



West Moreno District

Phase 2: Development & Implementation Strategy

Community Update Meeting

Friendship Primitive Baptist Church - June 7, 2016





1. Project Context & Overview

2. Neighborhood Improvement Plan & Strategy

3. Community Discussion and Q & A

LWLP: We Deliver Places That Thrive & Endure

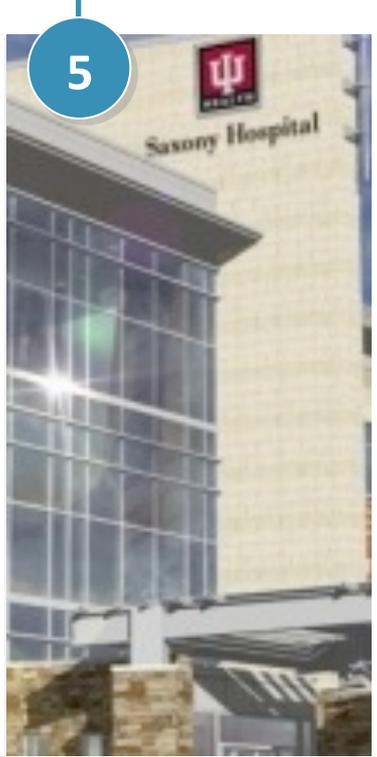
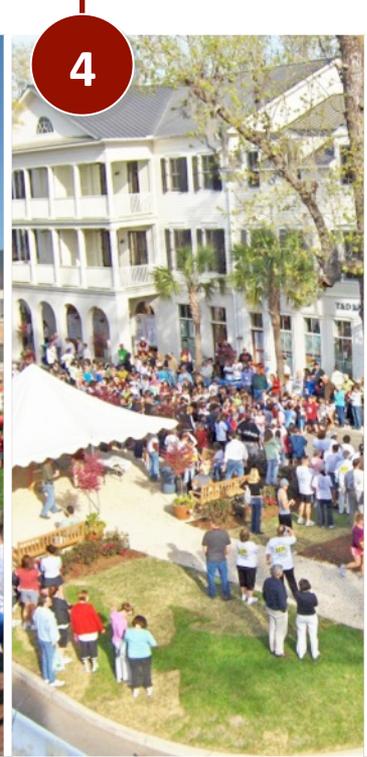
Downtown & Urban Revitalizations

Resort Towns & Recreational Villages

College Towns & University Districts

Health Care Centres & Medical Districts

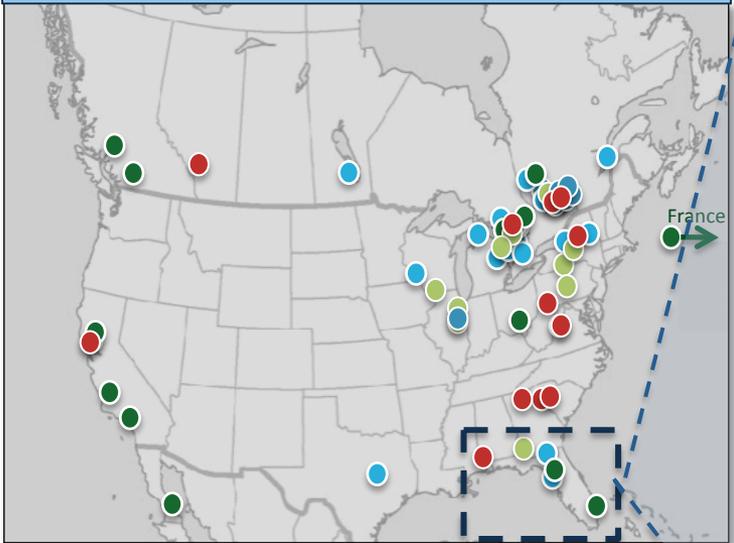
Mixed-Use New Urbanist Communities



LWLP: Legacy Projects Across North America



International

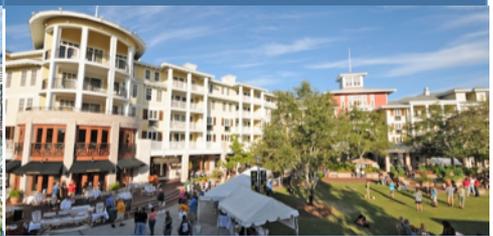


Select Florida Experience



Downtown Boca Raton
Boca Raton, FL

Town of Seaside
Seaside, FL



Marina District
Riviera Beach, FL

The Village of Baytowne Wharf
Destin, FL



College Town
Tallahassee, FL

Downtown Tallahassee
Tallahassee, FL

Overall Project Goals

Collective Goals

- New Development (Get Shovels in the Ground)
- Enhance the “E” Street Gateway/Corridor
- Catalyze Westside Neighborhood Revitalization



1. Free Existing Hospital Spaces for Medical Use
2. Consolidate Administrative Functions
3. Develop Campus Culture
4. Enhance Retail Diversity and Quality



1. Promote Healthier Communities
2. Move Prosperity Westward
3. Connect North and South
4. Improve Key Corridor and Gateways
5. Leverage Healthcare industry to Spur Economic Development



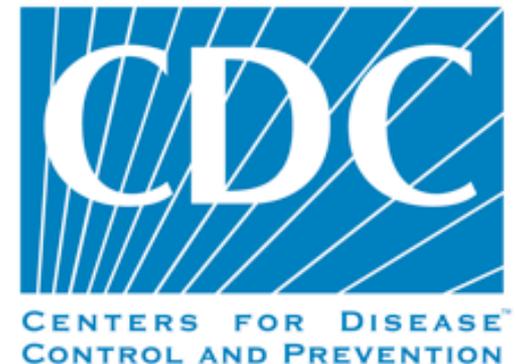
1. Move Prosperity North and West of Pensacola
2. Enhance Palafox Street, “E” Street and Pace Blvd
3. Develop Workforce
4. Enhance the Walkability of Major Roadways

Creating Healthy Communities

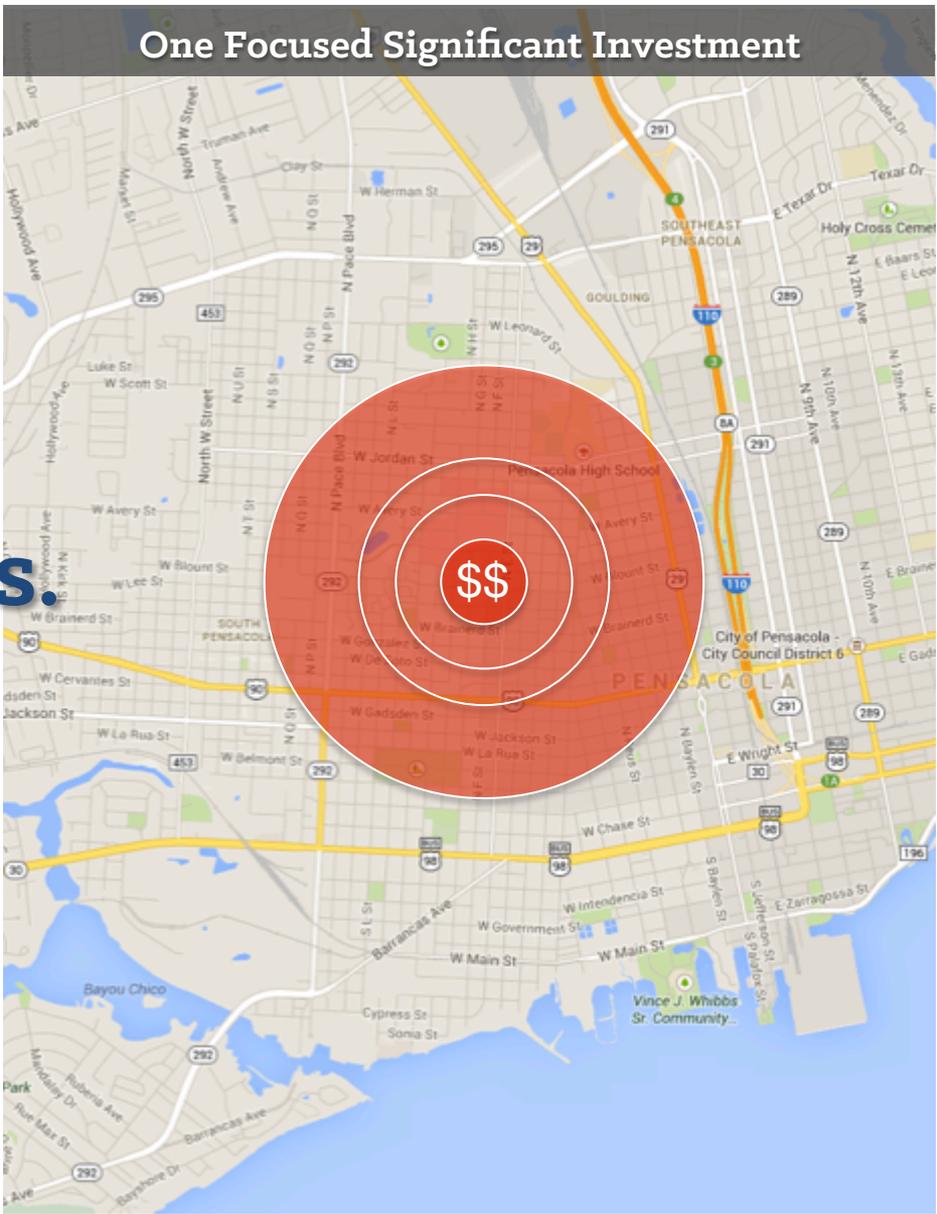
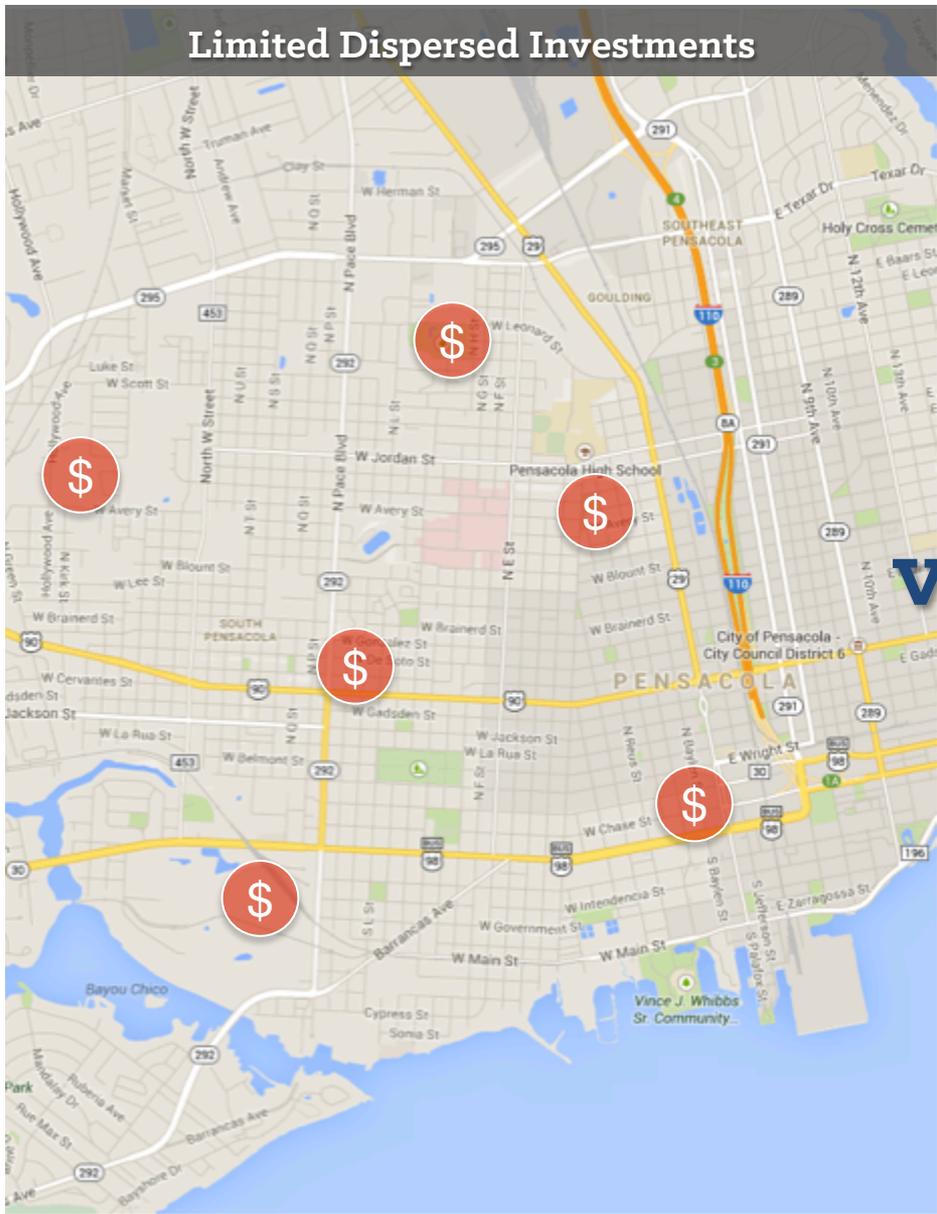


Healthy Community Design Principles

- Mixed-land use: homes, shops, schools, and work are close together
- Public transit, pedestrian and bicycle-friendly
- Accessible and socially equitable community
- Housing for different incomes and different stages of life
- Green spaces and parks that are easy to walk to
- Safe public places for social interaction
- Fresh, healthy food outlets

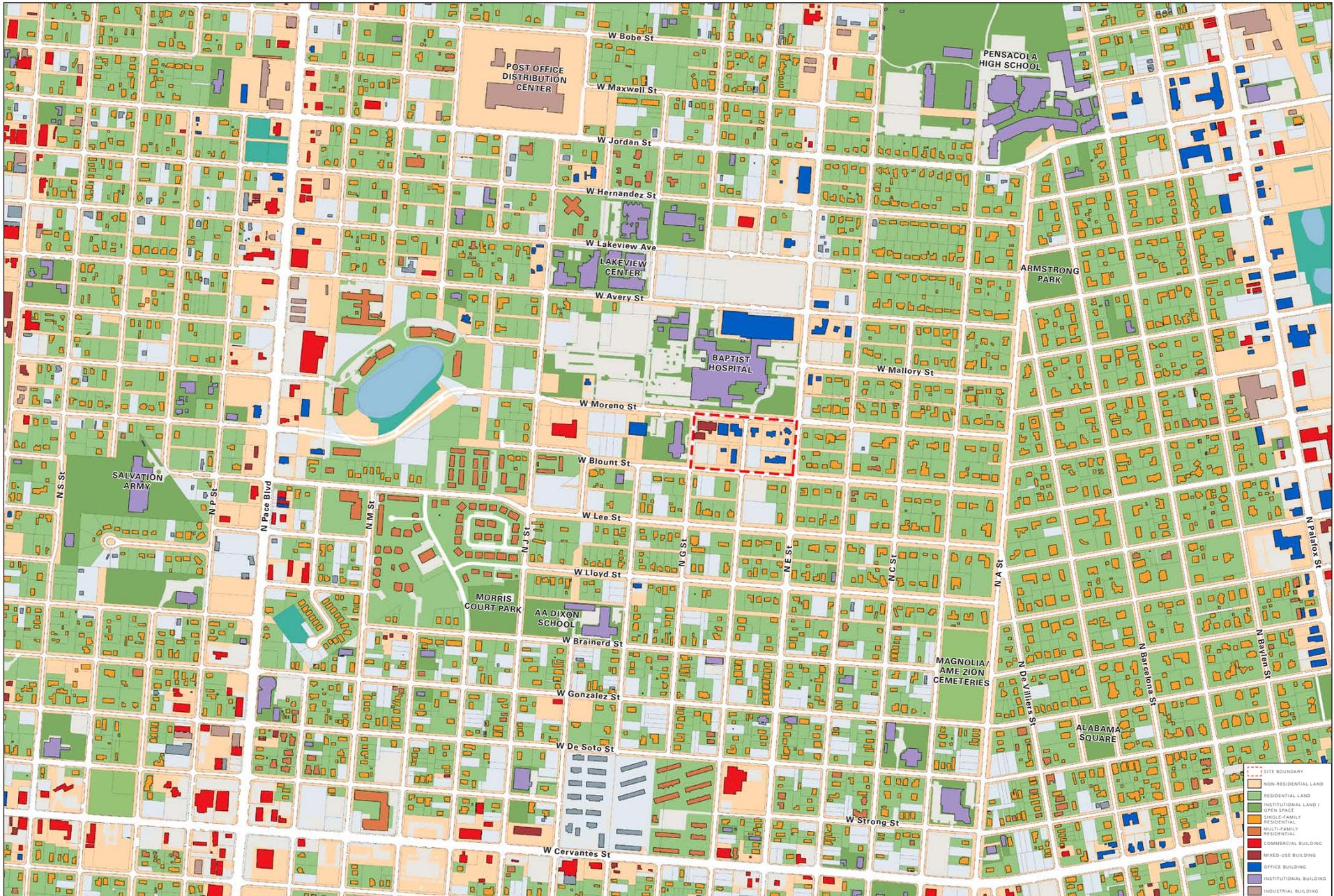


Goal: Focused Westside Investment



vs.

Neighborhood Context & Existing Conditions



West Moreno District

Vision

West Moreno will be the **next great Pensacola district**, characterized by a **world-renowned** hospital anchor, **diverse** living options, a **broad mix** of retail services and amenities, and an **active and accessible** public realm that invites **pedestrian activity**. It will be a **catalyst** for the resurgence of Pensacola's **Westside**, and emblematic of the culture of historically African-American neighborhoods.



Guiding Principles



**Safe, Walkable
Neighborhood**



**A Great Place
to Work**



**Everyday
Conveniences**



**Diversity
of Living Options**



**Distinct, Vibrant
Neighborhood**

Neighborhood Issues to Address: What's Broken?

Inconsistent/Incomplete Streetscapes



Vacant Land & Dilapidated Housing



Ad-hoc Stormwater Management



Stormwater Detention & Street Condition on Blount

Flooding



Stormwater Detention on Corner of Lee St. & F St.

Neighborhood Issues to Address: What's Missing?

Lack of Retail & Restaurant Amenities/Services



Lack of Quality Public Space



Lack of Green Space & Recreational Amenities



Target Redevelopment Programming

BUILT FORM



Professional Office Building

PUBLIC REALM



Community Park & Green Space



Stormwater Management & Public Amenity



Retail Services & Amenities



Public Plaza Space



Streetscape Improvements

Phase 2: Development Plan & Implementation Strategy



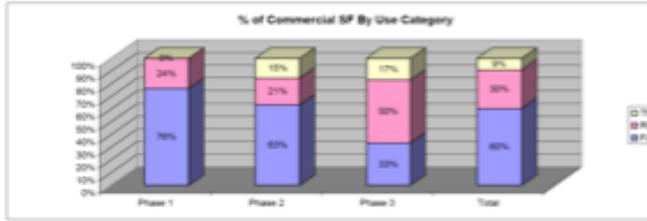
Project Planning and Design

Commercial Economic Study
Base Counts
Moreno County, California

Commercial Use Viability Continuum

Key Uses: Neighborhood Anchor & Association, Specialty Retail, General Retail

Commercial Use Category	Average Unit Size	Total SF	% Total	Phase 1				Phase 2			
				Count	%	Count	%	Count	%	Count	%
Anchor	3,750	71,400	30%	10,000	25%	5,000	40%	100	1%	100	1%
Major Entertainment	3,000	12,000	5%	4,000	21%	5%	7%	200	2%	200	2%
% to Retail	815	8,145	12%	7,500	28%	7%	7%	2,440	12%	40	1%
Major Retail	700	7,000	12%	3,000	28%	7%	7%	2,000	11%	7%	7%
Minor Retail	600	3,600	5%	1,500	18%	7%	7%	200	2%	200	2%
Total Retail	2,150	20,600	17%	14,500	46%	14%	14%	2,200	10%	47%	4%
Total	1,750	17,500	100%	31,000	100%	31,000	100%	40,000	100%	40,000	100%



Financial Feasibility & Funding



Community Outreach



Implementation Plan

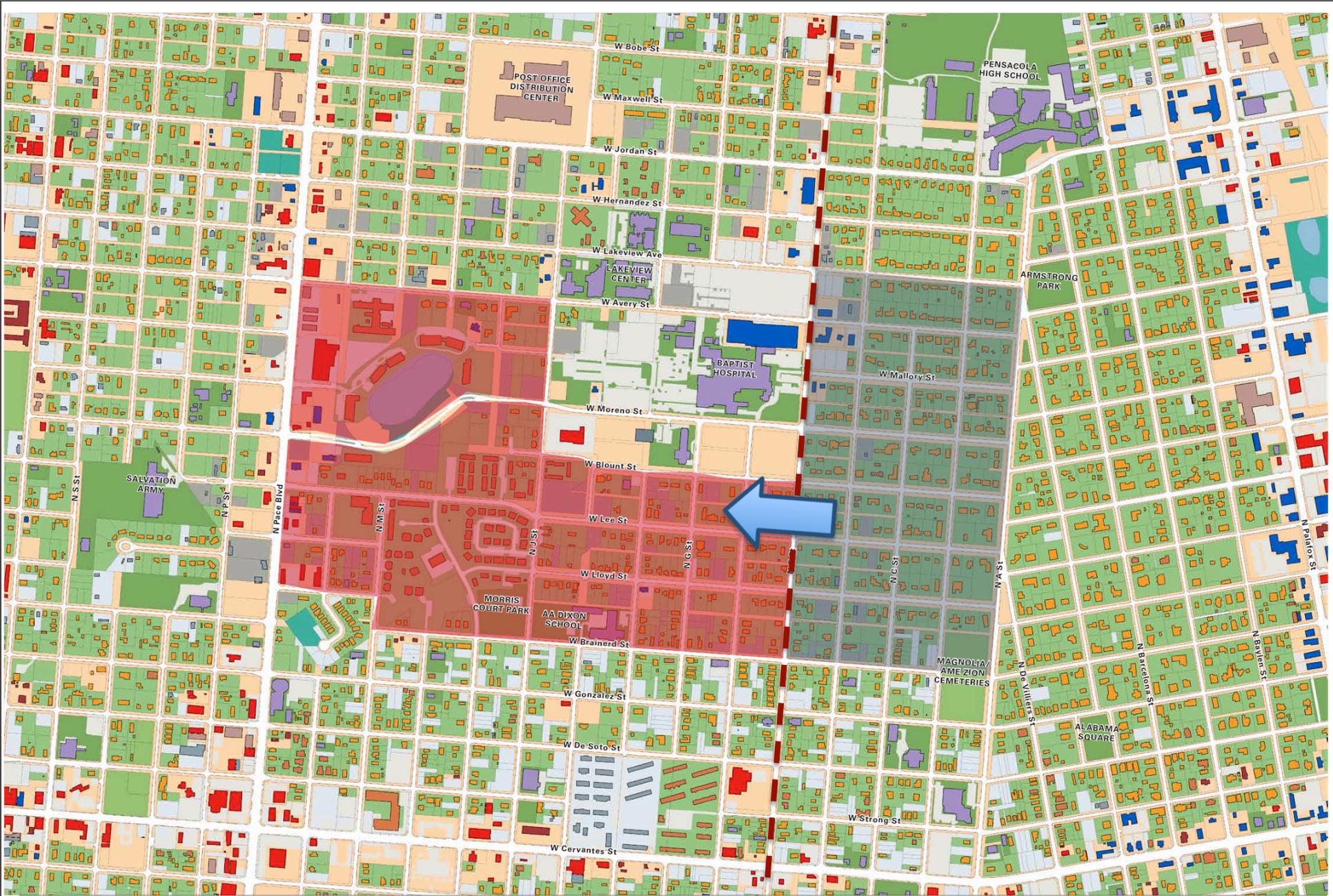


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Strengthen Neighborhood & Stretch Prosperity Across E St.



Key Initiatives: A 3-Part Reinvestment Strategy



1) Baptist Hospital Reinvestment

- Existing Facilities Rehab
- New Medical & Administrative Facilities
- Site Improvements & Parking
- New Neighborhood Commercial Development

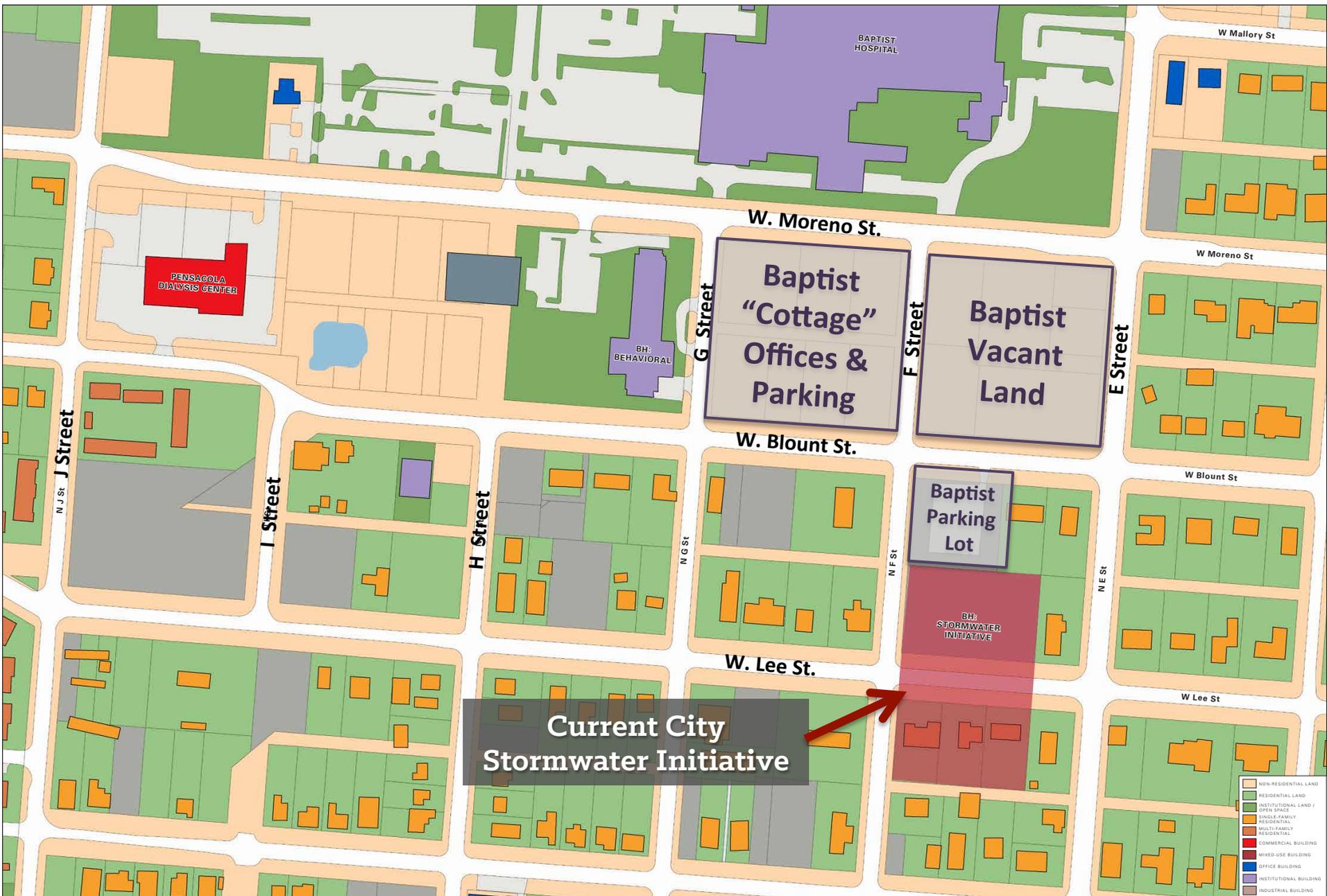
2) City & County Reinvestment

- Streetscape Improvements
- New Park and Recreation Amenities
- Stormwater Management
- Lighting and Safety Improvements

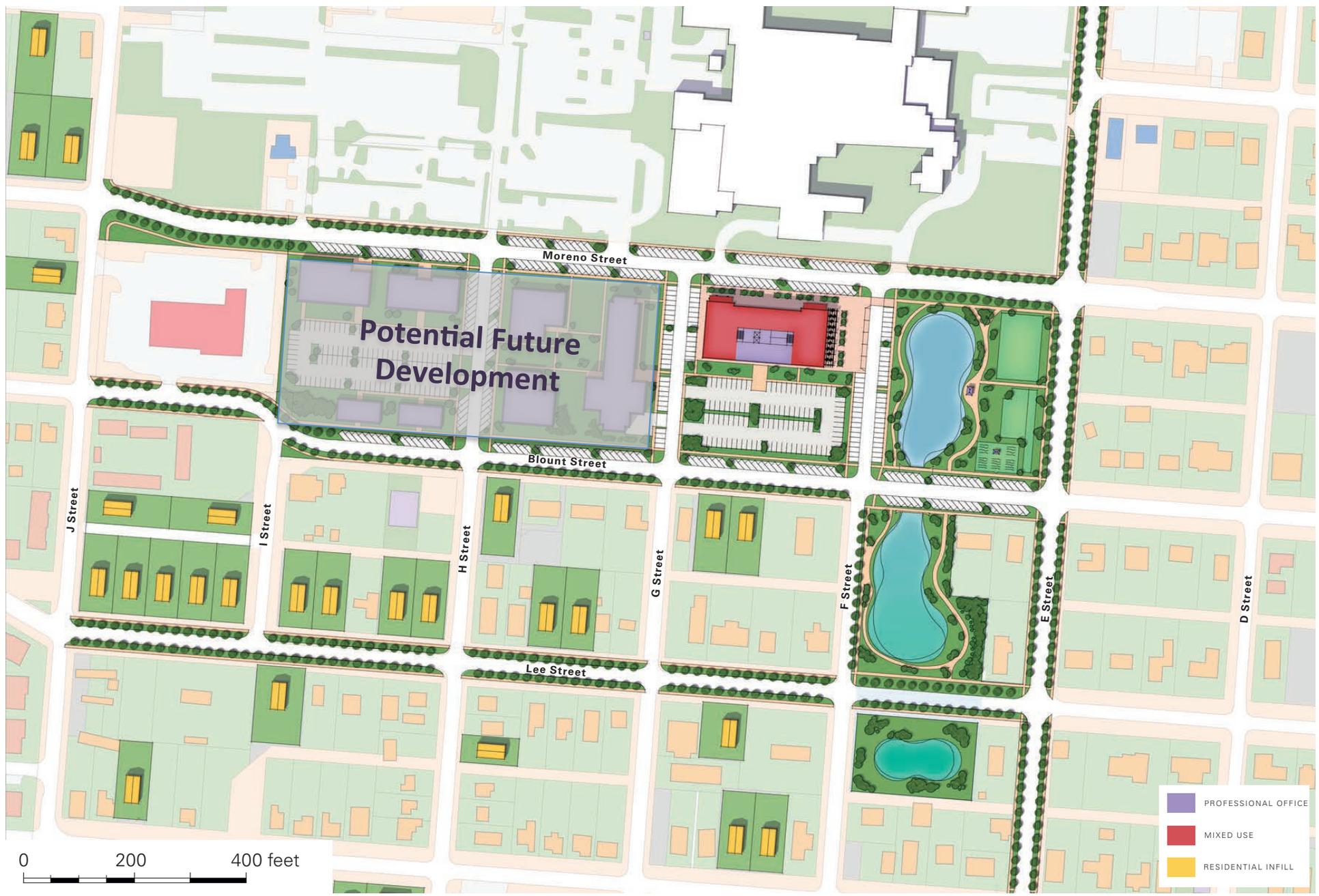
3) Housing & Neighborhood Reinvestment Partners

- Housing Rehab
- New Infill
- Homeowner Assistance
- Small Business Assistance

Site Development Context Today



Illustrative Master Plan



Illustrative Master Plan: Key Strategies/Considerations

New Development fronting West Moreno:

- Reinforces Moreno as Baptist's institutional corridor
- New building faces existing hospital, creating 2-sided street
- Retail on ground floor activates the street-front
- Promenade along Moreno invites pedestrian flow to plaza and park
- Plaza space faces park for public use, activation and flow
- Significant, convenient pull-in and diagonal street parking services demand and limits size of surface lot

New, Expanded, Active Park & Pond Space:

- Creates a compelling sense of arrival to the district
- Serves as a "billboard" along E St., signifying investment in the neighborhood
- Public investment west of E Street stretches prosperity across E St. and creates value for surrounding neighborhood residents
- Addresses area flooding/stormwater issues comprehensively
- Creates space and opportunity for additional recreational amenities and park programming



Potential Mixed-Use Office Building

1 Baptist Professional Office Space



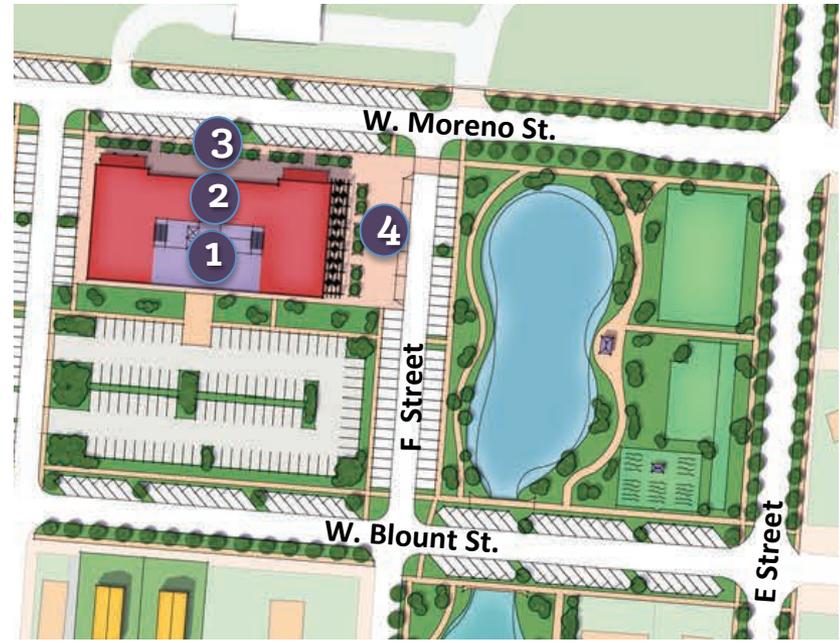
2 Retail/Restaurant Services & Amenities



3 Moreno Promenade



4 Public Plaza Facing Park



Community Park & Amenities

1 Park Space, Stormwater Ponds, Walking Trails & Seating



2 Children's Sports Field



3 Obstacle/Fitness Course



4 Small Child's Playground



5 Community Garden



Proposed Streetscape & Corridor Improvements: Overview

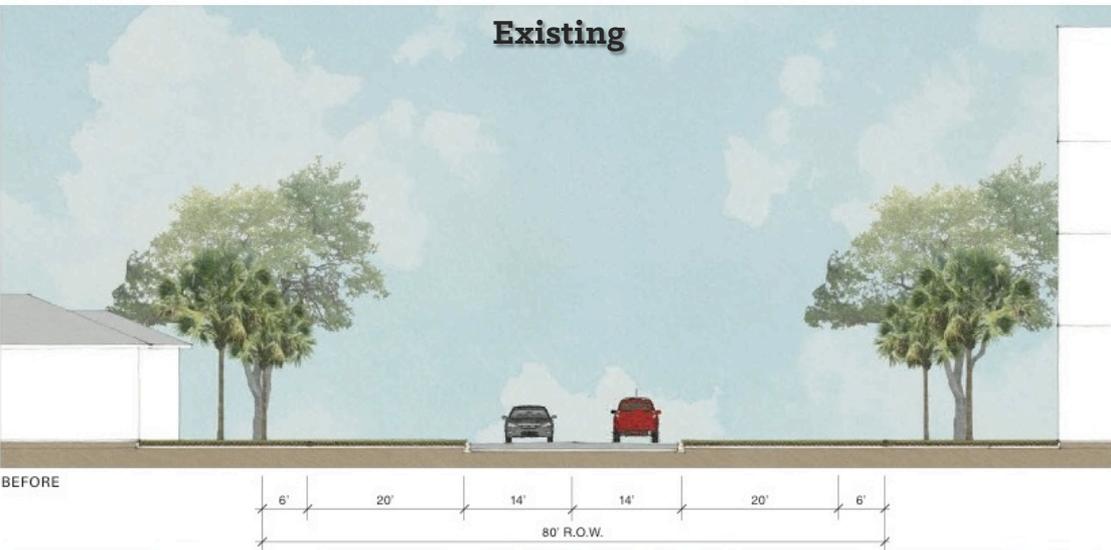
Rebuild streets with appropriate lighting, landscaping, sidewalks, parking, vehicular lanes and subsurface infrastructure – Beautify the neighborhood and set the stage for redevelopment

- **West Moreno Street:** Establish as a key institutional corridor and Baptist’s “Main Street”
- **West Blount Street:** Essential transitional corridor between Baptist (north side) and the neighborhood (south side)
- **West Lee Street:** Set the foundation for significant infill housing opportunities to strengthen the area south of Baptist
- **E Street:** Create a proper southern gateway from Cervantes and improve access to Baptist and the neighborhood
- **F, G & H Streets:** Maximize pull-in and diagonal parking



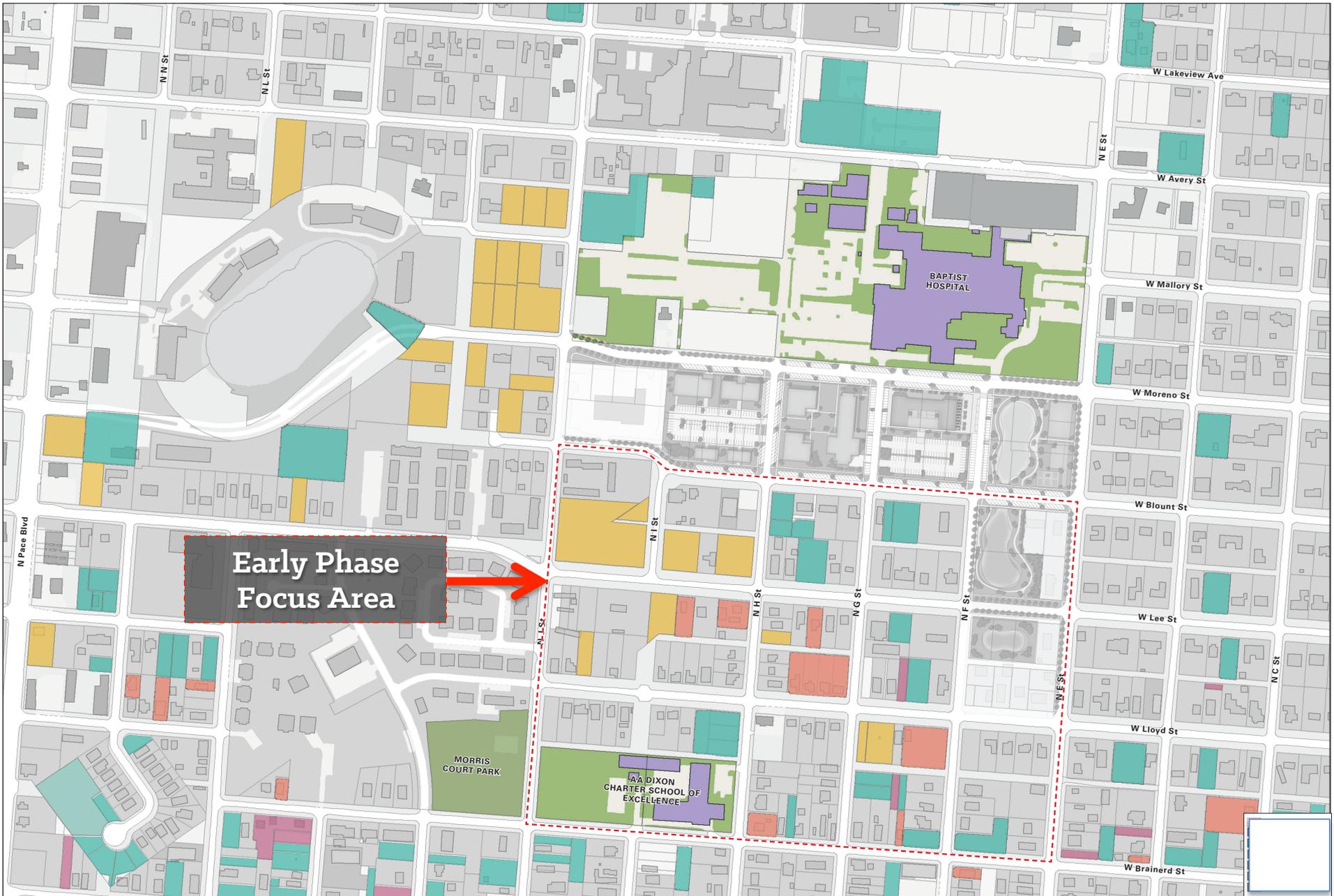
Streetscape & Corridor Improvements: Blount St. Example

W. Blount St. (F St. to J St.) - Street Section: Existing (Before) & Proposed (After)



Boundaries of Improvements	J Street to F Street
Length of Street Improvements	1,420 Linear Feet (Total) 370 Linear Feet (No Parking)
Number of Street Lights	24 (3 per block, alternating sides of the street)

Community Housing Strategy: Infill Vacant Properties



Leveraging Untapped Potential





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Community Discussion and Q & A

