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

Johann Wolfgang von Goethe
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## Technical Support Documents *(separate reports not attached)*

- A. Events Center Location Report
- B. Minor League Baseball Stadium Location Report
- C. Downtown Orlando Transportation Plan
- D. Economic Impact Analysis of Proposed Community Venues
Background

The City of Orlando and Central Florida as a whole are experiencing dramatic growth unparalleled to any time in the region’s history. In Downtown alone, there are more than 30 development projects with around 7,000 residential units and 1.1 million square feet of office space planned, being constructed or that have recently been completed. Central Florida (7-county region) is expected to double in population from 3.5 million citizens in 2006 to 7.2 million in 2050 and has a growth rate more than twice that of the nation’s (source: myregion.org).

With this level of dramatic change, the City and Orange County realize the need -- now more than ever -- for proactive planning to ensure that the quality of life of their residents is not only maintained, but enhanced. A diverse and full range of cultural and community amenities is necessary to provide for the needs of an ever-growing population and for the region to remain globally competitive. Both entities understand this reality and are committed to ensuring rich cultural and entertainment opportunities for Downtown Orlando and for the entire region.

The cultural element of the City of Orlando’s Comprehensive Plan states that one of the City’s major goals is:

“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.”

Orange County has a similar goal under its Comprehensive Plan’s urban design element:

“To improve the aesthetic quality of the physical environment in Orange County and to create a stronger sense of place and community identity. To create public buildings and urban spaces that inspire community pride.”

Downtown Orlando serves as the physical and economic center of Central Florida. Improving downtown gathering spaces not only benefits downtown neighborhoods and the city, but would contribute to the region’s quality of life and tourism draw.

With this joint vision, the City and the County are committed to enhancing existing community venues and introducing new community venues to serve Downtown and the region. For the purpose of this project, the community venues are the existing Florida Citrus Bowl Stadium, a new events center, and the proposed performing arts center. Design teams retained by Florida Citrus Sports, the Orlando Magic and the Orlando Performing Arts Center have developed conceptual plans for renovation, reconstruction or the design of a new facility for each of the respective venues.

Purpose of the Study

The purpose of this master plan study is to tie all of these individual community venues’ planning efforts together and develop a vision plan that would maximize the potential benefits of each of these facilities, capitalizing on the synergistic relationships they may bring to the downtown community and surrounding neighborhoods. The Plan also identifies and outlines any potential land use and transportation impacts, as well as new infrastructure needs each of the facilities would require to integrate successfully into the Downtown community. The Master Plan also examines the redevelopment potential of the Orlando Centreport, the creation of a “Creative Village” and a possible location for a Minor League Baseball Stadium. Finally, the Master Plan also takes a close look at the West Church Street corridor, tying the community venues’ redevelopment efforts together with Florida Department of Transportation’s (FDOT’s) programmed $17-million Church Street streetscape project between Tampa Avenue and Terry Avenue.

The City’s aim is to create a master plan that will guide the community venues to not just be the best -- as each individual structure -- but will leverage these investments to create the best “place” the community around them can be, while protecting the history and heritage of the area.

Report Organization

The report is divided into two parts and was developed in coordination with several support documents:

Part A: Preliminary Assessment and Planning Principles

The first part of this report summarizes the results of the initial phase of the master plan study describing a physical assessment of the study area and outlining a set of framework principles for the next planning stages.

Part B: The Master Plan (separate report)

Based on the data gathered and principles established in Part A, Part B presents the vision plan. It outlines overall urban design, land use and transportation strategies for the entire study area and describes key planning concepts for each of the community venues.

Technical Support Documents (separate reports)

- Events Center Location Report
- Minor League Baseball Stadium Location Report
- Downtown Orlando Transportation Plan
- Economic Impact Analysis of Proposed Community Venues
The study area is bounded by Tampa Avenue on the west, Colonial Drive on the north, Rosalind Avenue on the east and the East-West Expressway (SR 408) on the south. While the focus is on areas immediately around each of the community venues, the master plan effort also paid special attention to the West Church Street corridor between Tampa Avenue and Interstate 4.
The City recognizes that the success of the master plan is contingent on the combined input and effort of its constituents. Aside from wanting to create a plan that would balance the needs of all its stakeholders, the City also recognizes that some solutions require efforts beyond a few City or County departments, or individual entities and jurisdictions. For this reason, the planning process is designed as a highly collaborative endeavor. The three key elements of the participative planning process are: (1) formation of the Project Executive Committee; (2) stakeholder interview sessions; and (3) public meetings.

Project Executive Committee
The project was initiated with the formation of the Executive Committee representing both the City and the County:

- Jay Berlinsky: City of Orlando
- Dykes Everett: Retired City Attorney, City of Orlando
- Ajit Lalchandani: Administrator, Orange County
- Tom Drage: County Attorney, Orange County

Throughout the first phase of the study process, the Executive Committee has provided direction for the study from the setting of project goals, to understanding issues and opportunities, to the identification of project stakeholders. Throughout the rest of the process, the Executive Committee will act as a channel through which community members could make their comments and ideas heard and act as a sounding board for preliminary concepts and plans.

Stakeholder Interview Sessions
To best understand the context of the study area, individual interviews are being conducted with key stakeholders in the study area. These interviews are informal and highly focused on specific issues regarding land use and infrastructure affecting the study area. The interviews have helped to define partnership opportunities and provided informal information sharing opportunities on the variety of issues facing Downtown.

In each stakeholder session, the following questions were asked:

- What efforts are currently underway with your agency or do you see underway in the study area?
- Do you have any issues or opportunities you would like the study team to review, know or understand within the corridor?
- What is your vision for the community venues and how do the three public initiatives fit together?

City Council Workshop
The first phase of the master plan process was presented to the City Council on May 8, 2006. At this meeting, each council member voiced his/her comments and gave input to the study team on the master plan process.

Neighborhood Update Meetings
In addition to one-on-one stakeholder interviews, a series of public meetings are being conducted to better inform the public about the community venue projects. These meetings were held in August and September 2006.

The Study Team has met with the following stakeholders:

**Mayor Buddy Dyer**

**City Commissioners**

- Vicki Vargo (former)
- Patty Sheehan
- Daisy W. Lynum
- Betty T. Wyman
  (others to be scheduled)

**County Commissioners**

- Mildred Fernandez
  (others to be scheduled)

**City Departments:**

- Economic Development
- Transportation
- Public Works
- Fire
- Police
- Families Parks & Recreation
- Neighborhood & Community Affairs
- Orlando Centroplex
- City Clerk

**Community Venues Partners**

- Florida Citrus Sports
- Orlando Magic
- Orlando Performing Arts Center

**Partner Agencies:**

- Orange Blossom Trail Community Redevelopment Agency
- Orange County Health Department
- URS (Florida DOT’s consultant on the I-4/408 interchange project)
- Orange County School Board
- LYNX
- Orlando Utilities Commission
- Orlando Neighborhood Improvement Corporation
- Downtown Community Redevelopment Agency
- Downtown Development Board (DDB)
- Downtown Arts District
- Parramore Task Force
- Development Review Committee (DRC)
- Metro Orlando Economic Development Commission
- Valencia Community College

**Property Owners:**

- Coalition for the Homeless
- Hughes Supply
- Nap Ford Community School
- University of Central Florida
- Florida A&M Law School
- Carolina Florida Properties
- Palmer Feed & Seed
- Shawn McElvaney/Terry Delahunty
- David Van Gelder
- Wells’ Built Museum
- CNL
- Highwoods Properties

Recent neighborhood update meetings on the Community Venues Master Plan
Within the context of the larger region, the study area is centrally located amidst a number of important regional activity and employment centers. To the north is Florida Hospital, to the south Orlando Regional Healthcare System, to the west the Central Florida Fairgrounds, and to the east are Fashion Square Mall, Orlando Executive Airport and the Baldwin Park development.

Each of these activity centers generates and attracts local and regional traffic. Creating premium community gathering venues within the study area would serve to tie these regional destinations closer together, strengthening the role of the downtown core as Central Florida’s hub.

The following page outlines a series of six principles that serve to frame the master plan effort in relation to its regional context.
The study area lies in the heart of a number of regional trip attractors and generators. The master plan should connect these activity centers through transportation, land use or urban design strategies.

The master plan should help create a system of public parks and open spaces. These regional amenities should be connected by well-designed streetscapes and pedestrian and bicycle facilities.

The master plan should introduce connections across highways, pedestrian-hostile streets, and other physical development barriers.

Residential land uses are important for city building. The master plan should protect existing neighborhoods and seek to connect isolated clusters of neighborhood uses.

In the diagram on the left, darker areas indicate higher property values and lighter areas show lower property values. Affordable housing and community amenities are essential and should be provided in a healthy Downtown.

Major public and private investments, including any plans for the community venues, should benefit surrounding land uses, increasing their value and providing catalysts for redevelopment.
Early History

Downtown Orlando’s history can help provide a better understanding of the study area’s current development pattern and set a framework for potential future growth.

From its inception, railroads played a major role in Downtown Orlando. The core of the city grew out of South Florida Railroad’s expansion from Sanford, connecting Orlando to the rest of the nation. This transportation change brought about rapid expansion of Central Florida’s fledgling citrus industry and dramatically set Orlando to be the hub of Central Florida’s growth. By the 1920s the City became the County Seat and the hub for commerce and business in Central Florida.

The railroads also later defined the western edge of Orlando as its Downtown began to grow. To the east of the railroad is the city’s main retail commercial street Orange Avenue. Mostly commercial/warehouse uses were immediately next to the railroad. Farther west of the railroad, historic aerials from the 1930s and the 1950s depict a number of established residential neighborhoods developed on regular urban blocks. The first of a series of public housing projects was constructed as early as 1940 close to downtown. Two of these projects that still remain are Carver Court and Griffin Park.

Community facilities were closely tied with the city and the downtown’s history. Around the turn of the 20th Century, the area that lies just to the south of Lake Lorna Doone had scattered homes and a dirt and grass recreation field. In 1923, Tinker Field was built bearing the name of Joe Tinker, the manager of Orlando’s first professional baseball team. Next door to Tinker Field lies the Florida Citrus Bowl Stadium which was built in 1936 to hold 8,900 people and now hosts the seventh oldest college football bowl game.

Just north of the Florida Central Railroad (FCR) and east of Parramore were the County fairgrounds and softball fields. This regional recreational facility lined the southern edge of the residential neighborhood built around Lake Dot.
Post-Interstate Downtown Orlando

Downtown’s growth during the 1950s and after World War II spurred the construction of more regional links to and through the city’s core area. In the 1950s, the causeway connecting Orange Avenue to the downtown was built. Nearly ten years later in 1959, the construction of Interstate 4 (I-4) started. I-4 ran along the western edge of Downtown, paralleling the CSX railroads and further defining the barrier between neighborhoods on the west side and the core area of the city. Just south of Downtown, I-4 ran between Carver Court and its eastern neighbors.

The section of State Road 408 (East-West Expressway) through Downtown was completed in 1973. While the new expressway increased regional East-West mobility from Downtown, it, unfortunately, also negatively impacted the neighborhoods along it. West of I-4, SR 408 divided the Parramore/Holden neighborhood. East of I-4, it created Downtown’s southern edge and effectively divided the city’s core from the neighborhoods to the south. SR 408 and the interchanges along it also exacerbated I-4’s impact on Carver Court, creating additional physical challenges around this housing development.

Despite the “barrier” challenge created by the expressways and the railroad, the 1970s saw a number of public investments west of I-4. The Orlando Police Department, the Federal Courthouse, and the State Office Buildings are all located west of I-4 and have expanded extensively over time.

In terms of community venues, the City and the region continued investment to both Tinker Field and the Citrus Bowl. Expansions for Tinker Field consisted of replacing the old wooden grandstand with cinder block bleachers and increasing seating to just over 5,000 seats. The Citrus Bowl underwent two major expansions, first to 18,000 seats and later to 50,000 seats.
Downtown Growth in the Recent Past

The 1980s and 1990s saw continued growth in the core downtown area. Several mid- and high-rise office buildings were built during the 1980s, further establishing Downtown's office core. The 1990s also saw the start of Downtown's residential development boom that continues today.

In terms of community venues, tremendous public investment occurred in key facilities. The TD Waterhouse Centre was completed in 1989, expanding the Centroplex area. Although seen as benefiting the larger region as well as Downtown, the immediate neighborhoods of Lake Dot and Concord/Arlington were affected by the Centroplex's construction. A few single-family homes still remain north of the Centroplex.

The Citrus Bowl experienced another large expansion during the 1980s. From 50,000 seats, the stadium was expanded to 70,000 seats in time to host the 1994 FIFA World Cup. Orlando was one of nine US cities to host the games which attracted 300,000 spectators to the Citrus Bowl and generated more than $200 million of economic impact to the region (source: GEC World Cup anniversary homepage, http://www.g-ec.com/worldcup.html). The $38 million renovation included elevators, escalators, electrical improvements and a new playing field.

Today, Downtown is experiencing unprecedented growth. With the core central business district approaching build-out conditions, a number of redevelopment and reuse projects are underway.

Similarly, more and more developments are seen west of I-4 and south of SR 408. The succeeding pages present an analysis of the study area’s existing conditions with respect to its different land use, transportation, and urban design aspects.

Much of downtown's skyline was built in the last 30 years.
Residential Land Uses

Residential uses in the study area include the neighborhoods of Rock Lake, Lorna Doone, Callahan, Lake Dot, and Holden/Parramore. These neighborhoods are defined by largely contiguous single-family and multi-family uses surrounded by major arterial roadways and industrial uses that define their edges.

A number of high-rise condominium projects are planned or currently being built east of I-4. Some multi-family townhome and single-family infill developments are also in the planning stages in the Callahan and Parramore neighborhoods. All of these projects would bring in thousands of new residents and would require the corresponding infrastructure needs of a growing downtown population.
Large concentrations of office and retail uses can be found east of I-4. On the west side, commercial uses are located along the major corridors of Colonial, Orange Blossom Trail (OBT), Parramore, and Central. A number of new or planned projects east of I-4 have a mix of office and retail components.

The Parramore Town Center is envisioned to be a lively retail/office and residential core area centered around Parramore and Church Street.
Industrial uses are located farthest from the downtown core and along major thoroughfares such as the OBT and near the freight rail line. Along Church Street and near the Citrus Bowl, there are a number of active warehouses and other industrial uses. West of I-4, the area between Washington Street and Church Street also has a concentration of industrial uses between the Callahan and Parramore neighborhoods.

The industrial uses have originally located within the study area because of inexpensive properties, good regional access (prior to I-4, OBT was the major regional north-south road), and a concentration of regional amenities. With the advent of efficient warehousing and trucking, and increased property values, Downtown is more likely to experience conversion of industrial properties to other uses.
Institutional Land Uses

The study area includes most of Downtown’s important civic and government facilities. Churches and church-related uses line Magnolia Avenue and South Street, and are scattered throughout the Callahan and Parramore neighborhoods.

A number of new government and educational uses are planned or have recently been completed immediately west of I-4, near the existing arena location. The concentration of existing and new institutional uses in this area creates an opportunity to build on a downtown civic/educational core area.
Art and Cultural Facilities

The downtown area is the hub of cultural and arts venues in the region. Aside from the large community venues, a number of museums, art galleries and historic structures can be found Downtown. Surrounding the downtown core area are historic neighborhoods dating from the 1900s.

The Downtown Development Board and the Downtown Arts Board has defined a Downtown Arts District as a core area for implementing arts-related programs. Both downtown entities are aggressively pursuing opportunities to promote arts and cultural facilities in its first phase Downtown Arts District. Magnolia Avenue, anchored by the future performing arts center, is being promoted as the “cultural corridor” connecting downtown arts venues and linking the downtown core to its north (to the venues around Loch Haven Park).

The Citrus Bowl is located on the far west side of the study area and is isolated from the majority of arts and cultural venues in the downtown core. The master plan provides an opportunity to link the Citrus Bowl to the rest of the downtown arts and cultural facilities.
The study area encompasses several major public open spaces and recreational centers in downtown. A number of these such as Lake Eola and the Tennis Center cater to regional users. West of I-4, there are a couple of community centers that serve local neighborhoods including the Callahan and Jackson community centers.

As the downtown population grows, there is a clear need for more public recreational and park facilities to serve both the downtown residents as well as regional visitors. Although most of the downtown projects will have their own private recreational amenities, public accessible and unprogrammed park spaces are essential for Downtown to support various types of residential uses. Currently, a smaller portion of Lake Eola provides the only public open lawn space in the study area and as a result, Lake Eola is observably crowded.

The Parramore Heritage Park currently under construction will include public open space. The Parramore Heritage Park is a storm water retention project that will also provide public open space on the west side of I-4. Other opportunities for public open space should be identified as part of any new development plans in the study area. Future storm water retention ponds that are part of new projects should be designed as common park spaces whenever possible.
Block Structure

**Historical Block Structure**

Growth in the study area can be illustrated using the following series of figure-ground diagrams showing block and street patterns. These diagrams were developed based on historical Sanborn maps.

The earliest Sanborn records show the City developing along the Florida Southern Railroad corridor. On either side, development occurred north-south in regular urban block patterns. In 1892, Lake Lucerne was the southern gateway into downtown while Lake Eola defined its eastern edge.

The 1919 and 1925 maps show a mostly complete, connected street and block system, interrupted only by the large parcels that define the County Fairgrounds (prior to Centroplex development) and the Citrus Bowl and Tinker Field areas. Up until the 1950s, most of the residential neighborhoods developed around the downtown core, including those to the railroad’s west side.

Figure-ground diagrams illustrating the growth in the study area between 1892 and 1956. The system of streets and blocks that exist today were mostly in place in 1956. These streets served as the framework where neighborhoods west of the core area developed.

**Existing Block Pattern**

In the last 50 years, various public and private infrastructure investments have influenced the block pattern of the study area. The development of I-4 and SR 408 greatly impacted blocks along these two roads. The development of regional facilities including governmental buildings, community facilities and educational institutions all contributed to creating blocks that are larger than their historical precedents.

Today, a variety of block sizes and patterns defines the study area. The residential neighborhoods are made up of small blocks ranging between two and eight acres. Major community facilities (Citrus Bowl and TD Waterhouse Centre) and industrial uses form large single-use blocks that interrupt the street grid and are barriers to pedestrian walkability.
Clusters and individual pieces of vacant properties can be found in both the Holden/Parramore and the Callahan neighborhoods. This map illustrates the need for strategic solutions to help fill in the “blanks” in the urban blocks and create more stable downtown neighborhoods.

Vacant Properties

Data Source: City of Orlando GIS Data
Aerials Express

Legend

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<tr>
<td>Vacant parcels</td>
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Land Values

As expected, land values in the downtown area are highest in the core area east of I-4. West of I-4, land values taper down with properties immediately along I-4 and Colonial having the highest values. Properties around major public investments and amenities such as the Citrus Bowl, the Arena, SR 408, Rock Lake or Lake Lorna Doone have not experienced economic development impacts from their adjacent public investments and continue to have low property values.

The areas with vacant properties and experiencing the most disinvestment have noticeably lower land values than the rest of the downtown area.
Adopted in 2000, the Downtown Outlook Plan defines the vision for Downtown Orlando’s neighborhoods and activity centers. Most of the study area is within the Outlook Plan’s Parramore Heritage Planning Area and the Central Business District Planning Area.

For the Parramore area, the Outlook Plan calls for strengthening existing neighborhood uses and encouraging reinvestment by providing key public amenities such as parks, schools and introducing new street connections. The Outlook Plan envisions the Central Business District growing beyond its office-oriented core area and becoming a family-oriented, mixed-use Downtown.

Downtown Outlook Plan – Recommended Character

Downtown Core
Downtown Edge
Neighborhood Mixed-Use
Neighborhood General
Business Enterprise
Civic
Park/Open Space
Lake
CRA Boundary
Orange Blossom Trail CRA
Street Deletions
Proposed Roads

Legend

Downtown Outlook Plan – Recommended Heights

The Outlook Plan allows for high intensity uses within the Central Business District, with height limits set only by the FAA requirements.

West of Division Avenue, the Outlook Plan prescribes up to seven-story structures east of Parramore Avenue and outside of the TD Waterhouse Centre area. West of Parramore Avenue, the neighborhoods of Lake Dot/Concord, Callahan and Parramore are limited to three-story structures, except along the Church Street and Central Avenue corridors.
The study area is serviced by a series of arterials, secondary, and local streets. Interstate 4 bisects the study area and SR 408 forms its southern edge. Both the east-west and the north-south arterials are interrupted by the two major community facilities and the railroad. The pair of Anderson and South Streets terminate at the Citrus Bowl while Terry and Division Streets also stop south of the TD Waterhouse Centre. West of I-4, there are limited north-south roadways that connect the study area north of Colonial Drive. West of Orange Avenue, the first north-south link in the study area, Westmoreland Drive, is a mile away.

The 408/I-4 interchange is undergoing reconstruction to allow for more direct connection between the highways. The interchange’s ramp reconfiguration might provide opportunities to reconnect local roadways east and west of the interchange.
Most of the major downtown area streets accommodate pedestrians and bicyclists at a minimum/basic level (some sidewalks and cross walks at intersections). However, quality pedestrian facilities (continuous sidewalks with adequate width, street furniture, frequent cross walks, and streetscape) are lacking in most areas except in the key downtown core area. Other design qualities of specific downtown streets such as South Street, Anderson Street, Washington Street and Robinson Street encourage vehicle speeds and driving behavior that are unsafe for pedestrians.

A system of on-street bicycle routes and a multi-use trail along the CSX rail corridor that connect to the proposed Dinky Line trail (near the Loch Haven Park) are being evaluated for the downtown area. A field inventory of major streets and their associated pedestrian facilities can be found in the succeeding pages.
Existing Street Cross Sections
The following pages summarize findings from field survey on existing conditions of major streets. Existing street cross sections provide a framework for recommendations on streetscape, traffic calming and other transportation and land use strategies that will be part of the master plan.

Key Map

Amelia Street is one of the gateways into the Centroplex.

Amelia Street is one of the gateways into the Centroplex.

Amelia St. - West of Parramore Ave.

Amelia St. - East of Parramore Ave.

Amelia St. - South of Church St.

Parramore Ave. - North of Amelia St.

Parramore Ave. - North of Church St.

Parramore Ave. - South of Church St.
### Key Map

1. Livingston St. - West of Parramore Ave.
2. Central Blvd. - West of I-4.
3. Livingston St. - East of Parramore Ave.
4. Church St. - West of Parramore Ave.

### V Study Area Context

- **Livingston St. - West of Parramore Ave.**
  - Varies: Travel Lane, sidewalk, R.O.W.
  - Varies: Travel Lane, sidewalk, R.O.W.
  - Ranges between 24'-40"
  - Varies: 2'-0" to 2'-0"

- **Central Blvd. - West of I-4.**
  - 10'-0" 10'-0" 10'-0"
  - 8'-0" 6'-0" 8'-0" 8'-0"
  - Travel Lane, sidewalk, R.O.W.
  - Travel Lane, sidewalk, R.O.W.
  - Travel Lane, sidewalk, R.O.W.
  - Travel Lane, sidewalk, R.O.W.

- **Livingston St. - East of Parramore Ave.**
  - 10'-0" 10'-0" 10'-0"
  - 8'-0" 6'-0" 8'-0" 8'-0"
  - Travel Lane, sidewalk, R.O.W.
  - Travel Lane, sidewalk, R.O.W.
  - Travel Lane, sidewalk, R.O.W.
  - Travel Lane, sidewalk, R.O.W.

- **Church St. - West of Parramore Ave.**
  - 12'-0" 12'-0" 12'-0" 12'-0"
  - 80'
  - 4'-0" 10'-0" 6'-0" 5'-0" 4'-0" 4'-0"
  - Turn Lane, Travel Lane, Travel Lane, Bike Lane, Bike Lane, sidewalk, Travel Lane

- **Central Ave. looking east towards Downtown.**
- **New streetscape along Central Avenue just west of I-4.**
- **Poor pedestrian environment along stretches of Church Street.**
- **Lack of street trees along Central Avenue.**
- **Church Street looking east towards Downtown.**
South Street's one-way configuration encourages vehicle speeds and volumes that are not conducive for pedestrian travel.

South St. - West of I-4.

South St. - East of I-4.

Anderson St. - West of I-4.

Anderson St. - East of I-4.

West of I-4, Anderson Street lacks street trees and pedestrian-scale lighting.

Around I-4, Anderson Street has a highway-like/ramp-like character.

South Street east of I-4.

V Study Area Context
Tampa Avenue bounds the western side of the Citrus Bowl. North of SR 408, it functions as a secondary street and transitions to become a residential street north of Central Avenue.

East of Parramore, Washington Street is a 30 mph two-lane residential street. West of OBT, Washington Street is designed as a four-lane wide roadway with high vehicle speeds and volumes.
V Study Area Context

Key Map

Magnolia Ave. - North of Anderson St.

Lake Lucerne Circle

Magnolia Ave. - South of Anderson St.

Magnolia Avenue currently ends south of Anderson Street at a surface parking lot.

Magnolia Avenue currently ends south of Anderson Street at a surface parking lot.

Frequently used on-street parking along Lake Lucerne Circle.
The CSX Transportation (CSXT) and Florida Central Railroad (FCR) rail lines run through the heart of the study area. Both have active rail operations with frequencies of up to 110 trains per week on the CSX line and up to 22 trains per week on the FCR line. The FCR rail corridor bisects the Callahan neighborhood and creates a barrier along the southern side of the TD Waterhouse Centre complex. The CSX rail line reinforces the barrier created by I-4, bisecting the downtown area into two.

In 2003, a feasibility study was commissioned by the FDOT to study the feasibility of rerouting of CSX rail traffic in the downtown area. The study proposed various rerouting options including rerouting current downtown CSX traffic to an existing CSX line west of the city. No final recommendations have been made by the FDOT on this proposal.
Transit Infrastructure

The downtown area is served by existing Lynx bus and Lymmo service. A number of transit expansion proposals are currently in various planning stages and feasibility assessments.

The proposed $420 million, 60 mile-commuter rail project follows the existing CSX railroad tracks and would connect DeLand to Kissimmee. A proposed $1.3-billion, 22-mile light rail project would extend from Altamonte Springs to the Orange County Convention Center at Sea World Orlando. Through Downtown, it would run along Garland Avenue and would have a station near the LYNX Central Station.

There are also preliminary discussions for extending Lymmo service east and west into Parramore and Thornton Park, and north and south to serve Florida Hospital and Orlando Regional Health Center.

Legend

- Commuter Rail
- Light Rail
- Lymmo expansion
- Lymmo
- Freight rail
- Existing Transit Service
- Bus Routes
- Planned Transit Service

V Study Area Context

Lymmo provides free service around the downtown core and the Centroplex area.

The proposed commuter rail alignment runs along existing CSX rail line.

The recently completed Lynx Central Station is the hub of the region’s transit facilities. Both the commuter rail and light rail projects have proposed stops at the Lynx Central Station.

The downtown area is served by Lynx and Lymmo buses. The Lynx bus system connects downtown Orlando to the rest of Orange County, and Seminole and Osceola Counties.
Existing Parking Supply

There are three main concentrations of parking supply in the study area: around the downtown core area of Church Street and Orange Avenue, around the TD Waterhouse Centre, and around the Citrus Bowl. There are more than 30,000 parking spaces within the study area, excluding on-street parking spaces and small private lots. The Citrus Bowl is served by 6,500 spaces including event parking spaces in the Jones High School campus and around Lake Lorna Doone. The TD Waterhouse Centre is served by around 3,100 spaces including the County School Board garage.

The development of more compact urban community venues would rely on the ability for multiple venues to share existing parking facilities and to utilize existing public and private parking facilities. Additionally, the existing and proposed Lymmo service would provide a wider service area reach for existing parking supply, increasing the pool of potentially usable spaces to serve the community venues.
Parking Garages

Parking garages serve a large portion of the parking needs of the downtown area. Within the study area, more than 21,000 parking spaces are in garages. Understanding the location of parking garages is important for this master planning effort since garages supply more parking spaces per land area compared to surface lots. Garages are also less transitional and considered a bigger infrastructure investment compared to surface lots.

This map illustrates that Downtown’s largest concentration of existing “fixed” parking spaces is along the Church Street corridor just east of I-4. New community venues would greatly benefit from shared parking opportunities with existing office uses around this area.
Social Infrastructure

Social infrastructure includes social service-providing entities (non-profit, church groups, etc.) and the federal, state and city offices that serve the population needing the most social services. Downtown has a high concentration of social services relative to the rest of the region. The neighborhoods of Parramore/Holden, in particular, are home to a number of social service organizations.

Most of these infrastructure elements have established relationships with each other and are dependent on the presence of other supporting elements, such as public transit service and other Downtown-provided services.

Legend

Government Buildings
Religious Institutions
Other Social Services

Major Social Services
1 Salvation Army
2 Women’s Center
3 Lynx Central Station
4 County Court House
5 State Buildings
6 Public Housing
7 Juvenile Detention Center
8 Coalition of the Homeless
9 Federal Court House
10 Union Rescue Mission
11 Christian Service Center
12 Orange County Health Dept.
13 Carver Homes
14 Griffin Park

Utility Infrastructure

An understanding of the utilities within the study area helps minimize impacts to existing infrastructure and allows for maximizing their use. Except for storm water and chilled water, the existing downtown systems are adequate to support new developments with appropriate minimal improvements.

Any new development in the Centroplex or the Citrus Bowl area might require additional storm water retention needs and potentially offer the opportunity to create a common storm water retention pond such as that of the Parramore Central Pond. According to OUC, a similar opportunity exists for expanding chilled water service if demand is substantial and warranted. Providing common community infrastructure elements relieves on-site infrastructure requirements and provides additional development incentives.
Study Framework and Development Principles

Central Florida and Downtown Orlando are dynamic environments. It is vital that the urban fabric of Downtown Orlando and its surrounding neighborhoods be enhanced, not burdened, by new public investment. As part of the community venues master plan, a set of guiding principles has been developed from the study area physical assessment and stakeholder interviews. This set of principles will guide future decisions and public investment related to the community venues so that Downtown Orlando and its surrounding neighborhoods can absorb additional public investment and its corresponding economic growth without compromising their physical, social, and economic quality of life.

These principles, outlined below, will provide guidance as the City evaluates potential community venue locations, considers specific development scenarios around each community venue, and develops appropriate physical, regulatory, and financial implementation tools.

These principles support various on-going planning projects that the City is undertaking, including the “Activate Orlando” program and the Parramore Town Center Plan. “Activate Orlando” is a five-year planning effort being implemented in partnership with the national Active Living by Design program. Through this project, the City aims to promote innovative strategies in terms of urban design, land use, and transportation policies so that Downtown can better accommodate and encourage active living.

Connect and Strengthen Neighborhoods

Any community venues initiative should be coupled with strategies to help strengthen existing residential neighborhoods. New development should minimize and mitigate for impacts to neighborhoods.

Existing neighborhoods should be encouraged to grow to include low to medium-density residential uses. These uses can grow in current vacant, infill opportunity-areas to tie isolated neighborhoods of Callahan, Parramore and Lorna Doone together.

Leverage Community Assets to Build Vibrant Activity Centers

The scale and intensity of new developments should match the level of public infrastructure investments in an area. In the core area of the Downtown CRA and east of Parramore Avenue, most of the infrastructure required for high intensity development is already in place. This area is therefore expected and encouraged to develop in a high-density, mixed use urban form.

Where the Lymmo extension is proposed, along major arterial roadways such as OBT, and around the Citrus Bowl, medium- to high-density development should be encouraged.
Celebrate and Strengthen Arts and Cultural Amenities
The community venues should be part of the network of cultural and arts facilities downtown. Building on the Downtown Arts District and the Downtown Arts Corridor, redevelopment efforts for the community venues should include strategic linkages of these venues to each other and to other downtown arts and cultural facilities.

The Church Street Corridor offers a great opportunity to link the Citrus Bowl to the rest of the downtown cultural venues.

Build Great Streets
Streets form a majority of the system of public realm (publicly-accessible spaces) in the study area. The master plan should capitalize on this asset and seek to enhance them to become true public open space. Although pedestrian comfort and safety should be a consideration on all downtown area streets, streets connecting key public facilities should have the highest quality streetscape and pedestrian amenities. The master plan should also seek to develop pieces of street network, that, when connected, allow for more flexible development patterns and multiple vehicular and pedestrian routing options.

Realize a Good Return on Public Investments
This principle seeks to address the trend of private disinvestment west of the interstate through new community infrastructure such as the Lymmo expansion, the West Church Street streetscape, and improvements on each of the community venues.

The benefits from each of these projects should not be internalized within each venue but should help improve the entire community, facilitating the highest and best use of properties adjacent to the projects.

Improve Walkability in Core Retail Areas
The pedestrian environment should be treated with the highest standards in downtown’s activity centers and retail areas. In these core areas, adequate streetscape and pedestrian amenities should be provided. Policies and guidelines should encourage active ground floor uses and ensure buildings have appropriate pedestrian orientation, scale, and interest.
Maximize Use of Existing Parking

New community venues should capitalize on existing parking resources, particularly more permanent and large-scale parking infrastructure. The master plan should encourage mixed-use developments that share parking among uses with varying peak periods of parking need.

Accommodate Alternative Modes of Transportation

The master plan should provide for the use of multiple modes of travel, capitalizing on existing and planned future transit service and improved walking and bicycling environments.

Design Regional Facilities as a Good Neighbor

Regional-serving facilities including the community venues, the highways, the railroad and major social service facilities should be designed with consideration to their local contexts. The regional facilities should be designed with site and building design details that internalize negative impacts (noise, visual, etc.) and maximize benefits to the community where they are located (access, aesthetic, development interest, etc.).