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

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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)
  - 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
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

Map showing the layout of downtown historic districts with markings for Interstate, Major Roads, Streets, Case Study Area, and 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
Planning for Bicycle Connectivity
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
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

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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
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
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 Greeneway
Regional Setting of Project

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

Population
28,000 by 2020

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.
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