

# The Civic Return on Redevelopment

## Pensacola's Urban Core Community Redevelopment Area

Urban sprawl of the 1970's (fueled by suburban development and enhanced support of the automobile) left Pensacola's Downtown Urban Core and waterfront blighted, run down and nearly abandoned. By the 1980's, vacant and boarded storefronts, aging public infrastructure and crime kept property values low and people away. The establishment of the Pensacola Community Redevelopment Agency (CRA) in 1980 provided the means to focus redevelopment efforts on the Urban Core area. The result has been an astoundingly transformed and revitalized downtown.

Pensacola's community redevelopment initiatives include streetscape construction, waterfront redevelopment, park development and other "public realm" improvement projects that have significantly enhanced the overall aesthetic quality of the physical space. The CRA has marketed previously fallow public waterfront and inland properties as leverage for considerable private sector development and investment. Brownfield and contaminated properties have been cleaned up, reinvented and placed into productive reuse.

The CRA funded improvements and the associated spin-off private developments are establishing Pensacola's Urban Core as a place to visit and even to live. Housing construction in the Urban Core has helped to reverse a decline in Pensacola's population.

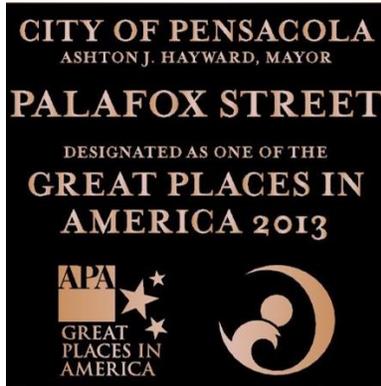


Palafox Street (1980s)



Palafox Street (2016)

In 2013, the American Planning Association named Pensacola Urban Core's Palafox Street **one of "America's Great Streets."**



**Property Value Increases**  
Taxable values have grown, on average, by approximately **\$469,546,929 per year**, totaling **\$15,025,501,718** over the course of the CRA's term.

Taxable Valuations	
1984 -	\$3,869,595,199
2000 -	\$10,179,503,536
2010 -	\$16,838,479,498
2016 -	\$18,895,096,917

**Return on Investment**  
Public investment generated a return of **\$1,723** in private investment for every **\$1** spent, during fiscal year 2016.

Public vs. Private Investment: 1984 - 2016	
Public:	\$93,482,219
Private:	\$377,820,486
<b>ROI: 4:1</b>	

Façade Program Returns	
Public:	\$541,936
Private:	\$1,128,929
<b>ROI: 2:1</b>	

### Crime Reduction

**22%**

Crime has been reduced by 22% since 2000. Key downtrends have been observed in the following crimes:

Petty Theft	52%
Criminal Mischief	43%
Aggravated Battery	36%
Burglary	31%
Felony Possession	18%



Palafox Waterfront (1980s)



Palafox Waterfront (2013)

### Wage Growth, and Poverty Reduction

**61%**

Per capita income rose 61% between 2000 and 2010 in the Pensacola Urban Core CRA.

**43%**

Average household income rose 43% between 2000 and 2010 in the Pensacola Urban Core CRA.

**36%**

Median household income rose 36% between 2000 and 2010 in the Pensacola Urban Core CRA.

### 2016-2017 Business Attraction

**34 New Businesses**

34 new businesses were established within the Urban Core CRA in 2017, a 2.86% increase from 2016.

**1,446 New Jobs**

1,446 new jobs were established within the Urban Core CRA in 2017, a 10.15% increase from 2016.