



City of Pensacola

222 West Main Street
Pensacola, FL 32502

Memorandum

File #: 26-781

Planning Board

7/7/2026

ACTION ITEM

SUBJECT:

Rehearing of Final Aesthetic Review – 50 S. 9th Avenue – Gateway Redevelopment District

SUMMARY:

At the April 2026 Planning Board meeting, the board approved a final aesthetic review for the Helm at Hawkshaw project with the condition that a follow-up abbreviated review be completed. A conceptual review of the project was also approved by the board on December 9th, 2025, which followed CRA's December 8th approval of the project's current Land Development Agreement. The agreement clarifies that the project shall consist of a five-story main residential structure above two levels of structured podium parking, between 200 and 228 residential apartments, and a building to house a leasing office, common areas, and other amenities along 9th Avenue.

After the board's final aesthetic approval in April, an appeal was filed which led to City Council's approval to remand the aesthetic review back to the Planning Board for a rehearing.

Minor changes to address the Planning Board's previous discussions have been provided, though the overall design and materials remain consistent. The design centers a resort-style pool within the main building's third floor courtyard, offering views overlooking Admiral Mason Veterans Memorial Park and Pensacola Bay. Architectural features include colorful facades, balconies, deep roof overhangs, and decorative shutters, combining traditional coastal elements with contemporary design.

This packet contains the current architectural, site, and landscape plans, the packet and meeting minutes from the April 14 Planning Board meeting, and Sec. 12-3-12(1) of the Land Development Code.

RECOMMENDED CODE SECTIONS

[Sec. 12-3-13\(1\) GRD, Gateway redevelopment district](#)

ATTACHMENTS:

1. Images
2. The Helm at Hawkshaw - Architectural Review

3. Site Plan and Landscaping
4. April 14, 2026 Planning Board Packet
5. Planning Board Minutes April 14 2026
6. Sec._12_3_12.____Redevelopment_land_use_district