



DOWNTOWN ORLANDO

Community Venues Master Plan City Council Update

Prepared By:



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September 11th, 2006

The Master Plan will guide the placement and design of the Community Venues so that they:

- *Improve the quality of life of Orlando and Central Florida;*
- *Strengthen economic development opportunities for the region; and,*
- *Support the continued revitalization of Downtown, while protecting the history and heritage of the area and surrounding neighborhoods.*

It's about

Our Quality of Life



CITY OF ORLANDO GROWTH MANAGEMENT PLAN

GOAL - To make Orlando a place for families and individuals to live, work and enjoy by fostering a rich cultural life, accessible to all residents and visitors, and by contributing to the economic development and vitality of the community through the provision of high quality cultural opportunities.

It's about

Continued Economic
Development

Game Maker EA Tiburon Hopes to Add 100
Programmers a Year – Orlando Sentinel, January-2005



UCF Gets a New Medical School

JETBLUE'S EXPANSION IS RED
HOT FOR ORLANDO, January-2005

UCF Game Development School
Opens Today, August-2005

**DOWNTOWN ORLANDO
CREATIVE VILLAGE** ...where the idea begins

It's about

Balancing Revitalization & Heritage Protection



City View, Orlando

Master Plan

Process

Community Venues Master Plan PROCESS

Phase 1:

Project Framework &
Principles



Phase 2:

Development Scenarios



Phase 3:

Community Venues
Master Plan

Phase 1:

Community
Understanding

Current / Recent Initiatives:

- Downtown Transportation Plan
- Parramore Town Center Plan
- Downtown Outlook Plan
- OBT CRA Plan
- Rock Lake Neighborhood Plan
- West Colonial Improvement Strategy
- Downtown Arts District and Cultural Corridor
- Parking Bureau Survey and Master Plan

Elected Officials:

City Commissioners
County Commissioner –
Fernandez

Departments:

Planning
Economic Development
Real Estate
Transportation
Public Works
Fire
Police
Parks & Recreation
Neighborhood Services
Orlando Centroplex

Partner Agencies

OBT CRA
Orange County Health Department
FDOT
Orlando Housing Authority
Orange County School Board
LYNX
Orlando Utilities Commission
Orlando Neighborhood Imp. Corp.

Downtown Boards/Task Force

Downtown CRA
Downtown Development Board
Downtown Arts District
Parramore Task Force
Development Review Committee
Creative Village Concept Team

Property Owners:

Coalition for the Homeless
Hughes Supply
Nap Ford School
University of Central Florida
Florida Interactive and Entertainment Academy
Florida A&M Law School
Carolina Florida Properties
Palmer Feed & Seed
David Van Gelder
Valencia Community College
CNL
Highwoods Properties

Community Venues

Florida Citrus Sports
Orlando Magic
Orlando Predators
OPAC

Neighborhood Updates

On-going

Community Venues Master Plan PROJECT FRAMEWORK & PRINCIPLES



Seattle, WA

Connect and Strengthen Neighborhoods

Community Venues Master Plan PROJECT FRAMEWORK & PRINCIPLES



Charlotte, NC

Leverage Community Assets to Build a Strong Downtown

Community Venues Master Plan PROJECT FRAMEWORK & PRINCIPLES



Orlando, FL

Celebrate and Strengthen Community Amenities

Community Venues Master Plan PROJECT FRAMEWORK & PRINCIPLES



Portland, OR

Build Great Streets

Community Venues Master Plan PROJECT FRAMEWORK & PRINCIPLES



Washington, DC

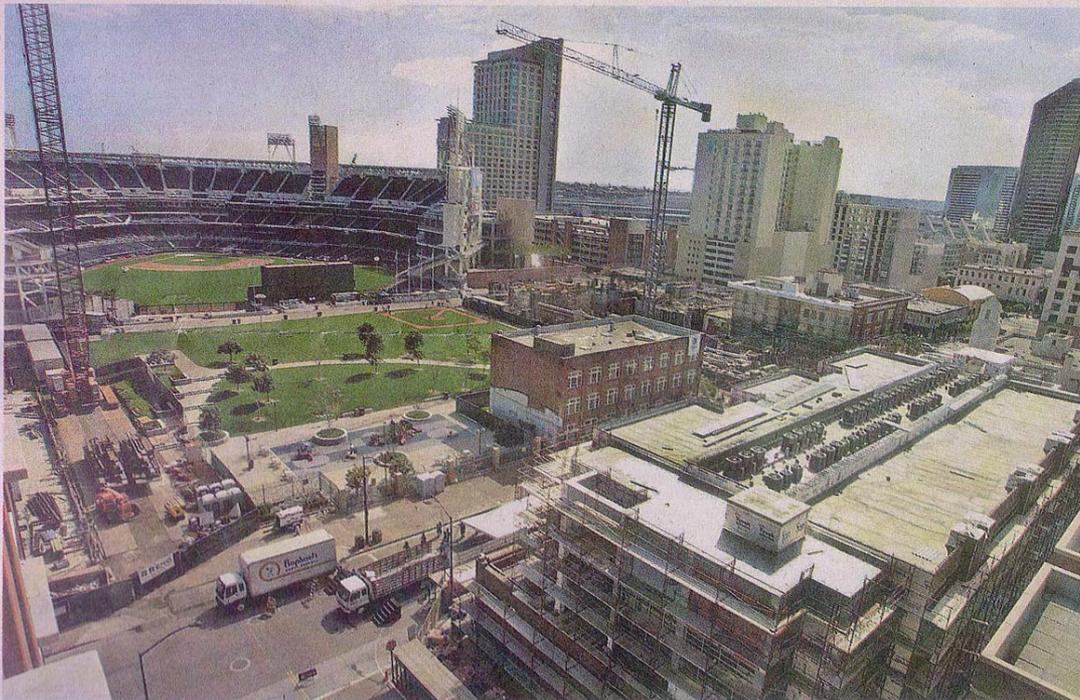
Improve Core Retail Areas

Community Venues Master Plan PROJECT FRAMEWORK & PRINCIPLES

The New York Times

The Neighborhood That the Ballpark Built

In San Diego, a Building in a Building Is Only One Part of a Sweeping Redevelopment



Jack Smith for The New York Times

Petco Park, in the background, home of the San Diego Padres, has been the anchor for the revitalized 26-block piece of the East Village district.

Realize Good Returns on Public Investments

Community Venues Master Plan PROJECT FRAMEWORK & PRINCIPLES



Maximize Use of Existing Infrastructure

Community Venues Master Plan PROJECT FRAMEWORK & PRINCIPLES



Orlando, FL Courtesy of MetroPlan Orlando

Accommodate Alternative Modes of Transportation

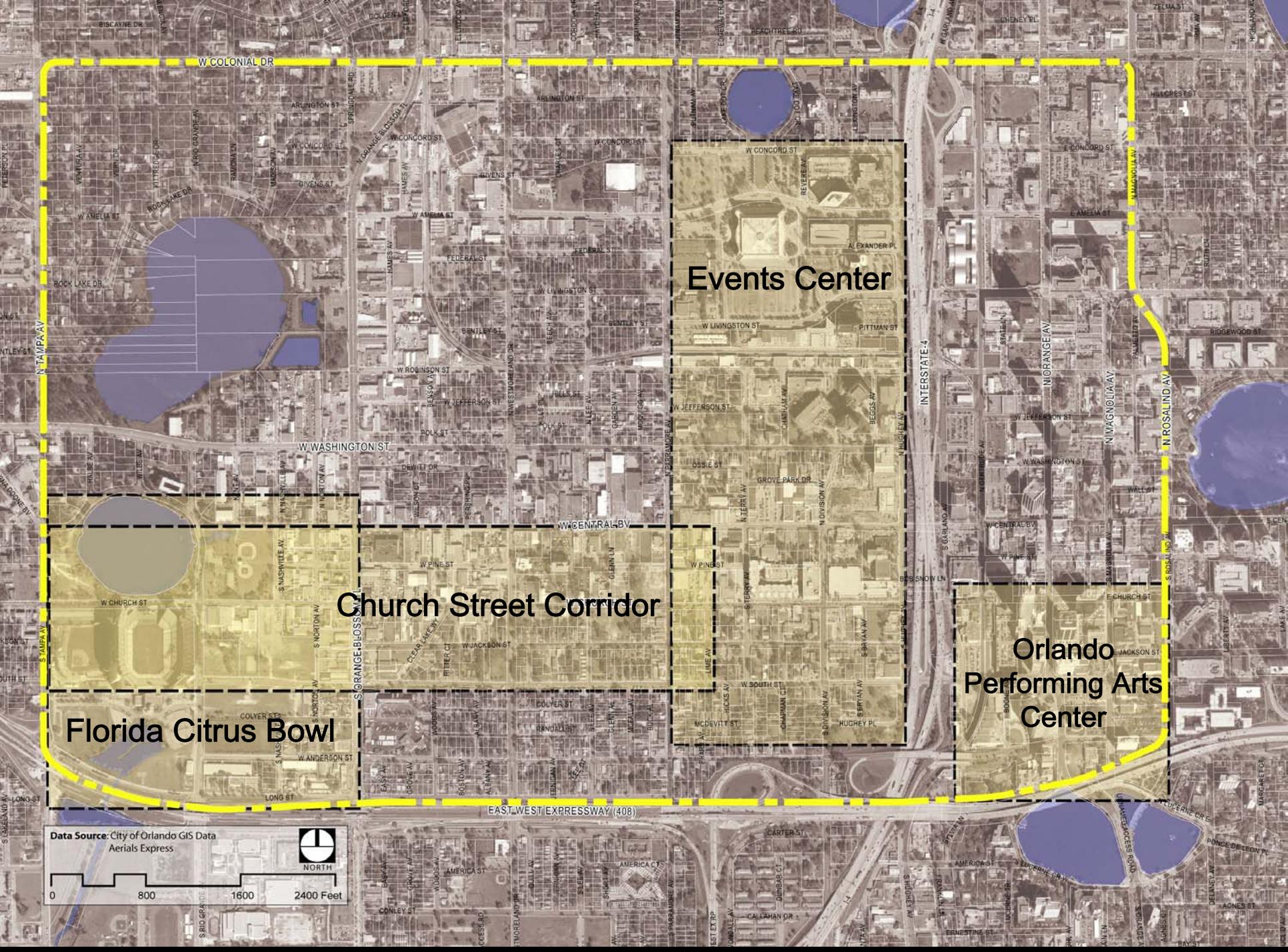
Community Venues Master Plan PROJECT FRAMEWORK & PRINCIPLES



Design Regional Facilities as Good Neighbors

Phase 2:

Development Scenarios



Events Center

Church Street Corridor

Florida Citrus Bowl

Orlando Performing Arts Center

Data Source: City of Orlando GIS Data
Aerials Express



NORTH



0 800 1600 2400 Feet

The
Events Center

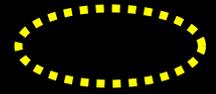
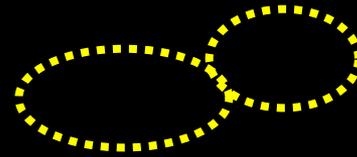
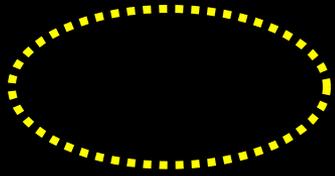
NBA Cities & Arena Locations



NBA Cities & Arena Locations



NBA Cities & Arena Locations



Memphis, TN



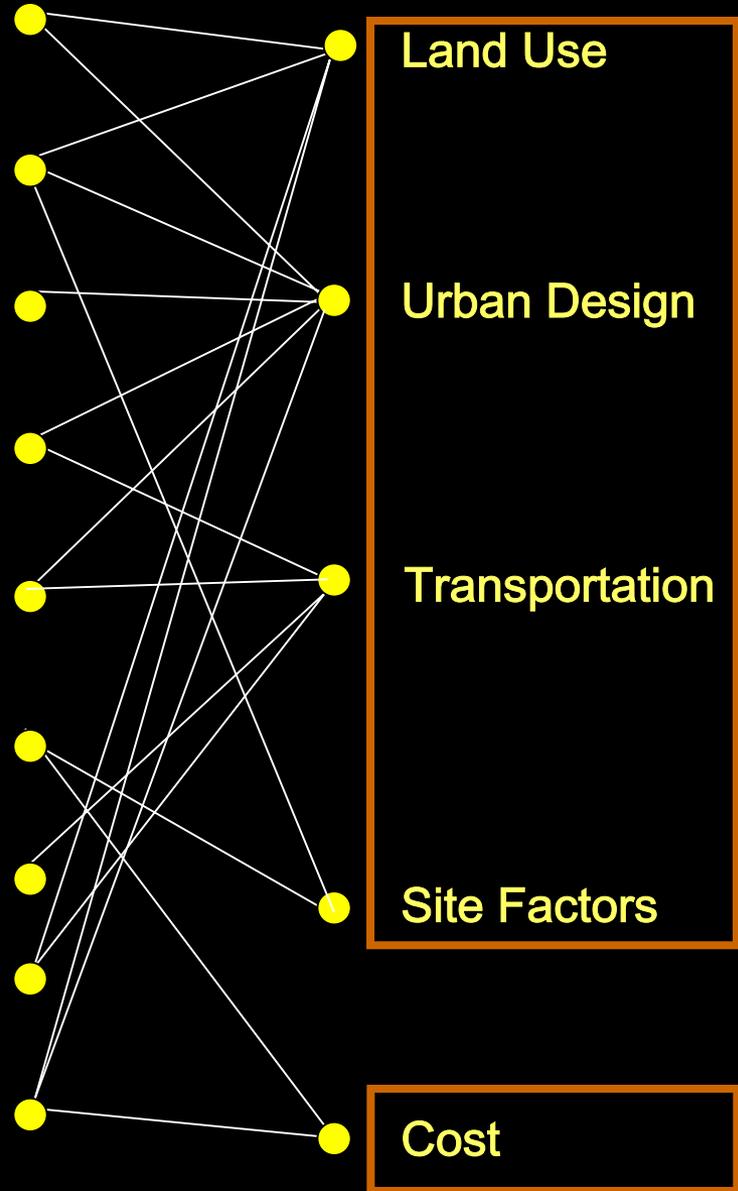
Indianapolis, IN



Community Venues Master Plan Lessons Learned from the Case Studies

- Located within or adjacent to the core area of the metro region (25 of the 30 NBA Arenas are located in a downtown setting)
- Larger seating capacity and floor area
- Promote active retail uses into the facility architecture
- Promote shared parking environment
- Integrated within urban context

1. Connect and strengthen neighborhoods
2. Leverage community venues to build a strong downtown
3. Celebrate and strengthen community amenities
4. Build great streets
5. Improve core retailing areas
6. Realize good returns on public investments
7. Maximize use of existing infrastructure
8. Accommodate alternative modes of transportation
9. Design regional facilities as good neighbors



Tier 1 Screening

Tier 2

Tier 1 - LAND USE MEASURES

Regional and Local Plans

- Is it consistent with the City of Orlando Growth Management Plan

- Is it within the Downtown DRI

- Time needed to modify the GMP

- Time needed to prepare/modify the DRI

- Cost needed to modify the GMP and/or DRI

Compatibility

- Single family homes taken by a facility

- Single family homes within 500' buffer around the facility

- Is it consistent with the adopted Downtown Outlook Plan

- Is the facility allowed under the existing Zoning

- Time needed to modify zoning or obtain conditional use approval

- Cost needed to modify zoning or obtain conditional use approval

Tier 1 - URBAN DESIGN MEASURES

Visibility & Prominence

- Is the facility visible from I-4
- Is the facility visible from SR 408

Civic Presence

- Civic Prominence - How far is the facility from a prominent civic street

Street Activation

- Potential for new public plaza along street near Events Center

Quality of the Public Realm

- Existing parks and plazas within 5-minute walk of facility

Urban Form

- Urban Form - Distance from CBD

Tier 1 - TRANSPORTATION MEASURES

Parking

- Parking within Adjacent Block
 - Available parking within 5-minute walk of the facility
 - Impacts on Existing Parking
-

Vehicular Access & Circulation

- Average traffic delay at intersections around a 1/4 mile buffer from proposed dedicated parking
 - Distance from I-4 or 408 Ramps
 - Facility's primary access street functional classification
-

Transit Access & Circulation

- Proximity to existing Lymmo route
 - Proximity to future Lymmo route
 - Proximity to future commuter and light rail station(s)
-

Pedestrian Circulation

- Vehicle & pedestrian conflicts
 - Distance from established entertainment Core
 - Streets within a 5-minute walk that have pedestrian LOS C or higher
-

Tier 1 - SITE FACTOR MEASURES

Site Ownership

- Land needed for facility in private ownership
 - Land needed for parking in private ownership
-

Site Configuration

- Ranking of the Site in comparison to other candidate sites in terms of flexibility in configuration
-

Site Availability

- When will the site be available for development

x

Dallas American Airlines Arena



Dallas American Airlines Arena



Dallas American Airlines Arena



 VICTORY
PARK

Opening 2006

 NINE
STEAK HOUSE

 NO
VE

 STUFF

www.victorypark.com

Performing
Arts Center



Short-Term

- Main Entrance and Plaza for OPAC Along Orange Avenue
- Improvements along Orange, Magnolia, South, and Anderson to include premium pedestrian Amenities and street tree



Long-Term

- Strengthen Connection between ORH & Downtown.
- Extend Boone Ave. to Lake Lucerne Terrace.
- Extend Lymmo to ORH
- Improve Lake Lucerne Park
- Extend Sylvia Ln. to City Hall CNL Garage

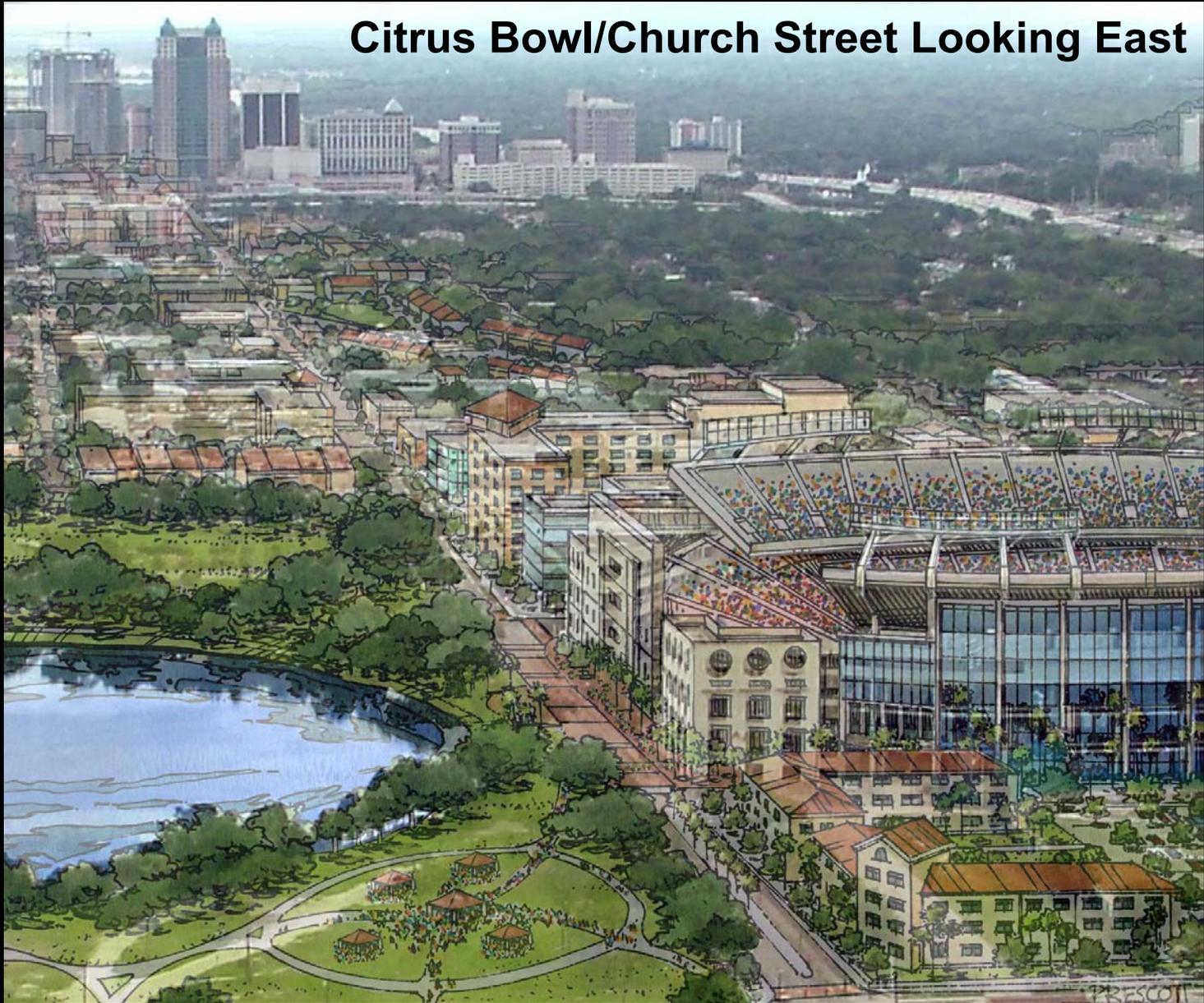
Florida

Citrus Bowl

Citrus Bowl/Church Street Looking East



Citrus Bowl/Church Street Looking East



Citrus Bowl/Church Street Looking East





Short-Term

- Main entrance to the Citrus Bowl Stadium located along Church Street.
- Church Street in front of the Stadium is a curbsless “festival” street that will be closed to all vehicular traffic except Lymmo during event hours.
- Park areas around Lake Lorna Doone are improved and function as pre-game gathering area.

Long-Term

- Potential Institutional use as an anchor for the western end of Church Street.
- New multi-family residential development around Lake Lorna Doone Park to tie into existing Lake Lorna Doone neighborhood.
- Higher density residential use along OBT as demand for new mixed-income housing near downtown increases.
- New office or institutional development at the southwest intersection of OBT/Church Street.



The Centroplex

Creative Village

Business

➤ **With/without business it does/does not happen**

➤ **Business attraction is critical**

➤ **Best practice models do exist**

➤ **Mix fosters synergy of the components**

Anchors (i.e. MS, Google, DreamWorks)

Gazelles (spin offs)

➤ **Items of Interest**

Size of floor plates (urban mixed use)

Parking

Amenities (Restaurants, Starbucks, banks)

Transportation

➤ **Must be integrated with residential**

➤ **Types of companies**

Digital media

Data (data storage)

Heavy technology (wireless everywhere)

Fundamentals of creative employees

➤ **UCF – Core**

Integrate with business

➤ **Orlando based companies**

include Lockheed, EA, Oracle

Can be referenced in the RFP to highlight business that already exist in Orlando

People

➤ **Bio of a typical “creative class” person.**

Has a college degree,
intellectual people
20-30-40s on average
Socially aware
Consumes media
electronically
Physically active = need
for outdoors
Security conscious, for
companies and
environment
Flexible lifestyles= likes
day and night life

➤ **Need amenities:**

Work out facilities,
restaurants,
dry cleaners,
cafes,
day care,
entertainment,
electronic stores,
continuous improvement and
education,
flexible work environment

➤ **Need social amenities that are easily accessible**

Need to interact face to face

Place

➤ **Unique**

Spirit

Sustainable

Magnetic

➤ **Building**

Interactive

Gathering Place

Entertainment

Connected

Venues

Hallways

➤ **Authentic**

➤ **Pedestrian Friendly**

➤ Friendly streets

No cars

➤ **Green**

Open

➤ **Tech Showcase**

Reflected in architecture

International reputation

➤ **High Density**

➤ **24/7 environment**

➤ **Flexible outside**

➤ **Multi-generational**

approach

➤ **Destination connected**

Clean and safe

Looking South Over Lake Dot







Millennia Park, Chicago



Santana Row, San Jose



City Place, West Palm



Lo Do, Denver



Creative Village, Orlando



Creative Village, Orlando



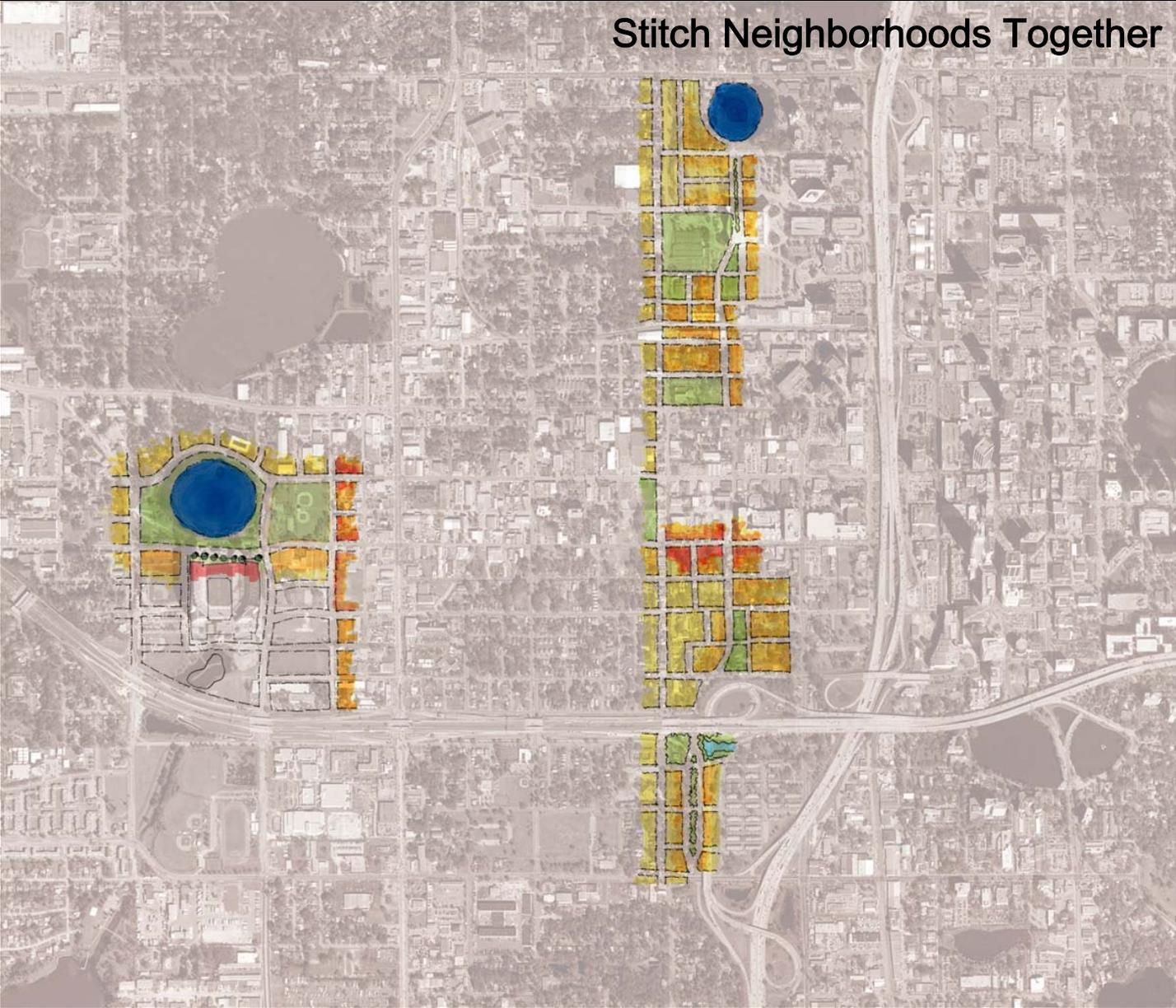
Creative Village, Orlando

Common

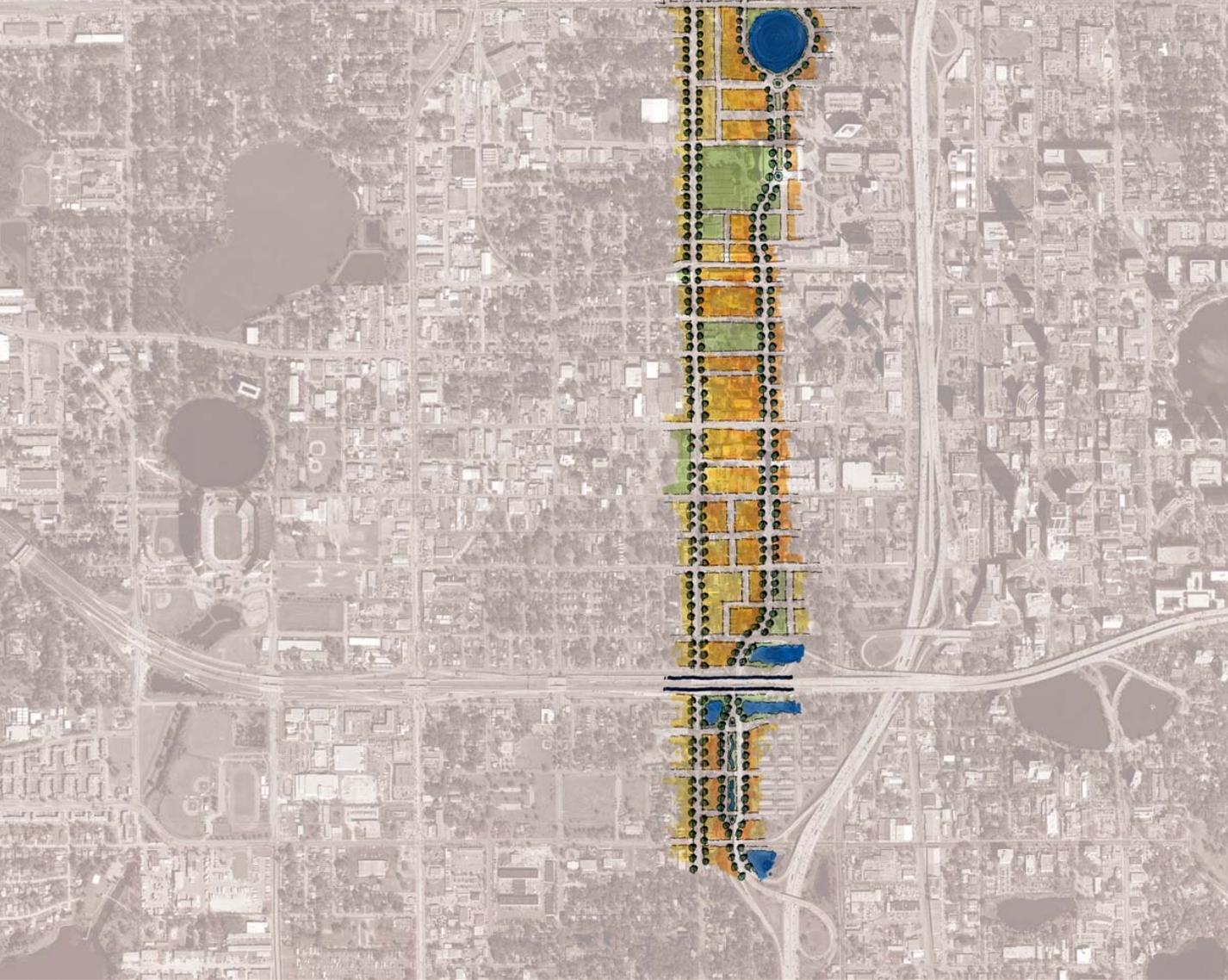
Themes



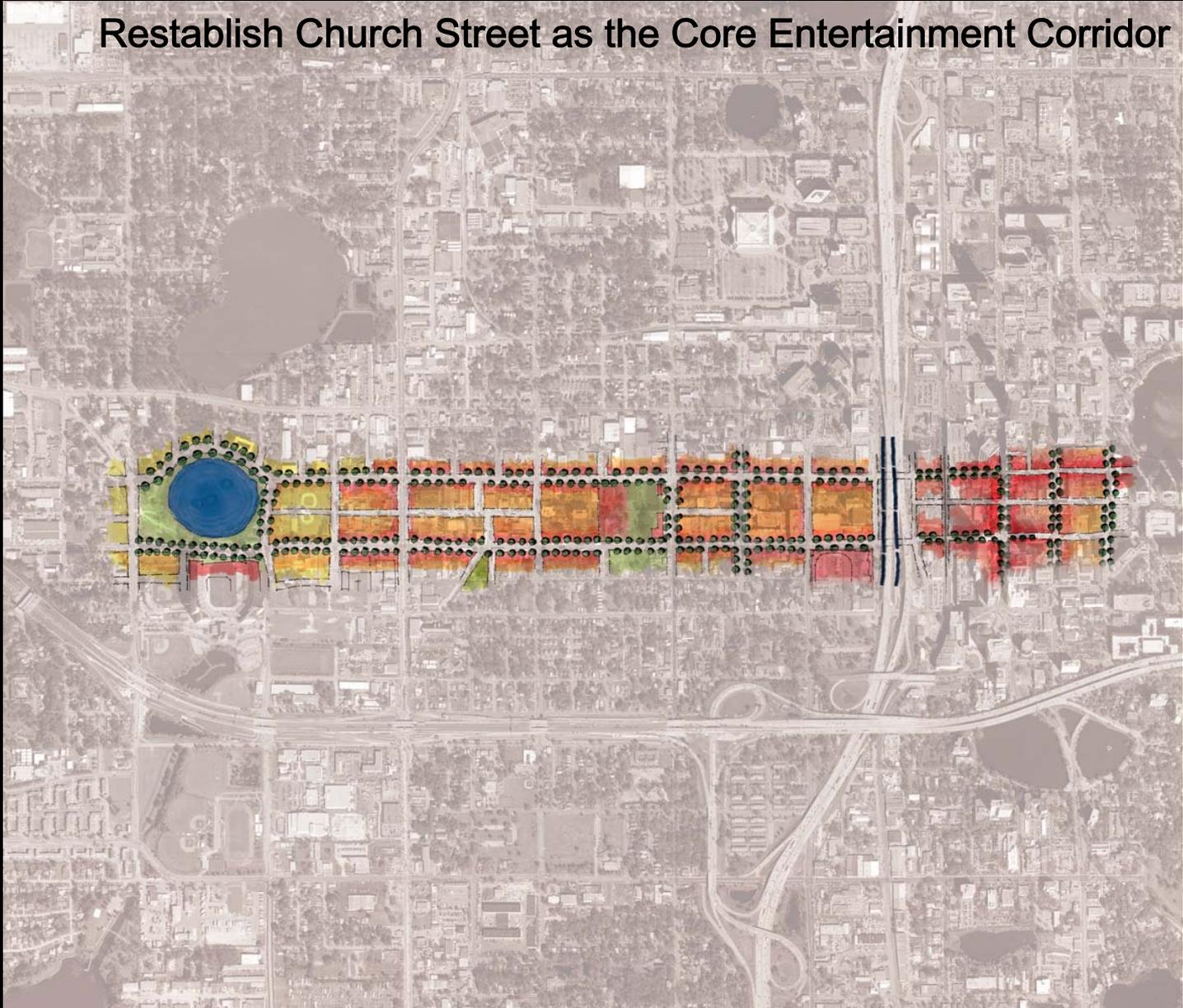
Stitch Neighborhoods Together



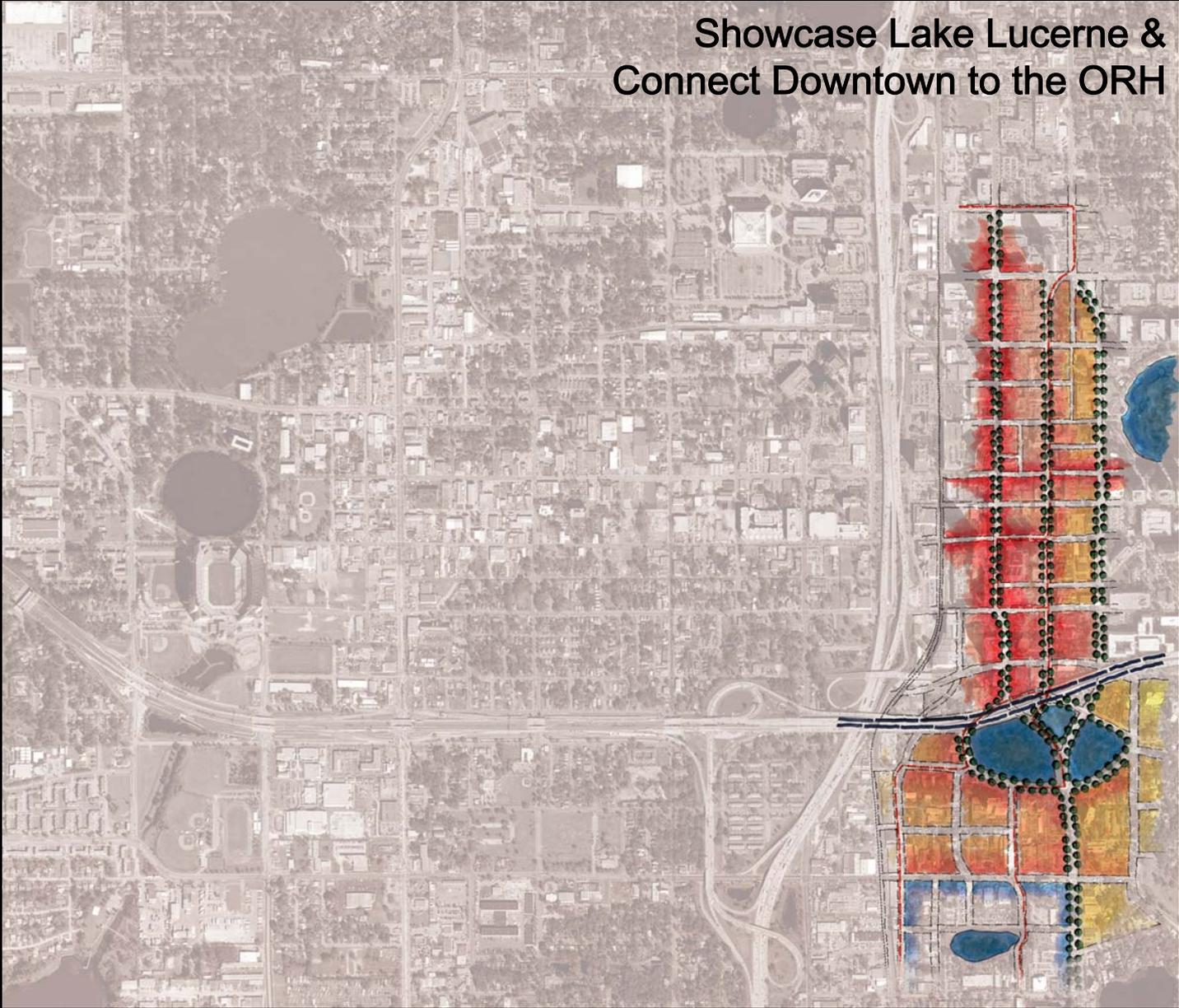
Extend Terry Avenue and Create a Civic Corridor



Restablish Church Street as the Core Entertainment Corridor



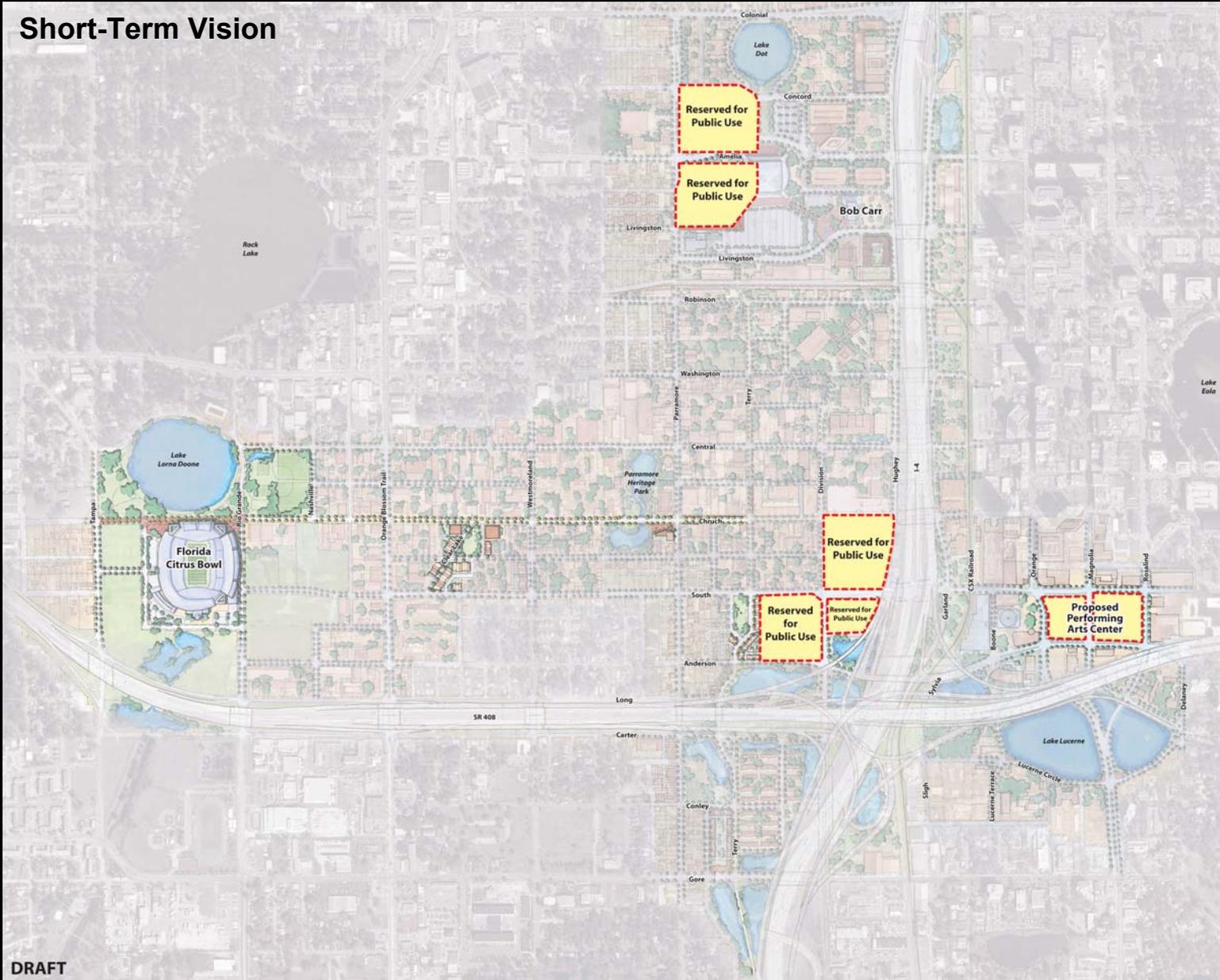
Showcase Lake Lucerne & Connect Downtown to the ORH



Phase 3:

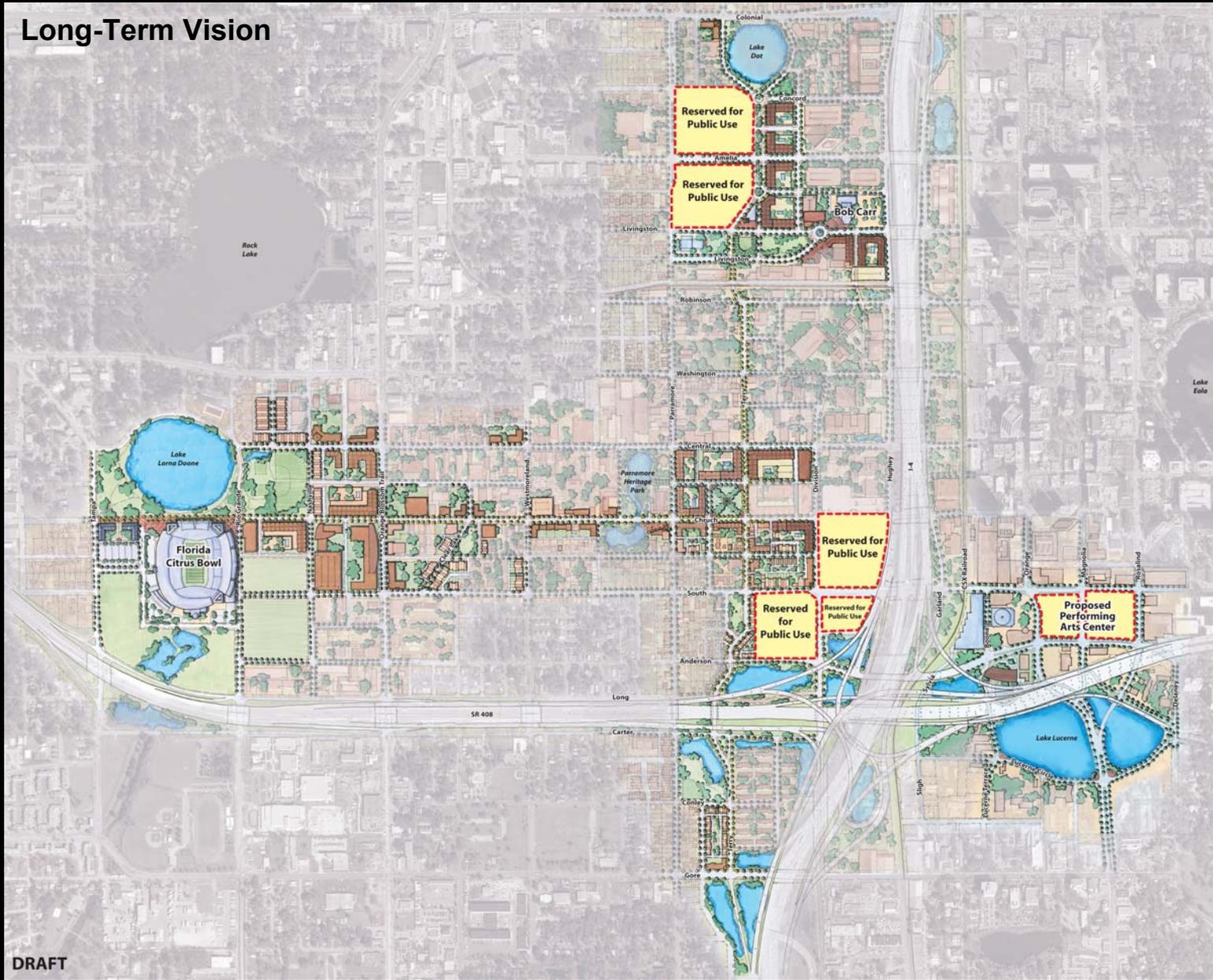
Overall
Master Plan

Short-Term Vision



DRAFT

Long-Term Vision



“Whatever you can do, or dream, you can begin it. Boldness has genius, power, and magic. Begin it now.”

Goethe





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