



COUNCIL BRIEFING

EQUITABLE DEVELOPMENT PLAN HOLLICE T. WILLIAMS STORMWATER PARK

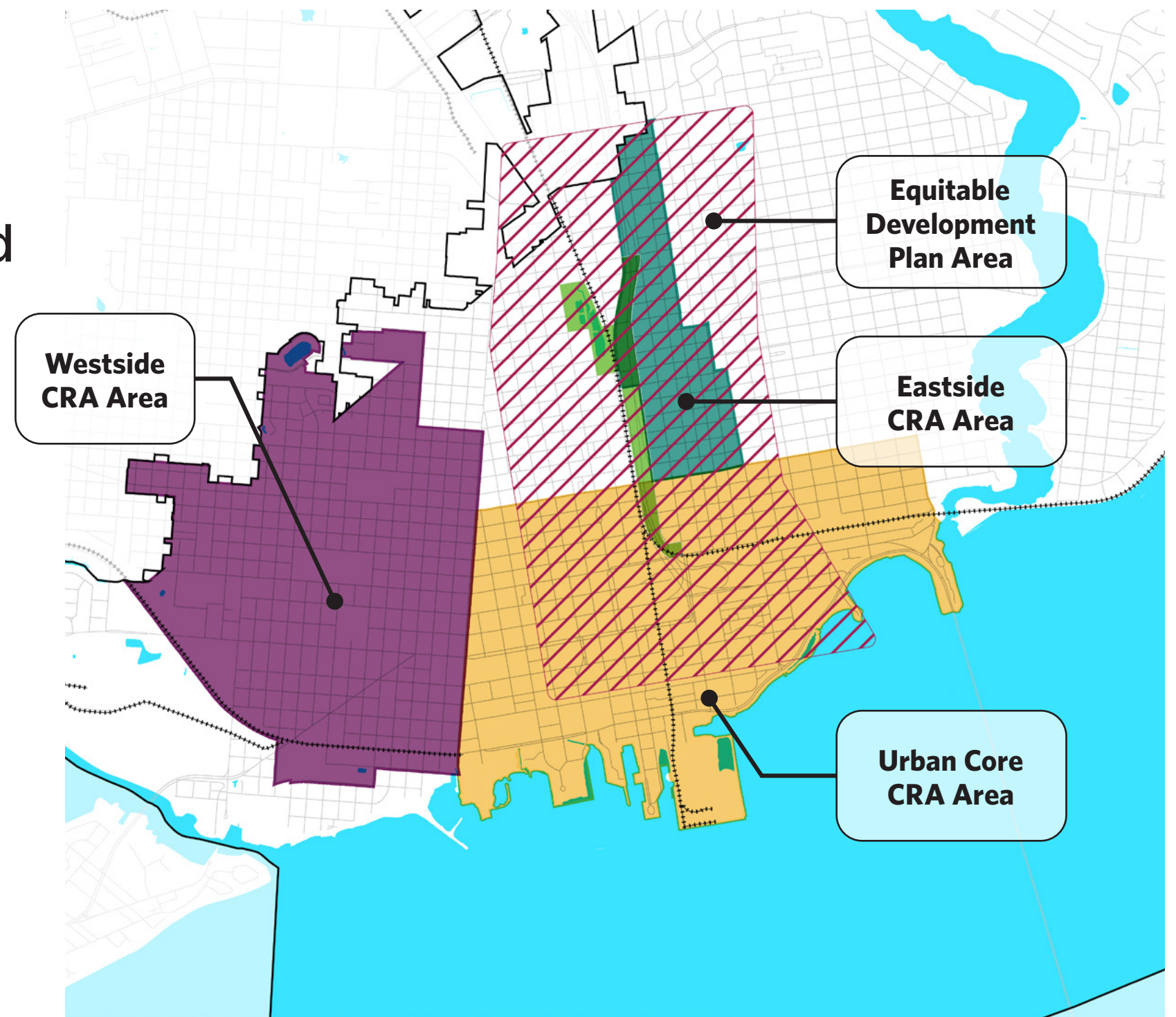
PENSACOLA, FLORIDA | SEPT. 9, 2024

OVERVIEW

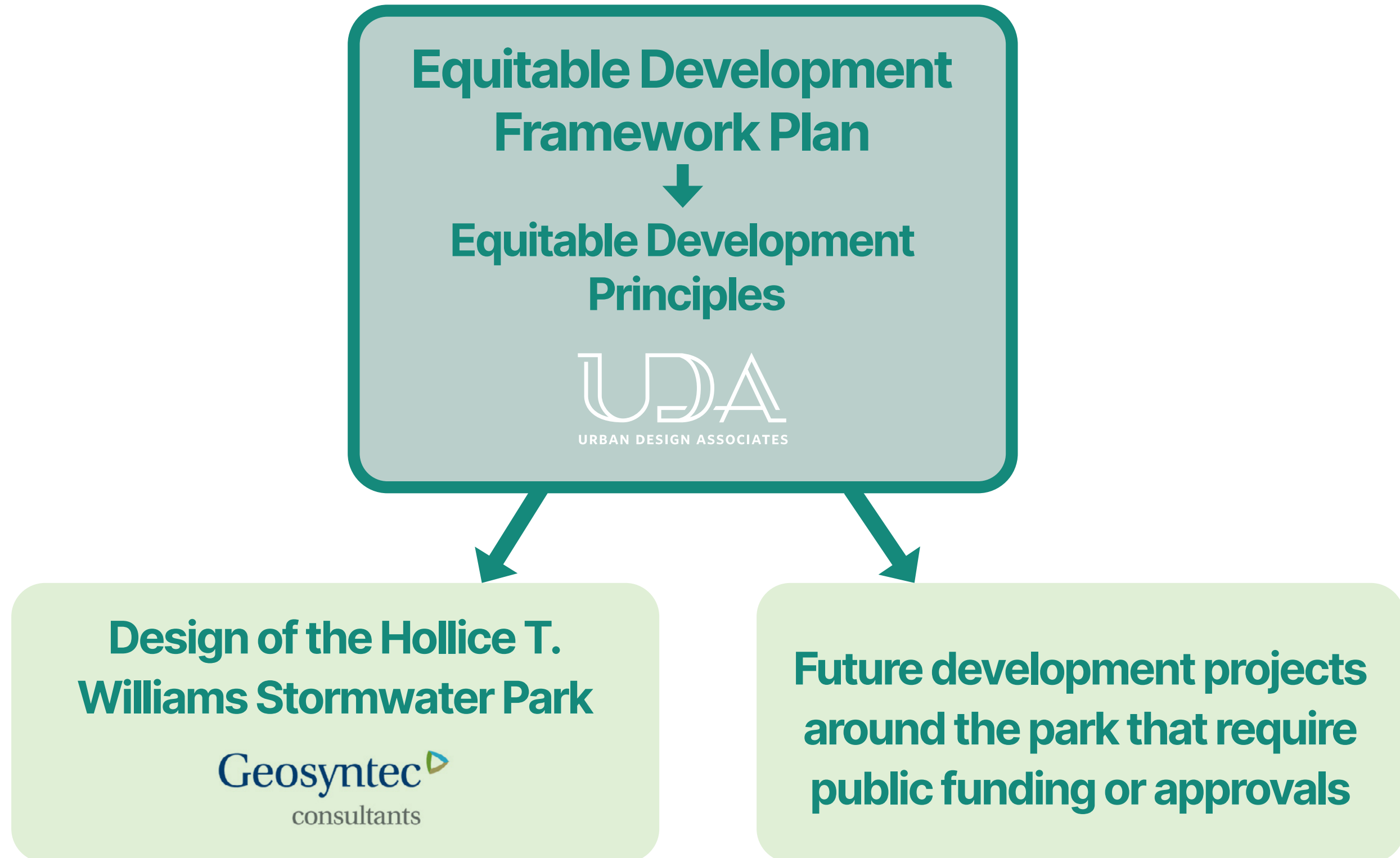
EQUITABLE DEVELOPMENT PLAN AREA

Hollice T. Williams Equitable Development Framework Plan

- Addresses a 1/2-mile radius around Hollice T. Williams Park
- Overlaps with the Eastside and Urban Core CRA areas



EQUITABLE DEVELOPMENT PROCESS



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URBAN DESIGN ASSOCIATES | TEAM LEAD



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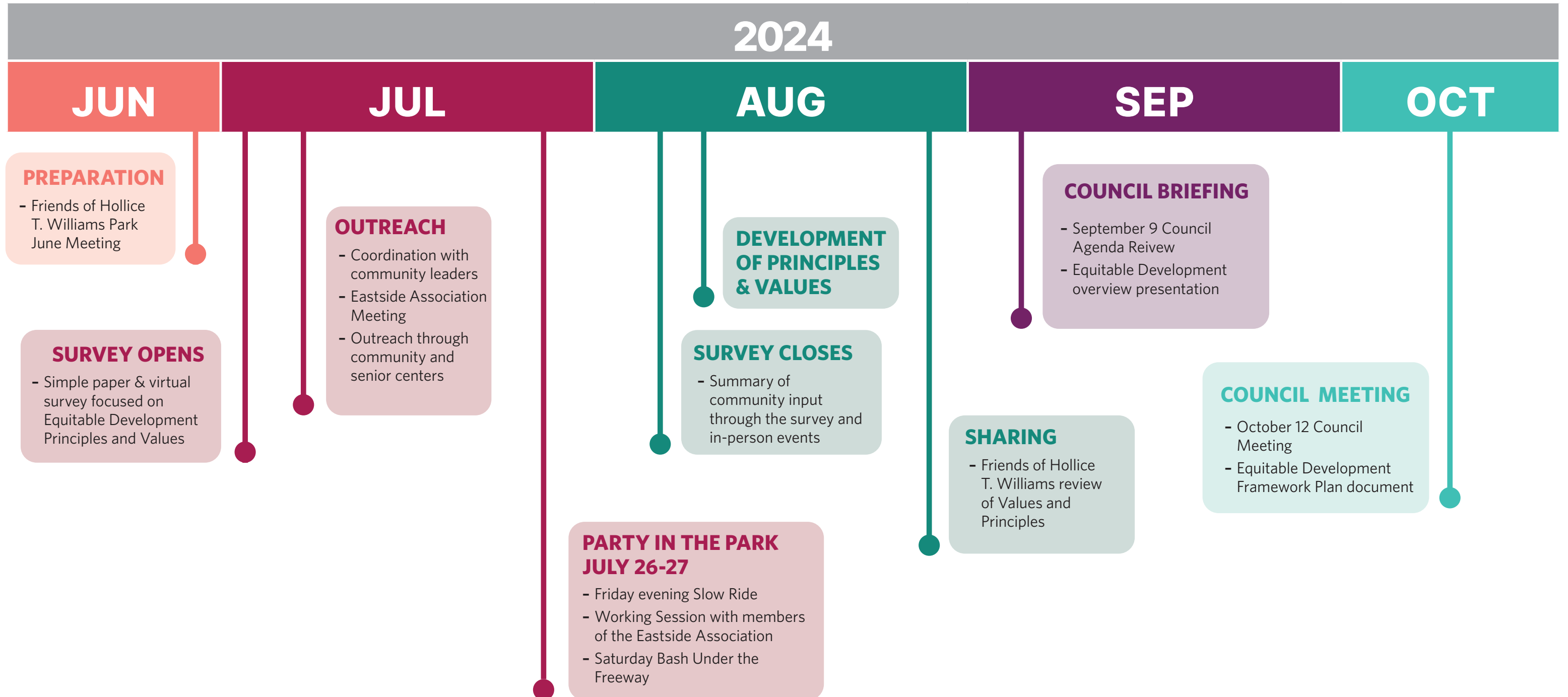
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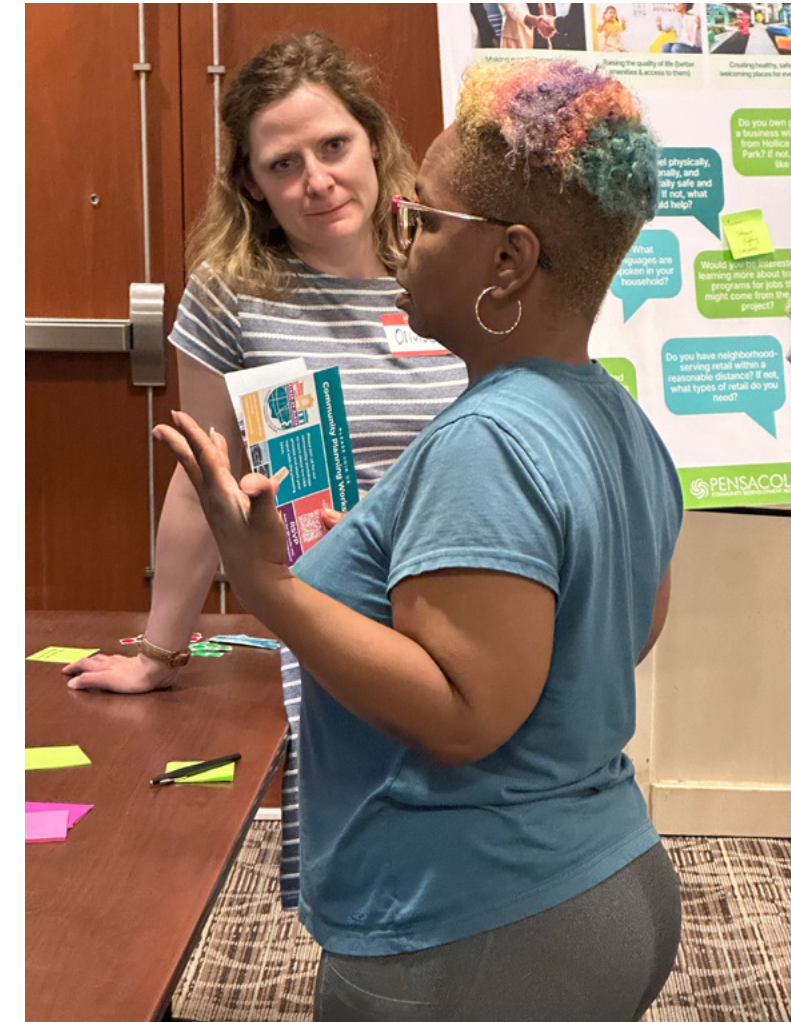


Ivette Mongalo-Winston
Planner + Community Engagement

EQUITABLE DEVELOPMENT PROCESS



MAY EQUITABLE DEVELOPMENT WORKSHOPS



PARTY IN THE PARK — GAME OF SKATE AND SLOW RIDE



PARTY IN THE PARK — BASH UNDER THE FREEWAY



EASTSIDE ASSOCIATION BREAKFAST

Priorities

1. Honor & celebrate the history of the Lost Neighborhood, important places, and people (signage, historical markers, public art).
2. Don't abandon the 2004/2010 Plans — the Eastside community feels aligned with these plans, and they represent what the community wants.
3. Stormwater & utility improvements should not put the immediate neighborhood at risk of flooding — infrastructure must be durable.
4. Invest proactively to preserve existing community buildings to prevent deterioration (Cobb Center, Spencer Bibbs, Movement for Change, Ice House, Oliver's Flowers, etc.) .
5. Create economic opportunity (jobs, minority business development, workforce training) and establish an enforceable Community Benefits Agreement.
6. Create new housing that remains affordable to the average income of families in the immediate neighborhood .
7. Involve the community in the development process, allowing them to help reinforce the values and principles.
8. Preserve existing affordable & public housing in the neighborhood; reinvest in it without displacing residents.
9. Amenities in the park should be free and open to everyone.
10. The park must be well maintained — dedicate funding for maintenance, safety, & lighting.
11. Help existing residents stay in and upgrade their homes (home improvement grants, tax abatements for long-term residents, estate planning).
12. Make it simple and affordable for residents to host community events in the park (consider a City staff community liaison to support this effort).
13. Conduct ongoing environmental monitoring in the park and mitigate negative health impacts of the highway on residents over time (pollution, noise, etc.).
14. Incentivize and support business owners who want to open or reopen neighborhood-serving retail.



HISTORY OF THE LOST NEIGHBORHOOD

Dr. A.S. Magee Field

- A talented and trusted surgeon who owned a pharmacy at Alcaniz and LaRua Streets
- Worked closely with other African American doctors and nurses
- Performed surgeries in people's homes when Black doctors were not allowed to practice in hospitals during the early Jim Crow years

Katherine A. Goldsmith, R.N.

- Registered nurse and educator
- Coordinated the first nursing program for Black students at the Booker T. Washington Vocational School, which later became a model for the U.S. Navy
- Taught at Pensacola Junior College and was the first Black person to become President of the Florida Nurses Association District 1
- Honored as Nurse of the Year and Educator of the Year

Historic Crystal Ice House

- Built in 1932 and open until the 1950s
- Sold ice to the neighborhood before homes had refrigerators
- Listed on the National Register of Historical Places

The Lost Neighborhood

- The area harmed by the construction of I-110 in the 70s, which uprooted and displaced a long-standing neighborhood of homes, churches, and businesses
- This effort is trying to repair the harm — by making sure new investments benefit everyone

E.S. Cobb Center

- Dr. Eli Sanford Cobb was a Pensacola native
- He served in the U.S. Army during WWI and returned to Pensacola after the war to practice medicine
- Dr. Cobb loved sports and started 2 semi-pro teams: the Pensacola Seagulls baseball team and the Pensacola Giants football team

H & O Cafe

- Originally a dry goods store owned by Tierce Lee, a wealthy Black businessman and his brother Shef
- The building was bought by their brother Hamp and his wife Ola in 1944 and converted to H & O Cafe
- The building was then purchased by the Grier family in 1947, who operated the cafe for more than 60 years
- H&O became an informal place for the African American community to gather and organize during the Civil Rights era
- They are acclaimed for their traditional southern style food and have been visited by many local and national celebrities and politicians

Spencer Bibbs Academy

- Established in 1919
- Spencer Bibbs was the first African American Supervisor of Colored Schools in Escambia County
- The Academy served students through the 4th grade
- Spencer Bibbs would use his own wagon to transport students above the 4th grade to the west side, so that they could continue their education

General Daniel "Chappie" James Jr. Memorial Park

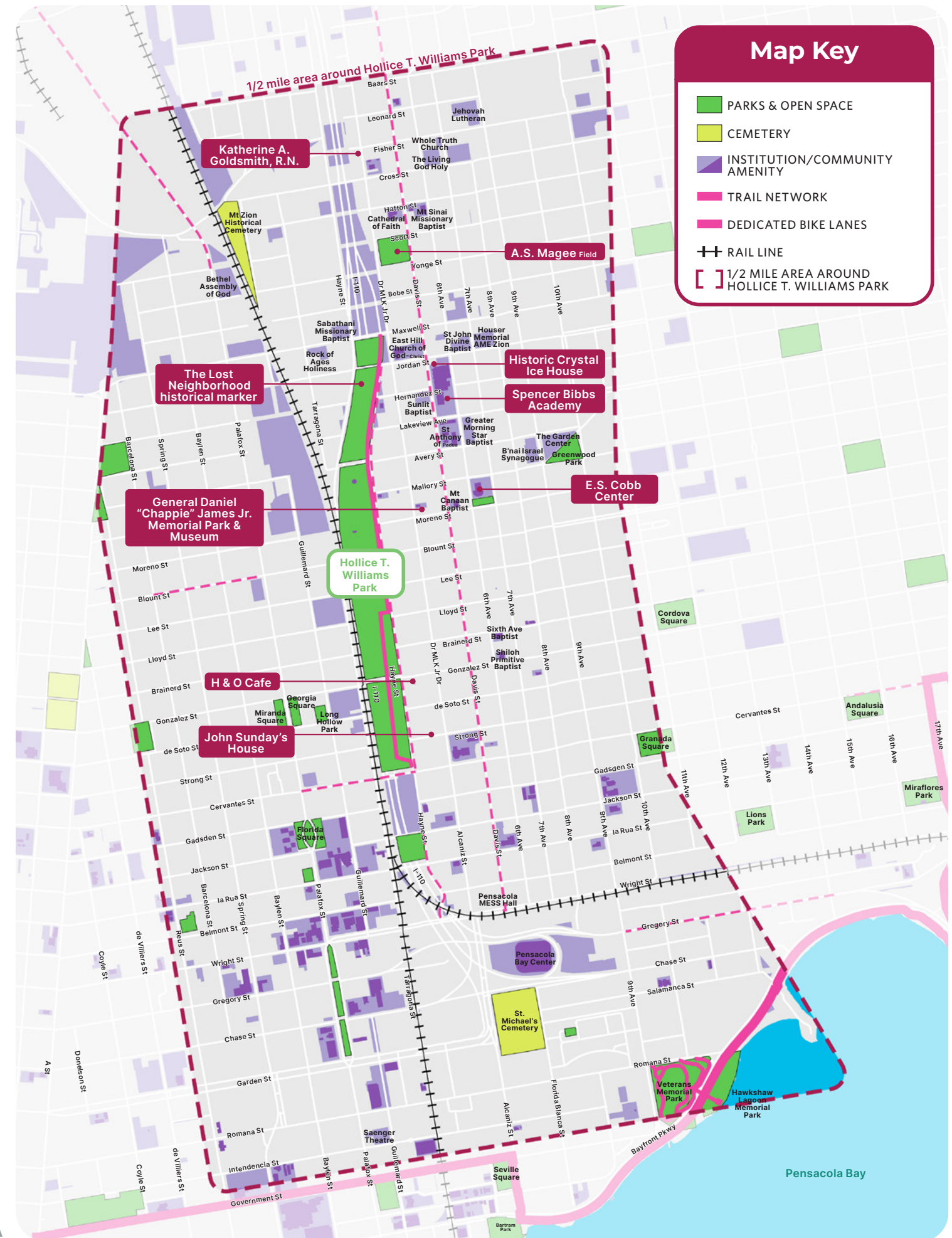
- Daniel "Chappie" James Jr. was the first African American four-star general, and one of America's first Black military airmen
- He was a Tuskegee Airmen Pilot graduate who trained pilots for the famed all-Black 99th Pursuit Squadron
- "Chappie" James was awarded the Distinguished Service Medal, Legion of Merit, and the Distinguished Flying Cross
- He was born and raised in the Eastside neighborhood

John Sunday

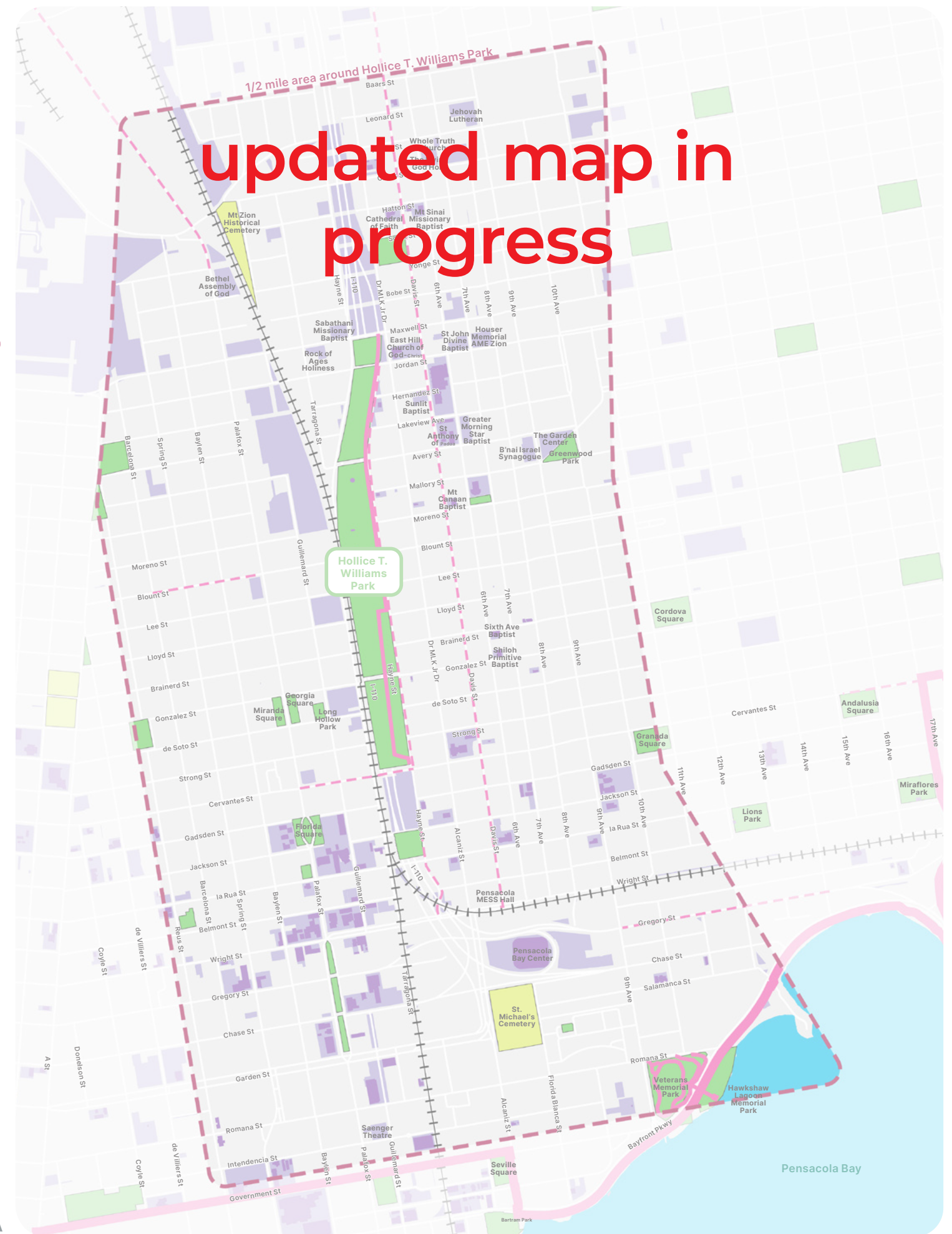
- A war veteran who fought to end slavery and rebuild Pensacola after the Civil War
- Owned large areas of land and houses
- Donated his personal land to build St. Joseph's Catholic Church, at the request of his sister Mercedes
- Was a member of the 1874 Florida Legislature
- Served as a Pensacola alderman from 1878-1881 during Reconstruction
- Built a Creole School on Intendencia Street



ASSETS WITHIN 1/2 MILE OF HOLLICE T. WILLIAMS PARK

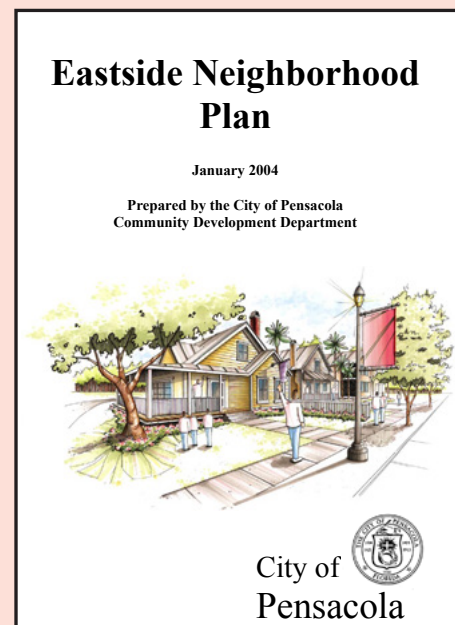


NEIGHBORHOODS WITHIN 1/2 MILE OF HOLLICE T. WILLIAMS PARK



PREVIOUS PLANNING

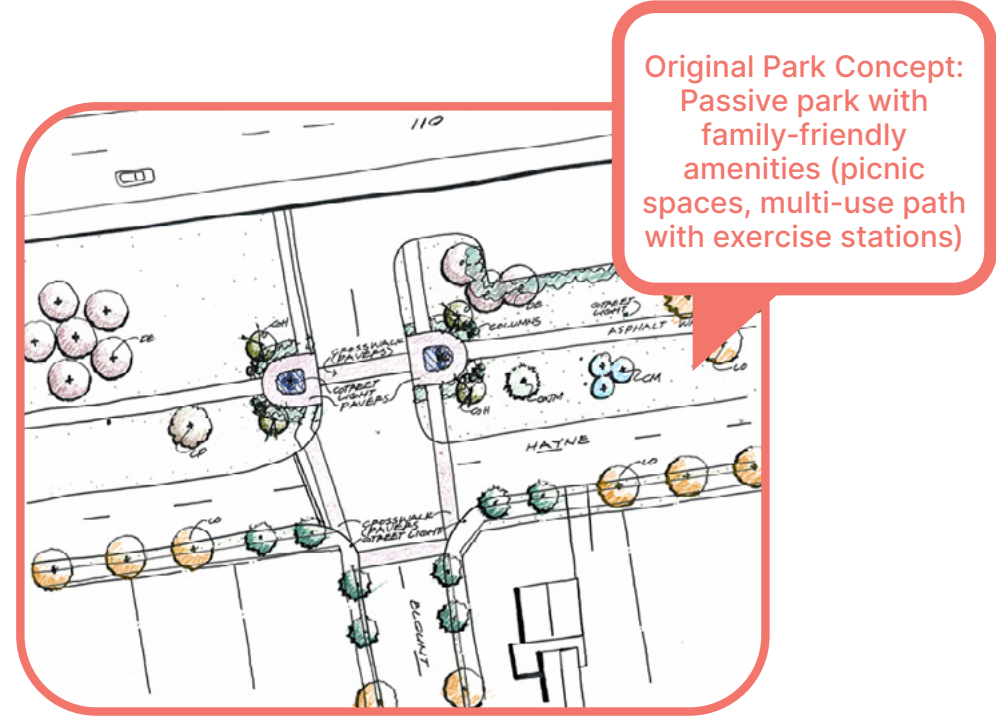
2004 Eastside Neighborhood Plan



Purpose
Central Park was one element of the larger neighborhood plan

Outcome
Very basic ideas for a passive park and connections to the neighborhood

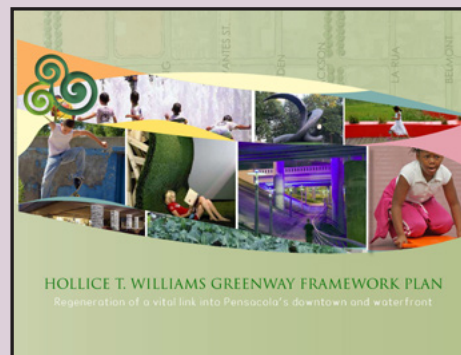
AMENITIES



Original Park Concept: Passive park with family-friendly amenities (picnic spaces, multi-use path with exercise stations)

PREVIOUS PLANNING

2010 Hollice T. Williams Greenway Framework Plan



Purpose
Develop the first drawing for Hollice T. Williams Park based on community input

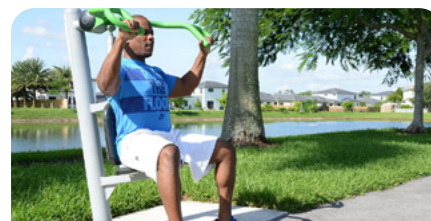
Outcome
Park design that included the amenities the community wanted to see

AMENITIES



Skate Park

Pool Facilities (recreational + competitive)



Trail with exercise stations



Community gardens

Boardwalk extension & water activities

Recreation facilities (tennis, bike, polo, football)



Art in the park

Pedestrian plaza



Interactive areas for children

Extensive open areas

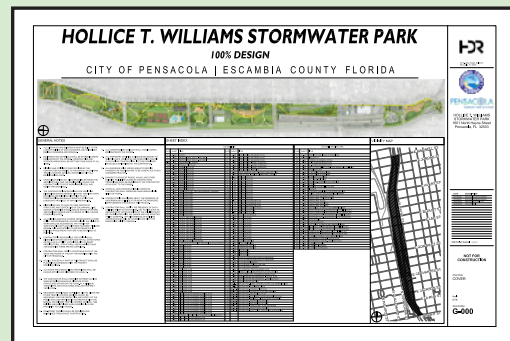


Jazz festivals + community gatherings

Dog parks

PREVIOUS PLANNING

2021 Hollice T. Williams Plan Refinement



Purpose
Confirm the park amenities and turn the concept into a plan that could be built

Outcome
More detailed design of the park to guide construction

AMENITIES



- | | | | | | |
|--|----------------------------------|---------------------------|--------------|--------------------------|---------------------------------|
| Rain Gardens | Multi-use Fields | Playground | Dog Park | Demo Kitchen + Classroom | Public Art + Sculpture |
| Neighborhood History + Cultural Exhibits | Fitness Loop + Exercise Stations | Restrooms + Parking Areas | Splash Pad | Market Plaza | Storyboard + Community Timeline |
| Greenway Path | Youth Obstacle Course | Sand Volleyball | Amphitheater | Skate Park | Overlook |

FREQUENTLY ASKED QUESTIONS

1 WHAT IS EQUITABLE DEVELOPMENT?

Development that minimizes negative impacts (like increasing rents and home prices).

Development that is inclusive to everyone, especially long-time residents and businesses.



2 WHAT ARE WE CREATING AN EQUITABLE DEVELOPMENT FRAMEWORK PLAN?

Given the history of this area and the negative impacts of I-110, we want the Hollice T. Williams park improvements to have a positive impact.

The City believes existing residents deserve to live in healthy, safe, amenity-rich neighborhoods that reflect their culture.

Residents deserve to have opportunities for jobs and property and business ownership.

Residents and stakeholders deserve to participate in the decision-making process about the park and surrounding development.



3 WHAT IS AN EQUITABLE DEVELOPMENT FRAMEWORK PLAN?

A set of standards to ensure A set of standards to ensure that future development in and around Hollice T. Williams Park benefits everyone.

A set of shared Values that represent the community's priorities as the park evolves, and how land is developed around it.



4 HOW WILL THESE VALUES BE USED?

They will articulate the priorities of residents with regard to the design of Hollice T. Williams Park, including stormwater improvements.

They will establish expectations for how development should impact the community surrounding the park (within a 1/2 mile).

They will serve as criteria to help the City evaluate development projects seeking public funding or public approvals.

They will serve as guidance for the City to decide the prioritization of funding for development projects and public improvements.



SURVEY RESULTS

335 SURVEY RESPONSES



OVERVIEW OF SURVEY FINDINGS

Top 10 Community Priorities

1. Be welcoming & safe to everyone
2. Meet the needs of all ages & abilities
3. Include community members in the decision-making process
4. Create comfortable gathering spaces
5. Create jobs for local residents
6. Address and prevent flooding
7. Provide programming for children and adults
8. Celebrate local history and culture
9. Create affordable housing
10. Allow community members to help guide, program, and manage park use



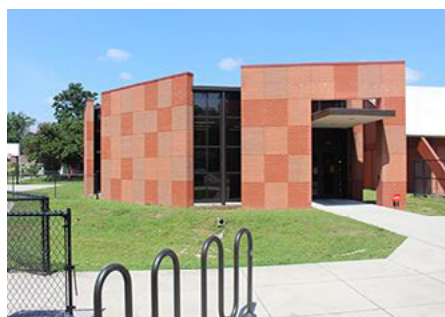
DRAFT VALUES & PRINCIPLES

DRAFT VALUES & PRINCIPLES



Inclusive, Accessible, & Responsive

- 1 Ensure the park and new development is welcoming and accessible to everyone.
- 2 Meet the needs of all ages & abilities.
- 3 Create comfortable gathering spaces.
- 4 Make it simple and affordable for community organizations and residents to host events in the park.
- 5 Provide programming and recreational amenities that reflect the desires and needs of the surrounding community.



History & Culture

- 6 Honor & celebrate the history of the Lost Neighborhood & important places & people through signage, historical markers, public art, etc.
- 7 Preserve existing community buildings and invest proactively to prevent deterioration .



Economic Opportunity

- 8 Create jobs and provide opportunities for wealth building for local residents.
- 9 Require positive impact(s) from development projects in the adjacent community or communities.

DRAFT VALUES & PRINCIPLES



Environmental Justice

10 Address and monitor environmental impacts of the highway to minimize negative effects.

11 Ensure stormwater projects don't have negative effects on the immediately adjacent community.

12 Develop and fund a long-term maintenance plan for the park that is sustainable.



Housing Affordability

13 Create new affordable housing.

14 Provide support to existing long-term homeowners so they can remain in their homes.

15 Support and stabilize existing rental housing to prevent displacement.



Local Decision-Making

16 Include community members in the decision-making process.

17 Demonstrate familiarity and responsiveness to existing community plans.

NEXT STEPS

1. Develop a 10-15-page report documenting the process, community input, and the resulting values and principles
2. Provide examples of how each principle could be accomplished
3. Return to Council for approval in October

