

**CITY OF ORLANDO:**  
**A Case Study in the Coordination of  
Land Use and Transportation**

---

Ruth L. Steiner  
University of Florida

# Outline of Presentation

---

- ◆ The Planning Context of Orlando
- ◆ New Urbanism/Neo-traditional Development
- ◆ New Urbanism in the City of Orlando
- ◆ Background on Orlando
- ◆ Transportation Investments in Downtown Orlando
- ◆ New Development in Downtown
- ◆ Final Observations

# Lessons from Redevelopment of Downtown Orlando

---

- ◆ Redevelopment Effort has been
  - Continuous, Consistent and Evolving
  - Based Upon a Common Vision
  - Developed through Major Public Participation Plan
  - With Realistic Financing Plan; and
  - Defined Roles for Public and Private Sector
- ◆ City Uses Transportation Investments to Support Development
  - Connectivity/Lymmo System
  - Pedestrian Improvements

# Planning Context of Orlando

---

- ◆ Florida Growth Management Acts (1972 - )
  - Developments of Regional Impact
  - Local Comprehensive Planning (1975, 1985)
  - Coordination of Public Facilities and Services with Development (Concurrency (1985, 1992, 1993, 1999))
  - Sustainable Communities Initiative (1996)

# Planning Context of Orlando

---

- ◆ Local Redevelopment Plans for Downtown
  - 1970s: Citizens Pass a Referendum Creating Special Tax District; Downtown Development Board (DDB) created; Central City Plan
  - 1980s: Community Redevelopment Plan; Community Redevelopment Agency; Tax Increment District created; Meter Eater; Bob Carr Performing Arts Center; O-rena; Church Street Market; Farmer's Market at Lake Eola
  - 1990s: Downtown Redevelopment Plan; Neighborhood Revitalization begins; Mixed use center in Thornton Park; City Hall, Courthouse, SunTrust; Nations Bank; First Union; CNL, and Capital Plaza
  - 2000s: Downtown Outlook Plan

# Planning Context of Orlando

---

- ◆ 2000s: Downtown Outlook Plan: “A place for families and individuals to live, work and enjoy”
- ◆ Community Participation:
  - Horizon 2000 Downtown Summit (3-day event with 2,000 invitees)
  - Quarterly Newsletter
  - Internet website
  - Neighborhood Meetings
  - Community Meeting
- ◆ Themes: Community Character; Family Connections; Getting Around; Market Potential

# The New Urbanism In Orlando

---

- ◆ Downtown Orlando is the Perfect Context for New Urbanism because it has Many Traditional City Characteristics (Connectivity, Diversity, Community)

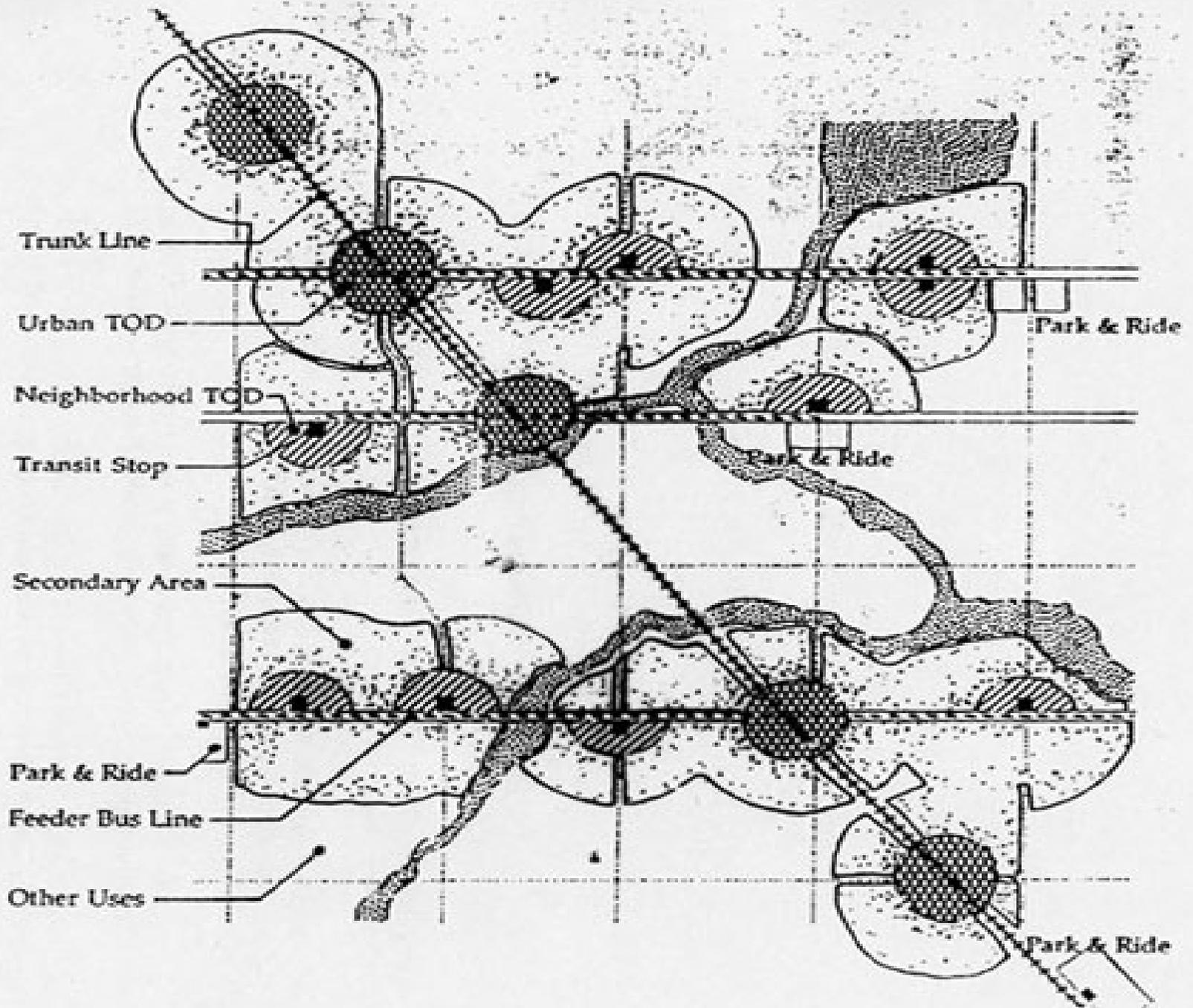
AND

- ◆ The Old Downtown Was Not Destroyed by Modernist Planning Projects

# The New Urbanism – Connectivity

---

- ◆ To the Regional Transit Network
- ◆ Connected Traditional or Modified Grid Street Pattern
- ◆ Integration of Social, Economic and Ecological Principles



# URBAN CONNECTIVITY

## Neo-Traditional Street Layout vs. Suburban-Style Street Layout

Neo-Traditional  
Layout Provides:

- ◆ Adjacency of Land Uses
- ◆ Connectivity for All Modes
- ◆ Transportation Choices



# The New Urbanism – Diversity

---

- ◆ Mix of Uses  
(Residential, Retail, Commercial, Office)
- ◆ High Density Core Surrounded By Lower Density Housing
- ◆ Mix of Housing Types for Mix of Household Types and Income Levels

# The New Urbanism – Community

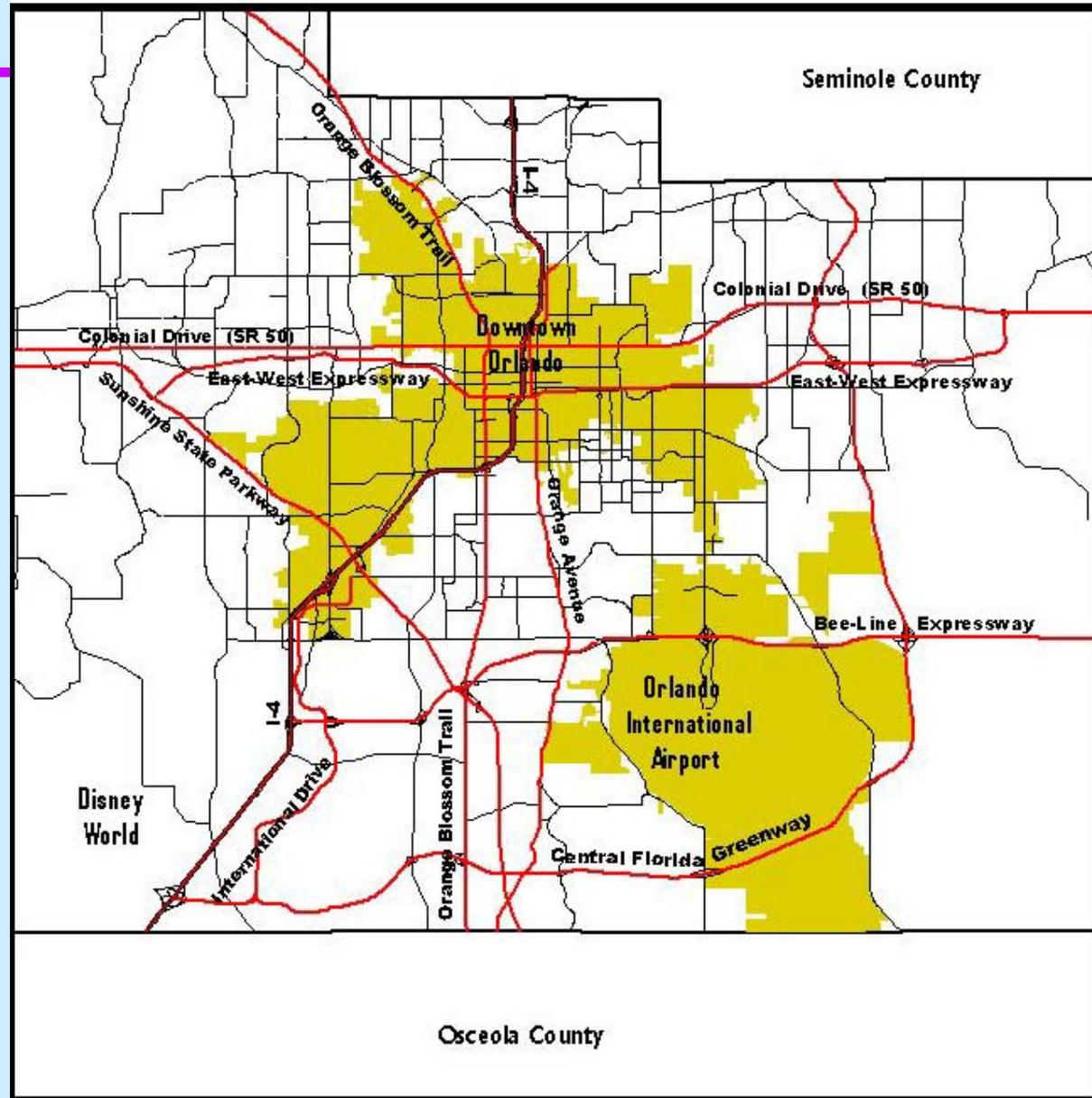
---

- ◆ Bounded Neighborhoods with Strong Centers
- ◆ Pedestrian Oriented Environments (fine grain of development detail - porches, street trees, etc.)
- ◆ Public Open Spaces that are “Formative” Rather than Residual

# Development Context – The City of Orlando

---

# Location...



# History...

## Orlando Circa 1875



## Orlando 1930



## Orlando 1950



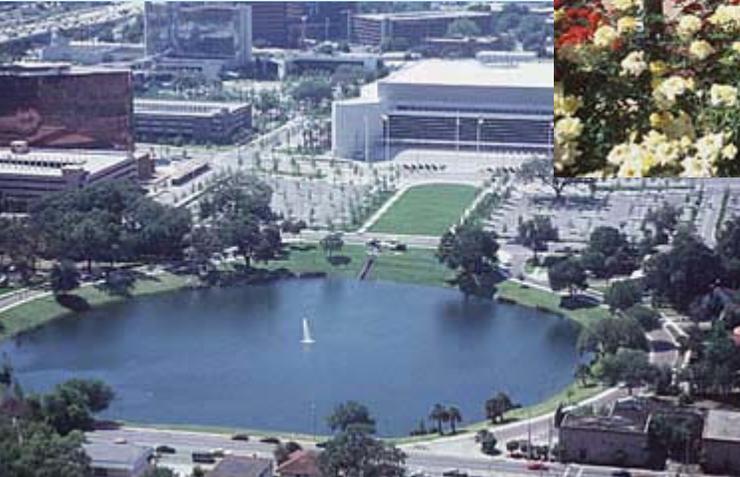
# A Condition of Urban Decay

1970's Orlando



# TODAY: A Cultural and Entertainment Center

---



# TODAY: A Government Center

---

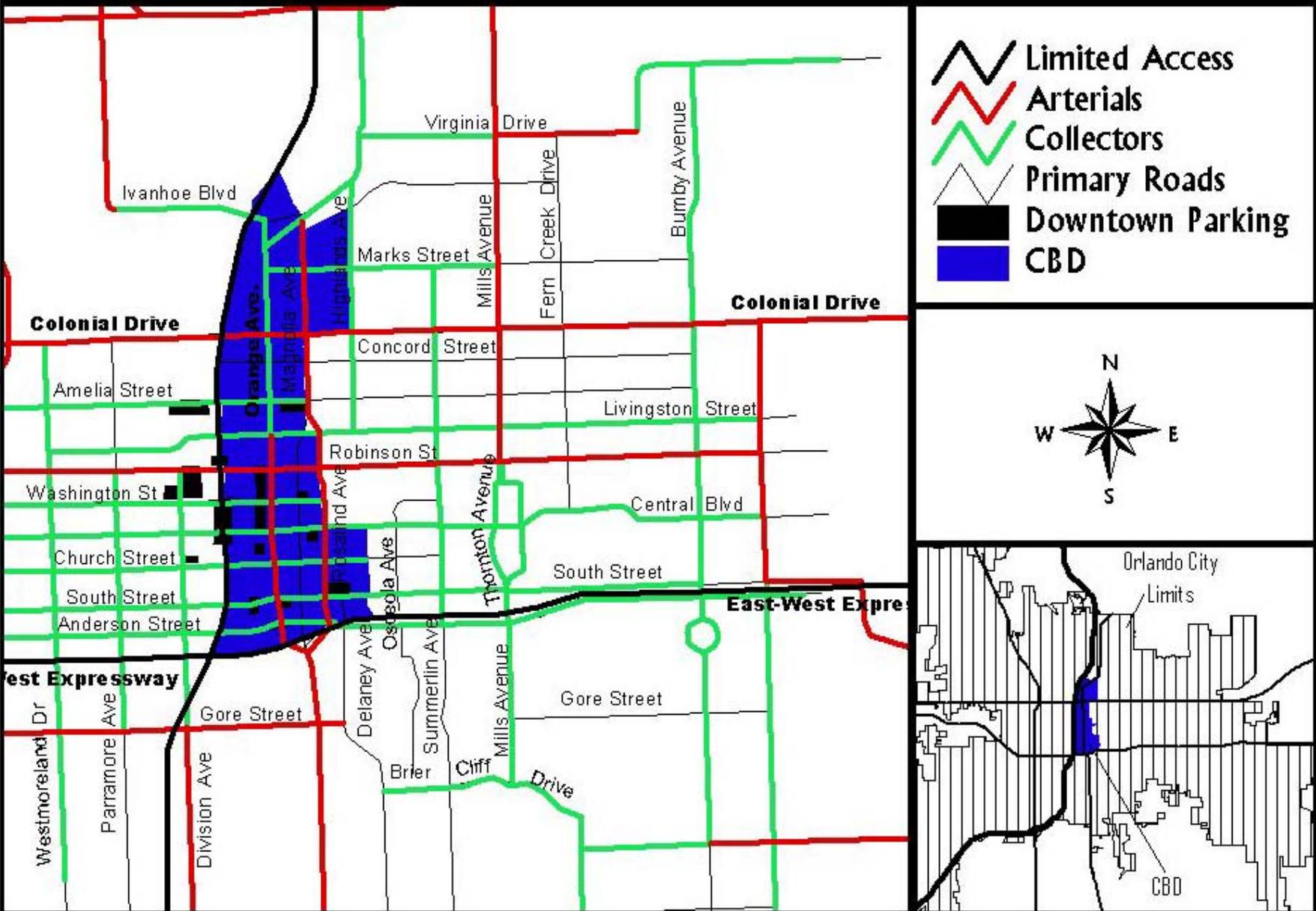


# Vital Characteristics of Downtown Orlando

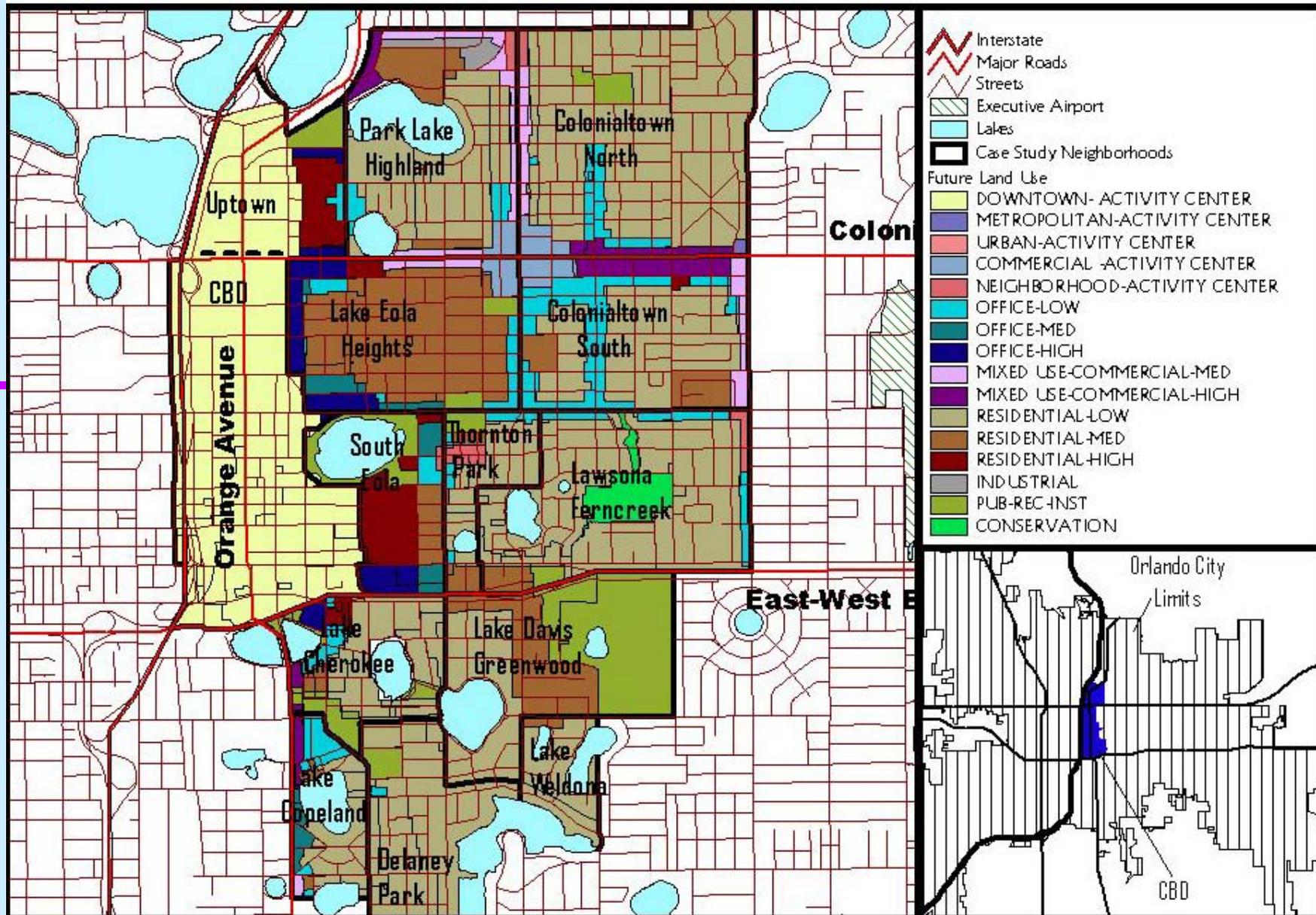
---

- ◆ Interconnected Streets
- ◆ Mix of Land Uses
- ◆ Strong Neighborhoods
- ◆ Public and Open Spaces
- ◆ Pedestrian Environments
- ◆ Transit Infrastructure

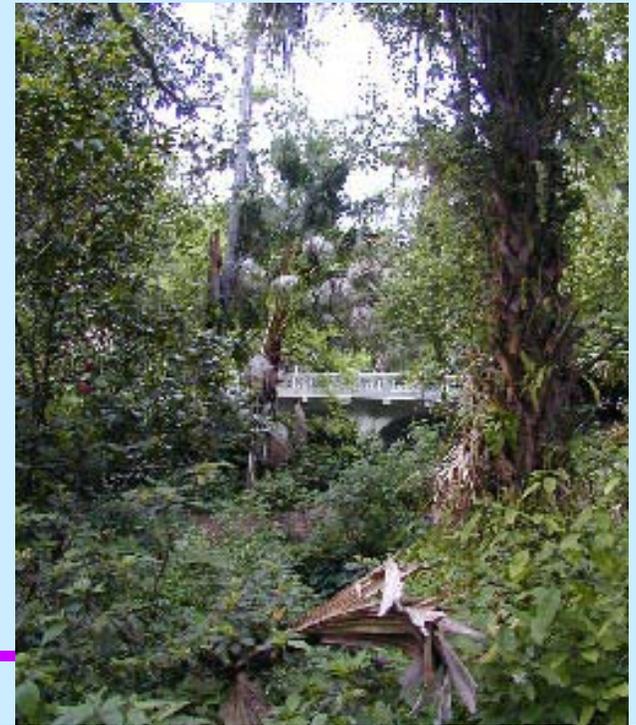
# Interconnected Streets



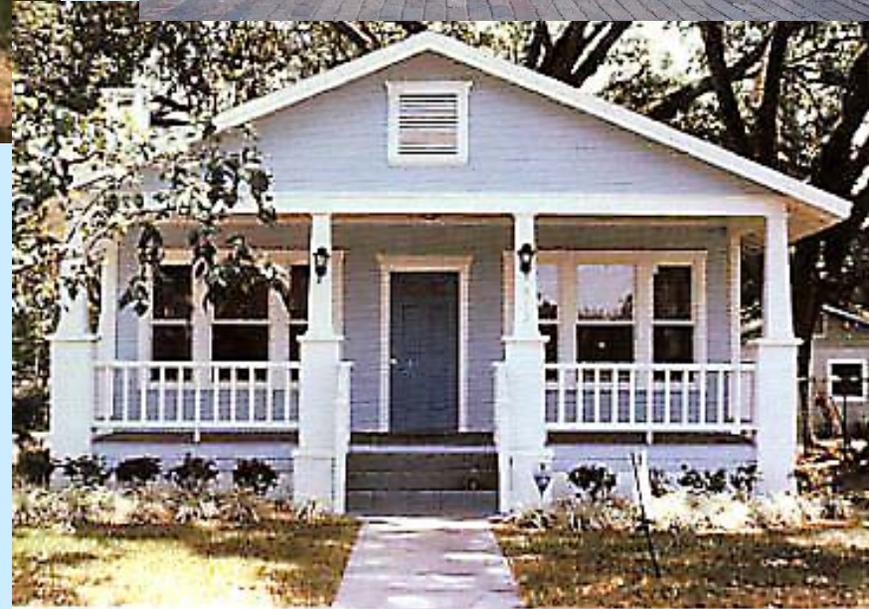
# Mix of Land Uses



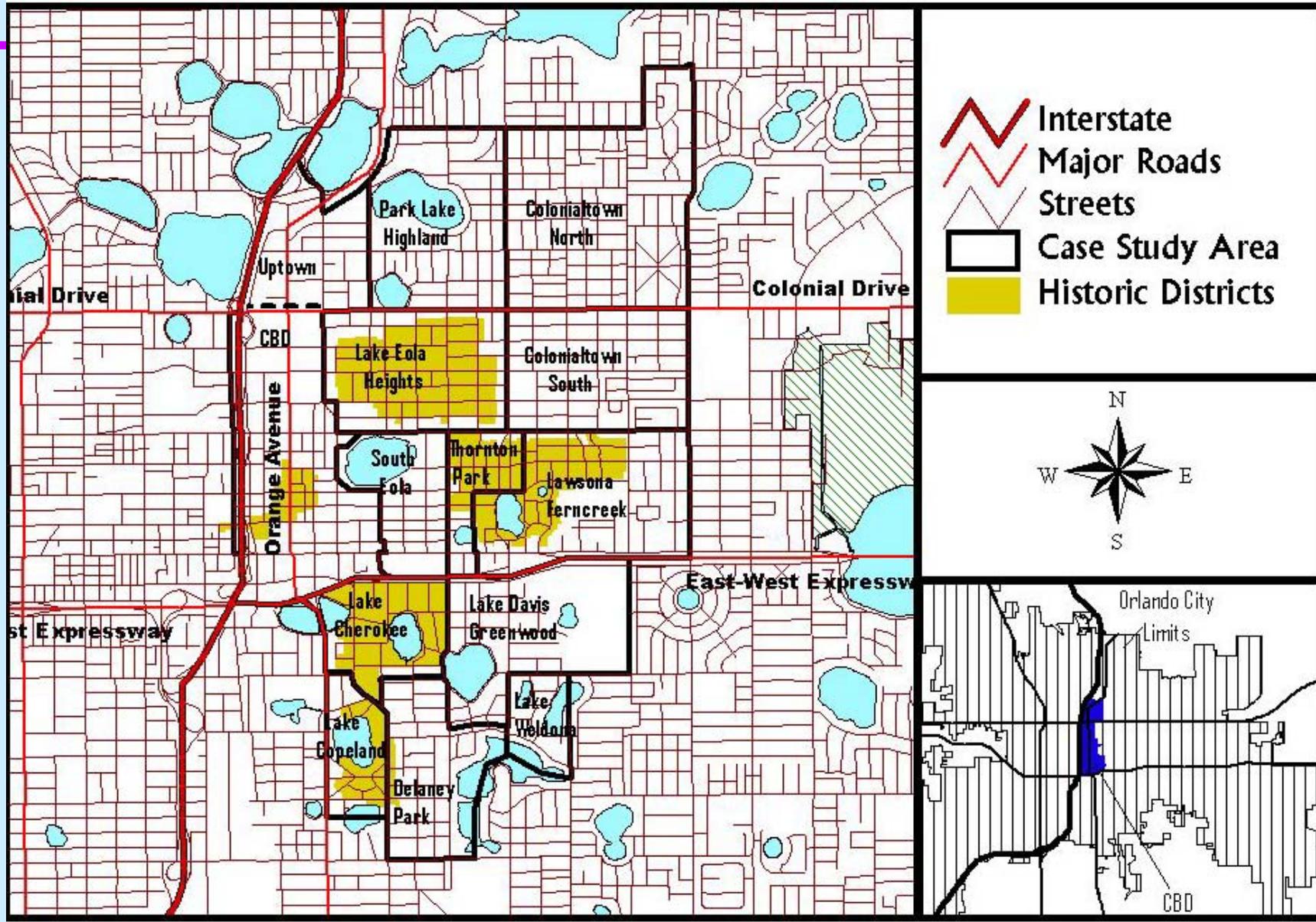
# Strong Neighborhoods



# Historic Neighborhoods



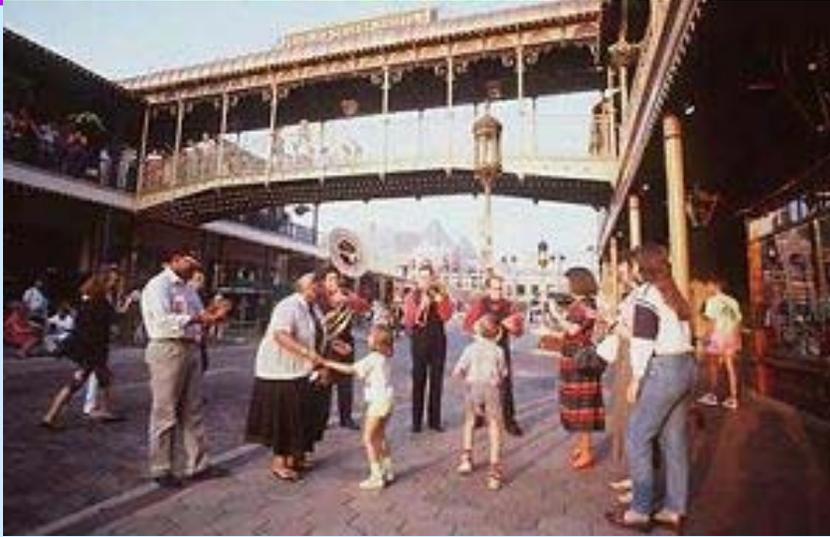
# Downtown Historic Districts



# Public and Open Spaces



# Good Pedestrian Environments



# Investments in Transportation

---

# Pedestrian Improvements

---



Orange Avenue



# Pedestrian Improvements



Wall Street

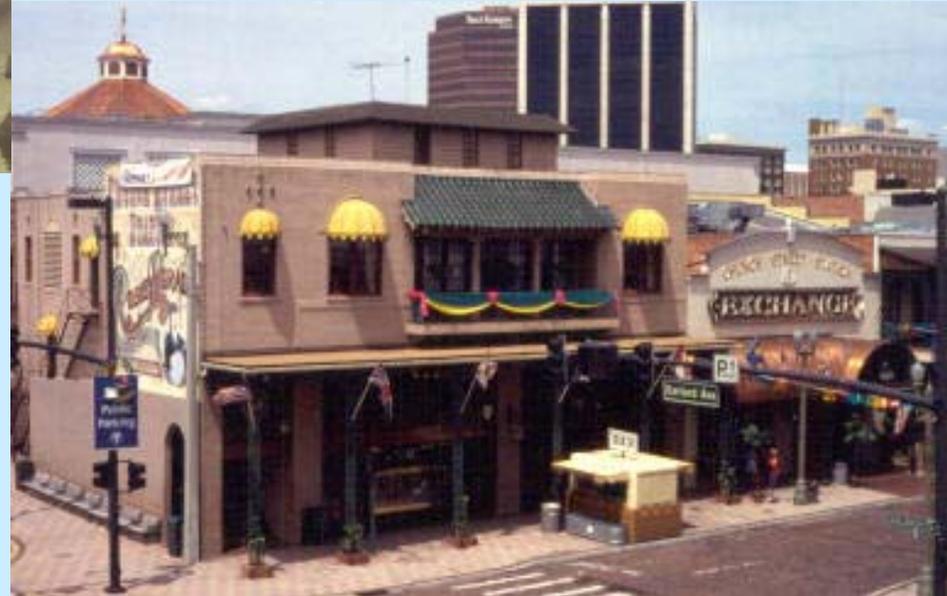


# Pedestrian Improvements

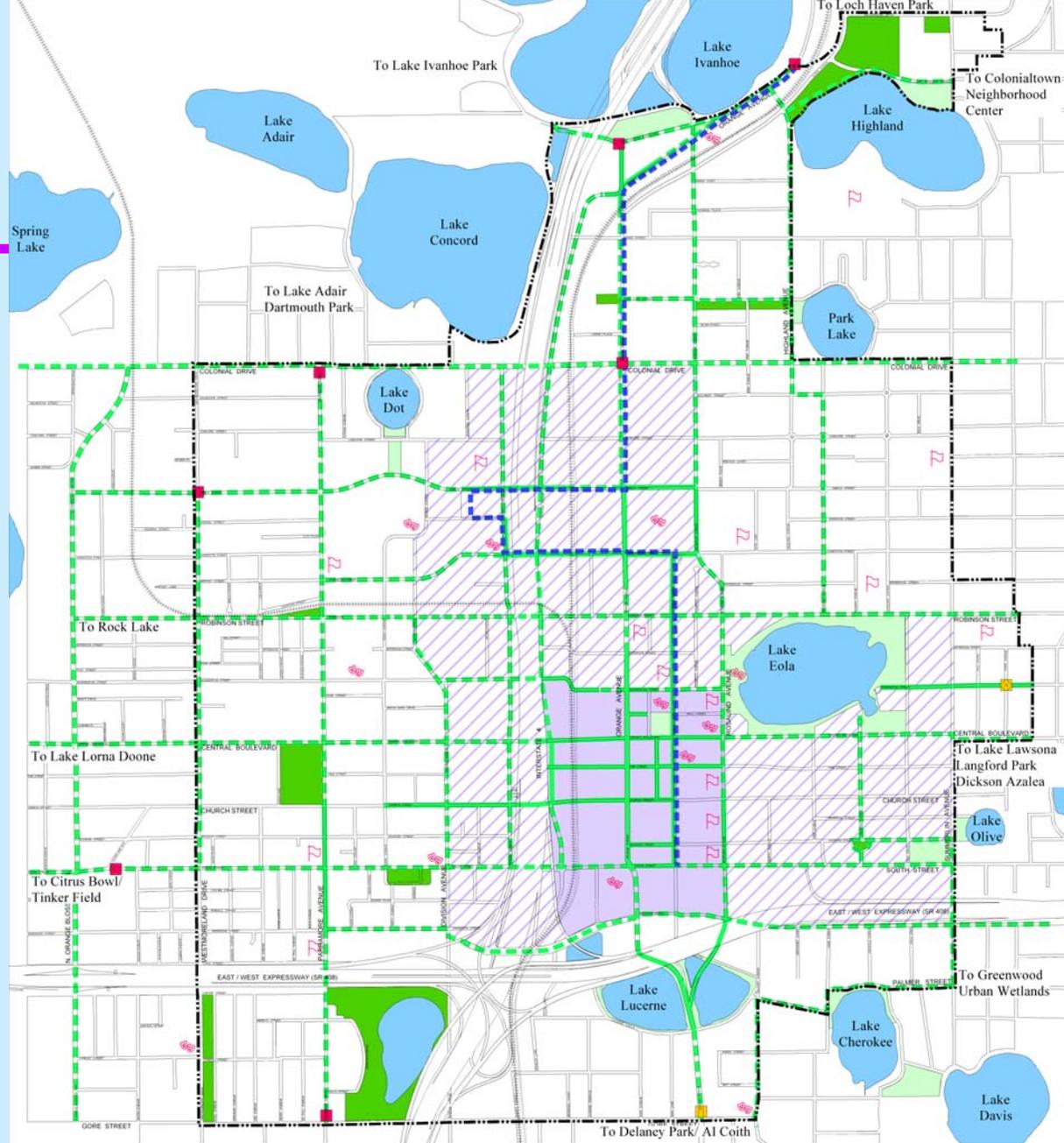
---



**Church Street**



# Planning for Pedestrian Connectivity

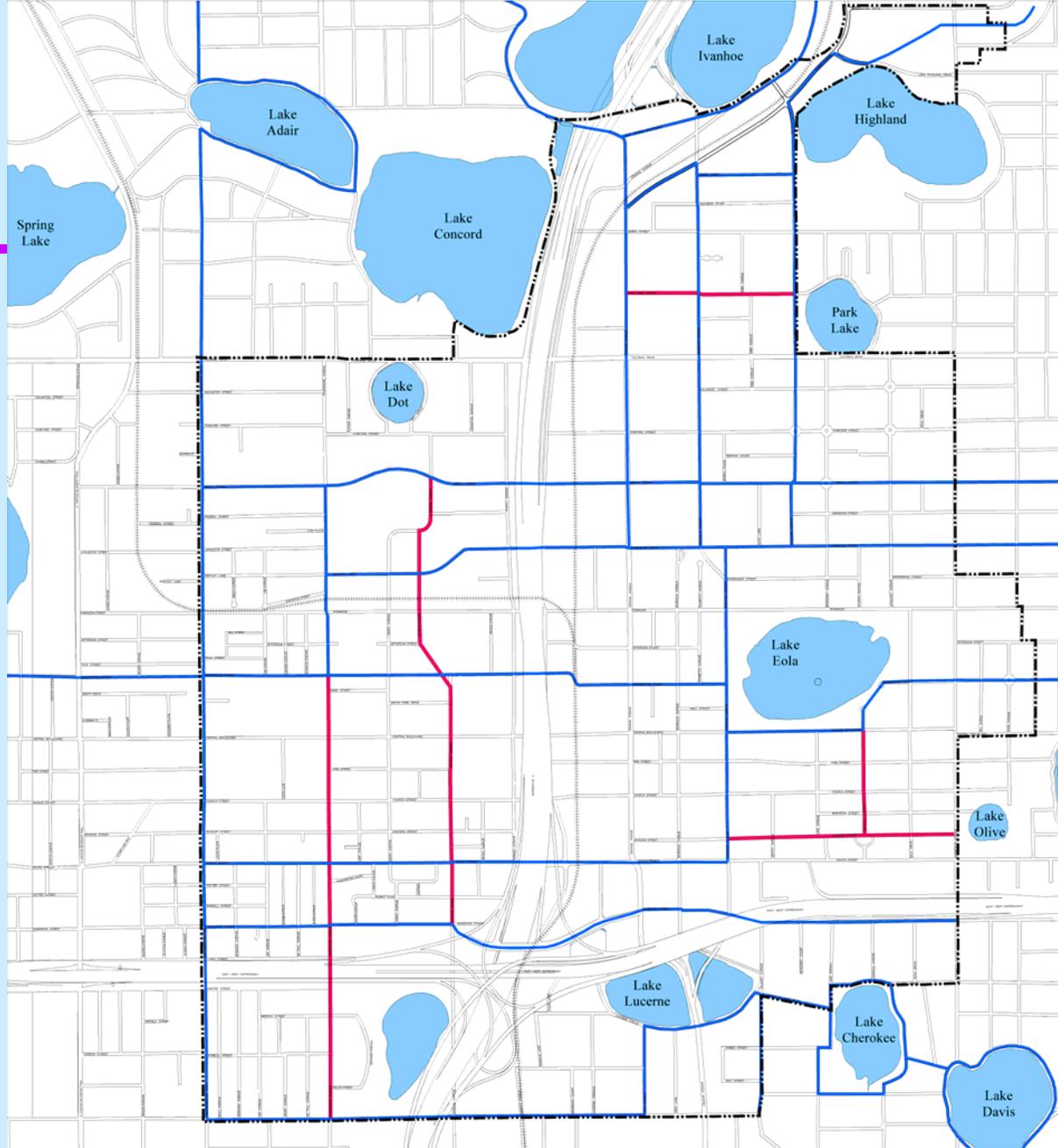


## Legend

- |  |                        |  |                                  |  |                              |  |                   |
|--|------------------------|--|----------------------------------|--|------------------------------|--|-------------------|
|  | Existing Green Links   |  | Existing Parks / Open Space      |  | Cultural Corridor            |  | Existing Gateways |
|  | Proposed Green Links   |  | Proposed Parks / Open Space      |  | Cultural / Civic Attractions |  | Proposed Gateways |
|  | Downtown Arts District |  | Proposed Arts District Expansion |  | Major Schools / Churches     |  |                   |



# Planning for Bicycle Connectivity



## Legend

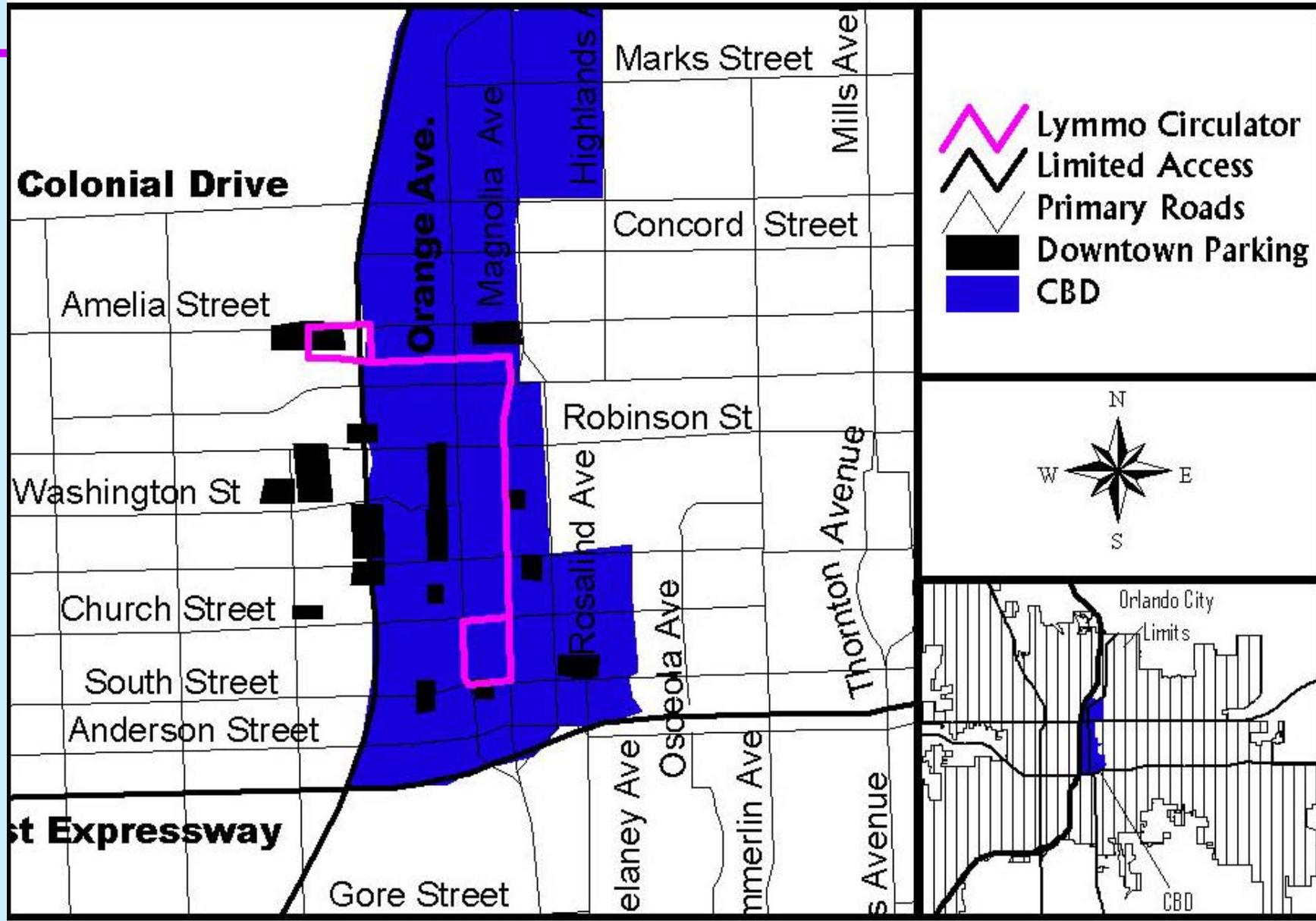
- Proposed City of Orlando Bikeway Plan
- Proposed CRA Bikeway Additions
- - - CRA Boundary

# Transit Investments – Lymmo

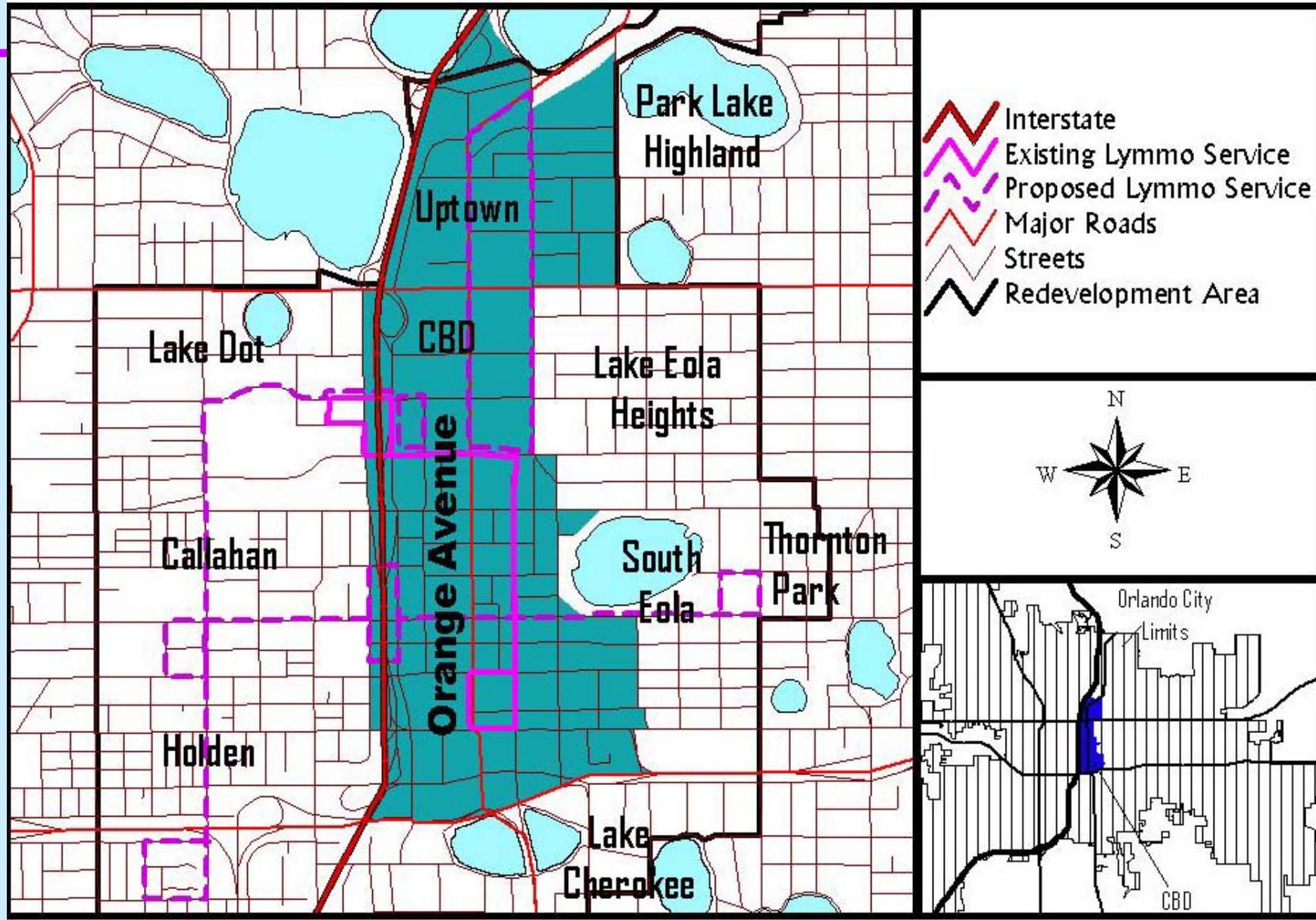
---

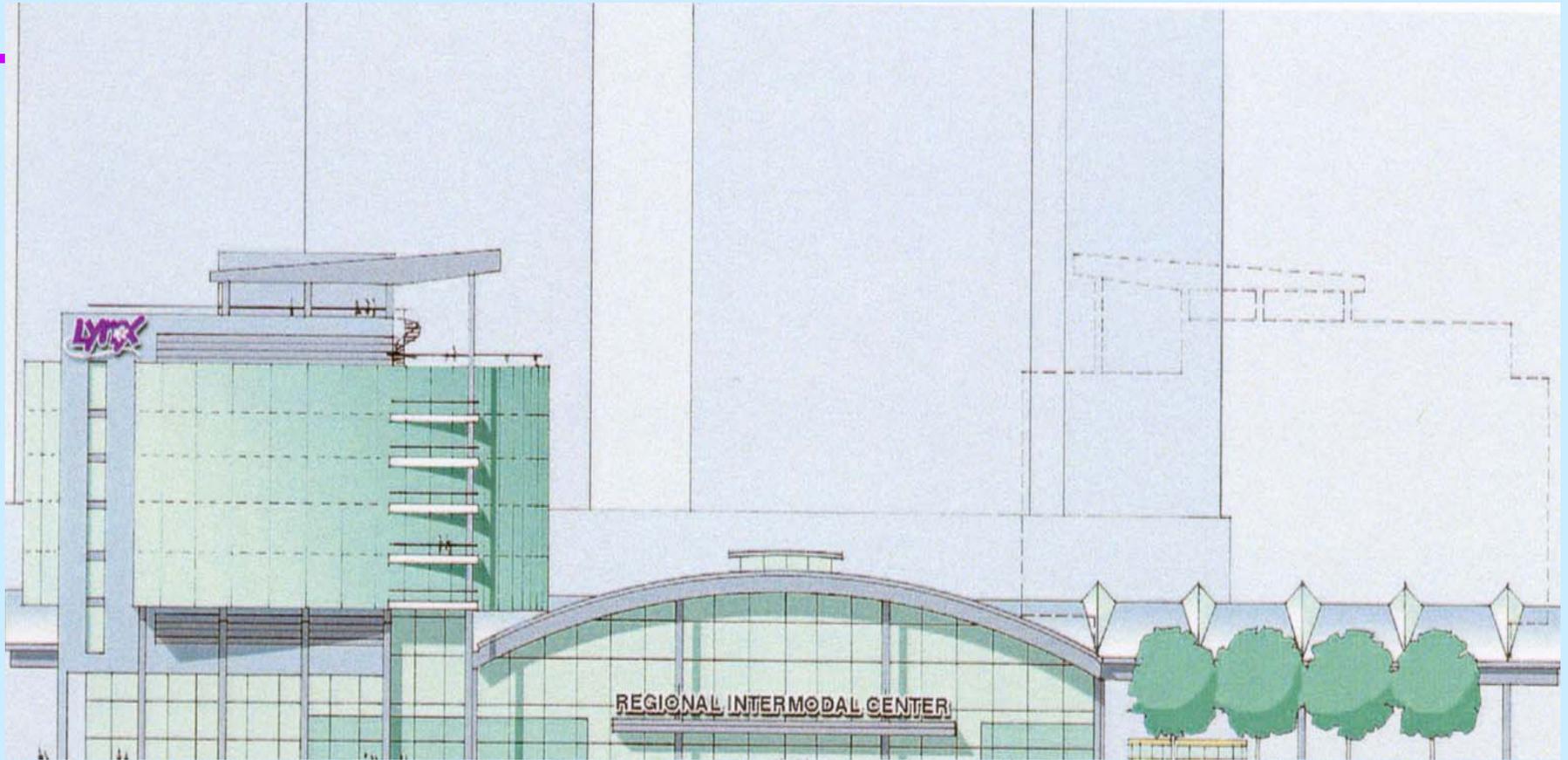


# Lymmo Service and Downtown Parking



# Existing and Proposed Lymmo Service



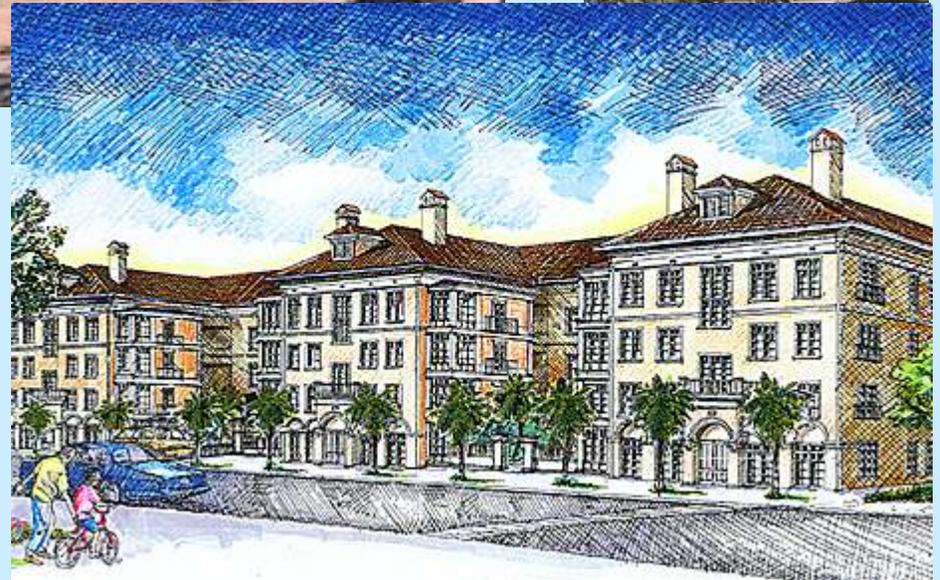
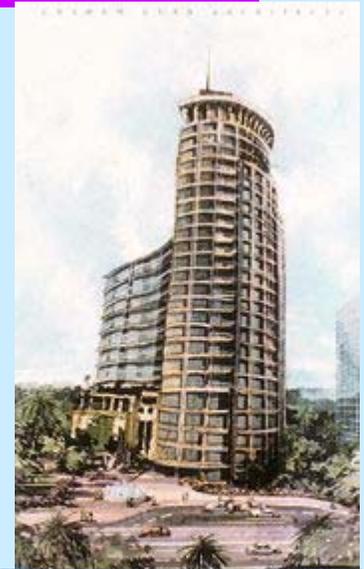


**Downtown Orlando Inter-Modal Transit Terminal**

# New Development in Downtown Orlando

---

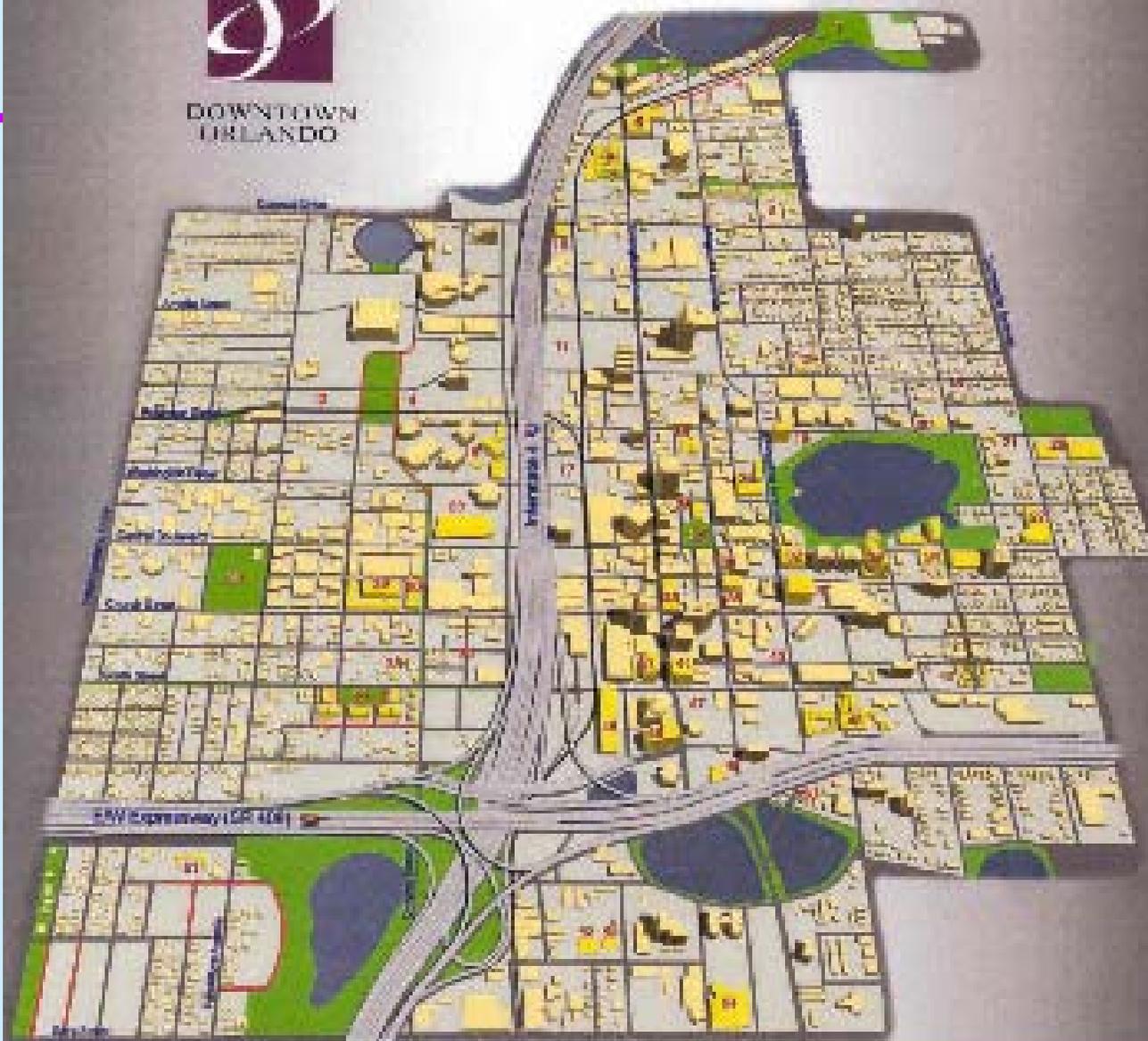
# A Redeveloping Downtown



# Current and Proposed Projects



DOWNTOWN  
ORLANDO



# Office Development

---

**CNL Center**





**Capital Plaza I & II**



**Lincoln Plaza**

# Hotel Developments

**New Construction**

**417 units**

---



**Embassy Suites Hotel**



**Westin Grand Bohemian Hotel**

# Renovation

**Four Points Sheraton 290 units \$9 million**

---



# Residential Development



**Echelon @ Cheney Place**



**Waverly Apartment Tower**

# Renovation/Adaptive Re-use

Renovation/Adaptive Re-Use 144 units \$20 million



Post Parkside



## Single family homes



# Civic Facilities Completed

## Orange County Regional History Center





**Gallery at Avalon Island**

**Oval Gallery**





**LAKE HIGHLAND - 1760 students**



**ST. JAMES - 396 students**



**HOWARD MIDDLE SCHOOL  
897 students**



**NAP FORD COMMUNITY SCHOOL  
91 students**

# Mixed Use Developments

---



**Thornton Park Central**





## Ruth Court



# Totals

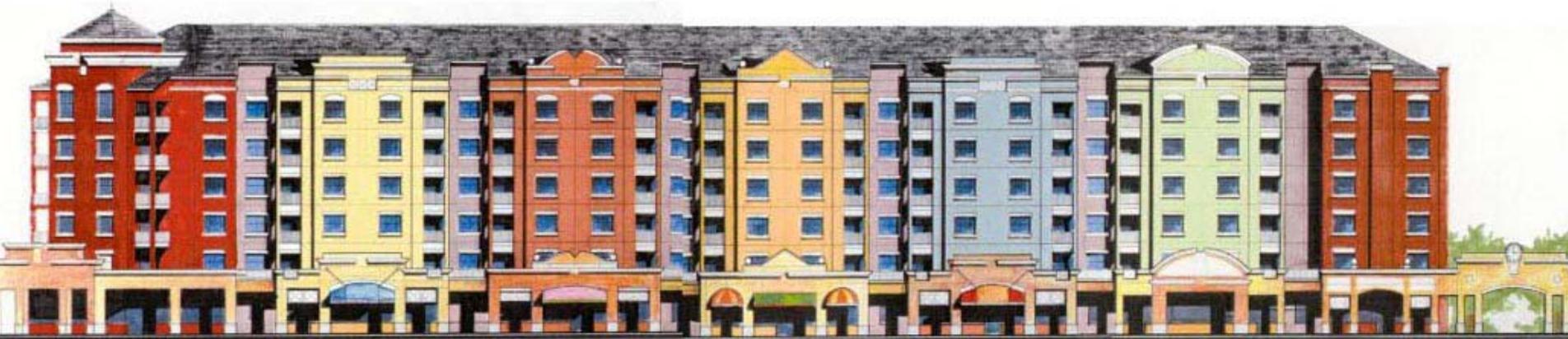
Private Office Space	9.4 million ft <sup>2</sup>
Total Assessed Value	\$1.3 billion
Total Employment	56,000
Public Facilities	10.5 million ft <sup>2</sup>
Non-Taxable Property Value	\$840 million
Residential Population	17,000
Acreage	1620
Number of Parishioners	19,000
Number of Students	5,000

# What's on the Horizon

---

- ◆ Parramore Area Development
- ◆ More Downtown Office Development
- ◆ Church Street Market Improvements
- ◆ Florida Center for Arts and Education
- ◆ Centroplex Revisited
- ◆ Marketing Downtown

# West Church Street Mixed-Use Development



**Bank of America/Orlando Neighborhood Improvement Corp.**



**Hughes Supply Company**

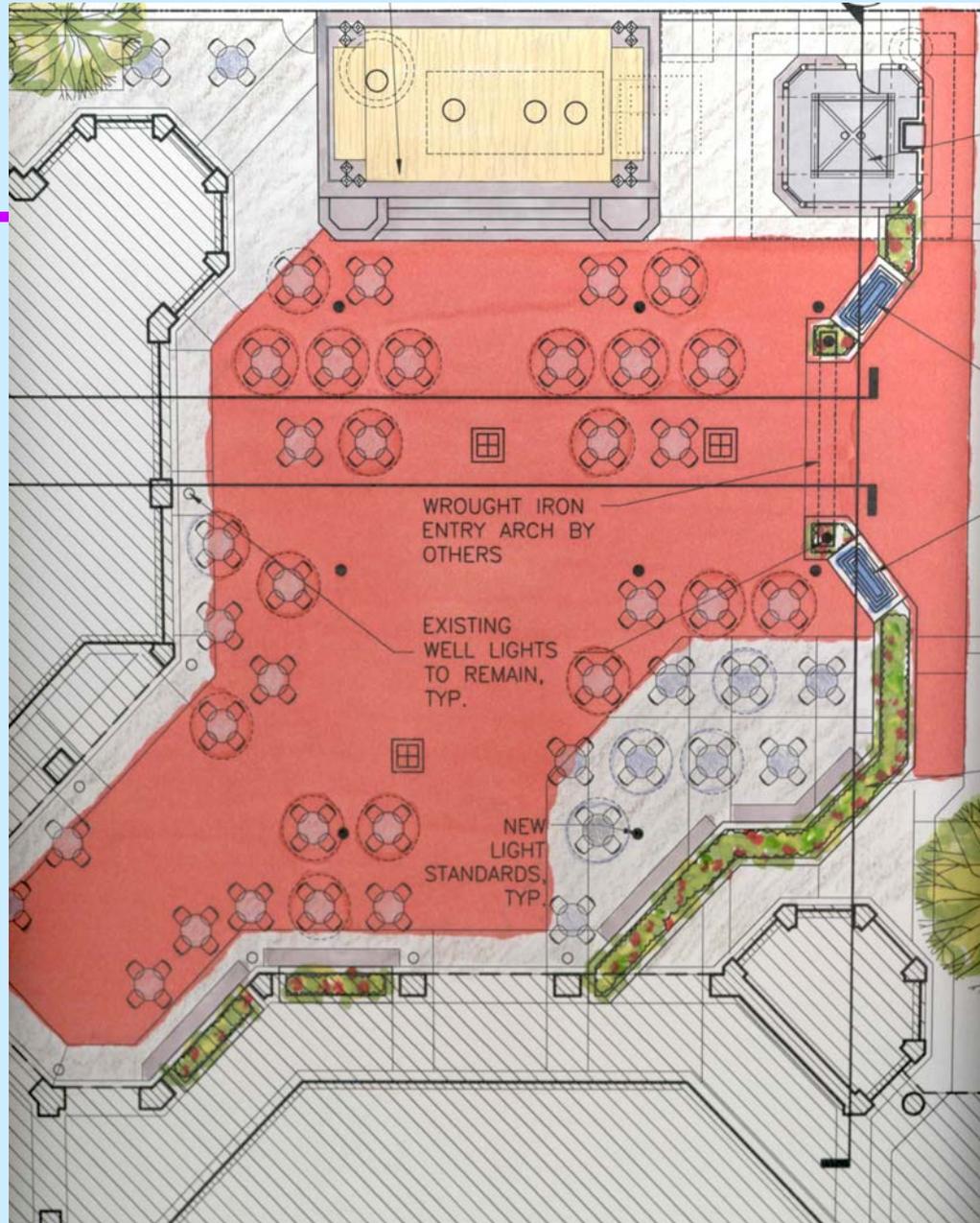
# FAMU College of Law





**Post Office**

# Church Street Market



# Prospects for the City of Orlando

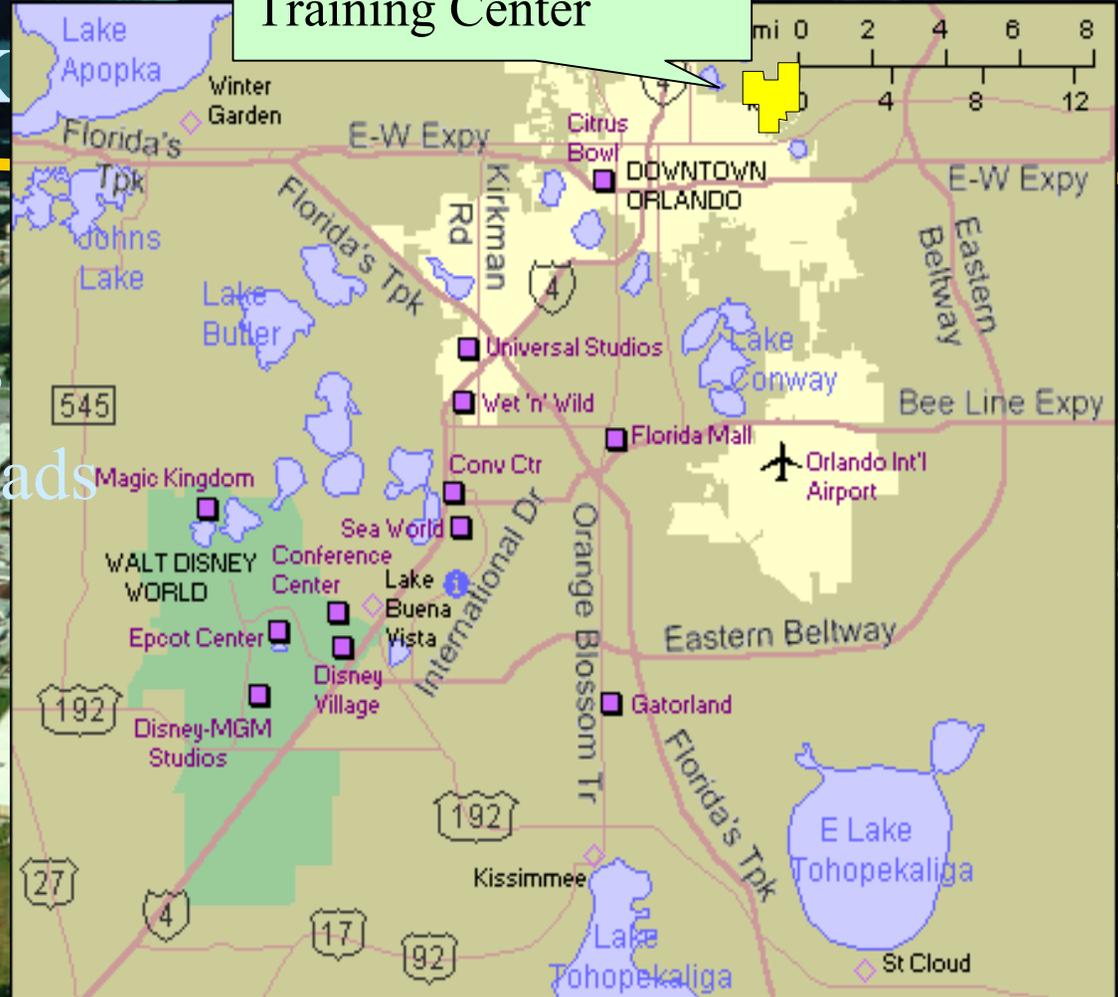
---

- ◆ Public Funding Is Used to Leverage Private Investment
- ◆ Light Rail System is Still Being Considered
- ◆ Conflicts between Downtown and Neighborhoods
- ◆ Disparity between Historically Black and White Neighborhoods
- ◆ City Has Plans for Baldwin Park (Naval Training Center) and South East Sector

# Baldwin Park

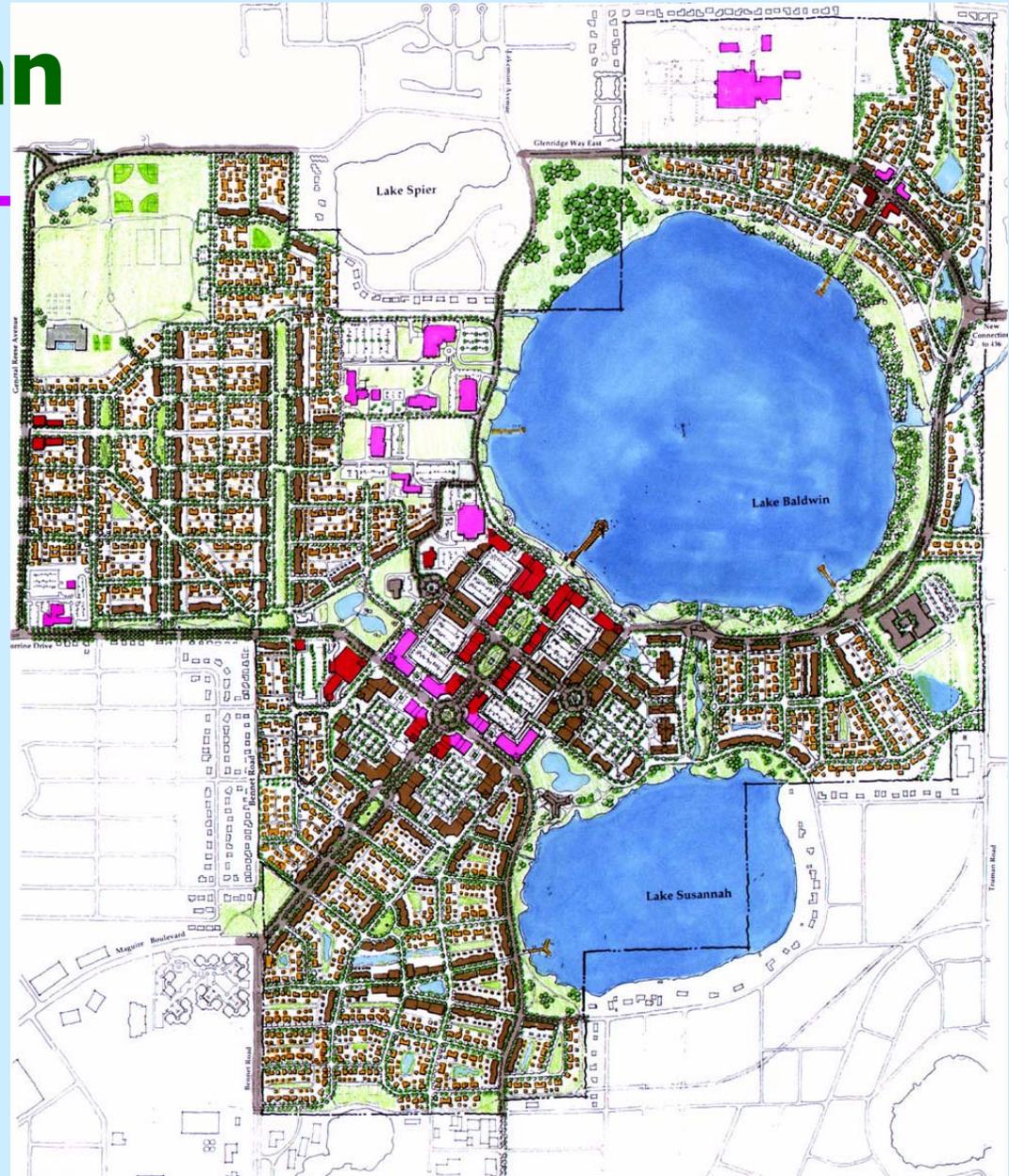
- ◆ 1,093 acres
- ◆ 263 Buildings
- ◆ 40 miles of roads
- ◆ 2 lakes

Orlando Naval Training Center



# NTC Vision Plan

- ◆ Define Neo-traditional Vision
- ◆ Create Walkable communities
- ◆ Establish open space, transportation requirements
- ◆ Integrate with surrounding neighborhoods



# Orlando NTC Partners (Baldwin Park) Redevelopment

---

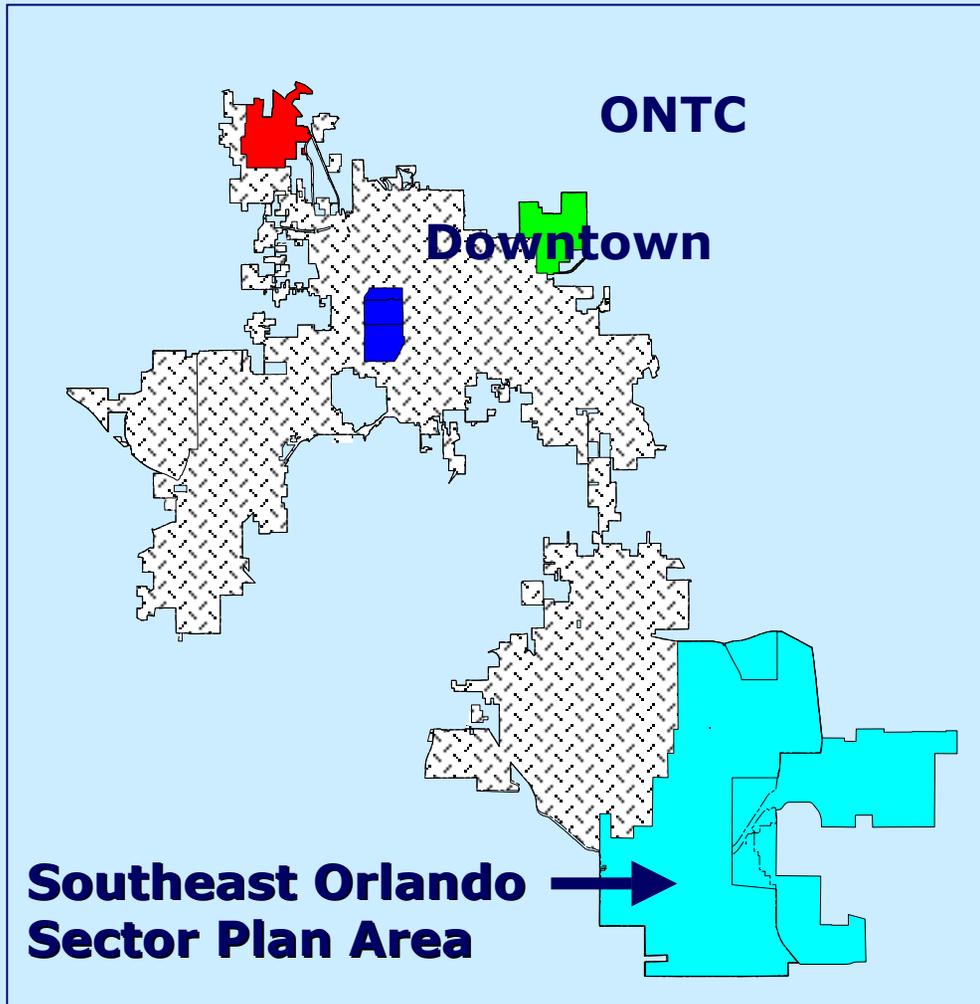
- ◆ 3228 Residential
  - 926 Detached
  - 2302 Attached
- ◆ 350,000 sq ft Commercial in a Village Center
- ◆ 1,500,000 sq ft Office
  - Typical 90 - 150,000 sq. ft.
- ◆ New Schools
  - Elementary
  - Middle School
- ◆ 200 acres of parks

**6,000 Direct Jobs**  
**11,000 residents**

# SE Sector Plan

## Regional Setting of Project

---



- Largest greenfield project ever undertaken by the City of Orlando
- Over 19,300 acres in size
- Adjacent to Orlando International Airport
- Close proximity to Downtown, attractions, and east coast via the Bee-Line Expressway and Central Florida Greenway

# Regional Setting of Project

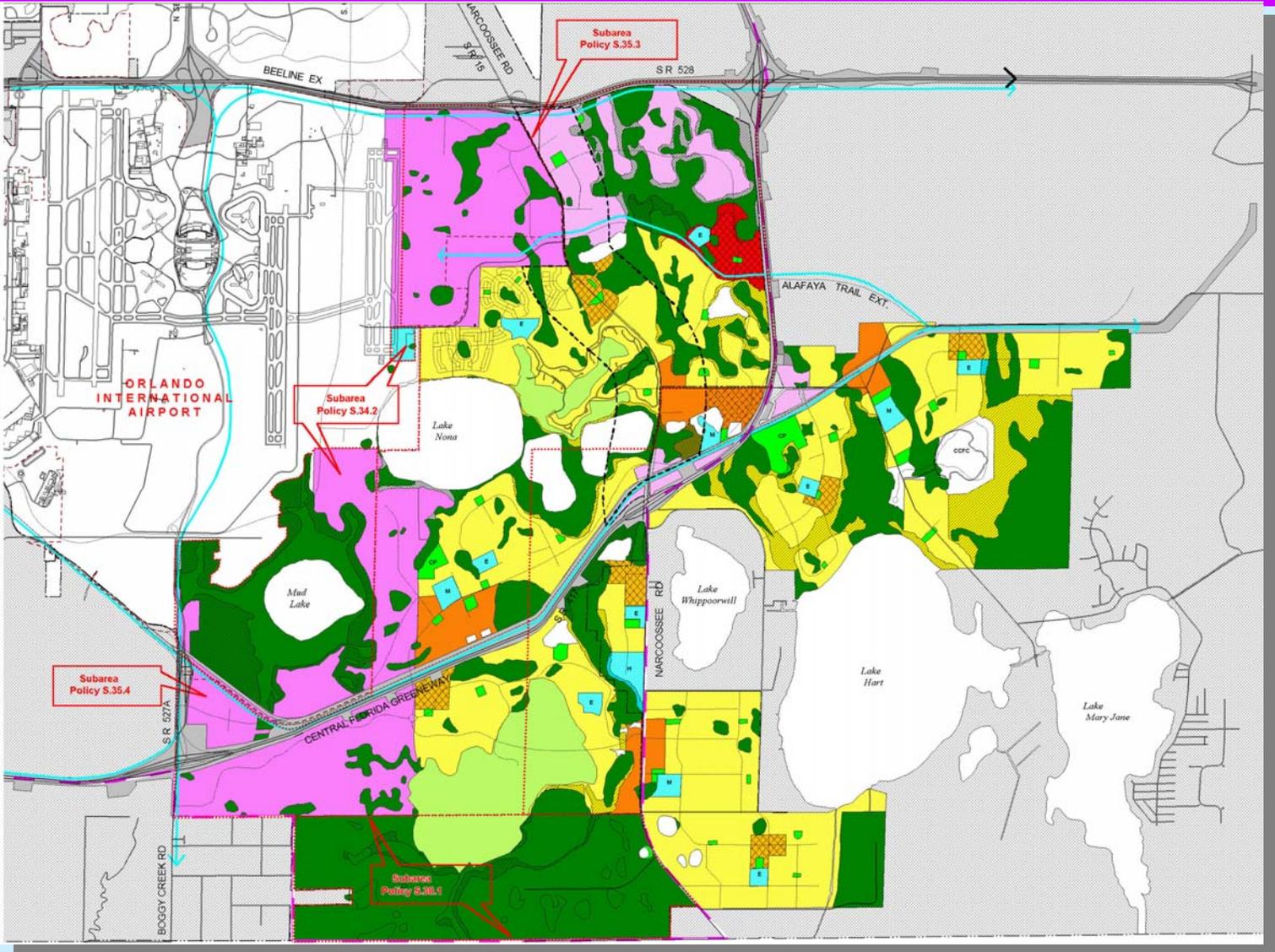


**Residential Units** 13,000  
**Retail** 2.1 million sq. ft.  
**Office** 3.3 million sq. ft.  
**Industrial** 4.7 million sq. ft.  
**Hotel** 1,950 rooms  
**Civic** 600,000 sq. ft.

**Population**  
28,000 by 2020

**Land Area**  
19,300 Acres or 30.15 sq. miles  
(30% of current City)

# Southeast Orlando Master Plan



# Plan Incentives – Key Elements

---

- ◆ **Participating property owners/developers/builders may receive Fee Waivers and Expedited Local Permitting.**
- ◆ **Where Traditional Neighborhood Design Standards are used, incentives include**
  - **Utilization of Smaller Street Widths**
  - **Increased Densities**
  - **Greater Opportunities for Mixed Use**
  - **Revised Transportation Impact Fee**
- ◆ **Administrative Review**
  - **Incentive Based**
  - **Creation of Southeast Town Design Review Committee**
  - **Expedited Review**

# Prospects for Downtown Orlando

---

- ◆ Downtown is Centrally Located in the Metropolitan Region (Many Downtown Residents Commute to Other Parts of the Region)
- ◆ Suburban Areas are Growing at More Rapid Rate Than Downtown (24.9% vs. 12.1%)
- ◆ Orlando is Centrally Located in State
- ◆ Orlando International Airport can Double its Capacity from 32 Million to > 70 Million