

COMMUNITY MARITIME PARK

Pensacola, Florida

URBAN DESIGN ASSOCIATES

APRIL 2005



Background & Overview

A. Proposed Program:

The Studer Group in collaboration with the University of West Florida and the Maritime Museum propose to create a public private partnership to develop the 27.5-acre parcel of publicly owned land formerly known as the Trillium property.

The proposal calls for a mix of public and private development that will create a new focus of public and civic life for Pensacola on the waterfront. A community park with seating for 3500 people will provide a venue for minor league baseball, local sporting events, concerts, graduations, and other large gatherings. A Maritime Museum and Center will include an aquarium, tall ship exhibit, working areas for the archaeologists and researchers, and exhibits of the maritime heritage of Pensacola. A conference facility will include meeting rooms, and a large assembly and ballroom facility, as well as auditorium for general conferences, for civic events, for University of West Florida programs, and for the Maritime Center.

Portions of the land will then be appropriate for the private development of offices, retail uses, restaurants, a possible hotel, and residential development. This private development will provide much needed tax base for the City and support the development of the public areas.

B. History of the Proposal

The proposal was presented in the course of the Fall of 2004. The office of Miller Caldwell, architects, prepared diagrammatic plans to illustrate the way in which these uses might fit on the site. In the course of public discussions, it was agreed that in order to proceed a master plan for the site would be prepared with broad based public input.

C. Planning process

Urban Design Associates has conducted a three-step process to accomplish this.

The first step included a series of focus group meetings and a large public forum to establish criteria for design. The second step was organized around a three-day working session in which various design alternatives were developed. The third step included developing a preferred plan and an implementation plan. The purpose of this report is to summarize the conclusions reached in that process.



View of Devillers Wharf

PROGRAM	ADDRESSES
A Great Lawn	1 Devillers Street
B Community Park	2 Devillers Square
C Maritime Museum	3 Devillers Wharf
D Conference Center	4 Spring Street
E Future UWF Classrooms	5 Spring Street Park
F Pensacola Sports Hall of Fame	6 Waterfront Promenade
G Parking Garage	7 Performance Area
H Mixed-Use Development	8 Grand Trellis



AERIAL PERSPECTIVE Aerial view of the site area in the future

Process

STEP I

The first phase of the planning process which we call “figuring out what is going on,” included analyzes of the site and its context, and a series of focus groups and community meetings. In each meeting, participants were asked to identify the strengths and weaknesses of the area and of the site itself, critique the first proposal, and then identify optimum uses and design criteria for the site.

- 1 Strengths/Weaknesses
- 2 Critique of First proposal
- 3 Goals and Criteria

STEP II

The second phase of the planning process which we call “trying out some ideas” included an intense three-day working session in which the design criteria determined in the first phase were translated into a series of design alternatives. Participants were asked to describe what they liked and disliked about each. These comments were then incorporated into a preferred alternative which was presented in a public meeting.

- 1 Charrette events
- 2 Evaluation of Alternatives
- 3 Key Design Criteria

STEP III

The third phase or “deciding what to do” includes developing a preferred plan and an implementation plan which identifies sources and uses of funds and phasing. The input from the Charrette confirmed the preferred alternative presented at the charrette with amendments.





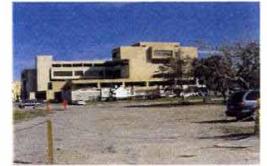
WEAKNESSES / BAD THINGS

- Sewage treatment plant and associated odor
- Blight and damaged structures
- Main Street is a barrier
- Neighboring industrial uses on the waterfront
- Unrealized prior design plans for the site
- Government center buildings and parking
- Waterfront park with diverse uses along Main Street
- Lack of public access to the water
- Lack of pedestrian connections to Downtown and the Historic District
- Connections from site to the north and the conditions of these streets
- Water quality

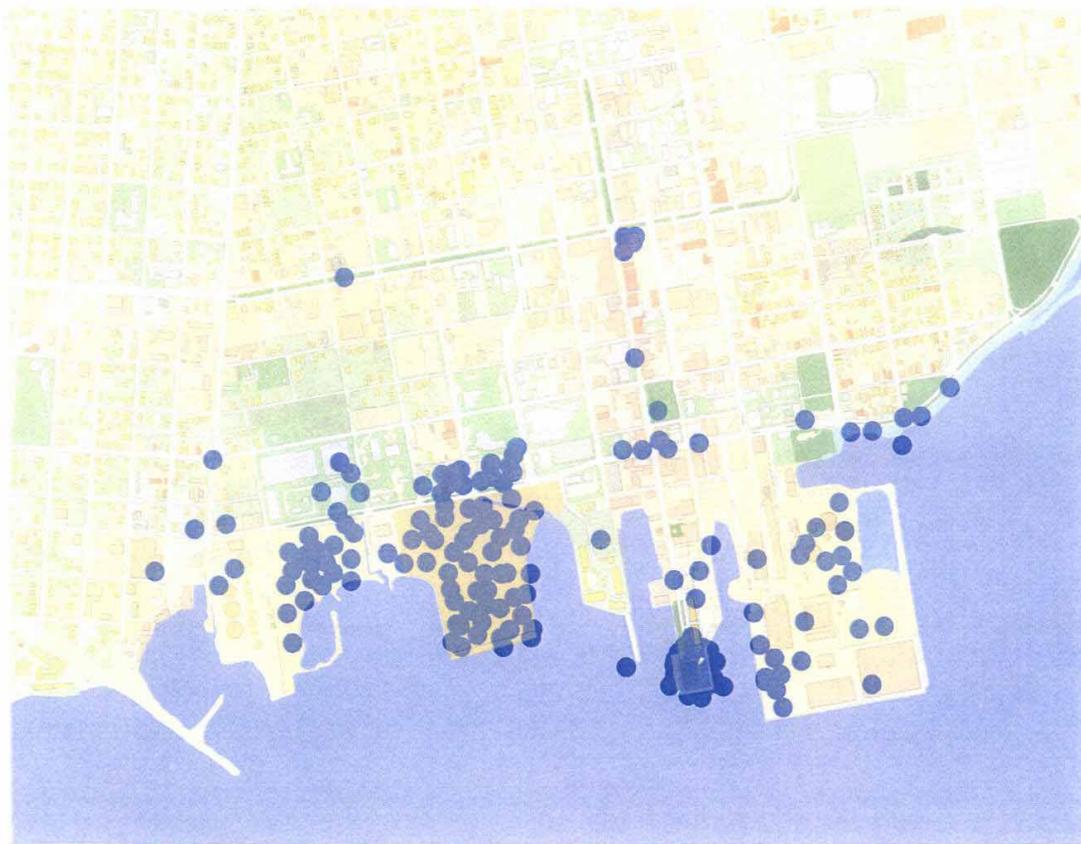


STRENGTHS / GOOD THINGS

- Waterfront site/access to the water
- Views from the site
- Large size of property/vacant site
- Centralized location and proximity to Downtown and the Historic District
- A place to bridge the east and west sides of the city
- Potential to spur revitalization of west side
- Historic and cultural activities nearby
- Public/private partnership
- Architecture of Palafox Street and the Historic District
- A focus of the community for post-hurricane Ivan rebirth



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OPPORTUNITIES AND PRIORITIES The blue dots signify opportunities and priorities as indicated by participants in the public process



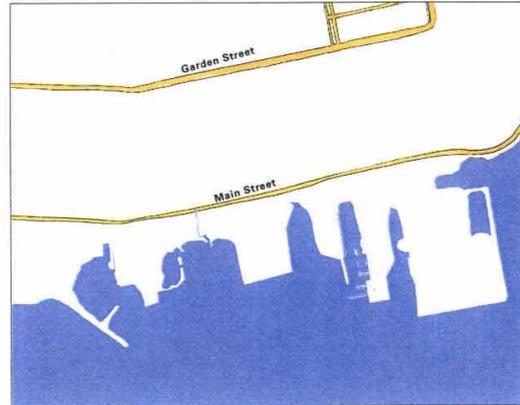
View of site and City buildings along Main Street



View of site and Pensacola Bay



PORTRAIT Existing conditions of the project area showing the nearby Pensacola Historic District Master Plan



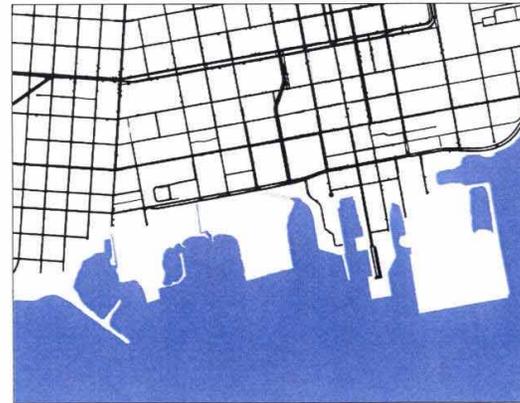
HIGHWAYS & ARTERIALS X-Ray analysis drawing showing the area's main through-streets



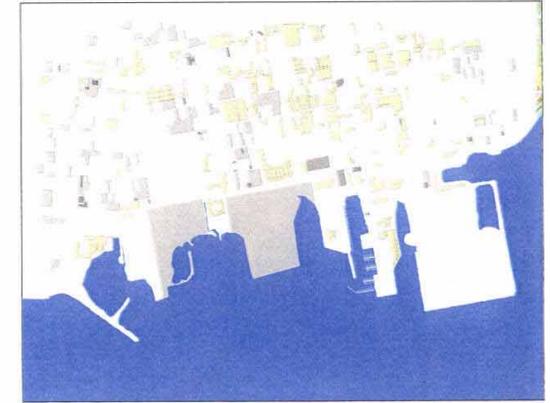
INDUSTRIAL USES X-Ray analysis drawing showing industrial uses in the area such as the Port facilities, the sewage treatment plant, and other private heavy industry



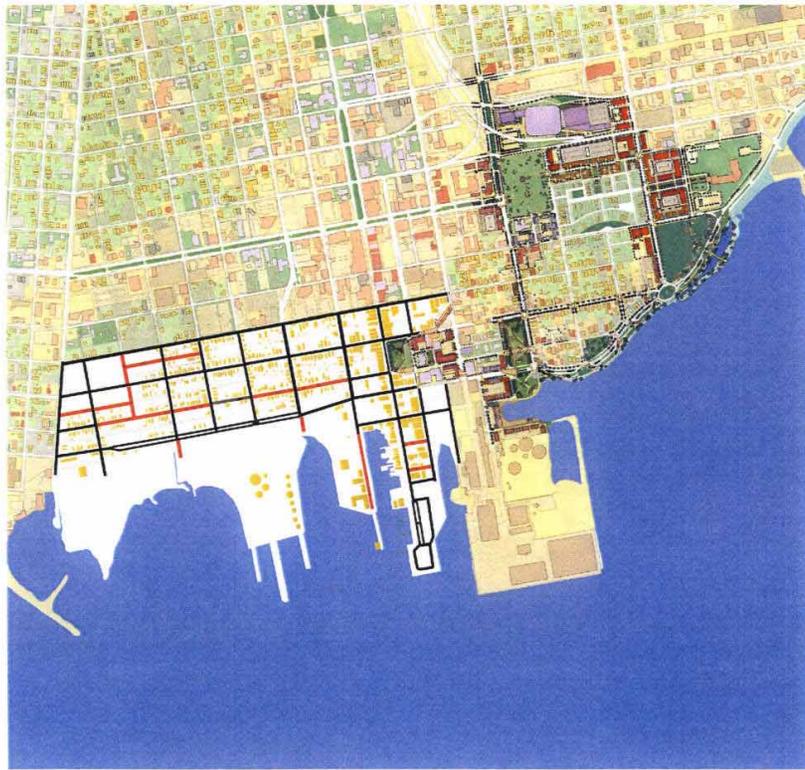
BUILDING FOOTPRINTS X-Ray analysis drawing showing existing building coverage



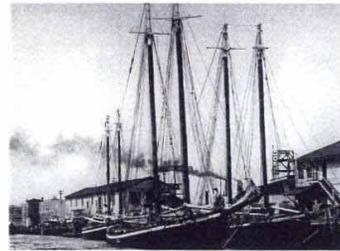
STREETS X-Ray analysis drawing showing the local street network



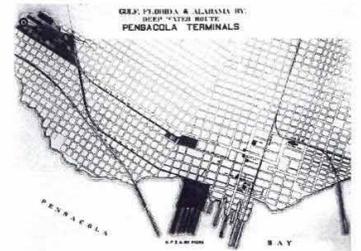
VACANCIES & SURFACE PARKING X-Ray analysis drawing showing the large amount of underutilized land in the area



HISTORIC FABRIC Though the site was historically industrial, some small structures also spotted the area. The red lines denote streets that once existed. The orange boxes represent buildings that existed historically.



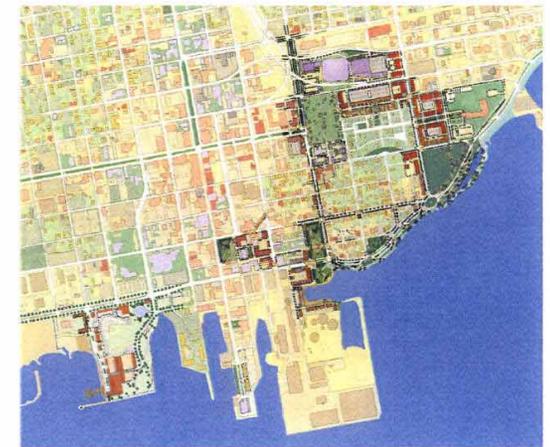
HISTORY AND HERITAGE The area possesses a rich history of many industries



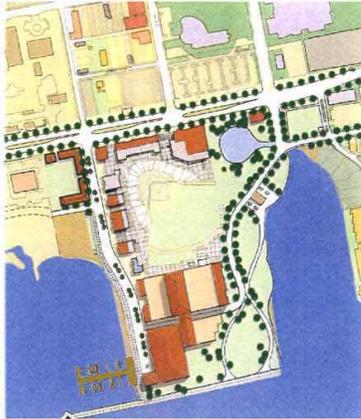
- ORIGINAL PROGRAM
- A Maritime Museum and Center for Research
 - B Conference Center for public, business and university use
 - C Community Park for minor league baseball and public use
 - D Parking structure for 500 cars
 - E Office development
 - F Shops and retail uses
 - G Waterfront park with diverse uses



THE ORIGINAL CONCEPT PLAN



The Original Concept Plan in context



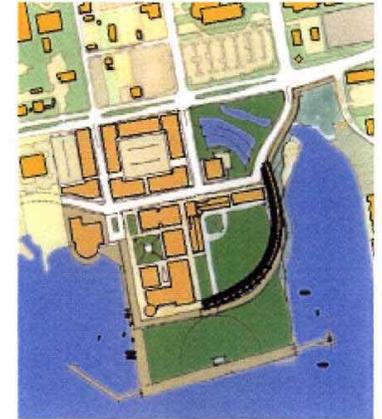
Original Concept Plan



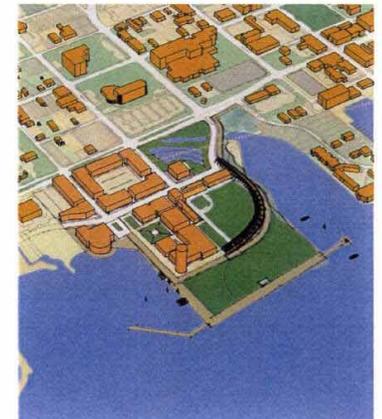
Charrette Alternative 1



Charrette Alternative 2



Charrette Alternative 3



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Master Plan

OVERVIEW

The preferred alternative which emerged in the course of the charrette provides an ample public park and system of open space along the waterfront. The existing street network of the area is extended onto the site to provide both pedestrian and vehicular access. The portion of the site closest to Main Street is designed as an extension of the city, while the balance of the site is a park containing public facilities, including the community park and the Maritime Museum.

The plan is conceived with two components: a Framework of Access and Public Open Space, and Public Facilities and Buildings which are served by that framework and animate it with human activity.

A. FRAMEWORK OF ACCESS AND PUBLIC OPEN SPACE

1. Streets and Squares

- a Spring Street: The elevation of most of Main Street along the edge of the site is lower than the site, which means there are no views of the water from these points. The exception is at Spring Street where inlet comes very close to the street. The plan therefore proposes a large public open space on the west side of Spring Street and the street entering the site curves to the alignment of Cedar Street, thereby providing sweeping views of the waterfront and park. The major part of the park is on this, the east side, of the property, thereby making the most of the one place the water is visible from Main Street.
- b Devilliers Street: Devilliers Street was once an important business and cultural focus of Pensacola. The Belmont Devilliers revitalization effort should be supported by development on the waterfront. Therefore, the plan extends the street onto the site, creates a public square at the inlet, and continues as wharf filled with

shops, restaurants and the Maritime Museum. This can provide docking for water taxis, ferries, excursion boats and pleasure boats. It will create a southern focus for Devilliers Street to reinforce the efforts underway at Belmont Devilliers.

- c Rues Street: Rues Street extends into the site with a view through the entrance to the community park across the baseball field to the water.
- d Spring/Cedar Street: As Spring Street curves around it becomes a new east west street parallel with Main leading to Devilliers Square and then continuing along the alignment on which the Donovan Development on adjacent property was based. It will be lined with active uses.
- e Waterfront Access Lane: a new, small scale street will be provided between the Community Park and the Maritime Museum. It will provide service access for those facilities, but it will also provide public vehicular access to the waterfront for the disabled, the elderly, and for the very young.

2. Public Open Space

The most successful public waterfronts are those with the widest diversity of types of public space with a wide range of activities giving people a reason to come to the waterfront.

- a Spring Street Park: Several alternatives were considered for the east waterfront of the site including a public beach, a conservation area, a boat landing, and a marina. There are significant difficulties in creating a beach, including the poor water quality and public safety issues as well as the fact that there are better locations for a beach. Therefore, the plan recommends a natural conservation area with some consideration for a boat landing and small marina.

- b Devilliers Wharf: The most active public space along the waterfront will be this 50-foot-wide public pedestrian space. Boats and ferries will be able to tie up and take on passengers, the museum and restaurants will have cafes and outdoor facilities, and it will be an integral part of the Park's system of Promenades
- c Bay front Promenade: The south waterfront of the property currently includes a bulkhead and approximately 750 feet of concrete paving. It will be developed as a promenade with lighting and railings along the water's edge, with seating and other amenities to create a variety of public spaces.
- d Festival Place: The southeast corner will be graded to create an amphitheater with some form of acoustic shell for concerts and performances. The hard surface areas of the park are designed to accommodate between 200 and 300 booths for arts festivals.
- e Gardens: The configuration of paving creates a series of locations for gardens and special areas which provide an opportunity for civic groups and individuals to contribute to the enrichment of the park.
- f Children's Play areas: In several locations, sheltered areas are provided for small children's play equipment.
- g Picnic Pavilions: Pavilions at the edges of the park near the water provide architectural interest as well as sheltered areas for picnics.

B. PUBLIC FACILITIES AND DEVELOPMENT

The public facilities in the proposal are conceived as attractions that will draw people to the waterfront. By providing reasons to come to the waterfront, these facilities will make it more accessible and provide the activity which will ensure a vital, safe, and lively environment.

1. Public Facilities

- a Community Park: This 3500-seat stadium is conceived as a multi-use facility appropriate for minor league baseball and other sports

as well as concerts, graduations and other public events. When not used for events that require an entrance fee, it will be open to the public. The upper terrace or concourse level includes a barbecue and picnic area overlooking the field.

- b The Trellis: The edge of the Community Park (or outfield line) is defined with a public amenity which provides shade in the large open park. It is a trellis designed to carry vines. Its interior columns will support gates which, when closed separate the field from the park during events. At other times, the gates will be open. At all times the trellis will be open to the public and can provide shelter for booths during festivals.
- c Conference Center: The 45,000-square-foot conference center will include a ballroom and assembly area which can be used by the public for special events, for conferences and meetings, and as part of the University of West Florida's Downtown program, as well as visitors to the Maritime Museum. Additional classrooms and meeting areas will be provided for a variety of uses. All users will provide income to the project for its maintenance and operations. Its architectural character builds on the traditions of the region with a series of overhanging porches and decks and hip roofs.
- d Maritime Museum and Research Complex: The Maritime Museum will be a major draw to downtown and to the site. It will include a tall ship exhibit, an Aquarium, exhibits on the maritime history of the region. It will also be a working research complex with members of the University of West Florida archeology and marine staff. This work will be an integral part of the exhibit experience. The program includes a maritime service building for the research boats that will be part of the program. In this way the waterfront museum experience includes elements of a working waterfront, true to Pensacola's history.

The Museum will also include outdoor exhibits including boats, wood products, and representations of historic industries. The architecture of the buildings will reflect this history and be in similar to the buildings which would have been found on the waterfront in the 19th and early 20th centuries.

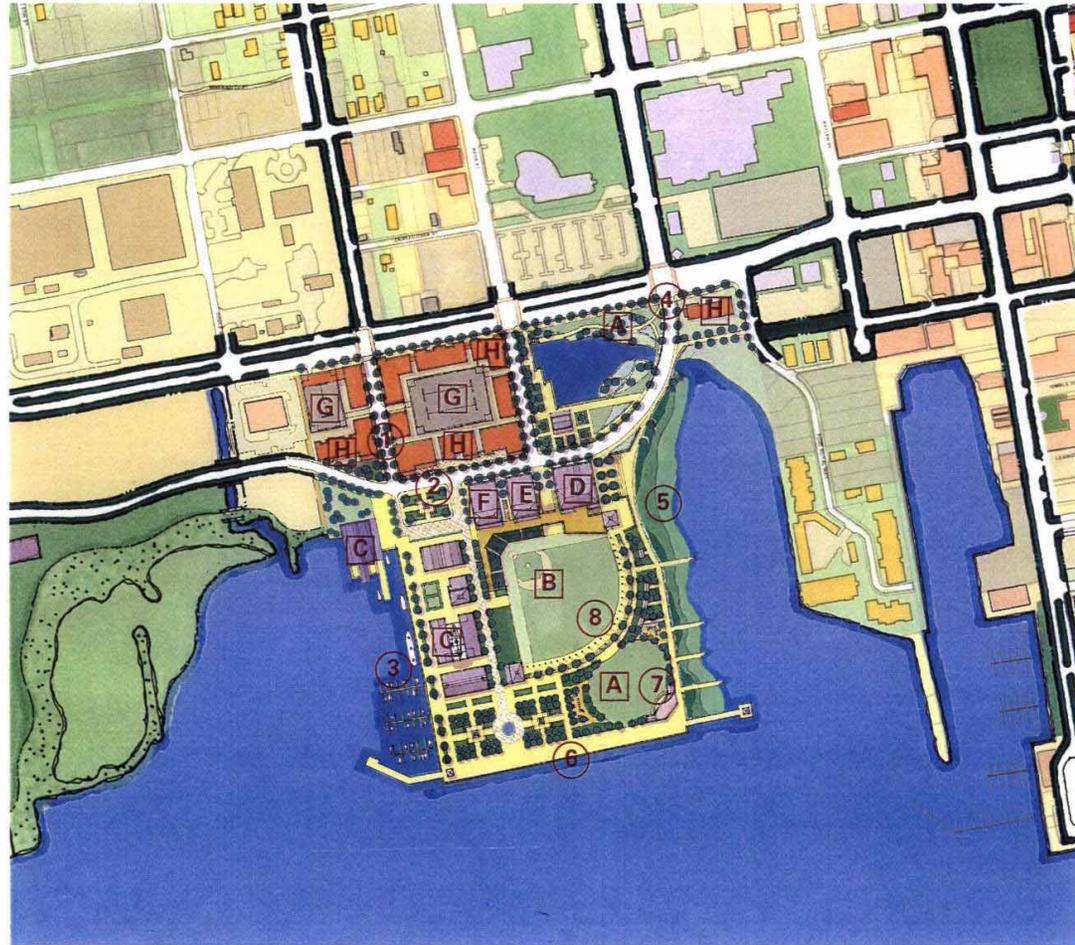
- e University of West Florida: Additional classroom space will be integrated into the later phases of the development.

2. Development

It is critical that the site be developed with a combination of public and private development. The private development will provide tax revenues in the future that will support additional development in the City and support some of the public activities along the waterfront. The Plan uses the public facilities and the investment of both public and private investment in those public facilities to create valuable development sites.

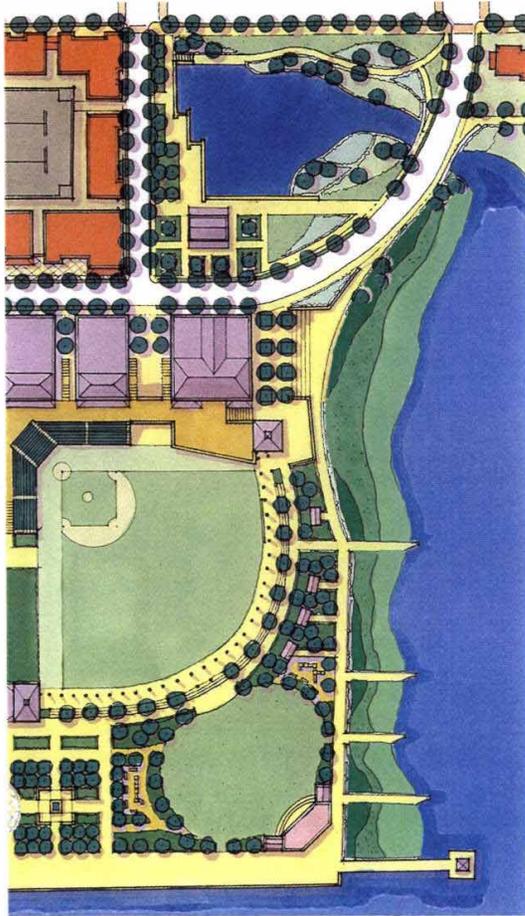
- a Mixed Use Office/Retail Buildings: The plan creates two blocks for mixed-use buildings between the new Spring/Cedar Street and Main Street. The center of each contains a parking structure with spaces for both the development and for public use. The perimeters are mixed-use buildings. The plan indicates a total of 175,000sf on the ground floor of these buildings, which could result in as much as 700,000sf, depending on market and parking availability.
- b Spring Street Entry Buildings: Two small sites are appropriate for private development on each side of Spring Street. On the west side, in a park-like setting, we recommend a reconstruction of the historic house to be used as offices or retail purposes. On the east side a small site is available for a building which also should be in a form similar to historic structures from the area.

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MASTER PLAN The preferred plan that emerged from the public charrette

Spring Street

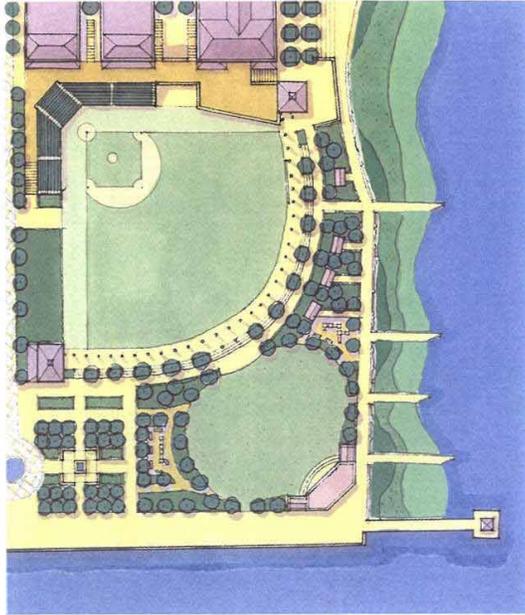


Spring Street area



View of Spring Street and the diverse park spaces beyond

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Great Lawn area



View of the Great Lawn from the Grand Trellis of the Community Park



Devillers Wharf area



View along Devillers Wharf and the Maritime Museum buildings

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Master Plan



Diagram of Public Investments



CRA and City funding



Other public grants

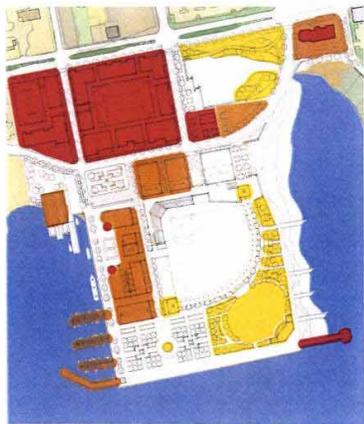
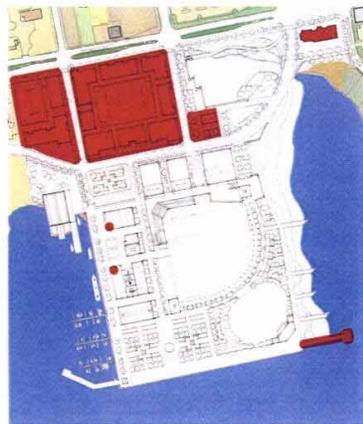


Diagram of Private Investments



Mixed-use Development



Private Donations



Privately-funded Public Uses