



CHAPTER 16

MANAGEMENT PLAN

16.1 The Private Sector

The Redevelopment Plan cannot be implemented without the predominant participation of the private sector. The role of the private sector is to evaluate the effectiveness of an investment risk in the Redevelopment Area and to pursue development opportunities consistent with the Redevelopment Plan.

16.2 The Community Redevelopment Agency

The management structure established to undertake formal redevelopment activities within the Redevelopment Area is the Community Redevelopment Agency (CRA). Pursuant to the Community Redevelopment Act, the Orlando City Council declared itself the CRA. The CRA is a legal entity, separate and distinct from the City of Orlando. The City Council members serve as the Community Redevelopment Agency with the Mayor as the chairman.

The staff of the Community Redevelopment Agency, with assistance from City staff, perform staff functions for the Agency. The staff of the CRA will carry out such directives as are given to it by the Agency regarding the plan.

The Community Redevelopment Agency will use any and all methods of implementing the plan as authorized by law. The CRA will exercise the powers conferred by statute to take action within the Redevelopment Area such as will result in economic revitalization consistent with the Plan. The City Council has the following powers:

- The power to determine an area to be slum or blighted or a combination thereof; to designate such area as appropriate for a community redevelopment project; and to hold any public hearings required with respect thereto.
- The power to grant final approval to Community Redevelopment Plans and modifications thereof.
- The power to authorize the issuance of revenue bonds as set forth in Section 163.385, Florida Statutes.
- The power to approve the acquisition, demolition, removal or disposal of property and the power to assume the responsibility to bear loss as provided in Section 163.370, Florida Statutes.

16.3 Consistency with Other Plans

The current Downtown Element of the City of Orlando's Growth Management Plan (GMP) was adopted in 1991 and last revised in 1999. Pursuant to Section 163.3191, Florida Statutes, the City completed an Evaluation and Appraisal Report (EAR) in June, 1998. The EAR recommended several amendments to the Downtown Element based on changed conditions. Amendments to the Downtown Element have been delayed until the completion of this plan to ensure consistency between the two documents. This plan is consistent with the existing Growth Management Plan, and where necessary, recommends amendments to the Growth Management Plan to accomplish redevelopment goals and objectives.

During the review and preparation of amendments to the Downtown Element of the GMP, efforts will be made to ensure that these two plans are consistent in final form. The position of the City Council serving as the Community Redevelopment Agency and retaining the authority to approve the final Community Redevelopment Plan and amendments to the Growth Management Plan guarantees this consistency.

Action: Periodically present to the Municipal Planning Board (MPB) a report on the implementation status of the *Downtown Outlook* plan.

16.4 Relationship to the Downtown Development Board

The Downtown Development Board (DDB) was created by enabling legislation Chapter 71-810, Laws of Florida, and approved by referendum in December 1972. The passage of the referendum established a special taxing district known as the Downtown Development District authorizing the levy of up to one mill of ad valorem taxes on all non-exempt properties within the district. The mission of the DDB is to revitalize and maintain downtown as a visibly attractive, economically healthy, and socially desirable area.

Through an interagency agreement, the CRA contracts to have its administrative needs met through the Downtown Development Board, thus enabling all downtown planning and financial resources to be administered by one staff. Furthermore, the Executive Director of the Community Redevelopment Agency also serves as the Executive Director of the Downtown Development District. The Downtown Development Board with two additional members appointed by the County serves as the advisory board to the CRA reviewing all plans, projects and programs, and making the appropriate recommendation to the Community Redevelopment agency.

16.5 Relationship to the Downtown Orlando Development of Regional Impact and Downtown Development District

The Plan has been prepared to be consistent with the Downtown Orlando Application for Development Approval/Development of Regional Impact (DRI) through the recommendation that the Downtown DRI be amended to be consistent with this plan, if necessary. The boundary of the Downtown DRI is the same as the boundary of the Downtown Development Board. The Orlando Downtown Development of Regional Impact Development Order essentially involves the development and redevelopment of parcels within the defined Downtown Development Board jurisdiction. The Downtown Development District encompasses approximately 1,185 acres of land, or approximately 73 percent of the Redevelopment Area.

With the Downtown DRI, the Community Redevelopment Agency/Downtown Development Board has created a unique development environment in Downtown Orlando. Developers investing in the Redevelopment Area are assured of an overall plan for redevelopment, adequate infrastructure and a streamlined approval process.

16.6 Relationship to the Development Review Committee

The Development Review Committee (DRC) is a seven-member group appointed by the Downtown Development Board. Its purpose is to review all proposed development, redevelopment and demolition projects within the Downtown Development District. Items under the purview of the DRC include site plans, building elevations, exterior materials/colors, signage/graphics, lighting, landscaping, and awnings/canopies and other items requiring a building permit or involving exterior alteration visible from the public right-of-way. The DRC forwards recommendations to the DDB for approval. All projects within the Community Redevelopment Area are subject to DRC review.

In summary, the Community Redevelopment Agency/Downtown Development Board are responsible for:

- Reviewing all projects requiring a building permit within the tax district boundaries
- Planning, scheduling and implementing the streetscape program
- Carrying out and monitoring the Façade Guideline Program
- Assisting in the planning, programming, funding and completion of public parking facilities, affordable housing, open spaces, traffic circulation improvements and retail development

- Assisting in the coordination of activities of other public and private organizations to ensure compliance with the goals and objectives of the Growth Management Plan.
- Development and coordination of an overall marketing program to enhance downtown's use by a broad cross-section of the community
- Revitalizing and maintaining Downtown Orlando as a visible, attractive, economically healthy and socially desirable area

Through the coordinated efforts of the public and private sectors, aggressive planning, programming and resource development for the future, Downtown Orlando has developed an organizational structure that ensures a comprehensive implementation program to meet the City's goal of becoming a world class downtown.

16.7 Implementation Plan

The Community Redevelopment Agency is the Agency charged with the responsibility of implementing all redevelopment activities within the Redevelopment Area. A part of this responsibility is the review and approval of the Community Redevelopment Plan and any amendments thereto.

This plan contains provisions that contemplate actions to be taken by the City of Orlando, including the City Council or various agencies, departments or boards of the City. While the City Council has adopted this Plan, any actions to be taken by the City constitute recommendations that will require action to be taken by the City to approve and authorize implementation of any such actions.

16.8 Redevelopment Trust Fund

The Redevelopment Trust Fund was established in 1982 for the purpose of funding redevelopment projects within the Redevelopment Area. The establishment of this funding source was one of the most critical steps in the implementation of a workable redevelopment program. The Redevelopment Trust Fund was amended in 1990 to include the expansion of the Redevelopment Area. Funds in the Redevelopment Trust Fund may be transferred from time to time, be it at the end of each fiscal year or at other times, from the Trust Fund to separate project accounts. Those transferred funds may then be retained in those accounts until needed for the project, undertaking or expenditure for which they are designated. Such funds may be used as contemplated by this Plan.

16.9 Transition from Previous Plan

This Plan is supplemental to and is an amendment to the Downtown Orlando Redevelopment Area Plan adopted by the Orlando City Council on May 14, 1990 (the “Prior Plan”). This Plan is an amended and restated version of the Prior Plan. Certain projects, programs, undertakings and actions contemplated by the Prior Plan are being implemented or are in progress at the time of the adoption of this Plan. Nothing in this Plan is intended nor shall anything herein be applied to stop, curtail, limit or restrict the implementation of those projects, programs, undertakings and actions under the Prior Plan unless expressly stated herein to that effect. All such projects, programs, undertakings and actions under the Prior Plan that are being implemented and are in progress as of the adoption of this Plan may be continued to completion in the manner contemplated by the Prior Plan and such projects, programs, undertakings and actions are deemed to be activities contemplated by this Plan.