

Tony Ortiz
Commissioner, District 2



**Commissioner Tony Ortiz invites you to attend:
Semoran Boulevard Vision Plan – Public Meeting
Thursday, June 10, 2010, starting at 6:30 pm at the
Engelwood Community Center, 6123 La Costa Drive, Orlando, FL**

**"Our vision creates a path to responsible planning
which will lead to sound development."**

– Commissioner Tony Ortiz

**Comisionado Tony Ortiz lo invita a
Reunión Pública sobre el Plan de la Visión de la Semoran
Jueves, 10 de junio del 2010, comenzando a las 6:30 pm en el
Centro Comunitario Engelwood, 6123 La Costa Drive, Orlando, FL**

**"Nuestra vision crea un sendero de acceso a la planificacion responsable
lo cual nos conducira a un buen desarrollo."**

– Comisionado Tony Ortiz

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**Semoran
Update**

MAY
2010

Semoran Update

SEMORAN BOULEVARD TASK FORCE & VISION PLAN

INSIDE:
Two newsletters in one – An overview of the entire Semoran Vision Plan, plus an insert about how the plan affects you.

This newsletter is published by the City of Orlando, Economic Development Department, City Planning Division

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The Semoran Vision Plan: What Is It? What are its Recommendations?

Semoran Boulevard is a very large business corridor extending from north of Dahlia Drive to south of Grant Street. Orlando's city planning staff have studied its different districts "piece by piece" to evaluate their challenges and opportunities, and identified several unifying themes:

- **Retail & Restaurant Areas.** Promote a walkable, Main Street style development pattern. Make sidewalks wider by adding "hardscape" and street trees. Make the outdoor environment more attractive to customers with unified landscaping that does not block the view of businesses.
- **Office Districts.** The Vision Plan will include a uniform set of design standards for buildings, parking lots and driveways in each office district. Each building should be clearly identified by a monument sign and a building-mounted sign. Landscaping should not block the view of businesses.
- **Entries & Major Intersections.** The SR 408 interchange project completed in 2009 offers a great opportunity to make this entrance to the Semoran Business District even more welcoming and attractive to customers. Major intersections such as Lake Underhill Road and La Costa Drive could be enhanced using colored or stamped concrete crosswalks, special signs and/or banners, and directional signs. At present, no funding source has been identified to pay for such improvements.
- **Redevelopment.** By promoting a greater a mixture of uses as properties redevelop, the Vision Plan will encourage an even more vibrant and exciting business district. The concept for park-front redevelopment at La Costa Urban Wetlands Park serves as an example.

This newsletter describes the Semoran Vision Plan and how it may affect your business or property. You are also invited to a public meeting to discuss this plan and answer your questions about it.

¿Qué es el Plan de la Visión de la Semoran? ¿Cuáles son los recomendaciones del Plan?

El Plan de la Visión de la Semoran: ¿Qué es eso? ¿Cuáles son las recomendaciones?

El Semoran Boulevard es un corredor grande de negocios que se extiende por la parte Norte desde Dahlia Drive y por la parte Sur hasta Grant Street. Empleados del Departamento de Planeamiento de la Ciudad de Orlando han estudiado "pedazo a pedazo" los diferentes distritos para evaluar los retos y oportunidades, y para identificar algunos puntos unificantes:

- **Áreas de Ventas al Detal y Restaurantes,** Promover un diseño de desarrollo al estilo de Main Street. Hacer las aceras más anchas al añadirles plantas y árboles. Hacer el ambiente al aire libre más atractivo a los clientes con arreglos uniformes que no bloqueen la visión de los negocios.
- **Oficinas del Distrito,** El Plan de la Visión incluirá un sistema uniforme de estándares de diseño para edificios, áreas de estacionamiento y calzadas para las oficinas. Cada edificio deberá estar claramente identificado con rótulos. Los arbustos y flores no deberán tapar la visión de los edificios.
- **Entradas e Intersecciones Principales,** El trabajo realizado en el 2009 en la carretera del estado 408 ofrece una gran oportunidad como entrada principal para el Distrito de Negocios de la Semoran y lo hace más placentero y atractivo para los clientes. Intersecciones principales como Lake Underhill Road y La Costa Drive podrían ser mejoradas usando colores o haciéndole diseños a las áreas donde cruzan los peatones, rótulos especiales y/o banderas, y rótulos direccionales. Hasta el momento, no se han identificado fondos para pagar para estas mejoras.
- **Reconstrucción,** Promoviendo una mayor mezcla de usos, según la propiedad se va desarrollando, el Plan de la Visión estimulará un distrito de negocios aun más vibrante y excitante. El concepto de desarrollo para La Costa Urban Wetlands, utilizando el parque, sirve de ejemplo.

Este boletín describe el Plan de la Visión de la Semoran y como pudiera afectar su negocio o propiedad. Usted también está invitado a una reunión pública para discutir este plan y contestar sus preguntas.



Vision for Retail & Restaurant Areas

Visión para Tiendas y Restaurantes

Redevelopment Vision
Visión de la Renovación



"The visioning process empowers residents, property and business owners to be part of the long-term viability and livability of our community."

I am pleased to support Commissioner Ortiz and the Semoran Boulevard Task Force. You are providing valuable input to guide this revitalization effort, improving the quality of life for everyone in your community."



Mayor Buddy Dyer

Retail & Restaurant Districts Vision (above)

Why Is The Sidewalk Important To Your Business? The sidewalks and public spaces are the areas that your customers see first as they pass by your store. Does it look coordinated with other businesses to attract more customers? The Vision Plan recommends making sidewalks wider by adding "hardscape" and street trees as retail and restaurant properties grow and develop.

Landscaping can make outdoor areas more attractive without blocking the customer's view of businesses. The trick is better placement of plantings and having the right type plant material in the right location. Street trees add a pleasing uniform appearance.

Attractive Outdoor Areas – In the photo above, unshaded paved areas are replaced by well-marked, attractively landscaped parking that uses low-maintenance plant material. An outdoor seating area is added in front of the restaurant.

Office Districts Vision (below)

How Can Office Districts Be Improved? The Semoran Boulevard Vision Plan will recommend changes in zoning regulations to mandate the following improvements:

Unified Sign Package – In the photo below, each property is clearly identified by a monument sign and a building-mounted sign. Banners mounted on the street light poles can also help identify the adjacent business district. All signs within the Office District should be of uniform design to reduce clutter.

Landscaping – The Office District should be well landscaped, but in a way that does not block the customer's view of the businesses. Unsightly fences should be removed.

Driveways – Joint access and circulation between all properties in the office district will make driveways easier to see and navigate.

Redevelopment Vision (above)

La Costa Wetlands Park-front Redevelopment. The photo above shows how the rear halves of the Corporate Row properties could be redeveloped with buildings facing La Costa Wetlands Park. This vision includes a new north-south road extending from La Costa Drive to Curry Ford Road, along the western boundary of the park.

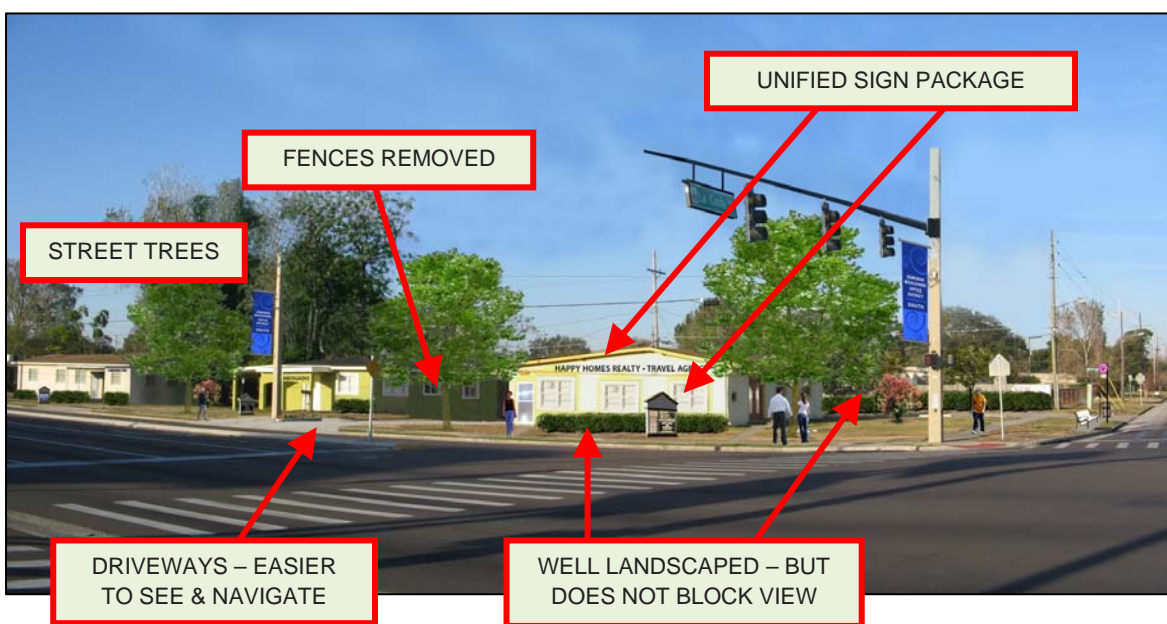
Redevelopment of Aging Shopping Centers. Semoran Boulevard's aging shopping centers can undergo Main Street style redevelopment, increasing the visibility of these sites and drawing new customers. The elements of this vision are those presented in this newsletter:

- Widen the sidewalk with "hardscape" and knee wall.
- Landscaping should beautify without blocking the view of businesses. Create inviting outdoor areas.
- Take advantage of SR 408 bridge features such as directional signs and textured crosswalks.
- Add street trees to give the entire business district a pleasing uniform appearance.

Entries & Major Intersections Vision (below)

Turn the New SR 408 Bridge Into a True Landmark. Building from the great foundation offered by the newly reconstructed bridge, the Vision Plan proposes to add flags to the tops of its four pillars, then create an iconic landmark sign across the bridge span. Street trees, landscaped pedestrian areas and textured crosswalks will truly catch the eye. At present, no funding source has been identified to pay for such improvements.

Improving Other Major Intersections. The Semoran Business District's other major intersections – such as Lake Underhill Road, La Costa Drive and Curry Ford Road, could also be improved with simple enhancements like colored or stamped concrete crosswalks, special signs and/or banners. Directional signs can help guide customers to the goods and services they need. At present, no funding source has been identified to pay for such improvements.



Office Districts Vision

Visión para las Oficinas

Entries & Major Intersections Vision

Visión para Entradas e Intersecciones

