



**APPENDIX D  
PROJECTED CITY RETAIL GROWTH IN SQUARE FEET  
BY STUDY AREA AND 2030 TRAFFIC ANALYSIS ZONE**

| OUATS<br>2030<br>TAZ   | OUATS<br>2025<br>TAZ | GMP<br>SUB-<br>AREA | PROJECT NAME<br>and/or COMMENTS   | April 2008<br>RETAIL<br>SQ. FT. | INCREMENTAL<br>RETAIL GROWTH |              |                |                |                |                |                |                |               |                  | TOTAL<br>GROWTH<br>RETAIL | CUMULATIVE<br>RETAIL GROWTH (APRIL 2008 BASE + GROWTH) |                  |                  |                  |                  |                  |                  |                  |                  |         |         |         |         |        |
|------------------------|----------------------|---------------------|---|---------------------------------|------------------------------|--------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|------------------|---------------------------|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|---------|---------|---------|---------|--------|
|                        |                      |                     |   |                                 | End 2008                     | 2009         | 2010           | 2015           | 2020           | 2025           | 2030           | 2035           | 2040          | End 2008         |                           | 2009   | 2010             | 2015             | 2020             | 2025             | 2030             | 2035             | 2040             |                  |         |         |         |         |        |
| 584                    | 694                  | NW                  | No Retail Growth  | 16,650                          |                              |              |                |                |                |                |                |                |               |                  |                           | 0  | 16,650           | 16,650           | 16,650           | 16,650           | 16,650           | 16,650           | 16,650           | 16,650           | 16,650  | 16,650  | 16,650  | 16,650  | 16,650 |
| 585                    | 700                  | NW                  | Edgewater High Redevelopment (CP&P List)/Vacant MU-1 Infill/Redevelopment of 2200/10, 2500, 2800, 2990/3000/3006, 3460, 3440 & 3424 Edgewater Drive, 725 W Smith St | 178,504                         |                              |              | -68,663        |                | -1,800         | 7,919          | 5,500          | 5,772          | 9,372         |                  | -41,900                   |  | 178,504          | 178,504          | 109,841          | 109,841          | 108,041          | 115,960          | 121,460          | 127,232          | 136,604 |         |         |         |        |
| 586                    | 698                  | NW                  | No Retail Growth  | 130,307                         |                              |              |                |                |                |                |                |                |               |                  |                           | 0  | 130,307          | 130,307          | 130,307          | 130,307          | 130,307          | 130,307          | 130,307          | 130,307          | 130,307 | 130,307 | 130,307 | 130,307 |        |
| 587                    | 695                  | NW                  | Vacant MU-1 Infill/Redevelopment of Ambassador Hotel (929 W Colonial Dr)  | 59,190                          |                              |              |                | 1,200          | 1,800          | 12,000         | 3,000          |                |               |                  | 18,000                    |  | 59,190           | 59,190           | 59,190           | 60,390           | 62,190           | 74,190           | 77,190           | 77,190           | 77,190  |         |         |         |        |
| 588                    | 697                  | NW                  | Vacant MU-1 Infill/Redevelopment of 710 Stetson St  | 61,033                          | -8,108                       |              |                |                |                | 2,100          | -1,860         |                |               |                  | -7,868                    |  | 52,925           | 52,925           | 52,925           | 52,925           | 52,925           | 55,025           | 53,165           | 53,165           | 53,165  |         |         |         |        |
| 589                    | 701                  | NW                  | Redevelopment of 2817 & 3033 Edgewater Dr   | 88,771                          |                              |              |                |                |                | 449            |                | 6,000          |               |                  | 6,449                     |  | 88,771           | 88,771           | 88,771           | 88,771           | 88,771           | 89,220           | 89,220           | 95,220           | 95,220  |         |         |         |        |
| 590                    | 702                  | NW                  | No Retail Growth  | 90,617                          |                              |              |                |                |                |                |                |                |               |                  |                           | 0  | 90,617           | 90,617           | 90,617           | 90,617           | 90,617           | 90,617           | 90,617           | 90,617           | 90,617  | 90,617  | 90,617  |         |        |
| 591                    | 703                  | NW                  | Redevelopment of 1823/1833 Edgewater Dr   | 39,254                          |                              |              |                |                |                |                |                | -909           |               |                  | -909                      |  | 39,254           | 39,254           | 39,254           | 39,254           | 39,254           | 39,254           | 38,345           | 38,345           | 38,345  |         |         |         |        |
| 592                    | 696                  | NW                  | No Retail Growth  | 22,925                          |                              |              |                |                |                |                |                |                |               |                  |                           | 0  | 22,925           | 22,925           | 22,925           | 22,925           | 22,925           | 22,925           | 22,925           | 22,925           | 22,925  | 22,925  | 22,925  |         |        |
| 665                    | 347                  | NW                  | No Retail Growth  | 0                               |                              |              |                |                |                |                |                |                |               |                  |                           | 0  | 0                | 0                | 0                | 0                | 0                | 0                | 0                | 0                | 0       | 0       | 0       |         |        |
| 670                    | 346                  | NW                  | No Retail Growth  | 0                               |                              |              |                |                |                |                |                |                |               |                  |                           | 0  | 0                | 0                | 0                | 0                | 0                | 0                | 0                | 0                | 0       | 0       | 0       |         |        |
| 671                    | 667                  | NW                  | No Retail Growth  | 0                               |                              |              |                |                |                |                |                |                |               |                  |                           | 0  | 0                | 0                | 0                | 0                | 0                | 0                | 0                | 0                | 0       | 0       | 0       |         |        |
| 677                    | 665                  | NW                  | No Retail Growth  | 56,658                          |                              |              |                |                |                |                |                |                |               |                  |                           | 0  | 56,658           | 56,658           | 56,658           | 56,658           | 56,658           | 56,658           | 56,658           | 56,658           | 56,658  | 56,658  | 56,658  |         |        |
| 678                    | 666                  | NW                  | No Retail Growth  | 3,360                           |                              |              |                |                |                |                |                |                |               |                  |                           | 0  | 3,360            | 3,360            | 3,360            | 3,360            | 3,360            | 3,360            | 3,360            | 3,360            | 3,360   | 3,360   | 3,360   |         |        |
| 684                    | 664                  | NW                  | No Retail Growth  | 367,841                         |                              |              |                |                |                |                |                |                |               |                  |                           | 0  | 367,841          | 367,841          | 367,841          | 367,841          | 367,841          | 367,841          | 367,841          | 367,841          | 367,841 | 367,841 | 367,841 |         |        |
| 689                    | 688                  | NW                  | Vacant MU-1 Infill  | 133,904                         |                              |              | 1,600          |                |                | 1,500          |                |                |               |                  | 3,100                     |  | 133,904          | 133,904          | 135,504          | 135,504          | 135,504          | 137,004          | 137,004          | 137,004          | 137,004 |         |         |         |        |
| 690                    | 687                  | NW                  | Vacant MU-1 Infill  | 64,376                          |                              |              |                |                | 2,000          |                |                |                | 2,000         |                  | 4,000                     |  | 64,376           | 64,376           | 64,376           | 64,376           | 66,376           | 66,376           | 66,376           | 66,376           | 68,376  |         |         |         |        |
| 694                    | 689                  | NW                  | The Gardens PD/Vacant MU-1 Infill   | 34,881                          |                              |              |                |                |                |                | 2,000          | 3,000          | 2,000         |                  | 7,000                     |  | 34,881           | 34,881           | 34,881           | 34,881           | 34,881           | 34,881           | 36,881           | 39,881           | 41,881  |         |         |         |        |
| 695                    | 686                  | NW                  | Little by Little Childcare (CP&P List)  | 229,508                         |                              |              | 2,140          |                |                |                |                |                |               |                  | 2,140                     |  | 229,508          | 231,648          | 231,648          | 231,648          | 231,648          | 231,648          | 231,648          | 231,648          | 231,648 |         |         |         |        |
| <b>Northwest Total</b> |                      |                     |   | <b>3,631,869</b>                | <b>-715</b>                  | <b>7,155</b> | <b>-67,063</b> | <b>213,119</b> | <b>212,197</b> | <b>395,655</b> | <b>123,768</b> | <b>111,212</b> | <b>20,172</b> | <b>1,015,500</b> |                           | <b>3,631,154</b>                                       | <b>3,638,309</b> | <b>3,571,246</b> | <b>3,784,365</b> | <b>3,996,562</b> | <b>4,392,217</b> | <b>4,515,985</b> | <b>4,627,197</b> | <b>4,647,369</b> |         |         |         |         |        |
| 449                    | 904                  | NE                  | Florida Hospital Health Village/600 Wilkinson/Redevelopment of 314 E Par St   | 26,474                          |                              |              |                | 7,500          |                | 10,000         | 12,000         | 10,000         |               |                  | 39,500                    |  | 26,474           | 26,474           | 26,474           | 33,974           | 33,974           | 43,974           | 55,974           | 65,974           | 65,974  |         |         |         |        |
| 450                    | 785                  | NE                  | No Retail Growth  | 0                               |                              |              |                |                |                |                |                |                |               |                  |                           | 0  | 0                | 0                | 0                | 0                | 0                | 0                | 0                | 0                | 0       | 0       |         |         |        |
| 593                    | 705                  | NE                  | Florida Hospital Health Village/Medical Office Building-Burnham/Redevelopment of 301 E Princeton St   | 35,599                          |                              | 20,797       |                | 15,000         | 15,000         | 22,000         | 20,000         | 20,000         |               |                  | 112,797                   |  | 35,599           | 56,396           | 56,396           | 71,396           | 86,396           | 108,396          | 128,396          | 148,396          | 148,396 |         |         |         |        |
| 594                    | 704                  | NE                  | Florida Hospital Health Village   | 191,790                         |                              |              |                | 10,000         | 10,000         |                |                |                |               |                  | 20,000                    |  | 191,790          | 191,790          | 191,790          | 201,790          | 211,790          | 211,790          | 211,790          | 211,790          | 211,790 |         |         |         |        |
| 597                    | 706                  | NE                  | Florida Hospital Health Village   | 0                               |                              |              |                |                |                |                |                |                |               |                  |                           | 0  | 0                | 0                | 0                | 0                | 0                | 0                | 0                | 0                | 0       | 0       |         |         |        |
| 598                    | 707                  | NE                  | Florida Hospital Health Village   | 38,988                          |                              |              |                |                |                |                |                |                |               |                  |                           | 0  | 38,988           | 38,988           | 38,988           | 38,988           | 38,988           | 38,988           | 38,988           | 38,988           | 38,988  |         |         |         |        |
| 599                    | 713                  | NE                  | Mills Park PD (CP&P List)/Dowd Building (CP&P List)/Redevelopment of 1810 Alden Rd  | 69,966                          |                              |              |                | 51,106         | 45,366         | 5,000          |                |                |               |                  | 101,472                   |  | 69,966           | 69,966           | 69,966           | 121,072          | 166,438          | 171,438          | 171,438          | 171,438          | 171,438 |         |         |         |        |
| 600                    | 714                  | NE                  | OUC Lake Highland PD/Strollo/Redevelopment of 1050 N Mills Av & 1300 Alden Rd   | 214,504                         | 3,527                        | -5,575       |                |                | 2,088          | 1,245          |                |                |               |                  | 1,285                     |  | 218,031          | 212,456          | 212,456          | 212,456          | 214,544          | 215,789          | 215,789          | 215,789          | 215,789 |         |         |         |        |

SOURCE: Economic Development Department, City Planning Division, Comprehensive Planning Studio (Base Data from April 2008 CLUDB); May 5, 2009.



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| OUATS<br>2030<br>TAZ | OUATS<br>2025<br>TAZ | GMP<br>SUB-<br>AREA | PROJECT NAME<br>and/or COMMENTS  | April 2008<br>RETAIL<br>SQ. FT. | INCREMENTAL<br>RETAIL GROWTH |        |       |        |        |        |       |       |       |          | TOTAL<br>GROWTH<br>RETAIL | CUMULATIVE<br>RETAIL GROWTH (APRIL 2008 BASE + GROWTH) |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|----------------------|----------------------|---------------------|--|---------------------------------|------------------------------|--------|-------|--------|--------|--------|-------|-------|-------|----------|---------------------------|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                      |                      |                     |  |                                 | End 2008                     | 2009   | 2010  | 2015   | 2020   | 2025   | 2030  | 2035  | 2040  | End 2008 |                           | 2009   | 2010      | 2015      | 2020      | 2025      | 2030      | 2035      | 2040      |           |           |           |           |           |           |           |           |           |           |           |           |
| 672                  | 674                  | SW                  | No Retail Growth   | 61,473                          |                              |        |       |        |        |        |       |       |       |          |                           |  |           | 61,473    | 61,473    | 61,473    | 61,473    | 61,473    | 61,473    | 61,473    | 61,473    | 61,473    | 61,473    | 61,473    | 61,473    | 61,473    | 61,473    | 61,473    | 61,473    | 61,473    | 61,473    |
| 673                  | 673                  | SW                  | No Retail Growth   | 18,090                          |                              |        |       |        |        |        |       |       |       |          |                           |  |           | 18,090    | 18,090    | 18,090    | 18,090    | 18,090    | 18,090    | 18,090    | 18,090    | 18,090    | 18,090    | 18,090    | 18,090    | 18,090    | 18,090    | 18,090    | 18,090    | 18,090    |           |
| 674                  | 902                  | SW                  | No Retail Growth   | 3,200                           |                              |        |       |        |        |        |       |       |       |          |                           |  | 3,200     | 3,200     | 3,200     | 3,200     | 3,200     | 3,200     | 3,200     | 3,200     | 3,200     | 3,200     | 3,200     | 3,200     | 3,200     | 3,200     | 3,200     | 3,200     | 3,200     | 3,200     |           |
| 675                  | 900                  | SW                  | No Retail Growth   | 80,180                          |                              |        |       |        |        |        |       |       |       |          |                           |  | 80,180    | 80,180    | 80,180    | 80,180    | 80,180    | 80,180    | 80,180    | 80,180    | 80,180    | 80,180    | 80,180    | 80,180    | 80,180    | 80,180    | 80,180    | 80,180    | 80,180    | 80,180    |           |
| 676                  | 669                  | SW                  | No Retail Growth   | 26,080                          |                              |        |       |        |        |        |       |       |       |          |                           |  | 26,080    | 26,080    | 26,080    | 26,080    | 26,080    | 26,080    | 26,080    | 26,080    | 26,080    | 26,080    | 26,080    | 26,080    | 26,080    | 26,080    | 26,080    | 26,080    | 26,080    | 26,080    |           |
| 679                  | 675                  | SW                  | Ivey Lane Commercial (CP&P List)   | 50,590                          |                              |        | 7,528 |        |        |        |       |       |       |          |                           |  | 50,590    | 50,590    | 58,118    | 58,118    | 58,118    | 58,118    | 58,118    | 58,118    | 58,118    | 58,118    | 58,118    | 58,118    | 58,118    | 58,118    | 58,118    | 58,118    | 58,118    | 58,118    |           |
| 680                  | 672                  | SW                  | Vacant AC-1 Infill   | 81,825                          |                              |        |       |        |        |        |       | 6,000 |       |          |                           |  | 81,825    | 81,825    | 81,825    | 81,825    | 81,825    | 81,825    | 81,825    | 81,825    | 81,825    | 81,825    | 81,825    | 81,825    | 81,825    | 81,825    | 81,825    | 81,825    | 81,825    | 81,825    |           |
| 681                  | 671                  | SW                  | No Retail Growth   | 22,870                          |                              |        |       |        |        |        |       |       |       |          |                           |  | 22,870    | 22,870    | 22,870    | 22,870    | 22,870    | 22,870    | 22,870    | 22,870    | 22,870    | 22,870    | 22,870    | 22,870    | 22,870    | 22,870    | 22,870    | 22,870    | 22,870    | 22,870    |           |
| 682                  | 670                  | SW                  | No Retail Growth   | 41,797                          |                              |        |       |        |        |        |       |       |       |          |                           |  | 41,797    | 41,797    | 41,797    | 41,797    | 41,797    | 41,797    | 41,797    | 41,797    | 41,797    | 41,797    | 41,797    | 41,797    | 41,797    | 41,797    | 41,797    | 41,797    | 41,797    | 41,797    | 41,797    |
| 683                  | 901                  | SW                  | Holy Land Experience Expansion (CP & P List)   | 132,452                         |                              |        |       | 55,000 |        |        |       |       |       |          |                           |  | 132,452   | 132,452   | 132,452   | 187,452   | 187,452   | 187,452   | 187,452   | 187,452   | 187,452   | 187,452   | 187,452   | 187,452   | 187,452   | 187,452   | 187,452   | 187,452   | 187,452   | 187,452   |           |
| 685                  | 676                  | SW                  | Vacant AC-N Infill   | 0                               |                              |        |       |        | 10,000 |        |       |       |       |          |                           |  | 0         | 0         | 0         | 0         | 10,000    | 10,000    | 10,000    | 10,000    | 10,000    | 10,000    | 10,000    | 10,000    | 10,000    | 10,000    | 10,000    | 10,000    | 10,000    | 10,000    | 10,000    |
| 686                  | 677                  | SW                  | Vacant AC-1 Infill   | 24,398                          |                              |        |       | 2,000  |        |        |       | 2,000 |       | 2,000    |                           |  | 24,398    | 24,398    | 24,398    | 26,398    | 26,398    | 26,398    | 26,398    | 26,398    | 26,398    | 26,398    | 26,398    | 26,398    | 26,398    | 26,398    | 26,398    | 26,398    | 26,398    | 26,398    |           |
| 687                  | 680                  | SW                  | Vacant AC-1 Infill   | 27,986                          |                              |        |       | 2,000  |        |        | 3,000 |       |       | 2,000    |                           |  | 27,986    | 27,986    | 27,986    | 29,986    | 29,986    | 29,986    | 29,986    | 29,986    | 29,986    | 29,986    | 29,986    | 29,986    | 29,986    | 29,986    | 29,986    | 29,986    | 29,986    | 29,986    |           |
| 688                  | 681                  | SW                  | No Retail Growth   | 0                               |                              |        |       |        |        |        |       |       |       |          |                           |  | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         |
| 691                  | 678                  | SW                  | Vacant AC-N and MU-1 Infill  | 54,825                          |                              |        |       | 2,000  |        |        |       | 3,000 |       | 3,000    |                           |  | 54,825    | 54,825    | 54,825    | 56,825    | 56,825    | 56,825    | 56,825    | 56,825    | 56,825    | 56,825    | 56,825    | 56,825    | 56,825    | 56,825    | 56,825    | 56,825    | 56,825    | 56,825    |           |
| 692                  | 679                  | SW                  | Columbia/Goldwyn Infill  | 47,037                          |                              |        |       | 4,000  |        |        |       |       | 4,000 |          |                           |  | 47,037    | 47,037    | 47,037    | 51,037    | 51,037    | 51,037    | 51,037    | 51,037    | 51,037    | 51,037    | 51,037    | 51,037    | 51,037    | 51,037    | 51,037    | 51,037    | 51,037    | 51,037    |           |
| 693                  | 682                  | SW                  | Vacant MU-1 Infill   | 10,468                          |                              |        |       | 5,000  | 6,000  |        |       |       |       |          |                           |  | 10,468    | 10,468    | 10,468    | 15,468    | 21,468    | 21,468    | 21,468    | 21,468    | 21,468    | 21,468    | 21,468    | 21,468    | 21,468    | 21,468    | 21,468    | 21,468    | 21,468    | 21,468    |           |
| 696                  | 685                  | SW                  | No Retail Growth   | 14,193                          |                              |        |       |        |        |        |       |       |       |          |                           |  | 14,193    | 14,193    | 14,193    | 14,193    | 14,193    | 14,193    | 14,193    | 14,193    | 14,193    | 14,193    | 14,193    | 14,193    | 14,193    | 14,193    | 14,193    | 14,193    | 14,193    | 14,193    | 14,193    |
| 697                  | 684                  | SW                  | Vacant AC-1 Infill   | 66,193                          |                              |        |       |        | 2,000  | 3,000  |       |       | 4,000 | 3,000    |                           |  | 66,193    | 66,193    | 66,193    | 66,193    | 68,193    | 68,193    | 68,193    | 68,193    | 68,193    | 68,193    | 68,193    | 68,193    | 68,193    | 68,193    | 68,193    | 68,193    | 68,193    | 68,193    | 68,193    |
| 698                  | 729                  | SW                  | Vacant AC-1 Infill   | 37,866                          |                              |        |       |        |        | 3,000  | 2,000 |       |       |          |                           |  | 37,866    | 37,866    | 37,866    | 37,866    | 37,866    | 37,866    | 37,866    | 37,866    | 37,866    | 37,866    | 37,866    | 37,866    | 37,866    | 37,866    | 37,866    | 37,866    | 37,866    | 37,866    | 37,866    |
| 699                  | 683                  | SW                  | No Retail Growth   | 0                               |                              |        |       |        |        |        |       |       |       |          |                           |  | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         |
| 700                  | 730                  | SW                  | No Retail Growth   | 0                               |                              |        |       |        |        |        |       |       |       |          |                           |  | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         |
| 711                  | 728                  | SW                  | No Retail Growth   | 34,154                          |                              |        |       |        |        |        |       |       |       |          |                           |  | 34,154    | 34,154    | 34,154    | 34,154    | 34,154    | 34,154    | 34,154    | 34,154    | 34,154    | 34,154    | 34,154    | 34,154    | 34,154    | 34,154    | 34,154    | 34,154    | 34,154    | 34,154    | 34,154    |
| 722                  | 736                  | SW                  | 944 S Orange Avenue (CP&P List)/South Downtown Redevelopment Plan  | 82,438                          |                              |        |       |        | 4,705  | 4,000  |       |       |       |          |                           |  | 82,438    | 82,438    | 82,438    | 82,438    | 87,143    | 91,143    | 91,143    | 91,143    | 91,143    | 91,143    | 91,143    | 91,143    | 91,143    | 91,143    | 91,143    | 91,143    | 91,143    | 91,143    | 91,143    |
| 723                  | 735                  | SW                  | No Retail Growth/American Workforce Temp. Labor conversion (CP&P List)/South Downtown Redevelopment Plan | 54,715                          | -2,700                       | -2,598 |       |        |        |        |       |       |       | 5,000    | 5,000                     |  | 52,015    | 49,417    | 49,417    | 49,417    | 49,417    | 49,417    | 49,417    | 49,417    | 49,417    | 49,417    | 49,417    | 49,417    | 49,417    | 49,417    | 49,417    | 49,417    | 49,417    | 49,417    |           |
| 724                  | 731                  | SW                  | South Downtown Redevelopment Plan  | 33,770                          |                              |        |       |        |        |        |       |       |       | 6,000    |                           |  | 33,770    | 33,770    | 33,770    | 33,770    | 33,770    | 33,770    | 33,770    | 33,770    | 33,770    | 33,770    | 33,770    | 33,770    | 33,770    | 33,770    | 33,770    | 33,770    | 33,770    | 33,770    |           |
| 725                  | 734                  | SW                  | ORHS Medical Office Building - Ancillary Retail (CP&P List)  | 22,271                          |                              |        |       | 3,471  |        |        |       |       |       |          |                           |  | 22,271    | 22,271    | 25,742    | 25,742    | 25,742    | 25,742    | 25,742    | 25,742    | 25,742    | 25,742    | 25,742    | 25,742    | 25,742    | 25,742    | 25,742    | 25,742    | 25,742    | 25,742    | 25,742    |
| 726                  | 733                  | SW                  | ORHS Related MU Projects/South Downtown Redevelopment Plan   | 20,679                          | -1,539                       |        |       |        |        | 5,000  | 8,000 |       |       | 5,000    |                           |  | 19,140    | 19,140    | 19,140    | 19,140    | 24,140    | 32,140    | 32,140    | 32,140    | 32,140    | 32,140    | 32,140    | 32,140    | 32,140    | 32,140    | 32,140    | 32,140    | 32,140    | 32,140    | 32,140    |
| 727                  | 732                  | SW                  | SoDo Project (remainder; CP&P List)/South Downtown Redevelopment Plan                                    | 88,963                          | 384,939                      | 6,700  | 4,324 |        | 15,000 |        |       |       |       |          | 6,000                     |  | 473,902   | 480,602   | 484,926   | 484,926   | 499,926   | 499,926   | 499,926   | 499,926   | 499,926   | 499,926   | 499,926   | 499,926   | 499,926   | 499,926   | 499,926   | 499,926   | 499,926   | 499,926   | 499,926   |
| 795                  | 447                  | SW                  | Deluca-Spring Lk-Western Tr.   | 0                               |                              |        | 5,000 |        | 26,000 | 18,000 |       |       |       |          |                           |  | 0         | 5,000     | 5,000     | 31,000    | 49,000    | 49,000    | 49,000    | 49,000    | 49,000    | 49,000    | 49,000    | 49,000    | 49,000    | 49,000    | 49,000    | 49,000    | 49,000    | 49,000    | 49,000    |
| 797                  | 446                  | SW                  | No Retail Growth   | 23,630                          |                              |        |       |        |        |        |       |       |       |          |                           |  | 23,630    | 23,630    | 23,630    | 23,630    | 23,630    | 23,630    | 23,630    | 23,630    | 23,630    | 23,630    | 23,630    | 23,630    | 23,630    | 23,630    | 23,630    | 23,630    | 23,630    | 23,630    | 23,630    |
| 798                  | 444                  | SW                  | Windermere Business Ctr (CP&P List)  | 87,945                          | 16,000                       |        |       |        |        |        |       |       |       |          |                           |  | 103,945   | 103,945   | 103,945   | 103,945   | 103,945   | 103,945   | 103,945   | 103,945   | 103,945   | 103,945   | 103,945   | 103,945   | 103,945   | 103,945   | 103,945   | 103,945   | 103,945   | 103,945   | 103,945   |
| 799                  | 988                  | SW                  | Universal Studios Theme Park   | 1,664,004                       | 7,200                        |        |       |        |        |        |       |       |       |          |                           |  | 1,671,204 | 1,671,204 | 1,671,204 | 1,671,204 | 1,671,204 | 1,671,204 | 1,671,204 | 1,671,204 | 1,671,204 | 1,671,204 | 1,671,204 | 1,671,204 | 1,671,204 | 1,671,204 | 1,671,204 | 1,671,204 | 1,671,204 | 1,671,204 | 1,671,204 |

SOURCE: Economic Development Department, City Planning Division, Comprehensive Planning Studio (Base Data from April 2008 CLUDB); May 5, 2009.









**APPENDIX D  
PROJECTED CITY RETAIL GROWTH IN SQUARE FEET  
BY STUDY AREA AND 2030 TRAFFIC ANALYSIS ZONE**

| OUATS<br>2030<br>TAZ   | OUATS<br>2025<br>TAZ | GMP<br>SUB-<br>AREA | PROJECT NAME<br>and/or COMMENTS  | April 2008<br>RETAIL<br>SQ. FT. | INCREMENTAL<br>RETAIL GROWTH |                |                |                  |                  |                  |                  |                |                |                   | TOTAL<br>GROWTH<br>RETAIL | CUMULATIVE<br>RETAIL GROWTH (APRIL 2008 BASE + GROWTH) |                   |                   |                   |                   |                   |                   |                   |         |         |         |         |         |        |
|------------------------|----------------------|---------------------|--|---------------------------------|------------------------------|----------------|----------------|------------------|------------------|------------------|------------------|----------------|----------------|-------------------|---------------------------|--|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|---------|---------|---------|---------|---------|--------|
|                        |                      |                     |  |                                 | End 2008                     | 2009           | 2010           | 2015             | 2020             | 2025             | 2030             | 2035           | 2040           | End 2008          |                           | 2009   | 2010              | 2015              | 2020              | 2025              | 2030              | 2035              | 2040              |         |         |         |         |         |        |
| 710                    | 727                  | DT                  | No Retail Growth   | 43,118                          |                              |                |                |                  |                  |                  |                  |                |                |                   |                           |  | 0                 | 43,118            | 43,118            | 43,118            | 43,118            | 43,118            | 43,118            | 43,118  | 43,118  | 43,118  | 43,118  | 43,118  | 43,118 |
| 712                    | 754                  | DT                  | Orange & 50 - Ustler Retail Component of Camden Orange Court (CP&P List)           | 63,059                          | -12,200                      |                |                |                  | 10,009           |                  |                  |                |                |                   |                           |  | -2,191            | 50,859            | 50,859            | 50,859            | 60,868            | 60,868            | 60,868            | 60,868  | 60,868  | 60,868  | 60,868  | 60,868  | 60,868 |
| 713                    | 753                  | DT                  | CenterPlace (DuPont/Pizzutti)/1 East Robinson                                      | 48,379                          |                              |                | -2,664         | 500              | 12,000           | 20,000           | 44,000           |                |                |                   |                           |  | 73,836            | 48,379            | 48,379            | 45,715            | 46,215            | 58,215            | 78,215            | 122,215 | 122,215 | 122,215 | 122,215 | 122,215 |        |
| 714                    | 750                  | DT                  | The Dolive   | 64,461                          |                              |                |                | -17,787          | 21,765           |                  |                  |                |                |                   |                           |  | 3,978             | 64,461            | 64,461            | 64,461            | 46,674            | 68,439            | 68,439            | 68,439  | 68,439  | 68,439  | 68,439  | 68,439  |        |
| 715                    | 751                  | DT                  | No Retail Growth   | 42,252                          |                              |                |                |                  |                  |                  |                  |                |                |                   |                           |  | 0                 | 42,252            | 42,252            | 42,252            | 42,252            | 42,252            | 42,252            | 42,252  | 42,252  | 42,252  | 42,252  | 42,252  |        |
| 716                    | 752                  | DT                  | Dynetech Center/The Cristal (CP&P List)  | 19,202                          | 9,000                        |                |                |                  | 13,775           |                  |                  |                |                |                   |                           |  | 22,775            | 28,202            | 28,202            | 28,202            | 28,202            | 41,977            | 41,977            | 41,977  | 41,977  | 41,977  | 41,977  | 41,977  |        |
| 717                    | 749                  | DT                  | 55 West on the Esplanade   | 257,487                         |                              | 45,000         |                |                  |                  |                  |                  |                |                |                   |                           |  | 45,000            | 257,487           | 302,487           | 302,487           | 302,487           | 302,487           | 302,487           | 302,487 | 302,487 | 302,487 | 302,487 | 302,487 |        |
| 718                    | 748                  | DT                  | First United Methodist Church Mixed Use Project - Later Phase (CP&P List)          | 175,536                         |                              |                |                |                  |                  | 4,000            |                  |                |                |                   |                           |  | 4,000             | 175,536           | 175,536           | 175,536           | 175,536           | 175,536           | 179,536           | 179,536 | 179,536 | 179,536 | 179,536 |         |        |
| 719                    | 747                  | DT                  | Ground Floor Retail for Redevelopment Site (old Tradition Towers site)             | 32,587                          |                              |                |                |                  |                  |                  |                  |                |                | 10,000            |                           |  | 10,000            | 32,587            | 32,587            | 32,587            | 32,587            | 32,587            | 32,587            | 32,587  | 32,587  | 32,587  | 42,587  |         |        |
| 720                    | 744                  | DT                  | No Retail Growth   | 600                             |                              |                |                |                  |                  |                  |                  |                |                |                   |                           |  | 0                 | 600               | 600               | 600               | 600               | 600               | 600               | 600     | 600     | 600     | 600     |         |        |
| 721                    | 743                  | DT                  | No Retail Growth   | 0                               |                              |                |                |                  |                  |                  |                  |                |                |                   |                           |  | 0                 | 0                 | 0                 | 0                 | 0                 | 0                 | 0                 | 0       | 0       | 0       | 0       |         |        |
| 728                    | 905                  | DT                  | No Retail Growth   | 13,471                          |                              |                |                |                  |                  |                  |                  |                |                |                   |                           |  | 0                 | 13,471            | 13,471            | 13,471            | 13,471            | 13,471            | 13,471            | 13,471  | 13,471  | 13,471  | 13,471  |         |        |
| 729                    | 906                  | DT                  | No Retail Growth   | 10,061                          |                              |                |                |                  |                  |                  |                  |                |                |                   |                           |  | 0                 | 10,061            | 10,061            | 10,061            | 10,061            | 10,061            | 10,061            | 10,061  | 10,061  | 10,061  | 10,061  |         |        |
| 730                    | 907                  | DT                  | 205-215 Central/Eola Park Centre - Both CP&P List/Infill                           | 47,816                          |                              |                |                |                  |                  | 6,854            |                  | 2,806          |                |                   |                           |  | 9,660             | 47,816            | 47,816            | 47,816            | 47,816            | 47,816            | 54,670            | 54,670  | 57,476  | 57,476  |         |         |        |
| 731                    | 746                  | DT                  | Monarch Condos/Capital Plaza 3   | 0                               |                              |                |                | 2,998            | -2,625           | 9,000            |                  |                |                |                   |                           |  | 9,373             | 0                 | 0                 | 0                 | 2,998             | 373               | 9,373             | 9,373   | 9,373   | 9,373   | 9,373   |         |        |
| 732                    | 745                  | DT                  | CNL III/Performing Arts Center   | 0                               |                              |                |                |                  |                  | 6,000            |                  | 75,000         | 75,000         |                   |                           |  | 156,000           | 0                 | 0                 | 0                 | 0                 | 0                 | 6,000             | 6,000   | 81,000  | 156,000 |         |         |        |
| 733                    | 742                  | DT                  | No Retail Growth   | 51,601                          |                              |                |                |                  |                  |                  |                  |                |                |                   |                           |  | 0                 | 51,601            | 51,601            | 51,601            | 51,601            | 51,601            | 51,601            | 51,601  | 51,601  | 51,601  |         |         |        |
| 736                    | 755                  | DT                  | 1000, 1010 and 1020 E Colonial Redevelopment                                       | 46,868                          | -178                         |                |                |                  | 11,600           |                  |                  |                |                |                   |                           |  | 11,422            | 46,690            | 46,690            | 46,690            | 46,690            | 58,290            | 58,290            | 58,290  | 58,290  | 58,290  |         |         |        |
| 737                    | 756                  | DT                  | No Retail Growth   | 0                               |                              |                |                |                  |                  |                  |                  |                |                |                   |                           |  | 0                 | 0                 | 0                 | 0                 | 0                 | 0                 | 0                 | 0       | 0       | 0       |         |         |        |
| 738                    | 757                  | DT                  | No Retail Growth   | 16,081                          |                              |                |                |                  |                  |                  |                  |                |                |                   |                           |  | 0                 | 16,081            | 16,081            | 16,081            | 16,081            | 16,081            | 16,081            | 16,081  | 16,081  | 16,081  |         |         |        |
| 739                    | 758                  | DT                  | The Paramount/GAI Bldg/201 Eola/Montage (Orlando Lutheran Towers)/Thornton Commons | 39,445                          | 43,000                       | 12,428         | 8,405          | 11,240           | 30,187           | 37,000           | 3,507            |                |                |                   |                           |  | 145,767           | 82,445            | 82,445            | 94,873            | 103,278           | 114,518           | 144,705           | 181,705 | 185,212 | 185,212 |         |         |        |
| <b>Downtown Total</b>  |                      |                     |  | <b>2,262,684</b>                | <b>23,233</b>                | <b>37,228</b>  | <b>9,764</b>   | <b>35,117</b>    | <b>61,025</b>    | <b>123,541</b>   | <b>117,000</b>   | <b>129,413</b> | <b>85,000</b>  | <b>621,321</b>    | <b>2,285,917</b>          | <b>2,323,145</b>                                       | <b>2,332,909</b>  | <b>2,368,026</b>  | <b>2,429,051</b>  | <b>2,552,592</b>  | <b>2,669,592</b>  | <b>2,799,005</b>  | <b>2,884,005</b>  |         |         |         |         |         |        |
| NORTHWEST TOTAL        |                      |                     |  | 3,631,869                       | -715                         | 7,155          | -67,063        | 213,119          | 212,197          | 395,655          | 123,768          | 111,212        | 20,172         | 1,015,500         | 3,631,154                 | 3,638,309  | 3,571,246         | 3,784,365         | 3,996,562         | 4,392,217         | 4,515,985         | 4,627,197         | 4,647,369         |         |         |         |         |         |        |
| NORTHEAST TOTAL        |                      |                     |  | 5,354,307                       | 20,454                       | 33,656         | -1,717         | 75,206           | 73,654           | 146,324          | 32,000           | 40,000         | 9,000          | 428,577           | 5,374,761                 | 5,408,417  | 5,406,700         | 5,481,906         | 5,555,560         | 5,701,884         | 5,733,884         | 5,773,884         | 5,782,884         |         |         |         |         |         |        |
| SOUTHWEST TOTAL        |                      |                     |  | 11,633,902                      | 542,719                      | 324,450        | 175,038        | 482,086          | 532,729          | 579,000          | 288,000          | 76,000         | 61,000         | 3,061,022         | 12,176,621                | 12,501,071   | 12,676,109        | 13,158,195        | 13,690,924        | 14,269,924        | 14,633,924        | 14,694,924        |                   |         |         |         |         |         |        |
| SOUTHEAST TOTAL        |                      |                     |  | 4,484,513                       | 24,172                       | 241,586        | 338,184        | 2,191,465        | 1,524,549        | 746,802          | 773,918          | 470,500        | 141,000        | 6,452,176         | 4,508,685                 | 4,750,271  | 5,088,455         | 7,279,920         | 8,804,469         | 9,551,271         | 10,325,189        | 10,795,689        | 10,936,689        |         |         |         |         |         |        |
| DOWNTOWN TOTAL         |                      |                     |  | 2,262,684                       | 23,233                       | 37,228         | 9,764          | 35,117           | 61,025           | 123,541          | 117,000          | 129,413        | 85,000         | 621,321           | 2,285,917                 | 2,323,145  | 2,332,909         | 2,368,026         | 2,429,051         | 2,552,592         | 2,669,592         | 2,799,005         | 2,884,005         |         |         |         |         |         |        |
| <b>CITY-WIDE TOTAL</b> |                      |                     |  | <b>27,367,275</b>               | <b>609,863</b>               | <b>644,075</b> | <b>454,206</b> | <b>2,996,993</b> | <b>2,404,154</b> | <b>1,991,322</b> | <b>1,334,686</b> | <b>827,125</b> | <b>316,172</b> | <b>11,578,596</b> | <b>27,977,138</b>         | <b>28,621,213</b>                                      | <b>29,075,419</b> | <b>32,072,412</b> | <b>34,476,566</b> | <b>36,467,888</b> | <b>37,802,574</b> | <b>38,629,699</b> | <b>38,945,871</b> |         |         |         |         |         |        |

SOURCE: Economic Development Department, City Planning Division, Comprehensive Planning Studio (Base Data from April 2008 CLUDB); May 5, 2009.