

Redevelopment Plan
Escambia County, Florida

Mr. Yewell was tasked by the Escambia County Redevelopment Agency to prepare a redevelopment strategy for the Palm Mattress Factory, a former shopping center converted to a non-conforming industrial use in the 1960's. Set in the geographic heart of the Navy Point residential community located on the outskirts of Pensacola, the facility was in an advanced state of deterioration and had become a blight on the community.

Based on a rigorous market and financial feasibility analysis, as well as a public outreach process that garnered input from the community, an urban-density residential project was programmed for the site. The development program solved for financial feasibility while accounting for the owner's valuation of the property, and conformed to the densities allowed by zoning for the site.

The project won the 2004 Best Planning Study Award from the Florida Redevelopment Association.



Rendering by Christopher Illustration, Maryville, TN