



*The plan for West Main expands Pensacola's downtown core immediately west to create a mixed-use entertainment district adjoining its popular baseball stadium.*

Completed with DPZ Co-Design

Despite many proposals over several decades, the peninsula just west of the heart of downtown has failed to attract much investment beyond its waterfront park and minor-league baseball stadium. The relocation of a large water-treatment facility on land to its north yielded a 30-acre parcel that could be planned collectively into a single district, sponsored by a public-private partnership between the city and a local philanthropist.

Directed by a thorough market study, the plan includes a hotel, about 1800 apartments and condominiums, and approximately 80,000 square feet of retail space. One central challenge is that the majority of the site—and the entirety of the northern parcel—sits well below the resilient first-floor elevation of 16 feet. Two key strategies of the plan are to focus retail activity on the higher-elevation Maritime Parcel, where shopfronts can sit at grade and, elsewhere, to place residential uses above a ground floor of parking, carefully shielding that parking behind lobbies, stoops, and other pedestrian-friendly edges.

In addition to its being planned in a weeklong public design charrette, this project owes its quick City approval to an effort called *CivicCon*—for Civic Conversations—through which the Studer Community Institute, over three years, brought more than 30 national speakers before large in-person and online local crowds, boosting public support for growth.

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