



Award Winning Planning firm DPZ

awarded Perdido Key Master Plan

More information: www.dpz.com

As part of the 2011 PKA Survey of Perdido Key Property Owners, we asked the community if they believed a professionally developed Master Plan for future growth on Perdido Key would enhance the quality of life on the Key. **83% of the nearly 1,000 responses said YES.** Since that time the PKA board has worked continuously to move the Master Plan idea forward. The work has paid off...

We are very pleased to announce that after reviewing presentations from seven planning firms, the Escambia County Board of County Commissioners hired award winning planners Duany Plater-Zyberk (DPZ) of Miami to join with the community in crafting the Perdido Key Master Plan (PKMP), a long-range vision and design plan for land use on Perdido Key and the immediate areas across the bridge. Over a six month timetable, using a close and careful study of the area's assets and liabilities, combined with one-on-one interaction with the public during a week-long design studio workshop this fall, the team will endeavor to help Perdido Key define a true sense of place. The Master Plan design will take into consideration existing buildings and infrastructure and suggest ways to integrate new development or re-development in a manner that is cohesive, attractive and sustainable. The process causes us to look at Perdido Key today and then asks us to imagine Perdido Key 20+ years into the future.

The July 2012 contract calls for an immediate start to the groundwork - the design team will begin with several days of a preliminary site visit, meet with County staff and community members - start a comprehensive review of all previous studies of Perdido Key infrastructure, economic and environmental factors, and to start to immerse themselves in the local environment.

This fall, DPZ will conduct a Design Charrette in the Perdido Key project area. A Design Charrette is an intensive, hands-on workshop that brings people from different disciplines and backgrounds together to explore design options for a particular area. It is an innovative approach, especially in projects where there is a significant landscape, streetscape, or other interesting design element. Design Charrettes are public workshops that include community members, design professionals, and other project staff. The goal of the charrette process is to capture the vision, values, and ideas of the community - with designers sketching to create alternatives and ideas as fast as they can be generated by the participants. Charrettes bring citizens, decision-makers and designers together to build a new or alternative vision for an area or site through a creative process of team work and competition. The 10 person design team from DPZ will include architects and planners with expertise in transportation, the environment, economics and land use.

The principals of DPZ are recognized as leaders in urban and infill land use planning, completing more than 300 such design projects worldwide and authoring much of the regulatory codes used in today's best urban designs.

Please make plans to be part of this historical and exciting opportunity for the future of Perdido Key. Attend if possible and if not, send your comments to pkacomment@cox.net.

We will hand deliver to the design team. Full time residents, part time residents, vacation property owners... please participate - we need you... Hearing everyone's ideas and opinions is critical to the success of the project.

PKA will be assisting in coordinating hospitality for the DPZ team during the fall Design Charrette.

Volunteers and refreshments will be needed. Please let us know what you can do to help! We will keep you advised as the schedule develops.