



# THE PORT OF PENSACOLA

*2018 Port Vision Plan Process*



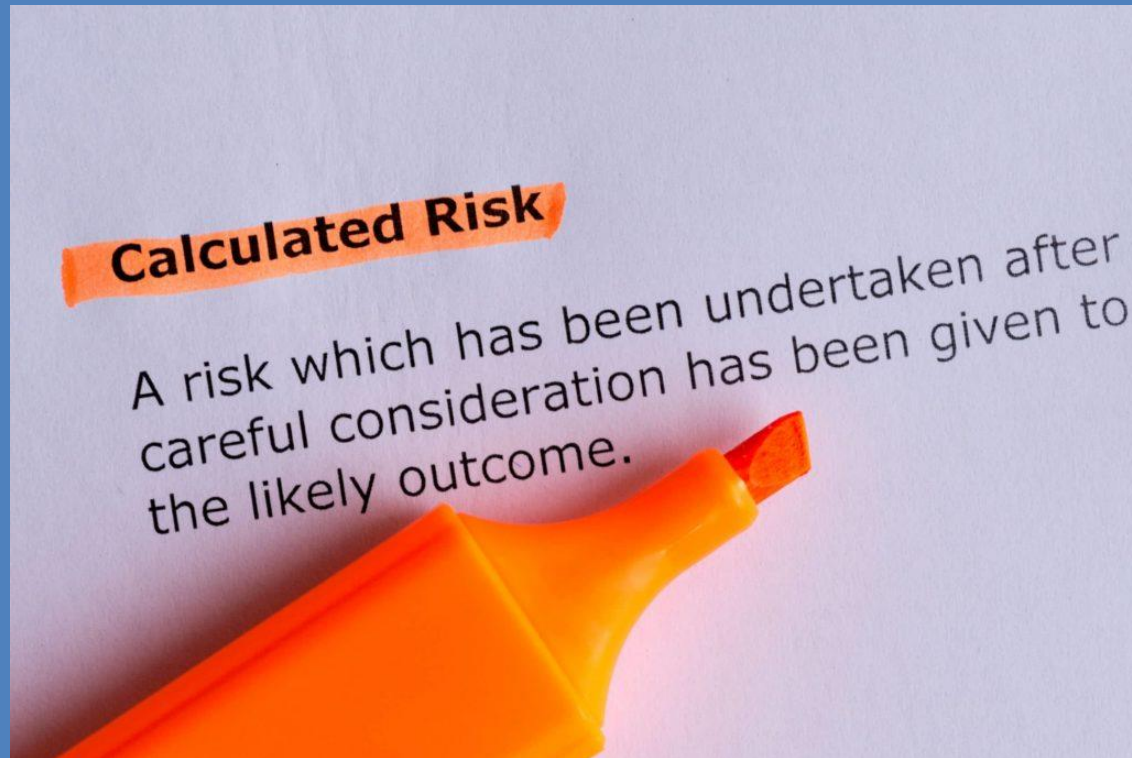
# Problem:

Throughout its history, the Port of Pensacola has regularly (about once a decade) come under attack by those advocating for the wholesale conversion of the Port's properties into new uses (residential, hospitality, etc.)



# Solution:

- Engage of respected port planning consultant
- Undertake a public input driven visioning process
- End the debate by implementing a growth strategy designed by the port's owners, the citizens of Pensacola



# Anecdotal Evidence Proved Out

## Anecdotal evidence suggested:

- The vast majority of citizens support the port
- Even most of those who appear not to, really do. They just oppose certain “ugly” business types
- The number of people who truly do not support the existence of a port in Pensacola in any form very, very small

## Empirical evidence found:

- 73% agree or strongly agree that the port is a “strategic community and regional asset”
- 76% agree or strongly agree that “investment in the port and maritime industries provides benefits to the community and the region”
- 68% agree or strongly agree that “the presence of the port IS **ALLIGNED**” with their vision of Pensacola’s waterfront



*2 online surveys & 15 public input sessions (38 hours in total) resulted in 200+ unique attendees & nearly 16,000 survey responses and comments*

# And The Winners Are...

OVER THE NEXT FIFTY YEARS, THE LAND OCCUPIED BY THE PORT COULD BE EMPLOYED INTO SEVERAL USES, MANY OF WHICH COULD BE BLENDED TOGETHER AS A MIXED-USE DISTRICT. PLEASE RANK IN ORDER OF IMPORTANCE THOSE USES YOU FEEL FIT BEST WITHIN THE AREA OCCUPIED BY THE PORT ?

## MOST PREFERRED



MARITIME DEPENDENT  
AND RELATED USE



MARINE TECH INDUSTRIES  
AND RELATED USE



EDUCATION AND  
RESEARCH



LIGHT INDUSTRIAL AND  
LOGISTICAL USE



MARINA FACILITIES AND  
RELATED TECHNICAL

## LEAST PREFERRED



SHOPPING, DINING  
AND ENTERTAINMENT



PARK AND OPEN SPACES



COMMERCIAL OFFICE USES



CIVIC USES



RESIDENTIAL USES



What's  
the  
plan?

## MISSION STATEMENT:

*For the Port of Pensacola  
We Should. . .*

REVITALIZE THE PORT THROUGH SAFEGUARDING CORE MARITIME ASSETS WHILE ALSO BROADENING ITS RANGE OF FACILITIES AND SERVICES GEARED TOWARD SCIENCE, RESEARCH, EDUCATION, BUSINESS, AND TECHNOLOGY. USE THE PORT'S EXPANDED REACH TO PROVIDE LONG-TERM ECONOMIC AND SOCIAL BENEFIT TO PENSACOLA AND NORTHWEST FLORIDA.



## CORE PROJECT TENETS

*To Achieve the Mission, We Will. . .*

1

### PENSACOLA'S TRADE GATEWAY

Preserve and enhance key Port assets to continue its role as a gateway for trade and commerce aligned with local and regional businesses as well as the command readiness of Naval Air Station Pensacola.

3

### A FUTURE-PROOFED PORT

Foster greater adaptability and flexibility of Port land and berths to help extend the service life and economic contribution of the seaport for future generations.

5

### A CELEBRATION OF PENSACOLA'S PAST AND FUTURE

Use the Port and surrounding land areas to better convey Pensacola's rich history and compelling vision for the future.

2

### AN ENGINE FOR OUR BLUE ECONOMY

Become a center of excellence and innovation for science, research, business and education aligned with the sustainable use of Gulf and ocean resources for economic growth.

4

### PROMOTE INCREASED RECREATIONAL ACTIVITY

Seek new ways in which Port land can leverage increased in-water and landside recreational activities.

6

### EMBRACE NEW APPROACHES TO PORT ADMINISTRATION AND ORGANIZATION

Exploration of new approaches of seaport management and organizational infrastructure to help it adapt to its newfound role and expanded range of business.

# LEGEND

- Mixed-Use Commercial, Office and Marina Uses
- Education  Marketplace
- Research and Education Uses
- Laboratory, Research and Business Incubator Uses
- Port Operations
- Structured Parking with Commercial Ground Floor Liner

- 1 Mixed-Use Commercial Marina Village
- 2 Gulf Coast Harbor School
- 3 Ocean-Based Sciences, Research and Business Hub
- 4 Ocean-Based Research, Laboratory and Business Incubator Spaces with Shared Port Warehouses
- 5 Expanded Research Vessel Operations
- 6 Passenger Ferry Terminal
- 7 Marketplace, loft and other incubator business and artist spaces
- 8 Mixed-Use Commercial and Office
- 9 Structured Parking with Commercial Ground Floor Liner
- 10 New Access Road
- 11 Linking Greenway(s), Plazas and Recreational Corridor
- 12 Relocated Port Security Gate

Continued Core Port Maritime Infrastructure and Operations (additional planning for this area as the vision progresses)







# Marine-Based Aerospace Tech



# Aquaculture & Marine Education



# The Past IS the Future





Image credit: [stockphoto.com/martjevoek](https://www.gettyimages.com/photos/martjevoek)

# Attitudinal Transformation!



- Broad-based, vocal community support
- Public sense of ownership & pride in “the plan”
- Rationale for targeting & pursuing future business lines
- “Cover” for board during decision-making