DPZ
CODESIGN

OLF8 Master Plan

Scenario Plan Report

07/16/21

Contents

Introduction

This Stage 2 Report summarizes the Stage 2 work conducted by the DPZ team from October 2020 through February 2021. It builds on the Stage 1 Urban Diagnostic report tat documented existing conditions.

This report is divided into 3 sections:

Section 1 documents the Charrette Plans and their associated diagrams;

Section 2 provides the technical and financial evaluation of each of the Charrette Plans by the DP team firms; and

Section 3 documents the post charrette evolution of the plans culminating in a Hybrid Plan.

Public Design Process

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A cornerstone of the OLF-8 Master Plan is public engagement and community interaction before, during, and after the design process. Outreach to various stakeholders, elected officials, community groups and neighborhoods provided a wide range of opinions, ideas, preferences and priorities for the development of the site.

These differing visions for the property indicated that for many stakeholders, the historical goal of the site as an interstate-focused commerce park was no longer aligned with the heavily residential nature of the Beulah area currently. In the absence of a unified vision for the project, the team began to undertake four different master plan options for consideration, during a virtual but public charrette.

Over the course of the nine day charrette in October, (delayed from September due to Hurricane Sally), the OLF-8 Master Plan team held 6 topic-focused meetings with the community. These topic meetings were smaller-group virtual meetings with in-depth presentations and discussions on specific elements of the master planning process. Topics ranged from urban planning and design to infrastructure, finance, marketability, transportation and neighborhood needs.

My OLF-8 Virtual Charrette Schedule

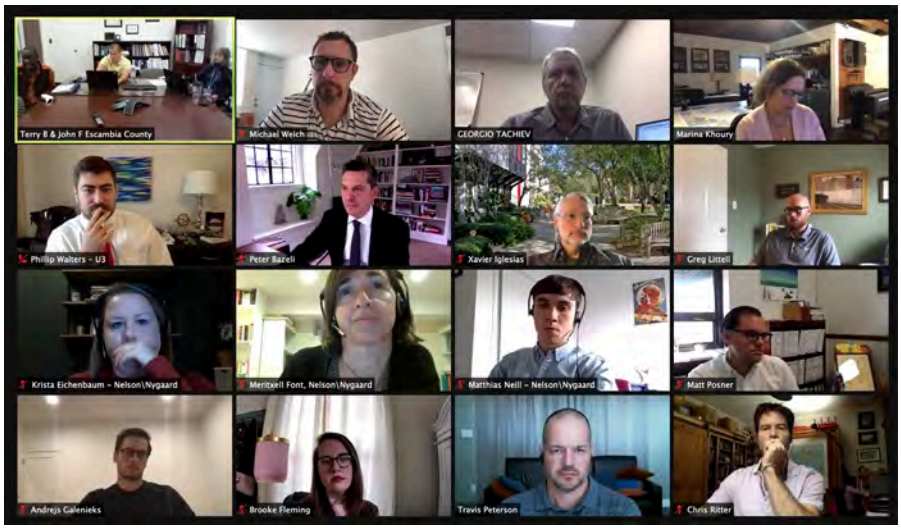
Week of: **October 13**

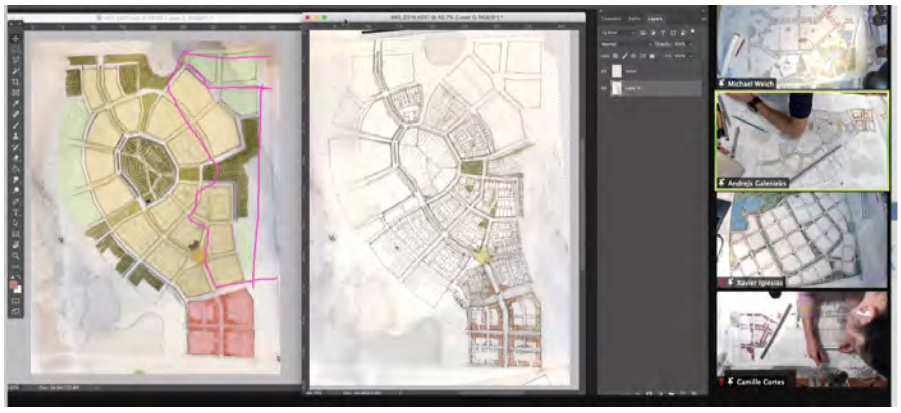
	10/13 TUESDAY	10/14 WEDNESDAY	10/15 THURSDAY	10/16 FRIDAY	10/17 SATURDAY	10/18 SUNDAY	10/19 MONDAY	10/20 TUESDAY	10/21 WEDNESDAY	10/22 THURSDAY
8:00 AM	Client & Team Charrette Kick-Off & Stage 1 Results (8:00am - 10:00am)	Team Briefing (8:00am - 9:00am)	Team Briefing (8:00am - 9:00am)	Public Review and Response to Mid-Term Plans & Presentation				Team Briefing (8:00am - 9:00am)	Team Briefing (8:00am - 9:00am)	Production & Design
8:30 AM										
9:00 AM		Design	Design					Team Download / Public Feedback	Design (Live Sessions)	
9:30 AM										
10:00 AM	break									
10:30 AM	Meeting 1: Economics of Development	Meeting 3: Land Use & Zoning	Meeting 5: Transportation & Infrastructure							
11:00 AM								Design		
11:30 AM		Design	Design							
12:00 PM	History of Triumph / Restore lunch meeting	lunch break	lunch break					lunch break	lunch break	lunch break
12:30 PM										
1:00 PM	Meeting 2: Marketability & Jobs	Meeting 4: Community Needs	Design					Meeting 6: Marketability & Economics Pt2	Production & Design	Production & Design
1:30 PM										
2:00 PM										
2:30 PM										
3:00 PM	Design	Design (Live Sessions)						Design (Live Sessions)		
3:30 PM										
4:00 PM										
4:30 PM										
5:00 PM										
5:30 PM	Opening Presentation (5:30pm - 7:00pm)	What Could Walkability Mean for Beulah? with Jeff Speck	Mid-Term Presentation (5:30pm - 7:00pm)					Internal Review (5:30pm - 7:00pm)	Why We Plan, and Why We Are Planning Beulah. with Jeff Speck	Final Presentation (5:30pm - 7:00pm)
6:00 PM										
6:30 PM										

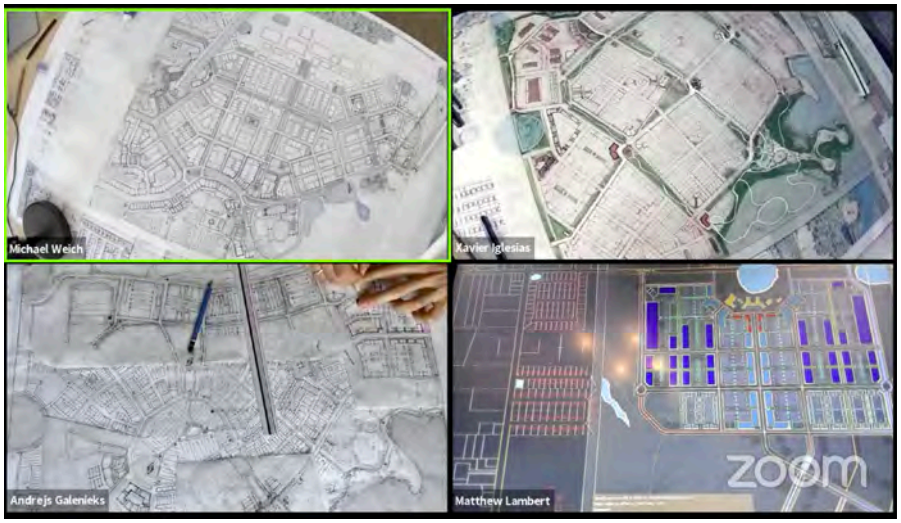
Note: all times are central time

Through these topic meetings, community members learned about key themes, design goals, and basic development plans for OLF-8. These topic meetings also translated into specific amenities or recommendations drawn into the master plan concepts.

Public Design Process



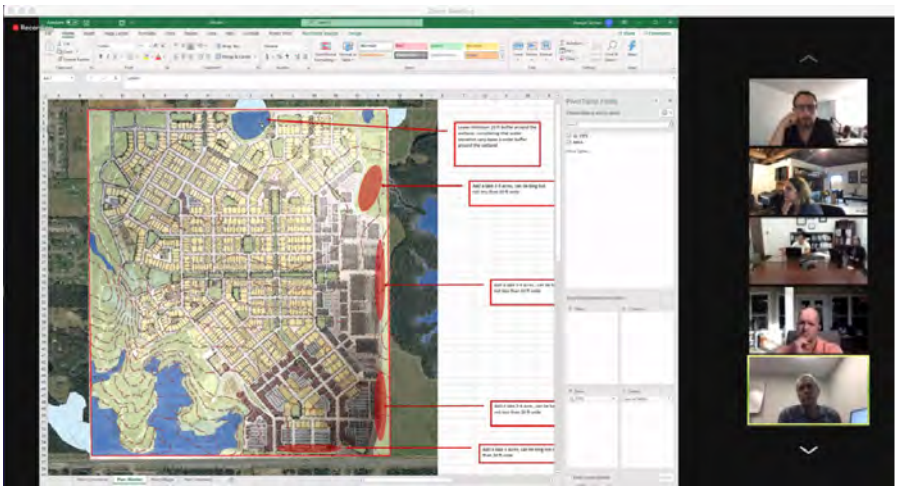




The other element of the charrette were the evening presentations. These larger, lecture-style talks updated the community on the progress of the master plan options. The evening presentations also highlighted key points of each scenario from a technical standpoint as well as from an urban design perspective. Finally, these presentations included community feedback received during the charrette. A pause of 3 days between the first and second half of the charrette provided all stakeholders with an opportunity to provide more specific input and suggestions for the design of OLF-8.

During the second half of the charrette, the team focused on refining plans based on community input and conducting preliminary evaluations of each of the plans. The plan scenarios (Village, Greenway, Market, and Commerce) were ranked based on criteria set forth by each team member, or firm. In addition, the charrette participants were asked to rank the plans as well. Not surprisingly, the Market Plan was the highest rated plan among the team members, but the Village Plan was the top-ranked plan by the community participants.

By all accounts, this charrette, one of the first completely virtual charrettes held following the COVID-19 pandemic, was a success. Throughout the engagement efforts before and after the charrette, more than 600 residents shared feedback, filled out surveys, participated in the charrette meetings, watched the recorded videos, or signed up for more information.



Following the charrette, in December 2020, the team presented the plan options to the Board of County Commissioners. Members of the BCC requested a 5th hybrid plan be developed incorporating elements of each charrette plan. They also requested an analysis of the economic impact of 1,000 jobs , which the team procured from the UWF Haas Center and then presented to the Commission at a subsequent meeting in February 2021.

As the diverging opinions about the future of OLF-8 became more pronounced, the team was approached by Commission Chairman Robert Bender about a possible hybrid plan as a compromise approach. This plan, referred to as the Adjusted Hybrid Plan, was based on a phased development plan and flexible zoning. This approach will allow the County to develop OLF-8 in an incremental and market-feasible manner, while still preserving the space necessary for maximum job creation.

To ensure that the community was able to be heard prior to the adoption of the Adjusted Hybrid Plan, the DPZ Team held an additional virtual town hall meeting in March 2021. This presentation was attended by 240 residents, many of whom stayed for over two hours listening to the team's information and asking questions in the online forum.

Throughout the entire master planning process, the OLF-8 team has focused on engaging with stakeholders, elected officials, and the community in an unbiased, interactive dialogue. This dialogue allows for the exchange of information, ideas, and preferences. It also allows the public the opportunity to influence the design process along the way.

While the Adjusted Hybrid Plan diverges from the preferences of the charrette participants and the professional design team, it is a framework that can hopefully guide the future development of OLF-8 into a productive and profitable future for Beulah and Escambia County.

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Plan Options

During the public charrette, four plans were publicly drawn and developed in tandem, each responding to a particular stakeholder point-of-view. Their similarities and main drivers are described below, followed by a more detailed description of each plan, organized around seven specific categories.

While each master plan was deliberately drawn to be pointedly different from the other plans, there were common themes assigned to all plans. They include:

1. A minimum of 72 acres reserved for a commerce park capable of housing a minimum of 1,000 high-paying jobs.
2. A mix of building types and uses anchored to a modular and efficient grid system of blocks and streets, capable of integrating the varied proposed block typologies.
3. A “downtown” for Beulah along Nine-Mile Road with restaurants and shops.
4. The retention of the forested area and low lying SW corner of the site into a conservation park.
5. A green buffer along the majority of the west, north and east sides.
6. The reservation of prominent sites for needed community amenities, such as a school, a post office and a daycare.
7. A connected open space network of smaller parks, trails and greenways throughout the site, capable of linking to the greater regional network.
8. A walkable and bikeable network of streets and sidewalks.
9. A green infrastructure approach for the management of the stormwater, including the creation of lakes.
10. A consideration for dedicated truck routes to be kept independent from the majority of pedestrian-friendly streets.

The main drivers of each plan were as follows:

1. **The Commerce Park Plan:** This Plan reserved the most amount of land for single-use commerce uses and was the only plan with zero housing units proposed. It was the plan designed to reflect the explicit request of Commissioner Bergosh, the District area commissioner.
2. **The Market Plan:** This Plan strictly assigned land uses according to the results of the marketability study which called for a mix of commerce, residential and retail uses. It was a plan drawn for community stakeholders who wanted to know what the market can absorb.
3. **The Greenway Plan**: This Plan was one of two hybrid plan. It wrapped commerce on 3 sides of the property and reserved a central area in the plan for residential uses, divided by greenways on all sides. It was a plan drawn for community stakeholders who expressed a desire for a big allocation of land for commerce, but also for some residential uses on site to help support the retail center.
4. **The Village Plan:** This Plan was the second hybrid plan that developed the least amount of land for commerce and residential uses, instead opting to reserve acres for open space and/or farmsteads. This plan was drawn for community stakeholders who wanted to see significant views preserved and Beulah’s rural heritage celebrated.

Commerce Midterm Plan

Market Midterm Plan

Greenway Midterm Plan

Village Midterm Plan

Commerce Plan

Plan Options

This is the plan that develops the site exclusively for a commerce park, lifestyle center (for Beulah's downtown) and recreational amenities. It's main characteristics are as follows:

- **Organization** – A lifestyle center of retail shops along pedestrian-oriented streets is located near 9-Mile Rd, and commerce park uses are located north nearer to Frank Reeder, where the site is relatively flat.
- **Marketability** – This plan far exceeds market capacity for commerce park uses; but one can see where the plan may be reduced or provide for development opportunity into the future for other uses.
- **Walkability** – Creates walkable streets where possible, particularly in the southern lifestyle center and the office center spine. Otherwise, the commerce format is not easily compatible with walkability. A diversity of commerce and industrial type buildings are suggested here.
- **Transportation** – The street grid is well organized, however due to the lack of housing each job and business will create a significant amount of car traffic at peak hours along 9 mile and Frank Reeder.
- **Environment** – The plan preserves open space along the edges, but the format requires substantial surface parking which results in excess water run-off.
- **Edges** – Edges to the north, west, and south remain open with trails. To the east the edge includes a few future street connections near 9-Mile Rd but does not buffer further north where substantial tree stands border the site's edge.
- **Innovation** – Flexibility in the block structure is the key innovation, where the plan could adjust to accommodate other uses.

The west edge of the plan is bordered by a parkway, which opens up to a small neighborhood center in the north, before reaching the school, equestrian center, and community garden, and then finally arriving to the main retail center.

The plan takes special care to preserve farm plots along the north and west edges to mirror the character that exists outside of the site. A series of varying sizes of open spaces scaled for different activities are strategically located throughout the site.

The retail center is set back from 9-Mile Rd, behind a wide green designed to provide a buffer from the car centric street it faces.

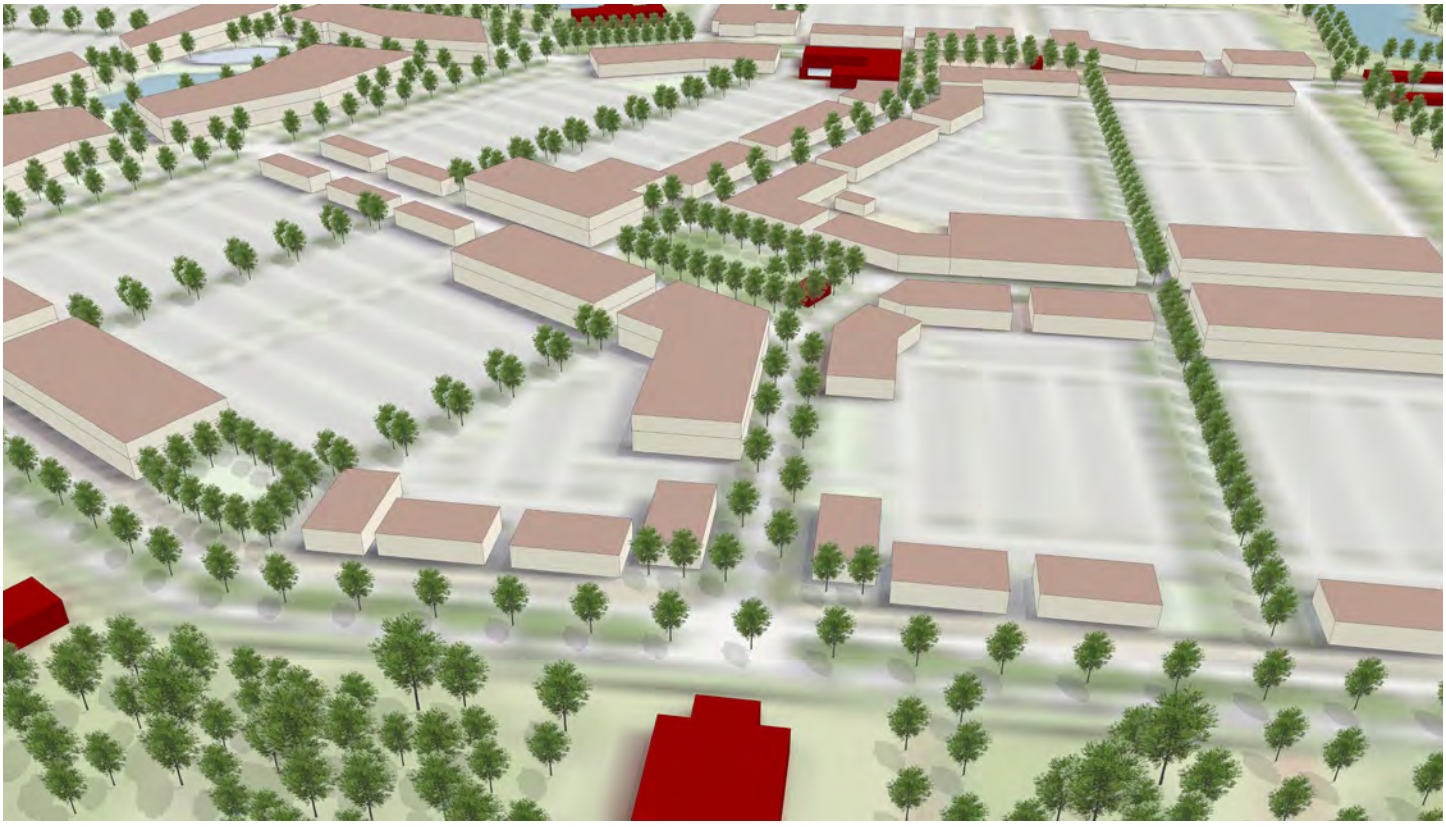

0
400
800
1600 Feet

Commerce Plan Annotated

Plan Options

1 Hotel / Conference Center
2 Mess Hall / Museum Complex
3 School
4 Public Pool
5 Art Museum
6 Boutique Hotel
7 Corporate Campus
8 Covered Pavilions
9 Amphitheater Stage
10 Pyramid Pavilion
11 Pond, Cabanas, and Pavilions
12 Civic Utilities Structure

View from Southwest corner



View of Retail Center

Commerce Plan Character

Plan Options

Spine Road

Civic Anchor

A mess hall, museum, and school anchor the middle west portion of the site that transitions to the wetland area. This area was designed to be the civic center of the plan with direct connections to a range of amenities and open space.

The plan locates this central to the plan to ensure it is accessible to everybody within OLF8, as well as the surrounding neighborhood, but it is also very intentional about how the buildings terminate long views down the boulevard, creating good terminated vistas.

Commerce Plan Character

Plan Options

Warehouse District

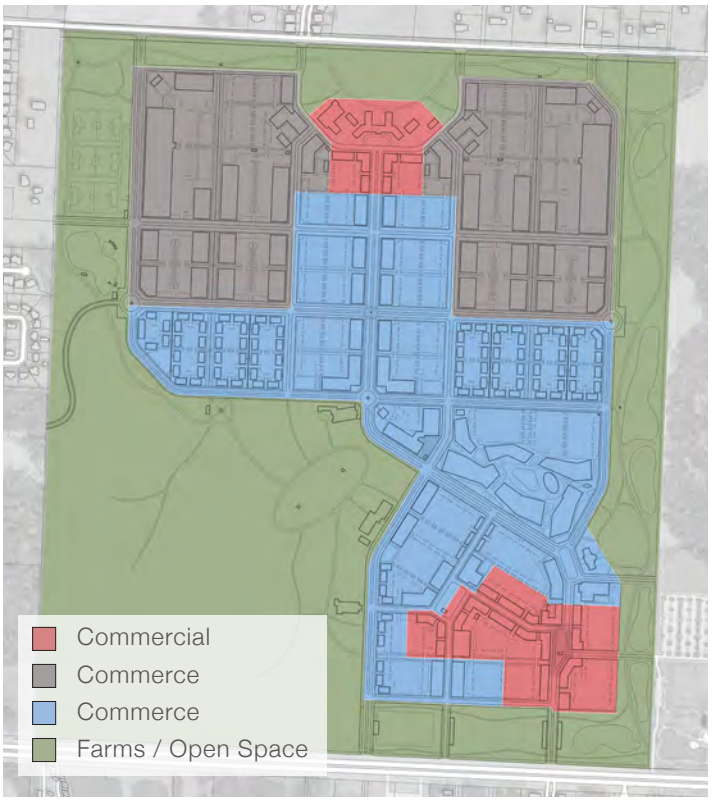
Retail Center at Frank Reeder

A small triangular plaza with retail and office flanking it is designed at the northeast edge of the site, giving residents north of Frank Reeder an opportunity to walk to smaller localized retail shops.

The office uses framing the plaza can potentially shield warehousing uses located behind.

Commerce Plan Capacity & Yield

Plan Options



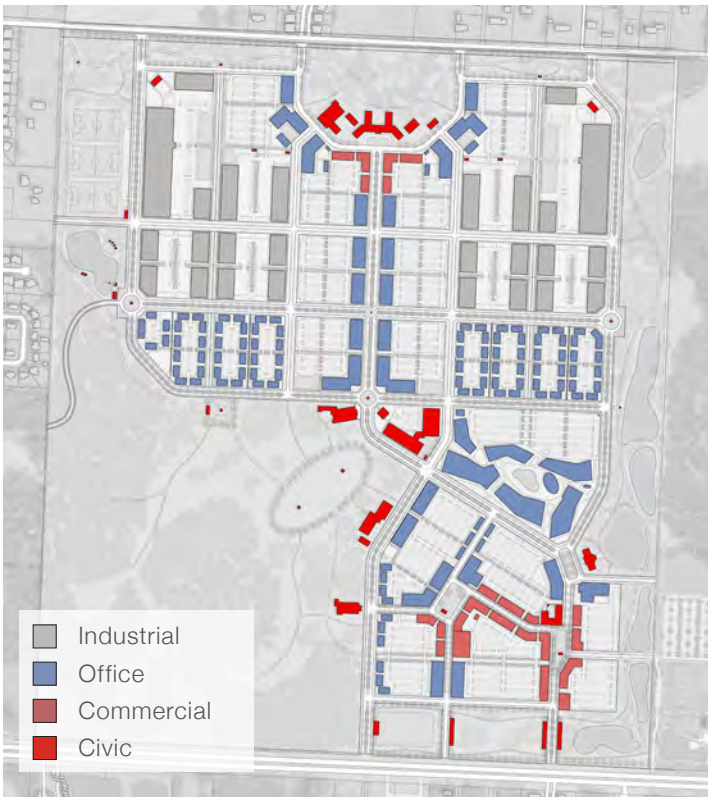
Land Use

Use	Area
Commercial	36 ac.
Multi-Family	0 ac.
Commerce	233 ac.
Low Density Residential	0 ac.
Farms / Open Space	268 ac.

Land Use

The land use diagram here illustrates more generally where each of the uses are assigned, across the site. This has been illustrated to help facilitate and understand the general acreage given for each of the uses, as noted in the table.

While the land use allocation shown here is representative of the charrette master plan, each category of uses could be increased, decreased, or realocated to different sections of the site.



Building Types

Building Types

There are 4 main building types or general uses proposed in this plan. They include: stand-alone Industrial, Office, Commercial, and Civic uses. The commercial buildings along 9-Mile Rd are envisioned to be the retail center for this site.

Office buildings connect key civic amenities along pedestrian friendly streets. In between them, office buildings line the streets. The office and commercial buildings meet at the retail center, shaping a formal square, intended to act as a gathering place for people to sit, visit, and have lunch or dinner outdoors

This plan was deliberately designed to exclude residential uses on the site. Instead, other than the retail and civic buildings, the only other uses are single-use commercial or industrial uses.

The resulting capacity and targeted mix is shown in the table above.

Use	Sq.Ft. / Units
Commercial	235,000 sq.ft.
Multi-Family	0 units
Industrial / Commerce	1,000,000 sq.ft.
Office (Corporate)	250,000 sq.ft.
Office (Large)	630,000 units
Office (Small)	369,600 units
Small Single-Family	0 units
Large Single-Family	0 units
Total Residential	**0 units**
Total Retail	**235,000 sq.ft.**
Total Office / Industrial	**2,249,600 sq.ft.**

Marketability Target Projections	
Use	**Sq.Ft. / Units**
Total Residential	**1,900 units**
Total Retail	**182,500 sq.ft.**
Total Office / Industrial	**600,000 sq.ft.**

This is the plan that develops the site according to the results of the market-ability study. Absent community input, this is what we would call the highest and best use plan which would yield the highest return on your investment. It's main characteristics are as follows:

- **Organization** – A mixed-use neighborhood center, with a retail loop, is anchored to the south end of the OLF8 site with access from 9-Mile Rd. The rest of the plan is developed as residential neighborhoods, each with a possible distinct character, centered on a central green. A 70-acre site, along the west side is reserved for a commerce park.
- **Marketability** – It meets the mix of residential, retail, office, and light industrial uses identified by the Weitzman report.
- **Walkability** – The neighborhoods are laid out along narrow streets. In terms of transportation – a clear and connected grid of streets and trails are organized around the building blocks of each neighborhood. Wider streets separate one neighborhood from another.
- **Environment** – Preserves the current open space and treed area and expands on this by bringing greens deep into site through green fingers which turn into wide boulevards. Smaller scaled pocket parks are embedded in the various neighborhoods, ensuring everybody has close access to some form of open space within a 5-min walk.
- **Edges** – This plan preserves a buffer of 200 to 400 feet in width along Frank Reeder Road to reflect the current character on the north side of Frank Reeder Rd.
- **Innovation** – There are multiple scales of small farms ranging from 1 acre to 10 acres, to protect and celebrate the rural history of the area. A necklace of public amenities are anchored to the natural area on the west side of the site, which include, a micro-brewery located on a small lake, a boutique hotel across from the brewery, a children's museum (similar to the 'Mess Hall'), an elementary school, a community garden, with a functioning barn to harvest produce, a market building to sell the freshly grown produce, and finally a Children's day care center, connected to Navy Federal.


0
400
800
1600 Feet

Market Plan Annotated

Plan Options

1 Mixed-Use Neighborhood Center
2 Live-Works
3 Open Space & Pavilion
4 Stormwater Ponds
5 5-10 acre Farms
6 Mixed-Use Neighborhood Center
7 School (15 acres)
8 Shared Facility Playfields
9 Formal Linear Park
10 Parkway
11 Attached Green
12 Formal Boulevard
13 Clubhouse
14 Agriculture Building
15 Amphitheater
16 Open Air Market Building
17 Day Care
18 Recreational Water Feature
19 Community Garden
20 Equestrian Center
21 Truck Route

View from Southwest Corner

View of Retail Center from the Southeast Corner

Market Plan Character

Plan Options

Retail Center at 9-Mile

The main retail center is located along 9-Mile Rd, with the larger footprint uses facing out to 9-Mile Rd and the smaller retail uses located further into the site.

There is a parallel road to 9-Mile that allows for one-way travel and head-in parking serving the commercial along it's edge. This helps control the pedestrian realm and provides a buffer from 9-Mile which is anticipated to be more auto oriented.

Mixed-use buildings shape the streets and parking is hidden within the blocks.

A standard size grocer is located at the east corner (lower right) and as the street moves into the site the connection to Navy Federal and the commercial street is anchored by a large daycare center serving both OLF8 and Navy Federal.

Market Plan Character

Plan Options

Village Center Edge

Market Square

The Market Square Plaza is the central hub of the community. A market pavilion where locally grown produce can be sold on a weekly basis to neighbors and surrounding neighborhoods, is prominently located within it.

The Market Plaza is framed on two edges by mixed-use buildings, with the potential for beer garden or wine bar, spilling out into the plaza with views through the existing trees, which frames the third edge of the plaza.

The fourth side is framed by an agriculture center which would act as a retail shop on a regular basis but also provide learning opportunities related to agriculture to help keep the spirit and history of the area alive.

Deeper into the site is located an equestrian center and a school, which are adjacent to low-density residential area.

The following pages contain overall views of the whole site, to help understand the context and character.

Market Plan Character

Plan Options

Cottage Courts and Pedestrian Streets

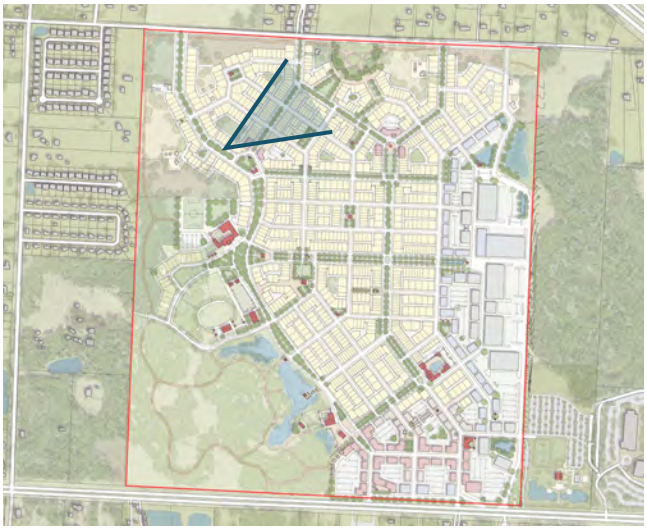
‘Green’ Space

Each of the plan options have carefully designed and scaled open spaces throughout them, framed by a variety of residential building types.

This view shows cottages fronting an attached green, along a pedestrian way that connects to the greater trail network, running all the way from Navy Federal to the Retail Center at 9-Mile Rd.

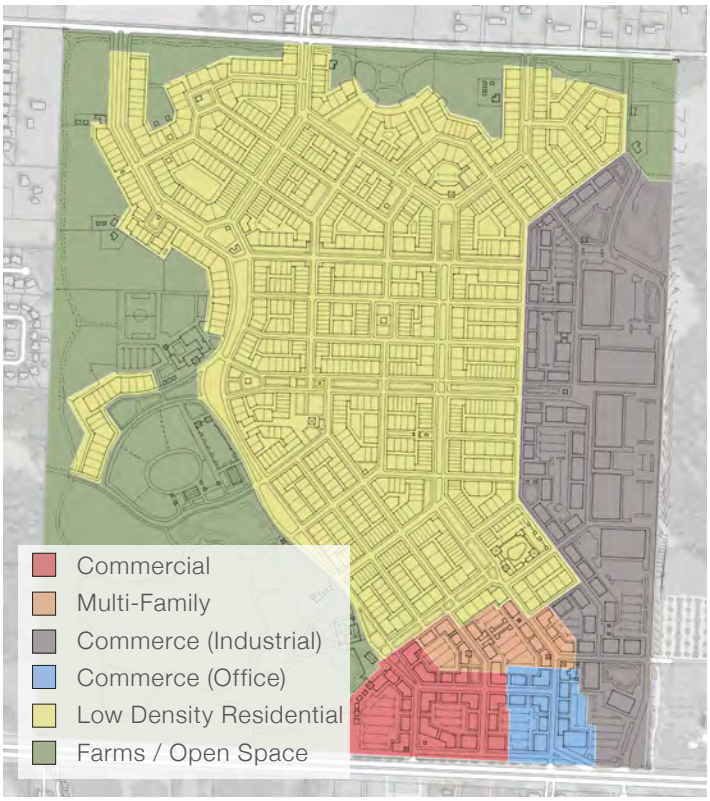
This view (lower left corner of the illustration) also shows a robust pedestrian network allowing residents to circulate on pedestrian only streets, leading from open space to open space, throughout the neighborhood.

Communal gathering spaces also provide a visual termination, as well as a destination.



Market Plan Character

Plan Options



Land Use Distribution

Use	Area
Commercial	18 ac.
Multi-Family	10 ac.
Commerce	92 ac.
Low Density Residential	235 ac.
Farms / Open Space	182 ac.

Land Use

The land use diagram here illustrates more generally where each of the uses are assigned, across the site. This has been illustrated to help facilitate and understand the general acreage given for each of the uses, as noted in the table.

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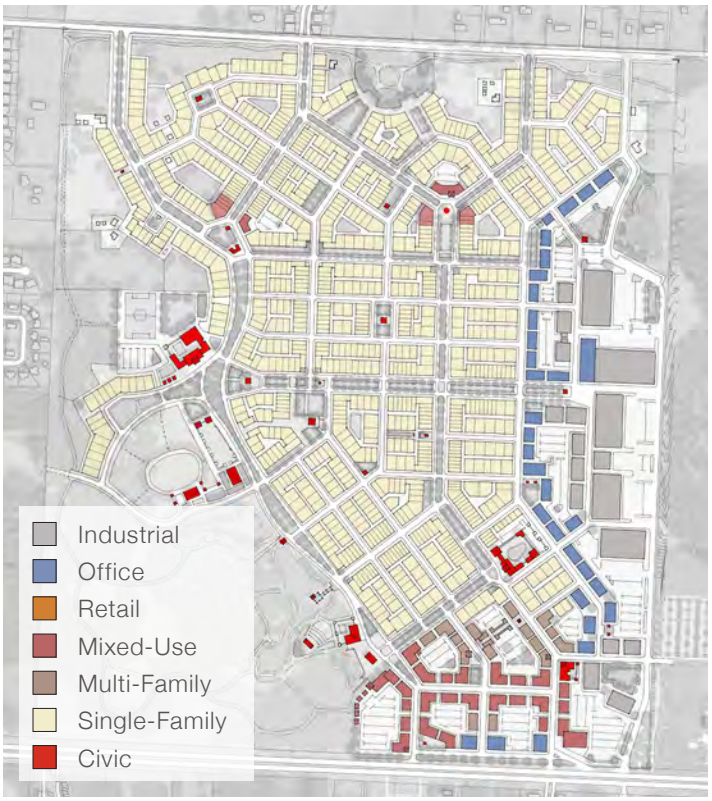

Building Types

Building Types

There are 7 main building types or general uses proposed in this plan which include Industrial, Office, Retail, Mixed-Use, Multi-Family, Single Family, and Civic. The retail buildings include a large format grocer along 9-Mile Rd.

Smaller single-family residential lots are located closer to the neighborhood centers, with larger lots located along the edges of the neighborhoods.

This plan is envisioned to have a rich diversity of building types and a wide range of scales of residential housing, from multi-family buildings to small farm plots.

This diagram represents the master plan as designed, aiming to hit each of the targets set by the marketability report.

The resulting capacity and targeted mix is shown in the table above.

Use	Sq.Ft. / Units
Retail	225,158 sq.ft.
Multi-Family (over retail)	350 units
Multi-Family (stand-alone)	306 units
Industrial / Commerce	962,445 sq.ft.
Office (stand-alone)	90,961 sq.ft.
Office (loft)	76,328 sq.ft.
4-Pck	276 units
6-Pck	168 units
Town House	399 units
Small Single-Family	276 units
Large Single-Family	243 units
Total Residential	**2,018 units**
Total Retail	**225,158 sq.ft.**
Total Office / Industrial	**1,129,734 sq.ft.**

Marketability Target Projections	
Use	**Sq.Ft. / Units**
Total Residential	**1,900 units**
Total Retail	**182,500 sq.ft.**
Total Office / Industrial	**600,000 sq.ft.**

This is one of 2 hybrid plans with a more limited mix of uses than the marketability plan suggested could be accommodated on site. It's main characteristics are as follows:

- **Organization** – This plan is defined by a grid of greenways. The town center is located along 9-Mile Rd with a mix of offices, shops, restaurants and some multi-family buildings. An eastern industrial commerce district is suggested with entrances of 9-Mile Rd. It wraps around the north and NW corner along Frank Reeder which anticipates the 1-10 interchange at Beulah Rd. A central low-density residential neighborhood is proposed for the center, with 4 quadrants defined by large attached greens and a street of live-work units. A north-south main street spine and broad greenway ring road connect all 4.
- **Marketability** – The plan provides for a healthy mix of all market uses that are likely to be desired in this region and a flexible framework to make market adjustments as the project is built incrementally.
- **Walkability** – Each neighborhood is designed to have a quarter mile radius (5 min. walk) from center to edge. Amenities and Civic facilities are distributed throughout site, with plentiful array of green space. The broad greenway features shared walking trail for walkers, joggers and equestrian riders down the center.
- **Transportation** – Neighborhood structure provides centrally-located pick-up locations within 5 minute walks of each address for both regional bus transit or local shuttles.
- **Environment** – The Greenway system connects directly with the southwestern park. New stormwater ponds create a focal point for the retail and restaurant at the town center edges, and help manage the stormwater drainage needs of the site. The trail system, for both people and horses, continues into the large park in the southwest that incorporates the wetlands and existing tree stands with passive and active recreation, as well as civic uses and community farming.
- **Edges** – Bands of green space frame the entire site and are integrated into the Greenway system of this community. Roadways into the privately owned western properties are avoided and views screened, but future connections are not precluded. A connection to Navy Federal is anticipated on the east side.
- **Innovation** – A modular block structure offer incremental phasing and future flexibility. It is envisioned that this central neighborhood could remain open space initially, and then be phased incrementally as the demand arises.


0
400
800
1600 Feet

Greenway Plan - Annotated

Plan Options

1 Community Building
2 Community Building
3 Clubhouse
4 Day Care / Pre-School
5 Agriculture Center
6 Equestrian Barn
7 Cafe
8 Beer Garden
9 Nature Center
10 Park Pavilion
11 Elementary School
12 Fire Station
13 Restaurant Court
14 Mid-Block Liner Buildings

View from Southwest Corner

View of Retail Center Looking North

Greenway Plan Character

Plan Options

Greenway Park Between Two Districts

Linear Parks AKA Greenways

The Greenway Plan is made up of a system of greenways that buffer the core of the neighborhood from the surrounding office and commerce uses located along the periphery of the site.

These greenways vary in width but can accommodate playgrounds, trails, passive open space, and act as a pedestrian only circulation loop around the neighborhood.

Greenway Plan Capacity & Yield

Plan Options

Land Use Distribution

Use	Area
Commercial	18 ac.
Multi-Family	14 ac.
Commerce	125 ac.
Low Density Residential	179 ac.
Farms / Open Space	200 ac.

Land Use

The land use diagram here illustrates more generally where each of the uses are assigned, across the site. This has been illustrated to help facilitate and understand the general acreage given for each of the uses, as noted in the table.

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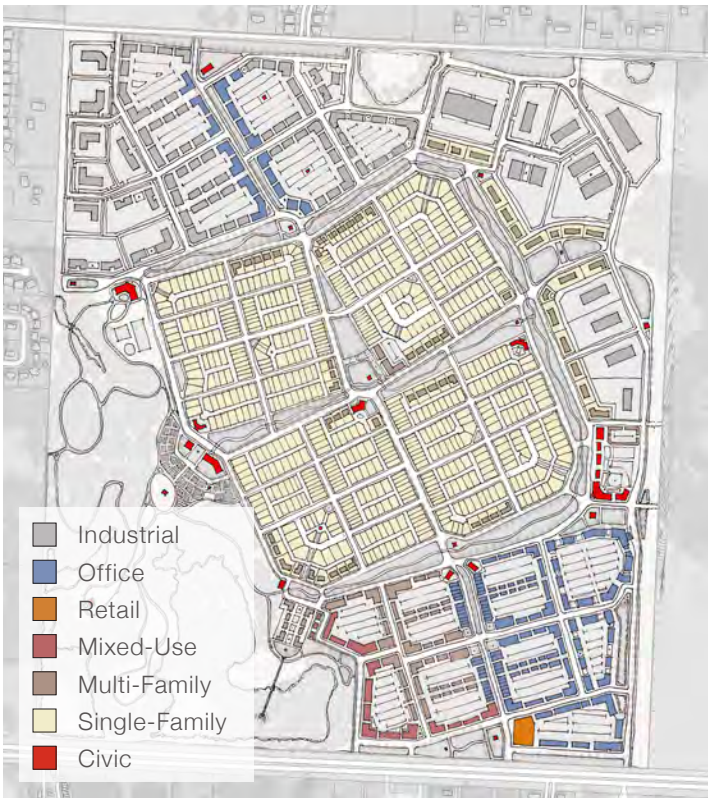

Building Types

Building Types

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Smaller single-family residential lots are located closer to the neighborhood centers, with larger lots located along the edges of the neighborhoods.

This plan is envisioned to have a rich diversity of building types and a wide range of scales of residential housing, from multi-family buildings to small cottages.

This diagram represents the master plan as designed, aiming to balance the targets set by the marketability report, while providing large quantities of usable open space as an amenity for the public.

The resulting capacity and targeted mix is shown in the table above.

Use	Sq.Ft. / Units
Retail	176,513 sq.ft.
Multi-Family (over retail)	194 units
Multi-Family (over retail liner)	23 units
Multi-Family (stand-alone)	189 units
Multi-Family (Liner)	148 units
Industrial / Commerce	732,086 sq.ft.
Office (stand-alone)	293,373 sq.ft.
Office (L/W)	104,000 sq.ft.
4-Pck	244 units
Town House	194 units
Small Single-Family	273 units
Large Single-Family	250 units
Total Residential	**1,514 units**
Total Retail	**176,513 sq.ft.**
Total Office / Industrial	**1,129,459 sq.ft.**

Marketability Target Projections	
Use	**Sq.Ft. / Units**
Total Residential	**1,900 units**
Total Retail	**182,500 sq.ft.**
Total Office / Industrial	**600,000 sq.ft.**

This is one of 2 hybrid plans, and is focused around Beulah's agrarian and rural roots. It is the least developed of the 4 plans. It's main characteristics are as follows:

- **Organization** – A commerce park is embedded along the eastern end of the site. A village center with shops, housing and office uses along pedestrian-oriented streets is located on the south end of the plan, along 9-Mile Rd, while a centralized agricultural or common green space serves as a key community feature, surrounded by quiet residential neighborhoods and amenities such as a winery and restaurant. The village boundaries transition into agriculture and then nature.
- **Marketability** – While potentially not at full market capacity for commerce or housing, this plan provides for a unique and active agrarian community experience. It is the plan with the least amount of residential proposed.
- **Walkability** – Mid-block shared streets, multi-use paths, destinations, scenic agrarian vistas and unique pedestrian experiences allow for useful and interesting daily walks in this plan.
- **Transportation** – This plan aims at reducing the street network load and provides a diverse variety of options including an interconnected trail system accessible for equestrian, biking, walking and other active recreation and transportation uses.
- **Environment** – The wetlands and wooded areas remain intact in this plan with substantial land preserved for open space, agriculture and minimal impact recreational uses.
- Natural elements are also integrated within the village and open green spaces serve as stormwater retention ponds when needed.
- **Edges** – Except for the village center edge along 9-Mile Rd to the south, the site retains natural edges throughout, composed of wooded areas, agriculture, greenways and paths.
- **Innovation** – This plan takes on a traditional village concept where the village boundary is defined by farmstead and agrarian parcels while providing a flexible block structure within for a variety of uses.


0
400
800
1600 Feet

Village Plan Annotated

Plan Options

1 Central Farm
2 Community Farm & Gardens
3 Farm Building and Farm-to-Table Restaurant
4 Elementary School
5 Mixed-Use Neighborhood Center
6 Town Square
7 Formal Boulevard
8 Farmside Multiuse Path
9 City Hall & Fire Station
10 Gazebos & Hitching Posts
11 Play Fields
12 Multiuse Park Space
13 Stormwater Ponds
14 Boutique Hotel
15 Farmhouses on 5-10ac Farms
16 Winery & Restaurant
17 Corner Coffee Shop
18 Open Air Market
19 Citrus Grove & Stand
20 Truck Route

View from SW Corner

View of Central Green looking South

Central Farm Neighborhood

Central Farm & Ag Fingers

The main feature of the village plan is its picturesque farms situated in the center of an agrarian village, fronted by single-family homes.

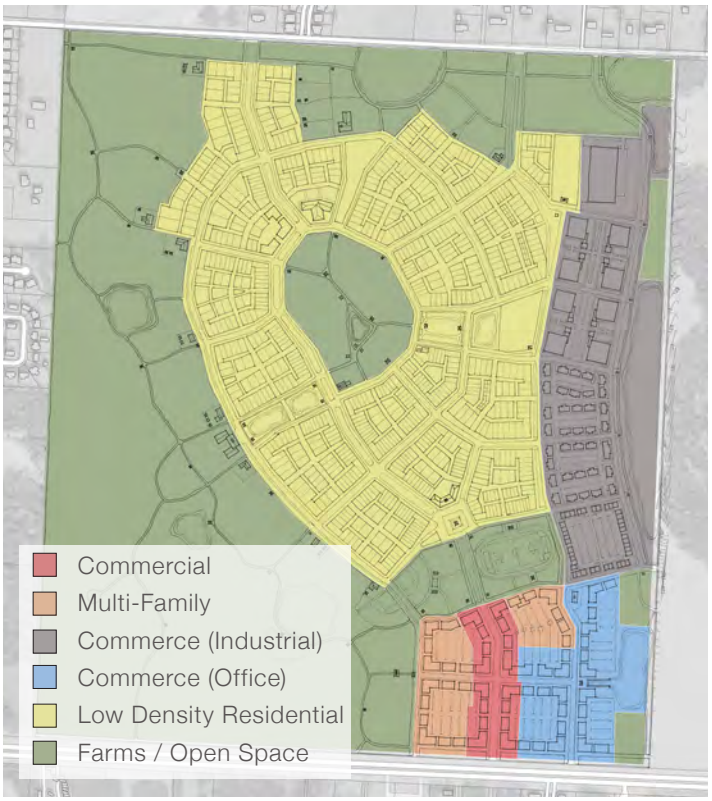
The farm is anchored by a barn and farm house which could act as a local store selling produce from the farm, or a weekly farmers market, where residents could purchase locally grown produce.

The plan also has generous fingers of land that would be a combination of passive and active open space as well as smaller agricultural plots, which could be leased to local residents interested in growing their own food.

Transitioning from the green finders is the commerce and light industrial uses, located along the eastern edge of the site.

Village Plan Capacity & Yield

Plan Options



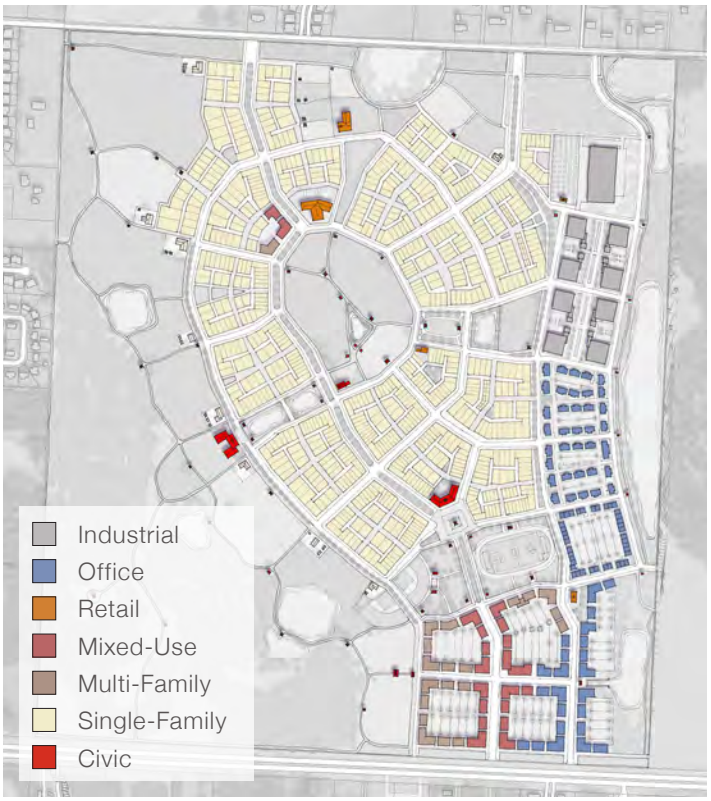
Land Use

Use	Area
Commercial	9 ac.
Multi-Family	12 ac.
Commerce	72 ac.
Low Density Residential	158 ac.
Farms / Open Space	286 ac.

Land Use

The land use diagram here illustrates more generally where each of the uses are assigned, across the site. This has been illustrated to help facilitate and understand the general acreage given for each of the uses, as noted in the table.

While the land use allocation shown here is representative of the charrette master plan, each category of uses could be increased, decreased, or realocated to different sections of the site.



Building Types

Building Types

There are 7 main building types or general uses proposed in this plan which include Industrial, Office, Retail, Mixed-Use, Multi-Family, Single Family, and Civic.

Smaller single-family residential lots are located closer to the neighborhood centers and surround the central farm, with larger lots located along the edges of the neighborhoods closer to outside farm plots and open space.

This plan is envisioned to have a rich diversity of building types and a wide range of scales of residential housing, from multi-family buildings to small and medium farm plots.

This diagram represents the master plan as designed, aiming to provide a balanced mix of uses while preserving the agrarian character of the area.

The resulting capacity and targeted mix is shown in the table above.

Use	Sq.Ft. / Units
Retail	117,223 sq.ft.
Multi-Family (over retail)	234 units
Multi-Family (stand-alone)	376 units
Industrial / Commerce	473,070 sq.ft.
Office (stand-alone)	163,099 sq.ft.
4-Pck	52 units
6-Pck	0 units
Town House	201 units
Small Single-Family	366 units
Large Single-Family	111 units
Total Residential	**1,341 units**
Total Retail	**117,223 sq.ft.**
Total Office / Industrial	**636,169 sq.ft.**

Marketability Target Projections	
Use	**Sq.Ft. / Units**
Total Residential	**1,900 units**
Total Retail	**182,500 sq.ft.**
Total Office / Industrial	**600,000 sq.ft.**

Supporting Diagrams

Plan Options

Open Space

Open Space

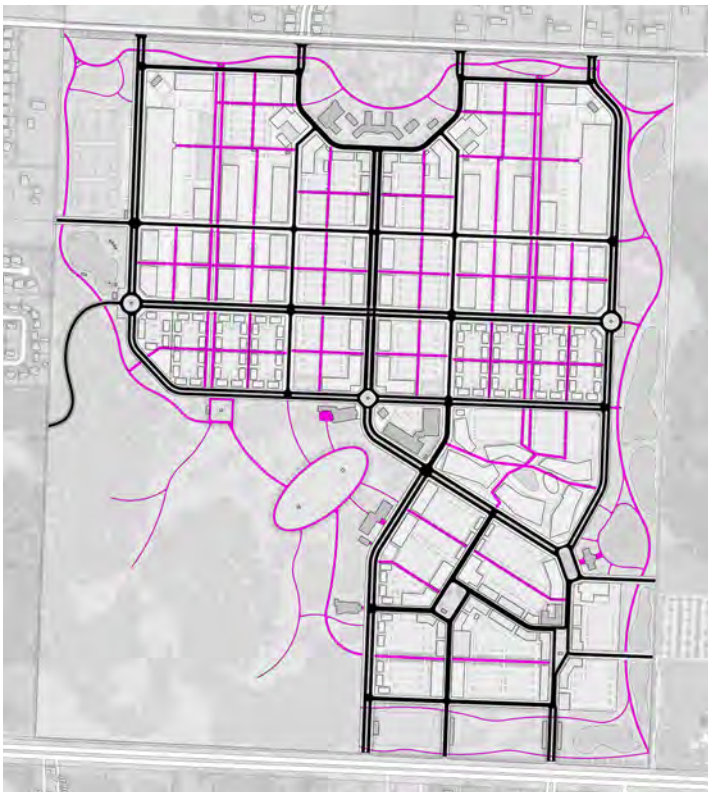
Public civic buildings and open space offer opportunities for passive and active gathering and recreational spaces for the community. They are often fronted by one or two streets making them easily accessible, safe, and defined by buildings on most sides.

Central neighborhood plazas and neighborhood greens are the two main types of open spaces, which are both embedded into the fabric and/or placed at entrances to the community. They typically function as the communal gathering place for special events such as art shows, concerts, plazas, and civic building sites. It is important to allow varying scales of activities to occur in each of these spaces.

- Civic Buildings
- Green Space
- Bodies of Water

Supporting Diagrams

Plan Options



Open Space

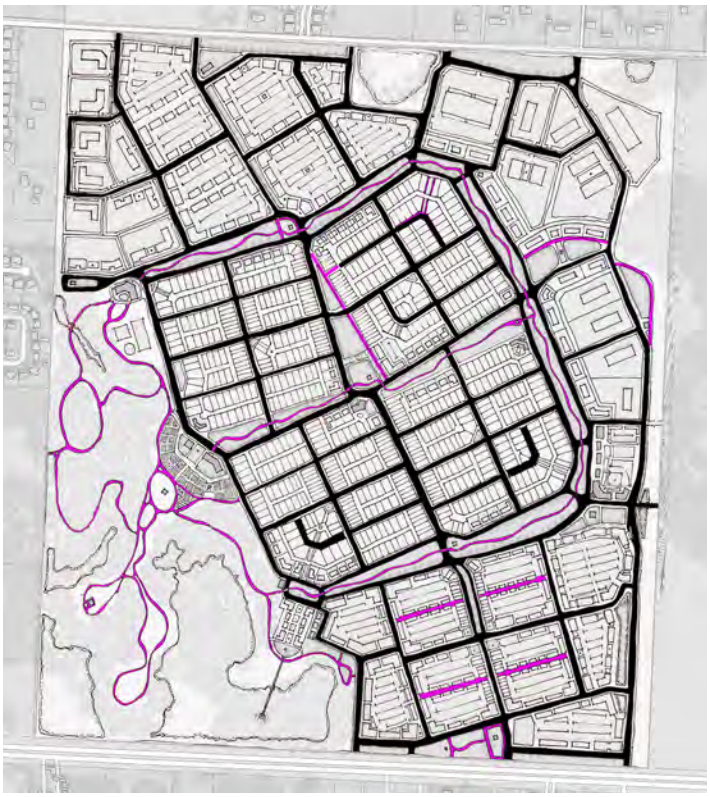
Circulation

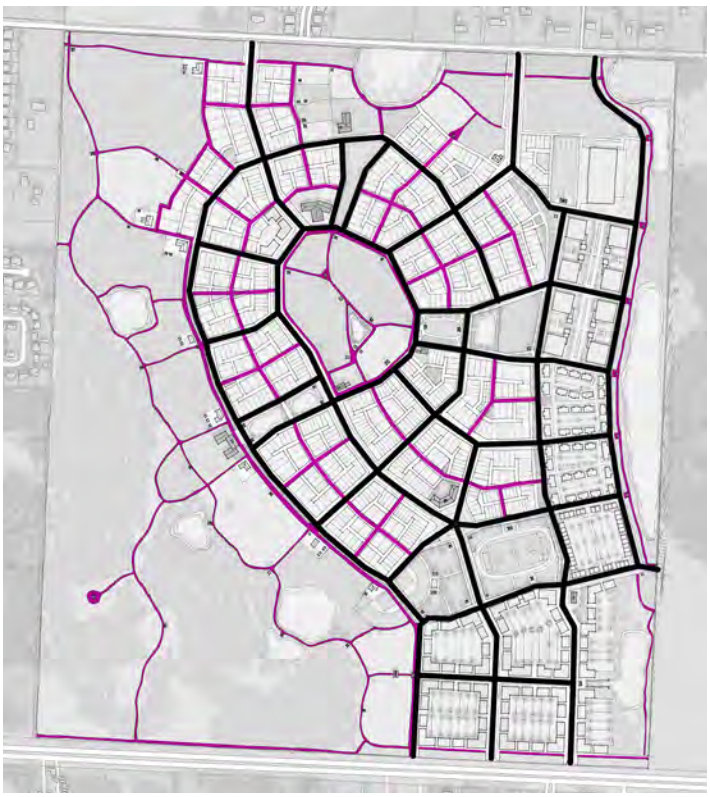
A collective system of sidewalks, paths and trails will provide pedestrians and bicyclists with more choice of routes, creating a complete, connected, and diverse circulation network.

Such a proposed network that promotes walking and cycling will further contribute to a more sustainable community and a healthier populace.

Streets are designed as public spaces. As such they play a much larger role in the public life of its users than just thoroughfares for traffic. Since streets and open spaces constitute about 40% of the total land area, they should be designed to be contextual, comfortable and connected. Additionally they should be designed for safety where people walking, parking, shopping, bicycling, working, and driving can cross paths safely.

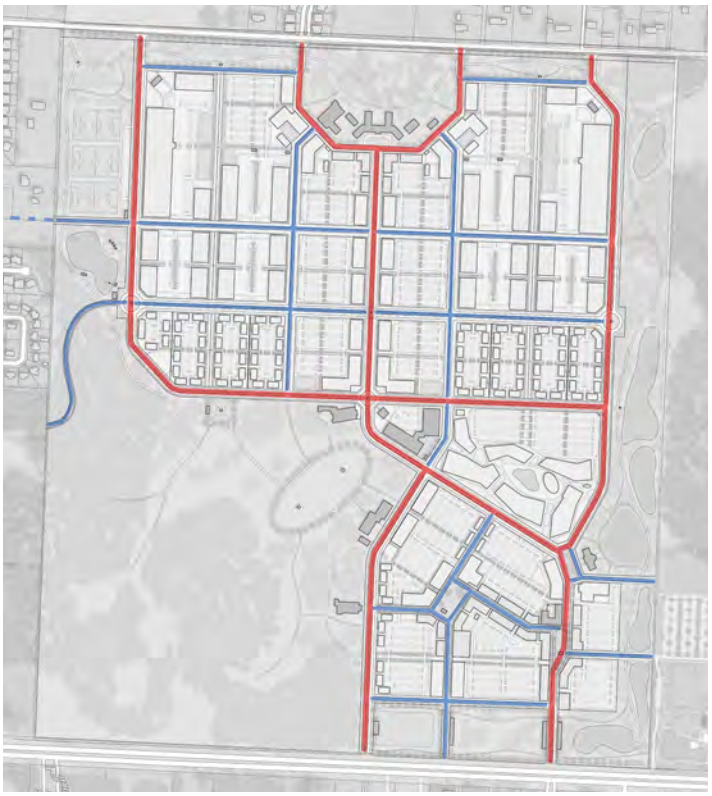
- Streets
- Pedways & Trails

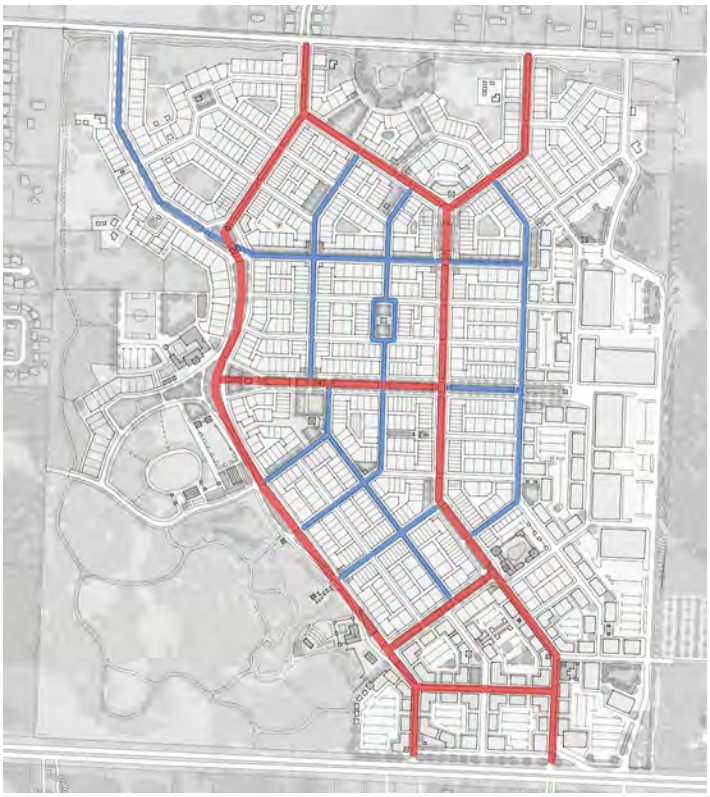




Supporting Diagrams

Plan Options





Open Space

Thoroughfare Hierarchy

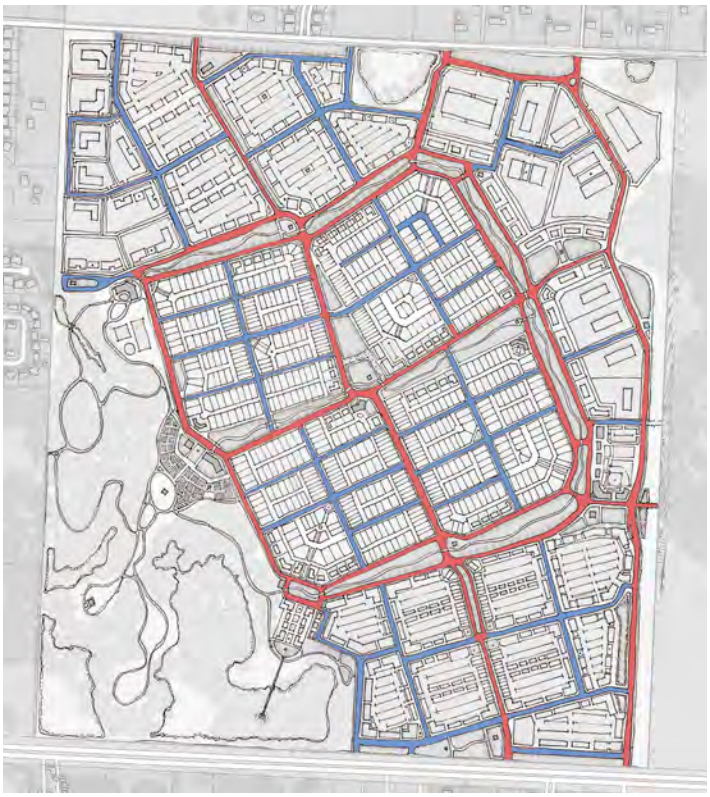
The plans include a hierarchy of thoroughfares (of varying character and scale), in order to accommodate the full range of movement. Few streets, if any, should prioritize traffic over pedestrians.

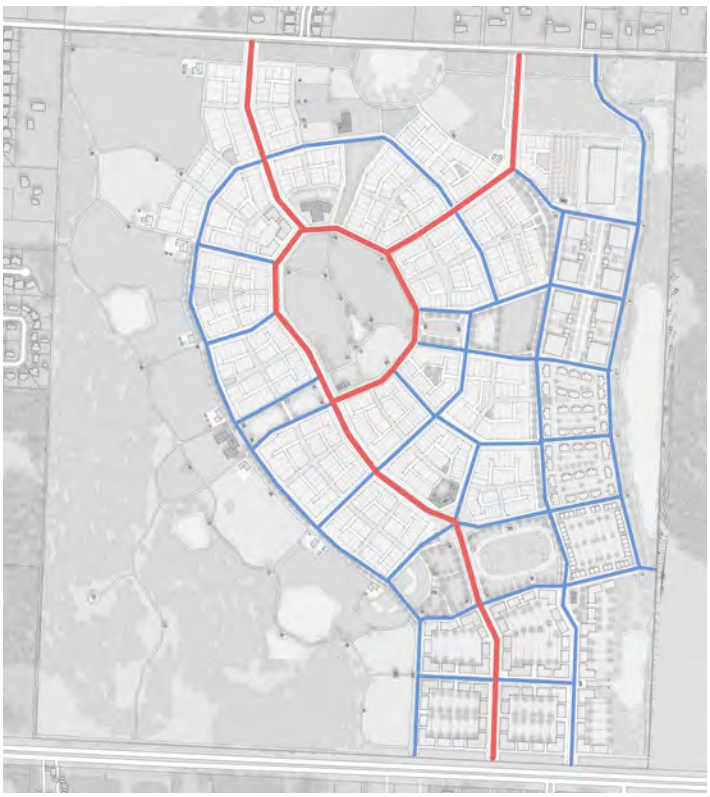
Primary Streets are pedestrian-friendly streets with active uses at grade, held to the highest standard of urban performance. Entrances to parking and service bays are generally prohibited. Curb cuts for alley access are also discouraged along Primary Streets, as they form a continuous loop, of the highest pedestrian quality, through the street network.

Secondary streets are local serving streets held to a good standard of urban performance where inactive uses such as parking and loading/servicing can occur on a limited basis.

Primary Streets

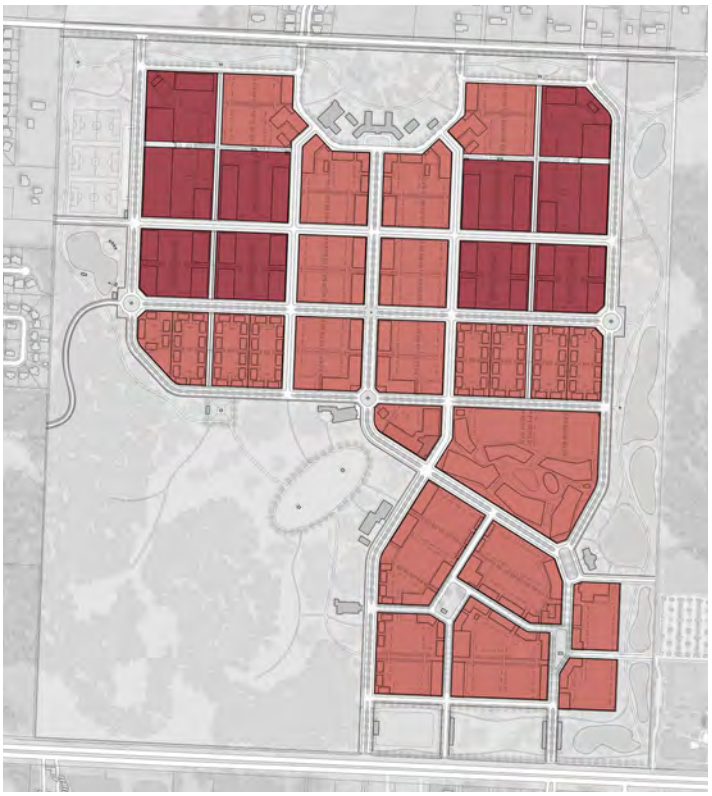
Secondary Streets



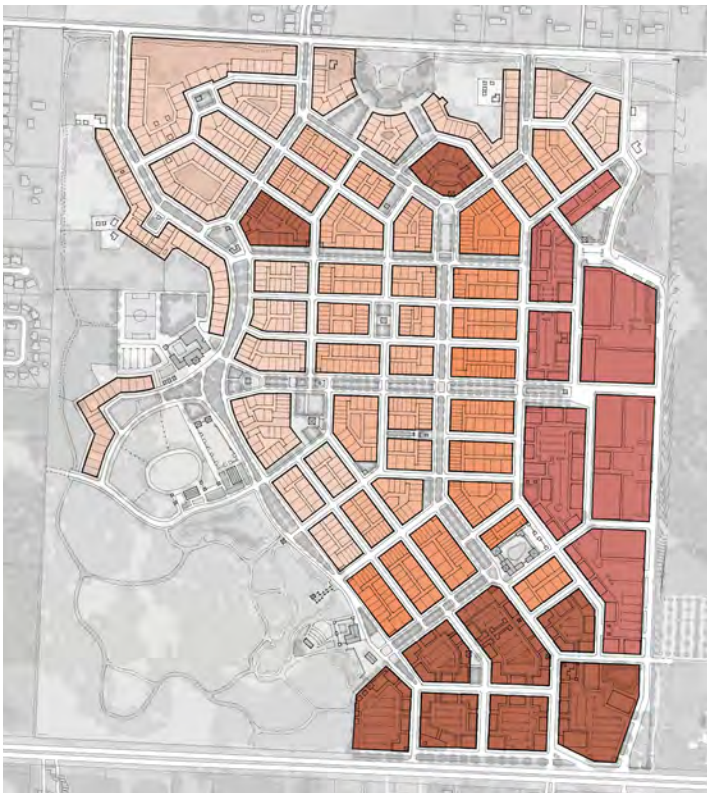


Supporting Diagrams

Plan Options



Commerce Plan



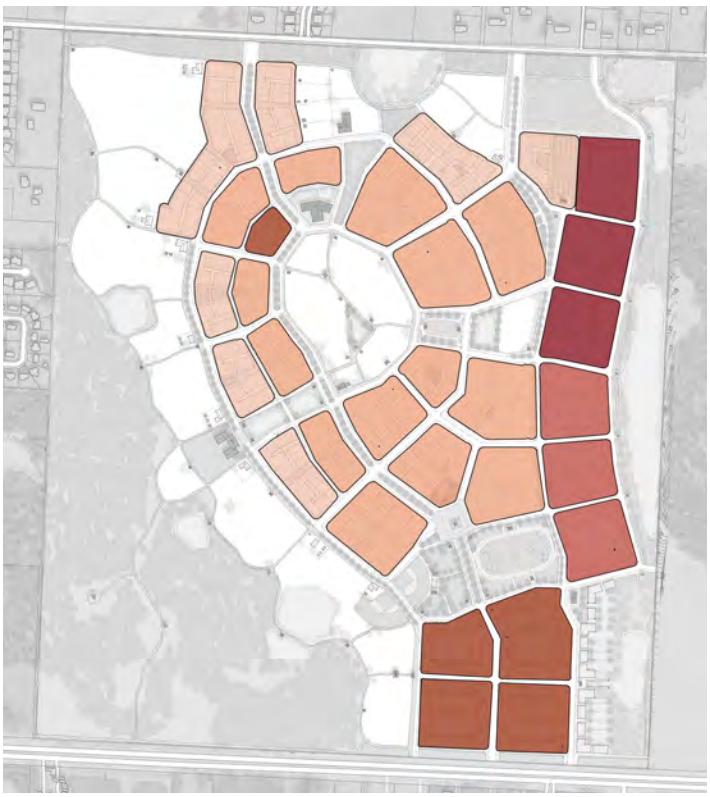
Market Plan

Block Intensity

Blocks have been ‘coded’ with different intensities, allowing them to be flexible and change to the different market demands. Each of these block intensities has a fine grain sub-set of block types that fit within them. The block types may be found on page 56. The layout of the plan is done in such a way that blocks can stand alone or be combined to adapt to a wide variety of types. This is critical in providing a plan that can remain relevant through a rapidly changing market.

- Industrial
- Single-Use Commercial
- Multi-Family
- Medium Intensity SF
- Low Intensity SF

Greenway Plan



Village Plan

Plan Flexibility - Prototypical Block Types

Plan Options

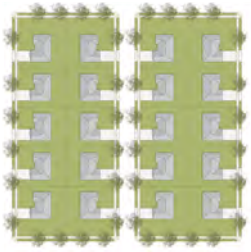
Density

Block Intensity

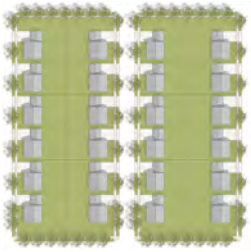
Low Intensity SF

Farmstead
.17 du/ac
1 story

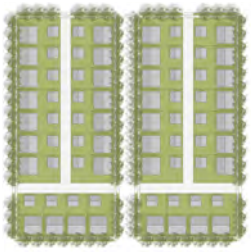
Rural
1.05 du/ac
150x250 lots
1 story



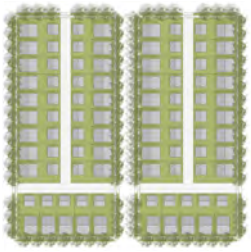
Suburban
3.48 du/ac
90x110 lots
1 story



Front Loaded
4.18 du/ac
75x110 lots
2 stories

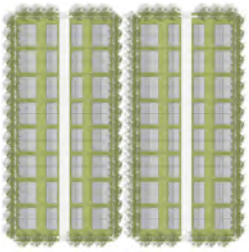


Rear Loaded
6.27 du/ac
50x98 lots
2 stories

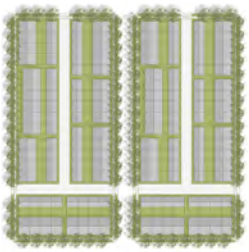


Cottage
8.01 du/ac
40x98 lots
2 stories

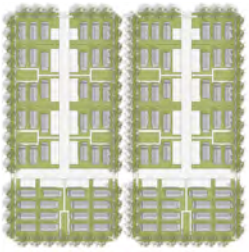
Med Intensity SF



Duplex
11.15 du/ac
30x98 lots
2 stories



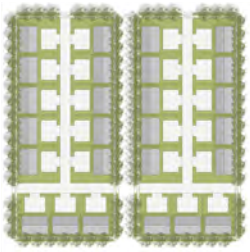
Townhouse
12.54 du/ac
25x98 lots
2 stories



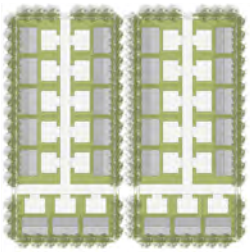
Cottage Court
16.03 du/ac
98x142 per court
26x54 per cottage
2 stories

2 Over 1
33.45 du/ac
25x60 lots
192 units (2/bldg)
3 stories

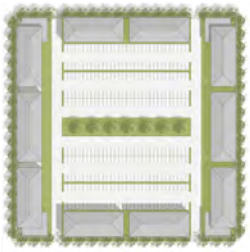
Multi-Family



Walk-up (4 pack)
18.12 du/ac
70x98 lots
2 stories



Walk-up (6 pack)
27.18 du/ac
70x98 lots
3 stories



Multi-Family
39.02 du/ac
MF: 245,488 sf / 224 units
3 stories

Description of Prototypical Block Types on the following page.

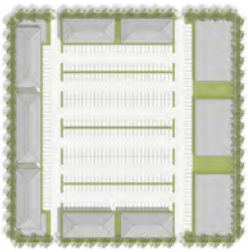
Plan Flexibility - Prototypical Block Types

Plan Options

Mixed-Use

Live / Work

12.54 du/ac
25x50 lots
3 stories
72 units (1/bldg)



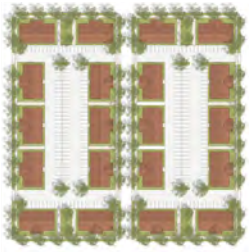
Office & MF

24.75 du/ac
MF: 156,048 sf / 142 units
Office: 75,600 sf
Total: 231,648 sf
3 stories MF, 2 stories Office

Retail & MF

30.66 du/ac
MF: 180,392 sf / 186 units
Retail: 90,196 sf
Total: 270,588 sf
3 stories

Single-Use Commercial

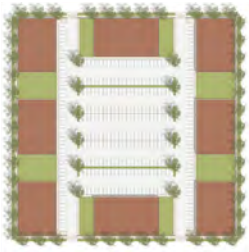


Small Office Park

Total: 76,800 sf
1 story

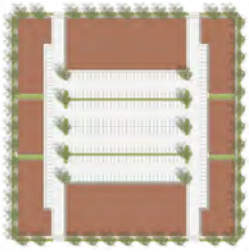
Medical Office

Total: 80,000 sf
2 stories



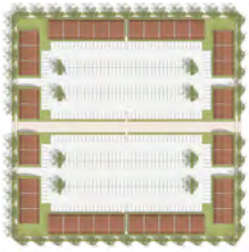
Office Park

Office: 94,500 sf
1 story



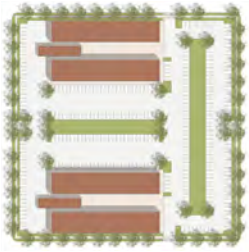
Retail

Total: 125,540 sf
1 stories



Office Condos

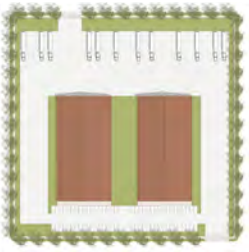
Total: 123,200 sf
2 stories



Hotel

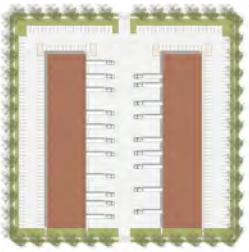
Total: 155,500 sf
300 keys (500 sf per room)
3 stories

Industrial



Commerce Park

Total: 60,000 s.f.
40x98 lots

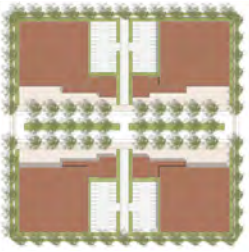


Business Industrial Park

Total: 72,000 sf
1 story

Warehouse

Total: 87,125 sf
1 story



Makerspace

Total: 207,308 sf
2 stories

Plan Flexibility - Prototypical Block Types

Plan Options

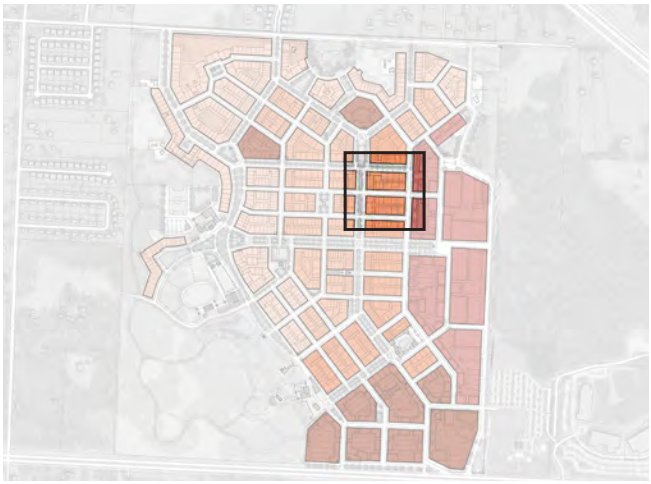
Due to divergent interests for this site, the designers developed a flexible block structure that could accommodate a wide range of uses.

- **Step 1: Define the block size.** Two standard blocks of 220 feet deep by 500 feet long were grouped together with a 60 feet ROW between them to create a larger super-block that measured 500 feet x 500 feet.
- **Step 2: Develop the block types.** They include less dense to more dense building types under six main block categories, each type indicating average lot size, building types and density/block. Each block can accommodate its own parking, either on the lot itself or in shared surface lots. None included structured garages or below-ground parking as the market for that level of density is not warranted. 4/6 are predominantly residential in nature, and 2/6 are reserved for non-residential uses exclusively.
    1. **Low intensity Single-family Block**, includes detached single-family homes exclusively, most without alleys and a few with alleys, ranging from < 1 du/acre to 8 du/acre. Most of these are the types most familiar to the Beulah area, large rural or suburban front-loaded lots. The last two types in this category include rear-loaded, smaller house footprints.
    2. **Medium Intensity Single-Family Block**, includes detached and attached single-family homes, all rear-loaded, and ranging from approximately 11 du/ac to 33 du/ac. The Marketability Study indicated a strong need for these missing types in Beulah. They include duplexes, townhouses, detached cottages on a shared green or 2-over-1, a townhouse stacked over a flat.
    3. **Multi-Family Block**, includes small 2-3 story multi-family building, ranging in density from 18 - <40 du/ac, or 104- 224 units/block. The walk-up buildings can provide for the majority of their parking on the lot. The multi-family building provides the parking in the middle of the block, to be shared amongst all perimeter buildings.
    4. **Mixed-Use Block**, includes 3-story building types with retail or office at grade, and 2 levels of residential above, ranging in density from +12 du/ac to 30 du/ac. This block type is less dense than the multi-family type as it includes a commercial component of course.
    5. **Single-Use Commercial Block**, includes a range of commerce park typologies, from small to medium sized building and ranging from 1-2 stories only due to their high parking requirements. They range in development capacity from +76,000 square feet to over 155,000 square feet for a hotel.
    6. **Industrial Block,** includes the large to very large commerce park typologies that are up to 2 stories, and that typically have a lower parking requirement due to their uses. They range in development capacity from +70,000 square feet to over 207,000 square feet.
- **Step 3: Assign the block types.** Each master plans identified the most appropriate locations for the 6 block types based on community and team feedback during the Charrette.
- **Step 4: Assign zoning**. This step will be developed in Phase 3 with the intention of assigning the block typologies and/or uses across the Hybrid Master Plan while providing for the necessary flexibility to adjust the uses as needed within the approved zoning and development controls.

Plan Flexibility - Prototypical Block Types

Plan Options

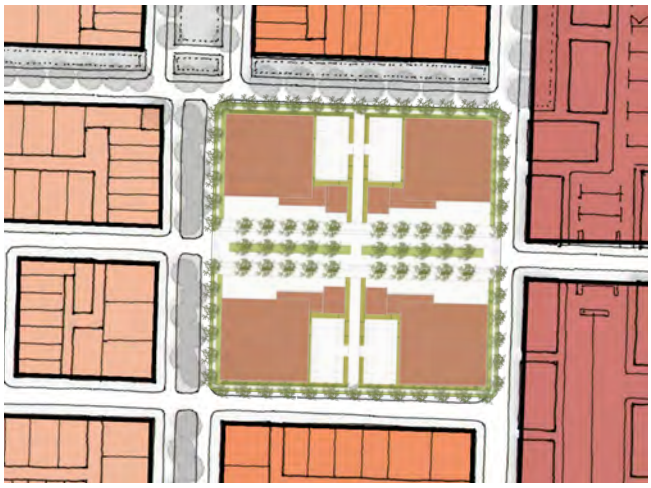
Phase 3 will provide development controls and zoning regulations to enable the selection and swapping of certain block types with a set of agreed upon parameters. This page shows how smaller residential blocks can be replaced within any plan, with either different types of residential, or with larger commerce types.



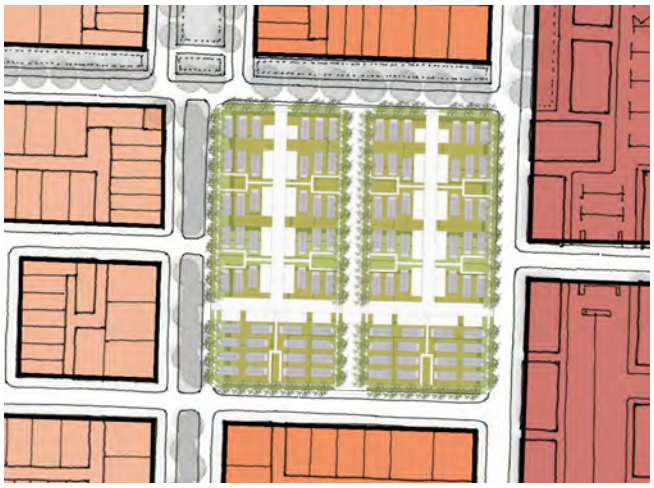
Retail (Single Use Commercial)

Medical Office (Single Use Commercial)

Business Industrial Park (Industrial)



Medical Office (Single Use Commercial)



Cottage Courts (Medium Intensity Single-Family)

Job Density by Block Intensity

Plan Options

		Mixed Use			
		MF & Office	MU - Surface (Retail)	MF & Office (Ped)	MF & Office
	Gross Square Feet	78,300	27,100	170,300	158,420
	Assumed "Loss Factor"	25%	25%	25%	25%
	Net / Usable Square Feet	58,725	20,325	127,725	118,815
Range	Low	241	41	524	487
	Average	305	81	664	618
	High	438	203	953	887
Range (Rounded)	Low	240	40	520	490
	Average	310	80	660	620
	High	440	200	950	890

		Single Use				
		Small Office Park	Medical Offices	Office Condos	Office	Hotel
	Gross Square Feet	43,500	80,000	92,400	94,500	300,000
	Assumed "Loss Factor"	25%	25%	25%	25%	25%
	Net / Usable Square Feet	32,625	60,000	69,300	70,875	225,000
Range	Low	140	148	284	291	129
	Average	188	270	360	369	173
	High	295	390	517	529	225
Range (Rounded)	Low	140	150	280	290	130
	Average	190	270	360	370	170
	High	290	390	520	530	230

		Industrial			
		Commerce Park	Business Industrial Park	Warehouse	Makerspace
	Gross Square Feet	60,000	72,000	85,900	111,300
	Assumed "Loss Factor"	25%	25%	25%	25%
	Net / Usable Square Feet	45,000	54,000	64,425	83,475
Range	Low	194	261	312	404
	Average	265	349	417	540
	High	428	576	688	891
Range (Rounded)	Low	190	260	310	400
	Average	270	350	420	540
	High	430	580	690	890

In an effort to estimate total acreage required for a minimum of 1,000 jobs for each master plan, an analysis of job density/block typologies was conducted on the 3 block typologies that included commerce uses. Using a variety of sources, Weitzman & Associates estimated a low, average and high total square feet/employee by building type across a range of job types. A 25% space loss factor was assigned across all uses to arrive at a net usable square footage/type. The types of industries that would be attracted to the OLF8 site were assessed such as: technology, finance, call center, engineering, law enforcement, social services, biotech, life science, retail, and medical services. Those uses ranged from a low of 6 jobs/acre to a high of 166 jobs/acre, with most types averaging between 20-40 jobs/acre.

The takeaway is that for the vast majority of jobs (outside distribution centers that only provide 2-5 jobs/acre), less total acreage is needed than what most stakeholders assumed. 9 - 70 acres can easily accommodate 1,000 jobs depending on whether those jobs are in office condo building types or warehouse building types. This conclusion is consistent with the job density/acre in most of the existing Escambia County commerce parks, as well as the most recent ST Aerospace warehouses which provide 20 jobs/acre.

Therefore, the range of acreage needed to accommodate the number of jobs is quite varied, depending on the commerce park building types. Assuming a mix of medium, large and very large buildings would place the required acreage in the middle range for each.

- 9 - 72 acres for 1,000 jobs;
- 18 - 144 acres for 2,000 jobs;
- 27 - 216 acres for 3,000 jobs; and
- 36 - 288 acres for 4,000 jobs.

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Technical Analysis

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As part of the Phase 2 scope, the DPZ team provided a technical and marketability analysis of each plan based on each firms expertise.

An explanation of each firms assumptions and methodology in assessing each plan performance is included in this section.

In summary the Village Plan was initially ranked the highest by the community stakeholders immediately following the charrette, but as time passed the Market Plan became the highest ranked plan by community stakeholders.

The Market Plan was also the highest ranked plan by the team as well.

The following table summarizes the technical rankings by topic. It is followed by a Plan Performance summary per plan.

Technical Evaluation

Technical Analysis

Assessment Criteria		Does the Scenario...	Scenario Plans			
			Commerce Park Plan	Market Plan	Community Plan	Agrarian Plan
A	Marketability	Support the sale and leasing of each of the real estate uses proposed? (Plan's Function)	1	4	4	3
		Hold the most appeal to the targeted end users of all real estate uses proposed? (Appeal)	1	4	3	4
		Propose real estate uses likely to draw demand from a broad geographic area? (Market Capture)	1	4	3	3
		Propose non-real estate uses on the site that support the marketability of the retail uses? (Intangibles)	1	4	3	3
		Succeed in establishing the site as a unique destination, complementing market capture and appeal? (Destination)	1	4	4	4
		Support simultaneous construction and absorption of the uses proposed, with a goal of achieving the fastest possible completion? (Absorption Pace)	1	4	3	2
B	Economic Development & Feasibility	Make it likely to support more than 1,000 high-paying jobs? (New Employment)	4	4	4	4
		Make it likely to appeal to employers capable of paying high wages, aiding in the recruitment of these employers? (Employer Appeal)	3	4	4	4
		Make it likely to achieve the highest possible taxable value upon completion? (Highest Potential Taxable Value)	1	4	3	2
		Make it likely to achieve the highest near-term land value for Escambia County Taxpayers? (Highest Near-Term Land Value)	1	4	2	3
		Support the potential for the County to readily sell some or all of the land? (Ease of Disposition)	1	4	4	3
		Establish clear and compelling opportunities to utilize Triumph Funds (Triumph Funding Potential)	4	4	4	4
		Establish clear and compelling opportunities to attract private investor capital in support of the development's completion? (Private Funding Potential)	2	4	4	4

Assessment Criteria		Does the Scenario...	Scenario Plans			
			Commerce Park Plan	Market Plan	Community Plan	Agrarian Plan
C	Transportation & Infrastructure	Increase connectivity to the surrounding neighborhoods and uses?	3	4	4	3
		Provide the highest internal trip capture?	1	4	3	2
		Minimize the impact on adjacent road network?	1	4	4	3
		Increase connectivity within the site?	2	4	3	3
		Provide a safe and continuous pedestrian and bike network that connects residential areas with destinations	1	4	4	3
		Provide a street network that accommodates future shuttles or transit	2	4	2	3
		Provide natural surface trails?	4	4	4	4
		Reduce total length of linear infrastructure and associated costs?	2	2	2	2
		Reduce total imperviousness from building footprint promoting multistory buildings?	1	4	3	2
D	Environment	Support green infrastructure?	1	4	4	4
		Increase the total surface of public and private green areas?	4	3	3	4
		Increase total lake areas utilized for stormwater storage and water quality improvement?	3	4	3	4
		Incorporate storm water management features to the open space amenities?	1	4	4	3
		Provide green corridors?	1	4	4	4
		Provide areas for food growing?	4	4	4	4
		Protect and enhance the site's wetlands?	4	4	4	4
		Reduce impervious surfaces?	1	4	2	3

Technical Evaluation

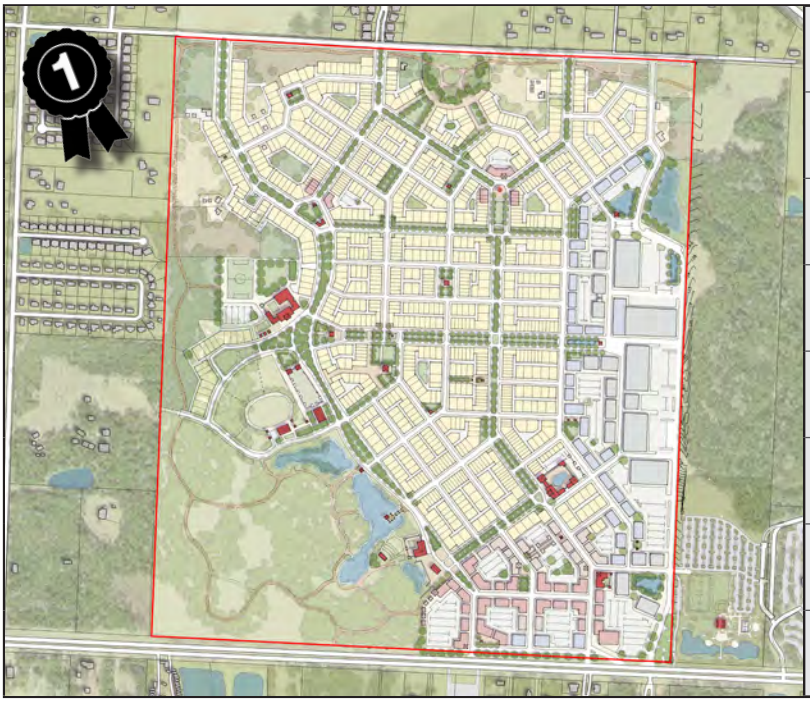
Technical Analysis

Assessment Criteria		Does the Scenario...	Scenario Plans			
			Commerce Park Plan	Market Plan	Community Plan	Agrarian Plan
E	Community Wellbeing / Placemaking	Improve the quality of life for users of the OLF8 site?	1	4	4	4
		Create a memorable place for Beulah and County residents?	1	4	3	4
		Ensures new development is supported by sustainable neighborhoods?	1	4	4	4
		Introduce a healthy mix of uses for a site this large?	1	4	3	2
		Provide for a diverse mix of housing?	1	4	4	4
		Promote a jobs/housing balance within the site?	1	4	4	3
		Provide for a range of accessible open spaces for recreational and experien-tial opportunities, including long view corridors?	4	4	4	4
		Embed sufficient community facilities in prominent locations?	4	4	4	4
		Protect and improve the quality of life for the surrounding properties?	2	4	4	4
		Promote walkability?	1	4	3	3
		Provide a pedestrian-friendly public realm?	1	4	3	3
		Preserve significant open space for Beulah residents?	4	4	4	4
		Provide a sense of community and belonging for OLF8 users?	1	4	4	4
		Minimally impacts surrounding neighborhoods?	2	3	4	4
		Enable incremental, small-scale development?	1	4	4	4
Score			**84**	**176**	**158**	**153**
Ranking: 4 = Best | 3 = Better | 2 = Good | 1 = Worst			**Worst**	**Best**	**Better**	**Good**

Commerce Park Plan

Project Goals	★	★	★	
Marketability	★			
Tax Value	★			
Urban Design	★			
Transportation & Circulation	★	★		
Environment & Infrastructure	★			
Community Preference	★	★		
Triumph Grant Potential	★	★	★	★

Market Plan



Project Goals	★	★	★	★
Marketability	★	★	★	★
Tax Value	★	★	★	★
Urban Design	★	★	★	★
Transportation & Circulation	★	★	★	★
Environment & Infrastructure	★	★	★	★
Community Preference	★	★	★	★
Triumph Grant Potential	★	★	★	★

Note: The more stars in each of the rows the higher the plan was ranked.

Plan Performance Summary

Technical Analysis

Greenway Plan

Project Goals	★	★	★	★
Marketability	★	★		
Tax Value	★	★	★	
Urban Design	★	★	★	★
Transportation & Circulation	★	★	★	
Environment & Infrastructure	★	★		
Community Preference	★	★		
Triumph Grant Potential	★	★	★	★

Village Plan

Project Goals	★	★	★	★
Marketability	★	★	★	
Tax Value	★	★		
Urban Design	★	★	★	★
Transportation & Circulation	★	★	★	
Environment & Infrastructure	★	★	★	★
Community Preference	★	★	★	★
Triumph Grant Potential	★	★	★	★

As noted in the Urban Diagnostic Report, The Escambia County Board of County Commissioners identified the following goals for the OLF-8 master plan project.

'The master planner will determine and balance the highest and best economic use for the property with uses that enhance the quality of life for those who live or work in Beulah, while maximizing the creation of jobs with wages higher than the Escambia County median income. All uses compatible with the surrounding community are to be considered including the potential for public uses (School, Post Office, Fire Station).

The master plan should: establish a vision for OLF 8; provide ample opportunities for stakeholder engagement; analyze the commercial and residential markets and identify needs and opportunities; complete a site-specific development opportunity analysis; recommend and prioritize strategies and projects for place-making and public spaces; provide initial wayfinding signage recommendations; recommend strategies for addressing parking needs; and provide a plan for implementing recommendations.

The 2010 Deepwater Horizon oil spill led to passage of the RESTORE Act in 2012. The Act dedicates 80 percent of all Clean Water Act penalties related to the spill to the Gulf CoastRestoration Trust Fund. The Escambia County Board of County Commissioners selected the OLF8 Master Plan as one of ten initial projects to fund with Escambia County's RESTORE Direct Component (Pot 1) allocation.

The OLF8 Master Plan shall be consistent with Escambia County's RESTORE Direct Component Multi-Year Implementation Plan (MYIP) and Treasury Grant Application(awaiting approval). The plan shall not prejudice the RESTORE Act and all applicable rules and laws. For more information on Escambia County's Direct Component projects please visit here.

Regarding the Triumph Gulf Coast grant, the planner shall fully consider the BCC's pre-application to Triumph Gulf Coast whereby the county may win a significant monetary award approaching $30 Million dollars if the goal of creating a minimum of 1,000 good-paying jobs is achieved utilizing this property.

Community goals and topics under discussion include alleviating traffic, greater street connectivity, a second elementary school, a local high school or smaller magnet high school, replacing the dilapidated fire station with no shower, a police substation, a library, a post office, a community center, a multipurpose government building that combines many uses, an outdoor concert venue, walking trails and sidewalks and a medical clinic.'

These goals define precisely the objectives that guided the DPZ team in designing the various master plans.

The following tables gauge each plan against the goals listed above. Each plan was individually ranked through the lens of each technical discipline. Subsequently, the plans were collectively ranked based on the cumulative total of each ranking.

- **Table 1: RFP Alignment and Stakeholder Input Evaluation**
- **Table 2: Marketability - Potential Aggregate Land Prices Evaluation**
- **Table 3: Tax Value and Productivity Evaluation**
- **Table 4: Urban Design Evaluation and Performance**
- **Table 5: Transportation Evaluation**
- **Table 6: Environmental and Infrastructure Evaluation**

Project Goals

Technical Analysis

Commerce Park Plan

Scope of Work	★	★	★	
Stakeholder Goals	★	★		
Summary Rating	★	★	★	

Market Plan

Scope of Work	★	★	★	★
Stakeholder Goals	★	★	★	★
Summary Rating	★	★	★	★

Greenway Plan

Scope of Work	★	★	★	★
Stakeholder Goals	★	★	★	★
Summary Rating	★	★	★	★

Village Plan

Scope of Work	★	★	★	★
Stakeholder Goals	★	★	★	★
Summary Rating	★	★	★	★

Methodology

Described below is Weitzman Associates methodology for evaluating the potential aggregate land prices for each plan.

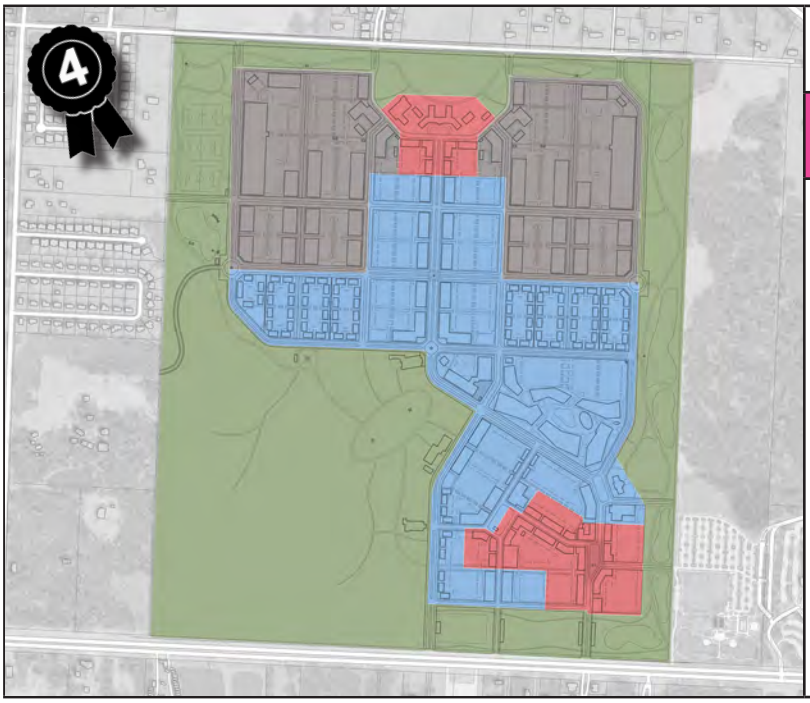
Weitzman obtained and reviewed land sales, which were sold for development with specific housing and/or commercial uses, or with specific zoning in place. They also spoke with local brokers involved in the sale of development sites in Beulah to ask opinions related to achievable prices per acre for the types of sites that are included within the various OLF8 plans. From their brokerage sources, they obtained information that they were unable to ascertain from third-party data resources, further informing their opinions related to the potential range in sale price per acre that could be achieved at the OLF8 site. Based upon this information, Weitzman Associates conceptualized ranges in sale price per acre of development land, or sale price per unit of multi-family housing developed, that could frame the market for each component to each of the four concept plans at OLF8. They then applied these ranges to the program produce by DPZ in each of the four plan scenarios, and estimated the potential aggregate land sale prices that could be achieved.

It is important to note that these are not land values, and no one has performed an appraisal of the OLF8 site. In fact, the actual land value would be lower or higher as a result of the time value of money, and the necessary discounting associated with development risk, absorption time, and overall marketability. As an example, one would not likely pay a premium price for a commercial development parcel without the realistic prospect that the land could be developed in the near term, and occupied by a tenant paying rent. Therefore, these potential aggregate land sale prices are representative of the types of prices that could be achieved by use, in today's dollars, without any consideration of the time and burden and development risk it might take a developer to actually build something there. These factors played into the emphasis of how one would expect land sale prices to be skewed, higher or lower, based upon the overall perceived marketability of each scheme and development risk associated with each.

Each plan's potential total land prices were provided with a low, medium, and high price range. The most likely price range was then suggested for each plan.

A proper appraisal of the entire OLF8 site and its individual components would be required, utilizing the Income Approach, in order to gain an accurate understanding of the estimated market value of the land in each scenario.

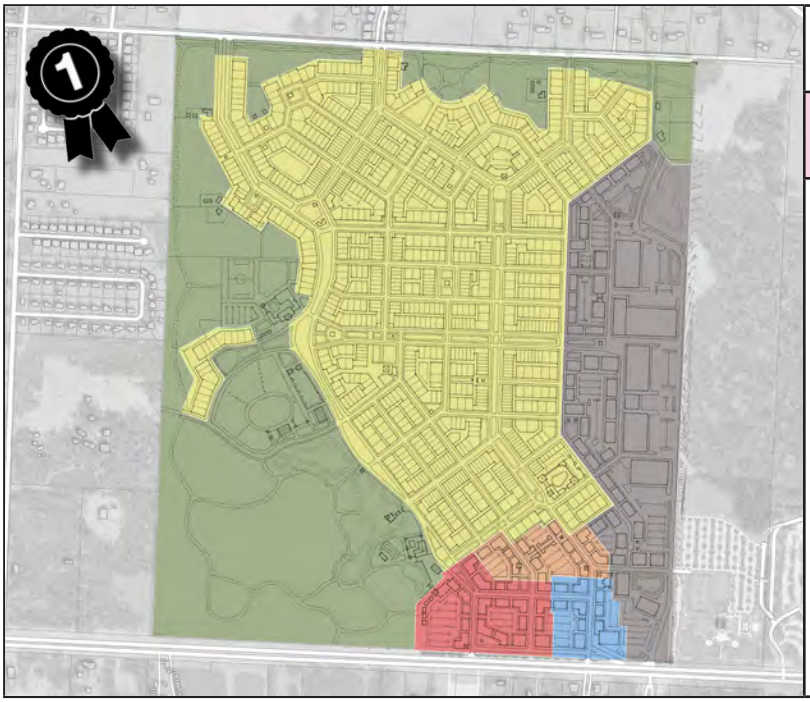
Commerce Park Plan



Low Range	Mid Range	High Range
$26.48M	$35.9M	$45.33M

Use	Area
Commercial	36 ac.
Multi-Family	0 ac.
Commerce	233 ac.
Low Density Residential	0 ac.
Farms / Open Space	268 ac.

Market Plan



Low Range	Mid Range	High Range
$40.28M	$51.03M	$45.33M

Use	Area
Commercial	18 ac.
Multi-Family	10 ac.
Commerce	92 ac.
Low Density Residential	235 ac.
Farms / Open Space	182 ac.

Most Likely

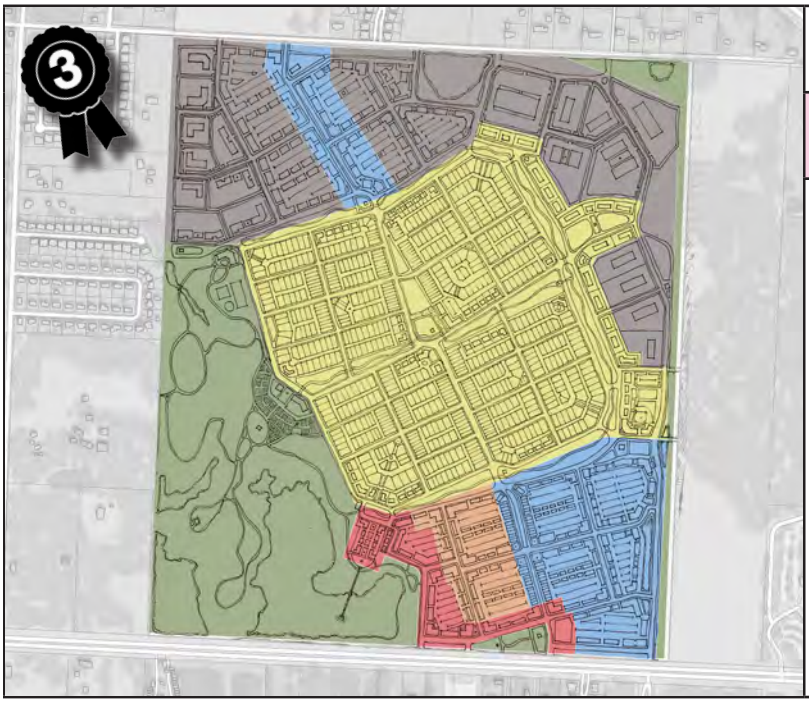
Likely

Least Likely

Marketability: Potential Aggregate Land Prices

Technical Analysis

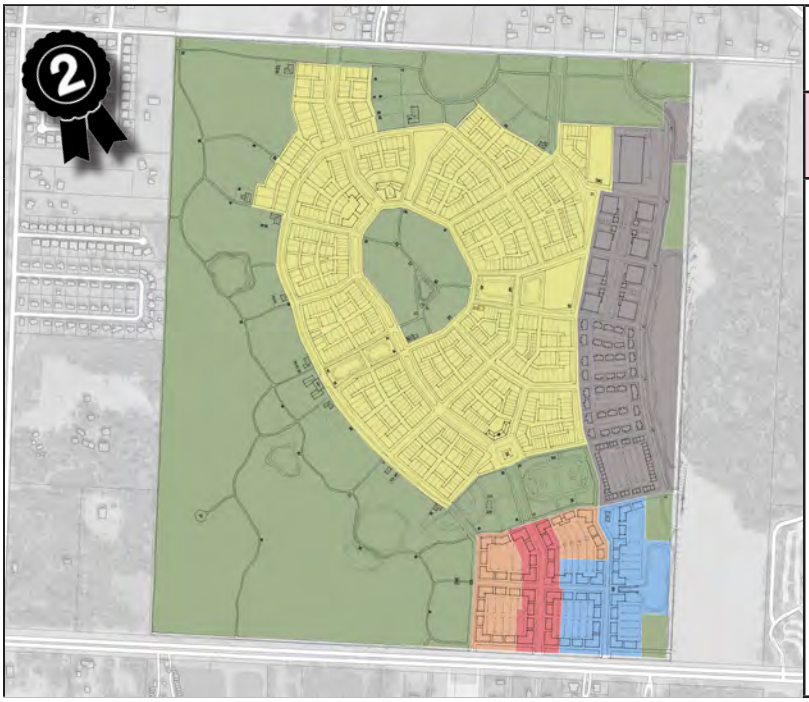
Greenway Plan



Low Range	Mid Range	High Range
$36.79M	$46.66M	$56.54M

Use	Area
Commercial	18 ac.
Multi-Family	14 ac.
Commerce	125 ac.
Low Density Residential	179 ac.
Farms / Open Space	200 ac.

Village Plan



Low Range	Mid Range	High Range
$32.96M	$40.55M	$48.14M

Use	Area
Commercial	9 ac.
Multi-Family	12 ac.
Commerce	72 ac.
Low Density Residential	158 ac.
Farms / Open Space	286 ac.

Most Likely

Likely

Least Likely

The following tables show how each of the plans compare to the plan yield targets as described in the Urban Diagnostic Report and the Marketability Study by Weitzman and Associates.

Each plan summarizes the breakdown of non-residential uses as well as residential types.

Marketability: Plan Yield

Technical Analysis

Commerce Park Plan

Summary Rating ★

Use	Sq.Ft. / Units
Commercial	235,000 sq.ft.
Multi-Family	0 units
Industrial / Commerce	1,000,000 sq.ft.
Office (Corporate)	250,000 sq.ft.
Office (Large)	630,000 units
Office (Small)	369,600 units
Small Single-Family	0 units
Large Single-Family	0 units
Total Residential	**0 units**
Total Retail	**235,000 sq.ft.**
Total Office / Industrial	**2,249,600 sq.ft.**

Market Plan

Summary Rating ★ ★ ★ ★

Use	Sq.Ft. / Units
Retail	225,158 sq.ft.
Multi-Family (over retail)	350 units
Multi-Family (stand-alone)	306 units
Industrial / Commerce	962,445 sq.ft.
Office (stand-alone)	90,961 sq.ft.
Office (loft)	76,328 sq.ft.
4-Pck	276 units
6-Pck	168 units
Town House	399 units
Small Single-Family	276 units
Large Single-Family	243 units
Total Residential	**2,018 units**
Total Retail	**225,158 sq.ft.**
Total Office / Industrial	**1,129,734 sq.ft.**

Greenway Plan

Summary Rating ★ ★

Use	Sq.Ft. / Units
Retail	176,513 sq.ft.
Multi-Family (over retail)	194 units
Multi-Family (over retail liner)	23 units
Multi-Family (stand-alone)	189 units
Multi-Family (Liner)	148 units
Industrial / Commerce	732,086 sq.ft.
Office (stand-alone)	293,373 sq.ft.
Office (L/W)	104,000 sq.ft.
4-Pck	244 units
Town House	194 units
Small Single-Family	273 units
Large Single-Family	250 units
Total Residential	**1,514 units**
Total Retail	**176,513 sq.ft.**
Total Office / Industrial	**1,129,459 sq.ft.**

Village Plan

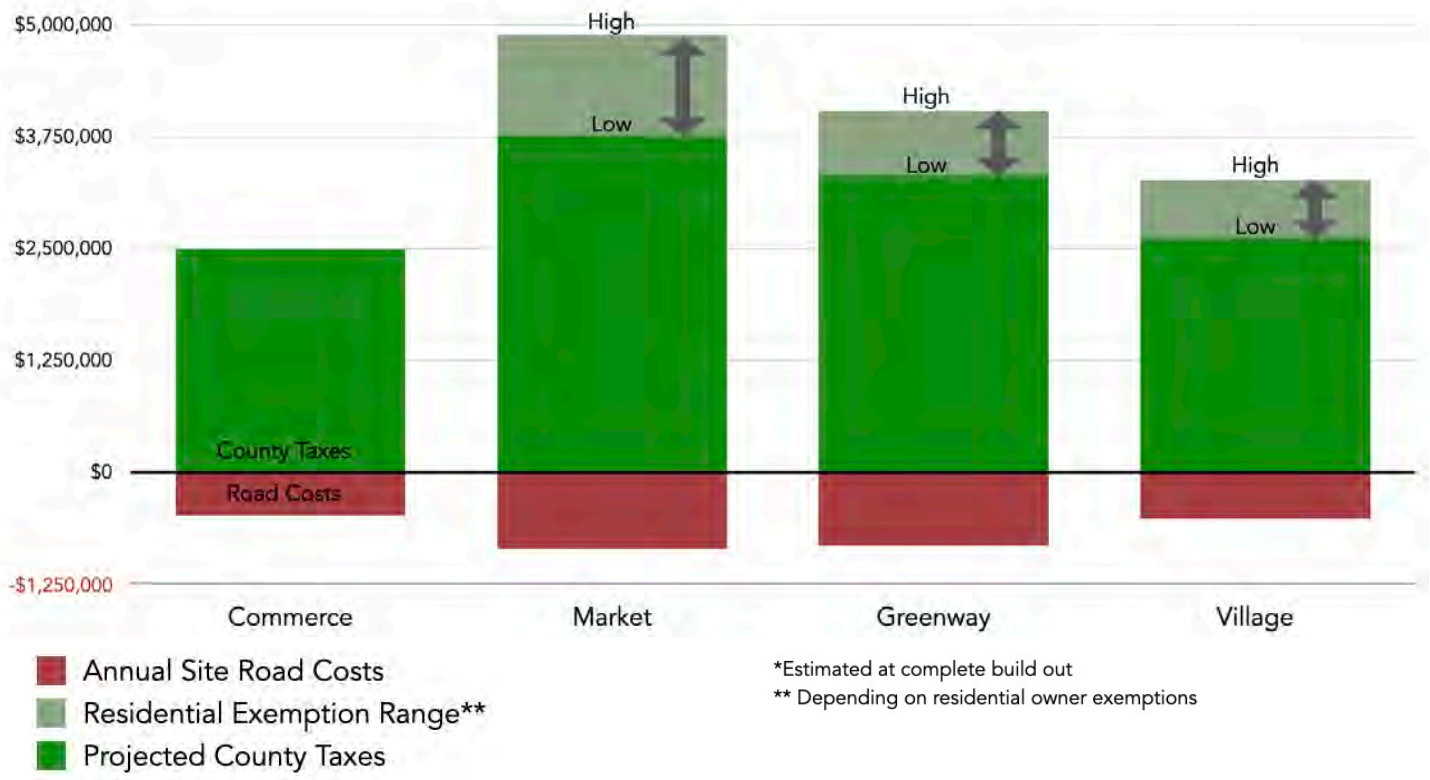
Summary Rating ★ ★ ★

Use	Sq.Ft. / Units
Retail	117,223 sq.ft.
Multi-Family (over retail)	234 units
Multi-Family (stand-alone)	376 units
Industrial / Commerce	473,070 sq.ft.
Office (stand-alone)	163,099 sq.ft.
4-Pck	52 units
6-Pck	0 units
Town House	201 units
Small Single-Family	366 units
Large Single-Family	111 units
Total Residential	**1,341 units**
Total Retail	**117,223 sq.ft.**
Total Office / Industrial	**636,169 sq.ft.**

Land Valuation Methodology

Assessed taxable value & productivity for each plan were projected using the anticipated density of each building type as proposed for each charrette plan. Like a forest is a large collection of various trees, each plan is a collection of many different buildings sited differently. The building values were estimated with a combination of existing local values and conservative estimates of construction costs. In GIS the projected value of each building can be added to a map to be more easily understood and summarized. The 3D models display the Value per Acre, or relative productivity, of each area in each plan. Some of the tallest spikes are generated not by large or tall potential projects, but by maximizing the projected value on a small piece of land, often by building a second story and using shared open space or parking.

Annual Revenues / Expenses*



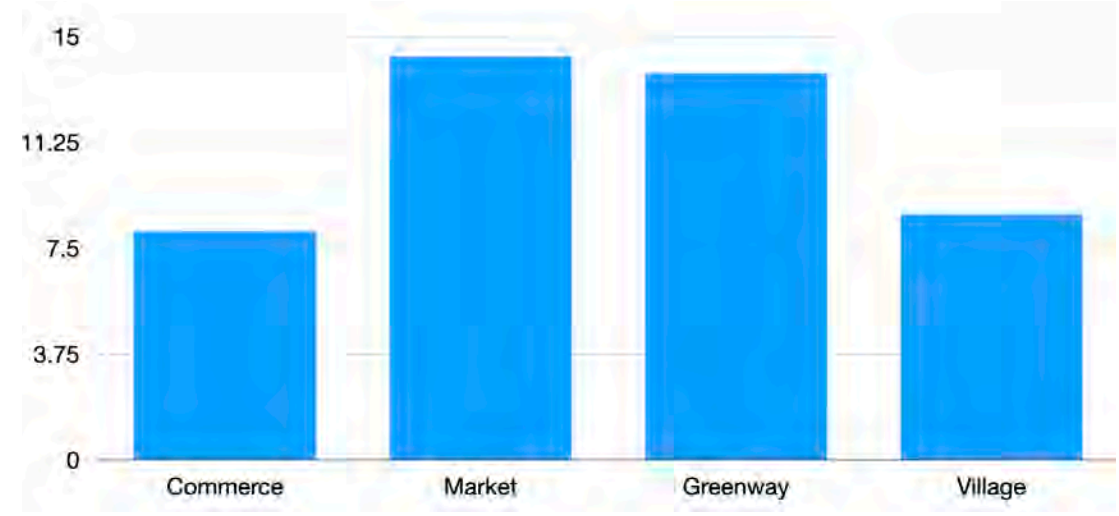
Value Per Acre & Tradeoffs

	Commerce	Greenway	Market	Village
Value	$325M	$526M	$638M	$427M
New Roads	8.1 miles	13.7 miles	14.3 miles	8.7 miles
Daily VMT	309,723	301,182	345,073	229,681
Housing	0 (2,018)	1,514 (504)	2,018 (0)	1,241 (677)

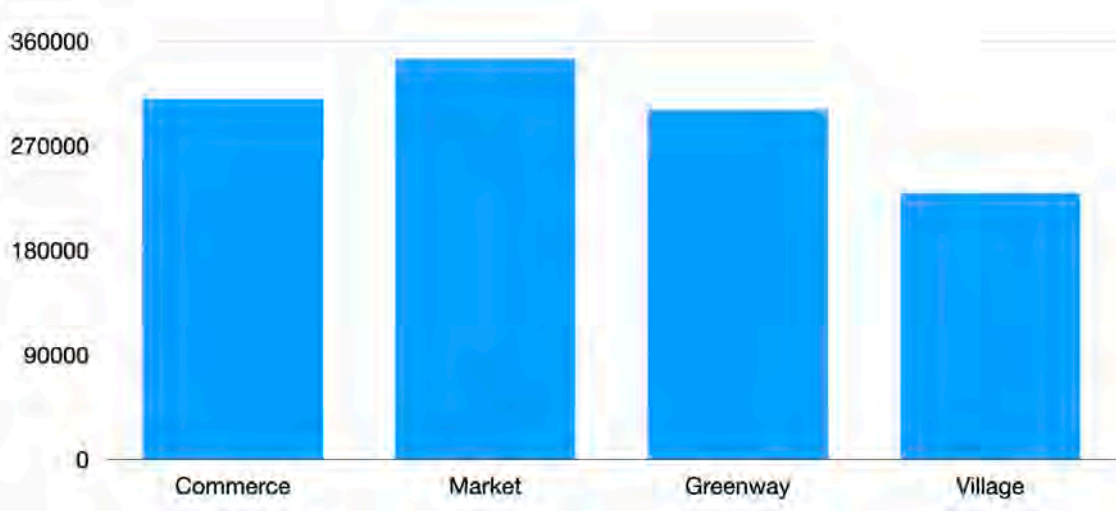
Tax Value & Productivity

Technical Analysis

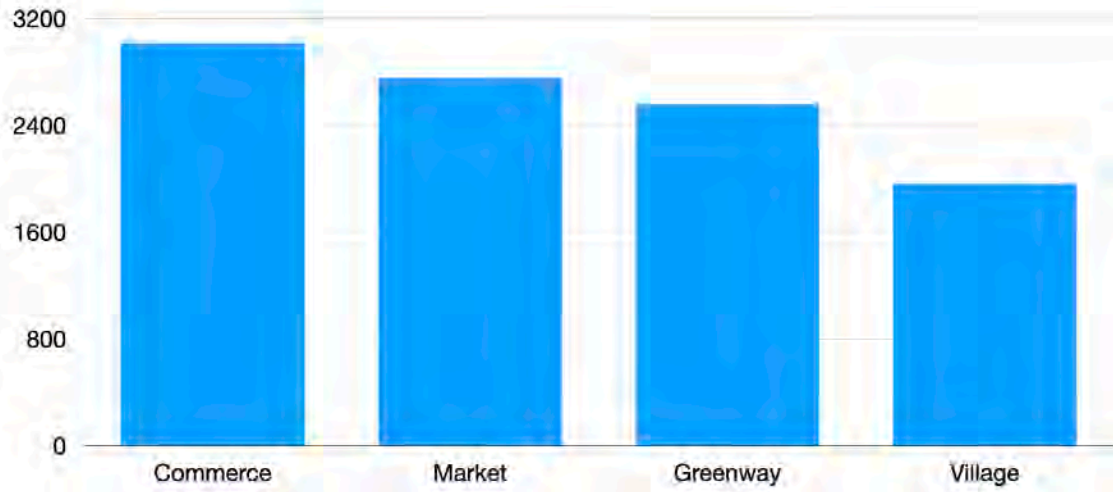
Internal Lane Miles



External Daily VMT



External Peak VMT



Commerce Park Plan

Summary Rating	★			
Tax Value	$325M			
New Roads	8.1 miles			
Daily VMT	309,723			
Housing	0 (2,018)			

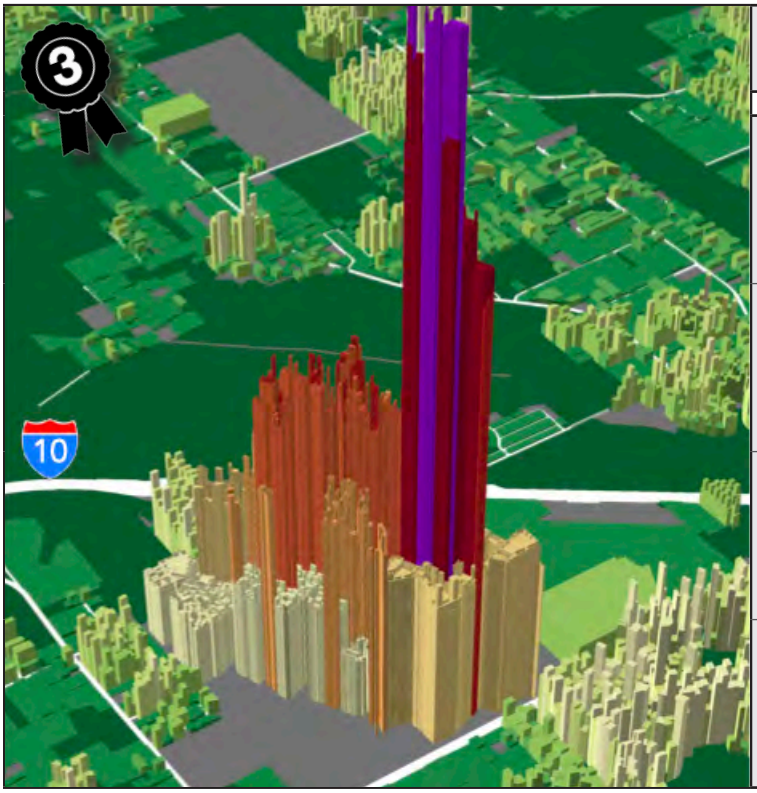
Market Plan

Summary Rating	★	★	★	★
Tax Value	$638M			
New Roads	14.3 miles			
Daily VMT	345,073			
Housing	2,018 (0)			

Tax Value & Productivity

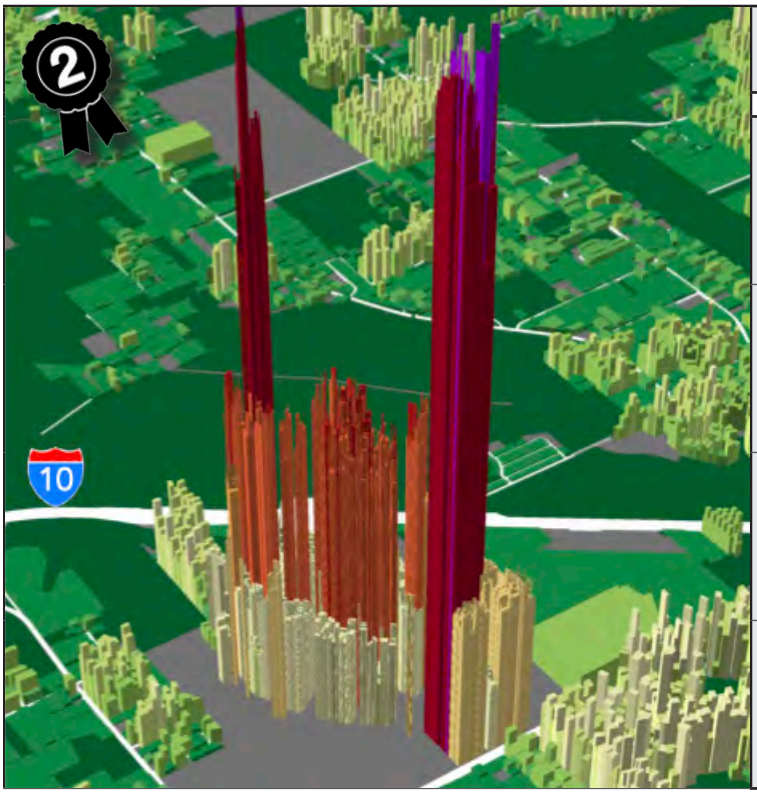
Technical Analysis

Greenway Plan



Summary Rating	★	★	★	
Tax Value	$528M			
New Roads	13.7 miles			
Daily VMT	301,182			
Housing	1,514 (504)			

Village Plan



Summary Rating	★	★		
Tax Value	$427M			
New Roads	8.7 miles			
Daily VMT	229,691			
Housing	1,341 (677)			

Each plan was evaluated from an urban design perspective, following the criteria of section ‘E’ on page 68.

While three out of the four plans provide a very good urban design framework, the biggest differences came down to connectivity for pedestrians and vehicles, as well as having a balanced mix of uses across the site.

The following table shows that the Market, the Village, and the Greenway plan all ranked the highest from an urban design approach, with the Commerce Plan a distant last place finisher, due to the fact that while the plan may be well laid out on the site, it lacks the main urban design components needed to make it a thriving, livable neighborhood, that would enrich the lives of the residents of Beulah.

Urban Design Performance

Technical Analysis

Commerce Park Plan

Sustainable Neighborhoods	★			
Healthy Mix of Uses	★			
Housing Diversity	★			
Walkable	★	★		
Sense of Community	★			
Balanced Mix of Open Space	★	★		
Summary Rating	★			

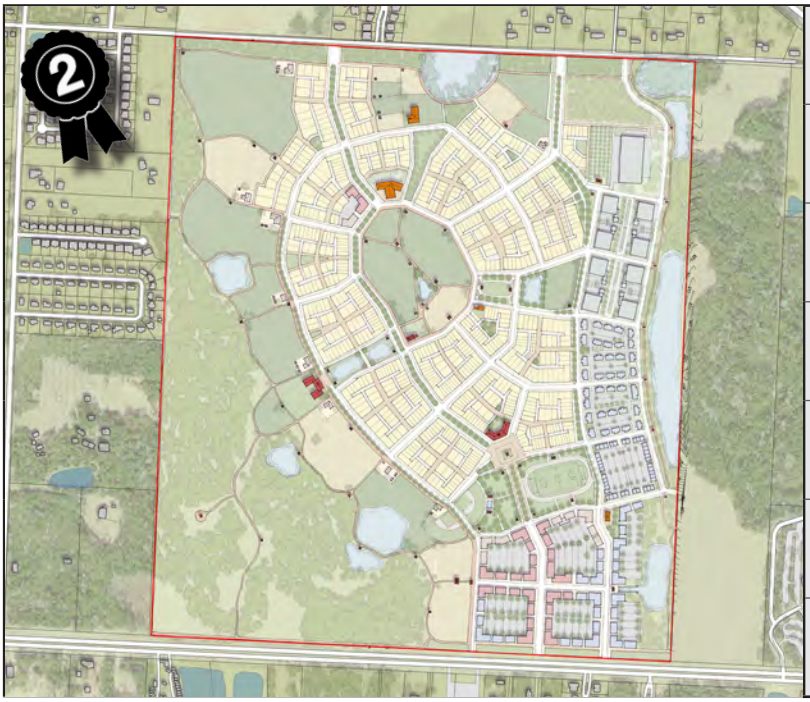
Market Plan

Sustainable Neighborhoods	★	★	★	★
Healthy Mix of Uses	★	★	★	★
Housing Diversity	★	★	★	★
Walkable	★	★	★	★
Sense of Community	★	★	★	★
Balanced Mix of Open Space	★	★	★	★
Summary Rating	★	★	★	★

Greenway Plan

Sustainable Neighborhoods	★	★	★	★
Healthy Mix of Uses	★	★	★	
Housing Diversity	★	★	★	★
Walkable	★	★	★	
Sense of Community	★	★	★	★
Balanced Mix of Open Space	★	★	★	★
Summary Rating	★	★	★	★

Village Plan



Sustainable Neighborhoods	★	★	★	★
Healthy Mix of Uses	★	★	★	
Housing Diversity	★	★	★	
Walkable	★	★	★	★
Sense of Community	★	★	★	★
Balanced Mix of Open Space	★	★	★	★
Summary Rating	★	★	★	★

Each plan was evaluated based on the following seven parameters:

- **External connectivity**: the more entry/exit points the site has to the adjacent network, the more the external trips will be distributed more evenly among the site's adjacent roadways and reduce the pressure on already congested points of the existing network.
- **Internal trip capture**: Internal trip capture rates reflect the percentage of trips that occur within the site as a result of two or more land uses located in close proximity to each other. Neighborhoods that have a mix of land uses (e.g. residential, office, retail, etc.) located close one another provide more opportunities for residents and workers to meet their needs without leaving the neighborhood. The Mixed-Use Trip Generation Model (MXD) was used to calculate the internal capture rate for each plan, based on the land-use program. The higher the internal trip capture, the less the impact the project will have on the adjacent road network.
- **Traffic impact**: the impact on the adjacent road network of each plan is estimated based on the number of external auto trips during the peak hours, which is calculated using the MXD model. The model first uses ITE guidance to estimate single-use trip generation levels for each component land use and converts these to person trips. The model then uses unconstrained internal capture percentages to estimate the number of potential internal trips between each pair of land uses including adjustments for relative proximity. Finally, the model subtracts the estimated internal trips from the total trip generation to estimate the number of external trips.
- **Internal connectivity:** the internal connectivity is evaluated based on the number of intersections. A well-connected road network has many short links, numerous intersections, and minimal dead-ends (or cul-de-sacs) to decrease travel distances, provide more travel options between two points, and create a more accessible and resilient system.
- **Pedestrian and bicycle network:** Well-designed, interconnected bicycle and pedestrian facilities allow all users to safely and conveniently get where they want to go and encourage walking and biking as feasible modes. This is directly related to the internal connectivity rating, but also to the building frontages and mix of uses that make walking more attractive and feasible, and to the provision of an internal bike network that connects with external trails and bike infrastructure.
- **Transit suitability:** Transit is best suited for highly-connected networks where the road network is direct with smooth turns for buses operations, and where there is sufficient density of population and employment, as well as a good mixture of land-uses.
- **Nature trails:** provision of trails for hiking, biking, and horse riding within the side, and connecting to external trails.

Source: https://www.epa.gov/smartgrowth/mixed-use-trip-generation-model

Evaluation Results

The rating of each of the parameters are described, per plan, as indicated in Figure 1, are based on the road network of each plan, and on the results of the Mixed-Use Trip Generation Model (MXD), which considered the following for all the plans:

- A school for 1200 students divided into 400 elementary students, 400 middle school students and 400 high school students.
- A bank, a supermarket, a health club, one sit-down restaurant, two fast food restaurants, and the remaining Commercial sq.ft. was assigned under the category of General Retail.
- Trip lengths in miles were calculated from average trip lengths in minutes from the NW Florida Regional Model with an average speed, by trip purpose.

Results as shown in Figure 1 indicate that the Market Plan is the one with the highest summary rating, as it provides a dense and well-connected direct road network with multiple entry/exits to the north, south and east, as well as to the nature trail network to the south west of the site. In addition, its land-use program, which offers a great variety of uses, results in a high internal trip capture rate. While the number of trips during the peak hour is close to that of the Commerce Park Plan, ingress, and access combined, the key difference is that those trips would be more balanced in the Market Plan but would be mostly ingress or egress in the Commerce Park Plan, which would translate to more road capacity being needed to accommodate the new auto trip during the peak periods.

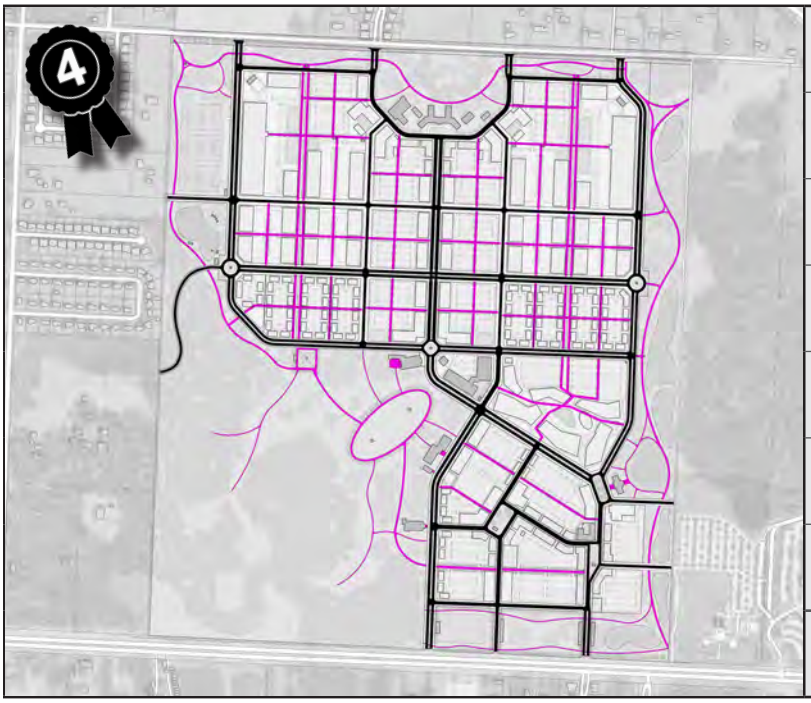
All plans offer a good pedestrian and bike network, but the Commerce Park Plan offers less active building frontages and wider blocks, which makes the process of walking, biking, and accessing transit less attractive.

The Greenway Plan offers similar internal capture rates to the Market Plan, and a permeable road network conducive to walking, but it has indirect connections into and through the site, which makes it less suitable for transit. Similarly, the Village Plan land-use program also reduces external trips given the mix of uses, but its road network offers few direct east-west routes, and the separation of uses within the site could lead to additional internal driving trips.

Transportation Plan Evaluation

Technical Analysis

Commerce Park Plan



External Connectivity	★	★	★	
Internal Trip Capture	★			
Traffic Impact	★			
Internal Connectivity	★	★	★	
Pedestrian & Bike Network	★			
Transit Suitability	★	★	★	
Natural Trails	★	★	★	
Summary Rating	★			

Market Plan

External Connectivity	★	★	★	★
Internal Trip Capture	★	★	★	★
Traffic Impact	★	★		
Internal Connectivity	★	★	★	★
Pedestrian & Bike Network	★	★	★	★
Transit Suitability	★	★	★	
Natural Trails	★	★	★	
Summary Rating	★	★	★	★

Greenway Plan

External Connectivity	★	★	★	★
Internal Trip Capture	★	★	★	★
Traffic Impact	★	★	★	
Internal Connectivity	★	★	★	
Pedestrian & Bike Network	★	★	★	★
Transit Suitability	★	★		
Natural Trails	★	★	★	
Summary Rating	★	★	★	

Village Plan

External Connectivity	★	★	★	
Internal Trip Capture	★	★		
Traffic Impact	★	★	★	★
Internal Connectivity	★	★	★	
Pedestrian & Bike Network	★	★	★	
Transit Suitability	★	★	★	
Natural Trails	★	★	★	
Summary Rating	★	★		

Transportation Plan Evaluation

Technical Analysis

New Jobs and Residents Per Plan

	Commerce Park	Market Plan	Greenway Plan	Village Plan
New Jobs	5,339	2,035	2,241	991
New Residents	-	5,878	4,337	3,744
New Jobs + New Residents	5,219	7,913	6,578	4,735

External Daily Vehicle Trips generated and attracted by each Plan

	Commerce Park	Market Plan	Greenway Plan	Village Plan
Baseline # of External Trips (ITE Model)	30,000	37,500	32,500	25,000
Internal Capture	5.5%	12.0%	12.0%	10.0%
Walking External	0.8%	2.0%	1.9%	1.7%
Transit External	1.06%	1.06%	1.11%	0.94%
# External of Vehicle Trips	**27,500**	**31,000**	**27,000**	**21,500**
# External of Vehicle Trips (new jobs + residents)	**5.3**	**3.9**	**4.1**	**4.5**
MXD Daily Adjusted VMT	**310,000**	**345,000**	**300,000**	**230,000**

AM Peak Vehicle Trips generated and attracted by each Plan

	Commerce Park	Market Plan	Greenway Plan	Village Plan
Baseline # of External Trips (ITE Model)	3,150	3,200	3,000	2,200
Internal Capture	2.3%	8.7%	8.4%	8.2%
Walking External	1%	2%	2%	2%
Transit External	0.8%	0.9%	1.0%	0.7%
# External of Vehicle Trips	**3,000**	**2,750**	**2,550**	**2,000**

PM Peak Vehicle Trips generated and attracted by each Plan

	Commerce Park	Market Plan	Greenway Plan	Village Plan
Baseline # of External Trips (ITE Model)	3,500	3,750	3,300	2,500
Internal Capture	5.5%	11.3%	11.4%	9.5%
Walking External	0.8%	2.0%	1.9%	1.8%
Transit External	1.01%	1.06%	1.13%	0.91%
# External of Vehicle Trips	**3,200**	**3,150**	**2,800**	**2,100**
#of Vehicle Trips - Outbound	**2,600**	**1,500**	**1,400**	**1,000**

All plans have the potential to implement best stormwater management practices. They can reduce infrastructure costs by implementing Green Engineering infrastructure and optimize open space and built environment, however environmental impacts are unavoidable and are presented as challenges. Environmental and infrastructure impacts are compared by providing qualitative scores indicating particular aspects of the relations between natural environment impacts, development intent and hydrologic impacts

The following pages look at specific criteria used to rate each of the four master plans. Each plan was ranked from 1 to 5, with 1 being the lowest score and 5 being the highest score.

Following the analysis table is the summary ranking for each of the plans based on the specific criteria described here.

	Commerce Park Plan	Market Plan	Greenway Plan	Village Plan
Rating	1	5	3	4
Infrastructure Cost / Unit	No residential uses	Lowest cost of civil infrastructure per housing unit, mainly because of greater density. Provides better opportunities for utilization of the civil infrastructure for multiple users	Relatively higher costs per unit based on lower number of units	Higher costs per unit than the Market plan based on lower density, in overall lowest infrastructure requirements
Rating	1	5	4	3
Infrastructure Cost / Acre	Highest costs per acre considering the increased needs for drainage and thoroughfare for commercial uses. Lower capacity for using multiple distributed green infrastructure components	Lowest costs per acre based on the highest density and the more optimized and distributed network of services for linear infrastructure. Best potential for larger number of distributed green infrastructure components, which will reduce costs	Segregation of industrial and residential uses will results in relatively higher costs per acre due to reduced utilization and higher initial costs and long term operation and maintenance. Relatively lower overall potential for green infrastructure components because of the presence of large industrial areas	High cost per acre based on requirements for greater length of streets and utilities for connecting services of a lower number of users, excellent potential for implementing green infrastructure
Rating	1	5	3	4
Infrastructure Utilization	Lowest utilization of infrastructure considering lack of multiple uses, this will also have the largest costs for operating and maintenance. Lack of preliminary knowledge of the needs of future users may result in less optimal design of infrastructure and least sustainable infrastructure which will also need to be modified for each new user	Best potential utilization of infrastructure for multiple uses will reduce the overall operation and maintenance by having a demand which is more uniform and less subjected to peaks. Larger number of residential users will result in better predictability and continuity in terms of most sustainable infrastructure utilization in time and space	Infrastructure utilization will be variable with location based on the segregate industrial and residential uses, however overall utilization is expected to be lower and will result in larger initial and operation and maintenance costs	Relatively lower needs for infrastructure is combined with low density and will result in larger operation and maintenance costs because of lower number of users

Environmental & Infrastructure Analysis

Technical Analysis

	Commerce Park Plan	Market Plan	Greenway Plan	Village Plan
Rating	1	5	3	5
Segregation of Uses	Largest segregation of uses. Industrial users may have varying and less predictable requirements for infrastructure types and capacity and it will be challenging to develop a plan that can satisfy a potentially broad range of unknown users	Least segregated and most predictable initial user's phasing needs and capacities. The high residential number of users will result in more predictable uses infrastructure needs and phasing	Segregation of land uses will result in different infrastructure requirements for the residential sections and the potential industrial uses not known at the time of development of this plan	The infrastructure requirements for the agricultural and residential sections are simpler and better understood in comparison to potential industrial uses not known at the time of development of this plan
Rating	1	5	3	4
Transect Consideration	This plan has the most limited approach to using the transect, which will also result in challenges for preliminary design of the civil infrastructure. There is no clear transition between more urban and less urban conditions, as the overall structure is based on a single use and building typology.	This plan delivers the best application of the transect. It shows the widest range of environments - from the most urban to least urban, to natural conditions - through land use, street geometries and gradual transitions and will naturally result in most optimal conditions for developing the civil infrastructure.	This plan has a more limited approach to transect application. It also shows a variety of environments using more urban grid geometries and more abrupt transitions from urban to rural conditions, which will present greater challenges for infrastructure development	This plan exhibits a shorter range of transect application. It is based on a village concept with a more limited building and urban typologies in the less intense spectrum of the transect, with potentially higher irrigation requirements and needs for considerations of runoff water quality and treatment
Rating	3	5	3	5
Topo Consideration	The plan follows the topography and will not require additional modifications or grading , however large prime areas (at the northwestern corner) are used for parking and for industrial land use	Best considerations of topographic features placing the residential areas at the highest and best location, also expected prime area. The location of the industrial area is in proximity to the retention areas at the east side which is the most optimal for environmental purposes	This plan uses the highest elevations for industrial areas and surrounds the residential areas with industrial areas which is challenging for management of stormwater and has less optimal utilization of topography (placing large impervious areas at the highest spot)	Excellent consideration of topography features, positions very well all urban components, considering open space and placing built environment at locations which are beneficial for hydrology and drainage

	Commerce Park Plan	Market Plan	Greenway Plan	Village Plan
Rating	3	5	3	5
Open Space Preservation	Highest open space preservation, however, introduces highest fraction of imperviousness distributed over almost half of the project area which will offset any gains of open space and will require using larger areas of open space for mitigation of stormwater	Distributed open space within the plan and preservation of large open space area at the southwest section provides most optimal approach to protecting open space and use within the urbanized areas	Adequate preservation of open space, however large impervious areas are present at higher ground elevations which will cause increased runoff towards residential sections and will place additional demands for open space	Village plan provides largest open areas based on the considerably larger agricultural areas
Rating	1	5	4	5
Potential Wetland Impact	Greatest wetland impacts considering the proximity of large directly connected impervious areas and the topography slope which predisposes runoff towards wetlands	Lowest impacts expected based on the distributed large number of green areas within the project which provide infiltration and correspondingly improve water quality and aquifer recharge, therefore reducing potential impacts.	Larger wetland impacts expected in comparison to Market and Village plans considering the large directly connected impervious areas at the north and northeast sections and potential increaser runoff towards the wetlands to the southwest	Lowest impacts expected due to the preservation of large pervious areas which will ensure wetland protection. Larger distances from the wetlands will reduce impacts

	Commerce Park Plan	Market Plan	Greenway Plan	Village Plan
Rating	1	5	3	5
Flood Protection	Lowest flood protection capacity based on excessive directly connected impervious areas introduced by industrial land use and combined with topography slope	Best flood protection capacity due to low directly connected impervious areas which and multiple green corridors which provide storage and disconnect impervious areas	Lower flood protection capacity due to large directly connected impervious areas located at project periphery and highest topography	High flood protection capacity due to large open space, low density and imperviousness and locating the industrial areas in the East and Southeast sectors of the plan
Rating	1	4	3	5
Hydrological Impact	Greatest hydrologic impacts by adding large impervious areas which are concentrated in one section of the project area, Highest potential for runoff impacts on downstream water quality and lowest aquifer recharge capacity	Lowest expected overall hydrologic impacts because of the lowest industrial areas and most optimal space distribution and land use assignments. The distributed green areas and low directly connected impervious areas result in best opportunity for aquifer recharge as opposed to generating runoff	Medium hydrologic impacts, negative impacts from the large industrial areas around the residential areas in the center. The industrial areas result in expected reduced aquifer recharge and elimination of the natural infiltration process, and higher potential for water quality impacts	Lowest expected hydrological impacts, however with potential water quality impacts caused by potential use of fertilizers for the agricultural areas.

Total (50)	**14**	**49**	**32**	**45**

Environmental & Infrastructure Analysis

Technical Analysis

Commerce Park Plan

Infrastructure Cost / Unit	★			
Infrastructure Cost / Acre	★			
Infrastructure Utilization	★			
Segregation of Uses	★			
Topo Consideration	★	★	★	
Open Space Preservation	★	★	★	
Potential Wetland Impact	★			
Flood Protection	★			
Hydrological Impact	★			
Summary Rating	★			

Market Plan

Infrastructure Cost / Unit	★	★	★	★
Infrastructure Cost / Acre	★	★	★	★
Infrastructure Utilization	★	★	★	★
Segregation of Uses	★	★	★	★
Topo Consideration	★	★	★	★
Open Space Preservation	★	★	★	★
Potential Wetland Impact	★	★	★	★
Flood Protection	★	★	★	★
Hydrological Impact	★	★	★	
Summary Rating	★	★	★	

Greenway Plan

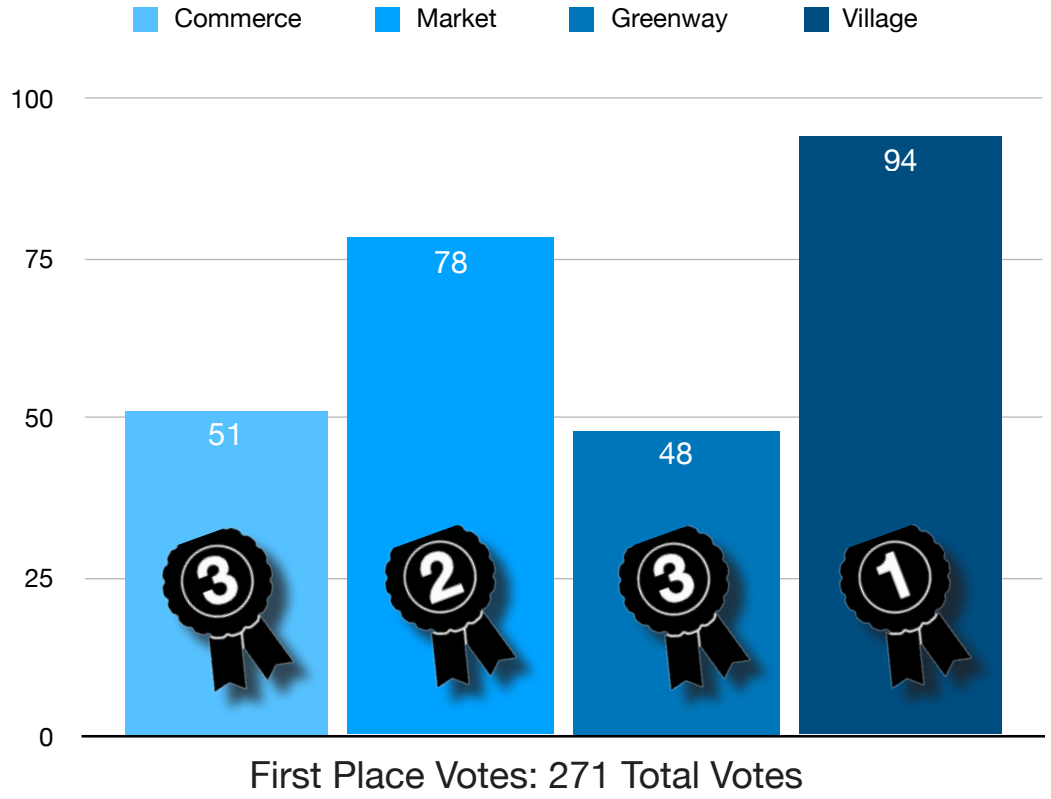
Infrastructure Cost / Unit	★	★		
Infrastructure Cost / Acre	★	★	★	
Infrastructure Utilization	★	★		
Segregation of Uses	★	★		
Topo Consideration	★	★		
Open Space Preservation	★	★		
Potential Wetland Impact	★	★	★	
Flood Protection	★	★		
Hydrological Impact	★	★		
Summary Rating	★	★		

Village Plan

Infrastructure Cost / Unit	★	★	★	
Infrastructure Cost / Acre	★	★		
Infrastructure Utilization	★	★	★	★
Segregation of Uses	★	★	★	★
Topo Consideration	★	★	★	★
Open Space Preservation	★	★	★	★
Potential Wetland Impact	★	★	★	★
Flood Protection	★	★	★	★
Hydrological Impact	★	★	★	
Summary Rating	★	★	★	★

Community Survey Preference

Technical Analysis



First Place Votes: 271 Total Votes

Following the charrette a community preference survey asked the public to rank the plans from most desirable to least desirable. The results here are based on 271 votes, which resulted in the Village Plan being the preferred plan.

Post-Charrette follow-up surveys produced slightly different results, placing the Market Plan ahead of the Village plan.

The two plans however, have been consistently ranked above the other 2 plans by the community.

Plan Rating Based on First Place Votes

For Triumph funding potential, the following considerations apply:

1. Jobs matter, not acreage - meaning if a plan can accommodate 1,000 jobs in 9 acres or 72 acres, the funding potential for each is ranked the same as the jobs, as the jobs are what matter, not the amount of land they occupy.
2. Time limit - there is an assumed time limit of 5-10 years to secure the HP jobs before funding runs out. Presumably, it would be harder to secure 4,000 jobs in that timeframe vs 2,000 jobs. Moreover, once the funds are committed, the jobs must be on site within a specified timeframe.
3. Statute Priority I contractual obligations - Triumph funding comes "with strings attached". Their Board will look for an equal county match of their funding at a 50/50 percent or 40/60 percent split, meaning the more funding Triumph provides, the more funding the county must allocate to the site.
4. MP's sustainability - the suitability of each plan for attracting high paying jobs, is different between plans. The CP plan would hold the most appeal to those employers for whom easy access from I-10 ranks high on their list of pre-requisites. The other plans would likely hold more appeal to those employers desirous of being embedded in a mixed use, walkable environment where their employees could live in close proximity to their jobs.

As a result of these considerations, all plans were ranked equally with respect to their likelihood to secure Triumph duding as they all have the ability to support a minimum of 1,000 jobs and well over 5,000 jobs.


Commerce Plan


Market Plan


Greenway Plan


Village Plan

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Additional Plan Options

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After seeing the charrette plans, the Board of County Commissioners requested the four plans be modified into a 5th hybrid plan with the following three requirements:

1. Confirm the portion of the site that is developable and make it consistent across all proposed plans moving forward.
2. Continue to draw hybrid plans, some with housing and some without.
3. Target a minimum of 1,000 jobs for the site, with more desired.

Rather than developing a 5th hybrid plan, instead the framework of one of the plan was used consistently across three new plans with multiple hybrids proposed. The framework of the Market Plan was used, as it was the one that was technically ranked the highest by the consultant team as well as by the community stakeholders who responded to the post-charrette online survey. The retail center as well as public amenities, parks and trails were kept consistent across all plans. However, the main differentiator was how acreage much each plan allocated to commerce uses alone with the remainder of available acreage dedicated to all other non-commerce uses.

- **The Commerce Park Plan:** this revised plan reserved the most amount of land for commerce uses alone, with some multi-family residential only proposed above retail in the retail center area.
- **The Hybrid Plan:** this plan dedicates more land for commerce than the Market Plan, but less than the Commerce Park Plan.
- **The Market Plan:** this plan remained unchanged from the Charrette Plan.

While only those three plans were drawn and detailed, the possibility for changing use to adapt to market demand remains strong. In this manner, the amount of land devoted to commerce uses can expand or shrink as needed.

Framework Plan

Additional Plan Options

General Framework Plan

Direction provided on the prior plans resulted in the design of a single framework for the most important streets, most of which, would be coded into the master plan. This framework, as illustrated on the following plans can provide a flexible framework, allowing for a variety of different uses to be increased or decreased. Each of the following plans, the Commerce Plan, the Hybrid Plan, and the Market Plan, are all based on this single framework of streets.

Commerce Plan

The diagrams illustrated on the following pages highlight the different technical components of the plan.

Hybrid Plan

The diagrams illustrated on the following pages highlight the different technical components of the plan.

Market Plan

The diagrams illustrated on the following pages highlight the different technical components of the plan.

Commerce Plan

Additional Plan Options

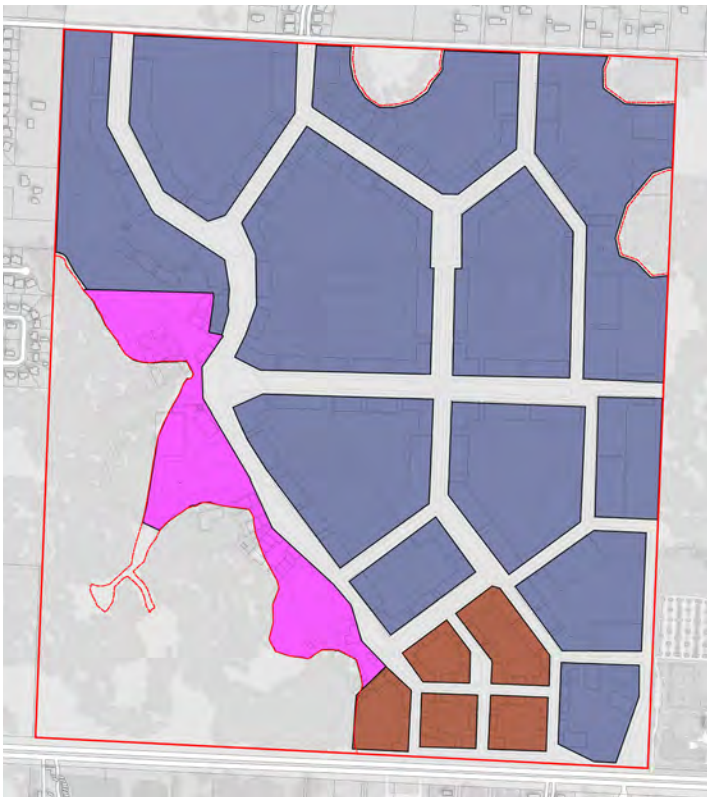
The Commerce Plan is based on the general framework established as the chassis for the three new plans.

This Commerce Plan fronts the primary streets with commerce uses and leaves the secondary streets, connecting Frank Reeder road to 9-Mile Rd with a boulevard.

The Retail Center is located along the edge of 9-Mile Rd and connects to Navy Federal on the east side and to the propose school in the central west side of the site.

The following page shows the further analysis and yield of this plan.

Pages 108 and 109 show a series of different aerial views to better illustrate the intent and character of this plan.



Block Intensity

Land Use Intensity

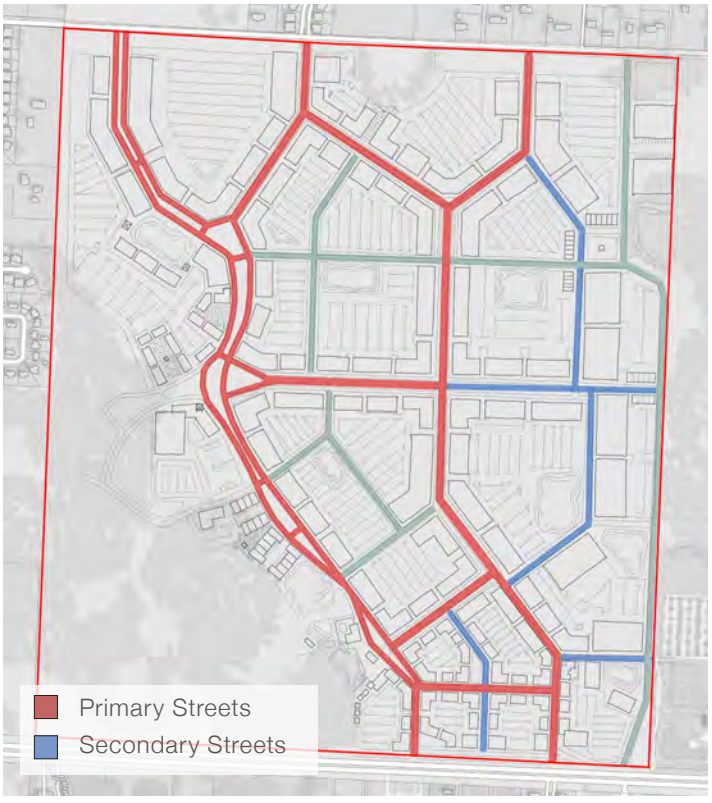
This plan shows the land use and block intensity envisioned for the Commerce Plan. The commerce area (shown in blue) is 350 acres of the site which has the ability to yield anywhere form 7,000 jobs to 23,000 jobs based on job yields of 20 jobs per acre (ST Aerospace), and 66 jobs per acre (Navy Federal).

COMMERCE

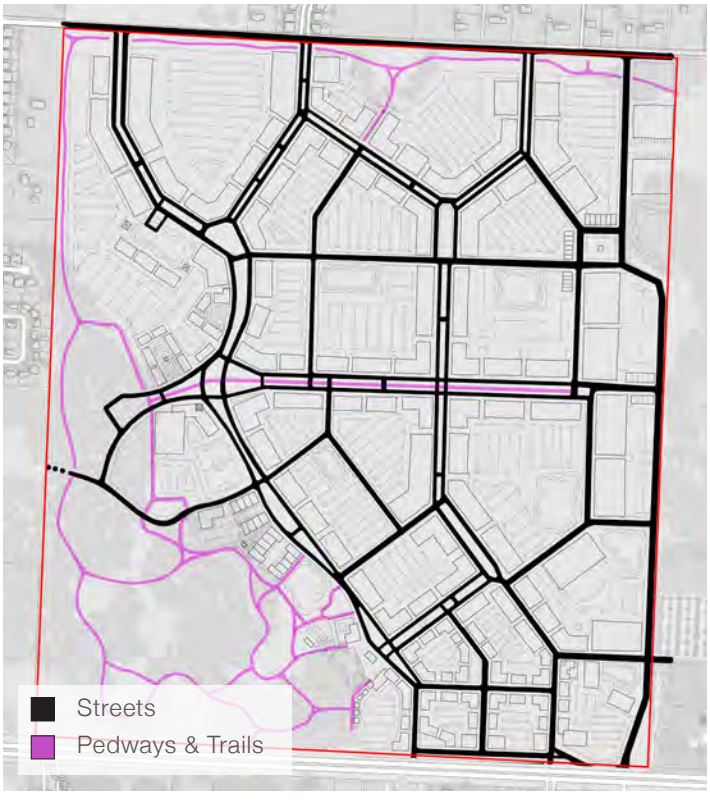
350ac 7,000 potential commerce related jobs*

**assumes 20 jobs/acre; Navy Federal = 66 jobs/acre*

- Low Intensity Single-Family
- Medium Intensity Single-Family
- Multi-Family
- Mixed Use
- Commercial and Industrial
- Public Amenities



Thoroughfare Hierarchy



Road and Trails Network

Commerce Plan Capacity & Yield

Additional Plan Options

View from SW Corner

View from SE Corner

View from NW Corner

View from West

Hybrid Plan

Additional Plan Options

The Hybrid Plan is based on the general framework established as the chassis for the three new plans.

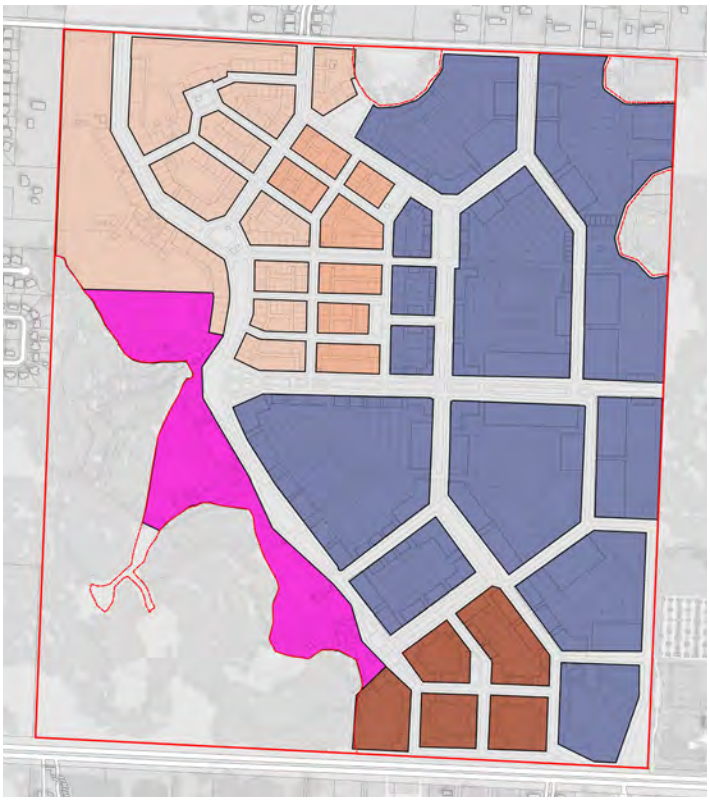
This Plan is a hybridization of the Commerce Plan and the Market Plan, in an attempt to right-size and balance the commerce and residential uses for the site.

The Retail Center is located in the same location, along the edge of 9-Mile Rd and connects to Navy Federal on the east side and to the proposed school in the central west side of the site.

This version of the Hybrid plan shows commerce uses surrounding the Retail Center, where a later version locates the residential from along Frank Reeder, adjacent to the Retail Center and replaces it with commerce.

The following page shows the further analysis and yield of this plan.

Pages 112 to 113 show a series of different aerial views to better illustrate the intent and character of this plan.



Block Intensity

Land Use Intensity

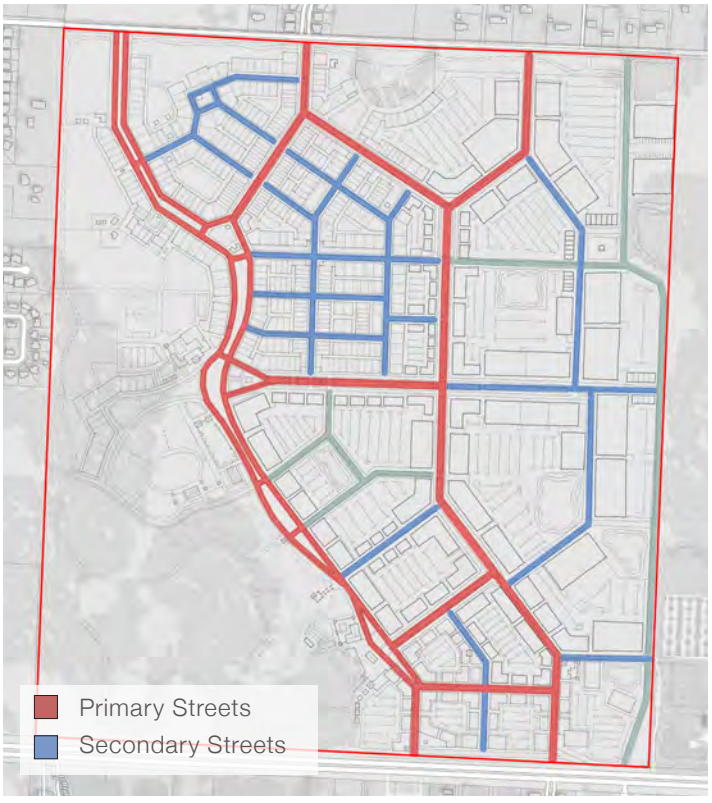
This plan shows the land use and block intensity envisioned for the Hybrid Plan. The commerce area (shown in blue) is 237 acres of the site which has the ability to yield anywhere form 4,740 jobs to 15,642 jobs based on job yields of 20 jobs per acre (ST Aerospace), and 66 jobs per acre (Navy Federal).

COMMERCE

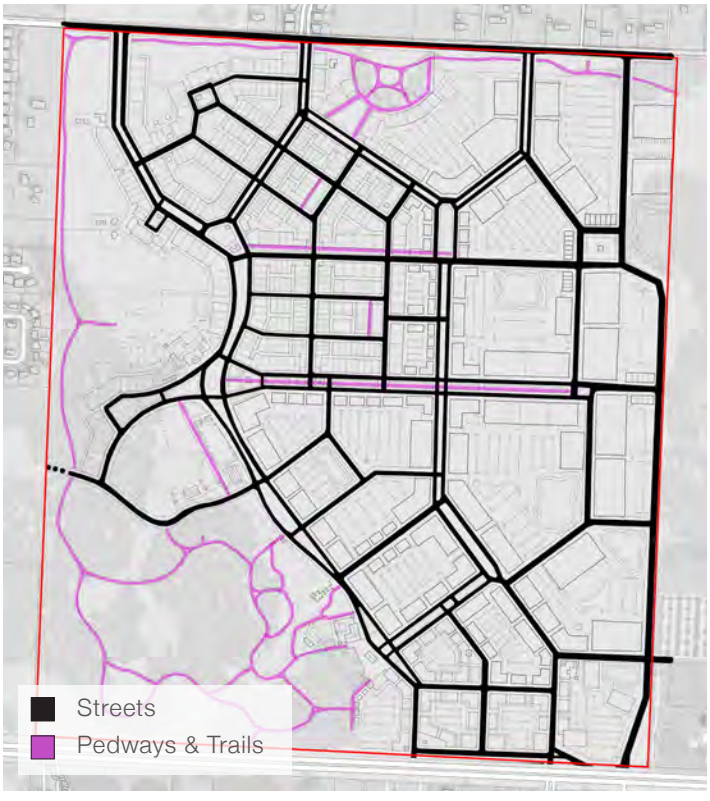
237ac 4,740 potential commerce related jobs

**assumes 20 jobs/acre; Navy Federal = 66 jobs/acre*

- Low Intensity Single-Family
- Medium Intensity Single-Family
- Multi-Family
- Mixed Use
- Commercial and Industrial
- Public Amenities



Thoroughfare Hierarchy



Road and Trails Network

Hybrid Plan Capacity & Yield

Additional Plan Options

View from SW Corner

View from SE Corner

View from NW Corner

View from West

Market Plan

Additional Plan Options

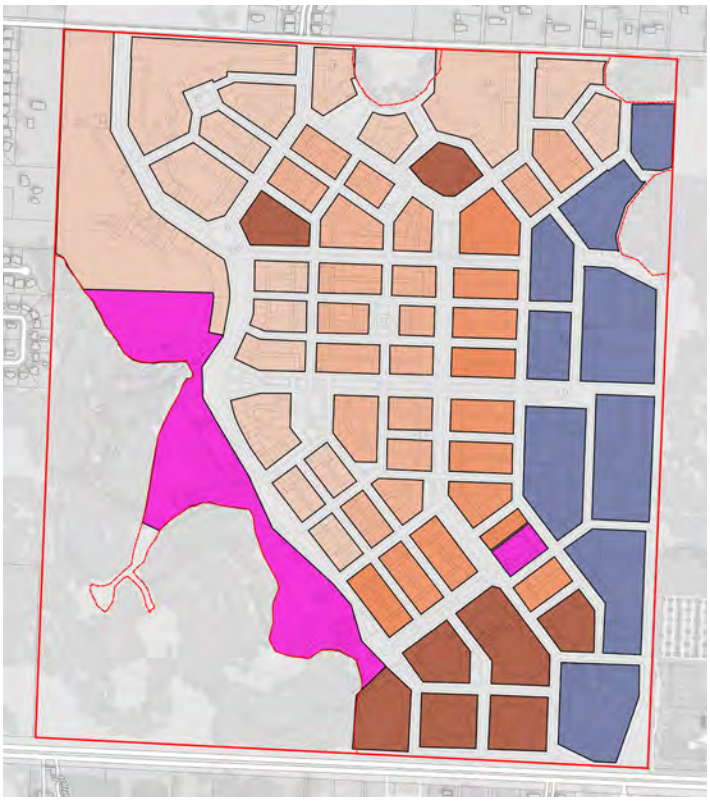
The Market Plan is based on the general framework established as the chassis for the three new plans.

This Plan is the same plan that came as a result of the charrette effort, as it was ranked overall the highest and best use for the site. While it includes small farms and a large area devoted to natural open space it does have less agriculture overall, as compared to the Village Plan.

The Retail Center is located in the same location, along the edge of 9-Mile Rd and connects to Navy Federal on the east side and to the propose school in the central west side of the site.

The following page shows the further analysis and yield of this plan.

Pages 116 and 117 show a series of different aerial views to better illustrate the intent and character of this plan.



Block Intensity

Land Use Intensity

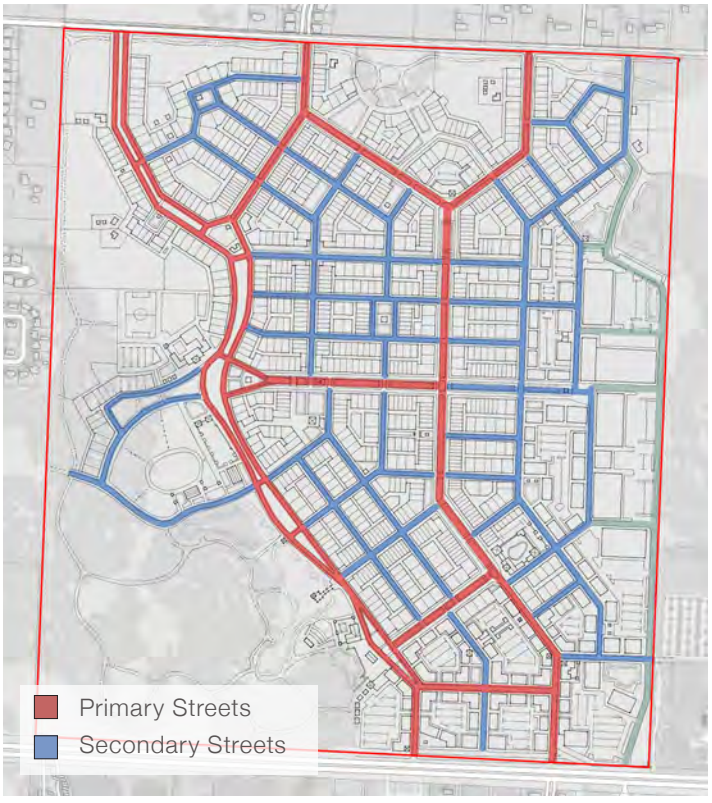
This plan shows the land use and block intensity envisioned for the Market Plan. The commerce area (shown in blue) is 90 acres of the site which has the ability to yield anywhere form 1,800 jobs to 5,940 jobs based on job yields of 20 jobs per acre (ST Aerospace), and 66 jobs per acre (Navy Federal).

COMMERCE

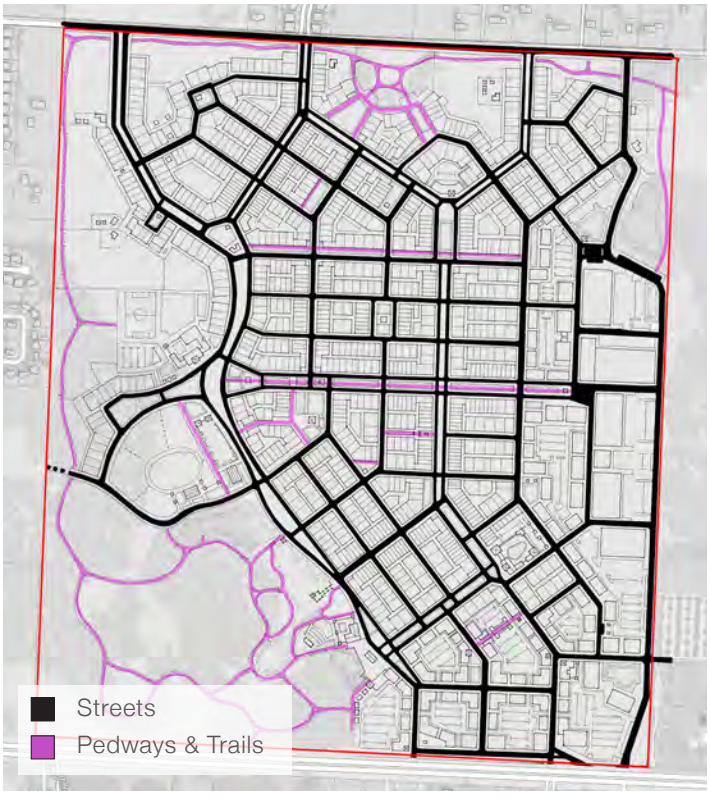
90ac 1,800 potential commerce related jobs

**assumes 20 jobs/acre; Navy Federal = 66 jobs/acre*

- Low Intensity Single-Family
- Medium Intensity Single-Family
- Multi-Family
- Mixed Use
- Commercial and Industrial
- Public Amenities



Thoroughfare Hierarchy

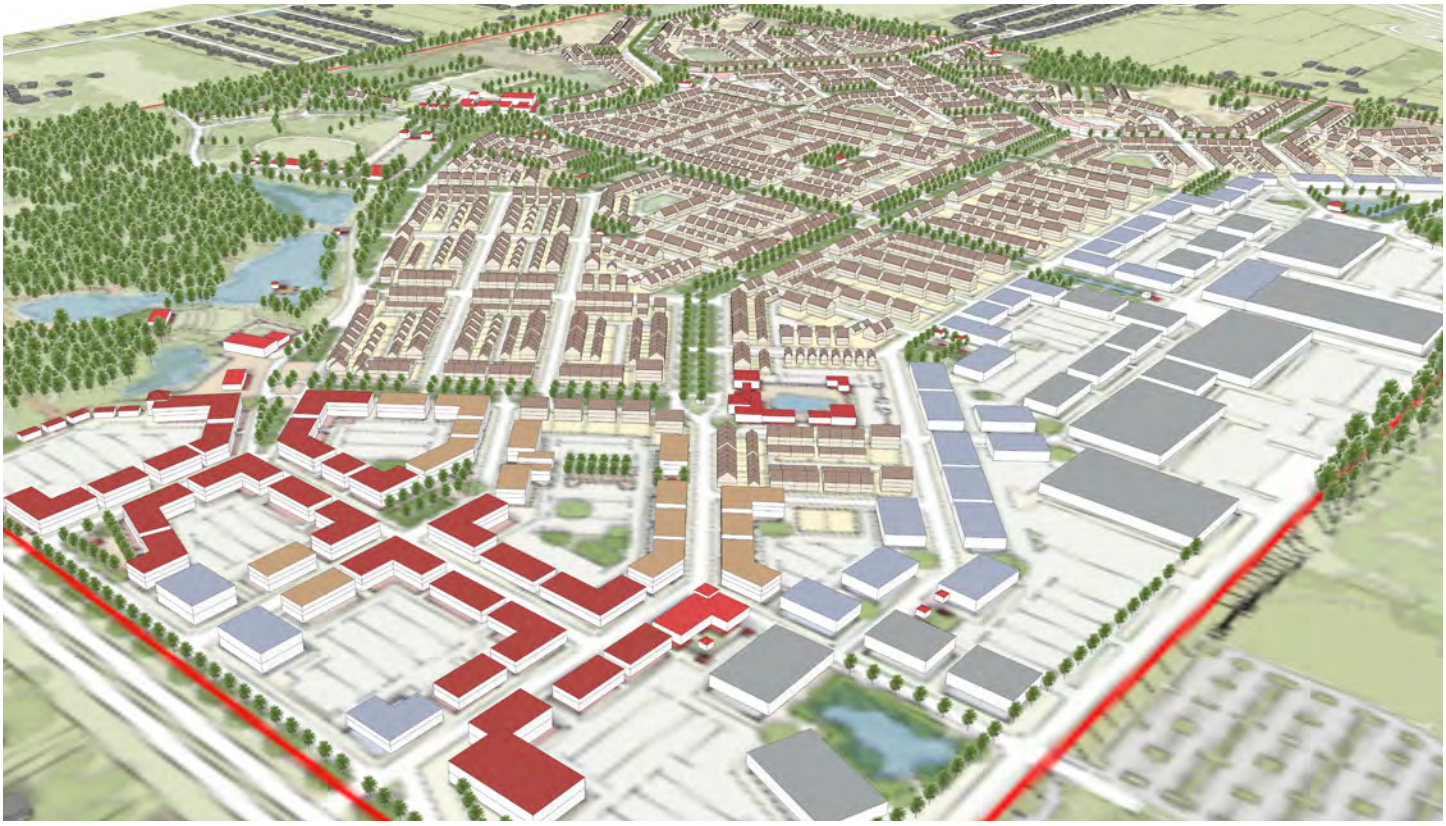


Road and Trails Network

Market Plan

Additional Plan Options

View from SW Corner



View from SE Corner

View from NW Corner

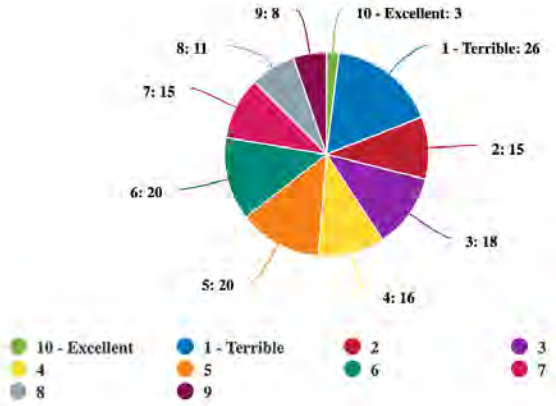
View from West

Additional Plan Options Survey

Additional Plan Options

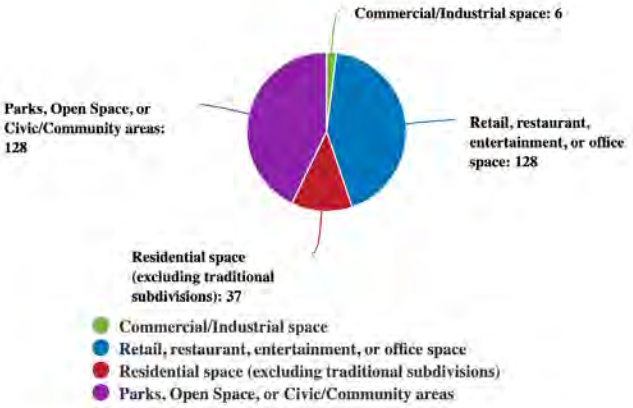
Q1. On a scale of 1 to 10, with 10 being the best, how would you rate the Hybrid Plan?

152 answers



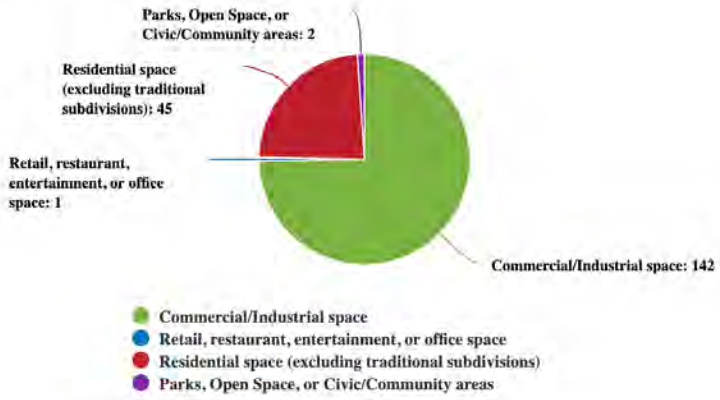
Q2. On the current Hybrid Plan, what would you like to see MORE of? (Check any that apply)

160 answers



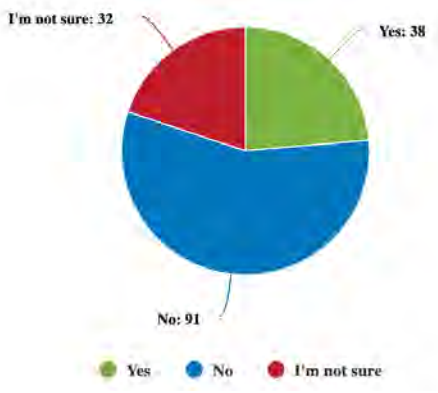
Q3. On the current Hybrid Plan, what would you like to see LESS of? (Check any that apply)

160 answers



Q4. Knowing that this is a compromise plan, do you think the County Commission should approve the Hybrid Plan and move it forward to the next phase of the project?

161 answers



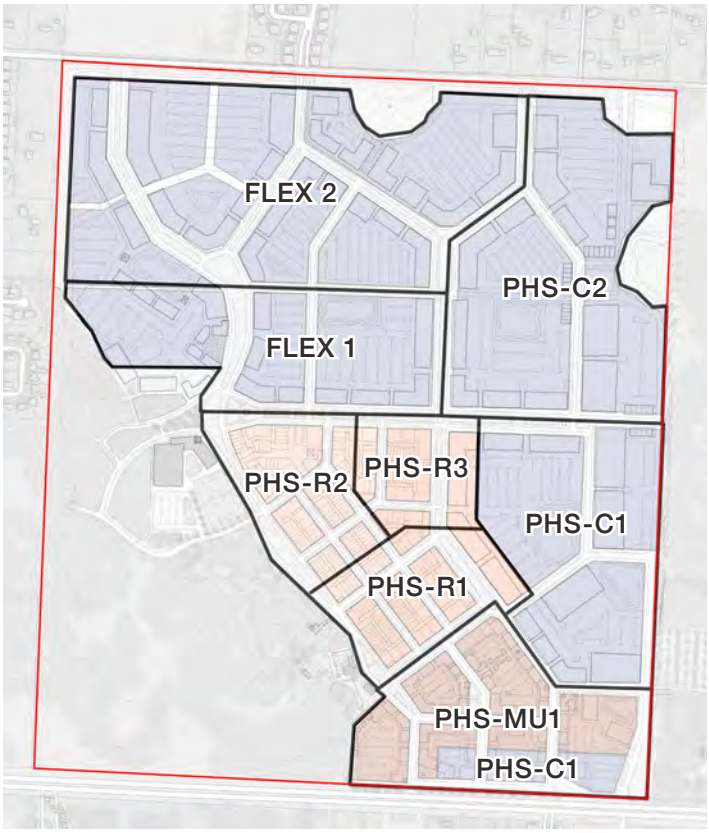
This page shows the final survey produced, as a result of the final Town Hall, where DPZ released the Hybrid Plan to the public to allow their voices to be heard.

The following pages summarize the revised Hybrid Plan that was moved into Phase 3.

Under the stewardship of the BoCC's Chairman, Commissioner Bender, an Adjusted Hybrid Plan was developed. This plan's framework retains the street network of the Market Plan, with the following land allocation for the 424 available acres of developable land:

- 47 acres (11% of developable area) is reserved for the mixed-use center (retail center) along Nine-Mile Road;
- 271 acres (64% of developable area) is reserved for the commerce park uses that are distributed into four sections, each reserved for a certain amount of time. If the time frame established lapses without a secured commercial tenant, the land may revert to another use, most likely residential.
  - PHS-C1: 51 acres held for 5-8 years;
  - PHS-C2: 74 acres, held in perpetuity;
  - FLEX1: 45 acres, held for up to 10 year; and
  - FLEX2: 100 acres, held for 15-20 years, or 5-10 years beyond the opening of the new I-10 Beulah Road interchange.
- 45 acres (10.6% of developable area) is reserved for the public amenities and trails, in addition to the conservation park in the SW corner.
- 61 acres (14.4% of developable area) is reserved for the residential uses that are distributed into three sections, each to be developed within a specified timeframe. Anticipated to be built quicker than the commercial uses, the residential development would be phased in gradually. Phase 1 would be built within the first 5 years, with each subsequent phase built within 3 years. The housing is placed closest to the Mixed-Use Center, and adjacent to the SW corner park.

The following page illustrates the Plan that will be coded for in Phase 3 as the Preferred Plan for the Implementation Phase.



Phasing

The blocks have been phased to ensure development doesn't sit idle, and also protects minimum areas for each of the identified uses.

The 'Flex' phases will be held for Commerce, but will expire at 10 years and 15 to 20 years, if Commerce uses are no longer viable on the site.

MIXED-USE CENTER

PHS-MU1	200,000 sf + Multi-Family (5 years)

COMMERCE PARK

PHS-C1	51+_ acres for 5-8 years
PHS-C2	74 acres, held in perpetuity
FLEX1	46 acres for up to 10 years
FLEX2	100 acres for 15-20 years (5 -10 years) beyond interchange

PUBLIC AMENITIES

P-PH1 & 2	Amenities + Trails

RESIDENTIAL

PHS-R1	< 5 years
PHS-R2	8 years
PHS-R3	11 years

Adjusted Hybrid Plan

Additional Plan Options

Illustrative Adjusted Hybrid Plan

Block Intensity

Land Use Intensity

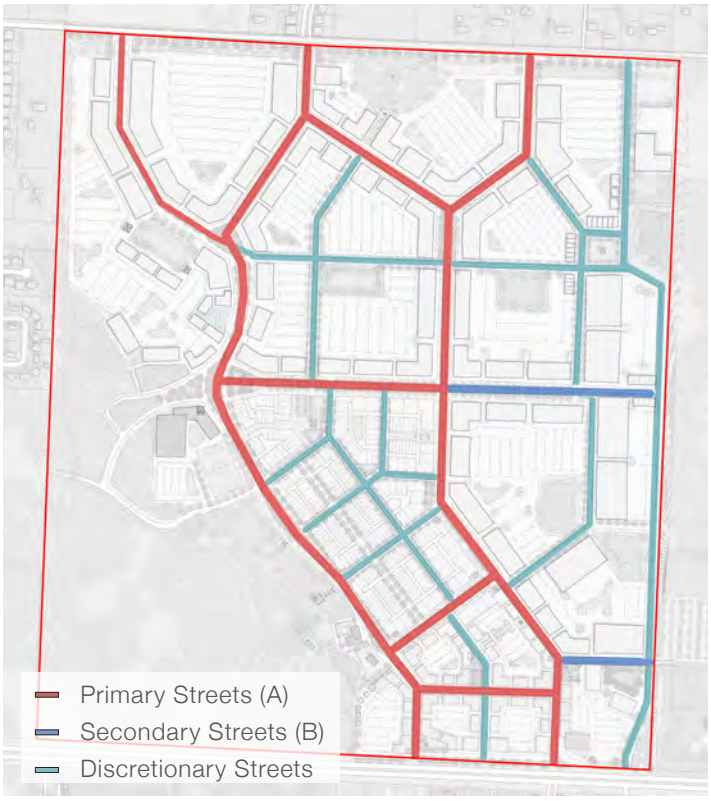
This plan shows the land use and block intensity envisioned for the final Hybrid Plan. The commerce area (shown in blue) is 271 acres of the site which has the ability to yield 5,420 jobs based on job yields of 20 jobs per acre (ST Aerospace).

COMMERCE

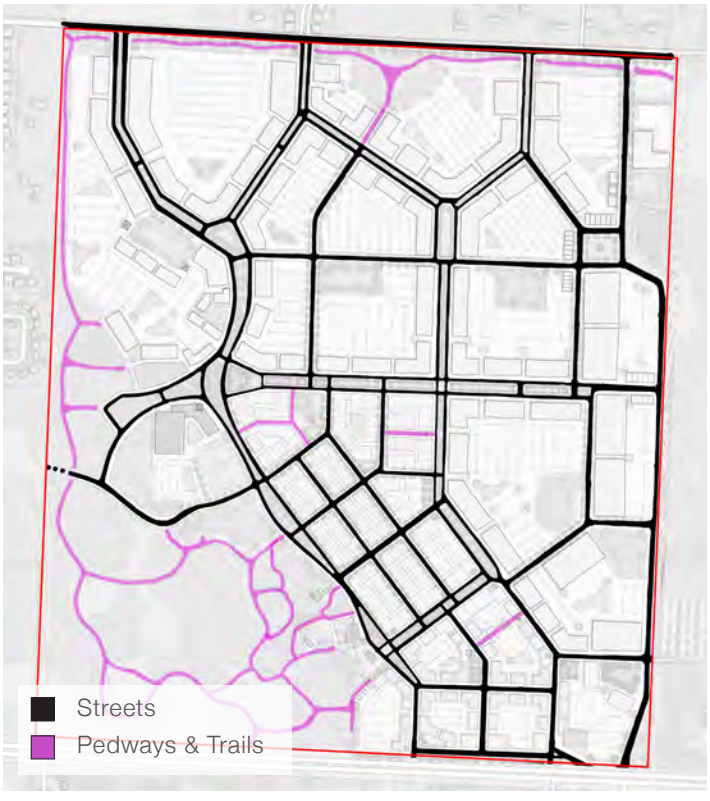
271ac 5,420 potential commerce related jobs

**assumes 20 jobs/acre; Navy Federal = 66 jobs/acre*

- Medium Intensity Single-Family
- Multi-Family
- Mixed Use
- Commercial and Industrial



Thoroughfare Hierarchy



Road and Trails Network

Adjusted Hybrid Plan

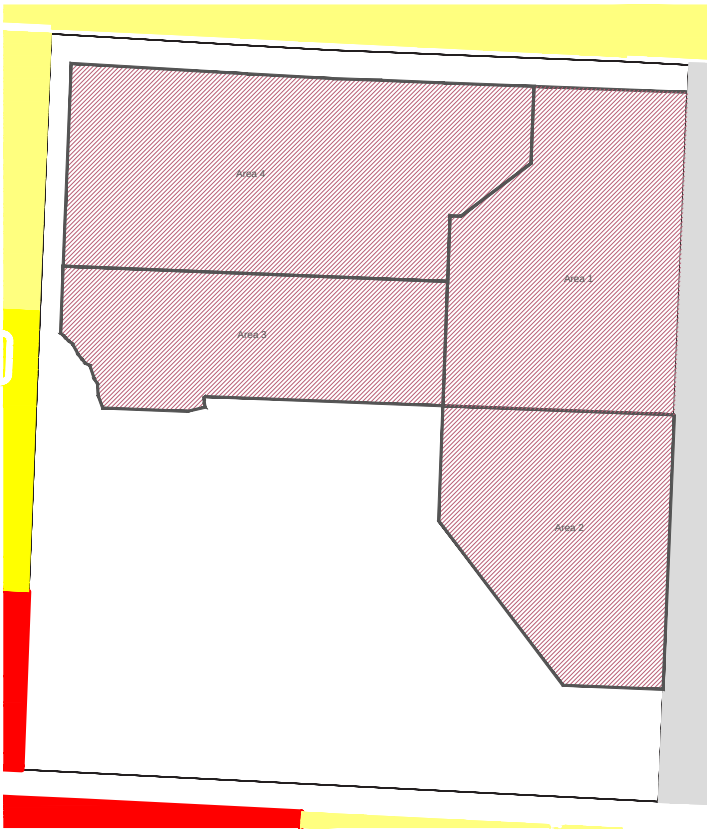
Additional Plan Options

Block Intensity

Land Use Intensity

This plan shows the land use and block intensity envisioned for the Hybrid Plan. The commerce area (shown in blue) is 271 acres of the site which has the ability to yield anywhere form 5,420 jobs to 17,886 jobs based on job yields of 20 jobs per acre (ST Aerospace), and 66 jobs per acre (Navy Federal).

Use	Types	Area
Mixed-Use Center	Live/Work, Residential over Retail, Office over Retail	**47 ac.**
Commercial & Industrial	Commerce Types	**271 ac.**
Public Amenities + Trails	Post Office, School, Day-care, Community Garden, etc.	**45 ac.**
Residential 1	Urban Cottage, Duplex, Townhouse;	**61 ac.**
Residential 2	Walk-up, 2-over-1, Multi-Family	



Development Areas

The development areas follow the phasing to ensure development doesn't sit idle, and also protects minimum areas for each of the identified uses.

Development areas must be developed sequentially before the next area is released for development, starting with development area #1.

Development area #1 is also reserved in perpetuity for commercial uses.

Economic Impact Analysis

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The UWF HAAS Center was hired to generate a Jobs Impact Analysis for over 1,000, 2,000, 3,000, or 4,000 permanent jobs, in addition to temporary construction jobs.

Industries Selected for OLF8 Jobs Impact Analysis[1]

			Number of Targeted Jobs	
	1,000 Jobs in Targeted Industries		**Year 2028**	**Year 2033**
1	Custom computer programming services		75	75
2	Turbine generator parts manufacturing		100	100
3	Scientific research and development services		80	80
4	Medical and diagnostic labs		15	15
5	Computer systems design services		70	70
6	Metal window and door manufacturing		50	50
7	Propulsion units & parts for space vehicles & guided missiles manufacturing		20	20
8	Warehousing and storage		50	50
9	Management consulting services		40	40
		1000	**500**	**500**
	2000 Jobs in Targeted Industries		**Year 2028**	**Year 2033**
1	Custom computer programming services		145	145
2	Turbine and turbine generator set units manufacturing		200	200
3	Scientific research and development services		170	170
4	Medical and diagnostic labs		50	50
5	Computer systems design services		120	120
6	Metal window and door manufacturing		100	100
7	Propulsion units & parts for space vehicles & guided missiles manufacturing		40	40
8	Warehousing and storage		45	45
9	Management consulting services		55	55
10	Financial investment activities		50	50
11	Educational services		25	25
		2000	**1000**	**1000**

[1] UWF Haas Center staff selected targeted industries based on existing jobs and alignment with regional and state targeted industries.

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	Industries Selected for OLF8 Impact Analysis (continued)		Number of Targeted Jobs	
	3000 Jobs in Targeted Industries		**Year 2028**	**Year 2033**
1	Custom computer programming services		180	180
2	Turbine and turbine generator set units mfg.		200	200
3	Scientific research and development services		210	210
4	Medical and diagnostic labs		80	80
5	Computer systems design services		225	225
6	Metal window and door manufacturing		150	150
7	Propulsion units & parts for space vehicles & guided missiles manufacturing		60	60
8	Warehousing and storage		90	90
9	Management consulting services		130	130
10	Financial investment activities		75	75
11	Internet Publishing and Broadcasting and Web Search Portals		50	50
12	Audio and Video Equipment Manufacturing		10	10
13	Educational services		40	40
		3000	**1500**	**1500**
	4000 Jobs in Targeted Industries		**Year 2028**	**Year 2033**
1	Custom computer programming services		250	250
2	Turbine and turbine generator set units mfg.		200	200
3	Scientific research and development services		250	250
4	Medical and diagnostic labs		125	125
5	Computer systems design services		325	325
6	Metal window and door manufacturing		150	150
7	Propulsion units & parts for space vehicles & guided missiles manufacturing		100	100
8	Warehousing and storage		120	120
9	Management consulting services		145	145
10	Financial investment activities		120	120
11	Internet Publishing and Broadcasting and Web Search Portals		110	110
12	Audio and Video Equipment Manufacturing		30	30
13	Educational services		75	75
		[2]**4000**	**2000**	**2000**

[2] UWF Haas Center staff selected targeted industries based on existing jobs and alignment with regional and state targeted industries.

RESULTS: OLF8 Jobs Analysis

1,000 Jobs in Targeted Industries

Impact	Employment	Labor Income	Value Added	Output	Labor Income Per Job
1 - Direct	1,000	$ 62,278,451.74	$ 74,312,192.99	$ 200,740,683.21	$ 62,278.45
2 - Indirect	350	$ 16,033,439.12	$ 25,243,088.33	$ 50,743,175.11	$ 45,804.97
3 - Induced	306	$ 13,188,564.23	$ 24,336,275.02	$ 41,982,568.91	$ 43,045.45
	1,656	$ 91,500,455.09	$123,891,556.34	$ 293,466,427.23	$ 55,239.75

2,000 Jobs in Targeted Industries

Impact	Employment	Labor Income	Value Added	Output	Labor Income Per Job
1 - Direct	2,000	$127,139,097.52	$154,825,216.41	$ 417,798,752.71	$ 63,569.55
2 - Indirect	752	$ 34,868,896.00	$ 54,223,138.73	$ 110,153,492.63	$ 46,397.72
3 - Induced	633	$ 27,259,230.82	$ 50,300,431.86	$ 86,773,410.02	$ 43,045.59
	3,385	$189,267,224.34	$259,348,787.01	$ 614,725,655.36	$ 55,917.05

3,000 Jobs in Targeted Industries

Impact	Employment	Labor Income	Value Added	Output	Labor Income Per Job
1 - Direct	3,000	$189,171,389.31	$233,409,325.62	$ 646,028,899.62	$ 63,057.13
2 - Indirect	1,328	$ 59,751,272.33	$ 92,742,673.12	$ 190,796,837.17	$ 44,990.13
3 - Induced	976	$ 42,021,361.72	$ 77,539,591.02	$ 133,763,712.08	$ 43,045.14
	5,304	$290,944,023.37	$403,691,589.76	$ 970,589,448.87	$ 54,850.46

4,000 Jobs in Targeted Industries

Impact	Employment	Labor Income	Value Added	Output	Labor Income Per Job
1 - Direct	4,000	$252,368,836.70	$315,932,531.82	$ 897,321,411.37	$ 63,092.21
2 - Indirect	1,982	$ 88,391,776.60	$136,832,878.48	$ 283,325,825.93	$ 44,594.60
3 - Induced	1,339	$ 57,655,793.85	$106,388,399.70	$ 183,530,825.13	$ 43,044.94
	7,322	$398,416,407.15	$559,153,810.00	$ 1,364,178,062.43	$ 54,416.94

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Retail Sales Impact Analysis[3]

INPUTS: Model assumes that Escambia County adds the following retail sales values each year as the OLF8 project develops:

2023	$ 9,006,320
2024	$11,257,900
2025	$13,509,480
2026	$18,012,640
2027	$22,515,800
2028	$27,018,960
2029	$31,522,120
2030	$36,025,280
2031	$40,528,440
2032	$45,031,600
2033	$45,031,600

Retail Sales Impact Results

Impact	Employment	Labor Income	Value Added	Output	Labor Income Per Job
1 - Direct	1,140	$34,780,969.79	$54,006,912.13	$ 88,078,742.47	$ 30,514.88
2 - Indirect	153	$ 6,053,566.53	$ 9,783,995.99	$ 21,811,941.57	$ 39,590.70
3 - Induced	157	$ 6,760,187.53	$12,475,187.50	$ 21,521,024.33	$ 43,048.52
	1,450	$47,594,723.85	$76,266,095.62	$ 131,411,708.37	$ 32,829.75

Retail Sales Tax Projections

Impact	Sub County General	Sub County Special Districts	County	State	Federal	Total
1 - Direct	$ 646,825.42	$ 2,037,634.04	$ 3,113,769.47	$7,776,132.41	$ 8,553,760.42	$ 22,128,121.75
2 - Indirect	$ 35,801.07	$ 112,906.83	$ 172,424.12	$ 457,929.41	$ 1,379,818.63	$ 2,158,880.06
3 - Induced	$ 61,273.28	$ 193,128.89	$ 295,032.24	$ 774,715.47	$ 1,618,051.97	$ 2,942,201.86
	$ 743,899.76	$ 2,343,669.76	$ 3,581,225.83	$9,008,777.28	$ 11,551,631.02	$ 27,229,203.67

[3] Client provided total sales projections.

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Construction Impact Assumptions[4]

Construction Plan A			Construction Plan B		
2022 Phase 1 Construction 10%			**2022 Phase 1 Construction 25%**		
Multi-family residential	$	4,500,000	Multi-family residential	$	61,875,000
Single family residential	$	-	Single family residential	$	112,826,250
Retail	$	4,503,160	Retail	$	11,257,900
Commerce/Industrial	$	57,931,020	Commerce/Industrial	$	56,486,700
2028 Phase 2 Construction 20%			**2028 Phase 2 Construction 25%**		
Multi-family residential	$	9,000,000	Multi-family residential	$	61,875,000
Single family residential	$	-	Single family residential	$	112,826,250
Retail	$	9,006,320	Retail	$	11,257,900
Commerce/Industrial	$	115,862,040	Commerce/Industrial	$	56,486,700
2033 Phase 3 Construction 30%			**2033 Phase 3 Construction 25%**		
Multi-family residential	$	13,500,000	Multi-family residential	$	61,875,000
Single family residential	$	-	Single family residential	$	112,826,250
Retail	$	13,509,480	Retail	$	11,257,900
Commerce/Industrial	$	173,793,060	Commerce/Industrial	$	56,486,700
2038 Phase 4 Construction 40%			**2038 Phase 4 Construction 25%**		
Multi-family residential	$	18,000,000	Multi-family residential	$	61,875,000
Single family residential	$	-	Single family residential	$	112,826,250
Retail	$	18,012,640	Retail	$	11,257,900
Commerce/Industrial	$	231,724,080	Commerce/Industrial	$	56,486,700
2043 Construction completed	**$**	**669,341,800**	**2043 Construction completed**	**$**	**969,783,400**

[4] Client provided input values for sales and construction phases.

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RESULTS: Construction Impact Analysis

These reports provide a way to **compare** an array of options. Leaders should not anticipate these specific tax collections. Results will be higher or lower as market conditions fluctuate year to year. These reports **do not include** inflation-adjusted values.

Construction Impact Analysis Plan A

Impact	Employment	Labor Income	Value Added	Output	Labor Income Per Job
1 - Direct	5,287	$ 255,312,600.20	$ 266,374,011.47	$ 552,790,347.05	$ 48,293.05
2 - Indirect	717	$ 35,836,204.58	$ 65,610,713.68	$ 126,628,721.51	$ 49,959.41
3 - Induced	1,154	$ 49,677,896.46	$ 91,659,869.20	$ 158,122,217.16	$ 43,041.52
	7,158	$ 340,826,701.24	$ 423,644,594.35	$ 837,541,285.72	$ 47,613.28

Tax Impact Results

Impact	Sub County General	Sub County Special Districts	County	State	Federal	Total
1 - Direct	$ 148,182.82	$ 474,283.89	$ 718,112.28	$ 2,027,110.83	$ 50,897,227.19	$ 54,264,917.02
2 - Indirect	$ 428,520.98	$ 1,350,334.82	$ 2,063,126.56	$ 5,316,627.41	$ 8,699,944.41	$ 17,858,554.17
3 - Induced	$ 449,653.62	$ 1,417,277.35	$ 2,165,093.82	$ 5,685,680.19	$ 11,889,094.13	$ 21,606,799.11
	$ 1,026,357.43	$ 3,241,896.05	$ 4,946,332.65	$ 13,029,418.43	$ 71,486,265.74	$ 93,730,270.30

Construction Impact Report Plan B

Impact	Employment	Labor Income	Value Added	Output	Labor Income Per Job
1 - Direct	8,797	$ 417,622,193.48	$ 480,126,350.11	$ 839,264,523.13	$ 47,471.08
2 - Indirect	1,278	$ 57,429,097.55	$ 105,294,110.22	$ 193,569,183.20	$ 44,944.53
3 - Induced	1,886	$ 81,189,057.07	$ 149,799,819.72	$ 258,419,263.71	$ 43,041.31
	11,961	$ 556,240,348.10	$ 735,220,280.05	$ 1,291,252,970.04	

Tax Impact Results

Impact	Sub County General	Sub County Special Districts	County	State	Federal	Total
1 - Direct	$ 349,015.94	$ 1,111,573.36	$ 1,687,858.19	$ 4,966,193.72	$ 84,744,030.74	$ 92,858,671.94
2 - Indirect	$ 800,648.07	$ 2,522,664.14	$ 3,854,551.80	$ 9,855,721.17	$ 14,130,985.01	$ 31,164,570.18
3 - Induced	$ 734,841.81	$ 2,316,171.03	$ 3,538,282.37	$ 9,291,786.44	$ 19,430,392.43	$ 35,311,474.07
	$ 1,884,505.81	$ 5,950,408.53	$ 9,080,692.36	$ 24,113,701.33	$ 118,305,408.17	$ 159,334,716.20

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Economic Impacts and Job Creation Summary

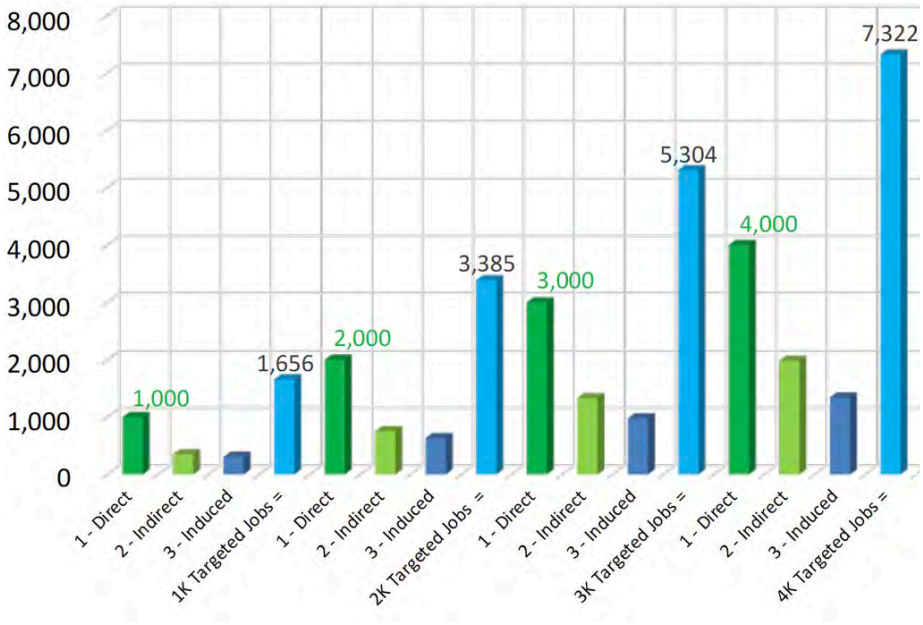
Key Takeaways

- The model demonstrates that significant economic impact can be achieved by attracting employers from targeted industries like computer programming services, management and consulting services, warehousing, and manufacturing.

Employers in these sectors tend to pay higher wages and sell goods and services outside the region.

- For every 1,000 Targeted Jobs created at OLF8, far greater numbers of approximately 656 or more indirect and induced jobs are created. The projected impact from this job growth is quantified in the Haas Center's analysis.

If 2,000 direct jobs are created, an additional 1,385 indirect and induced jobs are also created.



Employment Projections Based on Targeted Jobs in Escambia County

- In addition to the annual economic impacts from the job creation and potential tax revenue, the economic impacts resulting from construction spending and employment necessary to build out the master plan range from $837.5 million to $1.3 billion demonstrating that a higher density plan provides significantly greater impact and employment opportunities.
- The Haas Center estimates that direct, indirect and induced employment due to construction as totaling 7,158 jobs (5,287 direct) in Scenario A and 11,961 jobs (8,797 direct) in Scenario B. Direct labor income is projected at approximately $48,000 annually in current dollars.

Targeted Jobs established at OLF8 can result in between $293.5 million (1,000 jobs) to $1.364 billion (4,000 jobs) or more in annual economic impact.

Economic Impact Summary

Economic Impact Analysis

ECONOMIC IMPACT FROM:	Scenario A: 225,000 SF of Retail Space 200 Higher-Density Residential Units 0 Lower-Density Residential Units	Scenario B: 225,000 SF of Retail Space 1,100 Higher-Density Residential Units 918 Lower-Density Residential Units
ECONOMIC DEVELOPMENT		
Average Income Per Job $62,279 - $63,569		
1,000 Targeted Jobs	$293,466,427	$293,466,427
2,000 Targeted Jobs	**$614,725,655**	**$614,725,655**
3,000 Targeted Jobs	**$970,589,449**	**$970,589,449**
4,000 Targeted Jobs	$1,364,178,062	$1,364,178,062
CONSTRUCTION		
Direct Construction Jobs	5,287	8,797
Average Income per Job	$48,293	$47,471
Other Jobs (Indirect, Induced)	1,871	3,164
Total Construction Impact	**$837,541,286**	**$1,291,252,970**
RETAIL		
Direct Retail Jobs	1,140	1,140
Average Income per Job	$30,515	$30,515
Other Jobs (Indirect, Induced)	310	310
Total Annual Retail Impact	**$131,411,708**	**$131,411,708**
POTENTIAL TAX REVENUE:		
Sub-County General and Special Districts, and County, Excluding State and Federal		
FROM CONSTRUCTION SPENDING AND EMPLOYMENT	$9,214,586	$16,915,606
ANNUALLY FROM RETAIL OPERATIONS	$6,668,795	$6,668,795

Source: Haas Center

Note: All projections are estimates, and market conditions at the time will determine actual economic impacts and taxes. All estimates are in 2021 dollars and have not been adusted for inflation

SUMMARY OF POTENTIAL IMPACTS	Scenario A: 225,000 SF of Retail Space 200 Higher-Density Residential Units 0 Lower-Density Residential Units	Scenario B: 225,000 SF of Retail Space 1,100 Higher-Density Residential Units 918 Lower-Density Residential Units
STATIC IMPACTS:		
CONSTRUCTION EMPLOYMENT AND SPENDING	$837,541,286	$1,291,252,970
POTENTIAL TAX REVENUE FROM CONSTRUCTION	$9,214,586	$16,915,606
POTENTIAL AGGREGATE LAND SALES	$30,000,000 - $35,000,000	$50,000,000 - $60,000,000
ANNUAL IMPACTS UPON FULL BUILDOUT:		
TARGETED JOBS IMPACTS - 2,000 JOBS	$614,725,655	$614,725,655
RETAIL IMPACTS	$131,411,708	$131,411,708
POTENTIAL RETAIL TAX REVENUE	$6,668,795	$6,668,795
TOTAL STATIC:	**$876,755,872 - $881,755,872**	**$1,358,168,576 - $1,368,168,576**
TOTAL ANNUAL:	**$752,806,158**	**$752,806,158**

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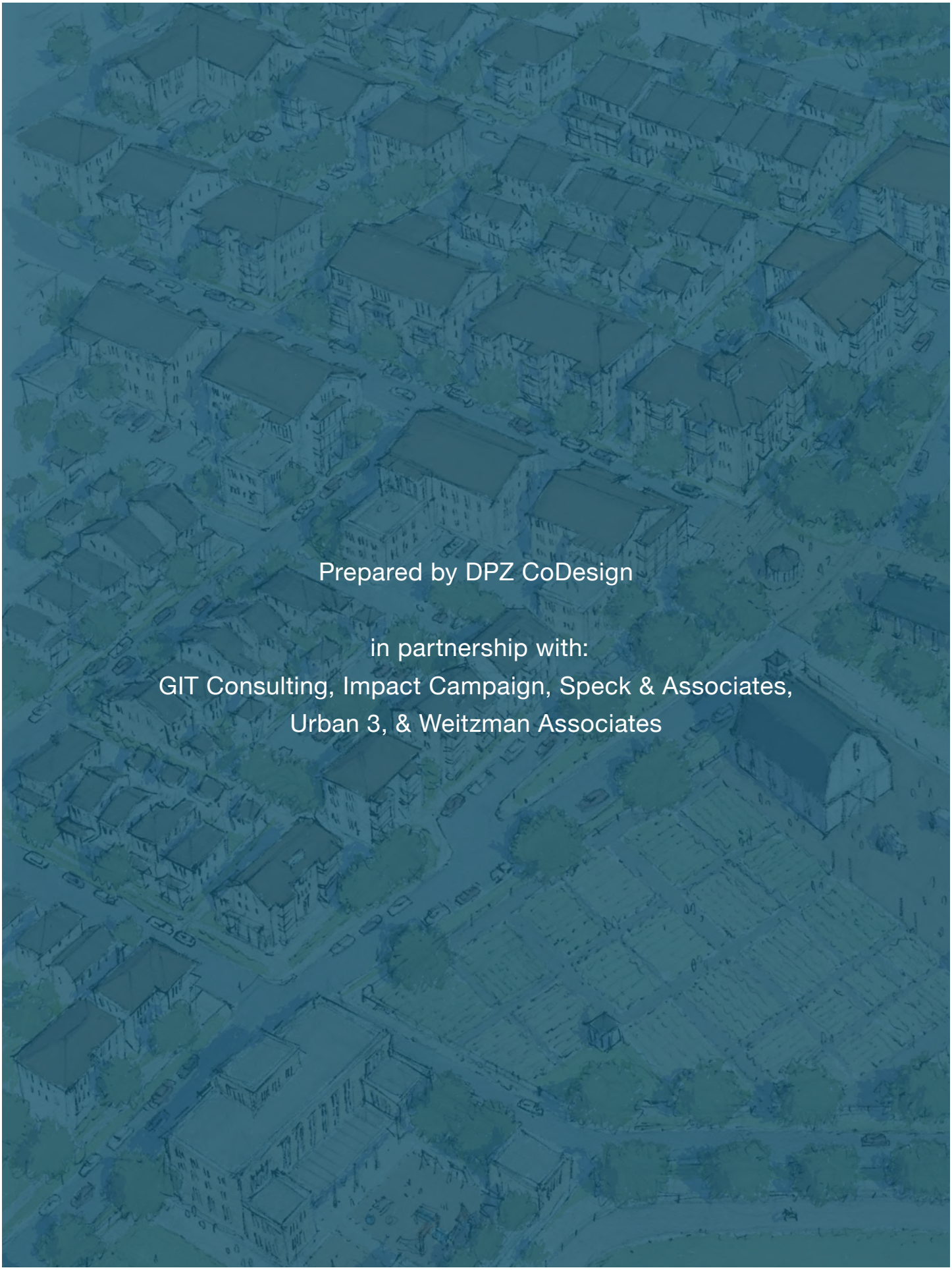

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