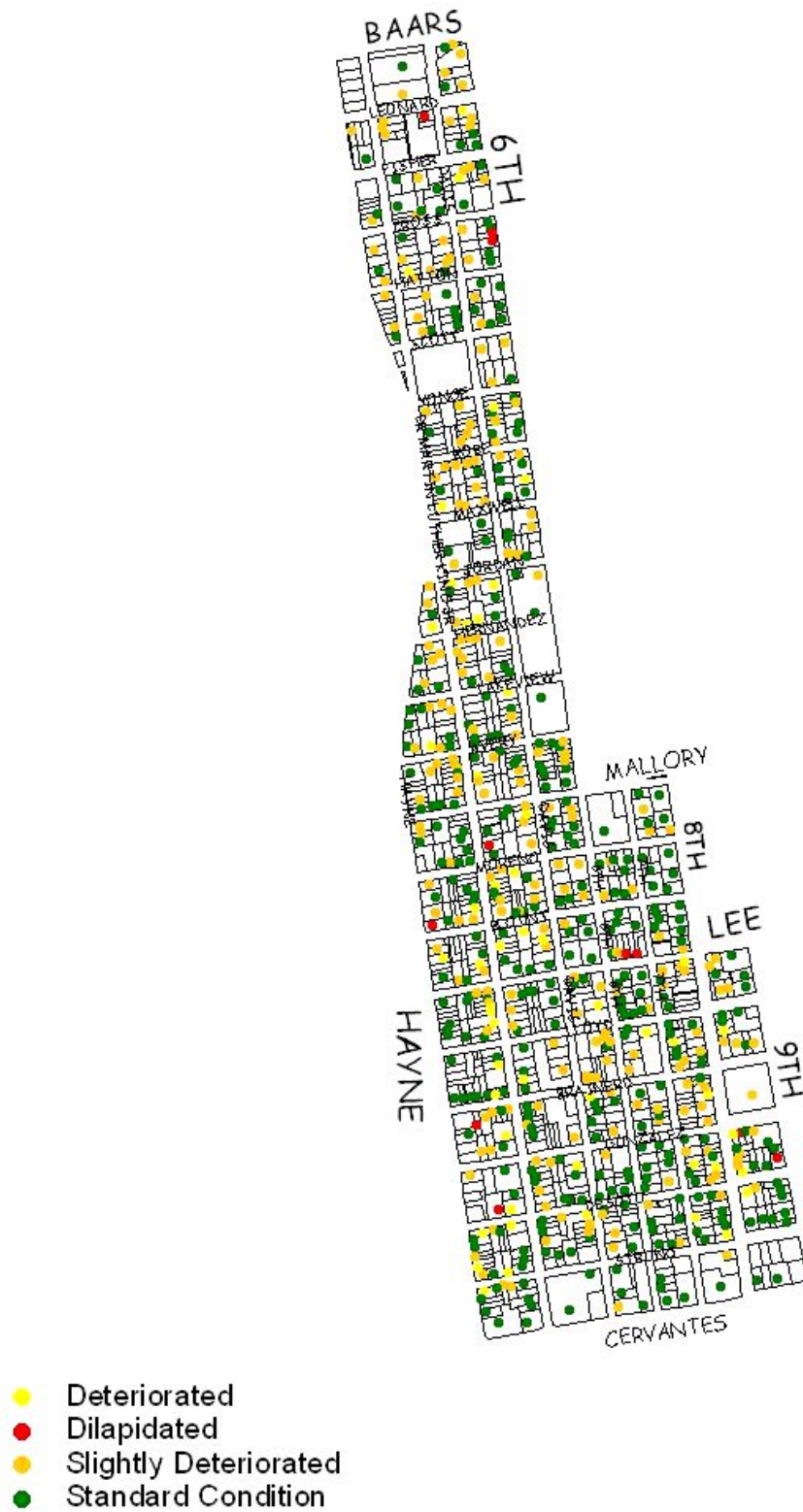
	<b>Total</b>	<b>%</b>	<b>Occupied</b>	<b>%</b>	<b>Vacant</b>	<b>%</b>
<b>Structures Surveyed</b>	703		627		76	
<b>Standard Condition</b>	377	53.63%	360	57.42%	17	22.37%
<b>Slightly Deteriorated</b>	255	36.27%	220	35.09%	35	46.05%
<b>Deteriorated</b>	59	8.39%	46	7.34%	13	17.11%
<b>Dilapidated</b>	13	1.71%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

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

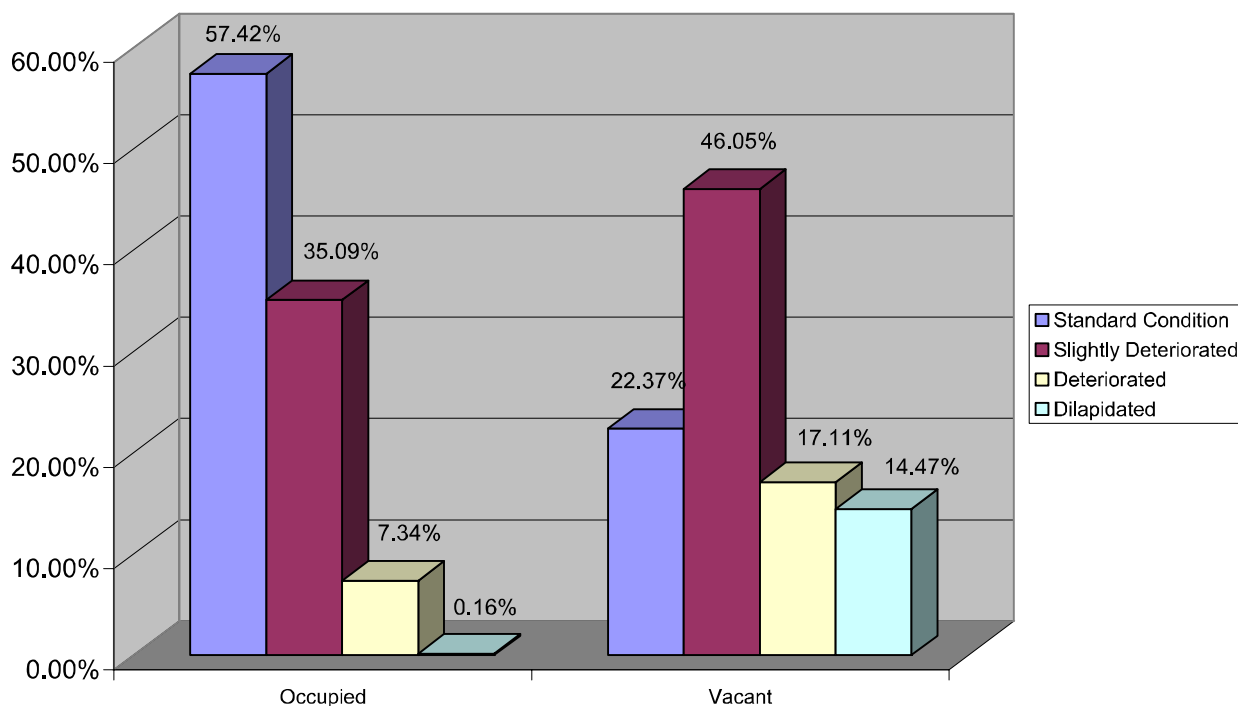
The poor condition of many structures in the Neighborhood may be directly related to the age of these structures. Nearly 70% of the housing stock in Eastside Neighborhood is 60 years old or older compared to approximately 24% of the City's housing stock (Table 8). More than half (51.85%) the neighborhood's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



<b>Table 8 HOUSING UNITS BY YEAR BUILT</b>		
	<b>City of Pensacola</b>	<b>Eastside Neighborhood</b>
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

<b>Table 9 OWNER OCCUPIED HOUSING VALUES</b>		
	<b>City of Pensacola</b>	<b>Eastside Neighborhood</b>
<b>Total Owner Occupied Units</b>	<b>14,549</b>	<b>277</b>
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.

<b>Table 10 OCCUPANCY</b>			
<b>Total Parcels</b>	<b>Vacant Lot</b>	<b>Occupied Structure</b>	<b>Vacant Structure</b>
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.

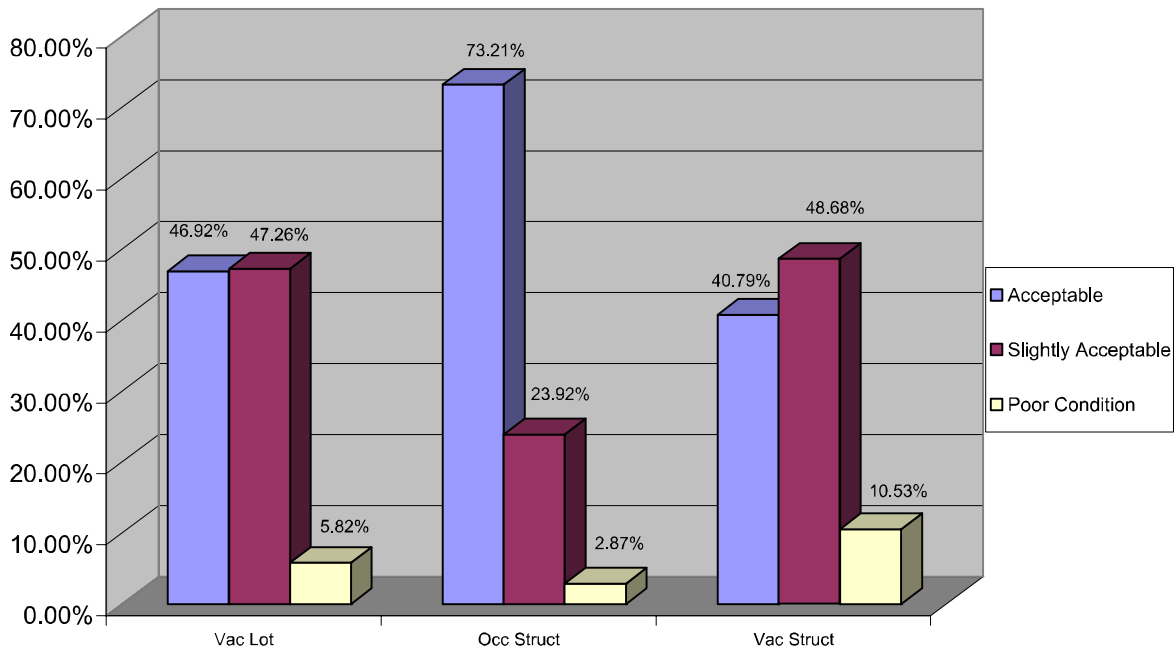
<b>Table 11 YARD/LOT CONDITION</b>								
	<b>Vacant Lots</b>	<b>%</b>	<b>Occupied Structures</b>	<b>%</b>	<b>Vacant Structures</b>	<b>%</b>	<b>All Properties</b>	<b>%</b>
<b>Total Surveyed</b>	292		627		76		995	
<b>Acceptable</b>	137	46.92%	459	73.21%	31	40.79%	627	63.02%
<b>Slightly Unacceptable</b>	138	47.26%	150	23.92%	37	48.68%	325	32.66%
<b>Poor Condition</b>	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.

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

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

### **Definitions of Crime Categories:**

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

## **Section 2.7 Zoning and Land Use**

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

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

Map 3

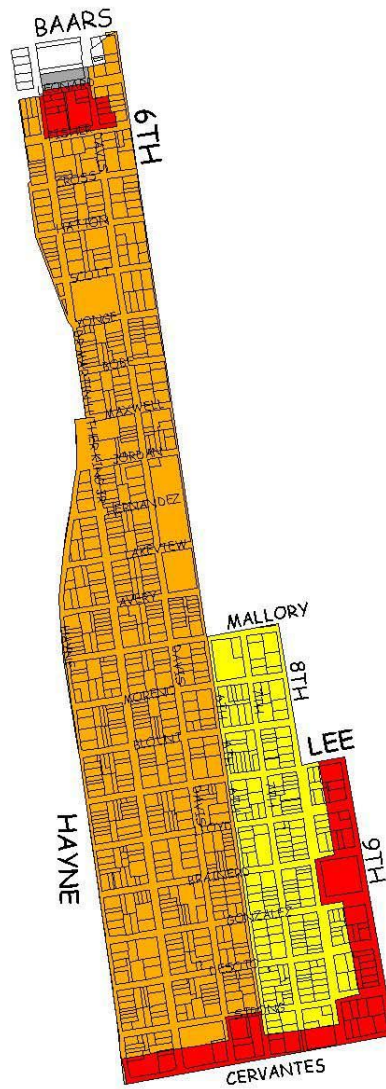


EASTSIDE LAND USE





Map 4



## EASTSIDE NEIGHBORHOOD ZONING



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



- The 9<sup>th</sup> 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.

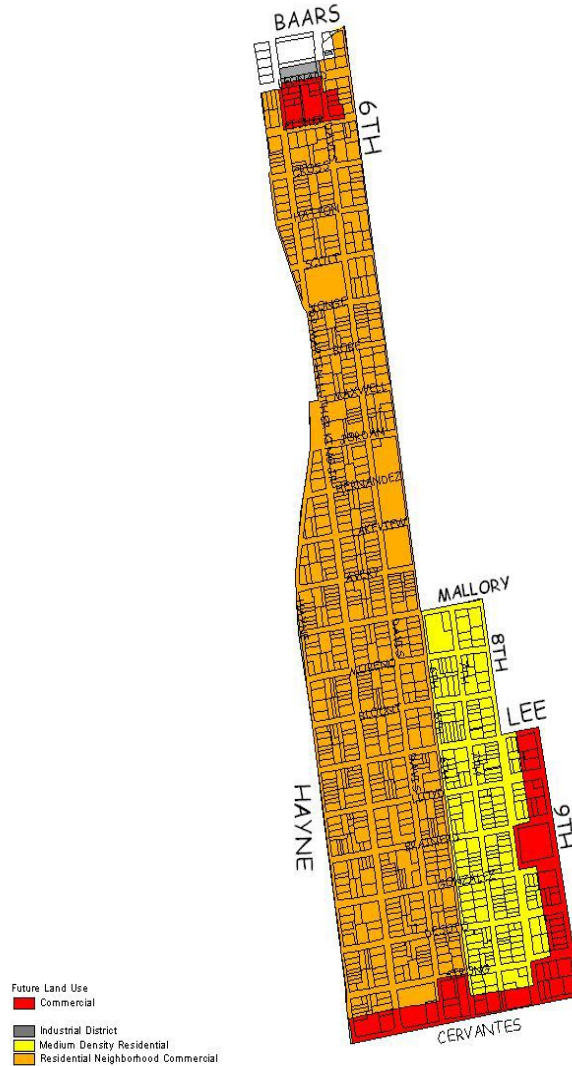




The Future Land Use element of the Pensacola Comprehensive Plan designates most of the property in this neighborhood as commercial (R-NC zone). This designation is consistent with area zoning but is inconsistent with neighborhood redevelopment goals.

## 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. 6<sup>th</sup> 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 6<sup>th</sup> 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 7<sup>th</sup> Avenue (Corner 7<sup>th</sup> & Desoto)
- 801 E. Desoto (Corner 8<sup>th</sup> & Desoto)

#### New:

- Lloyd Street from Hayne to 8<sup>th</sup> Avenue
- Brainerd Street from Hayne to 6<sup>th</sup> Avenue
- 8<sup>th</sup> Avenue from Gonzalez to Blount
- 7<sup>th</sup> Avenue from Mallory to Maxwell
- 6<sup>th</sup> Avenue from Brainerd to Mallory
- Mallory from 6<sup>th</sup> 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 8<sup>th</sup> Ave, 8<sup>th</sup> 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 8<sup>th</sup> Ave
2. 8<sup>th</sup> 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***

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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***

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### ***Issues and Goals***

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#### **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 6<sup>th</sup> 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

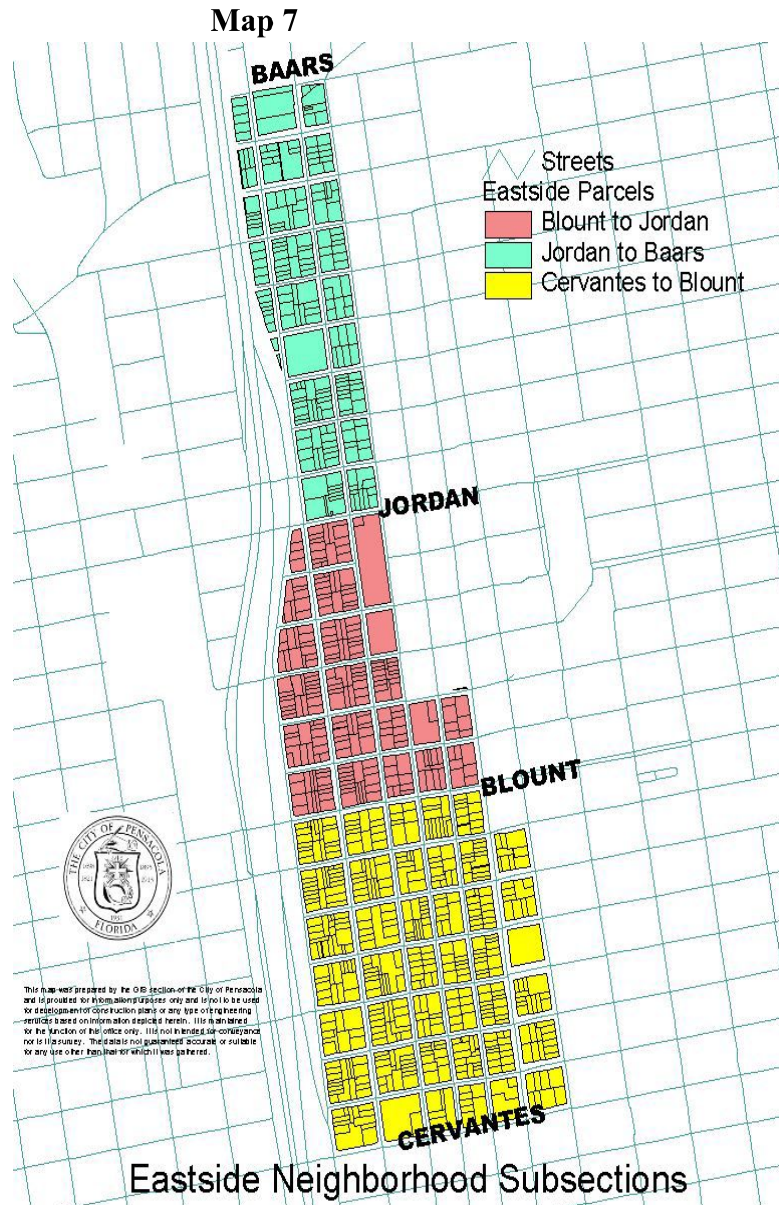


Clean up of 6<sup>th</sup> Avenue  
Need for restrooms at Central Park

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

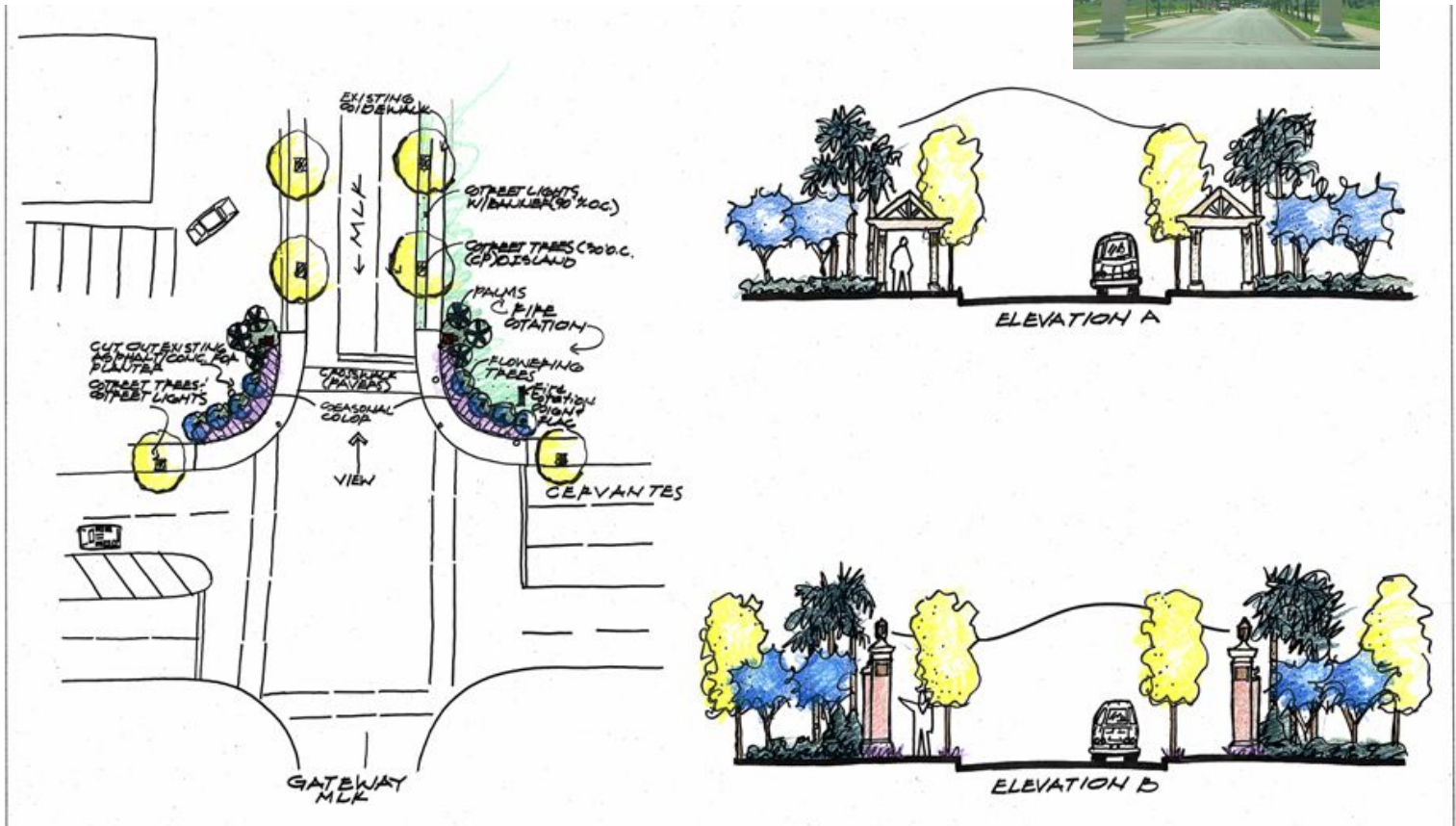
## **4.4 Corridor Enhancement**

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

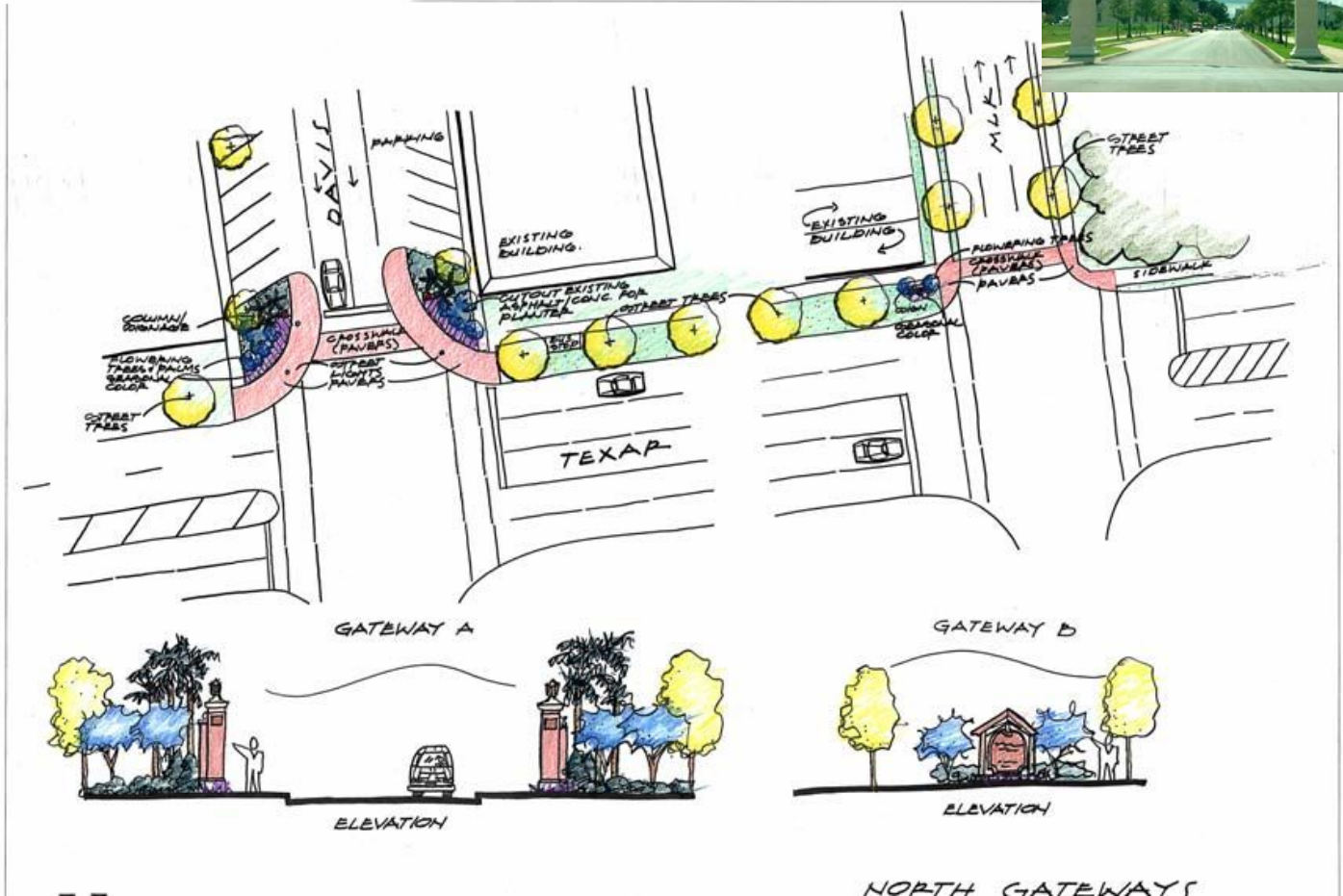
## Gateways



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

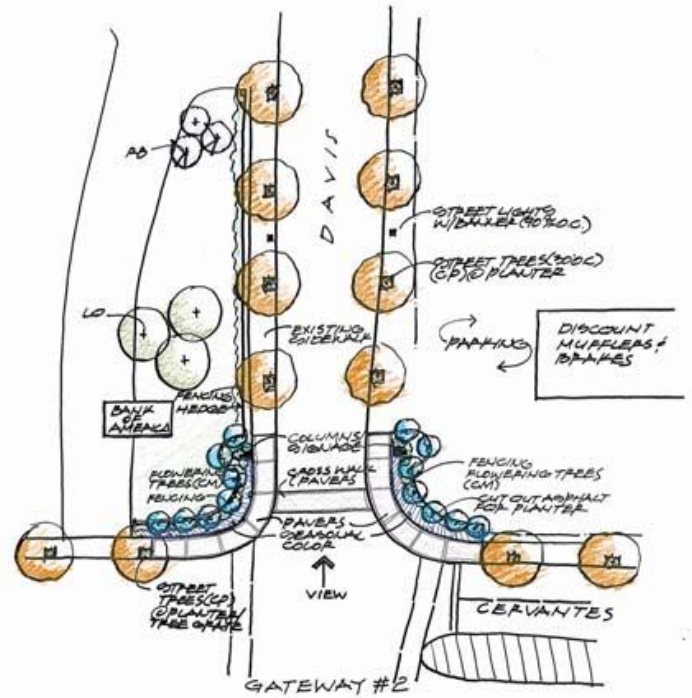
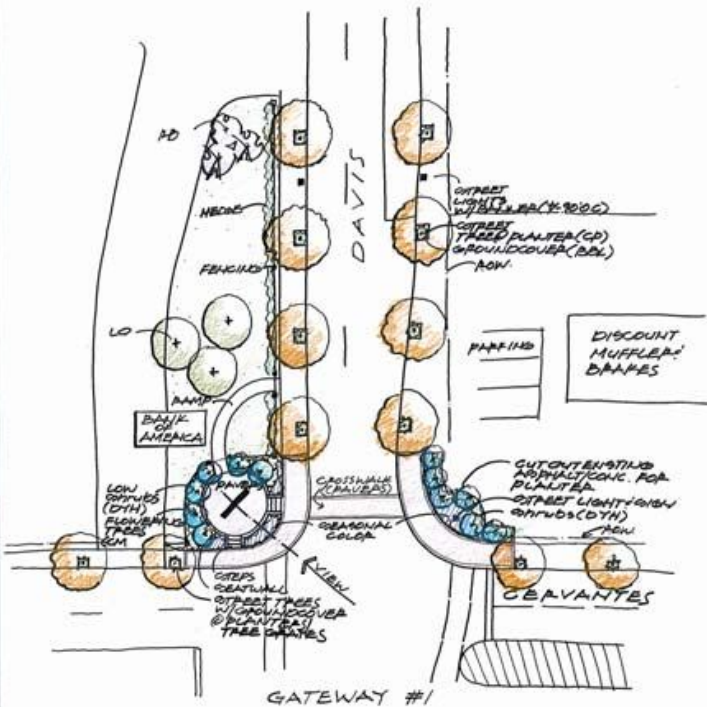
**Possible Gateway Treatment- MLK/Davis and Texar**

# Gateways



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

**Possible Gateway Treatment- Davis and Cervantes**



**VOLKERT**  
& ASSOCIATES, INC.  
Engineers • Architects • Planners

**GATEWAYS  
EASTSIDE NEIGHBORHOOD**

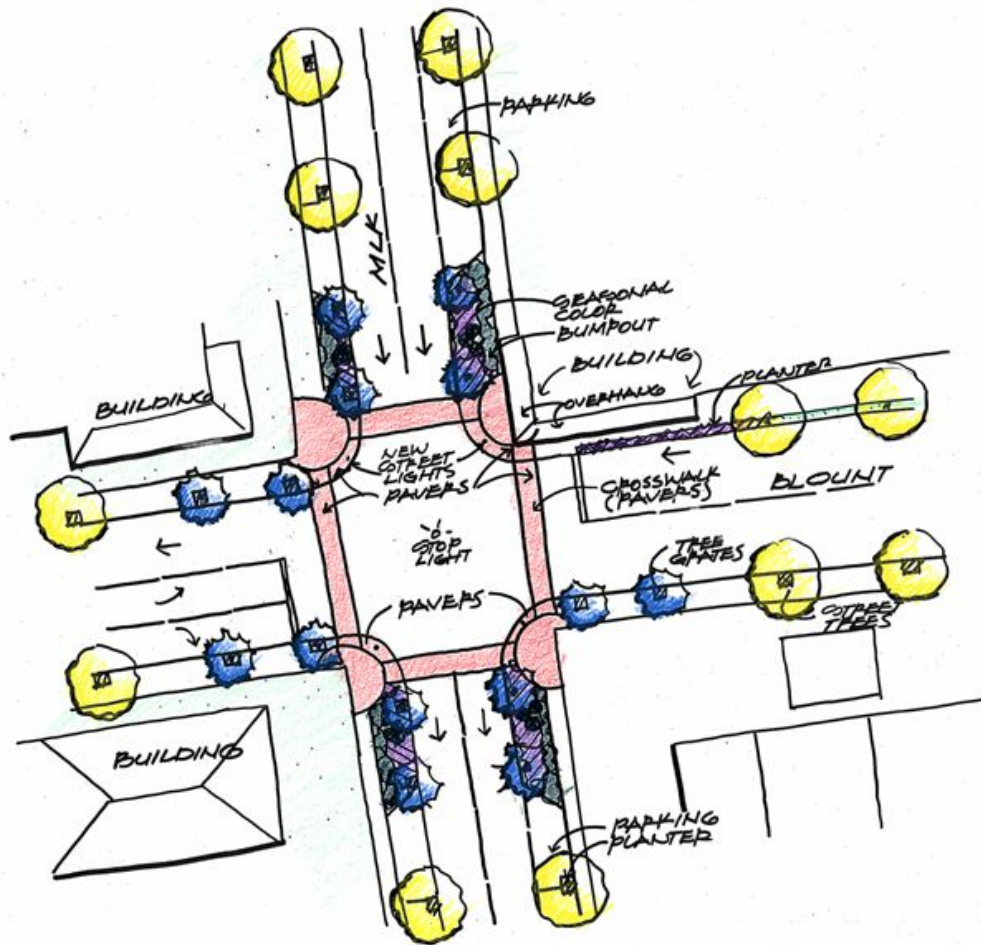
08/15/03



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

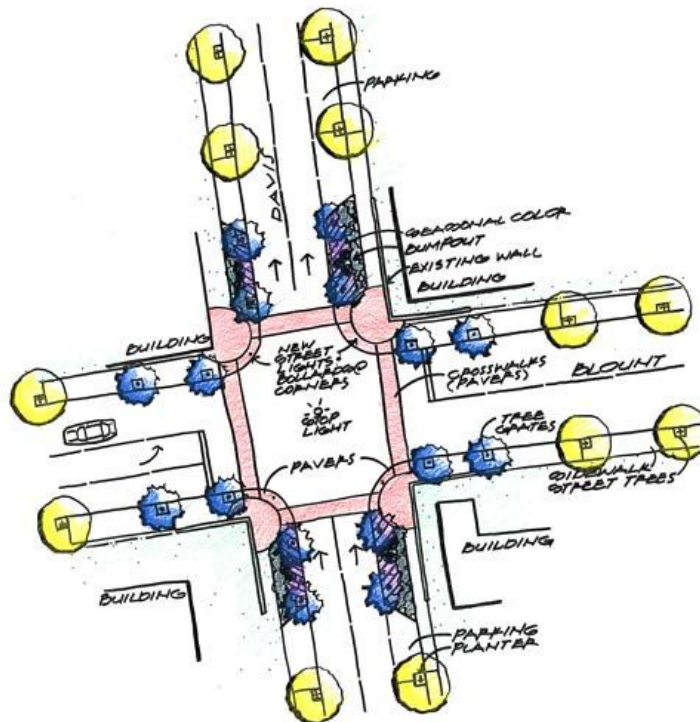
**Possible Intersection Enhancement- Blount and MLK**

## Intersection Enhancements



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

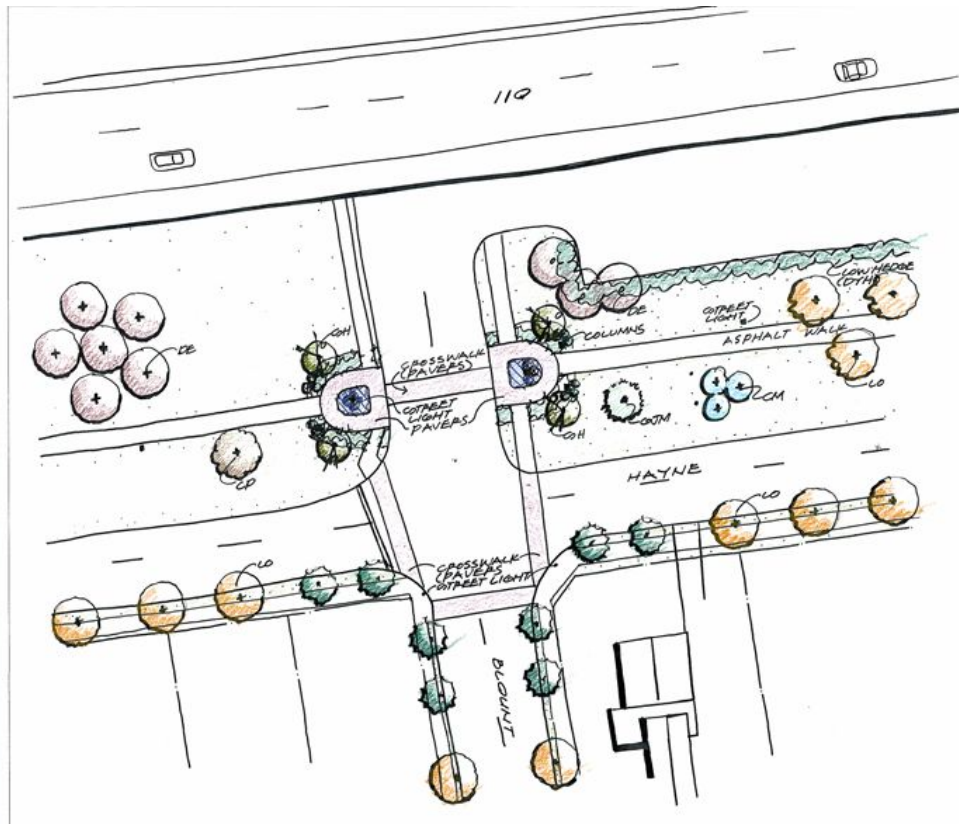
**Possible Intersection Treatment- Blount and Davis**



**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



CRAPE MYRTLE



SHUMARDI OAK



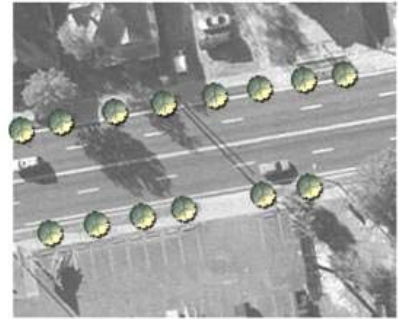
DRAKE ELM



SABLE PALM

#### 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***

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### ***Action Plan***

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#### **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 <sup>1</sup>

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

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<sup>1</sup> 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: \$859,575<sup>2</sup>

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

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<sup>2</sup> 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: \$689,000<sup>3</sup>

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 year<sup>4</sup>

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: \$522,000<sup>5</sup>

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

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<sup>3</sup> Source: Public Works Department

<sup>4</sup> Source: Public Works Department

<sup>5</sup> 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: \$127,000<sup>6</sup>

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 year<sup>7</sup>

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<sup>6</sup> Based on Year 6 LOST and CDBG sidewalk expenditures.

<sup>7</sup> 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 9<sup>th</sup> 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: \$231,000<sup>8</sup>

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: \$130,000<sup>9</sup>

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<sup>8</sup> Source: Public Works Department

<sup>9</sup> 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: \$70,800<sup>10</sup>

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

- (3) Action: Evaluate the operation of the I-10 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: \$750,000<sup>11</sup>

Resources: Staff time; LOST funds.

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<sup>10</sup> Source: Engineering Department based on Volkert & Associates conceptual design plan

<sup>11</sup> 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 Program<sup>12</sup>  
\$1,582,500 Homeowner Assistance Program<sup>13</sup>

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

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

<sup>13</sup> 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 unit<sup>14</sup>

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).

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<sup>14</sup> 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: \$870,000<sup>15</sup>

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.**

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<sup>15</sup> 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 year<sup>16</sup>

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 lot<sup>17</sup>

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 lot<sup>18</sup>

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)).

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

<sup>17</sup> Based on the average lot purchase cost under the Urban Infill and Redevelopment Program.

<sup>18</sup> 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: \$20,000<sup>19</sup>

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: \$56,000<sup>20</sup>

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.

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<sup>19</sup> Source: Community Redevelopment Agency

<sup>20</sup> 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: \$22,600<sup>21</sup>

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

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<sup>21</sup> 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?

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2. What are the main issues facing Eastside today?

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

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

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

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

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

Name: \_\_\_\_\_ Address: \_\_\_\_\_

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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 18<sup>th</sup> 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

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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 8<sup>th</sup> 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 7<sup>th</sup> and 8<sup>th</sup> Ave.
- 8<sup>th</sup> Ave and Avery – Although Avery St east of 6<sup>th</sup> Ave is outside your study area, I have ordered three new lights to be installed on Avery St between 6<sup>th</sup> and 9<sup>th</sup> Ave. In addition, I have ordered new lights installed on Mallory St between Davis and 6<sup>th</sup> and between 8<sup>th</sup> and 9<sup>th</sup>.
- 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. 1999 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*