



Changing Old Patterns: Revitalization of Florida's Aging Corridors

The Problem

Economic
Disinvestment

Unsafe
Conditions

Increased
Crime

Blight

Inefficiencies in
Service



Health Impacts



Historical Context

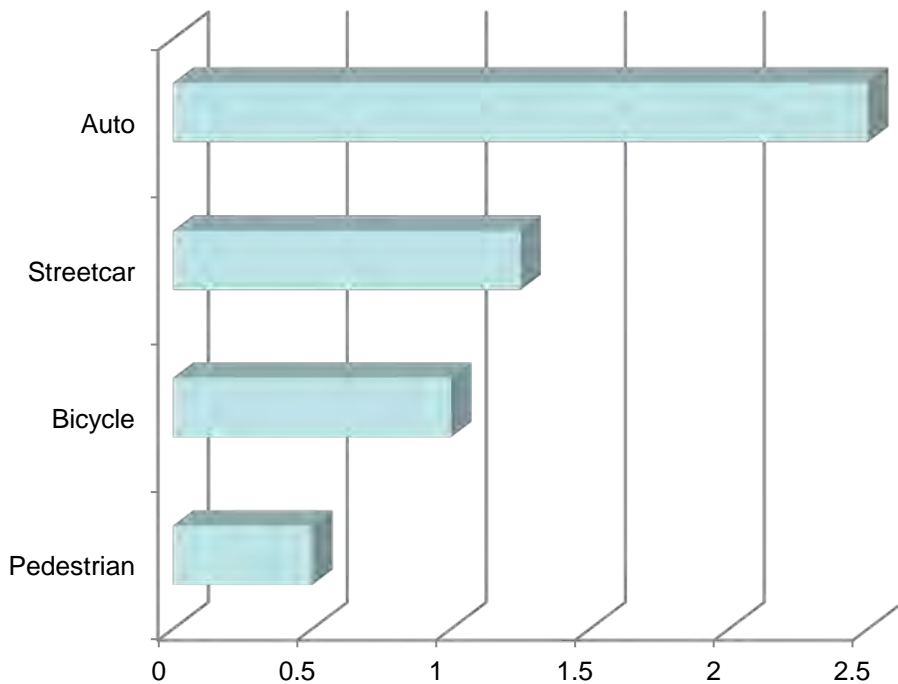


Historical Context



Mobility “improvements” extend market areas

The 5-minute Trip



Distance
(miles)



As retail demands increase, businesses move to find more space. . .



5,000 sq ft

15,000 sq ft



25,000 sq ft



45,000 sq ft

Main Street gives way to “The Strip”

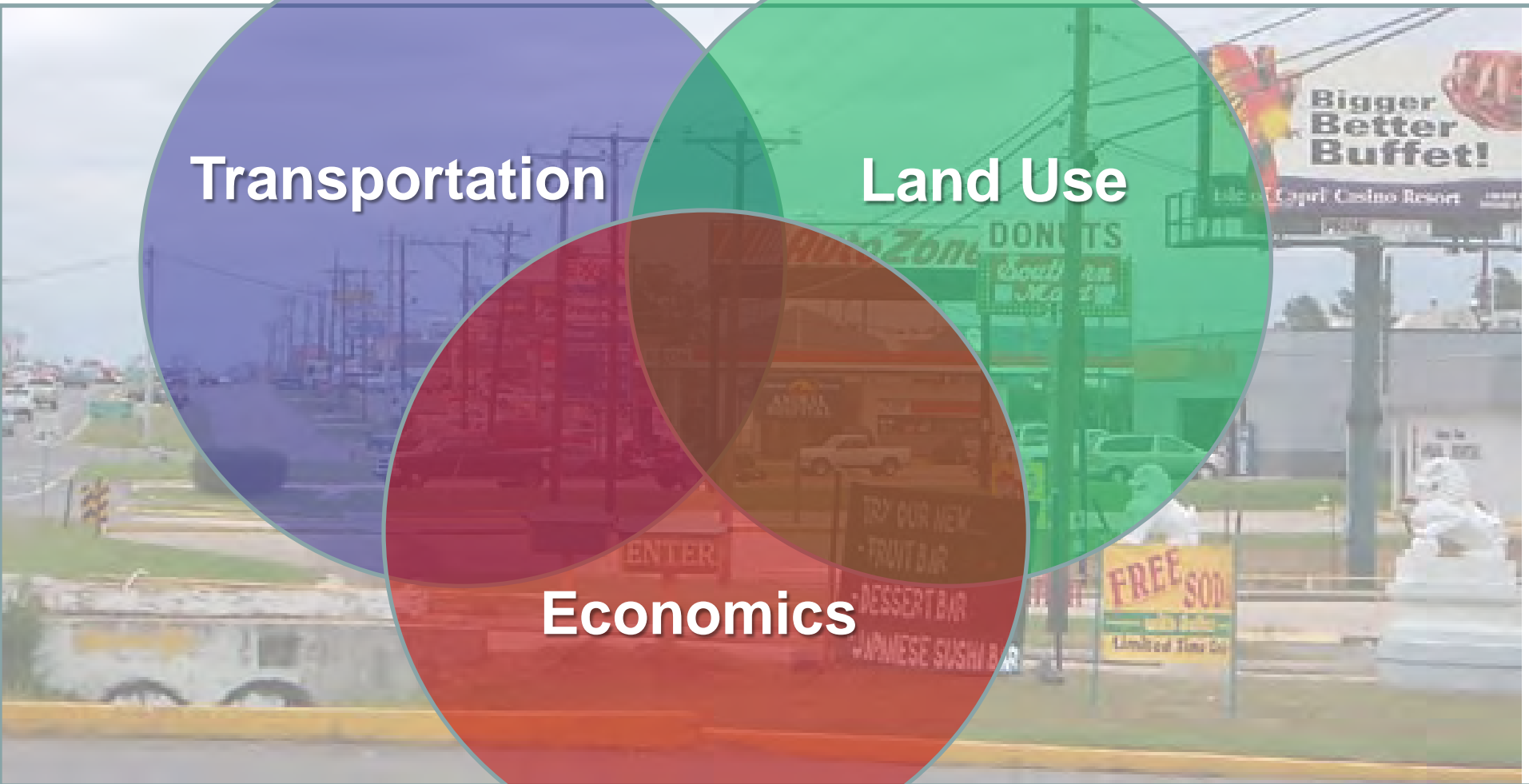


A New Approach

Transportation

Land Use

Economics

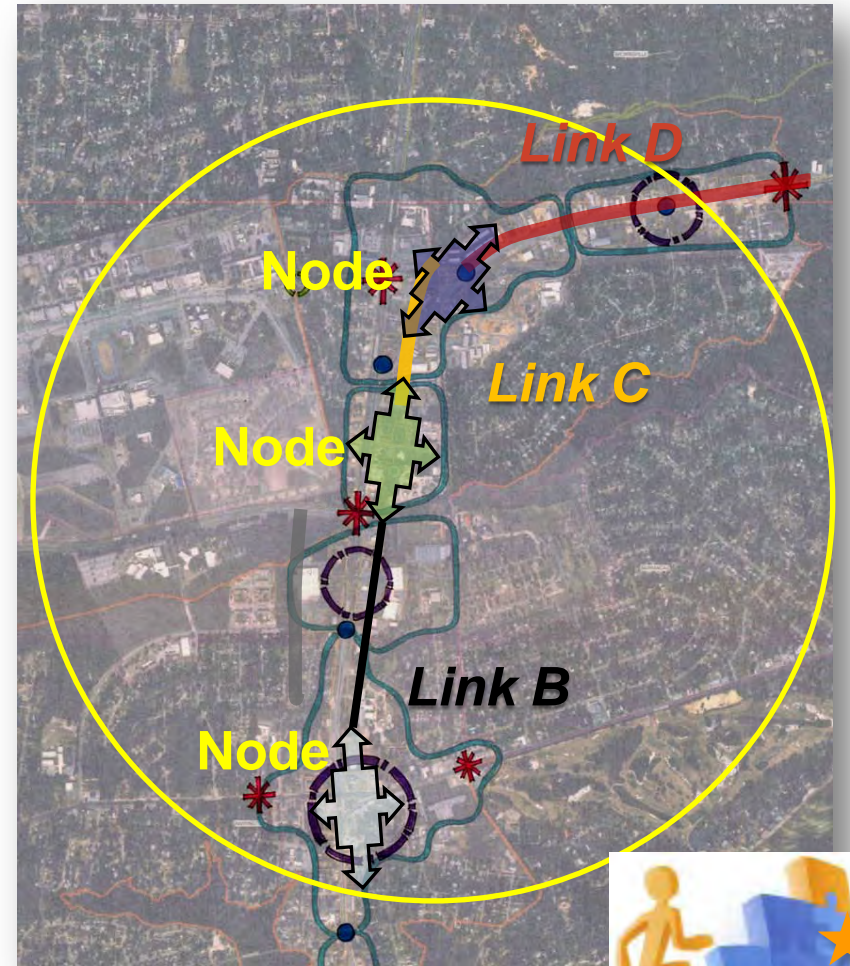




Understand the Context

PREPARE

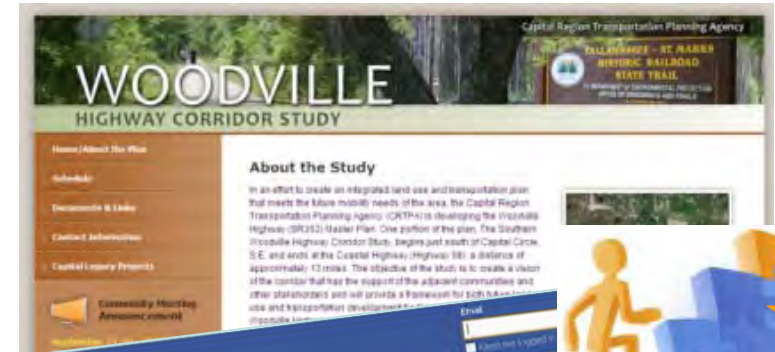
- Review Previous Plans
- Understand Existing Regulations
- Inventory Community Assets
- Interview Staff
- Identify the Market



Engage the Public

ENVISION

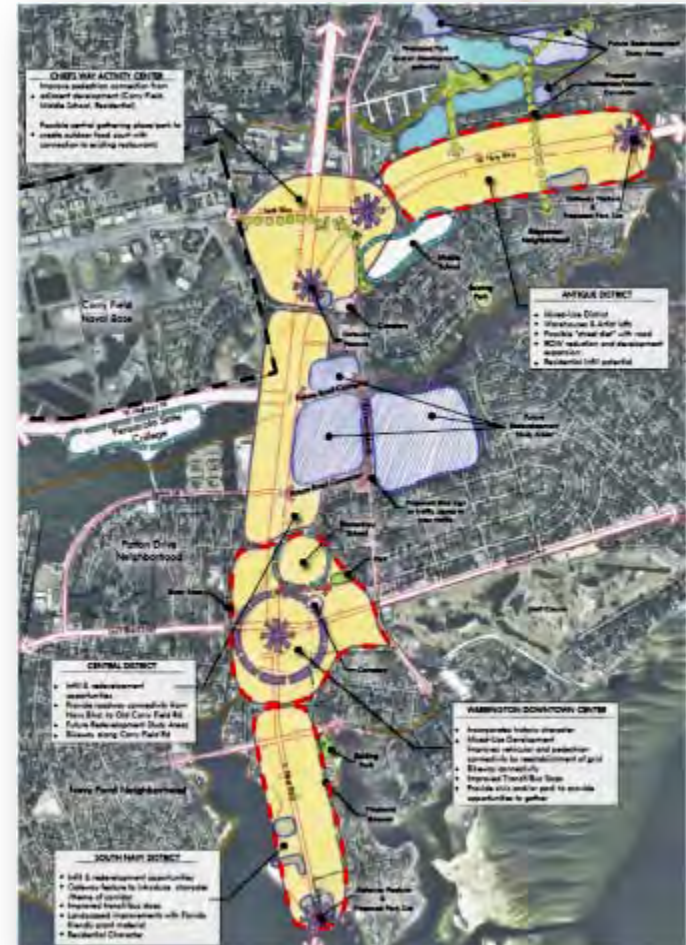
- Identify Leadership “Champions”
- Establish Steering Committee
- Interview Stakeholders
- Charrette!
- Leverage Social Media





PLAN

- Illustrate the Vision
- Recommend Improvements
 - Public realm
 - Private realm
- Identify Potential Catalyst Project(s)
- Select Preferred Plan



Public Realm Improvements



West US 192, Osceola County, Florida

Public Realm Improvements



West US 192, Osceola County, Florida

Potential Private Realm Improvements

Legend	
	17 - 92 CRA BOUNDARY
	CATALYST SITE
	PARCEL BOUNDARY
	RIGHT OF WAY
	PARKS
	TRAFFIC SIGNAL

EXISTING CONDITIONS	
TOTAL NO. ACRES	123.3 Acres
WETLANDS & LAKES	10.7 Acres
PERMANENT WATER	8.7 Acres
TOTAL DEVELOPABLE ACRES	103.9 Acres

Total Acres excludes all existing road R.O.W.'s

EXISTING PARCELS	EXISTING SQ. FT.
WALMART SITE	425,385 SF
LOWE'S SITE	458,111 SF
BIG LOTS SITE	89,581 SF
TOTAL SQ. FT.	973,077 SF

RC RETAIL DEMAND	973,077 SF
RC RESIDENTIAL DEMAND	50 - 75 DU



Catalyst Site, Lake Mary, Florida

Potential Private Realm Improvements



Catalyst Plan, Lake Mary, Florida

APPLY

- Build a realistic implementation strategy
- Focus on Funding
 - Identify alternative funding sources
 - Incentivize catalyst projects
- Incentivize Good Development



- **Understand the Market**
 - Corridor redevelopment is economic redevelopment
- **Public Outreach is Critical**
 - Communicate simply and graphically
 - Understand agendas and identify champions
- **Create a strategic action plan**
 - Prioritize, fund and measure
 - There are no cheap solutions, but there are small wins!



NAVY BOULEVARD

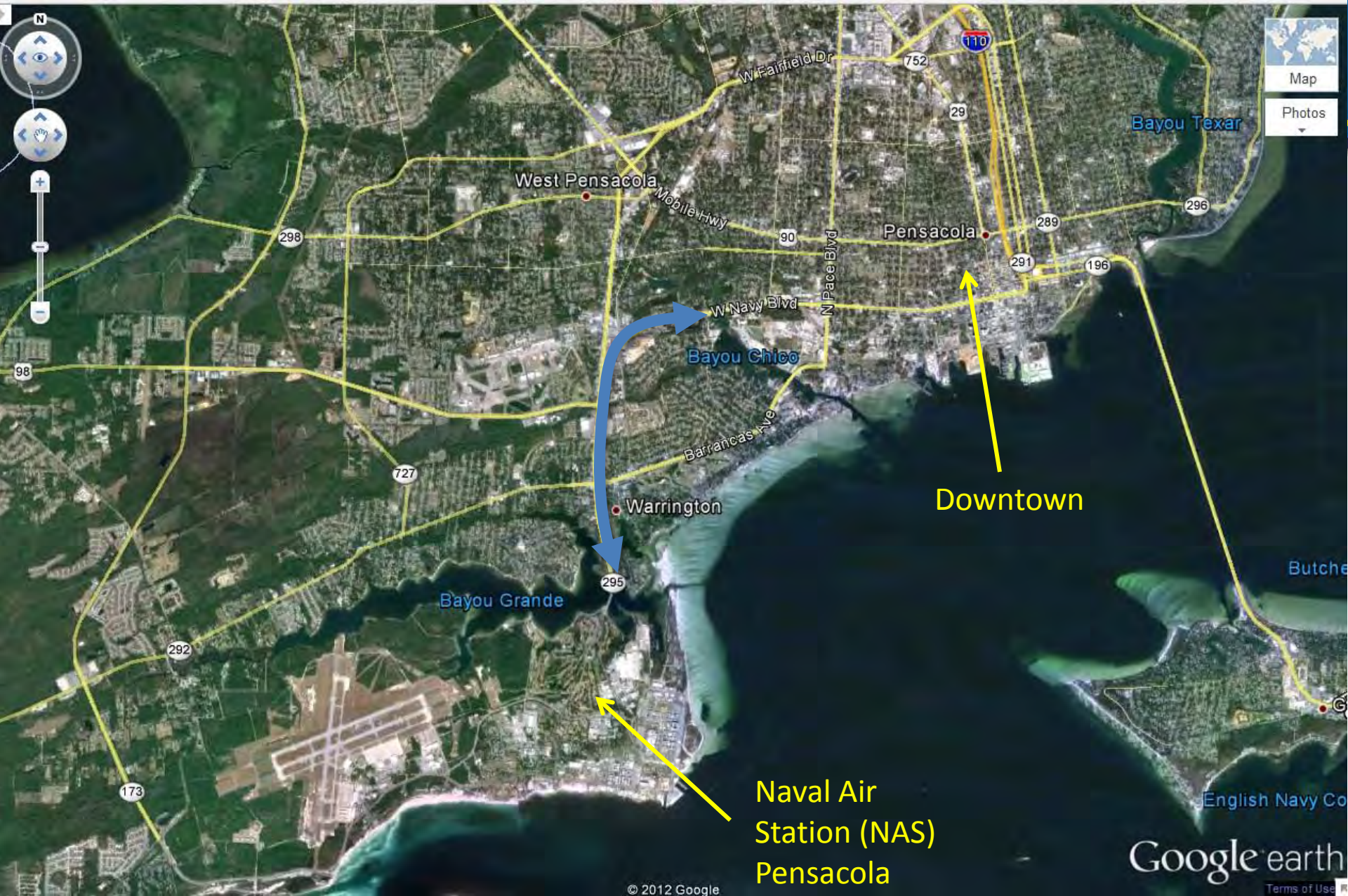
American Planning Association Florida Annual Conference

September 13, 2012

Presented by:

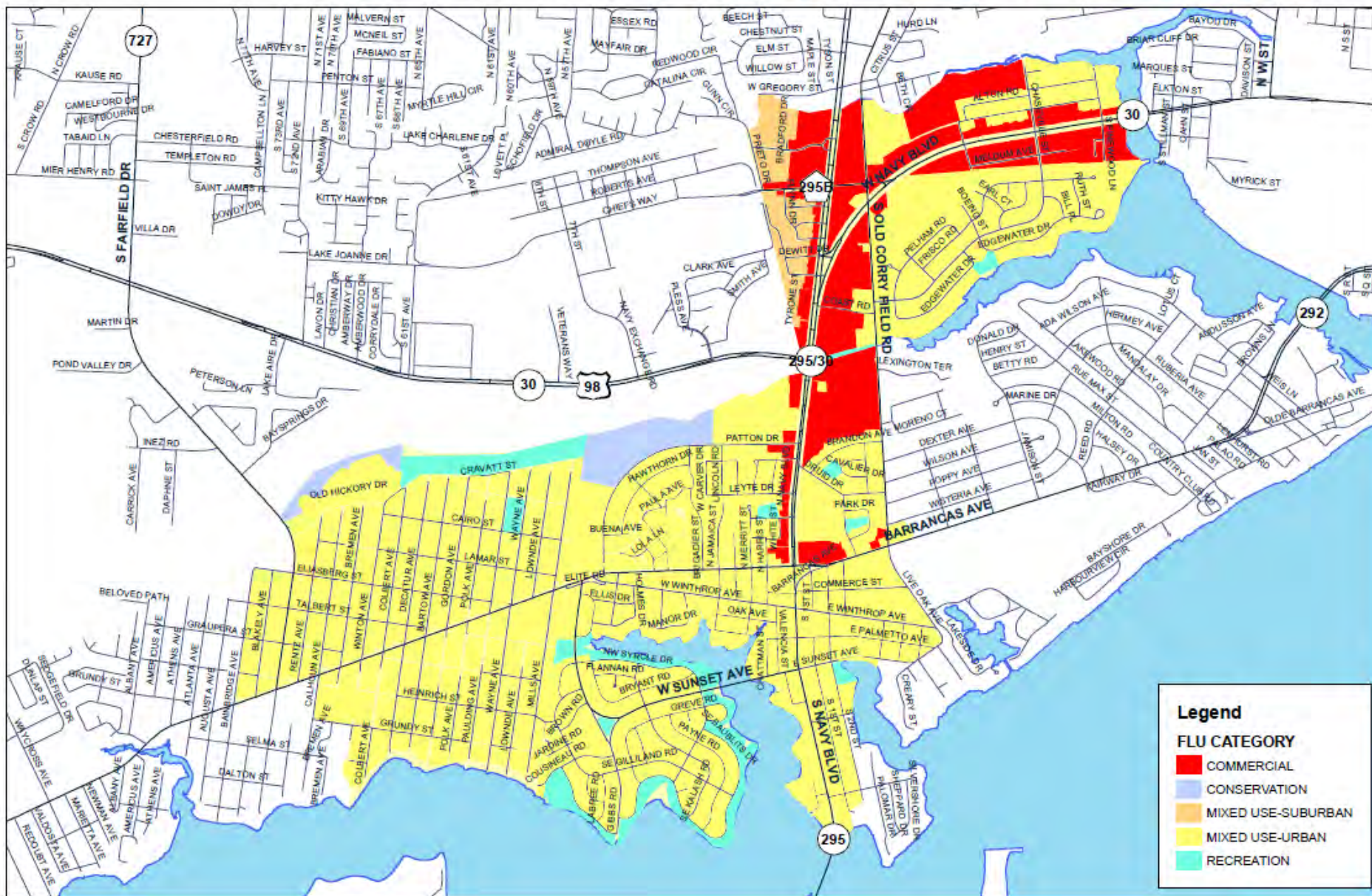


MillerSellen



Study Area

2030 Future Land Use - Warrington CRA District



0 0.25 0.5 1 1.5 2 Miles

Source: Community Redevelopment Agency "This map is provided for informational purposes only and is not to be used for the development of construction plans or any type of engineering services based on the information depicted herein. It is maintained for the function of this office only. These data are not guaranteed accurate." Created April 20, 2012.



200 feet



200 feet



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H
←

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98





DNA Paternity Testing
admissible in court • most affordable in town! • quick results
Who's Your Daddy?



ANTIQUES

WARE
HAR

2000
OPEN 1.30

1000
1.30

1000
1.30





80 feet

NATTC
SCHOOLS COMMAND
MATSG
↓ MURRAY RD ↓

ALL
VISITORS
RIGHT LANE
ONLY
↓ ↓



NAVAL AIR STATION
PENSACOLA, FL





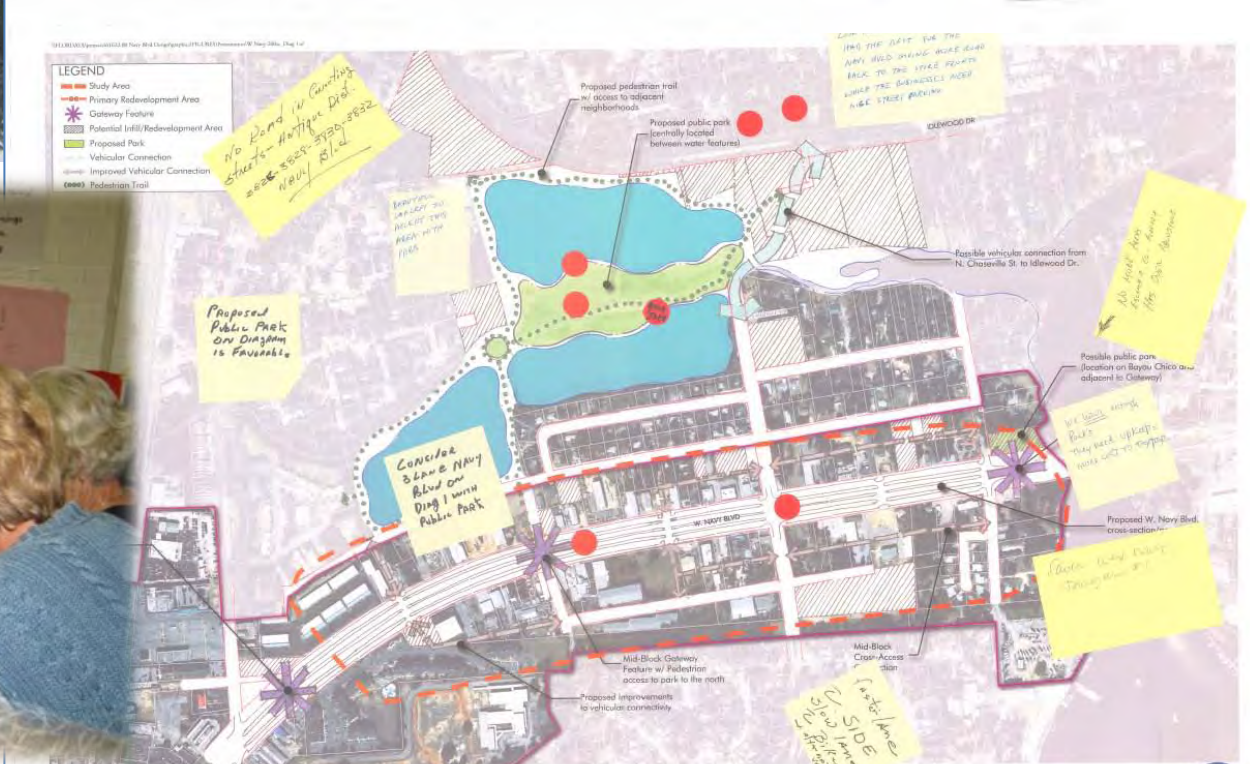
NAVY BOULEVARD



Public Outreach

- Three Public Workshops
- Regular meetings with Warrington Revitalization Committee







Community Preferences

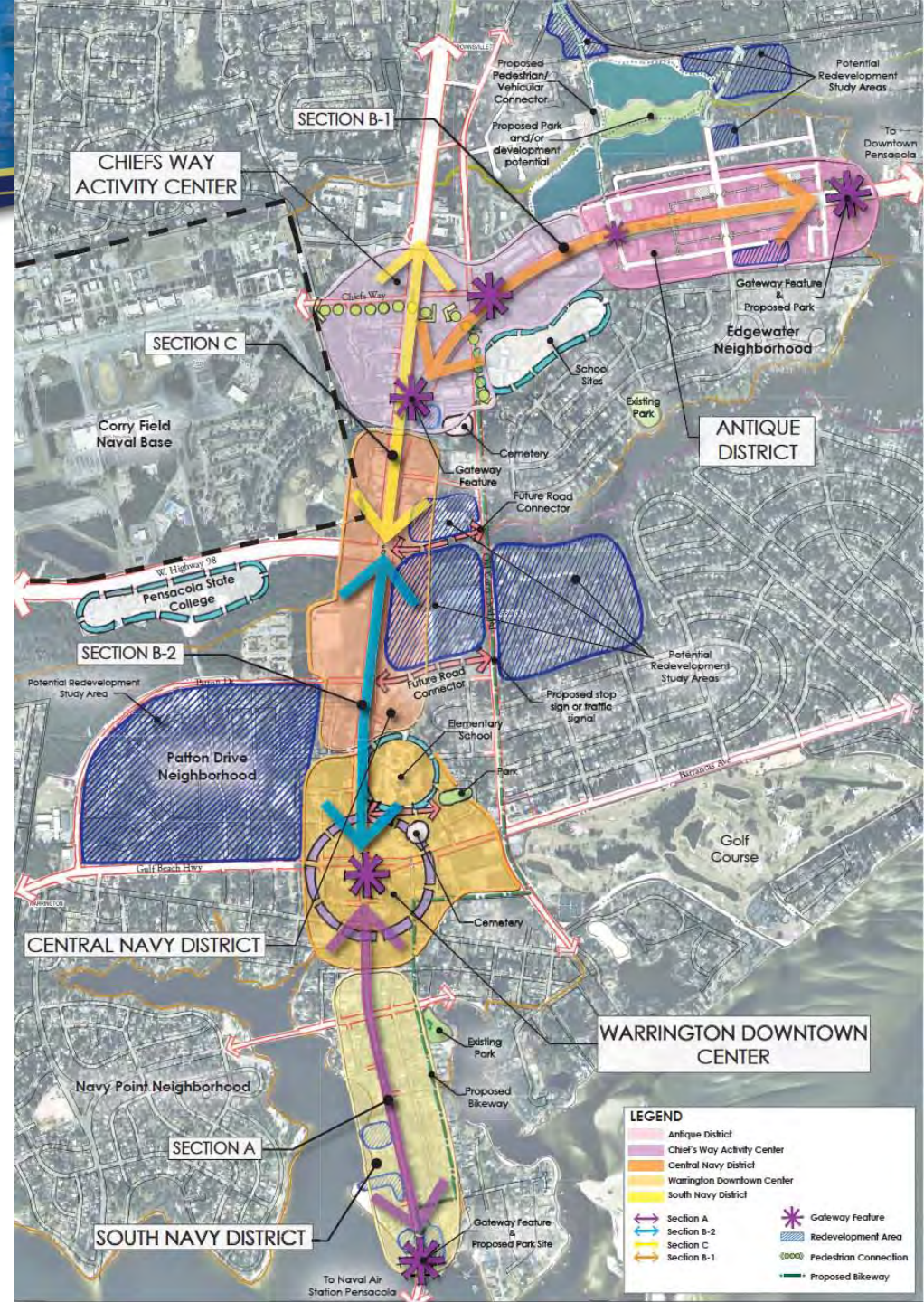
- Desire for more neighborhood-scale and pedestrian oriented shopping districts
- Preference for consistent appearance and naval aviation theme





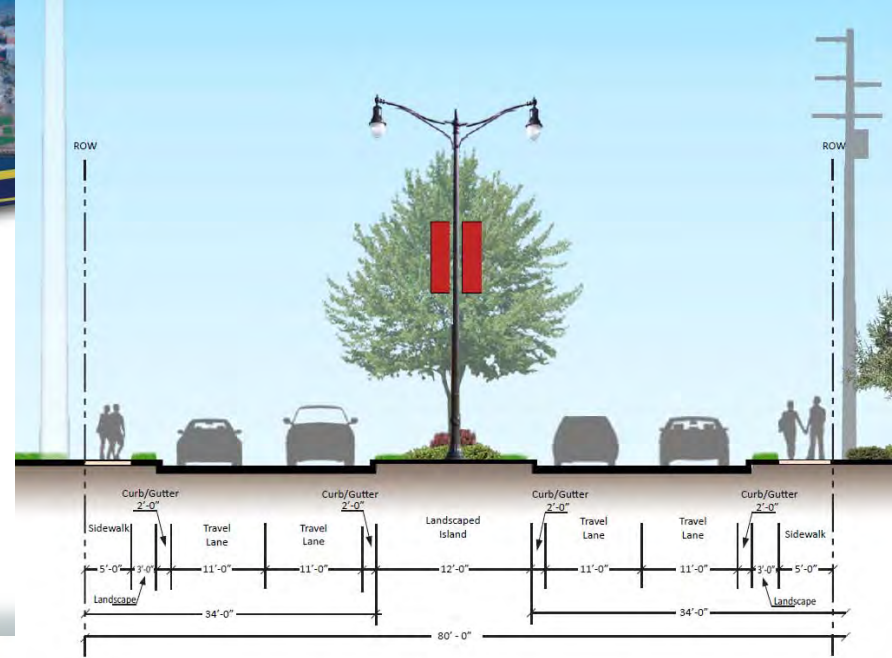
Corridor Vision Plan

- Organized into Links and Nodes
- Public Realm Standards
- Private Realm Design Recommendations





Section A (80 ft ROW)



Section A

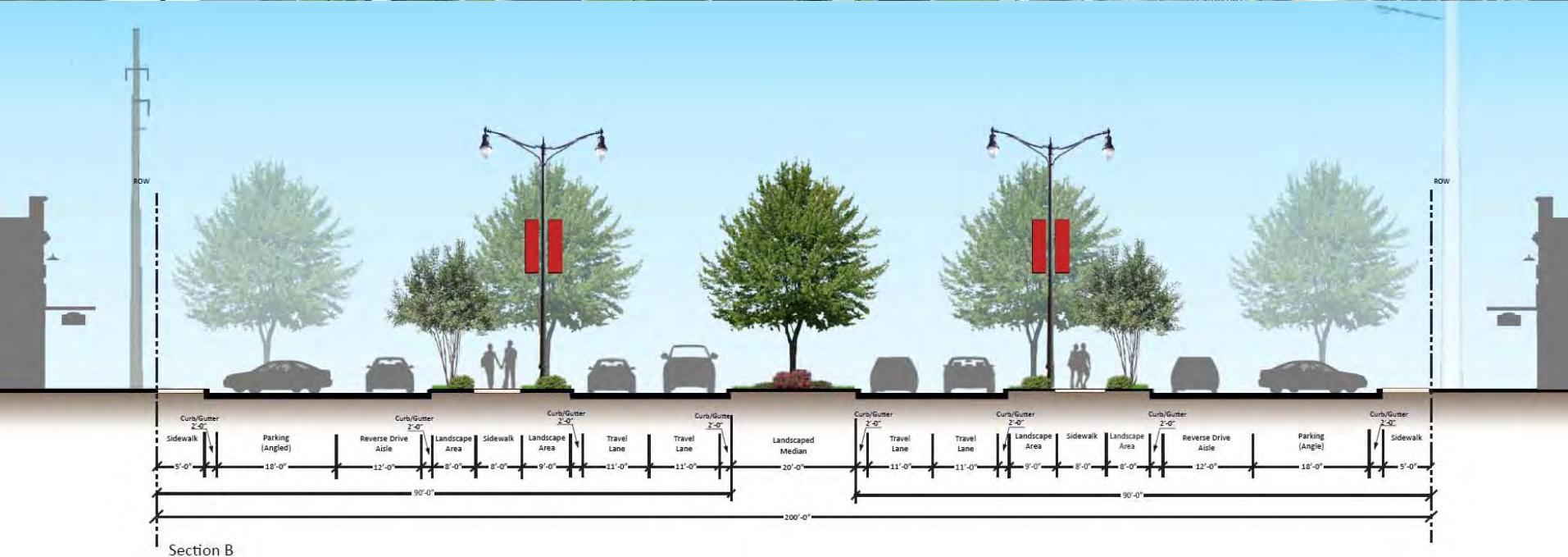




NAVY BOULEVARD



Sections B and C (200 ft ROW)





NAVY BOULEVARD



Theming and Placemaking

- Icons
- Colors
- Materials
- Signage
- Landscape
- Hardscape

What are your preferences for the Corridor?



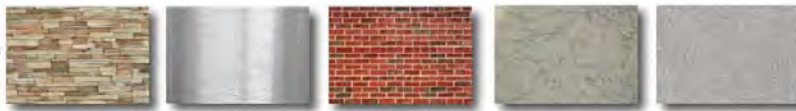
ICONS -



COLORS -



MATERIALS -



STONE -

METAL -

BRICK -

STUCCO -

CONCRETE -

ICONS / COLORS / MATERIALS



TRADITIONAL -



COLORLED CONCRETE -



BRICK PAVES -

- CROSSWALKS -



TRADITIONAL -



COLORLED STAMPED CONCRETE -



BRICK PAVES -

- INTERSECTIONS -



Private Realm Design Guidelines

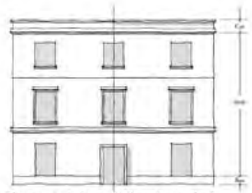


Figure 2.4.A: Building Articulation



Figure 2.4.C: Arcade

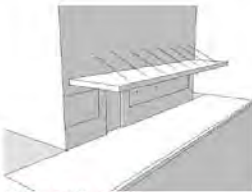


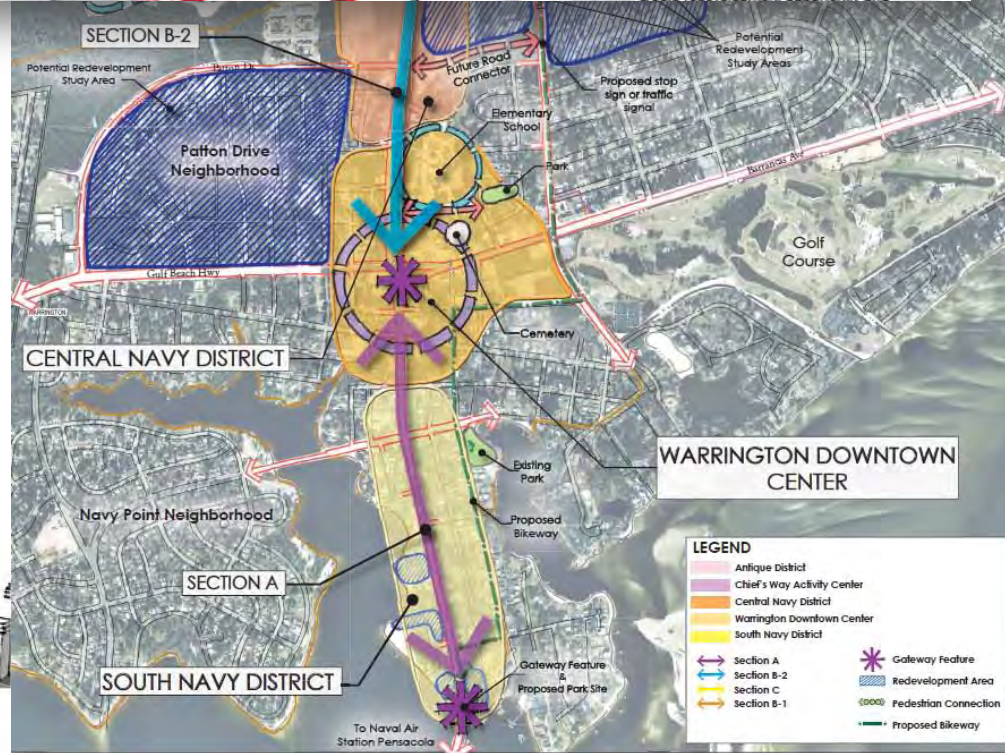
Figure 2.4.B: Canopy



Figure 2.4.D: Balcony



Figure 2.6.A: Preferred Surface Parking



LEGEND			
 	Antique District	✱	Gateway Feature
 	Chief's Way Activity Center	 	Redevelopment Area
 	Central Navy District	---	Pedestrian Connection
 	Warrington Downtown Center	---	Proposed Bikeway
 	South Navy District		
---	Section A		
---	Section B-2		
---	Section C		
---	Section B-1		



Next Steps

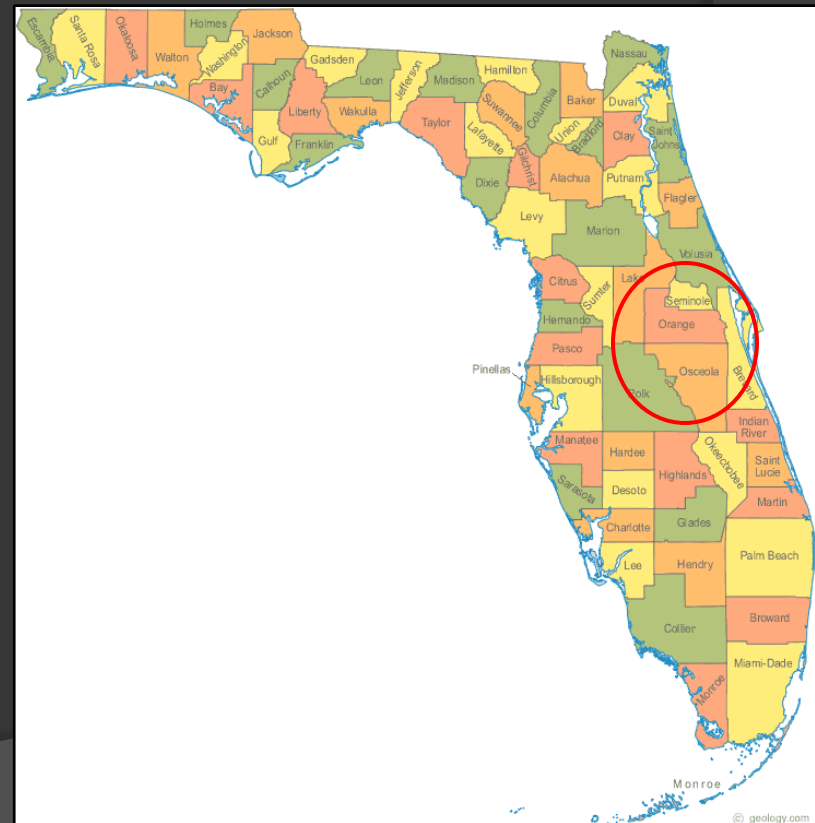
- Adopted by Escambia County BCC May 2012
- Access Management Plan for first section underway



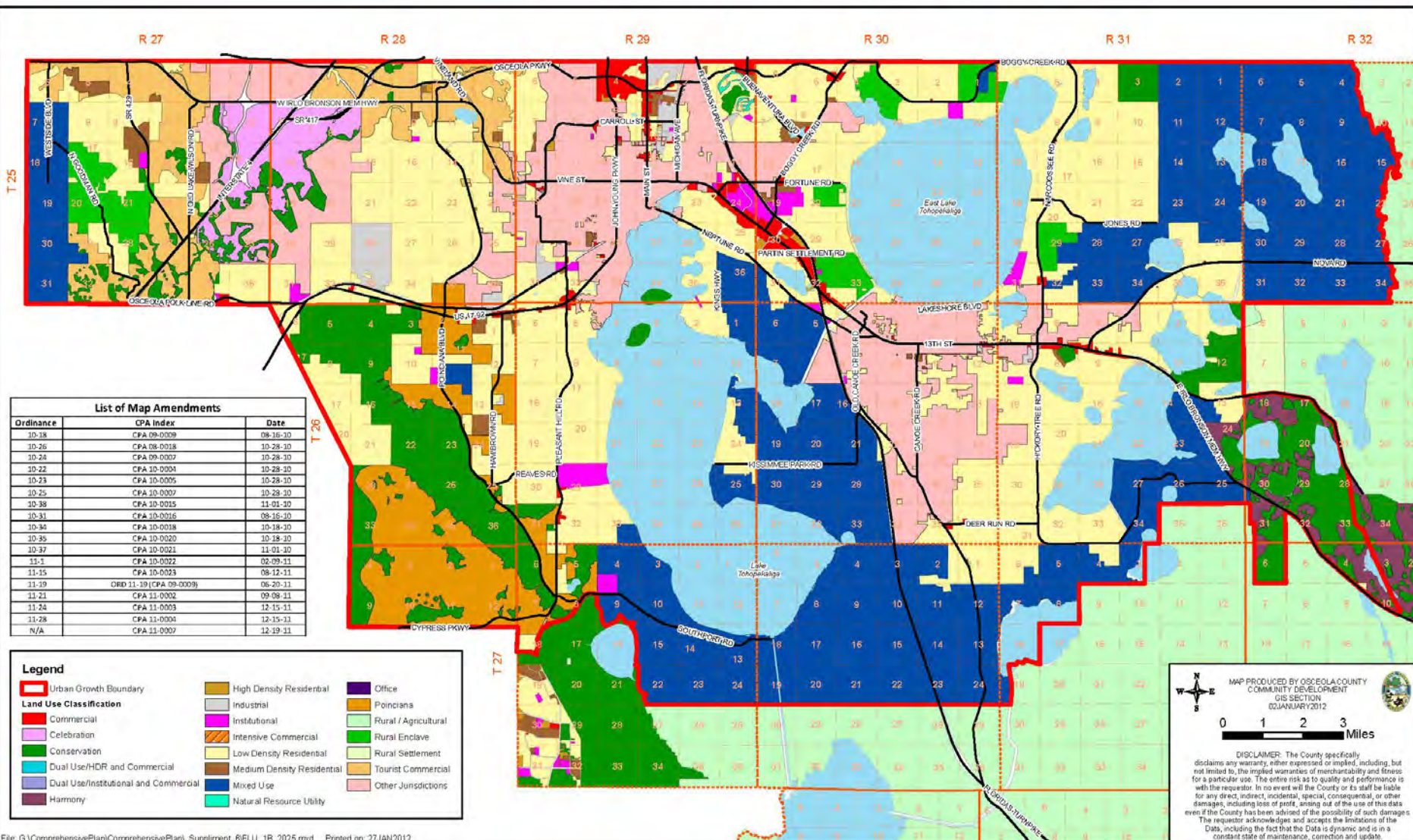


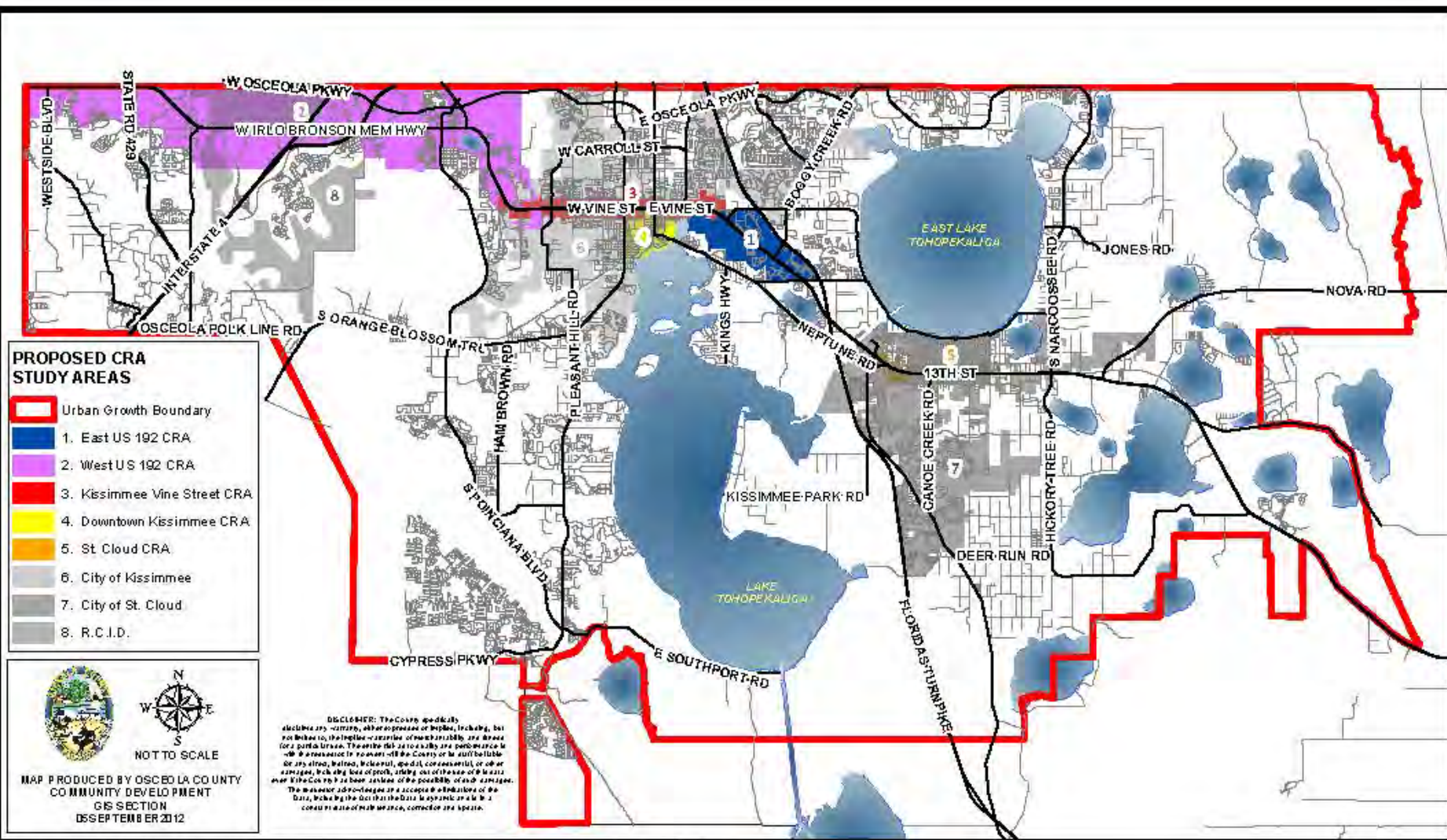
Osceola County, FL

- ◉ History of Osceola County
 - Data & Analysis
- ◉ West 192 Economic Advisory Committee
 - Recommended Strategies
 - Ongoing Efforts
- ◉ East 192 Enhancement Committee
 - Report
 - East 192 Status
- ◉ Conclusion



FLU 1B: Future Land Use Map UGB - 2025





File: I:\Project\WareHouse\Kissimmee_WareHouse\Location\Kissimmee CRA\Report\aps\192\192_CRA\Location\UGB_CityCountyCRA(2).mxd

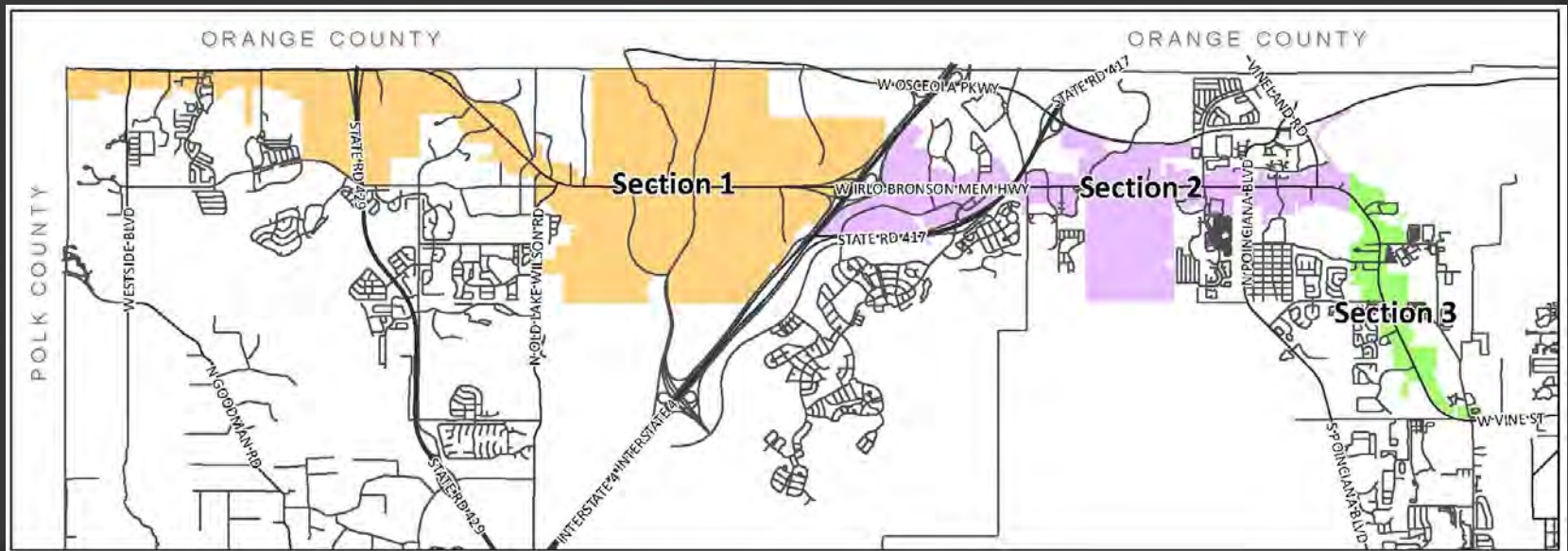
History of Osceola County

- Established in 1887
- The Disney World Magic Kingdom opened in 1971
- This boosted and altered the local economy.
- Disney World spurs development along Osceola County's major roads, especially along US 192, with accommodations, restaurants, and tourist-related retail and services



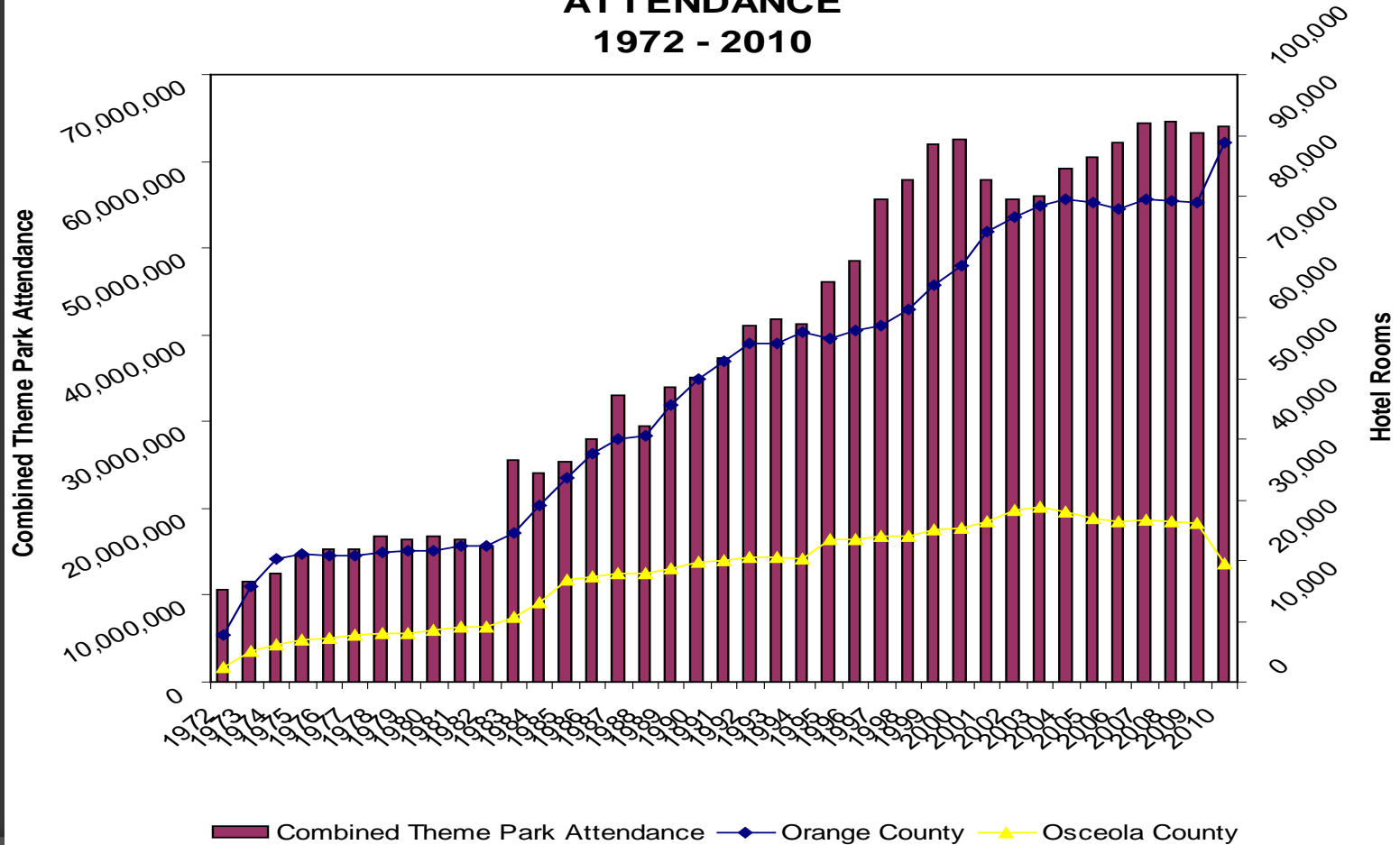
Context

- The West 192 corridor has historically been positioned as a budget alternative to Orange County.
- This corridor has not aged well as compared with other regions, the most telling indicator is that occupancies have generally fallen even as the area's overall attendance counts at the region's major attractions has grown.

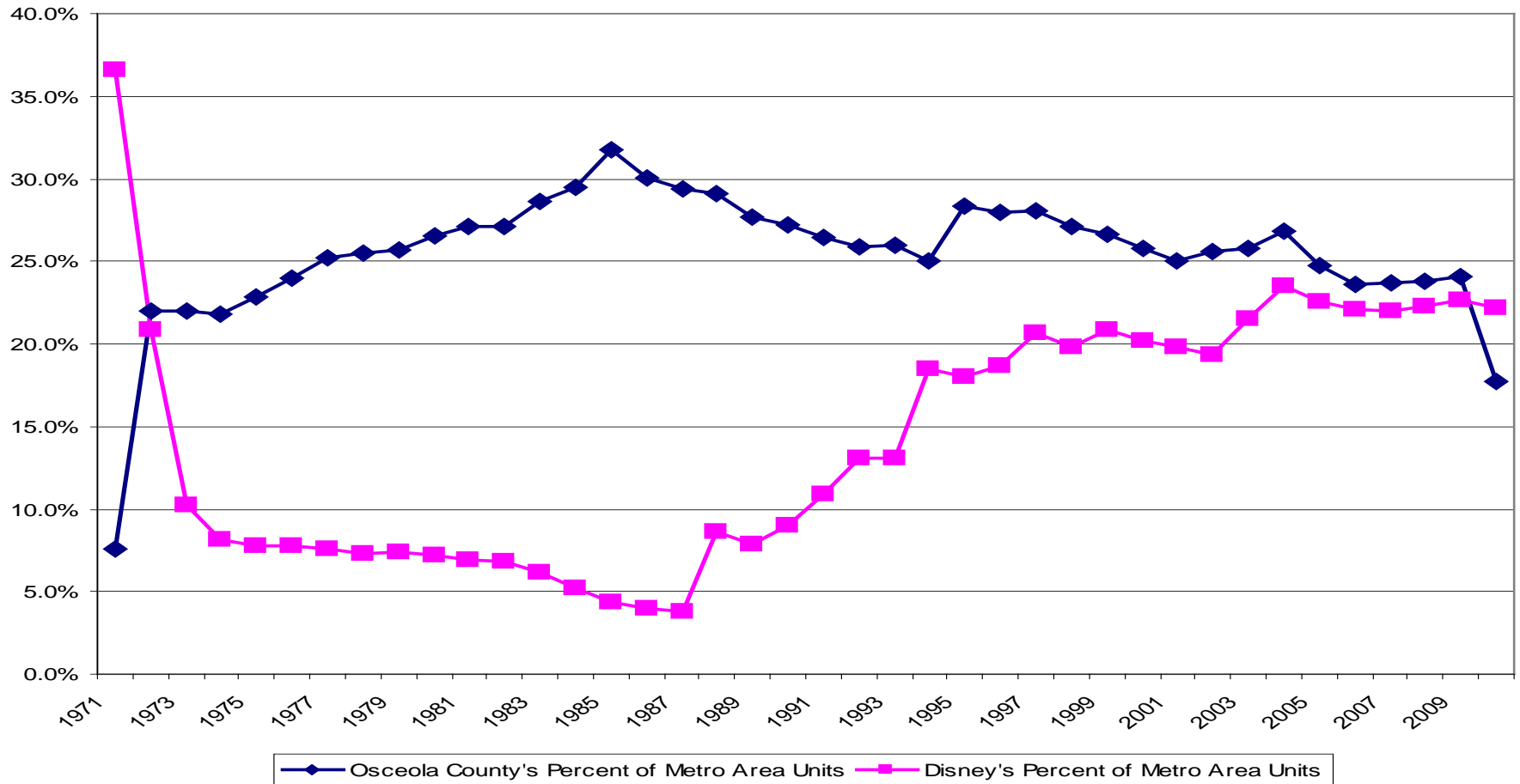


Context

**ORANGE COUNTY AND OSCEOLA COUNTY HOTEL ROOMS
AND COMBINED DISNEY, UNIVERSAL AND SEA WORLD
ATTENDANCE
1972 - 2010**



Context



Osceola County Committees

- ◎ East 192 Enhancement Committee
 - Established in 2008
 - Formed to explore remedies for the distressed areas along East U.S. 192.
 - Presented Report to the BCC in August 2009
- ◎ West 192 Economic Advisory Committee
 - Established December 2010
 - Tasked with identifying redevelopment opportunities and strategies that could to effectively reduce or eliminate blight, improve the tax base, and encourage and facilitate public and private investments within the corridor.
 - Presented a Recommendation Report to the BCC in January 2012.

West 192

w/192 + Parkway Blvd., looking east

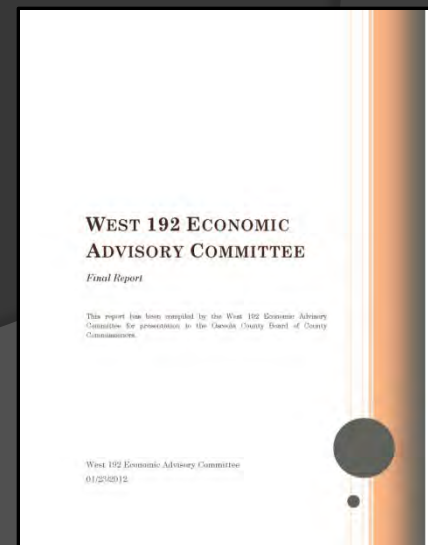


w/192 + approx. celebration Ave., looking east



West 192 Recommendation Report

- ◉ 14 Recommended Strategies for West 192
 - Near-Term: completion in one to two years
 - Intermediate Term: completion in five to seven years
 - Long-Term: completion in excess of seven years
- ◉ Strategies In Progress
 - Strategy #1 – Development Authority
 - Strategy #3 – Community Redevelopment Agency
 - Strategy #5 – Minimum Maintenance Standards
 - Strategy #7 – Façade Improvement Grants
 - Strategy #13 – Transportation



Near Term – Strategy #1

Development Authority

- ◉ Establish a single entity responsible for the future development and redevelopment of the W192 corridor
- ◉ CRA, US 192 Beautification Program and other programs, such as Community Land Trust, to be embedded within the Authority
- ◉ **Status:** Ordinance establishing the Development Authority was approved at the September 10, 2012 BCC meeting.
- ◉ **Next Steps:** Board Member appointment. Work with the Board on the W192 Redevelopment Plan.

Near Term – Strategy #2

Marketing Plan

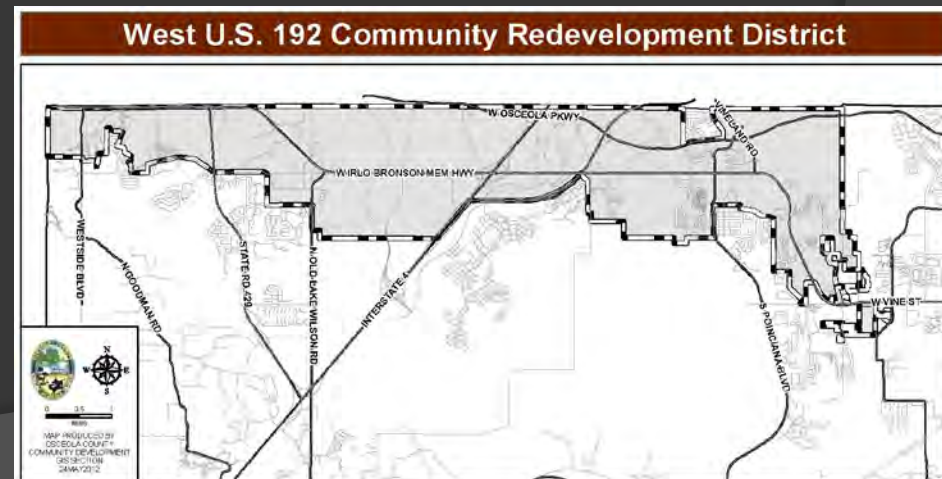
- ⦿ Development of an image and branding
- ⦿ Will assist in creating a sense of community
- ⦿ Development of marketing programs
 - to include such items as; marketing goals, communication plan, advertising and promotion, public relations and/or special events



Near Term – Strategy #3

Community Redevelopment Agency

- Enables leveraging of public funds, through Tax Increment Financing (TIF), to promote redevelopment activities in the targeted area.
- A TIF captures the future tax benefits of real estate improvements in the CRA area to pay the current cost of making those improvements
- **Status:** the CRA finding of necessity resolution and Board creation resolution were approved in June 2012. The CRA and TIF have been rolled into the Development Authority Ordinance, which was approved on Monday.



Near Term – Strategy #4

Signage

- ◉ Work with business and property owners to create new sign ordinance
- ◉ Intent is to promote signs that are architecturally integrated with both the building and the area within which they located as well enhance the pedestrian experience, while promoting commercial activity
- ◉ **Status:** Being determined through the W192 Redevelopment Plan process



Near Term – Strategy #5

Minimum Maintenance Standards

- Apply to structures and properties within the CRA
- Establish minimum property and building maintenance standards
- Provide for the abatement of the nuisances within a specified time
- Standards for premises, structures, equipment and facilities for light, ventilation, signage, safe and sanitary maintenance, landscaping ,etc.
- **Status:** Will be presented to the BCC for adoption in October 2012

Near Term – Strategy #6

Cohousing Pilot Program

- ⦿ Addresses non-permitted *Extended Stay* facilities
- ⦿ Financial incentives to retrofit an existing motel as non-permanent housing facility
- ⦿ Taking aspects of other products – extended stay, boarding houses, hostels, apartment hotel – to create a new product
- ⦿ Private room(s) w/common facilities (kitchen, dining room, laundry room, recreation)
- ⦿ Location east of SR 535 in Section 3

Near Term – Strategy #7

Façade Improvement Grants

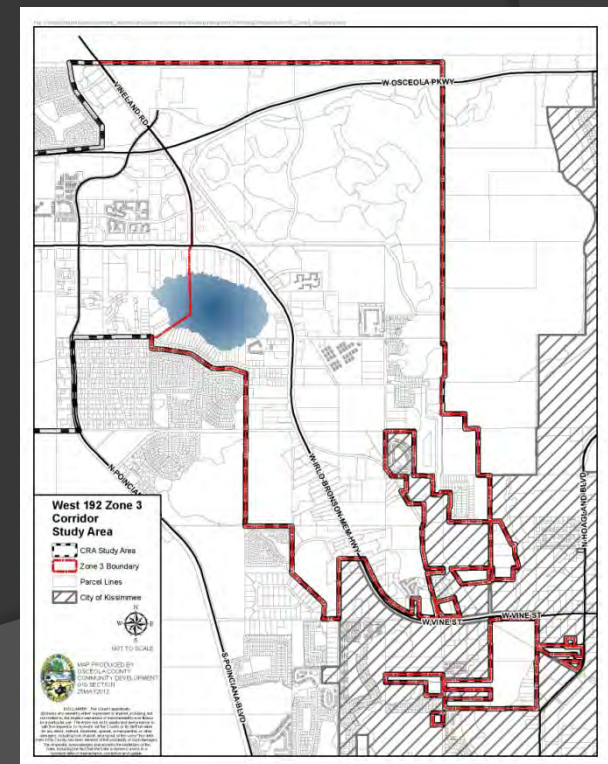
- County will provide dollar for dollar matching grant for eligible façade and landscape improvements.
- Painting, building or property signage, landscaping exterior lighting, exterior wall repairs, etc.
- **Status:** Funding for 2012-2013 approved with the CDBG program. Program will be opened this fall.



Near Term – Strategy #8

Mixed Use Designation

- Amend Comp Plan to designate the area east of SR 535 (Section 3) as MX land use
- This portion of corridor will be allowed to accommodate non-tourist related uses, including residential
- Area designed to support and further Kissimmee's Vine St. redevelopment efforts
- Provide density/intensity and urban form supportive of transit



Intermediate Term – Strategy #9

New Land Development Code

- Create a series of places (development nodes) along corridor
- Places are walkable and urban in terms of scale and form
- Function as transit stops/stations
- Variety of uses that are mutually supportive



Intermediate Term – Strategy #10

Consolidation of Property

- Acquiring enough land in order to redevelop a site has the potential to be a time consuming and costly process
- In order to attract development/redevelopment companies, properties will be identified for consolidation
- Properties that are contiguous and are either vacant or distressed.
- Identifying these potential locations will assist companies in making the choice in invest in West 192

Intermediate Term – Strategy #11

Cohousing Program

- ⦿ Expansion of the Pilot Program
- ⦿ Confined to non-permitted extended stay hotels and motels within Section 3

Intermediate Term – Strategy #12

Community Land Trust

- ⦿ A community-based nonprofit organization designed to acquire and hold land for affordable housing.
- ⦿ Narrows the gap between the cost of housing and the ability of residents to pay for housing by holding ownership of the land in perpetuity, removing the land cost from the price of a residence.
- ⦿ Housing remains affordable for future residents as well as current ones.



Long Term – Strategy #13

Transportation

- ⦿ A multi-faceted transit system designed to move visitors and residents along the W192 Corridor
- ⦿ May include street cars, bus rapid transit (BRT), shuttles and other technologies as may be appropriate and feasible
- ⦿ Initial startup will be a shuttle system
- ⦿ **Status:** U.S. 192 Alternatives Analysis in conjunction with Lynx is ongoing and will be complete in the Summer 2013.



Long Term – Strategy #14

Linear Park

- ⦿ Linear park system throughout the corridor
- ⦿ Can revolutionize the look, feel and desirability of visiting and staying on the corridor
- ⦿ Will support the development nodes, creating public recreation space that the development can build off of



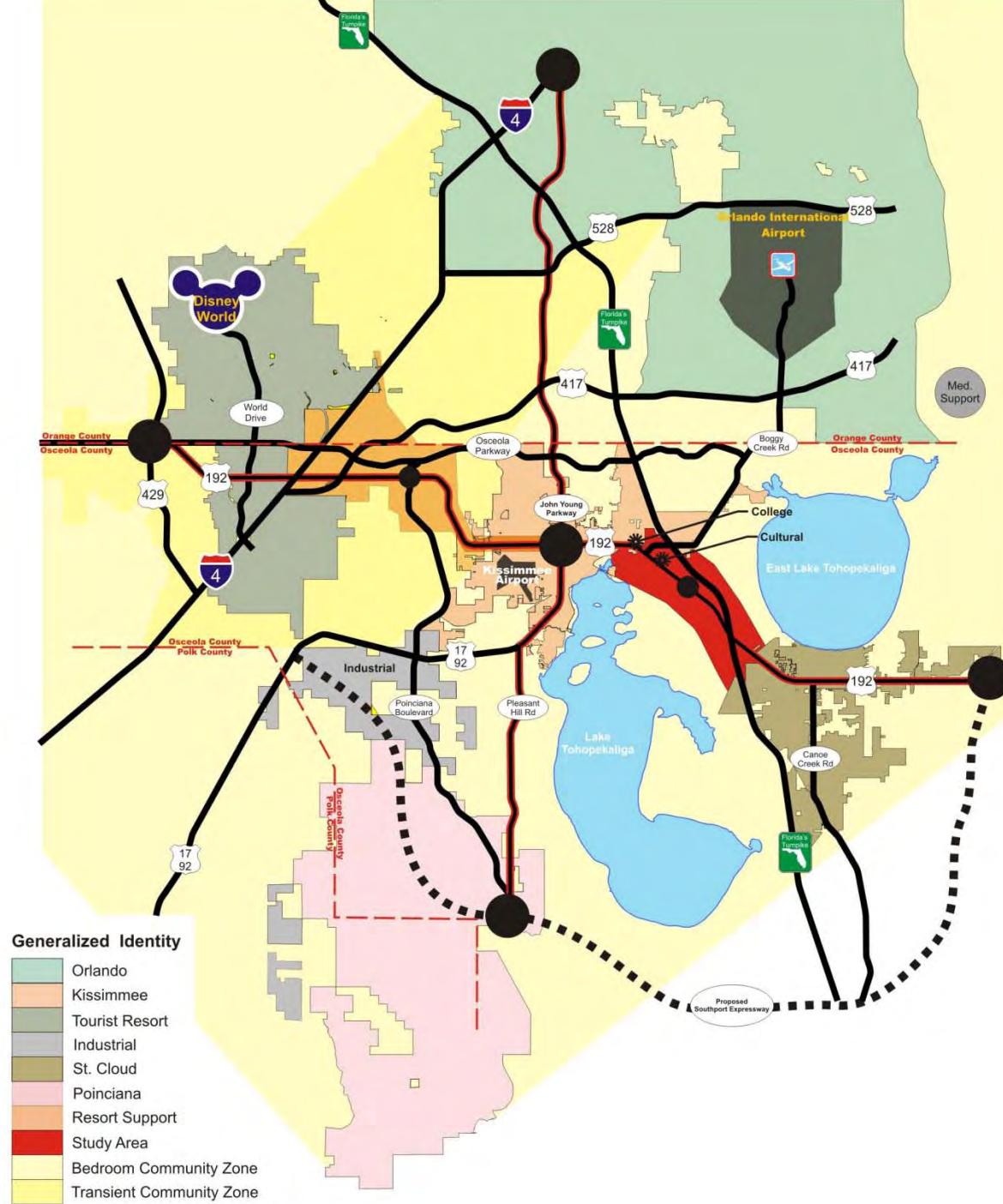
East 192 Enhancement Committee Report

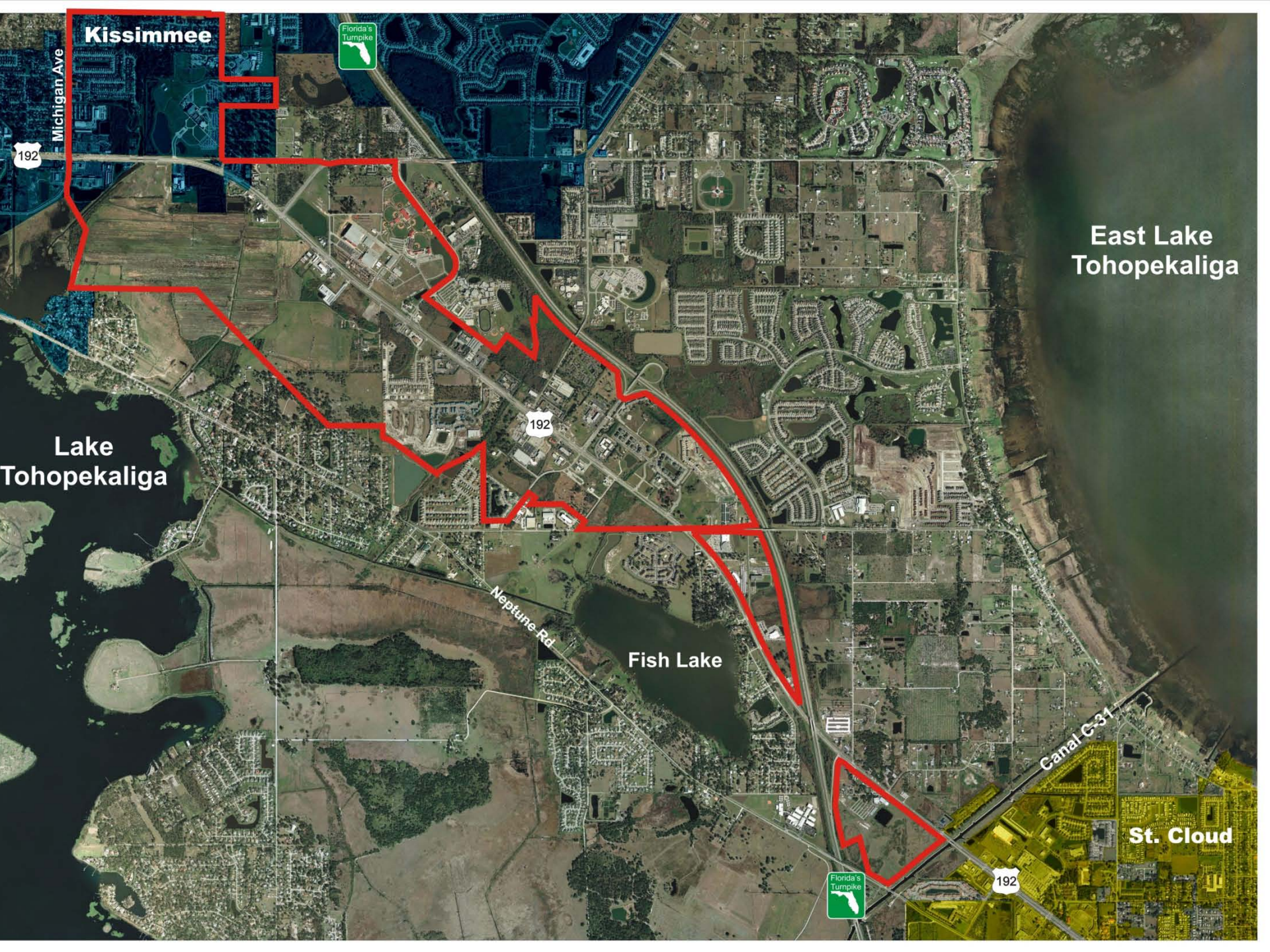
- The Committee formed to explore remedies for the distressed areas on East U.S. 192.
- Despite several key community facilities, improvements to this gateway were needed

THE EAST 192 ENHANCEMENT COMMITTEE REPORT

*Prepared August 18, 2009 by the East 192 Enhancement Committee
Appointed by the Authority of the Osceola County Commission*







Kissimmee



East Lake
Tohopekaliga

Lake
Tohopekaliga

192

Fish Lake

Neptune Rd

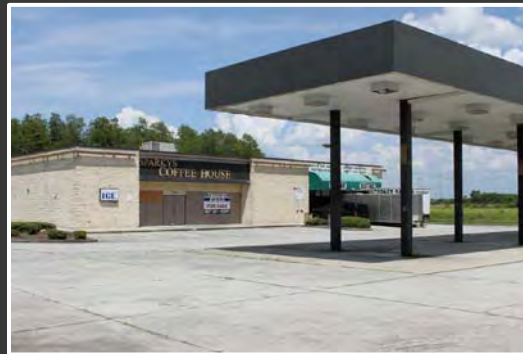
Canal C-31

St. Cloud



192

East 192 Existing Conditions



Guiding Principals

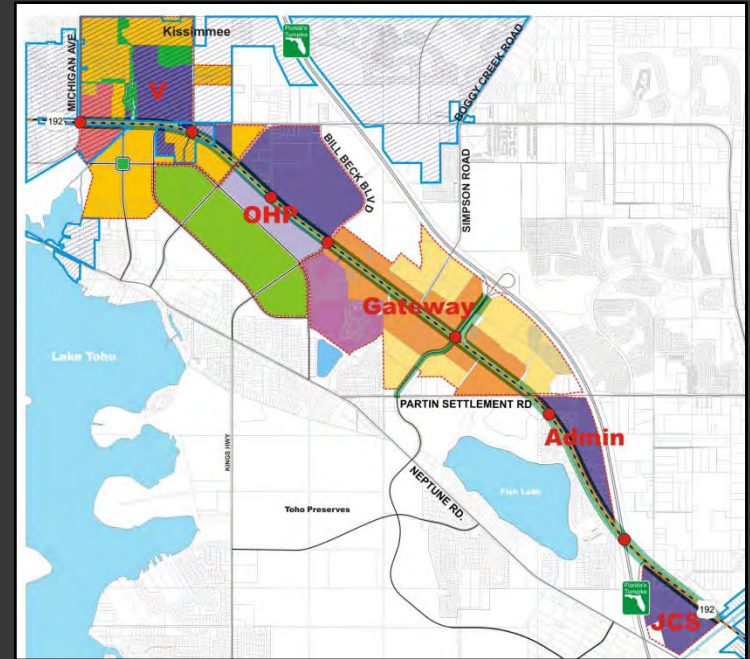
- ⦿ Minimize economic or political conflicts that might arise beyond the study area
- ⦿ Grow existing economic catalysts and develop/redevelop with supporting land uses
- ⦿ Employ mixed-use planning principals to the greatest extent practical
- ⦿ Pursue MMTD connectivity within and beyond the Study Area
- ⦿ Require an East 192 Beautification Program
- ⦿ Sunset existing uses that will eventually become non-conforming

Goals & Objectives (15 total)

- ◉ Multimodal transportation to interconnect the Cities of Kissimmee and St. Cloud and Disney World
- ◉ Maximize on Osceola Heritage Park
- ◉ Capitalize on the market for tourist recreation (amateur athletics) and provide supporting hospitality
- ◉ Beatification program from Turnpike interchange and U.S. 192 frontage
- ◉ Create financial mechanisms to stimulate redevelopment
- ◉ Sunset existing uses that will be considered non-conforming
- ◉ Produce a Policy Plan to include framework for development

Report Findings

- Created a catalytic hub concept and recommended land uses within hubs
 - Seven hubs identified
- Provided recommended amendments to the County and City Future Land Use Maps



East 192 Project Status

- Osceola County staff utilized the East 192 Enhancement Committee Report to create the East 192 Community Redevelopment Agency (CRA)
- CRA Finding of Necessity was approved on January 9, 2012
- CRA was established at the April 9, 2012 BCC meeting
- CRA Redevelopment Plan was adopted at the June 18th 2012 BCC meeting



Conclusion

- Implement a few strategies early to Maintain Momentum
- Public Participation to build consensus
- Redevelopment Plan must be Supported by the BCC and the Stakeholders

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- ◎ Bob Whidden bob@rjwa.net, 407-846-1880